### amárach research

## Irish Central

## Irish American Diaspora Survey

Survey undertaken by Amárach Research in partnership between Irishcentral.com, Glucksman Ireland House, NYU and UCD Clinton Institute, with support of the Government of Ireland, Emigrant support programme and The Ireland Funds

NYU

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#### Methodology

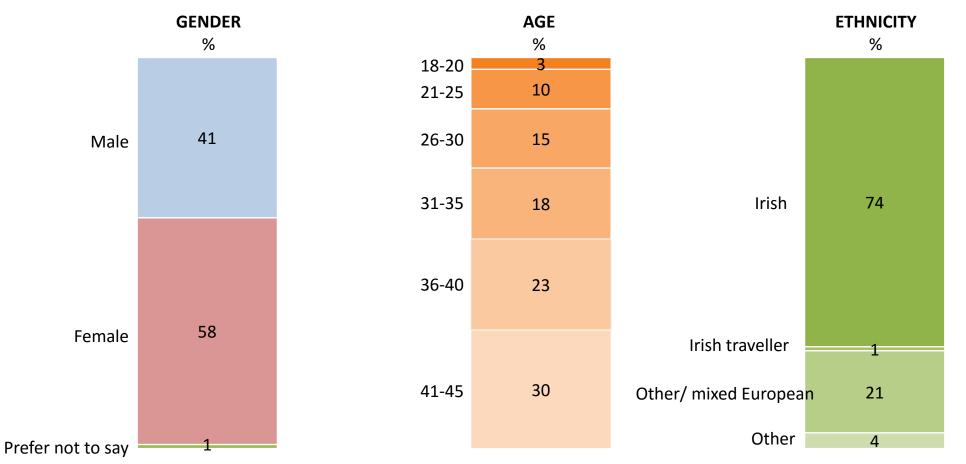


- The survey is conducted fully online
- The survey was conducted between September 12<sup>th</sup> 26<sup>th</sup>
- The final sample was 1368.
- The survey was undertaken in partnership between Irishcentral.com, Amárach Research, Glucksman Ireland House, NYU, UCD Clinton Institute with support of the Government of Ireland, Emigrant support programme and The Ireland Funds.

## **Respondents & Profile**

#### **Respondent Profile**

(Base: All respondents-1368)





Q2 Please state your genderQ3 How old are you?

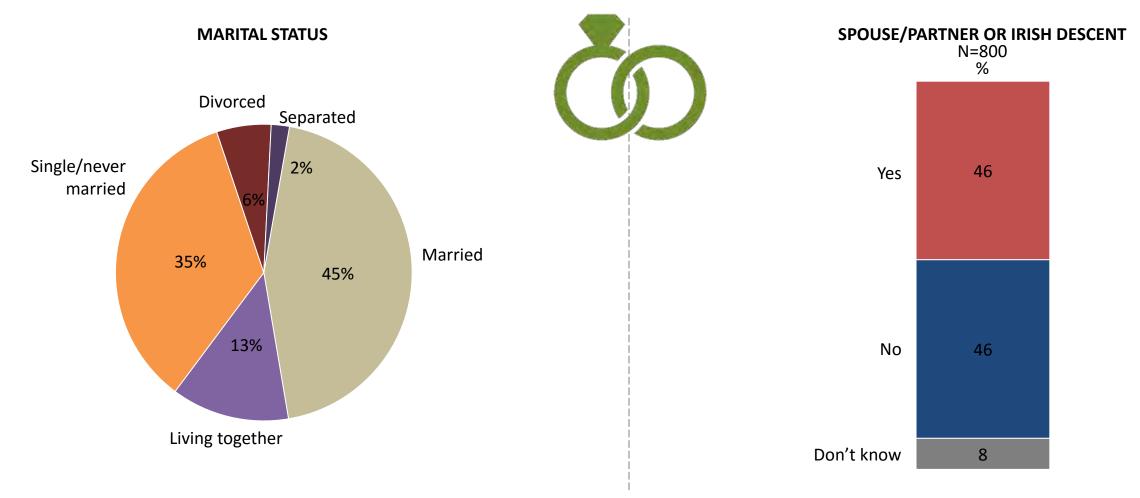
Q4 From the list below choose the option that best describes your ethnic background

 $\odot$ 

#### **Marital status**



(Base: All respondents – 1368)

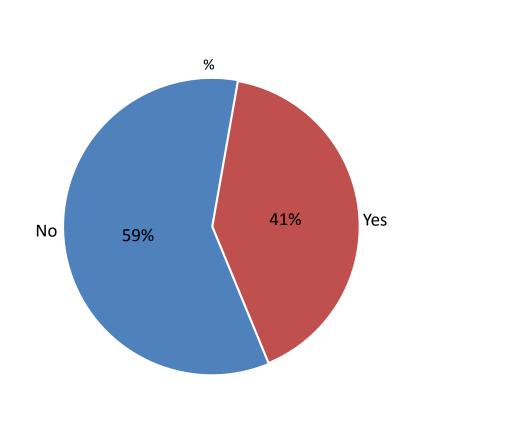


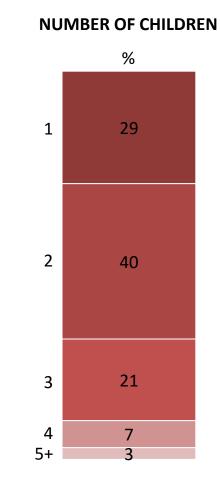
 $\otimes$ 

### 4 in 10 have children with an average of 2 children



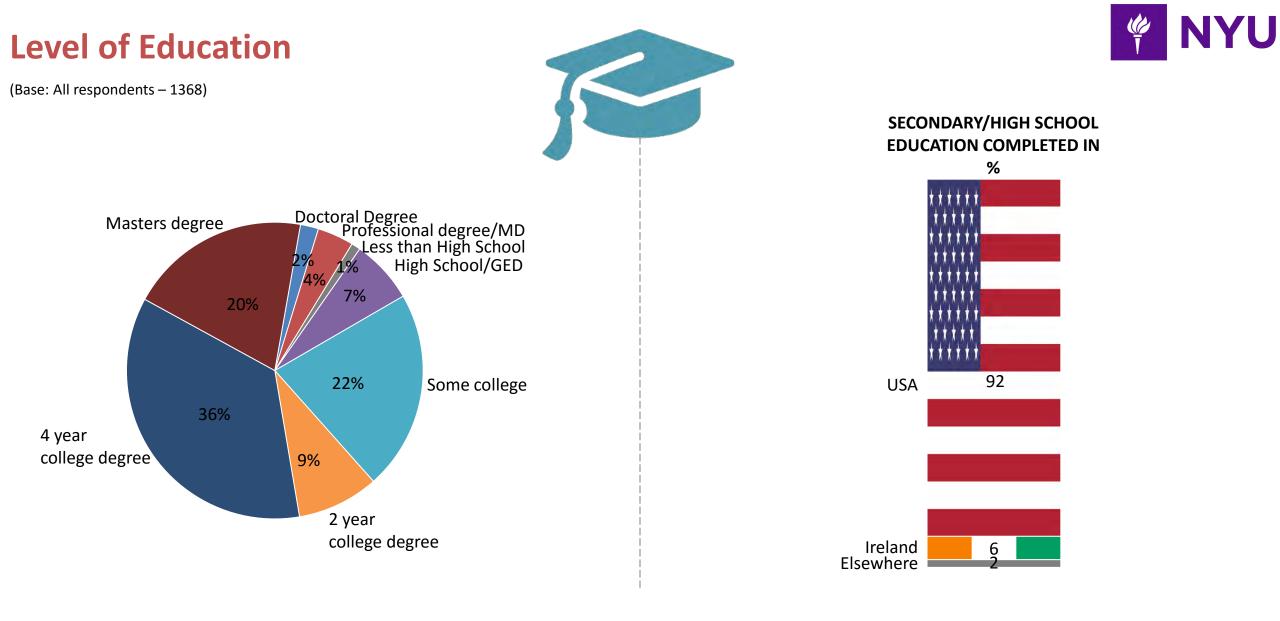
(Base: All respondents – 1368)







Q. Do you have any children Q.How many children do you have  $\odot$ 

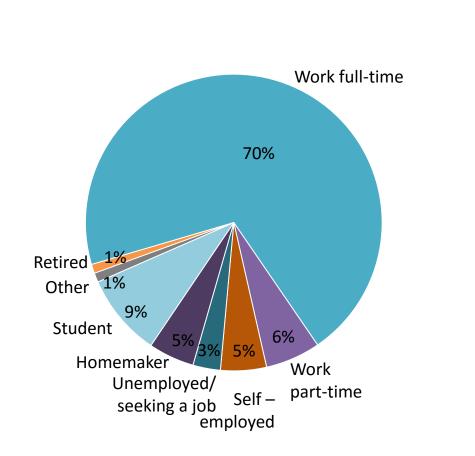


Q.6. What is the highest level of education you have completed?

 $\otimes$ 

#### **Employment**

(Base: All respondents – 1368)

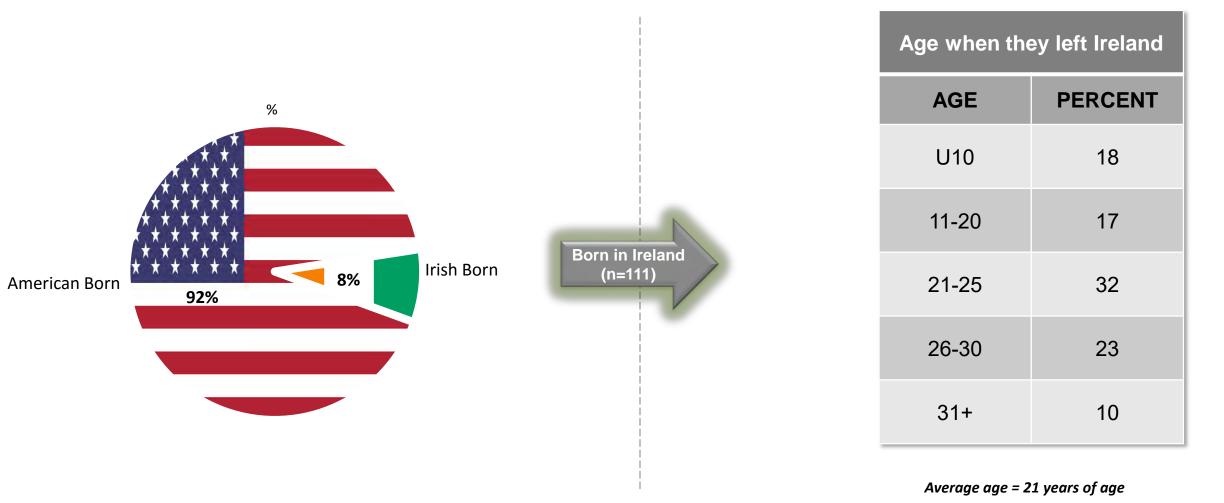


HOUSEHOLD INCOME				
\$0 - \$9,999	2%			
\$10,000 - \$19,999	2%			
\$20,000 - \$29,999	4%			
\$30,000-\$39,999	8%			
\$40,000 - \$49,999	6%			
\$50,000 - \$59,999	6%			
\$60,000 - \$69,999	7%			
\$70,000 - \$79,999	7%			
\$80,000 - \$89,999	6%			
\$90,000 - \$99,999	6%			
\$100,000 - \$124,999	12%			
\$125,000 - \$149,999	6%			
\$150,000 - \$199,999	6%			
\$200,000+	7%			
Prefer not to say	12%			

 $\otimes$ 

# The average age for Irish Born respondents leaving Ireland to go to the U.S. is 21

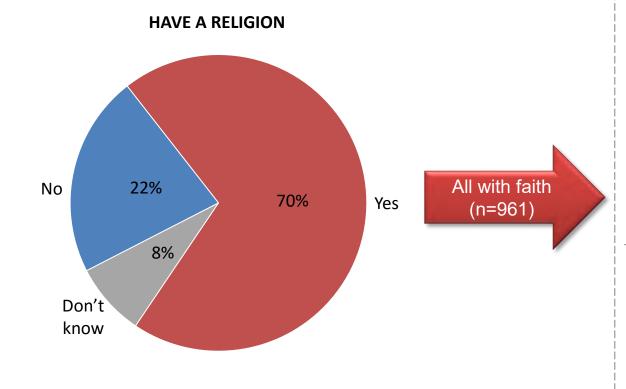
(Base: All respondents – 1368)



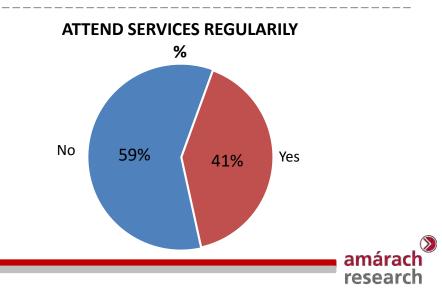
Q.5 Were you born in Ireland? Q.5 What age were you when you left Ireland amárach research

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### Religion (Base: All respondents – 1368)



		Y NYU
	FAITH	
	%	
Roman Catholic		74
Protestant (Other)	9	
Christian (Other)	4	
Wican	3	
Baptist	2	
Presbyterian	2	
Evangelical	2	
Church of Ireland	1	
Jewish	1	
Islamic	1	
Buddhism	1	
Methodist	1	
Other	2	





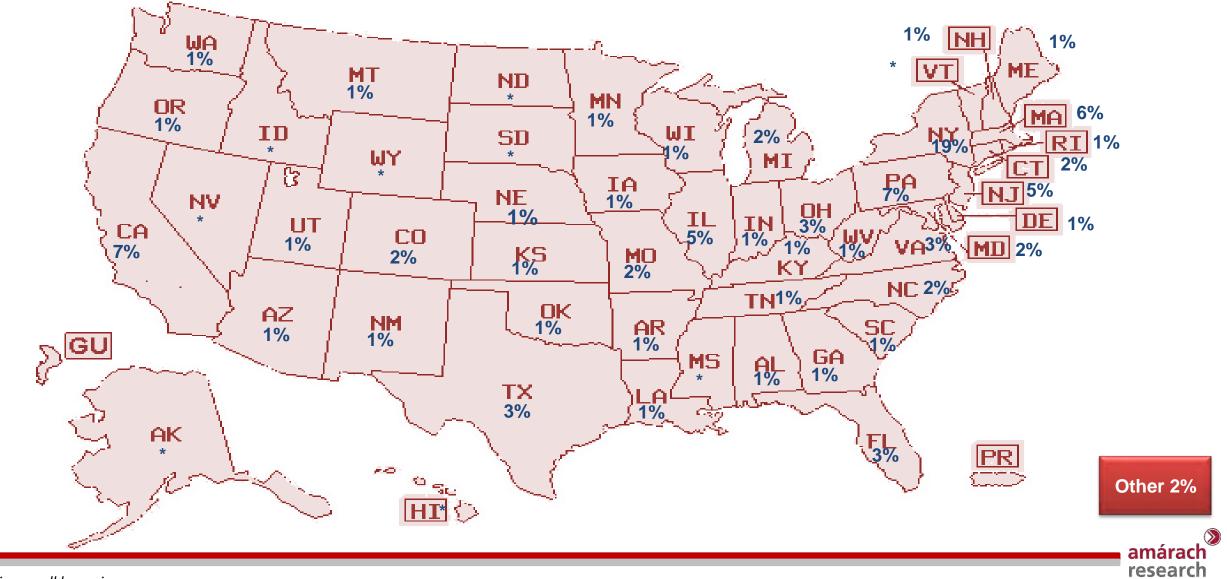
#### Sample Split

- The sample was split into four regions based on the census regions: West; Midwest; Northeast; and South.
- The split by state is as follows:
  - West: Alaska; Arizona; California; Colorado; Hawaii; Idaho; Montana; Nevada; New Mexico; Oregon; Utah; Washington; Wyoming.
  - Midwest: Illinois; Indiana; Iowa; Kansas; Michigan; Minnesota; Missouri; Nebraska; North Dakota; Ohio; South Dakota; Wisconsin.
  - Northeast: Connecticut; Maine; Massachusetts; New Hampshire; New Jersey; New York; Pennsylvania; Rhode Island; Vermont.
  - South: Alabama; Arkansas; Delaware; District of Columbia (Washington D.C.); Florida; Georgia; Kentucky; Louisiana; Maryland; Mississippi; North Carolina; Oklahoma; South Carolina; Tennessee; Texas; Virginia; West Virginia.



#### **Distribution of Sample**

(Base: All respondents - 1368)



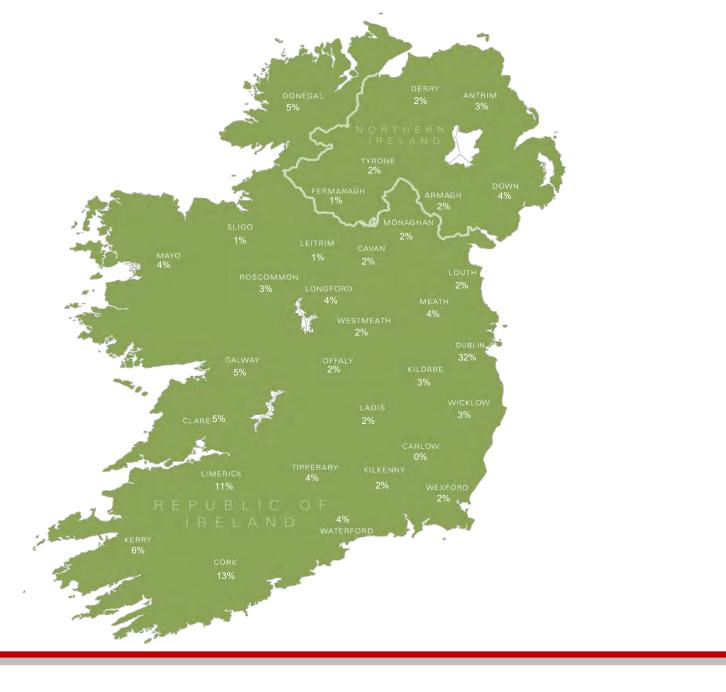
\* Caution small base size

Q1. Where in the US do you currently live?



#### **Irish Family Origins**

(Base: All who were born in Ireland – 111)





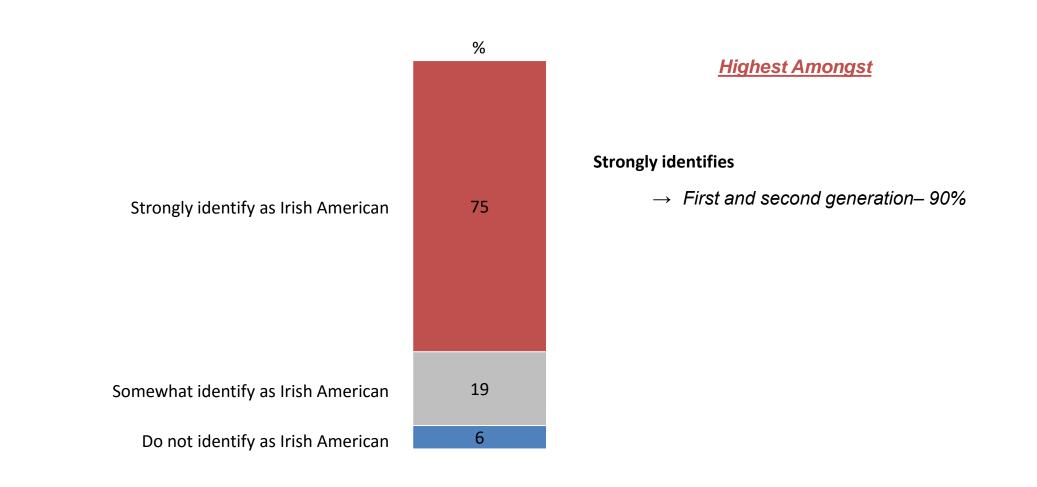
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#### Three quarters identify strongly as Irish American

**MYU** 

(Base: All respondents – 1368)



Q.17 How strongly do you identify as Irish American?



### Links to Ireland



#### Ireland in one word....



(Base: All respondents – 1368)

	%
Community	27
Beautiful	19
Majestic	17
Friendly	6
Green	5
Interesting	3
Comforting	3
Craic	2
Proud	2
Traditional	1
Dynamic	1
Cultural	1

\*All others 1% or less

Q12 From your point of view, describe Ireland in one word

 $\otimes$ 

#### America in one word...

**W**NYU

(Base: All respondents – 1368)

	%
Community	18
Diverse	8
Chaotic	8
Turmoil	7
Opportunity	6
Freedom	6
Crowded	4
Troubled	4
Commercial	4
Divided	3
Complicated	2
Patriotic	2
Confusing	2
Angry	2
Changing	1

\*All others 1% or less

Q13 From your point of view, describe America in one word

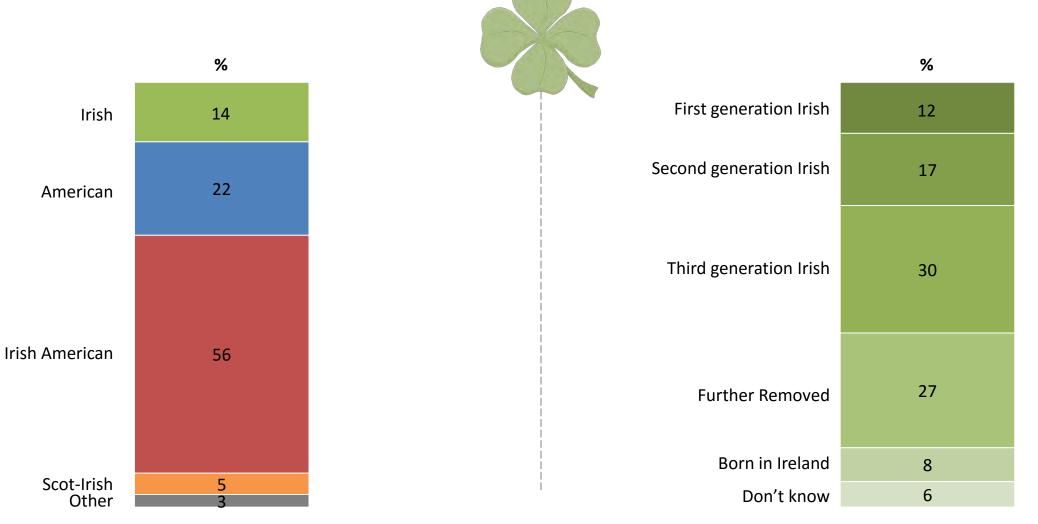
 $\otimes$ 

#### The majority identify as Irish American



(Base: All respondents – 1368)

ARE YOU ...

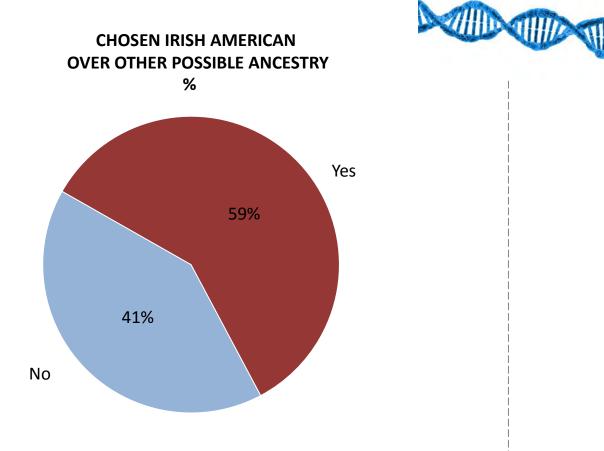


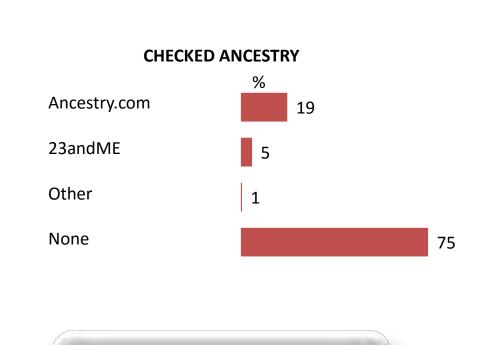
Q.19 Do you consider yourself to be :

Q.27 If the term 'first generation' refers to children born of an emigrant from Ireland, what generation Irish are you?

# The majority have chosen Irish American ancestry over other ancestries

(Base: All respondents - 1368)





25% have checked their ancestry with a DNA test.



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Q20 Have you chosen Irish American ancestry over other possible ancestries? Q8 Have you ever checked your ancestry with a DNA test kit for example with ancestry.com?

### People choose to be Irish American because of genetics and a strong bond with Ireland

**%** NYU

(Base: All those who choose Irish American ancestry over other possible - 806)

	%	
Largest part of genetic background	35	
Identify most strongly with Ireland	25	
Strong influence from Irish part of family/brought up that way	21	
Interest/pride in Irish culture/ Irishness /perceived personality traits	14	
Irish name/perceived appearance	6	
Know more about Irish roots than other roots	6	
Less opportunity to celebrate non Irish heritage	4	
Ireland feels like home	2	
Participate most in Irish events/activities/organisation	2	

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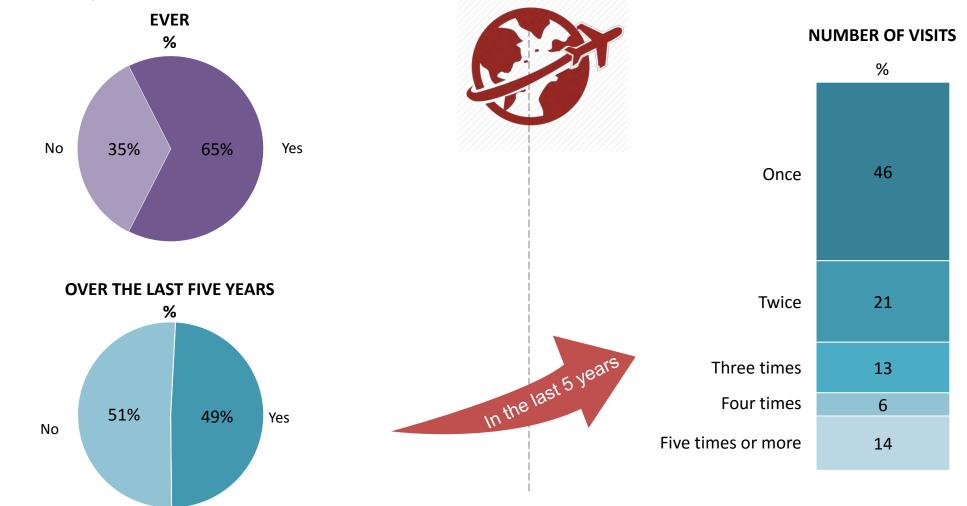
Q21. Have you chosen Irish American ancestry over other possible ancestries?

Q21. Why have you chosen Irish American ancestry over other possible ancestries? All others 1 % or less

#### Half of respondents have been to Ireland in the past five years



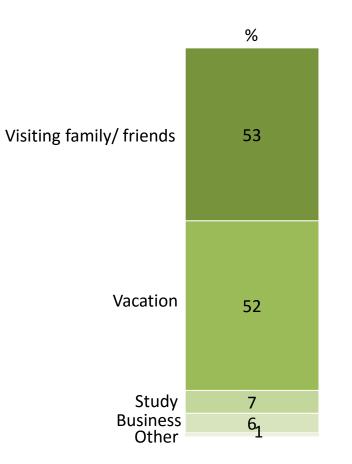
(Base: All respondents – 1368)



S.3 Have you previously visited Ireland? Q.10 How many times in total have you visited Ireland in the past 5 years?

### Vacationing and visiting family and friends drive people to Ireland

(Base: All respondents - 1368)



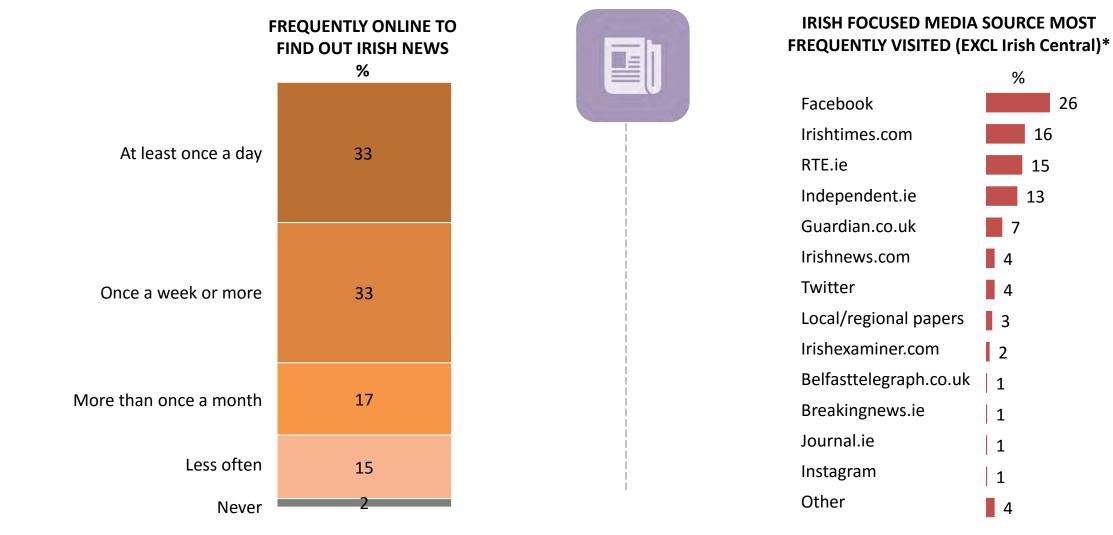


NYU

Q.11 All who have visited Ireland – what is typically the purpose of your visit?

### One third catch up on Irish news daily through online resources

(Base: All respondents – 1368)

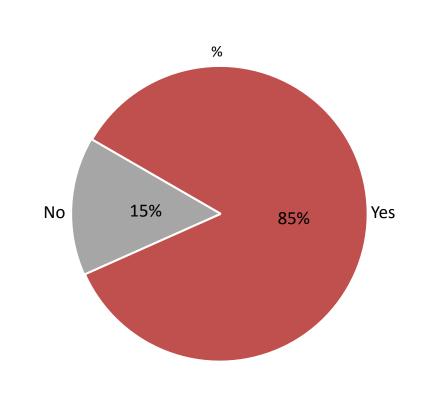


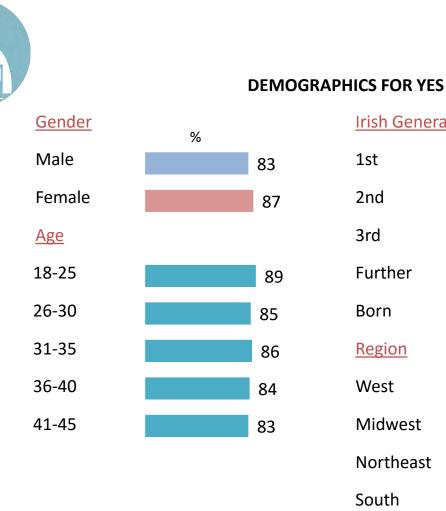
Q.30 How often, if at all, do you go online to find out what is going on in Ireland?

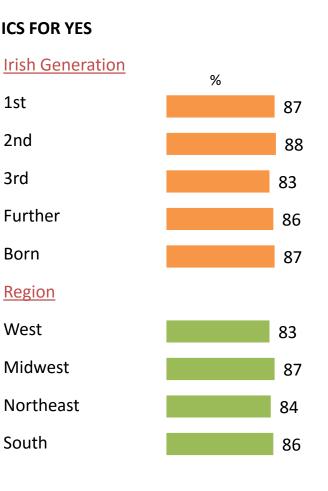
Q.32 Apart from IrishCentral, which Irish focused media source do you go to most often when looking for news and updates?

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#### Social media plays a major role in engaging Irish Americans with Ireland... (Base: All respondents – 1368)







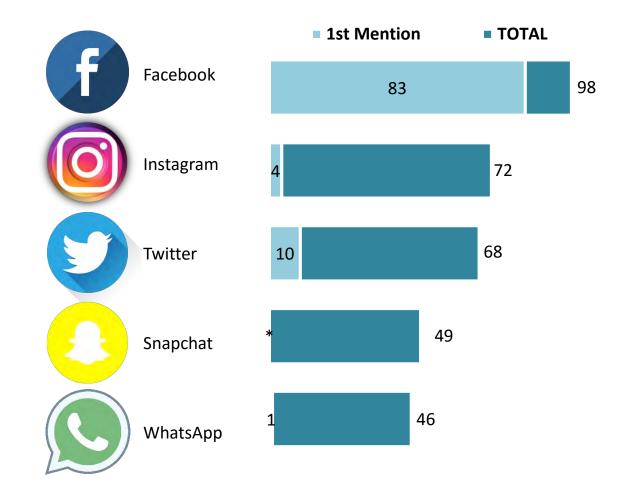
NYU

Q.33 Have social media platforms e.g. Facebook and Twitter increased your engagement with Ireland?

### ...with Facebook leading the way in facilitating engagement



(Base: All who feel social media platforms have increased their engagement with Ireland – 1163)



\*All others 1% or less

Q.34 What social media platforms have most increased your engagement with Ireland?

## Social media allows for easy access to news and contact with friends

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(Base: All who feel social media platforms have increased their engagement with Ireland – 1163)



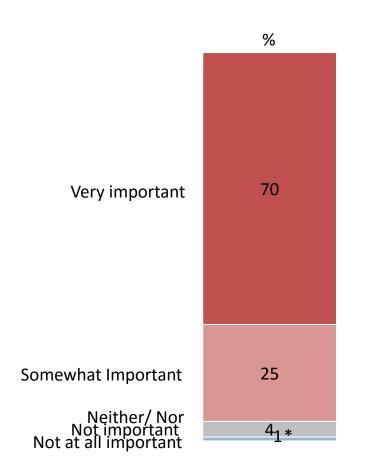
\*All others 1% or less

Q33a. In what way have social media platforms increased your engagement with Ireland?

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#### Staying connected to Ireland is of upmost importance to Irish Americans

(Base: All respondents - 1368)



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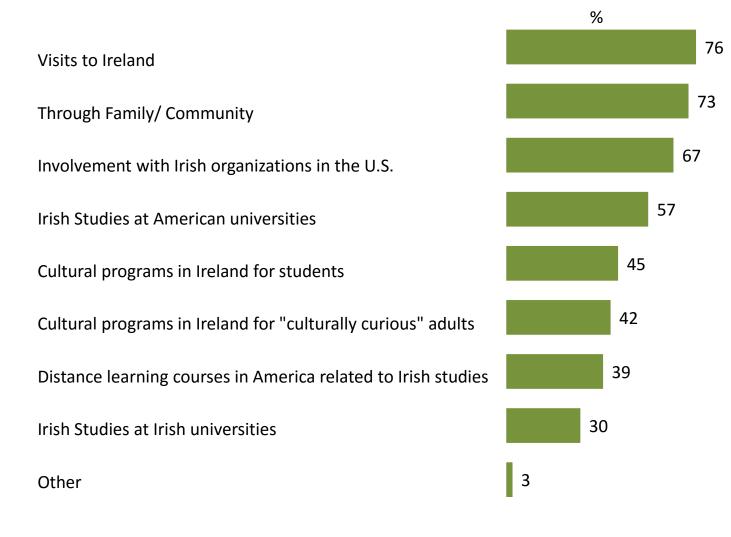
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Q. 25 How important if at all, do you think it is that Irish Americans stay connected to Ireland?

#### Visits to Ireland and connecting with friends and family will help Irish Americans sustain their heritage



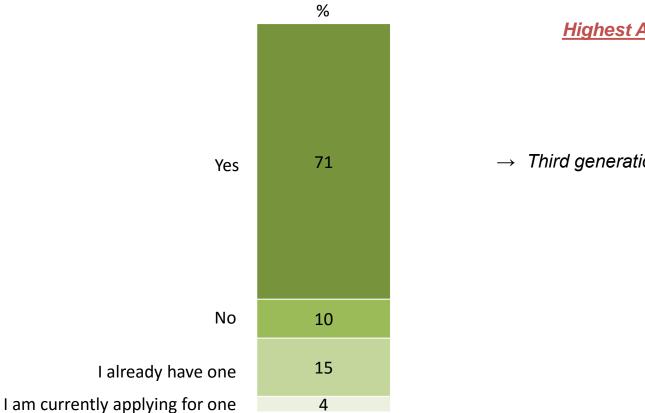
(Base: All respondents - 1368)



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#### 7 in 10 would be interested in getting an Irish passport while 15% already have one (Base: All respondents – 1368)





Highest Amongst

 $\rightarrow$  Third generation or further – 84%

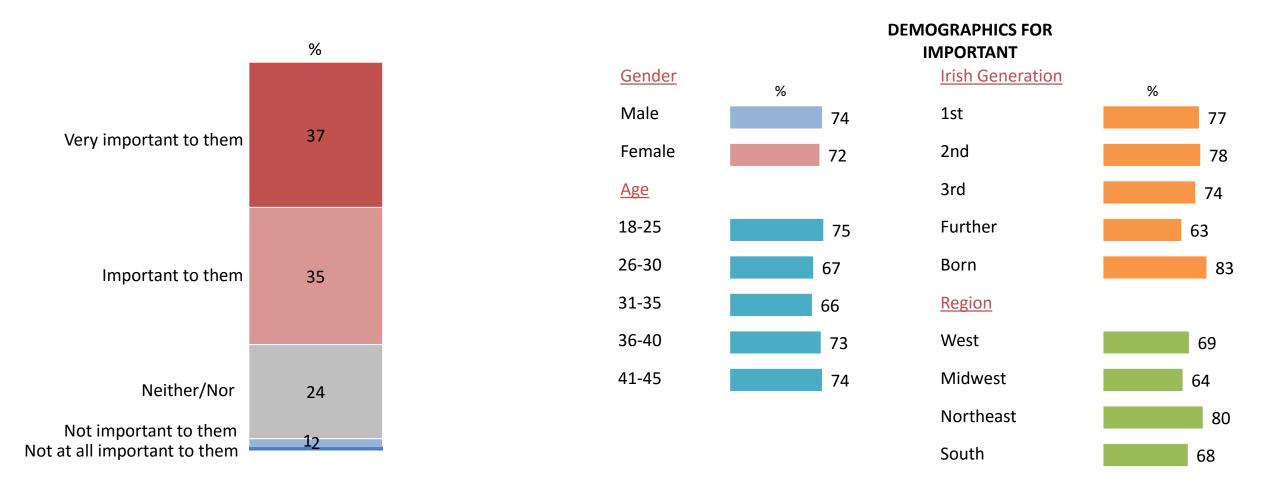


Q.28 Would you be interested in getting an Irish passport?

# Th majority feel that it is important for their children to identify as Irish American



(Base: All parents – 559)



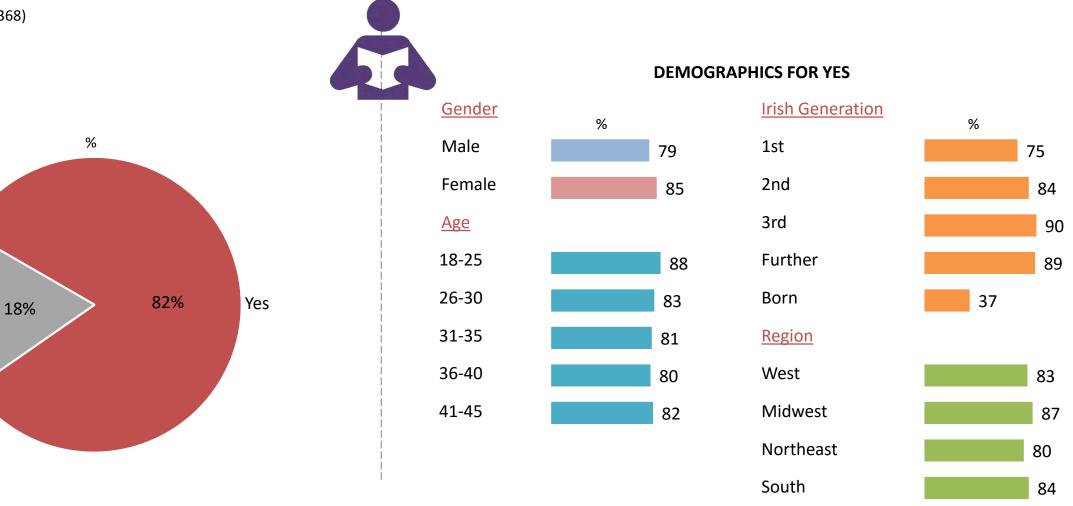
Q.29 How important if at all is it for your children to identify as Irish American?



# There is a strong interest in cultural or Irish studies when visiting Ireland

(Base: All respondents - 1368)

No



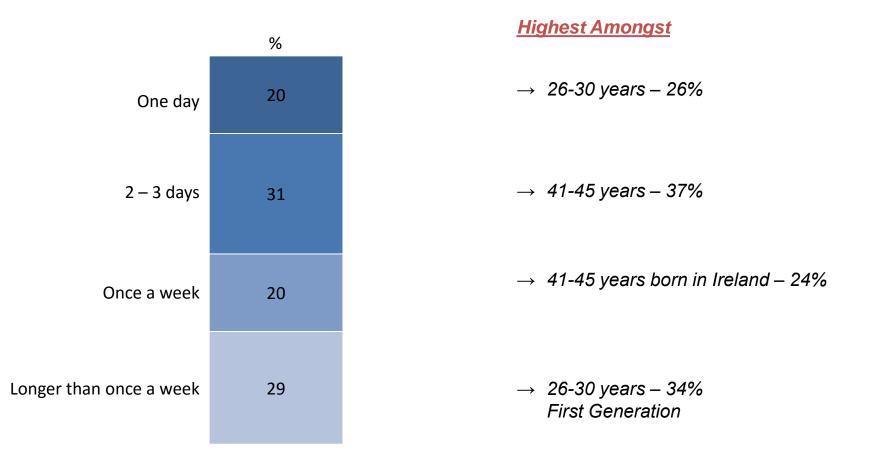
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### 3 in 10 would be interested in attending a week long course



(Base: All respondents – 1368)





Q.27a What duration would you attend the course for?

#### There is a clear passion for learning about Irish history...

Gender

Female

Male

Age

18-25

26-30

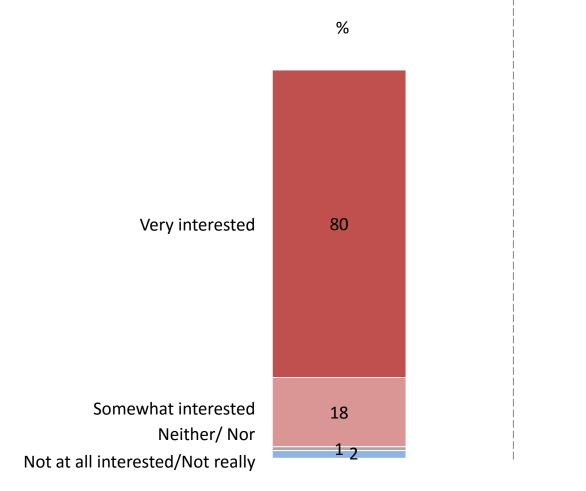
31-35

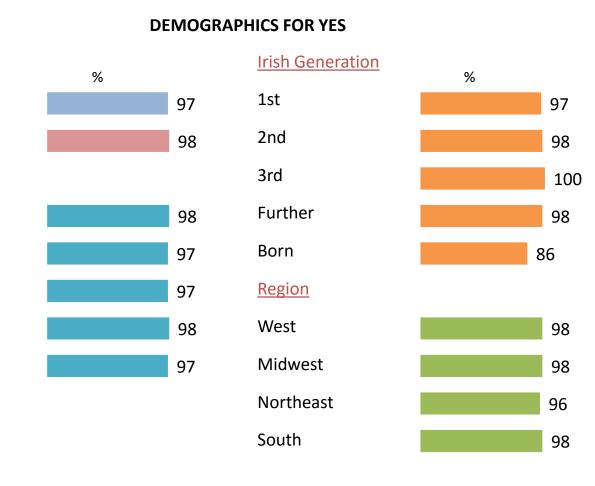
36-40

41-45



(Base: All respondents – 1368)



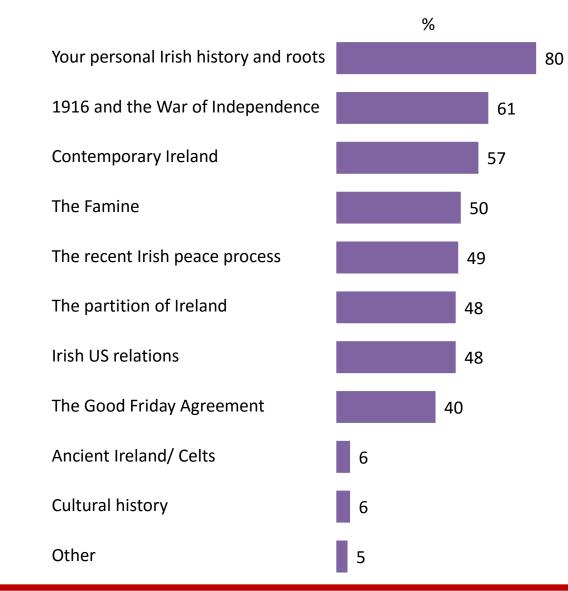


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Q.14 How interested are you in studying/learning about Irish history?

#### ...with peoples own personal roots of most interest



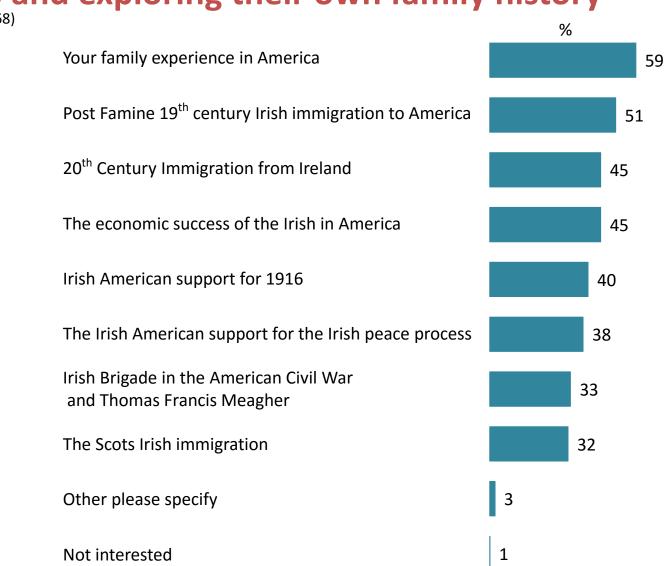


Q15 What aspects of Irish History would you most like to study?

(Base: All respondents – 1368)

#### People are most interested in learning about personal experiences and exploring their own family history (Base: All respondents – 1368)





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# Personal experiences with family and friends were most likely to trigger an interest in ones Irish heritage

(Base: All respondents – 1368)

All others 1% or less



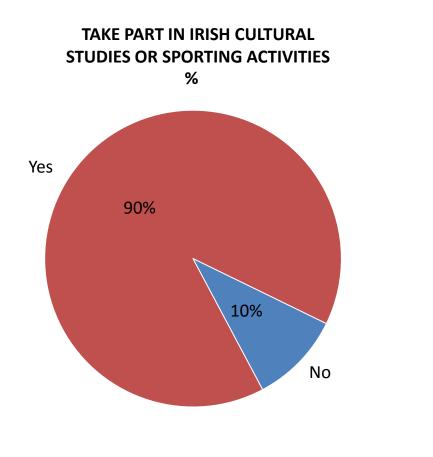
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Q18 Is there a particular event that triggered your interest in your Irish heritage?

# People are keen to take part in Irish cultural and sporting activities especially Music and Literature

(Base: All respondents – 1368)



#### **CULTURAL AND SPORTING ACTIVIES** % 82 Literature 54 The Irish language 52 Dancing 47 41 35 29 26 2



Music

Cinema

GAA

Rugby

Theatre

Other

Q23 Do you take part in any Irish cultural or sporting activities

Q24 What Irish cultural and sporting activities do you participate in or have an interest?

39



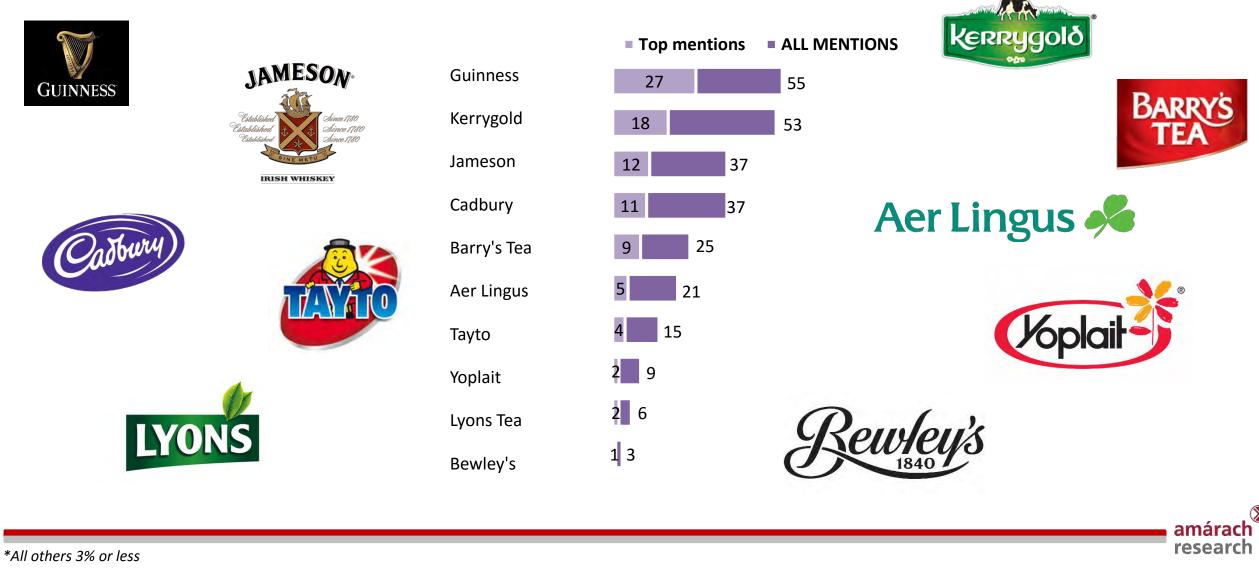
### **Irish Favourites**



#### **Guinness tops the list of favourite Irish brands**



(Base: All respondents – 1368)



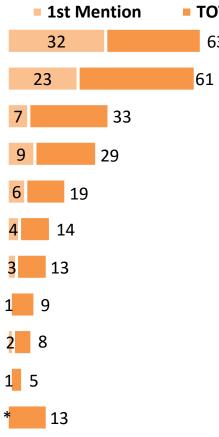
Q.35 What are your favourite Irish Brands?

#### **Important figures in Irish literature...**

(Base: All respondents – 1368)







63



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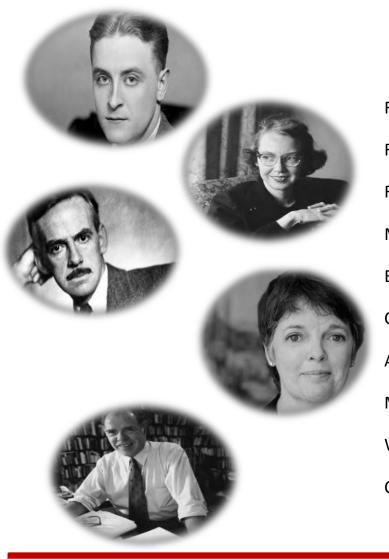
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\*All others 4% or less

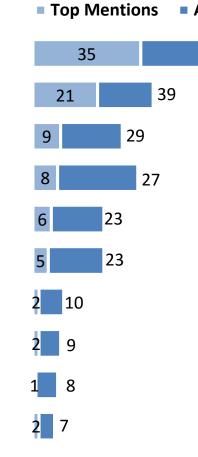
Q.37 Who would you most wish to study in Irish literature?

#### **Favoured Irish American Writers...**

(Base: All respondents – 1368)







ALL MENTIONS

66



Q.37 Which Irish American writer would you most wish to study?

\*All others 5% or less

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#### **Commonly watched Irish movies...**



(Base: All respondents – 1368)



	HEARD OF	WATCHED
	%	%
The Quiet Man	76	55
PS I love you	73	58
The Crying Game	69	42
Brooklyn	63	47
In the Name of the Father	61	45
The Wind that Shakes the Barley	52	40
The Commitments	49	39
The Secret of Roan Irish	47	33
Once	40	31
Ryan's Daughter	30	14
The Guard	29	20
Room	28	13
Sing Street	23	14
Calvary	17	11
Intermission	15	10
The Young Offenders	14	8
Handsome Devil	7	3
A Date for Mad Mary	6	2

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\*All others 2% or less

Q.39/39a Of the Irish movies listed below, which ones have you heard of/watched?

#### **Favourite Irish Movies...**

(Base: All respondents – 1368)



#### FAVOURITE %



The Quiet Man	14
PS I love you	14
The Wind that Shakes the Barley	13
Brooklyn	11
In the Name of the Father	11
The Commitments	7
The Secret of Roan Irish	7
Once	5
The Crying Game	3
The Guard	3
Sing Street	2
The Young Offenders	1
Calvary	1
Room	1
Intermission	1

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\*All others 5% or less

Q.39/39a Of the Irish movies listed below, which ones have you heard of/watched?

#### **Favourite Irish Plays...**

(Base: All respondents – 1368)





	%
The Importance of Being Earnest	23
Dancing at Lughnasa	8
Waiting for Godot	8
The Field	8
The Plough and the Stars	6
Philadelphia Here I Come	3
Playboy of the Western World	3
Da	3
The Beauty Queen of Leenane	2
None of these	34

FAVOURITE

\*All others 1% or less

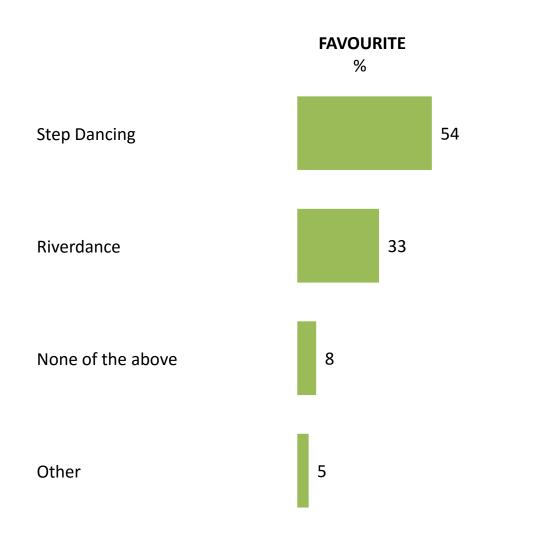
Q.40 What is your favourite Irish play?

 $\odot$ 

#### **Favourite Irish Dance**

(Base: All respondents – 1368)





\*All others 1% or less Q.41 What is your favourite Irish Dance?



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#### **Favourite Irish Books...**

(Base: All respondents – 1368)



	%
Angela's Ashes	7
Dubliners	5
Mythology'/'Poetry'/'Play	4
Ulysses	3
Dracula	2
The Picture of Dorian Gray	2
How The Irish Saved Civilization	2
Circle of Friends	2
Trinity	2
A Portrait of the Artist as a Young Man	1
'Tis	1
Brooklyn	1
PS I Love You	1
The Book of Kells	1
Gulliver's Travels	1
No Favourite Irish Book	



39

\*All others 1% or less

Q.42 What is your favourite Irish book?

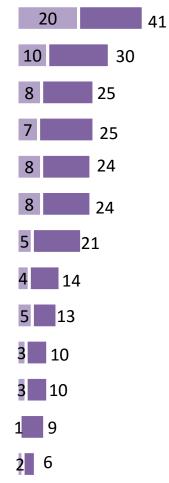
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#### U2 are the most favoured Irish band



(Base: All respondents – 1368)

	Top mentions
U2	20 4
Dropkick Murphys	10 30
The Chieftains	8 25
Van Morrison	7 25
Dubliners	8 24
Ed Sheeran	8 24
The Cranberries	5 21
Celtic Woman	4 14
The Clancy Brothers	5 13
Hozier	3 10
Christy Moore	3 10
Snow Patrol	1 9
Glen Hansard	2 6



ALL MENTIONS

\*All others 4% or less

Q.43 Who are your favourite Irish (or those with Irish links) Performers? Pick the top three, where one is your favourite.

#### Apart from friends and relatives, Bono is the most admired living Irish person



(Base: All respondents – 1368)

	%		%
Family/ relative	17	Sinead O'Connor	1
Bono	11	Pierce Brosnan	1
Liam Neeson	6	Daniel Day-Lewis	1
Mary Robinson	5	Shane MacGowan	1
Gerry Adams	4	Cillian Murphy	1
Conor McGregor	3		1
Leo Varadkar	2	Roy Keane	1
Michael D. Higgins	2	Mary McAleese	1
Saoirse Ronan	2	Anne Anderson	1
Ed Sheeran	2	Enda Kenny	1
Colin Farrell	1	Other	24
Colin Farreli	1	Other	24



### **Charitable Behaviour**

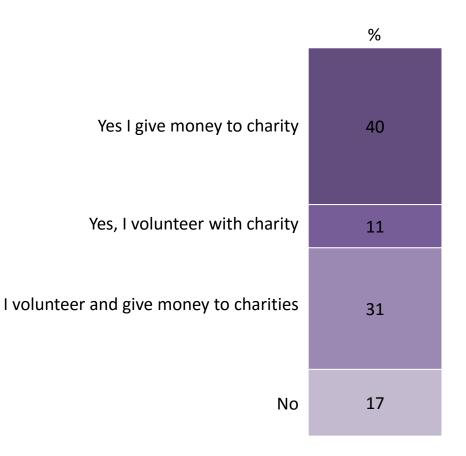


#### Irish Americans are a charitable group...



(Base: All respondents – 1368)





82% give either their money, time or both to charity.

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Q.46 Do you give to charity on a regular basis (at least once a year)?

# Males are more likely to give money, while females are more likely to volunteer



(Base: All who give to charity on a regular basis – 1129)

		Gender Age						Irisł	n Herita	age		Area					
	Total	Male	Female	18-25	26-30	31-35	36-40	41-45	First generation	Second generation	Third generation	Further removed	Born in Ireland	West	Midwest	Northeast	South
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes, I give money to charity	40	44	38	24	40	41	44	45	41	37	44	37	48	40	37	44	38
Yes, I volunteer with charities	11	8	13	26	14	9	7	8	11	11	10	14	5	11	12	11	11
Yes, I volunteer and give money to charity	31	28	33	26	25	33	35	32	28	34	33	31	28	26	36	29	24
No	17	19	16	24	22	17	13	16	19	18	13	18	18	22	16	17	17

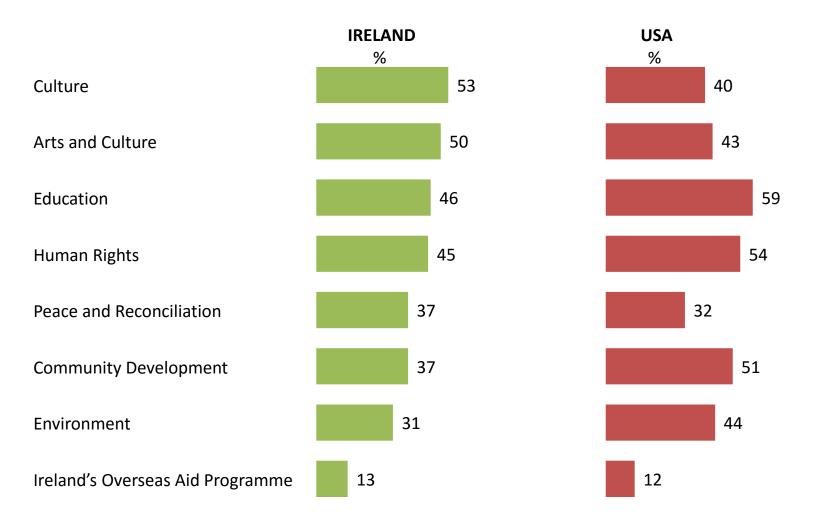


Q.46 Do you give to charity on a regular basis (at least once a year)?

### **%** NYU

#### **Charitable areas of interest...**

(Base: All who give to charity on a regular basis - 1129)







\*All others 1% or less

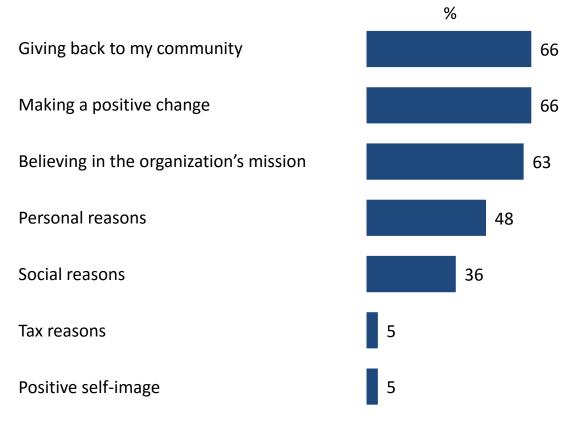
Q.47 What philanthropic/ charitable areas are you interested in, firstly for Ireland and then for the U.S.?

#### **Charitable motivators...**

(Base: All who give to charity on a regular basis – 1129)









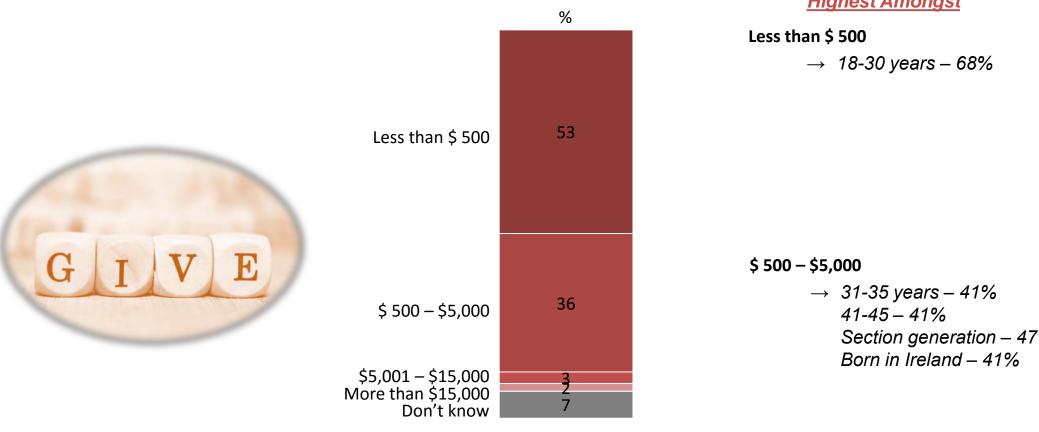
\*All others 1% or less

Q.47 What are the key motivators for your philanthropic donations/volunteering?

#### The majority annually donate 500 dollars or less



(Base: All respondents – 1368)



Highest Amongst

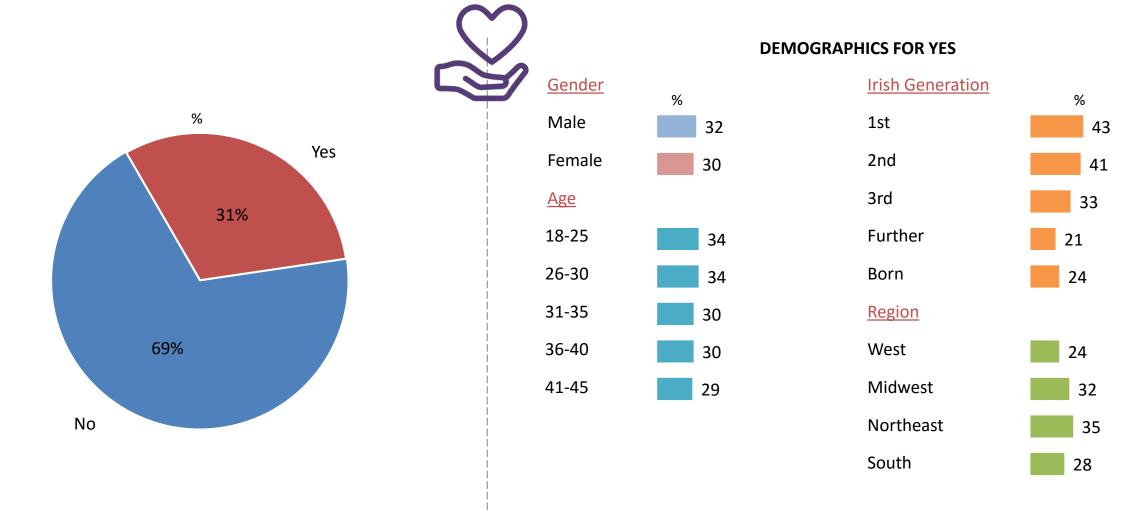
Section generation – 47%

Q.48 How much do you estimate you donate to charity annually

#### 3 in 10 families support Irish causes in the U.S.



(Base: All respondents – 1368)

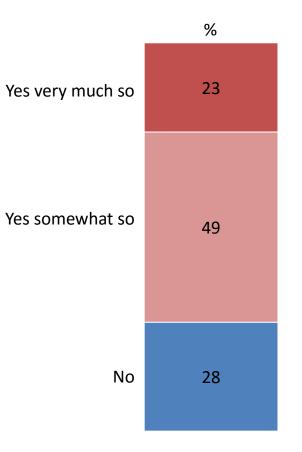


Q.50 Does your family provide philanthropic support to Ireland or to Irish causes in the U.S?

# There is a desire for those who do not currently donate to learn more about supporting Irish causes in the U.S. and Ireland

(Base: All who do not give to charity on a regular basis- 239)





72% of those who do not take part in charitable activities are interested in learning more about supporting Irish causes in Ireland and the US.



Q.51 Would you be interested in learning more about supporting Irish causes in Ireland and in the U.S?

research

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### **Organisational Involvement**



#### Irish organisation membership

(Base: All respondents- 1368)

	%
Other Irish Cultural or sporting society	8
GAA	7
AOH (pls specify)	5
Local Irish Centre Please specify	4
Irish American Cultural Centre	4
The Hibernian Society	4
The Ireland Funds	3
American Irish Historical Society	3
American Irish Heritage Society	3
Irish Arts Centre	3
The Irish Repertory Theatre	2
Glucksman Ireland House, NYU	2
Friendly Sons of St Patrick	2
Gaelic League	2
Emerald Society	2
IrishNetwork USA	2
None	

64



\*All others 1% or less

Q.52 Which of the following Irish Organizations do you belong to in America?

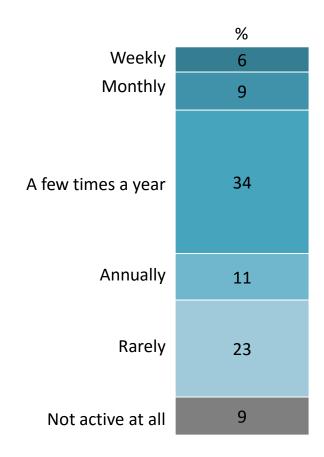
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#### **Activity within The Ireland Funds**



(Base: All a member of The Ireland Funds - 35)\*







Q.53 Are you active within the organization; how often do you interact with the organization?

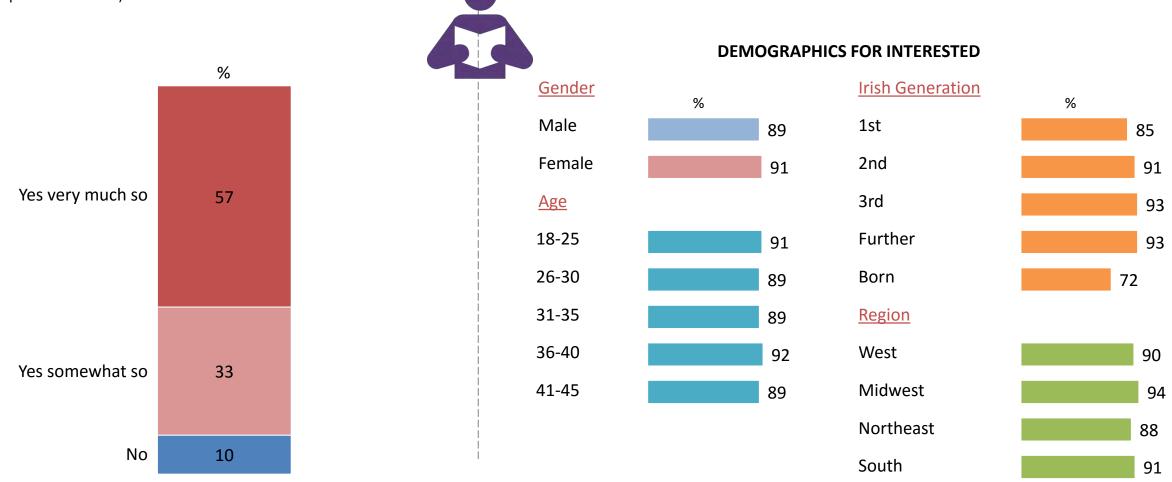
#### Non-Irish organisation membership

(Base: All respondents – 1368)



## The majority would be interested in attending an annual conference of Irish Americans in Ireland

(Base: All respondents - 1368)



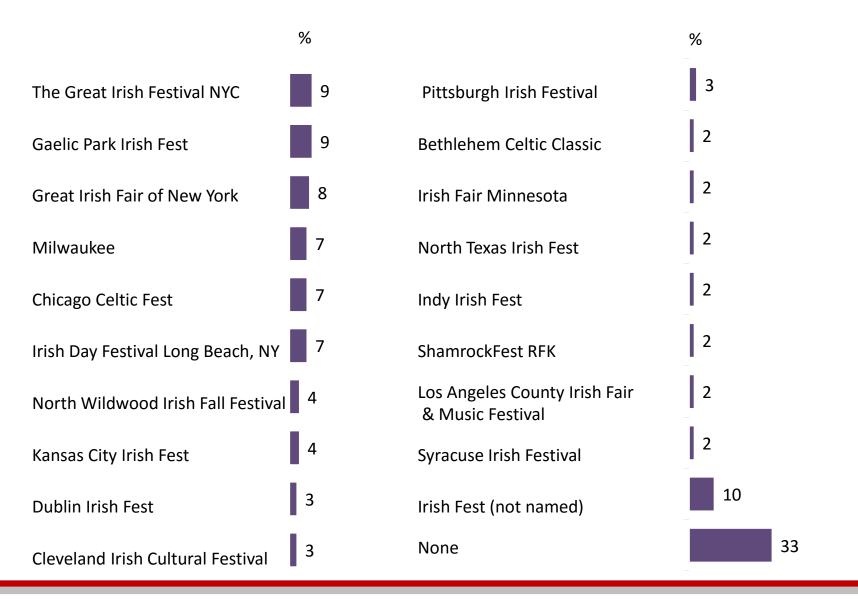
Q.58 Would you be interested in attending an annual conference or gathering of Irish Americans in Ireland?



#### **Attendance of American Community festivals**



(Base: All respondents – 1368)



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# GAA is the most prominent Irish organisation to which respondents belong



(Base: All respondents – 1368)

	%
GAA	7
AOH (pls specify)	5
Local Irish Centre Please specify	4
Irish American Cultural Centre	4
The Hibernian Society	4
The Ireland Funds	3
American Irish Historical Society	3
American Irish Heritage Society	3
Irish Arts Centre	3
The Irish Repertory Theatre	2
Glucksman Ireland House, NYU	2
Friendly Sons of St Patrick	2

Gaelic League	% 2
Emerald Society (pls specify)	2
IrishNetwork USA (pls specify)	2
The IIBN (Irish International Business Network)	1
U.S. Ireland Alliance	1
Comhaltas Ceoltoiri Eireann	1
American Conference for Irish Studies	1
Sons and Daughters of Erin	1
United Irish County Association	1
Scotch Irish Society	1
Irish County Association (pls specify)	1
Society of Irish American Lawyers	1

	%
Shamrock Clubs	1
Irish Business Organization	1
Irish Theatre Company	1
American Irish Immigration Committee	1
None	
Other Irish Cultural or sporting society	8

#### The parade is the most popular way to spend St. Patricks day

(Base: All respondents – 1368)



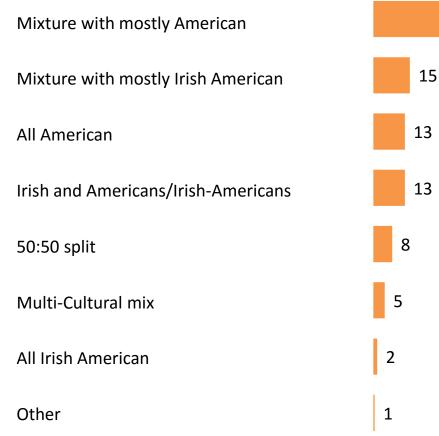


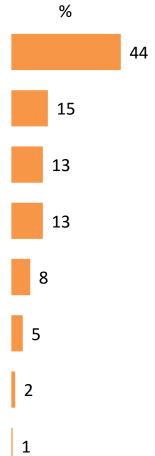
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#### Friendship Groups...

(Base: All respondents – 1368)







🌾 NYU

# Those aged 26-30 are most likely to have an all American friend group

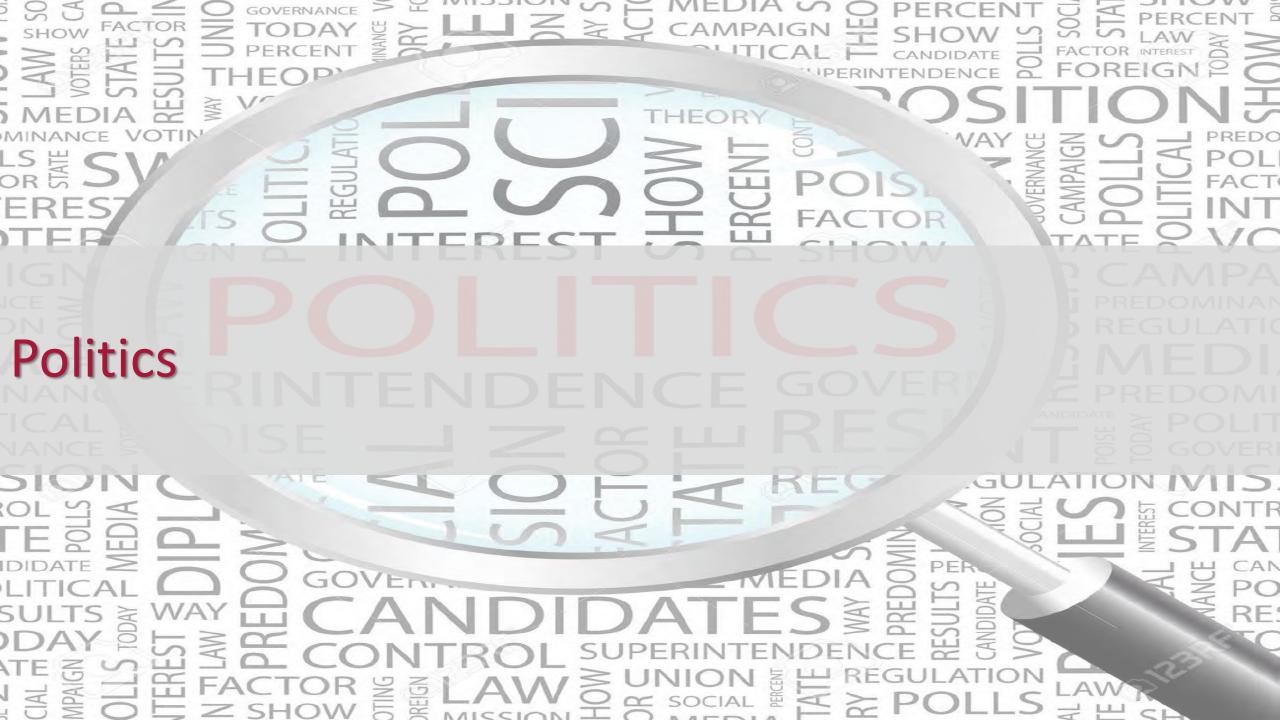


(Base: All who give to charity on a regular basis – 1129)

		Ger	der	Age					Irisł	n Herita	age		Area				
	Total	Male	Female	18-25	26-30	31-35	36-40	41-45	First generation	Second generation	Third generation	Further removed	Born in Ireland	West	Midwest	Northeast	South
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mixture with mostly American	44	42	45	49	42	46	43	42	40	36	46	52	26	45	45	42	46
Mixture with mostly Irish American	15	18	45	19	17	12	13	16	19	26	14	11	9	10	15	19	12
All American	13	13	13	11	17	12	14	11	8	11	14	12	14	14	15	10	16
Irish and Americans/Irish-Americans	13	15	12	7	13	15	15	14	19	12	12	9	31	14	14	13	13
50:50 split	8	5	10	9	8	9	8	7	8	9	7	8	13	6	7	10	6
Multi-Cultural mix	5	4	5	4	2	5	5	6	5	3	4	7	7	6	4	5	4
All Irish American	2	3	1	1	0	2	2	3	2	3	2	1	1	1	1	2	2

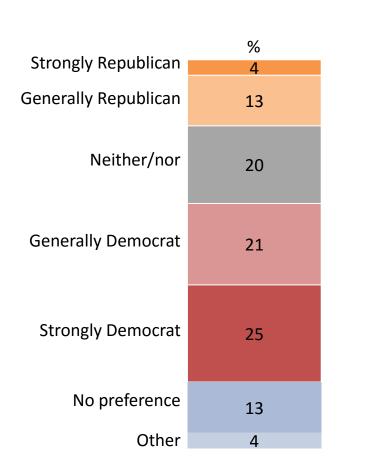
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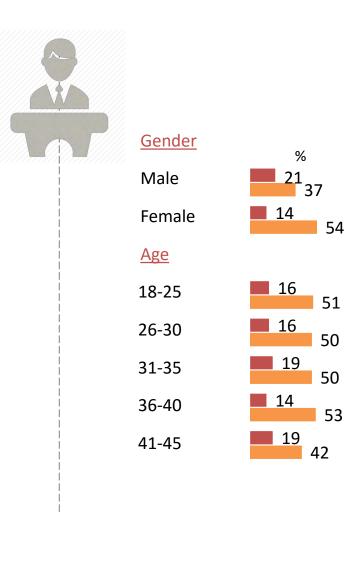
Q.56 Does your friend group consist of mostly Americans or Irish Americans?



#### **Political parties...**

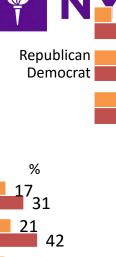
(Base: All respondents – 1368)





#### PARTY DEMOGRAPHICS





15

21

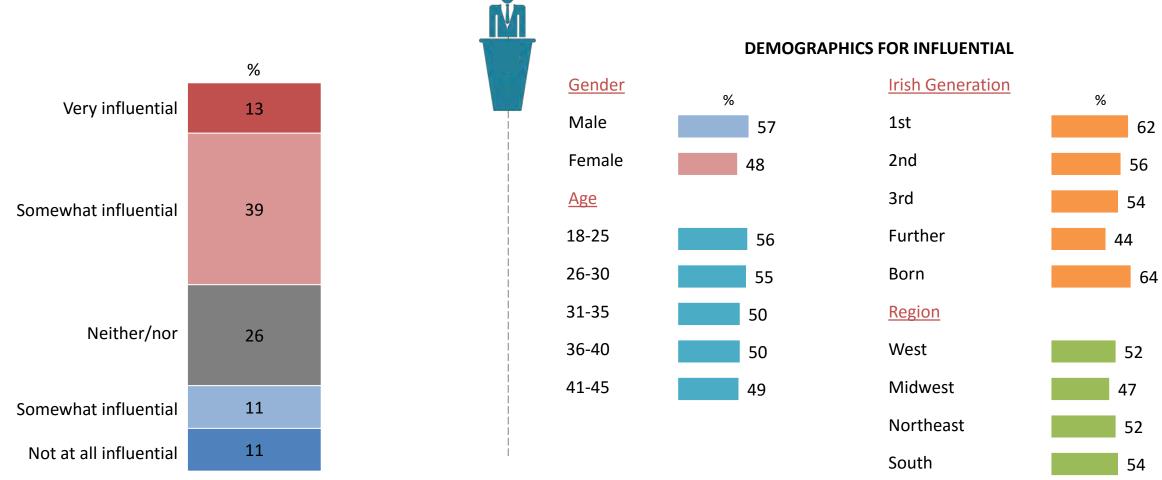
21	42
16	51
17	11
11	53
15	42
13	48
18	48
21	

44

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# The influence that being Irish has in political perspectives decreases as the generations go further back

(Base: All respondents – 1368)



Q.60 In your own opinion, do you feel being Irish has an influence on your political perspective?

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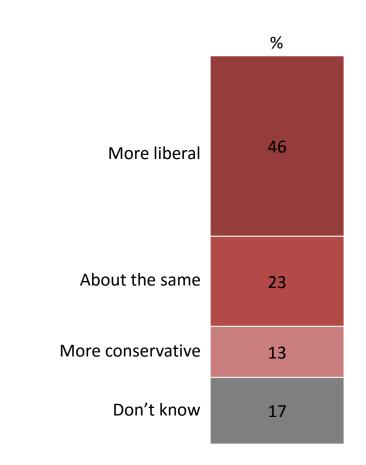
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#### Relative to the U.S. Ireland Today Is ....



(Base: All respondents – 1368)





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Q.61 Relative to the US, do you think Ireland today is ...

#### Males are more likely to feel that relative to the U.S. Ireland is more liberal (Base: All respondents – 1368)

₩ Ţ	NYU
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		Gen	nder	Age						Irisl	n Herita	age	Area				
	Total	Male	Female	18-25	26-30	31-35	36-40	41-45	First generation	Second generation	Third generation	Further removed	Born in Ireland	West	Midwest	Northeast	South
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
More liberal	46	57	39	51	47	43	48	46	56	52	43	39	72	45	44	48	46
About the same	23	20	26	19	25	24	20	26	18	23	26	26	13	24	22	22	27
More conservative	13	9	17	11	15	14	14	13	11	14	14	15	7	13	13	13	15

#### Investment in culture is most important for sustaining Irish Americans in America



(Base: All respondents - 1368)



Q.62 When thinking about sustaining Irish Americans in America, rank in order of importance the following

#### Investment in culture is more important to younger age groups

(Base: All respondents - 1368)

		Ger	der	Age						Iris	h Herit	age	Area				
Most important	Total	Male	Female	18-25	26-30	31-35	36-40	41-45	First generation	Second generation	Third generation	Further removed	Born in Ireland	West	Midwest	Northeast	South
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Investment in culture	48	48	47	53	51	48	45	45	42	45	51	54	26	45	52	46	49
Bridging Generation gaps	20	16	23	20	20	18	18	23	21	17	20	21	16	27	21	18	18
Immigration reform	17	19	16	15	16	19	20	16	21	21	13	12	47	14	13	22	15
Community cohesion	15	16	14	12	14	14	17	16	16	17	16	13	11	14	13	15	17

Q.62 When thinking about sustaining Irish Americans in America, rank in order of importance the following







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