

1. Watch College Sports

How often do you watch college sports of any kind?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Often	16%	21%	10%	13%	18%	16%	16%	16%	14%	15%	21%
Sometimes	22%	27%	16%	20%	19%	26%	20%	22%	27%	12%	20%
Rarely	20%	20%	21%	19%	19%	22%	20%	20%	20%	21%	18%
Never	38%	28%	48%	38%	39%	33%	45%	39%	29%	40%	40%
Not sure	4%	4%	5%	11%	5%	2%	0%	2%	9%	13%	1%
Totals (Unweighted N)	100% (997)	100% (433)	100% (564)	100% (199)	100% (264)	100% (336)	100% (198)	100% (725)	100% (115)	100% (95)	100% (62)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Often	16%	14%	14%	20%	14%	19%	26%	10%	15%	16%	17%	14%
Sometimes	22%	27%	15%	25%	16%	29%	28%	25%	22%	24%	22%	17%
Rarely	20%	23%	19%	19%	21%	22%	23%	14%	19%	22%	22%	16%
Never	38%	33%	43%	36%	43%	30%	23%	43%	41%	36%	34%	45%
Not sure	4%	2%	8%	0%	6%	—	0%	8%	4%	2%	4%	7%
Totals (Unweighted N)	100% (997)	100% (364)	100% (372)	100% (261)	100% (489)	100% (242)	100% (127)	100% (139)	100% (191)	100% (242)	100% (370)	100% (194)

2. NCAA Tournament

Do you plan to watch any of this year's NCAA tournament games?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	27%	37%	17%	22%	29%	31%	22%	27%	31%	18%	33%
No	56%	46%	65%	52%	58%	54%	63%	61%	37%	52%	51%
Not sure	17%	17%	17%	26%	13%	15%	15%	12%	32%	30%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(432)	(566)	(197)	(265)	(336)	(200)	(726)	(114)	(96)	(62)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	27%	32%	21%	30%	21%	35%	42%	23%	24%	28%	32%	18%
No	56%	53%	57%	59%	60%	54%	48%	52%	61%	58%	49%	65%
Not sure	17%	15%	22%	11%	19%	11%	10%	25%	15%	14%	20%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(365)	(373)	(260)	(488)	(242)	(127)	(141)	(190)	(242)	(371)	(195)

3. Paying Athletes

Would you favor or oppose the National Collegiate Athletic Association, or NCAA, paying some college athletes beyond providing them with college scholarships?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly favor	9%	12%	7%	13%	9%	10%	5%	8%	18%	9%	12%
Somewhat favor	21%	28%	15%	23%	23%	20%	20%	19%	34%	21%	24%
Somewhat oppose	13%	13%	13%	13%	14%	15%	9%	12%	8%	18%	20%
Strongly oppose	24%	24%	24%	14%	15%	29%	37%	31%	7%	11%	13%
Not sure	32%	22%	42%	36%	39%	26%	29%	31%	33%	40%	32%
Totals (Unweighted N)	100% (999)	100% (433)	100% (566)	100% (198)	100% (265)	100% (336)	100% (200)	100% (726)	100% (115)	100% (96)	100% (62)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Strongly favor	9%	18%	4%	7%	8%	11%	15%	9%	7%	13%	9%	9%
Somewhat favor	21%	26%	19%	20%	23%	22%	22%	15%	21%	20%	23%	19%
Somewhat oppose	13%	12%	15%	12%	11%	15%	14%	15%	19%	14%	11%	10%
Strongly oppose	24%	19%	21%	36%	22%	29%	33%	18%	17%	25%	27%	24%
Not sure	32%	26%	41%	25%	35%	23%	16%	44%	36%	28%	30%	38%
Totals (Unweighted N)	100% (999)	100% (365)	100% (373)	100% (261)	100% (489)	100% (242)	100% (127)	100% (141)	100% (191)	100% (242)	100% (371)	100% (195)

4. Watching Paid Athletes

Let's say some college athletes were paid by the NCAA beyond receiving college scholarships. How would it affect your level of interest in watching college sports?

Asked of those who watch college sports often, sometimes, or rarely

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I'd be more interested in watching	9%	11%	6%	14%	20%	4%	—	6%	14%	9%	24%
It wouldn't affect my level of interest	51%	54%	47%	55%	51%	50%	49%	51%	47%	52%	52%
I'd be less interested in watching	26%	23%	29%	13%	12%	35%	37%	33%	10%	9%	9%
Not sure	14%	12%	18%	18%	18%	11%	14%	10%	28%	30%	14%
Totals (Unweighted N)	100% (558)	100% (297)	100% (261)	100% (97)	100% (149)	100% (204)	100% (108)	100% (412)	100% (68)	100% (48)	100% (30)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		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	9%	11%	6%	9%	12%	6%	9%	4%	9%	3%	10%	13%
It wouldn't affect my level of interest	51%	61%	46%	45%	47%	54%	61%	46%	52%	57%	47%	50%
I'd be less interested in watching	26%	18%	28%	35%	22%	34%	27%	24%	11%	35%	27%	25%
Not sure	14%	10%	21%	11%	19%	6%	4%	25%	27%	5%	15%	12%
Totals (Unweighted N)	100% (558)	100% (220)	100% (179)	100% (159)	100% (235)	100% (160)	100% (96)	100% (67)	100% (100)	100% (136)	100% (228)	100% (94)

5. Stop Watching College Sports

If some college athletes were paid by the NCAA beyond receiving college scholarships, would you or would you not stop watching college sports?

Asked of those who watch college sports often, sometimes, or rarely and also say they'd be less interested in watching college sports if some of the athletes were paid

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I'd stop watching	53%	56%	49%	69%	30%	60%	40%	52%	70%	23%	75%
I would not stop watching	12%	12%	11%	7%	34%	9%	10%	10%	10%	54%	13%
Not sure	36%	32%	40%	24%	36%	30%	49%	38%	20%	23%	12%
Totals (Unweighted N)	100% (142)	100% (71)	100% (71)	100% (11)	100% (25)	100% (70)	100% (36)	100% (126)	100% (6)	100% (5)	100% (5)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
I'd stop watching	53%	40%	61%	53%	46%	61%	51%	53%	41%	62%	40%	71%
I would not stop watching	12%	17%	13%	7%	20%	5%	10%	4%	24%	14%	10%	6%
Not sure	36%	43%	26%	40%	34%	34%	39%	42%	35%	24%	50%	22%
Totals (Unweighted N)	100% (142)	100% (42)	100% (53)	100% (47)	100% (55)	100% (47)	100% (26)	100% (14)	100% (14)	100% (46)	100% (56)	100% (26)

6. Compensation

Which comes closer to your view?

	Total	Gender		Age (4 category)				Race (4 category)			
		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	21%	26%	16%	20%	27%	20%	17%	18%	32%	22%	27%
Student athletes are already being compensated by getting a scholarship and a chance to earn a college degree	54%	54%	55%	48%	45%	61%	60%	61%	35%	36%	52%
Not sure	25%	20%	29%	32%	28%	18%	23%	20%	33%	42%	22%
Totals (Unweighted N)	100% (992)	100% (428)	100% (564)	100% (199)	100% (260)	100% (334)	100% (199)	100% (721)	100% (115)	100% (95)	100% (61)

	Total	Party ID (3 category)			Family Income (3 category)				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	21%	29%	16%	18%	22%	22%	23%	17%	23%	26%	20%	16%
Student athletes are already being compensated by getting a scholarship and a chance to earn a college degree	54%	47%	51%	69%	52%	60%	67%	46%	50%	56%	59%	48%
Not sure	25%	24%	32%	13%	26%	18%	11%	37%	27%	18%	21%	36%
Totals (Unweighted N)	100% (992)	100% (362)	100% (369)	100% (261)	100% (484)	100% (241)	100% (127)	100% (140)	100% (191)	100% (242)	100% (366)	100% (193)

7. High School Athletes

Do you think high school basketball players:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Should have to go to college before entering the NBA draft	38%	36%	40%	33%	34%	44%	41%	39%	44%	33%	28%
Should be eligible to enter the NBA draft immediately after finishing high school	34%	39%	28%	31%	35%	34%	33%	36%	24%	24%	43%
Not sure	28%	25%	31%	36%	31%	22%	26%	25%	33%	43%	29%
Totals (Unweighted N)	100% (993)	100% (429)	100% (564)	100% (199)	100% (261)	100% (334)	100% (199)	100% (722)	100% (114)	100% (96)	100% (61)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Should have to go to college before entering the NBA draft	38%	41%	34%	42%	35%	46%	42%	37%	35%	40%	42%	34%
Should be eligible to enter the NBA draft immediately after finishing high school	34%	39%	29%	34%	35%	35%	43%	19%	35%	34%	34%	31%
Not sure	28%	20%	37%	24%	30%	19%	14%	44%	30%	26%	25%	35%
Totals (Unweighted N)	100% (993)	100% (360)	100% (372)	100% (261)	100% (486)	100% (239)	100% (127)	100% (141)	100% (190)	100% (240)	100% (370)	100% (193)

Interviewing Dates	March 14 - 16, 2017
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration was imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, and 2016 Presidential vote. The weights range from 0.132 to 6.004, with a mean of one and a standard deviation of 0.787.
Number of respondents	1000
Margin of error	± 3.9% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	19 questions not reported.