

YouGov Survey: Hair Debates



Sample 1000 U.S. Adult Citizens
Conducted May 23 - 30, 2023
Margin of Error ±3.6%

1. Which of the following is closest to your current hair color?

Blond	15%
Brown	33%
Black	18%
Red	4%
Gray	15%
White	7%
Other	1%
I am bald	2%
Not sure	3%

2. What color was your hair when you were 1 year old?

Blond	29%
Brown	30%
Black	20%
Red	4%
Gray	2%
White	4%
Other	0%
I was bald	3%
Not sure	9%

3. Do you consider yourself a natural blond?

Yes	26%
No	72%
Not sure	2%

4. If a person has blond hair as a child that darkens throughout their life so that it is no longer blond when they are an adult, would you personally consider them a natural blond?

Yes, they are a natural blond	34%
No, they are not a natural blond	41%
Not sure	25%

5. If a person has blond hair as a child that darkens throughout their life so that it is no longer blond, but they maintain blond hair with hair dye, would you personally consider them a natural blond?

Yes, they are a natural blond	24%
No, they are not a natural blond	59%
Not sure	17%

6. Have you ever dyed your hair?

Yes, it is currently dyed	24%
Yes, in the past	34%
No	42%

7. How often do you typically pay someone for a haircut?

Every 1-3 weeks	5%
Every 4-6 weeks	18%
Every 2-3 months	25%
Every 6-12 months	15%
Once a year or less often	12%
Never	6%
I cut my own hair	15%
Not sure	3%

8. When you're paying for a service, such as having your hair cut, do you prefer to make small talk with the person providing the service or not?

Asked of people who get hair cuts

Yes, I prefer small talk	65%
No, I do not prefer small talk	30%
Not sure	5%

9. If men dye their hair, should they also dye their beard the same color?

Yes	44%
No	21%
Not sure	35%

10. What would you call this? If you have multiple names for it, please select the one you use most often.

Respondents were shown an image of an elastic hair band.

Bobble	2%
Hair band	21%
Hair elastic	6%
Hair tie	38%
Ponytail holder	18%
Other	3%
Not sure	3%
I have no name for this	8%

Interviewing Dates	May 23 - 30, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov’s opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent’s most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.097 to 6.268, with a mean of 1 and a standard deviation of 0.61.
Number of respondents	1000
Margin of error	± 3.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	54 questions not reported.

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1. Your Hair Color

Which of the following is closest to your current hair color?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Blond	15%	10%	20%	20%	21%	12%	9%	17%	2%	28%	*
Brown	33%	28%	38%	26%	33%	43%	27%	39%	16%	27%	*
Black	18%	24%	13%	31%	23%	16%	5%	7%	58%	19%	*
Red	4%	3%	6%	6%	4%	4%	3%	5%	3%	5%	*
Gray	15%	17%	13%	4%	2%	16%	39%	18%	12%	7%	*
White	7%	7%	7%	8%	8%	3%	11%	8%	2%	9%	*
Other	1%	1%	2%	2%	1%	1%	2%	2%	1%	0%	*
I am bald	2%	5%	0%	0%	1%	4%	3%	2%	6%	2%	*
Not sure	3%	4%	1%	3%	7%	0%	1%	3%	2%	3%	*
Totals	98%	99%	100%	100%	100%	99%	100%	101%	102%	100%	*
Unweighted N	(999)	(450)	(549)	(210)	(259)	(289)	(241)	(656)	(130)	(151)	(62)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Blond	15%	15%	13%	19%	14%	17%	9%	19%	23%	12%	13%	16%	20%
Brown	33%	30%	34%	34%	33%	33%	36%	31%	32%	29%	36%	33%	33%
Black	18%	24%	20%	10%	21%	8%	19%	17%	16%	24%	17%	18%	15%
Red	4%	5%	5%	3%	5%	4%	6%	2%	6%	3%	3%	6%	4%
Gray	15%	15%	14%	18%	17%	22%	19%	15%	11%	12%	18%	16%	16%
White	7%	6%	7%	8%	6%	9%	5%	11%	5%	10%	8%	6%	5%
Other	1%	1%	2%	1%	2%	1%	2%	2%	0%	1%	2%	1%	2%
I am bald	2%	2%	2%	3%	3%	3%	2%	3%	1%	2%	2%	2%	3%
Not sure	3%	1%	2%	5%	0%	2%	1%	0%	6%	5%	2%	2%	2%
Totals	98%	99%	99%	101%	101%	99%	99%	100%	100%	98%	101%	100%	100%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(999)	(355)	(376)	(268)	(380)	(339)	(353)	(285)	(260)	(172)	(199)	(392)	(236)

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2. Hair Color When Born

What color was your hair when you were 1 year old?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Blond	29%	27%	31%	25%	31%	29%	30%	36%	2%	27%	*
Brown	30%	25%	34%	25%	23%	33%	35%	33%	16%	32%	*
Black	20%	23%	17%	24%	23%	19%	14%	8%	69%	20%	*
Red	4%	3%	4%	1%	5%	3%	5%	3%	5%	1%	*
Gray	2%	2%	1%	3%	2%	2%	1%	2%	2%	5%	*
White	4%	3%	4%	6%	6%	1%	3%	4%	2%	5%	*
Other	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	*
I was bald	3%	3%	4%	7%	1%	3%	4%	3%	1%	5%	*
Not sure	9%	13%	5%	9%	9%	10%	8%	11%	3%	6%	*
Totals	101%	99%	101%	100%	101%	100%	100%	100%	100%	101%	*
Unweighted N	(996)	(447)	(549)	(208)	(258)	(289)	(241)	(655)	(129)	(150)	(62)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Blond	29%	25%	30%	33%	27%	36%	23%	33%	36%	22%	35%	30%	28%
Brown	30%	27%	28%	34%	27%	37%	32%	30%	27%	27%	22%	33%	33%
Black	20%	26%	20%	12%	25%	11%	23%	14%	17%	24%	22%	18%	17%
Red	4%	5%	2%	3%	5%	4%	4%	2%	6%	3%	4%	4%	3%
Gray	2%	1%	3%	2%	1%	0%	2%	2%	1%	2%	2%	1%	2%
White	4%	5%	2%	4%	4%	3%	1%	8%	2%	5%	3%	4%	2%
Other	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
I was bald	3%	3%	3%	3%	3%	2%	4%	5%	2%	2%	3%	2%	6%
Not sure	9%	7%	11%	9%	6%	7%	11%	5%	9%	16%	8%	7%	8%
Totals	101%	99%	99%	100%	98%	100%	101%	99%	100%	101%	99%	99%	99%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Unweighted N	(996)	(353)	(376)	(267)	(379)	(339)	(352)	(283)	(260)	(171)	(199)	(390)	(236)

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3. Self Natural Blond

Do you consider yourself a natural blond?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	26%	27%	25%	40%	34%	17%	17%	28%	12%	39%	*
No	72%	70%	72%	56%	63%	81%	82%	70%	87%	59%	*
Not sure	2%	2%	3%	4%	2%	2%	1%	2%	1%	2%	*
Totals	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(998)	(449)	(549)	(210)	(258)	(289)	(241)	(656)	(129)	(151)	(62)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	26%	29%	24%	25%	25%	28%	18%	35%	33%	22%	24%	27%	30%
No	72%	68%	72%	74%	72%	71%	80%	63%	66%	75%	73%	72%	67%
Not sure	2%	2%	3%	1%	3%	1%	2%	2%	1%	3%	3%	1%	3%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(354)	(376)	(268)	(380)	(339)	(353)	(284)	(260)	(171)	(199)	(392)	(236)

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4. Blond as a Baby

If a person has blond hair as a child that darkens throughout their life so that it is no longer blond when they are an adult, would you personally consider them a natural blond?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, they are a natural blond	34%	35%	33%	48%	36%	28%	26%	31%	38%	46%	*
No, they are not a natural blond	41%	38%	44%	39%	39%	43%	44%	44%	28%	37%	*
Not sure	25%	27%	23%	13%	25%	29%	30%	24%	34%	17%	*
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(994)	(445)	(549)	(207)	(257)	(289)	(241)	(653)	(129)	(151)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, they are a natural blond	34%	42%	31%	28%	36%	31%	34%	35%	38%	34%	27%	34%	40%
No, they are not a natural blond	41%	36%	41%	48%	39%	46%	40%	41%	41%	37%	45%	42%	40%
Not sure	25%	22%	28%	23%	25%	24%	25%	24%	20%	29%	28%	24%	21%
Totals	100%	100%	100%	99%	100%	101%	99%	100%	99%	100%	100%	100%	101%
Unweighted N	(994)	(351)	(375)	(268)	(380)	(339)	(353)	(282)	(259)	(170)	(198)	(391)	(235)

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5. Blond with Dye

If a person has blond hair as a child that darkens throughout their life so that it is no longer blond, but they maintain blond hair with hair dye, would you personally consider them a natural blond?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, they are a natural blond	24%	24%	24%	37%	31%	15%	19%	22%	29%	37%	*
No, they are not a natural blond	59%	57%	60%	53%	47%	69%	62%	62%	45%	49%	*
Not sure	17%	19%	16%	11%	22%	16%	19%	16%	26%	14%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(993)	(447)	(546)	(209)	(256)	(288)	(240)	(651)	(129)	(151)	(62)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, they are a natural blond	24%	32%	19%	23%	27%	21%	24%	26%	28%	26%	19%	25%	27%
No, they are not a natural blond	59%	55%	60%	61%	57%	64%	63%	56%	54%	55%	67%	58%	54%
Not sure	17%	13%	21%	16%	16%	15%	13%	18%	18%	19%	14%	17%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(351)	(375)	(267)	(377)	(339)	(350)	(283)	(259)	(170)	(198)	(390)	(235)

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6. Ever Dyed Hair

Have you ever dyed your hair?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, it is currently dyed	24%	11%	37%	26%	30%	23%	19%	24%	21%	33%	*
Yes, in the past	34%	23%	44%	35%	38%	30%	32%	34%	36%	33%	*
No	42%	67%	19%	39%	33%	47%	49%	43%	43%	34%	*
Totals	100%	101%	100%	100%	101%	100%	100%	101%	100%	100%	*
Unweighted N	(995)	(447)	(548)	(208)	(258)	(288)	(241)	(653)	(129)	(151)	(62)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, it is currently dyed	24%	26%	21%	27%	31%	24%	21%	27%	26%	21%	22%	26%	26%
Yes, in the past	34%	36%	34%	31%	35%	31%	36%	32%	30%	31%	32%	33%	38%
No	42%	39%	46%	42%	34%	46%	43%	41%	44%	48%	46%	41%	36%
Totals	100%	101%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(995)	(353)	(374)	(268)	(380)	(338)	(352)	(282)	(260)	(170)	(198)	(391)	(236)

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7. Hair Cut Frequency

How often do you typically pay someone for a haircut?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Every 1-3 weeks	5%	10%	1%	13%	6%	3%	1%	4%	9%	9%	*
Every 4-6 weeks	18%	24%	13%	15%	17%	16%	25%	20%	18%	14%	*
Every 2-3 months	25%	25%	24%	22%	24%	26%	25%	25%	11%	27%	*
Every 6-12 months	15%	10%	20%	16%	21%	12%	13%	17%	9%	18%	*
Once a year or less often	12%	6%	18%	15%	13%	9%	13%	12%	12%	13%	*
Never	6%	6%	6%	3%	4%	8%	9%	6%	13%	3%	*
I cut my own hair	15%	15%	16%	11%	9%	24%	13%	14%	25%	14%	*
Not sure	3%	4%	2%	4%	5%	1%	1%	3%	3%	3%	*
Totals	99%	100%	100%	99%	99%	99%	100%	101%	100%	101%	*
Unweighted N	(995)	(448)	(547)	(208)	(257)	(289)	(241)	(654)	(129)	(150)	(62)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Every 1-3 weeks	5%	7%	6%	3%	5%	4%	2%	5%	8%	8%	2%	6%	5%
Every 4-6 weeks	18%	20%	15%	21%	18%	24%	14%	26%	18%	20%	19%	19%	15%
Every 2-3 months	25%	27%	21%	27%	27%	25%	22%	27%	29%	25%	30%	24%	21%
Every 6-12 months	15%	13%	17%	16%	18%	15%	14%	15%	17%	13%	11%	17%	19%
Once a year or less often	12%	13%	12%	11%	11%	9%	14%	9%	11%	9%	15%	11%	14%
Never	6%	6%	7%	5%	6%	6%	10%	5%	3%	6%	5%	8%	6%
I cut my own hair	15%	12%	20%	12%	15%	15%	21%	13%	8%	12%	18%	14%	17%
Not sure	3%	1%	3%	4%	0%	2%	2%	0%	6%	6%	1%	2%	4%
Totals	99%	99%	101%	99%	100%	100%	99%	100%	100%	99%	101%	101%	101%
Unweighted N	(995)	(352)	(375)	(268)	(379)	(339)	(351)	(283)	(260)	(170)	(198)	(391)	(236)

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8. Small Talk at a Haircut

When you're paying for a service, such as having your hair cut, do you prefer to make small talk with the person providing the service or not?

Asked of people who get hair cuts

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I prefer small talk	65%	63%	67%	57%	60%	69%	75%	67%	*	63%	*
No, I do not prefer small talk	30%	33%	27%	38%	34%	28%	19%	29%	*	33%	*
Not sure	5%	4%	6%	5%	6%	4%	6%	4%	*	5%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	*	101%	*
Unweighted N	(648)	(322)	(326)	(143)	(180)	(167)	(158)	(436)	(65)	(108)	(39)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I prefer small talk	65%	71%	52%	74%	68%	74%	66%	68%	68%	69%	63%	64%	66%
No, I do not prefer small talk	30%	26%	40%	22%	28%	23%	27%	30%	29%	30%	31%	31%	27%
Not sure	5%	3%	8%	3%	4%	3%	8%	2%	3%	1%	6%	5%	7%
Totals	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(648)	(243)	(225)	(180)	(260)	(234)	(186)	(209)	(195)	(114)	(122)	(264)	(148)

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9. Men Dying Facial Hair

If men dye their hair, should they also dye their beard the same color?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	43%	45%	44%	39%	46%	46%	43%	39%	51%	*
No	21%	27%	16%	31%	30%	14%	14%	20%	27%	28%	*
Not sure	35%	30%	39%	25%	30%	40%	41%	38%	34%	21%	*
Totals	100%	100%	100%	100%	99%	100%	101%	101%	100%	100%	*
Unweighted N	(994)	(447)	(547)	(209)	(256)	(288)	(241)	(653)	(129)	(151)	(61)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	46%	41%	46%	45%	50%	45%	46%	44%	39%	40%	46%	49%
No	21%	21%	23%	20%	17%	16%	19%	22%	24%	27%	20%	23%	16%
Not sure	35%	34%	36%	34%	38%	34%	36%	31%	32%	34%	40%	31%	35%
Totals	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(994)	(351)	(376)	(267)	(380)	(338)	(353)	(281)	(259)	(170)	(199)	(390)	(235)

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10. What to Call This Hair Accessory

What would you call this? If you have multiple names for it, please select the one you use most often.

Respondents were shown an image of an elastic hair band.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Bobble	2%	3%	2%	4%	4%	1%	1%	2%	4%	2%	*
Hair band	21%	23%	18%	27%	21%	18%	19%	21%	21%	26%	*
Hair elastic	6%	6%	7%	5%	11%	4%	7%	5%	12%	6%	*
Hair tie	38%	36%	41%	46%	45%	35%	29%	39%	25%	43%	*
Ponytail holder	18%	12%	25%	6%	11%	27%	24%	19%	24%	13%	*
Other	3%	3%	3%	6%	1%	2%	2%	3%	3%	2%	*
Not sure	3%	3%	2%	3%	1%	3%	5%	2%	5%	3%	*
I have no name for this	8%	14%	3%	4%	7%	10%	12%	9%	6%	6%	*
Totals	99%	100%	101%	101%	101%	100%	99%	100%	100%	101%	*
Unweighted N	(999)	(449)	(550)	(211)	(258)	(289)	(241)	(656)	(129)	(152)	(62)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Bobble	2%	2%	2%	2%	3%	1%	1%	2%	3%	4%	1%	2%	2%
Hair band	21%	24%	17%	21%	20%	20%	22%	21%	20%	21%	19%	23%	18%
Hair elastic	6%	8%	5%	6%	8%	7%	5%	7%	7%	8%	5%	5%	9%
Hair tie	38%	40%	43%	31%	42%	31%	39%	35%	40%	35%	43%	34%	44%
Ponytail holder	18%	18%	16%	21%	19%	22%	18%	19%	17%	17%	18%	24%	12%
Other	3%	1%	4%	2%	1%	3%	3%	4%	1%	2%	2%	3%	3%
Not sure	3%	2%	4%	3%	3%	3%	2%	3%	2%	3%	2%	3%	5%
I have no name for this	8%	5%	8%	13%	3%	12%	8%	9%	9%	10%	11%	7%	8%
Totals	99%	100%	99%	99%	99%	99%	98%	100%	99%	100%	101%	101%	101%
Unweighted N	(999)	(354)	(377)	(268)	(380)	(340)	(353)	(284)	(260)	(171)	(199)	(392)	(237)

YouGov Survey: Hair Debates

May 23 - 30, 2023 - 1000 U.S. adult citizens



Interviewing Dates	May 23 - 30, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.097 to 6.268, with a mean of 1 and a standard deviation of 0.61.
Number of respondents	1000
Margin of error	± 3.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	54 questions not reported.