



Knight Commission
On Intercollegiate Athletics



ELON
UNIVERSITY

Elon University
Poll

Topline
Survey of U.S. Adults
July 7-11, 2025

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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

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Elon University and Knight Commission on Intercollegiate Athletics

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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%

	Total	Race			Income			Region			
		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%

	Total	College Sports Interest		College Football Fan		Basketball Fans	
		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%

	Total	Race			Income			Region			
		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%

	Total	College Sports Interest		College Football Fan		Basketball Fans	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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

	Total	Gender		Age		Education	
		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%

	Total	Race			Income			Region			
		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%

	Total	College Sports Interest		College Football Fan		Basketball Fans	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Race			Income			Region			
		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%

	Total	College Sports Interest		College Football Fan		Basketball Fans	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Race			Income			Region			
		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%

	Total	College Sports Interest		College Football Fan		Basketball Fans	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Race			Income			Region			
		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%

	Total	College Sports Interest		College Football Fan		Basketball Fans	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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:

	Total	Gender		Age		Education	
		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%

	Total	Race			Income			Region			
		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%

	Total	College Sports Interest		College Football Fan		Basketball Fans	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Race			Income			Region			
		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%

	Total	College Sports Interest		College Football Fan		Basketball Fans	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%

	Total	Fans of other sports		College Athletics Competitor	
		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%