

**1. Frequency of Watching College Sports**

How often do you watch college sports of any kind?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Often	16%	25%	9%	11%	14%	18%	24%	19%	13%	10%	9%
Sometimes	20%	23%	18%	22%	21%	20%	17%	21%	14%	16%	24%
Rarely	23%	21%	25%	26%	21%	22%	22%	20%	27%	24%	35%
Never	36%	29%	43%	34%	37%	37%	37%	36%	41%	37%	32%
Not sure	4%	2%	6%	7%	7%	3%	—	3%	5%	13%	—
Totals (Unweighted N)	100% (999)	100% (475)	100% (524)	100% (178)	100% (257)	100% (394)	100% (170)	100% (670)	100% (113)	100% (140)	100% (76)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Often	16%	14%	13%	25%	16%	19%	26%	6%	13%	17%	22%	10%
Sometimes	20%	24%	17%	21%	15%	23%	24%	31%	18%	23%	15%	27%
Rarely	23%	26%	23%	18%	23%	22%	29%	21%	20%	20%	25%	23%
Never	36%	31%	40%	36%	41%	33%	22%	35%	46%	31%	36%	34%
Not sure	4%	5%	6%	0%	5%	2%	—	7%	2%	9%	1%	6%
Totals (Unweighted N)	100% (999)	100% (367)	100% (406)	100% (226)	100% (463)	100% (282)	100% (122)	100% (132)	100% (164)	100% (221)	100% (360)	100% (254)

**2. Favor Paying College Athletes**

Would you favor or oppose the National Collegiate Athletic Association, or NCAA, paying some college athletes up to \$5,000 a year?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly favor	14%	18%	11%	16%	18%	11%	13%	12%	27%	19%	14%
Somewhat favor	21%	22%	20%	20%	23%	22%	17%	19%	22%	20%	35%
Somewhat oppose	11%	11%	11%	16%	6%	13%	9%	12%	7%	5%	16%
Strongly oppose	24%	29%	20%	13%	19%	29%	35%	31%	7%	8%	16%
Not sure	29%	20%	38%	35%	33%	25%	26%	26%	37%	48%	19%
Totals (Unweighted N)	100% (998)	100% (474)	100% (524)	100% (177)	100% (258)	100% (394)	100% (169)	100% (669)	100% (113)	100% (140)	100% (76)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly favor	14%	21%	13%	9%	14%	15%	15%	14%	11%	15%	16%	14%
Somewhat favor	21%	29%	16%	20%	18%	23%	31%	19%	27%	13%	24%	19%
Somewhat oppose	11%	7%	13%	14%	14%	9%	9%	8%	8%	18%	12%	7%
Strongly oppose	24%	14%	25%	36%	19%	32%	34%	25%	27%	26%	21%	27%
Not sure	29%	29%	33%	22%	36%	20%	11%	34%	27%	29%	27%	34%
Totals (Unweighted N)	100% (998)	100% (367)	100% (405)	100% (226)	100% (463)	100% (281)	100% (122)	100% (132)	100% (164)	100% (219)	100% (360)	100% (255)

**3. Effect of Paying into Trust Funds**

Let's say some college athletes had up to \$5,000 placed in a trust for them every year by the NCAA. How would it affect your level of interest in watching college sports?

*Asked of those who at least watch college sports rarely*

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I'd be more interested in watching	5%	4%	5%	5%	6%	4%	3%	2%	15%	10%	5%
It wouldn't affect my level of interest	66%	67%	65%	73%	66%	64%	62%	67%	66%	51%	76%
I'd be less interested in watching	16%	18%	14%	11%	14%	14%	31%	20%	10%	2%	12%
Not sure	13%	11%	15%	10%	14%	18%	4%	10%	9%	36%	7%
Totals (Unweighted N)	100% (609)	100% (336)	100% (273)	100% (108)	100% (131)	100% (256)	100% (114)	100% (420)	100% (71)	100% (75)	100% (43)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
I'd be more interested in watching	5%	8%	2%	5%	5%	8%	3%	—	9%	3%	5%	3%
It wouldn't affect my level of interest	66%	66%	72%	57%	65%	65%	79%	61%	73%	67%	68%	59%
I'd be less interested in watching	16%	10%	13%	31%	13%	19%	13%	25%	12%	15%	17%	19%
Not sure	13%	17%	13%	7%	17%	9%	5%	14%	7%	15%	10%	19%
Totals (Unweighted N)	100% (609)	100% (244)	100% (216)	100% (149)	100% (271)	100% (173)	100% (90)	100% (75)	100% (83)	100% (145)	100% (230)	100% (151)

**4. Stop Watching Sports**

If some college athletes had up to \$5,000 placed in a trust for them every year by the NCAA, would you or would you not stop watching college sports?

*Asked of those who would be less interested in watching if NCAA paid into trust funds*

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I'd stop watching	41%	36%	49%	38%	35%	49%	37%	41%	48%	65%	28%
I would not stop watching	25%	25%	26%	32%	25%	13%	33%	20%	52%	35%	58%
Not sure	34%	39%	25%	30%	40%	38%	29%	39%	—	—	13%
Totals (Unweighted N)	100% (99)	100% (60)	100% (39)	100% (11)	100% (18)	100% (42)	100% (28)	100% (82)	100% (7)	100% (5)	100% (5)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
I'd stop watching	41%	61%	34%	36%	52%	40%	11%	37%	23%	34%	28%	71%
I would not stop watching	25%	18%	23%	30%	24%	28%	5%	34%	31%	25%	37%	7%
Not sure	34%	20%	43%	34%	24%	32%	84%	29%	46%	42%	35%	22%
Totals (Unweighted N)	100% (99)	100% (23)	100% (36)	100% (40)	100% (40)	100% (30)	100% (10)	100% (19)	100% (10)	100% (23)	100% (38)	100% (28)

**5. Pay for Athletes Time**

Which comes closer to your view?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Student athletes should be paid for the time they devote to the team	24%	26%	22%	30%	26%	23%	16%	21%	45%	17%	31%
Student athletes are already being compensated by getting a scholarship and a chance to earn a college degree	56%	57%	55%	45%	52%	59%	68%	62%	37%	44%	52%
Not sure	20%	16%	23%	24%	22%	17%	16%	17%	18%	39%	17%
Totals (Unweighted N)	100% (998)	100% (474)	100% (524)	100% (178)	100% (256)	100% (394)	100% (170)	100% (669)	100% (113)	100% (140)	100% (76)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Student athletes should be paid for the time they devote to the team	24%	32%	22%	17%	20%	27%	30%	31%	28%	16%	27%	24%
Student athletes are already being compensated by getting a scholarship and a chance to earn a college degree	56%	46%	55%	72%	56%	57%	65%	50%	53%	60%	55%	56%
Not sure	20%	23%	22%	11%	25%	16%	5%	20%	19%	24%	18%	20%
Totals (Unweighted N)	100% (998)	100% (367)	100% (405)	100% (226)	100% (463)	100% (282)	100% (122)	100% (131)	100% (164)	100% (221)	100% (360)	100% (253)

<b>Interviewing Dates</b>	October 13 - 15, 2015
<b>Target population</b>	U.S. adults, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
<b>Weighting</b>	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.13 to 6.077, with a mean of one and a standard deviation of 0.939.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	20 questions not reported.