

# YouGov Survey: Childhood Mementos



Sample 1162 U.S. adult citizens  
 Conducted May 3 - 6, 2024  
 Margin of Error ±3.7%

1. Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	I do have this	I do not have this	Don't know
Their baby teeth	29%	67%	5%
A lock of their hair	35%	58%	7%
Their baby clothes	35%	60%	5%
Their toys	45%	51%	3%
Their report cards	57%	39%	4%
Photos of them as a child	95%	5%	0%
Their art	74%	25%	1%
A print or cast of their handprints or footprints	46%	47%	7%
Videos of them as a child	57%	38%	5%
Awards or certificates they received	70%	28%	2%
Cards or letters they received	55%	39%	6%
School yearbooks	48%	49%	3%

2. Compared to what you have kept from the childhood of your children who are 18 or older, do you wish you had kept...?

*Among parents of children who are 18 or older*

More	35%
About the same amount	49%
Less	6%
Not sure	9%

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<b>Interviewing Dates</b>	May 3 - 6, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.075 to 6.524, with a mean of one and a standard deviation of 0.801.
<b>Number of respondents</b>	1162
<b>Margin of error</b>	± 3.7% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	83 questions not reported.

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## 1A. Children Mementos Kept — Their baby teeth

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	29%	19%	34%	*	*	35%	18%	27%	*	*	*
I do not have this	67%	74%	62%	*	*	61%	78%	68%	*	*	*
Don't know	5%	7%	3%	*	*	4%	4%	5%	*	*	*
Totals	101%	100%	99%	*	*	100%	100%	100%	*	*	*
Unweighted N	(459)	(156)	(303)	(4)	(28)	(231)	(196)	(322)	(52)	(51)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	29%	33%	24%	29%	30%	29%	27%	27%	*	*	22%	29%	31%
I do not have this	67%	61%	73%	66%	66%	67%	68%	69%	*	*	73%	66%	67%
Don't know	5%	6%	3%	5%	4%	5%	5%	4%	*	*	5%	5%	2%
Totals	101%	100%	100%	100%	100%	101%	100%	100%	*	*	100%	100%	100%
Unweighted N	(459)	(151)	(154)	(154)	(170)	(199)	(189)	(140)	(97)	(68)	(129)	(159)	(103)

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## 1B. Children Mementos Kept — A lock of their hair

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	35%	24%	42%	*	*	44%	25%	37%	*	*	*
I do not have this	58%	65%	54%	*	*	52%	66%	56%	*	*	*
Don't know	7%	10%	4%	*	*	4%	9%	7%	*	*	*
Totals	100%	99%	100%	*	*	100%	100%	100%	*	*	*
Unweighted N	(461)	(157)	(304)	(4)	(29)	(232)	(196)	(323)	(52)	(52)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	35%	35%	32%	38%	35%	38%	33%	34%	*	*	42%	27%	39%
I do not have this	58%	59%	64%	53%	59%	54%	59%	62%	*	*	53%	64%	56%
Don't know	7%	6%	4%	9%	5%	8%	9%	4%	*	*	5%	9%	4%
Totals	100%	100%	100%	100%	99%	100%	101%	100%	*	*	100%	100%	99%
Unweighted N	(461)	(151)	(157)	(153)	(171)	(199)	(190)	(139)	(98)	(68)	(129)	(159)	(105)

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## 1C. Children Mementos Kept — Their baby clothes

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	35%	23%	43%	*	*	40%	27%	35%	*	*	*
I do not have this	60%	71%	54%	*	*	57%	67%	60%	*	*	*
Don't know	5%	6%	3%	*	*	4%	6%	5%	*	*	*
Totals	100%	100%	100%	*	*	101%	100%	100%	*	*	*
Unweighted N	(459)	(156)	(303)	(4)	(29)	(232)	(194)	(321)	(52)	(52)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	35%	38%	30%	37%	37%	37%	38%	31%	*	*	28%	39%	37%
I do not have this	60%	57%	64%	60%	54%	61%	60%	65%	*	*	66%	56%	61%
Don't know	5%	5%	7%	3%	9%	3%	2%	4%	*	*	6%	5%	2%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	*	*	100%	100%	100%
Unweighted N	(459)	(150)	(156)	(153)	(169)	(199)	(188)	(140)	(98)	(68)	(128)	(159)	(104)

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## 1D. Children Mementos Kept — Their toys

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	45%	45%	46%	*	*	49%	41%	48%	*	*	*
I do not have this	51%	52%	51%	*	*	50%	55%	48%	*	*	*
Don't know	3%	4%	3%	*	*	2%	5%	4%	*	*	*
Totals	99%	101%	100%	*	*	101%	101%	100%	*	*	*
Unweighted N	(458)	(156)	(302)	(4)	(28)	(231)	(195)	(322)	(52)	(50)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	45%	49%	36%	49%	47%	50%	41%	44%	*	*	48%	41%	46%
I do not have this	51%	49%	60%	46%	50%	45%	56%	52%	*	*	49%	52%	54%
Don't know	3%	1%	4%	5%	2%	5%	3%	3%	*	*	2%	7%	1%
Totals	99%	99%	100%	100%	99%	100%	100%	99%	*	*	99%	100%	101%
Unweighted N	(458)	(150)	(155)	(153)	(170)	(199)	(188)	(139)	(97)	(66)	(129)	(159)	(104)

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## 1E. Children Mementos Kept — Their report cards

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	57%	47%	63%	*	*	60%	53%	55%	*	*	*
I do not have this	39%	47%	34%	*	*	37%	43%	42%	*	*	*
Don't know	4%	5%	3%	*	*	3%	4%	4%	*	*	*
Totals	100%	99%	100%	*	*	100%	100%	101%	*	*	*
Unweighted N	(459)	(154)	(305)	(4)	(29)	(231)	(195)	(322)	(52)	(51)	(34)

  

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	57%	67%	46%	58%	66%	58%	53%	56%	*	*	58%	57%	54%
I do not have this	39%	32%	48%	38%	32%	38%	42%	41%	*	*	37%	40%	43%
Don't know	4%	1%	5%	4%	2%	4%	6%	3%	*	*	5%	3%	3%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	*	*	100%	100%	100%
Unweighted N	(459)	(150)	(156)	(153)	(170)	(198)	(188)	(140)	(97)	(68)	(129)	(157)	(105)

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## 1F. Children Mementos Kept — Photos of them as a child

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	95%	97%	93%	*	*	97%	93%	95%	*	*	*
I do not have this	5%	2%	7%	*	*	3%	7%	5%	*	*	*
Don't know	0%	1%	0%	*	*	0%	0%	0%	*	*	*
Totals	100%	100%	100%	*	*	100%	100%	100%	*	*	*
Unweighted N	(459)	(156)	(303)	(4)	(28)	(231)	(196)	(322)	(52)	(51)	(34)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	95%	95%	96%	94%	96%	98%	93%	94%	*	*	98%	92%	94%
I do not have this	5%	4%	4%	6%	4%	2%	6%	6%	*	*	1%	8%	6%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	*	*	1%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	*	*	100%	100%	100%
Unweighted N	(459)	(150)	(156)	(153)	(170)	(199)	(188)	(140)	(98)	(68)	(129)	(158)	(104)



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## 1G. Children Mementos Kept — Their art

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	74%	75%	74%	*	*	76%	71%	76%	*	*	*
I do not have this	25%	24%	25%	*	*	23%	27%	23%	*	*	*
Don't know	1%	1%	1%	*	*	0%	2%	1%	*	*	*
Totals	100%	100%	100%	*	*	99%	100%	100%	*	*	*
Unweighted N	(459)	(155)	(304)	(4)	(29)	(230)	(196)	(322)	(52)	(51)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	74%	76%	64%	81%	82%	80%	63%	79%	*	*	70%	77%	74%
I do not have this	25%	23%	34%	19%	18%	19%	36%	19%	*	*	29%	22%	25%
Don't know	1%	0%	2%	1%	0%	1%	1%	2%	*	*	1%	1%	0%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	*	*	100%	100%	99%
Unweighted N	(459)	(150)	(156)	(153)	(170)	(198)	(188)	(140)	(97)	(68)	(129)	(157)	(105)

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## 1H. Children Mementos Kept — A print or cast of their handprints or footprints

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	46%	41%	49%	*	*	53%	37%	46%	*	*	*
I do not have this	47%	49%	46%	*	*	39%	59%	47%	*	*	*
Don't know	7%	10%	5%	*	*	8%	4%	7%	*	*	*
Totals	100%	100%	100%	*	*	100%	100%	100%	*	*	*
Unweighted N	(457)	(155)	(302)	(4)	(28)	(231)	(194)	(320)	(52)	(51)	(34)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	46%	49%	48%	43%	54%	45%	41%	47%	*	*	44%	44%	47%
I do not have this	47%	47%	50%	46%	43%	46%	53%	46%	*	*	46%	47%	50%
Don't know	7%	4%	3%	12%	3%	9%	6%	7%	*	*	10%	8%	3%
Totals	100%	100%	101%	101%	100%	100%	100%	100%	*	*	100%	99%	100%
Unweighted N	(457)	(151)	(154)	(152)	(170)	(197)	(188)	(139)	(97)	(68)	(129)	(157)	(103)

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## 11. Children Mementos Kept — Videos of them as a child

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	57%	62%	53%	*	*	63%	48%	57%	*	*	*
I do not have this	38%	33%	42%	*	*	32%	47%	39%	*	*	*
Don't know	5%	4%	5%	*	*	5%	5%	4%	*	*	*
Totals	100%	99%	100%	*	*	100%	100%	100%	*	*	*
Unweighted N	(459)	(156)	(303)	(4)	(28)	(231)	(196)	(322)	(52)	(51)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	57%	60%	54%	56%	62%	58%	45%	56%	*	*	58%	49%	59%
I do not have this	38%	34%	41%	40%	32%	37%	50%	38%	*	*	36%	46%	37%
Don't know	5%	6%	5%	4%	6%	4%	5%	6%	*	*	6%	5%	4%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	*	*	100%	100%	100%
Unweighted N	(459)	(151)	(154)	(154)	(170)	(199)	(189)	(140)	(97)	(68)	(129)	(159)	(103)

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## 1J. Children Mementos Kept — Awards or certificates they received

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	70%	66%	72%	*	*	75%	62%	70%	*	*	*
I do not have this	28%	31%	26%	*	*	23%	36%	28%	*	*	*
Don't know	2%	3%	2%	*	*	2%	2%	2%	*	*	*
Totals	100%	100%	100%	*	*	100%	100%	100%	*	*	*
Unweighted N	(461)	(156)	(305)	(4)	(29)	(231)	(197)	(323)	(52)	(52)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	70%	73%	62%	73%	75%	75%	63%	68%	*	*	69%	69%	68%
I do not have this	28%	25%	32%	26%	23%	23%	35%	30%	*	*	28%	31%	30%
Don't know	2%	1%	6%	1%	2%	2%	2%	3%	*	*	3%	1%	2%
Totals	100%	99%	100%	100%	100%	100%	100%	101%	*	*	100%	101%	100%
Unweighted N	(461)	(151)	(156)	(154)	(171)	(199)	(190)	(140)	(97)	(68)	(129)	(159)	(105)

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## 1K. Children Mementos Kept — Cards or letters they received

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	55%	51%	58%	*	*	59%	49%	54%	*	*	*
I do not have this	39%	42%	36%	*	*	35%	45%	40%	*	*	*
Don't know	6%	7%	5%	*	*	5%	6%	6%	*	*	*
Totals	100%	100%	99%	*	*	99%	100%	100%	*	*	*
Unweighted N	(460)	(157)	(303)	(4)	(29)	(231)	(196)	(323)	(52)	(51)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	55%	59%	50%	57%	60%	56%	55%	55%	*	*	52%	55%	57%
I do not have this	39%	34%	46%	37%	36%	38%	39%	42%	*	*	42%	38%	38%
Don't know	6%	6%	4%	7%	4%	6%	6%	3%	*	*	6%	7%	5%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	*	*	100%	100%	100%
Unweighted N	(460)	(151)	(155)	(154)	(170)	(199)	(190)	(139)	(98)	(68)	(129)	(160)	(103)

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## 1L. Children Mementos Kept — School yearbooks

Thinking about your children who are 18 or older, which of the following, if any, have you kept from their childhood and still have somewhere at home?

*Among parents of children who are 18 or older*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I do have this	48%	42%	51%	*	*	54%	38%	47%	*	*	*
I do not have this	49%	56%	46%	*	*	45%	58%	50%	*	*	*
Don't know	3%	3%	3%	*	*	1%	4%	3%	*	*	*
Totals	100%	101%	100%	*	*	100%	100%	100%	*	*	*
Unweighted N	(458)	(154)	(304)	(4)	(28)	(231)	(195)	(321)	(52)	(51)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I do have this	48%	52%	41%	50%	51%	49%	41%	47%	*	*	47%	45%	48%
I do not have this	49%	46%	55%	48%	48%	48%	56%	51%	*	*	50%	51%	50%
Don't know	3%	2%	4%	3%	1%	4%	3%	2%	*	*	3%	4%	1%
Totals	100%	100%	100%	101%	100%	101%	100%	100%	*	*	100%	100%	99%
Unweighted N	(458)	(151)	(155)	(152)	(171)	(197)	(188)	(139)	(97)	(68)	(129)	(158)	(103)

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## 2. Children Mementos - Wish Kept More or Less

Compared to what you have kept from the childhood of your children who are 18 or older, do you wish you had kept...?

*Among parents of children who are 18 or older*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More	35%	37%	34%	*	*	35%	33%	33%	*	*	*
About the same amount	49%	48%	50%	*	*	47%	53%	51%	*	*	*
Less	6%	6%	6%	*	*	6%	7%	6%	*	*	*
Not sure	9%	10%	9%	*	*	12%	7%	10%	*	*	*
Totals	99%	101%	99%	*	*	100%	100%	100%	*	*	*
Unweighted N	(464)	(158)	(306)	(4)	(29)	(233)	(198)	(326)	(52)	(52)	(34)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More	35%	33%	36%	37%	30%	36%	44%	35%	*	*	21%	50%	26%
About the same amount	49%	53%	44%	51%	54%	49%	42%	51%	*	*	59%	39%	55%
Less	6%	7%	5%	7%	7%	8%	5%	7%	*	*	6%	3%	9%
Not sure	9%	8%	16%	5%	9%	7%	9%	6%	*	*	14%	8%	11%
Totals	99%	101%	101%	100%	100%	100%	100%	99%	*	*	100%	100%	101%
Unweighted N	(464)	(151)	(158)	(155)	(171)	(202)	(191)	(140)	(98)	(68)	(130)	(160)	(106)

# YouGov Survey: Childhood Mementos

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<b>Interviewing Dates</b>	May 3 - 6, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.075 to 6.524, with a mean of one and a standard deviation of 0.801.
<b>Number of respondents</b>	1162
<b>Margin of error</b>	± 3.7% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	83 questions not reported.