YouGov
March 19 - 21, 2014

YouGov

1.
How closely will you follow the NCAA men's basketball tournament beginning this week?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very closely	8%	12%	4%	10%	9%	8%	6%	9%	6%	10%
Somewhat closely	16%	20%	12%	15%	18%	16%	13%	20%	11%	18%
Not very closely	16%	15%	17%	21%	14%	16%	14%	20%	14%	17%
Not closely at all	60%	53%	66%	54%	59%	60%	67%	51%	69%	56%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(471)	(526)	(160)	(275)	(391)	(171)	(350)	(426)	(221)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very closely	8%	7%	13%	11%	7%	7%	12%	15%	7%	11%	8%	6%
Somewhat closely	16%	13%	30%	17%	16%	19%	13%	16%	21%	14%	15%	14%
Not very closely	16%	15%	16%	23%	18%	15%	22%	17%	12%	16%	20%	14%
Not closely at all	60%	64%	42%	49%	60%	60%	54%	53%	60%	58%	56%	66%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(773)	(112)	(112)	(365)	(298)	(66)	(121)	(171)	(225)	(361)	(240)

2.
Will you enter a bracket pool on this year's NCAA men's basketball tournament with friends or co-workers?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	12%	17%	8%	16%	14%	13%	5%	11%	12%	16%
No	77%	74%	80%	64%	75%	80%	90%	76%	78%	75%
Not sure	11%	9%	12%	20%	11%	8%	6%	13%	10%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(470)	(527)	(162)	(275)	(390)	(170)	(350)	(426)	(221)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	12%	12%	13%	13%	10%	12%	16%	21%	13%	15%	10%	12%
No	77%	79%	68%	74%	78%	77%	78%	72%	75%	75%	78%	78%
Not sure	11%	9%	19%	13%	12%	11%	6%	7%	12%	10%	11%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(773)	(111)	(113)	(368)	(296)	(66)	(121)	(172)	(224)	(361)	(240)

3.
Which of the following number one seeded teams do you think is most likely to win the NCAA men's basketball tournament?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Florida	17%	22%	13%	16%	17%	19%	16%	23%	12%	19%
Virginia	4%	3%	4%	6%	3%	5%	1%	6%	2%	4%
Wichita State	5%	7%	3%	6%	6%	3%	4%	7%	3%	4%
Arizona	6%	6%	5%	7%	5%	6%	6%	6%	4%	10%
Some other team	10%	11%	9%	6%	8%	14%	8%	9%	11%	8%
Not sure	59%	51%	67%	60%	61%	54%	65%	50%	68%	55%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(470)	(525)	(162)	(274)	(389)	(170)	(348)	(426)	(221)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Florida	17%	15%	26%	19%	16%	19%	14%	22%	11%	21%	23%	10%
Virginia	4%	3%	3%	6%	4%	4%	9%	2%	7%	2%	4%	4%
Wichita State	5%	4%	10%	5%	5%	4%	7%	4%	8%	6%	2%	5%
Arizona	6%	6%	7%	5%	4%	8%	4%	5%	4%	6%	5%	9%
Some other team	10%	11%	8%	3%	8%	11%	10%	15%	10%	14%	8%	7%
Not sure	59%	61%	45%	61%	63%	54%	56%	51%	60%	51%	59%	66%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(772)	(111)	(112)	(366)	(297)	(66)	(121)	(171)	(225)	(361)	(238)

4.
Will you watch the NCAA men's basketball tournament while at work?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	6%	10%	3%	9%	9%	5%	1%	8%	6%	4%
No	84%	80%	88%	72%	79%	89%	98%	82%	84%	88%
Not sure	9%	10%	9%	19%	12%	6%	1%	9%	10%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(470)	(528)	(162)	(276)	(389)	(171)	(349)	(428)	(221)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	6%	5%	9%	12%	6%	6%	–	13%	5%	7%	6%	7%
No	84%	87%	82%	71%	83%	86%	98%	83%	80%	84%	85%	86%
Not sure	9%	8%	9%	17%	11%	8%	2%	5%	15%	9%	8%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(772)	(112)	(114)	(368)	(297)	(66)	(121)	(171)	(225)	(361)	(241)

5.
Do you think that the attention paid to the NCAA men's basketball tournament is more fun or annoying?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Fun	35%	41%	29%	37%	35%	36%	31%	41%	27%	42%
Annoying	35%	35%	34%	26%	31%	38%	44%	28%	41%	34%
Not sure	30%	24%	37%	37%	34%	26%	25%	31%	33%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(469)	(527)	(161)	(275)	(389)	(171)	(349)	(426)	(221)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Fun	35%	31%	58%	39%	29%	38%	43%	49%	35%	40%	34%	32%
Annoying	35%	41%	10%	20%	35%	37%	29%	30%	32%	34%	36%	36%
Not sure	30%	28%	32%	40%	36%	24%	27%	21%	33%	26%	30%	33%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(771)	(112)	(113)	(366)	(296)	(66)	(121)	(171)	(224)	(360)	(241)

6.
Which of the following do you like best?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Alligators	28%	29%	26%	31%	30%	26%	20%	27%	30%	24%
Cavaliers	25%	21%	29%	26%	25%	26%	22%	29%	21%	26%
Shocks of wheat	27%	29%	25%	17%	21%	31%	43%	22%	31%	29%
Devils	20%	21%	20%	27%	23%	17%	14%	22%	19%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(832)	(392)	(440)	(141)	(237)	(320)	(134)	(297)	(356)	(179)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Alligators	28%	28%	26%	25%	23%	29%	21%	33%	21%	27%	35%	22%
Cavaliers	25%	23%	37%	24%	25%	26%	30%	19%	22%	24%	26%	26%
Shocks of wheat	27%	28%	23%	25%	27%	29%	27%	26%	32%	31%	21%	29%
Devils	20%	20%	13%	26%	24%	15%	22%	22%	25%	18%	18%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(832)	(638)	(98)	(96)	(307)	(251)	(57)	(108)	(135)	(189)	(312)	(196)