

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1137 adults. Fieldwork was undertaken between 18th - 19th September 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.



YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total	Gender		Age		
	Male	Female	18 to 34	35 to 54	55+

HYD_q1. Have you ever had your DNA tested to find out about your genealogy / where your ancestors are from?

Unweighted base	1137	507	630	300	395	442
Base: All US adults	1119	557	563	347	370	402
Yes, I have	13%	14%	12%	15%	11%	14%
No, I haven't	83%	82%	85%	79%	86%	85%
Don't know / can't recall	4%	4%	3%	7%	3%	1%

HYD_q2. Thinking about the most recent occasion when you got your DNA tested...How surprised, if at all, were you by the results?

Unweighted base	153	72	81	43	45	65
Base: All US adults who have gotten a DNA test	144	76	68	51	39	55
Very surprised	22%	23%	20%	28%	27%	12%
Somewhat surprised	32%	34%	28%	37%	30%	28%
Not very surprised	19%	15%	25%	12%	12%	31%
Not surprised at all	11%	12%	10%	10%	11%	12%
Don't know	16%	16%	17%	13%	19%	17%
Net: Surprised	53%	58%	49%	65%	58%	40%
Net: Not Surprised	30%	26%	35%	22%	23%	43%

HYD_q3. How interested, if at all, would you be in finding out about your genealogy / where your ancestors are from through DNA testing?

Unweighted base	984	435	549	257	350	377
Base: All US adults who have never gotten a DNA test	975	480	495	297	331	348
Very interested	26%	18%	34%	30%	28%	21%
Somewhat interested	30%	29%	31%	34%	31%	26%
Not very interested	20%	26%	14%	19%	18%	22%
Not interested at all	19%	22%	16%	10%	17%	28%
Don't know	5%	5%	5%	8%	6%	3%

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total	Region				White
	Northeast	Midwest	South	West	

HYD_q1. Have you ever had your DNA tested to find out about your genealogy / where your ancestors are from?

Unweighted base	1137	249	247	391	250	810
Base: All US adults	1119	242	231	394	252	729
Yes, I have	13%	11%	10%	14%	15%	13%
No, I haven't	83%	85%	86%	82%	82%	84%
Don't know / can't recall	4%	4%	5%	4%	2%	3%

HYD_q2. Thinking about the most recent occasion when you got your DNA tested...How surprised, if at all, were you by the results?

Unweighted base	153	30	26	58	39	108
Base: All US adults who have gotten a DNA test	144	28	22	56	39	94
Very surprised	22%	27%	29%	18%	20%	18%
Somewhat surprised	32%	34%	14%	31%	40%	32%
Not very surprised	19%	11%	18%	24%	18%	23%
Not surprised at all	11%	3%	26%	9%	11%	12%
Don't know	16%	25%	13%	17%	11%	15%
Net: Surprised	53%	61%	43%	49%	60%	50%
Net: Not Surprised	30%	14%	44%	34%	29%	36%

HYD_q3. How interested, if at all, would you be in finding out about your genealogy / where your ancestors are from through DNA testing?

Unweighted base	984	219	221	333	211	702
Base: All US adults who have never gotten a DNA test	975	215	209	339	213	635
Very interested	26%	28%	22%	29%	24%	24%
Somewhat interested	30%	27%	32%	29%	33%	33%
Not very interested	20%	23%	21%	19%	16%	19%
Not interested at all	19%	19%	16%	18%	22%	19%
Don't know	5%	3%	8%	5%	5%	4%

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total	Race			Educ.	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year

HYD_q1. Have you ever had your DNA tested to find out about your genealogy / where your ancestors are from?

Unweighted base	1137	126	114	87	430	379
Base: All US adults	1119	135	166	90	474	357
Yes, I have	13%	11%	13%	16%	10%	15%
No, I haven't	83%	84%	83%	80%	84%	83%
Don't know / can't recall	4%	6%	4%	4%	6%	3%

HYD_q2. Thinking about the most recent occasion when you got your DNA tested...How surprised, if at all, were you by the results?

Unweighted base	153	15	16	14	44	55
Base: All US adults who have gotten a DNA test	144	15	21	15	47	52
Very surprised	22%	43%	23%	26%	33%	22%
Somewhat surprised	32%	21%	33%	37%	31%	24%
Not very surprised	19%	6%	7%	26%	15%	21%
Not surprised at all	11%	24%	3%	-	6%	18%
Don't know	16%	6%	35%	12%	16%	14%
Net: Surprised	53%	64%	56%	62%	64%	47%
Net: Not Surprised	30%	30%	9%	26%	21%	39%

HYD_q3. How interested, if at all, would you be in finding out about your genealogy / where your ancestors are from through DNA testing?

Unweighted base	984	111	98	73	386	324
Base: All US adults who have never gotten a DNA test	975	120	145	75	427	304
Very interested	26%	35%	24%	32%	24%	29%
Somewhat interested	30%	27%	24%	21%	23%	35%
Not very interested	20%	16%	26%	19%	20%	19%
Not interested at all	19%	14%	19%	23%	25%	13%
Don't know	5%	8%	7%	5%	8%	5%

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total	Education		Marital		
	4-year	Post Grad	Married	Separated	Divorced

HYD_q1. Have you ever had your DNA tested to find out about your genealogy / where your ancestors are from?

Unweighted base	1137	210	118	542	15	133
Base: All US adults	1119	192	97	519	17	118
Yes, I have	13%	13%	21%	13%	23%	11%
No, I haven't	83%	87%	77%	84%	77%	87%
Don't know / can't recall	4%	1%	2%	3%	-	2%

HYD_q2. Thinking about the most recent occasion when you got your DNA tested...How surprised, if at all, were you by the results?

Unweighted base	153	26	28	77	3	16
Base: All US adults who have gotten a DNA test	144	24	21	68	4	13
Very surprised	22%	3%	18%	16%	77%	24%
Somewhat surprised	32%	50%	30%	37%	23%	17%
Not very surprised	19%	19%	25%	25%	-	24%
Not surprised at all	11%	3%	14%	6%	-	15%
Don't know	16%	25%	13%	16%	-	20%
Net: Surprised	53%	53%	48%	53%	100%	41%
Net: Not Surprised	30%	23%	39%	31%	-	39%

HYD_q3. How interested, if at all, would you be in finding out about your genealogy / where your ancestors are from through DNA testing?

Unweighted base	984	184	90	465	12	117
Base: All US adults who have never gotten a DNA test	975	167	77	452	13	105
Very interested	26%	27%	22%	23%	19%	32%
Somewhat interested	30%	35%	39%	28%	49%	25%
Not very interested	20%	20%	21%	23%	7%	19%
Not interested at all	19%	15%	17%	23%	26%	21%
Don't know	5%	2%	1%	4%	-	4%

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total	Status			Children under the age of 18	
	Widowed	Never married	Domestic / civil partnership	Yes	No

HYD_q1. Have you ever had your DNA tested to find out about your genealogy / where your ancestors are from?

Unweighted base	1137	52	358	37	312	825
Base: All US adults	1119	46	387	33	303	816
Yes, I have	13%	18%	12%	11%	14%	12%
No, I haven't	83%	81%	82%	86%	83%	84%
Don't know / can't recall	4%	2%	6%	3%	3%	4%

HYD_q2. Thinking about the most recent occasion when you got your DNA tested...How surprised, if at all, were you by the results?

Unweighted base	153	10	42	5	44	109
Base: All US adults who have gotten a DNA test	144	8	48	4	43	101
Very surprised	22%	9%	29%	-	30%	18%
Somewhat surprised	32%	53%	24%	52%	35%	30%
Not very surprised	19%	18%	13%	-	12%	22%
Not surprised at all	11%	11%	18%	-	4%	14%
Don't know	16%	9%	16%	48%	19%	15%
Net: Surprised	53%	62%	53%	52%	65%	49%
Net: Not Surprised	30%	28%	31%	-	16%	36%

HYD_q3. How interested, if at all, would you be in finding out about your genealogy / where your ancestors are from through DNA testing?

Unweighted base	984	42	316	32	268	716
Base: All US adults who have never gotten a DNA test	975	38	339	30	260	715
Very interested	26%	28%	26%	47%	31%	24%
Somewhat interested	30%	39%	34%	19%	28%	31%
Not very interested	20%	18%	17%	20%	19%	20%
Not interested at all	19%	13%	14%	6%	16%	20%
Don't know	5%	2%	8%	8%	7%	5%

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total	Income				Facebook
	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	

HYD_q1. Have you ever had your DNA tested to find out about your genealogy / where your ancestors are from?

Unweighted base	1137	417	319	251	150	888
Base: All US adults	1119	428	321	223	147	863
Yes, I have	13%	11%	11%	20%	14%	14%
No, I haven't	83%	84%	87%	80%	79%	83%
Don't know / can't recall	4%	6%	2%	0%	7%	3%

HYD_q2. Thinking about the most recent occasion when you got your DNA tested...How surprised, if at all, were you by the results?

Unweighted base	153	43	35	52	23	130
Base: All US adults who have gotten a DNA test	144	46	34	44	20	122
Very surprised	22%	28%	18%	19%	21%	21%
Somewhat surprised	32%	9%	46%	34%	51%	34%
Not very surprised	19%	26%	18%	21%	4%	20%
Not surprised at all	11%	16%	8%	10%	7%	11%
Don't know	16%	21%	10%	15%	17%	14%
Net: Surprised	53%	37%	64%	53%	72%	55%
Net: Not Surprised	30%	41%	25%	31%	11%	31%

HYD_q3. How interested, if at all, would you be in finding out about your genealogy / where your ancestors are from through DNA testing?

Unweighted base	984	374	284	199	127	758
Base: All US adults who have never gotten a DNA test	975	383	287	179	127	741
Very interested	26%	31%	24%	22%	21%	28%
Somewhat interested	30%	26%	31%	37%	30%	33%
Not very interested	20%	15%	24%	24%	17%	19%
Not interested at all	19%	19%	18%	16%	22%	16%
Don't know	5%	8%	3%	1%	10%	5%

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total					
	Twitter	LinkedIn	Google+	MySpace	Pinterest

HYD_q1. Have you ever had your DNA tested to find out about your genealogy / where your ancestors are from?

	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	1137	435	313	318	67	316
Base: All US adults	1119	427	289	311	64	284
Yes, I have	13%	15%	14%	18%	25%	13%
No, I haven't	83%	82%	84%	76%	70%	82%
Don't know / can't recall	4%	4%	2%	6%	4%	4%

HYD_q2. Thinking about the most recent occasion when you got your DNA tested...How surprised, if at all, were you by the results?

	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	153	67	46	60	16	45
Base: All US adults who have gotten a DNA test	144	62	41	57	16	38
Very surprised	22%	18%	20%	31%	34%	20%
Somewhat surprised	32%	37%	49%	40%	38%	32%
Not very surprised	19%	22%	16%	15%	5%	23%
Not surprised at all	11%	9%	8%	5%	-	10%
Don't know	16%	14%	6%	9%	22%	15%
Net: Surprised	53%	55%	69%	71%	73%	52%
Net: Not Surprised	30%	31%	24%	20%	5%	33%

HYD_q3. How interested, if at all, would you be in finding out about your genealogy / where your ancestors are from through DNA testing?

	Total	Twitter	LinkedIn	Google+	MySpace	Pinterest
Unweighted base	984	368	267	258	51	271
Base: All US adults who have never gotten a DNA test	975	365	248	255	48	246
Very interested	26%	31%	31%	37%	30%	37%
Somewhat interested	30%	34%	35%	28%	36%	33%
Not very interested	20%	18%	21%	21%	21%	17%
Not interested at all	19%	13%	11%	10%	10%	10%
Don't know	5%	4%	3%	4%	4%	3%

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total	Social networks membership				
	Tumblr	Instagram	nosquare	Snapchat	Periscope

HYD_q1. Have you ever had your DNA tested to find out about your genealogy / where your ancestors are from?

	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	1137	99	340	3	184	18
Base: All US adults	1119	103	331	3	196	18
Yes, I have	13%	19%	15%	27%	14%	21%
No, I haven't	83%	76%	80%	73%	79%	73%
Don't know / can't recall	4%	5%	6%	-	7%	5%

HYD_q2. Thinking about the most recent occasion when you got your DNA tested...How surprised, if at all, were you by the results?

	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	153	19	52	1	25	5
Base: All US adults who have gotten a DNA test	144	20	48	1	28	4
Very surprised	22%	28%	22%	100%	28%	40%
Somewhat surprised	32%	31%	37%	-	27%	18%
Not very surprised	19%	21%	20%	-	14%	-
Not surprised at all	11%	11%	10%	-	16%	21%
Don't know	16%	9%	11%	-	15%	21%
Net: Surprised	53%	59%	59%	100%	55%	58%
Net: Not Surprised	30%	32%	30%	-	30%	21%

HYD_q3. How interested, if at all, would you be in finding out about your genealogy / where your ancestors are from through DNA testing?

	Total	Tumblr	Instagram	nosquare	Snapchat	Periscope
Unweighted base	984	80	288	2	159	13
Base: All US adults who have never gotten a DNA test	975	83	283	2	168	14
Very interested	26%	38%	36%	-	35%	18%
Somewhat interested	30%	35%	33%	38%	35%	76%
Not very interested	20%	16%	18%	62%	20%	5%
Not interested at all	19%	11%	7%	-	5%	-
Don't know	5%	1%	5%	-	6%	-

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total			
	Other	Don't know	None

HYD_q1. Have you ever had your DNA tested to find out about your genealogy / where your ancestors are from?

Unweighted base	1137	12	9	144
Base: All US adults	1119	13	10	155
Yes, I have	13%	-	-	7%
No, I haven't	83%	100%	70%	87%
Don't know / can't recall	4%	-	30%	7%

HYD_q2. Thinking about the most recent occasion when you got your DNA tested...How surprised, if at all, were you by the results?

Unweighted base	153	-	-	10
Base: All US adults who have gotten a DNA test	144	-	-	11
Very surprised	22%	-	-	22%
Somewhat surprised	32%	-	-	7%
Not very surprised	19%	-	-	7%
Not surprised at all	11%	-	-	11%
Don't know	16%	-	-	53%
Net: Surprised	53%	-	-	29%
Net: Not Surprised	30%	-	-	18%

HYD_q3. How interested, if at all, would you be in finding out about your genealogy / where your ancestors are from through DNA testing?

Unweighted base	984	12	9	134
Base: All US adults who have never gotten a DNA test	975	13	10	144
Very interested	26%	37%	21%	15%
Somewhat interested	30%	40%	20%	20%
Not very interested	20%	-	21%	24%
Not interested at all	19%	23%	21%	35%
Don't know	5%	-	17%	6%

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total	Gender		Age			
	Male	Female	18 to 34	35 to 54	55+	
Net: Interested	56%	47%	65%	64%	59%	47%
Net: Not Interested	39%	48%	29%	28%	36%	50%

HYD_q4. Thinking about what you currently know about your own race/racial background...

In general, to what extent would you be pleased or displeased if you found out you had a different racial background than what you previously believed?

Unweighted base	1137	507	630	300	395	442
Base: All US adults	1119	557	563	347	370	402
Very pleased	12%	9%	14%	19%	14%	4%
Somewhat pleased	11%	11%	12%	16%	12%	7%
Neither pleased nor displeased	58%	59%	57%	47%	58%	68%
Somewhat displeased	5%	6%	5%	5%	4%	7%
Very displeased	3%	3%	2%	2%	2%	4%
Don't know	11%	11%	10%	11%	12%	10%
Net: Pleased	23%	20%	26%	34%	25%	11%
Net: Displeased	8%	9%	7%	8%	5%	11%

Cell Contents (Column Percentages)

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total	Region					
	Northeast	Midwest	South	West	White	
Net: Interested	56%	55%	54%	58%	57%	57%
Net: Not Interested	39%	42%	38%	37%	38%	38%

HYD_q4. Thinking about what you currently know about your own race/racial background...

In general, to what extent would you be pleased or displeased if you found out you had a different racial background than what you previously believed?

Unweighted base	1137	249	247	391	250	810
Base: All US adults	1119	242	231	394	252	729
Very pleased	12%	14%	8%	14%	10%	10%
Somewhat pleased	11%	12%	12%	8%	14%	10%
Neither pleased nor displeased	58%	55%	60%	58%	60%	61%
Somewhat displeased	5%	8%	4%	5%	5%	6%
Very displeased	3%	2%	3%	4%	2%	3%
Don't know	11%	10%	14%	11%	8%	10%
Net: Pleased	23%	25%	20%	22%	25%	20%
Net: Displeased	8%	10%	7%	8%	7%	8%

Cell Contents (Col

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



	Race			Educ:		
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2 year	
Total						
Net: Interested	56%	62%	48%	53%	48%	64%
Net: Not Interested	39%	30%	45%	42%	45%	32%

HYD_q4. Thinking about what you currently know about your own race/racial background...

In general, to what extent would you be pleased or displeased if you found out you had a different racial background than what you previously believed?

Unweighted base	1137	126	114	87	430	379
Base: All US adults	1119	135	166	90	474	357
Very pleased	12%	23%	11%	11%	13%	11%
Somewhat pleased	11%	13%	14%	13%	10%	13%
Neither pleased nor displeased	58%	51%	54%	51%	53%	59%
Somewhat displeased	5%	1%	7%	5%	6%	6%
Very displeased	3%	1%	3%	4%	4%	3%
Don't know	11%	11%	10%	16%	15%	10%
Net: Pleased	23%	36%	25%	24%	23%	24%
Net: Displeased	8%	2%	10%	9%	10%	8%

Cell Contents (Col

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total	Education		Marital			
	4-year	Post Grad	Married	Separated	Divorced	
Net: Interested	56%	63%	61%	51%	68%	57%
Net: Not Interested	39%	35%	38%	45%	32%	39%

HYD_q4. Thinking about what you currently know about your own race/racial background...

In general, to what extent would you be pleased or displeased if you found out you had a different racial background than what you previously believed?

Unweighted base	1137	210	118	542	15	133
Base: All US adults	1119	192	97	519	17	118
Very pleased	12%	11%	9%	10%	11%	11%
Somewhat pleased	11%	13%	11%	12%	33%	7%
Neither pleased nor displeased	58%	65%	69%	61%	41%	64%
Somewhat displeased	5%	4%	4%	5%	-	9%
Very displeased	3%	2%	-	3%	-	4%
Don't know	11%	6%	8%	10%	15%	5%
Net: Pleased	23%	24%	20%	21%	43%	18%
Net: Displeased	8%	6%	4%	7%	-	13%

Cell Contents (Col

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Net: Interested
Net: Not Interested

Total	Status			Children under the age of 18	
	Widowed	Never married	Domestic / civil partnership	Yes	No
56%	67%	60%	66%	59%	55%
39%	30%	32%	26%	34%	40%

HYD_q4. Thinking about what you currently know about your own race/racial background...

In general, to what extent would you be pleased or displeased if you found out you had a different racial background than what you previously believed?

Unweighted base	1137	52	358	37	312	825
Base: All US adults	1119	46	387	33	303	816
Very pleased	12%	11%	15%	17%	18%	9%
Somewhat pleased	11%	7%	11%	12%	15%	10%
Neither pleased nor displeased	58%	59%	53%	58%	48%	62%
Somewhat displeased	5%	14%	5%	3%	5%	6%
Very displeased	3%	2%	3%	2%	2%	3%
Don't know	11%	8%	14%	8%	12%	10%
Net: Pleased	23%	18%	26%	29%	33%	19%
Net: Displeased	8%	16%	7%	5%	7%	9%

Cell Contents (Col

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



Total	Income				Facebook
	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	
Net: Interested	56%	58%	55%	59%	61%
Net: Not Interested	39%	35%	42%	41%	34%

HYD_q4. Thinking about what you currently know about your own race/racial background...

In general, to what extent would you be pleased or displeased if you found out you had a different racial background than what you previously believed?

Unweighted base	1137	417	319	251	150	888
Base: All US adults	1119	428	321	223	147	863
Very pleased	12%	16%	12%	8%	6%	13%
Somewhat pleased	11%	8%	13%	17%	8%	12%
Neither pleased nor displeased	58%	54%	60%	61%	60%	57%
Somewhat displeased	5%	5%	5%	5%	7%	5%
Very displeased	3%	4%	2%	1%	2%	2%
Don't know	11%	13%	8%	7%	16%	10%
Net: Pleased	23%	24%	24%	26%	14%	26%
Net: Displeased	8%	9%	7%	6%	9%	7%

Cell Contents (Col

YouGovNY

DNA Testing

US_nat Sample: 18th - 19th September 2017



	Twitter	LinkedIn	Google+	MySpace	Pinterest
Total					
Net: Interested	65%	66%	65%	66%	71%
Net: Not Interested	31%	32%	31%	30%	27%

HYD_q4. Thinking about what you currently know about your own race/racial background...

In general, to what extent would you be pleased or displeased if you found out you had a different racial background than what you previously believed?

Unweighted base	1137	435	313	318	67	316
Base: All US adults	1119	427	289	311	64	284
Very pleased	12%	14%	11%	20%	24%	20%
Somewhat pleased	11%	14%	10%	16%	23%	13%
Neither pleased nor displeased	58%	60%	67%	47%	40%	56%
Somewhat displeased	5%	4%	5%	6%	4%	3%
Very displeased	3%	2%	1%	2%	1%	2%
Don't know	11%	7%	6%	9%	7%	6%
Net: Pleased	23%	28%	22%	36%	47%	33%
Net: Displeased	8%	5%	5%	8%	6%	5%

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US_nat Sample: 18th - 19th September 2017



Total	Social networks membership					
	Tumblr	Instagram	nosquare	Snapchat	Periscope	
Net: Interested	56%	73%	70%	38%	69%	95%
Net: Not Interested	39%	26%	25%	62%	25%	5%

HYD_q4. Thinking about what you currently know about your own race/racial background...

In general, to what extent would you be pleased or displeased if you found out you had a different racial background than what you previously believed?

Unweighted base	1137	99	340	3	184	18
Base: All US adults	1119	103	331	3	196	18
Very pleased	12%	16%	19%	72%	19%	14%
Somewhat pleased	11%	17%	15%	-	17%	32%
Neither pleased nor displeased	58%	57%	52%	28%	51%	50%
Somewhat displeased	5%	4%	3%	-	3%	-
Very displeased	3%	1%	1%	-	2%	5%
Don't know	11%	5%	9%	-	8%	-
Net: Pleased	23%	34%	34%	72%	36%	46%
Net: Displeased	8%	5%	5%	-	5%	5%

Cell Contents (Col

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DNA Testing

US_nat Sample: 18th - 19th September 2017



	Other	Don't know	None
Total			
Net: Interested	56%	77%	40%
Net: Not Interested	39%	23%	42%

HYD_q4. Thinking about what you currently know about your own race/racial background...

In general, to what extent would you be pleased or displeased if you found out you had a different racial background than what you previously believed?

Unweighted base	1137	12	9	144
Base: All US adults	1119	13	10	155
Very pleased	12%	17%	-	2%
Somewhat pleased	11%	7%	-	5%
Neither pleased nor displeased	58%	61%	37%	67%
Somewhat displeased	5%	6%	-	6%
Very displeased	3%	-	-	5%
Don't know	11%	9%	63%	15%
Net: Pleased	23%	23%	-	7%
Net: Displeased	8%	6%	-	11%

Cell Contents (Col