



## TOPLINE & METHODOLOGY

### Majority of Americans think knowing their ancestry is important

Knowing their family's history makes Americans feel curious, connected, and proud

**Washington, DC, June 25, 2021** – A recent Ipsos poll finds that 7 in 10 Americans think it is important to know their family's history. The poll also finds that older generations are more likely than younger generations to say that knowing their ancestry is important.

#### Detailed Findings

1. Most Americans (70%) think knowing their family's history is important.
  - Older generations are more likely than younger generations to say knowing their ancestry is important, with 76% of Gen X thinking this, followed by Baby Boomers (70%), Millennials (66%), and Gen Z (65%).
  - Knowing their family's history makes Americans feel curious (61%), connected (36%), and proud (32%).
  - Despite most thinking it's important to know their family's history, only 33% say they or a blood relative (parent, sibling, child) have researched their ancestry online.

*These are the findings of an Ipsos poll conducted between June 17 – 20, 2021. For this study, a sample of 1,026 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a margin of error of plus or minus 3.4 percentage points for all respondents.*



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### Ipsos Understanding Society Poll

Conducted by Ipsos using KnowledgePanel®  
A survey of the American general population (ages 18+)

Interview dates: June 17 – June 20, 2021

Number of interviews: 1,026

Number of Gen Z interviews: 80

Number of Millennial interviews: 212

Number of Gen X interviews: 262

Number of Baby Boomer interviews: 472

Margin of error: +/- 3.4 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

#### Annotated Questionnaire:

1. How important is it to you to know your family's history or ancestry?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Very important	23%	26%	21%	25%	22%
Somewhat important	47%	39%	45%	51%	48%
Not too important	23%	29%	25%	18%	22%
Not at all important	7%	4%	9%	5%	8%
Skipped	1%	3%	-	1%	*
<b>Important (Net)</b>	<b>70%</b>	<b>65%</b>	<b>66%</b>	<b>76%</b>	<b>70%</b>
<b>Not Important (Net)</b>	<b>29%</b>	<b>32%</b>	<b>34%</b>	<b>23%</b>	<b>30%</b>



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2. Which of the following describes how you feel about knowing your family's history or ancestry?  
Please select all that apply.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Curious	61%	62%	61%	63%	58%
Connected	36%	33%	37%	37%	35%
Proud	32%	34%	36%	28%	33%
Happy	25%	25%	23%	23%	26%
Excited	23%	23%	25%	24%	22%
Love	16%	18%	16%	14%	16%
Amused	14%	17%	19%	10%	13%
Disinterested	7%	10%	7%	5%	8%
Sad	4%	4%	5%	2%	3%
Angry	1%	-	2%	-	1%
None of the above	11%	12%	12%	8%	13%
Skipped	1%	3%	-	2%	*

3. Have you done any of the following? Select all that apply.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
You or a blood relative (parent, sibling, child) researched your ancestry online	33%	33%	32%	30%	36%
Visited an ancestor's grave site	26%	24%	21%	23%	32%
You or a blood relative (parent, sibling, child) submitted DNA for ancestry tracking	25%	18%	23%	22%	29%
Visited an ancestor's home country	15%	17%	14%	13%	16%
You or a blood relative (parent, sibling, child) contacted a local ancestry research group	10%	9%	7%	8%	13%
Other	3%	5%	3%	2%	2%
None of the above	42%	41%	46%	46%	37%
Skipped	1%	3%	1%	1%	1%

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4. Do you have an ancestor that is a famous or notable figure?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Yes	12%	15%	12%	12%	11%
No	44%	35%	44%	39%	50%
Don't know	43%	47%	44%	49%	39%
Skipped	1%	3%	-	1%	*

5. To the best of your knowledge, when did the majority of your family tree arrive in the United States?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
In the last 20 years (since 2001)	4%	6%	3%	7%	1%
Post WWII 20th Century (1945-2000)	9%	23%	10%	7%	6%
Early 20th Century (1901-1945)	18%	16%	17%	15%	21%
During the 19th century (1801-1900)	21%	9%	14%	25%	26%
Before the 19th century (1800 or earlier)	14%	12%	11%	12%	17%
I don't know	32%	31%	40%	30%	28%
Prefer not to answer	2%	-	4%	2%	1%
Skipped	1%	3%	1%	2%	*



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### About the Study

This poll was conducted June 17 – 20, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,026 general population adults age 18 or older. The sample includes 80 Gen Zers, 212 Millennials, 262 Gen Xers, and 472 Baby Boomers. Generation Z includes ages 18-25, Millennials include ages 26-39, Generation X includes ages 40-55, and Baby Boomers include ages older than 55.

The margin of sampling error is plus or minus 3.4 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.25. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 March supplement of the U.S. Census Bureau's Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–25, 26–39, 40-54 and 55+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Latinx, Asian, Other)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Latinx, Asian) by Education (Some College or less, Bachelor and beyond)





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### About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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