

ANCESTRAL TRACING(S): HOW MANY, HOW MUCH AND WHY WE CHECK OUR FAMILY HISTORY AND ANCESTRY

ASSOCIATION FOR CANADIAN STUDIES

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METHODOLOGY

- Leger Marketing consulted 1519 Canadians across the country for the Canadian Institute for Identities and Migration during the week of November 12, 2018 with a probabilistic margin of error of 3.5 points 19 times out of 20. The sample included some 403 Quebecers with 86 surveyed in English and 317 in French.

QUEBECERS/FRANCOPHONES LEAST LIKELY TO THINK WE DWELL TOO MUCH ON THE PAST

	I think people dwell too much on the past								
	Total	English	French	Atlantic	Quebec	Ontario	Man / Sask	Alberta	BC
NET AGREE	63%	64%	50%	71%	54%	63%	69%	64%	62%
Strongly agree	23%	22%	16%	29%	17%	18%	30%	28%	24%
Somewhat agree	40%	42%	34%	42%	36%	45%	39%	36%	38%

MAJORITY OF CANADIANS ARE VERY INTERESTED IN RESEARCH ABOUT THEIR FAMILY HISTORY; QUEBECERS ARE MOST INTERESTED

	I am very interested in conducting research into my family history and/or ancestry														
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	Atlantic	Quebec	Ontario	Man / Sask	Alberta	BC
NET AGREE	67%	66%	68%	66%	67%	63%	68%	63%	71%	60%	70%	67%	63%	65%	65%
Strongly agree	27%	24%	31%	26%	28%	23%	26%	30%	30%	28%	30%	27%	29%	26%	22%
Somewhat agree	39%	42%	37%	40%	39%	40%	42%	33%	41%	32%	40%	40%	34%	39%	43%

FOUR IN TEN CANADIANS HAVE OFTEN OR OCCASIONALLY SEARCHED ONLINE FOR RECORDS OR INFO ABOUT ANCESTORS

	I've often, occasionally, rarely or never – searched online for records or information pertaining to my ancestors												
	Total	18-24	25-34	35-44	45-54	55-64	65 +	Atl	Qc	Ont	MB / Sk	Alb	BC
NET OFTEN + OCCASIONALLY	39%	32%	32%	31%	44%	47%	44%	40%	41%	39%	37%	30%	42%
Often	11%	6%	10%	8%	12%	9%	19%	9%	14%	11%	7%	8%	14%
Occasionally	28%	26%	22%	22%	32%	38%	25%	31%	27%	28%	30%	22%	28%

TWO IN THREE CANADIANS HAVE TALKED WITH FAMILY OR OTHER INDIVIDUALS TO GET MORE INFO ABOUT ANCESTORS WITH WOMEN AND BOOMERS MOST LIKELY TO DO SO

	I've often, occasionally, rarely or never – talked with family members or individuals to get more information about my ancestors														
	Total	M	F	18-24	25-34	35-44	45-54	55-64	65 +	Atlantic	Quebec	Ontario	Man / Sask	Alberta	BC
NET OFTEN + OCCASIONALLY	65%	59%	70%	60%	58%	58%	69%	71%	69%	61%	66%	67%	58%	65%	60%
Often	20%	18%	23%	20%	15%	15%	20%	28%	22%	22%	21%	17%	22%	22%	24%
Occasionally	45%	41%	48%	40%	42%	43%	49%	44%	47%	39%	45%	50%	36%	43%	36%

PEOPLE WHO THINK WE DWELL TO MUCH ON PAST LEAST LIKELY TO SEARCH FOR ANCESTORS

		I think people dwell too much on the past			
		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
I've often, occasionally, rarely or never – searched online for records or information pertaining to my ancestors	Often and Occasionally	33.4%	40.4%	40.2%	46.8%
	Often	10.9%	10.4%	12.3%	13.8%
	Occasionally	22.5%	30.0%	27.9%	33.0%
	Rarely	30.6%	29.7%	37.0%	31.9%
	Never	35.6%	29.4%	22.2%	21.3%
	I don't know	0.3%	0.2%	0.6%	
	I prefer not to answer		0.3%		
Total		100.0%	100.0%	100.0%	100.0%

WHEN ASKED WHY THEY'VE CHECKED FAMILY HISTORY, NEARLY IN FOUR PREFER NOT TO ANSWER

You mentioned being interested in conducting research into your family history and/or ancestry. Please explain why in one sentence.	
Learn / Know more about my family history	39%
I prefer not to answer	23%
Interest / Interested / Interesting	11%
Curiosity	7%
To learn / know more about my origins	6%
Geographic origins	6%
To learn / know more about my roots	3%
To pass on to my children	3%
Learn / Know what my ancestors did for a living	3%
It's important	3%

THOSE WORRIED ABOUT ABANDONMENT OF LANGUAGE AND CULTURE MOST OFTEN TRACE ANCESTRY

		I am very worried, somewhat worried, not very worried or not worried at all about – the next generation abandoning your language and culture			
		Very worried	Somewhat worried	Not very worried	Not worried at all
I've often, occasionally, rarely or never – searched online for records or information pertaining to my ancestors	Often and Occasionally	44.4%	39.9%	39.3%	35.2%
	Often	16.8%	12.1%	9.7%	9.1%
	Occasionally	27.6%	27.8%	29.6%	26.1%
	Rarely	29.3%	30.8%	35.6%	30.5%
	Never	25.9%	28.8%	24.2%	34.2%
	I don't know	0.4%	0.5%	0.4%	
	I prefer not to answer			0.4%	
Total		100.0%	100.0%	100.0%	100.0%

THOSE MOST LIKELY TO FEEL CULTURAL TRANSMISSION IS IMPORTANT WERE MOST LIKELY TO TRACE ANCESTRY

		It is important for me to transmit my customs and traditions to my children			
		Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
I've often, occasionally, rarely or never – searched online for records or information pertaining to my ancestors	Often and Occasionally	46.4%	36.4%	34.2%	21.5%
	Often	15.4%	10.0%	5.0%	4.8%
	Occasionally	31.0%	26.4%	29.2%	16.7%
	Rarely	31.0%	31.9%	35.8%	23.8%
	Never	22.0%	31.3%	29.2%	50.0%
	I don't know	0.2%	0.3%	0.8%	4.8%
	I prefer not to answer	0.3%			
Total		100.0%	100.0%	100.0%	100.0%

THOSE WHO TRACE ANCESTRY MOST LIKELY TO BE ATTACHED TO ETHNIC GROUP

		I've often, occasionally, rarely or never – searched online for records or information pertaining to my ancestors			
		Often	Occasionally	Rarely	Never
My ethnic group	Very and Somewhat attached to their ethnic group	78.6	68.1	64.4	64.6%
	Very attached	39.3%	31.9%	24.7%	18.4%
	Somewhat attached	39.3%	36.2%	39.9%	46.2%
	Not very attached	9.2%	19.8%	23.7%	21.1%
	Not attached at all	8.1%	9.3%	9.4%	11.5%
	I prefer not to answer	4.0%	2.9%	2.3%	2.8%
Total		100.0%	100.0%	100.0%	100.0%

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