

# LAC Visual Identity Rebrand: Views of the General Public



## Results of an online panel survey

Updated: May 26, 2025

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# Methodology

- Method of data collection: online.
- Sampling method: non-probability.
- Sample size: n=505; sample source: Canadian online panel.
  - Eligible respondents were 16+, but those who elected to respond were all aged 18+.
- Length: the survey averaged 5 minutes to complete.
- Fieldwork: March 19 to 22, 2025.
- The data have been weighted to reflect the population.

The results provide directional insights, but they cannot be generalized to the target population. If this was a probability sample survey, the margin of error would be:  $\pm 4\%$ , 19 times out of 20.

# Key Findings

- REDUX viewed as slightly more visually appealing and reflective of LAC's role.\*
- When asked to compare the concepts, REDUX is preferred:



Attention catching (49%)



Distinctive (50%)



Reflects LAC's role (55%)

- Overall, REDUX is the winner, but not by an overwhelming majority:
  - 50% picked REDUX, 36% STRATA, 14% neither.
  - Those under 35 prefer REDUX and those aged 35+ prefer STRATA.

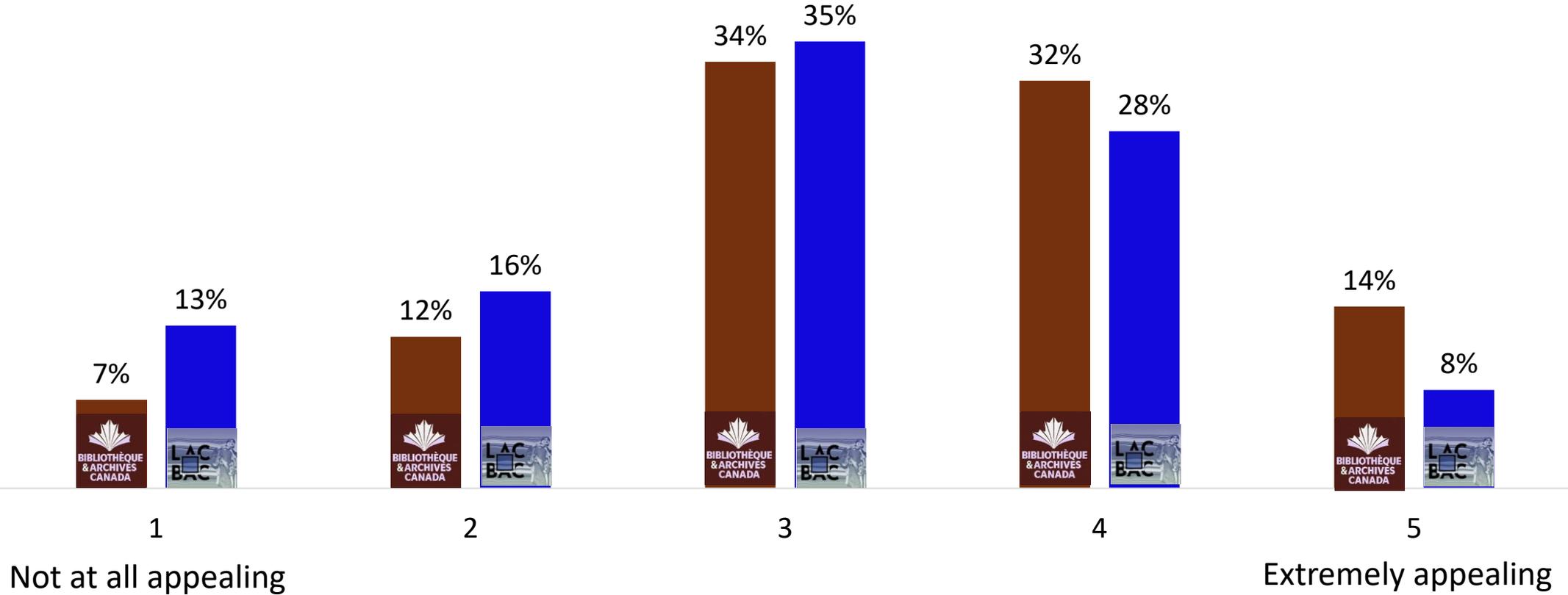
\*Scores of 4-5 on the 5-point scale.

# Q. How visually appealing do you find the concept?



■ REDUX

■ STRATA

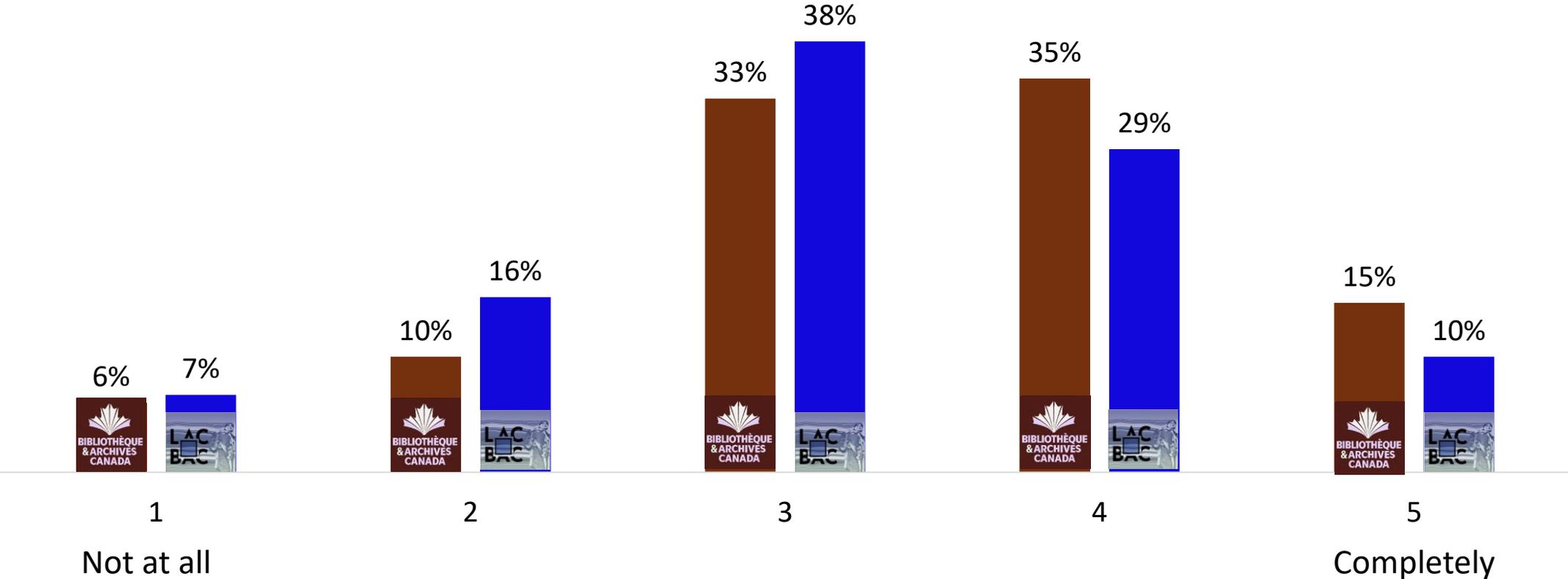


# Q. To what extent does the concept reflect LAC's role as the guardian of Canada's history and culture?



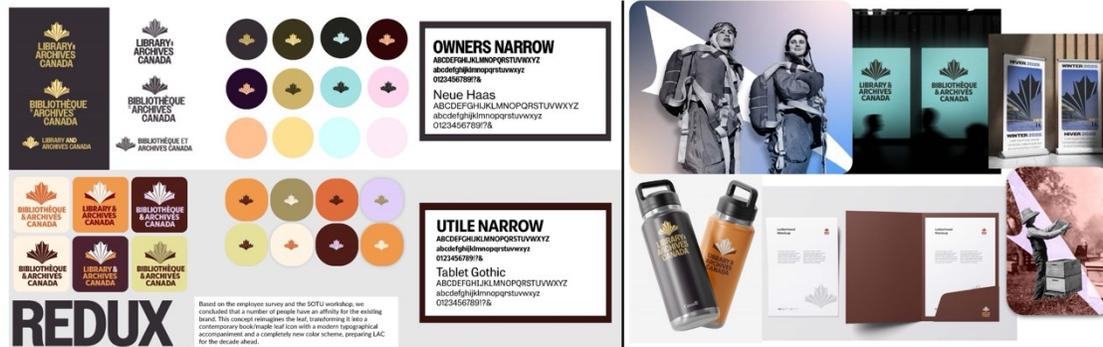
■ REDUX

■ STRATA

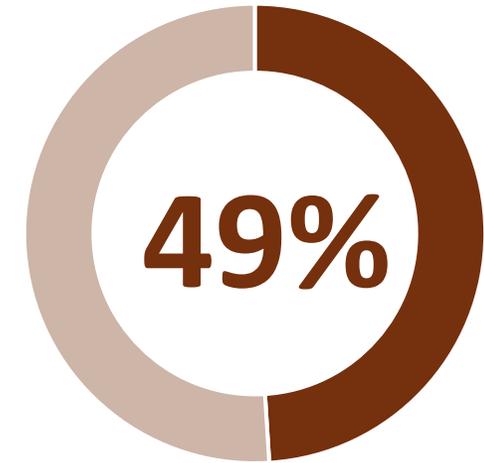


Base: n=505; all respondents

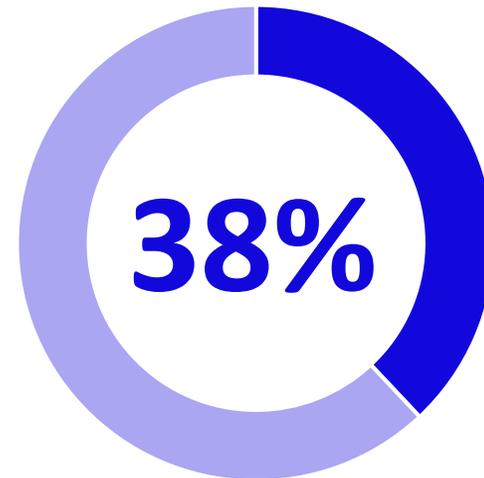
# Q. Which concept better catches your attention?



More likely to be selected by:  
**18–34-year-olds**

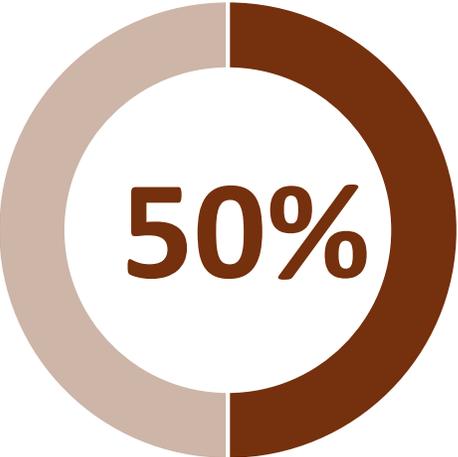
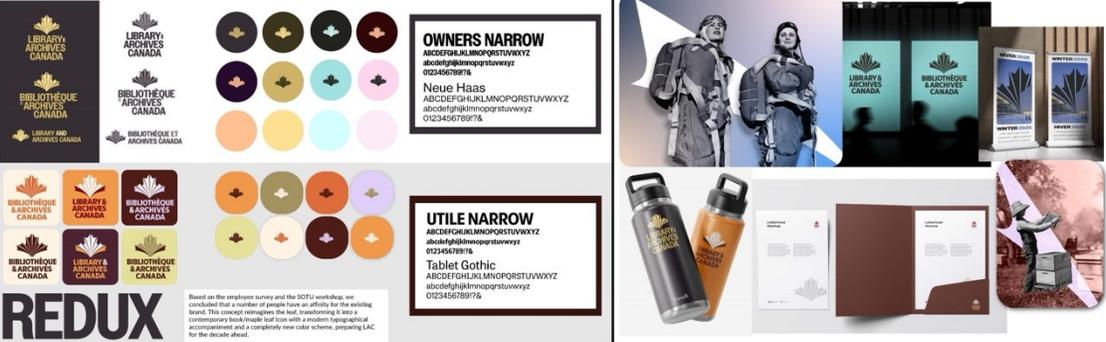


More likely to be selected by:  
**Those aged 35+**

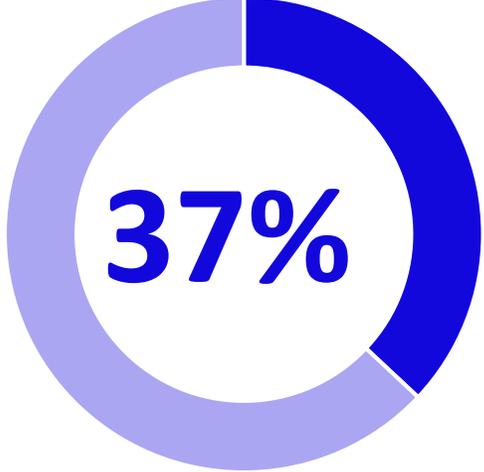


Neither 12%

# Q. Which concept feels more distinctive?



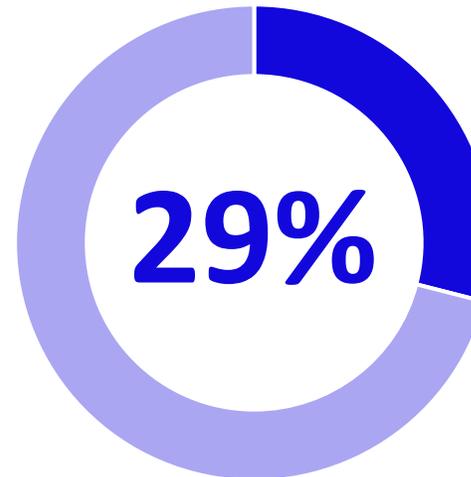
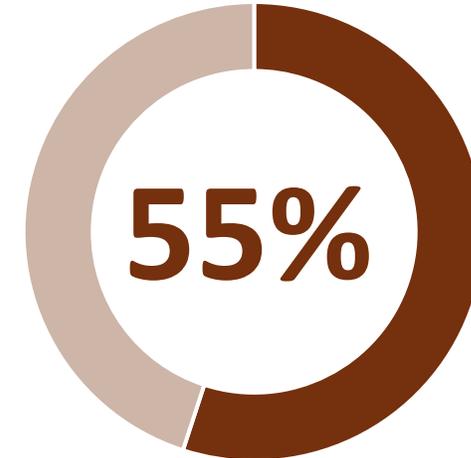
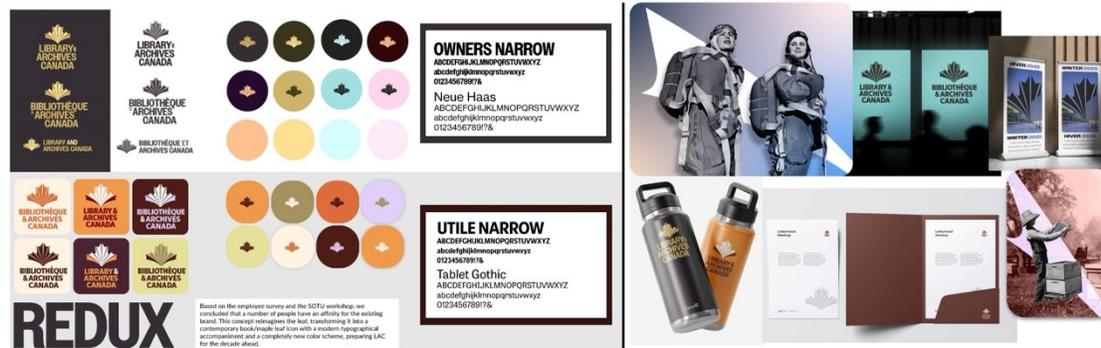
More likely to be selected by:  
Those aged 35+



Neither 14%

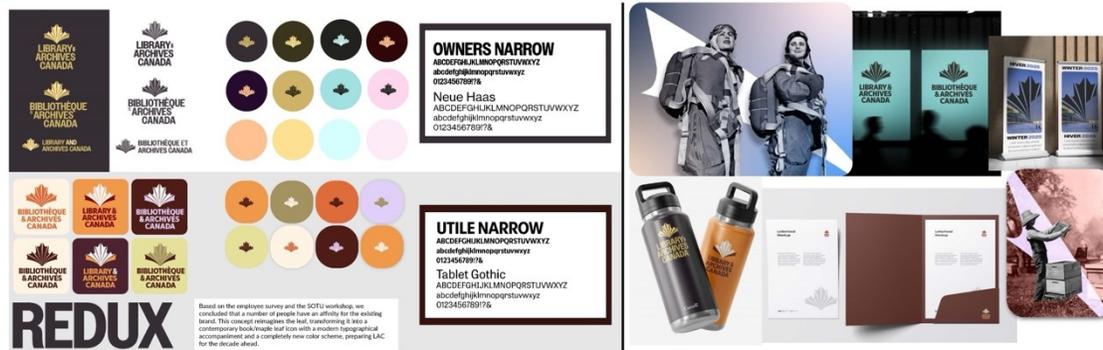
Base: n=505; all respondents, excluding those "not sure".

# Q. Which concept better represents LAC as the guardian of Canada's history and culture?

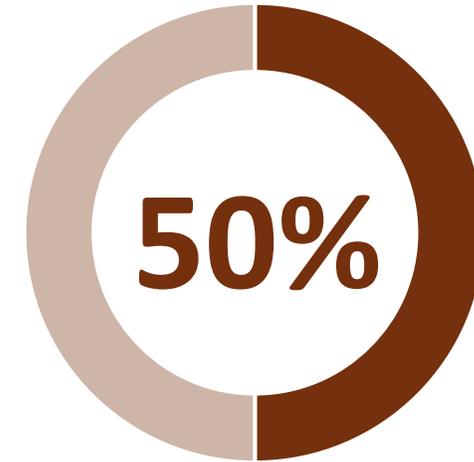


Neither 16%

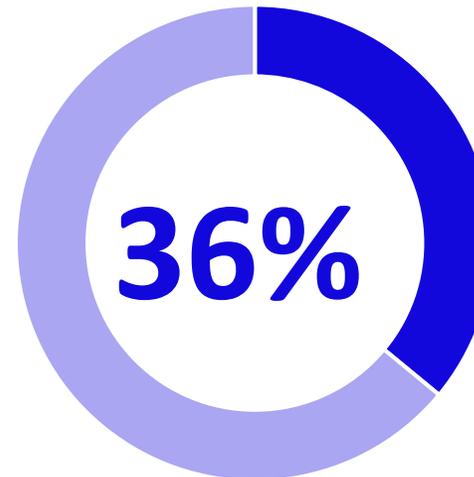
# Q. All things considered, which concept do you like better?



More likely to be selected by:  
**18–34-year-olds**

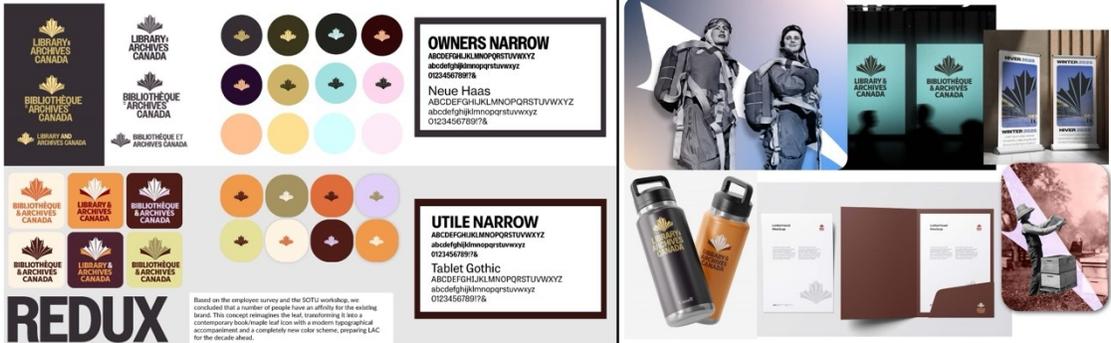


More likely to be selected by:  
**Those aged 35+**

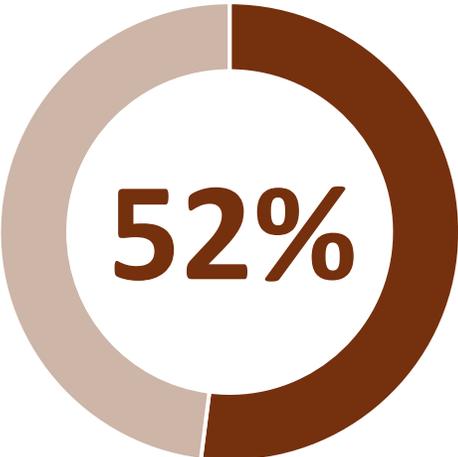


Neither 14%

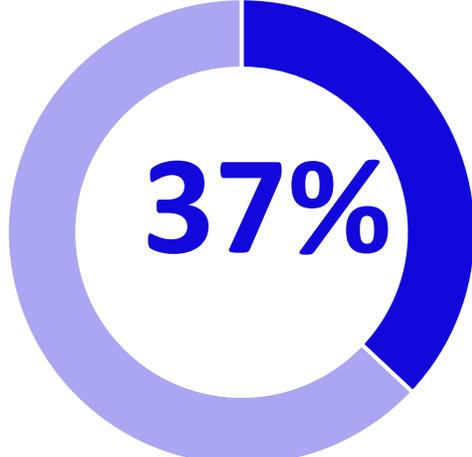
# Q. If you had to choose, which concept should Library and Archives Canada use to develop its visual identity?



More likely to be selected by:  
**18–34-year-olds**



More likely to be selected by:  
**Those aged 35+**



Neither 12%

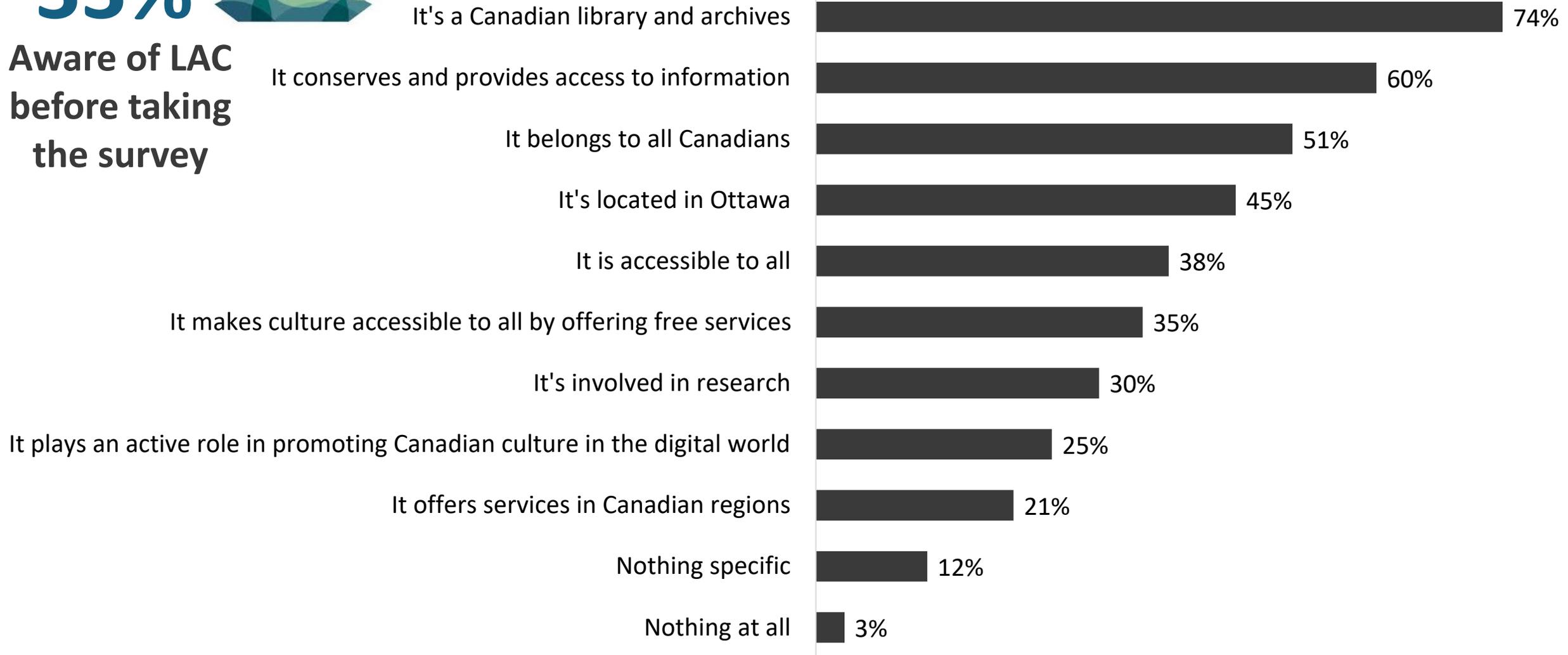
# Awareness and Knowledge of LAC

33%



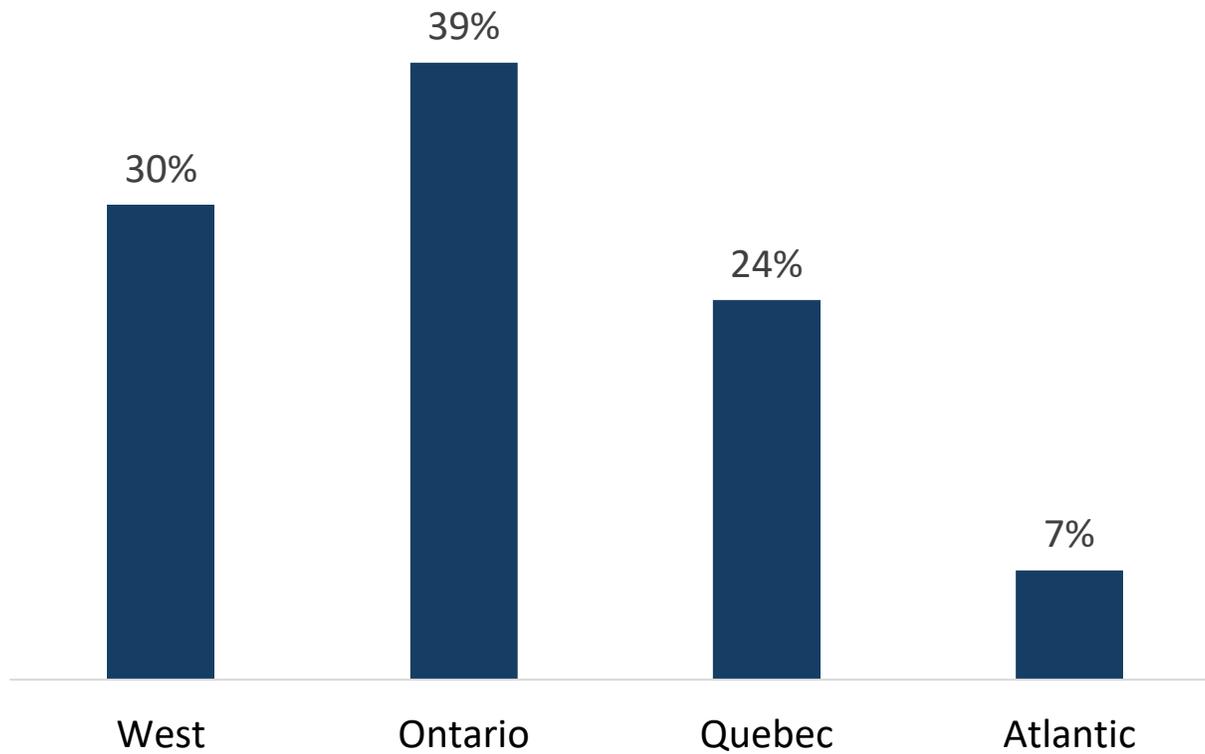
Aware of LAC  
before taking  
the survey

## What do you know about LAC?

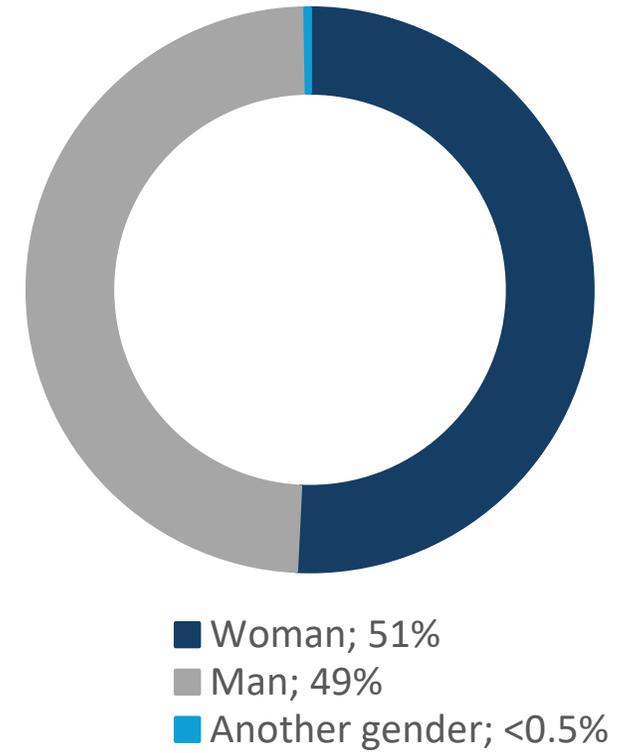


# Appendix

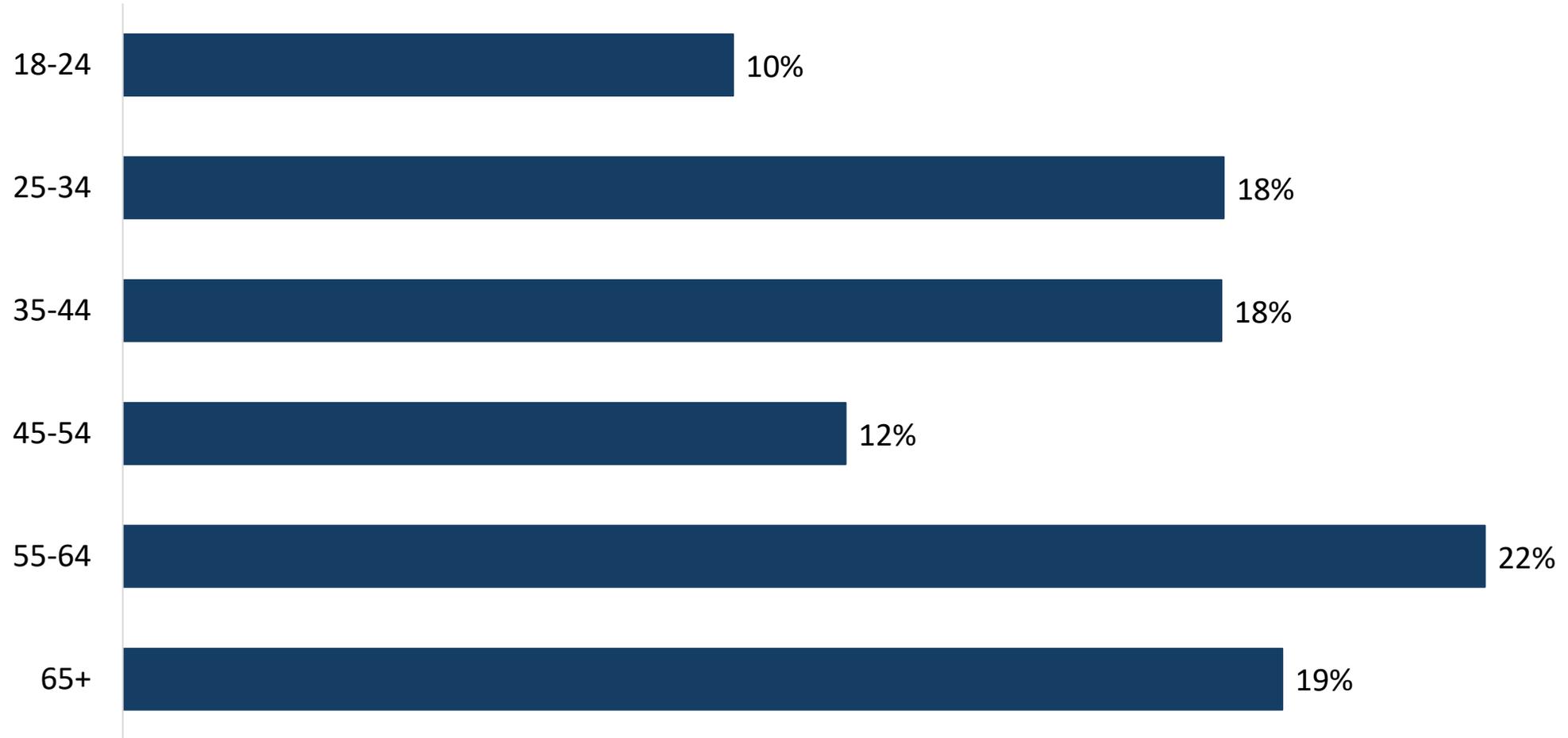
Location



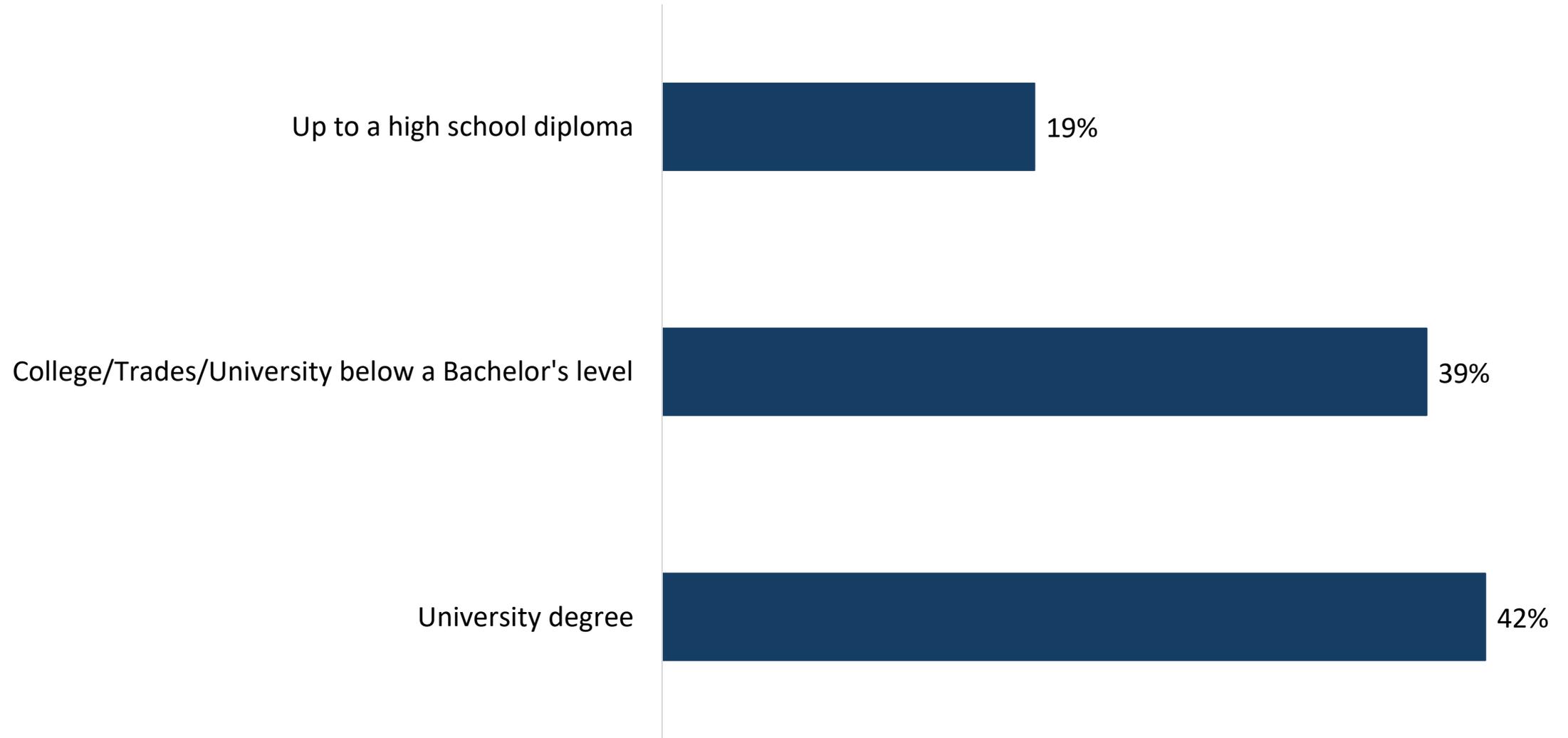
Gender



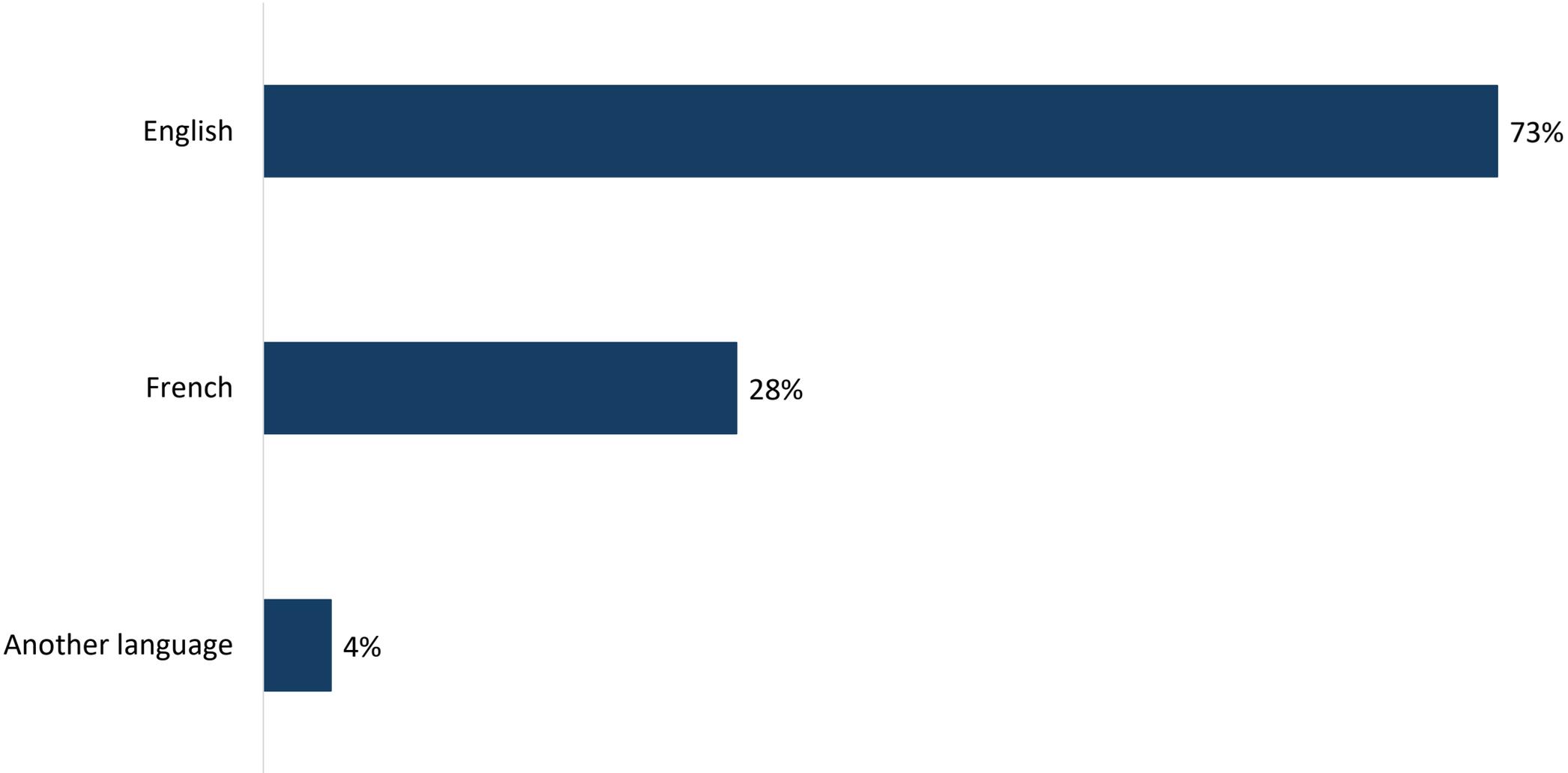
Age



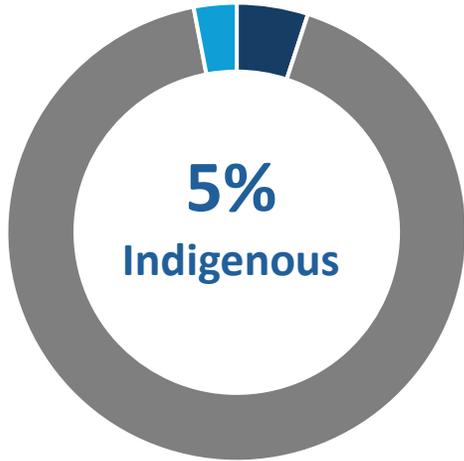
## Education



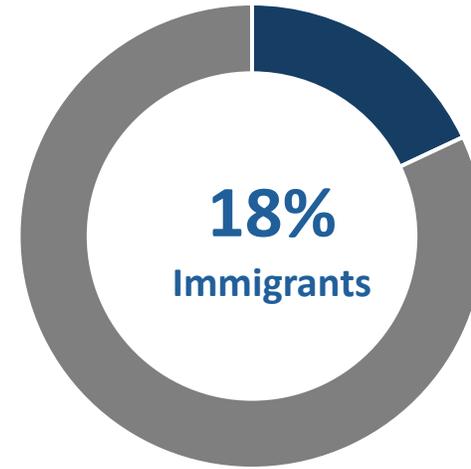
Language



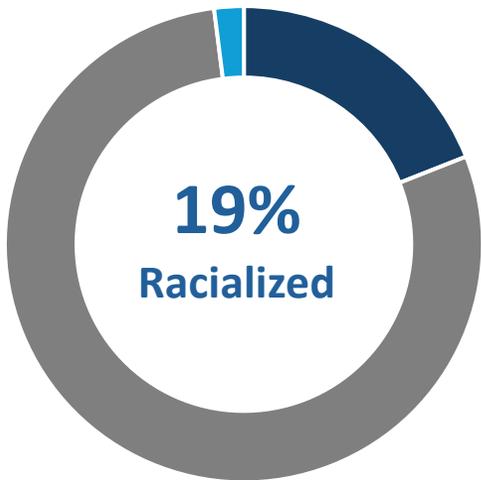
Multiple responses accepted



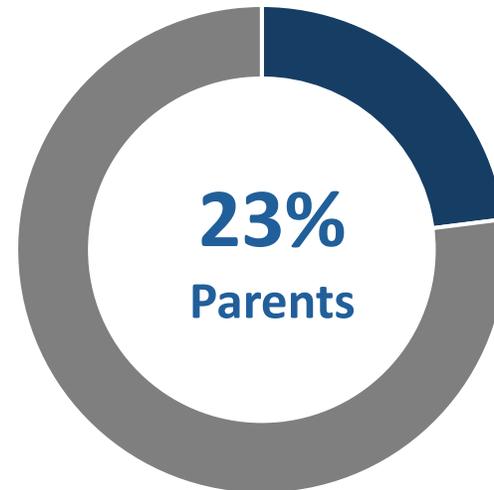
- Indigenous; 5%
- Not Indigenous; 92%
- Prefer not to respond; 3%



- Immigrated to Canada; 18%
- Born in Canada; 82%



- Racialized; 19%
- Not racialized; 79%
- Prefer not to respond; 2%



- Parent; 23%
- Not a parent; 77%