

# YouGov Survey: Career Advice for Girls and Boys



Sample 2259 U.S. adult citizens  
 Conducted March 18 - May 5, 2025  
 Margin of Error  $\pm 2.8\%$

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	66%	27%	1%	0%	6%
Doctor	60%	31%	2%	1%	6%
Scientist	58%	31%	2%	1%	7%
Computer programmer	56%	35%	3%	1%	6%
Nurse	47%	38%	5%	3%	7%
Physics professor	42%	37%	6%	3%	11%
Lawyer	41%	38%	8%	7%	7%
Plumber	38%	40%	10%	4%	8%
Chef	36%	43%	10%	3%	7%
Teacher	34%	42%	10%	6%	7%
Military service member	31%	32%	15%	12%	10%
Professional athlete	30%	30%	17%	12%	11%
Humanities professor	28%	33%	13%	11%	15%
Farmer	28%	40%	15%	7%	10%
Construction worker	28%	43%	14%	5%	10%
Journalist	27%	39%	13%	10%	11%
Social worker	25%	39%	16%	10%	10%
Religious leader	22%	24%	16%	23%	15%
Police officer	21%	33%	21%	17%	8%
Truck driver	21%	38%	22%	10%	10%
Actor	20%	32%	18%	18%	11%
Oil rig worker	19%	29%	22%	15%	15%
Factory worker	16%	39%	21%	10%	12%
Stay-at-home parent	16%	26%	20%	19%	19%
Day care worker	15%	32%	24%	17%	12%
Politician	15%	25%	20%	30%	10%
Social media influencer	14%	19%	19%	36%	12%
Podcaster	13%	29%	23%	18%	17%
Retail worker	13%	31%	28%	16%	12%
Coal miner	10%	16%	23%	41%	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	64%	28%	2%	2%	5%
Engineer	60%	31%	3%	1%	5%
Nurse	58%	33%	3%	1%	5%
Scientist	58%	32%	3%	2%	5%
Computer programmer	55%	34%	4%	1%	5%
Lawyer	49%	33%	7%	4%	7%
Physics professor	47%	35%	6%	4%	9%
Chef	41%	42%	6%	3%	7%
Teacher	38%	40%	10%	5%	7%
Journalist	32%	40%	12%	9%	8%
Professional athlete	31%	32%	14%	10%	12%
Humanities professor	31%	36%	12%	10%	11%
Social worker	29%	38%	13%	11%	10%
Stay-at-home parent	24%	29%	18%	13%	16%
Farmer	23%	41%	15%	10%	11%
Plumber	23%	40%	13%	14%	10%
Military service member	22%	33%	18%	17%	10%
Actor	21%	33%	20%	17%	10%
Police officer	19%	33%	20%	19%	8%
Day care worker	19%	35%	24%	12%	10%
Construction worker	17%	36%	21%	17%	8%
Religious leader	17%	26%	16%	24%	17%
Politician	17%	23%	20%	28%	13%
Podcaster	16%	28%	23%	19%	14%
Oil rig worker	14%	20%	24%	31%	10%
Truck driver	14%	31%	23%	22%	10%
Retail worker	14%	35%	26%	13%	11%
Factory worker	13%	29%	30%	18%	9%
Social media influencer	13%	20%	25%	31%	11%
Coal miner	10%	12%	22%	49%	7%

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<b>Interviewing Dates</b>	March 18 - 21, 2025   May 1 - 5, 2025
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	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 6.577, with a mean of one and a standard deviation of 0.895.
<b>Number of respondents</b>	2259
<b>Margin of error</b>	± 2.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	89 questions not reported.

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	66%	64%	67%	64%	70%	67%	60%	62%	70%	75%	*
Somewhat encourage	27%	27%	27%	27%	21%	28%	34%	31%	21%	23%	*
Somewhat discourage	1%	1%	0%	3%	1%	0%	0%	1%	0%	0%	*
Strongly discourage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*
Not sure	6%	6%	5%	6%	8%	4%	6%	5%	8%	1%	*
Totals	100%	98%	99%	100%	100%	99%	100%	99%	99%	99%	*
Unweighted N	(1,121)	(513)	(608)	(256)	(251)	(372)	(242)	(726)	(143)	(168)	(84)

		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	66%	64%	69%	64%	66%	64%	66%	65%	69%	71%	55%	71%	65%
Somewhat encourage	27%	29%	25%	30%	30%	32%	25%	30%	26%	20%	37%	23%	30%
Somewhat discourage	1%	2%	1%	0%	0%	0%	2%	0%	0%	0%	2%	0%	1%
Strongly discourage	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	6%	5%	6%	6%	3%	3%	6%	5%	4%	8%	7%	5%	4%
Totals	100%	100%	101%	100%	99%	99%	99%	100%	99%	99%	101%	99%	100%
Unweighted N	(1,121)	(395)	(431)	(295)	(486)	(394)	(414)	(327)	(264)	(195)	(252)	(415)	(259)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1B. 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	60%	59%	60%	62%	62%	59%	55%	55%	65%	73%	*
Somewhat encourage	31%	30%	31%	28%	27%	32%	35%	35%	24%	23%	*
Somewhat discourage	2%	2%	2%	1%	3%	3%	3%	3%	1%	1%	*
Strongly discourage	1%	2%	0%	3%	1%	1%	1%	1%	1%	2%	*
Not sure	6%	6%	7%	6%	8%	5%	6%	6%	8%	1%	*
Totals	100%	99%	100%	100%	101%	100%	100%	100%	99%	100%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

		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	60%	63%	60%	57%	60%	56%	63%	55%	62%	64%	54%	62%	58%
Somewhat encourage	31%	29%	29%	34%	33%	36%	25%	37%	31%	25%	34%	29%	33%
Somewhat discourage	2%	1%	2%	4%	2%	4%	2%	2%	3%	1%	3%	2%	3%
Strongly discourage	1%	2%	1%	0%	1%	0%	2%	1%	1%	0%	3%	1%	1%
Not sure	6%	5%	8%	5%	4%	4%	8%	5%	2%	10%	5%	6%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1C. 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	58%	56%	60%	60%	61%	58%	52%	55%	58%	72%	*
Somewhat encourage	31%	34%	29%	26%	28%	36%	33%	33%	31%	25%	*
Somewhat discourage	2%	2%	3%	2%	2%	3%	3%	3%	1%	2%	*
Strongly discourage	1%	2%	1%	3%	0%	0%	1%	2%	0%	0%	*
Not sure	7%	7%	7%	8%	8%	3%	11%	7%	9%	1%	*
Totals	99%	101%	100%	99%	99%	100%	100%	100%	99%	100%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	58%	64%	61%	48%	66%	52%	58%	56%	60%	59%	53%	61%	58%
Somewhat encourage	31%	28%	29%	38%	28%	36%	32%	34%	31%	25%	36%	29%	35%
Somewhat discourage	2%	1%	2%	4%	2%	4%	2%	3%	3%	1%	3%	3%	2%
Strongly discourage	1%	1%	1%	1%	0%	1%	1%	1%	1%	3%	0%	1%	1%
Not sure	7%	6%	6%	9%	4%	6%	7%	6%	5%	13%	8%	6%	4%
Totals	99%	100%	99%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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%	59%	60%	47%	52%	71%	66%	*
Somewhat encourage	35%	35%	34%	31%	31%	34%	43%	38%	20%	32%	*
Somewhat discourage	3%	3%	2%	5%	3%	2%	2%	4%	1%	0%	*
Strongly discourage	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	*
Not sure	6%	6%	6%	7%	7%	4%	7%	6%	8%	1%	*
Totals	101%	100%	99%	100%	101%	100%	99%	101%	100%	99%	*
Unweighted N	(1,122)	(514)	(608)	(256)	(251)	(372)	(243)	(726)	(143)	(169)	(84)

		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%	60%	59%	50%	57%	55%	60%	56%	54%	60%	49%	63%	51%
Somewhat encourage	35%	32%	32%	39%	38%	37%	31%	36%	37%	29%	42%	29%	40%
Somewhat discourage	3%	3%	2%	4%	2%	3%	3%	3%	3%	1%	3%	2%	5%
Strongly discourage	1%	0%	1%	0%	0%	1%	0%	1%	1%	2%	0%	0%	1%
Not sure	6%	4%	6%	7%	3%	4%	6%	4%	6%	8%	6%	5%	4%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	101%
Unweighted N	(1,122)	(395)	(432)	(295)	(486)	(393)	(414)	(328)	(264)	(195)	(251)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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%	43%	51%	44%	43%	53%	45%	44%	57%	57%	*
Somewhat encourage	38%	40%	35%	36%	38%	36%	42%	39%	26%	38%	*
Somewhat discourage	5%	4%	5%	6%	6%	3%	4%	6%	3%	3%	*
Strongly discourage	3%	4%	2%	5%	3%	3%	1%	4%	3%	1%	*
Not sure	7%	9%	6%	9%	10%	5%	7%	8%	11%	1%	*
Totals	100%	100%	99%	100%	100%	100%	99%	101%	100%	100%	*
Unweighted N	(1,122)	(514)	(608)	(256)	(251)	(372)	(243)	(726)	(143)	(169)	(84)

		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%	54%	45%	42%	54%	44%	55%	44%	42%	48%	42%	51%	46%
Somewhat encourage	38%	32%	40%	41%	37%	41%	31%	43%	42%	36%	43%	34%	40%
Somewhat discourage	5%	3%	6%	6%	3%	8%	2%	5%	7%	2%	5%	5%	6%
Strongly discourage	3%	4%	2%	3%	2%	2%	4%	3%	3%	2%	3%	3%	4%
Not sure	7%	8%	7%	7%	5%	5%	8%	5%	6%	12%	8%	7%	6%
Totals	100%	101%	100%	99%	101%	100%	100%	100%	100%	100%	101%	100%	102%
Unweighted N	(1,122)	(395)	(432)	(295)	(486)	(393)	(414)	(328)	(264)	(195)	(252)	(416)	(259)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	42%	41%	43%	38%	44%	45%	39%	37%	53%	53%	*
Somewhat encourage	37%	37%	38%	40%	37%	38%	35%	41%	28%	32%	*
Somewhat discourage	6%	6%	6%	7%	6%	4%	9%	6%	8%	5%	*
Strongly discourage	3%	4%	2%	4%	2%	3%	3%	3%	3%	2%	*
Not sure	11%	12%	11%	11%	11%	10%	15%	12%	9%	8%	*
Totals	99%	100%	100%	100%	100%	100%	101%	99%	101%	100%	*
Unweighted N	(1,122)	(514)	(608)	(256)	(250)	(372)	(244)	(727)	(143)	(168)	(84)

	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%	43%	35%	48%	34%	48%	34%	43%	46%	36%	44%	43%
Somewhat encourage	37%	34%	39%	39%	39%	42%	32%	42%	42%	32%	40%	38%	38%
Somewhat discourage	6%	5%	6%	8%	6%	8%	3%	11%	5%	4%	7%	7%	5%
Strongly discourage	3%	3%	2%	4%	1%	4%	3%	3%	2%	3%	3%	3%	4%
Not sure	11%	11%	9%	14%	5%	11%	14%	10%	7%	15%	14%	9%	10%
Totals	99%	100%	99%	100%	99%	99%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(1,122)	(394)	(432)	(296)	(485)	(394)	(415)	(327)	(264)	(195)	(252)	(415)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1G. 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	41%	37%	45%	47%	46%	40%	32%	36%	47%	56%	*
Somewhat encourage	38%	38%	38%	35%	37%	38%	41%	39%	33%	33%	*
Somewhat discourage	8%	8%	7%	6%	7%	7%	14%	11%	3%	3%	*
Strongly discourage	7%	10%	4%	7%	4%	8%	7%	7%	4%	8%	*
Not sure	7%	7%	6%	5%	7%	7%	6%	6%	12%	1%	*
Totals	101%	100%	100%	100%	101%	100%	100%	99%	99%	101%	*
Unweighted N	(1,122)	(514)	(608)	(256)	(250)	(372)	(244)	(726)	(143)	(169)	(84)

		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	41%	44%	42%	37%	43%	35%	45%	35%	44%	41%	39%	43%	39%
Somewhat encourage	38%	41%	33%	41%	42%	42%	31%	43%	41%	40%	37%	36%	39%
Somewhat discourage	8%	6%	9%	9%	7%	11%	8%	11%	5%	6%	8%	6%	11%
Strongly discourage	7%	3%	9%	9%	3%	7%	7%	8%	6%	4%	11%	7%	5%
Not sure	7%	6%	9%	5%	5%	5%	9%	4%	3%	9%	4%	7%	6%
Totals	101%	100%	102%	101%	100%	100%	100%	101%	99%	100%	99%	99%	100%
Unweighted N	(1,122)	(395)	(431)	(296)	(486)	(393)	(414)	(328)	(264)	(195)	(251)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1H. 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	38%	37%	39%	24%	37%	46%	41%	39%	37%	40%	*
Somewhat encourage	40%	41%	40%	36%	38%	41%	47%	41%	42%	41%	*
Somewhat discourage	10%	9%	10%	17%	12%	7%	5%	9%	5%	10%	*
Strongly discourage	4%	4%	4%	9%	4%	2%	2%	3%	5%	4%	*
Not sure	8%	9%	7%	15%	10%	5%	6%	8%	10%	5%	*
Totals	100%	100%	100%	101%	101%	101%	101%	100%	99%	100%	*
Unweighted N	(1,122)	(515)	(607)	(255)	(251)	(372)	(244)	(727)	(143)	(168)	(84)

		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%	35%	39%	40%	36%	43%	41%	39%	33%	39%	39%	40%	33%
Somewhat encourage	40%	45%	37%	39%	48%	41%	38%	43%	44%	31%	39%	41%	47%
Somewhat discourage	10%	8%	11%	9%	9%	9%	8%	9%	13%	10%	11%	8%	11%
Strongly discourage	4%	3%	4%	4%	2%	3%	3%	3%	3%	6%	2%	3%	4%
Not sure	8%	8%	9%	8%	6%	4%	9%	5%	7%	14%	8%	8%	5%
Totals	100%	99%	100%	100%	101%	100%	99%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,122)	(395)	(431)	(296)	(485)	(394)	(415)	(327)	(264)	(195)	(252)	(416)	(259)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	36%	32%	40%	39%	35%	40%	29%	31%	53%	48%	*
Somewhat encourage	43%	45%	41%	37%	44%	42%	50%	48%	27%	35%	*
Somewhat discourage	10%	12%	8%	10%	8%	10%	12%	10%	8%	13%	*
Strongly discourage	3%	4%	2%	4%	3%	4%	2%	4%	0%	2%	*
Not sure	7%	7%	8%	10%	10%	4%	7%	7%	12%	2%	*
Totals	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

		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%	34%	32%	38%	32%	47%	27%	34%	34%	32%	41%	35%
Somewhat encourage	43%	36%	44%	49%	44%	50%	36%	49%	44%	42%	47%	39%	47%
Somewhat discourage	10%	11%	10%	10%	10%	10%	7%	13%	13%	9%	9%	11%	11%
Strongly discourage	3%	3%	3%	3%	2%	3%	4%	4%	2%	4%	4%	2%	3%
Not sure	7%	8%	9%	5%	6%	5%	6%	7%	6%	12%	8%	7%	5%
Totals	99%	101%	100%	99%	100%	100%	100%	100%	99%	101%	100%	100%	101%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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%	36%	36%	34%	31%	32%	47%	32%	*
Somewhat encourage	42%	41%	43%	40%	39%	41%	49%	43%	32%	51%	*
Somewhat discourage	10%	11%	10%	12%	8%	11%	11%	11%	7%	9%	*
Strongly discourage	6%	6%	6%	5%	5%	9%	4%	7%	3%	3%	*
Not sure	7%	8%	7%	7%	12%	5%	6%	7%	12%	5%	*
Totals	99%	100%	101%	100%	100%	100%	101%	100%	101%	100%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

		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%	42%	32%	29%	41%	26%	41%	33%	29%	33%	37%	37%	29%
Somewhat encourage	42%	39%	43%	44%	42%	47%	35%	44%	47%	38%	42%	39%	48%
Somewhat discourage	10%	9%	11%	10%	9%	15%	9%	12%	13%	12%	8%	13%	8%
Strongly discourage	6%	3%	7%	9%	3%	9%	7%	5%	5%	5%	6%	5%	8%
Not sure	7%	8%	7%	7%	5%	4%	8%	5%	6%	11%	7%	7%	7%
Totals	99%	101%	100%	99%	100%	101%	100%	99%	100%	99%	100%	101%	100%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	31%	32%	30%	30%	27%	36%	29%	30%	32%	40%	*
Somewhat encourage	32%	35%	28%	30%	30%	29%	40%	34%	26%	26%	*
Somewhat discourage	15%	14%	16%	12%	19%	15%	13%	16%	16%	12%	*
Strongly discourage	12%	9%	14%	17%	13%	11%	6%	11%	11%	15%	*
Not sure	10%	9%	11%	11%	12%	8%	13%	10%	15%	7%	*
Totals	100%	99%	99%	100%	101%	99%	101%	101%	100%	100%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

		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	31%	19%	35%	39%	19%	42%	35%	31%	26%	34%	24%	37%	27%
Somewhat encourage	32%	32%	30%	33%	34%	32%	33%	29%	34%	27%	29%	34%	34%
Somewhat discourage	15%	19%	13%	13%	20%	14%	11%	18%	20%	14%	17%	13%	16%
Strongly discourage	12%	16%	12%	7%	18%	5%	11%	13%	10%	9%	16%	8%	14%
Not sure	10%	13%	10%	8%	9%	6%	10%	8%	11%	15%	13%	8%	8%
Totals	100%	99%	100%	100%	100%	99%	100%	99%	101%	99%	99%	100%	99%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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%	32%	29%	50%	34%	23%	19%	22%	52%	49%	*
Somewhat encourage	30%	32%	28%	29%	31%	28%	34%	30%	28%	34%	*
Somewhat discourage	17%	15%	19%	9%	17%	21%	18%	22%	6%	7%	*
Strongly discourage	12%	11%	12%	4%	8%	18%	15%	15%	4%	5%	*
Not sure	11%	10%	12%	9%	11%	10%	13%	11%	9%	5%	*
Totals	100%	100%	100%	101%	101%	100%	99%	100%	99%	100%	*
Unweighted N	(1,122)	(514)	(608)	(256)	(251)	(372)	(243)	(726)	(143)	(169)	(84)

		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%	36%	30%	25%	25%	21%	38%	27%	19%	35%	21%	35%	30%
Somewhat encourage	30%	29%	30%	32%	34%	32%	28%	30%	33%	25%	27%	31%	35%
Somewhat discourage	17%	17%	14%	20%	19%	23%	13%	21%	23%	17%	24%	13%	15%
Strongly discourage	12%	10%	13%	12%	13%	15%	9%	14%	14%	9%	17%	10%	11%
Not sure	11%	8%	13%	10%	9%	8%	11%	8%	11%	13%	11%	11%	9%
Totals	100%	100%	100%	99%	100%	99%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,122)	(395)	(432)	(295)	(486)	(393)	(414)	(328)	(264)	(195)	(252)	(416)	(259)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1M. 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%	26%	31%	34%	33%	27%	21%	24%	38%	40%	*
Somewhat encourage	33%	34%	32%	36%	36%	32%	29%	31%	38%	35%	*
Somewhat discourage	13%	14%	13%	12%	10%	12%	20%	16%	6%	7%	*
Strongly discourage	11%	14%	7%	5%	9%	15%	10%	13%	2%	11%	*
Not sure	15%	13%	17%	13%	12%	14%	20%	16%	16%	7%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,122)	(515)	(607)	(256)	(251)	(371)	(244)	(727)	(142)	(169)	(84)

		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%	30%	16%	37%	15%	34%	22%	27%	26%	21%	31%	32%
Somewhat encourage	33%	40%	31%	29%	43%	28%	28%	40%	32%	32%	36%	29%	37%
Somewhat discourage	13%	7%	14%	18%	10%	19%	12%	15%	19%	14%	11%	13%	15%
Strongly discourage	11%	3%	10%	19%	2%	24%	10%	12%	12%	8%	13%	13%	7%
Not sure	15%	13%	14%	18%	8%	14%	16%	11%	11%	19%	19%	13%	10%
Totals	100%	101%	99%	100%	100%	100%	100%	100%	101%	99%	100%	99%	101%
Unweighted N	(1,122)	(394)	(432)	(296)	(485)	(394)	(414)	(328)	(264)	(195)	(251)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1N. 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*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	28%	29%	27%	32%	32%	28%	18%	25%	32%	34%	*
Somewhat encourage	40%	41%	40%	40%	36%	42%	45%	43%	35%	36%	*
Somewhat discourage	15%	14%	15%	11%	16%	14%	19%	15%	9%	19%	*
Strongly discourage	7%	6%	8%	6%	6%	9%	6%	8%	7%	4%	*
Not sure	10%	10%	10%	11%	10%	8%	12%	9%	16%	6%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	99%	*
Unweighted N	(1,121)	(515)	(606)	(255)	(251)	(372)	(243)	(726)	(143)	(168)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	28%	25%	30%	29%	22%	31%	34%	24%	19%	24%	27%	34%	23%
Somewhat encourage	40%	40%	36%	45%	39%	45%	40%	44%	38%	48%	42%	34%	43%
Somewhat discourage	15%	16%	14%	14%	21%	12%	10%	18%	22%	13%	14%	14%	18%
Strongly discourage	7%	8%	9%	5%	8%	5%	7%	5%	11%	4%	7%	11%	5%
Not sure	10%	12%	11%	7%	10%	7%	10%	9%	10%	12%	11%	8%	11%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	100%	101%	101%	101%	100%
Unweighted N	(1,121)	(395)	(431)	(295)	(485)	(393)	(414)	(327)	(264)	(194)	(252)	(416)	(259)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 10. 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*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	28%	28%	27%	31%	28%	31%	19%	25%	39%	30%	*
Somewhat encourage	43%	44%	41%	35%	42%	43%	52%	45%	32%	48%	*
Somewhat discourage	14%	12%	16%	14%	18%	12%	13%	15%	8%	10%	*
Strongly discourage	5%	5%	5%	10%	2%	6%	3%	4%	7%	7%	*
Not sure	10%	10%	10%	10%	11%	9%	13%	11%	13%	5%	*
Totals	100%	99%	99%	100%	101%	101%	100%	100%	99%	100%	*
Unweighted N	(1,122)	(515)	(607)	(256)	(251)	(372)	(243)	(727)	(142)	(169)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	28%	26%	29%	28%	23%	29%	33%	24%	19%	29%	34%	28%	21%
Somewhat encourage	43%	46%	39%	45%	48%	45%	42%	45%	46%	35%	42%	43%	47%
Somewhat discourage	14%	14%	17%	11%	15%	15%	12%	14%	20%	20%	8%	14%	16%
Strongly discourage	5%	5%	5%	5%	6%	4%	2%	8%	6%	5%	4%	6%	5%
Not sure	10%	10%	11%	11%	7%	7%	12%	9%	9%	11%	12%	9%	10%
Totals	100%	101%	101%	100%	99%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,122)	(394)	(432)	(296)	(485)	(394)	(414)	(328)	(264)	(195)	(252)	(415)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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%	25%	29%	32%	29%	26%	22%	22%	39%	36%	*
Somewhat encourage	39%	37%	41%	39%	40%	38%	40%	42%	38%	34%	*
Somewhat discourage	13%	13%	13%	8%	12%	12%	18%	15%	5%	11%	*
Strongly discourage	10%	14%	6%	9%	6%	15%	8%	11%	5%	11%	*
Not sure	11%	11%	11%	11%	12%	9%	11%	10%	13%	8%	*
Totals	100%	100%	100%	99%	99%	100%	99%	100%	100%	100%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

		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%	37%	27%	18%	35%	14%	33%	18%	29%	26%	19%	33%	28%
Somewhat encourage	39%	42%	37%	39%	45%	38%	38%	45%	36%	37%	44%	35%	43%
Somewhat discourage	13%	9%	11%	18%	11%	21%	9%	19%	16%	15%	13%	12%	12%
Strongly discourage	10%	4%	12%	15%	3%	17%	9%	10%	10%	8%	13%	10%	9%
Not sure	11%	9%	13%	11%	7%	10%	12%	8%	9%	15%	12%	11%	8%
Totals	100%	101%	100%	101%	101%	100%	101%	100%	100%	101%	101%	101%	100%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	25%	23%	27%	29%	29%	28%	14%	21%	35%	37%	*
Somewhat encourage	39%	37%	41%	44%	41%	34%	39%	39%	37%	39%	*
Somewhat discourage	16%	18%	15%	11%	13%	18%	23%	19%	9%	13%	*
Strongly discourage	10%	12%	7%	9%	6%	11%	13%	11%	5%	8%	*
Not sure	10%	10%	10%	7%	10%	10%	11%	10%	14%	3%	*
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	*
Unweighted N	(1,121)	(514)	(607)	(256)	(251)	(372)	(242)	(726)	(143)	(168)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	25%	37%	24%	15%	32%	15%	33%	21%	19%	30%	24%	26%	24%
Somewhat encourage	39%	41%	41%	35%	46%	35%	36%	40%	43%	35%	40%	36%	45%
Somewhat discourage	16%	11%	13%	26%	13%	24%	13%	17%	25%	14%	17%	17%	16%
Strongly discourage	10%	3%	11%	15%	4%	17%	7%	15%	9%	7%	10%	13%	6%
Not sure	10%	8%	11%	9%	5%	9%	11%	7%	5%	15%	9%	9%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	101%	99%
Unweighted N	(1,121)	(394)	(431)	(296)	(485)	(394)	(415)	(327)	(264)	(194)	(252)	(415)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1R. 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	22%	24%	21%	22%	20%	25%	22%	21%	30%	28%	*
Somewhat encourage	24%	26%	22%	26%	20%	23%	26%	22%	24%	28%	*
Somewhat discourage	16%	14%	18%	18%	23%	9%	15%	18%	11%	15%	*
Strongly discourage	23%	21%	24%	20%	19%	29%	21%	25%	16%	21%	*
Not sure	15%	16%	15%	14%	18%	14%	16%	15%	19%	8%	*
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

		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%	20%	31%	15%	27%	30%	20%	16%	20%	23%	25%	20%
Somewhat encourage	24%	20%	22%	29%	19%	29%	23%	29%	21%	22%	24%	26%	22%
Somewhat discourage	16%	21%	12%	15%	22%	15%	14%	17%	20%	17%	16%	12%	20%
Strongly discourage	23%	27%	28%	13%	32%	16%	18%	24%	27%	19%	19%	25%	25%
Not sure	15%	16%	18%	12%	12%	12%	16%	9%	16%	22%	18%	12%	13%
Totals	100%	101%	100%	100%	100%	99%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1S. 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	21%	20%	22%	25%	19%	22%	20%	20%	17%	33%	*
Somewhat encourage	33%	37%	29%	28%	30%	31%	44%	37%	26%	22%	*
Somewhat discourage	21%	18%	23%	21%	23%	20%	18%	21%	21%	20%	*
Strongly discourage	17%	17%	17%	19%	16%	21%	9%	16%	21%	19%	*
Not sure	8%	8%	9%	7%	12%	6%	9%	7%	15%	5%	*
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	99%	*
Unweighted N	(1,122)	(515)	(607)	(256)	(251)	(372)	(243)	(727)	(142)	(169)	(84)

		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%	16%	22%	26%	14%	27%	26%	19%	19%	27%	18%	23%	19%
Somewhat encourage	33%	27%	32%	40%	35%	39%	28%	37%	37%	32%	34%	30%	36%
Somewhat discourage	21%	23%	19%	20%	24%	18%	18%	20%	27%	17%	19%	23%	20%
Strongly discourage	17%	22%	20%	9%	19%	9%	19%	18%	11%	12%	21%	16%	17%
Not sure	8%	11%	8%	5%	8%	7%	9%	6%	6%	11%	7%	8%	8%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,122)	(394)	(432)	(296)	(485)	(394)	(414)	(328)	(264)	(195)	(252)	(415)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1T. 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	21%	23%	18%	22%	24%	22%	13%	18%	31%	25%	*
Somewhat encourage	38%	37%	38%	34%	36%	38%	42%	39%	39%	38%	*
Somewhat discourage	22%	19%	25%	20%	21%	19%	27%	24%	11%	18%	*
Strongly discourage	10%	10%	11%	15%	8%	11%	8%	10%	10%	11%	*
Not sure	10%	11%	9%	9%	11%	10%	10%	10%	10%	8%	*
Totals	101%	100%	101%	100%	100%	100%	100%	101%	101%	100%	*
Unweighted N	(1,121)	(513)	(608)	(256)	(251)	(371)	(243)	(725)	(143)	(169)	(84)

		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%	20%	22%	20%	16%	21%	28%	19%	11%	25%	17%	24%	17%
Somewhat encourage	38%	39%	36%	37%	41%	37%	37%	36%	40%	29%	45%	35%	39%
Somewhat discourage	22%	21%	19%	24%	24%	25%	17%	23%	28%	25%	18%	19%	27%
Strongly discourage	10%	8%	13%	10%	9%	10%	7%	14%	12%	10%	9%	14%	7%
Not sure	10%	11%	9%	9%	9%	6%	11%	8%	9%	11%	12%	8%	10%
Totals	101%	99%	99%	100%	99%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,121)	(395)	(432)	(294)	(486)	(392)	(414)	(328)	(263)	(194)	(251)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1U. 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%	23%	18%	29%	25%	19%	9%	13%	32%	36%	*
Somewhat encourage	32%	32%	32%	37%	33%	29%	33%	32%	33%	34%	*
Somewhat discourage	18%	15%	22%	17%	12%	19%	25%	20%	10%	17%	*
Strongly discourage	18%	18%	18%	7%	15%	24%	22%	23%	7%	10%	*
Not sure	11%	12%	10%	9%	14%	9%	12%	11%	18%	4%	*
Totals	99%	100%	100%	99%	99%	100%	101%	99%	100%	101%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

		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%	28%	21%	12%	17%	13%	26%	16%	18%	22%	15%	25%	17%
Somewhat encourage	32%	35%	33%	29%	43%	23%	32%	32%	29%	32%	29%	30%	39%
Somewhat discourage	18%	15%	19%	22%	20%	25%	14%	19%	26%	18%	19%	18%	19%
Strongly discourage	18%	9%	17%	28%	9%	31%	17%	24%	16%	16%	25%	17%	15%
Not sure	11%	14%	10%	9%	11%	8%	12%	9%	11%	12%	12%	11%	9%
Totals	99%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1V. 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	19%	24%	15%	25%	23%	19%	10%	15%	27%	33%	*
Somewhat encourage	29%	28%	29%	26%	31%	31%	25%	28%	32%	32%	*
Somewhat discourage	22%	20%	24%	19%	20%	19%	32%	25%	16%	13%	*
Strongly discourage	15%	13%	17%	16%	12%	17%	16%	17%	10%	14%	*
Not sure	15%	15%	15%	14%	15%	14%	17%	15%	14%	9%	*
Totals	100%	100%	100%	100%	101%	100%	100%	100%	99%	101%	*
Unweighted N	(1,121)	(514)	(607)	(256)	(251)	(372)	(242)	(726)	(142)	(169)	(84)

	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%	17%	22%	19%	12%	20%	25%	17%	12%	21%	15%	24%	17%
Somewhat encourage	29%	24%	26%	37%	27%	36%	27%	32%	28%	20%	32%	29%	30%
Somewhat discourage	22%	25%	21%	19%	28%	21%	21%	24%	23%	25%	23%	20%	22%
Strongly discourage	15%	19%	16%	9%	23%	10%	11%	17%	21%	16%	13%	15%	16%
Not sure	15%	14%	15%	16%	10%	12%	16%	10%	15%	18%	17%	12%	15%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,121)	(394)	(432)	(295)	(486)	(393)	(414)	(327)	(264)	(195)	(251)	(416)	(259)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1W. 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%	18%	15%	17%	19%	18%	11%	14%	26%	17%	*
Somewhat encourage	39%	40%	39%	40%	38%	40%	40%	40%	38%	41%	*
Somewhat discourage	21%	21%	22%	17%	22%	21%	25%	23%	13%	22%	*
Strongly discourage	10%	9%	12%	11%	7%	12%	11%	10%	9%	12%	*
Not sure	12%	12%	12%	16%	14%	8%	14%	12%	13%	8%	*
Totals	98%	100%	100%	101%	100%	99%	101%	99%	99%	100%	*
Unweighted N	(1,122)	(514)	(608)	(256)	(250)	(372)	(244)	(727)	(143)	(168)	(84)

		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%	19%	15%	15%	14%	16%	22%	13%	11%	17%	17%	19%	11%
Somewhat encourage	39%	38%	37%	43%	37%	45%	39%	41%	38%	30%	45%	38%	43%
Somewhat discourage	21%	20%	25%	19%	26%	20%	18%	25%	27%	25%	18%	24%	19%
Strongly discourage	10%	8%	11%	13%	11%	12%	8%	13%	13%	11%	9%	10%	13%
Not sure	12%	14%	13%	9%	12%	7%	13%	8%	11%	17%	11%	10%	13%
Totals	98%	99%	101%	99%	100%	100%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,122)	(394)	(432)	(296)	(485)	(394)	(415)	(327)	(264)	(195)	(252)	(415)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 1X. 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	16%	16%	16%	16%	18%	18%	12%	16%	16%	20%	*
Somewhat encourage	26%	28%	24%	19%	28%	26%	29%	29%	19%	19%	*
Somewhat discourage	20%	19%	21%	21%	18%	20%	22%	18%	23%	21%	*
Strongly discourage	19%	19%	19%	29%	14%	19%	14%	16%	24%	26%	*
Not sure	19%	18%	19%	14%	22%	17%	24%	20%	18%	14%	*
Totals	100%	100%	99%	99%	100%	100%	101%	99%	100%	100%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

		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%	15%	16%	17%	15%	17%	18%	14%	13%	14%	18%	17%
Somewhat encourage	26%	26%	26%	26%	30%	26%	25%	29%	29%	30%	27%	24%	25%
Somewhat discourage	20%	22%	17%	21%	19%	21%	20%	17%	22%	22%	24%	16%	22%
Strongly discourage	19%	14%	22%	20%	15%	21%	17%	18%	21%	12%	14%	24%	20%
Not sure	19%	19%	20%	17%	19%	17%	20%	19%	15%	23%	22%	17%	15%
Totals	100%	99%	100%	100%	100%	100%	99%	101%	101%	100%	101%	99%	99%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	15%	16%	14%	17%	18%	16%	9%	13%	24%	18%	*
Somewhat encourage	32%	29%	35%	34%	36%	30%	28%	32%	33%	35%	*
Somewhat discourage	24%	24%	24%	21%	21%	24%	29%	25%	18%	20%	*
Strongly discourage	17%	19%	15%	20%	11%	17%	20%	20%	11%	12%	*
Not sure	12%	12%	13%	8%	14%	13%	13%	11%	14%	14%	*
Totals	100%	100%	101%	100%	100%	100%	99%	101%	100%	99%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

		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%	17%	15%	14%	15%	14%	19%	17%	7%	21%	15%	16%	10%
Somewhat encourage	32%	35%	32%	29%	39%	27%	32%	34%	33%	30%	38%	29%	32%
Somewhat discourage	24%	21%	24%	26%	26%	27%	20%	20%	35%	21%	18%	25%	28%
Strongly discourage	17%	13%	17%	21%	12%	22%	15%	20%	18%	15%	15%	20%	16%
Not sure	12%	14%	13%	10%	9%	10%	15%	10%	7%	13%	14%	11%	13%
Totals	100%	100%	101%	100%	101%	100%	101%	101%	100%	100%	100%	101%	99%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 12. 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	15%	17%	13%	23%	20%	12%	6%	10%	21%	31%	*
Somewhat encourage	25%	26%	23%	32%	27%	19%	24%	24%	26%	25%	*
Somewhat discourage	20%	16%	23%	14%	21%	19%	26%	22%	19%	13%	*
Strongly discourage	30%	30%	30%	20%	23%	38%	36%	35%	21%	22%	*
Not sure	10%	10%	11%	10%	9%	12%	9%	9%	13%	9%	*
Totals	100%	99%	100%	99%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,122)	(515)	(607)	(256)	(251)	(371)	(244)	(727)	(143)	(168)	(84)

		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%	19%	13%	13%	13%	14%	17%	11%	15%	20%	10%	16%	14%
Somewhat encourage	25%	31%	23%	20%	30%	22%	21%	23%	32%	21%	26%	22%	30%
Somewhat discourage	20%	19%	15%	26%	20%	23%	19%	27%	17%	19%	18%	18%	25%
Strongly discourage	30%	20%	37%	33%	27%	33%	31%	32%	25%	23%	37%	33%	25%
Not sure	10%	11%	12%	7%	9%	8%	11%	7%	11%	17%	9%	11%	7%
Totals	100%	100%	100%	99%	99%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,122)	(394)	(432)	(296)	(485)	(394)	(414)	(328)	(264)	(194)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	14%	16%	12%	25%	13%	13%	6%	11%	19%	27%	*
Somewhat encourage	19%	19%	19%	30%	22%	14%	12%	15%	32%	19%	*
Somewhat discourage	19%	18%	21%	20%	20%	18%	20%	21%	16%	13%	*
Strongly discourage	36%	36%	36%	17%	32%	44%	45%	43%	12%	32%	*
Not sure	12%	11%	13%	7%	13%	11%	17%	10%	21%	10%	*
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,120)	(515)	(605)	(256)	(251)	(370)	(243)	(726)	(142)	(168)	(84)

		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%	19%	12%	10%	12%	10%	19%	11%	8%	18%	10%	15%	13%
Somewhat encourage	19%	20%	20%	16%	20%	13%	19%	21%	16%	16%	18%	18%	23%
Somewhat discourage	19%	18%	20%	19%	25%	19%	16%	21%	25%	17%	18%	20%	22%
Strongly discourage	36%	27%	35%	46%	34%	49%	30%	40%	43%	34%	42%	36%	32%
Not sure	12%	15%	12%	8%	9%	9%	15%	8%	7%	15%	12%	11%	10%
Totals	100%	99%	99%	99%	100%	100%	99%	101%	99%	100%	100%	100%	100%
Unweighted N	(1,120)	(394)	(430)	(296)	(484)	(394)	(412)	(328)	(264)	(195)	(251)	(415)	(259)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	13%	14%	12%	21%	14%	13%	5%	10%	24%	21%	*
Somewhat encourage	29%	29%	29%	30%	34%	28%	23%	27%	29%	30%	*
Somewhat discourage	23%	22%	23%	25%	18%	21%	28%	25%	15%	22%	*
Strongly discourage	18%	19%	17%	13%	15%	22%	21%	21%	10%	15%	*
Not sure	17%	16%	18%	11%	18%	17%	22%	16%	22%	13%	*
Totals	100%	100%	99%	100%	99%	101%	99%	99%	100%	101%	*
Unweighted N	(1,121)	(515)	(606)	(256)	(250)	(371)	(244)	(726)	(142)	(169)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	13%	16%	10%	14%	14%	11%	17%	11%	12%	13%	17%	14%	8%
Somewhat encourage	29%	31%	32%	23%	34%	21%	31%	31%	25%	23%	26%	28%	37%
Somewhat discourage	23%	24%	18%	26%	24%	29%	20%	24%	24%	26%	20%	22%	24%
Strongly discourage	18%	12%	20%	22%	16%	27%	13%	20%	25%	19%	22%	19%	13%
Not sure	17%	17%	19%	14%	13%	12%	19%	14%	13%	18%	15%	17%	18%
Totals	100%	100%	99%	99%	101%	100%	100%	100%	99%	99%	100%	100%	100%
Unweighted N	(1,121)	(394)	(432)	(295)	(485)	(394)	(414)	(328)	(263)	(194)	(251)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	13%	16%	10%	16%	12%	15%	8%	9%	23%	24%	*
Somewhat encourage	31%	31%	31%	35%	34%	26%	32%	31%	33%	35%	*
Somewhat discourage	28%	26%	29%	23%	24%	30%	33%	33%	20%	17%	*
Strongly discourage	16%	16%	15%	9%	15%	22%	13%	17%	6%	15%	*
Not sure	12%	10%	14%	17%	15%	7%	14%	12%	18%	9%	*
Totals	100%	99%	99%	100%	100%	100%	100%	102%	100%	100%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

		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%	15%	14%	10%	11%	9%	18%	11%	7%	16%	10%	15%	12%
Somewhat encourage	31%	33%	28%	33%	30%	33%	35%	33%	24%	24%	34%	30%	34%
Somewhat discourage	28%	24%	27%	33%	31%	32%	21%	30%	39%	27%	27%	28%	29%
Strongly discourage	16%	13%	18%	16%	16%	19%	15%	16%	18%	15%	16%	18%	12%
Not sure	12%	15%	13%	8%	12%	7%	11%	10%	12%	19%	13%	9%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	10%	12%	8%	17%	11%	10%	1%	7%	18%	17%	*
Somewhat encourage	16%	18%	15%	23%	22%	15%	5%	13%	18%	28%	*
Somewhat discourage	23%	24%	23%	24%	23%	19%	29%	25%	17%	22%	*
Strongly discourage	41%	37%	44%	27%	30%	48%	56%	46%	31%	25%	*
Not sure	10%	9%	11%	9%	14%	8%	9%	8%	16%	9%	*
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	101%	*
Unweighted N	(1,123)	(515)	(608)	(256)	(251)	(372)	(244)	(727)	(143)	(169)	(84)

		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	10%	8%	12%	10%	5%	9%	14%	7%	5%	12%	8%	11%	8%
Somewhat encourage	16%	14%	15%	20%	9%	19%	18%	17%	12%	17%	19%	15%	15%
Somewhat discourage	23%	24%	22%	23%	24%	29%	24%	22%	23%	23%	21%	22%	27%
Strongly discourage	41%	43%	42%	37%	54%	35%	34%	46%	51%	36%	39%	45%	41%
Not sure	10%	11%	9%	9%	8%	9%	11%	8%	8%	12%	13%	7%	9%
Totals	100%	100%	100%	99%	100%	101%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,123)	(395)	(432)	(296)	(486)	(394)	(415)	(328)	(264)	(195)	(252)	(416)	(260)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	64%	66%	62%	74%	66%	59%	58%	62%	66%	81%	*
Somewhat encourage	28%	27%	29%	21%	23%	31%	36%	30%	19%	15%	*
Somewhat discourage	2%	2%	2%	0%	3%	3%	1%	2%	1%	2%	*
Strongly discourage	2%	1%	2%	1%	3%	2%	2%	2%	0%	1%	*
Not sure	5%	4%	6%	4%	6%	5%	3%	3%	14%	1%	*
Totals	101%	100%	101%	100%	101%	100%	100%	99%	100%	100%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

		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	64%	69%	58%	65%	69%	59%	65%	61%	66%	63%	65%	62%	66%
Somewhat encourage	28%	25%	30%	28%	23%	30%	27%	31%	26%	27%	29%	28%	27%
Somewhat discourage	2%	2%	1%	3%	2%	4%	1%	3%	3%	3%	1%	2%	2%
Strongly discourage	2%	1%	2%	2%	1%	3%	1%	2%	2%	2%	2%	3%	1%
Not sure	5%	3%	8%	1%	5%	4%	6%	2%	4%	5%	3%	6%	4%
Totals	101%	100%	99%	99%	100%	100%	100%	99%	101%	100%	100%	101%	100%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2B. 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	60%	64%	56%	63%	61%	58%	57%	57%	61%	77%	*
Somewhat encourage	31%	29%	33%	22%	32%	32%	38%	34%	23%	19%	*
Somewhat discourage	3%	4%	3%	7%	1%	4%	1%	3%	2%	1%	*
Strongly discourage	1%	1%	2%	3%	1%	1%	1%	1%	2%	1%	*
Not sure	5%	3%	6%	4%	5%	6%	3%	4%	12%	1%	*
Totals	100%	101%	100%	99%	100%	101%	100%	99%	100%	99%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	60%	66%	57%	57%	68%	58%	57%	63%	63%	59%	59%	61%	58%
Somewhat encourage	31%	28%	29%	37%	27%	36%	33%	28%	31%	32%	33%	28%	35%
Somewhat discourage	3%	1%	4%	4%	2%	2%	3%	4%	2%	2%	5%	3%	3%
Strongly discourage	1%	2%	1%	1%	1%	1%	1%	3%	0%	4%	0%	1%	0%
Not sure	5%	2%	10%	1%	3%	3%	7%	2%	4%	3%	3%	7%	4%
Totals	100%	99%	101%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2C. 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	58%	59%	57%	62%	58%	59%	54%	58%	60%	66%	*
Somewhat encourage	33%	33%	32%	26%	31%	33%	41%	34%	25%	26%	*
Somewhat discourage	3%	4%	3%	6%	3%	3%	1%	3%	0%	3%	*
Strongly discourage	1%	0%	2%	1%	1%	1%	1%	1%	2%	1%	*
Not sure	5%	3%	6%	5%	7%	5%	2%	3%	13%	3%	*
Totals	100%	99%	100%	100%	100%	101%	99%	99%	100%	99%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

		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%	59%	61%	56%	60%	60%	52%	60%	65%	58%	53%
Somewhat encourage	33%	33%	31%	34%	30%	35%	30%	32%	39%	34%	29%	30%	40%
Somewhat discourage	3%	3%	3%	3%	3%	3%	2%	4%	5%	2%	3%	5%	2%
Strongly discourage	1%	0%	2%	1%	0%	2%	2%	1%	0%	1%	1%	2%	1%
Not sure	5%	3%	7%	3%	5%	4%	6%	3%	4%	3%	3%	6%	5%
Totals	100%	99%	99%	100%	99%	100%	100%	100%	100%	100%	101%	101%	101%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2D. 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%	55%	60%	59%	60%	52%	56%	60%	71%	*
Somewhat encourage	32%	29%	34%	28%	29%	31%	39%	33%	26%	22%	*
Somewhat discourage	3%	3%	3%	5%	3%	3%	1%	4%	1%	2%	*
Strongly discourage	2%	2%	2%	3%	3%	1%	2%	2%	1%	4%	*
Not sure	5%	4%	6%	4%	6%	4%	7%	4%	12%	1%	*
Totals	100%	99%	100%	100%	100%	99%	101%	99%	100%	100%	*
Unweighted N	(1,135)	(532)	(603)	(270)	(247)	(346)	(272)	(762)	(134)	(147)	(92)

		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%	64%	58%	52%	71%	52%	56%	56%	61%	57%	61%	54%	62%
Somewhat encourage	32%	26%	29%	39%	22%	37%	32%	33%	30%	28%	32%	34%	30%
Somewhat discourage	3%	3%	3%	4%	1%	4%	3%	3%	4%	8%	1%	2%	3%
Strongly discourage	2%	2%	2%	3%	1%	3%	3%	3%	1%	3%	2%	2%	3%
Not sure	5%	5%	8%	2%	5%	4%	7%	5%	5%	4%	4%	8%	3%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,135)	(385)	(422)	(328)	(442)	(431)	(441)	(318)	(269)	(202)	(242)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2E. 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%	56%	54%	59%	62%	50%	51%	52%	65%	69%	*
Somewhat encourage	34%	35%	34%	31%	25%	38%	43%	38%	22%	22%	*
Somewhat discourage	4%	3%	4%	4%	4%	4%	3%	4%	1%	7%	*
Strongly discourage	1%	2%	1%	2%	1%	2%	0%	2%	1%	1%	*
Not sure	5%	4%	7%	5%	7%	6%	3%	4%	12%	2%	*
Totals	99%	100%	100%	101%	99%	100%	100%	100%	101%	101%	*
Unweighted N	(1,132)	(530)	(602)	(269)	(246)	(346)	(271)	(763)	(133)	(145)	(91)

		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%	59%	53%	54%	61%	53%	55%	55%	55%	59%	51%	57%	55%
Somewhat encourage	34%	32%	37%	34%	32%	36%	36%	34%	31%	27%	42%	33%	35%
Somewhat discourage	4%	6%	2%	4%	3%	4%	2%	5%	6%	8%	2%	2%	5%
Strongly discourage	1%	1%	1%	2%	1%	2%	0%	2%	2%	2%	2%	1%	1%
Not sure	5%	3%	7%	6%	4%	5%	6%	4%	6%	4%	4%	7%	5%
Totals	99%	101%	100%	100%	101%	100%	99%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,132)	(382)	(421)	(329)	(439)	(430)	(439)	(317)	(268)	(201)	(242)	(439)	(250)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	49%	48%	50%	63%	52%	47%	37%	46%	54%	67%	*
Somewhat encourage	33%	32%	34%	21%	33%	34%	43%	35%	25%	24%	*
Somewhat discourage	7%	8%	5%	8%	4%	7%	9%	8%	5%	3%	*
Strongly discourage	4%	6%	2%	3%	3%	4%	7%	5%	2%	2%	*
Not sure	7%	5%	8%	5%	9%	9%	4%	5%	15%	3%	*
Totals	100%	99%	99%	100%	101%	101%	100%	99%	101%	99%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

		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	49%	57%	45%	48%	55%	43%	48%	51%	47%	51%	53%	47%	49%
Somewhat encourage	33%	31%	36%	32%	31%	35%	36%	30%	32%	32%	36%	32%	33%
Somewhat discourage	7%	6%	6%	8%	6%	8%	7%	8%	7%	6%	5%	9%	7%
Strongly discourage	4%	3%	2%	7%	3%	8%	2%	8%	5%	4%	4%	4%	5%
Not sure	7%	3%	11%	5%	5%	6%	7%	3%	9%	7%	3%	9%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2G. 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*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	47%	52%	42%	48%	49%	49%	40%	44%	45%	64%	*
Somewhat encourage	35%	31%	38%	35%	33%	32%	39%	37%	34%	22%	*
Somewhat discourage	6%	6%	6%	5%	8%	5%	5%	7%	0%	7%	*
Strongly discourage	4%	5%	3%	5%	3%	3%	6%	5%	1%	2%	*
Not sure	9%	6%	12%	8%	7%	11%	9%	7%	19%	5%	*
Totals	101%	100%	101%	101%	100%	100%	99%	100%	99%	100%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	47%	51%	48%	41%	58%	40%	45%	47%	47%	44%	52%	43%	48%
Somewhat encourage	35%	36%	33%	36%	29%	35%	33%	36%	37%	36%	34%	34%	35%
Somewhat discourage	6%	6%	5%	7%	4%	9%	7%	5%	4%	9%	4%	7%	4%
Strongly discourage	4%	2%	3%	7%	1%	7%	4%	6%	2%	5%	2%	4%	5%
Not sure	9%	6%	11%	9%	8%	10%	10%	6%	10%	7%	7%	11%	9%
Totals	101%	101%	100%	100%	100%	101%	99%	100%	100%	101%	99%	99%	101%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2H. 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	41%	43%	40%	49%	44%	40%	33%	40%	46%	47%	*
Somewhat encourage	42%	39%	45%	38%	38%	42%	51%	45%	34%	40%	*
Somewhat discourage	6%	9%	5%	4%	7%	7%	8%	6%	3%	6%	*
Strongly discourage	3%	3%	4%	4%	2%	5%	1%	4%	2%	2%	*
Not sure	7%	7%	7%	4%	8%	7%	8%	6%	15%	4%	*
Totals	99%	101%	101%	99%	99%	101%	101%	101%	100%	99%	*
Unweighted N	(1,135)	(532)	(603)	(270)	(247)	(346)	(272)	(762)	(134)	(147)	(92)

		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	41%	43%	42%	40%	44%	38%	40%	46%	37%	49%	44%	36%	42%
Somewhat encourage	42%	40%	42%	45%	42%	44%	43%	40%	43%	33%	46%	46%	39%
Somewhat discourage	6%	5%	6%	8%	5%	8%	6%	7%	8%	5%	4%	7%	8%
Strongly discourage	3%	5%	2%	3%	2%	3%	4%	2%	4%	7%	1%	2%	5%
Not sure	7%	7%	8%	4%	7%	7%	7%	5%	7%	5%	5%	8%	6%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	99%	100%
Unweighted N	(1,135)	(384)	(422)	(329)	(441)	(431)	(440)	(318)	(269)	(202)	(243)	(440)	(250)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	38%	40%	36%	39%	40%	35%	39%	36%	41%	49%	*
Somewhat encourage	40%	40%	41%	39%	38%	40%	43%	43%	32%	33%	*
Somewhat discourage	10%	10%	9%	9%	9%	10%	10%	10%	4%	11%	*
Strongly discourage	5%	4%	5%	6%	5%	6%	2%	5%	4%	4%	*
Not sure	7%	6%	9%	6%	7%	9%	6%	6%	19%	2%	*
Totals	100%	100%	100%	99%	99%	100%	100%	100%	100%	99%	*
Unweighted N	(1,135)	(531)	(604)	(269)	(247)	(347)	(272)	(762)	(134)	(147)	(92)

		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%	47%	35%	34%	50%	31%	40%	41%	35%	43%	39%	34%	41%
Somewhat encourage	40%	37%	40%	43%	34%	42%	38%	38%	42%	37%	46%	38%	42%
Somewhat discourage	10%	6%	10%	13%	7%	14%	8%	11%	12%	8%	8%	11%	9%
Strongly discourage	5%	4%	4%	6%	2%	7%	5%	6%	4%	7%	2%	7%	3%
Not sure	7%	7%	11%	4%	7%	6%	9%	4%	7%	6%	5%	10%	6%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,135)	(384)	(422)	(329)	(441)	(431)	(440)	(318)	(269)	(202)	(242)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	32%	33%	31%	39%	31%	31%	28%	30%	37%	36%	*
Somewhat encourage	40%	34%	44%	39%	44%	35%	42%	42%	32%	43%	*
Somewhat discourage	12%	14%	9%	10%	10%	15%	10%	12%	7%	6%	*
Strongly discourage	9%	12%	7%	6%	7%	10%	12%	11%	5%	5%	*
Not sure	8%	6%	9%	6%	8%	9%	8%	5%	19%	9%	*
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,134)	(531)	(603)	(270)	(247)	(345)	(272)	(762)	(133)	(147)	(92)

		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	32%	39%	26%	32%	42%	23%	33%	34%	29%	33%	32%	29%	36%
Somewhat encourage	40%	39%	42%	38%	39%	40%	41%	41%	34%	38%	46%	40%	34%
Somewhat discourage	12%	10%	12%	12%	8%	13%	11%	10%	17%	10%	7%	12%	16%
Strongly discourage	9%	5%	9%	13%	4%	17%	7%	11%	11%	14%	7%	9%	7%
Not sure	8%	7%	11%	5%	8%	7%	8%	4%	9%	5%	8%	9%	8%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(1,134)	(384)	(422)	(328)	(441)	(430)	(439)	(318)	(269)	(200)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	31%	37%	26%	50%	34%	28%	15%	29%	35%	46%	*
Somewhat encourage	32%	31%	34%	31%	34%	31%	34%	34%	27%	33%	*
Somewhat discourage	14%	14%	15%	12%	11%	15%	19%	17%	7%	6%	*
Strongly discourage	10%	9%	11%	1%	10%	12%	15%	10%	10%	9%	*
Not sure	12%	10%	14%	7%	10%	14%	17%	11%	22%	5%	*
Totals	99%	101%	100%	101%	99%	100%	100%	101%	101%	99%	*
Unweighted N	(1,134)	(532)	(602)	(270)	(246)	(347)	(271)	(762)	(133)	(147)	(92)

		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	31%	35%	28%	31%	35%	22%	31%	32%	29%	31%	27%	30%	36%
Somewhat encourage	32%	34%	32%	32%	33%	35%	34%	29%	33%	28%	39%	31%	31%
Somewhat discourage	14%	16%	13%	14%	15%	17%	14%	17%	15%	18%	18%	13%	10%
Strongly discourage	10%	6%	10%	13%	6%	14%	9%	13%	9%	10%	7%	12%	10%
Not sure	12%	9%	17%	10%	10%	12%	12%	8%	14%	13%	9%	14%	12%
Totals	99%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,134)	(385)	(421)	(328)	(442)	(430)	(439)	(318)	(269)	(202)	(242)	(439)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2L. 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	31%	29%	33%	43%	36%	27%	19%	28%	33%	46%	*
Somewhat encourage	36%	34%	38%	35%	35%	32%	44%	38%	38%	35%	*
Somewhat discourage	12%	16%	9%	8%	13%	16%	10%	14%	5%	9%	*
Strongly discourage	10%	13%	7%	6%	9%	10%	15%	12%	2%	3%	*
Not sure	11%	8%	13%	7%	8%	14%	12%	8%	23%	7%	*
Totals	100%	100%	100%	99%	101%	99%	100%	100%	101%	100%	*
Unweighted N	(1,135)	(532)	(603)	(269)	(247)	(347)	(272)	(762)	(134)	(147)	(92)

		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	31%	38%	31%	24%	38%	22%	33%	32%	27%	37%	30%	25%	36%
Somewhat encourage	36%	41%	35%	34%	43%	32%	37%	36%	34%	29%	40%	39%	33%
Somewhat discourage	12%	7%	13%	16%	7%	18%	12%	11%	18%	10%	12%	14%	12%
Strongly discourage	10%	4%	8%	17%	2%	20%	7%	13%	13%	16%	8%	10%	7%
Not sure	11%	9%	13%	9%	10%	8%	12%	8%	8%	6%	10%	12%	11%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	100%	98%	100%	100%	99%
Unweighted N	(1,135)	(384)	(422)	(329)	(441)	(431)	(441)	(318)	(269)	(201)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2M. 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	29%	25%	33%	34%	32%	30%	21%	28%	33%	36%	*
Somewhat encourage	38%	37%	38%	37%	35%	35%	45%	39%	38%	32%	*
Somewhat discourage	13%	14%	12%	14%	13%	12%	12%	13%	10%	16%	*
Strongly discourage	11%	15%	6%	4%	10%	14%	12%	13%	2%	10%	*
Not sure	10%	9%	10%	11%	10%	9%	9%	8%	17%	7%	*
Totals	101%	100%	99%	100%	100%	100%	99%	101%	100%	101%	*
Unweighted N	(1,134)	(531)	(603)	(269)	(247)	(346)	(272)	(761)	(134)	(147)	(92)

		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%	40%	26%	24%	39%	20%	34%	30%	22%	35%	30%	24%	34%
Somewhat encourage	38%	45%	36%	33%	45%	35%	35%	39%	39%	33%	42%	41%	31%
Somewhat discourage	13%	6%	14%	18%	6%	18%	12%	13%	15%	10%	9%	16%	15%
Strongly discourage	11%	3%	12%	16%	4%	18%	8%	13%	14%	11%	13%	10%	10%
Not sure	10%	5%	12%	10%	6%	9%	10%	6%	9%	11%	6%	10%	11%
Totals	101%	99%	100%	101%	100%	100%	99%	101%	99%	100%	100%	101%	101%
Unweighted N	(1,134)	(384)	(422)	(328)	(441)	(431)	(439)	(318)	(269)	(202)	(242)	(439)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2N. 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	24%	24%	24%	20%	27%	25%	23%	26%	16%	25%	*
Somewhat encourage	29%	27%	31%	18%	23%	33%	40%	32%	20%	16%	*
Somewhat discourage	18%	20%	17%	24%	20%	14%	17%	19%	21%	21%	*
Strongly discourage	13%	16%	10%	25%	16%	8%	5%	10%	17%	20%	*
Not sure	16%	13%	18%	13%	14%	20%	15%	13%	26%	18%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

		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%	25%	27%	19%	30%	24%	26%	24%	25%	26%	20%	26%
Somewhat encourage	29%	26%	28%	32%	27%	32%	28%	31%	27%	25%	30%	28%	32%
Somewhat discourage	18%	23%	17%	16%	22%	16%	16%	17%	23%	21%	17%	19%	16%
Strongly discourage	13%	16%	12%	12%	12%	8%	13%	13%	13%	14%	12%	14%	12%
Not sure	16%	16%	18%	13%	20%	15%	19%	13%	13%	14%	14%	18%	14%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	100%	99%	99%	99%	100%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 20. 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*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	23%	24%	23%	35%	25%	22%	13%	23%	23%	30%	*
Somewhat encourage	41%	41%	41%	37%	42%	41%	44%	42%	33%	42%	*
Somewhat discourage	15%	16%	13%	10%	12%	16%	20%	16%	15%	12%	*
Strongly discourage	10%	10%	11%	9%	9%	9%	14%	11%	9%	9%	*
Not sure	11%	9%	12%	9%	12%	11%	10%	9%	20%	7%	*
Totals	100%	100%	100%	100%	100%	99%	101%	101%	100%	100%	*
Unweighted N	(1,134)	(532)	(602)	(268)	(247)	(347)	(272)	(761)	(134)	(147)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	23%	21%	25%	24%	21%	25%	25%	26%	19%	32%	25%	18%	25%
Somewhat encourage	41%	42%	38%	43%	37%	40%	43%	39%	42%	29%	41%	42%	47%
Somewhat discourage	15%	17%	15%	12%	18%	13%	14%	14%	17%	19%	12%	15%	13%
Strongly discourage	10%	10%	9%	11%	12%	11%	6%	11%	15%	12%	11%	12%	6%
Not sure	11%	11%	12%	9%	12%	11%	12%	10%	8%	8%	11%	13%	9%
Totals	100%	101%	99%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,134)	(384)	(421)	(329)	(441)	(431)	(441)	(317)	(269)	(202)	(242)	(439)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2P. 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	23%	21%	25%	20%	22%	28%	19%	23%	22%	24%	*
Somewhat encourage	40%	40%	40%	38%	34%	36%	54%	42%	27%	38%	*
Somewhat discourage	13%	17%	9%	13%	17%	10%	13%	13%	14%	18%	*
Strongly discourage	14%	14%	14%	17%	17%	14%	8%	13%	14%	16%	*
Not sure	10%	7%	13%	11%	10%	12%	6%	9%	24%	5%	*
Totals	100%	99%	101%	99%	100%	100%	100%	100%	101%	101%	*
Unweighted N	(1,135)	(532)	(603)	(270)	(247)	(346)	(272)	(762)	(134)	(147)	(92)

		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	23%	24%	22%	23%	26%	23%	23%	27%	21%	29%	25%	19%	24%
Somewhat encourage	40%	39%	40%	40%	40%	42%	42%	36%	41%	45%	50%	35%	35%
Somewhat discourage	13%	15%	12%	12%	14%	15%	12%	15%	14%	13%	8%	17%	12%
Strongly discourage	14%	12%	12%	17%	10%	11%	11%	16%	14%	8%	10%	16%	19%
Not sure	10%	9%	12%	8%	10%	9%	13%	7%	9%	5%	7%	14%	10%
Totals	100%	99%	98%	100%	100%	100%	101%	101%	99%	100%	100%	101%	100%
Unweighted N	(1,135)	(385)	(422)	(328)	(442)	(431)	(440)	(318)	(269)	(202)	(243)	(439)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2Q. 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*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	22%	24%	20%	22%	20%	23%	24%	23%	18%	29%	*
Somewhat encourage	33%	36%	31%	31%	30%	30%	42%	34%	30%	31%	*
Somewhat discourage	18%	20%	16%	19%	23%	15%	15%	19%	13%	16%	*
Strongly discourage	17%	13%	21%	18%	17%	23%	11%	15%	23%	14%	*
Not sure	10%	7%	11%	10%	11%	9%	8%	8%	16%	11%	*
Totals	100%	100%	99%	100%	101%	100%	100%	99%	100%	101%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	22%	19%	20%	28%	19%	27%	24%	27%	16%	27%	23%	20%	23%
Somewhat encourage	33%	33%	28%	39%	35%	36%	32%	31%	38%	30%	31%	36%	32%
Somewhat discourage	18%	20%	19%	14%	20%	16%	17%	16%	23%	21%	15%	17%	19%
Strongly discourage	17%	20%	18%	14%	17%	13%	16%	19%	14%	11%	24%	15%	19%
Not sure	10%	8%	14%	5%	9%	8%	11%	7%	8%	11%	6%	12%	7%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	21%	23%	19%	29%	23%	22%	8%	17%	30%	35%	*
Somewhat encourage	33%	32%	33%	35%	36%	25%	36%	33%	31%	34%	*
Somewhat discourage	20%	22%	20%	21%	14%	21%	25%	23%	12%	10%	*
Strongly discourage	17%	17%	16%	5%	18%	21%	20%	18%	8%	15%	*
Not sure	10%	6%	13%	9%	8%	11%	10%	9%	19%	6%	*
Totals	101%	100%	101%	99%	99%	100%	99%	100%	100%	100%	*
Unweighted N	(1,135)	(532)	(603)	(269)	(247)	(347)	(272)	(763)	(134)	(146)	(92)

		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%	27%	18%	18%	25%	15%	23%	22%	15%	24%	21%	18%	22%
Somewhat encourage	33%	42%	30%	28%	42%	26%	32%	34%	33%	31%	32%	32%	35%
Somewhat discourage	20%	18%	23%	20%	17%	22%	21%	19%	24%	19%	22%	20%	21%
Strongly discourage	17%	5%	16%	28%	7%	28%	13%	19%	20%	16%	16%	18%	15%
Not sure	10%	8%	13%	7%	8%	9%	12%	6%	7%	9%	8%	13%	6%
Totals	101%	100%	100%	101%	99%	100%	101%	100%	99%	99%	99%	101%	99%
Unweighted N	(1,135)	(384)	(422)	(329)	(441)	(431)	(441)	(318)	(268)	(202)	(243)	(439)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2S. 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%	19%	20%	20%	22%	18%	18%	19%	9%	23%	*
Somewhat encourage	33%	32%	34%	31%	27%	34%	38%	35%	25%	30%	*
Somewhat discourage	20%	21%	19%	22%	22%	19%	18%	20%	20%	23%	*
Strongly discourage	19%	20%	19%	20%	18%	23%	17%	18%	28%	19%	*
Not sure	8%	8%	9%	7%	11%	7%	9%	7%	17%	5%	*
Totals	99%	100%	101%	100%	100%	101%	100%	99%	99%	100%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

		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%	18%	17%	23%	17%	21%	22%	20%	15%	26%	22%	15%	19%
Somewhat encourage	33%	29%	36%	32%	31%	34%	33%	34%	32%	35%	32%	31%	35%
Somewhat discourage	20%	18%	19%	23%	21%	19%	19%	21%	24%	12%	25%	19%	23%
Strongly discourage	19%	26%	19%	15%	22%	19%	18%	19%	20%	17%	16%	24%	18%
Not sure	8%	9%	9%	6%	9%	7%	8%	5%	9%	9%	6%	11%	5%
Totals	99%	100%	100%	99%	100%	100%	100%	99%	100%	99%	101%	100%	100%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2T. 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	19%	18%	20%	27%	23%	19%	8%	17%	18%	31%	*
Somewhat encourage	35%	33%	37%	33%	34%	33%	42%	36%	33%	31%	*
Somewhat discourage	24%	27%	21%	24%	26%	21%	26%	24%	21%	22%	*
Strongly discourage	12%	11%	13%	5%	9%	15%	16%	13%	8%	9%	*
Not sure	10%	11%	9%	11%	8%	13%	8%	9%	20%	8%	*
Totals	100%	100%	100%	100%	100%	101%	100%	99%	100%	101%	*
Unweighted N	(1,135)	(531)	(604)	(270)	(246)	(347)	(272)	(763)	(133)	(147)	(92)

		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%	24%	17%	17%	18%	15%	23%	22%	11%	28%	21%	15%	18%
Somewhat encourage	35%	40%	35%	31%	39%	33%	35%	33%	36%	35%	40%	29%	41%
Somewhat discourage	24%	18%	24%	29%	23%	26%	23%	24%	28%	17%	22%	28%	25%
Strongly discourage	12%	11%	12%	13%	11%	15%	9%	15%	13%	10%	10%	15%	10%
Not sure	10%	7%	11%	11%	9%	11%	11%	6%	13%	10%	6%	14%	7%
Totals	100%	100%	99%	101%	100%	100%	101%	100%	101%	100%	99%	101%	101%
Unweighted N	(1,135)	(384)	(422)	(329)	(441)	(431)	(440)	(318)	(269)	(202)	(242)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2U. 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	17%	17%	18%	22%	21%	18%	9%	16%	16%	24%	*
Somewhat encourage	36%	32%	40%	37%	32%	36%	41%	39%	29%	28%	*
Somewhat discourage	21%	26%	18%	17%	22%	20%	27%	24%	14%	23%	*
Strongly discourage	17%	18%	16%	13%	16%	20%	17%	14%	25%	15%	*
Not sure	8%	7%	9%	11%	9%	7%	6%	7%	16%	10%	*
Totals	99%	100%	101%	100%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,135)	(532)	(603)	(270)	(246)	(347)	(272)	(763)	(134)	(146)	(92)

		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%	19%	16%	18%	18%	15%	19%	19%	12%	19%	23%	10%	22%
Somewhat encourage	36%	36%	37%	35%	36%	35%	39%	32%	37%	42%	38%	34%	34%
Somewhat discourage	21%	20%	21%	23%	22%	24%	19%	21%	25%	20%	18%	24%	21%
Strongly discourage	17%	19%	15%	17%	16%	17%	15%	20%	18%	11%	15%	21%	16%
Not sure	8%	7%	11%	7%	8%	8%	9%	8%	7%	8%	7%	10%	8%
Totals	99%	101%	100%	100%	100%	99%	101%	100%	99%	100%	101%	99%	101%
Unweighted N	(1,135)	(385)	(421)	(329)	(442)	(430)	(441)	(317)	(269)	(202)	(243)	(439)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2V. 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	17%	16%	18%	16%	20%	16%	16%	15%	23%	23%	*
Somewhat encourage	26%	30%	22%	29%	22%	27%	25%	27%	28%	22%	*
Somewhat discourage	16%	14%	17%	16%	17%	12%	19%	16%	12%	20%	*
Strongly discourage	24%	26%	23%	21%	25%	28%	22%	27%	10%	21%	*
Not sure	17%	13%	20%	17%	16%	16%	17%	14%	26%	13%	*
Totals	100%	99%	100%	99%	100%	99%	99%	99%	99%	99%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

		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%	18%	12%	22%	15%	22%	17%	22%	14%	19%	17%	16%	16%
Somewhat encourage	26%	23%	22%	33%	20%	31%	24%	28%	30%	26%	23%	28%	27%
Somewhat discourage	16%	20%	16%	12%	17%	14%	16%	15%	17%	16%	16%	15%	17%
Strongly discourage	24%	27%	29%	17%	33%	17%	27%	21%	23%	18%	23%	26%	28%
Not sure	17%	13%	21%	15%	15%	16%	16%	15%	16%	21%	20%	16%	12%
Totals	100%	101%	100%	99%	100%	100%	100%	101%	100%	100%	99%	101%	100%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2W. 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*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	17%	17%	16%	24%	24%	14%	6%	15%	15%	29%	*
Somewhat encourage	23%	24%	23%	28%	25%	21%	20%	23%	29%	26%	*
Somewhat discourage	20%	20%	20%	21%	17%	19%	24%	22%	15%	14%	*
Strongly discourage	28%	30%	25%	14%	20%	35%	38%	30%	19%	19%	*
Not sure	13%	9%	16%	12%	14%	12%	13%	10%	22%	13%	*
Totals	101%	100%	100%	99%	100%	101%	101%	100%	100%	101%	*
Unweighted N	(1,135)	(531)	(604)	(270)	(247)	(346)	(272)	(762)	(134)	(147)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	17%	20%	13%	17%	20%	11%	18%	18%	14%	20%	16%	13%	21%
Somewhat encourage	23%	27%	21%	23%	33%	23%	21%	24%	26%	21%	22%	25%	23%
Somewhat discourage	20%	23%	18%	19%	18%	22%	20%	19%	21%	19%	24%	19%	19%
Strongly discourage	28%	20%	30%	31%	19%	33%	27%	30%	30%	28%	26%	30%	26%
Not sure	13%	10%	17%	9%	10%	11%	14%	8%	9%	12%	12%	13%	12%
Totals	101%	100%	99%	99%	100%	100%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,135)	(385)	(421)	(329)	(442)	(430)	(441)	(318)	(269)	(202)	(243)	(440)	(250)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	16%	14%	17%	26%	20%	13%	6%	14%	14%	25%	*
Somewhat encourage	28%	30%	27%	27%	31%	31%	22%	28%	27%	35%	*
Somewhat discourage	23%	23%	23%	23%	20%	20%	30%	26%	17%	18%	*
Strongly discourage	19%	22%	17%	12%	17%	22%	25%	20%	15%	12%	*
Not sure	14%	11%	16%	12%	11%	14%	18%	11%	28%	10%	*
Totals	100%	100%	100%	100%	99%	100%	101%	99%	101%	100%	*
Unweighted N	(1,135)	(531)	(604)	(270)	(247)	(346)	(272)	(762)	(134)	(147)	(92)

		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%	15%	14%	15%	11%	15%	20%	10%	18%	21%	11%	17%
Somewhat encourage	28%	29%	28%	28%	30%	32%	29%	26%	34%	26%	28%	29%	29%
Somewhat discourage	23%	26%	20%	23%	24%	21%	21%	25%	26%	19%	24%	25%	22%
Strongly discourage	19%	16%	19%	22%	19%	21%	20%	19%	21%	22%	17%	19%	21%
Not sure	14%	10%	18%	12%	12%	15%	15%	11%	9%	15%	10%	17%	11%
Totals	100%	99%	100%	99%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,135)	(384)	(422)	(329)	(441)	(431)	(441)	(318)	(269)	(201)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2Y. 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*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	14%	16%	12%	19%	20%	13%	6%	12%	13%	20%	*
Somewhat encourage	20%	22%	19%	20%	20%	25%	15%	21%	17%	22%	*
Somewhat discourage	24%	24%	25%	30%	23%	16%	32%	27%	20%	20%	*
Strongly discourage	31%	30%	32%	20%	25%	37%	39%	33%	34%	20%	*
Not sure	10%	7%	13%	12%	12%	9%	8%	7%	16%	18%	*
Totals	99%	99%	101%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	14%	13%	13%	16%	12%	14%	18%	12%	10%	13%	16%	12%	17%
Somewhat encourage	20%	18%	21%	21%	17%	22%	23%	16%	24%	19%	22%	21%	20%
Somewhat discourage	24%	23%	27%	23%	26%	24%	23%	28%	24%	30%	28%	21%	22%
Strongly discourage	31%	37%	26%	31%	36%	31%	25%	37%	34%	28%	28%	34%	32%
Not sure	10%	9%	12%	9%	8%	9%	11%	7%	8%	11%	6%	12%	10%
Totals	99%	100%	99%	100%	99%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 22. 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	14%	13%	15%	15%	16%	16%	8%	13%	15%	22%	*
Somewhat encourage	31%	32%	31%	29%	25%	34%	36%	34%	28%	21%	*
Somewhat discourage	23%	24%	22%	30%	23%	19%	21%	24%	15%	24%	*
Strongly discourage	22%	22%	21%	17%	23%	21%	25%	21%	28%	19%	*
Not sure	10%	9%	11%	10%	13%	9%	10%	9%	14%	13%	*
Totals	100%	100%	100%	101%	100%	99%	100%	101%	100%	99%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

		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%	15%	12%	15%	14%	13%	16%	15%	7%	18%	16%	9%	17%
Somewhat encourage	31%	28%	37%	29%	31%	32%	37%	30%	27%	34%	43%	27%	26%
Somewhat discourage	23%	26%	21%	22%	23%	22%	17%	27%	28%	23%	25%	24%	19%
Strongly discourage	22%	23%	16%	26%	22%	23%	18%	22%	29%	17%	11%	27%	26%
Not sure	10%	8%	14%	8%	9%	10%	12%	6%	9%	9%	6%	13%	12%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2AA. 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*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	14%	13%	14%	21%	18%	12%	5%	11%	15%	24%	*
Somewhat encourage	35%	34%	36%	35%	28%	35%	43%	36%	38%	30%	*
Somewhat discourage	26%	26%	26%	21%	28%	27%	29%	29%	19%	21%	*
Strongly discourage	13%	16%	11%	14%	12%	13%	16%	15%	10%	9%	*
Not sure	11%	10%	12%	10%	13%	13%	8%	9%	19%	15%	*
Totals	99%	99%	99%	101%	99%	100%	101%	100%	101%	99%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	14%	13%	14%	14%	10%	11%	17%	16%	5%	18%	18%	10%	14%
Somewhat encourage	35%	43%	31%	33%	38%	32%	39%	31%	35%	33%	39%	35%	34%
Somewhat discourage	26%	28%	22%	30%	30%	31%	19%	32%	34%	21%	22%	28%	31%
Strongly discourage	13%	10%	13%	17%	12%	17%	11%	14%	17%	17%	10%	15%	11%
Not sure	11%	7%	19%	6%	10%	10%	14%	7%	9%	11%	11%	12%	11%
Totals	99%	101%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 2AB. 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	13%	13%	13%	15%	18%	14%	7%	12%	12%	20%	*
Somewhat encourage	29%	30%	29%	33%	25%	29%	32%	32%	27%	20%	*
Somewhat discourage	30%	33%	28%	28%	29%	29%	34%	32%	23%	32%	*
Strongly discourage	18%	16%	19%	17%	20%	18%	14%	16%	21%	20%	*
Not sure	9%	7%	11%	7%	8%	10%	12%	7%	17%	8%	*
Totals	99%	99%	100%	100%	100%	100%	99%	99%	100%	100%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

		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%	13%	12%	16%	12%	12%	17%	13%	8%	18%	21%	7%	14%
Somewhat encourage	29%	31%	29%	29%	29%	31%	35%	26%	26%	36%	28%	31%	24%
Somewhat discourage	30%	31%	30%	30%	35%	27%	26%	32%	34%	27%	31%	31%	31%
Strongly discourage	18%	18%	16%	18%	17%	19%	12%	21%	23%	13%	13%	19%	23%
Not sure	9%	7%	12%	8%	8%	10%	10%	8%	9%	6%	7%	12%	9%
Totals	99%	100%	99%	101%	101%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly encourage	13%	13%	13%	20%	19%	9%	5%	11%	19%	23%	*
Somewhat encourage	20%	21%	19%	23%	24%	18%	17%	19%	28%	18%	*
Somewhat discourage	25%	22%	28%	20%	24%	26%	28%	27%	14%	23%	*
Strongly discourage	31%	34%	28%	24%	25%	36%	38%	34%	19%	21%	*
Not sure	11%	10%	12%	13%	8%	11%	13%	8%	20%	14%	*
Totals	100%	100%	100%	100%	100%	100%	101%	99%	100%	99%	*
Unweighted N	(1,134)	(532)	(602)	(269)	(247)	(347)	(271)	(761)	(134)	(147)	(92)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly encourage	13%	15%	10%	15%	13%	10%	14%	14%	10%	14%	15%	10%	15%
Somewhat encourage	20%	23%	20%	18%	21%	19%	22%	17%	21%	14%	19%	24%	19%
Somewhat discourage	25%	26%	24%	24%	26%	26%	24%	26%	27%	29%	24%	23%	26%
Strongly discourage	31%	27%	32%	33%	29%	37%	28%	36%	32%	33%	29%	30%	33%
Not sure	11%	9%	14%	9%	11%	8%	11%	8%	9%	10%	13%	13%	7%
Totals	100%	100%	100%	99%	100%	100%	99%	101%	99%	100%	100%	100%	100%
Unweighted N	(1,134)	(384)	(421)	(329)	(441)	(430)	(440)	(317)	(269)	(202)	(241)	(440)	(251)

# YouGov Survey: Career Advice for Girls and Boys

March 18 - May 5, 2025 - 2259 U.S. adult citizens



## 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	10%	10%	10%	14%	14%	9%	2%	8%	7%	14%	*
Somewhat encourage	12%	12%	11%	18%	15%	9%	7%	11%	14%	16%	*
Somewhat discourage	22%	24%	21%	30%	21%	18%	22%	22%	20%	29%	*
Strongly discourage	49%	49%	49%	31%	42%	56%	64%	53%	42%	33%	*
Not sure	7%	6%	8%	8%	8%	7%	5%	6%	17%	8%	*
Totals	100%	101%	99%	101%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,136)	(532)	(604)	(270)	(247)	(347)	(272)	(763)	(134)	(147)	(92)

		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	10%	8%	10%	11%	7%	9%	13%	9%	6%	9%	14%	5%	12%
Somewhat encourage	12%	12%	10%	14%	10%	10%	13%	11%	12%	9%	12%	13%	12%
Somewhat discourage	22%	25%	22%	20%	18%	25%	23%	24%	21%	31%	21%	22%	18%
Strongly discourage	49%	49%	49%	50%	58%	49%	42%	52%	56%	41%	47%	51%	53%
Not sure	7%	6%	9%	6%	6%	6%	9%	4%	5%	8%	6%	8%	5%
Totals	100%	100%	100%	101%	99%	99%	100%	100%	100%	98%	100%	99%	100%
Unweighted N	(1,136)	(385)	(422)	(329)	(442)	(431)	(441)	(318)	(269)	(202)	(243)	(440)	(251)

## **YouGov Survey: Career Advice for Girls and Boys**

**March 18 - May 5, 2025 - 2259 U.S. adult citizens**



<b>Interviewing Dates</b>	March 18 - 21, 2025   May 1 - 5, 2025
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	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 6.577, with a mean of one and a standard deviation of 0.895.
<b>Number of respondents</b>	2259
<b>Margin of error</b>	± 2.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	89 questions not reported.