

# YouGov Survey: Common Group Interests



Sample 1153 U.S. adult citizens  
Conducted October 15 - 17, 2024  
Margin of Error ±4%

1. Would you say that you share a lot of common interests and concerns with other [men/women], or would you say that gender is not really relevant?

Have a lot of common interests and concerns based on gender ..... 33%  
Gender is not really relevant ..... 56%  
Not sure ..... 11%

2. Would you say that you share a lot of common interests and concerns with other [Democrats/Republicans], or would you say that partisanship is not really relevant?

*Asked of those who belong to a party*

Have a lot of common interests and concerns based on party ..... 55%  
Partisanship is not really relevant ..... 31%  
Not sure ..... 14%

3. Would you say that you share a lot of common interests and concerns with other people of your racial or ethnic background, or would you say that race and ethnicity are not really relevant?

Have a lot of common interests and concerns based on race and ethnicity ..... 23%  
Race and ethnicity are not really relevant ..... 61%  
Not sure ..... 16%

4. Would you say that you share a lot of common interests and concerns with other people who have about the same amount of money as you, or would you say that money is not really relevant?

Have a lot of common interests and concerns based on money ..... 34%  
Money is not really relevant ..... 50%  
Not sure ..... 16%

5. Would you say that you share a lot of common interests and concerns with other people who are about the same age as you, or would you say that age is not really relevant?

Have a lot of common interests and concerns based on age ..... 35%  
Age is not really relevant ..... 52%  
Not sure ..... 13%

6. Would you say that you share a lot of common interests and concerns with other people who share your religious beliefs, or would you say that religion is not really relevant?

Have a lot of common interests and concerns based on religion ..... 32%  
Religion is not really relevant ..... 54%  
Not sure ..... 14%

7. Would you say that you share a lot of common interests and concerns with other people who live near you, or would you say that the location you live in is not really relevant?

- Have a lot of common interests and concerns based on location ..... 35%
- Location is not really relevant ..... 51%
- Not sure ..... 15%

8. Which of the following groups do you share the MOST common interests and concerns with? Select up to two.

- People in the same age group as you ..... 27%
- People in the same political party as you ..... 24%
- People who live near you ..... 17%
- People of the same gender as you ..... 17%
- People of the same religion as you ..... 16%
- People who have about the same amount of money as you ..... 13%
- People of your racial or ethnic background ..... 12%
- None of the above ..... 14%
- Not sure ..... 12%

<b>Interviewing Dates</b>	October 15 - 17, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov’s opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 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 0.052 to 5.226, with a mean of one and a standard deviation of 0.946.
<b>Number of respondents</b>	1153
<b>Margin of error</b>	± 4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	108 questions not reported.

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## 1. Common Interests | Gender

Would you say that you share a lot of common interests and concerns with other [men/women], or would you say that gender is not really relevant?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on gender	33%	24%	42%	38%	31%	31%	36%	33%	37%	28%	35%
Gender is not really relevant	56%	65%	47%	47%	56%	59%	59%	59%	49%	53%	46%
Not sure	11%	11%	11%	15%	13%	10%	5%	8%	14%	19%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,151)	(520)	(631)	(250)	(204)	(400)	(297)	(736)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have a lot of common interests and concerns based on gender	33%	42%	26%	32%	38%	35%	32%	36%	38%	30%	34%	35%	32%
Gender is not really relevant	56%	50%	59%	59%	56%	59%	57%	57%	57%	60%	59%	54%	53%
Not sure	11%	9%	15%	9%	6%	6%	12%	7%	5%	11%	7%	11%	15%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,151)	(437)	(410)	(304)	(542)	(407)	(476)	(317)	(234)	(213)	(249)	(447)	(242)

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## 2. Common Interests | Partisanship

Would you say that you share a lot of common interests and concerns with other [Democrats/Republicans], or would you say that partisanship is not really relevant?

*Asked of those who belong to a party*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on party	55%	54%	56%	54%	44%	58%	64%	58%	45%	*	*
Partisanship is not really relevant	31%	34%	28%	27%	37%	30%	29%	30%	42%	*	*
Not sure	14%	11%	16%	19%	19%	11%	8%	12%	13%	*	*
Totals	100%	99%	100%	100%	100%	99%	101%	100%	100%	*	*
Unweighted N	(743)	(305)	(438)	(149)	(129)	(253)	(212)	(493)	(104)	(95)	(51)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have a lot of common interests and concerns based on party	55%	53%	*	57%	58%	59%	50%	57%	58%	57%	49%	57%	57%
Partisanship is not really relevant	31%	28%	*	34%	28%	35%	34%	33%	32%	32%	37%	28%	28%
Not sure	14%	19%	*	8%	13%	6%	16%	10%	10%	11%	14%	15%	15%
Totals	100%	100%	*	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(743)	(438)	(0)	(305)	(391)	(284)	(302)	(223)	(150)	(141)	(160)	(288)	(154)

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### 3. Common Interests | Race and Ethnicity

Would you say that you share a lot of common interests and concerns with other people of your racial or ethnic background, or would you say that race and ethnicity are not really relevant?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on race and ethnicity	23%	23%	24%	33%	18%	25%	19%	19%	42%	25%	27%
Race and ethnicity are not really relevant	61%	64%	58%	48%	56%	64%	74%	69%	39%	53%	45%
Not sure	16%	13%	18%	20%	26%	12%	7%	13%	20%	21%	28%
Totals	100%	100%	100%	101%	100%	101%	100%	101%	101%	99%	100%
Unweighted N	(1,150)	(520)	(630)	(251)	(204)	(399)	(296)	(736)	(149)	(156)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have a lot of common interests and concerns based on race and ethnicity	23%	31%	15%	24%	25%	23%	24%	25%	23%	22%	21%	26%	22%
Race and ethnicity are not really relevant	61%	53%	63%	67%	64%	70%	61%	63%	68%	63%	64%	59%	61%
Not sure	16%	16%	22%	9%	11%	7%	15%	12%	9%	15%	15%	15%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,150)	(437)	(410)	(303)	(542)	(405)	(477)	(317)	(231)	(211)	(249)	(448)	(242)

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## 4. Common Interests | Money

Would you say that you share a lot of common interests and concerns with other people who have about the same amount of money as you, or would you say that money is not really relevant?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on money	34%	34%	34%	39%	40%	32%	25%	35%	37%	28%	27%
Money is not really relevant	50%	53%	47%	43%	37%	53%	66%	51%	47%	51%	44%
Not sure	16%	13%	19%	18%	23%	15%	9%	14%	15%	21%	29%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,153)	(521)	(632)	(251)	(204)	(400)	(298)	(738)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have a lot of common interests and concerns based on money	34%	37%	29%	36%	35%	36%	35%	39%	33%	30%	33%	34%	37%
Money is not really relevant	50%	48%	48%	56%	52%	54%	49%	52%	55%	59%	52%	50%	42%
Not sure	16%	16%	23%	9%	13%	10%	16%	10%	12%	11%	15%	16%	21%
Totals	100%	101%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,153)	(438)	(410)	(305)	(543)	(407)	(477)	(317)	(234)	(213)	(250)	(448)	(242)

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## 5. Common Interests | Age

Would you say that you share a lot of common interests and concerns with other people who are about the same age as you, or would you say that age is not really relevant?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on age	35%	35%	35%	41%	34%	30%	37%	36%	38%	26%	34%
Age is not really relevant	52%	52%	52%	40%	48%	59%	57%	55%	46%	47%	48%
Not sure	13%	14%	13%	20%	18%	11%	5%	9%	16%	27%	18%
Totals	100%	101%	100%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,152)	(520)	(632)	(251)	(204)	(400)	(297)	(737)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have a lot of common interests and concerns based on age	35%	40%	30%	36%	41%	35%	31%	43%	40%	35%	37%	34%	35%
Age is not really relevant	52%	47%	54%	55%	52%	59%	54%	51%	53%	57%	54%	52%	45%
Not sure	13%	13%	16%	10%	8%	6%	15%	7%	7%	8%	9%	13%	20%
Totals	100%	100%	100%	101%	101%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,152)	(438)	(410)	(304)	(543)	(406)	(477)	(316)	(234)	(213)	(250)	(448)	(241)

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## 6. Common Interests | Religion

Would you say that you share a lot of common interests and concerns with other people who share your religious beliefs, or would you say that religion is not really relevant?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on religion	32%	32%	32%	24%	29%	36%	35%	32%	40%	23%	28%
Religion is not really relevant	54%	54%	54%	52%	51%	54%	58%	56%	46%	55%	50%
Not sure	14%	14%	15%	24%	19%	10%	7%	12%	14%	22%	22%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,151)	(520)	(631)	(251)	(204)	(400)	(296)	(736)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have a lot of common interests and concerns based on religion	32%	21%	28%	47%	22%	48%	31%	35%	31%	24%	29%	39%	28%
Religion is not really relevant	54%	65%	51%	45%	69%	45%	53%	57%	60%	61%	61%	48%	52%
Not sure	14%	14%	21%	8%	10%	7%	15%	8%	9%	15%	10%	13%	20%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,151)	(437)	(410)	(304)	(542)	(406)	(476)	(317)	(233)	(212)	(249)	(448)	(242)



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## 7. Common Interests | Location

Would you say that you share a lot of common interests and concerns with other people who live near you, or would you say that the location you live in is not really relevant?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Have a lot of common interests and concerns based on location	35%	34%	35%	32%	33%	32%	41%	37%	30%	29%	32%
Location is not really relevant	51%	52%	50%	46%	46%	57%	51%	52%	50%	51%	37%
Not sure	15%	14%	15%	22%	21%	11%	7%	11%	20%	20%	32%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,151)	(520)	(631)	(251)	(204)	(400)	(296)	(737)	(148)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Have a lot of common interests and concerns based on location	35%	36%	26%	43%	39%	39%	33%	43%	42%	35%	31%	33%	40%
Location is not really relevant	51%	53%	52%	46%	53%	50%	49%	48%	53%	53%	58%	52%	40%
Not sure	15%	11%	22%	11%	8%	11%	18%	8%	6%	11%	10%	16%	20%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	101%	99%	99%	101%	100%
Unweighted N	(1,151)	(436)	(410)	(305)	(541)	(407)	(475)	(317)	(234)	(213)	(250)	(446)	(242)

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## 8. Common Interests | Share Most Interests

Which of the following groups do you share the MOST common interests and concerns with? Select up to two.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
People in the same age group as you	27%	28%	27%	35%	20%	22%	36%	29%	28%	24%	24%
People in the same political party as you	24%	26%	23%	21%	23%	22%	33%	28%	15%	18%	21%
People who live near you	17%	18%	16%	20%	19%	14%	16%	19%	15%	13%	11%
People of the same gender as you	17%	9%	24%	24%	15%	14%	15%	18%	11%	15%	17%
People of the same religion as you	16%	14%	17%	13%	13%	20%	16%	17%	17%	11%	12%
People who have about the same amount of money as you	13%	13%	13%	15%	18%	10%	11%	14%	10%	12%	11%
People of your racial or ethnic background	12%	11%	13%	15%	13%	12%	8%	6%	35%	13%	23%
None of the above	14%	18%	11%	10%	12%	19%	15%	14%	9%	23%	15%
Not sure	12%	12%	12%	12%	19%	10%	7%	9%	17%	17%	18%
Unweighted N	(1,153)	(521)	(632)	(251)	(204)	(400)	(298)	(738)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
People in the same age group as you	27%	30%	26%	27%	32%	27%	25%	30%	33%	24%	29%	28%	27%
People in the same political party as you	24%	32%	11%	31%	31%	32%	17%	33%	27%	28%	23%	23%	26%
People who live near you	17%	16%	14%	22%	15%	17%	16%	18%	19%	21%	15%	16%	17%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
People of the same gender as you	17%	20%	18%	12%	21%	15%	16%	17%	22%	22%	16%	15%	15%
People of the same religion as you	16%	11%	11%	27%	10%	29%	15%	16%	18%	9%	18%	17%	17%
People who have about the same amount of money as you	13%	12%	16%	12%	13%	10%	14%	14%	14%	15%	14%	13%	12%
People of your racial or ethnic background	12%	19%	11%	6%	14%	7%	13%	12%	10%	12%	15%	11%	11%
None of the above	14%	10%	21%	12%	13%	13%	16%	13%	12%	14%	11%	17%	14%
Not sure	12%	11%	17%	6%	10%	5%	15%	7%	5%	7%	12%	12%	15%
Unweighted N	(1,153)	(438)	(410)	(305)	(543)	(407)	(477)	(317)	(234)	(213)	(250)	(448)	(242)

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<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 0.052 to 5.226, with a mean of one and a standard deviation of 0.946.
<b>Number of respondents</b>	1153
<b>Margin of error</b>	± 4% (adjusted for weighting)
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