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Library and Archives Canada's Service Improvement Surveys – 2024

Final Report

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Canada

Library and Archives Canada's Service Improvement Surveys Final Report

Prepared for Library and Archives Canada
Supplier name: Phoenix Strategic Perspectives Inc.
March 2025

This public opinion research report presents the results of two online surveys: an intercept survey of clients and stakeholders of LAC and an online panel survey of the general public aged 16 and older. The total sample size was 4,565 Canadians. The fieldwork for the panel survey took place from January 7 to 16, 2025, and the fieldwork for the intercept survey took place between December 6, 2024, and February 18, 2025.

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Prepared for Library and Archives Canada

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Executive Summary

Phoenix Strategic Perspectives (Phoenix SPI) was commissioned by Library and Archives Canada (LAC) to conduct public opinion research to assess perceptions of LAC.

1. Background and Objectives

LAC's mandate is to acquire, preserve and make accessible the documentary heritage of Canada for present and future generations. To support this mandate, LAC has undertaken client satisfaction research in the past, with its most recent POR study completed in 2017/18. Since LAC has not conducted POR in several years, and the COVID-19 pandemic has affected the way people access public services, new data was required to measure ongoing progress, to establish new benchmarks, and to explore future service offerings. The objective of this POR study was to measure the satisfaction of people who use LAC's programs and services, identifying the interests and motivations of potential new users, and determining how services can be improved to serve all Canadians. The research will enhance LAC's ability to prioritize and plan, ultimately improving the user experience and assisting LAC in focusing its efforts to suit the needs and expectations of potential new users.

2. Methodology

To address the research objectives, two online surveys were conducted with the target population, consisting of:

- Potential clients of LAC – Members of the general public aged 16 and older who have either never used LAC's services or have not done so in the past two years.
- Current clients and stakeholders of LAC – Regular users of LAC's services (i.e., who used LAC's services in the past two years), including veterans, journalists, lawyers, historians, genealogists, claims researchers, and academics.

An 11-minute online survey was conducted with 3,008 panellists and a 19-minute online intercept survey was conducted with 1,557 clients and stakeholders of LAC. Since neither survey used random sampling, the results cannot be generalized to the target population. The fieldwork for the panel survey took place January 7 to 16, 2025, and the fieldwork for the intercept survey took place between December 6, 2024, and February 18, 2025. More information on the methodology can be found in the Appendix: [Technical Specifications](#).

3. Key Findings

Overall Satisfaction with LAC's Services

Current clients are satisfied with the overall quality of LAC's services as well as with the specific services they have used in the past two years.

The majority of current clients (78%) are satisfied with the quality of services received from LAC over the past two years, including 39% who report being very satisfied. Reflecting this overall satisfaction, clients also expressed high satisfaction with specific LAC's services. Approximately nine in 10 clients are satisfied with several key services, including Cataloguing in Publication (89%), onsite consultation (89%), International Standard Numbers (89%), onsite research support (89%), and public programming (87%). Satisfaction is also high for copy services (83%), remote research support (82%), copyright clearance services (82%), the legal deposit program (82%), and bibliographic records or information (79%). Three-

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quarters (75%) are satisfied with searching online databases, while 72% express satisfaction with exploring the collections via mobile phone or virtual reality. Although lower in comparison, a majority (57%) are also satisfied with LAC's Access to Information and Privacy request service.

Satisfaction with In-person Service

Two in 10 current clients visited LAC onsite at a physical location in the past two years, with two-thirds having visited LAC's facility in Ottawa. Clients who physically accessed LAC offered very positive assessments of their in-person interactions.

The vast majority (89%) of clients are satisfied with the quality of the interactions they have had with LAC staff over the past two years, including more than half (56%) who are very satisfied. Not only are clients satisfied with the quality of their interactions with LAC, but they also offered highly positive evaluations of specific aspects of service. Most clients agreed or strongly agreed that LAC staff communicated in their preferred official language (95%), were polite (93%), and communicated clearly (90%). Similarly, large majorities felt that staff were helpful in navigating LAC's services (87%), made them feel welcome (86%), provided knowledgeable answers (86%), and greeted them in both official languages (86%).

Satisfaction with Website Experience

Nearly nine in 10 current clients accessed LAC through its website in the past two years. While overall assessments of LAC's online services were positive, they were less favourable compared to clients' experiences with in-person services.

Among those who used LAC's website, three-quarters are satisfied with their experience, though just 28% reported being very satisfied. Evaluations of specific aspects of LAC's website were mixed, revealing some strengths and potential areas for improvement. Two-thirds (68%) of website visitors found it easy or very easy to determine how to contact LAC via the website. Just over half (54%) said it was easy or very easy to provide feedback, while a similar proportion (51%) found it easy or very easy to locate the information they were seeking. Notably, 22% reported that finding information was difficult or very difficult, suggesting there is room to improve navigation and information architecture to improve ease of access to content.

Clients who used tools and resources available on LAC's website in the past two years provided generally positive feedback. Majorities reported being satisfied with *Census Search* (78%), *Aurora* (73%), *Collection Search* (72%), and *Advanced Search* (70%). Among those who used *Aurora* and *Collection Search*, most reported successfully finding the information they were seeking: 77% for *Aurora* and 63% for *Collection Search*. However, fewer users found these tools intuitive to use. Just 62% of *Aurora* users and 47% of *Collection Search* users said the search experience was intuitive.

Assessment of LAC's Accessibility Features

Awareness of LAC's accessibility features are not widespread; however, among those who have used them, impressions are generally positive.

Fifty-four percent of current clients with a disability reported personally encountering barriers when accessing LAC's services, collections or content: 52% had difficulties consulting the collections online, 39% experienced barriers communicating with staff, 38% had trouble accessing LAC's physical locations, and 27% encountered barriers consulting LAC's collections in person. Forty-three percent of clients with a disability, however, are unaware of any of LAC's accessibility features.

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Among clients who have used one or more of LAC's accessibility features, two-thirds (65%) agreed that these features are easy to use and function well for everyone. Approximately six in 10 agreed that the accessibility features at LAC's physical locations are clearly visible (61%), that staff are well-trained to assist individuals with disabilities or requiring special assistance (60%), and that it is easy to find information on how to provide feedback about the accessibility of both online and in-person programs and services (60%).

Future Directions

Among current clients, expanding the Canadian history collection was reported as the top expansion priority and digitizing more documents would encourage them to use LAC more. Among potential clients, Genealogy and Canada History are the top two topics of interest in LAC's current collections, but there is no consensus on what would motivate potential clients to use LAC's services in the future.

Expanding the Canadian history collection emerged as the top priority for expansion among current clients. Seven in ten (71%) surveyed clients indicated that LAC should focus on expanding this area of the collections. Additionally, two-thirds (65%) reported they would be more likely to use LAC if more documents were available in digital format. Beyond digitization, just over half (54%) said improved search tools would increase their usage, while half (49%) indicated that easier access to the collections would be a motivating factor. When asked which of the topics currently included in LAC's collections are of interest to them, two-thirds of current LAC clients pointed to *genealogy and family history* (67%) and *Canada history and land* (65%). Smaller majorities expressed interest in *Canadian newspapers and magazines* (57%) and *military and war history* (54%).

Among potential clients, the most frequently cited areas of interest in LAC's current collections are *genealogy and family history* (52%) and *Canadian history and land* (51%). When asked how likely they would be to use services offered by an institution like LAC, 70% said they would be somewhat or very likely to use online databases—the service most commonly used by clients. There is no clear consensus, however, on what would encourage potential clients to engage with LAC in the future. A range of potential motivators were identified: 38% would be more likely to use LAC if the website were easier to navigate; 36% cited increased availability of digital documents; and 35% noted the convenience of having service points nearby.

4. Notes to Reader

- The data from the two surveys were combined as follows for reporting purposes: “current clients” and “potential clients”. “Current clients” includes respondents who had used the services of LAC within two years of the data collection (whether they completed the panel or the intercept surveys). “Potential clients” includes respondents who have never used the services of LAC and respondents who have used the services of LAC but not within two years of the data collection (whether they completed the panel or the intercept surveys).
- At times, the number of respondents changes in the report because questions were asked of sub-samples of the survey population. Accordingly, readers should exercise caution when interpreting results based on smaller numbers of respondents. The question wording, the number of respondents, and the target population is shown under each figure in the report.
- All results in the report are expressed as a percentage, unless otherwise noted. Throughout the report, percentages may not always add to 100 due to rounding and/or multiple responses being offered by respondents.

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- The tabulated data is available under separate cover.
- The survey questionnaires can be found in the [Appendix](#) along with more information about the technical specifications of the research.
- The contract value was \$93,247.60 (including HST), of which these two surveys accounted for \$79,953.15 of that cost (including HST).

Statement of political neutrality

I hereby certify as a Senior Officer of Phoenix Strategic Perspectives 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 contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



Alethea Woods
President
Phoenix Strategic Perspectives Inc.

Library and Archives Canada's Service Improvement Surveys

Detailed Findings

1. Use of Libraries and Archives

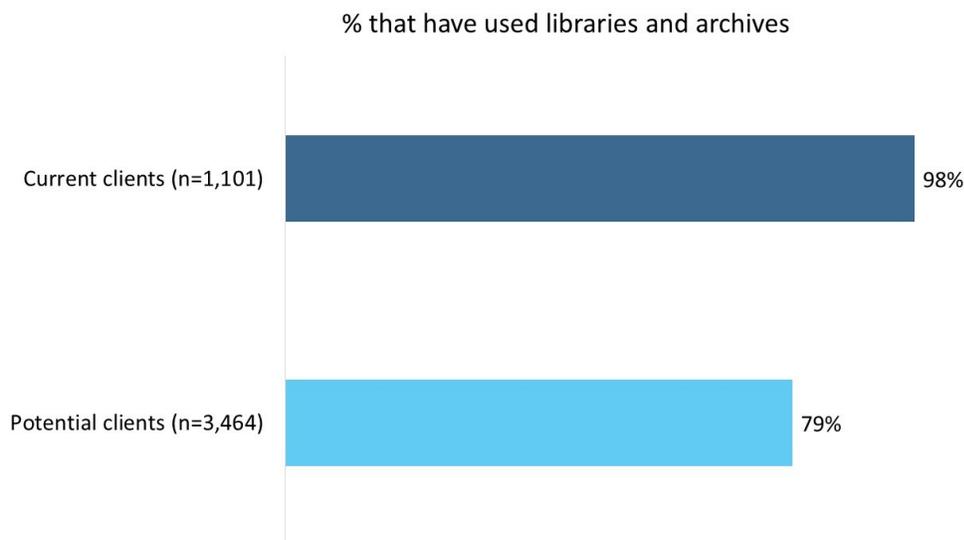
This section of the report presents the results for a series of questions asked of survey respondents about their use of libraries and archives. These questions were asked of both current (n=1,101) and potential (n=3,464) clients of Library and Archives Canada (LAC).

Most surveyed Canadians have used a library or archive

Virtually all (98%) of LAC's current clients have used a library or archive, either in person or through online services. A smaller but still significant majority of potential clients (79%) have also used a library or archive. Before responding to the question, respondents were informed of the following:

A library refers to an institution that has books, periodicals and other materials available for reference or lending. Archives refers to an institution that acquires, preserves and provides access to collections of archival materials.

Figure 1: Use of libraries and archives (current and potential clients)



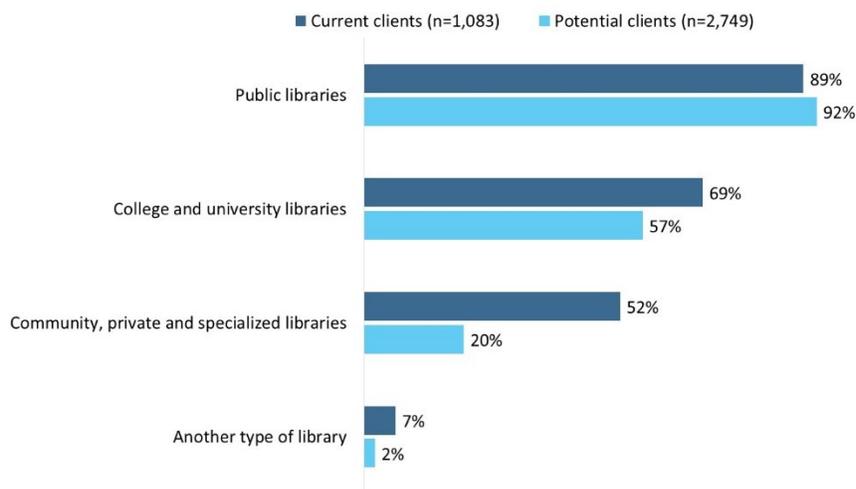
AQ1. Have you ever used a library or archives, whether visiting in person or using online services? Base: all respondents.

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Public libraries are the most commonly used type of library

Nine in 10 LAC clients—89% of current clients and 92% of potential clients—have used a public library. College and university libraries follow, with usage reported by 69% of current clients and 57% of potential clients. Community, private, and specialized libraries are less commonly used, with 52% of current clients and only 20% of potential clients reporting access to these types of libraries.

Figure 2: Types of libraries used (current and potential clients)

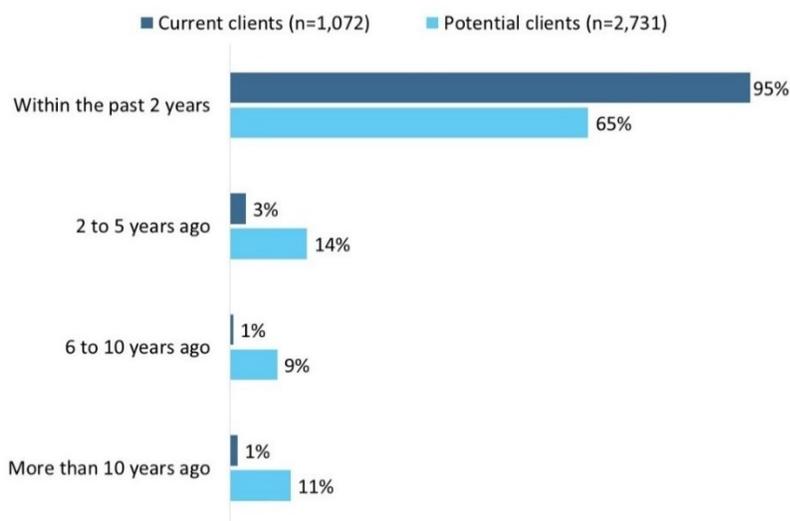


AQ2. Which of the following types of libraries or archives have you used, whether visiting in person or using online services? [Multiple responses accepted] Base: current and potential clients who have used a library.

Current LAC clients are more likely than potential ones to have used a library in the past 2 years

The vast majority of current clients (95%) reported having used a library within the past two years, compared to two-thirds of potential clients (65%).

Figure 3: Last visit to a library (current and potential clients)



AQ3. When did you last use a library, whether visiting in person or online? Base: current and potential clients who have used a public library, college and university libraries, and community, private or specialized libraries.

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LAC clients use libraries more frequently than potential clients

Almost six in 10 (58%) current LAC clients reported using libraries more than once a month, compared to one-third (34%) of potential clients.

Figure 4: Frequency of using libraries (current and potential clients)

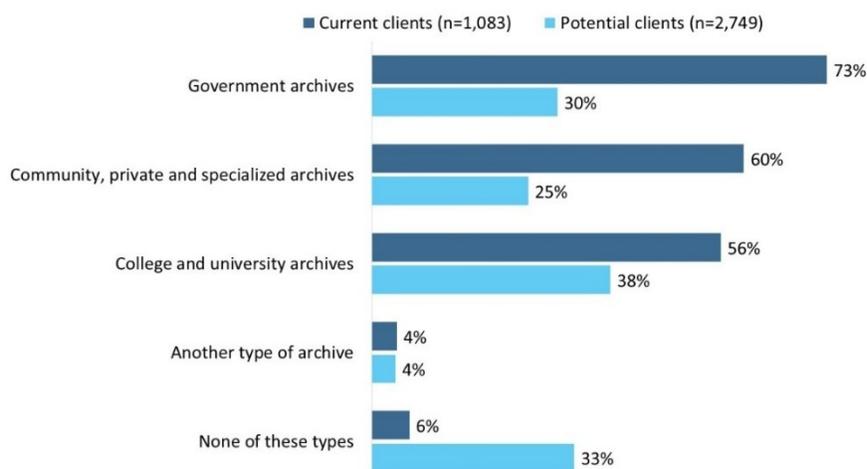


AQ4. On average, how frequently do you use libraries? Base: current and potential clients who have used a public library, college and university libraries, and community, private or specialized libraries within the past 2 years.

Government archives are the most commonly used type of archives

Three-quarters (73%) of current LAC clients have used government archives compared to 30% of potential clients. Use of community, private, and specialized archives follows, with 60% of current clients and 25% of potential clients. College and university archives are less commonly used, with 56% of current clients and 38% of potential clients reporting access.

Figure 5: Types of archives used (current and potential clients)



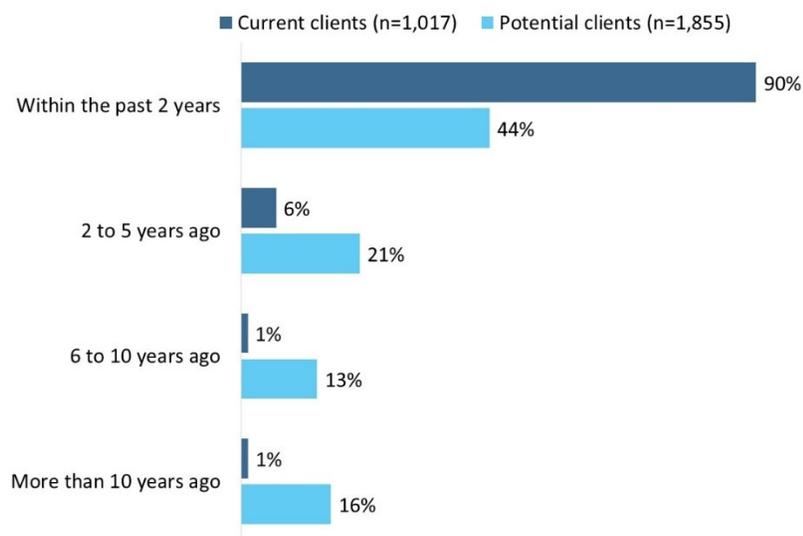
AQ2. Which of the following types of libraries or archives have you used, whether visiting in person or using online services? [Multiple responses accepted] Base: current and potential clients who have used archives.

Library and Archives Canada's Service Improvement Surveys

Current clients are more likely than potential one to have used archives in the past 2 years

Nine in 10 (90%) current LAC clients reported last using archives within the past two years. In contrast, only 44% of potential clients reported this.

Figure 6: Last visit to archives (current and potential clients)



AQ5. When did you last use archives, whether visiting in person or online? Base: current and potential clients who have used government archives, college and university archives, and community, private or specialized archives.

Half of current clients use archives more than once a month

Similar to library use, current clients access archives more frequently than potential clients. Half (50%) of current clients use archives more than once a month, compared to just under one-quarter (23%) of potential clients.

Figure 7: Frequency of using archives (current and potential clients)



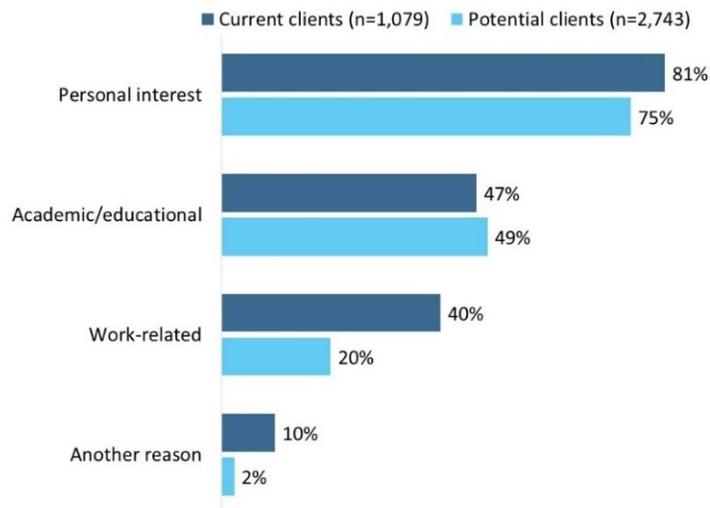
AQ6. On average, how frequently do you use archives? Base: current and potential clients who have used government archives, college and university archives, and community, private or specialized archives within the past 2 years.

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Most current and potential clients have used libraries and archives for personal interest

Most clients—81% of current and 75% of potential clients—have used a library or archives for personal interest. Academic or educational purposes follow, cited by 47% of current clients and 49% of potential clients. Work-related use is less common, reported by 40% of current clients and 20% of potential clients.

Figure 8: Purpose for using a library or archives (current and potential clients)



AQ7. For which purposes have you used a library or archives? [Multiple responses accepted] Base: current and potential clients who have used a library and/or archives.

Information, curiosity, and a passion project are reasons likely to lead people to use a library or archives

Respondents were asked how likely it is (using 4-point scale: very likely, likely, unlikely, very unlikely) that the following reasons might lead them to use a library or archives:¹

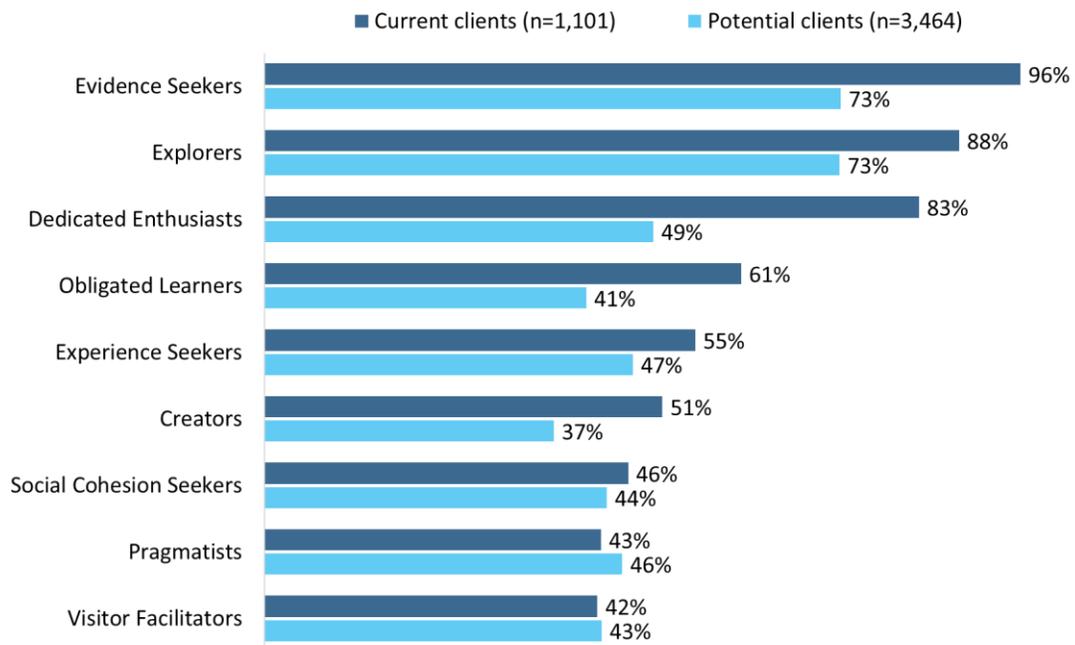
- I have specific information needs. [Evidence Seekers]
- I want inspiration to create my own content. [Creators]
- I need to provide information requested by someone else. [Obligated Learner]
- I'm curious to learn something new. [Explorers]
- I heard about this place, and I had to see it for myself. [Experience Seekers]
- I want to do something engaging with people I love. [Visitor Facilitators]
- I'm working on a passion project in my spare time. [Dedicated Enthusiasts]
- I need a convenient place to do something, a place that has things like free Wi-Fi, furniture, and meeting rooms, etc. [Pragmatists]
- I like places allowing for social interactions and providing a sense of community. [Social Cohesion Seekers]

Based on their responses, current and potential clients were segmented as follows:

¹ The label in parentheses after each statement indicates the specific Persona associated with the activity.

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Figure 9: Personas



AQ8. How likely is it that the following reasons might lead you to use a library or archives? Base: all respondents who selected a reason that corresponds to each “persona”.

Because clients can belong to more than one persona, the Personas are not mutually exclusive. As a result, analyzing survey results by Persona is limited, since some of the differences may reflect overlap rather than meaningful distinctions.

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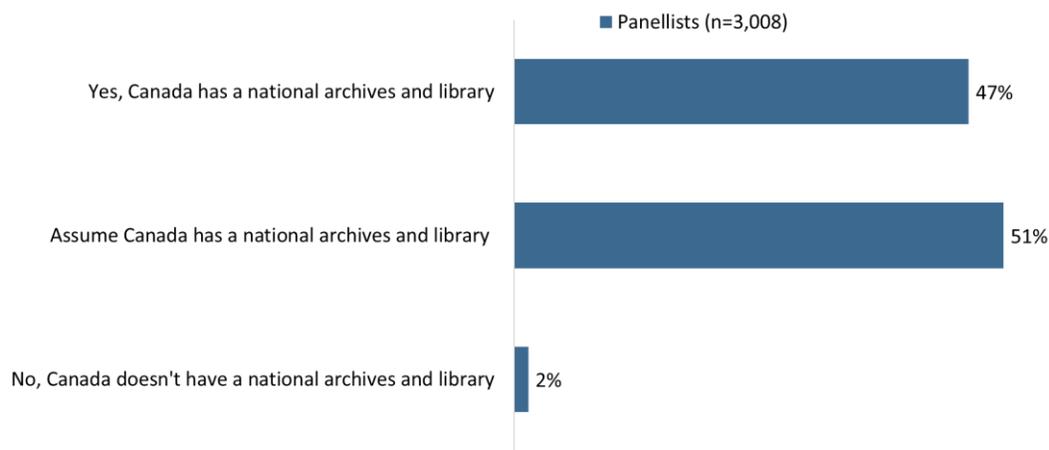
2. Awareness and Knowledge of LAC

This section of the report presents the results for a series of questions asked of survey respondents about their awareness and knowledge of Library and Archives Canada (LAC).

Half aware Canada has a national archives and library

Among respondents who were part of the panel survey (n=3,008), almost half (47%) are aware that Canada has a national archives and library and exactly half assume there is one. In contrast, very few respondents (2%) think Canada does not have a national archives and library.

Figure 10: Knowledge that Canada has a national archives and library (panellists)



Panel_BQ1A. To the best of your knowledge, does Canada have a national archives and library? Base: panellists.

Knowledge of Canada's national archives and library strong but varied

Respondents were asked what they know, if anything, about Canada's national archives and library (panellists) or LAC (intercept respondents).² To do so, they were presented with a list of elements that describe LAC.

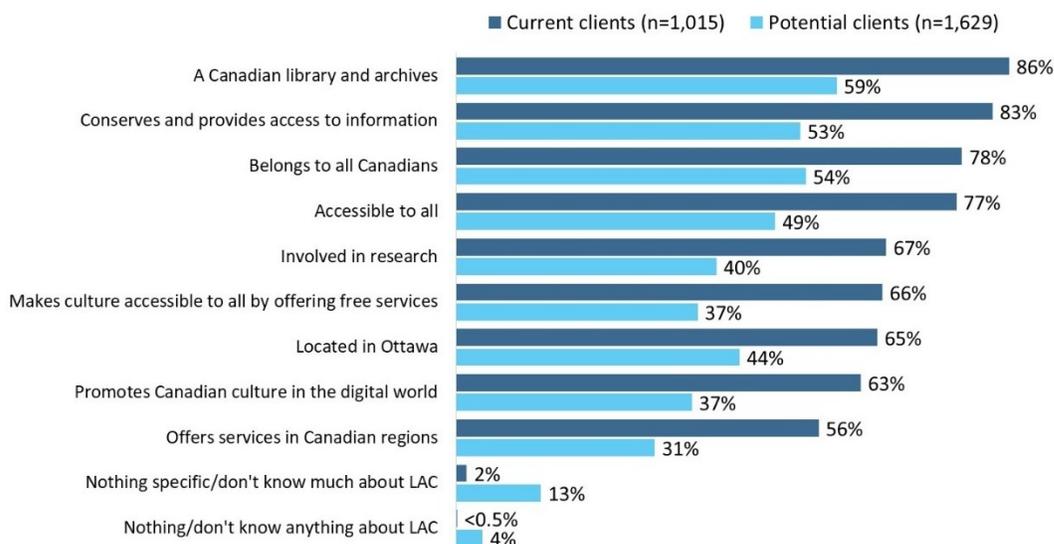
As shown in Figure 11, fewer potential clients identified elements they know about LAC than current clients. Specifically, 86% of current clients and 59% of potential clients said they are aware that LAC is a Canadian library and archives. Following this, 83% of current clients know that LAC conserves and provides access to information, while only 53% of potential clients reported knowing this. Belonging to all Canadians was reported by 78% of current clients and 54% of potential clients, while being accessible to all (regardless of age or education level) was reported by 77% current clients and 49% of potential clients.

Seventeen percent of potential clients said they do not know much or anything about LAC.

² The wording of the question differed between the panel and Intercept surveys, but it was designed to capture the same information—knowledge of Canada's national archives and library. Panellists were asked: What, if anything, do you know about Canada's national archives and library? Intercept respondents were asked: What, if anything, do you know about Library and Archives Canada? For narrative ease, "Library and Archives Canada" (not "Canada's national archives and library") is referenced when the results of these survey questions are presented.

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Figure 11: Knowledge of Canada's national archives and library (current and potential clients)



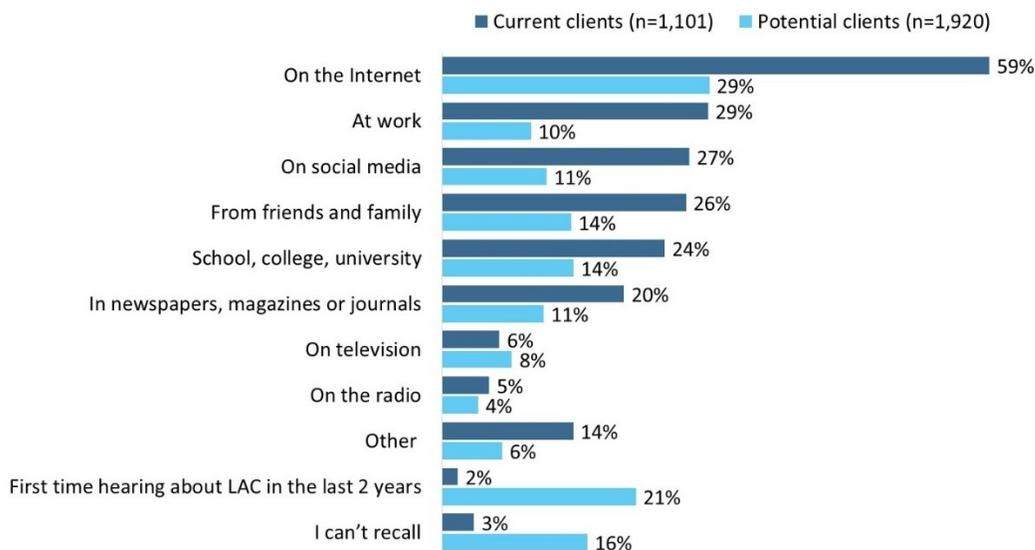
Panel_BQ2. What, if anything, do you know about Canada's national archives and library? [Multiple responses accepted]. Base: panellists who think Canada has a national archives and library.

Intercept_BQ2. What, if anything, do you know about Library and Archives Canada? [Multiple responses accepted]. Base: intercept respondents who have heard about Library and Archives Canada in the past 2 years.

Six in 10 current clients heard of LAC on the Internet

All respondents aware of LAC were asked how they had heard about the organization in the past two years. The majority of current clients learned about LAC online (59%), followed by work (29%), social media (27%), friends and family (26%), school (24%), and print media such as newspapers, magazines, or journals (20%). Much smaller proportions of potential clients had heard about LAC through these sources.

Figure 12: Source of Awareness of LAC (current and potential clients)



BQ1. In the past 2 years, how have you heard about Library and Archives Canada? Base: current and potential clients aware of LAC.

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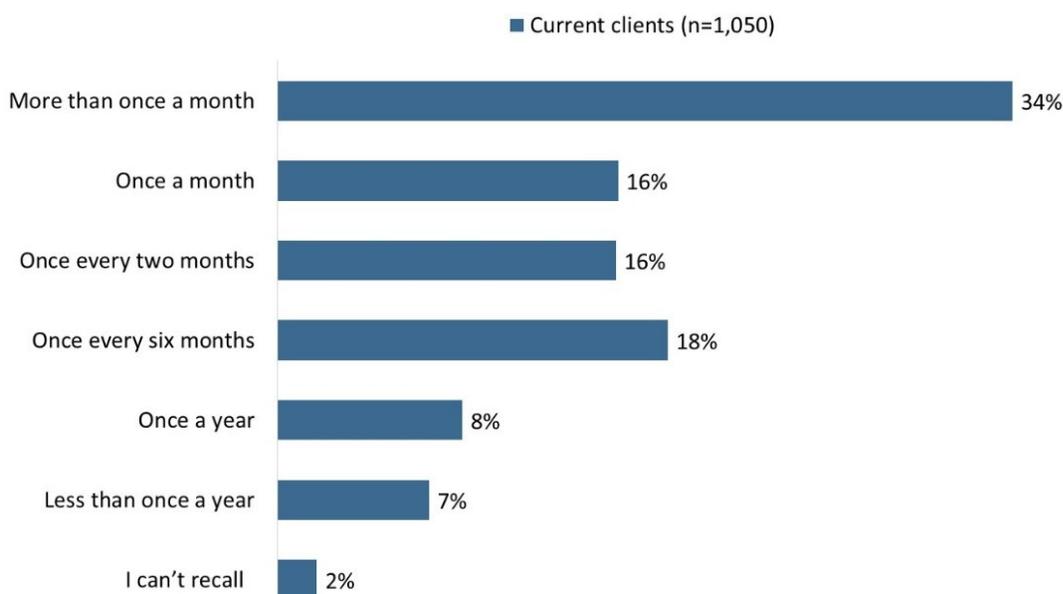
3. Use of LAC

This section of the report presents the results for a series of questions asked of survey respondents about their use of Library and Archives Canada (LAC). In total, 78% (n=793) of intercept respondents are current clients of LAC and 55% (n=308) of panel respondents are current clients of LAC.

One-third of current LAC clients use LAC more than once a month

One-third of current LAC clients (34%) use LAC more than once a month. Sixteen percent reported using LAC either once a month or once every two months, respectively. Another third of clients use LAC once a month (16%) or once every two months (16%), while 18% use LAC once every six months. Few current LAC clients use the services of LAC less frequently.

Figure 13: Frequency of using LAC’s services (current clients)



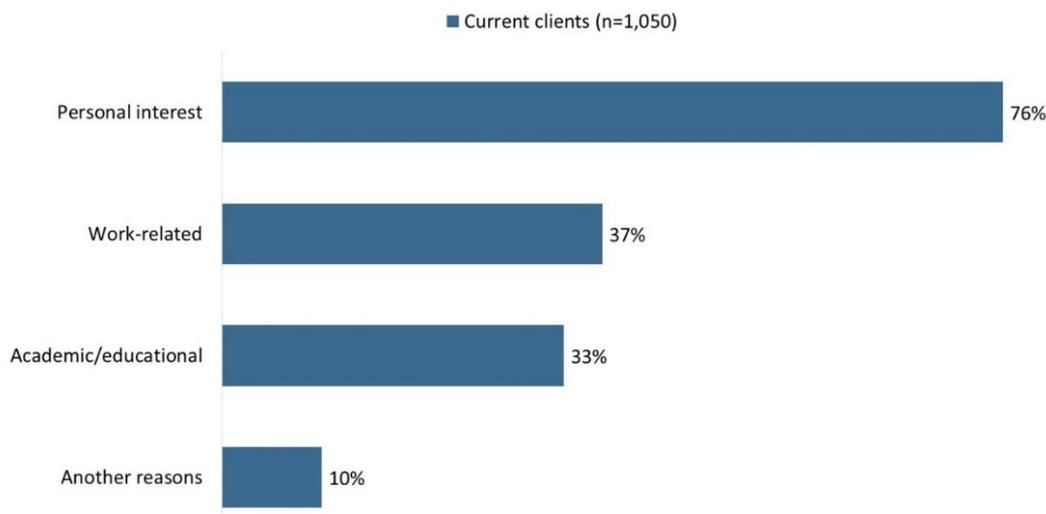
CQ3a. On average, how frequently do you use the services of Library and Archives Canada? Base: current clients.

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Most surveyed clients use LAC for personal interests, and access it through the website

Three-quarters (76%) of current clients use LAC for personal interests. Those who cited other reasons tended to elaborate on the specific reason for using LAC, such as for genealogy, family history and research.

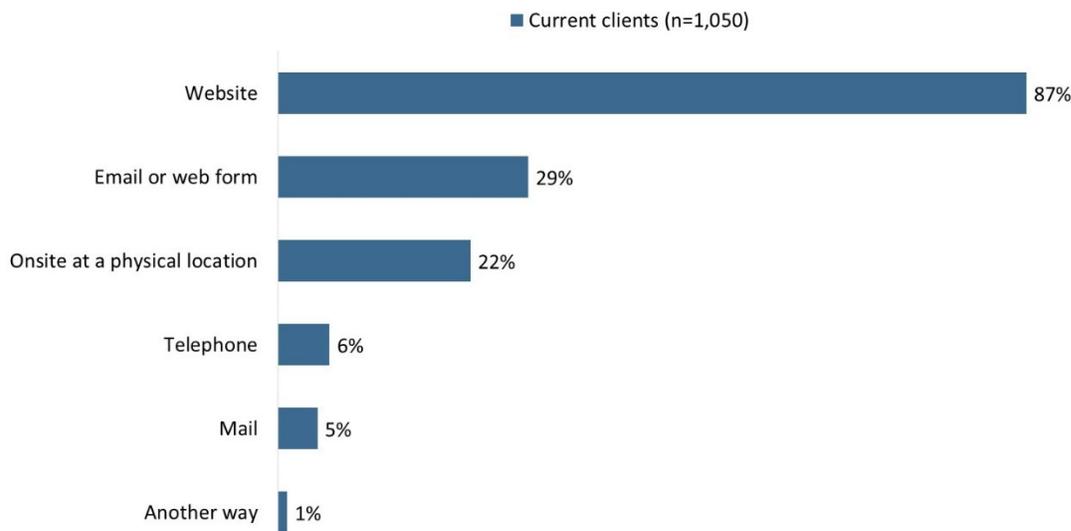
Figure 14: Reason for using LAC’s services (current clients)



CQ3. Focusing on the last 2 years, for which purposes have you used the services of Library and Archives Canada? [Multiple responses accepted]. Base: current clients.

The vast majority (87%) of current clients have accessed LAC through its website in the past two years. In addition, 29% used email or a web form, and 22% visited onsite at a physical location. Much smaller proportions reported accessing LAC by telephone (6%) and by mail (5%).

Figure 15: Service channels in the last 2 years (current clients)



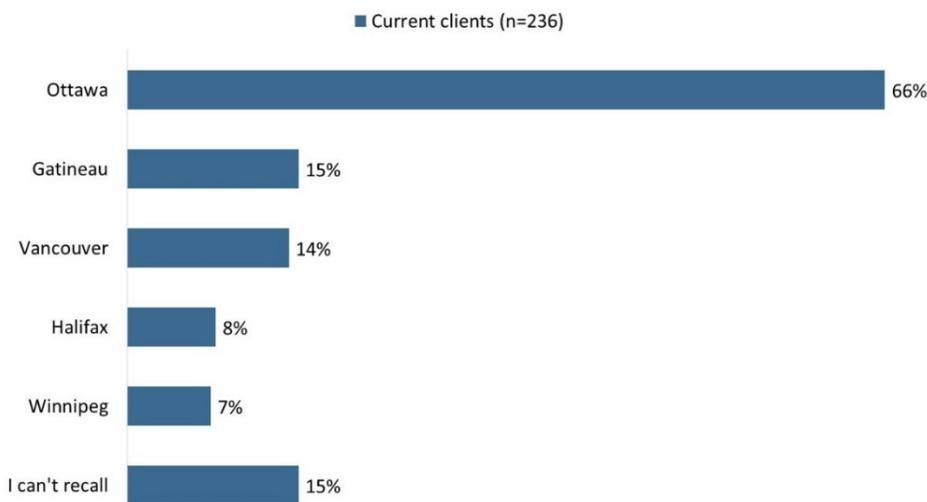
CQ4. In the last 2 years, how have you accessed the services of Library and Archives Canada? [Multiple responses accepted]. Base: current clients.

Library and Archives Canada’s Service Improvement Surveys

Two-thirds of LAC clients who physically accessed LAC have done so in Ottawa

Among current clients who physically accessed LAC (n=236), two-thirds said they did so in Ottawa.

Figure 16: Physical locations used in the last 2 years (current clients)

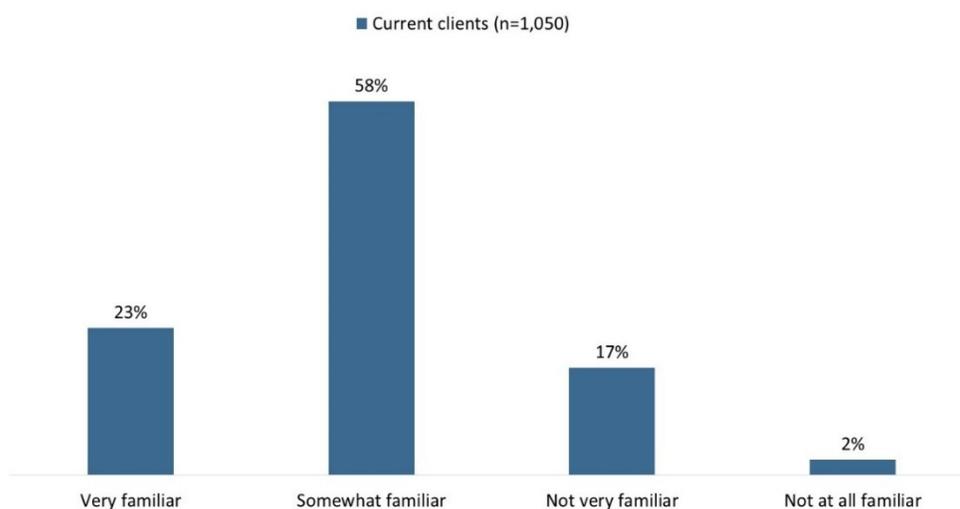


CQ5. Which of the following Library and Archives Canada physical locations did you visit in the last 2 years? [Multiple responses accepted]. Base: current clients who accessed LAC onsite at a physical location.

The vast majority of current clients are familiar with LAC’s services

Eighty-one percent of current clients are at least somewhat familiar with its services. However, familiarity tends to be moderate rather than strong, with 23% describing themselves as very familiar and 58% as somewhat familiar.

Figure 17: Familiarity with LAC’s services (current clients)



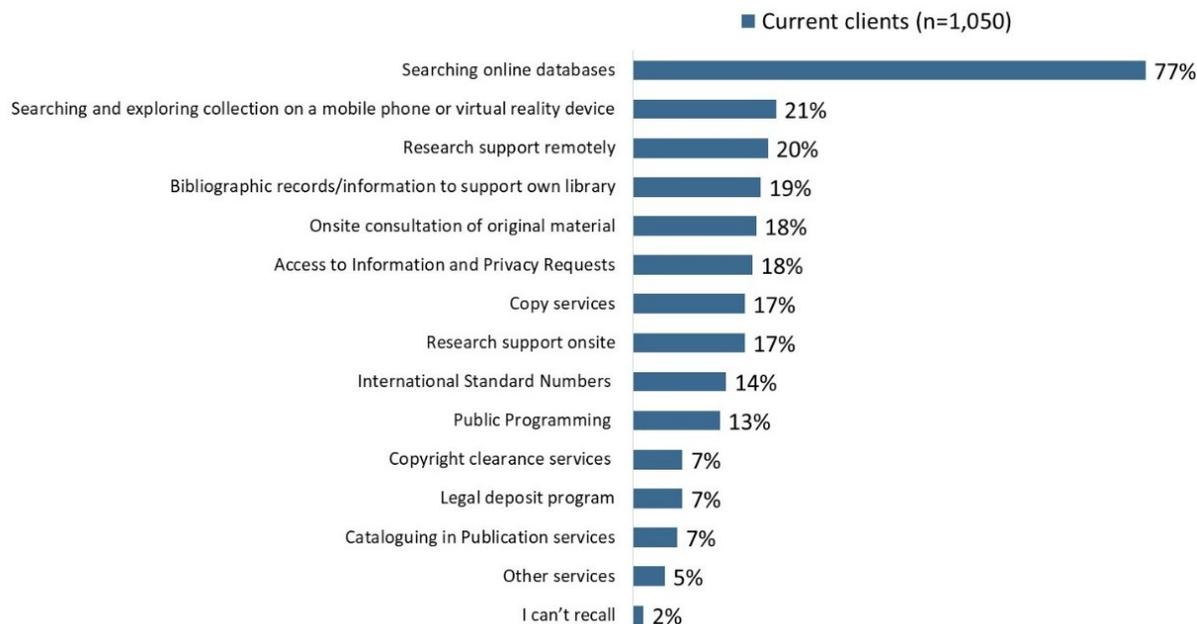
CQ6. Overall, how familiar are you with Library and Archives Canada’s services? Base: n=1,050; current clients.

Library and Archives Canada’s Service Improvement Surveys

Searching online databases most commonly used LAC service

Respondents were presented with a list of LAC’s service and asked to identify the services they have used in the last two years. More than three-quarters (77%) of current clients have searched LAC’s online databases. In fact, this was the only service identified by a majority of clients. All other services were used by fewer clients, as shown in Figure 18.

Figure 18: LAC services used in the last 2 years (current clients)



CQ7. Which of the following Library and Archives Canada services have you used in the last 2 years? [Multiple responses accepted]. Base: current clients.

Library and Archives Canada's Service Improvement Surveys

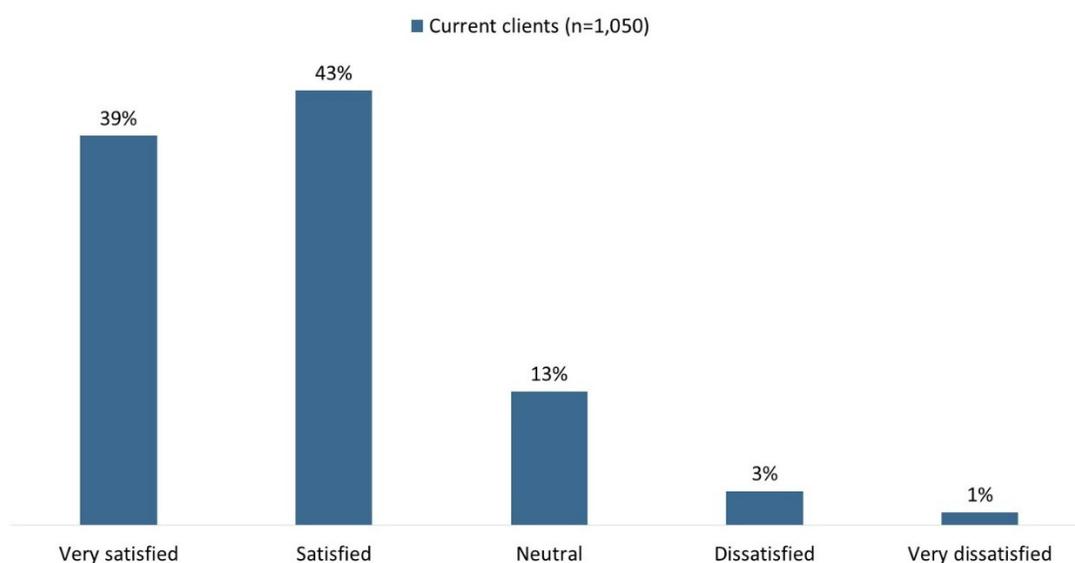
4. Overall Satisfaction with LAC's Services

This section of the report presents the results for a series of questions exploring clients' satisfaction with Library and Archives Canada (LAC). In total, 78% (n=793) of intercept respondents and 55% (n=308) of panel respondents are current clients of LAC.

More than three-quarters of current clients are satisfied with the overall quality of LAC's services

Seventy-eight percents of current clients are satisfied with the quality of services they received from LAC of the last two years, including 39% who are very satisfied. Very few (4%) were dissatisfied, while the rest were neutral.

Figure 19: Overall satisfaction with the quality of services received from LAC (current clients)



CQ9. All things considered, how satisfied are you with the quality of services you received from Library and Archives Canada over the last 2 years? Base: current clients.

Majority of current LAC clients are satisfied with the services they have used

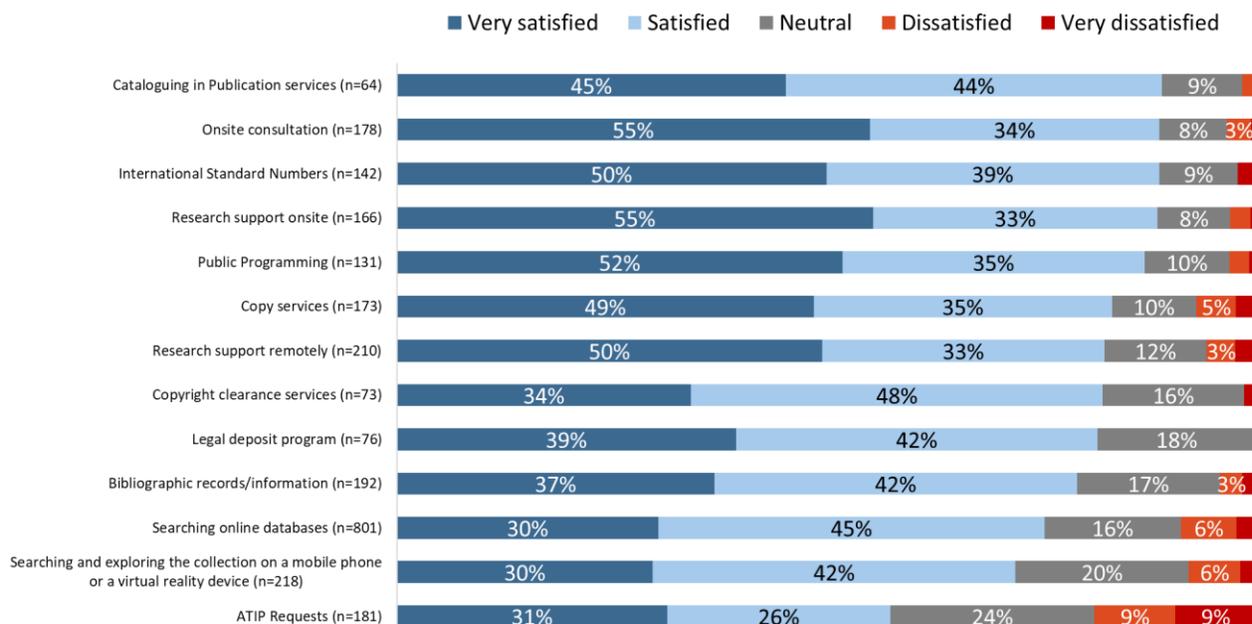
Satisfaction with the services offered by LAC was high among current clients. Roughly nine in 10 said they are satisfied with Cataloguing in Publication services (89%; 45% very satisfied and 44% satisfied), onsite consultation (89%; 55% very satisfied and 34% satisfied), International Standard Numbers (89%; 50% very satisfied and 39% satisfied), onsite research support (89%; 55% very satisfied and 33% satisfied), and public programming (87%; 53% very satisfied and 35% satisfied).

Additionally, eight in 10 are satisfied with copy services (83%), remote research support (82%), copyright clearance services (82%), the legal deposit program (82%), and bibliographic records or information (79%). Three-quarters (75%) are satisfied with searching online databases, while 72% are satisfied with searching and exploring the collections on a mobile phone or virtual reality device.

Fewer, but still a majority of 57% are satisfied with the ATIP request service. Among the rest, 24% were neutral and 18% were dissatisfied with their experience using the service in the last two years.

Library and Archives Canada's Service Improvement Surveys

Figure 20: Satisfaction with the services offered by LAC (current clients)



CQ8. How satisfied are you with the Library and Archives Canada services you have used in the last 2 years? Base: current clients who interacted with LAC staff in the last 2 years, excluding those who said something does not apply to them.

Genealogy and family history and Canadian history and land are the most popular topics of interest among current and potential clients of LAC

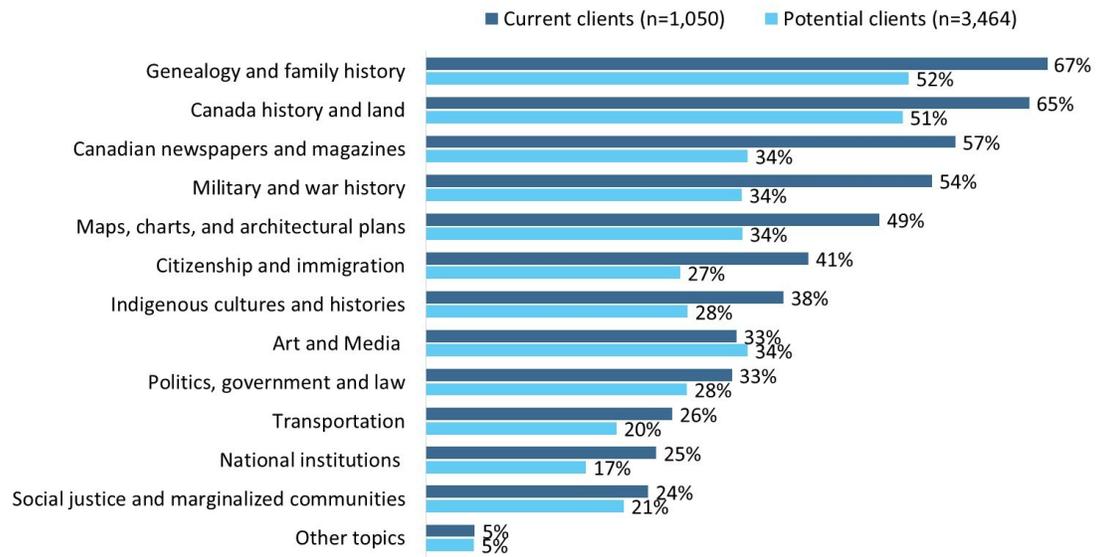
When asked which of the topics currently included in LAC's collections are of interest to them, two-thirds of current LAC clients pointed to *genealogy and family history* (67%) and *Canada history and land* (65%). Smaller majorities expressed interest in *Canadian newspapers and magazines* (57%) and *military and war history* (54%).

Among potential clients of LAC, *genealogy and family history* (52%) and *Canadian history and land* (51%) also are the most commonly cited areas of interest within LAC's collections. Additionally, approximately one-third of potential clients expressed interest in *Canadian newspapers and magazines* (34%), *art and media* (34%), *military and war history* (34%), and *maps, charts, and architectural plans* (34%).

The full list of topics and preferences can be found in Figure 21.

Library and Archives Canada's Service Improvement Surveys

Figure 21: Topics of interest in LAC's current collections (current and potential clients)



CQ10. The topics currently included in Library and Archives Canada's collections are listed below. Which ones are of interest to you? Base: current clients.

CNQ11. The topics currently included in Library and Archives Canada's collections are listed below. [Multiple responses accepted]. Which ones are of interest to you? Base: potential clients.

Library and Archives Canada's Service Improvement Surveys

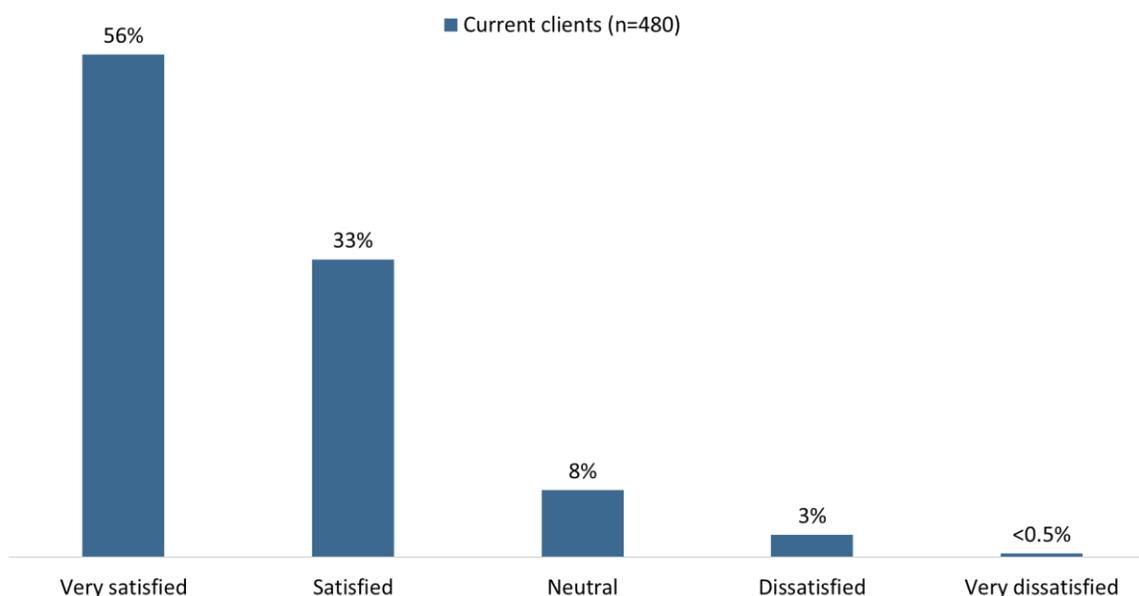
5. Experience and Satisfaction with LAC Staff

This section of the report presents the results for a series of questions exploring clients' experience and satisfaction with Library and Archives Canada (LAC). In total, 43% (n=480) of clients said they have interacted with LAC's staff over the past two years, whether in-person, through email or through other channels, such as telephone or videoconference.

Widespread satisfaction with LAC's staff

Nine in 10 (89%) clients are satisfied with the quality of the interactions they have had with LAC staff over the past two years, including 56% who reported being very satisfied. Clients not satisfied were more likely to be neutral (8%) than dissatisfied (3%).

Figure 22: Overall satisfaction with LAC staff (current clients)



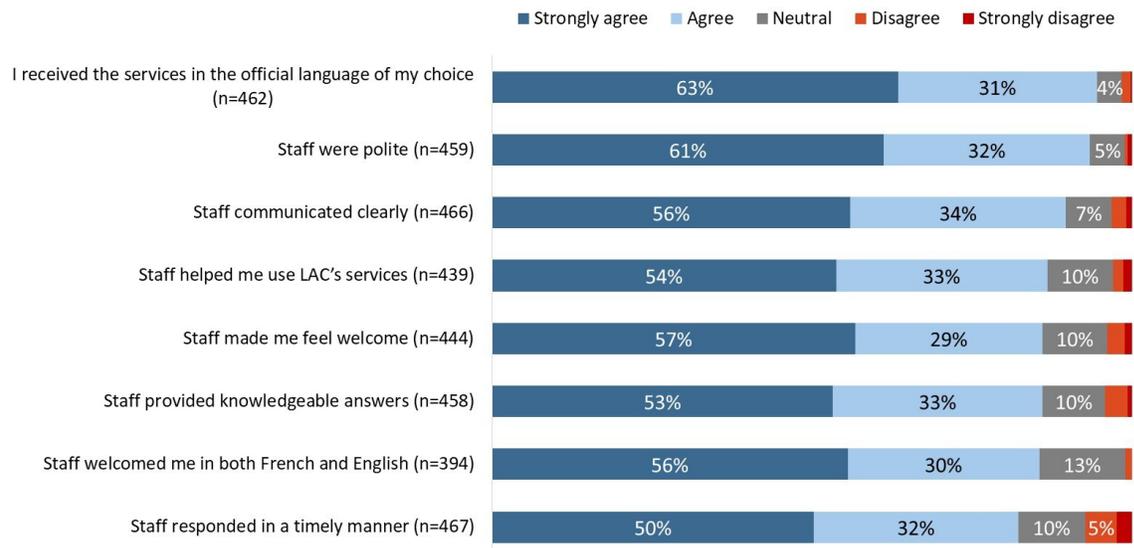
DQ3. Overall, how satisfied are you with the quality of the interactions you've had with Library and Archives Canada staff over the past 2 years? Base: n=480; current clients who interacted with LAC staff in the last 2 years.

Perceptions of LAC staff are very positive

Not only are clients satisfied with the quality of their interactions with LAC, but they also provided highly positive assessments of various service aspects. Specifically, the vast majority agreed or strongly agreed that LAC staff communicated to them in their preferred official language (95%), were polite (93%), and communicated clearly (90%). Nearly as many felt that staff helped them use LAC's services (87%), made them feel welcome (86%), provided knowledgeable answers (86%), and welcomed them in both official languages (86%). Moreover, for all service attributes assessed, clients were more likely to strongly agree than to simply agree.

Library and Archives Canada's Service Improvement Surveys

Figure 23: Perceptions of LAC staff (current clients)



*Values of less than 4% are not displayed in the graph.

DQ2. Thinking about the interactions you've had with Library and Archives Canada staff over the past 2 years, how much do you agree or disagree with the following statements? Base: current clients who interacted with LAC staff in the last 2 years, excluding those who said something does not apply to them.

Library and Archives Canada's Service Improvement Surveys

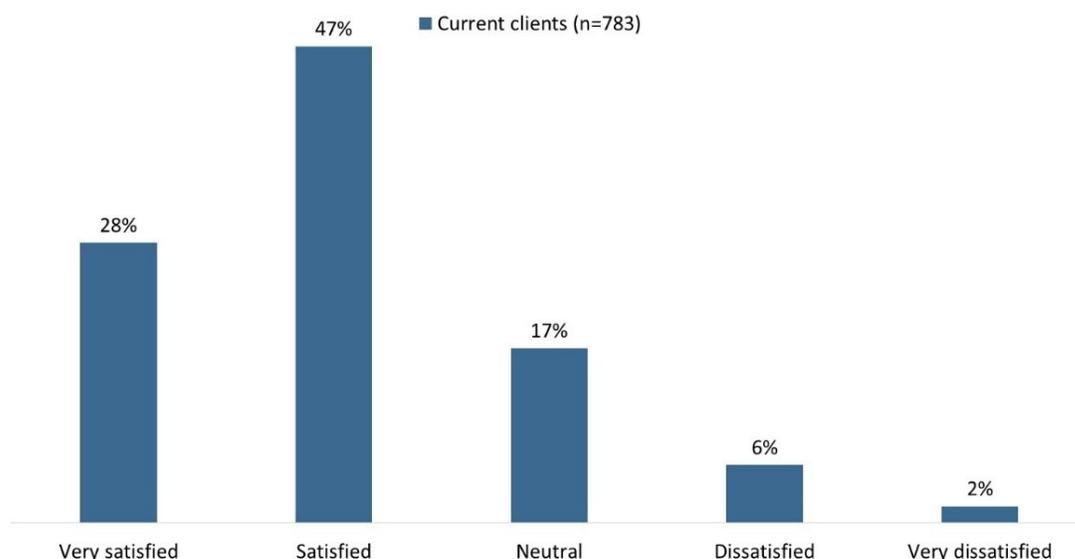
6. Evaluation of LAC's Online Services and Resources

This section reports on clients' experience and satisfaction with Library and Archives Canada (LAC)'s online services. In total, 87% (or n=918) of current clients said they accessed the services of LAC online through its website in the last two year. This includes 744 intercept respondents and 174 panel respondents.

Three-quarters are satisfied with LAC's website

Most surveyed clients who have used LAC's website in the past two years (n=783) are satisfied with their experience. Satisfaction, however, is more moderate than strong, indicating that there is room to improve clients' online experience. Twenty-eight percent of clients are very satisfied with their experience and 47% are simply satisfied. Those not satisfied with their service experience were more likely to be neutral (17%) than to express any level of dissatisfaction (8%).

Figure 24: Overall satisfaction with LAC's website (current clients)



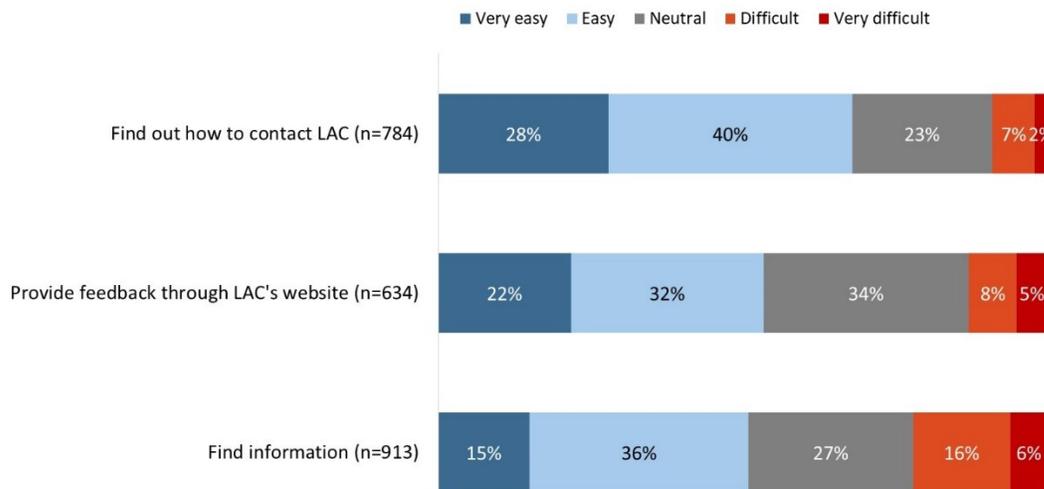
EQ19. Overall, how satisfied are with your experience using Library and Archives Canada's website during the past 2 years? Base: current clients who have used LAC's website in the past two years.

Half or more offer positive assessments of LAC's website

Highlighting overall satisfaction with LAC's website, just over two-thirds of current clients (68%) found it easy or very easy to locate contact information for LAC on the website. Slightly more than half (54%) reported that providing feedback through the website was easy or very easy. Meanwhile, 51% said it was easy or very easy to find the information they needed on LAC's website, though 22% found this task difficult or very difficult.

Library and Archives Canada’s Service Improvement Surveys

Figure 25: Impressions of LAC’s website (current clients)



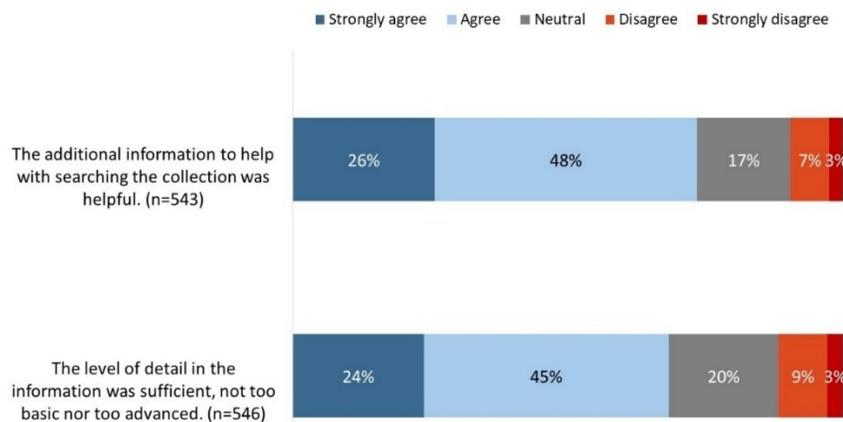
EQ1. When thinking about your use of Library and Archives Canada’s website, how easy or difficult was it to do the following? Base: current clients who used LAC’s online services in the past 2 years, excluding those who said something does not apply to them.

Most offer positive ratings of LAC’s research guides and tools

Six in 10 (60%) clients who have accessed LAC’s services through its website have used the research guides and tools in the past 2 years. Among those who have (n=548), three-quarters (74%) felt that the additional information to help with searching the collections was helpful, while 69% said that the level of detail in the information was sufficient, not too basic nor too advanced.

More respondents agreed with each statement, however, than strongly agreed, indicating that there is room to improve the online research guides and tools.

Figure 26: Assessments of LAC’s online research guides and tools (current clients)



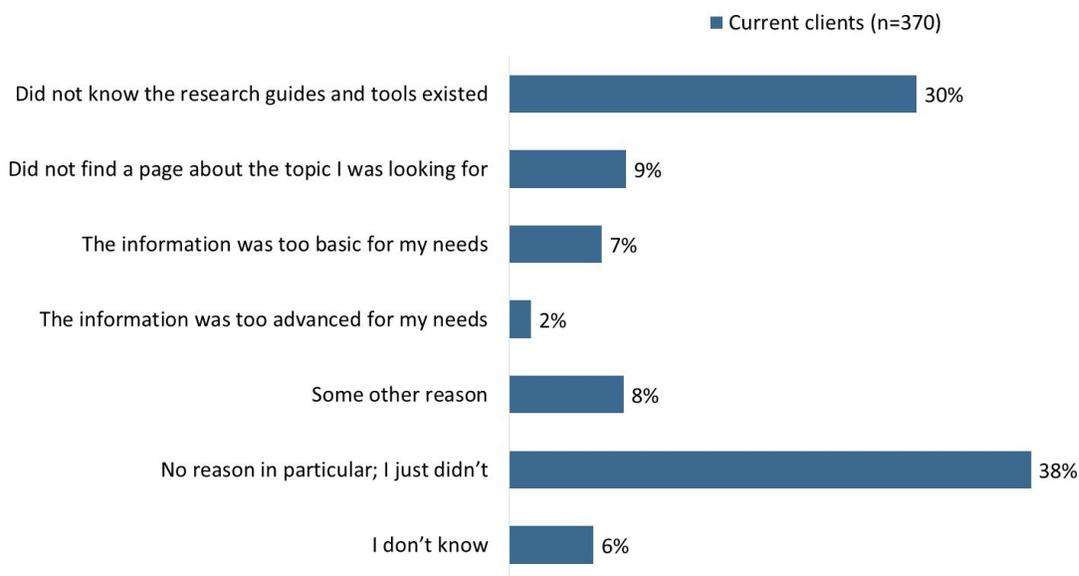
EQ3. Thinking about your use of Library and Archives Canada’s online research guides and tools over the past 2 years, how much do you agree or disagree with the following statements? Base: current clients who used LAC’s research guides and tools in the past 2 years, excluding those who said something does not apply to them.

Library and Archives Canada’s Service Improvement Surveys

Lack of awareness is the only reason cited with any frequency for not using LAC’s research guides and tools

Clients who have not used LAC’s online research guides and tools over the past 2 years (n=370) were asked to explain why. Three in 10 (30%) cited a lack of awareness as the reason. All other reasons were mentioned by only a small number of respondents, as shown in Figure 27. The largest proportion (38%) did not provide a specific reason for not using the online research guides and tools.

Figure 27: Reasons for not using LAC’s online research guides and tools (current clients)



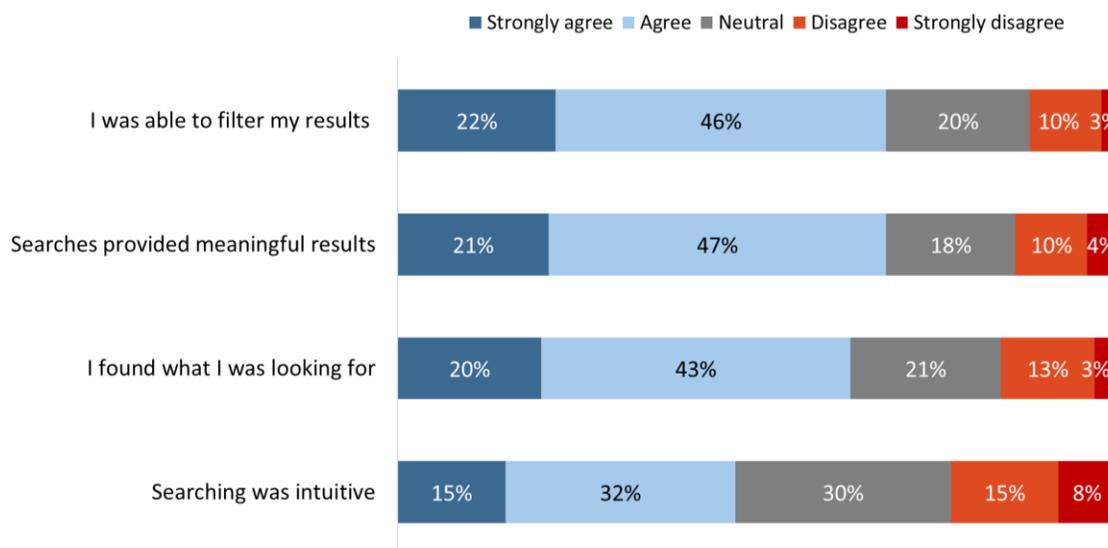
EQ4. What is the main reason you did not use Library and Archives Canada’s online research guides and tools? [Multiple responses accepted]. Base: current clients who have not used LAC’s research guides and tools in the past 2 years.

Library and Archives Canada’s Service Improvement Surveys

Assessment of *Collection Search* are positive in most areas

Two-thirds (67%) of clients who accessed LAC’s services through its website have used *Collection Search* in the past 2 years. Among them (n=614), just over two-thirds were able to refine their search using filters (68%) and felt the searches research were meaningful (68%). Additionally, a majority (63%) successfully found what they were looking for when using *Collection Search*. The one aspect of *Collection Search* where assessments were less positive was the intuitiveness of the search function. Few than half (47%) agreed that searching was intuitive, while nearly one-quarter (23%) disagreed, suggesting room for improvement in search usability.

Figure 28: Assessments of *Collection Search* (current clients)



EQ6. Thinking about your use of *Collection Search* over the past 2 years, how much do you agree or disagree with the following statements? Base: n=614; current clients who have used *Collection Search* in the past 2 years, excluding those who said something does not apply to them.

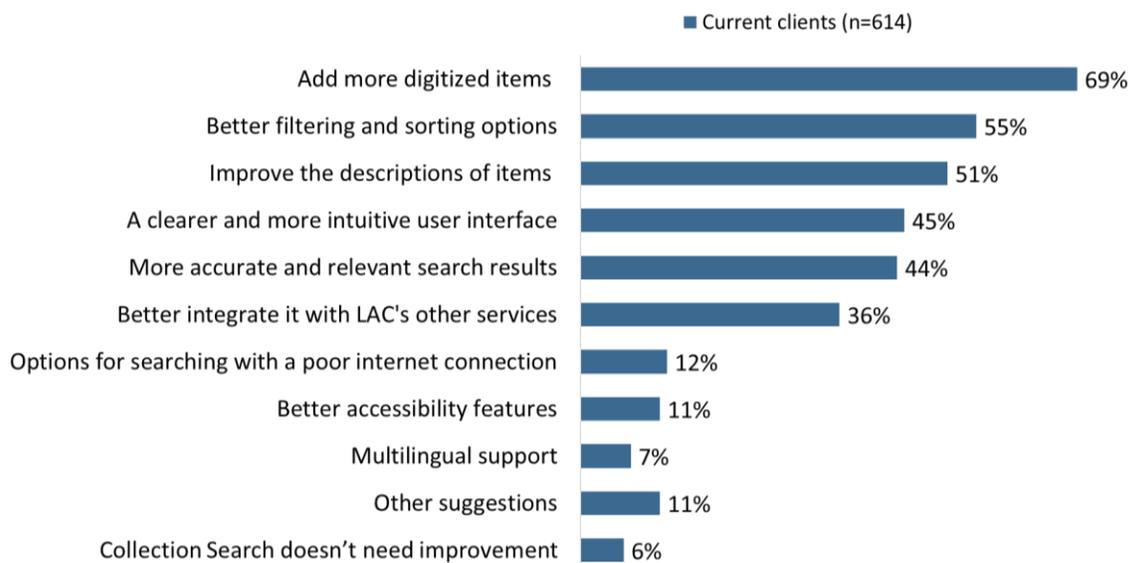
Clients suggested several changes for *Collection Search*, with the most common being the addition of more digitized items

Clients who used *Collection Search* in the past two years (n=614) were asked to select from a list of potential changes the ones that would improve their experience using the service. Seven in 10 (69%) surveyed clients indicated that adding more digitized items would improve their experience using *Collection Search*. Following this, 55% pointed to better filtering and sorting options and 51% to improved item descriptions as changes that would make their experience with *Collection Search* better. Six percent said *Collection Search* does not need any improvement. The proportion of clients selecting other changes can be found in Figure 29.

Additionally, 11% of respondents offered other changes for LAC’s consideration. These included adding the option to use Soundex for name spelling, referrals to affiliated sites when relevant (e.g., Canadiana.ca), the 1926 Census to Ancestry, as well as links to *Aurora* and the old archival collections, and more digitized photographic images. The complete list of suggested improvements is provided in a separate document.

Library and Archives Canada's Service Improvement Surveys

Figure 29: Suggestions to improve *Collection Search* (current clients)

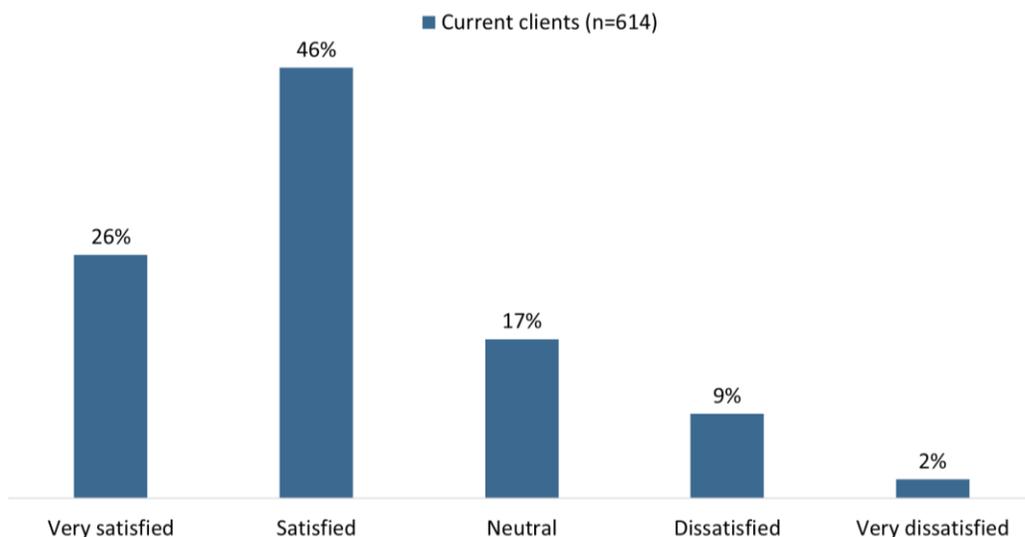


EQ7. Which, if any, of the following changes would improve your experience using *Collection Search*? [Multiple responses accepted]. Base: current clients who have used *Collection Search* in the past 2 years.

Seven in ten clients are satisfied with *Collection Search*

Among clients who used *Collection Search* in the past two years (n=614), 72% are satisfied, including one-quarter (26%) who are very satisfied with the service.

Figure 30: Overall satisfaction with *Collection Search* (current clients)



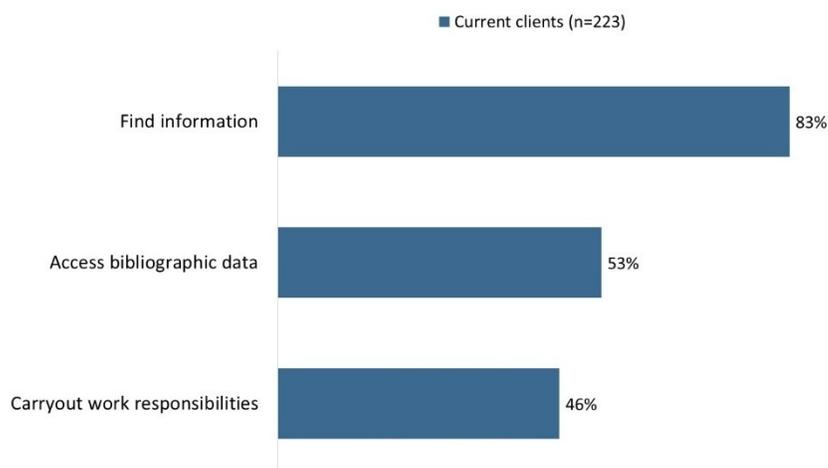
EQ8. All things considered, how satisfied are you with *Collection Search*? Base: current clients who have used *Collection Search* in the past 2 years.

Library and Archives Canada’s Service Improvement Surveys

Finding information is the main reason clients use *Aurora*

Just over one-third (36%) of clients who have used *Collection Search* in the past two years have also used *Aurora*. Those who have used *Aurora* (n=223) are most likely to have done so to find information (83%). Additionally, 52% have used *Aurora* to access bibliographic data and 46% to carryout their work responsibilities.

Figure 31: Reasons for using *Aurora* (current clients)

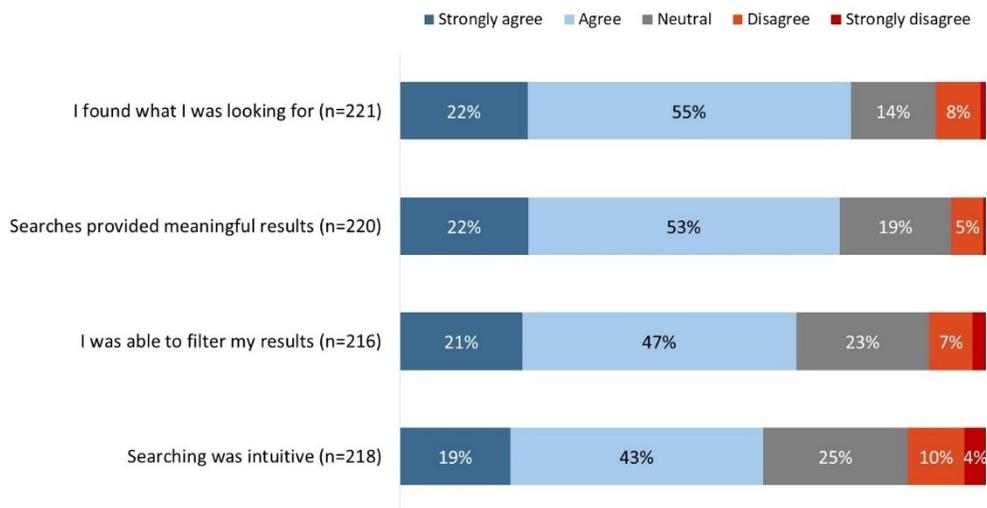


EQ10. Focusing on the last 2 years, for which purposes have you used *Aurora*? Base: current clients who have used *Aurora* in the past 2 years. [Multiple responses accepted].

The majority of those who used *Aurora* offered favourable assessments of the service

Approximately three-quarters of those who used *Aurora* found what they were looking for (77%) and received meaningful results (75%), while roughly two-thirds (68%) were able to filter the results to refine their search. Additionally, 62% agreed that searching *Aurora* was intuitive.

Figure 32: Assessments of *Aurora* (current clients)



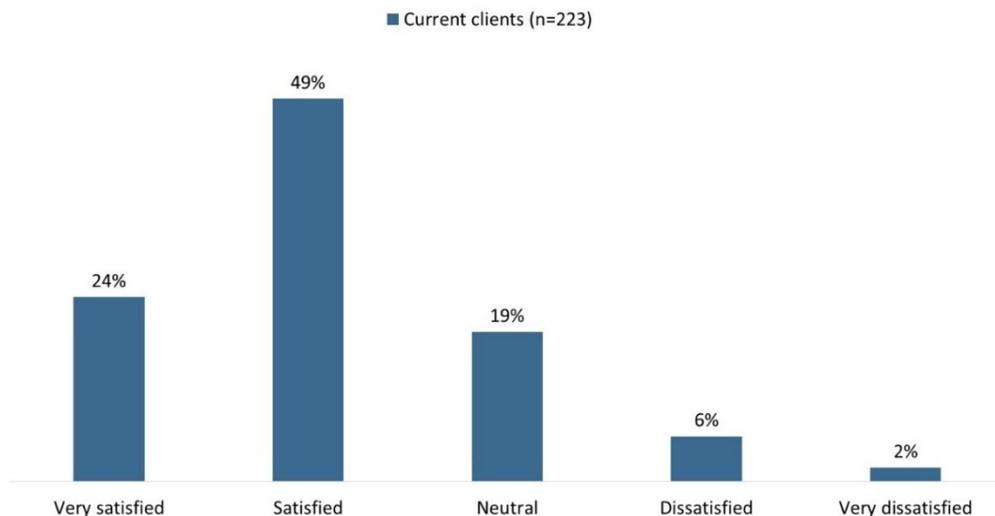
EQ11. Thinking about your use of *Aurora* over the past 2 years, how much do you agree or disagree with the following statements? Base: current clients who have used *Aurora* in the past 2 years, excluding those who said something does not apply to them.

Library and Archives Canada's Service Improvement Surveys

Most are satisfied with *Aurora*

Highlighting clients' positive experiences with *Aurora*, 73% express satisfaction with the service, including 24% who are very satisfied. Only 8% report dissatisfaction, while the remainder are neutral.

Figure 33: Overall satisfaction with *Aurora* (current clients)

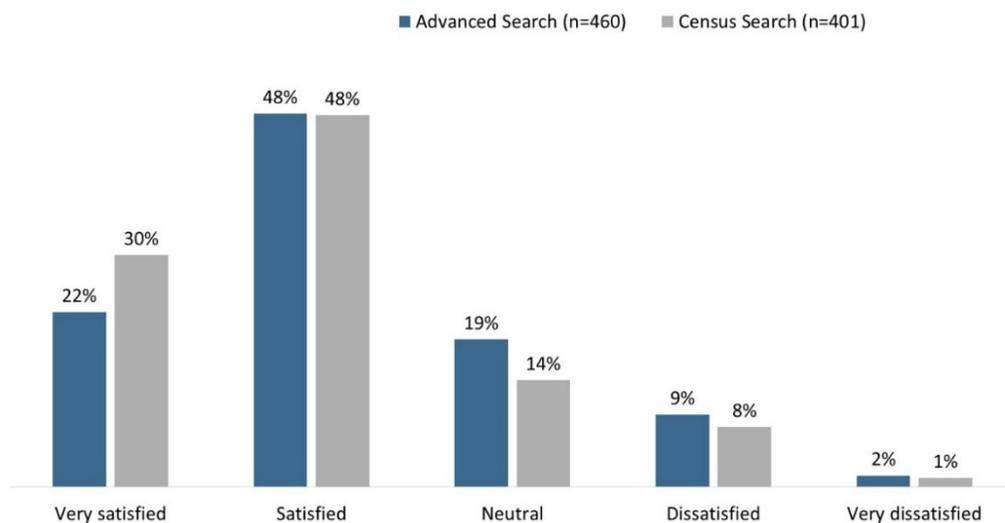


EQ12. All things considered, how satisfied are you with *Aurora*? Base: current clients who have used *Aurora* in the past 2 years.

Clients are satisfied with *Advanced Search* and *Census Search*

Three-quarters (75%) of clients have used *Advanced Search*, while two-thirds (65%) have used *Census Search*. Among those who have used each service, satisfaction is strong, with 78% satisfied or very satisfied with *Census Search* and 70% with *Advanced Search*.

Figure 34: Satisfaction with *Advanced Search* and *Census Search* (current clients)



EQ14. How satisfied are you with...? Base: current clients who have used *Advanced Search* or *Census Search* in the past 2 years.

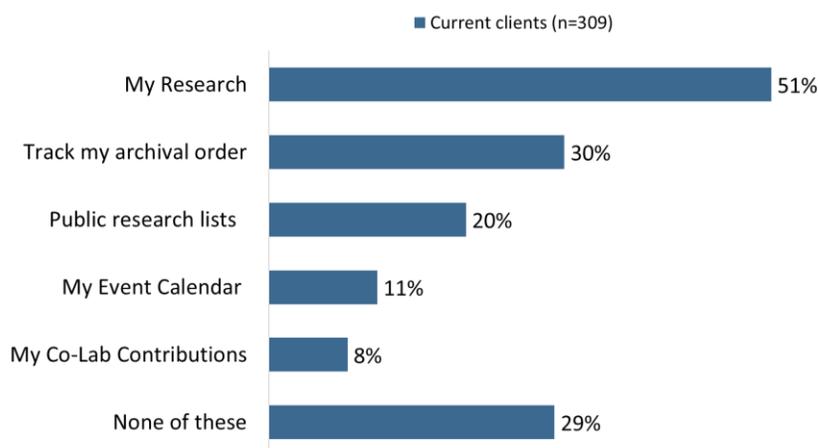
Library and Archives Canada's Service Improvement Surveys

One-third of website users have created a user account, with half having used *My Research*

All clients who used LAC's website in the past two years were asked if they created a user account, *My LAC Account*. In response, one-third (34%) said they have *My LAC Account*, while the majority (52%) do not. The rest (15%) did not know if they created an account.

Among clients with *My LAC Account* (n=309), 51% have used *My Research* in the past two years. Fewer have used other features: 30% have used *Track my archival order*, 20% the *Public research lists* tool, 11% *My Event Calendar*, and 8% *My Co-Lab Contributions*. Three in 10 (29%) clients with *My LAC Account* have used none of these features.

Figure 35: Use of LAC's *My Account* (current clients)

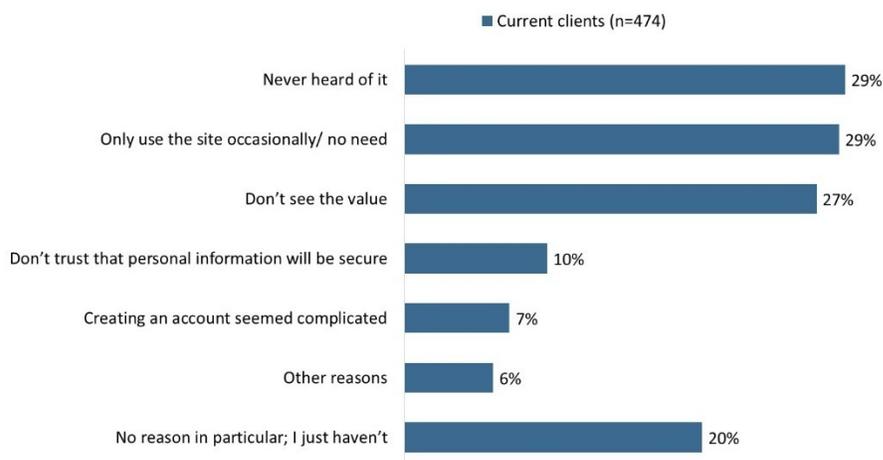


EQ16. Which of the following My Account features have you used in the past 2 years? Base: current clients who created a user account with LAC My Account. [Multiple responses accepted].

Perceived lack of need and lack of awareness are the main reasons for not creating a user account

Those who do not have a *LAC My Account* (n=474) attributed this to several reasons, including lack of need (29%), lack of awareness (29%), and perceived lack of value (27%).

Figure 36: Reasons for not creating a *LAC Account* (current clients)



EQ17. Why haven't you created a Library and Archives Canada Account? Base: current clients who have not created a user account with *LAC My Account*.

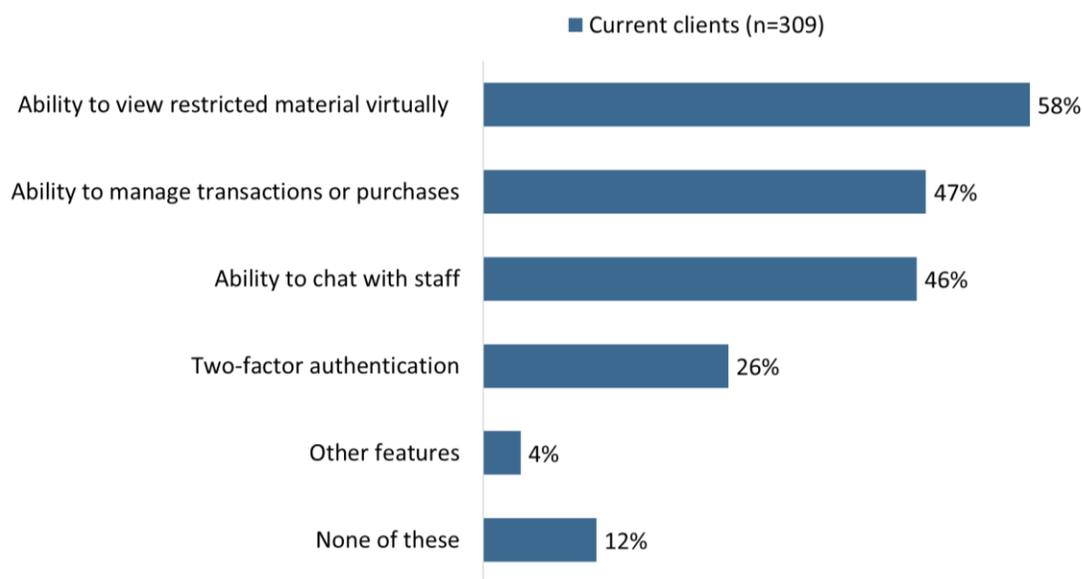
Library and Archives Canada’s Service Improvement Surveys

Two in 10 (20%) offered no reason, while 6% volunteered other reasons, including not knowing how to create an account, lack of time, and living outside of Canada, among others.

My LAC Account users are interested in additional features

As show in Figure 37, many *My LAC Account* holders (n=309) are interested in being able to view restricted material virtually in their account (58%), manage transactions or purchases (47%), and chat with staff (46%). Additionally, one-quarter (26%) would like to see two-factor authentication security added to My Account. Twelve percent of *My LAC Account* holders are not interested in seeing any of these features added to My Account.

Figure 37: Features of interest to add to *My LAC Account* (current clients)



EQ18. Which, if any, of the following features would you be interested in seeing added to My Account? Base: current clients who have created a user account with *My LAC Account*.

Library and Archives Canada’s Service Improvement Surveys

7. Accessibility of Services

This section of the report presents the results for a series of questions asked of current and potential clients about the accessibility of Library and Archives Canada (LAC)’s services. This includes 215 current clients (n=135 intercept respondents and n=80 panel respondents) and 199 potential clients (n=132 intercept respondents and n=67 panel respondents).

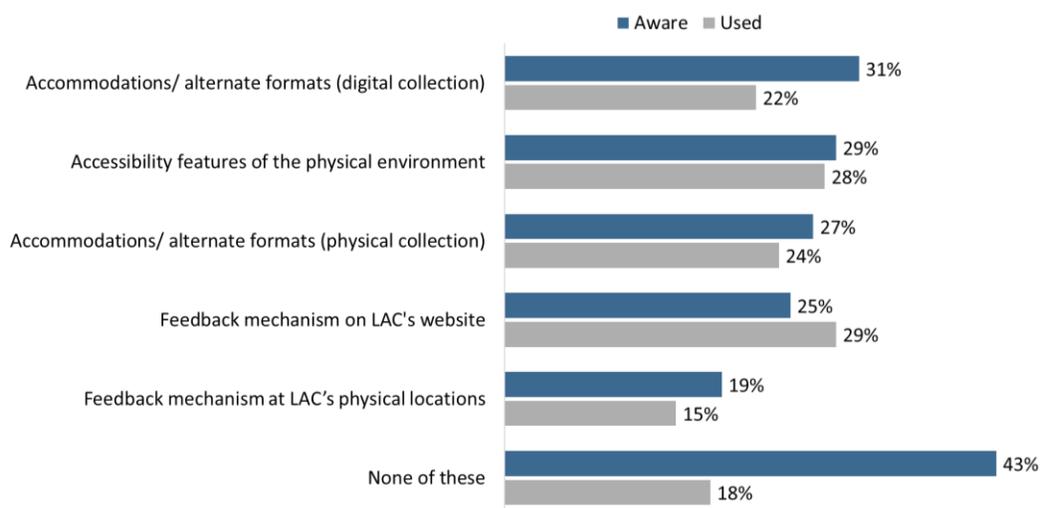
Awareness and use of LAC’s accessibility features are not widespread

The largest proportion of current clients with a disability (43%) are unaware of any of LAC’s accessibility features. Awareness is highest for accommodations and alternate formats when using the digital collections (31%) and lowest for the feedback mechanism at LAC’s physical locations (19%).

Among clients aware of these features (n=123), the feedback mechanism on LAC’s website (29%) and the accessibility features of the physical environment (28%) were the most commonly used or experienced by clients. Following this, 24% used accommodations and alternate formats for documents when accessing the physical collections and 22% used these when accessing the digital collections. Relatively few clients aware of the feedback mechanism at LAC’s physical locations reporting using this feature (15%).

Almost two in 10 (18%) clients with a disability who are aware of at least one of LAC’s accessibility features have not used any of them.

Figure 38: Awareness of LAC’s accessibility features (current clients)



HQ2. Which of Library and Archives Canada’s accessibility features are you aware of? Base: n=215; current clients who identify as having a disability.

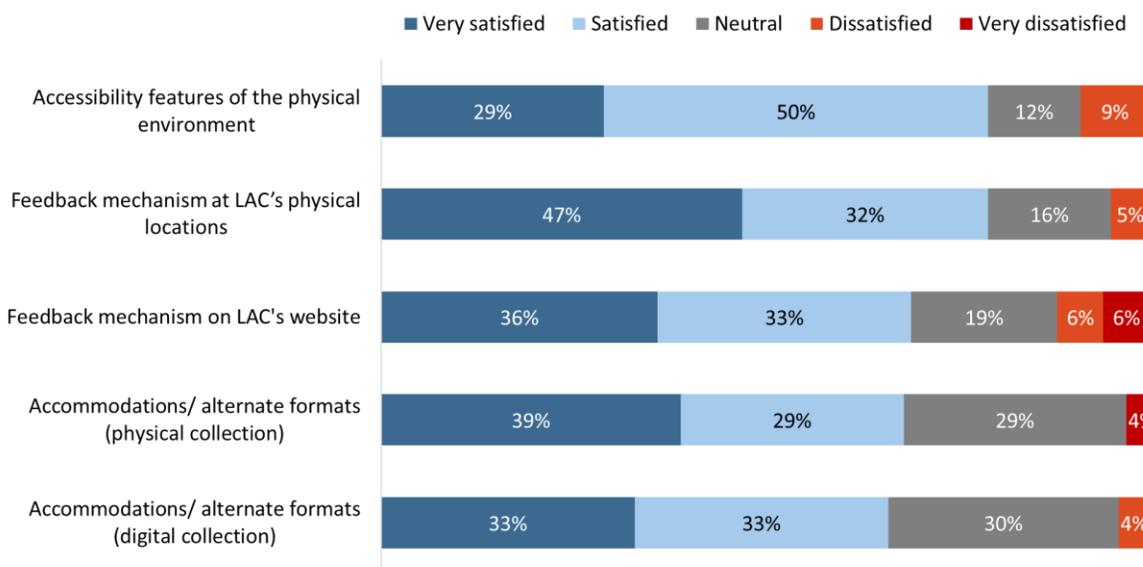
HQ3. Which of the following have you personally used or experienced at Library and Archives Canada in the past 2 years? Base: n=123; current clients aware of LAC’s accessibility features.

Library and Archives Canada’s Service Improvement Surveys

Positive assessments of individual accessibility features

Current clients who used LAC’s accessibility features were asked to rate their satisfaction with these features. As shown in Figure 39, the majority expressed satisfaction with their experience. However, due to the small sample sizes (ranging from 19 to 36 clients per feature), these results should be interpreted with caution.

Figure 39: Satisfaction with LAC’s accessibility features (current clients)



HQ4. How satisfied are you with your experience with each of the following? Base: n=19 to 36; current clients who used each of LAC’s accessibility features.

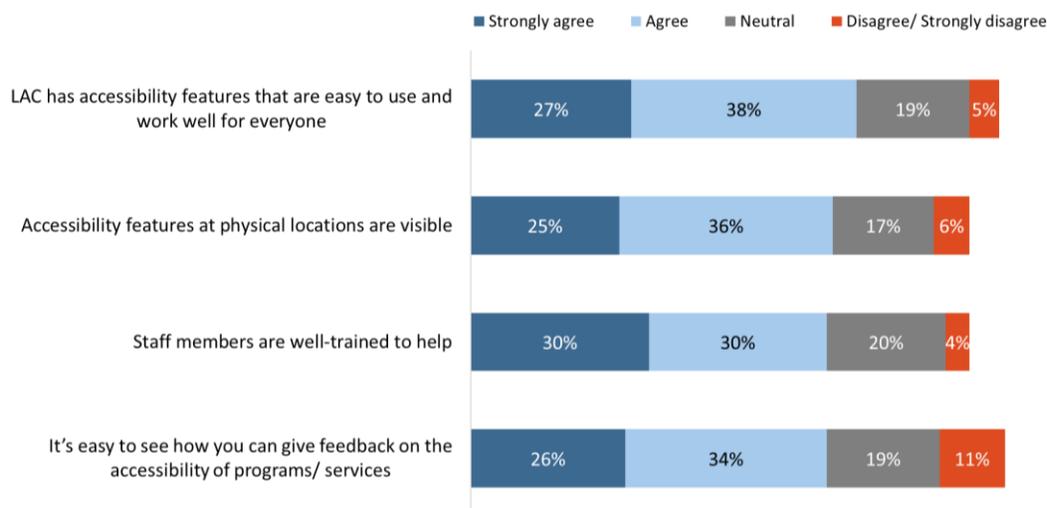
Impressions of accessibility is generally positive

The majority of current clients who used at least one of LAC’s accessibility features (n=122) provided positive assessments. Those who did not give a positive assessment were more likely to be neutral or unsure rather than negative.

Two-thirds (65%) agreed that LAC’s accessibility features are easy to use and function well for everyone. Slightly smaller but similar proportions agreed that the accessibility features at LAC’s physical locations are clearly visible (61%), that staff are well-trained to assist individuals with disabilities or requiring special assistance (60%), and that it is easy to find information on how to provide feedback about the accessibility of both online and in-person programs and services (60%).

Library and Archives Canada's Service Improvement Surveys

Figure 40: Impressions of LAC's accessibility features (current clients)

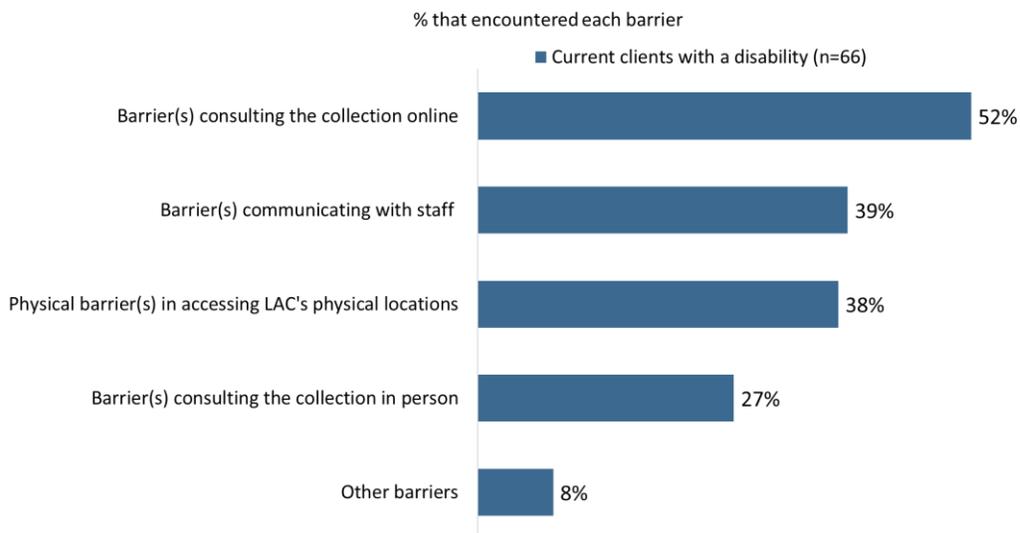


HQ5. How much do you agree or disagree with the following statements Base: n=122; current clients who identify as having a disability and who used a least one of LAC's accessibility features, excluding those who said something does not apply to them.

Half experienced barriers using LAC's collections online

Fifty-four percent of current clients with a disability reported personally encountering barriers when accessing LAC's services, collections or content. Among current clients who encountered barriers (n=66), half (52%) said they had difficulties consulting the collections online, while close to four in 10 experienced barriers communicating with staff (39%) and accessing LAC's physical locations (38%). Just over one-quarter (27%) encountered barriers consulting LAC's collections in person. Eight percent of respondents elaborated on the barriers experienced and pointed to examples, including no elevator at a physical location, difficulties navigating the website, and search boxes that deliver too many results.

Figure 41: Barriers encountered accessing LAC's services (current clients)



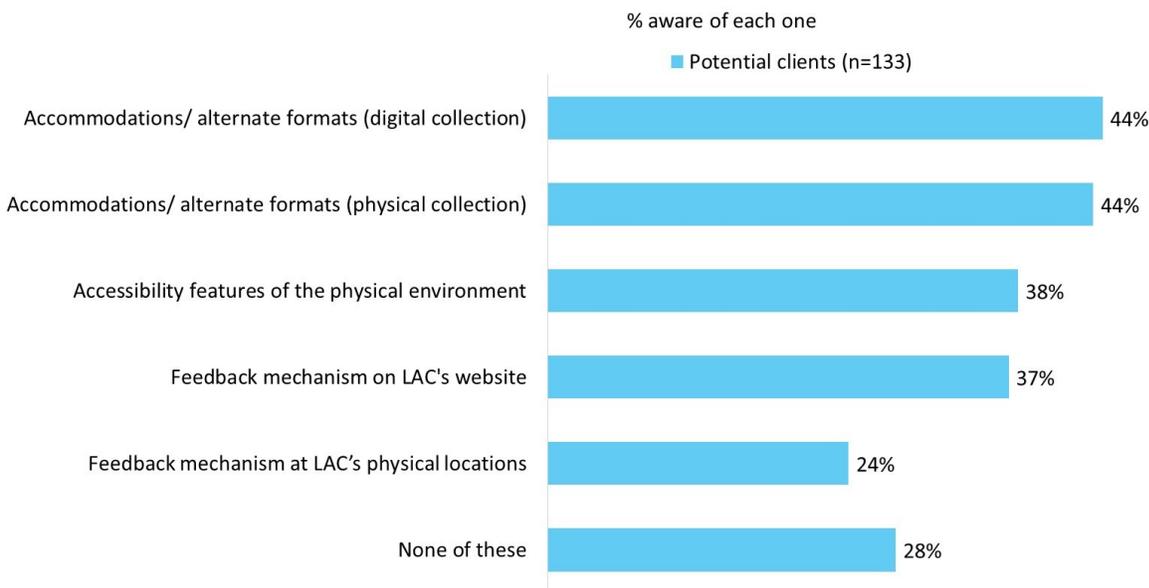
HQ7. What barriers have you encountered? [Multiple responses accepted] Base: current clients with a disability who encountered barriers.

Library and Archives Canada’s Service Improvement Surveys

For most potential clients with a disability, at least one of these features could meet their needs

Seven in 10 (71%) potential clients with a disability said that at least one of these accessibility features could meet their needs if they were to use LAC in the future, whether visiting in person or using its online services.

Figure 42: Views of accessibility features (potential clients)



HNQ3. Which of the following accessibility features *could* meet your needs if you were to use Library and Archives Canada in the future, whether visiting in person or using its online services? Base: all potential clients who identify as having a disability.

Current and potential clients with a disability focused on digitization and features to improve physical accessibility

All current and potentials clients with a disability were asked in an open-ended manner if they had any advice or suggestions to share with LAC to improve the accessibility of its physical locations or online services. In response, the feedback provided by survey respondents focused on digitizing LAC’s collections and increasing physical access to LAC’s facilities. The verbatim feedback is provided in a separate document.

Some survey respondents highlighted the importance of expanding and improving the digitization of materials in LAC’s collections, including newspapers, photographs, census records, and war diaries. For those who depend on online access—due to distance or a disability—there were requests for better search tools, clearer labels and alt text, and easier navigation to help users find the information that they are looking for.

Others mentioned that LAC’s website should meet Web Content Accessibility Guidelines (WCAG) and support screen readers, or they suggested specific assistive tools, such as closed captioning video content, text to speech/read aloud options, dyslexia fonts, large print and braille materials, plain language on the website, dark mode display settings, and live virtual assistance.

Suggested changes to LAC’s physical facilities included the following suggestions, among others: accessible entrances, accessible washrooms, height-adjustable furniture, parking near entrances, screen magnifiers,

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ramps and wider doors for wheelchairs, quiet rooms for people with noise sensitivities, and bright lit areas for reduced vision access to LAC's facilities.

A few survey respondents suggested more training for LAC's staff to ensure they are better able to support people with different needs and comfort levels.

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8. Future Directions

This section reports on clients’ preferences for future activities and enhancements to Library and Archives Canada (LAC)’s collections. This includes n=793 of intercept respondents and n=257 of panel respondents who are current clients of LAC, as well as n=764 intercept respondents and n=2,683 panel respondents identified as potential clients of LAC.

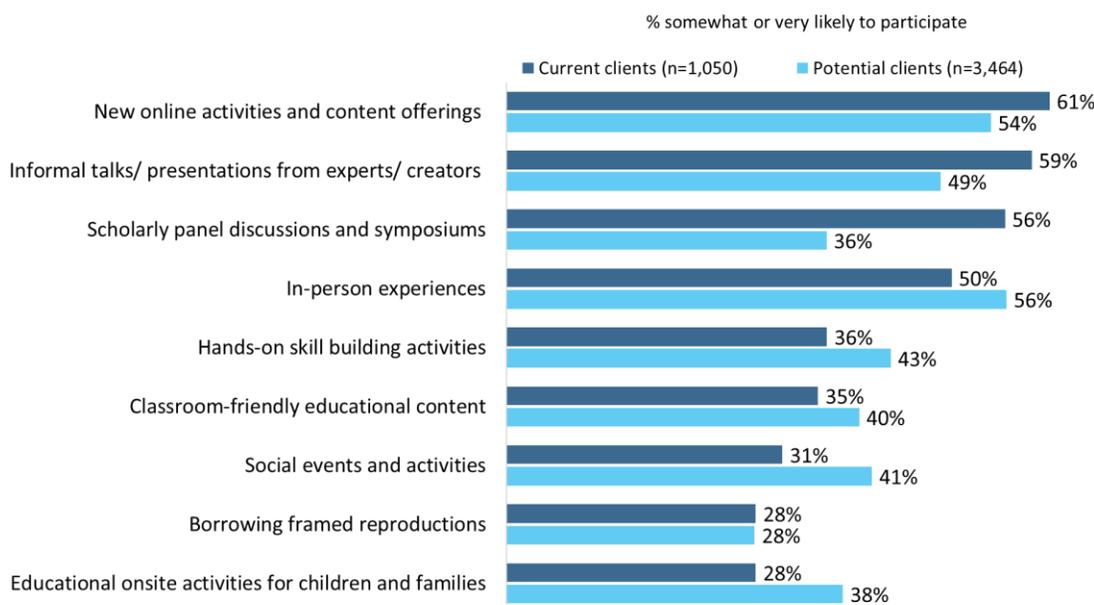
Interest in new public activities varies considerably

Current and potential clients were asked how likely they would be to participate in new public activities that LAC is developing to expand access to its collections. Interest varied, from more than half expressing interest in new online activities and content offerings to roughly a quarter saying they would be likely or very likely borrow framed reproductions to take home for a year.

Among current clients, majorities would be somewhat or very likely to take part in new online activities and content offerings, including podcasts (61%), informal talks and presentations from experts and creators (59%), scholarly panel discussions and symposiums (56%), and in-person experiences, such as public exhibitions (50%). Approximately one-quarter to just over one-third would be somewhat or very likely to participate in the other proposed activities. Interest for all proposed activities is tentative, with more respondents saying they are somewhat likely to participate than very likely to participate.

The top areas of interest among potential clients are in-person experiences, such as public exhibitions (56%), as well as new online activities and content offerings, including podcasts (54%). Additionally, almost half (49%) expressed interest in informal talks and presentations featuring experts and creators, such as “Ask Me Anything” sessions.

Figure 43: Likelihood of participating in new public activities (current and potential clients)



FQ1. Library and Archives Canada is developing new public activities to expand access to its collections. How likely would you be to participate in the following...Base: current clients.

FNQ1. Library and Archives Canada is developing new public activities to expand access to its collections. How likely would you be to participate in the following...? Base: potential clients.

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Fewer potential clients expressed interest in other activities, with the lowest level of interest in borrowing framed reproductions for home use for one year (28%). Interest in all activities is moderate, with more respondents saying they would be “somewhat” rather than “very” likely to participate in each of the activities.

Interest in the potential new public activities varied among the different Personas.³ For current clients, interest in these activities was higher among selected audience segments, with Visitor Facilitators and Creators often setting themselves apart from other segments. The likelihood of expressing interest in the following activities was higher among these Personas:

- In-person experiences: Visitor Facilitators, Social Cohesion Seekers, Pragmatists, and Experience Seekers
- Social events and activities: Pragmatists, Visitor Facilitators, Social Cohesion Seekers, and Creators
- Hands-on skill building activities: Pragmatists, Visitor Facilitators, and Social Cohesion Seekers
- New online activities and content offerings: Visitor Facilitators, Social Cohesion Seekers, Pragmatists, Experience Seekers, and Creators
- Classroom-friendly educational content: Pragmatists, Visitor Facilitators, Social Cohesion Seekers, and Creators
- Borrowing framed reproductions: Visitor Facilitators, Pragmatists, Social Cohesion Seekers, and Creators
- Informal talks and presentations: Visitor Facilitators, Pragmatists, and Social Cohesion Seekers
- Discussions and symposiums: Social Cohesion Seekers, Pragmatists, Visitor Facilitators, Creators, Experience Seekers, and Obligated Learners
- Educational onsite activities: Visitor Facilitators, Pragmatists, Social Cohesion Seekers, and Creators.

Among potential clients, Creators consistently set themselves apart from other segments. Interest in the following was higher among these Personas:

- In-person experiences: Social Cohesion Seekers, Pragmatists, and Creators
- Social events and activities: Creators, Social Cohesion Seekers, Pragmatists, and Visitor Facilitators
- Hands-on skill building activities: Creators, Social Cohesion Seekers, and Pragmatists
- New online activities and content offerings: Creators, Social Cohesion Seekers, and Obligated Learners
- Classroom-friendly educational content: Creators, Pragmatists, and Obligated Learners
- Borrowing framed reproductions: Creators
- Informal talks and presentations: Creators and Social Cohesion Seekers
- Discussions and symposiums: Creators and Obligated Learners
- Educational onsite activities: Visitor Facilitators, Creators, Pragmatists, Obligated Learners, and Social Cohesion Seekers.

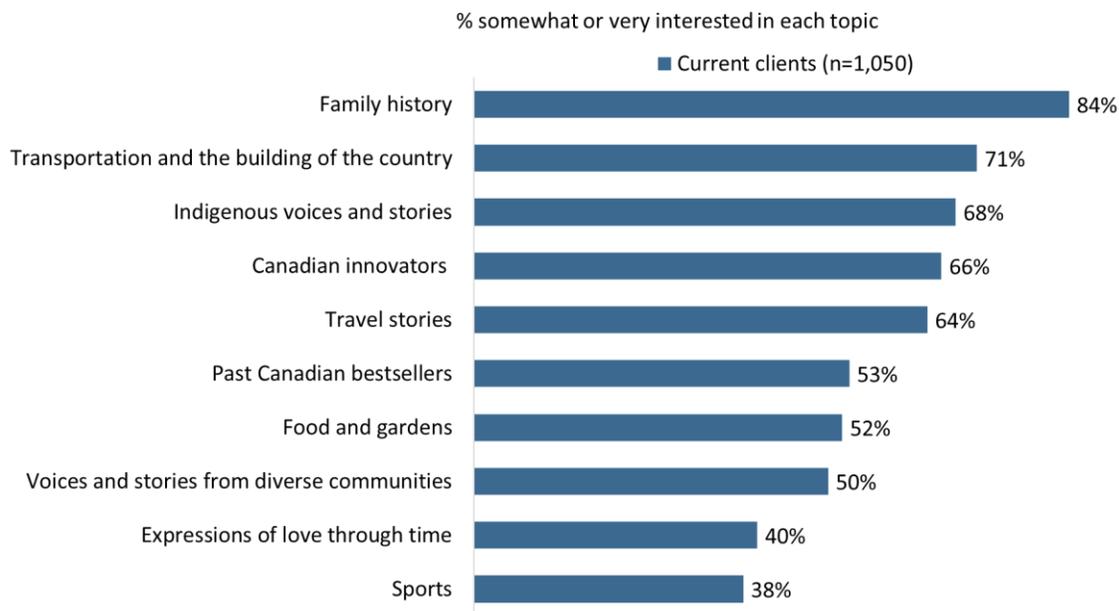
³ The Personas are not mutually exclusive; therefore, some of these differences may reflect overlap rather than meaningful distinctions.

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Clients expressed interest in a variety of topics, with family history being the most popular

Most surveyed clients (84%) are somewhat or very interested in family history, while seven in 10 (71%) expressed interest in transportation and the building of the country. Approximately two-thirds have some or a lot of interest for Indigenous voices and stories (68%), Canadian innovators (66%), and travel stories (64%). Half are somewhat or very interested in past Canadian bestsellers (53%), food and gardens (52%), and voices and stories from diverse communities (50%). Fewer clients expressed interested in expressions of love through time (40%) and sports (38%).

Figure 44: Interest in selected topics (current clients)



FQ3. Library and Archives Canada wants its activities to reflect topics of interest. How interested are you in each of the following topics? [Multiple responses accepted]. Base: current clients.

Interest in the selected topics varied considerably among the different audience segments, although Visitor Facilitators, Pragmatists, Social Cohesion Seekers, and Creators were more likely than the other Personas to express interest in many of the areas. Conversely, Evidence Seekers were less likely to express interest in the topics. Interest in the following was higher among these Personas⁴:

- *Food and gardens*: Pragmatists, Social Cohesion Seekers, Visitor Facilitators, and Creators
- *Sports*: Social Cohesion Seekers, Pragmatists, and Visitor Facilitators
- *Travel stories*: Social Cohesion Seekers, Visitor Facilitators, Pragmatists, Creators, and Experience Seekers
- *Expressions of love through time*: Social Cohesion Seekers, Pragmatists, Visitor Facilitators, and Creators
- *Canadian innovators*: Social Cohesion Seekers, Pragmatists, Visitor Facilitators and Creators
- *Voices and stories from diverse communities*: Social Cohesion Seekers, Pragmatists, and Visitor Facilitators

⁴ The Personas are not mutually exclusive; therefore, some of these differences may reflect overlap rather than meaningful distinctions.

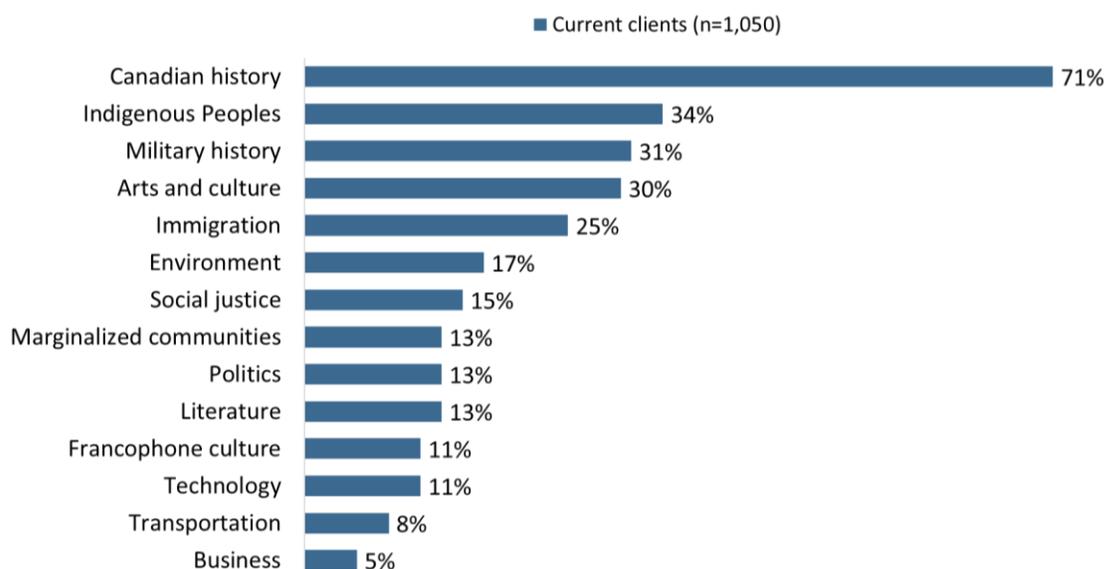
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- *Indigenous voices and stories*: Social Cohesion Seekers, Visitor Facilitators, Pragmatists, Creators, and Obligated Learners
- *Transportation and the building of the country*: Social Cohesion Seekers, Pragmatists, Creators, Experience Seekers, Explorers, and Visitor Facilitators
- *Past Canadian bestsellers*: Pragmatists, Social Cohesion Seekers, Visitor Facilitators, Experience Seekers, and Creators
- *Family history*: Visitor Facilitators, Social Cohesion Seekers, and Dedicated Enthusiasts.

Expanding the Canadian history collection was reported as the top expansion priority by clients

Clients surveyed were asked to select from a list which topics should be a priority for LAC when expanding the collections. Seven in 10 (71%) suggested that LAC should focus on expanding its *Canadian history* collection. For approximately one-third of clients, *Indigenous Peoples* (34%), *military history* (31%), and *arts and culture* (25%) should be priorities for LAC. The complete list can be found in Figure 45.

Figure 45: Expansion priorities for LAC (current clients)



FQ4. Library and Archives Canada acquires new materials for the collections depending on funding and opportunities available. From the following list, what are the top 3 areas Library and Archives Canada should focus on when it comes to expanding the collections? [Multiple responses accepted]. [Multiple responses accepted]. Base: current clients.

Those who said that LAC should focus on *Canadian history* when it comes to expanding the collections were more likely to be Evidence Seekers and Dedicated Enthusiasts.

Digitizing documents tops a list of elements that would motivate clients to use LAC more; no consensus on what would motivate potential clients to use LAC services in the future

All survey respondents were asked to select which enhancements, if any, would encourage them to use LAC more in the future. Among current clients, two-thirds (65%) said they would be encouraged to use LAC more in the future if there are more digital documents. Following digitization, a little more than half (54%) would be motivated to use LAC more if the search tools were improved, while nearly half (49%) said making the collections easier to access would encourage them to use LAC more. Other enhancements were selected by smaller proportions, as shown in Figure 46.

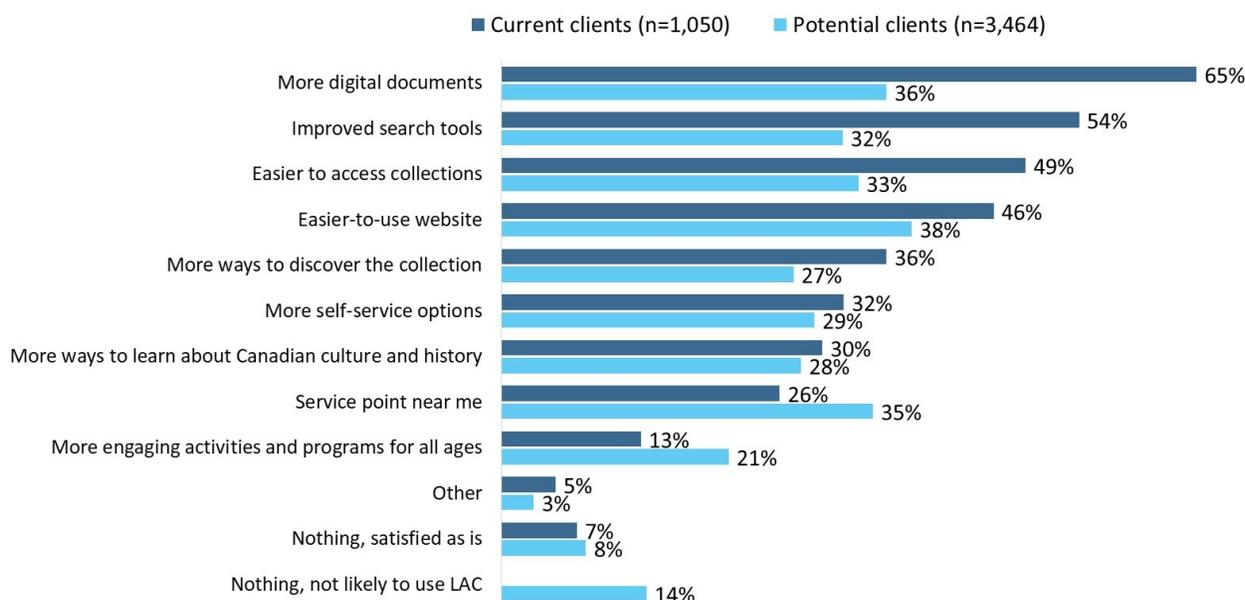
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Seven percent said nothing is needed to encourage them because they are satisfied with LAC.

Potential clients pointed to a variety of things that might encourage them to use LAC in the future, but no one motivator stands out. A little over one-third would be encouraged to use LAC in the future if the website was easier to use (38%), more digital documents were available (36%), and service points were near them (35%). Following this, one-third said that easier access to the collections (33%) and improved search tools (32%) would encourage them to use LAC in the future.

Almost one-quarter of potential clients said that nothing can be done to encourage them to use LAC in the future, including 14% who are not likely to use LAC in the future (no matter what enhancements are introduced) and 8% who are satisfied with LAC as it is.

Figure 46: Motivators to use LAC services (current and potential clients)



FQ5. What, if anything, would encourage you to use Library and Archives Canada more in the future? [Multiple responses accepted]. Base: current clients.

FNQ5. What, if anything, would encourage you to use Library and Archives Canada in the future? [Multiple responses accepted]. Base: all potential clients.

A small number of respondents suggested other enhancements (5% of current clients and 3% of potential clients). Current clients' suggestions were broad in scope and included things like quicker response times for requests, more exhibitions and online activities, a better search interface, regional collections, easier access to photos online and higher resolution images, and online courses to learn more about LAC's collections and how to best use them. Similarly, the suggestions made by potential clients were also broad in scope and included things like having online access, more personnel, tours, and reports on the updates to collections.

Among current clients, those who said that more digital documents would encourage them to use LAC are more likely to be Evidence Seekers, Explorers, and Dedicated Enthusiasts than Creators or Experience Seekers. Among potential clients, those who said that more digital documents would encourage them to use LAC are more likely to be Dedicated Enthusiasts.

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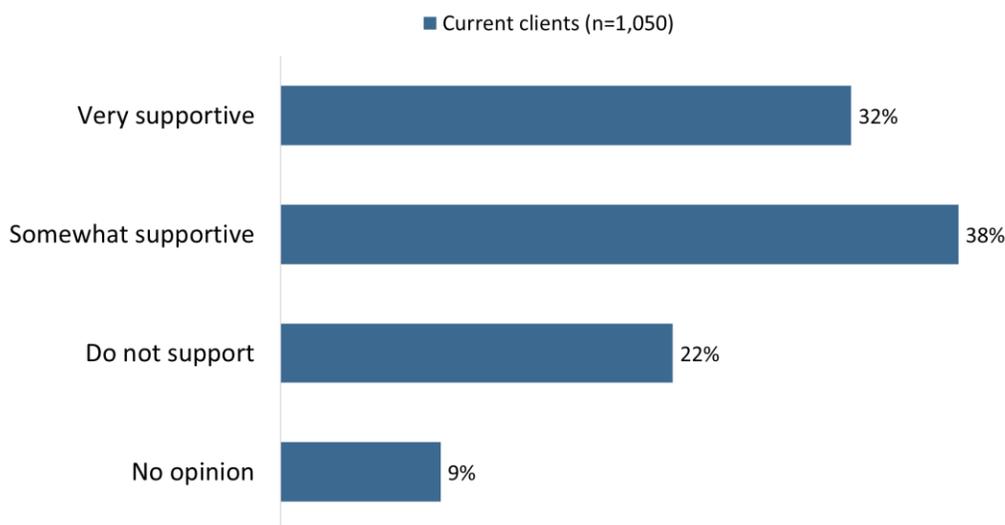
Seven in 10 current clients support for the use of AI to help with transcriptions

A majority of current clients support LAC using AI to help with transcriptions, understanding that the resulting transcripts will not be 100% accurate—32% are very supportive and 38% are somewhat supportive. Two in 10 (22%) do not support the use of AI in this capacity, while the remainder (9%) have no opinion.

Before responding to the question, respondents were informed of the following:

Transcriptions help with online discovery. Traditionally, Library and Archives Canada has been limited in its capacity to transcribe materials like handwritten documents or finding aids.

Figure 47: Support for AI transcription (current clients)



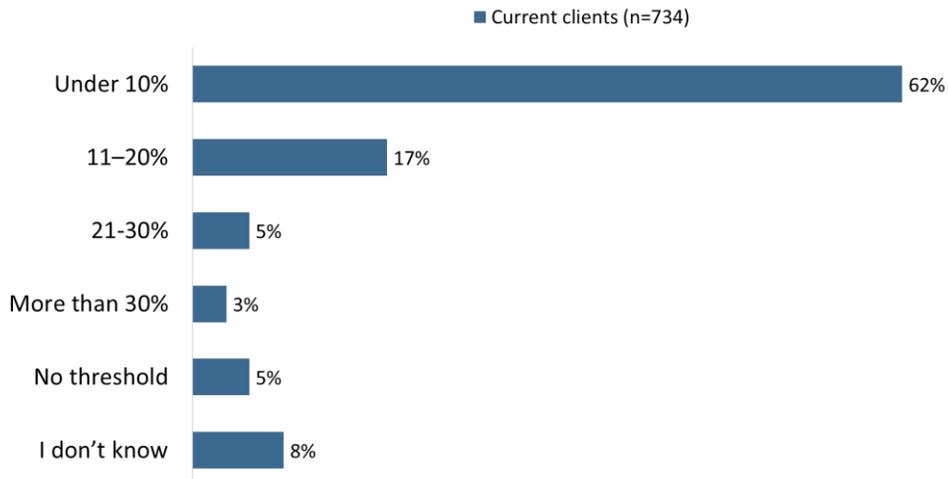
EQ20. Transcriptions help with online discovery. Traditionally, Library and Archives Canada has been limited in its capacity to transcribe materials like handwritten documents or finding aids. As organizations turn to artificial intelligence (AI) tools more and more, how do you feel about Library and Archives Canada using AI to help with transcriptions, understanding that the resulting transcripts will not be 100% accurate? Base: current clients who have used LAC’s website in the past two years.

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Most supporters of AI transcription consider an error rate of under 10% acceptable

Among clients who support the use of AI tools to assist with transcriptions (n=734), 62% consider an error rate of under 10% to be acceptable. One-quarter would accept higher error rates, while 5% has no threshold in mind and 8% are uncertain.

Figure 48: Acceptable error rate for AI transcriptions (current clients)



EQ20. When using AI tools to assist with transcriptions, what percentage of error would be acceptable to you? Base: current clients who support the use of AI for transcriptions.

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9. Impact of Libraries and Archives

All survey respondents – current clients and potential clients – were asked about their expectations of a library or archives using a 5-point scale, where ‘1’ means something is not at all important and ‘5’ means it is very important.

Survey respondents were most likely to attribute importance to *provide new knowledge or new information*, though this was viewed as important by more current clients (82%) than potential clients (73%).

Similar proportions felt that providing the following is important: a welcoming, safe and inclusive place (65% of current clients and 67% of potential clients), facilities and services that accommodate the needs of a diverse population (65% and 62%, respectively), a getaway for individual and group study, learning, or research (63% and 62%, respectively), and support for people’s professional duties (62% and 56%, respectively). Additionally, majorities of both current and potential clients said it is important that a library or archives offer new perspectives and help improve critical thinking skills (62% and 58%, respectively), strengthen existing skills or help develop new ones (61% and 59%, respectively), and stimulate the imagination and motivate people to learn, try something new, or make changes (59% and 60%, respectively).

More potential clients attributed importance to creating a feeling of concentration or immersion (54% versus 49% of current clients); providing a comfortable place for people’s activities with things like free Wi-Fi and meeting rooms (60% compared to 49% of current clients); providing a sense of well-being, calm, comfort or relaxation (60% versus 47% of current clients); entertaining, exciting, moving or provoking (50% compared to 42% of current clients); creating opportunities for conversations (45% versus 42% of current clients); and providing opportunity to meet new people or be together as a group (38% compared to 33% of current clients).

Figure 49: Importance of different aspects of libraries and archives



GQ1. Thinking about what you expect from a library or archival institution, how important are the following statements to you?
 Base: all respondents.

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When these statements are organized according to impact area and an aggregate mean score is calculated, four of the five impact areas are more important for potential clients than they are for current clients.

Impact Area	Current Clients (mean score)	Potential Clients (mean score)
Emotional	3.5	3.8
Intellectual	3.9	3.9
Creative	3.7	3.8
Social	3.4	3.6
Pragmatic	3.7	3.9

The figures below present the mean score for each statement associated with the five impact areas. Each spoke of the circle represents a different statement, with colour coding as follows: green (Social Impact), purple (Emotional Impact), yellow (Creative Impact), blue (Intellectual Impact), and gray (Pragmatic Impact). The length of each spoke corresponds to the mean score—longer spokes indicate higher scores and, therefore, a greater contribution to the associated impact area.

Figure 50: Impact areas (current clients)

Social Impact

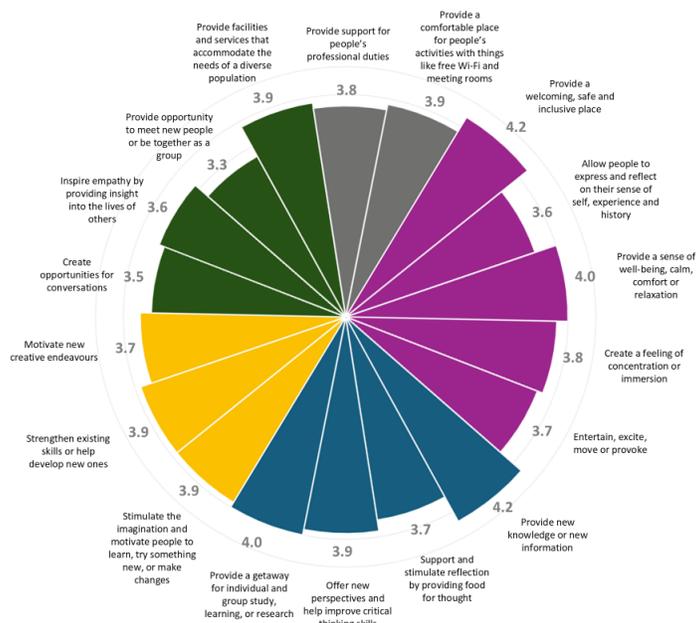
Pragmatic Impact

Emotional Impact

Current clients

Creative Impact

Intellectual Impact



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Figure 51: Impact areas (potential clients)

Social Impact

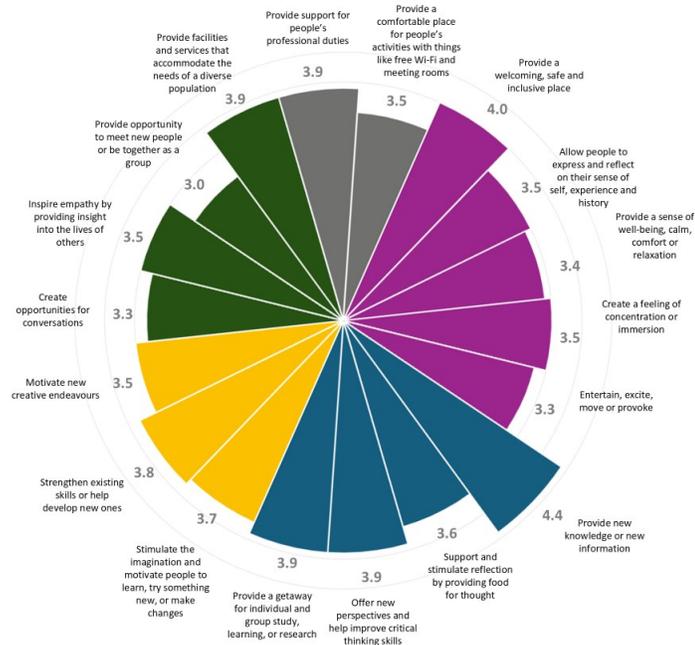
Pragmatic Impact

Emotional Impact

Potential clients

Creative Impact

Intellectual Impact



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10. Views of Potential Clients

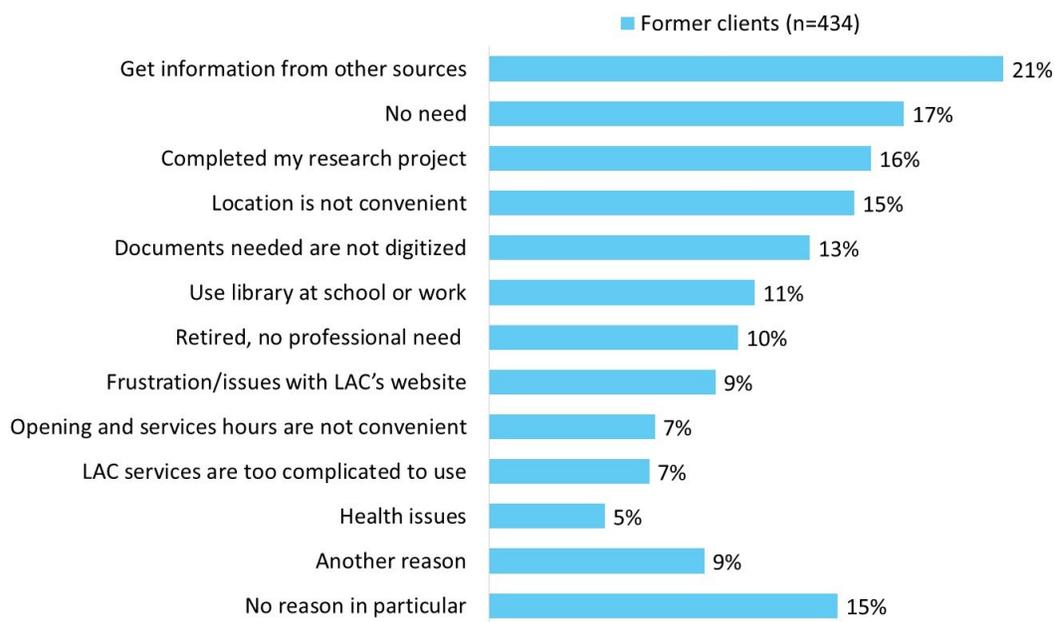
This section of the report presents the results for a series of questions asked of potential clients of Library and Archives Canada (LAC). In total, 764 intercept respondents and 2,683 panel respondents identified themselves as potential clients of LAC.

Former clients point to a variety of reasons for not using LAC's services and resources

Survey respondents who had used LAC's services and resources but not within the past two years (n=434) were asked why they had not done so. The most common reason among former clients was a lack of need. Twenty-one percent reported obtaining the information they needed from other sources, while 16% had completed their research project. Additionally, 11% rely instead on their workplace or school library, and 10% are retired and no longer require LAC's services for professional purposes. A further 17% stated simply that they had no need for LAC's services and resources.

Other reasons cited were related to challenges with LAC's services and resources. These included inconvenience of location (15%), lack of digitized documents (13%), frustration with the website (9%), complexity of services (7%), and inconvenient hours (7%). A complete list of reasons is provided in Figure 52.

Figure 52: Reasons for not using LAC in the past 2 years (former clients)



JQ1. You mentioned that you used the services and resources of Library and Archives Canada, but not in the past 2 years. Why is that? [Multiple responses accepted]. Base: all potential clients.

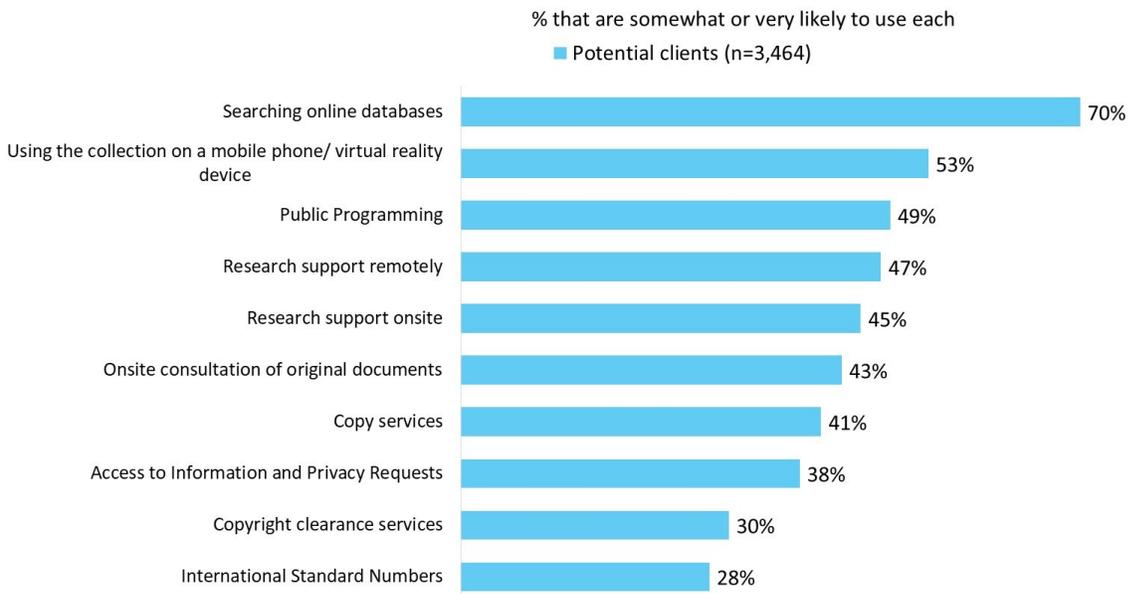
Potential clients are likely to use a variety of LAC's services, with online database searches being the most popular

If they were to use the services of a library and archive like LAC, 70% of potential clients would be somewhat or very likely to search online databases. Following this, 53% expressed interest in exploring the collections via mobile phones or virtual reality devices, while 49% indicated they might participate in public programming, such as events, exhibitions, or tours. Smaller yet similar proportions would be

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somewhat or very likely to access research support remotely (47%) or onsite (45%), consult original documents onsite (43%), and use copy services (41%).

Figure 53: Potential interest in LAC's services (potential clients)



JQ2. If you were to use the services of a library and archive like Library and Archives Canada, how likely would you be to use the following? Base: all potential clients.

For each service, interest is tentative, with more respondents indicating they would be “somewhat” rather than “very” likely to use it.

Interest in the following was higher among these Personas:

- Copy Services: Creators and Obligated Learners
- Copyright clearance services: Creators
- Research support onsite: Creators and Dedicated Enthusiasts
- Research support remotely: Creators, Dedicated Enthusiasts, and Obligated Learners
- Onsite consultation: Creators, Obligated Learners, Dedicated Enthusiasts and Experience Seekers
- Searching online databases: Dedicated Enthusiasts and Obligated Learners.

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11. Additional Feedback

There were several questions in the survey that allowed respondents to provide unstructured feedback for LAC's consideration. This section highlights the key themes that emerged from respondents' feedback to the following questions:

- Q: *Are there any other areas that Library and Archives Canada should focus on when it comes to expanding the collections?*
- Q: *Finally, do you have any last thoughts or feedback on anything that you would like to share with Library and Archives Canada?*

The verbatim feedback is provided in a separate document.

Website usability

Frustration with LAC's website was a recurring concern in the feedback provided by some survey respondents. The website was described as confusing, difficult to navigate, and less user-friendly than past versions. Broken links, unclear metadata, and hard-to-use search functions made the experience frustrating for some people. Other survey respondents suggested adding features that would let users submit corrections to transcription errors and encourage more collaboration between archives to make records easier to access across provinces and institutions.

Canadian culture, innovation, and identity

Some survey respondents mentioned the importance of preserving Canada's rich and diverse heritage --- for instance, not only the major moments or well-known historical figures, but also the everyday stories that reflect the Canadian experience. A few emphasized the value of highlighting local histories, folklore, oral traditions, and the lived experiences of rural communities. Others suggested showing uniquely Canadian innovations --- e.g., the creation of BlackBerry phones and QWERTY --- and recommended that LAC document how life in Canada is changing through urbanization, immigration, or the effects of climate change.

In addition, some respondents highlighted the importance of collecting more than just official records. For example, they pointed out that artefacts, such as playbills, posters, traditional music, and other forms of everyday ephemera show how Canadian society has evolved over time. Other respondents suggested that LAC expand its scope to include broadcast archives (e.g., TV, radio), digital content, and even social media posts, given the risk of these disappearing due to corporate ownership or a lack of preservation. Some also felt that visual and audio materials play a key role in telling a more inclusive and engaging story of Canada for future generations.

Other survey respondents mentioned expanding LAC's collections to better reflect historically underrepresented groups, including Indigenous Peoples, 2SLGBTQI+ communities, immigrants and refugees, and women. Additional suggestions included having materials in multiple languages, supporting micro-presses, and highlighting personal stories not found in mainstream publications along with ensuring ethical practices, such as respecting *Ownership, control, access and possession*, or *OCAP*, when collecting Indigenous materials.

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Genealogy and family history

Requests to expand genealogical resources were common in the feedback. Some respondents suggested providing improved access to historical records, including birth, marriage, death, immigration, and church documents, or providing links to provincial collections and digital archives. Others mentioned the need for digitalizing and indexing WWI and WWII personnel files, pension records, and ship passenger lists to support family research.

Service quality and LAC staff

Some respondents used the opportunity to provide unstructured feedback to note how much they appreciate the dedication and professionalism of LAC staff. In this regard, respondents highlighted helpful and patient LAC staff who went out of their way to guide them through complex searches or confusing systems.

A number of respondents also expressed frustration with long wait times, especially for Access to Information requests or document retrievals. Some noted that they had waited months --- or even years --- for responses, often with little to no communication from LAC. Others felt that LAC had fewer subject experts available than in the past, making it harder to get personalized help or find more obscure materials. Among these respondents, there was a sense of decline in service quality compared to the past, when LAC staff seemed more knowledgeable and responsive.

A related observation offered by some respondents was the perception that LAC staff are doing their best, but that they are overworked because LAC is understaffed. It was suggested that LAC invest more in hiring and training staff so that support is timely and consistent.

Awareness, outreach, and public engagement

Although survey respondents acknowledged LAC as a key institution in preserving the Canada's heritage, some felt that the general public remains largely unaware of what it offers. In this regard, some suggested increasing advertising through social media, public exhibitions, educational initiatives, and larger outreach across provinces. Others recommended bringing back previous efforts, such as podcasts, however, with a more polished and professional approach. In addition, some highlighted the importance of community events, workshops, and partnerships to encourage stronger connections with the public. Along with these suggestions to increase visibility, was a caution to do so in a balanced way that respects LAC's core mandate of archival preservation and research.

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Profile of Survey Respondents

The following tables presents the socio-demographic characteristics of Library and Archives Canada (LAC)'s current and potential clients. In total, 80% of respondents completed the survey in English and 20% did so in French.

Province/Territory	Current Clients	Potential Clients
Atlantic Canada	8%	7%
Quebec	17%	26%
Ontario	44%	37%
Prairies	20%	18%
British Columbia	11%	13%
Territories	1%	>0.5%

Type of neighbourhood	Current Clients	Potential Clients
Urban	48%	41%
Suburban	29%	36%
Rural	19%	18%
Remote	2%	2%
Prefer not to answer	2%	3%

% that live in a city where LAC has a facility	Current Clients	Potential Clients
Gatineau	3%	2%
Halifax	3%	2%
Ottawa	15%	6%
Winnipeg	4%	3%
Vancouver	9%	8%
Live elsewhere in Canada	63%	72%
Prefer not to answer	4%	7%

Gender	Current Clients	Potential Clients
Man	42%	48%
Woman	52%	50%
Another gender	1%	<1%
Prefer not to answer	4%	2%

Age	Current Clients	Potential Clients
16 to 24 years	5%	9%
25 to 34 years	12%	16%
35 to 44 years	13%	17%
45 to 54 years	13%	17%
55 to 64 years	21%	17%
65 and older	36%	24%

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Education	Current Clients	Potential Clients
Less than a high school diploma or equivalent	1%	2%
High school diploma or equivalent	9%	18%
Registered Apprenticeship, trades certificate or diploma	2%	7%
College, CEGEP or other non-university certificate or diploma	16%	22%
University certificate or diploma below bachelor's level	7%	6%
Bachelor's degree	27%	27%
Post graduate degree above bachelor's level	34%	16%
Prefer not to answer	3%	2%

Household income	Current Clients	Potential Clients
Under \$40,000	17%	18%
\$40,000 to just under \$60,000	11%	12%
\$60,000 to just under \$80,000	13%	12%
\$80,000 to just under \$100,000	14%	13%
\$100,000 to just under \$150,000	16%	17%
\$150,000 and above	12%	13%
Prefer not to answer	22%	15%

Disability	Current Clients	Potential Clients
Person with a disability	19%	8%
No disability	76%	87%
Prefer not to answer	5%	4%

Indigenous person	Current Clients	Potential Clients
Indigenous	7%	6%
Non-Indigenous	87%	89%
Prefer not to answer	5%	5%

Immigration status	Current Clients	Potential Clients
Immigrated to Canada	21%	22%
Born in Canada	79%	77%
Prefer not to answer	>1%	1%

Racialized populations	Current Clients	Potential Clients
Identify as a member of a racialized population	12%	17%
Non-racialized respondent	82%	78%
Prefer not to answer	6%	5%

Parents	Current Clients	Potential Clients
Parent or guardian of a child 18 years	17%	22%
Not a parent or guardian	79%	75%
Prefer not to answer	4%	3%

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Language spoken at home *Multiple responses accepted	Current Clients	Potential Clients
English	85%	74%
French	17%	26%
Other languages	4%	5%
Prefer not to answer	1%	1%

Profession	Intercept Respondents*
Retired	32%
Researcher/professor/academic (e.g., historian, genealogist)	21%
Librarian, Archivist, Information sciences specialist	8%
Government employee	6%
Media/Journalist/Producer/Writer/Creator	3%
University student	3%
Primary or secondary school educator/teacher	2%
Veteran	2%
College/Cegep student	1%
High school student	--
Lawyer	--
Other	14%
Prefer not to answer	7%

*This includes current and potential clients and was asked only to those who completed the intercept survey.

-- Very small sample size.

Appendix

1. Technical Specifications

Target Population

The target population for this research was members of the general public aged 16 and older who have either never used LAC's services or have not done so in the past two years ("Potential clients of LAC") and regular users of LAC's services, including veterans, journalists, lawyers, historians, genealogists, claims researchers, and academics ("Current clients of LAC").

Sampling and Data Collection

- Two non-probability online surveys were conducted as follows:
 - An online survey was conducted with 3,008 panellists drawn from the Leger Opinion Panel (LEO). Panellists were rewarded for taking part in the survey per LEO's incentive program, which is structured to reflect the length of survey and the nature of the sample.
 - An online intercept survey was conducted with 1,557 clients and stakeholders of LAC. Potential respondents were invited to complete the online survey through the following methods: a pop-up invitation and banner on LAC's website (63% of respondents heard about the survey this way); a mail or email communication with LAC (10%); a LAC social media post (9%); a LAC staff member (3%); and a notice in a LAC facility or a LAC event (2%).
- Both online surveys used non-probability sampling; as such, the survey results cannot be generalized to the target populations.
- The panel survey was accessed via a unique login code, embedded in a survey link. The intercept survey was accessed through a link on LAC's website and a QR code that directed those who wanted to complete the survey to the survey site.
- The panel survey averaged 11 minutes to complete, and the intercept survey averaged 19 minutes.

Questionnaire

The questionnaires were programmed using a mobile-optimized Computer Assisted Web Interviewing (CAWI) system and were available in both official languages. Respondents were able to select their language of choice prior to completion of the survey.

Testing and Validation

Following the beta testing of the programmed surveys, a pre-test in the form of a soft launch was conducted in advance of the data collection. The Government of Canada was revealed as the sponsor of the surveys and the study was registered with the Canadian Research Insights Council's (CRIC) research verification service to allow respondents to verify its legitimacy.

Fieldwork Period

The fieldwork for the panel survey took place January 7 to 16, 2025, and the fieldwork for the intercept survey took place between December 6, 2024, and February 18, 2025.

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Participation Rates

- The participation rate for the **panel survey** was 9%, calculated using the formula outlined in the Standards for the Conduct of Government of Canada Public Opinion Research (Online Surveys).

Total Sample Used	30,934
Unresolved (U)	0
In-scope non-responding units (IS)	28,912
<i>Respondent break-off</i>	1,007
<i>Did not complete accept the invitation to participate</i>	27,905
Responding units (R)	3,029
<i>Completed survey</i>	3,008
<i>Disqualified</i>	21
Participation Rate = $R/(U+IS+R)$	9%

- No response rate can be provided for the **intercept survey**. It is not known how many LAC clients and stakeholders noticed the survey invitation and declined to participate. What is known is the number of respondents who started the survey, but who did not complete it for one reason or another. In total, 8,266 respondents started the survey, and 1,557 completed it, which represents a completion rate of 18%.

Data Treatment and Non-response

- The data from the two surveys were combined as follows: "current clients" and "potential clients". "Current clients" includes respondents who had used the services of LAC within two years of the data collection. "Potential clients" includes respondents who have never used the surveys of LAC and respondents who have used the services of LAC but not within two years of the data collection.
- The survey data in this report were not weighted. However, a weight for the panel survey has been included in the dataset for additional analyses that treat the panel survey as a discrete sample which includes both current and potential clients of LAC.
- Survey samples generally are affected by survey non-response. This can bias the survey sample when the characteristics of respondents differ in significant ways from those of non-respondents. The weight created for the panel sample corrects for non-response. It is not possible to correct for non-response in the intercept survey due to the methodology. The survey sample reflects the preferences, and experiences of clients and stakeholders who used LAC services or interacted with LAC staff during the data collection period.

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2. Survey Questionnaire - Intercept

Introduction

Welcome to Library and Archives Canada's Online Survey

Thank you for taking part in this survey for Library and Archives Canada. Si vous préférez répondre au sondage en français, veuillez cliquer sur « Français » dans le coin supérieur gauche.

Phoenix Strategic Perspectives (Phoenix SPI), a Canadian research firm, is conducting this survey on behalf of Library and Archives Canada. The survey should take approximately 15 minutes to complete. Your participation is voluntary, and responses will be kept confidential. The information provided will be administered according to the requirements of the Privacy Act. To view Phoenix SPI's privacy policy, click [<here>](#).

If you need an alternative means of accessing the survey, please contact us at research@phoenixspi.ca. Should you have any questions about the survey, please contact [Library and Archives Canada](#).

This survey is registered with the Canadian Research Insights Council's Research Verification Service. The project verification code is 20241111-PH769. Click [<here>](#) to verify the legitimacy of this survey.

Screening Questions

1. Which of the following age groups do you fall into?

- 01. Under 16 [TERMINATE: GO TO SCREEN 1]
- 02. 16-17
- 03. 18-24
- 04. 25-34
- 05. 35-44
- 06. 45-54
- 07. 55-64
- 08. 65-74
- 09. 75 or older

SCREEN 1

Thank you for your interest in this survey, but you need to be at least 16 years old to take part.

2. Did you hear about this survey through...?

- 01. A pop-up invitation or banner on Library and Archives Canada's website
- 02. A Library and Archives Canada staff member
- 03. A mail/email communication with Library and Archives Canada
- 04. A notice or sign in a Library and Archives Canada facility in Ottawa (bookmarks, posters)
- 05. A notice or sign in a Library and Archives Canada facility outside of Ottawa (bookmarks, posters)
- 06. A Library and Archives Canada event
- 07. A Library and Archives Canada posting on social media
- 08. I can't recall

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A. Use of libraries and/or archives

1. Have you ever used a library or archives, whether visiting in person or using online services? A library refers to an institution that has books, periodicals and other materials available for reference or lending. Archives refers to an institution that acquires, preserves and provides access to collection of archival materials.

01. Yes
02. No [SKIP TO AQ8]
03. I don't know [SKIP TO AQ8]

2. Which of the following types of libraries have you used, whether visiting in person or using online services?

Select all that apply

01. Public libraries
02. College and university libraries
03. Community, private or specialized libraries (e.g. church, cultural center, local museum)
04. Other (please specify)
05. None of the above [SKIP TO AQ2A]

3. [IF AQ2=01, 02, 03] When did you last use a library, whether visiting in person or online?

01. Within the past 2 years
02. 2 to 5 years
03. 6 to 10 years
04. More than 10 years ago
05. I can't recall

4. [IF AQ3=01] On average, how frequently do you use libraries?

01. More than once a month
02. Once a month
03. Once every two months
04. Once every six months
05. Once a year
06. Less than once a year
07. I can't recall

- 2A. Which of the following types of archives have you used, whether visiting in person or using online services?

Select all that apply

01. Government archives – excluding Library and Archives Canada
02. College and university archives
03. Community, private or specialized archives (e.g. church, cultural center, local museum)
04. Other (please specify)
05. None of the above [SKIP TO AQ7]

5. [IF AQ2A=01, 02, 03] When did you last use an archives, whether visiting in person or online?

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01. Within the past 2 years
 02. 2 to 5 years [SKIP TO AQ7]
 03. 6 to 10 years [SKIP TO AQ7]
 04. More than 10 years ago [SKIP TO AQ7]
 05. I can't recall [SKIP TO AQ7]
6. [IF AQ5=01] On average, how frequently do you use archives?
01. More than once a month
 02. Once a month
 03. Once every two months
 04. Once every six months
 05. Once a year
 06. Less than once a year
 07. I can't recall
7. For which purposes have you used a library or archives?
- Select all that apply
01. Work-related
 02. Academic/educational
 03. Personal interest
 04. Other (please specify)
8. How likely is it that the following reasons might lead you to use a library or archives?
- 8a) I have specific information needs.
 - 8b) I want inspiration to create my own content.
 - 8c) I need to provide information requested by someone else.
 - 8d) I'm curious to learn something new.
 - 8e) I heard about this place, and I had to see it for myself.
 - 8f) I want to do something engaging with people I love.
 - 8g) I'm working on a passion project in my spare time.
 - 8h) I need a convenient place to do something, a place that has things like free Wi-Fi, furniture, and meeting rooms, etc.
 - 8i) I like places allowing for social interactions and providing a sense of community.
 - 8j) Other (please specify)

RESPONSE OPTIONS

01. Very Likely
02. Likely
03. Unlikely
04. Very unlikely
05. I don't know

B. Awareness of LAC

1. In the past 2 years, how have you heard about Library and Archives Canada?
Select all that apply

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01. On the Internet
02. On television
03. From friends and family
04. In newspapers, magazines or journals
05. On social media
06. On the radio
07. School, college, university
08. At work
09. Other, please specify _____
10. This survey is the first time I've heard about Library and Archives Canada in the past 2 years
11. I can't recall

2. [IF BQ1 ≠ 10, 11] What, if anything, do you know about Library and Archives Canada?

Select all that apply

01. It's located in Ottawa
02. It conserves and provides access to information
03. It's involved in research
04. It's a Canadian library and archives
05. It belongs to all Canadians
06. It makes culture accessible to all by offering free services
07. It plays an active role in promoting Canadian culture in the digital world
08. It is accessible to all (regardless of age, level of education, etc.)
09. It offers services in Canadian regions
10. Other (please specify)
11. Nothing specific/don't know much about Library and Archives Canada
12. Nothing/don't know anything about Library and Archives Canada

C. Use of LAC and overall experience and satisfaction with LAC services

1. Have you ever used the services of Library and Archives Canada? This includes visiting Library and Archives Canada onsite, accessing services via the website, or contacting Library and Archives Canada by phone, email, web form or some other means.

01. Yes
02. No [NON USER; SKIP TO SECTION I CNQ11]
03. No, I don't know what Library and Archives Canada is [NON USER; SKIP TO SECTION I CNQ11]

2. When did you last visit in person or use online services from Library and Archives Canada?

01. Within the past two years [LAC CLIENT]
02. Three to five years ago [FORMER USER; SKIP TO SECTION I JQ1]
03. Six to 10 years ago [FORMER USER; SKIP TO SECTION I JQ1]
04. More than 10 years ago [FORMER USER; SKIP TO SECTION I JQ1]
05. I can't recall [FORMER USER; SKIP TO SECTION I JQ1]

[LAC CLIENTS CONTINUE; NON/FORMER USERS SKIP TO SECTION I]

- 3a. On average, how frequently do you use the services of Library and Archives Canada?

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01. More than once a month
 02. Once a month
 03. Once every two months
 04. Once every six months
 05. Once a year
 06. Less than once a year
 07. I can't recall
3. Focusing on the last 2 years, for which purposes have you used the services of Library and Archives Canada?
- Select all that apply
01. Work-related
 02. Academic/educational
 03. Personal interest
 04. Other (please specify)
4. In the last 2 years, how have you accessed the services of Library and Archives Canada?
- Select all that apply
01. By mail [SKIP TO CQ6]
 02. By telephone [SKIP TO CQ6]
 03. Onsite at a physical location
 04. By email or web form [SKIP TO CQ6]
 05. Online using the website [SKIP TO CQ6]
 06. Other (please specify) [SKIP TO CQ6]
5. [IF CQ4=03] Which of the following Library and Archives Canada physical locations did you visit in the last 2 years?
- Select all that apply
01. Ottawa
 02. Gatineau
 03. Winnipeg
 04. Vancouver
 05. Halifax
 06. I can't recall
6. Overall, how familiar are you with Library and Archives Canada's services?
01. Very familiar
 02. Somewhat familiar
 03. Not very familiar
 04. Not at all familiar
7. Which of the following Library and Archives Canada services have you used in the last 2 years?
- Select all that apply
01. Copy services (ordering reproductions of collection items)

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02. Copyright clearance services (obtaining permission to reproduce material)
03. Research support onsite (interacting in person with staff to answer questions)
04. Research support remotely (interacting with staff through email, videoconference or telephone to answer questions)
05. Onsite consultation of original material
06. Searching online databases
07. Searching and exploring the collection of a mobile phone or a virtual reality device
08. Access to Information and Privacy Requests
09. International Standard Numbers (ISSN, ISBN, ISMN)
10. Public Programming (events, exhibitions, tours)
11. Cataloguing in Publication (CIP) services
12. Legal deposit program (depositing a publication in the collection)
13. Access to bibliographic records/information to support own library
14. Other (please specify)
15. I can't recall

8. How satisfied are you with the Library and Archives Canada services you have used in the last 2 years?

[ONLY DISPLAY THE SERVICES IDENTIFIED AT CQ7]

- 8a) Copy services (ordering reproductions of collection items)
- 8b) Copyright clearance services (obtaining permission to reproduce material)
- 8c) Research support onsite (interacting in person with staff to answer questions)
- 8d) Research support remotely (interacting with staff through email, videoconference or telephone to answer questions)
- 8e) Onsite consultation of original material
- 8f) Searching online databases
- 8g) Searching and exploring the collection on a mobile phone or a virtual reality device
- 8h) Access to Information and Privacy Requests
- 8i) International Standard Numbers (ISSN, ISBN, ISMN)
- 8j) Public Programming (events, exhibitions, tours)
- 8k) Cataloguing in Publication (CIP) services
- 8l) Legal deposit program (depositing a publication in the collection)
- 8n) Access to bibliographic records/information to support own library

RESPONSE OPTIONS

01. Very satisfied
02. Satisfied
03. Neutral
04. Dissatisfied
05. Very dissatisfied
06. Does not apply

9. All things considered, how satisfied are you with the quality of services you received from Library and Archives Canada over the last 2 years?

01. Very satisfied
02. Satisfied
03. Neutral

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- 04. Dissatisfied
- 05. Very dissatisfied

10. The topics currently included in Library and Archives Canada's collection are listed below. Which ones are of interest to you?

Select all that apply

- 01. Genealogy and family history
- 02. Citizenship and immigration
- 03. Indigenous cultures and histories
- 04. Social justice and marginalized communities
- 05. Canada history and land
- 06. Military and war history
- 07. Politics, government and law
- 08. National institutions (e.g. postal service, police)
- 09. Transportation (e.g. railways, ships)
- 10. Canadian newspapers and magazines
- 11. Art and Media (e.g. film, music, photography)
- 12. Maps, charts, and architectural plans
- 13. Other (please specify)

D. Experience and satisfaction with LAC Staff

1. Have you interacted with Library and Archives Canada's staff over the past 2 years, whether in-person, through email or through other channels, such as telephone or videoconference?

- 01. Yes
- 02. No [SKIP TO EQ1]
- 03. I can't recall [SKIP TO EQ1]

2. [IF DQ1=01] Thinking about the interactions you've had with Library and Archives Canada staff over the past 2 years, how much do you agree or disagree with the following statements?

- 2a) Staff made me feel welcome.
- 2b) Staff helped me use Library and Archives Canada's services.
- 2c) Staff provided knowledgeable answers to my questions or found the correct answers when unsure.
- 2d) Staff were polite.
- 2e) Staff communicated clearly.
- 2f) Staff responded promptly/in a timely manner.
- 2g) Staff welcomed me in both French and English when I first interacted with them.
- 2h) I received the services from and/or interacted with staff in the official language of my choice.

RESPONSE OPTIONS

- 01. Strongly agree
- 02. Agree
- 03. Neutral
- 04. Disagree
- 05. Strongly disagree

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06. Does not apply

3. [IF DQ1=01] Overall, how satisfied are you with the quality of the interactions you've had with Library and Archives Canada staff over the past 2 years?

- 01. Very satisfied
- 02. Satisfied
- 03. Neutral
- 04. Dissatisfied
- 05. Very dissatisfied

E. Use and evaluation of LAC website, *Collection Search* and other online databases

[IF CQ4=05; USED THE WEBSITE; IF THEY HAVE NOT USED THE WEBSITE, SKIP TO EQ20.]

Earlier you indicated that you have accessed the services of Library and Archives Canada online through its website. These next questions focus on your experience using the website in the last 2 years.

1. When thinking about your use of Library and Archives Canada's website, how easy or difficult was it to do the following?

- 1a) Find the information you were looking for
- 1b) Find out how to contact Library and Archives Canada
- 1c) Provide feedback through Library and Archives Canada's website

RESPONSE OPTIONS

- 01. Very easy
- 02. Easy
- 03. Neutral
- 04. Difficult
- 05. Very difficult
- 06. Does not apply

2. The research guides and tools on Library and Archives Canada's website provide information about the items available in the collection and how to access them. Did you use any of the research guides and tools in the past 2 years?

- 01. Yes
- 02. No [SKIP TO EQ4]
- 03. I can't recall [SKIP TO EQ4]

3. [IF EQ2=01] Thinking about your use of Library and Archives Canada's online research guides and tools over the past 2 years, how much do you agree or disagree with the following statements?

- 3a) The additional information to help with searching the collection was helpful.
- 3b) The level of detail in the information was sufficient, not too basic nor too advanced.

RESPONSE OPTIONS

- 01. Strongly agree
- 02. Agree
- 03. Neutral

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- 04. Disagree
- 05. Strongly disagree
- 06. Does not apply

4. [IF EQ2=02, 03] What is the main reason you did not use Library and Archives Canada's online research guides and tools?
- 01. Did not know the research guides and tools existed
 - 02. Did not find a page about the topic I was looking for
 - 03. The information was too basic for my needs
 - 04. The information was too advanced for my needs
 - 05. Other (please specify)
 - 06. No reason in particular; I just didn't.
 - 07. I don't know
5. *Collection Search* is Library and Archives Canada's primary search interface to find and access items from its collection online. Currently, this tool searches over 33 databases, and includes the largest databases for library and archives collections (e.g., *Aurora* and historical censuses). Have you used *Collection Search* in the past 2 years?
- 01. Yes
 - 02. No [SKIP TO EQ15]
 - 03. I can't recall [SKIP TO EQ15]
6. [IF EQ5=01] Thinking about your use of *Collection Search* over the past 2 years, how much do you agree or disagree with the following statements?
- 6a) Searches provided meaningful results.
 - 6b) I was able to filter my results to refine my search.
 - 6c) Searching was intuitive.
 - 6d) I found what I was looking for.

RESPONSE OPTIONS

- 01. Strongly agree
- 02. Agree
- 03. Neutral
- 04. Disagree
- 05. Strongly disagree
- 06. Does not apply

7. [IF EQ5=01] Which, if any, of the following changes would improve your experience using *Collection Search*?

Select all that apply

- 01. Provide options for searching with a poor internet connection
- 02. Add more digitized items to *Collection Search*
- 03. Better integrate *Collection Search* results with Library and Archives Canada's other services (e.g., requesting copies to consult based on search results)
- 04. Improve the descriptions of items so the information is easier to find and understand
- 05. More accurate and relevant search results

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- 06. Better filtering and sorting options
 - 07. A clearer and more intuitive user interface
 - 08. Better accessibility features for users with disabilities
 - 09. Multilingual support
 - 10. Other (Please specify)
 - 11. None of these; *Collection Search* doesn't need improvement
8. [IF EQ5=01] All things considered, how satisfied are you with *Collection Search*?
- 01. Very satisfied
 - 02. Satisfied
 - 03. Neutral
 - 04. Dissatisfied
 - 05. Very dissatisfied
9. [IF EQ5=01] *Aurora* provides direct access to the published collection (books, serials, etc.) held at Library and Archives Canada. Have you used *Aurora* in the past 2 years?
- 01. Yes
 - 02. No [SKIP TO EQ11]
 - 03. I can't recall [SKIP TO EQ11]
10. [IF EQ9=01] Focusing on the last 2 years, for which purposes have you used *Aurora*?
- Select all that apply
- 01. To find information
 - 02. To access bibliographic data
 - 03. To carryout my work responsibilities
 - 04. Other (please specify)
11. [IF EQ9=01] Thinking about your use of *Aurora* over the past 2 years, how much do you agree or disagree with the following statements?
- 11a) Searches provided meaningful results.
 - 11b) I was able to filter my results to refine my search.
 - 11c) Searching was intuitive.
 - 11d) I found what I was looking for.
- RESPONSE OPTIONS
- 01. Strongly agree
 - 02. Agree
 - 03. Neutral
 - 04. Disagree
 - 05. Strongly disagree
 - 06. Does not apply
12. [IF EQ9=01] Overall, how satisfied are you with *Aurora*?
- 01. Very satisfied
 - 02. Satisfied
 - 03. Neutral

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- 04. Dissatisfied
- 05. Very dissatisfied

13. [IF EQ5=01] In the past 2 years, which of the following have you used?

Select all that apply

- 01. Advanced Search
- 02. Census Search
- 03. Neither [SKIP TO EQ15]
- 04. I can't recall [SKIP TO EQ15]

14. [IF EQ13=01, 02] How satisfied are you with...?

[SHOW ITEMS USED AT EQ13]

- 14a) Advanced Search
- 14b) Census Search

RESPONSE OPTIONS

- 01. Very satisfied
- 02. Satisfied
- 03. Neutral
- 04. Dissatisfied
- 05. Very dissatisfied

15. Have you created a user account with Library and Archives Canada (My Account)?

- 01. Yes
- 02. No [SKIP TO EQ17]
- 03. I can't recall [SKIP TO EQ20]

16. [IF EQ15=01] Which of the following My Account features have you used in the past 2 years?

Select all that apply

- 01. My Research
- 02. Public research lists
- 03. My Event Calendar
- 04. My Co-Lab Contributions
- 05. Track my archival order
- 06. None of these

17. [IF EQ15=02] Why haven't you created a Library and Archives Canada Account?

Select all that apply

- 01. I only use the site occasionally, so I have no need
- 02. I have never heard of it
- 03. Creating an account seemed complicated
- 04. I don't see the value of creating an account
- 05. I don't trust that my personal information will be kept secure
- 06. Other (Please specify)
- 07. No reason in particular; I just haven't

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18. [IF EQ15=01] Which, if any, of the following features would you be interested in seeing added to My Account?

Select all that apply

- 01. The ability to chat with staff
- 02. The ability to manage transactions or purchases like copy requests
- 03. The ability to view restricted material virtually
- 04. Two-factor authentication (2FA) for increased security
- 05. Other (please specify)
- 06. None of these

19. Overall, how satisfied are with your experience using Library and Archives Canada's website during the past 2 years?

- 01. Very satisfied
- 02. Satisfied
- 03. Neutral
- 04. Dissatisfied
- 05. Very dissatisfied

20. Transcriptions help with online discovery. Traditionally, Library and Archives Canada has been limited in its capacity to transcribe materials like handwritten documents or finding aids. As organizations turn to artificial intelligence (AI) tools more and more, how do you feel about Library and Archives Canada using AI to help with transcriptions, understanding that the resulting transcripts will not be 100% accurate?

- 01. I am very supportive of Library and Archives Canada using AI tools
- 02. I am somewhat supportive of Library and Archives Canada using AI tools
- 03. I do not support Library and Archives Canada using AI tools at this time
- 04. I have no opinion

21. [IF EQ20=01, 02] When using AI tools to assist with transcriptions, what percentage of error would be acceptable to you?

- 01. Under 10%
- 02. 11–20%
- 03. 21–30%
- 04. More than 30%
- 05. No threshold
- 06. I don't know

F. Future Directions

1. Library and Archives Canada is developing new public activities to expand access to its collection. How likely would you be to participate in the following...

- 1a) In-person experiences (e.g., tours, public exhibitions)
- 1b) Social events and activities (e.g., trivia nights, adult colouring nights)
- 1c) Hands-on skill building activities (e.g., calligraphy, zine making workshops)
- 1d) New online activities and content offerings (e.g., podcasts, readers' challenge)
- 1e) Educational content in classroom-friendly formats (e.g., reproduction kits, videos)

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- 1f) Borrowing framed reproductions to take home for 1 year
- 1g) Informal talks and presentations from experts and creators (e.g., "Ask me anything", workshops)
- 1h) Scholarly panel discussions and symposiums
- 1i) Educational onsite activities targeted at children and families

RESPONSE OPTIONS

- 01. Very likely
- 02. Somewhat likely
- 03. Not very likely
- 04. Not at all likely

2. [FQ1=01, 02] You indicated that the following activities would be interesting to you personally. Which of these is the most important to you personally and should be given priority by Library and Archives Canada?

[ONLY DISPLAY THE ACTIVITIES IDENTIFIED AT FQ1 AS 01 OR 02]

- 01. In-person experiences (e.g., tours, public exhibitions)
- 02. Social events and activities (e.g., trivia nights, adult colouring nights)
- 03. Hands-on skill building activities (e.g., calligraphy, zine making workshops)
- 04. New online activities and content offerings (e.g., podcasts, readers' challenge)
- 05. Educational content in classroom-friendly formats (e.g., reproduction kits, videos)
- 06. Borrowing framed reproductions to take home for 1 year
- 07. Informal talks and presentations from experts and creators (e.g., "Ask me anything", workshops)
- 08. Scholarly panel discussions and symposiums
- 09. Educational onsite activities targeted at children and families

3. Library and Archives Canada wants its activities to reflect topics of interest. How interested are you in each of the following topics?

- 3a) Food and gardens (e.g., recipes, gardens watercolors)
- 3b) Sports (e.g., from hockey to the Olympics)
- 3c) Travel stories (e.g., travelling North)
- 3d) Expressions of love through time (e.g., lovers, friends, family, pets)
- 3e) Canadian innovators (e.g., pushing boundaries, breaking barriers)
- 3f) Voices and stories from diverse communities (e.g., Black photojournalists, 2SLGBTQI+ archives)
- 3g) Indigenous voices and stories
- 3h) Transportation and the building of the country
- 3i) Past Canadian bestsellers, and what our reading selections reveal about us
- 3j) Family history

RESPONSE OPTIONS

- 01. Very interested
- 02. Somewhat interested
- 03. Not very interested
- 04. Not at all interested

4. Library and Archives Canada acquires new materials for the collection depending on funding and opportunities available. From the following list, what are the top 3 areas Library and Archives Canada

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should focus on when it comes to expanding the collection? Please rank them from most important (1) to least important (3).

01. Immigration
02. Indigenous Peoples
03. Social justice
04. Marginalized communities
05. Francophone culture
06. Canadian history
07. Military history
08. Politics
09. Transportation
10. Arts and culture
11. Literature
12. Technology
13. Environment
14. Business

4A. Are there any other areas that Library and Archives Canada should focus on when it comes to expanding the collection?

01. OPEN TEXT BOX
02. No
03. Do not know

5. What, if anything, would encourage you to use Library and Archives Canada more in the future?

Select all that apply

01. Service point near me
02. More digital documents
03. Easier to access collections
04. Easier-to-use website
05. Improved search tools
06. More self-service options
07. More ways to discover the collection
08. More ways to learn about Canadian culture and history
09. More engaging activities and programs for all ages
10. Other (please specify)
11. Nothing, I'm not likely to use Library and Archives Canada
12. Nothing, I am satisfied as is

G. Libraries and Archives Social Impact Assessment

1. Thinking about what you expect from a library or archival institution, how important are the following statements to you? A library or archives should...
 - 1a) Provide a welcoming, safe and inclusive place
 - 1b) Allow people to express and reflect on their sense of self, experience and history
 - 1c) Provide a sense of well-being, calm, comfort or relaxation
 - 1d) Create a feeling of concentration or immersion

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- 1e) Entertain, excite, move or provoke
- 1f) Provide new knowledge or new information
- 1g) Support and stimulate reflection by providing food for thought
- 1h) Offer new perspectives and help improve critical thinking skills
- 1i) Provide a getaway for individual and group study, learning, or research
- 1j) Stimulate the imagination and motivate people to learn, try something new, or make changes
- 1k) Strengthen existing skills or help develop new ones
- 1l) Motivate new creative endeavours
- 1m) Create opportunities for conversations
- 1n) Inspire empathy by providing insight into the lives of others
- 1o) Provide opportunity to meet new people or be together as a group
- 1p) Provide facilities and services that accommodate the needs of a diverse population
- 1q) Provide support for people's professional duties
- 1r) Provide a comfortable place for people's activities with things like free Wi-Fi and meeting rooms

RESPONSE OPTIONS

- 01. 1 – not at all important
- 02. 2
- 03. 3
- 04. 4
- 05. 5 – very important
- 06. Does not apply
- 07. I don't know

H. Accessibility of Services

1. Do you identify as a person with a disability? A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home (such as at school, work, or in the community in general).
 - 01. Yes
 - 02. No [SKIP TO HQ8]
 - 03. Prefer not to answer [SKIP TO HQ8]

Library and Archives Canada wants to ensure its public activities and services, whether online or on site (at its service points), are fully accessible to all clients. To that end, Library and Archives Canada has implemented measures to eliminate the barriers encountered by those who live with disabilities or ability challenges.

2. Which of Library and Archives Canada's accessibility features are you aware of?

Select all that apply

- 01. Accommodations and alternate formats for documents for clients who need support in accessing the physical collection (e.g., provision of electronic magnifiers and viewers capable of enlarging characters in books and microfiches).
- 02. Accommodations and alternate formats for documents for clients who need support in accessing the digital collection (e.g., ability to use own screen reading software on LAC website).

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- 03. Accessibility features of the physical environment (e.g., lighting, evacuation or emergency plans, navigational tools or directional guides, spaces appropriate to meet neurodiverse needs).
- 04. Feedback mechanism at Library and Archives Canada's physical locations.
- 05. Feedback mechanism on Library and Archives Canada's website.
- 06. None of these [SKIP TO HQ6]

3. [IF AWARE OF ANY ITEMS AT HQ2] Which of the following have you personally used or experienced at Library and Archives Canada in the past 2 years?

Select all that apply

[SHOW ITEMS RESPONDENT IS AWARE OF FROM HQ2]

- 01. Accommodations and alternate formats for documents for those who need support in accessing the physical collection (e.g., provision of electronic magnifiers and viewers capable of enlarging characters in books and microfiches).
- 02. Accommodations and alternate formats for documents for those who need support in accessing the digital collection (e.g., ability to use own screen reading software on Library and Archives Canada's website).
- 03. Accessibility features of the physical environment (e.g., lighting, evacuation or emergency plans, navigational tools or directional guides, spaces appropriate to meet neurodiverse needs).
- 04. Feedback mechanism at Library and Archives Canada's physical locations.
- 05. Feedback mechanism on Library and Archives Canada's website.
- 06. None of the above

4. [IF USED ANY ITEMS AT HQ3] How satisfied are you with your experience with each of the following:

[SHOW ITEMS RESPONDENT USED FROM HQ4]

4a) Accommodations and alternate formats for documents for clients who need support in accessing the physical collection (e.g., provision of electronic magnifiers and viewers capable of enlarging characters in books and microfiches).

4b) Accommodations and alternate formats for documents for clients who need support in accessing the digital collection (e.g., ability to use own screen reading software on Library and Archives Canada's website).

4c) Accessibility features of the physical environment (e.g., lighting, evacuation or emergency plans, navigational tools or directional guides, spaces appropriate to meet neurodiverse needs).

4d) Feedback mechanism at Library and Archives Canada's physical locations.

4e) Feedback mechanism on Library and Archives Canada's website.

RESPONSE OPTIONS

- 01. Very satisfied
- 02. Satisfied
- 03. Neutral
- 04. Dissatisfied
- 05. Very dissatisfied

5. [IF USED ANY ITEMS AT HQ3] How much do you agree or disagree with the following statements?

5a) The accessibility features at Library and Archives Canada's physical locations are visible to everyone.

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5b) Library and Archives Canada's staff members are well-trained to help people with disabilities or those who need special assistance.

5c) Library and Archives Canada has accessibility features that are easy to use and work well for everyone. These features are the same across all their collections, whether you're using physical documents, digital materials, or looking up information.

5d) It's easy to see how you can give feedback on how accessible the programs and services are, whether they're online or in person.

RESPONSE OPTIONS

- 01. Strongly agree
- 02. Agree
- 03. Neutral
- 04. Disagree
- 05. Strongly disagree
- 06. I don't know
- 07. Does not apply

6. Have you personally encountered any barriers when accessing Library and Archives Canada's services, collection or content?

- 01. Yes
- 02. No [SKIP TO HQ8]
- 03. Prefer not to answer [SKIP TO HQ8]

7. [IF HQ6=01] What barriers have you encountered?

Select all that apply

- 01. Physical barrier(s) in accessing Library and Archives Canada's physical locations
- 02. Barrier(s) in consulting Library and Archives Canada's collection in person
- 03. Barrier(s) in consulting the collection online
- 04. Barrier(s) in communicating with Library and Archives Canada staff in person or in writing
- 05. Other (please specify)

8. Library and Archives Canada wants to improve accessibility features and measures at its physical locations as well as for its online services. Do you have any advice or suggestions to share with Library and Archives Canada to improve the accessibility of its physical locations or online services?

- 01. OPEN TEXT BOX
- 02. No suggestions

I. Non-users/former users ("potential users")

[IF CQ1=02, 03]

JQ1. [CQ2=02, 03, 04] You mentioned that you used the services and resources of Library and Archives Canada, but not in the past 2 years. Why is that?

Select all that apply

- 01. Frustration/issues with LAC's website
- 02. LAC services are too complicated to use

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03. Retired, no professional need for LAC services anymore
04. Documents needed are not digitized
05. Get information from other sources
06. Use library at school or work
07. Completed my research project
08. Location is not convenient
09. Library and Archives Canada's opening and services hours are not convenient
10. Health issues
11. No need
12. No reason in particular
13. Some other reason. Specify: _____

CNQ11. The topics currently included in Library and Archives Canada's collection are listed below. Which ones are of interest to you?

Select all that apply

01. Genealogy and family history
02. Citizenship and immigration
03. Indigenous cultures and histories
04. Social justice and marginalized communities
05. Canada history and land
06. Military and war history
07. Politics, government and law
08. National institutions (e.g. postal service, police)
09. Transportation (e.g. railways, ships)
10. Canadian newspapers and magazines
11. Art and Media (e.g. film, music, photography)
12. Maps, charts, and architectural plans
13. Other (please specify)

FNQ1. Library and Archives Canada is developing new public activities to expand access to its collection. How likely would you be to participate in the following...

- 1a) In-person experiences (e.g., tours, public exhibitions)
- 1b) Social events and activities (e.g., trivia nights, adult colouring nights)
- 1c) Hands-on skill building activities (e.g., calligraphy, zine making workshops)
- 1d) New online activities and content offerings (e.g., podcasts, readers' challenge)
- 1e) Educational content in classroom-friendly formats (e.g., reproduction kits, videos)
- 1f) Borrowing framed reproductions to take home for 1 year
- 1g) Informal talks and presentations from experts and creators (e.g., "Ask me anything", workshops)
- 1h) Scholarly panel discussions and symposiums
- 1i) Educational onsite activities targeted at children and families

RESPONSE OPTIONS

01. Very likely
02. Somewhat likely
03. Not very likely
04. Not at all likely

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JQ2. If you were to use the services of a library and archive like Library and Archives Canada, how likely would you be to use the following?

- 5a) Copy services (ordering reproductions of collection items)
- 5b) Copyright clearance services (obtaining permission to reproduce items from the collection)
- 5c) Research support onsite (interacting in person with staff to answer questions)
- 5d) Research support remotely (interacting with staff through email, videoconference or telephone to answer questions)
- 5e) Onsite consultation of original documents
- 5f) Searching online databases
- 5g) Searching and exploring the collection on a mobile phone or a virtual reality device
- 5h) Access to Information and Privacy Requests
- 5i) International Standard Numbers (ISSN, ISBN, ISMN)
- 5j) Public Programming (events, exhibitions, tours)

RESPONSE OPTIONS

- 01. Very likely
- 02. Somewhat likely
- 03. Not very likely
- 04. Not at all likely
- 05. I don't know

FNQ5. What, if anything, would encourage you to use Library and Archives Canada in the future?

Select all that apply

- 01. Service point near me
- 02. More digital documents
- 03. Easier to access collections
- 04. Easier-to-use website
- 05. Improved search tools
- 06. More self-service options
- 07. More ways to discover the collections
- 08. More ways to learn about Canadian culture and history
- 09. More engaging activities and programs for all ages
- 10. Other (please specify)
- 11. Nothing, I'm not likely to use Library and Archives Canada
- 12. Nothing, I am satisfied as is

GNQ1. Thinking about what you expect from a library or archival institution, how important are the following statements to you? A library or archives should...

- 1a) Provide a welcoming, safe and inclusive place
- 1b) Allow people to express and reflect on their sense of self, experience and history
- 1c) Provide a sense of well-being, calm, comfort or relaxation
- 1d) Create a feeling of concentration or immersion
- 1e) Entertain, excite, move or provoke
- 1f) Provide new knowledge or new information
- 1g) Support and stimulate reflection by providing food for thought
- 1h) Offer new perspectives and help improve critical thinking skills

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- 1i) Provide a getaway for individual and group study, learning, or research
- 1j) Stimulate the imagination and motivate people to learn, try something new, or make changes
- 1k) Strengthen existing skills or help develop new ones
- 1l) Motivate new creative endeavours
- 1m) Create opportunities for conversations
- 1n) Inspire empathy by providing insight into the lives of others
- 1o) Provide opportunity to meet new people or be together as a group
- 1p) Provide facilities and services that accommodate the needs of a diverse population
- 1q) Provide support for people's professional duties
- 1r) Provide a comfortable place for people's activities with things like free Wi-Fi and meeting rooms

RESPONSE OPTIONS

- 01. 1 – not at all important
- 02. 2
- 03. 3
- 04. 4
- 05. 5 – very important
- 06. Does not apply
- 07. I don't know

HNQ1. Do you identify as a person with a disability? A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home (such as at school, work, or in the community in general).

- 01. Yes
- 02. No [SKIP TO HNQ8]
- 03. Prefer not to answer [SKIP TO HNQ8]

Library and Archives Canada wants to ensure its public activities and services, whether online or on site (at its service points), are fully accessible to all clients. To that end, Library and Archives Canada has implemented measures to eliminate the barriers encountered by those who live with disabilities or ability challenges.

HNQ2. Which of the following accessibility features *could* meet your needs if you were to use Library and Archives Canada in the future, whether visiting in person or using its online services?

Select all that apply

- 01. Accommodations and alternate formats for documents for clients who need support in accessing the physical collection (e.g., provision of electronic magnifiers and viewers capable of enlarging characters in books and microfiches).
- 02. Accommodations and alternate formats for documents for clients who need support in accessing the digital collection (e.g., ability to use own screen reading software on Library and Archives Canada website).
- 03. Accessibility features of the physical environment (e.g., lighting, evacuation or emergency plans, navigational tools or directional guides, spaces appropriate to meet neurodiverse needs).
- 04. Feedback mechanism at Library and Archives Canada's physical locations.
- 05. Feedback mechanism on Library and Archives Canada's website.
- 06. None of these

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HNQ8. Library and Archives Canada wants to improve accessibility features and measures at its physical locations as well as for its online services. Do you have any advice or suggestions to share with Library and Archives Canada to improve the accessibility of its physical locations or online services?

01. OPEN TEXT BOX
02. No suggestions

J. Respondent profile

These last few questions are for background purposes. All responses will remain confidential.

[ALL RESPONDENTS]

1. Which of the following best describes you?
 01. Primary or secondary school educator/teacher
 02. Researcher/professor/academic (e.g., historian, genealogist)
 03. Librarian, Archivist, Information sciences specialist
 04. Government employee
 05. University student
 06. College/Cegep student
 07. High school student
 08. Media/Journalist/Producer/Writer/Creator
 09. Veteran
 10. Retired
 11. Lawyer
 12. Other (please specify)
 13. Prefer not to answer

2. For the purposes of this survey, could you please provide your gender?
 01. Woman
 02. Man
 03. Another gender
 04. Prefer not to answer

3. What is the highest level of formal education that you have completed?
 01. Less than a High School diploma or equivalent
 02. High School diploma or equivalent
 03. Registered Apprenticeship or other trades certificate or diploma
 04. College, CEGEP or other non-university certificate or diploma
 05. University certificate or diploma below bachelor's level
 06. Bachelor's degree
 07. Post graduate degree above bachelor's level
 08. Prefer not to answer

4. What language do you speak most often at home?

Select all that apply

 01. English

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02. French
 03. Other (please specify)
 04. Prefer not to answer
5. Were you born in Canada?
01. Yes [SKIP TO JQ7]
 02. No
 03. Prefer not to answer [SKIP TO JQ7]
6. [IF JQ5=02] In what year did you first come to Canada to live?
01. Year:
 02. Can't recall
 03. Prefer not to answer
7. Are you First Nations, Métis, or Inuk (Inuit)?
- Select all that apply
01. No, not an Indigenous person
 02. Yes, First Nations
 03. Yes, Metis
 04. Yes, Inuk (Inuit)
 05. Prefer not to answer
8. [SKIP IF JQ7=02-04] Do you identify with a racialized population group? Racialized groups include, among others, South Asian, Chinese, Black, Filipino, Arab, Latin American, Southeast Asian, West Asian, Korean and Japanese.
01. Yes
 02. No
 03. Prefer not to answer
9. Do you live in or close to one of the following cities?
01. Gatineau [GO TO JQ11]
 02. Halifax [GO TO JQ11]
 03. Ottawa [GO TO JQ11]
 04. Winnipeg [GO TO JQ11]
 05. Vancouver [GO TO JQ11]
 06. No, I don't live in one of these cities
 07. Prefer not to answer
10. [IF JQ9=06, 07] Where are you located?
01. British Columbia
 02. Alberta
 03. Saskatchewan
 04. Manitoba
 05. Ontario
 06. Quebec

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07. New Brunswick
08. Nova Scotia
09. Prince Edward Island
10. Newfoundland and Labrador
11. Yukon
12. Northwest Territories
13. Nunavut
14. I live outside Canada
15. Prefer not to answer

11. In which type of neighbourhood do you live?

01. Urban
02. Suburban
03. Rural
04. Remote area
05. Prefer not to answer

12. Which of the following best describes your total household income last year, before taxes, from all sources for all household members?

01. Under \$20,000
02. \$20,000 to just under \$40,000
03. \$40,000 to just under \$60,000
04. \$60,000 to just under \$80,000
05. \$80,000 to just under \$100,000
06. \$100,000 to just under \$150,000
07. \$150,000 and above
08. Prefer not to answer

13. Are you the parent or guardian of any child under 18 years of age living at home with you?

01. Yes
02. No
03. Prefer not to say

14. Finally, do you have any last thoughts or feedback on anything that you would like to share with Library and Archives Canada?

01. OPEN TEXT BOX
02. No suggestions

This completes the survey. On behalf of Library and Archives Canada, we thank you for taking the time to share your feedback.

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3. Survey Questionnaire - Panel

Survey Introduction Page

Thank you for agreeing to take part in this short survey being conducted by Phoenix Strategic Perspectives (Phoenix SPI) on behalf of the Government of Canada. Si vous préférez répondre au sondage en français, veuillez cliquer sur « Français » dans le coin supérieur gauche.

This survey is designed to collect information on issues of importance to Canadians. The survey should take no more than 7 minutes to complete, is voluntary, and your responses will be kept completely confidential. The information provided will be administered according to the requirements of the Privacy Act. Your responses will not be used to identify you, and none of your opinions will be attributed to you personally in any way. To view Phoenix SPI's privacy policy, click <here>.

This survey is registered with the Canadian Research Insights Council's Research Verification Service. The project verification code is 20241111-PH769. Click <here> to verify the legitimacy of this survey.

Screening Questions

1. Which of the following age groups do you fall into?
 01. Under 16 [TERMINATE: GO TO SCREEN 1]
 02. 16-17
 03. 18-24
 04. 25-34
 05. 35-44
 06. 45-54
 07. 55-64
 08. 65-74
 09. 75 or older
 10. Prefer not to answer [TERMINATE: GO TO SCREEN 2]

SCREEN 1

Thank you for your interest in this survey, but you need to be at least 16 years old to take part.

2. For the purposes of this survey, could you please provide your gender?
 01. Woman
 02. Man
 03. Another gender
 04. Prefer not to answer [TERMINATE: GO TO SCREEN 2]

SCREEN 2

Thank you for your interest in this survey, unfortunately you do not qualify for the survey.

3. Where are you located?
 01. Alberta

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02. British Columbia
03. Manitoba
04. New Brunswick
05. Newfoundland and Labrador
06. Northwest Territories
07. Nova Scotia
08. Nunavut
09. Ontario
10. Prince Edward Island
11. Quebec
12. Saskatchewan
13. Yukon Territory
14. Prefer not to answer [TERMINATE: GO TO SCREEN 2]

<p>QUOTA TERMINATION</p> <p>Thank you very much for your willingness to complete this survey. We're sorry, but at this time we've already received a sufficient number of completed surveys from people with a similar profile to yours.</p>
--

A. Use of libraries and/or archives

[ALL RESPONDENTS]

1. Have you ever used a library or archives, whether visiting in person or using online services? A library refers to an institution that has books, periodicals and other materials available for reference or lending. Archives refers to an institution that acquires, preserves and provides access to collection of archival materials.
 01. Yes
 02. No [SKIP TO AQ8]
 03. I don't know [SKIP TO AQ8]

2. Which of the following types of libraries have you used, whether visiting in person or using online services?

Select all that apply

 01. Public libraries
 02. College and university libraries
 03. Community, private or specialized libraries (e.g. church, cultural center, local museum)
 04. Other (please specify)
 05. None of the above [SKIP to AQ2A]

3. [IF AQ2=01, 02, 03] When did you last use a library, whether visiting in person or online?
 01. With in the past 2 years
 02. 2 to 5 years
 03. 6 to 10 years
 04. More than 10 years ago
 05. I can't recall

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4. [IF AQ3=01] On average, how frequently do you use libraries?

- 01. More than once a month
- 02. Once a month
- 03. Once every two months
- 04. Once every six months
- 05. Once a year
- 06. Less than once a year
- 07. I can't recall

2A. Which of the following types of archives have you used, whether visiting in person or using online services?

Select all that apply

- 01. Government archives – excluding Library and Archives Canada
- 02. College and university archives
- 03. Community, private or specialized archives (e.g. church, cultural center, local museum)
- 04. Other (please specify)
- 05. None of the above

5. [IF AQ2A=01, 02, 03] When did you last use an archives, whether visiting in person or online?

- 01. Within the past 2 years
- 02. 2 to 5 years [SKIP TO AQ7]
- 03. 6 to 10 years [SKIP TO AQ7]
- 04. More than 10 years ago [SKIP TO AQ7]
- 05. I can't recall [SKIP TO AQ7]

6. [IF AQ5=01] On average, how frequently do you use archives?

- 01. More than once a month
- 02. Once a month
- 03. Once every two months
- 04. Once every six months
- 05. Once a year
- 06. Less than once a year
- 07. I can't recall

7. For which purposes have you used a library or archives?

Select all that apply

- 01. Work-related
- 02. Academic/educational
- 03. Personal interest
- 04. Other (please specify)

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8. How likely is it that the following reasons might lead you to use a library or archives?
- 8a) I have specific information needs.
 - 8b) I want inspiration to create my own content.
 - 8c) I need to provide information requested by someone else.
 - 8d) I'm curious to learn something new.
 - 8e) I heard about this place, and I had to see it for myself.
 - 8f) I want to do something engaging with people I love.
 - 8g) I'm working on a passion project in my spare time.
 - 8h) I need a convenient place to do something, a place that has things like free Wi-Fi, furniture, and meeting rooms, etc.
 - 8i) I like places allowing for social interactions and providing a sense of community.
 - 8i) Other (please specify)

RESPONSE OPTIONS

- 01. Very Likely
- 02. Likely
- 03. Unlikely
- 04. Very unlikely
- 05. I don't know

B. Awareness of LAC

[ALL RESPONDENTS]

1. To the best of your knowledge, does Canada have a national archives and library?
- 01. Yes
 - 02. Assume there is, but don't know anything about it [SKIP TO BQ3]
 - 03. No [SKIP TO BQ3]
 - 04. Prefer not to answer [SKIP TO BQ3]
2. [IF BQ1=01] What, if anything, do you know about Canada's national archives and library?
- Select all that apply
- 01. It's located in Ottawa
 - 02. It conserves and provides access to information
 - 03. It's involved in research
 - 04. It's a Canadian library and archives
 - 05. It belongs to all Canadians
 - 06. It makes culture accessible to all by offering free services
 - 07. It plays an active role in promoting Canadian culture in the digital world
 - 08. It is accessible to all (regardless of age, level of education, etc.)
 - 09. It offers services in Canadian regions
 - 10. Other (please specify)
 - 11. Nothing specific/don't know much about Library and Archives Canada
 - 12. Nothing/don't know anything about Library and Archives Canada

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3. Library and Archives Canada is the Canadian library and archives that preserves the documentary heritage of Canada (e.g., books, maps, etc.) and makes it publicly accessible. Did you know about Library and Archives Canada before this survey, including having only heard about it?

- 01. Yes
- 02. No [SKIP TO Section D CNQ11]
- 03. Not sure [SKIP TO Section D CNQ11]

4. In the past 2 years, how have you heard about Library and Archives Canada?

Select all that apply

- 01. On the Internet
- 02. On television
- 03. From friends and family
- 04. In newspapers, magazines or journals
- 05. On social media
- 06. On the radio
- 07. School, college, university
- 08. At work
- 09. Other, please specify _____
- 10. This survey is the first time I've heard about Library and Archives Canada in the past 2 years
- 11. I can't recall

5. Have you ever used the services of Library and Archives Canada? This includes visiting Library and Archives Canada onsite, accessing catalogues via the website, using library and archives resources, or contacting the LAC by phone, email, web form or some other means.

- 01. Yes
- 02. No [NON-USER; SKIP TO SECTION D CNQ11]
- 03. Prefer not to answer [NON-USER; SKIP TO SECTION D CNQ11]

6. [IF BQ5=01] When did you last visit in person or use online services from Library and Archives Canada?

- 01. Within the past two years [LAC CLIENT; CONTINUE TO SECTION C]
- 02. Three to five years ago [FORMER USER; SKIP TO SECTION D JQ1]
- 03. Six to 10 years ago [FORMER USER; SKIP TO SECTION D JQ1]
- 04. More than 10 years ago [FORMER USER; SKIP TO SECTION D JQ1]
- 05. I can't recall [FORMER USER; SKIP TO SECTION D JQ1]

C. Client Survey

[CLIENTS ONLY]

-insert from the intercept survey

- C. Use of LAC and overall experience and satisfaction with LAC services (starting at C3a)
- D. Experience and satisfaction with LAC Staff
- E. Use and evaluation of LAC website, *Collection Search* and other online databases
- F. Future Directions

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D. Non-clients

[NON- AND FORMER CLIENTS ONLY]

1. [BQ6=02, 03, 04] You mentioned that you used the services and resources of Library and Archives Canada, but not in the past 2 years. Why is that?

Select all that apply

- 01. Frustration/issues with LAC's website
- 02. LAC services are too complicated to use
- 03. Retired, no professional need for LAC services anymore
- 04. Documents needed are not digitized
- 05. Get information from other sources
- 06. Use library at school or work
- 07. Completed my research project
- 08. Location is not convenient
- 09. Library and Archives Canada's opening and services hours are not convenient
- 10. Health issues
- 11. No need
- 12. No reason in particular
- 13. Some other reason. Specify: _____

2. The topics currently included in Library and Archives Canada's collection are listed below. Which ones are of interest to you?

Select all that apply

- 01. Genealogy and family history
- 02. Citizenship and immigration
- 03. Indigenous cultures and histories
- 04. Social justice and marginalized communities
- 05. Canada history and land
- 06. Military and war history
- 07. Politics, government and law
- 08. National institutions (e.g. postal service, police)
- 09. Transportation (e.g. railways, ships)
- 10. Canadian newspapers and magazines
- 11. Art and Media (e.g. film, music, photography)
- 12. Maps, charts, and architectural plans
- 13. Other (please specify)

3. Library and Archives Canada is developing new public activities to expand access to its collection. How likely would you be to participate in the following...

- 3a) In-person experiences (e.g., tours, public exhibitions)
- 3b) Social events and activities (e.g., trivia nights, adult colouring nights)
- 3c) Hands-on skill building activities (e.g., calligraphy, zine making workshops)
- 3d) New online activities and content offerings (e.g., podcasts, readers' challenge)
- 3e) Educational content in classroom-friendly formats (e.g., reproduction kits, videos)
- 3f) Borrowing framed reproductions to take home for 1 year

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- 3g) Informal talks and presentations from experts and creators (e.g., "Ask me anything", workshops)
- 3h) Scholarly panel discussions and symposiums
- 3i) Educational onsite activities targeted at children and families

RESPONSE OPTIONS

- 01. Very likely
- 02. Somewhat likely
- 03. Not very likely
- 04. Not at all likely

4. If you were to use the services of a library and archives like Library and Archives Canada, how likely would you be to use the following?
- 4a) Copy services (ordering reproductions of collection items)
 - 4b) Copyright clearance services (obtaining permission to reproduce items from the collection)
 - 4c) Research support onsite (interacting in person with staff to answer questions)
 - 4d) Research support remotely (interacting with staff through email, videoconference or telephone to answer questions)
 - 4e) Onsite consultation of original documents
 - 4f) Searching online databases
 - 4g) Searching and exploring the collection on a mobile phone or a virtual reality device
 - 4h) Access to Information and Privacy Requests
 - 4i) International Standard Numbers (ISSN, ISBN, ISMN)
 - 4j) Public Programming (events, exhibitions, tours)

RESPONSE OPTIONS

- 01. Very likely
- 02. Somewhat likely
- 03. Not very likely
- 04. Not at all likely
- 05. I don't know

5. What, if anything, would encourage you to use Library and Archives Canada in the future?

Select all that apply

- 01. Service point near me
- 02. More digital documents
- 03. Easier to access collections
- 04. Easier-to-use website
- 05. Improved search tools
- 06. More self-service options
- 07. More ways to discover the collections
- 08. More ways to learn about Canadian culture and history
- 09. More engaging activities and programs for all ages
- 10. Other (please specify)
- 11. Nothing, I'm not likely to use Library and Archives Canada
- 12. Nothing, I am satisfied as is

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E. Libraries and Archives Social Impact Assessment

[ALL RESPONDENTS]

1. Thinking about what you expect from a library or archival institution, how important are the following statements to you? A library or archives should...
 - 1a) Provide a welcoming, safe and inclusive place
 - 1b) Allow people to express and reflect on their sense of self, experience and history
 - 1c) Provide a sense of well-being, calm, comfort or relaxation
 - 1d) Create a feeling of concentration or immersion
 - 1e) Entertain, excite, move or provoke
 - 1f) Provide new knowledge or new information
 - 1g) Support and stimulate reflection by providing food for thought
 - 1h) Offer new perspectives and help improve critical thinking skills
 - 1i) Provide a getaway for individual and group study, learning, or research
 - 1j) Stimulate the imagination and motivate people to learn, try something new, or make changes
 - 1k) Strengthen existing skills or help develop new ones
 - 1l) Motivate new creative endeavours
 - 1m) Create opportunities for conversations
 - 1n) Inspire empathy by providing insight into the lives of others
 - 1o) Provide opportunity to meet new people or be together as a group
 - 1p) Provide facilities and services that accommodate the needs of a diverse population
 - 1q) Provide support for people's professional duties
 - 1r) Provide a comfortable place for people's activities with things like free Wi-Fi and meeting rooms

RESPONSE OPTIONS

01. 1 – not at all important
02. 2
03. 3
04. 4
05. 5 – very important
06. Does not apply
07. I don't know

F. Accessibility of Services

[ALL RESPONDENTS]

1. Do you identify as a person with a disability? A person with a disability is a person who has a long-term or recurring impairment (such as vision, hearing, mobility, flexibility, dexterity, pain, learning, developmental, memory or mental health-related) which limits their daily activities inside or outside the home (such as at school, work, or in the community in general).
 01. Yes
 02. No [SKIP TO FQ8]
 03. Prefer not to answer [SKIP TO FQ8]

Library and Archives Canada wants to ensure its public activities and services, whether online or on site (at its service points), are fully accessible to all clients. To that end, Library and Archives Canada has

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implemented measures to eliminate the barriers encountered by those who live with disabilities or ability challenges.

2. [CLIENTS; BQ6=01] Which of Library and Archives Canada's accessibility features are you aware of?

Select all that apply

- 01. Accommodations and alternate formats for documents for clients who need support in accessing the physical collection (e.g., provision of electronic magnifiers and viewers capable of enlarging characters in books and microfiches).
- 02. Accommodations and alternate formats for documents for clients who need support in accessing the digital collection (e.g., ability to use own screen reading software on LAC website).
- 03. Accessibility features of the physical environment (e.g., lighting, evacuation or emergency plans, navigational tools or directional guides, spaces appropriate to meet neurodiverse needs).
- 04. Feedback mechanism at Library and Archives Canada's physical locations.
- 05. Feedback mechanism on Library and Archives Canada's website.
- 06. None of these

3. [NON AND FORMER CLIENTS; IF BQ5=02,03 OR BQ6=02,03,04,05] Which of the following accessibility features could meet your needs if you were to use Library and Archives Canada in the future, whether visiting in person or using its online services?

Select all that apply

- 01. Accommodations and alternate formats for documents for clients who need support in accessing the physical collection (e.g., provision of electronic magnifiers and viewers capable of enlarging characters in books and microfiches).
- 02. Accommodations and alternate formats for documents for clients who need support in accessing the digital collection (e.g., ability to use own screen reading software on Library and Archives Canada website).
- 03. Accessibility features of the physical environment (e.g., lighting, evacuation or emergency plans, navigational tools or directional guides, spaces appropriate to meet neurodiverse needs).
- 04. Feedback mechanism at Library and Archives Canada's physical locations.
- 05. Feedback mechanism on Library and Archives Canada's website.
- 06. None of these

[NON AND FORMER CLIENTS SKIP TO FQ9]

- 4A. [CLIENTS; BQ6=01; IF AWARE OF ANY ITEMS AT FQ2] Which of the following have you personally used or experienced at Library and Archives Canada in the past 2 years?

Select all that apply

[SHOW ITEMS RESPONDENT IS AWARE OF FROM FQ2]

- 01. Accommodations and alternate formats for documents for those who need support in accessing the physical collection (e.g., provision of electronic magnifiers and viewers capable of enlarging characters in books and microfiches).
- 02. Accommodations and alternate formats for documents for those who need support in accessing the digital collection (e.g., ability to use own screen reading software on Library and Archives Canada's website).

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- 03. Accessibility features of the physical environment (e.g., lighting, evacuation or emergency plans, navigational tools or directional guides, spaces appropriate to meet neurodiverse needs).
- 04. Feedback mechanism at Library and Archives Canada's physical locations.
- 05. Feedback mechanism on Library and Archives Canada's website.
- 06. None of these

4. [CLIENTS; BQ6=01; IF USED ANY ITEMS AT FQ4] How satisfied are you with your experience with each of the following:

[SHOW ITEMS RESPONDENT USED FROM FQ4]

- 4a) Accommodations and alternate formats for documents for clients who need support in accessing the physical collection (e.g., provision of electronic magnifiers and viewers capable of enlarging characters in books and microfiches).
- 4b) Accommodations and alternate formats for documents for clients who need support in accessing the digital collection (e.g., ability to use own screen reading software on Library and Archives Canada's website).
- 4c) Accessibility features of the physical environment (e.g., lighting, evacuation or emergency plans, navigational tools or directional guides, spaces appropriate to meet neurodiverse needs).
- 4d) Feedback mechanism at Library and Archives Canada's physical locations.
- 4e) Feedback mechanism on Library and Archives Canada's website.

RESPONSE OPTIONS

- 01. Very satisfied
- 02. Satisfied
- 03. Neutral
- 04. Dissatisfied
- 05. Very dissatisfied

5. [CLIENTS; BQ6=01; IF USED ANY ITEMS AT FQ4] How much do you agree or disagree with the following statements?

- 5a) The accessibility features at Library and Archives Canada's physical locations are visible to everyone.
- 5b) Library and Archives Canada's staff members are well-trained to help people with disabilities or those who need special assistance.
- 5c) Library and Archives Canada has accessibility features that are easy to use and work well for everyone. These features are the same across all their collections, whether you're using physical documents, digital materials, or looking up information.
- 5d) It's easy to see how you can give feedback on how accessible the programs and services are, whether they're online or in person.

RESPONSE OPTIONS

- 01. Strongly agree
- 02. Agree
- 03. Neutral
- 04. Disagree
- 05. Strongly disagree
- 06. I don't know
- 07. Does not apply

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6. [CLIENTS; FQ1=01] Have you personally encountered any barriers when accessing Library and Archives Canada's services, collection or content?
01. Yes
 02. No [SKIP TO FQ8]
 03. Prefer not to answer [SKIP TO FQ8]
7. [CLIENTS; IF FQ7=01] What barriers have you encountered?
- Select all that apply
01. Physical barrier(s) in accessing Library and Archives Canada's physical locations
 02. Barrier(s) in consulting Library and Archives Canada's collection in person
 03. Barrier(s) in consulting the collection online
 04. Barrier(s) in communicating with Library and Archives Canada staff in person or in writing
 05. Other (please specify)
8. [ALL RESPONDENTS] Library and Archives Canada wants to improve accessibility features and measures at its physical locations as well as for its online services. Do you have any advice or suggestions to share with Library and Archives Canada to improve the accessibility of its physical locations or online services?
01. OPEN TEXT BOX
 02. No suggestions

G. Background

[ALL RESPONDENTS]

These last few questions are for background purposes. All responses will remain confidential.

1. What is the highest level of formal education that you have completed?
 01. Less than a High School diploma or equivalent
 02. High School diploma or equivalent
 03. Registered Apprenticeship or other trades certificate or diploma
 04. College, CEGEP or other non-university certificate or diploma
 05. University certificate or diploma below bachelor's level
 06. Bachelor's degree
 07. Post graduate degree above bachelor's level
 08. Prefer not to answer
2. What language do you speak most often at home?

Select all that apply

 01. English
 02. French
 03. Other (please specify)
 04. Prefer not to answer
3. Were you born in Canada?

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01. Yes [SKIP TO GQ5]
 02. No
 03. Prefer not to answer [SKIP TO GQ5]
4. [IF GQ3=02] In what year did you first come to Canada to live?
01. Year:
 02. Can't recall
 03. Prefer not to answer
5. [IF GQ3=01, 03] Are you First Nations, Métis, or Inuk (Inuit)?
- Select all that apply
01. No, not an Indigenous person
 02. Yes, First Nations
 03. Yes, Metis
 04. Yes, Inuk (Inuit)
 05. Prefer not to answer
6. [SKIP IF GQ5=02-04] Do you identify with a racialized population group? Racialized groups include, among others, South Asian, Chinese, Black, Filipino, Arab, Latin American, Southeast Asian, West Asian, Korean and Japanese.
01. Yes
 02. No
 03. Prefer not to answer
7. In which type of neighbourhood do you live?
01. Urban
 02. Suburban
 03. Rural
 04. Remote area
 05. Prefer not to answer
8. Do you live in or close to the following city(ies)?
01. [SHOW IF S3=09, 11] Gatineau
 02. [SHOW IF S3=07] Halifax
 03. [SHOW IF S3=09, 11] Ottawa
 04. [SHOW IF S3=03] Winnipeg
 05. [SHOW IF S3=02] Vancouver
 06. No, I don't live in or close to this/these city(ies)
 07. Prefer not to answer
9. Which of the following best describes your total household income last year, before taxes, from all sources for all household members?
01. Under \$20,000
 02. \$20,000 to just under \$40,000
 03. \$40,000 to just under \$60,000

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- 04. \$60,000 to just under \$80,000
- 05. \$80,000 to just under \$100,000
- 06. \$100,000 to just under \$150,000
- 07. \$150,000 and above
- 08. Prefer not to answer

10. Are you the parent or guardian of any child under 18 years of age living at home with you?

- 01. Yes
- 02. No
- 03. Prefer not to say

11. Finally, do you have any last thoughts or feedback on anything that you would like to share with Library and Archives Canada?

- 01. OPEN TEXT BOX
- 02. No suggestions

This completes the survey. On behalf of Library and Archives Canada, we thank you for taking the time to share your feedback.