

YouGov Survey: Basketball Players



Sample 1123 U.S. Adult Citizens
 Conducted April 9 - 14, 2024
 Margin of Error ±3.9%

1. Do you have a favorable or an unfavorable opinion of the following people?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Caitlin Clark	21%	17%	5%	3%	54%
Zach Edey	6%	11%	3%	3%	77%
A'ja Wilson	5%	11%	3%	1%	80%
Nikola Jokić	10%	12%	3%	1%	73%

2. If you were playing a game of H-O-R-S-E against the following basketball player, how many letters do you think they would have at the end of the game? (The more letters they have, the better your result.)

Asked of people who have an opinion of both Caitlin Clark and Zach Edey

	0	1	2	3	4	5	Not sure
Caitlin Clark	22%	9%	15%	17%	8%	22%	8%
Zach Edey	17%	11%	9%	20%	15%	18%	10%

3. On March 3, Caitlin Clark set a new NCAA Division I college basketball record for most career points scored by a man or a woman, breaking the record set by Pete Maravich 54 years ago. How long do you think it will be before another player passes Clark on the all-time scoring list?

0-5 years	17%
6-10 years	16%
11-15 years	7%
16-20 years	7%
21-25 years	4%
26-30 years	3%
More than 30 years	7%
Never	2%
Not sure	38%

4. If you personally broke a record, would you want to see someone else pass you in your lifetime?

Yes	39%
No	32%
Not sure	29%

5. How interested, or not, are you in men’s college basketball (for example - watch on TV, listen to on radio, attend in-person, follow on internet or social media)?

Very interested	14%
Somewhat interested	15%
A little bit interested	18%
Not at all interested	53%

6. How interested, or not, are you in women’s college basketball (for example - watch on TV, listen to on radio, attend in-person, follow on internet or social media)?

Very interested	8%
Somewhat interested	14%
A little bit interested	23%
Not at all interested	54%

Interviewing Dates	April 9 - 14, 2024
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 November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.06 to 6.559, with a mean of one and a standard deviation of 0.876.
Number of respondents	1123
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	98 questions not reported.

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1A. Favorability of Public Figures — Caitlin Clark

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	21%	25%	17%	19%	17%	20%	27%	22%	17%	19%	14%
Somewhat favorable	17%	21%	13%	17%	15%	19%	16%	18%	19%	12%	14%
Somewhat unfavorable	5%	8%	3%	6%	10%	3%	3%	5%	11%	1%	1%
Very unfavorable	3%	5%	2%	4%	4%	2%	3%	2%	4%	12%	1%
Don't know	54%	42%	65%	55%	54%	56%	51%	53%	49%	56%	70%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,122)	(490)	(632)	(148)	(242)	(408)	(324)	(698)	(149)	(158)	(117)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	21%	28%	13%	20%	27%	21%	16%	20%	31%	20%	26%	16%	24%
Somewhat favorable	17%	18%	16%	16%	20%	18%	12%	19%	23%	11%	23%	17%	15%
Somewhat unfavorable	5%	7%	3%	6%	6%	6%	4%	7%	8%	4%	5%	5%	7%
Very unfavorable	3%	1%	5%	3%	3%	3%	5%	1%	3%	5%	3%	3%	3%
Don't know	54%	46%	62%	55%	44%	52%	64%	52%	34%	59%	44%	59%	51%
Totals	100%	100%	99%	100%	100%	100%	101%	99%	99%	99%	101%	100%	100%
Unweighted N	(1,122)	(384)	(420)	(318)	(404)	(373)	(511)	(323)	(188)	(197)	(234)	(439)	(252)

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1B. Favorability of Public Figures — Zach Edey

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	6%	10%	3%	9%	7%	4%	6%	6%	13%	5%	5%
Somewhat favorable	11%	15%	7%	13%	14%	10%	6%	12%	8%	9%	10%
Somewhat unfavorable	3%	4%	2%	5%	5%	2%	2%	3%	5%	4%	2%
Very unfavorable	3%	5%	1%	4%	7%	1%	1%	2%	3%	7%	2%
Don't know	77%	67%	86%	69%	67%	82%	85%	77%	71%	76%	81%
Totals	100%	101%	99%	100%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,120)	(490)	(630)	(148)	(242)	(406)	(324)	(697)	(149)	(157)	(117)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	6%	11%	4%	5%	7%	6%	5%	7%	9%	4%	7%	6%	9%
Somewhat favorable	11%	13%	8%	12%	12%	11%	7%	11%	18%	11%	10%	11%	11%
Somewhat unfavorable	3%	4%	2%	3%	4%	2%	4%	2%	4%	4%	5%	3%	2%
Very unfavorable	3%	2%	3%	4%	3%	3%	2%	3%	6%	4%	3%	2%	5%
Don't know	77%	71%	83%	77%	74%	79%	82%	78%	64%	78%	75%	79%	73%
Totals	100%	101%	100%	101%	100%	101%	100%	101%	101%	101%	100%	101%	100%
Unweighted N	(1,120)	(384)	(418)	(318)	(403)	(372)	(510)	(323)	(187)	(196)	(233)	(439)	(252)

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1C. Favorability of Public Figures — A’ja Wilson

Do you have a favorable or an unfavorable opinion of the following people?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	5%	7%	3%	7%	9%	4%	1%	5%	8%	2%	5%
Somewhat favorable	11%	16%	6%	15%	17%	7%	6%	9%	15%	15%	9%
Somewhat unfavorable	3%	3%	3%	4%	4%	2%	1%	3%	3%	5%	0%
Very unfavorable	1%	2%	1%	0%	3%	1%	1%	1%	2%	1%	1%
Don't know	80%	72%	87%	74%	66%	86%	91%	81%	72%	76%	84%
Totals	100%	100%	100%	100%	99%	100%	100%	99%	100%	99%	99%
Unweighted N	(1,121)	(489)	(632)	(148)	(240)	(408)	(325)	(698)	(148)	(158)	(117)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	5%	9%	4%	3%	8%	2%	2%	5%	13%	4%	6%	4%	9%
Somewhat favorable	11%	14%	9%	9%	15%	7%	9%	9%	17%	11%	8%	12%	12%
Somewhat unfavorable	3%	3%	3%	3%	2%	2%	2%	3%	3%	3%	5%	2%	3%
Very unfavorable	1%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	1%	3%
Don't know	80%	73%	83%	83%	73%	86%	84%	81%	66%	81%	80%	82%	74%
Totals	100%	100%	100%	100%	99%	99%	99%	99%	101%	100%	101%	101%	101%
Unweighted N	(1,121)	(383)	(420)	(318)	(403)	(373)	(509)	(324)	(188)	(198)	(234)	(437)	(252)

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1D. Favorability of Public Figures — Nikola Jokić

Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	10%	15%	4%	15%	11%	9%	4%	8%	18%	10%	8%
Somewhat favorable	12%	19%	7%	15%	16%	9%	11%	12%	19%	11%	10%
Somewhat unfavorable	3%	5%	2%	5%	6%	2%	1%	3%	1%	6%	4%
Very unfavorable	1%	2%	1%	0%	2%	2%	1%	1%	2%	3%	1%
Don't know	73%	59%	87%	64%	65%	79%	83%	76%	61%	69%	76%
Totals	99%	100%	101%	99%	100%	101%	100%	100%	101%	99%	99%
Unweighted N	(1,119)	(490)	(629)	(148)	(241)	(408)	(322)	(696)	(149)	(157)	(117)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	10%	17%	6%	6%	13%	6%	8%	10%	15%	6%	13%	7%	14%
Somewhat favorable	12%	13%	11%	14%	15%	11%	11%	13%	16%	13%	10%	14%	12%
Somewhat unfavorable	3%	4%	4%	3%	3%	2%	3%	3%	6%	8%	1%	2%	4%
Very unfavorable	1%	1%	2%	1%	1%	1%	1%	1%	3%	0%	3%	0%	3%
Don't know	73%	65%	78%	77%	67%	80%	77%	73%	61%	73%	73%	77%	67%
Totals	99%	100%	101%	101%	99%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,119)	(383)	(419)	(317)	(404)	(370)	(509)	(323)	(188)	(196)	(234)	(438)	(251)

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2A. H-O-R-S-E Hypotheticals — Caitlin Clark

If you were playing a game of H-O-R-S-E against the following basketball player, how many letters do you think they would have at the end of the game?
(The more letters they have, the better your result.)

Asked of people who have an opinion of both Caitlin Clark and Zach Edey

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
0	22%	24%	16%	*	*	*	*	28%	*	*	*
1	9%	10%	7%	*	*	*	*	7%	*	*	*
2	15%	17%	10%	*	*	*	*	13%	*	*	*
3	17%	17%	16%	*	*	*	*	11%	*	*	*
4	8%	6%	13%	*	*	*	*	7%	*	*	*
5	22%	18%	31%	*	*	*	*	22%	*	*	*
Not sure	8%	8%	7%	*	*	*	*	11%	*	*	*
Totals	101%	100%	100%	*	*	*	*	99%	*	*	*
Unweighted N	(212)	(134)	(78)	(37)	(73)	(57)	(45)	(129)	(28)	(31)	(24)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
0	22%	17%	*	*	24%	*	15%	*	*	*	*	23%	*
1	9%	7%	*	*	7%	*	9%	*	*	*	*	7%	*
2	15%	20%	*	*	17%	*	10%	*	*	*	*	7%	*
3	17%	21%	*	*	17%	*	25%	*	*	*	*	15%	*
4	8%	10%	*	*	7%	*	14%	*	*	*	*	9%	*
5	22%	21%	*	*	23%	*	18%	*	*	*	*	25%	*
Not sure	8%	3%	*	*	4%	*	8%	*	*	*	*	14%	*
Totals	101%	99%	*	*	99%	*	99%	*	*	*	*	100%	*
Unweighted N	(212)	(83)	(66)	(63)	(79)	(65)	(76)	(62)	(56)	(31)	(53)	(75)	(53)

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2B. H-O-R-S-E Hypotheticals — Zach Edey

If you were playing a game of H-O-R-S-E against the following basketball player, how many letters do you think they would have at the end of the game?
(The more letters they have, the better your result.)

Asked of people who have an opinion of both Caitlin Clark and Zach Edey

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
0	17%	18%	12%	*	*	*	*	21%	*	*	*
1	11%	14%	5%	*	*	*	*	13%	*	*	*
2	9%	10%	8%	*	*	*	*	5%	*	*	*
3	20%	18%	25%	*	*	*	*	19%	*	*	*
4	15%	17%	12%	*	*	*	*	14%	*	*	*
5	18%	12%	30%	*	*	*	*	17%	*	*	*
Not sure	10%	11%	7%	*	*	*	*	10%	*	*	*
Totals	100%	100%	99%	*	*	*	*	99%	*	*	*
Unweighted N	(212)	(135)	(77)	(37)	(73)	(58)	(44)	(130)	(27)	(31)	(24)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
0	17%	12%	*	*	16%	*	11%	*	*	*	*	*	*
1	11%	13%	*	*	14%	*	7%	*	*	*	*	*	*
2	9%	6%	*	*	10%	*	15%	*	*	*	*	*	*
3	20%	30%	*	*	19%	*	30%	*	*	*	*	*	*
4	15%	20%	*	*	11%	*	13%	*	*	*	*	*	*
5	18%	16%	*	*	21%	*	16%	*	*	*	*	*	*
Not sure	10%	3%	*	*	10%	*	7%	*	*	*	*	*	*
Totals	100%	100%	*	*	101%	*	99%	*	*	*	*	*	*
Unweighted N	(212)	(82)	(66)	(64)	(78)	(66)	(75)	(62)	(57)	(32)	(53)	(74)	(53)

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3. Longevity of Caitlin Clark Scoring Record

On March 3, Caitlin Clark set a new NCAA Division I college basketball record for most career points scored by a man or a woman, breaking the record set by Pete Maravich 54 years ago. How long do you think it will be before another player passes Clark on the all-time scoring list?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
0-5 years	17%	11%	24%	13%	16%	18%	23%	17%	21%	19%	10%
6-10 years	16%	21%	11%	15%	19%	14%	15%	15%	21%	17%	16%
11-15 years	7%	8%	5%	9%	4%	5%	9%	8%	4%	4%	6%
16-20 years	7%	9%	5%	8%	6%	7%	6%	7%	6%	6%	6%
21-25 years	4%	5%	3%	5%	4%	5%	3%	4%	3%	5%	3%
26-30 years	3%	2%	3%	5%	3%	3%	0%	2%	3%	4%	3%
More than 30 years	7%	9%	4%	7%	9%	6%	4%	8%	3%	4%	6%
Never	2%	2%	3%	3%	1%	4%	2%	2%	6%	0%	1%
Not sure	38%	33%	42%	35%	39%	38%	37%	36%	33%	42%	49%
Totals	101%	100%	100%	100%	101%	100%	99%	99%	100%	101%	100%
Unweighted N	(1,123)	(490)	(633)	(148)	(242)	(408)	(325)	(699)	(149)	(158)	(117)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
0-5 years	17%	16%	13%	23%	21%	19%	17%	19%	21%	22%	21%	16%	13%
6-10 years	16%	13%	17%	18%	15%	18%	15%	16%	22%	15%	15%	15%	18%
11-15 years	7%	9%	5%	7%	9%	6%	6%	9%	5%	8%	5%	7%	7%
16-20 years	7%	9%	5%	7%	8%	7%	6%	8%	6%	8%	6%	5%	10%
21-25 years	4%	4%	5%	2%	5%	3%	3%	4%	5%	1%	5%	3%	6%
26-30 years	3%	3%	3%	3%	3%	1%	2%	1%	6%	2%	2%	3%	3%
More than 30 years	7%	8%	6%	6%	4%	7%	5%	5%	8%	5%	9%	6%	6%
Never	2%	2%	2%	3%	2%	4%	4%	1%	2%	4%	1%	4%	1%
Not sure	38%	37%	45%	30%	34%	35%	41%	35%	25%	35%	36%	40%	36%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	101%	101%	101%	99%	101%	100%	99%	98%	100%	100%	100%	99%	100%
Unweighted N	(1,123)	(384)	(420)	(319)	(404)	(374)	(511)	(324)	(188)	(198)	(234)	(439)	(252)

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4. Would Want To See Record Broken

If you personally broke a record, would you want to see someone else pass you in your lifetime?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	42%	37%	40%	39%	35%	46%	36%	47%	48%	39%
No	32%	34%	30%	30%	30%	41%	24%	34%	31%	24%	31%
Not sure	29%	25%	32%	30%	31%	24%	31%	30%	23%	28%	30%
Totals	100%	101%	99%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,121)	(489)	(632)	(148)	(242)	(407)	(324)	(698)	(149)	(158)	(116)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	39%	41%	39%	38%	44%	37%	41%	38%	46%	43%	37%	34%	48%
No	32%	36%	24%	37%	28%	40%	29%	36%	31%	33%	39%	32%	25%
Not sure	29%	24%	37%	25%	28%	23%	30%	25%	23%	24%	24%	34%	27%
Totals	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,121)	(384)	(419)	(318)	(404)	(373)	(511)	(324)	(187)	(198)	(234)	(439)	(250)

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5. Interest in Men's College Basketball

How interested, or not, are you in men's college basketball (for example - watch on TV, listen to on radio, attend in-person, follow on internet or social media)?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	14%	19%	9%	24%	11%	12%	9%	12%	23%	17%	7%
Somewhat interested	15%	18%	12%	17%	23%	10%	11%	13%	23%	20%	11%
A little bit interested	18%	20%	16%	24%	15%	16%	19%	18%	21%	14%	17%
Not at all interested	53%	43%	63%	36%	51%	61%	61%	57%	34%	49%	65%
Totals	100%	100%	100%	101%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,122)	(490)	(632)	(148)	(242)	(407)	(325)	(698)	(149)	(158)	(117)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	14%	15%	12%	14%	13%	14%	12%	13%	17%	16%	15%	13%	11%
Somewhat interested	15%	18%	11%	16%	18%	14%	14%	15%	21%	13%	16%	13%	20%
A little bit interested	18%	18%	19%	16%	20%	15%	16%	18%	23%	13%	19%	21%	16%
Not at all interested	53%	48%	58%	53%	50%	58%	58%	54%	38%	58%	50%	53%	53%
Totals	100%	99%	100%	99%	101%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,122)	(384)	(419)	(319)	(404)	(374)	(511)	(323)	(188)	(197)	(234)	(439)	(252)

YouGov Survey: Basketball Players

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6. Interest in Women's College Basketball

How interested, or not, are you in women's college basketball (for example - watch on TV, listen to on radio, attend in-person, follow on internet or social media)?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very interested	8%	10%	7%	14%	9%	6%	6%	7%	17%	11%	5%
Somewhat interested	14%	17%	12%	18%	19%	9%	14%	14%	15%	19%	9%
A little bit interested	23%	26%	20%	26%	21%	21%	24%	23%	29%	18%	16%
Not at all interested	54%	46%	62%	42%	51%	64%	55%	56%	39%	52%	71%
Totals	99%	99%	101%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,121)	(489)	(632)	(148)	(242)	(408)	(323)	(697)	(149)	(158)	(117)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very interested	8%	13%	6%	6%	11%	7%	6%	7%	14%	10%	14%	6%	7%
Somewhat interested	14%	18%	11%	14%	17%	12%	15%	14%	16%	17%	10%	13%	19%
A little bit interested	23%	23%	25%	21%	25%	19%	21%	22%	29%	20%	23%	26%	19%
Not at all interested	54%	46%	58%	59%	47%	62%	59%	57%	41%	53%	53%	55%	55%
Totals	99%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,121)	(384)	(419)	(318)	(404)	(373)	(510)	(323)	(188)	(196)	(234)	(439)	(252)

YouGov Survey: Basketball Players

April 9 - 14, 2024 - 1123 U.S. adult citizens



Interviewing Dates	April 9 - 14, 2024
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 November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.06 to 6.559, with a mean of one and a standard deviation of 0.876.
Number of respondents	1123
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	98 questions not reported.