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Q1. How often do you attend athletic events on your campus as a spectator?

		Athlete			Gender		
	Total	Varsity	None	Club	Female	Male	Non Binary
Often	14%	33%	12%	20%	11%	18%	2%
Once in a while	18%	40%	16%	27%	18%	18%	10%
Seldom	26%	20%	26%	26%	27%	25%	20%
Never	42%	7%	45%	26%	44%	37%	68%
Refused	1%	0%	1%	1%	0%	1%	0%
Total	101%	100%	100%	100%	100%	99%	100%
(Unweighted N)	(2500)	(68)	(2156)	(227)	(1133)	(1239)	(119)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Often	14%	15%	8%	12%	12%	17%	9%	11%
Once in a while	18%	18%	11%	25%	13%	31%	11%	19%
Seldom	26%	25%	28%	24%	29%	34%	29%	19%
Never	42%	41%	51%	38%	45%	18%	50%	51%
Refused	1%	0%	3%	2%	1%	0%	0%	0%
Total	101%	99%	101%	101%	100%	100%	99%	100%
(Unweighted N)	(2500)	(1680)	(277)	(138)	(216)	(16)	(134)	(35)

Q2. How important are college sports at your school? Are they...

		Athlete			Gender		
	Total	Varsity	None	Club	Female	Male	Non Binary
Very important	28%	32%	27%	32%	25%	30%	29%
Somewhat important	34%	33%	34%	34%	35%	32%	34%
Not too important	23%	25%	23%	23%	25%	21%	23%
Not at all important	14%	9%	15%	10%	14%	15%	14%
Refused	1%	1%	1%	1%	1%	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2500)	(68)	(2156)	(227)	(1133)	(1239)	(119)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Very important	28%	30%	19%	32%	19%	28%	23%	25%
Somewhat important	34%	34%	37%	35%	33%	40%	34%	23%
Not too important	23%	23%	25%	19%	25%	25%	27%	32%
Not at all important	14%	13%	16%	11%	23%	6%	15%	21%
Refused	1%	0%	3%	3%	1%	0%	1%	0%
Total	100%	100%	100%	100%	101%	99%	100%	101%
(Unweighted N)	(2500)	(1680)	(277)	(138)	(216)	(16)	(134)	(35)

Q3. How much should athletic ability be considered in your university's admissions process?

		Athlete			Gender		
	Total	Varsity	None	Club	Female	Male	Non Binary
A great deal	4%	18%	3%	6%	2%	5%	3%
Somewhat	29%	45%	28%	34%	28%	30%	19%
Not too much	41%	19%	42%	38%	44%	36%	45%
Not at all	26%	16%	27%	21%	25%	26%	32%
Refused	1%	1%	1%	1%	1%	2%	0%
Total	101%	99%	101%	100%	100%	99%	99%
(Unweighted N)	(2500)	(68)	(2156)	(227)	(1133)	(1239)	(119)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
A great deal	4%	3%	4%	7%	4%	0%	4%	0%
Somewhat	29%	28%	31%	32%	27%	51%	27%	29%
Not too much	41%	43%	40%	39%	37%	31%	41%	33%
Not at all	26%	26%	22%	20%	31%	11%	26%	36%
Refused	1%	1%	4%	2%	1%	6%	3%	2%
Total	101%	101%	101%	100%	100%	99%	101%	100%
(Unweighted N)	(2500)	(1680)	(277)	(138)	(216)	(16)	(134)	(35)

Q4. Allowing universities to pay athletes a salary

		Athlete			Gender		
	Total	Varsity	None	Club	Female	Male	Non Binary
Strongly favor	15%	40%	15%	12%	10%	21%	12%
Favor	38%	31%	38%	38%	39%	38%	36%
Oppose	32%	12%	32%	41%	36%	26%	39%
Strongly oppose	14%	14%	14%	9%	14%	13%	13%
Refused	1%	3%	1%	1%	1%	2%	0%
Total	100%	100%	100%	101%	100%	100%	100%
(Unweighted N)	(2500)	(68)	(2156)	(227)	(1133)	(1239)	(119)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Strongly favor	15%	15%	13%	18%	12%	5%	17%	21%
Favor	38%	36%	43%	43%	40%	34%	37%	33%
Oppose	32%	32%	26%	31%	35%	35%	34%	30%
Strongly oppose	14%	16%	14%	6%	12%	26%	13%	15%
Refused	1%	1%	4%	2%	1%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	101%	99%
(Unweighted N)	(2500)	(1680)	(277)	(138)	(216)	(16)	(134)	(35)

Q5. Allowing athletes to profit off their likeness (such as selling jerseys or posters)

		Athlete			Gender		
	Total	Varsity	None	Club	Female	Male	Non Binary
Strongly favor	27%	49%	26%	29%	19%	38%	19%
Favor	50%	32%	50%	51%	54%	43%	58%
Oppose	16%	15%	16%	17%	19%	12%	16%
Strongly oppose	6%	2%	6%	3%	7%	5%	8%
Refused	1%	3%	2%	1%	1%	2%	0%
Total	100%	101%	100%	101%	100%	100%	101%
(Unweighted N)	(2500)	(68)	(2156)	(227)	(1133)	(1239)	(119)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Strongly favor	27%	30%	18%	28%	19%	23%	30%	31%
Favor	50%	47%	52%	52%	55%	64%	46%	43%
Oppose	16%	15%	17%	15%	17%	14%	17%	15%
Strongly oppose	6%	6%	10%	2%	7%	0%	7%	9%
Refused	1%	1%	4%	3%	2%	0%	0%	2%
Total	100%	99%	101%	100%	100%	101%	100%	100%
(Unweighted N)	(2500)	(1680)	(277)	(138)	(216)	(16)	(134)	(35)

Q6. Do you think college athletes who are on full-ride sports scholarships should or should not be paid when their name or image is used in video games or to sell merchandise?

		Athlete			Gender		
	Total	Varsity	None	Club	Female	Male	Non Binary
Should be paid	80%	83%	81%	81%	79%	82%	82%
Should not be paid	18%	14%	18%	19%	20%	15%	18%
Refused	1%	3%	1%	1%	1%	2%	0%
Total	99%	100%	100%	101%	100%	99%	100%
(Unweighted N)	(2500)	(68)	(2156)	(227)	(1133)	(1239)	(119)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Should be paid	80%	79%	77%	87%	78%	66%	87%	86%
Should not be paid	18%	20%	19%	11%	20%	34%	13%	11%
Refused	1%	1%	4%	2%	1%	0%	0%	2%
Total	99%	100%	100%	100%	99%	100%	100%	99%
(Unweighted N)	(2500)	(1680)	(277)	(138)	(216)	(16)	(134)	(35)

Q7. Do you think it is fair for college sports programs, like football, that bring in a lot of revenue to the school to receive more school funding and support than other sports?

		Athlete			Gender		
	Total	Varsity	None	Club	Female	Male	Non Binary
Yes, fair	66%	72%	65%	72%	61%	75%	42%
No, not fair	32%	25%	33%	27%	37%	23%	57%
Refused	2%	3%	2%	1%	1%	2%	1%
Total	100%	100%	100%	100%	99%	100%	100%
(Unweighted N)	(2500)	(68)	(2156)	(227)	(1133)	(1239)	(119)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Yes, fair	66%	70%	63%	68%	55%	53%	70%	58%
No, not fair	32%	29%	33%	30%	43%	47%	30%	39%
Refused	2%	1%	5%	2%	2%	0%	1%	3%
Total	100%	100%	101%	100%	100%	100%	101%	100%
(Unweighted N)	(2500)	(1680)	(277)	(138)	(216)	(16)	(134)	(35)

Q8. If collegiate athletes receive salaries, should that apply to athletes in all sports or only sports that bring in significant revenue to the college?

	Total	Athlete			Gender		
		Varsity	None	Club	Female	Male	Non Binary
All sports	60%	57%	61%	59%	65%	52%	77%
Sports that bring in revenue	38%	40%	37%	39%	34%	45%	22%
Refused	2%	3%	2%	2%	2%	3%	1%
Total	100%	100%	100%	100%	101%	100%	100%
(Unweighted N)	(2500)	(68)	(2156)	(227)	(1133)	(1239)	(119)

	Total	Race						
		White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
All sports	60%	60%	56%	59%	64%	40%	71%	60%
Sports that bring in revenue	38%	39%	38%	38%	34%	60%	28%	40%
Refused	2%	1%	6%	3%	2%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(2500)	(1680)	(277)	(138)	(216)	(16)	(134)	(35)

Q9. Do you agree or disagree with the following statement: The NCAA takes advantage of student athletes.

		Athlete			Gender		
	Total	Varsity	None	Club	Female	Male	Non Binary
Strongly agree	41%	59%	41%	40%	35%	49%	48%
Somewhat agree	43%	30%	43%	45%	47%	37%	45%
Somewhat disagree	11%	7%	12%	11%	14%	9%	4%
Strongly disagree	3%	1%	3%	3%	3%	3%	1%
Refused	2%	3%	2%	1%	1%	2%	1%
Total	100%	100%	101%	100%	100%	100%	99%
(Unweighted N)	(2500)	(68)	(2156)	(227)	(1133)	(1239)	(119)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Strongly agree	41%	41%	33%	50%	37%	61%	43%	34%
Somewhat agree	43%	43%	49%	38%	47%	28%	41%	49%
Somewhat disagree	11%	12%	9%	9%	12%	12%	13%	8%
Strongly disagree	3%	3%	4%	1%	3%	0%	2%	9%
Refused	2%	2%	5%	3%	1%	0%	1%	0%
Total	100%	101%	100%	101%	100%	101%	100%	100%
(Unweighted N)	(2500)	(1680)	(277)	(138)	(216)	(16)	(134)	(35)

Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 2501 undergraduate students who are currently enrolled in the U.S.

The initial sample was drawn from College Pulse's Undergraduate Student Panel that includes over 240,000 verified students representing more than 800 different colleges and universities in all 50 states. Panel members are recruited by a number of methods to help ensure diversity in the panel population, including web advertising, permission-based email campaigns, and partnerships with university organizations.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the 2017 Current Population Survey (CPS). The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, and gender. The sample weighting was accomplished using an iterative proportional fitting (IPF) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results.

The margin of error for this survey is $\pm 2.2\%$. Margins of error are typically calculated on probability-based samples and are not technically correct for non-probability online samples. We supply them here to provide a general assessment of error ranges that may be associated with the data.

College Sports poll

September 2019 - 2501 US college students



About College Pulse

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 240,000 undergraduate college student respondents from more than 800 four-year colleges and universities in all 50 states.

For more information, visit <https://collegepulse.com>