



Library and Archives Canada: Pre- and Post-Broadcast Research

DRAFT FINAL REPORT

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Introduction

Libraries and Archives Canada (LAC) participated with CBC Television as a sponsor of the broadcaster's genealogy television program *Who Do You Think You Are*. As part of that sponsorship there were spots on each episode publicising LAC's genealogical services generally, and its Canadian Genealogical Centre website, specifically. It was hoped that LAC's participation would help increase awareness and interest in its services and in its on-line genealogical resources, specifically.

LAC contracted EKOS Research Associates to conduct research to establish the extent to which its participation in the television program led to the desired effects. To that end EKOS conducted pre and post surveys of the Canadian public. Both waves of the research examined interest in genealogy, participation in genealogical research, awareness of LAC and other archives, awareness of their genealogical services. Wave 2 also collected data on awareness and viewing of the CBC program and LAC's sponsorship of it.

In addition to these two waves a separate survey was conducted among a national sample of people who reported having watched the program. These data served to supplement those collected from viewers identified in the second wave of the general survey and delved into reactions to the program and LAC's involvement more comprehensively.

Finally, a sample of the general Quebec population was conducted after a French language communications campaign around LAC and its genealogical services played on the television service of Radio Canada. The purpose of this phase was to identify if that campaign had any affect on Quebec respondents. As such data from that phase were compared to the Wave 1 and Wave 2 Quebec data on key measures.

Methodology

EKOS conducted the pre- and post-broadcast surveys in October 2007, and March 2008, respectively. They were conducted by telephone with nationally representative samples of approximately 1000 adults 18+ (1,009 in October and 1,001 in March). The data were weighted to be nationally representative by age, gender and region.

In addition to these two waves a third survey of 245 viewers of *Who Do You Think You Are* was conducted in March 2008. These respondents were recruited using IVR telephone technology and then subsequently interviewed in a follow up call. Their results have been combined with those from self identified viewers in the Wave 2 survey (74 respondents) to provide feedback from members of the public who actually watched the show. From these respondents we obtain valuable data on reaction to the program,

awareness of LAC involvement and the effects of the program in terms of interest and activity in the area of genealogical research.

An additional 200 cases were conducted in Quebec in late March 2008 after a French-language advertising campaign around LAC's genealogical services was conducted. The survey was conducted with a representative sample of the general public in Quebec aged 18+. As with all other research phases, interviews were conducted by telephone. The survey measures awareness and perceptions of both genealogical research generally and of LAC and its associated services more specifically. The post-campaign survey also looked at recall of the French ad campaign.

Report Organization

The Report is organized into seven chapters. The first four chapters deal with the pre- and post-waves of the research and look for patterns of change that may be attributable to LAC's involvement with the CBC program. These data relate to the general population of Canada as a whole.

The fifth chapter zeros in on those who watched the program and measures its effects on them.

The sixth and seventh chapters examine the effects of the Francophone campaign in Quebec. Chapter Six deals with recall of the ad campaign whereas Chapter Seven deals with any changes in perceptions that may be attributable to this communications effort.

In the first four chapters of national results we present national level data in all the graphs. Where there are marked differences in age, gender or regional groups they are highlighted in the text. In the case of viewers of the program (Chapter Five) and Quebec respondents (Chapters Six and Seven) we limit the analysis to a top line analysis. The sample sizes for these segments are too small to produce statistically reliable data broken down by age and gender.

Part One: Pre- and Post-Broadcast (National Results)

Chapter 1

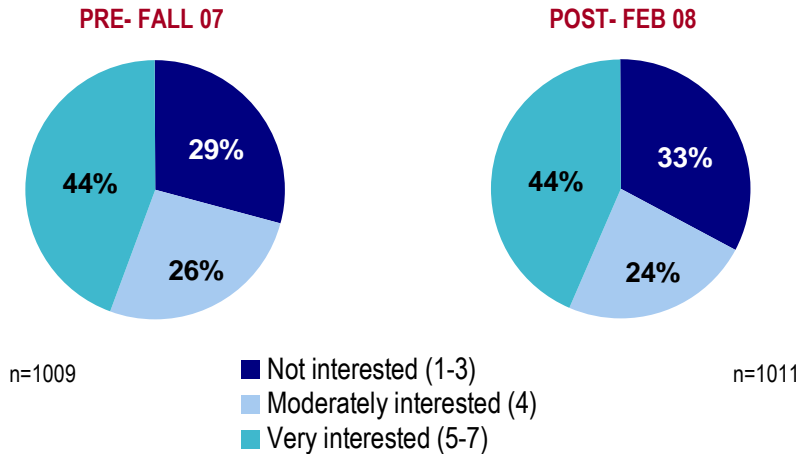
Genealogical Research: Perceptions and Behaviour

In this chapter...

- Level of Interest in Genealogy
- Active Research of Family's Genealogy
- Reason for Not Researching Family's Genealogy

Level of Interest in Genealogy

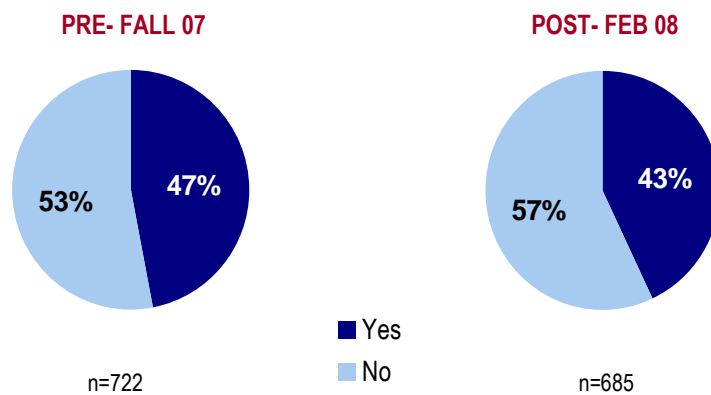
“Can you please tell me how interested you are in your genealogy – that is the researching of your family history?”



LAC Pre-and Post- Broadcast Research, 2007-08

Active Research of Family's Genealogy

“Other than just having casual conversations with family members, have you ever actively tried to research your own family's genealogy?”



Base: Those who answered at least “moderately interested” in genealogy

LAC Pre-and Post- Broadcast Research, 2007-08

Level of Interest in/Active Research of Genealogy

Interest and activity in family genealogy remains relatively unchanged since the pre-broadcast survey.

The post-broadcast level of interest in conducting family history research remains consistent with the results gathered prior to the broadcast of “Who Do You Think You Are?” While there has been a slight bump among those who say they are not interested, it is not a statistically significant change.

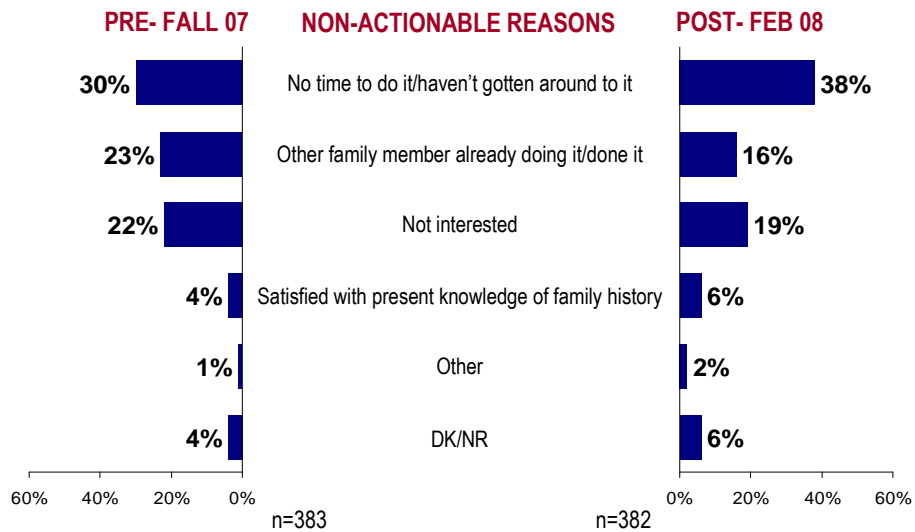
- Across both waves, women (just under half) are slightly more likely than men (four in ten) to be interested in genealogy. However, even among this more engaged group, interest is not at a majority level.
- There was a slight bump in interest in genealogy in Atlantic Canada (from 48 to 56 per cent) following the broadcast.

The propensity for Canadians who are at least moderately interested in genealogy to actively research their family’s history remains slightly less than 50 per cent across both waves.

- Seniors (65+) are the most active genealogical researchers with roughly six in ten saying they have actively conducted research; this finding is consistent across both waves of the survey.
- There was no notable increase in active genealogical research among any of the subgroups following the broadcast.

Reason for *Not* Researching Family's Genealogy

"What is the main reason you haven't researched your family's genealogy?"

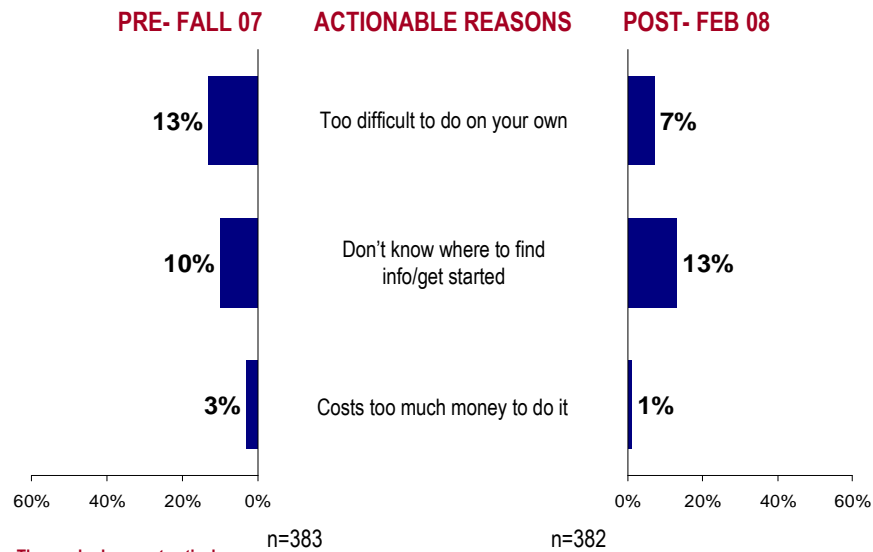


Base: Those who have not actively tried to research genealogy

LAC Pre-and Post- Broadcast Research, 2007-08

Reason for *Not* Researching Family's Genealogy

"What is the main reason you haven't researched your family's genealogy?"



Base: Those who have not actively tried to research genealogy

LAC Pre-and Post- Broadcast Research, 2007-08

Reason for *Not* Researching Family's Genealogy

Reasons for not researching family genealogy continue to be passive rather than active.

As was found in the pre-broadcast research, a lack of time, the fact that another family member is doing it and a lack of interest continue to be the dominant reasons for not actively researching one's family genealogy.

Among the active, more actionable reasons, difficulty, lack of information and cost remain the dominant inhibitors to genealogical research. There has, however, been a slight decline in the proportion who feels it is too difficult.

Chapter 2

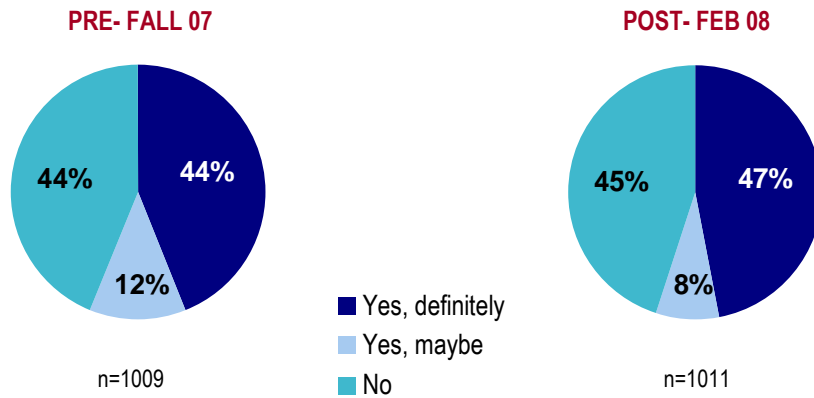
Perceptions of Library and Archives Canada

In this chapter...

- Awareness of LAC
- Awareness of LAC Resources
- Likelihood of Using LAC's Services
- Main Reason for Not Using LAC's Services
- Preferred Method of Researching Genealogy

Awareness of LAC

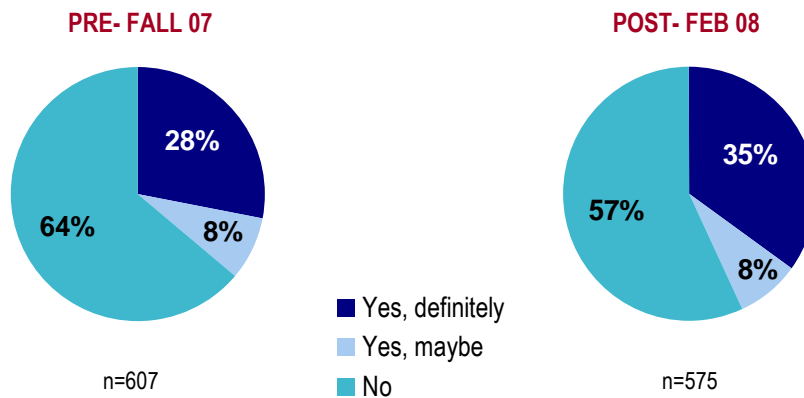
“Have you ever heard of Library and Archives Canada – previously known as The National Archives of Canada or The National Library of Canada?”



LAC Pre-and Post- Broadcast Research, 2007-08

Awareness of LAC Resources

“Were you aware that Library and Archives Canada provides the public with resources to do their own genealogical research?”



Base: those who are at least somewhat aware of LAC

LAC Pre-and Post- Broadcast Research, 2007-08

Awareness of LAC and LAC Resources

While overall awareness of LAC remains consistent with pre-broadcast findings...

As with the pre-broadcast survey, just under half of Canadians are solidly aware of Library and Archives Canada. While there has been a marginal increase in those who say they are definitely aware of LAC, this difference is not statistically significant.

- Age is clearly a factor in awareness of LAC. Just over half of those 45 to 64 are aware of LAC (both pre- and post-broadcast).
- While those in the youngest age group (under 25) are least aware of LAC across both waves, awareness rose from 10 per cent prior to the broadcast to 29 per cent following the broadcast. Despite the small sample sizes for this cohort, the increase in awareness is significant.

...awareness of LAC's resources has increased slightly.

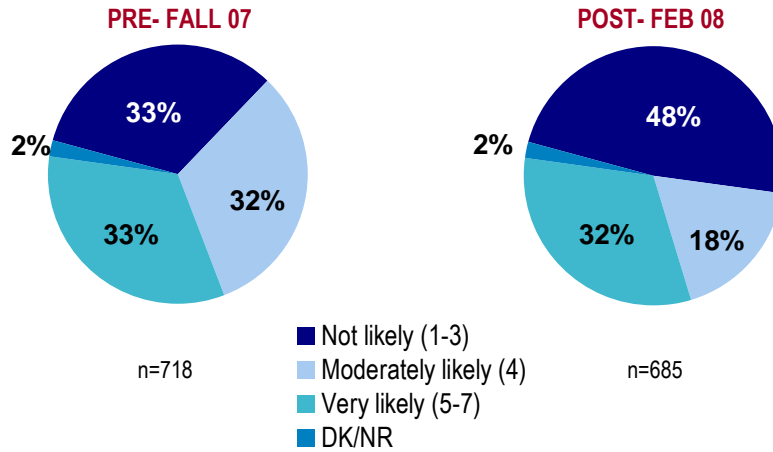
There has been a modest increase in the awareness of LAC's genealogical resources among those who are aware of LAC. Currently more than a third of this group are definitely aware of LAC's role as a provider of genealogical resources, an increase of seven points since the pre-broadcast research.

- Awareness of LAC's resources across the demographic subgroups is generally consistent with overall findings.
- There was, however, a spike in awareness in BC following the broadcast (from 28 to 46 percent)¹. This may not be surprising given that viewership was highest in this region.

¹ It is worth noting that the sample population in BC prior to (n=82) and following (n=65) the broadcast was relatively low. Still, an 18 point increase for samples of this size is statistically significant.

Likelihood of using LAC's Services

“How likely would you be to use Library and Archives Canada to do research on your family’s genealogy?”

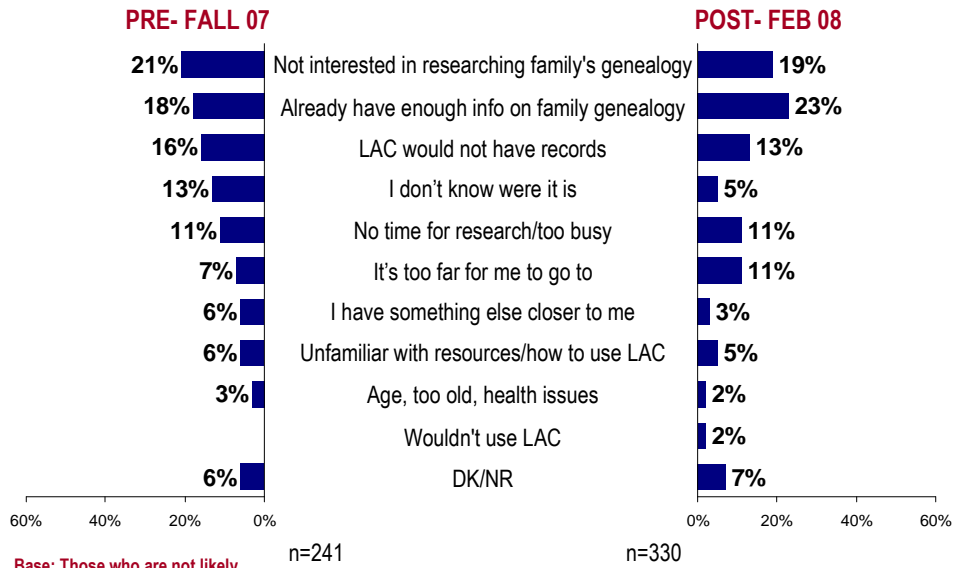


Base: Those who are at least somewhat interested in genealogy

LAC Pre-and Post- Broadcast Research, 2007-08

Main Reason for Not Using LAC's Services

“What is the reason you would not be likely to use Library and Archives Canada?”



Base: Those who are not likely to use LAC services

LAC Pre-and Post- Broadcast Research, 2007-08

Likelihood of Using LAC's Services

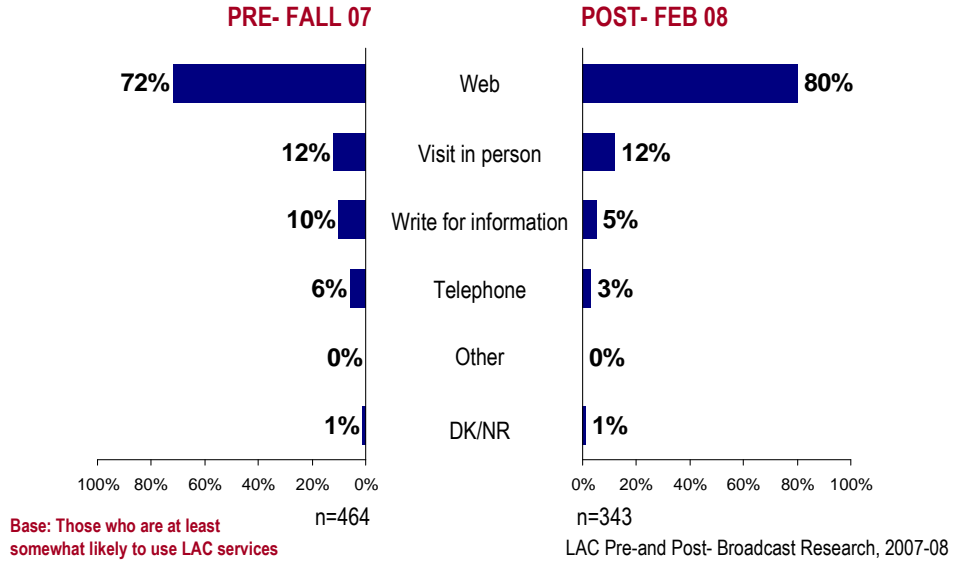
The proportion of those interested in genealogy who say they are very likely to use LAC resources to research their family remains consistent.

The proportion that is very likely to use LAC's resources has remained stable at about one-third of those interested in genealogy. While there has been an increase in the proportion who says they are not likely to use LAC, all of that increase comes from the ranks of the moderately likely. While this difference is statistically significant, given the vagaries of measuring intent and the incremental response categories, it is not clear if it is indicative of an important substantive change.

The reasons for not using LAC's resources remain consistent. A lack of information, a surfeit of existing information and an entrenched belief that LAC would not have their records are still the top three reasons why this group would not use LAC's resources.

Preferred Method of Researching Genealogy

“Which of the following methods would you most likely use to access Library and Archive Canada to research your genealogy?”



Preferred Method of Researching Genealogy

The web is by far the top method of accessing LAC services.

Those who are at least somewhat likely to use LAC when conducting research were also asked for their preferred method of accessing the services. Across both the pre- and post-broadcast waves, a majority would prefer to use the web. Only roughly one in ten would either visit in-person or write for more information. The telephone does not register strongly as a communications channel among those accessing LAC services.

- Likelihood of using the web is relatively high across all demographic subgroups.
- Likelihood of web use is lowest (across both waves) among Seniors; however, there was a slight increase in likelihood among this group following the broadcast (from 49 pre-broadcast to 62 per cent post-broadcast).

Chapter 3

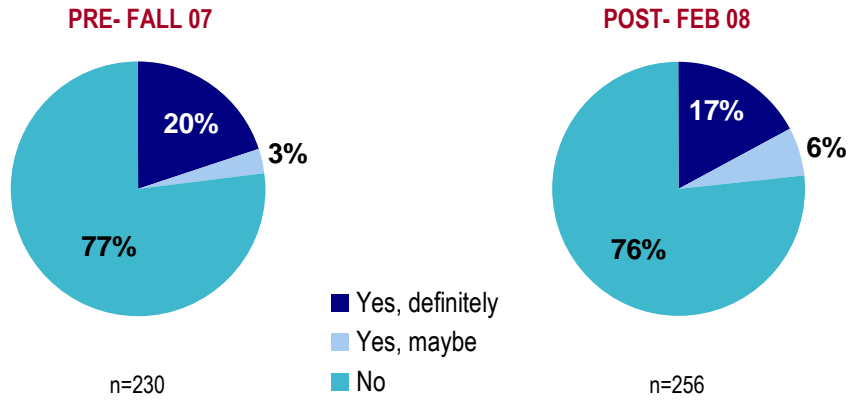
LAC Website and Other Archives

In this chapter...

- Visiting LAC Website
- Awareness of Other Archives
- Other Public Archives
- Perceived Activities at Other Archives

Visiting LAC Website

“Have you ever visited the Library and Archives genealogical website which is called The Canadian Genealogy Centre?”



Base: Those who are at least somewhat aware that LAC offers genealogical resources

LAC Pre-and Post- Broadcast Research, 2007-08

Visiting LAC Website

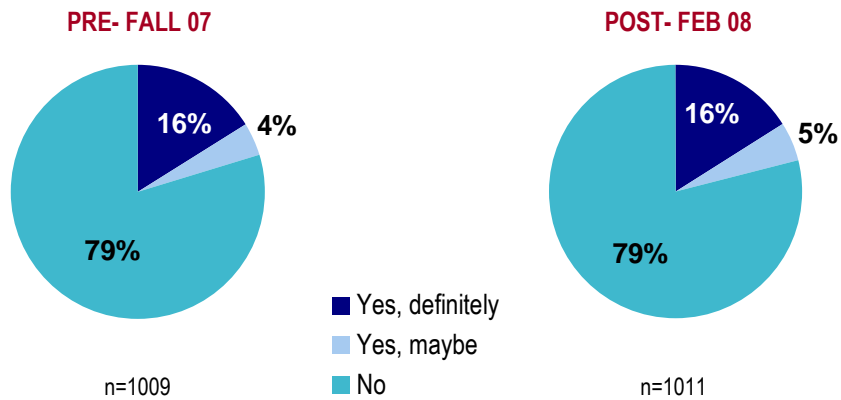
Traffic to the LAC website has not increased since the pre-broadcast survey.

Somewhere around one-fifth of Canadians who are aware that LAC offers genealogical resources have visited the LAC website. This proportion remains fairly consistent with the pre-broadcast research.

This finding is consistent across the demographic subgroups both pre- and post-broadcast.

Awareness of Other Archives

“Are you aware of any archives other than Library and Archives Canada that are open to the public in your area?”

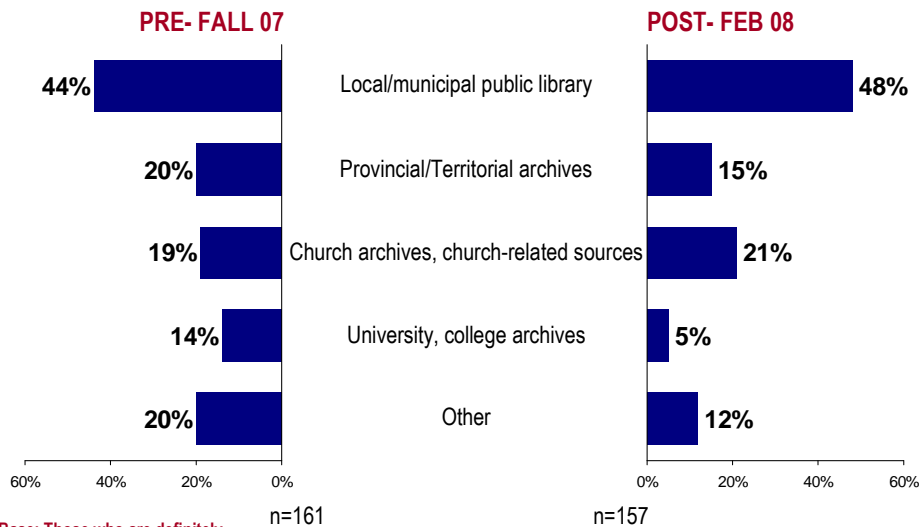


Base: Those who are at least somewhat aware that LAC offers genealogical resources

LAC Pre-and Post- Broadcast Research, 2007-08

Other Public Archives

“If definitely aware of any archives other than Library and Archives Canada that are open to the public in your area - specify where/which ones?”



Base: Those who are definitely aware of archives other than LAC

LAC Pre-and Post- Broadcast Research, 2007-08

Awareness of Other Archives

The majority of Canadians can not name any other archives in their area.

Awareness of archives other than LAC is equally low in both waves of the research. In both cases, fewer than one in five Canadians definitely know of another archive in their area.

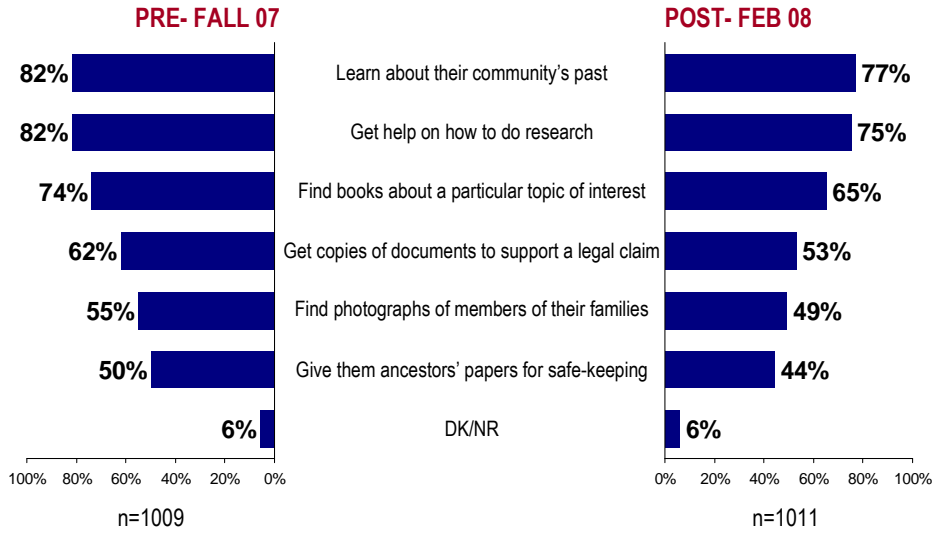
- While results for both waves are generally consistent across the subgroups, there is a slight spike in awareness among those in Atlantic Canada (from 17 to 36 per cent) following the broadcast.

Among those that can name another archive, the local/municipal library is the dominant institution.

Awareness of the library as an archive remains high among those aware of local archives. While there is a slight bump in the number since the series broadcast the difference between the pre and post wave results is not statistically significant.

Perceived Activities at Archives

“Which of the following activities do you think members of the public can do at an archives?”



LAC Pre-and Post- Broadcast Research, 2007-08

Perceived Activities at Archives

Each of the perceived archive activities has witnessed a slight decrease; the order has, however, remained consistent.

Learning about the community's past and receiving help on conducting research remain the top two perceived activities that can be performed at an archive. Searching for books and for papers to support a legal claim also remains high on the list of archival activities.

While each item has witnessed a slight decrease, the order of the items has remained consistent both pre- and post-broadcast. It is clear that, among Canadian adults as a whole, the program did not lead to higher awareness of any of these services.

Seniors, the most active genealogical researchers, demonstrate lower than average awareness for each of the items on the list across both waves of the survey. For each item, seniors are between five and ten points below the average both pre- and post-broadcast.

Chapter 4

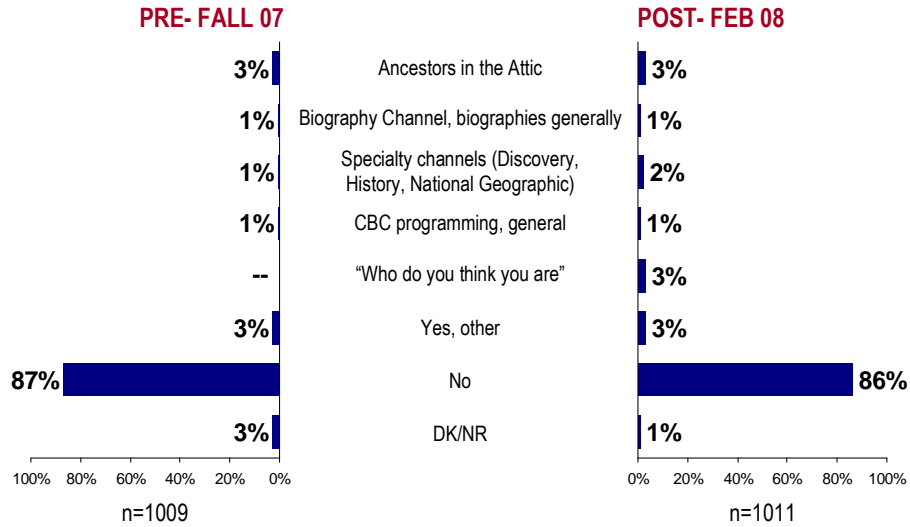
Awareness and Viewing of “Who Do You Think You Are?” and Other Genealogy Programs

In this chapter...

- Awareness of Genealogy Television Programs
- Awareness and Viewership of Program

Awareness of Genealogy Television Programs

“Can you name any NON-FICTION television programs that deal with genealogy or family history?”



LAC Pre-and Post- Broadcast Research, 2007-08

Awareness of Genealogy Television Programs

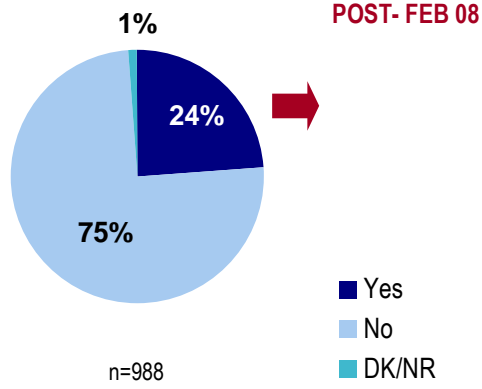
Since its broadcast, “Who Do You Think You Are” has garnered the same level of top of mind awareness as “Ancestors in the Attic”.

At three per cent, awareness of “Who Do You Think You Are?” is currently at a level that is equal to “Ancestors in the Attic”. This is particularly encouraging given the fact that “Ancestors” has been on the air for quite some time and has already had the chance to build an audience.

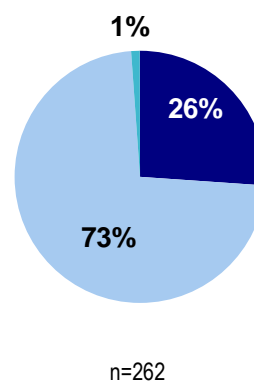
This finding is consistent across the demographic subgroups.

Awareness and Viewership of Program

“Have you ever heard of a television program called “Who Do You Think You Are”?”



“Did you ever watch “Who Do You Think You Are”?”



LAC Pre-and Post- Broadcast Research, 2007-08

Awareness and Viewership of Program

One quarter of Canadians is able to recall the program when prompted.

Of those who did not mention the program top-of-mind, a substantial number are able to recall it when prompted. One quarter says that they have heard of the program.

- Awareness of the program increases progressively with age; three in ten seniors (30 per cent) are aware of the program compared to just 17 per cent of those under 25.
- Regionally, awareness is slightly higher in Ontario (30 per cent) and the Prairies (38 per cent) and, as might be expected, lower in Quebec (9 per cent).

One quarter of those who are aware of the program report having watched it at least once.

Of those aware of the program, about one in four reports having watched it. When one removes Francophones from the analysis, one finds that about one in ten of English speakers (the target for the program) reports having seen the show.

Part Two: Viewing and Reaction to
Who Do You Think You Are? (National
Results)

Chapter 5

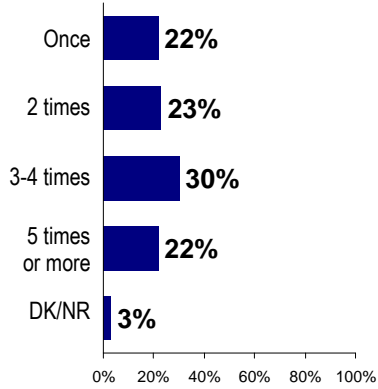
Perceptions of “Who Do You Think You Are?”

In this chapter...

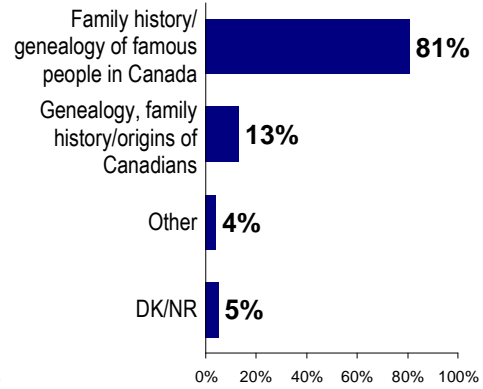
- Frequency of Viewing and Description of Program
- Rating the Show: Overall and Various Aspects
- Recall of Program’s Stars
- Sponsoring and Impact
- Influence of Show on Interest in Family History
- Support for Government Online Resources

Frequency of Viewing and Description

“How many times did you watch it?”



“How would you describe what the show is about?”



n=319 LAC “Who Do You Think You Are: Research, 2007-08

Frequency of Viewing and Description of Program

Of those watching the show, about two thirds have watched four times or less.

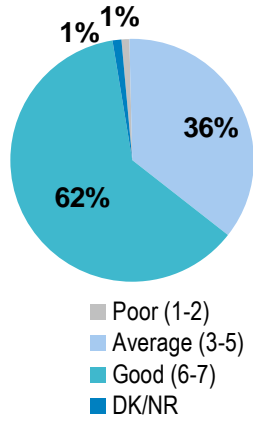
Those who have watched the program are likely to have done so multiple times. While only one in five watched more than five times, more than one-half has watched the program three times or more. Only two in ten say they stopped watching the program after one episode.

Most can accurately describe the show's content.

A large majority accurately describes the show as dealing specifically with the family history and genealogy of famous people in Canada. Only slightly more than one in ten believes that it deals with the family history of Canadians generally.

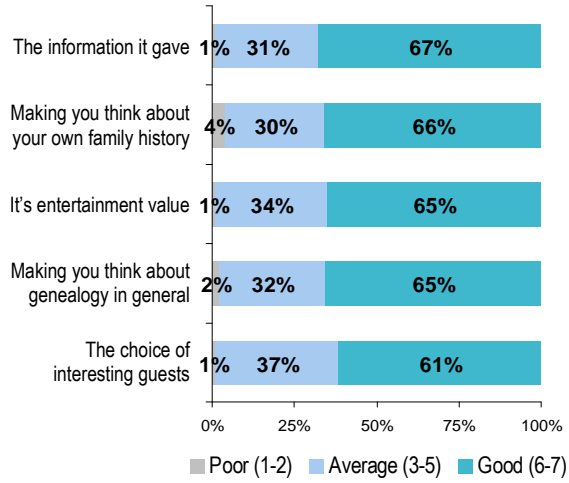
Rating the Show (Overall and Various Aspects)

“How would you rate the show?”



n=319

“How would you rate this aspect of the show?”



n=245

LAC “Who Do You Think You Are”: Research 2007-08

Rating the Show: Overall and Various Aspects

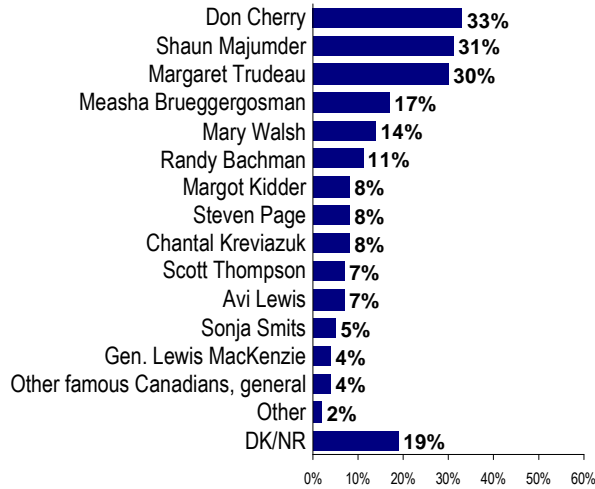
A majority rates the program positively.

About two thirds rate the program as “good” while a third rates it as average. Very few of the program’s viewers provide a negative rating.

This positive finding holds true when viewers are asked to rate the program across various dimensions. The program is rated as “good” by a majority of viewers across all dimensions tested.

Recall of Program's Stars

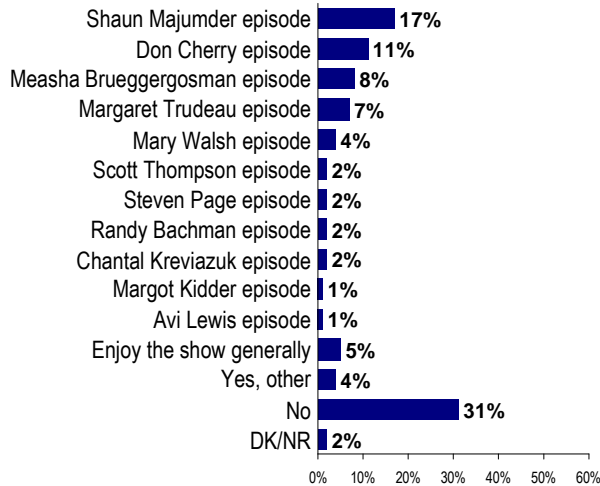
"Do you recall any of the names of people featured on the show?"



n=245 LAC "Who Do You Think You Are: Research, 2007-08

Recall of Favourite Episode

"Do you recall any specific episode that was your favourite?"



n=244 LAC "Who Do You Think You Are: Research, 2007-08

Recall of Program's Stars/ Recall of Favourite Episode

Recall of the program's stars is fairly strong.

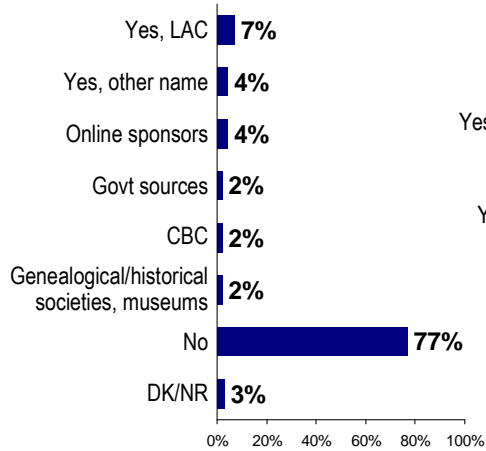
While viewers are able to display strong recall of many of the names of stars of the program, several names clearly stand out. Viewers have a much stronger recall of Don Cherry, Shaun Majumder and Margaret Trudeau (each recalled by roughly three in ten).

While nearly a third does not have a favourite episode, a few episodes do stand out slightly.

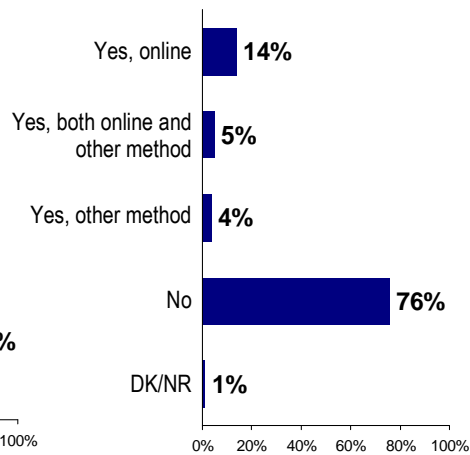
While there is no clear favourite episode, those episodes starring Shaun Majumder and Don Cherry are slightly over-represented as favourites. Still, three in ten could not pick a favourite episode.

Sponsoring and Impact

“Do you remember which organizations sponsored or supported the show?”



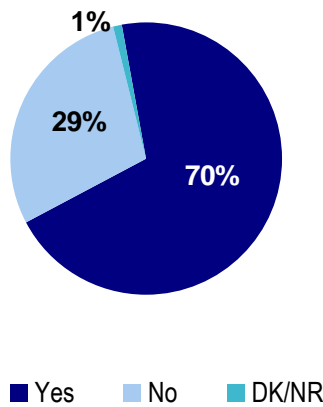
“After seeing the show did you explore your own family history by either getting online or through some other method?”



n=319 LAC “Who Do You Think You Are: Research, 2007-08

Influence of Show on Interest in Family History

“Would you say that the show made you more interested in your own family history?”



n=319 LAC “Who Do You Think You Are”: Research 2007-08

Sponsoring and Impact

While few can recall the program's sponsors, the show has a significant impact on interest in and propensity to conduct genealogical research.

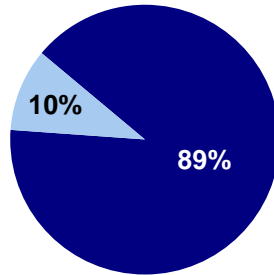
Three quarters of viewers can not recall any of the sponsors of the program. While it is a small number, LAC is on the radar and is the most frequently-mentioned by those that can actually name a sponsor.

Viewers were also asked if they had undertaken any genealogical research since watching the program. Roughly one quarter has explored their family history; of this number two in ten have used some type of online method.

Also encouraging, seven in ten viewers say that viewing "Who Do You Think You Are?" has made them more interested in their own family history. Despite the low incidence of follow-up research on the part of viewers it is clear from the data that the show has had a significant impact on raising interest in, and personalizing, the subject of genealogical research.

Support for Government Online Resources

“Do you think it's a good idea for government to provide online resources to help members of the public research their own family history?”



■ Yes
■ No

n=319 LAC "Who Do You Think You Are: Research, 2007-08

Support for Government Online Resources

Viewers strongly support the government sponsorship of online resources to help the public conduct genealogical research.

A large majority currently supports the government's provision of online resources specifically for family history research. Nine in ten currently feel that these resources are a good idea.

Part Three: Impact of Francophone Advertising Campaign (Quebec Results)

Chapter 6

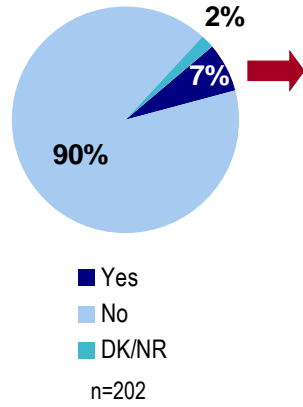
Recall of Advertisement

In this chapter...

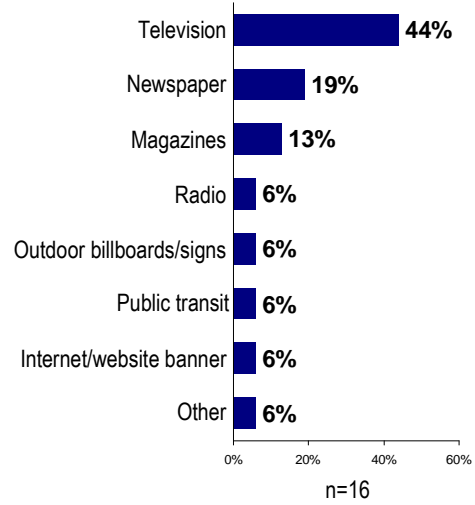
- Recall of Advertisement
- Recall of Source of Advertisement/Recall of Sponsor
- Aided Recall of Advertisement
- Impact of Advertisement/Perception of Government Funding

Recall of Ad

“Over the past few months, have you seen, read or heard any advertising about how you might go about researching your own family's genealogy?”



“Where did you notice this advertisement?”



LAC - GP Quebec, 2008

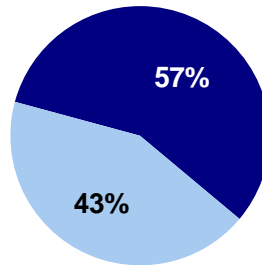
Recall of Advertisement

Most Quebecers can not recall the advertisement.

Quebecers were asked whether they had seen, read or heard, over the past few months, any advertising that provided direction on how to conduct individual family history research. Fewer than one in ten says that they have recently seen, read or heard any such advertising. Among the few that can recall an advertisement of this nature, television is cited as the main source.

Source Recall

“Can you tell me what station or network the ad was on?”



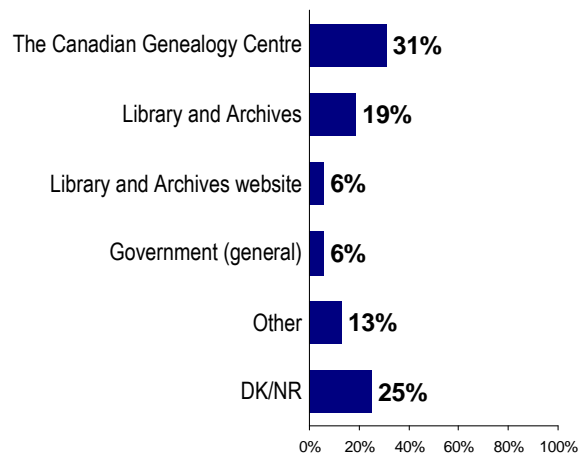
■ Radio-Canada
■ No

n=7

LAC - GP Quebec, 2008

Recall of Sponsor

“Thinking about the ad that you saw, what service was it for?”



n=16

LAC - GP Quebec, 2008

Recall of Advertising Platform/Recall of Sponsor

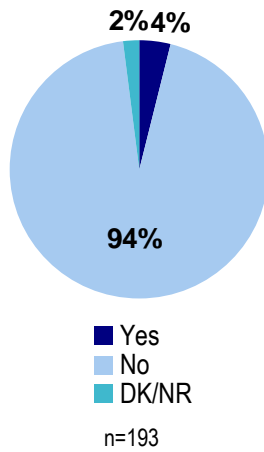
Radio-Canada is on the radar as the advertisement's platform. About six in ten linked "The Canadian Genealogy Centre", or LAC more generally, to the promotion.

Among the very few people that saw an advertisement promoting the research of family genealogy on television (seven respondents in total), more than half says that the ad was on Radio-Canada. In fact, no other station or network is mentioned as a possible source for the advertisement.

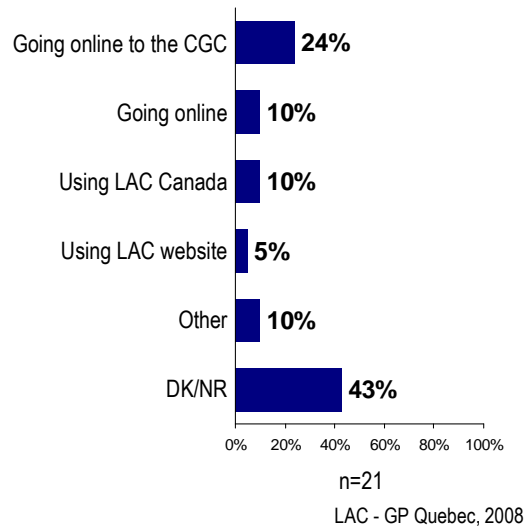
Over half of those who report seeing an advertisement name "The Canadian Genealogy Centre", or LAC more generally, as the service being promoted.

Aided Recall of Advertisement

“Over the past couple of months do you remember seeing any Libraries and Archives Canada television ads about researching family genealogy?”



“What approach did the ad suggest for researching your own family genealogy?”



Aided Recall of Advertisement

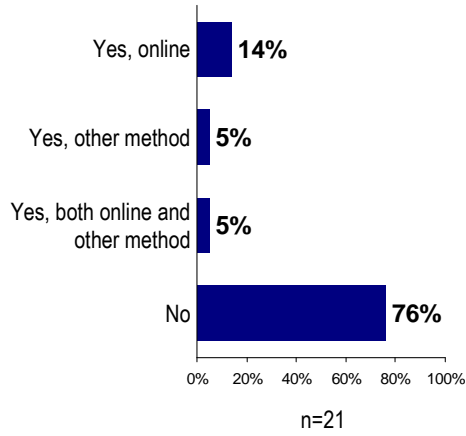
Most can not remember the advertisement when prompted.

Those who had not stated that they had seen a television advertisement in the unprompted recall question, were asked whether they had specifically seen any advertisements promoting LAC that referred to the researching of family genealogy. A large majority could not recall the advertisement even with this aided recall.

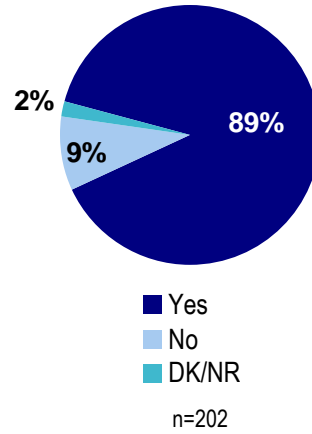
Those who are able to recall the ad were asked what approach to family genealogical research was being promoted. About one in four mentioned either the Canadian Genealogical Centre or LAC.

Impact of Advertisement/Gov't Support of Online Resources

"After seeing the ad did you explore your own family history by either getting online or through some other method?"



"Do you think it's a good idea for government to provide online resources to help members of the public research their own family history?"



LAC - GP Quebec, 2008

Impact of Advertisement/ Government Support of Online Resources

About one-quarter of those who saw the advertisement subsequently took steps to explore their own family history.

Among the small number that recalls seeing the ad, three quarters say that they did not explore their own family history either online or through another method. However, the fact that about one-quarter did so is encouraging.

Also encouraging is the fact that a large majority of Quebecers believe it is a good idea for the government to provide online resources to help members of the public research their family histories. Only roughly ten percent feel the government should not provide these resources.

Chapter 7

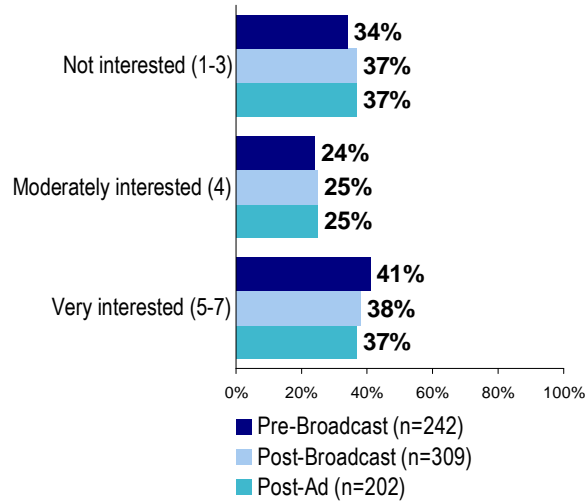
Perceptions of Genealogy and LAC among Quebecers

In this chapter...

- Level of Interest in Genealogy/Active Research of Family's Genealogy
- Reason for Not Researching Family's Genealogy
- Awareness of LAC and its Resources
- Likelihood of Using LAC's Services
- Preferred Method of Researching Genealogy
- Main Reason for Not Using LAC's Services
- Visiting LAC Website/Awareness of Other Local Archives

Level of Interest in Genealogy

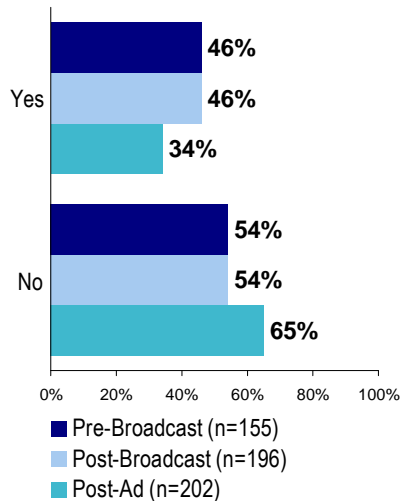
“Can you please tell me how interested you are in your genealogy – that is the researching of your family history?”



LAC - GP Quebec, 2008

Active Research of Family's Genealogy

“Other than just having casual conversations with family members, have you ever actively tried to research your own family's genealogy?”



Base: Those who answered at least “moderately interested” in genealogy

LAC - GP Quebec, 2008

Level of Interest in Genealogy/Active Research of Genealogy

*Across the three waves, interest in genealogy remains unchanged among Quebecers, suggesting that neither *Who Do You Think You Are?* nor the French language ads had measurable effects in this regard.*

Roughly four in ten Quebecers say they are interested in researching their family history. Nearly equal numbers say that they have no interest in their genealogy. There has been no increase in interest in Quebec following the broadcasts of either *Who Do You Think You Are?* or the advertisement.

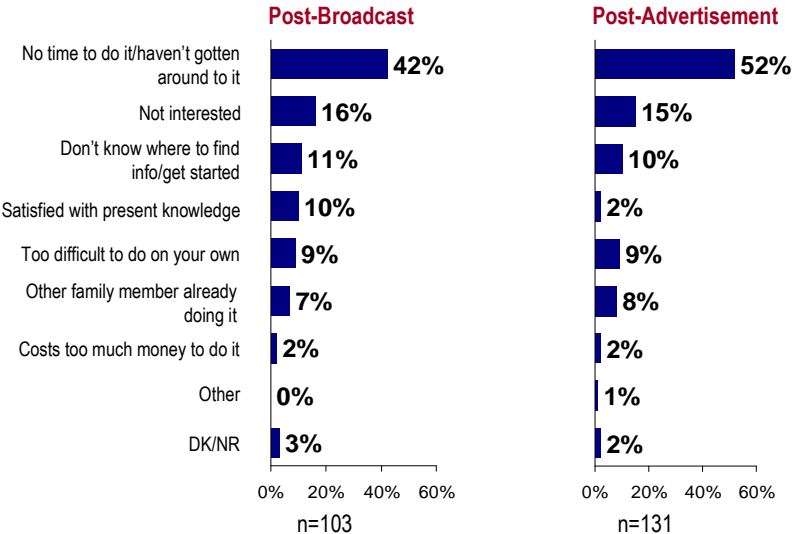
Nor is there evidence that either had a positive effect on actively researching one's own family history.

The advertisement was also not found to have a motivating influence on encouraging the public to research their own family histories. In fact, there has been a slight decrease in the incidence of genealogical research among the target population.

In fact, the data indicate a drop. Given the small sample sizes these data are based on it is doubtful that a real drop of this magnitude has occurred in this short a time. However it is very clear that no increase in research activity has occurred either.

Reason for *Not* Researching Family's Genealogy

"What is the main reason you haven't researched your family's genealogy?"



Base: Those who have not actively tried to research genealogy

LAC - GP Quebec, 2008

Reason for Not Researching Family's Genealogy²

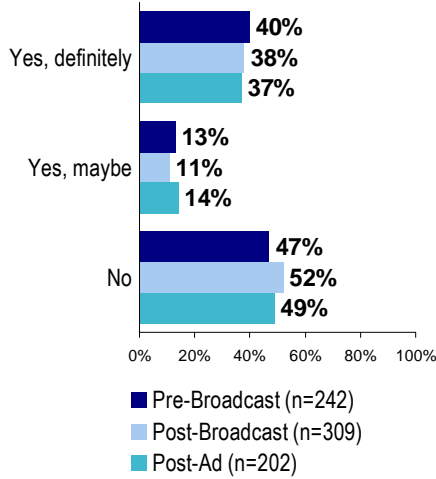
There are no definite changes in reasons for not researching family's history.

When those who have not actively researched their family history are asked why they have not done so, a lack of time/motivation is by far the top reason. Four in ten Quebecers chose this as their reason immediately following the broadcast. This increased to slightly more than one half following the advertising campaign. However, the difference is not statistically significant.

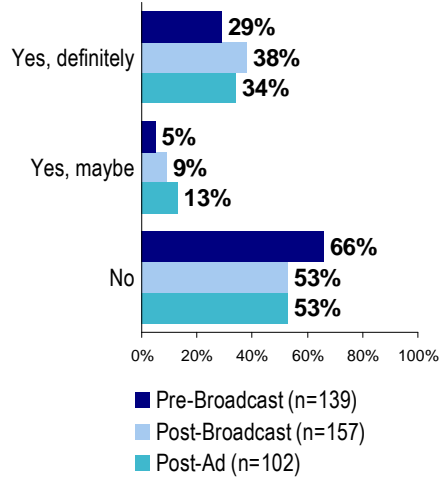
² Results for this question are being presented for the post-broadcast waves and post-advertisement waves only. This is due to the fact that this question was asked slightly differently in the pre-broadcast wave leading to dissimilar results. Given that the pre-broadcast is not as crucial to the analysis of this issue it has been removed to avoid confusion on the part of the reader.

Awareness of LAC and its Resources

“Have you ever heard of Library and Archives Canada – previously known as The National Archives of Canada or The National Library of Canada?”



“Were you aware that Library and Archives Canada provides the public with resources to do their own genealogical research?”



Base: those who are at least somewhat aware of LAC LAC - GP Quebec, 2008

Awareness of LAC and its Resources

The advertising campaign has not increased LAC's profile in Quebec.

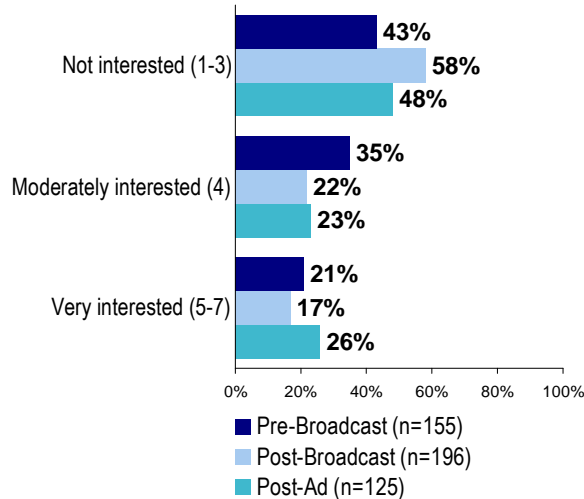
For each of the three waves, roughly four in ten say that they are definitely aware of LAC. While this consistently high level of awareness is encouraging, the advertising campaign has clearly not effectively raised awareness of LAC; the results gathered in the post-advertising survey are nearly identical to results gathered in the previous two surveys.

There has been a bump in awareness that LAC provides the public with genealogical resources. However, this seems to be associated with Who Do You Think You Are, rather than the ad campaign.

Awareness that LAC offers genealogical resources increased slightly among the target population following the broadcast of the program; nearly four in ten were strongly aware immediately following the programs broadcast compared to three in ten prior to the broadcast. The advertising campaign did not, however, have the same effect on the target population and dips down four points from the post-broadcast wave.

Likelihood of using LAC's Services

“How likely would you be to use Library and Archives Canada to do research on your family's genealogy?”

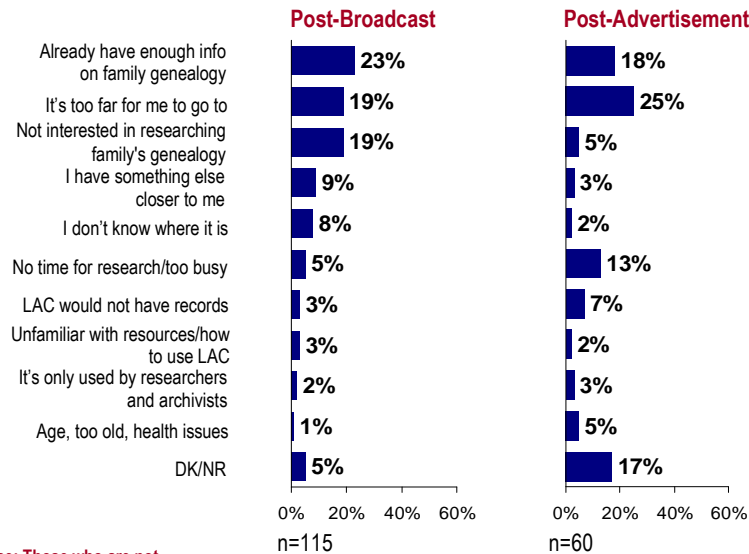


Base: Those who are at least somewhat interested in genealogy

LAC - GP Quebec, 2008

Main Reason for Not Using LAC's Services

“What is the reason you would not be likely to use Library and Archives Canada?”



Base: Those who are not likely to use LAC services

LAC - GP Quebec, 2008

Likelihood of Using LAC's Services/Main Reason for Not Using Services³

Interest in using LAC for genealogical research remains low across the three waves.

Quebecers who are at least somewhat interested in genealogy were asked to rate their likelihood of using LAC to conduct family history research. Both pre- and post-broadcast interest is at, or around, two in ten and increases nine points following the advertising campaign.

Quebecers provide several reasons why they would not use LAC.

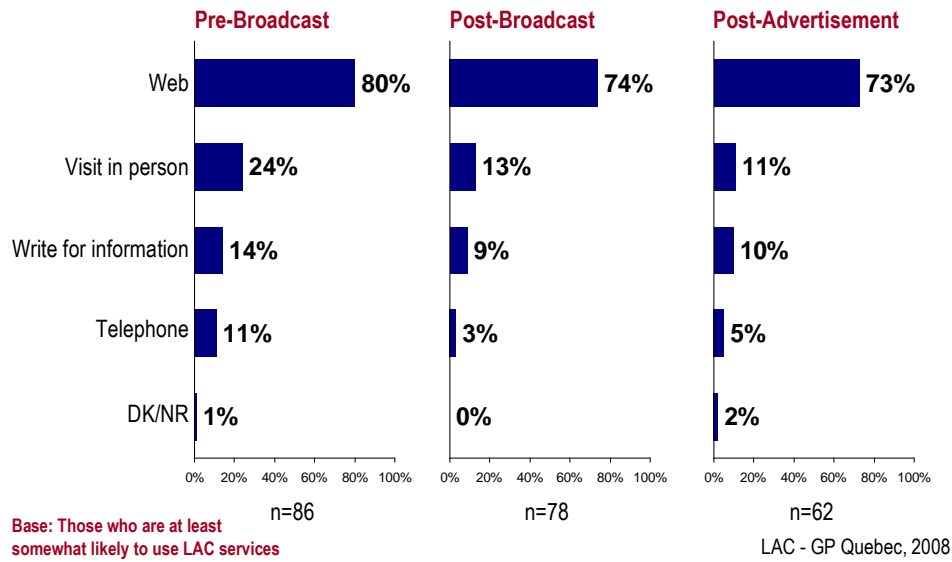
Quebecers who are not likely to use LAC services do not provide one clear reason for this low likelihood. The top three responses are: a surplus of info on the subject, distance to travel and a lack of interest.

There are few statistically significant differences across the two waves for most of the items mentioned. It is worth noting, however, that the most entrenched belief (a stated lack of interest in doing the activity) actually decreased by a statistically significant amount following the advertising campaign.

³ Results for this question are being presented for the post-broadcast waves and post-advertisement waves only. This is due to the fact that this question was asked slightly differently in the pre-broadcast wave leading to dissimilar results. Given that the pre-broadcast is not as crucial to the analysis of this issue it has been removed to avoid confusion on the part of the reader.

Preferred Method of Researching Genealogy

“Which of the following methods would you most likely use to access Library and Archive Canada to research your genealogy?”



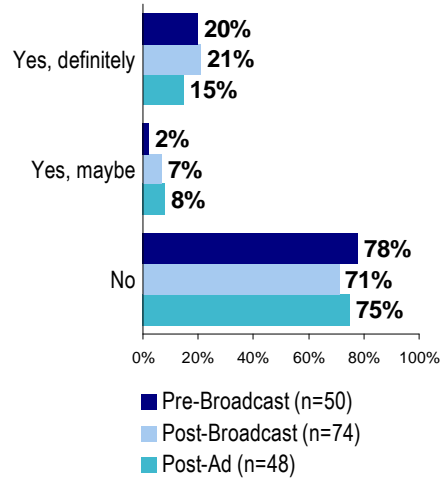
Preferred Method of Researching Genealogy

The web dominates as the preferred method of accessing LAC across all three waves.

When those who are at least somewhat likely to use LAC are asked for their preferred method of accessing LAC services, majorities across all three waves choose the web. This number has shown no notable change following either the broadcast of the program or the advertising campaign.

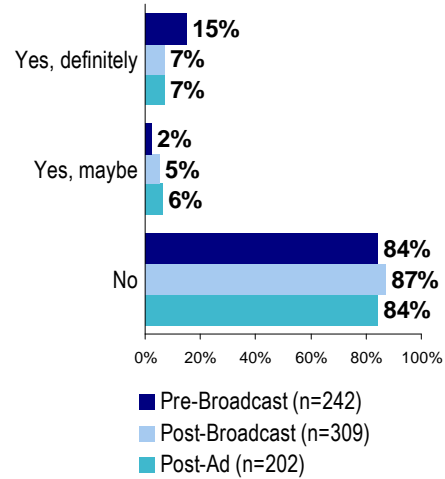
Visiting LAC Website/Awareness of Other Archives

“Have you ever visited the Library and Archives genealogical website which is called The Canadian Genealogy Centre?”



Base: Those who are at least somewhat aware that LAC offers genealogical resources

“Are you aware of any archives other than Library and Archives Canada that are open to the public in your area?”



LAC - GP Quebec, 2008

Visiting LAC Website/Awareness of Other Local Archives

Use of the LAC website remains low following both the program's broadcast and the advertising campaign.

Majorities of those who are at least somewhat aware that LAC offers genealogical resources have not visited the LAC website, The Canadian Genealogy Centre. There was no increase in usage of the site following both the broadcast of the program and the advertising campaign. The slight decrease in usage of the LAC website is within the margin of error and should not be considered statistically significant.

Awareness of other local public archives in Quebec is extremely low.

Large majorities across all three waves are unaware of any other local, publicly-accessible archives in their area. This finding remains consistent across all three waves of the survey.