

This survey was conducted from October 31 - November 2, 2025 by Ipsos using its large-scale, nationwide, online research panel, KnowledgePanel.

Responses are reported for a weighted national sample of 1,013 adults 18 years and older living in all 50 U.S. states and the District of Columbia. The margin of sampling error for the full sample is +/- 3.2 percentage points, including the design effect. The survey includes 399 self-identified NBA fans, with a margin of sampling error of +/- 5.1 percentage points. Surveys are conducted in English.

METHODOLOGICAL DETAILS

This survey uses statistical weighting procedures to account for deviations in the survey sample from known population characteristics, which helps correct for differential survey participation and random variation in samples. The overall adult sample is weighted to recent Census data using a sample balancing procedure to match the demographic makeup of the population by region, gender, age, education, race, metropolitan status, and household income.

Research limitations can come from many potential sources and there may be unmeasured factors in this or any other public opinion poll.

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Contact poll@quinnipiac.edu for additional information or call 203-582-5201.