

1 The Survey

The Berkshire Record Office took part in the 2018 Survey of Visitors to UK Archives and surveyed its visitors between 9th October and 2nd November 2018. The survey is run by the National Surveys Groups of the Archives and Records Association in conjunction with the Chartered Institute of Public Finance and Accountancy.

1.1 Headline scores for the BRO

- Our service was rated **9.3** out of 10 for the **archive overall**
- Our service was rated **9.6** out of 10 for the **availability of staff**
- Our service was rated **9.7** out of 10 for the **attitude of staff**
- Our service was rated **9.7** out of 10 for the **quality and appropriateness of staff advice**.

Overall satisfaction ratings were high and those with 90% and above were for:

- the **opening hours** at 94%
- the **ease to find the archive** at 94%
- the **appearance of the building** at 99%
- the **physical access to and in the building** at 97%
- the **lockers, toilets, refreshment areas** at 95%
- the **welcome and reception of the archive** at 98%
- the **availability of computers** at 98%
- the **speed of computers** at 96%
- the **availability of seating** at 97%
- the **quality of paper catalogues** at 96%
- the **quality of paper resources** at 93%
- the **document ordering** at 99%
- the **document delivery** at 96%
- the **microfilm/fiche facilities** at 95%
- the **copy services** at 94%

Areas that were rated below 90% were:

- the **usability of the online catalogue** at 86%
- the **quality of the online catalogue** at 87%
- the **quality of other online resources** at 88%
- the **access to other online resources** at 87%
- **self-service photography** at 75%.

Our typical visitor:

- arrives by **private transport** (70%)
- stays **3.3 hours** (89%)
- undertakes **family history research** (42%).

14% of our visitors were here for the first time. Of those for whom it was not their first time, 85% had visited us before and 55% of those were regular visitors.

BERKSHIRE RECORD OFFICE

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61% of visitors prepared for their visit by checking the archive's information online and 53% emailed or telephoned in advance.

For 62% of our visitors, coming to BRO was the sole reason that they were in Reading that day.

Our visitors were also asked what benefits they had experienced from visiting the archive:

- **100% agree that they gained a greater understanding of the community, its history and people**
- **99% agree that they improved knowledge of their area of interest**
- **98% say that they enjoyed themselves**
- **97% agree that they were inspired to find out more.**
- **76% agree that they developed new skills or improved existing skills.**