Americans, Our History, and the 250th
And if so ... how?

Independence?

Singing of the Declaration of the 250th anniversary of the Will Americans want to celebrate

Initial Question:
Our values, attitudes, and beliefs affect how we
It is a barrier to engagement.
Yet the majority hold values about our country that
they honor and respect ... and will want to
acknowledge in 2026.
More likely to have these traits:

TRADITIONALISTS:

- Broad world community, broader engaged with
- Less engaged with
- Less political/socially conservative
- Statute quo...
- Non-inclusive
- (some symbolic patriots)
- Traditional, often celebratory approach to history, pride in past
- Curriculum: somewhat less
- Demographically: tend to be older, more male, less
- Educational attainment: more, less

Exception: small segment of history buffs that are heavily engaged in history.
More likely to have these traits:

NEOTERIC:

- Symbolic Patriot
- Inclusive
- Politically/socially
- Engaged with history more
- Generally more engaged with history
- Broader community engagement
- World

Demographically: Tend to be younger, more female, or even more (especially economically curious)

More curious

Additive approach

History
Generally feel that other countries are better...
Not part of their identity, or feel betrayed by the United States.

MINIMAL/NO PATRIOTIC IDENTITY:

"The United States is a great country... but so are others."
Increases affection for out-groups and policies
Separates out affection for country from support for its institutions
More abstract and affective attachments to nation and its core values

SYMBOLIC PATRIOTISM:

"The United States is the best country on earth."
Increases affection for in-groups
Can be rooted in American nationalism
A concrete and unqualified support of national policies and practices

BLIND PATRIOTISM:

TYPES OF AMERICAN PATRIOTISM (OR NOT)
There are other countries/most other countries are better than the U.S.

In the world, along with some others, the U.S. is one of the greatest countries.

The U.S. stands above all other countries in the world.

AMERICAN PATRIOTISM - HISTORY MUSEUM-GOERS
Which of America's Founding Ideals are Most Important to You? (Choose 5)

- FREEDOM
- LIBERTY
- OPPORTUNITY
- EQUALITY
- COURAGE
- TRUTH
- HOPE
- TOLERANCE
- DIVERSITY
- AMERICAN DREAM
- RESILIENCE
- EXCEPTIONALISM
- NONE OF THE ABOVE

Note: the broader population only received the following choices: freedom, liberty, equality, diversity, courage, and opportunity, and were limited to 3 choices.
but instead used by some in the Traditional Cluster to explain inequality

But the way this word was used in written-in comments was not unifying,

In quantitative analyses, this word appears as a rather unifying value

OPPORTUNITY

EXCEPTIONALISM

AMERICAN DREAM

COURAGE

LIBERTY

TRADITIONAL CLUSTER VALUES
There was also pushback within this cluster about American Founding values.

IDEA THAT AMERICA DOES NOT LIVE UP TO OUR FOUNDING VALUES

Written-in addition:

TOLERANCE
DIVERSITY
EQUALITY

NEOTERIC CLUSTER VALUES
or regularly
- More likely to visit history museums, casually
- Equity matters
- Our country's story
- There are many stories that contribute to
- We are all our own cultures/identities
- Tolerance means acceptance
- They feel it aligned with ideals of our country
- Most desired is more inclusive America, as
  most desired is a more inclusive America
  symbolic patriots or to not have patriotic
  diversity, which tends to make them
  prefer an America that promotes equality and

NEOTERIC CLUSTER

TRADITIONAL CLUSTER

AMERICAN IDENTITY: TAKEAWAYS
discourse.

polarized and divisive public

And many wished for a less.

communities, and country in 2026.

what is best for our families;

Consensus that everyone wants
But there were strong differences in opinion about what that means.
Some point to the past as the ideal to go back to.

Others point to a more equitable society they hope to find in the future.
"Society. "
Beneficial effects to our diversity and its appreciation of citizens and acceptance for More universal care for all. More equality for all.
"Climate change and fair elections number also commenting on fighting for More Nexteric.

Liberty and freedom. Standards of truth, virtue, emphasizing to a moral society, emphasizing the need for our culture to return to founding documents and the Divine inspiration for our acknowledging God as the self-independence. This country's strong roots.

Return to the values that made for some, religion rights and liberty, honoring the past, and, Focus on greatness, pride, maintaining.

More traditional. Hopes for 2026.
If we are envisioning such different Americas... how can we come together to commemorate the 250th?
Will you do anything to celebrate the 250th?
A B (Broader Panel)

"Local community. It is commemorated in my history, so I wouldn't really care interested in this as a piece of I really am not that especially broader panelists.

Or to approach it with more wariness Museum-GOERS survey.

"Options presented. Willing to entertain Neoteries had a more muted response.

"Distinctly were much more enthusiastic.

"Throughout the year.

Grand celebrations. I would love to see.

Let's throw a big party!

MUD Winter (Museum-GOERS Panel).

Differences
Surrounding the 250th? What best describes the potential events?
Cluster was less enthusiastic.

Traditional Cluster, and the Neoteric

... but it skewed toward the

... "celebration" is the right word

At first glance, it looks like
tone-deaf (or worse)

word "celebration" can appear to be
hassen’t lived up to its values, the
events will be, or that the U.S.

And for those who had significant
Thus, "commemoration" is
recommended for broader
engagement.
If yes, how will you acknowledge the 250th?
I would like to see more public programs that are full of the American spirit. I would like to see special events and community pride reflected and our Founding Fathers once again revered. One world comes to mind: Pride! Yes, our country struggles with many of today's issues, but that is nothing new. There have always been struggles, and we have always had differing opinions. But, with the 250th anniversary of this pivotal event in our history, we need to focus on bringing all Americans together through our shared history. Freedom works. Freedom works. Freedom is the USA. We have to stay, and our approach to pride in their country. This anniversary is further proof that the USA is here to stay, and our approach to pride in their country. This anniversary is further proof that the USA is here to stay, and our approach to honoring our Founding Fathers once again revered. I would like to see special events and community pride reflected and our Founding Fathers once again revered.
A LOT OF "WORK IN PROGRESS"

"I would hope the outcome of these events would help us all focus more on who we are as a nation and whether we are reflecting the values championed and authored by our founders. Quite simply, are we practicing what our Founding Fathers preached?"

"I would like to see other stories told." - CAMARÉZ (MUSEUM-CORES PANEL)

"I think we should broaden it, and not just focus on the Founding Fathers." - TYNF (MUSEUM-CORES PANEL)

NOT JUST FOUNDING FATHERS

EMBRACING DIFFERENCES

"I would like the United States to be different. I would like to see more positivity and also to respect and embrace each other's differences." - REUNITED (BROADER PANEL)

DIVERSE HISTORY

"I would immediately restructure to hire staff of color and hire consultants and experts to bring in Native, Black, and Latinx voices. I would like to see other stories told." - CAMARÉZ (MUSEUM-CORES PANEL)

NEOPHILIC CLUSTER AND THE 250TH

WANT A MORE THOUGHTFUL, INCLUSIVE COMMEMORATION
And things we all enjoy ... food, fireworks, family.

Value of history

Freedom

That do unite us

This means positive, celebratory things that focus on things satisfied

So long as some of your programming engages them, they will likely be

The 25th

The Traditional Cluster is excited and enthusiastic about

THE 25TH TAKEAWAYS
They are seeking a more thoughtful balance of fun and inclusive activities. For them, a purely superficial celebration will lead as tone-deaf.

And ways that are inclusive of a diverse population fulfilling our values.

Ways that encourage critical assessment of how our country is doing in more inclusive, even meaningful content as well.

Significant part of the broader population, that want to see but there are many in the heteroic cluster, which includes a

THE 250TH TAKEAWAYS
Inclusion of all stories

Through history

And Americans can help be part of that process of making

But we have to know history to achieve those values

opportunity for all in America

Sense we are striving to achieve freedom and equality of

Exploration of freedom

The 250th as a "Commemoration"

POTENTIAL MESSAGING THEMES
Still striving for a more perfect union population ... who want that inclusive history and admission that we are.

While growth can be found within the nearest cluster in the broader ... And traditional non-visitors are least likely to become visitors.

... Because the traditional cluster is all in any way for the 25th ...