

YouGov Survey: Women's Basketball



Sample 1117 U.S. Adult Citizens
Conducted March 5 - 11, 2024
Margin of Error ±4%

1. On March 3, Caitlin Clark set a new NCAA Division I record for most career points scored in men's or women's college basketball, 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?

5 years or less	13%
6-10 years	13%
11-15 years	6%
16-20 years	7%
21-25 years	4%
26-30 years	2%
More than 30 years	5%
Never	5%
Not sure	45%

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

Yes	36%
No	35%
Not sure	29%

3. 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	5%
Somewhat interested	12%
A little bit interested	18%
Not at all interested	65%

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Interviewing Dates	March 5 - 11, 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 0.061 to 6.604, with a mean of one and a standard deviation of 0.95.
Number of respondents	1117
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.

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1. Longevity of Caitlin Clark Scoring Record

On March 3, Caitlin Clark set a new NCAA Division I record for most career points scored in men's or women's college basketball, 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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
5 years or less	13%	14%	12%	15%	14%	11%	13%	14%	19%	7%	*
6-10 years	13%	14%	12%	11%	16%	12%	12%	12%	19%	14%	*
11-15 years	6%	7%	5%	3%	6%	8%	6%	7%	4%	3%	*
16-20 years	7%	8%	6%	8%	8%	6%	7%	7%	7%	5%	*
21-25 years	4%	4%	3%	5%	3%	3%	3%	4%	2%	5%	*
26-30 years	2%	2%	1%	1%	2%	2%	2%	2%	0%	1%	*
More than 30 years	5%	7%	3%	5%	6%	5%	5%	6%	3%	7%	*
Never	5%	4%	6%	6%	5%	5%	6%	4%	10%	7%	*
Not sure	45%	39%	51%	45%	40%	48%	46%	46%	36%	50%	*
Totals	100%	99%	99%	99%	100%	100%	100%	102%	100%	99%	*
Unweighted N	(1,115)	(470)	(645)	(120)	(207)	(465)	(323)	(763)	(119)	(146)	(87)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
5 years or less	13%	15%	9%	17%	15%	17%	14%	11%	18%	14%	10%	17%	9%
6-10 years	13%	16%	10%	13%	18%	8%	10%	21%	9%	14%	14%	11%	13%
11-15 years	6%	7%	6%	5%	7%	4%	4%	9%	5%	8%	5%	5%	7%
16-20 years	7%	8%	7%	6%	6%	6%	6%	7%	7%	8%	6%	8%	7%
21-25 years	4%	3%	3%	4%	3%	6%	2%	4%	7%	2%	3%	2%	8%
26-30 years	2%	2%	1%	3%	2%	3%	3%	2%	2%	3%	1%	2%	2%
More than 30 years	5%	4%	3%	9%	5%	8%	6%	4%	8%	4%	3%	6%	8%
Never	5%	5%	8%	3%	3%	4%	6%	3%	2%	4%	3%	6%	7%
Not sure	45%	40%	52%	41%	41%	44%	49%	39%	41%	43%	56%	44%	38%

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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	100%	100%	99%	101%	100%	100%	100%	100%	99%	100%	101%	101%	99%
Unweighted N	(1,115)	(408)	(388)	(319)	(430)	(388)	(441)	(331)	(220)	(199)	(237)	(427)	(252)

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2. Would Want To See Record Broken

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	36%	39%	34%	36%	29%	39%	41%	35%	44%	35%	*
No	35%	33%	36%	35%	41%	33%	30%	35%	33%	37%	*
Not sure	29%	27%	30%	29%	30%	28%	29%	31%	24%	27%	*
Totals	100%	99%	100%	100%	100%	100%	100%	101%	101%	99%	*
Unweighted N	(1,116)	(471)	(645)	(121)	(208)	(464)	(323)	(763)	(120)	(147)	(86)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	36%	44%	35%	30%	43%	28%	33%	42%	35%	39%	36%	36%	36%
No	35%	29%	34%	42%	30%	40%	35%	37%	35%	33%	33%	35%	36%
Not sure	29%	27%	31%	28%	28%	32%	32%	21%	30%	28%	31%	29%	28%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,116)	(408)	(388)	(320)	(430)	(388)	(443)	(330)	(220)	(199)	(237)	(427)	(253)

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3. 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	5%	6%	4%	6%	11%	3%	1%	3%	18%	2%	*
Somewhat interested	12%	14%	10%	26%	11%	7%	9%	11%	18%	8%	*
A little bit interested	18%	22%	14%	15%	21%	16%	19%	16%	24%	23%	*
Not at all interested	65%	58%	71%	53%	57%	74%	71%	69%	40%	67%	*
Totals	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,114)	(469)	(645)	(120)	(206)	(465)	(323)	(762)	(120)	(145)	(87)

	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	5%	6%	4%	5%	9%	3%	5%	9%	4%	8%	4%	5%	4%
Somewhat interested	12%	19%	9%	9%	12%	10%	11%	9%	15%	6%	12%	10%	20%
A little bit interested	18%	21%	16%	17%	24%	17%	17%	20%	23%	17%	16%	20%	17%
Not at all interested	65%	55%	70%	69%	55%	71%	67%	62%	59%	69%	68%	64%	59%
Totals	100%	101%	99%	100%	100%	101%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,114)	(407)	(387)	(320)	(430)	(387)	(443)	(330)	(220)	(198)	(236)	(428)	(252)

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