

YouGov Survey: Child and Adult Activities



Sample 2258 U.S. adult citizens
 Conducted September 8 - 11, 2025
 Margin of Error $\pm 2.8\%$

1. How much, if at all, do you miss being a child?

A lot	19%
A fair amount	30%
Not very much	29%
Not at all	19%
Don't know	3%

2. Do you think you are generally happier now or were you happier when you were a child?

Happier now	24%
Happier as a child	38%
About equal	29%
Don't know	10%

3. Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Entirely for children	Mostly for children, but also for adults	Equally for children and adults	Mostly for adults, but also for children	Entirely for adults	Don't know
Trick-or-treating	57%	24%	14%	1%	1%	3%
Dolls	41%	35%	18%	2%	1%	4%
Using bumper guards while bowling	35%	27%	21%	4%	1%	13%
Stuffed animals	28%	42%	24%	1%	0%	4%
Coloring books	24%	40%	34%	1%	0%	0%
Lego	20%	36%	37%	1%	2%	3%
Dressing up in costumes	14%	39%	42%	3%	1%	2%
Harry Potter	12%	28%	45%	4%	2%	9%
Disney films	11%	38%	43%	4%	0%	3%
Trading cards	11%	27%	45%	7%	4%	6%
Watching cartoons	10%	47%	40%	2%	0%	1%
Being interested in dinosaurs	11%	30%	52%	2%	1%	4%
Making snowmen	10%	38%	47%	3%	1%	2%
Having birthday parties	10%	40%	45%	2%	1%	3%
Dungeons and Dragons (D&D)	10%	15%	33%	17%	9%	16%
Star Wars	8%	13%	53%	16%	3%	6%
Ketchup on hot dogs	8%	9%	70%	5%	1%	8%
Comic books	7%	29%	53%	6%	1%	3%

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Video games	6%	18%	64%	9%	1%	2%
Lord of the Rings	6%	12%	38%	22%	10%	12%
Eating sweets	5%	18%	71%	2%	1%	2%
Receiving birthday presents	5%	25%	66%	1%	2%	1%
Model train sets	5%	28%	46%	14%	1%	6%
Riding amusement park rides	5%	23%	64%	5%	1%	2%
Crying	5%	21%	70%	1%	0%	3%
Visiting theme parks	4%	25%	63%	5%	1%	2%
Summer vacation	4%	12%	71%	10%	1%	1%
Arts & crafts	3%	11%	75%	6%	2%	2%
Musical instrument lessons	3%	26%	62%	6%	0%	4%
Eating ice cream	3%	6%	87%	3%	1%	2%
Playing sports recreationally	2%	14%	73%	6%	2%	3%
Calling someone your best friend	2%	14%	71%	5%	3%	4%
Board games	2%	10%	74%	8%	2%	3%
Swimming	2%	6%	82%	6%	2%	2%
Collecting things	1%	5%	67%	20%	3%	3%
Following sports	0%	3%	46%	37%	8%	6%

YouGov Survey: Child and Adult Activities



Interviewing Dates	September 8 - 10, 2025 September 9 - 11, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.572, with a mean of one and a standard deviation of 0.899.
Number of respondents	2258
Margin of error	± 2.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	64 questions not reported.

YouGov Survey: Child and Adult Activities

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1. Miss Being Child

How much, if at all, do you miss being a child?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	19%	22%	16%	31%	22%	19%	5%	16%	26%	31%	19%
A fair amount	30%	27%	33%	41%	38%	25%	19%	30%	27%	35%	26%
Not very much	29%	28%	30%	18%	23%	35%	36%	31%	24%	22%	32%
Not at all	19%	19%	19%	5%	13%	19%	38%	21%	17%	10%	18%
Don't know	3%	5%	2%	4%	4%	3%	1%	3%	6%	2%	6%
Totals	100%	101%	100%	99%	100%	101%	99%	101%	100%	100%	101%
Unweighted N	(2,256)	(998)	(1,258)	(568)	(600)	(641)	(447)	(1,489)	(287)	(331)	(149)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	19%	16%	21%	19%	15%	18%	22%	18%	13%	16%	15%	22%	20%
A fair amount	30%	32%	31%	28%	30%	27%	32%	29%	30%	31%	33%	31%	25%
Not very much	29%	29%	29%	28%	33%	33%	24%	31%	37%	31%	28%	27%	30%
Not at all	19%	19%	15%	23%	22%	21%	18%	21%	19%	18%	20%	17%	21%
Don't know	3%	3%	5%	2%	1%	2%	4%	1%	1%	4%	3%	2%	4%
Totals	100%	99%	101%	100%	101%	101%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(2,256)	(783)	(866)	(607)	(944)	(751)	(879)	(673)	(456)	(416)	(479)	(826)	(535)

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2. Happier Now or as Child

Do you think you are generally happier now or were you happier when you were a child?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Happier now	24%	20%	27%	16%	18%	27%	32%	26%	12%	23%	23%
Happier as a child	38%	40%	36%	46%	46%	36%	24%	34%	49%	40%	46%
About equal	29%	29%	29%	28%	22%	29%	37%	30%	26%	31%	21%
Don't know	10%	11%	8%	9%	14%	8%	7%	10%	13%	6%	10%
Totals	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(2,254)	(996)	(1,258)	(568)	(600)	(640)	(446)	(1,487)	(288)	(330)	(149)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Happier now	24%	26%	18%	28%	28%	28%	19%	28%	30%	24%	21%	24%	25%
Happier as a child	38%	38%	41%	34%	35%	36%	42%	38%	28%	38%	38%	38%	37%
About equal	29%	27%	29%	31%	28%	29%	28%	28%	33%	28%	32%	29%	28%
Don't know	10%	9%	12%	7%	10%	6%	11%	6%	9%	10%	10%	9%	10%
Totals	101%	100%	100%	100%	101%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(2,254)	(781)	(867)	(606)	(942)	(750)	(878)	(672)	(456)	(416)	(478)	(826)	(534)

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3A. Child vs. Adult Activities — Trick-or-treating

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	57%	65%	50%	44%	56%	55%	73%	57%	*	*	*
Mostly for children, but also for adults	24%	20%	28%	19%	24%	29%	21%	26%	*	*	*
Equally for children and adults	14%	12%	16%	26%	14%	14%	4%	14%	*	*	*
Mostly for adults, but also for children	1%	0%	2%	7%	0%	0%	0%	1%	*	*	*
Entirely for adults	1%	1%	0%	1%	2%	0%	0%	0%	*	*	*
Don't know	3%	3%	3%	4%	4%	2%	2%	2%	*	*	*
Totals	100%	101%	99%	101%	100%	100%	100%	100%	*	*	*
Unweighted N	(519)	(213)	(306)	(123)	(154)	(141)	(101)	(331)	(76)	(77)	(35)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	57%	54%	63%	53%	58%	60%	59%	56%	63%	*	63%	58%	51%
Mostly for children, but also for adults	24%	25%	15%	33%	23%	26%	20%	23%	27%	*	22%	23%	29%
Equally for children and adults	14%	19%	15%	10%	16%	9%	14%	16%	9%	*	12%	14%	13%
Mostly for adults, but also for children	1%	1%	1%	2%	1%	2%	1%	3%	1%	*	0%	2%	1%
Entirely for adults	1%	0%	0%	1%	0%	1%	1%	0%	1%	*	1%	0%	1%
Don't know	3%	2%	6%	1%	2%	1%	4%	3%	0%	*	2%	3%	4%
Totals	100%	101%	100%	100%	100%	99%	99%	101%	101%	*	100%	100%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(519)	(179)	(211)	(129)	(228)	(169)	(196)	(155)	(111)	(99)	(114)	(179)	(127)

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3B. Child vs. Adult Activities — Dolls

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	41%	46%	37%	33%	41%	42%	48%	43%	*	*	*
Mostly for children, but also for adults	35%	29%	39%	20%	32%	39%	46%	36%	*	*	*
Equally for children and adults	18%	18%	18%	39%	13%	17%	5%	16%	*	*	*
Mostly for adults, but also for children	2%	2%	1%	4%	1%	1%	0%	1%	*	*	*
Entirely for adults	1%	1%	1%	2%	2%	1%	0%	0%	*	*	*
Don't know	4%	4%	3%	0%	11%	2%	1%	3%	*	*	*
Totals	101%	100%	99%	98%	100%	102%	100%	99%	*	*	*
Unweighted N	(575)	(233)	(342)	(142)	(154)	(167)	(112)	(392)	(74)	(75)	(34)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	41%	35%	35%	53%	38%	52%	39%	43%	55%	46%	44%	38%	39%
Mostly for children, but also for adults	35%	42%	28%	36%	46%	33%	33%	42%	26%	31%	29%	38%	38%
Equally for children and adults	18%	17%	28%	8%	13%	11%	20%	13%	12%	21%	21%	21%	7%
Mostly for adults, but also for children	2%	1%	4%	0%	1%	0%	1%	0%	5%	1%	4%	0%	1%
Entirely for adults	1%	0%	1%	2%	0%	2%	1%	1%	0%	1%	0%	1%	4%
Don't know	4%	5%	4%	1%	2%	2%	6%	1%	2%	0%	2%	2%	11%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(575)	(202)	(217)	(156)	(239)	(195)	(221)	(178)	(119)	(103)	(129)	(212)	(131)

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3C. Child vs. Adult Activities — Using bumper guards while bowling

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	35%	37%	32%	26%	36%	41%	34%	41%	*	*	*
Mostly for children, but also for adults	27%	23%	30%	27%	21%	24%	36%	28%	*	*	*
Equally for children and adults	21%	20%	23%	30%	25%	23%	7%	17%	*	*	*
Mostly for adults, but also for children	4%	5%	2%	2%	8%	1%	4%	2%	*	*	*
Entirely for adults	1%	1%	2%	0%	2%	2%	0%	0%	*	*	*
Don't know	13%	14%	11%	14%	8%	10%	20%	11%	*	*	*
Totals	101%	100%	100%	99%	100%	101%	101%	99%	*	*	*
Unweighted N	(556)	(232)	(324)	(139)	(146)	(162)	(109)	(357)	(76)	(86)	(37)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	35%	25%	36%	42%	31%	45%	33%	42%	32%	39%	35%	36%	29%
Mostly for children, but also for adults	27%	33%	21%	27%	34%	24%	26%	24%	31%	27%	29%	24%	30%
Equally for children and adults	21%	26%	25%	14%	19%	17%	22%	20%	22%	17%	20%	24%	21%
Mostly for adults, but also for children	4%	4%	5%	2%	4%	3%	5%	3%	2%	5%	4%	2%	5%
Entirely for adults	1%	1%	0%	2%	1%	1%	1%	1%	0%	1%	0%	2%	0%
Don't know	13%	11%	14%	13%	12%	10%	12%	9%	12%	11%	11%	12%	16%
Totals	101%	100%	101%	100%	101%	100%	99%	99%	99%	100%	99%	100%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(556)	(185)	(220)	(151)	(228)	(196)	(221)	(166)	(114)	(102)	(118)	(190)	(146)

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3D. Child vs. Adult Activities — Stuffed animals

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	28%	35%	22%	13%	28%	30%	39%	30%	*	*	*
Mostly for children, but also for adults	42%	38%	45%	31%	30%	50%	52%	44%	*	*	*
Equally for children and adults	24%	21%	28%	45%	29%	20%	7%	20%	*	*	*
Mostly for adults, but also for children	1%	1%	2%	3%	2%	0%	1%	2%	*	*	*
Entirely for adults	0%	0%	0%	0%	0%	0%	0%	0%	*	*	*
Don't know	4%	6%	3%	8%	11%	0%	0%	4%	*	*	*
Totals	99%	101%	100%	100%	100%	100%	99%	100%	*	*	*
Unweighted N	(579)	(237)	(342)	(138)	(155)	(176)	(110)	(380)	(70)	(88)	(41)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	28%	17%	25%	44%	24%	44%	18%	40%	35%	35%	20%	28%	33%
Mostly for children, but also for adults	42%	51%	36%	41%	53%	37%	44%	42%	41%	36%	51%	41%	36%
Equally for children and adults	24%	26%	32%	12%	21%	17%	30%	17%	17%	24%	25%	29%	17%
Mostly for adults, but also for children	1%	1%	1%	3%	1%	1%	1%	1%	3%	2%	0%	1%	3%
Entirely for adults	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Don't know	4%	5%	6%	1%	1%	1%	6%	0%	4%	3%	5%	1%	11%
Totals	99%	101%	100%	101%	100%	100%	99%	100%	100%	101%	101%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(579)	(202)	(234)	(143)	(256)	(189)	(213)	(173)	(133)	(112)	(139)	(186)	(142)

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3E. Child vs. Adult Activities — Coloring books

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	24%	39%	10%	17%	29%	22%	29%	23%	*	*	*
Mostly for children, but also for adults	40%	38%	41%	26%	36%	44%	46%	44%	*	*	*
Equally for children and adults	34%	22%	47%	54%	32%	32%	25%	33%	*	*	*
Mostly for adults, but also for children	1%	1%	1%	3%	1%	1%	0%	1%	*	*	*
Entirely for adults	0%	0%	0%	0%	0%	1%	0%	0%	*	*	*
Don't know	0%	0%	1%	0%	2%	0%	0%	0%	*	*	*
Totals	99%	100%	100%	100%	100%	100%	100%	101%	*	*	*
Unweighted N	(561)	(235)	(326)	(130)	(139)	(177)	(115)	(370)	(70)	(79)	(42)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	24%	20%	19%	34%	18%	34%	24%	27%	21%	26%	24%	19%	33%
Mostly for children, but also for adults	40%	39%	39%	41%	44%	37%	39%	37%	51%	41%	47%	34%	39%
Equally for children and adults	34%	39%	41%	23%	35%	26%	36%	33%	26%	33%	27%	44%	26%
Mostly for adults, but also for children	1%	1%	1%	2%	2%	2%	0%	1%	2%	1%	0%	2%	2%
Entirely for adults	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%
Don't know	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Totals	99%	99%	101%	101%	99%	100%	99%	99%	100%	101%	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(561)	(186)	(222)	(153)	(239)	(188)	(229)	(168)	(107)	(114)	(133)	(182)	(132)

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3F. Child vs. Adult Activities — Lego

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	20%	26%	16%	4%	27%	21%	29%	17%	*	*	*
Mostly for children, but also for adults	36%	34%	37%	29%	35%	31%	51%	39%	*	*	*
Equally for children and adults	37%	35%	40%	54%	32%	42%	19%	39%	*	*	*
Mostly for adults, but also for children	1%	2%	1%	3%	1%	1%	1%	1%	*	*	*
Entirely for adults	2%	1%	2%	4%	1%	2%	0%	1%	*	*	*
Don't know	3%	2%	4%	6%	3%	4%	0%	3%	*	*	*
Totals	99%	100%	100%	100%	99%	101%	100%	100%	*	*	*
Unweighted N	(583)	(239)	(344)	(142)	(158)	(168)	(115)	(385)	(80)	(85)	(33)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	20%	23%	17%	21%	20%	17%	27%	16%	14%	21%	13%	21%	28%
Mostly for children, but also for adults	36%	30%	31%	46%	38%	42%	30%	41%	46%	28%	44%	33%	37%
Equally for children and adults	37%	44%	41%	28%	38%	36%	36%	37%	35%	38%	40%	41%	29%
Mostly for adults, but also for children	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%
Entirely for adults	2%	1%	1%	3%	1%	3%	1%	4%	0%	2%	0%	3%	1%
Don't know	3%	1%	7%	1%	1%	1%	4%	0%	3%	8%	0%	2%	4%
Totals	99%	101%	99%	100%	100%	100%	99%	100%	100%	99%	99%	101%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(583)	(197)	(222)	(164)	(236)	(207)	(231)	(169)	(122)	(104)	(134)	(200)	(145)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3G. Child vs. Adult Activities — Dressing up in costumes

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	14%	20%	8%	13%	10%	10%	22%	15%	*	*	*
Mostly for children, but also for adults	39%	38%	39%	27%	34%	38%	53%	42%	*	*	*
Equally for children and adults	42%	38%	46%	57%	43%	46%	25%	38%	*	*	*
Mostly for adults, but also for children	3%	2%	4%	3%	4%	4%	0%	3%	*	*	*
Entirely for adults	1%	1%	1%	0%	3%	1%	0%	0%	*	*	*
Don't know	2%	1%	2%	1%	6%	1%	0%	1%	*	*	*
Totals	101%	100%	100%	101%	100%	100%	100%	99%	*	*	*
Unweighted N	(551)	(237)	(314)	(133)	(139)	(163)	(116)	(356)	(63)	(86)	(46)

	Total	Party ID			2024 Vote		Family Income (3 category)				Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+		Northeast	Midwest	South	West
Entirely for children	14%	9%	13%	18%	10%	16%	12%	13%	16%	*	15%	15%	8%	
Mostly for children, but also for adults	39%	34%	37%	43%	37%	45%	37%	38%	47%	*	46%	36%	38%	
Equally for children and adults	42%	52%	43%	34%	49%	35%	44%	42%	35%	*	37%	44%	48%	
Mostly for adults, but also for children	3%	4%	1%	4%	3%	2%	1%	5%	1%	*	1%	1%	3%	
Entirely for adults	1%	1%	1%	2%	1%	2%	2%	1%	0%	*	0%	2%	1%	
Don't know	2%	0%	5%	0%	0%	1%	4%	0%	1%	*	0%	2%	2%	
Totals	101%	100%	100%	101%	100%	101%	100%	99%	100%	*	99%	100%	100%	

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(551)	(186)	(209)	(156)	(236)	(193)	(229)	(166)	(100)	(96)	(111)	(196)	(148)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3H. Child vs. Adult Activities — Harry Potter

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	12%	18%	6%	10%	16%	11%	10%	13%	*	*	*
Mostly for children, but also for adults	28%	26%	30%	21%	19%	31%	38%	31%	*	*	*
Equally for children and adults	45%	45%	45%	52%	43%	45%	42%	46%	*	*	*
Mostly for adults, but also for children	4%	2%	7%	9%	4%	3%	2%	4%	*	*	*
Entirely for adults	2%	2%	2%	2%	4%	1%	1%	1%	*	*	*
Don't know	9%	7%	11%	6%	14%	8%	6%	6%	*	*	*
Totals	100%	100%	101%	100%	100%	99%	99%	101%	*	*	*
Unweighted N	(563)	(235)	(328)	(129)	(160)	(168)	(106)	(373)	(68)	(79)	(43)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	12%	11%	12%	13%	9%	15%	15%	10%	11%	12%	8%	11%	20%
Mostly for children, but also for adults	28%	30%	25%	29%	34%	29%	20%	36%	37%	25%	33%	25%	30%
Equally for children and adults	45%	48%	45%	43%	45%	42%	52%	39%	39%	42%	47%	51%	35%
Mostly for adults, but also for children	4%	3%	3%	7%	3%	4%	2%	5%	6%	9%	3%	4%	2%
Entirely for adults	2%	1%	1%	4%	0%	4%	2%	2%	1%	1%	2%	2%	3%
Don't know	9%	8%	14%	3%	10%	6%	9%	7%	6%	12%	8%	7%	11%
Totals	100%	101%	100%	99%	101%	100%	100%	99%	100%	101%	101%	100%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(563)	(179)	(230)	(154)	(232)	(188)	(236)	(166)	(111)	(105)	(115)	(197)	(146)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3I. Child vs. Adult Activities — Disney films

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	11%	16%	7%	9%	12%	11%	13%	12%	*	*	*
Mostly for children, but also for adults	38%	41%	36%	34%	33%	38%	48%	41%	*	*	*
Equally for children and adults	43%	35%	50%	49%	42%	48%	33%	40%	*	*	*
Mostly for adults, but also for children	4%	5%	3%	9%	4%	1%	1%	4%	*	*	*
Entirely for adults	0%	1%	0%	0%	0%	1%	0%	0%	*	*	*
Don't know	3%	3%	4%	0%	9%	0%	5%	3%	*	*	*
Totals	99%	101%	100%	101%	100%	99%	100%	100%	*	*	*
Unweighted N	(590)	(225)	(365)	(151)	(155)	(164)	(120)	(402)	(66)	(85)	(37)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	11%	10%	11%	13%	6%	13%	14%	13%	6%	10%	10%	13%	11%
Mostly for children, but also for adults	38%	40%	33%	42%	45%	38%	33%	43%	49%	40%	42%	37%	35%
Equally for children and adults	43%	45%	49%	35%	46%	40%	47%	40%	33%	48%	40%	44%	42%
Mostly for adults, but also for children	4%	2%	3%	5%	2%	6%	2%	3%	9%	2%	5%	4%	3%
Entirely for adults	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%
Don't know	3%	4%	3%	3%	0%	3%	5%	1%	3%	1%	4%	2%	8%
Totals	99%	101%	99%	99%	99%	101%	101%	101%	100%	101%	101%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(590)	(210)	(221)	(159)	(247)	(201)	(239)	(168)	(118)	(108)	(132)	(212)	(138)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3J. Child vs. Adult Activities — Trading cards

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	11%	14%	8%	6%	9%	14%	11%	11%	*	*	*
Mostly for children, but also for adults	27%	25%	29%	12%	24%	28%	45%	28%	*	*	*
Equally for children and adults	45%	46%	45%	52%	45%	48%	35%	45%	*	*	*
Mostly for adults, but also for children	7%	6%	8%	11%	6%	6%	6%	7%	*	*	*
Entirely for adults	4%	4%	3%	11%	5%	0%	0%	3%	*	*	*
Don't know	6%	5%	7%	8%	11%	4%	3%	6%	*	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(572)	(235)	(337)	(139)	(155)	(167)	(111)	(382)	(76)	(83)	(31)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	11%	6%	9%	17%	7%	17%	13%	11%	8%	10%	10%	8%	16%
Mostly for children, but also for adults	27%	28%	24%	31%	32%	30%	28%	29%	28%	25%	26%	32%	22%
Equally for children and adults	45%	48%	50%	38%	47%	37%	46%	50%	35%	48%	51%	49%	31%
Mostly for adults, but also for children	7%	8%	5%	9%	8%	12%	4%	7%	15%	8%	5%	5%	12%
Entirely for adults	4%	4%	4%	2%	4%	3%	3%	2%	8%	2%	5%	1%	7%
Don't know	6%	6%	9%	2%	3%	2%	7%	2%	6%	7%	3%	5%	12%
Totals	100%	100%	101%	99%	101%	101%	101%	101%	100%	100%	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(572)	(191)	(224)	(157)	(248)	(191)	(234)	(176)	(115)	(118)	(126)	(191)	(137)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3K. Child vs. Adult Activities — Watching cartoons

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	10%	9%	10%	5%	9%	12%	11%	10%	*	*	*
Mostly for children, but also for adults	47%	43%	50%	36%	41%	44%	68%	50%	*	*	*
Equally for children and adults	40%	43%	38%	54%	46%	42%	19%	36%	*	*	*
Mostly for adults, but also for children	2%	3%	1%	6%	1%	1%	0%	2%	*	*	*
Entirely for adults	0%	0%	0%	0%	1%	1%	0%	0%	*	*	*
Don't know	1%	1%	1%	0%	1%	1%	1%	1%	*	*	*
Totals	100%	99%	100%	101%	99%	101%	99%	99%	*	*	*
Unweighted N	(577)	(241)	(336)	(143)	(148)	(168)	(118)	(382)	(86)	(76)	(33)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	10%	7%	7%	15%	8%	12%	8%	10%	12%	12%	6%	6%	18%
Mostly for children, but also for adults	47%	46%	41%	53%	54%	46%	43%	55%	52%	56%	38%	49%	44%
Equally for children and adults	40%	44%	47%	30%	34%	39%	46%	33%	31%	29%	49%	43%	36%
Mostly for adults, but also for children	2%	2%	3%	0%	2%	1%	2%	1%	6%	1%	5%	1%	1%
Entirely for adults	0%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%
Don't know	1%	1%	1%	0%	2%	0%	1%	1%	0%	2%	1%	1%	1%
Totals	100%	100%	99%	99%	100%	99%	101%	101%	101%	101%	99%	101%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(577)	(212)	(203)	(162)	(260)	(192)	(225)	(185)	(109)	(112)	(121)	(212)	(132)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3L. Child vs. Adult Activities — Being interested in dinosaurs

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	11%	15%	8%	12%	14%	10%	*	13%	*	*	*
Mostly for children, but also for adults	30%	23%	35%	25%	27%	26%	*	31%	*	*	*
Equally for children and adults	52%	56%	49%	55%	47%	58%	*	51%	*	*	*
Mostly for adults, but also for children	2%	2%	3%	4%	2%	1%	*	2%	*	*	*
Entirely for adults	1%	1%	2%	1%	3%	2%	*	1%	*	*	*
Don't know	4%	4%	4%	3%	6%	4%	*	2%	*	*	*
Totals	100%	101%	101%	100%	99%	101%	*	100%	*	*	*
Unweighted N	(541)	(219)	(322)	(138)	(150)	(155)	(98)	(361)	(67)	(82)	(31)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	11%	10%	9%	14%	6%	14%	13%	8%	*	*	15%	7%	12%
Mostly for children, but also for adults	30%	31%	25%	33%	32%	31%	24%	34%	*	*	29%	32%	25%
Equally for children and adults	52%	52%	58%	45%	56%	48%	55%	52%	*	*	52%	53%	51%
Mostly for adults, but also for children	2%	3%	2%	3%	2%	2%	3%	1%	*	*	0%	2%	5%
Entirely for adults	1%	0%	2%	2%	0%	2%	1%	3%	*	*	1%	2%	1%
Don't know	4%	4%	4%	3%	3%	4%	4%	1%	*	*	3%	3%	5%
Totals	100%	100%	100%	100%	99%	101%	100%	99%	*	*	100%	99%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(541)	(176)	(220)	(145)	(215)	(190)	(236)	(154)	(96)	(98)	(113)	(191)	(139)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3M. Child vs. Adult Activities — Making snowmen

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	10%	13%	7%	8%	12%	8%	13%	10%	*	*	*
Mostly for children, but also for adults	38%	36%	39%	32%	35%	35%	49%	39%	*	*	*
Equally for children and adults	47%	42%	51%	55%	38%	55%	37%	46%	*	*	*
Mostly for adults, but also for children	3%	4%	1%	2%	5%	2%	1%	1%	*	*	*
Entirely for adults	1%	1%	0%	0%	2%	0%	0%	0%	*	*	*
Don't know	2%	3%	2%	2%	8%	0%	0%	3%	*	*	*
Totals	101%	99%	100%	99%	100%	100%	100%	99%	*	*	*
Unweighted N	(559)	(244)	(315)	(134)	(151)	(158)	(116)	(374)	(77)	(75)	(33)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	10%	9%	10%	12%	10%	11%	9%	9%	*	*	12%	11%	8%
Mostly for children, but also for adults	38%	39%	39%	34%	43%	32%	37%	43%	*	*	46%	33%	29%
Equally for children and adults	47%	41%	50%	49%	43%	52%	46%	43%	*	*	39%	52%	48%
Mostly for adults, but also for children	3%	5%	0%	3%	2%	3%	2%	3%	*	*	1%	2%	6%
Entirely for adults	1%	0%	0%	2%	0%	2%	1%	0%	*	*	0%	1%	1%
Don't know	2%	6%	1%	1%	2%	1%	5%	1%	*	*	1%	0%	8%
Totals	101%	100%	100%	101%	100%	101%	100%	99%	*	*	99%	99%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(559)	(195)	(213)	(151)	(255)	(186)	(234)	(174)	(94)	(99)	(129)	(192)	(139)

YouGov Survey: Child and Adult Activities

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3N. Child vs. Adult Activities — Having birthday parties

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	10%	14%	5%	5%	10%	11%	11%	10%	*	*	*
Mostly for children, but also for adults	40%	40%	41%	37%	33%	41%	50%	48%	*	*	*
Equally for children and adults	45%	38%	51%	53%	43%	45%	39%	39%	*	*	*
Mostly for adults, but also for children	2%	2%	1%	2%	2%	2%	0%	0%	*	*	*
Entirely for adults	1%	1%	1%	1%	2%	1%	0%	0%	*	*	*
Don't know	3%	4%	2%	2%	8%	0%	0%	2%	*	*	*
Totals	101%	99%	101%	100%	98%	100%	100%	99%	*	*	*
Unweighted N	(563)	(238)	(325)	(128)	(158)	(164)	(113)	(367)	(76)	(85)	(35)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	10%	7%	6%	16%	7%	11%	10%	10%	8%	10%	8%	10%	10%
Mostly for children, but also for adults	40%	34%	40%	46%	40%	47%	35%	42%	54%	40%	47%	40%	34%
Equally for children and adults	45%	51%	49%	34%	50%	37%	47%	44%	37%	45%	43%	46%	44%
Mostly for adults, but also for children	2%	3%	1%	1%	3%	1%	2%	2%	1%	3%	0%	2%	1%
Entirely for adults	1%	0%	1%	1%	0%	2%	1%	1%	0%	1%	0%	1%	2%
Don't know	3%	4%	3%	1%	0%	1%	5%	0%	0%	1%	2%	1%	9%
Totals	101%	99%	100%	99%	100%	99%	100%	99%	100%	100%	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(563)	(192)	(222)	(149)	(242)	(188)	(232)	(173)	(105)	(101)	(115)	(208)	(139)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



30. Child vs. Adult Activities — Dungeons and Dragons (D&D)

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	10%	12%	7%	5%	7%	12%	*	9%	*	*	*
Mostly for children, but also for adults	15%	18%	13%	7%	14%	17%	*	12%	*	*	*
Equally for children and adults	33%	40%	27%	55%	29%	30%	*	34%	*	*	*
Mostly for adults, but also for children	17%	13%	21%	20%	23%	16%	*	19%	*	*	*
Entirely for adults	9%	6%	11%	2%	12%	11%	*	8%	*	*	*
Don't know	16%	11%	21%	10%	15%	15%	*	17%	*	*	*
Totals	100%	100%	100%	99%	100%	101%	*	99%	*	*	*
Unweighted N	(565)	(233)	(332)	(145)	(159)	(164)	(97)	(367)	(68)	(88)	(42)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	10%	5%	10%	13%	8%	12%	11%	8%	10%	13%	9%	7%	11%
Mostly for children, but also for adults	15%	16%	14%	15%	15%	17%	14%	18%	18%	11%	7%	19%	18%
Equally for children and adults	33%	31%	37%	32%	28%	28%	30%	35%	33%	48%	45%	27%	24%
Mostly for adults, but also for children	17%	17%	18%	16%	21%	15%	17%	20%	15%	13%	15%	21%	16%
Entirely for adults	9%	9%	6%	11%	8%	13%	9%	6%	8%	6%	7%	9%	12%
Don't know	16%	22%	15%	13%	20%	14%	18%	13%	18%	10%	17%	18%	19%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	102%	101%	100%	101%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(565)	(195)	(221)	(149)	(244)	(179)	(220)	(158)	(123)	(109)	(113)	(193)	(150)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3P. Child vs. Adult Activities — Star Wars

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	8%	10%	6%	8%	6%	10%	8%	7%	*	*	*
Mostly for children, but also for adults	13%	15%	12%	8%	11%	14%	20%	11%	*	*	*
Equally for children and adults	53%	57%	49%	62%	57%	53%	41%	58%	*	*	*
Mostly for adults, but also for children	16%	13%	20%	12%	12%	17%	22%	16%	*	*	*
Entirely for adults	3%	3%	4%	5%	6%	1%	3%	3%	*	*	*
Don't know	6%	3%	9%	5%	8%	5%	7%	5%	*	*	*
Totals	99%	101%	100%	100%	100%	100%	101%	100%	*	*	*
Unweighted N	(551)	(226)	(325)	(130)	(148)	(156)	(117)	(355)	(67)	(90)	(39)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	8%	8%	6%	11%	4%	3%	9%	10%	*	*	2%	9%	12%
Mostly for children, but also for adults	13%	19%	9%	12%	14%	14%	15%	14%	*	*	15%	14%	13%
Equally for children and adults	53%	51%	61%	47%	57%	47%	54%	48%	*	*	63%	49%	48%
Mostly for adults, but also for children	16%	16%	13%	20%	18%	24%	12%	21%	*	*	13%	19%	17%
Entirely for adults	3%	3%	1%	6%	3%	5%	4%	3%	*	*	2%	3%	5%
Don't know	6%	3%	10%	5%	4%	6%	7%	4%	*	*	6%	6%	6%
Totals	99%	100%	100%	101%	100%	99%	101%	100%	*	*	101%	100%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(551)	(205)	(204)	(142)	(245)	(173)	(225)	(177)	(91)	(96)	(131)	(189)	(135)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3Q. Child vs. Adult Activities — Ketchup on hot dogs

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	8%	7%	8%	3%	3%	9%	17%	8%	*	*	*
Mostly for children, but also for adults	9%	10%	9%	7%	8%	8%	15%	9%	*	*	*
Equally for children and adults	70%	66%	73%	82%	73%	66%	56%	68%	*	*	*
Mostly for adults, but also for children	5%	4%	5%	2%	2%	9%	3%	4%	*	*	*
Entirely for adults	1%	1%	0%	0%	1%	1%	0%	1%	*	*	*
Don't know	8%	13%	4%	5%	12%	7%	9%	11%	*	*	*
Totals	101%	101%	99%	99%	99%	100%	100%	101%	*	*	*
Unweighted N	(556)	(240)	(316)	(140)	(154)	(159)	(103)	(367)	(66)	(88)	(35)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	8%	8%	6%	9%	9%	7%	8%	9%	4%	13%	5%	6%	8%
Mostly for children, but also for adults	9%	11%	5%	12%	12%	11%	10%	10%	10%	8%	10%	9%	10%
Equally for children and adults	70%	66%	76%	66%	70%	73%	67%	68%	74%	64%	70%	71%	71%
Mostly for adults, but also for children	5%	3%	2%	8%	2%	3%	5%	5%	4%	3%	2%	8%	2%
Entirely for adults	1%	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	0%
Don't know	8%	11%	11%	3%	6%	6%	10%	7%	8%	12%	14%	4%	10%
Totals	101%	100%	100%	99%	100%	100%	101%	99%	100%	100%	101%	99%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(556)	(195)	(216)	(145)	(248)	(183)	(206)	(195)	(103)	(111)	(107)	(198)	(140)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3R. Child vs. Adult Activities — Comic books

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	7%	8%	7%	5%	6%	9%	9%	10%	*	*	*
Mostly for children, but also for adults	29%	31%	28%	23%	21%	30%	44%	29%	*	*	*
Equally for children and adults	53%	52%	54%	61%	59%	51%	41%	51%	*	*	*
Mostly for adults, but also for children	6%	4%	8%	10%	6%	5%	4%	7%	*	*	*
Entirely for adults	1%	1%	1%	0%	1%	3%	0%	1%	*	*	*
Don't know	3%	3%	3%	1%	7%	2%	2%	3%	*	*	*
Totals	99%	99%	101%	100%	100%	100%	100%	101%	*	*	*
Unweighted N	(556)	(239)	(317)	(139)	(152)	(160)	(105)	(354)	(79)	(86)	(37)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	7%	6%	4%	14%	5%	10%	7%	7%	7%	7%	5%	6%	13%
Mostly for children, but also for adults	29%	30%	24%	34%	27%	38%	26%	29%	40%	34%	32%	28%	23%
Equally for children and adults	53%	51%	64%	44%	56%	44%	55%	55%	47%	56%	56%	51%	52%
Mostly for adults, but also for children	6%	7%	7%	6%	7%	5%	7%	7%	5%	3%	5%	10%	6%
Entirely for adults	1%	1%	0%	3%	1%	3%	0%	2%	0%	0%	0%	3%	1%
Don't know	3%	6%	2%	0%	4%	0%	5%	1%	1%	0%	3%	3%	6%
Totals	99%	101%	101%	101%	100%	100%	100%	101%	100%	100%	101%	101%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(556)	(193)	(222)	(141)	(244)	(179)	(229)	(160)	(116)	(109)	(123)	(183)	(141)

YouGov Survey: Child and Adult Activities

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3S. Child vs. Adult Activities — Video games

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	6%	9%	4%	2%	10%	6%	8%	6%	*	*	*
Mostly for children, but also for adults	18%	19%	18%	10%	19%	21%	25%	18%	*	*	*
Equally for children and adults	64%	65%	62%	75%	58%	65%	55%	64%	*	*	*
Mostly for adults, but also for children	9%	6%	12%	12%	8%	6%	9%	9%	*	*	*
Entirely for adults	1%	0%	1%	1%	1%	0%	1%	0%	*	*	*
Don't know	2%	1%	3%	0%	5%	2%	3%	2%	*	*	*
Totals	100%	100%	100%	100%	101%	100%	101%	99%	*	*	*
Unweighted N	(581)	(253)	(328)	(145)	(157)	(164)	(115)	(388)	(78)	(79)	(36)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	6%	4%	6%	8%	2%	6%	8%	5%	6%	5%	5%	7%	8%
Mostly for children, but also for adults	18%	22%	14%	21%	24%	26%	17%	16%	30%	17%	20%	19%	18%
Equally for children and adults	64%	66%	69%	54%	64%	59%	64%	64%	61%	60%	63%	67%	64%
Mostly for adults, but also for children	9%	5%	7%	15%	5%	8%	9%	12%	1%	17%	8%	6%	7%
Entirely for adults	1%	0%	0%	2%	0%	2%	1%	0%	1%	0%	1%	0%	1%
Don't know	2%	3%	3%	0%	4%	0%	1%	2%	1%	1%	3%	2%	2%
Totals	100%	100%	99%	100%	99%	101%	100%	99%	100%	100%	100%	101%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(581)	(197)	(239)	(145)	(238)	(198)	(225)	(176)	(118)	(106)	(151)	(187)	(137)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3T. Child vs. Adult Activities — Lord of the Rings

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	6%	10%	3%	3%	4%	9%	8%	7%	*	*	*
Mostly for children, but also for adults	12%	14%	10%	10%	10%	10%	17%	12%	*	*	*
Equally for children and adults	38%	44%	33%	44%	41%	40%	29%	38%	*	*	*
Mostly for adults, but also for children	22%	16%	28%	19%	24%	24%	21%	24%	*	*	*
Entirely for adults	10%	8%	11%	15%	13%	7%	5%	7%	*	*	*
Don't know	12%	8%	16%	8%	9%	11%	20%	11%	*	*	*
Totals	100%	100%	101%	99%	101%	101%	100%	99%	*	*	*
Unweighted N	(590)	(252)	(338)	(146)	(163)	(149)	(132)	(407)	(75)	(77)	(31)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	6%	4%	7%	7%	4%	6%	4%	8%	4%	4%	3%	7%	8%
Mostly for children, but also for adults	12%	13%	10%	13%	8%	14%	10%	12%	21%	14%	18%	8%	11%
Equally for children and adults	38%	36%	42%	37%	35%	34%	41%	38%	31%	45%	34%	41%	32%
Mostly for adults, but also for children	22%	21%	22%	22%	28%	24%	18%	29%	23%	24%	21%	19%	26%
Entirely for adults	10%	13%	7%	10%	11%	11%	12%	5%	7%	4%	8%	12%	11%
Don't know	12%	14%	11%	12%	13%	11%	15%	8%	14%	11%	15%	12%	11%
Totals	100%	101%	99%	101%	99%	100%	100%	100%	100%	102%	99%	99%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(590)	(188)	(220)	(182)	(236)	(210)	(232)	(169)	(126)	(105)	(126)	(211)	(148)

YouGov Survey: Child and Adult Activities

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3U. Child vs. Adult Activities — Eating sweets

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	5%	5%	6%	12%	4%	5%	2%	4%	*	*	*
Mostly for children, but also for adults	18%	24%	13%	11%	18%	24%	18%	17%	*	*	*
Equally for children and adults	71%	67%	74%	70%	71%	67%	76%	75%	*	*	*
Mostly for adults, but also for children	2%	3%	2%	2%	2%	3%	3%	2%	*	*	*
Entirely for adults	1%	1%	2%	4%	1%	1%	0%	1%	*	*	*
Don't know	2%	1%	3%	1%	5%	1%	1%	1%	*	*	*
Totals	99%	101%	100%	100%	101%	101%	100%	100%	*	*	*
Unweighted N	(588)	(241)	(347)	(139)	(162)	(170)	(117)	(387)	(70)	(90)	(41)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	5%	6%	4%	6%	2%	6%	6%	4%	4%	9%	3%	2%	11%
Mostly for children, but also for adults	18%	20%	19%	16%	22%	18%	16%	15%	28%	16%	15%	16%	29%
Equally for children and adults	71%	70%	71%	71%	73%	69%	72%	73%	67%	72%	75%	77%	52%
Mostly for adults, but also for children	2%	2%	2%	4%	2%	4%	3%	3%	0%	1%	3%	2%	3%
Entirely for adults	1%	0%	0%	3%	0%	3%	1%	3%	0%	0%	0%	2%	2%
Don't know	2%	1%	4%	0%	2%	0%	2%	1%	1%	1%	4%	1%	3%
Totals	99%	99%	100%	100%	101%	100%	100%	99%	100%	99%	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(588)	(197)	(238)	(153)	(245)	(205)	(231)	(175)	(124)	(110)	(134)	(202)	(142)

YouGov Survey: Child and Adult Activities

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3V. Child vs. Adult Activities — Receiving birthday presents

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	5%	7%	3%	1%	2%	5%	10%	5%	*	*	*
Mostly for children, but also for adults	25%	26%	25%	18%	24%	24%	35%	30%	*	*	*
Equally for children and adults	66%	63%	69%	74%	69%	67%	54%	62%	*	*	*
Mostly for adults, but also for children	1%	1%	1%	1%	1%	2%	0%	0%	*	*	*
Entirely for adults	2%	3%	0%	5%	0%	3%	0%	3%	*	*	*
Don't know	1%	0%	2%	1%	3%	0%	1%	0%	*	*	*
Totals	100%	100%	100%	100%	99%	101%	100%	100%	*	*	*
Unweighted N	(558)	(233)	(325)	(130)	(159)	(156)	(113)	(364)	(69)	(84)	(41)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	5%	3%	4%	7%	4%	3%	4%	7%	2%	*	4%	4%	9%
Mostly for children, but also for adults	25%	28%	20%	31%	34%	34%	20%	29%	34%	*	29%	26%	26%
Equally for children and adults	66%	66%	70%	60%	59%	62%	70%	62%	59%	*	62%	69%	55%
Mostly for adults, but also for children	1%	3%	0%	1%	3%	0%	2%	1%	0%	*	1%	0%	2%
Entirely for adults	2%	0%	4%	1%	0%	1%	2%	1%	4%	*	3%	0%	5%
Don't know	1%	0%	2%	0%	0%	0%	2%	0%	0%	*	1%	1%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	*	100%	100%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(558)	(186)	(223)	(149)	(233)	(179)	(226)	(152)	(130)	(86)	(128)	(202)	(142)

YouGov Survey: Child and Adult Activities

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3W. Child vs. Adult Activities — Model train sets

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	5%	5%	5%	4%	10%	4%	3%	3%	*	*	*
Mostly for children, but also for adults	28%	22%	33%	22%	18%	25%	47%	30%	*	*	*
Equally for children and adults	46%	51%	41%	50%	53%	48%	30%	44%	*	*	*
Mostly for adults, but also for children	14%	17%	12%	15%	9%	18%	16%	18%	*	*	*
Entirely for adults	1%	1%	2%	4%	1%	1%	0%	0%	*	*	*
Don't know	6%	5%	6%	4%	10%	4%	4%	5%	*	*	*
Totals	100%	101%	99%	99%	101%	100%	100%	100%	*	*	*
Unweighted N	(548)	(219)	(329)	(137)	(147)	(162)	(102)	(365)	(64)	(76)	(43)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	5%	3%	6%	6%	3%	7%	5%	5%	*	4%	2%	4%	12%
Mostly for children, but also for adults	28%	29%	17%	37%	26%	31%	28%	32%	*	34%	23%	30%	24%
Equally for children and adults	46%	49%	50%	39%	49%	44%	45%	46%	*	32%	59%	47%	42%
Mostly for adults, but also for children	14%	12%	17%	14%	15%	14%	13%	14%	*	18%	13%	13%	14%
Entirely for adults	1%	1%	3%	1%	0%	1%	2%	1%	*	3%	1%	0%	3%
Don't know	6%	6%	7%	3%	6%	3%	7%	2%	*	8%	3%	6%	5%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	*	99%	101%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(548)	(188)	(208)	(152)	(234)	(178)	(233)	(173)	(88)	(102)	(127)	(190)	(129)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3X. Child vs. Adult Activities — Riding amusement park rides

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	5%	8%	2%	3%	2%	5%	10%	6%	*	*	*
Mostly for children, but also for adults	23%	25%	21%	14%	21%	20%	37%	24%	*	*	*
Equally for children and adults	64%	60%	68%	73%	62%	69%	50%	66%	*	*	*
Mostly for adults, but also for children	5%	6%	4%	7%	6%	5%	1%	2%	*	*	*
Entirely for adults	1%	1%	2%	2%	3%	1%	0%	1%	*	*	*
Don't know	2%	1%	3%	1%	6%	0%	3%	2%	*	*	*
Totals	100%	101%	100%	100%	100%	100%	101%	101%	*	*	*
Unweighted N	(542)	(236)	(306)	(129)	(140)	(163)	(110)	(361)	(73)	(69)	(39)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	5%	1%	1%	11%	2%	2%	5%	7%	3%	5%	2%	4%	9%
Mostly for children, but also for adults	23%	23%	23%	23%	28%	29%	20%	28%	28%	22%	31%	19%	23%
Equally for children and adults	64%	65%	67%	60%	65%	63%	66%	57%	67%	65%	60%	69%	59%
Mostly for adults, but also for children	5%	7%	5%	3%	3%	4%	6%	6%	1%	4%	3%	5%	7%
Entirely for adults	1%	2%	0%	2%	1%	2%	1%	1%	2%	3%	1%	1%	1%
Don't know	2%	2%	3%	2%	1%	0%	2%	2%	0%	2%	4%	2%	1%
Totals	100%	100%	99%	101%	100%	100%	100%	101%	101%	101%	101%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(542)	(191)	(195)	(156)	(237)	(185)	(216)	(179)	(102)	(103)	(120)	(182)	(137)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3Y. Child vs. Adult Activities — Crying

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	5%	7%	3%	4%	5%	2%	7%	6%	*	*	*
Mostly for children, but also for adults	21%	22%	19%	26%	14%	12%	34%	22%	*	*	*
Equally for children and adults	70%	65%	75%	67%	70%	85%	55%	68%	*	*	*
Mostly for adults, but also for children	1%	2%	1%	1%	0%	0%	3%	1%	*	*	*
Entirely for adults	0%	0%	0%	0%	0%	0%	0%	0%	*	*	*
Don't know	3%	4%	3%	2%	11%	1%	0%	3%	*	*	*
Totals	100%	100%	101%	100%	100%	100%	99%	100%	*	*	*
Unweighted N	(556)	(220)	(336)	(136)	(153)	(157)	(110)	(369)	(74)	(78)	(35)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	5%	2%	3%	9%	2%	5%	3%	7%	6%	7%	2%	6%	4%
Mostly for children, but also for adults	21%	21%	18%	23%	22%	29%	16%	23%	33%	19%	21%	16%	29%
Equally for children and adults	70%	70%	74%	66%	72%	64%	73%	68%	60%	69%	76%	75%	58%
Mostly for adults, but also for children	1%	2%	2%	0%	2%	1%	1%	2%	0%	4%	1%	1%	0%
Entirely for adults	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	6%	3%	1%	2%	0%	7%	0%	0%	2%	0%	3%	9%
Totals	100%	101%	100%	99%	100%	99%	100%	100%	99%	101%	100%	101%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(556)	(200)	(225)	(131)	(251)	(169)	(210)	(175)	(107)	(106)	(118)	(190)	(142)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3Z. Child vs. Adult Activities — Visiting theme parks

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	4%	4%	4%	4%	2%	4%	6%	5%	*	*	*
Mostly for children, but also for adults	25%	28%	22%	12%	18%	25%	46%	28%	*	*	*
Equally for children and adults	63%	59%	68%	77%	61%	67%	47%	63%	*	*	*
Mostly for adults, but also for children	5%	6%	3%	6%	9%	3%	1%	3%	*	*	*
Entirely for adults	1%	1%	0%	0%	2%	1%	0%	0%	*	*	*
Don't know	2%	1%	3%	0%	8%	0%	0%	1%	*	*	*
Totals	100%	99%	100%	99%	100%	100%	100%	100%	*	*	*
Unweighted N	(568)	(247)	(321)	(129)	(158)	(172)	(109)	(360)	(79)	(88)	(41)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	4%	4%	4%	5%	2%	5%	5%	4%	3%	3%	4%	3%	6%
Mostly for children, but also for adults	25%	24%	20%	33%	31%	33%	17%	38%	31%	14%	28%	24%	33%
Equally for children and adults	63%	67%	66%	57%	63%	57%	68%	56%	57%	76%	59%	67%	51%
Mostly for adults, but also for children	5%	3%	7%	3%	3%	3%	5%	1%	8%	4%	6%	4%	4%
Entirely for adults	1%	1%	0%	2%	0%	2%	1%	1%	1%	1%	0%	1%	2%
Don't know	2%	2%	4%	0%	1%	0%	3%	0%	0%	1%	2%	1%	3%
Totals	100%	101%	101%	100%	100%	100%	99%	100%	100%	99%	99%	100%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(568)	(205)	(219)	(144)	(256)	(177)	(239)	(158)	(121)	(105)	(131)	(182)	(150)

YouGov Survey: Child and Adult Activities

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3AA. Child vs. Adult Activities — Summer vacation

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	4%	3%	4%	5%	8%	1%	1%	4%	*	*	*
Mostly for children, but also for adults	12%	13%	12%	9%	16%	12%	13%	16%	*	*	*
Equally for children and adults	71%	70%	72%	76%	64%	75%	67%	67%	*	*	*
Mostly for adults, but also for children	10%	11%	9%	8%	7%	8%	17%	11%	*	*	*
Entirely for adults	1%	1%	2%	2%	3%	1%	0%	1%	*	*	*
Don't know	1%	1%	2%	0%	2%	2%	1%	1%	*	*	*
Totals	99%	99%	101%	100%	100%	99%	99%	100%	*	*	*
Unweighted N	(574)	(265)	(309)	(138)	(150)	(169)	(117)	(386)	(70)	(76)	(42)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	4%	4%	4%	4%	3%	5%	4%	2%	4%	1%	5%	3%	5%
Mostly for children, but also for adults	12%	18%	9%	12%	18%	13%	11%	11%	19%	8%	10%	15%	14%
Equally for children and adults	71%	68%	77%	68%	66%	69%	73%	72%	62%	74%	69%	73%	67%
Mostly for adults, but also for children	10%	8%	6%	16%	9%	10%	8%	13%	14%	15%	11%	7%	11%
Entirely for adults	1%	2%	2%	1%	2%	1%	3%	0%	1%	0%	3%	1%	2%
Don't know	1%	1%	3%	0%	2%	1%	1%	1%	0%	0%	3%	2%	0%
Totals	99%	101%	101%	101%	100%	99%	100%	99%	100%	98%	101%	101%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(574)	(193)	(227)	(154)	(239)	(184)	(233)	(172)	(111)	(117)	(113)	(208)	(136)

YouGov Survey: Child and Adult Activities

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3AB. Child vs. Adult Activities — Arts & crafts

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	3%	6%	0%	4%	2%	4%	2%	3%	*	*	*
Mostly for children, but also for adults	11%	13%	9%	12%	10%	13%	6%	11%	*	*	*
Equally for children and adults	75%	68%	82%	77%	73%	76%	75%	74%	*	*	*
Mostly for adults, but also for children	6%	7%	6%	5%	4%	3%	14%	7%	*	*	*
Entirely for adults	2%	4%	1%	0%	2%	4%	2%	2%	*	*	*
Don't know	2%	3%	2%	1%	8%	1%	0%	2%	*	*	*
Totals	99%	101%	100%	99%	99%	101%	99%	99%	*	*	*
Unweighted N	(561)	(240)	(321)	(143)	(156)	(148)	(114)	(376)	(80)	(72)	(33)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	3%	2%	2%	5%	1%	3%	5%	2%	3%	*	5%	0%	6%
Mostly for children, but also for adults	11%	11%	9%	13%	9%	14%	6%	11%	21%	*	11%	9%	6%
Equally for children and adults	75%	74%	82%	68%	80%	67%	75%	77%	69%	*	77%	78%	72%
Mostly for adults, but also for children	6%	7%	4%	8%	7%	11%	6%	7%	7%	*	5%	7%	7%
Entirely for adults	2%	2%	0%	5%	2%	5%	3%	4%	1%	*	0%	4%	1%
Don't know	2%	5%	3%	0%	1%	0%	5%	0%	1%	*	2%	1%	6%
Totals	99%	101%	100%	99%	100%	100%	100%	101%	102%	*	100%	99%	98%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(561)	(189)	(219)	(153)	(241)	(196)	(236)	(155)	(109)	(97)	(119)	(202)	(143)

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3AC. Child vs. Adult Activities — Musical instrument lessons

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	3%	5%	2%	1%	1%	6%	3%	3%	*	*	*
Mostly for children, but also for adults	26%	25%	26%	16%	18%	23%	45%	29%	*	*	*
Equally for children and adults	62%	59%	64%	70%	64%	64%	48%	60%	*	*	*
Mostly for adults, but also for children	6%	7%	4%	11%	6%	5%	1%	4%	*	*	*
Entirely for adults	0%	0%	0%	0%	0%	1%	0%	0%	*	*	*
Don't know	4%	4%	4%	2%	11%	1%	2%	4%	*	*	*
Totals	101%	100%	100%	100%	100%	100%	99%	100%	*	*	*
Unweighted N	(554)	(229)	(325)	(136)	(156)	(144)	(118)	(345)	(78)	(89)	(42)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	3%	2%	4%	3%	2%	2%	5%	2%	*	5%	1%	1%	6%
Mostly for children, but also for adults	26%	30%	16%	34%	28%	31%	26%	24%	*	27%	30%	25%	23%
Equally for children and adults	62%	57%	71%	54%	64%	58%	60%	65%	*	64%	58%	67%	55%
Mostly for adults, but also for children	6%	5%	5%	7%	4%	8%	3%	6%	*	2%	9%	5%	7%
Entirely for adults	0%	1%	0%	0%	0%	0%	0%	0%	*	1%	0%	0%	0%
Don't know	4%	5%	4%	2%	1%	1%	6%	3%	*	2%	2%	2%	10%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	*	101%	100%	100%	101%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(554)	(194)	(224)	(136)	(238)	(176)	(238)	(167)	(92)	(101)	(114)	(188)	(151)

YouGov Survey: Child and Adult Activities

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3AD. Child vs. Adult Activities — Eating ice cream

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	3%	3%	2%	4%	2%	4%	1%	3%	*	*	*
Mostly for children, but also for adults	6%	6%	5%	8%	5%	8%	2%	6%	*	*	*
Equally for children and adults	87%	86%	88%	81%	85%	86%	96%	88%	*	*	*
Mostly for adults, but also for children	3%	4%	2%	3%	5%	2%	0%	2%	*	*	*
Entirely for adults	1%	0%	1%	3%	0%	0%	0%	1%	*	*	*
Don't know	2%	1%	3%	2%	4%	0%	1%	1%	*	*	*
Totals	102%	100%	101%	101%	101%	100%	100%	101%	*	*	*
Unweighted N	(555)	(229)	(326)	(135)	(157)	(155)	(108)	(360)	(76)	(89)	(30)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	3%	0%	2%	6%	1%	2%	3%	1%	5%	5%	0%	1%	6%
Mostly for children, but also for adults	6%	5%	5%	8%	4%	8%	5%	5%	9%	4%	7%	7%	4%
Equally for children and adults	87%	89%	89%	82%	92%	86%	85%	90%	84%	86%	90%	88%	83%
Mostly for adults, but also for children	3%	5%	1%	2%	2%	2%	4%	2%	2%	1%	2%	2%	5%
Entirely for adults	1%	0%	0%	2%	0%	2%	0%	2%	0%	0%	0%	1%	0%
Don't know	2%	1%	3%	0%	1%	0%	3%	1%	0%	4%	1%	1%	2%
Totals	102%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(555)	(191)	(219)	(145)	(229)	(183)	(229)	(169)	(107)	(100)	(113)	(206)	(136)

YouGov Survey: Child and Adult Activities

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3AE. Child vs. Adult Activities — Playing sports recreationally

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	2%	3%	2%	0%	4%	4%	1%	3%	*	*	*
Mostly for children, but also for adults	14%	13%	14%	11%	13%	12%	19%	15%	*	*	*
Equally for children and adults	73%	71%	75%	77%	61%	79%	72%	72%	*	*	*
Mostly for adults, but also for children	6%	7%	5%	5%	11%	2%	7%	6%	*	*	*
Entirely for adults	2%	1%	3%	4%	2%	1%	2%	1%	*	*	*
Don't know	3%	5%	2%	3%	8%	2%	0%	3%	*	*	*
Totals	100%	100%	101%	100%	99%	100%	101%	100%	*	*	*
Unweighted N	(571)	(227)	(344)	(145)	(149)	(169)	(108)	(377)	(74)	(78)	(42)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	2%	2%	2%	3%	1%	1%	4%	2%	0%	0%	1%	3%	5%
Mostly for children, but also for adults	14%	13%	12%	17%	15%	19%	12%	13%	19%	10%	19%	15%	10%
Equally for children and adults	73%	73%	76%	69%	78%	69%	73%	75%	69%	83%	74%	72%	65%
Mostly for adults, but also for children	6%	4%	4%	10%	5%	7%	7%	6%	6%	3%	5%	7%	9%
Entirely for adults	2%	3%	1%	2%	0%	3%	1%	2%	5%	1%	1%	2%	3%
Don't know	3%	5%	4%	0%	2%	1%	4%	1%	0%	3%	0%	2%	10%
Totals	100%	100%	99%	101%	101%	100%	101%	99%	99%	100%	100%	101%	102%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(571)	(187)	(238)	(146)	(243)	(186)	(227)	(173)	(119)	(112)	(126)	(197)	(136)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3AF. Child vs. Adult Activities — Calling someone your best friend

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	2%	2%	3%	4%	4%	1%	*	1%	*	*	*
Mostly for children, but also for adults	14%	17%	12%	7%	19%	15%	*	15%	*	*	*
Equally for children and adults	71%	69%	73%	76%	60%	78%	*	74%	*	*	*
Mostly for adults, but also for children	5%	3%	6%	5%	2%	3%	*	5%	*	*	*
Entirely for adults	3%	3%	3%	5%	4%	2%	*	2%	*	*	*
Don't know	4%	6%	3%	2%	11%	1%	*	4%	*	*	*
Totals	99%	100%	100%	99%	100%	100%	*	101%	*	*	*
Unweighted N	(558)	(242)	(316)	(150)	(153)	(156)	(99)	(357)	(79)	(83)	(39)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	2%	1%	4%	2%	2%	2%	5%	2%	0%	6%	1%	3%	2%
Mostly for children, but also for adults	14%	14%	11%	20%	14%	16%	12%	16%	16%	15%	12%	17%	12%
Equally for children and adults	71%	74%	73%	66%	75%	72%	71%	74%	74%	61%	79%	71%	71%
Mostly for adults, but also for children	5%	3%	5%	6%	4%	5%	4%	4%	8%	10%	2%	5%	3%
Entirely for adults	3%	1%	2%	6%	1%	4%	3%	3%	1%	5%	2%	3%	2%
Don't know	4%	6%	6%	0%	3%	0%	6%	2%	0%	4%	4%	2%	9%
Totals	99%	99%	101%	100%	99%	99%	101%	101%	99%	101%	100%	101%	99%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(558)	(187)	(229)	(142)	(236)	(184)	(224)	(172)	(105)	(101)	(118)	(204)	(135)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3AG. Child vs. Adult Activities — Board games

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	2%	3%	1%	2%	2%	3%	1%	1%	*	*	*
Mostly for children, but also for adults	10%	13%	7%	5%	11%	6%	20%	12%	*	*	*
Equally for children and adults	74%	72%	77%	82%	68%	81%	66%	76%	*	*	*
Mostly for adults, but also for children	8%	6%	11%	9%	7%	8%	10%	6%	*	*	*
Entirely for adults	2%	2%	1%	1%	3%	1%	2%	1%	*	*	*
Don't know	3%	4%	2%	2%	9%	1%	1%	3%	*	*	*
Totals	99%	100%	99%	101%	100%	100%	100%	99%	*	*	*
Unweighted N	(548)	(226)	(322)	(122)	(160)	(152)	(114)	(364)	(71)	(79)	(34)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	2%	2%	3%	2%	3%	3%	3%	1%	1%	6%	2%	0%	2%
Mostly for children, but also for adults	10%	12%	4%	15%	12%	11%	10%	15%	9%	15%	11%	10%	6%
Equally for children and adults	74%	68%	81%	74%	71%	74%	73%	72%	76%	69%	80%	78%	66%
Mostly for adults, but also for children	8%	12%	7%	7%	12%	8%	7%	10%	12%	5%	5%	8%	15%
Entirely for adults	2%	2%	2%	1%	3%	3%	2%	2%	1%	3%	1%	2%	2%
Don't know	3%	4%	4%	1%	1%	1%	6%	0%	0%	2%	2%	1%	9%
Totals	99%	100%	101%	100%	102%	100%	101%	100%	99%	100%	101%	99%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(548)	(189)	(203)	(156)	(237)	(194)	(214)	(176)	(118)	(115)	(112)	(189)	(132)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3AH. Child vs. Adult Activities — Swimming

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	2%	3%	1%	2%	0%	3%	2%	2%	*	*	*
Mostly for children, but also for adults	6%	8%	5%	13%	8%	2%	4%	6%	*	*	*
Equally for children and adults	82%	79%	85%	77%	75%	90%	86%	84%	*	*	*
Mostly for adults, but also for children	6%	8%	4%	3%	10%	4%	7%	5%	*	*	*
Entirely for adults	2%	1%	2%	4%	3%	0%	1%	2%	*	*	*
Don't know	2%	1%	2%	0%	4%	1%	1%	1%	*	*	*
Totals	100%	100%	99%	99%	100%	100%	101%	100%	*	*	*
Unweighted N	(544)	(228)	(316)	(130)	(155)	(145)	(114)	(373)	(61)	(79)	(31)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	2%	0%	1%	3%	0%	0%	5%	0%	0%	0%	2%	1%	5%
Mostly for children, but also for adults	6%	6%	10%	4%	6%	2%	5%	6%	12%	10%	6%	5%	6%
Equally for children and adults	82%	85%	78%	84%	88%	86%	83%	82%	83%	79%	87%	85%	75%
Mostly for adults, but also for children	6%	7%	7%	4%	4%	8%	4%	9%	4%	10%	2%	4%	10%
Entirely for adults	2%	1%	1%	4%	0%	4%	2%	3%	2%	0%	0%	3%	4%
Don't know	2%	2%	3%	0%	1%	0%	1%	1%	0%	2%	2%	2%	0%
Totals	100%	101%	100%	99%	99%	100%	100%	101%	101%	101%	99%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(544)	(178)	(211)	(155)	(228)	(187)	(209)	(176)	(107)	(113)	(118)	(180)	(133)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3AI. Child vs. Adult Activities — Collecting things

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	1%	1%	2%	3%	1%	0%	1%	2%	*	*	*
Mostly for children, but also for adults	5%	6%	4%	6%	4%	7%	3%	4%	*	*	*
Equally for children and adults	67%	62%	72%	75%	70%	74%	47%	68%	*	*	*
Mostly for adults, but also for children	20%	25%	16%	6%	17%	16%	42%	21%	*	*	*
Entirely for adults	3%	4%	2%	7%	3%	1%	2%	3%	*	*	*
Don't know	3%	2%	4%	3%	4%	2%	4%	2%	*	*	*
Totals	99%	100%	100%	100%	99%	100%	99%	100%	*	*	*
Unweighted N	(549)	(229)	(320)	(129)	(139)	(169)	(112)	(348)	(77)	(85)	(39)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	1%	3%	0%	1%	1%	0%	1%	2%	*	0%	0%	2%	2%
Mostly for children, but also for adults	5%	5%	7%	4%	5%	6%	5%	4%	*	6%	4%	5%	6%
Equally for children and adults	67%	65%	72%	63%	64%	67%	68%	68%	*	69%	69%	66%	65%
Mostly for adults, but also for children	20%	21%	15%	27%	22%	23%	18%	22%	*	20%	15%	25%	19%
Entirely for adults	3%	2%	4%	3%	2%	3%	4%	1%	*	2%	7%	1%	3%
Don't know	3%	5%	2%	3%	5%	1%	4%	2%	*	4%	5%	1%	5%
Totals	99%	101%	100%	101%	99%	100%	100%	99%	*	101%	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(549)	(192)	(216)	(141)	(240)	(186)	(221)	(175)	(98)	(107)	(119)	(185)	(138)

YouGov Survey: Child and Adult Activities

September 8 - 11, 2025 - 2258 U.S. adult citizens



3AJ. Child vs. Adult Activities — Following sports

Do you see the following as more for children, more for adults, or equally for children and adults?

Respondents were asked about 18 of the 36 items

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Entirely for children	0%	0%	0%	1%	0%	0%	0%	0%	*	*	*
Mostly for children, but also for adults	3%	3%	2%	2%	2%	3%	3%	3%	*	*	*
Equally for children and adults	46%	46%	46%	59%	37%	46%	44%	45%	*	*	*
Mostly for adults, but also for children	37%	35%	39%	23%	36%	40%	49%	39%	*	*	*
Entirely for adults	8%	10%	7%	10%	13%	7%	3%	6%	*	*	*
Don't know	6%	6%	5%	6%	10%	4%	1%	6%	*	*	*
Totals	100%	100%	99%	101%	98%	100%	100%	99%	*	*	*
Unweighted N	(559)	(216)	(343)	(130)	(152)	(166)	(111)	(375)	(74)	(82)	(28)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Entirely for children	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Mostly for children, but also for adults	3%	3%	2%	3%	3%	3%	2%	4%	3%	2%	3%	2%	4%
Equally for children and adults	46%	49%	50%	40%	49%	46%	43%	46%	40%	54%	42%	49%	38%
Mostly for adults, but also for children	37%	34%	29%	48%	40%	40%	35%	37%	54%	33%	41%	34%	41%
Entirely for adults	8%	7%	11%	7%	5%	8%	10%	10%	3%	7%	8%	10%	7%
Don't know	6%	6%	8%	2%	2%	3%	9%	3%	0%	3%	6%	5%	9%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(559)	(192)	(213)	(154)	(250)	(190)	(223)	(173)	(106)	(109)	(115)	(196)	(139)

YouGov Survey: Child and Adult Activities
September 8 - 11, 2025 - 2258 U.S. adult citizens



Interviewing Dates	September 8 - 10, 2025 September 9 - 11, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.572, with a mean of one and a standard deviation of 0.899.
Number of respondents	2258
Margin of error	± 2.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	64 questions not reported.