

YouGov Survey: Basketball



Sample 1000 U.S. Adult Citizens
 Conducted March 4 - 8, 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	12%	19%	6%	3%	61%
Zach Edey	4%	13%	5%	3%	75%
A'ja Wilson	5%	12%	4%	3%	75%
Nikola Jokić	10%	18%	3%	2%	67%

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.)

Among people who have an opinion on Caitlin Clark and Zach Edey

	0	1	2	3	4	5	Not sure
Caitlin Clark	8%	7%	21%	22%	13%	21%	8%
Zach Edey	5%	7%	19%	24%	18%	17%	9%

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Interviewing Dates	March 4 - 8, 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 0.051 to 6.508, with a mean of one and a standard deviation of 0.779.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	70 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	12%	15%	9%	10%	10%	12%	16%	14%	8%	9%	*
Somewhat favorable	19%	25%	13%	34%	22%	13%	9%	15%	34%	20%	*
Somewhat unfavorable	6%	7%	4%	9%	6%	5%	2%	5%	3%	11%	*
Very unfavorable	3%	4%	2%	4%	1%	3%	4%	3%	4%	1%	*
Don't know	61%	50%	71%	42%	61%	67%	69%	62%	50%	58%	*
Totals	101%	101%	99%	99%	100%	100%	100%	99%	99%	99%	*
Unweighted N	(998)	(418)	(580)	(136)	(212)	(347)	(303)	(635)	(115)	(169)	(79)

	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	12%	14%	9%	14%	14%	17%	9%	15%	19%	14%	16%	9%	12%
Somewhat favorable	19%	27%	13%	16%	23%	14%	19%	15%	24%	21%	17%	19%	19%
Somewhat unfavorable	6%	8%	3%	6%	4%	6%	3%	9%	10%	10%	2%	7%	4%
Very unfavorable	3%	2%	3%	4%	1%	3%	4%	2%	2%	2%	4%	4%	2%
Don't know	61%	50%	72%	60%	58%	60%	65%	60%	45%	53%	61%	62%	64%
Totals	101%	101%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	101%
Unweighted N	(998)	(346)	(379)	(273)	(361)	(336)	(438)	(258)	(186)	(164)	(215)	(387)	(232)

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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	4%	6%	2%	6%	6%	2%	3%	4%	4%	8%	*
Somewhat favorable	13%	19%	7%	27%	16%	7%	3%	11%	19%	20%	*
Somewhat unfavorable	5%	5%	4%	14%	3%	2%	1%	5%	3%	2%	*
Very unfavorable	3%	4%	2%	6%	3%	3%	1%	2%	9%	2%	*
Don't know	75%	66%	84%	46%	72%	86%	91%	79%	66%	67%	*
Totals	100%	100%	99%	99%	100%	100%	99%	101%	101%	99%	*
Unweighted N	(999)	(418)	(581)	(136)	(212)	(347)	(304)	(636)	(115)	(169)	(79)

	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	4%	5%	2%	5%	4%	6%	4%	3%	9%	5%	4%	3%	5%
Somewhat favorable	13%	17%	9%	12%	13%	11%	9%	14%	19%	17%	6%	14%	14%
Somewhat unfavorable	5%	7%	3%	4%	5%	2%	5%	5%	5%	7%	4%	5%	2%
Very unfavorable	3%	3%	4%	4%	2%	3%	4%	3%	5%	3%	4%	4%	2%
Don't know	75%	68%	83%	75%	76%	78%	78%	76%	63%	67%	83%	74%	76%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	101%	99%	101%	100%	99%
Unweighted N	(999)	(347)	(379)	(273)	(362)	(336)	(439)	(258)	(186)	(164)	(215)	(387)	(233)

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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%	5%	5%	7%	8%	4%	2%	4%	14%	5%	*
Somewhat favorable	12%	19%	6%	26%	17%	7%	2%	10%	19%	18%	*
Somewhat unfavorable	4%	6%	2%	8%	5%	2%	2%	3%	6%	7%	*
Very unfavorable	3%	2%	5%	9%	1%	3%	1%	3%	5%	3%	*
Don't know	75%	67%	83%	50%	68%	84%	93%	79%	56%	67%	*
Totals	99%	99%	101%	100%	99%	100%	100%	99%	100%	100%	*
Unweighted N	(999)	(418)	(581)	(136)	(212)	(347)	(304)	(636)	(115)	(169)	(79)

	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%	8%	3%	5%	8%	4%	4%	5%	10%	7%	2%	7%	5%
Somewhat favorable	12%	19%	8%	10%	15%	8%	10%	13%	16%	16%	6%	12%	16%
Somewhat unfavorable	4%	5%	2%	5%	3%	5%	3%	4%	6%	6%	3%	4%	2%
Very unfavorable	3%	5%	3%	2%	1%	3%	4%	4%	3%	6%	2%	4%	2%
Don't know	75%	63%	85%	78%	74%	80%	79%	74%	65%	65%	87%	73%	75%
Totals	99%	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(347)	(379)	(273)	(362)	(336)	(439)	(258)	(186)	(164)	(215)	(387)	(233)

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1D. Favorability of Public Figures — Nikola Jokić

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	10%	16%	4%	5%	20%	7%	7%	9%	15%	7%	*
Somewhat favorable	18%	24%	11%	38%	18%	11%	7%	14%	24%	29%	*
Somewhat unfavorable	3%	2%	3%	7%	1%	2%	1%	2%	7%	3%	*
Very unfavorable	2%	2%	3%	2%	3%	3%	2%	2%	3%	3%	*
Don't know	67%	55%	79%	48%	58%	77%	83%	73%	51%	58%	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(998)	(418)	(580)	(136)	(212)	(348)	(302)	(635)	(115)	(169)	(79)

	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	10%	11%	8%	11%	14%	9%	9%	9%	14%	9%	10%	8%	13%
Somewhat favorable	18%	23%	15%	15%	18%	15%	17%	19%	23%	27%	14%	17%	14%
Somewhat unfavorable	3%	5%	2%	1%	3%	2%	2%	3%	3%	5%	2%	2%	2%
Very unfavorable	2%	2%	2%	4%	1%	4%	2%	3%	4%	2%	3%	3%	1%
Don't know	67%	60%	73%	69%	64%	70%	69%	68%	56%	57%	71%	69%	69%
Totals	100%	101%	100%	100%	100%	100%	99%	102%	100%	100%	100%	99%	99%
Unweighted N	(998)	(346)	(378)	(274)	(361)	(336)	(438)	(258)	(186)	(164)	(215)	(388)	(231)

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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.)

Among people who have an opinion on 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	8%	7%	*	*	*	*	*	10%	*	*	*
1	7%	6%	*	*	*	*	*	4%	*	*	*
2	21%	24%	*	*	*	*	*	21%	*	*	*
3	22%	18%	*	*	*	*	*	22%	*	*	*
4	13%	15%	*	*	*	*	*	13%	*	*	*
5	21%	22%	*	*	*	*	*	26%	*	*	*
Not sure	8%	8%	*	*	*	*	*	4%	*	*	*
Totals	100%	100%	*	*	*	*	*	100%	*	*	*
Unweighted N	(186)	(112)	(74)	(61)	(57)	(46)	(22)	(104)	(30)	(43)	(9)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
0	8%	*	*	*	*	*	*	*	*	*	*	*	*
1	7%	*	*	*	*	*	*	*	*	*	*	*	*
2	21%	*	*	*	*	*	*	*	*	*	*	*	*
3	22%	*	*	*	*	*	*	*	*	*	*	*	*
4	13%	*	*	*	*	*	*	*	*	*	*	*	*
5	21%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	8%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(186)	(76)	(56)	(54)	(55)	(58)	(71)	(48)	(52)	(42)	(31)	(73)	(40)

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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.)

Among people who have an opinion on 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	5%	5%	*	*	*	*	*	6%	*	*	*
1	7%	4%	*	*	*	*	*	7%	*	*	*
2	19%	17%	*	*	*	*	*	20%	*	*	*
3	24%	31%	*	*	*	*	*	19%	*	*	*
4	18%	21%	*	*	*	*	*	22%	*	*	*
5	17%	16%	*	*	*	*	*	21%	*	*	*
Not sure	9%	7%	*	*	*	*	*	5%	*	*	*
Totals	99%	101%	*	*	*	*	*	100%	*	*	*
Unweighted N	(187)	(112)	(75)	(61)	(57)	(47)	(22)	(104)	(30)	(44)	(9)

	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%	*	*	*	*	*	*	*	*	*	*	*	*
1	7%	*	*	*	*	*	*	*	*	*	*	*	*
2	19%	*	*	*	*	*	*	*	*	*	*	*	*
3	24%	*	*	*	*	*	*	*	*	*	*	*	*
4	18%	*	*	*	*	*	*	*	*	*	*	*	*
5	17%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	9%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	99%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(187)	(77)	(56)	(54)	(56)	(58)	(72)	(48)	(52)	(42)	(31)	(74)	(40)

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March 4 - 8, 2024 - 1000 U.S. adult citizens



Interviewing Dates	March 4 - 8, 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 0.051 to 6.508, with a mean of one and a standard deviation of 0.779.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	70 questions not reported.