

# enewsletter Survey

## National Archives



The National Archives

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**Presented by DJS Research Ltd**

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# Structure

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- ① Objectives & Research Methodology
- ② Profile of Readers
- ③ Research Findings
- ④ Key Messages

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Background

# Objectives

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## Research Objectives

- **To profile newsletter readers**
- **To assess levels of readership in terms of how regularly and how much of the content is read by readers**
- **To gain detailed feedback about the newsletter – what is liked and what is perceived to be useful**
- **To gauge the impact of the newsletter in terms of what is done as a result of receiving it**
- **To gauge interest in future topics and features**

# Methodology

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- Research conducted by the National Archives through an online web survey.
- newsletter readers were sent an electronic link (contained within the newsletter w/c 18<sup>th</sup> September) inviting them to complete the online survey
- A further email reminder was sent out to newsletter subscribers to help response rates
- 15,498 readers started the survey and 11,440 completed the whole survey
- The questionnaire length was roughly 10 minutes.



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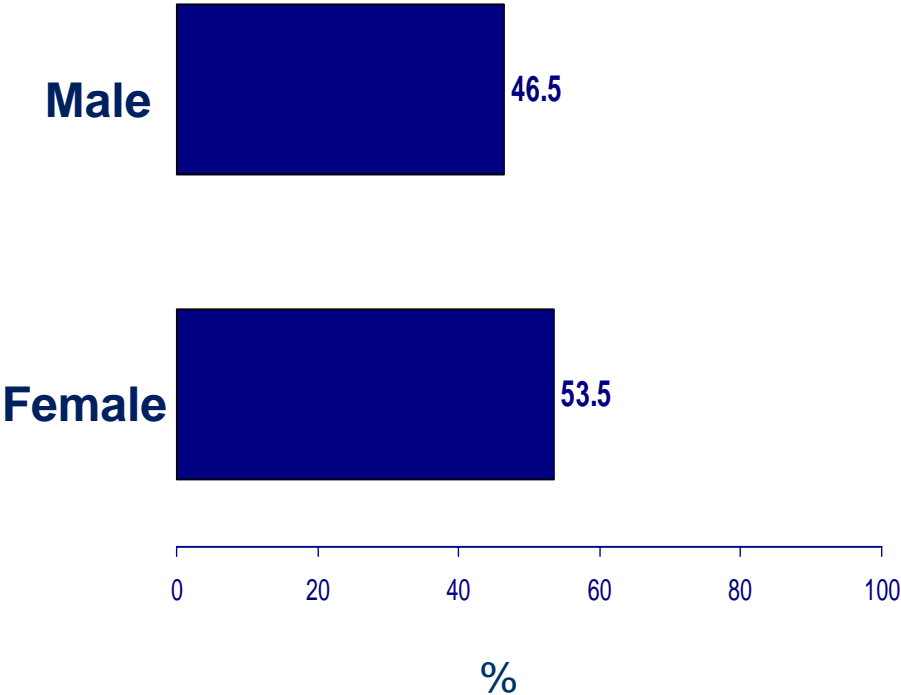
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Profile of Readers



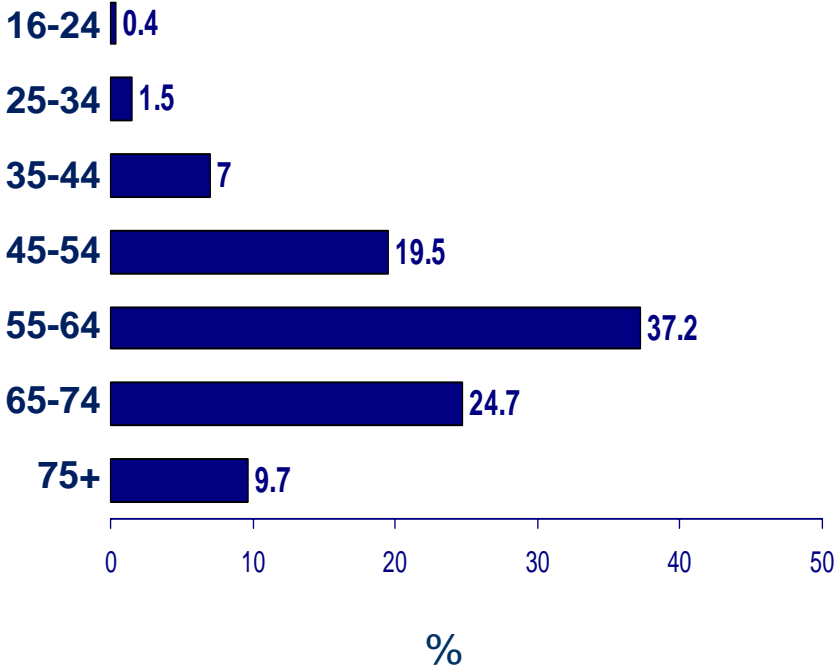
# Male or Female And Bias Towards Older Age Groups

### Gender



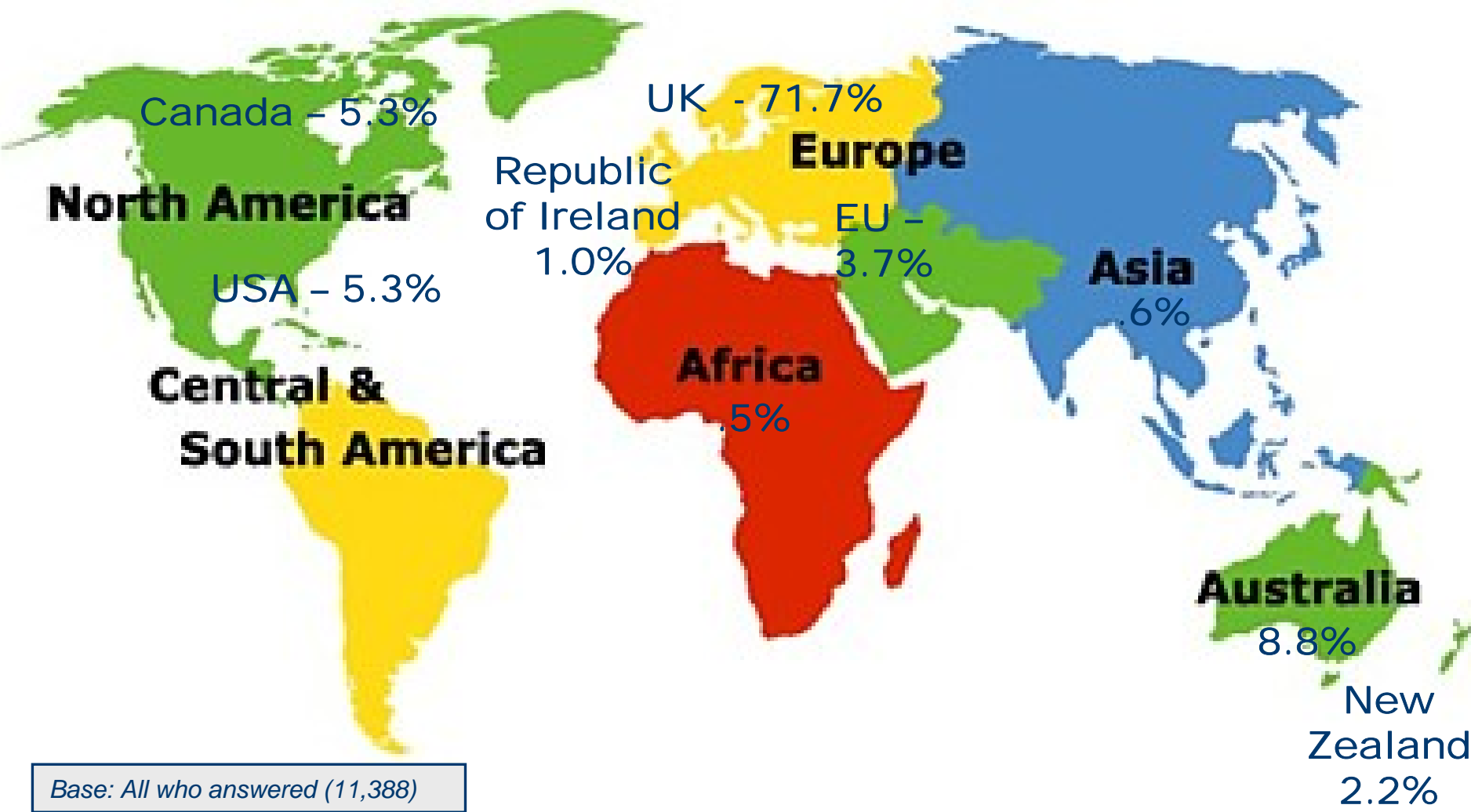
Base: All who answered (11,406)

### Age



Base: All who answered (11,416)

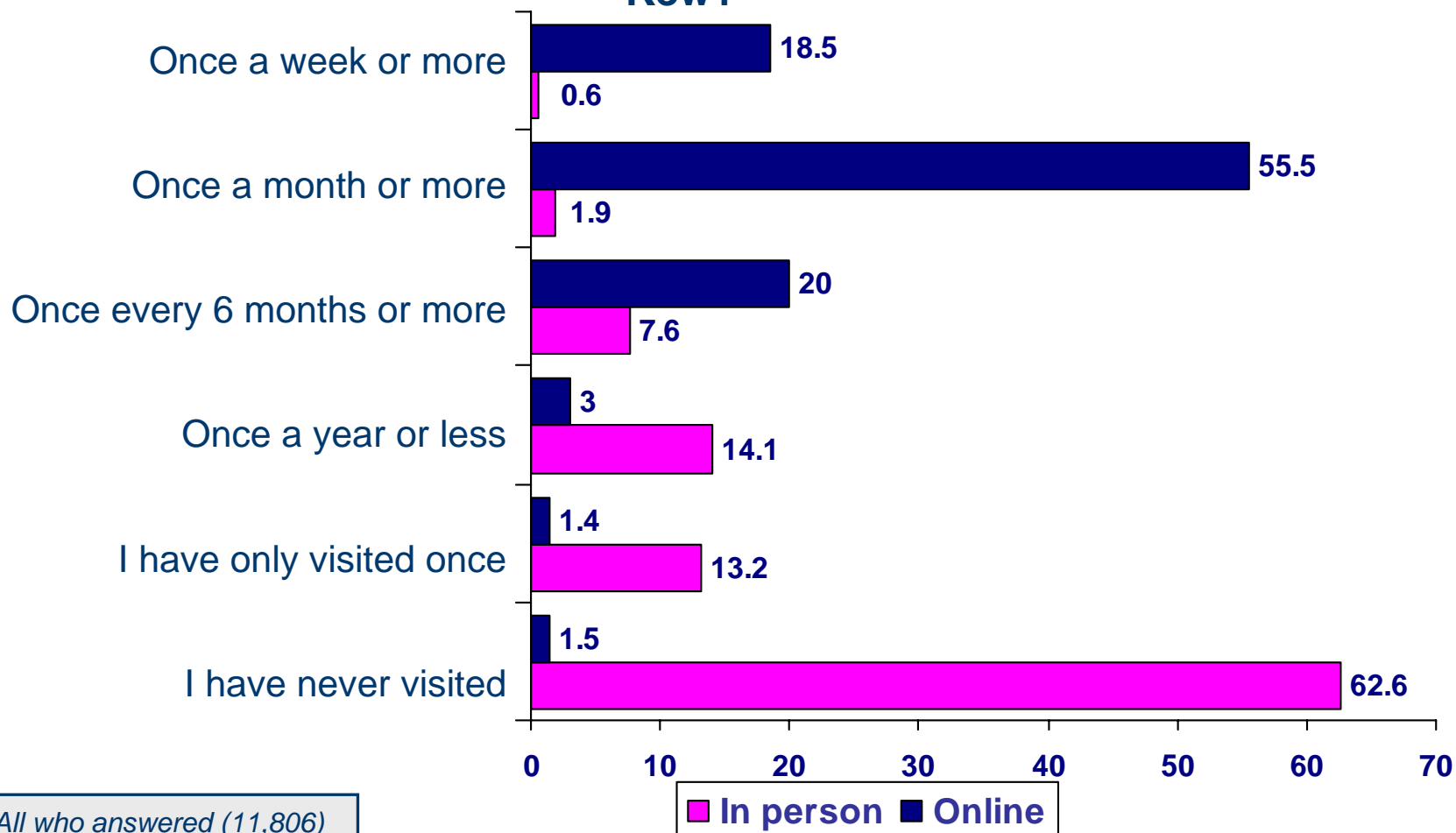
# The Vast Majority Were From The UK, The Remainder Were From Overseas



Base: All who answered (11,388)

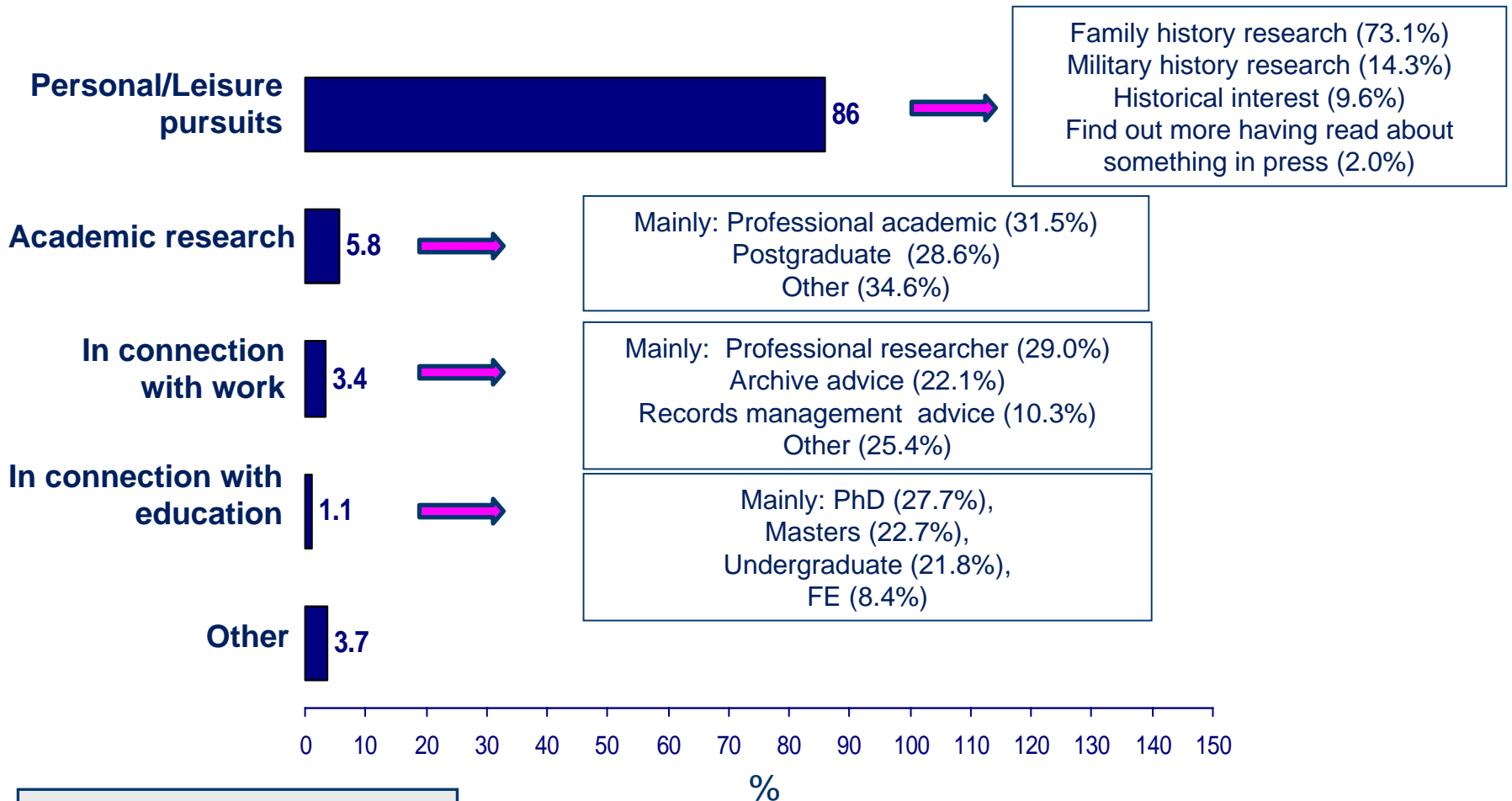
# Readers Are Regular Users of The National Archives Online But They Are Not Regular Visitors To The National Archives Itself

How often do you visit the National Archives either online or in person at Kew?



# Personal/Leisure Pursuits Is Their Main Interest In The National Archives

## What is the main purpose of your interest in the National Archives?

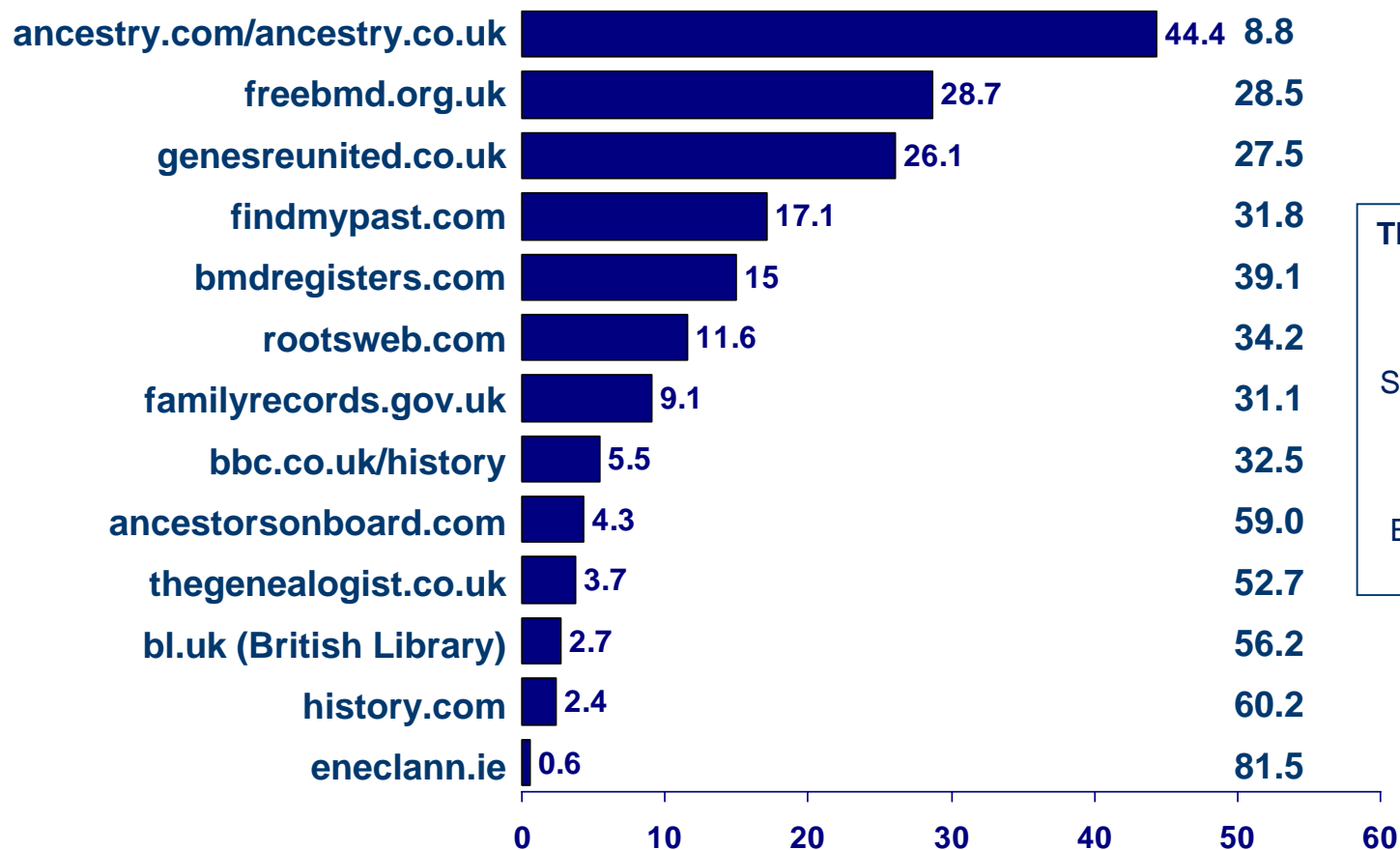


Base: All who answered (11,495)

# The Majority Have Also Visited A Range Of Other Online History Related Sites

How often do you visit the following history-related websites?

% Have Never Visited



**The main other sites included:**  
 Familysearch.org  
 Genuki.org.uk  
 Scotlandspeople.com  
 Cwgc  
 Curiousfox.com  
 Lostcousins  
 Britishhistoryonline  
 Cyndi'slist

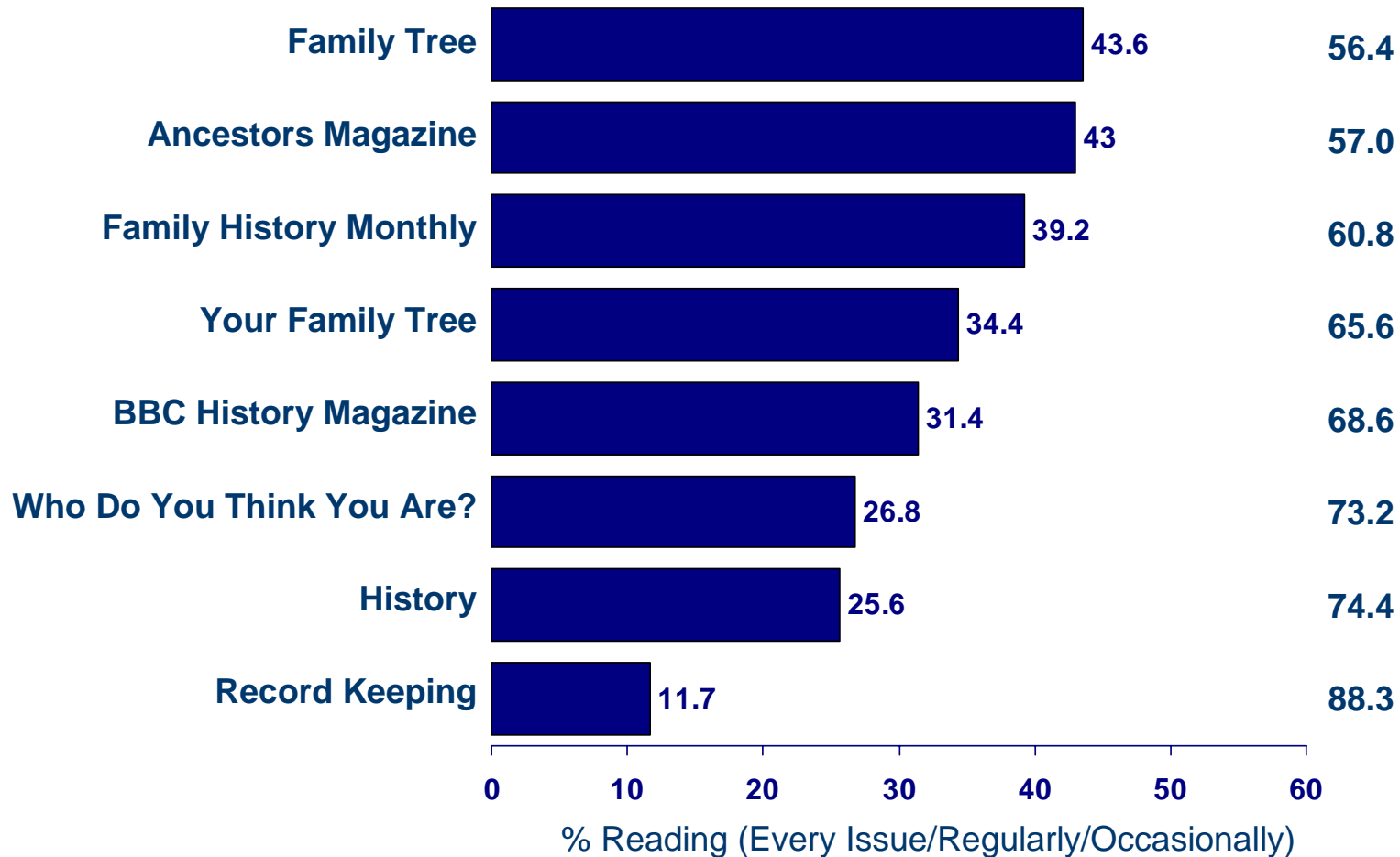
Base: All who answered

% Visiting Weekly

# But Over Half Have Never Read The History-Related Publications

How often do you read any of the following history-related publications?

% Have Never Read



Main other publications read included: Practical Family History, History Today, Society of Genealogists Magazine and Family History Society Magazines



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# Research Findings

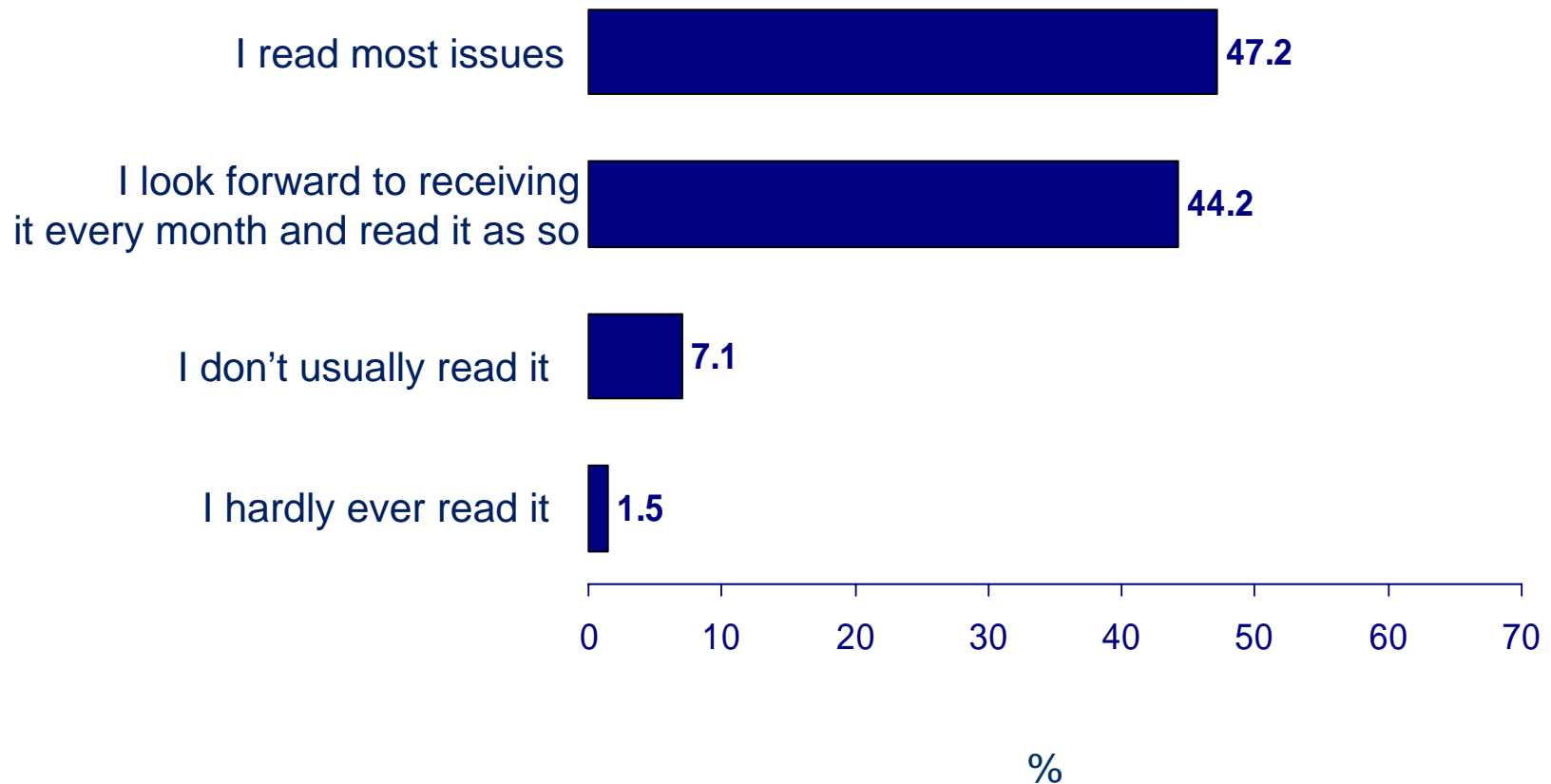
- Levels of Readership



# A High Level Of Readership

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Which of the following statements about the newsletter do you agree with the most?

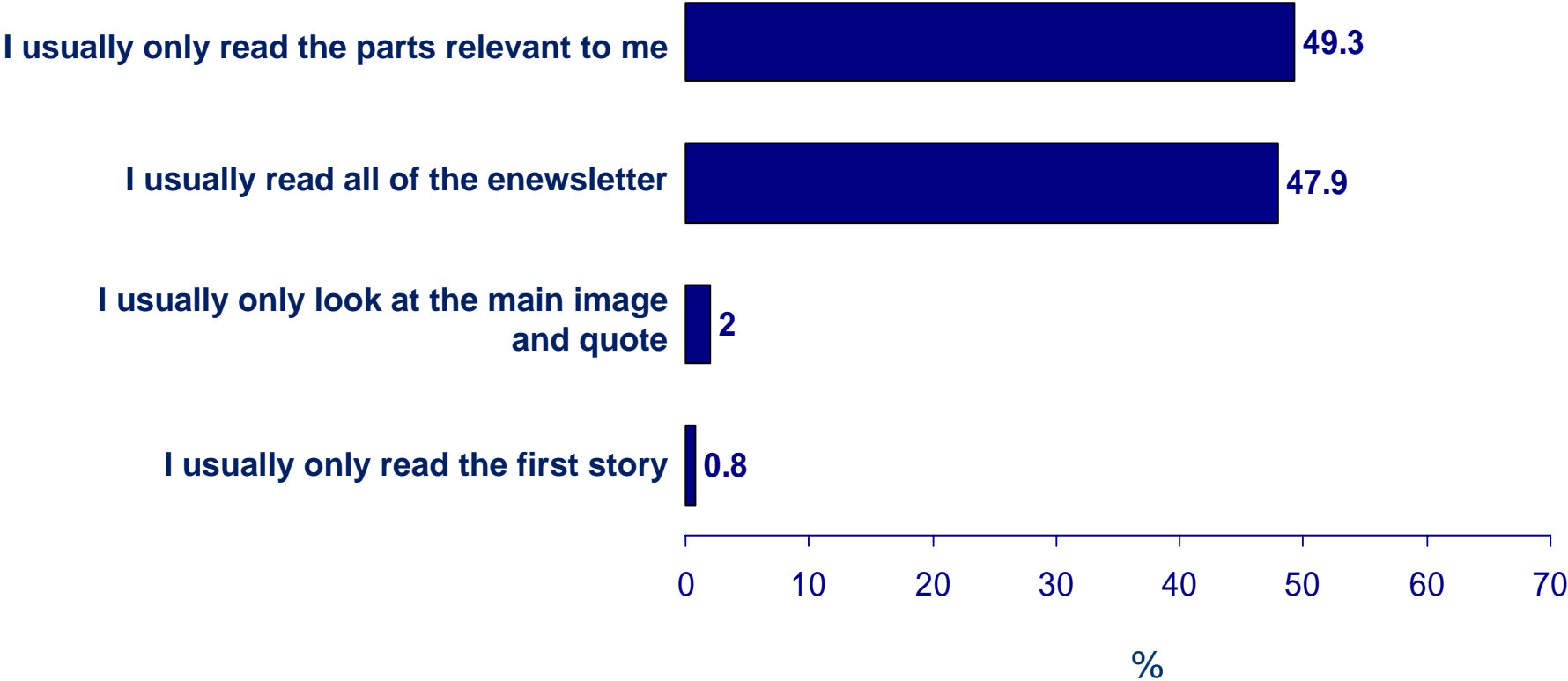


Base: All respondents (14,093)

# Half Read All Of The Newsletter With Others Reading Parts That Are Relevant To Them

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How much of the newsletter do you usually read?



Base: All who answered (13,244)



# Research Findings

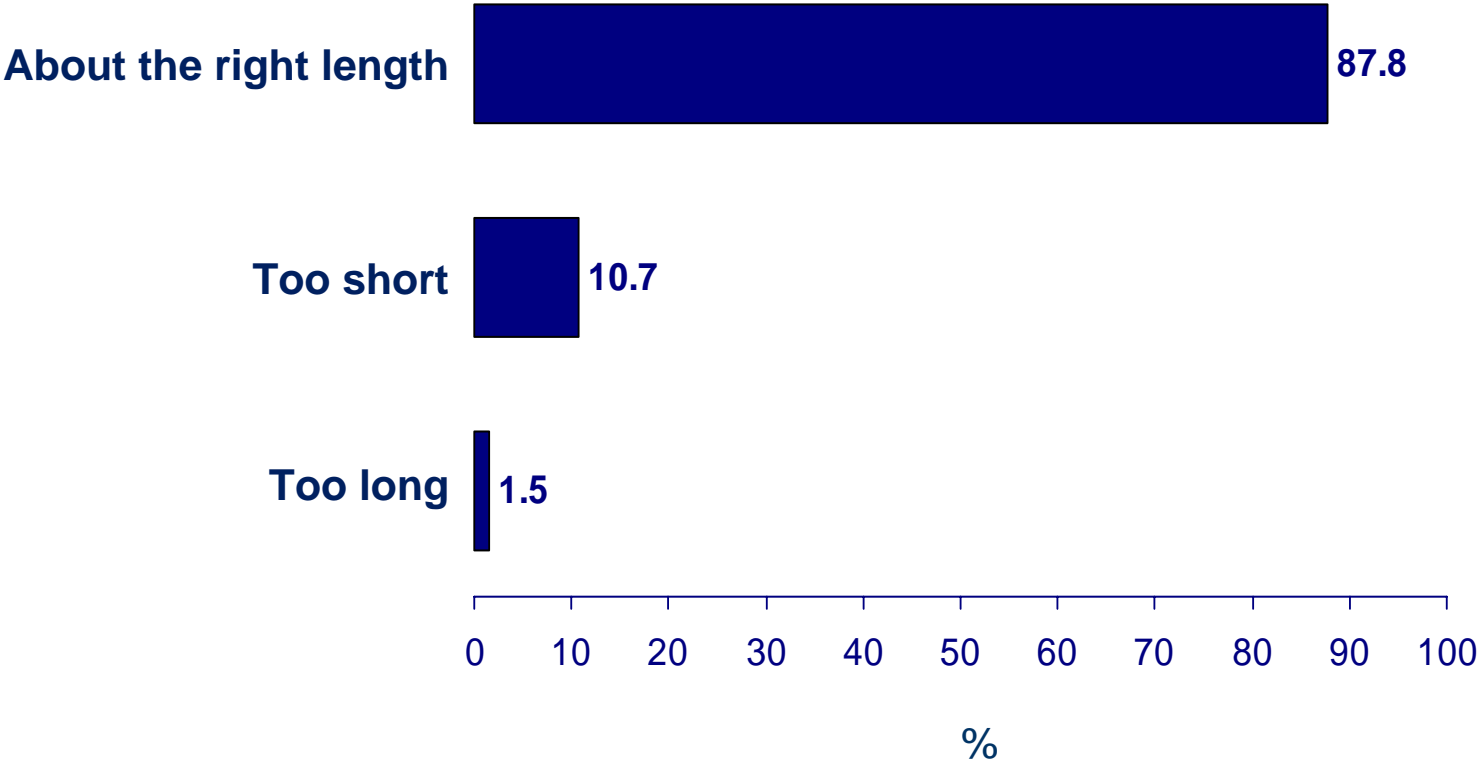
## - Detailed Ratings



# It Is Perceived To Be The Right Length By The Vast Majority

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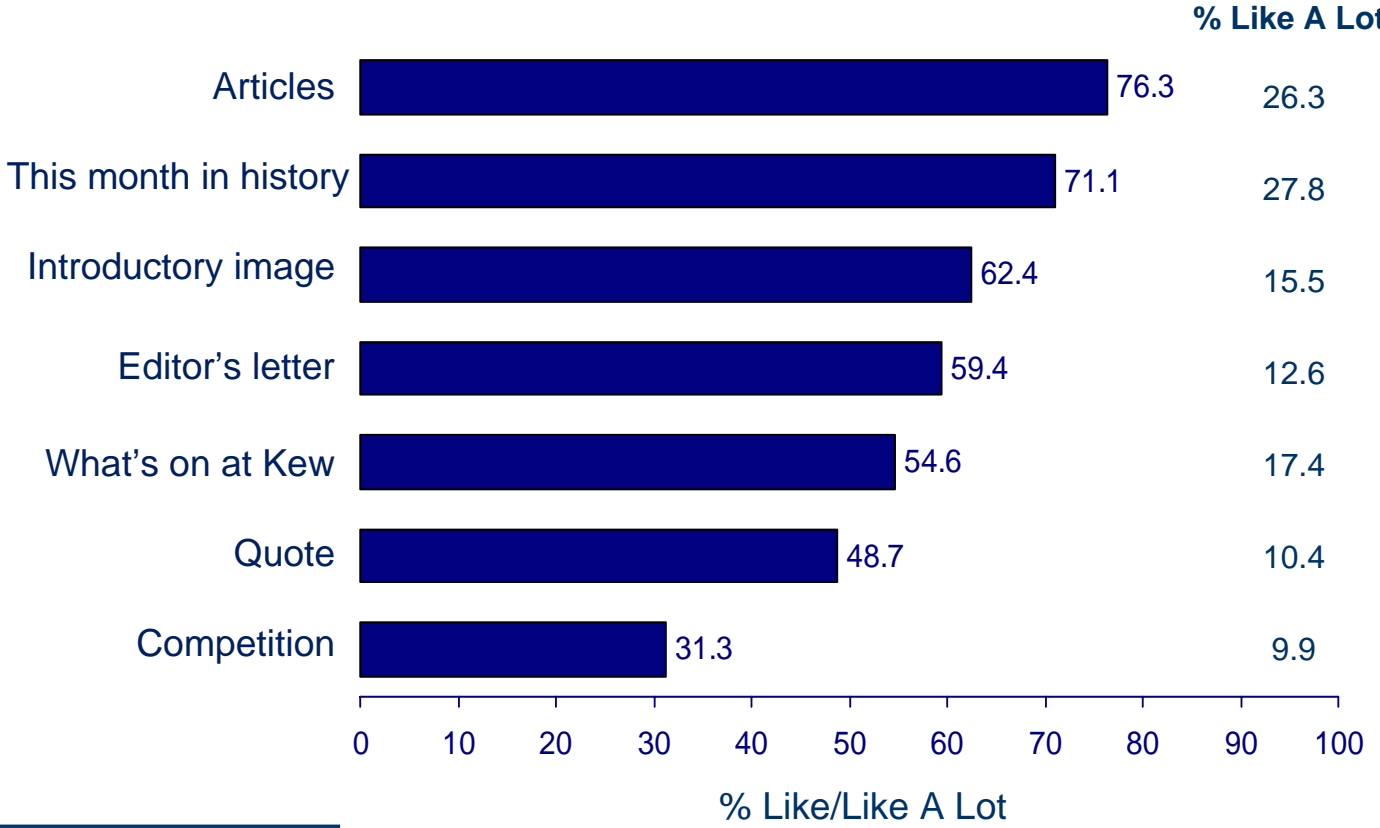
Do you think that the newsletter is...?



Base: All who answered (12,271)

# Articles, This Month In History & The Introductory Image Are Key Components

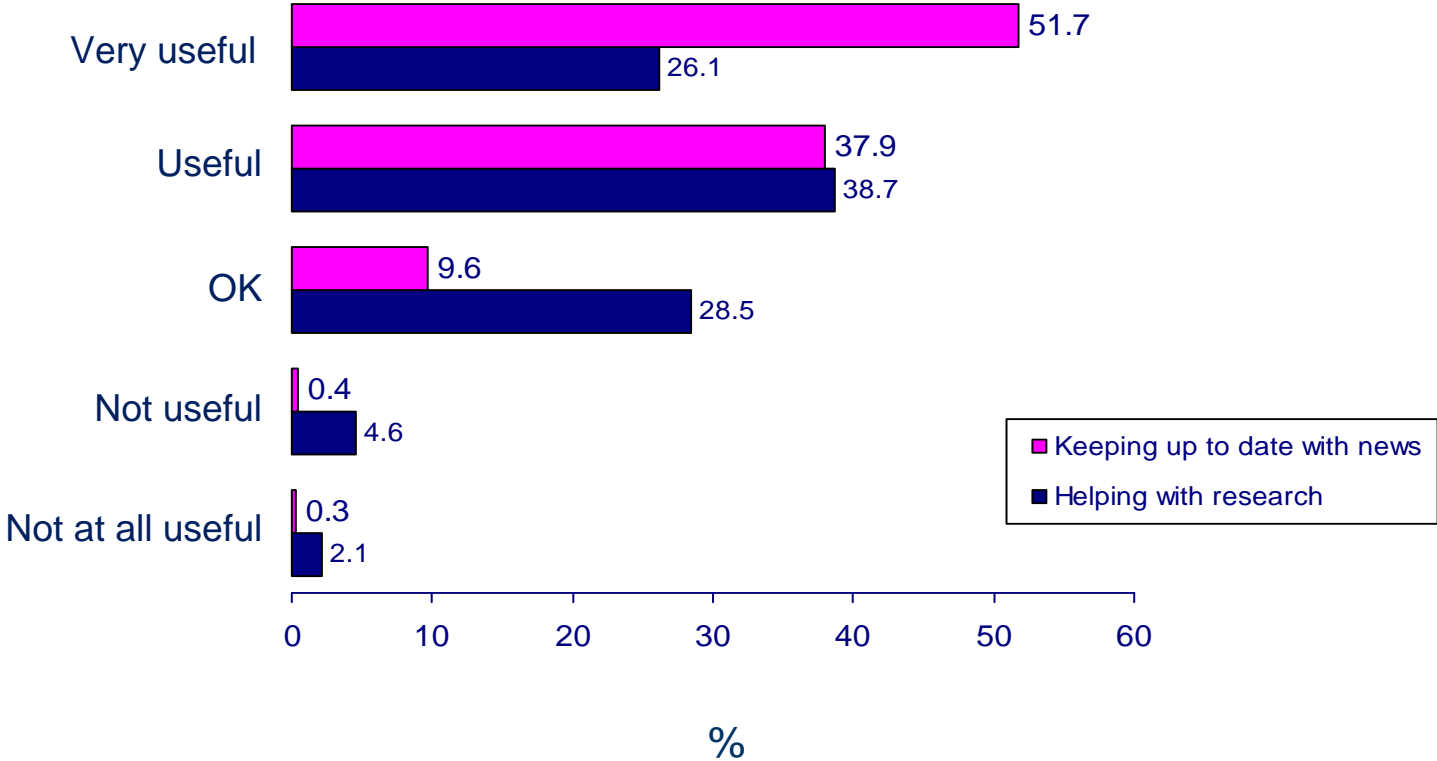
Thinking about the most recent issue you received, please rate the following newsletter features:



Base: All who answered

# It Is Particularly Useful In Keeping Readers Up To Date With News From The National Archives

Overall, how useful do you find the newsletter is in...?



Base: All who answered



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# Research Findings

- Impact of enewsletter



# The Newsletter Is A Key Marketing Tool Particularly For Driving Traffic To The Website

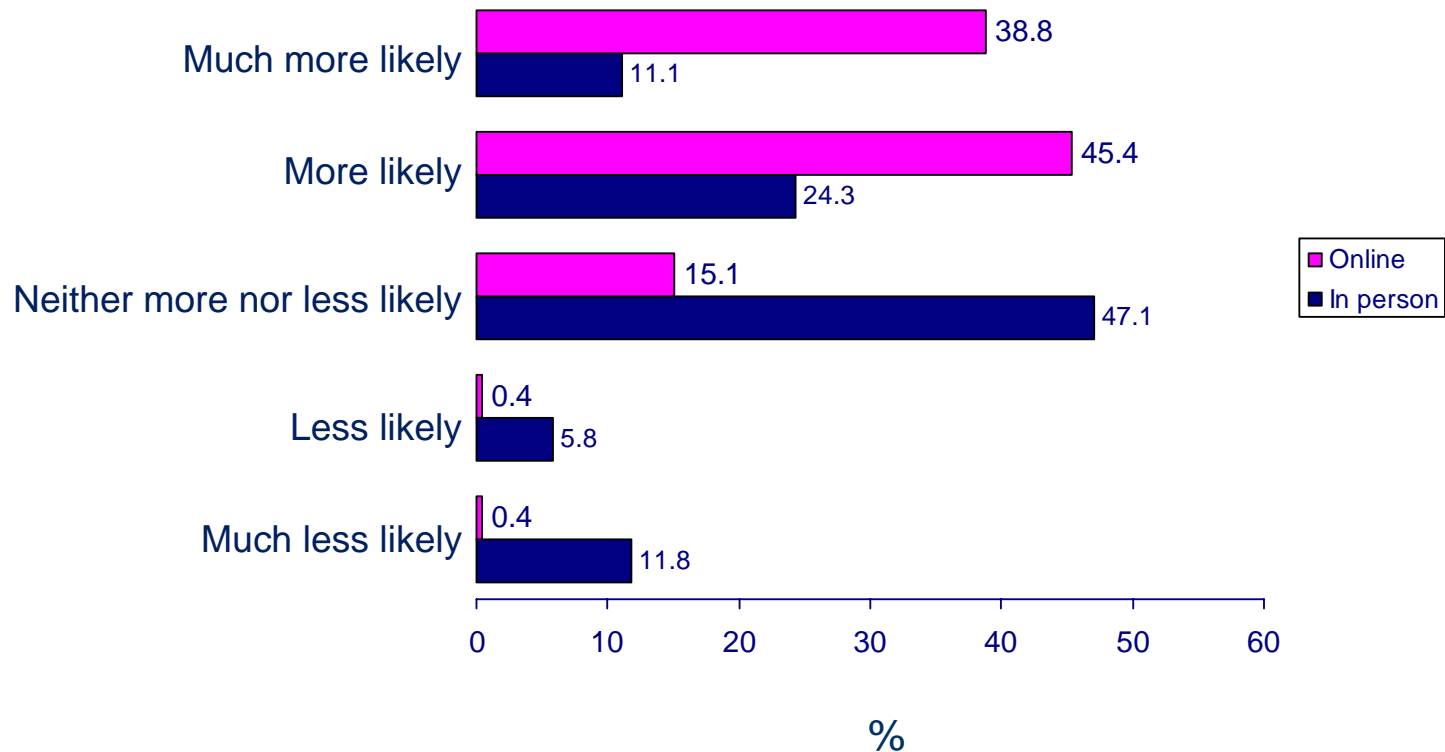
## Have you done any of the following after reading the enewsletter?



Base: All who answered (13,010)

# It Also Helps Attract Some Visitors To The National Archives Itself

Does reading the newsletter make you more or less likely to use the National Archives services online or in person?



Base: All who answered



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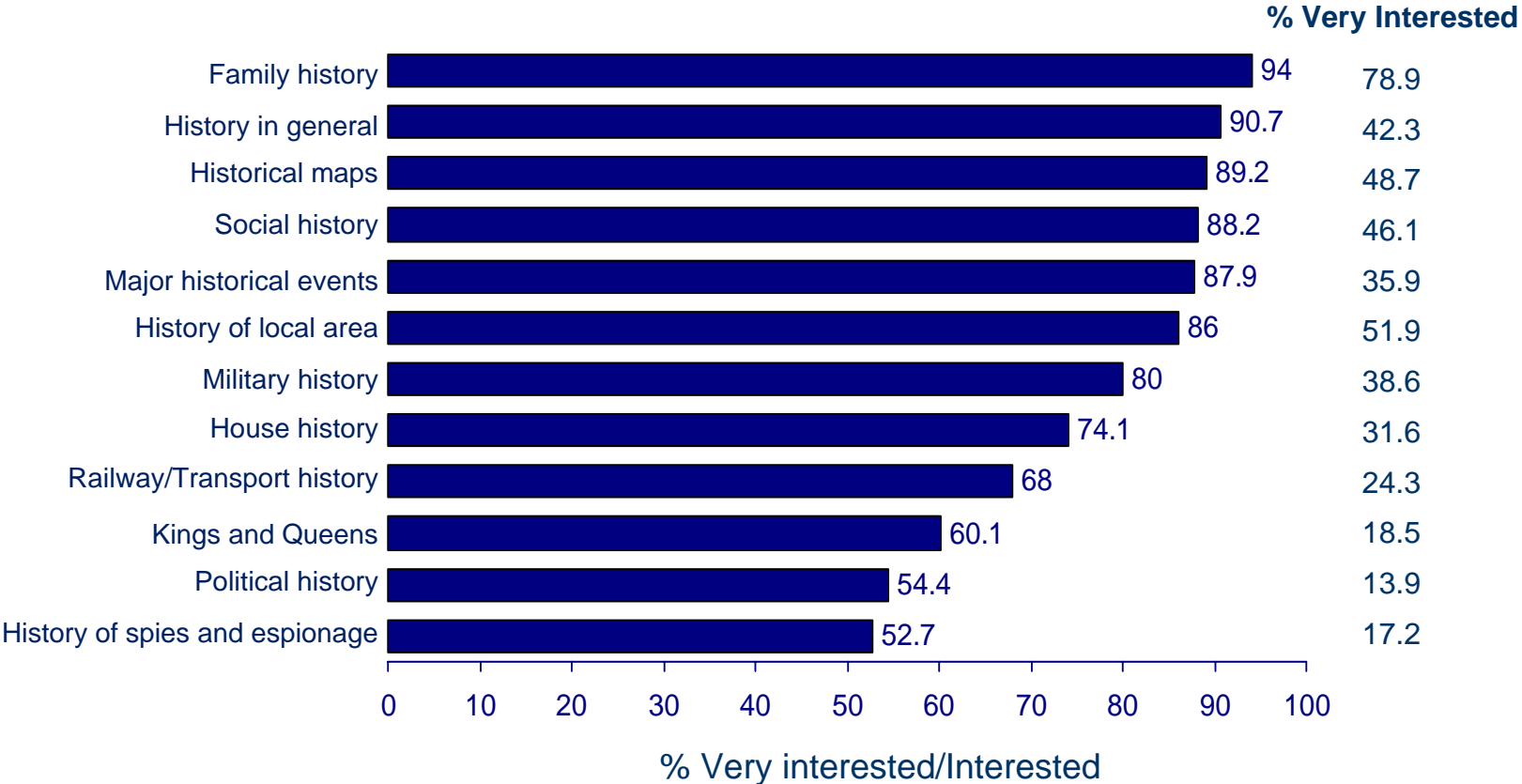
# Research Findings

- Topics Of Future Interest



# Family History, History In General, Maps & Social History Are Key Interest Areas For Readers

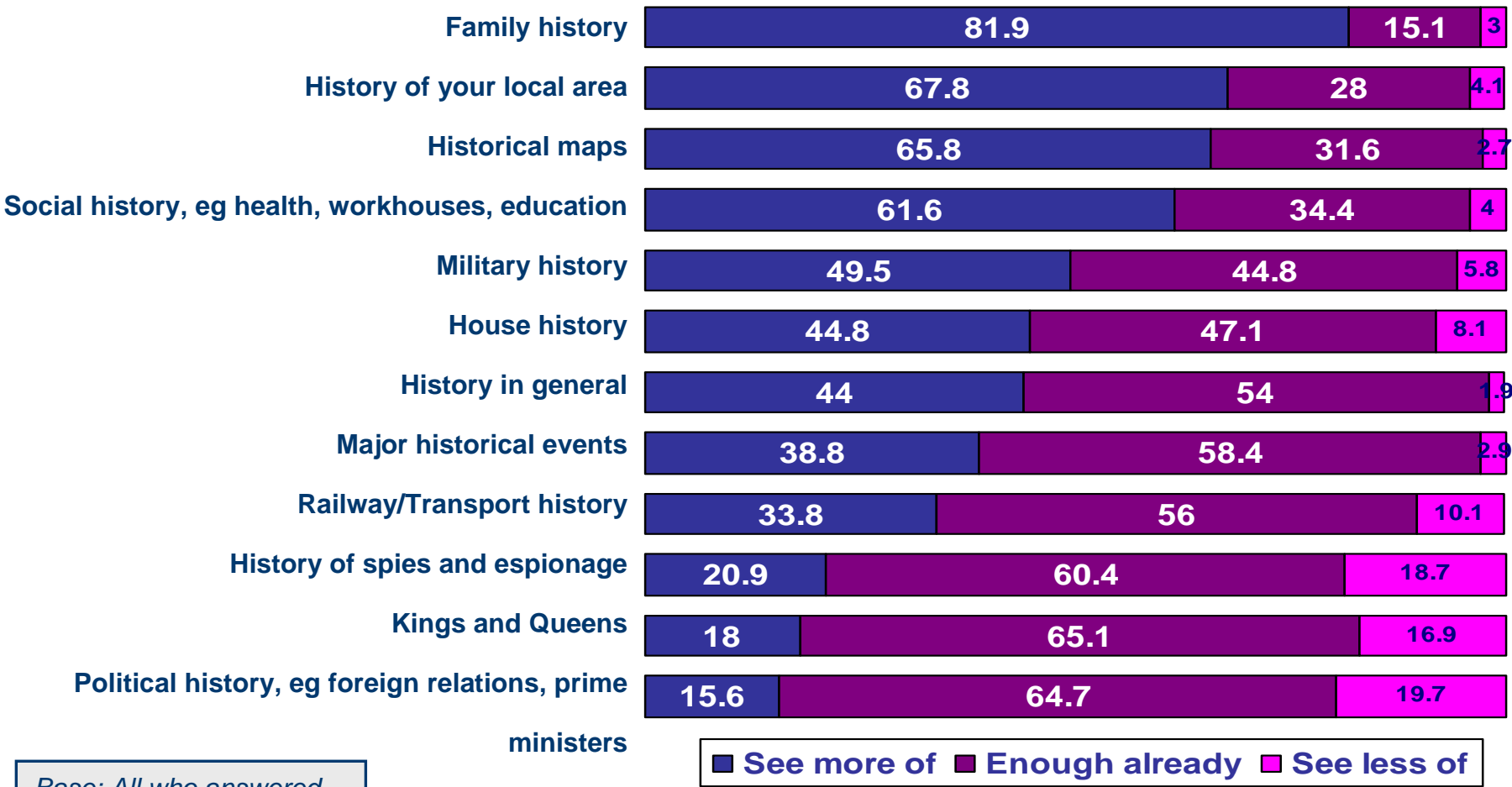
How interested are you in receiving information about the following historical topics in the newsletter?



Base: All who answered

# They Are Also Areas That Readers Would Like To See More Of

Which of the following topics would you like to see more or less of in the newsletter?

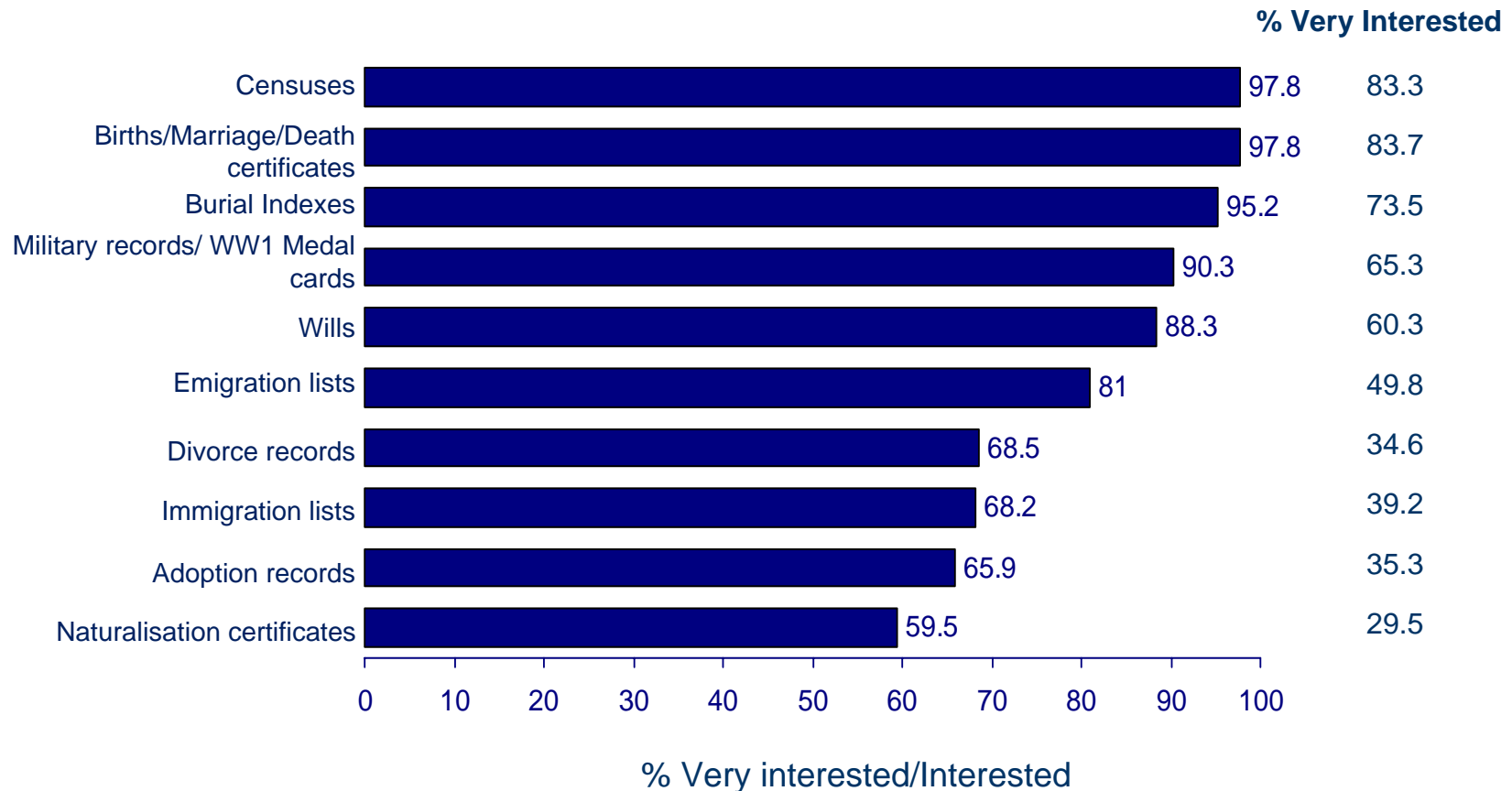


Base: All who answered

■ See more of ■ Enough already ■ See less of

# In Particular, Censuses, Births/Marriage/Death Certificates & Burial Indexes Are Key Family History Topics

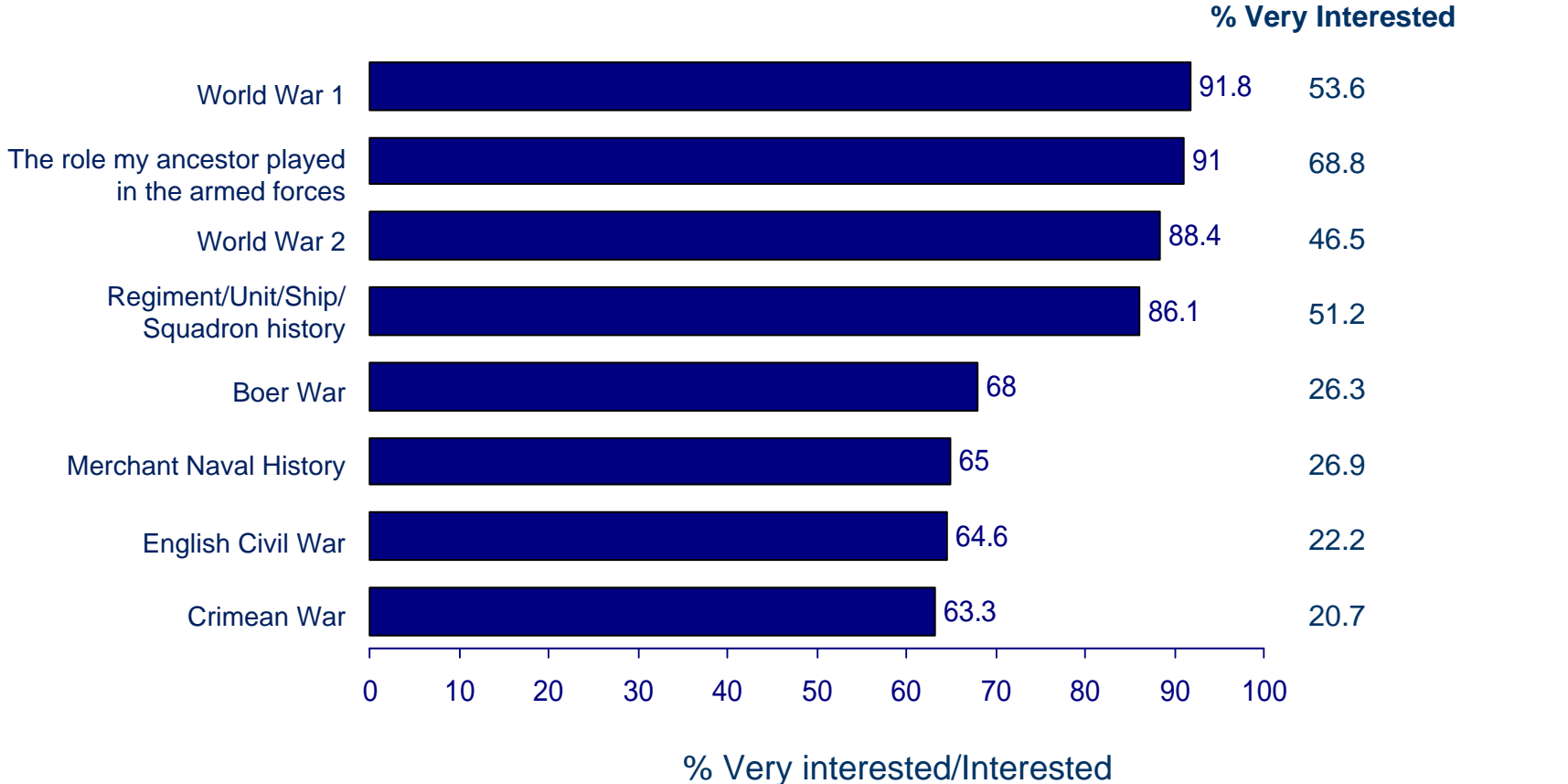
How interested are you in receiving information about the following family history topics in the newsletter?



Base: All who answered

# World War 1 & 2, Learning About Ancestors Roles & Specific Regiments Are Key Military History Topics

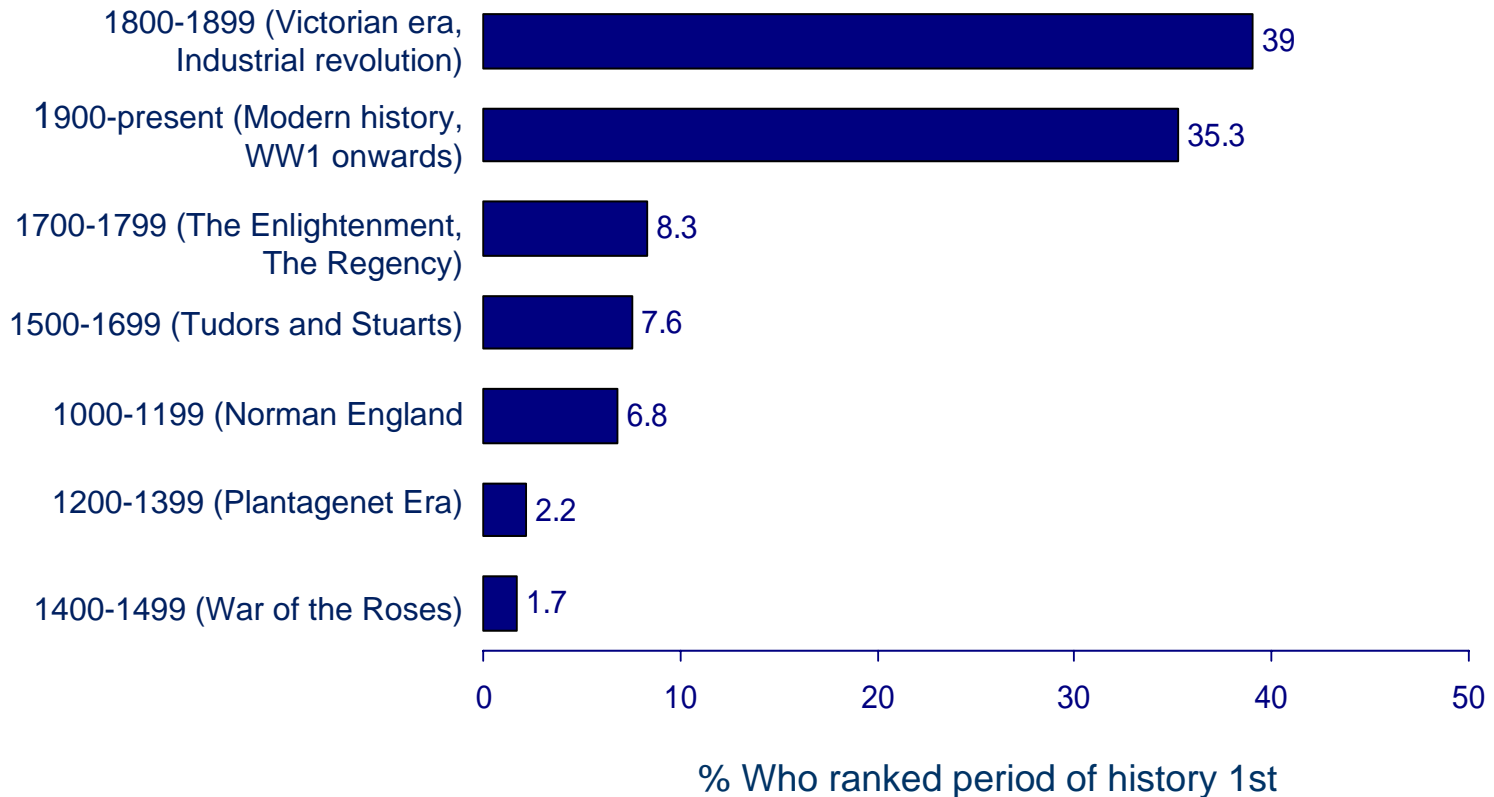
How interested are you in receiving information about the following military history topics in the newsletter?



Base: All who answered

# Victorian Era & 1900 To Present Are The Periods Of History Most Of Interest To Readers

Please rank the following periods of history of interest to you with 1 as your favourite and 7 as your least favourite?



Base: All who answered



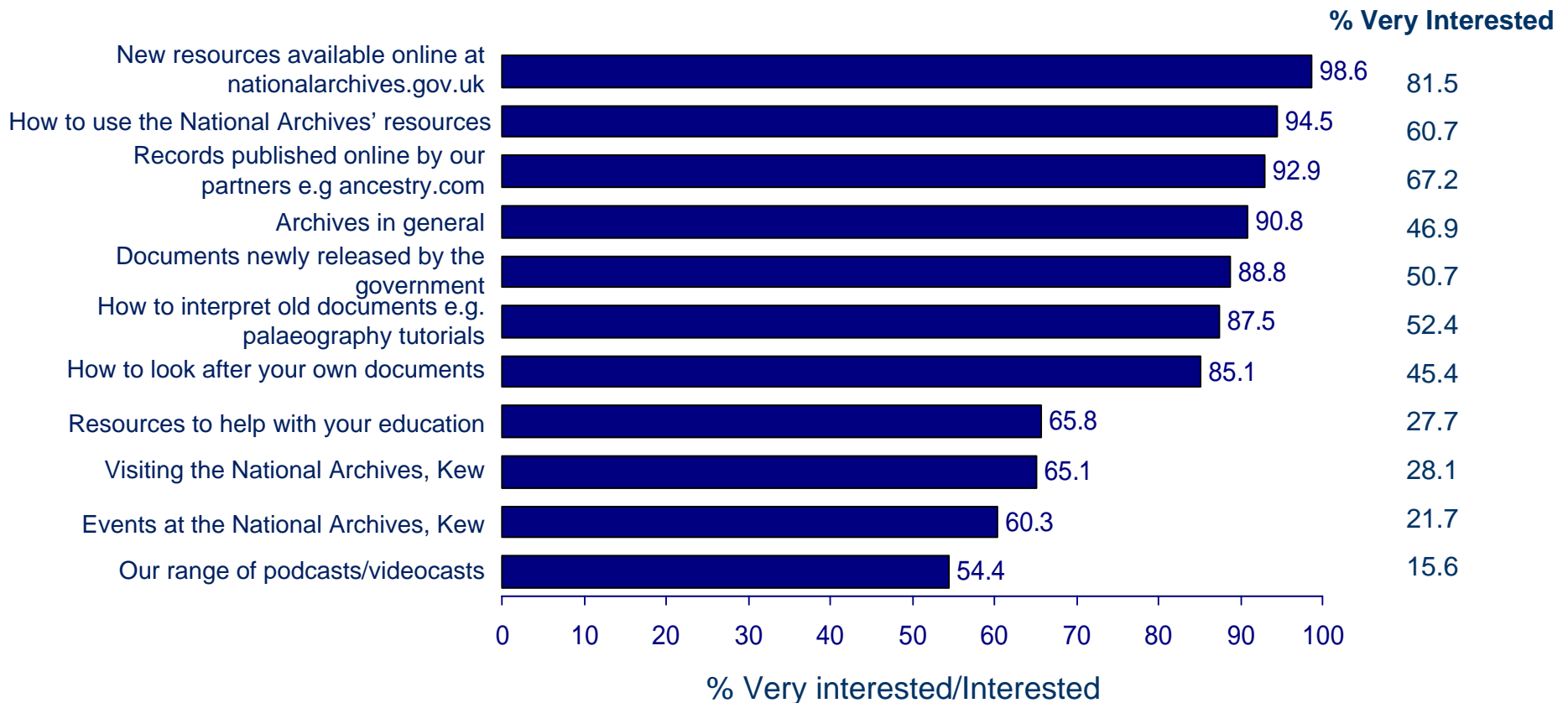
# Research Findings

- Features Of Future Interest



# Readers Are Particularly Keen To Hear About New Online Resources, Online Records Published By Partners & Information On How To Use Resources

How interested are you in receiving information about the following aspects of the National Archives work and collection in the newsletter?



Base: All who answered



# Research Findings

## - General Comments



# General Comments

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- As a final question, readers were given the opportunity to feedback generally about the enewsletter.
- In the main, it was praised, whilst others suggested some improvements...

# Many Said The enewsletter Was An Excellent Publication...

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*"It's the best newsletter I've ever encountered."*

*"Overall, I think it is a great read."*

*"Keep publishing it, please!"*

*"Wonderful resource. Lived and worked in the UK but never made it to Kew. Hope to change that someday. Thank you for such a wonderful website and resource".*

*"Keep up the good work - it is definitely a worthwhile e-publication. Thank you!"*

*"Very informative and useful for my family history research. I look forward to seeing what's new every month and what's coming up"!.*

# Examples Of The Suggested Improvements Included...

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*"Perhaps a featured web site each e-newsletter - and perhaps sometimes ones that do not form the mainstream of "routine" history?"*

*"Too biased to family and military history at present - obviously that's where you get lots of interest but what about sections for other topics."*

*"More competitions please"*

*"More could be made of the contribution readers might make to archives and records inc the current review, depositing items, encouraging other depositors etc."*

*"Pictures just waste download time and only occasionally add to the article."*

*"Would like a PDF copy to download, print and read..."*

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# Key Messages

# Key Messages (1)

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- The newsletter is rated well by its readership...
  - 90%+ at least read most issues and half of these read it every month
  - Half read all of the newsletter and half read the parts that are relevant to them
  - It is generally perceived to be the right length
- However, it should be noted that this sample of readers is likely to be more engaged due to the very fact that they have taken the time to complete the survey – it could be argued that those who didn't complete the survey might be less positive

# Key Messages (2)

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- In addition to being well received, it has a very high impact in terms of driving traffic to the National Archives website
- It also has a role to play in attracting some visitors to the National Archives in person (a third are more likely to visit as a result of reading the enewsletter)
- Although, interestingly, a high proportion (close to two thirds) have never visited the National Archives

# Key Messages (3)

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- For the future, the readership are interested in a range of historical topics
- However, family history, local history, historical maps and social history are key areas that readers are looking for and ideally would like to receive more of
- In addition, readers would also like to hear about new online resources, online records and general information on how to use the National Archives' resources