

The Harris Poll

THE HARRIS POLL 1993 #2

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CHICAGO BULLS MOST POPULAR AND DETROIT PISTONS LEAST FAVORITE PROFESSIONAL BASKETBALL TEAMS

by Humphrey Taylor

The Chicago Bulls are far and away the most popular NBA team, and their popularity among basketball teams greatly exceeds that of any baseball or football team. Fully 34 percent of those who follow professional basketball say the Bulls are their favorite team. They are followed by the Boston Celtics (12 percent), the Los Angeles Lakers (11 percent), the New York Knicks (6 percent) and the Detroit Pistons (5 percent). No other team is favored by more than 3 percent. These are results of a Harris Poll of 1,254 adults, including 443 NBA followers and 330 college basketball fans, surveyed between Dec. 4 and Dec. 8, 1992.

No team is picked as "least favorite" by more than the 11 percent who most dislike the Pistons. Ten percent most dislike the Lakers, while 8 percent pick the Bulls and the Celtics as their least favorite NBA teams.

When it comes to college basketball, Duke (10 percent) comes top of the popularity ratings, just ahead of Michigan (9 percent). Indiana (6 percent) and North Carolina (5 percent) come third and fourth. Support for college basketball teams is much more fragmented than support for professional teams.

Other data from this Harris survey show that the profiles of NBA and college basketball fans are similar but not identical. Those who follow both professional and college basketball tend to be younger rather than older, men rather than women, and support of both leagues is strongest among blacks and in the Midwest. One curious finding is that interest in college and NBA basketball tends to be higher among higher-income groups, although it is also high among the lowest income group (people with household incomes of less than \$7,500) in part because many of these people are young or black.

Interest in the NBA is much higher among blacks (56 percent) and Hispanics (41 percent) than among whites (33 percent). Interest in college basketball is slightly higher among blacks than among whites (33 percent versus 26 percent) but the difference is much less than for the NBA. Only 20 percent of Hispanics follow college basketball.

Overall, more people say they follow the NBA (35 percent) than college basketball (26 percent) and, while the profile of the two groups of fans is similar, the NBA shows that its fan base is broader. The NBA has marketed itself aggressively to a broader base of the public. The data from this latest Harris Poll suggest that they have been successful.

Humphrey Taylor is the President and CEO of Louis Harris and Associates, Inc.

TABLE 1

WHO FOLLOWS PROFESSIONAL AND COLLEGE BASKETBALL

"Do you follow professional basketball, or not?"

"Do you follow college basketball, or not?"

	Follow Professional <u>Basketball</u> %	College <u>Basketball</u> %
All Adults	35	26
<u>Sex</u>		
Men	47	37
Women	25	17
<u>Race/Ethnicity</u>		
White	33	26
Black	56	33
Hispanic	41	20
<u>Region</u>		
East	30	23
Midwest	41	32
South	34	28
West	37	20
<u>Age</u>		
18-24	49	37
25-29	40	26
30-39	35	26
40-49	33	25
50-65	34	24
65 and over	28	24
<u>Household Income</u>		
\$7,500 or less	43	35
\$7,501 to \$15,000	29	16
\$15,001 to \$25,000	25	17
\$25,001 to \$35,000	36	26
\$35,001 to \$50,000	43	33
\$50,001 and over	44	36

TABLE 2

FAVORITE COLLEGE BASKETBALL TEAM

Base: Follow college basketball

"Which is your favorite college basketball team?"

	<u>Total</u> %
Duke	10
Michigan	9
Indiana	6
North Carolina (UNC)	5
Kentucky	4
Ohio State	4
Georgetown	4
Notre Dame	3
UCLA	3
Kansas	3
Alabama	3
Iowa	3
Nevada-Las Vegas (UNLV)	3
Syracuse	2
North Carolina State	2
Seton Hall	2
Missouri	2

Favored by one percent:

Maryland	Alabama-Birmingham
Florida State	Oklahoma
Illinois	Louisville
Louisiana State	Washington
Georgia Tech	New Mexico State
Cincinnati	Washington State
Tennessee	St. John's
Penn State	Mississippi State
Iowa State	Virginia
DePaul	Pittsburgh
Texas	Arizona
Purdue	

Note: No other colleges were mentioned by more than 0.5 percent.

TABLE 3

**FAVORITE AND LEAST FAVORITE
PROFESSIONAL BASKETBALL TEAM**

Base: Follow professional basketball

"Which is your favorite professional NBA team?"

"And which is your least favorite professional NBA team?"

	<u>Favorite</u>	<u>Least</u> <u>Favorite</u>
	%	%
Chicago Bulls	34	8
Boston Celtics	12	8
Los Angeles Lakers	11	10
New York Knicks	6	3
Detroit Pistons	5	11
Milwaukee Bucks	3	*
Philadelphia 76ers	3	2
Orlando Magic	2	*
Cleveland Cavaliers	2	1
Portland Trail Blazers	2	1
Charlotte Hornets	2	1
Houston Rockets	2	1
Seattle Supersonics	2	1
Phoenix Suns	2	2
Golden State Warriors	1	*
San Antonio Spurs	1	1
Sacramento Kings	1	1
New Jersey Nets	1	2
Denver Nuggets	1	*
Los Angeles Clippers	1	3
Minnesota Timberwolves	1	2
Indiana Pacers	*	*
Utah Jazz	*	1
Atlanta Hawks	*	1
Dallas Mavericks	*	2
Miami Heat	*	2
Washington Bullets	*	2
Not sure/refused	7	

METHODOLOGY

This Harris Poll was conducted by telephone within the United States between Dec. 4 and Dec. 8, 1992, among a nationwide cross section of 1,254 adults. Figures for age, sex, race and education were weighted where necessary to bring them into line with their actual proportions in the population.

In theory with a sample of this size, one can say with 95 percent certainty that the results have a statistical precision of plus or minus 2.5 percentage points of what they would be if the entire adult population had been polled with complete accuracy. Unfortunately, there are several other possible sources of error in all polls or surveys that are probably more serious than theoretical calculations of sampling error. They include refusals to be interviewed (non-response), question wording and question order, interviewer bias, weighting by demographic control data and screening (e.g., for likely voters). It is difficult or impossible to quantify the errors that may result from these factors.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

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Contact Louis Harris and Associates, Inc., Information Services, 630 Fifth Avenue, New York, N.Y. 10111, (212) 698-9697, for complete demographic details for the questions in this release.

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