



Patriotism Study

Prepared For FLAG



Methodology

Research Objectives – Why Research was Conducted

The survey was conducted to reach the following topical goals:

1. Are younger Americans less patriotic than older Americans? Do they harbor more negative views about America than their parents and grandparents?
2. What knowledge gaps do Americans have about basic American historical information?
3. Do Americans see college as a measure of success?

Research Methodology – How We Designed the Research

A sample of 1,078 Americans were contacted, including 100 Americans ages 14-17 and 107 Americans age 18-21. Responses were balanced for generation, gender, and census regions.



Online surveys
conducted
10/23– 10/29



Interview Length
7 minutes

Could there be a crisis?

Is American Patriotism at risk?

Are American rights in jeopardy?

Will we forget our American history?

Will we lose our entrepreneurial spirit?

Fading American Spirit

Younger Americans are becoming unmoored from the institutions, knowledge, and the American spirit that keeps America great. Americans ages 14-37 are less likely to consider themselves American patriots, less likely to aspire to entrepreneurship, and less aware of the inalienable rights enshrined in the Constitution.

We found a less patriotic generation, as younger Americans are half as likely to consider themselves American patriots, half as likely to think America has a history to be proud of, and three-quarters as likely to feel America is and will remain great. Pride in being an American is low for Gen Z, but especially low for Millennials, only 72 percent of whom are proud to be an American.

We found a generation with less faith in Americans' Rights, as younger Americans are less convinced that Americans should have the right to own guns. Additionally, these young Americans are less likely to know the rights enumerated in the amendments of the bill of rights, including the rights of the 1st through 5th Amendment.

We found a generation less familiar with American History, as younger Americans are about half as likely to know which presidents are on Mount Rushmore, and more likely to think Barack Obama has had a greater impact than George Washington compared to older generations.

We found a less entrepreneurial generation, as younger Americans are less convinced America should be a capitalist nation, with only about half of Gen Z and Millennials agreeing that the nation should be driven by capitalism, and a little more than half preferring to be an entrepreneur to a college graduate compared to at least 65 percent for Gen X and older.

Younger Americans are a prime audience for FLAG's mission of education on American history in order to preserve the spirit of American greatness, and FLAG's mission is more important than ever.

Key Statistics

“1 in 4 Americans don’t think America is a great country today”

“4 in 10 Americans think that America will not be a great country in the future”

“1 in 3 Americans don’t think the public display of a tattered American flag is disrespectful”

“3 in 10 Americans don’t consider themselves to be an American Patriot”

“1 in 3 Americans think it’s okay to burn the American flag.”

“Only 1 in 6 Americans could identify the rights that are protected by the first amendment”

“2 in 3 Americans under the age of 37 think America is headed in the wrong direction”

“1 in 6 Americans don’t think Patriotism is a good thing”

“1 in 10 Americans admitted that they didn’t know anything about the Bill of Rights”

— Survey Results

A detailed look at the story of American Patriotism in decline

Patriotism, or lack thereof?

State of the Country

- Half of Americans agree that America is both a racist and sexist country
- Nearly half of younger Americans (under 37) disagree that America is the greatest country in the world
- Nearly 6 in 10 Americans disagree that America is headed in the right direction
- 4 in 10 younger Americans (under 37) disagree that America has a history that we should be proud of

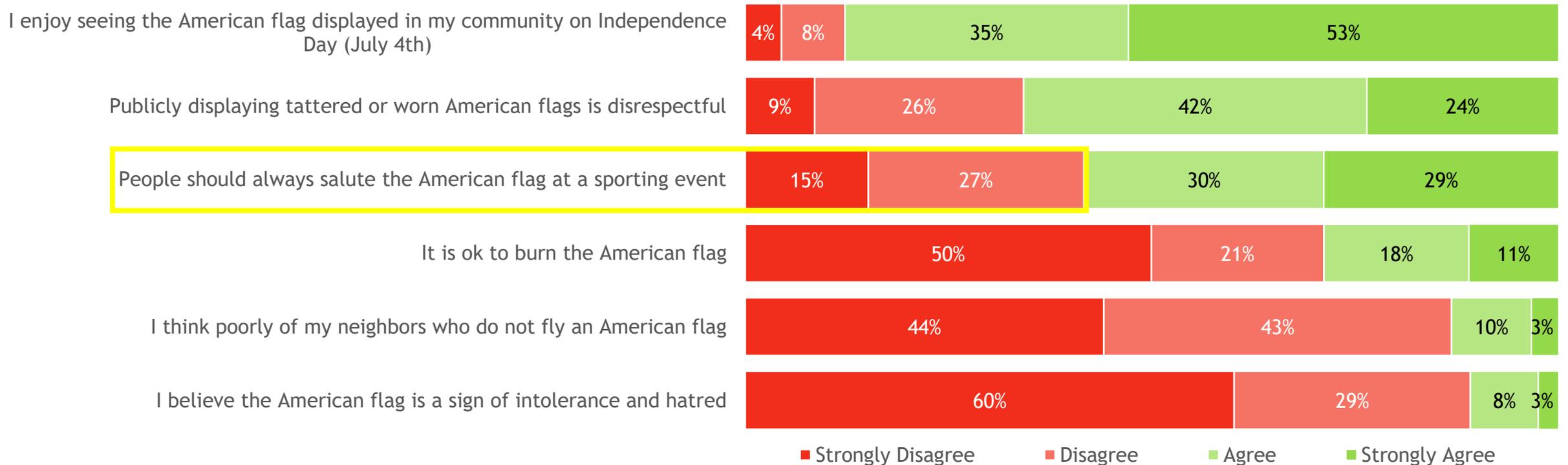
State of the Flag

- 2 in 10 Millennials see the American flag as a sign of intolerance and hatred, and 4 in 10 believe it is ok to burn the American flag
- 3 in 10 Americans disagree with the statement I enjoy seeing the American flag displayed in my community on Independence Day
- 1 in 2 Americans disagree that displaying a tattered or worn flag is disrespectful
- Over half of Americans disagree with the statement people should always salute the American flag at a sporting event

Some Americans Lack Patriotism

While most Americans enjoy seeing the flag displayed, 1 in 8 are opposed to seeing it and 2 in 5 don't think Americans should always salute the flag.

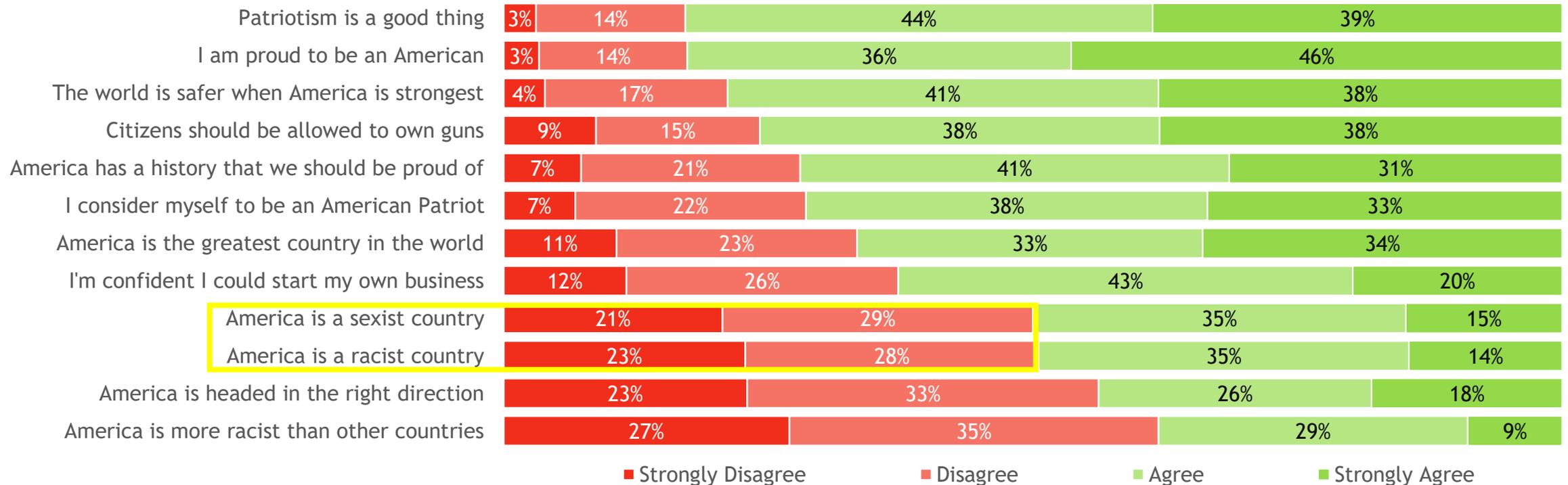
How They Feel About Patriotism



Americans Do Not Necessarily Feel American Greatness

Nearly half of Americans think America is a racist or sexist country.

Their Views Of America And American Patriotism



Serious Knowledge Gap

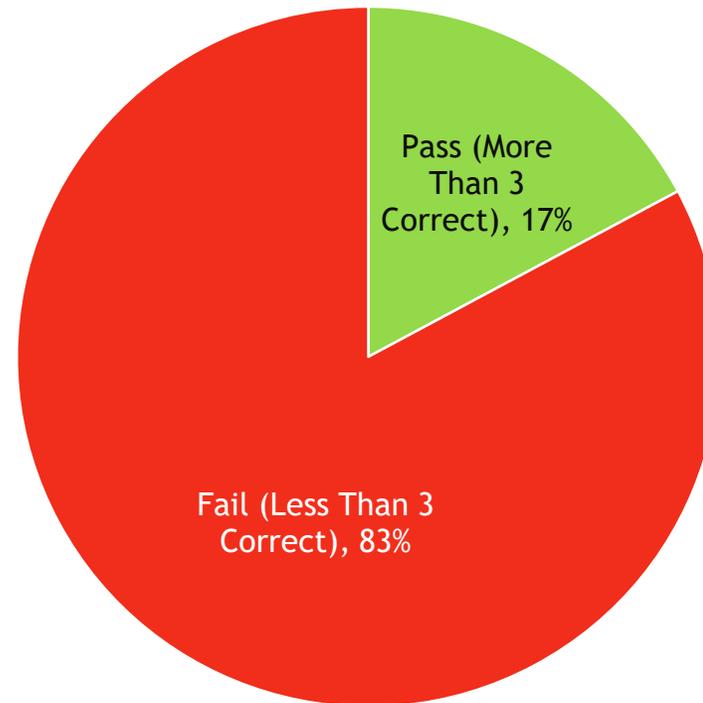
State of American History Knowledge

- 8 in 10 of Americans failed the FLAG's American Patriotic History Quiz
- Less than 1 in 4 Americans know who authored the Federalist Papers
- 8 in 10 Americans cannot name the 5 freedoms guaranteed under the 1st amendment
- 6 in 10 younger Americans (under 37) did not know who was on Mt. Rushmore
- Less than half of respondents knew how many amendments were in the bill of rights, and that number dips to 2 out of 5 for Millennials
- The number of people who could correctly identify the 5 freedoms protected under the first amendment was also very low
- When asked about the first 5 amendments, respondents were clear on the first two, but fell to a little over half of all respondents knowing the rights of amendments 3, 4, and 5

Overall American History Awareness

Only 1 in 6 Americans can pass FLAG's American Patriotic History Quiz.

Can They Pass A Quiz On Basic American Knowledge?

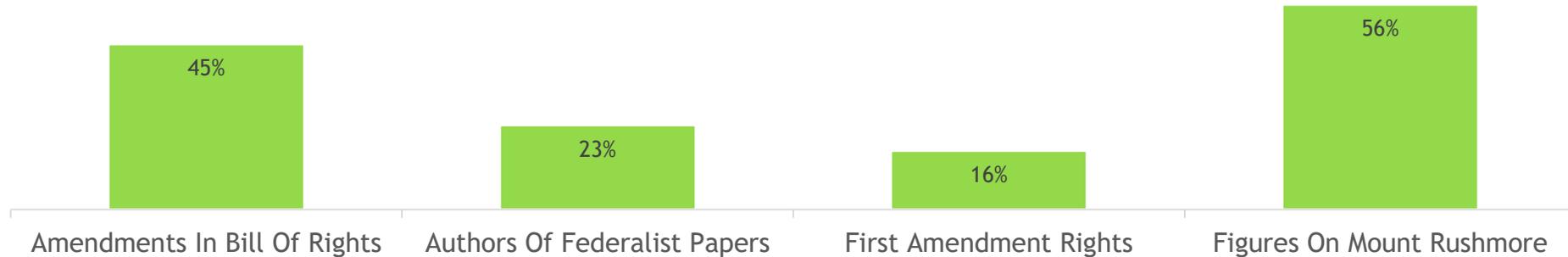


Elements Of The American History Quiz

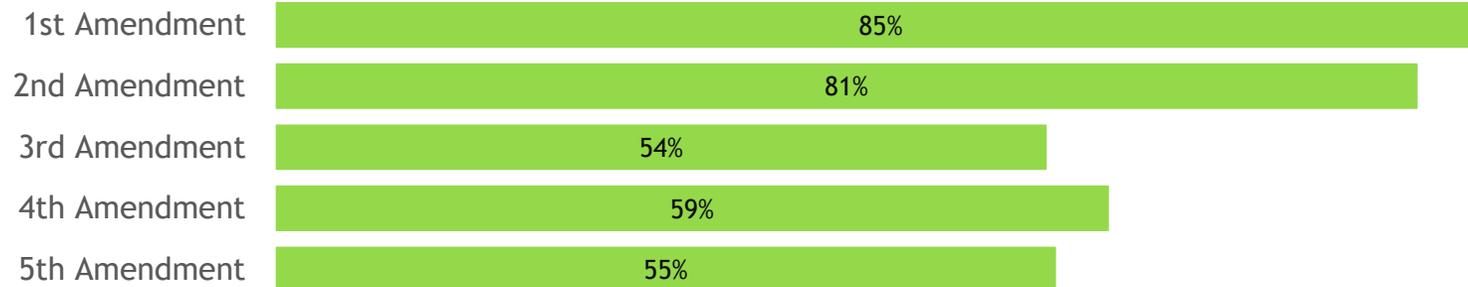
Americans are more aware of who is on Mount Rushmore than all five rights in the First Amendment.

Which Elements Of American History Are They Familiar With?

When Are They Correct?



Correctly Sorting Rights Of The First Five Amendments



How many amendments are in the Bill of Rights?

Which of the following men were the authors of the Federalist Papers?

Which of the following men are featured on Mount Rushmore?

Which of the following are the rights protected in the First Amendment?

For each of the following Amendments to the Constitution, please drag into each bucket the correct rights associated with each Amendment.

What's the deal with Millennials?

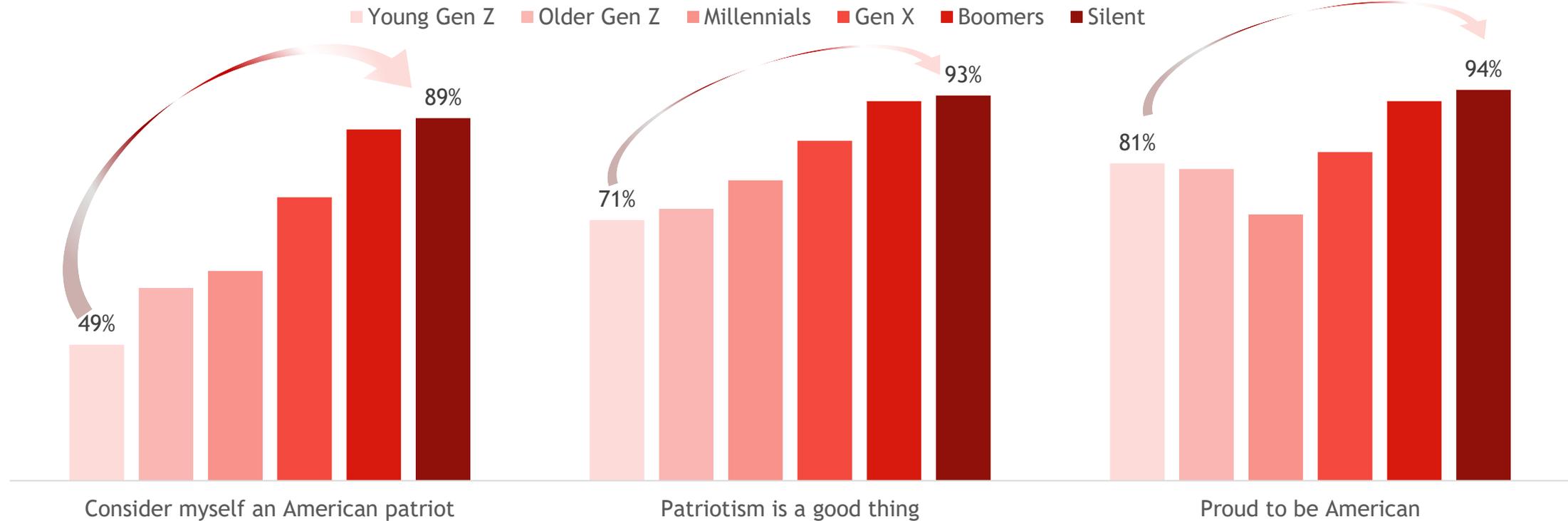
Attitudes of the Youth Generation

- Millennials lack patriotism in that nearly 1 in 5 Millennials see the American flag as a sign of intolerance and hatred
- 4 in 10 Millennials believe it is ok to burn the American flag
- 1 in 2 Millennials state that America will not be great in the future, and across all generations Millennials have the lowest level of agreement with the statement “I’m proud to be an American.”
- Millennials are the generation most likely to believe America is racist and sexist

Lacking Patriotic Conviction...

Younger respondents identify less as patriotic Americans.

Patriotic Feelings



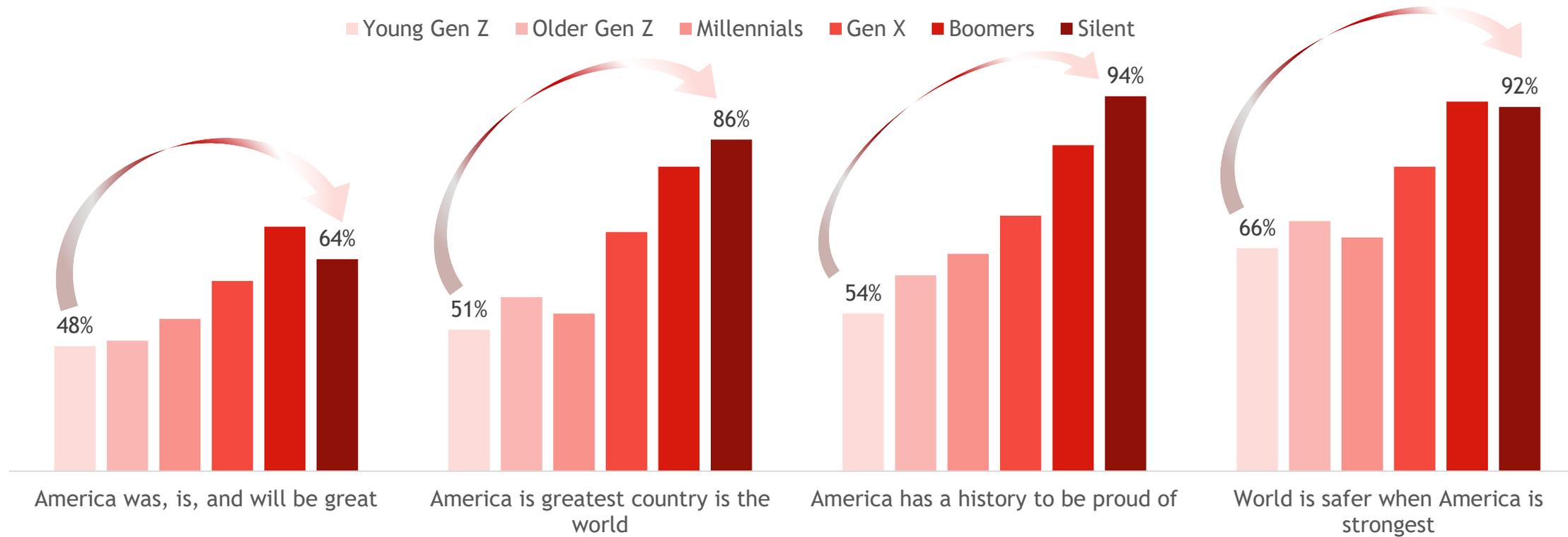
Difference From Young Gen Z To Silent

- Consider myself an American patriot: -40%
- Patriotism is a good thing: -22%
- Proud to be American: -13%

Underestimating American Greatness...

Younger respondents are more likely to think negatively of America's history and place in the world.

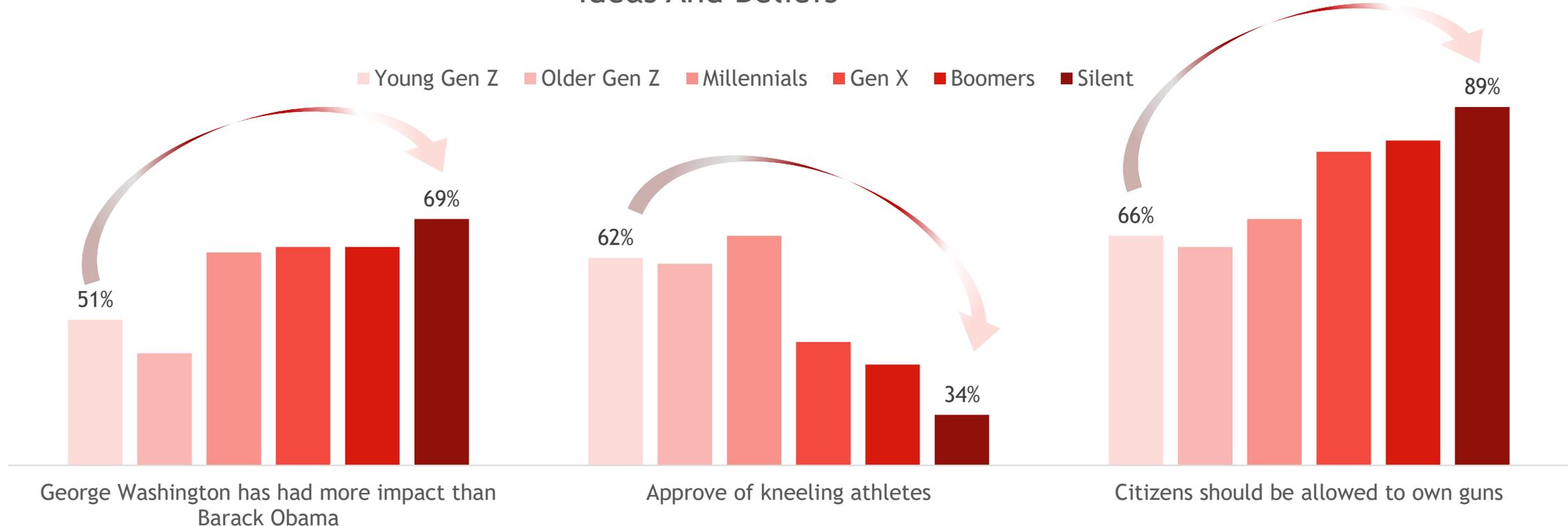
American Greatness



Different Values...

Younger respondents have different values on guns and kneeling athletes than older generations.

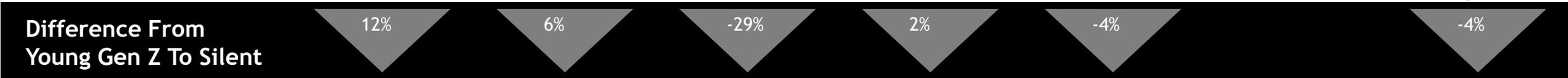
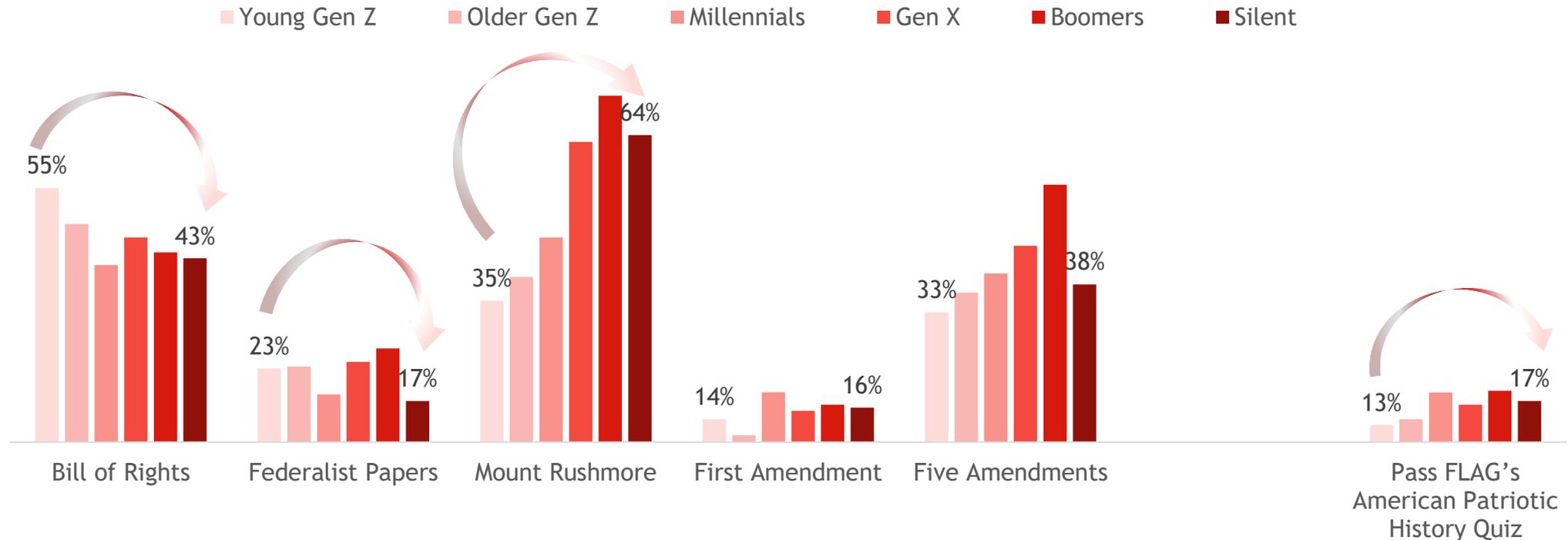
Ideas And Beliefs



Less Aware...

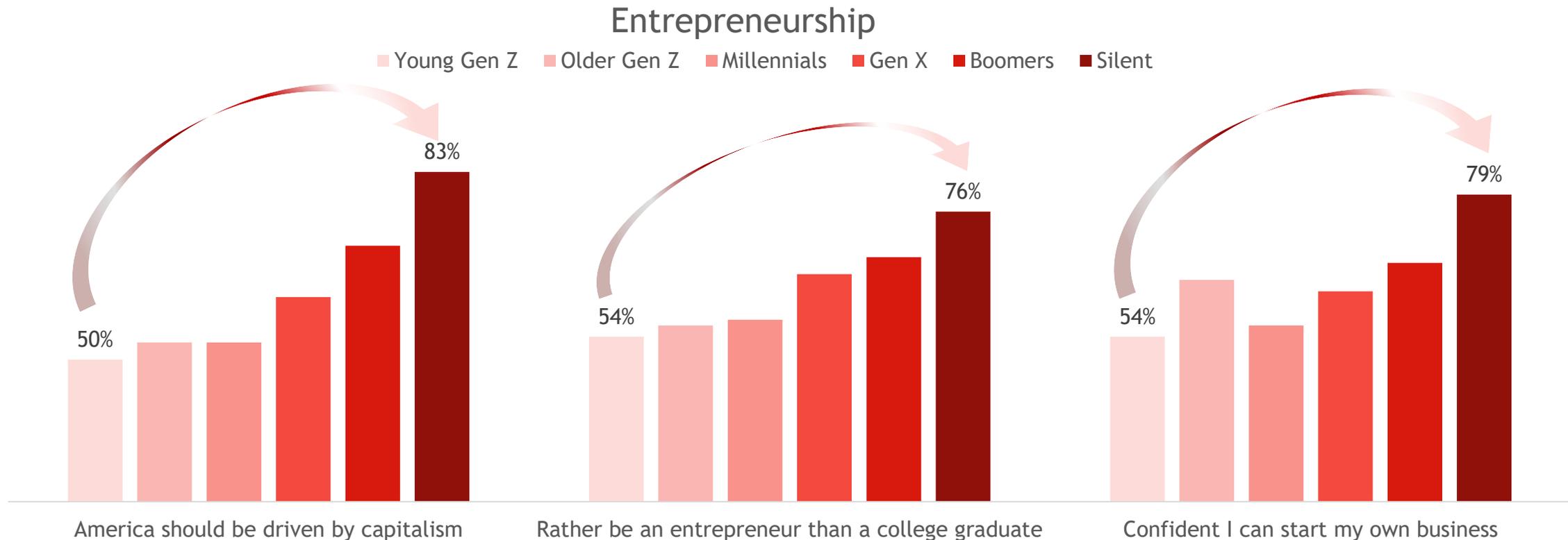
Younger Americans are less aware of some basic facts about America and American history.

American History Knowledge



Less Entrepreneurial...

Younger respondents are less sure of their ability to be entrepreneurs and less convinced capitalism is the right way forward.



College in Question?

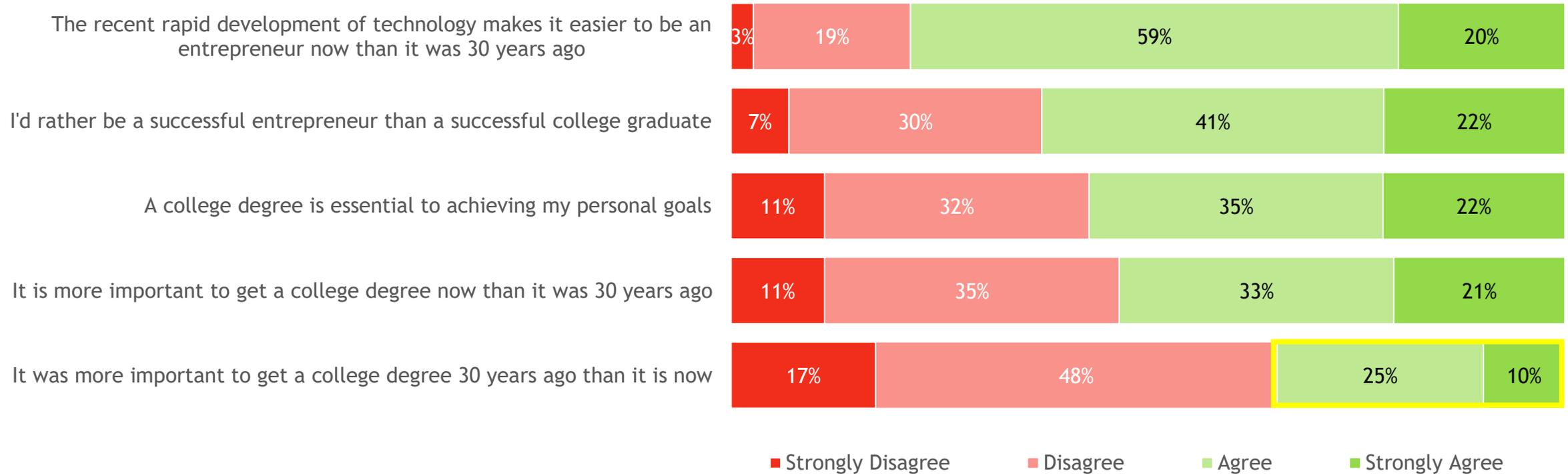
A State of Success

- 4 in 5 Americans think the rapid recent developments in technology have made it easier today to be entrepreneur than it was 30 years ago
- 4 in 10 Americans don't think a college degree is important to achieving their personal goal
- Americans are three times more likely to think inventing something or starting a business is a very good measure of success in comparison to getting a college degree
- Nearly half of Americans do not think college is worth the expense
- People see being a successful entrepreneur as a greater measure of success than being a successful college graduate
- In fact, more than 1 in 3 Millennial and Gen X Americans think college is a poor measure of value
- While young people are still sold on the idea of college, many older people state that a college degree isn't essential to them achieving their personal goals
- However, 1 in 5 younger Americans think college is interfering with their ability to seize the American dream
- More than 1 in 3 older Americans think a college degree was more valuable 30 years ago than it is today

Entrepreneurship and College

1 in 3 Americans think it was more important to get a college degree 30 years ago than it is today.

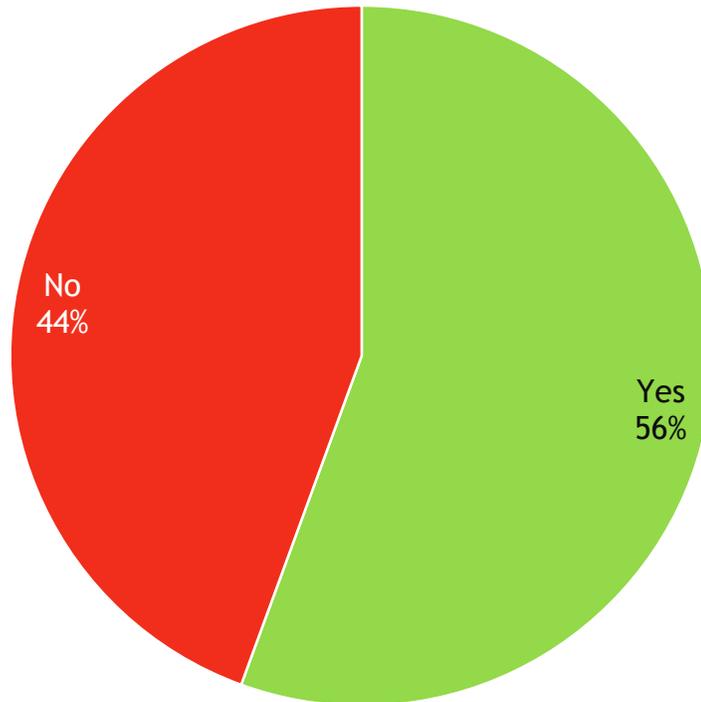
Their Views On College and Entrepreneurship



Expense Of College Vs Value

Nearly half of Americans don't think college is worth the expense.

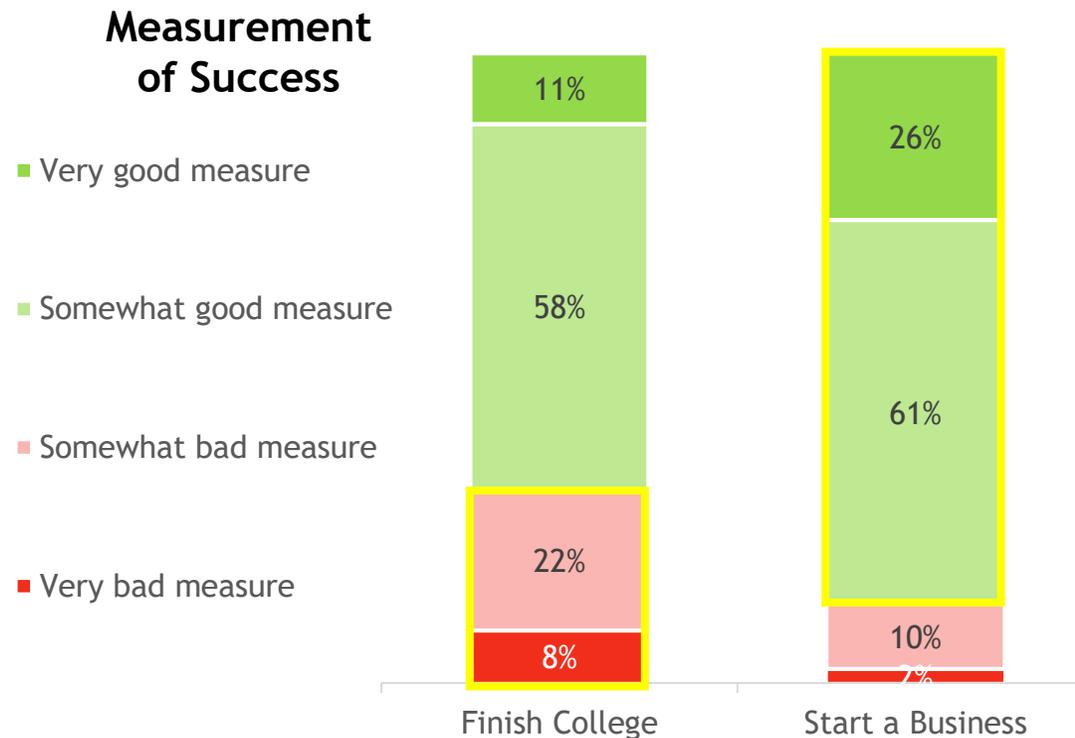
Do They Think College Is Worth The Expense?



Measures Of Success

Americans think starting their own business is a better measure of success than a college degree. 3 in 10 Americans think finishing college is a bad measure of success.

Do They Think A College Degree/Business Is A Good Measure Of Success?



Do you think that having a college degree is a good measure of determining whether or not they are successful?

Do you think that having started their own business or inventing something is a good measure of determining whether or not they are successful?

Appendix Detailed Findings

Comprehensive insights including generational comparisons

Additional Potential Headlines

American Flag in Crisis:

- Millennials are two times more likely than Baby Boomers to say that it's **okay to burn the American flag**
- 1 in 10 Americans don't enjoy seeing the **American flag** on Independence Day
- 4 in 10 Americans don't think people should **salute the American flag** at a sporting event
- Of all age groups Millennials are the least likely to say that people should salute the **American flag** at sporting events

Patriotism in Crisis:

- 1 in 6 Americans are **not proud** to be American
- 1 in 4 Americans don't think America has a history it should be **proud** of
- Half of Americans think America is a **sexist** country, they also think it's a **racist** country
- 6 in 10 Americans think America is more **racist** than other countries
- 1 in 10 Americans think the American flag is a sign of **intolerance and hatred**
- More than half of Americans think the country is headed in the **wrong direction**
- 1 in 5 Americans don't think the **world is safe** when America is strong
- 4 in 10 Americans think Americas future should be driven by **Socialism**

Knowledge in Crisis:

- 8 in 10 Americans **failed FLAG's American Patriotic History Quiz**; which surveyed knowledge areas around the Bill of Rights, Freedoms awarded by the amendments, Mount Rushmore, and authors of the Federalist Papers
- Baby Boomers are 50% more likely to pass **FLAG's American Patriotic History Quiz** than Generation Z
- Millennials were the most likely age group to get all the questions in **FLAG's American Patriotic History Quiz** wrong with more than 1 in 3 failing to notch a single correct answer
- Less than half of Americans could identify how many amendments are in the **Bill of Rights**
- When asked what **Presidents are on Mount Rushmore** 1 in 10 admitted that they don't know anything about Mount Rushmore
- 3 in 10 Americans don't know anything about the **Federalist Papers**

Generational Storylines

Generations at Odds:

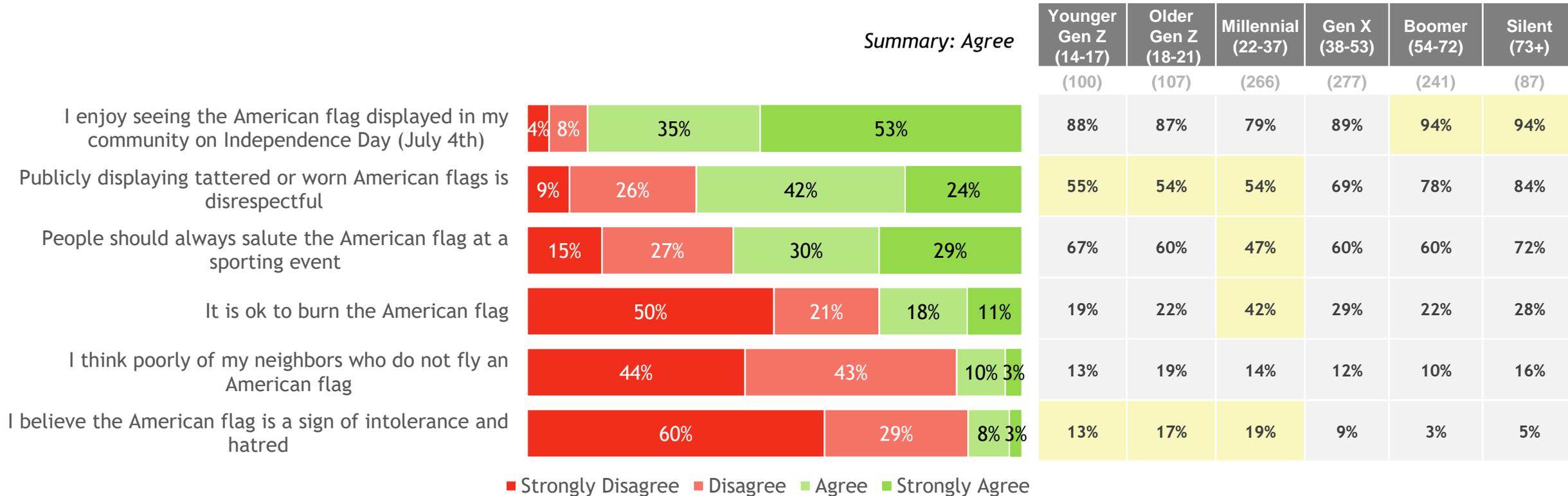
- The likelihood of an American consider themselves a Patriot declines the younger someone is with 9 in 10 Silent generation claiming to a Patriot compared to only 5 in 10 Generation Z. The same trend is seen with the belief that “**America is the greatest country in the world**” and that “**America has a history to be proud of**”
- Baby boomers are more concerned about displaying a **tattered American flag** than Generation Z or Millennials
- Half of all Generation Z and Millennials feel that American is **not going to be great country in the future**, compared to only one third of Baby Boomer
- Half of all Generation Z’s think **Barack Obama** had more impact on America than **George Washington**
- Generation Z and Millennials are 50% more likely than Baby Boomers to say Americans Future should be driven by **Socialism**
- Millennials are the most likely generation to say America is **sexist and racist** with 6 in 10 agreeing with each statement
- Half of Generation Z and Millennials think America is **more racist than other countries**, compared to only 1 in 3 Baby Boomers
- Baby Boomers are nearly two times more likely to be able to name the faces on **Mount Rushmore** compared to that of Generation Z and Millennials
- Younger Americans (under the age of 37) were more likely to claim that they didn’t know anything about the **Federalist Papers** (1 in 3) compared to that of Generation X or Baby Boomers (1 in 4)
- Millennials were the least likely generation to correctly identify the number of amendments in the **Bill of Rights** with only 4 in 10 claiming that there are 10 amendments. In addition, they were the most likely to admit that they didn’t know anything about the Bill of Rights (1 in 5)

— Patriotism Appendix

Millennials Lack Patriotism

While most Americans enjoy seeing the flag displayed, 1 in 5 Millennials are against it and 1 in 5 Millennials think the American flag is a sign of intolerance and hatred.

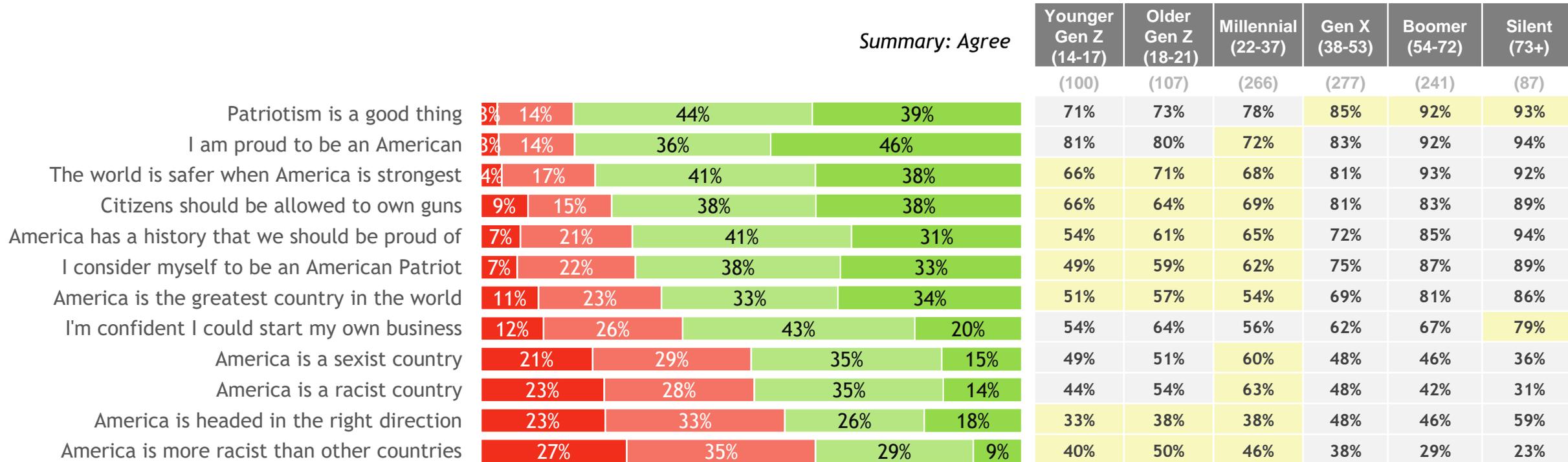
How They Feel About Patriotism



Younger Americans Have Less Positive Views Of America

Younger generations think America is more racist and sexist. Additionally, they are less likely to see themselves as patriots or view America as the greatest country in the world.

Their Views Of America And American Patriotism



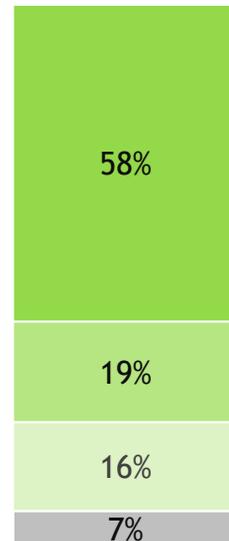
■ Strongly Disagree ■ Disagree ■ Agree ■ Strongly Agree

America Is Great

Younger respondents are less likely to think America is or will remain a great country.

Do They Think America Is And Will Remain Great?

- America was a great country, is a great country, and will continue to be a great country
- America was a great country, is a great country, but probably won't be a great country in the future
- America was a great country, but isn't now and probably won't be in the future
- America was never a great country and it never will be



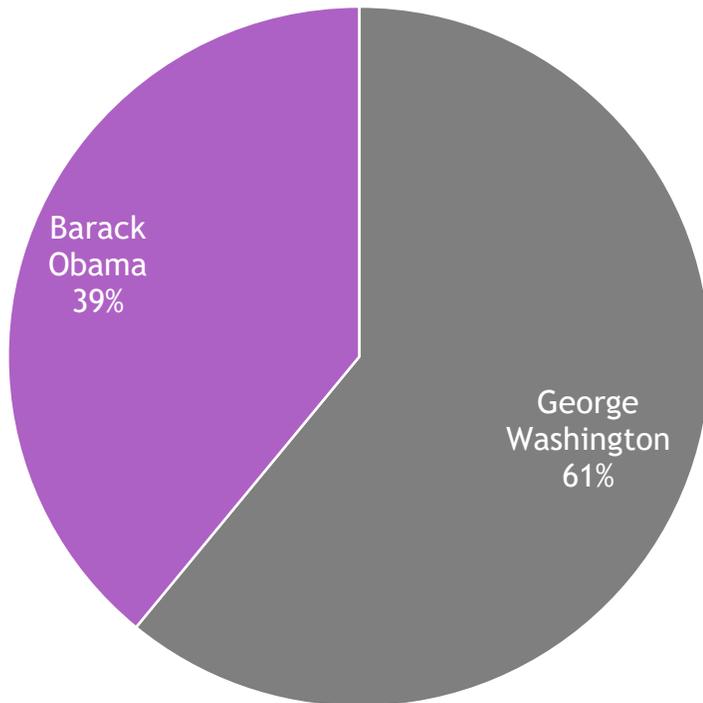
Total

	Younger Gen Z (14-17) (100)	Older Gen Z (18-21) (107)	Millennial (22-37) (266)	Gen X (38-53) (277)	Boomer (54-72) (241)	Silent (73+) (87)
America was a great country, is a great country, and will continue to be a great country	48%	49%	53%	60%	70%	64%
America was a great country, is a great country, but probably won't be a great country in the future	26%	23%	17%	19%	12%	24%
America was a great country, but isn't now and probably won't be in the future	19%	19%	16%	16%	17%	11%
America was never a great country and it never will be	7%	9%	14%	6%	0%	-

Recency Bias Among The Young

Older Americans are more likely to think George Washington has had a bigger impact on the country we live in today compared to Barack Obama, in contrast to younger Americans.

Do They Think George Washington Or Barack Obama Has Had A Bigger Impact?

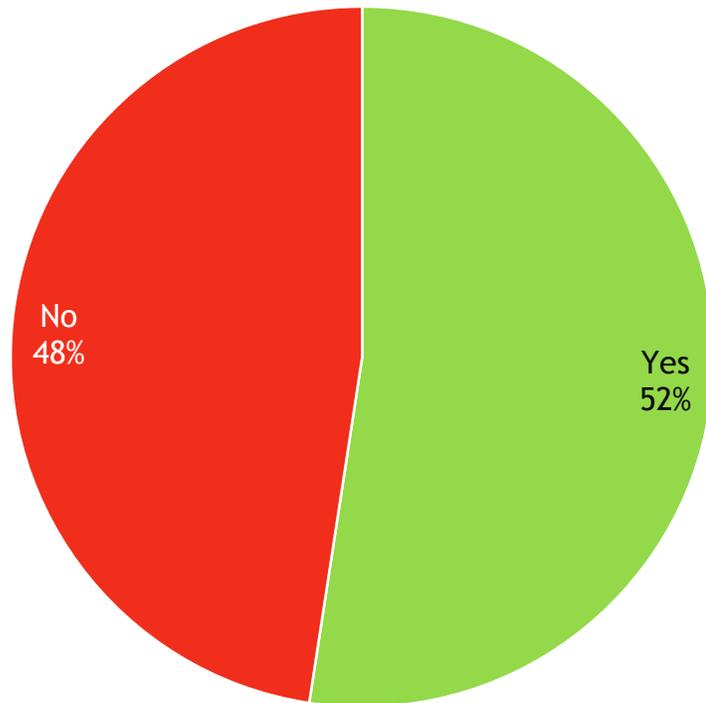


Younger Gen Z (14-17)	Older Gen Z (18-21)	Millennial (22-37)	Gen X (38-53)	Boomer (54-72)	Silent (73+)
(100)	(107)	(266)	(277)	(241)	(87)
51%	45%	63%	64%	64%	69%
49%	55%	37%	36%	36%	31%

Approval Of Kneeling Athletes

Younger Americans approve of athletes kneeling during the national anthem, while older generations disapprove.

Do They Approve Of Kneeling Athletes?



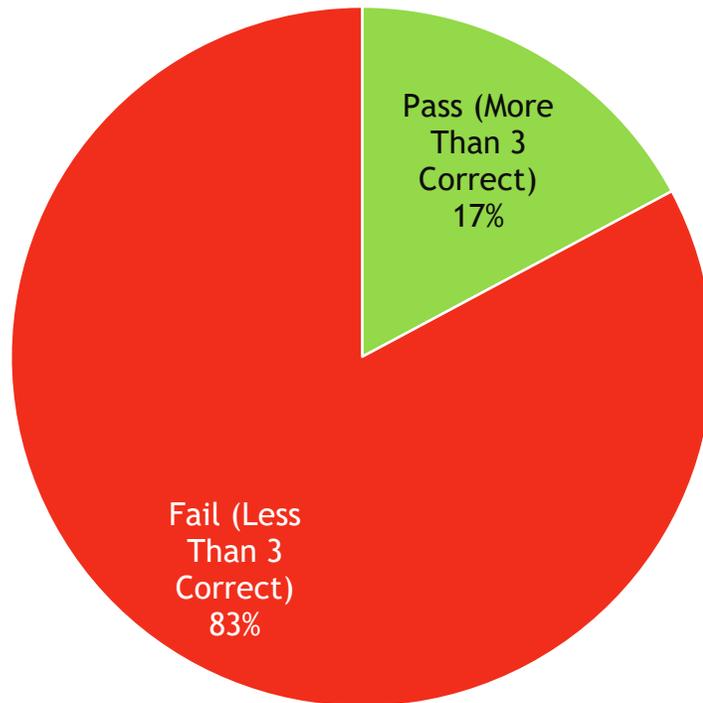
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(100)	(107)	(266)	(277)	(241)	(87)
62%	61%	66%	47%	43%	34%
38%	39%	34%	53%	57%	66%

— American History Quiz Appendix

Overall American History Awareness

Only 1 in 6 Americans can pass a quiz on basic knowledge of American history.

Can They Pass A Quiz On Basic American Knowledge?

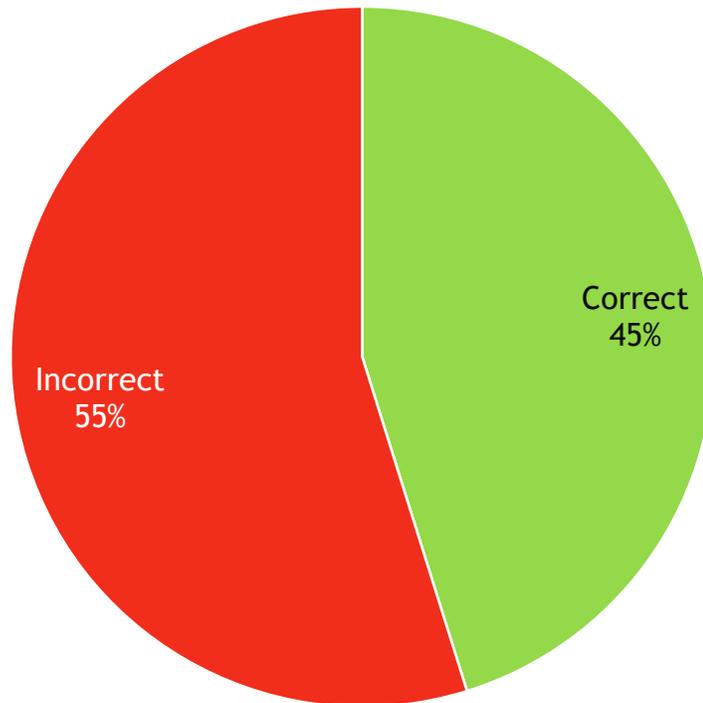


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13%	14%	19%	17%	19%	17%
87%	86%	81%	83%	81%	83%

Amendments In The Bill Of Rights

Less than half of Americans know how many amendments are in the bill of rights, although Generation Z are more likely to know than their older counterparts.

Are They Right About The Number Of Amendments In The Bill Of Rights?

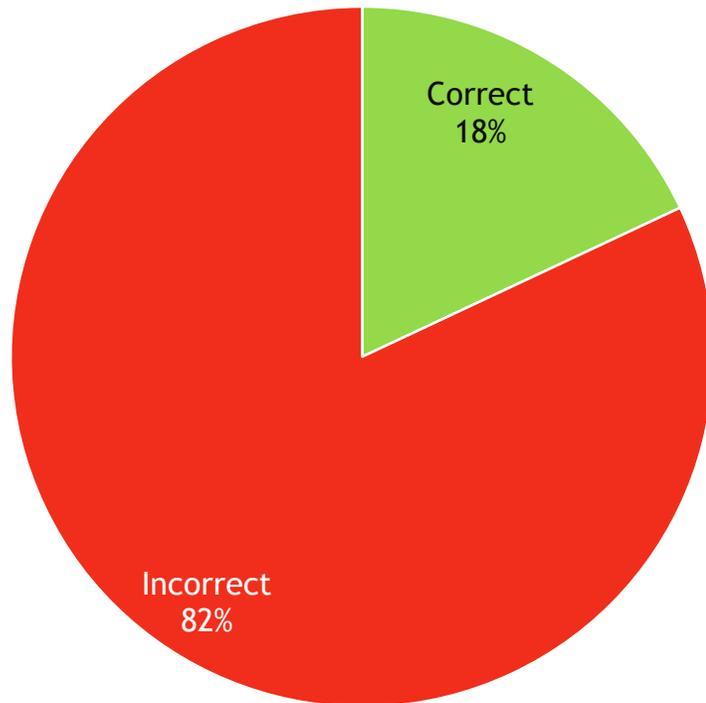


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55%	49%	41%	46%	44%	43%
45%	51%	59%	54%	56%	57%

Constitutional Ratification

Only 1 in 5 Americans know when the Constitution was ratified, although younger Americans are more aware of when it was ratified than older Americans.

Do They Know When The Constitution Was Ratified?

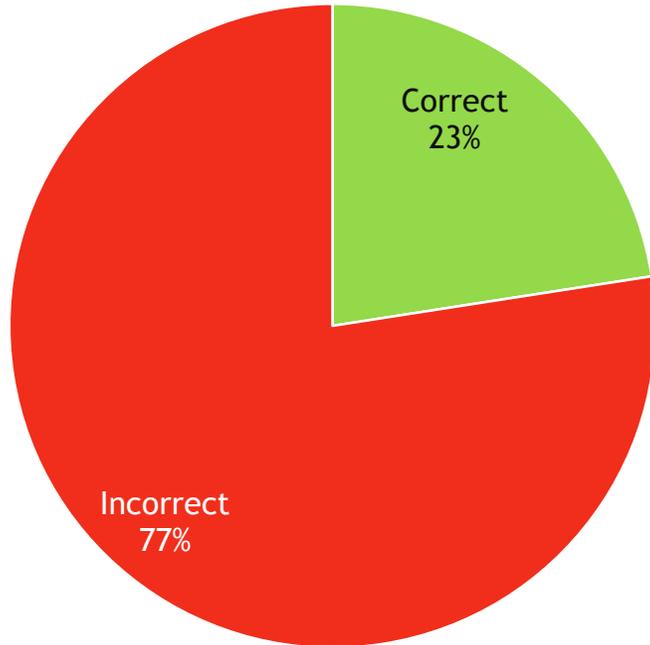


Younger Gen Z (14-17) (100)	Older Gen Z (18-21) (107)	Millennial (22-37) (266)	Gen X (38-53) (277)	Boomer (54-72) (241)	Silent (73+) (87)
25%	20%	17%	18%	17%	13%
75%	80%	83%	82%	83%	87%

Authors Of The Federalist Papers

About 1 in 5 Americans know who the authors of the Federalist Papers were.

Do They Know The Authors Of The Federalist Papers?

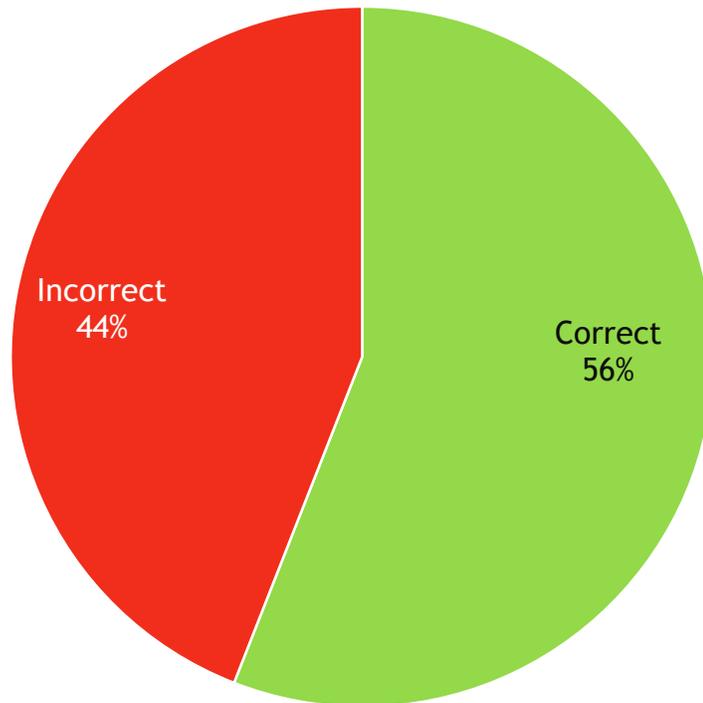


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(100)	(107)	(266)	(277)	(241)	(87)
23%	23%	18%	24%	27%	17%
77%	77%	82%	76%	73%	83%

Who Is On Mount Rushmore

5 in 9 Americans know who is on Mount Rushmore, although awareness is higher among older generations.

Do They Know Who Is On Mount Rushmore?

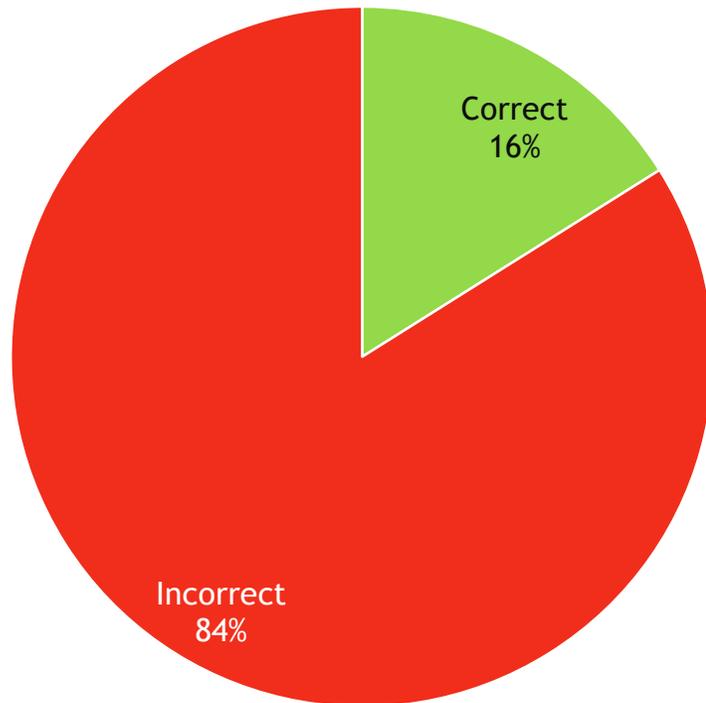


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(100)	(107)	(266)	(277)	(241)	(87)
35%	39%	46%	63%	71%	64%
65%	61%	54%	37%	29%	36%

Rights Of The First Amendment

Only 1 in 6 Americans know the specific rights enumerated in the First Amendment.

Do They Know The Rights Enumerated In The First Amendment?

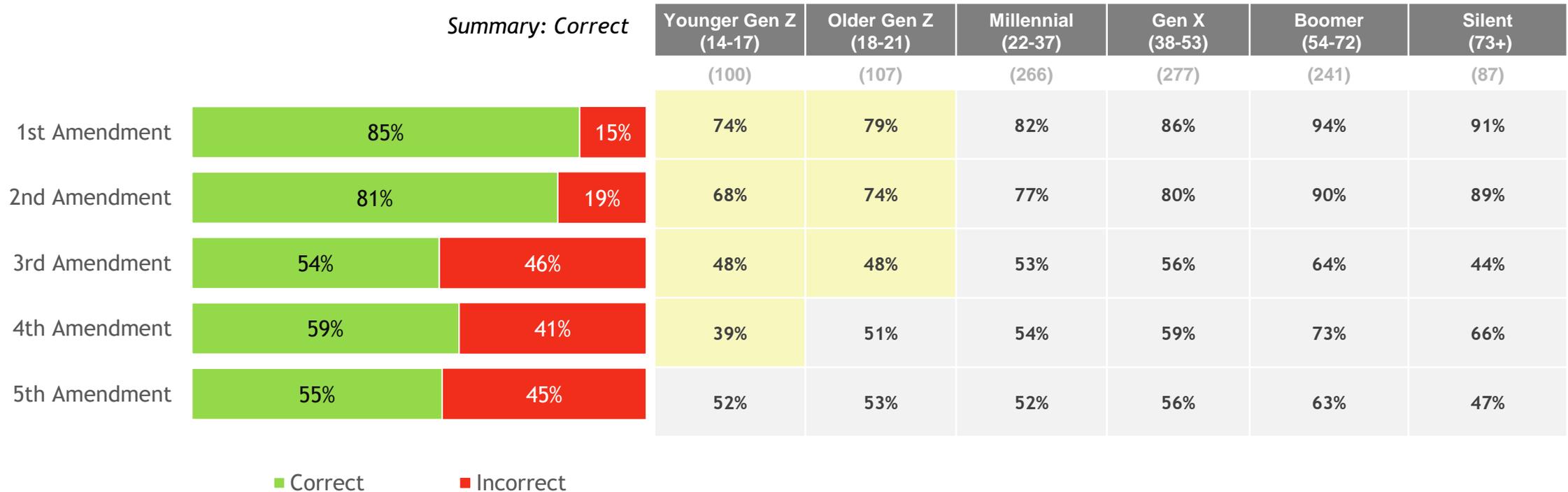


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(100)	(107)	(266)	(277)	(241)	(87)
14%	11%	19%	16%	17%	16%
86%	89%	81%	84%	83%	84%

Rights In The First Five Amendments

Americans are most aware of the rights in the 1st and 2nd amendment, but awareness of the rights of other amendments is significantly lower.

Do They Know The Rights In The First Five Amendments?

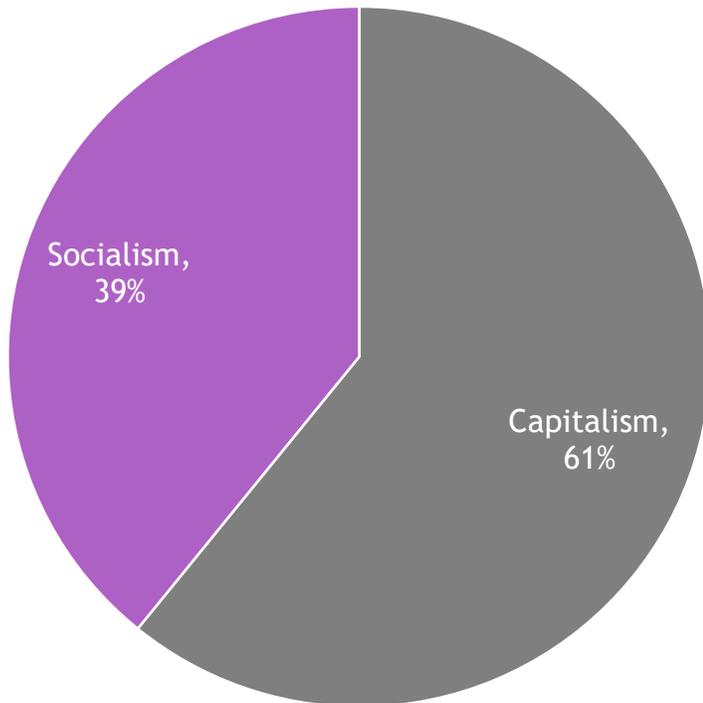


— College/Entrepreneurship Appendix

Young People More Open To Socialism

Younger generations are more likely to think America's future should be driven by the principles of socialism than older generations, including almost half of those 37 and younger.

Should America's Future Be Driven By Capitalism Or Socialism?

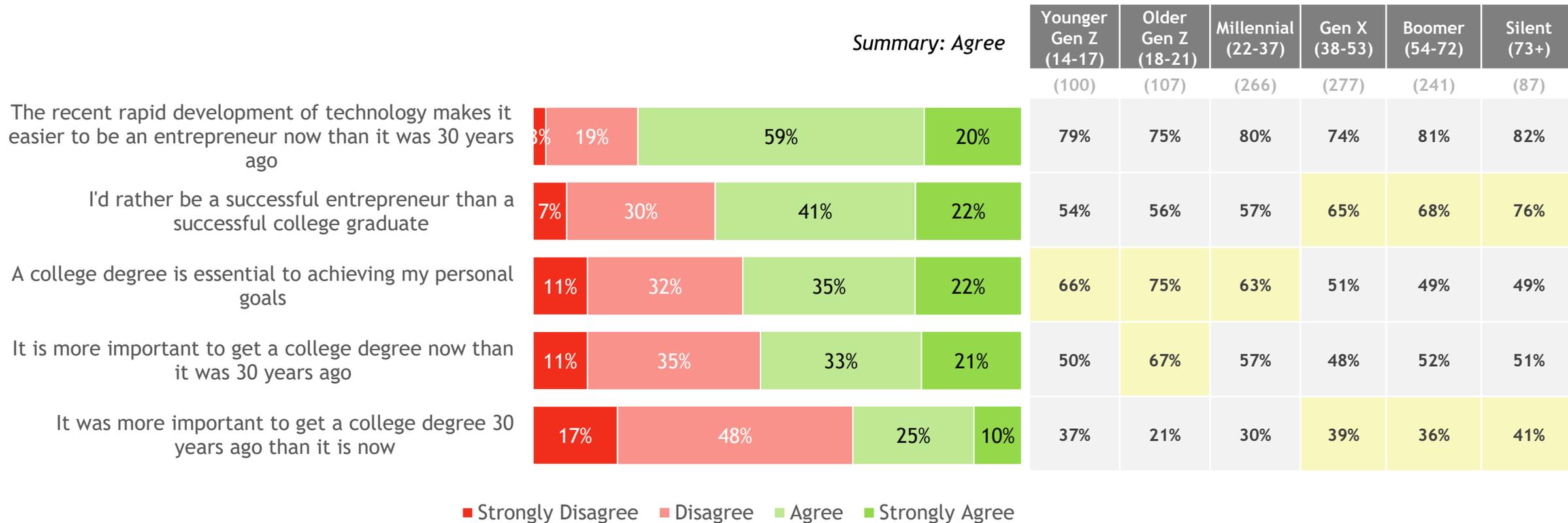


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(100)	(107)	(266)	(277)	(241)	(87)
50%	53%	53%	61%	70%	83%
50%	47%	47%	39%	30%	17%

Young People More Sold On College

Younger Americans place a higher value on being a college graduate than older Americans, and are more likely to say being a successful college graduate is less important than being a successful entrepreneur.

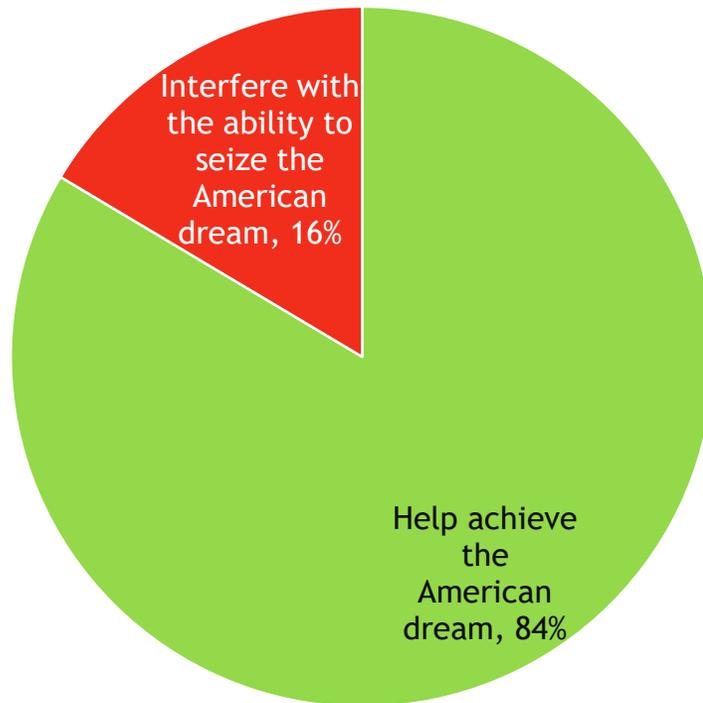
Their Views On College



College And The American Dream

Younger generations are more likely to think going to college interferes with the American dream compared to older Generations, although all generations think going to college helps achieve the American dream.

Do They Think College Supports The American Dream?

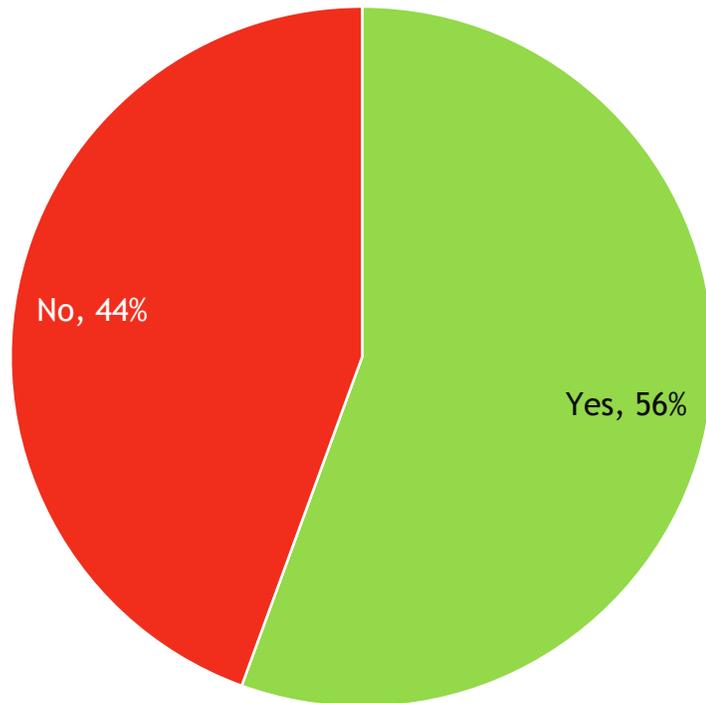


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(100)	(107)	(266)	(277)	(241)	(87)
78%	80%	79%	84%	90%	89%
22%	20%	21%	16%	10%	11%

Expense Of College Vs Value

Despite being more likely to think college interferes with the American dream, Gen Z are more likely to think college is worth the expense, although Millennials disagree, comparatively.

Do They Think College Is Worth The Expense?



Younger Gen Z (14-17) (100)	Older Gen Z (18-21) (107)	Millennial (22-37) (266)	Gen X (38-53) (277)	Boomer (54-72) (241)	Silent (73+) (87)
64%	61%	53%	51%	59%	56%
36%	39%	47%	49%	41%	44%

College Degree As A Measure Of Success

Millennials and Gen X place the least value on a college degree as a measure of success, although more than 6 in 10 think it is a good measure.

Do They Think A College Degree Is A Good Measure Of Success?



Starting A Business As A Measure Of Success

More Americans think starting a business is a good measure of success than think going to college is a good measure of success.

Is Starting A Business A Measure Of Success?



— Demographics

	Total	Younger Gen Z (14-17)	Older Gen Z (18-21)	Millennial (22-37)	Gen X (38-53)	Boomer (54-72)	Silent (73+)
Region	1078	100	107	266	277	241	87
Northeast	19%	8%	12%	24%	22%	18%	17%
Midwest	23%	25%	25%	20%	23%	23%	24%
South	36%	51%	51%	27%	30%	40%	32%
West	23%	16%	11%	30%	25%	19%	26%
Generation							
Younger Gen Z (14-17)	9%	100%	-	-	-	-	-
Older Gen Z (18-21)	10%	-	100%	-	-	-	-
Millennial (22-37)	25%	-	-	100%	-	-	-
Gen X (38-53)	26%	-	-	-	100%	-	-
Boomer (54-72)	22%	-	-	-	-	100%	-
Silent (73+)	8%	-	-	-	-	-	100%
Gender							
Male	47%	42%	36%	49%	48%	44%	71%
Female	53%	58%	64%	52%	52%	56%	29%
Parent/Guardian							
Yes	26%	7%	14%	42%	49%	6%	1%
No	74%	93%	86%	58%	51%	94%	99%

	Total	Younger Gen Z (14-17)	Older Gen Z (18-21)	Millennial (22-37)	Gen X (38-53)	Boomer (54-72)	Silent (73+)
Education							
	1078	100	107	266	277	241	87
HS Or Less	20%	-	54%	15%	16%	15%	22%
Some College	31%	-	46%	25%	30%	32%	31%
4-Year Degree	30%	-	-	39%	35%	28%	26%
Post-Grad	19%	-	-	20%	19%	24%	21%
Income							
Less than \$25,000	19%	34%	29%	21%	16%	13%	13%
\$25,000 - \$49,999	19%	8%	22%	21%	18%	19%	22%
\$50,000 - \$79,999	21%	13%	20%	25%	22%	17%	22%
\$80,000 or more	27%	22%	20%	22%	33%	36%	18%
Prefer not to say	14%	23%	9%	11%	12%	15%	25%
Race							
White	76%	52%	53%	74%	79%	89%	91%
Black	8%	21%	19%	5%	7%	3%	5%
Hispanic	8%	18%	17%	10%	5%	5%	1%
Asian	3%	4%	5%	5%	3%	1%	1%
Other	5%	5%	7%	6%	6%	3%	2%

		Total	Younger Gen Z (14-17)	Older Gen Z (18-21)	Millennial (22-37)	Gen X (38-53)	Boomer (54-72)	Silent (73+)
	Area	1078	100	107	266	277	241	87
	Rural	27%	27%	21%	23%	25%	33%	33%
	Suburban	50%	55%	53%	45%	51%	50%	47%
	Urban	24%	18%	26%	33%	24%	17%	20%
	Political Affiliation							
	Democrat	32%	-	36%	36%	30%	33%	16%
	Republican	25%	-	22%	20%	25%	30%	33%
	Independent	30%	-	21%	26%	34%	30%	43%
	Other	5%	-	3%	4%	7%	4%	7%
	Not Sure	8%	-	18%	13%	5%	3%	1%
	Registered To Vote							
	Yes	84%	-	66%	78%	84%	95%	95%
	No	14%	-	29%	19%	14%	4%	3%
	Not Sure	2%	-	5%	3%	2%	0%	1%