

# Ancestry and American Identity - US - May 2021

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## This report looks at the following areas:

- The role of American culture and ancestral culture in consumers' lives
- The specific aspects of lifestyle and personal identity that are influenced by both cultures
- The extent to which consumers feel the need to sustain and connect with their heritage and ancestry
- The ways in which brands can facilitate connections to cultural heritage and cross-cultural experiences

Nearly seven in 10 Americans say that the culture of their heritage has some degree of influence on their life and who they are. While some people feel their cultural heritage plays a more dominant role than other people, there's consensus that part of being an American is having a diverse heritage and keeping ancestral stories alive.



"In a time when the United States has possibly never been more divided, one area where the majority of Americans agree is the role of diverse heritage and ancestry in the American identity."

- Lisa Dubina, Senior Culture and Identity Analyst

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- **History and landscape of immigration in the US**

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Figure 8: Percent of US population who are foreign-born and first-generation immigrants, 1900-2018

- **A quarter of Americans feel the culture of their heritage is the dominant culture in their life**

Figure 9: Dominant culture, March 2021

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Figure 10: Heritage dominant population indexed to general population, March 2021

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- **The "Americanizing" of cultural heritage and ancestral traditions seems inevitable**
- **Americans express deep gratitude and admiration for their ancestors and the journey they made**

## THE CONSUMER – KEY TAKEAWAYS

- **Cultural heritage influences food and beverage, as well as personal attributes**

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- **Individuality and American identity come before cultural heritage**
- **Family ancestry is a comforting narrative that must be sustained**
- **Opportunities lie in heritage travel, ancestry services and international experiences**

## INFLUENCE OF HERITAGE ON LIFESTYLE

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- Even among the US dominant population, there's interest in traveling to the country of their ancestors**  
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## COMPETITIVE STRATEGIES

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