

1. Do you have any of the following from your past?

	Yes	No	Not sure
Physical photos	84%	12%	3%
Diplomas	72%	24%	4%
Jewelry	66%	32%	3%
Travel souvenirs	64%	30%	6%
Greeting cards	63%	33%	3%
Letters or handwritten notes	63%	32%	5%
Family recipes	59%	36%	5%
Yearbooks	58%	38%	5%
Awards, medals, or trophies	55%	40%	6%
Home videos	52%	42%	6%
Family heirlooms	51%	42%	7%
Antiques	45%	47%	8%
Ticket stubs	44%	51%	5%
Newspapers or magazines from a significant date	43%	51%	7%
Family religious items	40%	54%	6%
Pet keepsakes, such as collar, tag, or ashes	40%	56%	3%
Diaries or journals	38%	57%	5%
Wedding attire	30%	67%	3%
Cremated human remains of a loved one	23%	73%	4%
Military memorabilia	22%	74%	4%

2. Do you have any of the following from your childhood?

	Yes	No	Not sure
Books	48%	48%	4%
Report cards	40%	54%	7%
Toys	38%	57%	5%
Artwork	37%	59%	5%
Clothing	31%	63%	6%
Blankets	30%	67%	4%
School projects	27%	67%	6%
Baby teeth	13%	81%	6%
Your first shoes	10%	83%	6%

3. If you packed all of your keepsakes you still have from the past, including your childhood, into 27-gallon storage bins such as the one shown, about how many tubs would they fill?

Respondents were shown a photo of a standard 27-gallon storage bin

None	8%
Less than one bin	22%
1 bin	19%
2-3 bins	24%
4-5 bins	11%
6-10 bins	5%
11-20 bins	2%
More than 20 bins	2%
Not sure	7%

4. Compared to the average person your age, do you think you save...?

Many more keepsakes	9%
Somewhat more keepsakes	15%
About the same number of keepsakes	21%
Somewhat fewer keepsakes	22%
Many fewer keepsakes	22%
Not sure	12%

5. Compared to your parents, do you think you save...?

Many more keepsakes	10%
Somewhat more keepsakes	14%
About the same number of keepsakes	21%
Somewhat fewer keepsakes	20%
Many fewer keepsakes	24%
Not sure	11%

6. Do you think you save...?

Too many keepsakes	17%
About the right amount of keepsakes	47%
Too few keepsakes	23%
Not sure	13%

7. Do you think the average person saves...?

Too many keepsakes	28%
About the right amount of keepsakes	32%
Too few keepsakes	15%
Not sure	26%

8. Compared to average people 25 years ago, do you think the average person today saves... ?

More keepsakes	15%
About the same amount	20%
Fewer keepsakes	46%
Not sure	20%

9. Would you say that you've kept most of the keepsakes that you have because... ?

You have intentionally chosen to keep them	69%
You have never gotten around to getting rid of them	9%
I don't have any keepsakes	9%
Not sure	13%

10. Do your parents or other relatives have any keepsakes from your childhood?

Yes	47%
No	28%
Not sure	25%

11. Thinking about the keepsakes you have from your childhood, about how many were saved by your parents or other relatives and later given to you?

All of them	5%
Most of them	18%
Some of them	42%
None of them	13%
I don't have any keepsakes	9%
Not sure	13%

12. How often do you look through your keepsakes?

Very often	3%
Somewhat often	18%
Not very often	54%
Never	11%
I don't have any keepsakes	9%
Not sure	5%

13. How emotionally attached are you to your keepsakes overall?

Very attached	20%
Somewhat attached	38%
Not very attached	18%
Not at all attached	8%
I don't have any keepsakes	9%
Not sure	7%

14. Which of the following are reasons why you hold on to keepsakes? Select all that apply.

They remind me of happy memories	54%
They remind me of important people in my life	45%
They connect me to my family or heritage	40%
They represent an important achievement	30%
I want to pass them on to future generations	29%
I would feel guilty getting rid of them	26%
My parents or other relatives kept them or similar keepsakes	24%
They have monetary value	12%
I haven't gotten around to getting rid of them	12%
None of the above	6%
I don't hold on to any keepsakes	10%

Interviewing Dates	July 24 - 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 0.051 to 6.041, with a mean of one and a standard deviation of 0.817.
Number of respondents	1,064
Margin of error	± 3.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	60 questions not reported.

1A. Keepsakes from Past — Physical photos

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	84%	78%	90%	75%	82%	86%	93%	85%	78%	80%	81%	91%
No	12%	18%	7%	20%	16%	10%	6%	12%	17%	13%	15%	8%
Not sure	3%	4%	3%	6%	2%	4%	1%	3%	5%	7%	5%	1%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,061)	(497)	(564)	(255)	(289)	(304)	(213)	(701)	(134)	(150)	(696)	(365)

		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	84%	89%	93%	87%	87%	88%	75%	92%	91%	78%	91%	89%
No	12%	9%	7%	12%	10%	10%	19%	7%	8%	16%	7%	10%
Not sure	3%	2%	0%	1%	3%	2%	6%	1%	1%	6%	2%	1%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,061)	(435)	(320)	(378)	(622)	(349)	(400)	(312)	(233)	(411)	(308)	(255)

1B. Keepsakes from Past — Diplomas

Do you have any of the following from your past?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	72%	67%	78%	56%	73%	76%	81%	75%	60%	67%	67%	83%
No	24%	30%	18%	37%	22%	23%	15%	22%	35%	27%	29%	15%
Not sure	4%	3%	4%	7%	4%	1%	4%	3%	4%	6%	5%	1%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	101%	99%
Unweighted N	(1,057)	(496)	(561)	(253)	(289)	(301)	(214)	(698)	(134)	(149)	(692)	(365)

	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	72%	78%	79%	73%	75%	75%	66%	77%	75%	66%	79%	73%
No	24%	19%	19%	23%	22%	22%	28%	21%	23%	31%	17%	24%
Not sure	4%	3%	2%	3%	3%	2%	6%	2%	2%	3%	4%	3%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,057)	(433)	(317)	(376)	(619)	(347)	(401)	(309)	(233)	(408)	(308)	(254)

1C. Keepsakes from Past — Jewelry

Do you have any of the following from your past?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	66%	49%	82%	58%	66%	65%	73%	66%	61%	66%	60%	76%
No	32%	47%	17%	38%	30%	33%	25%	31%	35%	32%	37%	23%
Not sure	3%	4%	1%	3%	4%	2%	1%	3%	4%	2%	4%	1%
Totals	101%	100%	100%	99%	100%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,059)	(498)	(561)	(255)	(289)	(302)	(213)	(701)	(133)	(150)	(695)	(364)

	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	66%	73%	75%	68%	68%	73%	56%	71%	69%	60%	71%	70%
No	32%	25%	25%	31%	29%	26%	39%	28%	30%	37%	27%	29%
Not sure	3%	1%	1%	1%	3%	1%	5%	1%	0%	4%	2%	1%
Totals	101%	99%	101%	100%	100%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(1,059)	(432)	(318)	(376)	(620)	(347)	(402)	(310)	(233)	(412)	(308)	(254)

1D. Keepsakes from Past — Travel souvenirs

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	64%	56%	72%	49%	68%	66%	73%	68%	55%	57%	57%	78%
No	30%	37%	23%	40%	28%	29%	24%	27%	38%	36%	36%	19%
Not sure	6%	7%	5%	12%	4%	4%	3%	5%	7%	8%	7%	3%
Totals	100%	100%	100%	101%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,059)	(497)	(562)	(254)	(289)	(303)	(213)	(700)	(133)	(150)	(695)	(364)

		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%	71%	75%	68%	66%	67%	56%	73%	68%	52%	76%	72%
No	30%	25%	23%	27%	30%	29%	34%	26%	28%	41%	21%	22%
Not sure	6%	4%	2%	5%	4%	4%	10%	1%	4%	7%	3%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,059)	(434)	(316)	(375)	(621)	(349)	(402)	(308)	(232)	(411)	(307)	(255)

1E. Keepsakes from Past — Greeting cards

Do you have any of the following from your past?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	63%	51%	75%	52%	62%	65%	72%	65%	56%	58%	58%	73%
No	33%	46%	22%	42%	33%	33%	27%	32%	40%	38%	37%	26%
Not sure	3%	3%	3%	6%	5%	2%	1%	3%	4%	4%	5%	1%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,056)	(495)	(561)	(254)	(288)	(302)	(212)	(699)	(134)	(149)	(691)	(365)

	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	63%	70%	69%	65%	66%	69%	57%	66%	62%	54%	71%	68%
No	33%	28%	29%	34%	31%	29%	38%	32%	37%	42%	27%	29%
Not sure	3%	2%	2%	1%	3%	2%	5%	2%	2%	4%	2%	3%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,056)	(432)	(319)	(377)	(617)	(347)	(398)	(311)	(232)	(409)	(306)	(255)

1F. Keepsakes from Past — Letters or handwritten notes

Do you have any of the following from your past?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	63%	55%	71%	56%	65%	66%	64%	63%	53%	66%	57%	75%
No	32%	41%	24%	36%	29%	32%	33%	32%	44%	31%	38%	22%
Not sure	5%	4%	5%	8%	7%	2%	3%	5%	3%	4%	5%	4%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,058)	(499)	(559)	(255)	(288)	(302)	(213)	(701)	(134)	(149)	(694)	(364)

	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	63%	70%	71%	68%	65%	66%	58%	68%	66%	56%	66%	72%
No	32%	28%	27%	30%	30%	30%	36%	29%	31%	37%	30%	26%
Not sure	5%	2%	2%	3%	5%	4%	6%	3%	3%	7%	4%	3%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,058)	(432)	(318)	(377)	(619)	(346)	(402)	(310)	(232)	(410)	(307)	(255)

1G. Keepsakes from Past — Family recipes

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	59%	52%	66%	50%	57%	59%	71%	62%	48%	50%	56%	66%
No	36%	43%	29%	43%	33%	39%	27%	34%	43%	45%	39%	29%
Not sure	5%	5%	5%	7%	10%	2%	2%	5%	9%	5%	5%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,059)	(498)	(561)	(256)	(289)	(303)	(211)	(699)	(134)	(150)	(694)	(365)

		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	59%	62%	71%	69%	56%	60%	50%	70%	73%	51%	64%	65%
No	36%	35%	28%	28%	39%	35%	43%	27%	25%	42%	31%	32%
Not sure	5%	3%	1%	3%	5%	5%	7%	3%	2%	6%	5%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,059)	(434)	(317)	(375)	(622)	(349)	(401)	(309)	(232)	(409)	(307)	(256)

1H. Keepsakes from Past — Yearbooks

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	58%	53%	63%	42%	55%	60%	73%	63%	39%	51%	50%	72%
No	38%	43%	33%	49%	39%	37%	26%	32%	55%	41%	44%	25%
Not sure	5%	5%	5%	10%	7%	3%	1%	4%	6%	8%	6%	3%
Totals	101%	101%	101%	101%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,060)	(498)	(562)	(254)	(289)	(303)	(214)	(701)	(134)	(150)	(695)	(365)

		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	58%	67%	72%	63%	57%	63%	44%	70%	67%	41%	69%	74%
No	38%	31%	26%	35%	37%	33%	48%	28%	31%	52%	28%	25%
Not sure	5%	3%	2%	2%	5%	4%	8%	2%	2%	7%	3%	2%
Totals	101%	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,060)	(435)	(317)	(375)	(622)	(349)	(402)	(309)	(232)	(412)	(307)	(255)

11. Keepsakes from Past — Awards, medals, or trophies

Do you have any of the following from your past?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	55%	53%	57%	50%	54%	56%	58%	55%	47%	54%	48%	67%
No	40%	42%	37%	43%	38%	40%	38%	40%	44%	40%	46%	28%
Not sure	6%	5%	6%	7%	8%	4%	4%	5%	9%	6%	6%	4%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,057)	(498)	(559)	(256)	(289)	(301)	(211)	(698)	(134)	(149)	(692)	(365)

	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%	60%	65%	59%	55%	59%	46%	62%	58%	46%	57%	65%
No	40%	36%	31%	39%	38%	35%	47%	35%	39%	49%	36%	31%
Not sure	6%	4%	4%	2%	6%	6%	7%	4%	3%	6%	7%	4%
Totals	101%	100%	100%	100%	99%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,057)	(432)	(318)	(376)	(619)	(347)	(400)	(310)	(233)	(407)	(308)	(255)

1J. Keepsakes from Past — Home videos

Do you have any of the following from your past?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	52%	50%	54%	50%	55%	53%	50%	53%	40%	58%	48%	61%
No	42%	44%	41%	39%	38%	44%	46%	41%	53%	37%	46%	35%
Not sure	6%	6%	5%	11%	6%	3%	4%	6%	7%	5%	6%	4%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,061)	(498)	(563)	(255)	(289)	(304)	(213)	(701)	(134)	(150)	(697)	(364)

	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	52%	52%	68%	61%	49%	49%	43%	67%	67%	43%	58%	65%
No	42%	45%	31%	36%	45%	46%	49%	30%	31%	51%	36%	33%
Not sure	6%	3%	2%	3%	6%	4%	9%	3%	2%	6%	6%	2%
Totals	100%	100%	101%	100%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,061)	(434)	(320)	(378)	(621)	(349)	(400)	(312)	(233)	(412)	(308)	(254)

1K. Keepsakes from Past — Family heirlooms

Do you have any of the following from your past?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	51%	44%	57%	33%	49%	52%	67%	57%	24%	44%	45%	61%
No	42%	48%	37%	55%	44%	42%	29%	37%	62%	53%	47%	34%
Not sure	7%	8%	6%	12%	8%	5%	4%	7%	14%	3%	8%	5%
Totals	100%	100%	100%	100%	101%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,059)	(499)	(560)	(254)	(289)	(303)	(213)	(701)	(133)	(150)	(696)	(363)

	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	51%	55%	65%	58%	48%	54%	39%	63%	60%	43%	58%	56%
No	42%	39%	31%	37%	44%	41%	52%	32%	35%	49%	38%	38%
Not sure	7%	6%	4%	5%	8%	6%	9%	6%	5%	8%	5%	6%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	101%	100%
Unweighted N	(1,059)	(432)	(319)	(378)	(618)	(348)	(400)	(311)	(233)	(410)	(308)	(255)

1L. Keepsakes from Past — Antiques

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	45%	43%	48%	34%	40%	48%	59%	50%	32%	35%	42%	51%
No	47%	50%	44%	53%	51%	47%	36%	44%	55%	56%	50%	42%
Not sure	8%	7%	8%	13%	9%	5%	5%	7%	13%	9%	8%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,058)	(497)	(561)	(253)	(288)	(304)	(213)	(702)	(133)	(149)	(695)	(363)

		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	45%	47%	57%	53%	43%	43%	40%	55%	55%	40%	48%	54%
No	47%	45%	38%	42%	49%	51%	49%	40%	41%	51%	47%	41%
Not sure	8%	7%	5%	5%	8%	6%	11%	5%	5%	8%	5%	5%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,058)	(434)	(318)	(374)	(621)	(349)	(400)	(309)	(231)	(410)	(307)	(255)

1M. Keepsakes from Past — Ticket stubs

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	44%	38%	50%	30%	45%	53%	42%	47%	33%	33%	40%	50%
No	51%	57%	45%	58%	49%	44%	56%	48%	62%	58%	54%	45%
Not sure	5%	5%	6%	11%	6%	3%	3%	5%	5%	9%	6%	4%
Totals	100%	100%	101%	99%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(1,059)	(497)	(562)	(256)	(289)	(303)	(211)	(700)	(134)	(150)	(695)	(364)

		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%	47%	53%	47%	45%	42%	37%	54%	51%	36%	49%	52%
No	51%	48%	44%	51%	49%	54%	55%	43%	46%	58%	47%	43%
Not sure	5%	4%	3%	3%	6%	5%	8%	3%	3%	6%	4%	5%
Totals	100%	99%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,059)	(433)	(319)	(376)	(621)	(348)	(400)	(311)	(232)	(410)	(308)	(255)

1N. Keepsakes from Past — Newspapers or magazines from a significant date

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	43%	39%	46%	32%	35%	45%	58%	43%	34%	44%	40%	48%
No	51%	55%	46%	54%	57%	51%	40%	49%	59%	52%	53%	46%
Not sure	7%	6%	8%	13%	8%	5%	2%	8%	6%	4%	7%	6%
Totals	101%	100%	100%	99%	100%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,060)	(499)	(561)	(255)	(289)	(302)	(214)	(702)	(134)	(150)	(695)	(365)

		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	43%	47%	53%	52%	39%	43%	31%	57%	57%	37%	46%	50%
No	51%	50%	44%	42%	55%	52%	59%	39%	38%	55%	49%	45%
Not sure	7%	3%	3%	6%	6%	5%	10%	4%	5%	8%	5%	5%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,060)	(433)	(319)	(377)	(620)	(348)	(401)	(311)	(233)	(412)	(308)	(255)

10. Keepsakes from Past — Family religious items

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	40%	36%	45%	33%	34%	45%	48%	40%	33%	50%	39%	44%
No	54%	59%	48%	53%	61%	52%	49%	54%	57%	47%	54%	53%
Not sure	6%	5%	7%	13%	5%	4%	3%	5%	9%	4%	7%	4%
Totals	100%	100%	100%	99%	100%	101%	100%	99%	99%	101%	100%	101%
Unweighted N	(1,061)	(498)	(563)	(256)	(289)	(302)	(214)	(702)	(134)	(149)	(696)	(365)

		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	40%	36%	61%	55%	33%	34%	33%	56%	63%	36%	46%	40%
No	54%	60%	37%	43%	60%	62%	58%	41%	36%	57%	51%	55%
Not sure	6%	4%	3%	2%	7%	4%	9%	4%	1%	7%	3%	5%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,061)	(433)	(319)	(377)	(621)	(347)	(403)	(311)	(232)	(411)	(307)	(256)

1P. Keepsakes from Past — Pet keepsakes, such as collar, tag, or ashes

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	40%	30%	50%	34%	36%	45%	43%	45%	23%	37%	39%	43%
No	56%	66%	47%	58%	60%	52%	56%	51%	73%	61%	57%	55%
Not sure	3%	4%	3%	7%	4%	2%	1%	3%	4%	3%	4%	3%
Totals	99%	100%	100%	99%	100%	99%	100%	99%	100%	101%	100%	101%
Unweighted N	(1,056)	(497)	(559)	(254)	(288)	(303)	(211)	(699)	(133)	(149)	(696)	(360)

		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	40%	45%	46%	43%	41%	39%	38%	44%	44%	36%	43%	46%
No	56%	52%	53%	55%	56%	58%	56%	55%	54%	60%	55%	52%
Not sure	3%	3%	1%	2%	3%	3%	6%	1%	2%	4%	2%	2%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,056)	(430)	(318)	(376)	(617)	(347)	(399)	(310)	(232)	(410)	(307)	(253)

1Q. Keepsakes from Past — Diaries or journals

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	38%	27%	47%	46%	48%	32%	26%	34%	42%	49%	34%	45%
No	57%	67%	48%	43%	45%	65%	72%	61%	54%	45%	61%	50%
Not sure	5%	5%	5%	11%	7%	2%	2%	5%	4%	7%	5%	5%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,056)	(495)	(561)	(254)	(287)	(302)	(213)	(700)	(132)	(149)	(693)	(363)

		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	38%	40%	39%	37%	39%	38%	36%	39%	40%	35%	43%	33%
No	57%	58%	57%	59%	56%	58%	57%	56%	56%	60%	53%	61%
Not sure	5%	2%	4%	4%	4%	3%	7%	5%	4%	5%	4%	6%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,056)	(433)	(319)	(377)	(617)	(347)	(399)	(310)	(233)	(408)	(308)	(254)

1R. Keepsakes from Past — Wedding attire

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	30%	23%	36%	17%	40%	33%	26%	31%	22%	26%	26%	38%
No	67%	73%	61%	76%	58%	64%	73%	66%	76%	71%	72%	58%
Not sure	3%	3%	3%	7%	2%	2%	2%	3%	3%	2%	3%	4%
Totals	100%	99%	100%	100%	100%	99%	101%	100%	101%	99%	101%	100%
Unweighted N	(1,060)	(498)	(562)	(256)	(289)	(303)	(212)	(701)	(133)	(150)	(697)	(363)

		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	30%	31%	41%	36%	27%	31%	19%	42%	38%	21%	35%	42%
No	67%	67%	57%	61%	70%	68%	75%	57%	58%	77%	62%	55%
Not sure	3%	2%	2%	3%	3%	1%	6%	1%	3%	2%	3%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,060)	(433)	(319)	(377)	(620)	(349)	(400)	(311)	(232)	(411)	(307)	(255)

1S. Keepsakes from Past — Cremated human remains of a loved one

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	23%	18%	28%	11%	21%	25%	35%	26%	15%	16%	24%	22%
No	73%	79%	68%	80%	74%	74%	64%	71%	81%	77%	72%	76%
Not sure	4%	4%	4%	8%	5%	1%	2%	3%	4%	7%	4%	2%
Totals	100%	101%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,058)	(498)	(560)	(254)	(289)	(303)	(212)	(701)	(132)	(149)	(695)	(363)

		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	23%	21%	28%	26%	22%	19%	22%	28%	25%	27%	25%	17%
No	73%	77%	69%	71%	75%	79%	73%	67%	71%	68%	73%	80%
Not sure	4%	2%	3%	3%	2%	2%	4%	5%	4%	5%	2%	2%
Totals	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	99%
Unweighted N	(1,058)	(432)	(318)	(376)	(619)	(348)	(400)	(310)	(233)	(408)	(308)	(255)

1T. Keepsakes from Past — Military memorabilia

Do you have any of the following from your past?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	22%	24%	19%	7%	14%	27%	37%	26%	14%	12%	21%	24%
No	74%	72%	77%	85%	80%	71%	63%	71%	79%	83%	75%	74%
Not sure	4%	4%	3%	7%	6%	2%	1%	3%	7%	5%	5%	2%
Totals	100%	100%	99%	99%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,060)	(499)	(561)	(256)	(289)	(302)	(213)	(702)	(134)	(149)	(697)	(363)

		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	22%	20%	34%	31%	17%	14%	20%	31%	33%	18%	23%	27%
No	74%	77%	63%	66%	79%	84%	74%	66%	65%	79%	75%	69%
Not sure	4%	3%	2%	3%	4%	2%	6%	2%	3%	3%	2%	4%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,060)	(432)	(320)	(378)	(619)	(348)	(400)	(312)	(233)	(411)	(308)	(254)

2A. Keepsakes from Childhood — Books

Do you have any of the following from your childhood?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	48%	46%	50%	62%	55%	40%	40%	48%	45%	51%	41%	62%
No	48%	50%	46%	31%	40%	58%	59%	48%	49%	46%	54%	37%
Not sure	4%	4%	3%	7%	4%	2%	1%	3%	7%	3%	5%	1%
Totals	100%	100%	99%	100%	99%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,063)	(499)	(564)	(256)	(289)	(303)	(215)	(703)	(134)	(150)	(699)	(364)

		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	48%	51%	52%	54%	47%	51%	43%	53%	58%	44%	50%	50%
No	48%	47%	47%	44%	50%	46%	51%	45%	41%	53%	47%	46%
Not sure	4%	2%	1%	2%	3%	3%	5%	2%	1%	4%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	101%	99%
Unweighted N	(1,063)	(434)	(320)	(378)	(622)	(348)	(403)	(312)	(233)	(413)	(308)	(255)

2B. Keepsakes from Childhood — Report cards

Do you have any of the following from your childhood?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	40%	34%	45%	46%	31%	40%	43%	40%	40%	35%	38%	43%
No	54%	59%	48%	40%	61%	55%	55%	54%	49%	57%	55%	51%
Not sure	7%	7%	7%	14%	8%	5%	2%	6%	10%	8%	8%	6%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,059)	(499)	(560)	(254)	(289)	(303)	(213)	(701)	(134)	(149)	(695)	(364)

	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	40%	39%	48%	46%	37%	40%	32%	48%	48%	37%	42%	42%
No	54%	55%	49%	49%	56%	55%	57%	48%	47%	56%	52%	54%
Not sure	7%	6%	3%	6%	7%	4%	11%	4%	5%	8%	6%	4%
Totals	101%	100%	100%	101%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,059)	(433)	(320)	(378)	(620)	(348)	(399)	(312)	(233)	(410)	(306)	(256)

2C. Keepsakes from Childhood — Toys

Do you have any of the following from your childhood?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	38%	30%	44%	46%	50%	30%	28%	40%	25%	38%	33%	46%
No	57%	64%	51%	43%	43%	67%	72%	55%	68%	57%	61%	52%
Not sure	5%	6%	4%	11%	7%	3%	0%	5%	6%	5%	6%	2%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,060)	(498)	(562)	(255)	(289)	(302)	(214)	(701)	(134)	(150)	(697)	(363)

		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	38%	38%	46%	40%	38%	37%	31%	47%	42%	31%	42%	47%
No	57%	60%	52%	57%	59%	60%	61%	51%	54%	63%	56%	50%
Not sure	5%	2%	2%	3%	3%	3%	9%	2%	4%	6%	2%	4%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,060)	(433)	(320)	(378)	(619)	(348)	(400)	(312)	(233)	(413)	(306)	(254)

2D. Keepsakes from Childhood — Artwork

Do you have any of the following from your childhood?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	37%	33%	39%	52%	47%	30%	20%	35%	29%	44%	34%	42%
No	59%	62%	56%	40%	47%	68%	77%	60%	67%	49%	61%	55%
Not sure	5%	4%	5%	8%	7%	2%	3%	5%	4%	7%	5%	3%
Totals	101%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,058)	(499)	(559)	(254)	(289)	(301)	(214)	(701)	(133)	(149)	(695)	(363)

	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	37%	33%	40%	39%	36%	34%	35%	41%	44%	34%	37%	38%
No	59%	63%	58%	58%	60%	62%	58%	57%	53%	61%	59%	59%
Not sure	5%	3%	3%	2%	5%	4%	7%	2%	3%	5%	4%	3%
Totals	101%	99%	101%	99%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,058)	(431)	(320)	(378)	(617)	(346)	(400)	(312)	(233)	(411)	(306)	(254)

2E. Keepsakes from Childhood — Clothing

Do you have any of the following from your childhood?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	31%	27%	35%	45%	44%	25%	13%	28%	26%	45%	30%	32%
No	63%	67%	59%	41%	47%	72%	86%	66%	66%	50%	64%	60%
Not sure	6%	7%	6%	14%	9%	3%	1%	6%	8%	5%	6%	8%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,061)	(498)	(563)	(253)	(289)	(304)	(215)	(704)	(134)	(148)	(696)	(365)

	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%	30%	35%	35%	30%	30%	26%	38%	38%	30%	29%	34%
No	63%	66%	63%	60%	65%	66%	64%	58%	57%	64%	63%	62%
Not sure	6%	4%	3%	5%	6%	4%	10%	4%	5%	6%	7%	4%
Totals	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,061)	(433)	(320)	(378)	(620)	(347)	(402)	(312)	(233)	(413)	(305)	(256)

2F. Keepsakes from Childhood — Blankets

Do you have any of the following from your childhood?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	30%	27%	32%	51%	35%	23%	14%	28%	23%	40%	28%	34%
No	67%	69%	65%	42%	58%	76%	86%	68%	71%	58%	69%	63%
Not sure	4%	4%	3%	7%	7%	1%	0%	4%	6%	2%	4%	3%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,062)	(497)	(565)	(256)	(289)	(302)	(215)	(703)	(133)	(150)	(697)	(365)

		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	30%	30%	32%	33%	28%	29%	24%	37%	34%	29%	29%	28%
No	67%	68%	67%	65%	68%	68%	70%	61%	64%	67%	67%	69%
Not sure	4%	2%	2%	2%	4%	3%	6%	1%	2%	3%	3%	2%
Totals	101%	100%	101%	100%	100%	100%	100%	99%	100%	99%	99%	99%
Unweighted N	(1,062)	(435)	(319)	(376)	(623)	(349)	(402)	(311)	(232)	(411)	(308)	(256)

2G. Keepsakes from Childhood — School projects

Do you have any of the following from your childhood?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	27%	23%	32%	43%	34%	22%	13%	27%	23%	33%	25%	31%
No	67%	72%	62%	45%	58%	76%	84%	67%	70%	62%	69%	62%
Not sure	6%	5%	7%	12%	8%	2%	3%	6%	6%	5%	5%	7%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,059)	(498)	(561)	(254)	(289)	(302)	(214)	(701)	(133)	(150)	(695)	(364)

		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	27%	27%	30%	28%	28%	28%	23%	32%	30%	27%	27%	27%
No	67%	69%	67%	69%	66%	68%	68%	64%	65%	67%	66%	69%
Not sure	6%	4%	3%	4%	6%	4%	9%	3%	5%	6%	7%	4%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,059)	(432)	(320)	(378)	(618)	(347)	(400)	(312)	(233)	(412)	(307)	(254)

2H. Keepsakes from Childhood — Baby teeth

Do you have any of the following from your childhood?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	13%	8%	18%	16%	14%	13%	9%	13%	10%	19%	13%	13%
No	81%	87%	75%	72%	76%	84%	91%	80%	83%	79%	81%	81%
Not sure	6%	5%	7%	12%	10%	3%	0%	7%	8%	2%	6%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,060)	(498)	(562)	(255)	(289)	(302)	(214)	(700)	(134)	(150)	(697)	(363)

	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	13%	12%	17%	14%	12%	14%	9%	17%	13%	13%	15%	13%
No	81%	84%	81%	83%	81%	81%	82%	79%	84%	81%	77%	83%
Not sure	6%	4%	2%	3%	7%	4%	9%	4%	3%	6%	8%	4%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,060)	(432)	(320)	(377)	(620)	(347)	(401)	(312)	(233)	(413)	(306)	(254)

2I. Keepsakes from Childhood — Your first shoes

Do you have any of the following from your childhood?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	10%	11%	10%	14%	12%	9%	8%	12%	5%	13%	11%	10%
No	83%	83%	83%	73%	78%	89%	90%	82%	90%	78%	83%	85%
Not sure	6%	6%	7%	14%	10%	2%	1%	7%	4%	9%	7%	5%
Totals	99%	100%	100%	101%	100%	100%	99%	101%	99%	100%	101%	100%
Unweighted N	(1,060)	(499)	(561)	(254)	(289)	(302)	(215)	(702)	(134)	(149)	(696)	(364)

	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	10%	9%	13%	14%	9%	9%	6%	16%	17%	9%	12%	10%
No	83%	86%	85%	82%	84%	84%	87%	78%	79%	84%	83%	85%
Not sure	6%	5%	2%	4%	7%	6%	7%	5%	4%	7%	5%	5%
Totals	99%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,060)	(433)	(320)	(378)	(619)	(347)	(401)	(312)	(233)	(412)	(307)	(254)

3. Bins of Keepsakes

If you packed all of your keepsakes you still have from the past, including your childhood, into 27-gallon storage bins such as the one shown, about how many tubs would they fill?

Respondents were shown a photo of a standard 27-gallon storage bin

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
None	8%	9%	7%	5%	5%	11%	10%	6%	16%	11%	11%	3%
Less than one bin	22%	23%	22%	16%	18%	24%	29%	22%	20%	21%	24%	19%
1 bin	19%	20%	18%	14%	17%	21%	20%	20%	21%	17%	19%	19%
2-3 bins	24%	23%	25%	27%	31%	21%	18%	25%	21%	20%	22%	28%
4-5 bins	11%	9%	12%	10%	14%	10%	9%	11%	5%	15%	9%	13%
6-10 bins	5%	5%	5%	7%	5%	4%	4%	4%	8%	7%	4%	6%
11-20 bins	2%	1%	3%	2%	3%	2%	1%	2%	1%	1%	1%	3%
More than 20 bins	2%	2%	2%	3%	2%	2%	3%	3%	0%	4%	2%	3%
Not sure	7%	9%	6%	16%	5%	5%	5%	8%	9%	4%	7%	7%
Totals	100%	101%	100%	100%	100%	100%	99%	101%	101%	100%	99%	101%
Unweighted N	(1,064)	(499)	(565)	(256)	(289)	(304)	(215)	(704)	(134)	(150)	(699)	(365)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
None	8%	7%	4%	6%	9%	9%	11%	4%	5%	13%	5%	4%
Less than one bin	22%	21%	19%	24%	22%	22%	24%	21%	25%	26%	22%	19%
1 bin	19%	21%	20%	19%	19%	18%	17%	21%	21%	17%	23%	17%
2-3 bins	24%	25%	30%	24%	25%	24%	22%	27%	24%	20%	26%	30%
4-5 bins	11%	12%	11%	12%	10%	10%	10%	12%	13%	9%	10%	12%
6-10 bins	5%	6%	7%	6%	5%	6%	3%	6%	4%	3%	5%	7%
11-20 bins	2%	2%	2%	1%	2%	3%	2%	1%	1%	1%	3%	3%
More than 20 bins	2%	1%	2%	3%	2%	2%	1%	4%	2%	3%	1%	2%

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	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Not sure	7%	5%	5%	6%	7%	6%	11%	4%	4%	8%	6%	6%
Totals	100%	100%	100%	101%	101%	100%	101%	100%	99%	100%	101%	100%
Unweighted N	(1,064)	(435)	(320)	(378)	(623)	(349)	(403)	(312)	(233)	(413)	(308)	(256)

4. Compare Number of Keepsakes

Compared to the average person your age, do you think you save...?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Many more keepsakes	9%	6%	12%	9%	13%	7%	7%	9%	5%	7%	7%	13%
Somewhat more keepsakes	15%	14%	16%	17%	16%	13%	14%	15%	13%	21%	13%	18%
About the same number of keepsakes	21%	20%	22%	24%	26%	19%	15%	21%	22%	19%	20%	23%
Somewhat fewer keepsakes	22%	20%	23%	16%	16%	21%	34%	23%	17%	22%	21%	24%
Many fewer keepsakes	22%	27%	18%	13%	18%	30%	23%	22%	30%	19%	26%	15%
Not sure	12%	14%	9%	21%	12%	9%	7%	10%	13%	12%	14%	8%
Totals	101%	101%	100%	100%	101%	99%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,062)	(499)	(563)	(256)	(288)	(304)	(214)	(702)	(134)	(150)	(698)	(364)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Many more keepsakes	9%	9%	10%	9%	9%	10%	7%	11%	10%	10%	7%	10%
Somewhat more keepsakes	15%	17%	17%	17%	14%	16%	12%	17%	19%	10%	16%	19%
About the same number of keepsakes	21%	21%	25%	22%	21%	18%	20%	24%	23%	18%	23%	25%
Somewhat fewer keepsakes	22%	24%	22%	22%	23%	28%	18%	21%	19%	21%	25%	20%
Many fewer keepsakes	22%	23%	19%	19%	23%	21%	26%	18%	21%	27%	22%	15%
Not sure	12%	7%	8%	12%	9%	6%	18%	9%	8%	14%	7%	11%
Totals	101%	101%	101%	101%	99%	99%	101%	100%	100%	100%	100%	100%

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	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Unweighted N	(1,062)	(434)	(319)	(378)	(622)	(349)	(402)	(311)	(233)	(413)	(307)	(256)

5. Compare Number of Keepsakes to Parents'

Compared to your parents, do you think you save... ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Many more keepsakes	10%	7%	13%	8%	11%	10%	12%	10%	5%	11%	10%	10%
Somewhat more keepsakes	14%	14%	14%	15%	14%	12%	17%	14%	12%	19%	13%	17%
About the same number of keepsakes	21%	21%	21%	22%	25%	19%	19%	23%	20%	17%	20%	24%
Somewhat fewer keepsakes	20%	19%	21%	15%	22%	19%	24%	20%	22%	17%	18%	23%
Many fewer keepsakes	24%	27%	21%	16%	23%	31%	22%	24%	24%	25%	28%	16%
Not sure	11%	13%	10%	24%	6%	10%	7%	9%	18%	12%	12%	9%
Totals	100%	101%	100%	100%	101%	101%	101%	100%	101%	101%	101%	99%
Unweighted N	(1,061)	(498)	(563)	(256)	(289)	(303)	(213)	(702)	(134)	(149)	(696)	(365)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Many more keepsakes	10%	10%	13%	13%	9%	10%	7%	14%	17%	10%	8%	9%
Somewhat more keepsakes	14%	18%	16%	13%	16%	17%	11%	15%	16%	11%	15%	19%
About the same number of keepsakes	21%	19%	21%	27%	18%	19%	20%	25%	22%	19%	24%	21%
Somewhat fewer keepsakes	20%	21%	24%	19%	22%	22%	18%	21%	19%	17%	26%	21%
Many fewer keepsakes	24%	26%	18%	18%	27%	26%	28%	17%	17%	29%	21%	21%
Not sure	11%	7%	9%	10%	9%	7%	16%	8%	9%	14%	6%	9%
Totals	100%	101%	101%	100%	101%	101%	100%	100%	100%	100%	100%	100%

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	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Unweighted N	(1,061)	(433)	(320)	(378)	(621)	(348)	(401)	(312)	(233)	(410)	(308)	(256)

6. Number of Keepsakes

Do you think you save... ?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Too many keepsakes	17%	16%	18%	15%	15%	16%	21%	18%	7%	18%	15%	20%
About the right amount of keepsakes	47%	45%	49%	41%	52%	46%	49%	49%	43%	40%	44%	54%
Too few keepsakes	23%	25%	21%	25%	21%	26%	17%	20%	34%	28%	27%	14%
Not sure	13%	15%	12%	19%	11%	12%	13%	12%	16%	15%	14%	12%
Totals	100%	101%	100%	100%	99%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,061)	(498)	(563)	(255)	(288)	(304)	(214)	(703)	(133)	(149)	(696)	(365)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Too many keepsakes	17%	20%	19%	19%	17%	18%	12%	21%	18%	12%	17%	22%
About the right amount of keepsakes	47%	49%	52%	50%	48%	50%	42%	51%	52%	43%	52%	54%
Too few keepsakes	23%	22%	18%	18%	25%	25%	24%	19%	17%	28%	22%	18%
Not sure	13%	9%	10%	13%	10%	7%	21%	9%	14%	18%	9%	7%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	101%	101%	100%	101%
Unweighted N	(1,061)	(434)	(319)	(377)	(622)	(348)	(402)	(311)	(232)	(412)	(307)	(256)

7. Average Number of Keepsakes

Do you think the average person saves... ?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Too many keepsakes	28%	32%	24%	13%	25%	36%	31%	30%	16%	28%	24%	34%
About the right amount of keepsakes	32%	33%	31%	43%	38%	27%	22%	29%	39%	35%	33%	30%
Too few keepsakes	15%	14%	17%	12%	19%	14%	16%	15%	14%	13%	15%	16%
Not sure	26%	22%	29%	32%	18%	24%	30%	25%	31%	24%	28%	21%
Totals	101%	101%	101%	100%	100%	101%	99%	99%	100%	100%	100%	101%
Unweighted N	(1,063)	(499)	(564)	(255)	(289)	(304)	(215)	(703)	(134)	(150)	(698)	(365)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
Too many keepsakes	28%	31%	32%	29%	29%	31%	25%	28%	29%	22%	33%	35%
About the right amount of keepsakes	32%	36%	30%	32%	33%	35%	28%	33%	35%	32%	28%	36%
Too few keepsakes	15%	14%	18%	17%	14%	13%	13%	20%	15%	16%	19%	12%
Not sure	26%	20%	19%	22%	24%	22%	33%	19%	22%	31%	20%	18%
Totals	101%	101%	99%	100%	100%	101%	99%	100%	101%	101%	100%	101%
Unweighted N	(1,063)	(435)	(320)	(378)	(622)	(349)	(403)	(311)	(233)	(413)	(308)	(255)

8. Average Number of Keepsakes Compared to Past

Compared to average people 25 years ago, do you think the average person today saves. . . ?

	Total	Gender		Age				Race			Education	
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
More keepsakes	15%	16%	14%	18%	17%	13%	11%	15%	8%	18%	14%	16%
About the same amount	20%	21%	19%	24%	25%	16%	16%	19%	25%	18%	19%	22%
Fewer keepsakes	46%	44%	47%	28%	37%	54%	59%	49%	40%	41%	44%	49%
Not sure	20%	19%	21%	30%	21%	17%	13%	18%	27%	23%	23%	14%
Totals	101%	100%	101%	100%	100%	100%	99%	101%	100%	100%	100%	101%
Unweighted N	(1,064)	(499)	(565)	(256)	(289)	(304)	(215)	(704)	(134)	(150)	(699)	(365)

	Total	House vote intent		Trump job approval		Party ID			MAGA	Family income		
		Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
More keepsakes	15%	13%	17%	18%	14%	14%	12%	18%	22%	12%	15%	16%
About the same amount	20%	23%	18%	18%	22%	25%	17%	19%	15%	18%	21%	26%
Fewer keepsakes	46%	52%	53%	49%	45%	46%	40%	53%	48%	45%	50%	46%
Not sure	20%	12%	11%	15%	19%	15%	31%	10%	15%	26%	15%	12%
Totals	101%	100%	99%	100%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,064)	(435)	(320)	(378)	(623)	(349)	(403)	(312)	(233)	(413)	(308)	(256)

9. Reason for Keepsakes

Would you say that you've kept most of the keepsakes that you have because. . . ?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
You have intentionally chosen to keep them	69%	66%	72%	58%	70%	71%	74%	73%	59%	56%	65%	75%
You have never gotten around to getting rid of them	9%	10%	9%	13%	11%	6%	9%	8%	12%	16%	9%	10%
I don't have any keepsakes	9%	10%	8%	6%	9%	10%	11%	7%	17%	9%	11%	4%
Not sure	13%	14%	11%	23%	10%	12%	7%	12%	12%	20%	14%	10%
Totals	100%	100%	100%	100%	100%	99%	101%	100%	100%	101%	99%	99%
Unweighted N	(1,064)	(499)	(565)	(256)	(289)	(304)	(215)	(704)	(134)	(150)	(699)	(365)

		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
You have intentionally chosen to keep them	69%	75%	76%	72%	70%	72%	60%	77%	76%	64%	72%	74%
You have never gotten around to getting rid of them	9%	12%	11%	9%	11%	14%	7%	9%	8%	6%	11%	14%
I don't have any keepsakes	9%	7%	5%	8%	8%	8%	11%	7%	6%	14%	6%	2%
Not sure	13%	6%	8%	11%	10%	7%	22%	8%	10%	15%	11%	10%
Totals	100%	100%	100%	100%	99%	101%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,064)	(435)	(320)	(378)	(623)	(349)	(403)	(312)	(233)	(413)	(308)	(256)

10. Keepsakes Kept by Relatives

Do your parents or other relatives have any keepsakes from your childhood?

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Yes	47%	46%	48%	52%	62%	47%	26%	47%	42%	52%	40%	60%
No	28%	29%	27%	19%	15%	26%	52%	29%	25%	17%	31%	22%
Not sure	25%	25%	25%	29%	23%	26%	22%	23%	33%	31%	29%	18%
Totals	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,063)	(498)	(565)	(256)	(288)	(304)	(215)	(703)	(134)	(150)	(698)	(365)

		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%	52%	52%	47%	50%	53%	40%	50%	49%	40%	51%	57%
No	28%	29%	27%	31%	26%	27%	27%	30%	30%	30%	29%	22%
Not sure	25%	19%	21%	22%	24%	20%	33%	19%	21%	30%	20%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,063)	(435)	(319)	(377)	(623)	(349)	(403)	(311)	(232)	(412)	(308)	(256)

11. Keepsakes Given by Relatives

Thinking about the keepsakes you have from your childhood, about how many were saved by your parents or other relatives and later given to you?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
All of them	5%	4%	6%	6%	5%	7%	2%	5%	5%	5%	5%	5%
Most of them	18%	18%	18%	26%	22%	12%	15%	18%	15%	19%	17%	21%
Some of them	42%	43%	41%	33%	44%	43%	47%	45%	33%	41%	37%	52%
None of them	13%	10%	15%	7%	7%	17%	17%	13%	13%	8%	13%	11%
I don't have any keepsakes	9%	10%	8%	6%	9%	10%	11%	7%	17%	9%	11%	4%
Not sure	13%	14%	12%	22%	13%	11%	8%	11%	16%	18%	17%	7%
Totals	100%	99%	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%
Unweighted N	(1,063)	(499)	(564)	(256)	(289)	(304)	(214)	(703)	(134)	(150)	(698)	(365)

	House vote intent			Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
All of them	5%	8%	4%	4%	6%	7%	4%	5%	4%	6%	5%	4%
Most of them	18%	22%	18%	18%	20%	21%	14%	20%	22%	12%	23%	20%
Some of them	42%	39%	55%	51%	38%	39%	35%	53%	52%	36%	44%	53%
None of them	13%	16%	10%	9%	16%	16%	13%	9%	10%	14%	12%	12%
I don't have any keepsakes	9%	7%	5%	8%	8%	8%	11%	7%	6%	14%	6%	2%
Not sure	13%	8%	6%	10%	12%	10%	22%	6%	5%	17%	9%	8%
Totals	100%	100%	98%	100%	100%	101%	99%	100%	99%	99%	99%	99%
Unweighted N	(1,063)	(435)	(319)	(377)	(623)	(349)	(403)	(311)	(233)	(412)	(308)	(256)

12. Look Through Keepsakes

How often do you look through your keepsakes?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very often	3%	3%	3%	6%	4%	1%	1%	2%	5%	5%	3%	2%
Somewhat often	18%	15%	21%	22%	27%	13%	13%	17%	22%	24%	17%	21%
Not very often	54%	55%	53%	45%	47%	57%	66%	59%	38%	40%	52%	57%
Never	11%	13%	10%	11%	9%	14%	10%	11%	9%	11%	11%	12%
I don't have any keepsakes	9%	10%	8%	6%	9%	10%	11%	7%	17%	9%	11%	4%
Not sure	5%	5%	5%	11%	4%	5%	0%	3%	9%	11%	6%	3%
Totals	100%	101%	100%	101%	100%	100%	101%	99%	100%	100%	100%	99%
Unweighted N	(1,062)	(498)	(564)	(255)	(288)	(304)	(215)	(702)	(134)	(150)	(697)	(365)

	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 often	3%	3%	3%	3%	2%	4%	2%	3%	5%	4%	2%	1%
Somewhat often	18%	20%	19%	21%	17%	20%	17%	19%	22%	17%	22%	16%
Not very often	54%	58%	60%	55%	57%	58%	44%	63%	54%	49%	57%	60%
Never	11%	10%	9%	10%	11%	10%	16%	7%	10%	10%	10%	15%
I don't have any keepsakes	9%	7%	5%	8%	8%	8%	12%	7%	6%	14%	6%	2%
Not sure	5%	1%	3%	4%	3%	2%	9%	2%	3%	7%	2%	5%
Totals	100%	99%	99%	101%	98%	102%	100%	101%	100%	101%	99%	99%
Unweighted N	(1,062)	(433)	(320)	(378)	(621)	(349)	(401)	(312)	(233)	(413)	(307)	(256)

13. Emotional Attachment to Keepsakes

How emotionally attached are you to your keepsakes overall?

	Gender			Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
Very attached	20%	15%	25%	18%	26%	19%	17%	20%	21%	18%	20%	21%
Somewhat attached	38%	37%	40%	35%	37%	38%	45%	41%	32%	34%	35%	45%
Not very attached	18%	22%	14%	21%	14%	17%	19%	20%	12%	19%	17%	20%
Not at all attached	8%	11%	5%	11%	8%	7%	7%	8%	7%	5%	9%	6%
I don't have any keepsakes	9%	10%	8%	6%	9%	10%	11%	7%	17%	9%	11%	4%
Not sure	7%	6%	7%	10%	6%	9%	2%	4%	11%	15%	8%	4%
Totals	100%	101%	99%	101%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,062)	(499)	(563)	(256)	(288)	(304)	(214)	(702)	(134)	(150)	(697)	(365)

		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 attached	20%	21%	21%	22%	20%	20%	19%	21%	24%	19%	23%	18%
Somewhat attached	38%	45%	45%	41%	39%	42%	29%	47%	43%	32%	42%	45%
Not very attached	18%	20%	16%	15%	21%	23%	16%	14%	14%	16%	19%	20%
Not at all attached	8%	5%	7%	10%	6%	5%	12%	6%	7%	8%	7%	10%
I don't have any keepsakes	9%	7%	5%	8%	8%	8%	11%	7%	6%	14%	6%	2%
Not sure	7%	2%	5%	5%	6%	2%	12%	5%	5%	10%	3%	5%
Totals	100%	100%	99%	101%	100%	100%	99%	100%	99%	99%	100%	100%
Unweighted N	(1,062)	(433)	(320)	(378)	(621)	(347)	(403)	(312)	(233)	(411)	(308)	(256)

14. Reasons for Holding Onto Keepsakes

Which of the following are reasons why you hold on to keepsakes? Select all that apply.

		Gender		Age				Race			Education	
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	No degree	College degree
They remind me of happy memories	54%	48%	61%	51%	56%	56%	53%	55%	56%	48%	53%	56%
They remind me of important people in my life	45%	39%	51%	43%	47%	45%	47%	48%	40%	39%	43%	50%
They connect me to my family or heritage	40%	38%	41%	35%	43%	38%	44%	41%	33%	39%	36%	47%
They represent an important achievement	30%	26%	33%	35%	33%	27%	24%	29%	30%	32%	25%	39%
I want to pass them on to future generations	29%	25%	32%	19%	30%	27%	39%	31%	25%	25%	27%	31%
I would feel guilty getting rid of them	26%	25%	27%	33%	30%	23%	21%	28%	17%	27%	24%	31%
My parents or other relatives kept them or similar keepsakes	24%	21%	26%	33%	22%	21%	19%	24%	20%	31%	23%	25%
They have monetary value	12%	14%	10%	11%	15%	12%	10%	11%	15%	19%	12%	12%
I haven't gotten around to getting rid of them	12%	14%	11%	15%	15%	11%	8%	12%	8%	12%	10%	16%
None of the above	6%	6%	6%	7%	5%	7%	3%	5%	7%	9%	6%	6%
I don't hold on to any keepsakes	10%	14%	5%	14%	7%	9%	9%	9%	13%	11%	12%	6%
Unweighted N	(1,064)	(499)	(565)	(256)	(289)	(304)	(215)	(704)	(134)	(150)	(699)	(365)

YouGov Survey: Keepsakes
July 24 - 27, 2026 - 1,064 U.S. adult citizens



		House vote intent		Trump job approval		Party ID			MAGA	Family income		
	Total	Dem	Rep	Approve	Disapprove	Dem	Ind	Rep	Supporter	< \$50K	\$50-100K	\$100K+
They remind me of happy memories	54%	57%	55%	55%	57%	53%	52%	58%	60%	54%	58%	52%
They remind me of important people in my life	45%	48%	48%	44%	48%	44%	45%	47%	49%	40%	48%	50%
They connect me to my family or heritage	40%	42%	50%	46%	38%	42%	30%	50%	49%	33%	43%	48%
They represent an important achievement	30%	32%	33%	30%	31%	31%	27%	31%	35%	25%	34%	30%
I want to pass them on to future generations	29%	24%	36%	34%	27%	24%	26%	36%	39%	25%	33%	31%
I would feel guilty getting rid of them	26%	30%	30%	24%	30%	30%	22%	28%	24%	21%	27%	34%
My parents or other relatives kept them or similar keepsakes	24%	26%	28%	26%	23%	26%	17%	30%	26%	23%	25%	23%
They have monetary value	12%	14%	13%	12%	13%	14%	11%	12%	13%	11%	12%	16%
I haven't gotten around to getting rid of them	12%	13%	11%	11%	14%	11%	13%	12%	11%	8%	13%	18%
None of the above	6%	5%	3%	6%	5%	6%	8%	2%	3%	7%	3%	6%
I don't hold on to any keepsakes	10%	7%	5%	6%	9%	7%	14%	6%	7%	14%	5%	6%
Unweighted N	(1,064)	(435)	(320)	(378)	(623)	(349)	(403)	(312)	(233)	(413)	(308)	(256)

YouGov Survey: Keepsakes

July 24 - 27, 2026 - 1,064 U.S. adult citizens



Interviewing Dates	July 24 - 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 0.051 to 6.041, with a mean of one and a standard deviation of 0.817.
Number of respondents	1,064
Margin of error	± 3.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	61 questions not reported.