

YouGov Survey: People-Pleasing



Sample 1122 U.S. adult citizens
 Conducted August 26 - 30, 2024
 Margin of Error ±4.3%

1. How often do you...?

	Very often	Somewhat often	Not very often	Not at all often	Not sure
Go to great lengths to avoid conflict	29%	42%	19%	7%	3%
Put other people's needs first, at the expense of your own	24%	45%	21%	5%	4%
Feel like you can't say "no" when someone asks for something	17%	35%	30%	16%	3%
Feel responsible for how other people feel	14%	34%	30%	19%	4%
Apologize or accept fault when you aren't to blame	13%	23%	34%	26%	4%
Struggle to establish boundaries with others	12%	27%	34%	23%	4%
Mirror the behavior of others in social situations to make them feel comfortable	9%	30%	30%	24%	7%
Have a hard time recognizing how you really feel about something	8%	25%	35%	27%	4%
Say you agree with others, even when you don't actually agree	5%	20%	38%	32%	5%

2. Would you describe yourself as a "people-pleaser"?

Definitely would	11%
Probably would	38%
Probably would not	31%
Definitely would not	16%
Not sure	5%

3. Do you think other people in your life would describe you as a "people-pleaser"?

Definitely would	9%
Probably would	33%
Probably would not	29%
Definitely would not	15%
Not sure	14%

4. Do you think you were socialized by others to be a people-pleaser, or does it just come naturally to you?

Among people who definitely or probably would describe themselves as a people-pleaser

Socialized	32%
Comes naturally	52%
Not sure	16%

5. Which of the following best describes how you feel about being considered a people-pleaser?

Among people who say others definitely or probably would describe them as a people-pleaser

I like being considered a “people-pleaser”	11%
I don’t mind being considered a “people-pleaser”	55%
I dislike being considered a “people-pleaser”	25%
Not sure	10%

6. Which of the following best describes how you would feel about being a people-pleaser?

Among people who would definitely or probably not describe themselves as a people-pleaser

I would like to be a “people-pleaser”	1%
I wouldn’t mind being a “people-pleaser”	12%
I would not like to be a “people-pleaser”	73%
Not sure	14%

7. Do you think being a “people-pleaser” is a good thing, or a bad thing?

Always a good thing	3%
Usually a good thing	14%
Neither good nor bad	38%
Usually a bad thing	30%
Always a bad thing	5%
Not sure	10%

8. Do you think that being a “people-pleaser” has made your own life easier or harder?

Among people who definitely or probably would describe themselves as a people-pleaser

Easier	17%
Harder	48%
No effect	22%
Not sure	14%

9. Do you think that being a “people-pleaser” makes a person’s life easier or harder?

Among people who would definitely or probably not describe themselves as a people-pleaser

Easier	12%
Harder	57%
No effect	12%
Not sure	19%

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Interviewing Dates	August 26 - 30, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 6.619, with a mean of one and a standard deviation of 1.089.
Number of respondents	1122
Margin of error	± 4.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	99 questions not reported.

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1A. People Pleasing Traits — Go to great lengths to avoid conflict

How often do you... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	29%	28%	30%	31%	25%	30%	30%	30%	38%	24%	*
Somewhat often	42%	42%	42%	38%	47%	41%	43%	41%	40%	40%	*
Not very often	19%	20%	19%	18%	18%	21%	19%	20%	14%	18%	*
Not at all often	7%	8%	5%	9%	6%	7%	5%	7%	5%	11%	*
Not sure	3%	3%	3%	4%	5%	1%	2%	2%	3%	6%	*
Totals	100%	101%	99%	100%	101%	100%	99%	100%	100%	99%	*
Unweighted N	(1,115)	(506)	(609)	(205)	(155)	(385)	(370)	(818)	(101)	(114)	(82)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	29%	36%	25%	26%	37%	24%	35%	30%	23%	23%	30%	33%	27%
Somewhat often	42%	37%	44%	45%	38%	46%	37%	41%	51%	44%	52%	36%	41%
Not very often	19%	20%	19%	20%	19%	21%	16%	23%	19%	21%	12%	21%	21%
Not at all often	7%	5%	8%	7%	4%	7%	7%	5%	8%	11%	4%	7%	5%
Not sure	3%	2%	4%	2%	2%	1%	5%	1%	0%	0%	2%	3%	6%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(1,115)	(423)	(417)	(275)	(516)	(374)	(408)	(317)	(258)	(195)	(246)	(432)	(242)

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1B. People Pleasing Traits — Put other people’s needs first, at the expense of your own

How often do you... ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	24%	22%	26%	23%	23%	30%	19%	26%	25%	20%	*
Somewhat often	45%	46%	45%	36%	53%	43%	50%	46%	34%	45%	*
Not very often	21%	21%	22%	27%	17%	17%	26%	22%	24%	18%	*
Not at all often	5%	7%	3%	7%	2%	6%	3%	3%	9%	8%	*
Not sure	4%	4%	5%	6%	6%	3%	3%	3%	9%	9%	*
Totals	99%	100%	101%	99%	101%	99%	101%	100%	101%	100%	*
Unweighted N	(1,111)	(506)	(605)	(204)	(153)	(389)	(365)	(814)	(101)	(112)	(84)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	24%	29%	23%	21%	30%	23%	27%	24%	23%	19%	32%	28%	15%
Somewhat often	45%	40%	48%	49%	45%	46%	40%	45%	53%	52%	40%	45%	46%
Not very often	21%	23%	17%	24%	19%	24%	22%	22%	18%	24%	22%	16%	27%
Not at all often	5%	4%	6%	5%	4%	4%	5%	5%	5%	3%	3%	7%	3%
Not sure	4%	4%	6%	3%	2%	3%	6%	3%	1%	2%	3%	3%	9%
Totals	99%	100%	100%	102%	100%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,111)	(421)	(413)	(277)	(515)	(373)	(407)	(314)	(257)	(195)	(244)	(431)	(241)

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1C. People Pleasing Traits — Feel like you can't say "no" when someone asks for something

How often do you... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	17%	15%	18%	23%	16%	17%	12%	19%	11%	20%	*
Somewhat often	35%	36%	34%	37%	42%	32%	30%	35%	26%	35%	*
Not very often	30%	30%	29%	24%	27%	29%	39%	29%	33%	24%	*
Not at all often	16%	17%	15%	10%	12%	21%	19%	15%	23%	15%	*
Not sure	3%	2%	4%	6%	4%	2%	1%	2%	6%	6%	*
Totals	101%	100%	100%	100%	101%	101%	101%	100%	99%	100%	*
Unweighted N	(1,112)	(507)	(605)	(204)	(154)	(388)	(366)	(817)	(101)	(111)	(83)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	17%	22%	14%	15%	21%	14%	19%	19%	16%	10%	22%	18%	15%
Somewhat often	35%	33%	35%	36%	38%	31%	34%	31%	41%	47%	32%	35%	25%
Not very often	30%	29%	30%	30%	29%	34%	29%	33%	26%	30%	26%	29%	34%
Not at all often	16%	12%	18%	17%	11%	19%	12%	16%	16%	12%	17%	15%	19%
Not sure	3%	3%	3%	2%	1%	2%	6%	2%	0%	1%	3%	2%	6%
Totals	101%	99%	100%	100%	100%	100%	100%	101%	99%	100%	100%	99%	99%
Unweighted N	(1,112)	(423)	(413)	(276)	(515)	(374)	(409)	(316)	(256)	(195)	(247)	(432)	(238)

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1D. People Pleasing Traits — Feel responsible for how other people feel

How often do you... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	14%	14%	14%	24%	18%	11%	5%	15%	11%	15%	*
Somewhat often	34%	31%	37%	40%	38%	34%	25%	32%	36%	29%	*
Not very often	30%	32%	27%	26%	26%	31%	34%	31%	23%	29%	*
Not at all often	19%	20%	17%	6%	13%	21%	33%	18%	25%	21%	*
Not sure	4%	3%	4%	4%	5%	3%	3%	4%	5%	6%	*
Totals	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,115)	(506)	(609)	(205)	(156)	(389)	(365)	(816)	(101)	(114)	(84)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	14%	21%	12%	8%	22%	6%	14%	15%	16%	14%	12%	15%	15%
Somewhat often	34%	32%	37%	32%	33%	29%	35%	28%	37%	33%	37%	30%	39%
Not very often	30%	28%	30%	31%	27%	32%	28%	32%	31%	30%	29%	32%	25%
Not at all often	19%	17%	17%	23%	17%	29%	16%	22%	15%	18%	20%	19%	17%
Not sure	4%	3%	4%	5%	1%	4%	7%	3%	1%	4%	3%	4%	5%
Totals	101%	101%	100%	99%	100%	100%	100%	100%	100%	99%	101%	100%	101%
Unweighted N	(1,115)	(424)	(415)	(276)	(516)	(374)	(409)	(318)	(255)	(195)	(247)	(431)	(242)

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1E. People Pleasing Traits — Apologize or accept fault when you aren't to blame

How often do you... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	13%	13%	13%	23%	12%	12%	6%	13%	20%	14%	*
Somewhat often	23%	22%	24%	25%	34%	21%	13%	24%	22%	23%	*
Not very often	34%	35%	34%	32%	32%	38%	33%	33%	31%	34%	*
Not at all often	26%	27%	24%	16%	15%	27%	44%	27%	24%	22%	*
Not sure	4%	3%	5%	5%	7%	1%	3%	3%	4%	7%	*
Totals	100%	100%	100%	101%	100%	99%	99%	100%	101%	100%	*
Unweighted N	(1,111)	(508)	(603)	(203)	(154)	(389)	(365)	(814)	(101)	(112)	(84)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	13%	18%	10%	12%	17%	9%	14%	14%	12%	14%	15%	14%	10%
Somewhat often	23%	24%	21%	26%	25%	25%	22%	20%	29%	28%	20%	23%	23%
Not very often	34%	28%	41%	33%	29%	33%	31%	37%	35%	27%	36%	35%	36%
Not at all often	26%	27%	23%	27%	26%	30%	26%	27%	24%	27%	25%	25%	25%
Not sure	4%	4%	5%	2%	4%	2%	7%	3%	0%	4%	4%	2%	6%
Totals	100%	101%	100%	100%	101%	99%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,111)	(422)	(415)	(274)	(516)	(372)	(408)	(315)	(256)	(196)	(244)	(431)	(240)

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1F. People Pleasing Traits — Struggle to establish boundaries with others

How often do you... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	12%	9%	15%	22%	14%	10%	3%	12%	8%	15%	*
Somewhat often	27%	27%	27%	28%	31%	28%	20%	25%	36%	23%	*
Not very often	34%	36%	31%	28%	28%	38%	39%	36%	30%	30%	*
Not at all often	23%	23%	23%	17%	19%	23%	33%	22%	23%	25%	*
Not sure	4%	5%	4%	4%	8%	2%	5%	5%	3%	7%	*
Totals	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,110)	(507)	(603)	(204)	(153)	(388)	(365)	(812)	(101)	(113)	(84)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	12%	16%	10%	9%	13%	9%	13%	9%	12%	8%	13%	13%	12%
Somewhat often	27%	33%	23%	26%	31%	24%	33%	26%	25%	32%	23%	27%	27%
Not very often	34%	29%	36%	35%	32%	36%	28%	39%	30%	37%	34%	31%	35%
Not at all often	23%	20%	22%	27%	22%	28%	21%	22%	30%	19%	24%	26%	20%
Not sure	4%	1%	9%	3%	2%	3%	5%	4%	3%	4%	6%	3%	6%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,110)	(421)	(413)	(276)	(515)	(373)	(404)	(317)	(257)	(196)	(242)	(431)	(241)

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1G. People Pleasing Traits — Mirror the behavior of others in social situations to make them feel comfortable

How often do you... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	9%	9%	9%	24%	7%	5%	4%	9%	8%	11%	*
Somewhat often	30%	30%	29%	40%	38%	24%	19%	28%	30%	37%	*
Not very often	30%	32%	29%	21%	30%	36%	30%	31%	29%	24%	*
Not at all often	24%	23%	24%	9%	12%	30%	41%	24%	25%	23%	*
Not sure	7%	6%	8%	6%	13%	5%	6%	8%	8%	5%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,114)	(506)	(608)	(204)	(156)	(391)	(363)	(815)	(101)	(114)	(84)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	9%	12%	9%	6%	13%	5%	8%	9%	11%	10%	12%	10%	5%
Somewhat often	30%	36%	24%	29%	35%	23%	27%	33%	35%	33%	30%	28%	29%
Not very often	30%	24%	36%	31%	26%	35%	31%	28%	31%	32%	27%	29%	34%
Not at all often	24%	21%	23%	27%	20%	31%	24%	26%	20%	17%	25%	27%	24%
Not sure	7%	7%	8%	7%	6%	6%	9%	4%	3%	7%	6%	7%	9%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	101%	101%
Unweighted N	(1,114)	(423)	(416)	(275)	(517)	(373)	(409)	(317)	(256)	(196)	(246)	(431)	(241)

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1H. People Pleasing Traits — Have a hard time recognizing how you really feel about something

How often do you...?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	8%	7%	9%	19%	8%	6%	1%	8%	6%	13%	*
Somewhat often	25%	29%	21%	34%	40%	16%	13%	23%	32%	34%	*
Not very often	35%	34%	37%	35%	30%	37%	40%	36%	27%	29%	*
Not at all often	27%	26%	28%	8%	16%	37%	41%	30%	31%	14%	*
Not sure	4%	4%	4%	4%	6%	3%	4%	3%	3%	10%	*
Totals	99%	100%	99%	100%	100%	99%	99%	100%	99%	100%	*
Unweighted N	(1,114)	(506)	(608)	(205)	(153)	(389)	(367)	(817)	(101)	(113)	(83)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	8%	11%	7%	7%	11%	4%	8%	10%	9%	8%	11%	8%	8%
Somewhat often	25%	24%	26%	25%	23%	22%	26%	22%	26%	25%	25%	26%	23%
Not very often	35%	37%	34%	35%	36%	35%	37%	33%	35%	39%	32%	34%	38%
Not at all often	27%	25%	26%	30%	27%	35%	24%	31%	27%	26%	29%	28%	24%
Not sure	4%	3%	6%	3%	3%	3%	5%	4%	3%	2%	3%	4%	6%
Totals	99%	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,114)	(424)	(413)	(277)	(515)	(376)	(408)	(316)	(258)	(195)	(245)	(432)	(242)

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11. People Pleasing Traits — Say you agree with others, even when you don't actually agree

How often do you... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	5%	5%	5%	11%	5%	3%	1%	5%	9%	3%	*
Somewhat often	20%	21%	19%	26%	29%	17%	9%	19%	24%	29%	*
Not very often	38%	38%	39%	40%	32%	43%	38%	41%	34%	37%	*
Not at all often	32%	32%	32%	19%	23%	35%	49%	31%	28%	26%	*
Not sure	5%	4%	5%	4%	10%	2%	4%	4%	6%	5%	*
Totals	100%	100%	100%	100%	99%	100%	101%	100%	101%	100%	*
Unweighted N	(1,106)	(504)	(602)	(205)	(152)	(386)	(363)	(812)	(100)	(111)	(83)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	5%	6%	5%	3%	6%	2%	5%	4%	7%	5%	6%	6%	2%
Somewhat often	20%	22%	18%	22%	23%	18%	20%	24%	17%	17%	19%	20%	24%
Not very often	38%	38%	40%	38%	40%	38%	37%	41%	42%	43%	45%	39%	28%
Not at all often	32%	31%	31%	34%	29%	38%	32%	27%	33%	30%	28%	30%	40%
Not sure	5%	3%	7%	4%	2%	4%	6%	4%	1%	6%	2%	4%	7%
Totals	100%	100%	101%	101%	100%	100%	100%	100%	100%	101%	100%	99%	101%
Unweighted N	(1,106)	(420)	(412)	(274)	(512)	(371)	(404)	(315)	(255)	(196)	(242)	(428)	(240)

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2. Describe Self as People-Pleaser

Would you describe yourself as a “people-pleaser”?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely would	11%	10%	11%	15%	10%	11%	8%	12%	5%	15%	*
Probably would	38%	34%	41%	37%	41%	39%	33%	41%	35%	25%	*
Probably would not	31%	33%	28%	24%	34%	29%	37%	32%	21%	35%	*
Definitely would not	16%	18%	13%	19%	9%	17%	18%	11%	33%	21%	*
Not sure	5%	4%	6%	5%	7%	4%	4%	5%	7%	4%	*
Totals	101%	99%	99%	100%	101%	100%	100%	101%	101%	100%	*
Unweighted N	(1,118)	(509)	(609)	(205)	(155)	(389)	(369)	(818)	(101)	(115)	(84)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Definitely would	11%	13%	13%	6%	12%	7%	14%	8%	10%	6%	10%	14%	11%
Probably would	38%	38%	32%	44%	45%	40%	33%	45%	43%	38%	38%	38%	37%
Probably would not	31%	31%	33%	28%	28%	31%	33%	30%	26%	32%	33%	27%	34%
Definitely would not	16%	13%	16%	19%	11%	18%	13%	14%	18%	15%	14%	17%	16%
Not sure	5%	4%	6%	4%	5%	3%	7%	2%	3%	9%	6%	4%	2%
Totals	101%	99%	100%	101%	101%	99%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,118)	(425)	(415)	(278)	(519)	(376)	(408)	(318)	(259)	(196)	(247)	(434)	(241)

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3. Described by Others as People-Pleaser

Do you think other people in your life would describe you as a “people-pleaser”?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Definitely would	9%	8%	9%	9%	9%	9%	7%	10%	6%	7%	*
Probably would	33%	31%	35%	36%	31%	34%	32%	36%	26%	28%	*
Probably would not	29%	31%	27%	24%	32%	25%	35%	27%	27%	34%	*
Definitely would not	15%	18%	13%	17%	9%	19%	14%	12%	30%	18%	*
Not sure	14%	12%	16%	14%	20%	12%	12%	15%	11%	13%	*
Totals	100%	100%	100%	100%	101%	99%	100%	100%	100%	100%	*
Unweighted N	(1,120)	(510)	(610)	(205)	(156)	(391)	(368)	(820)	(101)	(115)	(84)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Definitely would	9%	11%	8%	7%	9%	8%	12%	8%	6%	9%	7%	10%	7%
Probably would	33%	32%	34%	33%	33%	31%	31%	34%	40%	28%	37%	35%	31%
Probably would not	29%	26%	28%	34%	26%	34%	27%	29%	29%	28%	28%	28%	31%
Definitely would not	15%	15%	16%	14%	14%	15%	14%	18%	15%	18%	13%	17%	12%
Not sure	14%	17%	14%	12%	18%	12%	17%	11%	11%	18%	16%	9%	19%
Totals	100%	101%	100%	100%	100%	100%	101%	100%	101%	101%	101%	99%	100%
Unweighted N	(1,120)	(423)	(419)	(278)	(519)	(377)	(410)	(317)	(260)	(196)	(248)	(434)	(242)

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4. Why Self People-Pleaser

Do you think you were socialized by others to be a people-pleaser, or does it just come naturally to you?

Among people who definitely or probably would describe themselves as a people-pleaser

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Socialized	32%	25%	38%	48%	*	26%	24%	34%	*	*	*
Comes naturally	52%	61%	45%	31%	*	59%	66%	51%	*	*	*
Not sure	16%	14%	17%	21%	*	15%	10%	15%	*	*	*
Totals	100%	100%	100%	100%	*	100%	100%	100%	*	*	*
Unweighted N	(569)	(226)	(343)	(105)	(84)	(206)	(174)	(447)	(38)	(47)	(37)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Socialized	32%	40%	34%	22%	42%	19%	31%	25%	42%	*	37%	31%	34%
Comes naturally	52%	48%	47%	61%	45%	62%	54%	59%	40%	*	48%	51%	56%
Not sure	16%	12%	19%	17%	13%	19%	15%	16%	18%	*	16%	18%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	*	101%	100%	100%
Unweighted N	(569)	(236)	(200)	(133)	(298)	(174)	(206)	(176)	(139)	(94)	(127)	(219)	(129)

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5. Want to Stop Being People-Pleaser

Which of the following best describes how you feel about being considered a people-pleaser?

Among people who say others definitely or probably would describe them as a people-pleaser

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like being considered a "people-pleaser"	11%	15%	7%	*	*	13%	9%	11%	*	*	*
I don't mind being considered a "people-pleaser"	55%	60%	50%	*	*	50%	70%	53%	*	*	*
I dislike being considered a "people-pleaser"	25%	17%	32%	*	*	23%	14%	26%	*	*	*
Not sure	10%	8%	12%	*	*	14%	7%	11%	*	*	*
Totals	101%	100%	101%	*	*	100%	100%	101%	*	*	*
Unweighted N	(493)	(200)	(293)	(95)	(64)	(179)	(155)	(384)	(30)	(45)	(34)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I like being considered a "people-pleaser"	11%	12%	9%	10%	8%	12%	14%	13%	6%	*	4%	12%	10%
I don't mind being considered a "people-pleaser"	55%	55%	46%	64%	56%	61%	48%	59%	56%	*	59%	50%	61%
I dislike being considered a "people-pleaser"	25%	24%	30%	20%	26%	20%	27%	21%	27%	*	21%	30%	20%
Not sure	10%	9%	14%	5%	10%	7%	11%	7%	11%	*	16%	7%	9%
Totals	101%	100%	99%	99%	100%	100%	100%	100%	100%	*	100%	99%	100%
Unweighted N	(493)	(204)	(173)	(116)	(251)	(149)	(179)	(144)	(128)	(79)	(118)	(193)	(103)

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6. Want to Be a People-Pleaser

Which of the following best describes how you would feel about being a people-pleaser?

Among people who would definitely or probably not describe themselves as a people-pleaser

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I would like to be a "people-pleaser"	1%	0%	1%	*	*	1%	0%	0%	*	*	*
I wouldn't mind being a "people-pleaser"	12%	17%	6%	*	*	13%	9%	11%	*	*	*
I would not like to be a "people-pleaser"	73%	66%	82%	*	*	76%	78%	73%	*	*	*
Not sure	14%	17%	11%	*	*	10%	13%	16%	*	*	*
Totals	100%	100%	100%	*	*	100%	100%	100%	*	*	*
Unweighted N	(490)	(256)	(234)	(84)	(62)	(165)	(179)	(334)	(58)	(54)	(44)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I would like to be a "people-pleaser"	1%	2%	0%	0%	1%	0%	1%	0%	1%	*	0%	0%	1%
I wouldn't mind being a "people-pleaser"	12%	14%	11%	11%	10%	9%	11%	18%	8%	*	11%	14%	9%
I would not like to be a "people-pleaser"	73%	71%	69%	81%	78%	79%	70%	73%	81%	*	78%	76%	67%
Not sure	14%	14%	19%	8%	12%	12%	18%	8%	10%	*	11%	10%	22%
Totals	100%	101%	99%	100%	101%	100%	100%	99%	100%	*	100%	100%	99%
Unweighted N	(490)	(169)	(185)	(136)	(195)	(190)	(181)	(129)	(110)	(89)	(106)	(194)	(101)

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7. Good or Bad People-Pleaser

Do you think being a “people-pleaser” is a good thing, or a bad thing?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always a good thing	3%	3%	2%	4%	1%	3%	3%	2%	8%	5%	*
Usually a good thing	14%	19%	8%	12%	9%	16%	18%	14%	19%	11%	*
Neither good nor bad	38%	38%	39%	33%	36%	42%	41%	41%	28%	37%	*
Usually a bad thing	30%	27%	34%	35%	32%	31%	25%	32%	25%	24%	*
Always a bad thing	5%	5%	5%	7%	5%	4%	5%	2%	9%	8%	*
Not sure	10%	8%	11%	10%	18%	5%	8%	9%	12%	14%	*
Totals	100%	100%	99%	101%	101%	101%	100%	100%	101%	99%	*
Unweighted N	(1,120)	(509)	(611)	(205)	(155)	(391)	(369)	(820)	(101)	(115)	(84)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always a good thing	3%	3%	2%	3%	5%	1%	3%	2%	4%	2%	2%	4%	2%
Usually a good thing	14%	13%	11%	17%	12%	17%	17%	15%	11%	18%	9%	14%	14%
Neither good nor bad	38%	39%	37%	39%	40%	39%	34%	38%	45%	39%	47%	38%	31%
Usually a bad thing	30%	30%	31%	30%	31%	33%	29%	33%	32%	31%	31%	28%	34%
Always a bad thing	5%	5%	6%	5%	4%	5%	5%	7%	3%	4%	2%	6%	7%
Not sure	10%	9%	13%	6%	9%	5%	13%	5%	6%	7%	10%	9%	12%
Totals	100%	99%	100%	100%	101%	100%	101%	100%	101%	101%	101%	99%	100%
Unweighted N	(1,120)	(424)	(419)	(277)	(520)	(376)	(410)	(318)	(259)	(196)	(247)	(434)	(243)

8. Impact of Being a People-Pleaser (Self)

Do you think that being a “people-pleaser” has made your own life easier or harder?

Among people who definitely or probably would describe themselves as a people-pleaser

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Easier	17%	25%	11%	16%	*	19%	24%	18%	*	*	*
Harder	48%	33%	59%	45%	*	45%	32%	50%	*	*	*
No effect	22%	29%	17%	25%	*	25%	32%	19%	*	*	*
Not sure	14%	14%	14%	14%	*	12%	13%	12%	*	*	*
Totals	101%	101%	101%	100%	*	101%	101%	99%	*	*	*
Unweighted N	(568)	(225)	(343)	(105)	(84)	(205)	(174)	(446)	(38)	(47)	(37)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Easier	17%	19%	14%	18%	19%	16%	13%	20%	19%	*	10%	17%	18%
Harder	48%	53%	50%	39%	51%	41%	54%	41%	48%	*	46%	47%	55%
No effect	22%	18%	21%	28%	18%	30%	20%	26%	17%	*	25%	22%	20%
Not sure	14%	11%	15%	16%	11%	13%	13%	13%	15%	*	19%	13%	7%
Totals	101%	101%	100%	101%	99%	100%	100%	100%	99%	*	100%	99%	100%
Unweighted N	(568)	(236)	(199)	(133)	(298)	(174)	(206)	(175)	(139)	(94)	(127)	(219)	(128)

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9. Impact of Being a People-Pleaser (Others)

Do you think that being a “people-pleaser” makes a person’s life easier or harder?

Among people who would definitely or probably not describe themselves as a people-pleaser

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Easier	12%	14%	10%	*	*	10%	14%	11%	*	*	*
Harder	57%	49%	66%	*	*	60%	47%	55%	*	*	*
No effect	12%	17%	6%	*	*	10%	19%	12%	*	*	*
Not sure	19%	21%	18%	*	*	20%	21%	22%	*	*	*
Totals	100%	101%	100%	*	*	100%	101%	100%	*	*	*
Unweighted N	(491)	(256)	(235)	(84)	(62)	(166)	(179)	(334)	(58)	(55)	(44)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Easier	12%	15%	9%	12%	18%	10%	14%	10%	19%	*	14%	16%	8%
Harder	57%	61%	59%	50%	57%	58%	55%	60%	53%	*	63%	52%	64%
No effect	12%	6%	12%	17%	7%	17%	9%	17%	11%	*	7%	14%	10%
Not sure	19%	18%	19%	21%	18%	15%	22%	14%	17%	*	16%	18%	18%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	100%	*	100%	100%	100%
Unweighted N	(491)	(169)	(186)	(136)	(195)	(191)	(181)	(129)	(111)	(89)	(106)	(194)	(102)

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Interviewing Dates	August 26 - 30, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.052 to 6.619, with a mean of one and a standard deviation of 1.089.
Number of respondents	1122
Margin of error	± 4.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	99 questions not reported.