

# EIGHT IN TEN CANADIANS (80%) WANT TO KNOW ABOUT THEIR FAMILY'S HISTORY

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*And, While Most (58%) Feel The Internet Is The Quickest And Most Convenient Way Of Researching Family History, Majority Would Begin Such A Search By "Asking Family And Relatives" (65%)*



**Ipsos Reid**

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## **EIGHT IN TEN CANADIANS (80%) WANT TO KNOW ABOUT THEIR FAMILY'S HISTORY**

***Reasons For Interest In Genealogy Are Usually General Interest (63%), But Some (21%) Want To Build A Family Tree (21%) Or Learn About Family's Health History (9%)***

***And, While Most (58%) Feel The Internet Is The Quickest And Most Convenient Way Of Researching Family History, Majority Would Begin Such A Search By "Asking Family And Relatives" (65%)***

**Toronto, ON** – According to a new survey conducted by Ipsos Reid on behalf of *Ancestry.ca* eight in ten (80%) Canadians admit that they are either “interested” (41%) or “very interested” (39%) in learning more about their family's history.

Among those who are interested in researching their family history, most (63%) say it's because of their “general curiosity”, while smaller proportions point to wanting to “build a family tree” (21%), or wanting to learn about their “family's health history” (9%).

But among those who aren't interested in this aspect of their personal history, the reasons are varied: 33% say they already know as much as they care to, 28% say they “don't think it matters”, and 14% say they've “never thought about it before”.

When asked to choose from a list of events which one they think would most spark their interest further in finding out more about their family:

- Family reunion (55%) tops the list; followed by
- Falling ill with a genetic inherited health condition (41%);
- Death of a family member (20%);
- Family member falling into poor health (11%);
- A wedding (8%); and



- A birth or pregnancy (8%).

Majorities of Canadians also agree that there are many reasons to want to research family history, including:

- Being interested in what happened to their family during important world events, like world wars or other periods of unrest and relocation (82%);
- Discovering and contacting long lost relatives (71%); and
- Knowing more about their family tree and possibly uncovering information about their family's health history (66%).

But, while most Canadians (58%) agree with the statement "searching the internet is the quickest and most convenient way of researching my family's history", most say they would begin such a search by "asking family and relatives" (65%) –even though just half (47%) feel this would be the most reliable resource (17% feel the internet would be the most reliable).

*These are the findings of an Ipsos Reid poll conducted for Ancestry.ca and fielded from May 11<sup>th</sup> to May 15<sup>th</sup>, 2006. For the survey, a representative sample of 1015 adults Canadians were interviewed via an on-line survey vehicle. The data was weighted to reflect the actual population distribution of Canada. Overall results of this survey can be considered accurate to +/-3.1 percentage points, 19 times out of 20, of what they would be had the entire population been polled. The margin of error will be larger within each sub-grouping of the survey population.*



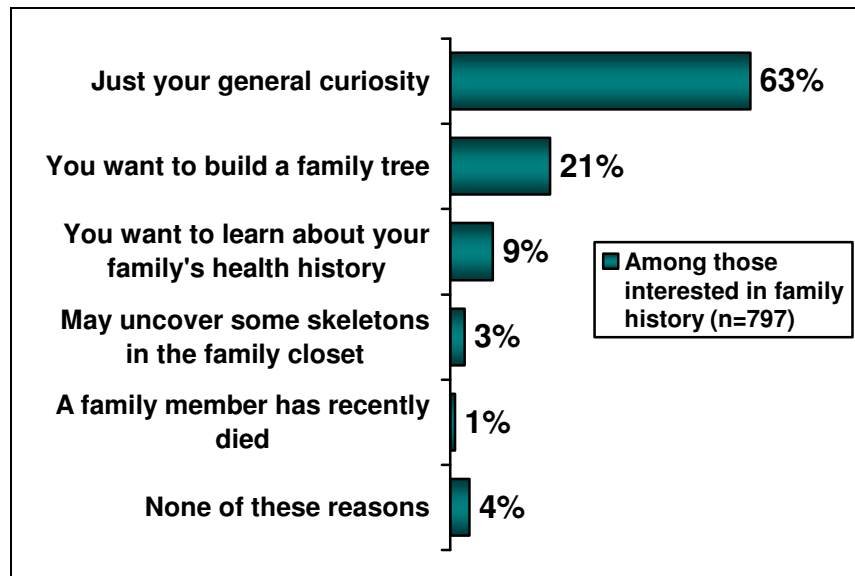
## ***Eight In Ten (80%) Of Canadians Are Interested In Learning More About Their Family's History...***

Eight in ten (80%) of Canadians admit that they are either “interested” (41%) or “very interested” (39%) in learning more about your family’s history –one in five (20%) are not interested (17% are “not at all interested”).

- Interest in learning about family history is highest among those who live Atlantic Canada (89%) and Saskatchewan/Manitoba (87%).
- Younger Canadians aged 18-34 are the most likely to be interested in learning more about their family’s history (85% vs. 78% among those age 35 and older).

## ***So, What Peaks Their Curiosity When It Comes To Their Family History? Most (63%) Say It's Their General Curiosity...***

*And, which of the following would you say is the TOP reason you are interested in learning more about your family's history? Is it because?*

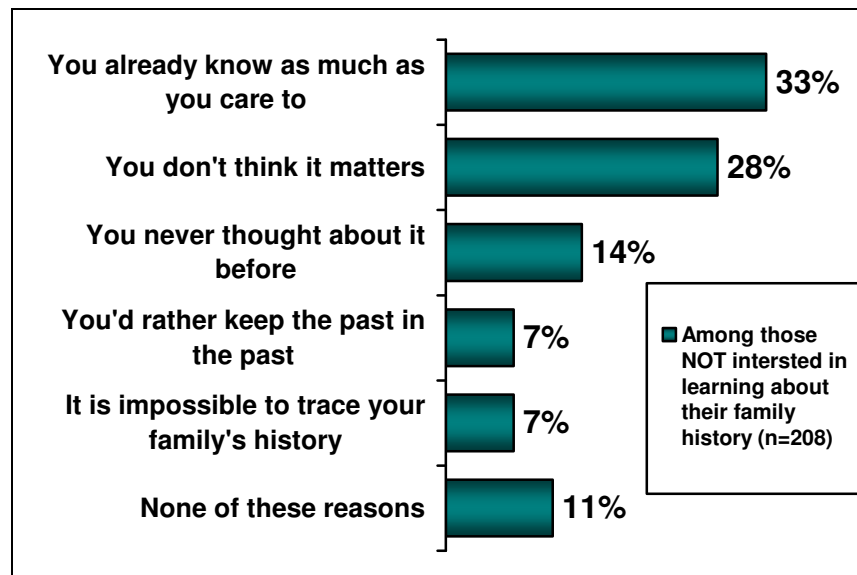


Among those who are interested in researching their family history:

- Those who have children in the household are more likely than those who do not to be interested because they want to learn about their family's health (13% vs. 7%).
- Older adults aged 55 and over are the most likely to be interested because they "want to build a family tree" (27% vs. 18% among those age 18-54).

## *And, Why Are Some Not Interested In Learning About Their Family History?*

*And, which of the following reasons would you say is the TOP reason why you are NOT interested in learning more about your family's history? Is it because?*



Among those who are NOT interested in learning more about their family history:

- Those in Alberta (48%) and (45%) Saskatchewan/Manitoba (45%) are the most likely to say they "already know as much as they care to".
- Residents of Quebec (43%) are the most likely to say they "don't think it matters".
- Women are more likely than men to say they've "never thought about it before".



***Over Half (55%) Feel A Family Reunion Would Spark Their Interest Further In Finding Out About Their Family's History...***

When asked to choose from a list of events which one they think would most spark their interest further in finding out more about their family:

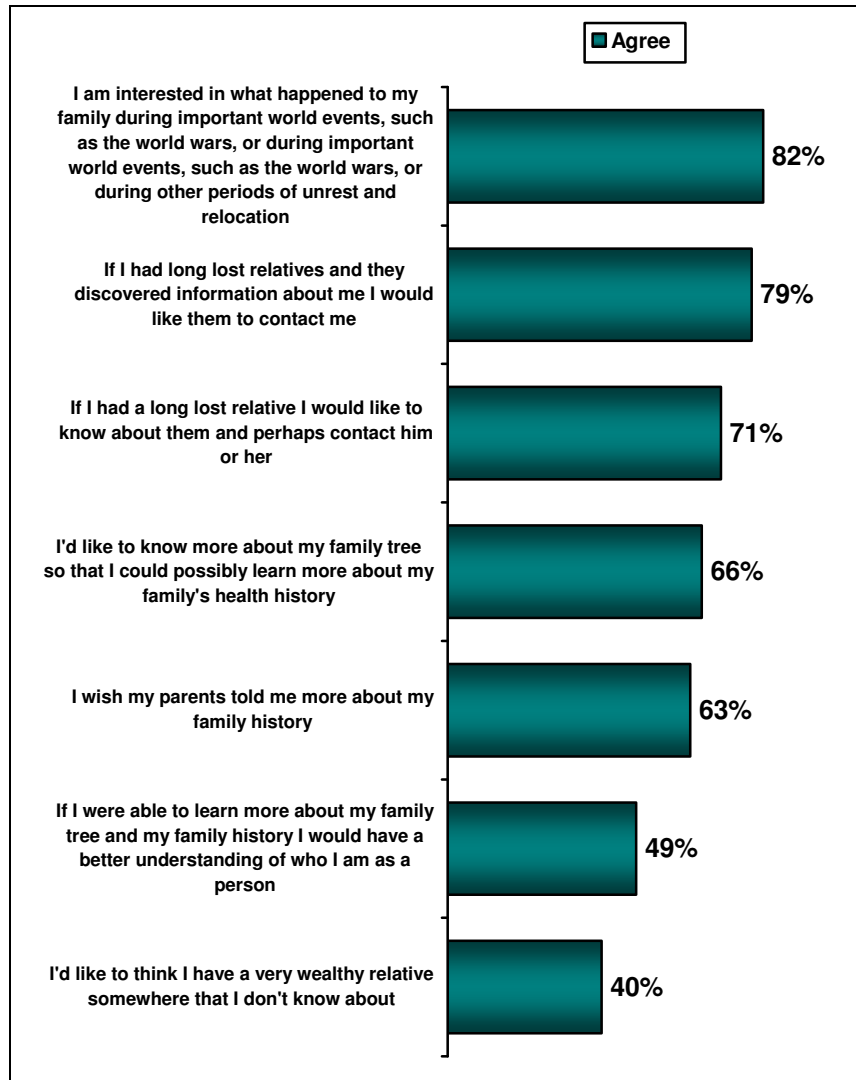
- Family reunion (55%) tops the list; followed by
- Falling ill with a genetic inherited health condition (41%);
- Death of a family member (20%);
- Family member falling into poor health (11%);
- A wedding (8%); and
- A birth or pregnancy (8%).

Within the demographics:

- Those without children living at home are the most likely to say “the death of a family member” would spark their interest (23% vs. 13% among those without children).

## Many Canadians Agree There Are A Number Of Reasons To Research Family History...

Please tell me if you agree or disagree with each of the following statements:



- Those with a household income of less than \$30K are the most likely to know about and contact a “long lost relative” (76% vs. 69% among those with a household income of \$30K or more).
- Atlantic Canadians (94%) are the most likely to agree with the statement “if I had long lost relatives and they discovered information about me I would like



them to contact me”, while those in British Columbia (81%) and Alberta (80%) trail.

- Atlantic Canadians (94%) are also the most likely to agree they are interested in learning about what happened to their relatives during important world events, followed by residents of Saskatchewan/Manitoba (91%) and Alberta (89%).
- Residents of Saskatchewan/Manitoba (73%) are the most likely to disagree with the statement “I’d like to think I have a wealthy relative somewhere that I don’t know about”.

### ***Six In Ten Agree (58%) That Searching The Internet Is Likely The Quickest And Most Convenient Way Of Researching Family History...***

Six in ten Canadians (58%) agree with the statement “searching the internet is the quickest and most convenient way of researching my family’s history” – 42% disagree with this statement.

- Canadians aged 35 and older are the most likely to agree with this statement (61% vs. 50% among those age 18-34).
- There is little regional variance when it comes to this issue except for in Saskatchewan/Manitoba where they are notably less likely to agree with this statement (47%).





***Most (65%) Would Begin Family History Search By Asking Family And Relatives, But Just Half (47%) Feel This Would Be The Most Reliable Route...***

As part of a two-stage question, respondents were asked, if they were to research their family history:

1. *Where do you think you would first begin your research?; and*
2. *Which resource do you think would be the most reliable or accurate one to use?*

| Source                                      | Where To Begin Search? | What Would Be Most Reliable? |
|---|------------------------|------------------------------|
| Asking family and relatives                 | 65%                    | 47%                          |
| Genealogist                                 | 5%                     | 18%                          |
| Using library archives                      | 4%                     | 15%                          |
| Searching the internet or online-data bases | 23%                    | 17%                          |
| Some other way                              | 4%                     | 4%                           |
| Base: 1015                                  |                        |                              |

- British Columbians (30%) are the most likely to say they would begin their family research through the internet, while Albertans (17%) are the least likely to – British Columbians (22%) are also the most likely to think the internet is the most reliable resource.
- Residents of Saskatchewan/Manitoba (57%) are the most likely to think family/relatives is the most reliable method of doing family research, followed fairly closely by those in Ontario (50%).



**Ipsos Reid**

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