

Daily Survey: Childhood Memories



Sample 1000 U.S. Adult Citizens
Conducted September 14 - 19, 2022
Margin of Error ±3.4%

1. From around what age do you recall your earliest memory?

Under age 1	2%
Age 1	3%
Age 2	11%
Age 3	20%
Age 4	17%
Age 5	15%
Age 6	5%
Age 7	3%
Age 8 or older	6%
Not sure	17%

2. Do you have a particular memory that you recall as your earliest?

Yes	56%
No	27%
Not sure	16%

3. How likely do you think it is that your earliest memory comes from knowledge about the event you've gained since the event from other sources, such as a photograph, a video, or a story you've been told?

Asked of people who say they have an earliest memory

Very likely	11%
Somewhat likely	15%
Somewhat unlikely	15%
Very unlikely	51%
Not sure	8%

4. Throughout your life, how often did your parents or other family members reminisce about memories of you as a young child?

Often	23%
Sometimes	45%
Rarely	19%
Never	6%
Not sure	7%

5. In general, how confident are you in your ability to differentiate between your personal memory of an early childhood event and knowledge of it that may have come from other sources (such as a photograph, video, or story you've been told)?

Very confident	33%
Somewhat confident	39%
Not very confident	12%
Not at all confident	5%
Not sure	12%

6. Compared to other people your age, do you think you've retained more or fewer memories of your early childhood?

More	19%
About the same	36%
Fewer	23%
Not sure	21%

7. Do you have memories of any of the following events from when you were age 5 or younger?

	Yes	No	Not sure
Your first steps	8%	84%	8%
Your first words	7%	84%	9%
A birthday party of yours	38%	52%	10%
First day of school	44%	47%	9%
Trip to the doctor or dentist	43%	48%	9%
An accident or injury	45%	46%	9%
A tooth falling out	39%	51%	10%
A vacation or trip	46%	44%	11%
Receiving a gift	46%	44%	10%
A pet	55%	36%	10%
Playing games	53%	36%	11%
A holiday	55%	34%	11%

8. Have you ever recalled a previously forgotten memory from your early childhood?

Yes	37%
No	33%
Not sure	30%

9. Were any of the previously forgotten childhood memories you've recalled traumatic memories?

Asked of people who say they've recalled a previously forgotten childhood memory

Yes	41%
No	46%
Not sure	10%
Prefer not to say	4%

10. How likely do you think it is that you have repressed traumatic memories from your early childhood?

Very likely	18%
Somewhat likely	20%
Somewhat unlikely	13%
Very unlikely	28%
Not sure	18%
Prefer not to say	3%

Interviewing Dates	September 14 - 19, 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 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.233 to 4.939, with a mean of one and a standard deviation of 0.439.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	77 questions not reported.