

The Past Connects Generations

We are living in the age of connection. From morning to night, phone to computer, Zoom meetings to Netflix, we are connected every step of the way - both personally and professionally. Millennials are the most populous generation today and also happen to be the most connected with 90% being active on social media*. Despite all this connection, [YouGov](#) cites millennials as “the loneliest generation.” What is this connection conundrum?

Maybe the problem is the kind of connection we are experiencing in our day-to-day lives. How do we break from the fluid, impermanent and sometimes empty connections that are so pervasive today and find something real? This is especially important now in the face of the global pandemic, where finding fulfilling connections can be more elusive than ever.

The fact is, people are hungry for meaningful connection, and the first place they often look is to their families. Family grounds us and makes us feel less alone. And learning more about who you are and where you come from creates a stronger foundation for navigating the world around you. Our research shows **66% of Americans polled who created a family tree did so as a way to connect or understand family history.**** Even more significant, millennials in particular are searching for connection as the data shows **people aged 44 and younger are much more likely to have created a family tree compared to those ages 45 and older.** The “lonely generation” is turning its attention to family history to find strength and resilience in their roots and heritage and perhaps glean perspective on how they can emerge even stronger.

Not only do Americans see stories of their ancestors as a way to have greater understanding and a sense of connection to the past, but family history is bridging the divide between generations and inspiring action today. Because of stories learned of ancestors overcoming adversity, **millennials (25-34) are more motivated (65%) and empowered (50%) by those learnings as compared to any other age group.** The impact of those who came before us on who we are today is truly profound. Our family's rich stories can provide the connections we are searching for.

Understanding our family histories reminds us that when we need to connect to something real, something bigger, we don't need to look very far. Every single one of us has the power to connect, uniting past and present, old and young, ancestor and descendant.

“In 2020, when everything is online and we're quarantined in our homes, being able to revisit the story of how I got here, how my family became who it is, grounds me and helps me remember I am not alone.” - Ancestry user

[*10 SOCIAL MEDIA STATISTICS YOU NEED TO KNOW IN 2020](#)

**All survey results from The Harris Poll on behalf of Ancestry, May 2020 (conducted online within the United States among 2000 U.S. Adults 18+)