



Family History Research and Community Involvement
Final Report on a Research Study for Ancestry.com
September 26, 2014



Questions about this report may be addressed to Teresa_Edwards@unc.edu

FAMILY HISTORY RESEARCH AND COMMUNITY INVOLVEMENT
FINAL REPORT ON A RESEARCH STUDY FOR ANCESTRY.COM
SEPTEMBER 26, 2014

EXECUTIVE SUMMARY

In 2014, on behalf of Ancestry.com, the H.W. Odum Institute for Research in Social Science at the University of North Carolina—Chapel Hill undertook an exploratory study of whether involvement in family history research is correlated with being active in one's local community. Through a matched samples design, we explored whether persons engaged in family history research perform more volunteer work, are more active in voting and/or public affairs, belong to more civic or veterans organizations, or contribute more to charitable causes than those not engaged in family history research. In this preliminary study, being involved in family history research is positively correlated with all of these behaviors.

DATA COLLECTION

We first used an opt-in volunteer panel from a commercial vendor (Qualtrics) to identify and survey 1,000 individuals who had engaged in family history research activities within the past 10 years. Eligible respondents were those who reported having searched online or used DNA testing to gather information about their ancestors, and/or having visited a cemetery, church, or other agency/organization, interviewed or contacted a family member, or traveled to a particular geographic area specifically for the purpose of learning about their ancestors. After a brief pilot (30 cases) we determined that, without intervention, our respondents would likely be almost exclusively younger than 22 due to the nature of the online panel. We therefore put age quotas into place to ensure that our survey respondents approximately represented the age distribution of the U.S. adult population.

Having identified our target group of family history enthusiasts, we then identified and surveyed 2,436 individuals from the same opt-in volunteer panel who had not done any of the listed family history research activities. Quotas were used to ensure that the aggregate demographics of the second sample matched the first with regard to gender, age group (19-29, 30-49, 50-64, 65 and over), racial/ethnic background (Hispanic, non-Hispanic Black, White only, Other), whether respondents had children, household income (Under \$25K, \$25-50K, \$50-100K, over \$100K), and Census region (West, Midwest, South, Northeast).

Since the two samples were generated from the same pool of volunteers, and since demographics were designed to match at the aggregate level, response distribution on the community involvement variables could be expected to match, except that one group constitutes individuals who are active in family history research and the other group represents ones who are not. While we cannot say with certainty that observed differences are related to

family history research activity, our study provides a preliminary investigation into correlations between this activity and community involvement.

In an effort to ensure attentive participation in the survey, several ‘attention filters’ were built into the survey procedures. Near the midpoint of the survey, respondents saw a question stating “For this study, we want to make sure our respondents are paying attention to our questions. Please type or paste the word “survey” into the text box below.” Cases that did not contain the requisite word in the text box were discarded. In addition, completion time was used to omit cases in which respondents may have raced through the survey without reading and responding to questions appropriately. Cases with duration times less than one third of the average duration were discarded.

Finally, every completed survey was reviewed for reasonableness. Cases with preposterously inconsistent answers were discarded. For example, age was calculated based on respondent reported year of birth, and if age of running for public office or joining a veterans’ organization would indicate doing these things under the age of 18, that survey was discarded. If respondents indicated they had done ALL community involvement activities we asked about, they were also omitted, since it is highly unlikely that any single individual would/could do all the things we asked about. Since we did not anticipate this response pattern prior to the first survey, these checks were performed after survey completion, and each discarded case was replaced by a new volunteer from the panel. For the second survey, we automated the checks for age inconsistency, and respondents were terminated from the survey immediately if they provided years which were inconsistent for activities requiring minimum age. In addition, for the second survey, a few additional cases were omitted because they answered “yes” to having ever belonged to a heritage or lineage organization. Since membership in these organizations requires documentation of ancestry, these individuals were presumably involved in family history at some point (even if not in the past 10 years) so we did not consider them appropriate for our comparison group of family history nonenthusiasts

The survey required responses for all questions, so there are no missing data other than those due to skip patterns. Data for the first survey were collected between February 14 and February 27, 2014. Data for the second survey were collected between April 22 and May 26, 2014. The full questionnaires for each survey are provided in Appendix A. Both questionnaires were programmed in the Qualtrics online survey tool by Odum Institute staff and carefully tested prior to survey launch. Recruitment of panel members was handled by Qualtrics staff. Eligible participants received small monetary incentives for completion of the survey, administration of which was handled by Qualtrics.

ANALYSIS

As described above, quotas were used to ensure similarity in demographics of the two groups. We collected a larger number of completes in the second survey to enable us to explore matching cases on a one-to-one basis in order to further control for differences between the groups. This turned out to be unnecessary; the results using a smaller set of case-by-case matches did not differ from comparing the two groups in their entirety, and we therefore present results using all completes from both surveys. We do, however, apply weights in order to account for imperfections in the quotas, so that the demographics of both sets of respondents match identically on the variables described above.

RESULTS

For ease of reading in the following sections, we refer to participants in the first survey, who reported involvement in one or more of the listed family history research activities, as family history Enthusiasts and participants in the second survey, who denied involvement in any of the activities, as “Nonenthusiasts.” In the charts that follow, the horizontal axis represents responses to the survey item(s) in question and the vertical axis indicates the percentage of respondents who chose that response.

As we describe each chart that follows, we report whether the distribution of responses from the family history Enthusiasts (gold bars) and Nonenthusiasts (blue bars) differ from each other in a statistically significant way. A statistically significant difference is a difference between the two groups that is large enough and consistent enough to allow us to reject the notion with high confidence that it appeared in our data simply do to random chance. Statistically significant differences are important to note. However, two caveats should be kept in mind. First, unless otherwise stated, our tests are of the entire distribution of family history Enthusiasts and Nonenthusiasts. Our tests say nothing about the similarity or difference between any pair of bars within any one response category. Second, statistical significance does not necessarily mean that a particular difference is substantively important or large. We leave judgment about how large or substantively important a difference is to substantive experts. Therefore, every time below when we refer to a difference as being “significant”, we mean significant in the specific statistical sense and not as a synonym for “important” or “large”.

Finally, several of the questions below cluster numerical responses such as the number of hours spent volunteering into several categories. This makes it impossible to directly compute the means of these variables. However, we provide some estimates of mean differences between family history Enthusiasts and Nonenthusiasts for such variables by assigning midpoint values to each respondent in a given category and then computing means from that information.

OVERALL FINDINGS

VOLUNTEERISM

Figure 1

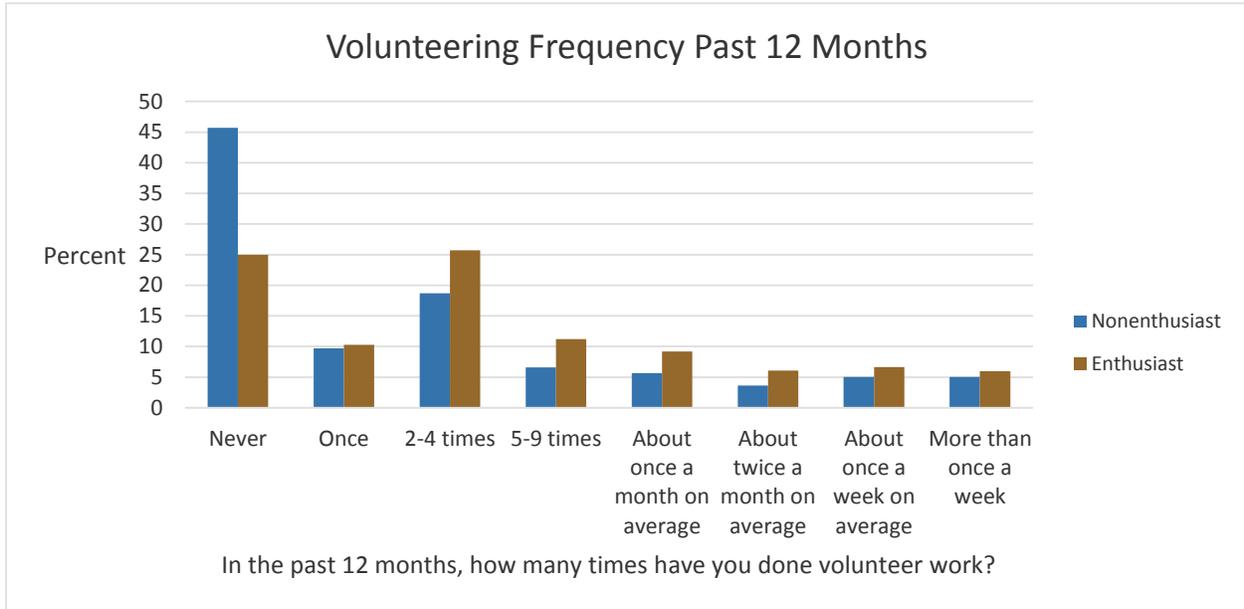
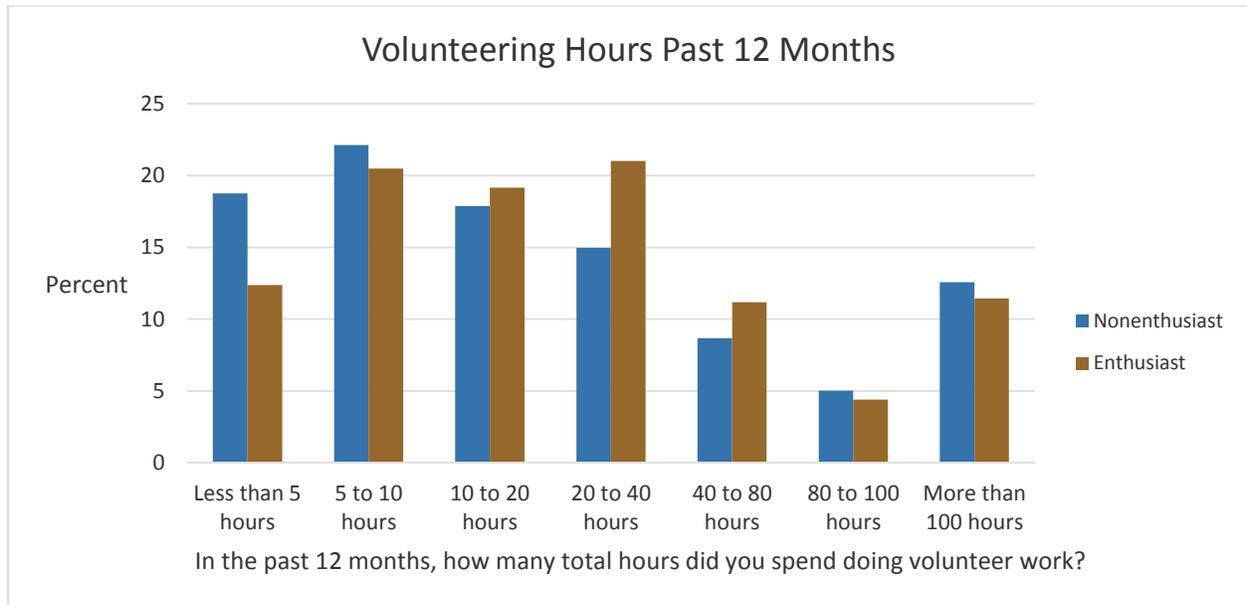


Figure 1 shows that the family history Enthusiasts’ frequency of volunteering in the past 12 months was significantly greater than that of the Nonenthusiasts. Figure 1 suggests that the bulk of this difference stems from whether respondents volunteered at all. Seventy-five percent of family history Enthusiasts reported volunteering at least once in the past 12 months, compared to only 55% of Nonenthusiasts. Recoding responses to the numeric midpoint of the range for each response category and assigning a value of 70 times for the highest category, we can approximate that family history Enthusiasts averaged about 11.8 volunteering experiences in the past 12 months compared to 8.8 for Nonenthusiasts.

Figure 2



Among those who did volunteer in the past 12 months, Figure 2 shows that family history Enthusiasts also spent significantly more hours volunteering. Recoding responses to the numeric midpoint of the response category and assigning a value of 120 to the highest category, we approximate that volunteers in the Enthusiast group averaged about 35.3 hours compared to 34 hours for volunteers in the Nonenthusiast group.

Figure 3

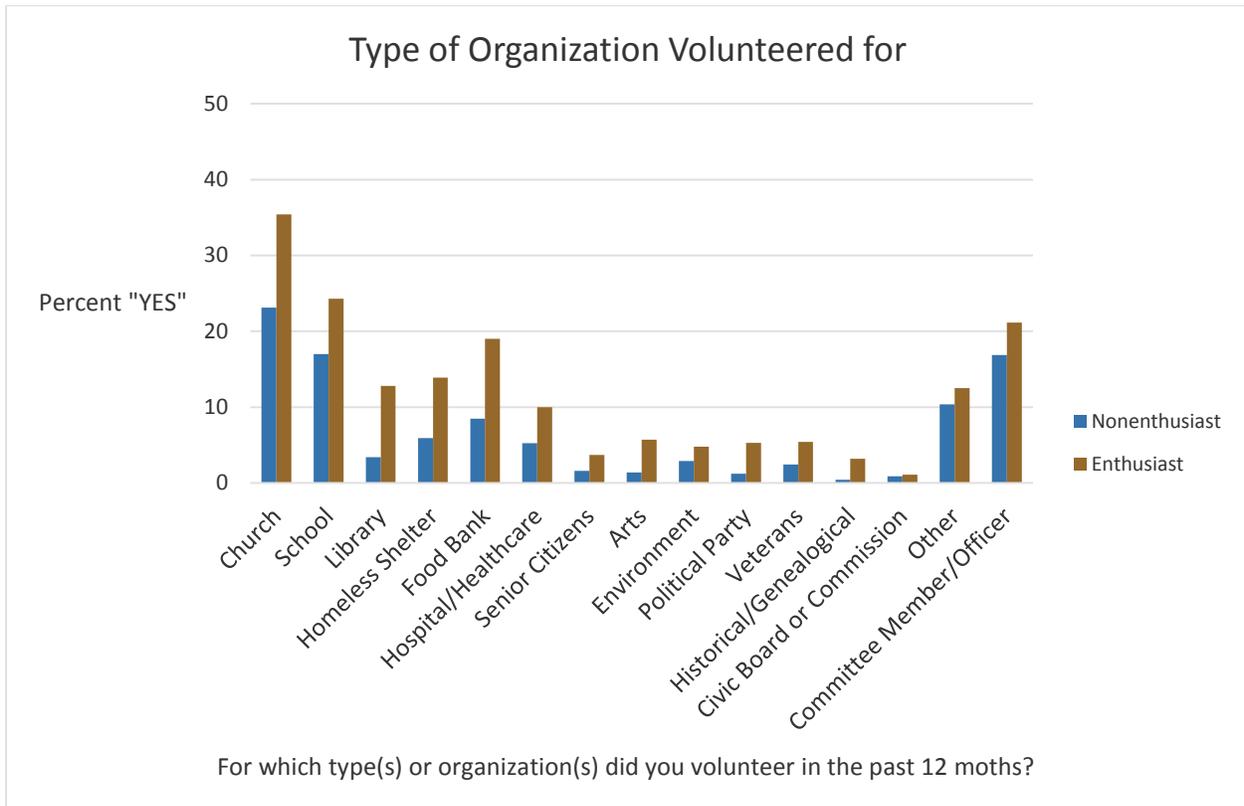


Figure 3 reports the rate of volunteering among family history Enthusiasts and Nonenthusiasts across more than a dozen types of organizations. In every type of organization, the volunteer rate was higher for family history Enthusiasts than for Nonenthusiasts. In all but two of the categories – “Civic Board or Commission” and “Other” – the difference between Enthusiasts and Nonenthusiasts was statistically significant.

The last comparison in Figure 3 shows that among respondents who volunteered for at least one organization, family history Enthusiasts were significantly more likely than Nonenthusiasts to have served as a committee member or officer, 21% vs. 17%.

CIVIC PARTICIPATION

Figure 4

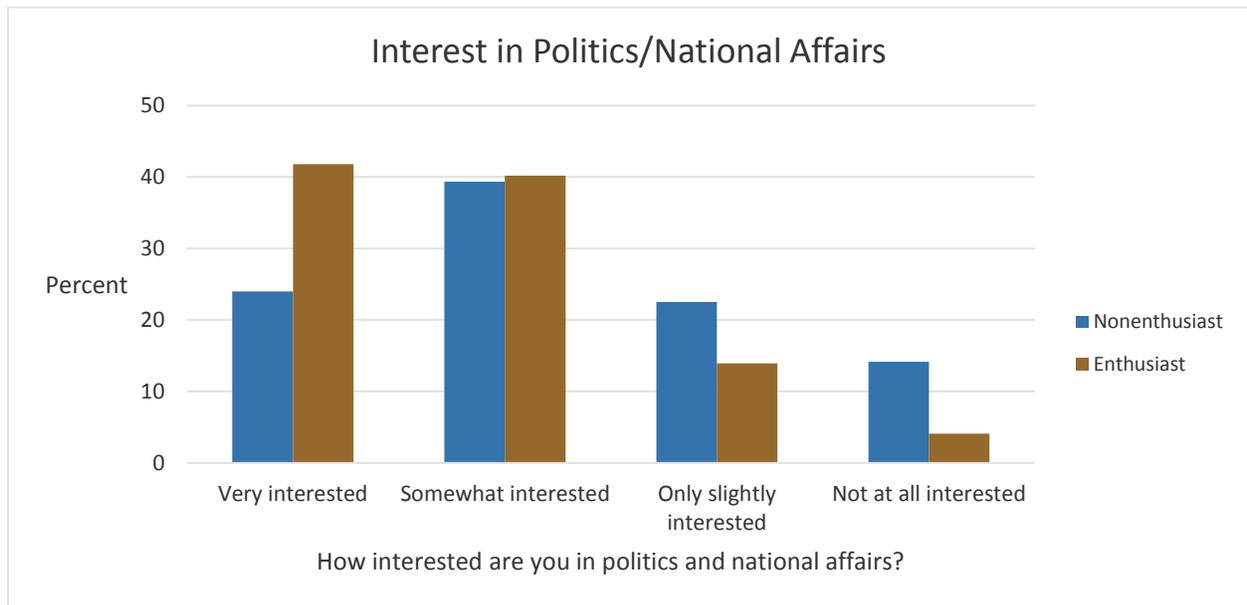
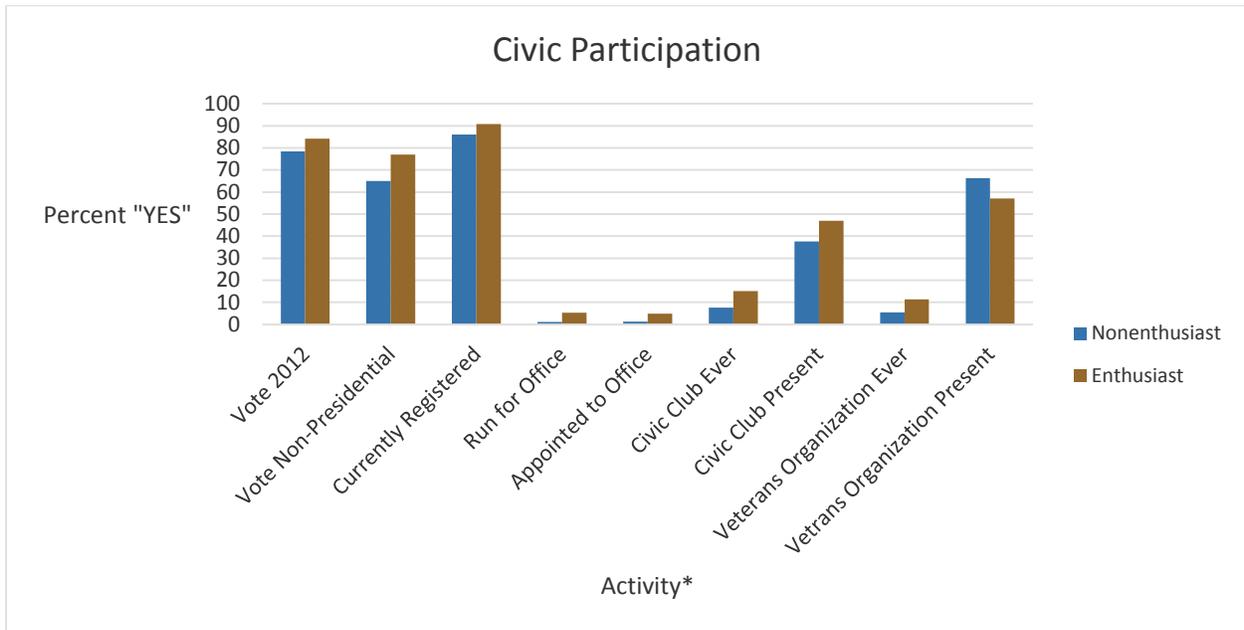


Figure 4 shows that interest in national affairs differed significantly between the two groups, with family history Enthusiasts reporting higher interest levels than Nonenthusiasts. While similar percentages of family history Enthusiasts and Nonenthusiasts fall into the “Somewhat Interested” category, more than 40 percent of Enthusiasts say they are “Very Interested” in politics and national affairs while less than 25 percent of Nonenthusiasts report being “Very Interested”. The gap is about the same size, but in the reverse direction, among those who are only slightly or not at all interested in politics and national affairs.

Figure 5

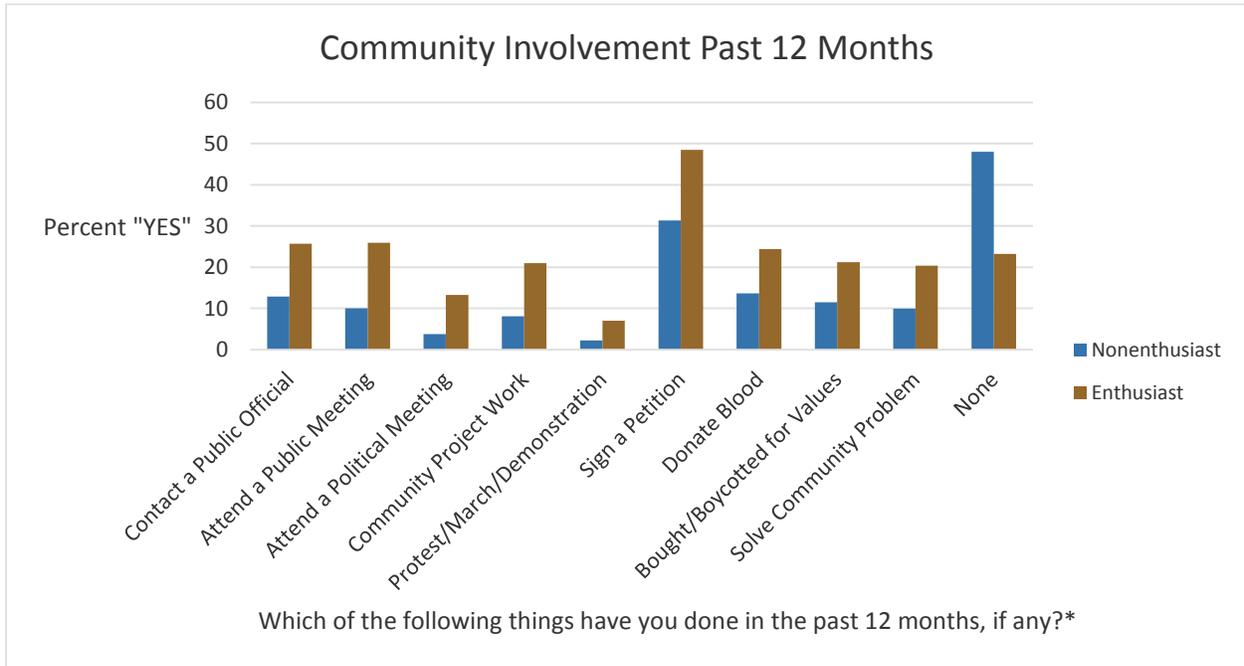


*See Appendix A for exact question wordings.

Figure 5 shows comparisons across several types of self-reported civic participation where the participation rates were statistically significantly higher for family history Enthusiasts compared to Nonenthusiasts. This includes reported voting in the 2012 presidential election, typical voting behavior in non-presidential elections, and currently being registered to vote. Few participants had either run for or been appointed to public office, but the rate was significantly higher among family history Enthusiasts, about 5%, compared to 1% for Nonenthusiasts. Family history enthusiasts were significantly more likely than Nonenthusiasts to report having ever belonged to a civic club or veterans’ organization, but neither group was statistically significantly more likely than the other to be current members of these organizations.

COMMUNITY INVOLVEMENT

Figure 6



*See Appendix A for complete question wording.

Figure 6 presents self-reported community involvement across a number of specific activities. It shows that such behavior was significantly higher among family history Enthusiasts than Nonenthusiasts for all types of community involvement we asked about. Seventy-seven percent of Enthusiasts reported doing one or more of the listed activities, versus 52% of Nonenthusiasts.

CHARITABLE GIVING

Figure 7

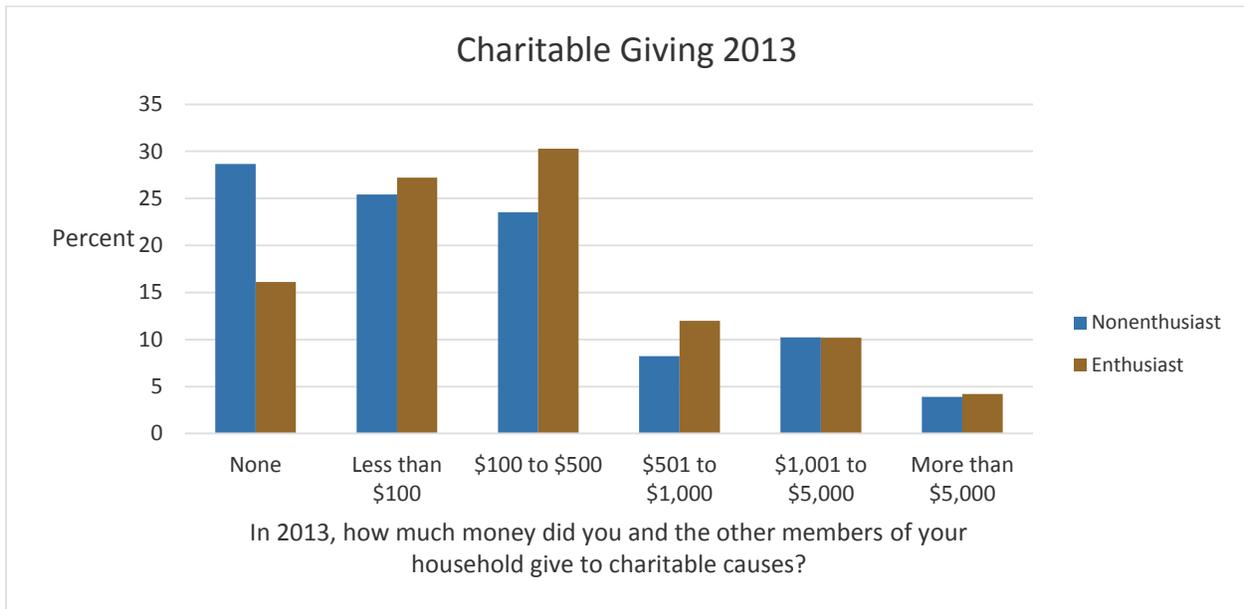


Figure 7 shows that self-reported charitable giving was significantly higher among family history Enthusiasts than Nonenthusiasts. Recoding responses to the numeric midpoint of each category and assigning a value of \$7,000 to the highest category, we approximate that Enthusiasts gave about \$730 in charitable giving compared to about \$660 for Nonenthusiasts.

AFRICAN-AMERICANS

We explored whether the findings reported above across all participants held for the subset of respondents in our surveys who reported being African-American. The trends for volunteerism and community involvement mirrored those in the overall samples. However, among African-Americans, we do not find statistically significant differences in civic participation or charitable giving between family history Enthusiasts and Nonenthusiasts.

VOLUNTEERISM

Figure 8

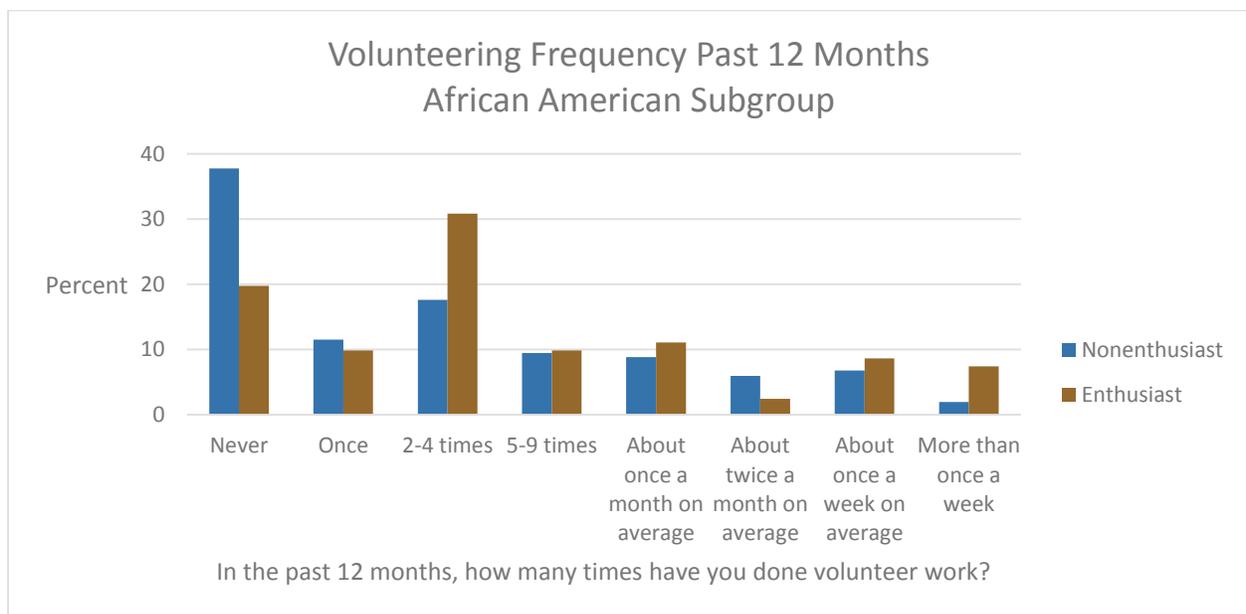
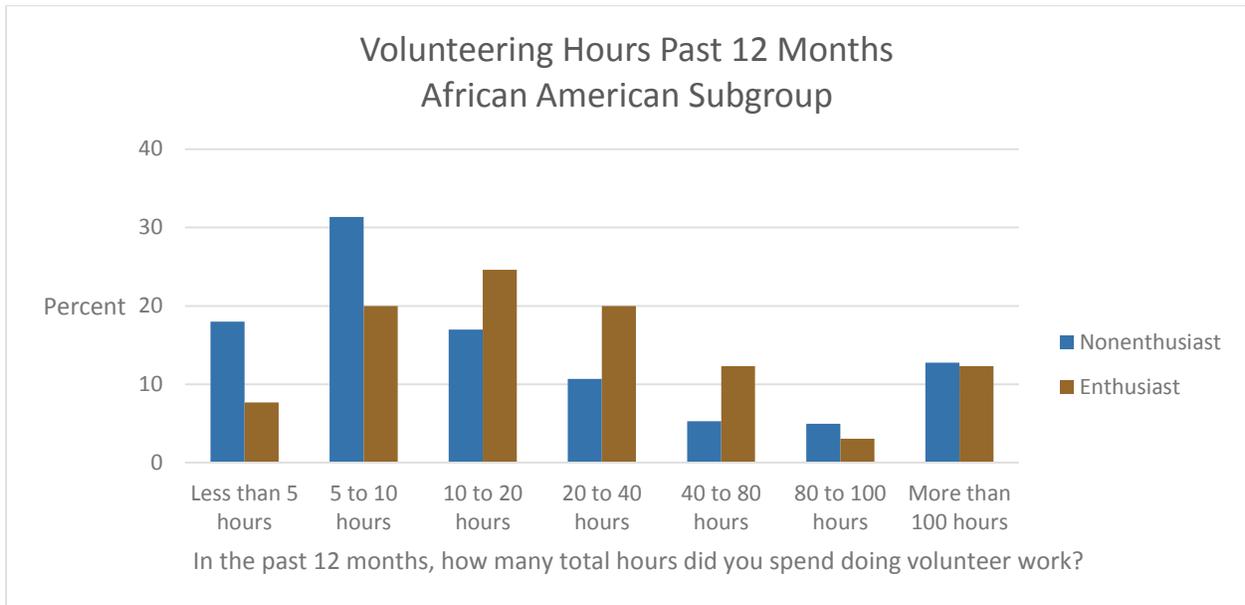


Figure 8 shows that, among African-American respondents, family history Enthusiasts' volunteering frequency was significantly higher than that of Nonenthusiasts. Figure 8 suggests that the difference is largely due to the proportion of each group that volunteered at all. Eighty percent of African-American family history Enthusiasts reported volunteering at least one time in the past 12 months, compared to 62% of African-American Nonenthusiasts. Recoding responses to the numeric midpoint of the range for each response category and assigning a value of 70 times for the highest category, we can approximate that African-American Enthusiasts averaged about 13.3 volunteering experiences in the past 12 months compared to 8.7 for African-American Nonenthusiasts.

Figure 9



As Figure 9 shows, among African Americans who reported any volunteer activity in the past 12 months, the distribution of hours spent volunteering appears to show a trend toward higher numbers of hours for African-American family history Enthusiasts than Nonenthusiasts. However, this trend is not statistically significant.

Figure 10

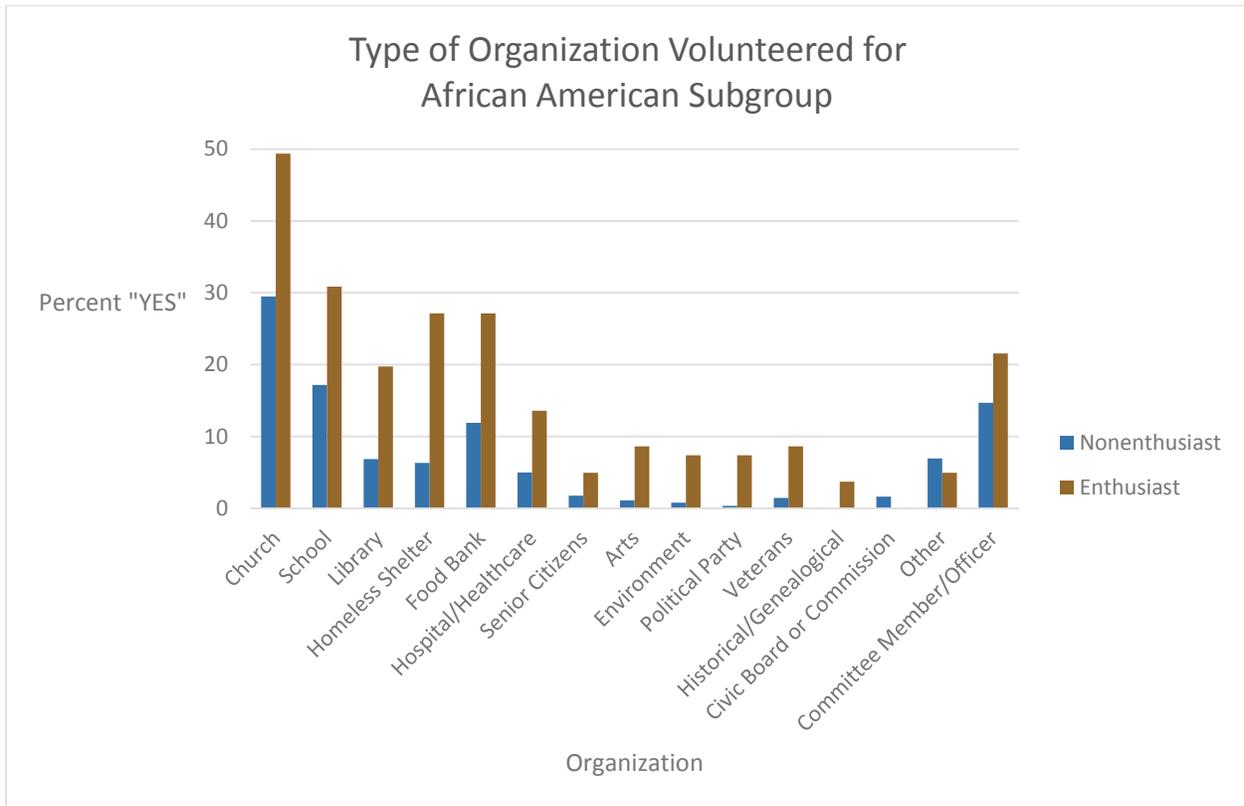


Figure 10 shows that the trend in volunteerism by type of organization is similar among African Americans to that for the overall sample. African-American family history Enthusiasts volunteered at a higher level than African-American Nonenthusiasts for all types of organizations except “Senior Citizens” and “Other.” Looking at the last comparison in Figure 10, we find that, in contrast with the overall sample, African-American family history Enthusiasts were not statistically significantly more likely than Nonenthusiasts to serve as committee members or officers of the organizations they volunteered for.

CIVIC PARTICIPATION

Figure 11

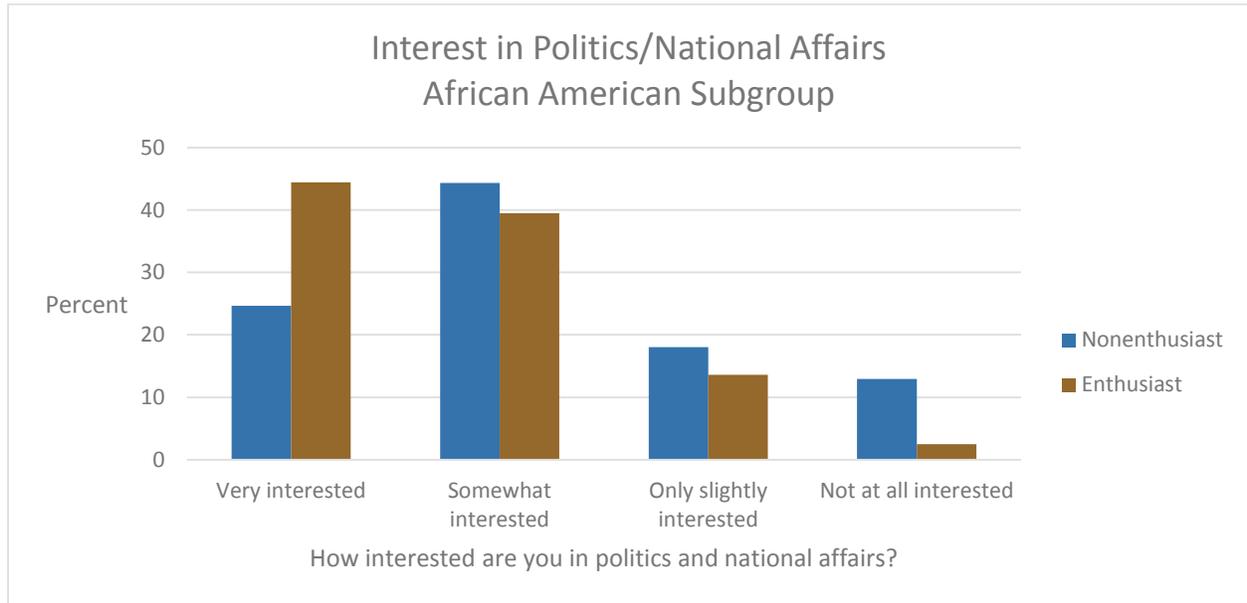
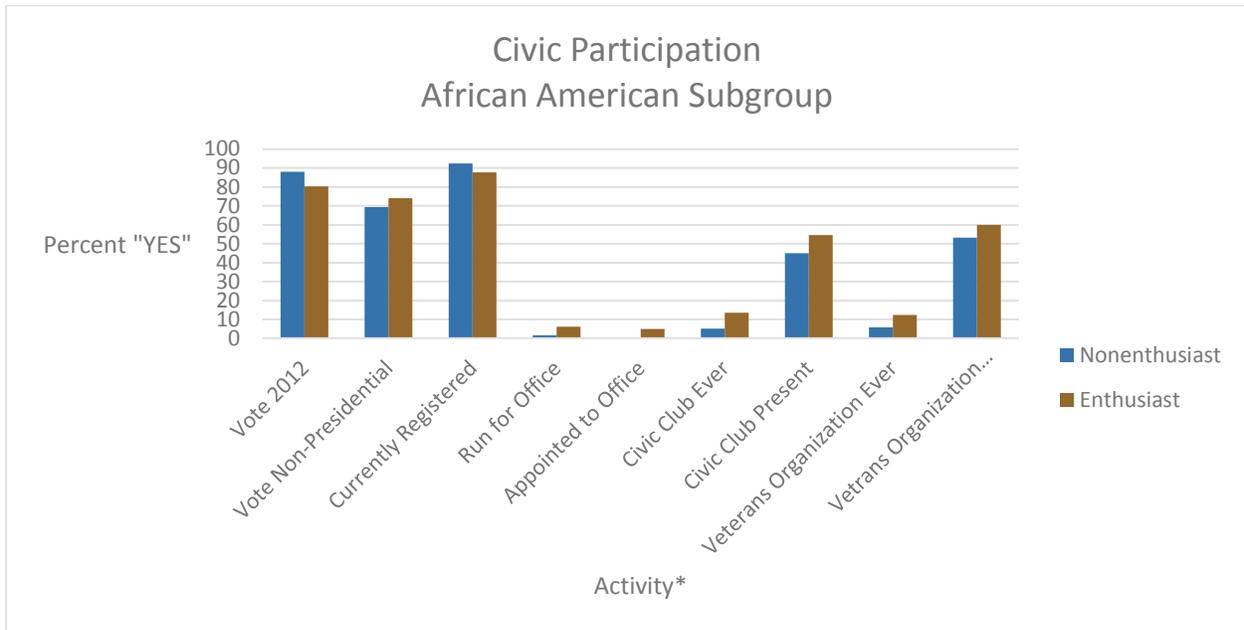


Figure 11 shows that African American family history Enthusiasts were significantly more likely to indicate being “very interested” in politics/national affairs than Nonenthusiasts, and less likely to indicate no interest at all. The proportions of the groups reporting to be “somewhat interested” or “only slightly interested” were similar among the two groups. This pattern mirrors that found in the overall samples.

Figure 12

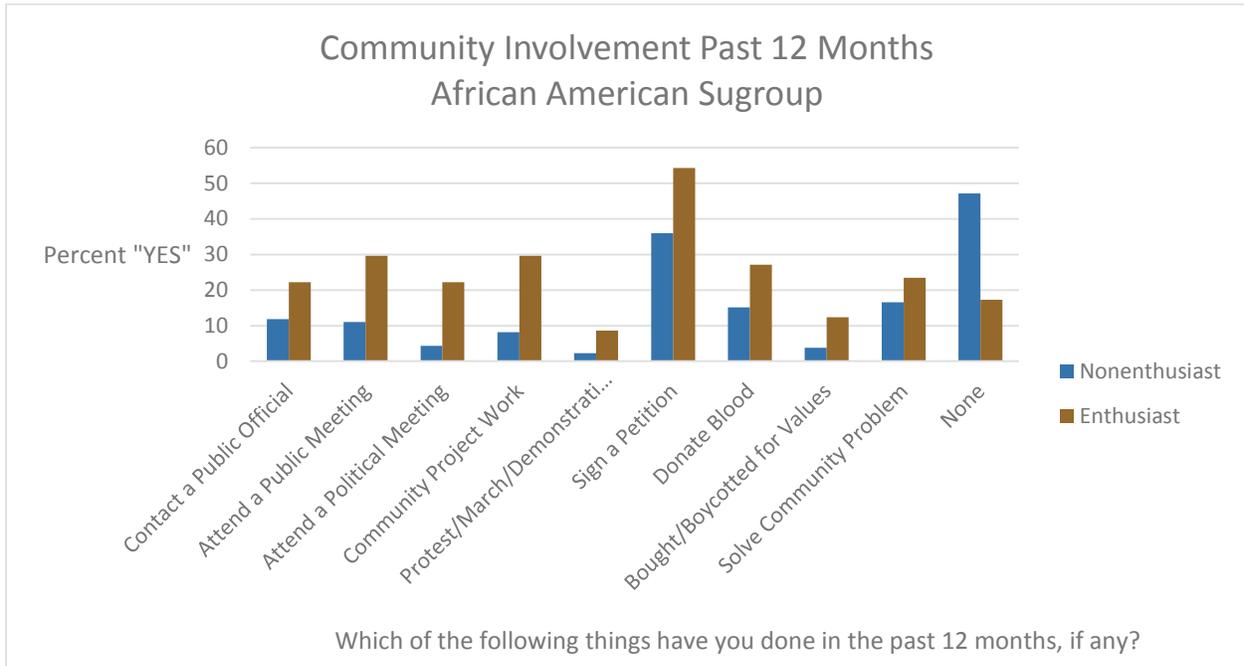


*See Appendix A for exact question wordings.

In the area of civic participation, we find our first notable difference between the African American subgroup and our overall findings. These comparisons are shown in Figure 12. There are no statistically significant differences between African-American family history Enthusiasts and Nonenthusiasts in voting or civic organization membership. The only statistically significant difference is that African-American Enthusiasts are more likely to report having been appointed to a public office (5%) than Nonenthusiasts (<0.3%).

COMMUNITY INVOLVEMENT

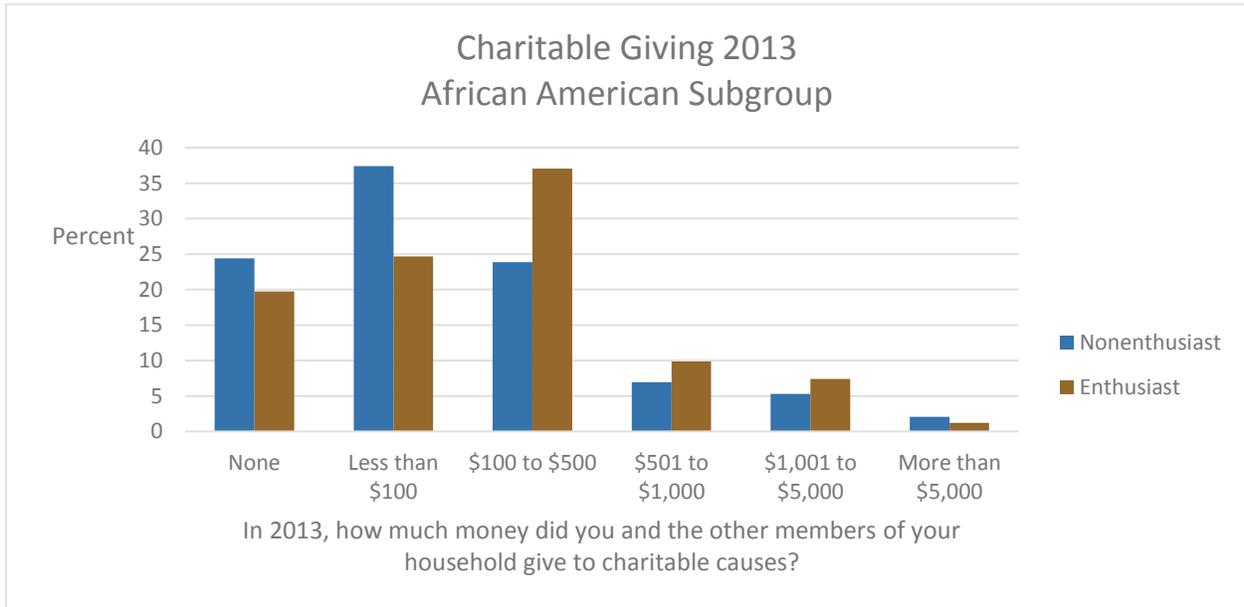
Figure 13



As with the overall sample, Figure 13 shows that African-American family history Enthusiasts were more likely than Nonenthusiasts to have engaged in at least one of the community involvement activities we asked about. Eighty-three percent of family history Enthusiasts and 53% of Nonenthusiasts reported at least one type of involvement. African-American family history Enthusiasts were significantly more likely than Nonenthusiasts to have engaged in each of the activities except two—contacting a public official or working together with others to solve a problem in the community.

CHARITABLE GIVING

Figure 14



While the distribution in Figure 14 shows a trend for African-American family history Enthusiasts to contribute more money to charitable causes than Nonenthusiasts, the difference in the distributions is not statistically significant. We therefore cannot conclude that the family history Enthusiast group differs from the Nonenthusiast group on charitable giving behavior within the African American subgroup.

RELIGIOUS IDENTIFICATION

We compared the volunteerism, civic participation, community involvement, and charitable giving levels between family history Enthusiasts and Nonenthusiasts within the three largest groups of religious identification – Catholic, Protestant, and None (other groups had too few cases for these analyses). No new findings emerged; by and large the patterns we found for the sample overall hold true regardless of religious identification.

DEMOGRAPHIC COMPARISON BY LEVEL OF INTEREST IN FAMILY HISTORY RESEARCH - NONENTHUSIASTS

Respondents were asked “At this time, how interested are you in conducting research into your family history and/or genealogy? Not at all interested/Only slightly interested/Moderately interested/Very interested.” In Table 1 we provide the demographic comparison of Nonenthusiasts who responded “Not at all interested” to Nonenthusiasts who were slightly, moderately, or very interested. Characteristics marked with a * show significant differences between the three interest categories. (Comparison to the family history Enthusiast group would be inappropriate since the demographics of the Nonenthusiast group as a whole were designed to match those of the Enthusiast group.)

Nonenthusiasts who expressed moderate or high levels of interest in family history research were statistically significantly more likely to be female, younger, and employed than those who expressed little or no interest. In addition, educational and marital status distributions were significantly different between the two groups, but no single comparison or clear trend appears to account for the difference.

Table 1. Demographic Characteristics by Level of Interest in Family History Research
Nonenthusiasts only

Variable	Interested (% of 1842)	Not Interested (% of 599)
Gender*		
Male	42.95	49.36
Female	57.05	50.64
Age*		
18-29	22.26	15.34
30-49	36.43	30.06
50-64	25.28	27.01
65 and over	16.02	27.59
Education*		
Less than high school	1.06	1.63
High school or GED	12.16	13.99
Some college	22.79	23.21
Associates or vocational/technical degree	12.81	14.44
Bachelor's degree	28.34	22.79
Some graduate training	5.67	9.97
Graduate or professional degree	17.18	13.96
Children		
None	37.71	40.52
At Least 1	62.29	59.48
Marital Status*		
Married	55.77	50.07
Widowed	3.11	6.81
Separated/Divorced	11.22	14.88
Never married	29.90	28.23
Employment Status*		
Full time	45.47	36.84
Part time	16.94	14.69
Not at all	37.59	48.47
Household Income		
Less than \$25,000/year	13.19	17.31
\$25,000 - \$50,000/year	28.92	30.88
\$50,000 - \$100,000/year	36.81	33.88
\$100,000 - \$150,000/year	13.35	9.85
\$150,000 - \$200,000/year	4.83	3.87
Over \$200,000/year	2.89	4.20
Religion		
Catholic	24.86	24.21
Protestant	40.32	40.65
None/Atheist	20.27	23.41
Other	14.55	11.73

* p<.05 for a test of equal distribution

LEVEL OF INVOLVEMENT IN FAMILY HISTORY RESEARCH

To delve deeper into the relationships, we conducted additional analyses within the data for the first survey. We looked to see whether the 541 respondents who had spent more than 40 hours in total researching their family history were more likely to have engaged in volunteerism, civic participation, community involvement, and charitable giving than the 459 respondents who had researched their family history at lower levels (less than 40 hours total). Respondents who report 40 or more hours spent on family history research were significantly more likely to have engaged in almost all these behaviors. The only exceptions were volunteering for a senior citizen or “other” type of organization, being a committee or board member for a volunteer organization, currently belonging to a civic club or veterans’ organization, or having bought or boycotted a certain product/service for values reasons, Details are shown in Appendix B.1.

One hundred twelve of the respondents in the Enthusiast group reported having been a member of a heritage, lineage, or genealogical organization, such as Daughters of the American Republic (DAR), Mayflower Society, Jamestown Society, or other organization in which a requirement of membership is document of your ancestry. We explored how these 112 respondents compared to the other 888 family history Enthusiasts on the variables of interest, under an assumption that membership in such an organization implies a deeper involvement in family history research. Members of heritage societies were more likely than nonmembers to report:

- More volunteering in past 12 months
- Higher numbers of volunteer hours
- More volunteering for all types of organizations except a civic board or commission
- Being a committee or board member for an organization they volunteered for
- Higher interest in politics and national affairs
- Typically voting in nonpresidential elections
- Having run for public office
- Having been appointed to public office
- Having ever belonged to a civic club
- Currently belonging to a civic club
- Having ever belonged to a veterans’ organization
- Having contacted a public official in past 12 months
- Having attended a public meeting with discussion of town or school affairs in past 12 months
- Having attended a political meeting
- Having taken part in a protest, march, or demonstration
- Higher levels of charitable giving in 2013.

Details are provided in Appendix B.2.

THE QUESTION OF CAUSATION

The results of this study consistently show a statistically significant correlation between engagement in family history and participation and interest in various service, civic, and public activities. However, the design of our study prevents us from making any claims about causality. Does engagement in family history cause people to become more involved in these other activities, does involvement in these other activities cause people to become more involved in family history, or are there traits of people that lead some to do more of both of these things and others to do less? We simply cannot say.

Still, we do have some information on when people started four activities we asked about in the survey, along with when they first started researching their family history. While certainly limited, this gives us a glimpse into whether involvement in family history came before or after involvement in these four activities. Among the 52 respondents in the first survey who reported ever running for office, for the majority (67%), the year in which they did so *preceded* the year they started conducting family history research. For the 48 respondents who were appointed to public office, 58% were appointed before they started family history research. Eighty percent of the 151 respondents who reported ever belonging to a civic club and 68% of the 114 respondents who belong to a veterans' organization reported doing so in a year prior to the year they started researching their family history. The number of respondents involved in each of these activities is small, and these four activities are not representative of all the forms of civic engagement we asked about in this survey. Still, the results at least hint at the possibility that engagement in these four activities tends to come before involvement in family history somewhat more frequently than after involvement in family history. We advise against drawing any firm conclusions from this information. Ultimately, a more direct assessment of causality would require a different research design.

DISCUSSION AND CONCLUSIONS

This preliminary investigation found positive correlation between self-reported involvement in family history research and self-reported levels of volunteerism, civic engagement, charitable giving, and community involvement using two comparable opt-in volunteer samples. It also found higher levels of involvement in family history research positively correlated with self-reported volunteerism, civic engagement, charitable giving, and community involvement. The findings are remarkably consistent and strongly statistically significant almost across the board. We are quite confident in the pattern of correlation reported in this study.

While the pattern of correlation in this study is clear and consistent, there are limitations of the study design that must be acknowledged. First, the data were collected from participants in an opt-in volunteer panel who were paid for completion of this survey, along with other surveys. The panel is not representative of any larger population; one cannot generalize any prevalence or point estimates from these surveys to the general population. Still, drawing from a single

pool of subjects (the panel), we found that individuals who had engaged in family history research activities were more likely to have also engaged in the other behaviors of interest.

Second, panel members receive many requests to participate in surveys, and individuals often belong to the panels of several different vendors. In almost all cases, subjects are paid for completion of each survey. However, to be paid, they must “qualify” or be eligible for that particular survey, and many surveys (including ours) have screening questions at the beginning to target certain types of individuals. Thus, there may be a tendency among panel members to try to answer the screening questions “right,” in order to qualify for the survey. This may create a motivation for panel members to over-report on activities they think are the ones that will qualify them for the survey and earn them payment. In our case, this tendency may have exaggerated the findings of the study. Participants in our first survey may have over-reported their involvement in family history research, as well as the other measures we were interested in, in order to qualify for the survey and receive payment. In the second survey, eligible participants were those who had not done any of the family history activities listed, but this was not known to potential subjects, so any “over-reporters” were screened out of the second survey. Therefore our second survey may have included a lower proportion of “over-reporters,” which may increase the apparent strength of the relationships under study. While we do not have any evidence of such behavior in our study, this potential problem has been noted by other scholars¹ and warrants caution.

In summary, this investigation provides a strong basis for further, more rigorous investigation of the relationship between engaging in family history research and volunteerism, civic engagement, charitable giving, and community involvement. Using the best available methods for the type of data we were able to collect, we found consistent evidence of a statistically significant correlation between involvement in family history research and involvement in a broad range of other service, civic, and community involvement activities. Of course, as with all scientific endeavors, replication and expansion is recommended to confirm these findings. Specifically, future research might seek to draw a sample from the general population rather than using opt-in panels, or explore strategies to avoid possible problems with “over-reporters” trying to guess how to get included in a study. Future studies might also follow respondents over time, or might even consider drawing a sample of people who are not currently involved in family history and randomly assigning a subgroup of them to receive exposure to family history and a free opportunity to pursue it. An over-time design would permit a stronger within-subjects analysis of the impact of involvement in family history on the attitudes and behaviors of such individual, while an experimental design would permit a stronger between-subjects test of the same questions.

¹ Downes-Leguina, T., J. Mechling, and R. Baker. 2006. “Great Results from Ambiguous Sources: Cleaning Internet Panel Data.” Panel Research: ESOMAR World Research Conference. Amsterdam: ESOMAR

APPENDIX A

APPENDIX A.1 – SURVEY QUESTIONNAIRE FOR INDIVIDUALS WHO REPORTED ENGAGING IN FAMILY HISTORY RESEARCH (ENTHUSIASTS)

This survey is about conducting family history research, including but not limited to efforts to document one's genealogy, and about activities in your community.

SCREENER:

1. Have you ever participated in the following activities **for the purpose of documenting the identity and/or lives of your ancestors**? Please do not include circumstances when you did these things for other reasons and just happened to learn about your family history. *Please check all that apply.*

- a. Searched online for records or information pertaining to your ancestors
- b. Made an in-person visit to a cemetery, church, county/municipal office, or other local/regional organization or agency that stores records
- c. Interviewed or contacted family members or individuals you thought could provide information about your ancestors
- d. Traveled to a particular geographic area for the purpose of trying to learn about your ancestors
- e. Used DNA testing for the purpose of identifying your ancestors
- f. Other, please specify: _____
- g. None of the above

IF NONE OF (a,b,c,d,e) IS SELECTED, THANK RESPONDENT AND END SCREENER.

Q1a. (FOR QUOTA CELLS TO MANAGE AGE DISTRIBUTION OF SAMPLE)

Into which of the following age groups do you fall?

- a. 18-29
- b. 30-49
- c. 50-64
- d. 65 and over

2. [ASK Q2 FOR EACH a. THRU e. RESPONSE SELECTED IN Q1.]

When was the most recent time you [FILL FROM Q1]?

- a. In the past 30 days
- b. In the past 6 months
- c. In the past 12 months
- d. In the past 5 years
- e. In the past 10 years
- f. Longer than 10 years ago

IF NO Q2 RESPONSE = a OR b OR c OR d OR e, THANK RESPONDENT AND END SCREENER.

SURVEY:

3. In approximately what year did you first begin doing research on your family history or genealogy? _____

4. Considering all the time and methods you have used, what would you estimate is the total number of hours you have spent researching your family history and/or genealogy, not including any travel time?

- a. Less than 40 hours
- b. 40 to 100 hours
- c. 100 to 500 hours
- d. More than 500 hours

5. [ASK IF Q2 FOR searching online = a OR b OR c]

Now please think about just the past 12 months. During the past 12 months, how many hours have you spent **searching online** for information about your ancestors?

- a. Less than 40 hours
- b. 40 to 100 hours
- c. 100 to 500 hours
- d. More than 500 hours

6. [ASK IF Q5= a OR b or c FOR searching online]

What online websites or sources have you used the most to research your family history and/or genealogy in the past 12 months? Please list up to five.

7. Which of these online sources did you find to be most useful for your purposes?

[DISPLAY CHOICES FROM WEBSTIES ENTERED IN Q6]

8. At this time, how interested are you in conducting further research into your family history and/or genealogy?

- a. Not at all interested
- b. Only slightly interested
- c. Moderately interested
- d. Very interested

9. Have you ever belonged to any heritage, lineage, or genealogical organization, such as Daughters of the American Republic (DAR), Mayflower Society, Jamestown Society, or other organization in which a requirement of membership is documentation of your ancestry?

- a. Yes
- b. No

10. [ASK IF Q9=YES]

How many of such organizations are you currently a member of? _____

11. [ASK IF Q9=YES]

In what year did you first become a member of a heritage, lineage, or genealogical organization? _____

Now we have some questions about volunteer work--unpaid work done to help people other than one's own family, friends, or co-workers.

12. Some people do volunteer work, others don't. In the past 12 months, how many times have you done volunteer work? Count every time you did any volunteer work, no matter how much or how little. Please choose the category that fits you best.

- a. Never
- b. Once
- c. 2-4 times
- d. 5-9 times
- e. About once a month on average
- f. About twice a month on average
- g. About once a week on average
- h. More than once a week
- i. Other, please specify: _____

13. [ASK ONLY IF Q12=b. thru i.] In the past 12 months, how many total hours did you spend doing volunteer work? Your best estimate is fine.

- a. Less than 5 hours
- b. 5 to 10 hours
- c. 10 to 20 hours
- d. 20 to 40 hours
- e. 40 to 80 hours
- f. 80 to 100 hours
- g. More than 100 hours

14. [ASK ONLY IF Q12=b. thru i.] For which type(s) of organization(s) did you volunteer in the past 12 months?

- a. Church or other religious/faith-based organization
- b. School or educational organization
- c. Library
- d. Homeless shelter or other organization serving the homeless
- e. Food bank or other organization providing food to families in need
- f. Hospital, hospice, or other organization related to health care
- g. AARP or other organization serving senior citizens and/or the elderly
- h. Arts-related organization (visual or cultural arts)
- i. An organization focusing on the environment or natural resources
- j. Political party
- k. Veterans' organization
- l. Historical or genealogical organization
- m. A civic board or commission Please specify:
- n. Other, please specify _____

15. [ASK IF AT LEAST ONE RESPONSE IS CHOSEN IN Q14]

In the past 12 months, did you serve as an officer or committee member for any organization you volunteered for?

- a. Yes
- b. No

16. How interested are you in politics and national affairs?

- a. Very interested
- b. Somewhat interested
- c. Only slightly interested
- d. Not at all interested

17. Did you vote in the 2012 presidential election?

- a. Yes
- b. No

18. Do you typically vote in state or local elections that are **not** held on presidential election days?

- a. Yes
- b. No

19. Are you currently registered to vote?

- a. Yes
- b. No

20. Have you ever run for public office?

- a. Yes
- b. No

21. [ASK IF Q20=YES]

In what year did you first run for public office? _____

22. Have you ever been appointed to a public office?

- a. Yes
- b. No

23. [ASK IF Q22=YES]

In what year were you first appointed to a public office? _____

24. Have you ever belonged to a civic club (such as Rotary, Kiwanis, Lions Club, Shriners, etc.)?

- a. Yes
- b. No

25. [ASK IF Q24=YES]:

In what year did you first join a civic club? _____

26. [ASK IF Q24=YES]:

Do you currently belong to a civic club?

- a. Yes
- b. No

27. Have you ever belonged to a veterans' organization (American Legion, VFW, etc.)?

- c. Yes
- d. No

28. [ASK IF Q27=YES]:

In what year did you first join a veterans' organization? _____

29. [ASK IF Q27=YES]:

Do you currently belong to a veterans' organization?

- c. Yes
- d. No

30. Which of the following things have you done in the past 12 months, if any? *Please check all that apply.*

- a. Contacted or visited a public official – at any level of government—to express your opinion
- b. Attended a public meeting in which there was discussion of town or school affairs
- c. Attended a political meeting or rally
- d. Worked on a community project
- e. Taken part in a protest, march, or demonstration
- f. Signed a petition
- g. Donated blood
- h. Bought or boycotted a certain product or service because of the social or political values of the company that provides it
- i. Worked together with someone or some group to solve a problem in the community where you live
- j. None of the above

31. Some people contribute money to charitable causes and others don't. In 2013, how much money did you and the other members of your household give to charitable causes? Include any contributions to your local religious congregation.

- a. None
- b. Less than \$100
- c. \$100 to \$500
- d. \$501 to \$1,000
- e. \$1,001 to \$5,000
- f. More than \$5,000

DEMOGRAPHICS

D1. Are you male or female?

- a. Male
- b. Female

D2. In what year were you born? _____

D3. Which of the following describe you? *Please check all that apply.*

- a. White
- b. Black/African American
- c. Asian/Pacific Islander
- d. Native American/Alaska Native
- e. Hispanic/Latino
- f. Another race or ethnicity

- D4. What is the highest grade or year in school you have completed?
- Less than high school
 - High school or GED
 - Some college
 - Associates or vocational/technical degree
 - Bachelor's degree
 - Some graduate training
 - Graduate or professional degree
- D5. Thinking politically and socially, how would you describe your general outlook?
- Very conservative
 - Moderately conservative
 - Middle of the road
 - Moderately liberal
 - Very liberal
- D6. Generally speaking, do you usually think of yourself as a Republican, Democrat, Independent, or what?
- Republican
 - Democrat
 - Independent
 - None of the above
- D7. How important is religion in your daily life?
- Not at all important
 - Somewhat important
 - Very important
- D8. In the past 12 months, how often have you attended religious services, on average?
- Never
 - Once
 - 2-4 times
 - 5-9 times
 - About once a month on average
 - About twice a month on average
 - About once a week on average
 - More than once a week

D9. What is your present religion, if any?

- a. Protestant
- b. Roman Catholic
- c. Mormon/LDS
- d. Eastern or Greek Orthodox
- e. Jewish
- f. Muslim
- g. Buddhist
- h. Hindu
- i. Atheist
- j. Agnostic
- k. Nothing in particular
- l. Something else → please specify: _____

D10. [ASK ONLY IF D9=SOMETHING ELSE] Is this a Christian religion?

- a. Yes
- b. No

D11. How many children do you have? _____

D12. Including yourself, how many people live in your household? _____

D13. [ASK ONLY IF D12>1]

How many of these persons are under the age of 18? _____

D14. What is your current marital status?

- a. Married
- b. Widowed
- c. Separated/Divorced
- d. Never married

D15. Do you work full time, part time, or not at all?

- a. Full time
- b. Part time
- c. Not at all

D16. [ASK ONLY IF D15=NOT AT ALL] Which of the following best describes you?

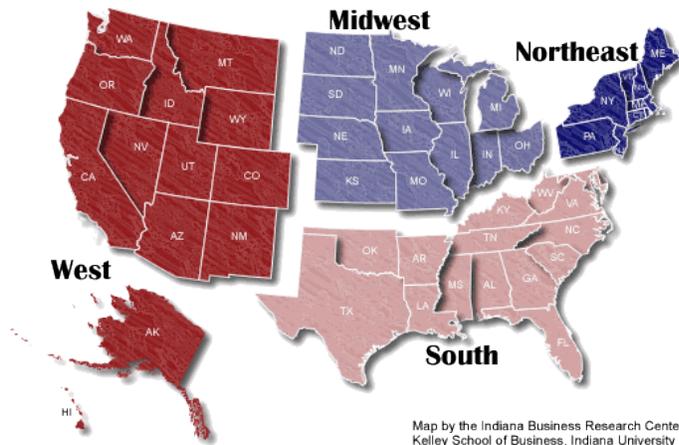
- a. Unemployed, looking for work
- b. Retired or semi-retired
- c. A homemaker
- d. A student
- e. Disabled
- f. On temporary leave
- g. Other, please specify: _____

D17. What was your total household income in 2013, before taxes?

- a. Less than \$25,000/year
- b. \$25,000 - \$50,000/year
- c. \$50,000 - \$100,000/year
- d. \$100,000 - \$150,000/year
- e. \$150,000 - \$200,000/year
- f. Over \$200,000/year

D18. In which Census region do you live?

U.S. Census Regions



Map by the Indiana Business Research Center, Kelley School of Business, Indiana University

- a. West
- b. Midwest
- c. South
- d. Northeast

D19. What is your zip code? _____

APPENDIX A.2 – SURVEY QUESTIONNAIRE FOR INDIVIDUALS WHO DID NOT REPORT ENGAGING IN FAMILY HISTORY RESEARCH (NONENTHUSIASTS)

SCREENER:

This survey is about activities you may have been involved in in your community. We begin with some background questions.

Q1. Into which of the following age groups do you fall?

- e. 18-29
- f. 30-49
- g. 50-64
- h. 65 and over

Q2. Are you male or female?

- c. Male
- d. Female

Q3. Which of the following describe you? *Please check all that apply.*

- g. White
- h. Black/African American
- i. Asian/Pacific Islander
- j. Native American/Alaska Native
- k. Hispanic/Latino
- l. Another race or ethnicity

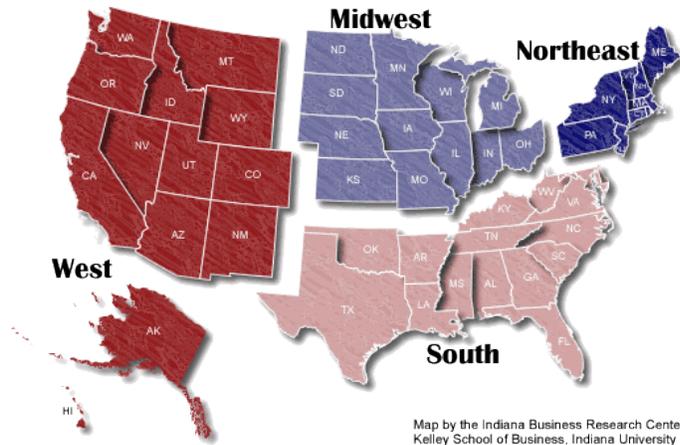
Q4. How many children do you have? _____

Q5. What was your total household income in 2013, before taxes?

- g. Less than \$25,000/year
- h. \$25,000 - \$50,000/year
- i. \$50,000 - \$100,000/year
- j. \$100,000 - \$150,000/year
- k. \$150,000 - \$200,000/year
- l. Over \$200,000/year

Q6. In which Census region do you live?

U.S. Census Regions



- e. West
- f. Midwest
- g. South
- h. Northeast

Q7. Have you ever participated in the following activities **for the purpose of documenting the identity and/or lives of your ancestors**? Please do not include circumstances when you did these things for other reasons and just happened to learn about your family history. *Please check all that apply.*

- h. Searched online for records or information pertaining to your ancestors
- i. Made an in-person visit to a cemetery, church, county/municipal office, or other local/regional organization or agency that stores records
- j. Interviewed or contacted family members or individuals you thought could provide information about your ancestors
- k. Traveled to a particular geographic area for the purpose of trying to learn about your ancestors
- l. Used DNA testing for the purpose of identifying your ancestors
- m. Other, please specify: _____
- n. None of the above

Q8. In what year were you born? _____

IF Q7="None of the above" OR Q8>1994 OR IF QUOTAS FOR DEMOGRAPHICS HAVE ALREADY BEEN MET, THANK RESPONDENT AND END SCREENER.

SURVEY:

Q9. At this time, how interested are you in conducting research into your family history and/or genealogy?

- e. Not at all interested
- f. Only slightly interested
- g. Moderately interested
- h. Very interested

Q10. Have you ever belonged to any heritage, lineage, or genealogical organization, such as Daughters of the American Republic (DAR), Mayflower Society, Jamestown Society, or other organization in which a requirement of membership is documentation of your ancestry?

- c. Yes
- d. No

Q11. [ASK IF Q10=YES]

How many of such organizations are you currently a member of?

Q12. [ASK IF Q10=YES]

In what year did you first become a member of a heritage, lineage, or genealogical organization? _____

Now we have some questions about volunteer work--unpaid work done to help people other than one's own family, friends, or co-workers.

Q13. Some people do volunteer work, others don't. In the past 12 months, how many times have you done volunteer work? Count every time you did any volunteer work, no matter how much or how little. Please choose the category that fits you best.

- j. Never
- k. Once
- l. 2-4 times
- m. 5-9 times
- n. About once a month on average
- o. About twice a month on average
- p. About once a week on average
- q. More than once a week
- r. Other, please specify: _____

Q14. [ASK ONLY IF Q13=b. thru i.] In the past 12 months, how many total hours did you spend doing volunteer work? Your best estimate is fine.

- h. Less than 5 hours
- i. 5 to 10 hours
- j. 10 to 20 hours
- k. 20 to 40 hours
- l. 40 to 80 hours
- m. 80 to 100 hours
- n. More than 100 hours

Q15. [ASK ONLY IF Q13=b. thru i.] For which type(s) of organization(s) did you volunteer in the past 12 months?

- o. Church or other religious/faith-based organization
- p. School or educational organization
- q. Library
- r. Homeless shelter or other organization serving the homeless
- s. Food bank or other organization providing food to families in need
- t. Hospital, hospice, or other organization related to health care
- u. AARP or other organization serving senior citizens and/or the elderly
- v. Arts-related organization (visual or cultural arts)
- w. An organization focusing on the environment or natural resources
- x. Political party
- y. Veterans' organization
- z. Historical or genealogical organization
- aa. A civic board or commission Please specify:
- bb. Other, please specify _____

Q16. [ASK IF AT LEAST ONE RESPONSE IS CHOSEN IN Q15]

In the past 12 months, did you serve as an officer or committee member for any organization you volunteered for?

- c. Yes
- d. No

Q17. How interested are you in politics and national affairs?

- e. Very interested
- f. Somewhat interested
- g. Only slightly interested
- h. Not at all interested

Q18. Did you vote in the 2012 presidential election?

- c. Yes
- d. No

Q19. Do you typically vote in state or local elections that are **not** held on presidential election days?

- c. Yes
- d. No

Q20. Are you currently registered to vote?

- c. Yes
- d. No

Q21. Have you ever run for public office?

- c. Yes
- d. No

Q22. [ASK IF Q21=YES]

In what year did you first run for public office? _____

Q23. Have you ever been appointed to a public office?

- c. Yes
- d. No

Q24. [ASK IF Q23=YES]

In what year were you first appointed to a public office? _____

Q25. Have you ever belonged to a civic club (such as Rotary, Kiwanis, Lions Club, Shriners, etc.)?

- e. Yes
- f. No

Q26. [ASK IF Q25=YES]:

In what year did you first join a civic club? _____

Q27. [ASK IF Q25=YES]:

Do you currently belong to a civic club?

- e. Yes
- f. No

Q28. Have you ever belonged to a veterans' organization (American Legion, VFW, etc.)?

- g. Yes
- h. No

Q29. [ASK IF Q28=YES]:

In what year did you first join a veterans' organization? _____

Q30. [ASK IF Q28=YES]:

Do you currently belong to a veterans' organization?

- g. Yes
- h. No

Q31. Which of the following things have you done in the past 12 months, if any? *Please check all that apply.*

- k. Contacted or visited a public official – at any level of government—to express your opinion
- l. Attended a public meeting in which there was discussion of town or school affairs
- m. Attended a political meeting or rally
- n. Worked on a community project
- o. Taken part in a protest, march, or demonstration
- p. Signed a petition
- q. Donated blood
- r. Bought or boycotted a certain product or service because of the social or political values of the company that provides it
- s. Worked together with someone or some group to solve a problem in the community where you live
- t. None of the above

Q32. Some people contribute money to charitable causes and others don't. In 2013, how much money did you and the other members of your household give to charitable causes? Include any contributions to your local religious congregation.

- g. None
- h. Less than \$100
- i. \$100 to \$500
- j. \$501 to \$1,000
- k. \$1,001 to \$5,000
- l. More than \$5,000

DEMOGRAPHICS.

D1. What is the highest grade or year in school you have completed?

- h. Less than high school
- i. High school or GED
- j. Some college
- k. Associates or vocational/technical degree
- l. Bachelor's degree
- m. Some graduate training
- n. Graduate or professional degree

D2. Thinking politically and socially, how would you describe your general outlook?

- f. Very conservative

- g. Moderately conservative
- h. Middle of the road
- i. Moderately liberal
- j. Very liberal

D3. Generally speaking, do you usually think of yourself as a Republican, Democrat, Independent, or what?

- e. Republican
- f. Democrat
- g. Independent
- h. None of the above

D4. How important is religion in your daily life?

- d. Not at all important
- e. Somewhat important
- f. Very important

D5. In the past 12 months, how often have you attended religious services, on average?

- i. Never
- j. Once
- k. 2-4 times
- l. 5-9 times
- m. About once a month on average
- n. About twice a month on average
- o. About once a week on average
- p. More than once a week

D6. What is your present religion, if any?

- m. Protestant
- n. Roman Catholic
- o. Mormon/LDS
- p. Eastern or Greek Orthodox
- q. Jewish
- r. Muslim
- s. Buddhist
- t. Hindu
- u. Atheist
- v. Agnostic
- w. Nothing in particular
- x. Something else → please specify: _____

D7. [ASK ONLY IF D6=SOMETHING ELSE] Is this a Christian religion?

- c. Yes
- d. No

D8. Including yourself, how many people live in your household? _____

D9. [ASK ONLY IF D8>1] How many of these persons are under the age of 18? _____

D10. What is your current marital status?

- e. Married
- f. Widowed
- g. Separated/Divorced
- h. Never married

D11. Do you work full time, part time, or not at all?

- d. Full time
- e. Part time
- f. Not at all

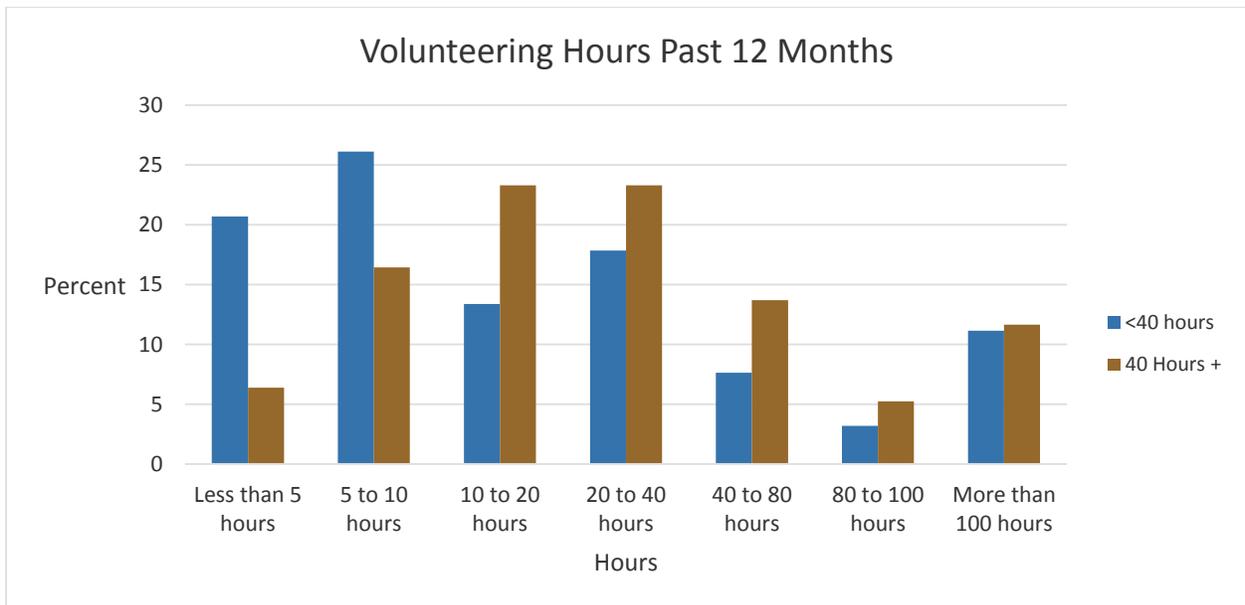
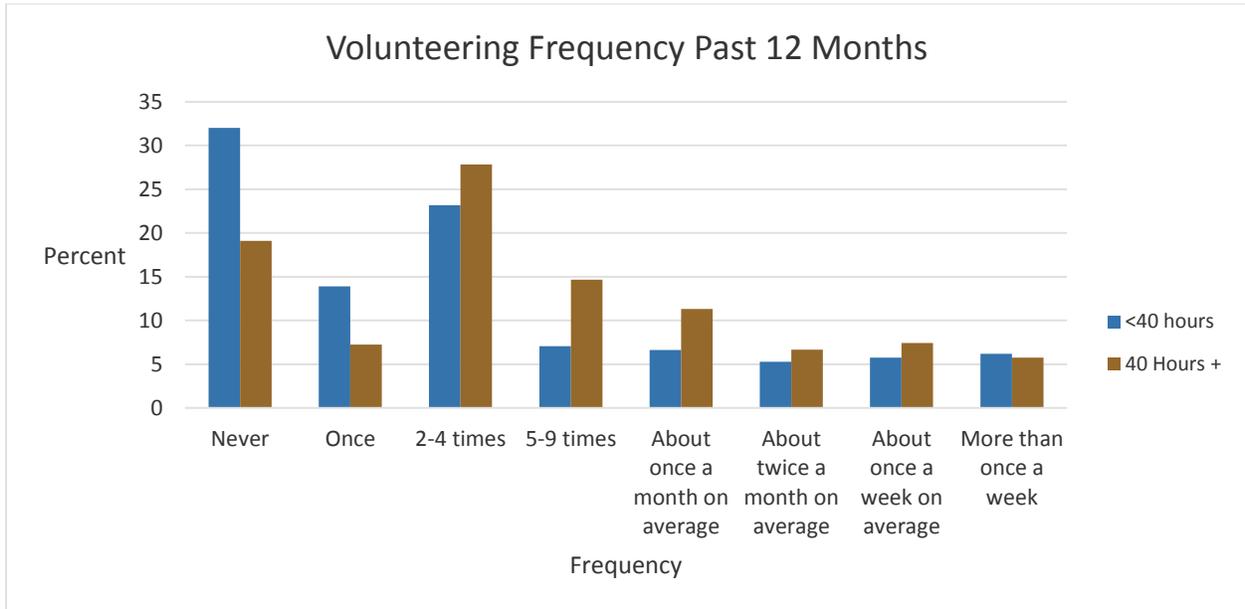
D12. [ASK ONLY IF D15=NOT AT ALL] Which of the following best describes you?

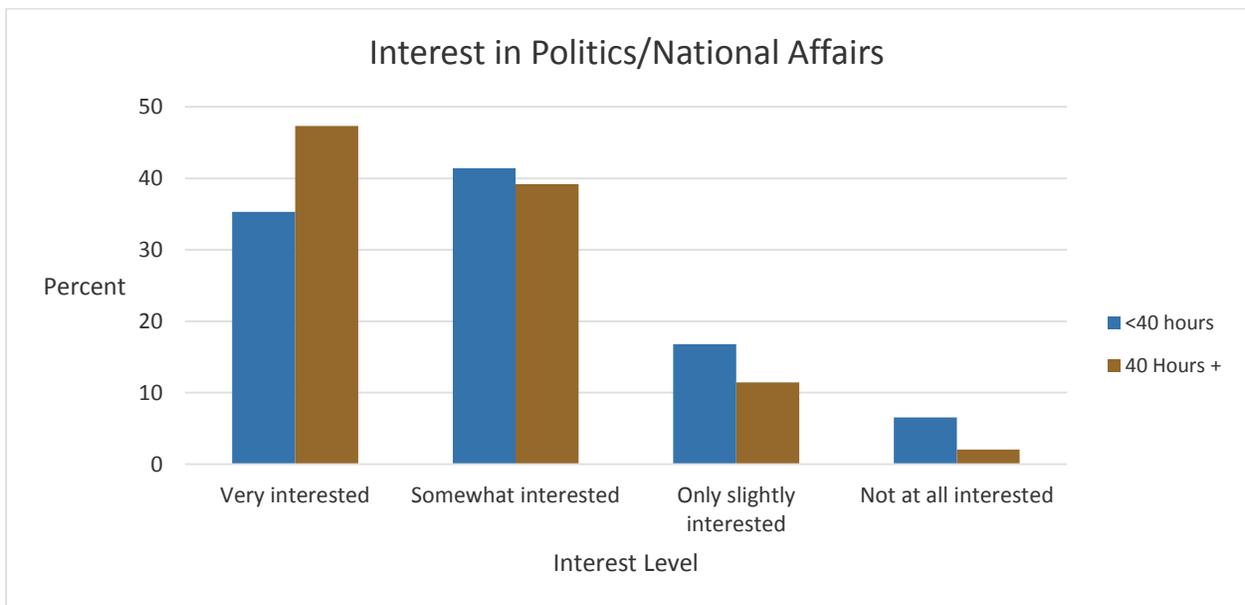
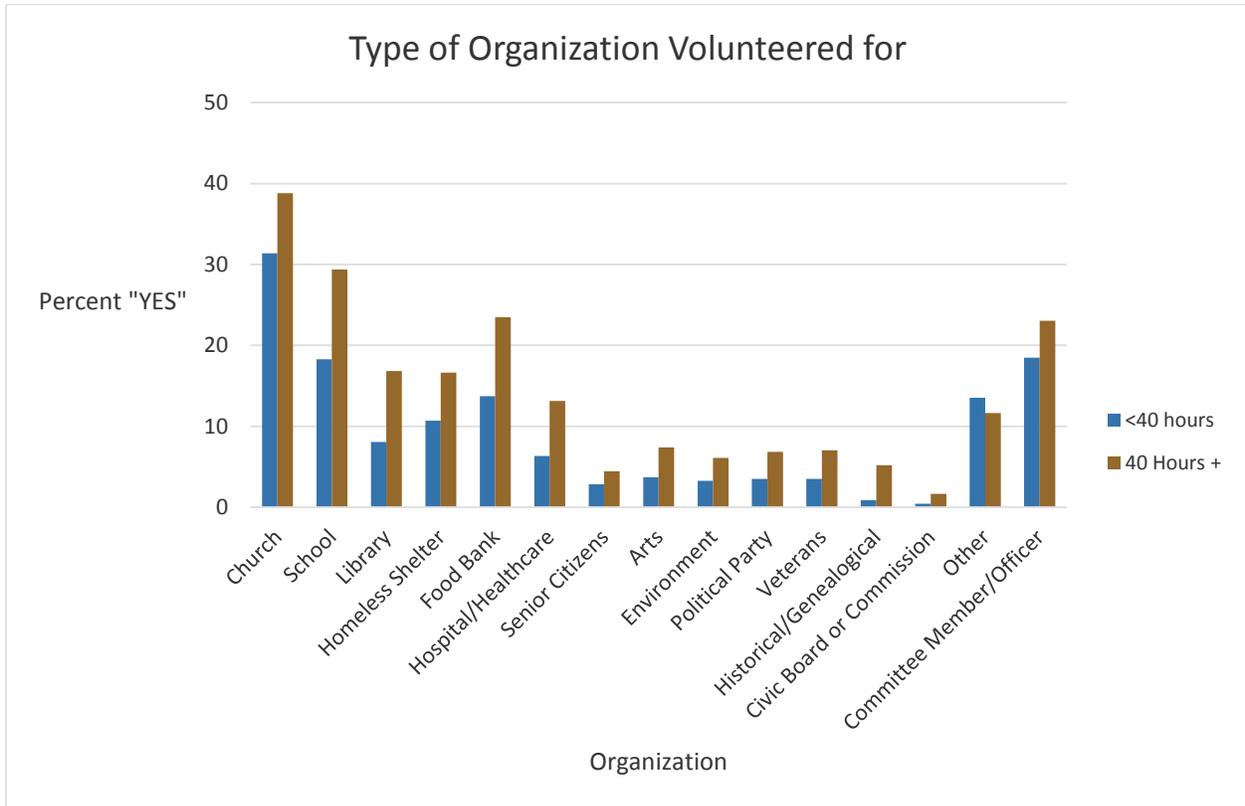
- h. Unemployed, looking for work
- i. Retired or semi-retired
- j. A homemaker
- k. A student
- l. Disabled
- m. On temporary leave
- n. Other, please specify: _____

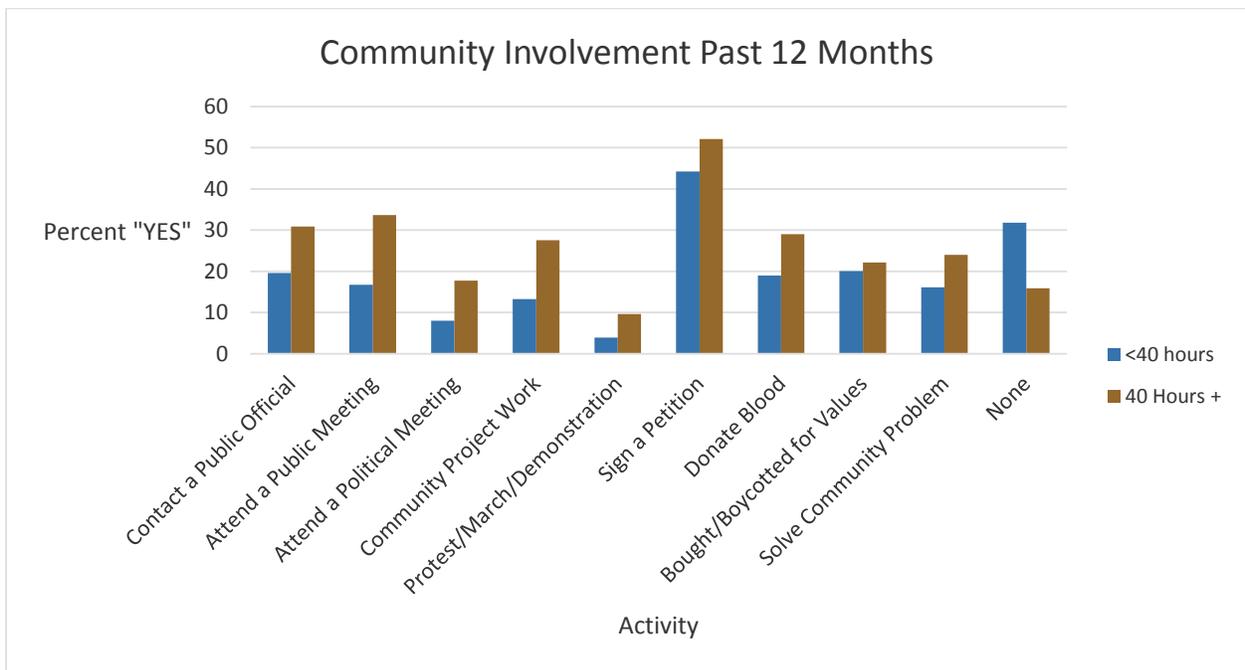
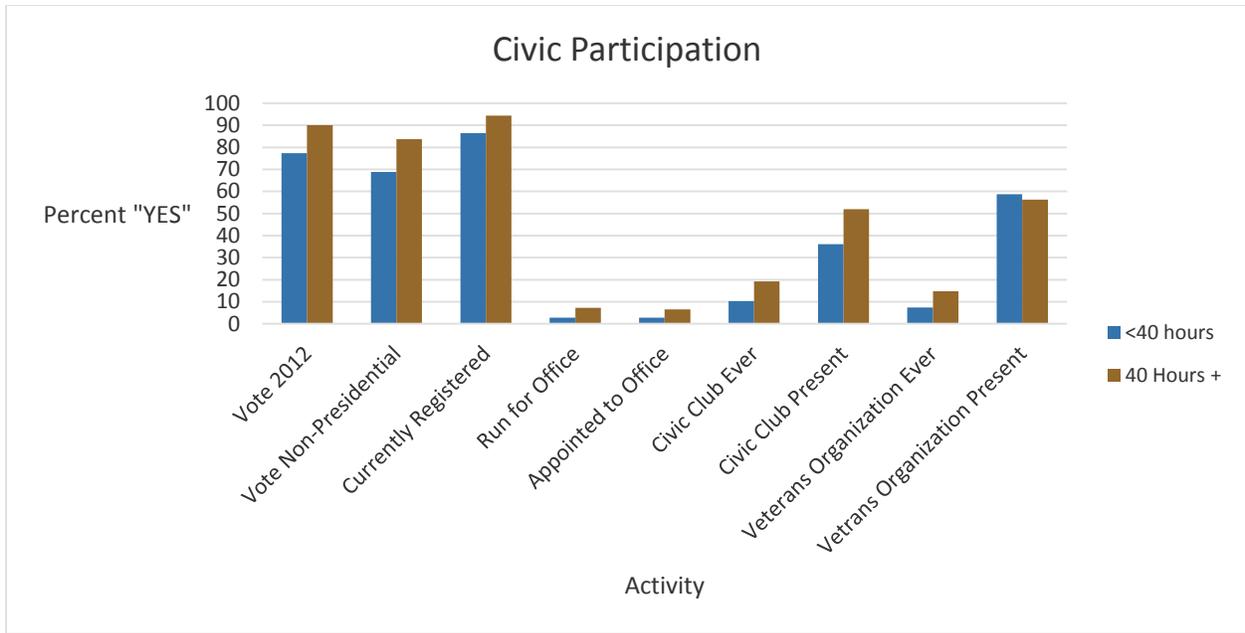
D13. What is your zip code? _____

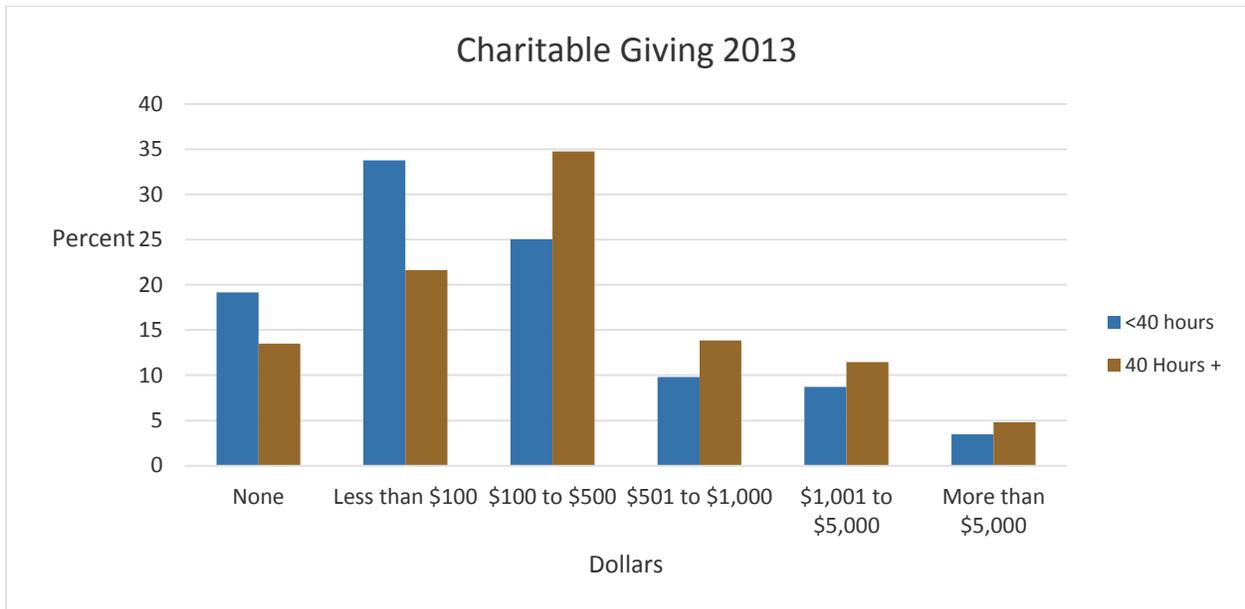
APPENDIX B

APPENDIX B.1 NUMBER OF HOURS SPENT RESEARCHING FAMILY HISTORY
 ENTHUSIASTS ONLY

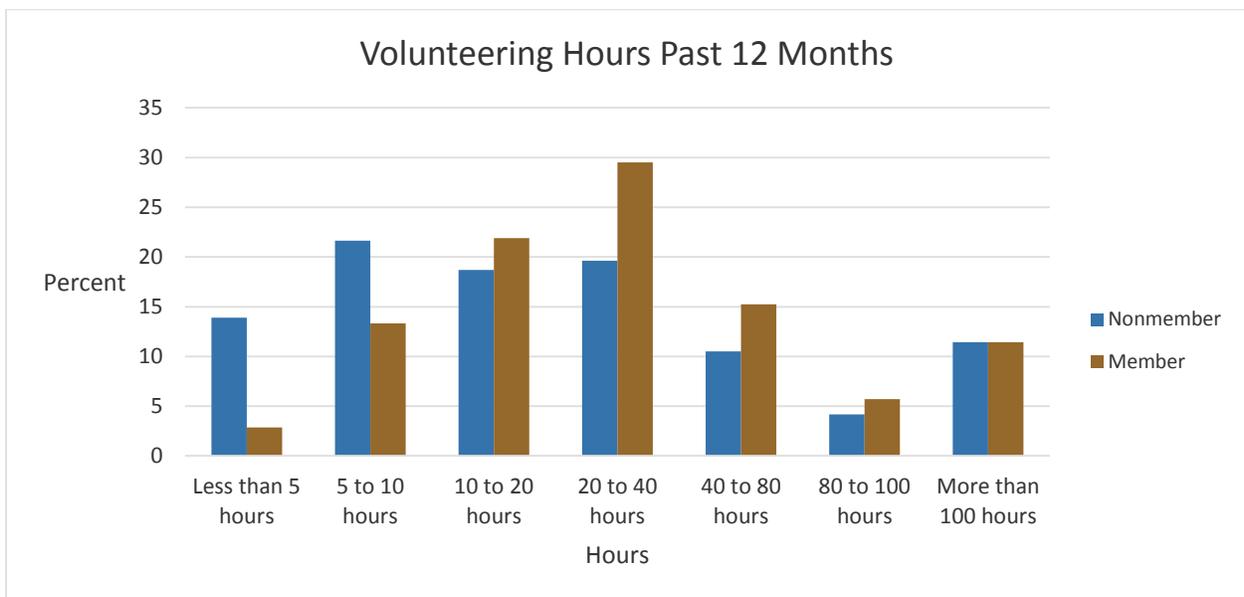
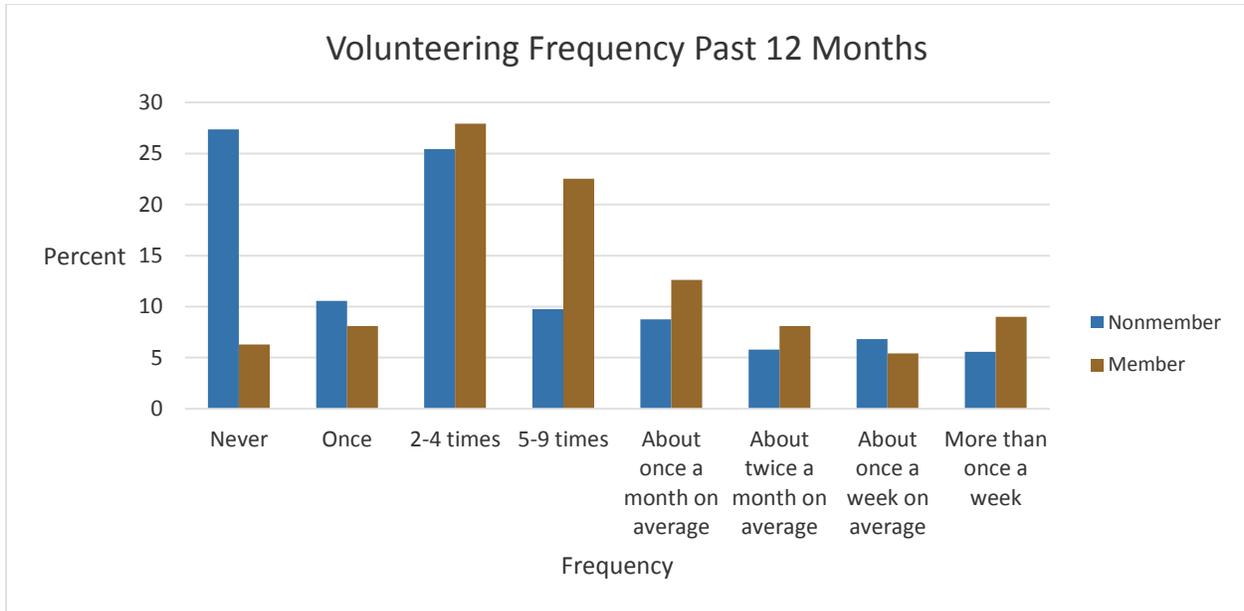


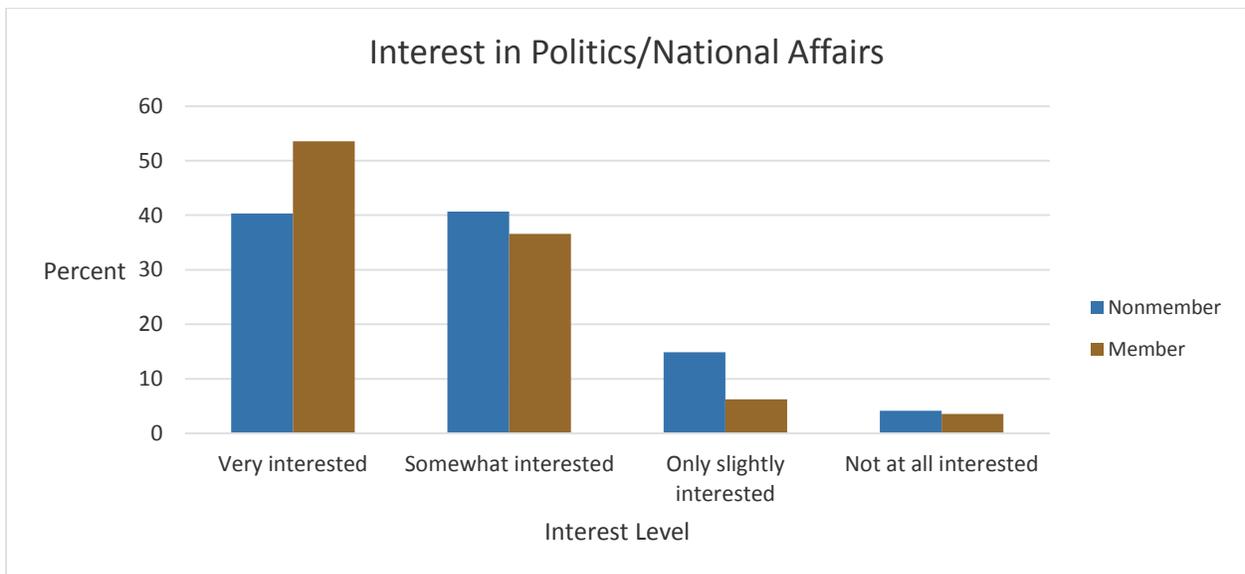
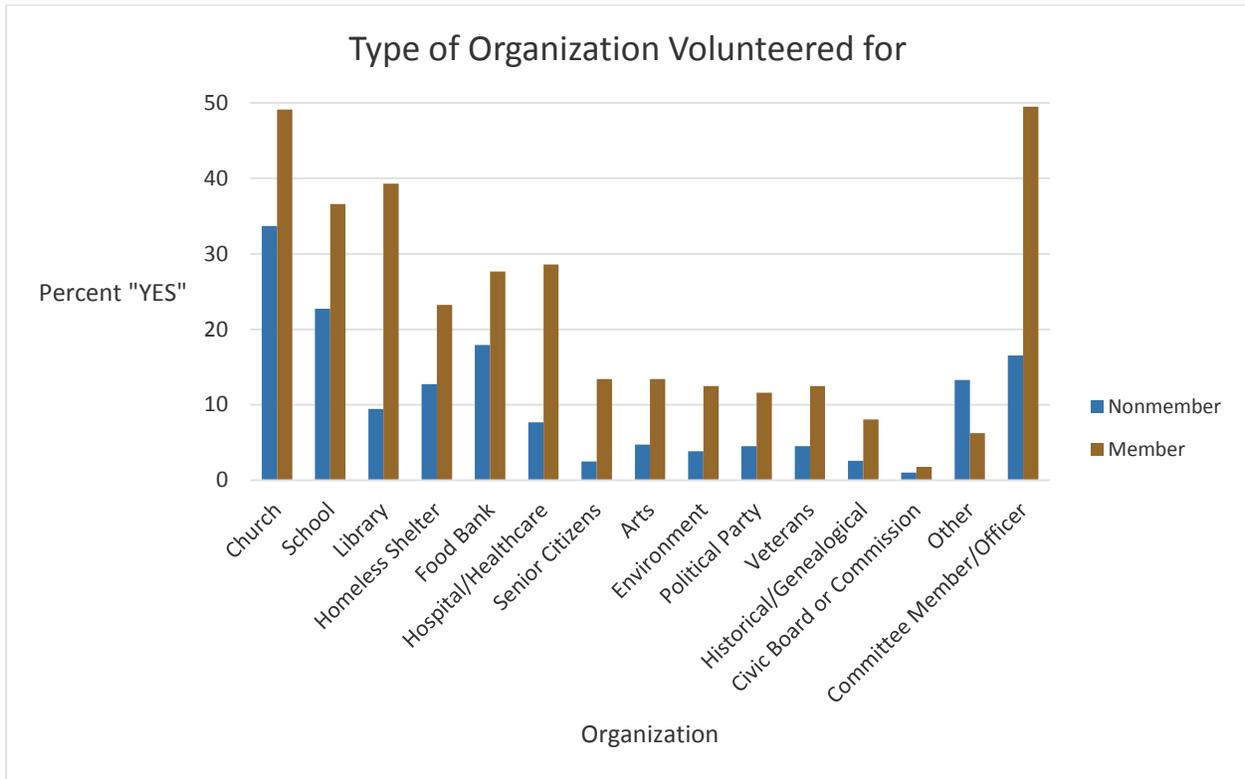


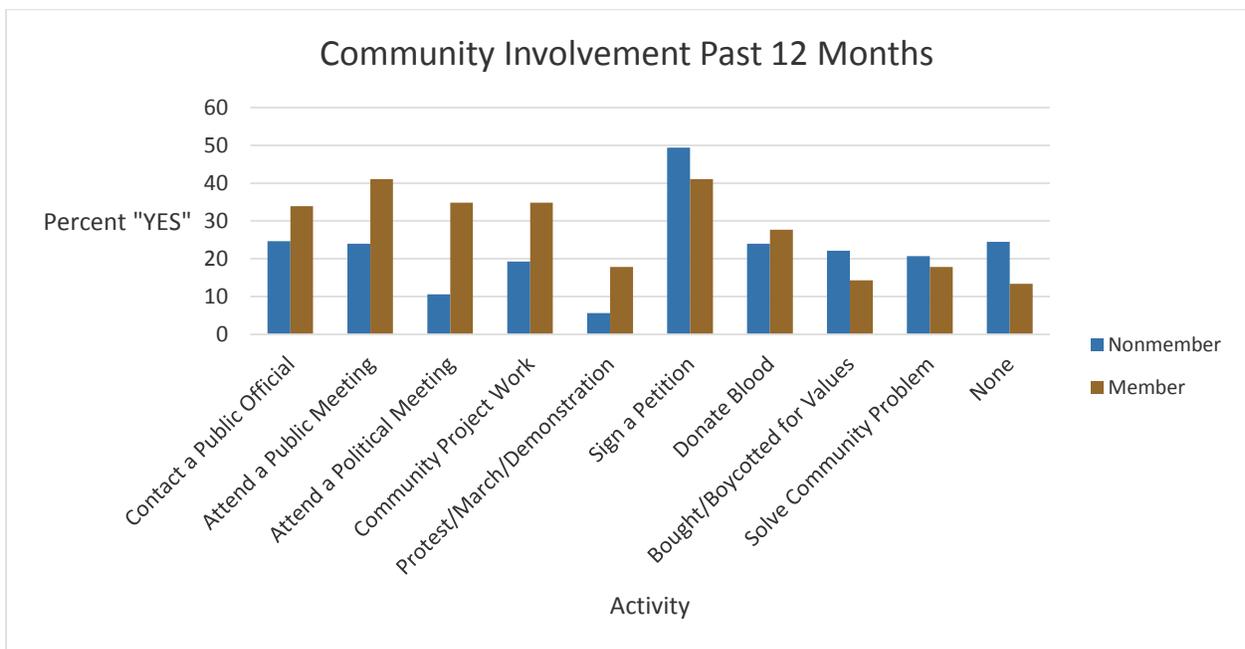
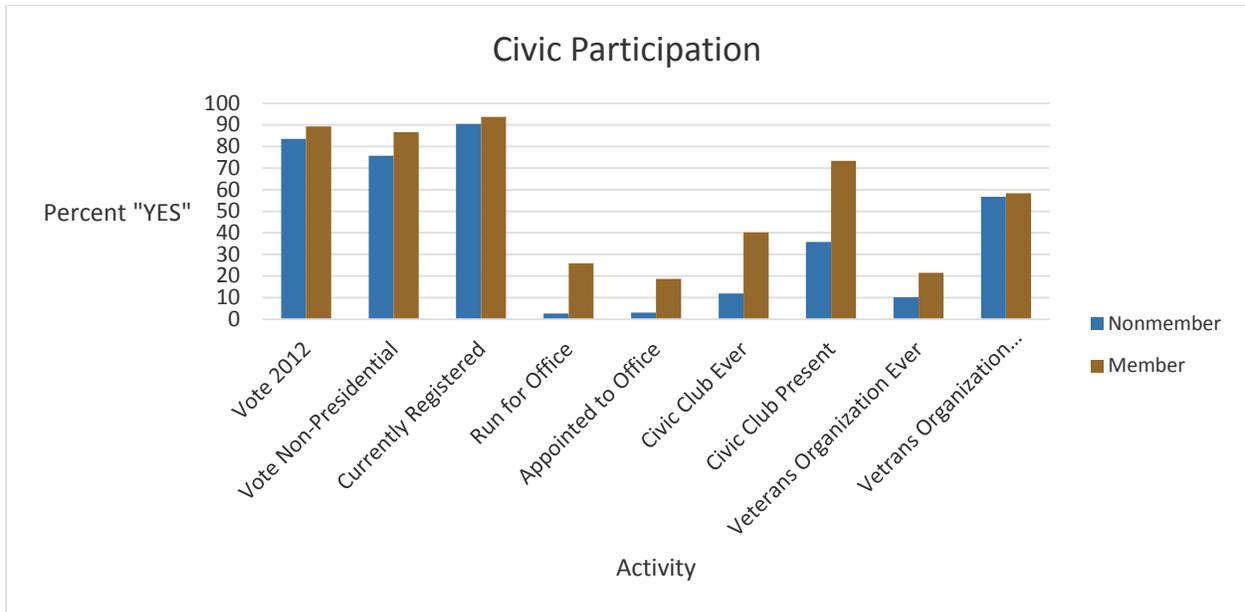


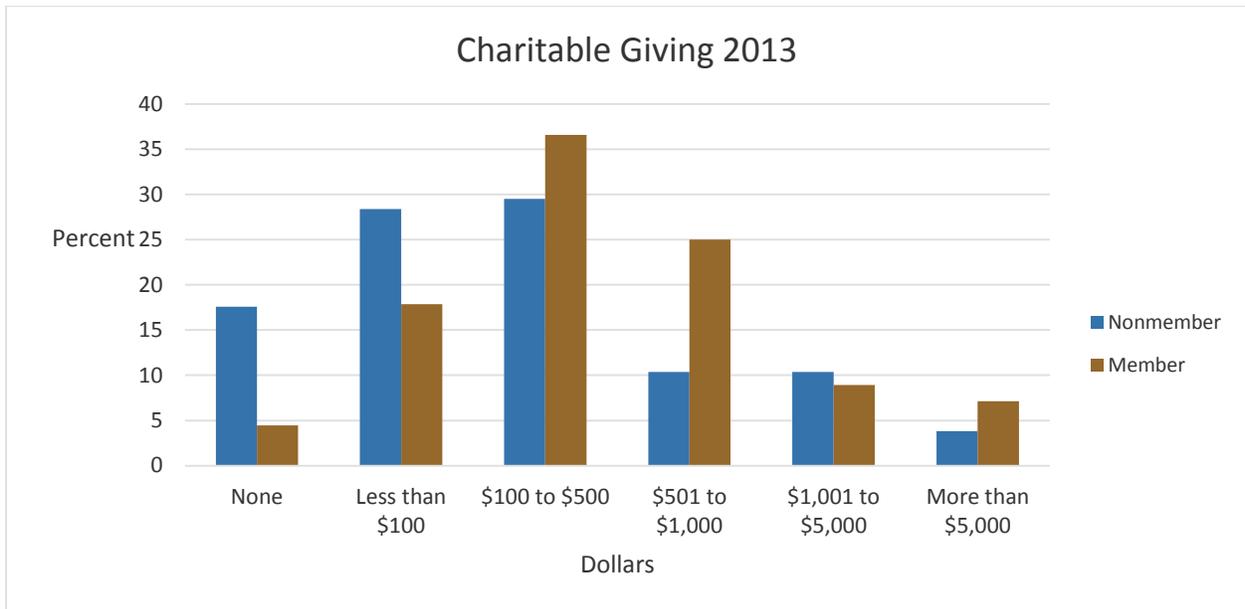


**APPENDIX B.2 MEMBERSHIP IN HERITAGE OR LINEAGE ORGANIZATION
FAMILY HISTORY ENTHUSIASTS ONLY**









The Odum Institute

The Odum Institute for Research in Social Science was founded in 1924 by Howard Washington Odum, making it the oldest university-based interdisciplinary social science research institute in the United States. We provide education, training, data collection, and archive services to researchers both within and beyond UNC—Chapel Hill. Our mission is to facilitate scientifically rigorous social science research that contributes to better lives for the citizens of North Carolina and the world.



UNC
THE ODUM INSTITUTE

The Odum Institute for Research in Social Science
University of North Carolina at Chapel Hill