

# YouGov Survey: Parenting and Mother's Day



Sample 1069 U.S. adult citizens  
 Conducted May 2 - 5, 2025  
 Margin of Error  $\pm 4.1\%$

## 1. Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

|                                                           | Your mother | Your father | Both equally | Neither |
|-----------------------------------------------------------|-------------|-------------|--------------|---------|
| Did more housework                                        | 77%         | 3%          | 14%          | 6%      |
| Was more involved in your daily activities                | 52%         | 7%          | 32%          | 9%      |
| Were you closer to                                        | 44%         | 14%         | 36%          | 5%      |
| Helped you more with your homework                        | 42%         | 13%         | 20%          | 25%     |
| Did you more often turn to for advice                     | 38%         | 16%         | 30%          | 17%     |
| Did you more resemble physically                          | 33%         | 37%         | 20%          | 10%     |
| Had more influence on your religious or spiritual beliefs | 32%         | 12%         | 31%          | 24%     |
| Did you more resemble in personality                      | 31%         | 33%         | 25%          | 12%     |
| Was stricter                                              | 26%         | 48%         | 22%          | 4%      |
| Had more influence on your moral beliefs                  | 25%         | 14%         | 48%          | 12%     |
| Had more influence on your political beliefs              | 11%         | 19%         | 31%          | 39%     |
| Earned more money                                         | 9%          | 71%         | 18%          | 2%      |
| Did you inherit your last name from                       | 4%          | 88%         | 7%           | 1%      |

## 2. Does your mother-in-law live in your community, or in some other place?

*Among married people. Adapted from a 1955 Gallup question*

|                                                             |     |
|-------------------------------------------------------------|-----|
| Here .....                                                  | 23% |
| Other place .....                                           | 33% |
| Either she is deceased or I never had a mother-in-law ..... | 45% |

## 3. Have you ever quarreled with your mother-in-law?

*Among married people. Adapted from a 1955 Gallup question*

|                                 |     |
|---------------------------------|-----|
| Yes .....                       | 28% |
| No .....                        | 68% |
| Never had a mother-in-law ..... | 4%  |

## 4. Generally speaking, do you feel that your mother-in-law has made it harder or easier for you to have a successful marriage?

*Among married people. Adapted from a 1955 Gallup question*

|                                 |     |
|---------------------------------|-----|
| Harder .....                    | 16% |
| Easier .....                    | 29% |
| No difference .....             | 41% |
| No opinion .....                | 8%  |
| Never had a mother-in-law ..... | 5%  |

## 5. Do you consider yourself to be a mother?

*Among women*

|                    |     |
|--------------------|-----|
| Yes, I do .....    | 68% |
| No, I do not ..... | 29% |
| Not sure .....     | 3%  |

## 6. Is your mother living?

|                                        |     |
|----------------------------------------|-----|
| Yes .....                              | 57% |
| No .....                               | 41% |
| My mother is not part of my life ..... | 2%  |

## 7. How close are you with your mother?

*Among people who say that their mother is living and in their life*

|                        |     |
|------------------------|-----|
| Very close .....       | 56% |
| Somewhat close .....   | 33% |
| Not very close .....   | 7%  |
| Not close at all ..... | 3%  |
| Not sure .....         | 0%  |

## 8. Does society adequately reward mothers for the work they do?

|                   |     |
|-------------------|-----|
| It does .....     | 20% |
| It does not ..... | 64% |
| Not sure .....    | 16% |

## 9. Do you plan to do anything to celebrate Mother's Day this year?

|                |     |
|----------------|-----|
| Yes .....      | 57% |
| No .....       | 27% |
| Not sure ..... | 15% |

10. Which, if any, of the following people do you plan to celebrate Mother's Day with? Select all that apply.

*Among people who plan to celebrate Mother's Day this year*

|                                      |     |
|--------------------------------------|-----|
| My mother .....                      | 65% |
| My child/children/stepchildren ..... | 35% |
| My partner .....                     | 28% |
| My sibling .....                     | 19% |
| My mother-in-law .....               | 12% |
| My grandmother .....                 | 10% |
| My grandchildren .....               | 7%  |
| My friend .....                      | 6%  |
| My aunt .....                        | 6%  |
| My niece .....                       | 5%  |
| My stepmother .....                  | 2%  |
| Other .....                          | 5%  |
| Not sure .....                       | 3%  |
| Prefer not to say .....              | 1%  |

11. Which of the following will you do to celebrate Mother's Day? Select all that apply.

*Among people who say that they may celebrate Mother's Day this year*

|                                               |     |
|-----------------------------------------------|-----|
| Have a special meal/celebration at home ..... | 48% |
| Go out for a special meal/celebration .....   | 36% |
| Talk on the phone or video chat .....         | 26% |
| Other .....                                   | 7%  |
| Not sure .....                                | 12% |

12. Which, if any, of the following items will you give to someone this Mother's Day? Select all that apply.

|                                                                                    |     |
|------------------------------------------------------------------------------------|-----|
| A card .....                                                                       | 34% |
| Flowers .....                                                                      | 32% |
| Jewelry .....                                                                      | 17% |
| Chocolate or candy .....                                                           | 17% |
| Food item .....                                                                    | 15% |
| Clothing .....                                                                     | 14% |
| Keepsake gift (engraved photo frame, personal item, etc) .....                     | 12% |
| A special experience with family (going on a hike, going to the beach, etc.) ..... | 11% |
| Fragrance .....                                                                    | 10% |
| Something homemade .....                                                           | 9%  |
| A day to herself .....                                                             | 8%  |
| Breakfast in bed .....                                                             | 7%  |
| Wine/beer/liquor .....                                                             | 6%  |
| Books .....                                                                        | 6%  |
| Certificate for massage/spa .....                                                  | 5%  |
| For someone else to take care of household tasks she normally does .....           | 5%  |
| Electronics .....                                                                  | 4%  |
| Other .....                                                                        | 8%  |
| None of these .....                                                                | 8%  |
| Not sure .....                                                                     | 12% |
| Prefer not to say .....                                                            | 1%  |

13. Which of the following would you like to receive as a Mother's Day gift? Select all that apply.

*Among women who say they are mothers*

|                                                                              |     |
|------------------------------------------------------------------------------|-----|
| A special experience with family (going on a hike, going to the beach, etc.) | 31% |
| Flowers                                                                      | 28% |
| A card                                                                       | 28% |
| Jewelry                                                                      | 25% |
| Keepsake gift (engraved photo frame, personal item, etc)                     | 20% |
| A day to myself                                                              | 19% |
| Something homemade                                                           | 19% |
| Certificate for massage/spa                                                  | 18% |
| Chocolate or candy                                                           | 18% |
| For someone else to take care of household tasks I normally do               | 17% |
| Fragrance                                                                    | 16% |
| Clothing                                                                     | 16% |
| Books                                                                        | 13% |
| Breakfast in bed                                                             | 12% |
| Food item                                                                    | 12% |
| Electronics                                                                  | 8%  |
| Wine/beer/liquor                                                             | 8%  |
| Other                                                                        | 7%  |
| None of these                                                                | 10% |
| Not sure                                                                     | 10% |
| Prefer not to say                                                            | 1%  |

14. Have you ever been disappointed by your family not doing enough for Mother's Day?

*Among women who say they are mothers*

|          |     |
|----------|-----|
| Yes      | 31% |
| No       | 64% |
| Not sure | 5%  |

# YouGov Survey: Parenting and Mother's Day



|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Interviewing Dates</b>     | May 2 - 5, 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Target population</b>      | U.S. Citizens, aged 18 and over.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Sampling method</b>        | Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Weighting</b>              | The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.611, with a mean of one and a standard deviation of 0.911. |
| <b>Number of respondents</b>  | 1069                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Margin of error</b>        | ± 4.1% (adjusted for weighting)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Survey mode</b>            | Web-based interviews                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Questions not reported</b> | 89 questions not reported.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

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## 1A. Comparing Parents Growing Up — Did more housework

Growing up, which of your parents. . . ?

*Among people who were raised by a mother and father growing up*

|              | Gender |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              | Total  | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 77%    | 77%   | 77%    | 72%              | 71%   | 80%   | 84%   | 79%               | *     | 73%      | *     |
| Your father  | 3%     | 3%    | 4%     | 3%               | 7%    | 2%    | 2%    | 4%                | *     | 4%       | *     |
| Both equally | 14%    | 14%   | 14%    | 18%              | 17%   | 12%   | 8%    | 12%               | *     | 17%      | *     |
| Neither      | 6%     | 6%    | 6%     | 7%               | 5%    | 5%    | 6%    | 6%                | *     | 7%       | *     |
| Totals       | 100%   | 100%  | 101%   | 100%             | 100%  | 99%   | 100%  | 101%              | *     | 101%     | *     |
| Unweighted N | (891)  | (432) | (459)  | (245)            | (219) | (245) | (182) | (601)             | (94)  | (119)    | (77)  |

|              |       | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              | Total | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 77%   | 76%      | 78%   | 76%   | 77%       | 76%   | 78%                        | 75%       | 76%     | 77%       | 82%     | 72%   | 80%   |
| Your father  | 3%    | 4%       | 3%    | 3%    | 5%        | 3%    | 3%                         | 5%        | 2%      | 3%        | 4%      | 3%    | 3%    |
| Both equally | 14%   | 15%      | 12%   | 15%   | 15%       | 17%   | 13%                        | 14%       | 16%     | 17%       | 10%     | 15%   | 12%   |
| Neither      | 6%    | 5%       | 6%    | 7%    | 4%        | 5%    | 6%                         | 6%        | 5%      | 2%        | 4%      | 9%    | 5%    |
| Totals       | 100%  | 100%     | 99%   | 101%  | 101%      | 101%  | 100%                       | 100%      | 99%     | 99%       | 100%    | 99%   | 100%  |
| Unweighted N | (891) | (298)    | (313) | (280) | (366)     | (339) | (302)                      | (273)     | (240)   | (148)     | (168)   | (342) | (233) |

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## 1B. Comparing Parents Growing Up — Was more involved in your daily activities

Growing up, which of your parents. . . ?

*Among people who were raised by a mother and father growing up*

|              | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 52%   | 52%    | 52%    | 47%              | 52%   | 50%   | 59%   | 55%               | *     | 53%      | *     |
| Your father  | 7%    | 7%     | 6%     | 6%               | 12%   | 6%    | 3%    | 6%                | *     | 8%       | *     |
| Both equally | 32%   | 33%    | 32%    | 37%              | 29%   | 35%   | 26%   | 29%               | *     | 29%      | *     |
| Neither      | 9%    | 8%     | 10%    | 10%              | 6%    | 9%    | 12%   | 10%               | *     | 10%      | *     |
| Totals       | 100%  | 100%   | 100%   | 100%             | 99%   | 100%  | 100%  | 100%              | *     | 100%     | *     |
| Unweighted N | (891) | (431)  | (460)  | (245)            | (219) | (244) | (183) | (601)             | (94)  | (119)    | (77)  |

|              | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 52%   | 54%      | 54%   | 48%   | 55%       | 46%   | 51%                        | 49%       | 58%     | 57%       | 51%     | 48%   | 55%   |
| Your father  | 7%    | 5%       | 6%    | 9%    | 5%        | 8%    | 6%                         | 8%        | 9%      | 4%        | 7%      | 7%    | 8%    |
| Both equally | 32%   | 33%      | 30%   | 34%   | 32%       | 35%   | 33%                        | 31%       | 29%     | 33%       | 33%     | 34%   | 27%   |
| Neither      | 9%    | 8%       | 10%   | 9%    | 8%        | 11%   | 10%                        | 12%       | 4%      | 6%        | 9%      | 10%   | 9%    |
| Totals       | 100%  | 100%     | 100%  | 100%  | 100%      | 100%  | 100%                       | 100%      | 100%    | 100%      | 100%    | 99%   | 99%   |
| Unweighted N | (891) | (297)    | (313) | (281) | (366)     | (340) | (304)                      | (273)     | (239)   | (147)     | (171)   | (342) | (231) |



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## 1C. Comparing Parents Growing Up — Were you closer to

Growing up, which of your parents. . . ?

*Among people who were raised by a mother and father growing up*

|              | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 44%   | 47%    | 42%    | 55%              | 46%   | 43%   | 35%   | 45%               | *     | 43%      | *     |
| Your father  | 14%   | 9%     | 19%    | 12%              | 14%   | 12%   | 21%   | 15%               | *     | 17%      | *     |
| Both equally | 36%   | 39%    | 33%    | 30%              | 35%   | 39%   | 38%   | 35%               | *     | 31%      | *     |
| Neither      | 5%    | 4%     | 6%     | 3%               | 6%    | 6%    | 6%    | 5%                | *     | 9%       | *     |
| Totals       | 99%   | 99%    | 100%   | 100%             | 101%  | 100%  | 100%  | 100%              | *     | 100%     | *     |
| Unweighted N | (892) | (433)  | (459)  | (245)            | (219) | (245) | (183) | (602)             | (94)  | (119)    | (77)  |

|              | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 44%   | 44%      | 44%   | 45%   | 41%       | 40%   | 44%                        | 52%       | 42%     | 44%       | 44%     | 46%   | 43%   |
| Your father  | 14%   | 16%      | 11%   | 16%   | 13%       | 18%   | 17%                        | 15%       | 9%      | 17%       | 17%     | 14%   | 11%   |
| Both equally | 36%   | 34%      | 38%   | 35%   | 39%       | 38%   | 34%                        | 28%       | 44%     | 35%       | 33%     | 36%   | 39%   |
| Neither      | 5%    | 6%       | 7%    | 3%    | 7%        | 5%    | 5%                         | 5%        | 5%      | 3%        | 7%      | 4%    | 7%    |
| Totals       | 99%   | 100%     | 100%  | 99%   | 100%      | 101%  | 100%                       | 100%      | 100%    | 99%       | 101%    | 100%  | 100%  |
| Unweighted N | (892) | (297)    | (314) | (281) | (366)     | (340) | (303)                      | (274)     | (239)   | (148)     | (170)   | (342) | (232) |

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## 1D. Comparing Parents Growing Up — Helped you more with your homework

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

|              | Gender |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              | Total  | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 42%    | 45%   | 40%    | 50%              | 39%   | 39%   | 42%   | 42%               | *     | 35%      | *     |
| Your father  | 13%    | 11%   | 16%    | 15%              | 13%   | 15%   | 11%   | 13%               | *     | 19%      | *     |
| Both equally | 20%    | 22%   | 18%    | 21%              | 26%   | 20%   | 10%   | 19%               | *     | 15%      | *     |
| Neither      | 25%    | 23%   | 27%    | 14%              | 22%   | 25%   | 37%   | 26%               | *     | 32%      | *     |
| Totals       | 100%   | 101%  | 101%   | 100%             | 100%  | 99%   | 100%  | 100%              | *     | 101%     | *     |
| Unweighted N | (891)  | (433) | (458)  | (245)            | (219) | (245) | (182) | (602)             | (94)  | (119)    | (76)  |

|              |       | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              | Total | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 42%   | 44%      | 45%   | 38%   | 39%       | 35%   | 40%                        | 44%       | 43%     | 46%       | 39%     | 42%   | 42%   |
| Your father  | 13%   | 14%      | 11%   | 16%   | 14%       | 17%   | 10%                        | 10%       | 22%     | 11%       | 16%     | 11%   | 16%   |
| Both equally | 20%   | 18%      | 21%   | 20%   | 23%       | 19%   | 18%                        | 20%       | 21%     | 17%       | 22%     | 22%   | 16%   |
| Neither      | 25%   | 24%      | 24%   | 26%   | 25%       | 29%   | 31%                        | 26%       | 14%     | 26%       | 24%     | 24%   | 26%   |
| Totals       | 100%  | 100%     | 101%  | 100%  | 101%      | 100%  | 99%                        | 100%      | 100%    | 100%      | 101%    | 99%   | 100%  |
| Unweighted N | (891) | (298)    | (313) | (280) | (366)     | (339) | (303)                      | (274)     | (238)   | (148)     | (171)   | (341) | (231) |

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## 1E. Comparing Parents Growing Up — Did you more often turn to for advice

Growing up, which of your parents. . . ?

*Among people who were raised by a mother and father growing up*

|              | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 38%   | 33%    | 44%    | 41%              | 43%   | 40%   | 28%   | 38%               | *     | 44%      | *     |
| Your father  | 16%   | 19%    | 12%    | 11%              | 19%   | 13%   | 19%   | 17%               | *     | 15%      | *     |
| Both equally | 30%   | 34%    | 25%    | 31%              | 26%   | 30%   | 31%   | 28%               | *     | 21%      | *     |
| Neither      | 17%   | 14%    | 19%    | 16%              | 12%   | 16%   | 22%   | 17%               | *     | 20%      | *     |
| Totals       | 101%  | 100%   | 100%   | 99%              | 100%  | 99%   | 100%  | 100%              | *     | 100%     | *     |
| Unweighted N | (891) | (432)  | (459)  | (244)            | (219) | (246) | (182) | (601)             | (94)  | (119)    | (77)  |

|              | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 38%   | 41%      | 36%   | 38%   | 37%       | 34%   | 36%                        | 42%       | 39%     | 37%       | 40%     | 38%   | 38%   |
| Your father  | 16%   | 12%      | 12%   | 22%   | 14%       | 20%   | 15%                        | 17%       | 16%     | 9%        | 12%     | 18%   | 19%   |
| Both equally | 30%   | 28%      | 32%   | 28%   | 29%       | 30%   | 29%                        | 23%       | 34%     | 39%       | 24%     | 30%   | 28%   |
| Neither      | 17%   | 18%      | 19%   | 12%   | 20%       | 16%   | 20%                        | 18%       | 11%     | 16%       | 24%     | 14%   | 14%   |
| Totals       | 101%  | 99%      | 99%   | 100%  | 100%      | 100%  | 100%                       | 100%      | 100%    | 101%      | 100%    | 100%  | 99%   |
| Unweighted N | (891) | (298)    | (312) | (281) | (366)     | (340) | (302)                      | (273)     | (240)   | (148)     | (169)   | (341) | (233) |

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## 1F. Comparing Parents Growing Up — Did you more resemble physically

Growing up, which of your parents. . . ?

*Among people who were raised by a mother and father growing up*

|              |       | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              | Total | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 33%   | 24%    | 43%    | 36%              | 29%   | 27%   | 43%   | 33%               | *     | 29%      | *     |
| Your father  | 37%   | 47%    | 28%    | 24%              | 45%   | 42%   | 36%   | 39%               | *     | 43%      | *     |
| Both equally | 20%   | 18%    | 21%    | 26%              | 20%   | 20%   | 13%   | 18%               | *     | 17%      | *     |
| Neither      | 10%   | 12%    | 8%     | 14%              | 6%    | 11%   | 8%    | 9%                | *     | 12%      | *     |
| Totals       | 100%  | 101%   | 100%   | 100%             | 100%  | 100%  | 100%  | 99%               | *     | 101%     | *     |
| Unweighted N | (893) | (434)  | (459)  | (245)            | (218) | (246) | (184) | (604)             | (94)  | (119)    | (76)  |

|              |       | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              | Total | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 33%   | 37%      | 35%   | 28%   | 34%       | 30%   | 34%                        | 35%       | 29%     | 37%       | 37%     | 30%   | 32%   |
| Your father  | 37%   | 37%      | 34%   | 41%   | 40%       | 41%   | 37%                        | 33%       | 44%     | 30%       | 32%     | 38%   | 45%   |
| Both equally | 20%   | 22%      | 18%   | 20%   | 21%       | 20%   | 21%                        | 21%       | 16%     | 23%       | 21%     | 21%   | 15%   |
| Neither      | 10%   | 4%       | 12%   | 12%   | 5%        | 9%    | 8%                         | 11%       | 11%     | 10%       | 9%      | 11%   | 8%    |
| Totals       | 100%  | 100%     | 99%   | 101%  | 100%      | 100%  | 100%                       | 100%      | 100%    | 100%      | 99%     | 100%  | 100%  |
| Unweighted N | (893) | (298)    | (313) | (282) | (367)     | (341) | (303)                      | (274)     | (240)   | (148)     | (170)   | (342) | (233) |

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## 1G. Comparing Parents Growing Up — Had more influence on your religious or spiritual beliefs

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

|              | Gender |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              | Total  | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 32%    | 31%   | 34%    | 28%              | 33%   | 34%   | 34%   | 34%               | *     | 33%      | *     |
| Your father  | 12%    | 12%   | 12%    | 18%              | 17%   | 8%    | 7%    | 9%                | *     | 26%      | *     |
| Both equally | 31%    | 31%   | 31%    | 27%              | 29%   | 33%   | 36%   | 30%               | *     | 24%      | *     |
| Neither      | 24%    | 25%   | 23%    | 27%              | 21%   | 25%   | 23%   | 27%               | *     | 17%      | *     |
| Totals       | 99%    | 99%   | 100%   | 100%             | 100%  | 100%  | 100%  | 100%              | *     | 100%     | *     |
| Unweighted N | (893)  | (434) | (459)  | (245)            | (219) | (245) | (184) | (604)             | (93)  | (119)    | (77)  |

|              |       | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              | Total | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 32%   | 30%      | 27%   | 39%   | 29%       | 34%   | 37%                        | 31%       | 32%     | 34%       | 30%     | 34%   | 31%   |
| Your father  | 12%   | 13%      | 9%    | 14%   | 12%       | 11%   | 10%                        | 12%       | 16%     | 9%        | 11%     | 12%   | 15%   |
| Both equally | 31%   | 32%      | 32%   | 30%   | 33%       | 33%   | 31%                        | 27%       | 34%     | 33%       | 27%     | 34%   | 30%   |
| Neither      | 24%   | 25%      | 31%   | 16%   | 26%       | 22%   | 23%                        | 30%       | 19%     | 23%       | 31%     | 20%   | 24%   |
| Totals       | 99%   | 100%     | 99%   | 99%   | 100%      | 100%  | 101%                       | 100%      | 101%    | 99%       | 99%     | 100%  | 100%  |
| Unweighted N | (893) | (298)    | (313) | (282) | (367)     | (341) | (304)                      | (273)     | (240)   | (148)     | (171)   | (341) | (233) |

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## 1H. Comparing Parents Growing Up — Did you more resemble in personality

Growing up, which of your parents. . . ?

*Among people who were raised by a mother and father growing up*

|              | Gender |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              | Total  | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 31%    | 30%   | 31%    | 29%              | 34%   | 29%   | 32%   | 30%               | *     | 24%      | *     |
| Your father  | 33%    | 33%   | 33%    | 31%              | 33%   | 32%   | 36%   | 35%               | *     | 34%      | *     |
| Both equally | 25%    | 26%   | 23%    | 27%              | 23%   | 27%   | 22%   | 23%               | *     | 26%      | *     |
| Neither      | 12%    | 11%   | 13%    | 13%              | 11%   | 13%   | 11%   | 11%               | *     | 15%      | *     |
| Totals       | 101%   | 100%  | 100%   | 100%             | 101%  | 101%  | 101%  | 99%               | *     | 99%      | *     |
| Unweighted N | (895)  | (434) | (461)  | (246)            | (219) | (246) | (184) | (605)             | (94)  | (119)    | (77)  |

|              |       | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              | Total | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 31%   | 33%      | 33%   | 27%   | 33%       | 27%   | 27%                        | 37%       | 27%     | 34%       | 30%     | 27%   | 35%   |
| Your father  | 33%   | 33%      | 26%   | 39%   | 31%       | 36%   | 35%                        | 26%       | 39%     | 26%       | 32%     | 36%   | 33%   |
| Both equally | 25%   | 23%      | 26%   | 25%   | 24%       | 26%   | 25%                        | 25%       | 25%     | 24%       | 24%     | 25%   | 26%   |
| Neither      | 12%   | 12%      | 15%   | 9%    | 13%       | 11%   | 13%                        | 12%       | 9%      | 16%       | 15%     | 12%   | 6%    |
| Totals       | 101%  | 101%     | 100%  | 100%  | 101%      | 100%  | 100%                       | 100%      | 100%    | 100%      | 101%    | 100%  | 100%  |
| Unweighted N | (895) | (298)    | (315) | (282) | (367)     | (341) | (304)                      | (274)     | (240)   | (149)     | (171)   | (342) | (233) |

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## 11. Comparing Parents Growing Up — Was stricter

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

|              |       | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              | Total | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 26%   | 19%    | 33%    | 27%              | 22%   | 26%   | 30%   | 26%               | *     | 28%      | *     |
| Your father  | 48%   | 52%    | 44%    | 47%              | 51%   | 48%   | 45%   | 48%               | *     | 46%      | *     |
| Both equally | 22%   | 24%    | 19%    | 20%              | 22%   | 22%   | 22%   | 20%               | *     | 22%      | *     |
| Neither      | 4%    | 4%     | 4%     | 6%               | 4%    | 4%    | 4%    | 5%                | *     | 5%       | *     |
| Totals       | 100%  | 99%    | 100%   | 100%             | 99%   | 100%  | 101%  | 99%               | *     | 101%     | *     |
| Unweighted N | (891) | (432)  | (459)  | (245)            | (219) | (246) | (181) | (601)             | (94)  | (119)    | (77)  |

|              |       | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              | Total | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 26%   | 29%      | 27%   | 22%   | 27%       | 24%   | 28%                        | 24%       | 21%     | 31%       | 30%     | 23%   | 24%   |
| Your father  | 48%   | 42%      | 43%   | 58%   | 43%       | 47%   | 43%                        | 50%       | 57%     | 42%       | 45%     | 48%   | 55%   |
| Both equally | 22%   | 23%      | 25%   | 18%   | 24%       | 25%   | 26%                        | 16%       | 20%     | 25%       | 20%     | 23%   | 19%   |
| Neither      | 4%    | 6%       | 5%    | 3%    | 7%        | 3%    | 3%                         | 9%        | 1%      | 2%        | 5%      | 6%    | 2%    |
| Totals       | 100%  | 100%     | 100%  | 101%  | 101%      | 99%   | 100%                       | 99%       | 99%     | 100%      | 100%    | 100%  | 100%  |
| Unweighted N | (891) | (298)    | (313) | (280) | (365)     | (340) | (303)                      | (273)     | (239)   | (147)     | (170)   | (342) | (232) |

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## 1J. Comparing Parents Growing Up — Had more influence on your moral beliefs

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

|              | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 25%   | 24%    | 27%    | 25%              | 31%   | 21%   | 26%   | 25%               | *     | 21%      | *     |
| Your father  | 14%   | 14%    | 14%    | 17%              | 16%   | 10%   | 12%   | 14%               | *     | 8%       | *     |
| Both equally | 48%   | 50%    | 47%    | 39%              | 44%   | 58%   | 49%   | 51%               | *     | 44%      | *     |
| Neither      | 12%   | 12%    | 12%    | 19%              | 9%    | 11%   | 13%   | 10%               | *     | 27%      | *     |
| Totals       | 99%   | 100%   | 100%   | 100%             | 100%  | 100%  | 100%  | 100%              | *     | 100%     | *     |
| Unweighted N | (893) | (434)  | (459)  | (245)            | (219) | (246) | (183) | (603)             | (94)  | (119)    | (77)  |

  

|              | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 25%   | 22%      | 24%   | 31%   | 20%       | 28%   | 25%                        | 29%       | 25%     | 25%       | 26%     | 26%   | 24%   |
| Your father  | 14%   | 16%      | 10%   | 15%   | 13%       | 13%   | 14%                        | 10%       | 17%     | 9%        | 15%     | 16%   | 12%   |
| Both equally | 48%   | 51%      | 49%   | 46%   | 54%       | 48%   | 47%                        | 48%       | 49%     | 54%       | 43%     | 49%   | 50%   |
| Neither      | 12%   | 11%      | 17%   | 9%    | 13%       | 11%   | 14%                        | 13%       | 9%      | 12%       | 17%     | 9%    | 14%   |
| Totals       | 99%   | 100%     | 100%  | 101%  | 100%      | 100%  | 100%                       | 100%      | 100%    | 100%      | 101%    | 100%  | 100%  |
| Unweighted N | (893) | (297)    | (314) | (282) | (366)     | (341) | (303)                      | (274)     | (240)   | (148)     | (170)   | (342) | (233) |



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## 1K. Comparing Parents Growing Up — Had more influence on your political beliefs

Growing up, which of your parents...?

*Among people who were raised by a mother and father growing up*

|              | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 11%   | 12%    | 11%    | 15%              | 12%   | 11%   | 7%    | 10%               | *     | 12%      | *     |
| Your father  | 19%   | 21%    | 16%    | 21%              | 21%   | 13%   | 22%   | 21%               | *     | 16%      | *     |
| Both equally | 31%   | 26%    | 36%    | 20%              | 33%   | 38%   | 29%   | 32%               | *     | 29%      | *     |
| Neither      | 39%   | 41%    | 38%    | 44%              | 34%   | 38%   | 43%   | 37%               | *     | 43%      | *     |
| Totals       | 100%  | 100%   | 101%   | 100%             | 100%  | 100%  | 101%  | 100%              | *     | 100%     | *     |
| Unweighted N | (892) | (433)  | (459)  | (244)            | (219) | (245) | (184) | (602)             | (94)  | (119)    | (77)  |

  

|              | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 11%   | 12%      | 10%   | 11%   | 10%       | 7%    | 12%                        | 13%       | 9%      | 13%       | 9%      | 12%   | 11%   |
| Your father  | 19%   | 20%      | 10%   | 26%   | 22%       | 27%   | 18%                        | 15%       | 25%     | 14%       | 20%     | 18%   | 21%   |
| Both equally | 31%   | 32%      | 29%   | 32%   | 33%       | 36%   | 28%                        | 33%       | 33%     | 32%       | 31%     | 32%   | 29%   |
| Neither      | 39%   | 36%      | 50%   | 31%   | 36%       | 30%   | 43%                        | 39%       | 32%     | 40%       | 40%     | 38%   | 39%   |
| Totals       | 100%  | 100%     | 99%   | 100%  | 101%      | 100%  | 101%                       | 100%      | 99%     | 99%       | 100%    | 100%  | 100%  |
| Unweighted N | (892) | (298)    | (314) | (280) | (367)     | (339) | (304)                      | (273)     | (240)   | (148)     | (170)   | (342) | (232) |

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## 1L. Comparing Parents Growing Up — Earned more money

Growing up, which of your parents. . . ?

*Among people who were raised by a mother and father growing up*

|              |       | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              | Total | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 9%    | 8%     | 9%     | 16%              | 16%   | 3%    | 2%    | 8%                | *     | 13%      | *     |
| Your father  | 71%   | 71%    | 71%    | 60%              | 58%   | 77%   | 85%   | 75%               | *     | 65%      | *     |
| Both equally | 18%   | 18%    | 18%    | 21%              | 24%   | 17%   | 11%   | 16%               | *     | 20%      | *     |
| Neither      | 2%    | 3%     | 2%     | 3%               | 2%    | 3%    | 1%    | 2%                | *     | 2%       | *     |
| Totals       | 100%  | 100%   | 100%   | 100%             | 100%  | 100%  | 99%   | 101%              | *     | 100%     | *     |
| Unweighted N | (892) | (433)  | (459)  | (245)            | (219) | (245) | (183) | (603)             | (94)  | (118)    | (77)  |

|              | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 9%    | 11%      | 8%    | 7%    | 8%        | 8%    | 3%                         | 13%       | 12%     | 12%       | 8%      | 7%    | 11%   |
| Your father  | 71%   | 73%      | 72%   | 68%   | 74%       | 70%   | 77%                        | 66%       | 70%     | 70%       | 65%     | 72%   | 75%   |
| Both equally | 18%   | 14%      | 17%   | 23%   | 15%       | 20%   | 18%                        | 18%       | 17%     | 16%       | 26%     | 18%   | 13%   |
| Neither      | 2%    | 3%       | 2%    | 2%    | 3%        | 3%    | 2%                         | 3%        | 1%      | 2%        | 2%      | 3%    | 1%    |
| Totals       | 100%  | 101%     | 99%   | 100%  | 100%      | 101%  | 100%                       | 100%      | 100%    | 100%      | 101%    | 100%  | 100%  |
| Unweighted N | (892) | (296)    | (314) | (282) | (366)     | (340) | (304)                      | (274)     | (238)   | (148)     | (171)   | (341) | (232) |

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## 1M. Comparing Parents Growing Up — Did you inherit your last name from

Growing up, which of your parents. . . ?

*Among people who were raised by a mother and father growing up*

|              | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Your mother  | 4%    | 4%     | 3%     | 3%               | 8%    | 2%    | 3%    | 2%                | *     | 7%       | *     |
| Your father  | 88%   | 88%    | 87%    | 82%              | 80%   | 93%   | 94%   | 91%               | *     | 82%      | *     |
| Both equally | 7%    | 6%     | 8%     | 12%              | 11%   | 5%    | 3%    | 6%                | *     | 12%      | *     |
| Neither      | 1%    | 1%     | 1%     | 3%               | 1%    | 0%    | 1%    | 1%                | *     | 0%       | *     |
| Totals       | 100%  | 99%    | 99%    | 100%             | 100%  | 100%  | 101%  | 100%              | *     | 101%     | *     |
| Unweighted N | (892) | (433)  | (459)  | (245)            | (219) | (246) | (182) | (602)             | (94)  | (119)    | (77)  |

|              | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Your mother  | 4%    | 3%       | 5%    | 3%    | 3%        | 4%    | 3%                         | 4%        | 5%      | 3%        | 4%      | 4%    | 4%    |
| Your father  | 88%   | 91%      | 84%   | 89%   | 89%       | 87%   | 86%                        | 85%       | 91%     | 87%       | 87%     | 86%   | 92%   |
| Both equally | 7%    | 6%       | 9%    | 6%    | 7%        | 8%    | 9%                         | 9%        | 4%      | 10%       | 9%      | 8%    | 3%    |
| Neither      | 1%    | 0%       | 2%    | 1%    | 1%        | 2%    | 1%                         | 3%        | 0%      | 0%        | 0%      | 3%    | 1%    |
| Totals       | 100%  | 100%     | 100%  | 99%   | 100%      | 101%  | 99%                        | 101%      | 100%    | 100%      | 100%    | 101%  | 100%  |
| Unweighted N | (892) | (298)    | (314) | (280) | (367)     | (339) | (303)                      | (274)     | (239)   | (148)     | (170)   | (342) | (232) |

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## 2. Mother-in-Law Location

Does your mother-in-law live in your community, or in some other place?

*Among married people. Adapted from a 1955 Gallup question*

|                                                             | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-------------------------------------------------------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                                                             |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Here                                                        | 23%   | 26%    | 19%    | *                | 33%   | 26%   | 4%    | 26%               | *     | *        | *     |
| Other place                                                 | 33%   | 32%    | 34%    | *                | 58%   | 23%   | 14%   | 28%               | *     | *        | *     |
| Either she is deceased or<br>I never had a<br>mother-in-law | 45%   | 42%    | 47%    | *                | 9%    | 51%   | 82%   | 46%               | *     | *        | *     |
| Totals                                                      | 101%  | 100%   | 100%   | *                | 100%  | 100%  | 100%  | 100%              | *     | *        | *     |
| Unweighted N                                                | (426) | (212)  | (214)  | (53)             | (119) | (143) | (111) | (295)             | (38)  | (58)     | (35)  |

|                                                             | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|-------------------------------------------------------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|                                                             |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Here                                                        | 23%   | 16%      | 26%   | 24%   | 20%       | 26%   | *                          | 28%       | 24%     | *         | *       | 23%   | 20%   |
| Other place                                                 | 33%   | 39%      | 28%   | 33%   | 35%       | 31%   | *                          | 36%       | 42%     | *         | *       | 36%   | 28%   |
| Either she is deceased or<br>I never had a<br>mother-in-law | 45%   | 45%      | 47%   | 43%   | 46%       | 43%   | *                          | 36%       | 34%     | *         | *       | 41%   | 52%   |
| Totals                                                      | 101%  | 100%     | 101%  | 100%  | 101%      | 100%  | *                          | 100%      | 100%    | *         | *       | 100%  | 100%  |
| Unweighted N                                                | (426) | (130)    | (135) | (161) | (171)     | (189) | (96)                       | (136)     | (162)   | (68)      | (75)    | (155) | (128) |

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## 3. Ever Quarreled with Mother-in-Law

Have you ever quarreled with your mother-in-law?

*Among married people. Adapted from a 1955 Gallup question*

|                           | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|---------------------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                           |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Yes                       | 28%   | 28%    | 27%    | *                | 36%   | 25%   | 27%   | 30%               | *     | *        | *     |
| No                        | 68%   | 69%    | 67%    | *                | 61%   | 69%   | 67%   | 65%               | *     | *        | *     |
| Never had a mother-in-law | 4%    | 3%     | 6%     | *                | 2%    | 6%    | 5%    | 4%                | *     | *        | *     |
| Totals                    | 100%  | 100%   | 100%   | *                | 99%   | 100%  | 99%   | 99%               | *     | *        | *     |
| Unweighted N              | (426) | (212)  | (214)  | (53)             | (119) | (143) | (111) | (295)             | (38)  | (58)     | (35)  |

|                           | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|---------------------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|                           |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Yes                       | 28%   | 24%      | 25%   | 31%   | 24%       | 33%   | *                          | 31%       | 26%     | *         | *       | 24%   | 32%   |
| No                        | 68%   | 70%      | 68%   | 67%   | 70%       | 63%   | *                          | 67%       | 70%     | *         | *       | 73%   | 61%   |
| Never had a mother-in-law | 4%    | 6%       | 7%    | 1%    | 6%        | 4%    | *                          | 2%        | 4%      | *         | *       | 3%    | 7%    |
| Totals                    | 100%  | 100%     | 100%  | 99%   | 100%      | 100%  | *                          | 100%      | 100%    | *         | *       | 100%  | 100%  |
| Unweighted N              | (426) | (130)    | (135) | (161) | (171)     | (189) | (96)                       | (136)     | (162)   | (68)      | (75)    | (155) | (128) |

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## 4. Mother-in-Law Makes Marriage Harder or Easier

Generally speaking, do you feel that your mother-in-law has made it harder or easier for you to have a successful marriage?

Among married people. Adapted from a 1955 Gallup question

|                           | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|---------------------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                           |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Harder                    | 16%   | 12%    | 20%    | *                | 20%   | 20%   | 12%   | 18%               | *     | *        | *     |
| Easier                    | 29%   | 38%    | 21%    | *                | 29%   | 30%   | 27%   | 29%               | *     | *        | *     |
| No difference             | 41%   | 38%    | 45%    | *                | 39%   | 40%   | 42%   | 41%               | *     | *        | *     |
| No opinion                | 8%    | 9%     | 7%     | *                | 10%   | 4%    | 12%   | 7%                | *     | *        | *     |
| Never had a mother-in-law | 5%    | 4%     | 6%     | *                | 2%    | 7%    | 7%    | 5%                | *     | *        | *     |
| Totals                    | 99%   | 101%   | 99%    | *                | 100%  | 101%  | 100%  | 100%              | *     | *        | *     |
| Unweighted N              | (426) | (212)  | (214)  | (53)             | (119) | (143) | (111) | (295)             | (38)  | (58)     | (35)  |

|                           | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|---------------------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|                           |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Harder                    | 16%   | 13%      | 15%   | 19%   | 11%       | 20%   | *                          | 11%       | 19%     | *         | *       | 14%   | 17%   |
| Easier                    | 29%   | 32%      | 24%   | 32%   | 32%       | 31%   | *                          | 31%       | 33%     | *         | *       | 36%   | 21%   |
| No difference             | 41%   | 45%      | 43%   | 38%   | 46%       | 36%   | *                          | 41%       | 41%     | *         | *       | 38%   | 49%   |
| No opinion                | 8%    | 3%       | 10%   | 10%   | 4%        | 9%    | *                          | 15%       | 3%      | *         | *       | 8%    | 4%    |
| Never had a mother-in-law | 5%    | 7%       | 8%    | 2%    | 7%        | 4%    | *                          | 2%        | 4%      | *         | *       | 4%    | 8%    |
| Totals                    | 99%   | 100%     | 100%  | 101%  | 100%      | 100%  | *                          | 100%      | 100%    | *         | *       | 100%  | 99%   |
| Unweighted N              | (426) | (130)    | (135) | (161) | (171)     | (189) | (96)                       | (136)     | (162)   | (68)      | (75)    | (155) | (128) |

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## 5. Consider Self Mother

Do you consider yourself to be a mother?

Among women

|              | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Yes, I do    | 68%   | *      | 68%    | 42%              | 69%   | 71%   | 86%   | 69%               | *     | *        | *     |
| No, I do not | 29%   | *      | 29%    | 50%              | 30%   | 26%   | 13%   | 27%               | *     | *        | *     |
| Not sure     | 3%    | *      | 3%     | 9%               | 2%    | 3%    | 1%    | 4%                | *     | *        | *     |
| Totals       | 100%  | *      | 100%   | 101%             | 101%  | 100%  | 100%  | 100%              | *     | *        | *     |
| Unweighted N | (559) | (0)    | (559)  | (135)            | (116) | (187) | (121) | (357)             | (65)  | (90)     | (47)  |

  

|              | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Yes, I do    | 68%   | 68%      | 62%   | 75%   | 64%       | 77%   | 68%                        | 69%       | 66%     | *         | 67%     | 76%   | 55%   |
| No, I do not | 29%   | 29%      | 34%   | 23%   | 33%       | 21%   | 29%                        | 26%       | 31%     | *         | 28%     | 22%   | 41%   |
| Not sure     | 3%    | 3%       | 4%    | 2%    | 3%        | 2%    | 2%                         | 5%        | 3%      | *         | 5%      | 2%    | 4%    |
| Totals       | 100%  | 100%     | 100%  | 100%  | 100%      | 100%  | 99%                        | 100%      | 100%    | *         | 100%    | 100%  | 100%  |
| Unweighted N | (559) | (219)    | (187) | (153) | (256)     | (178) | (222)                      | (166)     | (120)   | (97)      | (109)   | (213) | (140) |

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## 6. Mother Living

Is your mother living?

|                                  | Total   | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|----------------------------------|---------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                                  |         | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Yes                              | 57%     | 60%    | 54%    | 95%              | 78%   | 49%   | 8%    | 51%               | 63%   | 74%      | *     |
| No                               | 41%     | 38%    | 43%    | 3%               | 18%   | 49%   | 92%   | 47%               | 32%   | 23%      | *     |
| My mother is not part of my life | 2%      | 1%     | 2%     | 2%               | 4%    | 1%    | 0%    | 1%                | 4%    | 2%       | *     |
| Totals                           | 100%    | 99%    | 99%    | 100%             | 100%  | 99%   | 100%  | 99%               | 99%   | 99%      | *     |
| Unweighted N                     | (1,068) | (508)  | (560)  | (279)            | (272) | (302) | (215) | (699)             | (134) | (147)    | (88)  |

|                                  | Total   | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|----------------------------------|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|                                  |         | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Yes                              | 57%     | 59%      | 63%   | 49%   | 57%       | 51%   | 52%                        | 53%       | 69%     | 57%       | 58%     | 58%   | 55%   |
| No                               | 41%     | 38%      | 35%   | 51%   | 42%       | 48%   | 45%                        | 46%       | 30%     | 39%       | 41%     | 40%   | 44%   |
| My mother is not part of my life | 2%      | 3%       | 3%    | 0%    | 1%        | 1%    | 3%                         | 1%        | 1%      | 3%        | 1%      | 2%    | 1%    |
| Totals                           | 100%    | 100%     | 101%  | 100%  | 100%      | 100%  | 100%                       | 100%      | 100%    | 99%       | 100%    | 100%  | 100%  |
| Unweighted N                     | (1,068) | (358)    | (391) | (319) | (436)     | (387) | (387)                      | (315)     | (273)   | (189)     | (202)   | (409) | (268) |



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## 7. Mother Closeness

How close are you with your mother?

*Among people who say that their mother is living and in their life*

|                  |       | Gender |        | Age (4 category) |       |       |      | Race (4 category) |       |          |       |
|------------------|-------|--------|--------|------------------|-------|-------|------|-------------------|-------|----------|-------|
|                  | Total | Male   | Female | 18-29            | 30-44 | 45-64 | 65+  | White             | Black | Hispanic | Other |
| Very close       | 56%   | 56%    | 57%    | 60%              | 55%   | 52%   | *    | 51%               | *     | 57%      | *     |
| Somewhat close   | 33%   | 35%    | 32%    | 30%              | 35%   | 38%   | *    | 39%               | *     | 32%      | *     |
| Not very close   | 7%    | 8%     | 7%     | 7%               | 7%    | 9%    | *    | 8%                | *     | 3%       | *     |
| Not close at all | 3%    | 1%     | 4%     | 3%               | 3%    | 2%    | *    | 1%                | *     | 8%       | *     |
| Not sure         | 0%    | 0%     | 0%     | 0%               | 0%    | 0%    | *    | 0%                | *     | 0%       | *     |
| Totals           | 99%   | 100%   | 100%   | 100%             | 100%  | 101%  | *    | 99%               | *     | 100%     | *     |
| Unweighted N     | (652) | (333)  | (319)  | (267)            | (217) | (150) | (18) | (404)             | (83)  | (116)    | (49)  |

|                  |       | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|------------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|                  | Total | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Very close       | 56%   | 64%      | 52%   | 54%   | 57%       | 60%   | 51%                        | 60%       | 59%     | 53%       | 35%     | 65%   | 65%   |
| Somewhat close   | 33%   | 25%      | 37%   | 38%   | 32%       | 33%   | 37%                        | 30%       | 32%     | 37%       | 55%     | 24%   | 27%   |
| Not very close   | 7%    | 9%       | 7%    | 7%    | 8%        | 5%    | 6%                         | 10%       | 7%      | 6%        | 9%      | 7%    | 6%    |
| Not close at all | 3%    | 2%       | 4%    | 1%    | 3%        | 2%    | 5%                         | 1%        | 2%      | 4%        | 1%      | 4%    | 2%    |
| Not sure         | 0%    | 0%       | 0%    | 0%    | 0%        | 0%    | 0%                         | 0%        | 0%      | 0%        | 0%      | 0%    | 0%    |
| Totals           | 99%   | 100%     | 100%  | 100%  | 100%      | 100%  | 99%                        | 101%      | 100%    | 100%      | 100%    | 100%  | 100%  |
| Unweighted N     | (652) | (219)    | (255) | (178) | (261)     | (222) | (206)                      | (189)     | (196)   | (115)     | (117)   | (262) | (158) |

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## 8. Society Reward Mothers

Does society adequately reward mothers for the work they do?

|              | Gender  |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|---------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              | Total   | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| It does      | 20%     | 25%   | 16%    | 27%              | 33%   | 14%   | 9%    | 19%               | 27%   | 21%      | *     |
| It does not  | 64%     | 59%   | 69%    | 56%              | 51%   | 67%   | 82%   | 65%               | 55%   | 66%      | *     |
| Not sure     | 16%     | 16%   | 15%    | 17%              | 16%   | 18%   | 9%    | 16%               | 18%   | 13%      | *     |
| Totals       | 100%    | 100%  | 100%   | 100%             | 100%  | 99%   | 100%  | 100%              | 100%  | 100%     | *     |
| Unweighted N | (1,066) | (509) | (557)  | (278)            | (273) | (302) | (213) | (697)             | (134) | (147)    | (88)  |

|              |         | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              | Total   | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| It does      | 20%     | 17%      | 20%   | 24%   | 12%       | 26%   | 18%                        | 23%       | 22%     | 17%       | 17%     | 26%   | 17%   |
| It does not  | 64%     | 74%      | 61%   | 58%   | 77%       | 55%   | 65%                        | 63%       | 67%     | 65%       | 70%     | 59%   | 67%   |
| Not sure     | 16%     | 9%       | 19%   | 18%   | 11%       | 19%   | 18%                        | 15%       | 11%     | 17%       | 13%     | 16%   | 16%   |
| Totals       | 100%    | 100%     | 100%  | 100%  | 100%      | 100%  | 101%                       | 101%      | 100%    | 99%       | 100%    | 101%  | 100%  |
| Unweighted N | (1,066) | (357)    | (390) | (319) | (435)     | (387) | (388)                      | (313)     | (273)   | (188)     | (202)   | (409) | (267) |

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## 9. Celebrating Mother's Day

Do you plan to do anything to celebrate Mother's Day this year?

|              | Total   | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|---------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              |         | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Yes          | 57%     | 62%    | 53%    | 78%              | 66%   | 52%   | 35%   | 52%               | 71%   | 68%      | *     |
| No           | 27%     | 24%    | 31%    | 6%               | 23%   | 31%   | 49%   | 32%               | 14%   | 24%      | *     |
| Not sure     | 15%     | 14%    | 16%    | 17%              | 11%   | 17%   | 16%   | 16%               | 15%   | 8%       | *     |
| Totals       | 99%     | 100%   | 100%   | 101%             | 100%  | 100%  | 100%  | 100%              | 100%  | 100%     | *     |
| Unweighted N | (1,068) | (509)  | (559)  | (278)            | (273) | (302) | (215) | (699)             | (134) | (147)    | (88)  |

|              | Total   | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|--------------|---------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|              |         | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Yes          | 57%     | 64%      | 52%   | 57%   | 61%       | 59%   | 49%                        | 65%       | 68%     | 60%       | 55%     | 60%   | 53%   |
| No           | 27%     | 22%      | 29%   | 30%   | 24%       | 29%   | 32%                        | 25%       | 20%     | 28%       | 29%     | 24%   | 31%   |
| Not sure     | 15%     | 14%      | 18%   | 13%   | 15%       | 13%   | 20%                        | 10%       | 12%     | 12%       | 15%     | 16%   | 16%   |
| Totals       | 99%     | 100%     | 99%   | 100%  | 100%      | 101%  | 101%                       | 100%      | 100%    | 100%      | 99%     | 100%  | 100%  |
| Unweighted N | (1,068) | (359)    | (390) | (319) | (437)     | (387) | (388)                      | (315)     | (273)   | (189)     | (202)   | (409) | (268) |

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## 10. Mother's Day - Celebrate With

Which, if any, of the following people do you plan to celebrate Mother's Day with? Select all that apply.

*Among people who plan to celebrate Mother's Day this year*

|                                | Gender |       |        | Age (4 category) |       |       |      | Race (4 category) |       |          |       |
|--------------------------------|--------|-------|--------|------------------|-------|-------|------|-------------------|-------|----------|-------|
|                                | Total  | Male  | Female | 18-29            | 30-44 | 45-64 | 65+  | White             | Black | Hispanic | Other |
| My mother                      | 65%    | 65%   | 64%    | 88%              | 75%   | 56%   | *    | 60%               | *     | *        | *     |
| My child/children/stepchildren | 35%    | 25%   | 45%    | 15%              | 43%   | 35%   | *    | 37%               | *     | *        | *     |
| My partner                     | 28%    | 36%   | 21%    | 16%              | 30%   | 33%   | *    | 34%               | *     | *        | *     |
| My sibling                     | 19%    | 15%   | 22%    | 24%              | 21%   | 14%   | *    | 16%               | *     | *        | *     |
| My mother-in-law               | 12%    | 15%   | 10%    | 14%              | 16%   | 13%   | *    | 12%               | *     | *        | *     |
| My grandmother                 | 10%    | 10%   | 11%    | 20%              | 15%   | 1%    | *    | 8%                | *     | *        | *     |
| My grandchildren               | 7%     | 5%    | 10%    | 0%               | 0%    | 8%    | *    | 9%                | *     | *        | *     |
| My friend                      | 6%     | 4%    | 9%     | 7%               | 9%    | 4%    | *    | 4%                | *     | *        | *     |
| My aunt                        | 6%     | 6%    | 6%     | 11%              | 10%   | 1%    | *    | 4%                | *     | *        | *     |
| My niece                       | 5%     | 4%    | 7%     | 4%               | 7%    | 6%    | *    | 6%                | *     | *        | *     |
| My stepmother                  | 2%     | 4%    | 1%     | 5%               | 2%    | 1%    | *    | 2%                | *     | *        | *     |
| Other                          | 5%     | 3%    | 7%     | 1%               | 5%    | 7%    | *    | 5%                | *     | *        | *     |
| Not sure                       | 3%     | 5%    | 1%     | 4%               | 1%    | 5%    | *    | 1%                | *     | *        | *     |
| Prefer not to say              | 1%     | 1%    | 0%     | 0%               | 2%    | 1%    | *    | 1%                | *     | *        | *     |
| Unweighted N                   | (626)  | (321) | (305)  | (211)            | (184) | (157) | (74) | (390)             | (93)  | (99)     | (44)  |

|                                | Party ID |     |     |     | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |      |
|--------------------------------|----------|-----|-----|-----|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|------|
|                                | Total    | Dem | Ind | Rep | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| My mother                      | 65%      | 69% | 69% | 56% | 66%       | 60%   | 61%                        | 60%       | 70%     | 72%       | 64%     | 59%   | 69%  |
| My child/children/stepchildren | 35%      | 45% | 23% | 36% | 40%       | 40%   | 34%                        | 36%       | 40%     | 27%       | 35%     | 38%   | 34%  |
| My partner                     | 28%      | 23% | 24% | 39% | 30%       | 39%   | 13%                        | 35%       | 42%     | 16%       | 32%     | 27%   | 39%  |

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|------------------------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|                              | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|                              |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| My sibling                   | 19%   | 23%      | 21%   | 12%   | 23%       | 15%   | 16%                        | 21%       | 16%     | 10%       | 24%     | 20%   | 16%   |
| My mother-in-law             | 12%   | 9%       | 8%    | 21%   | 11%       | 17%   | 6%                         | 11%       | 24%     | 8%        | 19%     | 11%   | 13%   |
| My grandmother               | 10%   | 10%      | 11%   | 9%    | 8%        | 11%   | 4%                         | 11%       | 16%     | 9%        | 14%     | 8%    | 11%   |
| My grandchildren             | 7%    | 6%       | 5%    | 11%   | 10%       | 9%    | 6%                         | 11%       | 6%      | 1%        | 8%      | 9%    | 9%    |
| My friend                    | 6%    | 7%       | 5%    | 7%    | 8%        | 8%    | 5%                         | 9%        | 6%      | 4%        | 5%      | 7%    | 9%    |
| My aunt                      | 6%    | 8%       | 4%    | 7%    | 4%        | 7%    | 5%                         | 5%        | 6%      | 7%        | 5%      | 4%    | 10%   |
| My niece                     | 5%    | 6%       | 5%    | 5%    | 6%        | 7%    | 5%                         | 6%        | 5%      | 5%        | 7%      | 4%    | 5%    |
| My stepmother                | 2%    | 1%       | 1%    | 5%    | 1%        | 2%    | 1%                         | 2%        | 5%      | 0%        | 8%      | 1%    | 1%    |
| Other                        | 5%    | 5%       | 6%    | 4%    | 6%        | 5%    | 6%                         | 4%        | 4%      | 2%        | 6%      | 5%    | 5%    |
| Not sure                     | 3%    | 2%       | 7%    | 2%    | 2%        | 1%    | 7%                         | 2%        | 1%      | 3%        | 1%      | 6%    | 1%    |
| Prefer not to say            | 1%    | 0%       | 2%    | 0%    | 0%        | 1%    | 1%                         | 0%        | 0%      | 0%        | 2%      | 0%    | 1%    |
| Unweighted N                 | (626) | (218)    | (211) | (197) | (259)     | (237) | (186)                      | (206)     | (187)   | (109)     | (114)   | (253) | (150) |

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## 11. Mother's Day Events

Which of the following will you do to celebrate Mother's Day? Select all that apply.

*Among people who say that they may celebrate Mother's Day this year*

|                                         |       | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|-----------------------------------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                                         | Total | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Have a special meal/celebration at home | 48%   | 44%    | 53%    | 60%              | 54%   | 40%   | 35%   | 44%               | 57%   | 72%      | *     |
| Go out for a special meal/celebration   | 36%   | 38%    | 35%    | 38%              | 45%   | 33%   | 27%   | 36%               | 30%   | 32%      | *     |
| Talk on the phone or video chat         | 26%   | 25%    | 28%    | 21%              | 26%   | 29%   | 31%   | 27%               | 28%   | 16%      | *     |
| Other                                   | 7%    | 8%     | 7%     | 2%               | 4%    | 15%   | 9%    | 10%               | 4%    | 1%       | *     |
| Not sure                                | 12%   | 15%    | 10%    | 10%              | 8%    | 15%   | 18%   | 13%               | 17%   | 10%      | *     |
| Unweighted N                            | (785) | (392)  | (393)  | (255)            | (213) | (208) | (109) | (492)             | (113) | (115)    | (65)  |

|                                         |       | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|-----------------------------------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|                                         | Total | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Have a special meal/celebration at home | 48%   | 51%      | 46%   | 49%   | 50%       | 53%   | 46%                        | 48%       | 49%     | 50%       | 47%     | 46%   | 53%   |
| Go out for a special meal/celebration   | 36%   | 44%      | 28%   | 39%   | 36%       | 38%   | 29%                        | 40%       | 49%     | 22%       | 38%     | 39%   | 42%   |
| Talk on the phone or video chat         | 26%   | 25%      | 28%   | 25%   | 27%       | 25%   | 25%                        | 28%       | 28%     | 26%       | 24%     | 25%   | 32%   |
| Other                                   | 7%    | 5%       | 9%    | 8%    | 9%        | 7%    | 12%                        | 4%        | 5%      | 6%        | 10%     | 8%    | 5%    |
| Not sure                                | 12%   | 10%      | 16%   | 10%   | 12%       | 12%   | 17%                        | 9%        | 9%      | 16%       | 12%     | 13%   | 9%    |
| Unweighted N                            | (785) | (273)    | (276) | (236) | (324)     | (284) | (253)                      | (242)     | (218)   | (137)     | (145)   | (309) | (194) |

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## 12. Mother's Day Gifts

Which, if any, of the following items will you give to someone this Mother's Day? 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 |
| A card                                                                       | 34%   | 37%    | 30%    | 26%              | 33%   | 38%   | 41% | 37%               | 31%   | 25%      | *     |
| Flowers                                                                      | 32%   | 33%    | 31%    | 32%              | 43%   | 28%   | 23% | 30%               | 33%   | 40%      | *     |
| Jewelry                                                                      | 17%   | 18%    | 17%    | 34%              | 27%   | 2%    | 2%  | 12%               | 21%   | 35%      | *     |
| Chocolate or candy                                                           | 17%   | 15%    | 20%    | 24%              | 22%   | 10%   | 11% | 16%               | 14%   | 28%      | *     |
| Food item                                                                    | 15%   | 14%    | 16%    | 22%              | 18%   | 11%   | 7%  | 12%               | 22%   | 20%      | *     |
| Clothing                                                                     | 14%   | 14%    | 15%    | 25%              | 22%   | 3%    | 4%  | 13%               | 16%   | 20%      | *     |
| Keepsake gift (engraved photo frame, personal item, etc)                     | 12%   | 10%    | 15%    | 11%              | 21%   | 10%   | 5%  | 11%               | 20%   | 9%       | *     |
| A special experience with family (going on a hike, going to the beach, etc.) | 11%   | 13%    | 9%     | 17%              | 13%   | 7%    | 3%  | 10%               | 18%   | 7%       | *     |
| Fragrance                                                                    | 10%   | 10%    | 11%    | 15%              | 20%   | 2%    | 2%  | 6%                | 17%   | 20%      | *     |
| Something homemade                                                           | 9%    | 7%     | 10%    | 13%              | 10%   | 6%    | 6%  | 10%               | 7%    | 11%      | *     |
| A day to herself                                                             | 8%    | 9%     | 6%     | 14%              | 8%    | 3%    | 6%  | 6%                | 11%   | 12%      | *     |
| Breakfast in bed                                                             | 7%    | 8%     | 6%     | 12%              | 8%    | 3%    | 5%  | 4%                | 12%   | 14%      | *     |
| Wine/beer/liquor                                                             | 6%    | 7%     | 6%     | 9%               | 11%   | 3%    | 1%  | 6%                | 9%    | 5%       | *     |
| Books                                                                        | 6%    | 5%     | 6%     | 6%               | 7%    | 5%    | 3%  | 5%                | 9%    | 6%       | *     |
| Certificate for massage/spa                                                  | 5%    | 6%     | 5%     | 7%               | 8%    | 3%    | 4%  | 5%                | 7%    | 6%       | *     |
| For someone else to take care of household tasks she normally does           | 5%    | 6%     | 4%     | 9%               | 4%    | 3%    | 3%  | 4%                | 5%    | 5%       | *     |
| Electronics                                                                  | 4%    | 5%     | 2%     | 5%               | 5%    | 3%    | 2%  | 3%                | 6%    | 7%       | *     |
| Other                                                                        | 8%    | 8%     | 8%     | 2%               | 6%    | 15%   | 11% | 11%               | 3%    | 7%       | *     |

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|------------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                              | Gender |       |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|                              | Total  | Male  | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| None of these                | 8%     | 6%    | 11%    | 3%               | 7%    | 11%   | 15%   | 10%               | 4%    | 5%       | *     |
| Not sure                     | 12%    | 11%   | 12%    | 8%               | 8%    | 16%   | 16%   | 12%               | 15%   | 3%       | *     |
| Prefer not to say            | 1%     | 2%    | 0%     | 1%               | 3%    | 1%    | 0%    | 1%                | 1%    | 5%       | *     |
| Unweighted N                 | (785)  | (392) | (393)  | (255)            | (213) | (208) | (109) | (492)             | (113) | (115)    | (65)  |

|                                                                              | Party ID |     |     |     | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |      |
|------------------------------------------------------------------------------|----------|-----|-----|-----|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|------|
|                                                                              | Total    | Dem | Ind | Rep | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| A card                                                                       | 34%      | 34% | 32% | 35% | 37%       | 36%   | 29%                        | 38%       | 35%     | 30%       | 46%     | 30%   | 31%  |
| Flowers                                                                      | 32%      | 37% | 27% | 33% | 34%       | 38%   | 26%                        | 34%       | 38%     | 33%       | 31%     | 33%   | 31%  |
| Jewelry                                                                      | 17%      | 21% | 13% | 18% | 15%       | 14%   | 14%                        | 15%       | 23%     | 21%       | 14%     | 18%   | 15%  |
| Chocolate or candy                                                           | 17%      | 24% | 13% | 16% | 20%       | 16%   | 13%                        | 19%       | 25%     | 10%       | 20%     | 19%   | 18%  |
| Food item                                                                    | 15%      | 17% | 13% | 16% | 19%       | 16%   | 11%                        | 17%       | 18%     | 16%       | 19%     | 13%   | 14%  |
| Clothing                                                                     | 14%      | 15% | 12% | 17% | 14%       | 15%   | 10%                        | 16%       | 21%     | 10%       | 8%      | 18%   | 16%  |
| Keepsake gift (engraved photo frame, personal item, etc)                     | 12%      | 18% | 9%  | 10% | 17%       | 8%    | 9%                         | 13%       | 17%     | 8%        | 12%     | 14%   | 13%  |
| A special experience with family (going on a hike, going to the beach, etc.) | 11%      | 14% | 10% | 9%  | 13%       | 8%    | 6%                         | 12%       | 15%     | 6%        | 10%     | 11%   | 15%  |
| Fragrance                                                                    | 10%      | 18% | 5%  | 8%  | 14%       | 9%    | 8%                         | 10%       | 14%     | 15%       | 6%      | 12%   | 7%   |
| Something homemade                                                           | 9%       | 10% | 8%  | 9%  | 10%       | 10%   | 7%                         | 12%       | 7%      | 7%        | 10%     | 9%    | 10%  |
| A day to herself                                                             | 8%       | 8%  | 6%  | 9%  | 9%        | 6%    | 4%                         | 8%        | 10%     | 5%        | 9%      | 7%    | 9%   |
| Breakfast in bed                                                             | 7%       | 8%  | 9%  | 5%  | 7%        | 6%    | 5%                         | 9%        | 10%     | 4%        | 12%     | 7%    | 6%   |
| Wine/beer/liquor                                                             | 6%       | 6%  | 4%  | 10% | 6%        | 7%    | 4%                         | 7%        | 10%     | 3%        | 14%     | 5%    | 4%   |
| Books                                                                        | 6%       | 6%  | 5%  | 5%  | 8%        | 6%    | 3%                         | 8%        | 8%      | 6%        | 6%      | 6%    | 4%   |

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|-----------------------------------------------------------------------------|------------------------------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|-------|
|                                                                             | Total                        | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |       |
|                                                                             |                              | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West  |
| Certificate for<br>massage/spa                                              | 5%                           | 6%       | 5%    | 5%    | 6%        | 6%    | 2%                         | 6%        | 8%      | 3%        | 6%      | 6%    | 6%    |
| For someone else to take<br>care of household<br>tasks she normally<br>does | 5%                           | 8%       | 2%    | 5%    | 6%        | 5%    | 2%                         | 8%        | 7%      | 2%        | 4%      | 6%    | 7%    |
| Electronics                                                                 | 4%                           | 5%       | 4%    | 3%    | 5%        | 5%    | 1%                         | 5%        | 6%      | 2%        | 7%      | 3%    | 4%    |
| Other                                                                       | 8%                           | 9%       | 7%    | 8%    | 10%       | 5%    | 7%                         | 11%       | 9%      | 13%       | 6%      | 8%    | 7%    |
| None of these                                                               | 8%                           | 7%       | 9%    | 10%   | 9%        | 10%   | 13%                        | 6%        | 6%      | 6%        | 7%      | 11%   | 7%    |
| Not sure                                                                    | 12%                          | 9%       | 17%   | 9%    | 8%        | 11%   | 17%                        | 9%        | 8%      | 15%       | 9%      | 12%   | 12%   |
| Prefer not to say                                                           | 1%                           | 2%       | 1%    | 2%    | 1%        | 2%    | 2%                         | 1%        | 1%      | 0%        | 1%      | 3%    | 1%    |
| Unweighted N                                                                | (785)                        | (273)    | (276) | (236) | (324)     | (284) | (253)                      | (242)     | (218)   | (137)     | (145)   | (309) | (194) |

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## 13. Mother's Day Gifts Wanted

Which of the following would you like to receive as a Mother's Day gift? Select all that apply.

*Among women who say they are mothers*

|                                                                              | Total | Gender |        | Age (4 category) |       |       |     | Race (4 category) |       |          |       |
|------------------------------------------------------------------------------|-------|--------|--------|------------------|-------|-------|-----|-------------------|-------|----------|-------|
|                                                                              |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+ | White             | Black | Hispanic | Other |
| A special experience with family (going on a hike, going to the beach, etc.) | 31%   | *      | 31%    | *                | *     | 25%   | 28% | 35%               | *     | *        | *     |
| Flowers                                                                      | 28%   | *      | 28%    | *                | *     | 25%   | 25% | 26%               | *     | *        | *     |
| A card                                                                       | 28%   | *      | 28%    | *                | *     | 28%   | 32% | 29%               | *     | *        | *     |
| Jewelry                                                                      | 25%   | *      | 25%    | *                | *     | 25%   | 10% | 18%               | *     | *        | *     |
| Keepsake gift (engraved photo frame, personal item, etc)                     | 20%   | *      | 20%    | *                | *     | 17%   | 13% | 20%               | *     | *        | *     |
| A day to myself                                                              | 19%   | *      | 19%    | *                | *     | 10%   | 9%  | 15%               | *     | *        | *     |
| Something homemade                                                           | 19%   | *      | 19%    | *                | *     | 17%   | 12% | 20%               | *     | *        | *     |
| Certificate for massage/spa                                                  | 18%   | *      | 18%    | *                | *     | 21%   | 14% | 19%               | *     | *        | *     |
| Chocolate or candy                                                           | 18%   | *      | 18%    | *                | *     | 15%   | 11% | 16%               | *     | *        | *     |
| For someone else to take care of household tasks I normally do               | 17%   | *      | 17%    | *                | *     | 15%   | 8%  | 16%               | *     | *        | *     |
| Fragrance                                                                    | 16%   | *      | 16%    | *                | *     | 14%   | 8%  | 13%               | *     | *        | *     |
| Clothing                                                                     | 16%   | *      | 16%    | *                | *     | 8%    | 7%  | 13%               | *     | *        | *     |
| Books                                                                        | 13%   | *      | 13%    | *                | *     | 13%   | 9%  | 13%               | *     | *        | *     |
| Breakfast in bed                                                             | 12%   | *      | 12%    | *                | *     | 9%    | 2%  | 5%                | *     | *        | *     |
| Food item                                                                    | 12%   | *      | 12%    | *                | *     | 8%    | 5%  | 11%               | *     | *        | *     |
| Electronics                                                                  | 8%    | *      | 8%     | *                | *     | 8%    | 1%  | 3%                | *     | *        | *     |
| Wine/beer/liquor                                                             | 8%    | *      | 8%     | *                | *     | 9%    | 4%  | 3%                | *     | *        | *     |
| Other                                                                        | 7%    | *      | 7%     | *                | *     | 11%   | 11% | 7%                | *     | *        | *     |

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|------------------------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|                              | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|                              |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| None of these                | 10%   | *      | 10%    | *                | *     | 13%   | 11%   | 11%               | *     | *        | *     |
| Not sure                     | 10%   | *      | 10%    | *                | *     | 11%   | 14%   | 9%                | *     | *        | *     |
| Prefer not to say            | 1%    | *      | 1%     | *                | *     | 1%    | 1%    | 0%                | *     | *        | *     |
| Unweighted N                 | (364) | (0)    | (364)  | (46)             | (80)  | (137) | (101) | (230)             | (47)  | (57)     | (30)  |

  

|                                                                              | Total | Party ID |     |     | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |      |
|------------------------------------------------------------------------------|-------|----------|-----|-----|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|------|
|                                                                              |       | Dem      | Ind | Rep | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| A special experience with family (going on a hike, going to the beach, etc.) | 31%   | 35%      | 22% | 36% | 39%       | 27%   | 28%                        | 27%       | *       | *         | *       | 33%   | *    |
| Flowers                                                                      | 28%   | 32%      | 23% | 28% | 28%       | 29%   | 26%                        | 25%       | *       | *         | *       | 31%   | *    |
| A card                                                                       | 28%   | 26%      | 21% | 37% | 29%       | 28%   | 25%                        | 35%       | *       | *         | *       | 26%   | *    |
| Jewelry                                                                      | 25%   | 33%      | 16% | 23% | 31%       | 14%   | 21%                        | 20%       | *       | *         | *       | 28%   | *    |
| Keepsake gift (engraved photo frame, personal item, etc)                     | 20%   | 24%      | 16% | 19% | 25%       | 17%   | 15%                        | 22%       | *       | *         | *       | 23%   | *    |
| A day to myself                                                              | 19%   | 22%      | 19% | 17% | 20%       | 17%   | 14%                        | 26%       | *       | *         | *       | 18%   | *    |
| Something homemade                                                           | 19%   | 18%      | 21% | 17% | 21%       | 16%   | 18%                        | 20%       | *       | *         | *       | 20%   | *    |
| Certificate for massage/spa                                                  | 18%   | 16%      | 17% | 21% | 21%       | 16%   | 15%                        | 19%       | *       | *         | *       | 18%   | *    |
| Chocolate or candy                                                           | 18%   | 26%      | 10% | 15% | 21%       | 18%   | 14%                        | 14%       | *       | *         | *       | 21%   | *    |
| For someone else to take care of household tasks I normally do               | 17%   | 19%      | 16% | 14% | 21%       | 14%   | 14%                        | 21%       | *       | *         | *       | 14%   | *    |
| Fragrance                                                                    | 16%   | 18%      | 17% | 14% | 19%       | 12%   | 13%                        | 10%       | *       | *         | *       | 19%   | *    |
| Clothing                                                                     | 16%   | 20%      | 10% | 17% | 21%       | 14%   | 11%                        | 14%       | *       | *         | *       | 21%   | *    |

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|------------------------------|----------|-------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|------|
|                              | Party ID |       |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |      |
|                              | Total    | Dem   | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Books                        | 13%      | 18%   | 8%    | 13%   | 14%       | 11%   | 12%                        | 9%        | *       | *         | *       | 20%   | *    |
| Breakfast in bed             | 12%      | 13%   | 11%   | 11%   | 13%       | 7%    | 8%                         | 8%        | *       | *         | *       | 12%   | *    |
| Food item                    | 12%      | 10%   | 10%   | 14%   | 11%       | 15%   | 12%                        | 9%        | *       | *         | *       | 12%   | *    |
| Electronics                  | 8%       | 11%   | 5%    | 6%    | 7%        | 4%    | 9%                         | 3%        | *       | *         | *       | 11%   | *    |
| Wine/beer/liquor             | 8%       | 11%   | 4%    | 8%    | 13%       | 3%    | 6%                         | 8%        | *       | *         | *       | 12%   | *    |
| Other                        | 7%       | 7%    | 10%   | 6%    | 10%       | 7%    | 11%                        | 8%        | *       | *         | *       | 11%   | *    |
| None of these                | 10%      | 11%   | 10%   | 8%    | 7%        | 9%    | 10%                        | 7%        | *       | *         | *       | 9%    | *    |
| Not sure                     | 10%      | 10%   | 13%   | 8%    | 8%        | 6%    | 18%                        | 4%        | *       | *         | *       | 8%    | *    |
| Prefer not to say            | 1%       | 1%    | 0%    | 1%    | 1%        | 1%    | 1%                         | 0%        | *       | *         | *       | 0%    | *    |
| Unweighted N                 | (364)    | (137) | (113) | (114) | (152)     | (133) | (152)                      | (110)     | (73)    | (60)      | (72)    | (149) | (83) |

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## 14. Mother's Day Disappointment

Have you ever been disappointed by your family not doing enough for Mother's Day?

*Among women who say they are mothers*

|              | Total | Gender |        | Age (4 category) |       |       |       | Race (4 category) |       |          |       |
|--------------|-------|--------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
|              |       | Male   | Female | 18-29            | 30-44 | 45-64 | 65+   | White             | Black | Hispanic | Other |
| Yes          | 31%   | *      | 31%    | *                | *     | 37%   | 28%   | 34%               | *     | *        | *     |
| No           | 64%   | *      | 64%    | *                | *     | 61%   | 71%   | 62%               | *     | *        | *     |
| Not sure     | 5%    | *      | 5%     | *                | *     | 3%    | 1%    | 4%                | *     | *        | *     |
| Totals       | 100%  | *      | 100%   | *                | *     | 101%  | 100%  | 100%              | *     | *        | *     |
| Unweighted N | (363) | (0)    | (363)  | (45)             | (80)  | (137) | (101) | (229)             | (47)  | (57)     | (30)  |

  

|              | Total | Party ID |       |       | 2024 Vote |       | Family Income (3 category) |           |         | Region    |         |       |      |
|--------------|-------|----------|-------|-------|-----------|-------|----------------------------|-----------|---------|-----------|---------|-------|------|
|              |       | Dem      | Ind   | Rep   | Harris    | Trump | < \$50K                    | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Yes          | 31%   | 31%      | 26%   | 36%   | 27%       | 28%   | 33%                        | 30%       | *       | *         | *       | 26%   | *    |
| No           | 64%   | 64%      | 69%   | 61%   | 68%       | 69%   | 62%                        | 69%       | *       | *         | *       | 67%   | *    |
| Not sure     | 5%    | 5%       | 5%    | 3%    | 4%        | 3%    | 6%                         | 1%        | *       | *         | *       | 7%    | *    |
| Totals       | 100%  | 100%     | 100%  | 100%  | 99%       | 100%  | 101%                       | 100%      | *       | *         | *       | 100%  | *    |
| Unweighted N | (363) | (137)    | (112) | (114) | (152)     | (133) | (152)                      | (110)     | (73)    | (59)      | (72)    | (149) | (83) |

## YouGov Survey: Parenting and Mother's Day

May 2 - 5, 2025 - 1069 U.S. adult citizens



|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Interviewing Dates</b>     | May 2 - 5, 2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Target population</b>      | U.S. Citizens, aged 18 and over.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Sampling method</b>        | Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Weighting</b>              | The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 6.611, with a mean of one and a standard deviation of 0.911. |
| <b>Number of respondents</b>  | 1069                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Margin of error</b>        | ± 4.1% (adjusted for weighting)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Survey mode</b>            | Web-based interviews                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Questions not reported</b> | 89 questions not reported.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |