




NYU

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

October 2017/MMCL/SR/S17-137

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- Methodology
 - The Survey Findings
 - Respondents and Profile
 - Links to Ireland
 - History and Culture
 - Irish Favorites
 - Charitable behaviour
 - Organizational involvement
 - Politics

Methodology

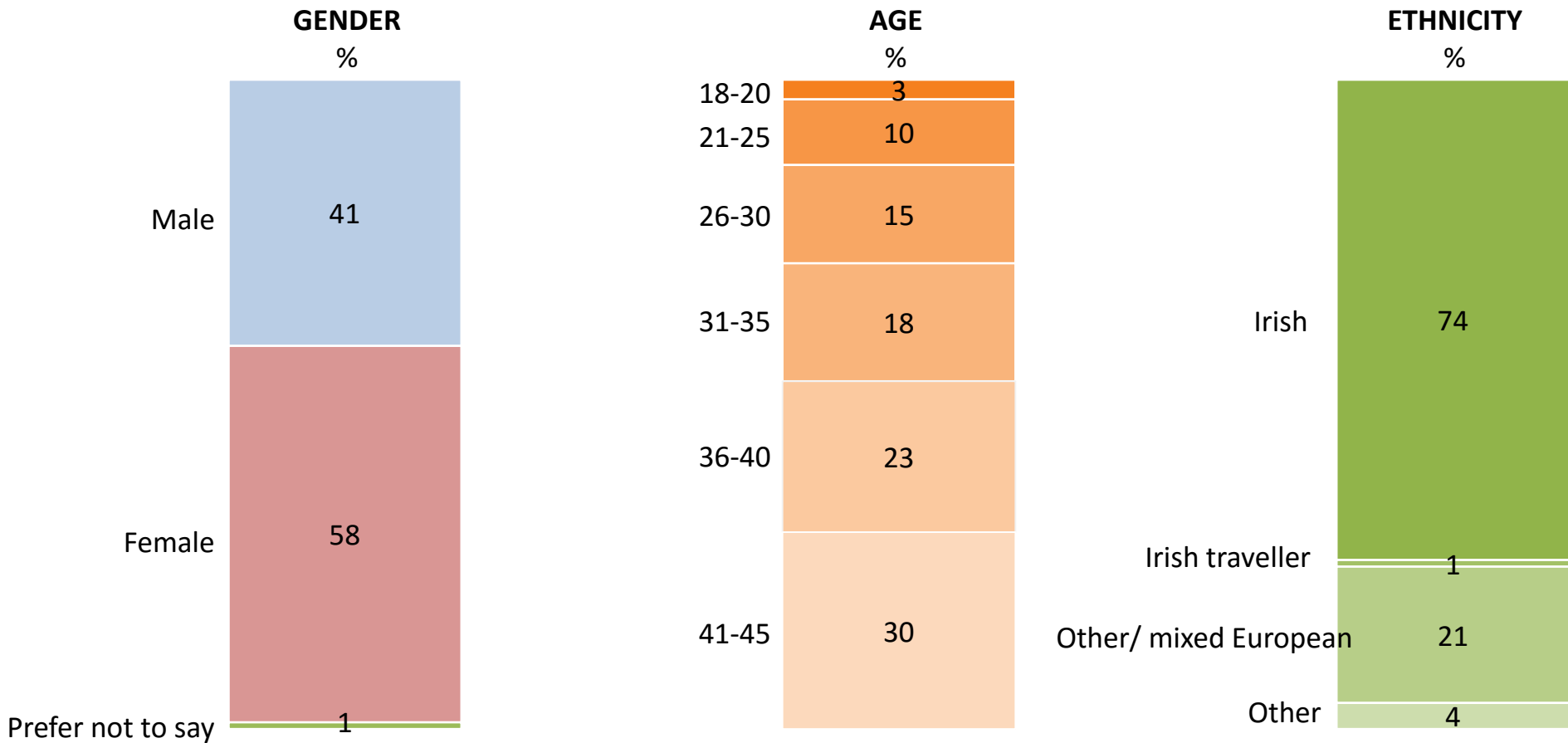
- The survey is conducted fully online
- The survey was conducted between September 12th – 26th
- The final sample was 1368.
- The survey was undertaken in partnership between Irishcentral.com, Amárach Research, Glucksman Ireland House, NYU, UCD Clinton Institute with support of the Government of Ireland,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

An aerial, isometric view of a large crowd of people on a light blue, flat surface. The crowd is arranged in a large, irregular circular formation. In the center of this circle, there is a smaller, more densely packed circular group of people. The overall shape resembles a stylized letter 'C' or a large ring. The people are small, dark figures, and their shadows are cast onto the surface. The background is a uniform light blue.

Respondents & Profile

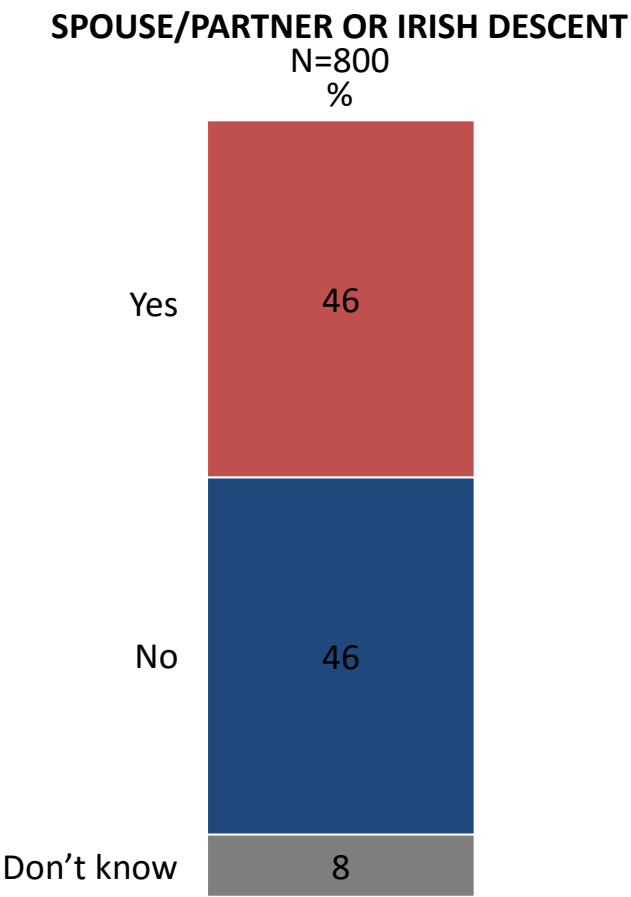
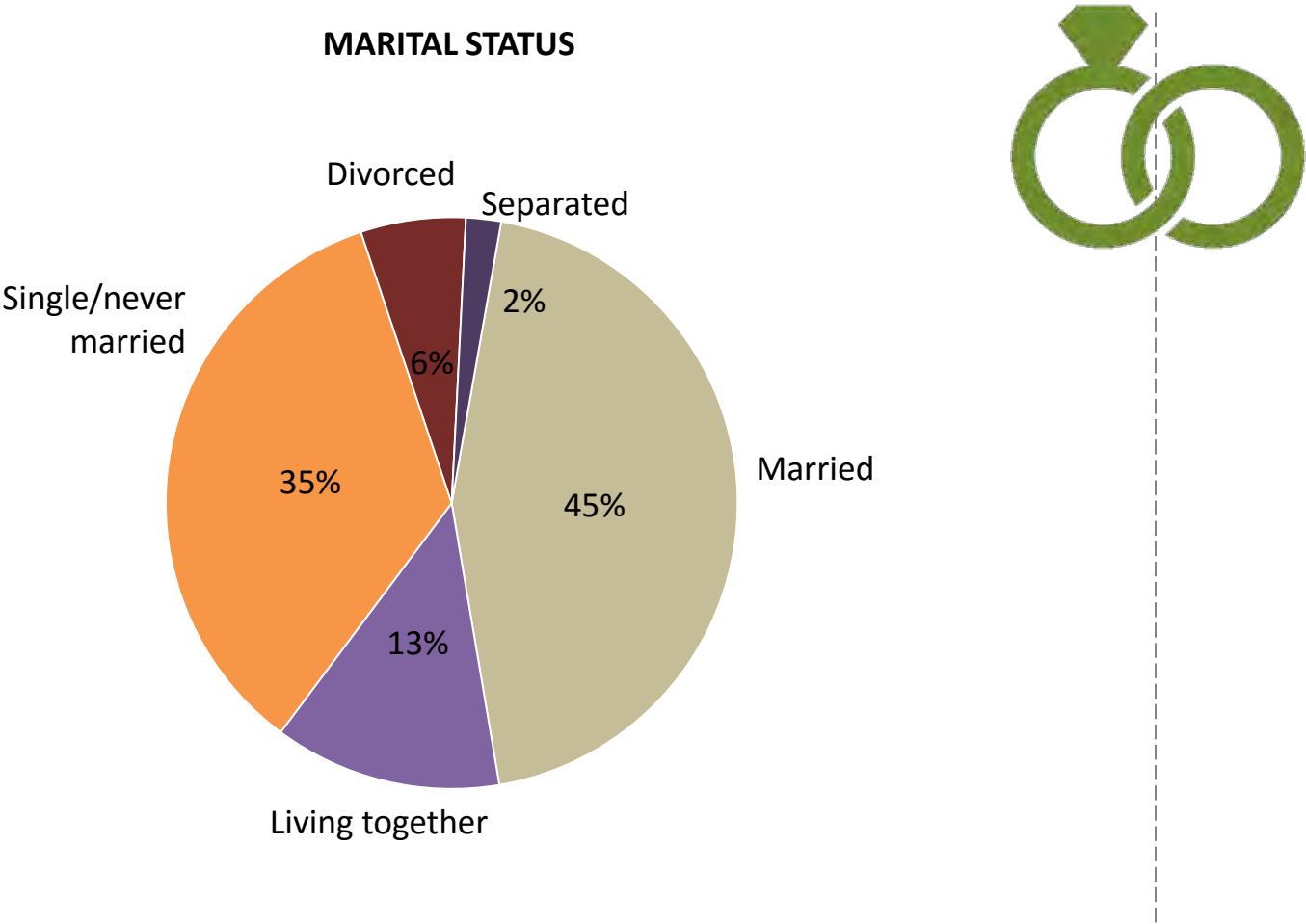
Respondent Profile

(Base: All respondents-1368)



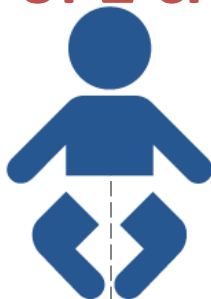
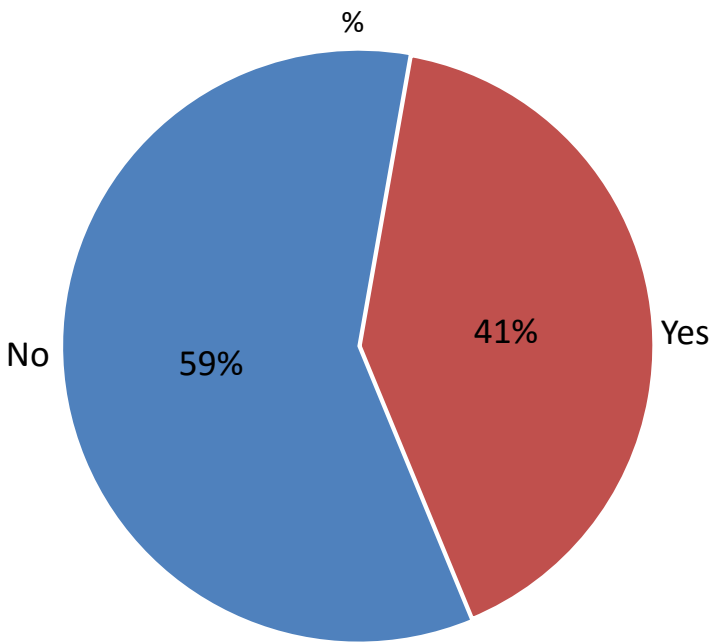
Marital status

(Base: All respondents – 1368)

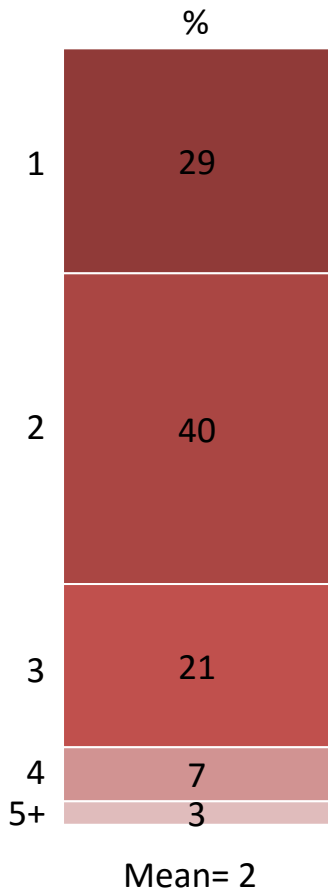


4 in 10 have children with an average of 2 children

(Base: All respondents – 1368)

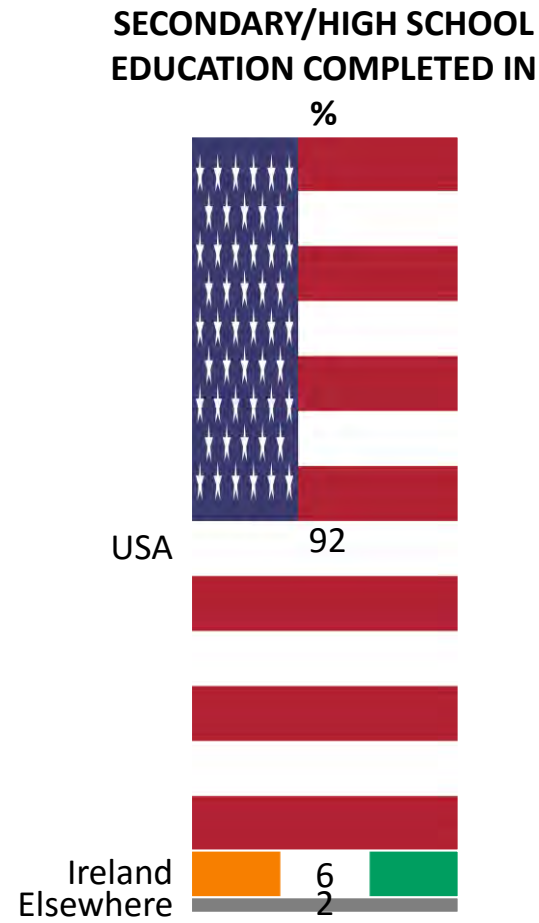
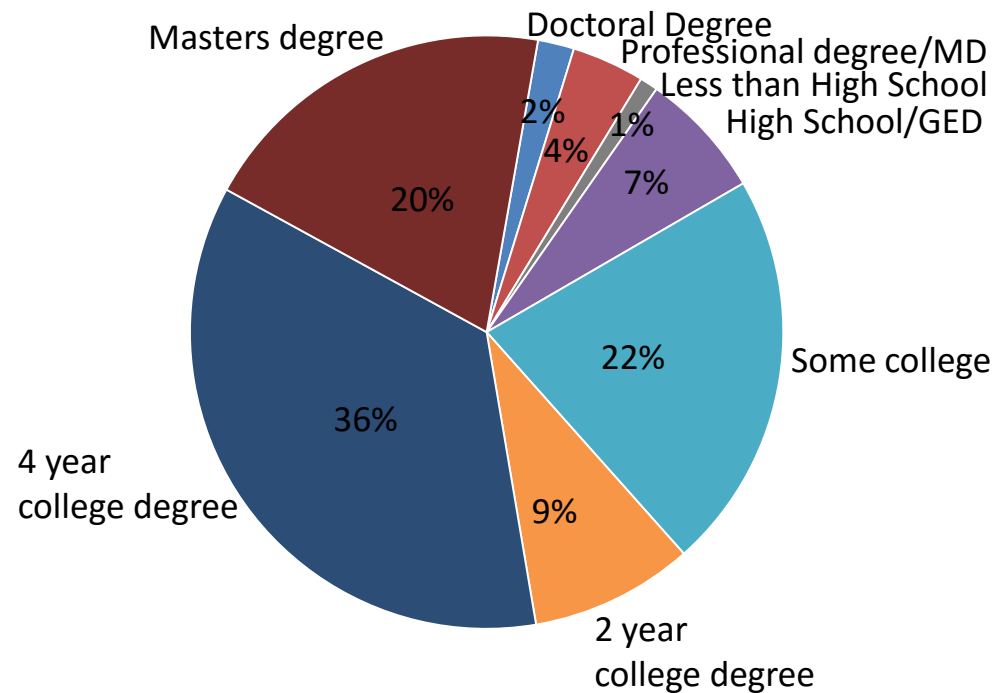


NUMBER OF CHILDREN



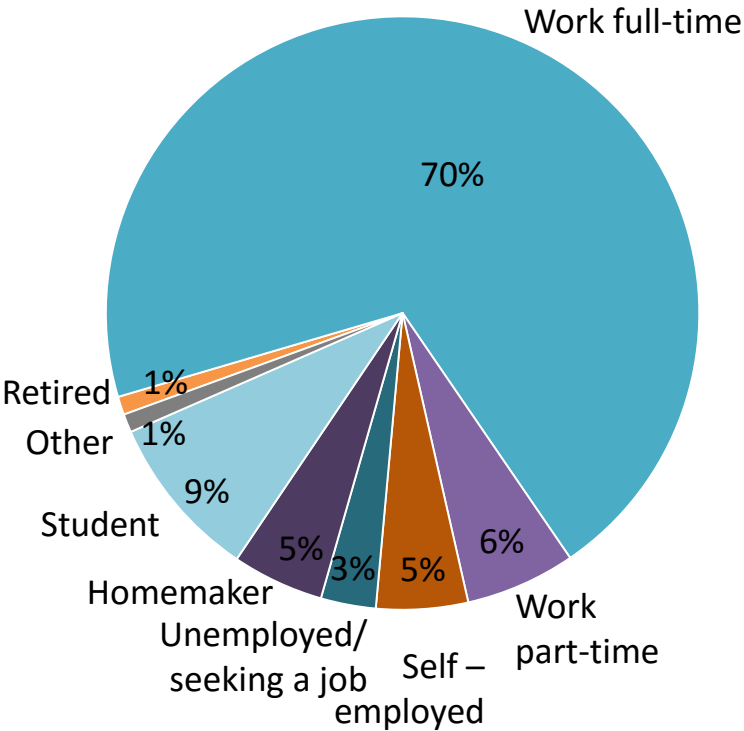
Level of Education

(Base: All respondents – 1368)



Employment

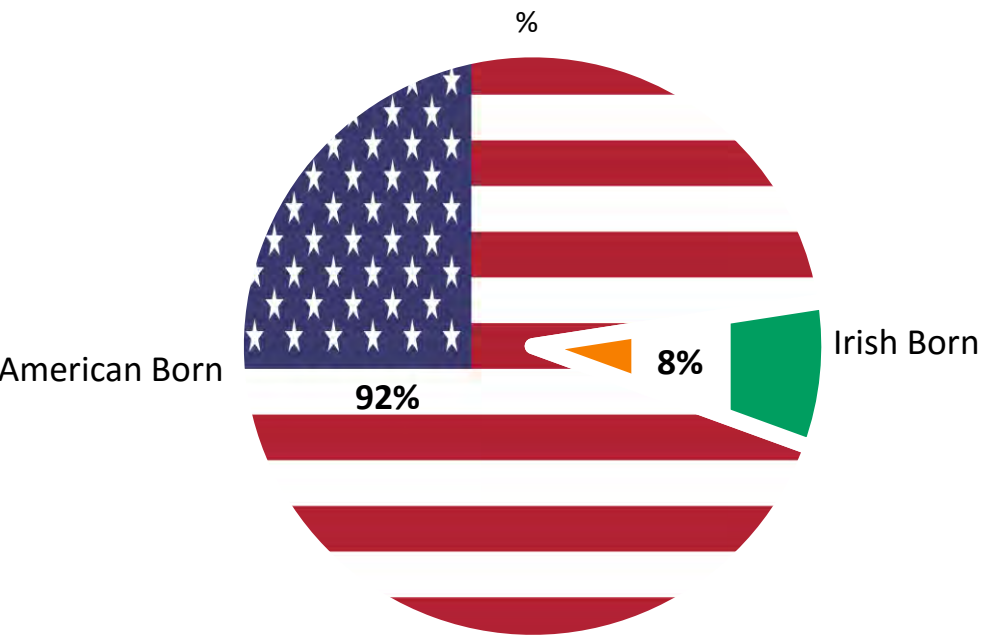
(Base: All respondents – 1368)



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%

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

(Base: All respondents – 1368)



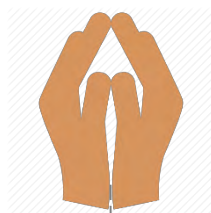
Born in Ireland
(n=111)

Age when they left Ireland	
AGE	PERCENT
U10	18
11-20	17
21-25	32
26-30	23
31+	10

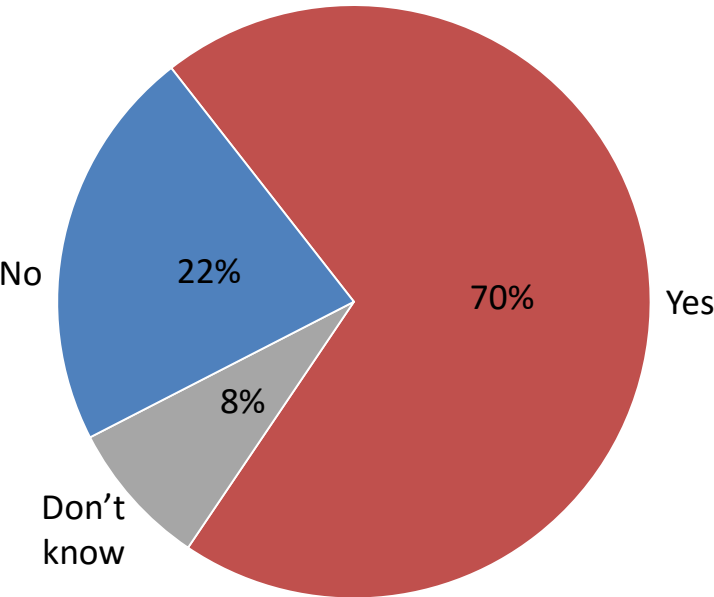
Average age = 21 years of age

Religion

(Base: All respondents – 1368)



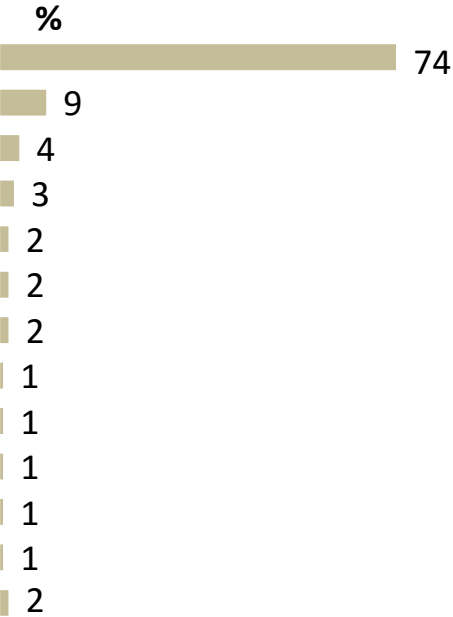
HAVE A RELIGION



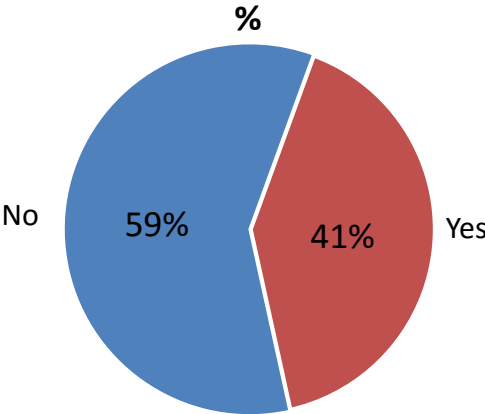
All with faith
(n=961)

- Roman Catholic
- Protestant (Other)
- Christian (Other)
- Wican
- Baptist
- Presbyterian
- Evangelical
- Church of Ireland
- Jewish
- Islamic
- Buddhism
- Methodist
- Other

FAITH

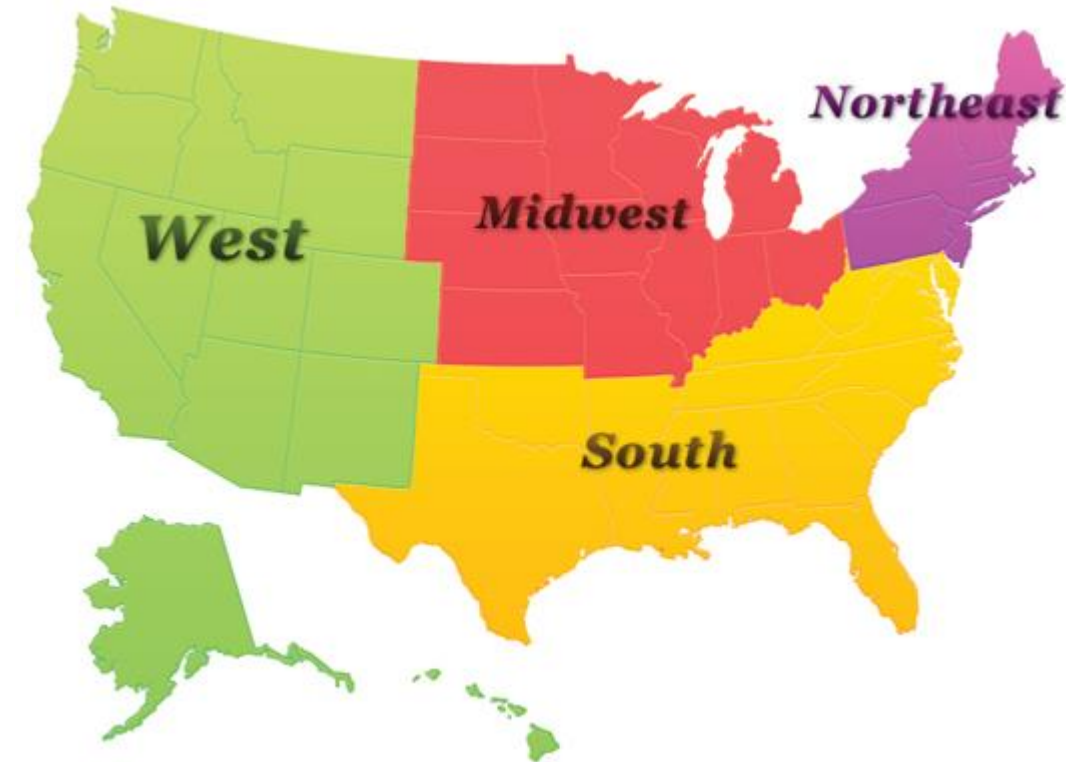


ATTEND SERVICES REGULARLY



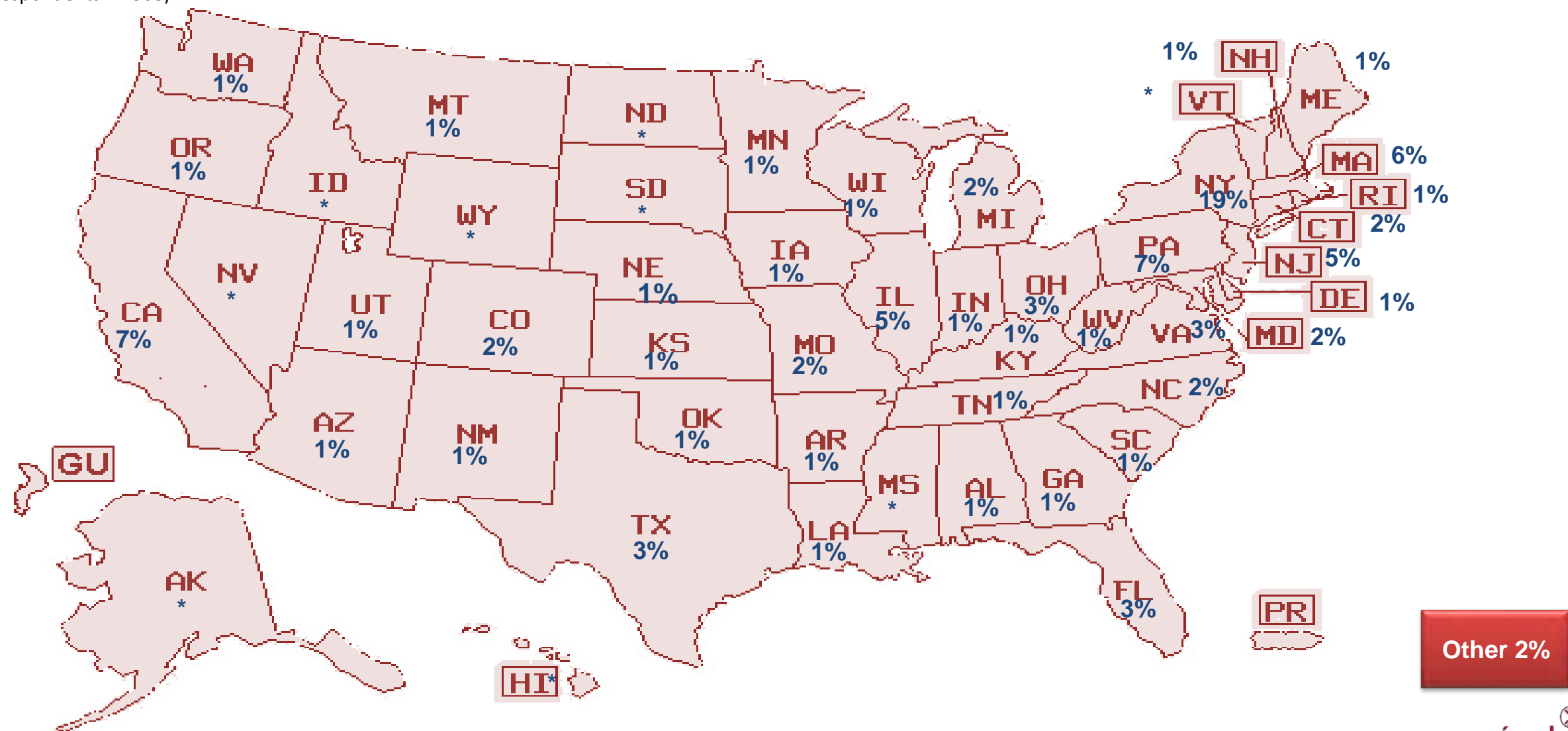
Sample Split

- 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?

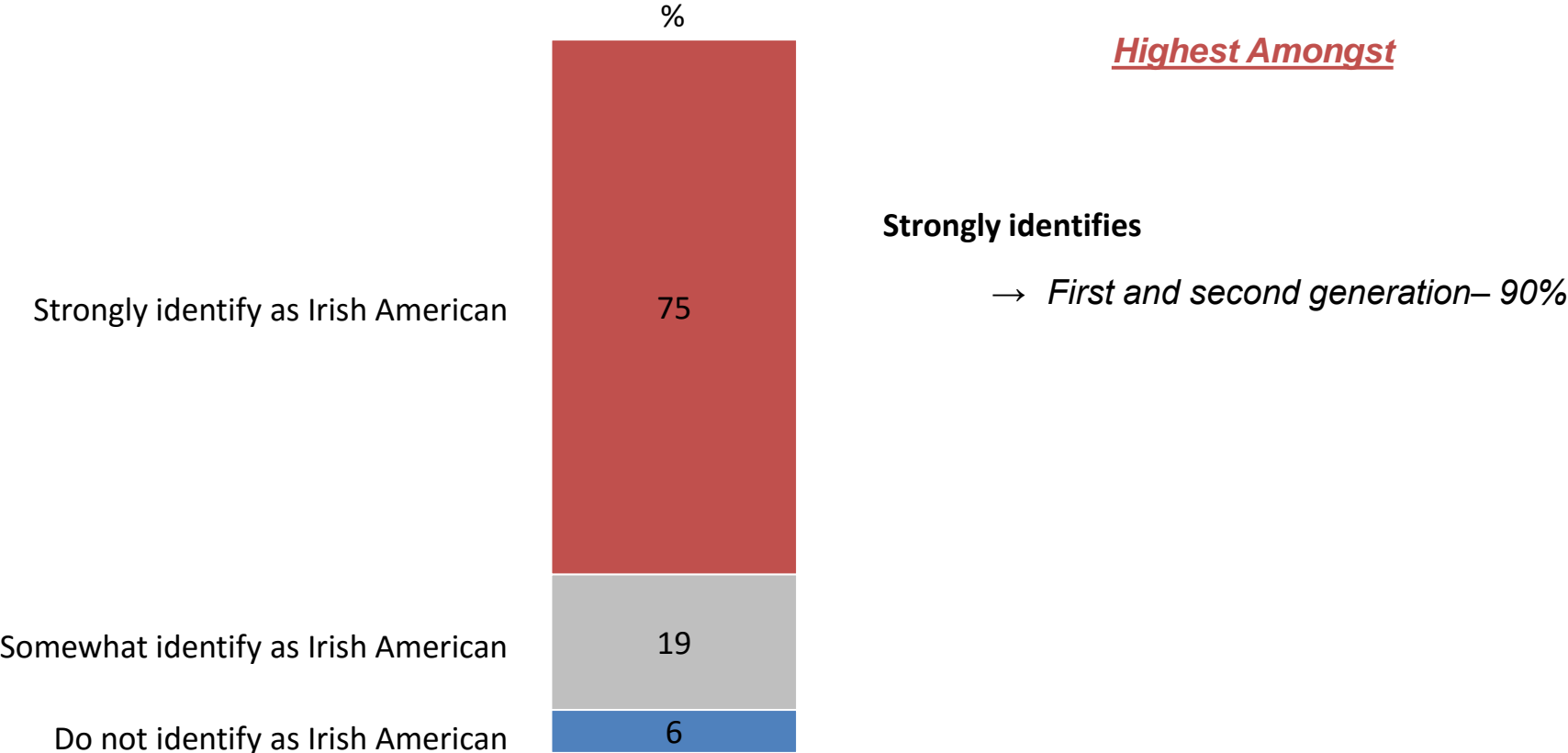
Irish Family Origins

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



Three quarters identify strongly as Irish American

(Base: All respondents – 1368)

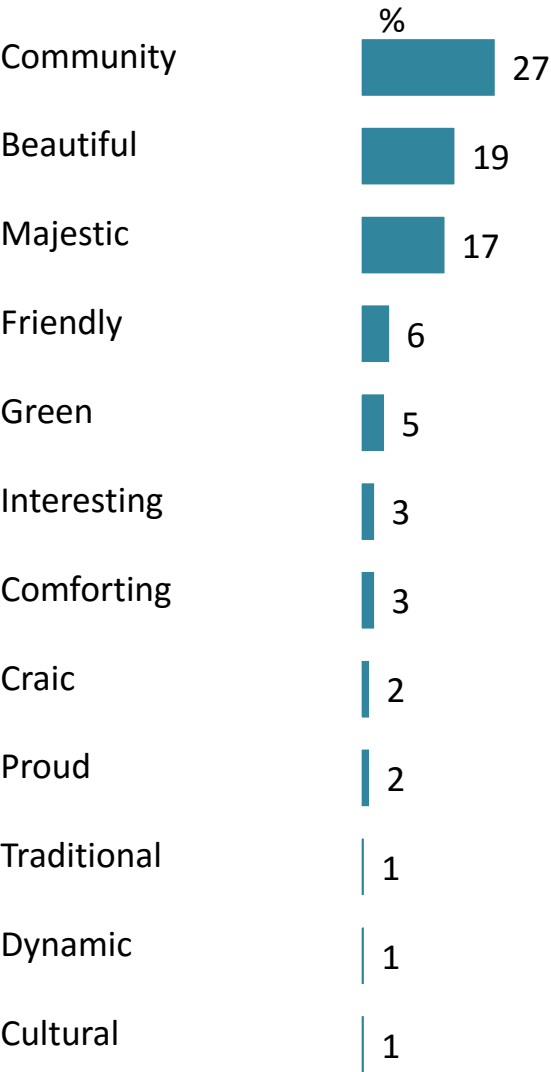




Links to Ireland

Ireland in one word....

(Base: All respondents – 1368)

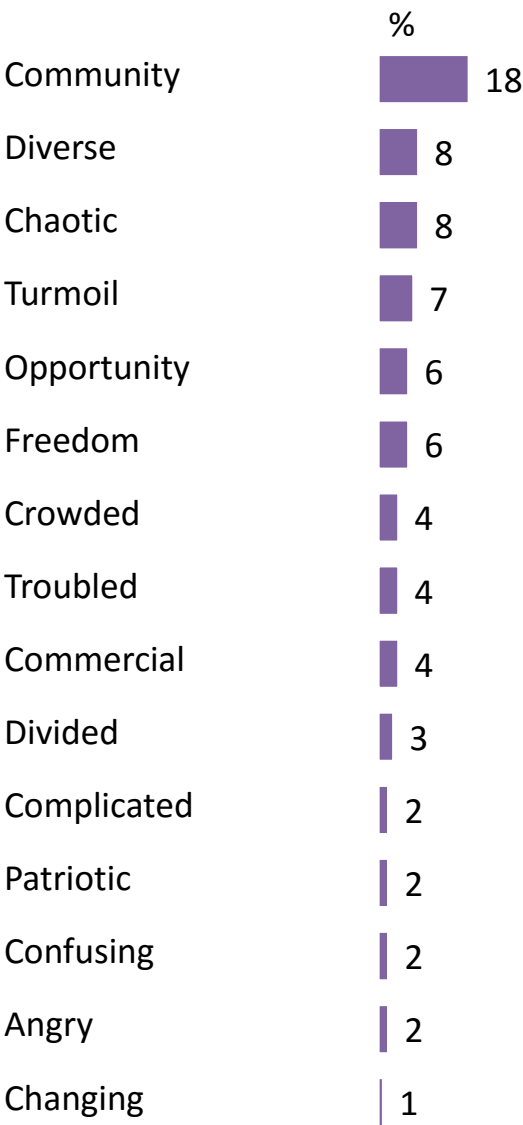


*All others 1% or less

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

America in one word...

(Base: All respondents – 1368)



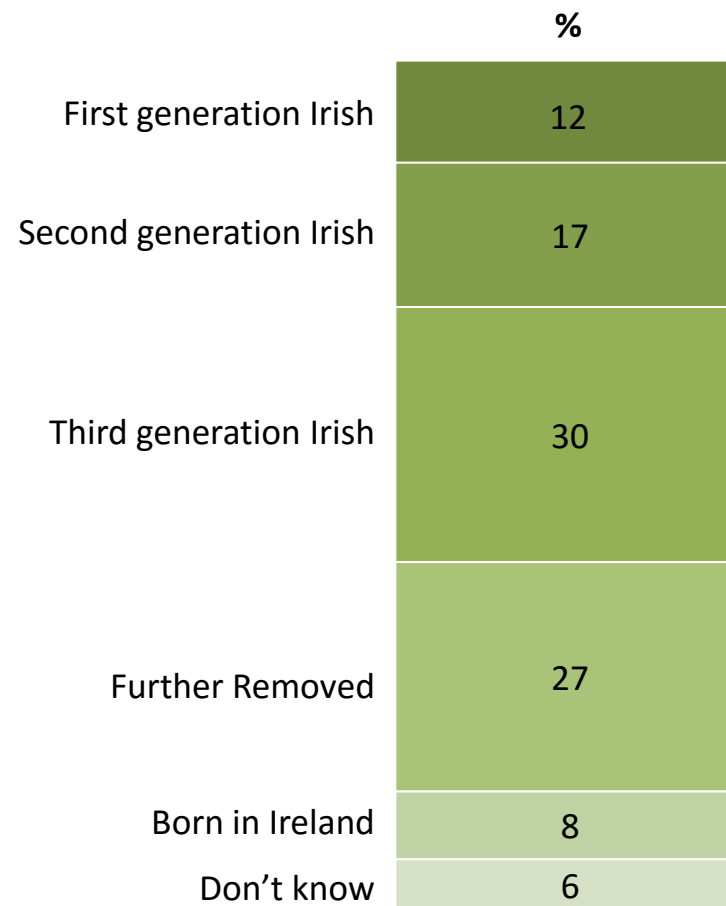
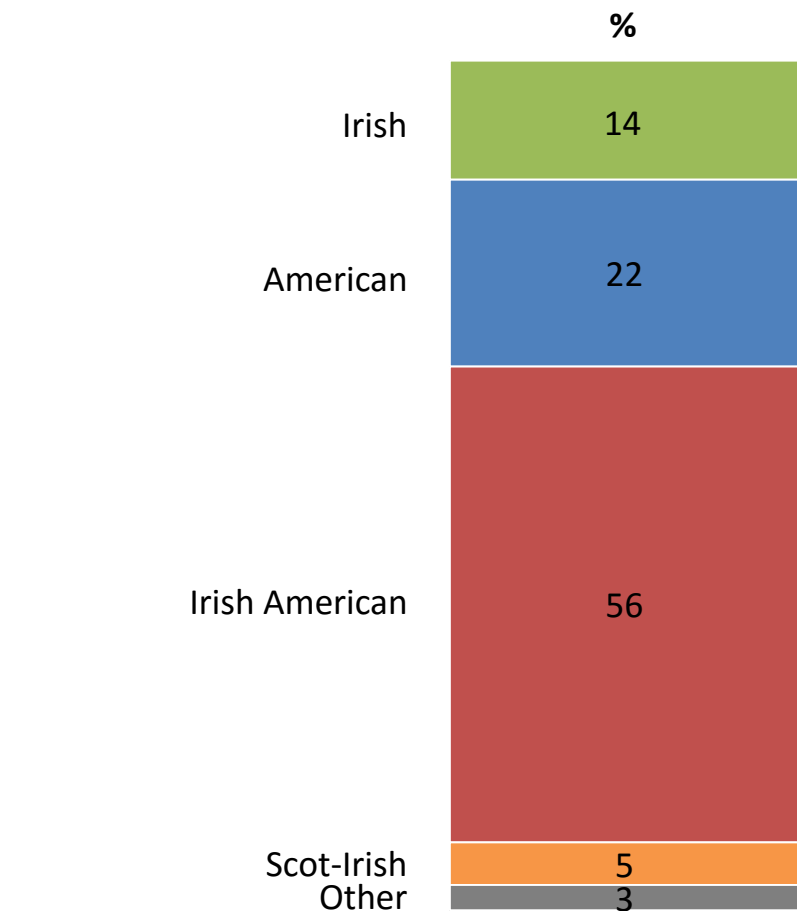
*All others 1% or less

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

The majority identify as Irish American

(Base: All respondents – 1368)

ARE YOU ...

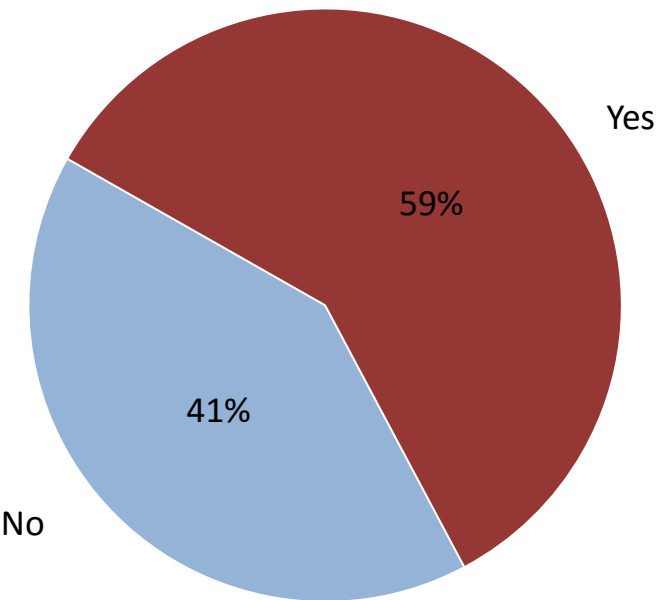


The majority have chosen Irish American ancestry over other ancestries

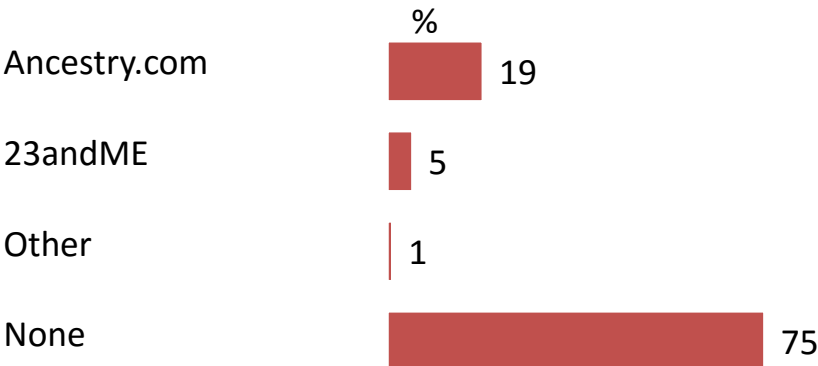
(Base: All respondents – 1368)



**CHOSEN IRISH AMERICAN
OVER OTHER POSSIBLE ANCESTRY**
%



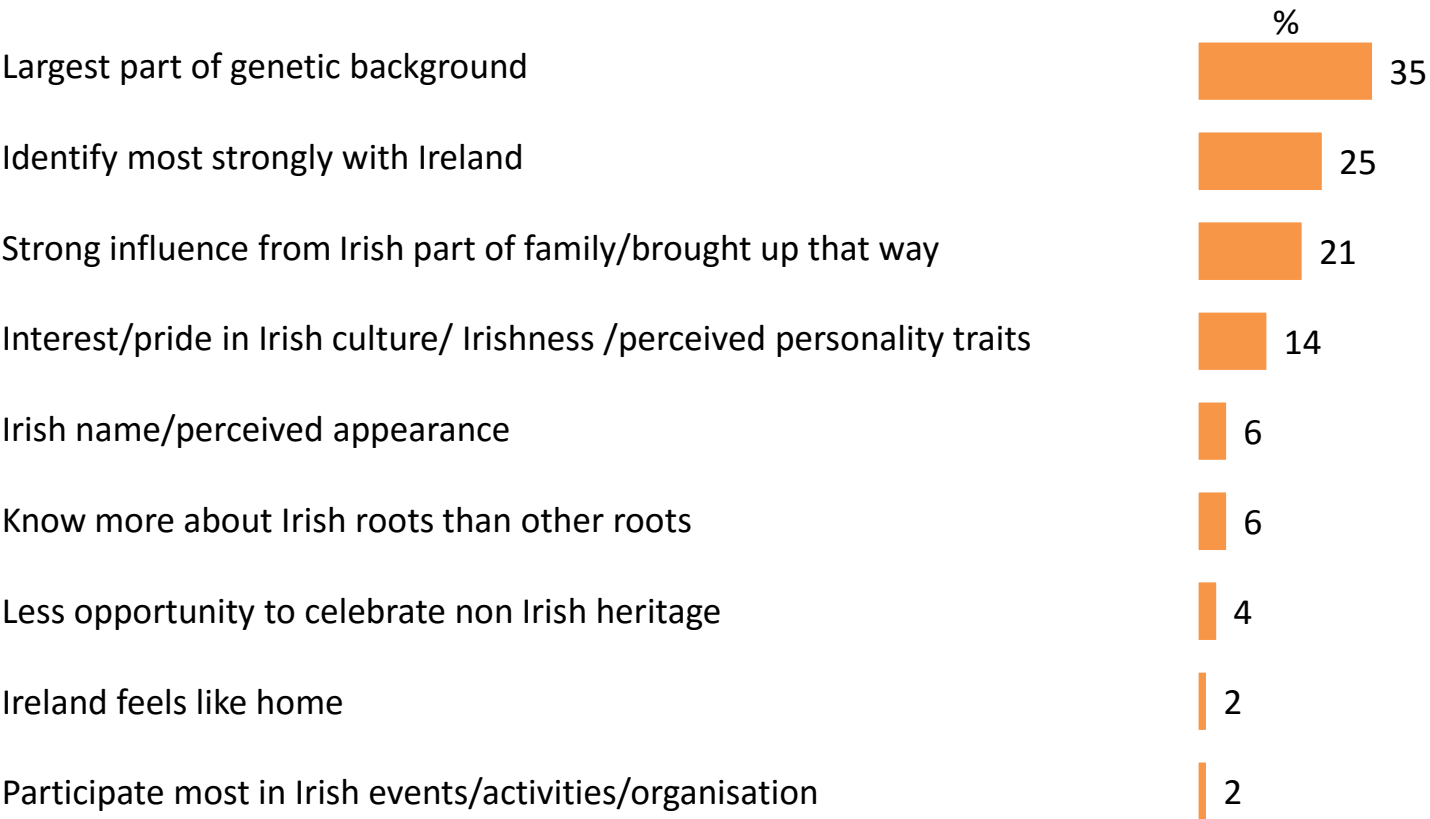
CHECKED ANCESTRY



25% have checked their ancestry with a DNA test.

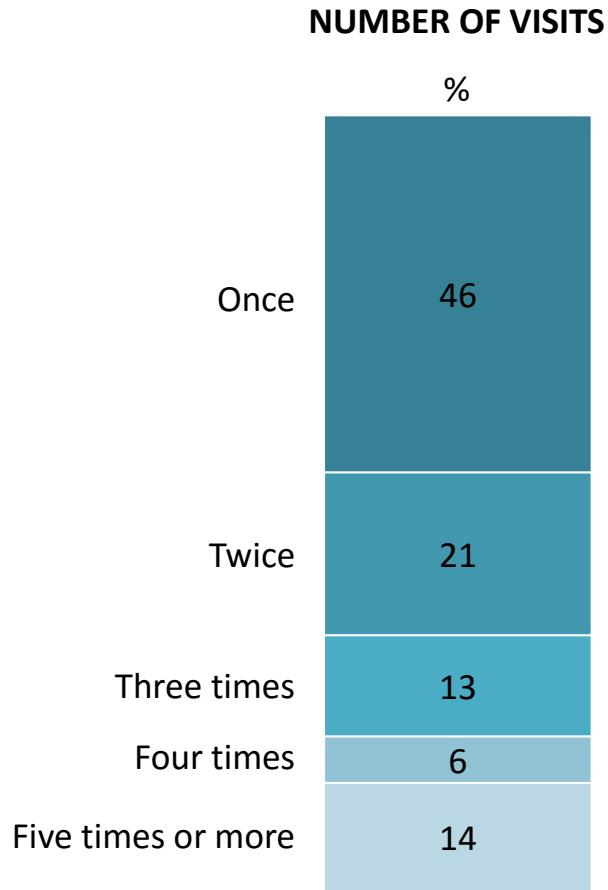
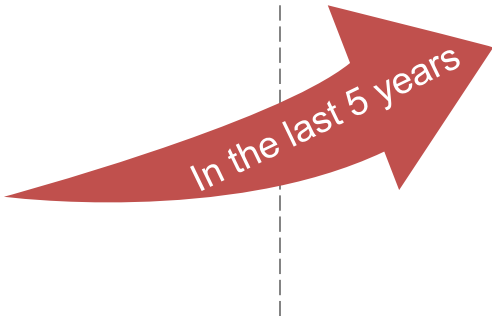
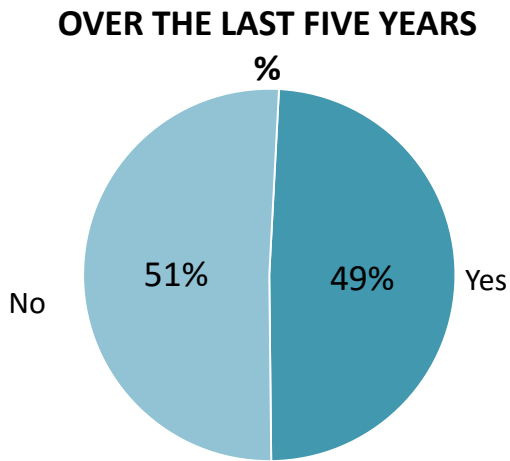
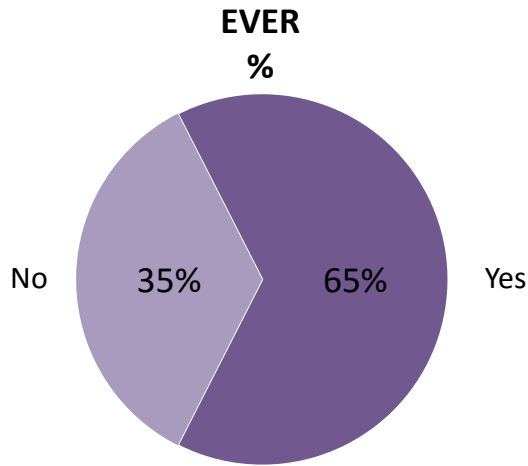
People choose to be Irish American because of genetics and a strong bond with Ireland

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



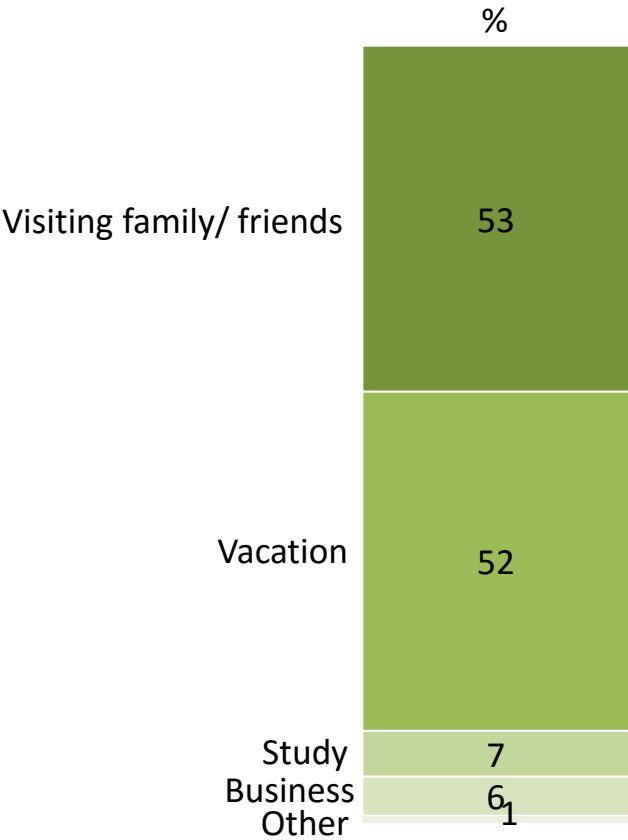
Half of respondents have been to Ireland in the past five years

(Base: All respondents – 1368)



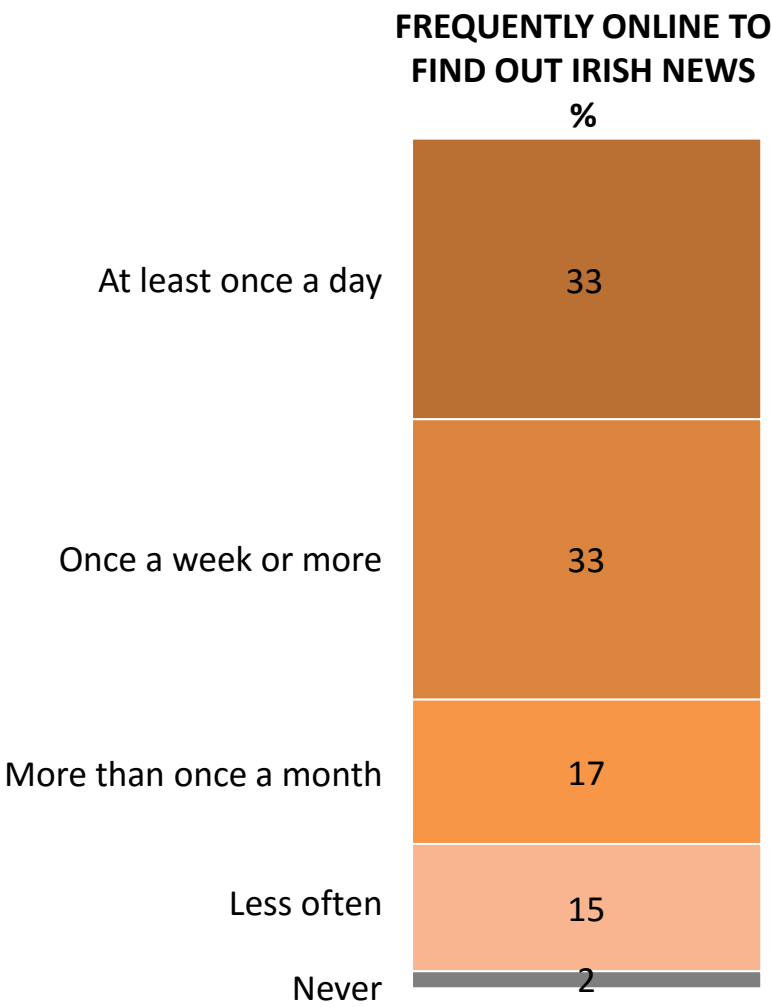
Vacationing and visiting family and friends drive people to Ireland

(Base: All respondents – 1368)



One third catch up on Irish news daily through online resources

(Base: All respondents – 1368)



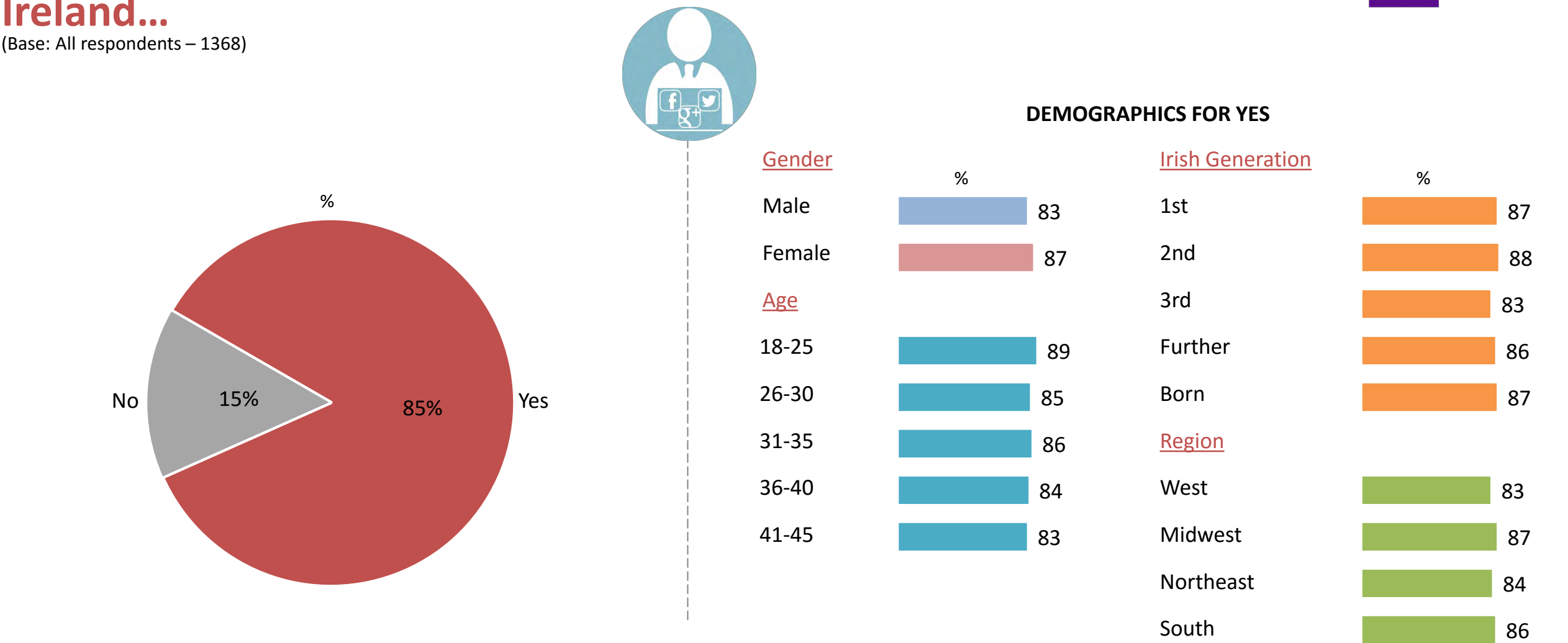
IRISH FOCUSED MEDIA SOURCE MOST FREQUENTLY VISITED (EXCL Irish Central)*



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?

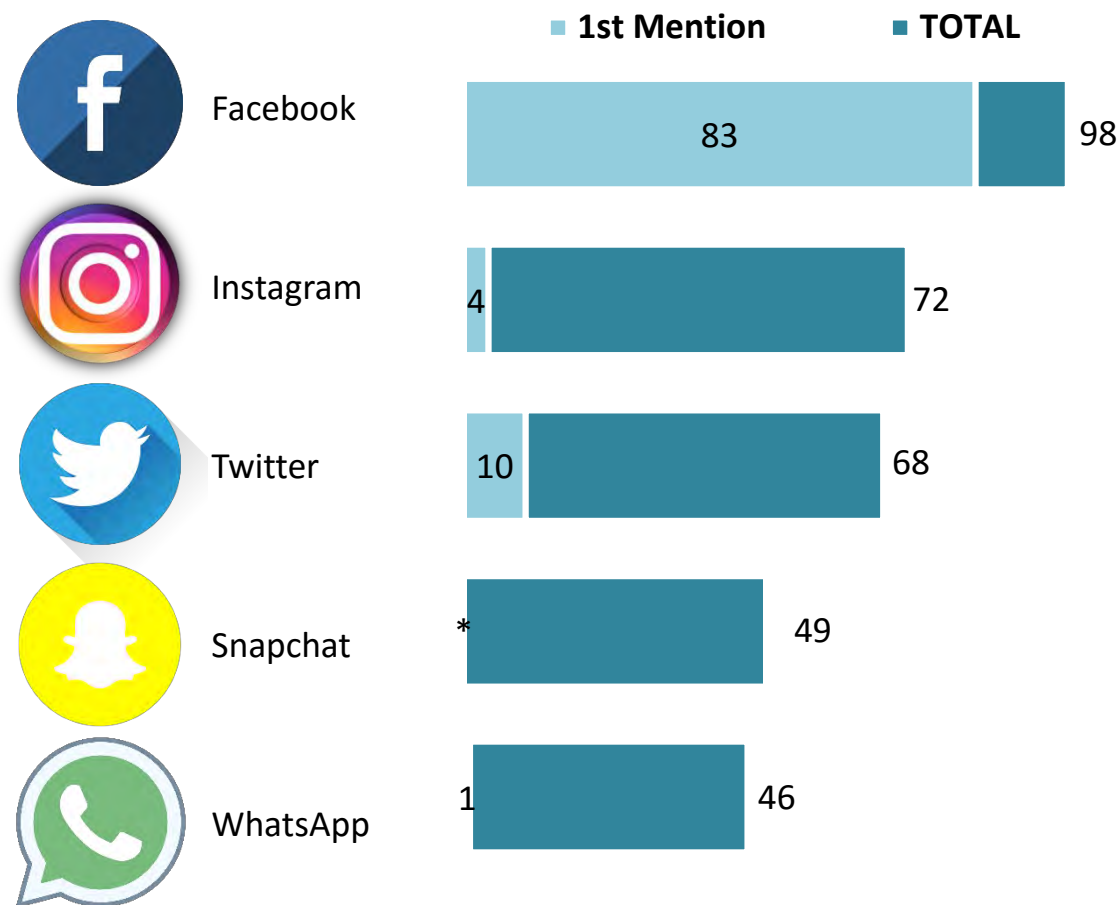
Social media plays a major role in engaging Irish Americans with Ireland...

(Base: All respondents – 1368)



...with Facebook leading the way in facilitating engagement

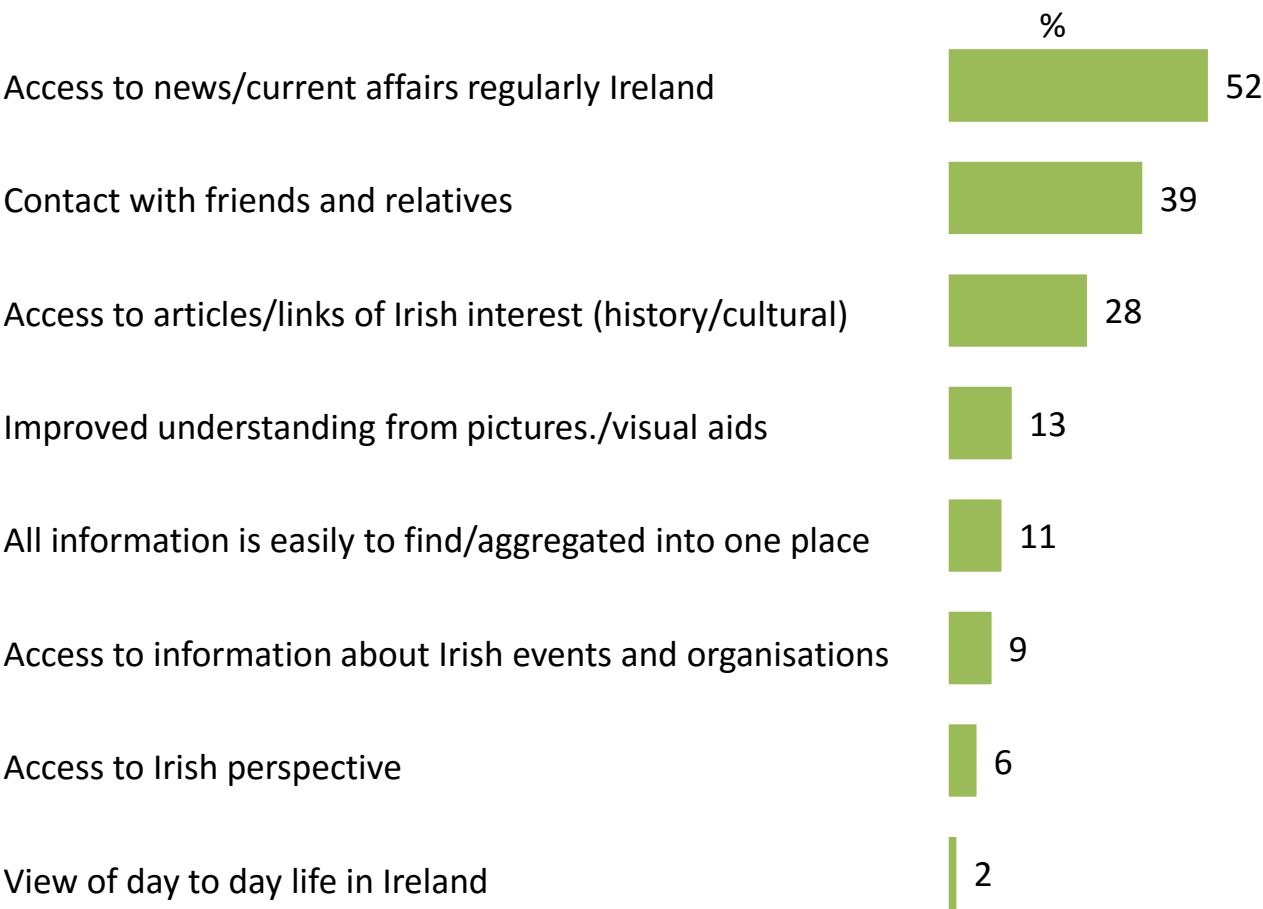
(Base: All who feel social media platforms have increased their engagement with Ireland – 1163)



*All others 1% or less

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

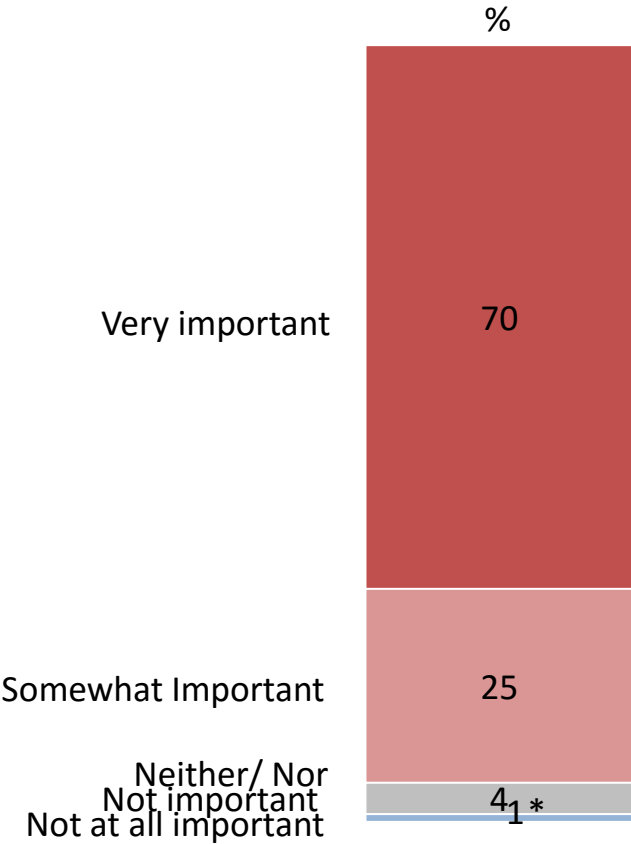
(Base: All who feel social media platforms have increased their engagement with Ireland – 1163)



**All others 1% or less*

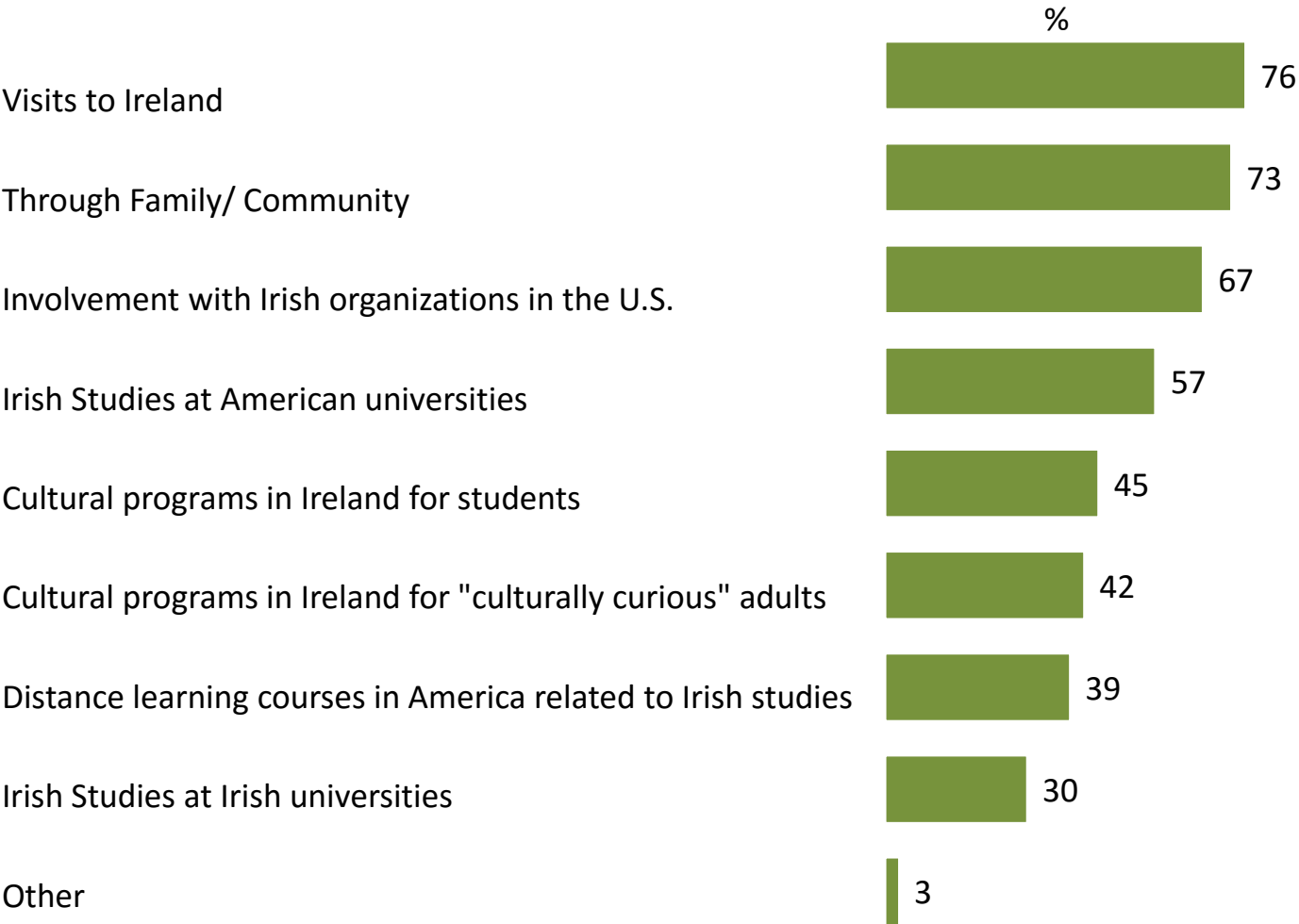
Staying connected to Ireland is of upmost importance to Irish Americans

(Base: All respondents – 1368)



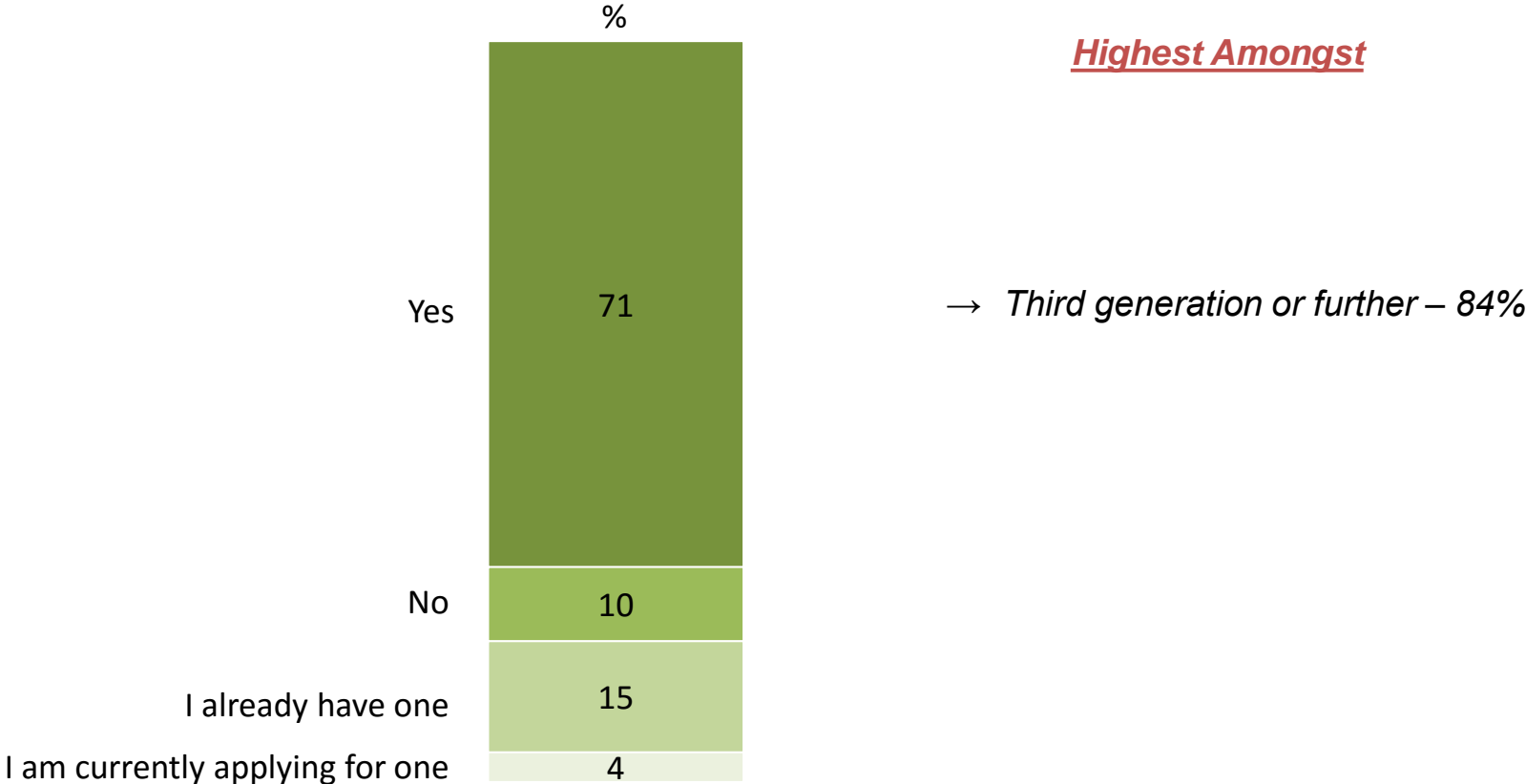
Visits to Ireland and connecting with friends and family will help Irish Americans sustain their heritage

(Base: All respondents – 1368)



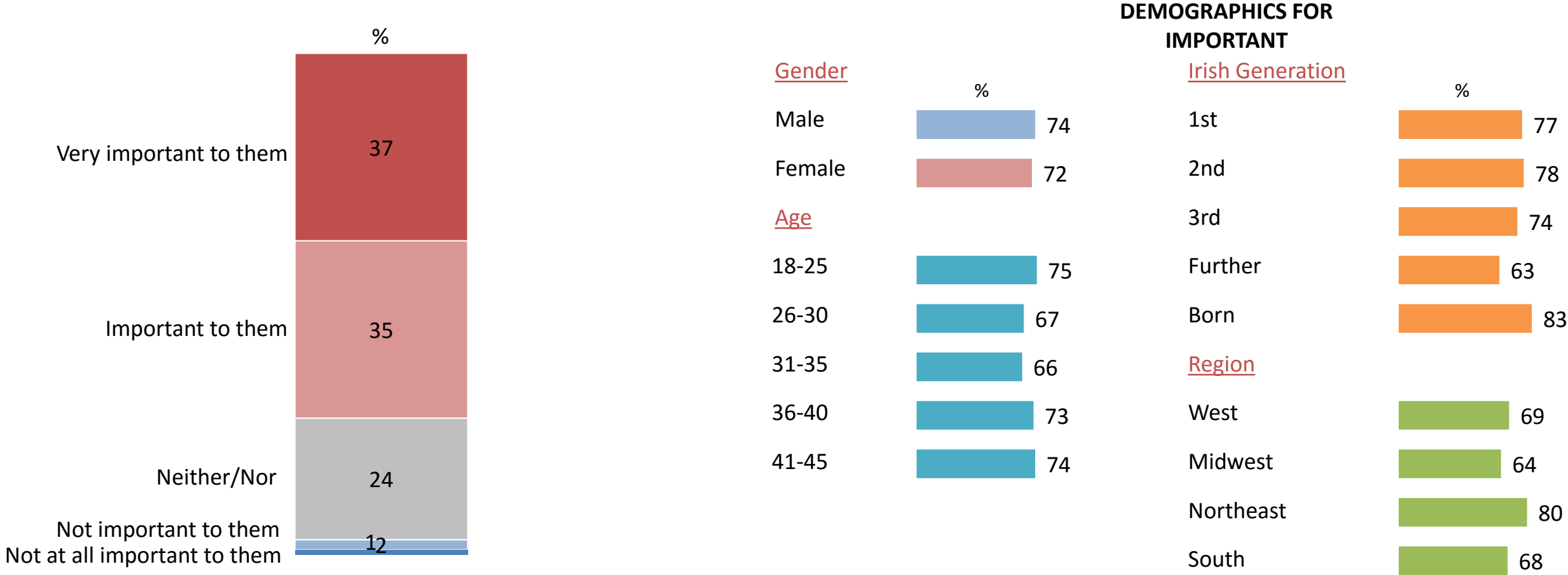
7 in 10 would be interested in getting an Irish passport while 15% already have one

(Base: All respondents – 1368)



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

(Base: All parents – 559)

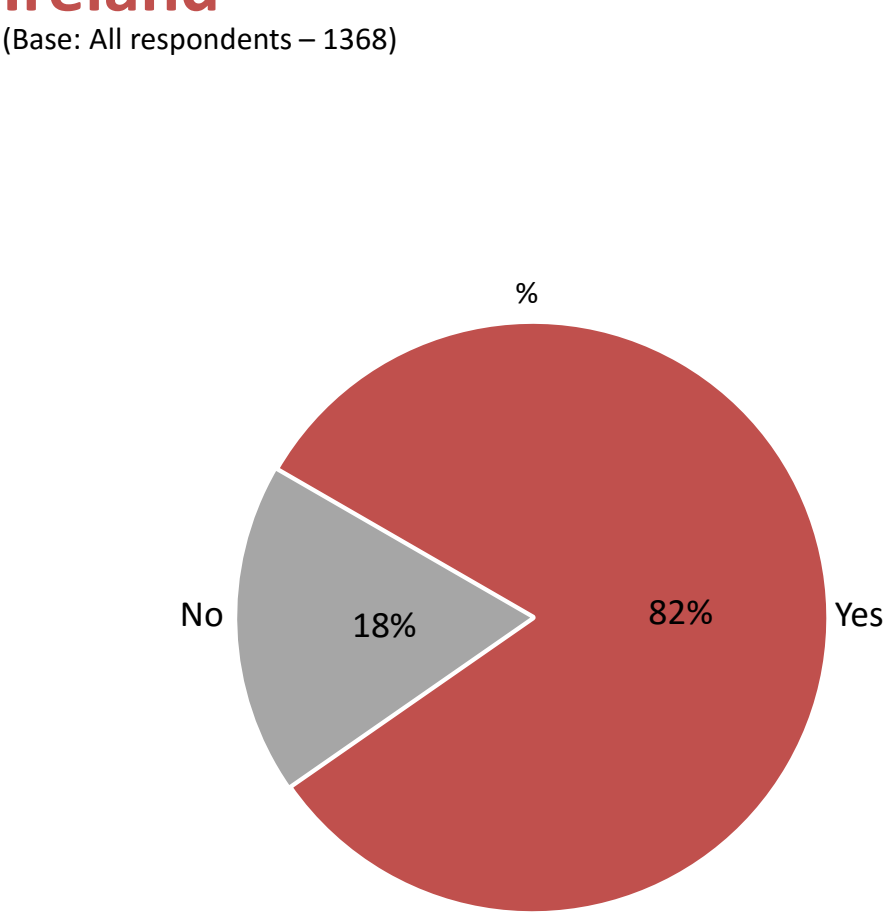


Irish History and Culture



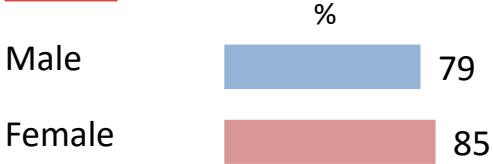
There is a strong interest in cultural or Irish studies when visiting Ireland

(Base: All respondents – 1368)

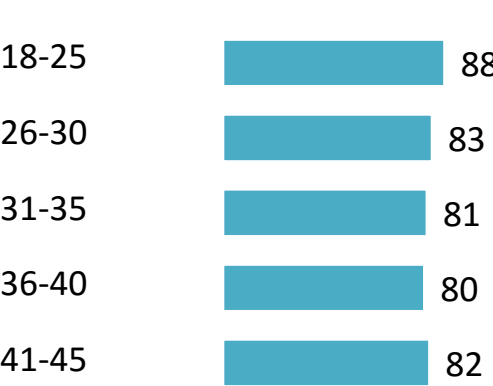


DEMOGRAPHICS FOR YES

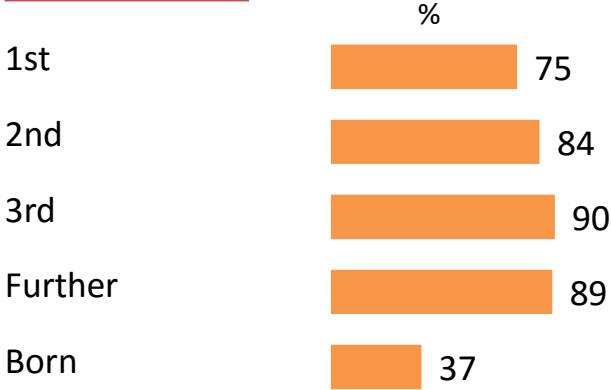
Gender



Age



Irish Generation

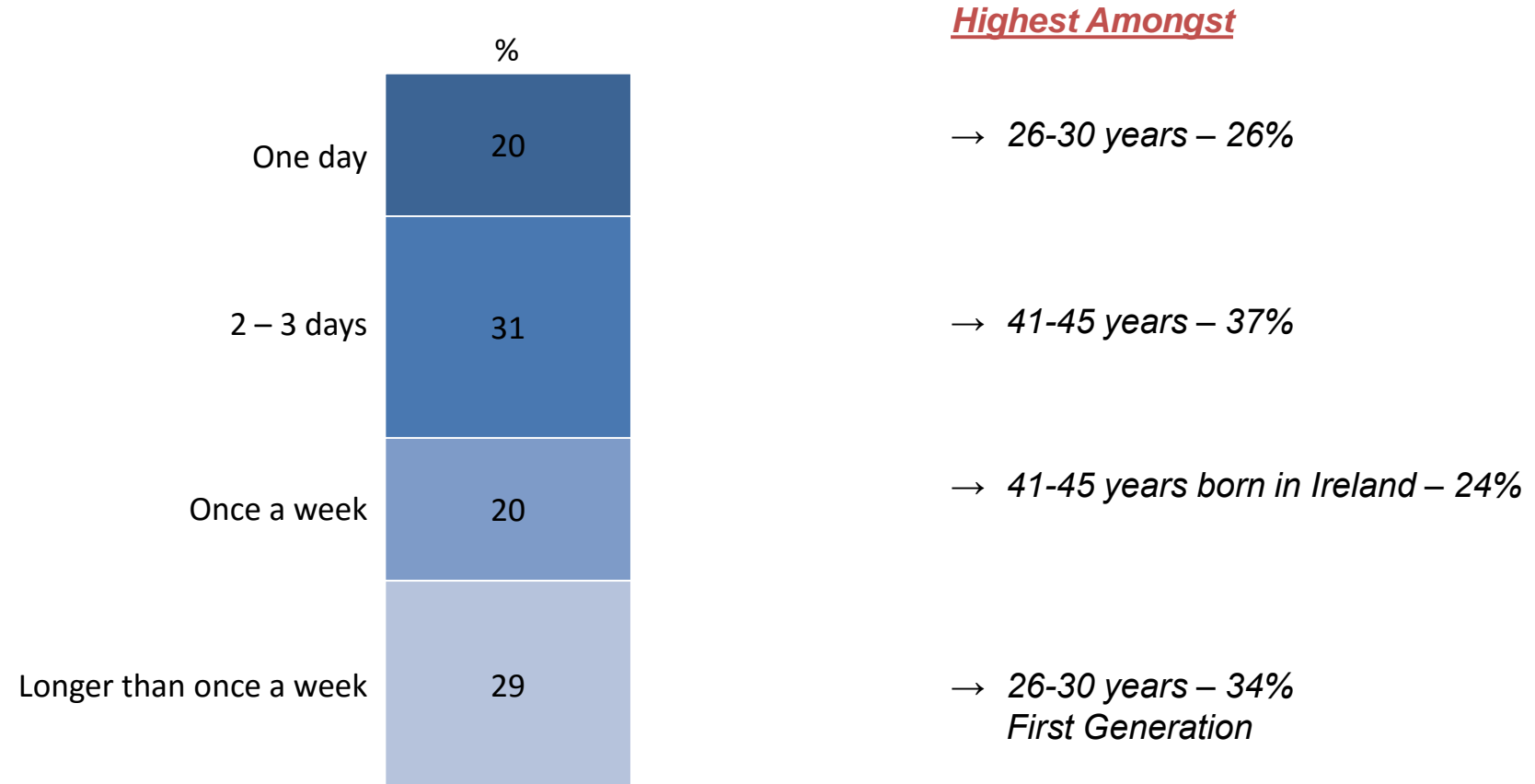


Region



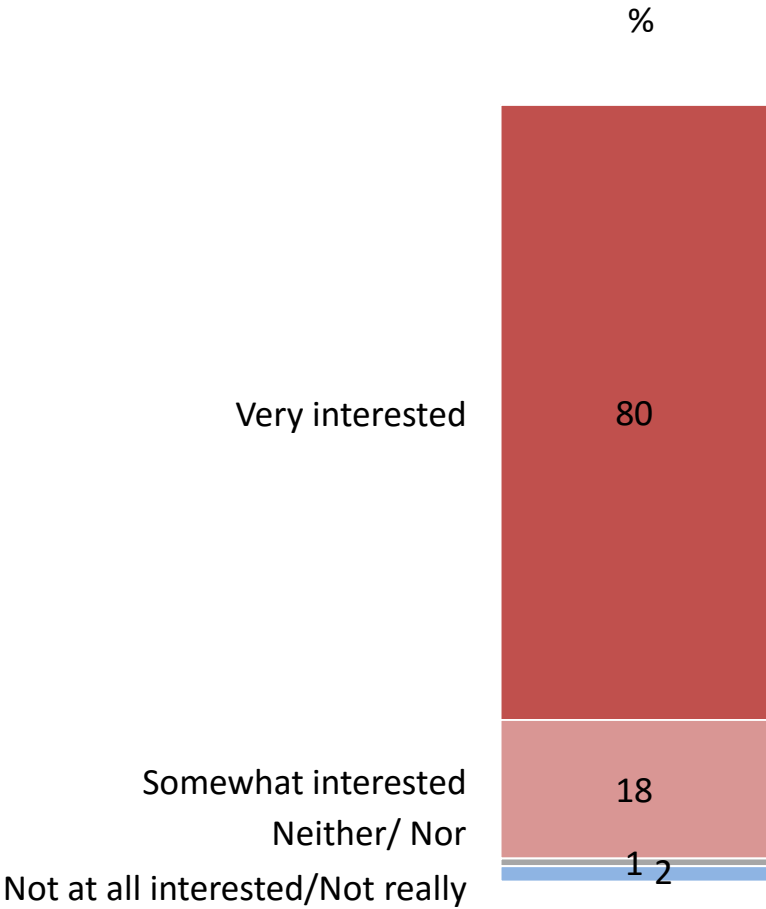
3 in 10 would be interested in attending a week long course

(Base: All respondents – 1368)



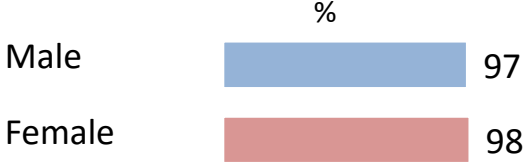
There is a clear passion for learning about Irish history...

(Base: All respondents – 1368)

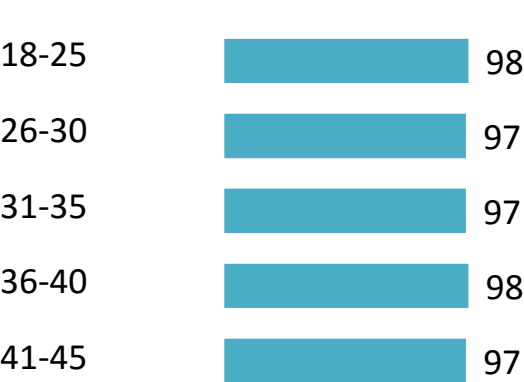


DEMOGRAPHICS FOR YES

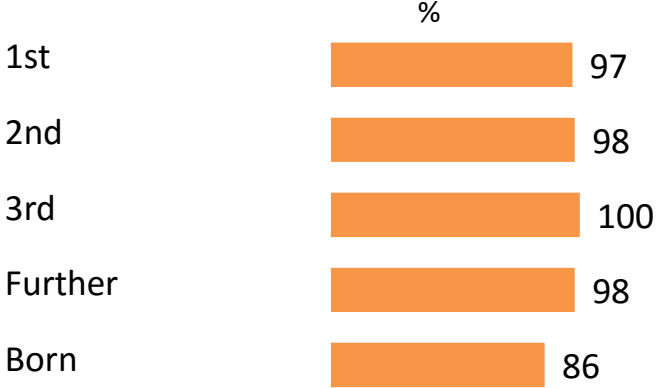
Gender



Age



Irish Generation

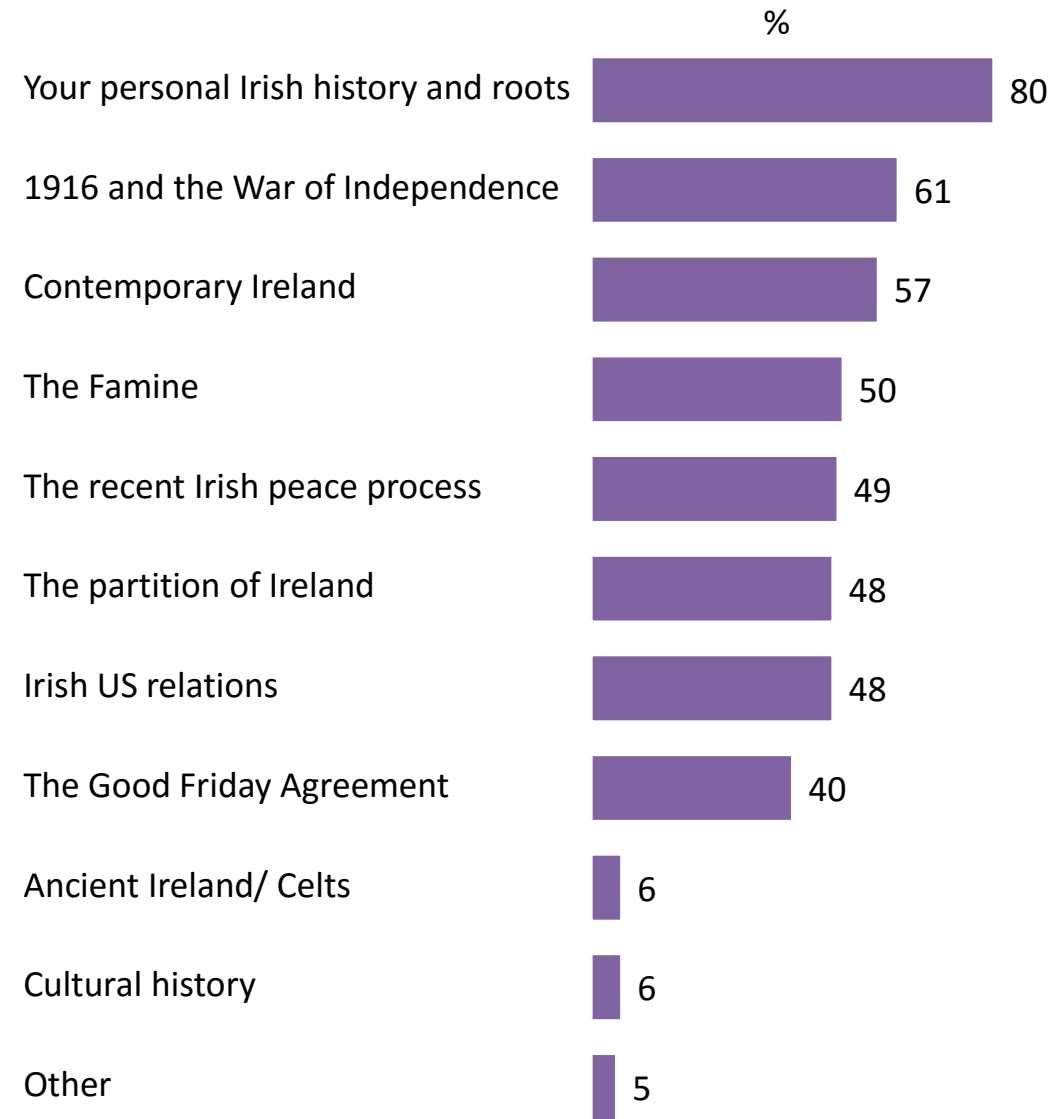


Region



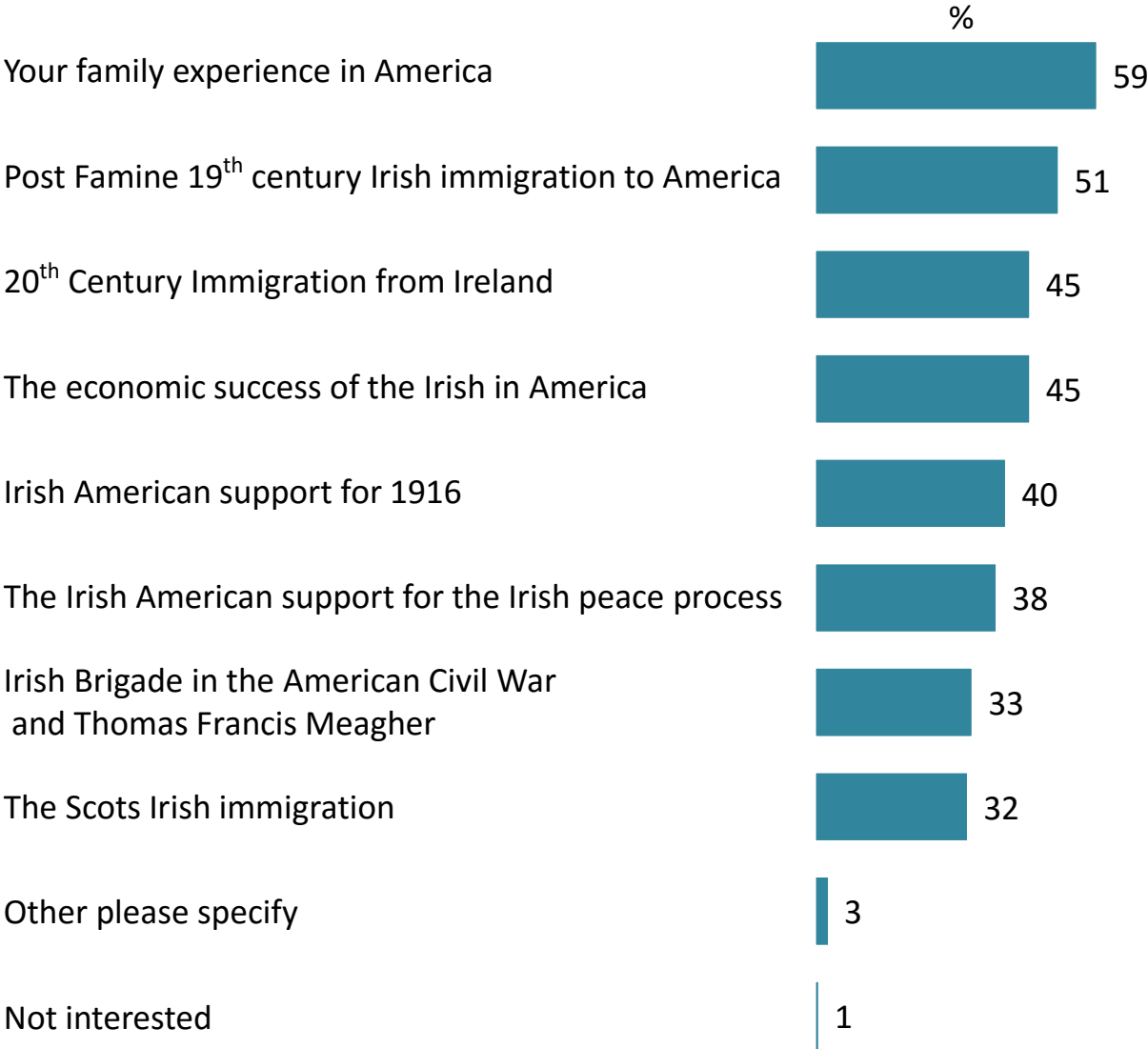
...with peoples own personal roots of most interest

(Base: All respondents – 1368)



People are most interested in learning about personal experiences and exploring their own family history

(Base: All respondents – 1368)



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

(Base: All respondents – 1368)

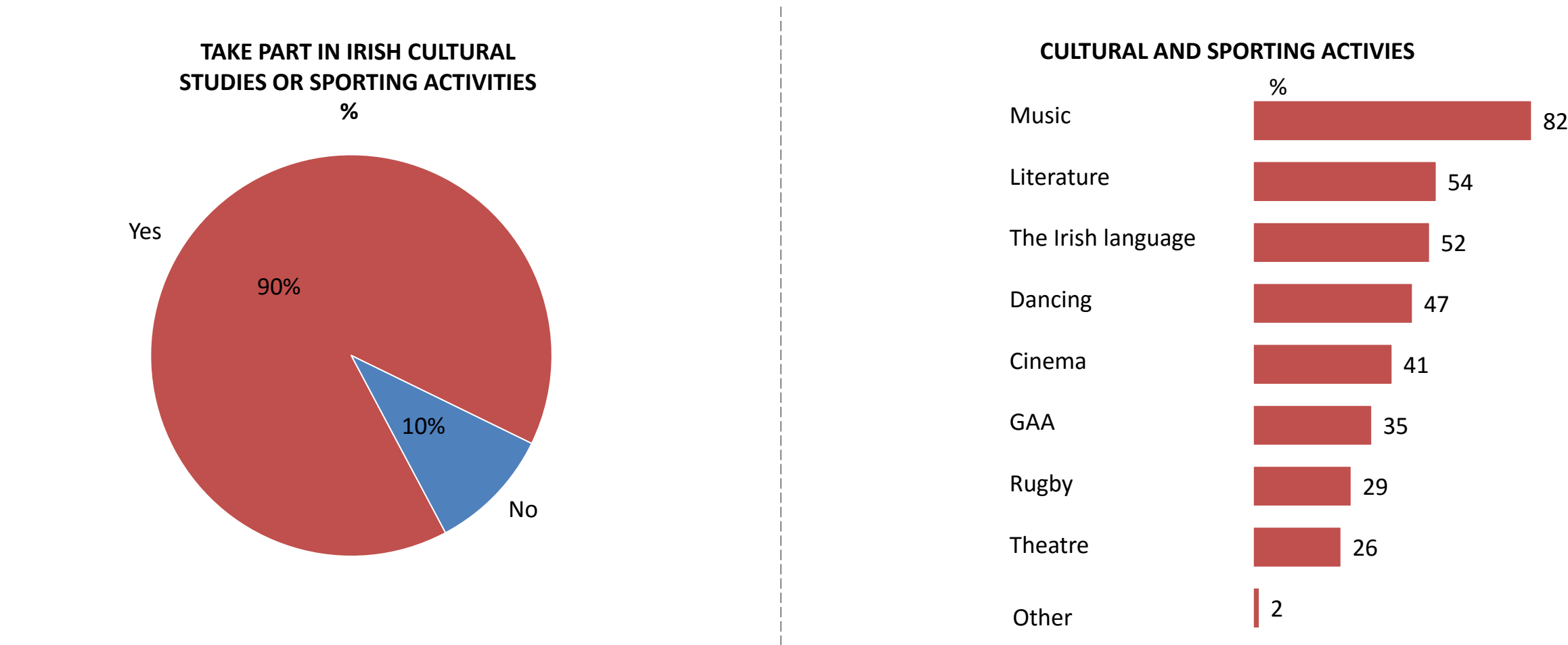


All others 1% or less

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)

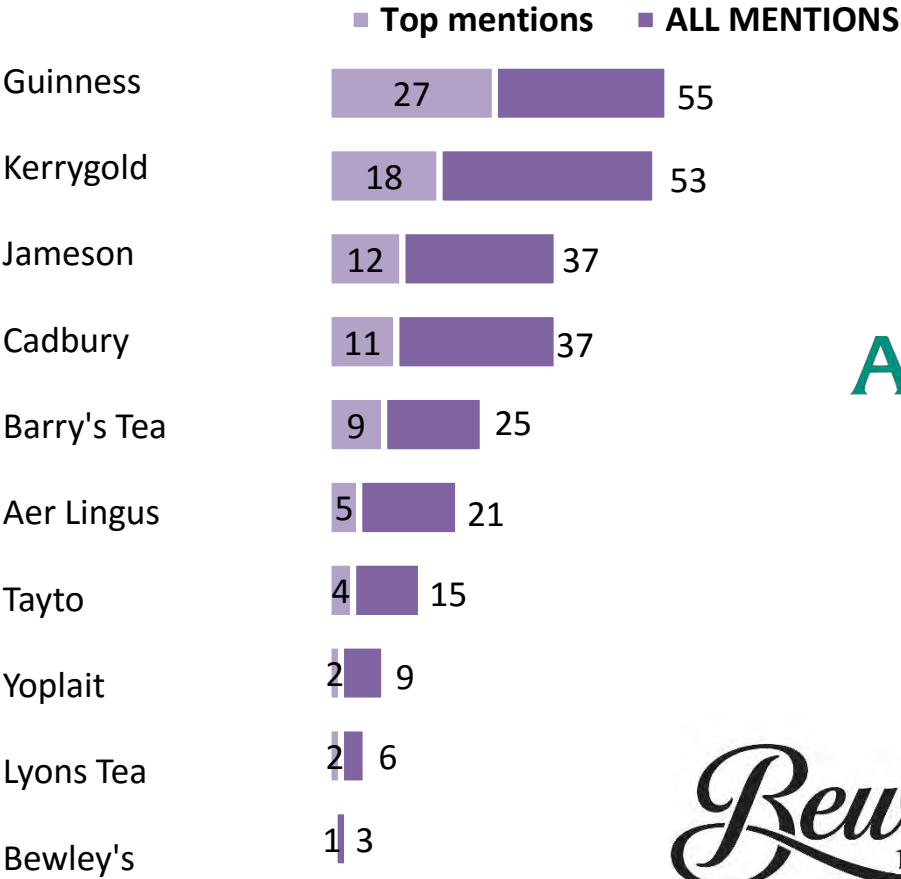


The background of the slide is a 2x3 grid of textured paper squares. The top row consists of a green square on the left, a white square in the middle, and an orange square on the right. The bottom row consists of a green square on the left, a light gray square in the middle, and a light beige square on the right. The text 'Irish Favourites' is positioned on the left side of the middle row, spanning across the green and light gray squares.

Irish Favourites

Guinness tops the list of favourite Irish brands

(Base: All respondents – 1368)

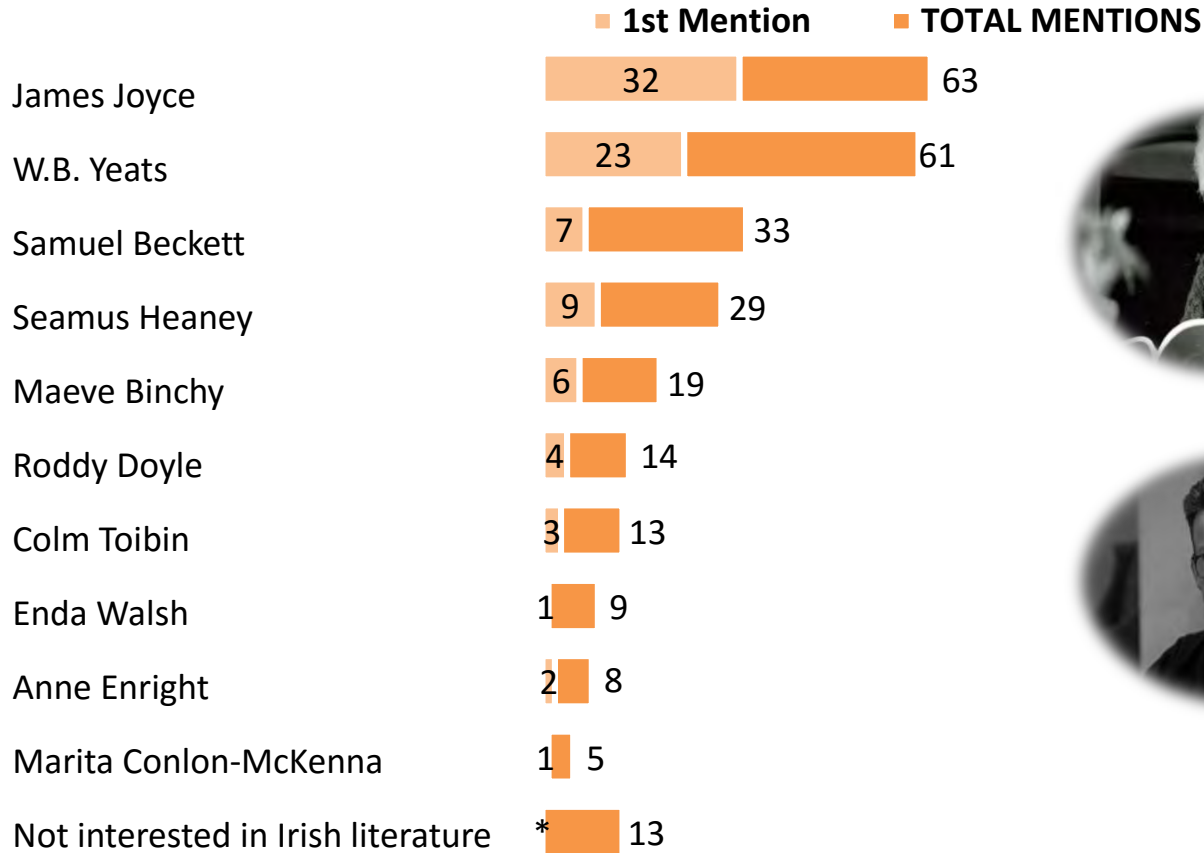


*All others 3% or less

Q.35 What are your favourite Irish Brands?

Important figures in Irish literature...

(Base: All respondents – 1368)



*All others 4% or less

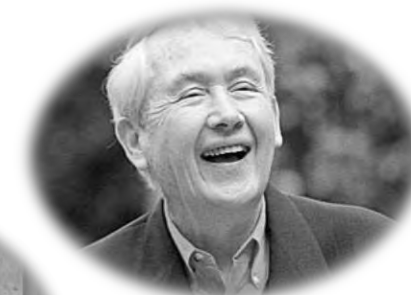
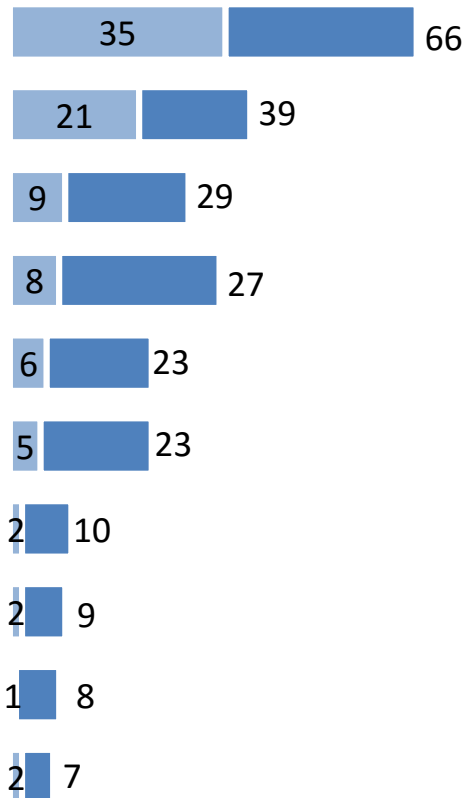
Favoured Irish American Writers...

(Base: All respondents – 1368)



- F. Scott Fitzgerald
- Frank McCourt
- Flannery O'Connor
- Mary Higgins Clark
- Eugene O'Neill
- Cormac McCarthy
- Alice McDermott
- Maeve Brennan
- William Kennedy
- Colum McCann

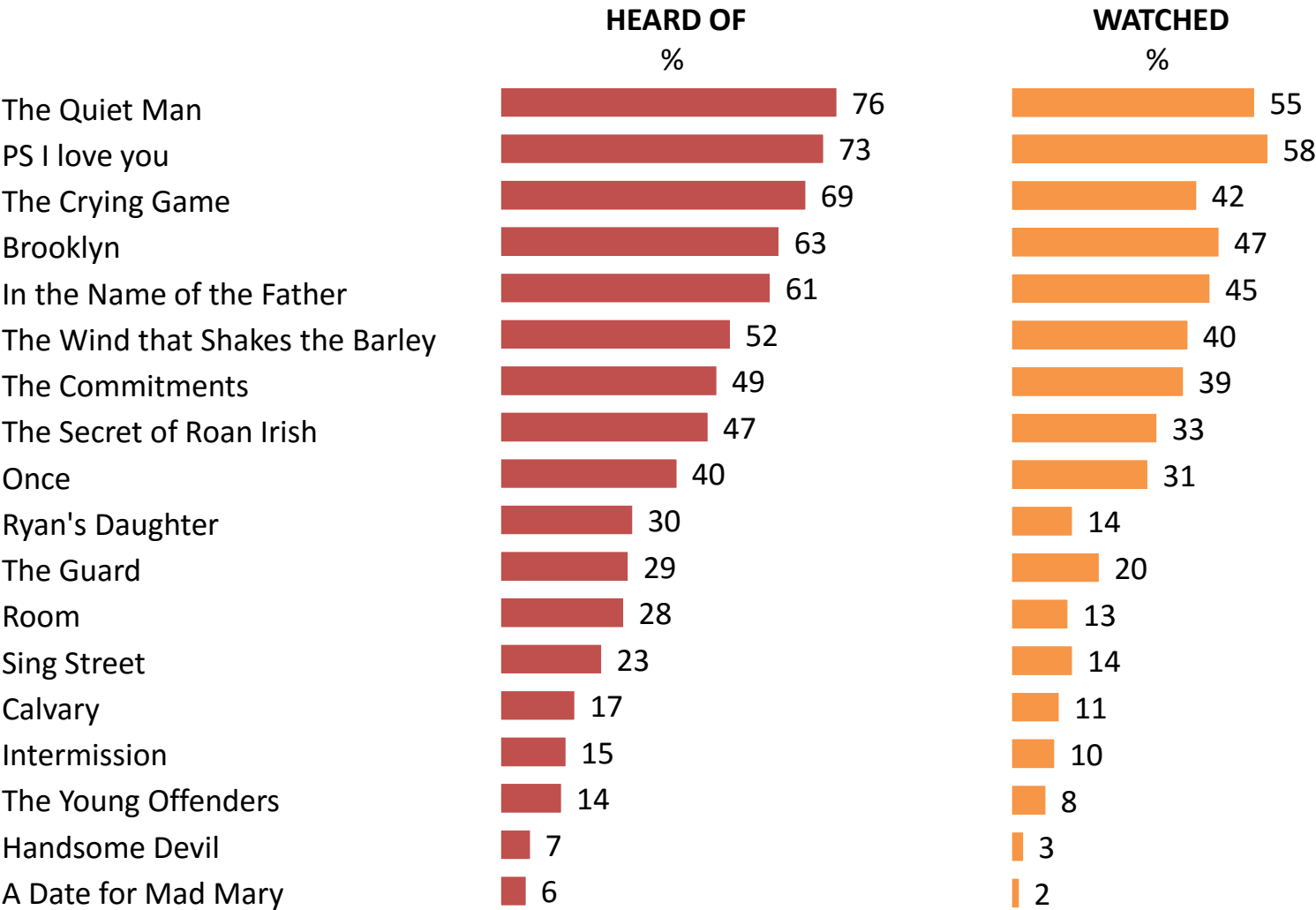
■ Top Mentions ■ ALL MENTIONS



*All others 5% or less

Commonly watched Irish movies...

(Base: All respondents – 1368)



*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)



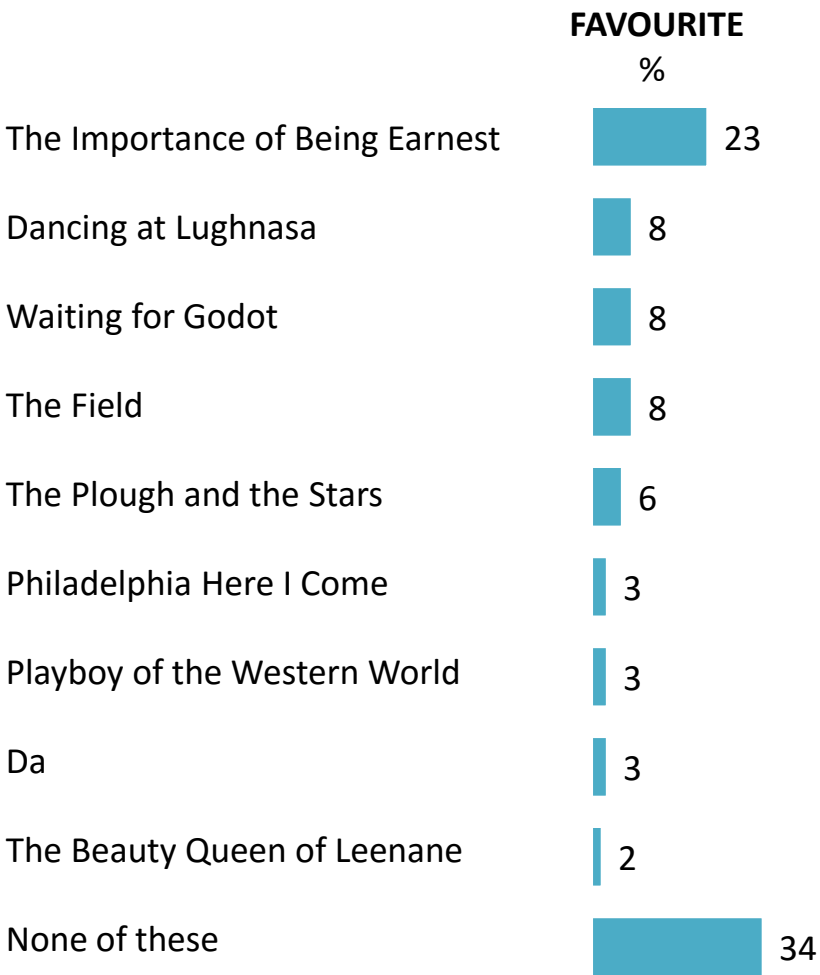
	FAVOURITE
	%
The Quiet Man	14
PS I love you	14
The Wind that Shakes the Barley	13
Brooklyn	11
In the Name of the Father	11
The Commitments	7
The Secret of Roan Irish	7
Once	5
The Crying Game	3
The Guard	3
Sing Street	2
The Young Offenders	1
Calvary	1
Room	1
Intermission	1

*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)

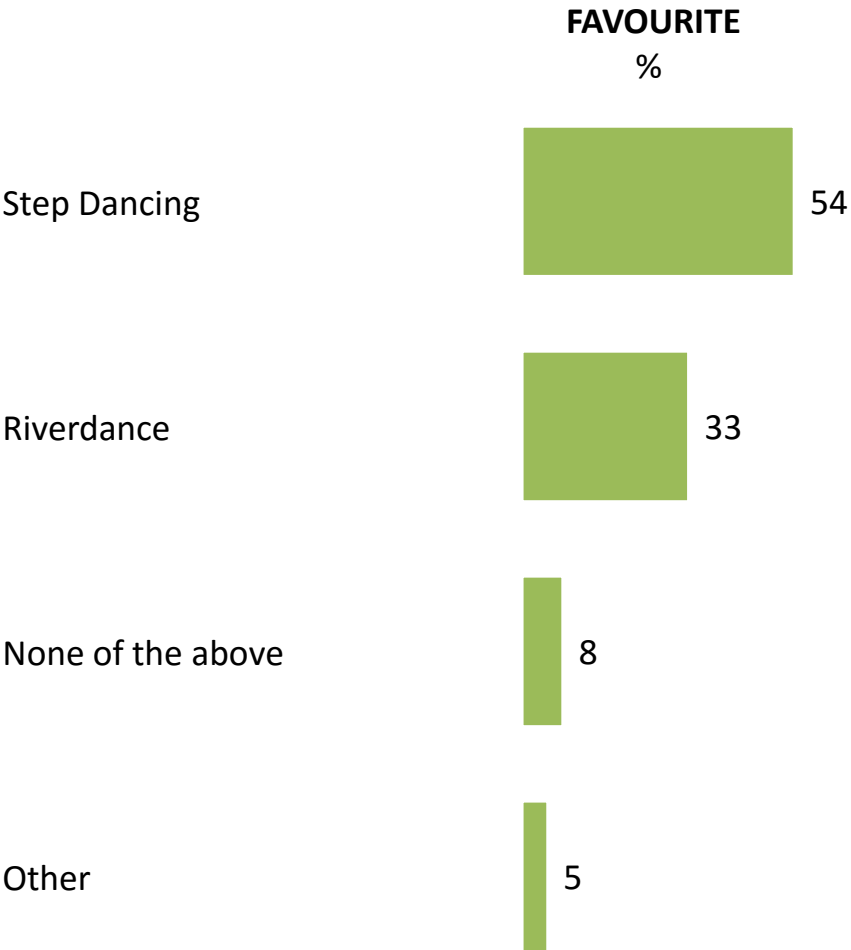


**All others 1% or less*

Q.40 What is your favourite Irish play?

Favourite Irish Dance

(Base: All respondents – 1368)



*All others 1% or less

Favourite Irish Books...

(Base: All respondents – 1368)

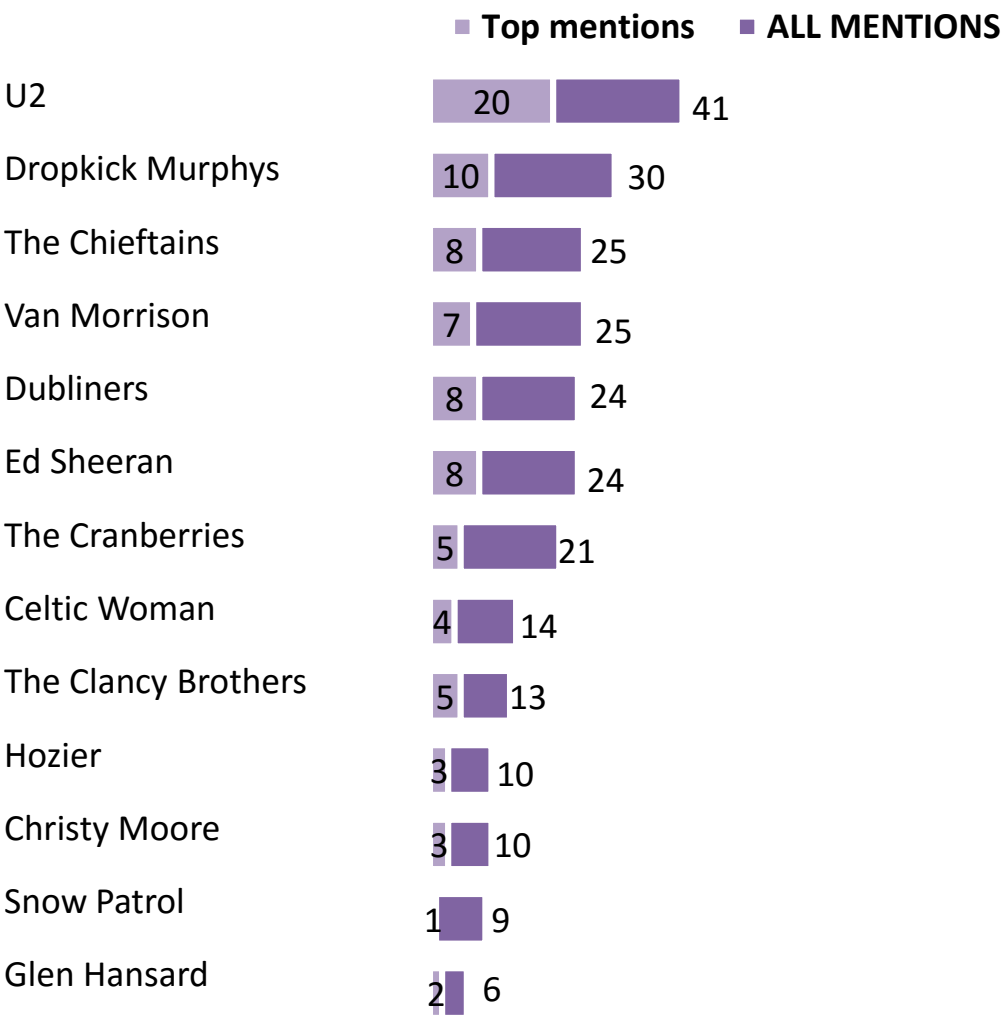


*All others 1% or less

Q.42 What is your favourite Irish book?

U2 are the most favoured Irish band

(Base: All respondents – 1368)

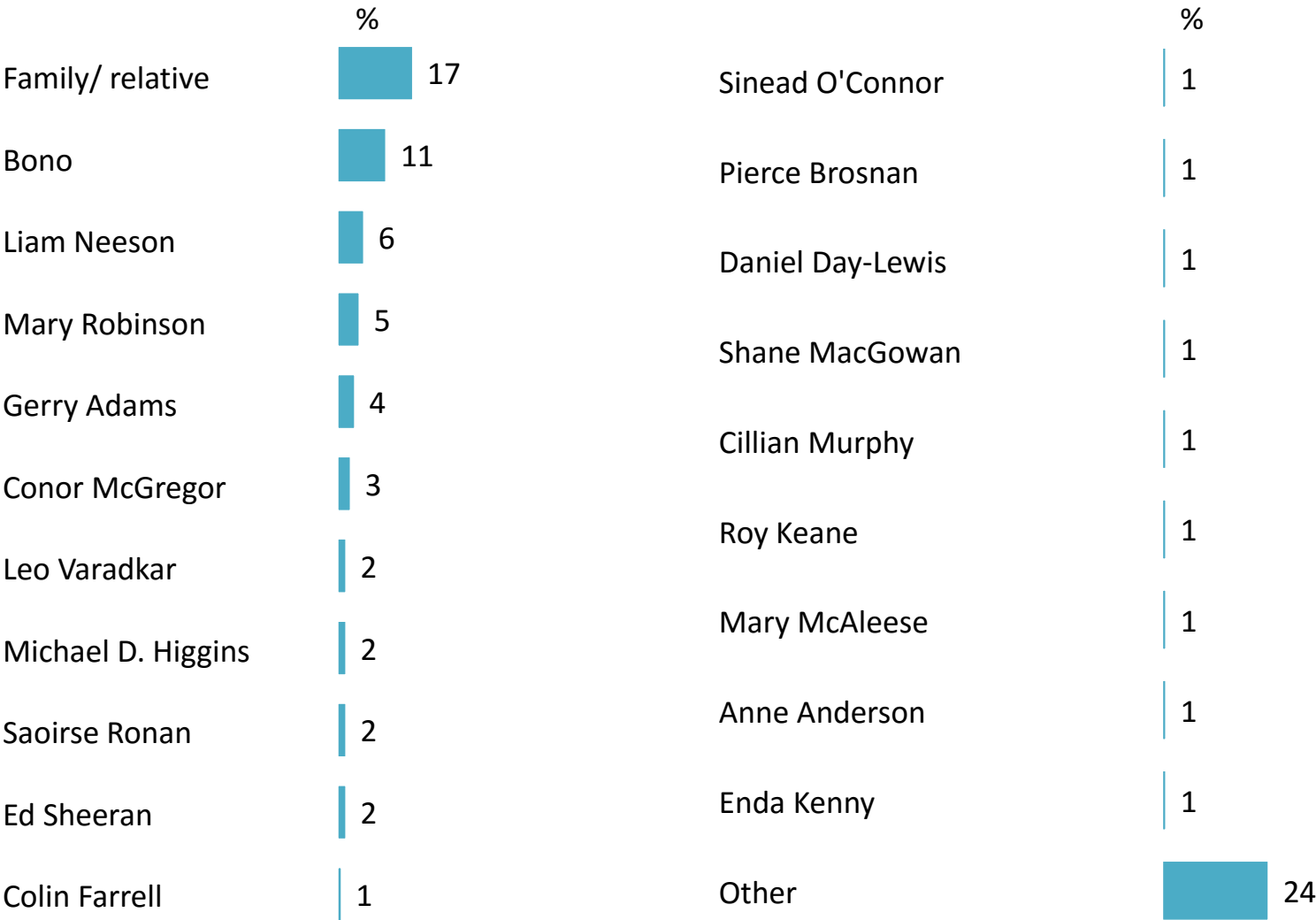


*All others 4% or less

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)

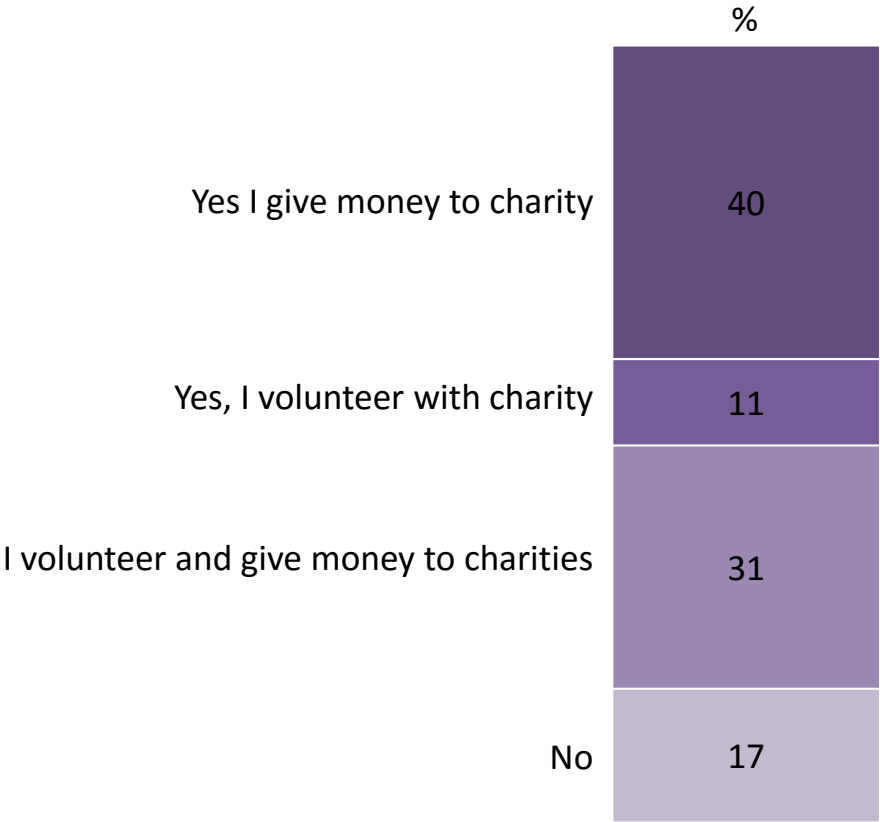


An illustration on a textured, light brown background. On the left, a red stylized human figure with a white heart on its chest is handing a white gift box to a white stylized human figure on the right. The white figure also has a red heart on its chest. The gift box is white with a red heart on the front and a white ribbon bow on top. A semi-transparent grey horizontal band is positioned across the middle of the image, containing the text.

Charitable Behaviour

Irish Americans are a charitable group...

(Base: All respondents – 1368)



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

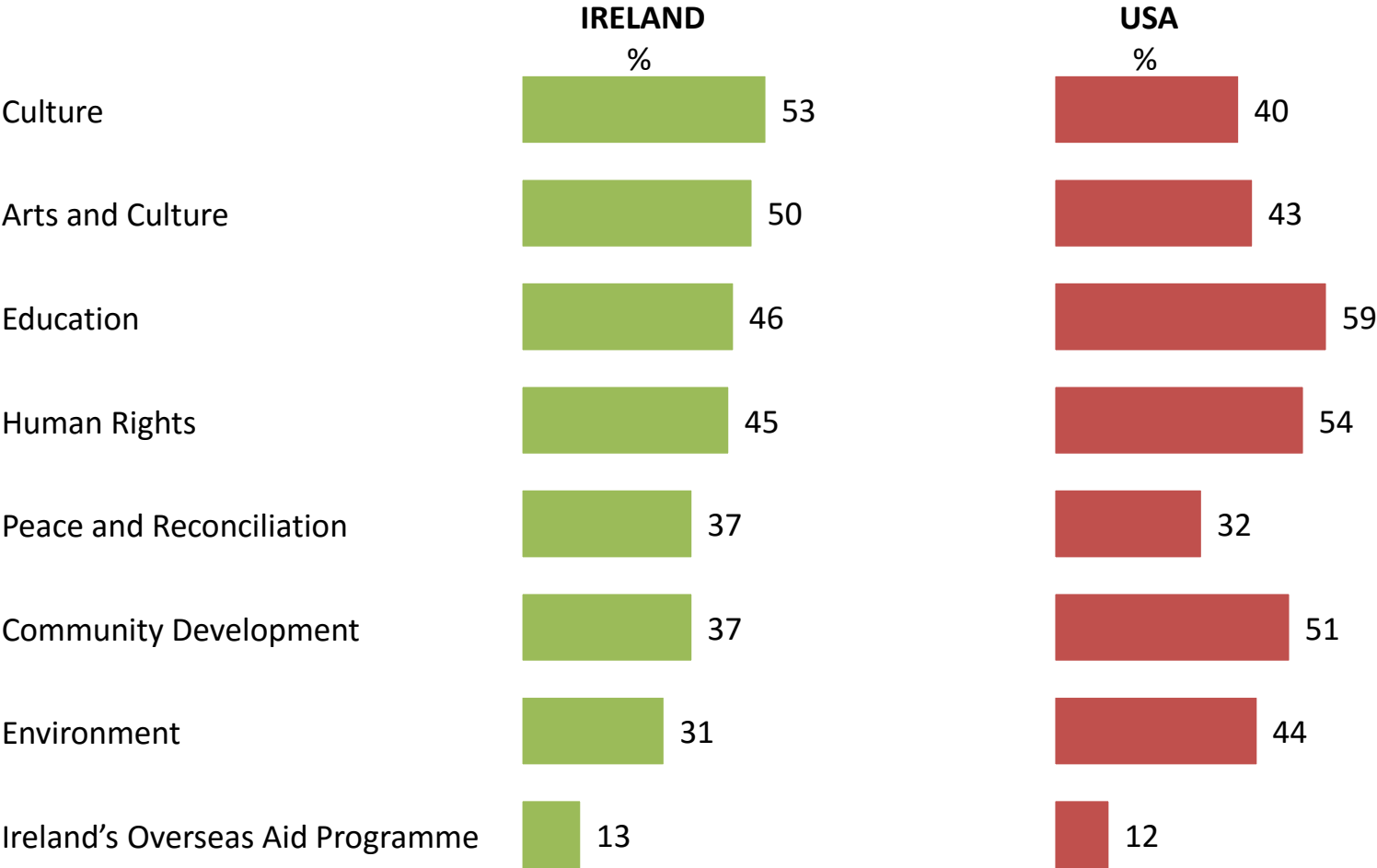
Males are more likely to give money, while females are more likely to volunteer

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

		Gender		Age					Irish Heritage					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

Charitable areas of interest...

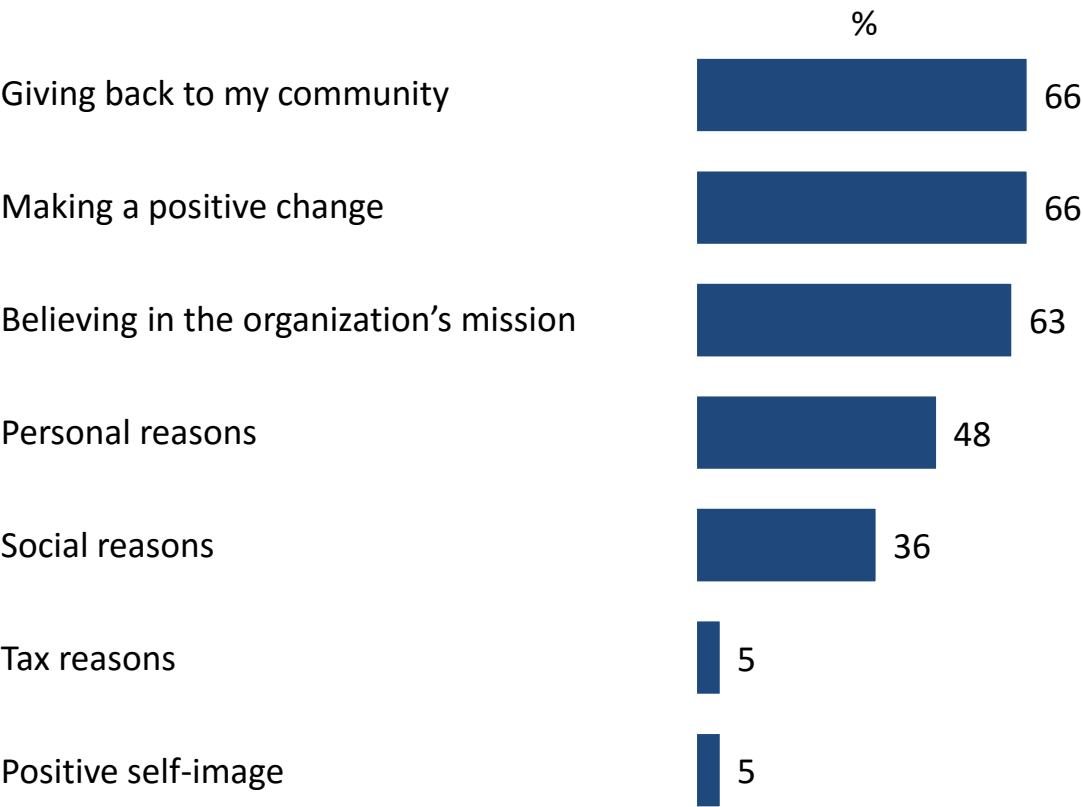
(Base: All who give to charity on a regular basis – 1129)



*All others 1% or less

Charitable motivators...

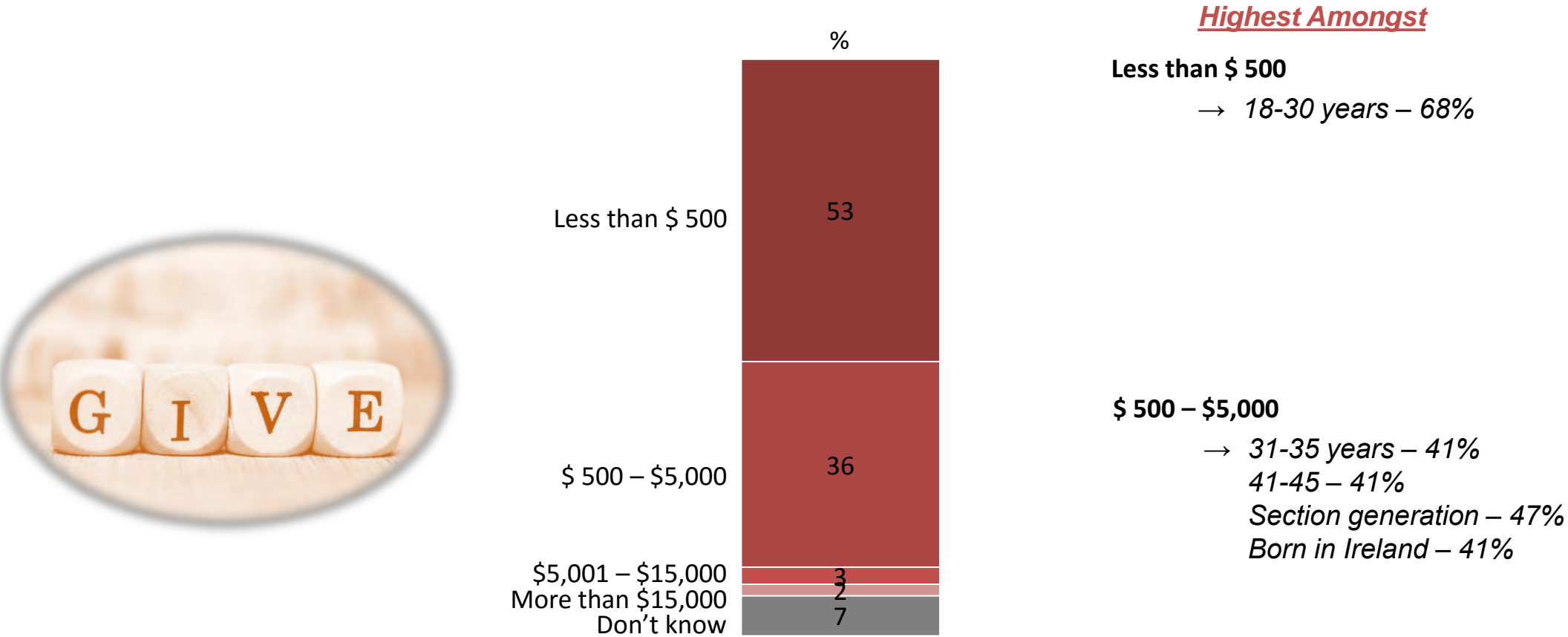
(Base: All who give to charity on a regular basis – 1129)



*All others 1% or less

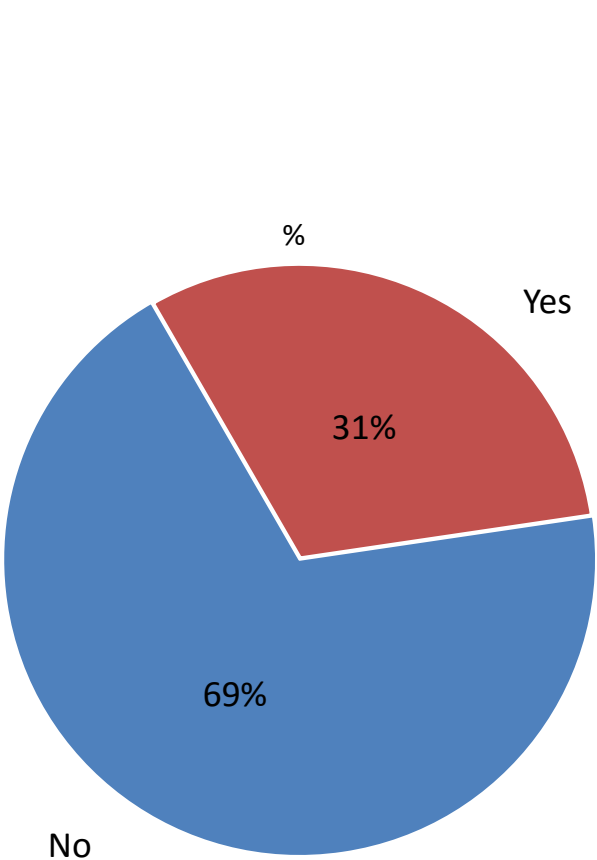
The majority annually donate 500 dollars or less

(Base: All respondents – 1368)

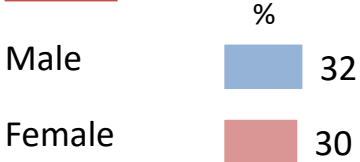


3 in 10 families support Irish causes in the U.S.

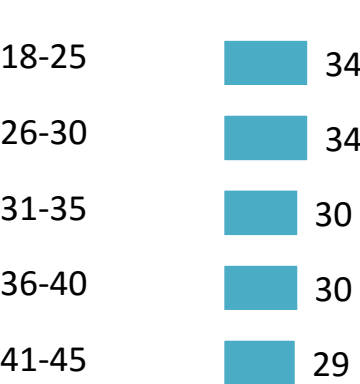
(Base: All respondents – 1368)



Gender

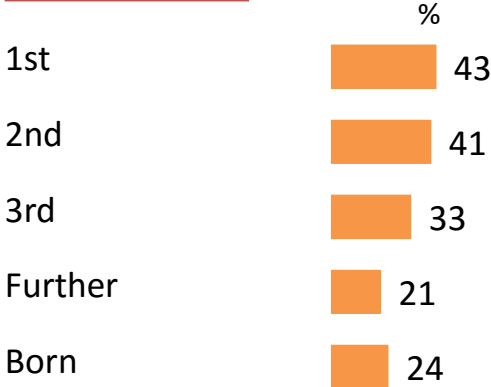


Age



DEMOGRAPHICS FOR YES

Irish Generation

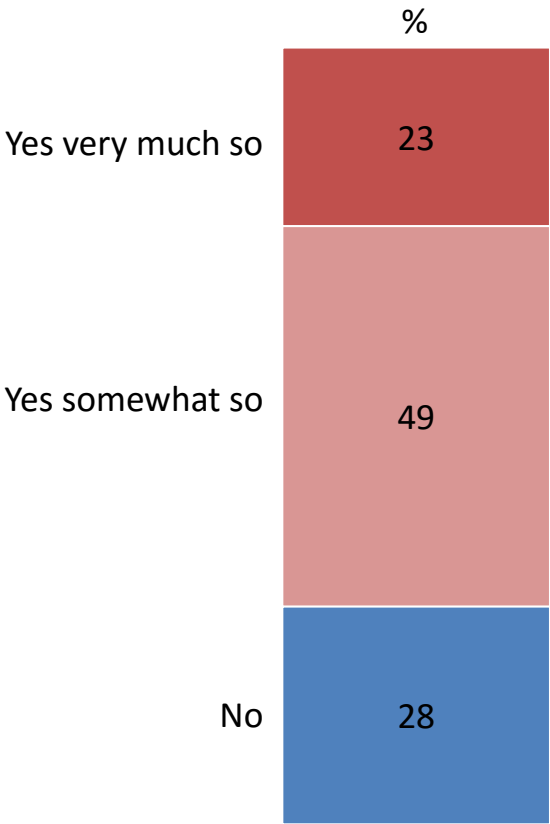


Region



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.



Organisational Involvement

Irish organisation membership

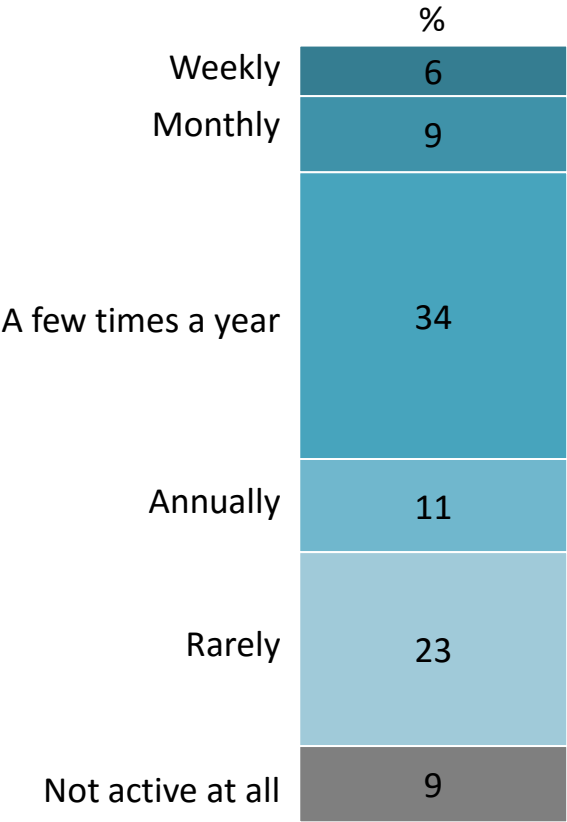
(Base: All respondents– 1368)



*All others 1% or less

Activity within The Ireland Funds

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



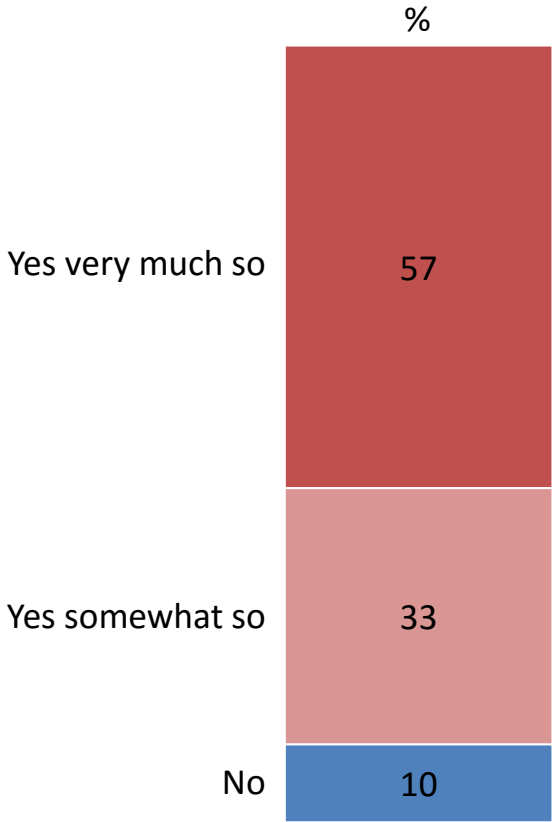
Non-Irish organisation membership

(Base: All respondents – 1368)



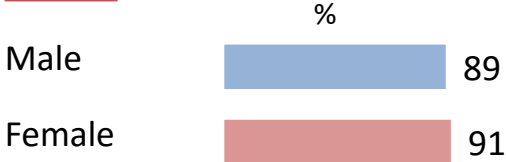
The majority would be interested in attending an annual conference of Irish Americans in Ireland

(Base: All respondents – 1368)

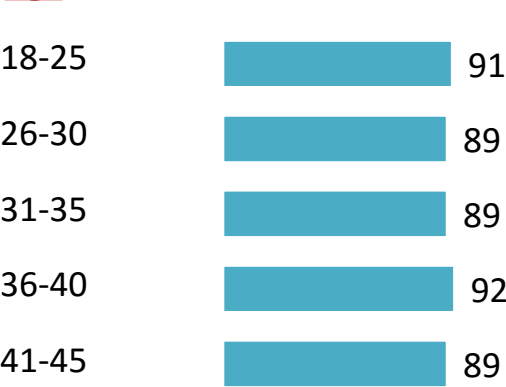


DEMOGRAPHICS FOR INTERESTED

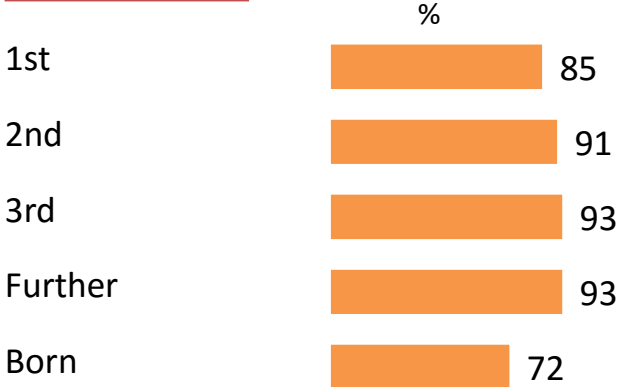
Gender



Age



Irish Generation



Region



Attendance of American Community festivals

(Base: All respondents – 1368)

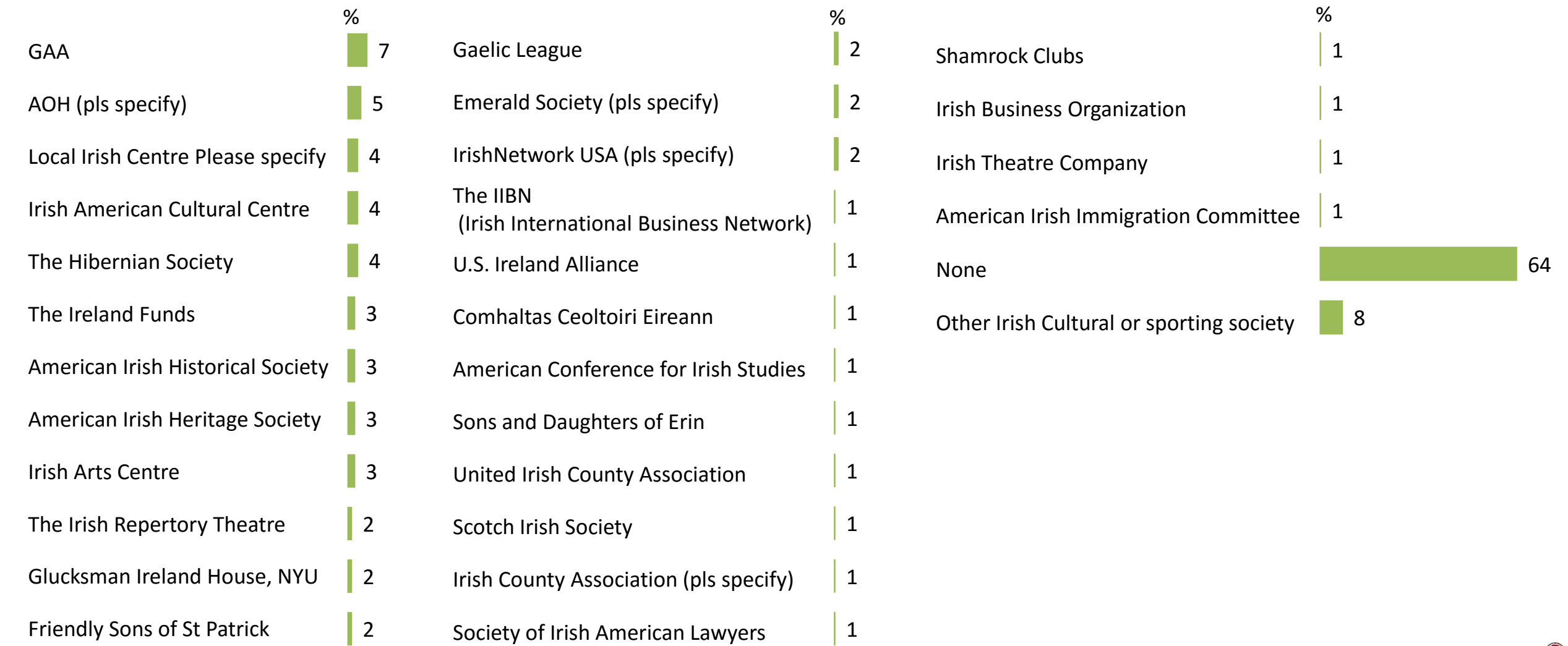


All other 1% or less

Q.45 What Irish American Community Festivals have you attended?

GAA is the most prominent Irish organisation to which respondents belong

(Base: All respondents – 1368)



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

(Base: All respondents – 1368)

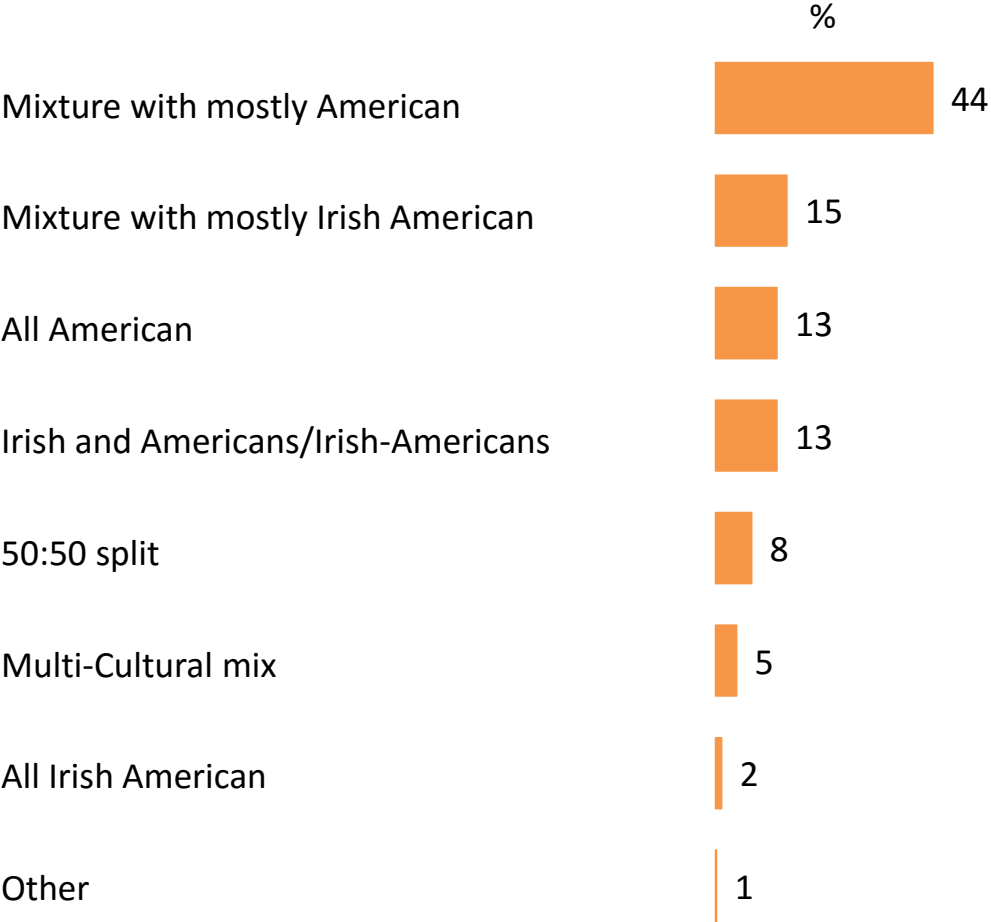


All others 1% or less

Q.57 How do you usually celebrate St Patricks day in America?

Friendship Groups...

(Base: All respondents – 1368)



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)

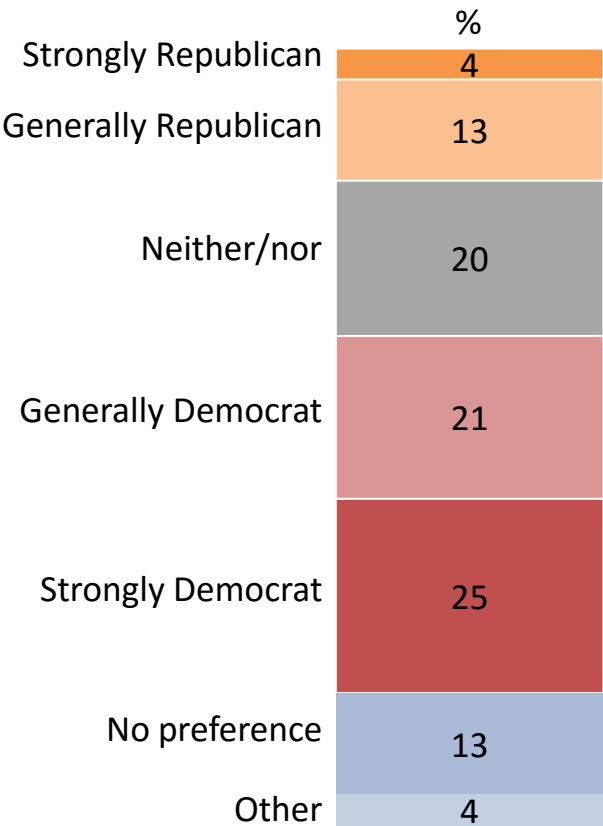
		Gender		Age					Irish Heritage					Area			
	Total	Male	Female	18-25	26-30	31-35	36-40	41-45	First generation	Second generation	Third generation	Further removed	Born in Ireland	West	Midwest	Northeast	South
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mixture with mostly American	44	42	45	49	42	46	43	42	40	36	46	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

Politics

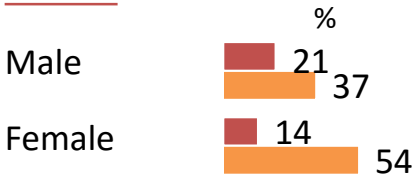


Political parties...

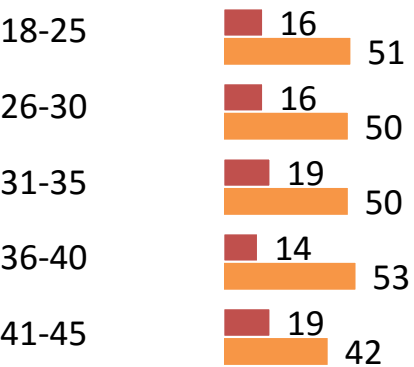
(Base: All respondents – 1368)



Gender

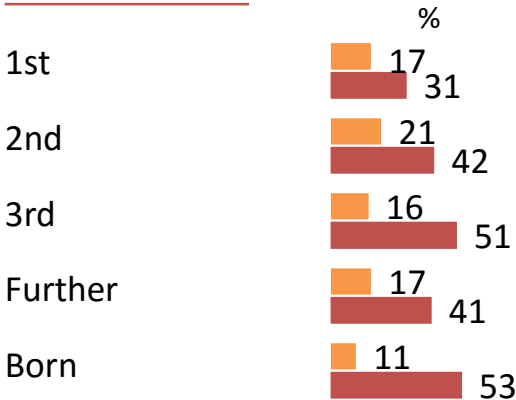


Age

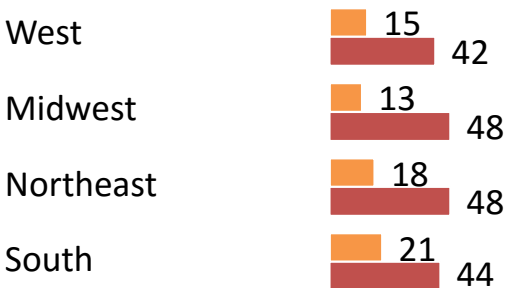


PARTY DEMOGRAPHICS

Irish Generation

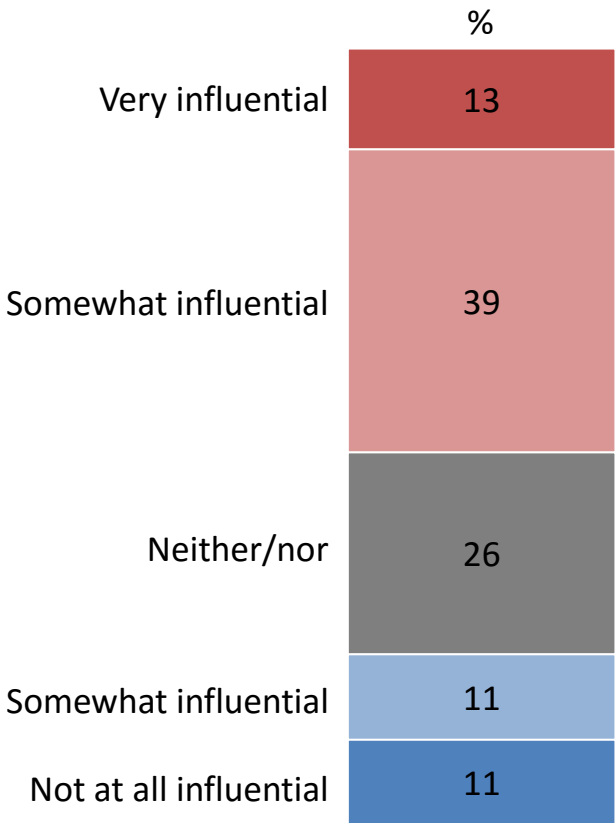


Region



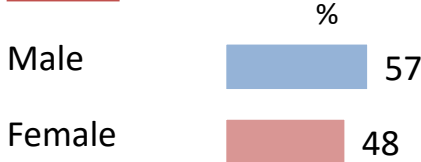
The influence that being Irish has in political perspectives decreases as the generations go further back

(Base: All respondents – 1368)

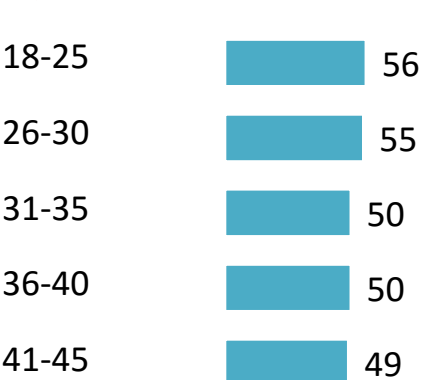


DEMOGRAPHICS FOR INFLUENTIAL

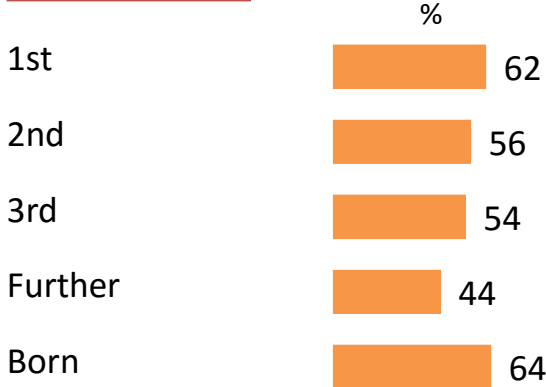
Gender



Age



Irish Generation

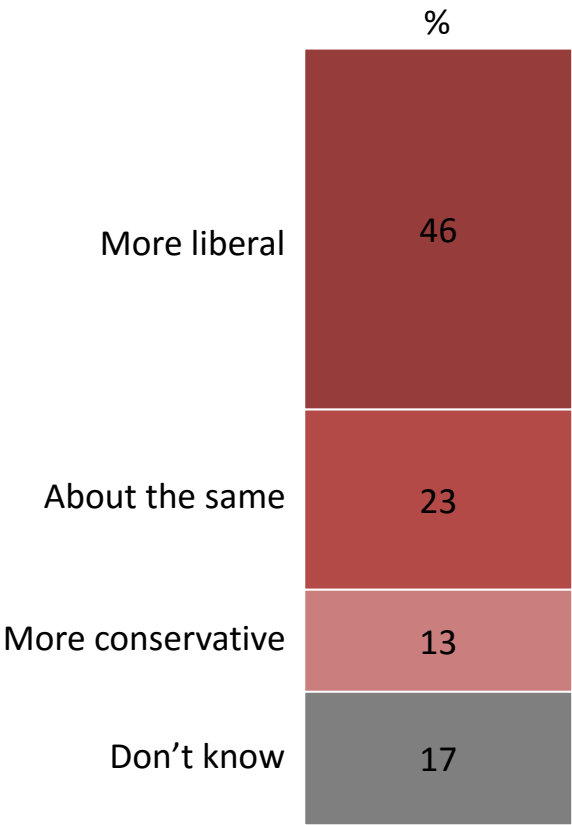


Region



Relative to the U.S. Ireland Today Is

(Base: All respondents – 1368)



Males are more likely to feel that relative to the U.S. Ireland is more liberal

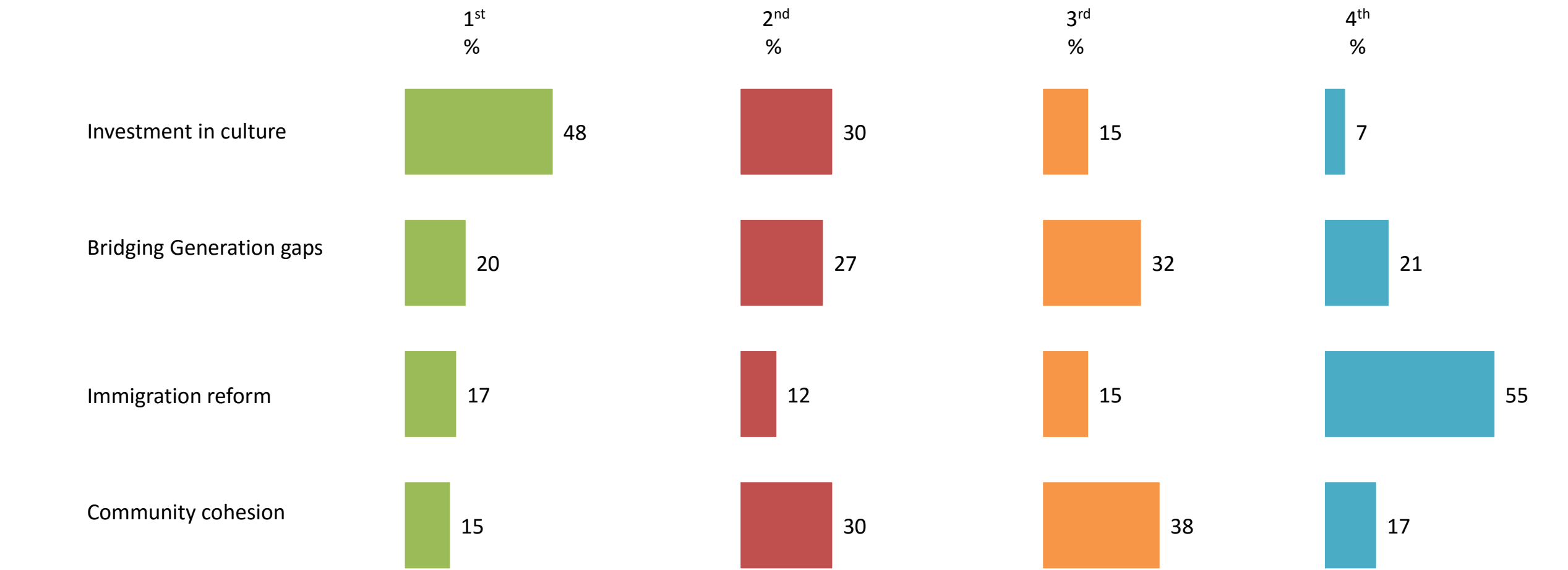
(Base: All respondents – 1368)



		Gender		Age					Irish Heritage					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)



Investment in culture is more important to younger age groups

(Base: All respondents – 1368)

Most important		Gender		Age					Irish Heritage					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
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
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



e. info@amarach.com

t. 01 410 5200

w. www.amarach.com

b. www.amarach.com/blog

Tw. twitter.com/AmarachResearch

s. slideshare.net/amarach/

