

Omnibus Poll

May 23 - 24, 2013



1. College athletes payed share of total revenue

In the 2012, the National Collegiate Athletic Association took in \$871.6 million in revenue from such areas as ticket sales, merchandising, broadcast rights, corporate sponsorship and video game licensing. Taking this into account, do you think that the college athletes themselves should be payed a share of the total revenue made from college athletics?

| | Gender | | | Age | | | | Party ID | | | Voter Registration | |
|--------------------------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------------|----------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| Definitely | 19% | 23% | 16% | 19% | 20% | 21% | 17% | 26% | 14% | 19% | 19% | 22% |
| Probably | 22% | 20% | 23% | 28% | 23% | 17% | 24% | 25% | 22% | 18% | 23% | 17% |
| Probably not | 17% | 18% | 16% | 17% | 18% | 17% | 16% | 17% | 18% | 16% | 17% | 20% |
| Definitely not | 24% | 26% | 23% | 12% | 22% | 32% | 27% | 16% | 25% | 34% | 27% | 7% |
| Not sure | 17% | 13% | 21% | 24% | 17% | 14% | 15% | 16% | 21% | 12% | 15% | 34% |
| Totals (Unweighted N) | 100% (1,000) | 100% (477) | 100% (523) | 100% (207) | 100% (278) | 100% (354) | 100% (156) | 100% (320) | 100% (436) | 100% (244) | 100% (887) | 100% (113) |

| | Total | Race | | | Education | | | | | |
|--------------------------|-----------------|---------------|---------------|---------------|-----------------------|---------------|---------------|---------------|--------------|--|
| | | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad | |
| Definitely | 19% | 15% | 40% | 25% | 23% | 19% | 20% | 21% | 14% | |
| Probably | 22% | 20% | 30% | 27% | 17% | 25% | 20% | 17% | 29% | |
| Probably not | 17% | 19% | 7% | 13% | 25% | 14% | 18% | 20% | 19% | |
| Definitely not | 24% | 29% | 7% | 14% | — | 25% | 24% | 33% | 26% | |
| Not sure | 17% | 17% | 16% | 20% | 35% | 18% | 18% | 10% | 13% | |
| Totals (Unweighted N) | 100% (1,000) | 100% (788) | 100% (107) | 100% (105) | 100% (34) | 100% (345) | 100% (362) | 100% (174) | 100% (85) | |

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2. College athletes paid based on performance

Do you think colleges and universities should pay college athletes based on their performance?

| | Gender | | | Age | | | | Party ID | | | Voter Registration | |
|--------------------------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------------|----------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| Definitely | 12% | 10% | 14% | 7% | 14% | 13% | 15% | 18% | 7% | 13% | 12% | 12% |
| Probably | 19% | 20% | 18% | 31% | 21% | 13% | 14% | 21% | 19% | 15% | 18% | 27% |
| Probably not | 19% | 17% | 22% | 20% | 18% | 19% | 21% | 16% | 22% | 18% | 19% | 18% |
| Definitely not | 36% | 43% | 30% | 25% | 32% | 45% | 38% | 32% | 35% | 44% | 39% | 15% |
| Not sure | 13% | 10% | 17% | 18% | 16% | 10% | 12% | 13% | 17% | 9% | 11% | 28% |
| Totals (Unweighted N) | 100% (1,000) | 100% (477) | 100% (523) | 100% (207) | 100% (278) | 100% (354) | 100% (156) | 100% (320) | 100% (436) | 100% (244) | 100% (887) | 100% (113) |

| | Total | Race | | | Education | | | | |
|--------------------------|-----------------|---------------|---------------|---------------|-----------------------|---------------|---------------|---------------|--------------|
| | | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad |
| Definitely | 12% | 7% | 25% | 25% | 32% | 16% | 9% | 8% | 1% |
| Probably | 19% | 17% | 29% | 22% | 11% | 21% | 18% | 20% | 15% |
| Probably not | 19% | 22% | 10% | 12% | 16% | 17% | 21% | 17% | 30% |
| Definitely not | 36% | 41% | 19% | 25% | 22% | 32% | 37% | 47% | 44% |
| Not sure | 13% | 13% | 17% | 15% | 19% | 14% | 15% | 9% | 10% |
| Totals (Unweighted N) | 100% (1,000) | 100% (788) | 100% (107) | 100% (105) | 100% (34) | 100% (345) | 100% (362) | 100% (174) | 100% (85) |

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3. College athletes paid for ads/endorsements

Do you think college athletes should be allowed to be paid to appear in ads or make endorsement for products?

| | Gender | | | Age | | | | Party ID | | | Voter Registration | |
|--------------------------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------------|----------------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | Democrat | Independent | Republican | Registered | Not registered |
| Definitely | 24% | 23% | 25% | 26% | 27% | 24% | 19% | 28% | 22% | 23% | 24% | 29% |
| Probably | 33% | 30% | 37% | 36% | 33% | 32% | 34% | 36% | 33% | 31% | 33% | 33% |
| Probably not | 13% | 12% | 13% | 10% | 11% | 14% | 17% | 10% | 11% | 19% | 14% | 6% |
| Definitely not | 19% | 24% | 14% | 13% | 16% | 22% | 23% | 16% | 20% | 21% | 20% | 9% |
| Not sure | 11% | 10% | 12% | 16% | 13% | 9% | 6% | 10% | 15% | 6% | 9% | 24% |
| Totals (Unweighted N) | 100% (1,000) | 100% (477) | 100% (523) | 100% (207) | 100% (278) | 100% (354) | 100% (156) | 100% (320) | 100% (436) | 100% (244) | 100% (887) | 100% (113) |

| | Total | Race | | | Education | | | | |
|--------------------------|-----------------|---------------|---------------|---------------|-----------------------|---------------|---------------|---------------|--------------|
| | | White | Black | Hispanic | Less than high school | High school | Some college | College grad | Post grad |
| Definitely | 24% | 23% | 42% | 20% | 22% | 25% | 26% | 23% | 16% |
| Probably | 33% | 33% | 31% | 38% | 53% | 35% | 28% | 32% | 37% |
| Probably not | 13% | 14% | 5% | 11% | 4% | 13% | 12% | 13% | 16% |
| Definitely not | 19% | 21% | 8% | 17% | 5% | 16% | 22% | 22% | 23% |
| Not sure | 11% | 10% | 14% | 14% | 16% | 11% | 12% | 9% | 8% |
| Totals (Unweighted N) | 100% (1,000) | 100% (788) | 100% (107) | 100% (105) | 100% (34) | 100% (345) | 100% (362) | 100% (174) | 100% (85) |