MOTHERLY State of Motherhood

2024 SURVEY REPORT

As we approach this election year, it is clear that mothers' voices are not only relevant but vital in shaping a future where families can thrive. Let us heed their call for action, prioritize their needs and champion the policies that will define the health and happiness of the next generation.



Jill Koziol Cofounder of Motherly

Motherly amplifies the voices of mothers through our annual State of Motherhood survey, the largest statistically significant survey of mothers in the country. Nearly 6,000 mothers completed our seventh annual survey, conducted from March 3 to March 18, 2024. To ensure our results represent today's mothers accurately, we weighted the data to align with US Census demographic data. Our report focuses on the findings from Gen Z (aged 18-27) and Millennial (aged 28 to 43) mothers. When reviewing our findings and generational comparisons, it is important to note that only 6% of Gen Z women are mothers, representing a distinct and emerging group entering motherhood earlier than many of their peers.

As in previous years, findings continue to validate that today's mothers are parenting without adequate support. This year finds that Gen Z moms are signaling a continuing future birth rate decline; childcare access and affordability issues continue to impact mothers' ability to work; a quarter of all moms report receiving regular financial support from their parents, with Gen Z moms twice as likely to have help from their partners compared to their own mothers' generations (Gen X+). In this election year, more than 85% of moms over 30 support federally mandated paid leave, regulation to address climate change, federally protected reproductive rights and increased gun control policies. But findings also show that moms under 30 feel differently, possibly signaling apathy or low confidence in what those policies might bring.

The following report is a synthesis of this year's findings. Full data tables can be found in the appendix.

Gen Z mothers are much less likely to plan on having another child

In the next 10 years, it's projected that about **80%** of Millennials will be parents, but it's unclear if Gen Z will embrace parenthood to the same extent. We learned this year that Gen Z moms under 30 are less than half as likely to plan on another child than Millennial moms under 30 were in 2019 **(31%** vs **65%)**, signaling a continued birth rate decline in the United States.

| Are you planning on having or adopting more children? | All Gen Z/Mil | Net <30 | Net 30-39 | Net 40+ |
|---|------------------|------------|--------------|------------|
| Yes | 25% | 31% | 27% | 5% |
| No | 55% | 59% | 49% | 86% |
| Not Sure | 20% | 10% | 24% | 9% |



There are many reasons why mothers may choose not to add to their families—and looking at the survey responses, we see some interesting differences by age. "Family feels complete" coupled with financial concerns are the top reasons why moms in their 30s are choosing not to grow their families, while 40+ moms cite age as the number one reason, in addition to their family feeling complete. In contrast, younger moms point to a variety of reasons for not wanting to expand their families, including concerns about the state of the world:

- Combining financial reasons (11%), lack of support (11%) and career (11%); we see that 33% of younger moms feel that the need/desire to work combined with inadequate childcare support contributes the most to not wanting to have more children.
- Younger moms are much more likely to point to concerns about the environment and the state of the world as reasons not to have additional children (25% compared to 5% of those 30-39).
- Finally, although young, **1** in **10 (11%)** of moms <30 cite medical considerations as the reason they would not like to have more children. This may be correlated with younger generations being more likely to be BIPOC and underserved by the healthcare system.

Two-thirds of moms considered leaving the workforce last year due to the stress and cost of childcare, highest among Gen Z at 82%

This year, more mothers are in the workforce, with younger moms showing a strong trend of re-entering or joining work, influenced by economic pressures such as inflation. Despite this, a consistent issue remains: childcare. Many mothers report leaving or adjusting their work life due to the lack of affordable childcare, a sentiment that resonates deeply across all ages—but is most pronounced among the youngest generation.

Cost and stress of the daycare situation has always been rated as a reason to consider leaving the workforce, but this year it registers at an all-time high at **66%** (up **14%** year over year), driven mostly by moms under 30, among whom **82%** say cost and stress related to childcare is a reason to leave the workforce.

Our traditional work contract is inadequate, particularly in supporting family needs. With 66% of young mothers considering leaving the workforce due to childcare costs and stress, it's critical to empower women to use technology to develop innovative solutions. Let's redefine work flexibility and enhance childcare options to retain and support working mothers.



Brooke Markevicius Tech Entrepreneur & Author of "The Future Built by Women"



Access to affordable, high-quality childcare continues to be a primary concern for working moms—and a key driver in women leaving the workforce or being able to return to full-time work. **Half** of non-working moms point to the need for affordable childcare as the prerequisite for returning to/entering the workforce.

Four in 10 moms who made a job or employment change in the past 12 months did so because of lack of childcare or needing/wanting to stay home with children.

Coming out of the pandemic, very little has moved for moms on childcare. Across the years, **twothirds** of mothers surveyed are paying more than \$1,000 a month for care—contributing to the main reason for why parents are dissatisfied with their childcare situation.



Half of non-working moms point to the need for affordable childcare as the prerequisite for returning to/entering the workforce.

This data presents a comprehensive picture of modern and ambitious mothers. It reveals that women are more likely than ever to consider a career pause due to the high costs of childcare, among other factors. It also shows the surge of women who eventually return to the workforce after time away. I hope this is another cultural call to action that it's not only time to advocate for more support for parents in the workforce but also to normalize career pauses so that women can shift in and out of the traditional workplace with more support and less penalty on reentry.



N<mark>eha Leela Ruch</mark> Founder & CEO of Mother Untitled

Gen Z moms are 2.5 times less likely than Millennial moms to have position flexibility and half as likely to have paid maternity leave

Younger moms under 30 report unique needs and pressures, including less flexibility with work for them and their partners. Moms 30 and older are **2** to **3** times as likely as younger moms to have full-time employment that allows them to work from home. In contrast, moms under 30 who are working from home are much more likely to work only part-time. Meanwhile, younger moms are also less likely to have some support from a partner who also works from home–only **7%** compared to 1 in 5 among moms 30+.

Dishearteningly, evidence in the survey suggests that younger, newer moms are getting the least amount of support in the workplace:



If you are employed, what benefits does your employer offer that supports you as a mother? Select all that apply.

| | All Gen Z/Mil | Net <30 | Net 30-39 | Net 40+ |
|---|------------------|------------|--------------|------------|
| Position flexibility (e.g., more part-time, remote work, job-sharing, or schedule flexibility) | 59% | 30% | 66% | 72% |
| Paid maternity leave | 43% | 26% | 48% | 37% |

Finally, Motherly provides undeniable evidence that the broken rung in the career ladder is not of our making! Toxic workplaces drive away experienced working moms, perpetuating the gender gap in leadership. We should prioritize our mental health over our careers, but when we do, we're still punished. Toxic environments limit our representation at the top, stifle mentorship and growth, and deprive future and younger working moms of guidance. And let's be clear: companies also suffer, losing valuable and proven productive employees, thereby negatively impacting their bottom line.



Christine Michel Carter Speaker, Consultant, Writer

Over a quarter (27%) of all moms regularly receive financial support from their parents, rising to 49% for moms under 30

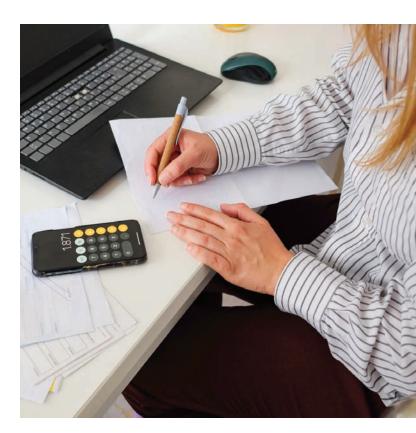
It is not surprising that today's parents still need some support from their parents. Indeed, over onequarter (27%) report taking financial help regularly or occasionally. However, this year, half (49%) of moms under 30 report taking financial help from parents, noting they struggle with living expenses and student loan debt, falling off to an average of 23% among those aged 30 to 39, before declining to 16% among parents in their 40s.

While there is a general progression in financial wellbeing with age, many young mothers still feel the pressure of living paycheck to paycheck. In general, there is little change in self-assessment of financial well-being since last year:

| Financial Situation | 2022 Total | 2023 Total | 2024 Total |
|---|---------------|---------------|---------------|
| On track – living below my means and will be prepared for the future | 19% | 20% | 23% |
| Almost on track – living below my means and saving a bit but need to save more | 39% | 40% | 34% |
| At my means – living paycheck to pay- check, spending almost everything I make every month, but I'm not going any deeper into debt | 31% | 29% | 31% |
| Beyond my means – spending more than I make every month and going deeper into debt | 10% | 9% | 10% |

Nonetheless, the majority of moms **(79%)** remain fairly optimistic that their children will be better off financially—with younger moms especially so, while moms with children aging into teens and adults are a little less optimistic.

Moms are reporting feeling financially stressed, and this holds true regardless of income. While there appears to be a little easing of the purse strings this year compared to last year's worries of recession, the trend is still toward cutting back.



Nearly 60% of moms under 30 report equally sharing household responsibilities with a partner vs. 35% of moms over 30

Encouragingly, there's a shift towards more equitable sharing of household responsibilities among younger couples, with many reporting a true partnership approach to chores and parenting duties.

With each generation, there has been progress in terms of moms sharing household responsibilities with a partner. This is the first year in which a majority of any cohort of moms report they share responsibilities equally, with **59%** of moms under 30 saying this is the case. Gen Z moms get more help from their partners compared to Millennials—and they are **twice as likely** to have help from their partners, compared to their own mothers' generations (Gen X+). Moms aged 30-39 are split, with half **(53%)** saying household responsibilities fall to solely or mostly them; and **60%** of moms in their 40s saying it is solely or mostly on their shoulders. Of note, moms under 30 are **10%** more likely to have a partner than moms over 40.



| Who in your household primarily handles household | |
|---|--|
| chores/responsibilities? | |

| | All Gen Z/Mil | Net <30 | Net 30-39 | Net 40+ |
|--|------------------|------------|--------------|------------|
| Mostly me | 42% | 27% | 45% | 47% |
| Share equally | 42% | 59% | 40% | 29% |
| Only me | 8% | 4% | 8% | 13% |
| Mostly my partner | 3% | 5% | 3% | 3% |
| Only my partner | 1% | 2% | 1% | 1% |
| Outsource or hire out chores and responsibilities | 1% | 1% | 1% | 2% |
| Not applicable, single parent | 2% | 3% | 1% | 5% |

The survey shows promising trends among Gen Z moms, who not only report a more equitable distribution of household duties but also a higher engagement in therapy, with 7 in 10 seeking support in the past year. These positive changes are crucial for maternal mental health. Despite this progress, challenges like affordable childcare, flexible work options and sufficient maternity leave remain pressing issues.



Erica Djossa Founder & CEO of Momwell

53% of moms under 30 get at least an hour to themselves each day vs. only 39% for all moms

Possibly thanks to more help from their partners, younger moms are also paying more time and attention to their self-care. Moms under 30 report working out more frequently, going out with friends more often and going on date night more frequently than their older counterparts.

| | | Total Gen Z/Mil | Net <30 | Net 30-39 | Net 40+ |
|---|------------------------|-----------------------|------------|--------------|------------|
| On average, how | Every day | 11% | 17% | 9% | 12% |
| frequently do you work out for at least | A few times a week | 35% | 34% | 34% | 36% |
| 30 minutes a day? | A few times a month | 27% | 30% | 27% | 21% |
| | A few times a year | 12% | 8% | 12% | 13% |
| | Never | 15% | 10% | 16% | 18% |
| On average, how | 0 times | 43% | 26% | 47% | 44% |
| many times a month do you go | 1-2 times | 44% | 38% | 45% | 47% |
| out with friends, | 3-4 times | 9% | 21% | 5% | 8% |
| without children? | 5+ times | 5% | 15% | 2% | 2% |
| On average, how | 0 times | 41% | 21% | 45% | 47% |
| many times a month do you go | 1-2 times | 44% | 40% | 45% | 41% |
| on a date with | 3-4 times | 9% | 21% | 6% | 9% |
| your partner? | 5+ times | 6% | 18% | 4% | 3% |
| On average, how | Less than 1 hr | 61% | 47% | 64% | 53% |
| much time do you get to yourself without | 1-2 hours | 32% | 38% | 32% | 35% |
| work or family obligations each day? | 3 or more hours | 7% | 15% | 5% | 12% |



How Gen Z moms spend their time

34%

work out 3x a week 74%

go out with friends without children at least 1x a month 79%

go on a date with partner at least 1x a month



get at least an hour to themselves each day

When it comes to getting at least an hour of time to themselves each day, moms under 30 with younger children look more like older moms over 40 with more self-sufficient children. It's hard to say how much of this difference between moms under 30 and those over 30 is due to age, truly different attitudes or the realities of having one child versus two or three.

Again, possibly because of getting more partner support and more time for themselves, younger moms also report having more sex and being more satisfied with their sex lives.



| Among moms with partner | Total Gen Z/Mil | Net <30 | Net 30-39 | Net 40+ |
|---|-----------------------|------------|--------------|------------|
| Frequency of sex | | | | |
| 3 or more times a week | 8% | 16% | 6% | 7% |
| 1-2 times a week | 33% | 37% | 32% | 31% |
| 1-2 times a month | 35% | 32% | 37% | 31% |
| Less than once a month | 25% | 15% | 25% | 31% |
| Ideal sex frequency | | | | |
| 3 or more times a week | 19% | 33% | 17% | 12% |
| 1-2 times a week | 59% | 48% | 62% | 58% |
| 1-2 times a month | 19% | 18% | 19% | 23% |
| Less than once a month | 3% | 0% | 3% | 7% |
| How satisfied are you with your sex life? | | | | |
| Extremely satisfied | 12% | 19% | 11% | 96% |
| Satisfied | 31% | 33% | 32% | 28% |
| Neither satisfied nor dissatisfied | 35% | 36% | 34% | 32% |
| Dissatisfied | 17% | 10% | 18% | 21% |
| Extremely dissatisfied | 5% | 1% | 5% | 10% |
| Total satisfied | 43% | 53% | 42% | 38% |
| Total dissatisfied | 22% | 12% | 23% | 30% |

Younger moms are more likely than their older counterparts to desire sex more frequently and to be having sex closer to their ideal frequency. Even though moms under 30 report they are having less sex than before **(53%)**, they are still more likely to report satisfaction with their overall sex life.

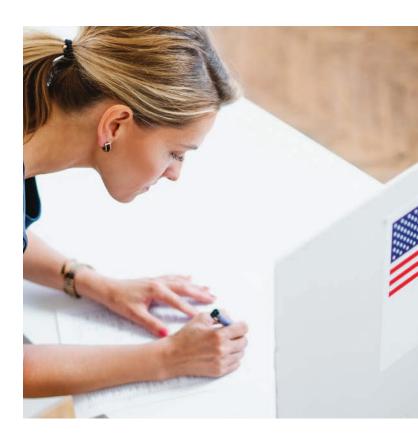
Younger moms report having more sex and being more satisfied with their sex lives. Moms indicate near universal support for motherhood-related governmental policies, but Gen Z moms diverge, indicating apathy

In 2024, a critical election year, we found that at least **85%** of moms support federally mandated paid leave, regulation to address climate change, federally funded reproductive rights and increased gun control policies, but surprisingly, moms under 30 are **3 times less likely** to support these policies.

Motherly's State of Motherhood survey asked about a variety of policy issues that pertain to moms. There are notable differences by age related to the priority level of critical concerns:

- Moms over 30 (with school-age children) are more likely to place gun control in the top 1 or 2 issues compared to moms under 30 (despite their closer proximity to high school)
- Moms in older demographics are more concerned about reproductive rights, possibly as they think about their own daughters
- Moms under 40 are more likely to prioritize family leave and childcare, still having the greatest need for those programs and services
- Moms under 30 rate environmental concerns as high as healthcare access or costs

Moms under 30 are 3x less likely to support federally mandated paid leave, regulations to address climate change, federally funded reproductive rights and increased gun control policies.



Most interestingly, across the board we see weaker support from the youngest mothers on most of the policy actions tested. The survey does not delve into why moms may be more or less supportive of policy action, but the results suggest some amount of skepticism or apathy among younger moms that regulation will lead to real systemic change.



| Election Topic | Total Gen Z/Mil | Net <30 | Net 30-39 | Net 40+ |
|------------------------------------|-----------------------|------------|--------------|------------|
| Regulation to address climate cha | inge | | | |
| Support | 85% | 65% | 89% | 83% |
| Not Support | 15% | 35% | 11% | 17% |
| Federally protected reproductive | rights | | | |
| Support | 84% | 65% | 88% | 86% |
| Not Support | 16% | 35% | 12% | 14% |
| Federally mandated paid leave | | | | |
| Support | 92% | 73% | 96% | 97% |
| Not Support | 8% | 27% | 4% | 3% |
| Increased gun safety/gun control | policies | | | |
| Support | 86% | 67% | 91% | 87% |
| Not Support | 14% | 33% | 9% | 13% |
| US involvement in international co | onflict | | | |
| Support | 58% | 53% | 59% | 64% |
| Not Support | 42% | 47% | 41% | 36% |

The findings in this report should be a huge wakeup call for our politicians. Mothers overwhelmingly support federal paid leave, reproductive rights, increased gun control and climate change regulation. These are the issues that mothers care about. And we are going to vote accordingly.



Allison Whalen Founder & CEO of Parentaly

METHODOLOGYSTATEMENT

Motherly designed and administered this survey taken by 5,608 mothers through Motherly subscribers list, social media and partner channels. This report focuses on the cleaned and weighted Millennial/Gen Z cohort of 3,220 respondents aged 18-43. Edge Research weighted the data to reflect the racial and ethnic composition of the US female Millennial cohort based on available US Census data. Appendix: Detailed Results

| | | Genera | ation | | Generation | | | | Et | hnicity | | | Numb | | Ages of Children | | | | | | | Employ | yment | | |
|--|-------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | Not Employed |
| Q01: Which of the following categories best describes you? | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| Select all that apply. | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Trying to conceive | 3% | 4% | 1% | 4% | 2% | 3% | 4% | 4% | 1% | 6% | 4% | 6% | 2% | 7% | 1% | 3% | 3% | 4% | 2% | 2% | 3% | 3% | 4% | 4% |
| | Pregnant | 7% | 9% | 5% | 9% | 2% | 6% | 10% | 10% | 10% | 6% | 6% | 7% | 7% | 10% | 14% | 9% | 5% | 8% | 5% | 8% | 7% | 6% | 8% | 7% |
| | Mother | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | Grandmother | 2% | 0% | - | 0% | 10% | 3% | 1% | 1% | 1% | 1% | 3% | 0% | 4% | - | - | 1% | 4% | 2% | 3% | 4% | 2% | 1% | 3% | 3% |
| | Other (please specify) | 1% | 0% | - | 0% | 2% | 1% | 0% | 0% | 0% | 0% | - | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 0% | 2% | 1% | 1% | 0% | 1% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Number of Ages of Children | | | | | | Employment | | | | | | | |
|---|-------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|----------------------------|--------------|------------|--|---|-------------------------------|------------|-----------|--------------------|----------------------|--------------|---|-------------------|--|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | Work full time outside home or part-timer outside home | e Not Employed | |
| Q02: Children come into our lives in many different ways. | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 | |
| How did you become a parent? Select all that apply. | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 | |
| | Fertility treatment | 15% | 13% | 4% | 14% | 19% | 15% | 14% | 16% | 12% | 12% | 17% | 12% | 16% | 14% | 27% | 14% | 14% | 18% | 10% | 11% | 15% | 14% | 17% | 13% | |
| | Adoption | 3% | 3% | 9% | 2% | 4% | 3% | 2% | 1% | 5% | 0% | - | 3% | 3% | 1% | - | 1% | 5% | 3% | 3% | 3% | 3% | 2% | 3% | 3% | |
| | Foster system | 2% | 2% | 4% | 2% | 2% | 2% | 3% | 4% | 7% | | 2% | 1% | 3% | - | 9% | 1% | 3% | 2% | 4% | 2% | 2% | 2% | 2% | 2% | |
| | Sex | 90% | 91% | 85% | 92% | 88% | 91% | 89% | 91% | 87% | 92% | 91% | 88% | 92% | 88% | 92% | 95% | 89% | 88% | 93% | 93% | 90% | 91% | 88% | 92% | |
| | Step-parent | 2% | 2% | - | 2% | 4% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 0% | - | 3% | 3% | 2% | 1% | 4% | 2% | 1% | 3% | 3% | |
| | Other (please specify) | 1% | 1% | 0% | 1% | 2% | 1% | 1% | 1% | 1% | - | - | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 2% | 1% | 1% | 1% | 0% | |

| | Gener | ration | | Generation | | | | Et | thnicity | | | Numb | | Ages of Children | | | | | | | Emplo | yment | | |
|--|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|--------------|---|-----------------|
| | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | Work full time outside home or part-timer outside home | Not Employed |
| Q03: How many children are you the parent or guardian for? Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| 0 children | - | - | - | - | - | - | - | - | - | - | | - | - | - | | - | | · · | - | | | - | | - |
| 1 child | 39% | 45% | 82% | 42% | 22% | 36% | 45% | 37% | 54% | 45% | 36% | 100% | - | 100% | | - | 41% | 35% | 59% | 23% | 42% | 54% | 33% | 30% |
| 2 children | 39% | 40% | 17% | 42% | 37% | 40% | 39% | 44% | 31% | 47% | 36% | - | 64% | - | 98% | 66% | 33% | 46% | 24% | 44% | 39% | 34% | 43% | 39% |
| 3 children | 13% | 11% | 1% | 12% | 18% | 14% | 12% | 16% | 10% | 7% | 16% | - | 21% | - | 2% | 25% | 13% | 12% | 10% | 16% | 12% | 7% | 15% | 17% |
| 4 children | 5% | 3% | - | 3% | 12% | 6% | 3% | 3% | 4% | 1% | 5% | - | 8% | - | 0% | 6% | 7% | 4% | 4% | 11% | 5% | 2% | 6% | 7% |
| 5 or more children | 4% | 1% | - | 1% | 11% | 5% | 1% | 0% | 1% | - | 6% | - | 6% | - | - | 2% | 6% | 2% | 3% | 6% | 3% | 2% | 3% | 7% |

| | | Gener | ation | ion Generation | | | | | Et | hnicity | | | Numi Chil | | n Ages of Children | | | | Employment | | | | | | | | | | |
|---|---------------------------------------|-----------------------------|-------------------|----------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|--------------|--------------|--------------------|----------|---|-------------------------------|------------|-----------|--------------------|------|---|--------------|-----------------|--|--|--|--|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | outside home | Not Employed | | | | |
| Q04: What are the ages of each child in your household? | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 | | | | |
| Check all that apply. | Base: Have child in household | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 | | | | |
| | Less than 1 | 17% | 22% | 18% | 23% | 2% | 17% | 18% | 24% | 14% | 13% | 21% | 12% | 21% | 26% | 79% | 35% | - | 19% | 10% | 15% | 16% | 13% | 19% | 21% | | | | |
| | 1 year old | 15% | 19% | 7% | 20% | 4% | 14% | 18% | 25% | 12% | 19% | 13% | 13% | 16% | 30% | 31% | 34% | - | 15% | 11% | 11% | 14% | 13% | 15% | 20% | | | | |
| | 2 years old | 22% | 28% | 20% | 28% | 4% | 20% | 25% | 26% | 29% | 24% | 14% | 19% | 23% | 43% | 84% | 40% | - | 23% | 22% | 16% | 22% | 23% | 22% | 20% | | | | |
| | 3 years old | 21% | 25% | 18% | 26% | 7% | 20% | 23% | 21% | 24% | 24% | 17% | 17% | 23% | - | - | 33% | 24% | 20% | 22% | 16% | 20% | 22% | 20% | 21% | | | | |
| | 4 years old | 16% | 18% | 17% | 19% | 8% | 15% | 17% | 17% | 17% | 16% | 18% | 11% | 19% | - | - | 28% | 17% | 16% | 17% | 11% | 16% | 19% | 14% | 16% | | | | |
| | 5 years old | 15% | 17% | 18% | 17% | 8% | 14% | 17% | 17% | 20% | 12% | 9% | 12% | 17% | - | - | 24% | 18% | 13% | 18% | 12% | 15% | 15% | 14% | 17% | | | | |
| | 6 years old | 11% | 11% | 10% | 11% | 11% | 12% | 10% | 10% | 9% | 13% | 14% | 4% | 16% | - | - | 14% | 15% | 12% | 9% | 15% | 11% | 9% | 13% | 12% | | | | |
| | 7 years old | 8% | 7% | 5% | 7% | 8% | 8% | 6% | 6% | 7% | 5% | 9% | 3% | 11% | - | - | 9% | 10% | 8% | 6% | 9% | 7% | 6% | 9% | 8% | | | | |
| | 8 years old | 6% | 5% | - | 6% | 10% | 7% | 6% | 7% | 4% | 5% | 2% | 1% | 10% | - | - | 6% | 9% | 6% | 4% | 10% | 6% | 4% | 7% | 8% | | | | |
| | 9 years old | 5% | 3% | - | 4% | 10% | 6% | 4% | 3% | 3% | 4% | 5% | 1% | 7% | - | - | 4% | 7% | 5% | 3% | 7% | 4% | 4% | 4% | 7% | | | | |
| | 10 years old | 5% | 3% | - | 4% | 11% | 6% | 5% | 3% | 4% | 6% | 13% | 2% | 8% | - | - | 3% | 9% | 5% | 4% | 7% | 5% | 3% | 6% | 6% | | | | |
| | 11 years old | 3% | 2% | - | 2% | 8% | 4% | 2% | 2% | 1% | 2% | 7% | 1% | 5% | - | - | 2% | 5% | 3% | 2% | 8% | 3% | 2% | 3% | 5% | | | | |
| | 12 years old | 4% | 2% | - | 3% | 11% | 4% | 4% | 5% | 2% | 2% | 5% | 1% | 7% | - | - | 2% | 7% | 4% | 3% | 3% | 4% | 4% | 4% | 6% | | | | |
| | 13 years old | 4% | 2% | - | 2% | 12% | 5% | 3% | 3% | 1% | 3% | 14% | 1% | 7% | - | - | 2% | 7% | 4% | 4% | 6% | 4% | 4% | 4% | 5% | | | | |
| | 14 years old | 4% | 1% | - | 1% | 13% | 5% | 2% | 2% | 2% | 2% | 6% | 0% | 6% | - | - | 1% | 7% | 3% | 3% | 9% | 3% | 2% | 4% | 6% | | | | |
| | 15 years old | 3% | 1% | - | 1% | 10% | 4% | 1% | 2% | 0% | 1% | 3% | 0% | 5% | - | - | 1% | 6% | 3% | 2% | 4% | 3% | 2% | 4% | 4% | | | | |
| | 16 years old | 4% | 1% | - | 1% | 11% | 4% | 2% | 3% | 2% | 1% | 3% | 0% | 6% | - | - | 2% | 6% | 3% | 3% | 6% | 3% | 3% | 3% | 5% | | | | |
| | 17 years old | 4% | 1% | - | 1% | 11% | 5% | 2% | 2% | 2% | 2% | 2% | 0% | 6% | - | - | 2% | 6% | 3% | 3% | 8% | 3% | 2% | 4% | 5% | | | | |
| | 18 years and up | 12% | 2% | - | 2% | 42% | 15% | 5% | 4% | 5% | 5% | 18% | 1% | 18% | - | - | 2% | 21% | 10% | 9% | 26% | 11% | 6% | 13% | 15% | | | | |
| | Not applicable, no child in household | · · | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | | - | - | - | - | | | | |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numb Chilo | | | Ages of | Children | | | | | Emplo | yment | | |
|--|-----------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|-------|--------------|------|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | from home or | | e Not Employed |
| Q05: What is your current relationship status? | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Married | 88% | 91% | 88% | 91% | 81% | 89% | 87% | 86% | 86% | 93% | 81% | 86% | 89% | 89% | 96% | 93% | 85% | 87% | 92% | 88% | 89% | 92% | 86% | 85% |
| | Single | 3% | 2% | 2% | 2% | 5% | 3% | 3% | 3% | 5% | 1% | 4% | 5% | 2% | 4% | 0% | 1% | 4% | 3% | 2% | 4% | 3% | 2% | 3% | 4% |
| | Separated | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 0% | | 0% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 0% |
| | Divorced | 2% | 1% | - | 1% | 6% | 3% | 1% | 1% | 2% | 1% | 5% | 2% | 3% | 0% | | 0% | 4% | 3% | 2% | 2% | 3% | 2% | 3% | 2% |
| | Have partner, co-living | 5% | 5% | 8% | 5% | 4% | 4% | 6% | 8% | 5% | 4% | 7% | 5% | 4% | 6% | 3% | 5% | 4% | 5% | 2% | 3% | 4% | 3% | 5% | 7% |
| | Have partner, not co-living | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 1% | 1% | - | - | 1% | 0% | 0% | | 0% | 0% | 0% | 0% | | 0% | - | 1% | 1% |
| | Other (please specify) | 0% | 0% | - | 0% | 1% | 0% | 0% | 0% | 0% | 1% | 2% | 0% | 1% | - | 0% | 0% | 1% | 0% | - | 1% | 0% | 0% | 0% | 1% |

| | Genera | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Employ | ment | | |
|--|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|--------|----------------|--------------|-----------------|
| | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | work part-time | outside home | Not Employed |
| Q06: Are you planning on having or adopting more children? Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| Yes | 20% | 25% | 36% | 24% | 3% | 17% | 24% | 27% | 25% | 21% | 18% | 31% | 12% | 49% | 28% | 14% | 12% | 20% | 17% | 13% | 18% | 18% | 19% | 24% |
| No | 63% | 55% | 56% | 55% | 89% | 67% | 57% | 49% | 61% | 62% | 55% | 52% | 71% | 30% | 43% | 61% | 78% | 62% | 74% | 68% | 66% | 67% | 64% | 55% |
| Unsure | 17% | 20% | 8% | 21% | 7% | 16% | 19% | 24% | 14% | 17% | 27% | 17% | 17% | 21% | 29% | 26% | 11% | 19% | 9% | 19% | 16% | 14% | 17% | 21% |

| | | Genera | ation | | Generation | | | | E | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | oyment | | |
|---|-------------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | e Not Employed |
| Q07: If no, what is the primary reason for that decision? | Unweighted Base | 2366 | 1785 | 113 | 1672 | 581 | 1800 | 502 | 140 | 151 | 155 | 33 | 762 | 1604 | 202 | 92 | 627 | 1444 | 1157 | 659 | 121 | 1937 | 898 | 918 | 429 |
| | Base: Not planning to have or adopt | | | | | | | | | | | | | | | | | | | | | | | | |
| | more children | 1680 | 1099 | 82 | 1017 | 581 | 1057 | 590 | 226 | 211 | 119 | 33 | 538 | 1142 | 136 | 64 | 385 | 1093 | 809 | 461 | 94 | 1364 | 622 | 647 | 317 |
| | Other (please specify) | 3% | 3% | - | 3% | 3% | 4% | 2% | 2% | 1% | 2% | - | 3% | 3% | 5% | 2% | 2% | 3% | 3% | 1% | 3% | 3% | 2% | 3% | 4% |
| | Unable to conceive | 1% | 1% | - | 1% | 2% | 2% | 1% | 0% | 0% | 1% | 3% | 2% | 1% | - | - | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 2% |
| | Financial reasons | 12% | 15% | 7% | 16% | 5% | 10% | 15% | 20% | 10% | 15% | 8% | 13% | 11% | 15% | 15% | 14% | 10% | 13% | 12% | 4% | 12% | 13% | 12% | 10% |
| | Career reasons | 3% | 4% | 8% | 4% | 1% | 2% | 5% | 3% | 6% | 4% | | 7% | 2% | 11% | 4% | 1% | 3% | 3% | 6% | 0% | 4% | 5% | 3% | 1% |
| | Medical considerations | 6% | 7% | 17% | 6% | 4% | 4% | 9% | 7% | 10% | 7% | 12% | 9% | 4% | 8% | 5% | 6% | 6% | 4% | 9% | 2% | 6% | 8% | 4% | 7% |
| | Age | 23% | 11% | 9% | 12% | 45% | 26% | 17% | 17% | 17% | 20% | 31% | 18% | 26% | 12% | 8% | 13% | 29% | 24% | 19% | 29% | 22% | 19% | 25% | 26% |
| | Don't want to be pregnant again | 8% | 10% | 15% | 10% | 5% | 7% | 11% | 9% | 13% | 12% | 12% | 10% | 7% | 11% | 18% | 9% | 7% | 8% | 10% | 6% | 9% | 9% | 9% | 7% |
| | Family feels complete | 34% | 35% | 17% | 36% | 32% | 37% | 28% | 31% | 21% | 28% | 33% | 16% | 42% | 19% | 46% | 48% | 30% | 37% | 24% | 50% | 33% | 28% | 36% | 35% |
| | Concern for the state of the world | 2% | 3% | 5% | 3% | 1% | 2% | 3% | 2% | 3% | 5% | - | 6% | 0% | 6% | 1% | 0% | 2% | 1% | 5% | 1% | 2% | 4% | 1% | 1% |
| | Sustainability of the environment | 2% | 3% | 13% | 2% | - | 1% | 3% | 2% | 5% | 1% | 2% | 5% | 0% | 2% | - | 1% | 2% | 0% | 6% | 1% | 2% | 4% | 0% | 1% |
| | Lack of support | 5% | 7% | 9% | 7% | 1% | 4% | 8% | 6% | 12% | 5% | | 11% | 2% | 12% | - | 4% | 5% | 4% | 7% | 2% | 5% | 7% | 4% | 5% |
| | Not applicable | 1% | 0% | - | 0% | 1% | 1% | 0% | | 1% | 1% | | - | 1% | - | 2% | 1% | 1% | 0% | 0% | 2% | 0% | 0% | 1% | 1% |

| | | Gener | ration | | Generation | | | | E | thnicity | | | Numb | | | Ages of | Children | | | | | Employ | /ment | | |
|---|-----------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|--------------|------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | | Not Employed |
| Q08: Which best describes your current employment status? | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Stay at home parent | 18% | 18% | 17% | 18% | 20% | 18% | 18% | 25% | 9% | 14% | 22% | 13% | 22% | 17% | 21% | 25% | 16% | - | - | - | - | - | | 84% |
| | Working full-time from home | 20% | 20% | 4% | 22% | 18% | 20% | 20% | 20% | 16% | 23% | 24% | 19% | 20% | 22% | 19% | 22% | 18% | 40% | - | - | 25% | 57% | - | - |
| | Working part-time from home | 15% | 18% | 59% | 15% | 6% | 13% | 19% | 5% | 41% | 21% | | 29% | 6% | 20% | 13% | 4% | 19% | - | 64% | - | 19% | 43% | - | - |
| | Working full-time out of the home | 30% | 29% | 11% | 31% | 32% | 32% | 27% | 33% | 20% | 23% | 32% | 26% | 32% | 28% | 34% | 33% | 28% | 60% | - | - | 38% | - | 78% | - |
| | Working part-time out of the home | 8% | 8% | 7% | 8% | 10% | 9% | 7% | 8% | 5% | 8% | 8% | 6% | 10% | 6% | 9% | 9% | 9% | - | 36% | - | 11% | - | 22% | |
| | Work for myself | 5% | 4% | 1% | 4% | 9% | 6% | 4% | 4% | 5% | 5% | 2% | 3% | 7% | 3% | 3% | 5% | 6% | - | - | 100% | 7% | - | - | |
| | Currently seeking employment | 3% | 3% | 1% | 3% | 4% | 3% | 4% | 4% | 4% | 5% | 12% | 4% | 3% | 4% | 1% | 2% | 4% | - | - | - | - | - | | 16% |

| | | Gene | ration | | Generation | | | | B | thnicity | | | Numb Chil | ber of dren | | Ages of | Children | | | | | Emplo | yment | | |
|--|--------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|--------------|----------------|------------|--|---|------------|-----------|-----------|--------------------|-------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | children 3 | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | outside home | Not Employed |
| Q09: On average, how many hours are you employed per | Unweighted Base | 3067 | 2579 | 155 | 2424 | 488 | 2311 | 674 | 192 | 210 | 203 | 40 | 1306 | 1761 | 599 | 170 | 757 | 1541 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | |
| week? | Base: Currently Employed | 2076 | 1588 | 120 | 1467 | 488 | 1249 | 802 | 324 | 302 | 155 | 40 | 862 | 1214 | 361 | 116 | 465 | 1133 | 1316 | 623 | 138 | 2076 | 924 | 1014 | - |
| | 0 hours | 0% | 0% | 4% | 0% | 0% | 0% | 1% | | 1% | - | | 0% | 0% | - | | - | 1% | 0% | 0% | 1% | 0% | 0% | 0% | - |
| | 1-10 hours | 10% | 12% | 34% | 10% | 5% | 9% | 13% | 5% | 22% | 15% | 7% | 16% | 6% | 11% | 8% | 5% | 12% | 0% | 29% | 21% | 10% | 16% | 4% | - |
| | 11-20 hours | 13% | 15% | 36% | 13% | 8% | 13% | 14% | 5% | 23% | 16% | 5% | 21% | 8% | 16% | 5% | 8% | 16% | 1% | 40% | 17% | 13% | 19% | 7% | - |
| | 21-30 hours | 11% | 10% | 10% | 10% | 14% | 10% | 12% | 17% | 12% | 6% | 9% | 7% | 13% | 8% | 21% | 10% | 11% | 3% | 24% | 24% | 11% | 8% | 11% | - |
| | 31-40 hours | 37% | 37% | 9% | 39% | 39% | 39% | 35% | 43% | 22% | 37% | 36% | 32% | 41% | 39% | 38% | 45% | 34% | 55% | 5% | 18% | 37% | 31% | 46% | - |
| | 41-50 hours | 24% | 23% | 7% | 24% | 28% | 26% | 22% | 25% | 17% | 22% | 32% | 20% | 27% | 24% | 22% | 28% | 23% | 36% | 2% | 12% | 24% | 22% | 28% | - |
| | 51+ hours | 4% | 3% | - | 4% | 5% | 4% | 4% | 4% | 3% | 3% | 11% | 2% | 5% | 2% | 5% | 4% | 4% | 5% | - | 8% | 4% | 2% | 4% | - |

| | | Gene | ration | | Generation | | | | E | thnicity | | | | ber of Idren | | Ages o | of Children | | | | | Emple | oyment | | |
|--|-----------------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|------|-----------|----------|----------------------|-------|---|---------|-----------------|-----------|--|-------------|------|-----------|-----------|--------------------|----------------------|---|--------------|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | AND 1 or | All | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | e Not Employed |
| Q10: Which best describes your partner's current | Unweighted Base | 3656 | 3101 | 187 | 2914 | 555 | 2746 | 801 | 255 | 221 | 244 | 51 | 1439 | 2217 | 709 | 218 | 1003 | 1725 | 1850 | 874 | 176 | 2900 | 1308 | 1416 | 756 |
| employment status? | Base: Have Partner | 2472 | 1917 | 142 | 1776 | 555 | 1469 | 967 | 437 | 319 | 187 | 53 | 956 | 1517 | 438 | 149 | 624 | 1261 | 1219 | 592 | 126 | 1937 | 880 | 931 | 535 |
| | Stay at home parent | 3% | 3% | 5% | 3% | 4% | 2% | 4% | 5% | 4% | 3% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 4% | 1% | 1% | 3% | 2% | 3% | 4% |
| | Working full-time from home | 19% | 19% | 8% | 20% | 19% | 20% | 18% | 19% | 12% | 25% | 15% | 18% | 19% | 22% | 18% | 21% | 17% | 22% | 11% | 23% | 18% | 20% | 16% | 21% |
| | Working part-time from home | 2% | 2% | 7% | 2% | 2% | 2% | 3% | 3% | 4% | 0% | - | 2% | 2% | 1% | 1% | 1% | 3% | 2% | 3% | 2% | 2% | 3% | 1% | 1% |
| | Working full-time out of the home | 66% | 68% | 73% | 68% | 57% | 66% | 66% | 63% | 72% | 64% | 66% | 70% | 63% | 68% | 75% | 65% | 64% | 63% | 78% | 54% | 67% | 67% | 69% | 61% |
| | Working part-time out of the home | 2% | 2% | 3% | 2% | 4% | 3% | 2% | 2% | 2% | 1% | 3% | 2% | 3% | 2% | 1% | 2% | 3% | 3% | 2% | 1% | 3% | 1% | 4% | 2% |
| | Work for themselves | 6% | 4% | 4% | 5% | 11% | 6% | 5% | 5% | 5% | 5% | 9% | 4% | 7% | 3% | 3% | 6% | 8% | 5% | 4% | 17% | 5% | 4% | 5% | 8% |
| | Currently seeking employment | 2% | 1% | - | 2% | 3% | 2% | 2% | 3% | 1% | 2% | 5% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 3% | 2% | 1% | 2% | 2% |
| | Not applicable, no partner | 0% | 0% | - | 0% | 0% | 0% | - | - | - | - | - | - | 0% | - | - | | 0% | 0% | 0% | | 0% | - | 0% | - |

| | | Genera | ation | | Generation | | | | E | thnicity | | | | ber of Idren | | Ages o | f Children | | | | | Emplo | yment | | |
|---|--|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|-----------------|-----------|--|------------|-------------------------------|-----------|-----------|--------------------|----------------------|---|--------------|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | e Not Employed |
| Q11: How has your employment status changed in the last | Unweighted Base | 3067 | 2579 | 155 | 2424 | 488 | 2311 | 674 | 192 | 210 | 203 | 40 | 1306 | 1761 | 599 | 170 | 757 | 1541 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | |
| year? Select all that apply. | Base: Currently Employed | 2076 | 1588 | 120 | 1467 | 488 | 1249 | 802 | 324 | 302 | 155 | 40 | 862 | 1214 | 361 | 116 | 465 | 1133 | 1316 | 623 | 138 | 2076 | 924 | 1014 | - |
| | My employment status is unchanged | 66% | 63% | 14% | 67% | 77% | 69% | 62% | 78% | 47% | 62% | 70% | 52% | 77% | 57% | 77% | 80% | 63% | 82% | 35% | 63% | 66% | 55% | 77% | - |
| | Paused plans to change jobs | 16% | 20% | 59% | 16% | 4% | 12% | 22% | 5% | 39% | 26% | 6% | 31% | 5% | 22% | 6% | 4% | 20% | 5% | 43% | 1% | 16% | 30% | 5% | - |
| | Quit my job | 4% | 5% | 10% | 4% | 2% | 4% | 4% | 3% | 6% | 2% | 11% | 4% | 4% | 4% | 4% | 3% | 4% | 3% | 4% | 11% | 4% | 4% | 3% | - |
| | Was laid off or furloughed | 4% | 4% | 13% | 4% | 4% | 4% | 5% | 5% | 5% | 3% | 5% | 4% | 5% | 3% | 2% | 3% | 5% | 4% | 4% | 7% | 4% | 5% | 3% | - |
| | Had my pay or hours reduced | 6% | 6% | 3% | 6% | 5% | 6% | 5% | 6% | 2% | 4% | 5% | 5% | 6% | 8% | 10% | 6% | 5% | 4% | 10% | 8% | 6% | 4% | 7% | - |
| | Retired or left the workforce | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | - | 8% | 0% | 1% | 1% | 0% | 0% | 1% | 1% | 1% | 3% | 1% | 1% | 1% | - |
| | Not applicable, not employed in the last | | | | | | | | | | | | | | | | | | | | | | | | |
| | year | - | - | - | - | - | - | - | | - | - | - | - | | - | | | | - | | | - | - | - | - |
| | Other (please specify) | 10% | 9% | 3% | 9% | 12% | 11% | 7% | 10% | 5% | 8% | 8% | 9% | 10% | 13% | 6% | 11% | 9% | 9% | 10% | 17% | 10% | 7% | 11% | - |

| | | Gener | ation | | Generation | | | | Et | hnicity | | | Numb | oer of dren | | Ages o | f Children | | | | | Emplo | yment | | |
|---|--|-----------------------------|-------------------|------------|---------------|--------------------------|-----|-----------|----------|----------------------|-------|---|---------|----------------|------------|--|---|-------------------------------|-----|-------------|--------------------|-------|--------------------------------|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | | e Part Time | Work for myself | | from home or work part-time | | Not Employed |
| Q11: How has your employment status changed in the last | Unweighted Base | 803 | 641 | 37 | 604 | 162 | 585 | 179 | 78 | 32 | 47 | 18 | 233 | 570 | 134 | 50 | 266 | 352 | | - | • | - | - | - | 803 |
| year? Select all that apply. | Base: Currently Not Employed | 574 | 412 | 26 | 386 | 162 | 326 | 229 | 136 | 45 | 38 | 20 | 175 | 399 | 95 | 33 | 171 | 273 | · · | - | | - | - | | 574 |
| | My employment status is unchanged | 38% | 34% | 14% | 36% | 48% | 42% | 30% | 30% | 28% | 29% | 28% | 25% | 44% | 21% | 30% | 49% | 38% | - | - | | - | - | - | 38% |
| | Paused plans to change jobs | 2% | 2% | - | 2% | 2% | 2% | 2% | 1% | - | 2% | 9% | 3% | 1% | 3% | - | 1% | 3% | - | - | | - | - | - | 2% |
| | Quit my job | 14% | 17% | 27% | 16% | 7% | 13% | 17% | 16% | 13% | 16% | 20% | 22% | 11% | 29% | 23% | 12% | 10% | - | - | | - | - | - | 14% |
| | Was laid off or furloughed | 10% | 10% | 9% | 10% | 9% | 9% | 12% | 10% | 21% | 14% | 15% | 13% | 9% | 13% | 8% | 7% | 11% | - | - | | - | - | - | 10% |
| | Had my pay or hours reduced | 3% | 4% | 9% | 4% | 1% | 2% | 5% | 5% | 3% | 8% | 13% | 6% | 2% | 6% | 6% | 2% | 2% | - | - | | - | - | - | 3% |
| | Retired or left the workforce | 4% | 3% | 13% | 3% | 5% | 3% | 4% | 4% | 6% | 4% | - | 3% | 4% | 4% | 18% | 2% | 3% | - | - | | - | - | - | 4% |
| | Not applicable, not employed in the last | | | | | | | | | | | | | | | | | | | | | | | | |
| | year | 29% | 30% | 30% | 30% | 25% | 28% | 30% | 34% | 21% | 28% | 27% | 27% | 29% | 25% | 26% | 26% | 32% | - | - | | - | - | - | 29% |
| | Other (please specify) | 5% | 4% | - | 5% | 6% | 5% | 4% | 3% | 8% | 4% | | 6% | 4% | 6% | 6% | 4% | 5% | - | - | - | - | - | - | 5% |

| | | Gener | ration | | Generation | | | | Et | thnicity | | | Numb Child | | | Ages o | f Children | | | | | Emplo | yment | | |
|---|-------------------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|---|-----|-----------|-------------|--------------------|----------------------|--------------|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All | Full Time | e Part Time | Work for myself | Full Or Part Time | from home or | outside home | Not Employed |
| Q12: If you initiated a change in your employment status in | Unweighted Base | 1431 | 1270 | 158 | 1112 | 161 | 1000 | 392 | 94 | 154 | 108 | 24 | 770 | 661 | 327 | 77 | 258 | 769 | 466 | 636 | 72 | 1174 | 663 | 439 | 257 |
| the last year, what was the primary reason? | Base: Respondents with Any | | | | | | | | | | | | | | | | | | | | | | | | |
| | Employment Change | 997 | 836 | 123 | 712 | 161 | 508 | 479 | 160 | 225 | 82 | 26 | 523 | 474 | 212 | 61 | 166 | 558 | 321 | 440 | 50 | 811 | 464 | 297 | 186 |
| | Money | 21% | 19% | 16% | 20% | 28% | 23% | 17% | 18% | 15% | 18% | 26% | 18% | 23% | 16% | 13% | 18% | 24% | 27% | 20% | 15% | 22% | 18% | 31% | 12% |
| | Lack of childcare | 16% | 18% | 14% | 18% | 6% | 13% | 20% | 19% | 23% | 22% | 24% | 15% | 17% | 14% | 37% | 19% | 14% | 12% | 21% | 10% | 16% | 19% | 13% | 14% |
| | Wanted to stay home with children | 21% | 22% | 29% | 21% | 14% | 20% | 22% | 26% | 20% | 19% | 11% | 24% | 18% | 33% | 31% | 21% | 16% | 11% | 22% | 20% | 18% | 18% | 17% | 36% |
| | Requirement to return to office | 8% | 9% | 17% | 8% | 4% | 7% | 10% | 1% | 15% | 11% | 4% | 12% | 4% | 6% | - | 2% | 12% | 5% | 13% | - | 9% | 15% | 2% | 4% |
| | Career goals changed | 12% | 13% | 12% | 13% | 9% | 12% | 13% | 10% | 16% | 14% | - | 14% | 10% | 14% | 1% | 13% | 12% | 13% | 15% | 8% | 14% | 16% | 11% | 7% |
| | Moved | 3% | 3% | 9% | 2% | 3% | 3% | 3% | 1% | 5% | 2% | - | 4% | 2% | 3% | 1% | 2% | 4% | 2% | 2% | 8% | 3% | 2% | 2% | 6% |
| | Toxic workplace | 10% | 9% | 2% | 11% | 13% | 10% | 10% | 18% | 4% | 10% | 17% | 7% | 14% | 8% | 10% | 15% | 9% | 18% | 1% | 21% | 9% | 7% | 11% | 14% |
| | All Other (please specify) combined | 9% | 6% | 1% | 7% | 22% | 12% | 4% | 7% | 2% | 3% | 17% | 5% | 12% | 7% | 5% | 9% | 10% | 11% | 6% | 17% | 9% | 5% | 13% | 9% |

| | | Genera | ation | | Generation | | | | Et | hnicity | | | Numb Child | | | Ages of | Children | | | | | Employ | ment | | |
|--|--|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|---------|---|----------|-----------|-----------|--------------------|--------|------|---|------------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | | 1 or more under 3 AND 1 or more 3+ | or oldor | Full Time | Part Time | Work for myself | | | Work full time outside home or part-timer outside home | e Not Employe |
| 13: If you are employed, what benefits does your employer | Unweighted Base | 2676 | 2309 | 152 | 2157 | 367 | 2013 | 604 | 167 | 191 | 179 | 40 | 1196 | 1480 | 553 | 156 | 657 | 1310 | 1827 | 812 | 37 | 2676 | 1294 | 1345 | • |
| ffer that supports you as a mother? Select all that apply. | Base: Currently Employed | 1799 | 1432 | 119 | 1313 | 367 | 1064 | 720 | 283 | 277 | 134 | 40 | 790 | 1009 | 332 | 106 | 406 | 955 | 1214 | 558 | 27 | 1799 | 879 | 893 | - |
| | Position flexibility (e.g., more part-time, remote work, job-sharing, or schedule flexibility) | 62% | 59% | 24% | 63% | 71% | 63% | 60% | 75% | 44% | 62% | 64% | 53% | 69% | 60% | 72% | 69% | 58% | 67% | 50% | 65% | 62% | 65% | 59% | |
| | Business travel flexibility (e.g., fewer trips, | | | | | | | | | | | | | | | | | | | | | | | | |
| | more advanced notice) | 16% | 17% | 15% | 17% | 16% | 17% | 16% | 13% | 21% | 17% | 26% | 17% | 16% | 17% | 26% | 15% | 16% | 18% | 14% | 16% | 16% | 23% | 10% | - |
| | On-site childcare | 8% | 9% | 19% | 8% | 4% | 5% | 12% | 13% | 16% | 8% | 19% | 9% | 7% | 8% | 19% | 7% | 7% | 6% | 11% | 16% | 8% | 8% | 7% | - |
| | Subsidies for childcare | 11% | 11% | 16% | 11% | 9% | 10% | 12% | 9% | 13% | 13% | 13% | 12% | 10% | 11% | 14% | 9% | 11% | 11% | 11% | 6% | 11% | 12% | 10% | - |
| | Paid maternity leave Equal maternity and paternity leave | 41% | 43% | 22% | 44% | 36% | 42% | 40% | 45% | 31% | 47% | 39% | 39% | 43% | 49% | 50% | 51% | 33% | 51% | 20% | 10% | 41% | 41% | 42% | - |
| | options Expert help to support working parents (e. | 19% | 19% | 12% | 20% | 20% | 19% | 19% | 17% | 20% | 20% | 26% | 21% | 18% | 19% | 14% | 18% | 20% | 23% | 12% | 4% | 19% | 21% | 17% | |
| | g., sleep, lactation, or parenting coaches) Programs to support off-boarding before | 9% | 10% | 15% | 9% | 7% | 8% | 12% | 6% | 15% | 15% | 11% | 12% | 7% | 11% | 10% | 7% | 9% | 8% | 11% | 6% | 9% | 12% | 6% | - |
| | and after maternity leave | 7% | 8% | 10% | 8% | 3% | 6% | 8% | 4% | 10% | 10% | 16% | 10% | 5% | 8% | 8% | 4% | 8% | 6% | 9% | 5% | 7% | 11% | 3% | |
| | Subsidies for fertility treatment Internal community to increase support | 12% | 13% | 20% | 12% | 8% | 11% | 13% | 9% | 16% | 16% | 15% | 15% | 9% | 17% | 11% | 11% | 11% | 12% | 12% | 9% | 12% | 15% | 9% | - |
| | among fellow working parents Proactive communication from manager to | 13% | 14% | 9% | 14% | 11% | 13% | 14% | 13% | 18% | 23% | 13% | 14% | 13% | 14% | 20% | 13% | 12% | 13% | 14% | 16% | 13% | 17% | 9% | - |
| | better understand my needs as a parent Clear communication regarding individual | 21% | 21% | 11% | 22% | 20% | 21% | 21% | 23% | 21% | 21% | 30% | 20% | 22% | 21% | 29% | 24% | 19% | 22% | 18% | 17% | 21% | 23% | 19% | - |
| | performance expectations Performance reviews that reflect working | 23% | 22% | 14% | 23% | 27% | 24% | 21% | 24% | 15% | 25% | 35% | 22% | 24% | 24% | 20% | 24% | 22% | 26% | 16% | 12% | 23% | 25% | 21% | - |
| | parent reality | 14% | 15% | 14% | 15% | 11% | 14% | 15% | 15% | 13% | 20% | 22% | 16% | 13% | 15% | 17% | 14% | 14% | 14% | 15% | 2% | 14% | 19% | 10% | |
| | Appropriate compensation | 25% | 24% | 10% | 25% | 29% | 28% | 21% | 24% | 18% | 23% | 23% | 22% | 27% | 25% | 24% | 28% | 24% | 28% | 19% | 12% | 25% | 26% | 24% | - |
| | Other (please specify) | 6% | 6% | 2% | 6% | 9% | 8% | 4% | 6% | 1% | 5% | 13% | 5% | 7% | 6% | 7% | 7% | 6% | 7% | 4% | 33% | 6% | 3% | 9% | |
| | Not applicable | | - | - | - | - | - | - | - | - | | | | | | | | - | | - | | | | - | - |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numb | | | Ages of | f Children | | | | | Employ | yment | | |
|-------------|---|-----------------------------|-------------------|--------------|------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennial | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| | Unweighted Base | 803 | 641 | 37 | 604 | 162 | 585 | 179 | 78 | 32 | 47 | 18 | 233 | 570 | 134 | 50 | 266 | 352 | - | • | • | • | • | • | 803 |
| | Base: Currently Not Employed | 574 | 412 | 26 | 386 | 162 | 326 | 229 | 136 | 45 | 38 | 20 | 175 | 399 | 95 | 33 | 171 | 273 | • | | | - | - | - | 574 |
| that apply. | Affordable childcare | 40% | 49% | 41% | 49% | 19% | 34% | 50% | 56% | 42% | 46% | 37% | 49% | 36% | 58% | 61% | 48% | 26% | | - | | - | - | - | 40% |
| | Flex opportunities | 62% | 65% | 52% | 65% | 55% | 58% | 70% | 72% | 57% | 77% | 70% | 68% | 59% | 64% | 69% | 61% | 61% | | - | | - | - | - | 62% |
| | Programs to onramp back to work after | | | | | | | | | | | | | | | | | | | | | | | | |
| | maternity leave | 17% | 20% | 13% | 20% | 9% | 12% | 24% | 25% | 26% | 21% | 34% | 22% | 14% | 21% | 16% | 20% | 13% | | - | | - | - | - | 17% |
| | Partner taking a larger share of unpaid | | | | | | | | | | | | | | | | | | | | | | | | |
| | work | 20% | 23% | 13% | 24% | 14% | 22% | 19% | 23% | 13% | 12% | 39% | 25% | 18% | 26% | 16% | 19% | 20% | | | | - | - | - | 20% |
| | Community, understanding and friendship | | | | | | | | | | | | | | | | | | | | | | | | |
| | among working parents | 22% | 25% | 29% | 25% | 14% | 22% | 24% | 22% | 24% | 18% | 45% | 30% | 19% | 31% | 22% | 25% | 17% | | - | | - | - | - | 22% |
| | Management that seeks out and honors | | | | | | | | | | | | | | | | | | | | | | | | |
| | the input of working parents | 36% | 39% | 31% | 39% | 30% | 35% | 40% | 36% | 43% | 44% | 52% | 49% | 31% | 42% | 30% | 39% | 33% | | - | | | - | - | 36% |
| | Support from family or extended village | 36% | 42% | 44% | 42% | 22% | 34% | 42% | 40% | 44% | 39% | 39% | 44% | 33% | 44% | 45% | 38% | 32% | · · | - | | | - | | 36% |
| | Other (please specify) | 8% | 6% | 11% | 5% | 13% | 8% | 5% | 5% | 3% | 4% | 14% | 7% | 8% | 3% | 6% | 5% | 10% | · · | - | | | - | | 8% |
| | Not applicable | 18% | 15% | 25% | 14% | 27% | 22% | 10% | 8% | 21% | 14% | 12% | 12% | 21% | 15% | 8% | 20% | 19% | · · | | | - | - | - | 18% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|---|--|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|----------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | Work full time outside home or part-timer outside home | Employed |
| Q15: Which best describes your mentality around combining | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| a career and motherhood under current circumstances? | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Empowered - I believe that becoming a | | | | | | | | | | | | | | | | | | | | | | | | |
| | mother has helped me excel in my career | 12% | 11% | 22% | 10% | 15% | 11% | 13% | 9% | 17% | 15% | 14% | 12% | 12% | 9% | 7% | 9% | 15% | 13% | 16% | 14% | 14% | 16% | 12% | 6% |
| | Optimistic - I believe it's possible to | | | | | | | | | | | | | | | | | | | | | | | | |
| | combine them creatively | 36% | 37% | 26% | 37% | 36% | 36% | 37% | 38% | 36% | 43% | 32% | 34% | 38% | 38% | 48% | 37% | 35% | 42% | 34% | 43% | 39% | 39% | 39% | 26% |
| | Frustrated - I want both but need a new | | | | | | | | | | | | | | | | | | | | | | | | |
| | arrangement at work to make that realistic | 23% | 26% | 26% | 26% | 16% | 22% | 26% | 28% | 28% | 20% | 28% | 28% | 20% | 31% | 21% | 25% | 21% | 23% | 25% | 17% | 23% | 22% | 25% | 25% |
| | Burnt out - I don't believe it's possible to | | | | | | | | | | | | | | | | | | | | | | | | |
| | combine them | 17% | 17% | 20% | 17% | 15% | 17% | 16% | 15% | 16% | 15% | 22% | 18% | 16% | 15% | 17% | 17% | 17% | 15% | 19% | 11% | 16% | 18% | 15% | 19% |
| | Other (please specify) | 5% | 4% | 1% | 4% | 7% | 6% | 3% | 5% | 1% | 2% | 2% | 4% | 6% | 4% | 3% | 5% | 6% | 6% | 3% | 9% | 5% | 4% | 5% | 5% |
| | Not applicable | 6% | 5% | 6% | 5% | 11% | 8% | 4% | 4% | 3% | 4% | 3% | 4% | 8% | 4% | 4% | 7% | 7% | 2% | 4% | 6% | 3% | 1% | 3% | 20% |
| | | Gener | ation | | Generation | | | | Ef | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Employed |
| Q16: How much of your family's annual household income do | Unweighted Base | 3067 | 2579 | 155 | 2424 | 488 | 2311 | 674 | 192 | 210 | 203 | 40 | 1306 | 1761 | 599 | 170 | 757 | 1541 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | |
| you contribute? | Base: Currently Employed | 2076 | 1588 | 120 | 1467 | 488 | 1249 | 802 | 324 | 302 | 155 | 40 | 862 | 1214 | 361 | 116 | 465 | 1133 | 1316 | 623 | 138 | 2076 | 924 | 1014 | - |
| | 0% | 1% | 1% | 3% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% | 2% | 0% | 1% | 0% | 1% | 5% | 1% | 0% | 1% | - |
| | 1-25% | 22% | 22% | 38% | 20% | 22% | 22% | 22% | 15% | 30% | 24% | 23% | 23% | 20% | 17% | 27% | 14% | 26% | 5% | 50% | 46% | 22% | 25% | 15% | - |
| | 26-50% | 37% | 40% | 39% | 40% | 26% | 37% | 37% | 33% | 39% | 43% | 25% | 41% | 34% | 44% | 32% | 41% | 34% | 39% | 37% | 21% | 37% | 41% | 36% | - |
| | 51-75% | 25% | 25% | 8% | 27% | 24% | 27% | 23% | 31% | 14% | 19% | 28% | 21% | 28% | 27% | 28% | 31% | 21% | 36% | 6% | 10% | 25% | 23% | 29% | - |
| | 76-100% | 15% | 12% | 12% | 12% | 26% | 14% | 17% | 19% | 16% | 12% | 23% | 13% | 16% | 11% | 11% | 13% | 17% | 19% | 5% | 16% | 15% | 10% | 19% | - |
| | Prefer not to answer | 1% | 0% | - | 0% | 2% | 1% | 0% | 0% | - | 1% | | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | 2% | 1% | 0% | 1% | - |
| | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numb | | | Ages o | f Children | | | | | Empl | oyment | | |
|--|------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | outside home | Not Employed |
| Q16: How much of your family's annual household income | do Unweighted Base | 803 | 641 | 37 | 604 | 162 | 585 | 179 | 78 | 32 | 47 | 18 | 233 | 570 | 134 | 50 | 266 | 352 | • | | • | - | | | 803 |
| you contribute? | Base: Currently Not Employed | 574 | 412 | 26 | 386 | 162 | 326 | 229 | 136 | 45 | 38 | 20 | 175 | 399 | 95 | 33 | 171 | 273 | · · | | | - | | | 574 |
| | 0% | 58% | 60% | 66% | 59% | 55% | 63% | 53% | 63% | 37% | 44% | 49% | 54% | 60% | 62% | 65% | 68% | 50% | | - | | - | - | | 58% |
| | 1-25% | 18% | 19% | 14% | 19% | 14% | 16% | 21% | 19% | 23% | 25% | 19% | 17% | 18% | 16% | 30% | 19% | 16% | - | - | | - | | | 18% |
| | 26-50% | 8% | 8% | 2% | 8% | 9% | 8% | 8% | 5% | 10% | 9% | | 6% | 9% | 4% | 2% | 4% | 13% | | - | | - | - | | 8% |
| | 51-75% | 6% | 6% | 2% | 6% | 7% | 5% | 9% | 8% | 10% | 9% | 16% | 9% | 5% | 10% | 0% | 4% | 8% | · · | - | | - | | | 6% |
| | 76-100% | 5% | 3% | 9% | 3% | 8% | 4% | 5% | 1% | 11% | 2% | 16% | 8% | 3% | 4% | 1% | 2% | 7% | | - | | - | - | | 5% |
| | Prefer not to answer | 5% | 4% | 7% | 4% | 7% | 4% | 5% | 3% | 9% | 11% | - | 6% | 5% | 4% | 1% | 4% | 6% | | - | - | - | - | - | 5% |

| | | Gene | ration | | Generation | | | | E | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | oyment | | |
|--|--------------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|-----------|--|---|-------------------|-----|-------------|--------------------|----------------------|---|--|---------------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All childron 3 | | e Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside hom | e Not r Employed |
| Q17: On average, how many hours of childcare do you have | Unweighted Base | 1545 | 1323 | 76 | 1247 | 222 | 1156 | 336 | 124 | 86 | 92 | 23 | 550 | 995 | 293 | 106 | 468 | 677 | 613 | 322 | 94 | 1029 | 466 | 469 | 516 |
| per week? | Base: Self or Partner Primary Source | 1043 | 821 | 49 | 772 | 222 | 611 | 416 | 215 | 126 | 73 | 27 | 363 | 680 | 184 | 77 | 304 | 476 | 417 | 210 | 63 | 690 | 311 | 316 | 353 |
| | 0 hours | 36% | 32% | 44% | 31% | 53% | 37% | 33% | 39% | 20% | 23% | 59% | 32% | 39% | 39% | 28% | 34% | 38% | 18% | 21% | 44% | 22% | 21% | 18% | 65% |
| | 1-10 hours | 11% | 12% | 24% | 11% | 9% | 13% | 10% | 8% | 11% | 13% | - | 13% | 11% | 12% | 8% | 10% | 13% | 7% | 21% | 17% | 12% | 14% | 9% | 10% |
| | 11-20 hours | 10% | 11% | 11% | 11% | 8% | 10% | 11% | 10% | 14% | 12% | 2% | 13% | 9% | 12% | 9% | 9% | 10% | 12% | 20% | 4% | 13% | 14% | 14% | 4% |
| | 21-30 hours | 13% | 15% | 15% | 15% | 4% | 12% | 14% | 15% | 22% | 11% | 11% | 15% | 11% | 11% | 24% | 10% | 13% | 16% | 23% | 6% | 17% | 20% | 17% | 3% |
| | 31-40 hours | 14% | 15% | - | 16% | 11% | 14% | 16% | 13% | 19% | 15% | 9% | 12% | 15% | 10% | 21% | 19% | 12% | 26% | 8% | 15% | 19% | 18% | 22% | 4% |
| | 41-50 hours | 8% | 8% | 6% | 9% | 7% | 8% | 8% | 8% | 7% | 13% | 9% | 8% | 8% | 9% | 6% | 10% | 7% | 16% | 4% | 4% | 11% | 8% | 15% | 2% |
| | 51+ hours | 7% | 7% | - | 7% | 9% | 6% | 8% | 7% | 8% | 12% | 10% | 6% | 8% | 6% | 5% | 7% | 8% | 5% | 3% | 10% | 5% | 4% | 5% | 11% |
| | Not applicable | | | - | - | - | - | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | - | | |

| | | Gene | ration | | Generation | | | | E | thnicity | | | | ber of Idren | | Ages o | f Children | | | | | Emplo | yment | | |
|--|-----------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|-----------------|-----------|--|------------|-------------------------------|-----------|-----------|--------------------|----------------------|--------------|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | Work full time outside home or part-timer outside home | Not Employed |
| Q17: On average, how many hours of childcare do you have | Unweighted Base | 1935 | 1741 | 108 | 1633 | 194 | 1444 | 446 | 125 | 136 | 134 | 24 | 915 | 1020 | 417 | 112 | 500 | 906 | 1194 | 524 | 62 | 1780 | 823 | 895 | 155 |
| per week? | Base: Other Sources Primary | 1271 | 1077 | 92 | 985 | 194 | 728 | 534 | 212 | 197 | 99 | 24 | 614 | 657 | 258 | 70 | 296 | 648 | 760 | 356 | 43 | 1159 | 547 | 568 | 112 |
| | 0 hours | 3% | 2% | 3% | 2% | 7% | 3% | 2% | 2% | 3% | 1% | - | 2% | 3% | 1% | - | 1% | 4% | 1% | 2% | 8% | 2% | 1% | 1% | 12% |
| | 1-10 hours | 14% | 13% | 27% | 12% | 15% | 13% | 15% | 11% | 18% | 17% | 4% | 18% | 10% | 12% | 12% | 7% | 18% | 6% | 26% | 19% | 13% | 17% | 9% | 23% |
| | 11-20 hours | 13% | 14% | 28% | 12% | 11% | 11% | 17% | 9% | 25% | 17% | 9% | 18% | 9% | 13% | 11% | 6% | 17% | 8% | 28% | 5% | 14% | 19% | 9% | 11% |
| | 21-30 hours | 15% | 16% | 27% | 15% | 15% | 13% | 19% | 15% | 20% | 20% | 22% | 18% | 13% | 15% | 15% | 9% | 19% | 8% | 30% | 16% | 15% | 20% | 11% | 18% |
| | 31-40 hours | 31% | 32% | 10% | 34% | 27% | 33% | 29% | 40% | 20% | 23% | 40% | 25% | 37% | 35% | 42% | 39% | 25% | 42% | 10% | 29% | 31% | 25% | 38% | 27% |
| | 41-50 hours | 22% | 22% | 3% | 24% | 22% | 26% | 16% | 20% | 10% | 20% | 23% | 17% | 26% | 23% | 20% | 35% | 15% | 33% | 3% | 23% | 23% | 17% | 30% | 6% |
| | 51+ hours | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 2% | 1% | | 3% | 2% | 2% | 1% | | 2% | 1% | 2% | 3% |
| | Not applicable | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - I | - | - | - | - | - | - |

| | | Gener | ation | | Generation | | | | Et | thnicity | | | Numb | ber of dren | | Ages o | f Children | | | | | Emplo | yment | | |
|--|--|-----------------------------|----------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|----------------|-----------|--|---|------|-----------|-----------|--------------------|----------------------|---|--------------|---------------------|
| | | All Generations Total | GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | e Not r Employed |
| Q18: What is your primary source of childcare for your | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| children? | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Self | 37% | 37% | 22% | 38% | 35% | 36% | 37% | 45% | 30% | 36% | 53% | 31% | 40% | 39% | 49% | 45% | 31% | 27% | 24% | 47% | 28% | 27% | 25% | 69% |
| | Partner | 29% | 31% | 28% | 31% | 25% | 29% | 30% | 30% | 29% | 33% | 34% | 26% | 31% | 28% | 29% | 39% | 25% | 27% | 26% | 35% | 27% | 25% | 28% | 38% |
| | Family member | 28% | 32% | 23% | 32% | 18% | 29% | 28% | 35% | 24% | 31% | 23% | 28% | 29% | 32% | 46% | 33% | 23% | 31% | 29% | 19% | 30% | 26% | 34% | 24% |
| | Nanny/Babysitter | 13% | 15% | 18% | 15% | 7% | 12% | 14% | 11% | 18% | 18% | 3% | 14% | 12% | 16% | 14% | 14% | 11% | 14% | 16% | 16% | 15% | 18% | 12% | 6% |
| | Day care, center | 26% | 31% | 20% | 32% | 10% | 26% | 26% | 25% | 25% | 31% | 25% | 28% | 24% | 35% | 35% | 35% | 18% | 36% | 20% | 15% | 30% | 29% | 32% | 11% |
| | Day care, home based | 7% | 8% | 12% | 8% | 2% | 6% | 8% | 7% | 12% | 4% | 5% | 7% | 6% | 7% | 9% | 9% | 5% | 8% | 9% | 6% | 8% | 9% | 7% | 2% |
| | Neighbor/Informal unlicensed home care | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 1% | 2% | 1% | 0% | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 1% |
| | Community-based childcare center | 2% | 3% | 2% | 3% | 1% | 2% | 2% | 2% | 3% | 1% | 4% | 2% | 3% | 1% | 6% | 3% | 2% | 3% | 2% | 2% | 3% | 1% | 4% | 2% |
| | School | 21% | 20% | 3% | 21% | 24% | 23% | 19% | 21% | 12% | 20% | 23% | 13% | 26% | 1% | 4% | 26% | 27% | 23% | 15% | 25% | 21% | 17% | 24% | 22% |
| | School and before/after school care | 10% | 9% | 0% | 10% | 13% | 10% | 10% | 10% | 7% | 12% | 11% | 7% | 12% | 0% | - | 10% | 14% | 16% | 4% | 10% | 12% | 9% | 15% | 4% |
| | Au pair | 0% | 0% | - | 0% | 0% | 1% | 0% | - | 0% | - | - | 0% | 1% | 0% | 1% | 1% | 0% | 1% | 0% | 1% | 1% | 1% | 0% | 0% |
| | Not applicable | 8% | 1% | - | 1% | 30% | 11% | 3% | 2% | 3% | 5% | 5% | 2% | 12% | 0% | - | 0% | 15% | 8% | 7% | 18% | 8% | 5% | 11% | 8% |

| | | Genera | ation | | Generation | | | | E | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|--|--------------------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|------------|-------------------------------|-----------|-----------|--------------------|----------------------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | Not Employed |
| Q19: What best describes your feelings toward your current | Unweighted Base | 1583 | 1356 | 81 | 1275 | 227 | 1178 | 352 | 127 | 93 | 99 | 26 | 565 | 1018 | 295 | 106 | 488 | 693 | 636 | 327 | 93 | 1056 | 480 | 483 | 527 |
| childcare situation? | Base: Self or Partner Primary Source | 1071 | 844 | 53 | 791 | 227 | 620 | 433 | 219 | 136 | 79 | 29 | 372 | 699 | 182 | 79 | 317 | 491 | 435 | 214 | 62 | 711 | 322 | 326 | 360 |
| | Very satisfied | 20% | 19% | 27% | 18% | 24% | 21% | 18% | 15% | 16% | 21% | 24% | 16% | 21% | 17% | 18% | 20% | 21% | 19% | 13% | 25% | 18% | 15% | 18% | 24% |
| | Satisfied | 50% | 50% | 31% | 51% | 52% | 52% | 49% | 55% | 43% | 48% | 35% | 46% | 53% | 48% | 67% | 52% | 48% | 56% | 47% | 44% | 52% | 49% | 57% | 47% |
| | Dissatisfied | 24% | 25% | 30% | 25% | 20% | 22% | 27% | 24% | 29% | 28% | 32% | 29% | 21% | 27% | 11% | 23% | 26% | 22% | 28% | 23% | 24% | 25% | 23% | 23% |
| | Very dissatisfied | 6% | 7% | 12% | 6% | 3% | 5% | 7% | 6% | 13% | 4% | 8% | 9% | 4% | 7% | 4% | 5% | 6% | 3% | 12% | 8% | 6% | 10% | 2% | 6% |
| | Not applicable | · · | - | - | - | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | | |

| | | Gener | ation | | Generation | | | | Et | thnicity | | | Numb Chile | | | Ages of | f Children | | | | | Empl | oyment | | |
|--|-----------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|--------------|--------------|------------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | outside home | e Not Employe |
| Q19: What best describes your feelings toward your current | Unweighted Base | 1936 | 1743 | 108 | 1635 | 193 | 1448 | 443 | 123 | 134 | 134 | 24 | 915 | 1021 | 416 | 111 | 498 | 911 | 1196 | 523 | 62 | 1781 | 824 | 895 | 155 |
| childcare situation? | Base: Other Sources Primary | 1268 | 1075 | 92 | 983 | 193 | 730 | 529 | 209 | 194 | 99 | 24 | 614 | 655 | 257 | 68 | 294 | 649 | 761 | 353 | 43 | 1157 | 548 | 566 | 111 |
| | Very satisfied | 22% | 21% | 7% | 22% | 27% | 21% | 24% | 34% | 16% | 21% | 18% | 17% | 27% | 24% | 26% | 24% | 19% | 26% | 10% | 33% | 21% | 16% | 26% | 26% |
| | Satisfied | 47% | 46% | 18% | 48% | 55% | 52% | 40% | 50% | 29% | 35% | 44% | 39% | 55% | 41% | 45% | 59% | 44% | 56% | 25% | 55% | 46% | 34% | 57% | 55% |
| | Dissatisfied | 20% | 21% | 42% | 19% | 15% | 20% | 22% | 12% | 29% | 25% | 33% | 25% | 16% | 23% | 27% | 14% | 22% | 16% | 33% | 12% | 21% | 28% | 15% | 13% |
| | Very dissatisfied | 11% | 12% | 33% | 10% | 3% | 8% | 15% | 3% | 27% | 19% | 4% | 19% | 3% | 11% | 1% | 2% | 15% | 2% | 32% | | 11% | 21% | 2% | 6% |
| | Not applicable | | - | - | | - | - | | - | - | - | - | | - | - | - | - | - | - | - | | - | | | - |

| | | Gene | ration | | Generation | ı | | | E | thnicity | | | Numbe | | | Ages o | of Children | | | | | Emplo | yment | | |
|--|---|-----------------------------|-------------------|--------------|--------------|----------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|-------------|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|----------------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennial | s Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | ne Not r Employed |
| Q20: If dissatisfied or very dissatisfied with your current | Unweighted Base | 1048 | 962 | 120 | 842 | 86 | 740 | 283 | 56 | 113 | 92 | 17 | 604 | 444 | 235 | 44 | 213 | 555 | 376 | 463 | 40 | 879 | 570 | 269 | 169 |
| childcare situation, which of the following best describes you | | | | | | | | | | | | | | | | | | | | | | | | | |
| reason? Select all that apply. | Situation | 707 | 621 | 91 | 530 | 86 | 367 | 336 | 96 | 165 | 68 | 21 | 411 | 296 | 150 | 31 | 133 | 391 | 243 | 314 | 25 | 582 | 383 | 174 | 125 |
| | Unable to find childcare, on a waitlist | 15% | 15% | 15% | 15% | 12% | 16% | 13% | 15% | 13% | 14% | 12% | 16% | 13% | 23% | 16% | 16% | 11% | 14% | 13% | 10% | 13% | 14% | 11% | 22% |
| | Financial cost too high | 53% | 51% | 19% | 57% | 62% | 57% | 47% | 79% | 29% | 41% | 60% | 37% | 73% | 51% | 86% | 80% | 41% | 74% | 26% | 76% | 48% | 35% | 73% | 72% |
| | Options available don't meet my quality | | | | | | | | | | | | | | | | | | | | | | | | |
| | standards | 25% | 25% | 16% | 26% | 23% | 25% | 24% | 31% | 21% | 15% | 8% | 22% | 29% | 20% | 27% | 32% | 24% | 29% | 19% | 39% | 24% | 21% | 28% | 28% |
| | Lack of flexibility | 24% | 24% | 20% | 25% | 20% | 24% | 23% | 38% | 18% | 24% | 21% | 19% | 30% | 21% | 21% | 36% | 20% | 23% | 20% | 46% | 22% | 18% | 27% | 30% |
| | Not reliable | 16% | 16% | 16% | 17% | 13% | 15% | 17% | 18% | 19% | 13% | 23% | 14% | 19% | 13% | 19% | 20% | 16% | 13% | 16% | 10% | 14% | 16% | 12% | 23% |
| | Lack of transportation/inconvenient | | | | | | | | | | | | | | | | | | | | | | | | |
| | location | 13% | 13% | 16% | 13% | 10% | 15% | 11% | 8% | 12% | 12% | 21% | 15% | 11% | 12% | 3% | 11% | 15% | 11% | 13% | 16% | 13% | 13% | 11% | 14% |
| | Worry that my child is not happy/not | | | | | | | | | | | | | | | | | | | | | | | | |
| | receiving attention they need | 29% | 29% | 18% | 30% | 35% | 30% | 29% | 47% | 20% | 20% | 67% | 23% | 38% | 24% | 23% | 42% | 28% | 36% | 17% | 53% | 26% | 23% | 31% | 43% |
| | Other (please specify) | 7% | 7% | 1070 | 8% | 13% | 10% | 4% | 6% | 3% | 4% | 13% | 5% | 10% | 8% | 4% | 11% | 6% | 12% | 2% | 7% | 6% | 5% | 9% | 12% |
| | Not applicable | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numb | ber of dren | | Ages of | f Children | | | | | Emplo | yment | | |
|---|-------------------------------|-----------------------------|-------------------|------------|--------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|----------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|-------|---|-----|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennial | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | | Not Employed |
| Q21: How much do you spend each month on childcare? | Unweighted Base | 973 | 867 | 45 | 822 | 106 | 734 | 214 | 69 | 61 | 66 | 11 | 363 | 610 | 175 | 67 | 307 | 423 | 472 | 245 | 56 | 773 | 357 | 360 | 200 |
| | Base: Self or Partner Primary | 633 | 527 | 29 | 498 | 106 | 372 | 255 | 118 | 91 | 53 | 13 | 232 | 401 | 105 | 54 | 190 | 282 | 310 | 161 | 33 | 504 | 233 | 238 | 129 |
| | \$500 or less | 34% | 32% | 22% | 32% | 48% | 40% | 25% | 31% | 28% | 22% | 36% | 30% | 37% | 32% | 47% | 30% | 36% | 26% | 37% | 45% | 31% | 27% | 33% | 48% |
| | \$501-\$1,000 | 19% | 18% | 28% | 18% | 22% | 19% | 18% | 17% | 11% | 20% | 23% | 23% | 16% | 18% | 4% | 18% | 22% | 18% | 22% | 15% | 19% | 20% | 19% | 18% |
| | \$1,001-\$2,000 | 24% | 25% | 24% | 25% | 15% | 21% | 27% | 29% | 28% | 23% | 14% | 27% | 22% | 30% | 14% | 25% | 22% | 27% | 21% | 15% | 25% | 27% | 23% | 20% |
| | \$2,001-\$3,000 | 16% | 17% | 26% | 17% | 8% | 13% | 20% | 11% | 28% | 22% | 14% | 16% | 15% | 15% | 25% | 16% | 14% | 17% | 17% | 16% | 17% | 18% | 17% | 9% |
| | \$3,001 or more | 8% | 8% | - | 8% | 8% | 6% | 10% | 12% | 4% | 13% | 14% | 4% | 10% | 5% | 9% | 11% | 6% | 11% | 2% | 9% | 8% | 8% | 8% | 6% |
| | Not applicable | | - | - | - | | - | | - | - | | | - | - | - | | | - | - | | - | - | | | |

| | | Gener | ration | | Generation | | | | E | thnicity | | | Numb | ber of dren | | Ages of | Children | | | | | Emplo | oyment | | |
|---|--------------------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|----------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | Not Employed |
| Q21: How much do you spend each month on childcare? | Unweighted Base | 2288 | 2069 | 88 | 1981 | 219 | 1734 | 500 | 141 | 141 | 155 | 27 | 941 | 1347 | 442 | 134 | 699 | 1012 | 1443 | 503 | 94 | 2040 | 908 | 1038 | 248 |
| | Base: Nanny, daycare, school, aupair | 1464 | 1245 | 76 | 1168 | 219 | 867 | 586 | 238 | 204 | 116 | 28 | 622 | 841 | 267 | 86 | 411 | 698 | 913 | 327 | 63 | 1303 | 593 | 646 | 161 |
| | \$500 or less | 17% | 15% | 15% | 15% | 29% | 20% | 13% | 14% | 12% | 12% | 18% | 16% | 18% | 10% | 8% | 14% | 23% | 14% | 14% | 38% | 15% | 9% | 19% | 31% |
| | \$501-\$1,000 | 18% | 18% | 15% | 18% | 22% | 20% | 17% | 16% | 17% | 15% | 19% | 21% | 17% | 17% | 7% | 15% | 22% | 16% | 26% | 8% | 18% | 18% | 19% | 19% |
| | \$1,001-\$2,000 | 33% | 34% | 38% | 34% | 22% | 30% | 36% | 42% | 40% | 25% | 22% | 40% | 27% | 45% | 37% | 27% | 31% | 34% | 31% | 27% | 33% | 35% | 32% | 28% |
| | \$2,001-\$3,000 | 21% | 22% | 28% | 21% | 15% | 19% | 23% | 20% | 25% | 27% | 29% | 19% | 22% | 22% | 28% | 24% | 17% | 21% | 25% | 12% | 22% | 25% | 19% | 14% |
| | \$3,001 or more | 11% | 11% | 5% | 11% | 12% | 11% | 11% | 9% | 7% | 21% | 13% | 4% | 16% | 7% | 20% | 20% | 7% | 14% | 4% | 14% | 12% | 12% | 11% | 8% |
| | Not applicable | · · | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numbe | | | Ages o | f Children | | | | | Emplo | yment | | |
|--|--------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|------------|------|-----------|-----------|--------------------|-------|--------------|------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | | All | Full Time | Part Time | Work for myself | | from home or | | Not Employed |
| Q22: Has the stress or financial cost of childcare ever made | Unweighted Base | 2697 | 2352 | 149 | 2203 | 345 | 2027 | 602 | 164 | 196 | 180 | 35 | 1200 | 1497 | 551 | 155 | 695 | 1296 | 1775 | 789 | 133 | 2697 | 1249 | 1315 | - |
| you consider leaving the workforce? | Base: Currently Employed | 1785 | 1440 | 116 | 1323 | 345 | 1055 | 714 | 276 | 284 | 134 | 36 | 790 | 994 | 336 | 107 | 415 | 928 | 1164 | 529 | 91 | 1785 | 835 | 858 | - |
| | Yes | 63% | 66% | 82% | 65% | 50% | 63% | 62% | 60% | 68% | 58% | 54% | 69% | 58% | 65% | 67% | 58% | 64% | 53% | 83% | 69% | 63% | 68% | 58% | - |
| | No | 37% | 34% | 18% | 35% | 50% | 37% | 38% | 40% | 32% | 42% | 46% | 31% | 42% | 35% | 33% | 42% | 36% | 47% | 17% | 31% | 37% | 32% | 42% | - |
| | Not applicable | - | - | - | - | - | - | | - | - | | - | - | - | - | - | - | - | - | - | | - | - | - | - |

| | | Gener | ation | | Generation | | | | B | thnicity | | | Numb | | | Ages o | f Children | | | | | | Emplo | yment | | |
|---|---------------------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|-----------|--|---|-------------------|--------|-----------|-----------|--------------------|----------------------|---|---|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All shildron 2 | en 3 F | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | e Not Employed |
| Q23: What type of school does your child(ren) currently | Unweighted Base | 3850 | 3207 | 192 | 3015 | 643 | 2879 | 850 | 269 | 241 | 249 | 58 | 1537 | 2313 | 733 | 219 | 1023 | 1874 | 4 | 1958 | 901 | 189 | 3048 | 1355 | 1504 | 802 |
| attend? Select all that apply. | Base: Total Respondents | 2636 | 1993 | 146 | 1846 | 643 | 1565 | 1028 | 458 | 346 | 192 | 61 | 1035 | 1601 | 457 | 148 | 637 | 1393 | 3 | 1310 | 615 | 137 | 2062 | 919 | 1006 | 574 |
| | Public school | 46% | 40% | 49% | 39% | 64% | 48% | 42% | 35% | 48% | 47% | 45% | 38% | 51% | 14% | 2% | 39% | 64% | % | 40% | 64% | 45% | 47% | 53% | 43% | 40% |
| | Charter school | 4% | 4% | 8% | 4% | 5% | 4% | 5% | 5% | 5% | 5% | 6% | 3% | 6% | 0% | - | 4% | 6% | 6 | 4% | 4% | 10% | 4% | 4% | 4% | 5% |
| | Private school | 15% | 15% | 10% | 16% | 14% | 13% | 18% | 19% | 20% | 19% | 7% | 12% | 17% | 3% | 16% | 20% | 16% | % | 17% | 12% | 18% | 15% | 14% | 16% | 14% |
| | Religious school | 5% | 6% | 5% | 6% | 5% | 6% | 5% | 4% | 6% | 3% | 7% | 3% | 7% | 0% | 3% | 8% | 6% | 6 | 6% | 5% | 4% | 5% | 4% | 6% | 6% |
| | International school | 1% | 1% | 1% | 1% | 0% | 0% | 1% | 1% | 2% | 1% | 2% | 0% | 1% | 0% | - | 0% | 1% | 5 | 1% | 0% | 3% | 1% | 1% | 0% | 1% |
| | Homeschool | 3% | 2% | 3% | 2% | 4% | 3% | 2% | 2% | 3% | 1% | 3% | 1% | 4% | 0% | 0% | 4% | 3% | 6 | 1% | 2% | 5% | 1% | 2% | 1% | 7% |
| | Online school/virtual learning | 1% | 1% | 0% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 3% | 0% | 2% | - | - | 1% | 2% | 6 | 1% | 1% | 1% | 1% | 1% | 1% | 2% |
| | Boarding school | 0% | 0% | - | 0% | 1% | 0% | 0% | - | 1% | 1% | | 0% | 0% | - | - | 0% | 0% | 6 | 0% | - | | 0% | - | 0% | 0% |
| | Too young, children not in school yet | 38% | 46% | 26% | 48% | 11% | 38% | 38% | 46% | 27% | 36% | 42% | 45% | 33% | 81% | 82% | 51% | 13% | % | 45% | 19% | 30% | 36% | 31% | 42% | 43% |
| | Other (please specify) | 4% | 2% | - | 2% | 11% | 5% | 2% | 2% | 2% | 3% | 3% | 2% | 5% | 1% | 0% | 2% | 6% | 6 | 3% | 3% | 9% | 3% | 2% | 4% | 6% |

| | | Gener | ration | | Generation | ı. | | | Et | thnicity | | | Numi Chil | | | Ages o | f Children | | | | | Emplo | yment | | |
|---|---------------------------------------|-----------------------------|-------------------|------------|--------------|--------------------------|-------|-----------|----------|----------------------|-------|---|--------------|--------------|-----------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennial | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| Q23: What type of school does your child(ren) currently | Unweighted Base | 2513 | 1917 | 141 | 1776 | 596 | 1848 | 583 | 171 | 191 | 172 | 37 | 781 | 1732 | 128 | 32 | 677 | 1675 | 1123 | 718 | 144 | 1985 | 936 | 905 | 528 |
| attend? Select all that apply. | Base: Children in school | 1823 | 1227 | 110 | 1117 | 596 | 1081 | 705 | 282 | 272 | 134 | 39 | 572 | 1250 | 88 | 29 | 443 | 1261 | 813 | 514 | 108 | 1435 | 669 | 658 | 388 |
| | Public school | 66% | 65% | 65% | 65% | 69% | 69% | 62% | 56% | 61% | 67% | 71% | 68% | 66% | 75% | 9% | 56% | 71% | 64% | 77% | 57% | 68% | 73% | 65% | 59% |
| | Charter school | 6% | 7% | 10% | 6% | 6% | 6% | 7% | 9% | 7% | 7% | 9% | 5% | 7% | 2% | - | 6% | 7% | 6% | 5% | 12% | 6% | 5% | 6% | 8% |
| | Private school | 22% | 25% | 13% | 26% | 15% | 18% | 27% | 32% | 25% | 27% | 10% | 21% | 22% | 16% | 80% | 29% | 18% | 27% | 14% | 22% | 22% | 19% | 25% | 20% |
| | Religious school | 8% | 9% | 7% | 9% | 5% | 9% | 7% | 7% | 7% | 4% | 11% | 6% | 9% | 3% | 15% | 12% | 7% | 9% | 6% | 5% | 8% | 6% | 10% | 9% |
| | International school | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 3% | 0% | 1% | 1% | - | 0% | 1% | 1% | 0% | 3% | 1% | 1% | 1% | 2% |
| | Homeschool | 4% | 4% | 3% | 4% | 5% | 4% | 3% | 3% | 4% | 1% | 4% | 2% | 5% | 0% | 2% | 6% | 4% | 1% | 2% | 6% | 2% | 2% | 1% | 11% |
| | Online school/virtual learning | 2% | 1% | 0% | 1% | 3% | 2% | 1% | 1% | 1% | 1% | 4% | 1% | 2% | - | | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 3% |
| | Boarding school | 0% | 0% | - | 0% | 1% | 0% | 0% | | 1% | 1% | - | 0% | 0% | - | | 0% | 0% | 0% | - | - | 0% | - | 1% | 1% |
| | Too young, children not in school yet | 10% | 13% | 1% | 14% | 4% | 11% | 9% | 12% | 7% | 8% | 9% | 1% | 14% | 3% | 11% | 29% | 4% | 11% | 4% | 11% | 8% | 6% | 11% | 16% |
| | Other (please specify) | 5% | 2% | - | 3% | 11% | 7% | 3% | 3% | 2% | 4% | 5% | 3% | 6% | 6% | 2% | 2% | 6% | 4% | 4% | 11% | 5% | 2% | 6% | 8% |

| | | Gener | ration | | Generation | | | | E | thnicity | | | | ber of Idren | | Ages o | f Children | | | | | Emplo | oyment | | |
|--|---|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|-----------------|------------|--|------------|------------|-----------|-----------|--------------------|----------------------|--------------------------------|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | | children 3 | Full Time | Part Time | Work for myself | Full Or Part Time | from home or work part-time | Work full time outside home or part-timer outside home | Not Employed |
| Q24: Have you changed the type of school your child(ren) | Unweighted Base | 2487 | 1892 | 141 | 1751 | 595 | 1825 | 581 | 171 | 189 | 172 | 37 | 771 | 1716 | 128 | 32 | 675 | 1651 | 1108 | 712 | 141 | 1961 | 934 | 886 | 526 |
| attends in the last year? Select all that apply. | Base: Children in school | 1810 | 1215 | 110 | 1105 | 595 | 1071 | 702 | 282 | 269 | 134 | 39 | 568 | 1242 | 88 | 29 | 441 | 1250 | 807 | 510 | 106 | 1423 | 668 | 648 | 387 |
| | Yes, from public to private school | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 3% | 2% | 2% | | 2% | 2% | 1% | - | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| | Yes, from private school to public school | 4% | 5% | 16% | 4% | 3% | 4% | 5% | 4% | 7% | 4% | 3% | 5% | 4% | - | 2% | 5% | 4% | 4% | 5% | 5% | 4% | 5% | 4% | 4% |
| | Yes, from public school to homeschool | 2% | 3% | 7% | 2% | 1% | 2% | 3% | 3% | 4% | 1% | 4% | 1% | 3% | - | - | 2% | 3% | 2% | 2% | - | 2% | 2% | 2% | 4% |
| | Yes, from private school to homeschool | 1% | 2% | 7% | 1% | 1% | 1% | 3% | 2% | 5% | - | 3% | 1% | 1% | 2% | - | 1% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 2% |
| | Yes, from homeschool to public school | 1% | 1% | - | 1% | 1% | 1% | 0% | | - | - | 3% | 0% | 1% | 1% | - | 0% | 1% | 1% | 0% | 0% | 0% | 0% | 1% | 2% |
| | Yes, from homeschool to private school | 1% | 2% | - | 2% | 0% | 0% | 3% | 5% | 6% | 2% | | 1% | 2% | 2% | 44% | 1% | 1% | 1% | 3% | 0% | 2% | 3% | 1% | 0% |
| | No | 85% | 83% | 68% | 85% | 87% | 87% | 81% | 79% | 76% | 88% | 88% | 86% | 84% | 95% | 53% | 86% | 84% | 85% | 85% | 84% | 85% | 84% | 86% | 84% |
| | Other (please specify) | 4% | 3% | - | 4% | 6% | 5% | 3% | 5% | 1% | 4% | 5% | 3% | 5% | 1% | 2% | 4% | 5% | 5% | 2% | 7% | 4% | 4% | 5% | 5% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numb Child | | | Ages of | Children | | | | | Emplo | oyment | | |
|---|-----------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|-----------|--|---|-------------------|-----------|-----------|--------------------|-------|--------------|------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 | Full Time | Part Time | Work for myself | | from home or | | Not Employed |
| Q25: How often does an unpaid caregiver like family, a | Unweighted Base | 3520 | 3091 | 184 | 2907 | 429 | 2638 | 789 | 246 | 230 | 226 | 48 | 1462 | 2058 | 693 | 215 | 999 | 1612 | 1812 | 846 | 156 | 2814 | 1293 | 1365 | 706 |
| neighbor, a close friend, a grandparent, etc. look after your | Base: Total Respondents | 2347 | 1918 | 139 | 1779 | 429 | 1366 | 956 | 423 | 334 | 171 | 51 | 976 | 1371 | 428 | 146 | 620 | 1151 | 1190 | 566 | 104 | 1861 | 865 | 891 | 486 |
| child/children? | Daily | 10% | 10% | 19% | 9% | 8% | 8% | 13% | 9% | 19% | 10% | 8% | 12% | 8% | 9% | 8% | 8% | 11% | 12% | 12% | 5% | 11% | 10% | 13% | 3% |
| | A few times per week | 17% | 18% | 19% | 18% | 12% | 16% | 19% | 18% | 21% | 22% | 13% | 19% | 16% | 19% | 26% | 18% | 16% | 15% | 29% | 12% | 19% | 21% | 18% | 10% |
| | A few times per month | 24% | 25% | 23% | 25% | 19% | 25% | 22% | 24% | 20% | 19% | 12% | 22% | 25% | 25% | 25% | 26% | 22% | 23% | 24% | 25% | 24% | 25% | 22% | 23% |
| | Once per month | 14% | 15% | 27% | 14% | 10% | 14% | 14% | 11% | 19% | 13% | 23% | 16% | 13% | 14% | 17% | 12% | 15% | 13% | 17% | 13% | 14% | 18% | 11% | 15% |
| | Once a quarter or at holidays | 17% | 16% | 6% | 17% | 23% | 20% | 14% | 16% | 12% | 15% | 27% | 14% | 19% | 15% | 9% | 20% | 18% | 19% | 9% | 23% | 16% | 14% | 18% | 22% |
| | I don't have this kind of support | 18% | 16% | 6% | 16% | 28% | 18% | 18% | 22% | 10% | 21% | 18% | 17% | 19% | 19% | 16% | 17% | 18% | 18% | 8% | 22% | 16% | 12% | 18% | 27% |
| | Not applicable | | | - | - | - | - | | - | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | - |

| | | Gener | ation | | Generation | | | | E | thnicity | | | | ber of Idren | | Ages of | Children | | | | | Empl | oyment | | |
|--|----------------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|-----------------|-----------|--|---|-------------------------------|------|------------|----------------------|----------------------|--------------|---|---|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | | e Part Tim | e Work for myself | Full Or Part Time | from home or | Work full time outside home or part-timer outside home | Not Employed |
| Q26: Who in your household primarily handles household | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| chores/responsibilities? | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Only me | 9% | 8% | 4% | 8% | 13% | 9% | 10% | 11% | 8% | 5% | 11% | 9% | 9% | 6% | 2% | 8% | 12% | 8% | 7% | 12% | 8% | 6% | 9% | 14% |
| | Only my partner | 1% | 1% | 4% | 1% | 1% | 1% | 2% | 2% | 3% | 1% | - | 2% | 1% | 0% | - | 0% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% |
| | Mostly me | 44% | 42% | 21% | 44% | 47% | 46% | 39% | 49% | 32% | 31% | 58% | 33% | 50% | 39% | 61% | 52% | 39% | 41% | 34% | 46% | 40% | 33% | 44% | 58% |
| | Mostly my partner | 3% | 3% | 9% | 3% | 3% | 2% | 5% | 3% | 6% | 5% | 5% | 4% | 3% | 4% | 4% | 2% | 4% | 4% | 3% | 3% | 4% | 3% | 5% | 2% |
| | Share equally | 38% | 42% | 57% | 40% | 28% | 38% | 40% | 31% | 46% | 53% | 19% | 48% | 32% | 46% | 31% | 36% | 38% | 40% | 53% | 30% | 43% | 53% | 36% | 22% |
| | Outsource or hire out chores and | | | | | | | | | | | | | | | | | | | | | | | | |
| | responsibilities | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 2% | 3% | 5% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 0% | 5% | 2% | 2% | 1% | 1% |
| | Not applicable, single parent | 3% | 2% | 2% | 2% | 6% | 3% | 2% | 2% | 3% | 3% | 3% | 3% | 2% | 3% | - | 0% | 4% | 4% | 1% | 4% | 3% | 2% | 4% | 2% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numi Chil | ber of Idren | | Ages of | Children | | | | | Emplo | oyment | | |
|--|---|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|--------------|-----------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|------|---------------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | | e Not r Employed |
| Q27: Which of the following household chores or | Unweighted Base | 3731 | 3129 | 189 | 2940 | 602 | 2799 | 816 | 259 | 229 | 239 | 54 | 1480 | 2251 | 703 | 217 | 1008 | 1802 | 1868 | 900 | 176 | 2944 | 1328 | 1440 | 787 |
| responsibilities are your primary responsibility? Select all the | at Base: Me/Mostly myself/mostly my | | | | | | | | | | | | | | | | | | | | | | | | |
| apply. | partner/Partner/share equally | 2540 | 1938 | 142 | 1797 | 602 | 1513 | 986 | 442 | 330 | 182 | 56 | 989 | 1551 | 434 | 146 | 627 | 1331 | 1239 | 616 | 126 | 1981 | 894 | 961 | 559 |
| | Paying bills | 39% | 36% | 21% | 37% | 47% | 41% | 35% | 44% | 28% | 29% | 34% | 34% | 42% | 36% | 46% | 40% | 38% | 46% | 28% | 43% | 40% | 35% | 44% | 34% |
| | Financial planning | 31% | 31% | 22% | 32% | 32% | 31% | 31% | 37% | 26% | 24% | 47% | 30% | 32% | 29% | 35% | 32% | 31% | 37% | 26% | 30% | 33% | 32% | 34% | 25% |
| | Family scheduling | 71% | 69% | 30% | 72% | 74% | 76% | 62% | 72% | 48% | 64% | 76% | 61% | 77% | 69% | 83% | 80% | 65% | 77% | 52% | 78% | 69% | 62% | 75% | 75% |
| | Household errands | 63% | 62% | 35% | 64% | 67% | 66% | 59% | 68% | 44% | 59% | 66% | 54% | 69% | 64% | 67% | 71% | 59% | 64% | 47% | 70% | 59% | 50% | 67% | 76% |
| | Household cleaning | 57% | 55% | 39% | 57% | 61% | 59% | 54% | 62% | 39% | 54% | 67% | 52% | 60% | 61% | 64% | 61% | 53% | 54% | 46% | 58% | 52% | 44% | 58% | 75% |
| | Children's drop off/pick up | 45% | 43% | 24% | 45% | 50% | 47% | 41% | 43% | 34% | 47% | 55% | 37% | 50% | 35% | 41% | 50% | 46% | 42% | 40% | 46% | 42% | 37% | 46% | 56% |
| | Coordinating childcare | 48% | 51% | 29% | 53% | 36% | 51% | 42% | 48% | 33% | 46% | 39% | 44% | 50% | 52% | 58% | 60% | 39% | 54% | 39% | 44% | 49% | 44% | 54% | 44% |
| | Planning children's activities | 62% | 63% | 37% | 65% | 59% | 65% | 58% | 66% | 43% | 58% | 68% | 54% | 68% | 60% | 66% | 76% | 56% | 64% | 46% | 65% | 58% | 53% | 63% | 76% |
| | Children's schoolwork | 35% | 31% | 20% | 32% | 46% | 37% | 31% | 33% | 25% | 32% | 36% | 21% | 43% | 9% | 12% | 42% | 42% | 30% | 32% | 32% | 31% | 28% | 33% | 49% |
| | Bedtime routines | 40% | 41% | 30% | 41% | 39% | 39% | 42% | 47% | 32% | 42% | 43% | 41% | 40% | 47% | 38% | 44% | 37% | 41% | 32% | 32% | 37% | 32% | 43% | 51% |
| | Meal planning and preparation | 55% | 54% | 33% | 56% | 58% | 57% | 52% | 59% | 38% | 59% | 65% | 51% | 58% | 60% | 58% | 61% | 51% | 54% | 44% | 56% | 51% | 45% | 56% | 70% |
| | Grocery shopping | 55% | 53% | 27% | 55% | 61% | 57% | 51% | 63% | 38% | 46% | 64% | 49% | 59% | 56% | 65% | 59% | 51% | 54% | 45% | 52% | 51% | 46% | 55% | 69% |
| | Maintaining social calendar or planning | | | | | | | | | | | | | | | | | | | | | | | | |
| | date nights | 52% | 52% | 23% | 54% | 53% | 57% | 46% | 54% | 30% | 52% | 56% | 45% | 57% | 50% | 52% | 64% | 48% | 55% | 41% | 56% | 50% | 46% | 54% | 59% |
| | Scheduling medical appointments for the | | | | | | | | | | | | | | | | | | | | | | | | |
| | family | 70% | 68% | 35% | 71% | 75% | 75% | 61% | 76% | 40% | 61% | 71% | 60% | 76% | 71% | 77% | 81% | 63% | 75% | 49% | 76% | 67% | 57% | 75% | 81% |
| | Pet care | 26% | 25% | 11% | 26% | 32% | 31% | 19% | 29% | 8% | 14% | 24% | 23% | 29% | 32% | 28% | 27% | 24% | 27% | 18% | 31% | 24% | 21% | 27% | 33% |
| | All of the above | 8% | 7% | 2% | 8% | 11% | 8% | 8% | 9% | 6% | 7% | 11% | 6% | 9% | 3% | 3% | 9% | 10% | 9% | 6% | 12% | 8% | 6% | 9% | 8% |
| | None of the above | 0% | 0% | - | 0% | 0% | 0% | 0% | - | 0% | 0% | - | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numbe Childr | | | Ages of | Children | | | | | Employ | yment | | |
|---|---|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|-----------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|--------|---|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| Q27: Which of the following household chores or | Unweighted Base | 3364 | 2853 | 172 | 2681 | 511 | 2544 | 720 | 224 | 200 | 223 | 48 | 1335 | 2029 | 658 | 210 | 930 | 1565 | 1718 | 831 | 153 | 2702 | 1236 | 1313 | 662 |
| responsibilities are your primary responsibility? Select all that | Base: Shared | 2261 | 1750 | 129 | 1621 | 511 | 1363 | 864 | 382 | 290 | 171 | 49 | 878 | 1383 | 404 | 143 | 578 | 1135 | 1123 | 563 | 108 | 1793 | 823 | 862 | 468 |
| apply. | Paying bills | 39% | 36% | 21% | 38% | 48% | 41% | 35% | 45% | 28% | 27% | 35% | 34% | 42% | 36% | 46% | 41% | 38% | 47% | 27% | 43% | 40% | 35% | 44% | 34% |
| | Financial planning | 31% | 31% | 22% | 31% | 31% | 31% | 30% | 37% | 26% | 23% | 48% | 30% | 31% | 29% | 35% | 33% | 30% | 36% | 25% | 29% | 32% | 32% | 33% | 24% |
| | Family scheduling | 73% | 71% | 31% | 75% | 78% | 78% | 65% | 76% | 50% | 63% | 84% | 62% | 80% | 70% | 83% | 82% | 68% | 80% | 52% | 82% | 71% | 64% | 77% | 79% |
| | Household errands | 64% | 62% | 35% | 65% | 68% | 66% | 59% | 69% | 44% | 57% | 69% | 54% | 70% | 63% | 67% | 72% | 59% | 66% | 47% | 74% | 60% | 50% | 68% | 77% |
| | Household cleaning | 57% | 56% | 39% | 57% | 61% | 59% | 54% | 63% | 39% | 52% | 70% | 52% | 60% | 60% | 63% | 60% | 53% | 55% | 45% | 59% | 52% | 44% | 59% | 76% |
| | Children's drop off/pick up | 45% | 43% | 24% | 45% | 51% | 47% | 41% | 42% | 33% | 46% | 57% | 37% | 50% | 35% | 41% | 50% | 47% | 42% | 40% | 49% | 42% | 36% | 47% | 57% |
| | Coordinating childcare | 50% | 53% | 30% | 55% | 38% | 53% | 44% | 50% | 34% | 45% | 41% | 45% | 53% | 52% | 58% | 60% | 42% | 57% | 39% | 47% | 51% | 44% | 57% | 46% |
| | Planning children's activities | 65% | 65% | 38% | 67% | 63% | 67% | 60% | 68% | 45% | 57% | 72% | 55% | 70% | 60% | 66% | 77% | 59% | 67% | 46% | 71% | 61% | 54% | 66% | 79% |
| | Children's schoolwork | 34% | 30% | 21% | 31% | 48% | 37% | 29% | 32% | 23% | 30% | 38% | 20% | 44% | 9% | 12% | 41% | 43% | 30% | 31% | 34% | 31% | 27% | 33% | 49% |
| | Bedtime routines | 40% | 40% | 29% | 41% | 39% | 39% | 41% | 47% | 32% | 41% | 46% | 40% | 40% | 46% | 38% | 43% | 37% | 41% | 30% | 33% | 37% | 32% | 43% | 50% |
| | Meal planning and preparation | 56% | 55% | 33% | 57% | 60% | 57% | 53% | 60% | 39% | 58% | 68% | 52% | 59% | 59% | 57% | 61% | 53% | 56% | 44% | 58% | 52% | 45% | 58% | 71% |
| | Grocery shopping Maintaining social calendar or planning | 56% | 54% | 26% | 56% | 62% | 58% | 51% | 64% | 40% | 44% | 67% | 49% | 60% | 54% | 64% | 60% | 53% | 55% | 45% | 54% | 52% | 46% | 56% | 70% |
| | date nights Scheduling medical appointments for the | 54% | 54% | 23% | 56% | 56% | 59% | 47% | 57% | 30% | 52% | 60% | 46% | 59% | 50% | 51% | 65% | 51% | 57% | 41% | 58% | 52% | 47% | 57% | 61% |
| | family | 72% | 70% | 35% | 73% | 80% | 78% | 63% | 79% | 41% | 60% | 75% | 61% | 79% | 71% | 77% | 83% | 67% | 78% | 49% | 80% | 69% | 58% | 79% | 84% |
| | Pet care | 27% | 25% | 11% | 26% | 32% | 31% | 20% | 31% | 10% | 14% | 26% | 23% | 29% | 31% | 28% | 28% | 24% | 28% | 49% | 31% | 25% | 21% | 28% | 35% |
| | All of the above | 6% | 5% | 0% | 5% | 8% | 6% | 5% | 7% | 3% | 7% | 5% | 3% | 7% | 2% | 3% | 7% | 6% | 6% | 4% | 8% | 6% | 5% | 6% | 5% |
| | None of the above | 0% | 0% | - | 0% | 1% | 0% | 0% | - | 0% | 0% | - | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

| | | Gene | ration | | Generation | | | | Ef | hnicity | | | Numb Chilo | | | Ages of | Children | | | | | Employ | yment | | |
|---|---|-----------------------------|-------------------|------------|--------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|--------|--------------|--------------|----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennial | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | from home or | outside home | Not Employe |
| Q27: Which of the following household chores or | Unweighted Base | 92 | 51 | 2 | 49 | 41 | 67 | 21 | 7 | 8 | 6 | 2 | 45 | 47 | 23 | | 4 | 65 | 67 | 8 | 7 | 82 | 19 | 56 | 10 |
| | Base: NA single parent | 73 | 32 | 3 | 29 | 41 | 46 | 26 | 10 | 10 | 5 | 2 | 34 | 40 | 15 | | 3 | 56 | 52 | 5 | 5 | 62 | 16 | 41 | 11 |
| apply. | Paying bills | 31% | 24% | - | 27% | 37% | 27% | 36% | 27% | 55% | 18% | - | 27% | 35% | 26% | - | 17% | 33% | 31% | 52% | 46% | 34% | 36% | 31% | 18% |
| | Financial planning | 30% | 27% | - | 30% | 32% | 29% | 28% | 27% | 35% | 18% | - | 21% | 37% | 26% | - | 17% | 31% | 28% | 61% | 46% | 32% | 30% | 31% | 18% |
| | Family scheduling | 27% | 25% | 44% | 23% | 29% | 22% | 35% | 27% | 45% | 32% | - | 23% | 31% | 16% | - | 44% | 30% | 21% | 52% | 46% | 26% | 30% | 21% | 38% |
| | Household errands | 32% | 29% | - | 33% | 34% | 29% | 35% | 27% | 55% | 13% | - | 27% | 36% | 26% | - | 44% | 33% | 29% | 61% | 46% | 33% | 36% | 31% | 25% |
| | Household cleaning | 29% | 30% | 44% | 28% | 29% | 26% | 33% | 27% | 50% | 13% | | 26% | 33% | 23% | - | 44% | 31% | 26% | 41% | 37% | 28% | 30% | 26% | 38% |
| | Children's drop off/pick up | 28% | 29% | 44% | 28% | 27% | 22% | 37% | 27% | 60% | 13% | - | 29% | 27% | 26% | - | 44% | 28% | 24% | 50% | 27% | 26% | 29% | 25% | 38% |
| | Coordinating childcare | 22% | 28% | 44% | 27% | 17% | 14% | 33% | 27% | 50% | 13% | - | 24% | 20% | 26% | - | 27% | 21% | 17% | 52% | 27% | 21% | 30% | 16% | 29% |
| | Planning children's activities | 25% | 30% | 44% | 28% | 22% | 15% | 41% | 27% | 70% | 13% | - | 32% | 20% | 26% | - | 27% | 25% | 22% | 52% | 27% | 25% | 36% | 20% | 29% |
| | Children's schoolwork | 19% | 22% | 44% | 20% | 17% | 16% | 23% | 27% | 25% | 13% | - | 16% | 23% | 6% | - | 27% | 23% | 16% | 32% | 27% | 18% | 30% | 12% | 29% |
| | Bedtime routines | 29% | 37% | 100% | 30% | 22% | 19% | 44% | 45% | 60% | 13% | - | 34% | 24% | 38% | - | 44% | 25% | 21% | 52% | 27% | 24% | 36% | 19% | 55% |
| | Meal planning and preparation | 32% | 29% | 56% | 26% | 34% | 24% | 43% | 45% | 55% | 18% | - | 33% | 31% | 38% | - | 17% | 31% | 28% | 52% | 46% | 31% | 36% | 27% | 35% |
| | Grocery shopping Maintaining social calendar or planning | 35% | 33% | 100% | 26% | 37% | 26% | 49% | 45% | 70% | 18% | - | 37% | 34% | 38% | - | 17% | 35% | 30% | 52% | 46% | 33% | 36% | 30% | 48% |
| | date nights Scheduling medical appointments for the | 23% | 27% | 44% | 25% | 20% | 18% | 29% | 18% | 50% | 13% | - | 26% | 20% | 23% | - | 44% | 22% | 21% | 2% | 46% | 22% | 24% | 18% | 29% |
| | family | 32% | 30% | 44% | 28% | 34% | 26% | 41% | 27% | 70% | 13% | | 30% | 34% | 23% | | 44% | 34% | 29% | 43% | 46% | 31% | 36% | 27% | 38% |
| | Pet care | 11% | 6% | - | 7% | 15% | 10% | 10% | | 15% | 18% | | 4% | 16% | 10% | | 17% | 11% | 11% | - | 37% | 13% | - | 14% | - |
| | All of the above | 52% | 42% | - | 46% | 61% | 59% | 41% | 45% | 30% | 37% | 50% | 47% | 57% | 26% | | 56% | 59% | 57% | 39% | 36% | 54% | 64% | 52% | 45% |
| | None of the above | 10% | 19% | | 21% | 2% | 12% | 7% | 10% | 2010 | 32% | 50% | 16% | 4% | 36% | | 20/0 | 3% | 12% | 20/0 | 19% | 11% | - 170 | 15% | 1070 |

| | | Genera | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|---|---|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | Not Employed |
| Q28: Which of the following best describes your overall | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| financial situation? | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | On track - living below my means and will | | | | | | | | | | | | | | | | | | | | | | | | |
| | be prepared for the future | 24% | 23% | 25% | 23% | 26% | 25% | 21% | 17% | 23% | 30% | 13% | 22% | 25% | 22% | 29% | 21% | 25% | 23% | 26% | 26% | 24% | 27% | 22% | 22% |
| | Almost on track – living below my means | | | | | | | | | | | | | | | | | | | | | | | | |
| | and saving a bit, but need to save more | 33% | 34% | 31% | 34% | 31% | 35% | 32% | 30% | 30% | 38% | 27% | 35% | 33% | 37% | 28% | 34% | 33% | 35% | 33% | 35% | 34% | 35% | 34% | 30% |
| | At my means – living paycheck to | | | | | | | | | | | | | | | | | | | | | | | | |
| | paycheck, spending almost everything I | | | | | | | | | | | | | | | | | | | | | | | | |
| | make every month, but I'm not going any | | | | | | | | | | | | | | | | | | | | | | | | |
| | deep | 30% | 31% | 30% | 31% | 25% | 27% | 33% | 37% | 32% | 23% | 40% | 31% | 28% | 31% | 29% | 33% | 28% | 30% | 31% | 27% | 30% | 30% | 31% | 27% |
| | Beyond my means – spending more than I | | | | | | | | | | | | | | | | | | | | | | | | |
| | make every month and going deeper into | | | | | | | | | | | | | | | | | | | | | | | | |
| | debt | 10% | 10% | 10% | 10% | 13% | 10% | 11% | 13% | 11% | 6% | 16% | 9% | 12% | 6% | 13% | 11% | 12% | 10% | 8% | 7% | 9% | 8% | 11% | 15% |
| | Other (please specify) | 1% | 1% | 1% | 1% | 3% | 2% | 1% | 1% | 2% | 0% | 2% | 1% | 1% | 1% | - | 1% | 2% | 1% | 1% | 4% | 1% | 1% | 1% | 3% |
| | Not sure | 1% | 1% | 3% | 1% | 2% | 1% | 1% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 3% |

| | | Gener | ration | | Generation | | | | Et | hnicity | | | Numl | ber of Idren | | Ages of | f Children | | | | | Emplo | yment | | |
|--|------------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|------|-----------------|------------|--|------------|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| Q29: If you had an unexpected \$1,000 expense, how would | Unweighted Base | 3855 | 3208 | 191 | 3017 | 647 | 2884 | 850 | 270 | 241 | 248 | 57 | 1534 | 2321 | 731 | 220 | 1017 | 1886 | 1958 | 908 | 187 | 3053 | 1359 | 1507 | 802 |
| you cover it? | Base: Total Respondents | 2641 | 1994 | 146 | 1848 | 647 | 1569 | 1029 | 460 | 346 | 191 | 59 | 1034 | 1607 | 456 | 149 | 634 | 1400 | 1310 | 621 | 136 | 2067 | 921 | 1010 | 574 |
| | Emergency savings fund | 23% | 21% | 12% | 22% | 26% | 23% | 21% | 22% | 20% | 20% | 26% | 22% | 23% | 24% | 20% | 23% | 22% | 23% | 20% | 24% | 22% | 21% | 23% | 23% |
| | Credit card | 25% | 25% | 19% | 26% | 24% | 24% | 27% | 31% | 23% | 24% | 29% | 24% | 25% | 25% | 26% | 27% | 24% | 26% | 22% | 25% | 24% | 22% | 26% | 27% |
| | Checking account | 18% | 18% | 17% | 18% | 19% | 20% | 16% | 12% | 15% | 24% | 8% | 17% | 19% | 18% | 20% | 16% | 18% | 20% | 15% | 20% | 18% | 19% | 18% | 16% |
| | Savings account | 21% | 21% | 20% | 21% | 20% | 22% | 19% | 21% | 14% | 19% | 20% | 20% | 21% | 24% | 21% | 23% | 19% | 22% | 19% | 22% | 21% | 21% | 22% | 20% |
| | Loan from a friend or family | 7% | 7% | 14% | 7% | 6% | 6% | 8% | 9% | 9% | 7% | 8% | 8% | 6% | 6% | 6% | 6% | 8% | 5% | 9% | 4% | 6% | 7% | 6% | 9% |
| | Personal line of credit | 3% | 3% | 10% | 3% | 1% | 2% | 4% | 2% | 10% | 2% | 2% | 4% | 2% | 2% | 3% | 1% | 4% | 1% | 7% | 1% | 3% | 5% | 2% | 2% |
| | Home Equity Line of Credit (HELOC) | 2% | 2% | 7% | 2% | 1% | 2% | 2% | 1% | 5% | 2% | - | 3% | 1% | 2% | 2% | 1% | 2% | 1% | 6% | 3% | 3% | 4% | 1% | 0% |
| | Other (please specify) | 2% | 2% | - | 2% | 2% | 2% | 2% | 3% | 3% | 1% | 7% | 1% | 3% | 0% | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 3% |

| | | Gene | ation | | Generation | | | | E | thnicity | | | Numl | | | Ages o | f Children | | | | | Emplo | oyment | | |
|--|-------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|-----------|--|---|------|-----------|-----------|--------------------|-------|--------------|------|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All | Full Time | Part Time | Work for myself | | from home or | | e Not Employed |
| Q30: What is your largest monthly expense? | Unweighted Base | 3855 | 3207 | 192 | 3015 | 648 | 2887 | 848 | 268 | 240 | 249 | 58 | 1533 | 2322 | 728 | 220 | 1017 | 1889 | 1959 | 904 | 190 | 3053 | 1355 | 1508 | 802 |
| | Base: Total Respondents | 2637 | 1989 | 146 | 1843 | 648 | 1571 | 1024 | 456 | 344 | 192 | 61 | 1032 | 1606 | 452 | 149 | 632 | 1401 | 1309 | 616 | 138 | 2063 | 916 | 1009 | 574 |
| | Mortgage/Rent | 62% | 59% | 27% | 62% | 71% | 65% | 58% | 69% | 39% | 61% | 64% | 57% | 65% | 65% | 60% | 61% | 62% | 65% | 47% | 66% | 60% | 53% | 65% | 71% |
| | Childcare | 14% | 17% | 10% | 17% | 6% | 14% | 15% | 14% | 16% | 16% | 13% | 13% | 15% | 13% | 25% | 21% | 10% | 20% | 13% | 7% | 17% | 18% | 17% | 5% |
| | School | 4% | 4% | 15% | 3% | 2% | 3% | 5% | 3% | 12% | 1% | 2% | 6% | 2% | 4% | 2% | 2% | 5% | 2% | 10% | 3% | 4% | 7% | 2% | 2% |
| | Travel | 2% | 3% | 11% | 2% | 0% | 2% | 3% | 1% | 8% | 3% | | 5% | 1% | 3% | 2% | 0% | 3% | 1% | 8% | 0% | 3% | 5% | 1% | 0% |
| | Student debt | 3% | 4% | 15% | 3% | 1% | 3% | 4% | 2% | 7% | 6% | | 6% | 2% | 4% | 3% | 1% | 4% | 2% | 8% | 1% | 4% | 5% | 2% | 2% |
| | Bills | 13% | 11% | 20% | 11% | 16% | 12% | 13% | 11% | 17% | 12% | 20% | 12% | 13% | 12% | 6% | 12% | 14% | 10% | 14% | 16% | 11% | 10% | 11% | 18% |
| | Other (please specify) | 2% | 1% | 1% | 1% | 4% | 2% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 7% | 2% | 2% | 1% | 3% |

| | | Gener | ation | | Generation | | | | Et | thnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|--|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|---------|-------|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or | | outside home | Not Employed |
| Q31: How often, if at all, are you accepting financial hel | p from Unweighted Base | 3861 | 3213 | 192 | 3021 | 648 | 2890 | 850 | 268 | 242 | 250 | 58 | 1536 | 2325 | 731 | 220 | 1019 | 1890 | 1962 | 909 | 190 | 3061 | 1360 | 1511 | 800 |
| your parents or partner's parents? | Base: Total Respondents | 2642 | 1994 | 146 | 1848 | 648 | 1571 | 1028 | 456 | 347 | 193 | 61 | 1033 | 1609 | 454 | 149 | 634 | 1402 | 1310 | 622 | 138 | 2070 | 921 | 1011 | 572 |
| | Regularly | 9% | 10% | 24% | 8% | 6% | 7% | 11% | 8% | 14% | 12% | 7% | 13% | 6% | 10% | 5% | 4% | 11% | 5% | 17% | 5% | 9% | 13% | 5% | 8% |
| | Occasionally | 16% | 17% | 29% | 17% | 10% | 14% | 19% | 13% | 28% | 16% | 19% | 21% | 12% | 16% | 13% | 12% | 18% | 12% | 28% | 19% | 17% | 21% | 13% | 11% |
| | Rarely | 23% | 25% | 30% | 25% | 17% | 22% | 24% | 20% | 29% | 28% | 28% | 28% | 20% | 28% | 25% | 24% | 21% | 24% | 25% | 21% | 24% | 25% | 23% | 21% |
| | Never | 53% | 48% | 17% | 50% | 67% | 56% | 46% | 58% | 29% | 45% | 47% | 39% | 61% | 46% | 57% | 60% | 51% | 59% | 30% | 56% | 50% | 42% | 58% | 60% |

| | | Genera | ition | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Employ | yment | | |
|---|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|----------------|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Seneration X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | work part-time | outside home | Not Employed |
| Q32: Which best describes your perspective on whether you | ur Unweighted Base | 3865 | 3215 | 190 | 3025 | 650 | 2893 | 851 | 269 | 241 | 250 | 58 | 1536 | 2329 | 732 | 218 | 1023 | 1891 | 1962 | 911 | 189 | 3062 | 1362 | 1511 | 803 |
| children will be better off financially than your family? | Base: Total Respondents | 2645 | 1995 | 144 | 1851 | 650 | 1574 | 1028 | 458 | 345 | 193 | 61 | 1034 | 1611 | 456 | 147 | 637 | 1403 | 1312 | 623 | 136 | 2071 | 923 | 1011 | 574 |
| | Very optimistic | 27% | 29% | 30% | 29% | 20% | 21% | 37% | 36% | 40% | 36% | 34% | 28% | 26% | 30% | 27% | 31% | 25% | 28% | 25% | 25% | 27% | 28% | 26% | 27% |
| | Somewhat optimistic | 51% | 50% | 43% | 50% | 54% | 55% | 46% | 52% | 39% | 46% | 45% | 49% | 53% | 51% | 55% | 52% | 50% | 53% | 44% | 54% | 51% | 46% | 54% | 53% |
| | Somewhat pessimistic | 18% | 16% | 17% | 16% | 22% | 20% | 13% | 11% | 14% | 12% | 17% | 17% | 18% | 15% | 16% | 15% | 20% | 17% | 21% | 16% | 18% | 19% | 17% | 17% |
| | Very pessimistic | 4% | 4% | 10% | 4% | 4% | 5% | 4% | 1% | 6% | 6% | 4% | 6% | 3% | 4% | 2% | 2% | 6% | 2% | 10% | 5% | 5% | 7% | 3% | 3% |

| | | Gener | ation | | Generation | | | | Eti | hnicity | | | Numb Child | | | Ages of | Children | | | | | Emplo | yment | | |
|---|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|-------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | outside home | Not Employed |
| Q33: How stressed are you about finances? | Unweighted Base | 3865 | 3216 | 192 | 3024 | 649 | 2893 | 851 | 270 | 241 | 250 | 58 | 1537 | 2328 | 731 | 220 | 1023 | 1890 | 1964 | 909 | 189 | 3062 | 1361 | 1512 | 803 |
| | Base: Total Respondents | 2646 | 1997 | 146 | 1851 | 649 | 1573 | 1030 | 460 | 345 | 193 | 61 | 1036 | 1611 | 456 | 149 | 637 | 1403 | 1315 | 621 | 137 | 2072 | 922 | 1013 | 574 |
| | Very stressed | 25% | 25% | 29% | 24% | 25% | 22% | 28% | 34% | 26% | 18% | 35% | 25% | 24% | 21% | 22% | 23% | 27% | 22% | 26% | 23% | 23% | 23% | 23% | 29% |
| | Somewhat stressed | 48% | 48% | 39% | 49% | 48% | 49% | 46% | 47% | 43% | 48% | 52% | 45% | 50% | 48% | 54% | 53% | 45% | 52% | 40% | 51% | 48% | 43% | 53% | 47% |
| | Somewhat unstressed | · · | - | - | - | - | - | - | | - | - | | - | - | - | - | - | - | - | - | | - | - | - | - |
| | Somewhat unstressed | 19% | 19% | 23% | 19% | 18% | 20% | 17% | 11% | 20% | 23% | 5% | 20% | 18% | 21% | 15% | 18% | 18% | 19% | 21% | 21% | 19% | 22% | 17% | 16% |
| | Not stressed at all | 9% | 8% | 8% | 8% | 10% | 8% | 9% | 8% | 11% | 12% | 8% | 10% | 8% | 9% | 9% | 6% | 10% | 7% | 13% | 6% | 9% | 12% | 7% | 8% |

| | | Gener | ation | | Generation | | | | Et | thnicity | | | Numbe Child | | | Ages of | Children | | | | | Emplo | yment | | |
|---|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|----------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | Not Employed |
| Q34: How do you expect your spending behavior to change | Unweighted Base | 3867 | 3217 | 192 | 3025 | 650 | 2893 | 853 | 270 | 242 | 250 | 58 | 1538 | 2329 | 733 | 220 | 1023 | 1890 | 1964 | 911 | 190 | 3065 | 1362 | 1513 | 802 |
| this year? | Base: Total Respondents | 2649 | 1999 | 146 | 1852 | 650 | 1574 | 1032 | 460 | 347 | 193 | 61 | 1036 | 1612 | 457 | 149 | 637 | 1404 | 1315 | 623 | 138 | 2075 | 923 | 1014 | 574 |
| | Will cut back a lot | 19% | 20% | 29% | 20% | 15% | 15% | 26% | 29% | 25% | 20% | 21% | 22% | 17% | 21% | 18% | 17% | 19% | 17% | 19% | 18% | 18% | 17% | 18% | 24% |
| | Will cut back a bit | 47% | 46% | 29% | 47% | 49% | 47% | 45% | 47% | 41% | 45% | 60% | 40% | 51% | 43% | 52% | 52% | 45% | 52% | 36% | 52% | 47% | 43% | 50% | 45% |
| | No change | 25% | 23% | 29% | 23% | 29% | 29% | 18% | 16% | 20% | 22% | 5% | 25% | 24% | 24% | 20% | 21% | 27% | 24% | 30% | 24% | 26% | 27% | 25% | 21% |
| | Will spend a bit more | 9% | 10% | 13% | 9% | 5% | 8% | 9% | 7% | 13% | 11% | 10% | 11% | 7% | 11% | 8% | 8% | 8% | 6% | 14% | 6% | 9% | 12% | 6% | 8% |
| | Will spend a lot more | 1% | 1% | - | 1% | 1% | 1% | 1% | 1% | 0% | 2% | 4% | 1% | 1% | 2% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% |

| | | Gener | ration | | Generation | | | | Et | hnicity | | | Numb | | | Ages o | f Children | | | | | Emp | loyment | | |
|---|---------------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|-----------|--|---|-------------------|-----|------------|--------------------|------|--------------|------|---|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 | | ìme Part T | Work fe me myse | | from home or | | Not Employed |
| Q35: If cutting back, what are the top areas you expect to cu | t Unweighted Base | 2478 | 2059 | 111 | 1948 | 419 | 1789 | 601 | 200 | 163 | 162 | 46 | 945 | 1533 | 475 | 148 | 673 | 1181 | 130 | 5 511 | 126 | 1942 | 807 | 1009 | 536 |
| spending on? Select all that apply. | Base: Will cut back a lot/a bit | 1738 | 1319 | 85 | 1233 | 419 | 978 | 733 | 346 | 231 | 126 | 49 | 646 | 1092 | 292 | 104 | 443 | 897 | 90 | 1 344 | 95 | 1339 | 560 | 685 | 399 |
| | Entertainment/Eating out | 77% | 76% | 54% | 78% | 80% | 79% | 76% | 83% | 63% | 74% | 82% | 72% | 80% | 80% | 72% | 85% | 73% | 81 | % 639 | 74% | 75% | 71% | 79% | 83% |
| | Vacation/Travel | 45% | 44% | 45% | 44% | 48% | 47% | 42% | 44% | 38% | 45% | 36% | 44% | 46% | 46% | 49% | 46% | 44% | 46 | % 45% | 38% | 45% | 46% | 45% | 45% |
| | Kids activities | 13% | 14% | 23% | 13% | 11% | 12% | 16% | 16% | 21% | 13% | 5% | 11% | 15% | 6% | 17% | 16% | 14% | 10 | 6 219 | 6% | 13% | 15% | 12% | 16% |
| | Kids toys | 29% | 31% | 27% | 31% | 23% | 28% | 30% | 30% | 31% | 25% | 33% | 24% | 32% | 20% | 25% | 38% | 28% | 26 | % 319 | 30% | 28% | 28% | 27% | 33% |
| | Personal care/Spending on self | 59% | 60% | 51% | 61% | 57% | 64% | 54% | 55% | 43% | 66% | 66% | 60% | 59% | 68% | 63% | 63% | 54% | 61 | % 539 | 59% | 59% | 55% | 62% | 61% |
| | Gifts | 38% | 38% | 32% | 38% | 38% | 40% | 34% | 36% | 26% | 35% | 48% | 39% | 37% | 40% | 37% | 40% | 36% | 36 | % 379 | 38% | 37% | 35% | 37% | 42% |
| | Household | 27% | 26% | 21% | 26% | 31% | 30% | 22% | 20% | 22% | 23% | 34% | 25% | 28% | 23% | 25% | 26% | 29% | 23 | % 30% | 28% | 25% | 25% | 25% | 32% |
| | Other (please specify) | 3% | 3% | - | 3% | 4% | 4% | 3% | 3% | 3% | 3% | 6% | 3% | 3% | 3% | 4% | 3% | 4% | 35 | 6 2% | 8% | 3% | 2% | 3% | 4% |
| | Not applicable | 0% | 0% | - | 0% | 1% | 0% | 0% | - | 0% | - | | 0% | 0% | 0% | - | - | 0% | | - | 1% | 0% | | | 1% |

| | | Genera | ation | | Generation | | | | Et | hnicity | | | Numbe | | | Ages of | Children | | | | | Emplo | yment | | |
|--|-------------------------|-----------------------------|-------------------|--------------|------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|-------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | | Seneration X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | outside home | Not Employed |
| Q36: On average, how much sleep do you get at night? | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Less than 4 hours | 2% | 2% | 5% | 2% | 2% | 2% | 3% | 2% | 5% | 2% | 4% | 2% | 3% | 2% | 6% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 4% |
| | 4-5 hours | 18% | 18% | 19% | 18% | 17% | 16% | 21% | 23% | 23% | 16% | 28% | 16% | 19% | 15% | 22% | 23% | 16% | 19% | 12% | 17% | 17% | 14% | 19% | 22% |
| | 6-7 hours | 68% | 69% | 71% | 69% | 67% | 71% | 65% | 65% | 63% | 71% | 54% | 72% | 66% | 72% | 62% | 65% | 69% | 68% | 79% | 66% | 71% | 74% | 69% | 58% |
| | 8 or more hours | 11% | 11% | 5% | 11% | 14% | 12% | 10% | 10% | 9% | 11% | 14% | 10% | 12% | 11% | 10% | 10% | 12% | 11% | 7% | 15% | 10% | 11% | 9% | 15% |

| | | Gener | ation | | Generation | | | | Et | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|---|-------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|----------|-----------|-----------|--------------------|----------------------|---|------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | | Not Employed |
| Q37: On average, how frequently do you work out for at le | east Unweighted Base | 3868 | 3219 | 192 | 3027 | 649 | 2894 | 853 | 270 | 242 | 250 | 58 | 1539 | 2329 | 733 | 220 | 1023 | 1891 | 1965 | 911 | 189 | 3065 | 1362 | 1514 | 803 |
| 30 minutes a day? | Base: Total Respondents | 2649 | 2000 | 146 | 1853 | 649 | 1574 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1612 | 457 | 149 | 637 | 1404 | 1315 | 623 | 137 | 2074 | 923 | 1014 | 574 |
| | Every day | 11% | 11% | 19% | 10% | 12% | 11% | 11% | 6% | 17% | 13% | 7% | 12% | 10% | 8% | 3% | 7% | 15% | 8% | 16% | 13% | 11% | 14% | 7% | 12% |
| | A few times a week | 36% | 35% | 31% | 36% | 36% | 36% | 35% | 33% | 30% | 41% | 36% | 35% | 36% | 35% | 28% | 34% | 37% | 34% | 39% | 46% | 36% | 39% | 33% | 32% |
| | A few times a month | 25% | 27% | 29% | 27% | 20% | 25% | 26% | 25% | 31% | 23% | 25% | 28% | 24% | 28% | 31% | 26% | 24% | 26% | 29% | 20% | 26% | 27% | 26% | 22% |
| | A few times a year | 12% | 12% | 11% | 12% | 13% | 12% | 11% | 15% | 8% | 8% | 11% | 12% | 12% | 12% | 17% | 13% | 11% | 14% | 7% | 8% | 11% | 8% | 15% | 14% |
| | Never | 16% | 15% | 10% | 16% | 18% | 15% | 17% | 20% | 14% | 16% | 21% | 14% | 18% | 16% | 22% | 19% | 14% | 18% | 9% | 12% | 15% | 11% | 19% | 20% |

| | | Genera | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|---|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|-------|--------------|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | | outside home | e Not Employed |
| Q38: On average, how many times a month do you go out | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| with friends, without children? | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | 0 times | 43% | 43% | 24% | 45% | 43% | 43% | 42% | 56% | 28% | 39% | 45% | 38% | 47% | 43% | 52% | 54% | 38% | 46% | 25% | 44% | 39% | 32% | 45% | 57% |
| | 1-2 times | 44% | 44% | 38% | 44% | 47% | 46% | 42% | 38% | 43% | 46% | 42% | 43% | 45% | 46% | 44% | 42% | 45% | 48% | 44% | 48% | 46% | 44% | 48% | 37% |
| | 3-4 times | 8% | 9% | 27% | 7% | 8% | 7% | 11% | 4% | 19% | 8% | 11% | 11% | 7% | 7% | 4% | 3% | 11% | 6% | 18% | 6% | 10% | 14% | 6% | 4% |
| | 5+ times | 4% | 5% | 11% | 4% | 2% | 3% | 6% | 2% | 9% | 7% | 2% | 8% | 2% | 4% | 0% | 1% | 6% | 1% | 13% | 2% | 5% | 9% | 1% | 2% |

| | | Gener | ation | | Generation | | | | Et | thnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|--|---|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|----------|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | Not Employed |
| Q39: On average, how many times a month do you go on a | Unweighted Base | 3651 | 3097 | 187 | 2910 | 554 | 2746 | 797 | 253 | 220 | 243 | 51 | 1437 | 2214 | 707 | 217 | 1003 | 1723 | 1847 | 874 | 176 | 2897 | 1308 | 1413 | 754 |
| date with your partner? | Base: Married, partner co-living, partner | | | | | | | | | | | | | | | | | | | | | | | | |
| | not co-living | 2467 | 1913 | 142 | 1771 | 554 | 1469 | 961 | 433 | 318 | 187 | 53 | 954 | 1513 | 436 | 147 | 624 | 1259 | 1217 | 592 | 126 | 1935 | 880 | 929 | 532 |
| | 0 times | 42% | 41% | 16% | 43% | 44% | 44% | 39% | 51% | 20% | 40% | 61% | 36% | 45% | 41% | 45% | 54% | 36% | 46% | 24% | 39% | 39% | 31% | 46% | 54% |
| | 1-2 times | 43% | 44% | 42% | 44% | 42% | 44% | 42% | 43% | 41% | 41% | 32% | 41% | 45% | 45% | 50% | 42% | 43% | 46% | 40% | 52% | 45% | 43% | 46% | 38% |
| | 3-4 times | 9% | 9% | 25% | 8% | 10% | 8% | 11% | 5% | 22% | 11% | 4% | 12% | 7% | 9% | 6% | 4% | 12% | 5% | 20% | 7% | 10% | 15% | 6% | 6% |
| | 5+ times | 6% | 6% | 17% | 5% | 4% | 4% | 8% | 1% | 17% | 8% | 2% | 10% | 3% | 6% | - | 1% | 8% | 2% | 16% | 3% | 7% | 12% | 2% | 2% |
| | Not applicable | | - | - | | - | - | | - | - | - | - | - | - | - | - | - | - | - | | - | - | - | - | - |

| | | Genera | tion | | Generation | | | | Et | thnicity | | | Numb | | | Ages of | Children | | | | | Employ | yment | | |
|---|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | Not Employed |
| Q40: On average, how much time do you get to yourself | Unweighted Base | 3864 | 3215 | 192 | 3023 | 649 | 2893 | 850 | 270 | 241 | 250 | 58 | 1537 | 2327 | 732 | 220 | 1023 | 1888 | 1962 | 910 | 190 | 3062 | 1360 | 1512 | 802 |
| without work or family obligations each day? | Base: Total Respondents | 2646 | 1997 | 146 | 1851 | 649 | 1573 | 1030 | 460 | 345 | 193 | 61 | 1035 | 1611 | 456 | 149 | 637 | 1402 | 1313 | 622 | 138 | 2073 | 922 | 1013 | 573 |
| | Less than 1 hour | 57% | 61% | 48% | 62% | 47% | 58% | 56% | 71% | 42% | 46% | 74% | 54% | 60% | 57% | 76% | 70% | 50% | 64% | 47% | 47% | 58% | 52% | 65% | 56% |
| | 1-2 hours | 34% | 32% | 37% | 32% | 39% | 34% | 33% | 25% | 40% | 46% | 16% | 37% | 32% | 38% | 22% | 28% | 36% | 32% | 37% | 43% | 34% | 36% | 31% | 33% |
| | 3 or more hours | 9% | 7% | 15% | 6% | 14% | 7% | 11% | 4% | 19% | 9% | 10% | 10% | 8% | 5% | 3% | 2% | 14% | 4% | 16% | 10% | 8% | 12% | 4% | 11% |

| | | Genera | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Employ | yment | | |
|--|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|------|-----------|-----------|--------------------|----------------------|-------|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All | Full Time | Part Time | Work for myself | Full Or Part Time | | outside home | Not Employed |
| Q41: How many family or personal trips do you plan to take | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| this year? | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | None | 13% | 13% | 16% | 13% | 12% | 12% | 14% | 19% | 12% | 6% | 21% | 11% | 14% | 11% | 23% | 15% | 12% | 12% | 11% | 7% | 11% | 10% | 12% | 21% |
| | 1-2 trips | 60% | 60% | 42% | 61% | 62% | 62% | 59% | 65% | 51% | 58% | 56% | 56% | 63% | 59% | 66% | 68% | 57% | 66% | 48% | 65% | 61% | 53% | 67% | 60% |
| | 3-5 trips | 21% | 20% | 20% | 20% | 22% | 22% | 19% | 14% | 21% | 26% | 21% | 22% | 20% | 24% | 10% | 16% | 23% | 20% | 24% | 24% | 22% | 24% | 19% | 17% |
| | 6 or more trips | 6% | 6% | 22% | 5% | 4% | 4% | 9% | 2% | 15% | 11% | 2% | 10% | 3% | 7% | 1% | 1% | 8% | 2% | 17% | 4% | 7% | 13% | 2% | 2% |

| | | Gener | ration | | Generation | | | | E | thnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|---|---------------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|-----------|--|---|------------|-----------|-----------|--------------------|-------|---|------|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | children 3 | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | | e Not Employed |
| Q42: How has your alcohol consumption changed in the last | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| year? | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Quit drinking | 7% | 8% | 6% | 8% | 4% | 6% | 8% | 9% | 6% | 7% | 8% | 7% | 6% | 11% | 6% | 7% | 5% | 7% | 4% | 7% | 6% | 6% | 7% | 7% |
| | Decreased drinking | 28% | 32% | 41% | 31% | 16% | 27% | 30% | 28% | 37% | 28% | 19% | 37% | 22% | 38% | 35% | 25% | 25% | 29% | 34% | 22% | 30% | 35% | 26% | 21% |
| | No change | 31% | 32% | 29% | 32% | 29% | 33% | 29% | 24% | 33% | 35% | 31% | 33% | 30% | 28% | 27% | 31% | 33% | 33% | 34% | 35% | 33% | 35% | 31% | 24% |
| | Increased drinking | 7% | 7% | 4% | 8% | 4% | 6% | 8% | 10% | 6% | 4% | 11% | 5% | 8% | 6% | 9% | 8% | 6% | 8% | 4% | 7% | 7% | 6% | 7% | 7% |
| | Started drinking | 1% | 1% | 7% | 1% | 1% | 1% | 2% | 1% | 4% | 1% | 5% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% |
| | Not applicable, don't consume alcohol | 27% | 20% | 13% | 21% | 46% | 28% | 23% | 29% | 13% | 25% | 27% | 17% | 33% | 17% | 22% | 27% | 30% | 23% | 22% | 29% | 23% | 16% | 28% | 40% |

| | | Gener | ation | | Generation | ı. | | | E | thnicity | | | Numb Chilo | | | Ages o | f Children | | | | | Emplo | yment | | |
|---|---|-----------------------------|-------------------|------------|--------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|-----------|--|---|------|-----------|-----------|--------------------|---------|---|--------------|---------------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennial | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All | Full Time | Part Time | Work for myself | Full Or | Work full time from home or work part-time from home | outside home | e Not r Employed |
| Q43: What form of birth control do you use? Select all that | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| apply. | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Condoms | 26% | 31% | 55% | 29% | 12% | 24% | 31% | 19% | 41% | 36% | 17% | 40% | 17% | 37% | 24% | 19% | 26% | 18% | 51% | 12% | 28% | 40% | 18% | 21% |
| | Fertility Awareness Method/Natural family | | | | | | | | | | | | | | | | | | | | | | | | |
| | planning | 13% | 16% | 17% | 16% | 4% | 12% | 14% | 17% | 19% | 12% | 17% | 11% | 14% | 14% | 27% | 17% | 9% | 12% | 10% | 19% | 12% | 12% | 11% | 16% |
| | Birth control pills/Patch/Ring | 14% | 15% | 13% | 15% | 9% | 14% | 13% | 14% | 17% | 13% | 10% | 14% | 13% | 15% | 19% | 13% | 13% | 15% | 12% | 10% | 14% | 12% | 17% | 11% |
| | IUD | 16% | 16% | 7% | 16% | 17% | 17% | 15% | 18% | 14% | 11% | 22% | 10% | 20% | 11% | 25% | 18% | 16% | 20% | 10% | 19% | 17% | 13% | 19% | 14% |
| | Vasectomy | 12% | 11% | 1% | 12% | 16% | 15% | 8% | 10% | 4% | 7% | 11% | 3% | 18% | 2% | 9% | 15% | 15% | 14% | 9% | 19% | 12% | 9% | 15% | 11% |
| | Hysterectomy/Tubal ligation | 7% | 5% | 0% | 6% | 14% | 7% | 7% | 8% | 5% | 5% | 16% | 2% | 11% | 0% | 5% | 9% | 9% | 7% | 5% | 10% | 7% | 5% | 8% | 9% |
| | Other (please specify) | 3% | 2% | 1% | 3% | 4% | 3% | 3% | 3% | 2% | 1% | 3% | 3% | 2% | 3% | 2% | 2% | 3% | 3% | 1% | 6% | 3% | 2% | 3% | 4% |
| | Do not use birth control | 15% | 14% | 8% | 14% | 16% | 14% | 15% | 18% | 10% | 15% | 12% | 18% | 12% | 19% | 15% | 14% | 13% | 16% | 10% | 14% | 14% | 12% | 16% | 16% |
| | Not applicable | 7% | 4% | 2% | 4% | 15% | 7% | 6% | 7% | 5% | 6% | 2% | 7% | 7% | 6% | 7% | 4% | 9% | 7% | 4% | 6% | 6% | 4% | 8% | 10% |

| | | Genera | ation | | Generation | | | | E | thnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|--|----------------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|-------|--------------|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | . Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | | outside home | e Not Employed |
| Q44: Are you currently trying to conceive? | Unweighted Base | 3869 | 3219 | 192 | 3027 | 650 | 2895 | 853 | 270 | 242 | 250 | 58 | 1538 | 2331 | 732 | 220 | 1023 | 1893 | 1965 | 911 | 190 | 3066 | 1363 | 1513 | 803 |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1853 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1036 | 1613 | 456 | 149 | 637 | 1405 | 1315 | 623 | 138 | 2075 | 924 | 1014 | 574 |
| | Yes, without fertility treatment | 5% | 6% | 14% | 6% | 2% | 4% | 8% | 7% | 8% | 8% | 8% | 7% | 4% | 8% | 3% | 3% | 6% | 5% | 6% | 5% | 5% | 6% | 5% | 6% |
| | Yes, with fertility treatment | 3% | 4% | 11% | 3% | 1% | 2% | 5% | 4% | 10% | 2% | - | 4% | 2% | 4% | 4% | 1% | 4% | 3% | 4% | 1% | 3% | 4% | 3% | 2% |
| | No, not currently | 42% | 52% | 71% | 51% | 13% | 38% | 50% | 47% | 60% | 48% | 43% | 63% | 29% | 73% | 57% | 42% | 31% | 38% | 58% | 29% | 43% | 53% | 36% | 39% |
| | No, done having kids | 49% | 38% | 3% | 40% | 84% | 56% | 37% | 43% | 23% | 43% | 50% | 25% | 64% | 15% | 37% | 54% | 59% | 54% | 31% | 65% | 48% | 37% | 56% | 53% |

| | | Gener | ation | | Generation | n | | | E | thnicity | | | Numb Chilo | | | Ages o | f Children | | | | | Employ | yment | | |
|---|---|-----------------------------|-------------------|------------|--------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|--------|---|--------------|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennial | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | outside home | e Not Employed |
| Q45: If you sought therapy in the last year, what was the | Unweighted Base | 1862 | 1648 | 142 | 1506 | 214 | 1359 | 467 | 122 | 170 | 125 | 25 | 929 | 933 | 390 | 92 | 419 | 961 | 851 | 616 | 96 | 1563 | 839 | 628 | 299 |
| primary reason? | Base: Have seen mental health therapist | 1279 | 1065 | 110 | 955 | 214 | 699 | 571 | 209 | 249 | 95 | 28 | 634 | 645 | 250 | 69 | 265 | 696 | 579 | 429 | 62 | 1070 | 583 | 425 | 209 |
| | Depression | 12% | 11% | 10% | 11% | 15% | 12% | 11% | 10% | 15% | 6% | 14% | 12% | 12% | 10% | 11% | 10% | 14% | 10% | 12% | 7% | 11% | 11% | 11% | 19% |
| | Anxiety | 29% | 29% | 19% | 30% | 29% | 33% | 24% | 28% | 16% | 32% | 20% | 27% | 31% | 31% | 21% | 35% | 27% | 32% | 21% | 43% | 29% | 26% | 30% | 31% |
| | Anger | 5% | 6% | 12% | 5% | 2% | 4% | 7% | 3% | 10% | 10% | - | 7% | 3% | 6% | 6% | 1% | 6% | 3% | 10% | 3% | 6% | 9% | 2% | 2% |
| | Postpartum issues | 11% | 13% | 14% | 12% | 4% | 8% | 15% | 14% | 15% | 11% | 28% | 13% | 9% | 19% | 20% | 11% | 8% | 11% | 13% | 8% | 12% | 13% | 10% | 10% |
| | Relationship | 16% | 15% | 11% | 15% | 24% | 17% | 16% | 18% | 13% | 13% | 31% | 12% | 20% | 13% | 15% | 17% | 17% | 18% | 14% | 20% | 16% | 14% | 19% | 17% |
| | Work | 6% | 7% | 10% | 7% | 3% | 5% | 8% | 5% | 11% | 11% | - | 8% | 4% | 6% | 8% | 4% | 7% | 4% | 12% | 1% | 7% | 10% | 4% | 4% |
| | Parenting | 6% | 7% | 14% | 6% | 3% | 5% | 7% | 3% | 10% | 9% | 2% | 7% | 5% | 5% | 8% | 6% | 6% | 5% | 10% | 2% | 7% | 8% | 6% | 2% |
| | Grief/Death | 5% | 4% | 4% | 4% | 7% | 4% | 5% | 7% | 5% | 3% | 4% | 4% | 5% | 3% | 4% | 7% | 5% | 5% | 3% | 7% | 5% | 3% | 7% | 4% |
| | War/Global issues | 0% | 0% | 2% | 0% | - | 0% | 0% | - | 1% | 1% | - | 0% | 0% | 0% | - | - | 0% | 0% | 0% | - | 0% | 0% | 0% | - |
| | Confidence/Self-worth | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 5% | 2% | 1% | - | 4% | 3% | 3% | 3% | 2% | 4% | 4% | 2% | 2% | 3% | 2% | 4% | 6% |
| | Other (please specify) | 6% | 5% | 0% | 5% | 11% | 7% | 4% | 7% | 2% | 4% | 2% | 5% | 7% | 6% | 4% | 6% | 6% | 8% | 3% | 6% | 6% | 5% | 7% | 7% |
| | Not applicable | - | - | - | - | - | - | - | - | - | - | | - | - | - | - | - | - | - | - | - | | - | - | - |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numb | | | Ages o | f Children | | | | | Emplo | yment | | |
|---|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------|-----------|-----------|--------------------|----------------------|--------------|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All childron 2 | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | Work full time outside home or part-timer outside home | Not Employed |
| Q46: When was the last time you saw a primary care doctor | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| or general practitioner? | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Within the past year | 67% | 64% | 50% | 65% | 77% | 71% | 61% | 65% | 54% | 63% | 74% | 64% | 70% | 63% | 57% | 70% | 69% | 71% | 58% | 74% | 68% | 62% | 72% | 67% |
| | 1- 2 years ago | 22% | 25% | 46% | 24% | 14% | 19% | 28% | 24% | 36% | 28% | 18% | 28% | 19% | 25% | 32% | 20% | 22% | 18% | 34% | 16% | 23% | 28% | 19% | 20% |
| | 3-4 years ago | 6% | 6% | 3% | 6% | 5% | 5% | 6% | 5% | 6% | 5% | 3% | 6% | 6% | 7% | 7% | 5% | 5% | 6% | 4% | 7% | 5% | 5% | 5% | 6% |
| | 5 or more years ago | 5% | 5% | 1% | 5% | 5% | 4% | 5% | 5% | 4% | 4% | 5% | 3% | 6% | 5% | 3% | 6% | 4% | 4% | 3% | 3% | 4% | 4% | 4% | 7% |

| | Gene | ration | | Generation | | | | Et | hnicity | | | Numb Chile | | | Ages of | Children | | | | | Emplo | yment | | |
|---|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|-------|---|------|-----------------|
| | All Generation: Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | | Not Employed |
| Q47: In the past year, how often have you seen a mental Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| health therapist? Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| 0 sessions | 51% | 46% | 25% | 48% | 66% | 55% | 44% | 54% | 28% | 50% | 52% | 38% | 59% | 45% | 54% | 58% | 50% | 55% | 30% | 54% | 48% | 36% | 57% | 63% |
| 1-5 sessions | 25% | 29% | 56% | 27% | 13% | 22% | 31% | 19% | 47% | 32% | 18% | 39% | 16% | 32% | 22% | 16% | 27% | 18% | 50% | 18% | 28% | 41% | 18% | 15% |
| 6-10 sessions | 9% | 10% | 7% | 10% | 7% | 7% | 11% | 13% | 11% | 7% | 9% | 8% | 9% | 8% | 13% | 9% | 9% | 9% | 9% | 10% | 9% | 8% | 9% | 8% |
| 11-15 sessions | 5% | 6% | 10% | 6% | 4% | 5% | 6% | 5% | 6% | 5% | 7% | 6% | 5% | 6% | 4% | 6% | 5% | 7% | 5% | 8% | 6% | 5% | 7% | 4% |
| 16 or more sessions | 9% | 9% | 3% | 10% | 10% | 10% | 8% | 9% | 7% | 7% | 14% | 9% | 10% | 10% | 7% | 11% | 9% | 11% | 6% | 10% | 9% | 9% | 9% | 10% |

| | Genera | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|--|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|--------------|---|-----------------|
| | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | Work full time outside home or part-timer outside home | Not Employed |
| Q48: In the past year, how often has a child of yours seen a Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| mental health therapist? Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| 0 sessions | 73% | 75% | 34% | 78% | 67% | 74% | 70% | 85% | 48% | 75% | 73% | 68% | 76% | 84% | 89% | 90% | 60% | 82% | 44% | 73% | 70% | 58% | 80% | 84% |
| 1-5 sessions | 16% | 17% | 55% | 14% | 14% | 15% | 19% | 5% | 36% | 21% | 13% | 27% | 10% | 15% | 2% | 4% | 24% | 8% | 45% | 11% | 19% | 33% | 8% | 6% |
| 6-10 sessions | 5% | 5% | 6% | 5% | 6% | 5% | 6% | 7% | 10% | 2% | 6% | 3% | 7% | 1% | 7% | 4% | 7% | 5% | 6% | 7% | 5% | 5% | 5% | 5% |
| 11-15 sessions | 2% | 2% | 5% | 2% | 4% | 2% | 3% | 2% | 4% | 1% | 1% | 1% | 3% | 0% | 1% | 1% | 4% | 2% | 4% | 2% | 3% | 2% | 3% | 2% |
| 16 or more sessions | 3% | 1% | | 1% | 9% | 4% | 1% | 1% | 1% | 1% | 7% | 1% | 5% | - | - | 1% | 5% | 3% | 1% | 7% | 3% | 2% | 3% | 4% |

| | | Gene | ration | | Generation | | | | E | thnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|---|---|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|----------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | e Not Employed |
| Q49: If you sought therapy for your child in the past year, | Unweighted Base | 946 | 733 | 123 | 610 | 213 | 679 | 246 | 42 | 120 | 62 | 16 | 464 | 482 | 99 | 9 | 96 | 742 | 317 | 469 | 44 | 830 | 520 | 266 | 116 |
| what was the primary reason? | Base: Child has seen mental health therapist | 705 | 492 | 96 | 396 | 213 | 397 | 296 | 66 | 177 | 46 | 16 | 326 | 379 | 67 | 16 | 65 | 556 | 234 | 342 | 36 | 613 | 380 | 196 | 92 |
| | Depression | 12% | 10% | 10% | 10% | 16% | 12% | 290 | 11% | 12% | 40 6% | 12% | 11% | 13% | 13% | 12% | 5% | 13% | 11% | 13% | 12% | 12% | 14% | 9% | 10% |
| | Anxiety | 26% | 20% | 19% | 20% | 40% | 33% | 17% | 25% | 16% | 12% | 13% | 16% | 35% | 13% | 12% | 37% | 27% | 30% | 18% | 43% | 24% | 17% | 34% | 41% |
| | Anger | 10% | 13% | 14% | 12% | 5% | 8% | 14% | 7% | 16% | 24% | - | 15% | 7% | 19% | 12% | 9% | 10% | 6% | 15% | - | 11% | 14% | 7% | 8% |
| | Bullying | 8% | 9% | 14% | 8% | 5% | 5% | 12% | 11% | 13% | 8% | 6% | 12% | 4% | 11% | 12% | 1% | 8% | 5% | 11% | 5% | 8% | 10% | 5% | 5% |
| | School work | 8% | 9% | 5% | 10% | 4% | 7% | 9% | 2% | 11% | 12% | | 12% | 4% | 11% | | 4% | 8% | 5% | 11% | 8% | 9% | 11% | 4% | 2% |
| | Relationships | 7% | 8% | 9% | 8% | 4% | 6% | 8% | 6% | 6% | 13% | 15% | 9% | 5% | 9% | | 1% | 8% | 6% | 9% | - | 7% | 9% | 5% | 6% |
| | Gender identity | 5% | 7% | 11% | 5% | 2% | 3% | 8% | 3% | 8% | 13% | 6% | 9% | 2% | 8% | - | 2% | 5% | 3% | 8% | 3% | 6% | 7% | 3% | 2% |
| | Parenting | 8% | 10% | 11% | 10% | 2% | 6% | 10% | 13% | 9% | 6% | 10% | 8% | 7% | 12% | 30% | 16% | 5% | 9% | 8% | | 8% | 8% | 10% | 3% |
| | Sexual identity | 1% | 1% | - | 1% | 0% | 1% | 0% | - | 1% | - | - | 0% | 1% | 1% | - | - | 1% | 1% | 0% | - | 1% | 0% | 1% | - |
| | Grief/Death | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 7% | 3% | 3% | - | 1% | 3% | 1% | 12% | 6% | 2% | 2% | 1% | 8% | 2% | 1% | 2% | 5% |
| | War/Global issues | 1% | 1% | 2% | 1% | 0% | 1% | 1% | 2% | 1% | - | - | 1% | 1% | 1% | | - | 1% | 2% | 1% | | 1% | 0% | 3% | 0% |
| | Confidence/Self-worth | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 4% | 3% | - | 22% | 2% | 5% | - | 12% | 4% | 3% | 4% | 2% | 5% | 3% | 3% | 2% | 5% |
| | Other (please specify) | 9% | 7% | - | 8% | 15% | 12% | 4% | 10% | 2% | 2% | 16% | 4% | 14% | - | | 15% | 10% | 16% | 2% | 16% | 8% | 5% | 14% | 14% |
| | Not applicable | · · | - | - | - | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | | - |

| | | Genera | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|--|-------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|-------|---|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| Q50: How confident are you that you are a "good parent?" | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Very confident | 31% | 31% | 29% | 31% | 30% | 29% | 33% | 33% | 32% | 29% | 33% | 31% | 31% | 33% | 36% | 30% | 29% | 29% | 31% | 37% | 30% | 33% | 26% | 33% |
| | Somewhat confident | 57% | 55% | 43% | 56% | 60% | 60% | 52% | 56% | 48% | 54% | 54% | 52% | 59% | 54% | 54% | 61% | 56% | 61% | 47% | 55% | 56% | 50% | 62% | 57% |
| | Not too confident | 11% | 12% | 24% | 11% | 9% | 10% | 12% | 9% | 16% | 15% | 7% | 15% | 8% | 12% | 9% | 7% | 13% | 9% | 20% | 5% | 12% | 15% | 10% | 8% |
| | Not confident at all | 2% | 2% | 4% | 2% | 1% | 1% | 2% | 2% | 3% | 1% | 5% | 2% | 2% | 1% | 1% | 1% | 2% | 2% | 1% | 3% | 2% | 1% | 2% | 2% |
| | Not applicable | 0% | 0% | 0% | 0% | 0% | - | 0% | 0% | - | 1% | - | 0% | 0% | 0% | - | - | 0% | 0% | 0% | | 0% | 0% | - | 0% |

| | | Gener | ation | | Generation | | | | Et | hnicity | | | Numb Chilo | | | Ages of | f Children | | | | | Emplo | yment | | |
|--|-------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|------------|-------------------------------|-----------|-----------|--------------------|----------------------|---|--------------|---------------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | e Not r Employed |
| Q51: On average, how often have you felt "burned out" by | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| motherhood? | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Never | 6% | 6% | 16% | 6% | 3% | 4% | 8% | 2% | 14% | 9% | 9% | 10% | 3% | 6% | 3% | 1% | 8% | 3% | 15% | 3% | 6% | 12% | 2% | 3% |
| | Rarely | 16% | 15% | 34% | 14% | 19% | 15% | 17% | 11% | 24% | 16% | 12% | 19% | 14% | 18% | 23% | 10% | 17% | 14% | 24% | 15% | 17% | 19% | 15% | 12% |
| | Occasionally | 39% | 38% | 38% | 39% | 43% | 41% | 37% | 37% | 37% | 38% | 34% | 41% | 38% | 43% | 37% | 38% | 39% | 40% | 36% | 45% | 39% | 36% | 42% | 40% |
| | Frequently | 33% | 34% | 11% | 35% | 30% | 34% | 30% | 39% | 21% | 28% | 32% | 26% | 37% | 27% | 31% | 43% | 30% | 35% | 21% | 34% | 31% | 28% | 33% | 39% |
| | Always | 6% | 7% | 2% | 7% | 6% | 5% | 8% | 11% | 4% | 9% | 13% | 5% | 7% | 6% | 7% | 8% | 6% | 8% | 4% | 3% | 6% | 6% | 7% | 7% |

| | | Gener | ation | | Generation | | | | Et | nnicity | | | Numb Chilo | | | Ages of | f Children | | | | | Emple | oyment | | |
|---|-------------------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|------------------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | e Not Employed |
| Q52: In the past year, which of the following topics have you | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| discussed with your child? Select all that apply. | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Climate change | 20% | 14% | 7% | 15% | 39% | 23% | 17% | 16% | 14% | 21% | 28% | 13% | 25% | 3% | 8% | 13% | 31% | 19% | 17% | 33% | 20% | 18% | 19% | 23% |
| | Religious values | 42% | 35% | 19% | 36% | 63% | 45% | 36% | 39% | 37% | 28% | 44% | 24% | 54% | 6% | 20% | 46% | 54% | 40% | 37% | 58% | 40% | 33% | 44% | 48% |
| | Reproductive rights | 18% | 11% | 7% | 12% | 37% | 20% | 14% | 13% | 16% | 12% | 22% | 10% | 23% | 3% | 11% | 10% | 26% | 17% | 17% | 32% | 18% | 15% | 18% | 17% |
| | Immigrants/Refugees | 21% | 13% | 9% | 14% | 44% | 24% | 15% | 16% | 15% | 14% | 23% | 12% | 27% | 4% | 11% | 12% | 31% | 19% | 21% | 34% | 20% | 16% | 22% | 23% |
| | Racism/Discrimination | 40% | 30% | 11% | 32% | 69% | 44% | 31% | 33% | 29% | 28% | 43% | 23% | 51% | 7% | 7% | 37% | 55% | 40% | 33% | 56% | 39% | 32% | 43% | 42% |
| | Islamophobia and/or Antisemitism | 12% | 7% | 12% | 7% | 26% | 13% | 8% | 6% | 10% | 7% | 17% | 8% | 14% | 4% | 1% | 6% | 18% | 11% | 12% | 20% | 12% | 11% | 11% | 11% |
| | Income inequality | 21% | 16% | 16% | 16% | 37% | 23% | 17% | 15% | 17% | 17% | 28% | 13% | 26% | 3% | 2% | 18% | 30% | 20% | 21% | 29% | 21% | 20% | 21% | 20% |
| | Gun violence | 23% | 16% | 10% | 17% | 46% | 27% | 18% | 18% | 16% | 15% | 27% | 13% | 30% | 4% | 3% | 18% | 34% | 23% | 20% | 38% | 23% | 19% | 24% | 25% |
| | Homelessness | 32% | 26% | 18% | 27% | 49% | 34% | 28% | 29% | 23% | 28% | 40% | 19% | 39% | 4% | 7% | 33% | 43% | 32% | 25% | 42% | 31% | 24% | 36% | 34% |
| | Hunger and food insecurity | 30% | 25% | 12% | 26% | 46% | 32% | 27% | 28% | 21% | 31% | 48% | 18% | 37% | 4% | 6% | 33% | 39% | 31% | 22% | 34% | 28% | 22% | 33% | 36% |
| | Gender equality | 28% | 21% | 8% | 22% | 50% | 33% | 20% | 17% | 18% | 23% | 35% | 18% | 34% | 7% | 6% | 24% | 38% | 29% | 24% | 40% | 28% | 25% | 29% | 28% |
| | Intellectual or medical differences | 26% | 22% | 11% | 22% | 40% | 30% | 19% | 19% | 17% | 17% | 35% | 16% | 33% | 6% | 6% | 29% | 33% | 26% | 22% | 33% | 25% | 21% | 28% | 29% |
| | Gender identification | 24% | 17% | 10% | 18% | 45% | 29% | 17% | 14% | 16% | 18% | 37% | 15% | 30% | 7% | 8% | 21% | 33% | 23% | 22% | 38% | 24% | 20% | 26% | 25% |
| | Sexuality | 19% | 11% | 10% | 12% | 41% | 22% | 12% | 10% | 13% | 11% | 27% | 10% | 24% | 3% | 2% | 12% | 29% | 17% | 17% | 34% | 18% | 15% | 19% | 20% |
| | War | 19% | 12% | 6% | 12% | 40% | 22% | 13% | 14% | 13% | 12% | 24% | 9% | 25% | 2% | 10% | 13% | 28% | 16% | 19% | 31% | 18% | 16% | 18% | 22% |
| | Politics | 22% | 12% | 12% | 12% | 50% | 25% | 16% | 14% | 18% | 14% | 23% | 11% | 29% | 3% | 10% | 12% | 33% | 19% | 22% | 33% | 21% | 18% | 21% | 25% |
| | Bullying | 42% | 36% | 15% | 37% | 61% | 45% | 36% | 40% | 32% | 32% | 57% | 22% | 54% | 4% | 20% | 50% | 52% | 43% | 33% | 52% | 40% | 33% | 45% | 46% |
| | Social media | 28% | 17% | 7% | 17% | 64% | 32% | 21% | 19% | 20% | 23% | 30% | 12% | 39% | 1% | 1% | 20% | 44% | 27% | 24% | 45% | 27% | 22% | 30% | 32% |
| | Other (please specify) | 4% | 5% | 2% | 5% | 3% | 4% | 4% | 7% | 2% | 4% | 7% | 6% | 3% | 10% | 5% | 4% | 2% | 5% | 2% | 8% | 4% | 3% | 4% | 5% |
| | None of the above | 23% | 28% | 18% | 29% | 8% | 22% | 25% | 32% | 14% | 32% | 21% | 36% | 15% | 64% | 61% | 20% | 7% | 27% | 14% | 17% | 23% | 21% | 25% | 25% |
| | | Gener | ation | | Generation | | | | Eti | nnicity | | | Numb Chilo | | | Ages of | f Children | | | | | Emple | oyment | | |
| | | All Generations Total | Total GenZ/Mil | Generation Z | | Generation X or older | White | | | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | | Part Time | myself | Part Time | from home | Work full time outside home or part-timer outside home | e Not Employed e |
| Q53: Did you breastfeed your child(ren)? | Unweighted Base | 3864 | 3215 | 192 | 3023 | 649 | 2891 | 852 | 270 | 241 | 250 | 58 | 1538 | 2326 | 733 | 220 | 1021 | 1889 | 1962 | 911 | 189 | 3062 | 1361 | 1512 | 802 |
| | Base: Total Respondents | 2646 | 1997 | 146 | 1850 | 649 | 1572 | 1030 | 460 | 345 | 193 | 61 | 1035 | 1611 | 457 | 149 | 636 | 1402 | 1313 | 623 | 137 | 2073 | 923 | 1012 | 573 |
| | Yes | 89% | 91% | 97% | 91% | 83% | 88% | 92% | 90% | 94% | 93% | 92% | 89% | 89% | 89% | 88% | 91% | 88% | 87% | 94% | 92% | 90% | 91% | 88% | 87% |
| | No | 11% | 9% | 3% | 9% | 17% | 12% | 8% | 10% | 6% | 7% | 8% | 11% | 11% | 11% | 12% | 9% | 12% | 13% | 6% | 8% | 10% | 9% | 12% | 13% |

| | Gene | ration | | Generation | | | | E | thnicity | | | Numb Chile | | | Ages of | Children | | | | | Emplo | yment | | |
|---|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|-----------------|
| | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| Q54: How long did you breastfeed your most recent child? If Unweighted Base | 3458 | 2920 | 189 | 2731 | 538 | 2570 | 783 | 242 | 226 | 234 | 53 | 1362 | 2096 | 650 | 192 | 938 | 1677 | 1719 | 858 | 175 | 2752 | 1243 | 1334 | 706 |
| currently breastfeeding, how long do you plan to breastfeed? Base: Breastfed children | 2359 | 1821 | 142 | 1678 | 538 | 1380 | 943 | 412 | 325 | 180 | 56 | 920 | 1439 | 407 | 131 | 579 | 1239 | 1148 | 584 | 126 | 1858 | 843 | 889 | 501 |
| Never breastfed | 1% | 1% | 4% | 1% | 2% | 1% | 1% | 1% | 3% | 1% | | 1% | 2% | - | 2% | 1% | 2% | 1% | 1% | - | 1% | 2% | 1% | 2% |
| Less than a month | 3% | 3% | 5% | 3% | 4% | 3% | 4% | 5% | 3% | 3% | 2% | 4% | 3% | 2% | 3% | 3% | 4% | 4% | 2% | 3% | 4% | 3% | 4% | 3% |
| 1-3 months | 13% | 14% | 32% | 12% | 10% | 13% | 14% | 10% | 21% | 11% | 7% | 19% | 9% | 12% | 9% | 9% | 16% | 10% | 24% | 7% | 14% | 20% | 10% | 8% |
| 4-6 months | 17% | 18% | 29% | 17% | 12% | 14% | 21% | 15% | 30% | 21% | 22% | 24% | 12% | 22% | 14% | 11% | 18% | 14% | 29% | 15% | 19% | 26% | 12% | 10% |
| 7-9 months | 9% | 9% | 6% | 9% | 10% | 8% | 10% | 10% | 9% | 10% | 15% | 8% | 10% | 10% | 12% | 7% | 9% | 11% | 7% | 11% | 9% | 8% | 10% | 8% |
| 10-12 months | 19% | 17% | 9% | 18% | 26% | 21% | 16% | 19% | 10% | 21% | 20% | 14% | 22% | 19% | 23% | 20% | 19% | 23% | 14% | 21% | 20% | 16% | 24% | 16% |
| 13-15 months | 13% | 13% | 8% | 14% | 12% | 15% | 10% | 13% | 6% | 8% | 4% | 11% | 15% | 15% | 15% | 15% | 11% | 15% | 8% | 16% | 13% | 10% | 15% | 14% |
| 16 months or more | 24% | 24% | 7% | 25% | 24% | 24% | 24% | 29% | 18% | 25% | 30% | 19% | 28% | 20% | 22% | 33% | 21% | 22% | 14% | 27% | 20% | 14% | 24% | 40% |

| | | Gene | ration | | Generation | | | | E | thnicity | | | Numb | oer of dren | | Ages of | Children | | | | | Emplo | yment | | |
|---|---|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|----------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| Q55: If you didn't breastfeed your most recent child, or didn't | Unweighted Base | 1746 | 1483 | 148 | 1335 | 263 | 1304 | 397 | 112 | 149 | 109 | 21 | 890 | 856 | 355 | 83 | 344 | 964 | 836 | 559 | 64 | 1459 | 786 | 609 | 287 |
| reach your breastfeeding goals, which of the following | Base: Did not breastfeed/did not reach | | | | | | | | | | | | | | | | | | | | | | | | |
| reasons contributed? Select all that apply. | goals | 1204 | 941 | 116 | 825 | 263 | 694 | 492 | 185 | 218 | 84 | 25 | 593 | 611 | 213 | 61 | 221 | 710 | 557 | 400 | 46 | 1003 | 557 | 400 | 201 |
| | Time commitment too great | 17% | 19% | 14% | 19% | 12% | 17% | 18% | 16% | 15% | 21% | 36% | 14% | 20% | 18% | 22% | 29% | 13% | 20% | 14% | 12% | 17% | 16% | 20% | 17% |
| | Was not physically able to breastfeed | 21% | 21% | 21% | 21% | 21% | 20% | 22% | 22% | 20% | 26% | 20% | 23% | 18% | 24% | 22% | 17% | 20% | 18% | 26% | 10% | 21% | 25% | 16% | 22% |
| | Had to return to work (hard to pump, keep | | | | | | | | | | | | | | | | | | | | | | | | |
| | up supply, etc.) | 26% | 27% | 20% | 28% | 19% | 26% | 25% | 26% | 24% | 32% | 14% | 26% | 25% | 26% | 23% | 31% | 24% | 33% | 25% | 22% | 29% | 24% | 36% | 8% |
| | Didn't enjoy or wasn't comfortable | 20% | 22% | 18% | 23% | 11% | 20% | 19% | 14% | 22% | 24% | 33% | 22% | 17% | 25% | 20% | 20% | 18% | 18% | 25% | 6% | 20% | 23% | 17% | 17% |
| | Child had challenges | 21% | 22% | 31% | 21% | 14% | 21% | 20% | 16% | 24% | 22% | 14% | 25% | 17% | 26% | 21% | 17% | 20% | 19% | 23% | 8% | 20% | 22% | 19% | 23% |
| | Partner wanted to be more involved in | | | | | | | | | | | | | | | | | | | | | | | | |
| | feeding | 10% | 12% | 24% | 11% | 2% | 10% | 11% | 4% | 16% | 13% | 4% | 15% | 6% | 11% | 11% | 5% | 12% | 7% | 18% | 3% | 11% | 14% | 8% | 5% |
| | Did not want to breastfeed | 14% | 16% | 17% | 16% | 8% | 14% | 14% | 8% | 18% | 16% | 14% | 17% | 11% | 12% | 15% | 14% | 15% | 11% | 20% | 13% | 15% | 19% | 10% | 9% |
| | Low milk supply | 40% | 39% | 25% | 41% | 45% | 44% | 35% | 42% | 26% | 42% | 51% | 38% | 43% | 44% | 55% | 42% | 38% | 43% | 32% | 47% | 39% | 36% | 42% | 47% |
| | Too stressful | 29% | 32% | 24% | 33% | 17% | 28% | 29% | 35% | 23% | 35% | 26% | 28% | 29% | 32% | 51% | 36% | 23% | 30% | 29% | 22% | 29% | 30% | 29% | 25% |
| | Needed more support | 20% | 22% | 19% | 23% | 11% | 18% | 23% | 25% | 21% | 28% | 21% | 22% | 18% | 23% | 30% | 19% | 18% | 17% | 22% | 14% | 19% | 21% | 16% | 25% |
| | Other (please specify) | 9% | 8% | 2% | 9% | 11% | 10% | 7% | 12% | 4% | 1% | 5% | 5% | 12% | 7% | 9% | 15% | 7% | 10% | 2% | 11% | 7% | 4% | 11% | 18% |
| | Not applicable | · · | - | · · | | - | - | | - | - | - | | - | - | - | - | - | - | - | - | | - | - | | - |

| | | Genera | ation | | Generation | | | | E | hnicity | | | Numb | | | Ages of | Children | | | | | Employ | yment | | |
|---|--|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | e Not Employed |
| Q55: If you didn't breastfeed your most recent child, or didn't | | 357 | 270 | 2 | 268 | 87 | 288 | 56 | 24 | 14 | 11 | 3 | 157 | 200 | 79 | 26 | 72 | 180 | 214 | 47 | 12 | 273 | 107 | 154 | 84 |
| reach your breastfeeding goals, which of the following | Base: Did not breastfeed | 245 | 158 | 2 | 156 | 87 | 167 | 72 | 41 | 19 | 10 | 3 | 98 | 147 | 46 | 17 | 50 | 133 | 140 | 34 | 10 | 184 | 70 | 104 | 61 |
| reasons contributed? Select all that apply. | Time commitment too great | 14% | 16% | 20% | 16% | 9% | 12% | 17% | 9% | 15% | 50% | - | 14% | 14% | 14% | 20% | 17% | 12% | 17% | 9% | 10% | 15% | 15% | 16% | 10% |
| | Was not physically able to breastfeed Had to return to work (hard to pump, keep | 35% | 33% | - | 33% | 38% | 34% | 33% | 43% | 18% | 18% | 35% | 37% | 33% | 35% | 32% | 24% | 39% | 31% | 32% | 33% | 31% | 37% | 28% | 44% |
| | up supply, etc.) | 15% | 17% | 20% | 17% | 10% | 14% | 18% | 23% | 15% | 10% | | 16% | 14% | 19% | 13% | 17% | 13% | 18% | 21% | 10% | 18% | 11% | 24% | 4% |
| | Didn't enjoy or wasn't comfortable | 19% | 24% | - | 24% | 9% | 18% | 20% | 14% | 23% | 42% | - | 19% | 19% | 21% | 18% | 30% | 14% | 18% | 23% | | 18% | 23% | 17% | 20% |
| | Child had challenges | 20% | 21% | - | 22% | 16% | 17% | 27% | 34% | 15% | 33% | - | 25% | 16% | 28% | 21% | 18% | 17% | 18% | 26% | | 18% | 18% | 21% | 23% |
| | Partner wanted to be more involved in | | | | | | | | | | | | | | | | | | | | | | | | |
| | feeding | 5% | 7% | - | 7% | 1% | 5% | 6% | 9% | - | 7% | - | 6% | 4% | 8% | 11% | 9% | 2% | 6% | 1% | | 5% | 6% | 5% | 5% |
| | Did not want to breastfeed | 23% | 25% | 80% | 24% | 18% | 23% | 22% | 23% | 30% | 15% | 35% | 18% | 26% | 16% | 28% | 39% | 18% | 24% | 12% | 38% | 23% | 29% | 17% | 23% |
| | Low milk supply | 36% | 37% | - | 38% | 32% | 36% | 35% | 32% | 44% | 28% | 29% | 32% | 38% | 31% | 41% | 41% | 34% | 34% | 29% | 33% | 33% | 34% | 32% | 43% |
| | Too stressful | 29% | 37% | 20% | 37% | 14% | 29% | 28% | 34% | 8% | 42% | - | 28% | 29% | 29% | 52% | 36% | 22% | 31% | 34% | 24% | 31% | 32% | 31% | 21% |
| | Needed more support | 15% | 21% | 20% | 21% | 5% | 11% | 25% | 32% | 23% | 25% | - | 19% | 13% | 30% | 19% | 16% | 10% | 19% | 5% | 10% | 16% | 18% | 14% | 14% |
| | Other (please specify) | 9% | 11% | - | 11% | 7% | 11% | 7% | 7% | 8% | - | - | 9% | 9% | 11% | 13% | 11% | 8% | 11% | 7% | | 10% | 8% | 12% | 8% |
| | Not applicable | · · | - | - | | - | - | | - | | - | - | - | - | - | - | - | - | - | - | | - | - | | - |

| | | Gener | ation | | Generation | | | | Et | thnicity | | | Numbe Child | | | Ages of | f Children | | | | | Emplo | yment | | |
|--|---------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|----------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|-------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | outside home | Not Employed |
| Q56: How supported do you feel by your spouse/partner? | Unweighted Base | 3653 | 3098 | 187 | 2911 | 555 | 2745 | 799 | 253 | 221 | 244 | 51 | 1437 | 2216 | 707 | 218 | 1002 | 1725 | 1850 | 873 | 176 | 2899 | 1307 | 1416 | 754 |
| | Base: Have spouse/partner | 2468 | 1913 | 142 | 1772 | 555 | 1469 | 963 | 433 | 319 | 187 | 53 | 952 | 1516 | 434 | 149 | 623 | 1261 | 1219 | 591 | 126 | 1935 | 878 | 931 | 533 |
| | Very supported | 48% | 50% | 66% | 49% | 39% | 45% | 52% | 48% | 57% | 55% | 45% | 54% | 44% | 54% | 43% | 45% | 48% | 41% | 63% | 45% | 48% | 57% | 40% | 47% |
| | Somewhat supported | 38% | 38% | 19% | 39% | 41% | 39% | 37% | 39% | 31% | 37% | 46% | 33% | 42% | 36% | 45% | 43% | 36% | 44% | 26% | 43% | 38% | 32% | 44% | 38% |
| | Somewhat unsupported | 11% | 10% | 14% | 9% | 15% | 12% | 8% | 10% | 8% | 5% | 7% | 11% | 11% | 8% | 11% | 9% | 13% | 12% | 9% | 9% | 11% | 8% | 13% | 12% |
| | Not at all supported | 3% | 2% | 1% | 2% | 4% | 3% | 3% | 3% | 4% | 2% | 2% | 2% | 3% | 1% | 2% | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 3% | 3% |
| | Not applicable | | - | - | - | - | - | - | - | - | - | | - | - | - | - | - | - | - | - | | - | - | | - |

| | | Gene | ration | | Generation | | | | E | thnicity | | | Numb Chilo | | | Ages of | f Children | | | | | Emplo | yment | | |
|---|--|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | Not Employed |
| Q57: Which best describes the impact on your relationship | Unweighted Base | 3656 | 3101 | 187 | 2914 | 555 | 2746 | 801 | 255 | 221 | 244 | 51 | 1439 | 2217 | 709 | 218 | 1003 | 1725 | 1850 | 874 | 176 | 2900 | 1308 | 1416 | 756 |
| with your partner/spouse since becoming a parent? | Base: Have spouse/partner | 2472 | 1917 | 142 | 1776 | 555 | 1469 | 967 | 437 | 319 | 187 | 53 | 956 | 1517 | 438 | 149 | 624 | 1261 | 1219 | 592 | 126 | 1937 | 880 | 931 | 535 |
| | Overall, it brought us closer together | 53% | 54% | 69% | 53% | 48% | 50% | 57% | 51% | 65% | 61% | 48% | 56% | 51% | 53% | 57% | 51% | 53% | 47% | 67% | 50% | 53% | 63% | 44% | 52% |
| | Overall, it pulled us apart | 32% | 32% | 23% | 33% | 32% | 33% | 31% | 36% | 25% | 30% | 31% | 30% | 34% | 32% | 27% | 36% | 31% | 36% | 24% | 34% | 32% | 27% | 37% | 31% |
| | It did not change our relationship | 14% | 13% | 6% | 13% | 17% | 16% | 10% | 12% | 9% | 9% | 20% | 13% | 14% | 14% | 15% | 12% | 14% | 16% | 8% | 13% | 13% | 9% | 17% | 15% |
| | Not applicable | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 2% | 1% | 0% | 2% | 1% | 1% | 1% | 2% | 0% | 2% | 1% | 1% | 3% | 1% | 1% | 2% | 2% |

| | | Gener | ation | | Generation | | | | E | hnicity | | | Numb | per of dren | | Ages of | Children | | | | | Emplo | yment | | |
|---|--|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|----------------|------------|----------|---|------|-----------|-----------|--------------------|----------------------|---|------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | children | 1 or more under 3 AND 1 or more 3+ | All | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | | Not Employed |
| Q58: What is your most frequent relationship tension? | Unweighted Base | 3656 | 3101 | 187 | 2914 | 555 | 2746 | 801 | 255 | 221 | 244 | 51 | 1439 | 2217 | 709 | 218 | 1003 | 1725 | 1850 | 874 | 176 | 2900 | 1308 | 1416 | 756 |
| | Base: Have spouse/partner | 2472 | 1917 | 142 | 1776 | 555 | 1469 | 967 | 437 | 319 | 187 | 53 | 956 | 1517 | 438 | 149 | 624 | 1261 | 1219 | 592 | 126 | 1937 | 880 | 931 | 535 |
| | Time spent with partner | 15% | 17% | 21% | 16% | 11% | 13% | 19% | 17% | 19% | 23% | 12% | 17% | 15% | 20% | 15% | 16% | 14% | 14% | 17% | 16% | 15% | 16% | 14% | 17% |
| | Sex life | 18% | 18% | 21% | 18% | 17% | 18% | 18% | 21% | 18% | 15% | 8% | 18% | 18% | 19% | 19% | 18% | 18% | 19% | 18% | 16% | 18% | 17% | 19% | 18% |
| | Finances | 18% | 17% | 19% | 16% | 23% | 17% | 20% | 21% | 20% | 18% | 24% | 20% | 17% | 18% | 13% | 16% | 20% | 15% | 19% | 21% | 17% | 15% | 17% | 23% |
| | Differences in approaches to parenting Equal balancing of parenting | 15% | 14% | 13% | 14% | 18% | 16% | 13% | 10% | 14% | 16% | 21% | 12% | 17% | 8% | 9% | 15% | 18% | 15% | 15% | 14% | 15% | 16% | 15% | 14% |
| | responsibilities | 25% | 27% | 19% | 28% | 19% | 28% | 23% | 25% | 23% | 19% | 25% | 26% | 25% | 28% | 34% | 30% | 21% | 29% | 25% | 19% | 27% | 28% | 28% | 19% |
| | Different political/religious/ethical views | 2% | 1% | 3% | 1% | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% |
| | Other (please specify) | 6% | 5% | 1% | 5% | 9% | 7% | 4% | 4% | 3% | 7% | 8% | 5% | 7% | 5% | 6% | 5% | 7% | 6% | 3% | 13% | 6% | 5% | 5% | 7% |
| | Not applicable, don't have a partner | 0% | 0% | 3% | 0% | 1% | 0% | 1% | 0% | 2% | - | - | 1% | 0% | 1% | - | - | 1% | 0% | 0% | - | 0% | 0% | 0% | 1% |

| | | Gener | ration | | Generation | | | | E | thnicity | | | Numb Chilo | | | Ages of | Children | | | | | Employ | yment | | |
|--|--------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|------------|--|---|-------------------------------|-----------|-------------------------------|--------------------|--------|--------------|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | from home or | outside home | Not Employed |
| Q59: How often do you and your partner have sex? | Unweighted Base | 3307 | 2797 | 136 | 2661 | 510 | 2509 | 698 | 238 | 179 | 201 | 51 | 1192 | 2115 | 622 | 210 | 958 | 1516 | 1753 | 677 | 167 | 2597 | 1086 | 1344 | 710 |
| | Base: Sexually active and Have | | | | | | | | | | | | | | | | | | | | | | | | |
| | spouse/partner | 2226 | 1716 | 101 | 1614 | 510 | 1345 | 846 | 409 | 259 | 156 | 53 | 782 | 1444 | 376 | 144 | 595 | 1110 | 1156 | 456 | 117 | 1729 | 727 | 884 | 497 |
| | 3 or more times a week | 7% | 8% | 14% | 7% | 7% | 6% | 10% | 7% | 16% | 6% | 7% | 7% | 8% | 5% | 3% | 6% | 9% | 5% | 12% | 10% | 7% | 9% | 5% | 8% |
| | 1-2 times a week | 32% | 33% | 39% | 32% | 31% | 32% | 32% | 32% | 33% | 31% | 34% | 25% | 36% | 24% | 38% | 32% | 35% | 31% | 30% | 36% | 32% | 32% | 31% | 35% |
| | 1-2 times a month | 34% | 35% | 26% | 36% | 31% | 36% | 32% | 33% | 27% | 34% | 34% | 36% | 33% | 38% | 35% | 38% | 31% | 37% | 32% | 24% | 35% | 33% | 38% | 32% |
| | Less than once a month | 26% | 25% | 20% | 25% | 30% | 26% | 26% | 28% | 24% | 28% | 24% | 31% | 23% | 33% | 24% | 24% | 25% | 26% | 25% | 29% | 26% | 26% | 26% | 24% |
| | Not applicable, no partner | 0% | 0% | 0% | 0% | 1% | 0% | 0% | - | - | 1% | - | 0% | 0% | 0% | - | 0% | 0% | - | - | 1% | 0% | - | - | 1% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numi Chil | | | Ages of | Children | | | | | Emplo | yment | | |
|--|-------------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|--------------|--------------|------------|--|---|------------|-----------|-----------|--------------------|----------------------|---|------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | children 3 | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | | Not Employed |
| Q60: How has your sex life changed in the past year? | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Having more sex | 9% | 9% | 5% | 9% | 8% | 9% | 9% | 10% | 8% | 8% | 7% | 6% | 11% | 5% | 4% | 12% | 9% | 9% | 6% | 14% | 8% | 7% | 9% | 11% |
| | Having about the same amount of sex | 28% | 26% | 19% | 27% | 34% | 31% | 24% | 26% | 20% | 26% | 32% | 20% | 33% | 18% | 20% | 29% | 32% | 31% | 19% | 31% | 27% | 24% | 29% | 31% |
| | Having less sex | 46% | 49% | 46% | 49% | 35% | 45% | 48% | 51% | 47% | 44% | 49% | 48% | 44% | 58% | 68% | 50% | 37% | 47% | 48% | 39% | 47% | 47% | 48% | 41% |
| | Not sexually active | 10% | 11% | 29% | 9% | 8% | 8% | 13% | 8% | 18% | 17% | 2% | 18% | 5% | 14% | 2% | 5% | 12% | 5% | 23% | 8% | 11% | 17% | 5% | 8% |
| | Prefer not to answer | 3% | 3% | 1% | 3% | 5% | 3% | 3% | 2% | 3% | 4% | 5% | 3% | 4% | 2% | 3% | 3% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | 4% |
| | Not applicable, no partner | 4% | 2% | 0% | 2% | 10% | 5% | 3% | 3% | 4% | 1% | 4% | 5% | 3% | 3% | 2% | 1% | 6% | 5% | 2% | 4% | 4% | 3% | 5% | 4% |

| | | Gener | ration | | Generation | | | | E | thnicity | | | Numl | ber of dren | | Ages of | Children | | | | | Emplo | yment | | |
|--|-------------------------------------|-----------------------------|-------------------|------------|--------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|----------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|-------|---|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennial | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| Q60: How has your sex life changed in the past year? | Unweighted Base | 3656 | 3101 | 187 | 2914 | 555 | 2746 | 801 | 255 | 221 | 244 | 51 | 1439 | 2217 | 709 | 218 | 1003 | 1725 | 1850 | 874 | 176 | 2900 | 1308 | 1416 | 756 |
| | Base: Have spouse/partner | 2472 | 1917 | 142 | 1776 | 555 | 1469 | 967 | 437 | 319 | 187 | 53 | 956 | 1517 | 438 | 149 | 624 | 1261 | 1219 | 592 | 126 | 1937 | 880 | 931 | 535 |
| | Having more sex | 9% | 9% | 5% | 10% | 8% | 9% | 9% | 11% | 8% | 8% | 7% | 6% | 11% | 5% | 4% | 12% | 9% | 9% | 6% | 15% | 8% | 6% | 10% | 11% |
| | Having about the same amount of sex | 30% | 27% | 19% | 27% | 39% | 32% | 25% | 27% | 21% | 27% | 35% | 21% | 35% | 19% | 20% | 30% | 35% | 33% | 19% | 34% | 29% | 25% | 31% | 33% |
| | Having less sex | 48% | 51% | 46% | 51% | 39% | 47% | 50% | 53% | 49% | 45% | 54% | 51% | 46% | 60% | 68% | 51% | 40% | 50% | 49% | 41% | 49% | 49% | 51% | 44% |
| | Not sexually active | 10% | 10% | 29% | 9% | 8% | 8% | 12% | 6% | 19% | 17% | | 18% | 4% | 14% | 2% | 5% | 12% | 5% | 23% | 7% | 11% | 17% | 5% | 7% |
| | Prefer not to answer | 3% | 3% | 1% | 3% | 6% | 3% | 3% | 2% | 3% | 4% | 4% | 3% | 4% | 2% | 3% | 2% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | 4% |
| | Not applicable, no partner | 0% | 0% | - | 0% | 1% | 0% | 0% | 0% | 0% | - | | - | 0% | - | 2% | 0% | 0% | 0% | 0% | | 0% | - | 0% | 1% |

| | | Gene | ration | | Generation | | | | E | thnicity | | | Numb | | | Ages o | f Children | | | | | Emplo | yment | | |
|---|---------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|-----------|--|------------|-------------------------------|-----------|-----------|--------------------|----------------------|--------------|-----|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | | Not Employed |
| Q61: If your sex frequency has reduced in the past year, what | t Unweighted Base | 1759 | 1537 | 88 | 1449 | 222 | 1330 | 388 | 130 | 105 | 109 | 29 | 747 | 1012 | 426 | 144 | 506 | 682 | 921 | 430 | 75 | 1426 | 630 | 721 | 333 |
| has caused that change? Select all that apply. | Base: Less Sex | 1182 | 960 | 64 | 896 | 222 | 694 | 476 | 224 | 151 | 83 | 30 | 493 | 689 | 262 | 94 | 317 | 506 | 605 | 292 | 52 | 948 | 418 | 478 | 234 |
| | Added a baby | 43% | 50% | 23% | 52% | 11% | 40% | 46% | 58% | 32% | 45% | 42% | 39% | 45% | 66% | 90% | 67% | 6% | 49% | 25% | 37% | 41% | 37% | 45% | 49% |
| | Attraction has faded | 17% | 17% | 24% | 17% | 16% | 15% | 20% | 13% | 28% | 21% | 23% | 18% | 16% | 12% | 8% | 15% | 22% | 15% | 25% | 24% | 18% | 21% | 15% | 11% |
| | Job stress | 32% | 32% | 44% | 31% | 33% | 33% | 32% | 33% | 28% | 38% | 35% | 34% | 31% | 29% | 28% | 28% | 37% | 36% | 30% | 30% | 34% | 31% | 37% | 25% |
| | No time | 52% | 53% | 46% | 54% | 49% | 53% | 51% | 57% | 45% | 46% | 65% | 50% | 54% | 52% | 50% | 59% | 49% | 58% | 43% | 36% | 52% | 48% | 58% | 54% |
| | Other (please specify) | 20% | 16% | 7% | 16% | 40% | 23% | 15% | 18% | 14% | 9% | 20% | 16% | 23% | 15% | 14% | 16% | 26% | 19% | 12% | 33% | 18% | 14% | 19% | 29% |
| | Not applicable, has not changed | | - | | - | - | - | - | - | - | - | - | - | | | | | - | - | | - | - | - | - | - |
| | Not applicable, no partner | · · | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

| | | Gener | ration | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|---|---------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|-------|---|--------------|---|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | outside home | Not Employed |
| Q61: If your sex frequency has reduced in the past year, what | Unweighted Base | 1733 | 1521 | 85 | 1436 | 212 | 1310 | 382 | 130 | 101 | 108 | 28 | 737 | 996 | 423 | 143 | 503 | 663 | 908 | 422 | 73 | 1403 | 624 | 706 | 330 |
| has caused that change? Select all that apply. | Base: Less Sex and Have a | | | | | | | | | | | | | | | | | | | | | | | | |
| | Spouse/Partner | 1161 | 949 | 62 | 887 | 212 | 681 | 468 | 224 | 145 | 82 | 29 | 485 | 675 | 261 | 94 | 314 | 490 | 595 | 284 | 50 | 929 | 413 | 466 | 232 |
| | Added a baby | 43% | 50% | 23% | 52% | 12% | 41% | 46% | 58% | 33% | 46% | 44% | 40% | 46% | 67% | 90% | 67% | 6% | 50% | 26% | 38% | 42% | 37% | 46% | 49% |
| | Attraction has faded | 16% | 17% | 21% | 16% | 15% | 15% | 19% | 13% | 26% | 20% | 24% | 17% | 16% | 12% | 8% | 14% | 21% | 14% | 24% | 23% | 18% | 21% | 14% | 11% |
| | Job stress | 32% | 32% | 45% | 31% | 33% | 32% | 32% | 33% | 29% | 38% | 33% | 35% | 31% | 29% | 28% | 29% | 37% | 36% | 30% | 29% | 34% | 31% | 37% | 25% |
| | No time | 53% | 53% | 45% | 54% | 50% | 54% | 51% | 57% | 45% | 47% | 64% | 50% | 55% | 52% | 50% | 60% | 50% | 58% | 44% | 37% | 53% | 48% | 58% | 54% |
| | Other (please specify) | 20% | 16% | 7% | 16% | 41% | 23% | 16% | 18% | 15% | 9% | 21% | 15% | 24% | 15% | 14% | 16% | 26% | 19% | 12% | 34% | 18% | 14% | 19% | 28% |
| | Not applicable, has not changed | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | | - | - | - | - | - | - | - |
| | Not applicable, no partner | · · | | - | - | - | · · | - | | - | - | - | - | - | - | - | - | | | - | - | - | - | | - |

| | | Gener | ation | | Generation | | | | Et | hnicity | | | Numb Chilo | | | Ages of | f Children | | | | | Emplo | oyment | | |
|--|-------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|-----------|--|---|--------------------|-----------|-----------|--------------------|-------|--------------|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All abilition 2 | Full Time | Part Time | Work for myself | | from home or | Work full time outside home or part-timer outside home | Not Employed |
| Q62: What is your ideal sex frequency? | Unweighted Base | 3846 | 3208 | 192 | 3016 | 638 | 2882 | 847 | 269 | 238 | 250 | 58 | 1529 | 2317 | 727 | 220 | 1020 | 1878 | 1956 | 910 | 189 | 3055 | 1360 | 1506 | 791 |
| | Base: Total Respondents | 2628 | 1990 | 146 | 1844 | 638 | 1565 | 1023 | 458 | 342 | 193 | 61 | 1028 | 1601 | 451 | 149 | 633 | 1392 | 1305 | 622 | 136 | 2064 | 921 | 1006 | 565 |
| | 3 or more times a week | 18% | 19% | 43% | 17% | 15% | 14% | 24% | 22% | 27% | 19% | 27% | 20% | 17% | 15% | 15% | 14% | 21% | 14% | 25% | 25% | 18% | 22% | 13% | 20% |
| | 1-2 times a week | 58% | 60% | 38% | 61% | 53% | 58% | 57% | 64% | 51% | 54% | 55% | 55% | 59% | 63% | 64% | 65% | 52% | 63% | 48% | 52% | 58% | 52% | 63% | 58% |
| | 1-2 times a month | 20% | 18% | 18% | 18% | 24% | 22% | 16% | 11% | 19% | 23% | 18% | 21% | 19% | 18% | 19% | 18% | 21% | 19% | 24% | 17% | 20% | 22% | 20% | 16% |
| | Less than once a month | 4% | 3% | 0% | 3% | 9% | 5% | 3% | 3% | 3% | 4% | - | 4% | 5% | 4% | 2% | 3% | 5% | 4% | 3% | 6% | 4% | 3% | 4% | 6% |

| | | Genera | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|--|---------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|-------|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | | Work full time outside home or part-timer outside home | Not Employed |
| Q62: What is your ideal sex frequency? | Unweighted Base | 3642 | 3092 | 187 | 2905 | 550 | 2737 | 799 | 255 | 219 | 244 | 51 | 1434 | 2208 | 706 | 218 | 1000 | 1717 | 1847 | 873 | 175 | 2895 | 1306 | 1414 | 747 |
| | Base: Have spouse/partner | 2462 | 1912 | 142 | 1770 | 550 | 1463 | 964 | 437 | 316 | 187 | 53 | 952 | 1510 | 436 | 149 | 620 | 1255 | 1216 | 592 | 124 | 1932 | 878 | 930 | 529 |
| | 3 or more times a week | 18% | 19% | 44% | 17% | 13% | 14% | 24% | 22% | 27% | 19% | 24% | 20% | 16% | 16% | 15% | 14% | 20% | 13% | 25% | 22% | 17% | 22% | 12% | 19% |
| | 1-2 times a week | 58% | 59% | 38% | 61% | 55% | 59% | 57% | 64% | 51% | 54% | 57% | 56% | 60% | 63% | 64% | 65% | 53% | 63% | 48% | 53% | 58% | 53% | 64% | 59% |
| | 1-2 times a month | 20% | 19% | 18% | 19% | 24% | 23% | 16% | 11% | 20% | 23% | 19% | 21% | 19% | 18% | 19% | 18% | 22% | 20% | 24% | 18% | 21% | 22% | 20% | 17% |
| | Less than once a month | 4% | 3% | 0% | 3% | 9% | 5% | 3% | 3% | 2% | 4% | | 4% | 4% | 4% | 2% | 3% | 5% | 4% | 3% | 7% | 4% | 3% | 4% | 5% |

| | | Gener | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages o | f Children | | | | | Emplo | yment | | |
|--|-----------------------------------|-----------------------------|----------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|------------|------|-------------|-----------|--------------------|-------|---|------|-----------------|
| | | All Generations Total | GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | | All | 3 Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | | Not Employed |
| Q63: How satisfied are you with your sex life? | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Extremely satisfied | 11% | 12% | 19% | 11% | 10% | 10% | 14% | 12% | 16% | 13% | 15% | 12% | 11% | 10% | 8% | 10% | 13% | 7% | 17% | 17% | 11% | 14% | 7% | 13% |
| | Satisfied | 31% | 31% | 33% | 31% | 29% | 31% | 30% | 27% | 34% | 33% | 18% | 28% | 32% | 26% | 32% | 32% | 31% | 30% | 36% | 27% | 32% | 33% | 31% | 27% |
| | Neither satisfied or dissatisfied | 34% | 35% | 37% | 35% | 31% | 34% | 34% | 35% | 34% | 31% | 47% | 37% | 32% | 38% | 31% | 34% | 33% | 34% | 32% | 26% | 33% | 33% | 34% | 36% |
| | Dissatisfied | 18% | 17% | 10% | 18% | 20% | 20% | 16% | 21% | 10% | 16% | 14% | 18% | 19% | 22% | 20% | 19% | 16% | 22% | 11% | 22% | 18% | 15% | 21% | 17% |
| | Extremely dissatisfied | 6% | 5% | 0% | 5% | 10% | 6% | 6% | 5% | 6% | 8% | 7% | 6% | 6% | 4% | 9% | 5% | 7% | 7% | 4% | 8% | 6% | 5% | 6% | 6% |

| All Generators Total Total Generators Total Sector Secto | | | Gener | ation | | Generation | | | | E | thnicity | | | Numb Chilo | | | Ages of | f Children | | | | | Emple | oyment | | |
|--|--|-----------------------------------|-------------|-------|------------|---------------|-----|-------|-----------|----------|----------|-------|---|---------------|------|-----------|----------------------------------|---------------------|-------------------|-----------|-----------|-----|-------|--------------------------------|-------------------------------|---------------------|
| Base: Have spouse/partner 2472 1977 142 1776 156 169 967 379 157 53 956 157 438 149 524 126 129 52 126 1937 880 931 535 Extremely satisfied 12% 12% 12% 12% 11% 15% 13% 18% 13% 16% <td< th=""><th></th><th></th><th>Generations</th><th></th><th>Generation</th><th>Z Millennials</th><th></th><th>White</th><th>Non-White</th><th>Hispanic</th><th></th><th>Asian</th><th>Indian/Alaska Native+Native Hawaiian, Pac</th><th>1 child</th><th></th><th>1 child <</th><th>children 3 <3 AND no other</th><th>under 3 AND 1 or</th><th>All children 3</th><th>Full Time</th><th>Part Time</th><th></th><th></th><th>from home or work part-time</th><th>outside home or part-timer</th><th>e Not r Employed</th></td<> | | | Generations | | Generation | Z Millennials | | White | Non-White | Hispanic | | Asian | Indian/Alaska Native+Native Hawaiian, Pac | 1 child | | 1 child < | children 3 <3 AND no other | under 3 AND 1 or | All children 3 | Full Time | Part Time | | | from home or work part-time | outside home or part-timer | e Not r Employed |
| Extremely satisfied 12% 12% 12% 12% 11% 10% 15% 13% 18% 13% 18% 12% 12% 10% 18% 18% 18% 16% 11% 15% 7% 14% Satisfied 32% 32% 32% 32% 32% 32% 32% 36% 36% 34% 18% 10% 14% 8% 18% 16% 11% 15% 7% 14% Satisfied 32% 32% 32% 32% 32% 36% 36% 36% 18% 10% 10% 18% 16% 11% 15% 7% 14% Nether satisfied or dissatisfied 32% 32% 32% 32% 33% </th <th>Q63: How satisfied are you with your sex life?</th> <th>Unweighted Base</th> <th>3656</th> <th>3101</th> <th>187</th> <th>2914</th> <th>555</th> <th>2746</th> <th>801</th> <th>255</th> <th>221</th> <th>244</th> <th>51</th> <th>1439</th> <th>2217</th> <th>709</th> <th>218</th> <th>1003</th> <th>1725</th> <th>1850</th> <th>874</th> <th>176</th> <th>2900</th> <th>1308</th> <th>1416</th> <th>756</th> | Q63: How satisfied are you with your sex life? | Unweighted Base | 3656 | 3101 | 187 | 2914 | 555 | 2746 | 801 | 255 | 221 | 244 | 51 | 1439 | 2217 | 709 | 218 | 1003 | 1725 | 1850 | 874 | 176 | 2900 | 1308 | 1416 | 756 |
| Satisfied 32% 32% 33% 32% 32% 32% 31% 28% 36% 34% 18% 37% 32% 33% | | Base: Have spouse/partner | 2472 | 1917 | 142 | 1776 | 555 | 1469 | 967 | 437 | 319 | 187 | 53 | 956 | 1517 | 438 | 149 | 624 | 1261 | 1219 | 592 | 126 | 1937 | 880 | 931 | 535 |
| Neither satisfied or dissatisfied 33% 35% 37% 34% 29% 33% 35% 32% 30% 45% 36% 31% 38% 32% 34% 32% 27% 33% 33% 35% Dissatisfied 18% 17% 10% 18% 20% 20% 16% 11% 17% 18% 32% 34% 32% 27% 33% 33% 35% | | Extremely satisfied | 12% | 12% | 20% | 12% | 11% | 10% | 15% | 13% | 18% | 13% | 18% | 12% | 12% | 10% | 8% | 10% | 14% | 8% | 18% | 16% | 11% | 15% | 7% | 14% |
| Dissatisfied 18% 17% 10% 18% 20% 20% 16% 21% 9% 16% 11% 17% 18% 22% 20% 19% 16% 22% 10% 21% 18% 15% 21% 17% | | Satisfied | 32% | 32% | 33% | 32% | 32% | 32% | 31% | 28% | 36% | 34% | 18% | 30% | 33% | 27% | 32% | 32% | 34% | 31% | 37% | 29% | 33% | 33% | 33% | 28% |
| | | Neither satisfied or dissatisfied | 33% | 35% | 37% | 34% | 29% | 33% | 33% | 35% | 32% | 30% | 45% | 36% | 31% | 38% | 30% | 34% | 32% | 34% | 32% | 27% | 33% | 33% | 33% | 35% |
| Extremely dissatisfied 5% 4% - 4% 8% 5% 5% 3% 5% 8% 8% 4% 5% 3% 9% 5% 5% 5% 3% 7% 5% 4% 5% 5% | | Dissatisfied | 18% | 17% | 10% | 18% | 20% | 20% | 16% | 21% | 9% | 16% | 11% | 17% | 18% | 22% | 20% | 19% | 16% | 22% | 10% | 21% | 18% | 15% | 21% | 17% |
| | | Extremely dissatisfied | 5% | 4% | - | 4% | 8% | 5% | 5% | 3% | 5% | 8% | 8% | 4% | 5% | 3% | 9% | 5% | 5% | 5% | 3% | 7% | 5% | 4% | 5% | 5% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numb Chilo | | | Ages of | f Children | | | | | Emplo | yment | | |
|--|-----------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------------|--------------|-----------|--|------------|-------------------------------|------|-----------|--------------------|----------------------|---|------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | | All children 3 or older | | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | | Not Employed |
| Q63: How satisfied are you with your sex life? | Unweighted Base | 3368 | 2835 | 139 | 2696 | 533 | 2549 | 715 | 240 | 185 | 203 | 55 | 1214 | 2154 | 626 | 211 | 965 | 1565 | 1784 | 692 | 172 | 2648 | 1104 | 1372 | 720 |
| | Base: Sexually active | 2272 | 1739 | 104 | 1635 | 533 | 1371 | 865 | 411 | 268 | 158 | 57 | 797 | 1475 | 377 | 144 | 600 | 1149 | 1179 | 468 | 122 | 1768 | 740 | 907 | 503 |
| | Extremely satisfied | 11% | 11% | 16% | 11% | 11% | 9% | 14% | 14% | 16% | 10% | 16% | 10% | 12% | 8% | 8% | 11% | 13% | 8% | 15% | 17% | 10% | 13% | 7% | 15% |
| | Satisfied | 33% | 33% | 34% | 33% | 33% | 33% | 32% | 28% | 37% | 37% | 19% | 31% | 34% | 26% | 32% | 34% | 35% | 32% | 39% | 29% | 34% | 35% | 33% | 29% |
| | Neither satisfied or dissatisfied | 33% | 34% | 37% | 34% | 29% | 33% | 33% | 34% | 31% | 31% | 47% | 36% | 31% | 39% | 31% | 33% | 31% | 34% | 30% | 27% | 32% | 32% | 33% | 34% |
| | Dissatisfied | 19% | 18% | 13% | 19% | 20% | 20% | 17% | 21% | 11% | 16% | 11% | 19% | 18% | 23% | 20% | 18% | 17% | 21% | 13% | 22% | 19% | 16% | 21% | 17% |
| | Extremely dissatisfied | 4% | 4% | | 4% | 6% | 4% | 4% | 3% | 5% | 6% | 7% | 4% | 5% | 3% | 9% | 4% | 4% | 5% | 3% | 4% | 4% | 4% | 5% | 4% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numbe | | | Ages of | Children | | | | | Emplo | yment | | |
|--|-----------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|--------------|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | Work full time outside home or part-timer outside home | Not Employed |
| Q63: How satisfied are you with your sex life? | Unweighted Base | 3307 | 2797 | 136 | 2661 | 510 | 2509 | 698 | 238 | 179 | 201 | 51 | 1192 | 2115 | 622 | 210 | 958 | 1516 | 1753 | 677 | 167 | 2597 | 1086 | 1344 | 710 |
| | Base: Sexually active and Have | | | | | | | | | | | | | | | | | | | | | | | | |
| | spouse/partner | 2226 | 1716 | 101 | 1614 | 510 | 1345 | 846 | 409 | 259 | 156 | 53 | 782 | 1444 | 376 | 144 | 595 | 1110 | 1156 | 456 | 117 | 1729 | 727 | 884 | 497 |
| | Extremely satisfied | 11% | 11% | 17% | 11% | 11% | 9% | 14% | 14% | 16% | 10% | 18% | 10% | 12% | 8% | 8% | 11% | 13% | 8% | 15% | 17% | 10% | 13% | 7% | 15% |
| | Satisfied | 33% | 33% | 33% | 32% | 34% | 33% | 32% | 28% | 37% | 37% | 18% | 30% | 34% | 26% | 32% | 33% | 35% | 32% | 39% | 30% | 34% | 35% | 34% | 29% |
| | Neither satisfied or dissatisfied | 33% | 34% | 37% | 34% | 28% | 33% | 33% | 33% | 31% | 30% | 45% | 37% | 31% | 39% | 31% | 33% | 31% | 34% | 30% | 27% | 33% | 33% | 33% | 35% |
| | Dissatisfied | 19% | 18% | 13% | 19% | 20% | 20% | 17% | 22% | 10% | 17% | 11% | 19% | 18% | 24% | 21% | 18% | 17% | 22% | 12% | 21% | 19% | 16% | 21% | 17% |
| | Extremely dissatisfied | 4% | 4% | - | 4% | 6% | 4% | 5% | 3% | 5% | 6% | 8% | 4% | 4% | 3% | 9% | 4% | 4% | 4% | 3% | 5% | 4% | 4% | 5% | 4% |

| | | Gener | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|--|--------------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|-----------|--|---|------|-----------|-----------|--------------------|----------------------|--------------|------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | | Not Employed |
| Q64: What would increase your sexual satisfaction? Select al | Unweighted Base | 3854 | 3207 | 192 | 3015 | 647 | 2883 | 851 | 270 | 241 | 249 | 58 | 1529 | 2325 | 724 | 220 | 1021 | 1888 | 1956 | 909 | 189 | 3054 | 1358 | 1507 | 800 |
| that apply. | Base: Total Respondents | 2640 | 1993 | 146 | 1847 | 647 | 1568 | 1029 | 460 | 345 | 192 | 61 | 1032 | 1609 | 452 | 149 | 635 | 1402 | 1310 | 622 | 136 | 2068 | 921 | 1011 | 572 |
| | More frequent sex | 27% | 29% | 22% | 30% | 22% | 25% | 31% | 32% | 30% | 29% | 30% | 28% | 27% | 32% | 29% | 34% | 23% | 29% | 24% | 25% | 27% | 26% | 28% | 27% |
| | My pleasure being prioritized | 21% | 23% | 21% | 23% | 16% | 19% | 25% | 26% | 30% | 21% | 23% | 22% | 21% | 23% | 30% | 23% | 19% | 23% | 24% | 15% | 22% | 23% | 23% | 18% |
| | Sex toys | 9% | 10% | 18% | 10% | 4% | 9% | 10% | 9% | 14% | 9% | 11% | 11% | 7% | 9% | 13% | 7% | 9% | 8% | 14% | 6% | 10% | 11% | 9% | 6% |
| | New partner | 8% | 8% | 18% | 7% | 8% | 8% | 9% | 6% | 16% | 7% | 10% | 11% | 6% | 4% | 8% | 3% | 11% | 6% | 14% | 9% | 9% | 12% | 6% | 5% |
| | Better connection to partner | 40% | 41% | 33% | 41% | 38% | 40% | 41% | 47% | 32% | 40% | 49% | 37% | 42% | 40% | 41% | 44% | 38% | 43% | 34% | 41% | 40% | 38% | 43% | 39% |
| | Not needed, sexually satisfied | 16% | 14% | 5% | 15% | 20% | 19% | 11% | 12% | 6% | 15% | 15% | 10% | 20% | 11% | 15% | 19% | 16% | 15% | 10% | 24% | 14% | 11% | 15% | 23% |
| | Other (please specify) | 7% | 7% | 0% | 7% | 9% | 7% | 7% | 9% | 4% | 4% | 13% | 6% | 8% | 9% | 7% | 7% | 7% | 8% | 4% | 6% | 7% | 6% | 8% | 9% |
| | Not applicable | 9% | 7% | 3% | 7% | 15% | 10% | 7% | 7% | 6% | 6% | 7% | 8% | 9% | 8% | 8% | 6% | 10% | 10% | 6% | 11% | 8% | 6% | 10% | 10% |

| | | Gener | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|---|--------------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|------|-----------|-----------|--------------------|----------------------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | Not Employed |
| Q64: What would increase your sexual satisfaction? Select all | Unweighted Base | 3640 | 3088 | 187 | 2901 | 552 | 2733 | 799 | 255 | 220 | 243 | 51 | 1429 | 2211 | 700 | 218 | 1001 | 1720 | 1840 | 872 | 175 | 2887 | 1303 | 1409 | 753 |
| that apply. | Base: Have spouse/partner | 2463 | 1911 | 142 | 1769 | 552 | 1462 | 964 | 437 | 317 | 186 | 53 | 950 | 1512 | 433 | 149 | 622 | 1257 | 1214 | 592 | 124 | 1930 | 877 | 928 | 533 |
| | More frequent sex | 28% | 29% | 22% | 30% | 23% | 26% | 31% | 33% | 30% | 29% | 31% | 29% | 27% | 33% | 29% | 33% | 23% | 29% | 24% | 24% | 27% | 27% | 29% | 29% |
| | My pleasure being prioritized | 21% | 23% | 20% | 23% | 16% | 19% | 25% | 26% | 29% | 21% | 21% | 23% | 21% | 24% | 30% | 23% | 19% | 23% | 23% | 14% | 22% | 23% | 23% | 19% |
| | Sex toys | 9% | 10% | 18% | 10% | 4% | 9% | 9% | 9% | 15% | 9% | 10% | 11% | 7% | 9% | 13% | 7% | 9% | 8% | 14% | 6% | 10% | 11% | 9% | 6% |
| | New partner | 6% | 7% | 17% | 6% | 3% | 6% | 7% | 4% | 14% | 6% | 2% | 9% | 5% | 3% | 8% | 3% | 9% | 4% | 13% | 5% | 7% | 10% | 4% | 3% |
| | Better connection to partner | 41% | 41% | 34% | 42% | 41% | 42% | 41% | 48% | 35% | 39% | 49% | 40% | 42% | 41% | 41% | 45% | 40% | 45% | 35% | 43% | 41% | 38% | 44% | 40% |
| | Not needed, sexually satisfied | 16% | 15% | 5% | 15% | 23% | 20% | 11% | 12% | 6% | 16% | 18% | 10% | 20% | 11% | 15% | 19% | 17% | 15% | 10% | 25% | 14% | 11% | 16% | 24% |
| | Other (please specify) | 7% | 7% | 0% | 7% | 10% | 8% | 7% | 9% | 4% | 4% | 13% | 6% | 8% | 8% | 7% | 7% | 7% | 8% | 4% | 6% | 7% | 6% | 8% | 10% |
| | Not applicable | 7% | 6% | 2% | 6% | 12% | 8% | 5% | 5% | 3% | 7% | 8% | 6% | 8% | 7% | 8% | 6% | 8% | 7% | 5% | 10% | 7% | 5% | 8% | 8% |

| | | Gener | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages o | f Children | | | | | Emplo | yment | | |
|---|--------------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|------------|-------------------------------|-----------|-----------|--------------------|----------------------|--------------|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | Work full time outside home or part-timer outside home | Not Employed |
| Q64: What would increase your sexual satisfaction? Select all | Unweighted Base | 3353 | 2822 | 139 | 2683 | 531 | 2536 | 714 | 240 | 184 | 203 | 55 | 1204 | 2149 | 617 | 211 | 963 | 1561 | 1775 | 690 | 171 | 2636 | 1100 | 1365 | 717 |
| that apply. | Base: Sexually active | 2263 | 1732 | 104 | 1629 | 531 | 1364 | 863 | 411 | 266 | 158 | 57 | 792 | 1471 | 373 | 144 | 598 | 1146 | 1175 | 467 | 120 | 1762 | 738 | 904 | 501 |
| | More frequent sex | 28% | 30% | 23% | 30% | 23% | 26% | 32% | 34% | 31% | 30% | 30% | 30% | 27% | 34% | 30% | 34% | 23% | 30% | 24% | 25% | 28% | 27% | 29% | 29% |
| | My pleasure being prioritized | 21% | 23% | 22% | 23% | 16% | 19% | 26% | 25% | 32% | 22% | 22% | 23% | 21% | 24% | 31% | 22% | 19% | 22% | 24% | 15% | 22% | 23% | 23% | 18% |
| | Sex toys | 8% | 10% | 19% | 9% | 4% | 8% | 9% | 9% | 16% | 6% | 11% | 10% | 7% | 8% | 14% | 7% | 8% | 8% | 13% | 7% | 9% | 10% | 9% | 6% |
| | New partner | 6% | 6% | 21% | 5% | 4% | 5% | 7% | 4% | 15% | 6% | 4% | 8% | 4% | 2% | 8% | 2% | 8% | 4% | 13% | 7% | 6% | 9% | 4% | 3% |
| | Better connection to partner | 41% | 42% | 33% | 42% | 40% | 42% | 42% | 47% | 35% | 39% | 51% | 41% | 41% | 43% | 41% | 43% | 40% | 44% | 36% | 44% | 42% | 40% | 44% | 39% |
| | Not needed, sexually satisfied | 18% | 16% | 7% | 16% | 23% | 21% | 12% | 12% | 7% | 17% | 16% | 12% | 21% | 12% | 16% | 20% | 19% | 16% | 12% | 27% | 16% | 13% | 16% | 25% |
| | Other (please specify) | 8% | 7% | 0% | 7% | 10% | 8% | 7% | 8% | 4% | 4% | 12% | 7% | 8% | 8% | 7% | 7% | 8% | 8% | 5% | 6% | 7% | 7% | 8% | 9% |
| | Not applicable | 7% | 6% | 2% | 6% | 11% | 8% | 5% | 5% | 4% | 7% | 7% | 6% | 8% | 7% | 7% | 6% | 8% | 7% | 6% | 8% | 7% | 6% | 8% | 8% |

| | | Gener | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|---|--------------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|--------------|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | outside home | e Not Employed |
| Q64: What would increase your sexual satisfaction? Select a | | 3292 | 2784 | 136 | 2648 | 508 | 2496 | 697 | 238 | 178 | 201 | 51 | 1182 | 2110 | 613 | 210 | 956 | 1512 | 1744 | 675 | 166 | 2585 | 1082 | 1337 | 707 |
| that apply. | Base: Sexually active and Have | | | | | | | | | | | | | | | | | | | | | | | | |
| | spouse/partner | 2217 | 1709 | 101 | 1608 | 508 | 1338 | 845 | 409 | 257 | 156 | 53 | 777 | 1440 | 372 | 144 | 593 | 1107 | 1152 | 455 | 116 | 1722 | 725 | 881 | 495 |
| | More frequent sex | 28% | 30% | 24% | 30% | 23% | 26% | 32% | 34% | 30% | 30% | 31% | 30% | 27% | 34% | 29% | 34% | 23% | 30% | 24% | 24% | 28% | 27% | 29% | 29% |
| | My pleasure being prioritized | 21% | 23% | 21% | 23% | 16% | 19% | 25% | 25% | 32% | 22% | 21% | 22% | 20% | 24% | 31% | 22% | 18% | 22% | 24% | 14% | 22% | 23% | 22% | 18% |
| | Sex toys | 8% | 10% | 19% | 9% | 4% | 8% | 9% | 9% | 16% | 6% | 10% | 10% | 7% | 8% | 14% | 7% | 8% | 8% | 13% | 7% | 9% | 10% | 9% | 6% |
| | New partner | 5% | 6% | 19% | 5% | 3% | 5% | 7% | 4% | 15% | 6% | 2% | 8% | 4% | 2% | 9% | 2% | 8% | 4% | 13% | 6% | 6% | 9% | 4% | 3% |
| | Better connection to partner | 41% | 42% | 33% | 42% | 40% | 42% | 42% | 47% | 36% | 39% | 49% | 41% | 41% | 43% | 41% | 43% | 40% | 44% | 36% | 45% | 42% | 40% | 44% | 39% |
| | Not needed, sexually satisfied | 18% | 16% | 7% | 17% | 24% | 21% | 12% | 12% | 7% | 18% | 18% | 12% | 21% | 12% | 16% | 20% | 19% | 16% | 12% | 27% | 16% | 14% | 16% | 25% |
| | Other (please specify) | 8% | 7% | 0% | 7% | 10% | 8% | 7% | 8% | 4% | 5% | 13% | 7% | 8% | 8% | 7% | 7% | 8% | 8% | 5% | 6% | 7% | 7% | 8% | 9% |
| | Not applicable | 7% | 6% | 2% | 6% | 11% | 8% | 5% | 5% | 4% | 7% | 8% | 6% | 8% | 7% | 7% | 6% | 8% | 7% | 6% | 8% | 7% | 6% | 8% | 8% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|--|----------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|-----------|--|---|------|-----------|-----------|--------------------|----------------------|---|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| Q65: Which of the following do you think is most important | Unweighted Base | 3861 | 3211 | 192 | 3019 | 650 | 2890 | 851 | 270 | 240 | 250 | 58 | 1538 | 2323 | 733 | 220 | 1021 | 1886 | 1963 | 911 | 190 | 3064 | 1360 | 1514 | 797 |
| for politicians to address in the 2024 elections? | Base: Total Respondents | 2644 | 1994 | 146 | 1848 | 650 | 1572 | 1029 | 460 | 344 | 193 | 61 | 1036 | 1608 | 457 | 149 | 635 | 1402 | 1313 | 623 | 138 | 2073 | 921 | 1014 | 571 |
| | Education | 6% | 5% | 5% | 5% | 8% | 6% | 6% | 6% | 5% | 5% | 10% | 6% | 6% | 5% | 4% | 3% | 8% | 5% | 6% | 8% | 6% | 6% | 5% | 8% |
| | Global security/warfare | 6% | 5% | 10% | 5% | 6% | 5% | 6% | 4% | 7% | 7% | 2% | 8% | 4% | 6% | 4% | 5% | 6% | 5% | 8% | 6% | 6% | 7% | 5% | 5% |
| | Immigration | 6% | 5% | 11% | 4% | 10% | 6% | 6% | 5% | 9% | 3% | 5% | 6% | 6% | 4% | 2% | 4% | 8% | 5% | 8% | 6% | 6% | 5% | 6% | 7% |
| | Environment | 6% | 6% | 8% | 6% | 4% | 5% | 7% | 6% | 9% | 7% | 7% | 8% | 4% | 7% | 8% | 4% | 6% | 4% | 9% | 7% | 6% | 7% | 5% | 6% |
| | Family leave and childcare | 13% | 15% | 14% | 15% | 4% | 11% | 15% | 18% | 11% | 13% | 17% | 13% | 12% | 16% | 20% | 17% | 9% | 14% | 10% | 12% | 13% | 11% | 14% | 11% |
| | Health | 4% | 4% | 4% | 4% | 3% | 3% | 6% | 4% | 9% | 4% | 1% | 5% | 4% | 3% | 3% | 3% | 5% | 3% | 7% | 5% | 4% | 5% | 3% | 4% |
| | Economy | 15% | 14% | 19% | 13% | 18% | 15% | 15% | 15% | 16% | 11% | 18% | 11% | 18% | 11% | 18% | 16% | 15% | 14% | 14% | 15% | 14% | 13% | 15% | 17% |
| | Gun control | 18% | 18% | 10% | 19% | 16% | 19% | 16% | 16% | 14% | 20% | 10% | 15% | 19% | 17% | 17% | 22% | 16% | 20% | 13% | 17% | 18% | 17% | 19% | 18% |
| | Reproductive rights | 16% | 15% | 11% | 15% | 20% | 18% | 13% | 13% | 11% | 16% | 17% | 19% | 14% | 20% | 15% | 14% | 16% | 19% | 13% | 13% | 17% | 18% | 17% | 12% |
| | Healthcare access or costs | 11% | 11% | 7% | 11% | 12% | 11% | 12% | 13% | 9% | 13% | 13% | 11% | 11% | 11% | 7% | 11% | 12% | 11% | 12% | 11% | 11% | 10% | 12% | 12% |

| | | Gener | ration | | Generation | | | | E | hnicity | | | Numi Chil | | | Ages of | f Children | | | | | Emplo | yment | | |
|---|-------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|--------------|--------------|------------|--|------------|-------------------|------|-----------|--------------------|----------------------|---|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | | All childron 3 | | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| Q66: Which economic issues most affect how you will vote in | Unweighted Base | 3842 | 3199 | 192 | 3007 | 643 | 2873 | 848 | 268 | 240 | 248 | 58 | 1530 | 2312 | 729 | 219 | 1018 | 1875 | 1953 | 906 | 188 | 3047 | 1353 | 1506 | 795 |
| 2024 elections? | Base: Total Respondents | 2632 | 1989 | 146 | 1842 | 643 | 1562 | 1026 | 457 | 344 | 191 | 61 | 1030 | 1601 | 453 | 149 | 634 | 1394 | 1307 | 620 | 136 | 2064 | 917 | 1011 | 568 |
| | Other (please specify) | 5% | 4% | 2% | 4% | 8% | 6% | 4% | 5% | 2% | 3% | 3% | 5% | 5% | 5% | 2% | 5% | 6% | 6% | 2% | 11% | 5% | 4% | 5% | 5% |
| | Cost of living | 42% | 41% | 17% | 43% | 45% | 45% | 38% | 43% | 27% | 40% | 59% | 36% | 45% | 40% | 43% | 46% | 40% | 45% | 29% | 40% | 40% | 36% | 44% | 48% |
| | Job security | 4% | 4% | 7% | 4% | 5% | 4% | 5% | 3% | 7% | 6% | 2% | 6% | 3% | 5% | 3% | 2% | 5% | 4% | 7% | 3% | 4% | 6% | 3% | 3% |
| | Wage growth | 4% | 5% | 10% | 4% | 3% | 4% | 5% | 3% | 7% | 6% | 7% | 5% | 4% | 4% | 5% | 4% | 5% | 4% | 6% | 3% | 5% | 6% | 4% | 2% |
| | Housing affordability | 9% | 10% | 10% | 10% | 8% | 8% | 11% | 12% | 9% | 9% | 10% | 11% | 8% | 10% | 9% | 9% | 9% | 9% | 10% | 8% | 9% | 10% | 9% | 9% |
| | Debt/Student loan costs | 8% | 10% | 13% | 9% | 4% | 8% | 10% | 8% | 15% | 7% | 6% | 10% | 7% | 11% | 11% | 9% | 7% | 9% | 11% | 4% | 9% | 9% | 10% | 6% |
| | Inflation | 18% | 18% | 21% | 17% | 18% | 17% | 18% | 20% | 18% | 15% | 9% | 16% | 19% | 17% | 17% | 20% | 17% | 17% | 17% | 19% | 17% | 15% | 18% | 20% |
| | Recession | 4% | 4% | 6% | 4% | 5% | 5% | 4% | 2% | 4% | 9% | 3% | 5% | 4% | 3% | 4% | 4% | 5% | 4% | 6% | 6% | 5% | 5% | 4% | 2% |
| | US debt | 3% | 3% | 7% | 2% | 4% | 3% | 3% | 1% | 5% | 3% | 2% | 3% | 3% | 3% | 2% | 1% | 4% | 2% | 5% | 4% | 3% | 4% | 2% | 2% |
| | Stock market | 2% | 2% | 7% | 2% | 1% | 1% | 3% | 1% | 6% | 2% | - | 3% | 1% | 1% | 3% | 0% | 2% | 0% | 5% | 1% | 2% | 4% | 0% | 1% |

| | | Gener | ation | | Generation | | | | Et | thnicity | | | Numb | | | Ages o | f Children | | | | | Emplo | yment | | |
|--|--|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|------|--------------|------------|--|------------|------|-----------|-----------|--------------------|-------|--------------|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | | 2 or more | 1 child <3 | 2+ children <3 AND no other children | | All | Full Time | Part Time | Work for myself | | from home or | outside home | Not Employed |
| Q67: What changes would you most like to see in the public | Unweighted Base | 3851 | 3202 | 192 | 3010 | 649 | 2880 | 850 | 269 | 240 | 250 | 58 | 1536 | 2315 | 733 | 220 | 1016 | 1881 | 1955 | 909 | 188 | 3052 | 1360 | 1504 | 799 |
| education system? | Base: Total Respondents | 2637 | 1988 | 146 | 1842 | 649 | 1567 | 1027 | 458 | 344 | 193 | 61 | 1035 | 1602 | 457 | 149 | 632 | 1397 | 1310 | 621 | 136 | 2066 | 920 | 1010 | 571 |
| | Other (please specify) | 4% | 4% | 2% | 4% | 6% | 5% | 3% | 4% | 2% | 2% | 2% | 3% | 5% | 3% | 3% | 4% | 4% | 4% | 3% | 8% | 4% | 3% | 4% | 5% |
| | Increased funding | 34% | 33% | 18% | 35% | 35% | 38% | 29% | 31% | 23% | 33% | 31% | 31% | 36% | 38% | 31% | 38% | 31% | 38% | 24% | 31% | 33% | 30% | 37% | 36% |
| | Better quality of teaching | 17% | 17% | 19% | 17% | 15% | 15% | 20% | 19% | 20% | 22% | 16% | 18% | 16% | 19% | 14% | 17% | 17% | 16% | 16% | 21% | 16% | 16% | 16% | 19% |
| | More extracurricular activities | 4% | 4% | 10% | 4% | 2% | 3% | 5% | 3% | 8% | 3% | 4% | 4% | 3% | 2% | 3% | 2% | 5% | 3% | 7% | 3% | 4% | 6% | 3% | 3% |
| | Enhanced safety measures | 14% | 15% | 19% | 15% | 9% | 13% | 15% | 14% | 19% | 13% | 8% | 16% | 13% | 16% | 23% | 16% | 11% | 14% | 16% | 4% | 14% | 17% | 13% | 12% |
| | Private school vouchers | 6% | 7% | 7% | 6% | 4% | 5% | 7% | 8% | 7% | 5% | 9% | 7% | 5% | 5% | 10% | 6% | 6% | 5% | 8% | 6% | 6% | 7% | 6% | 5% |
| | More inclusive education (special | | | | | | | | | | | | | | | | | | | | | | | | |
| | education, gifted ed., specialized tracks) | 7% | 7% | 13% | 6% | 7% | 6% | 8% | 6% | 10% | 7% | 18% | 7% | 6% | 5% | 3% | 4% | 9% | 6% | 10% | 8% | 7% | 9% | 5% | 6% |
| | Accessibility and affordability of public | 1 | | | | | | | | | | | | | | | | | | | | | | | |
| | universities | 15% | 13% | 12% | 13% | 21% | 16% | 13% | 14% | 12% | 13% | 14% | 14% | 15% | 12% | 14% | 13% | 16% | 14% | 15% | 19% | 15% | 13% | 16% | 15% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numi Chil | | | Ages of | Children | | | | | Emplo | yment | | |
|---|-------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|--------------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|-------|--------------|-----|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | | outside home | |
| Q68: How satisfied are you with your access to affordable | Unweighted Base | 3862 | 3213 | 192 | 3021 | 649 | 2890 | 851 | 270 | 242 | 250 | 57 | 1536 | 2326 | 733 | 220 | 1021 | 1887 | 1962 | 911 | 189 | 3062 | 1361 | 1512 | 800 |
| healthcare under the current US healthcare system? | Base: Total Respondents | 2645 | 1996 | 146 | 1850 | 649 | 1572 | 1030 | 460 | 347 | 193 | 59 | 1035 | 1611 | 457 | 149 | 636 | 1401 | 1313 | 623 | 137 | 2073 | 922 | 1013 | 572 |
| | Very satisfied | 12% | 12% | 27% | 11% | 11% | 10% | 15% | 8% | 25% | 11% | 11% | 12% | 12% | 9% | 11% | 9% | 14% | 11% | 18% | 8% | 13% | 17% | 10% | 8% |
| | Satisfied | 37% | 36% | 31% | 36% | 41% | 39% | 34% | 35% | 34% | 34% | 44% | 34% | 39% | 35% | 45% | 39% | 36% | 40% | 33% | 30% | 37% | 32% | 43% | 36% |
| | Somewhat dissatisfied | 32% | 33% | 23% | 33% | 30% | 32% | 32% | 38% | 26% | 32% | 21% | 33% | 31% | 33% | 30% | 35% | 30% | 32% | 28% | 38% | 31% | 31% | 31% | 34% |
| | Very dissatisfied | 19% | 19% | 19% | 19% | 19% | 19% | 19% | 20% | 15% | 23% | 24% | 21% | 18% | 22% | 13% | 18% | 19% | 17% | 20% | 23% | 18% | 20% | 16% | 22% |

| | | Genera | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|---|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|-------|---|------|-------------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | | e Not Employed |
| Q69: How important are childcare policies (i.e. affordable | Unweighted Base | 3862 | 3214 | 192 | 3022 | 648 | 2891 | 852 | 269 | 242 | 250 | 58 | 1536 | 2326 | 732 | 220 | 1022 | 1887 | 1964 | 910 | 187 | 3061 | 1362 | 1512 | 801 |
| childcare, federal childcare subsidies) in influencing your | Base: Total Respondents | 2646 | 1998 | 146 | 1852 | 648 | 1572 | 1031 | 459 | 347 | 193 | 61 | 1036 | 1610 | 456 | 149 | 636 | 1402 | 1315 | 622 | 135 | 2072 | 923 | 1013 | 574 |
| decision for the upcoming election? | Very important | 47% | 52% | 33% | 53% | 33% | 43% | 54% | 62% | 46% | 47% | 56% | 48% | 46% | 55% | 56% | 57% | 39% | 53% | 36% | 37% | 47% | 44% | 51% | 48% |
| | Somewhat important | 33% | 31% | 23% | 32% | 38% | 36% | 29% | 29% | 28% | 33% | 30% | 31% | 35% | 29% | 36% | 31% | 35% | 34% | 31% | 40% | 33% | 32% | 33% | 33% |
| | Somewhat unimportant | 11% | 11% | 33% | 9% | 13% | 11% | 11% | 6% | 20% | 13% | 8% | 13% | 10% | 11% | 7% | 8% | 14% | 8% | 20% | 11% | 12% | 15% | 10% | 10% |
| | Not important at all | 9% | 6% | 11% | 6% | 17% | 10% | 5% | 3% | 6% | 8% | 5% | 8% | 9% | 5% | 1% | 4% | 12% | 5% | 13% | 12% | 8% | 10% | 6% | 10% |

| | | Genera | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|--|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|----------|---|-------------------------------|-----------|-----------|--------------------|----------------------|-------|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | | Work full time outside home or part-timer outside home | Not Employed |
| Q70: How supportive are you of increased regulation to | Unweighted Base | 3857 | 3213 | 191 | 3022 | 644 | 2888 | 849 | 268 | 239 | 250 | 58 | 1535 | 2322 | 731 | 219 | 1021 | 1885 | 1958 | 911 | 187 | 3056 | 1362 | 1507 | 801 |
| address climate change? | Base: Total Respondents | 2638 | 1994 | 146 | 1848 | 644 | 1570 | 1026 | 457 | 343 | 193 | 61 | 1032 | 1607 | 454 | 149 | 635 | 1399 | 1308 | 623 | 135 | 2066 | 923 | 1008 | 572 |
| | Very supportive | 54% | 55% | 24% | 58% | 48% | 53% | 56% | 61% | 46% | 56% | 59% | 54% | 54% | 58% | 60% | 59% | 49% | 59% | 43% | 57% | 54% | 52% | 56% | 52% |
| | Somewhat supportive | 30% | 29% | 37% | 29% | 32% | 30% | 30% | 30% | 34% | 31% | 31% | 29% | 30% | 28% | 31% | 29% | 31% | 31% | 28% | 30% | 30% | 28% | 31% | 31% |
| | Somewhat unsupportive | 10% | 10% | 25% | 9% | 11% | 11% | 8% | 6% | 12% | 7% | 8% | 11% | 10% | 9% | 6% | 8% | 12% | 7% | 17% | 8% | 10% | 11% | 9% | 10% |
| | Very unsupportive | 6% | 6% | 14% | 5% | 8% | 6% | 5% | 3% | 8% | 6% | 2% | 6% | 6% | 5% | 3% | 5% | 8% | 3% | 12% | 5% | 6% | 8% | 4% | 7% |

| | | Gener | ration | | Generation | | | | E | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|--|-------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|------|-----------|-----------|--------------------|-------|---|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | outside home | Not Employed |
| Q71: How supportive are you of federally protected | Unweighted Base | 3860 | 3212 | 192 | 3020 | 648 | 2891 | 850 | 268 | 242 | 249 | 58 | 1537 | 2323 | 733 | 220 | 1020 | 1886 | 1964 | 910 | 188 | 3062 | 1360 | 1514 | 798 |
| reproductive rights? | Base: Total Respondents | 2645 | 1997 | 146 | 1850 | 648 | 1573 | 1029 | 458 | 347 | 192 | 61 | 1036 | 1609 | 457 | 149 | 635 | 1402 | 1315 | 622 | 136 | 2072 | 922 | 1014 | 572 |
| | Very supportive | 66% | 66% | 33% | 69% | 64% | 68% | 64% | 71% | 50% | 70% | 71% | 63% | 67% | 72% | 68% | 73% | 60% | 75% | 48% | 71% | 67% | 61% | 71% | 62% |
| | Somewhat supportive | 19% | 18% | 28% | 17% | 21% | 17% | 21% | 19% | 26% | 15% | 18% | 19% | 19% | 13% | 14% | 16% | 23% | 16% | 23% | 20% | 18% | 19% | 18% | 20% |
| | Somewhat unsupportive | 9% | 9% | 23% | 8% | 9% | 9% | 9% | 7% | 12% | 10% | 5% | 10% | 8% | 8% | 9% | 7% | 10% | 5% | 16% | 5% | 9% | 10% | 7% | 10% |
| | Very unsupportive | 7% | 7% | 16% | 6% | 6% | 6% | 7% | 3% | 12% | 6% | 6% | 8% | 6% | 7% | 8% | 5% | 8% | 3% | 13% | 4% | 7% | 10% | 4% | 8% |

| | Gener | ration | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Emplo | oyment | | |
|---|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|-------|--------|---|-----------------|
| | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | | Work full time outside home or part-timer outside home | Not Employed |
| Q72: How supportive are you of a federally-mandated paid Unweighted Base | 3864 | 3217 | 192 | 3025 | 647 | 2892 | 852 | 269 | 242 | 250 | 58 | 1538 | 2326 | 732 | 220 | 1022 | 1889 | 1964 | 909 | 188 | 3061 | 1362 | 1511 | 803 |
| leave program, guaranteeing paid family leave to all mothers? Base: Total Respondents | 2646 | 1999 | 146 | 1852 | 647 | 1573 | 1031 | 459 | 347 | 193 | 61 | 1036 | 1609 | 456 | 149 | 636 | 1402 | 1314 | 621 | 136 | 2071 | 923 | 1012 | 574 |
| Very supportive | 79% | 80% | 42% | 83% | 76% | 80% | 78% | 90% | 62% | 79% | 91% | 73% | 83% | 84% | 86% | 91% | 72% | 88% | 57% | 83% | 79% | 70% | 86% | 81% |
| Somewhat supportive | 14% | 12% | 29% | 10% | 20% | 14% | 12% | 7% | 20% | 10% | 8% | 14% | 14% | 9% | 9% | 8% | 19% | 10% | 21% | 13% | 13% | 15% | 12% | 15% |
| Somewhat unsupportive | 4% | 5% | 17% | 4% | 2% | 3% | 5% | 1% | 10% | 6% | 2% | 7% | 2% | 4% | 4% | 0% | 6% | 1% | 13% | 2% | 5% | 8% | 2% | 2% |
| Very unsupportive | 3% | 3% | 13% | 3% | 2% | 2% | 4% | 1% | 8% | 5% | - | 6% | 1% | 3% | 1% | 0% | 4% | 0% | 10% | 1% | 3% | 6% | 1% | 2% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numb | | | Ages of | Children | | | | | Employ | yment | | |
|---|-------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|-----------|--|---|-------------------------------|-----------|-----------|--------------------|--------|---|------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | | Work full time from home or work part-time from home | | Not Employed |
| Q73: How supportive are you of increased gun safety and | Unweighted Base | 3864 | 3216 | 191 | 3025 | 648 | 2893 | 852 | 269 | 242 | 250 | 58 | 1538 | 2326 | 733 | 219 | 1022 | 1889 | 1964 | 910 | 188 | 3062 | 1363 | 1511 | 802 |
| gun control policies? | Base: Total Respondents | 2647 | 1999 | 146 | 1853 | 648 | 1574 | 1031 | 459 | 347 | 193 | 61 | 1037 | 1610 | 457 | 149 | 636 | 1403 | 1315 | 622 | 136 | 2072 | 924 | 1012 | 574 |
| | Very supportive | 70% | 71% | 39% | 73% | 69% | 70% | 72% | 81% | 58% | 75% | 72% | 66% | 73% | 73% | 72% | 79% | 66% | 79% | 50% | 72% | 70% | 64% | 75% | 71% |
| | Somewhat supportive | 16% | 16% | 30% | 15% | 16% | 17% | 14% | 12% | 20% | 12% | 14% | 18% | 15% | 16% | 19% | 12% | 17% | 13% | 23% | 16% | 16% | 17% | 15% | 15% |
| | Somewhat unsupportive | 7% | 8% | 17% | 7% | 7% | 7% | 7% | 4% | 11% | 8% | 8% | 8% | 7% | 7% | 5% | 5% | 9% | 5% | 14% | 7% | 8% | 10% | 6% | 7% |
| | Very unsupportive | 6% | 6% | 15% | 5% | 8% | 6% | 6% | 3% | 11% | 5% | 6% | 8% | 5% | 5% | 4% | 4% | 8% | 3% | 13% | 5% | 6% | 9% | 4% | 7% |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|--|-------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------|-----------|-----------|--------------------|-------|--------------|-------------------------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All shildron 2 | Full Time | Part Time | Work for myself | | from home or | or part-timer outside home | Not Employed |
| Q74: How supportive are you of US involvement in | Unweighted Base | 3855 | 3208 | 190 | 3018 | 647 | 2888 | 850 | 267 | 242 | 250 | 58 | 1534 | 2321 | 730 | 219 | 1021 | 1884 | 1959 | 910 | 187 | 3056 | 1360 | 1509 | 799 |
| international conflict areas? | Base: Total Respondents | 2642 | 1995 | 145 | 1849 | 647 | 1571 | 1028 | 456 | 347 | 193 | 61 | 1035 | 1607 | 455 | 149 | 636 | 1399 | 1312 | 622 | 136 | 2070 | 921 | 1013 | 572 |
| | Very supportive | 13% | 13% | 19% | 12% | 14% | 10% | 18% | 17% | 19% | 17% | 21% | 14% | 12% | 12% | 12% | 10% | 15% | 12% | 17% | 9% | 13% | 15% | 12% | 11% |
| | Somewhat supportive | 47% | 45% | 35% | 46% | 51% | 51% | 41% | 37% | 43% | 43% | 43% | 45% | 48% | 45% | 42% | 47% | 48% | 49% | 41% | 43% | 46% | 44% | 49% | 48% |
| | Somewhat unsupportive | 29% | 30% | 25% | 30% | 26% | 30% | 27% | 32% | 21% | 27% | 26% | 27% | 29% | 31% | 37% | 31% | 26% | 29% | 26% | 31% | 28% | 26% | 29% | 31% |
| | Very unsupportive | 12% | 12% | 20% | 12% | 9% | 9% | 14% | 15% | 16% | 12% | 10% | 14% | 10% | 13% | 8% | 12% | 12% | 10% | 16% | 17% | 12% | 14% | 10% | 10% |

| | | Genera | ation | | Generation | | | | Et | hnicity | | | Numb | | | Ages of | Children | | | | | Emplo | yment | | |
|---|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| Q75: How engaged is your local government and community | Unweighted Base | 3842 | 3197 | 191 | 3006 | 645 | 2877 | 849 | 269 | 242 | 247 | 58 | 1529 | 2313 | 726 | 218 | 1018 | 1879 | 1953 | 907 | 187 | 3047 | 1353 | 1507 | 795 |
| in addressing issues that affect mothers and families? | Base: Total Respondents | 2635 | 1990 | 146 | 1844 | 645 | 1565 | 1028 | 459 | 347 | 191 | 61 | 1031 | 1604 | 453 | 149 | 634 | 1397 | 1310 | 620 | 136 | 2066 | 919 | 1011 | 569 |
| | Very engaged | 11% | 12% | 26% | 10% | 8% | 7% | 16% | 13% | 22% | 13% | 16% | 13% | 9% | 11% | 11% | 8% | 12% | 9% | 18% | 9% | 11% | 15% | 8% | 8% |
| | Somewhat engaged | 42% | 40% | 33% | 40% | 48% | 43% | 39% | 39% | 35% | 45% | 33% | 38% | 44% | 40% | 35% | 42% | 43% | 43% | 35% | 46% | 41% | 38% | 43% | 44% |
| | Somewhat disengaged | 35% | 35% | 26% | 36% | 32% | 35% | 33% | 34% | 31% | 32% | 44% | 35% | 34% | 35% | 40% | 37% | 33% | 35% | 31% | 35% | 34% | 34% | 34% | 36% |
| | Very disengaged | 13% | 14% | 16% | 14% | 12% | 15% | 12% | 14% | 11% | 10% | 7% | 14% | 13% | 15% | 15% | 13% | 12% | 13% | 16% | 11% | 14% | 13% | 14% | 12% |

| | | Genera | ation | | Generation | | | | Et | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|---|---------------------------------------|-----------------------------|-------------------|--------------|------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|----------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Employed |
| Q76: Which of the following causes do you actively support? | Unweighted Base | 3715 | 3091 | 191 | 2900 | 624 | 2777 | 826 | 258 | 239 | 237 | 58 | 1498 | 2217 | 705 | 207 | 970 | 1832 | 1880 | 891 | 179 | 2950 | 1317 | 1454 | 765 |
| Select all that apply. | Base: Total Respondents | 2551 | 1927 | 146 | 1781 | 624 | 1511 | 1000 | 441 | 343 | 182 | 61 | 1012 | 1539 | 441 | 138 | 605 | 1364 | 1263 | 608 | 130 | 2001 | 894 | 977 | 550 |
| | Voting rights | 41% | 38% | 21% | 40% | 48% | 43% | 38% | 39% | 36% | 36% | 52% | 39% | 42% | 42% | 35% | 42% | 40% | 44% | 30% | 45% | 39% | 36% | 42% | 45% |
| | Election integrity | 31% | 28% | 24% | 28% | 40% | 31% | 29% | 28% | 30% | 29% | 40% | 28% | 32% | 28% | 34% | 31% | 31% | 31% | 25% | 39% | 29% | 27% | 30% | 35% |
| | Environmental reform | 37% | 36% | 16% | 38% | 38% | 39% | 33% | 36% | 26% | 37% | 50% | 37% | 36% | 39% | 41% | 38% | 34% | 41% | 26% | 40% | 36% | 34% | 38% | 37% |
| | Affordable healthcare | 55% | 54% | 25% | 57% | 58% | 57% | 53% | 59% | 44% | 55% | 62% | 52% | 58% | 60% | 52% | 63% | 51% | 61% | 38% | 55% | 54% | 44% | 62% | 62% |
| | Reproductive rights | 57% | 57% | 19% | 60% | 59% | 62% | 51% | 59% | 40% | 56% | 65% | 56% | 59% | 65% | 60% | 64% | 52% | 67% | 36% | 66% | 57% | 49% | 63% | 58% |
| | Pro Life movement | 13% | 12% | 16% | 12% | 16% | 13% | 12% | 12% | 11% | 14% | 21% | 10% | 16% | 10% | 13% | 14% | 14% | 11% | 15% | 16% | 12% | 12% | 12% | 17% |
| | Immigrant/Refugee rights | 30% | 29% | 14% | 30% | 34% | 30% | 29% | 36% | 19% | 30% | 28% | 28% | 31% | 33% | 24% | 33% | 28% | 33% | 23% | 32% | 29% | 25% | 33% | 32% |
| | Border security and immigration law | | | | | | | | | | | | | | | | | | | | | | | | |
| | enforcement | 18% | 16% | 17% | 16% | 23% | 18% | 16% | 19% | 12% | 14% | 29% | 14% | 20% | 12% | 21% | 18% | 19% | 18% | 14% | 21% | 17% | 14% | 19% | 20% |
| | Racial justice | 44% | 44% | 23% | 45% | 46% | 44% | 45% | 46% | 46% | 44% | 55% | 42% | 46% | 47% | 40% | 50% | 41% | 49% | 30% | 52% | 44% | 38% | 48% | 46% |
| | Income equality | 41% | 40% | 17% | 42% | 42% | 41% | 40% | 45% | 30% | 40% | 54% | 39% | 42% | 43% | 37% | 47% | 37% | 45% | 27% | 41% | 40% | 32% | 46% | 45% |
| | LGBTQ rights | 42% | 41% | 16% | 44% | 45% | 48% | 35% | 37% | 27% | 39% | 50% | 42% | 43% | 48% | 40% | 45% | 40% | 47% | 29% | 50% | 42% | 38% | 45% | 43% |
| | Reducing gun violence | 54% | 53% | 20% | 56% | 57% | 58% | 50% | 56% | 36% | 57% | 61% | 50% | 57% | 58% | 52% | 65% | 49% | 62% | 34% | 63% | 53% | 46% | 59% | 58% |
| | Protecting Second Amendment rights | 12% | 10% | 17% | 10% | 17% | 13% | 10% | 9% | 9% | 9% | 17% | 9% | 14% | 8% | 12% | 12% | 13% | 11% | 10% | 15% | 11% | 10% | 11% | 15% |
| | Reducing hunger, food insecurity and | | | | | | | | | | | | | | | | | | | | | | | | |
| | homelessness | 53% | 50% | 22% | 53% | 62% | 56% | 49% | 55% | 40% | 49% | 72% | 49% | 56% | 55% | 53% | 58% | 50% | 57% | 35% | 61% | 51% | 43% | 56% | 63% |
| | Gender equality | 46% | 46% | 15% | 49% | 47% | 51% | 40% | 41% | 30% | 49% | 62% | 45% | 47% | 50% | 42% | 52% | 43% | 52% | 31% | 55% | 46% | 41% | 49% | 48% |
| | Paid family leave | 62% | 65% | 32% | 68% | 51% | 63% | 60% | 71% | 42% | 63% | 78% | 57% | 65% | 68% | 68% | 80% | 51% | 71% | 39% | 63% | 61% | 51% | 69% | 67% |
| | Affordable childcare | 61% | 64% | 31% | 67% | 51% | 62% | 60% | 70% | 45% | 59% | 76% | 57% | 64% | 68% | 69% | 77% | 51% | 71% | 38% | 58% | 60% | 51% | 69% | 63% |
| | Protecting personal privacy | 34% | 32% | 19% | 33% | 38% | 33% | 33% | 33% | 28% | 35% | 62% | 32% | 35% | 33% | 35% | 35% | 33% | 34% | 24% | 38% | 31% | 28% | 33% | 43% |
| | Social media regulation | 29% | 28% | 13% | 29% | 31% | 29% | 29% | 29% | 26% | 35% | 40% | 25% | 32% | 25% | 35% | 32% | 28% | 30% | 22% | 30% | 28% | 26% | 29% | 33% |
| | Anti-book bans | 25% | 24% | 12% | 25% | 29% | 28% | 21% | 23% | 20% | 19% | 26% | 24% | 25% | 27% | 22% | 27% | 24% | 26% | 19% | 28% | 24% | 23% | 24% | 28% |
| | Reducing government spending and debt | 25% | 23% | 25% | 23% | 31% | 25% | 24% | 24% | 20% | 24% | 29% | 22% | 27% | 22% | 22% | 24% | 26% | 23% | 24% | 29% | 23% | 21% | 25% | 30% |
| | Traditional family values | 22% | 19% | 21% | 19% | 28% | 20% | 22% | 25% | 19% | 19% | 28% | 15% | 26% | 14% | 25% | 23% | 23% | 18% | 20% | 20% | 19% | 16% | 22% | 31% |
| | Tougher sentences for violent crimes | 22% | 20% | 15% | 20% | 28% | 21% | 22% | 26% | 14% | 25% | 29% | 19% | 23% | 18% | 20% | 22% | 23% | 21% | 17% | 23% | 20% | 17% | 23% | 28% |
| | Other (please specify) | 3% | 2% | 1% | 2% | 4% | 3% | 3% | 4% | 1% | 2% | - | 2% | 3% | 2% | 1% | 3% | 3% | 2% | 2% | 4% | 2% | 2% | 2% | 4% |

| | | Gener | ation | | Generation | | | | Et | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | yment | | |
|---|---|-----------------------------|-------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|------------|-----------|-----------|--------------------|----------------------|--------------|--------------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | children 3 | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | outside home | Not Employed |
| Q77: Which race/ethnicity best describes you? Select all that | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| apply. | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | White, Caucasian | 67% | 63% | 41% | 65% | 80% | 100% | 20% | 28% | 6% | 14% | 59% | 62% | 70% | 66% | 59% | 67% | 68% | 70% | 58% | 77% | 67% | 60% | 71% | 68% |
| | Hispanic or Latino | 17% | 21% | 9% | 22% | 7% | - | 45% | 100% | 7% | 4% | 19% | 17% | 18% | 21% | 30% | 24% | 12% | 18% | 10% | 14% | 16% | 12% | 19% | 24% |
| | Black or African American | 13% | 16% | 46% | 13% | 5% | - | 34% | 6% | 100% | 4% | 10% | 18% | 10% | 11% | 20% | 11% | 14% | 10% | 26% | 11% | 15% | 22% | 9% | 8% |
| | Asian | 7% | 8% | 7% | 8% | 4% | - | 19% | 2% | 2% | 100% | 12% | 8% | 7% | 10% | 5% | 7% | 6% | 7% | 9% | 7% | 7% | 9% | 6% | 7% |
| | Multireacial or Multiethnic | 3% | 3% | 1% | 3% | 2% | - | 7% | 6% | 4% | 9% | 27% | 3% | 3% | 3% | 1% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 4% |
| | American Indian or Alaska Native | 2% | 2% | 1% | 2% | 1% | - | 4% | 2% | 1% | 2% | 71% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | | 1% | 1% | 1% | 3% |
| | Native Hawaiian or other Pacific Islander | 1% | 1% | 1% | 1% | 1% | - | 2% | 0% | 1% | 3% | 34% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 1% |
| | MENA (Middle Eastern or North African) | 1% | 1% | 2% | 1% | 2% | - | 3% | 3% | 4% | | 2% | 1% | 2% | 0% | 10% | 1% | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 1% |
| | Prefer not to answer | 2% | 1% | 0% | 1% | 5% | - | - | - | - | - | - | 1% | 2% | 1% | 0% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 3% |

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| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | | All | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | | e Not Employed |
| Qve: Ethnicity | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | White and only white selected | 59% | 54% | 38% | 55% | 76% | 100% | - | - | - | - | - | 55% | 63% | 56% | 52% | 57% | 63% | 62% | 55% | 69% | 60% | 55% | 63% | 57% |
| | Hispanic/latino and any combination | 17% | 21% | 9% | 22% | 7% | - | 45% | 100% | 7% | 4% | 19% | 17% | 18% | 21% | 30% | 24% | 12% | 18% | 10% | 14% | 16% | 12% | 19% | 24% |
| | Black/Afr American and any combination | 12% | 15% | 46% | 12% | 4% | | 31% | - | 93% | 4% | 10% | 18% | 8% | 11% | 12% | 10% | 14% | 9% | 23% | 10% | 13% | 20% | 8% | 7% |
| | American Indian or Alaska Native and any | | | | | | | | | | | | | | | | | | | | | | | | |
| | combination | 1% | 1% | | 1% | 1% | | 3% | | - | 1% | 48% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 0% | | 1% | 1% | 1% | 1% |
| | Native Hawaiian or other Pacific Islander | | | | | | | | | | | | | | | | | | | | | | | | |
| | any combination | 1% | 0% | 0% | 0% | 1% | | 1% | | - | 1% | 24% | 0% | 1% | 0% | | 1% | 1% | 1% | 0% | | 1% | 0% | 1% | 1% |
| | Asian and any combo | 7% | 7% | 6% | 7% | 4% | | 17% | | - | 90% | | 8% | 6% | 10% | 5% | 6% | 6% | 6% | 9% | 5% | 7% | 9% | 5% | 6% |
| | MENA (Middle Eastern or North African) | | | | | | | | | | | | | | | | | | | | | | | | |
| | and any combo | 1% | 0% | 0% | 0% | 1% | - | 2% | | - | | - | 1% | 1% | 0% | | 0% | 1% | 1% | 0% | | 1% | 1% | 1% | 1% |
| | Prefer not to answer | 2% | 1% | 0% | 1% | 5% | - | - | | - | - | | 1% | 2% | 1% | 0% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 3% |
| | Anything else left over | 1% | 1% | - | 1% | 1% | - | 2% | - | - | - | | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% |

| | | Gener | ation | | Generation | | | | Et | hnicity | | A | Number Childre | r of en | | 2. | f Children | | | | | Emplo | oyment | | |
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| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | | 2+ children <3 AND no other children | AND 1 or | All children 3 | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside hom | ne M er Emp |
| what country do you live? | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 1 |
| | Base: Total Respondents United States of America | 2650 100% | 2000 100% | 146 100% | 1854 100% | 650 100% | 1575 100% | 1032 100% | 460 100% | 347 100% | 193 100% | 61 100% | 1037 100% | 1613 100% | 457 100% | 149 100% | 637 100% | 1405 100% | 1316 100% | 623 100% | 138 100% | 2076 100% | 924 100% | 1014 100% | ! 1 |
| | Afghanistan | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | |
| | Albania | - | - | - | | | - | | - | | - | - | - | - | - | - | - | - | | - | | - | - | | |
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| | Antigua and Barbuda | - | - | - | - | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | | - | - | - | |
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| | Bangladesh Barbados | - | - | | - | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | | - | - | - | |
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| | Bolivia (Plurinational State of) Bosnia and Herzegovina | | | | | | 1 | | | | | | | | | | | | 1 | | | | | | |
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| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | AND 1 or | All shildron 2 | Full Time | Part Tim | Work for myself | | | outside home | ne N er Emp |
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| | District of Columbia (DC) | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | - | 0% | - | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | |
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| | New Hampshire | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 0% | - | - | - | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | |
| | New Jersey | 3% | 3% | - | 4% | 4% | 4% | 3% | 3% | 2% | 2% | 4% | 3% | 3% | 2% | 4% | 5% | 3% | 5% | 1% | 2% | 4% | 3% | 5% | |
| | New Mexico New York | 0% 7% | 1% 7% | 2% 1% | 0% 7% | 0% 7% | 0% 6% | 1% 8% | 1% 10% | 1% 5% | 1% 10% | - 1% | 1% 7% | 0% 7% | 0% 9% | 2% 6% | 0% 6% | 1% 6% | 0% 8% | 1% 4% | 1% 7% | 1% 7% | 1% 5% | 0% 9% | |
| | North Carolina | 3% | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 1% | 1% | 3% | 3% | 3% | 2% | 4% | 3% | 3% | 2% | 4% | 3% | 4% | 2% | |
| | North Dakota | 0% | 0% | 1% | 0% | - | 0% | 0% | - | 1% | 0% | - | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | |
| | Northern Marianas Islands | 0% | 0% | 1% | 0% | - | 0% | 0% | | 0% | 1% | | 1% | - | 1% | - | - | 0% | - | 1% | | 0% | 1% | - | |
| | Ohio | 3% | 3% | 4% | 3% | 2% | 3% | 2% | 1% | 4% | 3% | | 3% | 3% | 2% | 5% | 3% | 2% | 3% | 3% | 1% | 3% | 3% | 3% | |
| | Oklahoma | 1% | 1% | 2% | 1% | 0% | 1% | 1% | 0% | 0% | 1% | 8% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | |
| | Oregon | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% | 0% | 1% | 4% | 2% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | |
| | Pennsylvania | 4% 0% | 4% 0% | 1% 1% | 4% 0% | 4% | 5% 0% | 2% 0% | 2% | 3% 0% | 3% | | 4% 0% | 4% 0% | 5% | 4% | 5% | 3% 0% | 4% | 3% 0% | 2% | 4% 0% | 3% 0% | 4% | |
| | Puerto Rico Rhode Island | 1% | 1% | 1% | 1% | - 1% | 1% | 0% | - | 0% | | | 1% | 1% | - 1% | - 1% | - 1% | 1% | - 1% | 1% | - 1% | 1% | 1% | - 0% | |
| | South Carolina | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | |
| | South Dakota | 0% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 0% | 1% | | 0% | 0% | - | 0% | 0% | 1% | 0% | 1% | - | 0% | 0% | 0% | |
| | Tennessee | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - | 2% | 3% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | |
| | Texas | 5% | 6% | 5% | 6% | 4% | 4% | 8% | 11% | 7% | 4% | 6% | 5% | 6% | 7% | 5% | 8% | 4% | 7% | 3% | 3% | 5% | 4% | 7% | |
| | Utah | 7% | 3% | 1% | 4% | 17% | 9% | 2% | 2% | 2% | 2% | 9% | 2% | 9% | 2% | 1% | 3% | 10% | 6% | 7% | 13% | 7% | 4% | 8% | |
| | Vermont | 0% | 0% | 1% 3% | 0% 3% | 0% | 0% | 0% 3% | - 2% | 0% | - 4% | - 4% | 0% 3% | 0% | 1% 3% | - 4% | 0% | 0% | 0% 4% | 1% 2% | 0% | 0% 3% | 1% | 0% | |
| | Virginia Virgin Islands | 3% | 3% 0% | 3% | 3% 0% | 3% | 3% 0% | 3% 0% | 2% | 3% 1% | 4% 0% | 4% | 3% 1% | 3% | 3% | 4% | 5% | 2% 0% | 4% | 2% 1% | 3% | 3% 0% | 3% 1% | 3% | |
| | Washington | 3% | 3% | 2% | 3% | - 3% | 3% | 3% | 2% | 1% | 4% | 10% | 2% | - 3% | 2% | - 2% | 3% | 3% | 2% | 3% | - 1% | 2% | 3% | 2% | |
| | West Virginia | 0% | 0% | 2% | 0% | - | 0% | 0% | - | 0% | 0% | - | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 0% | |
| | Wisconsin | 2% | 2% | 1% | 2% | 1% | 2% | 0% | - | 0% | 0% | | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | |
| | Wyoming | 0% | 0% | 0% | 0% | - | 0% | 0% | - | - | 1% | | 0% | 0% | 0% | - | 0% | 0% | 0% | 1% | - | 0% | 1% | 0% | |
| | Not Applicable | - | - | - | | - | - | | - | | - | - | - | - | - | - | - | - | - | - | - | | - | - | |
| | | Gene | ration | | Generation | | | | Et | thnicity | | | Numb | | | Ages of | f Children | | | | | Emplo | oyment | | |
| | | | | | | | | | | | | American | Child | aren | | 2+ | 1 or more | | | | | | Work full time | Work full time | e |
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | Indian/Alaska Native+Native Hawaiian, Pac | 1 child | 2 or more | 1 child <3 | <3 AND no other | under 3 | or oldor | Full Time | Part Tim | Work for myself | | | outside home | ne er E |
| gion | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | Islander 58 | 1539 | 2331 | 733 | children 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | |
| | Northeast Mid Woot | 22% | 21% | 8% | 22% | 26% | 25% | 18% | 21% | 15% | 19% | 12% | 22% | 23% | 24% | 22% | 25% | 21% | 26% | 17% | 20% | 23% | 20% | 25% | |
| | Mid-West South | 16% 26% | 17% 28% | 13% 28% | 17% 28% | 13% 22% | 19% 24% | 11% 30% | 7% 31% | 15% 33% | 12% 23% | 6% 33% | 16% 28% | 16% 25% | 14% 28% | 18% 25% | 19% 30% | 15% 24% | 16% 27% | 16% 24% | 15% 29% | 16% 26% | 15% 27% | 17% 25% | |
| | Joudi | | | | | | | | | | | | | | | | | | | | | | | | |
| | West | 35% | 34% | 50% | 33% | 40% | 32% | 40% | 41% | 37% | 46% | 49% | 34% | 36% | 34% | 35% | 26% | 40% | 31% | 42% | 36% | 35% | 38% | 32% | |

| | | Gener | ation | | Generation | | | | E | thnicity | | | Numl | ber of Idren | | Ages of | f Children | | | | | Emplo | yment | | |
|--|----------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|-----------------|-----------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|--------------|------|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | from home or | | Not Employed |
| Q80: What is the highest level of education you have | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| completed? | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Completed graduate school | 35% | 34% | 6% | 36% | 39% | 36% | 34% | 35% | 29% | 35% | 37% | 30% | 38% | 32% | 42% | 39% | 33% | 45% | 21% | 41% | 37% | 30% | 44% | 26% |
| | Some graduate school | 10% | 10% | 28% | 9% | 8% | 8% | 13% | 9% | 22% | 10% | 13% | 14% | 7% | 11% | 12% | 5% | 11% | 6% | 21% | 7% | 10% | 16% | 6% | 7% |
| | Graduated from college | 39% | 39% | 33% | 40% | 36% | 41% | 35% | 39% | 25% | 44% | 32% | 38% | 39% | 44% | 38% | 41% | 36% | 38% | 33% | 38% | 37% | 38% | 36% | 45% |
| | Some college | 14% | 14% | 24% | 14% | 12% | 13% | 15% | 14% | 20% | 9% | 12% | 16% | 13% | 10% | 6% | 11% | 17% | 9% | 22% | 11% | 13% | 16% | 11% | 17% |
| | Graduated from high school | 3% | 2% | 10% | 2% | 4% | 2% | 3% | 3% | 4% | 2% | 5% | 2% | 3% | 2% | 2% | 3% | 3% | 2% | 3% | 3% | 2% | 1% | 3% | 5% |
| | Some high school | 0% | 0% | - | 0% | 0% | 0% | 0% | 0% | - | | 2% | 0% | 0% | 0% | - | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 1% |
| | Did not attend school | - | - | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

| | | Gene | ration | | Generation | | | | Et | thnicity | | | | ber of Idren | | Ages o | f Children | | | | | Employ | yment | | |
|--|-------------------------|-----------------------------|-------------------|--------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|-----------------|-----------|--|---|-------------------------------|-----------|-----------|--------------------|----------------------|---|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation 2 | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child < | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed |
| Q81: What is your household's total, combined annual | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| income? | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | \$0 - \$24,999 | 2% | 2% | 4% | 2% | 3% | 2% | 3% | 2% | 4% | 1% | 11% | 2% | 2% | 2% | - | 1% | 3% | 0% | 3% | - | 1% | 1% | 2% | 5% |
| | \$25,000 - \$44,999 | 3% | 3% | 8% | 2% | 4% | 2% | 4% | 4% | 5% | 2% | 2% | 2% | 3% | 2% | 4% | 3% | 3% | 2% | 3% | 6% | 2% | 1% | 3% | 5% |
| | \$45,000 - \$64,999 | 8% | 9% | 23% | 8% | 6% | 7% | 10% | 9% | 14% | 6% | 7% | 11% | 6% | 10% | 7% | 6% | 8% | 5% | 12% | 7% | 7% | 8% | 6% | 11% |
| | \$65,000 - \$84,999 | 8% | 10% | 15% | 9% | 4% | 8% | 9% | 8% | 9% | 8% | 11% | 10% | 7% | 6% | 4% | 8% | 10% | 6% | 12% | 5% | 8% | 9% | 8% | 9% |
| | \$85,000 - \$99,999 | 8% | 8% | 14% | 8% | 6% | 8% | 8% | 7% | 10% | 6% | 3% | 10% | 7% | 6% | 5% | 7% | 9% | 6% | 12% | 8% | 8% | 9% | 7% | 8% |
| | \$100,000 - \$149,999 | 20% | 19% | 12% | 20% | 21% | 22% | 17% | 19% | 15% | 13% | 17% | 19% | 20% | 20% | 17% | 21% | 19% | 19% | 23% | 17% | 20% | 18% | 21% | 19% |
| | \$150,000 - \$199,999 | 17% | 17% | 10% | 18% | 18% | 17% | 17% | 18% | 15% | 18% | 17% | 18% | 17% | 19% | 17% | 16% | 17% | 20% | 17% | 16% | 19% | 20% | 18% | 13% |
| | \$200,000 -\$299,999 | 16% | 16% | 6% | 17% | 14% | 17% | 15% | 16% | 11% | 17% | 22% | 14% | 17% | 18% | 25% | 17% | 14% | 22% | 7% | 18% | 18% | 17% | 18% | 9% |
| | \$300,000 -\$499,999 | 8% | 8% | 2% | 9% | 10% | 9% | 8% | 8% | 9% | 13% | 5% | 6% | 10% | 8% | 16% | 10% | 7% | 11% | 6% | 10% | 9% | 11% | 8% | 5% |
| | Over \$500,000 | 3% | 3% | 1% | 3% | 4% | 3% | 3% | 2% | 3% | 6% | 3% | 2% | 4% | 3% | 4% | 4% | 3% | 4% | 1% | 6% | 3% | 3% | 3% | 2% |
| | Prefer not to answer | 6% | 5% | 4% | 5% | 10% | 6% | 6% | 6% | 4% | 10% | 3% | 5% | 7% | 6% | 2% | 6% | 7% | 5% | 3% | 6% | 4% | 2% | 6% | 13% |

| | | Gener | Generation Generation | | | | | E | thnicity | | | Numb | | Ages of Children | | | | Employment | | | | | | | | |
|---|-------------------------|-----------------------------|-----------------------|--------------|-------------|--------------------------|-------|-----------|----------|----------------------|-------|---|---------|------------------|------------|--|---|------------|-----------|-----------|--------------------|----------------------|---|------|---|--|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children 3 <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | | Not Employed | |
| 2023 Age Breaks: What year were you born? | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 | |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 | |
| | 30 and Younger | 17% | 23% | 100% | 17% | - | 14% | 24% | 12% | 45% | 16% | 7% | 33% | 8% | 29% | 23% | 11% | 16% | 8% | 44% | 7% | 19% | 29% | 11% | 13% | |
| | 31-34 | 19% | 25% | - | 27% | - | 20% | 19% | 23% | 18% | 21% | 14% | 22% | 17% | 31% | 38% | 27% | 10% | 21% | 18% | 8% | 19% | 20% | 20% | 19% | |
| | 35-39 | 28% | 38% | - | 41% | - | 26% | 33% | 40% | 21% | 37% | 29% | 23% | 32% | 30% | 32% | 46% | 19% | 35% | 15% | 27% | 29% | 25% | 32% | 28% | |
| | 40-41 | 35% | 14% | - | 15% | 100% | 41% | 24% | 24% | 17% | 26% | 50% | 21% | 44% | 11% | 8% | 16% | 54% | 36% | 23% | 58% | 34% | 25% | 38% | 40% | |

| | | Gene | ration | Generation | | | Ethnicity | | | | | | Numb | | | Ages of | Children | | Employment | | | | | | | | |
|---|-------------------------|-----------------------------|-------------------|--------------|-------------|--------------------------|-----------|-----------|----------|----------------------|-------|---|---------|--------------|------------|--|---|-------------------------------|------------|-----------|--------------------|----------------------|---|---|-----------------|--|--|
| | | All Generations Total | Total GenZ/Mil | Generation Z | Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | Full Time | Part Time | Work for myself | Full Or Part Time | Work full time from home or work part-time from home | Work full time outside home or part-timer outside home | Not Employed | | |
| 2023 Age Breaks: What year were you born? | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 | | |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 | | |
| | 18-26 | 6% | 7% | 100% | - | - | 4% | 9% | 3% | 20% | 6% | 3% | 12% | 2% | 8% | 7% | 1% | 7% | 2% | 16% | 1% | 6% | 10% | 3% | 5% | | |
| | 27-29 | 9% | 11% | - | 12% | - | 7% | 11% | 6% | 18% | 8% | 4% | 16% | 4% | 14% | 12% | 6% | 7% | 4% | 21% | 5% | 9% | 15% | 5% | 6% | | |
| | 30-34 | 23% | 30% | - | 32% | - | 22% | 23% | 26% | 25% | 23% | 14% | 28% | 19% | 37% | 41% | 30% | 13% | 23% | 25% | 9% | 23% | 25% | 23% | 22% | | |
| | 35-39 | 28% | 38% | - | 41% | - | 26% | 33% | 40% | 21% | 37% | 29% | 23% | 32% | 30% | 32% | 46% | 19% | 35% | 15% | 27% | 29% | 25% | 32% | 28% | | |
| | 40-42 | 10% | 14% | - | 15% | - | 10% | 12% | 15% | 8% | 11% | 26% | 7% | 13% | 7% | 6% | 10% | 12% | 11% | 6% | 16% | 10% | 8% | 11% | 12% | | |
| | 43 and older | 25% | - | - | - | 100% | 31% | 12% | 10% | 9% | 15% | 25% | 14% | 31% | 4% | 2% | 6% | 42% | 24% | 17% | 43% | 24% | 17% | 27% | 28% | | |
| | Net <30 | 14% | 19% | 100% | 12% | | 11% | 19% | 9% | 38% | 14% | 7% | 27% | 6% | 23% | 19% | 7% | 14% | 6% | 36% | 6% | 15% | 25% | 8% | 10% | | |
| | Net 30-39 | 51% | 68% | - | 73% | - | 48% | 56% | 66% | 45% | 61% | 42% | 51% | 51% | 67% | 73% | 76% | 32% | 58% | 40% | 36% | 51% | 50% | 55% | 50% | | |
| | Net 40+ | 35% | 14% | - | 15% | 100% | 41% | 24% | 24% | 17% | 26% | 50% | 21% | 44% | 11% | 8% | 16% | 54% | 36% | 23% | 58% | 34% | 25% | 38% | 40% | | |

| | | Genera | ition | | Generation | | | | Eti | hnicity | | | Numb Child | | | Ages of | Children | | | | | Employ | ment | | |
|------------|-------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-----|---|---------------|--------------|------------|--|----------|-------------------------------|-----------|-----------|--------------------|---------|--------------|---|-----------------|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | | All children 3 or older | Full Time | Part Time | Work for myself | Full Or | from home or | Work full time outside home or part-timer outside home | Not Employed |
| Generation | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 |
| | Generation Z | 6% | 7% | 100% | - | - | 4% | 9% | 3% | 20% | 6% | 3% | 12% | 2% | 8% | 7% | 1% | 7% | 2% | 16% | 1% | 6% | 10% | 3% | 5% |
| | Millennials | 70% | 93% | - | 100% | - | 65% | 79% | 88% | 72% | 79% | 72% | 74% | 67% | 88% | 91% | 93% | 52% | 74% | 67% | 56% | 71% | 73% | 71% | 67% |
| | Generation X or older | 25% | | - | - | 100% | 31% | 12% | 10% | 9% | 15% | 25% | 14% | 31% | 4% | 2% | 6% | 42% | 24% | 17% | 43% | 24% | 17% | 27% | 28% |

| | | Gene | Generation | | Generation | | | | E | thnicity | | | Numbe Childr | | Ages of Children | | | | Employment | | | | | | | | |
|-------------|---------------------------------|-----------------------------|-------------------|------------|---------------|--------------------------|-------|-----------|----------|----------------------|-------|---|-----------------|--------------|------------------|--|---|-------------------------------|------------|-------------|--------------------|------|---|------|---------------------|--|--|
| | | All Generations Total | Total GenZ/Mil | Generation | Z Millennials | Generation X or older | White | Non-White | Hispanic | African- American | Asian | American Indian/Alaska Native+Native Hawaiian, Pac Islander | 1 child | 2 or more | 1 child <3 | 2+ children <3 AND no other children | 1 or more under 3 AND 1 or more 3+ | All children 3 or older | | e Part Time | Work for myself | | Work full time from home or work part-time from home | | e Not r Employed | | |
| Data_Filter | Unweighted Base | 3870 | 3220 | 192 | 3028 | 650 | 2896 | 853 | 270 | 242 | 250 | 58 | 1539 | 2331 | 733 | 220 | 1023 | 1893 | 1966 | 911 | 190 | 3067 | 1363 | 1514 | 803 | | |
| | Base: Total Respondents | 2650 | 2000 | 146 | 1854 | 650 | 1575 | 1032 | 460 | 347 | 193 | 61 | 1037 | 1613 | 457 | 149 | 637 | 1405 | 1316 | 623 | 138 | 2076 | 924 | 1014 | 574 | | |
| | Moms Gen Z and Millennials (US) | 75% | 100% | 100% | 100% | - | 69% | 88% | 90% | 91% | 85% | 75% | 86% | 69% | 96% | 98% | 94% | 58% | 76% | 83% | 57% | 76% | 83% | 73% | 72% | | |
| | Moms Gen X (US) | 25% | - | - | - | 100% | 31% | 12% | 10% | 9% | 15% | 25% | 14% | 31% | 4% | 2% | 6% | 42% | 24% | 17% | 43% | 24% | 17% | 27% | 28% | | |
| | Not moms (US) | · · | - | - | - | - | | - | - | - | - | | - | - | - | - | - | - | | - | | - | - | - | - | | |
| | Outside U.S. | | - | | - | - | - | | - | - | - | | - | - | - | - | - | - | - | | | - | - | - | - | | |
| | None | - | - | - | - | - | | | - | - | - | | - | - | - | - | - | - | - | | | - | - | - | - | | |
| | Blanks | - | - | - | | - | - | - | - | - | - | | - | - | - | - | - | - | - | - | - | - | - | - | - | | |