

*Public Views of Library and Archives Canada*

**Draft Report**

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***Submitted to:***

**Library and Archives Canada**

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## PURPOSE OF STUDY

The purpose of this study was to assess awareness, perceived value, and willingness to support a national institution to collect, preserve and make available the documentary heritage of Canada. The study also gauged the views of Canadians on broad subject interests and perceived likelihood of using Library and Archives Canada (LAC) collections, services and products.

## METHODOLOGY

The methodology involved placing questions on the *Ipsos-Reid Canadian Omnibus Express*. The survey was conducted from May 31 to June 2, 2005.

Every week, Ipsos-Reid conducts a survey of a nationally representative cross-section of Canadian adults, providing an overall margin of error of  $\pm 3.1$  percentage points, and statistically reliable results in each major region of the country. The following is a breakdown of sample for each region:

<b>REGION</b>	<b>SAMPLE SIZE N=1,016</b>	<b>MARGIN OF ERROR</b>
British Columbia	134	$\pm 8.5$
Alberta	98	$\pm 10$
Manitoba/Saskatchewan	69	$\pm 12$
Ontario	385	$\pm 5.0$
Quebec	251	$\pm 6.2$
Atlantic Provinces	79	$\pm 11.2$
Canada	1,016	$\pm 3.1$

## EXECUTIVE SUMMARY

- A majority of Canadians (71%) have visited or attended a cultural institution in the last twelve months. Half (50%) of Canadians have been to a library or an archive.
- Just under three in ten Canadians (28%) have heard of Library and Archives Canada. This is considerably less than the proportion (48%) that reported in 2003 that they had heard of both the National Archives of Canada and the National Library of Canada.<sup>1</sup>
  - Older Canadians, those who are retired, and those who reside in rural areas in Quebec, Ontario and the Atlantic Provinces are most likely to have heard of Library and Archives Canada.
- Among those who have heard of the institution, one in four (24%) have used the services of Library and Archives Canada, while one in ten (10%) have visited the Web site.
- Although many Canadians have not heard of Library and Archives Canada, when asked what services or information they think Library and Archives Canada might offer to Canadians, respondents offer several different examples, including one in four (25%) who mention the history of Canada. Examples of other mentions include historical documents, research/reference information, books, and information about Government and politics. Three in ten (30%) are unable to provide an example of a service.
- A wide majority (95%, including three in four who say it is very important 76%) feel it is important that Canada's documentary heritage is preserved for future generations. Those who have heard of Library and Archives Canada, and those who have visited a cultural institution in the past twelve months are among those who are more likely to feel this is very important.
- A majority of Canadians (52%) worry that with so many documents, photographs and other media being produced in digital or electronic format we will not be able to preserve our documentary heritage. Nearly all Canadians (96%) agree it is important that Library and Archives Canada stay current with the latest technology so that it can safely preserve Canada's documentary history in digital formats.
- A wide majority of Canadians (93%) feel it is important that Library and Archives Canada make as much of its collection and services as possible available over the Web (93%).

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<sup>1</sup> Ipsos-Reid conducted a survey in December 2003 prior to the formation of Library and Archives Canada in May 2004. Library and Archives Canada combines the collections, services and staff expertise of the former National Library of Canada and National Archives of Canada.

- Majorities of Canadians are interested in all types of historical information they were asked about. The two most popular areas are Canada's social and cultural history (92%), and local community history (91%).
- Majorities of Canadians also evince interest in different aspects of Canadian culture. Famous Canadians (89%), and Canadian music and sound recordings, film and video (86%) receive the highest interest ratings. Government and politics is the least popular, with 69 percent saying they are interested in this type of information.
- When asked to assess the likelihood of their using various Library and Archives Canada services, majorities of Canadians assert that they are likely to use nearly all the different services presented to them. The services that they say they are very likely to use are looking for information for a school assignment or to help a child with homework (47% saying very likely), finding information on a Canadian topic via the Web site (41%), researching their family history (38%), or conducting research using the archives, books, newspapers or other collections (36%).

## KEY FINDINGS

While there is lower awareness for Library and Archives Canada than there was for the previous two institutions, when they hear the name, most Canadians offer a fairly accurate array of guesses as to some of the information and services that this institution might offer, while only three in ten are at a loss. The most frequently mentioned response is that they would expect to find information on the history of Canada; and indeed “Canadian” and “history” are two themes that run through many of the responses provided: historical documents, family history/genealogy, Canadian cultural and social history, Canadian art and literature, Canadian music and sound recordings, film and video.

Moreover, there is very strong support for the institution’s mandate: Canadians are nearly unanimous that it is important to them personally that Canada’s documentary heritage is preserved now and for future generations and three-quarters say it is *very* important. Exposure to Library and Archives Canada increases support: the proportion who say it is *very* important goes up to eight in ten among those who have heard of the institution, to nine in ten among those who have used its services, and to ten in ten among those who have visited the Web site.<sup>2</sup>

While current uptake of services and the Web site is low, the findings suggest that Canadians are interested in all the Library and Archives Canada services tested, although generally speaking information about Canada’s history is of greater interest than information about various aspects of Canadian culture.

There is also evidence of some pent-up demand, with pluralities saying they are *very* likely to use the following Library and Archives Canada services: looking for information for a school assignment or to help a child with homework, finding information on a Canadian topic via the Web site, researching their family history, or conducting research using the archives, books, newspapers or other collections. Of these, genealogy is the most specific service.

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<sup>2</sup> Given very small base size of Web site users, this finding should be viewed as directional.

The first two items in that list (information for school assignments and information on Canadian topics via the Web site) point to the importance of the Library and Archives Web site as a doorway for Canadians. This is further underscored by the fact that over nine in ten Canadians agree that it is important that the institution make as much of its collection and services as possible available over the Web.

## DETAILED FINDINGS

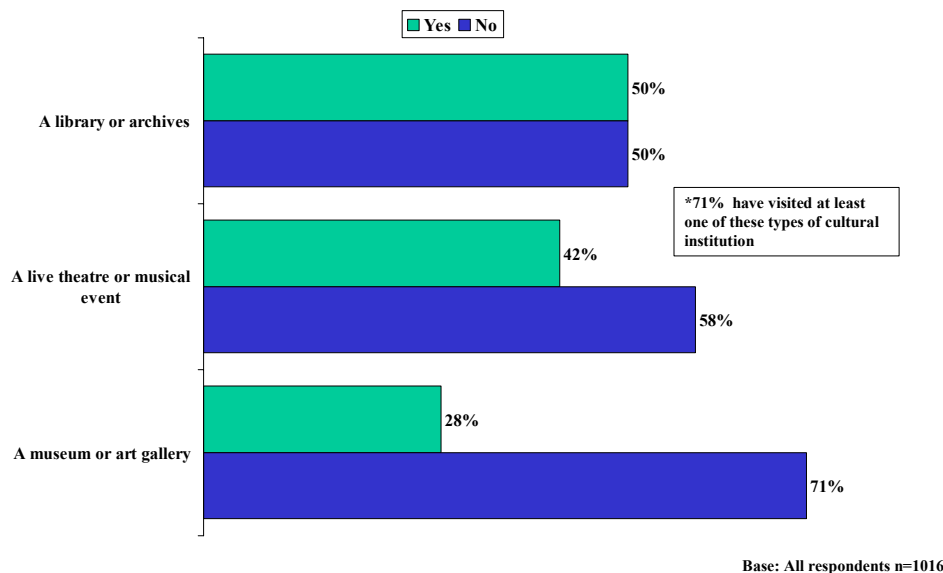
### Use of a Cultural Institution

Seven in ten Canadians (71%) have visited or attended a museum or art gallery, a library or archives, or a live theatre or musical event in the last three months. About three in ten (29%) have not used any of these cultural institutions.

Libraries and archives receive the highest rate of participation, with half (50%) of respondents saying they visited this type of institution. Over two in five (42%) say they have attended a live theatre or musical event (58% have not), while just fewer than three in ten (28%) say they visited a museum or art gallery (71% did not).

### Use of a Cultural Institution

*In the past 6 months have you visited or attended*



Those most likely to have visited a library or an archive include:

- residents of Alberta (64%) and British Columbia (61%), whereas those in Ontario (51%), Saskatchewan/Manitoba (47%), Quebec (42%) and the Atlantic Provinces (42%) are less likely to have visited this type of cultural institution,
- younger respondents (peaking at 60% among those between the ages of 18 and 34),
- those with higher levels of educational attainment (peaking at 57% among university graduates), and



- students (74%) and those working part-time (63%) compared to those working full-time (48%), or those who are retired (42%).

Those most likely to have attended a live theatre or musical event include:

- those who are self-employed (57%) compared to those who work full-time (44%) or those who are retired (39%),
- university graduates (53%) compared to those with less education, and
- those with higher household incomes (peaking at 51% among those who earn more than \$60K annually).

Those most likely to have visited a museum or art gallery include:

- those who have used the services of Library and Archives Canada (48%) compared to those who have not (31%),
- residents of British Columbia (42%) compared to those in Saskatchewan/Manitoba (28%), the Atlantic Provinces (26%), Ontario (25%) and Quebec (25%),
- university graduates (40%) compared to those with less education,
- those who are self-employed (40%) compared to those who work full-time (27%) or are retired (27%),
- those with higher household incomes (peaking at 37% among those who earn more than \$60K annually), and
- those who have heard of Library and Archives Canada (35%) compared to those who have not (25%).

## Awareness of Library and Archives Canada

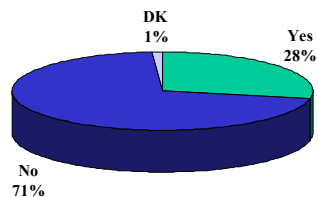
When Canadians are asked whether they have heard of Library and Archives Canada just under three in ten (28%) say that they have, while seven in ten (71%) say they have not. This is considerably less than the proportion (48%) that reported in 2003 that they had heard of both the National Archives of Canada and the National Library of Canada.<sup>3</sup>

### Use of Library and Archives Services and Website

Among those who have heard of Library and Archives Canada one in four (24%) have used their services, while a majority (75%) have not. A smaller number, just one in ten say they have visited the Web site "collectionscanada.ca", while a wide majority of Canadians say they have not (89%).

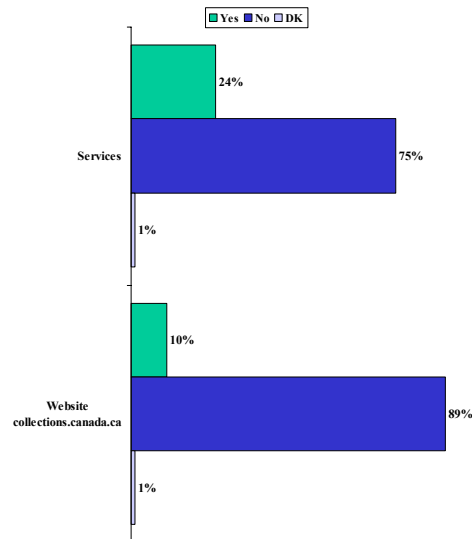
## Awareness of Library and Archives Canada      Use of Library and Archives Services and Website

Have you heard of Library and Archives Canada?



Base: All respondents n=1016

Have you used their ...



Base: Those who have heard of Library and Archives Canada n=285

<sup>3</sup> Ipsos-Reid conducted a survey in December 2003 prior to the formation of Library and Archives Canada in May 2004. Library and Archives Canada combines the collections, services and staff expertise of the former National Library of Canada and National Archives of Canada.

Those most likely to have heard of Library and Archives Canada include:

- those who are retired (39%) compared to those working full-time (25%), part-time (23%), or students (17%),
- residents of Quebec (37%), the Atlantic Provinces (34%), and Ontario (28%) compared to those who reside in British Columbia (19%) or Alberta (16%),
- older Canadians (peaking at 36% among those 55 years of age or older),
- those who reside in rural areas (34%) compared to those in urban areas (27%), and
- those with less than high school (32%), or those with university degrees (30%) compared to those with a high school education (22%).

Those most likely to have used their services include:

- residents of Ontario (31%) compared to those in Quebec (16%), and
- those who have visited or attended a cultural institution in the last 12 months (28%) compared to those who have not (14%).

Those most likely to have visited their Web site include:

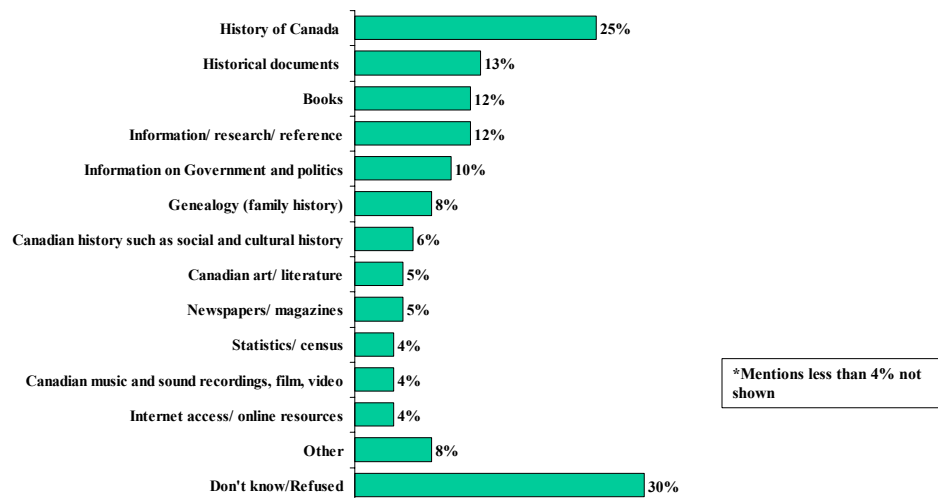
- university graduates (15%) compared to those with less than high school, none of whom report having visited the Web site,
- those who have visited or attended a cultural institution in the last 12 months (13%) compared to those who have not (3%), and
- those who are working full-time (13%) compared to those who are retired (4%).

## Awareness of Services or Information

When asked what services or information they think Library and Archives Canada might offer, Canadians provide a wide range of responses. Although awareness of the institution is relatively low, the majority of Canadians *are* able to offer an example of the services and information that Library and Archives Canada provide. The most common response given, mentioned by one in four (25%) is, broadly, information about the history of Canada.

### Awareness of Services or Information

*What services or information do you think Library and Archives Canada might offer to Canadians? That is to say, what would you expect to be able to obtain or find out about if you did use their services?*



Base: All respondents n=1016

Over one in ten (13%) mention they would expect to be able to obtain or find information about historical documents, while a similar proportion say they would expect to be able to obtain books (12%) or general information for research/reference (12%). One in ten (10%) expect to find information on government and politics at Library and Archives Canada.

Just fewer than one in ten (8%) respondents mentions genealogy, while six percent say they would expect to be able to find information about Canada's social and cultural history. Five percent expect to find Canadian art and literature (5%) or newspapers and magazines (5%) at Library and Archives Canada.

Statistics or census information (4%), Canadian music, sound recordings, film and video (4%), and online resources/internet access (4%) are also mentioned. All other types of information or services are mentioned by fewer than four percent. Three in ten (30%) are unable to say what they would expect to be able to obtain or find out about if they used the services of Library and Archives Canada.

Those most likely to mention history of Canada (general) include:

- those between the ages of 35 and 54 (31%) compared to those who are between the ages of 18 and 34 (19%),
- residents of British Columbia (28%), Alberta (28%) and Ontario (28%) compared to those in Quebec (18%),
- those with high school (27%) or some post-secondary (27%) compared to those with less than high school (17%),
- those who are working full-time (27%), or part-time (26%), those who are retired (25%), and those who are self-employed (23%) compared to students (9%), and
- those with higher household incomes (peaking at 30% among those who earn more than \$60K annually).

Those most likely to mention historical documents (general) include:

- residents of Quebec (23%) compared to those in British Columbia (12%), Alberta (10%), Ontario (8%), or the Atlantic Provinces (8%),
- university graduates (20%) compared to those with less education,
- those with higher household incomes (peaking at 17% among those who earn more than \$60K annually),
- those who are working full-time (16%) compared to those who are retired (9%), and
- those who have visited or attended a cultural institution in the last 12 months (14%) compared to those who have not (9%).
- Those most likely to say they don't know include:
- those with lower levels of educational attainment (peaking at 53% among those with less than high school),
- those who have not visited or attended a cultural institution in the last 12 months (42%) compared to those who have (25%),
- rural residents (37%) compared to those who reside in urban areas (28%),
- those with lower household incomes (peaking at 36% among those who earn less than \$30K annually),

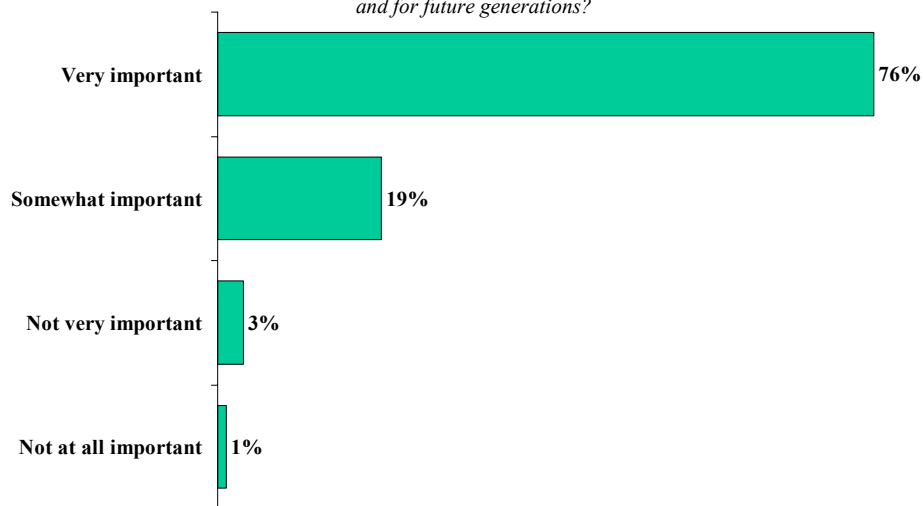
- those who are retired (36%) or working part-time (33%) compared to those who are self-employed (19%),
- residents of the Atlantic Provinces (34%), British Columbia (34%) and Ontario (31%) compared to those in Quebec (22%),
- those who have not heard of Library and Archives Canada (33%) compared to those who have (21%), and
- those 55 years of age or older (33%) or those between the ages of 18 and 34 (32%) compared to those between the ages of 35 and 54 (25%).

## Importance of Preserving Canada's Documentary Heritage

A wide majority of Canadians (95%) say it is important to them personally that Canada's documentary heritage is preserved for now and for future generations. Three in four (76%) say this is very important, while an additional one in five Canadians (19%) say it is somewhat important. Just four percent are of the opinion that it is not important to preserve Canada's documentary heritage, including three percent who say it is not very important, and one percent who say it is not at all important.

### Importance of Preserving Canada's Documentary Heritage

*Can you please tell me, using a scale of very important, somewhat important, not very important or not at all important, how important it is to you personally that Canada's documentary heritage is preserved for now and for future generations?*



Base: All respondents n=1016

Those most likely to say it is *very* important to them that Canada's documentary heritage is preserved for now and for future generations include:

- those who have used the services of Library and Archives Canada (92%) compared to those who have not (81%),
- those who have heard of Library and Archives Canada (84%) compared to those who have not (73%),
- those who reside in rural areas (83%) compared to those in urban areas (75%),
- those with some post-secondary education (82%) compared to university graduates (74%) or those with less than high school (72%),
- those between the ages of 35 and 54 (80%) compared to those who are between 18 and 34 (74%), and

- those who have visited or attended a cultural institution in the last 12 months (79%) compared to those who have not (71%).



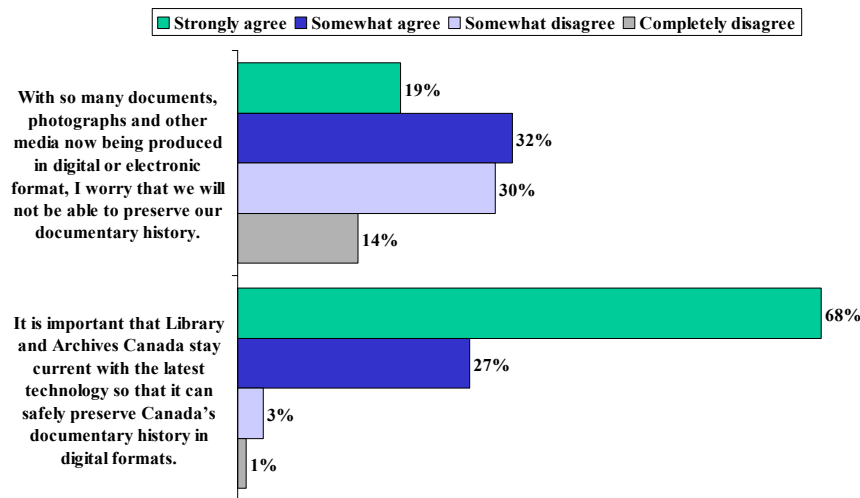
## Preservation of Canada's Documentary History in Digital Formats

Respondents were subsequently informed that Library and Archives Canada's mandate is to collect, preserve and make known and accessible the documentary heritage of Canada, including Canadian publications, archives of national importance (such as letters from soldiers or Prime Ministers' papers), federal government records, Canadian sound recordings and films, and many other media that are produced in our country.

Respondents were then asked to indicate their agreement or disagreement with statements about the preservation of digital or electronic formats. A majority (52%) of Canadians agree that, with so many documents, photographs and other media now being produced in digital or electronic format, they worry we will not be able to preserve our documentary heritage. One in five (19%) strongly agree, while an additional one in three (32%) somewhat agree. Forty-four percent disagree with this statement, including three in ten (30%) who somewhat disagree and 14 percent who strongly disagree.

### Preservation of Canada's Documentary History in Digital Formats

*Now using a scale of strongly agree, somewhat agree, somewhat disagree and completely disagree, can you please tell me the extent to which you agree or disagree with the following:*



Base: All respondents n=1016

Respondents were asked whether they agree or disagree that it is important that Library and Archives Canada stay current with the latest technology so that it can safely preserve Canada's documentary history in digital formats. Nearly all Canadians agree (96%) including over two-thirds (68%) who strongly agree, and over one in four (27%)

who somewhat agree. Just four percent disagree, including three percent who say they somewhat disagree, and one percent who strongly disagree.

Those most likely to *strongly* agree that, with so many documents, photographs and other media now being produced in digital or electronic format, they worry we will not be able to preserve our documentary heritage include:

- those who are retired (32%) compared to those working full-time (16%), part-time (15%), or those who are self-employed (15%),
- older Canadians (peaking at 30% among those 55 years of age and older),
- residents of the Atlantic Provinces (29%), Ontario (21%), Quebec (19%) and British Columbia (17%) compared to those in Saskatchewan/Manitoba (6%),
- those with less than high school (27%), high school (22%), or some post-secondary (22%) compared to university graduates (13%), and
- those with lower household incomes (peaking at 27% among those who earn less than \$30K annually).

Those most likely to *strongly* agree that it is important that Library and Archives Canada stay current with the latest technology so that it can safely preserve Canada's documentary history in digital formats include:

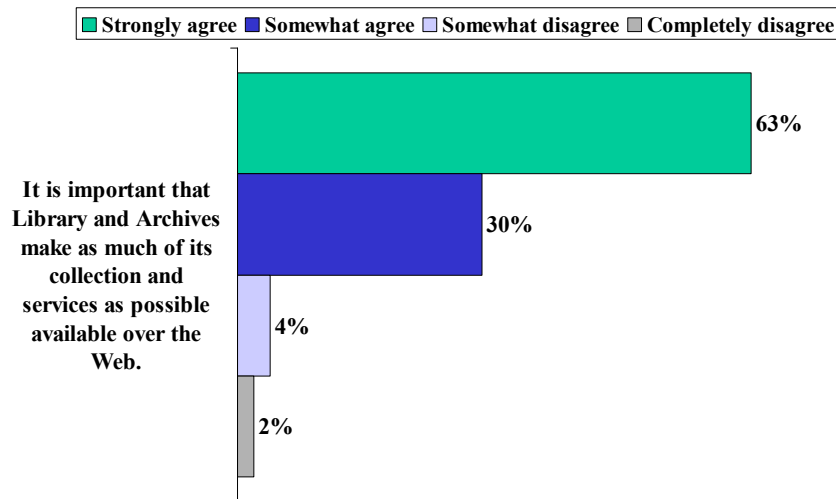
- those who have used the services of Library and Archives Canada (85%) compared to those who have not (69%),
- residents of the Atlantic Provinces (84%), Ontario (73%) and British Columbia (71%) compared to those in Quebec (57%),
- those who have visited or attended a cultural institution in the last 12 months (71%) compared to those who have not (63%), and
- those who are retired (70%) compared to students (54%).

## Importance of Access to Collection and Service Via Web

A strong majority of Canadians agree it is important that Library and Archives Canada make as much of its collection and services as possible available over the Web (93%). Over six in ten (63%) strongly agree, while three in ten (30%) somewhat agree. Six percent disagree, including four percent who somewhat disagree, and two percent who strongly disagree.

### Importance of Access to Collection and Service via Web

Now using a scale of strongly agree, somewhat agree, somewhat disagree and completely disagree, can you please tell me the extent to which you agree or disagree with the following:



Base: All respondents n=1016

Those most likely to *strongly* agree that it is important that Library and Archives Canada make as much of its collection and services as possible available over the Web include:

- those who have heard of Library and Archives Canada (71%) compared to those who have not (60%),
- residents of Ontario (66%) and British Columbia (64%) compared to those in Saskatchewan/Manitoba (48%), and
- those who have visited or attended a cultural institution in the last 12 months (65%) compared to those who have not (56%).

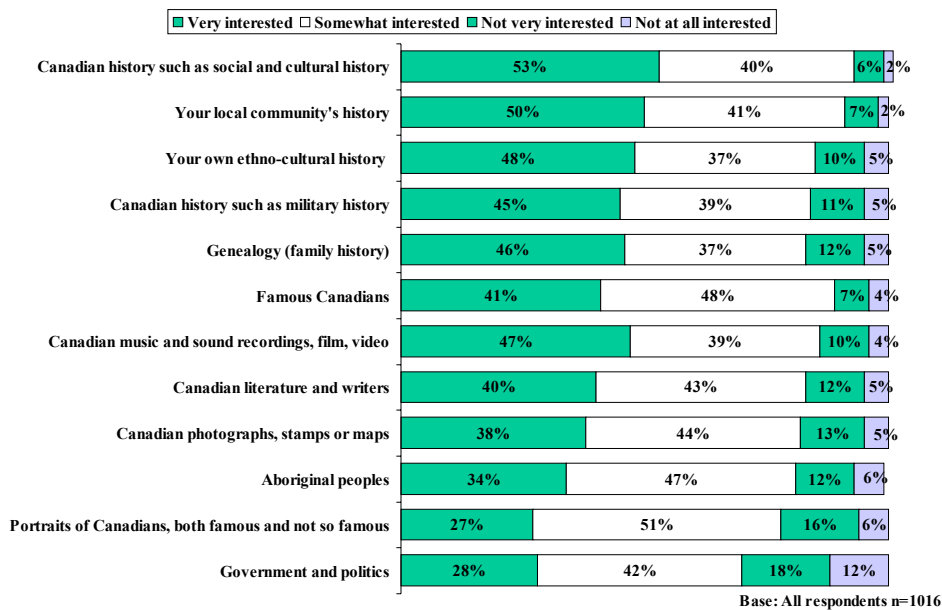
## Interest in Different Types of Information

Canadians were asked to indicate their level of interest in a number of different types of information offered by Library and Archives Canada. While Canadians indicate interest in all the types of information presented to them, generally speaking information about Canada’s history is of greater interest than is information about various aspects of Canadian culture.

### Interest in Different Types of Information

*Using a scale of very interested, somewhat interested, not very interested or not at all interested, would you please tell me how interested you are in the following types of information:*

The



following sections look more closely at interest in the various types of historical and cultural information.

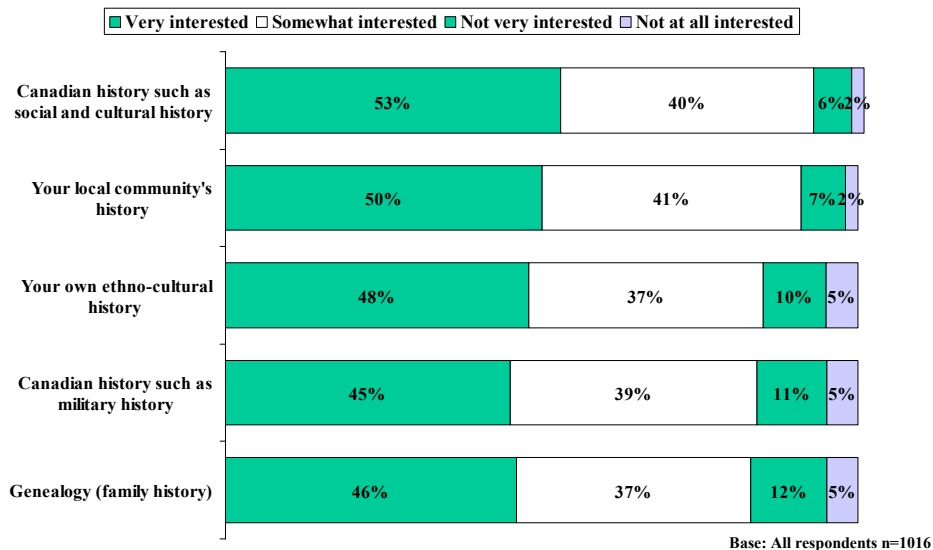
## Interest in Information About Canadian History

Overall, Canadians are interested in each type of “historical” information that they were asked to consider. Over nine in ten (92%) say they are interested in Canadian history such as social and cultural history, including over half (53%) who are very interested and an additional 40 percent who are somewhat interested. A similar proportion (91%) say they are interested in the history of their local community, with half (50%) saying they are very interested in this, and 41 percent who say somewhat.

Respondents are also interested in their own ethno-cultural history (85%), with just less than half saying they are very interested (48%) and 37 percent who say they are somewhat interested, a Canadian history such as military history (84%), with less than half (45%) saying they are very interested, and 39 percent who say somewhat. Eighty-three percent say they are interested in genealogy, including over four in ten (46%) who say they are very interested, and 37 percent who are somewhat interested.

## Interest in Information About Canadian History

Using a scale of very interested, somewhat interested, not very interested or not at all interested, would you please tell me how interested you are in the following types of information:



Those most likely to say they are *very* interested in Canadian history such as social and cultural history include:

- those who have used the services of Library and Archives Canada (81%) compared to those who have not (58%),
- those who have heard of Library and Archives Canada (64%) compared to those who have not (48%),
- residents of the Atlantic Provinces (63%) and Quebec (59%) compared to those in Alberta (45%) or Saskatchewan/Manitoba (37%),
- those who are retired (59%) compared to those who work full-time (50%) or who are students (42%),
- those between the ages of 35 and 54 (57%) or older (56%) compared to those 18 to 34 years of age (46%), and
- those who have visited or attended a cultural institution in the last 12 months (56%) compared to those who have not (43%).

Those most likely to say they are *very* interested in their local community's history include:

- those who reside in rural areas (62%) compared to urban residents (46%),
- residents of Quebec (60%) and the Atlantic Provinces (58%) compared to those in Ontario (46%), Saskatchewan/Manitoba (40%) or Alberta (39%),
- those who are retired (60%) compared to those who work part-time (48%) or full-time (45%),
- those who have heard of Library and Archives Canada (57%) compared to those who have not (47%),
- older Canadians (peaking at 58% among those 55 years of age or older),
- those with lower levels of educational attainment (peaking at 58% among those who earn less than \$30K annually), and
- women (53%) compared to men (46%).

Those most likely to say they are *very* interested in their own ethno-cultural history include:

- residents of the Atlantic Provinces (60%) compared to those in Alberta (44%) or British Columbia (41%),
- women (53%) compared to men (43%),
- those who have heard of Library and Archives Canada (53%) compared to those who have not (46%),

- those who work part-time (53%) or full time (47%) compared to those who are self-employed (36%), and
- those who have visited or attended a cultural institution in the last 12 months (50%) compared to those who have not (43%).

Those most likely to say they are *very* interested in Canadian history such as military history include:

- those who have used the services of Library and Archives Canada (63%) compared to those who have not (45%),
- residents of the Atlantic Provinces (53%), and Ontario (48%) compared to those in Saskatchewan/Manitoba (32%),
- men (51%) compared to women (39%), and
- older Canadians (peaking at 49% among those 55 years of age or older).

Those most likely to say they are *very* interested in genealogy include:

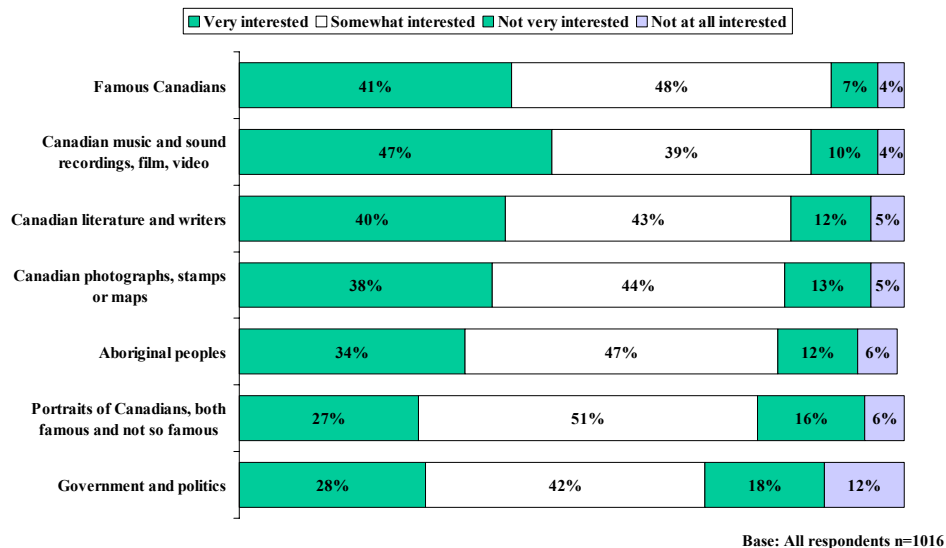
- residents of the Atlantic Provinces (58%) and Quebec (55%) compared to those in Ontario (44%), Alberta (39%) or British Columbia (35%),
- those who have heard of Library and Archives Canada (58%) compared to those who have not (41%),
- women (54%) compared to men (37%),
- those with lower household incomes (peaking at 54% among those who earn less than \$30K annually),
- those who reside in rural areas (53%) compared to urban residents (44%),
- older Canadians (peaking at 52% among those 55 years of age or older), and
- those who are retired (52%) or working part-time (52%) compared to those working full-time (40%).

## Interest in Canadian Cultural Information

A wide majority of Canadians are interested in each type of cultural information about which they are asked. Information about famous Canadians receives the highest interest rating (89%) including two in five (41%) who say they are very interested, and nearly half (48%) who say they are somewhat interested in this type of information. Canadian music and sound recordings, film and video has the second highest interest rating overall (86%), and the highest proportion, nearly half (47%), saying they are very interested in this type of culture; an additional four in ten (39%) say they are somewhat interested.

### Interest in Canadian Cultural Information

Using a scale of very interested, somewhat interested, not very interested or not at all interested, would you please tell me how interested you are in the following types of information:



Over eight in ten (83%) Canadians are interested in information about Canadian literature and writers, with two in five (40%) saying they are very interested, and 43 percent who are somewhat interested. A similar proportion of Canadians have an interest in Canadian photographs, stamps or maps (82%), including 38 percent who say they are very interested, and 44 percent who are somewhat interested. Eight in ten (81%) have an interest in information about Aboriginal peoples, with about one in three (34%) who say they are very interested, and nearly half (47%) who are somewhat interested. Slightly fewer Canadians have an interest in Portraits of Canadians (78%),



including over one in four (27%) who are very interested, and half (51%) who are somewhat interested in this type of information.

Government and politics is the least popular type of information (69%), with about three in ten (28%) saying they are very interested, and an additional four in ten (42%) who say they are somewhat interested in this area.

Those most likely to say they are *very* interested in famous Canadians include:

- residents of the Atlantic Provinces (54%) compared to those in British Columbia (37%), Saskatchewan/Manitoba (36%) or Alberta (33%),
- those who are retired (52%) compared to those who work full-time (38%), or part-time (35%), those who are self-employed (34%), or students (32%),
- older Canadians (peaking at 51% among those 55 years of age or older), and
- those who have heard of Library and Archives Canada (47%) compared to those who have not (39%).

Those most likely to say they are *very* interested in Canadian music and sound recordings, film, and video include:

- residents of Quebec (59%) and the Atlantic Provinces (53%) compared to those in British Columbia (38%), Saskatchewan/Manitoba (34%) and Alberta (33%),
- those with household incomes between \$30K and \$60K (52%) compared to those who earn more (43%), and
- those who have visited or attended a cultural institution in the last 12 months (50%) compared to those who have not (38%).

Those most likely to say they are *very* interested in Canadian literature and writers include:

- those who have heard of Library and Archives Canada (49%) compared to those who have not (37%),
- those who are retired (48%) compared to those working full-time (35%),
- residents of the Atlantic Provinces (47%), British Columbia (45%), Quebec (43%) or Ontario (39%) compared to those in Alberta (34%) or Saskatchewan/Manitoba (27%),
- women (47%) compared to men (33%),
- those who have visited or attended a cultural institution in the last 12 months (45%) compared to those who have not (28%),

- those with higher levels of educational attainment (peaking at 46% among university graduates),
- older Canadians (peaking at 45% among those 55 years of age or older), and
- those who earn between \$30K and \$60K annually (44%) compared to those who earn more (37%).

Those most likely to say they are *very* interested in Canadian photographs, stamps or maps include:

- those who have used the services of Library and Archives Canada (57%) compared to those who have not (36%),
- those with lower household incomes (peaking at 45% among those who earn less than \$30K annually),
- older Canadians (peaking at 43% among those 55 years of age or older),
- those who are retired (43%) compared to those who work full-time (34%), and
- those who have visited or attended a cultural institution in the last 12 months (40%) compared to those who have not (33%).

Those most likely to say they are *very* interested in Aboriginal peoples include:

- those who have used the services of Library and Archives Canada (57%) compared to those who have not (36%),
- those who have heard of Library and Archives Canada (42%) compared to those who have not (31%),
- those with lower household incomes (peaking at 41% among those who earn less than \$30K annually),
- those who are retired (40%) or working part-time (40%) compared to those who work full-time (29%),
- older Canadians (peaking at 39% among those 55 years of age or older), and
- those who have visited or attended a cultural institution in the last 12 months (37%) compared to those who have not (28%).

Those most likely to say they are *very* interested in portraits of Canadians include:

- residents of the Atlantic Provinces (40%) and Quebec (34%) compared to those in Ontario (25%), Alberta (21%), British Columbia (21%) and Saskatchewan/Manitoba (15%),
- those who have heard of Library and Archives Canada (33%) compared to those who have not (24%),
- older Canadians (peaking at 31% among those 55 years of age or older),

- women (30%) compared to men (24%), and
- those who have visited or attended a cultural institution in the last 12 months (29%) compared to those who have not (21%).

Those most likely to say they are *very* interested in Government and politics include:

- university graduates (35%) compared to those with less education,
- those who have heard of Library and Archives Canada (34%) compared to those who have not (25%),
- those who have visited or attended a cultural institution in the last 12 months (31%) compared to those who have not (21%), and
- residents of Ontario (31%) compared to those in Quebec (24%).

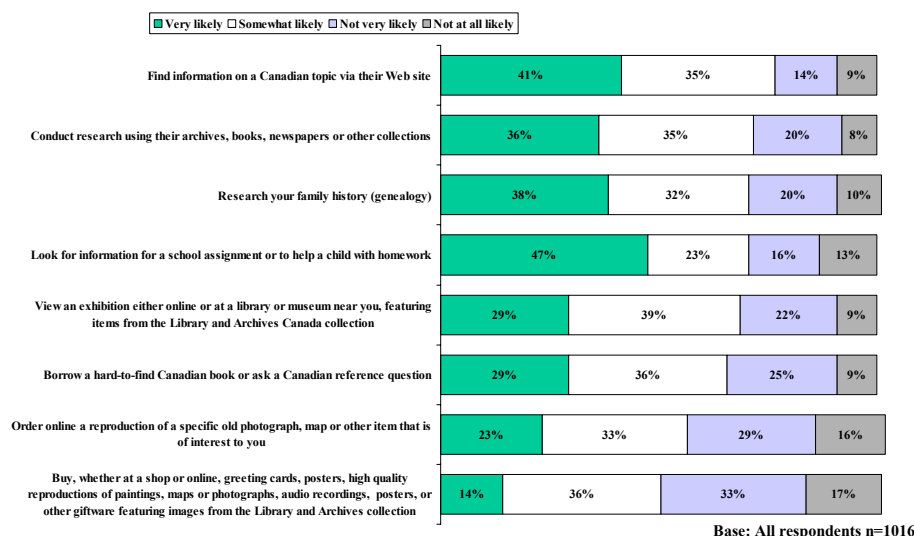
## Likelihood of Using Library and Archives for Information or Services

Canadians were asked how likely they would be to ever use Library and Archives Canada for different types of information and services. Overall, Canadians say they are at least somewhat likely to use Library and Archives Canada for each activity they were asked to consider. Canadians are most likely to say they would use the Library and Archives Canada Web site to find information on a Canadian topic (76%), including four in ten (41%) who say they are very likely and over one in three (35%) who are somewhat likely to do so.

Seven in ten (71%) would be likely to conduct research using the archives, books, newspapers or other collections, with over one in three (36%) who are very likely, and a similar number who are somewhat likely (35%) to participate in this activity. Seven in ten (70%) Canadians would also likely use Library and Archives Canada to research their family history, with nearly four in ten (38%) who say they are very likely, and one in three (32%) who are somewhat likely.

### Likelihood of Using Library and Archives for Information or Services

*Using a scale of very likely, somewhat likely, not very likely or not at all likely, would you please tell me how likely you would be to ever use Library and Archives Canada to...*



Seven in ten (70%) Canadians also say they would be likely to use Library and Archives Canada to look for information for a school assignment or to help a child with homework. However this activity receives the highest number of respondents who say

they would be very likely undertake this activity. Nearly half (47%) say they would be very likely, while an additional one in four (23%) say they would be somewhat likely.

Slightly fewer people are likely to view an exhibition featuring items from Library and Archives Canada's collection either online or at a library or museum near them (68%), with three in ten (29%) saying they would be very likely and four in ten (39%) who would be somewhat likely. About two in three (65%) Canadians would likely borrow a hard-to-find Canadian book or ask a Canadian reference question, including three in ten (29%) who would be very likely, and over one in three (36%) who would be likely to do so. Ordering online a reproduction of a specific old photograph, map or other item of interest is an activity less Canadians are likely to undertake (55%). One in four (23%) say they are very likely to do this, and an additional one in three (33%) say they are somewhat likely. Half of respondents (50%) would likely buy, either online or in a store, giftware featuring images from the collection, including 14 percent who are very likely, and over one-third (36%) who are somewhat likely.

Those most likely to say they would be *very* likely to find information via their Web site include:

- residents of the Atlantic Provinces (48%) and Alberta (48%) compared to those in Saskatchewan/Manitoba (30%),
- those who have visited or attended a cultural institution in the last 12 months (46%) compared to those who have not (29%),
- those between the ages of 18 and 54 (45%) compared to those who are older (32%),
- urban residents (43%) compared to those who reside in rural areas (33%), and
- those who are self-employed (50%), work part-time (45%) or full-time (42%), or those who are students (44%) compared to those who are retired (28%).

Those most likely to say they would be *very* likely to conduct research using their archives, books, newspapers or other collections include:

- students (55%) compared to those who work full-time (33%) or who are retired (25%),
- those who have used the services of Library and Archives Canada (54%) compared to those who have not (37%),
- those between the ages of 35 and 54 (43%) or 18 and 34 (37%) compared to those 55 years of age or older (27%),

- those who have heard of Library and Archives Canada (42%) compared to those who have not (34%),
- those who have visited or attended a cultural institution in the last 12 months (40%) compared to those who have not (26%), and
- those with some post-secondary education (40%) compared to those with high school (30%).

Those most likely to say they would be *very* likely to research their family history include:

- those who have used the services of Library and Archives Canada (60%) compared to those who have not (40%),
- those with lower levels of educational attainment (peaking at 44% among those with less than high school),
- those with lower household incomes (peaking at 44% among those who earn less than \$30K annually),
- those who have heard of Library and Archives Canada (44%) compared to those who have not (35%),
- residents of Alberta (44%), the Atlantic Provinces (43%) and Ontario (40%) compared to those in Saskatchewan/Manitoba (27%), and
- women (43%) compared to men (32%).

Those most likely to say they would be *very* likely to look for information for a school assignment or to help a child with homework include:

- students (61%), those who work part-time (59%) or full-time (51%), and those who are self-employed (48%) compared to those who are retired (18%),
- residents of the Atlantic Provinces (59%) compared to those in Quebec (44%) or Saskatchewan/Manitoba (41%),
- younger Canadians (peaking at 59% among those between the ages of 18 and 34),
- women (51%) compared to men (44%), and
- those who have visited or attended a cultural institution in the last 12 months (51%) compared to those who have not (38%).

Those most likely to say they would be *very* likely to view an exhibition either online or at a library or museum near them include:

- those who have used the services of Library and Archives Canada (41%) compared to those who have not (28%),
- residents of the Atlantic Provinces (39%) compared to those in Ontario (27%),

- those who work part-time (37%) or are self-employed (37%) compared to those who work full-time (25%),
- those with lower household incomes (peaking at 35% among those who earn less than \$30K annually), and
- those who have visited or attended a cultural institution in the last 12 months (35%) compared to those who have not (17%).

Those most likely to say they would be *very* likely to borrow a hard-to-find Canadian book or ask a Canadian reference question include:

- those who have used the services of Library and Archives Canada (48%) compared to those who have not (27%),
- students (41%) and those who are self-employed (38%) compared to those working full-time (25%) or those who are retired (25%),
- those with household incomes between \$30K and \$60K (34%) compared to those who earn more (26%), and
- those who have visited or attended a cultural institution in the last 12 months (33%) compared to those who have not (19%).

Those most likely to say they would be *very* likely to order, online, a reproduction of a specific old photograph, map or other item that is of interest to them include:

- students (40%) compared to those who are retired (20%) or working full-time (19%),
- those who have used the services of Library and Archives Canada (38%) compared to those who have not (23%),
- those with lower household incomes (peaking at 29% among those who earn less than \$30K annually), and
- those who have visited or attended a cultural institution in the last 12 months (24%) compared to those who have not (18%).

Those most likely to say they would be *very* likely to buy, either online or in a store, giftware featuring images from Library and Archives Canada's collection include:

- those with some post-secondary education (17%) compared to those with a high school education (10%), and
- those who have visited or attended a cultural institution in the last 12 months (16%) compared to those who have not (11%).

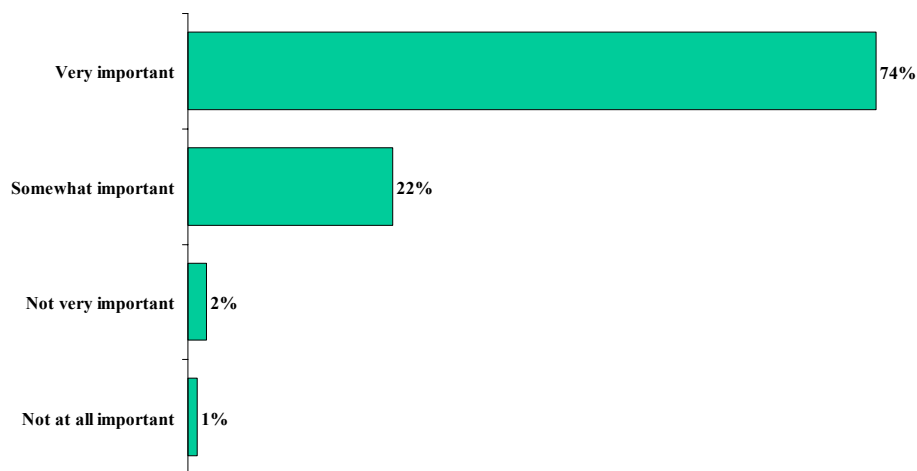
## Informed Importance of Preserving Canada's Documentary Heritage

When respondents are asked a second time at the end of the survey about the importance of preserving Canada's documentary heritage, there is almost no change in opinion. This is not very surprising, as Canadians were nearly unanimous about the importance of doing so at the outset.

As was the case the first time they were asked, a wide majority (96%) agree that it is important to preserve Canada's documentary heritage, including three in four (74%) who feel it is very important, and an additional one in five (22%) who say it is somewhat important. Just three percent say preserving Canada's documentary heritage is not important; two percent who say it is not very important, and one percent who say it is not at all important.

### Informed Importance of Preserving Canada's Documentary Heritage

*Considering the information you have learned today about the types of things that Library and Archives Canada does, can you please tell, using a scale of very important, somewhat important, not very important or not at all important, how important or not it is to you personally that Canada's documentary heritage is preserved for now and for future generations?*



Base: All respondents n=1016



Those most likely to say it is *very* important include:

- those who have used the services of Library and Archives Canada (92%) compared to those who have not (78%),
- residents of the Atlantic Provinces (85%), Alberta (77%) and Ontario (75%) compared to those in Saskatchewan/Manitoba (62%),
- those who have heard of Library and Archives Canada (81%) compared to those who have not (72%), and
- those who have visited or attended a cultural institution in the last 12 months (78%) compared to those who have not (66%).

## APPENDIX I – TOPLINE QUESTIONNAIRE

### **1. VISITED OR ATTENDED ANY OF THE FOLLOWING IN THE PAST 6 MONTHS A museum or art gallery A library or an archives A live theatre or musical event**

Base: All respondents	TOTAL	TOTAL
Unweighted Base	1016	1016
Weighted Base	1016	1016
	<b>Yes</b>	<b>No</b>
1) A museum or art gallery	28%	71%
2) A library or an archives	50%	50%
3) A live theatre or musical event	42%	58%

### **2. Have you heard of Library and Archives Canada?**

Base: All respondents	TOTAL
Unweighted Base	1016
Weighted Base	1016
Yes	28%
No	71%
Don't know/Refused	1%

### **3A. Have you used their services before?**

Base: Heard of Library and Archives Canada	TOTAL
Unweighted Base	285
Weighted Base	285
Yes	24%
No	75%
Don't know/Refused	1%

### **3B. Have you visited their website, which is 'collectionscanada.ca', before?**

Base: Heard of Library and Archives Canada	TOTAL
Unweighted Base	285
Weighted Base	285
Yes	10%
No	89%
Don't know/Refused	1%

**4. What services or information do you think Library and Archives Canada might offer to Canadians? That is to say, what would you expect to be able to obtain or find out about if you did use their services?**

Base: All respondents	TOTAL
Unweighted Base	1016
Weighted Base	1016
History of Canada (general)	25%
Historical documents (general)	13%
Books (general)	12%
Information/ research/ reference (general)	12%
Information on Government and politics	10%
Genealogy (family history)	8%
Canadian history such as social and cultural history	6%
Canadian art/ literature	5%
Newspapers/ magazines	5%
Statistics/ census	4%
Canadian music and sound recordings, film, video	4%
Internet access/ online resources	4%
Information about Canada (general)	3%
Your local community's history	3%
Canadian photographs, stamps or maps	3%
Current events	2%
Canadian Military/ war history	2%
Geography (general)	2%
Famous Canadians	2%
Aboriginal peoples	1%
Legal information (includes immigration)	1%
Events (includes concerts, live theatre)	1%
Children's services/ resources	1%
Health and medical information	1%
Exhibits (includes displays)	1%
Your own ethno-cultural history	1%
Other	8%
Don't know/Refused	30%

**5. Can you please tell me, using a scale of very important, somewhat important, not very important or not at all important, how important it is to you personally that Canada's documentary heritage is preserved for now and for future generations?**

Base: All respondents	TOTAL
Unweighted Base	1016
Weighted Base	1016
Very important	76%
Somewhat important	19%
Not very important	3%
Not at all important	1%
Don't know/Refused	0
<b>TOPBOX &amp; LOWBOX SUMMARY</b>	
Important (Top2Box)	95%
Not important (Low2Box)	4%

***The Library and Archives Canada's mandate is to collect, preserve and make known and accessible the documentary heritage of Canada. The 'documentary heritage of Canada' includes Canadian publications, archives of national importance (such as letters from soldiers or Prime Ministers' papers), federal government records, Canadian sound recordings and films, and many other media that are produced in our country. The documentary heritage therefore documents the Canadian experience and the history and culture of Canada.***

***6. Now using a scale of strongly agree, somewhat agree, somewhat disagree and completely disagree, can you please tell me the extent to which you agree or disagree with the following:***

Base: All respondents	TOTAL	TOTAL
Unweighted Base	1016	1016
Weighted Base	1016	1016
	<b>Strongly / Somewhat agree</b>	<b>Somewhat / Completely disagree</b>
1) With so many documents, photographs and other media now being produced in digital or electronic format, I worry that we will not be able to preserve our documentary history	52%	44%
2) It is important that Library and Archives Canada stay current with the latest technology so that it can safely preserve Canada's documentary history in digital formats	96%	4%
3) It is important that Library and Archives make as much of its collection and services as possible available over the Web	93%	6%

***7. Using a scale of very interested, somewhat interested, not very interested or not at all interested, would you please tell me how interested you are in the following types of information:***

Base: All respondents	TOTAL	TOTAL
Unweighted Base	1016	1016
Weighted Base	1016	1016
	<b>Very / Somewhat interested</b>	<b>Not very / Not at all interested</b>
1) Canadian history such as military history	84%	16%
2) Canadian history such as social and cultural history	92%	7%
3) Your own ethno-cultural history (e.g. if you were of Chinese descent, the history and experience of the Chinese people in Canada)	85%	15%
4) Your local community's history	91%	9%
5) Genealogy (family history)	83%	17%
6) Aboriginal peoples	81%	18%
7) Famous Canadians	89%	11%
8) Government and politics	69%	30%
9) Canadian literature and writers	83%	17%
10) Canadian music and sound recordings, film, video	86%	14%
11) Portraits of Canadians, both famous and not so famous	78%	22%
12) Canadian photographs, stamps or maps	82%	18%

**8. Using a scale of very likely, somewhat likely, not very likely or not at all likely, would you please tell me how likely you would be to ever use Library and Archives Canada to:**

Base: All respondents	TOTAL	
Unweighted Base	1016	1016
Weighted Base	1016	1016
	<b>Very / Somewhat</b>	<b>Not very / Not at all likely</b>
1) Find information on a Canadian topic via their Web site	76%	23%
2) Research your family history (genealogy)	70%	30%
3) Conduct research using their archives, books, newspapers or other collections	71%	28%
4) Look for information for a school assignment or to help a child with homework	70%	30%
5) Borrow a hard-to-find Canadian book or ask a Canadian reference question	65%	35%
6) View an exhibition either online or at a library or museum near you, featuring items from the Library and Archives Canada collection	68%	31%
7) Order online a reproduction of a specific old photograph, map or other item that is of interest to you	55%	44%
8) Buy, whether at a shop or online, greeting cards, posters, high quality reproductions of paintings, maps or photographs, audio recordings, posters, or other giftware featuring images from the Library and Archives collection	50%	50%

**9. Considering the information you have learned today about the types of things that Library and Archives Canada does, can you please tell, using a scale of very important, somewhat important, not very important or not at all important, how important or not it is to you personally that Canada's documentary heritage is preserved for now and for future generations?**

Base: All respondents	TOTAL
Unweighted Base	1016
Weighted Base	1016
Very important	74%
Somewhat important	22%
Not very important	2%
Not at all important	1%
Don't know/Refused	0
<b>TOPBOX &amp; LOWBOX SUMMARY</b>	
Important (Top2Box)	96%
Not important (Low2Box)	4%