

1. Do you think that gender is something determined by society or an inherent biological fact?

Determined by society	12%
Biological fact	74%
Not sure	14%

2. Do you think boys and girls are born liking different kinds of toys or do you think boys and girls learn to like toys that are made for their gender?

Boys and girls are born liking different kinds of toys	35%
Boys and girls learn to like different kinds of toys	51%
Not sure	14%

3. Do you think the following toy is suitable for... ?

	Only boys	Only girls	Both boys and girls	Neither boys nor girls	Not sure
Toy musical instruments	1%	0%	96%	1%	2%
Science kits	3%	0%	94%	1%	2%
Arts and crafts kits	1%	2%	93%	1%	2%
Board games	3%	0%	93%	2%	2%
Stuffed animals	1%	5%	91%	1%	2%
Building blocks	6%	1%	91%	1%	2%
Action figures	20%	1%	75%	1%	3%
Toy tool sets	20%	2%	74%	1%	3%
Toy trucks	28%	1%	68%	1%	2%
Play kitchen sets	0%	28%	67%	2%	3%
Tea sets	0%	42%	50%	4%	4%
Toy guns	23%	1%	50%	23%	3%
Baby dolls	1%	49%	46%	2%	4%
Barbie dolls	0%	57%	36%	4%	3%
Play makeup sets	0%	63%	26%	7%	3%

4. Do you think that it is appropriate or inappropriate to have toys which are specifically aimed at boys or girls?

Appropriate	55%
Inappropriate	19%
Not sure	26%

5. Do you think stores should or should not divide their toy sections by gender?

Stores should divide their toy sections by gender	32%
Stores should not divide their toy sections by gender	51%
Not sure	16%

6. Which of these two views comes closer to your own?

Young boys and girls should be raised differently, with different toys and play activities	... 35%
Young boys and girls should be brought up alike, with similar toys and play activities	 52%
Not sure	 13%

7. Do you think that children should be free to develop and explore their gender?

Yes	 53%
No	 29%
Not sure	 18%

8. Should girls be encouraged or discouraged from playing with toys that are traditionally associated with boys, such as trains or action figures?

Strongly encouraged	 10%
Somewhat encouraged	 12%
Neither encouraged nor discouraged	 63%
Somewhat discouraged	 7%
Strongly discouraged	 7%

9. Should boys be encouraged or discouraged from playing with toys that are traditionally associated with girls, such as dolls or tea sets?

Strongly encouraged	 8%
Somewhat encouraged	 10%
Neither encouraged nor discouraged	 57%
Somewhat discouraged	 10%
Strongly discouraged	 15%

10. Do you think it is good or bad for a child's development to play with toys traditionally aimed at the opposite gender?

Very good	 13%
Somewhat good	 9%
Neither good nor bad	 53%
Somewhat bad	 11%
Very bad	 9%
Not sure	 6%

11. How much, if at all, do you think the toys children play with affect the careers they choose as adults?

A lot	 12%
A little	 39%
Not at all	 29%
Not sure	 21%

12. How comfortable, if at all, would you feel buying a male child in your family a gift that is commonly aimed towards girls?

Very comfortable	18%
Somewhat comfortable	9%
Neither comfortable nor uncomfortable	30%
Somewhat uncomfortable	20%
Very uncomfortable	23%

13. How comfortable, if at all, would you feel buying a female child in your family a gift that is commonly aimed towards boys?

Very comfortable	22%
Somewhat comfortable	12%
Neither comfortable nor uncomfortable	35%
Somewhat uncomfortable	14%
Very uncomfortable	16%

14. When you were a child, did you regularly play with each of the following?

	Yes	No	Not sure
Board games	89%	7%	4%
Stuffed animals	80%	15%	5%
Building blocks	78%	15%	6%
Arts and crafts kits	70%	24%	6%
Toy musical instruments	65%	28%	7%
Toy trucks	64%	30%	7%
Toy guns	61%	34%	5%
Action figures	61%	34%	5%
Science kits	55%	38%	8%
Toy tool sets	54%	39%	7%
Play kitchen sets	50%	43%	7%
Baby dolls	47%	48%	4%
Barbie dolls	44%	51%	5%
Tea sets	41%	53%	6%
Play makeup sets	31%	65%	4%

15. When you were a child, were most of the toys you played with aimed at boys, aimed at girls, or a mix of both?

Mostly toys aimed at boys	40%
Mostly toys aimed at girls	24%
About an equal mix of both	30%
Not sure	6%

16. When you were a child, which toys seemed more fun to you, toys aimed at boys or toys aimed at girls?

Boys toys	50%
Girls toys	28%
Not sure	22%

17. When you were a child, were you encouraged or discouraged from playing with toys aimed at boys?

Strongly encouraged	17%
Somewhat encouraged	11%
Neither encouraged nor discouraged	57%
Somewhat discouraged	5%
Strongly discouraged	3%
Not sure	6%

18. When you were a child, were you encouraged or discouraged from playing with toys aimed at girls?

Strongly encouraged	12%
Somewhat encouraged	10%
Neither encouraged nor discouraged	56%
Somewhat discouraged	6%
Strongly discouraged	10%
Not sure	7%

19. When expecting parents throw a baby shower, do you think it is appropriate or inappropriate to ask for only gender-neutral gifts?

Appropriate	51%
Inappropriate	19%
Not sure	30%

20. Do you think it is appropriate or inappropriate for expecting parents to keep the sex of their baby a secret in order to ensure they receive only gender-neutral gifts?

Appropriate	44%
Inappropriate	23%
Not sure	33%

21. Growing up, did you have...?

Only brothers	23%
Only sisters	24%
Both brothers and sisters	43%
No siblings	11%

YouGov Survey: Gender and Toys

August 25 - 27, 2026 - 1,095 U.S. adult citizens



Interviewing Dates	August 25 - 27, 2026
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, U.S. region, 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, 33% Republican). The weights range from 0.053 to 6.23, with a mean of one and a standard deviation of 1.
Number of respondents	1,095
Margin of error	± 4.2 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	62 questions not reported.

YouGov Survey: Gender and Toys

August 25 - 27, 2026 - 1,095 U.S. adult citizens



1. Gender Determined by Society or Biology

Do you think that gender is something determined by society or an inherent biological fact?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Determined by society	12%	12%	12%	20%	20%	7%	4%	13%	6%	18%	9%	20%
Biological fact	74%	75%	73%	54%	66%	83%	87%	75%	77%	65%	77%	68%
Not sure	14%	13%	15%	26%	14%	10%	8%	13%	17%	17%	15%	12%
Totals	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	101%	100%
Unweighted N	(1,093)	(520)	(573)	(254)	(291)	(319)	(229)	(722)	(139)	(160)	(717)	(376)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Determined by society	12%	25%	4%	5%	18%	22%	10%	5%	7%	12%	11%	15%
Biological fact	74%	60%	92%	89%	68%	61%	71%	89%	89%	70%	78%	75%
Not sure	14%	15%	4%	6%	14%	16%	19%	6%	5%	18%	12%	10%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	101%	100%
Unweighted N	(1,093)	(435)	(367)	(385)	(648)	(344)	(412)	(337)	(273)	(433)	(300)	(276)

2. Toy Preferences Innate or Learned

Do you think boys and girls are born liking different kinds of toys or do you think boys and girls learn to like toys that are made for their gender?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Boys and girls are born liking different kinds of toys	35%	36%	34%	27%	36%	38%	36%	37%	32%	34%	35%	34%
Boys and girls learn to like different kinds of toys	51%	51%	51%	52%	50%	51%	51%	50%	51%	49%	48%	57%
Not sure	14%	14%	15%	22%	14%	11%	12%	13%	18%	17%	17%	9%
Totals	100%	101%	100%	101%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,091)	(518)	(573)	(254)	(290)	(318)	(229)	(721)	(139)	(160)	(714)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Boys and girls are born liking different kinds of toys	35%	23%	48%	49%	27%	24%	32%	47%	47%	32%	32%	41%
Boys and girls learn to like different kinds of toys	51%	65%	42%	41%	60%	62%	48%	44%	43%	52%	52%	51%
Not sure	14%	12%	10%	10%	13%	14%	20%	9%	10%	15%	16%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,091)	(435)	(365)	(384)	(648)	(344)	(411)	(336)	(272)	(432)	(299)	(277)

YouGov Survey: Gender and Toys
August 25 - 27, 2026 - 1,095 U.S. adult citizens



3A. Toys Suitable for Boys or Girls — Toy musical instruments

Do you think the following toy is suitable for... ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	1%	1%	1%	3%	1%	0%	0%	0%	0%	5%	1%	1%
Only girls	0%	1%	0%	0%	2%	0%	0%	1%	0%	0%	0%	1%
Both boys and girls	96%	95%	96%	93%	93%	97%	100%	97%	94%	92%	95%	97%
Neither boys nor girls	1%	0%	2%	2%	2%	1%	0%	0%	3%	1%	1%	1%
Not sure	2%	2%	1%	2%	3%	2%	0%	2%	3%	2%	3%	0%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,095)	(520)	(575)	(254)	(291)	(319)	(231)	(724)	(139)	(160)	(718)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	1%	1%
Only girls	0%	0%	1%	1%	0%	0%	0%	1%	2%	0%	1%	1%
Both boys and girls	96%	97%	96%	97%	97%	97%	95%	96%	96%	96%	96%	96%
Neither boys nor girls	1%	1%	0%	1%	1%	1%	2%	0%	0%	1%	2%	0%
Not sure	2%	1%	1%	1%	1%	1%	4%	1%	1%	3%	1%	1%
Totals	100%	100%	99%	101%	100%	100%	101%	99%	101%	101%	101%	99%
Unweighted N	(1,095)	(437)	(367)	(385)	(650)	(346)	(412)	(337)	(273)	(434)	(300)	(277)

YouGov Survey: Gender and Toys

August 25 - 27, 2026 - 1,095 U.S. adult citizens



3B. Toys Suitable for Boys or Girls — Science kits

Do you think the following toy is suitable for . . ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	3%	5%	1%	5%	6%	1%	0%	1%	1%	9%	3%	1%
Only girls	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%
Both boys and girls	94%	90%	98%	89%	89%	96%	100%	96%	94%	86%	92%	97%
Neither boys nor girls	1%	2%	0%	3%	0%	1%	0%	1%	2%	3%	1%	1%
Not sure	2%	3%	1%	3%	4%	2%	0%	2%	2%	2%	3%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%	99%	100%
Unweighted N	(1,093)	(519)	(574)	(254)	(291)	(318)	(230)	(722)	(139)	(160)	(717)	(376)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	3%	2%	4%	3%	2%	2%	3%	3%	3%	3%	3%	3%
Only girls	0%	0%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%
Both boys and girls	94%	96%	93%	94%	95%	96%	92%	94%	93%	93%	94%	95%
Neither boys nor girls	1%	1%	0%	0%	1%	1%	2%	0%	1%	1%	1%	1%
Not sure	2%	1%	2%	2%	1%	1%	3%	2%	2%	3%	2%	1%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,093)	(436)	(366)	(384)	(649)	(345)	(412)	(336)	(272)	(433)	(299)	(277)

YouGov Survey: Gender and Toys

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3C. Toys Suitable for Boys or Girls — Arts and crafts kits

Do you think the following toy is suitable for . . ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	1%	1%	1%	3%	3%	0%	0%	1%	2%	4%	1%	2%
Only girls	2%	2%	2%	2%	4%	1%	3%	3%	1%	0%	2%	2%
Both boys and girls	93%	92%	95%	90%	89%	97%	96%	94%	92%	92%	93%	95%
Neither boys nor girls	1%	1%	1%	4%	1%	0%	0%	1%	1%	3%	1%	1%
Not sure	2%	3%	1%	2%	3%	2%	1%	2%	4%	2%	3%	1%
Totals	99%	99%	100%	101%	100%	100%	100%	101%	100%	101%	100%	101%
Unweighted N	(1,095)	(520)	(575)	(254)	(291)	(319)	(231)	(724)	(139)	(160)	(718)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	1%	2%	2%	2%	1%	2%	0%	2%	2%	1%	0%	2%
Only girls	2%	1%	3%	3%	2%	1%	2%	4%	4%	3%	2%	1%
Both boys and girls	93%	96%	92%	93%	95%	95%	94%	92%	91%	93%	95%	93%
Neither boys nor girls	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	2%
Not sure	2%	1%	2%	1%	1%	1%	3%	1%	1%	3%	2%	1%
Totals	99%	101%	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,095)	(437)	(367)	(385)	(650)	(346)	(412)	(337)	(273)	(434)	(300)	(277)

YouGov Survey: Gender and Toys

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3D. Toys Suitable for Boys or Girls — Board games

Do you think the following toy is suitable for . . ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	3%	4%	1%	10%	2%	0%	0%	2%	4%	7%	3%	2%
Only girls	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
Both boys and girls	93%	90%	95%	83%	91%	96%	100%	95%	82%	87%	91%	97%
Neither boys nor girls	2%	2%	2%	5%	3%	1%	0%	1%	11%	0%	3%	1%
Not sure	2%	3%	1%	2%	4%	3%	0%	2%	3%	6%	3%	0%
Totals	100%	99%	99%	100%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,094)	(519)	(575)	(254)	(291)	(319)	(230)	(723)	(139)	(160)	(718)	(376)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	3%	3%	2%	5%	1%	3%	1%	3%	5%	2%	2%	2%
Only girls	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Both boys and girls	93%	95%	94%	90%	96%	93%	93%	92%	90%	91%	96%	94%
Neither boys nor girls	2%	1%	1%	2%	2%	3%	2%	2%	2%	3%	0%	2%
Not sure	2%	1%	2%	2%	1%	1%	3%	2%	2%	4%	1%	2%
Totals	100%	100%	99%	100%	100%	100%	99%	99%	100%	100%	99%	100%
Unweighted N	(1,094)	(437)	(366)	(384)	(650)	(346)	(411)	(337)	(272)	(434)	(299)	(277)

YouGov Survey: Gender and Toys

August 25 - 27, 2026 - 1,095 U.S. adult citizens



3E. Toys Suitable for Boys or Girls — Stuffed animals

Do you think the following toy is suitable for... ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	1%	1%	1%	5%	0%	0%	0%	1%	1%	4%	2%	0%
Only girls	5%	8%	2%	5%	7%	5%	3%	4%	8%	4%	6%	3%
Both boys and girls	91%	87%	95%	84%	90%	94%	94%	92%	87%	89%	88%	96%
Neither boys nor girls	1%	0%	2%	1%	0%	0%	3%	1%	1%	0%	1%	0%
Not sure	2%	4%	1%	5%	3%	1%	0%	3%	3%	3%	4%	0%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	101%	99%
Unweighted N	(1,095)	(520)	(575)	(254)	(291)	(319)	(231)	(724)	(139)	(160)	(718)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	1%	0%	1%	2%	0%	0%	1%	2%	3%	1%	2%	1%
Only girls	5%	2%	6%	7%	4%	3%	5%	6%	8%	8%	1%	3%
Both boys and girls	91%	95%	90%	86%	95%	95%	90%	88%	86%	87%	96%	94%
Neither boys nor girls	1%	0%	2%	2%	0%	0%	1%	2%	2%	1%	0%	1%
Not sure	2%	2%	2%	3%	1%	2%	4%	1%	1%	3%	1%	1%
Totals	100%	99%	101%	100%	100%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(1,095)	(437)	(367)	(385)	(650)	(346)	(412)	(337)	(273)	(434)	(300)	(277)

YouGov Survey: Gender and Toys

August 25 - 27, 2026 - 1,095 U.S. adult citizens



3F. Toys Suitable for Boys or Girls — Building blocks

Do you think the following toy is suitable for . . ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	6%	9%	3%	10%	10%	3%	1%	4%	8%	12%	7%	3%
Only girls	1%	0%	1%	0%	2%	0%	0%	1%	0%	0%	0%	2%
Both boys and girls	91%	87%	94%	84%	84%	94%	99%	93%	88%	80%	89%	95%
Neither boys nor girls	1%	0%	1%	2%	0%	1%	0%	0%	1%	4%	1%	0%
Not sure	2%	3%	2%	4%	4%	2%	0%	2%	3%	4%	3%	0%
Totals	101%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,095)	(520)	(575)	(254)	(291)	(319)	(231)	(724)	(139)	(160)	(718)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	6%	6%	7%	8%	5%	6%	4%	8%	8%	7%	4%	6%
Only girls	1%	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	2%
Both boys and girls	91%	92%	90%	89%	93%	92%	90%	90%	89%	90%	93%	91%
Neither boys nor girls	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%
Not sure	2%	1%	1%	2%	1%	1%	5%	1%	1%	3%	2%	2%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,095)	(437)	(367)	(385)	(650)	(346)	(412)	(337)	(273)	(434)	(300)	(277)

YouGov Survey: Gender and Toys

August 25 - 27, 2026 - 1,095 U.S. adult citizens



3G. Toys Suitable for Boys or Girls — Action figures

Do you think the following toy is suitable for... ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	20%	26%	13%	23%	21%	17%	18%	17%	32%	25%	22%	16%
Only girls	1%	0%	1%	0%	0%	0%	2%	1%	0%	0%	1%	0%
Both boys and girls	75%	70%	81%	69%	74%	80%	76%	79%	59%	69%	73%	81%
Neither boys nor girls	1%	1%	2%	4%	1%	0%	1%	1%	1%	3%	2%	1%
Not sure	3%	3%	3%	4%	4%	2%	2%	2%	8%	2%	4%	2%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	100%	99%	102%	100%
Unweighted N	(1,095)	(520)	(575)	(254)	(291)	(319)	(231)	(724)	(139)	(160)	(718)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	20%	15%	24%	29%	16%	15%	17%	27%	30%	19%	17%	22%
Only girls	1%	0%	0%	0%	1%	0%	0%	2%	2%	1%	0%	0%
Both boys and girls	75%	81%	74%	68%	80%	81%	76%	70%	65%	75%	79%	75%
Neither boys nor girls	1%	1%	0%	1%	1%	1%	2%	0%	1%	1%	1%	1%
Not sure	3%	2%	1%	1%	2%	2%	5%	1%	1%	4%	3%	2%
Totals	100%	99%	99%	99%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,095)	(437)	(367)	(385)	(650)	(346)	(412)	(337)	(273)	(434)	(300)	(277)

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3H. Toys Suitable for Boys or Girls — Toy tool sets

Do you think the following toy is suitable for . . ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	20%	22%	18%	15%	18%	24%	23%	19%	26%	16%	22%	17%
Only girls	2%	3%	1%	5%	0%	1%	1%	1%	0%	7%	2%	1%
Both boys and girls	74%	70%	79%	73%	78%	72%	76%	77%	65%	72%	71%	81%
Neither boys nor girls	1%	1%	1%	3%	1%	1%	0%	0%	5%	0%	1%	1%
Not sure	3%	4%	1%	4%	4%	3%	0%	2%	3%	5%	4%	0%
Totals	100%	100%	100%	100%	101%	101%	100%	99%	99%	100%	100%	100%
Unweighted N	(1,095)	(520)	(575)	(254)	(291)	(319)	(231)	(724)	(139)	(160)	(718)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	20%	13%	24%	26%	19%	15%	17%	28%	28%	21%	21%	18%
Only girls	2%	3%	2%	3%	2%	3%	1%	2%	2%	2%	1%	2%
Both boys and girls	74%	82%	72%	68%	77%	80%	77%	67%	66%	73%	76%	77%
Neither boys nor girls	1%	1%	0%	2%	1%	1%	1%	2%	2%	2%	0%	0%
Not sure	3%	2%	1%	2%	2%	1%	5%	2%	2%	3%	2%	2%
Totals	100%	101%	99%	101%	101%	100%	101%	101%	100%	101%	100%	99%
Unweighted N	(1,095)	(437)	(367)	(385)	(650)	(346)	(412)	(337)	(273)	(434)	(300)	(277)

YouGov Survey: Gender and Toys
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3I. Toys Suitable for Boys or Girls — Toy trucks

Do you think the following toy is suitable for... ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	28%	32%	24%	25%	30%	29%	28%	23%	38%	41%	30%	25%
Only girls	1%	0%	2%	1%	1%	0%	3%	1%	0%	2%	1%	1%
Both boys and girls	68%	64%	72%	69%	65%	69%	70%	73%	58%	52%	65%	74%
Neither boys nor girls	1%	1%	1%	2%	1%	1%	0%	0%	1%	5%	1%	1%
Not sure	2%	3%	1%	4%	3%	1%	0%	2%	3%	0%	3%	0%
Totals	100%	100%	100%	101%	100%	100%	101%	99%	100%	100%	100%	101%
Unweighted N	(1,095)	(520)	(575)	(254)	(291)	(319)	(231)	(724)	(139)	(160)	(718)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	28%	22%	32%	37%	23%	23%	26%	35%	35%	26%	29%	30%
Only girls	1%	0%	1%	1%	1%	2%	0%	1%	1%	2%	0%	0%
Both boys and girls	68%	75%	66%	61%	73%	72%	69%	63%	63%	69%	69%	67%
Neither boys nor girls	1%	2%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%
Not sure	2%	1%	1%	1%	1%	1%	4%	1%	1%	3%	1%	1%
Totals	100%	100%	100%	101%	99%	99%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,095)	(437)	(367)	(385)	(650)	(346)	(412)	(337)	(273)	(434)	(300)	(277)

YouGov Survey: Gender and Toys
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3J. Toys Suitable for Boys or Girls — Play kitchen sets

Do you think the following toy is suitable for... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	0%	0%	0%	1%	0%	1%	0%	0%	0%	3%	1%	0%
Only girls	28%	36%	20%	18%	27%	30%	34%	24%	39%	33%	31%	22%
Both boys and girls	67%	57%	77%	74%	68%	64%	65%	72%	48%	61%	62%	77%
Neither boys nor girls	2%	3%	1%	6%	1%	1%	1%	2%	6%	1%	3%	0%
Not sure	3%	4%	1%	2%	3%	4%	1%	2%	6%	2%	3%	1%
Totals	100%	100%	99%	101%	99%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,094)	(520)	(574)	(254)	(291)	(318)	(231)	(723)	(139)	(160)	(717)	(377)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%
Only girls	28%	19%	35%	39%	22%	23%	24%	37%	44%	28%	25%	31%
Both boys and girls	67%	76%	63%	57%	73%	73%	69%	60%	52%	65%	71%	68%
Neither boys nor girls	2%	2%	0%	2%	2%	1%	3%	2%	3%	4%	1%	1%
Not sure	3%	2%	2%	2%	2%	2%	4%	2%	1%	4%	2%	1%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	100%	101%	100%	101%
Unweighted N	(1,094)	(436)	(367)	(385)	(649)	(345)	(412)	(337)	(273)	(433)	(300)	(277)

3K. Toys Suitable for Boys or Girls — Tea sets

Do you think the following toy is suitable for . . ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	0%	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%
Only girls	42%	48%	37%	23%	37%	51%	53%	41%	54%	37%	48%	31%
Both boys and girls	50%	43%	57%	65%	55%	44%	39%	52%	33%	54%	42%	65%
Neither boys nor girls	4%	4%	3%	6%	3%	3%	4%	4%	4%	5%	5%	2%
Not sure	4%	5%	3%	5%	5%	2%	4%	4%	8%	3%	5%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	99%	101%	100%	100%
Unweighted N	(1,092)	(518)	(574)	(252)	(290)	(319)	(231)	(721)	(139)	(160)	(716)	(376)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%
Only girls	42%	29%	54%	51%	37%	32%	39%	55%	54%	47%	40%	41%
Both boys and girls	50%	64%	40%	39%	58%	62%	52%	36%	37%	45%	52%	54%
Neither boys nor girls	4%	4%	4%	6%	2%	3%	3%	5%	6%	4%	2%	2%
Not sure	4%	3%	2%	3%	3%	3%	6%	3%	3%	4%	5%	3%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	101%	100%	99%	101%
Unweighted N	(1,092)	(435)	(367)	(385)	(648)	(344)	(411)	(337)	(272)	(433)	(298)	(277)

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3L. Toys Suitable for Boys or Girls — Toy guns

Do you think the following toy is suitable for . . ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	23%	26%	19%	29%	21%	19%	25%	25%	20%	24%	23%	22%
Only girls	1%	1%	1%	1%	0%	0%	0%	0%	0%	2%	1%	0%
Both boys and girls	50%	55%	45%	58%	50%	50%	42%	51%	36%	51%	52%	45%
Neither boys nor girls	23%	14%	32%	9%	25%	26%	30%	21%	40%	19%	20%	30%
Not sure	3%	4%	3%	3%	4%	4%	3%	3%	4%	4%	4%	2%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,095)	(520)	(575)	(254)	(291)	(319)	(231)	(724)	(139)	(160)	(718)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	23%	15%	29%	34%	16%	17%	16%	35%	34%	21%	21%	28%
Only girls	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	0%
Both boys and girls	50%	44%	57%	51%	49%	43%	53%	53%	53%	47%	55%	46%
Neither boys nor girls	23%	37%	11%	12%	31%	37%	25%	10%	10%	27%	20%	24%
Not sure	3%	3%	2%	3%	3%	2%	6%	2%	3%	4%	3%	2%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,095)	(437)	(367)	(385)	(650)	(346)	(412)	(337)	(273)	(434)	(300)	(277)

YouGov Survey: Gender and Toys

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3M. Toys Suitable for Boys or Girls — Baby dolls

Do you think the following toy is suitable for. . . ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	1%	0%	1%	1%	1%	1%	0%	0%	0%	4%	1%	0%
Only girls	49%	58%	40%	38%	43%	53%	58%	45%	71%	45%	54%	38%
Both boys and girls	46%	36%	55%	56%	51%	41%	36%	51%	20%	41%	39%	59%
Neither boys nor girls	2%	1%	2%	3%	1%	1%	1%	1%	4%	4%	2%	1%
Not sure	4%	5%	2%	3%	4%	3%	4%	3%	5%	6%	4%	3%
Totals	102%	100%	100%	101%	100%	99%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,094)	(520)	(574)	(254)	(291)	(319)	(230)	(724)	(139)	(159)	(717)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%
Only girls	49%	34%	60%	62%	40%	38%	45%	62%	62%	51%	45%	50%
Both boys and girls	46%	60%	35%	34%	54%	56%	49%	33%	35%	43%	47%	47%
Neither boys nor girls	2%	3%	0%	1%	2%	3%	2%	0%	0%	1%	3%	1%
Not sure	4%	3%	4%	2%	3%	3%	4%	3%	2%	4%	5%	1%
Totals	102%	101%	100%	100%	100%	101%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,094)	(436)	(367)	(385)	(649)	(345)	(412)	(337)	(273)	(433)	(300)	(277)

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3N. Toys Suitable for Boys or Girls — Barbie dolls

Do you think the following toy is suitable for... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	0%	0%	1%	1%	1%	0%	0%	0%	0%	1%	0%	1%
Only girls	57%	67%	48%	48%	53%	62%	63%	52%	80%	60%	62%	47%
Both boys and girls	36%	27%	45%	46%	40%	32%	29%	41%	14%	31%	30%	48%
Neither boys nor girls	4%	3%	5%	1%	3%	4%	7%	4%	3%	2%	4%	4%
Not sure	3%	3%	3%	3%	4%	2%	2%	2%	3%	6%	4%	1%
Totals	100%	100%	102%	99%	101%	100%	101%	99%	100%	100%	100%	101%
Unweighted N	(1,094)	(519)	(575)	(253)	(291)	(319)	(231)	(724)	(139)	(159)	(717)	(377)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	0%	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%
Only girls	57%	41%	72%	74%	48%	43%	52%	76%	76%	57%	56%	60%
Both boys and girls	36%	52%	21%	20%	45%	50%	41%	18%	18%	35%	37%	36%
Neither boys nor girls	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	3%	3%
Not sure	3%	2%	2%	1%	2%	2%	4%	2%	1%	4%	3%	1%
Totals	100%	100%	100%	100%	99%	100%	101%	101%	100%	100%	100%	101%
Unweighted N	(1,094)	(437)	(366)	(384)	(650)	(346)	(412)	(336)	(272)	(433)	(300)	(277)

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30. Toys Suitable for Boys or Girls — Play makeup sets

Do you think the following toy is suitable for... ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only boys	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Only girls	63%	69%	57%	51%	56%	71%	68%	60%	75%	66%	67%	54%
Both boys and girls	26%	21%	31%	41%	32%	17%	21%	28%	13%	25%	22%	35%
Neither boys nor girls	7%	6%	9%	3%	7%	9%	9%	8%	6%	5%	7%	9%
Not sure	3%	4%	3%	4%	4%	3%	2%	3%	5%	4%	4%	2%
Totals	99%	100%	101%	99%	99%	100%	100%	99%	99%	101%	100%	100%
Unweighted N	(1,094)	(519)	(575)	(254)	(291)	(319)	(230)	(723)	(139)	(160)	(717)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only boys	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%
Only girls	63%	43%	80%	82%	53%	45%	58%	84%	82%	63%	62%	61%
Both boys and girls	26%	43%	13%	13%	34%	41%	29%	11%	13%	24%	30%	26%
Neither boys nor girls	7%	11%	4%	4%	10%	11%	9%	3%	3%	8%	5%	10%
Not sure	3%	3%	2%	1%	3%	3%	5%	2%	1%	5%	2%	2%
Totals	99%	101%	99%	100%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,094)	(437)	(366)	(384)	(650)	(346)	(411)	(337)	(272)	(434)	(300)	(277)

4. Appropriateness of Toys Aimed at Boys or Girls

Do you think that it is appropriate or inappropriate to have toys which are specifically aimed at boys or girls?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Appropriate	55%	63%	48%	45%	58%	57%	59%	55%	55%	52%	56%	54%
Inappropriate	19%	15%	23%	17%	21%	15%	24%	21%	7%	19%	14%	29%
Not sure	26%	22%	30%	38%	20%	28%	17%	24%	38%	28%	30%	17%
Totals	100%	100%	101%	100%	99%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,095)	(520)	(575)	(254)	(291)	(319)	(231)	(724)	(139)	(160)	(718)	(377)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Appropriate	55%	42%	76%	78%	45%	41%	49%	75%	79%	55%	52%	61%
Inappropriate	19%	33%	10%	9%	27%	29%	19%	10%	11%	17%	22%	21%
Not sure	26%	26%	14%	13%	28%	31%	32%	15%	10%	28%	26%	18%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,095)	(437)	(367)	(385)	(650)	(346)	(412)	(337)	(273)	(434)	(300)	(277)

5. Stores Dividing Toy Sections by Gender

Do you think stores should or should not divide their toy sections by gender?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Stores should divide their toy sections by gender	32%	40%	25%	24%	34%	35%	35%	30%	45%	34%	34%	30%
Stores should not divide their toy sections by gender	51%	42%	60%	56%	49%	49%	52%	57%	29%	50%	47%	61%
Not sure	16%	18%	15%	20%	17%	16%	13%	13%	26%	16%	20%	9%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,091)	(519)	(572)	(252)	(291)	(317)	(231)	(721)	(139)	(159)	(714)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Stores should divide their toy sections by gender	32%	23%	45%	48%	27%	24%	29%	44%	48%	35%	30%	33%
Stores should not divide their toy sections by gender	51%	68%	44%	42%	58%	64%	48%	43%	42%	44%	57%	57%
Not sure	16%	9%	11%	11%	15%	12%	23%	13%	10%	21%	13%	10%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,091)	(435)	(367)	(385)	(647)	(345)	(409)	(337)	(273)	(434)	(300)	(274)

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6. Raising Boys and Girls Differently or Alike

Which of these two views comes closer to your own?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Young boys and girls should be raised differently, with different toys and play activities	35%	40%	30%	25%	32%	39%	42%	34%	39%	32%	37%	32%
Young boys and girls should be brought up alike, with similar toys and play activities	52%	44%	59%	54%	54%	48%	53%	55%	41%	45%	47%	61%
Not sure	13%	16%	10%	21%	14%	13%	5%	10%	21%	23%	16%	7%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,091)	(516)	(575)	(251)	(291)	(318)	(231)	(720)	(139)	(160)	(714)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Young boys and girls should be raised differently, with different toys and play activities	35%	19%	53%	53%	27%	21%	33%	51%	51%	32%	36%	40%
Young boys and girls should be brought up alike, with similar toys and play activities	52%	72%	40%	40%	62%	68%	47%	41%	42%	50%	53%	55%
Not sure	13%	8%	7%	8%	12%	11%	20%	7%	6%	17%	10%	5%
Totals	100%	99%	100%	101%	101%	100%	100%	99%	99%	99%	99%	100%
Unweighted N	(1,091)	(436)	(365)	(382)	(649)	(346)	(410)	(335)	(270)	(433)	(299)	(276)

7. Children Free To Explore Their Gender

Do you think that children should be free to develop and explore their gender?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	53%	50%	56%	59%	48%	50%	58%	53%	54%	57%	49%	61%
No	29%	32%	25%	17%	32%	36%	25%	32%	22%	18%	29%	28%
Not sure	18%	18%	19%	25%	20%	14%	17%	15%	25%	25%	22%	10%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,093)	(519)	(574)	(254)	(289)	(319)	(231)	(722)	(139)	(160)	(717)	(376)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	53%	81%	34%	38%	66%	79%	46%	37%	37%	54%	50%	53%
No	29%	9%	49%	46%	18%	9%	31%	45%	48%	24%	32%	35%
Not sure	18%	10%	17%	17%	17%	12%	24%	18%	15%	22%	18%	12%
Totals	100%	100%	100%	101%	101%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,093)	(437)	(365)	(384)	(649)	(346)	(412)	(335)	(272)	(433)	(299)	(277)

8. Girls Playing With Toys Associated With Boys

Should girls be encouraged or discouraged from playing with toys that are traditionally associated with boys, such as trains or action figures?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Strongly encouraged	10%	7%	13%	8%	12%	14%	6%	11%	6%	9%	11%	10%
Somewhat encouraged	12%	10%	14%	24%	12%	7%	9%	11%	12%	22%	10%	16%
Neither encouraged nor discouraged	63%	64%	63%	55%	62%	65%	70%	65%	67%	52%	63%	63%
Somewhat discouraged	7%	10%	4%	5%	7%	8%	7%	7%	7%	10%	7%	7%
Strongly discouraged	7%	9%	6%	7%	8%	6%	8%	6%	8%	7%	8%	4%
Totals	99%	100%	100%	99%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,093)	(519)	(574)	(254)	(290)	(319)	(230)	(723)	(139)	(159)	(716)	(377)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Strongly encouraged	10%	16%	8%	6%	13%	16%	7%	8%	6%	11%	8%	11%
Somewhat encouraged	12%	16%	11%	11%	13%	17%	9%	12%	15%	11%	11%	16%
Neither encouraged nor discouraged	63%	62%	60%	61%	63%	61%	70%	59%	57%	62%	67%	61%
Somewhat discouraged	7%	2%	13%	13%	4%	2%	6%	13%	12%	6%	8%	7%
Strongly discouraged	7%	4%	8%	9%	6%	4%	8%	8%	10%	10%	5%	5%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,093)	(436)	(366)	(384)	(649)	(346)	(411)	(336)	(273)	(433)	(299)	(277)

9. Boys Playing With Toys Associated With Girls

Should boys be encouraged or discouraged from playing with toys that are traditionally associated with girls, such as dolls or tea sets?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Strongly encouraged	8%	6%	10%	9%	10%	9%	3%	9%	7%	6%	8%	8%
Somewhat encouraged	10%	9%	12%	17%	15%	3%	9%	10%	7%	18%	8%	15%
Neither encouraged nor discouraged	57%	55%	58%	54%	53%	60%	59%	58%	57%	52%	55%	60%
Somewhat discouraged	10%	11%	10%	9%	8%	11%	12%	10%	11%	8%	11%	9%
Strongly discouraged	15%	20%	10%	11%	14%	16%	17%	13%	18%	16%	18%	8%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,091)	(519)	(572)	(253)	(290)	(317)	(231)	(721)	(139)	(159)	(714)	(377)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Strongly encouraged	8%	14%	4%	4%	11%	14%	6%	4%	5%	9%	5%	9%
Somewhat encouraged	10%	15%	7%	9%	12%	16%	7%	9%	10%	7%	12%	14%
Neither encouraged nor discouraged	57%	59%	52%	52%	57%	55%	63%	51%	47%	56%	59%	55%
Somewhat discouraged	10%	6%	19%	17%	7%	6%	7%	17%	19%	8%	12%	12%
Strongly discouraged	15%	6%	17%	18%	13%	9%	17%	18%	20%	20%	12%	11%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	101%	100%	100%	101%
Unweighted N	(1,091)	(436)	(365)	(384)	(648)	(345)	(410)	(336)	(271)	(432)	(300)	(276)

10. Effect of Opposite-Gender Toys on Child Development

Do you think it is good or bad for a child's development to play with toys traditionally aimed at the opposite gender?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very good	13%	9%	17%	16%	15%	12%	9%	14%	10%	12%	10%	17%
Somewhat good	9%	7%	10%	10%	10%	8%	7%	10%	6%	9%	7%	12%
Neither good nor bad	53%	51%	55%	47%	49%	54%	60%	54%	55%	38%	56%	46%
Somewhat bad	11%	15%	7%	9%	9%	12%	14%	10%	14%	16%	10%	13%
Very bad	9%	13%	5%	10%	10%	9%	6%	8%	6%	13%	9%	8%
Not sure	6%	6%	6%	7%	7%	6%	4%	4%	10%	12%	7%	5%
Totals	101%	101%	100%	99%	100%	101%	100%	100%	101%	100%	99%	101%
Unweighted N	(1,094)	(520)	(574)	(254)	(290)	(319)	(231)	(723)	(139)	(160)	(718)	(376)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Very good	13%	23%	7%	7%	17%	23%	10%	6%	9%	14%	12%	11%
Somewhat good	9%	13%	7%	8%	10%	15%	4%	8%	8%	8%	8%	12%
Neither good nor bad	53%	49%	55%	52%	54%	44%	59%	54%	54%	54%	53%	52%
Somewhat bad	11%	6%	15%	18%	8%	8%	10%	15%	15%	10%	8%	16%
Very bad	9%	4%	12%	13%	6%	6%	8%	13%	13%	10%	9%	8%
Not sure	6%	4%	4%	3%	6%	5%	9%	3%	2%	5%	9%	1%
Totals	101%	99%	100%	101%	101%	101%	100%	99%	101%	101%	99%	100%
Unweighted N	(1,094)	(437)	(366)	(384)	(650)	(346)	(412)	(336)	(273)	(433)	(300)	(277)

11. Effect of Childhood Toys on Adult Careers

How much, if at all, do you think the toys children play with affect the careers they choose as adults?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
A lot	12%	12%	11%	14%	15%	8%	11%	11%	16%	14%	11%	13%
A little	39%	36%	41%	38%	41%	37%	39%	41%	41%	31%	32%	51%
Not at all	29%	30%	28%	21%	26%	33%	33%	29%	23%	27%	31%	24%
Not sure	21%	22%	20%	27%	19%	23%	17%	19%	21%	28%	25%	13%
Totals	101%	100%	100%	100%	101%	101%	100%	100%	101%	100%	99%	101%
Unweighted N	(1,094)	(520)	(574)	(254)	(291)	(319)	(230)	(724)	(138)	(160)	(717)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
A lot	12%	12%	14%	14%	11%	17%	5%	14%	14%	10%	11%	14%
A little	39%	40%	44%	42%	39%	38%	34%	44%	45%	32%	41%	48%
Not at all	29%	33%	29%	27%	32%	26%	30%	29%	28%	32%	28%	26%
Not sure	21%	14%	13%	17%	18%	18%	30%	14%	13%	26%	19%	12%
Totals	101%	99%	100%	100%	100%	99%	99%	101%	100%	100%	99%	100%
Unweighted N	(1,094)	(436)	(367)	(385)	(649)	(345)	(412)	(337)	(273)	(433)	(300)	(277)

12. Comfort Giving a Boy a Gift Aimed at Girls

How comfortable, if at all, would you feel buying a male child in your family a gift that is commonly aimed towards girls?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very comfortable	18%	16%	20%	16%	25%	18%	13%	20%	9%	16%	16%	22%
Somewhat comfortable	9%	7%	11%	12%	13%	8%	4%	9%	8%	16%	7%	12%
Neither comfortable nor uncomfortable	30%	28%	32%	41%	28%	28%	26%	29%	31%	30%	33%	25%
Somewhat uncomfortable	20%	21%	20%	14%	18%	17%	33%	21%	18%	22%	19%	21%
Very uncomfortable	23%	29%	17%	18%	17%	29%	24%	21%	35%	16%	24%	19%
Totals	100%	101%	100%	101%	101%	100%	100%	100%	101%	100%	99%	99%
Unweighted N	(1,093)	(520)	(573)	(254)	(291)	(318)	(230)	(722)	(139)	(160)	(717)	(376)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Very comfortable	18%	30%	10%	10%	25%	28%	16%	11%	9%	16%	19%	20%
Somewhat comfortable	9%	12%	9%	10%	9%	13%	6%	9%	10%	7%	10%	13%
Neither comfortable nor uncomfortable	30%	27%	24%	26%	28%	28%	37%	25%	26%	38%	28%	20%
Somewhat uncomfortable	20%	18%	25%	23%	20%	15%	21%	23%	23%	15%	23%	23%
Very uncomfortable	23%	13%	32%	31%	18%	17%	20%	31%	33%	24%	21%	24%
Totals	100%	100%	100%	100%	100%	101%	100%	99%	101%	100%	101%	100%
Unweighted N	(1,093)	(436)	(367)	(384)	(649)	(345)	(411)	(337)	(273)	(433)	(299)	(277)

13. Comfort Giving a Girl a Gift Aimed at Boys

How comfortable, if at all, would you feel buying a female child in your family a gift that is commonly aimed towards boys?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very comfortable	22%	18%	25%	20%	29%	21%	17%	24%	11%	16%	18%	29%
Somewhat comfortable	12%	10%	14%	15%	15%	10%	10%	13%	12%	14%	10%	17%
Neither comfortable nor uncomfortable	35%	33%	38%	40%	32%	38%	31%	34%	40%	34%	39%	28%
Somewhat uncomfortable	14%	19%	10%	14%	11%	12%	22%	13%	15%	23%	15%	13%
Very uncomfortable	16%	20%	12%	12%	12%	20%	19%	15%	22%	14%	17%	14%
Totals	99%	100%	99%	101%	99%	101%	99%	99%	100%	101%	99%	101%
Unweighted N	(1,093)	(519)	(574)	(253)	(291)	(318)	(231)	(722)	(139)	(160)	(717)	(376)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Very comfortable	22%	36%	11%	11%	31%	33%	22%	11%	10%	18%	23%	26%
Somewhat comfortable	12%	15%	14%	12%	13%	15%	8%	14%	14%	9%	14%	15%
Neither comfortable nor uncomfortable	35%	30%	34%	33%	33%	30%	43%	31%	30%	42%	35%	24%
Somewhat uncomfortable	14%	9%	18%	21%	12%	8%	13%	21%	24%	15%	13%	17%
Very uncomfortable	16%	10%	23%	24%	12%	13%	14%	22%	22%	17%	15%	18%
Totals	99%	100%	100%	101%	101%	99%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,093)	(437)	(367)	(385)	(649)	(346)	(411)	(336)	(272)	(434)	(299)	(276)

YouGov Survey: Gender and Toys

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14A. Toys Regularly Played With as a Child — Board games

When you were a child, did you regularly play with each of the following?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	89%	88%	90%	78%	87%	94%	94%	92%	81%	87%	87%	92%
No	7%	6%	7%	10%	9%	3%	6%	4%	9%	8%	6%	7%
Not sure	4%	6%	3%	12%	4%	3%	0%	4%	9%	5%	6%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,091)	(519)	(572)	(252)	(290)	(318)	(231)	(720)	(139)	(160)	(716)	(375)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	89%	90%	92%	89%	91%	90%	89%	89%	87%	89%	85%	92%
No	7%	8%	5%	7%	7%	7%	6%	6%	7%	5%	11%	6%
Not sure	4%	3%	3%	4%	2%	3%	5%	5%	6%	7%	4%	2%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,091)	(434)	(367)	(384)	(647)	(343)	(411)	(337)	(273)	(432)	(298)	(277)

YouGov Survey: Gender and Toys

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14B. Toys Regularly Played With as a Child — Stuffed animals

When you were a child, did you regularly play with each of the following?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	80%	68%	91%	82%	79%	81%	78%	83%	74%	73%	78%	85%
No	15%	23%	7%	10%	15%	15%	20%	13%	21%	16%	16%	14%
Not sure	5%	8%	2%	9%	6%	4%	2%	4%	6%	11%	7%	2%
Totals	100%	99%	100%	101%	100%	100%	100%	100%	101%	100%	101%	101%
Unweighted N	(1,094)	(519)	(575)	(254)	(290)	(319)	(231)	(723)	(139)	(160)	(718)	(376)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	80%	80%	81%	80%	81%	82%	77%	82%	79%	79%	80%	79%
No	15%	15%	14%	17%	15%	13%	17%	14%	17%	14%	15%	16%
Not sure	5%	5%	4%	3%	5%	5%	6%	4%	4%	6%	5%	4%
Totals	100%	100%	99%	100%	101%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,094)	(437)	(366)	(384)	(650)	(346)	(412)	(336)	(272)	(434)	(300)	(276)

YouGov Survey: Gender and Toys

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14C. Toys Regularly Played With as a Child — Building blocks

When you were a child, did you regularly play with each of the following?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	78%	84%	74%	71%	78%	82%	81%	83%	61%	71%	76%	83%
No	15%	11%	19%	19%	13%	14%	17%	11%	28%	24%	17%	13%
Not sure	6%	5%	7%	11%	9%	4%	2%	6%	11%	5%	7%	4%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,093)	(518)	(575)	(253)	(290)	(319)	(231)	(723)	(139)	(159)	(717)	(376)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	78%	81%	84%	81%	80%	80%	75%	81%	79%	78%	74%	83%
No	15%	15%	12%	15%	16%	15%	18%	13%	17%	15%	20%	14%
Not sure	6%	4%	4%	4%	4%	5%	7%	6%	4%	7%	6%	4%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,093)	(436)	(366)	(384)	(649)	(345)	(411)	(337)	(272)	(434)	(298)	(277)

YouGov Survey: Gender and Toys
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14D. Toys Regularly Played With as a Child — Arts and crafts kits

When you were a child, did you regularly play with each of the following?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	70%	61%	79%	72%	67%	70%	73%	74%	62%	67%	68%	75%
No	24%	31%	16%	21%	29%	23%	20%	19%	31%	32%	25%	21%
Not sure	6%	8%	4%	7%	4%	7%	7%	7%	7%	1%	7%	4%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,095)	(520)	(575)	(254)	(291)	(319)	(231)	(724)	(139)	(160)	(718)	(377)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	70%	74%	75%	70%	71%	74%	65%	72%	70%	68%	69%	75%
No	24%	22%	20%	23%	24%	21%	26%	22%	22%	27%	22%	21%
Not sure	6%	4%	5%	6%	5%	5%	8%	5%	8%	5%	8%	5%
Totals	100%	100%	100%	99%	100%	100%	99%	99%	100%	100%	99%	101%
Unweighted N	(1,095)	(437)	(367)	(385)	(650)	(346)	(412)	(337)	(273)	(434)	(300)	(277)

14E. Toys Regularly Played With as a Child — Toy musical instruments

When you were a child, did you regularly play with each of the following?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	65%	60%	69%	61%	68%	64%	67%	66%	67%	58%	62%	71%
No	28%	32%	25%	28%	28%	28%	29%	27%	24%	36%	31%	24%
Not sure	7%	8%	6%	11%	4%	8%	4%	7%	9%	6%	8%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,093)	(520)	(573)	(254)	(291)	(317)	(231)	(724)	(137)	(160)	(716)	(377)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	65%	64%	71%	69%	66%	66%	61%	69%	72%	63%	62%	70%
No	28%	31%	23%	23%	30%	28%	33%	24%	22%	29%	30%	25%
Not sure	7%	5%	6%	8%	5%	7%	6%	8%	6%	8%	8%	5%
Totals	100%	100%	100%	100%	101%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,093)	(437)	(367)	(385)	(649)	(346)	(410)	(337)	(273)	(433)	(299)	(277)

14F. Toys Regularly Played With as a Child — Toy trucks

When you were a child, did you regularly play with each of the following?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	64%	84%	44%	56%	66%	68%	62%	65%	55%	63%	65%	61%
No	30%	9%	49%	31%	28%	27%	35%	28%	34%	35%	27%	36%
Not sure	7%	6%	7%	13%	6%	5%	4%	7%	11%	2%	8%	3%
Totals	101%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,094)	(519)	(575)	(254)	(290)	(319)	(231)	(724)	(139)	(160)	(717)	(377)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	64%	61%	67%	69%	63%	53%	68%	68%	69%	63%	63%	68%
No	30%	34%	28%	28%	32%	39%	24%	28%	27%	26%	33%	30%
Not sure	7%	5%	5%	3%	5%	8%	8%	4%	4%	11%	4%	2%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,094)	(437)	(367)	(385)	(649)	(346)	(411)	(337)	(273)	(433)	(300)	(277)

14G. Toys Regularly Played With as a Child — Toy guns

When you were a child, did you regularly play with each of the following?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	61%	83%	40%	60%	59%	64%	62%	64%	52%	58%	63%	59%
No	34%	12%	54%	27%	36%	33%	38%	32%	42%	39%	32%	38%
Not sure	5%	4%	6%	13%	5%	3%	1%	5%	6%	3%	6%	3%
Totals	100%	99%	100%	100%	100%	100%	101%	101%	100%	100%	101%	100%
Unweighted N	(1,092)	(519)	(573)	(254)	(290)	(318)	(230)	(723)	(138)	(160)	(717)	(375)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	61%	54%	71%	73%	56%	53%	61%	70%	72%	58%	62%	65%
No	34%	42%	26%	25%	39%	43%	33%	26%	24%	34%	32%	33%
Not sure	5%	4%	3%	1%	5%	4%	7%	4%	3%	7%	6%	1%
Totals	100%	100%	100%	99%	100%	100%	101%	100%	99%	99%	100%	99%
Unweighted N	(1,092)	(437)	(364)	(382)	(650)	(346)	(411)	(335)	(272)	(432)	(300)	(276)

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14H. Toys Regularly Played With as a Child — Action figures

When you were a child, did you regularly play with each of the following?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	61%	82%	41%	69%	69%	63%	42%	59%	55%	72%	61%	60%
No	34%	13%	54%	22%	26%	32%	57%	35%	39%	24%	32%	38%
Not sure	5%	5%	5%	10%	6%	5%	2%	6%	7%	4%	7%	2%
Totals	100%	100%	100%	101%	101%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,094)	(520)	(574)	(254)	(291)	(318)	(231)	(724)	(138)	(160)	(717)	(377)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	61%	60%	61%	62%	62%	57%	64%	60%	60%	61%	59%	62%
No	34%	35%	35%	35%	34%	38%	29%	35%	36%	33%	35%	35%
Not sure	5%	5%	4%	3%	4%	5%	6%	5%	4%	6%	6%	3%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,094)	(436)	(367)	(385)	(649)	(345)	(412)	(337)	(273)	(434)	(299)	(277)

14I. Toys Regularly Played With as a Child — Science kits

When you were a child, did you regularly play with each of the following?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	55%	63%	47%	51%	57%	54%	56%	58%	44%	50%	51%	62%
No	38%	29%	46%	34%	35%	40%	41%	34%	47%	43%	40%	34%
Not sure	8%	8%	7%	15%	8%	6%	3%	8%	9%	7%	9%	4%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,091)	(519)	(572)	(254)	(290)	(318)	(229)	(721)	(138)	(160)	(715)	(376)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	55%	55%	60%	58%	55%	52%	55%	58%	59%	53%	58%	56%
No	38%	40%	35%	35%	41%	44%	35%	35%	36%	39%	34%	37%
Not sure	8%	5%	5%	6%	4%	4%	11%	8%	5%	9%	9%	7%
Totals	101%	100%	100%	99%	100%	100%	101%	101%	100%	101%	101%	100%
Unweighted N	(1,091)	(436)	(365)	(384)	(647)	(346)	(410)	(335)	(272)	(432)	(299)	(276)

14J. Toys Regularly Played With as a Child — Toy tool sets

When you were a child, did you regularly play with each of the following?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	54%	69%	39%	49%	60%	54%	50%	53%	47%	53%	52%	56%
No	39%	24%	53%	41%	31%	40%	45%	39%	46%	42%	39%	41%
Not sure	7%	7%	7%	10%	8%	6%	4%	8%	7%	5%	9%	3%
Totals	100%	100%	99%	100%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,091)	(518)	(573)	(253)	(290)	(319)	(229)	(720)	(139)	(160)	(714)	(377)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	54%	50%	57%	56%	53%	49%	58%	53%	54%	53%	53%	58%
No	39%	44%	37%	39%	41%	45%	34%	40%	39%	38%	39%	38%
Not sure	7%	5%	7%	4%	6%	6%	8%	7%	6%	8%	8%	4%
Totals	100%	99%	101%	99%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,091)	(436)	(365)	(384)	(648)	(346)	(410)	(335)	(271)	(431)	(300)	(276)

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14K. Toys Regularly Played With as a Child — Play kitchen sets

When you were a child, did you regularly play with each of the following?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	50%	24%	74%	46%	57%	48%	49%	55%	43%	36%	48%	54%
No	43%	64%	22%	45%	32%	45%	49%	38%	48%	55%	46%	37%
Not sure	7%	11%	3%	10%	11%	7%	2%	7%	9%	9%	7%	9%
Totals	100%	99%	99%	101%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,090)	(517)	(573)	(253)	(288)	(318)	(231)	(721)	(137)	(160)	(716)	(374)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	50%	52%	55%	47%	52%	54%	46%	51%	48%	49%	48%	54%
No	43%	43%	41%	48%	41%	40%	45%	43%	49%	41%	47%	39%
Not sure	7%	5%	4%	5%	6%	5%	10%	6%	3%	10%	5%	7%
Totals	100%	100%	100%	100%	99%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,090)	(436)	(366)	(384)	(648)	(345)	(408)	(337)	(272)	(432)	(300)	(274)

14L. Toys Regularly Played With as a Child — Baby dolls

When you were a child, did you regularly play with each of the following?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	47%	12%	80%	35%	53%	48%	50%	51%	51%	37%	46%	49%
No	48%	81%	18%	55%	41%	49%	49%	45%	43%	57%	48%	49%
Not sure	4%	7%	2%	10%	6%	3%	1%	4%	6%	6%	6%	2%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,092)	(518)	(574)	(253)	(289)	(319)	(231)	(721)	(139)	(160)	(716)	(376)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	47%	50%	51%	44%	49%	56%	38%	49%	46%	47%	49%	46%
No	48%	46%	45%	52%	48%	40%	57%	48%	49%	49%	45%	52%
Not sure	4%	4%	4%	4%	3%	5%	5%	3%	4%	5%	7%	2%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	99%	101%	101%	100%
Unweighted N	(1,092)	(436)	(366)	(384)	(649)	(346)	(409)	(337)	(272)	(432)	(300)	(276)

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14M. Toys Regularly Played With as a Child — Barbie dolls

When you were a child, did you regularly play with each of the following?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	44%	13%	74%	41%	53%	46%	35%	47%	47%	37%	44%	45%
No	51%	81%	23%	49%	42%	51%	62%	49%	45%	57%	50%	54%
Not sure	5%	6%	3%	10%	5%	3%	3%	4%	9%	5%	7%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	101%	100%
Unweighted N	(1,091)	(518)	(573)	(253)	(289)	(318)	(231)	(721)	(139)	(160)	(715)	(376)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	44%	48%	43%	38%	47%	54%	38%	42%	39%	46%	44%	42%
No	51%	49%	52%	57%	50%	43%	57%	52%	52%	47%	51%	57%
Not sure	5%	3%	6%	5%	3%	3%	5%	6%	8%	8%	5%	1%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(1,091)	(436)	(366)	(385)	(647)	(346)	(409)	(336)	(273)	(432)	(299)	(277)

14N. Toys Regularly Played With as a Child — Tea sets

When you were a child, did you regularly play with each of the following?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	41%	13%	67%	37%	47%	38%	40%	42%	41%	37%	39%	43%
No	53%	79%	29%	49%	45%	58%	58%	52%	49%	57%	53%	54%
Not sure	6%	8%	5%	13%	7%	4%	2%	6%	10%	7%	8%	2%
Totals	100%	100%	101%	99%	99%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(1,094)	(519)	(575)	(254)	(290)	(319)	(231)	(724)	(138)	(160)	(718)	(376)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	41%	41%	45%	39%	42%	47%	33%	43%	42%	42%	43%	36%
No	53%	55%	51%	57%	54%	46%	60%	52%	52%	50%	51%	60%
Not sure	6%	5%	5%	4%	4%	7%	7%	5%	5%	8%	6%	4%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,094)	(437)	(367)	(385)	(649)	(345)	(412)	(337)	(273)	(434)	(299)	(277)

140. Toys Regularly Played With as a Child — Play makeup sets

When you were a child, did you regularly play with each of the following?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	31%	6%	54%	29%	41%	30%	22%	32%	33%	27%	31%	30%
No	65%	90%	42%	64%	53%	66%	77%	64%	62%	71%	63%	69%
Not sure	4%	5%	4%	7%	6%	3%	1%	4%	5%	2%	6%	1%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,091)	(516)	(575)	(252)	(290)	(319)	(230)	(721)	(139)	(160)	(715)	(376)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Yes	31%	26%	35%	30%	31%	31%	28%	34%	34%	32%	36%	26%
No	65%	72%	62%	67%	67%	67%	65%	63%	63%	61%	61%	73%
Not sure	4%	3%	3%	3%	2%	2%	6%	4%	3%	7%	3%	2%
Totals	100%	101%	100%	100%	100%	100%	99%	101%	100%	100%	100%	101%
Unweighted N	(1,091)	(436)	(366)	(384)	(648)	(346)	(409)	(336)	(272)	(432)	(300)	(276)

15. Childhood Toys Aimed at Boys or Girls

When you were a child, were most of the toys you played with aimed at boys, aimed at girls, or a mix of both?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Mostly toys aimed at boys	40%	76%	6%	37%	40%	43%	38%	37%	40%	44%	40%	39%
Mostly toys aimed at girls	24%	2%	44%	15%	23%	24%	31%	25%	27%	16%	23%	25%
About an equal mix of both	30%	18%	42%	33%	28%	31%	30%	34%	22%	32%	30%	32%
Not sure	6%	4%	8%	15%	9%	2%	1%	5%	11%	8%	8%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	99%
Unweighted N	(1,093)	(519)	(574)	(253)	(291)	(319)	(230)	(723)	(139)	(159)	(717)	(376)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Mostly toys aimed at boys	40%	36%	42%	45%	39%	31%	44%	43%	42%	39%	37%	44%
Mostly toys aimed at girls	24%	27%	25%	25%	24%	29%	20%	23%	25%	22%	24%	25%
About an equal mix of both	30%	35%	31%	28%	32%	34%	27%	31%	30%	30%	33%	28%
Not sure	6%	3%	1%	2%	5%	6%	9%	3%	2%	8%	6%	3%
Totals	100%	101%	99%	100%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,093)	(437)	(365)	(384)	(649)	(346)	(412)	(335)	(272)	(433)	(299)	(277)

16. Toys More Fun as a Child

When you were a child, which toys seemed more fun to you, toys aimed at boys or toys aimed at girls?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Boys toys	50%	86%	17%	52%	48%	53%	46%	48%	47%	60%	51%	50%
Girls toys	28%	3%	51%	21%	31%	29%	30%	30%	30%	16%	26%	32%
Not sure	22%	11%	32%	27%	21%	18%	24%	22%	23%	24%	23%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,095)	(520)	(575)	(254)	(291)	(319)	(231)	(724)	(139)	(160)	(718)	(377)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Boys toys	50%	50%	52%	56%	50%	45%	51%	54%	53%	49%	49%	54%
Girls toys	28%	26%	35%	31%	27%	30%	22%	32%	34%	25%	31%	31%
Not sure	22%	24%	13%	13%	23%	25%	27%	14%	12%	26%	20%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,095)	(437)	(367)	(385)	(650)	(346)	(412)	(337)	(273)	(434)	(300)	(277)

17. Encouraged or Discouraged From Toys Aimed at Boys as a Child

When you were a child, were you encouraged or discouraged from playing with toys aimed at boys?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Strongly encouraged	17%	29%	5%	15%	17%	17%	17%	16%	19%	18%	17%	16%
Somewhat encouraged	11%	15%	8%	19%	16%	6%	7%	10%	12%	20%	10%	15%
Neither encouraged nor discouraged	57%	49%	65%	47%	49%	66%	64%	63%	48%	44%	58%	56%
Somewhat discouraged	5%	2%	9%	8%	5%	4%	5%	5%	6%	3%	5%	7%
Strongly discouraged	3%	0%	6%	0%	3%	3%	4%	2%	6%	2%	3%	3%
Not sure	6%	5%	7%	10%	9%	4%	2%	5%	8%	14%	7%	4%
Totals	99%	100%	100%	99%	99%	100%	99%	101%	99%	101%	100%	101%
Unweighted N	(1,094)	(519)	(575)	(254)	(290)	(319)	(231)	(723)	(139)	(160)	(717)	(377)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Strongly encouraged	17%	16%	20%	19%	15%	16%	15%	20%	19%	19%	16%	17%
Somewhat encouraged	11%	13%	10%	10%	13%	13%	13%	8%	9%	7%	13%	13%
Neither encouraged nor discouraged	57%	57%	62%	62%	56%	55%	56%	61%	63%	57%	54%	60%
Somewhat discouraged	5%	7%	3%	3%	7%	7%	4%	6%	5%	5%	7%	6%
Strongly discouraged	3%	3%	2%	1%	4%	4%	3%	2%	2%	4%	3%	2%
Not sure	6%	3%	3%	3%	5%	5%	10%	3%	1%	8%	7%	1%
Totals	99%	99%	100%	98%	100%	100%	101%	100%	99%	100%	100%	99%
Unweighted N	(1,094)	(437)	(366)	(385)	(649)	(346)	(412)	(336)	(273)	(433)	(300)	(277)

18. Encouraged or Discouraged From Toys Aimed at Girls as a Child

When you were a child, were you encouraged or discouraged from playing with toys aimed at girls?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Strongly encouraged	12%	2%	21%	11%	15%	12%	9%	12%	13%	11%	11%	12%
Somewhat encouraged	10%	4%	16%	12%	16%	6%	9%	8%	11%	12%	8%	15%
Neither encouraged nor discouraged	56%	59%	52%	51%	44%	61%	66%	60%	40%	47%	56%	55%
Somewhat discouraged	6%	10%	2%	8%	6%	5%	4%	6%	6%	8%	6%	5%
Strongly discouraged	10%	19%	1%	8%	8%	11%	11%	9%	18%	7%	10%	9%
Not sure	7%	6%	8%	11%	12%	5%	2%	5%	14%	14%	8%	4%
Totals	101%	100%	100%	101%	101%	100%	101%	100%	102%	99%	99%	100%
Unweighted N	(1,094)	(519)	(575)	(254)	(290)	(319)	(231)	(724)	(138)	(160)	(717)	(377)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Strongly encouraged	12%	12%	14%	11%	13%	16%	8%	13%	13%	14%	12%	10%
Somewhat encouraged	10%	12%	8%	9%	12%	13%	10%	8%	9%	6%	12%	14%
Neither encouraged nor discouraged	56%	53%	58%	61%	52%	48%	57%	61%	61%	54%	52%	57%
Somewhat discouraged	6%	9%	5%	4%	8%	7%	7%	3%	4%	4%	7%	8%
Strongly discouraged	10%	8%	10%	11%	9%	9%	10%	10%	11%	13%	9%	7%
Not sure	7%	5%	4%	4%	6%	8%	8%	4%	2%	9%	8%	3%
Totals	101%	99%	99%	100%	100%	101%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,094)	(436)	(367)	(385)	(649)	(345)	(412)	(337)	(273)	(433)	(300)	(277)

19. Gender-Neutral Baby Shower

When expecting parents throw a baby shower, do you think it is appropriate or inappropriate to ask for only gender-neutral gifts?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Appropriate	51%	43%	59%	61%	55%	49%	41%	54%	41%	51%	47%	58%
Inappropriate	19%	21%	17%	13%	16%	19%	27%	20%	20%	14%	19%	19%
Not sure	30%	36%	25%	26%	29%	32%	33%	26%	39%	36%	34%	23%
Totals	100%	100%	101%	100%	100%	100%	101%	100%	100%	101%	100%	100%
Unweighted N	(1,092)	(518)	(574)	(252)	(290)	(319)	(231)	(721)	(139)	(160)	(715)	(377)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Appropriate	51%	58%	46%	49%	55%	57%	46%	51%	51%	46%	53%	56%
Inappropriate	19%	15%	29%	28%	15%	16%	13%	27%	30%	16%	19%	24%
Not sure	30%	27%	24%	23%	30%	27%	41%	22%	18%	38%	28%	20%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,092)	(436)	(366)	(384)	(649)	(346)	(410)	(336)	(271)	(433)	(299)	(277)

20. Keeping the Baby's Sex a Secret

Do you think it is appropriate or inappropriate for expecting parents to keep the sex of their baby a secret in order to ensure they receive only gender-neutral gifts?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Appropriate	44%	34%	52%	43%	52%	42%	38%	45%	36%	47%	39%	53%
Inappropriate	23%	33%	14%	22%	20%	24%	26%	25%	14%	21%	25%	19%
Not sure	33%	33%	34%	35%	28%	35%	37%	30%	50%	33%	37%	27%
Totals	100%	100%	100%	100%	100%	101%	101%	100%	100%	101%	101%	99%
Unweighted N	(1,088)	(517)	(571)	(253)	(289)	(316)	(230)	(719)	(139)	(158)	(712)	(376)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Appropriate	44%	57%	40%	37%	50%	55%	39%	39%	40%	41%	48%	50%
Inappropriate	23%	15%	30%	32%	18%	14%	22%	33%	32%	23%	18%	27%
Not sure	33%	28%	30%	30%	32%	31%	40%	28%	28%	36%	34%	23%
Totals	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,088)	(436)	(364)	(383)	(647)	(345)	(409)	(334)	(272)	(431)	(298)	(276)

21. Brothers or Sisters Growing Up

Growing up, did you have...?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Only brothers	23%	22%	23%	25%	22%	23%	22%	23%	16%	23%	24%	21%
Only sisters	24%	24%	23%	27%	20%	28%	18%	25%	13%	26%	20%	30%
Both brothers and sisters	43%	43%	43%	37%	44%	38%	54%	41%	58%	42%	46%	38%
No siblings	11%	11%	10%	12%	15%	10%	5%	11%	12%	9%	10%	12%
Totals	101%	100%	99%	101%	101%	99%	99%	100%	99%	100%	100%	101%
Unweighted N	(1,094)	(519)	(575)	(253)	(291)	(319)	(231)	(724)	(138)	(160)	(717)	(377)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Only brothers	23%	22%	28%	26%	21%	18%	24%	26%	26%	23%	20%	25%
Only sisters	24%	21%	22%	23%	25%	22%	23%	25%	24%	25%	22%	22%
Both brothers and sisters	43%	46%	41%	41%	44%	50%	41%	39%	42%	42%	45%	46%
No siblings	11%	11%	9%	10%	10%	10%	12%	10%	8%	10%	13%	7%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,094)	(437)	(367)	(385)	(650)	(346)	(411)	(337)	(273)	(433)	(300)	(277)

YouGov Survey: Gender and Toys

August 25 - 27, 2026 - 1,095 U.S. adult citizens



Interviewing Dates	August 25 - 27, 2026
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, U.S. region, 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, 33% Republican). The weights range from 0.053 to 6.23, with a mean of one and a standard deviation of 1.
Number of respondents	1,095
Margin of error	± 4.2 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	63 questions not reported.