

Priorities and Planning: strategic survey

*submitted by Nanos to Library and Archives
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*Ce rapport est aussi disponible en français sur
demande*





Providing public access is very important and improvement needed in this regard

Library and Archives Canada (LAC) is developing its strategic plan and is interested in capturing information about its activities to inform that process. The survey, which was completed by visitors/stakeholders of the LAC site, found that providing access to the collection is the most important function of LAC. Opinion varies, however, on the rank and importance of functions of the LAC.

- **Familiarity** – Visitors to the LAC site are confident in their familiarity with LAC (83% familiar or somewhat familiar) but are less familiar when probed more specifically. For example, 75% are familiar or somewhat familiar with the products and services (only 26% are familiar). When asked about the mandate even fewer are familiar (61% familiar or somewhat familiar).
- **Ranking LAC functions** – Providing access to collections (54% rank it first) is the clear priority among the the three activities of LAC. The second most important is preserving existing items (24% ranked first) followed by acquiring more documentary heritage material (18%).
- **Satisfaction** – Almost the same proportion of visitors are very satisfied or somewhat satisfied (37%) with how LAC provides the public with access as very dissatisfied or somewhat dissatisfied (36%).
- **Acquisition priorities** – Preserving and archiving government documents (35% rank it first) is the top of four acquisition priorities according to visitors. Acquiring private archives is second most important (28%) followed by acquiring copies of Canadian publications (20%) and acquiring digital versions of electronic publications and content (14%).
- **Subject area priorities for acquisition** – The top ranked areas for adding to the collection if resources are available are Aboriginal Peoples (33% rank it first) followed by information on Atlantic, Western, and Northern Canada (23%) and Military heritage (18%).

- **Digitalization** – The focus for digitalization is on genealogy (35% rank it first) and finding aids (25%). Military (11%) and Canadian people (9%) are next most mentioned but notably 39% and 26% rank each of these in their top 3 respectively. Least mentioned in the top 3 are transportation, Prime Minister Papers, and rare books.
- **Usefulness of products and services** – The products or services that are considered the most useful are the access to documents that help trace one's genealogy (82% very or somewhat useful) and information on documents and artifacts for my research (86%). The least useful are access to blogs, videos and other information to help me find new and interesting items (65%). Even with this service, only 25% expressed a negative opinion (somewhat not useful or not at all useful).
- **Public programming** – Providing access to its collection through public programming, loans to museums, and co-sponsored exhibits is very important (64%) or somewhat important (27%). The most preferred ways of providing public programming are loans of items to local libraries, archives and smaller museums (38% rank it first) followed by travelling exhibits (22%) and loans to key museums in Ottawa and other parts of the country (17%). A local or regional museum (40% ranked first) is the most likely place to visit an LAC exhibit.
- **Social media** – Two thirds think that social media is either very important (35%) or somewhat important (31%) as a way to stay in touch.
- **Preserving Canada's heritage** – There is almost unanimous agreement (97% very important) that it is important to preserve Canada's heritage for present and future generations.
- **Visitors to the site** – The survey was completed by visitors to the LAC site (who noticed the link or were told by stakeholders that the survey was there) so it is not surprising that 78% have accessed LAC services through the website. Those who completed the survey are primarily librarians (29%) or researchers (30%). Regionally, almost half (46%) are from Ontario (46%) with Quebec (6%) the least represented.

These observations are based on an online survey that was conducted on the Library and Archives homepage between November 10th and December 16th, 2015. Visitors to the site were presented with a link to the survey on the front page. It is not possible to produce a margin of error since the survey was not randomly administered.

Total contract value: \$117,631.08; value of this phase of the research: \$14,934.

Familiarity

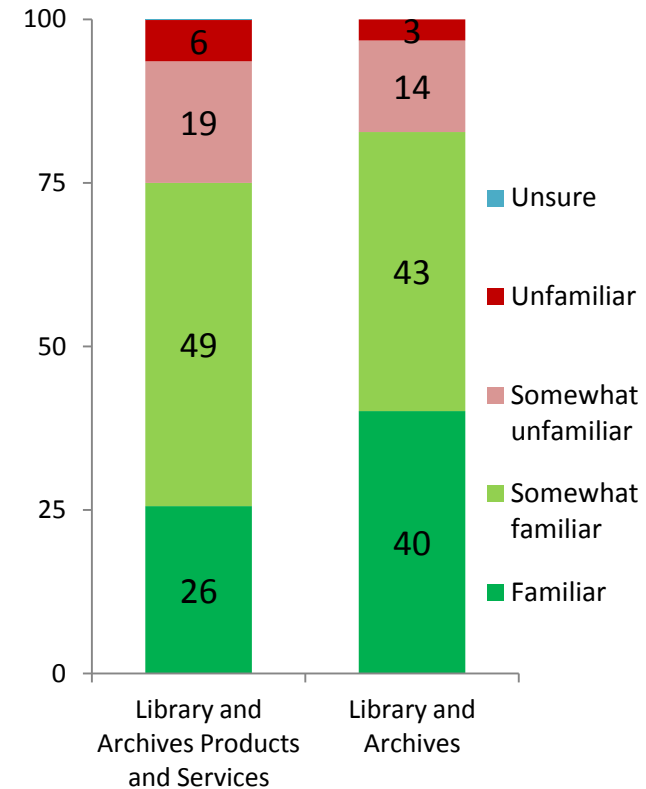
Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

Familiarity – Most participants are familiar with LAC (40% familiar and 43% somewhat familiar).

- Those involved in research and education-related reasons are the most familiar as are historians (90%) and researchers (88%).
- People living in Quebec and the Prairies are the least likely to be familiar.

Familiarity with services and products – When we move from LAC in a general sense to the specific services and products, familiarity drops significantly. When focused on this aspect, only 26% are familiar and 49% somewhat familiar.

- The groups that are familiar with the specifics are the same as those familiar with LAC in general. In fact, most of the drop off when we move from the general to specific is due to the fact that government employees, educators/teachers, and librarians as well as those who have had no recent interaction are less likely to be as familiar with the specifics as they are to be familiar in general.



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

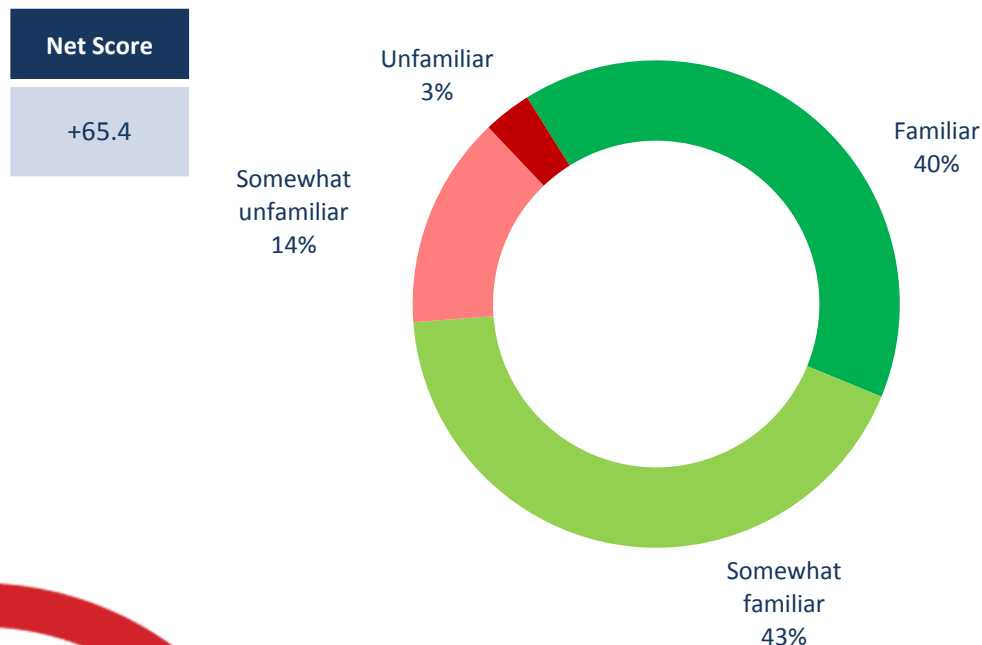
QUESTION – Would you say that you are familiar, somewhat familiar, somewhat unfamiliar or unfamiliar with Library and Archives Canada?

QUESTION – Would you say that you are familiar, somewhat familiar, somewhat unfamiliar or unfamiliar with the services and products offered by Library and Archives Canada online?

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

Familiarity with Library and Archives Canada

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



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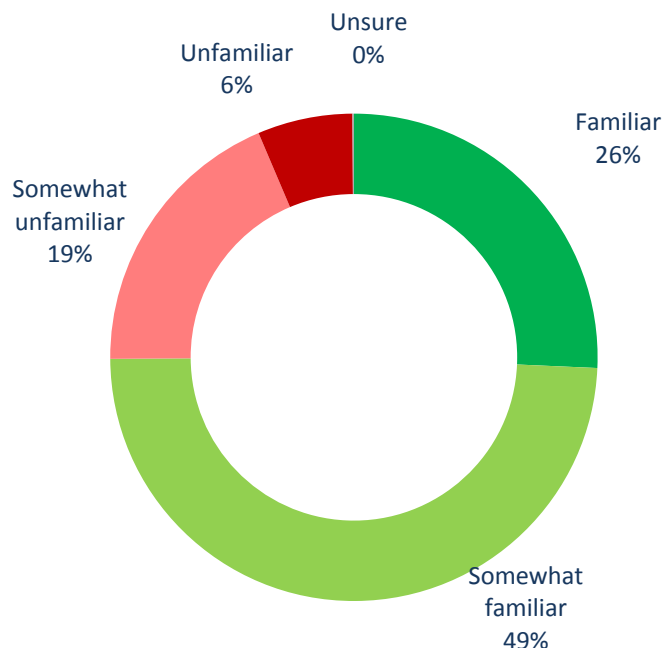
Subgroups	Familiar/ Somewhat familiar
Atlantic (n=98)	88.8%
Quebec (n=80)	87.5%
Ontario (n=640)	88.9%
Prairies (n=374)	66.3%
British Columbia (n=207)	88.4%
Under 25 (n=29)	58.6%
25 to 34 (n=179)	79.9%
35 to 44 (n=199)	82.4%
45 to 54 (n=265)	83.8%
55 to 64 (n=330)	84.8%
65 or older (n=343)	82.2%

QUESTION – Would you say that you are familiar, somewhat familiar, somewhat unfamiliar or unfamiliar with Library and Archives Canada?

Familiarity with LAC products and services

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

Net Score
+50.0



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

Subgroups	Familiar/ Somewhat familiar
Atlantic (n=98)	80.6%
Quebec (n=80)	72.5%
Ontario (n=640)	83.1%
Prairies (n=374)	57.5%
British Columbia (n=207)	79.2%
Under 25 (n=29)	55.2%
25 to 34 (n=179)	69.3%
35 to 44 (n=199)	72.9%
45 to 54 (n=265)	73.2%
55 to 64 (n=330)	80.0%
65 or older (n=343)	76.1%

QUESTION – Would you say that you are familiar, somewhat familiar, somewhat unfamiliar or unfamiliar with the services and products offered by Library and Archives Canada online?

Accessing LAC services/resources

Mode of accessing services – As an online survey, it is not surprising that 78% report visiting the website to access services or resources in the past 6 months from LAC. The next most mentioned were mail, email or webform (15%) and visiting on-site (13%). Notably, 17% did not access LAC services in the past 6 months.

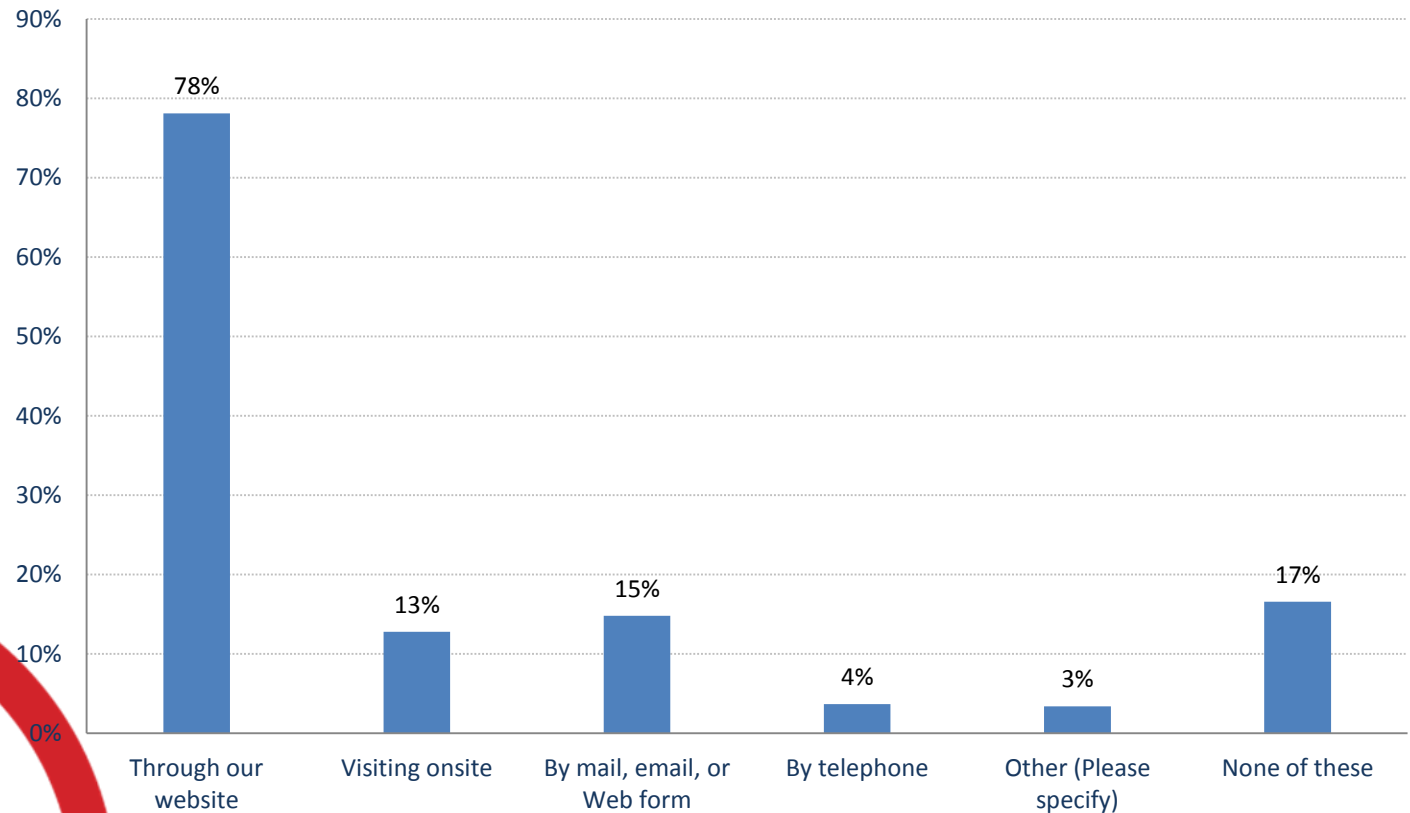
- Those from Ontario (20%) and Quebec (14%) were most likely to mention a recent onsite access.
- Historians (26%) and writers (23%) were also more likely to visit onsite.

Reasons for accessing services – The most mentioned reason for accessing LAC services or resources is genealogy (51%). Visitors can have multiple reasons for their recent visits and in addition to genealogy, 44% were doing research, 38% were for work-related reasons and 28% for personal interest.

- Age is a key indicator for why people access LAC services.
 - Accessing for educational purposes declines with age with those under 25 (52%) the most likely to be using the LAC for this purpose.
 - Genealogy is more likely to be a reason for those who are older (83% for those 65 and older).
 - Work related reasons are more likely among those aged 35 to 54 years of age.
- Librarians (73%) and archivists (84%) are more likely to be accessing LAC services for work-related reasons.

Accessing LAC services and resources

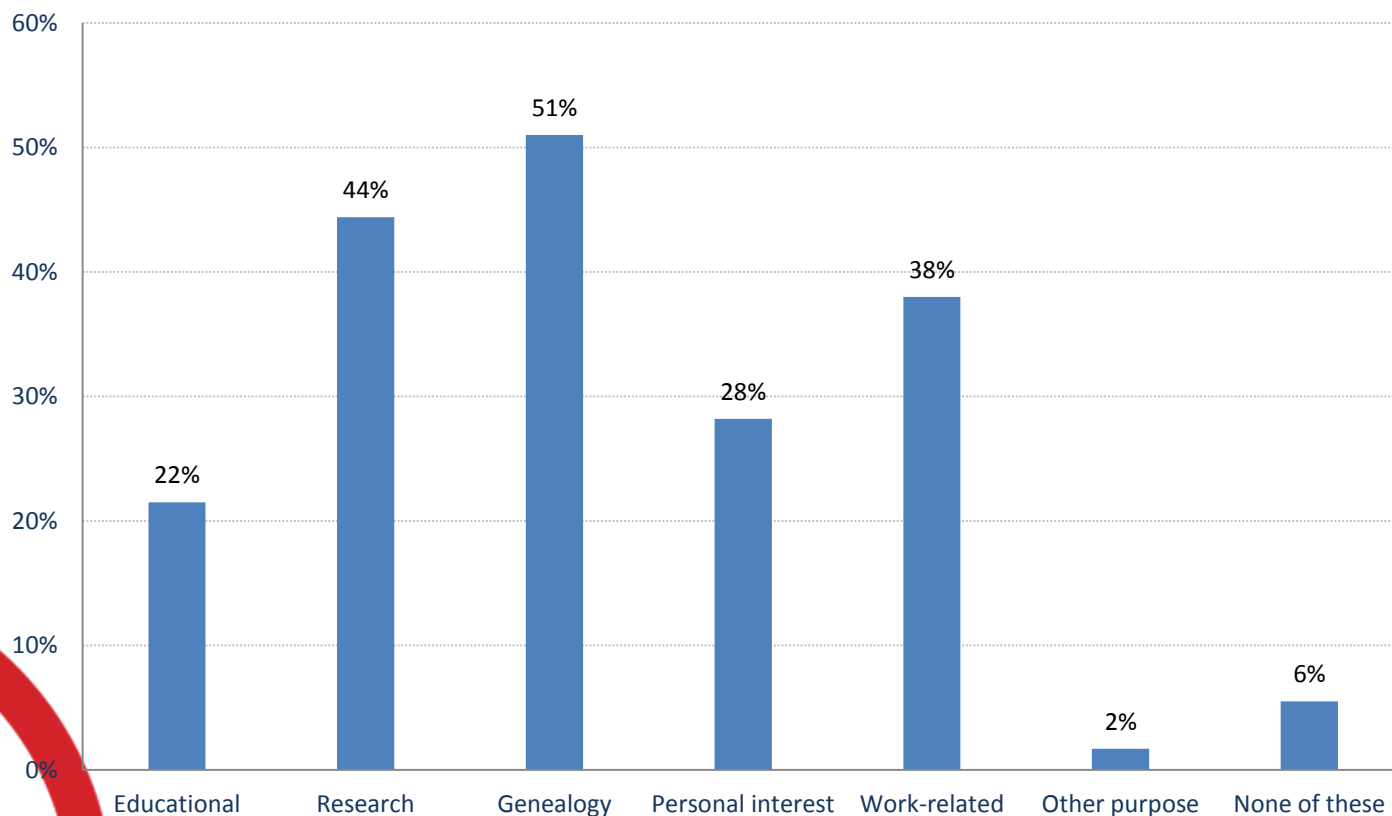
Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



QUESTION – In the past 6 months, have you accessed services or resources of Library and Archives Canada through any of the following channels? Please select all that apply.

Reasons for accessing services and resources

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



QUESTION – For what purposes do you use the services and resources of Library and Archives Canada? Please select all that apply.

Reasons for accessing services and resources

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

Reason for Access by Age

	Total (n=1399)	Under 25 (n=29)	25 to 34 (n=179)	35 to 44 (n=199)	45 to 54 (n=265)	55 to 64 (n=330)	65 or older (n=343)
Genealogy	51%	14%	21%	23%	40%	63%	83%
Research	44%	38%	54%	49%	48%	44%	36%
Work-related	38%	28%	63%	62%	51%	32%	6%
Personal interest	28%	31%	30%	27%	29%	30%	25%
Educational	22%	52%	34%	32%	25%	17%	9%
None	6%	21%	10%	7%	6%	4%	2%
Other purpose	2%	0%	2%	2%	2%	2%	2%

QUESTION – For what purposes do you use the services and resources of Library and Archives Canada? Please select all that apply.

Mandate and priorities

Awareness of the mandate – When it comes to the LAC mandate, 23% are familiar and 38% somewhat familiar. This is lower than awareness for products and services (25% are familiar and 49% somewhat familiar).

- Those involved in work (77% familiar or somewhat familiar), education (75%) and research (71%) reasons are the most familiar as are archivists (84%).
- People living on the Prairies are the least likely to be familiar.
- Those 34 to 44 years of age are more likely to be at least somewhat familiar (72%).

Ranking mandate priorities – The LAC mandate includes acquiring, preserving and providing access to collections that represent Canada and its history. It is the latter, providing access that is considered the most important function of the LAC (54%). The next most important is preserving existing items (24% rank it first and 42% rank it second).

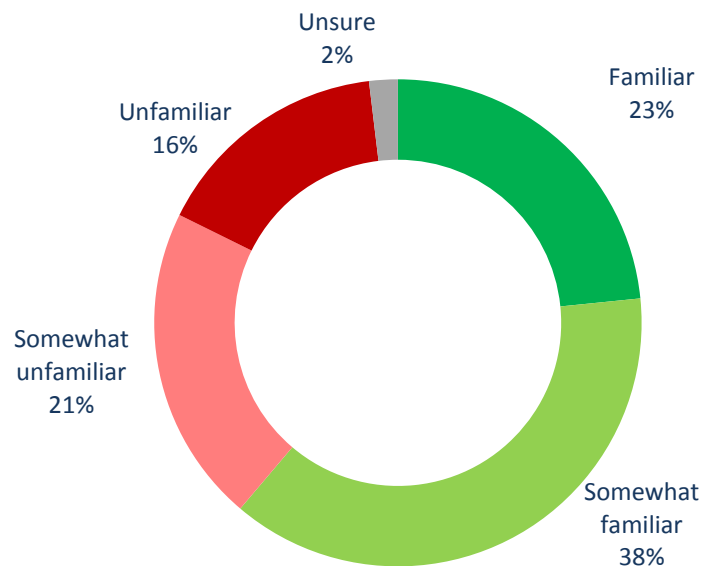
Satisfaction with access to the collection – Given that it is the most important function, it is noteworthy that only 4% are satisfied and 33% somewhat satisfied with how LAC provides the public with access to its collection. Although many are neutral (19%), the satisfied only slightly outnumber the dissatisfied (+1).

- Satisfaction is higher among older visitors. For example, 44% of those 65 and older are at least somewhat satisfied compared with 25% of those 25 to 34 years of age.
- Consistent with the fact that older people tend to be visiting for genealogy reasons, those who access services for genealogy are the most satisfied (48%). Those who access for work-related reason are least satisfied (28%).
- Librarians (25%) and archivists (24%) are least satisfied.

Familiarity with LAC's mandate

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

Net Score
+24.3



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

Subgroups	Familiar/ Somewhat familiar
Atlantic (n=98)	67.3%
Quebec (n=80)	60.8%
Ontario (n=640)	64.4%
Prairies (n=374)	55.9%
British Columbia (n=207)	58.0%
Under 24 (n=29)	41.4%
25 to 34 (n=179)	64.2%
35 to 44 (n=199)	72.4%
45 to 54 (n=265)	65.7%
55 to 64 (n=330)	56.0%
65 or older (n=343)	54.5%

QUESTION – Would you say that you are familiar, somewhat familiar, somewhat unfamiliar or unfamiliar with the mandate of Library and Archives Canada?

Ranking LAC functions

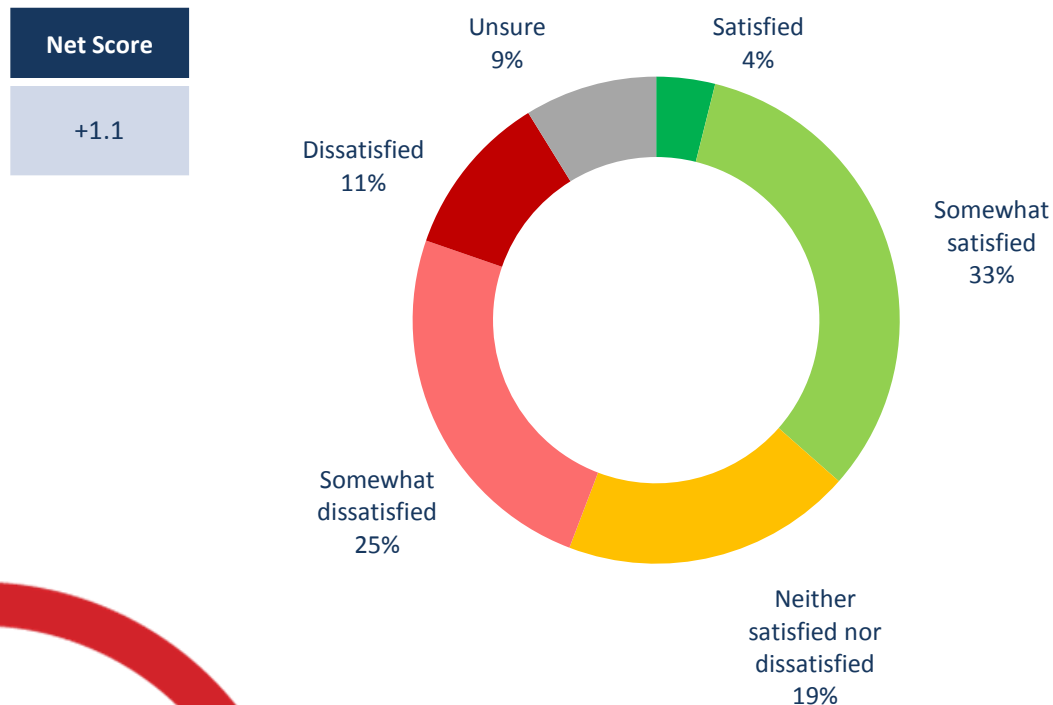
Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

	First Ranked (n=1399)	Second Ranked (n=1335)	Third Ranked (n=1324)
Providing access to collections	54	28	16
Preserving existing items	24	42	33
Acquiring more documentary heritage materials	18	30	51
Unsure	5	1	

QUESTION – Library and Archives Canada is responsible for acquiring, preserving and providing access to collections that represent Canada and its history, including serving as the official memory of the Federal Government of Canada. Please rank the following three functions of Library and Archives Canada from most (1) to least (3) important to you personally.

Satisfaction with access to LAC's collection

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



Subgroups	Satisfied/ Somewhat satisfied
Atlantic (n=98)	32.7%
Quebec (n=80)	37.5%
Ontario (n=640)	39.1%
Prairies (n=374)	35.3%
British Columbia (n=207)	32.4%
Under 24 (n=29)	20.7%
25 to 34 (n=179)	24.6%
35 to 44 (n=199)	28.6%
45 to 54 (n=265)	34.3%
55 to 64 (n=330)	44.8%
65 or older (n=343)	44.3%

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

QUESTION – Are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied or dissatisfied with how LAC provides the public with access to its collection?

Satisfaction with access by sub-groups

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

Purpose of Accessing Services	Satisfied/ Somewhat satisfied
Educational (n=301)	34.9%
Research (n=621)	41.1%
Genealogy (n=713)	47.7%
Personal interest (n=395)	42.5%
Work-related (n=531)	28.2%
Other purpose (n=24)	33.3%
None (n=77)	1.3%

Subgroups	Satisfied/ Somewhat satisfied
Educator / Teacher/ Professor (n=82)	30.5%
Government employee (n=103)	37.9%
Librarian (n=349)	24.1%
Archivist (n=122)	23.8%
Historian (n=92)	47.8%
Writer (n=40)	45.0%
Researcher (n=352)	48.3%
Student (n=46)	28.3%
Other/prefer not to say (n=199)	41.7%

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

QUESTION – Are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied or dissatisfied with how LAC provides the public with access to its collection?

Acquisition activities

Ranking key acquisition types – The highest ranked acquisition activity is preserving and archiving government documents (35% rank it first) followed by the acquisition of private archives of Canadians and organizations of national importance (28%). The least important in terms of first rank preferences is acquiring digital versions of electronic content (14%). Acquiring copies of Canadian publications is third most important (20%).

- The priorities vary significantly by role: Archivists place the highest importance on preserving government documents (62%) while Librarians are more likely to rank acquiring Canadian books as the most important (45%).

Topic areas of most interest – The area where participants would most like LAC to acquire more materials (as funding is available) is Aboriginal Peoples (33% rank it first) followed by regions (Atlantic, Western and Northern Canada) at 23% and Military heritage (18%).

- Military heritage is more likely to be ranked first by those living in Ontario (26%), whereas Atlantic Canada (40%) and B.C. (32%) are more interested in regional content.
- Aboriginal peoples content is much more likely to be ranked first by younger visitors but when we consider the top 3, Aboriginal people is clearly the top interest by everyone.
- Those 45 years and older are more interested in Military heritage and Canada's regions than younger cohorts. Younger people tend to have more interest in minority voices, Francophone culture and gender issues.

Digitalization – Library and Archives Canada has digitalized some of its collection and when it comes to future priorities, there is a preference for a focus on genealogy (35% rank it first) and finding aids (25%). Military (11%) and Canadian people (9%) are next most mentioned but notably 39% and 26% rank each of these in their top 3. Least mentioned in the top 3 are transportation, Prime Minister Papers and rare books.

- The preference for genealogy is high among those who use services for genealogy (62% rank it first) and those 65 and older (60%).
- Finding aids are more likely to be ranked first by those involved in work (39%) and research (31%).

Ranking acquisition activities

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

	First Ranked (n=1399)	Second Ranked (n=1361)	Third Ranked (n=1357)	Fourth Ranked (n=1352)
Preserving and archiving government documents	35	29	22	13
Acquisition of the private archives of Canadians and organizations that are of national importance	28	34	23	14
Acquisition of a copy of a Canadian publication	20	19	32	29
Acquiring digital versions of electronic publications and content (e.g., websites)	14	18	24	45
Unsure	3	0.3	0.4	-

QUESTION – Please rank the following acquisition activities of Library and Archives Canada from most to least important for you personally:

Top three areas for acquisition

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

	First Ranked (n=1399)	Second Ranked (n=1354)	Third Ranked (n=1349)	% Ranked in Top 3 (n=1399)
Aboriginal Peoples	33	24	18	73
Atlantic, Western, and Northern Canada	23	22	17	61
Military heritage	18	19	12	48
Multiculturalism	9	11	18	36
Francophone culture	7	9	11	26
Minority voices	5	10	14	29
Gender issues	2	5	9	17
Unsure	3	0	1	5

QUESTION – As funding becomes available or opportunities are identified, Library and Archives Canada acquires new materials for the collection. From the following list, please rank the top 3 areas from most (1) to least (3) important that you think that Library and Archives Canada should focus on when it comes to adding to the collection:

Top three areas for acquisition by age

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

Top Ranked Areas by Age

	Total (n=1399)	Under 25 (n=29)	25 to 34 (n=179)	35 to 44 (n=199)	45 to 54 (n=265)	55 to 64 (n=330)	65 or older (n=343)
Aboriginal Peoples	73	66	81	77	74	71	69
Atlantic, Western, and Northern Canada	61	38	45	41	59	68	74
Military heritage	48	35	25	27	42	56	69
Multiculturalism	36	38	39	41	42	33	31
Minority voices	29	38	48	41	31	21	17
Francophone culture	26	38	30	36	26	26	17
Gender issues	17	38	26	31	17	10	7
Unsure	5	3	2	3	5	6	6

QUESTION – As funding becomes available or opportunities are identified, Library and Archives Canada acquires new materials for the collection. From the following list, please rank the top 3 areas from most (1) to least (3) important that you think that Library and Archives Canada should focus on when it comes to adding to the collection:

Top three areas for digitization

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

	First Ranked (n=1369)	Second Ranked (n=1368)	Third Ranked (n=1360)	% Ranked in Top 3 (n=1399)
Genealogy	35	13	10	58
Finding aids (e.g., government documents, private collections held by LAC)	25	18	18	61
Military—First and Second World Wars (e.g., maps, trench newspapers, etc.)	11	18	10	39
Canadian people (e.g., Aboriginal heritage, authors)	9	12	12	26
Canadian government (e.g., Cabinet documents, Orders-in-Council)	6	10	8	23
Photographs (e.g., Canadian photographers, military)	5	13	17	34
Canadian events (e.g., Rideau Canal development, Expo 67)	5	9	12	32
Rare books (e.g., comic books, Lowy Collection of rare Hebraica and Judaica books)	3	5	8	15
Prime Minister Papers	2	4	4	9
Transportation (e.g., aircraft registration documentation, train photographs)	-	0	1	1

QUESTION – Library and Archives Canada has digitized some of its collections and made them available online. From the following list, please rank the top three areas from most (1) to least (3) important that you think that Library and Archives Canada should focus on when it comes to digitizing the collection.

Usefulness of services

Highest rated product and service – The products or services that are considered the most useful are the access to documents that help trace one's genealogy (82% at least somewhat useful) and information on documents and artifacts for my research (86%).

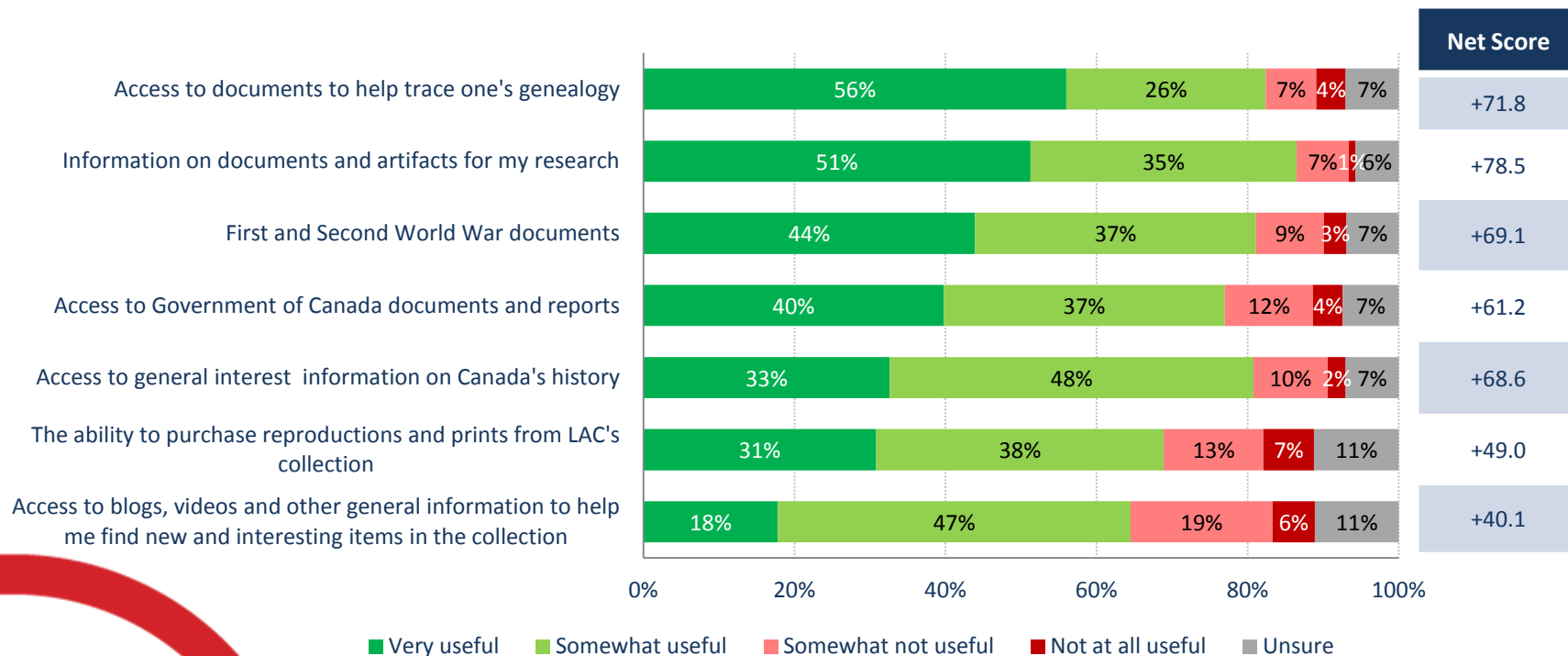
Least useful products and services – Although a relatively small group find the services not useful, the least useful product or service is access to blogs, videos and other information to help me find new and interesting items (65%). The second least useful is the ability to purchase reproductions and prints from the collection (69%).

In general, older people tend to find the services more useful. In addition, those services that directly address the purpose of the access tend to be viewed more positively by those who are accessing LAC for that reason.

- **Documents to trace genealogy** – those 65 years and older (91%) are most likely to find this service to be at least somewhat useful as are those whose purpose for visiting is genealogy (96%).
- **Information on documents/ artifacts for my research** – Older visitors tend to be more likely to find the product at least somewhat useful (91% of those 55 to 64 years).
- **First and Second World War items** -- Older visitors tend to be more likely to find the product at least somewhat useful (88% of those 65 years and older compared with 65% of those 25 to 34 years).
- **Access to Government of Canada documents** – those 35 to 44 years are the most likely to find the access useful (86%) as are those whose purpose is educational (90%), work-related (85%), or research (83%).
- **Access to general information of Canada's history** – Older visitors tend to be more likely to find the product at least somewhat useful (84% of those 55 to 64 years).
- **Ability to purchase reproductions and prints** – beliefs about this product and service are fairly similarly held.
- **Access to blogs, videos and other general information** – those who have a personal interest for visiting LAC are more likely to find this useful (71%).

Usefulness of LAC products and services

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

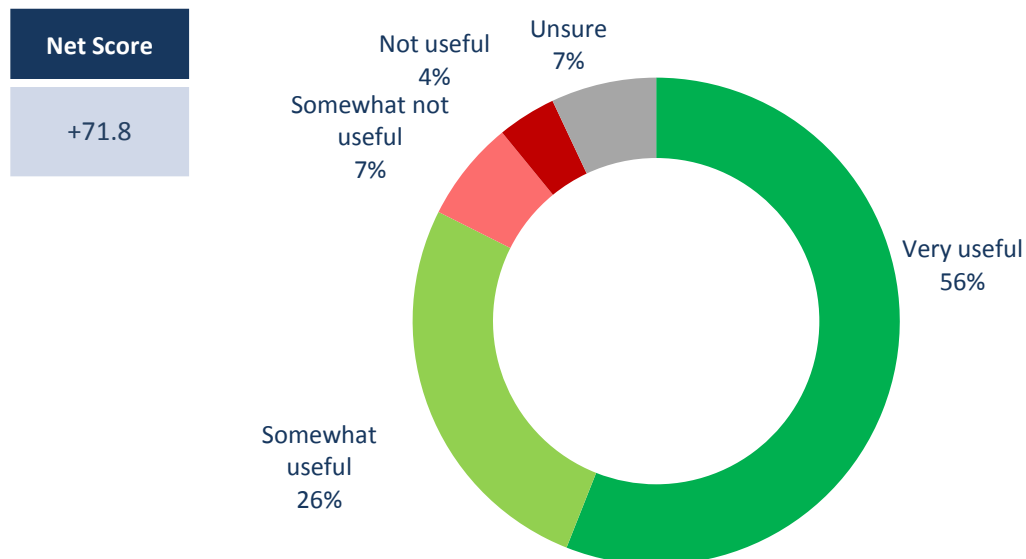


***Note:** Charts may not add up to 100 due to rounding

QUESTION – Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

Documents to trace one's genealogy

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



Subgroups	Very useful/ Somewhat useful
Atlantic (n=98)	79.6%
Quebec (n=80)	81.3%
Ontario (n=640)	84.4%
Prairies (n=374)	81.3%
British Columbia (n=207)	80.2%
Under 24 (n=29)	69.0%
25 to 34 (n=179)	64.8%
35 to 44 (n=199)	75.9%
45 to 54 (n=265)	82.3%
55 to 64 (n=330)	87.3%
65 or older (n=343)	91.3%

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

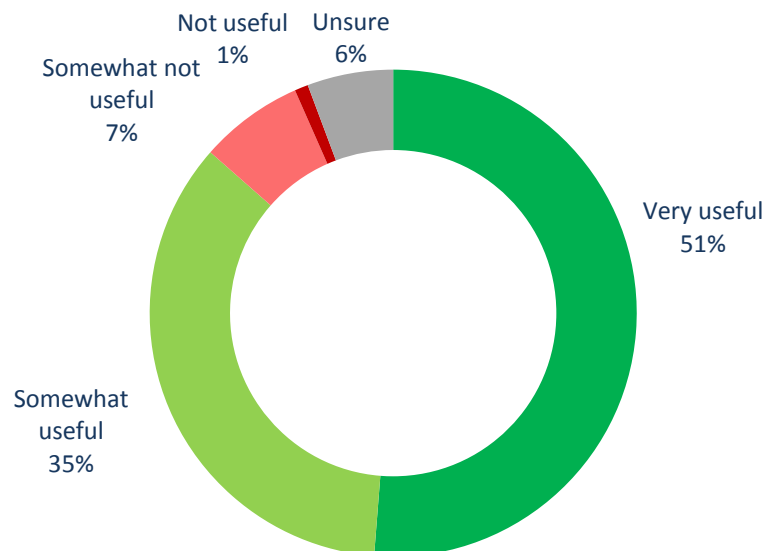
QUESTION – Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

Access to documents to help trace one's genealogy

Information on items for research

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

Net Score
+78.5



Subgroups	Very useful/ Somewhat useful
Atlantic (n=98)	85.7%
Quebec (n=80)	95.0%
Ontario (n=640)	86.3%
Prairies (n=374)	85.0%
British Columbia (n=207)	86.5%
Under 24 (n=29)	75.9%
25 to 34 (n=179)	79.9%
35 to 44 (n=199)	83.4%
45 to 54 (n=265)	86.4%
55 to 64 (n=330)	90.6%
65 or older (n=343)	87.8%

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

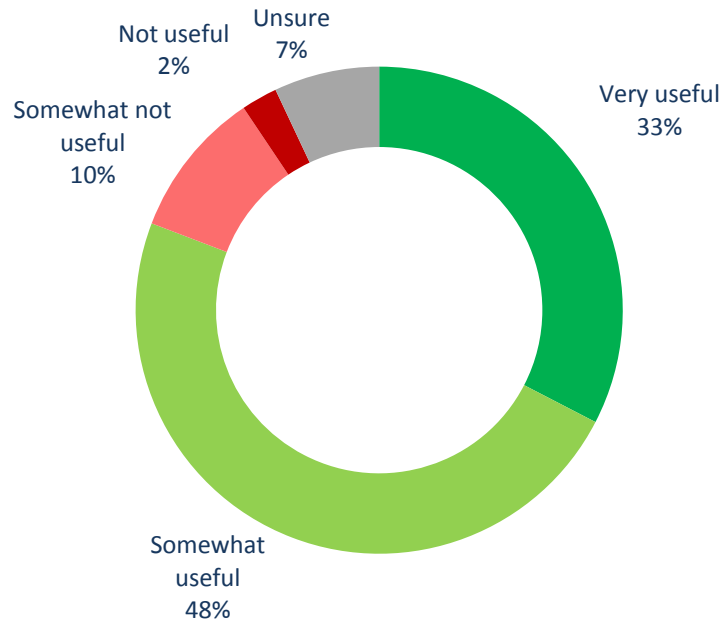
QUESTION – Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

Information on documents and artifacts for my research

General interest information

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

Net Score
+68.6



Subgroups	Very useful/ Somewhat useful
Atlantic (n=98)	81.6%
Quebec (n=80)	82.5%
Ontario (n=640)	81.9%
Prairies (n=374)	77.5%
British Columbia (n=207)	82.6%
Under 24 (n=29)	72.4%
25 to 34 (n=179)	70.9%
35 to 44 (n=199)	79.4%
45 to 54 (n=265)	82.6%
55 to 64 (n=330)	84.2%
65 or older (n=343)	82.8%

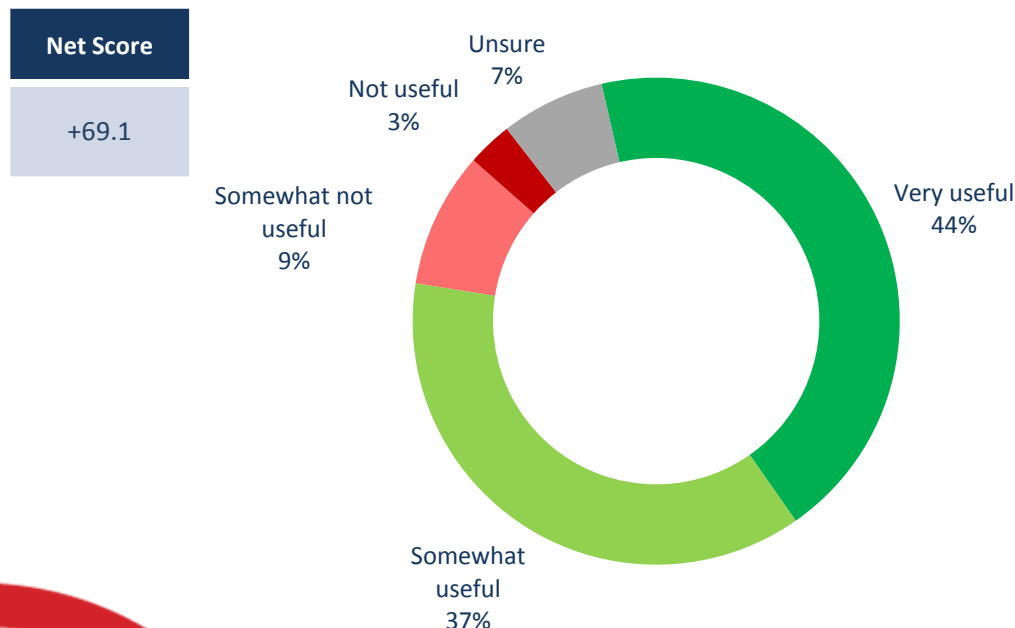
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

Access to general interest information on Canada's history

First and Second World War documents

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



Subgroups	Very useful/ Somewhat useful
Atlantic (n=98)	84.7%
Quebec (n=80)	78.8%
Ontario (n=640)	86.6%
Prairies (n=374)	70.9%
British Columbia (n=207)	81.6%
Under 24 (n=29)	69.0%
25 to 34 (n=179)	65.4%
35 to 44 (n=199)	78.4%
45 to 54 (n=265)	82.3%
55 to 64 (n=330)	84.8%
65 or older (n=343)	87.5%

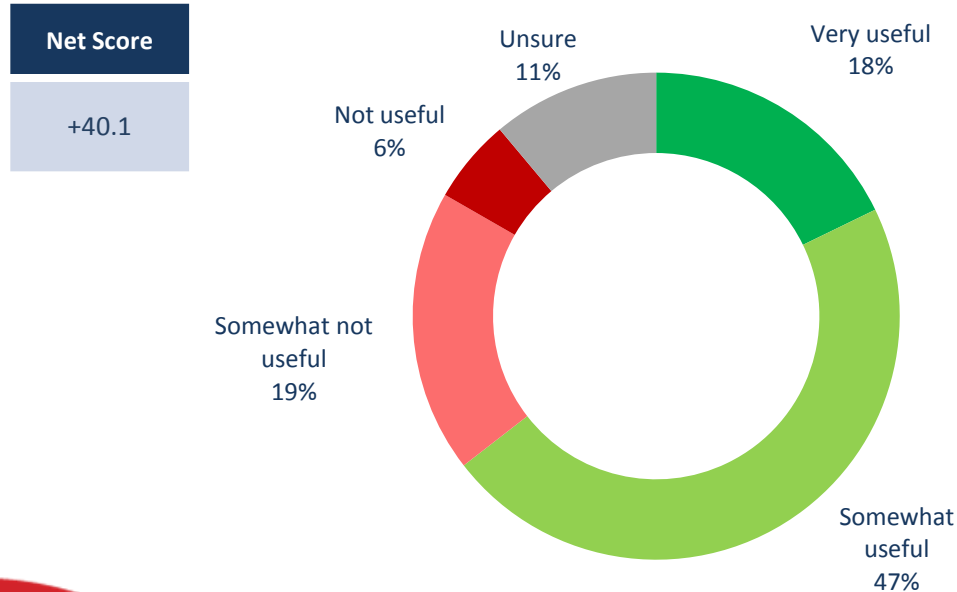
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

First and Second World War documents

Access to blogs and videos

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



Subgroups	Very useful/ Somewhat useful
Atlantic (n=98)	66.3%
Quebec (n=80)	62.5%
Ontario (n=640)	63.6%
Prairies (n=374)	68.4%
British Columbia (n=207)	59.9%
Under 24 (n=29)	65.5%
25 to 34 (n=179)	62.0%
35 to 44 (n=199)	67.3%
45 to 54 (n=265)	66.8%
55 to 64 (n=330)	66.4%
65 or older (n=343)	59.5%

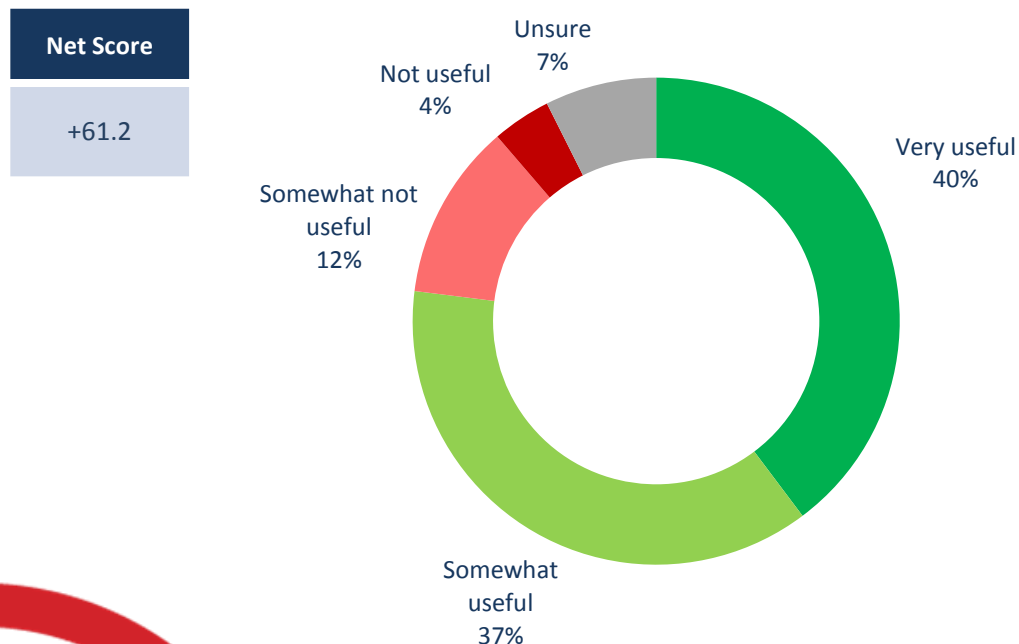
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

Access to blogs, videos and other general information that help me find new and interesting items in the collection

Access to government documents

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



Subgroups	Very useful/ Somewhat useful
Atlantic (n=98)	80.6%
Quebec (n=80)	81.3%
Ontario (n=640)	75.3%
Prairies (n=374)	75.7%
British Columbia (n=207)	80.7%
Under 24 (n=29)	75.9%
25 to 34 (n=179)	78.2%
35 to 44 (n=199)	85.9%
45 to 54 (n=265)	80.0%
55 to 64 (n=330)	77.6%
65 or older (n=343)	68.2%

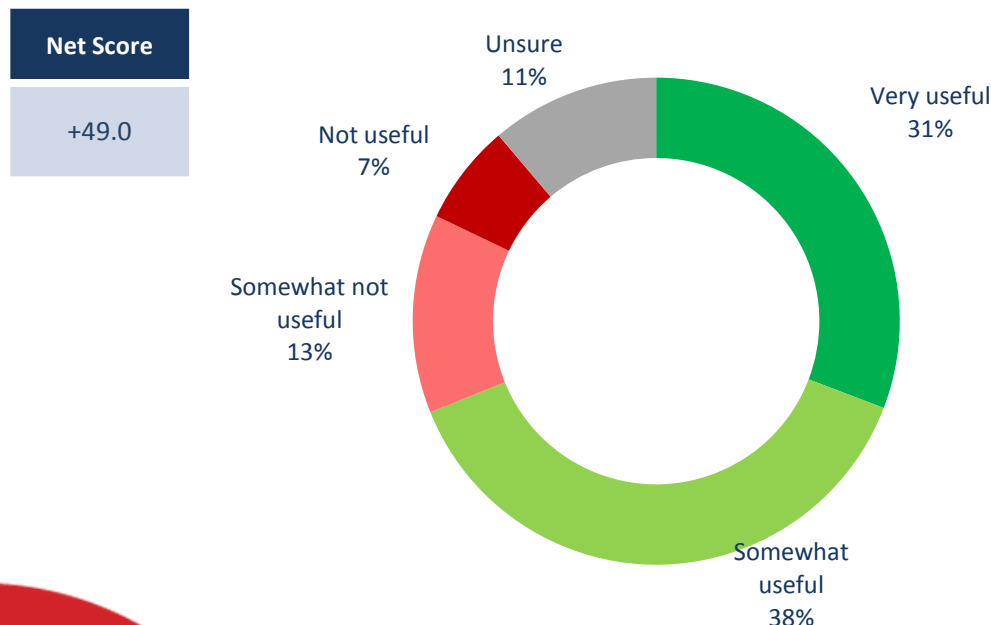
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

Access to Government of Canada documents and reports

Purchasing reproductions and prints from LAC

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



Subgroups	Very useful/ Somewhat useful
Atlantic (n=98)	65.3%
Quebec (n=80)	83.8%
Ontario (n=640)	65.8%
Prairies (n=374)	74.3%
British Columbia (n=207)	64.7%
Under 24 (n=29)	58.6%
25 to 34 (n=179)	62.0%
35 to 44 (n=199)	73.9%
45 to 54 (n=265)	70.6%
55 to 64 (n=330)	68.5%
65 or older (n=343)	70.8%

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

QUESTION – Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

The ability to purchase reproductions and prints from LAC's collection

Public access and importance of preserving heritage

Importance of public programming – Providing access to its collection through public programming, loans to museums, and co-sponsored exhibits is very important (64%) or somewhat important (27%). The importance is widely shared across age, region and reason for access. Those very familiar (68% very important) with the products and services of LAC think it is more important to provide access

Preferred ways of delivering public programming – The most preferred ways of providing public programming are loans of items to local libraries, archives and smaller museums (38% rank it first) followed by travelling exhibits (22%) and loans to key museums in Ottawa and other parts of the country (17%).

- While loans to local libraries, archives and smaller museums is the first rank for all regions, it is more likely to be the first rank for those living in B.C., Atlantic Canada and Ontario.
- People accessing LAC services for genealogy are most likely to select local libraries, archives and smaller museums (46%).

Where most likely to visit LAC exhibit – A local or regional museum (40% ranked first) is the most likely place to visit an LAC exhibit. Local libraries are the next most likely location (26%).

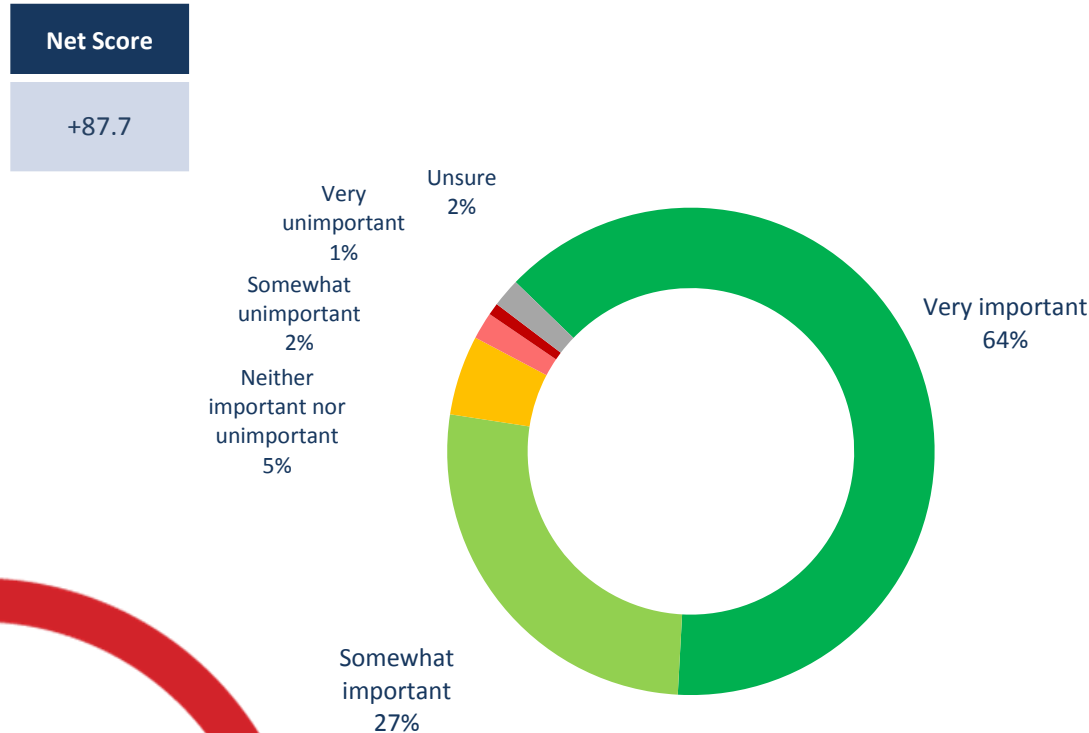
Social media – Two thirds think that social media is either very important (35%) or somewhat important (31%) as a way to stay in touch.

- Younger people think it is much more important to use social media; 90% of those under 25 and 75% of those 25 to 34 think it is at least somewhat important compared with only 50% of those 65 or older.

Preserving Canada's heritage – There is almost unanimous agreement (97% very important) that it is important to preserve Canada's heritage for present and future generations.

Importance of public programming

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



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

Subgroups	Very important/ Somewhat important
Atlantic (n=98)	93.9%
Quebec (n=80)	95.0%
Ontario (n=640)	89.7%
Prairies (n=374)	89.0%
British Columbia (n=207)	90.8%
Under 24 (n=29)	88.9%
25 to 34 (n=179)	91.1%
35 to 44 (n=199)	90.5%
45 to 54 (n=265)	88.7%
55 to 64 (n=330)	90.3%
65 or older (n=343)	91.8%

QUESTION – How important is it that Library and Archives Canada provides access to its collection through public programming, loans to museums and co-sponsored exhibits of the material in the collection?

Top three ways of providing public programming

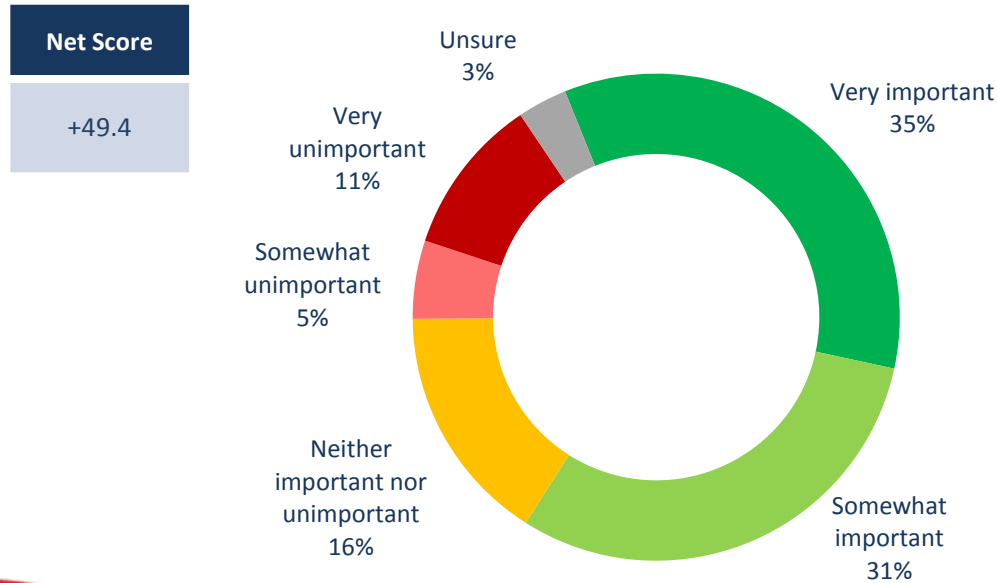
Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

	First Ranked (n=1399)	Second Ranked (n=1365)	Third Ranked (n=1356)	% Ranked in Top 3 (n=1399)
Loans of items from the LAC collection to local libraries, archives and smaller museums	38	24	13	74
Travelling exhibit that will visit cities across the country over a period of time	22	30	21	72
Loans to key museums both in Ottawa (War Museum, History Museum, National Gallery) and other parts of the country (Canadian Human Rights Museum in Winnipeg)	17	20	18	53
Lecture series or round table discussions on key topics with experts from within and outside of LAC	7	11	15	32
Special Events to showcase interesting items in the collection	7	10	21	37
Exhibitions at 395 Wellington Street in Ottawa	6	4	6	15
Book launches	1	2	4	6
Unsure	2	1	3	6

QUESTION – Library and Archives Canada can engage in public programming of the collection in many ways to raise Canadians’ awareness and use of the collections held by Library and Archives Canada. For you personally, please rank the top 3 most preferred ways of providing public programming.

Importance of social media and LAC

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



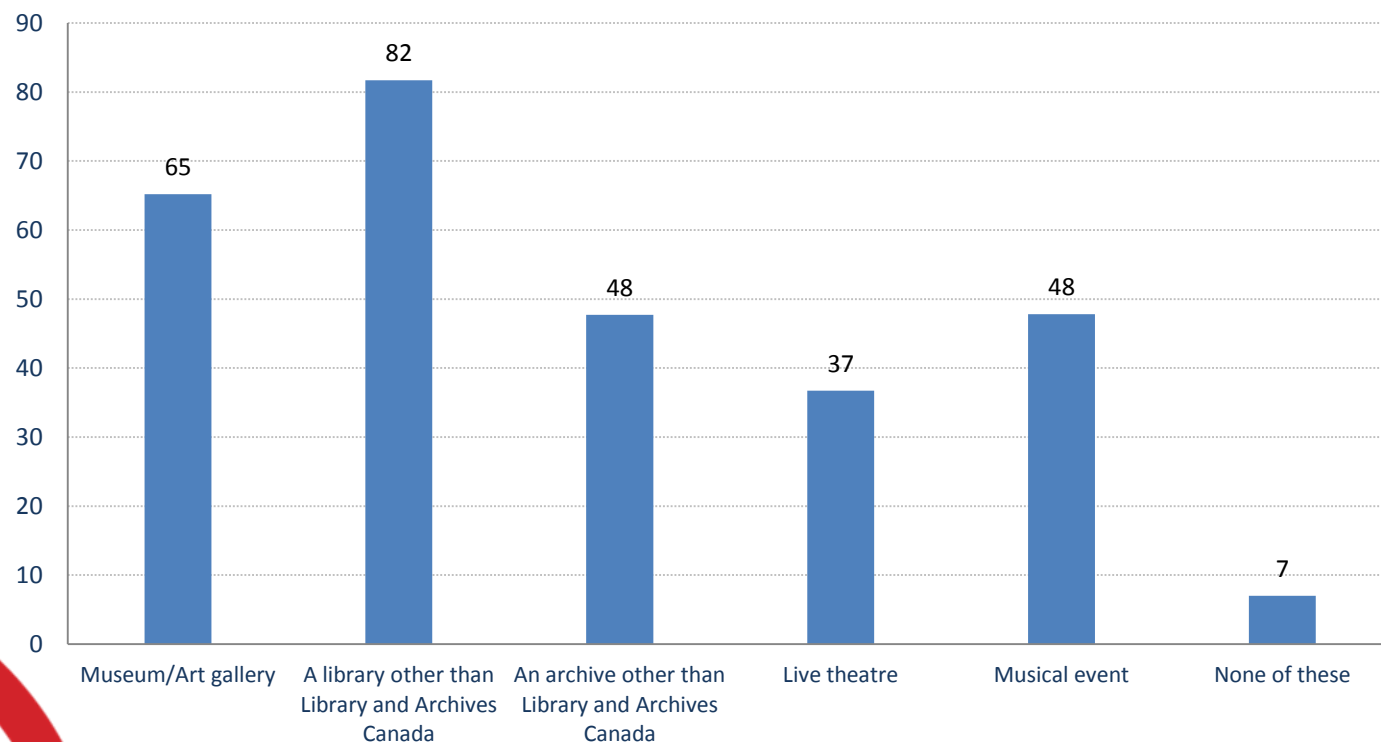
Subgroups	Very important/ Somewhat important
Atlantic (n=98)	73.5%
Quebec (n=80)	60.0%
Ontario (n=640)	61.3%
Prairies (n=374)	73.5%
British Columbia (n=207)	59.4%
Under 24 (n=29)	89.7%
25 to 34 (n=179)	74.7%
35 to 44 (n=199)	76.4%
45 to 54 (n=265)	75.8%
55 to 64 (n=330)	61.5%
65 or older (n=343)	49.9%

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

QUESTION – How important is social media (Facebook, Twitter, YouTube, Pinterest, Flickr) as a means to stay in touch with the work of Library and Archives Canada?

Attendance at cultural events and institutions

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

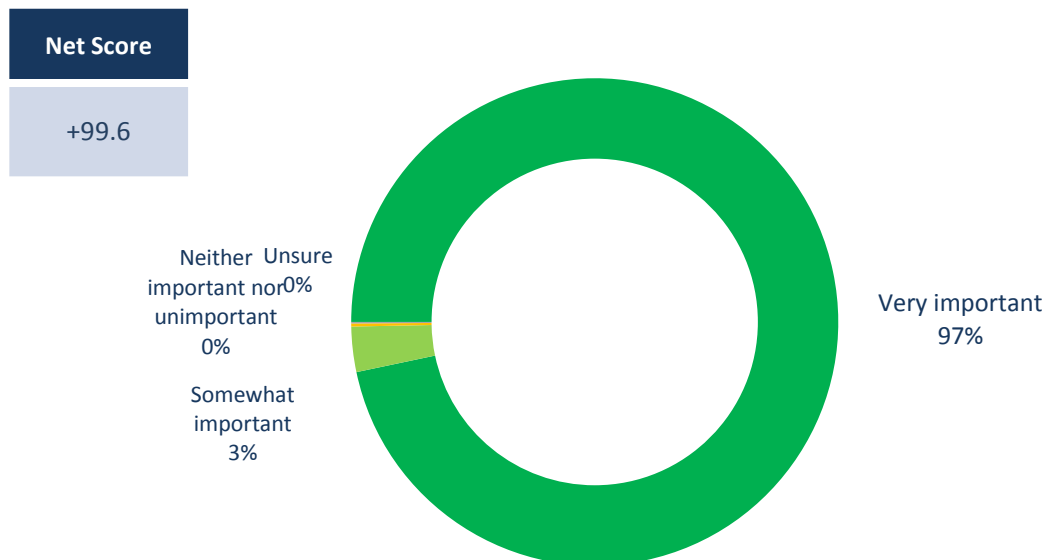


***Note:** Charts may not add up to 100 due to rounding

QUESTION – Have you visited or attended any of the following in the past three months?

Importance of preserving Canada's heritage

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



Subgroups	Very important/ Somewhat important
Atlantic (n=98)	100.0%
Quebec (n=80)	98.8%
Ontario (n=640)	99.8%
Prairies (n=374)	99.5%
British Columbia (n=207)	99.5%
Under 24 (n=29)	100.0%
25 to 34 (n=179)	98.9%
35 to 44 (n=199)	100.0%
45 to 54 (n=265)	99.6%
55 to 64 (n=330)	100.0%
65 or older (n=343)	99.7%

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

QUESTION – How important is it to you that Canada's heritage is preserved for present and future generations?

Most likely location to visit an LAC exhibit

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

	First Ranked (n=1399)	Second Ranked (n=1371)	Third Ranked (n=1360)
A local or regional museum in your community	40	31	15
A local library	26	25	29
Library and Archives Canada (395 Wellington Street, Ottawa)	12	5	9
A travelling/limited time exhibition	12	29	39
A national museum in Ottawa	7	10	7
Unsure	2	1	1

QUESTION – Please rank the top three most likely locations where you would visit an exhibition of interesting material from Library and Archives Canada’s collection.

Recommended initiatives for LAC

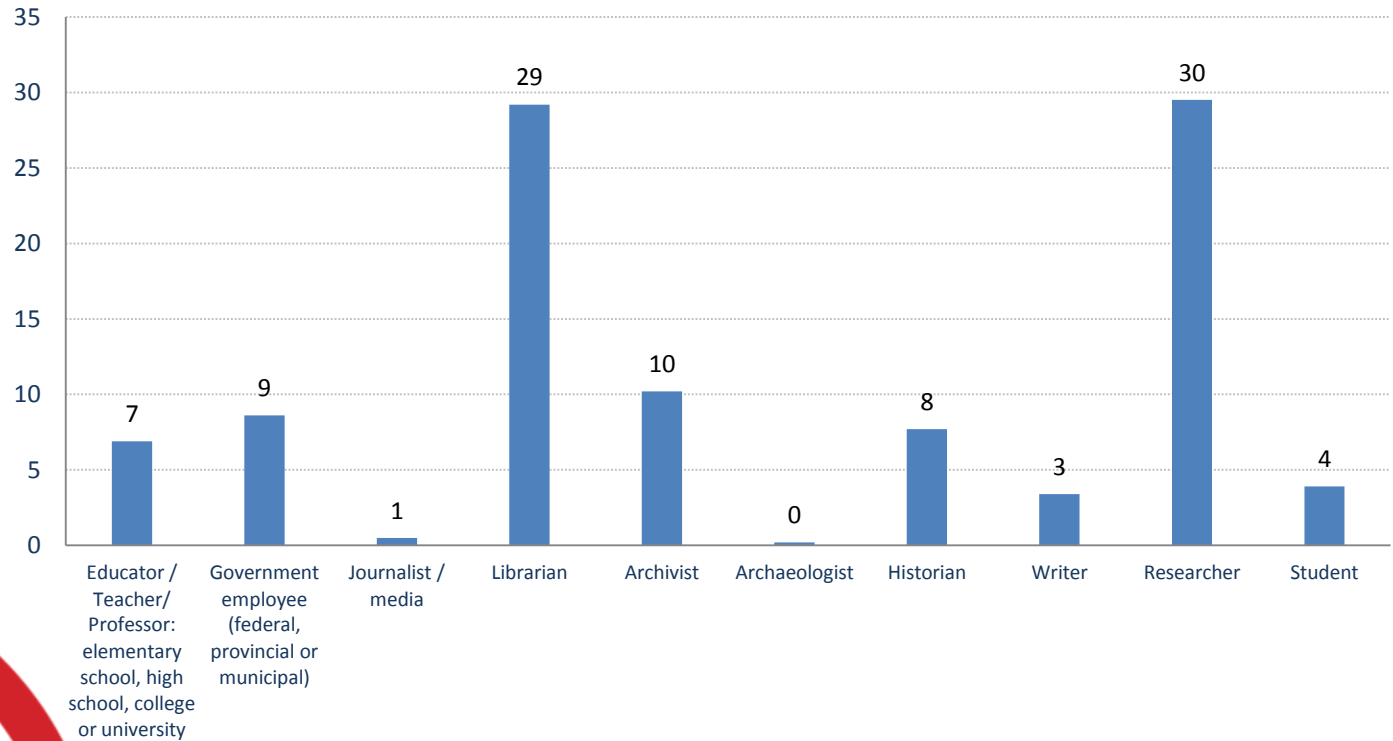
Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.

	Frequency (n=1399)
Continue with digitization	20.2
Continue with expanding the collections	7.4
Improve accessibility of collections	7
Work on website/internet presence/online archive	5.6
Increase collaboration with other organizations/institutions	4.8
Bring back the inter-library loan / enhance or bring back other services	4.4
Other	4.2
Continue with preserving materials	3.1
Hire more staff / Recover from the cuts of the last government	2.1
I don't have any initiatives	1.3
Unsure/ no answer	40.0

QUESTION – Are there initiatives that you would like LAC to pursue over the next three years? [Open-ended]

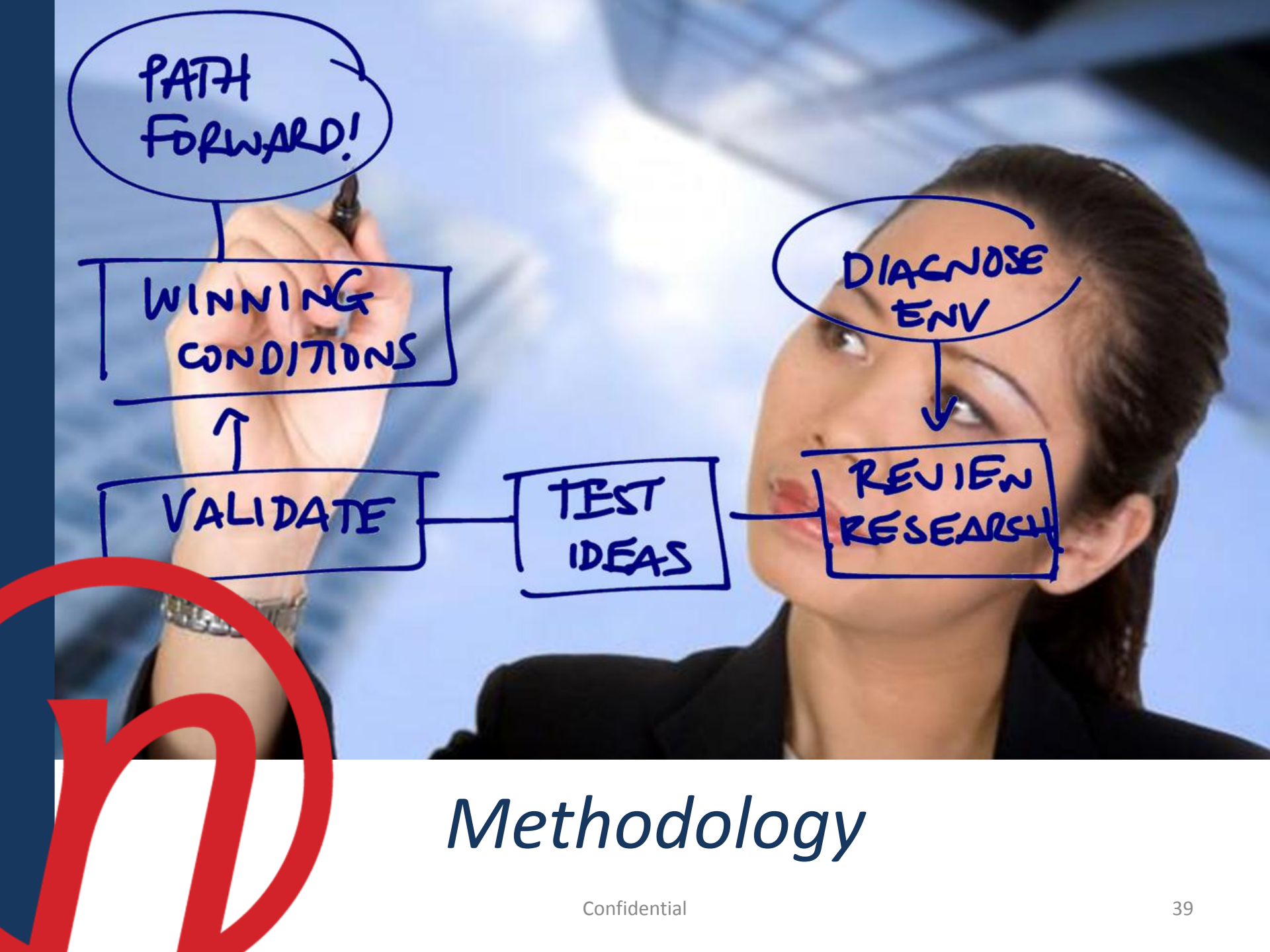
Profession

Source: Nanos Research, online intercept survey of visitors to the Library and Archives Canada website, November 10 to December 16, 2015, n=1399.



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

QUESTION – Which of the following best describes you ?



Methodology

Methodology

Nanos conducted an intercept survey of 1399 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the home page..

The research was commissioned by Library and Archives Canada.

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



About Nanos

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



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Technical Note

Element	Description
Organization who commissioned the research	Library and Archives Canada
Final Sample Size	1399 individuals.
Margin of Error	Not applicable
Mode of Survey	Online intercept survey
Sampling Method Base	The sample included visitors to the Library and Archives Canada website
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older.
Demographics (Other)	Age, gender, education, language
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Not applicable to this research.
Time of Calls	Individuals were not called.
Field Dates	November 10 to December 16, 2015.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	Data was not weighted.
Screening	None.
Excluded Demographics	Individuals younger than 18 years old; individuals without access to Internet
Stratification	Data was not stratified.
Estimated Response Rate	Not applicable
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 of 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.


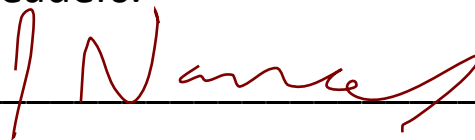
Political Neutrality Certification

This certification is to be submitted with the final report submitted to the Project Authority.

I hereby certify as Senior Officer of Nanos Research that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy of the Government of Canada* and *Procedures for Planning and Contracting Public Opinion Research*.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed

A large, red, stylized logo resembling a lowercase 'n' or a partial circle is positioned on the left side of the slide, partially overlapping the text area.A handwritten signature in red ink is written over a horizontal line. The signature appears to be 'J. Name'.



Tabulations

Confidential



2015-697 LAC Survey – STAT SHEET

Question 1 - Would you say that you are familiar, somewhat familiar, somewhat unfamiliar, or unfamiliar with Library and Archives Canada?

		Total	Familiar	Somewhat familiar	Somewhat unfamiliar	Unfamiliar
		Responses	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	40.1	42.6	14.1	3.2
	Familiar	359	93.0	6.1	.8	.0
	Somewhat familiar	689	31.3	64.2	3.6	.9
	Somewhat unfamiliar	261	3.4	43.7	51.0	1.9
	Unfamiliar	88	2.3	18.2	40.9	38.6
	Not sure	2	.0	100.0	.0	.0
Region	Atlantic	98	51.0	37.8	10.2	1.0
	Quebec	80	36.3	51.2	10.0	2.5
	Ontario	640	45.3	43.6	7.0	4.1
	Prairies	374	27.8	38.5	31.3	2.4
	British Columbia & North	207	42.5	45.9	8.2	3.4
Age	18 and under	2	50.0	50.0	.0	.0
	19-24	27	25.9	29.6	14.8	29.6
	25-34	179	45.3	34.6	17.9	2.2
	35-44	199	41.7	40.7	15.6	2.0
	45-54	265	43.0	40.8	15.5	.8
	55-64	330	41.5	43.3	13.9	1.2
	65 or older	343	32.7	49.6	11.7	6.1
	Prefer not to answer	54	48.1	42.6	5.6	3.7
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	46.3	43.5	9.4	.8
	Visiting onsite	179	55.3	38.5	5.0	1.1
	By mail, email or Web form	207	55.6	35.7	7.7	1.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Total	Familiar	Somewhat familiar	Somewhat unfamiliar	Unfamiliar
		Responses	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	By telephone	51	60.8	33.3	5.9	.0
	None of these	232	17.7	34.5	34.5	13.4
	Other	47	36.2	42.6	17.0	4.3
	Educational	301	53.2	38.9	7.0	1.0
	Research	621	52.5	39.5	7.1	1.0
	Genealogy	713	37.4	49.4	9.8	3.4
	Personal interest	395	45.1	42.8	10.4	1.8
	Work-related	531	49.2	38.4	11.9	.6
	Other purpose	24	50.0	33.3	12.5	4.2
	None	77	7.8	22.1	51.9	18.2
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	41.5	42.7	9.8	6.1
	Government employee (federal, provincial or municipal)	103	42.7	39.8	17.5	.0
	Librarian	349	38.7	41.0	19.5	.9
	Archivist	122	59.0	27.0	13.1	.8
	Historian	92	46.7	43.5	6.5	3.3
	Writer	40	35.0	50.0	10.0	5.0
	Researcher	352	40.1	48.0	9.1	2.8
	Student	46	26.1	34.8	26.1	13.0
	Other/prefer not to say	207	30.9	47.3	15.9	5.8
	Refusal	6	33.3	16.7	.0	50.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.

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2015-697 LAC Survey – STAT SHEET

Question 2 - Would you say that you are familiar, somewhat familiar, somewhat unfamiliar, or unfamiliar with the services and products offered by Library and Archives Canada online?

		Total	Familiar	Somewhat familiar	Somewhat unfamiliar	Unfamiliar	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	25.7	49.2	18.7	6.3	.1
	Familiar	359	100.0	.0	.0	.0	.0
	Somewhat familiar	689	.0	100.0	.0	.0	.0
	Somewhat unfamiliar	261	.0	.0	100.0	.0	.0
	Unfamiliar	88	.0	.0	.0	100.0	.0
	Not sure	2	.0	.0	.0	.0	100.0
Region	Atlantic	98	36.7	43.9	10.2	9.2	.0
	Quebec	80	20.0	52.5	20.0	7.5	.0
	Ontario	640	31.9	51.2	11.7	5.0	.2
	Prairies	374	15.2	42.2	35.0	7.5	.0
	British Columbia & North	207	22.2	57.0	14.0	6.3	.5
Age	18 and under	2	.0	100.0	.0	.0	.0
	19-24	27	18.5	33.3	14.8	29.6	3.7
	25-34	179	27.4	41.9	24.6	6.1	.0
	35-44	199	24.1	48.7	21.1	6.0	.0
	45-54	265	28.7	44.5	21.9	4.9	.0
	55-64	330	26.4	53.6	14.2	5.5	.3
	65 or older	343	22.7	53.4	16.9	7.0	.0
	Prefer not to answer	54	29.6	51.9	14.8	3.7	.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	30.7	53.3	13.9	2.0	.1
	Visiting onsite	179	41.3	47.5	7.8	3.4	.0
	By mail, email or Web form	207	37.7	48.3	12.6	1.4	.0
	By telephone	51	43.1	47.1	3.9	5.9	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.

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		Total	Familiar	Somewhat familiar	Somewhat unfamiliar	Unfamiliar	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	232	7.3	30.2	37.5	24.6	.4
	Other	47	23.4	48.9	21.3	6.4	.0
	Educational	301	35.2	49.5	11.3	4.0	.0
	Research	621	36.2	49.0	12.9	1.9	.0
	Genealogy	713	25.2	56.4	13.5	4.8	.1
	Personal interest	395	28.6	50.6	16.7	4.1	.0
	Work-related	531	30.7	48.6	17.5	3.2	.0
	Other purpose	24	37.5	29.2	20.8	12.5	.0
	None	77	3.9	10.4	45.5	39.0	1.3
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	23.2	46.3	23.2	7.3	.0
	Government employee (federal, provincial or municipal)	103	19.4	51.5	24.3	4.9	.0
	Librarian	349	23.5	44.7	26.1	5.4	.3
	Archivist	122	39.3	42.6	13.9	4.1	.0
	Historian	92	40.2	48.9	8.7	2.2	.0
	Writer	40	22.5	52.5	15.0	10.0	.0
	Researcher	352	28.4	54.3	12.8	4.5	.0
	Student	46	17.4	43.5	17.4	19.6	2.2
	Other/prefer not to say	207	16.9	53.6	20.3	9.2	.0
	Refusal	6	16.7	33.3	.0	50.0	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 3 – In the past 6 months, have you accessed the services or resources of Library and Archives Canada through any of the following channels? Please select all that apply.

		Mode of Access						
		Total	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	Visiting onsite	By mail, email or Web form	By telephone	None of these	Other
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1395	78.1	12.8	14.8	3.7	16.6	3.4
	Familiar	358	93.6	20.7	21.8	6.1	4.7	3.1
	Somewhat familiar	688	84.4	12.4	14.5	3.5	10.2	3.3
	Somewhat unfamiliar	260	58.1	5.4	10.0	.8	33.5	3.8
	Unfamiliar	87	25.3	6.9	3.4	3.4	65.5	3.4
	Not sure	2	50.0	.0	.0	.0	50.0	.0
Region	Atlantic	98	73.5	6.1	14.3	4.1	22.4	5.1
	Quebec	80	81.3	13.8	13.8	2.5	13.8	2.5
	Ontario	639	83.6	19.9	16.4	4.1	11.3	1.9
	Prairies	371	70.6	5.9	12.7	3.5	24.3	3.8
	British Columbia & North	207	75.8	6.3	14.5	2.9	17.9	6.8
Age	18 and under	2	100.0	50.0	.0	.0	.0	.0
	19-24	27	59.3	11.1	3.7	.0	37.0	3.7
	25-34	179	74.3	14.0	19.0	5.6	22.3	3.9
	35-44	199	74.9	11.1	12.6	3.5	23.1	2.0
	45-54	263	79.8	12.5	14.8	3.4	17.9	2.7
	55-64	329	80.9	12.2	16.4	3.6	13.1	4.3
	65 or older	343	79.3	14.9	14.3	2.9	11.7	2.9
	Prefer not to answer	53	79.2	7.5	9.4	5.7	11.3	7.5
Purpose of accessing service	Educational	299	84.9	14.7	16.1	5.0	11.0	4.7
	Research	620	88.7	18.1	21.3	5.5	7.7	3.5

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2015-697 LAC Survey – STAT SHEET

		Mode of Access						
		Total	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	Visiting onsite	By mail, email or Web form	By telephone	None of these	Other
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	Genealogy	712	86.0	14.5	14.7	2.5	7.9	2.8
	Personal interest	393	81.4	16.8	15.3	3.6	11.2	4.3
	Work-related	530	84.0	12.1	18.7	6.2	13.4	4.3
	Other purpose	24	58.3	8.3	20.8	4.2	29.2	4.2
	None	77	2.6	.0	1.3	.0	94.8	1.3
	Educator / Teacher/ Professor: elementary school, high school, college or university	81	75.3	18.5	14.8	3.7	19.8	1.2
	Government employee (federal, provincial or municipal)	103	78.6	10.7	11.7	3.9	16.5	4.9
	Journalist / media	0	.0	.0	.0	.0	.0	.0
	Librarian	348	73.3	5.7	14.4	3.7	24.1	4.9
	Archivist	121	77.7	9.9	13.2	6.6	19.0	.0
	Archaeologist	0	.0	.0	.0	.0	.0	.0
	Historian	92	90.2	26.1	23.9	6.5	4.3	3.3
	Writer	40	62.5	22.5	12.5	.0	27.5	5.0
	Researcher	352	86.1	16.5	17.0	2.8	7.7	2.6
	Student	46	67.4	19.6	13.0	.0	28.3	2.2
Other/prefer not to say	206	74.8	9.7	11.2	2.9	17.0	4.4	
Refusal	6	50.0	16.7	16.7	16.7	33.3	.0	

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2015-697 LAC Survey – STAT SHEET

		Responses		Percent of Cases
		N	Percent	
Question 4 – For what purposes do you use the services and resources of Library and Archives Canada? [SELECT ALL THAT APPLY]	Educational	301	11.3%	21.5%
	Research	621	23.3%	44.4%
	Genealogy	713	26.8%	51.0%
	Personal interest	395	14.8%	28.2%
	Work-related	531	19.9%	38.0%
	Other purpose	24	0.9%	1.7%
	None	77	2.9%	5.5%
Total		2662	100.0%	190.3%

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2015-697 LAC Survey – STAT SHEET

Question 5 - Would you say that you are familiar, somewhat familiar, somewhat unfamiliar, or unfamiliar with the mandate of Library and Archives Canada?

		Total	Familiar	Somewhat familiar	Somewhat unfamiliar	Unfamiliar	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1395	23.4	37.8	21.1	15.8	1.9
	Familiar	357	55.7	34.7	5.0	3.1	1.4
	Somewhat familiar	687	16.3	45.1	24.5	12.4	1.7
	Somewhat unfamiliar	261	5.0	33.3	35.6	24.5	1.5
	Unfamiliar	88	2.3	6.8	18.2	68.2	4.5
	Not sure	2	.0	.0	.0	50.0	50.0
Region	Atlantic	98	26.5	40.8	20.4	11.2	1.0
	Quebec	79	20.3	40.5	22.8	13.9	2.5
	Ontario	637	27.0	37.4	17.1	16.8	1.7
	Prairies	374	16.0	39.8	28.6	12.8	2.7
	British Columbia & North	207	25.1	32.9	19.8	21.3	1.0
Age	18 and under	2	.0	.0	.0	50.0	50.0
	19-24	27	18.5	25.9	14.8	40.7	.0
	25-34	179	31.8	32.4	22.9	11.7	1.1
	35-44	199	28.1	44.2	16.1	10.6	1.0
	45-54	265	30.9	34.7	20.8	12.8	.8
	55-64	327	22.0	33.9	24.5	17.1	2.4
	65 or older	343	11.4	43.1	21.9	21.0	2.6
	Prefer not to answer	53	28.3	43.4	15.1	9.4	3.8
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1087	26.5	39.7	20.0	12.1	1.7
	Visiting onsite	179	31.8	38.0	14.0	14.5	1.7
	By mail, email or Web form	206	33.5	38.3	15.5	10.7	1.9
	By telephone	51	43.1	39.2	7.8	7.8	2.0

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2015-697 LAC Survey – STAT SHEET

		Total	Familiar	Somewhat familiar	Somewhat unfamiliar	Unfamiliar	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	232	15.1	30.2	26.7	26.3	1.7
	Other	46	21.7	30.4	19.6	23.9	4.3
	Educational	301	33.6	41.5	14.0	7.6	3.3
	Research	620	32.7	38.5	17.7	9.0	1.9
	Genealogy	712	14.7	39.9	22.9	19.8	2.7
	Personal interest	395	22.8	44.3	20.0	10.6	2.3
	Work-related	529	39.1	37.6	16.3	6.0	.9
	Other purpose	24	37.5	29.2	12.5	20.8	.0
Profile	None	77	10.4	14.3	35.1	37.7	2.6
	Educator / Teacher/ Professor: elementary school, high school, college or university	82	26.8	36.6	18.3	15.9	2.4
	Government employee (federal, provincial or municipal)	103	26.2	33.0	19.4	20.4	1.0
	Journalist / media	0	.0	.0	.0	.0	.0
	Librarian	348	29.6	39.9	21.6	7.2	1.7
	Archivist	122	51.6	32.0	14.8	1.6	.0
	Archaeologist	0	.0	.0	.0	.0	.0
	Historian	91	19.8	47.3	20.9	7.7	4.4
	Writer	40	10.0	35.0	30.0	25.0	.0
	Researcher	351	13.7	39.9	25.1	19.4	2.0
	Student	46	26.1	28.3	19.6	26.1	.0
	Other/prefer not to say	206	13.6	35.9	18.9	28.6	2.9
	Refusal	6	16.7	16.7	.0	66.7	.0

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2015-697 LAC Survey – STAT SHEET

Question 6 (first ranked response) - Library and Archives Canada is responsible for acquiring, preserving and providing access to collections that represent Canada and its history, including serving as the official memory of the federal Government of Canada. Please rank the following three functions of Library and Archives Canada from most (1) to least (3) important to you personally.

		Total	Acquiring more documentary heritage materials	Preserving existing items	Providing access to collections	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	17.7	24.2	53.6	4.6
	Familiar	359	19.8	19.5	55.2	5.6
	Somewhat familiar	689	16.5	25.1	55.0	3.3
	Somewhat unfamiliar	261	17.2	28.4	48.7	5.7
	Unfamiliar	88	18.2	22.7	52.3	6.8
	Not sure	2	50.0	50.0	.0	.0
Region	Atlantic	98	22.4	22.4	51.0	4.1
	Quebec	80	20.0	27.5	51.2	1.3
	Ontario	640	19.2	24.1	53.3	3.4
	Prairies	374	14.4	26.5	52.1	7.0
	British Columbia & North	207	15.5	19.8	59.4	5.3
Age	18 and under	2	.0	.0	50.0	50.0
	19-24	27	22.2	22.2	55.6	.0
	25-34	179	13.4	21.8	63.1	1.7
	35-44	199	15.6	19.6	62.3	2.5
	45-54	265	18.9	25.7	52.5	3.0
	55-64	330	19.7	22.4	51.8	6.1
	65 or older	343	18.4	29.2	45.8	6.7
	Prefer not to answer	54	14.8	22.2	55.6	7.4
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	17.2	23.3	55.5	3.9
	Visiting onsite	179	20.1	28.5	49.2	2.2
	By mail, email or Web form	207	21.3	22.7	51.2	4.8
	By telephone	51	17.6	21.6	49.0	11.8

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Total	Acquiring more documentary heritage materials	Preserving existing items	Providing access to collections	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	232	19.4	27.6	46.6	6.5
	Other	47	21.3	25.5	46.8	6.4
	Educational	301	19.9	21.3	54.5	4.3
	Research	621	18.7	24.3	54.4	2.6
	Genealogy	713	17.7	26.1	52.7	3.5
	Personal interest	395	17.2	29.6	50.4	2.8
	Work-related	531	17.5	22.2	56.5	3.8
	Other purpose	24	8.3	16.7	58.3	16.7
Profile	None	77	20.8	29.9	39.0	10.4
	Educator / Teacher/ Professor: elementary school, high school, college or university	82	26.8	23.2	43.9	6.1
	Government employee (federal, provincial or municipal)	103	10.7	25.2	63.1	1.0
	Journalist / media	0	.0	.0	.0	.0
	Librarian	349	20.1	17.8	56.2	6.0
	Archivist	122	13.1	25.4	55.7	5.7
	Archaeologist	0	.0	.0	.0	.0
	Historian	92	15.2	26.1	55.4	3.3
	Writer	40	15.0	25.0	57.5	2.5
	Researcher	352	16.5	26.4	53.7	3.4
	Student	46	17.4	32.6	47.8	2.2
	Other/prefer not to say	207	19.8	27.1	46.9	6.3
	Refusal	6	16.7	33.3	50.0	.0

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2015-697 LAC Survey – STAT SHEET

Question 6 (second ranked response) - Library and Archives Canada is responsible for acquiring, preserving and providing access to collections that represent Canada and its history, including serving as the official memory of the federal Government of Canada. Please rank the following three functions of Library and Archives Canada from most (1) to least (3) important to you personally.

		Total	Acquiring more documentary heritage materials	Preserving existing items	Providing access to collections	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1335	30.2	41.5	27.5	.8
	Familiar	339	28.6	46.3	24.8	.3
	Somewhat familiar	666	31.5	39.5	27.9	1.1
	Somewhat unfamiliar	246	28.9	39.8	30.5	.8
	Unfamiliar	82	30.5	42.7	25.6	1.2
	Not sure	2	.0	50.0	50.0	.0
Region	Atlantic	94	29.8	38.3	30.9	1.1
	Quebec	79	24.1	46.8	27.8	1.3
	Ontario	618	32.4	40.8	25.9	1.0
	Prairies	348	27.0	42.2	30.2	.6
	British Columbia & North	196	31.6	41.8	26.0	.5
Age	18 and under	1	100.0	.0	.0	.0
	19-24	27	22.2	51.9	25.9	.0
	25-34	176	31.3	46.6	22.2	.0
	35-44	194	28.4	50.0	21.1	.5
	45-54	257	29.6	40.1	29.6	.8
	55-64	310	30.0	41.9	27.7	.3
	65 or older	320	31.9	32.5	34.1	1.6
	Prefer not to answer	50	30.0	48.0	18.0	4.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1047	30.8	41.5	26.9	.8
	Visiting onsite	175	34.3	35.4	29.7	.6
	By mail, email or Web form	197	29.9	39.6	29.9	.5
	By telephone	45	24.4	51.1	24.4	.0

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2015-697 LAC Survey – STAT SHEET

		Total	Acquiring more documentary heritage materials	Preserving existing items	Providing access to collections	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	217	27.6	41.0	30.9	.5
	Other	44	15.9	52.3	31.8	.0
	Educational	288	26.7	47.9	25.0	.3
	Research	605	30.4	42.8	26.3	.5
	Genealogy	688	29.9	39.5	29.4	1.2
	Personal interest	384	28.6	43.0	27.3	1.0
	Work-related	511	30.7	42.5	26.6	.2
	Other purpose	20	30.0	55.0	15.0	.0
Profile	None	69	23.2	42.0	33.3	1.4
	Educator / Teacher/ Professor: elementary school, high school, college or university	77	19.5	44.2	33.8	2.6
	Government employee (federal, provincial or municipal)	102	38.2	43.1	18.6	.0
	Journalist / media	0	.0	.0	.0	.0
	Librarian	328	31.1	44.5	24.4	.0
	Archivist	115	25.2	42.6	31.3	.9
	Archaeologist	0	.0	.0	.0	.0
	Historian	89	30.3	44.9	23.6	1.1
	Writer	39	35.9	46.2	17.9	.0
	Researcher	340	28.8	38.5	31.8	.9
	Student	45	31.1	40.0	28.9	.0
	Other/prefer not to say	194	32.5	36.6	28.9	2.1
	Refusal	6	33.3	50.0	16.7	.0

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2015-697 LAC Survey – STAT SHEET

Question 6 (third ranked response) - Library and Archives Canada is responsible for acquiring, preserving and providing access to collections that represent Canada and its history, including serving as the official memory of the federal Government of Canada. Please rank the following three functions of Library and Archives Canada from most (1) to least (3) important to you personally.

		Total	Acquiring more documentary heritage materials	Preserving existing items	Providing access to collections
		Responses	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1324	51.1	32.8	16.2
	Familiar	338	50.3	32.8	16.9
	Somewhat familiar	659	50.8	34.1	15.0
	Somewhat unfamiliar	244	52.9	29.5	17.6
	Unfamiliar	81	50.6	32.1	17.3
	Not sure	2	50.0	.0	50.0
Region	Atlantic	93	47.3	37.6	15.1
	Quebec	78	56.4	24.4	19.2
	Ontario	612	47.2	34.0	18.8
	Prairies	346	57.2	28.9	13.9
	British Columbia & North	195	51.8	36.9	11.3
Age	18 and under	1	.0	100.0	.0
	19-24	27	55.6	25.9	18.5
	25-34	176	55.1	31.3	13.6
	35-44	193	55.4	29.5	15.0
	45-54	255	50.6	32.9	16.5
	55-64	309	48.9	34.0	17.2
	65 or older	315	48.3	35.2	16.5
	Prefer not to answer	48	52.1	29.2	18.8
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1039	51.0	33.8	15.2
	Visiting onsite	174	44.8	35.6	19.5
	By mail, email or Web form	196	47.4	36.2	16.3
	By telephone	45	55.6	24.4	20.0

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2015-697 LAC Survey – STAT SHEET

		Total	Acquiring more documentary heritage materials	Preserving existing items	Providing access to collections
		Responses	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	216	51.9	29.2	19.0
	Other	44	61.4	20.5	18.2
	Educational	287	52.3	29.6	18.1
	Research	602	50.2	32.2	17.6
	Genealogy	680	51.3	32.9	15.7
	Personal interest	380	53.2	26.3	20.5
	Work-related	510	51.0	34.3	14.7
	Other purpose	20	60.0	25.0	15.0
Profile	None	68	54.4	23.5	22.1
	Educator / Teacher/ Professor: elementary school, high school, college or university	75	50.7	29.3	20.0
	Government employee (federal, provincial or municipal)	102	51.0	31.4	17.6
	Journalist / media	0	.0	.0	.0
	Librarian	328	47.6	36.6	15.9
	Archivist	114	61.4	29.8	8.8
	Archaeologist	0	.0	.0	.0
	Historian	88	53.4	27.3	19.3
	Writer	39	48.7	28.2	23.1
	Researcher	337	53.7	34.1	12.2
	Student	45	51.1	26.7	22.2
	Other/prefer not to say	190	45.8	33.2	21.1
	Refusal	6	50.0	16.7	33.3

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 7 - Are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied or dissatisfied with how LAC provides the public with access to its collection?

		Total	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	3.9	32.6	19.3	24.5	10.9	8.8
	Familiar	359	7.5	36.2	7.5	29.5	17.0	2.2
	Somewhat familiar	689	3.8	39.2	18.7	24.5	9.6	4.2
	Somewhat unfamiliar	261	.8	19.9	34.1	21.8	6.1	17.2
	Unfamiliar	88	.0	4.5	27.3	11.4	10.2	46.6
	Not sure	2	.0	.0	50.0	50.0	.0	.0
Region	Atlantic	98	2.0	30.6	14.3	29.6	18.4	5.1
	Quebec	80	2.5	35.0	21.3	21.3	5.0	15.0
	Ontario	640	4.8	34.2	17.7	25.3	11.1	6.9
	Prairies	374	3.2	32.1	23.5	21.1	8.0	12.0
	British Columbia & North	207	3.9	28.5	18.4	27.1	14.0	8.2
Age	18 and under	2	.0	50.0	50.0	.0	.0	.0
	19-24	27	3.7	14.8	29.6	18.5	11.1	22.2
	25-34	179	2.2	22.3	20.1	29.6	15.6	10.1
	35-44	199	1.5	27.1	21.6	26.6	12.6	10.6
	45-54	265	2.6	31.7	17.7	26.8	10.9	10.2
	55-64	330	4.2	40.6	17.0	21.8	10.0	6.4
	65 or older	343	7.6	36.7	19.2	21.6	7.6	7.3
	Prefer not to answer	54	.0	24.1	24.1	27.8	14.8	9.3
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	4.3	36.9	16.6	27.1	11.5	3.7
	Visiting onsite	179	7.3	40.8	12.3	27.4	10.6	1.7
	By mail, email or Web form	207	3.4	38.6	15.0	29.0	12.1	1.9
	By telephone	51	5.9	27.5	9.8	39.2	13.7	3.9

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Total	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	232	.9	11.6	30.2	14.2	9.9	33.2
	Other	47	6.4	19.1	14.9	27.7	19.1	12.8
	Educational	301	3.3	31.6	20.3	25.9	16.3	2.7
	Research	621	4.2	36.9	14.5	26.1	14.0	4.3
	Genealogy	713	5.9	41.8	17.8	23.0	6.6	4.9
	Personal interest	395	5.6	37.0	18.5	23.5	8.6	6.8
	Work-related	531	2.1	26.2	17.1	31.5	17.3	5.8
	Other purpose	24	.0	33.3	16.7	20.8	25.0	4.2
Profile	None	77	.0	1.3	29.9	13.0	3.9	51.9
	Educator / Teacher/ Professor: elementary school, high school, college or university	82	3.7	26.8	22.0	26.8	9.8	11.0
	Government employee (federal, provincial or municipal)	103	2.9	35.0	21.4	20.4	10.7	9.7
	Journalist / media	0	.0	.0	.0	.0	.0	.0
	Librarian	349	2.3	21.8	18.6	27.5	16.9	12.9
	Archivist	122	1.6	22.1	18.0	34.4	18.0	5.7
	Archaeologist	0	.0	.0	.0	.0	.0	.0
	Historian	92	1.1	46.7	10.9	27.2	9.8	4.3
	Writer	40	10.0	35.0	17.5	20.0	10.0	7.5
	Researcher	352	5.7	42.6	18.2	21.3	6.8	5.4
	Student	46	.0	28.3	37.0	19.6	6.5	8.7
	Other/prefer not to say	207	6.8	35.3	21.7	20.8	5.3	10.1
	Refusal	6	.0	33.3	.0	33.3	16.7	16.7

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 8 (first ranked response) - Please rank the following acquisition activities of Library and Archives Canada from most to least important for you personally:

		Total	Acquisition of a copy of a Canadian publication	Acquisition of a private archives of Canadians and organizations that are of national importance	Preserving and archiving government documents	Acquiring digital versions of electronic publications and content (e.g., websites)	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	20.0	28.2	35.0	14.1	2.7
	Familiar	359	18.9	29.0	36.8	13.1	2.2
	Somewhat familiar	689	15.8	28.4	39.5	14.2	2.0
	Somewhat unfamiliar	261	31.8	26.1	24.5	13.4	4.2
	Unfamiliar	88	22.7	28.4	23.9	19.3	5.7
	Not sure	2	.0	100.0	.0	.0	.0
Region	Atlantic	98	22.4	29.6	36.7	9.2	2.0
	Quebec	80	20.0	23.8	38.8	16.3	1.3
	Ontario	640	14.5	32.7	34.8	16.4	1.6
	Prairies	374	31.3	21.1	30.7	11.5	5.3
	British Columbia & North	207	15.5	28.5	40.6	13.0	2.4
Age	18 and under	2	.0	.0	50.0	.0	50.0
	19-24	27	25.9	37.0	22.2	14.8	.0
	25-34	179	17.9	30.2	42.5	8.4	1.1
	35-44	199	24.1	27.1	39.2	7.5	2.0
	45-54	265	27.2	25.7	31.7	13.6	1.9
	55-64	330	20.0	27.9	33.0	14.5	4.5
	65 or older	343	12.2	30.0	33.5	21.0	3.2
	Prefer not to answer	54	24.1	25.9	37.0	13.0	.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	17.9	29.1	36.9	14.0	2.1
	Visiting onsite	179	15.6	29.6	38.5	15.6	.6
	By mail, email or Web form	207	19.3	27.5	35.7	15.5	1.9
	By telephone	51	15.7	31.4	35.3	11.8	5.9

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Total	Acquisition of a copy of a Canadian publication	Acquisition of a private archives of Canadians and organizations that are of national importance	Preserving and archiving government documents	Acquiring digital versions of electronic publications and content (e.g., websites)	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	232	30.6	27.2	25.9	11.6	4.7
	Other	47	25.5	17.0	42.6	12.8	2.1
	Educational	301	19.3	31.9	36.2	10.0	2.7
	Research	621	18.0	30.8	37.7	12.6	1.0
	Genealogy	713	11.1	33.2	33.9	20.3	1.4
	Personal interest	395	19.2	32.4	34.9	11.6	1.8
	Work-related	531	29.0	22.8	38.4	7.0	2.8
	Other purpose	24	16.7	29.2	33.3	12.5	8.3
	None	77	42.9	18.2	19.5	13.0	6.5
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	12.2	35.4	36.6	12.2	3.7
	Government employee (federal, provincial or municipal)	103	18.4	26.2	34.0	20.4	1.0
	Journalist / media	0	.0	.0	.0	.0	.0
	Librarian	349	45.3	18.6	25.8	5.7	4.6
	Archivist	122	4.1	27.9	61.5	3.3	3.3
	Archaeologist	0	.0	.0	.0	.0	.0
	Historian	92	6.5	34.8	32.6	23.9	2.2
	Writer	40	20.0	52.5	20.0	7.5	.0
	Researcher	352	11.6	31.3	33.0	22.7	1.4
	Student	46	26.1	23.9	41.3	6.5	2.2
	Other/prefer not to say	207	10.1	30.4	40.1	16.4	2.9
	Refusal	6	.0	50.0	50.0	.0	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 8 (second ranked response) - Please rank the following acquisition activities of Library and Archives Canada from most to least important for you personally:

		Total	Acquisition of a copy of a Canadian publication	Acquisition of a private archives of Canadians and organizations that are of national importance	Preserving and archiving government documents	Acquiring digital versions of electronic publications and content (e.g., websites)	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1361	18.9	33.9	29.2	17.6	.3
	Familiar	351	20.8	34.8	29.6	14.5	.3
	Somewhat familiar	675	18.2	36.7	26.7	18.1	.3
	Somewhat unfamiliar	250	18.4	27.6	33.2	20.4	.4
	Unfamiliar	83	16.9	27.7	36.1	19.3	.0
	Not sure	2	50.0	.0	50.0	.0	.0
Region	Atlantic	96	20.8	35.4	28.1	14.6	1.0
	Quebec	79	30.4	35.4	20.3	13.9	.0
	Ontario	630	19.0	34.1	28.6	17.9	.3
	Prairies	354	15.8	33.6	31.9	18.4	.3
	British Columbia & North	202	18.3	32.7	30.7	18.3	.0
Age	18 and under	1	.0	.0	.0	100.0	.0
	19-24	27	14.8	29.6	40.7	14.8	.0
	25-34	177	22.6	31.6	26.0	19.8	.0
	35-44	195	17.9	34.9	33.8	13.3	.0
	45-54	260	22.3	34.6	26.9	15.4	.8
	55-64	315	20.0	32.1	28.9	18.7	.3
	65 or older	332	13.9	35.5	29.5	20.8	.3
	Prefer not to answer	54	20.4	38.9	29.6	11.1	.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1067	18.9	35.1	28.4	17.3	.3
	Visiting onsite	178	19.7	37.6	25.8	16.9	.0
	By mail, email or Web form	203	17.2	36.9	31.0	14.8	.0
	By telephone	48	22.9	33.3	29.2	14.6	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Total	Acquisition of a copy of a Canadian publication	Acquisition of a private archives of Canadians and organizations that are of national importance	Preserving and archiving government documents	Acquiring digital versions of electronic publications and content (e.g., websites)	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	221	19.5	27.6	34.8	17.6	.5
	Other	46	17.4	39.1	23.9	19.6	.0
	Educational	293	17.7	34.1	29.7	18.1	.3
	Research	615	18.4	33.7	30.1	17.6	.3
	Genealogy	703	18.1	35.1	28.6	17.8	.4
	Personal interest	388	20.9	37.1	27.6	14.2	.3
	Work-related	516	20.7	33.9	27.1	18.2	.0
	Other purpose	22	22.7	22.7	50.0	4.5	.0
	None	72	13.9	20.8	40.3	23.6	1.4
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	79	12.7	36.7	31.6	17.7	1.3
	Government employee (federal, provincial or municipal)	102	34.3	22.5	30.4	12.7	.0
	Journalist / media	0	.0	.0	.0	.0	.0
	Librarian	333	18.6	27.9	30.6	22.8	.0
	Archivist	118	18.6	48.3	25.4	6.8	.8
	Archaeologist	0	.0	.0	.0	.0	.0
	Historian	90	16.7	34.4	30.0	17.8	1.1
	Writer	40	20.0	25.0	42.5	12.5	.0
	Researcher	347	16.4	36.0	28.8	18.4	.3
	Student	45	24.4	37.8	22.2	15.6	.0
	Other/prefer not to say	201	16.9	37.3	27.4	18.4	.0
	Refusal	6	50.0	33.3	16.7	.0	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 8 (third ranked response) - Please rank the following acquisition activities of Library and Archives Canada from most to least important for you personally:

		Total	Acquisition of a copy of a Canadian publication	Acquisition of a private archives of Canadians and organizations that are of national importance	Preserving and archiving government documents	Acquiring digital versions of electronic publications and content (e.g., websites)	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1357	31.9	22.7	21.5	23.5	.4
	Familiar	350	30.9	24.9	19.4	24.6	.3
	Somewhat familiar	673	33.7	21.1	20.7	24.1	.4
	Somewhat unfamiliar	249	28.5	24.5	26.5	20.1	.4
	Unfamiliar	83	31.3	21.7	21.7	25.3	.0
	Not sure	2	50.0	.0	50.0	.0	.0
Region	Atlantic	95	29.5	22.1	21.1	27.4	.0
	Quebec	79	21.5	30.4	26.6	21.5	.0
	Ontario	628	33.9	20.1	22.0	23.4	.6
	Prairies	353	29.7	24.1	22.1	23.8	.3
	British Columbia & North	202	34.7	25.7	17.3	22.3	.0
Age	18 and under	1	.0	100.0	.0	.0	.0
	19-24	27	33.3	18.5	25.9	22.2	.0
	25-34	177	33.3	21.5	20.3	24.3	.6
	35-44	195	29.7	22.1	16.9	30.8	.5
	45-54	258	28.3	24.4	25.6	21.7	.0
	55-64	314	28.3	26.8	22.9	21.3	.6
	65 or older	331	39.0	19.0	19.6	22.1	.3
	Prefer not to answer	54	29.6	20.4	24.1	25.9	.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1064	32.8	22.5	21.0	23.4	.4
	Visiting onsite	178	31.5	21.3	21.3	25.3	.6
	By mail, email or Web form	203	32.5	24.1	19.2	23.6	.5
	By telephone	48	22.9	25.0	22.9	29.2	.0

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2015-697 LAC Survey – STAT SHEET

		Total	Acquisition of a copy of a Canadian publication	Acquisition of a private archives of Canadians and organizations that are of national importance	Preserving and archiving government documents	Acquiring digital versions of electronic publications and content (e.g., websites)	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	220	27.7	23.6	23.6	24.5	.5
	Other	46	28.3	28.3	21.7	21.7	.0
	Educational	292	32.2	20.5	22.9	24.0	.3
	Research	613	33.8	21.9	20.2	24.0	.2
	Genealogy	700	36.0	19.3	21.4	22.7	.6
	Personal interest	387	34.6	18.6	23.5	23.3	.0
	Work-related	516	24.8	27.1	22.5	25.4	.2
	Other purpose	22	31.8	36.4	9.1	22.7	.0
	None	71	21.1	28.2	25.4	25.4	.0
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	78	46.2	15.4	16.7	21.8	.0
	Government employee (federal, provincial or municipal)	102	20.6	28.4	26.5	24.5	.0
	Journalist / media	0	.0	.0	.0	.0	.0
	Librarian	333	18.0	27.9	28.5	25.5	.0
	Archivist	117	41.9	16.2	6.0	35.9	.0
	Archaeologist	0	.0	.0	.0	.0	.0
	Historian	89	43.8	22.5	12.4	19.1	2.2
	Writer	40	32.5	12.5	30.0	25.0	.0
	Researcher	346	37.6	21.1	23.4	17.9	.0
	Student	45	24.4	26.7	17.8	31.1	.0
	Other/prefer not to say	201	35.8	21.9	18.4	22.4	1.5
	Refusal	6	33.3	16.7	16.7	33.3	.0

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2015-697 LAC Survey – STAT SHEET

Question 8 (fourth ranked response) - Please rank the following acquisition activities of Library and Archives Canada from most to least important for you personally:

		Total	Acquisition of a copy of a Canadian publication	Acquisition of a private archives of Canadians and organizations that are of national importance	Preserving and archiving government documents	Acquiring digital versions of electronic publications and content (e.g., websites)
		Responses	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1352	28.6	14.1	12.9	44.5
	Familiar	349	29.2	10.3	12.9	47.6
	Somewhat familiar	670	31.6	12.8	11.9	43.6
	Somewhat unfamiliar	248	19.8	20.6	14.5	45.2
	Unfamiliar	83	27.7	20.5	16.9	34.9
	Not sure	2	.0	.0	.0	100.0
Region	Atlantic	95	26.3	11.6	13.7	48.4
	Quebec	79	27.8	10.1	13.9	48.1
	Ontario	624	32.2	12.2	13.5	42.1
	Prairies	352	21.3	19.9	13.1	45.7
	British Columbia & North	202	31.2	12.4	10.4	46.0
Age	18 and under	1	100.0	.0	.0	.0
	19-24	27	25.9	14.8	11.1	48.1
	25-34	176	26.1	15.9	10.2	47.7
	35-44	194	27.8	15.5	8.8	47.9
	45-54	258	21.7	14.3	14.7	49.2
	55-64	312	30.4	11.5	13.1	44.9
	65 or older	330	34.2	14.2	16.1	35.5
	Prefer not to answer	54	25.9	14.8	9.3	50.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1060	29.9	12.5	12.5	45.1
	Visiting onsite	177	33.3	10.7	13.6	42.4
	By mail, email or Web form	202	30.7	10.4	12.9	46.0
	By telephone	48	37.5	8.3	10.4	43.8

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Total	Acquisition of a copy of a Canadian publication	Acquisition of a private archives of Canadians and organizations that are of national importance	Preserving and archiving government documents	Acquiring digital versions of electronic publications and content (e.g., websites)
		Responses	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	219	20.5	20.1	14.2	45.2
	Other	46	28.3	15.2	10.9	45.7
	Educational	291	30.6	12.0	9.6	47.8
	Research	612	29.7	13.1	11.3	45.9
	Genealogy	696	34.8	11.5	14.8	38.9
	Personal interest	387	25.1	11.1	13.2	50.6
	Work-related	515	24.5	15.3	10.9	49.3
	Other purpose	22	27.3	9.1	4.5	59.1
Profile	None	71	18.3	31.0	14.1	36.6
	Educator / Teacher/ Professor: elementary school, high school, college or university	78	28.2	10.3	12.8	48.7
	Government employee (federal, provincial or municipal)	102	26.5	22.5	8.8	42.2
	Journalist / media	0	.0	.0	.0	.0
	Librarian	333	15.9	24.6	13.8	45.6
	Archivist	117	35.0	6.0	5.1	53.8
	Archaeologist	0	.0	.0	.0	.0
	Historian	87	32.2	5.7	21.8	40.2
	Writer	40	27.5	10.0	7.5	55.0
	Researcher	346	34.4	11.0	14.2	40.5
	Student	45	24.4	11.1	17.8	46.7
	Other/prefer not to say	198	36.9	9.1	12.1	41.9
	Refusal	6	16.7	.0	16.7	66.7

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2015-697 LAC Survey – STAT SHEET

Question 9 (first ranked response) - As funding becomes available or opportunities are identified, Library and Archives Canada acquires new materials for the collection. From the following list, please rank the top 3 areas from most (1) to least (3) important that you think that Library and Archives Canada should focus on when it comes to digitizing the collection.

		Total	Aboriginal Peoples	Military heritage	Atlantic, Western, and Northern Canada	Francophone culture	Gender issues	Minority voices	Multiculturalism	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	32.7	18.4	22.8	6.9	2.3	5.1	8.6	3.2
	Familiar	359	32.9	18.4	25.1	3.1	1.9	6.7	7.5	4.5
	Somewhat familiar	689	30.9	22.1	23.9	5.5	2.5	5.5	7.3	2.3
	Somewhat unfamiliar	261	36.0	12.3	18.8	14.2	2.7	2.7	10.3	3.1
	Unfamiliar	88	36.4	6.8	17.0	12.5	1.1	2.3	18.2	5.7
	Not sure	2	.0	50.0	.0	.0	.0	50.0	.0	.0
Region	Atlantic	98	30.6	9.2	39.8	.0	3.1	4.1	8.2	5.1
	Quebec	80	37.5	8.8	16.3	10.0	1.3	12.5	11.3	2.5
	Ontario	640	31.7	26.1	20.2	2.8	2.8	5.2	8.0	3.3
	Prairies	374	32.4	11.8	19.3	18.2	2.4	3.5	9.1	3.5
	British Columbia & North	207	35.3	14.5	31.9	1.4	.5	5.8	8.7	1.9
Age	18 and under	2	.0	.0	50.0	.0	.0	.0	.0	50.0
	19-24	27	33.3	11.1	7.4	11.1	3.7	14.8	18.5	.0
	25-34	179	46.9	6.7	16.2	5.0	3.4	11.7	7.8	2.2
	35-44	199	40.2	7.0	9.0	14.6	5.5	7.5	15.1	1.0
	45-54	265	29.4	15.8	24.2	10.9	2.6	4.5	10.2	2.3
	55-64	330	31.8	20.3	28.2	5.5	1.2	2.4	6.1	4.5
	65 or older	343	22.7	31.8	28.9	2.3	.6	2.9	6.4	4.4
	Prefer not to answer	54	42.6	18.5	24.1	1.9	1.9	3.7	3.7	3.7
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	32.1	20.4	22.9	6.3	2.7	5.4	7.2	2.9
	Visiting onsite	179	21.8	22.3	27.9	6.1	1.1	5.6	11.2	3.9
	By mail, email or Web form	207	31.4	18.8	24.6	3.9	1.9	4.8	10.1	4.3
	By telephone	51	29.4	13.7	21.6	7.8	5.9	2.0	11.8	7.8

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Total	Aboriginal Peoples	Military heritage	Atlantic, Western, and Northern Canada	Francophone culture	Gender issues	Minority voices	Multiculturalism	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	232	37.5	9.1	18.1	10.8	.9	6.0	14.2	3.4
	Other	47	38.3	14.9	21.3	4.3	.0	4.3	12.8	4.3
	Educational	301	40.5	13.6	20.3	6.6	2.3	6.3	8.3	2.0
	Research	621	34.9	18.7	21.6	6.3	2.9	5.2	8.1	2.4
	Genealogy	713	22.7	29.5	30.6	4.3	1.4	3.2	6.2	2.1
	Personal interest	395	29.1	20.8	25.1	6.6	3.0	6.6	6.8	2.0
	Work-related	531	44.8	5.3	18.3	7.2	2.8	7.9	10.9	2.8
	Other purpose	24	33.3	8.3	25.0	4.2	4.2	8.3	4.2	12.5
Profile	None	77	37.7	5.2	7.8	19.5	3.9	3.9	16.9	5.2
	Educator / Teacher/ Professor: elementary school, high school, college or university	82	37.8	18.3	17.1	9.8	.0	4.9	11.0	1.2
	Government employee (federal, provincial or municipal)	103	35.0	19.4	17.5	7.8	4.9	4.9	9.7	1.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	349	47.0	4.3	15.2	10.6	2.6	4.6	11.5	4.3
	Archivist	122	37.7	3.3	21.3	5.7	4.1	14.8	9.0	4.1
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0
	Historian	92	19.6	29.3	27.2	4.3	2.2	7.6	5.4	4.3
	Writer	40	27.5	20.0	25.0	5.0	.0	7.5	10.0	5.0
	Researcher	352	23.0	31.3	30.7	4.5	1.7	1.4	5.4	2.0
	Student	46	30.4	13.0	19.6	8.7	.0	10.9	15.2	2.2
	Other/prefer not to say	207	26.1	24.6	26.1	5.3	2.4	4.3	6.8	4.3
	Refusal	6	33.3	16.7	33.3	.0	.0	.0	16.7	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 9 (second ranked response) - As funding becomes available or opportunities are identified, Library and Archives Canada acquires new materials for the collection. From the following list, please rank the top 3 areas from most (1) to least (3) important that you think that Library and Archives Canada should focus on when it comes to digitizing the collection.

		Total	Aboriginal Peoples	Military heritage	Atlantic, Western, and Northern Canada	Francophone culture	Gender issues	Minority voices	Multiculturalism	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1354	23.9	18.5	21.9	8.8	5.3	10.3	10.8	.4
	Familiar	343	24.5	16.6	23.6	7.9	5.8	11.7	9.9	.0
	Somewhat familiar	673	24.7	19.9	23.0	6.7	4.0	9.7	11.4	.6
	Somewhat unfamiliar	253	23.3	17.4	18.2	15.8	6.3	9.9	8.7	.4
	Unfamiliar	83	15.7	19.3	18.1	8.4	10.8	12.0	15.7	.0
	Not sure	2	100.0	.0	.0	.0	.0	.0	.0	.0
Region	Atlantic	93	23.7	20.4	19.4	2.2	2.2	11.8	20.4	.0
	Quebec	78	21.8	14.1	15.4	15.4	5.1	16.7	11.5	.0
	Ontario	619	26.0	22.3	21.5	6.3	3.6	10.5	9.2	.6
	Prairies	361	21.9	15.0	22.7	17.5	6.9	5.5	10.2	.3
	British Columbia & North	203	22.2	14.3	25.6	1.5	9.4	15.3	11.8	.0
Age	18 and under	1	.0	100.0	.0	.0	.0	.0	.0	.0
	19-24	27	14.8	11.1	14.8	14.8	14.8	11.1	18.5	.0
	25-34	175	23.4	8.0	16.0	12.0	7.4	20.6	12.6	.0
	35-44	197	25.9	8.6	14.7	12.2	9.1	17.3	11.7	.5
	45-54	259	25.5	16.6	20.1	8.1	6.9	9.7	12.4	.8
	55-64	315	23.5	24.4	21.6	7.9	4.1	6.7	11.4	.3
	65 or older	328	23.8	26.8	30.5	6.4	.9	4.6	7.0	.0
	Prefer not to answer	52	19.2	15.4	30.8	5.8	5.8	11.5	9.6	1.9
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1058	24.1	19.5	22.9	8.9	4.4	9.9	9.9	.4
	Visiting onsite	172	26.7	29.1	16.9	5.8	3.5	9.3	8.7	.0
	By mail, email or Web form	198	27.3	19.7	17.7	10.1	4.0	7.6	13.6	.0
	By telephone	47	31.9	17.0	17.0	10.6	8.5	8.5	6.4	.0

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2015-697 LAC Survey – STAT SHEET

		Total	Aboriginal Peoples	Military heritage	Atlantic, Western, and Northern Canada	Francophone culture	Gender issues	Minority voices	Multiculturalism	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	224	25.0	11.2	17.4	8.9	10.7	12.5	14.3	.0
	Other	45	26.7	11.1	40.0	4.4	2.2	6.7	6.7	2.2
	Educational	295	22.7	8.8	17.6	10.5	7.5	15.6	16.3	1.0
	Research	606	25.9	16.3	20.1	8.7	5.0	11.1	12.5	.3
	Genealogy	698	24.8	29.7	26.6	5.4	2.9	4.9	5.3	.4
	Personal interest	387	26.6	18.6	19.9	10.3	5.7	8.5	9.8	.5
	Work-related	516	24.6	8.3	17.8	10.9	6.6	15.7	15.7	.4
	Other purpose	21	23.8	9.5	19.0	9.5	9.5	14.3	14.3	.0
Profile	None	73	16.4	6.8	16.4	12.3	16.4	16.4	15.1	.0
	Educator / Teacher/ Professor: elementary school, high school, college or university	81	23.5	12.3	23.5	9.9	4.9	13.6	12.3	.0
	Government employee (federal, provincial or municipal)	102	18.6	20.6	21.6	8.8	4.9	13.7	10.8	1.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	334	24.0	6.6	21.0	12.6	6.0	13.2	16.2	.6
	Archivist	117	18.8	9.4	14.5	12.8	9.4	17.9	17.1	.0
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0
	Historian	88	29.5	22.7	22.7	8.0	1.1	9.1	5.7	1.1
	Writer	38	36.8	13.2	13.2	5.3	7.9	10.5	13.2	.0
	Researcher	345	24.3	31.3	28.1	3.8	2.0	4.3	5.8	.3
	Student	45	17.8	8.9	8.9	15.6	13.3	20.0	15.6	.0
	Other/prefer not to say	198	24.7	25.3	21.2	7.6	7.6	6.6	7.1	.0
	Refusal	6	50.0	.0	16.7	16.7	.0	16.7	.0	.0

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2015-697 LAC Survey – STAT SHEET

Question 9 (third ranked response) - As funding becomes available or opportunities are identified, Library and Archives Canada acquires new materials for the collection. From the following list, please rank the top 3 areas from most (1) to least (3) important that you think that Library and Archives Canada should focus on when it comes to digitizing the collection.

		Total	Aboriginal Peoples	Military heritage	Atlantic, Western, and Northern Canada	Francophone culture	Gender issues	Minority voices	Multiculturalism	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1349	18.0	11.8	17.0	10.6	9.4	14.1	18.0	1.0
	Familiar	343	17.8	11.7	17.2	8.2	8.2	18.4	17.2	1.5
	Somewhat familiar	669	16.9	11.5	17.0	12.0	9.4	12.7	19.6	.9
	Somewhat unfamiliar	252	21.8	10.7	17.9	9.9	9.1	13.1	16.7	.8
	Unfamiliar	83	16.9	18.1	13.3	12.0	14.5	10.8	13.3	1.2
	Not sure	2	.0	.0	50.0	.0	50.0	.0	.0	.0
Region	Atlantic	93	10.8	12.9	16.1	10.8	8.6	19.4	19.4	2.2
	Quebec	78	11.5	15.4	17.9	7.7	7.7	16.7	21.8	1.3
	Ontario	615	18.9	10.6	20.7	11.2	9.1	13.3	15.1	1.1
	Prairies	360	20.0	13.3	13.6	11.1	8.9	13.1	19.4	.6
	British Columbia & North	203	17.7	10.8	12.3	8.9	12.3	14.8	22.2	1.0
Age	18 and under	1	.0	.0	.0	100.0	.0	.0	.0	.0
	19-24	27	22.2	11.1	14.8	11.1	22.2	14.8	3.7	.0
	25-34	175	11.4	10.9	13.7	13.7	15.4	16.0	18.9	.0
	35-44	196	11.7	11.2	17.9	9.7	16.8	16.8	14.8	1.0
	45-54	257	20.6	10.1	16.0	7.4	7.4	17.1	19.8	1.6
	55-64	314	17.5	12.7	19.7	13.4	5.4	13.1	17.2	1.0
	65 or older	328	25.0	12.2	16.8	9.1	6.1	10.4	18.9	1.5
	Prefer not to answer	51	7.8	17.6	17.6	9.8	9.8	11.8	25.5	.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1054	17.7	11.5	18.3	10.4	8.5	14.2	18.0	1.2
	Visiting onsite	172	20.9	5.8	23.3	9.3	10.5	14.0	15.1	1.2
	By mail, email or Web form	198	18.7	12.6	18.7	9.6	9.1	15.7	14.6	1.0
	By telephone	47	12.8	10.6	23.4	10.6	12.8	19.1	10.6	.0

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2015-697 LAC Survey – STAT SHEET

		Total	Aboriginal Peoples	Military heritage	Atlantic, Western, and Northern Canada	Francophone culture	Gender issues	Minority voices	Multiculturalism	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	224	17.4	12.5	13.4	12.9	12.9	12.9	17.4	.4
	Other	44	9.1	9.1	9.1	20.5	15.9	15.9	18.2	2.3
	Educational	292	14.0	8.9	16.8	9.9	13.4	19.5	16.1	1.4
	Research	604	17.4	9.6	20.5	10.3	9.1	15.6	16.6	1.0
	Genealogy	695	22.7	14.1	19.0	10.2	5.5	10.1	17.0	1.4
	Personal interest	385	20.5	11.2	17.7	9.9	8.3	14.8	15.6	2.1
	Work-related	514	11.5	11.5	17.5	10.9	10.5	19.5	18.3	.4
	Other purpose	21	19.0	14.3	9.5	9.5	.0	19.0	28.6	.0
Profile	None	73	16.4	13.7	9.6	12.3	15.1	12.3	19.2	1.4
	Educator / Teacher/ Professor: elementary school, high school, college or university	81	19.8	7.4	13.6	13.6	12.3	16.0	16.0	1.2
	Government employee (federal, provincial or municipal)	101	14.9	6.9	21.8	9.9	14.9	11.9	18.8	1.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	332	11.1	12.3	14.5	13.6	10.5	16.3	21.1	.6
	Archivist	117	17.9	9.4	11.1	6.8	9.4	23.9	21.4	.0
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0
	Historian	87	26.4	6.9	20.7	9.2	6.9	11.5	18.4	.0
	Writer	38	18.4	10.5	18.4	5.3	13.2	13.2	21.1	.0
	Researcher	344	23.0	12.5	20.9	10.5	4.9	9.9	16.0	2.3
	Student	45	15.6	8.9	13.3	13.3	17.8	20.0	11.1	.0
	Other/prefer not to say	198	19.2	18.7	16.7	8.1	9.1	12.1	15.2	1.0
	Refusal	6	.0	.0	.0	16.7	33.3	16.7	33.3	.0

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2015-697 LAC Survey – STAT SHEET

Question 10 (first ranked response) - Library and Archives Canada has digitized some of its collections and made them available online. From the following list, please rank the top 3 areas from most (1) to least (3) important that you think that Library and Archives Canada should focus on when it comes to digitizing the collection?

		Total	Military—First and Second World Wars (e.g., maps, trench newspapers, etc.)	Finding aids (e.g., government documents, private collections held by LAC)	Photographs (e.g., Canadian photographers, military)	Genealogy	Prime Minister Papers	Canadian events (e.g., Rideau Canal development, Expo 67)	Canadian people (e.g., Aboriginal heritage, authors)	Canadian government (e.g., Cabinet documents, Orders-in-Council)	Rare books (e.g., comic books, Lowy Collection of rare Hebraica and Judaica books)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1369	11.3	25.2	4.7	35.1	1.9	4.7	8.8	5.5	2.8
	Familiar	349	13.8	33.2	3.2	26.1	3.2	2.3	8.6	6.9	2.9
	Somewhat familiar	681	11.0	21.9	4.6	43.0	1.2	4.3	7.0	4.8	2.2
	Somewhat unfamiliar	253	9.1	24.5	7.1	26.1	2.0	8.7	13.4	5.5	3.6
	Unfamiliar	84	9.5	21.4	4.8	36.9	2.4	6.0	9.5	4.8	4.8
	Not sure	2	50.0	.0	50.0	.0	.0	.0	.0	.0	.0
Region	Atlantic	95	12.6	28.4	5.3	22.1	2.1	6.3	9.5	8.4	5.3
	Quebec	79	1.3	38.0	2.5	27.8	1.3	5.1	12.7	7.6	3.8
	Ontario	629	13.2	20.7	3.5	44.2	2.1	3.2	6.8	4.5	1.9
	Prairies	362	10.5	29.8	5.8	24.6	1.4	8.6	10.2	5.5	3.6
	British Columbia & North	204	10.3	24.5	7.4	34.8	2.5	1.5	10.3	6.4	2.5
Age	18 and under	1	.0	.0	.0	100.0	.0	.0	.0	.0	.0
	19-24	27	22.2	14.8	14.8	14.8	7.4	3.7	11.1	7.4	3.7
	25-34	177	10.2	30.5	8.5	8.5	4.0	6.2	15.8	10.7	5.6
	35-44	199	5.5	37.7	5.5	18.1	2.0	6.0	10.6	10.1	4.5
	45-54	260	12.7	26.5	5.0	28.1	1.2	6.9	9.2	6.5	3.8
	55-64	318	12.9	22.0	3.1	42.1	3.1	5.0	7.5	2.5	1.6
	65 or older	334	12.9	18.3	1.8	59.6	.0	1.8	3.6	1.5	.6
	Prefer not to answer	53	5.7	22.6	11.3	35.8	.0	.0	15.1	7.5	1.9

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2015-697 LAC Survey – STAT SHEET

		Total	Military—First and Second World Wars (e.g., maps, trench newspapers, etc.)	Finding aids (e.g., government documents, private collections held by LAC)	Photographs (e.g., Canadian photographers, military)	Genealogy	Prime Minister Papers	Canadian events (e.g., Rideau Canal development, Expo 67)	Canadian people (e.g., Aboriginal heritage, authors)	Canadian government (e.g., Cabinet documents, Orders-in-Council)	Rare books (e.g., comic books, Lowy Collection of rare Hebraica and Judaica books)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1072	11.9	25.8	4.4	37.4	1.9	3.6	6.8	5.7	2.4
	Visiting onsite	177	7.9	32.8	3.4	41.8	2.3	3.4	6.2	1.7	.6
	By mail, email or Web form	202	9.9	34.2	2.0	32.2	2.0	6.4	5.9	5.9	1.5
	By telephone	47	4.3	44.7	.0	25.5	.0	8.5	10.6	4.3	2.1
	None of these	224	10.7	24.1	7.1	19.2	2.2	7.6	18.3	6.3	4.5
	Other	46	8.7	21.7	4.3	32.6	2.2	10.9	13.0	2.2	4.3
Purpose of accessing service	Educational	296	8.8	31.4	4.7	17.6	3.7	7.1	13.2	8.8	4.7
	Research	616	13.3	31.8	5.2	25.0	2.6	4.4	8.6	6.7	2.4
	Genealogy	703	14.2	15.1	1.7	62.2	.7	1.4	2.7	1.0	1.0
	Personal interest	389	13.1	24.9	5.1	33.9	2.3	5.7	8.2	3.6	3.1
	Work-related	524	7.1	38.7	6.5	9.5	2.9	7.3	14.5	9.7	3.8
	Other purpose	21	9.5	19.0	14.3	19.0	4.8	4.8	19.0	4.8	4.8
	None	73	12.3	24.7	11.0	19.2	1.4	8.2	15.1	6.8	1.4
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	79	12.7	27.8	6.3	22.8	1.3	7.6	11.4	8.9	1.3
	Government employee (federal, provincial or municipal)	102	13.7	19.6	9.8	33.3	2.9	2.9	4.9	5.9	6.9
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	340	6.2	28.8	4.4	13.2	2.4	10.0	20.0	10.9	4.1
	Archivist	118	7.6	62.7	7.6	4.2	1.7	1.7	6.8	5.9	1.7
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0	.0

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2015-697 LAC Survey – STAT SHEET

	Total	Military—First and Second World Wars (e.g., maps, trench newspapers, etc.)	Finding aids (e.g., government documents, private collections held by LAC)	Photographs (e.g., Canadian photographers, military)	Genealogy	Prime Minister Papers	Canadian events (e.g., Rideau Canal development, Expo 67)	Canadian people (e.g., Aboriginal heritage, authors)	Canadian government (e.g., Cabinet documents, Orders-in-Council)	Rare books (e.g., comic books, Lowy Collection of rare Hebraica and Judaica books)
	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Historian	91	15.4	33.0	5.5	34.1	3.3	1.1	2.2	3.3	2.2
Writer	40	7.5	15.0	5.0	52.5	7.5	2.5	5.0	2.5	2.5
Researcher	346	15.9	14.5	2.3	60.4	.9	1.4	2.3	2.0	.3
Student	46	17.4	26.1	8.7	13.0	6.5	8.7	13.0	4.3	2.2
Other/prefer not to say	201	10.4	15.9	3.5	53.7	.0	4.0	6.0	2.5	4.0
Refusal	6	.0	16.7	.0	66.7	.0	.0	.0	.0	16.7

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2015-697 LAC Survey – STAT SHEET

Question 10 (second ranked response) - Library and Archives Canada has digitized some of its collections and made them available online. From the following list, please rank the top 3 areas from most (1) to least (3) important that you think that Library and Archives Canada should focus on when it comes to digitizing the collection.

		Total	Military—First and Second World Wars (e.g., maps, trench newspapers, etc.)	Finding aids (e.g., government documents, private collections held by LAC)	Photographs (e.g., Canadian photographer s, military)	Genealogy	Transportation (e.g., aircraft registration documentation, train photographs)	Prime Minister Papers	Canadian events (e.g., Rideau Canal development, Expo 67)	Canadian people (e.g., Aboriginal heritage, authors)	Canadian government (e.g., Cabinet documents, Orders-in-Council)	Rare books (e.g., comic books, Lowy Collection of rare Hebraica and Judaica books)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1368	17.5	17.6	12.6	12.8	.4	3.5	9.1	12.1	9.5	4.8
	Familiar	351	17.1	15.1	14.2	15.4	.0	3.4	6.8	9.7	14.2	4.0
	Somewhat familiar	677	20.5	18.9	12.9	10.9	.9	4.1	9.5	10.3	7.4	4.6
	Somewhat unfamiliar	254	11.4	18.9	10.6	13.4	.0	2.0	11.8	18.5	8.3	5.1
	Unfamiliar	84	13.1	14.3	10.7	14.3	.0	3.6	7.1	16.7	10.7	9.5
	Not sure	2	.0	.0	.0	50.0	.0	.0	.0	50.0	.0	.0
Region	Atlantic	95	11.6	18.9	20.0	10.5	.0	3.2	7.4	9.5	13.7	5.3
	Quebec	79	10.1	16.5	12.7	17.7	1.3	2.5	16.5	16.5	3.8	2.5
	Ontario	628	21.7	19.1	11.8	13.5	.3	4.1	7.3	9.2	8.9	4.0
	Prairies	363	12.9	16.5	13.8	11.8	.3	2.2	11.6	16.8	8.5	5.5
	British Columbia & North	203	18.2	14.8	9.9	11.3	1.0	4.4	7.9	12.3	13.3	6.9
Age	18 and under	1	100.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
	19-24	27	7.4	11.1	14.8	11.1	.0	7.4	14.8	11.1	18.5	3.7
	25-34	176	5.1	18.2	8.5	10.2	.6	2.3	15.3	17.6	14.2	8.0
	35-44	199	10.6	13.6	12.1	10.1	1.0	7.0	8.5	17.6	16.6	3.0
	45-54	260	14.2	12.7	16.9	12.7	.0	4.2	12.3	10.4	9.6	6.9
	55-64	318	22.0	17.9	14.2	13.5	.6	1.9	6.6	11.9	6.6	4.7
	65 or older	333	27.6	24.6	10.2	15.3	.0	2.4	4.8	8.1	4.5	2.4
	Prefer not to answer	54	13.0	13.0	13.0	13.0	1.9	5.6	13.0	9.3	11.1	7.4
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1071	19.0	17.6	12.6	13.4	.3	3.5	8.8	11.2	9.2	4.4

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2015-697 LAC Survey – STAT SHEET

		Total	Military—First and Second World Wars (e.g., maps, trench newspapers, etc.)	Finding aids (e.g., government documents, private collections held by LAC)	Photographs (e.g., Canadian photographer s, military)	Genealogy	Transportation (e.g., aircraft registration documentation, train photographs)	Prime Minister Papers	Canadian events (e.g., Rideau Canal development, Expo 67)	Canadian people (e.g., Aboriginal heritage, authors)	Canadian government (e.g., Cabinet documents, Orders-in-Council)	Rare books (e.g., comic books, Lowy Collection of rare Hebraica and Judaica books)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Visiting onsite	176	21.0	18.8	14.2	10.8	.6	4.0	8.5	7.4	11.4	3.4
	By mail, email or Web form	202	16.8	17.3	12.9	11.4	.0	4.5	5.9	12.4	14.4	4.5
	By telephone	48	12.5	14.6	8.3	10.4	2.1	4.2	8.3	12.5	20.8	6.3
	None of these	224	4.9	17.4	13.4	12.1	.9	4.0	12.5	16.5	11.6	6.7
	Other	46	8.7	13.0	13.0	15.2	2.2	2.2	8.7	15.2	10.9	10.9
	Educational	297	9.4	15.5	15.2	8.8	.7	3.7	11.4	16.8	11.4	7.1
	Research	615	13.8	15.3	13.0	13.8	.7	3.9	9.1	14.5	11.1	4.9
	Genealogy	704	30.3	21.2	11.9	17.6	.6	1.3	3.8	6.8	4.0	2.6
	Personal interest	390	18.2	13.8	15.9	14.6	.8	2.1	8.2	12.3	7.9	6.2
	Work-related	523	6.9	12.0	12.6	9.8	.6	4.8	14.1	16.3	16.8	6.1
	Other purpose	21	14.3	23.8	19.0	4.8	.0	.0	4.8	14.3	9.5	9.5
Profile	None	73	1.4	13.7	15.1	12.3	.0	5.5	12.3	20.5	11.0	8.2
	Educator / Teacher/ Professor: elementary school, high school, college or university	80	10.0	18.8	15.0	10.0	.0	8.8	10.0	13.8	5.0	8.8
	Government employee (federal, provincial or municipal)	102	16.7	16.7	18.6	6.9	.0	3.9	6.9	9.8	11.8	8.8
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	339	6.5	14.2	8.3	12.4	.6	5.6	15.3	17.1	14.2	5.9
	Archivist	118	8.5	10.2	22.0	5.9	.8	5.9	16.1	10.2	19.5	.8
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
	Historian	91	17.6	17.6	13.2	17.6	1.1	1.1	4.4	14.3	8.8	4.4

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2015-697 LAC Survey – STAT SHEET

	Total	Military—First and Second World Wars (e.g., maps, trench newspapers, etc.)	Finding aids (e.g., government documents, private collections held by LAC)	Photographs (e.g., Canadian photographer s, military)	Genealogy	Transportation (e.g., aircraft registration documentation, train photographs)	Prime Minister Papers	Canadian events (e.g., Rideau Canal development, Expo 67)	Canadian people (e.g., Aboriginal heritage, authors)	Canadian government (e.g., Cabinet documents, Orders-in-Council)	Rare books (e.g., comic books, Lowy Collection of rare Hebraica and Judaica books)
	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Writer	39	10.3	20.5	12.8	10.3	.0	5.1	5.1	23.1	7.7	5.1
Researcher	347	30.5	24.2	10.7	16.7	.0	.9	3.7	5.8	4.6	2.9
Student	46	6.5	17.4	17.4	6.5	.0	4.3	8.7	13.0	17.4	8.7
Other/prefer not to say	200	26.0	15.5	11.5	15.0	1.0	1.5	7.5	13.5	4.0	4.5
Refusal	6	16.7	33.3	50.0	.0	.0	.0	.0	.0	.0	.0

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2015-697 LAC Survey – STAT SHEET

Question 10 (third ranked response) - Library and Archives Canada has digitized some of its collections and made them available online. From the following list, please rank the top 3 areas from most (1) to least (3) important that you think that Library and Archives Canada should focus on when it comes to digitizing the collection.

		Total	Military—First and Second World Wars (e.g., maps, trench newspapers, etc.)	Finding aids (e.g., government documents, private collections held by LAC)	Photographs (e.g., Canadian photographers, military)	Genealogy	Transportation (e.g., aircraft registration documentation, train photographs)	Prime Minister Papers	Canadian events (e.g., Rideau Canal development, Expo 67)	Canadian people (e.g., Aboriginal heritage, authors)	Canadian government (e.g., Cabinet documents, Orders-in-Council)	Rare books (e.g., comic books, Lowy Collection of rare Hebraica and Judaica books)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1360	10.4	18.2	16.5	9.8	.9	3.8	12.0	12.1	8.3	7.9
	Familiar	347	9.5	17.6	16.7	10.7	.6	6.3	10.1	11.0	9.8	7.8
	Somewhat familiar	676	11.1	20.9	17.0	9.2	.9	3.7	12.3	10.8	7.7	6.5
	Somewhat unfamiliar	252	9.1	13.5	15.5	11.1	1.2	1.6	13.1	16.7	7.1	11.1
	Unfamiliar	83	13.3	13.3	14.5	7.2	1.2	1.2	13.3	14.5	10.8	10.8
	Not sure	2	.0	.0	50.0	.0	.0	.0	50.0	.0	.0	.0
Region	Atlantic	95	9.5	14.7	12.6	10.5	2.1	5.3	10.5	17.9	10.5	6.3
	Quebec	79	6.3	12.7	20.3	10.1	.0	5.1	12.7	13.9	5.1	13.9
	Ontario	622	11.9	19.5	16.4	8.4	1.0	4.8	13.0	9.8	8.0	7.2
	Prairies	362	10.2	17.1	14.6	11.9	1.1	2.5	10.5	13.5	9.1	9.4
	British Columbia & North	202	8.4	19.8	20.8	9.9	.0	2.0	11.9	13.4	7.9	5.9
Age	18 and under	1	.0	100.0	.0	.0	.0	.0	.0	.0	.0	.0
	19-24	27	7.4	14.8	3.7	3.7	.0	7.4	22.2	18.5	14.8	7.4
	25-34	176	7.4	15.9	13.1	10.2	1.1	6.8	8.5	10.8	11.4	14.8
	35-44	199	6.5	16.1	12.1	6.5	.5	6.0	12.6	16.1	12.6	11.1
	45-54	260	10.4	14.2	18.8	10.8	2.3	3.1	12.3	13.5	7.7	6.9
	55-64	316	11.4	18.7	19.0	11.7	.6	3.2	12.3	10.4	7.0	5.7
	65 or older	329	12.2	23.4	18.8	9.7	.3	1.8	11.9	10.0	6.4	5.5
	Prefer not to answer	52	21.2	17.3	11.5	7.7	.0	3.8	13.5	15.4	1.9	7.7
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1066	10.8	19.2	16.8	8.9	.9	4.1	11.7	12.1	8.6	6.8

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2015-697 LAC Survey – STAT SHEET

		Total	Military—First and Second World Wars (e.g., maps, trench newspapers, etc.)	Finding aids (e.g., government documents, private collections held by LAC)	Photographs (e.g., Canadian photographers, military)	Genealogy	Transportation (e.g., aircraft registration documentation, train photographs)	Prime Minister Papers	Canadian events (e.g., Rideau Canal development, Expo 67)	Canadian people (e.g., Aboriginal heritage, authors)	Canadian government (e.g., Cabinet documents, Orders-in-Council)	Rare books (e.g., comic books, Lowy Collection of rare Hebraica and Judaica books)
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Visiting onsite	176	17.0	17.0	13.6	5.1	.6	4.0	10.2	11.4	12.5	8.5
	By mail, email or Web form	202	9.4	16.8	14.4	8.4	.5	6.4	9.9	13.4	9.9	10.9
	By telephone	47	10.6	14.9	8.5	6.4	2.1	8.5	12.8	19.1	10.6	6.4
	None of these	222	7.7	13.1	14.4	12.2	.9	3.2	15.8	13.5	7.2	12.2
	Other	45	4.4	31.1	13.3	6.7	2.2	.0	6.7	15.6	11.1	8.9
	Educational	296	8.4	15.9	14.5	8.1	1.0	6.4	12.5	13.9	11.1	8.1
	Research	614	9.3	16.4	15.8	9.6	1.1	4.7	12.4	13.0	10.3	7.3
	Genealogy	697	15.1	23.8	19.7	10.3	.7	1.6	9.2	9.2	5.3	5.2
	Personal interest	388	9.3	18.6	17.5	10.8	1.3	3.9	11.3	9.5	9.0	8.8
	Work-related	524	6.1	14.5	13.0	8.6	1.3	6.1	13.9	15.3	12.6	8.6
	Other purpose	21	4.8	14.3	.0	14.3	.0	4.8	28.6	9.5	14.3	9.5
Profile	None	72	8.3	5.6	13.9	11.1	1.4	2.8	18.1	13.9	6.9	18.1
	Educator / Teacher/ Professor: elementary school, high school, college or university	80	10.0	15.0	15.0	10.0	.0	11.3	12.5	15.0	5.0	6.3
	Government employee (federal, provincial or municipal)	101	5.0	20.8	20.8	8.9	1.0	6.9	13.9	8.9	7.9	5.9
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	338	7.7	14.8	12.4	8.3	.9	4.1	14.2	16.9	8.6	12.1
	Archivist	118	7.6	5.9	16.1	10.2	.8	9.3	14.4	16.1	15.3	4.2
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
	Historian	91	15.4	16.5	18.7	9.9	1.1	1.1	11.0	11.0	8.8	6.6
Writer	38	7.9	21.1	15.8	10.5	2.6	.0	15.8	7.9	15.8	2.6	

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2015-697 LAC Survey – STAT SHEET

	Total	Military—First and Second World Wars (e.g., maps, trench newspapers, etc.)	Finding aids (e.g., government documents, private collections held by LAC)	Photographs (e.g., Canadian photographers, military)	Genealogy	Transportation (e.g., aircraft registration documentation, train photographs)	Prime Minister Papers	Canadian events (e.g., Rideau Canal development, Expo 67)	Canadian people (e.g., Aboriginal heritage, authors)	Canadian government (e.g., Cabinet documents, Orders-in-Council)	Rare books (e.g., comic books, Lowy Collection of rare Hebraica and Judaica books)
	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Researcher	342	14.3	24.9	18.4	12.6	.9	.6	8.8	9.6	5.0	5.0
Student	46	6.5	13.0	2.2	6.5	.0	4.3	15.2	19.6	17.4	15.2
Other/prefer not to say	200	12.5	20.5	21.5	8.5	1.0	3.0	10.0	5.5	7.5	10.0
Refusal	6	.0	33.3	16.7	.0	.0	.0	16.7	33.3	.0	.0

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2015-697 LAC Survey – STAT SHEET

Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

		Question 11 – Access to documents to help trace one's genealogy					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	56.0	26.4	6.7	3.9	7.0
	Familiar	359	50.7	31.8	7.5	6.1	3.9
	Somewhat familiar	689	62.8	22.4	6.7	2.9	5.2
	Somewhat unfamiliar	261	47.1	32.6	5.0	3.1	12.3
	Unfamiliar	88	50.0	18.2	9.1	4.5	18.2
	Not sure	2	100.0	.0	.0	.0	.0
Region	Atlantic	98	45.9	33.7	11.2	3.1	6.1
	Quebec	80	55.0	26.3	5.0	3.8	10.0
	Ontario	640	62.2	22.2	5.8	4.8	5.0
	Prairies	374	48.7	32.6	6.4	1.6	10.7
	British Columbia & North	207	55.6	24.6	8.7	5.3	5.8
Age	18 and under	2	50.0	.0	.0	.0	50.0
	19-24	27	51.9	18.5	7.4	7.4	14.8
	25-34	179	31.3	33.5	8.9	8.9	17.3
	35-44	199	44.7	31.2	11.1	4.5	8.5
	45-54	265	49.4	32.8	6.8	3.4	7.5
	55-64	330	63.3	23.9	6.4	3.0	3.3
	65 or older	343	75.2	16.0	4.1	1.7	2.9
	Prefer not to answer	54	48.1	38.9	1.9	3.7	7.4
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	57.9	25.6	7.4	3.9	5.1
	Visiting onsite	179	60.9	20.1	10.1	4.5	4.5

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2015-697 LAC Survey – STAT SHEET

		Question 11 – Access to documents to help trace one's genealogy					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	By mail, email or Web form	207	52.7	25.6	12.6	2.9	6.3
	By telephone	51	43.1	27.5	21.6	2.0	5.9
	None of these	232	43.5	30.6	4.3	4.7	16.8
	Other	47	57.4	25.5	6.4	4.3	6.4
	Educational	301	41.5	33.6	11.0	5.6	8.3
	Research	621	50.9	27.9	9.0	5.3	6.9
	Genealogy	713	80.6	15.6	2.2	.6	1.0
	Personal interest	395	60.0	26.3	5.3	2.0	6.3
	Work-related	531	36.9	36.2	12.1	5.1	9.8
	Other purpose	24	37.5	37.5	8.3	4.2	12.5
Profile	None	77	37.7	31.2	3.9	6.5	20.8
	Educator / Teacher/ Professor: elementary school, high school, college or university	82	42.7	34.1	9.8	7.3	6.1
	Government employee (federal, provincial or municipal)	103	55.3	26.2	6.8	3.9	7.8
	Journalist / media	0	.0	.0	.0	.0	.0
	Librarian	349	37.0	35.8	9.5	4.9	12.9
	Archivist	122	36.1	41.0	11.5	4.1	7.4
	Archaeologist	0	.0	.0	.0	.0	.0
	Historian	92	57.6	23.9	9.8	6.5	2.2
	Writer	40	72.5	20.0	.0	2.5	5.0
	Researcher	352	77.8	16.8	2.3	1.4	1.7
	Student	46	32.6	23.9	13.0	10.9	19.6

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2015-697 LAC Survey – STAT SHEET

Question 11 – Access to documents to help trace one's genealogy						
	Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
	Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Other/prefer not to say	207	70.5	17.9	3.9	2.4	5.3
Refusal	6	33.3	33.3	16.7	.0	16.7

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.

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2015-697 LAC Survey – STAT SHEET

Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

		Question 12 - Information on documents and artifacts for my research					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	51.2	35.2	6.9	.9	5.7
	Familiar	359	60.4	29.5	7.0	1.7	1.4
	Somewhat familiar	689	51.1	37.3	6.4	.4	4.8
	Somewhat unfamiliar	261	42.5	38.7	7.7	1.1	10.0
	Unfamiliar	88	39.8	33.0	9.1	1.1	17.0
	Not sure	2	50.0	.0	.0	.0	50.0
Region	Atlantic	98	50.0	35.7	9.2	1.0	4.1
	Quebec	80	57.5	37.5	1.3	.0	3.8
	Ontario	640	53.6	32.7	8.3	1.1	4.4
	Prairies	374	47.3	37.7	6.1	.8	8.0
	British Columbia & North	207	48.8	37.7	5.3	1.0	7.2
Age	18 and under	2	50.0	50.0	.0	.0	.0
	19-24	27	59.3	14.8	11.1	.0	14.8
	25-34	179	46.4	33.5	8.4	2.2	9.5
	35-44	199	53.3	30.2	8.5	.0	8.0
	45-54	265	46.0	40.4	7.5	2.3	3.8
	55-64	330	52.1	38.5	4.8	.6	3.9
	65 or older	343	54.2	33.5	6.7	.3	5.2
	Prefer not to answer	54	55.6	35.2	5.6	.0	3.7
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	53.4	35.1	7.1	.8	3.6
	Visiting onsite	179	60.9	27.9	8.4	.0	2.8
	By mail, email or Web form	207	55.1	34.8	6.3	.0	3.9
	By telephone	51	47.1	35.3	13.7	.0	3.9
	None of these	232	42.2	34.5	6.5	1.7	15.1

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Question 12 - Information on documents and artifacts for my research					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	47	48.9	34.0	6.4	2.1	8.5
	Educational	301	59.1	30.9	7.0	1.0	2.0
	Research	621	58.0	32.5	6.4	.6	2.4
	Genealogy	713	53.3	35.8	6.0	.7	4.2
	Personal interest	395	53.4	33.4	7.8	.5	4.8
	Work-related	531	53.1	32.6	7.3	.6	6.4
	Other purpose	24	41.7	37.5	8.3	.0	12.5
	None	77	29.9	39.0	9.1	3.9	18.2
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	52.4	36.6	4.9	3.7	2.4
	Government employee (federal, provincial or municipal)	103	40.8	44.7	5.8	1.0	7.8
	Journalist / media	0	.0	.0	.0	.0	.0
	Librarian	349	46.4	36.7	7.7	.6	8.6
	Archivist	122	55.7	29.5	10.7	.0	4.1
	Archaeologist	0	.0	.0	.0	.0	.0
	Historian	92	56.5	31.5	9.8	.0	2.2
	Writer	40	62.5	32.5	.0	2.5	2.5
	Researcher	352	56.8	33.0	6.0	.6	3.7
	Student	46	45.7	32.6	13.0	.0	8.7
	Other/prefer not to say	207	47.8	38.2	5.3	1.9	6.8
	Refusal	6	66.7	16.7	.0	.0	16.7

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

		Question 13 - Access to general interest information on Canada's history					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	32.6	48.2	9.8	2.4	7.0
	Familiar	359	35.9	44.8	12.0	3.6	3.6
	Somewhat familiar	689	34.0	50.2	8.7	2.2	4.9
	Somewhat unfamiliar	261	26.4	50.6	9.2	1.5	12.3
	Unfamiliar	88	26.1	39.8	11.4	1.1	21.6
	Not sure	2	50.0	50.0	.0	.0	.0
Region	Atlantic	98	34.7	46.9	8.2	4.1	6.1
	Quebec	80	35.0	47.5	8.8	.0	8.8
	Ontario	640	33.9	48.0	9.7	2.8	5.6
	Prairies	374	30.5	47.1	11.2	1.6	9.6
	British Columbia & North	207	30.4	52.2	8.7	2.4	6.3
Age	18 and under	2	.0	.0	50.0	.0	50.0
	19-24	27	48.1	29.6	7.4	.0	14.8
	25-34	179	24.6	46.4	10.6	5.0	13.4
	35-44	199	29.6	49.7	13.6	2.0	5.0
	45-54	265	33.6	49.1	9.8	1.9	5.7
	55-64	330	34.8	49.4	9.7	2.4	3.6
	65 or older	343	34.1	48.7	7.9	1.2	8.2
	Prefer not to answer	54	35.2	46.3	5.6	5.6	7.4
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	33.1	49.3	10.2	2.6	4.9
	Visiting onsite	179	35.2	47.5	11.2	2.8	3.4
	By mail, email or Web form	207	34.8	45.4	11.6	4.3	3.9
	By telephone	51	27.5	54.9	15.7	.0	2.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Question 13 - Access to general interest information on Canada's history					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	232	31.9	41.4	8.6	1.3	16.8
	Other	47	27.7	51.1	6.4	2.1	12.8
	Educational	301	41.5	41.5	11.6	2.0	3.3
	Research	621	35.7	45.1	11.9	2.6	4.7
	Genealogy	713	35.3	49.6	8.4	1.7	4.9
	Personal interest	395	42.0	42.5	10.4	.8	4.3
	Work-related	531	29.6	49.2	11.7	2.8	6.8
	Other purpose	24	16.7	37.5	16.7	12.5	16.7
Profile	None	77	27.3	42.9	7.8	1.3	20.8
	Educator / Teacher/ Professor: elementary school, high school, college or university	82	40.2	29.3	15.9	7.3	7.3
	Government employee (federal, provincial or municipal)	103	29.1	48.5	10.7	4.9	6.8
	Journalist / media	0	.0	.0	.0	.0	.0
	Librarian	349	28.9	51.0	8.6	1.4	10.0
	Archivist	122	22.1	51.6	20.5	2.5	3.3
	Archaeologist	0	.0	.0	.0	.0	.0
	Historian	92	33.7	51.1	7.6	4.3	3.3
	Writer	40	40.0	45.0	10.0	.0	5.0
	Researcher	352	36.6	51.7	6.3	1.7	3.7
	Student	46	34.8	41.3	8.7	2.2	13.0
	Other/prefer not to say	207	33.8	44.4	10.1	1.4	10.1
	Refusal	6	50.0	33.3	.0	.0	16.7

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

		Question 14 - First and Second World War documents					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	43.9	37.2	9.0	3.0	6.9
	Familiar	359	52.9	33.7	7.5	3.3	2.5
	Somewhat familiar	689	48.5	35.8	7.1	2.6	6.0
	Somewhat unfamiliar	261	25.7	46.0	14.6	2.3	11.5
	Unfamiliar	88	26.1	35.2	13.6	5.7	19.3
	Not sure	2	.0	50.0	.0	50.0	.0
Region	Atlantic	98	45.9	38.8	5.1	4.1	6.1
	Quebec	80	30.0	48.8	11.3	.0	10.0
	Ontario	640	52.5	34.1	6.1	2.7	4.7
	Prairies	374	31.6	39.3	15.8	3.2	10.2
	British Columbia & North	207	44.0	37.7	6.8	4.3	7.2
Age	18 and under	2	50.0	.0	.0	.0	50.0
	19-24	27	37.0	33.3	7.4	7.4	14.8
	25-34	179	31.8	33.5	15.1	6.1	13.4
	35-44	199	36.2	42.2	9.0	4.5	8.0
	45-54	265	39.6	42.6	9.1	1.5	7.2
	55-64	330	46.7	38.2	9.1	2.4	3.6
	65 or older	343	54.8	32.7	5.8	2.3	4.4
	Prefer not to answer	54	50.0	29.6	9.3	.0	11.1
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	48.4	36.0	8.2	2.8	4.7
	Visiting onsite	179	51.4	36.3	6.7	3.4	2.2
	By mail, email or Web form	207	44.9	38.2	8.2	4.8	3.9
	By telephone	51	47.1	31.4	17.6	3.9	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Question 14 - First and Second World War documents					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	232	25.0	40.5	12.1	5.2	17.2
	Other	47	36.2	44.7	8.5	2.1	8.5
	Educational	301	41.2	37.5	11.3	4.0	6.0
	Research	621	47.3	35.7	8.2	3.5	5.2
	Genealogy	713	59.5	32.3	4.5	.8	2.9
	Personal interest	395	47.1	36.7	7.3	1.3	7.6
	Work-related	531	33.0	42.6	13.2	3.4	7.9
	Other purpose	24	20.8	50.0	12.5	8.3	8.3
Profile	None	77	13.0	42.9	10.4	10.4	23.4
	Educator / Teacher/ Professor: elementary school, high school, college or university	82	48.8	30.5	9.8	6.1	4.9
	Government employee (federal, provincial or municipal)	103	43.7	39.8	9.7	1.0	5.8
	Journalist / media	0	.0	.0	.0	.0	.0
	Librarian	349	28.4	44.1	13.2	3.4	10.9
	Archivist	122	33.6	39.3	16.4	4.1	6.6
	Archaeologist	0	.0	.0	.0	.0	.0
	Historian	92	56.5	30.4	6.5	4.3	2.2
	Writer	40	45.0	42.5	2.5	2.5	7.5
	Researcher	352	58.2	33.2	4.0	1.7	2.8
	Student	46	39.1	23.9	10.9	10.9	15.2
	Other/prefer not to say	207	45.4	37.2	7.7	1.4	8.2
	Refusal	6	33.3	33.3	.0	.0	33.3

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

		Question 15 - Access to blogs, videos and other general information that help me find new and interesting items in the collection					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	17.8	46.7	18.8	5.6	11.1
	Familiar	359	18.4	42.9	21.2	8.9	8.6
	Somewhat familiar	689	19.2	48.6	17.1	5.7	9.4
	Somewhat unfamiliar	261	14.6	46.4	20.3	2.7	16.1
	Unfamiliar	88	14.8	46.6	18.2	1.1	19.3
	Not sure	2	.0	100.0	.0	.0	.0
Region	Atlantic	98	12.2	54.1	18.4	5.1	10.2
	Quebec	80	21.3	41.3	22.5	1.3	13.8
	Ontario	640	16.3	47.3	18.8	7.8	9.8
	Prairies	374	19.0	49.5	17.1	1.9	12.6
	British Columbia & North	207	21.7	38.2	20.8	7.7	11.6
Age	18 and under	2	.0	.0	50.0	.0	50.0
	19-24	27	37.0	33.3	14.8	.0	14.8
	25-34	179	18.4	43.6	18.4	5.6	14.0
	35-44	199	20.1	47.2	17.6	4.5	10.6
	45-54	265	17.7	49.1	17.4	6.8	9.1
	55-64	330	17.3	49.1	17.6	7.6	8.5
	65 or older	343	14.6	44.9	23.0	4.4	13.1
	Prefer not to answer	54	22.2	48.1	13.0	3.7	13.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	18.2	47.7	18.3	6.1	9.7
	Visiting onsite	179	17.3	48.0	15.1	9.5	10.1
	By mail, email or Web form	207	18.8	44.0	18.4	8.2	10.6
	By telephone	51	9.8	29.4	41.2	7.8	11.8

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Question 15 - Access to blogs, videos and other general information that help me find new and interesting items in the collection					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	232	16.4	42.2	19.8	3.0	18.5
	Other	47	21.3	40.4	21.3	8.5	8.5
	Educational	301	22.9	45.8	19.9	3.3	8.0
	Research	621	17.9	45.2	19.6	7.2	10.0
	Genealogy	713	18.1	48.5	18.2	5.2	10.0
	Personal interest	395	22.8	48.4	15.4	5.1	8.4
	Work-related	531	18.6	46.0	19.8	6.2	9.4
	Other purpose	24	.0	33.3	54.2	4.2	8.3
	None	77	14.3	41.6	18.2	3.9	22.1
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	18.3	42.7	23.2	3.7	12.2
	Government employee (federal, provincial or municipal)	103	15.5	49.5	16.5	10.7	7.8
	Journalist / media	0	.0	.0	.0	.0	.0
	Librarian	349	18.1	46.7	19.2	4.0	12.0
	Archivist	122	15.6	45.9	24.6	8.2	5.7
	Archaeologist	0	.0	.0	.0	.0	.0
	Historian	92	18.5	37.0	23.9	9.8	10.9
	Writer	40	20.0	42.5	17.5	7.5	12.5
	Researcher	352	16.2	51.4	16.8	4.3	11.4
	Student	46	19.6	45.7	13.0	4.3	17.4
	Other/prefer not to say	207	21.7	44.0	16.9	5.8	11.6
	Refusal	6	.0	66.7	16.7	.0	16.7

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2015-697 LAC Survey – STAT SHEET

Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

		Question 16 - Access to Government of Canada documents and reports					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	39.7	37.2	11.7	3.9	7.4
	Familiar	359	46.5	35.4	10.6	3.9	3.6
	Somewhat familiar	689	37.3	40.2	13.2	3.5	5.8
	Somewhat unfamiliar	261	39.8	33.3	8.8	5.4	12.6
	Unfamiliar	88	31.8	31.8	13.6	3.4	19.3
	Not sure	2	.0	50.0	.0	.0	50.0
Region	Atlantic	98	50.0	30.6	11.2	2.0	6.1
	Quebec	80	36.3	45.0	8.8	1.3	8.8
	Ontario	640	36.7	38.6	13.8	5.0	5.9
	Prairies	374	40.1	35.6	11.0	3.2	10.2
	British Columbia & North	207	44.9	35.7	8.2	3.9	7.2
Age	18 and under	2	.0	50.0	.0	.0	50.0
	19-24	27	40.7	37.0	7.4	.0	14.8
	25-34	179	49.7	28.5	8.9	3.9	8.9
	35-44	199	54.8	31.2	7.5	1.5	5.0
	45-54	265	47.2	32.8	10.2	3.4	6.4
	55-64	330	38.5	39.1	12.1	3.0	7.3
	65 or older	343	20.7	47.5	17.5	6.7	7.6
	Prefer not to answer	54	44.4	31.5	7.4	5.6	11.1
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	40.3	37.9	12.3	3.8	5.8
	Visiting onsite	179	40.2	36.9	15.1	5.0	2.8
	By mail, email or Web form	207	43.0	36.2	9.7	5.3	5.8
	By telephone	51	45.1	29.4	17.6	5.9	2.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Question 16 - Access to Government of Canada documents and reports					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	232	44.4	32.8	6.0	2.6	14.2
	Other	47	29.8	40.4	14.9	8.5	6.4
	Educational	301	58.5	31.6	6.0	1.7	2.3
	Research	621	45.9	36.7	9.7	3.4	4.3
	Genealogy	713	26.1	45.6	16.3	4.9	7.2
	Personal interest	395	38.5	41.8	11.6	2.0	6.1
	Work-related	531	56.3	29.2	7.0	2.1	5.5
	Other purpose	24	41.7	29.2	16.7	4.2	8.3
Profile	None	77	42.9	27.3	3.9	6.5	19.5
	Educator / Teacher/ Professor: elementary school, high school, college or university	82	47.6	34.1	8.5	4.9	4.9
	Government employee (federal, provincial or municipal)	103	42.7	32.0	15.5	4.9	4.9
	Journalist / media	0	.0	.0	.0	.0	.0
	Librarian	349	55.9	28.1	6.3	1.1	8.6
	Archivist	122	47.5	34.4	9.0	4.9	4.1
	Archaeologist	0	.0	.0	.0	.0	.0
	Historian	92	28.3	40.2	20.7	7.6	3.3
	Writer	40	25.0	55.0	7.5	5.0	7.5
	Researcher	352	23.9	46.9	15.1	6.5	7.7
	Student	46	45.7	39.1	4.3	.0	10.9
	Other/prefer not to say	207	37.7	35.7	15.0	1.9	9.7
	Refusal	6	16.7	50.0	.0	.0	33.3

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Would you say that each of the following services or products offered online are very useful, somewhat useful, somewhat not useful or not at all useful to you?

		Question 17 - The ability to purchase reproductions and prints from LAC's collection					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	30.8	38.1	13.2	6.7	11.2
	Familiar	359	31.8	35.7	15.0	9.2	8.4
	Somewhat familiar	689	32.2	38.5	13.4	5.8	10.2
	Somewhat unfamiliar	261	30.3	38.7	11.1	5.4	14.6
	Unfamiliar	88	18.2	42.0	11.4	8.0	20.5
	Not sure	2	.0	100.0	.0	.0	.0
Region	Atlantic	98	21.4	43.9	23.5	5.1	6.1
	Quebec	80	32.5	51.2	5.0	2.5	8.8
	Ontario	640	29.8	35.9	13.1	9.5	11.6
	Prairies	374	37.2	37.2	9.9	3.5	12.3
	British Columbia & North	207	26.1	38.6	17.9	6.3	11.1
Age	18 and under	2	.0	.0	50.0	.0	50.0
	19-24	27	29.6	33.3	11.1	3.7	22.2
	25-34	179	28.5	33.5	14.0	7.8	16.2
	35-44	199	36.7	37.2	12.1	4.0	10.1
	45-54	265	32.5	38.1	13.2	6.0	10.2
	55-64	330	30.9	37.6	13.9	7.3	10.3
	65 or older	343	28.6	42.3	12.5	8.5	8.2
	Prefer not to answer	54	24.1	37.0	14.8	3.7	20.4
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	32.4	37.6	13.2	7.0	9.8
	Visiting onsite	179	30.7	41.9	13.4	7.8	6.1
	By mail, email or Web form	207	37.7	33.3	12.1	6.3	10.6
	By telephone	51	33.3	33.3	17.6	9.8	5.9

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Question 17 - The ability to purchase reproductions and prints from LAC's collection					
		Total	Very useful	Somewhat useful	Somewhat not useful	Not at all useful	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	232	25.9	37.9	12.1	5.6	18.5
	Other	47	29.8	38.3	14.9	6.4	10.6
	Educational	301	30.9	36.5	13.6	7.3	11.6
	Research	621	34.0	38.5	11.6	7.6	8.4
	Genealogy	713	31.8	38.8	13.3	6.9	9.1
	Personal interest	395	31.9	40.3	13.2	5.8	8.9
	Work-related	531	31.8	37.5	13.4	6.4	10.9
	Other purpose	24	33.3	37.5	12.5	8.3	8.3
Profile	None	77	16.9	42.9	13.0	5.2	22.1
	Educator / Teacher/ Professor: elementary school, high school, college or university	82	31.7	39.0	11.0	8.5	9.8
	Government employee (federal, provincial or municipal)	103	28.2	39.8	12.6	8.7	10.7
	Journalist / media	0	.0	.0	.0	.0	.0
	Librarian	349	28.7	39.5	11.7	5.7	14.3
	Archivist	122	30.3	35.2	18.9	9.0	6.6
	Archaeologist	0	.0	.0	.0	.0	.0
	Historian	92	35.9	29.3	14.1	12.0	8.7
	Writer	40	40.0	32.5	10.0	15.0	2.5
	Researcher	352	31.3	39.8	13.4	4.5	11.1
	Student	46	21.7	43.5	4.3	6.5	23.9
	Other/prefer not to say	207	33.3	36.7	15.5	5.3	9.2
	Refusal	6	16.7	50.0	16.7	.0	16.7

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 18 - How important is it that Library and Archives Canada provides access to its collection through public programming, loans to museums and co-sponsored exhibits of the material in the collection?

		Total	Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Very unimportant	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	63.7	26.6	5.3	1.8	.8	1.9
	Familiar	359	68.2	23.7	5.0	1.1	1.7	.3
	Somewhat familiar	689	63.0	26.1	6.4	1.9	.6	2.0
	Somewhat unfamiliar	261	60.9	29.5	3.8	2.7	.4	2.7
	Unfamiliar	88	59.1	33.0	2.3	1.1	.0	4.5
	Not sure	2	50.0	50.0	.0	.0	.0	.0
Region	Atlantic	98	69.4	24.5	1.0	3.1	.0	2.0
	Quebec	80	71.3	23.8	2.5	.0	1.3	1.3
	Ontario	640	64.2	25.5	6.4	1.6	.9	1.4
	Prairies	374	62.3	26.7	4.8	2.7	.8	2.7
	British Columbia & North	207	58.9	31.9	5.8	1.0	.5	1.9
Age	18 and under	2	.0	.0	.0	50.0	.0	50.0
	19-24	27	77.8	11.1	.0	3.7	.0	7.4
	25-34	179	64.8	26.3	5.0	1.7	1.1	1.1
	35-44	199	61.3	29.1	5.5	2.0	.0	2.0
	45-54	265	61.9	26.8	6.0	1.9	1.5	1.9
	55-64	330	61.8	28.5	4.8	2.1	1.2	1.5
	65 or older	343	67.6	24.2	5.8	.9	.3	1.2
	Prefer not to answer	54	59.3	29.6	3.7	1.9	.0	5.6
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	62.8	26.8	5.7	2.1	1.0	1.7
	Visiting onsite	179	59.8	29.1	8.4	1.1	1.1	.6
	By mail, email or Web form	207	57.5	32.9	4.8	2.4	1.4	1.0
	By telephone	51	62.7	29.4	5.9	.0	.0	2.0
	None of these	232	67.7	25.0	3.9	.4	.0	3.0

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2015-697 LAC Survey – STAT SHEET

		Total	Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Very unimportant	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	47	59.6	27.7	6.4	6.4	.0	.0
	Educational	301	69.8	21.9	4.7	2.0	.7	1.0
	Research	621	68.1	22.4	5.6	1.6	1.3	1.0
	Genealogy	713	63.5	27.5	4.6	1.8	.7	1.8
	Personal interest	395	71.4	22.8	3.3	1.5	.8	.3
	Work-related	531	64.0	26.4	5.5	2.1	.9	1.1
	Other purpose	24	54.2	29.2	8.3	8.3	.0	.0
	None	77	63.6	27.3	2.6	1.3	.0	5.2
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	69.5	18.3	8.5	2.4	.0	1.2
	Government employee (federal, provincial or municipal)	103	69.9	18.4	7.8	1.0	1.9	1.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0
	Librarian	349	66.5	24.4	5.4	1.7	.3	1.7
	Archivist	122	60.7	31.1	6.6	1.6	.0	.0
	Archaeologist	0	.0	.0	.0	.0	.0	.0
	Historian	92	58.7	33.7	5.4	1.1	1.1	.0
	Writer	40	67.5	22.5	7.5	.0	2.5	.0
	Researcher	352	63.4	26.1	4.5	1.7	1.1	3.1
	Student	46	65.2	19.6	6.5	6.5	.0	2.2
	Other/prefer not to say	207	58.5	33.8	2.4	1.9	1.0	2.4
	Refusal	6	16.7	66.7	.0	.0	.0	16.7

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 19 (first ranked response) - Library and Archives Canada can engage in public programming of the collection in many ways to raise Canadians' awareness and use of the collections held by Library and Archives Canada. For you personally, please rank the top 3 most preferred ways of providing public programming.

		Total	Exhibitions at 395 Wellington Street in Ottawa	Loans to key museums both in Ottawa (War Museum, History Museum, National Gallery) and	Special Events to showcase interesting items in the collection	Book launches	Lecture series or round table discussions on key topics with experts from within and outside of LAC	Loans of items from the LAC collection to local libraries, archives and smaller museums	Travelling exhibit that will visit cities across the country over a period of time	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	6.1	16.7	6.8	1.0	6.9	38.3	21.8	2.4
	Familiar	359	10.6	15.9	6.1	.6	7.5	36.2	20.3	2.8
	Somewhat familiar	689	5.4	13.6	6.7	1.0	6.1	44.0	21.6	1.6
	Somewhat unfamiliar	261	2.7	21.1	8.4	.8	8.8	30.7	24.9	2.7
	Unfamiliar	88	3.4	30.7	5.7	3.4	4.5	25.0	20.5	6.8
	Not sure	2	50.0	.0	.0	.0	.0	50.0	.0	.0
Region	Atlantic	98	3.1	11.2	7.1	.0	6.1	41.8	28.6	2.0
	Quebec	80	5.0	18.8	13.8	1.3	10.0	27.5	20.0	3.8
	Ontario	640	10.5	14.5	7.7	1.6	7.0	39.8	16.9	2.0
	Prairies	374	1.9	25.9	4.8	.8	7.2	32.1	24.1	3.2
	British Columbia & North	207	2.4	8.2	4.8	.0	4.8	47.3	30.4	1.9
Age	18 and under	2	.0	.0	.0	.0	.0	50.0	.0	50.0
	19-24	27	7.4	29.6	14.8	7.4	7.4	22.2	11.1	.0
	25-34	179	6.7	21.2	8.9	.6	6.7	30.2	24.6	1.1
	35-44	199	5.5	20.6	3.0	1.0	11.6	31.7	26.1	.5
	45-54	265	6.4	20.8	4.9	1.1	6.0	34.7	23.8	2.3
	55-64	330	6.7	14.8	6.1	1.2	6.7	41.5	19.7	3.3
	65 or older	343	6.1	9.6	9.6	.3	4.1	46.1	21.0	3.2
	Prefer not to answer	54	1.9	16.7	5.6	1.9	13.0	46.3	11.1	3.7
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	6.3	15.0	7.4	.6	6.3	41.3	21.0	2.0
	Visiting onsite	179	16.8	13.4	8.9	.0	13.4	31.8	15.6	.0
	By mail, email or Web form	207	10.1	16.9	5.8	.0	7.2	37.7	19.3	2.9
	By telephone	51	7.8	13.7	3.9	.0	3.9	45.1	19.6	5.9
	None of these	232	5.6	24.6	3.9	2.6	6.9	27.6	25.4	3.4

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Total	Exhibitions at 395 Wellington Street in Ottawa	Loans to key museums both in Ottawa (War Museum, History Museum, National Gallery) and	Special Events to showcase interesting items in the collection	Book launches	Lecture series or round table discussions on key topics with experts from within and outside of LAC	Loans of items from the LAC collection to local libraries, archives and smaller museums	Travelling exhibit that will visit cities across the country over a period of time	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	47	2.1	12.8	8.5	2.1	6.4	42.6	21.3	4.3
	Educational	301	6.3	17.6	7.3	.7	9.0	35.9	21.9	1.3
	Research	621	7.1	15.5	6.6	.5	7.4	39.3	22.9	.8
	Genealogy	713	6.0	12.2	8.0	.6	5.2	45.7	20.5	1.8
	Personal interest	395	7.3	15.2	6.8	.8	7.3	38.2	23.0	1.3
	Work-related	531	7.3	18.5	5.3	1.1	8.7	33.7	23.7	1.7
	Other purpose	24	8.3	8.3	4.2	.0	4.2	33.3	29.2	12.5
Profile	None	77	2.6	28.6	6.5	3.9	3.9	27.3	22.1	5.2
	Educator / Teacher/ Professor: elementary school, high school, college or university	82	9.8	13.4	4.9	1.2	12.2	36.6	20.7	1.2
	Government employee (federal, provincial or municipal)	103	8.7	26.2	5.8	1.9	3.9	24.3	28.2	1.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	349	4.9	20.9	5.2	.9	5.7	36.4	23.2	2.9
	Archivist	122	8.2	13.1	3.3	.0	11.5	33.6	27.9	2.5
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0
	Historian	92	6.5	15.2	9.8	.0	4.3	40.2	21.7	2.2
	Writer	40	12.5	7.5	5.0	7.5	10.0	37.5	20.0	.0
	Researcher	352	4.5	11.4	9.7	.3	6.8	47.4	17.0	2.8
	Student	46	4.3	34.8	10.9	2.2	13.0	19.6	13.0	2.2
	Other/prefer not to say	207	5.8	15.5	6.3	1.4	4.8	39.6	23.7	2.9
	Refusal	6	16.7	16.7	.0	.0	.0	50.0	16.7	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 19 (second ranked response) - Library and Archives Canada can engage in public programming of the collection in many ways to raise Canadians' awareness and use of the collections held by Library and Archives Canada. For you personally, please rank the top 3 most preferred ways of providing public programming.

		Total	Exhibitions at 395 Wellington Street in Ottawa	Loans to key museums both in Ottawa (War Museum, History Museum, National Gallery) and	Special Events to showcase interesting items in the collection	Book launches	Lecture series or round table discussions on key topics with experts from within and outside of LAC	Loans of items from the LAC collection to local libraries, archives and smaller museums	Travelling exhibit that will visit cities across the country over a period of time	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1365	3.5	19.7	9.8	1.8	11.0	23.5	30.1	.6
	Familiar	349	5.2	22.3	12.0	2.0	12.9	23.8	21.5	.3
	Somewhat familiar	678	3.1	20.2	8.6	1.8	10.2	22.4	32.9	.9
	Somewhat unfamiliar	254	2.8	16.9	10.6	1.6	9.8	24.8	33.1	.4
	Unfamiliar	82	2.4	13.4	8.5	1.2	13.4	26.8	34.1	.0
	Not sure	2	.0	.0	.0	.0	.0	50.0	50.0	.0
Region	Atlantic	96	2.1	11.5	8.3	1.0	11.5	27.1	38.5	.0
	Quebec	77	7.8	27.3	6.5	1.3	11.7	22.1	23.4	.0
	Ontario	627	4.1	23.9	11.0	2.1	10.0	22.0	26.2	.6
	Prairies	362	2.5	17.7	10.2	1.9	11.6	22.7	32.9	.6
	British Columbia & North	203	2.5	11.3	7.4	1.0	12.3	28.6	36.0	1.0
Age	18 and under	1	.0	100.0	.0	.0	.0	.0	.0	.0
	19-24	27	3.7	33.3	7.4	.0	18.5	11.1	25.9	.0
	25-34	177	2.8	19.8	8.5	1.1	12.4	26.0	29.4	.0
	35-44	198	6.6	17.7	5.6	3.5	14.6	22.2	29.8	.0
	45-54	259	4.2	16.2	10.0	1.2	12.0	25.9	30.5	.0
	55-64	319	2.8	20.4	12.5	.9	10.7	22.3	29.5	.9
	65 or older	332	2.1	22.6	10.2	2.4	8.1	23.5	29.5	1.5
	Prefer not to answer	52	3.8	13.5	11.5	1.9	3.8	23.1	42.3	.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1068	3.8	20.3	9.3	2.0	11.6	23.0	29.6	.4
	Visiting onsite	179	5.6	23.5	15.6	3.4	13.4	16.2	22.3	.0
	By mail, email or Web form	201	4.0	21.4	9.5	2.0	12.4	18.9	31.3	.5
	By telephone	48	2.1	12.5	8.3	.0	25.0	16.7	35.4	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Total	Exhibitions at 395 Wellington Street in Ottawa	Loans to key museums both in Ottawa (War Museum, History Museum, National Gallery) and	Special Events to showcase interesting items in the collection	Book launches	Lecture series or round table discussions on key topics with experts from within and outside of LAC	Loans of items from the LAC collection to local libraries, archives and smaller museums	Travelling exhibit that will visit cities across the country over a period of time	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	224	2.2	18.8	8.5	.9	10.3	24.6	33.5	1.3
	Other	45	4.4	17.8	4.4	.0	17.8	26.7	26.7	2.2
	Educational	297	4.4	19.5	6.4	1.3	16.8	24.2	27.3	.0
	Research	616	4.1	22.7	8.6	1.9	13.6	22.9	25.6	.5
	Genealogy	700	2.6	21.1	9.7	1.4	9.3	24.3	30.6	1.0
	Personal interest	390	3.8	18.7	12.6	2.1	14.1	22.3	25.9	.5
	Work-related	522	4.2	20.5	9.8	1.0	13.8	20.9	29.7	.2
	Other purpose	21	4.8	23.8	4.8	.0	4.8	28.6	33.3	.0
Profile	None	73	2.7	12.3	9.6	.0	9.6	26.0	39.7	.0
	Educator / Teacher/ Professor: elementary school, high school, college or university	81	2.5	22.2	8.6	1.2	11.1	25.9	28.4	.0
	Government employee (federal, provincial or municipal)	102	3.9	17.6	12.7	2.9	9.8	29.4	23.5	.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	339	2.9	19.8	8.0	.9	10.3	24.8	33.3	.0
	Archivist	119	8.4	17.6	8.4	.8	15.1	18.5	30.3	.8
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0
	Historian	90	1.1	16.7	12.2	2.2	13.3	25.6	28.9	.0
	Writer	40	.0	27.5	7.5	10.0	15.0	15.0	25.0	.0
	Researcher	342	3.5	20.2	9.9	1.8	10.2	22.8	30.4	1.2
	Student	45	4.4	24.4	13.3	.0	22.2	11.1	24.4	.0
	Other/prefer not to say	201	3.5	18.9	10.9	2.0	7.5	24.9	30.8	1.5
	Refusal	6	.0	16.7	16.7	.0	.0	33.3	33.3	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 19 (third ranked response) - Library and Archives Canada can engage in public programming of the collection in many ways to raise Canadians' awareness and use of the collections held by Library and Archives Canada. For you personally, please rank the top 3 most preferred ways of providing public programming.

		Total	Exhibitions at 395 Wellington Street in Ottawa	Loans to key museums both in Ottawa (War Museum, History Museum, National Gallery) and	Special Events to showcase interesting items in the collection	Book launches	Lecture series or round table discussions on key topics with experts from within and outside of LAC	Loans of items from the LAC collection to local libraries, archives and smaller museums	Travelling exhibit that will visit cities across the country over a period of time	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1356	5.8	17.6	21.2	3.5	14.6	13.1	21.3	2.9
	Familiar	347	8.6	17.6	21.3	3.2	13.3	11.0	21.6	3.5
	Somewhat familiar	672	5.1	18.2	19.6	3.6	16.5	13.1	21.3	2.7
	Somewhat unfamiliar	253	3.6	19.0	22.1	4.3	12.6	15.4	20.2	2.8
	Unfamiliar	82	6.1	8.5	29.3	2.4	11.0	14.6	24.4	3.7
	Not sure	2	.0	50.0	50.0	.0	.0	.0	.0	.0
Region	Atlantic	95	4.2	13.7	27.4	4.2	15.8	12.6	18.9	3.2
	Quebec	77	5.2	9.1	23.4	3.9	18.2	14.3	26.0	.0
	Ontario	623	8.5	15.9	21.3	3.0	13.3	12.7	22.0	3.2
	Prairies	360	3.3	20.8	18.9	2.8	14.2	16.1	21.9	1.9
	British Columbia & North	201	2.5	22.4	20.9	6.0	17.4	8.5	17.4	5.0
Age	18 and under	1	.0	.0	.0	.0	.0	.0	100.0	.0
	19-24	27	11.1	14.8	11.1	7.4	14.8	7.4	33.3	.0
	25-34	177	5.1	16.4	20.9	6.2	20.9	11.3	17.5	1.7
	35-44	198	7.6	17.7	17.7	2.5	17.2	17.7	18.7	1.0
	45-54	258	7.4	20.2	23.3	2.7	11.2	13.6	19.8	1.9
	55-64	316	3.8	17.7	22.8	3.5	12.7	13.3	23.7	2.5
	65 or older	327	5.8	16.5	21.7	3.7	13.8	11.0	22.0	5.5
Mode of Access	Prefer not to answer	52	1.9	17.3	17.3	.0	17.3	13.5	25.0	7.7
	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1063	5.9	17.8	21.3	3.3	15.1	12.6	21.0	3.1
	Visiting onsite	179	8.4	15.1	19.0	5.0	16.8	16.8	17.3	1.7
	By mail, email or Web form	200	5.0	18.0	18.0	5.5	13.5	17.0	21.0	2.0
	By telephone	48	8.3	20.8	25.0	10.4	16.7	10.4	8.3	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Total	Exhibitions at 395 Wellington Street in Ottawa	Loans to key museums both in Ottawa (War Museum, History Museum, National Gallery) and	Special Events to showcase interesting items in the collection	Book launches	Lecture series or round table discussions on key topics with experts from within and outside of LAC	Loans of items from the LAC collection to local libraries, archives and smaller museums	Travelling exhibit that will visit cities across the country over a period of time	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	None of these	221	6.3	18.6	19.9	3.2	14.0	14.0	22.6	1.4
	Other	44	.0	22.7	15.9	4.5	6.8	9.1	31.8	9.1
	Educational	296	6.4	17.6	17.2	3.7	16.9	13.9	22.0	2.4
	Research	612	6.4	16.3	19.9	4.1	15.8	14.4	21.1	2.0
	Genealogy	693	4.8	18.3	22.2	3.0	13.4	11.5	22.8	3.9
	Personal interest	388	5.4	18.6	20.4	4.9	14.2	13.7	20.4	2.6
	Work-related	520	7.1	16.5	19.2	3.7	15.4	15.6	20.6	1.9
	Other purpose	21	14.3	14.3	23.8	4.8	23.8	.0	19.0	.0
Profile	None	73	4.1	11.0	26.0	5.5	13.7	12.3	24.7	2.7
	Educator / Teacher/ Professor: elementary school, high school, college or university	81	3.7	14.8	22.2	.0	18.5	14.8	22.2	3.7
	Government employee (federal, provincial or municipal)	102	5.9	19.6	19.6	5.9	9.8	16.7	20.6	2.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	338	5.6	17.5	19.8	3.6	16.6	14.5	21.0	1.5
	Archivist	118	10.2	18.6	26.3	.8	14.4	10.2	16.9	2.5
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0
	Historian	90	5.6	16.7	21.1	6.7	18.9	13.3	15.6	2.2
	Writer	40	2.5	15.0	17.5	7.5	17.5	12.5	22.5	5.0
	Researcher	338	5.9	18.3	20.1	3.0	12.4	10.7	24.9	4.7
	Student	45	6.7	13.3	11.1	8.9	11.1	22.2	26.7	.0
	Other/prefer not to say	198	4.5	18.2	25.8	3.0	13.6	11.6	20.2	3.0
	Refusal	6	.0	16.7	16.7	.0	33.3	16.7	.0	16.7

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2015-697 LAC Survey – STAT SHEET

Question 20 - How important is social media (Facebook, Twitter, YouTube, Pinterest, Flickr) as a means to stay in touch with the work of Library and Archives Canada?

		Total	Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Not at all important	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1397	34.5	30.6	15.9	5.2	10.5	3.3
	Familiar	359	34.8	30.9	14.8	6.4	10.6	2.5
	Somewhat familiar	688	31.3	30.7	17.6	6.1	10.9	3.5
	Somewhat unfamiliar	260	40.0	31.2	12.7	2.7	9.6	3.8
	Unfamiliar	88	42.0	27.3	15.9	1.1	10.2	3.4
	Not sure	2	50.0	.0	50.0	.0	.0	.0
Region	Atlantic	98	38.8	34.7	13.3	8.2	5.1	.0
	Quebec	80	33.8	26.3	17.5	6.3	12.5	3.8
	Ontario	638	31.3	29.9	16.6	6.0	12.7	3.4
	Prairies	374	42.2	31.3	13.1	2.1	6.4	4.8
	British Columbia & North	207	28.5	30.9	19.3	6.8	13.0	1.4
Age	18 and under	2	50.0	.0	.0	.0	50.0	.0
	19-24	27	70.4	22.2	3.7	.0	3.7	.0
	25-34	178	37.1	37.6	11.8	3.9	7.3	2.2
	35-44	199	41.7	34.7	12.6	4.5	4.5	2.0
	45-54	264	43.2	32.6	11.7	5.7	5.7	1.1
	55-64	330	30.3	31.2	17.6	5.8	13.0	2.1
	65 or older	343	26.2	23.6	21.6	5.8	15.7	7.0
	Prefer not to answer	54	16.7	27.8	22.2	5.6	20.4	7.4
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1089	33.4	30.1	17.1	6.1	10.1	3.2
	Visiting onsite	178	30.9	28.1	20.2	4.5	11.8	4.5
	By mail, email or Web form	207	33.3	32.9	16.4	4.3	10.1	2.9
	By telephone	51	31.4	31.4	19.6	7.8	7.8	2.0
	None of these	231	39.0	33.8	12.1	1.3	10.0	3.9
	Other	47	38.3	19.1	17.0	6.4	19.1	.0

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2015-697 LAC Survey – STAT SHEET

		Total	Very important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Not at all important	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Educational	301	39.5	33.6	13.3	5.3	7.6	.7
	Research	620	34.0	31.1	16.5	5.5	10.8	2.1
	Genealogy	713	33.0	28.8	16.4	5.5	12.5	3.9
	Personal interest	395	39.7	30.6	14.9	3.8	8.6	2.3
	Work-related	530	34.3	36.2	14.3	4.9	8.5	1.7
	Other purpose	24	20.8	25.0	25.0	12.5	8.3	8.3
	None	76	39.5	34.2	15.8	1.3	5.3	3.9
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	36.6	26.8	15.9	7.3	8.5	4.9
	Government employee (federal, provincial or municipal)	103	43.7	28.2	10.7	7.8	8.7	1.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0
	Librarian	348	33.6	38.5	13.8	4.9	6.9	2.3
	Archivist	122	32.8	31.1	20.5	4.1	9.0	2.5
	Archaeologist	0	.0	.0	.0	.0	.0	.0
	Historian	91	31.9	26.4	19.8	4.4	13.2	4.4
	Writer	40	27.5	30.0	10.0	5.0	22.5	5.0
	Researcher	352	32.1	25.9	17.6	6.0	13.9	4.5
	Student	46	47.8	37.0	10.9	4.3	.0	.0
	Other/prefer not to say	207	35.3	28.5	16.9	3.4	12.1	3.9
	Refusal	6	33.3	16.7	16.7	16.7	16.7	.0

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2015-697 LAC Survey – STAT SHEET

Question 21 - Have you visited or attended any of the following in the past three months?

		Total	Museum/Art gallery	A library other than Library and Archives Canada	An archive other than Library and Archives Canada	Live theatre	Musical event	None of these
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1395	65.2	81.7	47.7	36.7	47.8	7.0
	Familiar	358	75.7	85.5	63.1	39.4	51.4	4.2
	Somewhat familiar	688	62.6	83.9	49.7	36.5	45.3	5.8
	Somewhat unfamiliar	260	62.3	73.5	28.8	36.9	50.4	10.0
	Unfamiliar	87	50.6	73.6	24.1	27.6	44.8	18.4
	Not sure	2	50.0	100.0	50.0	.0	50.0	.0
Region	Atlantic	97	72.2	83.5	66.0	41.2	46.4	6.2
	Quebec	80	67.5	75.0	42.5	30.0	45.0	11.3
	Ontario	637	65.6	84.8	51.8	35.9	44.3	5.7
	Prairies	374	58.3	74.3	35.6	34.8	55.3	9.6
	British Columbia & North	207	72.0	87.4	50.2	43.0	46.9	4.8
Age	18 and under	2	.0	.0	50.0	.0	.0	50.0
	19-24	27	74.1	77.8	33.3	29.6	40.7	11.1
	25-34	179	73.2	81.6	49.2	35.2	58.7	4.5
	35-44	198	72.2	87.9	43.4	32.8	57.1	4.5
	45-54	265	71.7	79.2	47.2	38.1	50.6	7.5
	55-64	328	60.4	81.4	47.6	38.1	46.0	9.1
	65 or older	342	56.7	80.1	50.6	38.0	37.4	7.0
	Prefer not to answer	54	61.1	88.9	50.0	37.0	46.3	3.7
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1089	65.7	82.9	54.3	36.0	45.8	6.4
	Visiting onsite	178	68.5	85.4	64.0	38.8	43.8	4.5
	By mail, email or Web form	206	70.4	87.9	57.3	36.4	44.7	3.9
	By telephone	51	78.4	84.3	60.8	39.2	45.1	3.9
	None of these	231	64.1	77.5	22.1	36.4	56.7	9.1

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2015-697 LAC Survey – STAT SHEET

		Total	Museum/Art gallery	A library other than Library and Archives Canada	An archive other than Library and Archives Canada	Live theatre	Musical event	None of these
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	47	68.1	87.2	44.7	42.6	55.3	8.5
	Educational	301	76.7	89.0	58.1	42.5	56.8	5.0
	Research	620	73.7	86.1	60.8	37.4	48.9	5.2
	Genealogy	710	56.8	81.1	52.8	34.1	37.0	7.9
	Personal interest	395	70.1	82.3	52.7	34.2	50.9	7.1
	Work-related	530	75.1	86.8	51.9	40.9	59.6	3.2
	Other purpose	23	69.6	91.3	60.9	34.8	56.5	8.7
	None	77	64.9	74.0	14.3	41.6	58.4	11.7
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	78.0	85.4	61.0	45.1	56.1	3.7
	Government employee (federal, provincial or municipal)	103	69.9	77.7	41.7	35.9	53.4	6.8
	Journalist / media	0	.0	.0	.0	.0	.0	.0
	Librarian	348	69.5	88.5	33.0	42.2	61.5	4.3
	Archivist	122	82.0	77.9	77.0	36.1	60.7	3.3
	Archaeologist	0	.0	.0	.0	.0	.0	.0
	Historian	92	62.0	80.4	62.0	29.3	34.8	8.7
	Writer	40	65.0	77.5	42.5	42.5	45.0	12.5
	Researcher	350	56.9	79.7	56.0	32.9	33.7	8.0
	Student	46	78.3	82.6	45.7	30.4	47.8	6.5
	Other/prefer not to say	206	53.4	77.7	34.5	35.0	41.3	11.2
	Refusal	6	50.0	83.3	16.7	33.3	50.0	16.7

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2015-697 LAC Survey – STAT SHEET

Question 22 - How important it is to you that Canada's heritage is preserved for present and future generations?

		Total	Very important	Somewhat important	Neither important nor unimportant	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	96.6	3.0	.2	.1
	Familiar	359	98.6	1.1	.3	.0
	Somewhat familiar	689	97.1	2.8	.0	.1
	Somewhat unfamiliar	261	95.0	4.6	.4	.0
	Unfamiliar	88	89.8	8.0	1.1	1.1
	Not sure	2	100.0	.0	.0	.0
Region	Atlantic	98	94.9	5.1	.0	.0
	Quebec	80	90.0	8.8	1.3	.0
	Ontario	640	97.7	2.2	.0	.2
	Prairies	374	96.0	3.5	.5	.0
	British Columbia & North	207	98.1	1.4	.0	.5
Age	18 and under	2	100.0	.0	.0	.0
	19-24	27	100.0	.0	.0	.0
	25-34	179	95.0	3.9	1.1	.0
	35-44	199	95.0	5.0	.0	.0
	45-54	265	95.8	3.8	.4	.0
	55-64	330	97.9	2.1	.0	.0
	65 or older	343	98.0	1.7	.0	.3
	Prefer not to answer	54	94.4	3.7	.0	1.9
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	97.7	1.9	.2	.2
	Visiting onsite	179	97.8	2.2	.0	.0
	By mail, email or Web form	207	98.1	1.9	.0	.0
	By telephone	51	96.1	3.9	.0	.0
	None of these	232	91.8	7.8	.4	.0

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2015-697 LAC Survey – STAT SHEET

		Total	Very important	Somewhat important	Neither important nor unimportant	Not sure
		Responses	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	47	97.9	2.1	.0	.0
	Educational	301	98.3	1.3	.3	.0
	Research	621	98.4	1.4	.2	.0
	Genealogy	713	98.0	1.8	.0	.1
	Personal interest	395	98.7	1.3	.0	.0
	Work-related	531	95.9	3.6	.4	.2
	Other purpose	24	87.5	12.5	.0	.0
	None	77	88.3	10.4	1.3	.0
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	95.1	4.9	.0	.0
	Government employee (federal, provincial or municipal)	103	93.2	6.8	.0	.0
	Journalist / media	0	.0	.0	.0	.0
	Librarian	349	95.4	4.0	.6	.0
	Archivist	122	98.4	.8	.8	.0
	Archaeologist	0	.0	.0	.0	.0
	Historian	92	98.9	.0	.0	1.1
	Writer	40	100.0	.0	.0	.0
	Researcher	352	98.3	1.7	.0	.0
	Student	46	97.8	2.2	.0	.0
	Other/prefer not to say	207	95.7	4.3	.0	.0
	Refusal	6	83.3	.0	.0	16.7

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2015-697 LAC Survey – STAT SHEET

Question 23 (first ranked response) - Please rank the top three most likely locations where you would visit an exhibition of interesting material from Library and Archives Canada's collection?

		Total	Library and Archives Canada (395 Wellington Street, Ottawa)	A national museum in Ottawa	A local or regional museum in your community	A travelling/limited time exhibition	A local library	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	12.2	6.9	40.4	12.2	26.4	2.0
	Familiar	359	22.0	9.5	36.5	9.5	20.3	2.2
	Somewhat familiar	689	10.0	5.2	42.4	12.8	28.6	1.0
	Somewhat unfamiliar	261	6.9	6.5	40.6	15.3	27.6	3.1
	Unfamiliar	88	4.5	10.2	39.8	9.1	30.7	5.7
	Not sure	2	.0	.0	50.0	.0	50.0	.0
Region	Atlantic	98	3.1	.0	53.1	19.4	23.5	1.0
	Quebec	80	10.0	10.0	46.3	17.5	13.8	2.5
	Ontario	640	22.2	9.5	33.1	8.1	25.2	1.9
	Prairies	374	3.7	5.9	43.6	13.4	30.5	2.9
	British Columbia & North	207	1.4	2.4	48.8	16.9	29.5	1.0
Age	18 and under	2	.0	.0	.0	.0	50.0	50.0
	19-24	27	11.1	37.0	25.9	7.4	18.5	.0
	25-34	179	11.7	8.9	40.2	14.0	23.5	1.7
	35-44	199	14.1	10.1	34.7	12.6	28.6	.0
	45-54	265	11.7	8.7	37.0	14.7	26.0	1.9
	55-64	330	11.8	5.2	40.3	11.8	28.5	2.4
	65 or older	343	12.5	2.3	45.8	9.3	27.1	2.9
	Prefer not to answer	54	9.3	3.7	53.7	14.8	16.7	1.9
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	13.1	6.5	40.7	11.8	26.2	1.6
	Visiting onsite	179	35.2	7.8	33.5	9.5	14.0	.0
	By mail, email or Web form	207	19.3	6.8	42.0	8.7	20.3	2.9
	By telephone	51	23.5	9.8	33.3	3.9	23.5	5.9
	None of these	232	9.1	8.6	36.2	13.8	29.3	3.0

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2015-697 LAC Survey – STAT SHEET

		Total	Library and Archives Canada (395 Wellington Street, Ottawa)	A national museum in Ottawa	A local or regional museum in your community	A travelling/limited time exhibition	A local library	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	47	8.5	6.4	31.9	17.0	31.9	4.3
	Educational	301	12.0	10.0	42.2	11.6	23.6	.7
	Research	621	14.3	7.4	41.1	12.2	24.5	.5
	Genealogy	713	11.5	3.8	45.4	9.5	28.2	1.5
	Personal interest	395	12.7	9.4	38.7	11.9	26.3	1.0
	Work-related	531	13.9	7.5	39.0	14.7	23.9	.9
	Other purpose	24	8.3	.0	50.0	4.2	29.2	8.3
	None	77	6.5	11.7	31.2	11.7	33.8	5.2
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	13.4	4.9	52.4	11.0	17.1	1.2
	Government employee (federal, provincial or municipal)	103	18.4	11.7	34.0	14.6	20.4	1.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0
	Librarian	349	9.5	8.0	31.5	11.7	37.0	2.3
	Archivist	122	11.5	6.6	50.8	23.8	5.7	1.6
	Archaeologist	0	.0	.0	.0	.0	.0	.0
	Historian	92	17.4	2.2	43.5	10.9	23.9	2.2
	Writer	40	25.0	7.5	42.5	5.0	20.0	.0
	Researcher	352	11.1	4.8	44.3	8.8	29.0	2.0
	Student	46	10.9	23.9	39.1	4.3	21.7	.0
	Other/prefer not to say	207	10.6	5.3	39.6	14.5	26.6	3.4
	Refusal	6	16.7	.0	33.3	16.7	33.3	.0

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 23 (second ranked response) - Please rank the top three most likely locations where you would visit an exhibition of interesting material from Library and Archives Canada's collection?

		Total	Library and Archives Canada (395 Wellington Street, Ottawa)	A national museum in Ottawa	A local or regional museum in your community	A travelling/limited time exhibition	A local library	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1371	4.7	9.5	31.1	28.9	25.1	.8
	Familiar	351	6.6	17.4	25.1	29.9	20.2	.9
	Somewhat familiar	682	3.8	7.3	32.6	27.6	28.2	.6
	Somewhat unfamiliar	253	3.2	5.9	38.3	30.0	21.3	1.2
	Unfamiliar	83	7.2	4.8	22.9	31.3	32.5	1.2
	Not sure	2	50.0	.0	.0	50.0	.0	.0
Region	Atlantic	97	2.1	2.1	26.8	41.2	27.8	.0
	Quebec	78	7.7	9.0	23.1	25.6	34.6	.0
	Ontario	628	7.2	16.6	29.0	21.8	24.4	1.1
	Prairies	363	2.5	4.1	33.9	36.6	22.3	.6
	British Columbia & North	205	1.0	1.0	37.6	32.2	27.3	1.0
Age	18 and under	1	.0	.0	.0	100.0	.0	.0
	19-24	27	11.1	14.8	18.5	37.0	18.5	.0
	25-34	176	4.0	11.4	32.4	35.8	16.5	.0
	35-44	199	3.0	13.6	30.2	28.1	24.6	.5
	45-54	260	4.6	10.8	31.9	31.2	21.5	.0
	55-64	322	5.6	6.2	32.6	29.5	25.2	.9
	65 or older	333	5.1	8.7	31.2	23.1	30.9	.9
	Prefer not to answer	53	1.9	3.8	22.6	24.5	39.6	7.5
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1073	4.8	10.5	31.0	27.8	25.1	.7
	Visiting onsite	179	6.7	27.4	19.6	22.9	22.9	.6
	By mail, email or Web form	201	5.5	17.4	23.4	31.8	20.9	1.0
	By telephone	48	8.3	16.7	31.3	31.3	12.5	.0
	None of these	225	3.1	5.8	32.9	33.8	23.1	1.3

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

		Total	Library and Archives Canada (395 Wellington Street, Ottawa)	A national museum in Ottawa	A local or regional museum in your community	A travelling/limited time exhibition	A local library	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	45	2.2	6.7	42.2	26.7	22.2	.0
	Educational	299	5.7	13.7	24.1	32.1	24.4	.0
	Research	618	5.3	11.7	30.3	28.5	23.9	.3
	Genealogy	702	4.3	8.1	31.5	25.9	29.6	.6
	Personal interest	391	6.1	10.2	33.8	23.8	26.1	.0
	Work-related	526	3.4	12.9	30.0	31.9	20.9	.8
	Other purpose	22	4.5	4.5	27.3	36.4	27.3	.0
	None	73	1.4	4.1	34.2	46.6	11.0	2.7
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	81	2.5	8.6	24.7	32.1	32.1	.0
	Government employee (federal, provincial or municipal)	102	4.9	16.7	27.5	25.5	25.5	.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0
	Librarian	341	4.4	10.0	33.7	33.7	17.9	.3
	Archivist	120	4.2	5.8	27.5	42.5	19.2	.8
	Archaeologist	0	.0	.0	.0	.0	.0	.0
	Historian	90	3.3	15.6	32.2	26.7	22.2	.0
	Writer	40	7.5	17.5	17.5	27.5	27.5	2.5
	Researcher	345	5.5	7.8	30.7	24.6	30.4	.9
	Student	46	13.0	13.0	19.6	30.4	23.9	.0
	Other/prefer not to say	200	3.0	5.5	38.0	22.0	29.5	2.0
	Refusal	6	.0	.0	50.0	.0	33.3	16.7

Nanos conducted an intercept survey of 1,395 visitors to the Library and Archives Canada website, 18 years of age or older, between November 10th and December 16th, 2015. Participants were recruited on the website through a notice on the homepage. There is no margin of error applicable.



2015-697 LAC Survey – STAT SHEET

Question 23 (third ranked response) - Please rank the top three most likely locations where you would visit an exhibition of interesting material from Library and Archives Canada's collection?

		Total	Library and Archives Canada (395 Wellington Street, Ottawa)	A national museum in Ottawa	A local or regional museum in your community	A travelling/limited time exhibition	A local library	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1360	8.5	7.4	14.9	39.1	28.8	1.3
	Familiar	348	11.8	6.9	15.2	34.2	30.5	1.4
	Somewhat familiar	678	8.6	6.3	14.7	41.2	27.7	1.5
	Somewhat unfamiliar	250	4.8	10.4	12.0	40.8	31.6	.4
	Unfamiliar	82	4.9	8.5	23.2	39.0	22.0	2.4
	Not sure	2	.0	.0	50.0	.0	50.0	.0
Region	Atlantic	97	9.3	6.2	14.4	36.1	34.0	.0
	Quebec	78	10.3	11.5	10.3	39.7	28.2	.0
	Ontario	621	11.6	8.7	16.9	37.8	23.0	1.9
	Prairies	361	3.9	6.6	15.2	39.3	34.1	.8
	British Columbia & North	203	5.9	3.4	10.3	43.8	35.0	1.5
Age	18 and under	1	.0	.0	100.0	.0	.0	.0
	19-24	27	22.2	7.4	18.5	14.8	37.0	.0
	25-34	176	7.4	10.8	15.3	35.2	30.7	.6
	35-44	198	10.6	7.1	19.7	37.9	24.2	.5
	45-54	260	5.4	10.0	17.3	35.8	30.8	.8
	55-64	319	7.8	7.2	14.1	39.8	28.5	2.5
	65 or older	330	10.0	3.6	11.5	45.8	27.6	1.5
	Prefer not to answer	49	6.1	8.2	6.1	40.8	36.7	2.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1065	9.2	6.8	14.6	40.4	27.9	1.2
	Visiting onsite	178	11.8	7.9	16.9	33.1	28.7	1.7
	By mail, email or Web form	199	10.1	7.5	16.6	34.7	30.7	.5
	By telephone	48	4.2	4.2	6.3	41.7	41.7	2.1
	None of these	222	6.8	11.3	15.8	32.9	31.5	1.8

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2015-697 LAC Survey – STAT SHEET

		Total	Library and Archives Canada (395 Wellington Street, Ottawa)	A national museum in Ottawa	A local or regional museum in your community	A travelling/limited time exhibition	A local library	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	45	2.2	4.4	15.6	42.2	33.3	2.2
	Educational	299	9.7	9.0	17.7	35.5	27.4	.7
	Research	616	8.8	8.3	14.6	39.8	27.8	.8
	Genealogy	698	8.9	6.0	13.2	45.0	25.4	1.6
	Personal interest	391	7.9	7.4	12.3	43.7	27.9	.8
	Work-related	522	9.2	9.4	15.3	35.6	30.1	.4
	Other purpose	22	.0	.0	18.2	50.0	31.8	.0
	None	71	5.6	7.0	23.9	21.1	40.8	1.4
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	81	7.4	9.9	14.8	40.7	25.9	1.2
	Government employee (federal, provincial or municipal)	102	7.8	7.8	18.6	37.3	27.5	1.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0
	Librarian	340	6.5	7.6	18.8	37.4	29.7	.0
	Archivist	119	10.9	12.6	10.9	21.8	41.2	2.5
	Archaeologist	0	.0	.0	.0	.0	.0	.0
	Historian	90	10.0	8.9	13.3	41.1	26.7	.0
	Writer	39	2.6	7.7	12.8	38.5	35.9	2.6
	Researcher	342	11.7	4.4	12.9	44.2	24.3	2.6
	Student	46	8.7	8.7	19.6	34.8	26.1	2.2
	Other/prefer not to say	196	6.1	6.1	12.8	44.9	29.6	.5
	Refusal	5	.0	20.0	.0	20.0	40.0	20.0

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2015-697 LAC Survey – STAT SHEET

Question 24 - Are there initiatives that you would like LAC to pursue over the next three years? [Open-ended]

	Frequency	Aggregate Percent	Decided Percent	Cumulative Percent
Continue with digitization	282	20.2	33.3	33.3
Continue with expanding the collections	103	7.4	12.1	45.4
Improve accessibility of collectors	98	7.0	11.6	57.0
Work on website/internet presence/online archive	78	5.6	9.2	66.2
Increase collaboration with other organizations/institutions	67	4.8	7.9	74.1
Bring back the inter-library loan / enhance or bring back other services	62	4.4	7.3	81.4
Other	59	4.2	7.0	88.3
Continue with preserving materials	43	3.1	5.1	93.4
Hire more staff / Recover from the cuts of the last government	30	2.1	3.5	96.9
I don't have any initiatives	18	1.3	2.1	99.1
Unsure	8	.6	.9	100.0
Total	848	60.6	100.0	
No answer	551	39.4		
Total	1399	100.0		

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2015-697 LAC Survey – STAT SHEET

Question 25 - Which of the following best describes you?

		Total	Educator / Teacher/ Professor: elementary school, high school, college or university	Government employee (federal, provincial or municipal)	Journalist / media	Librarian	Archivist	Archaeologist	Historian	Writer	Researcher	Student
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1194	6.9	8.6	.5	29.2	10.2	.2	7.7	3.4	29.5	3.9
	Familiar	325	5.8	6.2	.3	25.2	14.8	.3	11.4	2.8	30.8	2.5
	Somewhat familiar	580	6.6	9.1	.5	26.9	9.0	.2	7.8	3.6	32.9	3.4
	Somewhat unfamiliar	221	8.6	11.3	.9	41.2	7.7	.0	3.6	2.7	20.4	3.6
	Unfamiliar	66	9.1	7.6	.0	28.8	7.6	.0	3.0	6.1	24.2	13.6
	Not sure	2	.0	.0	.0	50.0	.0	.0	.0	.0	.0	50.0
Region	Atlantic	89	6.7	11.2	.0	33.7	15.7	.0	5.6	.0	21.3	5.6
	Quebec	66	6.1	6.1	.0	45.5	13.6	.0	6.1	4.5	16.7	1.5
	Ontario	537	7.6	7.8	.6	19.7	7.4	.2	9.5	5.4	37.6	4.1
	Prairies	331	6.6	9.4	.3	39.0	12.1	.3	6.3	.9	20.8	4.2
	British Columbia & North	171	5.3	9.4	1.2	31.6	11.1	.0	6.4	2.9	29.8	2.3
Age	18 and under	1	.0	.0	.0	.0	.0	.0	.0	.0	.0	100.0
	19-24	26	.0	3.8	.0	7.7	3.8	.0	.0	3.8	7.7	73.1
	25-34	159	3.8	6.9	.6	42.1	18.2	.0	9.4	.0	6.9	11.9
	35-44	182	8.2	14.3	1.1	42.9	15.9	.5	3.8	.5	10.4	2.2
	45-54	230	7.8	15.7	.0	38.7	11.7	.0	4.3	4.3	16.5	.9
	55-64	277	7.2	7.2	.7	26.0	7.9	.0	6.9	3.6	40.1	.4
	65 or older	278	7.6	2.2	.4	8.6	4.0	.4	14.4	5.4	57.2	.0
	Prefer not to answer	41	4.9	7.3	.0	41.5	7.3	.0	2.4	7.3	29.3	.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	940	6.5	8.6	.5	27.1	10.0	.2	8.8	2.7	32.2	3.3
	Visiting onsite	160	9.4	6.9	1.3	12.5	7.5	.0	15.0	5.6	36.3	5.6
	By mail, email or Web form	185	6.5	6.5	1.1	27.0	8.6	.0	11.9	2.7	32.4	3.2
	By telephone	45	6.7	8.9	2.2	28.9	17.8	.0	13.3	.0	22.2	.0
	None of these	195	8.2	8.7	.0	43.1	11.8	.0	2.1	5.6	13.8	6.7

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2015-697 LAC Survey – STAT SHEET

		Total	Educator / Teacher/ Professor: elementary school, high school, college or university	Government employee (federal, provincial or municipal)	Journalist / media	Librarian	Archivist	Archaeologist	Historian	Writer	Researcher	Student
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	40	2.5	12.5	2.5	42.5	.0	2.5	7.5	5.0	22.5	2.5
	Educational	274	15.3	4.7	.0	38.0	8.8	.7	6.9	1.1	15.0	9.5
	Research	571	8.6	6.3	.4	26.3	11.6	.4	10.5	3.2	28.2	4.7
	Genealogy	565	6.2	6.4	.5	10.6	4.4	.4	10.6	4.4	55.4	1.1
	Personal interest	324	7.4	10.5	.9	18.2	9.9	.3	8.3	4.3	34.9	5.2
	Work-related	500	4.0	10.0	.2	50.6	20.4	.0	3.8	1.0	7.4	2.6
	Other purpose	20	10.0	10.0	.0	25.0	25.0	.0	10.0	.0	15.0	5.0
	None	68	4.4	8.8	.0	60.3	8.8	.0	.0	1.5	2.9	13.2
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	100.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
	Government employee (federal, provincial or municipal)	103	.0	100.0	.0	.0	.0	.0	.0	.0	.0	.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	349	.0	.0	.0	100.0	.0	.0	.0	.0	.0	.0
	Archivist	122	.0	.0	.0	.0	100.0	.0	.0	.0	.0	.0
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
	Historian	92	.0	.0	.0	.0	.0	.0	100.0	.0	.0	.0
	Writer	40	.0	.0	.0	.0	.0	.0	.0	100.0	.0	.0
	Researcher	352	.0	.0	.0	.0	.0	.0	.0	.0	100.0	.0
	Student	46	.0	.0	.0	.0	.0	.0	.0	.0	.0	100.0
	Other/prefer not to say	8	.0	.0	75.0	.0	.0	25.0	.0	.0	.0	.0
	Refusal	0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0

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2015-697 LAC Survey – STAT SHEET

Question 26 - In what province or territory do you reside?

		Total	Newfoundland and Labrador	New Brunswick	Nova Scotia	Prince Edward Island	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1388	.7	2.0	3.5	.9	5.8	46.1	2.7	3.7	20.5	14.1
	Familiar	357	.3	3.4	5.0	1.4	4.5	57.1	2.5	2.8	10.6	12.3
	Somewhat familiar	682	.9	1.8	2.6	1.0	6.2	48.1	2.9	4.5	15.7	16.3
	Somewhat unfamiliar	259	.8	.8	2.3	.0	6.2	29.0	2.7	3.9	44.0	10.4
	Unfamiliar	88	1.1	2.3	6.8	.0	6.8	36.4	2.3	1.1	28.4	14.8
	Not sure	2	.0	.0	.0	.0	.0	50.0	.0	.0	.0	50.0
Region	Atlantic	98	10.2	28.6	49.0	12.2	.0	.0	.0	.0	.0	.0
	Quebec	80	.0	.0	.0	.0	100.0	.0	.0	.0	.0	.0
	Ontario	640	.0	.0	.0	.0	.0	100.0	.0	.0	.0	.0
	Prairies	374	.0	.0	.0	.0	.0	.0	10.2	13.9	75.9	.0
	British Columbia & North	196	.0	.0	.0	.0	.0	.0	.0	.0	.0	100.0
Age	18 and under	2	.0	.0	.0	.0	.0	50.0	.0	.0	50.0	.0
	19-24	27	.0	.0	7.4	.0	.0	59.3	.0	.0	22.2	11.1
	25-34	176	.0	3.4	4.5	1.1	7.4	39.8	.6	3.4	26.1	13.6
	35-44	197	.0	1.5	3.0	1.5	4.1	37.1	3.6	3.0	34.5	11.7
	45-54	263	1.9	2.3	5.3	.4	6.8	41.1	2.3	3.4	22.8	13.7
	55-64	329	1.2	2.4	3.3	1.2	4.9	44.4	3.3	5.5	18.8	14.9
	65 or older	341	.3	1.5	2.1	.0	5.6	60.1	3.5	2.3	10.0	14.7
	Prefer not to answer	53	.0	.0	.0	3.8	11.3	39.6	1.9	9.4	13.2	20.8
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1083	.5	1.8	3.4	1.0	6.0	49.3	3.0	4.0	17.2	13.9
	Visiting onsite	178	.6	1.7	1.1	.0	6.2	71.3	2.8	2.2	7.3	6.7
	By mail, email or Web form	205	.0	2.9	3.4	.5	5.4	51.2	4.9	2.4	15.6	13.7
	By telephone	51	.0	5.9	2.0	.0	3.9	51.0	3.9	.0	21.6	11.8
	None of these	230	1.7	3.5	3.9	.4	4.8	31.3	.9	2.2	36.1	15.2

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2015-697 LAC Survey – STAT SHEET

		Total	Newfoundland and Labrador	New Brunswick	Nova Scotia	Prince Edward Island	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	45	.0	4.4	6.7	.0	4.4	26.7	2.2	4.4	24.4	26.7
	Educational	299	.7	4.0	5.4	1.3	8.0	45.2	2.3	3.0	16.1	14.0
	Research	616	.6	2.9	4.2	.8	6.3	49.7	2.4	2.6	16.7	13.6
	Genealogy	711	1.0	1.5	2.4	.1	4.5	57.5	3.8	4.6	10.5	13.9
	Personal interest	392	1.0	1.8	5.1	.5	6.4	49.5	3.3	3.6	16.8	12.0
	Work-related	524	.8	3.1	5.0	2.1	8.0	35.1	1.9	3.1	25.2	15.8
	Other purpose	24	.0	8.3	4.2	.0	8.3	25.0	.0	.0	37.5	16.7
Profile	None	76	.0	1.3	3.9	.0	5.3	23.7	1.3	2.6	48.7	13.2
	Educator / Teacher/ Professor: elementary school, high school, college or university	81	.0	.0	6.2	1.2	4.9	50.6	3.7	4.9	18.5	9.9
	Government employee (federal, provincial or municipal)	103	1.9	2.9	3.9	1.0	3.9	40.8	3.9	4.9	21.4	15.5
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	344	.3	2.3	4.7	1.5	8.7	30.8	1.2	3.2	33.1	14.2
	Archivist	119	1.7	4.2	3.4	2.5	7.6	33.6	1.7	5.9	26.1	13.4
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0	.0	.0
	Historian	92	.0	5.4	.0	.0	4.3	55.4	5.4	1.1	16.3	12.0
	Writer	40	.0	.0	.0	.0	7.5	72.5	.0	2.5	5.0	12.5
	Researcher	351	1.1	.9	3.4	.0	3.1	57.5	4.0	3.1	12.5	14.2
	Student	46	.0	2.2	8.7	.0	2.2	47.8	.0	.0	30.4	8.7
	Other/prefer not to say	206	.5	1.5	1.5	1.0	6.8	50.5	2.4	5.8	13.1	17.0
	Refusal	6	.0	.0	.0	.0	.0	50.0	16.7	.0	.0	33.3

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2015-697 LAC Survey – STAT SHEET

Question 27 - Are you male or female?

		Total	Male	Female
		Responses	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	29.5	70.5
	Familiar	359	34.0	66.0
	Somewhat familiar	689	27.0	73.0
	Somewhat unfamiliar	261	26.8	73.2
	Unfamiliar	88	39.8	60.2
	Not sure	2	.0	100.0
Region	Atlantic	98	30.6	69.4
	Quebec	80	30.0	70.0
	Ontario	640	34.5	65.5
	Prairies	374	24.6	75.4
	British Columbia & North	207	22.2	77.8
Age	18 and under	2	100.0	.0
	19-24	27	40.7	59.3
	25-34	179	31.3	68.7
	35-44	199	26.1	73.9
	45-54	265	27.9	72.1
	55-64	330	23.6	76.4
	65 or older	343	38.5	61.5
	Prefer not to answer	54	14.8	85.2
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	29.7	70.3
	Visiting onsite	179	43.0	57.0
	By mail, email or Web form	207	33.8	66.2
	By telephone	51	33.3	66.7
	None of these	232	28.0	72.0

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2015-697 LAC Survey – STAT SHEET

		Total	Male	Female
		Responses	Percentage	Percentage
Purpose of accessing service	Other	47	36.2	63.8
	Educational	301	29.6	70.4
	Research	621	30.8	69.2
	Genealogy	713	29.5	70.5
	Personal interest	395	34.2	65.8
	Work-related	531	23.4	76.6
	Other purpose	24	50.0	50.0
	None	77	29.9	70.1
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	34.1	65.9
	Government employee (federal, provincial or municipal)	103	30.1	69.9
	Journalist / media	0	.0	.0
	Librarian	349	18.1	81.9
	Archivist	122	32.0	68.0
	Archaeologist	0	.0	.0
	Historian	92	40.2	59.8
	Writer	40	40.0	60.0
	Researcher	352	31.8	68.2
	Student	46	43.5	56.5
	Other/prefer not to say	207	32.4	67.6
	Refusal	6	.0	100.0

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2015-697 LAC Survey – STAT SHEET

Question 28 - What is your age group?

		Total	18 and under	19-24	25-34	35-44	45-54	55-64	65 or older	Prefer not to answer
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	.1	1.9	12.8	14.2	18.9	23.6	24.5	3.9
	Familiar	359	.0	1.4	13.6	13.4	21.2	24.2	21.7	4.5
	Somewhat familiar	689	.3	1.3	10.9	14.1	17.1	25.7	26.6	4.1
	Somewhat unfamiliar	261	.0	1.5	16.9	16.1	22.2	18.0	22.2	3.1
	Unfamiliar	88	.0	9.1	12.5	13.6	14.8	20.5	27.3	2.3
	Not sure	2	.0	50.0	.0	.0	.0	50.0	.0	.0
Region	Atlantic	98	.0	2.0	16.3	12.2	26.5	27.6	13.3	2.0
	Quebec	80	.0	.0	16.3	10.0	22.5	20.0	23.8	7.5
	Ontario	640	.2	2.5	10.9	11.4	16.9	22.8	32.0	3.3
	Prairies	374	.3	1.6	14.2	21.7	20.1	24.3	14.4	3.5
	British Columbia & North	207	.0	1.4	13.0	12.1	18.4	24.2	25.1	5.8
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	.2	1.5	12.2	13.7	19.3	24.4	25.0	3.9
	Visiting onsite	179	.6	1.7	14.0	12.3	18.4	22.3	28.5	2.2
	By mail, email or Web form	207	.0	.5	16.4	12.1	18.8	26.1	23.7	2.4
	By telephone	51	.0	.0	19.6	13.7	17.6	23.5	19.6	5.9
	None of these	232	.0	4.3	17.2	19.8	20.3	18.5	17.2	2.6
	Other	47	.0	2.1	14.9	8.5	14.9	29.8	21.3	8.5
Purpose of accessing service	Educational	301	.3	4.7	19.9	21.3	21.6	18.6	10.6	3.0
	Research	621	.0	1.8	15.6	15.6	20.3	23.2	19.6	3.9
	Genealogy	713	.1	.4	5.3	6.5	14.9	29.2	40.0	3.6
	Personal interest	395	.0	2.3	13.4	13.7	19.7	25.1	22.0	3.8
	Work-related	531	.0	1.5	21.1	23.4	25.2	20.2	4.0	4.7
	Other purpose	24	.0	.0	16.7	12.5	25.0	20.8	25.0	.0

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2015-697 LAC Survey – STAT SHEET

		Total	18 and under	19-24	25-34	35-44	45-54	55-64	65 or older	Prefer not to answer
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Profile	None	77	.0	7.8	22.1	18.2	20.8	15.6	10.4	5.2
	Educator / Teacher/ Professor: elementary school, high school, college or university	82	.0	.0	7.3	18.3	22.0	24.4	25.6	2.4
	Government employee (federal, provincial or municipal)	103	.0	1.0	10.7	25.2	35.0	19.4	5.8	2.9
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0	.0
	Librarian	349	.0	.6	19.2	22.3	25.5	20.6	6.9	4.9
	Archivist	122	.0	.8	23.8	23.8	22.1	18.0	9.0	2.5
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0	.0
	Historian	92	.0	.0	16.3	7.6	10.9	20.7	43.5	1.1
	Writer	40	.0	2.5	.0	2.5	25.0	25.0	37.5	7.5
	Researcher	352	.0	.6	3.1	5.4	10.8	31.5	45.2	3.4
	Student	46	2.2	41.3	41.3	8.7	4.3	2.2	.0	.0
	Other/prefer not to say	207	.5	.5	10.1	9.2	16.4	26.1	31.9	5.3
	Refusal	6	.0	.0	.0	16.7	16.7	16.7	16.7	33.3

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2015-697 LAC Survey – STAT SHEET

Question 29 - What language do you use most frequently at home?

		Total	English	French	Other	Prefer not to answer
		Responses	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1396	81.7	15.8	1.6	.9
	Familiar	359	90.3	6.1	1.4	2.2
	Somewhat familiar	687	88.4	9.6	1.7	.3
	Somewhat unfamiliar	261	55.2	42.1	1.9	.8
	Unfamiliar	87	73.6	26.4	.0	.0
	Not sure	2	100.0	.0	.0	.0
Region	Atlantic	98	100.0	.0	.0	.0
	Quebec	80	71.3	20.0	3.8	5.0
	Ontario	640	96.1	2.2	1.4	.3
	Prairies	373	46.6	51.2	1.6	.5
	British Columbia & North	205	96.1	.0	2.0	2.0
Age	18 and under	2	50.0	.0	50.0	.0
	19-24	27	70.4	22.2	7.4	.0
	25-34	179	74.9	22.3	1.7	1.1
	35-44	199	66.3	29.6	3.0	1.0
	45-54	265	75.1	22.3	1.9	.8
	55-64	330	86.4	13.0	.6	.0
	65 or older	341	96.5	2.9	.6	.0
	Prefer not to answer	53	79.2	7.5	1.9	11.3
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1087	85.3	12.4	1.2	1.1
	Visiting onsite	179	91.1	7.3	1.1	.6
	By mail, email or Web form	207	87.4	11.6	.0	1.0
	By telephone	51	78.4	21.6	.0	.0
	None of these	232	65.1	31.9	3.0	.0

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2015-697 LAC Survey – STAT SHEET

		Total	English	French	Other	Prefer not to answer
		Responses	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	47	80.9	17.0	2.1	.0
	Educational	301	81.1	14.6	2.7	1.7
	Research	619	84.8	12.8	1.3	1.1
	Genealogy	711	96.2	3.1	.6	.1
	Personal interest	395	84.6	13.4	1.8	.3
	Work-related	530	72.6	23.4	2.3	1.7
	Other purpose	24	66.7	20.8	4.2	8.3
Profile	None	77	49.4	48.1	1.3	1.3
	Educator / Teacher/ Professor: elementary school, high school, college or university	81	84.0	14.8	1.2	.0
	Government employee (federal, provincial or municipal)	103	76.7	19.4	1.9	1.9
	Journalist / media	0	.0	.0	.0	.0
	Librarian	348	63.2	32.5	2.6	1.7
	Archivist	122	74.6	24.6	.8	.0
	Archaeologist	0	.0	.0	.0	.0
	Historian	92	92.4	6.5	1.1	.0
	Writer	40	97.5	2.5	.0	.0
	Researcher	352	96.6	2.0	.9	.6
	Student	46	65.2	28.3	6.5	.0
	Other/prefer not to say	207	88.9	9.2	1.0	1.0
	Refusal	5	100.0	.0	.0	.0

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2015-697 LAC Survey – STAT SHEET

Question 30 - What is the highest level of education you have completed to date?

		Total	Some high school	Completed high school	Some college or university	Completed college	Completed university	Completed graduate studies	Refuse
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Familiarity	Aggregate 2015-12	1399	.6	4.1	10.9	13.4	23.2	46.5	1.4
	Familiar	359	.0	2.5	7.5	11.1	21.4	57.1	.3
	Somewhat familiar	689	.6	4.4	13.4	12.8	24.5	42.7	1.7
	Somewhat unfamiliar	261	1.5	4.6	7.3	16.9	22.6	45.2	1.9
	Unfamiliar	88	.0	6.8	15.9	18.2	20.5	37.5	1.1
	Not sure	2	.0	.0	50.0	.0	50.0	.0	.0
Region	Atlantic	98	.0	6.1	8.2	3.1	20.4	62.2	.0
	Quebec	80	1.3	2.5	6.3	3.8	15.0	68.8	2.5
	Ontario	640	.9	5.0	11.6	13.9	25.8	41.9	.9
	Prairies	374	.0	1.6	8.0	20.3	23.8	44.7	1.6
	British Columbia & North	207	.5	5.3	17.4	8.2	18.4	47.8	2.4
Age	18 and under	2	.0	50.0	.0	.0	.0	.0	50.0
	19-24	27	.0	3.7	51.9	7.4	25.9	7.4	3.7
	25-34	179	.0	.0	2.8	7.3	21.8	67.6	.6
	35-44	199	.0	1.5	3.0	9.0	17.6	68.3	.5
	45-54	265	.0	1.9	4.9	18.9	20.0	53.6	.8
	55-64	330	.6	4.2	13.3	17.3	28.2	35.8	.6
	65 or older	343	1.7	9.6	19.8	12.2	24.5	30.9	1.2
	Prefer not to answer	54	.0	.0	5.6	11.1	24.1	46.3	13.0
Mode of Access	Through our website, www.bac-lac.gc.ca or www.collectionscanada.gc.ca	1090	.6	3.9	11.0	13.1	23.6	46.4	1.3
	Visiting onsite	179	.0	2.8	5.6	10.6	29.1	50.3	1.7
	By mail, email or Web form	207	.5	2.4	8.7	11.6	20.3	55.6	1.0
	By telephone	51	.0	3.9	2.0	9.8	29.4	54.9	.0
	None of these	232	.4	3.4	9.5	12.5	20.3	53.0	.9

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2015-697 LAC Survey – STAT SHEET

		Total	Some high school	Completed high school	Some college or university	Completed college	Completed university	Completed graduate studies	Refuse
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Purpose of accessing service	Other	47	.0	2.1	14.9	21.3	17.0	42.6	2.1
	Educational	301	.0	1.3	7.3	9.0	14.6	65.4	2.3
	Research	621	.5	3.5	8.5	10.0	21.3	54.6	1.6
	Genealogy	713	1.0	7.0	15.7	15.6	29.5	29.6	1.7
	Personal interest	395	.8	3.5	10.4	13.2	27.6	42.0	2.5
	Work-related	531	.2	.0	3.4	10.0	15.6	70.1	.8
	Other purpose	24	.0	4.2	8.3	25.0	8.3	54.2	.0
	None	77	.0	5.2	9.1	11.7	18.2	53.2	2.6
Profile	Educator / Teacher/ Professor: elementary school, high school, college or university	82	.0	1.2	4.9	4.9	23.2	65.9	.0
	Government employee (federal, provincial or municipal)	103	.0	1.0	13.6	24.3	32.0	29.1	.0
	Journalist / media	0	.0	.0	.0	.0	.0	.0	.0
	Librarian	349	.0	.0	2.6	11.7	7.4	77.7	.6
	Archivist	122	.0	.8	1.6	3.3	18.9	75.4	.0
	Archaeologist	0	.0	.0	.0	.0	.0	.0	.0
	Historian	92	1.1	5.4	8.7	16.3	22.8	43.5	2.2
	Writer	40	.0	2.5	17.5	15.0	37.5	27.5	.0
	Researcher	352	.9	9.1	17.3	14.8	30.4	25.9	1.7
	Student	46	.0	2.2	32.6	4.3	34.8	23.9	2.2
	Other/prefer not to say	207	1.9	7.2	15.9	18.8	29.0	23.2	3.9
	Refusal	6	.0	.0	.0	.0	66.7	33.3	.0

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