

Daily Survey: Babies



Sample 1000 U.S. Adult Citizens
Conducted November 4 - 6, 2022
Margin of Error ±3.3%

1. Are you a parent or guardian? Please select all that apply

Yes, of at least one child younger than 18	20%
Yes, of at least one child 18 years old or older	38%
No, I am neither a parent or guardian	37%
Don't know/Prefer not to say	5%

2. Are you or a partner currently pregnant?

Yes	8%
No	87%
Prefer not to say	5%

3. Thinking about if you were about to have a child, and regardless of any children you may currently have, would you rather have...?

A boy	19%
A girl	15%
No preference	56%
Not sure	10%

4. What is the oldest age that you'd still consider someone a baby?

3 months or younger	3%
4-6 months	4%
6-9 months	6%
9-12 months	14%
12-18 months	15%
18 months-2 years	19%
2-3 years	14%
Older than 3	11%
Not sure	14%

5. If you were painting a room for a baby boy and could choose any color, what color would you choose for the room?

Red	2%
Orange	2%
Yellow	6%
Green	10%
Blue	38%
Purple	3%
Pink	1%
Black	2%
White	12%
Brown	1%
None of these	3%
Other	4%
Not sure	15%

6. If you were painting a room for a baby girl, what color would you choose for the room?

Red	2%
Orange	2%
Yellow	10%
Green	6%
Blue	4%
Purple	12%
Pink	28%
Black	1%
White	11%
Brown	1%
None of these	2%
Other	4%
Not sure	15%

7. If you had a baby and both were options, would you use cloth or disposable diapers?

Cloth diapers	14%
Disposable diapers	53%
Both equally	23%
Not sure	11%

8. If you were having a baby and both were options, would you prefer to have a home birth or hospital birth?

Home birth	12%
Hospital birth	66%
No preference	9%
Not sure	12%

9. Do you support or oppose parents deciding to pierce their baby's ears?

Strongly support	14%
Somewhat support	22%
Somewhat oppose	23%
Strongly oppose	22%
Not sure	20%

10. Do you think it is more beneficial or harmful for a baby to share a bed with their parent?

Beneficial	23%
Harmful	33%
No effect	22%
Not sure	23%

11. Do you approve or disapprove of parents who keep a small child on a leash when out and about, to stop them running off?

Strongly approve	14%
Somewhat approve	34%
Somewhat disapprove	18%
Strongly disapprove	16%
Not sure	17%

12. Do you approve or disapprove of parents posting photos and videos of their young children on social media?

Strongly approve	12%
Somewhat approve	29%
Somewhat disapprove	24%
Strongly disapprove	15%
Not sure	19%

13. Do you approve or disapprove of parents entertaining their baby with a smartphone or tablet?

Strongly approve	9%
Somewhat approve	23%
Somewhat disapprove	32%
Strongly disapprove	20%
Not sure	16%

14. Do you have a favorite baby or children's book?

Yes	35%
No	49%
Not sure	15%

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Interviewing Dates	November 4 - 6, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
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 March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.251 to 3.102, with a mean of one and a standard deviation of 0.384.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	65 questions not reported.

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1. Parent/guardian to children younger or older than 18

Are you a parent or guardian? Please select all that apply

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, of at least one child younger than 18	20%	17%	22%	17%	47%	12%	4%	22%	17%	16%	13%
Yes, of at least one child 18 years old or older	38%	37%	38%	11%	13%	55%	63%	43%	29%	26%	24%
No, I am neither a parent or guardian	37%	37%	37%	57%	30%	33%	32%	33%	49%	41%	44%
Don't know/Prefer not to say	5%	6%	5%	10%	8%	3%	1%	3%	8%	7%	16%
Unweighted N	(1,000)	(464)	(536)	(198)	(225)	(350)	(227)	(705)	(125)	(93)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, of at least one child younger than 18	20%	21%	19%	19%	21%	18%	16%	17%	36%	23%	12%	22%	22%
Yes, of at least one child 18 years old or older	38%	38%	30%	47%	39%	51%	37%	43%	35%	31%	43%	39%	36%
No, I am neither a parent or guardian	37%	41%	39%	30%	38%	28%	41%	35%	27%	38%	39%	37%	35%
Don't know/Prefer not to say	5%	3%	8%	3%	4%	2%	6%	5%	2%	8%	6%	4%	3%
Unweighted N	(1,000)	(354)	(382)	(264)	(351)	(323)	(431)	(284)	(197)	(175)	(187)	(393)	(245)

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2. Pregnant

Are you or a partner currently pregnant?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	8%	11%	6%	18%	19%	0%	0%	8%	4%	8%	16%
No	87%	84%	90%	72%	72%	98%	100%	89%	91%	82%	73%
Prefer not to say	5%	6%	4%	11%	9%	2%	0%	3%	5%	10%	11%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(970)	(446)	(524)	(185)	(210)	(348)	(227)	(695)	(121)	(82)	(72)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	8%	10%	5%	9%	9%	9%	4%	7%	20%	10%	2%	10%	9%
No	87%	87%	86%	89%	89%	89%	91%	88%	78%	80%	93%	87%	87%
Prefer not to say	5%	3%	9%	2%	2%	2%	5%	5%	2%	9%	5%	3%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(970)	(350)	(360)	(260)	(347)	(311)	(426)	(281)	(186)	(172)	(185)	(385)	(228)

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3. Prefer a Boy or Girl

Thinking about if you were about to have a child, and regardless of any children you may currently have, would you rather have...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A boy	19%	22%	16%	29%	25%	15%	9%	18%	22%	20%	20%
A girl	15%	12%	18%	22%	20%	10%	11%	14%	24%	8%	16%
No preference	56%	55%	58%	33%	42%	67%	75%	60%	38%	57%	52%
Not sure	10%	11%	9%	16%	13%	7%	4%	7%	16%	15%	12%
Totals	100%	100%	101%	100%	100%	99%	99%	99%	100%	100%	100%
Unweighted N	(967)	(443)	(524)	(188)	(207)	(347)	(225)	(691)	(121)	(81)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A boy	19%	21%	14%	23%	17%	23%	20%	16%	25%	24%	16%	19%	19%
A girl	15%	18%	13%	14%	17%	11%	15%	14%	20%	14%	11%	16%	19%
No preference	56%	54%	58%	56%	59%	60%	53%	61%	51%	51%	63%	55%	56%
Not sure	10%	7%	15%	7%	7%	6%	11%	9%	5%	10%	11%	10%	7%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	99%	101%	100%	101%
Unweighted N	(967)	(349)	(358)	(260)	(345)	(309)	(423)	(283)	(185)	(171)	(185)	(385)	(226)

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4. Age of a Baby

What is the oldest age that you'd still consider someone a baby?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
3 months or younger	3%	4%	2%	3%	8%	1%	1%	2%	4%	4%	6%
4-6 months	4%	5%	2%	7%	5%	1%	2%	3%	2%	4%	8%
6-9 months	6%	6%	5%	13%	2%	5%	4%	6%	3%	7%	8%
9-12 months	14%	17%	11%	14%	14%	13%	16%	16%	10%	9%	9%
12-18 months	15%	15%	16%	8%	16%	17%	18%	19%	9%	8%	8%
18 months-2 years	19%	16%	21%	13%	16%	20%	25%	20%	15%	16%	19%
2-3 years	14%	12%	15%	13%	9%	15%	17%	12%	21%	15%	13%
Older than 3	11%	10%	13%	8%	12%	14%	10%	9%	17%	15%	13%
Not sure	14%	15%	14%	23%	16%	12%	7%	12%	20%	21%	16%
Totals	100%	100%	99%	102%	98%	98%	100%	99%	101%	99%	100%
Unweighted N	(975)	(447)	(528)	(190)	(213)	(347)	(225)	(697)	(122)	(82)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
3 months or younger	3%	3%	3%	3%	2%	3%	2%	4%	4%	4%	3%	3%	3%
4-6 months	4%	5%	3%	3%	3%	4%	3%	4%	6%	7%	3%	3%	2%
6-9 months	6%	7%	5%	5%	6%	6%	5%	9%	3%	5%	6%	6%	6%
9-12 months	14%	14%	12%	16%	14%	17%	12%	16%	19%	17%	15%	11%	16%
12-18 months	15%	14%	13%	19%	17%	17%	13%	18%	19%	15%	18%	14%	14%
18 months-2 years	19%	19%	18%	21%	19%	23%	19%	21%	17%	15%	18%	21%	19%
2-3 years	14%	12%	13%	16%	15%	13%	14%	13%	14%	11%	15%	16%	11%
Older than 3	11%	14%	12%	7%	11%	8%	14%	9%	10%	9%	6%	13%	15%
Not sure	14%	12%	20%	10%	12%	9%	18%	7%	8%	16%	15%	14%	14%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	100%	99%	100%	99%	100%	100%	101%	100%	99%	99%	101%	100%
Unweighted N	(975)	(352)	(362)	(261)	(346)	(312)	(424)	(282)	(189)	(174)	(185)	(386)	(230)

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5. Painting a Baby Boy's Room

If you were painting a room for a baby boy and could choose any color, what color would you choose for the room?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Red	2%	3%	1%	4%	3%	2%	1%	2%	2%	2%	3%
Orange	2%	2%	1%	2%	3%	1%	1%	2%	1%	0%	1%
Yellow	6%	4%	8%	8%	3%	6%	7%	6%	7%	4%	9%
Green	10%	5%	15%	9%	7%	11%	13%	11%	8%	9%	10%
Blue	38%	42%	34%	27%	33%	46%	40%	40%	39%	30%	26%
Purple	3%	3%	3%	1%	7%	2%	1%	3%	3%	5%	2%
Pink	1%	1%	2%	2%	4%	0%	0%	1%	3%	1%	4%
Black	2%	2%	1%	6%	1%	0%	0%	1%	1%	2%	7%
White	12%	14%	11%	14%	19%	10%	8%	11%	10%	19%	15%
Brown	1%	1%	1%	3%	1%	1%	0%	1%	4%	0%	1%
None of these	3%	4%	3%	3%	2%	5%	3%	3%	4%	7%	3%
Other	4%	2%	5%	0%	5%	4%	6%	4%	1%	1%	8%
Not sure	15%	17%	14%	21%	11%	13%	18%	15%	18%	20%	10%
Totals	99%	100%	99%	100%	99%	101%	98%	100%	101%	100%	99%
Unweighted N	(974)	(445)	(529)	(191)	(211)	(346)	(226)	(694)	(123)	(83)	(74)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Red	2%	3%	2%	1%	3%	2%	3%	2%	1%	4%	2%	1%	2%
Orange	2%	2%	1%	2%	2%	2%	1%	1%	4%	2%	2%	2%	1%
Yellow	6%	7%	4%	8%	5%	7%	5%	7%	7%	5%	6%	4%	11%
Green	10%	9%	11%	11%	14%	10%	9%	12%	10%	8%	10%	11%	11%
Blue	38%	37%	32%	46%	32%	45%	41%	38%	32%	39%	38%	41%	31%
Purple	3%	2%	4%	4%	2%	3%	3%	2%	4%	2%	5%	3%	3%
Pink	1%	2%	0%	2%	1%	1%	1%	1%	3%	3%	1%	2%	1%
Black	2%	3%	1%	1%	2%	2%	1%	3%	1%	1%	2%	1%	2%
White	12%	14%	15%	8%	12%	10%	11%	10%	19%	12%	9%	12%	18%
Brown	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%
None of these	3%	3%	4%	3%	3%	3%	4%	3%	2%	2%	6%	4%	2%
Other	4%	3%	4%	3%	5%	5%	4%	4%	3%	4%	4%	4%	3%
Not sure	15%	15%	20%	10%	19%	10%	15%	15%	12%	19%	15%	14%	13%
Totals	99%	101%	100%	100%	101%	101%	99%	100%	100%	102%	101%	100%	99%
Unweighted N	(974)	(351)	(364)	(259)	(346)	(311)	(426)	(282)	(187)	(174)	(183)	(389)	(228)

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6. Painting a Baby Girl's Room

If you were painting a room for a baby girl, what color would you choose for the room?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Red	2%	2%	1%	6%	1%	1%	0%	1%	3%	1%	7%
Orange	2%	2%	3%	5%	3%	1%	0%	2%	3%	3%	5%
Yellow	10%	9%	11%	5%	6%	12%	17%	11%	12%	4%	9%
Green	6%	4%	7%	5%	4%	7%	6%	7%	3%	5%	2%
Blue	4%	6%	3%	6%	6%	1%	5%	5%	1%	3%	3%
Purple	12%	9%	16%	12%	14%	14%	8%	11%	12%	21%	9%
Pink	28%	31%	26%	23%	27%	33%	28%	28%	41%	18%	27%
Black	1%	1%	1%	3%	2%	0%	0%	0%	2%	5%	1%
White	11%	14%	9%	12%	17%	10%	7%	12%	6%	13%	11%
Brown	1%	1%	0%	2%	1%	0%	0%	0%	1%	0%	6%
None of these	2%	3%	2%	1%	3%	4%	1%	2%	3%	4%	1%
Other	4%	2%	7%	1%	5%	5%	7%	5%	1%	1%	9%
Not sure	15%	17%	14%	19%	11%	14%	18%	15%	12%	22%	11%
Totals	98%	101%	100%	100%	100%	102%	97%	99%	100%	100%	101%
Unweighted N	(978)	(446)	(532)	(192)	(212)	(349)	(225)	(697)	(123)	(83)	(75)

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	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Red	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	3%
Orange	2%	2%	2%	2%	2%	1%	1%	3%	3%	3%	1%	2%	2%
Yellow	10%	10%	10%	10%	9%	14%	7%	13%	12%	7%	14%	10%	9%
Green	6%	7%	5%	5%	10%	5%	4%	7%	7%	4%	4%	6%	8%
Blue	4%	4%	5%	4%	4%	3%	4%	4%	7%	8%	4%	3%	5%
Purple	12%	11%	12%	14%	13%	11%	15%	13%	8%	13%	14%	11%	12%
Pink	28%	28%	23%	37%	25%	35%	31%	26%	27%	25%	24%	34%	25%
Black	1%	1%	1%	0%	0%	1%	1%	2%	0%	0%	1%	1%	1%
White	11%	12%	12%	9%	11%	11%	11%	8%	17%	10%	8%	11%	17%
Brown	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%
None of these	2%	2%	3%	2%	2%	2%	3%	2%	0%	2%	5%	3%	0%
Other	4%	6%	3%	4%	6%	6%	4%	5%	3%	6%	6%	3%	4%
Not sure	15%	14%	21%	10%	17%	11%	15%	14%	13%	19%	16%	14%	13%
Totals	98%	99%	100%	100%	101%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(978)	(352)	(365)	(261)	(347)	(311)	(425)	(283)	(188)	(174)	(185)	(390)	(229)

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7. Cloth or Disposable Diapers

If you had a baby and both were options, would you use cloth or disposable diapers?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Cloth diapers	14%	15%	12%	13%	17%	9%	18%	14%	9%	9%	20%
Disposable diapers	53%	48%	57%	37%	47%	63%	57%	55%	52%	46%	41%
Both equally	23%	24%	21%	33%	20%	20%	20%	20%	29%	27%	27%
Not sure	11%	13%	10%	17%	17%	8%	5%	10%	10%	17%	12%
Totals	101%	100%	100%	100%	101%	100%	100%	99%	100%	99%	100%
Unweighted N	(966)	(439)	(527)	(184)	(209)	(347)	(226)	(692)	(121)	(80)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Cloth diapers	14%	16%	13%	11%	15%	15%	11%	14%	20%	16%	12%	10%	20%
Disposable diapers	53%	49%	48%	62%	50%	59%	54%	54%	52%	47%	51%	58%	48%
Both equally	23%	24%	23%	21%	25%	19%	24%	22%	19%	24%	24%	21%	22%
Not sure	11%	10%	16%	6%	10%	7%	11%	9%	8%	13%	13%	11%	9%
Totals	101%	99%	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	99%
Unweighted N	(966)	(351)	(357)	(258)	(345)	(307)	(421)	(281)	(186)	(170)	(185)	(386)	(225)

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8. Home or Hospital Birth

If you were having a baby and both were options, would you prefer to have a home birth or hospital birth?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Home birth	12%	14%	12%	17%	16%	9%	10%	13%	12%	10%	12%
Hospital birth	66%	65%	68%	45%	60%	75%	80%	70%	56%	58%	63%
No preference	9%	10%	8%	19%	7%	8%	4%	7%	15%	13%	11%
Not sure	12%	11%	13%	19%	18%	8%	7%	10%	17%	18%	14%
Totals	99%	100%	101%	100%	101%	100%	101%	100%	100%	99%	100%
Unweighted N	(968)	(439)	(529)	(187)	(210)	(347)	(224)	(692)	(120)	(82)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Home birth	12%	16%	12%	9%	13%	13%	11%	16%	14%	13%	12%	11%	16%
Hospital birth	66%	66%	59%	75%	69%	73%	65%	65%	73%	65%	65%	68%	65%
No preference	9%	8%	10%	9%	6%	7%	12%	8%	4%	9%	10%	9%	8%
Not sure	12%	10%	18%	7%	12%	7%	12%	10%	9%	13%	14%	12%	10%
Totals	99%	100%	99%	100%	100%	100%	100%	99%	100%	100%	101%	100%	99%
Unweighted N	(968)	(349)	(360)	(259)	(344)	(309)	(422)	(282)	(186)	(170)	(185)	(388)	(225)

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9. Piercing a Baby's Ears

Do you support or oppose parents deciding to pierce their baby's ears?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	14%	9%	19%	15%	16%	17%	7%	12%	22%	17%	19%
Somewhat support	22%	17%	25%	24%	24%	20%	20%	22%	28%	17%	12%
Somewhat oppose	23%	24%	21%	24%	19%	20%	28%	25%	16%	16%	23%
Strongly oppose	22%	28%	17%	21%	16%	22%	29%	25%	12%	17%	25%
Not sure	20%	22%	18%	16%	25%	21%	15%	17%	22%	33%	22%
Totals	101%	100%	100%	100%	100%	100%	99%	101%	100%	100%	101%
Unweighted N	(965)	(440)	(525)	(186)	(210)	(348)	(221)	(692)	(119)	(80)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	14%	19%	11%	13%	17%	11%	13%	14%	20%	10%	17%	14%	15%
Somewhat support	22%	25%	17%	23%	25%	21%	20%	24%	22%	24%	11%	26%	22%
Somewhat oppose	23%	20%	23%	25%	22%	28%	21%	25%	25%	19%	27%	20%	26%
Strongly oppose	22%	19%	22%	26%	19%	26%	21%	24%	19%	27%	24%	21%	18%
Not sure	20%	17%	27%	13%	17%	15%	24%	14%	15%	20%	21%	18%	20%
Totals	101%	100%	100%	100%	100%	101%	99%	101%	101%	100%	100%	99%	101%
Unweighted N	(965)	(345)	(360)	(260)	(339)	(309)	(420)	(280)	(186)	(172)	(182)	(385)	(226)

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10. Sharing the Bed With Baby

Do you think it is more beneficial or harmful for a baby to share a bed with their parent?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Beneficial	23%	21%	24%	31%	23%	22%	17%	20%	31%	27%	28%
Harmful	33%	31%	34%	20%	28%	36%	44%	36%	26%	22%	27%
No effect	22%	25%	19%	17%	23%	23%	23%	23%	22%	17%	22%
Not sure	23%	23%	22%	32%	26%	19%	16%	21%	21%	33%	23%
Totals	101%	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(966)	(441)	(525)	(186)	(209)	(346)	(225)	(690)	(121)	(81)	(74)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Beneficial	23%	27%	20%	22%	24%	23%	21%	24%	29%	21%	20%	23%	27%
Harmful	33%	30%	28%	41%	32%	42%	32%	34%	35%	32%	38%	32%	28%
No effect	22%	22%	23%	21%	23%	19%	24%	24%	16%	21%	20%	23%	22%
Not sure	23%	21%	29%	16%	21%	16%	23%	18%	21%	25%	21%	22%	24%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	99%	99%	100%	101%
Unweighted N	(966)	(350)	(358)	(258)	(345)	(307)	(421)	(282)	(186)	(173)	(183)	(385)	(225)

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11. Child on a Leash

Do you approve or disapprove of parents who keep a small child on a leash when out and about, to stop them running off?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	14%	12%	17%	17%	11%	15%	15%	15%	18%	5%	17%
Somewhat approve	34%	34%	34%	33%	30%	32%	42%	36%	28%	24%	39%
Somewhat disapprove	18%	19%	18%	21%	20%	19%	13%	17%	19%	23%	17%
Strongly disapprove	16%	20%	13%	10%	16%	21%	15%	18%	10%	14%	15%
Not sure	17%	16%	18%	20%	24%	13%	15%	14%	25%	34%	13%
Totals	99%	101%	100%	101%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(969)	(443)	(526)	(187)	(211)	(345)	(226)	(690)	(122)	(84)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	14%	20%	10%	14%	17%	16%	14%	16%	15%	17%	10%	14%	18%
Somewhat approve	34%	35%	26%	43%	34%	39%	34%	38%	30%	28%	37%	35%	34%
Somewhat disapprove	18%	20%	17%	17%	21%	16%	16%	20%	22%	19%	22%	15%	18%
Strongly disapprove	16%	13%	19%	16%	13%	17%	19%	13%	15%	20%	14%	17%	13%
Not sure	17%	13%	28%	10%	15%	12%	17%	13%	18%	16%	18%	18%	17%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(969)	(351)	(362)	(256)	(345)	(311)	(424)	(281)	(187)	(173)	(182)	(387)	(227)

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12. Child on Social Media

Do you approve or disapprove of parents posting photos and videos of their young children on social media?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	12%	12%	12%	13%	18%	11%	7%	12%	13%	10%	10%
Somewhat approve	29%	28%	30%	31%	32%	29%	26%	30%	27%	27%	27%
Somewhat disapprove	24%	25%	23%	20%	20%	24%	33%	25%	18%	25%	27%
Strongly disapprove	15%	15%	15%	13%	7%	18%	21%	16%	15%	12%	14%
Not sure	19%	20%	19%	23%	23%	19%	14%	17%	26%	26%	22%
Totals	99%	100%	99%	100%	100%	101%	101%	100%	99%	100%	100%
Unweighted N	(968)	(440)	(528)	(186)	(209)	(348)	(225)	(693)	(120)	(82)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	12%	17%	9%	9%	14%	9%	10%	12%	18%	14%	7%	12%	15%
Somewhat approve	29%	27%	30%	31%	26%	30%	30%	31%	30%	19%	33%	32%	30%
Somewhat disapprove	24%	27%	20%	25%	25%	26%	24%	27%	21%	26%	27%	22%	23%
Strongly disapprove	15%	14%	14%	19%	17%	19%	15%	15%	16%	18%	13%	16%	14%
Not sure	19%	15%	27%	16%	17%	15%	20%	15%	16%	22%	20%	19%	18%
Totals	99%	100%	100%	100%	99%	99%	99%	100%	101%	99%	100%	101%	100%
Unweighted N	(968)	(350)	(361)	(257)	(344)	(309)	(422)	(281)	(187)	(174)	(184)	(384)	(226)

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13. Smartphone or Tablet

Do you approve or disapprove of parents entertaining their baby with a smartphone or tablet?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly approve	9%	9%	9%	12%	15%	6%	5%	9%	16%	3%	8%
Somewhat approve	23%	23%	22%	28%	24%	21%	21%	23%	27%	21%	15%
Somewhat disapprove	32%	31%	34%	33%	30%	31%	36%	34%	24%	33%	35%
Strongly disapprove	20%	21%	19%	11%	12%	27%	25%	20%	15%	21%	30%
Not sure	16%	16%	17%	17%	20%	15%	13%	15%	18%	21%	12%
Totals	100%	100%	101%	101%	101%	100%	100%	101%	100%	99%	100%
Unweighted N	(936)	(423)	(513)	(162)	(203)	(348)	(223)	(688)	(111)	(81)	(56)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly approve	9%	13%	6%	8%	13%	3%	8%	9%	14%	8%	9%	8%	11%
Somewhat approve	23%	27%	20%	21%	22%	21%	24%	24%	22%	23%	19%	26%	19%
Somewhat disapprove	32%	31%	29%	39%	30%	37%	31%	33%	36%	27%	32%	32%	38%
Strongly disapprove	20%	13%	22%	26%	18%	29%	21%	22%	15%	18%	25%	19%	18%
Not sure	16%	17%	23%	7%	17%	11%	17%	12%	12%	24%	14%	15%	14%
Totals	100%	101%	100%	101%	100%	101%	101%	100%	99%	100%	99%	100%	100%
Unweighted N	(936)	(344)	(343)	(249)	(340)	(304)	(412)	(264)	(181)	(167)	(177)	(375)	(217)

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14. Favorite Baby Book

Do you have a favorite baby or children's book?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	35%	26%	43%	29%	42%	32%	39%	39%	29%	19%	36%
No	49%	57%	42%	44%	38%	58%	52%	48%	50%	57%	44%
Not sure	15%	16%	14%	26%	21%	10%	9%	12%	21%	24%	19%
Totals	99%	99%	99%	99%	101%	100%	100%	99%	100%	100%	99%
Unweighted N	(960)	(437)	(523)	(180)	(207)	(348)	(225)	(689)	(117)	(81)	(73)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	35%	37%	29%	40%	45%	37%	27%	41%	49%	35%	36%	37%	32%
No	49%	50%	48%	50%	46%	54%	55%	48%	40%	49%	48%	49%	52%
Not sure	15%	13%	23%	9%	10%	9%	18%	11%	11%	16%	17%	15%	15%
Totals	99%	100%	100%	99%	101%	100%	100%	100%	100%	100%	101%	101%	99%
Unweighted N	(960)	(347)	(356)	(257)	(340)	(307)	(421)	(279)	(182)	(170)	(183)	(385)	(222)

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Interviewing Dates	November 4 - 6, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
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 March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.251 to 3.102, with a mean of one and a standard deviation of 0.384.
Number of respondents	1000
Margin of error	± 3.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	65 questions not reported.