

YouGov Survey: Career Advice for Girls and Boys



Sample 1144 U.S. adult citizens
 Conducted March 18 - 21, 2025
 Margin of Error ±3.8%

1. Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Strongly encourage	Somewhat encourage	Somewhat discourage	Strongly discourage	Not sure
Engineer	65%	27%	1%	0%	7%
Scientist	59%	30%	2%	1%	8%
Doctor	58%	31%	1%	2%	8%
Computer programmer	56%	34%	3%	0%	6%
Nurse	47%	35%	5%	4%	9%
Physics professor	43%	35%	6%	3%	13%
Plumber	42%	37%	9%	4%	8%
Lawyer	39%	39%	7%	7%	8%
Chef	38%	41%	9%	4%	8%
Teacher	34%	40%	12%	6%	8%
Military service member	33%	32%	12%	11%	12%
Professional athlete	30%	30%	16%	12%	12%
Farmer	30%	38%	14%	7%	12%
Construction worker	29%	42%	13%	4%	11%
Humanities professor	28%	35%	11%	10%	16%
Journalist	27%	38%	13%	11%	11%
Social worker	27%	38%	14%	10%	11%
Police officer	24%	33%	16%	18%	9%
Truck driver	24%	36%	19%	10%	11%
Religious leader	24%	23%	16%	22%	15%
Oil rig worker	21%	30%	21%	14%	14%
Actor	20%	30%	19%	20%	11%
Stay-at-home parent	17%	25%	20%	19%	20%
Politician	17%	23%	18%	31%	10%
Day care worker	17%	32%	22%	16%	13%
Factory worker	16%	40%	21%	10%	13%
Social media influencer	13%	17%	22%	35%	13%
Podcaster	13%	29%	24%	17%	17%
Retail worker	12%	33%	27%	15%	13%
Coal miner	7%	19%	24%	39%	10%

2. Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Strongly encourage	Somewhat encourage	Somewhat discourage	Strongly discourage	Not sure
Doctor	62%	29%	2%	2%	5%
Scientist	58%	30%	3%	2%	6%
Engineer	56%	32%	4%	2%	6%
Computer programmer	55%	33%	5%	1%	6%
Nurse	55%	35%	3%	1%	5%
Lawyer	45%	38%	6%	4%	7%
Chef	42%	41%	7%	4%	7%
Physics professor	42%	38%	7%	4%	9%
Teacher	36%	40%	9%	5%	9%
Journalist	28%	42%	12%	9%	8%
Professional athlete	27%	36%	17%	7%	13%
Social worker	27%	41%	13%	9%	11%
Humanities professor	27%	38%	14%	10%	12%
Plumber	24%	40%	12%	12%	12%
Stay-at-home parent	22%	31%	18%	14%	15%
Farmer	20%	41%	17%	9%	13%
Day care worker	20%	34%	24%	11%	12%
Actor	20%	34%	19%	17%	11%
Military service member	19%	34%	22%	15%	11%
Police officer	19%	34%	21%	17%	8%
Religious leader	15%	27%	16%	23%	18%
Politician	15%	24%	23%	25%	12%
Construction worker	15%	42%	20%	14%	9%
Podcaster	14%	29%	24%	19%	13%
Factory worker	12%	31%	29%	18%	10%
Retail worker	12%	37%	28%	13%	10%
Oil rig worker	12%	21%	25%	33%	10%
Truck driver	11%	35%	22%	19%	12%
Social media influencer	9%	22%	28%	31%	10%
Coal miner	8%	11%	24%	49%	8%

3. Have you ever been the parent of any children?

Yes60%
 No40%

4. Have you ever had a son?

Yes48%
 No52%

5. Have you ever had a daughter?

Yes	46%
No	54%

6. Have you ever been a stay-at-home parent for a period of at least one year or longer?

Yes	32%
No	68%

7. Have you personally ever been any of the following? Select all that apply.

Retail worker	35%
Stay-at-home parent	22%
Factory worker	18%
Teacher	13%
Construction worker	11%
Day care worker	8%
Military service member	7%
Chef	6%
Engineer	6%
Computer programmer	5%
Truck driver	5%
Nurse	4%
Farmer	4%
Social worker	4%
Religious leader	3%
Plumber	3%
Police officer	2%
Actor	2%
Scientist	2%
Journalist	2%
Lawyer	2%
Social media influencer	2%
Podcaster	1%
Doctor	1%
Politician	1%
Professional athlete	1%
Humanities professor	1%
Oil rig worker	1%
Physics professor	0%
Coal miner	0%
None of the above	23%

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Interviewing Dates	March 18 - 21, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.035, with a mean of one and a standard deviation of 0.843.
Number of respondents	1144
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.

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1A. Encourage or Discourage Careers for Hypothetical Son — Engineer

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	65%	60%	69%	63%	68%	65%	61%	63%	*	*	*
Somewhat encourage	27%	29%	25%	28%	24%	26%	31%	30%	*	*	*
Somewhat discourage	1%	2%	0%	6%	0%	0%	0%	2%	*	*	*
Strongly discourage	0%	0%	0%	0%	1%	0%	0%	0%	*	*	*
Not sure	7%	8%	6%	3%	7%	9%	7%	6%	*	*	*
Totals	100%	99%	100%	100%	100%	100%	99%	101%	*	*	*
Unweighted N	(565)	(259)	(306)	(125)	(108)	(191)	(141)	(360)	(78)	(81)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	65%	61%	69%	64%	64%	66%	64%	63%	69%	*	61%	66%	63%
Somewhat encourage	27%	29%	24%	29%	33%	30%	24%	30%	30%	*	31%	26%	29%
Somewhat discourage	1%	3%	0%	0%	0%	0%	3%	0%	0%	*	2%	0%	3%
Strongly discourage	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%
Not sure	7%	6%	7%	8%	2%	4%	9%	6%	1%	*	6%	8%	5%
Totals	100%	99%	100%	101%	99%	100%	100%	99%	100%	*	100%	100%	100%
Unweighted N	(565)	(199)	(216)	(150)	(235)	(209)	(224)	(172)	(116)	(97)	(133)	(208)	(127)

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1B. Encourage or Discourage Careers for Hypothetical Son — Scientist

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	59%	55%	63%	63%	64%	54%	58%	60%	*	*	*
Somewhat encourage	30%	33%	27%	27%	26%	37%	26%	29%	*	*	*
Somewhat discourage	2%	2%	2%	2%	1%	3%	2%	2%	*	*	*
Strongly discourage	1%	2%	0%	4%	1%	0%	1%	2%	*	*	*
Not sure	8%	8%	7%	4%	9%	6%	12%	7%	*	*	*
Totals	100%	100%	99%	100%	101%	100%	99%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	59%	63%	65%	49%	67%	53%	61%	54%	65%	*	57%	60%	62%
Somewhat encourage	30%	27%	27%	35%	30%	35%	27%	36%	29%	*	34%	30%	29%
Somewhat discourage	2%	1%	1%	4%	1%	4%	2%	2%	2%	*	1%	3%	2%
Strongly discourage	1%	2%	1%	2%	0%	2%	2%	1%	2%	*	0%	1%	2%
Not sure	8%	7%	6%	10%	2%	6%	9%	6%	2%	*	7%	7%	5%
Totals	100%	100%	100%	100%	100%	100%	101%	99%	100%	*	99%	101%	100%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1C. Encourage or Discourage Careers for Hypothetical Son — Doctor

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	58%	55%	60%	61%	58%	55%	59%	54%	*	*	*
Somewhat encourage	31%	32%	30%	26%	32%	33%	31%	35%	*	*	*
Somewhat discourage	1%	1%	2%	0%	1%	2%	2%	2%	*	*	*
Strongly discourage	2%	4%	0%	5%	0%	2%	0%	2%	*	*	*
Not sure	8%	8%	8%	7%	10%	8%	8%	8%	*	*	*
Totals	100%	100%	100%	99%	101%	100%	100%	101%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	58%	60%	56%	57%	57%	54%	58%	55%	59%	*	59%	57%	54%
Somewhat encourage	31%	29%	31%	33%	37%	38%	27%	38%	35%	*	27%	33%	36%
Somewhat discourage	1%	1%	2%	2%	1%	3%	1%	0%	3%	*	1%	2%	1%
Strongly discourage	2%	3%	2%	0%	0%	0%	4%	0%	0%	*	5%	0%	2%
Not sure	8%	7%	10%	8%	5%	6%	11%	7%	3%	*	7%	9%	7%
Totals	100%	100%	101%	100%	100%	101%	101%	100%	100%	*	99%	101%	100%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1D. Encourage or Discourage Careers for Hypothetical Son — Computer programmer

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	56%	55%	57%	56%	57%	58%	52%	53%	*	*	*
Somewhat encourage	34%	34%	34%	31%	35%	33%	39%	38%	*	*	*
Somewhat discourage	3%	4%	3%	9%	0%	3%	2%	4%	*	*	*
Strongly discourage	0%	0%	0%	0%	0%	0%	0%	0%	*	*	*
Not sure	6%	7%	6%	4%	7%	6%	7%	5%	*	*	*
Totals	99%	100%	100%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	56%	56%	57%	54%	52%	58%	59%	56%	52%	*	55%	61%	48%
Somewhat encourage	34%	35%	32%	36%	42%	34%	30%	36%	42%	*	41%	29%	38%
Somewhat discourage	3%	4%	2%	3%	3%	3%	4%	2%	4%	*	2%	2%	8%
Strongly discourage	0%	0%	1%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%
Not sure	6%	5%	8%	6%	2%	5%	7%	6%	2%	*	3%	8%	6%
Totals	99%	100%	100%	99%	99%	100%	100%	100%	100%	*	101%	100%	100%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1E. Encourage or Discourage Careers for Hypothetical Son — Nurse

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	47%	38%	56%	42%	43%	53%	46%	45%	*	*	*
Somewhat encourage	35%	41%	30%	35%	37%	32%	39%	35%	*	*	*
Somewhat discourage	5%	5%	4%	8%	5%	2%	5%	6%	*	*	*
Strongly discourage	4%	6%	2%	8%	3%	4%	1%	5%	*	*	*
Not sure	9%	10%	8%	7%	12%	9%	9%	9%	*	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	47%	50%	46%	44%	52%	45%	51%	45%	41%	*	48%	47%	41%
Somewhat encourage	35%	31%	39%	36%	39%	38%	29%	39%	46%	*	37%	37%	35%
Somewhat discourage	5%	3%	5%	7%	4%	8%	2%	6%	8%	*	3%	5%	8%
Strongly discourage	4%	6%	2%	4%	1%	3%	5%	4%	3%	*	4%	3%	6%
Not sure	9%	10%	8%	9%	5%	6%	12%	6%	3%	*	8%	8%	9%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	101%	*	100%	100%	99%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1F. Encourage or Discourage Careers for Hypothetical Son — Physics professor

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	43%	39%	46%	39%	45%	44%	43%	40%	*	*	*
Somewhat encourage	35%	35%	35%	38%	37%	35%	29%	37%	*	*	*
Somewhat discourage	6%	6%	6%	9%	4%	4%	7%	6%	*	*	*
Strongly discourage	3%	5%	0%	4%	2%	3%	2%	3%	*	*	*
Not sure	13%	15%	12%	10%	12%	13%	19%	13%	*	*	*
Totals	100%	100%	99%	100%	100%	99%	100%	99%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	43%	46%	46%	37%	48%	39%	47%	35%	46%	*	40%	46%	39%
Somewhat encourage	35%	32%	35%	37%	41%	39%	31%	38%	42%	*	38%	34%	36%
Somewhat discourage	6%	3%	7%	8%	5%	10%	1%	11%	7%	*	5%	7%	7%
Strongly discourage	3%	4%	1%	3%	1%	2%	3%	3%	1%	*	3%	1%	4%
Not sure	13%	15%	12%	14%	6%	9%	17%	14%	3%	*	14%	12%	13%
Totals	100%	100%	101%	99%	101%	99%	99%	101%	99%	*	100%	100%	99%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1G. Encourage or Discourage Careers for Hypothetical Son — Plumber

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	42%	40%	44%	29%	36%	51%	48%	45%	*	*	*
Somewhat encourage	37%	38%	37%	36%	38%	37%	38%	36%	*	*	*
Somewhat discourage	9%	9%	9%	19%	11%	4%	6%	9%	*	*	*
Strongly discourage	4%	4%	3%	7%	5%	1%	2%	4%	*	*	*
Not sure	8%	9%	7%	9%	10%	8%	6%	7%	*	*	*
Totals	100%	100%	100%	100%	100%	101%	100%	101%	*	*	*
Unweighted N	(565)	(260)	(305)	(124)	(108)	(191)	(142)	(360)	(78)	(81)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	42%	39%	44%	43%	37%	47%	43%	43%	35%	*	44%	43%	34%
Somewhat encourage	37%	41%	37%	34%	48%	36%	37%	37%	48%	*	36%	39%	44%
Somewhat discourage	9%	10%	10%	8%	9%	9%	7%	10%	11%	*	15%	5%	10%
Strongly discourage	4%	3%	2%	6%	1%	5%	3%	3%	4%	*	1%	3%	5%
Not sure	8%	8%	8%	8%	5%	4%	10%	7%	1%	*	4%	11%	6%
Totals	100%	101%	101%	99%	100%	101%	100%	100%	99%	*	100%	101%	99%
Unweighted N	(565)	(199)	(216)	(150)	(234)	(209)	(224)	(172)	(116)	(97)	(133)	(209)	(126)

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1H. Encourage or Discourage Careers for Hypothetical Son — Lawyer

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	39%	34%	44%	42%	47%	36%	33%	37%	*	*	*
Somewhat encourage	39%	40%	37%	38%	38%	38%	40%	39%	*	*	*
Somewhat discourage	7%	8%	7%	7%	6%	6%	12%	11%	*	*	*
Strongly discourage	7%	9%	5%	7%	2%	11%	6%	7%	*	*	*
Not sure	8%	9%	7%	6%	6%	9%	9%	7%	*	*	*
Totals	100%	100%	100%	100%	99%	100%	100%	101%	*	*	*
Unweighted N	(565)	(259)	(306)	(125)	(107)	(191)	(142)	(359)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	39%	41%	37%	40%	37%	39%	42%	35%	41%	*	40%	40%	34%
Somewhat encourage	39%	40%	36%	40%	48%	39%	30%	45%	48%	*	36%	38%	42%
Somewhat discourage	7%	9%	8%	5%	7%	10%	8%	9%	3%	*	11%	6%	8%
Strongly discourage	7%	5%	8%	8%	3%	6%	10%	4%	4%	*	9%	8%	7%
Not sure	8%	6%	11%	6%	6%	5%	9%	6%	4%	*	4%	8%	10%
Totals	100%	101%	100%	99%	101%	99%	99%	99%	100%	*	100%	100%	101%
Unweighted N	(565)	(199)	(216)	(150)	(235)	(208)	(223)	(173)	(116)	(97)	(132)	(209)	(127)

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11. Encourage or Discourage Careers for Hypothetical Son — Chef

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	38%	35%	42%	37%	36%	45%	34%	33%	*	*	*
Somewhat encourage	41%	42%	40%	40%	40%	39%	46%	46%	*	*	*
Somewhat discourage	9%	11%	7%	11%	8%	8%	12%	11%	*	*	*
Strongly discourage	4%	6%	2%	6%	3%	4%	2%	5%	*	*	*
Not sure	8%	6%	9%	7%	13%	5%	6%	5%	*	*	*
Totals	100%	100%	100%	101%	100%	101%	100%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	38%	43%	37%	36%	41%	34%	51%	29%	32%	*	34%	41%	38%
Somewhat encourage	41%	35%	42%	46%	41%	49%	33%	44%	51%	*	49%	39%	42%
Somewhat discourage	9%	7%	10%	11%	9%	9%	4%	15%	13%	*	8%	10%	10%
Strongly discourage	4%	4%	3%	3%	2%	2%	5%	4%	2%	*	5%	2%	2%
Not sure	8%	11%	8%	4%	7%	6%	8%	9%	2%	*	3%	8%	7%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	100%	*	99%	100%	99%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1J. Encourage or Discourage Careers for Hypothetical Son — Teacher

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	34%	34%	35%	34%	37%	31%	37%	34%	*	*	*
Somewhat encourage	40%	35%	45%	42%	36%	40%	43%	40%	*	*	*
Somewhat discourage	12%	15%	9%	15%	9%	14%	8%	13%	*	*	*
Strongly discourage	6%	6%	5%	6%	4%	7%	5%	7%	*	*	*
Not sure	8%	9%	7%	3%	14%	8%	7%	6%	*	*	*
Totals	100%	99%	101%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	34%	43%	30%	30%	42%	24%	41%	33%	25%	*	33%	38%	24%
Somewhat encourage	40%	36%	42%	41%	46%	45%	33%	43%	50%	*	48%	38%	44%
Somewhat discourage	12%	8%	14%	13%	5%	18%	10%	11%	22%	*	10%	12%	12%
Strongly discourage	6%	3%	6%	9%	2%	8%	6%	6%	1%	*	6%	4%	9%
Not sure	8%	9%	7%	8%	5%	5%	10%	8%	2%	*	4%	8%	11%
Totals	100%	99%	99%	101%	100%	100%	100%	101%	100%	*	101%	100%	100%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1K. Encourage or Discourage Careers for Hypothetical Son — Military service member

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	33%	33%	33%	28%	26%	40%	35%	32%	*	*	*
Somewhat encourage	32%	36%	27%	39%	31%	24%	35%	34%	*	*	*
Somewhat discourage	12%	10%	15%	8%	15%	13%	13%	14%	*	*	*
Strongly discourage	11%	9%	12%	14%	14%	11%	4%	10%	*	*	*
Not sure	12%	12%	12%	10%	14%	11%	13%	11%	*	*	*
Totals	100%	100%	99%	99%	100%	99%	100%	101%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	33%	21%	36%	43%	19%	42%	35%	33%	27%	*	20%	39%	34%
Somewhat encourage	32%	31%	34%	30%	36%	31%	33%	27%	38%	*	34%	31%	34%
Somewhat discourage	12%	17%	9%	12%	20%	14%	10%	15%	16%	*	11%	11%	14%
Strongly discourage	11%	16%	10%	6%	16%	5%	12%	14%	6%	*	19%	8%	11%
Not sure	12%	16%	11%	9%	9%	8%	10%	11%	14%	*	16%	11%	6%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	101%	*	100%	100%	99%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1L. Encourage or Discourage Careers for Hypothetical Son — Professional athlete

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	30%	31%	30%	49%	33%	22%	20%	23%	*	*	*
Somewhat encourage	30%	32%	27%	29%	33%	25%	34%	27%	*	*	*
Somewhat discourage	16%	15%	18%	10%	18%	19%	15%	22%	*	*	*
Strongly discourage	12%	11%	12%	5%	4%	19%	15%	15%	*	*	*
Not sure	12%	11%	13%	7%	11%	14%	15%	12%	*	*	*
Totals	100%	100%	100%	100%	99%	99%	99%	99%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	30%	34%	28%	28%	25%	23%	36%	31%	14%	*	25%	35%	24%
Somewhat encourage	30%	28%	29%	32%	34%	32%	26%	31%	35%	*	30%	30%	32%
Somewhat discourage	16%	18%	13%	18%	20%	20%	11%	20%	27%	*	20%	14%	16%
Strongly discourage	12%	9%	15%	11%	11%	16%	12%	10%	18%	*	14%	10%	15%
Not sure	12%	12%	15%	11%	10%	9%	15%	9%	6%	*	11%	11%	13%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	*	100%	100%	100%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1M. Encourage or Discourage Careers for Hypothetical Son — Farmer

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	30%	31%	28%	31%	30%	31%	26%	29%	*	*	*
Somewhat encourage	38%	35%	41%	44%	36%	37%	36%	38%	*	*	*
Somewhat discourage	14%	15%	12%	12%	15%	12%	17%	15%	*	*	*
Strongly discourage	7%	7%	8%	8%	6%	8%	6%	9%	*	*	*
Not sure	12%	11%	12%	5%	12%	13%	15%	10%	*	*	*
Totals	101%	99%	101%	100%	99%	101%	100%	101%	*	*	*
Unweighted N	(565)	(260)	(305)	(124)	(108)	(191)	(142)	(360)	(78)	(81)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	30%	24%	31%	33%	23%	34%	34%	27%	22%	*	25%	37%	22%
Somewhat encourage	38%	39%	34%	41%	38%	38%	38%	41%	35%	*	45%	30%	41%
Somewhat discourage	14%	15%	13%	14%	20%	13%	7%	17%	26%	*	13%	15%	16%
Strongly discourage	7%	9%	9%	3%	7%	5%	8%	5%	10%	*	8%	9%	6%
Not sure	12%	12%	13%	9%	11%	10%	13%	10%	7%	*	9%	10%	14%
Totals	101%	99%	100%	100%	99%	100%	100%	100%	100%	*	100%	101%	99%
Unweighted N	(565)	(199)	(216)	(150)	(234)	(209)	(224)	(172)	(116)	(97)	(133)	(209)	(126)

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1N. Encourage or Discourage Careers for Hypothetical Son — Construction worker

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	29%	31%	28%	35%	26%	35%	20%	27%	*	*	*
Somewhat encourage	42%	43%	40%	38%	45%	38%	46%	42%	*	*	*
Somewhat discourage	13%	10%	16%	14%	15%	9%	17%	15%	*	*	*
Strongly discourage	4%	3%	5%	6%	2%	7%	1%	4%	*	*	*
Not sure	11%	13%	10%	7%	12%	11%	16%	12%	*	*	*
Totals	99%	100%	99%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(565)	(260)	(305)	(125)	(108)	(191)	(141)	(360)	(77)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	29%	26%	28%	34%	24%	31%	34%	25%	20%	*	37%	24%	22%
Somewhat encourage	42%	46%	41%	38%	49%	42%	40%	42%	49%	*	39%	47%	44%
Somewhat discourage	13%	11%	17%	12%	15%	17%	11%	15%	20%	*	9%	12%	19%
Strongly discourage	4%	4%	4%	6%	5%	4%	2%	7%	4%	*	5%	5%	3%
Not sure	11%	13%	11%	11%	7%	7%	13%	12%	7%	*	9%	12%	12%
Totals	99%	100%	101%	101%	100%	101%	100%	101%	100%	*	99%	100%	100%
Unweighted N	(565)	(198)	(217)	(150)	(234)	(209)	(223)	(173)	(116)	(97)	(133)	(208)	(127)

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10. Encourage or Discourage Careers for Hypothetical Son — Humanities professor

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	28%	28%	29%	33%	36%	23%	24%	25%	*	*	*
Somewhat encourage	35%	32%	37%	41%	37%	30%	32%	33%	*	*	*
Somewhat discourage	11%	12%	10%	11%	6%	12%	17%	13%	*	*	*
Strongly discourage	10%	12%	7%	6%	9%	14%	9%	12%	*	*	*
Not sure	16%	15%	16%	9%	12%	21%	18%	17%	*	*	*
Totals	100%	99%	99%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(565)	(260)	(305)	(125)	(108)	(190)	(142)	(360)	(77)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	28%	38%	27%	20%	34%	16%	32%	23%	30%	*	19%	33%	29%
Somewhat encourage	35%	41%	35%	28%	50%	28%	34%	40%	27%	*	42%	30%	39%
Somewhat discourage	11%	5%	15%	14%	9%	19%	7%	11%	25%	*	10%	14%	9%
Strongly discourage	10%	4%	8%	18%	1%	21%	9%	12%	7%	*	9%	10%	9%
Not sure	16%	13%	15%	20%	5%	15%	18%	14%	11%	*	19%	12%	14%
Totals	100%	101%	100%	100%	99%	99%	100%	100%	100%	*	99%	99%	100%
Unweighted N	(565)	(198)	(217)	(150)	(234)	(209)	(223)	(173)	(116)	(97)	(132)	(209)	(127)

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1P. Encourage or Discourage Careers for Hypothetical Son — Journalist

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	27%	26%	27%	28%	31%	23%	26%	22%	*	*	*
Somewhat encourage	38%	34%	43%	41%	42%	37%	34%	39%	*	*	*
Somewhat discourage	13%	12%	15%	10%	8%	15%	20%	17%	*	*	*
Strongly discourage	11%	16%	6%	11%	7%	15%	9%	12%	*	*	*
Not sure	11%	12%	10%	10%	12%	9%	12%	10%	*	*	*
Totals	100%	100%	101%	100%	100%	99%	101%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	27%	38%	25%	17%	35%	15%	31%	18%	35%	*	17%	35%	21%
Somewhat encourage	38%	39%	37%	39%	48%	38%	36%	43%	35%	*	48%	30%	46%
Somewhat discourage	13%	11%	12%	18%	9%	22%	9%	20%	16%	*	15%	13%	13%
Strongly discourage	11%	5%	10%	17%	3%	16%	12%	9%	11%	*	12%	11%	10%
Not sure	11%	7%	16%	9%	5%	9%	12%	10%	3%	*	8%	11%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	*	100%	100%	100%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1Q. Encourage or Discourage Careers for Hypothetical Son — Social worker

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	27%	25%	28%	31%	30%	29%	15%	24%	*	*	*
Somewhat encourage	38%	33%	43%	35%	45%	33%	40%	37%	*	*	*
Somewhat discourage	14%	18%	11%	15%	9%	15%	19%	16%	*	*	*
Strongly discourage	10%	11%	9%	10%	6%	11%	13%	12%	*	*	*
Not sure	11%	14%	9%	9%	10%	12%	13%	10%	*	*	*
Totals	100%	101%	100%	100%	100%	100%	100%	99%	*	*	*
Unweighted N	(565)	(259)	(306)	(125)	(108)	(191)	(141)	(360)	(78)	(81)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	27%	41%	22%	17%	33%	15%	33%	23%	19%	*	22%	28%	24%
Somewhat encourage	38%	37%	44%	34%	49%	35%	37%	39%	37%	*	41%	35%	43%
Somewhat discourage	14%	10%	11%	22%	11%	24%	9%	15%	29%	*	15%	14%	14%
Strongly discourage	10%	4%	11%	15%	3%	16%	8%	14%	10%	*	12%	12%	6%
Not sure	11%	8%	13%	12%	4%	10%	13%	9%	4%	*	9%	11%	12%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	*	99%	100%	99%
Unweighted N	(565)	(199)	(216)	(150)	(235)	(209)	(224)	(172)	(116)	(97)	(133)	(208)	(127)

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1R. Encourage or Discourage Careers for Hypothetical Son — Police officer

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	24%	23%	26%	27%	19%	25%	26%	24%	*	*	*
Somewhat encourage	33%	37%	29%	29%	33%	32%	38%	37%	*	*	*
Somewhat discourage	16%	14%	17%	13%	20%	15%	15%	18%	*	*	*
Strongly discourage	18%	18%	19%	22%	14%	23%	11%	16%	*	*	*
Not sure	9%	8%	9%	8%	13%	5%	10%	5%	*	*	*
Totals	100%	100%	100%	99%	99%	100%	100%	100%	*	*	*
Unweighted N	(565)	(260)	(305)	(125)	(108)	(191)	(141)	(360)	(77)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	24%	18%	25%	31%	12%	33%	29%	22%	22%	*	14%	26%	22%
Somewhat encourage	33%	30%	33%	37%	41%	37%	30%	33%	42%	*	38%	30%	37%
Somewhat discourage	16%	16%	14%	17%	19%	18%	14%	16%	18%	*	16%	18%	13%
Strongly discourage	18%	24%	19%	11%	19%	8%	18%	23%	12%	*	27%	17%	16%
Not sure	9%	13%	8%	5%	9%	5%	10%	6%	6%	*	5%	9%	12%
Totals	100%	101%	99%	101%	100%	101%	101%	100%	100%	*	100%	100%	100%
Unweighted N	(565)	(198)	(217)	(150)	(234)	(209)	(223)	(173)	(116)	(97)	(133)	(208)	(127)

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1S. Encourage or Discourage Careers for Hypothetical Son — Truck driver

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	24%	27%	22%	27%	23%	26%	19%	24%	*	*	*
Somewhat encourage	36%	34%	38%	39%	34%	35%	38%	36%	*	*	*
Somewhat discourage	19%	15%	23%	17%	20%	14%	26%	22%	*	*	*
Strongly discourage	10%	11%	9%	11%	11%	9%	10%	10%	*	*	*
Not sure	11%	14%	8%	6%	12%	16%	7%	9%	*	*	*
Totals	100%	101%	100%	100%	100%	100%	100%	101%	*	*	*
Unweighted N	(565)	(259)	(306)	(125)	(108)	(190)	(142)	(359)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	24%	20%	26%	26%	17%	23%	31%	22%	15%	*	15%	28%	21%
Somewhat encourage	36%	41%	36%	32%	47%	34%	36%	35%	38%	*	47%	34%	33%
Somewhat discourage	19%	19%	17%	22%	19%	23%	15%	19%	29%	*	17%	16%	27%
Strongly discourage	10%	7%	12%	11%	9%	11%	5%	15%	13%	*	10%	12%	7%
Not sure	11%	13%	10%	9%	9%	8%	14%	10%	5%	*	11%	10%	12%
Totals	100%	100%	101%	100%	101%	99%	101%	101%	100%	*	100%	100%	100%
Unweighted N	(565)	(199)	(217)	(149)	(235)	(208)	(224)	(173)	(115)	(96)	(133)	(209)	(127)

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1T. Encourage or Discourage Careers for Hypothetical Son — Religious leader

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	24%	25%	23%	25%	21%	24%	25%	23%	*	*	*
Somewhat encourage	23%	23%	24%	28%	23%	20%	25%	21%	*	*	*
Somewhat discourage	16%	14%	17%	18%	23%	10%	15%	18%	*	*	*
Strongly discourage	22%	23%	21%	17%	17%	31%	18%	25%	*	*	*
Not sure	15%	15%	16%	12%	16%	16%	17%	13%	*	*	*
Totals	100%	100%	101%	100%	100%	101%	100%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	24%	21%	20%	31%	18%	27%	31%	19%	18%	*	22%	27%	20%
Somewhat encourage	23%	15%	27%	28%	17%	28%	22%	31%	14%	*	28%	26%	18%
Somewhat discourage	16%	23%	10%	14%	23%	16%	14%	15%	24%	*	14%	11%	22%
Strongly discourage	22%	23%	27%	14%	30%	17%	14%	24%	32%	*	21%	24%	22%
Not sure	15%	17%	16%	13%	11%	12%	19%	11%	11%	*	15%	11%	18%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	99%	*	100%	99%	100%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1U. Encourage or Discourage Careers for Hypothetical Son — Oil rig worker

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	21%	26%	15%	27%	21%	19%	16%	18%	*	*	*
Somewhat encourage	30%	29%	31%	30%	33%	29%	27%	28%	*	*	*
Somewhat discourage	21%	21%	21%	19%	15%	21%	31%	24%	*	*	*
Strongly discourage	14%	11%	17%	14%	14%	13%	13%	15%	*	*	*
Not sure	14%	13%	16%	10%	16%	18%	13%	14%	*	*	*
Totals	100%	100%	100%	100%	99%	100%	100%	99%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	21%	17%	22%	24%	13%	25%	22%	22%	14%	*	15%	23%	17%
Somewhat encourage	30%	24%	30%	36%	29%	35%	31%	30%	27%	*	34%	29%	32%
Somewhat discourage	21%	24%	23%	17%	27%	21%	19%	23%	27%	*	21%	23%	17%
Strongly discourage	14%	20%	12%	9%	22%	9%	10%	16%	21%	*	16%	13%	16%
Not sure	14%	15%	14%	15%	9%	11%	19%	9%	11%	*	14%	11%	18%
Totals	100%	100%	101%	101%	100%	101%	101%	100%	100%	*	100%	99%	100%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1V. Encourage or Discourage Careers for Hypothetical Son — Actor

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	20%	24%	16%	26%	23%	18%	12%	14%	*	*	*
Somewhat encourage	30%	27%	33%	36%	34%	24%	27%	29%	*	*	*
Somewhat discourage	19%	20%	19%	22%	9%	21%	26%	21%	*	*	*
Strongly discourage	20%	18%	22%	9%	17%	26%	23%	25%	*	*	*
Not sure	11%	12%	11%	6%	16%	11%	12%	11%	*	*	*
Totals	100%	101%	101%	99%	99%	100%	100%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	20%	27%	19%	13%	17%	13%	24%	17%	17%	*	14%	26%	12%
Somewhat encourage	30%	31%	30%	28%	44%	21%	30%	34%	22%	*	27%	30%	34%
Somewhat discourage	19%	15%	22%	22%	18%	27%	14%	17%	35%	*	21%	17%	22%
Strongly discourage	20%	12%	17%	30%	9%	31%	21%	21%	17%	*	29%	15%	20%
Not sure	11%	14%	13%	7%	12%	8%	12%	11%	8%	*	9%	12%	12%
Totals	100%	99%	101%	100%	100%	100%	101%	100%	99%	*	100%	100%	100%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1W. Encourage or Discourage Careers for Hypothetical Son — Stay-at-home parent

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	17%	15%	19%	14%	19%	20%	14%	17%	*	*	*
Somewhat encourage	25%	25%	24%	16%	27%	25%	30%	28%	*	*	*
Somewhat discourage	20%	18%	21%	23%	16%	21%	19%	19%	*	*	*
Strongly discourage	19%	24%	14%	31%	14%	17%	15%	16%	*	*	*
Not sure	20%	18%	22%	16%	24%	17%	22%	20%	*	*	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	17%	23%	13%	16%	21%	14%	17%	19%	16%	*	13%	22%	15%
Somewhat encourage	25%	23%	27%	25%	32%	25%	27%	25%	23%	*	24%	21%	29%
Somewhat discourage	20%	22%	14%	23%	18%	23%	23%	14%	25%	*	25%	15%	22%
Strongly discourage	19%	10%	23%	23%	12%	24%	15%	20%	19%	*	17%	21%	21%
Not sure	20%	22%	24%	13%	17%	14%	18%	23%	17%	*	22%	20%	14%
Totals	101%	100%	101%	100%	100%	100%	100%	101%	100%	*	101%	99%	101%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1X. Encourage or Discourage Careers for Hypothetical Son — Politician

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	17%	20%	14%	24%	26%	11%	10%	13%	*	*	*
Somewhat encourage	23%	25%	22%	32%	26%	18%	21%	23%	*	*	*
Somewhat discourage	18%	14%	22%	16%	21%	17%	20%	19%	*	*	*
Strongly discourage	31%	30%	32%	17%	20%	43%	39%	36%	*	*	*
Not sure	10%	10%	11%	11%	8%	11%	11%	9%	*	*	*
Totals	99%	99%	101%	100%	101%	100%	101%	100%	*	*	*
Unweighted N	(565)	(260)	(305)	(125)	(108)	(190)	(142)	(360)	(78)	(81)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	17%	22%	13%	16%	15%	15%	18%	13%	16%	*	13%	19%	12%
Somewhat encourage	23%	28%	24%	19%	33%	20%	19%	24%	35%	*	25%	17%	34%
Somewhat discourage	18%	18%	15%	23%	19%	22%	16%	24%	17%	*	20%	17%	21%
Strongly discourage	31%	21%	37%	35%	25%	33%	35%	31%	20%	*	35%	34%	27%
Not sure	10%	11%	12%	8%	8%	9%	11%	8%	12%	*	7%	13%	5%
Totals	99%	100%	101%	101%	100%	99%	99%	100%	100%	*	100%	100%	99%
Unweighted N	(565)	(198)	(217)	(150)	(234)	(209)	(223)	(173)	(116)	(96)	(133)	(209)	(127)

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1Y. Encourage or Discourage Careers for Hypothetical Son — Day care worker

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	17%	17%	16%	17%	15%	20%	14%	15%	*	*	*
Somewhat encourage	32%	27%	36%	34%	38%	29%	27%	30%	*	*	*
Somewhat discourage	22%	24%	21%	23%	19%	19%	30%	24%	*	*	*
Strongly discourage	16%	19%	14%	19%	13%	19%	15%	20%	*	*	*
Not sure	13%	13%	12%	7%	15%	14%	14%	10%	*	*	*
Totals	100%	100%	99%	100%	100%	101%	100%	99%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	17%	17%	16%	17%	13%	16%	21%	19%	6%	*	14%	18%	10%
Somewhat encourage	32%	36%	33%	25%	43%	26%	36%	29%	29%	*	38%	29%	31%
Somewhat discourage	22%	21%	21%	25%	25%	25%	15%	21%	41%	*	18%	24%	29%
Strongly discourage	16%	11%	16%	23%	10%	26%	12%	21%	18%	*	16%	20%	12%
Not sure	13%	15%	14%	9%	9%	7%	16%	10%	5%	*	14%	9%	17%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	99%	*	100%	100%	99%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1Z. Encourage or Discourage Careers for Hypothetical Son — Factory worker

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	16%	19%	13%	15%	18%	16%	15%	15%	*	*	*
Somewhat encourage	40%	40%	41%	43%	42%	39%	39%	42%	*	*	*
Somewhat discourage	21%	19%	22%	21%	17%	21%	23%	21%	*	*	*
Strongly discourage	10%	9%	11%	11%	10%	12%	8%	10%	*	*	*
Not sure	13%	12%	13%	10%	13%	12%	16%	12%	*	*	*
Totals	100%	99%	100%	100%	100%	100%	101%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	16%	18%	13%	18%	13%	17%	20%	15%	7%	*	15%	18%	11%
Somewhat encourage	40%	39%	37%	46%	38%	43%	42%	39%	42%	*	47%	41%	42%
Somewhat discourage	21%	20%	26%	15%	26%	20%	17%	20%	33%	*	16%	23%	22%
Strongly discourage	10%	7%	11%	13%	9%	13%	5%	14%	14%	*	11%	8%	9%
Not sure	13%	16%	13%	9%	14%	7%	16%	11%	3%	*	11%	10%	17%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	99%	*	100%	100%	101%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1AA. Encourage or Discourage Careers for Hypothetical Son — Social media influencer

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	13%	15%	11%	24%	12%	9%	10%	9%	*	*	*
Somewhat encourage	17%	16%	18%	25%	22%	12%	11%	13%	*	*	*
Somewhat discourage	22%	22%	22%	28%	22%	20%	20%	26%	*	*	*
Strongly discourage	35%	34%	35%	14%	30%	45%	44%	41%	*	*	*
Not sure	13%	12%	14%	9%	14%	14%	15%	10%	*	*	*
Totals	100%	99%	100%	100%	100%	100%	100%	99%	*	*	*
Unweighted N	(564)	(260)	(304)	(125)	(108)	(190)	(141)	(359)	(77)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	13%	20%	9%	11%	11%	10%	18%	12%	5%	*	10%	13%	8%
Somewhat encourage	17%	19%	19%	13%	22%	10%	20%	18%	14%	*	22%	13%	21%
Somewhat discourage	22%	20%	21%	26%	26%	22%	19%	22%	31%	*	23%	19%	29%
Strongly discourage	35%	27%	35%	42%	32%	50%	27%	39%	44%	*	32%	42%	30%
Not sure	13%	15%	15%	9%	8%	9%	17%	9%	5%	*	13%	13%	12%
Totals	100%	101%	99%	101%	99%	101%	101%	100%	99%	*	100%	100%	100%
Unweighted N	(564)	(198)	(216)	(150)	(233)	(209)	(222)	(173)	(116)	(97)	(132)	(208)	(127)

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1AB. Encourage or Discourage Careers for Hypothetical Son — Podcaster

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	13%	14%	11%	21%	13%	12%	5%	9%	*	*	*
Somewhat encourage	29%	28%	30%	26%	35%	29%	27%	26%	*	*	*
Somewhat discourage	24%	23%	25%	27%	17%	24%	29%	28%	*	*	*
Strongly discourage	17%	20%	14%	15%	15%	19%	19%	20%	*	*	*
Not sure	17%	14%	20%	12%	19%	17%	20%	17%	*	*	*
Totals	100%	99%	100%	101%	99%	101%	100%	100%	*	*	*
Unweighted N	(565)	(260)	(305)	(125)	(108)	(190)	(142)	(360)	(77)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	13%	17%	10%	12%	15%	10%	16%	10%	9%	*	15%	14%	4%
Somewhat encourage	29%	32%	35%	20%	37%	18%	34%	30%	24%	*	34%	27%	36%
Somewhat discourage	24%	25%	18%	29%	22%	30%	20%	25%	31%	*	22%	22%	26%
Strongly discourage	17%	10%	19%	22%	14%	27%	11%	18%	26%	*	14%	18%	15%
Not sure	17%	16%	19%	17%	12%	15%	18%	17%	10%	*	15%	19%	18%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	100%	*	100%	100%	99%
Unweighted N	(565)	(198)	(217)	(150)	(234)	(209)	(223)	(173)	(116)	(97)	(132)	(209)	(127)

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1AC. Encourage or Discourage Careers for Hypothetical Son — Retail worker

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	12%	17%	7%	14%	10%	15%	10%	9%	*	*	*
Somewhat encourage	33%	31%	35%	42%	34%	28%	30%	30%	*	*	*
Somewhat discourage	27%	24%	30%	24%	24%	28%	31%	31%	*	*	*
Strongly discourage	15%	17%	12%	12%	14%	18%	13%	18%	*	*	*
Not sure	13%	11%	16%	8%	18%	12%	16%	12%	*	*	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	12%	13%	13%	11%	9%	8%	15%	11%	5%	*	9%	13%	9%
Somewhat encourage	33%	31%	32%	36%	30%	34%	42%	30%	22%	*	38%	32%	35%
Somewhat discourage	27%	28%	25%	27%	34%	28%	16%	30%	50%	*	26%	29%	29%
Strongly discourage	15%	11%	15%	18%	15%	21%	12%	16%	16%	*	16%	16%	11%
Not sure	13%	16%	16%	8%	12%	10%	14%	13%	7%	*	12%	10%	17%
Totals	100%	99%	101%	100%	100%	101%	99%	100%	100%	*	101%	100%	101%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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1AD. Encourage or Discourage Careers for Hypothetical Son — Coal miner

Imagine you are the parent of a teenage son who is starting to consider what he wants to be in the future. If your son asked for your advice, would you encourage or discourage him from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	7%	9%	5%	15%	4%	8%	2%	7%	*	*	*
Somewhat encourage	19%	21%	18%	30%	29%	15%	6%	15%	*	*	*
Somewhat discourage	24%	23%	25%	24%	24%	19%	31%	27%	*	*	*
Strongly discourage	39%	38%	41%	26%	27%	50%	50%	44%	*	*	*
Not sure	10%	9%	11%	5%	17%	8%	10%	7%	*	*	*
Totals	99%	100%	100%	100%	101%	100%	99%	100%	*	*	*
Unweighted N	(566)	(260)	(306)	(125)	(108)	(191)	(142)	(360)	(78)	(82)	(46)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	7%	6%	6%	10%	4%	9%	8%	5%	7%	*	5%	6%	5%
Somewhat encourage	19%	13%	21%	23%	10%	17%	22%	20%	9%	*	24%	18%	18%
Somewhat discourage	24%	25%	23%	25%	26%	31%	26%	17%	35%	*	22%	23%	29%
Strongly discourage	39%	43%	41%	34%	52%	34%	30%	49%	46%	*	44%	44%	34%
Not sure	10%	13%	9%	8%	8%	9%	14%	9%	2%	*	6%	8%	15%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	99%	*	101%	99%	101%
Unweighted N	(566)	(199)	(217)	(150)	(235)	(209)	(224)	(173)	(116)	(97)	(133)	(209)	(127)

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2A. Encourage or Discourage Careers for Hypothetical Daughter — Doctor

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	62%	65%	59%	69%	*	58%	60%	60%	*	*	*
Somewhat encourage	29%	26%	31%	24%	*	31%	35%	31%	*	*	*
Somewhat discourage	2%	3%	2%	0%	*	3%	1%	3%	*	*	*
Strongly discourage	2%	1%	3%	2%	*	1%	3%	2%	*	*	*
Not sure	5%	5%	6%	5%	*	6%	1%	4%	*	*	*
Totals	100%	100%	101%	100%	*	99%	100%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	62%	67%	55%	65%	68%	60%	62%	61%	65%	63%	63%	61%	61%
Somewhat encourage	29%	26%	31%	28%	23%	29%	29%	30%	26%	30%	27%	28%	30%
Somewhat discourage	2%	2%	0%	4%	2%	4%	1%	4%	3%	2%	3%	1%	3%
Strongly discourage	2%	1%	3%	2%	1%	2%	1%	3%	2%	1%	3%	3%	0%
Not sure	5%	4%	12%	0%	5%	4%	7%	3%	4%	4%	4%	6%	6%
Totals	100%	100%	101%	99%	99%	99%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2B. Encourage or Discourage Careers for Hypothetical Daughter — Scientist

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	58%	61%	56%	66%	*	60%	54%	56%	*	*	*
Somewhat encourage	30%	28%	32%	21%	*	30%	37%	32%	*	*	*
Somewhat discourage	3%	4%	3%	7%	*	3%	1%	5%	*	*	*
Strongly discourage	2%	2%	2%	3%	*	1%	3%	3%	*	*	*
Not sure	6%	6%	6%	4%	*	6%	6%	5%	*	*	*
Totals	99%	101%	99%	101%	*	100%	101%	101%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	58%	62%	58%	55%	69%	54%	53%	55%	64%	59%	66%	51%	63%
Somewhat encourage	30%	30%	25%	36%	24%	34%	32%	33%	28%	27%	23%	37%	27%
Somewhat discourage	3%	4%	3%	4%	1%	3%	3%	4%	2%	8%	3%	1%	4%
Strongly discourage	2%	1%	3%	3%	1%	3%	4%	3%	0%	1%	3%	2%	3%
Not sure	6%	4%	11%	2%	5%	5%	8%	5%	6%	5%	6%	9%	3%
Totals	99%	101%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2C. Encourage or Discourage Careers for Hypothetical Daughter — Engineer

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	56%	58%	55%	55%	*	56%	57%	55%	*	*	*
Somewhat encourage	32%	32%	32%	26%	*	33%	36%	35%	*	*	*
Somewhat discourage	4%	5%	2%	8%	*	4%	1%	3%	*	*	*
Strongly discourage	2%	0%	3%	5%	*	1%	1%	2%	*	*	*
Not sure	6%	5%	8%	6%	*	6%	6%	5%	*	*	*
Totals	100%	100%	100%	100%	*	100%	101%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	56%	61%	51%	58%	65%	58%	49%	62%	60%	53%	63%	56%	53%
Somewhat encourage	32%	32%	31%	34%	29%	34%	38%	24%	33%	35%	29%	29%	37%
Somewhat discourage	4%	1%	5%	5%	2%	2%	4%	6%	2%	2%	4%	4%	3%
Strongly discourage	2%	4%	1%	1%	1%	1%	1%	6%	0%	6%	0%	1%	0%
Not sure	6%	3%	14%	1%	3%	5%	8%	3%	5%	5%	3%	9%	6%
Totals	100%	101%	102%	99%	100%	100%	100%	101%	100%	101%	99%	99%	99%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2D. Encourage or Discourage Careers for Hypothetical Daughter — Computer programmer

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	55%	58%	53%	56%	*	51%	54%	54%	*	*	*
Somewhat encourage	33%	32%	33%	30%	*	36%	43%	36%	*	*	*
Somewhat discourage	5%	4%	5%	6%	*	5%	2%	4%	*	*	*
Strongly discourage	1%	1%	2%	3%	*	2%	1%	2%	*	*	*
Not sure	6%	4%	7%	5%	*	7%	1%	4%	*	*	*
Totals	100%	99%	100%	100%	*	101%	101%	100%	*	*	*
Unweighted N	(576)	(267)	(309)	(128)	(97)	(202)	(149)	(385)	(67)	(73)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	55%	53%	56%	57%	59%	57%	52%	55%	58%	57%	55%	55%	55%
Somewhat encourage	33%	38%	30%	31%	35%	31%	37%	31%	30%	28%	35%	34%	34%
Somewhat discourage	5%	7%	3%	5%	2%	4%	3%	7%	6%	10%	2%	2%	6%
Strongly discourage	1%	1%	2%	1%	1%	2%	0%	3%	0%	1%	4%	0%	2%
Not sure	6%	2%	9%	5%	2%	6%	8%	3%	6%	4%	5%	8%	4%
Totals	100%	101%	100%	99%	99%	100%	100%	99%	100%	100%	101%	99%	101%
Unweighted N	(576)	(201)	(205)	(170)	(223)	(216)	(236)	(153)	(137)	(109)	(122)	(226)	(119)

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2E. Encourage or Discourage Careers for Hypothetical Daughter — Nurse

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	55%	56%	54%	59%	*	59%	50%	55%	*	*	*
Somewhat encourage	35%	35%	35%	29%	*	33%	44%	39%	*	*	*
Somewhat discourage	3%	4%	2%	5%	*	3%	1%	2%	*	*	*
Strongly discourage	1%	0%	2%	2%	*	0%	2%	1%	*	*	*
Not sure	5%	4%	7%	5%	*	5%	2%	4%	*	*	*
Totals	99%	99%	100%	100%	*	100%	99%	101%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	55%	54%	53%	59%	57%	58%	56%	56%	47%	57%	61%	53%	53%
Somewhat encourage	35%	40%	31%	36%	36%	35%	33%	36%	43%	39%	31%	34%	39%
Somewhat discourage	3%	3%	5%	2%	3%	2%	3%	2%	6%	2%	5%	5%	0%
Strongly discourage	1%	0%	2%	1%	0%	1%	2%	2%	0%	1%	0%	3%	0%
Not sure	5%	3%	9%	3%	5%	5%	7%	4%	4%	2%	4%	6%	8%
Totals	99%	100%	100%	101%	101%	101%	101%	100%	100%	101%	101%	101%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2F. Encourage or Discourage Careers for Hypothetical Daughter — Lawyer

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	45%	43%	47%	60%	*	46%	33%	42%	*	*	*
Somewhat encourage	38%	38%	38%	25%	*	38%	48%	40%	*	*	*
Somewhat discourage	6%	8%	5%	7%	*	6%	8%	7%	*	*	*
Strongly discourage	4%	6%	3%	2%	*	3%	8%	6%	*	*	*
Not sure	7%	5%	8%	6%	*	7%	3%	5%	*	*	*
Totals	100%	100%	101%	100%	*	100%	100%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	45%	51%	39%	46%	49%	44%	39%	55%	43%	53%	46%	43%	42%
Somewhat encourage	38%	37%	40%	36%	37%	37%	43%	31%	37%	37%	40%	35%	41%
Somewhat discourage	6%	5%	6%	7%	5%	6%	8%	4%	7%	2%	5%	8%	7%
Strongly discourage	4%	4%	2%	7%	4%	7%	3%	7%	4%	2%	6%	4%	4%
Not sure	7%	3%	13%	3%	5%	5%	8%	3%	8%	6%	3%	10%	5%
Totals	100%	100%	100%	99%	100%	99%	101%	100%	99%	100%	100%	100%	99%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2G. Encourage or Discourage Careers for Hypothetical Daughter — Chef

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	42%	41%	43%	57%	*	40%	35%	41%	*	*	*
Somewhat encourage	41%	40%	42%	24%	*	44%	49%	44%	*	*	*
Somewhat discourage	7%	11%	3%	5%	*	6%	8%	7%	*	*	*
Strongly discourage	4%	2%	6%	8%	*	5%	1%	4%	*	*	*
Not sure	7%	6%	7%	6%	*	6%	7%	5%	*	*	*
Totals	101%	100%	101%	100%	*	101%	100%	101%	*	*	*
Unweighted N	(577)	(269)	(308)	(129)	(97)	(202)	(149)	(384)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	42%	42%	42%	42%	43%	43%	36%	48%	40%	48%	45%	37%	43%
Somewhat encourage	41%	40%	38%	45%	44%	40%	42%	36%	48%	33%	46%	44%	37%
Somewhat discourage	7%	6%	8%	6%	5%	7%	8%	8%	4%	5%	3%	9%	7%
Strongly discourage	4%	6%	3%	3%	1%	3%	5%	5%	1%	9%	2%	1%	7%
Not sure	7%	7%	9%	4%	7%	7%	9%	4%	7%	6%	4%	9%	6%
Totals	101%	101%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(577)	(202)	(205)	(170)	(224)	(216)	(236)	(153)	(138)	(110)	(123)	(226)	(118)

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2H. Encourage or Discourage Careers for Hypothetical Daughter — Physics professor

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	42%	45%	39%	43%	*	43%	37%	38%	*	*	*
Somewhat encourage	38%	35%	40%	37%	*	38%	42%	42%	*	*	*
Somewhat discourage	7%	8%	7%	3%	*	8%	6%	8%	*	*	*
Strongly discourage	4%	6%	3%	8%	*	2%	5%	5%	*	*	*
Not sure	9%	7%	12%	9%	*	10%	10%	8%	*	*	*
Totals	100%	101%	101%	100%	*	101%	100%	101%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	42%	47%	41%	38%	57%	38%	34%	42%	49%	39%	50%	39%	42%
Somewhat encourage	38%	39%	35%	39%	30%	35%	39%	40%	37%	37%	35%	37%	41%
Somewhat discourage	7%	8%	5%	9%	4%	9%	9%	5%	5%	15%	4%	8%	3%
Strongly discourage	4%	1%	5%	6%	1%	5%	6%	5%	1%	2%	2%	5%	6%
Not sure	9%	5%	14%	9%	8%	12%	11%	8%	8%	8%	9%	11%	8%
Totals	100%	100%	100%	101%	100%	99%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2I. Encourage or Discourage Careers for Hypothetical Daughter — Teacher

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	36%	38%	35%	41%	*	33%	40%	33%	*	*	*
Somewhat encourage	40%	43%	38%	34%	*	40%	46%	44%	*	*	*
Somewhat discourage	9%	8%	10%	8%	*	10%	7%	10%	*	*	*
Strongly discourage	5%	4%	7%	9%	*	5%	3%	5%	*	*	*
Not sure	9%	8%	10%	7%	*	11%	5%	8%	*	*	*
Totals	99%	101%	100%	99%	*	99%	101%	100%	*	*	*
Unweighted N	(577)	(268)	(309)	(128)	(97)	(203)	(149)	(384)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	36%	43%	33%	34%	47%	33%	37%	40%	31%	41%	37%	32%	38%
Somewhat encourage	40%	38%	41%	41%	34%	38%	41%	35%	43%	37%	48%	38%	39%
Somewhat discourage	9%	8%	7%	14%	8%	14%	6%	13%	14%	8%	7%	10%	11%
Strongly discourage	5%	5%	4%	7%	3%	7%	4%	8%	4%	8%	2%	6%	4%
Not sure	9%	6%	16%	4%	8%	8%	11%	4%	9%	6%	6%	13%	8%
Totals	99%	100%	101%	100%	100%	100%	99%	100%	101%	100%	100%	99%	100%
Unweighted N	(577)	(202)	(205)	(170)	(224)	(216)	(236)	(153)	(138)	(110)	(122)	(226)	(119)

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2J. Encourage or Discourage Careers for Hypothetical Daughter — Journalist

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	28%	31%	26%	31%	*	34%	27%	27%	*	*	*
Somewhat encourage	42%	36%	48%	38%	*	35%	47%	44%	*	*	*
Somewhat discourage	12%	15%	10%	12%	*	15%	11%	12%	*	*	*
Strongly discourage	9%	11%	7%	10%	*	9%	11%	11%	*	*	*
Not sure	8%	6%	9%	10%	*	8%	5%	6%	*	*	*
Totals	99%	99%	100%	101%	*	101%	101%	100%	*	*	*
Unweighted N	(576)	(268)	(308)	(129)	(97)	(201)	(149)	(384)	(67)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	28%	34%	25%	28%	38%	24%	29%	31%	27%	28%	27%	27%	32%
Somewhat encourage	42%	45%	39%	44%	43%	41%	44%	43%	38%	37%	50%	44%	37%
Somewhat discourage	12%	11%	16%	10%	9%	15%	12%	11%	15%	11%	8%	13%	17%
Strongly discourage	9%	5%	8%	13%	3%	14%	6%	11%	11%	15%	9%	7%	6%
Not sure	8%	5%	12%	6%	7%	7%	8%	4%	9%	8%	7%	8%	8%
Totals	99%	100%	100%	101%	100%	101%	99%	100%	100%	99%	101%	99%	100%
Unweighted N	(576)	(202)	(205)	(169)	(224)	(215)	(235)	(153)	(138)	(108)	(123)	(226)	(119)

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2K. Encourage or Discourage Careers for Hypothetical Daughter — Professional athlete

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	27%	32%	24%	36%	*	29%	15%	23%	*	*	*
Somewhat encourage	36%	34%	38%	37%	*	34%	34%	37%	*	*	*
Somewhat discourage	17%	17%	17%	17%	*	13%	27%	20%	*	*	*
Strongly discourage	7%	7%	8%	2%	*	7%	11%	8%	*	*	*
Not sure	13%	10%	15%	8%	*	16%	14%	11%	*	*	*
Totals	100%	100%	102%	100%	*	99%	101%	99%	*	*	*
Unweighted N	(577)	(269)	(308)	(129)	(97)	(203)	(148)	(384)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	27%	30%	27%	26%	31%	21%	26%	30%	26%	25%	25%	26%	35%
Somewhat encourage	36%	39%	31%	38%	37%	33%	41%	32%	36%	29%	43%	33%	40%
Somewhat discourage	17%	18%	15%	16%	16%	20%	13%	22%	18%	22%	15%	19%	10%
Strongly discourage	7%	5%	6%	10%	6%	11%	6%	11%	5%	8%	7%	7%	8%
Not sure	13%	7%	20%	9%	10%	15%	13%	6%	16%	17%	10%	15%	7%
Totals	100%	99%	99%	99%	100%	100%	99%	101%	101%	101%	100%	100%	100%
Unweighted N	(577)	(203)	(205)	(169)	(225)	(215)	(236)	(153)	(138)	(110)	(122)	(226)	(119)

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2L. Encourage or Discourage Careers for Hypothetical Daughter — Social worker

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	27%	24%	29%	33%	*	30%	24%	27%	*	*	*
Somewhat encourage	41%	40%	41%	37%	*	39%	50%	42%	*	*	*
Somewhat discourage	13%	15%	11%	13%	*	14%	8%	13%	*	*	*
Strongly discourage	9%	10%	8%	3%	*	10%	10%	10%	*	*	*
Not sure	11%	12%	10%	14%	*	7%	7%	8%	*	*	*
Totals	101%	101%	99%	100%	*	100%	99%	100%	*	*	*
Unweighted N	(576)	(268)	(308)	(128)	(97)	(202)	(149)	(383)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	27%	32%	26%	23%	34%	22%	30%	28%	18%	34%	27%	20%	33%
Somewhat encourage	41%	54%	40%	30%	49%	32%	42%	38%	41%	34%	45%	47%	32%
Somewhat discourage	13%	5%	13%	20%	5%	21%	12%	12%	18%	13%	11%	13%	15%
Strongly discourage	9%	4%	5%	17%	5%	15%	3%	15%	12%	8%	10%	7%	11%
Not sure	11%	5%	16%	11%	8%	11%	12%	7%	10%	11%	7%	14%	9%
Totals	101%	100%	100%	101%	101%	101%	99%	100%	99%	100%	100%	101%	100%
Unweighted N	(576)	(202)	(205)	(169)	(224)	(216)	(235)	(153)	(138)	(110)	(122)	(225)	(119)

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2M. Encourage or Discourage Careers for Hypothetical Daughter — Humanities professor

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	27%	27%	27%	41%	*	23%	18%	24%	*	*	*
Somewhat encourage	38%	36%	41%	33%	*	38%	46%	41%	*	*	*
Somewhat discourage	14%	17%	11%	10%	*	16%	11%	14%	*	*	*
Strongly discourage	10%	10%	9%	9%	*	8%	12%	11%	*	*	*
Not sure	12%	10%	13%	7%	*	14%	13%	11%	*	*	*
Totals	101%	100%	101%	100%	*	99%	100%	101%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	27%	31%	29%	20%	33%	20%	28%	26%	22%	33%	24%	23%	30%
Somewhat encourage	38%	47%	37%	32%	48%	29%	40%	38%	39%	27%	44%	39%	42%
Somewhat discourage	14%	7%	13%	20%	6%	24%	13%	14%	17%	16%	11%	16%	12%
Strongly discourage	10%	8%	4%	17%	3%	17%	5%	12%	15%	17%	6%	10%	6%
Not sure	12%	7%	16%	11%	10%	11%	14%	10%	7%	7%	15%	13%	10%
Totals	101%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2N. Encourage or Discourage Careers for Hypothetical Daughter — Plumber

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	24%	21%	26%	27%	*	28%	21%	26%	*	*	*
Somewhat encourage	40%	37%	43%	34%	*	40%	53%	42%	*	*	*
Somewhat discourage	12%	18%	7%	10%	*	7%	13%	12%	*	*	*
Strongly discourage	12%	14%	11%	13%	*	12%	8%	10%	*	*	*
Not sure	12%	9%	14%	15%	*	14%	6%	10%	*	*	*
Totals	100%	99%	101%	99%	*	101%	101%	100%	*	*	*
Unweighted N	(577)	(269)	(308)	(129)	(97)	(202)	(149)	(384)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	24%	22%	24%	26%	23%	25%	22%	28%	25%	35%	22%	18%	26%
Somewhat encourage	40%	41%	39%	41%	40%	41%	43%	32%	42%	41%	51%	35%	39%
Somewhat discourage	12%	15%	11%	11%	16%	14%	11%	15%	10%	10%	10%	14%	12%
Strongly discourage	12%	13%	10%	13%	12%	11%	9%	18%	12%	8%	8%	17%	11%
Not sure	12%	9%	16%	9%	10%	10%	14%	7%	12%	6%	9%	15%	13%
Totals	100%	100%	100%	100%	101%	101%	99%	100%	101%	100%	100%	99%	101%
Unweighted N	(577)	(203)	(205)	(169)	(225)	(216)	(236)	(153)	(138)	(110)	(123)	(225)	(119)

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20. Encourage or Discourage Careers for Hypothetical Daughter — Stay-at-home parent

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	22%	21%	24%	24%	*	21%	20%	23%	*	*	*
Somewhat encourage	31%	30%	32%	18%	*	37%	44%	35%	*	*	*
Somewhat discourage	18%	19%	17%	25%	*	15%	13%	19%	*	*	*
Strongly discourage	14%	16%	11%	26%	*	9%	6%	10%	*	*	*
Not sure	15%	14%	15%	6%	*	17%	17%	13%	*	*	*
Totals	100%	100%	99%	99%	*	99%	100%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	22%	17%	22%	27%	17%	29%	20%	25%	21%	26%	27%	17%	25%
Somewhat encourage	31%	28%	30%	35%	26%	37%	34%	28%	31%	30%	33%	32%	30%
Somewhat discourage	18%	24%	14%	17%	23%	13%	17%	17%	21%	19%	14%	18%	21%
Strongly discourage	14%	16%	17%	8%	13%	7%	14%	18%	9%	12%	14%	16%	11%
Not sure	15%	15%	17%	12%	21%	15%	15%	13%	17%	13%	12%	18%	13%
Totals	100%	100%	100%	99%	100%	101%	100%	101%	99%	100%	100%	101%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2P. Encourage or Discourage Careers for Hypothetical Daughter — Farmer

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	20%	17%	22%	31%	*	18%	13%	20%	*	*	*
Somewhat encourage	41%	42%	40%	40%	*	40%	40%	41%	*	*	*
Somewhat discourage	17%	20%	15%	8%	*	19%	21%	18%	*	*	*
Strongly discourage	9%	9%	10%	8%	*	9%	14%	10%	*	*	*
Not sure	13%	12%	14%	12%	*	14%	13%	11%	*	*	*
Totals	100%	100%	101%	99%	*	100%	101%	100%	*	*	*
Unweighted N	(577)	(269)	(308)	(128)	(97)	(203)	(149)	(384)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	20%	14%	20%	24%	15%	24%	20%	21%	16%	31%	23%	12%	20%
Somewhat encourage	41%	44%	39%	40%	42%	40%	43%	40%	39%	27%	41%	45%	45%
Somewhat discourage	17%	21%	16%	15%	22%	13%	15%	19%	20%	20%	12%	17%	19%
Strongly discourage	9%	9%	9%	10%	9%	9%	7%	10%	13%	13%	9%	11%	5%
Not sure	13%	12%	16%	10%	12%	13%	15%	10%	12%	9%	15%	16%	10%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(577)	(202)	(205)	(170)	(224)	(216)	(237)	(152)	(138)	(110)	(122)	(226)	(119)

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2Q. Encourage or Discourage Careers for Hypothetical Daughter — Day care worker

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	20%	18%	21%	30%	*	20%	10%	19%	*	*	*
Somewhat encourage	34%	32%	36%	34%	*	31%	44%	35%	*	*	*
Somewhat discourage	24%	28%	21%	21%	*	22%	24%	24%	*	*	*
Strongly discourage	11%	9%	12%	5%	*	14%	12%	12%	*	*	*
Not sure	12%	13%	10%	11%	*	13%	9%	9%	*	*	*
Totals	101%	100%	100%	101%	*	100%	99%	99%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	20%	20%	17%	22%	17%	19%	22%	23%	12%	33%	18%	13%	21%
Somewhat encourage	34%	43%	30%	31%	39%	34%	36%	35%	33%	34%	35%	30%	40%
Somewhat discourage	24%	20%	26%	26%	24%	26%	22%	24%	26%	19%	27%	27%	21%
Strongly discourage	11%	11%	10%	11%	11%	10%	6%	13%	15%	7%	11%	12%	11%
Not sure	12%	6%	16%	11%	10%	12%	14%	6%	14%	7%	8%	18%	8%
Totals	101%	100%	99%	101%	101%	101%	100%	101%	100%	100%	99%	100%	101%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2R. Encourage or Discourage Careers for Hypothetical Daughter — Actor

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	20%	23%	17%	26%	*	23%	11%	17%	*	*	*
Somewhat encourage	34%	35%	33%	39%	*	28%	34%	33%	*	*	*
Somewhat discourage	19%	20%	18%	19%	*	18%	26%	20%	*	*	*
Strongly discourage	17%	16%	18%	6%	*	19%	19%	19%	*	*	*
Not sure	11%	7%	15%	10%	*	13%	11%	10%	*	*	*
Totals	101%	101%	101%	100%	*	101%	101%	99%	*	*	*
Unweighted N	(577)	(269)	(308)	(128)	(97)	(203)	(149)	(385)	(68)	(73)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	20%	22%	17%	20%	22%	15%	21%	20%	15%	20%	18%	18%	23%
Somewhat encourage	34%	45%	28%	30%	42%	26%	32%	43%	33%	32%	36%	33%	35%
Somewhat discourage	19%	19%	21%	16%	18%	22%	19%	15%	22%	23%	18%	17%	17%
Strongly discourage	17%	5%	15%	29%	9%	28%	14%	18%	19%	15%	17%	17%	16%
Not sure	11%	9%	18%	5%	9%	9%	14%	3%	11%	10%	10%	14%	8%
Totals	101%	100%	99%	100%	100%	100%	100%	99%	100%	100%	99%	99%	99%
Unweighted N	(577)	(202)	(205)	(170)	(224)	(216)	(237)	(153)	(137)	(110)	(123)	(225)	(119)

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2S. Encourage or Discourage Careers for Hypothetical Daughter — Military service member

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	19%	19%	20%	17%	*	23%	24%	19%	*	*	*
Somewhat encourage	34%	38%	29%	27%	*	35%	38%	35%	*	*	*
Somewhat discourage	22%	22%	22%	23%	*	17%	20%	25%	*	*	*
Strongly discourage	15%	11%	18%	21%	*	15%	11%	14%	*	*	*
Not sure	11%	9%	12%	13%	*	10%	8%	7%	*	*	*
Totals	101%	99%	101%	101%	*	100%	101%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	19%	14%	18%	26%	14%	28%	20%	23%	14%	23%	21%	20%	14%
Somewhat encourage	34%	37%	26%	39%	37%	33%	35%	31%	38%	28%	34%	37%	31%
Somewhat discourage	22%	23%	26%	18%	24%	21%	21%	20%	30%	23%	19%	19%	29%
Strongly discourage	15%	18%	14%	12%	16%	12%	10%	19%	8%	13%	19%	12%	17%
Not sure	11%	9%	17%	5%	9%	8%	13%	6%	9%	12%	7%	12%	9%
Totals	101%	101%	101%	100%	100%	102%	99%	99%	99%	99%	100%	100%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2T. Encourage or Discourage Careers for Hypothetical Daughter — Police officer

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	19%	17%	21%	25%	*	17%	16%	20%	*	*	*
Somewhat encourage	34%	29%	39%	26%	*	38%	42%	38%	*	*	*
Somewhat discourage	21%	26%	17%	24%	*	20%	19%	20%	*	*	*
Strongly discourage	17%	20%	15%	19%	*	17%	16%	16%	*	*	*
Not sure	8%	8%	8%	5%	*	7%	8%	6%	*	*	*
Totals	99%	100%	100%	99%	*	99%	101%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	19%	16%	15%	27%	14%	23%	21%	20%	14%	29%	22%	14%	17%
Somewhat encourage	34%	34%	38%	30%	35%	34%	36%	35%	33%	37%	34%	33%	33%
Somewhat discourage	21%	20%	19%	24%	25%	20%	19%	22%	29%	13%	25%	20%	27%
Strongly discourage	17%	23%	16%	14%	20%	15%	16%	19%	14%	15%	12%	20%	19%
Not sure	8%	7%	11%	7%	7%	8%	9%	4%	10%	6%	8%	13%	4%
Totals	99%	100%	99%	102%	101%	100%	101%	100%	100%	100%	101%	100%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2U. Encourage or Discourage Careers for Hypothetical Daughter — Religious leader

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	15%	14%	17%	15%	*	15%	19%	15%	*	*	*
Somewhat encourage	27%	30%	25%	20%	*	30%	31%	28%	*	*	*
Somewhat discourage	16%	16%	16%	16%	*	15%	14%	17%	*	*	*
Strongly discourage	23%	25%	22%	26%	*	25%	21%	24%	*	*	*
Not sure	18%	15%	21%	23%	*	14%	15%	16%	*	*	*
Totals	99%	100%	101%	100%	*	99%	100%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	15%	14%	12%	20%	15%	22%	18%	15%	14%	16%	19%	13%	16%
Somewhat encourage	27%	23%	23%	36%	23%	34%	22%	36%	30%	26%	25%	29%	28%
Somewhat discourage	16%	23%	14%	12%	14%	14%	17%	15%	17%	19%	14%	14%	19%
Strongly discourage	23%	27%	27%	16%	32%	13%	26%	19%	18%	18%	23%	24%	27%
Not sure	18%	13%	23%	16%	16%	17%	16%	15%	21%	21%	20%	20%	10%
Totals	99%	100%	99%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2V. Encourage or Discourage Careers for Hypothetical Daughter — Politician

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	15%	15%	15%	23%	*	15%	8%	13%	*	*	*
Somewhat encourage	24%	25%	24%	27%	*	23%	16%	24%	*	*	*
Somewhat discourage	23%	25%	21%	18%	*	21%	32%	26%	*	*	*
Strongly discourage	25%	24%	26%	16%	*	30%	35%	27%	*	*	*
Not sure	12%	10%	14%	16%	*	11%	9%	10%	*	*	*
Totals	99%	99%	100%	100%	*	100%	100%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	15%	20%	15%	11%	19%	11%	12%	18%	13%	21%	12%	11%	19%
Somewhat encourage	24%	28%	19%	27%	28%	24%	26%	24%	24%	20%	26%	29%	20%
Somewhat discourage	23%	24%	23%	22%	22%	24%	27%	19%	25%	21%	29%	18%	26%
Strongly discourage	25%	21%	25%	29%	21%	27%	23%	30%	27%	25%	22%	30%	21%
Not sure	12%	8%	18%	10%	11%	13%	12%	9%	10%	13%	11%	12%	14%
Totals	99%	101%	100%	99%	101%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2W. Encourage or Discourage Careers for Hypothetical Daughter — Construction worker

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	15%	14%	15%	16%	*	16%	9%	14%	*	*	*
Somewhat encourage	42%	36%	46%	40%	*	43%	46%	47%	*	*	*
Somewhat discourage	20%	24%	17%	14%	*	20%	24%	22%	*	*	*
Strongly discourage	14%	16%	12%	14%	*	14%	14%	11%	*	*	*
Not sure	9%	9%	10%	15%	*	7%	8%	6%	*	*	*
Totals	100%	99%	100%	99%	*	100%	101%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	15%	16%	13%	16%	14%	16%	15%	18%	11%	16%	18%	8%	22%
Somewhat encourage	42%	42%	43%	40%	42%	38%	44%	38%	42%	47%	42%	39%	41%
Somewhat discourage	20%	22%	19%	20%	24%	22%	19%	18%	24%	19%	23%	22%	16%
Strongly discourage	14%	15%	11%	16%	14%	15%	12%	18%	15%	10%	10%	20%	11%
Not sure	9%	6%	15%	7%	6%	9%	10%	7%	8%	8%	7%	12%	9%
Totals	100%	101%	101%	99%	100%	100%	100%	99%	100%	100%	100%	101%	99%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2X. Encourage or Discourage Careers for Hypothetical Daughter — Podcaster

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	14%	9%	18%	25%	*	12%	6%	13%	*	*	*
Somewhat encourage	29%	34%	25%	24%	*	30%	25%	27%	*	*	*
Somewhat discourage	24%	23%	26%	17%	*	26%	32%	28%	*	*	*
Strongly discourage	19%	20%	18%	22%	*	17%	21%	21%	*	*	*
Not sure	13%	13%	13%	12%	*	14%	16%	12%	*	*	*
Totals	99%	99%	100%	100%	*	99%	100%	101%	*	*	*
Unweighted N	(577)	(268)	(309)	(129)	(97)	(202)	(149)	(384)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	14%	16%	13%	13%	11%	10%	11%	20%	8%	16%	19%	9%	16%
Somewhat encourage	29%	28%	29%	31%	31%	31%	32%	21%	37%	23%	28%	33%	29%
Somewhat discourage	24%	34%	19%	22%	29%	26%	20%	33%	26%	25%	26%	24%	22%
Strongly discourage	19%	14%	21%	21%	17%	17%	22%	14%	20%	22%	14%	18%	22%
Not sure	13%	8%	19%	12%	12%	15%	15%	11%	9%	14%	13%	15%	10%
Totals	99%	100%	101%	99%	100%	99%	100%	99%	100%	100%	100%	99%	99%
Unweighted N	(577)	(202)	(205)	(170)	(224)	(216)	(237)	(153)	(138)	(109)	(123)	(226)	(119)

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2Y. Encourage or Discourage Careers for Hypothetical Daughter — Factory worker

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	12%	10%	14%	13%	*	14%	8%	11%	*	*	*
Somewhat encourage	31%	27%	34%	30%	*	34%	37%	35%	*	*	*
Somewhat discourage	29%	36%	22%	25%	*	23%	36%	31%	*	*	*
Strongly discourage	18%	16%	19%	23%	*	17%	10%	15%	*	*	*
Not sure	10%	10%	10%	8%	*	12%	9%	9%	*	*	*
Totals	100%	99%	99%	99%	*	100%	100%	101%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	12%	11%	12%	14%	12%	11%	15%	10%	7%	17%	18%	6%	15%
Somewhat encourage	31%	32%	34%	27%	29%	31%	39%	27%	25%	39%	29%	32%	25%
Somewhat discourage	29%	33%	25%	30%	38%	27%	26%	27%	34%	22%	32%	29%	32%
Strongly discourage	18%	18%	16%	20%	14%	19%	10%	25%	23%	17%	13%	19%	20%
Not sure	10%	6%	13%	9%	7%	12%	10%	11%	10%	5%	8%	14%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2Z. Encourage or Discourage Careers for Hypothetical Daughter — Retail worker

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	12%	10%	13%	18%	*	10%	7%	10%	*	*	*
Somewhat encourage	37%	35%	39%	27%	*	41%	45%	38%	*	*	*
Somewhat discourage	28%	29%	26%	24%	*	28%	31%	31%	*	*	*
Strongly discourage	13%	15%	12%	19%	*	10%	13%	14%	*	*	*
Not sure	10%	10%	10%	12%	*	11%	4%	7%	*	*	*
Totals	100%	99%	100%	100%	*	100%	100%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	12%	8%	13%	15%	8%	12%	15%	13%	4%	18%	15%	8%	11%
Somewhat encourage	37%	45%	34%	34%	41%	34%	42%	32%	39%	28%	40%	38%	41%
Somewhat discourage	28%	30%	23%	31%	29%	32%	18%	38%	32%	29%	24%	29%	28%
Strongly discourage	13%	11%	12%	17%	12%	15%	11%	12%	17%	15%	13%	14%	11%
Not sure	10%	7%	18%	4%	10%	7%	13%	5%	9%	11%	7%	12%	9%
Totals	100%	101%	100%	101%	100%	100%	99%	100%	101%	101%	99%	101%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2AA. Encourage or Discourage Careers for Hypothetical Daughter — Oil rig worker

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	12%	14%	9%	17%	*	10%	5%	8%	*	*	*
Somewhat encourage	21%	21%	20%	14%	*	30%	16%	21%	*	*	*
Somewhat discourage	25%	25%	25%	32%	*	19%	29%	29%	*	*	*
Strongly discourage	33%	33%	33%	24%	*	32%	44%	36%	*	*	*
Not sure	10%	7%	12%	12%	*	9%	6%	7%	*	*	*
Totals	101%	100%	99%	99%	*	100%	100%	101%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	12%	10%	11%	13%	10%	12%	13%	9%	10%	11%	12%	9%	16%
Somewhat encourage	21%	19%	23%	19%	19%	19%	22%	14%	26%	13%	26%	19%	24%
Somewhat discourage	25%	25%	26%	24%	27%	26%	26%	27%	23%	34%	28%	21%	21%
Strongly discourage	33%	38%	27%	35%	37%	34%	26%	45%	32%	29%	28%	37%	34%
Not sure	10%	7%	13%	9%	7%	9%	13%	5%	9%	12%	6%	14%	6%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2AB. Encourage or Discourage Careers for Hypothetical Daughter — Truck driver

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	11%	7%	16%	12%	*	12%	9%	11%	*	*	*
Somewhat encourage	35%	36%	34%	37%	*	41%	34%	39%	*	*	*
Somewhat discourage	22%	24%	21%	24%	*	21%	21%	22%	*	*	*
Strongly discourage	19%	21%	17%	14%	*	15%	27%	18%	*	*	*
Not sure	12%	12%	12%	12%	*	11%	9%	10%	*	*	*
Totals	99%	100%	100%	99%	*	100%	100%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	11%	12%	9%	14%	12%	12%	11%	15%	7%	13%	12%	8%	16%
Somewhat encourage	35%	32%	41%	31%	32%	33%	42%	31%	25%	41%	49%	27%	30%
Somewhat discourage	22%	26%	18%	23%	23%	22%	16%	28%	31%	28%	23%	23%	17%
Strongly discourage	19%	20%	14%	23%	23%	21%	14%	20%	27%	13%	9%	25%	23%
Not sure	12%	10%	17%	9%	10%	12%	16%	7%	10%	5%	7%	18%	14%
Totals	99%	100%	99%	100%	100%	100%	99%	101%	100%	100%	100%	101%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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2AC. Encourage or Discourage Careers for Hypothetical Daughter — Social media influencer

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	9%	8%	11%	12%	*	8%	5%	8%	*	*	*
Somewhat encourage	22%	24%	19%	20%	*	22%	18%	20%	*	*	*
Somewhat discourage	28%	28%	28%	23%	*	30%	33%	32%	*	*	*
Strongly discourage	31%	31%	32%	33%	*	30%	34%	32%	*	*	*
Not sure	10%	9%	11%	12%	*	9%	11%	8%	*	*	*
Totals	100%	100%	101%	100%	*	99%	101%	100%	*	*	*
Unweighted N	(577)	(269)	(308)	(128)	(97)	(203)	(149)	(384)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	9%	8%	6%	14%	9%	9%	9%	8%	8%	8%	10%	7%	13%
Somewhat encourage	22%	24%	22%	19%	21%	18%	25%	19%	22%	11%	23%	27%	21%
Somewhat discourage	28%	29%	28%	27%	28%	30%	30%	29%	29%	34%	28%	25%	28%
Strongly discourage	31%	29%	32%	32%	31%	35%	26%	38%	32%	36%	30%	28%	33%
Not sure	10%	9%	12%	8%	12%	8%	10%	7%	9%	11%	9%	13%	5%
Totals	100%	99%	100%	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(577)	(202)	(205)	(170)	(224)	(216)	(237)	(152)	(138)	(110)	(122)	(226)	(119)

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2AD. Encourage or Discourage Careers for Hypothetical Daughter — Coal miner

Imagine you are the parent of a teenage daughter who is starting to consider what she wants to be in the future. If your daughter asked for your advice, would you encourage or discourage her from becoming the following?

Respondents were randomly assigned to be asked about a hypothetical son or daughter

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	8%	7%	9%	12%	*	7%	2%	6%	*	*	*
Somewhat encourage	11%	10%	13%	12%	*	11%	9%	11%	*	*	*
Somewhat discourage	24%	29%	20%	28%	*	22%	24%	25%	*	*	*
Strongly discourage	49%	47%	51%	38%	*	52%	60%	53%	*	*	*
Not sure	8%	7%	8%	10%	*	8%	4%	5%	*	*	*
Totals	100%	100%	101%	100%	*	100%	99%	100%	*	*	*
Unweighted N	(578)	(269)	(309)	(129)	(97)	(203)	(149)	(385)	(68)	(74)	(51)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	8%	7%	7%	10%	6%	7%	9%	7%	7%	8%	10%	5%	11%
Somewhat encourage	11%	10%	11%	13%	8%	9%	14%	11%	10%	8%	13%	10%	15%
Somewhat discourage	24%	28%	26%	19%	22%	27%	24%	25%	25%	32%	24%	23%	19%
Strongly discourage	49%	49%	44%	54%	58%	52%	43%	53%	54%	43%	46%	54%	49%
Not sure	8%	6%	12%	5%	6%	5%	10%	4%	4%	9%	7%	9%	6%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(578)	(203)	(205)	(170)	(225)	(216)	(237)	(153)	(138)	(110)	(123)	(226)	(119)

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3. Has Children

Have you ever been the parent of any children?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	60%	52%	68%	23%	58%	71%	82%	63%	50%	69%	*
No	40%	48%	32%	77%	42%	29%	18%	37%	50%	31%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,144)	(529)	(615)	(254)	(205)	(394)	(291)	(745)	(146)	(156)	(97)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	60%	57%	53%	71%	58%	71%	57%	66%	67%	58%	64%	64%	51%
No	40%	43%	47%	29%	42%	29%	43%	34%	33%	42%	36%	36%	49%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,144)	(402)	(422)	(320)	(460)	(425)	(461)	(326)	(254)	(207)	(256)	(435)	(246)

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4. Has Son

Have you ever had a son?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	40%	55%	19%	46%	57%	64%	49%	42%	57%	*
No	52%	60%	45%	81%	54%	43%	36%	51%	58%	43%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,142)	(529)	(613)	(254)	(204)	(394)	(290)	(743)	(146)	(156)	(97)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	46%	40%	58%	46%	56%	45%	54%	50%	46%	50%	54%	38%
No	52%	54%	60%	42%	54%	44%	55%	46%	50%	54%	50%	46%	62%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,142)	(402)	(421)	(319)	(460)	(423)	(460)	(326)	(254)	(207)	(256)	(434)	(245)

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5. Has Daughter

Have you ever had a daughter?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	46%	39%	52%	16%	46%	53%	63%	49%	37%	51%	*
No	54%	61%	48%	84%	54%	47%	37%	51%	63%	49%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,142)	(528)	(614)	(254)	(204)	(394)	(290)	(743)	(146)	(156)	(97)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	46%	42%	40%	55%	43%	57%	45%	46%	52%	41%	49%	48%	43%
No	54%	58%	60%	45%	57%	43%	55%	54%	48%	59%	51%	52%	57%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,142)	(402)	(421)	(319)	(460)	(423)	(461)	(325)	(254)	(207)	(256)	(434)	(245)

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6. Stay Home Parent

Have you ever been a stay-at-home parent for a period of at least one year or longer?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	32%	12%	50%	16%	35%	37%	36%	32%	25%	45%	*
No	68%	88%	50%	84%	65%	63%	64%	68%	75%	55%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,143)	(529)	(614)	(254)	(205)	(394)	(290)	(745)	(146)	(155)	(97)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	32%	31%	27%	38%	26%	36%	35%	37%	21%	29%	34%	35%	27%
No	68%	69%	73%	62%	74%	64%	65%	63%	79%	71%	66%	65%	73%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,143)	(402)	(422)	(319)	(460)	(424)	(461)	(325)	(254)	(207)	(256)	(435)	(245)

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7. Had Career

Have you personally ever been any of the following? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Retail worker	35%	29%	40%	32%	28%	41%	36%	38%	21%	30%	*
Stay-at-home parent	22%	4%	39%	12%	18%	29%	25%	24%	11%	29%	*
Factory worker	18%	25%	12%	4%	19%	23%	23%	20%	16%	14%	*
Teacher	13%	11%	15%	11%	14%	11%	18%	13%	17%	8%	*
Construction worker	11%	19%	2%	6%	12%	14%	8%	10%	10%	17%	*
Day care worker	8%	1%	16%	9%	7%	10%	8%	9%	4%	13%	*
Military service member	7%	13%	2%	2%	2%	9%	15%	9%	3%	3%	*
Chef	6%	10%	3%	7%	6%	7%	3%	5%	10%	8%	*
Engineer	6%	9%	2%	9%	8%	3%	5%	5%	2%	12%	*
Computer programmer	5%	9%	2%	10%	2%	4%	6%	5%	3%	5%	*
Truck driver	5%	8%	2%	2%	1%	8%	6%	6%	4%	1%	*
Nurse	4%	2%	6%	4%	6%	5%	2%	4%	8%	6%	*
Farmer	4%	5%	4%	6%	2%	6%	3%	4%	4%	5%	*
Social worker	4%	3%	5%	7%	1%	3%	5%	3%	3%	3%	*
Religious leader	3%	4%	2%	3%	4%	2%	3%	2%	7%	2%	*
Plumber	3%	4%	1%	4%	2%	4%	2%	3%	1%	2%	*
Police officer	2%	2%	2%	4%	0%	2%	4%	3%	0%	4%	*
Actor	2%	3%	1%	3%	5%	1%	1%	2%	4%	3%	*
Scientist	2%	3%	1%	3%	2%	2%	2%	2%	2%	1%	*
Journalist	2%	2%	2%	2%	0%	2%	3%	2%	0%	5%	*
Lawyer	2%	2%	1%	2%	3%	1%	1%	1%	4%	3%	*
Social media influencer	2%	1%	2%	4%	2%	1%	0%	1%	1%	6%	*
Podcaster	1%	3%	0%	3%	3%	0%	0%	1%	4%	4%	*
Doctor	1%	2%	1%	2%	2%	1%	0%	0%	5%	2%	*
Politician	1%	2%	0%	0%	2%	1%	0%	1%	3%	1%	*

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	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Professional athlete	1%	2%	0%	0%	3%	0%	0%	1%	3%	0%	*
Humanities professor	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*
Oil rig worker	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	*
Physics professor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Coal miner	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
None of the above	23%	24%	22%	35%	24%	17%	19%	18%	35%	29%	*
Unweighted N	(1,144)	(529)	(615)	(254)	(205)	(394)	(291)	(745)	(146)	(156)	(97)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Retail worker	35%	33%	36%	35%	33%	39%	38%	34%	31%	35%	37%	36%	30%
Stay-at-home parent	22%	18%	20%	28%	17%	28%	23%	26%	15%	22%	26%	23%	17%
Factory worker	18%	15%	18%	21%	15%	20%	21%	18%	13%	15%	22%	21%	11%
Teacher	13%	14%	13%	13%	17%	13%	13%	10%	18%	8%	18%	16%	9%
Construction worker	11%	8%	12%	11%	5%	13%	12%	11%	7%	9%	10%	12%	10%
Day care worker	8%	9%	7%	9%	6%	8%	10%	9%	5%	11%	13%	4%	8%
Military service member	7%	5%	8%	8%	7%	9%	7%	7%	7%	6%	9%	8%	5%
Chef	6%	5%	6%	7%	6%	5%	7%	4%	6%	9%	7%	5%	3%
Engineer	6%	7%	6%	4%	5%	6%	4%	4%	12%	4%	5%	5%	8%
Computer programmer	5%	5%	7%	3%	7%	6%	4%	5%	10%	3%	10%	5%	3%
Truck driver	5%	5%	5%	4%	4%	7%	4%	6%	5%	5%	4%	5%	4%
Nurse	4%	3%	5%	6%	5%	4%	5%	4%	4%	5%	5%	3%	5%
Farmer	4%	3%	7%	3%	1%	7%	4%	6%	3%	5%	7%	4%	2%
Social worker	4%	4%	6%	2%	4%	2%	3%	5%	2%	4%	6%	3%	2%
Religious leader	3%	1%	3%	4%	3%	3%	4%	1%	3%	1%	5%	2%	4%
Plumber	3%	4%	3%	1%	1%	3%	2%	4%	2%	5%	0%	4%	2%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Police officer	2%	3%	3%	2%	2%	3%	1%	4%	2%	7%	1%	2%	1%
Actor	2%	2%	3%	2%	5%	1%	3%	2%	1%	1%	4%	1%	4%
Scientist	2%	2%	3%	1%	4%	2%	1%	2%	4%	0%	1%	3%	3%
Journalist	2%	3%	2%	1%	3%	1%	2%	2%	1%	1%	3%	2%	1%
Lawyer	2%	1%	2%	2%	2%	1%	1%	1%	3%	2%	2%	2%	1%
Social media influencer	2%	3%	1%	1%	2%	1%	1%	2%	2%	4%	1%	1%	1%
Podcaster	1%	1%	2%	2%	3%	1%	2%	1%	1%	0%	4%	0%	2%
Doctor	1%	0%	1%	2%	2%	1%	1%	0%	1%	2%	2%	1%	1%
Politician	1%	1%	0%	3%	2%	2%	1%	1%	3%	1%	2%	1%	0%
Professional athlete	1%	0%	1%	2%	2%	0%	1%	0%	1%	0%	3%	0%	0%
Humanities professor	1%	2%	1%	0%	2%	1%	0%	1%	2%	1%	2%	1%	0%
Oil rig worker	1%	1%	0%	1%	1%	1%	1%	0%	2%	0%	0%	1%	2%
Physics professor	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
Coal miner	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the above	23%	22%	26%	19%	24%	17%	22%	22%	21%	25%	18%	20%	30%
Unweighted N	(1,144)	(402)	(422)	(320)	(460)	(425)	(461)	(326)	(254)	(207)	(256)	(435)	(246)

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Interviewing Dates	March 18 - 21, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.035, with a mean of one and a standard deviation of 0.843.
Number of respondents	1144
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.