NBA All-Star Game

Fieldwork Dates: 10th - 12th February 2018

Conducted by YouGov
On behalf of YouGov NY

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1220 adults. Fieldwork was undertaken between 10th - 12th February 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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	Total	Gender		Age			Region				Race			
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M

Q1. What is your general level of interest in the NBA?

	Total	Male (A)	Female (B)	18 to 34 (C)	35 to 54 (D)	55+ (E)	Northeast (F)	Midwest (G)	South (H)	West (I)	White (J)	Black (K)	Hispanic (L)	Other (M)
Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67
Very interested	11%	17% B	5%	13% E	13% E	6%	10%	10%	10%	13%	6%	31% J.L.M	13% J*	16% J*
Somewhat interested	13%	15%	11%	17% E	15% E	8%	11%	14%	15%	11%	9%	25% J	20% J*	12% *
A little bit interested	16%	17%	14%	16%	16%	15%	13%	16%	17%	17%	15%	18%	21% *	7% *
Not at all interested	61%	52%	70% A	55%	56%	71% C.D	66%	60%	58%	59%	70% K.L	25%	47% K*	65% K*

Q2. Which ONE of the following statements BEST describes your viewership intent for the 2018 NBA All-Star game which will take place on February 18th in Los Angeles, CA?

	Total	Male (A)	Female (B)	18 to 34 (C)	35 to 54 (D)	55+ (E)	Northeast (F)	Midwest (G)	South (H)	West (I)	White (J)	Black (K)	Hispanic (L)	Other (M)
Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61
Base: All US adults	1201	595	606	370	403	428	294	246	475	187	811	146	177	67
I will be attending the game and skills challenge	5%	7% B	2%	9% E	5% E	1%	6%	3%	4%	6%	3%	5%	10% J*	15% J.K*
I will watch the game and skills challenges live on TV	8%	10%	7%	12% E	10% E	4%	6%	10%	7%	11%	5%	21% J.M	14% J*	7% *
I will watch either the game or skills challenges live on TV but not both	5%	6%	4%	8% E	6% E	2%	4%	5%	7%	3%	3%	15% J.L.M	6% *	3% *
I will watch the game and/or skills challenges but after the events are over (i.e., record and watch at a later date)	4%	6% B	1%	3%	6% E	2%	5% G	1%	5% G	3%	1%	7% J	11% J*	4% *
I will watch highlights of the game and/or skills challenges	10%	10%	9%	8%	9%	11%	8%	11%	10%	9%	9%	13%	7% *	9% *
I will not watch any of the game and/or skill challenges	69%	61%	76% A	61%	64%	80% C.D	71%	69%	67%	68%	78% K.L.M	40%	52% *	62% K*

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	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
		N	O	P	Q	R	S	T	U	V	W

Q1. What is your general level of interest in the NBA?

	Total	N	O	P	Q	R	S	T	U	V	W
Unweighted base	1220	465	393	236	126	603	21	153	58	338	47
Base: All US adults	1201	493	383	209	116	547	25	129	50	406	43
Very interested	11%	9%	11%	15% N	11%	8%	10% **	9%	6% *	14% R	13% *
Somewhat interested	13%	14%	11%	14%	12%	12%	23% **	8%	11% *	14%	25% R.T*
A little bit interested	16%	16%	14%	16%	17%	17%	27% **	11%	12% *	14%	12% *
Not at all interested	61%	61%	64% P	55%	60%	62%	40% **	71% R.V.W	71% W*	57%	49% *

Q2. Which ONE of the following statements BEST describes your viewership intent for the 2018 NBA All-Star game which will take place on February 18th in Los Angeles, CA?

	Total	N	O	P	Q	R	S	T	U	V	W
Unweighted base	1220	465	393	236	126	603	21	153	58	338	47
Base: All US adults	1201	493	383	209	116	547	25	129	50	406	43
I will be attending the game and skills challenge	5%	6% O	2%	5%	3%	5%	19% **	3%	2% *	4%	6% *
I will watch the game and skills challenges live on TV	8%	8%	9%	7%	10%	7%	18% **	6%	12% *	10%	10% *
I will watch either the game or skills challenges live on TV but not both	5%	5%	7%	4%	2%	5%	10% **	5%	3% *	6%	4% *
I will watch the game and/or skills challenges but after the events are over (i.e., record and watch at a later date)	4%	4%	4%	3%	1%	3%	3% **	2%	- *	5%	7% *
I will watch highlights of the game and/or skills challenges	10%	10%	8%	11%	11%	10%	12% **	7%	7% *	8%	22% R.T.U.V*
I will not watch any of the game and/or skill challenges	69%	67%	69%	70%	73%	70% W	37% **	77% V.W	76% W*	67%	51% *

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	Total	Children under the age of 18		Income			
		Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say
		X	Y	Z	AA	AB	AC

Q1. What is your general level of interest in the NBA?

	Total	Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say
Unweighted base	1220	346	874	424	345	254	197
Base: All US adults	1201	351	850	419	333	227	222
Very interested	11%	13%	9%	11%	10%	12%	9%
Somewhat interested	13%	18% Y	11%	10%	18% Z.AC	14%	9%
A little bit interested	16%	17%	15%	16%	15%	16%	16%
Not at all interested	61%	52%	64% X	63%	56%	59%	66%

Q2. Which ONE of the following statements BEST describes your viewership intent for the 2018 NBA All-Star game which will take place on February 18th in Los Angeles, CA?

	Total	Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say
Unweighted base	1220	346	874	424	345	254	197
Base: All US adults	1201	351	850	419	333	227	222
I will be attending the game and skills challenge	5%	7% Y	4%	2%	8% Z	5%	4%
I will watch the game and skills challenges live on TV	8%	14% Y	6%	10%	8%	9%	6%
I will watch either the game or skills challenges live on TV but not both	5%	7%	4%	5%	5%	3%	8%
I will watch the game and/or skills challenges but after the events are over (i.e., record and watch at a later date)	4%	5%	3%	3%	4%	1%	6% AB
I will watch highlights of the game and/or skills challenges	10%	10%	9%	9%	10%	11%	8%
I will not watch any of the game and/or skill challenges	69%	57%	74% X	71%	64%	70%	69%

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	Total	Social notworks membership												
		Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
		AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

Q1. What is your general level of interest in the NBA?

	Total	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
Unweighted base	1220	963	442	306	308	73	332	98	352	185	29	19	18	148
Base: All US adults	1201	926	444	297	315	80	317	120	374	217	27	18	25	140
Very interested	11%	11%	14% AI.AP	12%	17% AD.AF.AI.AL.AP	20% AI.AP*	10%	20% AD.AF.AI.AL.AP	15% AD.AI.AP	11%	27% **	- **	7% **	6% *
Somewhat interested	13%	13%	15% AJ	13%	15% AJ	23% AD.AF.AI.AJ*	13%	7% *	17% AD.AI.AJ	20% AD.AF.AI.AJ	23% **	26% **	21% **	12% *
A little bit interested	16%	15%	15%	22% AD.AE.AG.AI.AK.AP	17%	20% *	12%	19% *	15%	17%	9% **	9% **	24% **	12% *
Not at all interested	61%	60% AF.AG.AH.AK.AL	57% AH	53% AH	51% AH	37% *	65% AF.AG.AH.AJ.	54% AH*	53% AH	52% AH	42% **	65% **	48% **	69% AF.AG.AH.AJ.AK

Q2. Which ONE of the following statements BEST describes your viewership intent for the 2018 NBA All-Star game which will take place on February 18th in Los Angeles, CA?

	Total	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
Unweighted base	1220	963	442	306	308	73	332	98	352	185	29	19	18	148
Base: All US adults	1201	926	444	297	315	80	317	120	374	217	27	18	25	140
I will be attending the game and skills challenge	5%	4% AF	5% AF	2%	4%	14% AD.AE.AF.AG.AI.AK.AP*	4%	7% AF*	6% AF	6% AF	15% **	- **	11% **	2% *
I will watch the game and skills challenges live on TV	8%	8%	10% AP	12% AD.AI.AP	13% AD.AE.AI.AP	15% AI.AP*	7%	8% *	13% AD.AE.AI.AP	14% AD.AI.AP	19% **	5% **	10% **	3% *
I will watch either the game or skills challenges live on TV but not both	5%	5%	6%	6%	9% AD.AE.AI.AK	10% *	4%	7% *	6%	5%	16% **	4% **	11% **	3% *
I will watch the game and/or skills challenges but after the events are over (i.e., record and watch at a later date)	4%	3%	4%	3%	2%	7% AG*	3%	2% *	6% AD.AG.AI	6% AG.AI	3% **	- **	- **	6% *
I will watch highlights of the game and/or skills challenges	10%	11%	11%	14% AP	12%	9% *	12%	9% *	11%	9%	13% **	13% **	3% **	6% *
I will not watch any of the game and/or skill challenges	69%	68% AG.AH.AK.AL	65% AH.AK	63% AH	60% AH	47% *	71% AF.AG.AH.AK.	66% AH*	59%	61%	35% **	78% **	65% **	80% AF.AG.AH.AJ.A

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	Total	Interest in the NBA				
		Very interested	Somewhat interested	A little bit interested	Not at all interested	Interested
		AQ	AR	AS	AT	AU

Q1. What is your general level of interest in the NBA?

	Total	AQ	AR	AS	AT	AU
Unweighted base	1220	119	149	185	767	453
Base: All US adults	1201	127	157	186	731	471
Very interested	11%	100% AR.AS.AT.AU*	-	-	-	27% AR.AS.AT
Somewhat interested	13%	- *	100% AQ.AS.AT.AU	-	-	33% AQ.AS.AT
A little bit interested	16%	- *	-	100% AQ.AR.AT.AU	-	40% AQ.AR.AT
Not at all interested	61%	- *	-	-	100% AQ.AR.AS.AU	-

Q2. Which ONE of the following statements BEST describes your viewership intent for the 2018 NBA All-Star game which will take place on February 18th in Los Angeles, CA?

	Total	AQ	AR	AS	AT	AU
Unweighted base	1220	119	149	185	767	453
Base: All US adults	1201	127	157	186	731	471
I will be attending the game and skills challenge	5%	25% AR.AS.AT.AU*	9% AS.AT	3%	1%	11% AS.AT
I will watch the game and skills challenges live on TV	8%	33% AR.AS.AT.AU*	20% AT	11% AT	1%	20% AS.AT
I will watch either the game or skills challenges live on TV but not both	5%	15% AT*	17% AS.AT	7% AT	0%	12% AS.AT
I will watch the game and/or skills challenges but after the events are over (i.e., record and watch at a later date)	4%	11% AS.AT*	13% AS.AT	2%	1%	8% AS.AT
I will watch highlights of the game and/or skills challenges	10%	10% AT*	23% AQ.AT	27% AQ.AT.AU	2%	21% AQ.AT
I will not watch any of the game and/or skill challenges	69%	5% *	18% AQ	51% AQ.AR.AU	95% AQ.AR.AS.AU	27% AQ.AR

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	Total	Gender		Age			Region				Race			
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

Q3. Which ONE, if any, of the following aspects of basketball do you enjoy MOST?

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
Unweighted base	453	251	202	133	173	147	92	98	190	73	254	115	63	21
Base: All US adults interested in the NBA	471	287	183	168	178	125	99	98	197	76	244	109	94	23
Shooting	37%	36%	39%	26%	39% C	49% C	41% *	43% I*	36%	26% *	42% L	40% *	24% *	19% **
Dribbling	8%	8%	8%	15% D.E	6%	3%	9% *	3% *	6%	19% G.H*	9%	6% *	9% *	11% **
Dunking	20%	21%	18%	22%	22%	14%	15% *	19% *	23%	18% *	15%	27% J*	28% J*	8% **
Passing	11%	12%	9%	11%	11%	10%	12% *	10% *	9%	12% *	11%	7% *	9% *	32% **
Stealing	5%	4%	6%	5%	6%	4%	1% *	4% *	7%	7% *	4%	5% *	8% *	3% **
Shot blocking	7%	7%	7%	9%	7%	5%	6% *	7% *	7%	11% *	6%	8% *	7% *	17% **
Other	2%	3% B	-	0%	2%	4%	1% *	2% *	4%	- *	3%	1% *	- *	7% **
Not applicable - I don't find any skills/aspects of basketball exciting	10%	9%	13%	12%	7%	11%	14% *	12% *	8%	8% *	11%	7% *	14% *	3% **

Q4. Over the past few years, do you think that the Dunk competition has increased or decreased in overall quality/entertainment value? Please select the option that best applies.

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
Unweighted base	453	251	202	133	173	147	92	98	190	73	254	115	63	21
Base: All US adults interested in the NBA	471	287	183	168	178	125	99	98	197	76	244	109	94	23
Increased a lot	12%	13%	10%	17% D	8%	9%	11% *	10% *	11%	16% *	10%	13% *	8% *	34% **
Increased somewhat	21%	21%	21%	23%	19%	20%	25% *	22% *	19%	19% *	18%	27% *	23% *	13% **
Remained about the same	22%	21%	25%	27%	18%	23%	21% *	25% *	23%	18% *	24%	22% *	16% *	28% **
Decreased somewhat	15%	18% B	10%	6%	24% C	14% C	15% *	13% *	18%	11% *	10%	19% J*	28% J*	- **
Decreased a lot	7%	9%	5%	5%	11%	5%	3% *	5% *	9%	11% *	6%	8% *	9% *	11% **
Not applicable - I have never watch(ed) the dunk competition	23%	18%	30% A	21%	20%	29%	25% *	26% *	20%	26% *	32% K.L	11% *	16% *	14% **

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US_nat Sample: 10th - 12th February 2018

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Q3. Which ONE, if any, of the following aspects of basketball do you enjoy MOST?											
Unweighted base	453	161	133	108	51	219	10	38	16	146	24
Base: All US adults interested in the NBA	471	190	139	95	47	209	15	37	14	173	22
Shooting	37%	32%	39%	42% *	40% *	38%	6% **	48% *	37% **	38%	24% **
Dribbling	8%	9%	9%	5% *	9% *	4%	17% **	9% *	- **	11% R	16% **
Dunking	20%	20%	23%	18% *	13% *	18%	5% **	24% *	28% **	20%	30% **
Passing	11%	11%	12%	8% *	12% *	13%	33% **	6% *	12% **	7%	12% **
Stealing	5%	6%	2%	7% *	7% *	6%	10% **	2% *	12% **	4%	4% **
Shot blocking	7%	7%	5%	10% *	8% *	10%	12% **	1% *	- **	6%	3% **
Other	2%	3%	1%	2% *	2% *	2%	- **	4% *	- **	2%	- **
Not applicable - I don't find any skills/aspects of basketball exciting	10%	13%	8%	9% *	9% *	9%	17% **	5% *	10% **	13%	11% **
Q4. Over the past few years, do you think that the Dunk competition has increased or decreased in overall quality/entertainment value? Please select the option that best applies.											
Unweighted base	453	161	133	108	51	219	10	38	16	146	24
Base: All US adults interested in the NBA	471	190	139	95	47	209	15	37	14	173	22
Increased a lot	12%	12%	10%	14% *	12% *	12%	5% **	19% *	20% **	10%	4% **
Increased somewhat	21%	20%	23%	19% *	22% *	19%	62% **	16% *	34% **	20%	7% **
Remained about the same	22%	18%	28%	24% *	20% *	26%	11% **	18% *	6% **	22%	18% **
Decreased somewhat	15%	21% P	11%	9% *	12% *	16%	10% **	13% *	12% **	15%	19% **
Decreased a lot	7%	3%	13% N	7% *	8% *	5%	- **	15% *	6% **	8%	16% **
Not applicable - I have never watch(ed) the dunk competition	23%	26% O	15%	27% O*	26% *	22%	12% **	20% *	22% **	24%	38% **

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	Total	Children under the age of 18		Income			
		Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say

Q3. Which ONE, if any, of the following aspects of basketball do you enjoy MOST?

	Total	Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say
Unweighted base	453	165	288	153	136	105	59
Base: All US adults interested in the NBA	471	169	302	156	145	93	76
Shooting	37%	29%	41% X	38%	37% *	42% *	28% *
Dribbling	8%	9%	8%	10%	7% *	4% *	10% *
Dunking	20%	27% Y	16%	21% AB	25% AB*	8% *	21% *
Passing	11%	12%	9%	6%	12% *	17% Z*	10% *
Stealing	5%	6%	5%	6%	2% *	8% AA*	7% *
Shot blocking	7%	7%	7%	7%	8% *	9% *	4% *
Other	2%	1%	2%	2%	1% *	3% *	2% *
Not applicable - I don't find any skills/aspects of basketball exciting	10%	9%	11%	10%	8% *	8% *	18% *

Q4. Over the past few years, do you think that the Dunk competition has increased or decreased in overall quality/entertainment value? Please select the option that best applies.

	Total	Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say
Unweighted base	453	165	288	153	136	105	59
Base: All US adults interested in the NBA	471	169	302	156	145	93	76
Increased a lot	12%	14%	10%	11%	11% *	15% *	8% *
Increased somewhat	21%	20%	21%	19%	25% *	20% *	16% *
Remained about the same	22%	26%	20%	27%	21% *	17% *	24% *
Decreased somewhat	15%	15%	15%	12%	17% *	16% *	16% *
Decreased a lot	7%	8%	7%	8%	6% *	9% *	8% *
Not applicable - I have never watch(ed) the dunk competition	23%	17%	27% X	23%	21% *	23% *	28% *

	Total	Social notworks membership												
		Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
Q3. Which ONE, if any, of the following aspects of basketball do you enjoy MOST?														
Unweighted base	453	369	188	133	147	43	112	47	162	89	16	6	10	40
Base: All US adults interested in the NBA	471	368	193	140	154	50	111	56	177	103	16	6	13	43
Shooting	37%	41%	38%	39%	35%	39% *	47% AG*	37% *	38%	37% *	69% **	61% **	6% **	27% **
Dribbling	8%	8%	8%	7%	9%	8% *	10% *	17% *	11%	11% *	- **	- **	28% **	9% **
Dunking	20%	17%	19%	19%	22%	23% *	16% *	24% *	20%	19% *	15% **	14% **	22% **	29% **
Passing	11%	11%	13%	10%	11%	22% AI.AJ*	7% *	6% *	11%	10% *	6% **	- **	- **	8% **
Stealing	5%	5%	4%	9% AD.AE	6%	3% *	7% *	1% *	5%	6% *	- **	- **	5% **	- **
Shot blocking	7%	7%	8%	6%	9%	2% *	8% *	3% *	8%	8% *	5% **	25% **	- **	5% **
Other	2%	2%	3%	2%	1%	- *	2% *	3% *	1%	1% *	- **	- **	- **	3% **
Not applicable - I don't find any skills/aspects of basketball exciting	10%	9%	7%	9%	7%	4% *	4% *	9% *	7%	9% *	5% **	- **	38% **	19% **
Q4. Over the past few years, do you think that the Dunk competition has increased or decreased in overall quality/entertainment value? Please select the option that best applies.														
Unweighted base	453	369	188	133	147	43	112	47	162	89	16	6	10	40
Base: All US adults interested in the NBA	471	368	193	140	154	50	111	56	177	103	16	6	13	43
Increased a lot	12%	12% AF	11%	7%	13% AF	11% *	13% *	13% *	12%	14% *	32% **	- **	7% **	- **
Increased somewhat	21%	23%	22%	25%	25%	30% *	24% *	20% *	22%	21% *	28% **	- **	12% **	8% **
Remained about the same	22%	23%	28%	22%	29%	27% *	25% *	26% *	29%	30% *	21% **	21% **	22% **	16% **
Decreased somewhat	15%	11%	13%	14%	10%	14% *	13% *	11% *	14%	8% *	9% **	43% **	6% **	31% **
Decreased a lot	7%	7% AI	5%	10% AE.AI	6%	3% *	3% *	4% *	5%	5% *	- **	- **	- **	11% **
Not applicable - I have never watch(ed) the dunk competition	23%	23% AG	21%	22%	17%	15% *	22% *	26% *	18%	21% *	11% **	36% **	53% **	34% **

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	Total	Interest in the NBA				
		Very interested	**Somewhat interested**	**A little bit interested**	**Not at all interested**	**Interested**
Q3. Which ONE, if any, of the following aspects of basketball do you enjoy MOST?						
Unweighted base	453	119	149	185	-	453
Base: All US adults interested in the NBA	471	127	157	186	-	471
Shooting	37%	39% *	40%	33%	- **	37%
Dribbling	8%	9% *	6%	9%	- **	8%
Dunking	20%	26% AS*	21%	15%	- **	20%
Passing	11%	13% *	14%	7%	- **	11% AS
Stealing	5%	3% *	6%	7%	- **	5%
Shot blocking	7%	6% *	6%	9%	- **	7%
Other	2%	2% *	1%	3%	- **	2%
Not applicable - I don't find any skills/aspects of basketball exciting	10%	3% *	6%	19% AQ.AR.AU	- **	10% AQ
Q4. Over the past few years, do you think that the Dunk competition has increased or decreased in overall quality/entertainment value? Please select the option that best applies.						
Unweighted base	453	119	149	185	-	453
Base: All US adults interested in the NBA	471	127	157	186	-	471
Increased a lot	12%	30% AR.AS.AU*	6%	4%	- **	12% AR.AS
Increased somewhat	21%	21% *	29% AS.AU	13%	- **	21% AS
Remained about the same	22%	17% *	25%	23%	- **	22%
Decreased somewhat	15%	18% *	16%	12%	- **	15%
Decreased a lot	7%	9% *	8%	6%	- **	7%
Not applicable - I have never watch(ed) the dunk competition	23%	5% *	16% AQ	42% AQ.AR.AU	- **	23% AQ.AR

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	Total	Gender		Age			Region				Race			
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

Q5. In general, which ONE player, if any, from Team LeBron do you look forward to watching most? Please select the option that best applies. If you aren't looking forward to watching anyone from Team LeBron in particular, please select the 'Not applicable' option.

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
Unweighted base	453	251	202	133	173	147	92	98	190	73	254	115	63	21
Base: All US adults interested in the NBA	471	287	183	168	178	125	99	98	197	76	244	109	94	23
LeBron James	20%	19%	21%	18%	21%	21%	22% I*	25% I*	20% I	8% *	20%	24% *	14% *	16% **
Kyrie Irving	5%	5%	6%	5%	2%	10% D	8% *	3% *	4%	7% *	5%	7% *	3% *	11% **
Paul George	4%	4%	3%	6% E	3%	1%	2% *	6% *	2%	7% *	4%	3% *	4% *	3% **
Kevin Durant	12%	14%	10%	9%	14%	15%	14% *	10% *	12%	14% *	9%	15% *	17% *	18% **
Anthony Davis	2%	3%	1%	2%	4%	1%	2% *	3% *	2%	2% *	2%	2% *	1% *	7% **
Goran Dragic	2%	3%	1%	1%	4%	1%	1% *	1% *	2%	6% *	1%	2% *	5% *	- **
LaMarcus Aldridge	1%	2%	1%	4%	0%	-	5% H*	2% *	-	- *	2%	1% *	- *	7% **
Bradley Beal	1%	1%	1%	1%	2%	-	2% *	1% *	1%	1% *	1%	1% *	3% *	- **
Andre Drummond	2%	1%	2%	2%	0%	3%	1% *	2% *	2%	3% *	2%	1% *	1% *	8% **
Victor Oladipo	2%	3%	1%	3%	2%	1%	4% *	3% *	1%	3% *	2%	2% *	3% *	- **
Kemba Walker	1%	0%	1%	2%	-	0%	- *	1% *	1%	1% *	-	2% J*	1% *	- **
Russell Westbrook	7%	10% B	3%	11% E	8% E	1%	7% *	7% *	8%	7% *	7%	8% *	10% *	4% **
Not applicable - I am not looking forward to watching anyone in particular from Team LeBron	40%	35%	49% A	36%	40%	46%	33% *	37% *	45%	39% *	46% K	31% *	38% *	27% **

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Q5. In general, which ONE player, if any, from Team LeBron do you look forward to watching most? Please select the option that best applies. If you aren't looking forward to watching anyone from Team LeBron in particular, please select the 'Not applicable' option.

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	453	161	133	108	51	219	10	38	16	146	24
Base: All US adults interested in the NBA	471	190	139	95	47	209	15	37	14	173	22
LeBron James	20%	21%	18%	12% *	37% N.O.P*	20%	5% **	21% *	13% **	22%	11% **
Kyrie Irving	5%	6%	4%	5% *	7% *	8%	6% **	3% *	- **	3%	4% **
Paul George	4%	3%	6%	2% *	- *	2%	- **	13% R.V*	20% **	3%	- **
Kevin Durant	12%	10%	17%	12% *	8% *	11%	38% **	12% *	- **	12%	17% **
Anthony Davis	2%	3%	2%	2% *	4% *	3%	11% **	- *	- **	1%	- **
Goran Dragic	2%	3%	3%	- *	2% *	3%	- **	2% *	- **	1%	4% **
LaMarcus Aldridge	1%	3%	-	2% *	- *	2%	- **	- *	- **	2%	- **
Bradley Beal	1%	1%	1%	2% *	- *	2%	- **	- *	- **	1%	- **
Andre Drummond	2%	2%	1%	1% *	6% O*	1%	- **	2% *	6% **	3%	- **
Victor Oladipo	2%	1%	3%	4% *	3% *	2%	17% **	- *	9% **	1%	4% **
Kemba Walker	1%	1%	-	1% *	- *	0%	- **	- *	- **	1%	- **
Russell Westbrook	7%	5%	9%	12% N*	4% *	5%	- **	12% *	- **	11%	8% **
Not applicable - I am not looking forward to watching anyone in particular from Team LeBron	40%	41%	38%	46% *	30% *	41%	23% **	35% *	52% **	39%	53% **

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	Total	Children under the age of 18		Income			
		Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say

Q5. In general, which ONE player, if any, from Team LeBron do you look forward to watching most? Please select the option that best applies. If you aren't looking forward to watching anyone from Team LeBron in particular, please select the 'Not applicable' option.

	Total	Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say
Unweighted base	453	165	288	153	136	105	59
Base: All US adults interested in the NBA	471	169	302	156	145	93	76
LeBron James	20%	21%	19%	21%	14% *	18% *	30% AA*
Kyrie Irving	5%	6%	5%	3%	6% *	9% Z*	6% *
Paul George	4%	6%	2%	5%	3% *	6% *	- *
Kevin Durant	12%	15%	11%	12%	14% *	12% *	10% *
Anthony Davis	2%	2%	2%	2%	1% *	7% AA*	- *
Goran Dragic	2%	1%	3%	2%	4% *	1% *	- *
LaMarcus Aldridge	1%	1%	2%	2%	2% *	- *	- *
Bradley Beal	1%	2%	1%	2%	2% *	- *	- *
Andre Drummond	2%	2%	2%	3%	2% *	1% *	- *
Victor Oladipo	2%	3%	2%	1%	3% *	6% Z*	- *
Kemba Walker	1%	1%	0%	1%	0% *	1% *	1% *
Russell Westbrook	7%	7%	7%	8%	9% *	5% *	7% *
Not applicable - I am not looking forward to watching anyone in particular from Team LeBron	40%	33%	44%	39%	39% *	37% *	47% *

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		Social networks membership												
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

Q5. In general, which ONE player, if any, from Team LeBron do you look forward to watching most? Please select the option that best applies. If you aren't looking forward to watching anyone from Team LeBron in particular, please select the 'Not applicable' option.

	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
Unweighted base	453	369	188	133	147	43	112	47	162	89	16	6	10	40
Base: All US adults interested in the NBA	471	368	193	140	154	50	111	56	177	103	16	6	13	43
LeBron James	20%	20%	19%	19%	22%	17% *	26% AL*	18% *	24% AL	16% *	37% **	16% **	35% **	7% **
Kyrie Irving	5%	6% AE	3%	3%	5%	- *	5% *	2% *	4%	3% *	- **	13% **	- **	4% **
Paul George	4%	4%	2%	4%	5%	5% *	1% *	3% *	3%	5% *	4% **	- **	- **	- **
Kevin Durant	12%	12%	15% AJ	12%	15% AJ	21% AJ*	13% *	4% *	15% AJ	17% AJ*	4% **	21% **	- **	10% **
Anthony Davis	2%	3%	3%	4%	2%	- *	2% *	2% *	3%	2% *	6% **	- **	7% **	- **
Goran Dragic	2%	1%	4% AD.AF.AG.AK.AL	-	1%	- *	2% *	2% *	1%	- *	6% **	- **	- **	2% **
LaMarcus Aldridge	1%	1% AE	-	-	2% AE.AF.AI	3% AE.AF*	- *	1% *	2% AE	3% AE.AF.AI*	- **	- **	- **	- **
Bradley Beal	1%	1%	1%	1%	0%	1% *	1% *	1% *	0%	1% *	- **	- **	5% **	- **
Andre Drummond	2%	2%	1%	1%	3%	- *	3% *	- *	3%	2% *	- **	- **	6% **	- **
Victor Oladipo	2%	3%	3%	4%	2%	4% *	2% *	6% *	2%	6% AK*	- **	- **	- **	- **
Kemba Walker	1%	1%	1%	-	1%	4% AF*	1% *	2% *	1%	2% *	5% **	- **	- **	- **
Russell Westbrook	7%	8%	10%	10%	10%	7% *	8% *	11% *	7%	6% *	9% **	- **	- **	7% **
Not applicable - I am not looking forward to watching anyone in particular from Team LeBron	40%	38%	37%	43% AG	32%	38% *	37% *	48% AG*	35%	39% *	28% **	50% **	47% **	70% **

YouGov
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	Total	Interest in the NBA				
		Very interested	Somewhat interested	A little bit interested	Not at all interested	Interested

Q5. In general, which ONE player, if any, from Team LeBron do you look forward to watching most? Please select the option that best applies. If you aren't looking forward to watching anyone from Team LeBron in particular, please select the 'Not applicable' option.

	Total	Very interested	Somewhat interested	A little bit interested	Not at all interested	Interested
Unweighted base	453	119	149	185	-	453
Base: All US adults interested in the NBA	471	127	157	186	-	471
LeBron James	20%	21% *	18%	20%	- **	20%
Kyrie Irving	5%	7% *	7%	3%	- **	5%
Paul George	4%	5% *	2%	4%	- **	4%
Kevin Durant	12%	16% AS*	18% AS.AU	5%	- **	12% AS
Anthony Davis	2%	4% AS*	3%	0%	- **	2% AS
Goran Dragic	2%	3% *	1%	3%	- **	2%
LaMarcus Aldridge	1%	2% *	3%	-	- **	1% AS
Bradley Beal	1%	2% *	2%	0%	- **	1%
Andre Drummond	2%	4% *	1%	1%	- **	2%
Victor Oladipo	2%	3% *	3%	2%	- **	2%
Kemba Walker	1%	1% *	1%	0%	- **	1%
Russell Westbrook	7%	19% AR.AS.AU*	5%	2%	- **	7% AS
Not applicable - I am not looking forward to watching anyone in particular from Team LeBron	40%	14% *	37% AQ	60% AQ.AR.AU	- **	40% AQ

Q6. In general, which ONE player, if any, from Team Stephen do you look forward to watching most? Please select the option that best applies. If you aren't looking forward to watching anyone from Team Stephen in particular, please select the 'Not applicable' option.

	Total	Gender		Age			Region				Race			
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
Unweighted base	453	251	202	133	173	147	92	98	190	73	254	115	63	21
Base: All US adults interested in the NBA	471	287	183	168	178	125	99	98	197	76	244	109	94	23
Stephen Curry	22%	20%	24%	20%	19%	28%	23% *	17% *	26%	17% *	20%	29% *	23% *	3% **
Giannis Antetokounmpo	6%	9% B	2%	7%	7%	4%	8% *	5% *	6%	5% *	6%	7% *	2% *	24% **
DeMar DeRozan	1%	1%	1%	2%	0%	1%	1% *	2% *	1%	1% *	0%	2% *	1% *	7% **
Joel Embiid	2%	3%	1%	3%	2%	2%	4% *	- *	2%	3% *	3%	3% *	1% *	- **
James Harden	10%	11%	8%	12%	8%	9%	5% *	13% *	9%	12% *	10%	12% *	4% *	12% **
Jimmy Butler	3%	2%	4%	4%	3%	1%	3% *	5% *	2%	3% *	2%	3% *	6% *	3% **
Draymond Green	4%	6% B	1%	5%	4%	1%	6% *	4% *	5%	- *	3%	4% *	6% *	- **
Al Horford	3%	4%	1%	3%	2%	4%	7% H*	2% *	1%	3% *	3%	2% *	3% *	3% **
Damian Lillard	1%	1%	1%	2%	2%	-	2% *	- *	1%	1% *	-	3% J*	1% *	3% **
Kyle Lowry	2%	3%	1%	1%	4%	1%	1% *	- *	1%	8% G.H*	1%	1% *	6% J*	4% **
Klay Thompson	3%	4%	3%	5%	3%	2%	4% *	1% *	2%	8% G*	3%	4% *	2% *	10% **
Karl-Anthony Towns	1%	1%	1%	2%	1%	-	1% *	3% *	1%	- *	1%	- *	4% *	3% **
Not applicable - I am not looking forward to watching anyone in particular from Team Curry	42%	36%	51% A	35%	44%	48% C	34% *	48% *	43%	40% *	48% K	31% *	41% *	27% **

YouGov
NBA All-Star Game

US_nat Sample: 10th - 12th February 2018

Q6. In general, which ONE player, if any, from Team Stephen do you look forward to watching most? Please select the option that best applies. If you aren't looking forward to watching anyone from Team Stephen in particular, please select the 'Not applicable' option.

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	453	161	133	108	51	219	10	38	16	146	24
Base: All US adults interested in the NBA	471	190	139	95	47	209	15	37	14	173	22
Stephen Curry	22%	18%	25%	23% *	29% *	21%	38% **	36% *	17% **	19%	20% **
Giannis Antetokounmpo	6%	3%	4%	9% *	16% N.O*	6%	- **	2% *	- **	8%	8% **
DeMar DeRozan	1%	1%	-	3% *	1% *	1%	- **	1% *	- **	1%	- **
Joel Embiid	2%	2%	4%	- *	2% *	4%	- **	- *	- **	2%	4% **
James Harden	10%	9%	14% Q	8% *	3% *	9%	10% **	13% *	5% **	10%	11% **
Jimmy Butler	3%	3%	1%	5% *	- *	3%	- **	1% *	- **	3%	3% **
Draymond Green	4%	5%	3%	4% *	- *	2%	11% **	10% R*	- **	5%	3% **
Al Horford	3%	2%	5% P	- *	4% *	4%	23% **	- *	- **	1%	- **
Damian Lillard	1%	2%	1%	- *	- *	1%	- **	- *	- **	2%	- **
Kyle Lowry	2%	3%	-	2% *	2% *	4%	- **	- *	- **	1%	- **
Klay Thompson	3%	3%	3%	3% *	3% *	3%	- **	- *	26% **	3%	- **
Karl-Anthony Towns	1%	0%	3%	2% *	- *	2%	- **	- *	- **	2%	- **
Not applicable - I am not looking forward to watching anyone in particular from Team Curry	42%	47%	36%	41% *	39% *	41%	18% **	37% *	52% **	44%	51% **

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NBA All-Star Game

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	Total	Children under the age of 18		Income			
		Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say

Q6. In general, which ONE player, if any, from Team Stephen do you look forward to watching most? Please select the option that best applies. If you aren't looking forward to watching anyone from Team Stephen in particular, please select the 'Not applicable' option.

	Total	Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say
Unweighted base	453	165	288	153	136	105	59
Base: All US adults interested in the NBA	471	169	302	156	145	93	76
Stephen Curry	22%	23%	21%	21%	20% *	25% *	24% *
Giannis Antetokounmpo	6%	7%	6%	4%	7% *	10% Z*	5% *
DeMar DeRozan	1%	1%	1%	1%	3% *	0% *	- *
Joel Embiid	2%	3%	2%	2%	3% *	3% *	2% *
James Harden	10%	10%	10%	11%	8% *	7% *	14% *
Jimmy Butler	3%	4%	2%	2%	3% *	3% *	3% *
Draymond Green	4%	3%	5%	3%	2% *	6% *	7% *
Al Horford	3%	2%	3%	2%	3% *	6% *	- *
Damian Lillard	1%	1%	1%	2%	1% *	1% *	- *
Kyle Lowry	2%	1%	2%	2%	4% *	1% *	- *
Klay Thompson	3%	6% Y	2%	5%	3% *	2% *	- *
Karl-Anthony Towns	1%	3%	1%	1%	3% *	2% *	- *
Not applicable - I am not looking forward to watching anyone in particular from Team Curry	42%	38%	44%	46%	41% *	34% *	45% *

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	Total	Social notworks membership												
		Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

Q6. In general, which ONE player, if any, from Team Stephen do you look forward to watching most? Please select the option that best applies. If you aren't looking forward to watching anyone from Team Stephen in particular, please select the 'Not applicable' option.

	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
Unweighted base	453	369	188	133	147	43	112	47	162	89	16	6	10	40
Base: All US adults interested in the NBA	471	368	193	140	154	50	111	56	177	103	16	6	13	43
Stephen Curry	22%	24%	23%	27%	24%	38% AD.AG*	30% *	20% *	25%	22% *	49% **	59% **	- **	21% **
Giannis Antetokounmpo	6%	6%	8% AL	6%	8% AI.AL	2% *	3% *	5% *	5%	2% *	6% **	- **	5% **	2% **
DeMar DeRozan	1%	1%	0%	-	1%	1% *	0% *	- *	1%	- *	4% **	- **	6% **	- **
Joel Embiid	2%	2%	2%	2%	1%	5% *	3% *	-	2%	1% *	6% **	- **	-	5% **
James Harden	10%	10% AF	10% AF	4%	11% AF	9% *	7% *	12% AF*	11% AF	11% AF*	6% **	- **	28% **	- **
Jimmy Butler	3%	3%	3%	1%	3%	2% *	4% *	2% *	2%	2% *	4% **	- **	7% **	3% **
Draymond Green	4%	3%	2%	6% AE.AI	5%	2% *	2% *	- *	5%	4% *	- **	- **	7% **	- **
Al Horford	3%	3% AG	2%	4% AG	0%	- *	1% *	6% AG*	2%	4% AG*	- **	- **	- **	- **
Damian Lillard	1%	1%	0%	1%	2% AE	- *	2% *	3% *	1%	2% *	- **	- **	16% **	- **
Kyle Lowry	2%	1%	3% AD	2%	1%	1% *	2% *	1% *	1%	1% *	4% **	- **	- **	- **
Klay Thompson	3%	2%	4%	5% AD	4%	1% *	5% *	1% *	4%	8% AD*	5% **	- **	- **	- **
Karl-Anthony Towns	1%	1%	1% AK	1%	1%	- *	2% AK*	- *	-	- *	- **	- **	- **	4% **
Not applicable - I am not looking forward to watching anyone in particular from Team Curry	42%	41%	40%	40%	37%	37% *	39% *	49% *	42%	43% *	16% **	25% **	47% **	65% **

YouGov
NBA All-Star Game

US_nat Sample: 10th - 12th February 2018

Q6. In general, which ONE player, if any, from Team Stephen do you look forward to watching most? Please select the option that best applies. If you aren't looking forward to watching anyone from Team Stephen in particular, please select the 'Not applicable' option.

	Total	Interest in the NBA				
		Very interested	Somewhat interested	A little bit interested	Not at all interested	Interested
Unweighted base	453	119	149	185	-	453
Base: All US adults interested in the NBA	471	127	157	186	-	471
Stephen Curry	22%	25% *	26%	17%	- **	22%
Giannis Antetokounmpo	6%	15% AR.AS.AU*	5%	1%	- **	6% AS
DeMar DeRozan	1%	2% *	1%	1%	- **	1%
Joel Embiid	2%	3% *	3%	1%	- **	2%
James Harden	10%	15% AS*	12% AS	4%	- **	10% AS
Jimmy Butler	3%	4% *	4%	1%	- **	3%
Draymond Green	4%	6% *	2%	4%	- **	4%
Al Horford	3%	4% *	2%	3%	- **	3%
Damian Lillard	1%	1% *	2%	-	- **	1%
Kyle Lowry	2%	2% *	1%	3%	- **	2%
Klay Thompson	3%	6% *	2%	2%	- **	3%
Karl-Anthony Towns	1%	1% *	2%	1%	- **	1%
Not applicable - I am not looking forward to watching anyone in particular from Team Curry	42%	17% *	38% AQ	62% AQ.AR.AU	- **	42% AQ

YouGov
NBA All-Star Game

US_nat Sample: 10th - 12th February 2018

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Q7. Which ONE 2018 NBA All-Star player, if any, would you like to hang out with MOST (e.g., go for a drink, coffee, dinner, etc.)? Please select the option that best applies. If you wouldn't want to hang out with any NBA All-Star in particular, please select the 'Not applicable' option.

	Total	Gender		Age			Region				Race			
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
Unweighted base	453	251	202	133	173	147	92	98	190	73	254	115	63	21
Base: All US adults interested in the NBA	471	287	183	168	178	125	99	98	197	76	244	109	94	23
LeBron James	15%	13%	18%	16%	15%	14%	13% *	28% F.H.I*	11%	12% *	17%	17% *	11% *	7% **
Kyrie Irving	4%	5%	2%	7%	3%	2%	7% *	3% *	3%	3% *	5%	3% *	4% *	3% **
Paul George	2%	2%	0%	1%	3%	1%	- *	1% *	3%	1% *	1%	1% *	5% *	- **
Kevin Durant	5%	4%	6%	5%	6%	5%	5% *	3% *	6%	4% *	4%	6% *	8% *	6% **
Anthony Davis	1%	1%	0%	2%	1%	-	- *	3% *	0%	1% *	0%	1% *	3% *	- **
Goran Dragic	2%	3%	1%	2%	3%	1%	2% *	- *	2%	4% *	2%	1% *	4% *	- **
LaMarcus Aldridge	1%	1%	1%	0%	2%	-	1% *	- *	1%	1% *	0%	2% *	- *	3% **
Bradley Beal	1%	1%	1%	1%	2%	-	1% *	1% *	1%	- *	1%	1% *	1% *	- **
Andre Drummond	1%	1%	0%	2%	-	1%	- *	1% *	1%	1% *	0%	1% *	1% *	- **
Victor Oladipo	1%	1%	1%	1%	-	1%	2% *	1% *	1%	- *	0%	3% J*	- *	- **
Kemba Walker	1%	2%	-	3%	1%	-	5% H*	- *	0%	- *	1%	- *	4% *	- **
Russell Westbrook	4%	4%	3%	6% E	3%	1%	2% *	2% *	4%	8% *	3%	4% *	2% *	19% **
Stephen Curry	11%	9%	14%	12%	7%	16% D	11% *	12% *	13%	8% *	13%	16% L*	4% *	- **
Giannis Antetokounmpo	1%	1%	0%	2%	0%	-	2% *	- *	0%	2% *	1%	1% *	- *	- **
DeMar DeRozan	1%	1%	0%	2%	1%	-	3% *	- *	1%	1% *	-	2% J*	- *	12% **
Joel Embiid	1%	1%	1%	1%	0%	2%	2% *	- *	1%	- *	1%	1% *	1% *	- **
James Harden	3%	2%	3%	3%	3%	3%	1% *	6% *	3%	1% *	3%	4% *	1% *	11% **
Jimmy Butler	1%	1%	1%	3%	1%	-	3% *	2% *	-	2% *	1%	3% *	- *	- **
Draymond Green	2%	2%	2%	1%	1%	4%	1% *	4% *	2%	1% *	1%	4% *	2% *	- **
Al Horford	1%	1%	1%	-	1%	3% C	4% *	1% *	1%	- *	2%	2% *	- *	- **
Damian Lillard	0%	-	0%	0%	-	-	- *	- *	0%	- *	-	- *	1% *	- **
Kyle Lowry	0%	1%	0%	-	1%	0%	- *	- *	1%	- *	1%	0% *	- *	- **
Klay Thompson	4%	6% B	2%	3%	8%	2%	2% *	1% *	4%	13% F.G.H*	2%	2% *	13% J.K*	5% **
Karl-Anthony Towns	1%	1%	1%	1%	0%	1%	1% *	2% *	-	- *	1%	1% *	- *	- **
Not applicable - I wouldn't want to hang out with any NBA All-Star in particular	35%	33%	39%	27%	39%	42% C	33% *	30% *	39%	37% *	40% K	25% *	35% *	33% **

YouGov
NBA All-Star Game
US_nat Sample: 10th - 12th February 2018

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Q7. Which ONE 2018 NBA All-Star player, if any, would you like to hang out with MOST (e.g., go for a drink, coffee, dinner, etc.)? Please select the option that best applies. If you wouldn't want to hang out with any NBA All-Star in particular, please select the 'Not applicable' option.

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	453	161	133	108	51	219	10	38	16	146	24
Base: All US adults interested in the NBA	471	190	139	95	47	209	15	37	14	173	22
LeBron James	15%	15%	16%	11% *	23% *	15%	5% **	18% *	6% **	18%	7% **
Kyrie Irving	4%	3%	4%	6% *	5% *	3%	- **	11% R*	- **	4%	4% **
Paul George	2%	4%	1%	- *	- *	0%	33% **	- *	6% **	1%	- **
Kevin Durant	5%	5%	7%	5% *	- *	4%	- **	2% *	- **	8%	6% **
Anthony Davis	1%	1%	1%	- *	2% *	0%	5% **	- *	- **	2%	- **
Goran Dragic	2%	1%	3%	3% *	- *	1%	- **	1% *	20% **	1%	4% **
LaMarcus Aldridge	1%	1%	1%	1% *	- *	0%	- **	- *	- **	2%	- **
Bradley Beal	1%	1%	1%	- *	2% *	1%	- **	- *	- **	1%	- **
Andre Drummond	1%	1%	-	1% *	- *	1%	- **	- *	6% **	-	- **
Victor Oladipo	1%	2%	1%	- *	- *	0%	11% **	- *	- **	1%	- **
Kemba Walker	1%	1%	3%	- *	2% *	1%	17% **	- *	- **	1%	- **
Russell Westbrook	4%	3%	6%	2% *	2% *	3%	5% **	2% *	- **	5%	- **
Stephen Curry	11%	9%	10%	18% N*	10% *	13%	- **	15% *	11% **	10%	8% **
Giannis Antetokounmpo	1%	0%	-	- *	7% N.O.P*	1%	- **	- *	- **	1%	- **
DeMar DeRozan	1%	0%	2%	1% *	- *	1%	- **	- *	- **	2%	3% **
Joel Embiid	1%	1%	2%	1% *	- *	1%	- **	2% *	- **	1%	- **
James Harden	3%	2%	3%	6% *	2% *	3%	5% **	2% *	5% **	2%	7% **
Jimmy Butler	1%	2%	1%	1% *	- *	0%	- **	- *	- **	3%	- **
Draymond Green	2%	2%	3%	2% *	- *	3%	- **	5% *	- **	1%	- **
Al Horford	1%	1%	2%	1% *	2% *	2%	6% **	- *	7% **	0%	4% **
Damian Lillard	0%	-	1%	- *	- *	0%	- **	- *	- **	-	- **
Kyle Lowry	0%	1%	0%	- *	- *	-	- **	5% R.V*	- **	-	- **
Klay Thompson	4%	6%	2%	3% *	7% *	5%	- **	2% *	- **	5%	3% **
Karl-Anthony Towns	1%	1%	-	- *	2% *	2%	- **	- *	- **	-	- **
Not applicable - I wouldn't want to hang out with any NBA All-Star in particular	35%	37%	33%	36% *	36% *	38%	13% **	33% *	39% **	32%	53% **

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	Total	Children under the age of 18		Income			
		Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say

Q7. Which ONE 2018 NBA All-Star player, if any, would you like to hang out with MOST (e.g., go for a drink, coffee, dinner, etc.)? Please select the option that best applies. If you wouldn't want to hang out with any NBA All-Star in particular, please select the 'Not applicable' option.

	Total	Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say
Unweighted base	453	165	288	153	136	105	59
Base: All US adults interested in the NBA	471	169	302	156	145	93	76
LeBron James	15%	15%	15%	20% AB	14% *	9% *	14% *
Kyrie Irving	4%	4%	4%	3%	4% *	9% Z*	1% *
Paul George	2%	3%	1%	1%	4% *	- *	- *
Kevin Durant	5%	8%	4%	4%	5% *	4% *	8% *
Anthony Davis	1%	2%	0%	1%	1% *	1% *	- *
Goran Dragic	2%	3%	1%	4%	1% *	1% *	1% *
LaMarcus Aldridge	1%	1%	1%	2%	1% *	- *	- *
Bradley Beal	1%	2%	1%	2%	1% *	1% *	- *
Andre Drummond	1%	2%	0%	1%	1% *	2% *	- *
Victor Oladipo	1%	0%	1%	2%	1% *	- *	- *
Kemba Walker	1%	1%	1%	1%	3% *	- *	- *
Russell Westbrook	4%	3%	4%	3%	5% *	2% *	5% *
Stephen Curry	11%	11%	12%	8%	9% *	18% Z*	13% *
Giannis Antetokounmpo	1%	2% Y	-	0%	1% *	2% *	- *
DeMar DeRozan	1%	1%	1%	1%	0% *	- *	4% *
Joel Embiid	1%	1%	1%	2%	- *	1% *	2% *
James Harden	3%	2%	3%	4%	3% *	3% *	- *
Jimmy Butler	1%	1%	1%	2%	2% *	- *	- *
Draymond Green	2%	2%	2%	1%	3% *	3% *	- *
Al Horford	1%	1%	1%	2%	1% *	3% *	- *
Damian Lillard	0%	0%	-	1%	- *	- *	- *
Kyle Lowry	0%	-	1%	0%	- *	- *	2% *
Klay Thompson	4%	3%	5%	1%	7% *	4% *	7% *
Karl-Anthony Towns	1%	1%	0%	1%	- *	3% *	- *
Not applicable - I wouldn't want to hang out with any NBA All-Star in particular	35%	30%	39%	35%	32% *	36% *	43% *

YouGov
NBA All-Star Game

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	Total	Social networks membership												
		Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

Q7. Which ONE 2018 NBA All-Star player, if any, would you like to hang out with MOST (e.g., go for a drink, coffee, dinner, etc.)? Please select the option that best applies. If you wouldn't want to hang out with any NBA All-Star in particular, please select the 'Not applicable' option.

	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
Unweighted base	453	369	188	133	147	43	112	47	162	89	16	6	10	40
Base: All US adults interested in the NBA	471	368	193	140	154	50	111	56	177	103	16	6	13	43
LeBron James	15%	16%	15%	14%	16%	14% *	20% *	14% *	21% AE.AL	12% *	15% **	11% **	- **	13% **
Kyrie Irving	4%	5%	5%	4%	2%	3% *	3% *	4% *	3%	7% AG.AK*	- **	- **	- **	- **
Paul George	2%	2%	4% AF.AG	1%	1%	11% AD.AF.AG.AI.AJ	2% *	- *	4% AG	6% AD.AF.AG.AI*	- **	- **	- **	- **
Kevin Durant	5%	5%	3%	7%	9% AD.AE	8% *	5% *	3% *	7%	6% *	6% **	21% **	7% **	8% **
Anthony Davis	1%	1%	2%	2%	2%	3% *	1% *	- *	1%	2% *	6% **	- **	- **	- **
Goran Dragic	2%	1%	1%	-	1%	- *	- *	- *	0%	3% AF.AI.AK*	- **	- **	- **	3% **
LaMarcus Aldridge	1%	1%	2%	2%	1%	1% *	2% *	4% *	1%	2% *	- **	16% **	- **	- **
Bradley Beal	1%	1%	1%	1%	1%	2% *	2% *	3% *	2%	1% *	6% **	- **	7% **	- **
Andre Drummond	1%	1%	0%	1%	1%	2% *	2% *	- *	1%	2% *	5% **	- **	- **	- **
Victor Oladipo	1%	1%	2%	2%	2%	1% *	2% *	3% *	1%	1% *	5% **	- **	- **	- **
Kemba Walker	1%	1% AG	1%	2% AG	-	- *	1% *	5% AG.AK*	1%	3% AG*	6% **	- **	- **	- **
Russell Westbrook	4%	4%	5%	4%	7% AD	1% *	5% *	5% *	7%	6% *	4% **	- **	- **	6% **
Stephen Curry	11%	11%	11%	14% AK	10%	12% *	12% *	16% *	8%	9% *	22% *	39% **	22% **	8% **
Giannis Antetokounmpo	1%	1% AE	-	-	1%	3% AE*	- *	- *	2% AE	- *	10% **	- **	5% **	- **
DeMar DeRozan	1%	1%	1%	1%	3% AE	3% *	1% *	3% *	2%	1% *	4% **	- **	- **	- **
Joel Embiid	1%	1%	1%	2%	1%	- *	- *	2% *	2%	2% *	- **	- **	- **	- **
James Harden	3%	4%	3%	3%	4%	5% *	2% *	4% *	3%	2% *	- **	- **	- **	- **
Jimmy Butler	1%	1%	1%	1%	2% AI	- *	- *	- *	3% AI	3% AI*	- **	- **	- **	2% **
Draymond Green	2%	2%	1%	2%	2%	- *	2% *	2% *	2%	2% *	- **	- **	- **	- **
Al Horford	1%	1%	2%	1%	1%	- *	1% *	- *	1%	1% *	- **	- **	- **	- **
Damian Lillard	0%	0%	-	-	-	- *	1% *	- *	-	- *	- **	- **	- **	- **
Kyle Lowry	0%	1%	0%	-	-	- *	- *	- *	0%	- *	- **	- **	- **	- **
Klay Thompson	4%	1%	6% AD.AI.AK.AL	5% AD.AK.AL	3% AK	3% *	2% *	- *	1%	- *	- **	- **	- **	- **
Karl-Anthony Towns	1%	1%	1%	-	2% AF	- *	2% AF*	- *	0%	2% *	- **	- **	- **	- **
Not applicable - I wouldn't want to hang out with any NBA All-Star in particular	35%	34% AG	32%	33%	26%	27% *	33% *	32% *	30%	29% *	11% **	14% **	59% **	60% **

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	Total	Interest in the NBA				
		Very interested	Somewhat interested	A little bit interested	Not at all interested	Interested
Q7. Which ONE 2018 NBA All-Star player, if any, would you like to hang out with MOST (e.g., go for a drink, coffee, dinner, etc.)? Please select the option that best applies. If you wouldn't want to hang out with any NBA All-Star in particular, please select the 'Not applicable' option.						
Unweighted base	453	119	149	185	-	453
Base: All US adults interested in the NBA	471	127	157	186	-	471
LeBron James	15%	17% *	14%	15%	- **	15%
Kyrie Irving	4%	7% AS*	4%	2%	- **	4% AS
Paul George	2%	- *	5% AQ.AS.AU	-	- **	2% AS
Kevin Durant	5%	8% *	6%	3%	- **	5%
Anthony Davis	1%	2% *	-	1%	- **	1%
Goran Dragic	2%	3% *	1%	2%	- **	2%
LaMarcus Aldridge	1%	2% *	1%	-	- **	1%
Bradley Beal	1%	2% *	1%	-	- **	1%
Andre Drummond	1%	1% *	1%	-	- **	1%
Victor Oladipo	1%	3% *	0%	-	- **	1%
Kemba Walker	1%	1% *	1%	2%	- **	1%
Russell Westbrook	4%	5% *	5%	2%	- **	4%
Stephen Curry	11%	13% *	11%	10%	- **	11%
Giannis Antetokounmpo	1%	1% *	-	1%	- **	1%
DeMar DeRozan	1%	3% AS.AU*	0%	-	- **	1%
Joel Embiid	1%	2% *	-	1%	- **	1%
James Harden	3%	6% *	2%	1%	- **	3%
Jimmy Butler	1%	1% *	3% AS	-	- **	1% AS
Draymond Green	2%	2% *	3%	1%	- **	2%
Al Horford	1%	4% AU*	0%	0%	- **	1%
Damian Lillard	0%	- *	1%	-	- **	0%
Kyle Lowry	0%	- *	0%	1%	- **	0%
Klay Thompson	4%	6% *	2%	5%	- **	4%
Karl-Anthony Towns	1%	- *	2%	1%	- **	1%
Not applicable - I wouldn't want to hang out with any NBA All-Star in particular	35%	12% *	35% AQ	52% AQ.AR.AU	- **	35% AQ

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	Total	Gender		Age			Region				Race			
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other
Q8. Which team do you think will win the NBA All-Star game?														
Unweighted base	453	251	202	133	173	147	92	98	190	73	254	115	63	21
Base: All US adults interested in the NBA	471	287	183	168	178	125	99	98	197	76	244	109	94	23
Team LeBron	32%	30%	35%	37%	31%	28%	35% *	39% *	29%	29% *	33%	33% *	25% *	48% **
Team Stephen	32%	32%	32%	34%	32%	27%	26% *	29% *	31%	46% F.G*	26%	41% J*	37% *	29% **
Don't know	36%	38%	33%	29%	37%	45% C	39% *	33% *	41%	26% *	42% K	25% *	38% *	23% **

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Q8. Which team do you think will win the NBA All-Star game?

	Total	Education				Marital Status					
		No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership
Unweighted base	453	161	133	108	51	219	10	38	16	146	24
Base: All US adults interested in the NBA	471	190	139	95	47	209	15	37	14	173	22
Team LeBron	32%	29%	34%	33% *	37% *	34%	10% **	30% *	26% **	33%	22% **
Team Stephen	32%	29%	34%	34% *	30% *	29%	72% **	41% *	40% **	29%	30% **
Don't know	36%	42%	32%	33% *	33% *	37%	18% **	30% *	35% **	37%	47% **

	Total	Children under the age of 18		Income			
		Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say

Q8. Which team do you think will win the NBA All-Star game?

	Total	Yes	No	Under $40k	$40k to $80k	$80k+	Prefer not to say
Unweighted base	453	165	288	153	136	105	59
Base: All US adults interested in the NBA	471	169	302	156	145	93	76
Team LeBron	32%	36%	30%	35%	28% *	40% *	25% *
Team Stephen	32%	35%	30%	36% AC	35% *	31% *	19% *
Don't know	36%	29%	40% X	29%	38% *	29% *	56% Z.AB*

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	Total	Social networks membership												
		Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None

Q8. Which team do you think will win the NBA All-Star game?

	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
Unweighted base	453	369	188	133	147	43	112	47	162	89	16	6	10	40
Base: All US adults interested in the NBA	471	368	193	140	154	50	111	56	177	103	16	6	13	43
Team LeBron	32%	35%	30%	28%	37% AF	37% *	37% *	23% *	39% AE.AF.AJ	33% *	48% **	16% **	35% **	9% **
Team Stephen	32%	33%	43% AD.AG.AK	38%	34%	39% *	43% AD.AK*	44% *	33%	43% AD.AK*	31% **	28% **	12% **	21% **
Don't know	36%	32% AI	27%	34% AI	29%	23% *	21% *	33% *	28%	24% *	20% **	57% **	53% **	69% **

	Total	Interest in the NBA				
		Very interested	Somewhat interested	A little bit interested	Not at all interested	Interested

Q8. Which team do you think will win the NBA All-Star game?

	Total	Very interested	Somewhat interested	A little bit interested	Not at all interested	Interested
Unweighted base	453	119	149	185	-	453
Base: All US adults interested in the NBA	471	127	157	186	-	471
Team LeBron	32%	47% AR.AS.AU*	30%	24%	- **	32% AS
Team Stephen	32%	38% AS*	34%	25%	- **	32% AS
Don't know	36%	15% *	36% AQ	51% AQ.AR.AU	- **	36% AQ