

TOPLINE & METHODOLOGY

Seven in ten Americans are proud to be American

Pride is higher amongst older Americans and Republicans

Washington, DC, June 30, 2021 – A recent Ipsos poll finds that seven in ten Americans are proud to be American. While one in eight Americans believe that America is at its greatest now, close to one in five say that America has never been great. Lastly, three in four Americans plan to celebrate the upcoming Fourth of July holiday.

Detailed Findings

1. Seven in ten Americans (69%) say they are proud to be American.
 - Baby Boomers (84%) and Gen Xers (71%) are more likely than Millennials (52%) and Gen Zers (58%) to find pride in being American.
 - Republicans are more likely than Democrats and Independents to be proud to be American, while White Americans are more likely than non-white Americans to share this sentiment.
 - Despite high levels of pride in being an American, only 43% say that they are proud of America right now. The same generation and race divides exist, with Baby Boomers, Gen Xers and White Americans more likely than their counterparts to be proud of America.
2. One in eight Americans (13%) believe America is currently at its greatest now.
 - Twelve percent say that America was at its greatest in the 1990s, followed by the 2000s (11%) and 1980s (11%).
 - Millennials are most likely to say that the 1990s are when America was at its greatest, while Gen Xers are most likely to say the 1980s.
 - Around one in five (18%) Americans say that America has never been great.
 - This sentiment is highest amongst Americans under the age of 50, Democrats, and Black Americans.
3. Three in four Americans plan to celebrate the Fourth of July holiday.
 - Attending a cookout with family or friends (44%) is the most popular way people plan to celebrate, followed by attending a fireworks show (24%) and driving to visit family or friends (20%).
 - Democrats (24%) and Independents (23%) are more likely than Republicans (13%) to say that they will not celebrate the Fourth of July holiday this year.

These are the findings of an Ipsos poll conducted between June 25-28, 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 3.2 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 25 – June 28, 2021

Number of interviews: 1026

Number of Gen Z interviews: 116

Number of Millennial interviews: 232

Number of Gen X interviews: 244

Number of Baby Boomer interviews: 434

Margin of error: +/- 3.2 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:

- Overall, how 'great' do you think America is? Please rank on a scale from 1 to 10, with 1 being not at all great and 10 being the greatest.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
1 – not great in any way	3%	2%	4%	4%	1%
2	2%	4%	4%	1%	1%
3	5%	5%	4%	6%	4%
4	6%	6%	8%	7%	4%
5	12%	21%	15%	10%	9%
6	11%	13%	14%	10%	8%
7	19%	18%	22%	16%	19%
8	17%	11%	11%	19%	21%
9	11%	10%	6%	11%	15%
10 – the greatest in every way	11%	6%	6%	14%	15%
Don't know	4%	5%	6%	3%	3%
Skipped	*	-	-	-	*

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2. When in our history was/is America greatest?

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Present day	13%	14%	12%	12%	13%
The 2000s	11%	11%	11%	9%	12%
The 1990s	12%	14%	21%	9%	8%
The 1980s	11%	10%	3%	20%	12%
The 1970s	4%	1%	3%	4%	7%
The 1960s	4%	5%	3%	3%	6%
The 1950s	10%	8%	8%	7%	15%
The 1940s	7%	2%	3%	8%	11%
The 1930s	1%	-	1%	1%	-
The 1920s	1%	2%	2%	1%	*
Earlier than 1920	3%	3%	4%	4%	3%
It was never great	18%	28%	25%	19%	8%
Skipped	4%	2%	5%	4%	5%

3. Do you agree or disagree with the following statements?

Total Agree Summary

	Total	Gen Z	Millennial	Gen X	Baby Boomer
I am proud to be an American	69%	58%	52%	71%	84%
The American economy is rigged to advantage the rich and powerful	66%	69%	64%	65%	66%
Traditional parties and politicians don't care about people like me	64%	64%	58%	70%	64%
America needs to be made strong again	61%	53%	47%	66%	70%
America is going in the wrong direction	55%	50%	49%	58%	59%
When jobs are scarce, employers should prioritize hiring people of this country over immigrants	48%	37%	40%	53%	56%
I am proud of America right now	43%	34%	31%	42%	55%
These days I feel like a stranger in my own country	42%	39%	37%	45%	44%
Social policies, such as affirmative action, discriminate unfairly against white people	34%	28%	28%	36%	38%

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a. I am proud to be an American

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	43%	31%	24%	40%	61%
Somewhat agree	26%	28%	28%	31%	22%
Neither agree nor disagree	19%	21%	29%	22%	9%
Somewhat disagree	6%	10%	10%	3%	4%
Strongly disagree	4%	9%	5%	2%	2%
Don't know	1%	1%	4%	1%	*
Skipped	1%	1%	-	1%	1%
<i>Agree (Net)</i>	<i>69%</i>	<i>58%</i>	<i>52%</i>	<i>71%</i>	<i>84%</i>
<i>Disagree (Net)</i>	<i>10%</i>	<i>19%</i>	<i>15%</i>	<i>5%</i>	<i>7%</i>

b. I am proud of America right now

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	14%	8%	7%	16%	20%
Somewhat agree	29%	26%	24%	26%	35%
Neither agree nor disagree	22%	18%	28%	27%	15%
Somewhat disagree	21%	24%	25%	18%	19%
Strongly disagree	12%	18%	13%	11%	9%
Don't know	2%	5%	2%	1%	1%
Skipped	1%	1%	1%	1%	1%
<i>Agree (Net)</i>	<i>43%</i>	<i>34%</i>	<i>31%</i>	<i>42%</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>33%</i>	<i>42%</i>	<i>38%</i>	<i>29%</i>	<i>28%</i>

c. America is going in the wrong direction

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	28%	29%	21%	30%	31%
Somewhat agree	27%	21%	29%	28%	28%
Neither agree nor disagree	21%	24%	32%	18%	15%
Somewhat disagree	14%	16%	10%	13%	16%
Strongly disagree	7%	7%	6%	9%	8%
Don't know	2%	3%	3%	2%	2%
Skipped	1%	1%	-	1%	1%
<i>Agree (Net)</i>	<i>55%</i>	<i>50%</i>	<i>49%</i>	<i>58%</i>	<i>59%</i>
<i>Disagree (Net)</i>	<i>21%</i>	<i>22%</i>	<i>16%</i>	<i>22%</i>	<i>23%</i>

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d. America needs to be made strong again

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	39%	36%	24%	44%	48%
Somewhat agree	22%	18%	24%	22%	22%
Neither agree nor disagree	24%	26%	30%	22%	19%
Somewhat disagree	6%	8%	11%	4%	4%
Strongly disagree	6%	6%	8%	6%	6%
Don't know	2%	6%	4%	1%	1%
Skipped	*	1%	-	1%	*
Agree (Net)	61%	53%	47%	66%	70%
Disagree (Net)	13%	14%	19%	10%	10%

e. The American economy is rigged to advantage the rich and powerful

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	37%	41%	41%	37%	32%
Somewhat agree	29%	29%	23%	28%	34%
Neither agree nor disagree	17%	12%	24%	15%	14%
Somewhat disagree	8%	7%	5%	8%	10%
Strongly disagree	6%	7%	3%	9%	7%
Don't know	3%	4%	4%	3%	2%
Skipped	1%	1%	-	1%	1%
Agree (Net)	66%	69%	64%	65%	66%
Disagree (Net)	14%	13%	8%	16%	18%

f. Traditional parties and politicians don't care about people like me

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	33%	35%	29%	39%	33%
Somewhat agree	31%	29%	29%	32%	32%
Neither agree nor disagree	22%	19%	29%	19%	21%
Somewhat disagree	8%	6%	8%	7%	9%
Strongly disagree	3%	2%	3%	1%	4%
Don't know	3%	9%	3%	2%	2%
Skipped	1%	1%	1%	1%	1%
Agree (Net)	64%	64%	58%	70%	64%
Disagree (Net)	10%	8%	11%	8%	13%

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g. When jobs are scarce, employers should prioritize hiring people of this country over immigrants

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	31%	25%	21%	38%	36%
Somewhat agree	17%	12%	19%	15%	20%
Neither agree nor disagree	29%	30%	35%	26%	27%
Somewhat disagree	11%	17%	12%	8%	10%
Strongly disagree	9%	10%	10%	11%	8%
Don't know	2%	6%	4%	2%	-
Skipped	*	1%	-	1%	-
<i>Agree (Net)</i>	<i>48%</i>	<i>37%</i>	<i>40%</i>	<i>53%</i>	<i>56%</i>
<i>Disagree (Net)</i>	<i>20%</i>	<i>26%</i>	<i>21%</i>	<i>18%</i>	<i>18%</i>

h. These days I feel like a stranger in my own country

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	14%	14%	9%	17%	16%
Somewhat agree	28%	25%	28%	28%	28%
Neither agree nor disagree	27%	27%	34%	25%	23%
Somewhat disagree	13%	17%	11%	11%	14%
Strongly disagree	16%	12%	15%	16%	18%
Don't know	2%	4%	2%	1%	1%
Skipped	1%	1%	1%	2%	1%
<i>Agree (Net)</i>	<i>42%</i>	<i>39%</i>	<i>37%</i>	<i>45%</i>	<i>44%</i>
<i>Disagree (Net)</i>	<i>29%</i>	<i>30%</i>	<i>27%</i>	<i>27%</i>	<i>32%</i>

i. Social policies, such as affirmative action, discriminate unfairly against white people

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Strongly agree	17%	20%	14%	18%	18%
Somewhat agree	16%	8%	14%	18%	20%
Neither agree nor disagree	25%	20%	29%	24%	25%
Somewhat disagree	12%	17%	9%	11%	13%
Strongly disagree	25%	26%	29%	26%	22%
Don't know	4%	8%	5%	4%	2%
Skipped	*	1%	-	1%	*
<i>Agree (Net)</i>	<i>34%</i>	<i>28%</i>	<i>28%</i>	<i>36%</i>	<i>38%</i>
<i>Disagree (Net)</i>	<i>37%</i>	<i>44%</i>	<i>38%</i>	<i>36%</i>	<i>35%</i>

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4. Do you plan to do any of the following to celebrate the Fourth of July? Select all that apply.

	Total	Gen Z	Millennial	Gen X	Baby Boomer
Attend a cookout with family/friends	44%	37%	45%	43%	45%
Attend a fireworks show	24%	32%	25%	27%	19%
Drive to visit family/friends	20%	22%	27%	19%	15%
Set off fireworks yourself	14%	23%	21%	15%	7%
Make red, white and blue themed food, drinks or desserts	12%	17%	13%	13%	9%
Attend a parade or festival	9%	5%	10%	14%	6%
Fly to visit family/friends	3%	3%	4%	3%	2%
Visit a historic landmark	2%	*	2%	2%	1%
Attend a sporting event	1%	1%	2%	2%	1%
Something else	20%	18%	16%	18%	24%
Not celebrating the Fourth of July	23%	29%	23%	23%	21%
Skipped	*	-	-	1%	*



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About the Study

This poll was conducted June 25 – 28, 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 116 Gen Zers, 232 Millennials, 244 Gen Xers, and 434 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 3.2 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 1.12. 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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