



## **Birth Order**

**Fieldwork Dates: 9th - 10th September 2019**

**Conducted by YouGov  
On behalf of YouGov RealTime**

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#### **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

#### **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1239 adults. Fieldwork was undertaken between 9th - 10th September 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.



# YouGov RealTime

## Birth Order

US\_nat\_int Sample: 9th - 10th September 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

rb\_q1. Which of the following best describes your sibling situation?

Unweighted base	1239	155	183	79	481	409	227	122	585	15	78	30	708	335	103
<b>Base: All US Adults</b>	1239	148	193	76	500	384	225	131	590	14	76	28	707	332	102
I am an only child	18%	17%	24%	18%	20%	18%	15%	19%	18%	34%	16%	25%	18%	21%	14%
			N	*					**	*	**	**			*
I have at least one sibling	82%	83%	76%	82%	80%	82%	85%	81%	82%	66%	84%	75%	82%	79%	86%
			*						**	*	**	**			*

rb\_q2. Are you part of a set of siblings born from the same pregnancy (e.g., twins, triplets)?

Unweighted base	1019	133	143	65	393	334	192	100	487	10	66	22	585	266	89
<b>Base: All US Adults with siblings</b>	1011	124	146	62	399	314	191	106	486	9	64	21	580	261	88
Yes	5%	9%	8%	3%	7%	4%	4%	2%	4%	-	10%	4%	5%	6%	4%
		N	N	*				*	**		V.Z.AC*	**			*
No	92%	86%	85%	91%	90%	93%	94%	96%	95%	72%	89%	96%	94%	90%	95%
				*				R*	Z.AA	**	*	**			*
Don't know	3%	5%	8%	6%	3%	3%	2%	2%	1%	28%	1%	-	2%	4%	1%
		N	N	N*				*	**	**	*	**		V.Z	*

rb\_q3. How many siblings do you have? Please enter your response in the box below in whole numbers.

Unweighted base	1019	133	143	65	393	334	192	100	487	10	66	22	585	266	89
<b>Base: All US Adults with siblings</b>	1011	124	146	62	399	314	191	106	486	9	64	21	580	261	88
1	26%	9%	14%	34%	23%	24%	29%	35%	23%	20%	22%	40%	24%	30%	30%
				O.P*				R.S*	**	**	*	**			*
2	27%	24%	24%	26%	24%	29%	29%	30%	28%	23%	30%	31%	28%	28%	23%
				*				*	**	**	*	**			*
3	20%	21%	21%	17%	23%	20%	20%	14%	20%	19%	25%	14%	20%	20%	23%
				*				*	**	**	*	**			*
4	9%	11%	11%	13%	7%	12%	11%	7%	10%	30%	9%	-	10%	7%	10%
				*		R		*	**	**	*	**			*
5	7%	12%	8%	5%	8%	7%	5%	6%	7%	-	6%	11%	7%	5%	3%
		N		*				*	**	**	*	**			*
6	3%	8%	5%	1%	4%	2%	1%	3%	4%	8%	-	-	4%	2%	2%
		N		*				*	**	**	*	**			*
7	2%	4%	5%	1%	3%	2%	3%	2%	2%	-	4%	-	2%	3%	2%
			N	*				*	**	**	*	**			*
8	2%	3%	2%	2%	3%	1%	1%	1%	1%	-	-	-	1%	2%	2%
		N		*				*	**	**	*	**			*
9	2%	2%	5%	-	2%	1%	1%	2%	2%	-	3%	-	2%	1%	2%
		N		*				*	**	**	*	**			*
10	1%	4%	1%	-	1%	1%	-	-	0%	-	-	4%	0%	2%	-
		N		*				*	**	**	*	**		V.Z	*
11	1%	1%	2%	2%	1%	1%	1%	-	1%	-	-	-	1%	-	1%
				*				*	**	**	*	**			*
12	0%	-	-	-	1%	-	-	-	0%	-	-	-	0%	-	-
				*				*	**	**	*	**			*
13	0%	-	1%	-	1%	-	-	-	0%	-	1%	-	0%	1%	1%
				*				*	**	**	*	**			*
14	0%	-	-	-	-	0%	-	-	0%	-	-	-	0%	-	-
				*				*	**	**	*	**			*
16	0%	-	-	-	0%	-	-	-	-	-	-	-	-	-	-
				*				*	**	**	*	**			*
18	0%	1%	-	-	-	-	0%	-	0%	-	-	-	0%	-	-
				*				*	**	**	*	**			*
20	0%	-	1%	-	0%	-	-	-	-	-	-	-	-	-	-
				*				*	**	**	*	**			*

**YouGov RealTime**  
**Birth Order**

US\_nat\_int Sample: 9th - 10th September 2019



Total	Parent or guardian of any children									Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	

rb\_q1. Which of the following best describes your sibling situation?

Unweighted base	1239	52	16	5	20	337	393	680	495	64	437	334	290	178	402
<b>Base: All US Adults</b>	1239	56	18	5	18	328	404	686	495	59	436	338	287	178	404
I am an only child	18%	13%	30%	18%	10%	24%	13%	18%	17%	29%	23%	16%	17%	12%	22%
	*	**	**	**	**	AH.AI.AJ	AH	AH	AH.AJ*	AM.AO				AR	
I have at least one sibling	82%	87%	70%	82%	90%	76%	87%	82%	83%	71%	77%	84%	83%	88%	78%
	*	**	**	**	**		AG.AI.AK	AG	AG.AK	*	AL			AL	

rb\_q2. Are you part of a set of siblings born from the same pregnancy (e.g., twins, triplets)?

Unweighted base	1019	45	12	4	18	263	346	563	410	46	345	279	239	156	322
<b>Base: All US Adults with siblings</b>	1011	49	13	4	17	250	352	559	410	42	335	283	237	156	316
Yes	5%	-	-	23%	10%	7%	4%	5%	4%	6%	4%	6%	5%	5%	8%
	*	**	**	**	**					*					AQ
No	92%	100%	93%	26%	5%	92%	95%	94%	93%	6%	93%	93%	94%	89%	90%
		X.AA*	**	**	**	AK	AK	AK	AK	*					
Don't know	3%	-	7%	51%	30%	1%	1%	1%	3%	27%	3%	1%	1%	7%	3%
	*	**	**	**	**				AI	AG.AH.AI.AJ*				AM.AN	

rb\_q3. How many siblings do you have? Please enter your response in the box below in whole numbers.

Unweighted base	1019	45	12	4	18	263	346	563	410	46	345	279	239	156	322
<b>Base: All US Adults with siblings</b>	1011	49	13	4	17	250	352	559	410	42	335	283	237	156	316
1	26%	20%	13%	52%	21%	23%	25%	24%	28%	26%	25%	25%	28%	23%	20%
	*	*	**	**	**				*	*					
2	27%	18%	11%	22%	26%	28%	24%	25%	28%	39%	25%	23%	34%	28%	26%
	*	**	**	**	**					AH.AI*			AL.AM		
3	20%	24%	17%	-	9%	22%	22%	22%	19%	13%	17%	23%	21%	22%	23%
	*	**	**	**	**				*	*					
4	9%	13%	-	-	-	10%	8%	9%	9%	2%	9%	11%	7%	10%	10%
	*	**	**	**	**				*	*					
5	7%	13%	27%	-	11%	6%	8%	7%	6%	12%	10%	6%	3%	9%	7%
	*	AA.AB*	**	**	**				*	*	AN			AN	
6	3%	5%	-	-	-	4%	4%	4%	2%	3%	3%	4%	3%	1%	3%
	*	**	**	**	**				*	*					
7	2%	-	17%	-	5%	1%	3%	2%	3%	-	4%	2%	1%	2%	2%
	*	**	**	**	**				*	*	AN				
8	2%	2%	-	-	15%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%
	*	**	**	**	**				*	*					
9	2%	2%	-	-	7%	2%	2%	2%	1%	-	3%	2%	0%	1%	2%
	*	**	**	**	**				*	*	AN				
10	1%	-	-	-	-	1%	1%	1%	1%	-	1%	0%	0%	-	1%
	*	**	**	**	**				*	*					
11	1%	-	9%	26%	-	1%	1%	1%	1%	-	-	1%	1%	1%	2%
	*	**	**	**	**				*	*		AL	AL		
12	0%	-	7%	-	-	0%	0%	0%	-	-	0%	0%	-	-	-
	*	**	**	**	**				*	*					
13	0%	-	-	-	-	0%	0%	0%	1%	-	0%	-	0%	1%	1%
	*	**	**	**	**				*	*					
14	0%	-	-	-	-	-	-	-	0%	-	-	0%	-	-	0%
	*	**	**	**	**				*	*					
16	0%	3%	-	-	-	0%	-	0%	-	-	-	0%	-	-	0%
	*	V.Z.AA*	**	**	**				*	*					
18	0%	-	-	-	-	-	-	-	0%	-	-	-	0%	-	-
	*	**	**	**	**				*	*					
20	0%	-	-	-	6%	-	-	-	-	3%	-	-	-	1%	0%
	*	**	**	**	**				*	*					

# YouGov RealTime

## Birth Order

US\_nat\_int Sample: 9th - 10th September 2019



Total	Type of Area Lived in			Sibling Pecking Order		
	Suburban/ Town	Rural	Other	Oldest	Middle	Youngest
	AQ	AR	AS	AT	AU	AV

rb\_q1. Which of the following best describes your sibling situation?

Unweighted base	1239	608	218	11	383	339	297
<b>Base: All US Adults</b>	1239	616	210	10	386	336	289
I am an only child	18%	17%	15%	64%**	-	-	-
I have at least one sibling	82%	83%	85% AP	36%**	100%	100%	100%

rb\_q2. Are you part of a set of siblings born from the same pregnancy (e.g., twins, triplets)?

Unweighted base	1019	509	184	4	383	339	297
<b>Base: All US Adults with siblings</b>	1011	512	179	4	386	336	289
Yes	5%	3%	5%	-**	4%	7%	4%
No	92%	95% AP	91%	71%**	93%	90%	94%
Don't know	3%	2%	4%	29%**	3%	3%	3%

rb\_q3. How many siblings do you have? Please enter your response in the box below in whole numbers.

Unweighted base	1019	509	184	4	383	339	297
<b>Base: All US Adults with siblings</b>	1011	512	179	4	386	336	289
1	26%	29% AP	27%	-**	35% AU	3%	39% AU
2	27%	27%	27%	54%**	29%	25%	26%
3	20%	19%	19%	22%**	18%	28% AT,AV	15%
4	9%	9%	7%	24%**	6%	14% AT,AV	8%
5	7%	7%	6%	-**	7% AV	11% AV	3%
6	3%	3%	3%	-**	1%	7% AT,AV	1%
7	2%	2%	3%	-**	1%	4% AT	3%
8	2%	1%	1%	-**	1%	3%	1%
9	2%	1%	3%	-**	1%	3%	1%
10	1%	0%	1%	-**	-	2% AT,AV	-
11	1%	1%	0%	-**	1%	1%	1%
12	0%	0%	1%	-**	0%	0%	-
13	0%	0%	1%	-**	-	1%	1%
14	0%	-	-	-**	-	0%	-
16	0%	-	-	-**	-	-	0%
18	0%	0%	-	-**	-	0%	-
20	0%	-	-	-	-	-	0%

# YouGov RealTime

## Birth Order

US\_nat\_int Sample: 9th - 10th September 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White

rb\_q4. In your family, are you the oldest sibling, a middle sibling, or the youngest sibling? Please pick the response that best applies.

Unweighted base	1019	464	555	24	305	288	353	49	-	-	205	205	368	241	678
<b>Base: All US Adults with siblings</b>	1011	474	537	23	289	277	361	60	-	-	175	212	389	235	678
I am the oldest of my siblings	38%	38%	39%	36%	41%	40%	34%	45%	-	-	41%	40%	36%	39%	39%
I am a middle sibling	33%	34%	32%	20%	31%	31%	40%	22%	-	-	34%	28%	37%	31%	30%
I am the youngest of my siblings	29%	28%	29%	43%	28%	29%	27%	33%	-	-	26%	32%	27%	30%	30%

rb\_q5. To what extent, if at all, do you feel your place in your family's birth order has shaped your personality?

Unweighted base	1019	464	555	24	305	288	353	49	-	-	205	205	368	241	678
<b>Base: All US Adults with siblings</b>	1011	474	537	23	289	277	361	60	-	-	175	212	389	235	678
It's significantly shaped my personality	31%	26%	36%	32%	29%	33%	32%	27%	-	-	30%	39%	28%	31%	32%
It's somewhat shaped my personality	26%	24%	28%	31%	29%	24%	27%	19%	-	-	27%	26%	26%	25%	27%
It's shaped my personality a little bit, but not significantly	19%	23%	15%	27%	21%	17%	17%	24%	-	-	18%	17%	20%	19%	20%
It hasn't shaped my personality at all	13%	15%	11%	8%	8%	13%	15%	20%	-	-	14%	11%	15%	11%	13%
Don't know	11%	12%	10%	2%	13%	14%	9%	10%	-	-	11%	8%	11%	15%	9%

rb\_q6. If you had to choose, which of the following words would you use to describe yourself? Please select all that apply.

Unweighted base	1019	464	555	24	305	288	353	49	-	-	205	205	368	241	678
<b>Base: All US Adults with siblings</b>	1011	474	537	23	289	277	361	60	-	-	175	212	389	235	678
Leader	28%	31%	25%	27%	31%	28%	26%	25%	-	-	23%	29%	28%	31%	27%
Easygoing	47%	47%	47%	33%	43%	45%	51%	58%	-	-	44%	49%	51%	42%	48%
Creative	38%	35%	40%	25%	42%	34%	39%	32%	-	-	38%	39%	34%	43%	39%
Rebellious	14%	14%	14%	16%	16%	18%	12%	2%	-	-	14%	15%	12%	17%	15%
Outgoing	25%	22%	28%	27%	22%	26%	25%	32%	-	-	25%	23%	27%	25%	25%
Empathetic	39%	30%	47%	36%	33%	35%	47%	45%	-	-	38%	40%	37%	43%	44%
Intelligent	57%	58%	55%	66%	52%	58%	59%	65%	-	-	57%	58%	56%	59%	60%
Self-disciplined	38%	39%	38%	42%	35%	36%	40%	50%	-	-	40%	31%	43%	36%	38%
Confident	34%	36%	31%	28%	29%	33%	38%	40%	-	-	29%	32%	37%	34%	35%
Patient	35%	31%	37%	27%	27%	30%	42%	45%	-	-	45%	35%	37%	22%	34%
Risk-taker	15%	17%	13%	11%	19%	16%	10%	13%	-	-	12%	9%	19%	16%	13%
Cooperative	37%	36%	38%	47%	30%	31%	44%	52%	-	-	42%	34%	37%	36%	38%
Problem-solver	51%	51%	50%	38%	45%	49%	56%	59%	-	-	49%	53%	50%	51%	54%

# YouGov RealTime

## Birth Order

US\_nat\_int Sample: 9th - 10th September 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		N	*				*		**	*	**			*

rb\_q4. In your family, are you the oldest sibling, a middle sibling, or the youngest sibling? Please pick the response that best applies.

Unweighted base	1019	133	143	65	393	334	192	100	487	10	66	22	585	266	89
<b>Base: All US Adults with siblings</b>	1011	124	146	62	399	314	191	106	486	9	64	21	580	261	88
I am the oldest of my siblings	38%	35%	34%	42%	34%	40%	43%	40%	34%	38%	39%	56%	36%	43%	45%
				*			R	*		**	*	**		V	*
I am a middle sibling	33%	46%	39%	25%	38%	32%	26%	34%	37%	19%	39%	23%	36%	27%	28%
		N,Q	N	*	T		*	*	AA	**	*	**	AA		*
I am the youngest of my siblings	29%	19%	27%	33%	28%	29%	31%	25%	29%	43%	22%	21%	28%	30%	27%
			O*				*	*		**	*	**			*

rb\_q5. To what extent, if at all, do you feel your place in your family's birth order has shaped your personality?

Unweighted base	1019	133	143	65	393	334	192	100	487	10	66	22	585	266	89
<b>Base: All US Adults with siblings</b>	1011	124	146	62	399	314	191	106	486	9	64	21	580	261	88
It's significantly shaped my personality	31%	28%	28%	31%	26%	34%	36%	33%	33%	21%	25%	14%	31%	29%	42%
				*		R	R	*		**	*	**		X,Z,AA,AC*	*
It's somewhat shaped my personality	26%	26%	23%	24%	21%	25%	33%	36%	26%	41%	26%	35%	26%	33%	10%
			*	*			R,S	R,S*	AB	**	AB*	**	AB	AB	*
It's shaped my personality a little bit, but not significantly	19%	15%	18%	22%	19%	21%	16%	18%	19%	18%	30%	20%	20%	15%	17%
			*	*			*	*		**	V,Z,AA*	**			*
It hasn't shaped my personality at all	13%	19%	11%	8%	21%	9%	7%	5%	14%	11%	8%	13%	13%	11%	16%
		Q	*	S,T,U		*	*	*		**	*	**			*
Don't know	11%	12%	20%	16%	13%	11%	8%	8%	9%	8%	12%	17%	9%	13%	15%
			N	*	T		*	*		**	*	**			*

rb\_q6. If you had to choose, which of the following words would you use to describe yourself? Please select all that apply.

Unweighted base	1019	133	143	65	393	334	192	100	487	10	66	22	585	266	89
<b>Base: All US Adults with siblings</b>	1011	124	146	62	399	314	191	106	486	9	64	21	580	261	88
Leader	28%	35%	28%	26%	22%	27%	36%	38%	30%	27%	28%	42%	30%	25%	25%
			*	*		R,S	R,S*	*		**	*	**		*	*
Easygoing	47%	54%	37%	45%	52%	46%	47%	36%	47%	31%	43%	46%	46%	47%	51%
		P	*	U		*	*	*		**	*	**		*	*
Creative	38%	42%	33%	33%	35%	37%	44%	43%	38%	40%	33%	39%	37%	39%	33%
			*	*		R	*	*		**	*	**		*	*
Rebellious	14%	9%	16%	14%	14%	17%	14%	8%	12%	-	24%	35%	14%	16%	16%
			*	U		*	*	*		**	V,Z*	**		*	*
Outgoing	25%	26%	28%	21%	24%	29%	21%	24%	26%	48%	30%	26%	27%	20%	24%
			*	*		*	*	*		**	*	**	AA		*
Empathetic	39%	30%	25%	41%	30%	44%	48%	45%	36%	29%	37%	43%	36%	40%	49%
			P*	R		R	R*	*		**	*	**		V,Z*	*
Intelligent	57%	58%	44%	53%	44%	55%	76%	79%	59%	31%	55%	73%	58%	57%	54%
		P	*	R		R	R,S	R,S*		**	*	**		*	*
Self-disciplined	38%	45%	35%	36%	39%	35%	42%	35%	38%	23%	35%	36%	37%	40%	39%
			*	*		*	*	*		**	*	**		*	*
Confident	34%	41%	28%	24%	30%	33%	36%	47%	36%	31%	32%	42%	35%	28%	39%
		P,Q	*	*		*	R,S*	AA		**	*	**	AA		*
Patient	35%	46%	29%	34%	37%	34%	32%	31%	33%	10%	26%	20%	31%	36%	40%
		N,P	*	*		*	*	*		**	*	**		*	*
Risk-taker	15%	22%	19%	13%	14%	14%	16%	17%	15%	19%	13%	36%	16%	15%	11%
		N	*	*		*	*	*		**	*	**	AC		*
Cooperative	37%	44%	30%	31%	34%	35%	43%	43%	37%	23%	34%	31%	36%	37%	39%
		P	*	*		*	*	*		**	*	**		*	*
Problem-solver	51%	42%	44%	48%	40%	53%	60%	69%	53%	41%	53%	51%	52%	47%	59%
			*	*		R	R	R,S*		**	*	**			AA*



# YouGov RealTime

## Birth Order

US\_nat\_int Sample: 9th - 10th September 2019



Total	Parent or guardian of any children				Income					Urban				
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
	*	**	**	**					AG,AH,AI,AJ*					

rb\_q4. In your family, are you the oldest sibling, a middle sibling, or the youngest sibling? Please pick the response that best applies.

Unweighted base	1019	45	12	4	18	263	346	563	410	46	345	279	239	156	322
<b>Base: All US Adults with siblings</b>	1011	49	13	4	17	250	352	559	410	42	335	283	237	156	316
I am the oldest of my siblings	38%	31%	24%	26%	46%	38%	37%	36%	41%	37%	36%	40%	41%	36%	36%
I am a middle sibling	33%	35%	51%	52%	24%	34%	37%	36%	29%	43%	34%	34%	31%	34%	37%
I am the youngest of my siblings	29%	33%	25%	22%	30%	28%	26%	28%	31%	20%	30%	26%	28%	31%	26%

rb\_q5. To what extent, if at all, do you feel your place in your family's birth order has shaped your personality?

Unweighted base	1019	45	12	4	18	263	346	563	410	46	345	279	239	156	322
<b>Base: All US Adults with siblings</b>	1011	49	13	4	17	250	352	559	410	42	335	283	237	156	316
It's significantly shaped my personality	31%	23%	14%	49%	31%	34%	33%	33%	30%	16%	29%	34%	33%	27%	34%
It's somewhat shaped my personality	26%	32%	7%	-	10%	25%	26%	26%	27%	16%	24%	24%	34%	24%	27%
It's shaped my personality a little bit, but not significantly	19%	22%	41%	29%	18%	20%	17%	18%	20%	17%	18%	20%	17%	22%	16%
It hasn't shaped my personality at all	13%	16%	20%	22%	12%	12%	15%	14%	11%	11%	15%	14%	10%	10%	12%
Don't know	11%	7%	19%	-	28%	9%	9%	9%	11%	40%	14%	8%	7%	17%	12%

rb\_q6. If you had to choose, which of the following words would you use to describe yourself? Please select all that apply.

Unweighted base	1019	45	12	4	18	263	346	563	410	46	345	279	239	156	322
<b>Base: All US Adults with siblings</b>	1011	49	13	4	17	250	352	559	410	42	335	283	237	156	316
Leader	28%	26%	25%	26%	21%	35%	26%	30%	27%	13%	23%	29%	38%	22%	32%
Easygoing	47%	71%	43%	-	19%	42%	49%	47%	47%	26%	48%	49%	53%	34%	45%
Creative	38%	40%	61%	-	47%	38%	34%	36%	41%	27%	39%	37%	36%	40%	40%
Rebellious	14%	11%	16%	23%	6%	15%	11%	12%	17%	13%	17%	15%	12%	11%	15%
Outgoing	25%	37%	27%	-	20%	25%	29%	27%	23%	19%	25%	24%	29%	22%	24%
Empathetic	39%	56%	39%	26%	34%	33%	44%	39%	41%	19%	40%	38%	42%	36%	38%
Intelligent	57%	62%	39%	22%	42%	54%	60%	57%	60%	33%	51%	55%	69%	55%	54%
Self-disciplined	38%	42%	36%	29%	22%	36%	39%	38%	40%	25%	40%	33%	39%	42%	39%
Confident	34%	47%	16%	23%	21%	32%	38%	36%	32%	23%	28%	35%	42%	32%	39%
Patient	35%	58%	45%	26%	27%	29%	40%	35%	35%	22%	38%	32%	32%	34%	35%
Risk-taker	15%	5%	26%	-	20%	21%	11%	14%	15%	11%	14%	15%	18%	10%	18%
Cooperative	37%	58%	25%	-	26%	33%	43%	38%	37%	18%	35%	36%	41%	38%	36%
Problem-solver	51%	42%	48%	26%	36%	51%	58%	55%	48%	23%	44%	51%	61%	48%	48%

# YouGov RealTime

## Birth Order

US\_nat\_int Sample: 9th - 10th September 2019



Total	Type of Area Lived in			Sibling Pecking Order		
	Suburban/ Town	Rural	Other	Oldest	Middle	Youngest
			**			

rb\_q4. In your family, are you the oldest sibling, a middle sibling, or the youngest sibling? Please pick the response that best applies.

	Unweighted base	1019	509	184	4	383	339	297
<b>Base: All US Adults with siblings</b>		1011	512	179	4	386	336	289
I am the oldest of my siblings		38%	39%	38%	54%	100%	-	-
					**	AU.AV		
I am a middle sibling		33%	31%	33%	46%	-	100%	-
					**		AT.AV	
I am the youngest of my siblings		29%	30%	30%	-	-	-	100%
					**			AT.AU

rb\_q5. To what extent, if at all, do you feel your place in your family's birth order has shaped your personality?

	Unweighted base	1019	509	184	4	383	339	297
<b>Base: All US Adults with siblings</b>		1011	512	179	4	386	336	289
It's significantly shaped my personality		31%	29%	31%	47%	39%	24%	28%
					**	AU.AV		
It's somewhat shaped my personality		26%	27%	22%	24%	27%	28%	23%
					**			
It's shaped my personality a little bit, but not significantly		19%	20%	22%	-	13%	22%	22%
					**		AT	AT
It hasn't shaped my personality at all		13%	13%	15%	-	9%	15%	15%
					**		AT	AT
Don't know		11%	11%	9%	29%	12%	10%	12%
					**			

rb\_q6. If you had to choose, which of the following words would you use to describe yourself? Please select all that apply.

	Unweighted base	1019	509	184	4	383	339	297
<b>Base: All US Adults with siblings</b>		1011	512	179	4	386	336	289
Leader		28%	26%	26%	22%	33%	26%	23%
					**	AU.AV		
Easygoing		47%	48%	50%	-	47%	48%	46%
					**			
Creative		38%	36%	38%	22%	37%	39%	39%
					**			
Rebellious		14%	13%	17%	22%	15%	14%	14%
					**			
Outgoing		25%	26%	25%	24%	21%	30%	25%
					**		AT	
Empathetic		39%	39%	42%	24%	38%	37%	44%
					**			
Intelligent		57%	62%	52%	-	62%	53%	55%
			AP.AR		**	AU		
Self-disciplined		38%	37%	40%	46%	39%	42%	33%
					**		AV	
Confident		34%	31%	32%	46%	34%	37%	29%
					**		AV	
Patient		35%	34%	36%	22%	34%	36%	34%
					**			
Risk-taker		15%	13%	13%	22%	16%	16%	12%
					**			
Cooperative		37%	39%	35%	24%	36%	40%	36%
					**			
Problem-solver		51%	52%	54%	-	54%	50%	47%
					**			

# YouGov RealTime

## Birth Order

US\_nat\_int Sample: 9th - 10th September 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Charming	18%	21%	15%	20%	18%	20%	17%	19%	-	-	16%	17%	18%	21%	16%
		B		**				*	**	**					
Funny	38%	38%	39%	30%	37%	39%	41%	24%	-	-	35%	36%	38%	43%	40%
				**		G	G	*	**	**					Q
Popular	9%	10%	8%	-	9%	11%	9%	12%	-	-	11%	7%	9%	10%	8%
								*	**	**					
Impatient	25%	23%	27%	23%	21%	28%	27%	19%	-	-	20%	25%	28%	24%	28%
				**				*	**	**			J		
Shy	26%	22%	29%	54%	29%	20%	27%	20%	-	-	24%	27%	28%	24%	27%
			A	**	E		E	*	**	**					
Introverted	31%	30%	31%	71%	31%	30%	31%	15%	-	-	31%	33%	30%	29%	33%
				**	G	G	G	*	**	**					P
Extroverted	14%	13%	15%	26%	15%	11%	12%	25%	-	-	12%	14%	13%	16%	16%
			**					E,F*	**	**					P,Q
None of these	3%	4%	2%	2%	5%	3%	1%	2%	-	-	2%	2%	3%	4%	2%
			**	F				*	**	**					

rrb\_q7m. Do you believe your parents have a favorite child?

Please select all that apply.

Unweighted base	1019	464	555	24	305	288	353	49	-	-	205	205	368	241	678
<b>Base: All US Adults with siblings</b>	1011	474	537	23	289	277	361	60	-	-	175	212	389	235	678
Yes, my mother does	33%	30%	36%	28%	33%	30%	37%	28%	-	-	28%	35%	34%	35%	36%
			A	**				*	**	**					O
Yes, my father does	22%	19%	25%	17%	21%	23%	22%	23%	-	-	17%	25%	20%	26%	24%
			A	**				*	**	**					O
No, my parents do not have a favorite child	39%	44%	35%	37%	39%	41%	36%	53%	-	-	44%	34%	42%	36%	39%
		B	**					F*	**	**	K				
Don't know	22%	23%	21%	30%	23%	22%	22%	14%	-	-	21%	25%	19%	25%	20%
			**					*	**	**					

rrb\_q8. Who do you believe your mother's favorite child is?

Unweighted base	339	138	201	6	101	87	132	13	-	-	57	72	127	83	240
<b>Base: All US Adults with siblings who think their parents have a favorite child</b>	338	143	195	7	96	84	135	17	-	-	48	75	133	82	243
I am	30%	41%	22%	62%	35%	33%	27%	-	-	-	31%	30%	28%	33%	28%
		B	**	**	*	*	*	**	**	**	*	*	*	*	*
One of my other siblings is	68%	56%	78%	38%	62%	65%	73%	93%	-	-	69%	69%	70%	64%	70%
		A	**	*	*	*	*	**	**	**	*	*	*	*	*
Don't know	2%	3%	0%	-	3%	2%	-	7%	-	-	-	1%	2%	3%	2%
		B	**	*	*	*	*	**	**	**	*	*	*	*	*

rrb\_q9. Who do you believe your father's favorite child is?

Unweighted base	223	87	136	4	65	65	79	10	-	-	35	53	76	59	159
<b>Base: All US Adults with siblings who think their parents have a favorite child</b>	223	90	133	4	62	63	81	14	-	-	30	54	79	60	161
I am	31%	27%	34%	-	30%	40%	31%	9%	-	-	26%	33%	31%	32%	30%
		*	*	**	*	*	*	**	**	**	*	*	*	*	*
One of my other siblings is	68%	72%	65%	100%	69%	59%	69%	91%	-	-	74%	67%	69%	65%	69%
		*	*	**	*	*	*	**	**	**	*	*	*	*	*
Don't know	1%	1%	1%	-	1%	2%	-	-	-	-	-	-	-	3%	1%
		*	*	**	*	*	*	**	**	**	*	*	*	*	*

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, 95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, AT/AU/AV, Minimum Base: 30 (\*\*), Small Base: 10

# YouGov RealTime

## Birth Order

US\_nat\_int Sample: 9th - 10th September 2019



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Charming	18%	26% N	22%	15%	20%	17%	18%	17%	17%	12%	16%	20%	17%	19%	17%
Funny	38%	41% Q	36%	23%	37%	40%	42%	32%	39%	18%	46%	49%	40%	36%	39%
Popular	9%	13%	10%	12%	8%	8%	14%	10%	10%	20%	15%	8%	11%	6%	8%
Impatient	25%	19%	21%	19%	22%	28%	27%	25%	26%	-	31%	44%	27%	22%	27%
Shy	26%	24%	21%	29%	31%	25%	21%	17%	22%	11%	20%	31%	22%	37%	23%
Introverted	31%	27%	23%	33%	24%	32%	38%	36%	26%	-	27%	35%	26%	41%	34%
Extroverted	14%	12%	9%	6%	9%	16%	15%	25%	15%	29%	12%	23%	15%	13%	10%
None of these	3%	3%	6%	3%	4%	2%	2%	2%	2%	10%	3%	-	2%	3%	-

rb\_q7m. Do you believe your parents have a favorite child?

Please select all that apply.

Unweighted base	1019	133	143	65	393	334	192	100	487	10	66	22	585	266	89
<b>Base: All US Adults with siblings</b>	1011	124	146	62	399	314	191	106	486	9	64	21	580	261	88
Yes, my mother does	33%	25%	30%	31%	31%	36%	32%	37%	35%	51%	43%	22%	36%	29%	37%
Yes, my father does	22%	15%	21%	20%	17%	28%	24%	21%	22%	20%	31%	23%	23%	20%	28%
No, my parents do not have a favorite child	39%	43%	39%	35%	43%	34%	40%	43%	40%	12%	32%	52%	39%	40%	31%
Don't know	22%	26%	23%	29%	22%	23%	24%	16%	20%	27%	19%	22%	20%	25%	26%

rb\_q8. Who do you believe your mother's favorite child is?

Unweighted base	339	36	43	20	123	120	61	35	170	5	30	5	210	74	33
<b>Base: All US Adults with siblings who think their parents have a favorite child</b>	338	31	44	20	124	114	61	39	170	5	28	5	207	75	33
I am	30%	18%	44%	37%	25%	24%	43%	43%	29%	19%	34%	56%	30%	38%	18%
One of my other siblings is	68%	79%	56%	63%	73%	73%	55%	57%	70%	81%	57%	44%	68%	61%	82%
Don't know	2%	3%	-	-	2%	2%	2%	-	1%	-	10%	-	2%	1%	-

rb\_q9. Who do you believe your father's favorite child is?

Unweighted base	223	21	30	13	65	93	45	20	105	2	21	5	133	53	25
<b>Base: All US Adults with siblings who think their parents have a favorite child</b>	223	18	31	12	66	88	46	22	106	2	20	5	132	53	25
I am	31%	41%	33%	32%	33%	26%	35%	37%	36%	53%	29%	-	34%	27%	23%
One of my other siblings is	68%	59%	67%	68%	67%	73%	63%	63%	63%	47%	67%	100%	64%	73%	77%
Don't know	1%	-	-	-	-	1%	2%	-	1%	-	4%	-	1%	-	-

Cell Contents (Col0 (\*))

# YouGov RealTime

## Birth Order

US\_nat\_int Sample: 9th - 10th September 2019



	Total	Parent or guardian of any children				Income					Urban				
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Charming	18%	24%	25%	-	17%	17%	15%	16%	21%	16%	18%	18%	19%	16%	24%
		*	**	**	**				AH.AI	*					AQ
Funny	38%	33%	42%	23%	32%	38%	38%	38%	40%	26%	37%	42%	38%	35%	39%
		*	**	**	**					*					
Popular	9%	12%	7%	-	-	12%	9%	10%	9%	9%	8%	8%	14%	6%	12%
		*	**	**	**					*			AL.AO		AR
Impatient	25%	17%	7%	23%	23%	22%	25%	24%	27%	21%	26%	27%	22%	20%	29%
		*	**	**	**					*					
Shy	26%	27%	13%	-	17%	19%	26%	23%	31%	17%	34%	21%	20%	28%	24%
		*	**	**	**		AG		AG.AI	*	AM.AN				
Introverted	31%	20%	48%	-	28%	26%	29%	27%	38%	8%	29%	30%	32%	33%	28%
		*	**	**	**	AK	AK	AK	AG.AH.AI.AK	*					
Extroverted	14%	12%	7%	-	32%	12%	14%	14%	14%	11%	12%	12%	19%	15%	13%
		*	**	**	**					*			ALAM		
None of these	3%	4%	7%	-	28%	2%	1%	1%	3%	25%	2%	2%	2%	8%	2%
		*	**	**	**				AH	AG.AH.AI.AJ*				ALAM.AN	

### rb\_q7m. Do you believe your parents have a favorite child?

Please select all that apply.

	Unweighted base	1019	45	12	4	18	263	346	563	410	46	345	279	239	156	322
<b>Base: All US Adults with siblings</b>		1011	49	13	4	17	250	352	559	410	42	335	283	237	156	316
Yes, my mother does		33%	35%	22%	23%	19%	37%	32%	35%	33%	23%	30%	35%	35%	37%	32%
		*	**	**	**	**	**	**	**	*	*	*	*	*	*	*
Yes, my father does		22%	21%	9%	-	14%	23%	22%	23%	22%	18%	19%	22%	26%	22%	23%
		*	**	**	**	**	**	**	**	*	*	*	*	AL	*	*
No, my parents do not have a favorite child		39%	52%	34%	51%	34%	41%	42%	42%	37%	32%	40%	41%	40%	35%	40%
		*	X.AB*	**	**	**	**	**	**	*	*	*	*	*	*	*
Don't know		22%	8%	44%	26%	46%	17%	20%	18%	25%	39%	24%	20%	19%	24%	22%
		*	**	**	**	**	*	*	*	AG.AI	AG.AH.AI.AJ*	*	*	*	*	*

### rb\_q8. Who do you believe your mother's favorite child is?

**Base: All US Adults with siblings who think their parents have a favorite child**

	Unweighted base	339	15	3	1	3	98	113	197	132	10	104	98	82	55	105
<b>Base: All US Adults with siblings who think their parents have a favorite child</b>		338	17	3	1	3	93	114	195	134	9	99	98	84	58	100
I am		30%	27%	-	100%	-	28%	20%	25%	38%	20%	28%	27%	37%	30%	34%
		**	**	**	**	**	*	*	*	AH.AI	**	*	*	*	*	*
One of my other siblings is		68%	73%	100%	-	100%	70%	79%	74%	61%	61%	70%	72%	62%	67%	63%
		**	**	**	**	**	*	AL.AJ	AJ	**	**	*	*	*	*	*
Don't know		2%	-	-	-	-	2%	1%	2%	1%	19%	2%	1%	1%	3%	3%
		**	**	**	**	**	*	*	*	**	**	*	*	*	*	*

### rb\_q9. Who do you believe your father's favorite child is?

**Base: All US Adults with siblings who think their parents have a favorite child**

	Unweighted base	223	9	1	-	2	61	72	125	90	8	66	62	60	35	76
<b>Base: All US Adults with siblings who think their parents have a favorite child</b>		223	10	1	-	2	57	76	126	89	7	64	63	62	35	72
I am		31%	34%	-	-	35%	34%	33%	32%	30%	27%	24%	36%	36%	25%	28%
		**	**	**	**	**	*	*	*	*	**	*	*	*	*	*
One of my other siblings is		68%	66%	100%	-	65%	64%	67%	67%	70%	61%	76%	64%	62%	72%	70%
		**	**	**	**	**	*	*	*	*	**	*	*	*	*	*
Don't know		1%	-	-	-	-	2%	-	1%	-	12%	-	-	2%	3%	3%
		**	**	**	**	**	*	*	*	*	**	*	*	*	*	*

Cell Contents (Col

# YouGov RealTime

## Birth Order

US\_nat\_int Sample: 9th - 10th September 2019



	Total	Type of Area Lived in			Sibling Pecking Order		
		Suburban/ Town	Rural	Other	Oldest	Middle	Youngest
Charming	18%	15%	18%	22% **	15%	19%	21%
Funny	38%	37%	39%	24% **	37%	37%	42%
Popular	9%	9%	5%	24% **	10%	7%	11%
Impatient	25%	23%	25%	24% **	27%	23%	25%
Shy	26%	26%	30%	24% **	24%	27%	27%
Introverted	31%	34%	27%	- **	38% AU	22%	31% AU
Extroverted	14%	15%	12%	24% **	12%	15%	15%
None of these	3%	3%	2%	54% **	2%	3%	4%

rrb\_q7m. Do you believe your parents have a favorite child?

Please select all that apply.

Unweighted base	1019	509	184	4	383	339	297
<b>Base: All US Adults with siblings</b>	1011	512	179	4	386	336	289
Yes, my mother does	33%	34%	36%	22% **	31%	35%	35%
Yes, my father does	22%	22%	20%	22% **	22%	22%	22%
No, my parents do not have a favorite child	39%	41% AR	33%	24% **	40%	39%	39%
Don't know	22%	20%	26%	54% **	23%	20%	22%

rrb\_q8. Who do you believe your mother's favorite child is?

Unweighted base	339	168	65	1	121	115	103
<b>Base: All US Adults with siblings who think their parents have a favorite child</b>	338	173	64	1	119	118	102
I am	30%	31%	22% *	- **	23%	30%	38% AT*
One of my other siblings is	68%	68%	75% *	100% **	73%	69%	61% *
Don't know	2%	1%	3% *	- **	3%	1%	1% *

rrb\_q9. Who do you believe your father's favorite child is?

Unweighted base	223	110	36	1	86	71	66
<b>Base: All US Adults with siblings who think their parents have a favorite child</b>	223	115	36	1	85	73	65
I am	31%	36%	23% *	- **	31% *	22% *	41% AU*
One of my other siblings is	68%	64%	77% *	100% **	68% *	78% AV*	58% *
Don't know	1%	-	- *	- **	1% *	-	2% *

Cell Contents (Col