



The National Archives

National Archives Onsite Visitor Satisfaction Survey

Presented by DJS Research Ltd

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Structure

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

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Background

Objectives

Research Objectives

- **To gauge visitor satisfaction at The National Archives, Kew**
- **To gauge visitor satisfaction levels (at an overall and more detailed level) using an online web survey and to benchmark these compared with previous research studies, which have used other methodologies (face to face and self completion)**
- **To gauge perceptions of recent changes that have been made at The National Archives**
- **To provide profiling information**

Methodology (1)

- Research conducted at the National Archives through an online web survey.
- Visitors were invited to complete the online survey using laptops situated at the bottom of the stairs within the National Archives.
- The questionnaire length was roughly 5-10 minutes.

Methodology (2)

- In total 1,132 started the survey and of these, 1,032 completed the full survey.
- Fieldwork took place over two weeks – 18 September to 2 October 2008
- **Health Warning:** It should be noted that the results have been based on “all answering each question” - not stated responses have been taken out of the base for each question.



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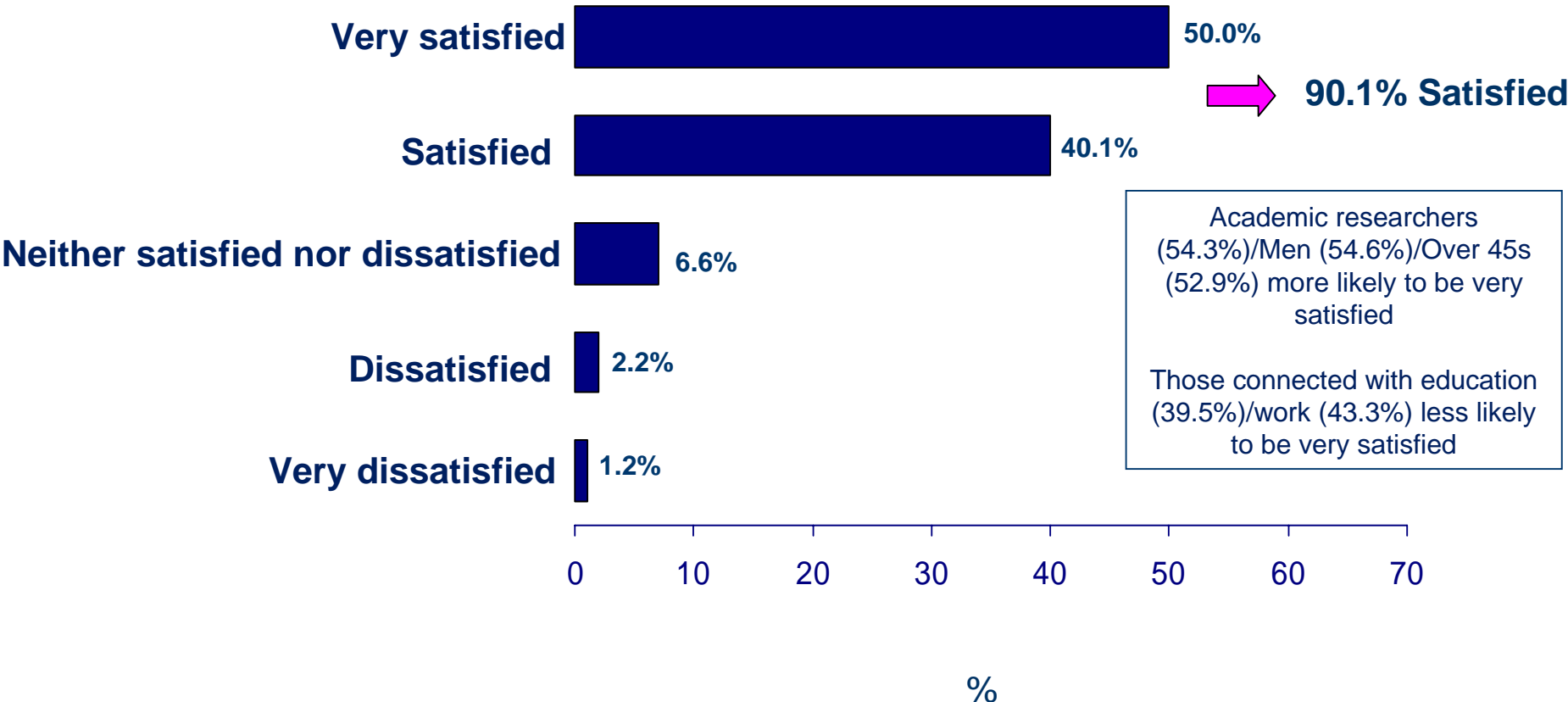
Research Findings

- Ratings of Service



Visitors Gave Very High Ratings For The Service Received

How satisfied or dissatisfied were you with the service you received today?



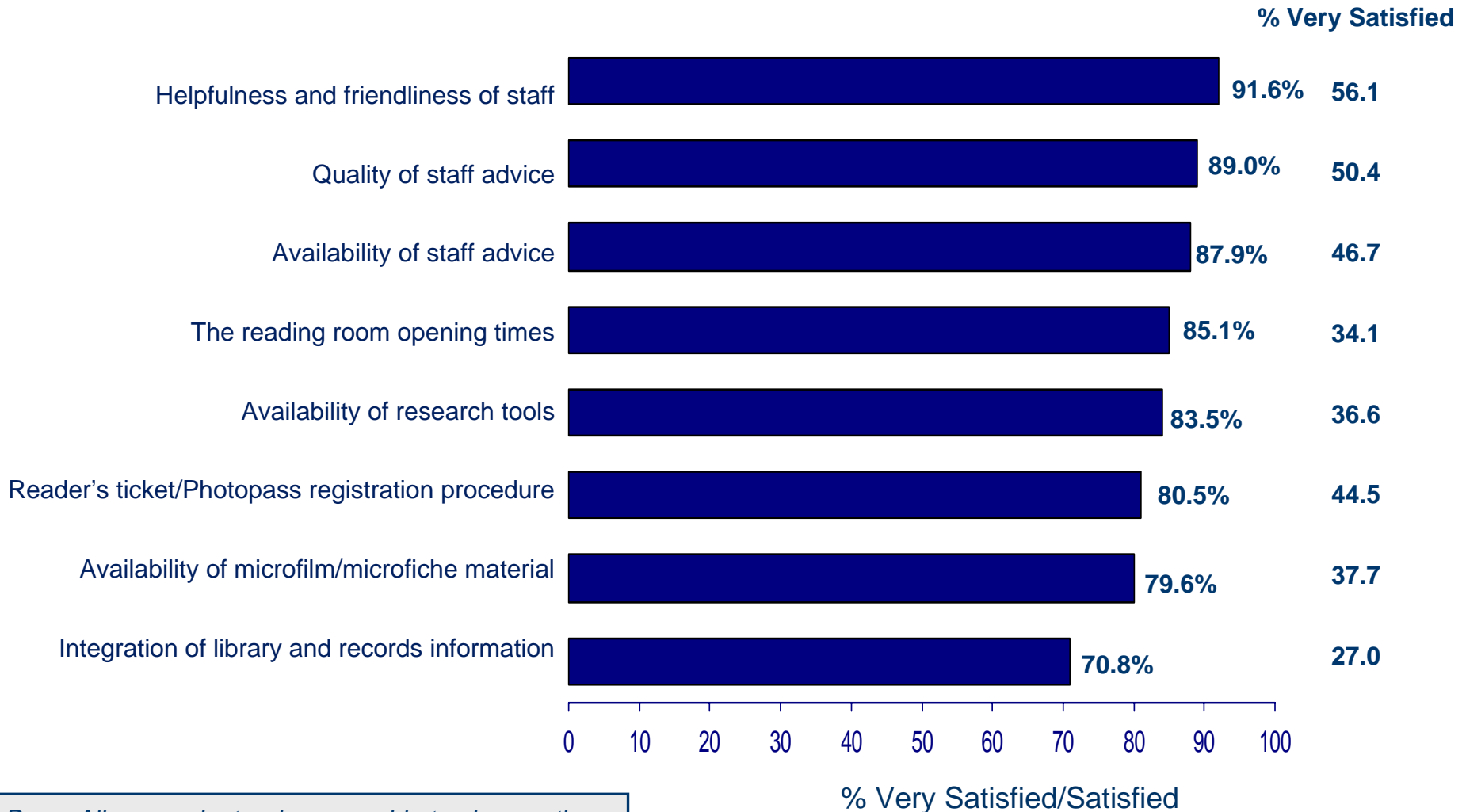
Base: All who answered (1098)

Higher Levels Of Satisfaction Amongst Those Who Have Visited Kew Previously And Have Not Visited FRC

Level of Satisfaction	Visitor Type (Whether Visited Kew/FRC Previously)			
	Visited Kew & FRC	Not Visited Kew But Visited FRC	Visited Kew But Not FRC	Not Visited Kew & Not Visited FRC
Very Satisfied	46.3%	47.4%	55.1%	51.9%
Satisfied	42.6%	39.7%	38.4%	36.2%
Neither Nor	7.7%	5.1%	4.8%	8.1%
Dissatisfied	2.7%	2.6%	.6%	3.5%
Very Dissatisfied	.8%	5.1%	1.1%	.4%
Mean Score Out Of 5	4.31	4.22	4.46	4.36

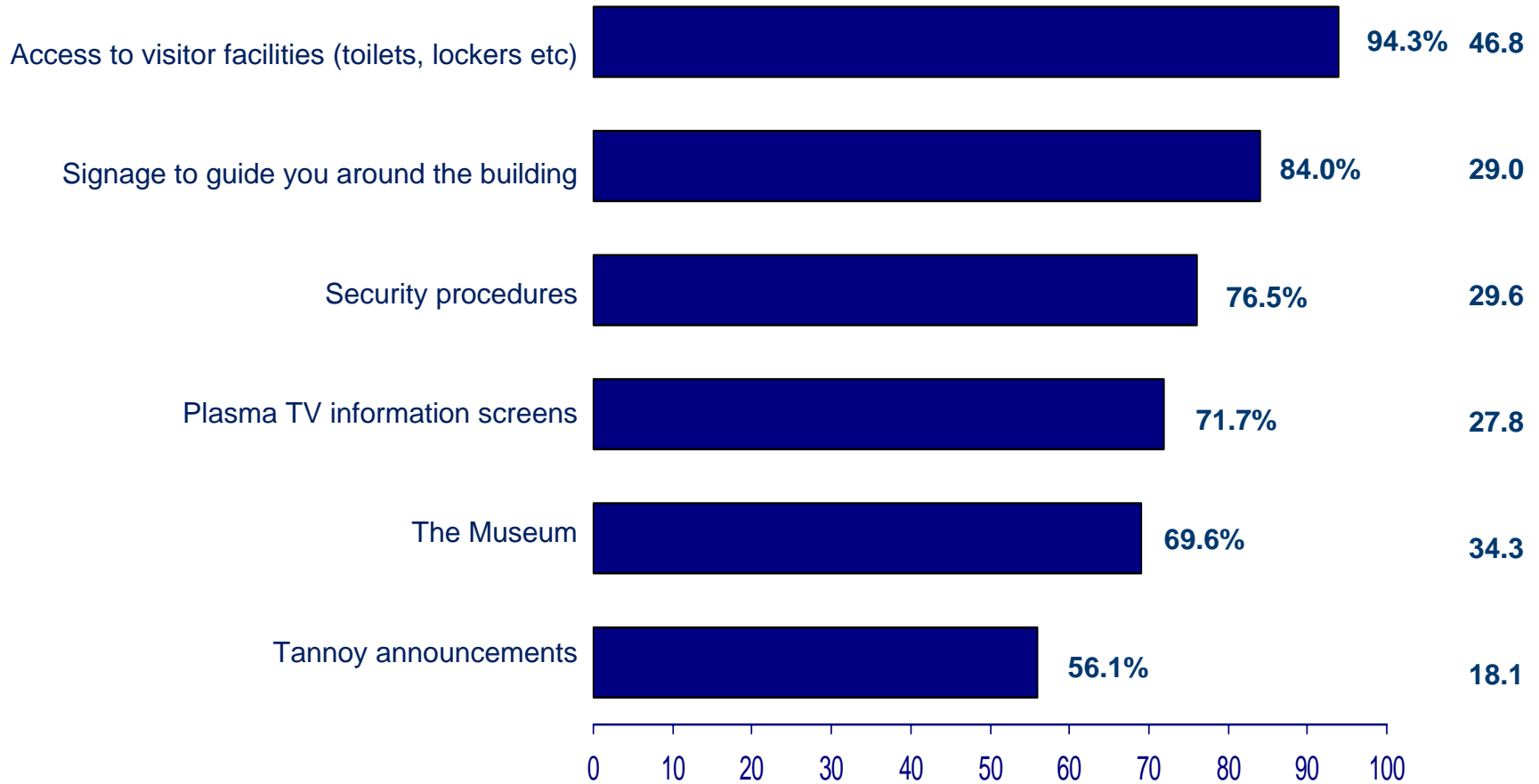
Also, High Levels of Satisfaction On A Number of Specific Service Attributes

How satisfied are you with the following aspects of your visit today?



And On Facilities...

How satisfied are you with the following aspects of your visit today? ^{% Very Satisfied}

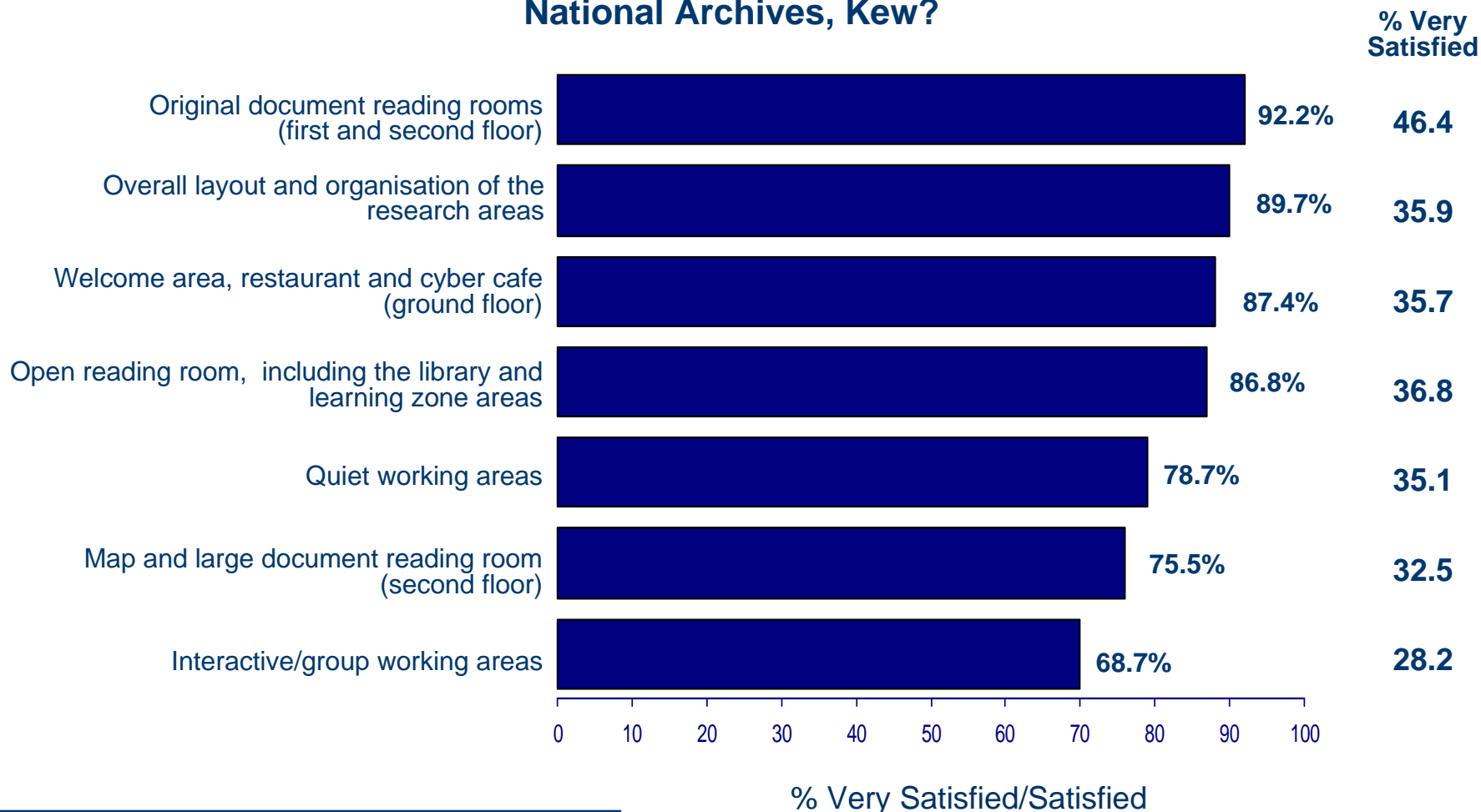


Base: All respondents who were able to give a rating

% Very Satisfied/Satisfied

The Layout And Organisation Also Received High Ratings

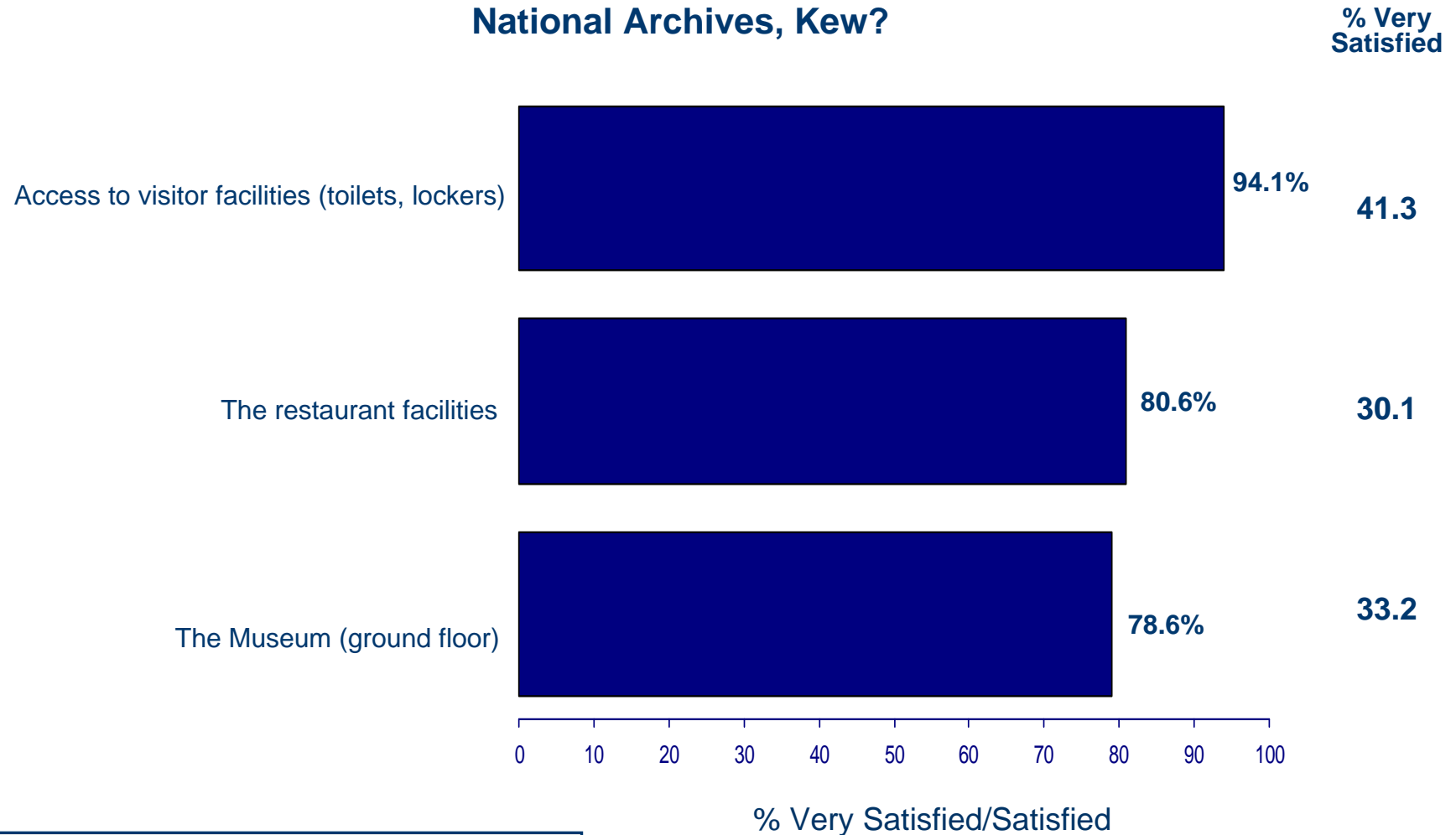
How satisfied are you with the layout and organisation of the following areas of The National Archives, Kew?



Base: All respondents who were able to give a rating

As Did The Layout & Organisation Of Facilities...

How satisfied are you with the layout and organisation of the following areas of The National Archives, Kew?



Base: All respondents who were able to give a rating



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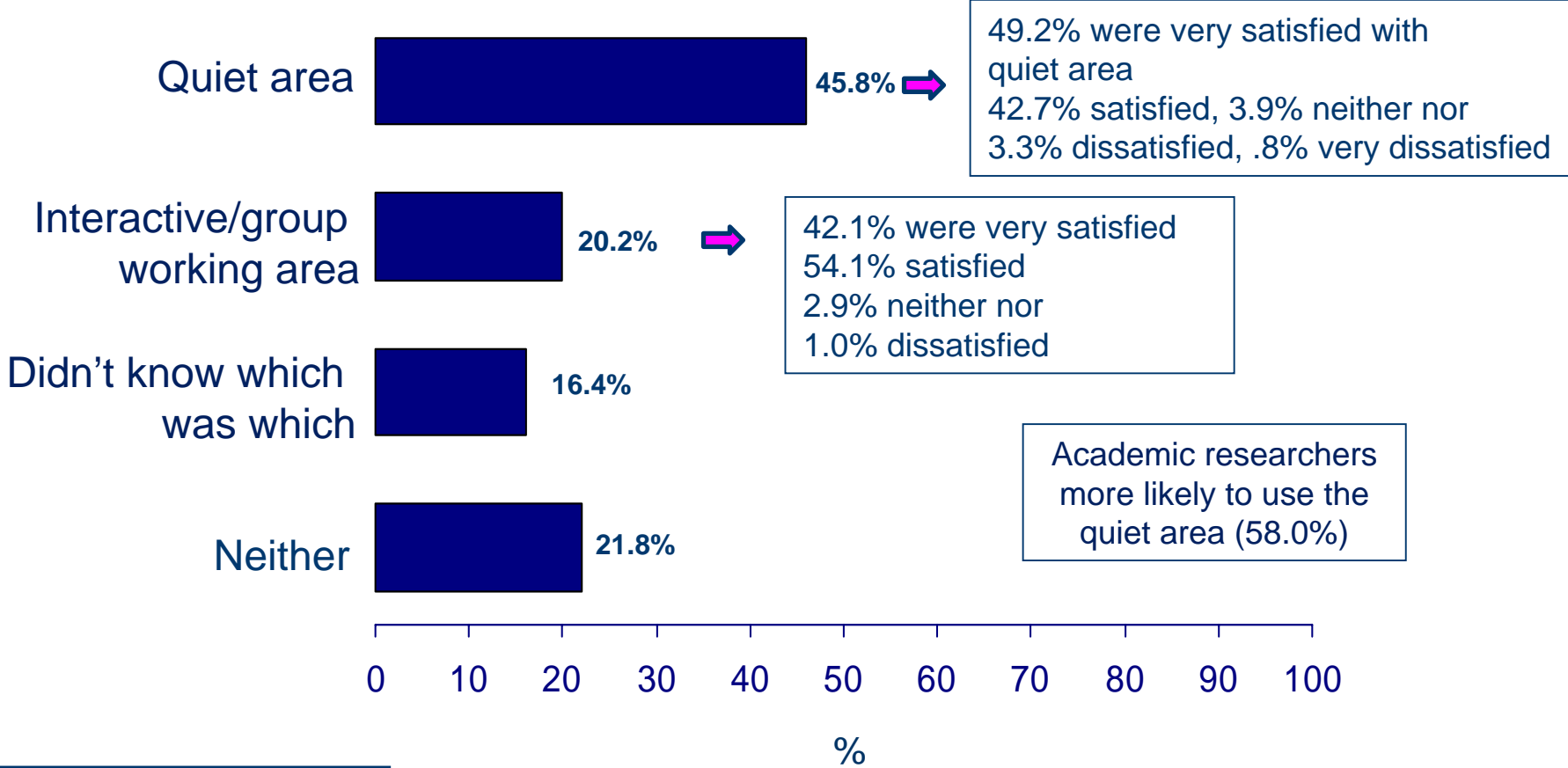
Research Findings

- Talks & Quiet Area



Two Thirds Worked In A Quiet Area Or Interactive/Group Working Area

Did you work in a quiet area or interactive/group area today?

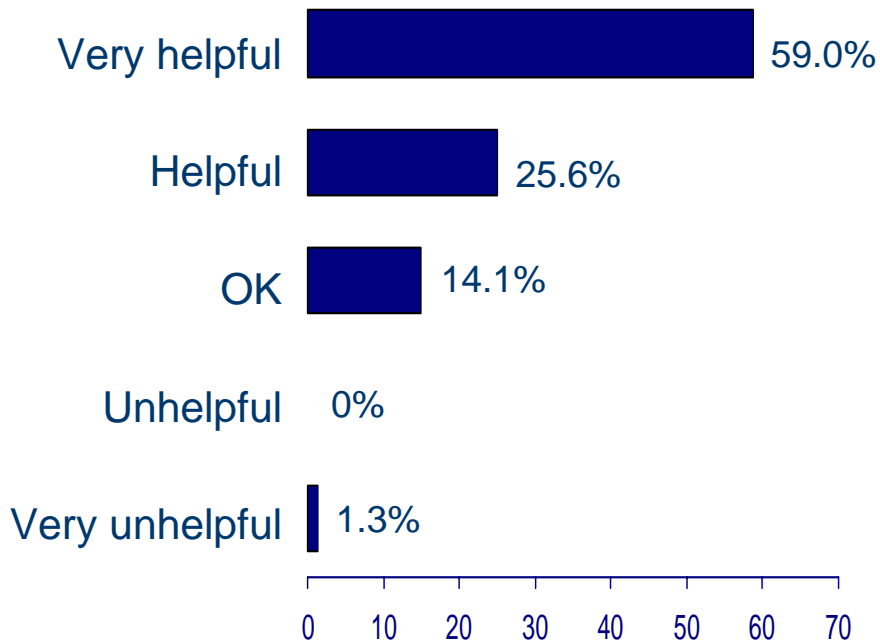


Base: All who answered (1060)

A Minority Attended A Talk. The Majority Found Them Helpful

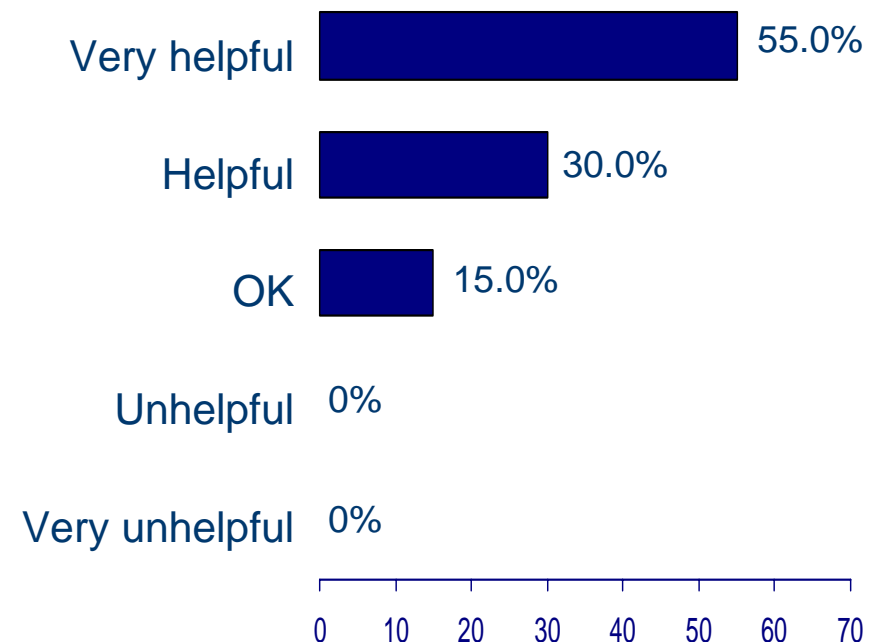
- 9.7% of visitors (of 1062) attended a talk on the day. They rated the talks...

Talk: New to Kew – Introductory Talk



Base: All who answered (78)

Talk: Specialist subject, i.e. Census returns online



Base: All who answered (40)



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Research Findings

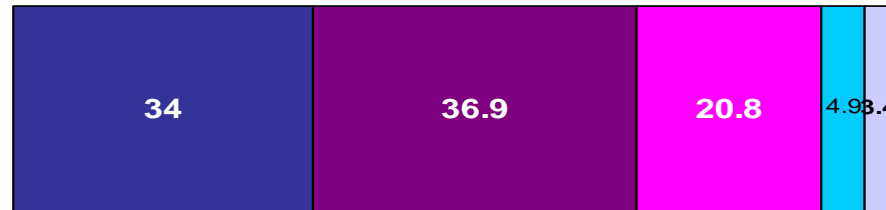
- Security Procedures &
Signage



The Majority Preferred The New System

We recently made changes to our security procedures. How far do you agree with the following statement?

I prefer being able to access non-original records without going through a security checkpoint



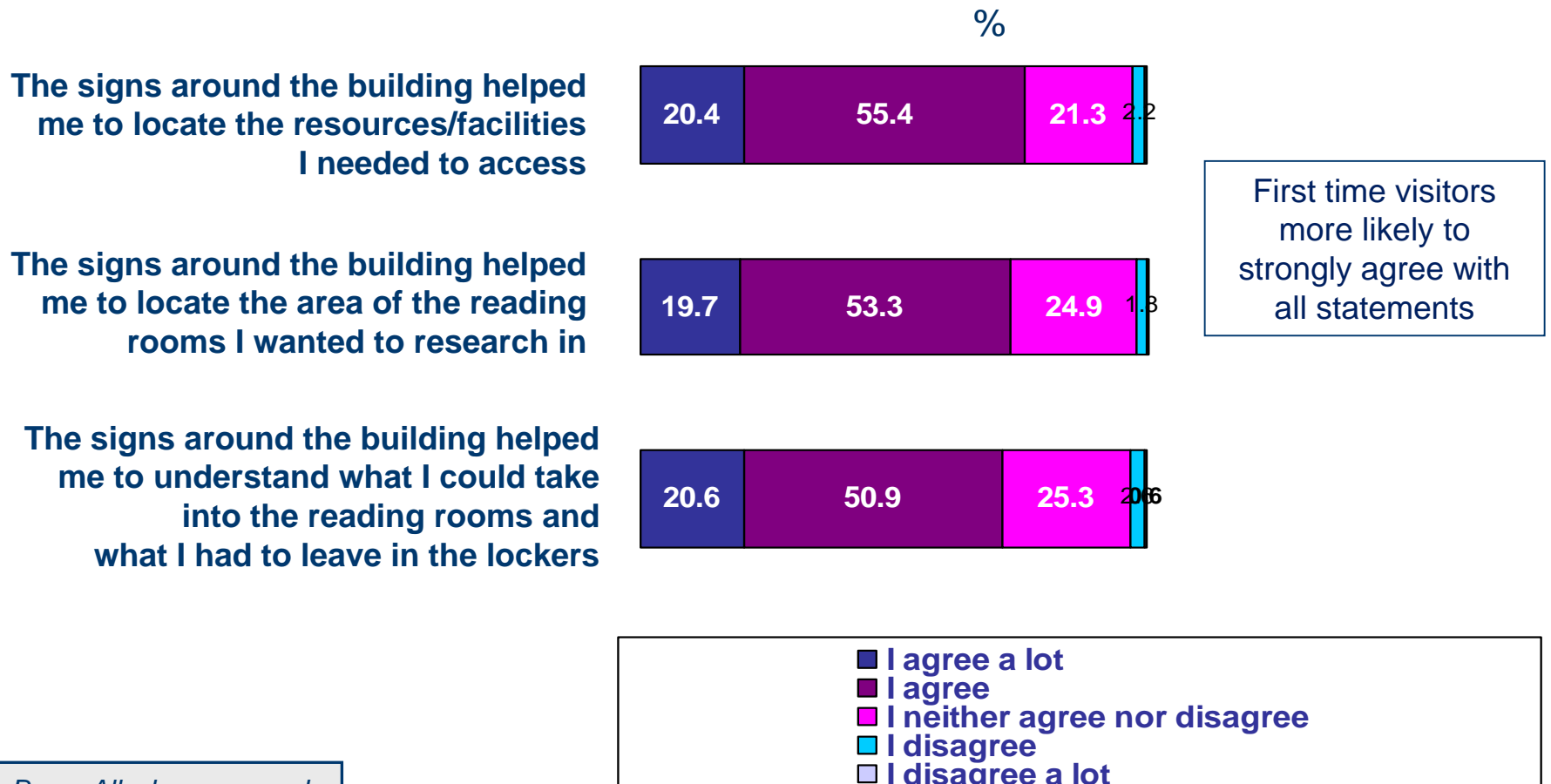
%

Frequent visitors more likely to disagree or strongly disagree (12.2%)

Base: All who answered (1060)

Signage Wasn't An Issue For The Majority

We have recently made changes to the signage around the building. How far do you agree with the following statements?



Base: All who answered



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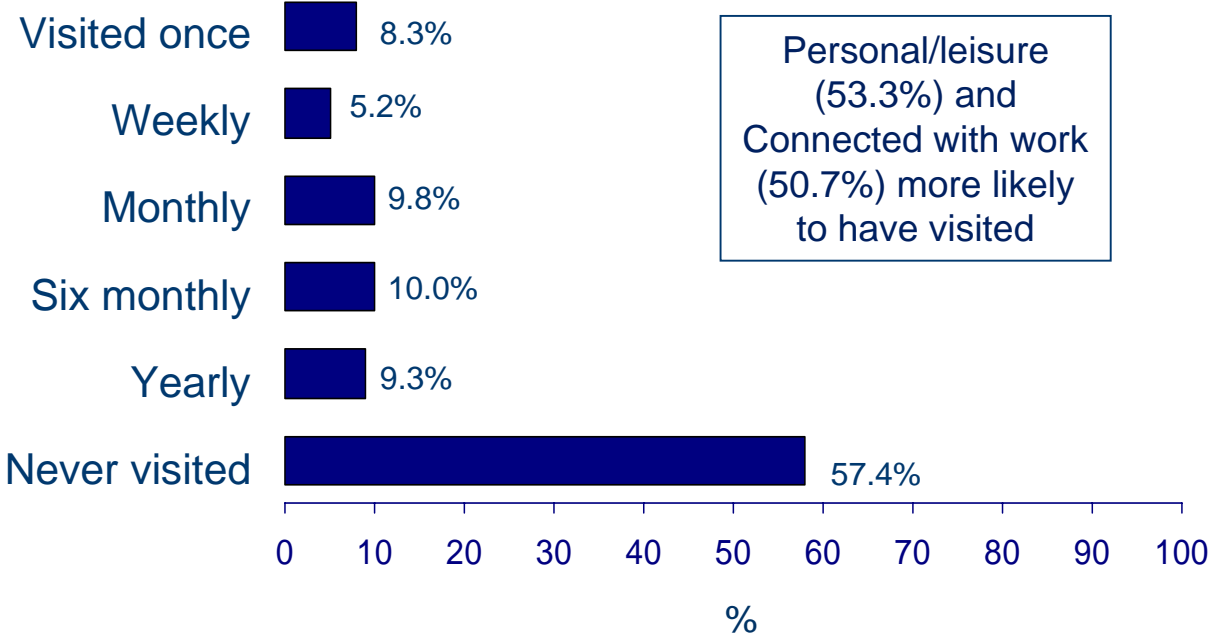
Research Findings

- Islington Family Records
Centre



Over Half Had Not Visited The FRC Before Services Were Transferred

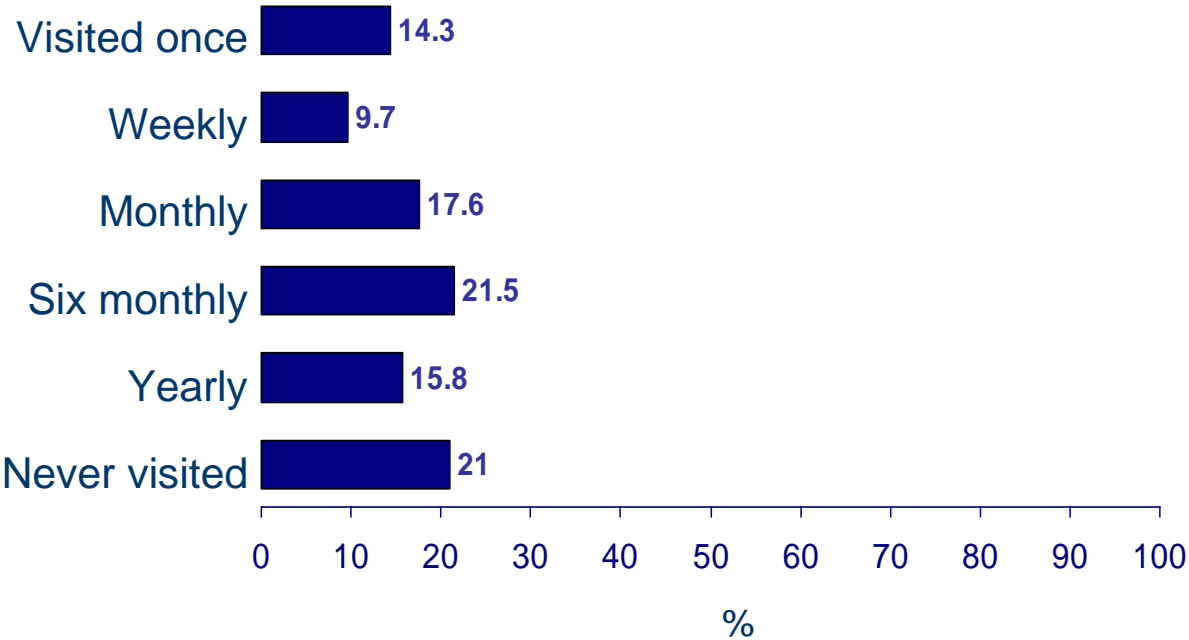
How often, if at all, did you visit the Family Records Centre before its services were transferred to Kew?



Base: All who answered (1066)

Most Had Also Visited The National Archives

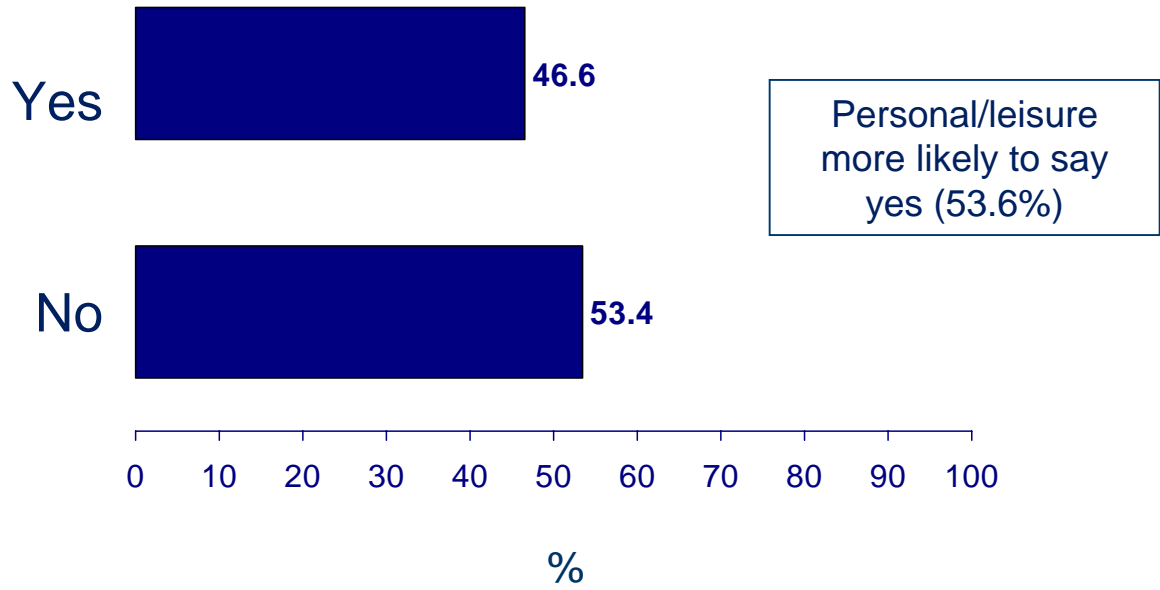
Did you also visit The National Archives before FRC services were transferred to Kew?



Base: All who answered and who had visited the FRC (442)

Close To Half Visited To Use The Services They Previously Used At The FRC

Did you visit Kew today to use the services you previously used at the Family Records Centre?



Base: All who answered and had visited the FRC (356)

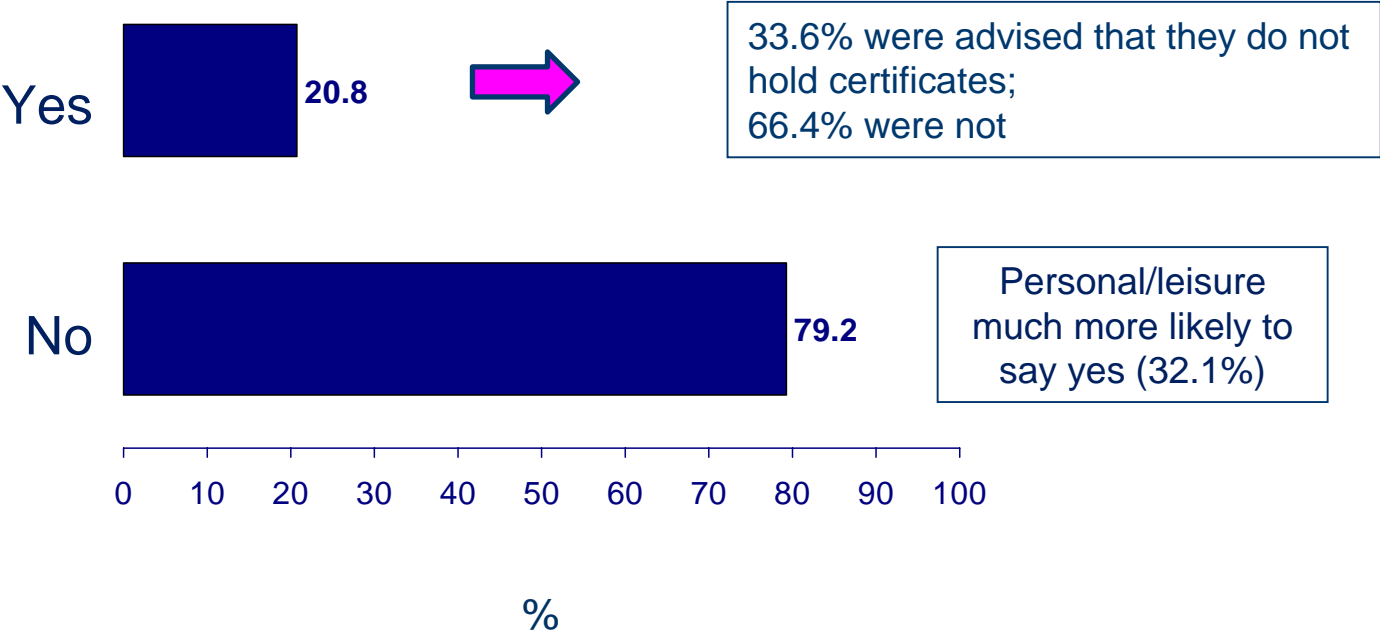


Research Findings

- Certificates

A Significant Minority Were Expecting To Access Birth/Marriage/Death Certificates

Did you visit Kew today expecting to access/order Birth, Marriage and Death certificates?



Base: All who answered (1050)



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Research Findings

- General Comments



General Comments

- As a final question, visitors were given the opportunity to feedback generally on their experience of the National Archives
- Positive comments, negative comments and suggestions for improvement were cited
- Positive comments centred around:
 - Being generally impressed and satisfied with the National Archives
 - Staff being friendly, helpful and offering an excellent service
 - Improved since some of the recent changes
- The following comments illustrate some of the positive thoughts.

Many Were Generally Impressed With The National Archives

I find that the National Archives provides a consistently professional and efficient level of service. I rarely have any problems with accessing documents and have found staff very helpful should I have any questions

I found the record I had been searching for two decades

Knowing archives in other countries, such as Germany or Argentina, the National Archives in Kew are certainly very good in comparison

I can't get here often enough

Very informative place, very academic and enjoyable to use

I've been coming here since 1982 - it is much improved, more user friendly. I think that's good. Well done!

It's a very helpful environment. The computer system is excellent. Document ordering is incredibly fast.

I consider the Archive the best run public service in the UK, in particular in its dedication to serving the needs of its users and its prompt adaptation to new technology which assists users.

A wonderful place. I love coming here and always discover something new

I've worked in many archives/libraries and this is overall the Rolls Royce.

It is a national treasure!! It is a beautiful building and a pleasure to spend time in. I would welcome the introduction of the surgeries for people needing some advice on researching their family history.

Staff Were Praised

I have always had superb service - the staff are particularly approachable and helpful

Impressed with knowledge of all members of staff in the areas of information retrieval and location

A brilliant resource, well organised with just the right level of human interaction

It is an amazing building - that enhances the experience. However it is the staff who would make or break it and they were great. Thank you. I look forward to returning.

We were made to feel very welcome and nothing was too much trouble.

Generally, I find the archives very much more user friendly (and friendly in general) than some other similar institutions (notably the BL), the staff are approachable and have resolved all my queries over the years without undue fuss, politely and efficiently.

Very helpful service from all the staff & impressed with the level of knowledge

The quality of the research assistance available has improved vastly since previous visit in 2004.

The best archive I've ever worked at! Friendly staff, good lighting, excellent opening hours. As for official archives PRONI could take SEVERAL leaves from your book.

Help tends to be good 70% of the time am happy, specialist knowledge was very useful from the staff. Personality of people/staff can vary in how much help they give but any time I've needed help its been good and helpful

Recent Improvements Were Commended

It's better laid-out than before - I found the previous security arrangements very officious and unhelpful.

This is my first visit for a couple of years and the organisation and access is much improved compared to its previous format. Use of the reading room is also much improved.

Very lovely building

I have been in many archives around the globe and the PRO is in my view still the best national archive of the world. It truly deserves its nickname "the history factory"!

This is my first visit to Kew since the improvements started, and I must say it has improved immensely, although, I must say I was impressed before the work started, you have just improved what was an excellent facility in the first place.

I was checking out the facilities after the refurb and was impressed with the end result

Much improved - well done!

The recent improvements are commendable and very user friendly.

The recent refurbishments at the National Archives have resulted in a wonderful improvement in facilities and services. This really is the most accessible (e.g. catalogue, reprographic facilities, car parking) of any archive I have used anywhere in the world.

Impressed with changes and improvements. Very good experience just not sufficient time. Pleased more is going on line. Would have liked to use my flash drive to save documents on line

Negative Comments & Improvements

- Negative comments and improvements centred around:

Facilities

- The restaurant
- The toilets

Specific services

- Microfiche
- Issues with photocopying

The environment

- Too much noise

The Family Record Centre

- Not happy with the loss of FRC

- The following comments illustrate some of these thoughts.

Negative Comments & Improvements, Some Examples...

The 'hot' food in the restaurant was warm/tepid. Room for improvement here

Please can we have more microfiche viewers in the map room as there are occasions when none are free and we have to either wait to use one or are rationed in time spent on a viewer.

Unfortunately the ladies restrooms could do with some attention - there were times when ladies were finding it difficult to get the toilets to flush!

It was a damn sight better when the FRC still existed. The latter was much easier to access being in a central London location instead of at the end of a branch of the District Line

The National Archives are Ok- But maybe the refreshment area should serve meals which could be selected from the counter rather than wait to be served

Very frustrated at not being able to access the registers held at the FRC. Research by microfiche is slow and frankly for some aspects of my research is no longer viable. Bring back the registers!

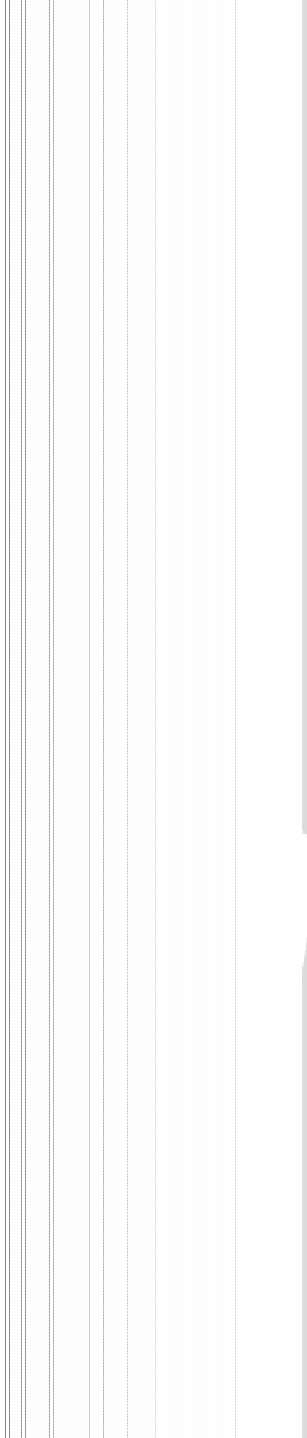
There is too much noise now. When I first came several years ago, there was absolute silence in the reading rooms. That is no longer the case, which is very annoying

I really miss the Family Record Centre which was much more user friendly and specific for family historians than here. There was less records kept there so the staff were really expert on their knowledge of how to get the best from the records

Totally disappointed - very difficult to obtain information that was wanted as nothing was easy to work out where to go. I have researched my family history for many years quite happily at the family record centre where it was efficient and worked well

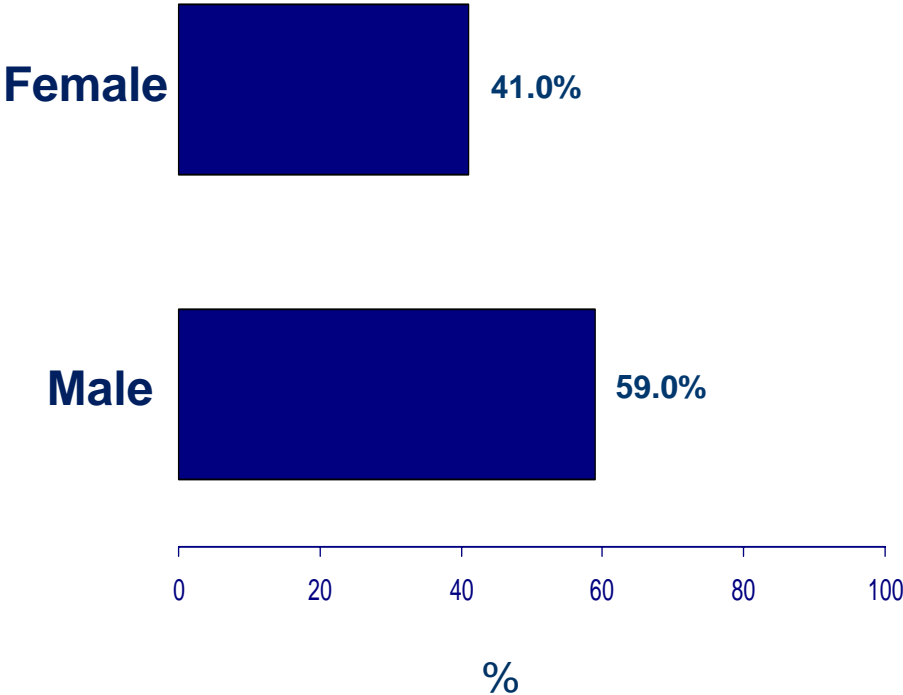


Profile of Visitors



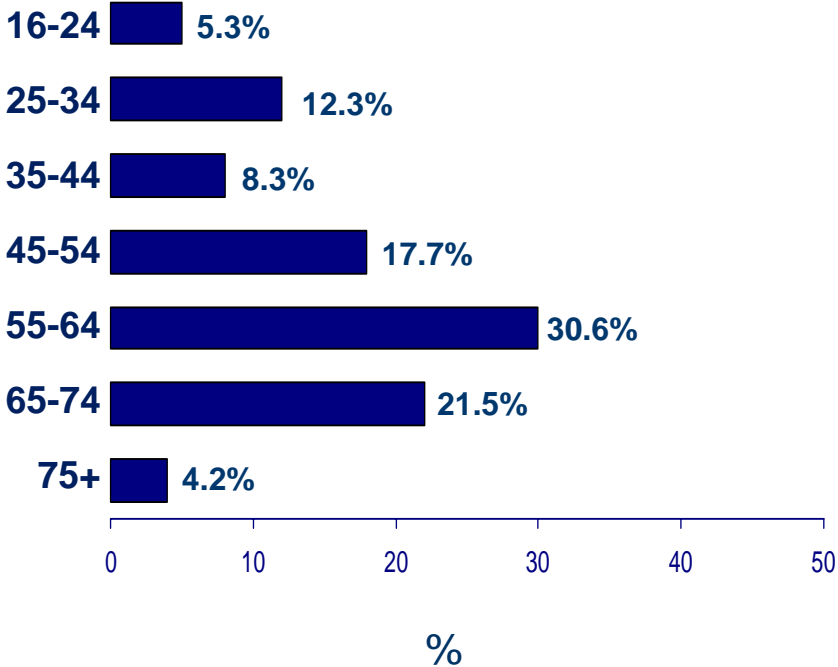
The Majority Were Aged 45+

Gender



Base: All who answered (938)

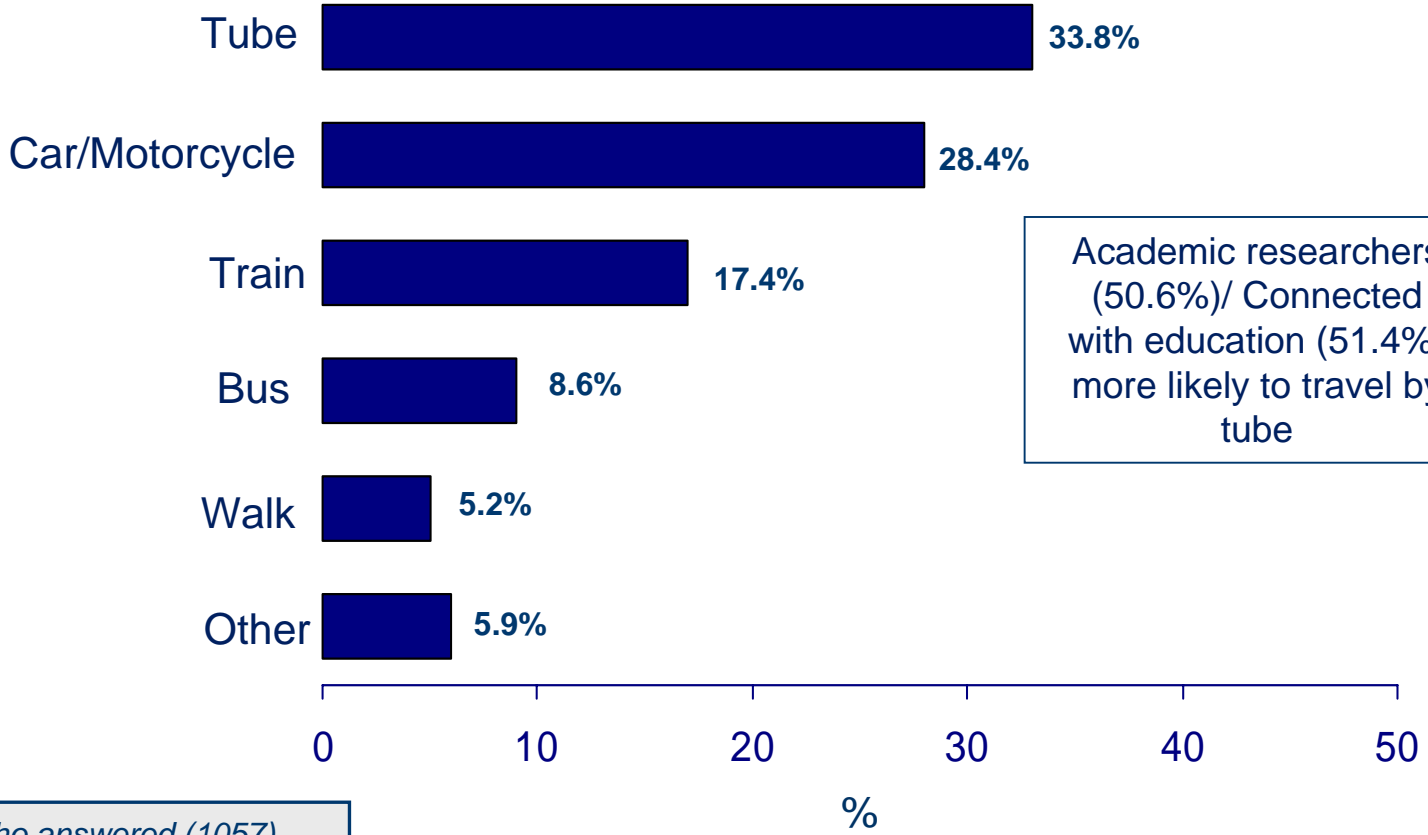
Age



Base: All who answered (1,047)

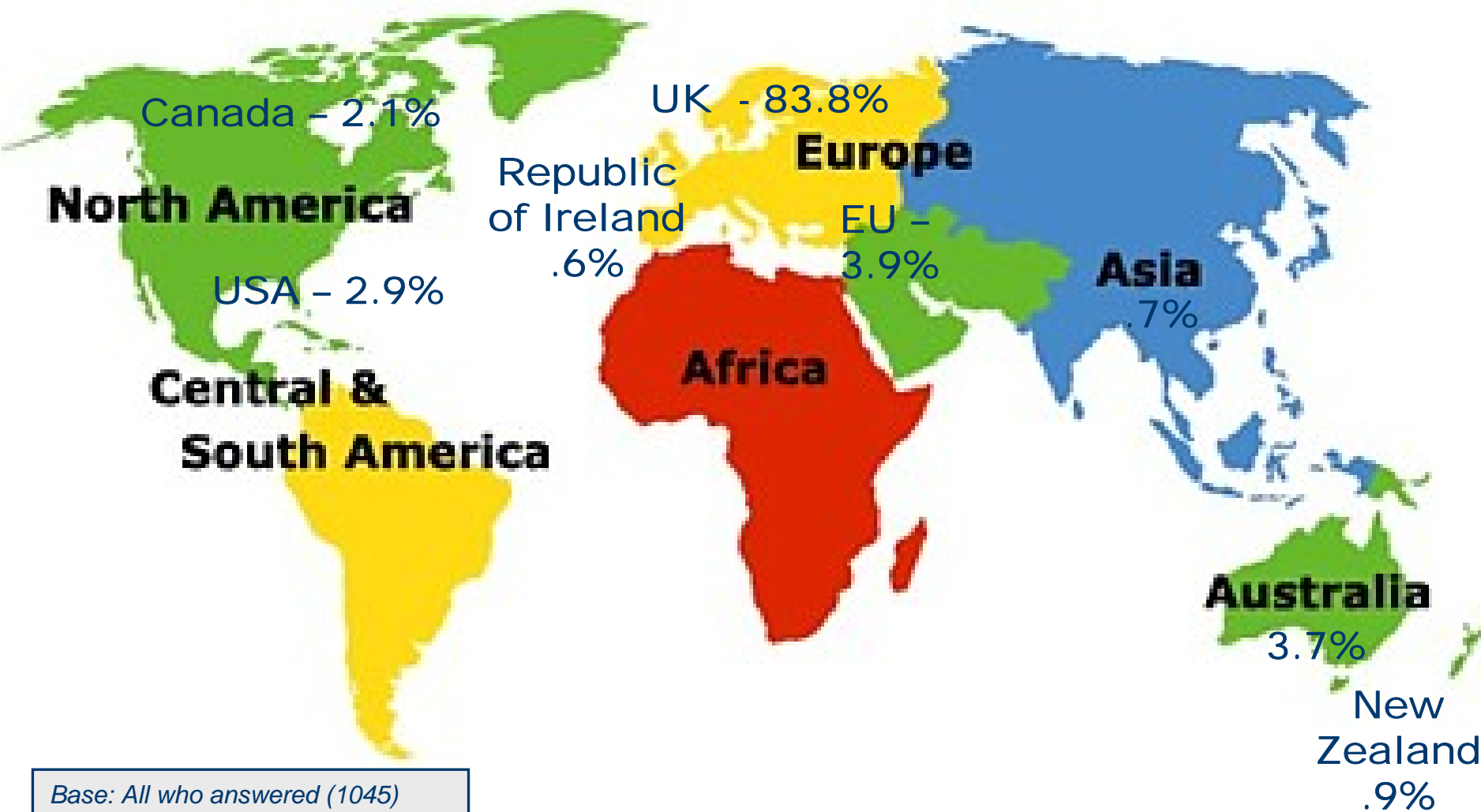
Tube & Car/Motorcycle Were Key Modes of Transport

How did you get to The National Archives, Kew today?



Base: All who answered (1057)

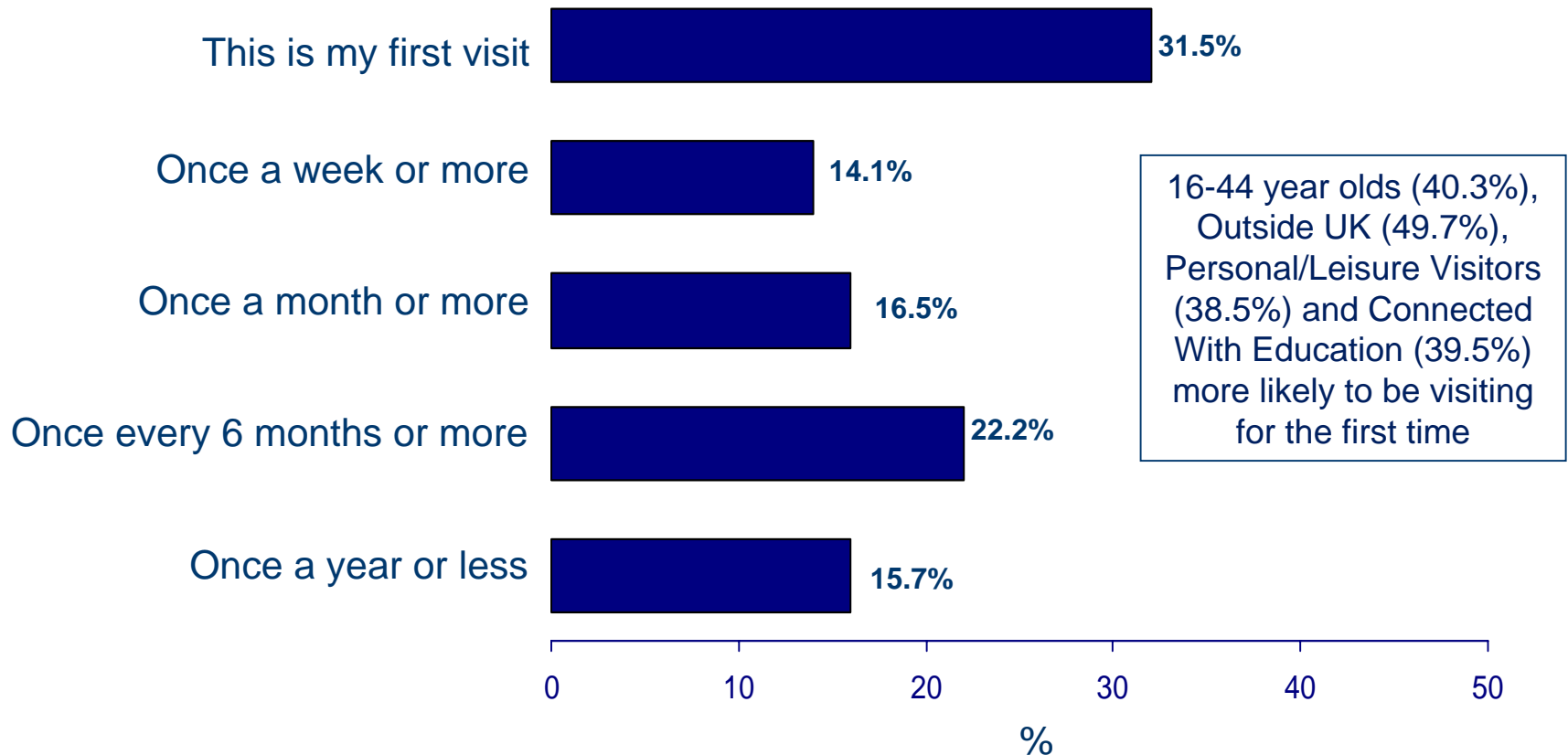
The Vast Majority Were From The UK, The Remainder Were From Overseas



Base: All who answered (1045)

A Third Were New Visitors With The Rest Split Between Frequent & Infrequent Visitors

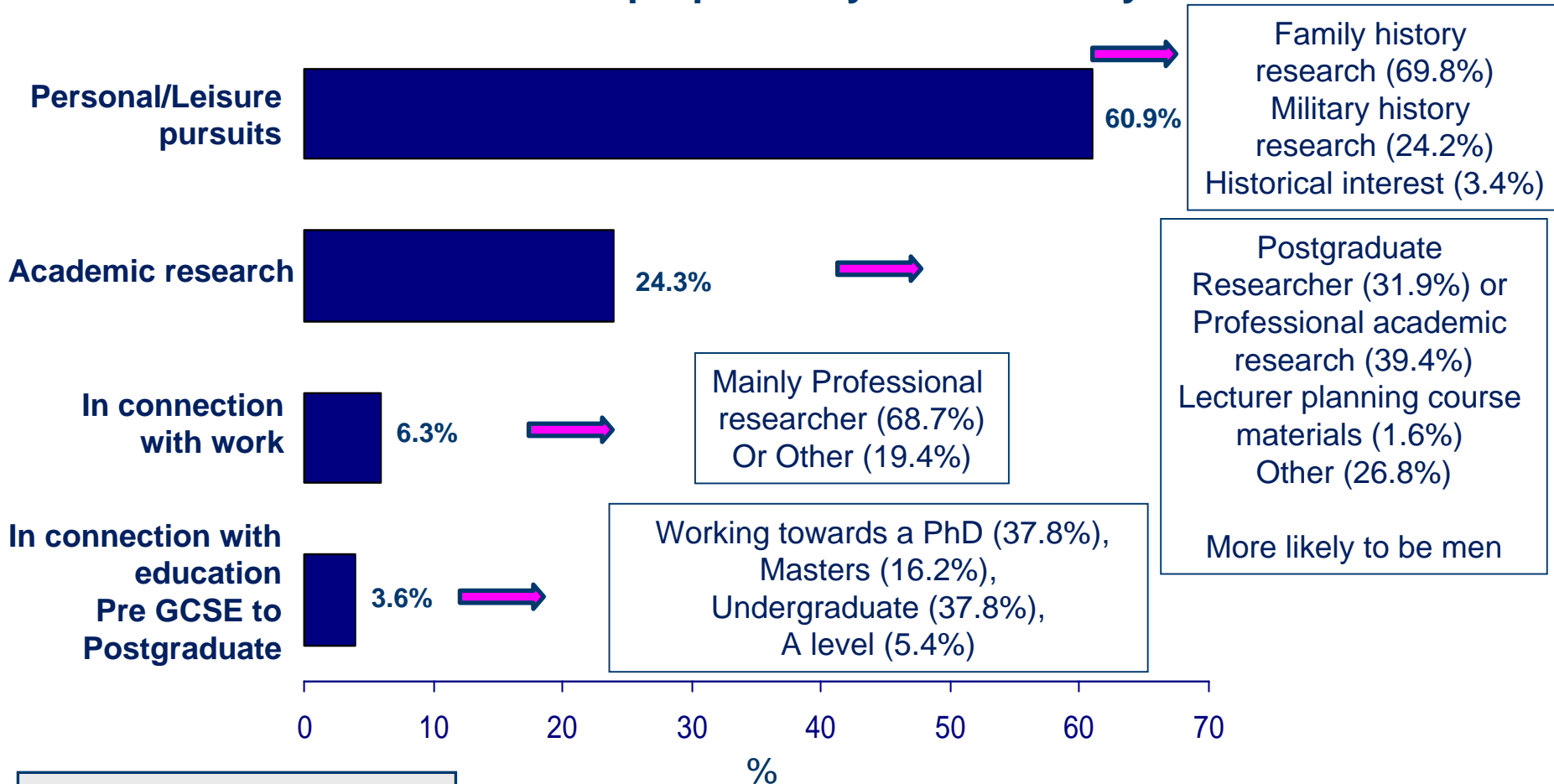
How often do you visit the National Archives?



Base: All who answered (1104)

Personal Or Academic Research Were The Main Reasons For Visiting

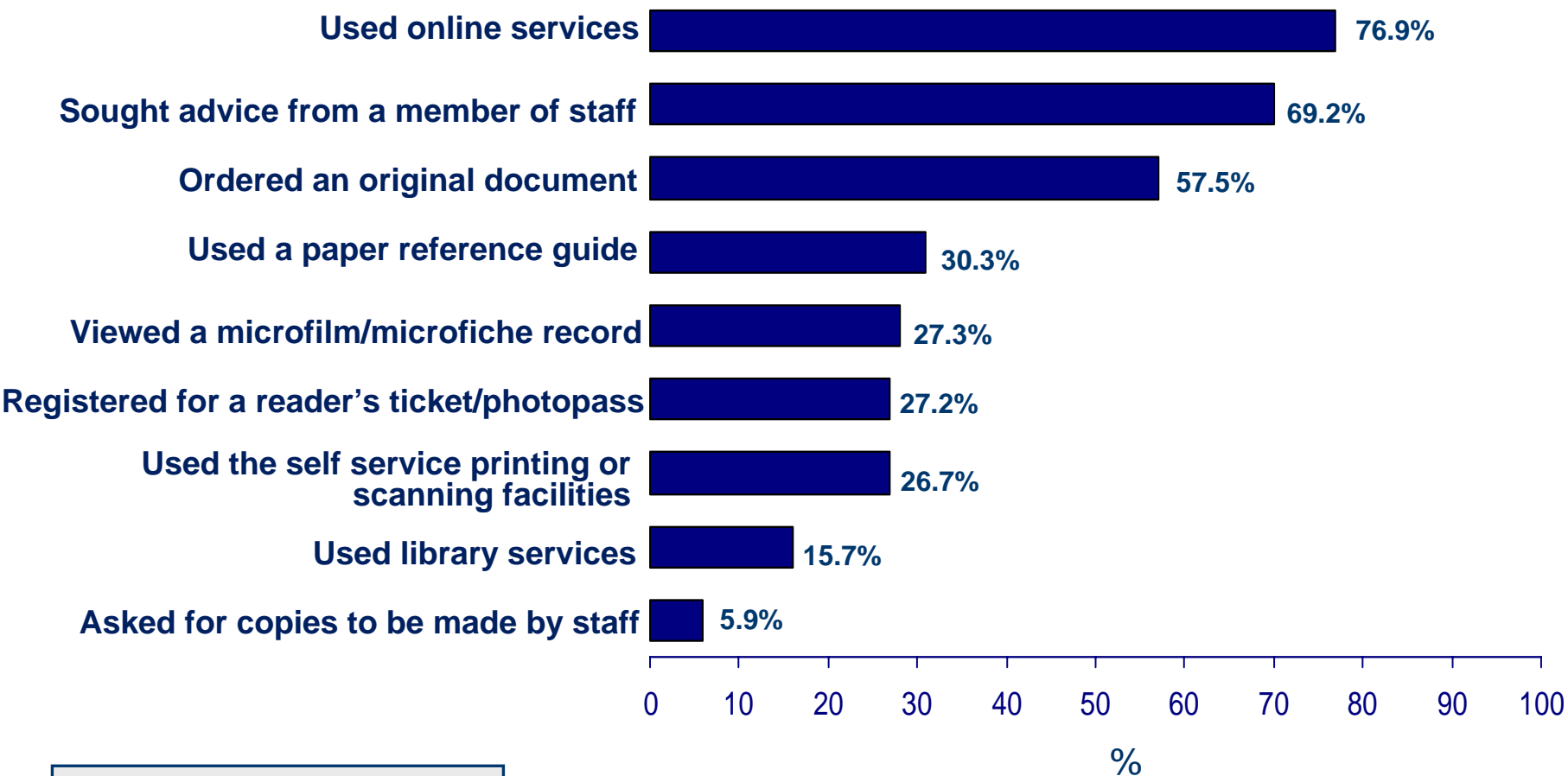
What is the main purpose of your visit today?



Base: All who answered (1062)

A Range Of Services Were Used...

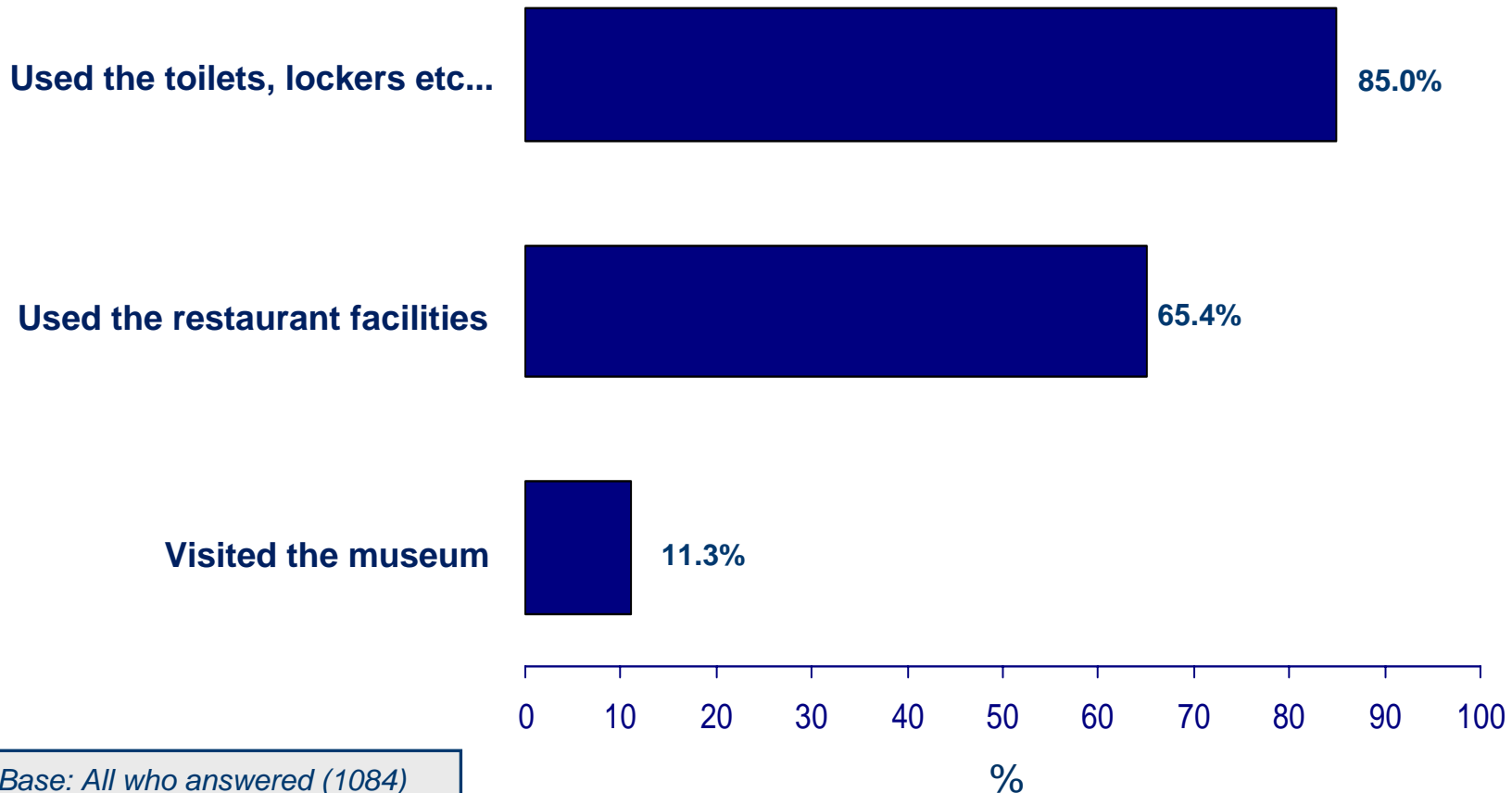
During your visit today, which of the following services have you used?



Base: All who answered (1084)

Toilets & Restaurant Facilities Were Used By The Majority

During your visit today, which of the following services have you used?



Base: All who answered (1084)

Significant Differences...

- First time visitors were more likely to have sought advice from a member of staff, registered for a reader's ticket and visited the museum. They were less likely to have ordered an original document and used a paper reference guide.
- Frequent visitors were more likely to have used online services, ordered an original document and used the library services.
- Males were more likely to have ordered an original document and used the library
- Older visitors were more likely to have sought advice from staff and viewed a microfilm. They were less likely to have used online services and ordered an original document.
- UK visitors were more likely to have viewed a microfilm, used the printing facilities and used the library services. They were less likely to have ordered an original document.

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Key Messages

Key Messages (1)

- The majority of visitors are satisfied with the service that they have received at The National Archives
- Half (50%) are *very satisfied* whilst 40.1% are *satisfied*.
- These are high customer satisfaction ratings

Key Messages (2)

- In terms of the recent changes at the National Archives. On the whole, they have gone down well...
- The majority prefer the new security system
- And visitors are generally happy with the signage around the building