College Sports at a Crossroads

Knight Commission On Intercollegiate Athletics
A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION

ELON UNIVERSITY | Elon University Poll

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Contents

Foreword

In summer 2025, the Knight Commission on Intercollegiate Athletics and the Elon University Poll partnered on a project that paired a national public opinion survey with a survey of athletics leaders of NCAA Division I institutions. The surveys were conducted following the June 6, 2025, landmark legal settlement that has catalyzed the biggest change in the history of college sports.

The settlement, approved by Judge Claudia Wilken, consolidated three antitrust cases (*House*, *Hubbard*, and *Carter*) filed by college athletes against the NCAA and the five richest athletics conferences. The settlement is commonly referenced as the *House* settlement since the initial lawsuit was filed by Arizona State University athlete Grant House. In the new era of professionalization that is now unfolding, schools are permitted to share revenue with athletes, compensating them for the value of their names, images and likenesses.

The implications of these seismic changes in college sports are not yet fully clear as all stakeholders navigate the new landscape:

- Colleges and universities are making decisions about how to provide new resources for sports programs and how to allocate those funds to athletes.
- The NCAA and athletics conferences are trying to understand their new roles and implement policies and regulations that fit within the new legal framework.
- Athletes are trying to determine how much compensation they will receive from universities and third parties, whether they still have spots on their teams' rosters, and their rights and obligations.
- Athletics directors and coaches are developing new ways to operate programs, recruit and retain athletes and compete in this new environment.
- Fans and boosters are looking for the appropriate ways to support their teams and contribute to successful programs.
- Lawyers are challenging other NCAA rules through litigation.
- Political leaders are designing federal laws to create potential new national standards that could bring stability to the many unresolved issues that have emerged.
- The general public is trying to understand this new paradigm and make sense of the myriad changes taking place.

> ***"The era of incremental adjustment is over, replaced by an urgent need for fundamental realignment. Navigating the path forward will require difficult decisions about finances, governance and the core identity of college athletics."***
>
> – From the executive summary, NCAA Division I leaders survey

At the dawn of this new era in college sports, the Knight Commission on Intercollegiate Athletics and Elon University Poll are documenting reactions to the House settlement, gauging opinions about the changes taking place, and gaining insights into what lies ahead. We share the findings of this report to provide information to those who are working to build a new model for college athletics.

NCAA Division I leaders survey

In summer 2025, the Knight Commission on Intercollegiate Athletics partnered with faculty and staff of the Elon University Poll to develop a survey of key athletics leaders of NCAA Division I institutions.

The survey was conducted by the Elon University Poll via an online Qualtrics form that was available from July 29 to August 22, 2025. Invitations to participate in the survey were sent via email and U.S. Mail to respondents at 364 Division I institutions.

A total of 376 university presidents and chancellors, athletics directors, senior woman administrators and faculty athletics representatives responded to the survey, a 26% response rate that provides a statistically representative sample of these Division I leadership positions within a +/-4.4% margin of error.

Survey respondents:

Role	Number of respondents	Percent of total respondents
College and university presidents/CEOs	61	16%
Athletics directors	94	25%
Senior woman administrators	79	21%
Faculty athletics representatives	142	38%
Total	**376**	

The overall survey response rate was 26%, with 63% of respondents from public institutions and 37% from private institutions. The Division I competitive classifications were as follows:

Football Bowl Subdivision (FBS) Autonomy or Power 4 Conference (ACC, Big 10, Big 12, SEC) or Notre Dame - 51 respondents

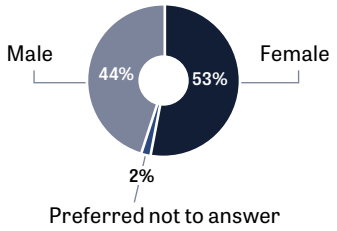
FBS "Group of Six" (American Conference, Conference USA, Mid-America Conference (MAC), Mountain West Conference (MW), Pac-12 Conference (Pac-12), Sun Belt Conference) and FBS Independents - 83 respondents

Football Championship Subdivision - 128 respondents

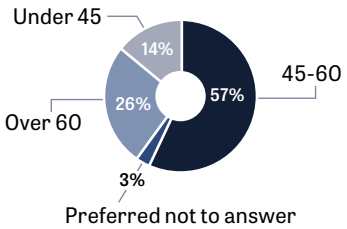
Division I basketball centric – no football - 114 respondents

Respondent demographics:

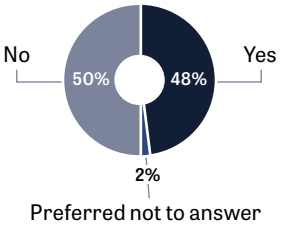
Gender:



Age:



Have competed in college athletics:



Key findings

Mission, finances and structure of college sports

Is Division I headed in a positive or negative direction?

- **62%** Negative
- **9%** Positive
- **28%** Unsure

What will be the impact of the *House* settlement on Division I sports as a whole?

- **76%** Negative
- **16%** Positive
- **8%** Neither positive nor negative

Importance of academics

- **98%** Important for athletes to be enrolled full-time and taking classes
- **99%** Important for athletes to graduate
- **95%** Important for teams to graduate at least half of athletes to be eligible for postseason competition

Concern about your athletics program's reliance on institutional funds and student fees

- **86%** of presidents/chancellors concerned
- **80%** of athletics directors concerned

Agree or disagree?: "The Division I structure continues to be viable as a single division within the NCAA."

- **62%** of all DI leaders disagree
- **69%** of presidents/chancellors disagree
- **55%** of athletics directors disagree

Ability of your institution to sustain its current competitive classification level

- **48%** of FBS leaders concerned
- **60%** of non-FBS leaders concerned

Creation of a new governing entity for Power 4 football teams separate from the NCAA

- **50%** of FBS leaders agree
- **57%** of non-FBS leaders agree

DI leaders support for this federal legislation:

- **86%** National standards to regulate athlete NIL compensation
- **78%** Laws to prevent college athletes from being classified as employees
- **77%** National rules that supersede conflicting state laws
- **69%** Limits on how much each institution can spend on specific sports or budget categories

Providing university compensation to athletes for playing their sport, separate from NIL payments*

(*Current rules don't permit this)

FSB Leaders:	**45%** support	**42%** oppose
Non-FSB Leaders:	**27%** support	**64%** oppose

FBS football having a single executive or commissioner to provide unified leadership for the sport, not just for its national championship (the CFP)

(Responses of only FBS leaders)

- **58%** support
- **26%** neither support nor oppose
- **16%** oppose

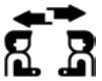
Key findings

Policies on athlete transfer, NIL compensation and seasons of competition

Impact of the transfer portal on Division I

86% Negative
8% Positive
7% Neither positive nor negative

Allowing athletes to transfer between schools as often as they choose with immediate eligibility to compete and no penalty



84% Oppose
11% Support
4% Neither support nor oppose

Enforcing strong penalties for tampering with athletes or providing recruiting inducements before the transfer portal opens

94% Support
3% Oppose

Important to limit athletes to four full seasons of eligibility

77% of all DI leaders agree
90% of presidents/chancellors agree
69% of athletics directors agree

Impact of (NIL) compensation for athletes on Division I

50% Negative
36% Positive
14% Neither positive nor negative

How should new institutional NIL and revenue-sharing payments be distributed?

Based on how much money an athlete's sport generates or an athlete's marketability

78% Athletics directors
58% FBS leaders
41% Non-FBS leaders

Included with institutional financial assistance and distributed equitably to female and male athletes

9% Athletics directors
26% FBS leaders
33% Non-FBS leaders

Key findings

Women's and collegiate Olympic sports

Collegiate Olympic sports are important to DI leaders

- **93%** Important for universities to offer sports other than those tied to generating revenues
- **92%** Collegiate Olympic sports are important to the success of Team USA
- **82%** Favor federal tax or fees on sports gambling operators to support collegiate Olympic sports programs
- **73%** Favor federal funds to support collegiate Olympic sports programs

Impact of the *House* settlement on the overall experience of Division I athletes in these sports:

Athletics directors responses:

FBS football	**75% positive**	15% negative
Men's basketball	**63% positive**	25% negative
Women's basketball	**50% positive**	33% negative
Non-FBS football	25% positive	**49% negative**
All other women's sports	7% positive	**72% negative**
All other men's sports	5% positive	**73% negative**

How have colleges and universities done in providing female athletes with equitable opportunities, financial assistance and treatment?

- **44%** Been about right
- **43%** Have not gone far enough
- **6%** Gone too far
- **8%** Unsure

Will female athletes be in a worse or better situation with NIL, revenue-sharing and greater scholarships?

- **55%** Worse
- **25%** Better
- **20%** About the same

Executive summary of findings

College Sports at a Crossroads

Majority of NCAA Division I campus leaders believe the House settlement terms will have a negative impact on college sports

An overwhelming majority of NCAA Division I campus leaders express negative views about the direction of college sports, indicating that new rules and trends will disproportionately harm collegiate women's and men's Olympic sports. Those leaders are also concerned about the growing reliance on student fees and other institutional funding, and they are strongly opposed to the current athlete transfer rules.

At the same time, these leaders strongly affirmed their unwavering commitment to the historic academic mission and standards of college sports.

These findings emerge from a national survey of Division I leaders conducted in early August 2025 by the Knight Commission on Intercollegiate Athletics and the Elon University Poll. A total of 376 university presidents and chancellors, athletics directors, senior woman administrators and faculty athletics representatives responded to the survey, a 26% response rate that provides a statistically representative sample of these Division I leadership positions within a +/-4.4% margin of error.

The survey captures leaders grappling with unprecedented change under terms of the *House v. NCAA* settlement that took effect July 1. The results reveal significant uncertainty and mixed views about the net impact of the new rules that allow greater athlete financial benefits to be provided by schools, setting the stage for a more professionalized model of college sports.

The outlook for the future of Division I

There is widespread agreement among leaders responding to this survey that the current framework of Division I is under severe strain. At the same time, nearly all campus athletics leaders hold strong views that basic academic standards for athletes and the achievement of graduation are important.

- A significant majority **(62%) of leaders believe Division I is headed in a negative direction.** This frank assessment is most pronounced among university presidents and chancellors (80%), reflecting a concern at the highest levels of institutional leadership about the stability of college sports.
- Leaders question the sustainability of the Division I structure, with **62% of all respondents expressing doubt that Division I remains viable as a single entity** within the NCAA. This sentiment from a majority of presidents (69%) and athletics directors (55%) may signal that the current alignment of Division I institutions is seen as increasingly unworkable.
- The changing landscape has created concern about the ability of institutions to maintain their competitive positions. More than half of all leaders **(56%) are concerned about whether their schools can sustain their classification levels** in Division I, a figure that rises to 60% among leaders at schools whose athletics programs do not include Football Bowl Subdivision (FBS) football.
- **Intense budgetary strain:** Division I leaders indicate overwhelming concern (79%), with 48% saying they are "extremely concerned," about their athletics programs' future reliance on institutional funds and student fees to balance their budgets. Expressing the greatest amount of concern were the leaders most responsible for finances – presidents (86%) and athletics directors (80%). The survey responses did not show significant difference between the views of FBS leaders (74%) and non-FBS leaders (82%) on this question, signaling a financial sustainability issue that is affecting schools at all Division I levels.
- **Mixed views on an even more professional sports model:** There is a substantial difference between the views of leaders at FBS and those at non-FBS schools on whether the current "pay for play" prohibition should change to "allow universities to provide compensation to Division I college athletes for playing their sport, separate from NIL payments."

Executive summary of findings

FBS leaders are split on that scenario, with 45% supporting and 42% opposing. The majority of non-FBS leaders oppose such a change with 64% opposed and only 27% supporting.

- **An unwavering commitment to the academic mission and standards:** In a clear statement of priorities, leaders overwhelmingly reaffirmed the importance of the educational component of college athletics. Their strong support for athletes being enrolled full-time (98%) and graduating (99%), and teams meeting academic standards for postseason competition (95%) serves as a crucial anchor, reinforcing that the academic mission remains central to the purpose of college athletics.

The college athlete experience: Impact of new athlete financial benefits, transfer rules and institutional budget decisions

Leaders were asked their views on changes impacting athletes, including policies that essentially allow college athletes to transfer between schools without restriction and maintain immediate eligibility at their new schools; NIL (name, image and likeness) compensation; and the *House* settlement, which allows schools to provide NIL compensation and other new payments directly to athletes.

A consensus for a more regulated transfer system: Leaders made their negative views clear about the current college athlete transfer rules and trends, and their impact.

- 86% of leaders say the transfer portal is having a negative effect on Division I college sports.
- 84% of leaders oppose current rules that allow athletes to transfer as often as they choose with immediate eligibility to play for their new schools.
- 94% support the NCAA, conferences, or institutions taking actions that can "enforce strong penalties for tampering with or providing recruiting inducements to current players before the transfer portal opens."

Impact of the *House* settlement on Division I college sports as a whole:

- **A disruptive financial and operational shift:** The vast majority of leaders (76%) believe the overall impact of the *House* settlement on Division I will be negative. That negative outlook includes 88% of college presidents and chancellors.

Impact of the *House* settlement on the overall college athlete experience:

- **FBS football athletes:** A majority (60%) believe the *House* settlement will have a positive impact on the experience of FBS football athletes, with athletics directors holding an even more optimistic view (75%).
- **Men's and women's basketball athletes:** Division I leaders hold mixed views about the impact of the *House* settlement terms on the overall experience of men's and women's basketball players. Nearly half (48%) see a positive impact for men's basketball athletes and 40% see a negative impact. Only 38% of Division I leaders see a positive impact on the overall experience for women's basketball athletes and 45% see a negative impact. Among the overall respondents, athletics directors have a different viewpoint, with the majority (63%) seeing a positive impact for men's basketball athletes and half (50%) seeing a positive impact for women's basketball athletes.
- **Collegiate Olympic sports athletes:** Leaders overwhelmingly foresee a negative impact on athletes in men's sports other than FBS football and basketball (80%) and women's sports other than women's basketball (78%). Even athletics directors who generally show a more optimistic viewpoint on many issues responded similarly to all other respondents, with nearly three-quarters saying that the *House* settlement terms will have a negative impact on the experience of athletes in collegiate Olympic sports.

Support for providing new resources to fund collegiate Olympic sports

One of the most striking findings is the consensus around Olympic sports. Nearly all respondents (93%) believe universities must continue offering Olympic sports such as gymnastics, swimming, track & field, and others not associated with generating revenue. Leaders also highlight the national interest, with 92% agreeing these programs are vital to Team USA's Olympic success.

Executive summary of findings

Strong support extends to new public financing mechanisms: Seventy-three percent (73%) favor federal funds to help finance collegiate Olympic sports and scholarships and 82% support using revenues from a federal tax on sports gambling operators to sustain them.

Support for new financial incentives from College Football Playoff (CFP) revenues: A majority of FBS leaders (57%) support creating a new allocation from a share of CFP revenues to provide new incentives for schools that develop U.S. Olympians and "offer broad-based sports opportunities."

In a separate question to athletics directors at institutions abiding by the *House* settlement, 86% said that "new or more financial incentives provided by the NCAA, conference, or other entities to reward an institution for its number of participants or number of sports" could help their institutions maintain their current number of NCAA varsity sports.

The threat to gender equity

The survey highlights gender equity as a critical area of concern, with leaders signaling a serious risk that progress could be undermined in the new Division I model.

- **More work on gender equity needed:** More than four in ten Division I leaders (43%) believe that institutions "have not gone far enough" in providing female college athletes with equitable opportunities, financial assistance and treatment compared to male athletes. While 44% believe institutions "have been about right," only 6% of leaders believe institutions "have gone too far."
- **A warning sign for the future of women's sports:** The majority of campus athletics leaders (55%) predict that Division I female athletes will be in a worse situation under the new rules that allow institutions to provide new athlete NIL and "revenue-share" payments as well as offer more scholarships. The concern that women's sports will be in a worse situation was even stronger among university presidents (64%).
- **A fundamental challenge in applying Title IX:** The deep division on how to allocate new revenue-sharing and NIL payments exposes one of the most complex legal and philosophical challenges ahead. Among all respondents, 47% say new types of institutional payments to athletes like NIL compensation and "revenue-share" should be **"based on how much money an athlete's sport generates or the athlete's marketability."** However, 31% say the new payments **"should be included in the total amount of institutional financial assistance (e.g., athletics scholarships) and distributed equitably to female and male athletes."** Nearly a quarter (22%) are unsure about how to allocate the new payments. As a subgroup, athletics directors hold different views on this question with more than three-quarters (78%) saying that these payments should be "based on how much money an athlete's sport generates or the athlete's marketability."

A search for stability and structure: Reimagining governance, seeking enforceable policies and federal guardrails

Division I leaders show support for new governance models, enforceable rules, and federal legislation to bring order and predictability to the system.

- **A call for uniform federal standards:** Division I leaders indicate overwhelming support for federal intervention that creates national standards for athlete NIL compensation and other operational rules, and prevents college athletes from being classified as employees.
  - 86% support a national standard to regulate athlete NIL compensation.
  - 78% support laws to prevent college athletes from being classified as employees.
  - 77% support national rules that supersede conflicting state laws.
  - 69% support limits on how much each institution can spend on specific sports or budget categories.
- **Openness to a new football governance model:** There is support (55% of all respondents)

Executive summary of findings

for creating a new, separate governing entity for Power 4 football. The idea finds backing from both FBS (50%) and non-FBS (57%) leaders, with support being highest among athletics directors with 66% holding this view. Additionally, 58% of FBS leaders favor having "a single executive or commissioner to provide unified leadership for the sport, not just for its national championship (the CFP)."

These responses suggest support for a more specialized governance structure for Power 4 or FBS football outside the traditional NCAA framework, particularly among athletics directors.

- **Openness to more regional scheduling**: Eighty-two percent (82%) of DI leaders support "loosening requirements for regular-season conference scheduling in sports other than basketball to allow greater flexibility for regional competitive alliances."

  In a separate question to athletics directors at institutions abiding by the House settlement, 91% said that "more regional competitions for sports to reduce travel costs" could help their institutions in being able to maintain their current number of NCAA varsity sports.

Financial pressures and difficult choices

Athletics directors at schools that are currently abiding by the *House* settlement terms shared their expectations and strategies:

- **Institutional athlete NIL and revenue-share payments**. Athletics directors responding to this survey provided insights into their strategies for new institutional athlete NIL compensation or revenue-sharing, with 47% expecting new athlete compensation at their school to be in a range from $500,000–$5 million, and another 20% expecting to increase compensation from $5 million up to the maximum allowed level of $20.5 million.
- **Increased pressure for institutional funding**. More than half (54%) of athletics directors indicate they are pursuing an increase in institutional funding to help cover the new costs.
- **Pursuing revenues and cutting expenses.** When given choices on how to meet new financial demands, athletics directors indicate they are considering multiple strategies: increased fundraising (97%) and media partnerships (92%), increasing ticket prices (82%), seeking a greater share of their institution's operating funds (54%), reducing some sports' operating budgets (46%), increasing student fees (31%) and dropping some varsity sports (20%).

Comparing these views with public opinion

This survey follows a national public opinion poll on college sports conducted by the Knight Commission and the Elon University Poll in July 2025. Across the board, there is greater uncertainty and divided opinions among the general public on college sports issues. However, there is wide agreement among the public and Division I campus leaders on the importance of maintaining academic standards and graduation for athletes and for requiring college coaches to earn a credential certifying their knowledge and training.

The general public and Division I leaders differ on some specific issues, with the public being more favorable to unlimited transfer options and NIL compensation for athletes. The general public is less supportive than Division I leaders of using federal funds or sports gambling taxes to support collegiate Olympic sports, and they are less likely to support national NCAA rules on college sports that would supersede individual state laws.

Conclusion: A clear call for action

This survey presents a clear picture of a defining moment in college sports. The era of incremental adjustment is over, replaced by an urgent need for fundamental realignment. Navigating the path forward will require difficult decisions about finances, governance, and the core identity of college athletics. The risks are substantial, and the solutions are not yet clear. The survey reveals a leadership group that overwhelmingly sees federal legislation and new funding mechanisms as part of the solutions.

8 Key Comparisons

Opinions of Division I leaders vs. the general public

Academic standards for college athletes

There is wide agreement among Division I leaders, the general public and those interested in college sports that athletes should be enrolled as full-time students, taking classes and graduate. All groups also agree that DI teams should be on track to graduate at least half their athletes to be eligible for postseason competition.

Athlete transfer policies

More than 80% of Division I leaders oppose allowing athletes to transfer between schools without restrictions or penalties. Only about 40% of the general public and those interested in college sports are opposed to the unlimited transfer rules.

Federal funding to support collegiate Olympic sports

Nearly three-quarters of Division I leaders support using federal funds to support collegiate Olympic sports programs. Only about half of the general public favor using federal funds for this purpose, but those interested in college sports express support similar to DI leaders.

Gambling fees to support collegiate Olympic sports

More than 80% of Division I leaders favor using a fee or tax on sports gambling to support collegiate Olympic sports. About two-thirds of those interested in college sports also support that idea, but only about half of the general public favor gambling taxes for this purpose.

Impact of NIL payments to athletes

Half of Division I leaders say that NIL payments to athletes have had a negative impact. The general public is more positive about the impact of NIL payments and nearly half of those interested in college sports say NIL payments have had a positive impact.

NCAA as primary regulator of college sports

Nearly 60% of Division I leaders say the NCAA should be primarily responsible for regulating Division I sports. That compares with only about 35% of the general public and about 50% of those interested in college sports.

NCAA rules on college sports that supersede individual state laws

More than three-quarters of Division I leaders, favor national rules by the NCAA that supersede conflicting state laws. Only about a third of the general public, and about half of those interested in college sports favor NCAA national rules that would take precedence over state laws.

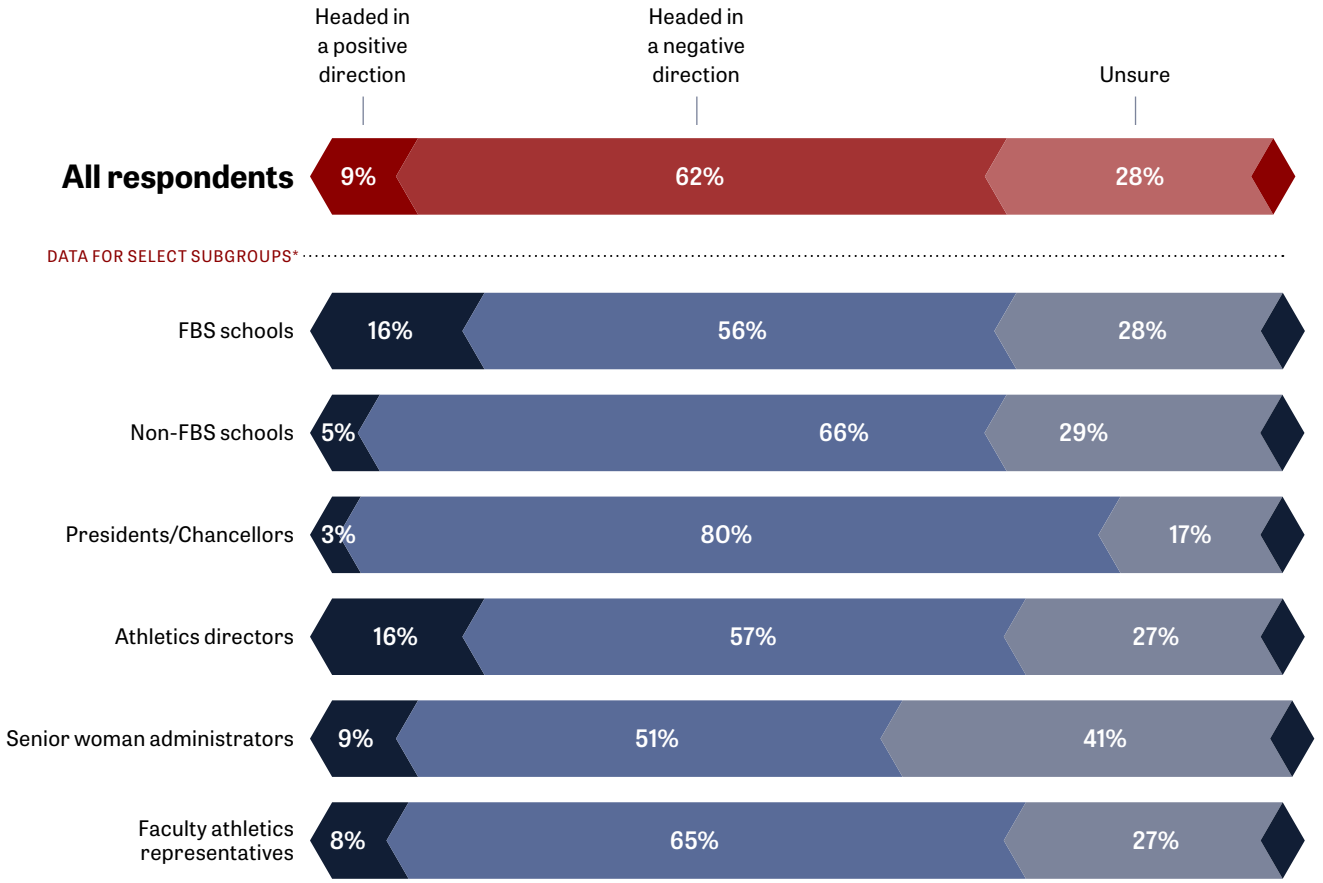
Requiring college sports coaches to earn a credential

There is wide agreement among Division I leaders, the general public and those interested in college sports that college coaches should have a credential certifying their knowledge and training. Support for a coaching credential among all groups is in the 70%-80% range.

Detailed findings

House settlement reactions and the future of Division I

In general, is NCAA Division I headed in a positive direction or a negative direction?

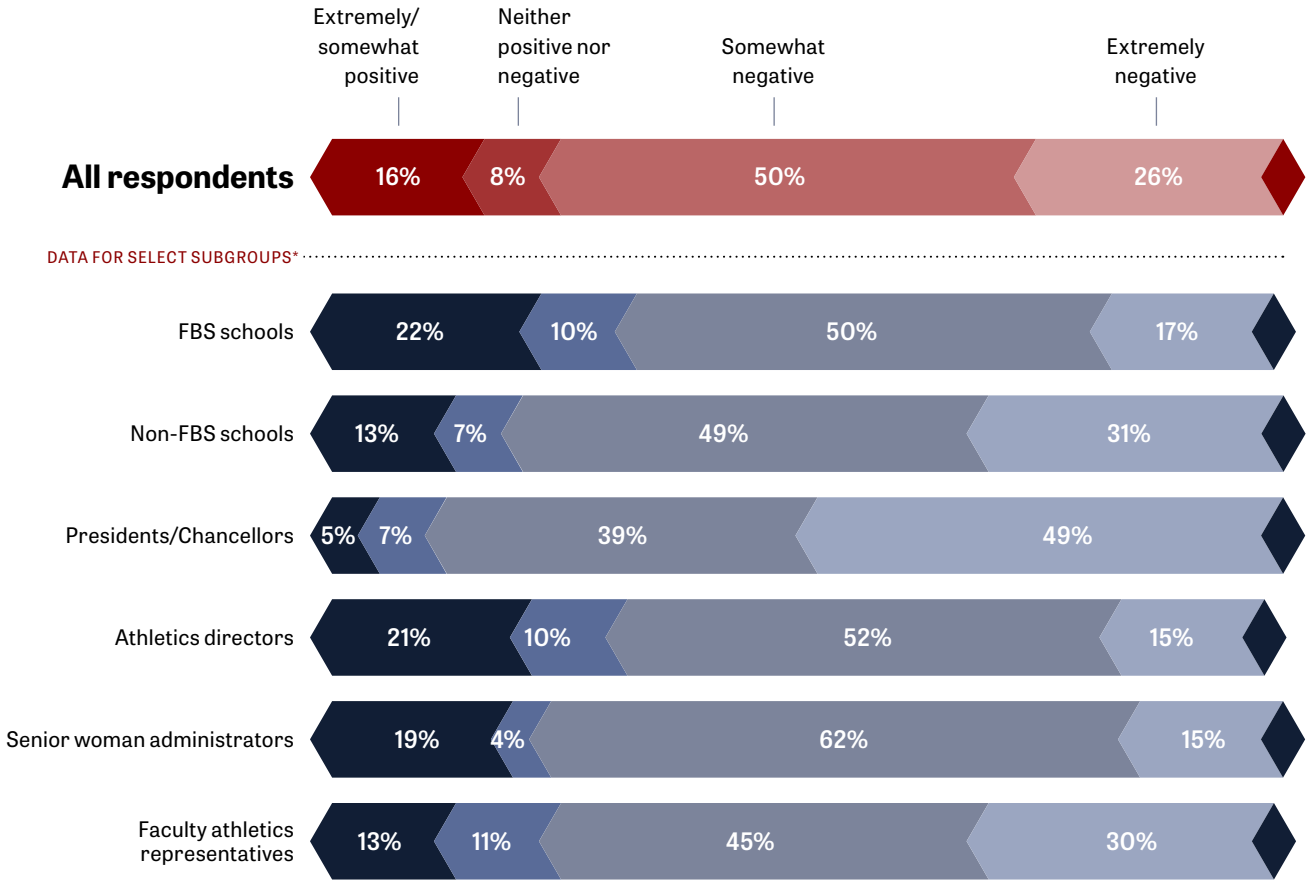


* See methodology for subgroup sizes

Detailed findings

House settlement reactions and the future of Division I

What do you think the impact of the *House* settlement will be on Division I college sports as a whole?

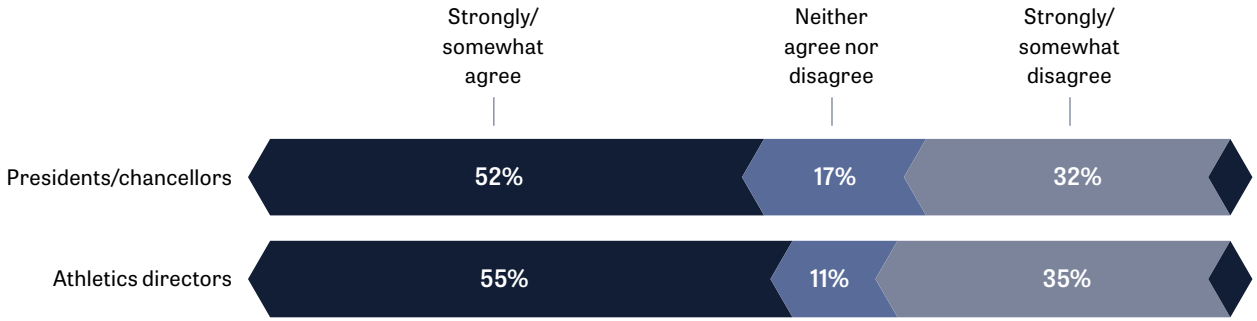


* See methodology for subgroup sizes

Detailed findings

House settlement reactions and the future of Division I

Do you agree or disagree that your institution's oversight board (e.g. Board of Trustees, Board of Regents) is adequately knowledgeable about the *House* settlement terms and its potential impact on **your institution**?

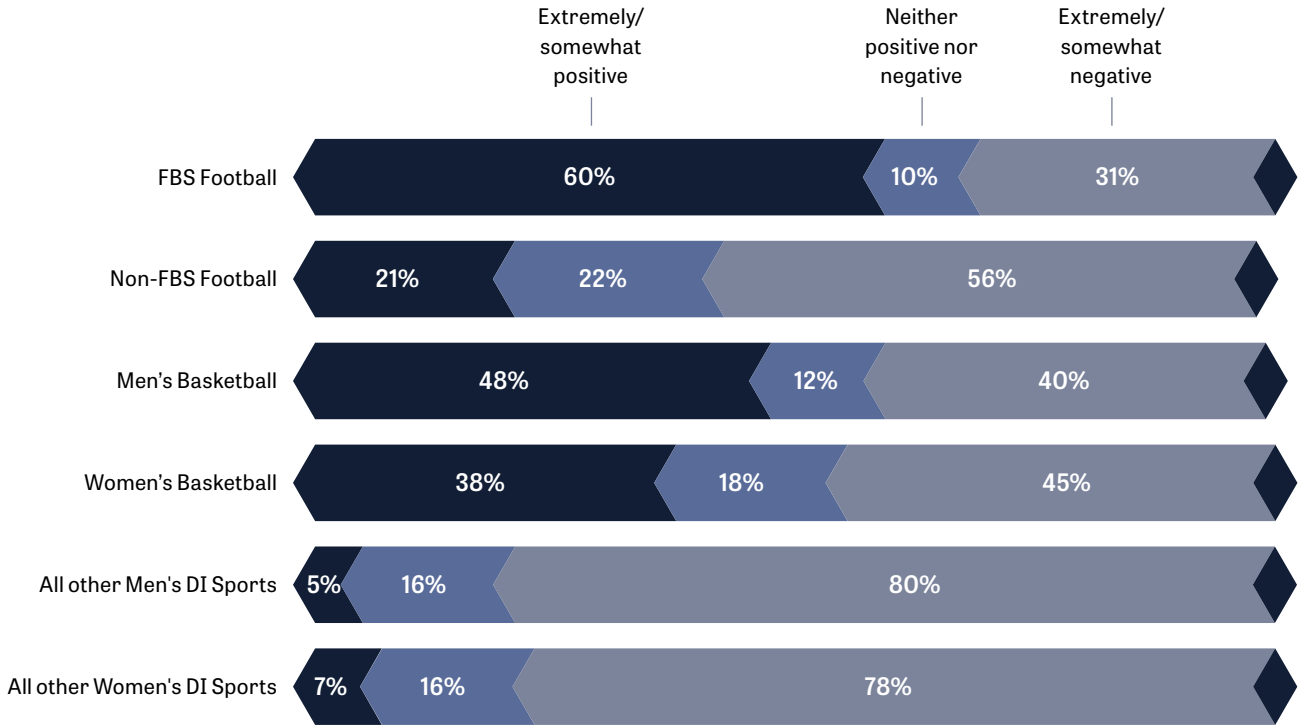


* See methodology for subgroup sizes

Detailed findings

House settlement reactions and the future of Division I

What impact do you believe the *House* settlement will have on the overall experience of Division I college athletes in each of the following sports?

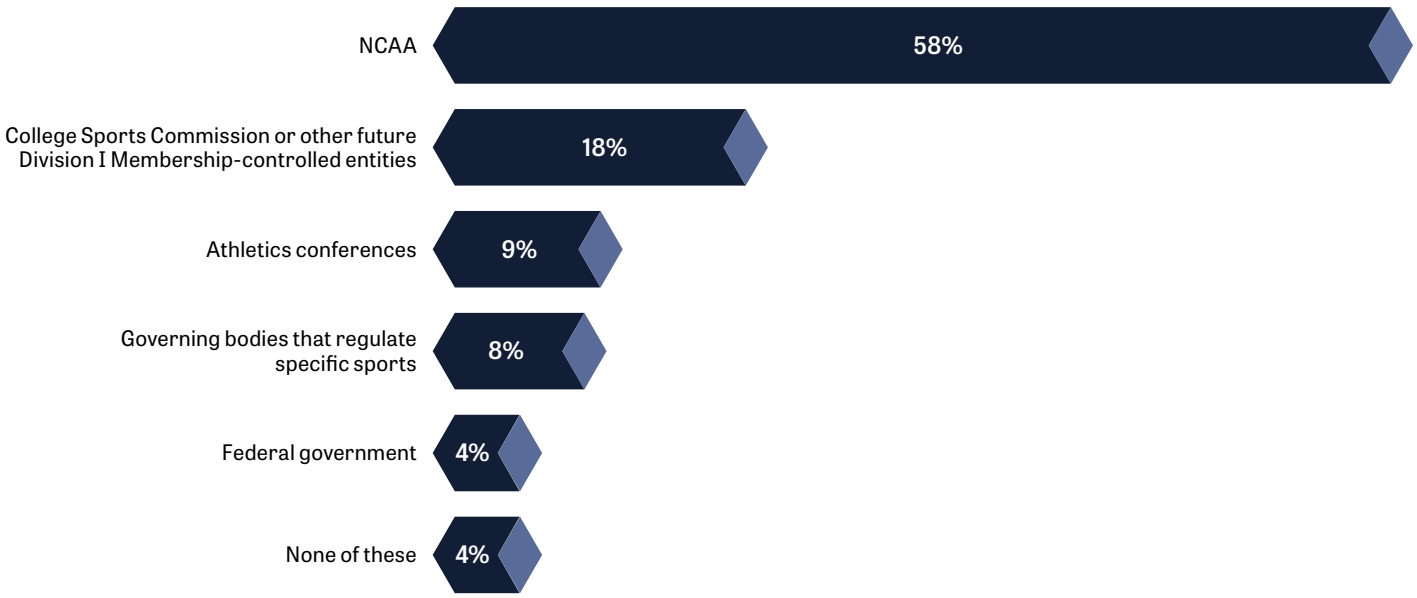


* See methodology for subgroup sizes

Detailed findings

College sports governance and structure

Who should be **primarily** responsible for regulating Division I college sports?

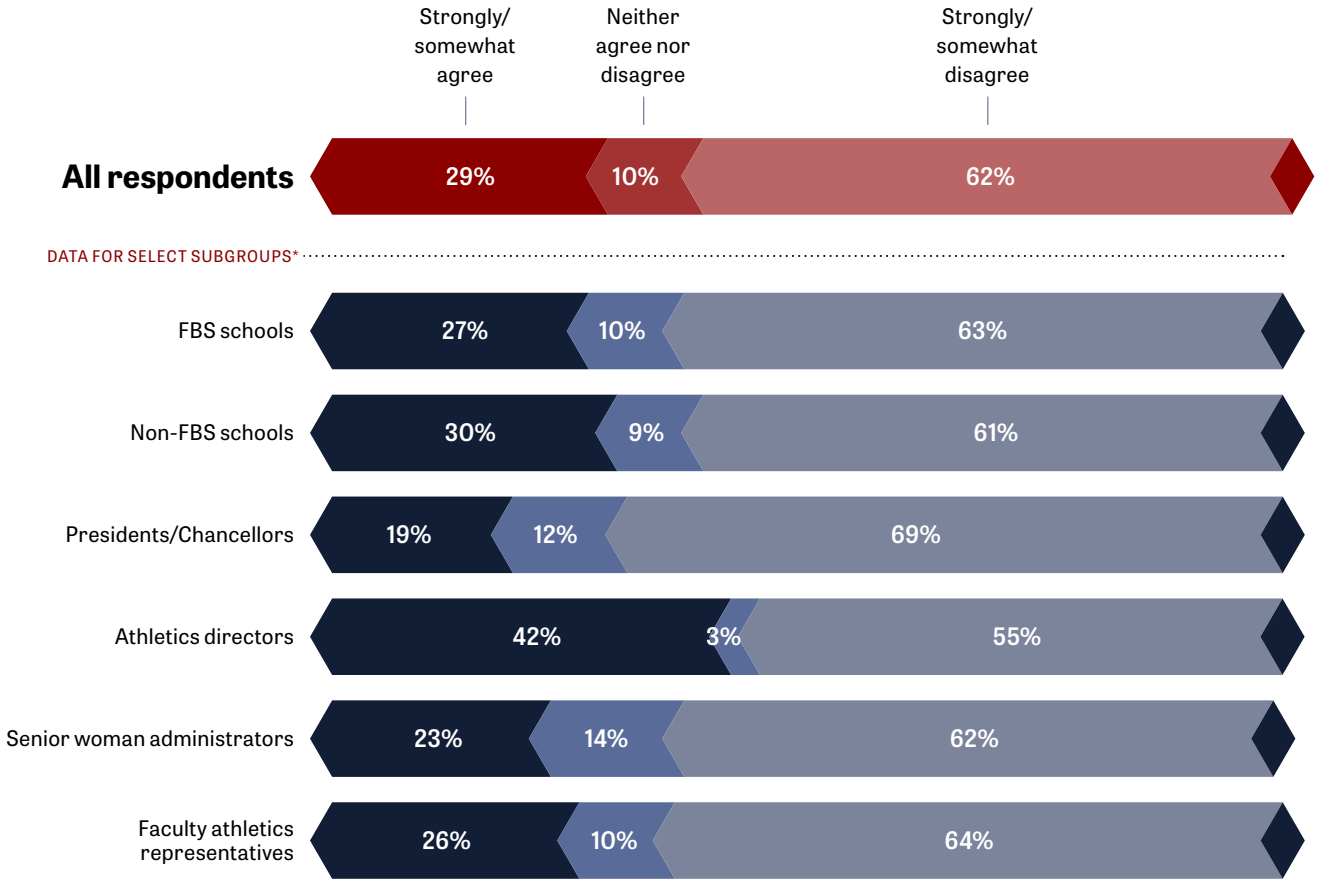


* See methodology for subgroup sizes

Detailed findings

College sports governance and structure

Please indicate your level of agreement with this statement: "The Division I structure continues to be viable as a single Division within the NCAA."

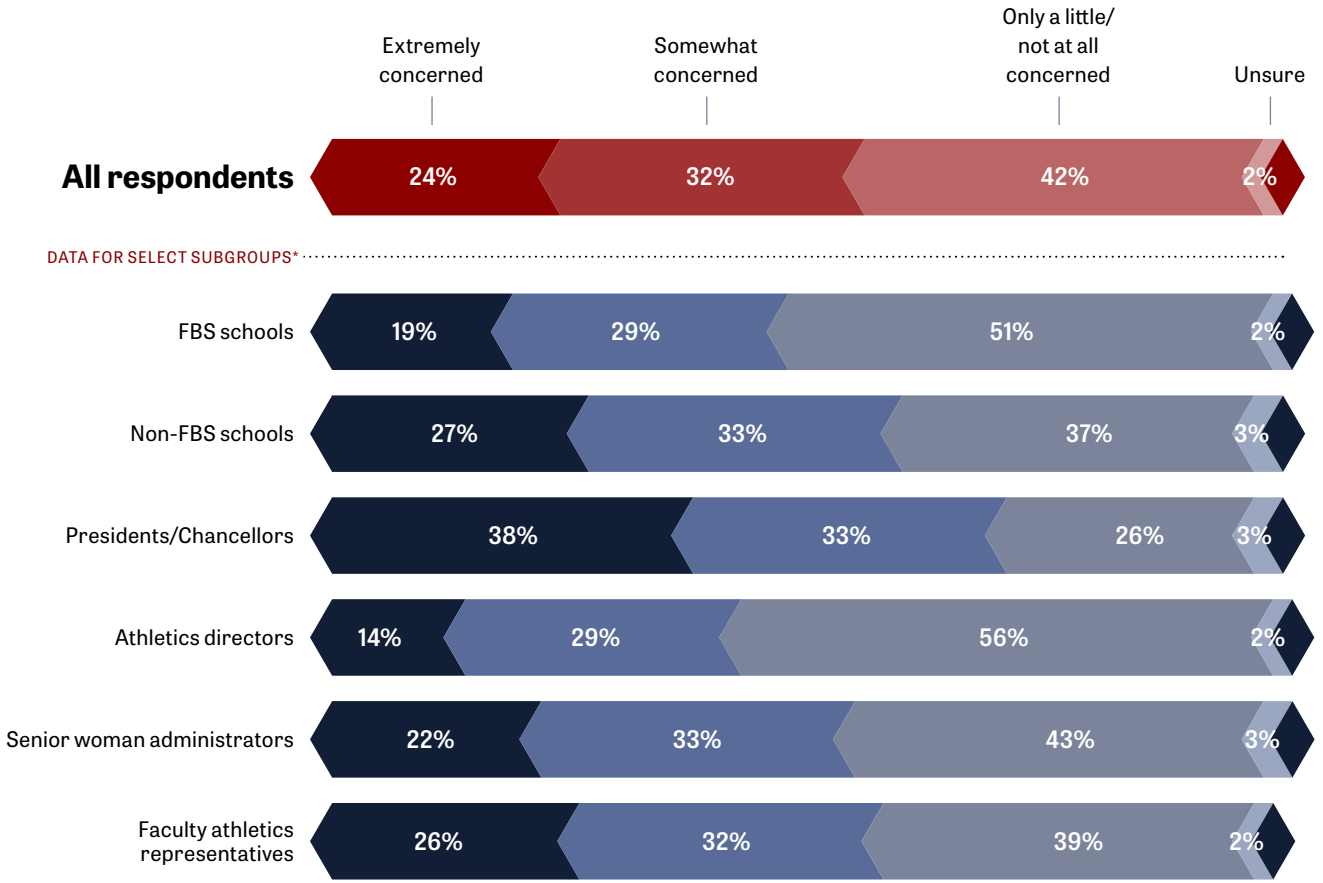


* See methodology for subgroup sizes

Detailed findings

College sports governance and structure

How concerned are you that your institution will not be able to sustain its current competitive classification level (e.g., Autonomy/Power 4, FBS-G6, FCS, DI-no football/basketball-centric)?

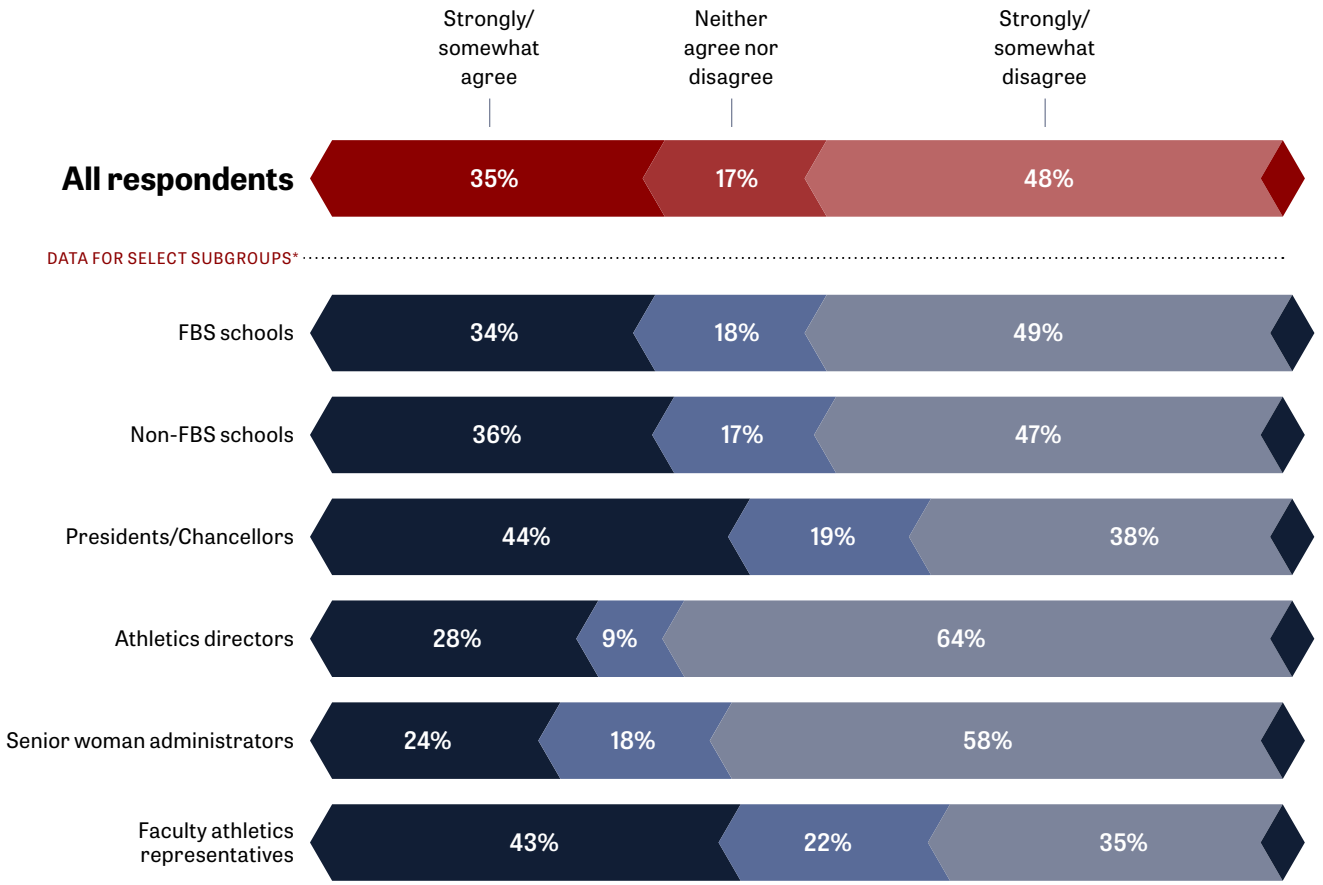


* See methodology for subgroup sizes

Detailed findings

College sports governance and structure

Please indicate your level of agreement with this statement: "Division I should have two different national championship levels for certain sports, similar to the championship structure for Division I football."

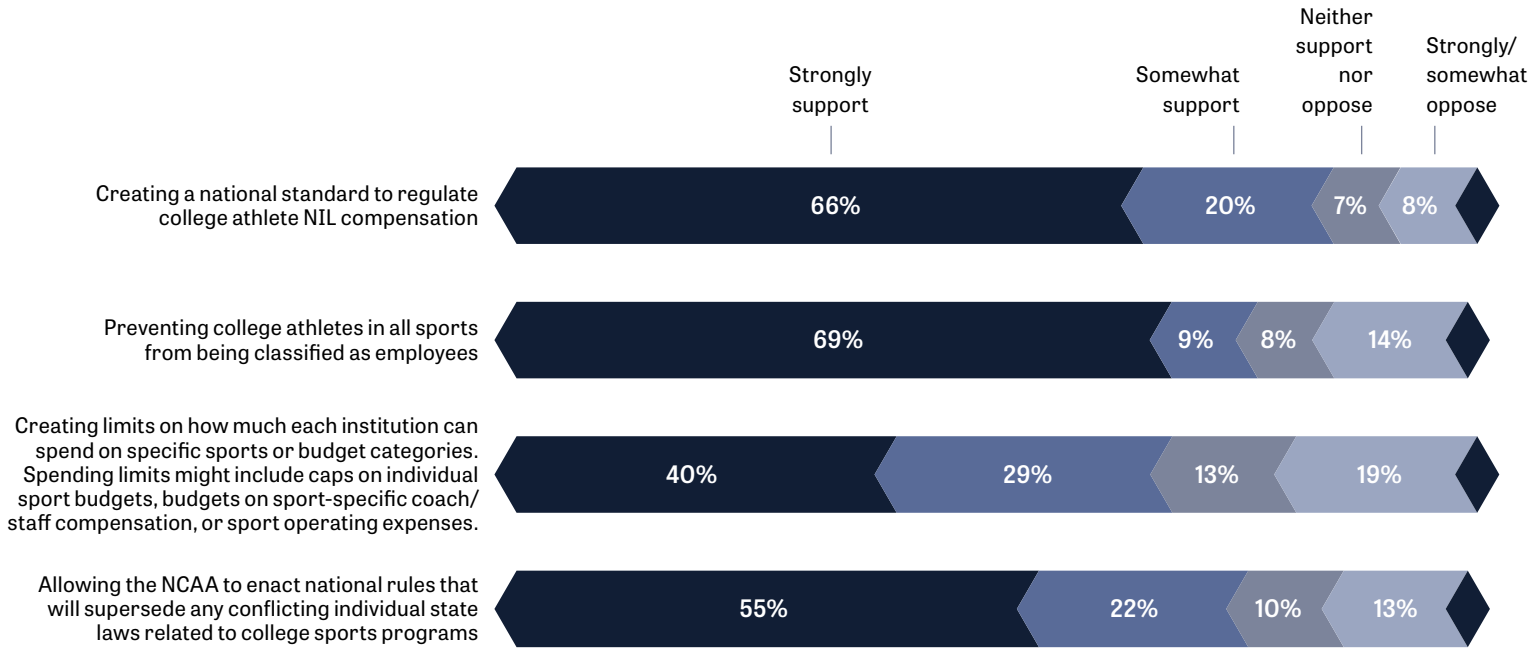


* See methodology for subgroup sizes

Detailed findings

College sports governance and structure

Below is a list of potential actions for **federal legislation** for Division I college sports. Please indicate whether you support or oppose such legislation:

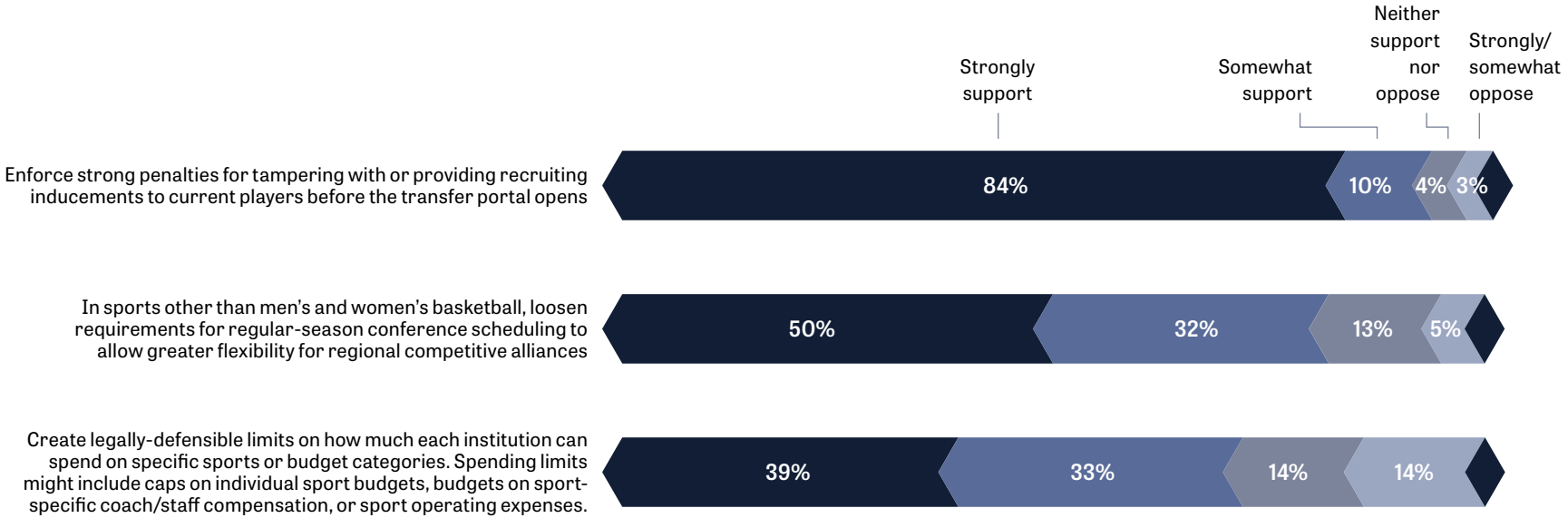


* See methodology for subgroup sizes

Detailed findings

College sports governance and structure

Below is a list of potential actions that could be taken by NCAA, conferences, or institutions **without federal legislation**. For each, please indicate whether you support or oppose such action.

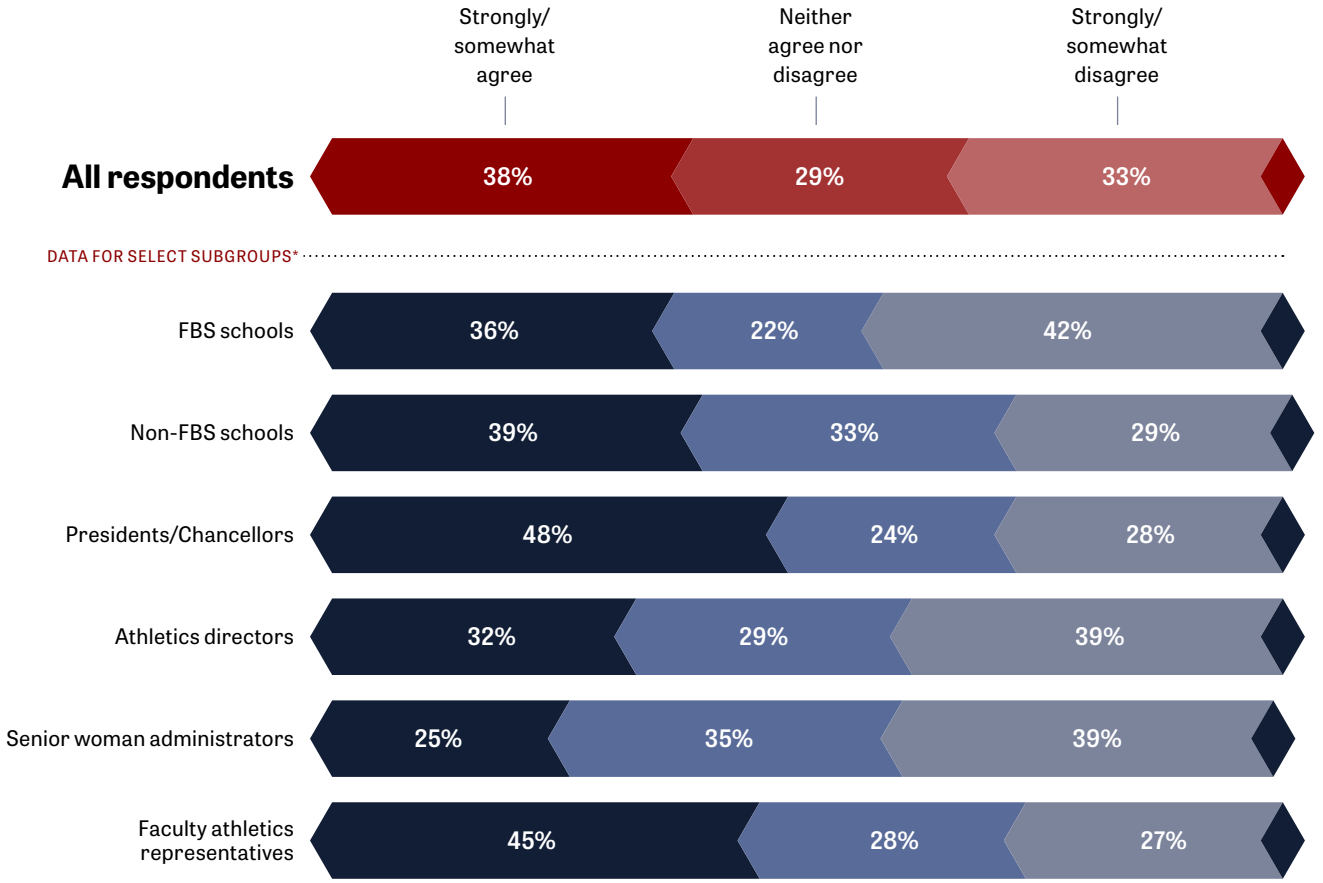


* See methodology for subgroup sizes

Detailed findings

College sports governance and structure

Do you agree or disagree that the NCAA Division I governing board(s) should include independent directors, individuals who must not be employed by (or serve on a governing board for) a member institution, conference, or a media partner of any conference or institution?

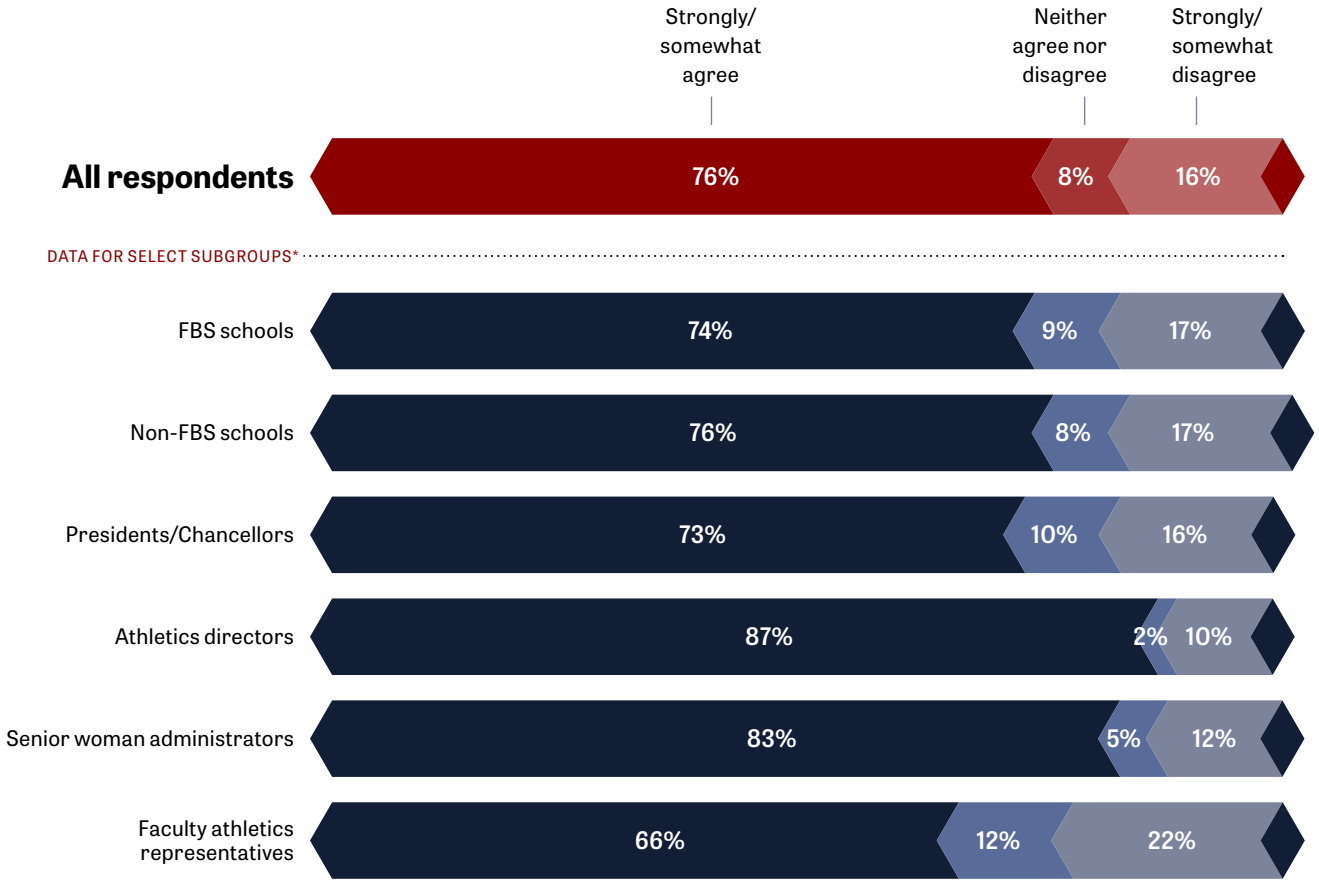


* See methodology for subgroup sizes

Detailed findings

College sports governance and structure

Please indicate your level of agreement with this statement: "Keeping all current Division I schools in the same men's and women's basketball national championship tournaments (i.e., March Madness) is essential."

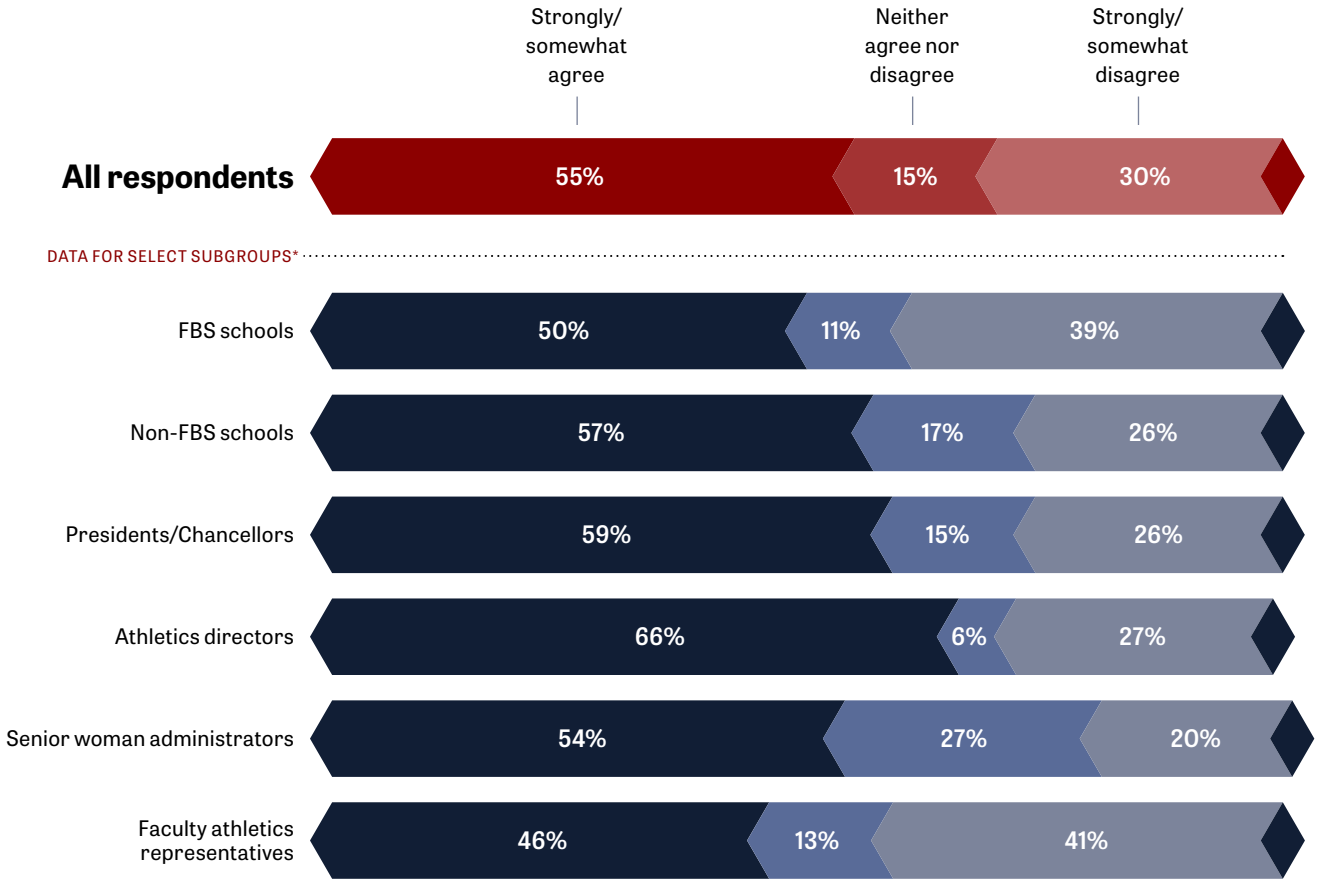


* See methodology for subgroup sizes

Detailed findings

College sports governance and structure

Please indicate your level of agreement with this statement: "A new governing entity should be created for **Power 4 football teams** that would operate separately from the NCAA."

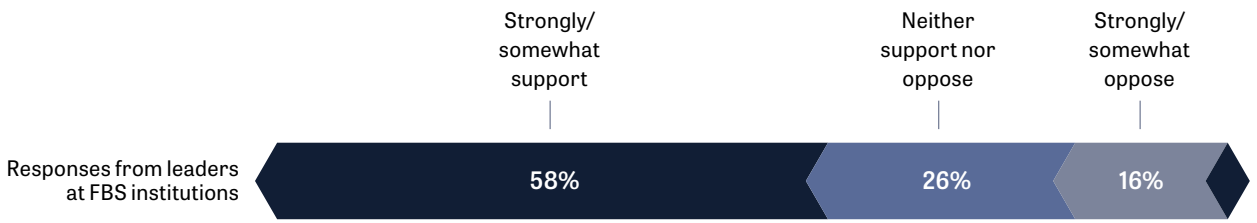


* See methodology for subgroup sizes

Detailed findings

College sports governance and structure

Do you oppose or support FBS football having a single executive or commissioner to provide unified leadership for the sport, not just for its national championship (the CFP)?

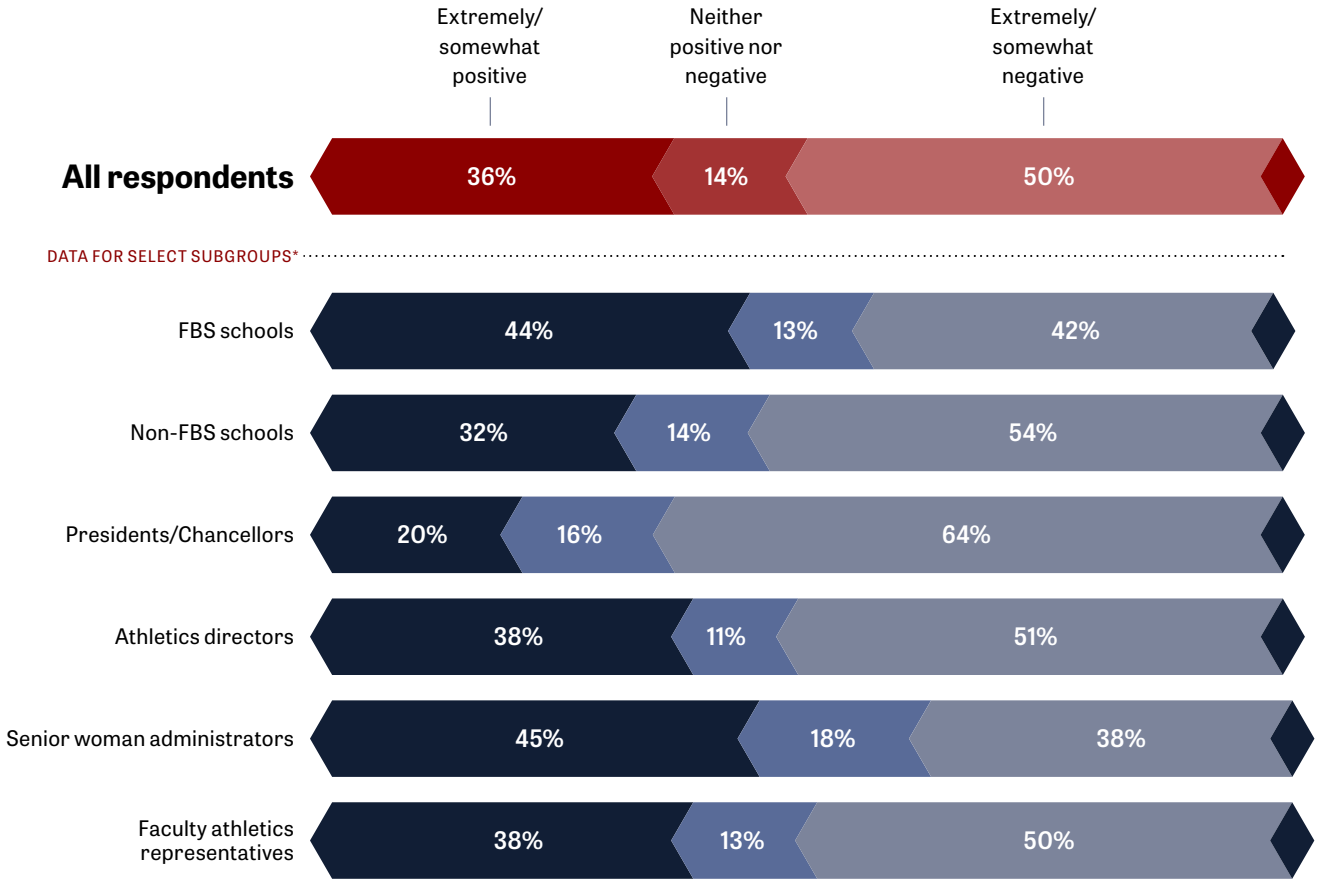


* See methodology for subgroup sizes

Detailed findings

Finances and operations of college athletics

How would you describe the impact of name, image, and likeness (NIL) compensation for athletes on Division I college sports?

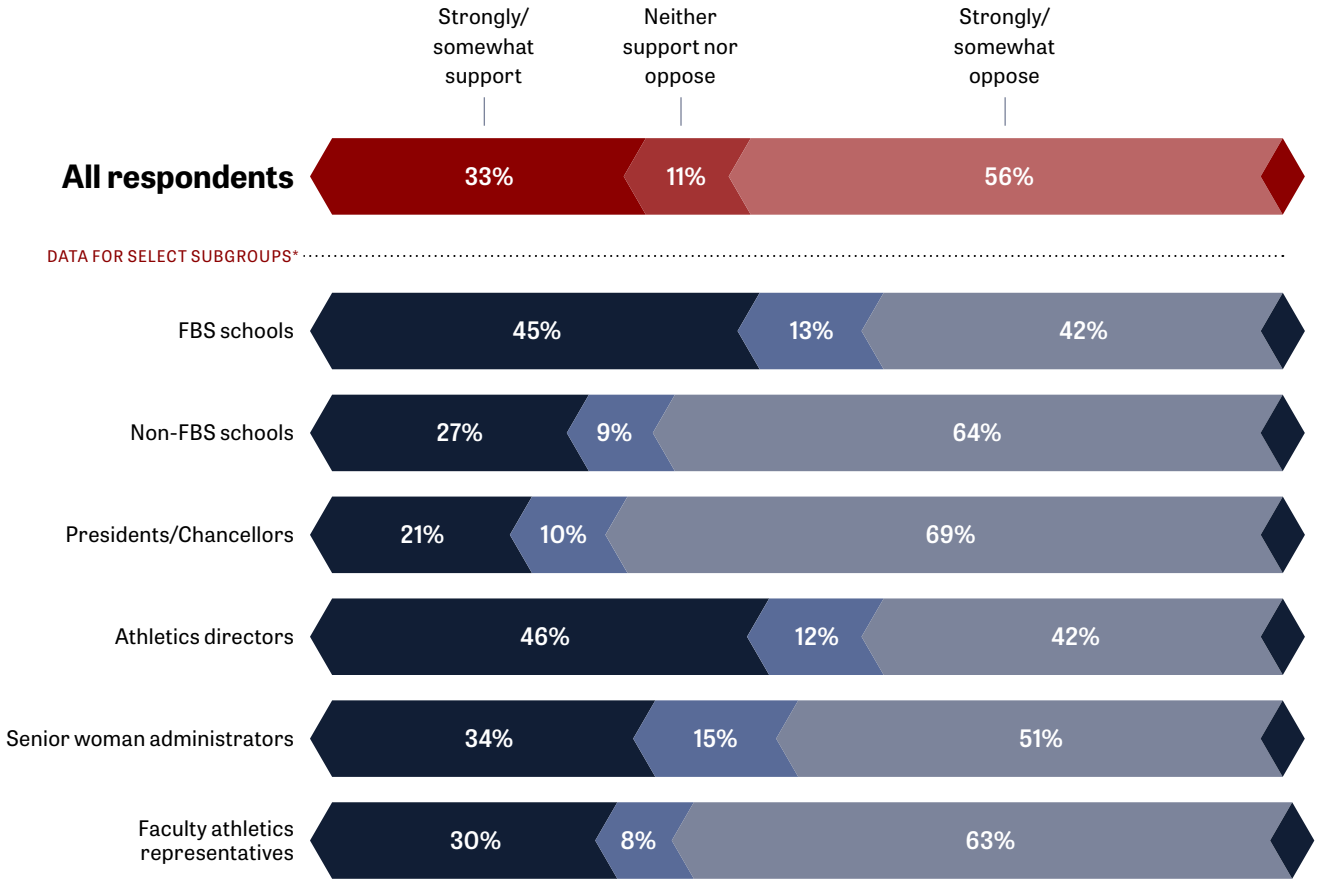


* See methodology for subgroup sizes

Detailed findings

Finances and operations of college athletics

Do you support or oppose allowing universities to provide compensation to Division I college athletes for playing their sport, separate from NIL payments?

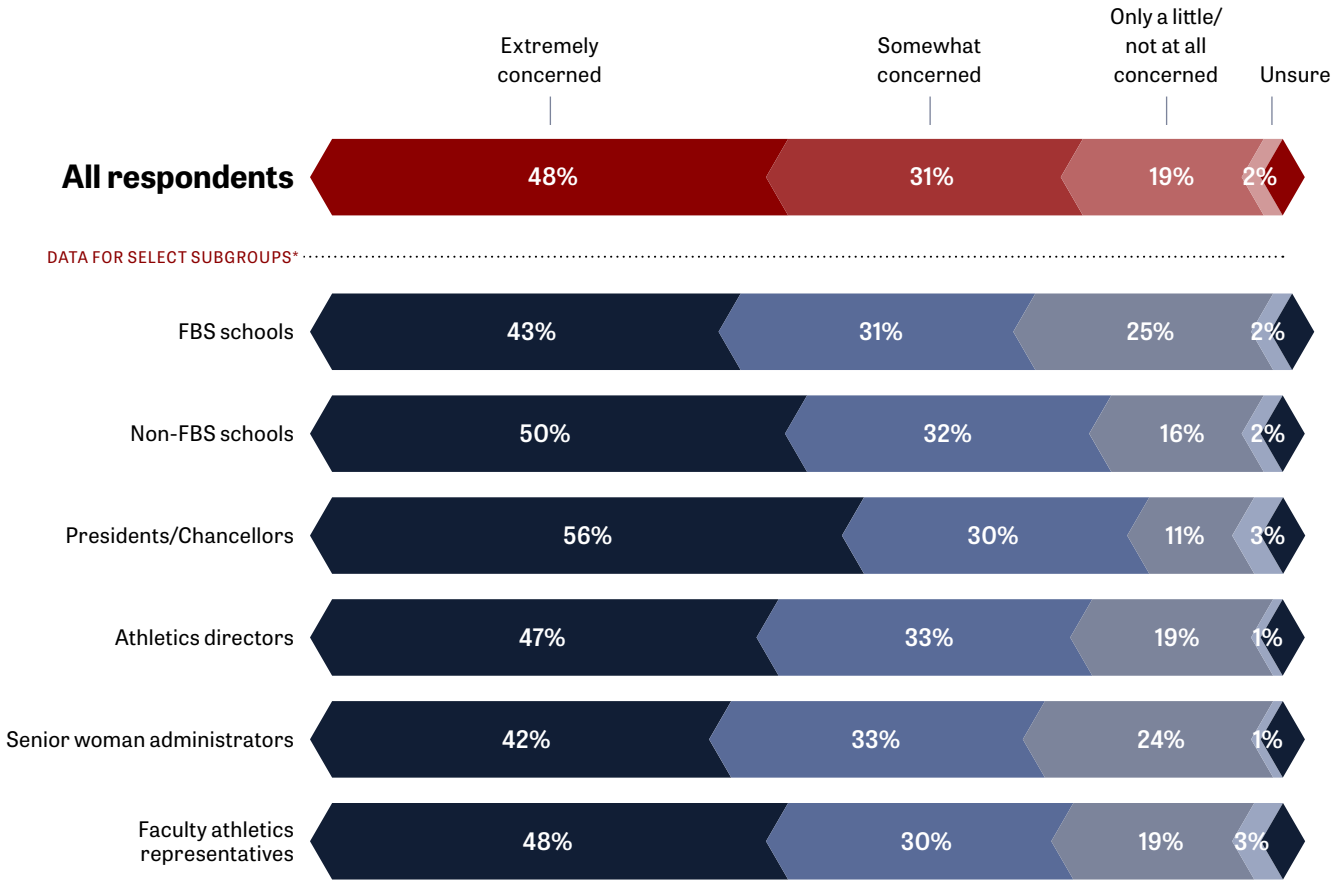


* See methodology for subgroup sizes

Detailed findings

Finances and operations of college athletics

How concerned are you about your athletics program's current or future level of reliance on institutional funding and student fees to balance its budget?



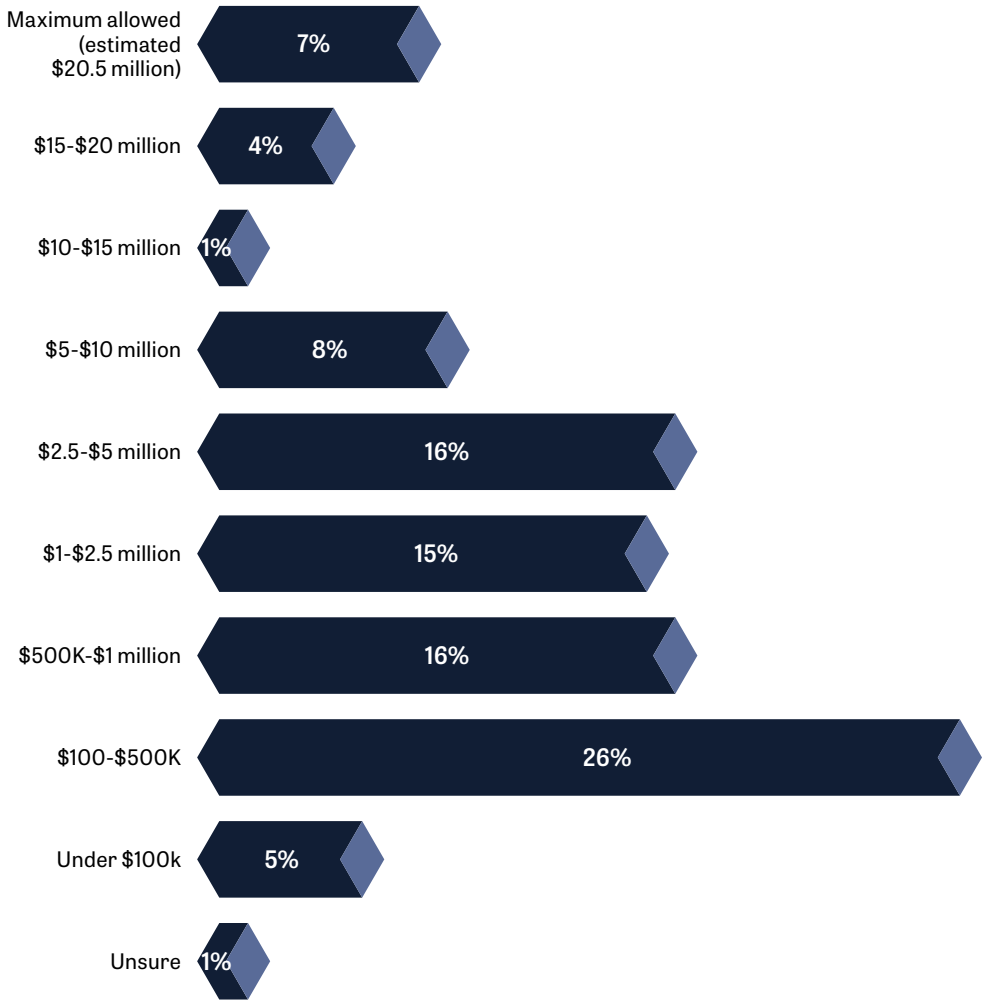
* See methodology for subgroup sizes

Detailed findings

Finances and operations of college athletics

Please select the budget range for new athlete payments and new scholarships that you anticipate your institution will make this year towards the new institutional athlete benefits cap.

Responses from athletics directors at *House* settlement conference schools or schools that opted into the *House* settlement



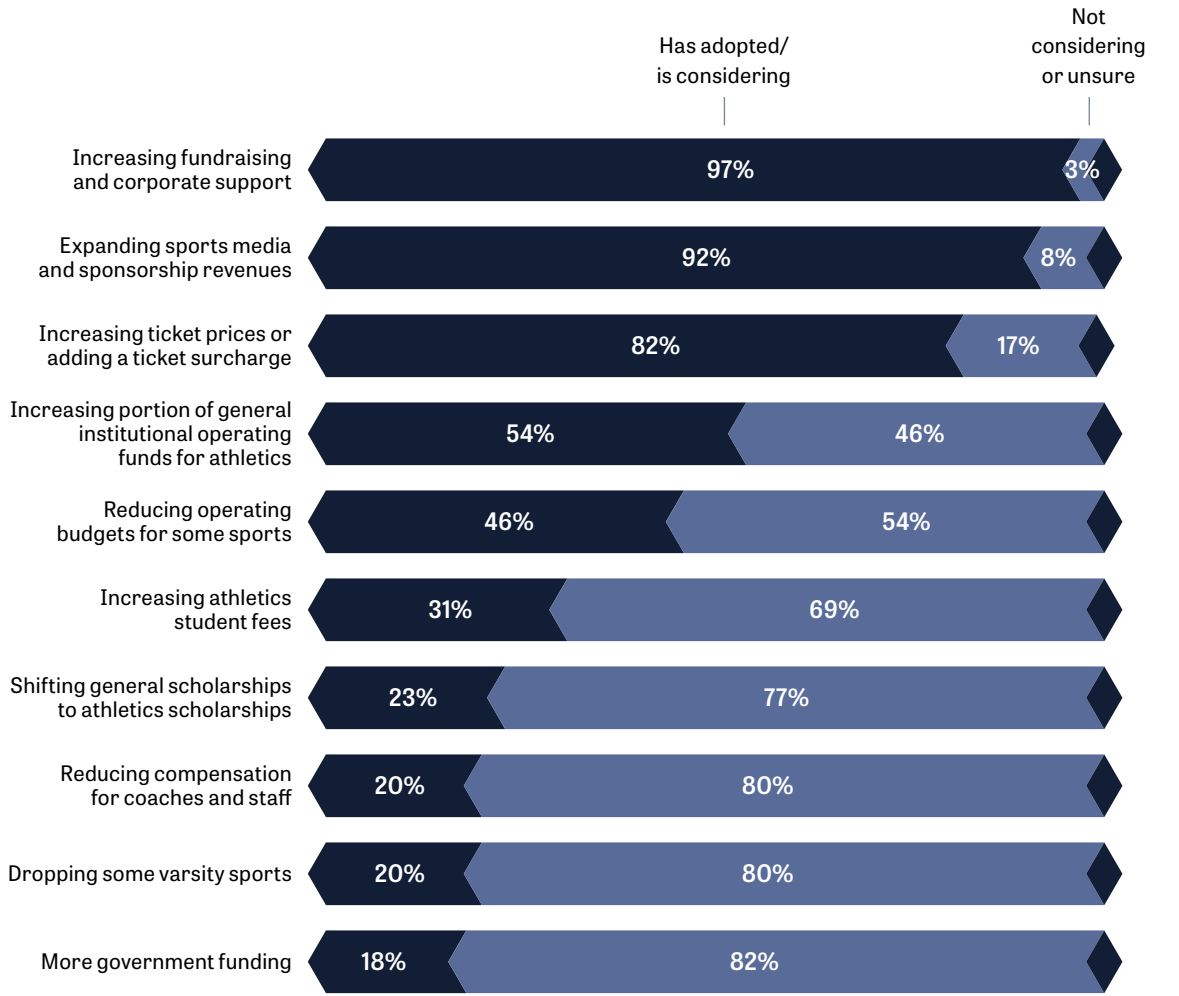
* See methodology for subgroup sizes

Detailed findings

Finances and operations of college athletics

Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated and athletics scholarship limits to be increased. Please indicate whether your campus has adopted, is considering, or is not considering each of the following strategies to cover these new costs.

Responses from athletics directors at *House* settlement conference schools or schools that opted into the *House* settlement



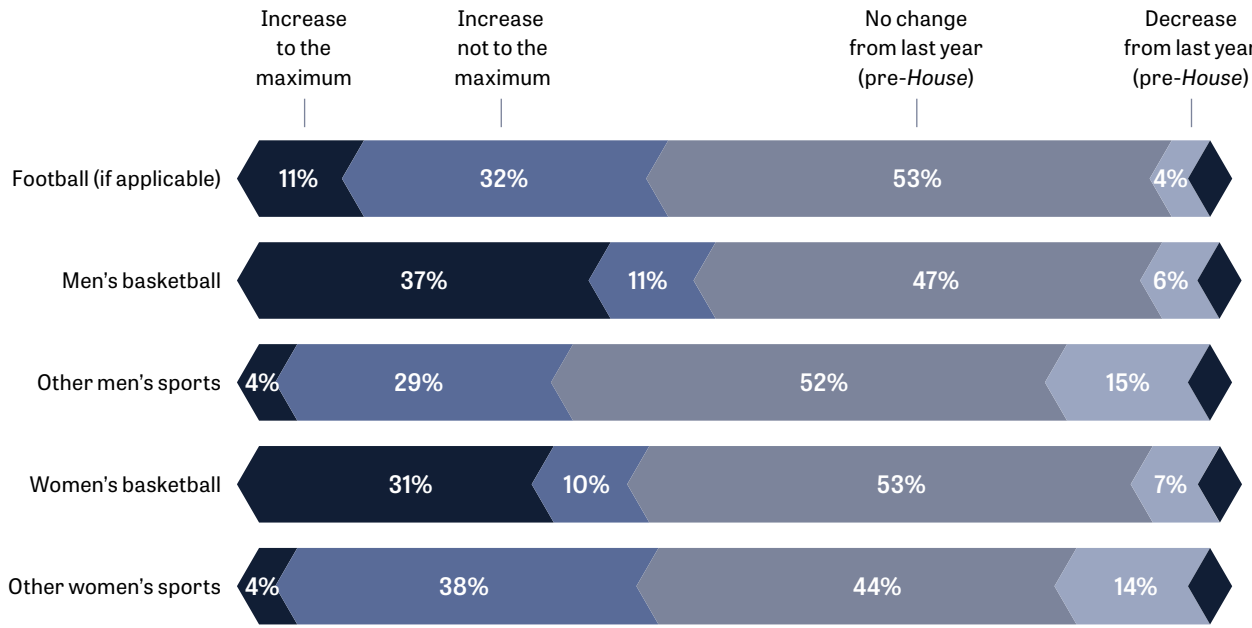
* See methodology for subgroup sizes

Detailed findings

Finances and operations of college athletics

What do you anticipate will happen to the number of athletics scholarships offered in the following sports at your institution within the next five years?

Responses from athletics directors at *House* settlement conference schools or schools that opted into the *House* settlement

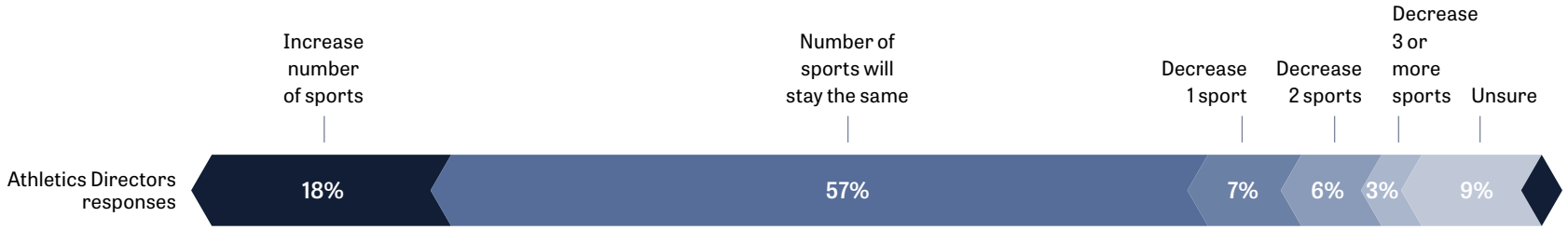


* See methodology for subgroup sizes

Detailed findings

Finances and operations of college athletics

What do you believe will happen to the number of varsity sports offered at your institution within the next five years?



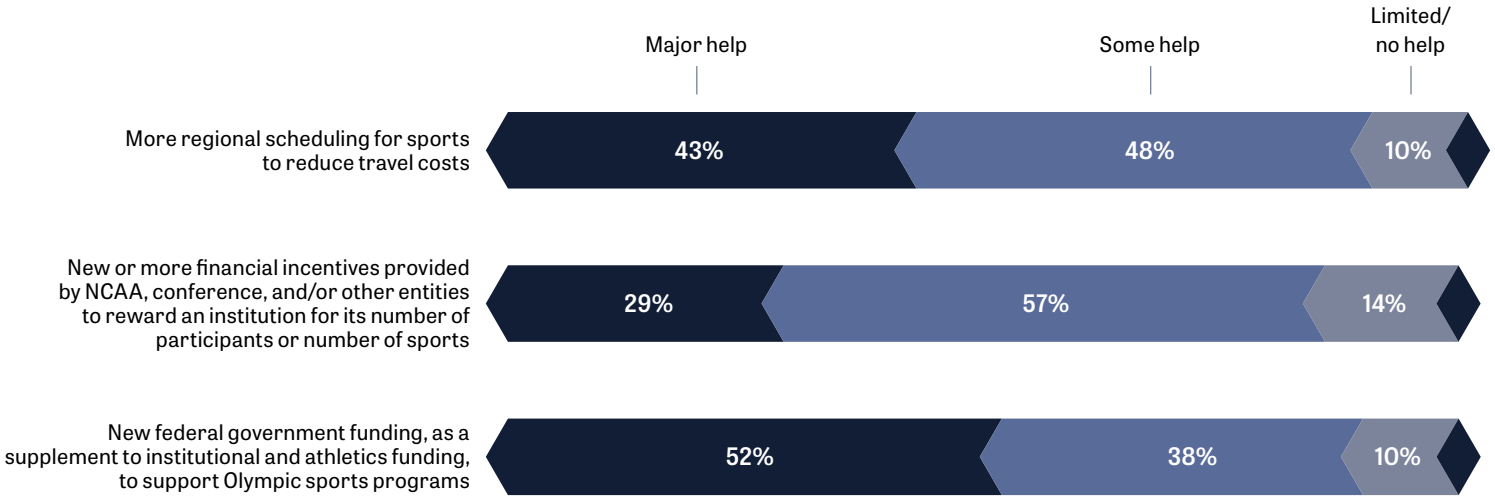
* See methodology for subgroup sizes

Detailed findings

Finances and operations of college athletics

Below are measures that might help an institution maintain its total number of varsity sports. For each, please indicate how much help these measures would provide.

Responses from athletics directors at schools that may consider reducing the number of varsity sports

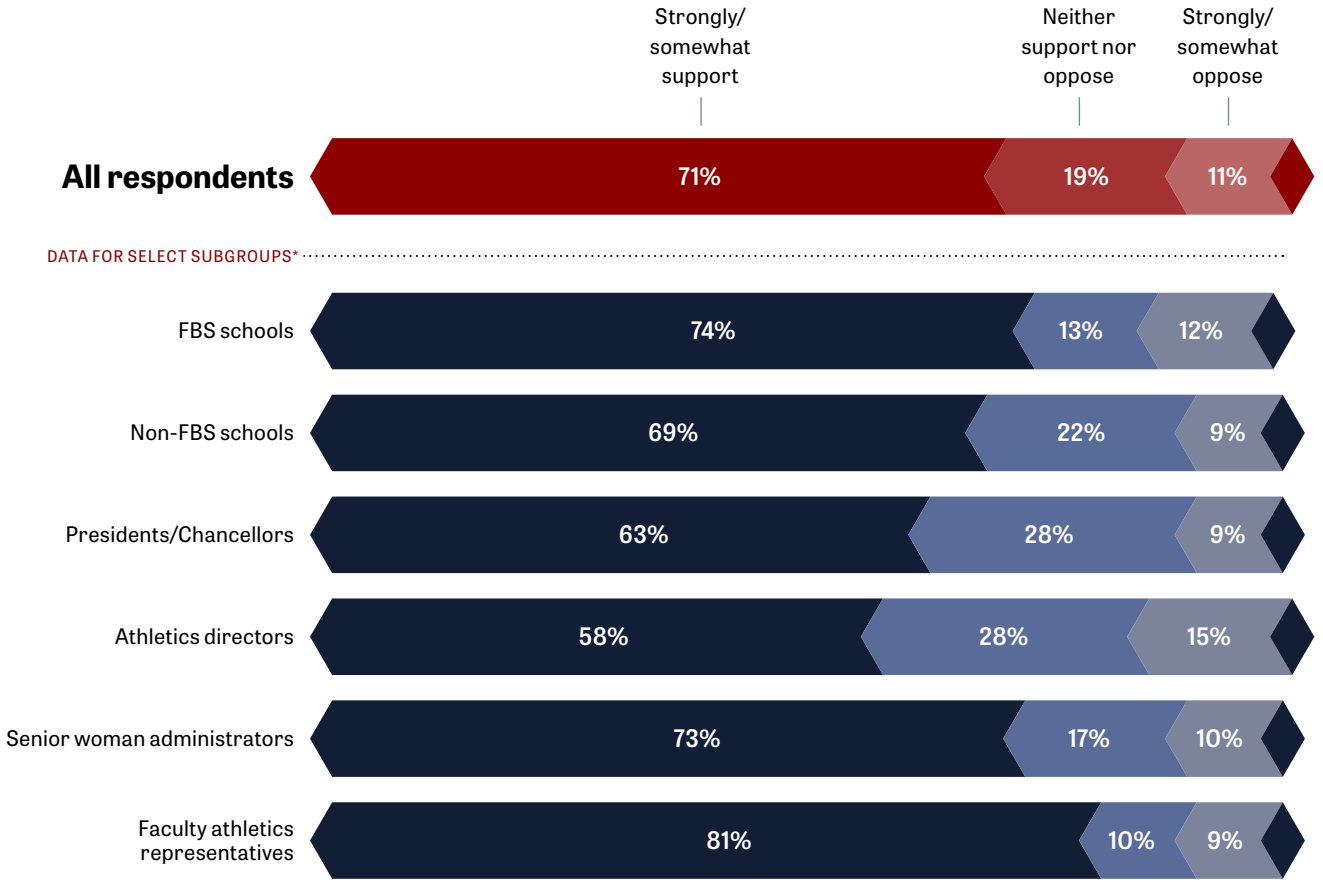


* See methodology for subgroup sizes

Detailed findings

Finances and operations of college athletics

Do you support or oppose requiring college sports coaches to earn a "coach credential" certifying their knowledge and training in areas to support athlete development, mental health, physical health, and safety?

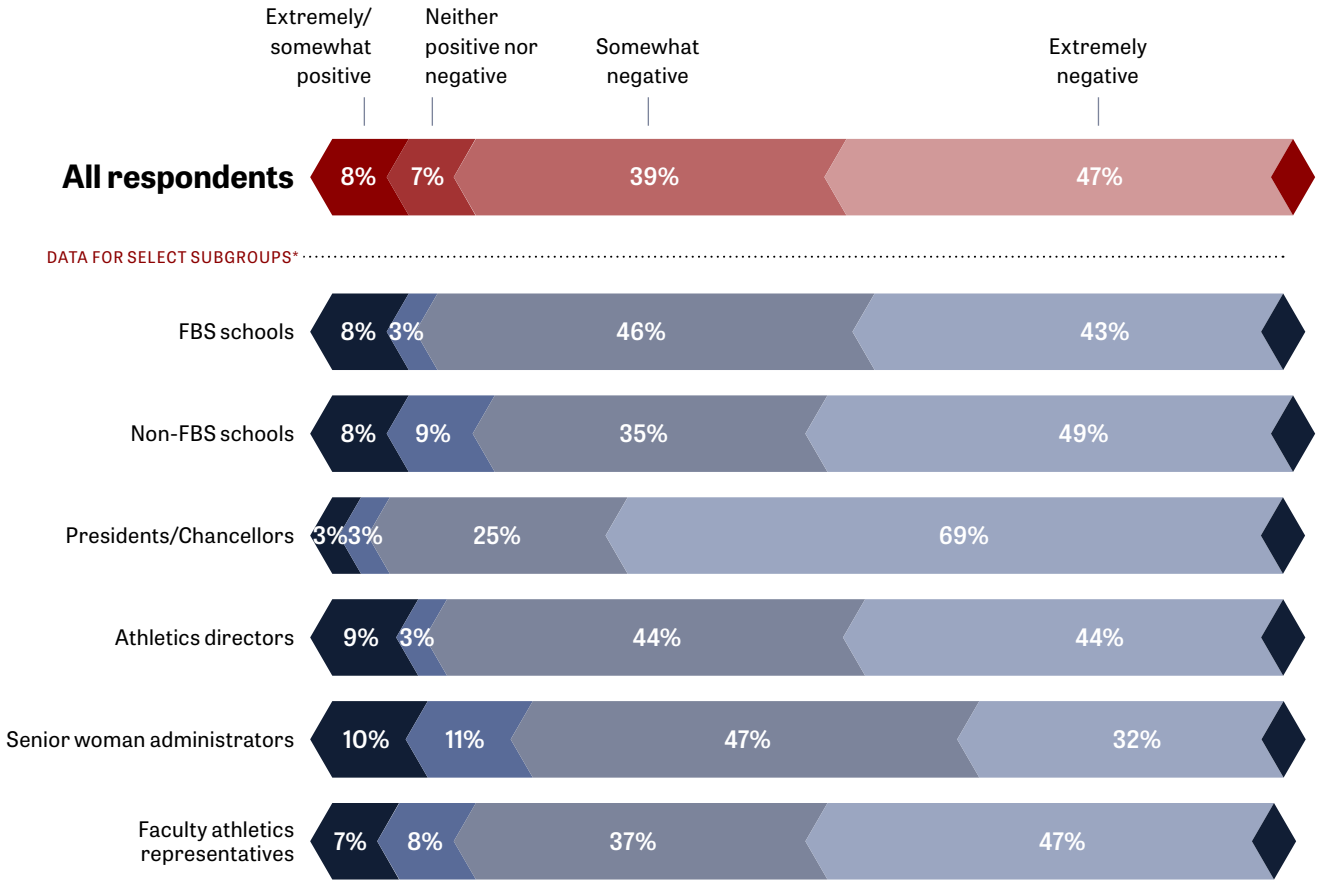


* See methodology for subgroup sizes

Detailed findings

Athlete eligibility and the importance of academics

How would you describe the impact of the transfer portal on Division I college sports?

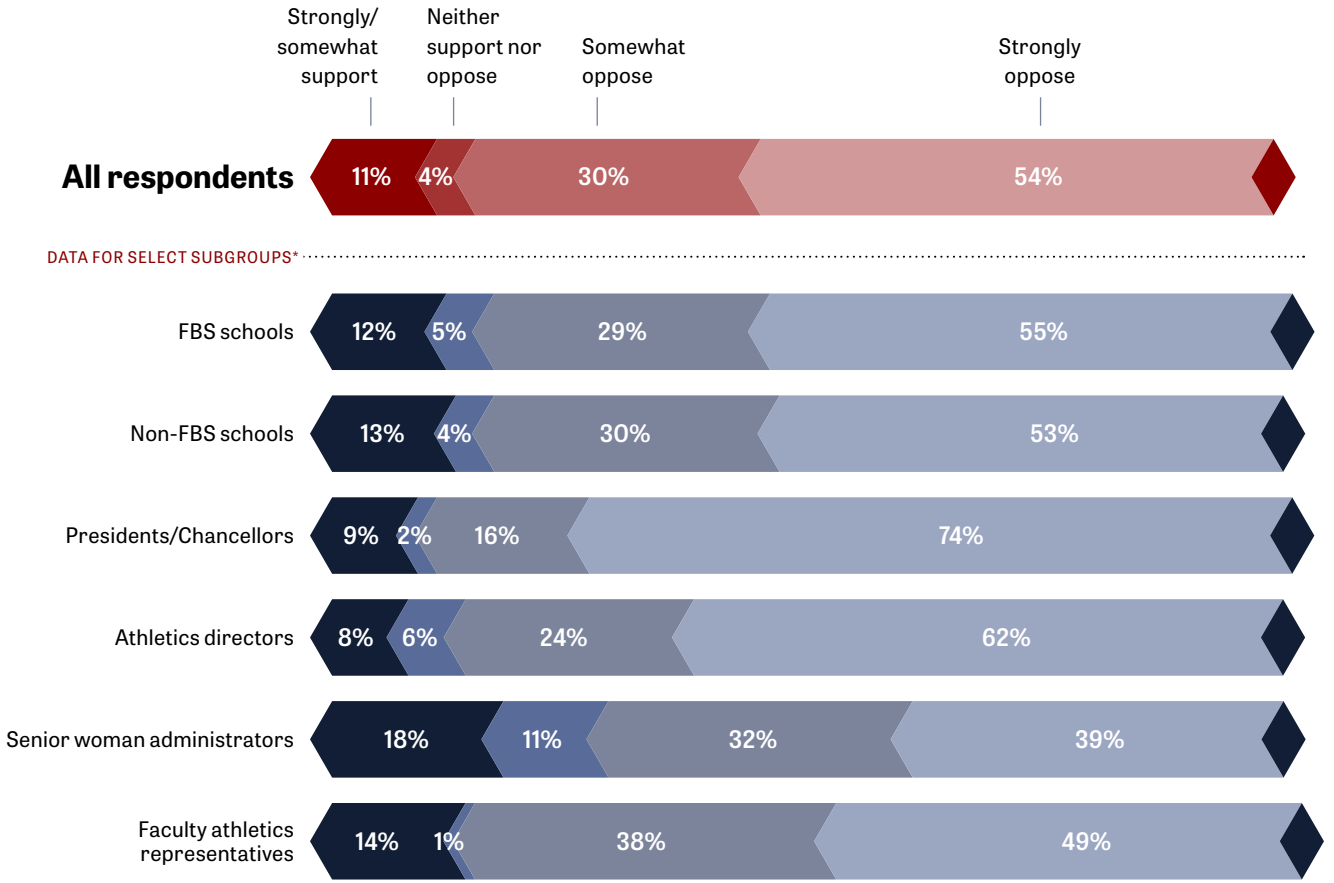


* See methodology for subgroup sizes

Detailed findings

Athlete eligibility and the importance of academics

Do you support or oppose current rules that allow college athletes to transfer between schools as often as they choose and be immediately eligible to compete for their new school(s) without penalty?

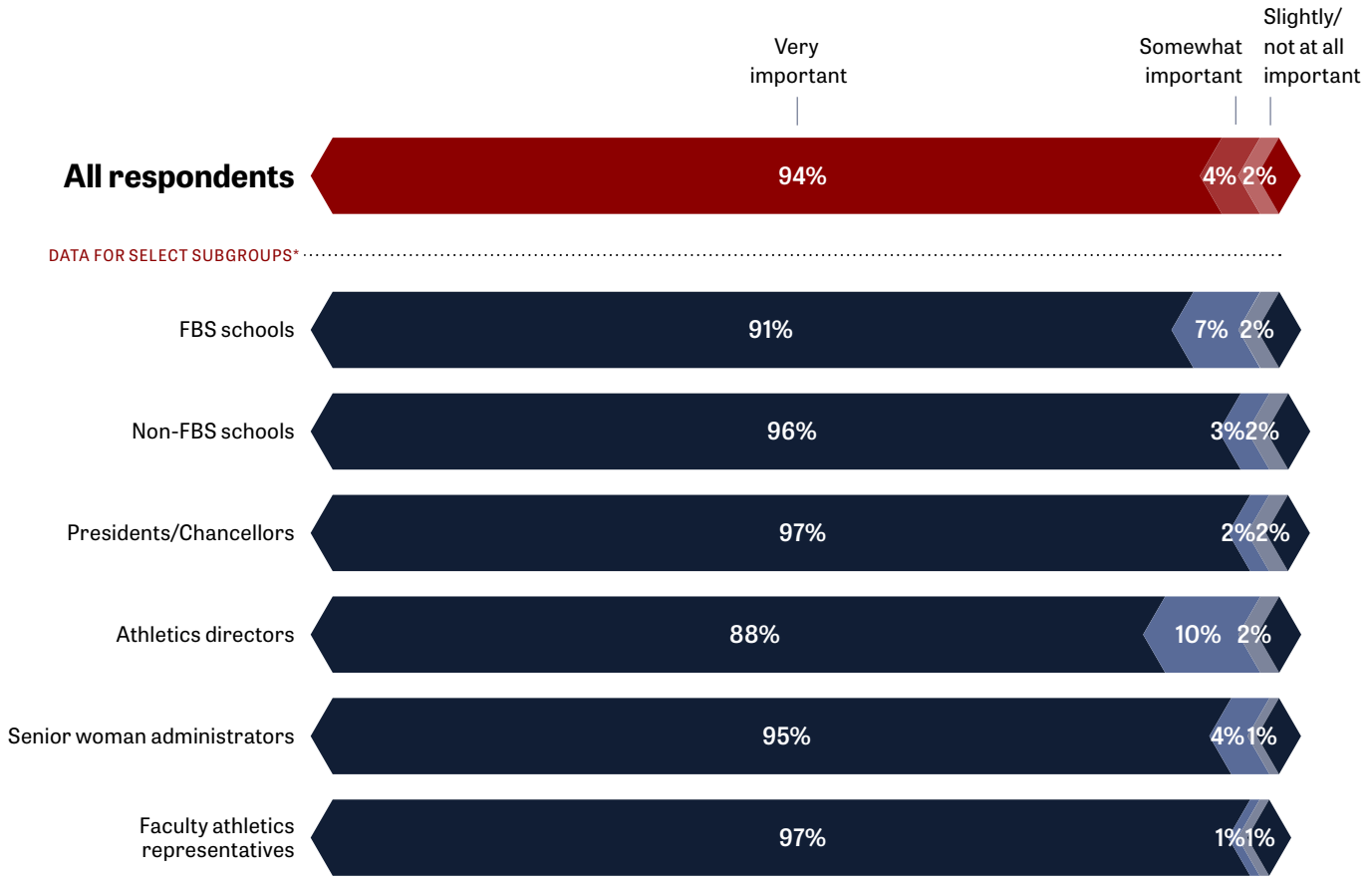


* See methodology for subgroup sizes

Detailed findings

Athlete eligibility and the importance of academics

How important is it for college athletes to be enrolled as full-time students and taking classes at the school for which they are competing?

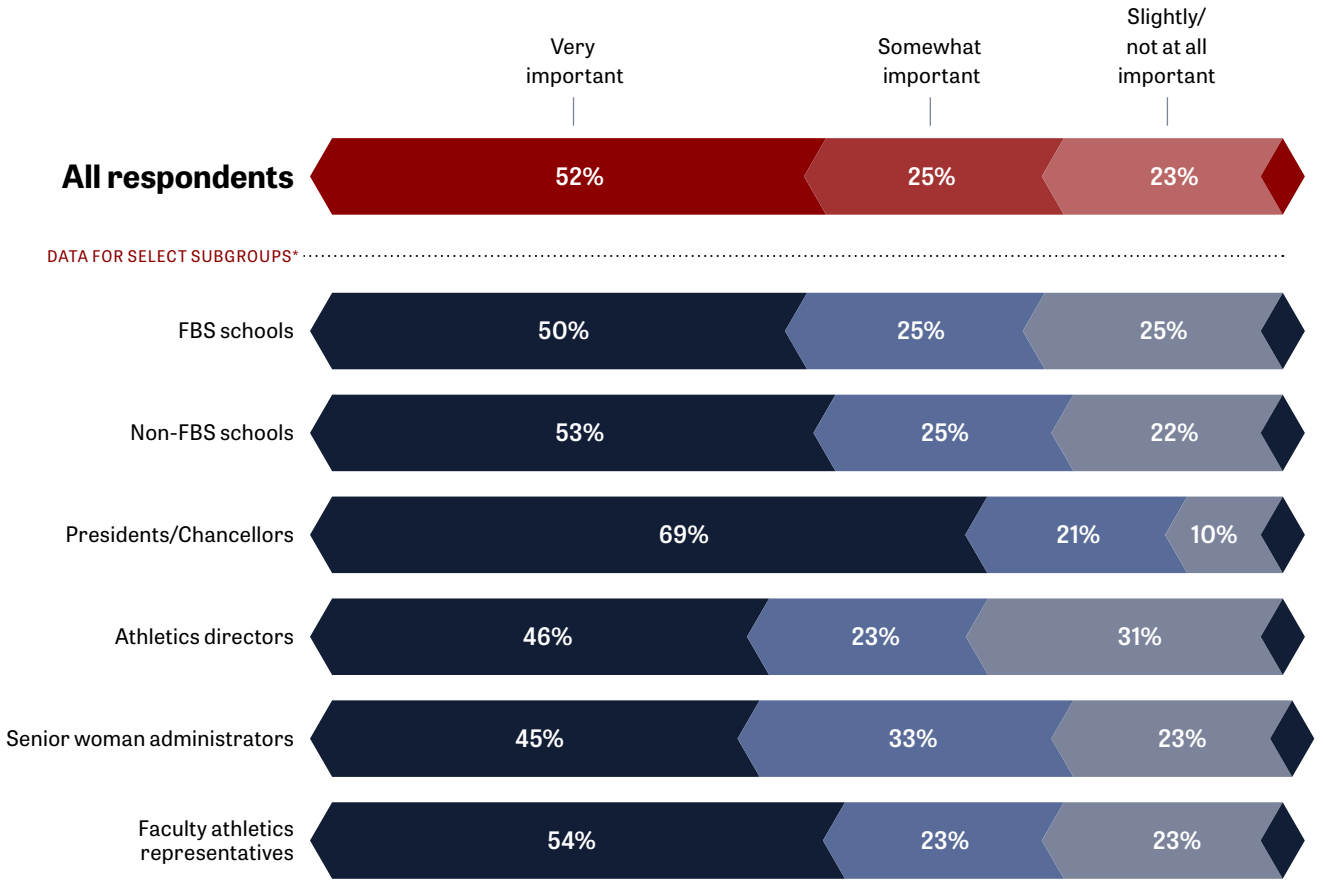


* See methodology for subgroup sizes

Detailed findings

Athlete eligibility and the importance of academics

How important is it to limit college athletes to four (4) full seasons of competition eligibility?

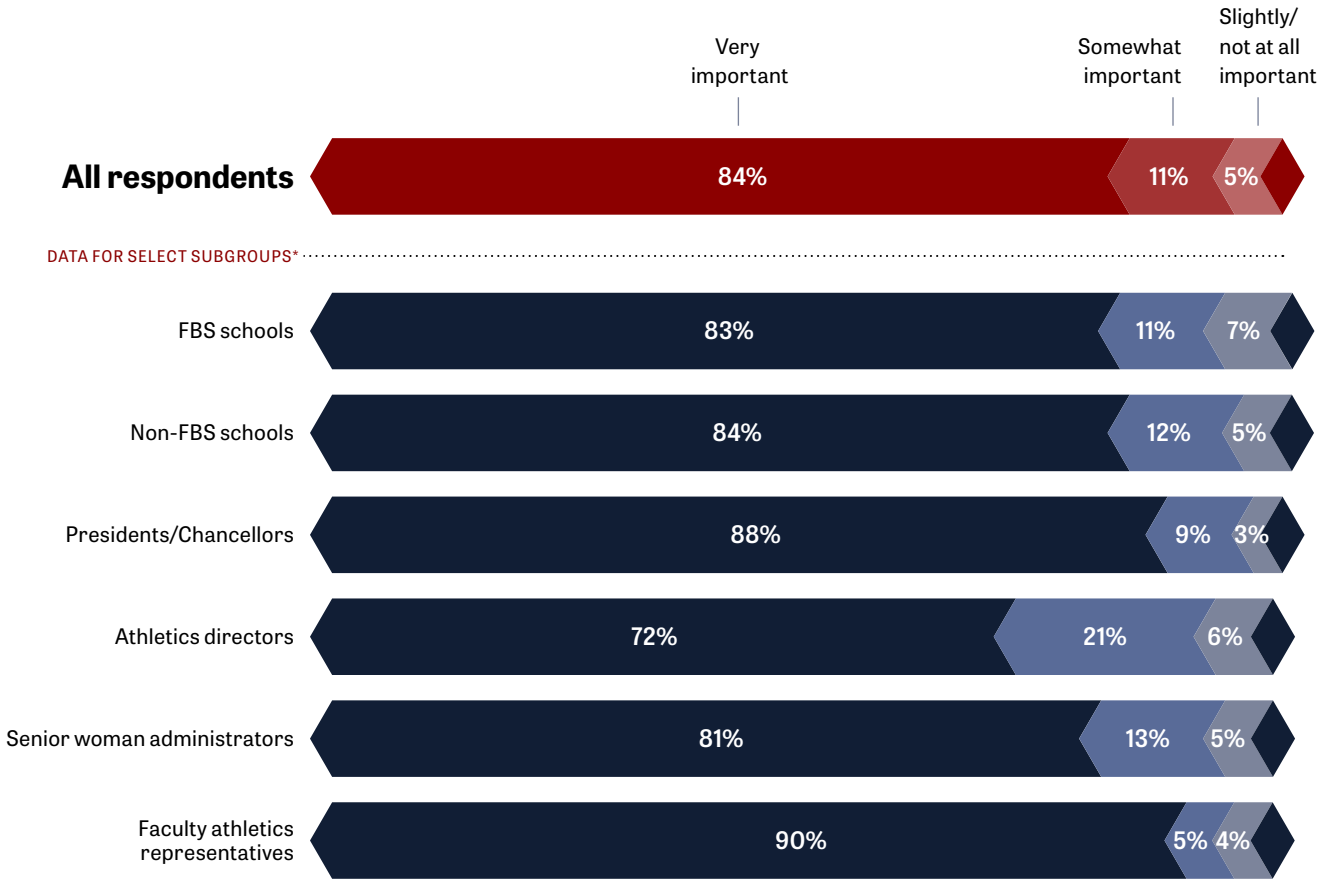


* See methodology for subgroup sizes

Detailed findings

Athlete eligibility and the importance of academics

Division I college teams are required to be on track to graduate at least half of their athletes to be eligible for postseason competition (e.g., March Madness, College Football Playoff). How important is this rule?

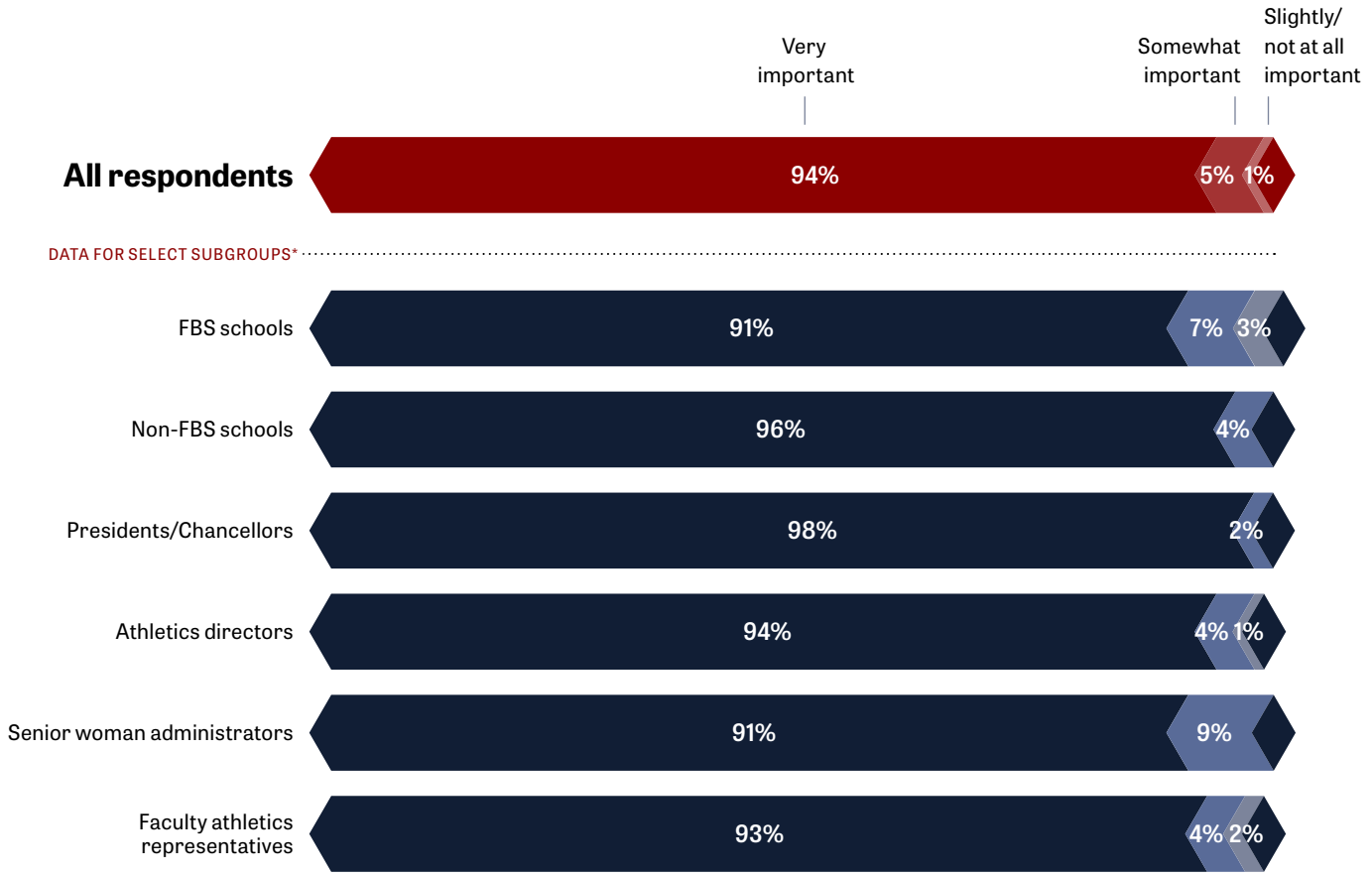


* See methodology for subgroup sizes

Detailed findings

Athlete eligibility and the importance of academics

How important is it for college athletes to graduate?

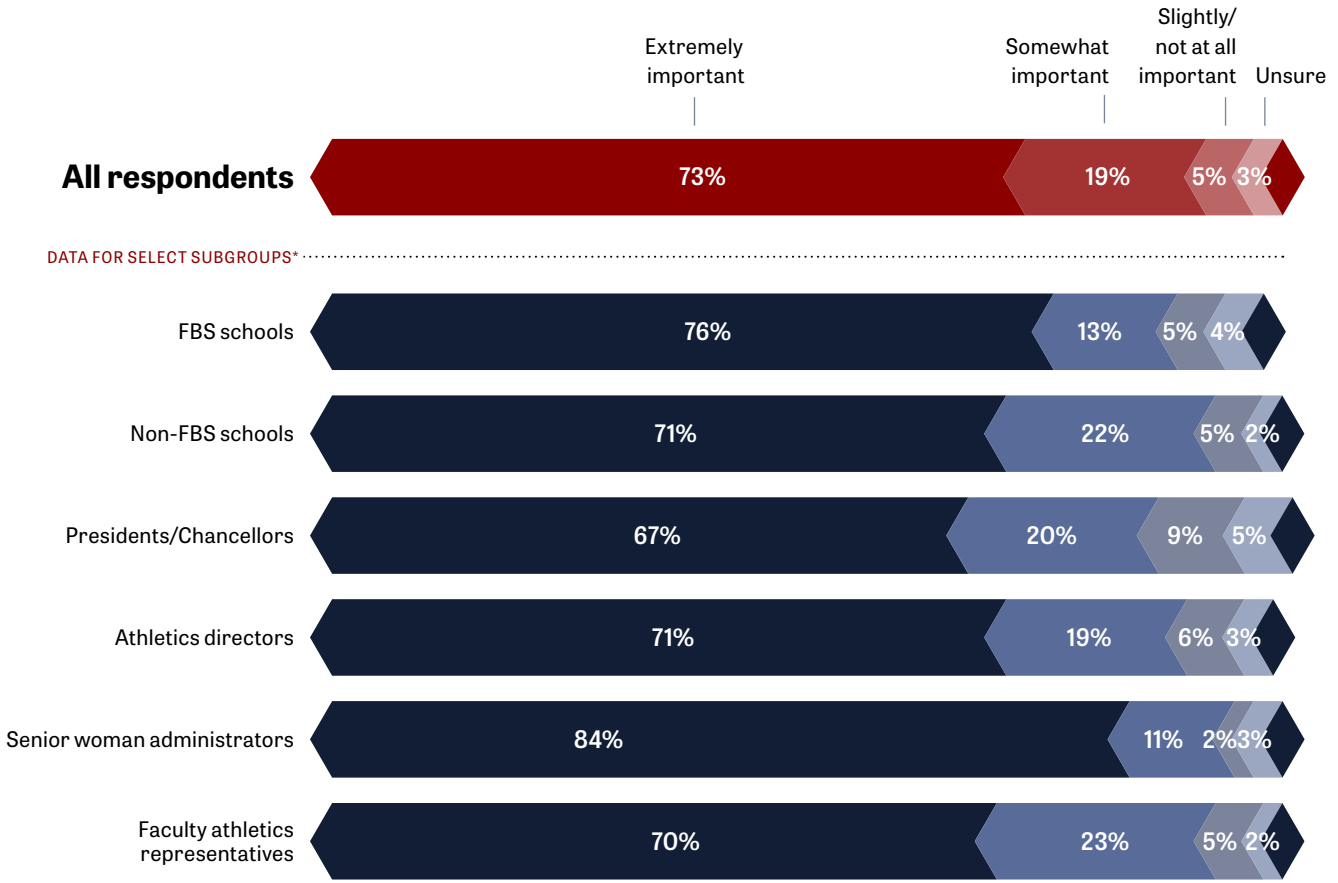


* See methodology for subgroup sizes

Detailed findings

Collegiate Olympic sports

How important do you think college programs in Olympic sports like gymnastics, hockey, swimming, and track & field are to the **success of the USA Olympic team** in the Summer and Winter Olympic Games?

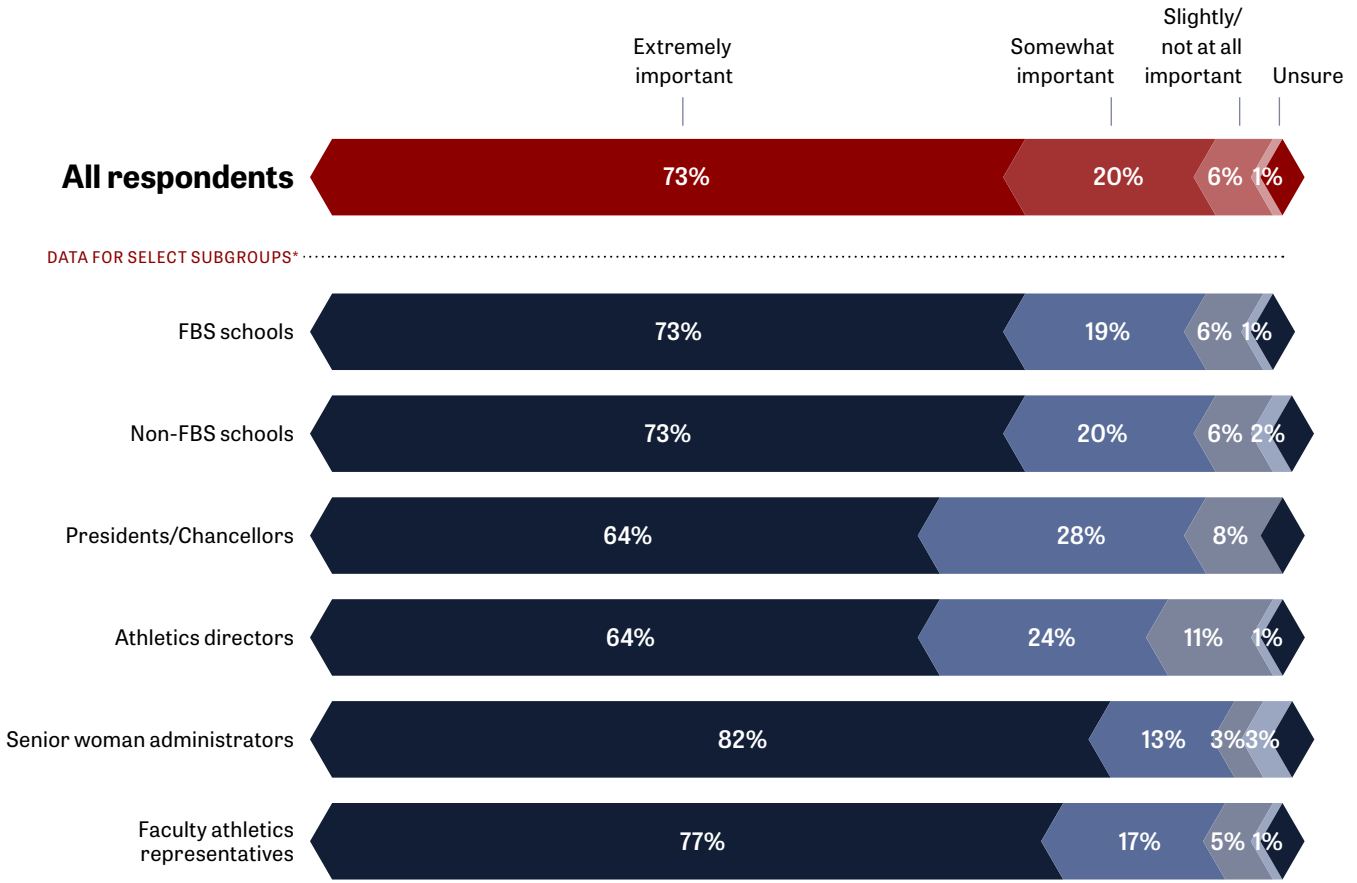


* See methodology for subgroup sizes

Detailed findings

Collegiate Olympic sports

How important is it for NCAA DI universities to offer opportunities for students to participate in collegiate Olympic sports like gymnastics, swimming, and track & field (sports other than those that are tied to generating revenues like football and basketball)?

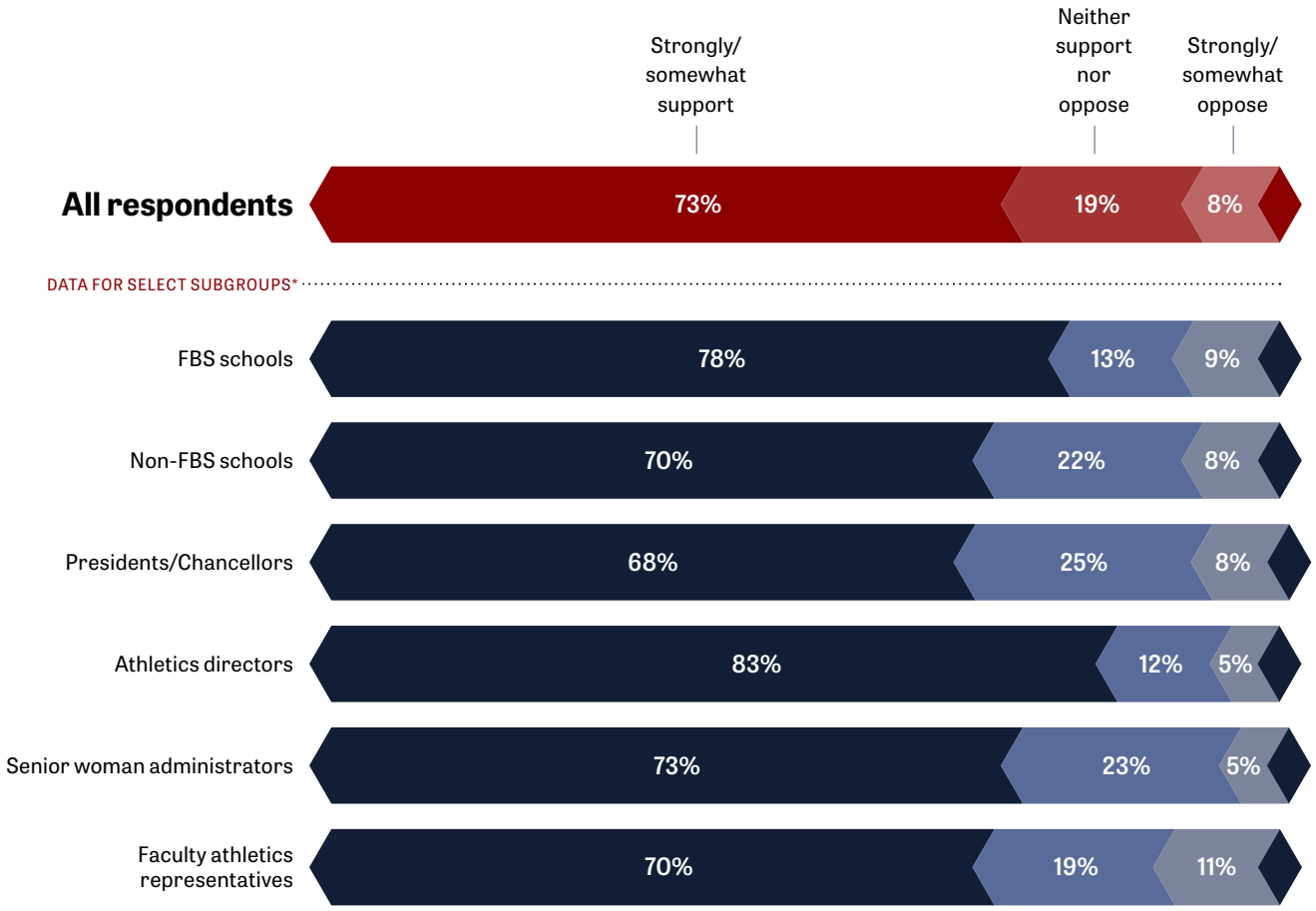


* See methodology for subgroup sizes

Detailed findings

Collegiate Olympic sports

Do you support or oppose using **any federal funds** to help finance collegiate Olympic sports programs and scholarships that develop USA Olympic national team members?

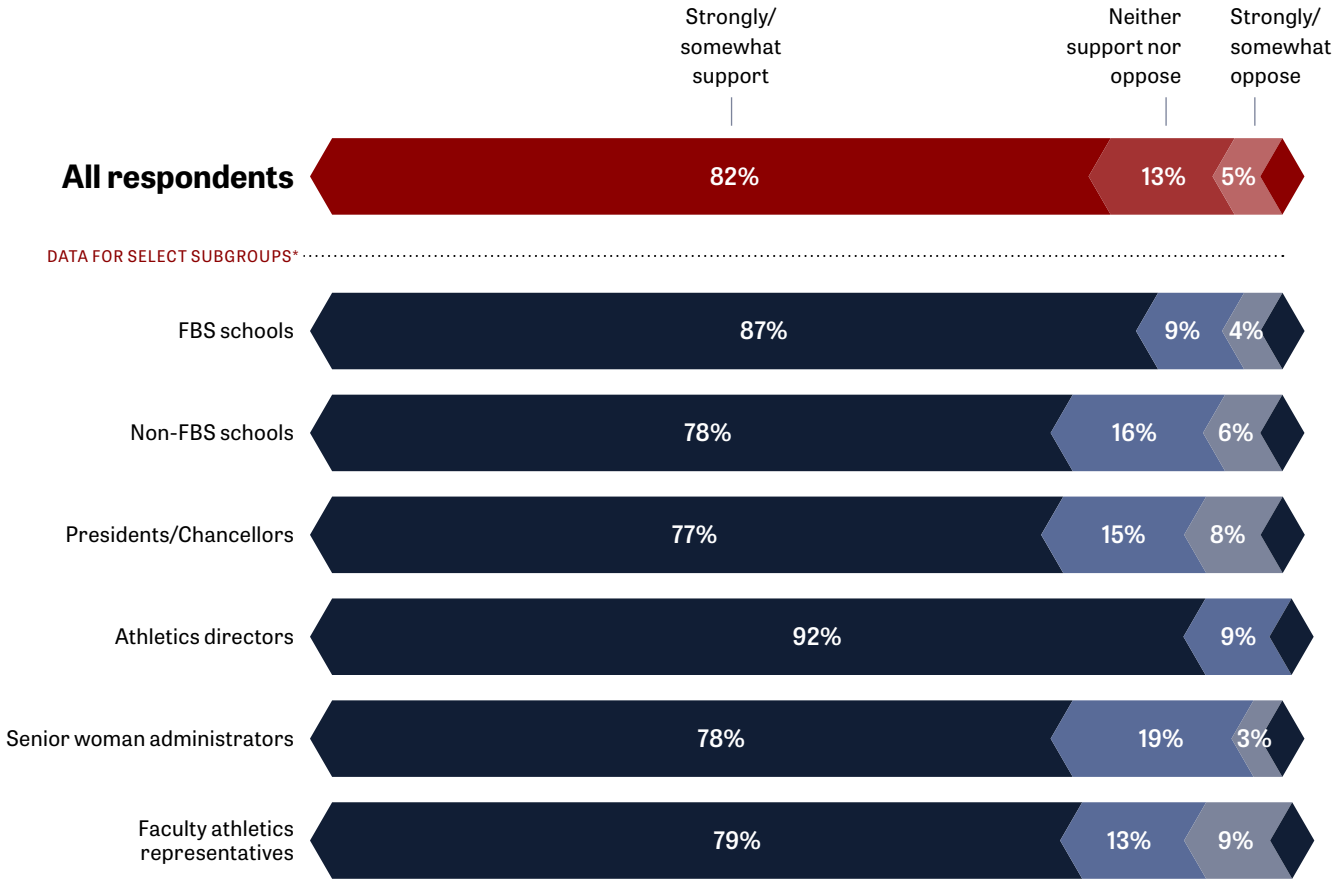


* See methodology for subgroup sizes

Detailed findings

Collegiate Olympic sports

Do you support or oppose a **fee or federal tax on sports gambling operators** to create a national fund to help finance collegiate Olympic sports that develop USA Olympic national team members and provide broad-based sports opportunities?

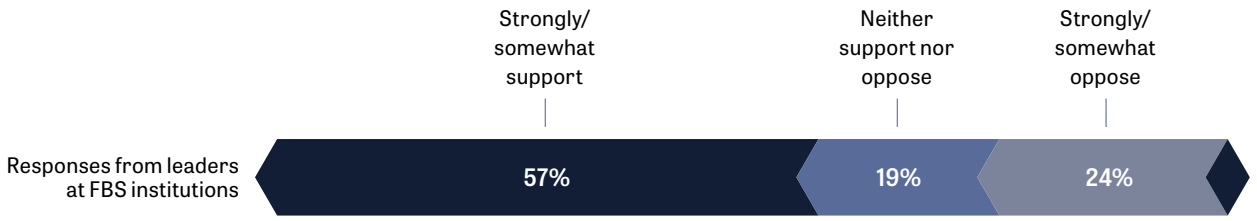


* See methodology for subgroup sizes

Detailed findings

Collegiate Olympic sports

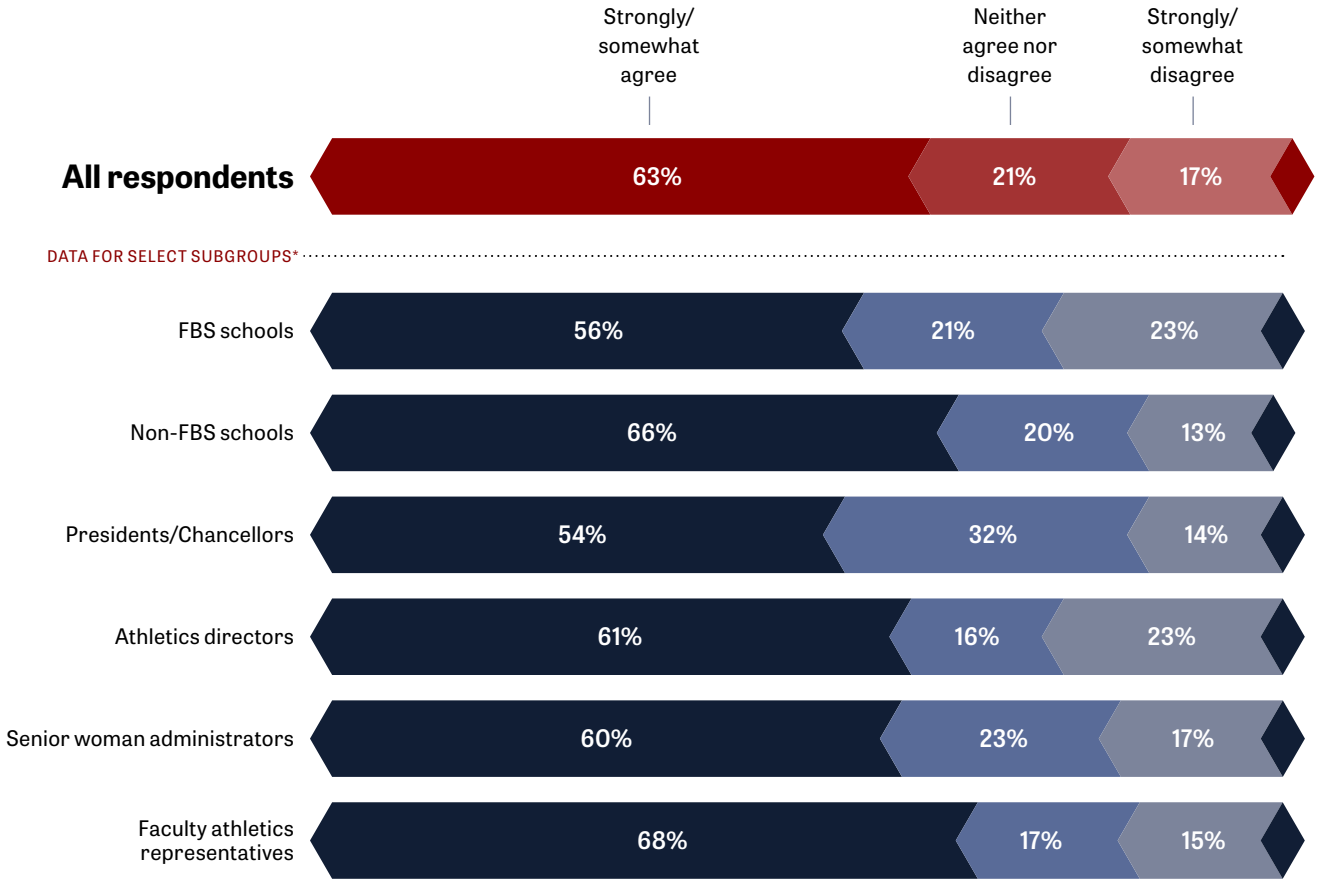
Do you oppose or support a new fund being created through a portion of the College Football Playoff revenues to reward CFP/FBS college sports programs for developing USA Olympic national team members and offering broad-based sports opportunities?



Detailed findings

Collegiate Olympic sports

Please indicate your level of agreement with this statement: "The NCAA should alter its revenue distribution formula to increase incentives to institutions for offering athletics scholarships in sports other than football and basketball and for offering more sports than the minimum required for DI."

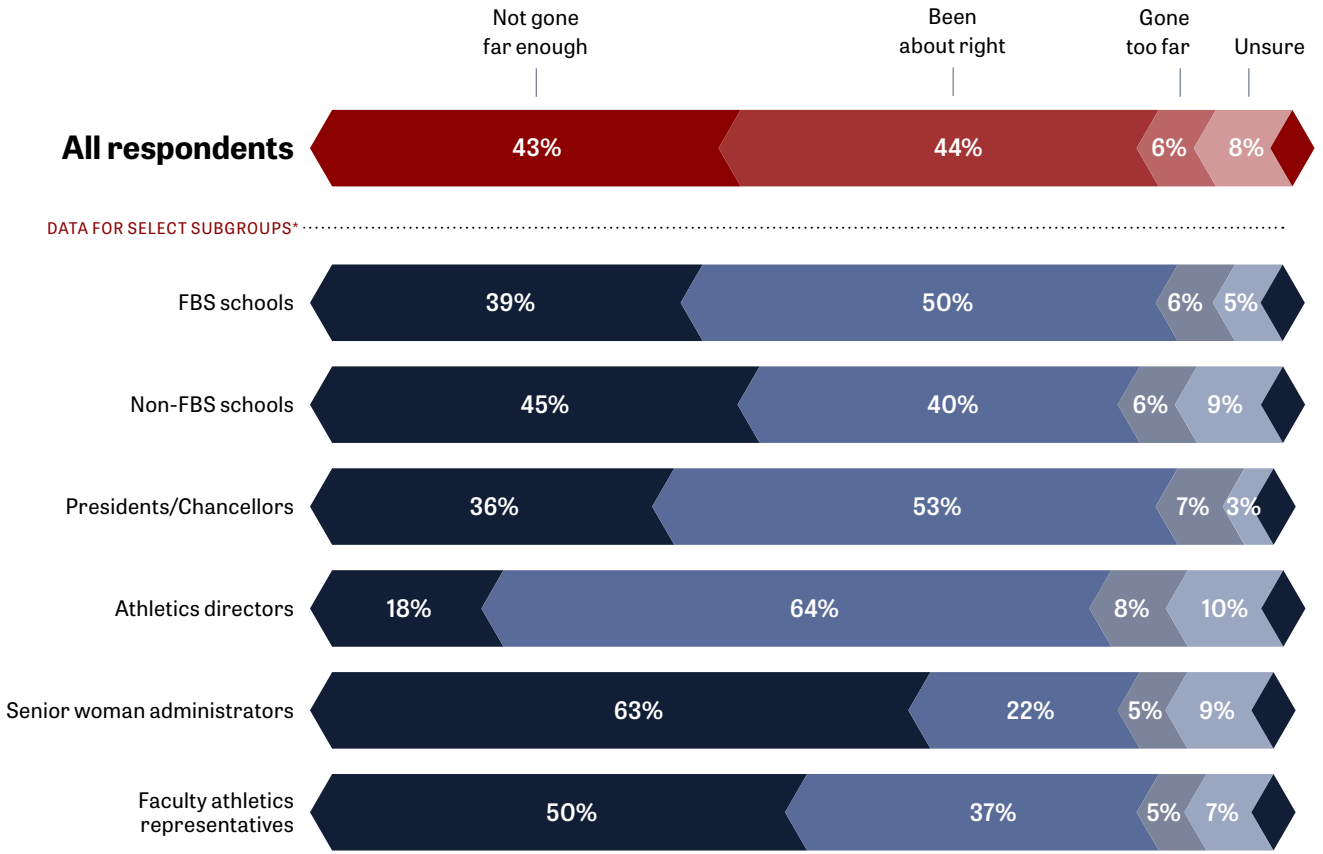


* See methodology for subgroup sizes

Detailed findings

Title IX and gender equity

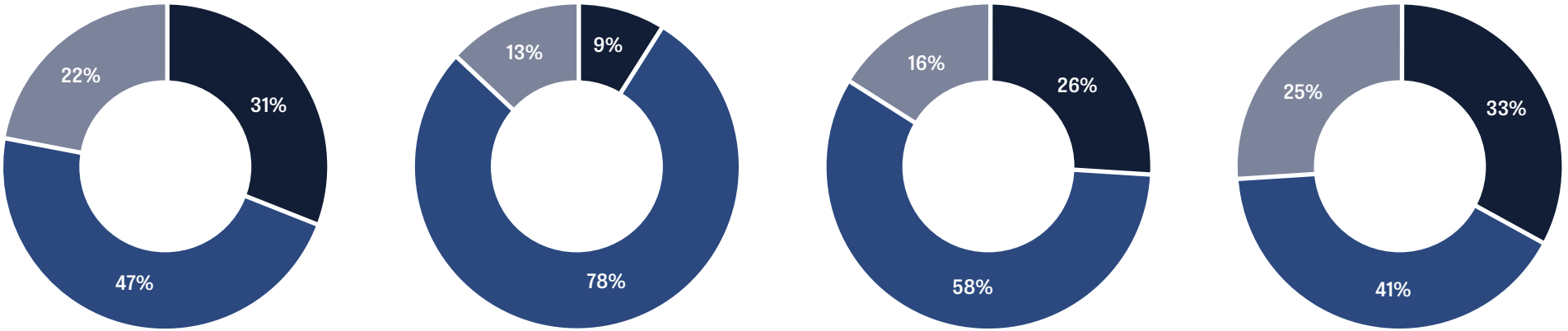
When it comes to providing female college athletes with equitable opportunities, financial assistance, and treatment compared to male college athletes, do you think colleges and universities have not gone far enough, have been about right, have gone too far or are you unsure?



* See methodology for subgroup sizes

Detailed findings

Title IX and gender equity



Considering Title IX, which of the options below better captures your opinion about how Division I institutions should allocate new types of payments to athletes—like name, image, and likeness (NIL) compensation and new "revenue-share" payments?

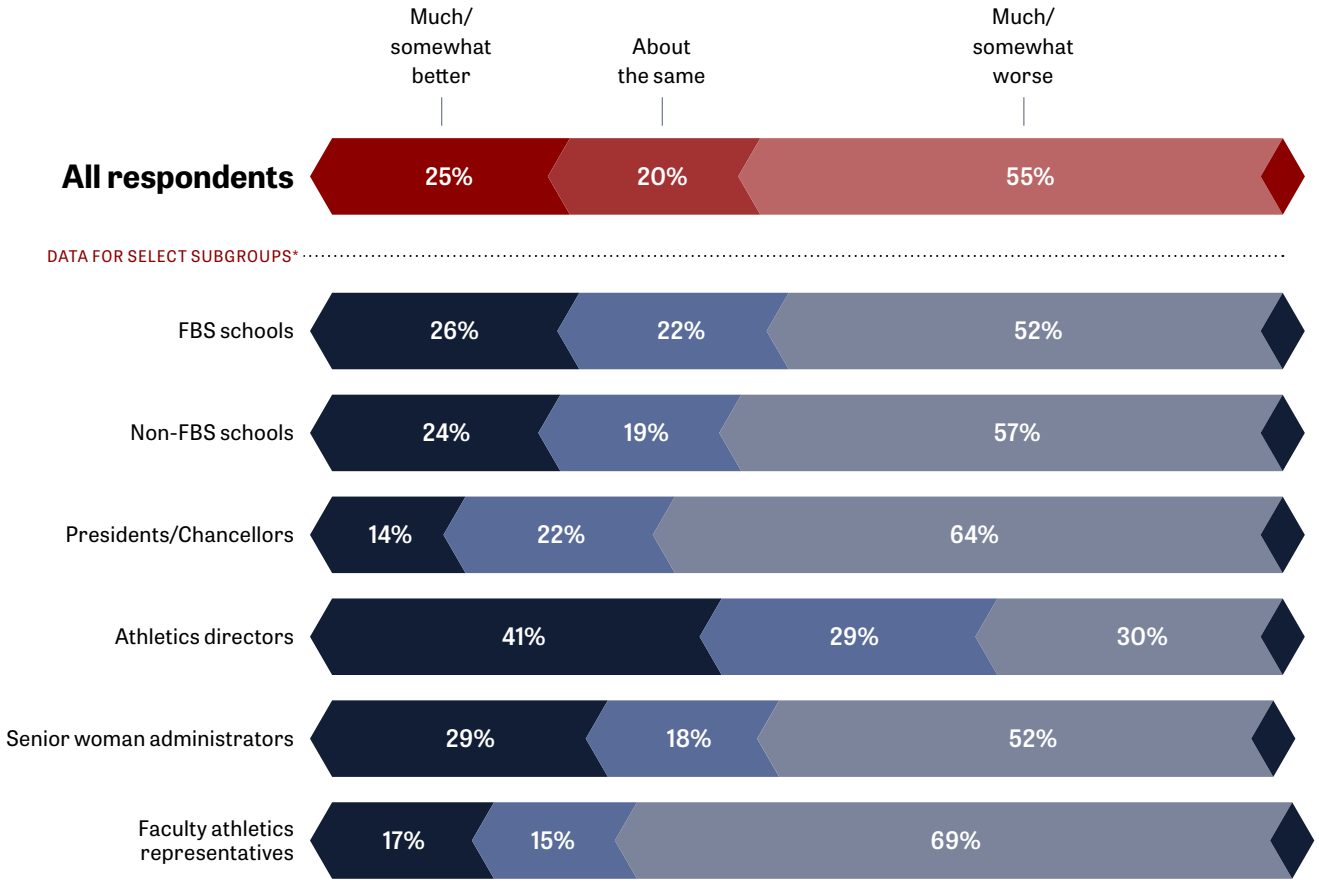
- New athlete NIL and "revenue share" payments should be included in the total amount of all institutional financial assistance (e.g., athletics scholarships) **and distributed equitably to female and male athletes**
- New athlete NIL and "revenue share" payments should be considered separately from other institutional financial assistance and **distributed based on how much money an athlete's sport generates or an athlete's marketability**
- Unsure

* See methodology for subgroup sizes

Detailed findings

Title IX and gender equity

Will female college athletes overall be in a worse or better situation from new rules that allow institutions to pay athletes through NIL and revenue-sharing, and increased athletics scholarships?

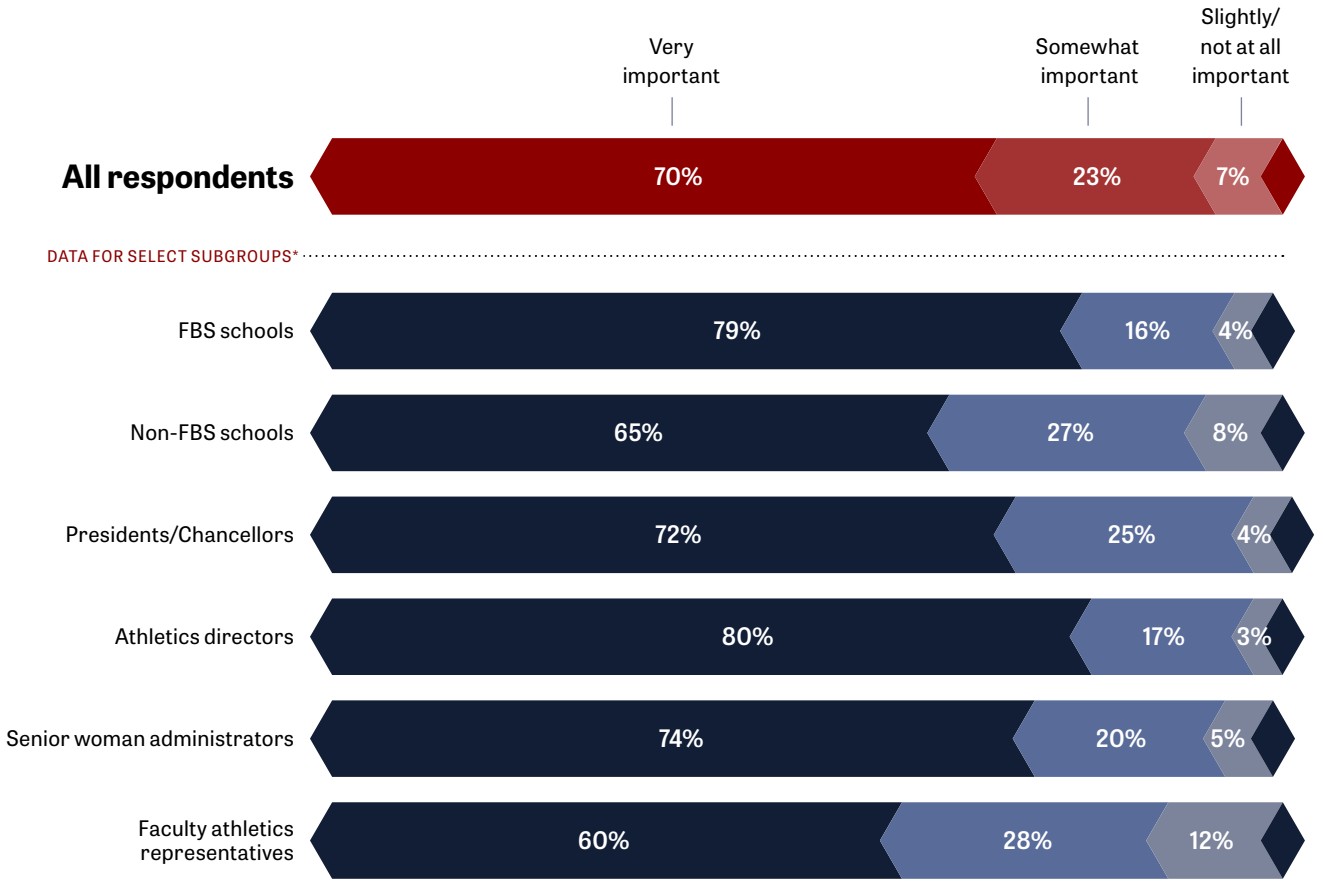


* See methodology for subgroup sizes

Detailed findings

Importance of college sports

How important is the presence of Division I sports to **your institution?**

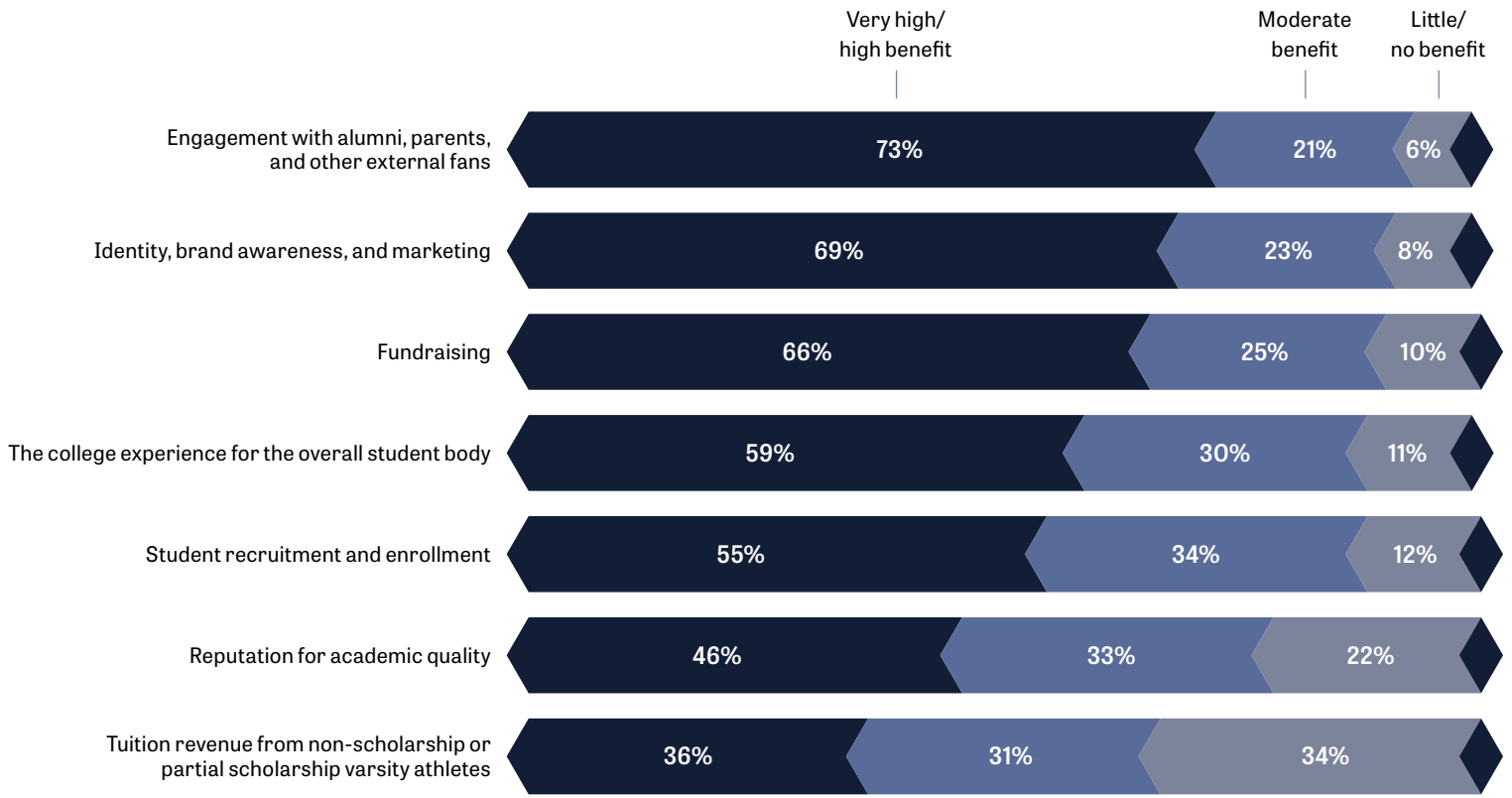


* See methodology for subgroup sizes

Detailed findings

Importance of college sports

How much benefit does Division I college sports contribute to the following on your campus in each of the following areas?



* See methodology for subgroup sizes

Comments collected in the survey

Nearly 300 survey respondents added comments on this question:

"What is the single most significant issue to address in college sports?"

Key Insights

Governance and NCAA rules were cited repeatedly, with concerns about inconsistent enforcement, lack of clarity, and the widening gap between "haves" and "have-nots."

College athletes' health and safety (including mental health) were highlighted in relation to increased travel, workload and stress from instability in the system.

NIL/Compensation and the transfer portal were strongly linked in the minds of respondents. Many emphasized the unsustainability of the current free-agency style model without national standards or guardrails.

The financial model of college athletics—particularly at the mid-major level—was seen as unsustainable, with escalating costs and reliance on a shrinking pool of students.

Academics and the "student" in "student-athlete" remain a central concern. Respondents worry about erosion of educational priorities and declining graduation outcomes.

Several called for leadership, vision and segmentation: distinguishing between commercialized revenue sports and the broader educational mission of athletics.

Comments collected in the survey

What is the single most important issue to address in college sports?

"College Athletics needs real leaders. Campus presidents and ADs turn over too fast and have too much self-interest to preserve the best interest of college sports at large. We need leaders who will look out for the greater good of college sports, and will be respected by presidents, ADs, administrators, coaches, student-athletes, and fans."

- Director of athletics

"Graduation does not seem to be the goal anymore, especially in revenue or marquee sports, but institutions are being held to NCAA academic standards that don't match the reality of what happens on campuses in terms of frequent-transfer students or students who otherwise aren't retained."

- Senior woman administrator

"We are treated like a business in the courts, but yet we are mandated by the federal government to offer equal opportunities (which I agree with, the equal opportunities). These two things are at odds with each other."

- Director of athletics

"The combination of the transfer portal/NIL Revenue Sharing is a deadly combination for mid-majors and is going to threaten a lot of mid-majors ability to stay Division I. We have all become a farm system for the next highest level to recruit right off of each other's rosters. At some point this will have a negative effect on graduation rates, academic performance. Fan interest and engagement, outside of the Power 4, will decline if rosters turn over annually. Other employees on college campuses, including those who work in athletics, will also become disenchanted when some of the athletes' salaries are higher than theirs. It is not a sustainable model at the moment."

- Director of athletics

"The fully open nature of the portal is creating a challenging marketplace for college athletics, where many athletes in the revenue sports can make more than they would in professional athletics. It also discourages (and might punish) a focus on athlete development... Right now it is total Wild West, and making athletics economically unsustainable for all but those who are well-monied among the A4 conferences."

- President/Chancellor

"The overall NCAA/Institutions of Higher Education landscape is increasingly without any passion for values tied to the greater academic mission of higher education (at its own peril). Mid-major conferences that have strength, great tradition and longevity are filled with institutions who are grappling with athletic budgets. If everybody describes athletics as the "wild west" it's time for the NCAA and college leaders to develop the framework for success going forward. This pathway is not sustainable and is resulting in a very volatile environment with no predictability."

- President/Chancellor

"We need to get conferences (especially those below the P4) to aggregate their resources and formulate more regionality. Creating regionality and regional scheduling models will save money, increase revenue opportunities, but more importantly, will lessen the travel burden and increase the health and well-being for our student-athletes, coaches and staffs."

- Director of athletics

"The whole enterprise is being tainted and jeopardized by money and power. Sports should give students access to higher education and to opportunities to compete and develop as human beings. I'm not opposed to paying athletes reasonable amounts in sports that generate a net profit for universities. But most D1 institutions lose money on sports."

- Faculty athletics representative

For full verbatim responses, visit bit.ly/D1leaderspoll »

Changing the game: Public sentiment on college sports

In July 2025, the Elon University Poll worked with the international marketing and polling firm YouGov to conduct "Changing the Game," a national public opinion poll to measure public sentiment about college athletics. Survey questions were jointly developed by faculty and staff of the Elon University Poll and the ad hoc committee of the Knight Commission on Intercollegiate Athletics.

Survey dates: July 7-11, 2025

Survey design: Knight Commission on Intercollegiate Athletics & Elon University Poll

Fieldwork: YouGov

Target population: U.S. adults, ages 18+

Sample size: 1,500

Margin of error: +/- 2.87%

Survey mode: Online, web-based survey, self-administered with online panels

Survey Methodology & Respondents

Methodology

YouGov interviewed 1,671 respondents who were then matched down to a sample of 1,500 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race and education. The sampling frame is a politically representative "modeled frame" of U.S. adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

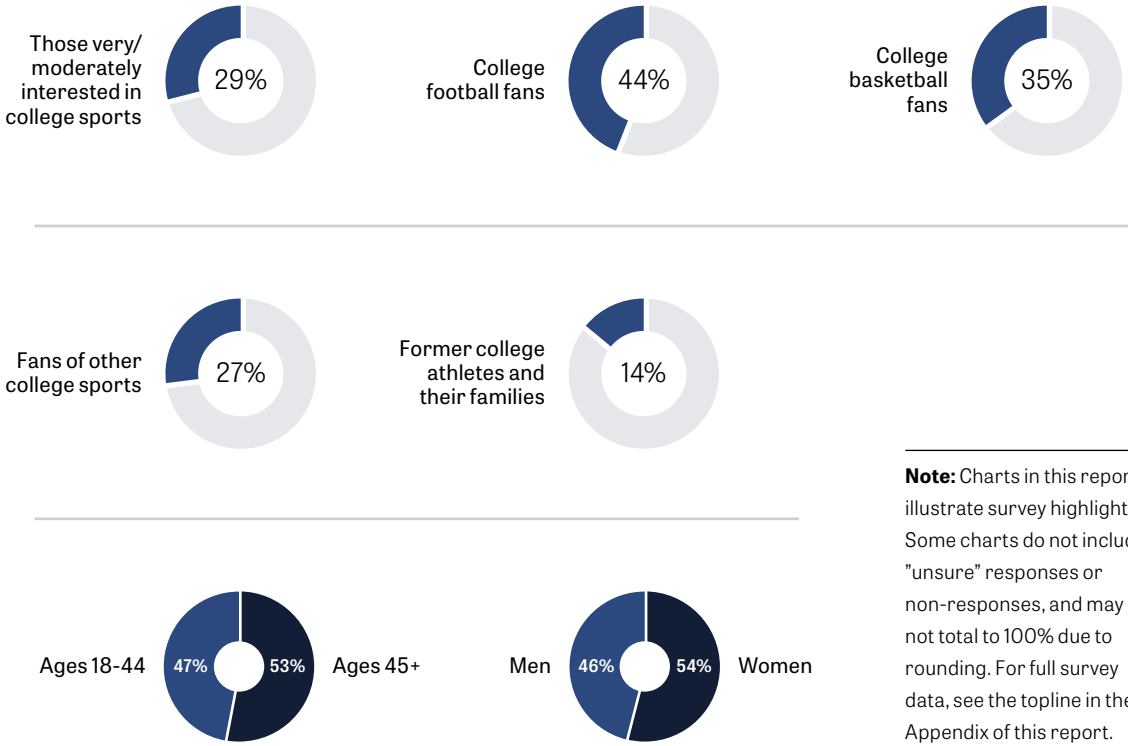
The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, region, and home ownership. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2020 and 2024 presidential vote choice as well as a four-way stratification of gender, age (four categories), race (four categories), and education (four categories), to produce the final weight.

Data quality checks

YouGov used three attention checks, one open end, one grid item and one multiple select. We used all three in combination when cleaning the data removing anyone who failed two or more attention checks. We also removed the top 2% of speeders and skippers from the data.

Comparison (cross tabulation) groups

The data reported in this survey includes responses from all 1,500 participants along with a number of focused comparison groups that provide insights into the views of various stakeholders. The groups and the percentage they represent of the total number of respondents are as follows:



Note: Charts in this report illustrate survey highlights. Some charts do not include "unsure" responses or non-responses, and may not total to 100% due to rounding. For full survey data, see the topline in the Appendix of this report.

Key findings

Who should regulate the business of college sports?

- **35%** NCAA
- **25%** Sport governing bodies
- **10%** Athletics conferences
- **9%** State governments
- **6%** Federal government
- **15%** None of these

Impact of name, image, likeness (NIL) payments for athletes

- **47%** Unsure or neutral
- **31%** Positive
- **21%** Negative

Classifying athletes as university employees

REVENUE SPORTS	ALL SPORTS
36% No	**43%** No
30% Yes	**21%** Yes

Negotiating with athletes on pay, rights and responsibilities

- **42%** Support
- **30%** Oppose

Athletes' ability to transfer between schools without penalty

- **38%** Oppose
- **36%** Support

Importance of academics

- **81%** Very or extremely important for athletes to be enrolled full-time and taking classes
- **81%** Very or extremely important for athletes to graduate
- **74%** Very or extremely important for teams to graduate at least half of athletes to be eligible for postseason competition

Preferred funding sources for university payments to athletes for NIL & revenue sharing

- **71%** Fundraising/private support
- **56%** Media/branding rights
- **35%** Ticket price increases
- **30%** Reducing coach/staff salaries
- **20%** Dropping some sports
- **10%** Higher student tuition/fees

Collegiate Olympic sports

- **68%** It is important for universities to offer sports other than those tied to generating revenues
- **74%** Collegiate Olympic sports are important to the success of Team USA
- **46%** Favor federal funds to support collegiate Olympic sports programs
- **81%** Erroneously think U.S. government funds Team USA (it does not)

Providing equitable opportunities for female athletes

- **39%** Colleges and universities have not gone far enough
- **27%** Efforts have been about right
- **7%** Efforts have gone too far
- **27%** Unsure

Executive summary of findings

As NCAA Division I college athletics undergoes a historic transformation, a new national survey of 1,500 U.S. adults reveals a divided and often uncertain public about the path forward, with significant splits on issues like compensation for college athletes, athletes' potential status as employees, and who should govern the multi-billion-dollar enterprise. Yet despite these differences, Americans overwhelmingly support maintaining academic standards for college athletes, and they agree that colleges should provide equitable opportunities to female athletes and opportunities for athletes in sports other than those tied to generating revenue (like football and basketball).

These survey results suggest that, in a number of core areas, the American public continues to support a model of college athletics strongly linked to the education and development missions of colleges and universities. In other areas, there were a high number of "unsure" responses, unsurprising in a time of great change and uncertainty in college sports.

The survey by Elon University Poll and the Knight Commission on Intercollegiate Athletics was conducted July 7-11, 2025, a month after a landmark legal settlement that permits Division I athletics programs, for the first time, to share revenue with athletes and compensate them for the value of their names, images and likenesses (NIL). The $2.8 billion antitrust settlement, approved June 6 by U.S. District Court Judge Claudia Wilken, ended several class action lawsuits filed against the NCAA and the five prominent athletic conferences that generate the most revenues.

Background on shifting landscape

This new, post-settlement environment for Division I athletics programs raises legal and operational issues, including whether college athletes should be classified as employees and whether Division I athletics should be regulated by uniform, national standards or by the current patchwork of often conflicting state laws.

At the federal level, Division I athletics is drawing unprecedented attention in Congress and in the Trump administration. The proposed SCORE Act, which aims to codify that college athletes are not employees and to create federal standards on college athletes' NIL deals, recently passed in two committees of the U.S. House of Representatives before its 2025 summer recess. Then on July 24, a day after the House recessed, President Donald Trump issued the "Saving College Sports" executive order, directing the development of new federal policies related to college sports. This survey was conducted prior to the issuance of that executive order and to the committee votes on the SCORE Act.

No public consensus on college sports governance and the role of federal and state governments

The Elon/Knight Commission survey found no public consensus on the organization or entity that should be primarily responsible for regulating the business of college sports. The NCAA remains the top choice, but with only 35% support. The next most popular option was "governing bodies that regulate specific sports" (25%), followed by athletics conferences (10%), state governments (9%) and the federal government (6%). Fifteen percent (15%) chose none of these.

Similarly, most Americans are either skeptical or unsure that Congress should enact legislation to regulate college sports. Only 36% supported the creation of federal legislation to supersede state laws and to allow the NCAA to enact uniform, nationwide rules, while 26% were opposed and 39% were unsure. However, support for new federal legislation was much higher among those respondents who identified as being interested in college sports, with 54% favoring national laws compared with 24% who opposed such legislation.

Overwhelming support for maintaining academic emphasis

Despite divisions over many issues in college sports, Americans showed overwhelming consensus on maintaining academic standards for college athletes. This educational emphasis crossed all demographic and interest groups:

- 81% said it was extremely or very important for college athletes to be enrolled as full-time students taking classes at their institution
  - At least 85% of college sports fans and "former college athletes and their families" agreed
- 81% viewed athlete graduation as extremely or very important
- 74% strongly supported the existing rule requiring teams to be on track to graduate at least half their athletes to remain eligible for postseason competition.

Mixed views on athletes' employment status and compensation

Most Americans do not support classifying Division I athletes as employees of their schools, although support is higher among respondents who identified as "former college athletes and their families." Even for revenue-producing sports (like football and basketball), 36% of Americans opposed classifying athletes as employees compared with 30% who supported employee classification. Public opposition to classifying all college athletes as employees, regardless of revenue generation, was higher (43%), with only a fifth of the public (21%) saying that athletes in all sports should be classified as employees.

Respondents with more personal experience with college athletics were more likely to support employee status for Division I athletes in revenue sports. Those who identified as "former college athletes and their families" supported the employment arrangement for revenue sports by a 7% margin, with 41% in support and 34% opposed.

The American public is much more receptive to universities negotiating with athletes on pay, rights and responsibilities, much in the way that professional sports leagues do with players' unions. Overall, 41% of Americans supported athlete negotiations with their schools, compared with 30% who opposed that idea. Among those interested in college sports, 52% favored player negotiations. Support for player negotiations was similar for former college athletes and their families and college football fans, with 50% holding that view, and higher among college basketball fans, with 57% expressing support.

With universities now allowed to provide direct NIL compensation and other financial payments to individual athletes, in addition to athletics scholarships, Americans were asked about their views on the appropriate compensation limits, if any, for these direct university payments. Responses varied widely. While 24% believed an athlete should receive nothing beyond an athletics scholarship, a plurality of Americans (45%) supported the idea of athletes receiving at least some compensation beyond their athletics scholarships:

- 15% supported athlete compensation limit up to $100,000
- 13% supported athlete compensation limit up to $25,000
- 11% supported no limits on athlete compensation
- 4% supported athlete compensation limit up to $500,000
- 2% supported athlete compensation limit up to $1 million

Note: Current rules under the new settlement terms do not have team or individual limits, only an institutional cap for such athlete compensation that includes athletes in all sports.

Americans had definite opinions about the funding sources for this new athlete compensation from universities. They favored raising money from private and corporate support and media contracts and there was little support for increasing student tuition and fees and dropping non-revenue sports. More specifically:

- 71% favored greater fundraising and private and corporate support
- 56% favored expanded sports media and branding rights
- 35% favored increased ticket prices
- 30% favored reductions in coach and athletics staff salaries
- 29% favored more government funding
- 26% favored reallocating funds from a university's general operating budget
- 20% favored dropping some sports
- 10% favored increased student tuition and fees

Americans show strong support for collegiate Olympic sports

With Division I college athletics funding stretched by pressure to compete and fund new athlete compensation in revenue-producing sports, schools are reconsidering the extent of their support for sports that do not generate significant revenue – generally referred to as collegiate Olympic sports. Over the past 10 months, some Division I schools have announced dropping teams or reducing funding in these sports as adjustments are made in the new financial environment.

Nearly 7 in 10 Americans (68%) said it is important for universities to offer opportunities for students to participate in varsity sports other than those that are tied to generating revenues, like football and basketball. Among those interested in college sports, the support for these opportunities was even higher, with more than 9 in 10 respondents (93%) saying these varsity sports opportunities beyond football and basketball are important.

The survey also found wide support for Team USA, with 76% of Americans saying it is moderately to extremely important that Team USA is successful in the Olympics. Among those interested in college sports, 92% said that college programs such as gymnastics, track & field, swimming, and hockey are important to the success of Team USA in the Summer and Winter Olympic Games.

Openness to federal funding for collegiate Olympic sports

While Americans strongly support the importance of Team USA's success in the Olympics, there is a lack of

knowledge about the funding that fuels the development of U.S. Olympians. More than 8 in 10 Americans (81%) erroneously thought that the U.S. government provides funding for Team USA development programs (it does not).

Overall, nearly half (46%) of American adults favored using federal funds to help finance college sports programs to develop USA Olympic national team members and two-thirds (65%) of those interested in college sports supported that idea. A majority of Americans also supported enacting a fee or federal tax on sports gambling operators to create a national fund to support collegiate Olympic sports, with 53% of Americans supporting that idea, compared with 22% who opposed such a fee.

Providing equitable opportunities for female athletes needs more work

Title IX is a relevant law for schools to consider when providing additional financial assistance to athletes through NIL payments and permissible revenue-sharing.

Title IX requires schools to provide female and male athletes with equitable opportunities to participate and equitable financial assistance and treatment. Thirty-nine percent (39%) of Americans believe that schools have "not gone far enough" in providing female athletes with equitable opportunities compared with 27% who said the schools have "been about right" in providing equitable opportunities. More than a quarter (27%) of respondents were "unsure" but only 7% said schools have "gone too far" in providing equitable opportunities to females. Women (45%) were more likely than men (33%) to say that schools have "not gone far enough" in providing equitable opportunities to female athletes.

Mixed reactions to seismic shifts taking place

When asked about the collective impact of recent changes in Division I, including the transfer portal, name, image and likeness (NIL) compensation, and conference realignments, Americans were divided and uncertain in their assessments. Overall, 28% viewed these changes positively, while 22% saw them as negative. But the predominant response from the public was that half of Americans (50%) considered the impact neither positive nor negative or were unsure about the impact.

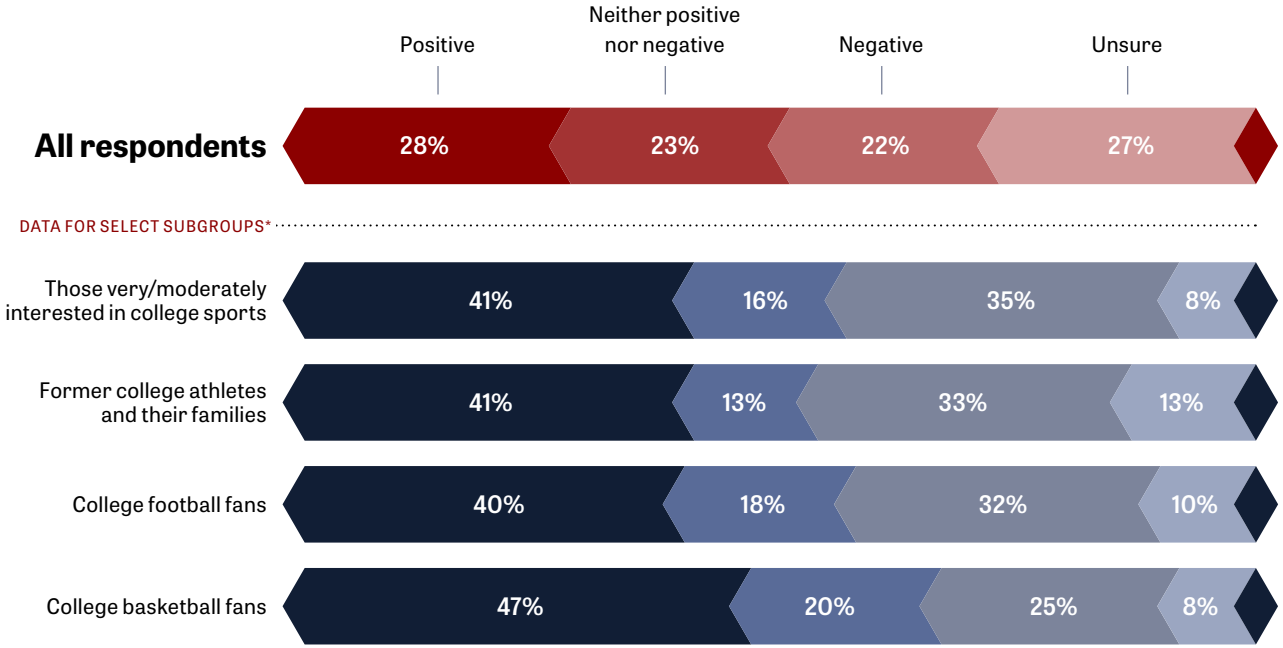
Those who said they are interested in college sports had more decisive opinions about the major changes taking place, with 41% saying the impacts are positive and 35% saying the impacts are negative.

Americans were equally divided about the new transfer rules that allow Division I college athletes to move between schools as often as they choose, without penalty. Overall, 38% of Americans opposed the new transfer policy, compared with 36% who supported it. Among those interested in college sports, 49% supported the transfer rules and 43% opposed them.

Majority support for college coach credentialing

Another area of broad support was requiring college sport coaches to have a "coach credential" that certifies

Overall, how would you describe the impact of the many changes (transfer portal; athlete name, image and likeness (NIL) compensation; conference realignments) taking place in Division I college athletics?



their knowledge and training in athlete development, mental and physical health and safety, with more than 7 in 10 (74%) Americans supporting such a credential with only 6% opposed. Support for a "coach credential" was even stronger (80%) among former college athletes and their families. College coaches are currently not required to earn such a credential.

Confusion about College Football Playoff and football governance

Survey findings revealed that the public lacks a fundamental understanding about the independent business structure of the College Football Playoff (CFP), which operates the FBS football national championship independent of the NCAA. When asked how much money the NCAA receives annually from the CFP, only 3% of the respondents selected the correct answer of $0. More than half (54%) selected options from $20 million to $1 billion, and 43% of the public said they were unsure.

A majority of Americans (52%) were unsure about creating a new FBS football governing body that would operate separately from the NCAA, while the other views were nearly split with 26% supporting the idea and 22% opposing it. College football fans were much more favorable to a new football governing body with 39% supporting, while 36% were unsure and 25% opposed the idea.

Level of interest in college sports

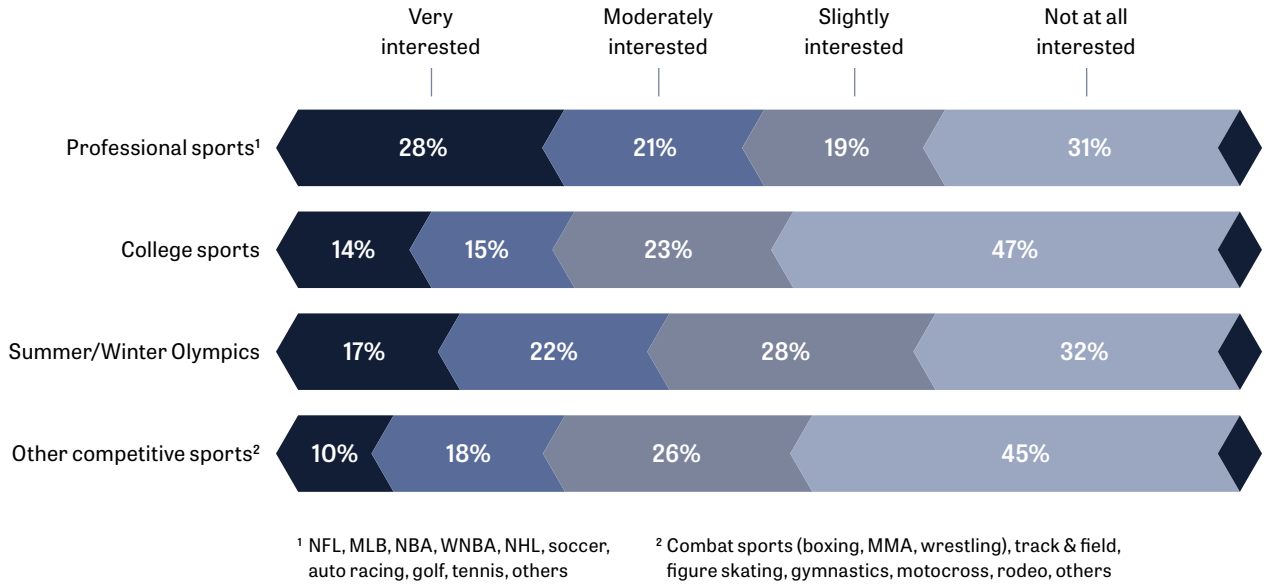
The survey documents the level of interest in the sports landscape in the United States. Among all respondents, 68% expressed at least some interest in professional sports, compared with 67% who said they had some interest in the Summer and Winter Olympics, 54% who had some interest in other competitive sports, and 52% who said they had at least some interest in college sports. Among those who said they were very or moderately interested in college sports, 92% said they were football fans, 74% said they were basketball fans, and 47% said they were women's basketball fans. Other college sports mentioned in order of frequency were: baseball, soccer, track & field, gymnastics, softball, hockey, tennis, volleyball, swimming, lacrosse, wrestling, and golf.

Detailed findings

Public interest in sports and the importance of sports

Survey respondents were asked about their interest in sports and their personal participation in athletics. Among all respondents, 49% said they were very or moderately interested in **professional sports** (NFL, MLB, NBA, WNBA, NHL, soccer, auto racing, golf, tennis, others), compared with 39% who said they were similarly interested in the **Summer and Winter Olympics,** 29% who said they are very/moderately interested in **college sports** and 28% who said they are interested in other **competitive sports** (Combat sports [boxing, MMA, wrestling], track & field, figure skating, gymnastics, motocross, rodeo, others).

How would you rate your level of interest in the following?



[1] NFL, MLB, NBA, WNBA, NHL, soccer, auto racing, golf, tennis, others

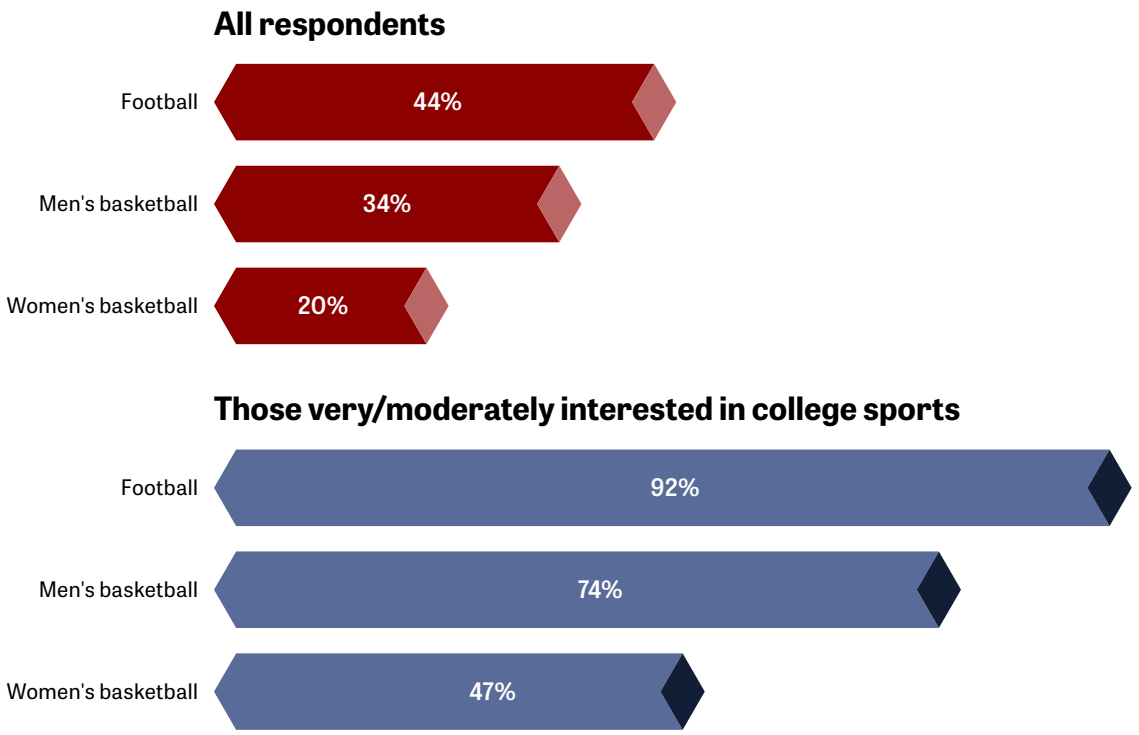
[2] Combat sports (boxing, MMA, wrestling), track & field, figure skating, gymnastics, motocross, rodeo, others

Detailed findings

Public interest in sports and the importance of sports

Among those interested in college sports, 92% said they are fans of football, 74% said they are fans of men's basketball and 47% said they are fans of women's basketball. Other college sports mentioned, in order of frequency, were: baseball, soccer, track & field, gymnastics, softball, hockey, tennis, volleyball, swimming, lacrosse, wrestling and golf.

Do you consider yourself a fan of these college sports?

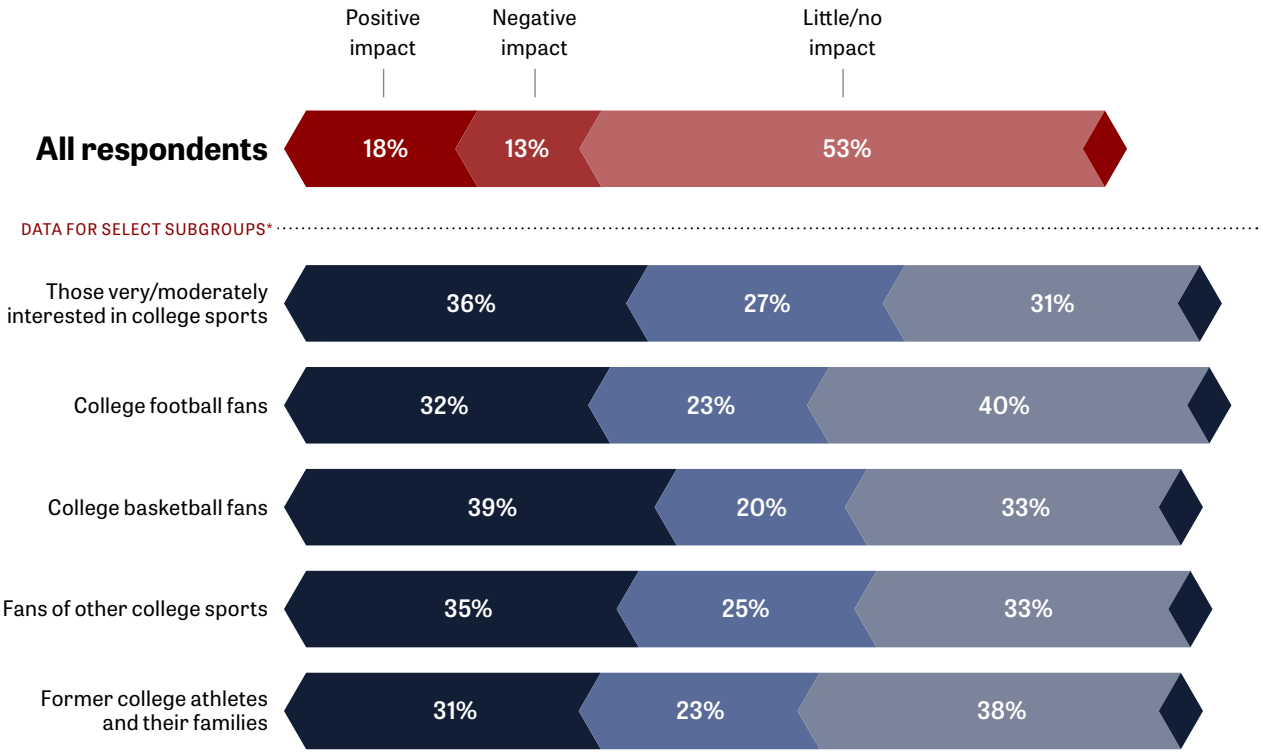


Detailed findings

Public interest in sports and the importance of sports

Respondents were asked how increases in athlete transfers and the financial compensation of athletes have impacted their interest in college football and basketball, and their interest in collegiate Olympic sports. Among all respondents, the largest percentages said the changes have had little or no impact on their level of interest.

How has the increase in college **athlete transfers** between Division I schools impacted your interest in college **football**, **men's basketball** and **women's basketball**?

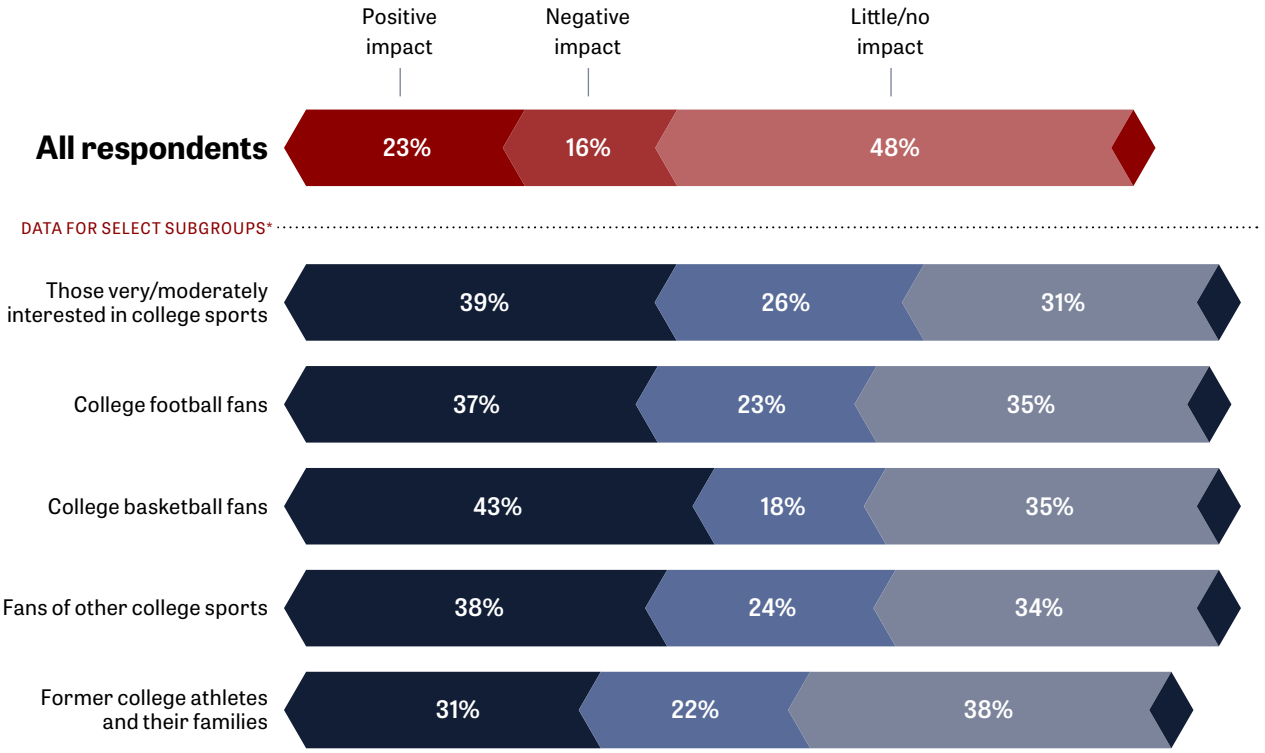


* See methodology for subgroup sizes

Detailed findings

Public interest in sports and the importance of sports

How has the change to allow college athletes to receive name, image and likeness **(NIL) compensation** from third-party entities impacted your interest in college **football**, **men's basketball** and **women's basketball**?

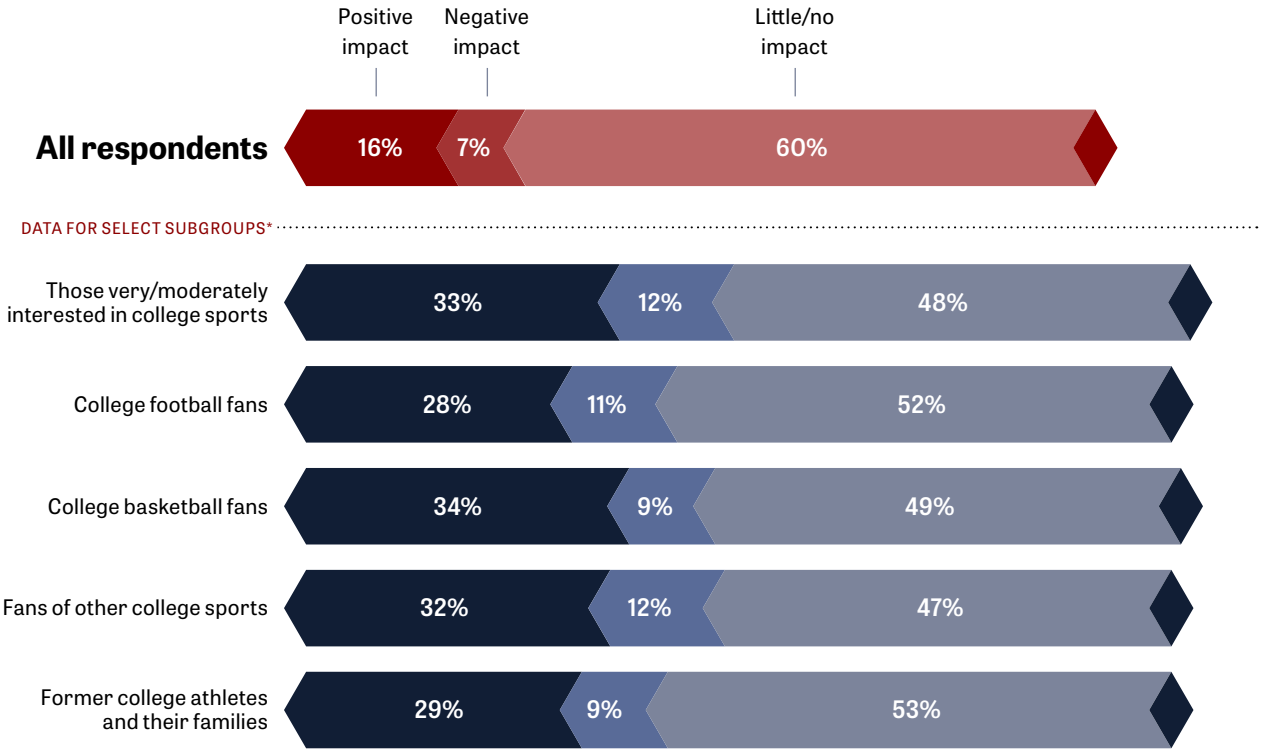


* See methodology for subgroup sizes

Detailed findings

Public interest in sports and the importance of sports

How has the increase in college **athlete transfers** between Division I schools impacted your interest in collegiate **Olympic sports** (sports other than football, men's and/or women's basketball)?

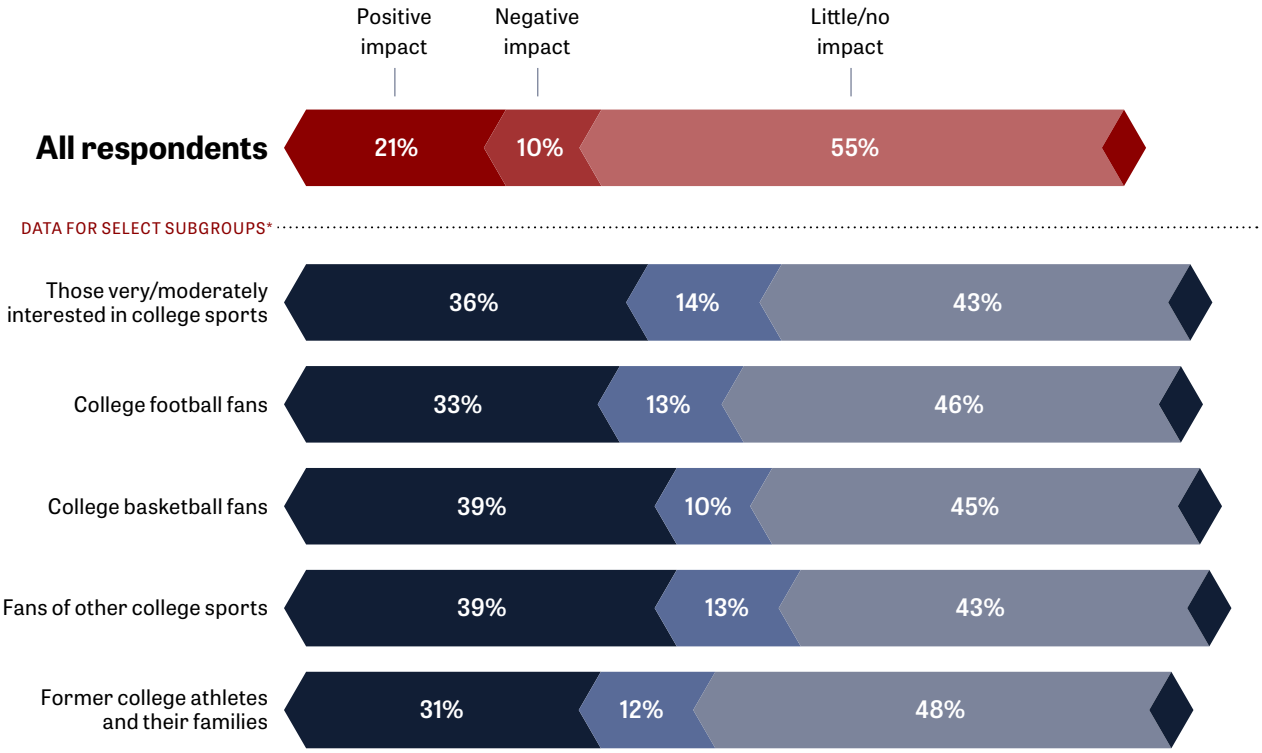


* See methodology for subgroup sizes

Detailed findings

Public interest in sports and the importance of sports

How has the change to allow college athletes to receive name, image and likeness **(NIL) compensation** from third-party entities impacted your interest in collegiate **Olympic sports**?



* See methodology for subgroup sizes

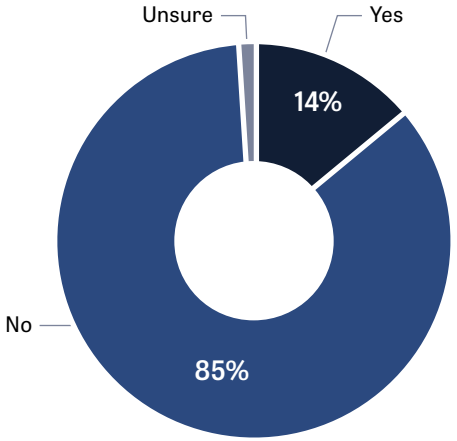
Detailed findings

Public interest in sports and the importance of sports

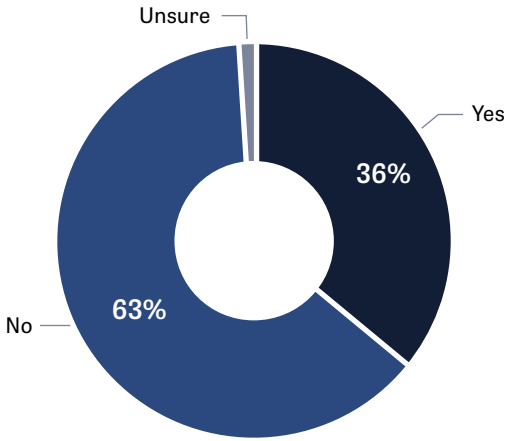
Among survey respondents, 14% said they or a family member had competed in college athletics and 36% said they had competed in high school athletics.

Sports participation

Did you or a family member compete in college athletics?



Did you compete in high school athletics?

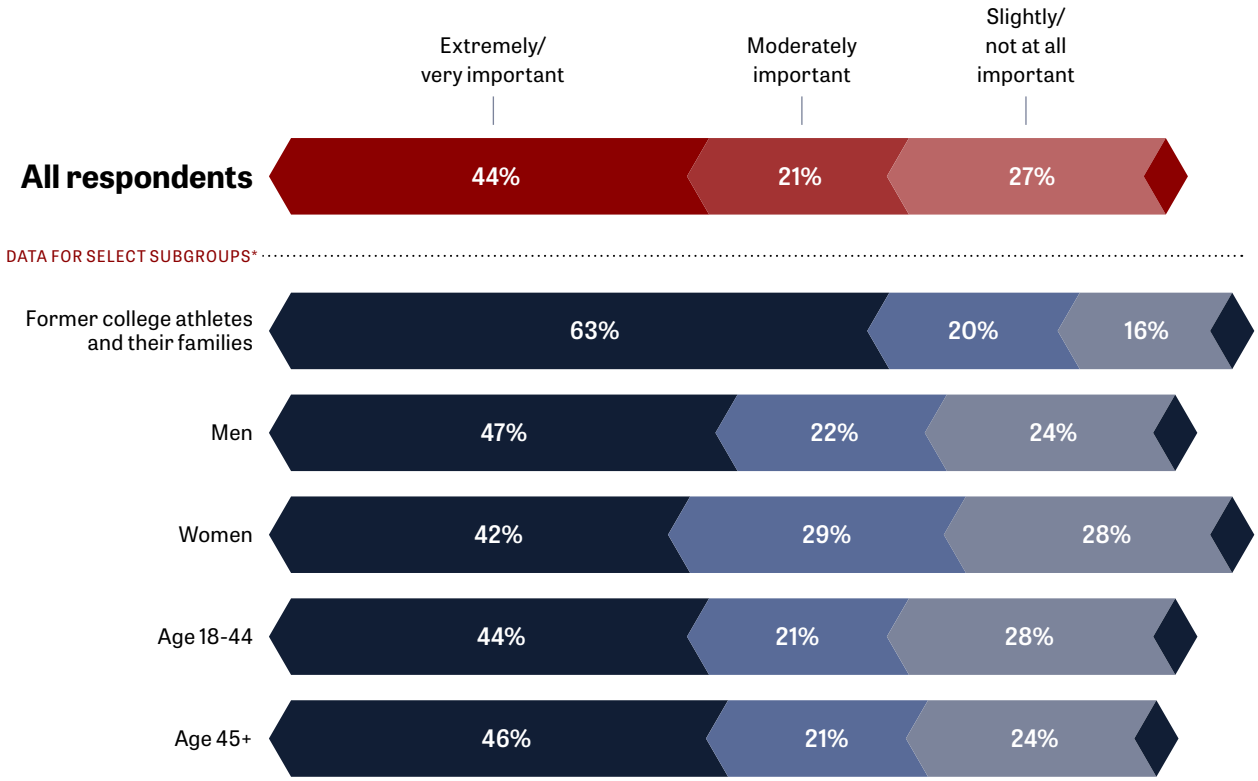


Detailed findings

Public interest in sports and the importance of sports

The survey found that a strong majority of Americans believe it is important for college sports to exist, with 65% calling it moderately to extremely important. The public sees the primary benefits of Division I athletics as boosting a school's identity and marketing (57% said it provides a high or very high benefit) and enhancing student recruitment and fundraising (49% each). In addition, 43% said college sports offer high or very high benefits to engagement with alumni, parents and fans, and 42% said sports benefit the overall student college experience.

How important is it for college sports to exist?

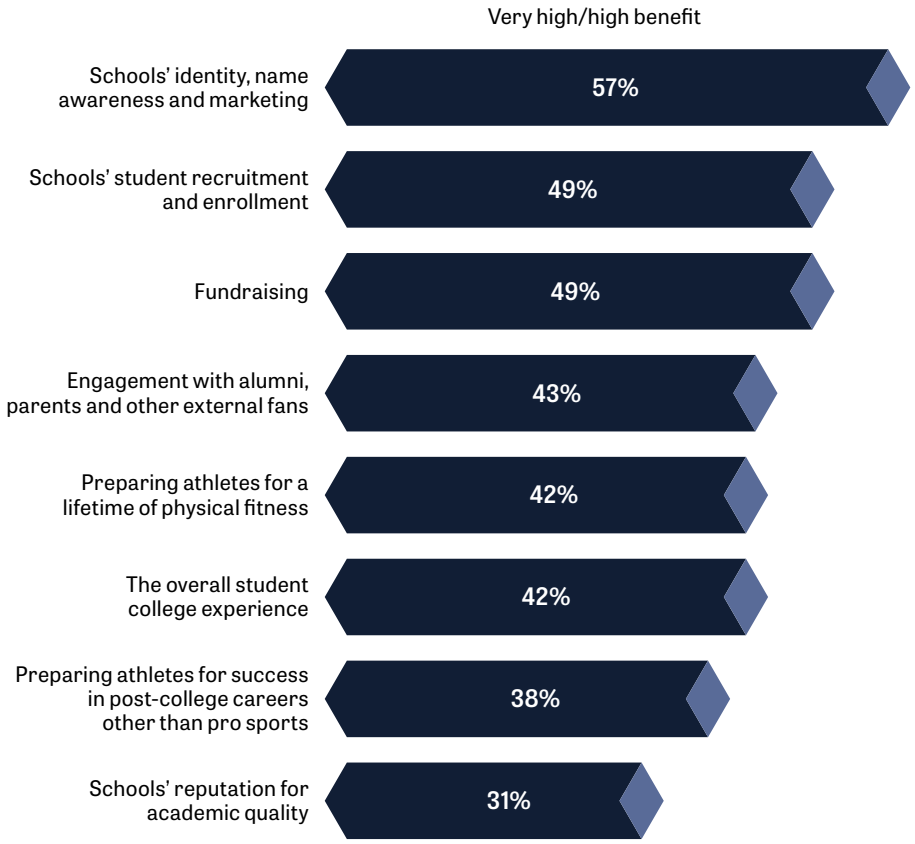


* See methodology for subgroup sizes

Detailed findings

Public interest in sports and the importance of sports

How much do Division I college sports benefit the following?

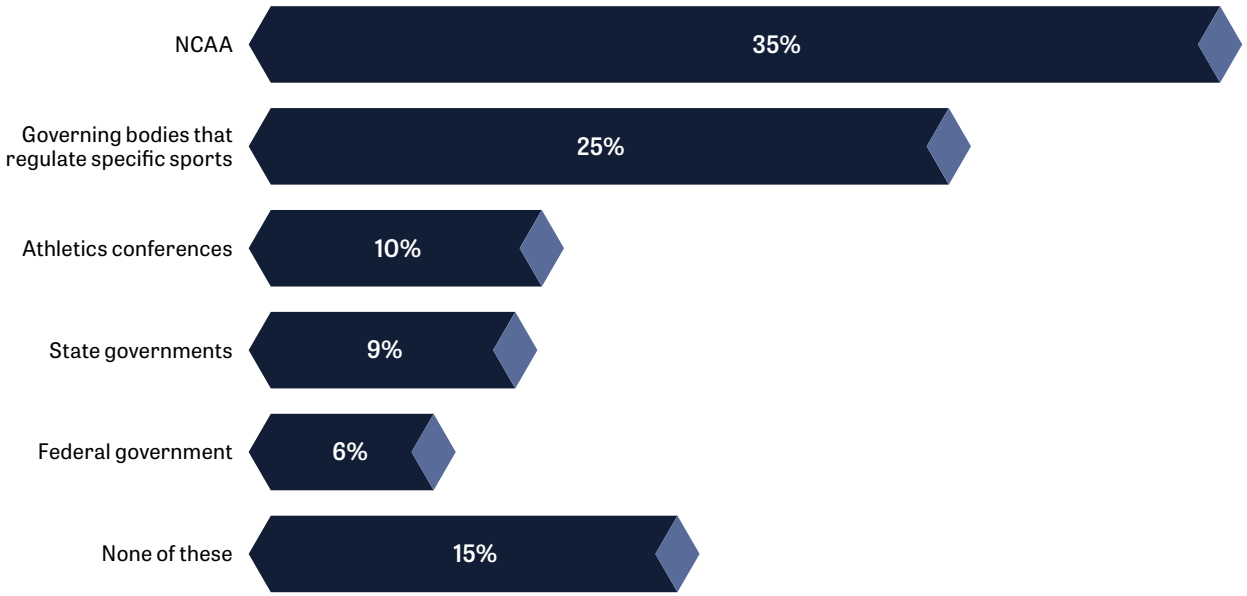


Detailed findings

College sports governance and coach credentials

The survey found no public consensus on the organization or entity that should be primarily responsible for regulating the business of college sports. The NCAA remains the top choice, but with only 35% support. The next most popular option was "governing bodies that regulate specific sports" (25%), followed by athletics conferences (10%), state governments (9%) and the federal government (6%). Fifteen percent (15%) chose none of these.

Who should be primarily responsible for regulating the business of college sports?

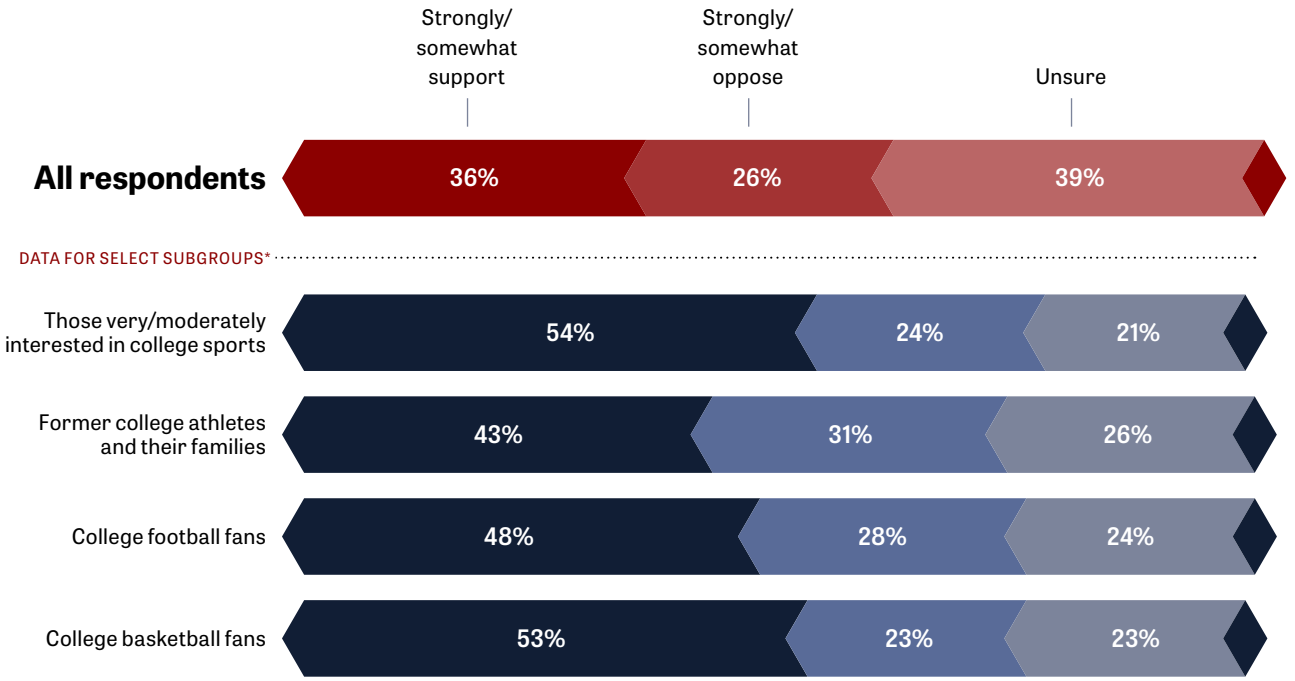


Detailed findings

College sports governance and coach credentials

Similarly, most Americans are either skeptical or unsure that Congress should enact legislation to regulate college sports. Only 36% supported the creation of federal legislation to supersede state laws and to allow the NCAA to enact uniform, nationwide rules, while 26% were opposed and 39% were unsure. However, support for new federal legislation was much higher among those respondents who identified as being interested in college sports, with 54% favoring national laws compared with 24% who opposed such legislation.

What is your opinion about the creation of federal laws that would allow the NCAA to enact rules that apply nationwide, superseding any individual state laws related to college sports programs?



* See methodology for subgroup sizes

Detailed findings

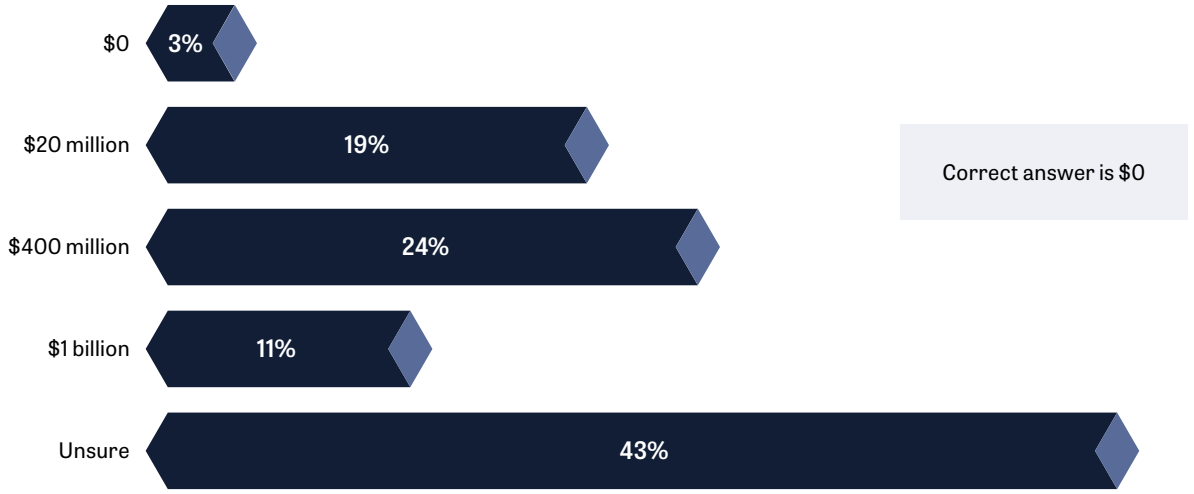
College sports governance and coach credentials

Knowledge and views about the College Football Playoff and football governance

Survey findings revealed that the public lacks a fundamental understanding about the independent business structure of the College Football Playoff (CFP), which operates the FBS football national championship independent of the NCAA. When asked how much money the NCAA receives annually from the CFP, only 3% of the respondents selected the correct answer of $0. More than half (54%) selected options from $20 million to $1 billion, and 43% of the public said they were unsure.

A majority of Americans (52%) were unsure about creating a new FBS football governing body that would operate separately from the NCAA, while the other views were nearly split with 26% supporting the idea and 22% opposing it. College football fans were much more favorable to a new football governing body with 39% supporting, while 36% were unsure and 25% opposed the idea.

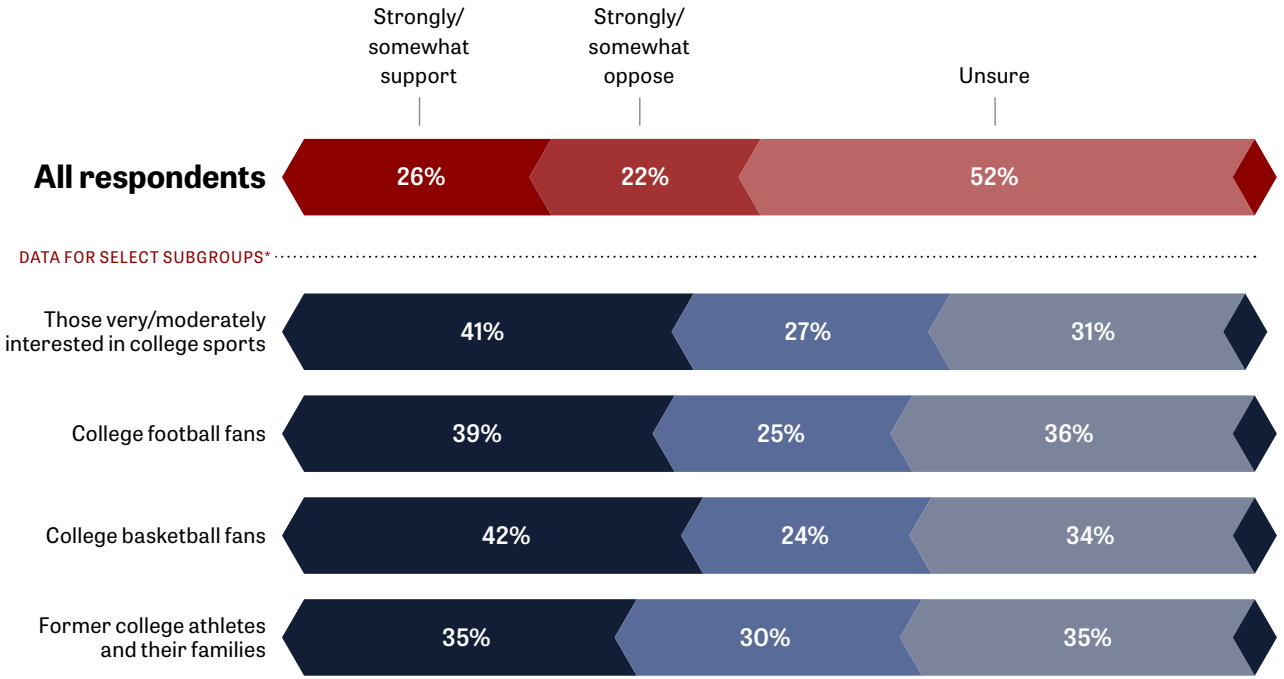
What is your best guess for how much money the NCAA receives annually from the College Football Playoff, which is the national championship for major college football?



Detailed findings

College sports governance and coach credentials

What is your opinion about the creation of a new governing entity for major college football that would operate separately from the NCAA?



* See methodology for subgroup sizes

Detailed findings

College sports governance and coach credentials

Role and expertise of coaches

Another area of broad support was requiring college sport coaches to have a "coach credential" that certifies their knowledge and training in athlete development, mental and physical health and safety, with more than 7 in 10 (74%) Americans supporting such a credential with only 6% opposed. Support for a "coach credential" was even stronger (80%) among former college athletes and their families. College coaches are currently not required to earn such a credential.

What do you think about requiring college sports coaches to have a "coach credential" certifying their knowledge and training in areas to support athlete development, mental health, physical health and safety?

* See methodology for subgroup sizes

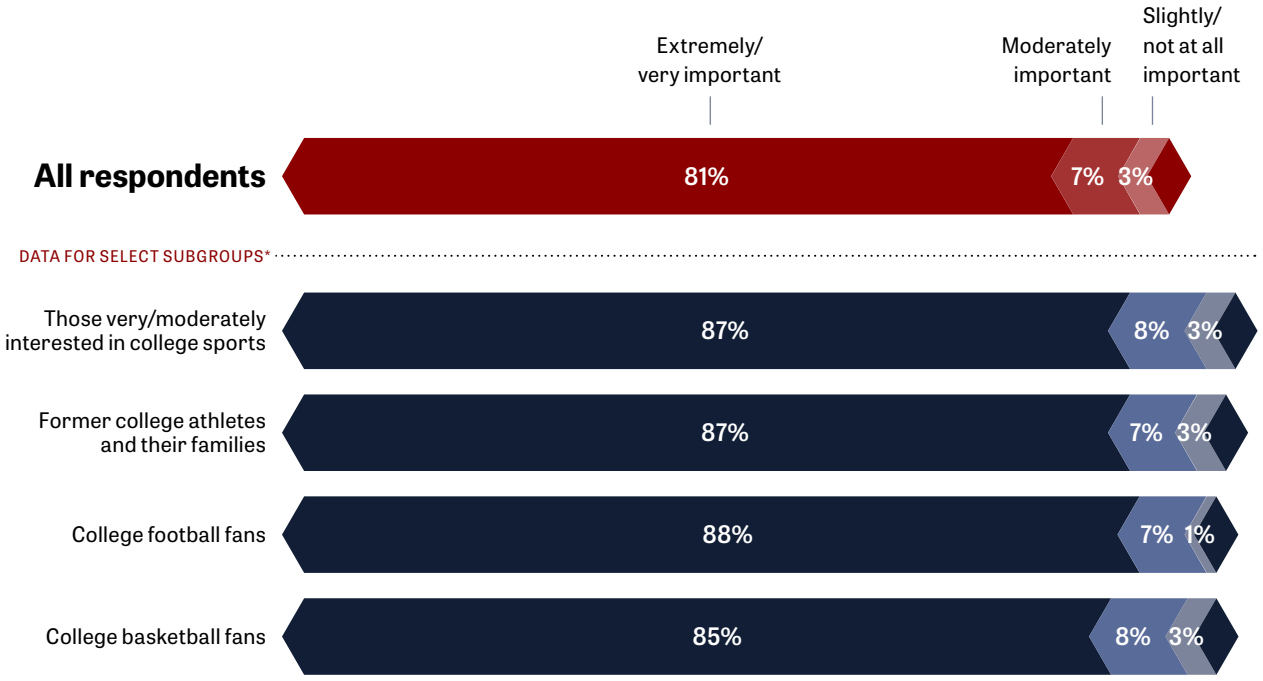
Detailed findings

Athlete eligibility and the importance of academics

Despite divisions over many issues in college sports, Americans showed overwhelming consensus on maintaining academic standards for college athletes. This educational emphasis crossed all demographic and interest groups:

- 81% said it was extremely or very important for college athletes to be enrolled as full-time students taking classes at their institution
  - At least 85% of college sports fans and "former college athletes and their families" agreed
- 81% viewed athlete graduation as extremely or very important
- 74% strongly supported the existing rule requiring teams to be on track to graduate at least half their athletes to remain eligible for postseason competition

How important is it for college athletes to be enrolled as full-time students and taking classes at the school for which they are competing?

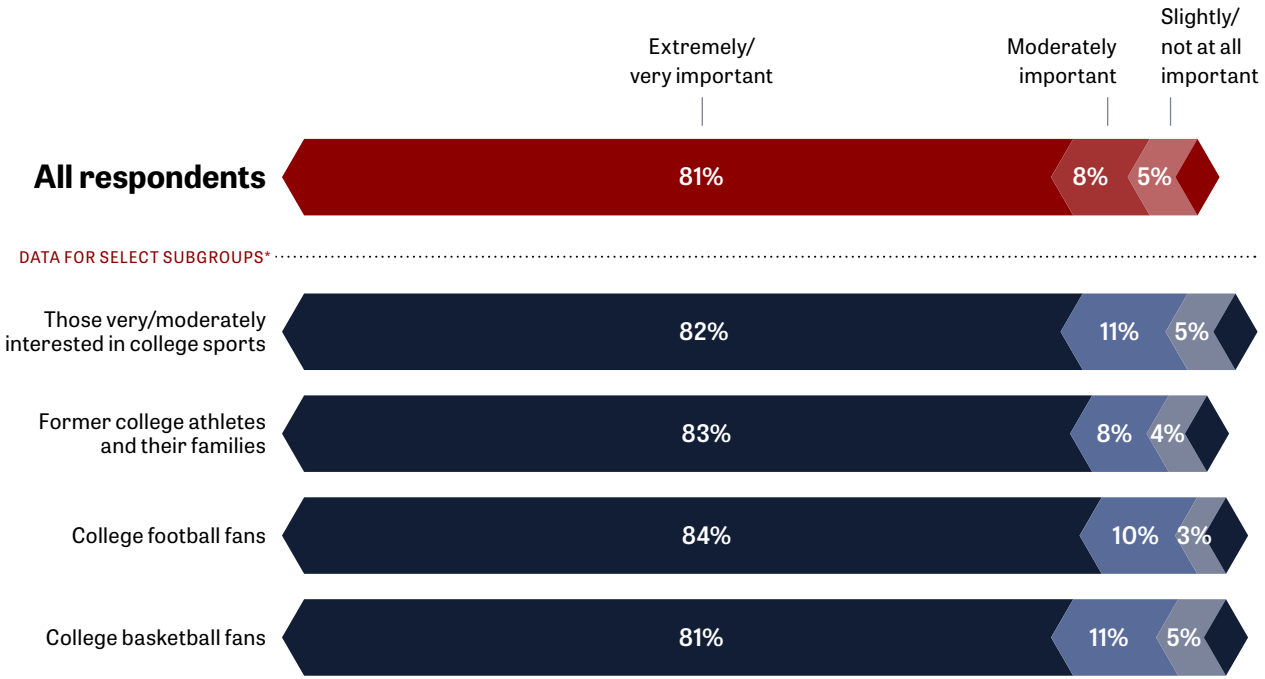


* See methodology for subgroup sizes

Detailed findings

Athlete eligibility and the importance of academics

How important is it for college athletes to graduate?

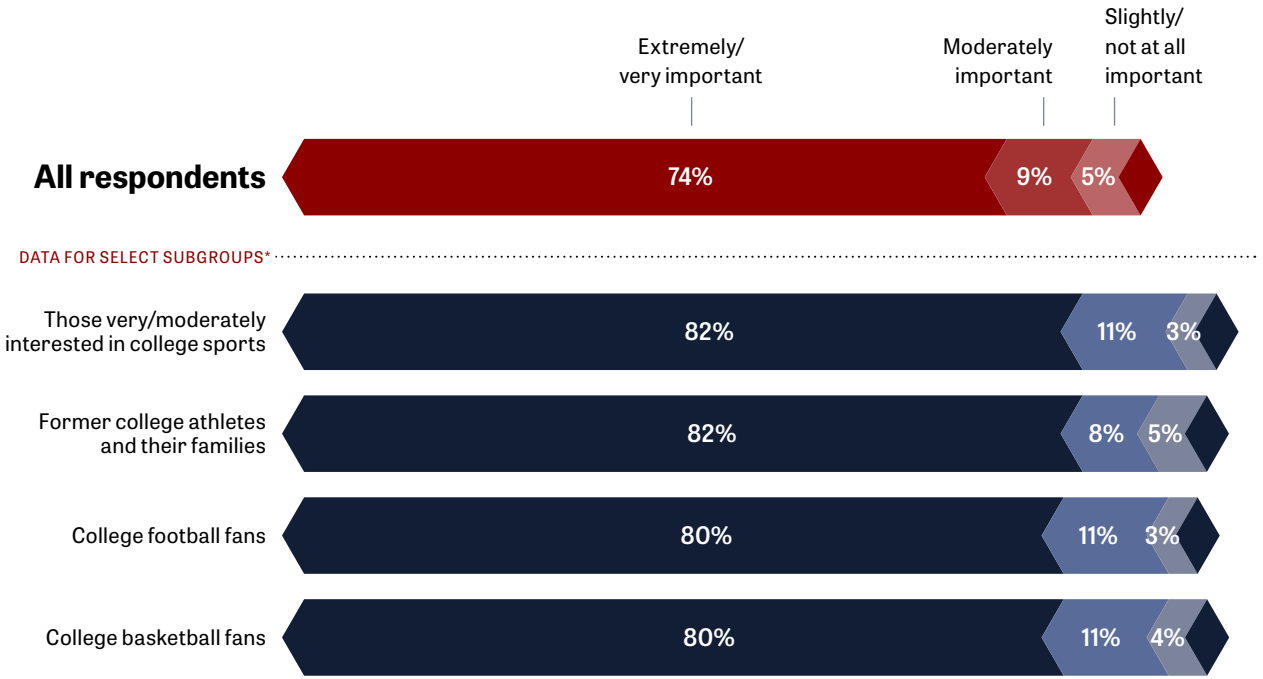


* See methodology for subgroup sizes

Detailed findings

Athlete eligibility and the importance of academics

Division I college teams are required to be on track to graduate at least half of their athletes to be eligible for postseason competition. How important is this rule?



* See methodology for subgroup sizes

Detailed findings

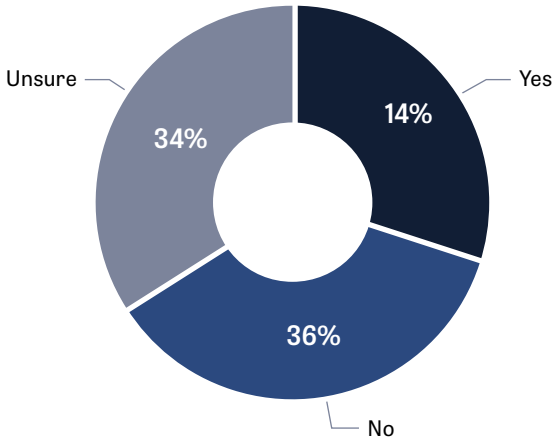
Athlete relationships with their schools and compensation

Most Americans do not support classifying Division I athletes as employees of their schools, although support is higher among respondents who identified as "former college athletes and their families." Even for revenue-producing sports (like football and basketball), 36% of Americans opposed classifying athletes as employees compared with 30% who supported employee classification. Public opposition to classifying all college athletes as employees, regardless of revenue generation, was higher (43%), with only a fifth of the public (21%) saying that athletes in all sports should be classified as employees.

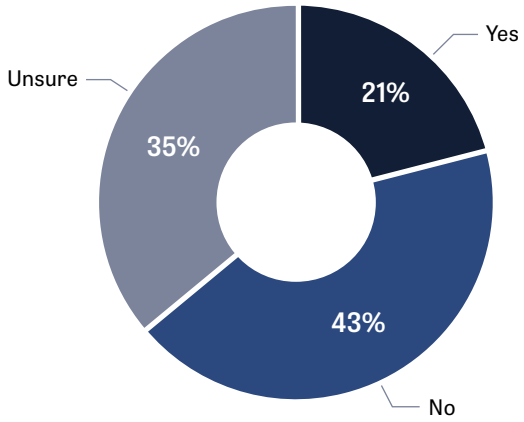
Respondents with more personal experience with college athletics were more likely to support employee status for Division I athletes in revenue sports. Those who identified as "former college athletes and their families" supported the employment arrangement for revenue sports by a 7% margin, with 41% in support and 34% opposed.

Athletes as school employees

Should Division I college athletes in **sports that generate significant revenue** be considered employees of their schools?



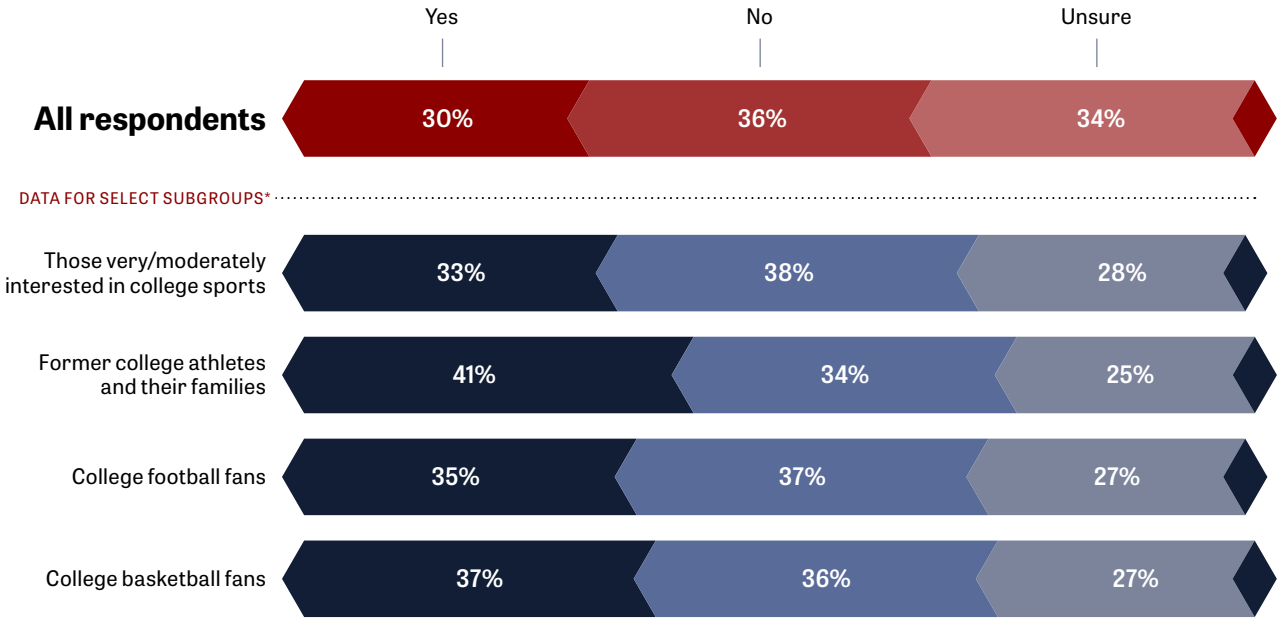
Should Division I college athletes in **all sports**, regardless of revenue generation, be considered employees of their schools?



Detailed findings

Athlete relationships with their schools and compensation

Should Division I college athletes in sports that generate significant revenue be considered employees of their schools?

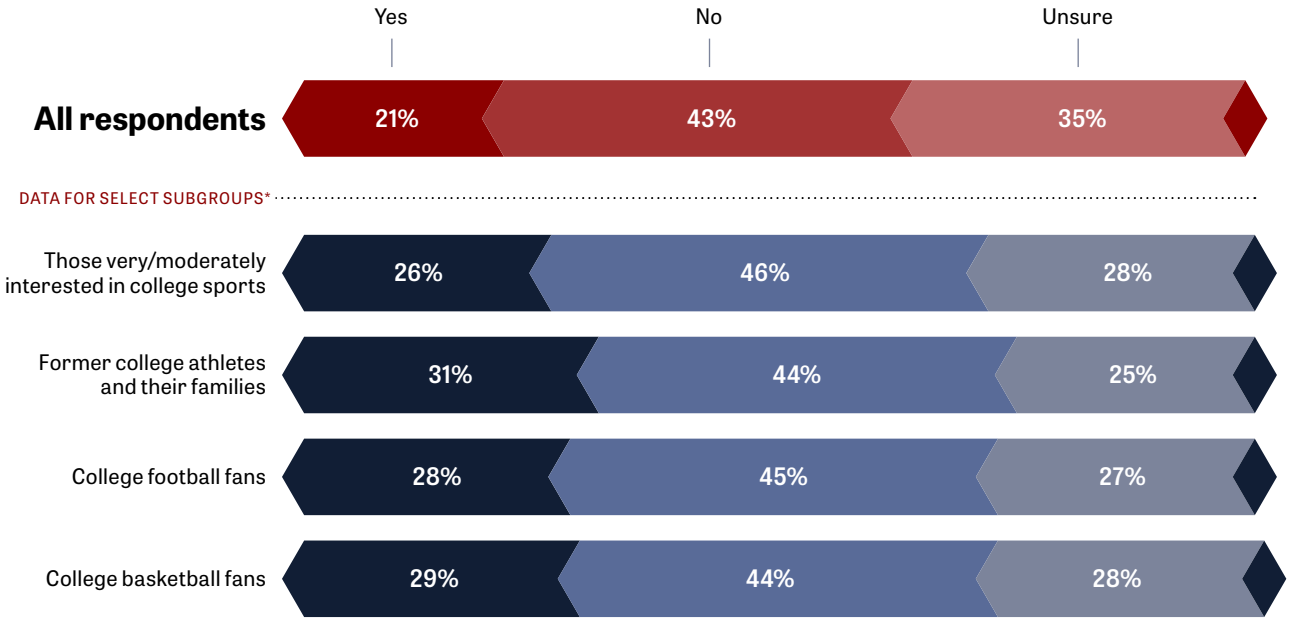


* See methodology for subgroup sizes

Detailed findings

Athlete relationships with their schools and compensation

Should Division I college athletes in **all sports**, regardless of revenue generation, be considered employees of their schools?

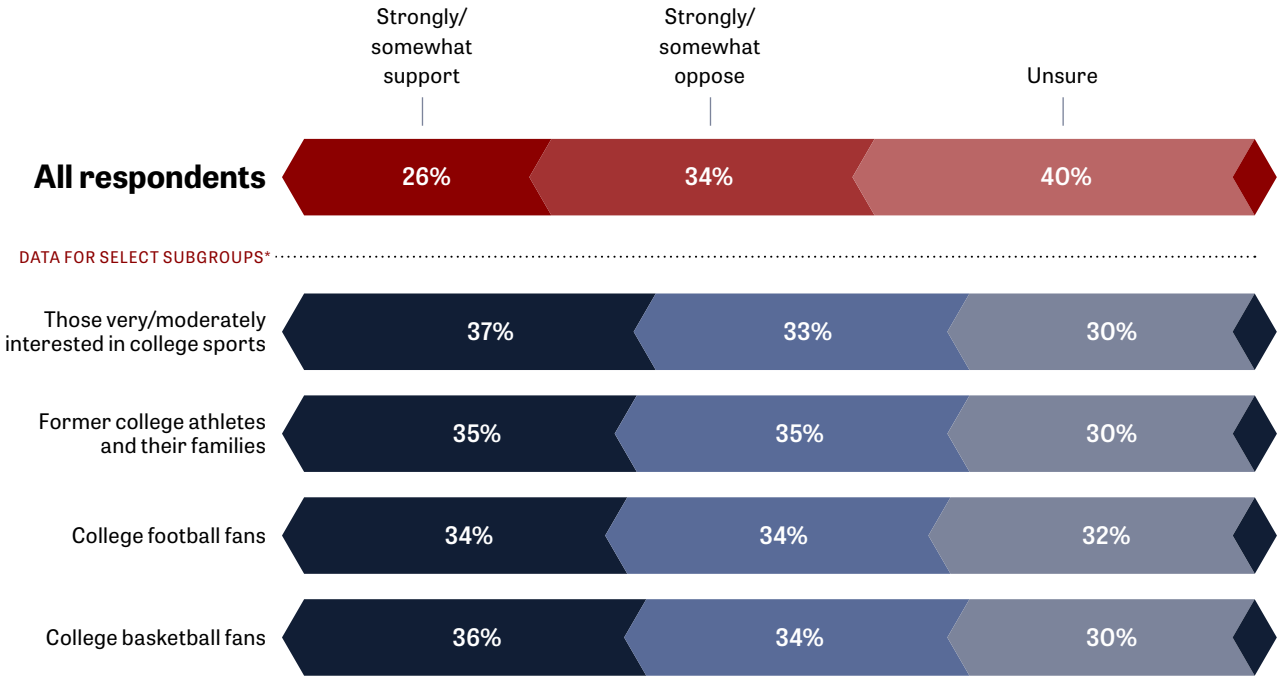


* See methodology for subgroup sizes

Detailed findings

Athlete relationships with their schools and compensation

What do you think about having Division I college athletes sign a multi-year contract with an institution, but not legally be considered employees?



* See methodology for subgroup sizes

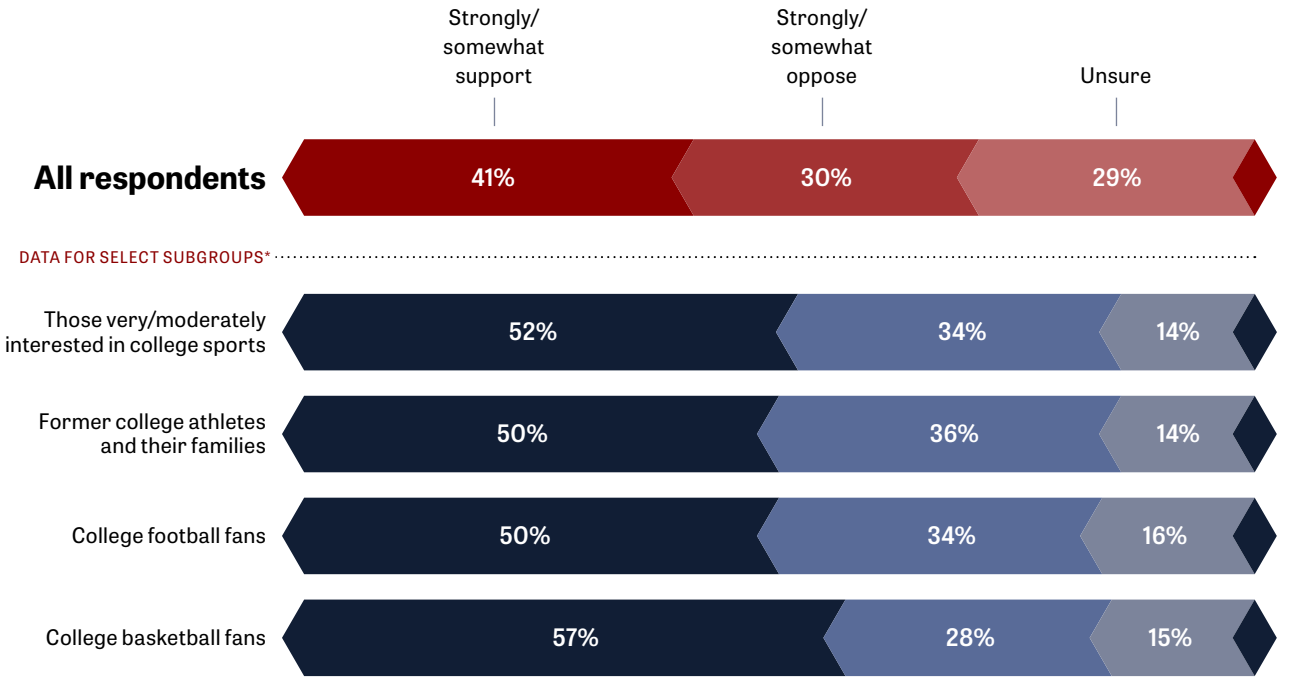
Detailed findings

Athlete relationships with their schools and compensation

The American public is much more receptive to universities negotiating with athletes on pay, rights and responsibilities, much in the way that professional sports leagues do with players' unions. Overall, 41% of Americans supported athlete negotiations with their schools, compared with 30% who opposed that idea.

Among those interested in college sports, 52% favored player negotiations. Support for player negotiations was similar for former college athletes and their families and college football fans, with 50% holding that view, and higher among college basketball fans, with 57% expressing support.

What do you think about universities negotiating with college athletes, like professional sports leagues do with their players' unions, to decide on pay, rights and responsibilities?

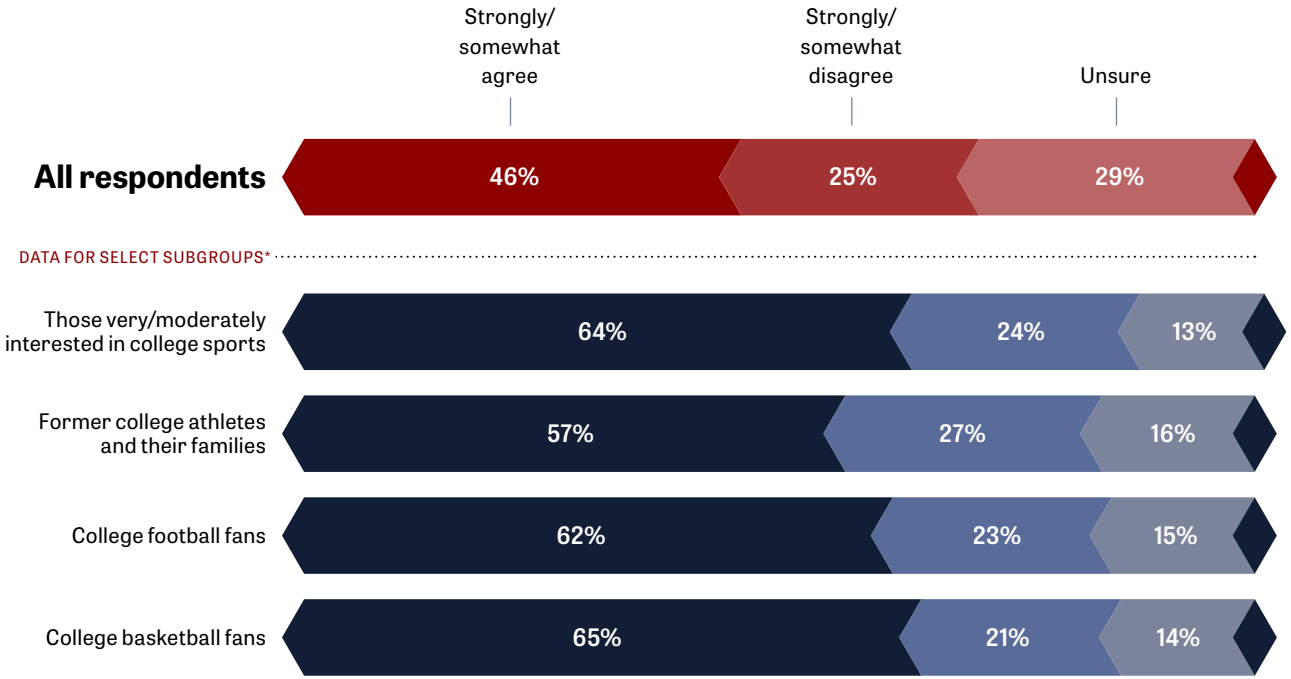


* See methodology for subgroup sizes

Detailed findings

Athlete relationships with their schools and compensation

How strongly do you agree or disagree with this statement: Division I college athletics programs adequately care for athletes' health and safety?



* See methodology for subgroup sizes

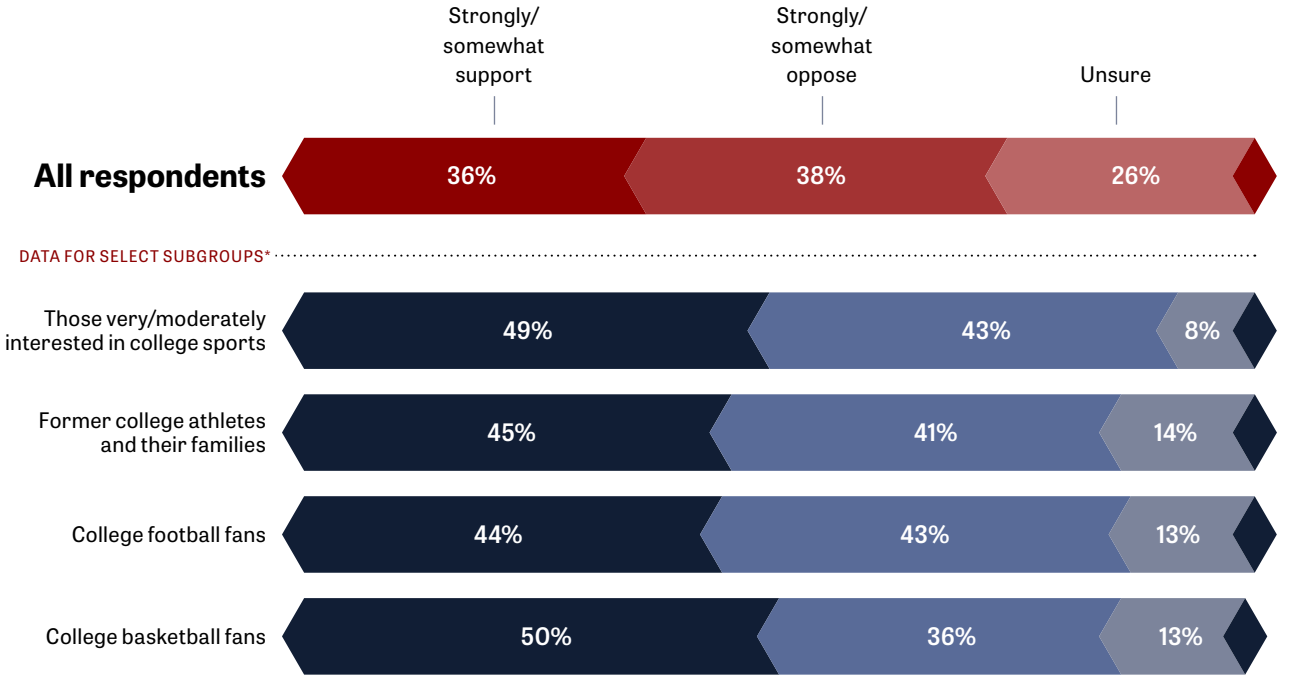
Detailed findings

Athlete relationships with their schools and compensation

Athlete transfer rules

Americans were equally divided about the new transfer rules that allow Division I college athletes to move between schools as often as they choose, without penalty. Overall, 38% of Americans opposed the new transfer policy, compared with 36% who supported it. Among those interested in college sports, 49% supported the transfer rules and 43% opposed them.

What do you think about the current rules that allow college athletes to transfer between schools as often as they choose and be immediately eligible to compete for their new school(s) without penalty?



* See methodology for subgroup sizes

Detailed findings

Athlete relationships with their schools and compensation

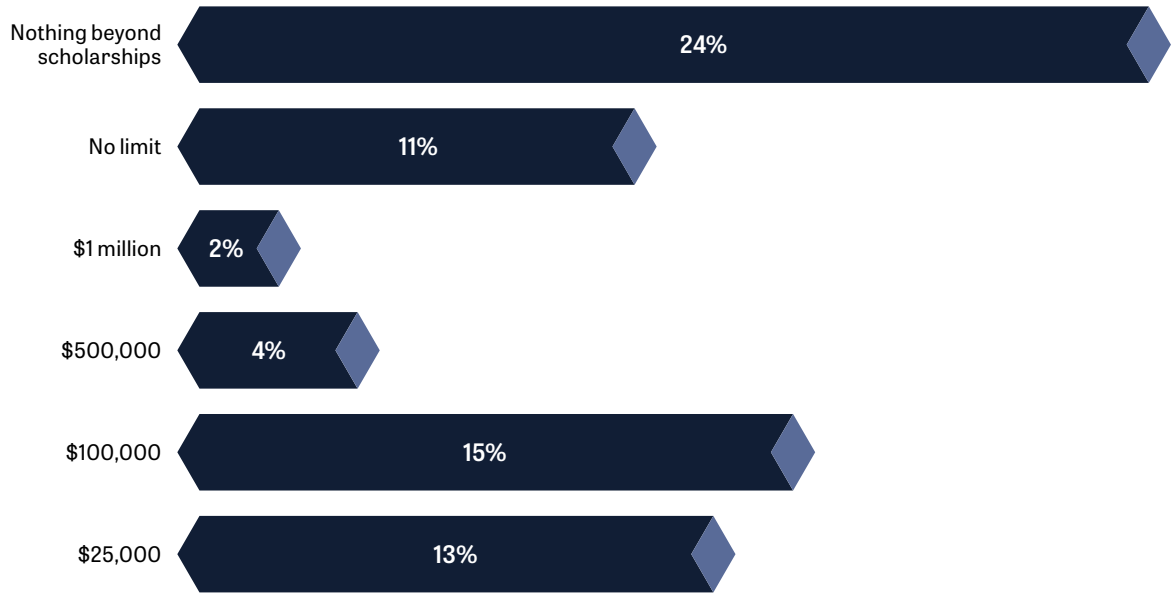
Compensating college athletes

With universities now allowed to provide direct NIL compensation and other financial payments to individual athletes, in addition to athletics scholarships, Americans were asked about their views on the appropriate compensation limits, if any, for these direct university payments. Responses varied widely. While 24% believed an athlete should receive nothing beyond an athletics scholarship, a plurality of Americans (45%) supported the idea of athletes receiving at least some compensation beyond their athletics scholarships:

- 15% supported athlete compensation limit up to $100,000
- 13% supported athlete compensation limit up to $25,000
- 11% supported no limits on athlete compensation
- 4% supported athlete compensation limit up to $500,000
- 2% supported athlete compensation limit up to $1 million

Note: Current rules under the new settlement terms do not have team or individual limits, only an institutional cap for such athlete compensation that includes athletes in all sports.

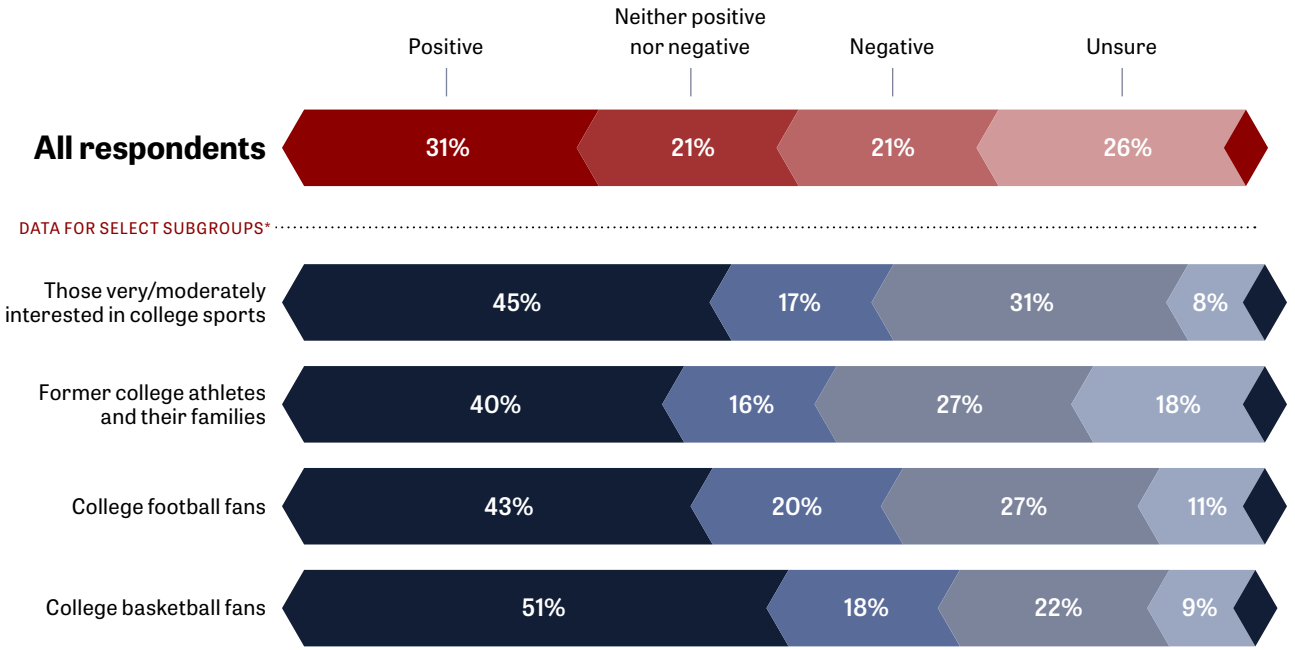
If athletes receive direct compensation (in addition to any scholarships) from Division I universities, what should be the annual limit (if any) for that compensation for an individual athlete?



Detailed findings

Athlete relationships with their schools and compensation

Overall what will the impact be of Division I universities providing direct payments to athletes for the use of their name, image, and likeness (NIL) – payments that for the past several years have been paid to college athletes by third-party entities like companies and fan/booster groups (Collectives)?

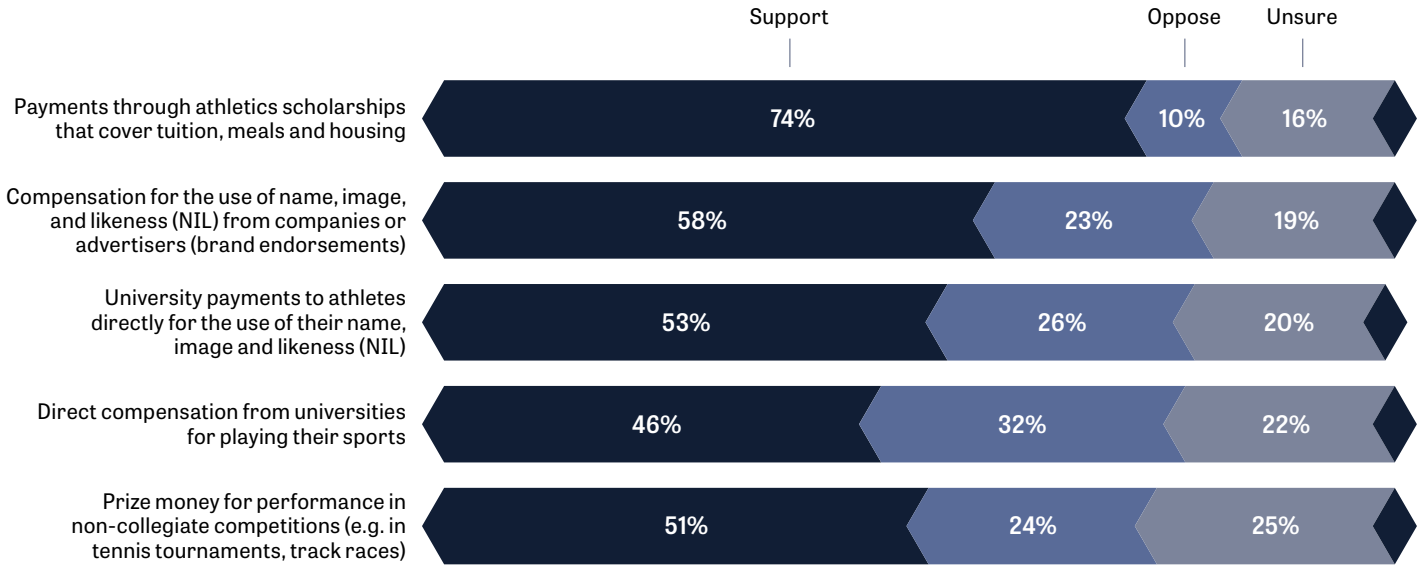


* See methodology for subgroup sizes

Detailed findings

Athlete relationships with their schools and compensation

How supportive are you of the following forms of payments/compensation for college athletes?



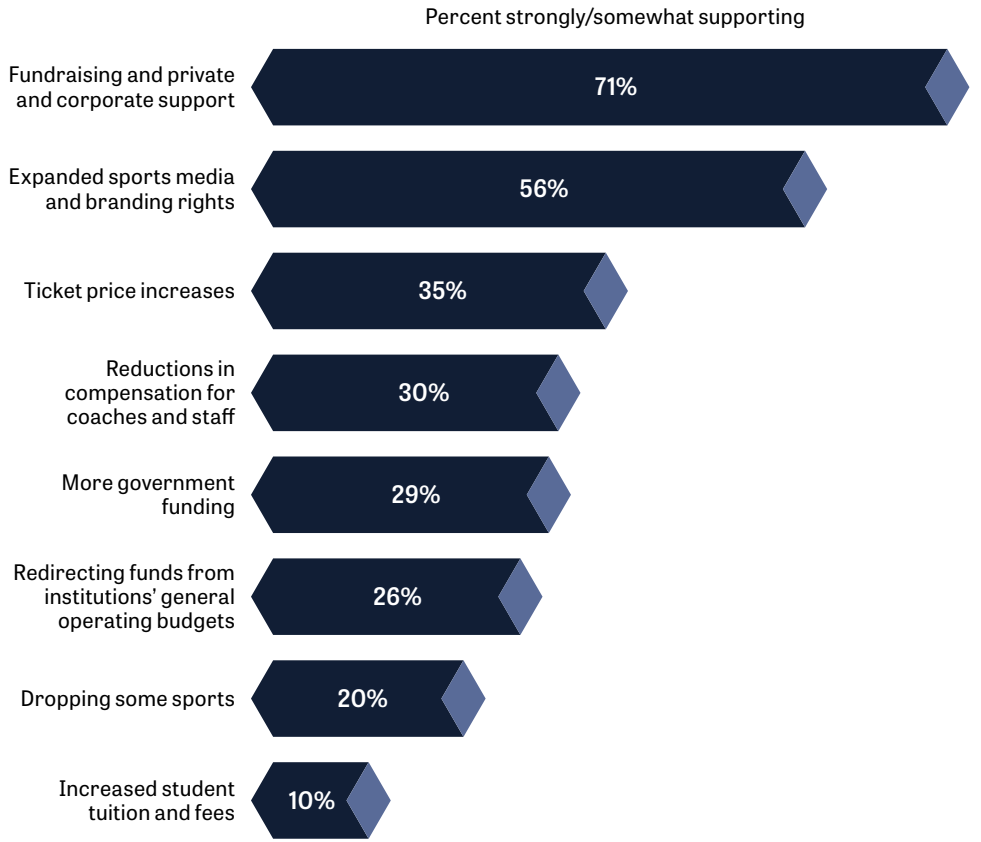
Detailed findings

Athlete relationships with their schools and compensation

Americans had definite opinions about the funding sources for this new athlete compensation from universities. They favored raising money from private and corporate support and media contracts and there was little support for increasing student tuition and fees and dropping non-revenue sports. More specifically:

- 71% favored greater fundraising and private and corporate support
- 56% favored expanded sports media and branding rights
- 35% favored increased ticket prices
- 30% favored reductions in coach and athletics staff salaries
- 29% favored more government funding
- 26% favored reallocating funds from a university's general operating budget
- 20% favored dropping some sports
- 10% favored increased student tuition and fees

Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated. How much do you support or oppose using the following to help cover those costs?



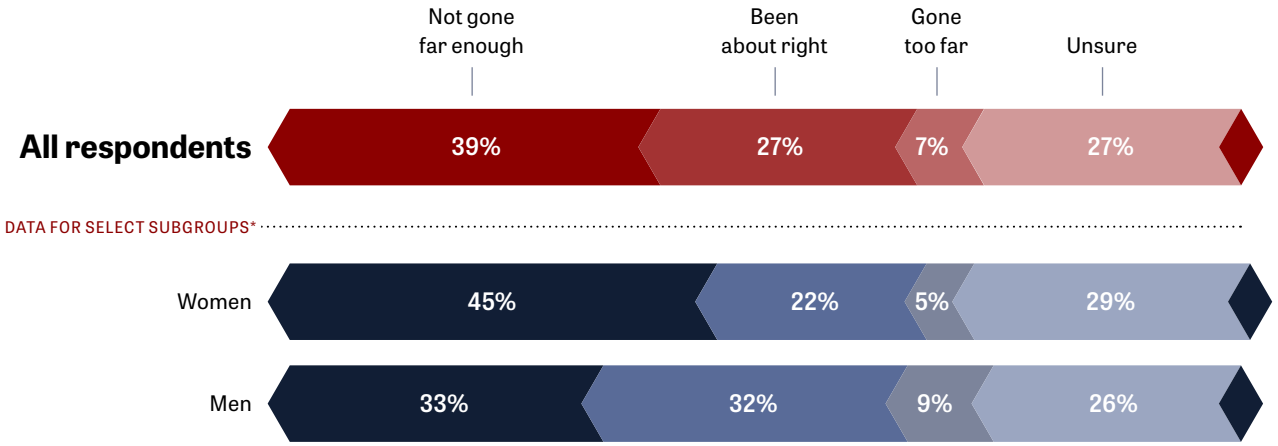
Detailed findings

Women's and collegiate Olympic sports

Title IX is a relevant law for schools to consider when providing additional financial assistance to athletes through NIL payments and permissible revenue-sharing.

Title IX requires schools to provide female and male athletes with equitable opportunities to participate and equitable financial assistance and treatment. Thirty-nine percent (39%) of Americans believe that schools have "not gone far enough" in providing female athletes with equitable opportunities compared with 27% who said the schools have "been about right" in providing equitable opportunities. More than a quarter (27%) of respondents were "unsure" but only 7% said schools have "gone too far" in providing equitable opportunities to females. Women (45%) were more likely than men (33%) to say that schools have "not gone far enough" in providing equitable opportunities to female athletes.

Current Title IX law requires universities to provide female and male athletes with equitable opportunities to participate, equitable amounts of athletics-related financial assistance (e.g., scholarships), and equitable treatment and support. When it comes to providing female college athletes with equitable opportunities compared to male college athletes, do you think colleges and universities have:



* See methodology for subgroup sizes

Detailed findings

Women's and collegiate Olympic sports

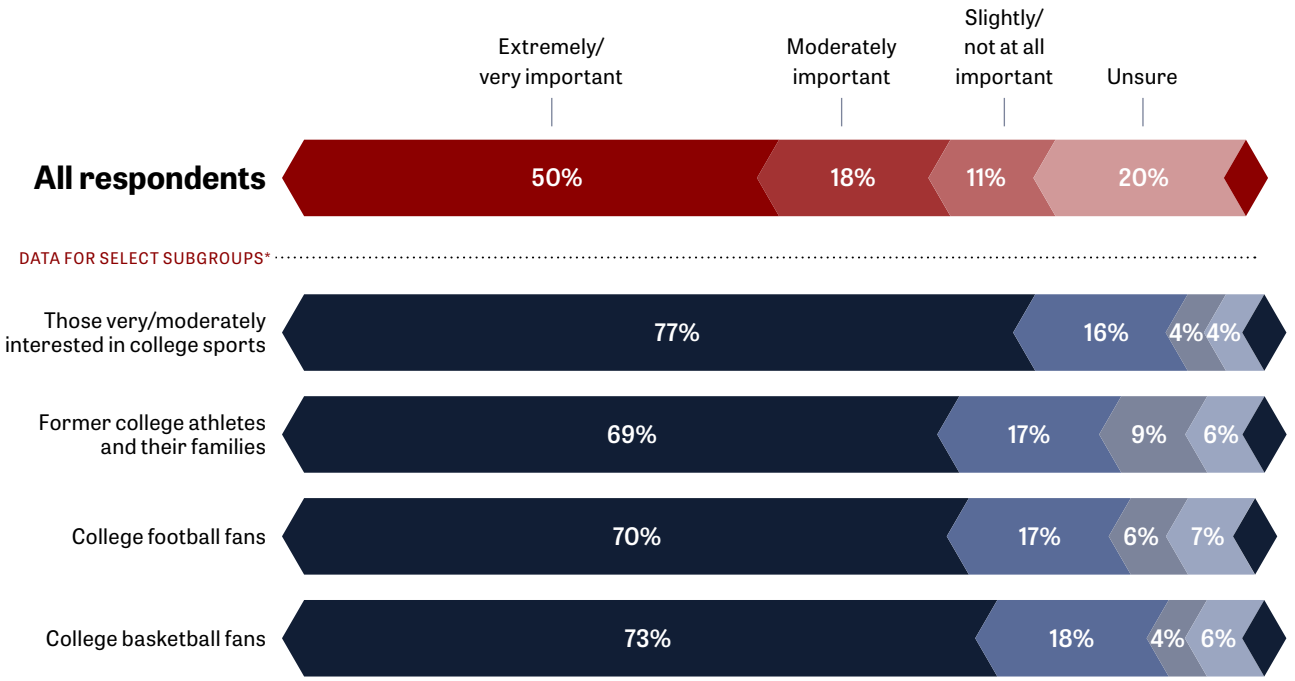
Collegiate Olympic sports

With Division I college athletics funding stretched by pressure to compete and fund new athlete compensation in revenue-producing sports, schools are reconsidering the extent of their support for sports that do not generate significant revenue – generally referred to as collegiate Olympic sports. Over the past 10 months, some Division I schools have announced dropping teams or reducing funding in these sports as adjustments are made in the new financial environment.

Nearly 7 in 10 Americans (68%) said it is important for universities to offer opportunities for students to participate in varsity sports other than those that are tied to generating revenues, like football and basketball. Among those interested in college sports, the support for these opportunities was even higher, with more than 9 in 10 respondents (93%) saying these varsity sports opportunities beyond football and basketball are important.

The survey also found wide support for Team USA, with 76% of Americans saying it is moderately to extremely important that Team USA is successful in the Olympics. Among those interested in college sports, 92% said that college programs such as gymnastics, track & field, swimming, and hockey are important to the success of Team USA in the Summer and Winter Olympic Games.

How important is it for NCAA Division I universities to offer opportunities for students to participate in varsity sports other than those that are tied to generating revenues, like football and basketball?

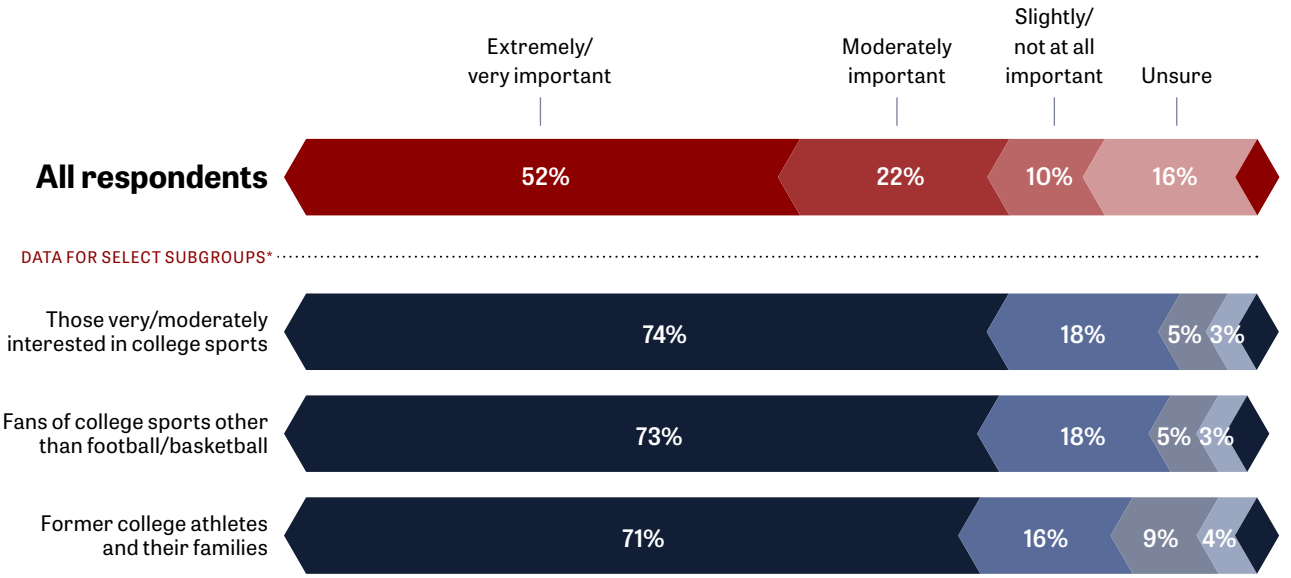


* See methodology for subgroup sizes

Detailed findings

Women's and collegiate Olympic sports

How important do you think college programs in Olympic sports like gymnastics, hockey, swimming, and track & field are to the success of Team USA in the Summer and Winter Olympic Games?

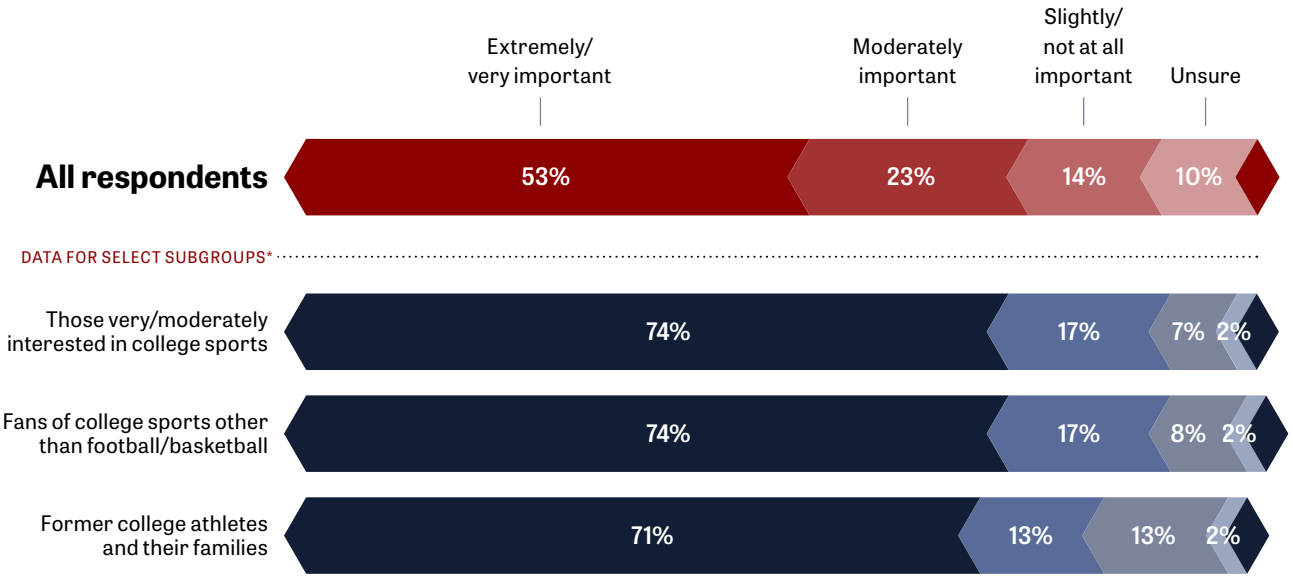


* See methodology for subgroup sizes

Detailed findings

Women's and collegiate Olympic sports

How important is it for Team USA to be successful in the Olympics?



* See methodology for subgroup sizes

Detailed findings

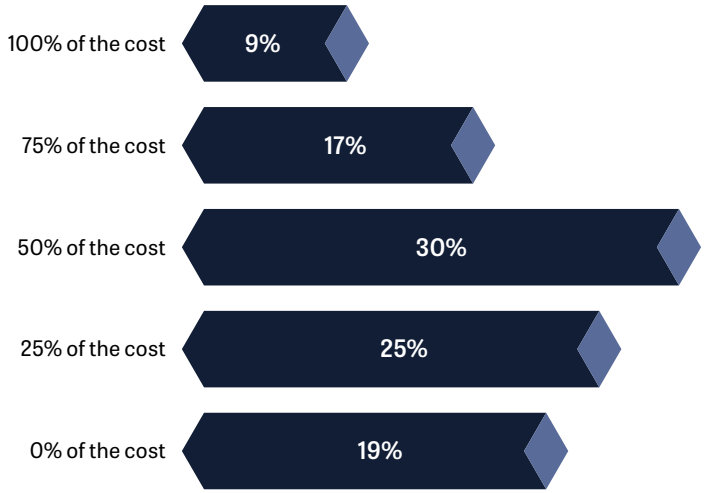
Women's and collegiate Olympic sports

Openness to federal funding for collegiate Olympic sports

While Americans strongly support the importance of Team USA's success in the Olympics, there is a lack of knowledge about the funding that fuels the development of U.S. Olympians. More than 8 in 10 Americans (81%) erroneously thought that the U.S. government provides funding for Team USA development programs (it does not).

Overall, nearly half (46%) of American adults favored using federal funds to help finance college sports programs to develop USA Olympic national team members and two-thirds (65%) of those interested in college sports supported that idea. A majority of Americans also supported enacting a fee or federal tax on sports gambling operators to create a national fund to support collegiate Olympic sports, with 53% of Americans supporting that idea, compared with 22% who opposed such a fee.

What is your best guess on how much of the cost of the development programs for TEAM USA Olympic athletes is covered by direct funding from the U.S. government?

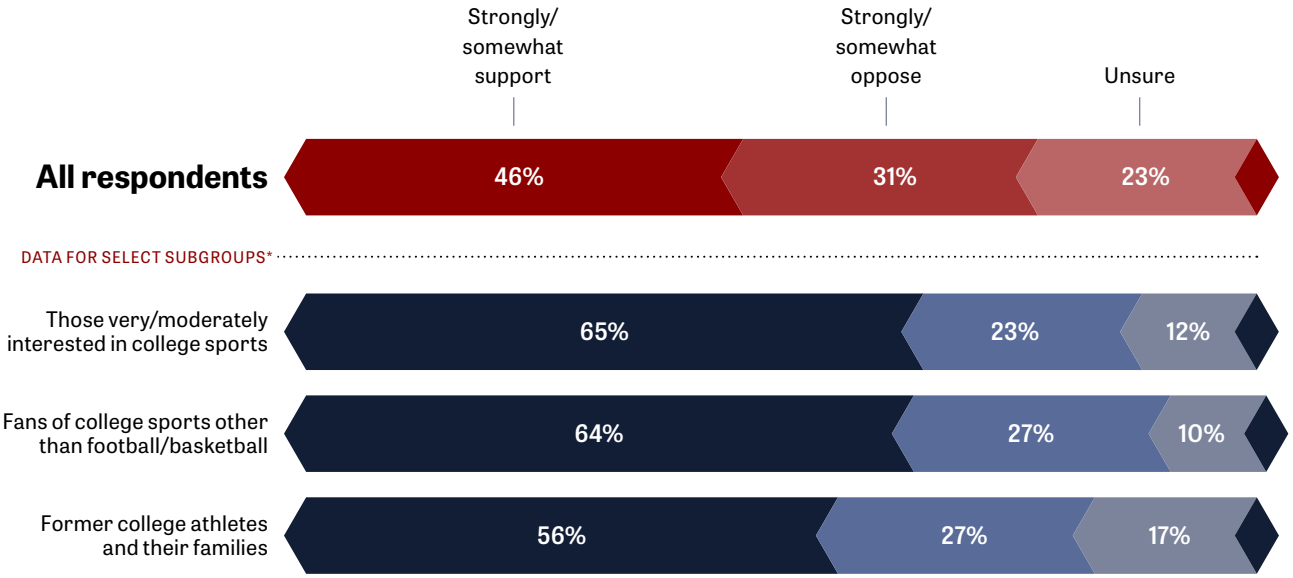


Correct answer is $0

Detailed findings

Women's and collegiate Olympic sports

What is your opinion of using federal funds to support college sports programs that are designed to develop USA Olympic national team members?

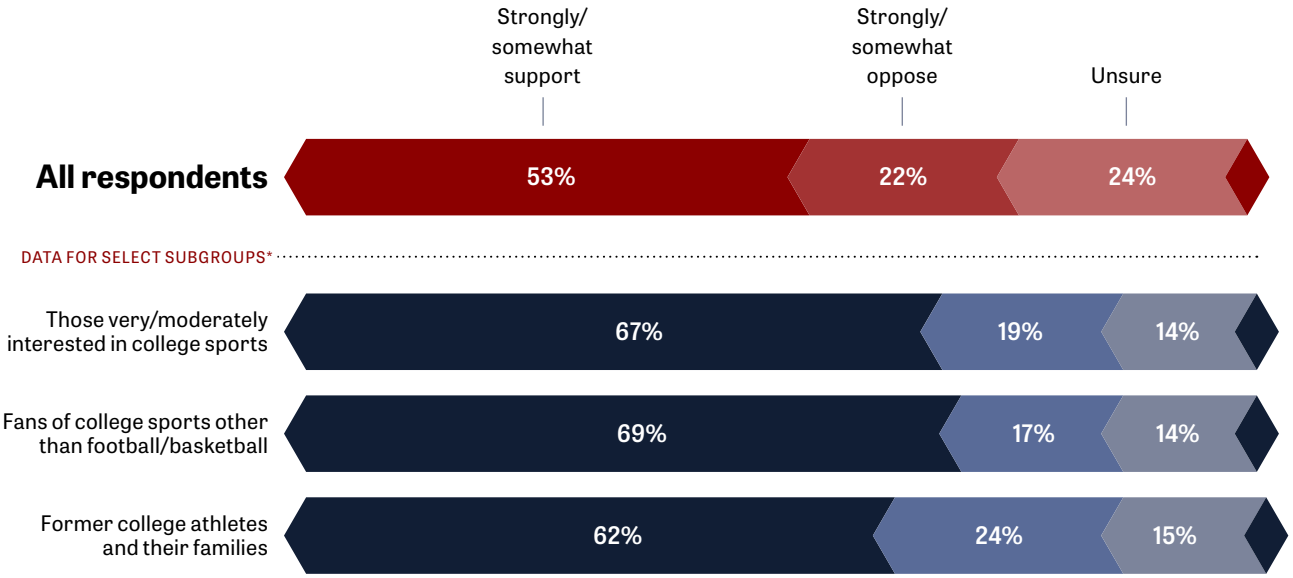


* See methodology for subgroup sizes

Detailed findings

Women's and collegiate Olympic sports

What is your opinion of a fee or federal tax on sports gambling operators to create a national fund to support collegiate sports that develop USA Olympic national team members?



* See methodology for subgroup sizes

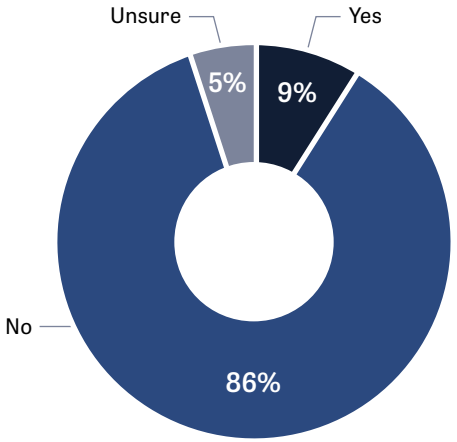
Detailed findings

Gambling on college sports

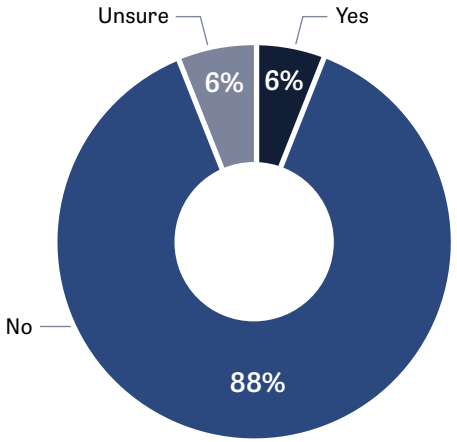
Related to gambling on college sports, only 9% of Americans said they've placed a bet, with 35% favoring a ban on placing "prop" bets on an individual athlete's performance, such as points scored, hits or passing yards, 31% opposed such a ban.

Betting on college sports is legal in most states. Placing monetary bets on an individual athlete's performance, such as points scored, hits, or passing yards, are known as "prop bets." Prop bets are not bets on the outcome of a game.

Have you placed a monetary bet on a college sports event in the past three years?



Have you placed a monetary prop bet on a specific college athlete's performance in the past three years?

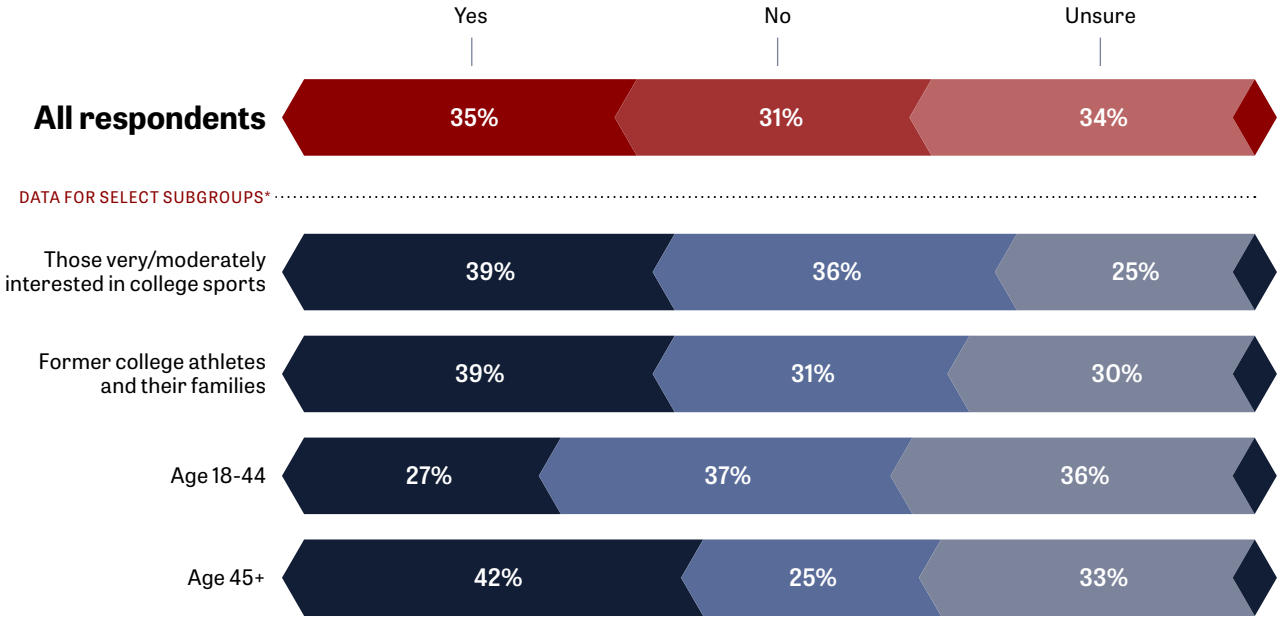


Detailed findings

Gambling on college sports

Placing monetary bets on an individual athlete's performance, such as points scored, hits, or passing yards, are known as "prop bets." Prop bets are not bets on the outcome of a game.

Do you support a ban on placing prop bets on college athletes?



* See methodology for subgroup sizes

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Use of this information

About this report

Thanks to the entire membership of the Knight Commission on Intercollegiate Athletics for their contributions to this work.

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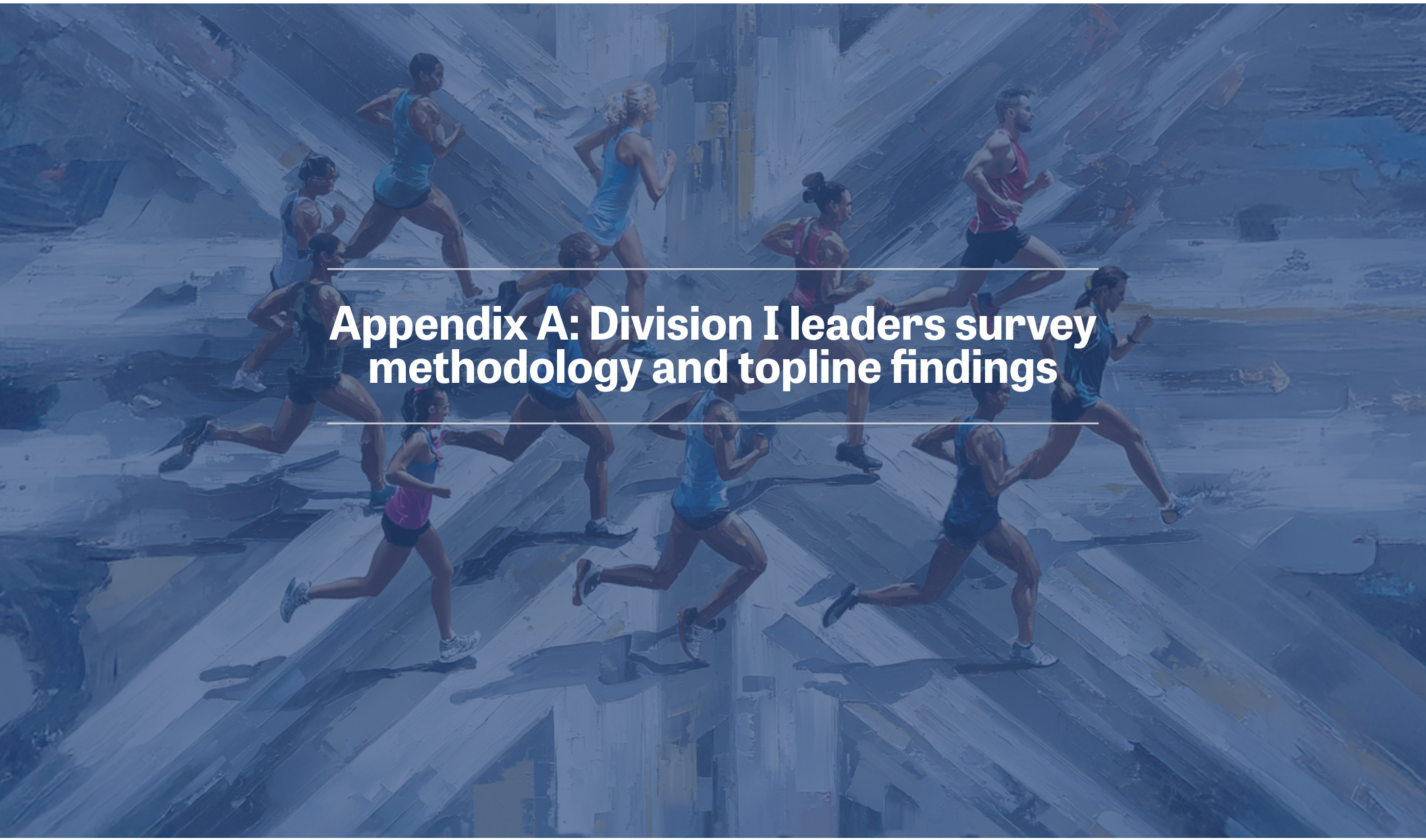


Appendix A: Division I leaders survey methodology and topline findings

Topline
Survey of Division I leaders
Dr. Jason Husser, director, Elon University Poll

Sponsoring organizations and questionnaire design: Elon University Poll and the Knight Commission on Intercollegiate Athletics

Fieldwork: Elon University Poll

Interview dates: July 29 – August 22, 2025

Release date: October 9, 2025

Target population: NCAA Division I presidents/chancellors, athletics directors, senior woman administrators, faculty athletics representatives

Number of respondents: 376 (26% response rate)

Overall margin of error: +/- 4.4%; larger margins of error for subgroups

Survey mode: Online Qualtrics survey

Crosstab groups as percentage of total respondents: presidents/chancellors – 16%, athletics directors – 24%, senior woman administrators – 21%, faculty athletics representatives – 38%

Methodology

The population of interest consisted of all NCAA Division 1 university leaders in the following roles: (1) President, Chancellor or other head of institution title, (2) Director of Athletics or other equivalent title, (3) Senior Woman Administrator, and (4) NCAA recognized Faculty Athletics Representatives. Names and contact information for each member of the population were obtained from both public and non-public sources (approximately 365 contacts for each of the four roles). In cases in which a role was vacant at an institution, the survey was sent to the interim leader in that role.

Between July 29 and August 18, 2025, each contact address received up to three email invitations to complete the survey-up to two using unique links for each invitee and up to one final email with a non-unique link sent by well-known individuals within the D1 sports community. Each response was inspected by the survey director for validity (e.g. non-sensical open-ended responses or "straightlining"). No responses were removed from analysis following that inspection. Respondents did not receive any financial compensation for their voluntary participation. Data were collected so that respondent-identifying information were not fields within the response dataset.

To increase response rates, the survey was announced in multiple communications from the Knight Commission. Additionally, a physical letter was mailed to institution presidents encouraging them to respond to the email invitations. The email survey was conducted using Qualtrics. Data were analyzed using Stata and SPSS. Cross-tabulations are not reported beyond one level (e.g. institution type or role only) to protect privacy of respondents and to avoid over-interpretation of small samples.

Results published here are unweighted. However, results were analyzed using raking weights calculated based on known population parameters for institution type (FBS Power 4, FBS Group of 6, FCS, Basketball-Centric) and the four respondent roles above. Weighted and unweighted results differed on average of 1% within each topline cell.

Sample characteristics

Total respondents: 376

Total number of schools solicited: 364

Age

	# of respondents
Under age 45	50 (14%)
45-60	201 (57%)
Over 60	92 (26%)
Prefer not to answer	12 (3%)

Gender

	# of respondents
Male	158 (44%)
Female	190 (53%)
Prefer not to answer	8 (2%)

Institutional role

	# of respondents
President/Chancellor	61 (16%)
Athletics director	94 (25%)
Senior woman administrator	79 (21%)
Faculty athletics representative	142 (38%)

Type of institution

	Percent of respondents
Public	63%
Private	37%

NCAA Division I subdivision

	# of respondents
FBS Autonomy or Power 4 Conference (ACC, Big 10, Big 12, SEC or Notre Dame)	51 (14%)
FBS Independents and Group of Six (American Conference, Conference USA, Mid-American Conference, Mountain West Conference, Pac-12 Conference, Sun Belt Conference)	83 (22%)
Football Championship Subdivision	128 (34%)
Division I Basketball Centric (No Football)	114 (30%)

Have competed in college athletics

	# of respondents
Yes	171 (48%)
No	177 (50%)
Prefer not to answer	8 (2%)

NCAA Division I institutions included in this survey

Abilene Christian University
Alabama A&M University
Alabama State University
Alcorn State University
American University
Appalachian State University
Arizona State University
Arkansas State University
Auburn University
Austin Peay State University
Ball State University
Baylor University
Bellarmine University
Belmont University
Bethune Cookman University
Binghamton University-State University of New York
Boise State University
Boston College
Boston University
Bowling Green State University
Bradley University
Brigham Young University
Brown University
Bryant University
Bucknell University
Butler University
California Baptist University
California Polytechnic State State University
California State University, Bakersfield
California State University, Fresno
California State University, Fullerton
California State University, Northridge
California State University, Sacramento
Campbell University
Canisius College
Central Connecticut State University
Central Michigan University
Charleston Southern University
Chicago State University
Clemson University
Cleveland State University
Coastal Carolina University
Colgate University
College of Charleston (South Carolina)
College of the Holy Cross
Colorado State University
Columbia University-Barnard College
Coppin State University
Cornell University
Creighton University
Dartmouth College
Davidson College
Delaware State University
DePaul University
Drake University
Drexel University
Duke University
Duquesne University
East Carolina University
East Tennessee State University
East Texas A&M University
Eastern Illinois University
Eastern Kentucky University
Eastern Michigan University
Eastern Washington University
Elon University
Fairfield University
Fairleigh Dickinson University
Florida A&M University
Florida Atlantic University
Florida Gulf Coast University
Florida International University
Florida State University
Fordham University
Furman University
Gardner-Webb University
George Mason University
George Washington University
Georgetown University
Georgia Institute of Technology
Georgia Southern University
Georgia State University
Gonzaga University
Grambling State University
Grand Canyon University
Hampton University
Harvard University
High Point University
Hofstra University
Houston Christian University
Howard University
Idaho State University
Illinois State University
Indiana State University
Indiana University, Bloomington
Indiana University, Indianapolis
Iona University
Iowa State University
Jackson State University
Jacksonville State University
Jacksonville University
James Madison University
Kansas State University
Kennesaw State University
Kent State University
La Salle University
Lafayette College
Lamar University
Le Moyne University
Lehigh University
Liberty University
Lindenwood University
Lipscomb University
Long Beach State University
Long Island University
Longwood University
Louisiana State University

Louisiana Tech University
Loyola Marymount University
Loyola University Chicago
Loyola University Maryland
Manhattan University
Marist College
Marquette University
Marshall University
McNeese State University
Mercer University
Mercyhurst University
Merrimack University
Miami University (Ohio)
Michigan State University
Middle Tennessee State University
Mississippi State University
Mississippi Valley State University
Missouri State University
Monmouth University
Montana State University-Bozeman
Morehead State University
Morgan State University
Mount Saint Mary's University
Murray State University
New Jersey Institute of Technology
New Mexico State University
Niagara University
Nicholls State University
Norfolk State University
North Carolina A&T State University
North Carolina Central University
North Carolina State University
North Dakota State University
Northeastern University
Northern Arizona University
Northern Illinois University
Northern Kentucky University
Northwestern State University
Northwestern University
Oakland University
Ohio University
Oklahoma State University
Old Dominion University
Oral Roberts University
Oregon State University
Pennsylvania State University
Pepperdine University
Portland State University
Prairie View A&M University
Presbyterian College
Princeton University
Providence College
Purdue University
Purdue University Fort Wayne
Queens University of Charlotte
Quinnipiac University
Radford University
Rice University
Rider University
Robert Morris University
Rutgers, The State University of New Jersey, New Brunswick
Sacred Heart University
Saint Francis University
Saint Joseph's University
Saint Louis University
Saint Mary's College of California
Saint Peter's University
Sam Houston State University
Samford University
San Diego State University
San Jose State University
Santa Clara University
Seattle University
Seton Hall University
Siena College
South Carolina State University
South Dakota State University
Southeast Missouri State University
Southeastern Louisiana University
Southern Illinois University Edwardsville
Southern Illinois University-Carbondale
Southern Methodist University
Southern University, Baton Rouge
Southern Utah University
St. Bonaventure University
St. John's University New York
Stanford University
Stephen F. Austin State University
Stetson University
Stonehill College
Stony Brook University
Syracuse University
Tarleton State University
Temple University
Tennessee State University
Tennessee Technological University
Texas A&M University-Corpus Christi
Texas A&M University, College Station
Texas Christian University
Texas Southern University
Texas State University
Texas Tech University
The Citadel
The Ohio State University
The University of North Carolina at Greensboro
The University of North Carolina, Charlotte
The University of Southern Mississippi
The University of Texas Rio Grande Valley
The University of Tulsa
Towson University
Troy University
Tulane University
U.S. Air Force Academy
U.S. Military Academy
U.S. Naval Academy
University at Albany
University at Buffalo, the State University of New York
University of Akron
University of Alabama
University of Alabama at Birmingham
University of Arizona
University of Arkansas at Little Rock
University of Arkansas Pine Bluff
University of Arkansas, Fayetteville

University of California, Berkeley
University of California, Davis
University of California, Irvine
University of California, Los Angeles
University of California, Riverside
University of California, San Diego
University of California, Santa Barbara
University of Central Arkansas
University of Central Florida
University of Cincinnati
University of Colorado, Boulder
University of Connecticut
University of Dayton
University of Delaware
University of Denver
University of Detroit Mercy
University of Evansville
University of Florida
University of Georgia
University of Hawaii, Manoa
University of Houston
University of Idaho
University of Illinois Chicago
University of Illinois, Urbana-Champaign
University of Iowa
University of Kansas
University of Kentucky
University of Louisiana, Lafayette
University of Louisiana, Monroe
University of Louisville
University of Maine
University of Maryland Eastern Shore
University of Maryland, Baltimore County
University of Maryland, College Park
University of Massachusetts Lowell
University of Massachusetts, Amherst
University of Memphis
University of Miami (Florida)
University of Michigan
University of Minnesota, Twin Cities
University of Mississippi
University of Missouri, Columbia
University of Missouri-Kansas City
University of Montana
University of Nebraska Omaha
University of Nebraska-Lincoln
University of Nevada, Las Vegas
University of Nevada, Reno
University of New Hampshire
University of New Mexico
University of New Orleans
University of North Alabama
University of North Carolina at Asheville
University of North Carolina Wilmington
University of North Carolina, Chapel Hill
University of North Dakota
University of North Florida
University of North Texas
University of Northern Colorado
University of Nothern Iowa
University of Notre Dame
University of Oklahoma
University of Oregon
University of Pennsylvania
University of Pittsburgh
University of Portland
University of Rhode Island
University of Richmond
University of San Diego
University of San Francisco
University of South Alabama
University of South Carolina Upstate
University of South Carolina, Columbia
University of South Dakota
University of South Florida
University of Southern California
University of Southern Indiana
University of St. Thomas (Minnesota)
University of Tennessee at Chattanooga
University of Tennessee at Martin
University of Tennessee, Knoxville
University of Texas at Arlington
University of Texas at Austin
University of Texas at El Paso
University of Texas at San Antonio
University of the Incarnate Word
University of the Pacific
University of Toledo
University of Utah
University of Vermont
University of Virginia
University of Washington
University of West Georgia
University of Wisconsin-Green Bay
University of Wisconsin-Madison
University of Wisconsin-Milwaukee
University of Wyoming
Utah State University
Utah Tech University
Utah Valley University
Valparaiso University
Vanderbilt University
Villanova University
Virginia Commonwealth University
Virginia Military Institute
Virginia Polytechnic Institute
Wagner College
Wake Forest University
Washington State University
Weber State University
West Virginia University
Western Carolina University
Western Illinois University
Western Kentucky University
Western Michigan University
Wichita State University
William & Mary
Winthrop University
Wofford College
Wright State University
Xavier University
Yale University
Youngstown State University

Topline and Cross-Tabs

Contents

Position Title

What best describes your title?

	%	N
University or College President or Chancellor	16%	61
Director of Athletics	25%	94
Faculty Athletics Representative	38%	142
Senior Woman Administrator (SWA)	21%	79
Total	100%	376

Classification

Which of the following best describes your institution's football classification?

	%	N
FBS P4*	14%	51
FBS G6 + Ind.**	22%	83
Football Championship Subdivision	34%	128
Division I Basketball Centric (No Football)	30%	114
Total	100%	376

*Note: Abbreviation in tables for display. Actual text to respondents read: * FBS Autonomy or Power 4 Conference (ACC, Big 10, Big 12 or SEC) or Notre Dame; ** FBS Independents and Group of Six (American Athletic Conference, Conference- USA, Mid-American Conference, Mountain West Conference, Pac-12 Conference, Sun Belt Conference)*

Public - Private

Is your institution public or private?

	%	N
Public	63%	235
Private	37%	140

Total	100%	375

NCAA Direction

In general, is NCAA Division I headed in a positive direction or a negative direction?

Overall	%	N
Headed in a positive direction	9%	35
Headed in a negative direction	62%	234
Unsure	28%	106
Total	100%	375

	Headed in a positive direction	Headed in a negative direction	Unsure	Total
	%	*%*	*%*	*%*
Presidents	3	80	17	100
ADs	16	57	27	100
FARs	8	65	27	100
SWAs	9	51	41	100
	%	*%*	*%*	*%*
FBS P4	25	43	31	100
FBS G6 + Ind.	11	64	25	100
FCS	5	63	32	100
Bball-centric	5	70	25	100
	%	*%*	*%*	*%*
Not FBS	5	66	29	100
FBS	16	56	28	100

House Settlement Impact

Overall

What do you think the impact of the House settlement will be on Division I college sports as a whole?

	%	N
Extremely negative	26%	99
Somewhat negative	50%	186
Neither positive nor negative	8%	31
Somewhat positive	15%	57
Extremely positive	1%	3
Total	100%	376

	Extremely negative	Somewhat negative	Neither positive nor negative	Somewhat positive	Extremely positive	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	49	39	7	5	0	100
ADs	15	52	10	21	2	100
FARs	30	45	11	13	1	100
SWAs	15	62	4	19	0	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	12	49	2	35	2	100
FBS G6 + Ind.	22	52	14	10	2	100
FCS	34	46	9	11	0	100
Bball-centric	27	52	6	15	0	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	31	49	7	13	0	100
FBS	18	51	10	19	2	100

FBS Football

What impact do you believe the House settlement will have on the overall experience of Division I college athletes in each of the following sports? FBS Football

	%	N
Extremely negative	11%	41
Somewhat negative	20%	73
Neither positive nor negative	10%	35
Somewhat positive	42%	154
Extremely positive	18%	65
Total	100%	368

	Extremely negative	Somewhat negative	Neither positive nor negative	Somewhat positive	Extremely positive	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	24	22	10	34	10	100
ADs	5	10	10	53	22	100
FARs	12	30	8	35	14	100
SWAs	6	12	12	47	23	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	6	20	10	47	18	100
FBS G6 + Ind.	7	28	12	43	10	100
FCS	19	18	9	37	17	100
Bball-centric	7	16	7	44	25	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	14	17	9	40	21	100
FBS	7	25	11	45	13	100

Non-FBS Football

What impact do you believe the House settlement will have on the overall experience of Division I college athletes in each of the following sports? Non-FBS Football

	%	N
Extremely negative	17%	60
Somewhat negative	39%	142
Neither positive nor negative	22%	81
Somewhat positive	20%	73
Extremely positive	1%	5
Total	100%	361

	Extremely negative	Somewhat negative	Neither positive nor negative	Somewhat positive	Extremely positive	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	24	46	19	12	0	100
ADs	18	31	26	22	3	100
FARs	16	42	19	22	1	100
SWAs	9	40	28	21	1	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	11	36	39	14	0	100
FBS G6 + Ind.	14	43	26	15	2	100
FCS	20	43	19	18	0	100
Bball-centric	17	33	18	30	3	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	19	39	18	23	1	100
FBS	13	41	30	14	2	100

Men's Basketball

What impact do you believe the House settlement will have on the overall experience of Division I college athletes in each of the following sports? Men's Basketball

	%	N
Extremely negative	13%	50
Somewhat negative	27%	99
Neither positive nor negative	12%	44
Somewhat positive	37%	139
Extremely positive	11%	40
Total	100%	372

	Extremely negative	Somewhat negative	Neither positive nor negative	Somewhat positive	Extremely positive	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	28	31	15	18	8	100
ADs	5	20	12	50	13	100
FARs	18	32	9	34	6	100
SWAs	4	21	14	44	18	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	6	22	12	48	12	100
FBS G6 + Ind.	7	33	15	39	6	100
FCS	21	28	13	28	9	100
Bball-centric	13	22	8	42	15	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	17	25	11	35	12	100

FBS	7	29	14	42	8	100

Women's Basketball

What impact do you believe the House settlement will have on the overall experience of Division I college athletes in each of the following sports? Women's Basketball

	%	N
Extremely negative	14%	51
Somewhat negative	31%	115
Neither positive nor negative	18%	65
Somewhat positive	33%	124
Extremely positive	5%	17
Total	100%	372

	Extremely negative	Somewhat negative	Neither positive nor negative	Somewhat positive	Extremely positive	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	23	33	25	18	0	100
ADs	6	27	17	40	10	100
FARs	16	36	16	31	1	100
SWAs	10	26	15	41	8	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	14	18	18	39	10	100
FBS G6 + Ind.	11	33	21	32	4	100
FCS	14	38	17	27	4	100
Bball-centric	15	27	15	39	4	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	15	33	16	33	4	100
FBS	12	27	20	34	6	100

All other Men's DI Sports

What impact do you believe the House settlement will have on the overall experience of Division I college athletes in each of the following sports? All other Men's DI Sports

	%	N
Extremely negative	34%	126
Somewhat negative	46%	172
Neither positive nor negative	16%	59
Somewhat positive	4%	14
Extremely positive	1%	2
Total	100%	373

	Extremely negative	Somewhat negative	Neither positive nor negative	Somewhat positive	Extremely positive	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	39	43	15	3	0	100
ADs	32	41	22	3	2	100
FARs	36	44	16	4	0	100
SWAs	27	59	9	5	0	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	32	46	16	6	0	100
FBS G6 + Ind.	29	49	16	4	2	100
FCS	33	45	20	2	0	100
Bball-centric	39	45	12	4	0	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	36	45	16	3	0	100
FBS	30	48	16	5	2	100

All other Women's DI Sports

What impact do you believe the House settlement will have on the overall experience of Division I college athletes in each of the following sports? All other Women's DI Sports

	%	N
Extremely negative	33%	124
Somewhat negative	45%	167
Neither positive nor negative	16%	58
Somewhat positive	6%	24
Extremely positive	1%	2
Total	100%	375

	Extremely negative	Somewhat negative	Neither positive nor negative	Somewhat positive	Extremely positive	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	43	38	15	5	0	100
ADs	28	44	21	5	2	100
FARs	38	41	15	6	0	100
SWAs	23	58	10	9	0	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	20	57	12	12	0	100
FBS G6 + Ind.	27	48	18	5	2	100
FCS	34	42	20	5	0	100
Bball-centric	43	39	11	7	0	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	38	41	15	6	0	100
FBS	24	51	16	8	2	100

Transfer Portal

How would you describe the impact of the transfer portal on Division I college sports?

	%	N
Extremely negative	47%	175
Somewhat negative	39%	146
Neither positive nor negative	7%	26
Somewhat positive	7%	26
Extremely positive	1%	3
Total	100%	376

	Extremely negative	Somewhat negative	Neither positive nor negative	Somewhat positive	Extremely positive	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	69	25	3	3	0	100
ADs	44	44	3	7	2	100
FARs	47	37	8	6	1	100
SWAs	32	47	11	10	0	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	45	47	4	4	0	100
FBS G6 + Ind.	41	46	2	10	1	100
FCS	53	33	8	6	0	100
Bball-centric	44	37	11	7	2	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	49	35	9	7	1	100
FBS	43	46	3	7	1	100

NIL Impact

How would you describe the impact of name, image, and likeness (NIL) compensation for athletes on Division I college sports?

	%	N
Extremely negative	16%	60
Somewhat negative	34%	128
Neither positive nor negative	14%	52
Somewhat positive	31%	118
Extremely positive	5%	18
Total	100%	376

	Extremely negative	Somewhat negative	Neither positive nor negative	Somewhat positive	Extremely positive	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	38	26	16	20	0	100
ADs	6	45	11	31	7	100
FARs	18	32	13	32	6	100
SWAs	6	32	18	41	4	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	14	25	10	39	12	100
FBS G6 + Ind.	14	30	16	35	5	100
FCS	16	41	13	27	3	100
Bball-centric	18	32	15	31	4	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	17	37	14	29	3	100
FBS	14	28	13	37	7	100

Classification Concern

How concerned are you that your institution will not be able to sustain its current competitive classification level (e.g., Autonomy/Power 4, FBS-G6, FCS, DI-no football/basketball-centric)?

	%	N
Extremely concerned	24%	90
Somewhat concerned	32%	118
Only a little concerned	26%	96
Not at all concerned	17%	62
Unsure	2%	9
Total	100%	375

	Extremely concerned	Somewhat concerned	Only a little concerned	Not at all concerned	Unsure	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	38	33	18	8	3	100
ADs	14	28	31	25	2	100
FARs	26	32	24	15	2	100
SWAs	22	33	28	15	3	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	6	22	33	39	0	100
FBS G6 + Ind.	27	33	23	15	2	100
FCS	21	34	27	13	4	100
Bball-centric	33	32	22	11	2	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	27	33	25	12	3	100
FBS	19	29	27	24	2	100

Institutional Funding Concern

How concerned are you about your athletics program's current or future level of reliance on institutional funding and student fees to balance its budget?

	%	N
Extremely concerned	48%	179
Somewhat concerned	31%	118
Only a little concerned	12%	46
Not at all concerned	7%	25
Unsure	2%	8
Total	100%	376

	Extremely concerned	Somewhat concerned	Only a little concerned	Not at all concerned	Unsure	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	56	30	8	3	3	100
ADs	47	33	16	3	1	100
FARs	48	30	8	11	3	100
SWAs	42	33	18	6	1	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	33	33	14	18	2	100
FBS G6 + Ind.	48	29	12	8	2	100
FCS	47	31	14	5	3	100
Bball-centric	54	32	10	3	1	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	50	32	12	4	2	100
FBS	43	31	13	12	2	100

Compensation to Athletes

Do you support or oppose allowing universities to provide compensation to Division I college athletes for playing their sport, separate from NIL payments?

	%	N
Strongly support	7%	26
Somewhat support	26%	99
Neither support nor oppose	11%	40
Somewhat oppose	23%	88
Strongly oppose	33%	123
Total	100%	376

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	3	18	10	21	48	100
ADs	14	32	12	19	23	100
FARs	6	24	8	25	38	100
SWAs	4	30	15	28	23	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	10	33	20	16	22	100
FBS G6 + Ind.	7	39	10	23	22	100
FCS	5	21	7	23	43	100
Bball-centric	7	20	11	27	34	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	6	21	9	25	39	100
FBS	8	37	13	20	22	100

Support for Federal Actions

National NIL Regulations

*Below is a list of potential actions for **federal legislation** for Division I college sports. For each, please indicate whether you support or oppose such legislation.*

Creating a national standard to regulate college athlete NIL compensation

	%	N
Strongly support	66%	247
Somewhat support	20%	74
Neither support nor oppose	7%	27
Somewhat oppose	5%	19
Strongly oppose	2%	9
Total	100%	376

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	69	20	8	2	2	100
ADs	85	7	3	3	1	100
FARs	53	25	10	8	4	100
SWAs	63	24	6	5	1	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	80	12	2	6	0	100
FBS G6 + Ind.	58	27	11	5	0	100
FCS	64	21	5	7	3	100
Bball-centric	67	17	10	3	4	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	65	19	7	5	4	100
FBS	66	21	7	5	0	100

Employee Classification

*Below is a list of potential actions for **federal legislation** for Division I college sports. For each, please indicate whether you support or oppose such legislation.*

Preventing college athletes in all sports from being classified as employees

	%	N
Strongly support	69%	261
Somewhat support	9%	32
Neither support nor oppose	8%	30
Somewhat oppose	7%	26
Strongly oppose	7%	27
Total	100%	376

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	79	5	7	2	8	100
ADs	81	11	4	2	2	100
FARs	60	8	9	11	12	100
SWAs	66	10	11	9	4	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	69	12	10	6	4	100
FBS G6 + Ind.	61	5	11	7	16	100
FCS	73	10	5	8	4	100
Bball-centric	72	8	8	6	6	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	72	9	7	7	5	100
FBS	64	7	10	7	11	100

Federal Spending Limits

*Below is a list of potential actions for **federal legislation** for Division I college sports. For each, please indicate whether you support or oppose such legislation.*

Creating limits on how much each institution can spend on specific sports or budget categories. Spending limits might include caps on individual sport budgets, budgets on sport-specific coach/staff compensation, or sport operating expenses.

	%	N
Strongly support	40%	149
Somewhat support	29%	109
Neither support nor oppose	13%	48
Somewhat oppose	10%	39
Strongly oppose	8%	31
Total	100%	376

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	66	16	11	3	3	100
ADs	35	28	11	14	13	100
FARs	43	32	10	8	7	100
SWAs	19	34	22	16	9	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	33	24	12	20	12	100
FBS G6 + Ind.	43	29	7	14	6	100
FCS	38	30	13	10	8	100
Bball-centric	41	30	17	4	9	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	40	30	15	7	8	100
FBS	40	27	9	16	8	100

Total	40	29	13	10	8	100

National Superseding Rules

*Below is a list of potential actions for **federal legislation** for Division I college sports. For each, please indicate whether you support or oppose such legislation.*

Allowing the NCAA to enact national rules that will supersede any conflicting individual state laws related to college sports programs

	%	N
Strongly support	55%	205
Somewhat support	22%	84
Neither support nor oppose	10%	36
Somewhat oppose	6%	24
Strongly oppose	7%	26
Total	100%	375

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	57	18	5	8	11	100
ADs	73	15	5	3	3	100
FARs	48	20	13	9	11	100
SWAs	43	39	11	5	1	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	67	20	4	6	4	100
FBS G6 + Ind.	49	24	12	7	7	100
FCS	54	21	13	8	5	100
Bball-centric	54	24	7	4	11	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	54	22	10	6	7	100

FBS	56	22	9	7	6	100

Support for Non-Federal Actions

Tampering Enforcement

Below is a list of potential actions that could be taken by NCAA, conferences, or institutions ***without federal legislation****. For each, please indicate whether you support or oppose such action.*

Enforce strong penalties for tampering with or providing recruiting inducements to current players before the transfer portal opens

	%	N
Strongly support	84%	313
Somewhat support	10%	38
Neither support nor oppose	4%	14
Somewhat oppose	1%	3
Strongly oppose	2%	7
Total	100%	375

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	85	5	5	2	3	100
ADs	88	9	2	1	0	100
FARs	81	12	4	1	2	100
SWAs	81	13	4	0	3	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	90	10	0	0	0	100
FBS G6 + Ind.	76	12	6	1	5	100
FCS	83	13	2	1	1	100
Bball-centric	86	6	5	1	2	100
	%	*%*	*%*	*%*	*%*	*%*

Not FBS	85	10	4	1	1	100
FBS	81	11	4	1	3	100

Loosen Scheduling Requirements

*Below is a list of potential actions that could be taken by NCAA, conferences, or institutions **without federal legislation**. For each, please indicate whether you support or oppose such action.*

In sports other than men's and women's basketball, loosen requirements for regular-season conference scheduling to allow greater flexibility for regional competitive alliances

	%	N
Strongly support	50%	189
Somewhat support	32%	119
Neither support nor oppose	13%	48
Somewhat oppose	4%	16
Strongly oppose	1%	4
Total	100%	376

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	61	28	8	3	0	100
ADs	61	26	9	4	1	100
FARs	42	37	13	6	2	100
SWAs	44	33	22	1	0	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	51	27	18	2	2	100
FBS G6 + Ind.	63	25	10	2	0	100
FCS	38	39	14	9	1	100
Bball-centric	55	30	11	2	2	100
	%	*%*	*%*	*%*	*%*	*%*

Not FBS	46	35	13	5	1	100
FBS	58	26	13	2	1	100

Non-Federal Spending Limits

*Below is a list of potential actions that could be taken by NCAA, conferences, or institutions **without federal legislation**. For each, please indicate whether you support or oppose such action.*

Create **legally-defensible limits** on how much each institution can spend on specific sports or budget categories. Spending limits might include caps on individual sport budgets, budgets on sport-specific coach/staff compensation, or sport operating expenses.

	%	N
Strongly support	39%	145
Somewhat support	33%	124
Neither support nor oppose	14%	53
Somewhat oppose	8%	31
Strongly oppose	6%	23
Total	100%	376

	Strongly support	**Somewhat support**	**Neither support nor oppose**	**Somewhat oppose**	**Strongly oppose**	**Total**
	%	*%*	*%*	*%*	*%*	*%*
Presidents	59	26	8	3	3	100
ADs	33	35	9	13	11	100
FARs	39	35	14	6	5	100
SWAs	28	32	25	10	5	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	33	31	14	12	10	100
FBS G6 + Ind.	35	35	14	10	6	100
FCS	41	34	13	10	2	100

Bball-centric	41	31	16	4	9	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	41	33	14	7	5	100
FBS	34	34	14	10	7	100

College Sports Importance for Team USA

[Preface: *The next questions are about collegiate Olympic sports and the USA Olympic national teams.]*

How important do you think college programs in Olympic sports like gymnastics, hockey, swimming, and track & field are to the **success of the USA Olympic team** in the Summer and Winter Olympic Games?

	%	N
Extremely Important	73%	274
Somewhat important	19%	71
Only a little important	4%	14
Not at all important	2%	6
Unsure	3%	11
Total	100%	376

	Extremely Important	**Somewhat important**	**Only a little important**	**Not at all important**	**Unsure**	**Total**
	%	*%*	*%*	*%*	*%*	*%*
Presidents	67	20	2	7	5	100
ADs	71	19	5	1	3	100
FARs	70	23	5	0	2	100
SWAs	84	11	1	1	3	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	86	10	0	0	4	100
FBS G6 + Ind.	70	16	7	2	5	100
FCS	72	23	2	2	2	100
Bball-centric	70	21	4	2	3	100

	%	%	%	%	%	%
Not FBS	71	22	3	2	2	100
FBS	76	13	4	1	4	100

Importance of Olympic Sports Opportunities

How important is it for NCAA DI universities to offer opportunities for students to participate in collegiate Olympic sports like gymnastics, swimming, and track & field (sports other than those that are tied to generating revenues like football and basketball)?

	%	N
Extremely Important	73%	273
Somewhat important	20%	74
Only a little important	5%	18
Not at all important	1%	5
Unsure	1%	5
Total	100%	375

	Extremely Important	Somewhat important	Only a little important	Not at all important	Unsure	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	64	28	5	3	0	100
ADs	64	24	9	2	1	100
FARs	77	17	4	1	1	100
SWAs	82	13	3	0	3	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	78	16	2	4	0	100
FBS G6 + Ind.	70	22	7	0	1	100
FCS	73	18	4	2	2	100
Bball-centric	72	22	5	0	1	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	73	20	5	1	2	100
FBS	73	19	5	1	1	100

Federal Funds for Olympic Sports

Do you support or oppose using **any federal funds** to help finance collegiate Olympic sports programs and scholarships that develop USA Olympic national team members?

	%	N
Strongly support	40%	149
Somewhat support	34%	126
Neither support nor oppose	19%	71
Somewhat oppose	4%	16
Strongly oppose	4%	14
Total	100%	376

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	30	38	25	3	5	100
ADs	53	30	12	2	3	100
FARs	32	38	19	6	5	100
SWAs	46	27	23	4	1	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	51	29	8	2	10	100
FBS G6 + Ind.	48	29	16	5	2	100
FCS	29	38	24	5	4	100
Bball-centric	40	33	20	4	2	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	34	36	22	5	3	100
FBS	49	29	13	4	5	100

Sports Gambling Tax for Olympic Sports

Do you support or oppose a **fee or federal tax on sports gambling operators** to create a national fund to help finance collegiate Olympic sports that develop USA Olympic national team members and provide broad-based sports opportunities?

	%	N
Strongly support	57%	213
Somewhat support	25%	94
Neither support nor oppose	13%	50
Somewhat oppose	3%	11
Strongly oppose	2%	8
Total	100%	376

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	44	33	15	3	5	100
ADs	64	28	9	0	0	100
FARs	59	20	13	5	4	100
SWAs	53	25	19	3	0	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	63	24	8	2	4	100
FBS G6 + Ind.	65	23	10	1	1	100
FCS	49	27	18	5	2	100
Bball-centric	56	25	13	3	3	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	52	26	16	4	2	100
FBS	64	23	9	1	2	100

NCAA Independent Directors

[Preface to following two questions: *The next questions are about Division I college sports governance]*

Do you agree or disagree that the NCAA Division I governing board(s) should include independent directors, individuals who must not be employed by (or serve on a governing board for) a member institution, conference, or a media partner of any conference or institution?

	%	N
Strongly disagree	13%	50
Somewhat disagree	20%	73
Neither agree nor disagree	29%	108
Somewhat agree	27%	99
Strongly agree	11%	42
Total	100%	372

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	19	9	24	31	17	100
ADs	19	20	29	26	6	100
FARs	11	16	28	30	15	100
SWAs	6	33	35	19	6	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	10	36	18	26	10	100
FBS G6 + Ind.	15	24	24	24	12	100
FCS	11	14	33	29	12	100
Bball-centric	17	15	32	25	11	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	14	15	33	28	11	100
FBS	13	29	22	25	11	100

Who should regulate D1 Sports?

Who should be primarily responsible for regulating Division I college sports?

	%	N
(A) Federal government	4%	13
(B) NCAA	58%	214
(C) Athletics conferences	9%	35
(D) Governing bodies that regulate specific sports	8%	28
(E) College Sports Commission or other future Division I Membership-controlled entities]	18%	67
(F) None of these	4%	14
Total	100%	371

[Note: Letters added here only for display purposes in this report. Not shown to respondents.]

	A	B	C	D	E	F	Total
	%	*%*	*%*	*%*	*%*	*%*	*%*
Presidents	8	50	10	8	22	2	100
ADs	3	59	9	7	16	6	100
FARs	2	59	11	7	18	3	100
SWAs	3	61	8	8	18	4	100
	%	*%*	*%*	*%*	*%*	*%*	*%*
FBS P4	2	33	14	4	45	2	100
FBS G6 + Ind.	1	68	10	5	12	4	100
FCS	4	64	10	7	12	3	100
Bball-centric	5	54	7	12	17	5	100
	%	*%*	*%*	*%*	*%*	*%*	*%*
Not FBS	5	59	8	9	14	4	100
FBS	2	55	11	5	25	3	100

Oversight Board Awareness

(Note: Asked only of Presidents and Athletics Directors)

Do you agree or disagree that your institution's oversight board (e.g. Board of Trustees, Board of Regents) is adequately knowledgeable about the *House* settlement terms and its potential impact on **your institution?**

	%	N
Strongly disagree	11%	16
Somewhat disagree	23%	35
Neither agree nor disagree	13%	20
Somewhat agree	34%	52
Strongly agree	19%	29
Total	100%	152

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	7	25	17	32	20	100
ADs	13	22	11	36	18	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	0	20	0	40	40	100
FBS G6 + Ind.	9	18	26	26	21	100
FCS	14	26	5	39	16	100
Bball-centric	10	24	16	33	18	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	12	25	10	36	17	100
FBS	7	18	20	30	25	100

D1 Single Structure Viability

[Preface to five following questions: The following questions ask about structure, championships, and revenue distribution of the NCAA Division I and the College Football Playoff (CFP). The NCAA funds its operations and revenue distribution primarily through March Madness and receives no CFP revenue. The CFP manages the FBS football national championship independent of the NCAA. Beginning 2026-27, Power 4 conferences will receive 90% of CFP revenue. Please indicate your level of agreement with each statement.]

The Division I structure continues to be viable as a single Division within the NCAA.

	%	N
Strongly disagree	24%	89
Somewhat disagree	38%	138
Neither agree nor disagree	10%	35
Somewhat agree	20%	72
Strongly agree	9%	32
Total	100%	366

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	44	25	12	17	2	100
ADs	17	38	3	28	14	100
FARs	26	38	10	18	8	100
SWAs	15	47	14	14	9	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	18	50	10	14	8	100
FBS G6 + Ind.	24	37	10	21	9	100
FCS	25	36	7	22	10	100
Bball-centric	26	35	12	19	8	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	26	35	9	21	9	100

FBS	22	42	10	18	8	100

Unified Basketball Tournament

Keeping all current Division I schools in the same men's and women's basketball national championship tournaments (i.e., March Madness) is essential.

	%	N
Strongly disagree	7%	24
Somewhat disagree	10%	35
Neither agree nor disagree	8%	28
Somewhat agree	20%	74
Strongly agree	56%	207
Total	100%	368

	Strongly disagree	**Somewhat disagree**	**Neither agree nor disagree**	**Somewhat agree**	**Strongly agree**	**Total**
	%	*%*	*%*	*%*	*%*	*%*
Presidents	8	8	10	19	54	100
ADs	4	6	2	10	77	100
FARs	9	13	12	28	38	100
SWAs	4	8	5	19	64	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	10	12	10	34	34	100
FBS G6 + Ind.	9	5	9	24	54	100
FCS	3	12	10	15	60	100
Bball-centric	7	9	4	17	63	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	5	11	7	16	62	100
FBS	9	8	9	28	46	100

Governing Entity for Power 4 Football

A new governing entity should be created for **Power 4 football teams** that would operate separately from the NCAA.

[Note: Emphasis shown to respondents]

	%	N
Strongly disagree	17%	62
Somewhat disagree	13%	49
Neither agree nor disagree	15%	54
Somewhat agree	29%	105
Strongly agree	26%	96
Total	100%	366

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	19	7	15	22	37	100
ADs	16	11	6	35	31	100
FARs	20	21	13	25	21	100
SWAs	12	8	27	32	22	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	8	8	14	34	36	100
FBS G6 + Ind.	30	22	9	28	11	100
FCS	15	15	14	35	21	100
Bball-centric	13	7	21	20	39	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	14	12	17	28	29	100
FBS	22	17	11	30	20	100

Two National Championship Levels

Division I should have two different national championship levels for certain sports, similar to the championship structure for Division I football.

	%	N
Strongly disagree	23%	84
Somewhat disagree	25%	90
Neither agree nor disagree	17%	63
Somewhat agree	27%	97
Strongly agree	9%	32
Total	100%	366

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	24	14	19	32	12	100
ADs	40	24	9	22	6	100
FARs	14	21	22	32	11	100
SWAs	18	40	18	19	5	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	12	26	24	32	6	100
FBS G6 + Ind.	22	33	15	22	9	100
FCS	27	23	17	24	9	100
Bball-centric	24	20	16	30	10	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	26	21	17	27	9	100
FBS	18	30	18	26	8	100

NCAA Revenue Formula

The NCAA should alter its revenue distribution formula to increase incentives to institutions for offering athletics scholarships in sports other than football and basketball and for offering more sports than the minimum required for DI.

	%	N
Strongly disagree	7%	27
Somewhat disagree	10%	35
Neither agree nor disagree	21%	76
Somewhat agree	46%	168
Strongly agree	17%	62
Total	100%	368

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	7	7	32	42	12	100
ADs	10	13	16	46	15	100
FARs	6	9	17	46	22	100
SWAs	8	9	23	47	13	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	12	20	20	42	6	100
FBS G6 + Ind.	7	10	22	45	16	100
FCS	7	8	23	46	15	100
Bball-centric	5	6	17	47	24	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	6	7	20	47	19	100
FBS	9	14	21	44	12	100
Total	7	10	21	46	17	100

Single Executive for FBS Football

Note: Asked to FBS leaders only

Do you oppose or support FBS football having a single executive or commissioner to provide unified leadership for the sport, not just for its national championship (the CFP)?

	%	N
Strongly oppose	5%	6
Somewhat oppose	12%	15
Neither oppose nor support	26%	34
Somewhat support	45%	58
Strongly support	13%	17
Total	100%	130

	Strongly oppose	Somewhat oppose	Neither oppose nor support	Somewhat support	Strongly support	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	5	11	37	47	0	100
ADs	0	16	0	72	12	100
FARs	9	14	30	30	16	100
SWAs	0	3	33	47	17	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	4	17	19	38	23	100
FBS G6 + Ind.	5	9	30	49	7	100

New Fund from College Football Playoff

Note: Asked to FBS Leaders Only

Do you oppose or support a new fund being created through a portion of the College Football Playoff revenues to reward CFP/FBS college sports programs for developing USA Olympic national team members and offering broad-based sports opportunities?

	%	N
Strongly oppose	11%	14
Somewhat oppose	13%	17
Neither oppose nor support	19%	25
Somewhat support	38%	49
Strongly support	19%	25
Total	100%	130

	Strongly oppose	Somewhat oppose	Neither oppose nor support	Somewhat support	Strongly support	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	11	26	11	37	16	100
ADs	32	16	16	32	4	100
FARs	4	13	20	39	25	100
SWAs	7	3	27	40	23	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	13	13	19	40	17	100
FBS G6 + Ind.	10	13	20	37	21	100
Total	11	13	19	38	19	100

Equal Opportunities for Female College Athletes

[Preface: *The next questions are about Title IX and college sports. Current Title IX law requires universities to provide female and male athletes with equitable opportunities to participate, equitable amounts of athletics-related financial assistance (e.g., scholarships), and equitable treatment and support.]*

When it comes to providing female college athletes with equitable opportunities, financial assistance, and treatment compared to male college athletes, do you think colleges and universities have not gone far enough, have been about right, have gone too far or are you unsure?

	%	N
Not gone far enough	43%	154
Been about right	44%	157
Gone too far	6%	22
Unsure	8%	28
Total	100%	361

	Not gone far enough	Been about right	Gone too far	Unsure	Total
	%	*%*	*%*	*%*	*%*
Presidents	36	53	7	3	100
ADs	18	64	8	10	100
FARs	50	37	5	7	100
SWAs	63	22	5	9	100
	%	*%*	*%*	*%*	*%*
FBS P4	34	57	4	4	100
FBS G6 + Ind.	41	46	7	5	100
FCS	45	39	4	12	100
Bball-centric	45	41	8	6	100
	%	*%*	*%*	*%*	*%*
Not FBS	45	40	6	9	100

FBS	39	50	6	5	100

Title IX and New Payments to Athletes

Considering Title IX, which of the options below better captures your opinion about how Division I institutions should allocate new types of payments to athletes—like name, image, and likeness (NIL) compensation and new "revenue-share" payments?

- [OPTION A] New athlete NIL and "revenue share" payments should be included in the total amount of all institutional financial assistance (e.g., athletics scholarships) and distributed equitably to female and male athletes
- [OPTION B] New athlete NIL and "revenue share" payments should be considered separately from other institutional financial assistance and distributed based on how much money an athlete's sport generates or an athlete's marketability

[Note: Labels of Option A & Option B added on this report only for display]

	%	N
Option A	31%	110
Option B	47%	171
Unsure	22%	80
Total	100%	361

	Option A	**Option B**	**Unsure**	**Total**
	%	*%*	*%*	*%*
Presidents	38	40	22	100
ADs	9	78	13	100
FARs	41	32	27	100
SWAs	32	45	24	100
	%	*%*	*%*	*%*
FBS P4	19	66	15	100
FBS G6 + Ind.	29	54	17	100
FCS	32	35	33	100
Bball-centric	35	48	17	100
	%	*%*	*%*	*%*

Not FBS	33	41	25	100
FBS	26	58	16	100

Impact of New Payment Structure on Female Athletes

Will female college athletes overall be in a worse or better situation from new rules that allow institutions to pay athletes through NIL and revenue-sharing, and increased athletics scholarships?

	%	N
Much worse	15%	55
Somewhat worse	40%	143
About the same	20%	73
Somewhat better	22%	79
Much better	3%	10
Total	100%	360

	Much worse	**Somewhat worse**	**About the same**	**Somewhat better**	**Much better**	**Total**
	%	*%*	*%*	*%*	*%*	*%*
Presidents	21	43	22	12	2	100
ADs	10	20	29	35	6	100
FARs	18	51	15	14	3	100
SWAs	13	39	18	29	0	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	13	34	28	23	2	100
FBS G6 + Ind.	7	49	18	21	5	100
FCS	20	37	18	23	2	100
Bball-centric	17	38	21	21	3	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	19	38	19	22	2	100

FBS	9	43	22	22	4	100

Importance of Full-time Student Status

[Preface: *To be eligible, Division I athletes are currently required to be enrolled full-time and making progress towards a degree at the institution where they are competing. Additionally, Division I athletes are limited to four full seasons of competition (exceptions are available for extenuating circumstances, e.g., injury).]*

How important is it for college athletes to be enrolled as full-time students and taking classes at the school for which they are competing?

	%	N
Not at all important	1%	4
Slightly important	1%	2
Somewhat important	4%	15
Very important	94%	339
Total	100%	360

	Not at all important	Slightly important	Somewhat important	Very important	Total
	%	*%*	*%*	*%*	*%*
Presidents	2	0	2	97	100
ADs	1	1	10	88	100
FARs	1	0	1	97	100
SWAs	0	1	4	95	100
	%	*%*	*%*	*%*	*%*
FBS P4	0	0	4	96	100
FBS G6 + Ind.	2	0	9	89	100
FCS	1	0	3	96	100
Bball-centric	1	2	2	95	100
	%	*%*	*%*	*%*	*%*
Not FBS	1	1	3	96	100
FBS	2	0	7	91	100

Importance of Four Seasons of Competition Limit

How important is it to limit college athletes to four (4) full seasons of competition eligibility

	%	N
Not at all important	8%	27
Slightly important	16%	56
Somewhat important	25%	89
Very important	52%	188
Total	100%	360

	Not at all important	Slightly important	Somewhat important	Very important	Total
	%	*%*	*%*	*%*	*%*
Presidents	3	7	21	69	100
ADs	11	20	23	46	100
FARs	7	16	23	54	100
SWAs	7	16	33	45	100
	%	*%*	*%*	*%*	*%*
FBS P4	2	13	24	61	100
FBS G6 + Ind.	11	20	26	44	100
FCS	8	14	21	57	100
Bball-centric	6	15	28	50	100
	%	*%*	*%*	*%*	*%*
Not FBS	7	15	25	53	100
FBS	8	17	25	50	100
Total	8	16	25	52	100

Importance of Graduation Progress Requirement

Division I college teams are required to be on track to graduate at least half of their athletes to be eligible for postseason competition (e.g., March Madness, College Football Playoff). How important is this rule?

	%	N
Not at all important	2%	8
Slightly important	3%	10
Somewhat important	11%	41
Very important	84%	300
Total	100%	359

	Not at all important	Slightly important	Somewhat important	Very important	Total
	%	*%*	*%*	*%*	*%*
Presidents	0	3	9	88	100
ADs	2	4	21	72	100
FARs	2	2	5	90	100
SWAs	4	1	13	81	100
	%	*%*	*%*	*%*	*%*
FBS P4	0	2	9	89	100
FBS G6 + Ind.	2	6	12	79	100
FCS	2	0	15	83	100
Bball-centric	3	4	8	85	100
	%	*%*	*%*	*%*	*%*
Not FBS	3	2	12	84	100
FBS	2	5	11	83	100

Importance of Graduation

How important is it for college athletes to graduate?

	%	N
Not at all important	1%	2
Slightly important	1%	2
Somewhat important	5%	18
Very important	94%	338
Total	100%	360

	Not at all important	Slightly important	Somewhat important	Very important	Total
	%	*%*	*%*	*%*	*%*
Presidents	0	0	2	98	100
ADs	0	1	4	94	100
FARs	1	1	4	93	100
SWAs	0	0	9	91	100
	%	*%*	*%*	*%*	*%*
FBS P4	0	0	9	91	100
FBS G6 + Ind.	1	2	6	90	100
FCS	1	0	2	98	100
Bball-centric	0	0	6	94	100
	%	*%*	*%*	*%*	*%*
Not FBS	0	0	4	96	100
FBS	1	2	7	91	100
Total	1	1	5	94	100

Support for Current Transfer Rules

Do you support or oppose current rules that allow college athletes to transfer between schools as often as they choose and be immediately eligible to compete for their new school(s) without penalty?

	%	N
Strongly oppose	54%	193
Somewhat oppose	30%	106
Neither oppose nor support	4%	15
Somewhat support	8%	28
Strongly support	5%	16
Total	100%	358

	Strongly oppose	Somewhat oppose	Neither oppose nor support	Somewhat support	Strongly support	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	74	16	2	7	2	100
ADs	62	24	6	6	2	100
FARs	49	38	1	7	7	100
SWAs	39	32	11	13	5	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	61	28	4	7	0	100
FBS G6 + Ind.	51	29	5	6	9	100
FCS	59	30	4	6	2	100
Bball-centric	47	31	4	12	6	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	53	30	4	9	4	100
FBS	55	29	5	6	6	100

Coach Credential

Do you support or oppose requiring college sports coaches to earn a "coach credential" certifying their knowledge and training in areas to support athlete development, mental health, physical health, and safety?

	%	N
Strongly oppose	4%	14
Somewhat oppose	7%	24
Neither oppose nor support	19%	67
Somewhat support	34%	120
Strongly support	37%	133
Total	100%	358

	Strongly oppose	Somewhat oppose	Neither oppose nor support	Somewhat support	Strongly support	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	2	7	28	33	30	100
ADs	6	9	28	37	21	100
FARs	4	5	10	28	53	100
SWAs	3	7	17	40	33	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	2	9	15	39	35	100
FBS G6 + Ind.	6	6	13	41	34	100
FCS	3	8	25	29	35	100
Bball-centric	4	5	18	31	43	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	3	6	22	30	39	100
FBS	5	7	13	40	34	100

Importance of D1 Sports to Institution

How important is the presence of Division I sports to your institution?

Overall Sample	%	N
Not at all important	1%	4
Slightly important	6%	21
Somewhat important	23%	82
Very important	70%	250
Total	100%	357

	Not at all important	Slightly important	Somewhat important	Very important	Total
	%	*%*	*%*	*%*	*%*
Presidents	2	2	25	72	100
ADs	0	3	17	80	100
FARs	2	10	28	60	100
SWAs	0	5	20	74	100
	%	*%*	*%*	*%*	*%*
FBS P4	2	0	9	89	100
FBS G6 + Ind.	3	4	20	74	100
FCS	1	5	23	71	100
Bball-centric	0	11	31	58	100
	%	*%*	*%*	*%*	*%*
Not FBS	0	8	27	65	100
FBS	2	2	16	79	100

D1 Sports Importance Specifics

Tuition Revenue

How much benefit does Division I college sports contribute to the following on your campus in each of the following areas?
Tuition revenue from non-scholarship or partial scholarship varsity athletes

Overall Sample	%	N
No benefit	11%	38
A little benefit	23%	82
Moderate benefit	31%	109
High benefit	20%	70
Very high benefit	16%	57
Total	100%	356

	No benefit	A little benefit	Moderate benefit	High benefit	Very high benefit	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	7	40	32	14	7	100
ADs	4	16	29	24	27	100
FARs	16	27	28	16	12	100
SWAs	11	11	36	25	17	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	17	39	17	13	13	100
FBS G6 + Ind.	19	24	35	16	6	100
FCS	8	18	33	22	19	100
Bball-centric	5	22	30	23	21	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	7	20	32	22	20	100
FBS	18	29	29	15	9	100

Engagement

How much benefit does Division I college sports contribute to the following on your campus in each of the following areas?
Engagement with alumni, parents, and other external fans

Overall Sample	%	N
A little benefit	6%	23
Moderate benefit	21%	74
High benefit	38%	137
Very high benefit	35%	123
Total	100%	357

	No benefit	A little benefit	Moderate benefit	High benefit	Very high benefit	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	0	12	16	40	32	100
ADs	0	0	16	34	51	100
FARs	0	11	27	37	25	100
SWAs	0	1	19	45	35	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	0	7	11	30	52	100
FBS G6 + Ind.	0	8	18	36	39	100
FCS	0	3	22	41	33	100
Bball-centric	0	9	25	40	25	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	0	6	24	41	29	100
FBS	0	7	15	34	44	100

Fundraising

How much benefit does Division I college sports contribute to the following on your campus in each of the following areas?
Fundraising

Overall Sample	%	N
No benefit	1%	3
A little benefit	9%	31
Moderate benefit	25%	89
High benefit	35%	126
Very high benefit	30%	108
Total	100%	357

	No benefit	A little benefit	Moderate benefit	High benefit	Very high benefit	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	0	16	26	39	19	100
ADs	0	3	19	35	43	100
FARs	2	11	28	35	24	100
SWAs	0	5	25	35	35	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	0	7	17	26	50	100
FBS G6 + Ind.	3	8	21	36	33	100
FCS	0	9	28	39	24	100
Bball-centric	1	10	27	35	27	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	0	10	28	37	26	100
FBS	2	7	20	33	39	100

Academic Reputation

How much benefit does Division I college sports contribute to the following on your campus in each of the following areas?
Reputation for academic quality

Overall Sample	%	N
No benefit	7%	26
A little benefit	15%	52
Moderate benefit	33%	116
High benefit	29%	102
Very high benefit	17%	60
Total	100%	356

	No benefit	A little benefit	Moderate benefit	High benefit	Very high benefit	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	18	19	35	23	5	100
ADs	1	10	36	28	25	100
FARs	9	21	30	25	15	100
SWAs	4	5	31	40	20	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	7	15	28	33	17	100
FBS G6 + Ind.	11	20	34	22	13	100
FCS	6	12	35	31	17	100
Bball-centric	6	13	31	30	20	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	6	13	33	30	18	100
FBS	10	18	32	26	14	100

Student Recruitment

How much benefit does Division I college sports contribute to the following on your campus in each of the following areas?
Student recruitment and enrollment

Overall Sample	%	N
No benefit	2%	7
A little benefit	10%	34
Moderate benefit	34%	121
High benefit	30%	108
Very high benefit	24%	87
Total	100%	357

	No benefit	A little benefit	Moderate benefit	High benefit	Very high benefit	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	2	19	39	23	18	100
ADs	1	2	29	28	39	100
FARs	3	13	38	26	21	100
SWAs	1	5	28	47	19	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	0	15	22	28	35	100
FBS G6 + Ind.	3	6	39	30	23	100
FCS	2	7	37	28	26	100
Bball-centric	3	12	32	34	20	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	2	10	35	31	23	100
FBS	2	10	33	29	27	100

Identity, Brand, Marketing

How much benefit does Division I college sports contribute to the following on your campus in each of the following areas?
Identity, brand awareness, and marketing

Overall Sample	%	N
No benefit	1%	4
A little benefit	7%	23
Moderate benefit	23%	83
High benefit	28%	100
Very high benefit	41%	146
Total	100%	356

	No benefit	A little benefit	Moderate benefit	High benefit	Very high benefit	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	0	9	32	28	32	100
ADs	0	2	7	28	63	100
FARs	3	9	32	28	29	100
SWAs	0	5	21	28	45	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	0	2	15	24	59	100
FBS G6 + Ind.	1	8	18	30	44	100
FCS	2	6	28	29	35	100
Bball-centric	1	8	25	27	38	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	1	7	27	28	37	100
FBS	1	6	17	28	49	100

College Experience for Overall Student Body

How much benefit does Division I college sports contribute to the following on your campus in each of the following areas?
The college experience for the overall student body

Overall Sample	%	N
No benefit	1%	2
A little benefit	10%	37
Moderate benefit	30%	108
High benefit	34%	122
Very high benefit	25%	88
Total	100%	357

	No benefit	A little benefit	Moderate benefit	High benefit	Very high benefit	Total
	%	*%*	*%*	*%*	*%*	*%*
Presidents	0	11	39	28	23	100
ADs	1	6	24	35	35	100
FARs	1	15	32	34	19	100
SWAs	0	8	29	39	24	100
	%	*%*	*%*	*%*	*%*	*%*
FBS P4	0	2	17	41	39	100
FBS G6 + Ind.	1	10	28	33	29	100
FCS	1	11	30	36	22	100
Bball-centric	0	14	38	30	18	100
	%	*%*	*%*	*%*	*%*	*%*
Not FBS	0	12	34	33	20	100
FBS	1	7	24	36	33	100

Questions Asked to Athletic Directors Only

House Defendant and Opt-In

Was your institution's current or future conference a Defendant Conference in *House v. NCAA* (ACC, Big 10, Big 12, Pac-12 or SEC)?

	%	N
Yes	11%	10
No	89%	78
Total	100%	88

[If "No" above] Did your school opt into the House settlement for this coming academic year (2025-26)?

	%	N
Yes	83%	65
No	17%	13
Total	100%	78

Note: Above two questions combined	%	N
Defendant	11%	10
Opt in	72%	63
Did Not Opt in	15%	13
Total	100%	88

* Note – 15% {rounded from 13/88=14.8%) not opting in above is consistent with reports of 54 of 365 (14.8%) D1 schools not opting in.

Change in Number of Sports Next Year

What do you believe will happen to the number of varsity sports offered at your institution within the next five years?

	%	N
Increase	18%	16
Stay the same	57%	50
Decrease	16%	14
Unsure	9%	8
Total	100%	88

[To those indicating "Decrease" above] How many sports do you anticipate or has your university announced will be cut or dropped as a varsity sport within the next five years (with academic year 2024-2025 as the baseline)?

	%	N
One	43%	6
Two	36%	5
Three	14%	2
4 or more	7%	1
Total	100%	14

Note: Above two questions combined	%	N
Increase	18%	16
Stay the same	57%	50
Decrease (1 sport)	7%	6
Decrease (2 sports)	6%	5
Decrease (3 sports)	2%	2
Decrease (4 or more sports)	1%	1
Unsure	9%	8
Total	100%	88

What Would Help Prevent Cutting Sports?

Note: The following three questions were asked only to the 25% of ADs who indicated their institution would cut sports or were unsure.

[Preface:] Below are measures that might help an institution maintain its total number of varsity sports. For each, please indicate how much help these measures would provide.

More regional scheduling for sports to reduce travel costs would provide:

	%	N
Major help	43%	9
Some help	48%	10
Limited help	5%	1
No help	5%	1
Total	100%	21

New or more financial incentives provided by NCAA, conference, and/or other entities to reward an institution for its number of participants or number of sports would provide:

	%	N
Major help	29%	6
Some help	57%	12
Limited help	14%	3
Total	100%	21

New federal government funding, as a supplement to institutional and athletics funding, to support Olympic sports programs would provide:

	%	N
Major help	52%	11
Some help	38%	8
Limited help	10%	2
Total	100%	21

New Budget Range

Please select the budget range for new athlete payments and new scholarships that you anticipate your institution will make this year towards the new institutional athlete benefits cap.

	%	N
Maximum allowed (estimated $20.5 million)	7%	5
$15-$20 million	4%	3
$10-$15 million	1%	1
$5-$10 million	8%	6
$2.5-$5 million	16%	12
$1-$2.5 million	15%	11
$500K-$1 million	16%	12
$100-$500K	26%	19
Under $100k	5%	4
Unsure	1%	1
Total	100%	74

Cost Covering Strategies

Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated and athletics scholarship limits to be increased. Please indicate whether your campus has adopted, is considering, or is not considering each of the following strategies to cover these new costs.

Reducing compensation for coaches and staff	%	N
Has Adopted / Is Considering	20%	15
Not Considering	65%	48
Unsure	15%	11
Total	100%	74

Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated and athletics scholarship limits to be increased. Please indicate whether your campus has adopted, is considering, or is not considering each of the following strategies to cover these new costs.

Reducing operating budgets for some sports	%	N
Has Adopted / Is Considering	46%	34
Not Considering	49%	36
Unsure	5%	4
Total	100%	74

Dropping some varsity sports	%	N
Has Adopted / Is Considering	20%	15
Not Considering	66%	49
Unsure	14%	10
Total	100%	74

Increasing Ticket prices or adding a ticket surcharge	%	N
Has Adopted / Is Considering	82%	61
Not Considering	12%	9
Unsure	5%	4
Total	100%	74

Shifting general scholarships to athletics scholarships	%	N
Has Adopted / Is Considering	23%	17
Not Considering	58%	43
Unsure	19%	14
Total	100%	74

Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated and athletics scholarship limits to be increased. Please indicate whether your campus has adopted, is considering, or is not considering each of the following strategies to cover these new costs.

Increasing Athletics Student Fees	%	N
Has Adopted / Is Considering	31%	23
Not Considering	62%	46
Unsure	7%	5
Total	100%	74

Increasing portion of general institutional operating funds for athletics	%	N
Has Adopted / Is Considering	54%	40
Not Considering	38%	28
Unsure	8%	6
Total	100%	74

Increasing fundraising and corporate support	%	N
Has Adopted / Is Considering	97%	72
Unsure	3%	2
Total	100%	74

Expanding sports media and sponsorship revenues	%	N
Has Adopted / Is Considering	92%	68
Not Considering	5%	4
Unsure	3%	2
Total	100%	74

More government funding	%	N
Has Adopted / Is Considering	18%	13
Not Considering	66%	49
Unsure	16%	12

Total	100%	74

Anticipated Scholarship Changes by Sport

What do you anticipate will happen to the number of athletics scholarships offered in the following sports at your institution within the next five years?

Football	%	N
Increase to the maximum allowed	11%	6
Increase not to the maximum allowed	32%	17
No change from last year (pre-House)	53%	28
Decrease from last year (pre-House)	4%	2
Total	100%	53

Men's Basketball	%	N
Increase to the maximum allowed	37%	27
Increase not to the maximum allowed	11%	8
No change from last year (pre-House)	47%	34
Decrease from last year (pre-House)	6%	4
Total	100%	73

Women's Basketball	%	N
Increase to the maximum allowed	31%	22
Increase not to the maximum allowed	10%	7
No change from last year (pre-House)	53%	38
Decrease from last year (pre-House)	7%	5
Total	100%	72

What do you anticipate will happen to the number of athletics scholarships offered in the following sports at your institution within the next five years?

Other Men's Sports	%	N
Increase to the maximum allowed	4%	3
Increase not to the maximum allowed	29%	21
No change from last year (pre-House)	52%	38
Decrease from last year (pre-House)	15%	11
Total	100%	73

Other Women's Sports	%	N
Increase to the maximum allowed	4%	3
Increase not to the maximum allowed	38%	28
No change from last year (pre-House)	44%	32
Decrease from last year (pre-House)	14%	10
Total	100%	73

Transparency Note: Survey ended with open-ended question to all respondents: "What is the single most significant issue to address in college sports?". Those results are published separately along with this report.

Former College Athlete

Did you compete in college athletics?

Overall Sample	%	N
Yes	48%	171
No	50%	177
Prefer not to answer	2%	8
Total	100%	356

	Yes	No	Prefer not to answer	Total
	%	*%*	*%*	*%*
Presidents	28	70	2	100
ADs	64	34	2	100
FARs	40	58	2	100
SWAs	59	39	3	100
	%	*%*	*%*	*%*
FBS P4	41	57	2	100
FBS G6 + Ind.	42	55	3	100
FCS	57	41	2	100
Bball-centric	45	53	3	100
	%	*%*	*%*	*%*
Not FBS	51	47	2	100
FBS	42	56	2	100

Gender

What is your gender?

Overall Sample	%	N
Female	44%	158
Male	53%	190
Prefer not to answer	2%	8
Total	100%	356

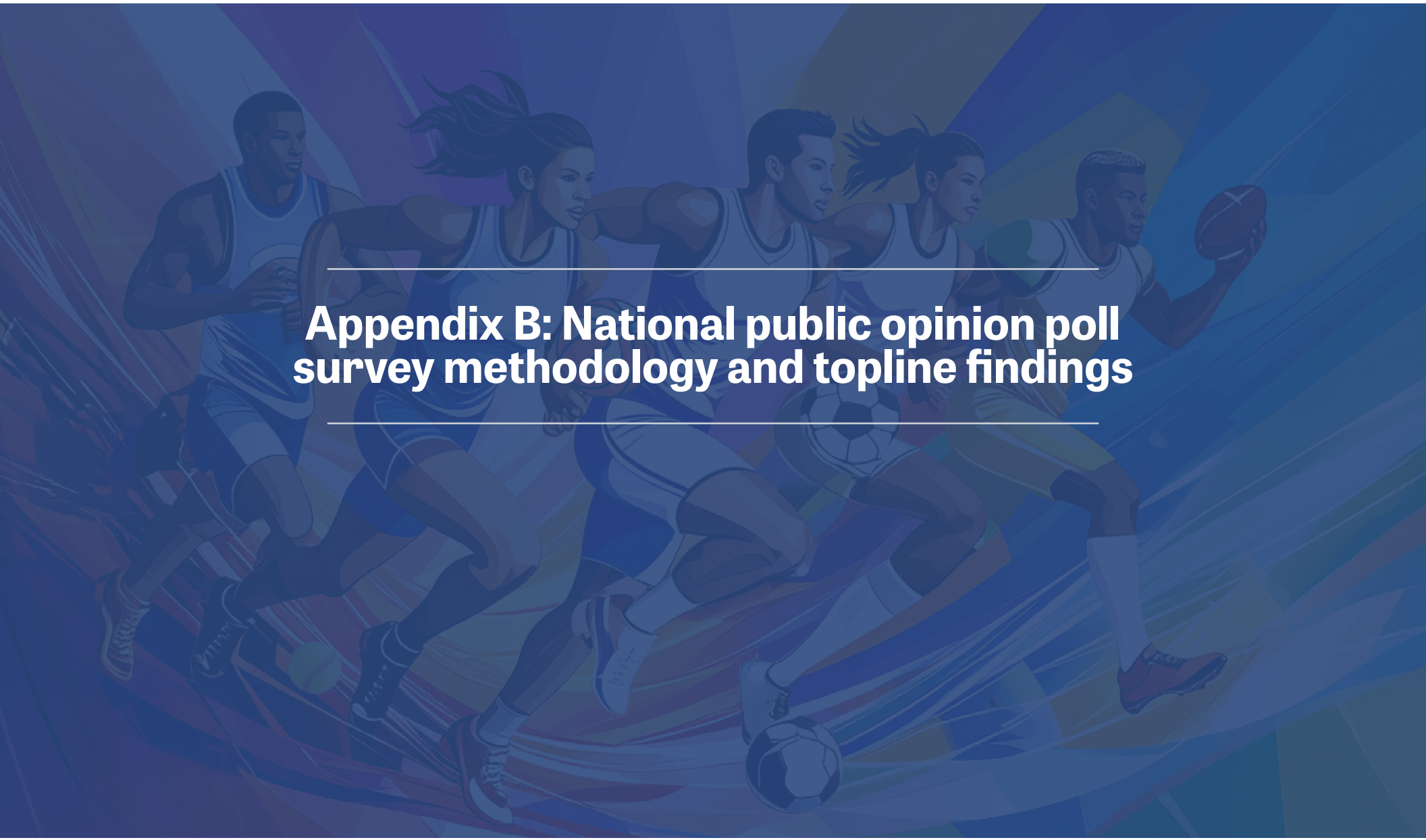
	Female	Male	Prefer not to answer	Total
	%	*%*	*%*	*%*
Presidents	37	61	2	100
ADs	11	85	3	100
FARs	39	59	2	100
SWAs	99	0	1	100
	%	*%*	*%*	*%*
FBS P4	39	57	4	100
FBS G6 + Ind.	44	55	1	100
FCS	45	53	2	100
Bball-centric	46	51	3	100
	%	*%*	*%*	*%*
Not FBS	46	52	2	100
FBS	42	56	2	100

Age

What is your age?

Overall Sample	%	N
Under 45 years old	14%	50
45 to 60 years old	57%	201
Over 60 years old	26%	92
Prefer not to answer	3%	12
Total	100%	355

	Under 45	***45-60***	***Over 60***	***No Answer***	***Total***
	%	*%*	*%*	*%*	*%*
Presidents	2	57	41	0	100
ADs	17	63	17	3	100
FARs	10	50	36	4	100
SWAs	28	61	7	4	100
	%	*%*	*%*	*%*	*%*
FBS P4	4	50	41	4	100
FBS G6 + Ind.	8	62	26	5	100
FCS	13	58	26	2	100
Bball-centric	24	55	19	3	100
	%	*%*	*%*	*%*	*%*
Not FBS	18	56	23	3	100
FBS	6	57	31	5	100



Appendix B: National public opinion poll survey methodology and topline findings

Topline
Survey of U.S. Adults
July 7-11, 2025
Dr. Jason Husser, director, Elon University Poll

Sponsoring organizations and questionnaire design: Elon University Poll and the Knight Commission on Intercollegiate Athletics

Fieldwork: YouGov

Interview dates: July 7-11, 2025

Release date: August 6, 2025

Target population: U.S. adults, ages 18 and older

Sample size: 1,500

Margin of error: +/-2.87 % (adjusted for weights)

Survey mode: Online, web-based survey, self-administered with online panels

Panelists: This poll utilizes a non-probability sample. All YouGov panelists have been active panelists for 30 days or longer.

Crosstab groups as percentage of total respondents: Those very/moderately interested in college sports – 29%, college football fans – 44%, college basketball fans (men's or women's) – 35%, fans of other college sports – 27%, former college athletes and their families – 14%, Ages 18-44 – 47%, Ages 45+ – 53%, men – 46%, women – 54%.

Sample characteristics
Total n=1,500

Age

Label	Count
18-44	699
45+	801

Education

Label	Count
No 4-year degree	932
4+ year degree	568

Gender

Label	Count
Male	686
Female	814

Income

Label	Count
$100k+	366
$50k-$100k	438
Less than $50k	551
No data	145

Race

Label	Count
White-non Hispanic	975
Black	186
Other	339

College sports interest

Label	Count
Slight/no interest	1,042
Moderate/very interested	429
No data	29

College football fan

Label	Count
No	784
Yes	654
No data	62

College men's basketball fan

Label	Count
No	962
Yes	484
Unsure	54

College women's basketball fan

Label	Count
No	1,132
Yes	285
Unsure	83

Fans of other college sports

Label	Count
No	1,101
Yes	399

Elon University and Knight Commission on Intercollegiate Athletics

July 2025

YouGov

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1. How would you rate your level of interest in the following sports? – Professional sports (NFL, MLB, NBA, WNBA, NHL, soccer, auto racing, golf, tennis, others)

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very interested	28%	39%	18%	29%	26%	27%	29%
Moderately interested	21%	22%	19%	19%	22%	21%	21%
Slightly interested	19%	17%	22%	18%	21%	19%	21%
Not at all interested	31%	21%	40%	31%	30%	32%	29%
Unsure	1%	1%	1%	2%	0%	1%	1%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very interested	28%	26%	41%	26%	24%	32%	30%	29%	30%	28%	25%
Moderately interested	21%	21%	26%	19%	22%	18%	21%	18%	23%	22%	19%
Slightly interested	19%	21%	10%	20%	19%	21%	21%	18%	16%	20%	23%
Not at all interested	31%	31%	22%	34%	33%	29%	27%	34%	30%	29%	31%
Unsure	1%	1%	0%	2%	2%	1%	1%	1%	0%	1%	2%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very interested	28%	60%	15%	52%	8%	57%	11%
Moderately interested	21%	26%	19%	28%	14%	24%	18%
Slightly interested	19%	9%	24%	14%	23%	14%	23%
Not at all interested	31%	5%	42%	5%	53%	5%	47%
Unsure	1%	–	1%	1%	1%	0%	1%

	Total	Fans of other sports		College Athletics Competitor	
		Yes	No	Yes	No
Very interested	28%	48%	21%	43%	25%
Moderately interested	21%	23%	20%	24%	20%
Slightly interested	19%	19%	20%	19%	20%
Not at all interested	31%	10%	38%	13%	34%
Unsure	1%	1%	1%	0%	1%

2. How would you rate your level of interest in the following sports? – College sports (all sports)

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very interested	14%	20%	7%	13%	14%	12%	17%
Moderately interested	15%	18%	13%	13%	17%	14%	18%
Slightly interested	23%	25%	21%	24%	22%	23%	23%
Not at all interested	47%	36%	57%	47%	47%	50%	42%
Unsure	2%	1%	2%	3%	0%	2%	1%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very interested	14%	14%	20%	9%	11%	15%	16%	11%	13%	17%	10%
Moderately interested	15%	16%	17%	12%	14%	15%	19%	10%	17%	17%	15%
Slightly interested	23%	23%	21%	23%	22%	26%	20%	20%	25%	24%	20%
Not at all interested	47%	45%	40%	54%	50%	43%	45%	57%	44%	40%	52%
Unsure	2%	1%	3%	3%	2%	2%	0%	2%	1%	1%	3%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very interested	14%	47%	–	30%	0%	33%	2%
Moderately interested	15%	53%	–	30%	3%	27%	7%
Slightly interested	23%	–	33%	32%	14%	29%	19%
Not at all interested	47%	–	67%	7%	82%	10%	70%
Unsure	2%	–	–	1%	2%	1%	1%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very interested	14%	34%	6%	31%	11%
Moderately interested	15%	27%	11%	23%	14%
Slightly interested	23%	26%	22%	25%	22%
Not at all interested	47%	12%	59%	21%	51%
Unsure	2%	1%	2%	1%	1%

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3. How would you rate your level of interest in the following sports? – Summer and Winter Olympics

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very interested	17%	19%	15%	18%	16%	15%	19%
Moderately interested	22%	22%	22%	20%	24%	20%	26%
Slightly interested	28%	28%	27%	26%	29%	27%	30%
Not at all interested	32%	30%	34%	33%	31%	36%	24%
Unsure	1%	1%	2%	3%	0%	2%	1%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very interested	17%	17%	17%	17%	14%	20%	17%	20%	15%	17%	16%
Moderately interested	22%	23%	27%	17%	18%	26%	24%	18%	25%	20%	26%
Slightly interested	28%	28%	23%	29%	30%	26%	29%	28%	25%	32%	23%
Not at all interested	32%	31%	30%	35%	36%	27%	29%	35%	34%	29%	32%
Unsure	1%	1%	3%	3%	2%	1%	0%	1%	1%	2%	2%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very interested	17%	36%	9%	29%	7%	32%	8%
Moderately interested	22%	30%	19%	27%	17%	28%	18%
Slightly interested	28%	20%	31%	26%	29%	25%	29%
Not at all interested	32%	13%	40%	17%	46%	14%	44%
Unsure	1%	1%	1%	1%	1%	2%	1%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very interested	17%	34%	11%	32%	15%
Moderately interested	22%	31%	19%	31%	21%
Slightly interested	28%	21%	30%	21%	29%
Not at all interested	32%	14%	39%	14%	35%
Unsure	1%	1%	2%	2%	1%

4. How would you rate your level of interest in the following sports? – Other professional or competitive sports (combat sports (boxing, MMA, wrestling), track & field, figure skating, gymnastics, motocross, rodeo, others)

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very interested	10%	14%	6%	15%	6%	12%	7%
Moderately interested	18%	19%	16%	17%	18%	17%	19%
Slightly interested	26%	26%	26%	26%	26%	24%	30%
Not at all interested	45%	38%	50%	39%	49%	46%	42%
Unsure	2%	2%	2%	3%	1%	2%	2%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very interested	10%	7%	20%	13%	11%	13%	6%	11%	5%	13%	9%
Moderately interested	18%	17%	21%	18%	17%	17%	19%	13%	21%	19%	17%
Slightly interested	26%	26%	29%	24%	23%	28%	28%	25%	28%	25%	26%
Not at all interested	45%	48%	28%	44%	46%	41%	45%	49%	45%	41%	46%
Unsure	2%	2%	3%	1%	2%	1%	1%	2%	1%	2%	2%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very interested	10%	19%	6%	16%	5%	19%	5%
Moderately interested	18%	27%	14%	26%	10%	29%	11%
Slightly interested	26%	29%	25%	29%	23%	27%	25%
Not at all interested	45%	23%	54%	27%	61%	23%	58%
Unsure	2%	2%	1%	2%	1%	2%	1%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very interested	10%	18%	7%	18%	9%
Moderately interested	18%	29%	13%	26%	16%
Slightly interested	26%	28%	25%	29%	25%
Not at all interested	45%	23%	52%	26%	48%
Unsure	2%	1%	2%	1%	2%

5. Do you consider yourself a fan of these college sports? – Football

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Yes	44%	56%	32%	42%	45%	42%	48%
No	52%	41%	62%	53%	51%	53%	48%
Unsure	4%	3%	6%	5%	4%	5%	3%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Yes	44%	46%	54%	32%	42%	46%	49%	38%	44%	50%	39%
No	52%	50%	42%	60%	53%	50%	49%	60%	52%	45%	56%
Unsure	4%	3%	3%	8%	5%	5%	3%	2%	4%	5%	5%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Yes	44%	92%	25%	100%	–	83%	20%
No	52%	6%	71%	–	100%	12%	77%
Unsure	4%	3%	4%	–	–	5%	2%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Yes	44%	75%	33%	68%	40%
No	52%	22%	62%	29%	55%
Unsure	4%	3%	5%	2%	4%

6. Do you consider yourself a fan of these college sports? – Men's basketball

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Yes	34%	44%	23%	36%	32%	32%	36%
No	63%	53%	73%	59%	66%	65%	59%
Unsure	4%	3%	4%	5%	2%	3%	5%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Yes	34%	30%	61%	29%	33%	35%	33%	28%	33%	39%	28%
No	63%	67%	37%	66%	63%	62%	63%	69%	63%	58%	66%
Unsure	4%	3%	3%	6%	3%	3%	4%	2%	4%	3%	5%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Yes	34%	74%	17%	66%	7%	93%	–
No	63%	23%	80%	31%	92%	6%	100%
Unsure	4%	3%	3%	3%	1%	1%	–

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Yes	34%	61%	24%	52%	31%
No	63%	36%	72%	45%	66%
Unsure	4%	2%	4%	3%	3%

7. Do you consider yourself a fan of these college sports? – Women's basketball

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Yes	20%	22%	17%	21%	18%	19%	21%
No	75%	73%	77%	73%	76%	76%	73%
Unsure	6%	5%	6%	6%	6%	5%	6%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Yes	20%	16%	40%	19%	20%	21%	19%	20%	18%	23%	15%
No	75%	79%	51%	75%	73%	75%	76%	74%	77%	71%	79%
Unsure	6%	5%	9%	6%	7%	4%	5%	6%	5%	6%	6%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Yes	20%	47%	9%	38%	3%	54%	–
No	75%	46%	87%	55%	94%	38%	100%
Unsure	6%	7%	5%	7%	2%	7%	–

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Yes	20%	43%	11%	36%	17%
No	75%	51%	83%	59%	77%
Unsure	6%	7%	5%	5%	6%

8. How important is it for college sports to exist?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Extremely important	18%	20%	16%	20%	17%	17%	21%
Very important	26%	27%	26%	24%	29%	25%	29%
Moderately important	21%	22%	20%	21%	21%	21%	21%
Slightly important	12%	11%	12%	13%	10%	12%	11%
Not at all important	15%	13%	16%	15%	14%	15%	13%
Unsure	8%	6%	10%	8%	8%	10%	4%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Extremely important	18%	19%	25%	14%	17%	18%	22%	18%	14%	20%	19%
Very important	26%	27%	35%	20%	25%	30%	26%	29%	25%	29%	21%
Moderately important	21%	20%	15%	27%	21%	21%	20%	19%	24%	19%	24%
Slightly important	12%	12%	10%	11%	12%	11%	15%	10%	16%	10%	12%
Not at all important	15%	14%	10%	18%	16%	14%	12%	15%	15%	14%	15%
Unsure	8%	8%	4%	10%	10%	6%	5%	9%	6%	7%	9%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Extremely important	18%	41%	9%	33%	7%	35%	9%
Very important	26%	36%	22%	36%	18%	37%	19%
Moderately important	21%	17%	23%	20%	21%	17%	23%
Slightly important	12%	3%	15%	6%	16%	5%	15%
Not at all important	15%	1%	20%	3%	25%	3%	23%
Unsure	8%	1%	10%	2%	13%	3%	11%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Extremely important	18%	36%	12%	34%	16%
Very important	26%	38%	22%	29%	26%
Moderately important	21%	15%	23%	20%	21%
Slightly important	12%	5%	14%	10%	12%
Not at all important	15%	4%	18%	6%	16%
Unsure	8%	3%	10%	1%	9%

9. How much do Division I college sports benefit each of the following? – Schools' identity, name awareness and marketing

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very high benefit	26%	30%	22%	29%	23%	23%	32%
High benefit	31%	32%	30%	29%	32%	29%	33%
Moderate benefit	17%	15%	18%	15%	18%	17%	16%
Slight benefit	7%	7%	8%	8%	7%	8%	6%
No benefit	4%	4%	5%	3%	5%	5%	3%
Unsure	15%	13%	17%	16%	15%	18%	9%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very high benefit	26%	26%	25%	25%	23%	28%	30%	22%	22%	29%	27%
High benefit	31%	31%	32%	29%	28%	32%	37%	31%	34%	30%	28%
Moderate benefit	17%	16%	21%	16%	18%	17%	12%	16%	19%	16%	16%
Slight benefit	7%	8%	3%	8%	8%	7%	7%	7%	9%	6%	9%
No benefit	4%	5%	4%	3%	5%	5%	3%	4%	3%	5%	4%
Unsure	15%	14%	15%	19%	18%	12%	10%	21%	13%	13%	15%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very high benefit	26%	44%	19%	38%	16%	39%	18%
High benefit	31%	34%	29%	35%	27%	34%	28%
Moderate benefit	17%	15%	17%	14%	17%	16%	16%
Slight benefit	7%	3%	9%	6%	9%	4%	10%
No benefit	4%	1%	6%	1%	8%	1%	7%
Unsure	15%	4%	19%	5%	23%	6%	21%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very high benefit	26%	43%	20%	42%	24%
High benefit	31%	35%	29%	36%	30%
Moderate benefit	17%	12%	18%	10%	17%
Slight benefit	7%	4%	9%	5%	8%
No benefit	4%	2%	5%	1%	5%
Unsure	15%	4%	19%	7%	16%

10. How much do Division I college sports benefit each of the following? – Schools' student recruitment and enrollment

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very high benefit	19%	22%	17%	23%	15%	19%	19%
High benefit	30%	31%	29%	28%	31%	28%	34%
Moderate benefit	21%	22%	20%	19%	22%	20%	22%
Slight benefit	9%	9%	9%	9%	9%	9%	8%
No benefit	5%	4%	5%	4%	6%	5%	5%
Unsure	16%	13%	20%	16%	16%	19%	11%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very high benefit	19%	17%	24%	22%	19%	21%	18%	18%	14%	22%	19%
High benefit	30%	31%	32%	26%	26%	31%	35%	27%	34%	29%	29%
Moderate benefit	21%	21%	21%	20%	22%	19%	21%	21%	25%	20%	20%
Slight benefit	9%	11%	7%	6%	9%	10%	10%	10%	9%	8%	11%
No benefit	5%	5%	3%	5%	6%	5%	3%	3%	5%	5%	4%
Unsure	16%	16%	13%	20%	18%	14%	12%	20%	13%	16%	17%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very high benefit	19%	34%	13%	29%	10%	32%	11%
High benefit	30%	41%	26%	38%	23%	38%	25%
Moderate benefit	21%	17%	23%	19%	22%	19%	22%
Slight benefit	9%	4%	11%	7%	11%	5%	11%
No benefit	5%	1%	6%	2%	8%	2%	7%
Unsure	16%	3%	21%	5%	25%	5%	23%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very high benefit	19%	34%	14%	30%	17%
High benefit	30%	40%	26%	37%	29%
Moderate benefit	21%	15%	23%	20%	21%
Slight benefit	9%	6%	10%	6%	10%
No benefit	5%	2%	6%	3%	5%
Unsure	16%	3%	21%	4%	18%

11. How much do Division I college sports benefit each of the following? – Schools' reputation for academic quality

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very high benefit	13%	14%	13%	15%	12%	15%	10%
High benefit	18%	20%	17%	16%	20%	20%	15%
Moderate benefit	19%	21%	17%	20%	18%	19%	20%
Slight benefit	13%	13%	13%	14%	13%	13%	14%
No benefit	20%	19%	21%	19%	21%	16%	29%
Unsure	16%	13%	19%	16%	16%	18%	12%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very high benefit	13%	10%	22%	16%	16%	14%	10%	15%	7%	15%	14%
High benefit	18%	16%	27%	19%	19%	17%	18%	18%	20%	18%	17%
Moderate benefit	19%	19%	23%	17%	20%	18%	21%	17%	23%	19%	20%
Slight benefit	13%	15%	7%	11%	11%	18%	12%	11%	14%	14%	14%
No benefit	20%	23%	7%	18%	16%	20%	26%	19%	21%	20%	19%
Unsure	16%	15%	15%	19%	17%	13%	13%	20%	16%	14%	17%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very high benefit	13%	25%	8%	22%	7%	24%	7%
High benefit	18%	26%	15%	25%	12%	25%	14%
Moderate benefit	19%	22%	18%	23%	17%	22%	17%
Slight benefit	13%	11%	14%	13%	13%	12%	14%
No benefit	20%	11%	24%	12%	27%	10%	27%
Unsure	16%	4%	21%	5%	24%	6%	22%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very high benefit	13%	23%	9%	22%	12%
High benefit	18%	25%	16%	20%	18%
Moderate benefit	19%	19%	19%	20%	19%
Slight benefit	13%	15%	13%	15%	13%
No benefit	20%	15%	22%	16%	21%
Unsure	16%	4%	21%	8%	17%

12. How much do Division I college sports benefit each of the following? – The overall college student experience

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very high benefit	17%	19%	14%	21%	13%	18%	14%
High benefit	25%	25%	25%	21%	28%	23%	28%
Moderate benefit	24%	24%	23%	23%	24%	23%	25%
Slight benefit	12%	11%	13%	12%	13%	11%	15%
No benefit	7%	7%	7%	7%	7%	7%	7%
Unsure	16%	14%	17%	16%	15%	18%	11%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very high benefit	17%	15%	26%	17%	17%	17%	16%	15%	13%	20%	17%
High benefit	25%	25%	33%	21%	23%	24%	30%	24%	26%	24%	26%
Moderate benefit	24%	24%	18%	25%	23%	26%	23%	23%	25%	24%	22%
Slight benefit	12%	13%	8%	12%	12%	12%	15%	12%	14%	12%	11%
No benefit	7%	7%	3%	7%	7%	8%	6%	6%	8%	6%	8%
Unsure	16%	15%	13%	18%	18%	13%	11%	20%	14%	14%	16%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very high benefit	17%	33%	10%	28%	8%	31%	8%
High benefit	25%	37%	20%	34%	17%	33%	20%
Moderate benefit	24%	21%	25%	23%	24%	22%	24%
Slight benefit	12%	5%	15%	7%	17%	7%	16%
No benefit	7%	1%	9%	2%	11%	2%	10%
Unsure	16%	4%	20%	5%	23%	5%	21%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very high benefit	17%	31%	12%	24%	16%
High benefit	25%	33%	22%	35%	23%
Moderate benefit	24%	22%	24%	20%	24%
Slight benefit	12%	7%	14%	10%	13%
No benefit	7%	3%	8%	5%	7%
Unsure	16%	4%	20%	6%	17%

13. How much do Division I college sports benefit each of the following? – Engagement with alumni, parents and other external fans

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very high benefit	16%	18%	15%	21%	13%	16%	17%
High benefit	27%	27%	27%	26%	28%	24%	33%
Moderate benefit	23%	25%	20%	24%	22%	24%	21%
Slight benefit	10%	9%	12%	8%	12%	10%	10%
No benefit	6%	6%	6%	4%	7%	6%	6%
Unsure	18%	15%	20%	17%	18%	20%	13%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very high benefit	16%	15%	22%	17%	15%	18%	20%	15%	15%	18%	17%
High benefit	27%	29%	28%	22%	23%	28%	33%	28%	29%	27%	25%
Moderate benefit	23%	21%	27%	24%	24%	24%	19%	18%	27%	24%	21%
Slight benefit	10%	12%	5%	9%	11%	10%	10%	11%	9%	9%	13%
No benefit	6%	6%	6%	6%	6%	6%	4%	4%	6%	6%	7%
Unsure	18%	17%	13%	22%	20%	14%	15%	23%	15%	16%	17%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very high benefit	16%	30%	11%	27%	8%	28%	10%
High benefit	27%	36%	24%	32%	24%	32%	24%
Moderate benefit	23%	22%	23%	25%	20%	25%	21%
Slight benefit	10%	5%	12%	7%	13%	6%	13%
No benefit	6%	2%	7%	3%	8%	3%	8%
Unsure	18%	4%	22%	7%	26%	7%	23%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very high benefit	16%	28%	12%	31%	14%
High benefit	27%	34%	25%	35%	26%
Moderate benefit	23%	23%	22%	17%	23%
Slight benefit	10%	7%	12%	8%	11%
No benefit	6%	3%	7%	2%	6%
Unsure	18%	5%	22%	7%	19%

14. How much do Division I college sports benefit each of the following? – Fundraising

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very high benefit	23%	27%	19%	24%	22%	21%	27%
High benefit	26%	28%	24%	24%	28%	24%	30%
Moderate benefit	19%	18%	20%	22%	17%	20%	18%
Slight benefit	8%	7%	8%	7%	9%	9%	6%
No benefit	5%	4%	6%	4%	6%	6%	4%
Unsure	19%	15%	24%	19%	20%	21%	16%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very high benefit	23%	22%	21%	25%	21%	27%	25%	20%	16%	26%	26%
High benefit	26%	27%	30%	22%	23%	24%	32%	23%	31%	27%	22%
Moderate benefit	19%	19%	23%	17%	18%	19%	21%	21%	23%	18%	16%
Slight benefit	8%	8%	6%	8%	9%	8%	7%	6%	8%	7%	10%
No benefit	5%	6%	5%	4%	7%	5%	2%	5%	6%	5%	5%
Unsure	19%	18%	14%	24%	22%	17%	14%	25%	16%	17%	21%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very high benefit	23%	37%	17%	33%	15%	34%	16%
High benefit	26%	32%	24%	31%	23%	30%	24%
Moderate benefit	19%	18%	20%	19%	19%	20%	18%
Slight benefit	8%	7%	8%	8%	7%	6%	9%
No benefit	5%	1%	7%	2%	8%	2%	7%
Unsure	19%	5%	25%	7%	28%	7%	26%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very high benefit	23%	37%	18%	33%	21%
High benefit	26%	31%	24%	32%	25%
Moderate benefit	19%	18%	20%	21%	19%
Slight benefit	8%	5%	9%	4%	8%
No benefit	5%	3%	6%	2%	6%
Unsure	19%	7%	24%	8%	21%

15. How much do Division I college sports benefit each of the following? – Preparing athletes for success in post-college careers other than as a professional athlete

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very high benefit	16%	17%	15%	19%	13%	18%	13%
High benefit	22%	24%	20%	21%	23%	22%	21%
Moderate benefit	20%	20%	20%	17%	23%	20%	21%
Slight benefit	14%	13%	14%	14%	13%	12%	16%
No benefit	12%	11%	13%	12%	12%	10%	16%
Unsure	17%	14%	19%	18%	16%	19%	13%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very high benefit	16%	12%	28%	19%	20%	17%	12%	19%	10%	18%	14%
High benefit	22%	21%	27%	20%	20%	23%	22%	21%	22%	23%	19%
Moderate benefit	20%	20%	20%	21%	19%	18%	24%	17%	23%	19%	23%
Slight benefit	14%	17%	7%	8%	12%	15%	15%	14%	17%	13%	12%
No benefit	12%	13%	7%	12%	11%	13%	13%	9%	12%	11%	15%
Unsure	17%	17%	11%	20%	18%	14%	14%	21%	16%	16%	16%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very high benefit	16%	29%	11%	26%	8%	29%	9%
High benefit	22%	31%	18%	29%	15%	31%	16%
Moderate benefit	20%	22%	20%	21%	19%	20%	20%
Slight benefit	14%	10%	15%	14%	14%	11%	15%
No benefit	12%	4%	15%	5%	18%	4%	17%
Unsure	17%	4%	22%	5%	26%	5%	24%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very high benefit	16%	27%	12%	30%	14%
High benefit	22%	30%	19%	22%	22%
Moderate benefit	20%	20%	20%	20%	20%
Slight benefit	14%	13%	14%	15%	14%
No benefit	12%	7%	14%	6%	13%
Unsure	17%	3%	22%	7%	18%

16. How much do Division I college sports benefit each of the following? – Preparing athletes for a lifetime of physical fitness

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very high benefit	16%	18%	15%	19%	14%	17%	14%
High benefit	26%	28%	24%	25%	27%	26%	26%
Moderate benefit	23%	25%	22%	22%	25%	22%	25%
Slight benefit	12%	10%	13%	10%	13%	10%	16%
No benefit	6%	5%	7%	6%	6%	7%	5%
Unsure	17%	14%	19%	17%	16%	18%	14%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very high benefit	16%	14%	22%	20%	18%	18%	12%	15%	14%	18%	16%
High benefit	26%	24%	35%	26%	26%	27%	26%	26%	28%	28%	23%
Moderate benefit	23%	25%	19%	20%	20%	23%	28%	19%	24%	23%	27%
Slight benefit	12%	13%	9%	9%	11%	12%	15%	10%	13%	11%	12%
No benefit	6%	8%	3%	4%	7%	7%	5%	7%	7%	6%	5%
Unsure	17%	16%	13%	21%	19%	13%	14%	23%	14%	15%	17%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very high benefit	16%	28%	11%	24%	10%	27%	10%
High benefit	26%	36%	22%	34%	20%	35%	21%
Moderate benefit	23%	23%	24%	23%	23%	22%	23%
Slight benefit	12%	8%	13%	9%	14%	8%	14%
No benefit	6%	1%	8%	3%	9%	1%	9%
Unsure	17%	4%	21%	6%	24%	7%	22%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very high benefit	16%	25%	13%	27%	15%
High benefit	26%	36%	23%	26%	26%
Moderate benefit	23%	23%	23%	24%	23%
Slight benefit	12%	9%	13%	14%	12%
No benefit	6%	4%	7%	4%	7%
Unsure	17%	4%	21%	5%	18%

17. How has the increase in college athlete transfers between Division I schools impacted your interest in college football, men's basketball and women's basketball?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very positive impact	7%	10%	5%	11%	5%	8%	6%
Somewhat positive impact	11%	12%	9%	15%	8%	12%	9%
Little or no impact	53%	47%	58%	51%	54%	51%	55%
Somewhat negative impact	7%	11%	4%	5%	9%	5%	12%
Very negative impact	6%	8%	4%	4%	8%	5%	9%
Unsure	16%	12%	19%	14%	17%	19%	9%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very positive impact	7%	5%	11%	11%	9%	10%	5%	9%	5%	9%	6%
Somewhat positive impact	11%	9%	19%	12%	12%	9%	12%	9%	9%	13%	11%
Little or no impact	53%	55%	43%	50%	52%	55%	53%	51%	56%	50%	56%
Somewhat negative impact	7%	10%	4%	3%	4%	6%	13%	4%	9%	8%	8%
Very negative impact	6%	7%	2%	4%	4%	5%	9%	5%	8%	7%	4%
Unsure	16%	13%	21%	19%	18%	14%	9%	21%	14%	14%	15%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very positive impact	7%	17%	3%	14%	2%	18%	1%
Somewhat positive impact	11%	19%	8%	18%	5%	21%	5%
Little or no impact	53%	31%	62%	40%	64%	33%	65%
Somewhat negative impact	7%	18%	3%	14%	2%	13%	4%
Very negative impact	6%	9%	5%	9%	4%	7%	5%
Unsure	16%	5%	20%	6%	23%	8%	20%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very positive impact	7%	16%	4%	15%	6%
Somewhat positive impact	11%	19%	8%	16%	10%
Little or no impact	53%	33%	59%	38%	55%
Somewhat negative impact	7%	16%	4%	14%	6%
Very negative impact	6%	9%	5%	9%	6%
Unsure	16%	6%	19%	8%	16%

18. How has the increase in college athlete transfers between Division I schools impacted your interest in collegiate Olympic sports (sports other than football, men's basketball and/or women's basketball)?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very positive impact	6%	7%	5%	9%	4%	7%	4%
Somewhat positive impact	10%	11%	10%	13%	7%	10%	10%
Little or no impact	60%	59%	61%	56%	63%	57%	66%
Somewhat negative impact	4%	5%	2%	3%	4%	3%	6%
Very negative impact	3%	5%	2%	2%	4%	3%	4%
Unsure	17%	12%	21%	16%	17%	19%	11%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very positive impact	6%	4%	12%	7%	6%	9%	4%	5%	5%	7%	6%
Somewhat positive impact	10%	8%	17%	13%	12%	9%	9%	13%	7%	11%	10%
Little or no impact	60%	65%	45%	55%	56%	61%	68%	55%	64%	59%	63%
Somewhat negative impact	4%	4%	4%	2%	3%	3%	5%	3%	3%	5%	2%
Very negative impact	3%	4%	1%	2%	3%	3%	5%	3%	4%	3%	3%
Unsure	17%	14%	22%	20%	20%	14%	9%	21%	16%	15%	16%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very positive impact	6%	14%	3%	11%	1%	14%	2%
Somewhat positive impact	10%	19%	7%	17%	4%	20%	4%
Little or no impact	60%	48%	66%	52%	68%	49%	68%
Somewhat negative impact	4%	8%	2%	7%	1%	6%	2%
Very negative impact	3%	4%	3%	4%	3%	3%	4%
Unsure	17%	7%	20%	8%	23%	9%	21%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very positive impact	6%	15%	3%	12%	5%
Somewhat positive impact	10%	17%	8%	17%	9%
Little or no impact	60%	47%	65%	53%	62%
Somewhat negative impact	4%	7%	2%	5%	4%
Very negative impact	3%	5%	3%	4%	3%
Unsure	17%	8%	20%	9%	17%

19. How has the change to allow college athletes to receive name, image and likeness (NIL) compensation from third-party entities impacted your interest in college football, men's basketball and women's basketball?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very positive impact	9%	12%	6%	11%	6%	10%	7%
Somewhat positive impact	14%	14%	14%	18%	10%	13%	15%
Little or no impact	48%	46%	50%	47%	49%	48%	48%
Somewhat negative impact	9%	12%	7%	5%	13%	8%	12%
Very negative impact	7%	9%	6%	5%	9%	6%	10%
Unsure	13%	9%	17%	13%	12%	15%	9%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very positive impact	9%	6%	17%	10%	11%	8%	8%	9%	7%	10%	6%
Somewhat positive impact	14%	13%	23%	13%	13%	14%	17%	18%	12%	14%	13%
Little or no impact	48%	48%	39%	51%	49%	49%	44%	41%	53%	45%	55%
Somewhat negative impact	9%	12%	5%	6%	6%	12%	13%	9%	10%	11%	7%
Very negative impact	7%	9%	3%	5%	6%	7%	9%	5%	8%	8%	9%
Unsure	13%	12%	13%	14%	15%	11%	8%	19%	10%	13%	10%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very positive impact	9%	17%	5%	15%	4%	17%	4%
Somewhat positive impact	14%	22%	11%	22%	7%	26%	7%
Little or no impact	48%	31%	55%	35%	59%	35%	56%
Somewhat negative impact	9%	17%	6%	15%	5%	12%	8%
Very negative impact	7%	9%	7%	8%	7%	6%	8%
Unsure	13%	4%	16%	6%	18%	5%	17%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very positive impact	9%	16%	6%	12%	8%
Somewhat positive impact	14%	22%	11%	19%	13%
Little or no impact	48%	34%	53%	38%	50%
Somewhat negative impact	9%	15%	7%	13%	9%
Very negative impact	7%	9%	7%	9%	7%
Unsure	13%	4%	16%	8%	13%

20. How has the change to allow college athletes to receive name, image and likeness (NIL) compensation from third-party entities impacted your interest in collegiate Olympic sports (sports other than football, men's basketball and/or women's basketball)?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very positive impact	8%	10%	6%	10%	6%	8%	7%
Somewhat positive impact	13%	12%	13%	16%	10%	13%	12%
Little or no impact	55%	53%	56%	52%	57%	53%	58%
Somewhat negative impact	5%	7%	4%	3%	7%	4%	7%
Very negative impact	5%	7%	4%	2%	8%	5%	7%
Unsure	15%	11%	18%	16%	13%	17%	10%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very positive impact	8%	6%	14%	9%	10%	8%	7%	10%	7%	10%	3%
Somewhat positive impact	13%	10%	21%	15%	14%	13%	13%	15%	11%	13%	13%
Little or no impact	55%	57%	43%	56%	52%	56%	58%	45%	60%	53%	62%
Somewhat negative impact	5%	7%	1%	3%	3%	6%	6%	7%	5%	5%	4%
Very negative impact	5%	6%	3%	4%	5%	5%	6%	4%	6%	6%	5%
Unsure	15%	14%	18%	14%	16%	12%	10%	20%	12%	14%	13%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very positive impact	8%	17%	4%	13%	4%	16%	3%
Somewhat positive impact	13%	19%	10%	20%	6%	23%	6%
Little or no impact	55%	43%	60%	46%	62%	45%	62%
Somewhat negative impact	5%	9%	3%	8%	3%	6%	5%
Very negative impact	5%	5%	5%	5%	6%	4%	6%
Unsure	15%	6%	18%	8%	19%	7%	18%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very positive impact	8%	17%	5%	15%	7%
Somewhat positive impact	13%	22%	9%	16%	12%
Little or no impact	55%	43%	59%	48%	56%
Somewhat negative impact	5%	7%	5%	6%	5%
Very negative impact	5%	6%	5%	6%	5%
Unsure	15%	6%	18%	9%	15%

21. How supportive are you of the following forms of payments/compensation for college athletes? – Payments through athletics scholarships that cover tuition, meals and housing

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	45%	47%	42%	49%	41%	41%	52%
Somewhat support	29%	28%	29%	26%	31%	29%	29%
Somewhat oppose	5%	5%	6%	5%	6%	6%	3%
Strongly oppose	5%	7%	4%	4%	7%	5%	7%
Unsure	16%	13%	18%	16%	15%	19%	9%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	45%	44%	54%	42%	42%	46%	47%	41%	47%	46%	44%
Somewhat support	29%	29%	26%	29%	29%	28%	34%	27%	31%	27%	31%
Somewhat oppose	5%	6%	5%	4%	5%	7%	3%	5%	5%	7%	4%
Strongly oppose	5%	6%	1%	5%	5%	7%	5%	6%	6%	6%	5%
Unsure	16%	15%	13%	19%	20%	12%	11%	21%	11%	15%	17%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	45%	61%	38%	55%	37%	59%	36%
Somewhat support	29%	27%	30%	30%	27%	30%	28%
Somewhat oppose	5%	4%	5%	5%	5%	3%	6%
Strongly oppose	5%	2%	7%	3%	7%	2%	8%
Unsure	16%	5%	20%	6%	23%	5%	22%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	45%	64%	38%	64%	42%
Somewhat support	29%	25%	30%	23%	30%
Somewhat oppose	5%	4%	6%	2%	6%
Strongly oppose	5%	3%	6%	2%	6%
Unsure	16%	4%	20%	8%	16%

22. How supportive are you of the following forms of payments/compensation for college athletes? – Compensation for the use of name, image, and likeness (NIL) from companies or advertisers (brand endorsements)

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	26%	30%	21%	35%	18%	26%	26%
Somewhat support	32%	32%	32%	33%	32%	32%	33%
Somewhat oppose	11%	11%	11%	8%	14%	10%	12%
Strongly oppose	12%	13%	11%	5%	18%	10%	15%
Unsure	19%	14%	24%	20%	18%	22%	14%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	26%	20%	42%	33%	28%	25%	25%	28%	21%	28%	24%
Somewhat support	32%	32%	36%	30%	32%	31%	36%	31%	38%	29%	32%
Somewhat oppose	11%	13%	6%	9%	10%	14%	10%	7%	13%	13%	9%
Strongly oppose	12%	16%	2%	6%	8%	15%	13%	10%	12%	11%	14%
Unsure	19%	19%	14%	21%	22%	16%	16%	23%	15%	18%	21%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	26%	34%	23%	30%	23%	38%	19%
Somewhat support	32%	35%	32%	39%	27%	37%	29%
Somewhat oppose	11%	14%	10%	13%	9%	11%	11%
Strongly oppose	12%	10%	13%	10%	14%	7%	15%
Unsure	19%	7%	23%	7%	28%	7%	26%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	26%	33%	23%	33%	25%
Somewhat support	32%	36%	31%	34%	32%
Somewhat oppose	11%	13%	10%	10%	11%
Strongly oppose	12%	12%	12%	14%	12%
Unsure	19%	6%	24%	9%	20%

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23. How supportive are you of the following forms of payments/compensation for college athletes? – University payments to athletes directly for the use of their name, image and likeness (NIL)

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	24%	28%	20%	31%	18%	24%	24%
Somewhat support	29%	30%	28%	32%	27%	28%	31%
Somewhat oppose	11%	10%	12%	8%	14%	11%	11%
Strongly oppose	15%	15%	15%	8%	21%	13%	18%
Unsure	20%	17%	24%	21%	20%	23%	15%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	24%	18%	40%	31%	27%	21%	24%	25%	19%	27%	21%
Somewhat support	29%	30%	28%	29%	29%	30%	32%	28%	32%	27%	33%
Somewhat oppose	11%	13%	8%	9%	12%	12%	10%	9%	11%	13%	11%
Strongly oppose	15%	20%	4%	9%	11%	20%	15%	11%	19%	15%	15%
Unsure	20%	20%	21%	22%	21%	17%	19%	26%	19%	19%	20%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	24%	29%	22%	27%	22%	34%	18%
Somewhat support	29%	35%	28%	35%	25%	35%	26%
Somewhat oppose	11%	15%	10%	15%	8%	12%	10%
Strongly oppose	15%	14%	16%	14%	16%	9%	18%
Unsure	20%	7%	26%	10%	29%	9%	26%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	24%	29%	22%	30%	23%
Somewhat support	29%	36%	27%	35%	29%
Somewhat oppose	11%	14%	10%	10%	11%
Strongly oppose	15%	15%	15%	15%	15%
Unsure	20%	6%	25%	9%	21%

24. How supportive are you of the following forms of payments/compensation for college athletes? – Direct compensation from universities for playing their sports

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	19%	22%	16%	25%	14%	20%	17%
Somewhat support	27%	28%	27%	30%	25%	27%	28%
Somewhat oppose	13%	12%	14%	11%	14%	12%	14%
Strongly oppose	19%	21%	18%	12%	25%	16%	24%
Unsure	22%	17%	26%	22%	21%	24%	17%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	19%	14%	34%	24%	22%	18%	18%	21%	16%	23%	15%
Somewhat support	27%	27%	32%	26%	28%	26%	31%	25%	29%	25%	32%
Somewhat oppose	13%	14%	8%	13%	12%	15%	11%	12%	12%	14%	11%
Strongly oppose	19%	24%	4%	14%	14%	24%	22%	15%	24%	18%	20%
Unsure	22%	21%	21%	23%	24%	18%	18%	27%	19%	21%	21%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	19%	26%	17%	22%	17%	30%	14%
Somewhat support	27%	34%	24%	33%	22%	34%	23%
Somewhat oppose	13%	12%	13%	15%	11%	13%	12%
Strongly oppose	19%	19%	20%	19%	20%	13%	23%
Unsure	22%	9%	26%	12%	29%	10%	28%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	19%	24%	18%	24%	19%
Somewhat support	27%	34%	25%	31%	27%
Somewhat oppose	13%	16%	11%	11%	13%
Strongly oppose	19%	19%	19%	21%	19%
Unsure	22%	6%	27%	13%	22%

25. How supportive are you of the following forms of payments/compensation for college athletes? – Prize money for performance in non-collegiate competitions (e.g. monetary prizes for success in tennis tournaments, track races)

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	19%	23%	16%	28%	12%	19%	19%
Somewhat support	32%	31%	32%	33%	30%	31%	33%
Somewhat oppose	12%	13%	11%	9%	14%	11%	14%
Strongly oppose	12%	12%	12%	5%	19%	11%	15%
Unsure	25%	20%	29%	25%	25%	28%	19%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	19%	14%	30%	28%	21%	21%	18%	22%	14%	22%	18%
Somewhat support	32%	32%	35%	29%	33%	32%	34%	26%	36%	32%	33%
Somewhat oppose	12%	13%	11%	10%	10%	13%	14%	11%	12%	13%	12%
Strongly oppose	12%	15%	3%	9%	10%	15%	12%	11%	16%	10%	14%
Unsure	25%	26%	20%	23%	26%	20%	22%	30%	22%	23%	24%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	19%	24%	18%	24%	16%	29%	14%
Somewhat support	32%	39%	29%	37%	27%	37%	29%
Somewhat oppose	12%	15%	11%	15%	10%	13%	11%
Strongly oppose	12%	10%	14%	10%	15%	8%	15%
Unsure	25%	13%	29%	15%	32%	14%	30%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	19%	26%	17%	23%	19%
Somewhat support	32%	35%	30%	32%	32%
Somewhat oppose	12%	16%	11%	14%	12%
Strongly oppose	12%	12%	12%	12%	12%
Unsure	25%	11%	29%	18%	25%

26. If athletes receive direct compensation (in addition to any scholarships) from Division I universities, what should be the annual limit (if any) for that compensation for an individual athlete?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
$25,000	13%	11%	16%	12%	14%	12%	15%
$100,000	15%	18%	12%	17%	13%	15%	15%
$500,000	4%	5%	4%	6%	3%	4%	5%
$1 million	2%	2%	2%	2%	2%	2%	2%
No limit	11%	16%	7%	14%	9%	12%	10%
Nothing beyond scholarships	24%	21%	26%	17%	30%	22%	27%
Unsure	30%	28%	33%	32%	29%	33%	25%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
$25,000	13%	15%	10%	11%	13%	14%	14%	13%	17%	11%	14%
$100,000	15%	15%	18%	14%	15%	17%	15%	15%	14%	16%	14%
$500,000	4%	4%	6%	4%	4%	6%	4%	5%	5%	4%	4%
$1 million	2%	2%	4%	2%	2%	1%	3%	2%	2%	3%	2%
No limit	11%	8%	21%	15%	12%	10%	14%	10%	12%	14%	8%
Nothing beyond scholarships	24%	29%	10%	19%	22%	24%	25%	20%	27%	23%	26%
Unsure	30%	27%	31%	37%	31%	28%	24%	35%	24%	30%	33%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
$25,000	13%	16%	12%	16%	11%	14%	13%
$100,000	15%	19%	14%	19%	11%	21%	11%
$500,000	4%	7%	3%	6%	3%	8%	2%
$1 million	2%	3%	2%	3%	1%	3%	2%
No limit	11%	15%	10%	15%	9%	17%	8%
Nothing beyond scholarships	24%	19%	26%	19%	28%	15%	30%
Unsure	30%	21%	33%	22%	36%	22%	34%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
$25,000	13%	16%	12%	15%	13%
$100,000	15%	24%	12%	14%	15%
$500,000	4%	8%	3%	6%	4%
$1 million	2%	3%	2%	4%	2%
No limit	11%	14%	10%	16%	11%
Nothing beyond scholarships	24%	19%	26%	25%	24%
Unsure	30%	16%	35%	21%	31%

27. Overall, how would you describe the impact of the many changes (transfer portal, athlete name, image and likeness (NIL) compensation, conference realignments) taking place in Division I college athletics?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very positive	8%	9%	7%	11%	5%	8%	7%
Somewhat positive	20%	23%	17%	25%	15%	19%	21%
Neither positive nor negative	23%	23%	23%	23%	23%	26%	18%
Somewhat negative	13%	15%	10%	7%	18%	11%	16%
Very negative	9%	11%	7%	5%	12%	7%	14%
Unsure	27%	19%	35%	28%	26%	29%	24%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very positive	8%	5%	18%	10%	10%	7%	7%	10%	5%	10%	5%
Somewhat positive	20%	17%	30%	22%	21%	21%	21%	21%	18%	19%	22%
Neither positive nor negative	23%	22%	29%	25%	27%	24%	18%	16%	26%	24%	25%
Somewhat negative	13%	16%	4%	9%	8%	14%	17%	11%	13%	14%	11%
Very negative	9%	12%	3%	6%	6%	10%	12%	8%	11%	10%	7%
Unsure	27%	28%	17%	29%	27%	23%	24%	34%	27%	23%	29%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very positive	8%	14%	6%	12%	5%	16%	4%
Somewhat positive	20%	27%	17%	28%	14%	31%	13%
Neither positive nor negative	23%	16%	26%	18%	26%	20%	25%
Somewhat negative	13%	22%	9%	20%	7%	15%	11%
Very negative	9%	13%	8%	12%	7%	10%	9%
Unsure	27%	8%	35%	10%	40%	8%	38%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very positive	8%	14%	6%	17%	7%
Somewhat positive	20%	28%	17%	24%	19%
Neither positive nor negative	23%	14%	27%	13%	25%
Somewhat negative	13%	21%	10%	20%	12%
Very negative	9%	13%	8%	13%	8%
Unsure	27%	10%	33%	13%	29%

28. Overall, what will the impact be of Division I universities providing direct payments to athletes for the use of their name, image, and likeness (NIL) – payments that for the past several years have been paid to college athletes by third-party entities like companies and fan/booster groups (Collectives)?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Very positive	9%	11%	7%	14%	5%	10%	7%
Somewhat positive	22%	23%	21%	26%	19%	22%	23%
Neither positive nor negative	21%	23%	20%	22%	21%	24%	16%
Somewhat negative	12%	14%	10%	7%	16%	10%	16%
Very negative	9%	10%	8%	5%	12%	8%	12%
Unsure	26%	18%	34%	27%	26%	27%	25%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Very positive	9%	6%	21%	11%	11%	9%	8%	11%	9%	10%	7%
Somewhat positive	22%	20%	34%	23%	23%	23%	23%	27%	19%	21%	23%
Neither positive nor negative	21%	21%	16%	24%	24%	21%	20%	16%	21%	22%	25%
Somewhat negative	12%	14%	5%	9%	7%	15%	17%	9%	14%	13%	10%
Very negative	9%	11%	3%	7%	8%	9%	11%	6%	10%	10%	8%
Unsure	26%	28%	20%	26%	28%	22%	21%	31%	27%	23%	28%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Very positive	9%	15%	7%	14%	6%	18%	5%
Somewhat positive	22%	30%	20%	29%	16%	33%	16%
Neither positive nor negative	21%	17%	23%	20%	22%	18%	23%
Somewhat negative	12%	20%	9%	17%	8%	14%	11%
Very negative	9%	11%	8%	10%	9%	8%	10%
Unsure	26%	8%	34%	11%	38%	9%	36%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Very positive	9%	17%	7%	16%	8%
Somewhat positive	22%	30%	20%	24%	22%
Neither positive nor negative	21%	14%	24%	16%	22%
Somewhat negative	12%	18%	10%	16%	11%
Very negative	9%	10%	9%	11%	9%
Unsure	26%	12%	31%	18%	27%

29. How important is it for Team USA to be successful in the Olympics?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Extremely important	24%	26%	23%	22%	27%	26%	22%
Very important	29%	29%	29%	28%	30%	27%	33%
Moderately important	23%	21%	24%	21%	24%	24%	20%
Slightly important	6%	6%	5%	6%	5%	5%	7%
Not at all important	8%	10%	7%	10%	7%	7%	10%
Unsure	10%	8%	12%	14%	7%	11%	8%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Extremely important	24%	24%	31%	22%	27%	26%	21%	23%	20%	26%	27%
Very important	29%	29%	29%	30%	22%	33%	34%	29%	33%	29%	25%
Moderately important	23%	23%	18%	25%	26%	19%	22%	22%	24%	22%	23%
Slightly important	6%	6%	8%	4%	5%	5%	7%	6%	6%	4%	8%
Not at all important	8%	10%	4%	7%	8%	9%	8%	8%	8%	8%	8%
Unsure	10%	9%	10%	12%	11%	9%	7%	12%	10%	10%	9%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Extremely important	24%	37%	19%	35%	16%	36%	18%
Very important	29%	37%	26%	34%	24%	35%	25%
Moderately important	23%	17%	25%	18%	27%	19%	25%
Slightly important	6%	4%	6%	5%	6%	4%	6%
Not at all important	8%	3%	10%	5%	12%	3%	12%
Unsure	10%	2%	13%	3%	16%	3%	14%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Extremely important	24%	40%	19%	38%	23%
Very important	29%	34%	27%	33%	28%
Moderately important	23%	17%	25%	13%	24%
Slightly important	6%	4%	6%	7%	5%
Not at all important	8%	4%	10%	6%	9%
Unsure	10%	2%	13%	2%	11%

30. How important do you think college programs in Olympic sports like gymnastics, hockey, swimming, and track & field are to the success of Team USA in the Summer and Winter Olympic Games?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Extremely important	21%	23%	18%	20%	21%	20%	22%
Very important	31%	33%	30%	30%	32%	30%	34%
Moderately important	22%	20%	23%	21%	22%	23%	19%
Slightly important	5%	6%	5%	5%	5%	6%	4%
Not at all important	5%	7%	4%	5%	5%	5%	5%
Unsure	16%	12%	20%	19%	13%	17%	14%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Extremely important	21%	20%	25%	21%	22%	23%	20%	21%	19%	20%	22%
Very important	31%	31%	37%	29%	26%	34%	35%	29%	33%	32%	29%
Moderately important	22%	23%	18%	21%	24%	20%	21%	19%	23%	24%	20%
Slightly important	5%	6%	4%	4%	6%	4%	7%	6%	5%	5%	6%
Not at all important	5%	5%	2%	6%	4%	6%	5%	4%	5%	5%	6%
Unsure	16%	15%	13%	20%	18%	13%	12%	21%	16%	14%	16%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Extremely important	21%	36%	14%	33%	11%	33%	13%
Very important	31%	38%	29%	38%	25%	38%	26%
Moderately important	22%	18%	23%	19%	24%	19%	23%
Slightly important	5%	4%	6%	4%	6%	4%	6%
Not at all important	5%	1%	7%	2%	8%	1%	8%
Unsure	16%	3%	21%	5%	26%	5%	23%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Extremely important	21%	35%	15%	32%	19%
Very important	31%	38%	29%	39%	30%
Moderately important	22%	18%	23%	16%	23%
Slightly important	5%	3%	6%	7%	5%
Not at all important	5%	2%	6%	2%	6%
Unsure	16%	3%	21%	4%	18%

31. How important is it for NCAA Division I universities to offer opportunities for students to participate in varsity sports other than those that are tied to generating revenues, like football and basketball?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Extremely important	20%	23%	17%	20%	20%	18%	25%
Very important	30%	32%	29%	28%	32%	29%	33%
Moderately important	18%	18%	19%	18%	19%	20%	16%
Slightly important	6%	7%	5%	7%	5%	6%	6%
Not at all important	5%	7%	4%	5%	5%	5%	6%
Unsure	20%	13%	26%	22%	18%	22%	15%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Extremely important	20%	20%	22%	20%	19%	21%	23%	19%	20%	21%	21%
Very important	30%	31%	40%	25%	30%	34%	32%	33%	28%	32%	29%
Moderately important	18%	18%	16%	21%	20%	17%	18%	14%	21%	19%	19%
Slightly important	6%	6%	3%	6%	5%	5%	7%	6%	6%	5%	7%
Not at all important	5%	6%	3%	5%	4%	7%	5%	5%	5%	6%	5%
Unsure	20%	20%	17%	21%	22%	16%	15%	24%	21%	18%	20%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Extremely important	20%	34%	14%	29%	13%	31%	13%
Very important	30%	43%	26%	41%	22%	42%	24%
Moderately important	18%	16%	20%	17%	19%	18%	18%
Slightly important	6%	2%	7%	4%	7%	3%	8%
Not at all important	5%	2%	6%	2%	8%	1%	8%
Unsure	20%	4%	27%	7%	31%	6%	29%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Extremely important	20%	37%	14%	34%	18%
Very important	30%	38%	28%	35%	30%
Moderately important	18%	13%	20%	17%	19%
Slightly important	6%	2%	7%	7%	6%
Not at all important	5%	3%	6%	2%	6%
Unsure	20%	6%	25%	6%	22%

32. What is your best guess on how much of the cost of the development programs for TEAM USA Olympic athletes is covered by direct funding from the U.S. government?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
100%	9%	9%	9%	9%	8%	10%	7%
75%	17%	16%	17%	18%	16%	17%	15%
50%	30%	30%	31%	34%	27%	31%	29%
25%	25%	26%	25%	23%	27%	25%	26%
0%	19%	19%	18%	15%	22%	17%	23%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
100%	9%	8%	14%	8%	11%	8%	4%	9%	6%	11%	8%
75%	17%	15%	22%	17%	16%	17%	18%	14%	19%	16%	18%
50%	30%	30%	33%	29%	33%	31%	29%	33%	29%	33%	26%
25%	25%	25%	22%	29%	25%	24%	26%	21%	29%	24%	27%
0%	19%	22%	9%	17%	16%	19%	24%	22%	18%	17%	21%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
100%	9%	11%	8%	10%	7%	10%	8%
75%	17%	19%	15%	19%	14%	21%	13%
50%	30%	33%	30%	32%	29%	32%	29%
25%	25%	22%	27%	24%	28%	24%	27%
0%	19%	16%	20%	15%	22%	13%	23%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
100%	9%	12%	8%	13%	8%
75%	17%	16%	17%	15%	17%
50%	30%	25%	32%	23%	31%
25%	25%	28%	24%	25%	26%
0%	19%	19%	19%	25%	18%

33. What is your opinion of using federal funds to support college sports programs that are designed to develop USA Olympic national team members?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	13%	17%	10%	13%	14%	13%	13%
Somewhat support	33%	34%	31%	34%	32%	32%	34%
Somewhat oppose	16%	13%	18%	15%	16%	15%	16%
Strongly oppose	15%	16%	14%	12%	18%	14%	18%
Unsure	23%	20%	27%	26%	20%	26%	18%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	13%	10%	21%	17%	15%	12%	15%	12%	12%	16%	11%
Somewhat support	33%	31%	38%	34%	29%	36%	33%	29%	34%	32%	36%
Somewhat oppose	16%	18%	9%	12%	15%	17%	16%	14%	22%	14%	14%
Strongly oppose	15%	19%	4%	12%	14%	15%	18%	16%	14%	14%	18%
Unsure	23%	22%	28%	25%	26%	19%	18%	29%	18%	24%	21%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	13%	22%	10%	21%	8%	21%	9%
Somewhat support	33%	43%	28%	40%	26%	44%	26%
Somewhat oppose	16%	12%	17%	14%	17%	13%	17%
Strongly oppose	15%	11%	17%	11%	18%	10%	19%
Unsure	23%	12%	28%	14%	31%	12%	29%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	13%	24%	10%	24%	12%
Somewhat support	33%	40%	30%	32%	33%
Somewhat oppose	16%	15%	16%	12%	16%
Strongly oppose	15%	12%	16%	15%	15%
Unsure	23%	10%	28%	17%	23%

34. What is your opinion of a fee or federal tax on sports gambling operators to create a national fund to support collegiate sports that develop USA Olympic national team members?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	22%	27%	18%	24%	21%	20%	28%
Somewhat support	31%	30%	32%	31%	31%	30%	33%
Somewhat oppose	10%	11%	10%	8%	12%	11%	9%
Strongly oppose	12%	12%	12%	9%	15%	12%	13%
Unsure	24%	20%	28%	27%	22%	27%	18%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	22%	21%	21%	26%	20%	25%	27%	24%	16%	24%	24%
Somewhat support	31%	31%	28%	31%	29%	32%	33%	29%	36%	30%	28%
Somewhat oppose	10%	11%	13%	8%	11%	11%	9%	8%	12%	10%	10%
Strongly oppose	12%	14%	5%	11%	11%	11%	14%	15%	11%	10%	14%
Unsure	24%	23%	34%	23%	29%	21%	17%	23%	25%	25%	23%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	22%	28%	20%	26%	20%	27%	19%
Somewhat support	31%	39%	28%	35%	27%	40%	26%
Somewhat oppose	10%	10%	10%	13%	9%	10%	11%
Strongly oppose	12%	9%	14%	10%	14%	7%	15%
Unsure	24%	14%	28%	17%	30%	16%	29%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	22%	30%	20%	28%	22%
Somewhat support	31%	39%	28%	34%	31%
Somewhat oppose	10%	8%	11%	10%	10%
Strongly oppose	12%	9%	13%	14%	12%
Unsure	24%	14%	28%	15%	25%

35. What is your opinion about the creation of federal laws that would allow the NCAA to enact rules that apply nationwide, superseding any individual state laws related to college sports programs?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	10%	11%	8%	11%	9%	10%	10%
Somewhat support	26%	27%	24%	26%	25%	24%	28%
Somewhat oppose	13%	13%	13%	12%	13%	12%	14%
Strongly oppose	13%	16%	10%	9%	16%	12%	15%
Unsure	39%	32%	45%	41%	37%	42%	33%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	10%	10%	11%	8%	10%	10%	11%	10%	8%	12%	8%
Somewhat support	26%	25%	27%	26%	23%	29%	30%	23%	25%	27%	26%
Somewhat oppose	13%	14%	10%	10%	11%	14%	15%	10%	16%	12%	13%
Strongly oppose	13%	14%	9%	13%	12%	13%	13%	14%	13%	13%	11%
Unsure	39%	36%	43%	43%	44%	34%	31%	42%	37%	36%	42%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	10%	16%	7%	14%	6%	14%	7%
Somewhat support	26%	38%	21%	34%	18%	39%	18%
Somewhat oppose	13%	13%	12%	15%	11%	12%	12%
Strongly oppose	13%	11%	14%	13%	14%	11%	14%
Unsure	39%	21%	46%	24%	51%	23%	48%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	10%	16%	7%	12%	10%
Somewhat support	26%	35%	22%	31%	25%
Somewhat oppose	13%	15%	12%	20%	12%
Strongly oppose	13%	13%	13%	11%	13%
Unsure	39%	20%	45%	26%	40%

36. What is your best guess for how much money the NCAA receives annually from the College Football Playoff, which is the national championship for major college football?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
$0	3%	3%	2%	4%	2%	3%	3%
$20 million	19%	17%	21%	22%	17%	19%	20%
$400 million	24%	28%	20%	24%	24%	21%	29%
$1 billion	11%	14%	7%	10%	11%	11%	10%
Unsure	43%	37%	49%	40%	46%	46%	38%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
$0	3%	3%	3%	2%	3%	3%	2%	2%	3%	3%	3%
$20 million	19%	20%	23%	16%	21%	19%	18%	20%	21%	20%	16%
$400 million	24%	24%	22%	26%	22%	25%	28%	22%	26%	25%	22%
$1 billion	11%	11%	9%	11%	9%	11%	15%	8%	9%	11%	13%
Unsure	43%	42%	44%	45%	45%	42%	37%	48%	41%	41%	45%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
$0	3%	5%	2%	4%	2%	4%	2%
$20 million	19%	23%	18%	23%	17%	23%	17%
$400 million	24%	29%	22%	27%	21%	33%	19%
$1 billion	11%	17%	8%	15%	7%	11%	11%
Unsure	43%	27%	49%	31%	53%	28%	52%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
$0	3%	6%	2%	6%	2%
$20 million	19%	24%	17%	23%	19%
$400 million	24%	32%	21%	24%	24%
$1 billion	11%	13%	10%	15%	10%
Unsure	43%	24%	50%	33%	44%

37. What is your opinion about the creation of a new governing entity for major college football that would operate separately from the NCAA?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	8%	10%	6%	9%	7%	7%	9%
Somewhat support	18%	20%	16%	22%	15%	17%	21%
Somewhat oppose	13%	12%	14%	13%	12%	13%	12%
Strongly oppose	9%	10%	8%	6%	12%	8%	12%
Unsure	52%	48%	56%	51%	53%	56%	45%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	8%	8%	11%	7%	9%	8%	8%	11%	5%	8%	6%
Somewhat support	18%	17%	19%	20%	18%	20%	18%	16%	21%	18%	17%
Somewhat oppose	13%	13%	13%	11%	12%	13%	15%	14%	13%	13%	11%
Strongly oppose	9%	11%	7%	5%	7%	12%	10%	6%	11%	9%	11%
Unsure	52%	51%	49%	58%	54%	47%	49%	53%	50%	52%	55%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	8%	15%	5%	13%	4%	13%	4%
Somewhat support	18%	26%	15%	26%	11%	29%	11%
Somewhat oppose	13%	14%	12%	15%	11%	14%	12%
Strongly oppose	9%	13%	8%	10%	9%	10%	10%
Unsure	52%	31%	60%	36%	65%	34%	63%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	8%	14%	6%	13%	7%
Somewhat support	18%	26%	15%	22%	17%
Somewhat oppose	13%	15%	12%	15%	12%
Strongly oppose	9%	14%	8%	15%	8%
Unsure	52%	32%	59%	35%	55%

38. What do you think about universities negotiating with college athletes, like professional sports leagues do with their players' unions, to decide on pay, rights and responsibilities?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	12%	15%	8%	16%	8%	12%	11%
Somewhat support	30%	30%	29%	37%	24%	30%	28%
Somewhat oppose	15%	14%	16%	11%	18%	14%	17%
Strongly oppose	15%	17%	13%	7%	22%	13%	20%
Unsure	29%	23%	34%	29%	28%	31%	24%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	12%	9%	24%	12%	14%	11%	10%	14%	11%	12%	8%
Somewhat support	30%	27%	36%	34%	31%	30%	28%	29%	26%	30%	31%
Somewhat oppose	15%	16%	15%	13%	12%	16%	19%	11%	17%	14%	17%
Strongly oppose	15%	20%	4%	8%	12%	18%	18%	12%	20%	15%	15%
Unsure	29%	28%	21%	33%	32%	25%	24%	33%	25%	29%	28%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	12%	18%	9%	16%	9%	19%	7%
Somewhat support	30%	33%	28%	35%	25%	38%	25%
Somewhat oppose	15%	17%	14%	17%	13%	15%	15%
Strongly oppose	15%	17%	15%	17%	14%	13%	17%
Unsure	29%	14%	34%	16%	39%	15%	36%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	12%	19%	9%	20%	10%
Somewhat support	30%	32%	29%	31%	30%
Somewhat oppose	15%	19%	13%	18%	15%
Strongly oppose	15%	17%	15%	18%	15%
Unsure	29%	14%	34%	14%	30%

39. Current Title IX law requires universities to provide female and male athletes with equitable opportunities to participate, equitable amounts of athletics-related financial assistance (e.g., scholarships), and equitable treatment and support. When it comes to providing female college athletes with equitable opportunities compared to male college athletes, do you think colleges and universities have:

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Not gone far enough	39%	33%	45%	31%	46%	35%	47%
Been about right	27%	32%	22%	32%	22%	27%	28%
Gone too far	7%	9%	5%	7%	6%	7%	7%
Unsure	27%	26%	29%	29%	26%	32%	19%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Not gone far enough	39%	40%	40%	36%	39%	37%	42%	38%	38%	37%	44%
Been about right	27%	27%	29%	26%	24%	33%	28%	27%	27%	28%	25%
Gone too far	7%	8%	4%	5%	6%	9%	6%	6%	6%	7%	7%
Unsure	27%	26%	27%	33%	31%	20%	24%	29%	29%	28%	24%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Not gone far enough	39%	40%	39%	39%	39%	41%	38%
Been about right	27%	39%	22%	35%	20%	36%	22%
Gone too far	7%	8%	6%	8%	6%	6%	7%
Unsure	27%	13%	33%	18%	35%	17%	34%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Not gone far enough	39%	44%	37%	43%	39%
Been about right	27%	33%	25%	28%	27%
Gone too far	7%	8%	6%	7%	7%
Unsure	27%	15%	32%	22%	28%

40. Betting on college sports is legal in most states. Have you placed a monetary bet on a college sports event in the past three years?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Yes	9%	12%	5%	12%	6%	7%	12%
No	86%	83%	89%	81%	91%	87%	85%
Unsure	5%	5%	6%	7%	3%	6%	4%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Yes	9%	8%	13%	8%	6%	11%	12%	10%	7%	9%	7%
No	86%	88%	82%	83%	88%	84%	84%	84%	88%	86%	87%
Unsure	5%	4%	6%	9%	6%	6%	3%	6%	5%	5%	6%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Yes	9%	23%	3%	18%	1%	19%	2%
No	86%	73%	92%	78%	93%	78%	92%
Unsure	5%	4%	6%	3%	6%	3%	6%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Yes	9%	19%	5%	21%	7%
No	86%	78%	89%	77%	88%
Unsure	5%	3%	6%	2%	5%

41. Placing monetary bets on an individual athlete's performance, such as points scored, hits, or passing yards, are known as "prop bets." Prop bets are not bets on the outcome of a game. Have you placed a monetary prop bet on a specific college athlete's performance in the past three years?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Yes	6%	8%	3%	9%	3%	6%	6%
No	88%	86%	90%	82%	93%	88%	89%
Unsure	6%	6%	6%	9%	4%	7%	5%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Yes	6%	5%	9%	7%	5%	7%	6%	7%	5%	6%	5%
No	88%	91%	82%	85%	88%	87%	90%	85%	89%	89%	90%
Unsure	6%	4%	9%	8%	7%	6%	4%	8%	6%	5%	6%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Yes	6%	15%	2%	11%	1%	13%	1%
No	88%	82%	91%	83%	93%	82%	93%
Unsure	6%	3%	7%	5%	6%	5%	6%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Yes	6%	13%	3%	13%	4%
No	88%	84%	90%	82%	90%
Unsure	6%	3%	7%	5%	5%

42. Do you support a ban on placing prop bets on college athletes?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Yes	35%	35%	35%	27%	42%	31%	43%
No	31%	32%	29%	37%	25%	33%	25%
Unsure	34%	32%	36%	36%	33%	36%	31%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Yes	35%	39%	28%	29%	30%	39%	39%	37%	37%	33%	37%
No	31%	28%	43%	31%	34%	31%	28%	24%	31%	32%	33%
Unsure	34%	33%	29%	40%	36%	31%	33%	39%	32%	35%	30%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Yes	35%	39%	34%	37%	35%	36%	35%
No	31%	36%	29%	36%	26%	36%	28%
Unsure	34%	25%	37%	27%	40%	28%	37%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Yes	35%	38%	34%	39%	35%
No	31%	37%	28%	31%	31%
Unsure	34%	25%	37%	30%	34%

43. How important is it for college athletes to be enrolled as full-time students and taking classes at the school for which they are competing?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Extremely important	58%	59%	57%	47%	67%	54%	65%
Very important	23%	22%	24%	26%	20%	25%	19%
Moderately important	7%	8%	7%	11%	4%	7%	8%
Slightly important	2%	2%	2%	3%	2%	3%	1%
Not at all important	1%	1%	1%	1%	1%	1%	1%
Unsure	9%	8%	9%	12%	6%	10%	5%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Extremely important	58%	64%	46%	49%	54%	60%	67%	54%	60%	58%	59%
Very important	23%	20%	31%	26%	25%	23%	19%	23%	21%	23%	23%
Moderately important	7%	6%	10%	8%	7%	8%	6%	7%	7%	8%	7%
Slightly important	2%	2%	1%	4%	3%	2%	2%	2%	3%	2%	2%
Not at all important	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Unsure	9%	7%	9%	12%	10%	6%	5%	12%	8%	8%	7%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Extremely important	58%	64%	56%	64%	55%	57%	59%
Very important	23%	23%	23%	24%	21%	28%	20%
Moderately important	7%	8%	7%	7%	7%	8%	7%
Slightly important	2%	2%	2%	1%	2%	2%	2%
Not at all important	1%	1%	1%	0%	2%	1%	1%
Unsure	9%	3%	11%	4%	13%	4%	11%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Extremely important	58%	65%	56%	63%	58%
Very important	23%	24%	22%	24%	23%
Moderately important	7%	6%	8%	7%	7%
Slightly important	2%	2%	2%	1%	2%
Not at all important	1%	1%	1%	2%	1%
Unsure	9%	2%	11%	3%	9%

44. How important is it for college athletes to graduate?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Extremely important	55%	52%	58%	51%	59%	53%	59%
Very important	26%	27%	25%	24%	27%	27%	24%
Moderately important	8%	10%	7%	11%	6%	8%	9%
Slightly important	3%	2%	3%	3%	2%	3%	1%
Not at all important	2%	2%	2%	2%	2%	2%	2%
Unsure	6%	6%	6%	8%	4%	7%	4%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Extremely important	55%	58%	49%	51%	54%	54%	62%	52%	56%	55%	58%
Very important	26%	26%	26%	26%	27%	27%	24%	27%	25%	27%	24%
Moderately important	8%	7%	12%	9%	8%	9%	7%	7%	10%	8%	9%
Slightly important	3%	2%	6%	3%	3%	2%	2%	3%	2%	3%	3%
Not at all important	2%	1%	3%	4%	2%	3%	1%	5%	1%	2%	1%
Unsure	6%	6%	5%	7%	6%	5%	3%	7%	6%	6%	5%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Extremely important	55%	52%	57%	56%	56%	52%	59%
Very important	26%	30%	24%	28%	24%	29%	23%
Moderately important	8%	11%	7%	10%	6%	11%	7%
Slightly important	3%	3%	2%	2%	2%	3%	2%
Not at all important	2%	2%	2%	1%	3%	2%	2%
Unsure	6%	3%	7%	3%	9%	3%	7%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Extremely important	55%	57%	55%	60%	55%
Very important	26%	26%	26%	23%	27%
Moderately important	8%	11%	8%	8%	8%
Slightly important	3%	2%	3%	2%	2%
Not at all important	2%	2%	2%	2%	2%
Unsure	6%	3%	7%	5%	6%

45. Division I college teams are required to be on track to graduate at least half of their athletes to be eligible for postseason competition (e.g., March Madness, College Football Playoffs). How important is this rule?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Extremely important	43%	44%	42%	39%	46%	39%	50%
Very important	31%	29%	33%	30%	32%	32%	29%
Moderately important	9%	11%	7%	11%	8%	9%	9%
Slightly important	3%	4%	2%	3%	3%	3%	2%
Not at all important	2%	1%	2%	2%	1%	2%	1%
Unsure	13%	11%	14%	16%	10%	15%	9%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Extremely important	43%	46%	32%	42%	39%	44%	51%	39%	48%	41%	46%
Very important	31%	30%	39%	29%	32%	31%	32%	34%	29%	32%	29%
Moderately important	9%	10%	10%	7%	10%	9%	8%	8%	8%	9%	11%
Slightly important	3%	2%	4%	4%	3%	3%	2%	2%	2%	3%	4%
Not at all important	2%	1%	1%	3%	2%	2%	1%	3%	1%	2%	1%
Unsure	13%	11%	15%	15%	14%	11%	7%	14%	13%	14%	10%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Extremely important	43%	47%	42%	46%	41%	45%	43%
Very important	31%	35%	29%	34%	28%	35%	29%
Moderately important	9%	11%	8%	11%	8%	11%	9%
Slightly important	3%	3%	3%	3%	2%	4%	2%
Not at all important	2%	0%	2%	0%	3%	0%	2%
Unsure	13%	4%	16%	6%	18%	6%	16%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Extremely important	43%	51%	40%	54%	42%
Very important	31%	31%	31%	28%	32%
Moderately important	9%	10%	9%	8%	9%
Slightly important	3%	3%	3%	4%	2%
Not at all important	2%	1%	2%	1%	2%
Unsure	13%	5%	16%	6%	13%

46. What do you think about the current rules that allow college athletes to transfer between schools as often as they choose and be immediately eligible to compete for their new school(s) without penalty?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	13%	16%	10%	16%	11%	14%	11%
Somewhat support	23%	22%	23%	25%	20%	23%	22%
Somewhat oppose	22%	22%	22%	20%	24%	21%	24%
Strongly oppose	16%	17%	16%	10%	22%	14%	21%
Unsure	26%	23%	29%	28%	24%	28%	21%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	13%	10%	25%	16%	16%	11%	14%	16%	8%	14%	14%
Somewhat support	23%	21%	25%	25%	24%	26%	18%	24%	24%	23%	19%
Somewhat oppose	22%	23%	20%	22%	19%	23%	25%	15%	27%	23%	23%
Strongly oppose	16%	22%	3%	10%	13%	18%	21%	14%	20%	17%	16%
Unsure	26%	25%	27%	27%	28%	22%	21%	31%	21%	24%	28%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	13%	20%	10%	17%	10%	19%	10%
Somewhat support	23%	29%	20%	27%	18%	31%	17%
Somewhat oppose	22%	22%	22%	23%	22%	21%	23%
Strongly oppose	16%	21%	15%	20%	14%	15%	18%
Unsure	26%	8%	33%	13%	36%	13%	33%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	13%	20%	11%	24%	12%
Somewhat support	23%	26%	21%	21%	23%
Somewhat oppose	22%	25%	21%	22%	22%
Strongly oppose	16%	20%	15%	19%	16%
Unsure	26%	9%	32%	14%	27%

47. Should Division I college athletes in sports that generate significant revenue be considered employees of their schools?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Yes	30%	33%	27%	33%	27%	28%	32%
No	36%	34%	38%	33%	39%	34%	39%
Unsure	34%	33%	36%	34%	35%	37%	29%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Yes	30%	28%	34%	31%	31%	30%	33%	31%	30%	29%	29%
No	36%	39%	32%	30%	35%	36%	38%	32%	35%	40%	33%
Unsure	34%	33%	33%	39%	34%	34%	29%	36%	35%	31%	38%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Yes	30%	33%	29%	35%	26%	37%	26%
No	36%	38%	35%	37%	35%	36%	37%
Unsure	34%	28%	36%	27%	39%	27%	38%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Yes	30%	34%	28%	41%	28%
No	36%	43%	34%	34%	37%
Unsure	34%	24%	38%	25%	35%

48. Should Division I college athletes in all sports, regardless of revenue generation, be considered employees of their schools?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Yes	21%	25%	18%	24%	19%	21%	23%
No	43%	42%	45%	38%	48%	41%	47%
Unsure	35%	33%	37%	38%	33%	38%	30%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Yes	21%	19%	25%	26%	22%	22%	24%	22%	20%	21%	23%
No	43%	48%	40%	33%	41%	46%	47%	35%	47%	48%	39%
Unsure	35%	33%	35%	41%	37%	32%	29%	43%	33%	31%	38%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Yes	21%	26%	20%	28%	16%	29%	17%
No	43%	46%	43%	45%	43%	44%	44%
Unsure	35%	28%	37%	27%	41%	28%	39%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Yes	21%	25%	20%	31%	20%
No	43%	51%	41%	44%	44%
Unsure	35%	24%	39%	25%	36%

49. What do you think about having Division I college athletes sign multi-year contracts with their institutions, but not legally being considered employees?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	6%	6%	6%	7%	5%	6%	6%
Somewhat support	20%	21%	19%	23%	18%	21%	19%
Somewhat oppose	18%	18%	17%	19%	16%	16%	21%
Strongly oppose	16%	18%	15%	14%	18%	15%	18%
Unsure	40%	36%	44%	36%	44%	42%	37%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	6%	7%	6%	5%	6%	7%	5%	6%	5%	6%	6%
Somewhat support	20%	20%	23%	20%	20%	20%	22%	17%	19%	22%	20%
Somewhat oppose	18%	18%	17%	17%	16%	19%	20%	18%	17%	17%	18%
Strongly oppose	16%	16%	16%	16%	16%	17%	19%	15%	18%	16%	17%
Unsure	40%	40%	38%	42%	42%	37%	34%	43%	41%	39%	39%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	6%	10%	4%	9%	4%	9%	4%
Somewhat support	20%	27%	17%	25%	16%	27%	16%
Somewhat oppose	18%	19%	17%	19%	17%	20%	16%
Strongly oppose	16%	14%	17%	15%	18%	14%	18%
Unsure	40%	30%	44%	32%	46%	30%	46%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	6%	11%	4%	10%	5%
Somewhat support	20%	26%	18%	25%	20%
Somewhat oppose	18%	20%	17%	17%	18%
Strongly oppose	16%	16%	16%	18%	16%
Unsure	40%	27%	45%	30%	41%

50. How strongly do you agree or disagree with this statement: Division I college athletics programs adequately care for athletes' health and safety?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly agree	14%	16%	12%	16%	13%	16%	11%
Somewhat agree	32%	35%	29%	33%	31%	33%	30%
Somewhat disagree	18%	16%	19%	15%	20%	14%	24%
Strongly disagree	7%	8%	7%	6%	8%	6%	10%
Unsure	29%	25%	33%	31%	28%	31%	25%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly agree	14%	13%	19%	14%	17%	15%	10%	16%	12%	17%	9%
Somewhat agree	32%	31%	38%	31%	29%	35%	36%	31%	33%	32%	31%
Somewhat disagree	18%	20%	11%	15%	16%	20%	19%	15%	16%	17%	23%
Strongly disagree	7%	8%	5%	7%	6%	5%	10%	6%	7%	7%	9%
Unsure	29%	28%	28%	32%	32%	25%	24%	32%	31%	27%	28%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly agree	14%	22%	11%	21%	8%	22%	9%
Somewhat agree	32%	42%	28%	41%	24%	43%	26%
Somewhat disagree	18%	19%	18%	18%	18%	16%	18%
Strongly disagree	7%	5%	8%	5%	8%	5%	9%
Unsure	29%	13%	35%	15%	42%	14%	38%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly agree	14%	22%	11%	20%	13%
Somewhat agree	32%	39%	29%	37%	31%
Somewhat disagree	18%	17%	18%	20%	18%
Strongly disagree	7%	7%	7%	7%	7%
Unsure	29%	15%	34%	16%	31%

51. What do you think about requiring college sports coaches to have a "coach credential", certifying their knowledge and training in areas to support athlete development, mental health, physical health, and safety?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	47%	42%	52%	44%	49%	47%	48%
Somewhat support	27%	29%	25%	25%	29%	26%	30%
Somewhat oppose	4%	6%	3%	5%	4%	4%	6%
Strongly oppose	2%	3%	1%	2%	2%	2%	3%
Unsure	19%	20%	19%	24%	15%	22%	14%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	47%	49%	47%	42%	50%	45%	49%	49%	47%	46%	47%
Somewhat support	27%	27%	30%	27%	24%	29%	31%	25%	28%	28%	27%
Somewhat oppose	4%	4%	6%	4%	5%	5%	3%	2%	5%	5%	5%
Strongly oppose	2%	3%	2%	1%	1%	2%	3%	3%	2%	1%	3%
Unsure	19%	18%	16%	26%	20%	18%	13%	22%	18%	19%	18%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	47%	46%	48%	48%	47%	50%	45%
Somewhat support	27%	33%	25%	31%	24%	31%	25%
Somewhat oppose	4%	7%	3%	6%	3%	6%	3%
Strongly oppose	2%	3%	2%	3%	2%	3%	2%
Unsure	19%	11%	22%	12%	25%	10%	24%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	47%	52%	45%	50%	47%
Somewhat support	27%	28%	27%	30%	27%
Somewhat oppose	4%	7%	4%	6%	4%
Strongly oppose	2%	4%	2%	4%	2%
Unsure	19%	9%	23%	10%	20%

52. Who should be primarily responsible for regulating the business of college sports?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Federal government	6%	9%	4%	8%	5%	6%	7%
NCAA	35%	40%	31%	36%	35%	35%	35%
State governments	9%	8%	9%	10%	8%	9%	7%
Athletics conferences	10%	8%	12%	9%	10%	10%	9%
Governing bodies that regulate specific sports	25%	22%	27%	21%	29%	23%	28%
None of these	15%	13%	16%	16%	14%	16%	13%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Federal government	6%	6%	4%	9%	7%	7%	7%	5%	8%	6%	7%
NCAA	35%	35%	44%	33%	34%	36%	39%	36%	35%	36%	34%
State governments	9%	8%	7%	11%	7%	10%	8%	9%	8%	9%	8%
Athletics conferences	10%	10%	9%	10%	11%	9%	10%	9%	11%	10%	10%
Governing bodies that regulate specific sports	25%	27%	26%	20%	27%	25%	25%	27%	26%	24%	26%
None of these	15%	14%	11%	18%	14%	14%	12%	15%	12%	16%	16%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Federal government	6%	7%	7%	6%	6%	7%	6%
NCAA	35%	51%	29%	45%	28%	49%	27%
State governments	9%	7%	9%	8%	9%	7%	10%
Athletics conferences	10%	9%	10%	10%	10%	7%	12%
Governing bodies that regulate specific sports	25%	19%	27%	22%	27%	24%	26%
None of these	15%	7%	18%	9%	19%	6%	20%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Federal government	6%	6%	6%	8%	6%
NCAA	35%	48%	31%	41%	35%
State governments	9%	9%	9%	5%	9%
Athletics conferences	10%	7%	11%	10%	10%
Governing bodies that regulate specific sports	25%	23%	26%	24%	25%
None of these	15%	7%	18%	11%	14%

53. Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated. How much do you support or oppose using each of the following to help cover those costs? – Increased student tuition and fees

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	3%	4%	2%	4%	2%	3%	3%
Somewhat support	7%	8%	5%	7%	6%	7%	6%
Somewhat oppose	17%	18%	17%	16%	19%	20%	13%
Strongly oppose	57%	55%	59%	56%	58%	51%	69%
Unsure	16%	15%	16%	17%	15%	19%	10%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	3%	3%	7%	1%	5%	2%	3%	3%	1%	5%	1%
Somewhat support	7%	6%	9%	5%	7%	8%	5%	7%	8%	6%	5%
Somewhat oppose	17%	17%	20%	18%	19%	17%	16%	18%	20%	16%	17%
Strongly oppose	57%	60%	48%	56%	50%	62%	66%	57%	56%	56%	61%
Unsure	16%	14%	16%	20%	19%	11%	10%	15%	15%	17%	16%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	3%	8%	1%	6%	1%	6%	1%
Somewhat support	7%	10%	5%	10%	3%	12%	4%
Somewhat oppose	17%	17%	18%	17%	17%	17%	16%
Strongly oppose	57%	58%	57%	58%	58%	54%	60%
Unsure	16%	8%	18%	9%	21%	10%	19%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	3%	5%	2%	10%	2%
Somewhat support	7%	9%	6%	4%	7%
Somewhat oppose	17%	20%	17%	15%	18%
Strongly oppose	57%	61%	56%	65%	57%
Unsure	16%	6%	19%	7%	16%

54. Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated. How much do you support or oppose using each of the following to help cover those costs? – Redirecting funds from the institutions' general operating budgets

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	6%	7%	4%	8%	4%	7%	4%
Somewhat support	20%	21%	19%	20%	19%	21%	17%
Somewhat oppose	17%	17%	18%	16%	19%	17%	18%
Strongly oppose	32%	33%	32%	28%	36%	26%	44%
Unsure	25%	22%	27%	27%	23%	29%	17%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	6%	4%	8%	8%	8%	6%	5%	7%	5%	7%	4%
Somewhat support	20%	19%	31%	15%	21%	21%	17%	18%	22%	20%	20%
Somewhat oppose	17%	18%	16%	18%	15%	19%	20%	18%	17%	17%	19%
Strongly oppose	32%	35%	19%	33%	25%	35%	41%	35%	34%	29%	35%
Unsure	25%	24%	26%	26%	31%	19%	17%	23%	23%	28%	23%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	6%	8%	5%	8%	4%	9%	4%
Somewhat support	20%	28%	17%	25%	16%	27%	16%
Somewhat oppose	17%	19%	17%	21%	15%	20%	16%
Strongly oppose	32%	31%	33%	30%	34%	28%	35%
Unsure	25%	14%	29%	16%	31%	16%	29%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	6%	7%	5%	10%	5%
Somewhat support	20%	29%	17%	19%	20%
Somewhat oppose	17%	20%	17%	19%	17%
Strongly oppose	32%	33%	32%	40%	31%
Unsure	25%	11%	29%	12%	26%

55. Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated. How much do you support or oppose using each of the following to help cover those costs? – Fundraising and private and corporate support

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	30%	34%	28%	32%	29%	30%	31%
Somewhat support	41%	40%	42%	38%	43%	38%	45%
Somewhat oppose	5%	6%	4%	6%	4%	5%	6%
Strongly oppose	6%	5%	6%	5%	6%	6%	6%
Unsure	18%	16%	21%	19%	17%	21%	12%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	30%	31%	34%	27%	29%	36%	29%	33%	32%	29%	29%
Somewhat support	41%	42%	38%	38%	38%	40%	47%	39%	41%	42%	40%
Somewhat oppose	5%	5%	8%	5%	6%	5%	4%	5%	4%	6%	5%
Strongly oppose	6%	5%	4%	8%	6%	5%	7%	5%	4%	5%	8%
Unsure	18%	17%	16%	22%	21%	13%	13%	18%	18%	18%	18%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	30%	39%	27%	36%	27%	39%	26%
Somewhat support	41%	47%	38%	45%	37%	42%	40%
Somewhat oppose	5%	5%	5%	6%	5%	6%	4%
Strongly oppose	6%	1%	8%	3%	8%	3%	8%
Unsure	18%	8%	21%	10%	24%	10%	22%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	30%	40%	27%	39%	29%
Somewhat support	41%	45%	39%	41%	41%
Somewhat oppose	5%	5%	5%	7%	5%
Strongly oppose	6%	3%	6%	4%	6%
Unsure	18%	7%	22%	8%	19%

56. Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated. How much do you support or oppose using each of the following to help cover those costs? – Expanded sports media and branding rights

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	17%	20%	14%	24%	12%	16%	19%
Somewhat support	39%	41%	36%	39%	38%	37%	41%
Somewhat oppose	8%	8%	8%	7%	10%	7%	10%
Strongly oppose	8%	9%	7%	5%	11%	9%	8%
Unsure	28%	21%	34%	26%	29%	30%	22%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	17%	14%	23%	21%	16%	18%	21%	22%	14%	16%	17%
Somewhat support	39%	39%	39%	38%	36%	41%	42%	35%	46%	37%	38%
Somewhat oppose	8%	9%	8%	7%	8%	8%	8%	9%	7%	10%	6%
Strongly oppose	8%	9%	7%	7%	7%	11%	7%	8%	7%	9%	9%
Unsure	28%	29%	23%	28%	32%	22%	22%	25%	26%	28%	30%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	17%	25%	14%	23%	13%	27%	12%
Somewhat support	39%	46%	36%	45%	33%	47%	33%
Somewhat oppose	8%	9%	8%	10%	8%	7%	9%
Strongly oppose	8%	5%	10%	7%	10%	5%	11%
Unsure	28%	14%	33%	16%	36%	15%	35%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	17%	23%	15%	25%	16%
Somewhat support	39%	50%	35%	41%	38%
Somewhat oppose	8%	8%	8%	9%	8%
Strongly oppose	8%	5%	9%	7%	9%
Unsure	28%	13%	33%	19%	29%

57. Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated. How much do you support or oppose using each of the following to help cover those costs? – Ticket price increases

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	8%	9%	7%	10%	6%	7%	9%
Somewhat support	27%	30%	25%	29%	26%	26%	30%
Somewhat oppose	24%	23%	24%	22%	25%	24%	24%
Strongly oppose	23%	22%	24%	19%	26%	23%	24%
Unsure	18%	16%	20%	20%	16%	20%	13%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	8%	7%	8%	9%	7%	7%	12%	4%	10%	10%	6%
Somewhat support	27%	28%	29%	25%	26%	31%	29%	28%	29%	25%	28%
Somewhat oppose	24%	24%	21%	24%	23%	24%	25%	26%	22%	23%	25%
Strongly oppose	23%	24%	23%	20%	23%	25%	21%	23%	21%	24%	22%
Unsure	18%	16%	18%	21%	21%	14%	13%	19%	18%	17%	19%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	8%	7%	9%	7%	9%	9%	8%
Somewhat support	27%	29%	27%	29%	27%	29%	26%
Somewhat oppose	24%	30%	21%	29%	19%	30%	20%
Strongly oppose	23%	27%	21%	25%	21%	23%	24%
Unsure	18%	8%	21%	9%	24%	10%	22%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	8%	11%	7%	15%	7%
Somewhat support	27%	28%	27%	29%	27%
Somewhat oppose	24%	32%	21%	26%	23%
Strongly oppose	23%	23%	23%	24%	23%
Unsure	18%	6%	22%	6%	19%

58. Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated. How much do you support or oppose using each of the following to help cover those costs? – More government funding

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	11%	13%	9%	15%	7%	12%	8%
Somewhat support	18%	18%	19%	20%	17%	18%	18%
Somewhat oppose	17%	17%	18%	18%	17%	17%	18%
Strongly oppose	34%	35%	32%	26%	40%	30%	40%
Unsure	20%	18%	21%	22%	18%	22%	16%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	11%	8%	19%	14%	14%	11%	8%	14%	7%	12%	10%
Somewhat support	18%	17%	30%	15%	20%	17%	18%	21%	17%	19%	16%
Somewhat oppose	17%	19%	15%	16%	18%	16%	20%	14%	22%	18%	16%
Strongly oppose	34%	39%	12%	32%	24%	40%	41%	33%	36%	32%	35%
Unsure	20%	18%	24%	23%	24%	16%	14%	18%	18%	20%	23%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	11%	16%	9%	16%	7%	20%	5%
Somewhat support	18%	23%	17%	21%	15%	25%	15%
Somewhat oppose	17%	19%	17%	20%	16%	18%	17%
Strongly oppose	34%	31%	35%	31%	36%	24%	40%
Unsure	20%	11%	23%	12%	25%	13%	23%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	11%	18%	8%	19%	10%
Somewhat support	18%	23%	17%	17%	19%
Somewhat oppose	17%	18%	17%	17%	18%
Strongly oppose	34%	31%	34%	34%	34%
Unsure	20%	10%	24%	13%	20%

59. Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated. How much do you support or oppose using each of the following to help cover those costs? – Reductions in compensation for coaches and staff

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	9%	12%	6%	12%	7%	8%	11%
Somewhat support	21%	22%	20%	18%	24%	20%	24%
Somewhat oppose	25%	24%	26%	25%	25%	24%	28%
Strongly oppose	21%	20%	23%	22%	21%	23%	19%
Unsure	23%	21%	25%	23%	24%	26%	18%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	9%	10%	5%	8%	9%	7%	12%	6%	12%	10%	7%
Somewhat support	21%	22%	22%	17%	21%	21%	26%	17%	27%	21%	19%
Somewhat oppose	25%	24%	30%	24%	22%	25%	29%	22%	26%	24%	29%
Strongly oppose	21%	20%	20%	25%	22%	26%	17%	31%	13%	20%	23%
Unsure	23%	23%	24%	25%	26%	21%	17%	24%	21%	25%	22%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	9%	12%	8%	11%	8%	10%	9%
Somewhat support	21%	28%	18%	28%	16%	27%	18%
Somewhat oppose	25%	25%	25%	25%	25%	26%	24%
Strongly oppose	21%	21%	21%	22%	21%	21%	22%
Unsure	23%	13%	27%	14%	30%	16%	27%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	9%	13%	8%	15%	8%
Somewhat support	21%	24%	20%	20%	21%
Somewhat oppose	25%	27%	24%	28%	25%
Strongly oppose	21%	24%	20%	22%	21%
Unsure	23%	12%	27%	15%	24%

60. Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated. How much do you support or oppose using each of the following to help cover those costs? – Dropping some sports

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Strongly support	6%	7%	4%	7%	4%	6%	5%
Somewhat support	14%	16%	12%	14%	14%	14%	15%
Somewhat oppose	22%	22%	21%	24%	20%	22%	22%
Strongly oppose	32%	31%	33%	27%	36%	29%	37%
Unsure	27%	23%	30%	28%	26%	30%	20%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Strongly support	6%	6%	2%	6%	6%	5%	7%	7%	5%	6%	4%
Somewhat support	14%	14%	12%	16%	12%	15%	17%	13%	14%	15%	14%
Somewhat oppose	22%	21%	27%	21%	22%	22%	22%	22%	23%	22%	19%
Strongly oppose	32%	32%	35%	29%	30%	35%	32%	31%	34%	31%	32%
Unsure	27%	27%	24%	29%	30%	23%	21%	27%	25%	26%	30%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Strongly support	6%	6%	5%	6%	5%	7%	5%
Somewhat support	14%	16%	13%	16%	13%	16%	14%
Somewhat oppose	22%	24%	21%	25%	19%	25%	19%
Strongly oppose	32%	41%	28%	39%	27%	37%	29%
Unsure	27%	13%	32%	15%	36%	16%	33%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Strongly support	6%	6%	5%	8%	5%
Somewhat support	14%	14%	14%	16%	14%
Somewhat oppose	22%	27%	20%	21%	22%
Strongly oppose	32%	41%	28%	43%	30%
Unsure	27%	13%	32%	13%	28%

61. Did you or a family member compete in college athletics?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Yes	14%	13%	14%	12%	15%	10%	20%
No	85%	85%	84%	85%	84%	88%	78%
Unsure	2%	2%	2%	3%	1%	2%	1%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Yes	14%	13%	20%	11%	10%	11%	23%	13%	13%	14%	15%
No	85%	86%	75%	86%	88%	87%	77%	85%	85%	85%	83%
Unsure	2%	1%	5%	3%	2%	2%	0%	2%	2%	2%	3%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Yes	14%	25%	9%	21%	8%	22%	9%
No	85%	73%	89%	77%	90%	76%	90%
Unsure	2%	1%	2%	1%	2%	2%	2%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Yes	14%	30%	8%	100%	–
No	85%	69%	90%	–	100%
Unsure	2%	1%	2%	–	–

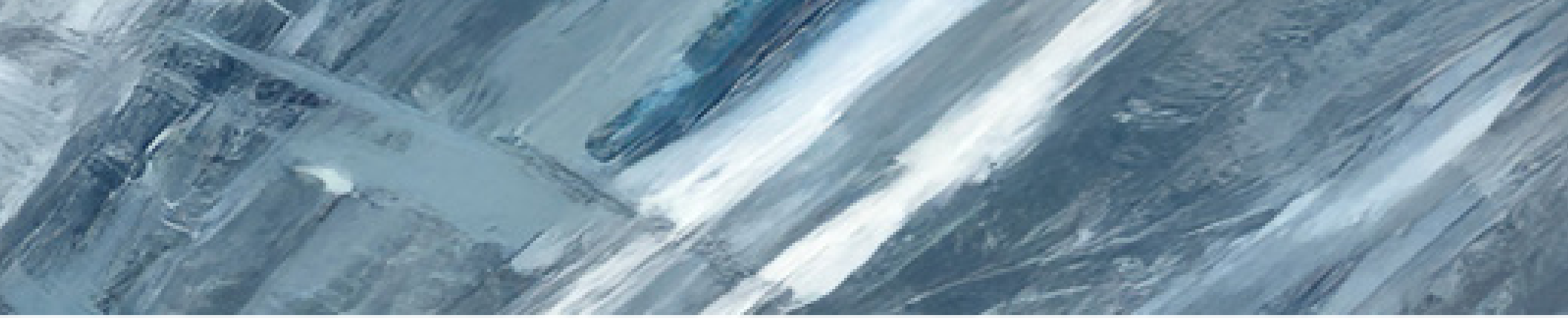
62. Did you compete in high school athletics?

		Gender		Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4+ Yr Degree
Yes	36%	41%	31%	34%	37%	31%	45%
No	63%	58%	68%	64%	62%	68%	55%
Unsure	1%	1%	1%	2%	0%	1%	0%

		Race			Income			Region			
	Total	White - Non-Hispanic	Black	Other	LT $50k	$50-$100k	$100k+	Northeast	Midwest	South	West
Yes	36%	37%	38%	31%	28%	38%	45%	31%	38%	37%	35%
No	63%	62%	61%	68%	70%	61%	54%	68%	61%	61%	65%
Unsure	1%	1%	1%	1%	2%	0%	0%	0%	1%	1%	0%

		College Sports Interest		College Football Fan		Basketball Fans	
	Total	Some interest	Little to no interest	Yes	No	Yes	No
Yes	36%	53%	29%	50%	24%	49%	27%
No	63%	46%	70%	49%	76%	50%	72%
Unsure	1%	1%	1%	1%	1%	1%	1%

		Fans of other sports		College Athletics Competitor	
	Total	Yes	No	Yes	No
Yes	36%	56%	28%	73%	30%
No	63%	43%	71%	27%	69%
Unsure	1%	1%	1%	–	1%



Knight Commission
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