

YouGov Survey: The American Way of Life



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

1. Would you say things in this country today are...

- Generally headed in the right direction 22%
- Off on the wrong track 65%
- Not sure 13%

2. Which statement is closest to your beliefs?

- The American way of life is good and should be kept the way it is 10%
- The American way of life is generally good, but some areas could be made better 52%
- The American way of life is bad and needs to be restored to a better way it used to be ... 23%
- The American way of life is bad and should be significantly changed to something new and better 15%

Interviewing Dates	October 15 - 17, 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 5.226, with a mean of one and a standard deviation of 0.946.
Number of respondents	1153
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	114 questions not reported.

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1. Direction of country

Would you say things in this country today are...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Generally headed in the right direction	22%	21%	24%	25%	17%	19%	29%	19%	34%	23%	27%
Off on the wrong track	65%	68%	62%	56%	68%	69%	64%	69%	53%	60%	56%
Not sure	13%	12%	14%	19%	14%	12%	7%	12%	13%	17%	17%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,153)	(521)	(632)	(251)	(204)	(400)	(298)	(738)	(149)	(156)	(110)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Generally headed in the right direction	22%	44%	17%	4%	48%	3%	20%	22%	31%	25%	23%	20%	22%
Off on the wrong track	65%	37%	66%	94%	32%	95%	66%	69%	58%	62%	66%	68%	61%
Not sure	13%	19%	17%	2%	19%	2%	14%	9%	11%	13%	11%	12%	17%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,153)	(438)	(410)	(305)	(543)	(407)	(477)	(317)	(234)	(213)	(250)	(448)	(242)

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2. Beliefs About Changing American Way of Life

Which statement is closest to your beliefs?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The American way of life is good and should be kept the way it is	10%	13%	7%	8%	8%	10%	13%	11%	5%	11%	6%
The American way of life is generally good, but some areas could be made better	52%	52%	52%	43%	49%	54%	62%	53%	51%	49%	55%
The American way of life is bad and needs to be restored to a better way it used to be	23%	22%	24%	24%	29%	21%	19%	22%	24%	26%	29%
The American way of life is bad and should be significantly changed to something new and better	15%	13%	16%	25%	14%	14%	6%	15%	20%	15%	9%
Totals	100%	100%	99%	100%	100%	99%	100%	101%	100%	101%	99%
Unweighted N	(1,144)	(518)	(626)	(251)	(203)	(396)	(294)	(732)	(148)	(155)	(109)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The American way of life is good and should be kept the way it is	10%	7%	8%	15%	6%	17%	11%	10%	11%	10%	11%	11%	8%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The American way of life is generally good, but some areas could be made better	52%	62%	54%	40%	70%	44%	48%	51%	61%	51%	46%	56%	53%
The American way of life is bad and needs to be restored to a better way it used to be	23%	13%	22%	36%	7%	34%	25%	25%	16%	19%	33%	21%	21%
The American way of life is bad and should be significantly changed to something new and better	15%	18%	17%	9%	17%	6%	16%	14%	11%	20%	11%	12%	18%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,144)	(435)	(407)	(302)	(539)	(403)	(474)	(314)	(233)	(212)	(250)	(443)	(239)

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