YouGov Survey: Children and the 2024 Election

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Sample	1149 U.S. adult citizens
Conducted	October 29 - 31, 2024
Margin of Error	±4.3%

1. How comfortable do you feel talking to your [age of oldest child between 4-17-years-old] child about the 2024 presidential election?
Asked of parents of children ages 4 - 17

Very comfortable 58%
Somewhat comfortable 29%
Not too comfortable 7%
Not at all comfortable 5%

2. How often do you talk to your [age of oldest child between 4-17-years-old] child about the 2024 presidential election?
Asked of parents of children ages 4 - 17

Very often 14%
Somewhat often 37%
Not too often 31%
Not at all often 18%

3. Have you talked with your [age of oldest child between 4-17-years-old] child about...?
Asked of parents of children ages 4 - 17. The first question is limited to registered voters planning to vote in the election

	Yes	No	Not sure
The role of the president in government	71%	26%	3%
Your views on important political issues	69%	29%	2%
How voting works in the U.S.	61%	36%	3%
The differences between political parties	61%	38%	1%
Which candidate you are voting for in the 2024 presidential election	78%	19%	3%
How laws and policies are made	59%	37%	4%
Who some of their elected representatives are	51%	46%	3%

4. Which best describes how your [age of oldest child between 4-17-years-old] child feels about the presidential election?
Asked of parents of children ages 4 - 17

They're aware of it, but not troubled by it 59%
They're disturbed or upset by it 14%
They're not really aware of it 22%
Not sure 5%

5. Does your [age of oldest child between 4-17-years-old] child have a preference for who should win the 2024 presidential election?
Asked of parents of children ages 4 - 17

Yes, they do	53%
No, they don't	35%
Not sure	13%

6. Who does your [age of oldest child between 4-17-years-old] child want to win the 2024 presidential election?
Asked of parents of children ages 4 - 17 whose child has a preference for who wins the election

Kamala Harris	51%
Donald Trump	44%
Someone else	5%
Not sure	0%

7. Do you think Kamala Harris is or is not a good role model for children?

Yes, she is	45%
No, she is not	40%
Not sure	15%

8. Do you think Donald Trump is or is not a good role model for children?

Yes, he is	26%
No, he is not	58%
Not sure	16%

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Interviewing Dates	October 29 - 31, 2024
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, 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 0.053 to 6.708, with a mean of one and a standard deviation of 1.092.
Number of respondents	1149
Margin of error	$\pm$ 4.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	112 questions not reported.

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1. Comfort Talking with Children About Election
How comfortable do you feel talking to your [age of oldest child between 4-17-years-old] child about the 2024 presidential election?

Asked of parents of children ages 4 - 17

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very comfortable	58%	*	*	*	*	*	*	*	*	*	*
Somewhat comfortable	29%	*	*	*	*	*	*	*	*	*	*
Not too comfortable	7%	*	*	*	*	*	*	*	*	*	*
Not at all comfortable	5%	*	*	*	*	*	*	*	*	*	*
Totals	99%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(137)	(65)	(72)	(25)	(56)	(53)	(3)	(72)	(19)	(30)	(16)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very comfortable	58%	*	*	*	*	*	*	*	*	*	*	*	*
Somewhat comfortable	29%	*	*	*	*	*	*	*	*	*	*	*	*
Not too comfortable	7%	*	*	*	*	*	*	*	*	*	*	*	*
Not at all comfortable	5%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	99%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(137)	(50)	(55)	(32)	(64)	(51)	(43)	(41)	(46)	(18)	(34)	(51)	(34)

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2. Frequency of Talking with Children About Election
How often do you talk to your [age of oldest child between 4-17-years-old] child about the 2024 presidential election?

Asked of parents of children ages 4 - 17

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	14%	*	*	*	*	*	*	*	*	*	*
Somewhat often	37%	*	*	*	*	*	*	*	*	*	*
Not too often	31%	*	*	*	*	*	*	*	*	*	*
Not at all often	18%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(65)	(71)	(25)	(55)	(53)	(3)	(72)	(19)	(29)	(16)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very often	14%	*	*	*	*	*	*	*	*	*	*	*	*
Somewhat often	37%	*	*	*	*	*	*	*	*	*	*	*	*
Not too often	31%	*	*	*	*	*	*	*	*	*	*	*	*
Not at all often	18%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(50)	(55)	(31)	(64)	(51)	(43)	(40)	(46)	(18)	(34)	(50)	(34)

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3A. Child Election Topics — The role of the president in government
Have you talked with your [age of oldest child between 4-17-years-old] child about. . . ?
Asked of parents of children ages 4 - 17. The first question is limited to registered voters planning to vote in the election

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	71%	*	*	*	*	*	*	*	*	*	*
No	26%	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(65)	(71)	(25)	(55)	(53)	(3)	(71)	(19)	(30)	(16)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	71%	*	*	*	*	*	*	*	*	*	*	*	*
No	26%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(50)	(54)	(32)	(64)	(51)	(42)	(41)	(46)	(18)	(33)	(51)	(34)

3B. Child Election Topics — Your views on important political issues
Have you talked with your [age of oldest child between 4-17-years-old] child about. . . ?

Asked of parents of children ages 4 - 17. The first question is limited to registered voters planning to vote in the election

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	69%	*	*	*	*	*	*	*	*	*	*
No	29%	*	*	*	*	*	*	*	*	*	*
Not sure	2%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(135)	(65)	(70)	(24)	(55)	(53)	(3)	(71)	(18)	(30)	(16)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	69%	*	*	*	*	*	*	*	*	*	*	*	*
No	29%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	2%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(135)	(49)	(54)	(32)	(63)	(51)	(41)	(41)	(46)	(18)	(33)	(50)	(34)

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3C. Child Election Topics — How voting works in the U.S.
Have you talked with your [age of oldest child between 4-17-years-old] child about. . . ?
Asked of parents of children ages 4 - 17. The first question is limited to registered voters planning to vote in the election

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	*	*	*	*	*	*	*	*	*	*
No	36%	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(65)	(71)	(25)	(55)	(53)	(3)	(71)	(19)	(30)	(16)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	61%	*	*	*	*	*	*	*	*	*	*	*	*
No	36%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(50)	(54)	(32)	(64)	(51)	(42)	(41)	(46)	(18)	(33)	(51)	(34)

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3D. Child Election Topics — The differences between political parties
Have you talked with your [age of oldest child between 4-17-years-old] child about. . . ?
Asked of parents of children ages 4 - 17. The first question is limited to registered voters planning to vote in the election

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	*	*	*	*	*	*	*	*	*	*
No	38%	*	*	*	*	*	*	*	*	*	*
Not sure	1%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(65)	(71)	(25)	(55)	(53)	(3)	(71)	(19)	(30)	(16)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	61%	*	*	*	*	*	*	*	*	*	*	*	*
No	38%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	1%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(50)	(54)	(32)	(64)	(51)	(42)	(41)	(46)	(18)	(33)	(51)	(34)

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3E. Child Election Topics — Which candidate you are voting for in the 2024 presidential election
Have you talked with your [age of oldest child between 4-17-years-old] child about. . . ?

Asked of parents of children ages 4 - 17. The first question is limited to registered voters planning to vote in the election

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	78%	*	*	*	*	*	*	*	*	*	*
No	19%	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(118)	(59)	(59)	(18)	(46)	(51)	(3)	(65)	(17)	(22)	(14)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	78%	*	*	*	*	*	*	*	*	*	*	*	*
No	19%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(118)	(44)	(47)	(27)	(64)	(51)	(34)	(35)	(44)	(15)	(28)	(45)	(30)

3F. Child Election Topics — How laws and policies are made
Have you talked with your [age of oldest child between 4-17-years-old] child about. . . ?

Asked of parents of children ages 4 - 17. The first question is limited to registered voters planning to vote in the election

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	59%	*	*	*	*	*	*	*	*	*	*
No	37%	*	*	*	*	*	*	*	*	*	*
Not sure	4%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(65)	(71)	(25)	(55)	(53)	(3)	(71)	(19)	(30)	(16)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	59%	*	*	*	*	*	*	*	*	*	*	*	*
No	37%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	4%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(50)	(54)	(32)	(64)	(51)	(42)	(41)	(46)	(18)	(33)	(51)	(34)

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3G. Child Election Topics — Who some of their elected representatives are
Have you talked with your [age of oldest child between 4-17-years-old] child about. . . ?
Asked of parents of children ages 4 - 17. The first question is limited to registered voters planning to vote in the election

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	51%	*	*	*	*	*	*	*	*	*	*
No	46%	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(65)	(71)	(25)	(55)	(53)	(3)	(71)	(19)	(30)	(16)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	51%	*	*	*	*	*	*	*	*	*	*	*	*
No	46%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	3%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(50)	(54)	(32)	(64)	(51)	(42)	(41)	(46)	(18)	(33)	(51)	(34)

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4. Children's Feelings About Election

Which best describes how your [age of oldest child between 4-17-years-old] child feels about the presidential election?

Asked of parents of children ages 4 - 17

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
They're aware of it, but not troubled by it	59%	*	*	*	*	*	*	*	*	*	*
They're disturbed or upset by it	14%	*	*	*	*	*	*	*	*	*	*
They're not really aware of it	22%	*	*	*	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(137)	(65)	(72)	(25)	(56)	(53)	(3)	(72)	(19)	(30)	(16)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
They're aware of it, but not troubled by it	59%	*	*	*	*	*	*	*	*	*	*	*	*
They're disturbed or upset by it	14%	*	*	*	*	*	*	*	*	*	*	*	*
They're not really aware of it	22%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(137)	(50)	(55)	(32)	(64)	(51)	(43)	(41)	(46)	(18)	(34)	(51)	(34)

5. Preference of Oldest Child in Election

Does your [age of oldest child between 4-17-years-old] child have a preference for who should win the 2024 presidential election?

Asked of parents of children ages 4 - 17

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, they do	53%	*	*	*	*	*	*	*	*	*	*
No, they don't	35%	*	*	*	*	*	*	*	*	*	*
Not sure	13%	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(64)	(72)	(25)	(55)	(53)	(3)	(71)	(19)	(30)	(16)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, they do	53%	*	*	*	*	*	*	*	*	*	*	*	*
No, they don't	35%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	13%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(50)	(54)	(32)	(64)	(50)	(43)	(40)	(46)	(17)	(34)	(51)	(34)

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6. Vote Preference of Oldest Child in Election

Who does your [age of oldest child between 4-17-years-old] child want to win the 2024 presidential election?

Asked of parents of children ages 4 - 17 whose child has a preference for who wins the election

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Kamala Harris	*	*	*	*	*	*	*	*	*	*	*
Donald Trump	*	*	*	*	*	*	*	*	*	*	*
Someone else	*	*	*	*	*	*	*	*	*	*	*
Not sure	*	*	*	*	*	*	*	*	*	*	*
Totals	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(73)	(41)	(32)	(10)	(25)	(36)	(2)	(39)	(11)	(13)	(10)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Kamala Harris	*	*	*	*	*	*	*	*	*	*	*	*	*
Donald Trump	*	*	*	*	*	*	*	*	*	*	*	*	*
Someone else	*	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	*	*	*	*	*	*	*	*	*	*	*	*	*
Totals	*	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(73)	(32)	(22)	(19)	(38)	(30)	(24)	(18)	(28)	(12)	(17)	(24)	(20)

7. Harris Role Model

Do you think Kamala Harris is or is not a good role model for children?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, she is	45%	43%	47%	53%	49%	40%	40%	40%	67%	49%	42%
No, she is not	40%	46%	34%	21%	36%	46%	50%	46%	16%	33%	34%
Not sure	15%	12%	19%	25%	15%	14%	10%	14%	17%	18%	24%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,147)	(500)	(647)	(237)	(177)	(430)	(303)	(780)	(139)	(125)	(103)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, she is	45%	89%	38%	6%	89%	2%	43%	48%	48%	51%	41%	42%	49%
No, she is not	40%	4%	35%	83%	3%	90%	38%	42%	44%	35%	44%	43%	33%
Not sure	15%	7%	27%	11%	8%	7%	19%	10%	8%	13%	15%	15%	17%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,147)	(415)	(433)	(299)	(525)	(414)	(456)	(319)	(250)	(194)	(253)	(442)	(258)

8. Trump Role Model

Do you think Donald Trump is or is not a good role model for children?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, he is	26%	31%	22%	15%	19%	32%	36%	32%	12%	22%	11%
No, he is not	58%	54%	62%	61%	64%	55%	53%	55%	73%	51%	71%
Not sure	16%	15%	16%	23%	17%	13%	11%	13%	16%	27%	18%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,146)	(499)	(647)	(237)	(177)	(429)	(303)	(781)	(137)	(125)	(103)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, he is	26%	1%	18%	64%	0%	70%	26%	28%	28%	22%	32%	26%	25%
No, he is not	58%	93%	60%	19%	96%	14%	59%	61%	62%	59%	54%	57%	63%
Not sure	16%	6%	23%	17%	4%	17%	15%	11%	10%	18%	14%	17%	12%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,146)	(414)	(432)	(300)	(523)	(415)	(456)	(318)	(250)	(194)	(253)	(440)	(259)

YouGov Survey: Children and the 2024 Election
October 29 - 31, 2024 - 1149 U.S. adult citizens

Interviewing Dates	October 29 - 31, 2024
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, 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 0.053 to 6.708, with a mean of one and a standard deviation of 1.092.
Number of respondents	1149
Margin of error	$\pm$ 4.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	112 questions not reported.