



NCAA Division I Governance and Organizational/ Competitive Structure Survey

Quantitative Research Findings

Prepared for:
**KNIGHT COMMISSION ON
INTERCOLLEGIATE ATHLETICS**

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Background and Methodology





The Knight Commission on Intercollegiate Athletics contracted with Shugoll Research to conduct a quantitative survey to understand perceptions and opinions on the current governance and organizational/competitive structure of the NCAA's Division I and evaluate potential changes to address perceived issues.



Specific research objectives include:

Research Objectives

1. Identify Interest in Division I Reform
2. Determine Satisfaction with Division I Governance Structure
3. Evaluate Selected Governance Issues
4. Determine Satisfaction with Division I Organizational/Competitive Structure
5. Evaluate Selected Organizational/Competitive Issues
6. Assess Current Division I Qualification Minimums
7. Assess Current Student-Athlete Health and Well-Being Benefits and Measures
8. Determine Agreement with Current Athletics Financial and Funding Sources and Spending
9. Analyze Views on Revenue Distribution
10. Assess Reaction to Selected Reform Concepts
11. Determine Reaction to Federation Concepts
12. Obtain Reactions to Specific Potential Changes

Online Quantitative Survey

Shugoll Research developed a 15-minute online survey that was sent to Division I campus leaders. Participants were identified via client lists, which included campus leaders from all NCAA Division I schools. In advance of the survey, a pre-notification email was sent to potential respondents asking for their participation.

The survey was sent via email with a unique link for each participant. Between June 18th and July 14th, 2020, a total of 362 participants completed the survey. This period is notable because it is during the Covid-19 pandemic, which led to cancellation of the 2020 men's and women's basketball and other spring championships and significant evaluation on whether to hold football and other fall sports in 2020.

Total (n=362)*: Data for the total respondent base are accurate within +/-5% at a 95% confidence level.

Presidents (n=69): Response rate of 20%.

Athletics Directors (ADs) (n=106): Response rate of 30%.

Conference Commissioners (n=21): Response rate of 66%.

Faculty Athletics Representative (FAR) (n=90): Response rate of 25%.

Senior Woman Administrator (SWA) (n=66): Response rate of 19%.

Student-Athlete (n=10): Response rate of 25%.

*A demographic profile of all respondents is shown in Appendix A. The questionnaire is shown as Appendix B. The pre-notification email about the survey is Appendix C.

It is important to break out the results of this study into smaller subgroups, according to competitive classifications: Football Bowl Subdivision (FBS) (n=136), with additional distinctions between the “Autonomy 5 (A5)” Conferences (n=63), Group of 5 (G5) (n=73), Conferences; Football Championship Subdivision (FCS) (n=117); and D-I schools with no football (D-I No Football) (n=109). Current issues and future reform may impact schools in these classifications differently. Further, it is critical to see if the views of Presidents, Athletics Directors and Commissioners, who are referred to in the report as key decision-makers, are similar or different. Given the limited number of respondents in these categories, small subgroup sizes are presented throughout the report. While these subgroup sizes are often too small to have a minimal statistical margin of error, the analysis presents these comparisons as general differences (or similarities) between these subgroups.

For readers convenience, the report uses hyperlinks. The Table of Contents is hyperlinked to the appropriate section in the report. Also, in the Overview of Findings, readers can click on hyperlinked key text to be taken to the figure that corresponds to the data.

Respondents were screened to confirm that they:

Are

- A College/University President/Chancellor (referred to in report as a key decision-maker)
- An Athletics Director (key decision-maker)
- A Conference Commissioner (key decision-maker)
- A Faculty Athletics Representative
- A Senior Woman Administrator
- A Student-Athlete Leader

Represent an Institution/Conference that is Division I, Defined As

- Football Bowl Subdivision (FBS) “Autonomy Five (A5)” Plus Notre Dame
- Football Bowl Subdivision (FBS) “Group of Five (G5)” and FBS Independents
- Football Championship Subdivision (FCS)
- Division I with No Football

Overview of Findings



Overview of Findings

Potential drivers of Division I athletics reform include low satisfaction with current NCAA governance and organizational/competitive structure, perceived lack of common values across schools and resource disparities across schools.

1)

The majority of respondents are not satisfied with NCAA Division I governance. This is true for all division classifications (A5, G5, FCS, DI-No Football) and all types of key decision-makers (Presidents, Athletics Directors, Conference Commissioners). Respondents feel slightly better about the Division I organizational/competitive structure with some differences across classifications and decision-maker titles. Again, however, a minority of respondents are satisfied with NCAA Division I organizational/competitive structure.

2)

Most respondents do not feel Division I schools share common values about what intercollegiate athletics should be at an educational institution. This view is most commonly held by respondents at schools outside the A5. Presidents and Athletics Directors across all of Division I also do not feel schools in DI have common values. Nevertheless, respondents feel strongly that athletics at their institution is in alignment with the core mission of their institution.

3)

Respondents strongly agree that the current Division I structure has too much difference in resources across schools. This difference in resources should be a major driver of reform in Division I athletics. The varied level of financial resources and sources of revenues lead to the identification of different issues: G5 and DI-No Football schools feel there is an over-reliance on student fees and/or university funding for athletics at their institutions to make up for shortages in ticket sales, sponsorship dollars, donations and media revenues.

Overview of Findings

Members feel the time is right for reform including big changes and big solutions.

4)

Approximately-three quarters of respondents would like to see change in both governance and organizational/competitive structure. A similar number say the pandemic presents the perfect time to tackle these problems. And almost 8 in 10 agree that any reform should achieve “big solutions” rather than incremental changes. These views suggest, perhaps now more than at any other recent time, the mood is right for change and big change. It appears that the environment is right to act on this desire and implement reform, including some of the changes identified in this study that are supported by many campus leaders.

Respondents with perceived advantages, like the FBS in voting and representation, want to protect the power they have, while others are looking for more fairness and want to pursue changes that benefit them.

5)

There is a divide among the various D-I subdivisions regarding the current governance structure. FBS respondents overwhelmingly feel it is appropriate that their conferences have more voting power and representation in NCAA governance than non-FBS conferences, while non-FBS respondents disagree.

All subdivision classifications except the A5 are strongly in favor of including independent members on the NCAA Division I Board of Directors, similar to the change that occurred with the NCAA Board of Governors. The A5 are split on the idea, but not strongly opposed. When considering responses of key decision-makers across all subdivisions, a majority of Presidents, Athletics Directors, and Conference Commissioners support this idea.

Overview of Findings

Respondents are split along classification lines on their satisfaction with both the current College Football Playoff (CFP) revenue distribution and the NCAA revenue distribution formula.

6)

A5 schools have high overall satisfaction with both the current College Football Playoff revenue distribution and the current NCAA revenue distribution formula. G5, FCS and DI-No Football are dissatisfied with both. The majority of Presidents, Athletics Directors and Conference Commissioners across all classifications are dissatisfied with both. Three areas of specific inquiry about the revenue distribution formulas show areas of strong consensus among respondents of non-FBS schools and in some cases G5 schools agree. However, A5 schools disagree with their views on these items:

- The majority of respondents from non-A5 schools disagree that the retention of all CFP revenue by the FBS schools is appropriate;
- A majority of non-A5 respondents do not agree that the full absorption of FBS football national costs by the NCAA is appropriate; and
- Only FBS schools feel it is appropriate for FBS football grants-in-aid and other FBS football factors to count in the current NCAA revenue distribution formula.

There is significant agreement on some of the current issues, problems, and solutions in Division I finance.

7)

Agreement on Financial Problems

- Many respondents say their schools spend more money than they should to keep up with higher-resourced schools in football and basketball in terms of athlete benefits, scheduling, coaching salaries and number of non-coaching, but sports specific, personnel.
- FBS respondents agree that the number of non-coaching personnel devoted to football is too large.
- Respondents agree that the financial guarantees (either through ticket purchases or financial contributions) required by FBS schools or conferences to participate in bowl games should be reduced and/or eliminated.

Potential Solutions

- Respondents support the concept of “conference-level agreements for capping institutional operating budgets (including coaching salaries and sport-specific personnel) for specific sports.” Although Commissioners do not support this, Presidents and Athletics Directors do.
- Respondents support seeking an anti-trust exemption in order to reduce athletic costs.

There is general agreement on a variety of issues related to college athlete experiences; their treatment under NCAA rules; and the rules that outline levels of opportunity and financial aid for athletes.

8)

These issues include the following:

- Football and basketball college athletes should be treated like college athletes in all other sports in terms of academic eligibility rules, amateurism rules and benefits like long-term health coverage/expenses.
- There is general agreement that athletics financial aid levels and minimum number of sports that must be offered to meet Division I membership are about right.
- A significant number of respondents from non-A5 conferences agree that the current designation of sports as headcount or equivalency is appropriate. A5 respondents highly disagree.
- NCAA maximum scholarship allocations across sports are generally considered appropriate.
- Many believe sports seasons, in general, and men's and women's basketball seasons, specifically, are too long. Only respondents from DI-No Football disagree and are somewhat split on those questions. Interestingly, Conference Commissioners and Athletics Directors have higher levels of concern about the length of the men's and women's basketball seasons than Presidents.
- Most respondents feel that current healthcare benefits and medical treatment for athletes, particularly those in contact sports, is sufficient and does not need to be addressed. There is less confidence that long term healthcare benefits are sufficient. Nevertheless, there is overwhelming support in favor of a change in NCAA governance to have some board members selected to explicitly represent the health, safety and well-being of athletes.

Classifications agree on multiple leadership and governance issues and support various solutions to these challenges.

9)

These issues and solutions include the following:

- Fewer than half of the respondents in all classifications agree with the statement that “as a membership association, the National office is able to provide appropriate leadership.” The strongest concern about this statement was by A5 respondents with barely a quarter agreeing. Belief that as a membership association, the National office is able to provide appropriate leadership is higher for the respondents from other subdivisions, but still below 50%.
- Few believe the NCAA enforcement system works well. This includes all classifications and decision-maker titles.
- All classifications agree that Conference Commissioners have more influence in the NCAA governance system than Presidents. The only segment of respondents who do not to agree with this statement is Commissioners.
- There is support for a single point of leadership for Division I basketball with clear responsibilities, analogous to a Commissioner, across classifications. Note that Conference Commissioners do not support this while Presidents and Athletics Directors do.
- FBS respondents, including majorities from A5 and G5 schools also support a single point of leadership for FBS football with clear responsibilities, analogous to a Commissioner. Only FBS schools evaluated this option. Again, FBS Conference Commissioners are opposed to this.
- There is overwhelming support in favor of a change in NCAA governance to have some board members selected to explicitly represent the health, safety and well-being of athletes.

Overview of Findings

The survey presented two potential major governance and organizational changes. Each has some support. A key element of strong consensus for any future model is: “It is essential to keep all current Division I schools in the same men’s basketball tournament.” The current basketball format should be retained. Respondents also indicated interest in various federation-by-sport concepts, while at the same time preferring a unified multisport conference arrangement with favorable travel and rivalries. Reactions to the two models follow these summary comments about federation.

10)

One potential organizational/competitive reform is to permit federation by sport except in basketball. Respondents are generally supportive of this concept, although some current organizational factors appear to be contrary to this concept.

First, they believe that it is important for all sports at their institutions to compete in the same multi-sport conference where possible. Second, most feel that their multi-sport conference membership is a good fit with respect to travel and rivalries.

However, they generally support two important aspects of federation. One is permitting sports, other than men's and women's basketball, to form geographic federations outside their current multi-sport conferences in order to reduce costs. Another is to allow schools to be Division I in some sports and Division II or Division III in others, like the arrangement that currently exists in sports with a smaller number of programs like hockey and lacrosse. All classifications and decision-maker titles (with the exception of Conference Commissioners) support this latter federation concept.

A third concept is supported by all but those in the A5 and Conference Commissioners: reduce the influence of strength of schedule in championship selection and seeding in sports other than men’s and women’s basketball. This would make geographic affiliations, and the scheduling of non-league regional games more achievable, which would reduce travel costs.

Overview of Findings

11)

A major structural change that was presented for reaction was to create an entity separate from the NCAA to govern FBS football, since FBS football currently manages its postseason championship and accompanying revenues outside of the NCAA structure.

On this change, opinions break down over classification lines. This major structural change is supported by respondents from FCS schools and overwhelmingly by DI-No Football. However, among respondents from FBS schools, about twice as many A5 schools are unlikely to support this new entity as are likely, while G5 schools are more evenly split.

Further, FBS schools are less likely to consider this change fair and reasonable for their schools nor do they to see it as addressing some significant problems in the NCAA or saving money.

12)

Despite not having the majority of FBS support separation of FBS football from the NCAA, there are several things FBS respondents find appealing about an entity separate from the NCAA to govern and operate all aspects of FBS football. Most appealing (mentioned by almost 6 in 10 respondents from FBS schools) is that all other championships would remain in NCAA DI as now organized, each of the FBS football programs would align their governance and operations by moving to this new non-NCAA football-only entity or to the FCS and the new entity would fund operations through CFP revenues or fees.

What is most unappealing to FBS members is that the new entity would determine college eligibility requirements for FBS football players. Also unappealing to around a third of respondents is that the new entity would oversee all regulatory functions, including compliance and athlete safety programs and determine its own membership criteria.

Overview of Findings

13)

The final major structural change presented for feedback is to create a new NCAA division for the A5 in all sports, but to retain the common NCAA D-I tournament for men's and women's basketball.

A new NCAA division for the A5 in all sports has less support than the concept for a separate FBS football entity. Twice as many are unlikely to support this concept as are likely. It also has the inverse reaction than the separate FBS football entity: over 6 in 10 A5 schools support it but nearly 6 in 10 of all other DI classifications are opposed to it. Presidents, Athletics Directors and Conference Commissioners across all classifications collectively are more likely to oppose this model than support it.

Further, respondents from schools other than the A5 are less likely to consider the change fair and reasonable for their schools and don't see it as addressing significant problems or saving money.

14)

While non-A5 schools are opposed to the concept of a new A5 division, there are some things they find appealing. Most appealing is that all DI schools would continue to compete in the same men's and women's basketball tournaments. Almost 4 in 10 respondents find appealing that governance for the remaining DI members would be re-evaluated by members and that schools not now in the A5 may be able to join the new NCAA Division if they meet the membership criteria. Three things are most unappealing about this change:

- Current NCAA revenue distributions would not change and additive revenues from the new NCAA Division would be retained by its members.
- New Division championships could exist for sports other than basketball, which would not include schools outside the new division.
- The new Division would establish its own membership criteria and rules.

Detailed Findings

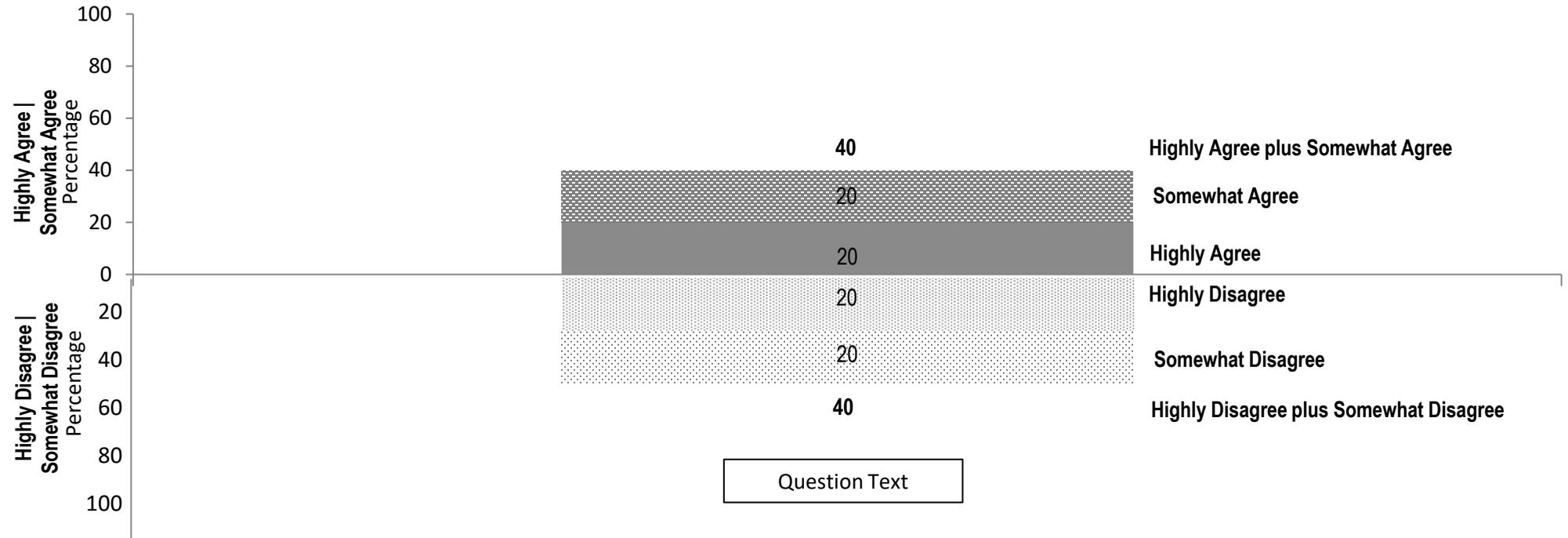
Note on Interpreting Figures: When looking at the 0% line, the highest scale point appears directly above the line, with the second highest scale point directly above it. Similarly, the lowest scale point appears directly below the line, with the second lowest scale point directly below that. See example below.

Slide Title (Top 3/Bottom 3)



Most responses are provided on a 7-point Likert Scale. References to “Top 3” are the highest numbers on the scale (5-7) and “Bottom 3” are the lowest numbers on the scale (1-3). References to “Top 2” are 6-7 on the 7-point scale, while references to the “Bottom 2” are 1-2. These slides don’t show the “neutral” (4) and “don’t know” scores.

■ Base Size



Question Text

Objective 1: Identify Interest in Division I Reform

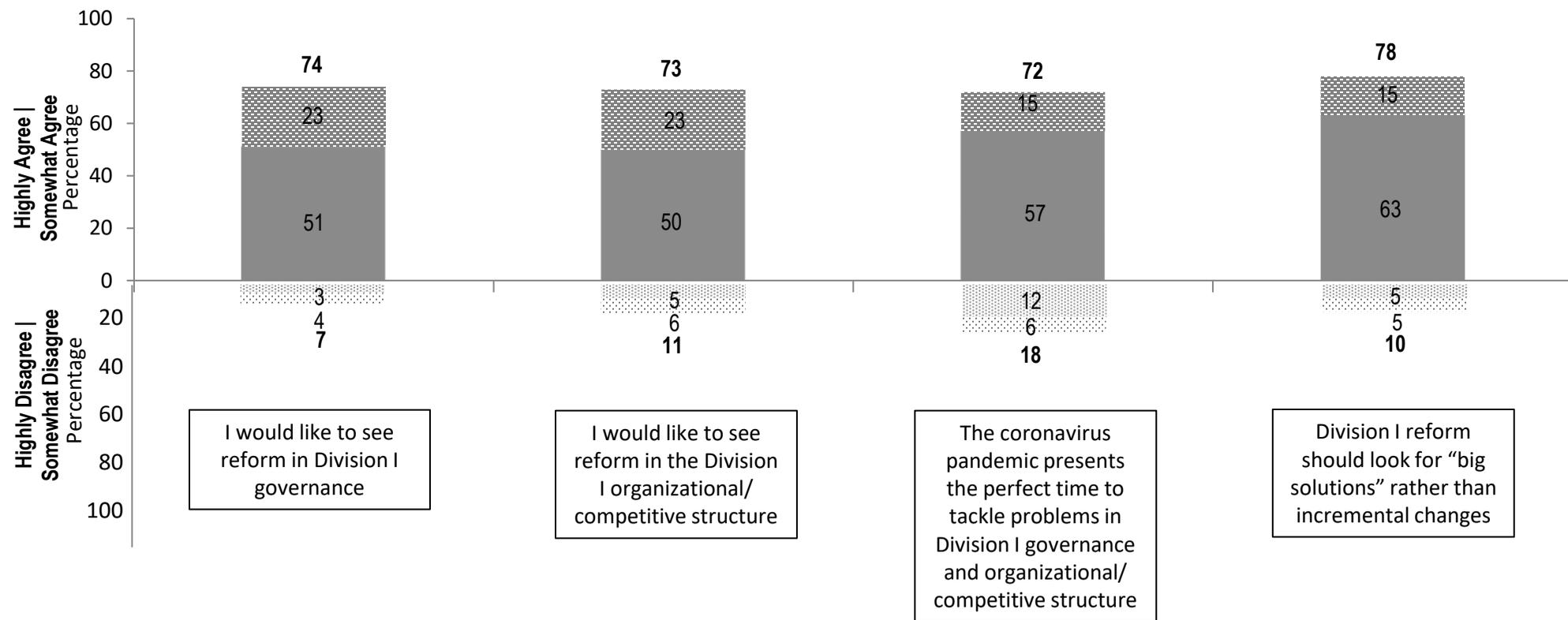


There is significant interest in reform. Around half strongly agree that they'd like to see reform in DI governance (51%) and DI organizational/competitive structure (50%). Almost three in four at least somewhat agree that they'd like to see reform. Almost 6 in 10 (57%) strongly agree that the pandemic presents the perfect time to tackle change. Almost 2 in 3 strongly agree reform should seek "big solutions" rather than incremental change.

- The time appears right to attempt big changes to the governance and organizational/competitive structure of Division I athletics.

Agreement with Statements About the Possible Future Strategies or Solutions for Division I (Top 3/Bottom 3)

■ Total (n=359-360)



Q.7: To what extent do you agree or disagree with each of the following statements when thinking about **future strategies or solutions** for Division I?

Base: All respondents answering.

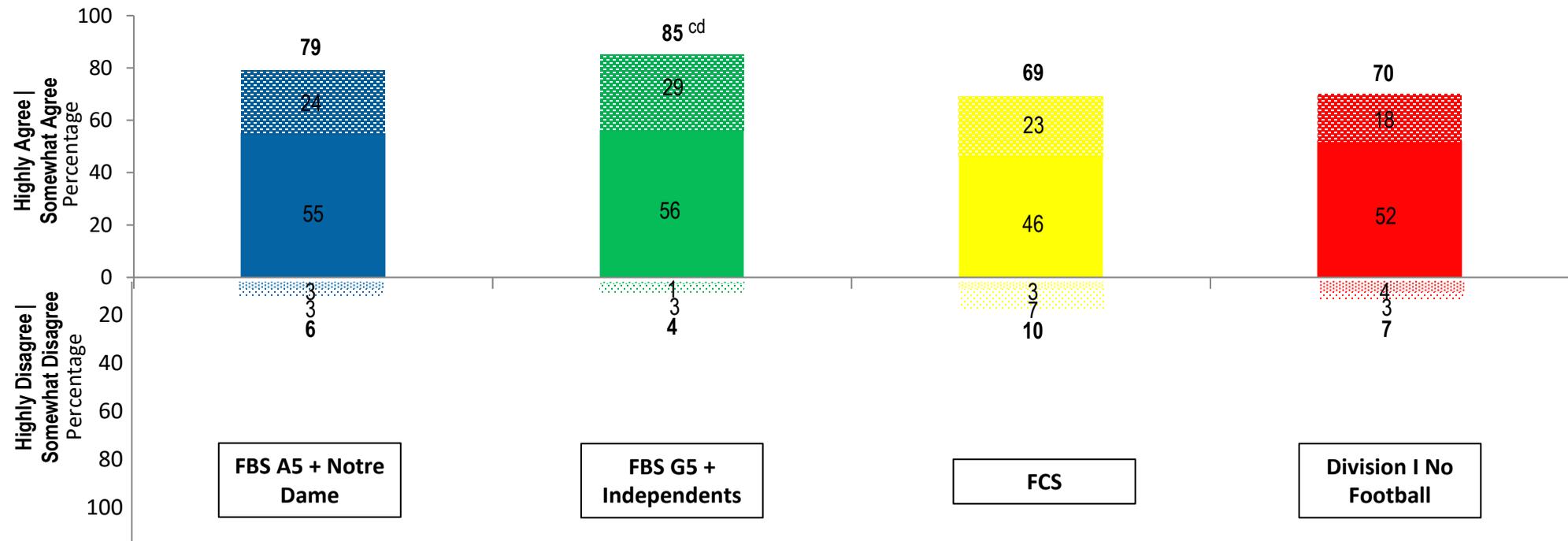
Note: Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

At least 69% in each division classification agree there should be DI governance reform, with almost half or more strongly agreeing reform is needed. Note that moving forward in the report, A5 schools plus Notre Dame will be referred to as A5 and G5 schools plus independents as G5.

**Agreement with Statements About the Possible Future Strategies or Solutions for Division I By Subgroup:
I Would Like to See Reform in Division I Governance (Top 3/Bottom 3)**

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)

Division Classification



Q.7: To what extent do you agree or disagree with each of the following statements when thinking about future strategies or solutions for Division I? I would like to see reform in Division I governance

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

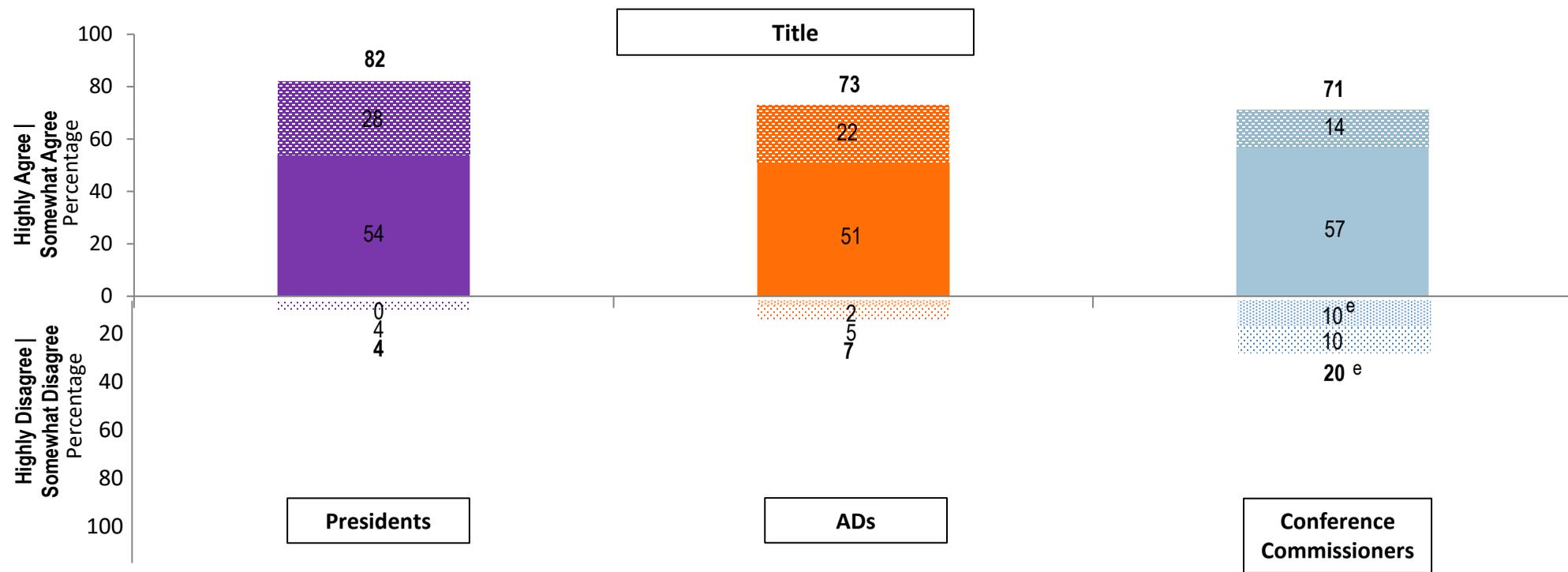
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Caution, small base size.

At least 71% of each leadership group agree there should be DI governance reform, with at least half strongly agreeing reform is needed. Presidents are particularly likely to be interested in reform (82% agree this is needed). These findings show uniformity in the need for governance reform.

**Agreement with Statements About the Possible Future Strategies or Solutions for Division I By Subgroup:
I Would Like to See Reform in Division I Governance (Top 3/Bottom 3, Cont'd)**

■ Presidents (n=68**) (e)
■ Athletics Directors (ADs) (n=105) (f)
■ Conference Commissioners (n=21**) (g)



Q.7: To what extent do you agree or disagree with each of the following statements when thinking about future strategies or solutions for Division I? I would like to see reform in Division I governance

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

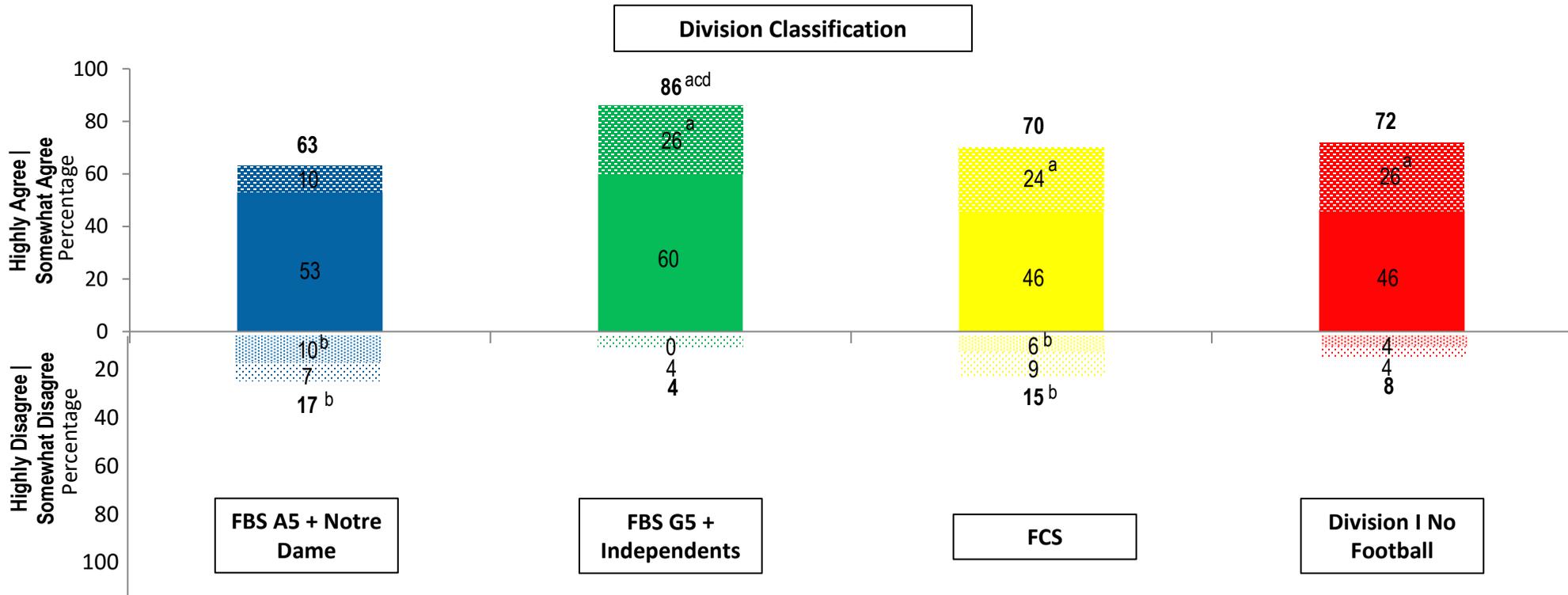
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

Over 6 in 10 in each classification agree on the need for DI organizational/competitive structure reform. Interest in reform is highest among the G5 (86%) and lowest among the A5 (63%). The responses suggest a favorable view across classifications on organizational/competitive structure reform.

**Agreement with Statements About the Possible Future Strategies or Solutions for Division I By Subgroup:
I Would Like to See Reform in Division I Organizational/Competitive Structure (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.7: To what extent do you agree or disagree with each of the following statements when thinking about future strategies or solutions for Division I? I would like to see reform in Division I organizational/competitive structure

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

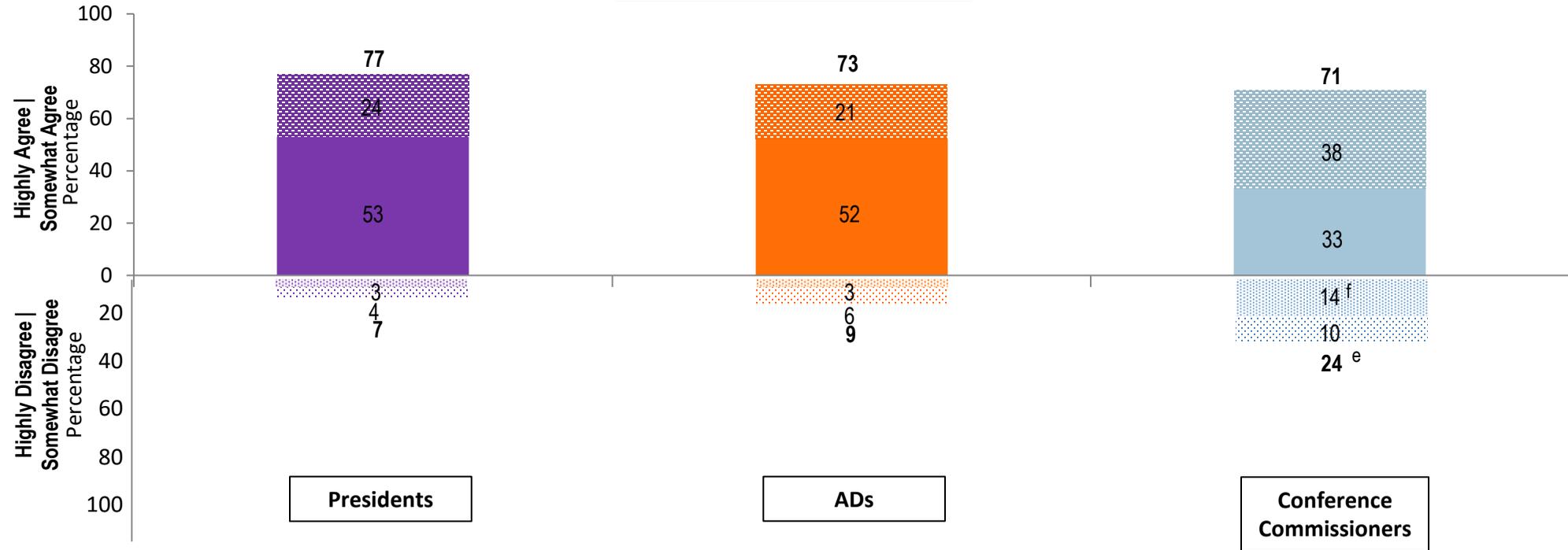
** Caution, small base size.

All decision-maker titles agree on the need for organizational/competitive structure reform (at least 71% agree for each title). Over half of Presidents (53%) and ADs (52%) strongly agree this reform is needed. Fewer Commissioners (33%) strongly agree. Overall, key decision-makers support organizational/competitive structure reform.

**Agreement with Statements About the Possible Future Strategies or Solutions for Division I By Subgroup:
I Would Like to See Reform in Division I Organizational/Competitive Structure (Top 3/Bottom 3, Cont'd)**

■ Presidents (n=68**) (e)
■ Athletics Directors (ADs) (n=105) (f)
■ Conference Commissioners (n=21**) (g)

Title



Presidents

ADs

Conference Commissioners

Q.7: To what extent do you agree or disagree with each of the following statements when thinking about future strategies or solutions for Division I? I would like to see reform in Division I organizational/competitive structure

Base: All respondents answering.

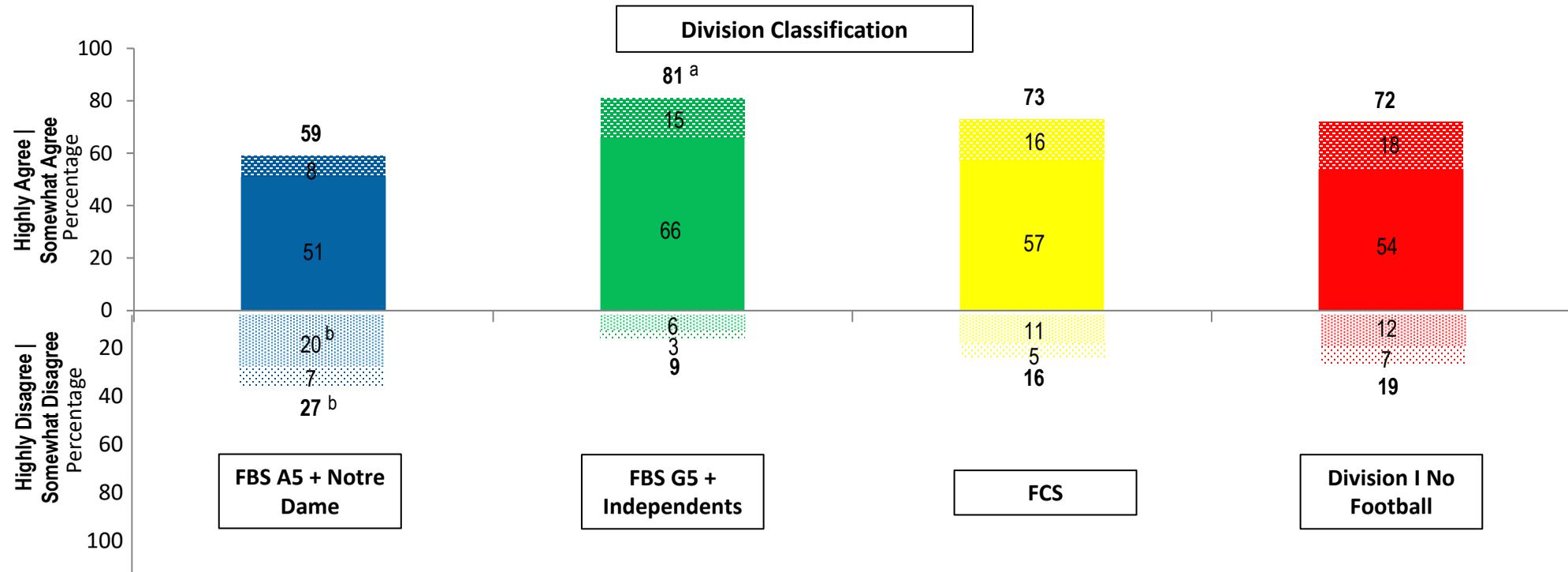
Note: Letters indicate statistically significant differences. Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

At least almost 6 in 10 respondents in each classification agree that the pandemic provides the perfect time to tackle reform. Over half in each strongly agree. Still, the number agreeing is higher for G5 (81% agree), FCS (73%), and DI-No Football (72%) than A5 (59%). In total, the results suggest now is the time to move forward with reform.

**Agreement with Statements About the Possible Future Strategies or Solutions for Division I By Subgroup:
The Coronavirus Pandemic Presents the Perfect Time to Tackle Problems in Division I Governance and
Organizational/ Competitive Structure (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.7: To what extent do you agree or disagree with each of the following statements when thinking about future strategies or solutions for Division I? The coronavirus pandemic presents the perfect time to tackle problems in Division I governance and organizational/ competitive structure

Base: All respondents answering.

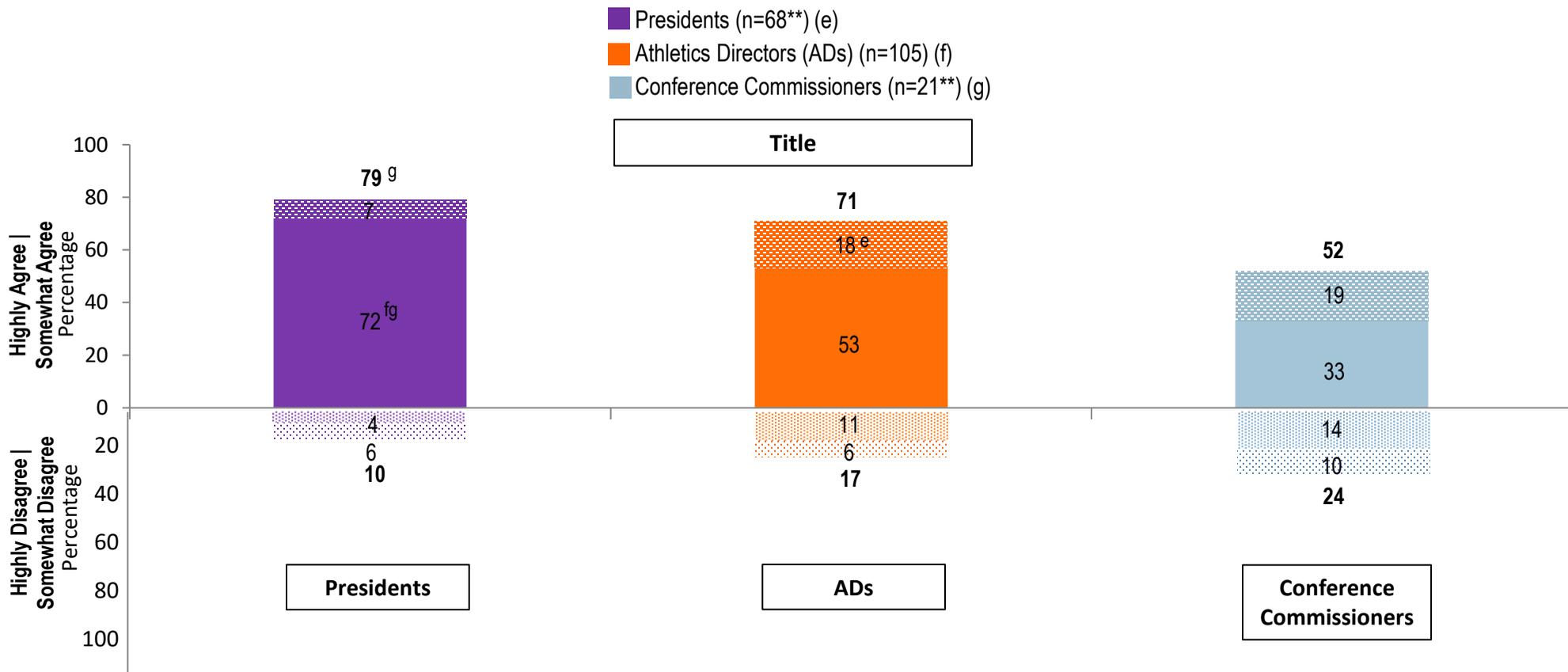
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

Presidents, in particular, say the pandemic is the perfect time for reform (72% strongly agree, 79% agree). While over 7 in 10 Athletics Directors agree that the time is right, fewer, but still over half, strongly agree (53%). Half of Commissioners (52%) agree this is a good time for change and a third (33%) strongly agree. The majority of all groups agree now is the right time for reform.

**Agreement with Statements About the Possible Future Strategies or Solutions for Division I By Subgroup:
The Coronavirus Pandemic Presents the Perfect Time to Tackle Problems in Division I Governance and
Organizational/ Competitive Structure (Top 3/Bottom 3, Cont'd)**



Q.7: To what extent do you agree or disagree with each of the following statements when thinking about future strategies or solutions for Division I? The coronavirus pandemic presents the perfect time to tackle problems in Division I governance and organizational/ competitive structure

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

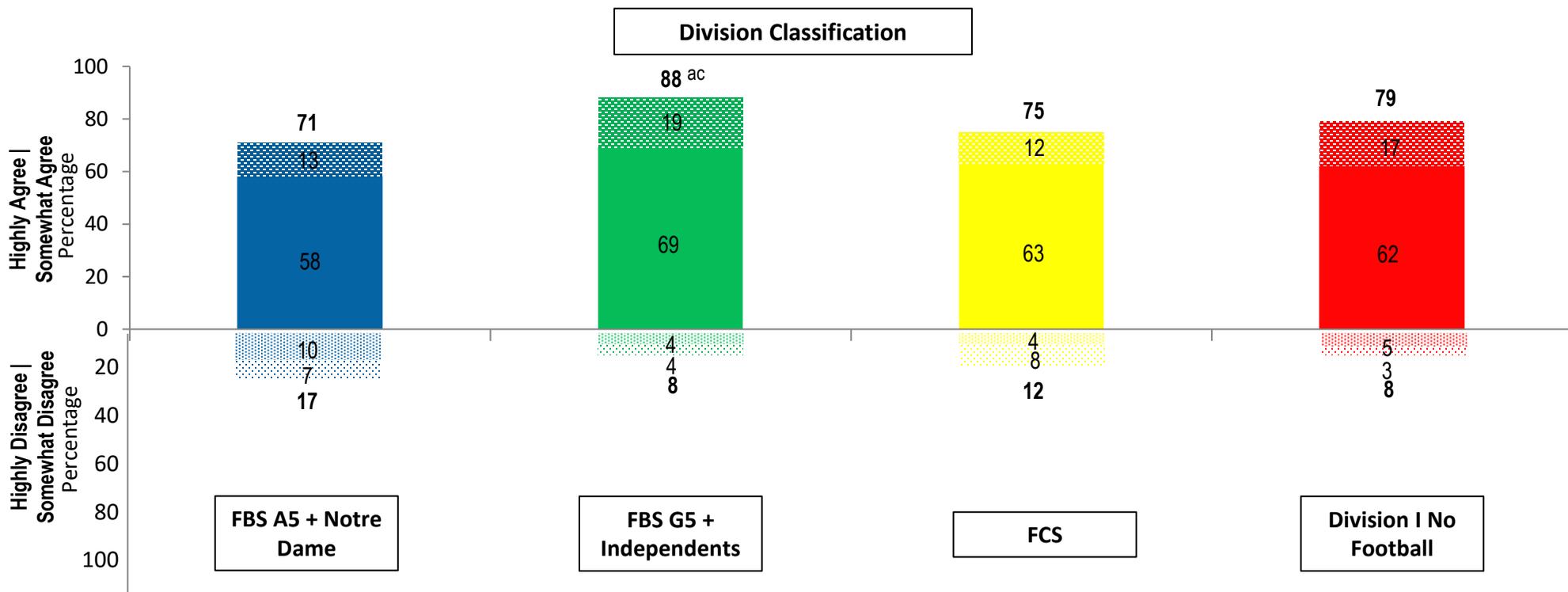
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

All classifications support the concept of “big solutions” rather than incremental change. While significant percentage in the A5 strongly agree about “big solutions” (58%) or agree in principal (71%), this lags behind interest in “big solutions” among G5 (69% strongly agree, 88% agree), FCS (63% strongly agree, 75% agree), and DI-No Football (62% strongly agree, 79% agree).

**Agreement with Statements About the Possible Future Strategies or Solutions for Division I By Subgroup:
Division I Reform Should Look For “Big Solutions” Rather Than Incremental Changes (Top 3/Bottom 3, Cont’d)**

- FBS “Autonomous 5” Plus Notre Dame (n=62**) (a)
- FBS “Group of Five” Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.7: To what extent do you agree or disagree with each of the following statements when thinking about future strategies or solutions for Division I? Division I reform should look for “big solutions” rather than incremental changes

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals “Strongly Agree” and 1 equals “Strongly Disagree.”

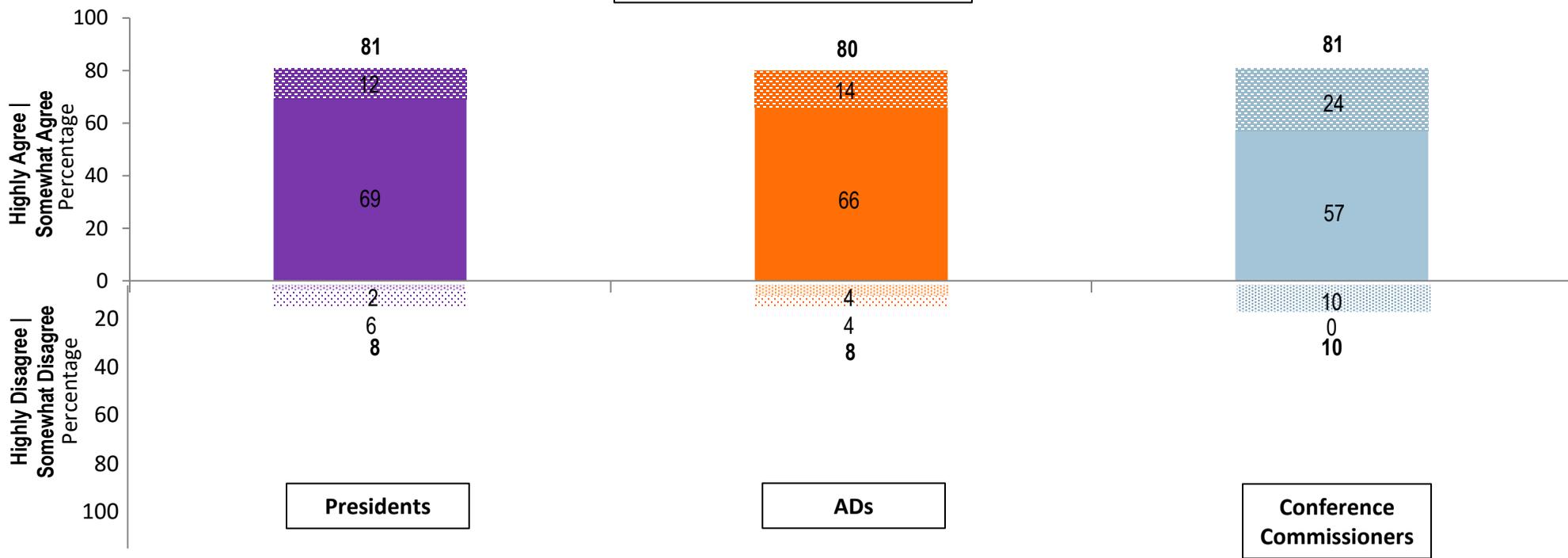
** Caution, small base size.

Eight in ten of each decision-maker title agree that change should reach for “big solutions” (81% Presidents, 80% ADs, 81% Commissioners). All decision-maker groups support “big solutions” to reform.

**Agreement with Statements About the Possible Future Strategies or Solutions for Division I By Subgroup:
Division I Reform Should Look For “Big Solutions” Rather Than Incremental Changes (Top 3/Bottom 3, Cont’d)**

■ Presidents (n=68**) (e)
■ Athletics Directors (ADs) (n=105) (f)
■ Conference Commissioners (n=21**) (g)

Title



Presidents

ADs

Conference
Commissioners

Q.7: To what extent do you agree or disagree with each of the following statements when thinking about future strategies or solutions for Division I? Division I reform should look for “big solutions” rather than incremental changes

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals “Strongly Agree” and 1 equals “Strongly Disagree.”

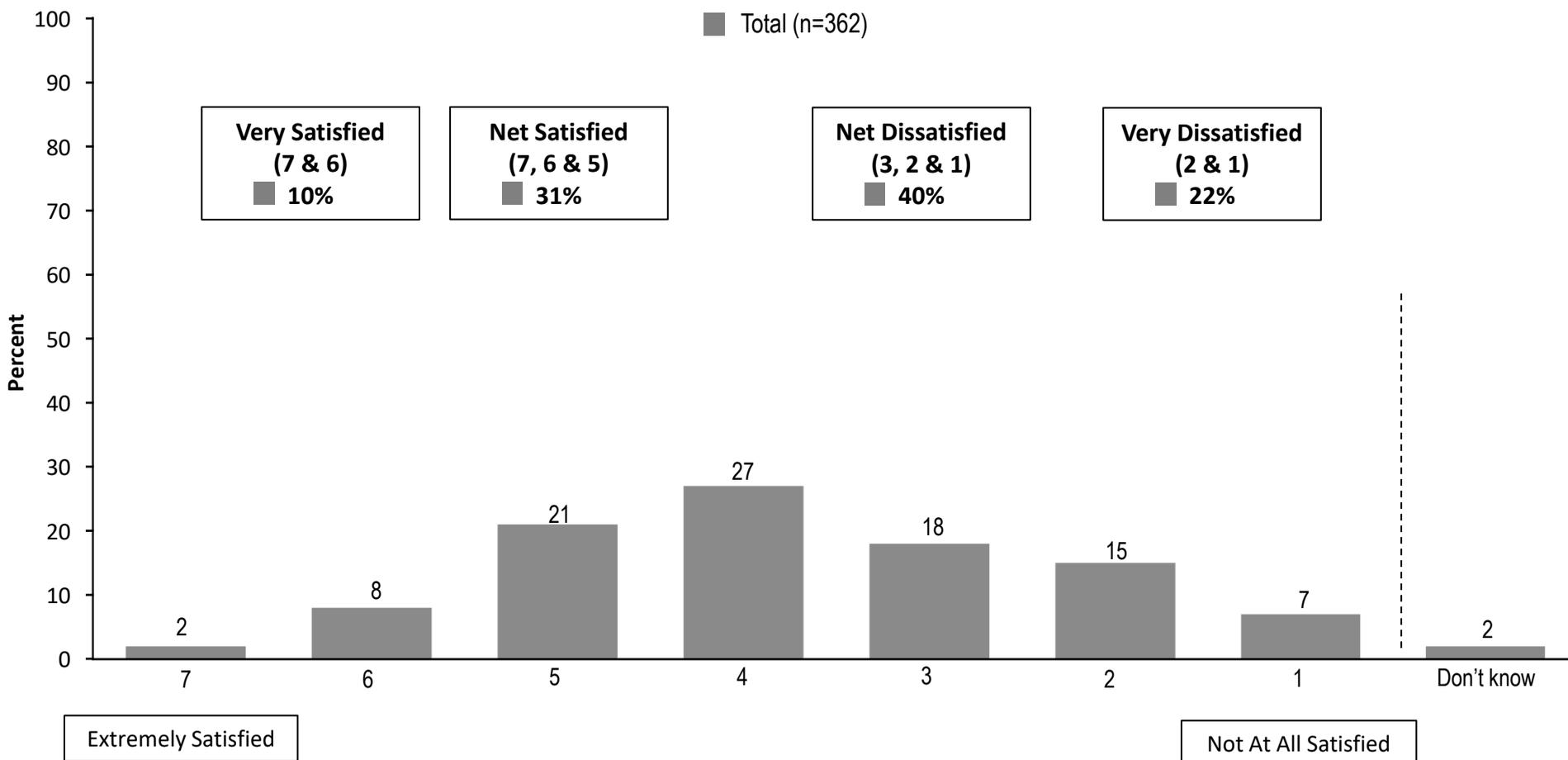
** Caution, small base size.

Objective 2: Determine Satisfaction with Division I Governance Structure

Respondents were told that governance is “the process and related power by which decisions are made within Division I of the NCAA.” A membership organization should strive for excellence and a strong one should have a significant percentage of members who are very satisfied with it. However, satisfaction with NCAA Division I governance is low. Only 10% of members are very satisfied and less than 1 in 3 (31%) are even somewhat satisfied. Significantly more are at least somewhat dissatisfied (40%) and over 1 in 5 (22%) are very dissatisfied.

- Low satisfaction with governance supports potential reform in this area.
- Note that the survey was conducted in the midst of the COVID-19 pandemic with conferences independently trying to make decisions about the safety of fall sports and whether to play.

Overall Satisfaction with Current NCAA Division I Governance

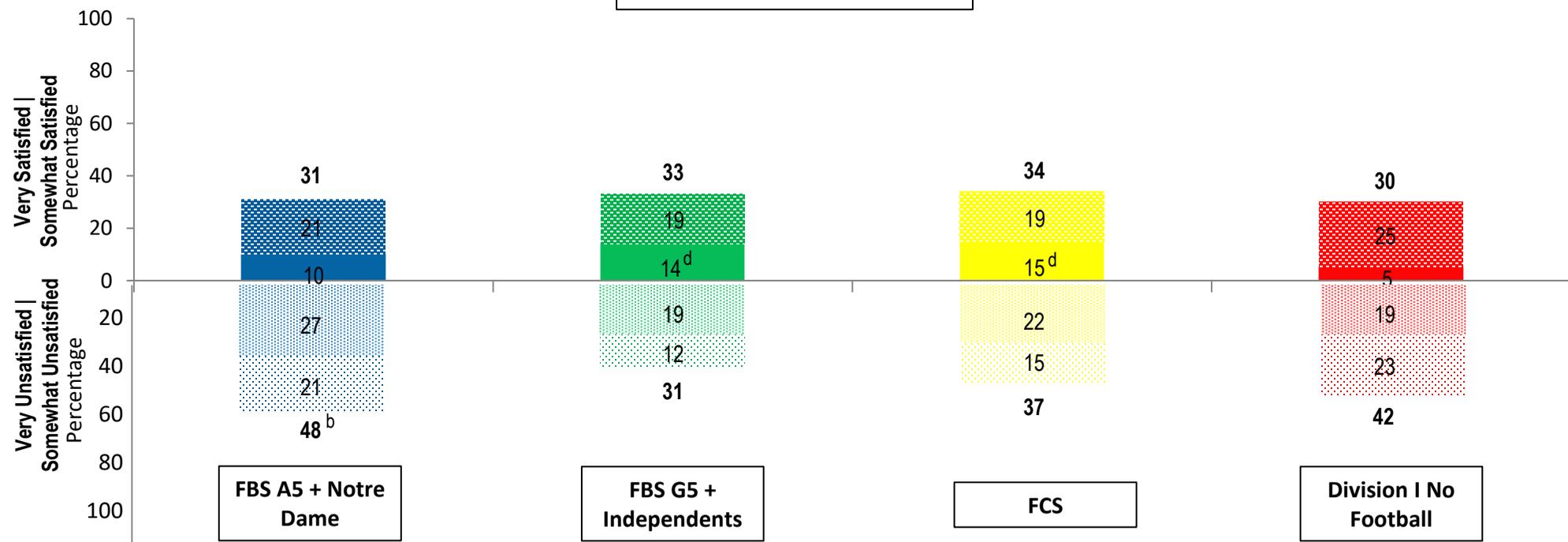


Satisfaction with Division I governance is low regardless of any classification. Not more than 15% of any classification are very satisfied and only around a third of each are even somewhat satisfied. With the exception of the G5 plus independents where similar numbers are satisfied (33%) and dissatisfied (31%), other classifications are more dissatisfied than satisfied (A5, FCS, DI-No Football). Those in the A5 are particularly likely to be at least somewhat dissatisfied with Division I governance (48%) followed by DI-No Football (42%) and FCS (37%).

Overall Satisfaction with Current NCAA Division I Governance By Segment (Top 3/Bottom 3)

- FBS "Autonomous 5" Plus Notre Dame (n=63**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)

Division Classification



Q.2a: For this question, governance means "the process and related power by which decisions are made within Division I of the NCAA." How satisfied are you with the current NCAA Division I governance?

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

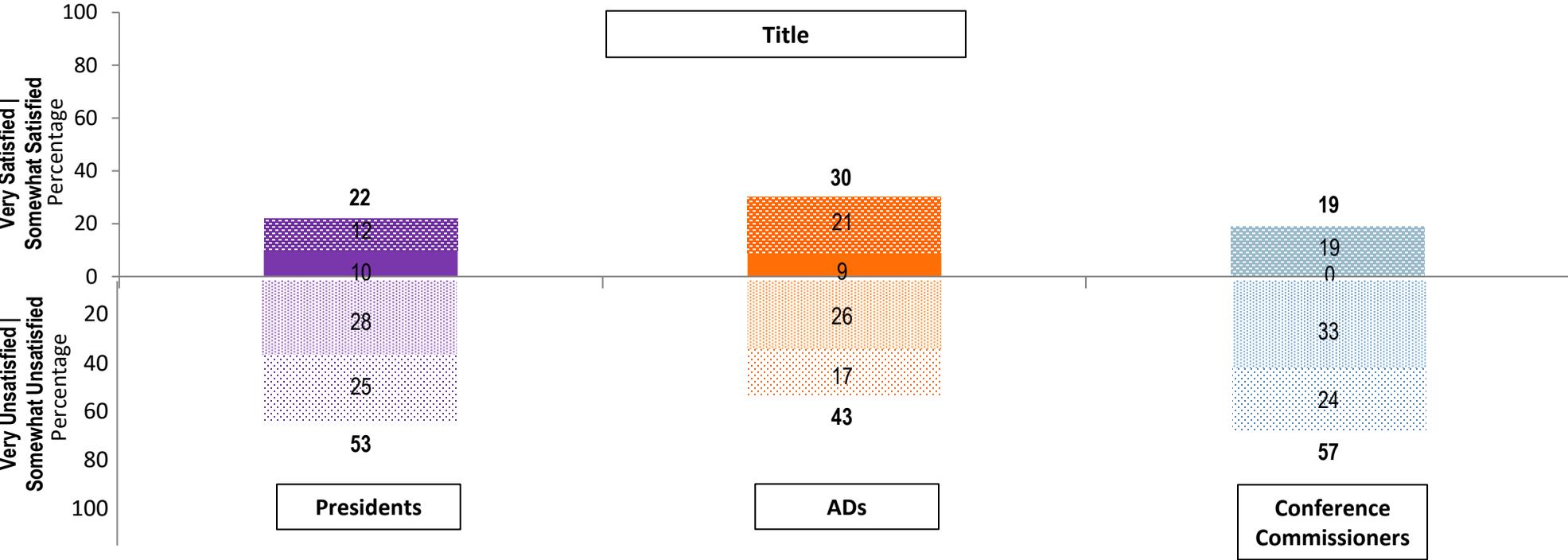
Percentages are on a 7-point scale where 7 equals "Extremely Satisfied" and 1 equals "Not At All Satisfied."

Caution, small base size.

Not more than 10% of any key decision-maker title is very satisfied with Division I governance and, at most, 30% are even somewhat satisfied. The percentage dissatisfied is higher than the percentage satisfied for all key titles: Presidents-22% satisfied, 53% dissatisfied; Athletics Directors (ADs)-30% satisfied, 43% dissatisfied; Conference Commissioners-19% satisfied, 57% dissatisfied.

Overall Satisfaction with Current NCAA Division I Governance By Segment (Top 3/Bottom 3, Cont'd)

- Presidents (n=69**) (e)
- Athletics Directors (ADs) (n=106) (f)
- Conference Commissioners (n=21**) (g)



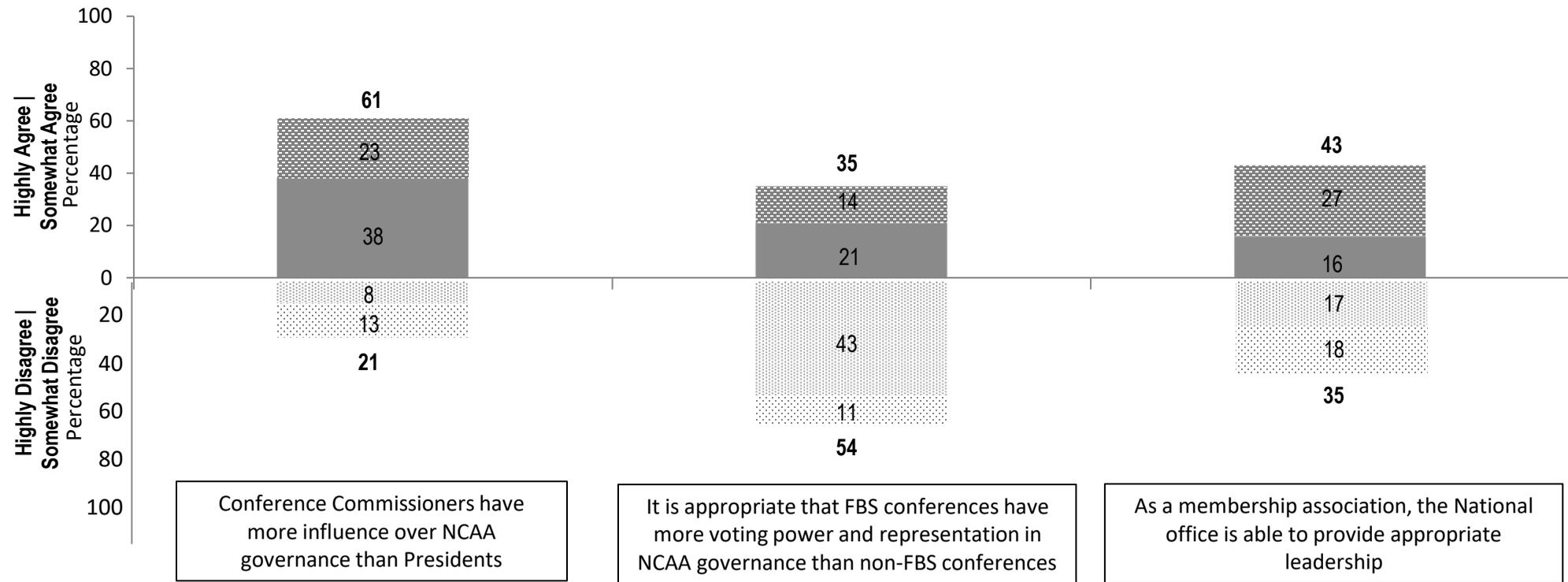
Q.2a: For this question, governance means “the process and related power by which decisions are made within Division I of the NCAA.” How satisfied are you with the current NCAA Division I governance?
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals “Extremely Satisfied” and 1 equals “Not At All Satisfied.”
 ** Caution, small base size.

Objective 3: Evaluate Selected Governance Issues

On detailed issues of governance, about 6 in 10 (61%) agree that Conference Commissioners have more influence over NCAA governance than Presidents. Only around a third across all classifications (35%) agree it is appropriate for FBS conferences to have more voting power and representation in governance than non-FBS conferences. This will vary by classification, as shown shortly. Well less than half of NCAA members (43%) think the National office is able to provide appropriate leadership, and only 16% strongly agree that it can.

Agreement with Various Statements About Current NCAA Division I Governance (Top 3/Bottom 3)

■ Total (n=362)

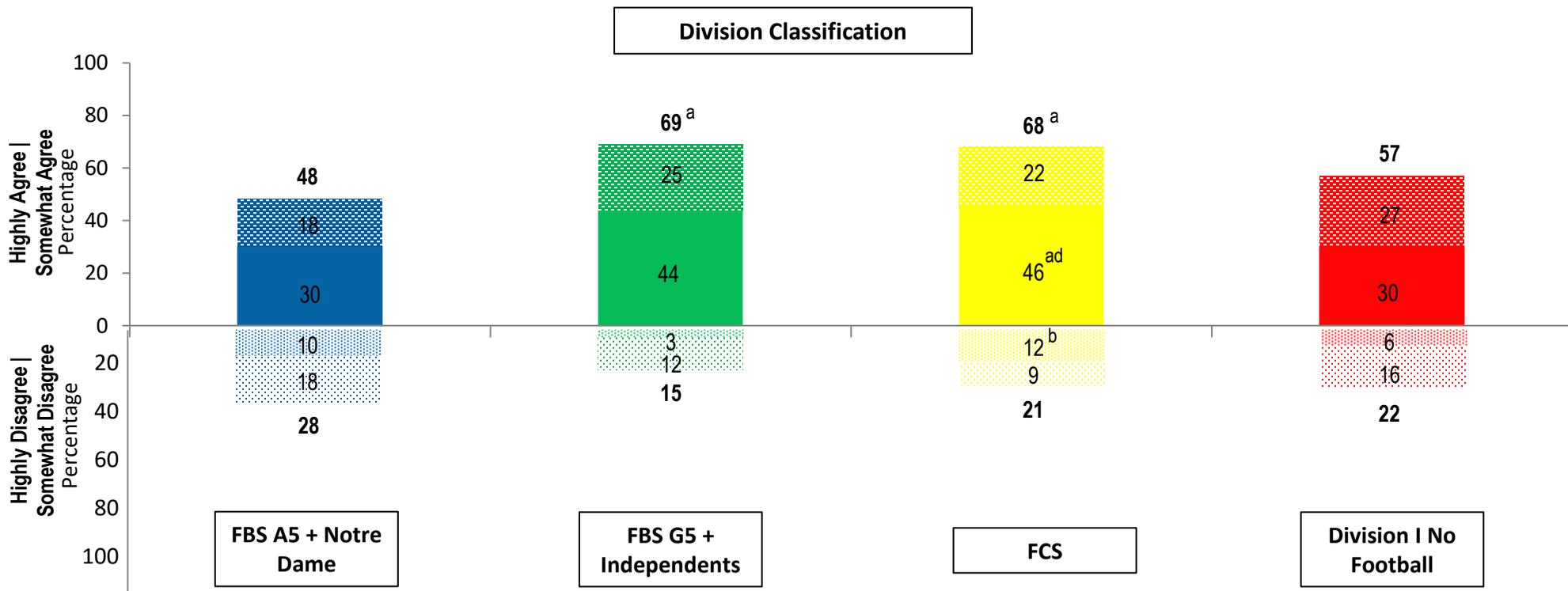


Q.2b: Again, for this question, governance means “the process and related power by which decisions are made within Division I of the NCAA.” To what extent do you agree or disagree with the following statements about current NCAA governance?
 Base: All respondents answering.
 Note: Percentages are on a 7-point scale where 7 equals “Strongly Agree” and 1 equals “Strongly Disagree.”

The A5 (30% strongly agree, 48% agree) are less likely to say Conference Commissioners have more influence over NCAA governance than Presidents compared other classifications. Still, almost half in the A5 agree with this statement. At least 57% of other classifications agree with this statement.

**Agreement with Various Statements About Current NCAA Division I Governance By Segment:
Conference Commissioners Have More Influence Over NCAA Governance Than Presidents (Top 3/Bottom 3)**

- FBS "Autonomous 5" Plus Notre Dame (n=63**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)



Q.2b: Again, for this question, governance means "the process and related power by which decisions are made within Division I of the NCAA." To what extent do you agree or disagree with the following statements about current NCAA governance? Conference Commissioners have more influence over NCAA governance than Presidents

Base: All respondents answering.

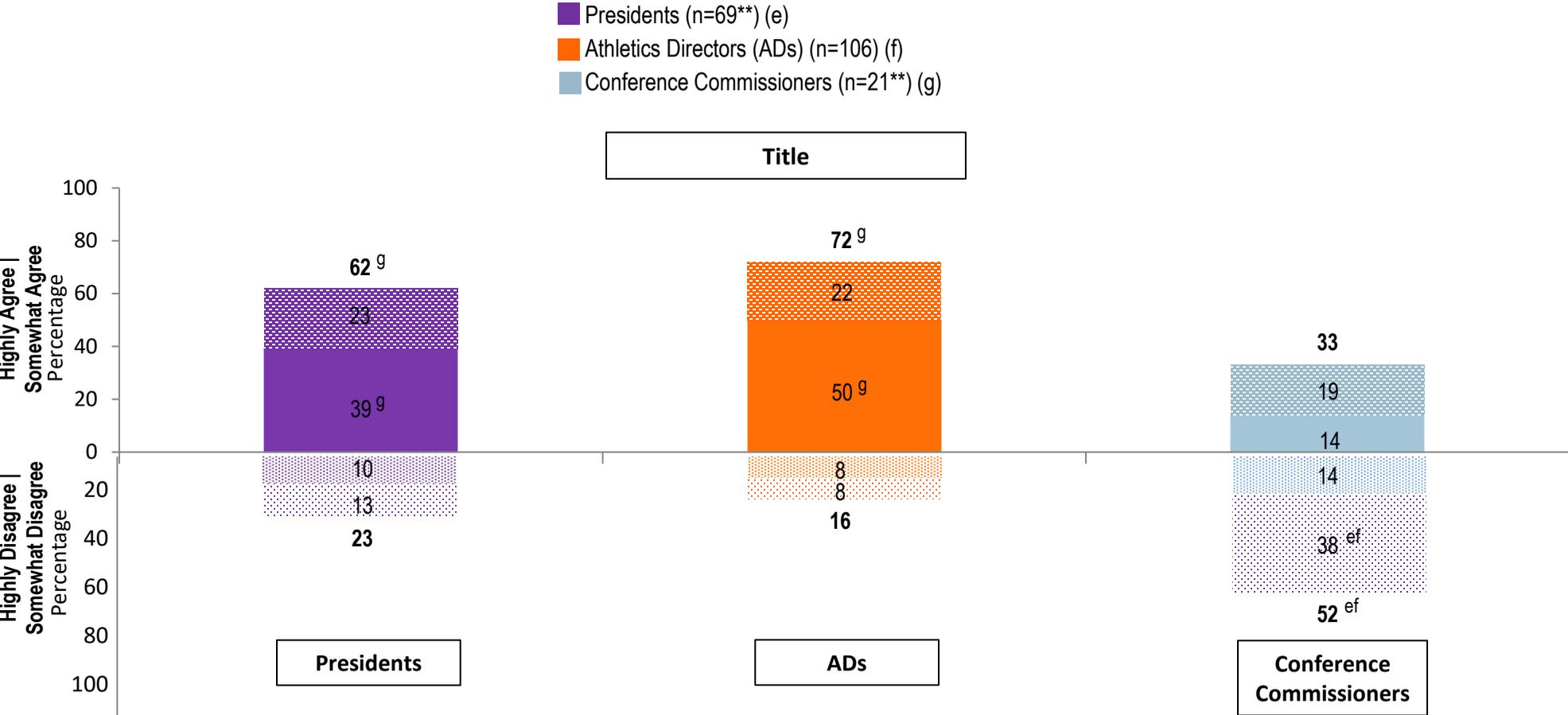
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Caution, small base size.

While Presidents (62%) and ADs (72%) generally agree that Conference Commissioners have more influence over NCAA governance than Presidents, only a third (33%) of Conference Commissioners admit to this.

**Agreement with Various Statements About Current NCAA Division I Governance By Segment:
Conference Commissioners Have More Influence Over NCAA Governance Than Presidents (Top 3/Bottom 3, Cont'd)**



Q.2b: Again, for this question, governance means “the process and related power by which decisions are made within Division I of the NCAA.” To what extent do you agree or disagree with the following statements about current NCAA governance? Conference Commissioners have more influence over NCAA governance than Presidents

Base: All respondents answering.

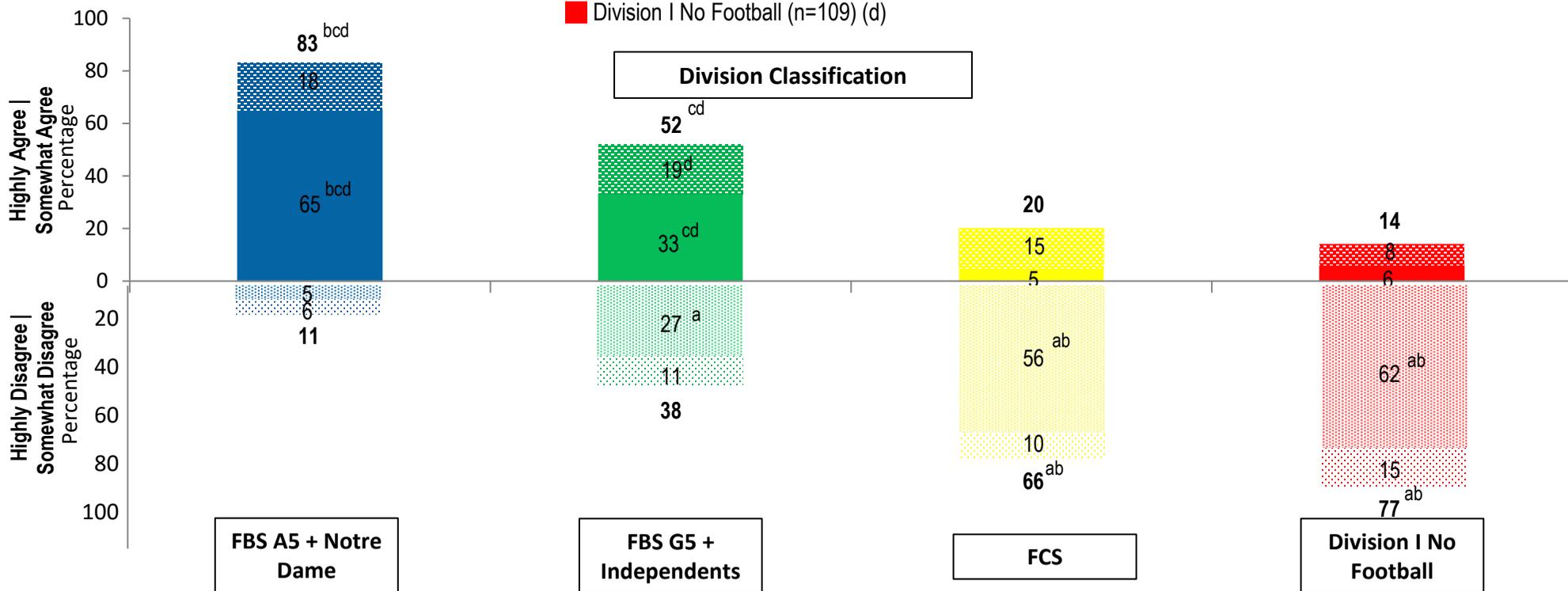
Note: Letters indicate statistically significant differences.
Percentages are on a 7-point scale where 7 equals “Strongly Agree” and 1 equals “Strongly Disagree.”

** Caution, small base size.

A5 schools are interested in voting power as 83% agree and 65% strongly agree that it is appropriate for FBS conferences to have more voting power and representation in NCAA governance than non-FBS conferences. While G5 also agree (52% agree, 33% strongly agree) their percentages are much lower than for the A5. As you'd expect, non-FBS schools, including FCS (20% agree, 66% disagree) and DI-No Football (14% agree, 77% disagree) do not accept the current balance of power.

**Agreement with Various Statements About Current NCAA Division I Governance By Segment:
It is Appropriate That FBS Conferences Have More Voting Power and Representation in NCAA Governance Than Non-FBS Conferences (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=63**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)



Q.2b: Again, for this question, governance means "the process and related power by which decisions are made within Division I of the NCAA." To what extent do you agree or disagree with the following statements about current NCAA governance? It is appropriate that FBS conferences have more voting power and representation in NCAA governance than non-FBS conferences

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

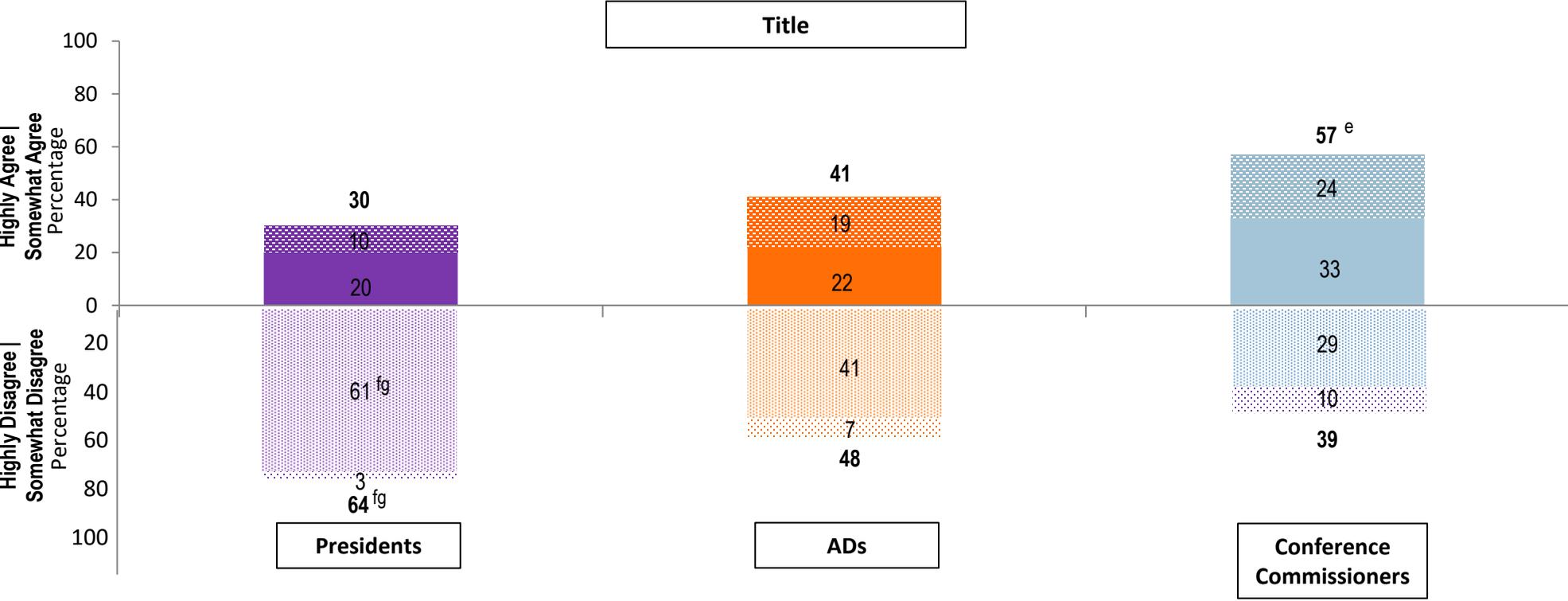
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

Presidents (30% agree), ADs (41%) and Commissioners (57%) have varying agreement on it being appropriate for FBS conferences to have more voting power and representation, but the real determinant on this question is division classification, not title.

**Agreement with Various Statements About Current NCAA Division I Governance By Segment:
It is Appropriate That FBS Conferences Have More Voting Power and Representation in NCAA Governance Than Non-FBS Conferences (Top 3/Bottom 3, Cont'd)**

- Presidents (n=69**) (e)
- Athletics Directors (ADs) (n=106) (f)
- Conference Commissioners (n=21**) (g)

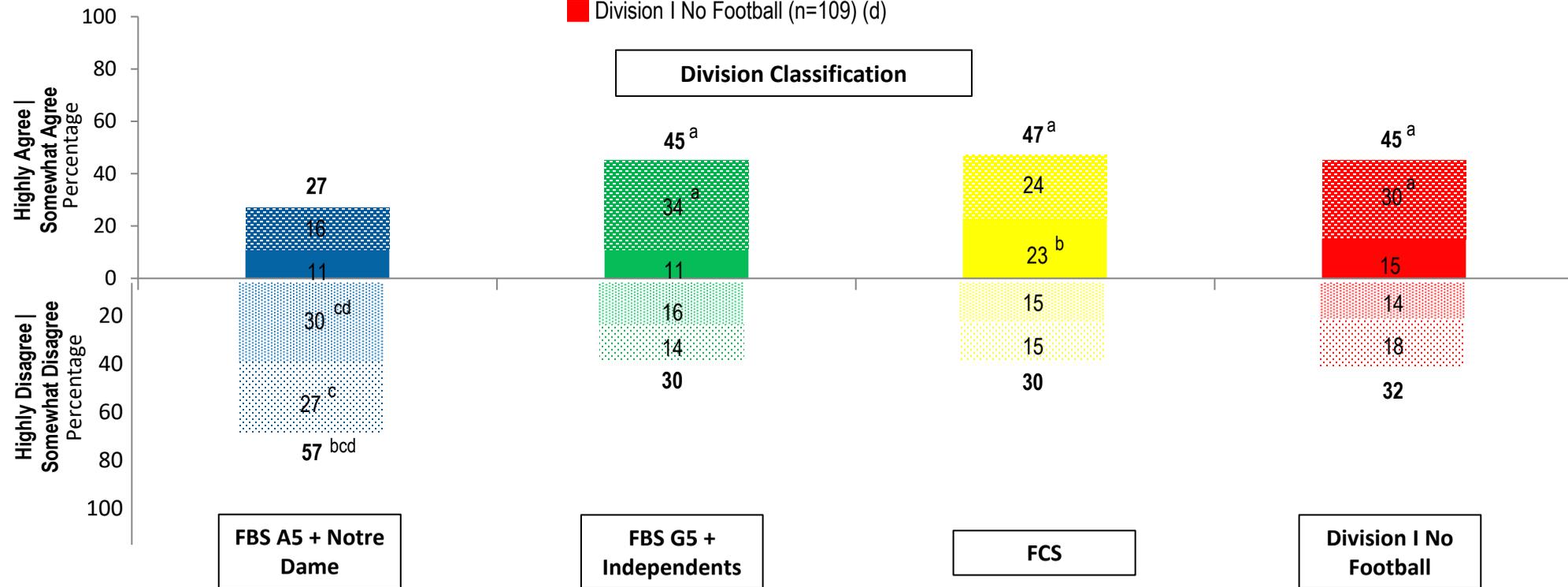


Q.2b: Again, for this question, governance means “the process and related power by which decisions are made within Division I of the NCAA.” To what extent do you agree or disagree with the following statements about current NCAA governance? It is appropriate that FBS conferences have more voting power and representation in NCAA governance than non-FBS conferences
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals “Strongly Agree” and 1 equals “Strongly Disagree.”
 ** Caution, small base size.

Less than half of each classification agree that the National office is able to provide appropriate leadership. Still, it is striking that particularly few A5 schools agree with this statement and almost 6 in 10 (57%) disagree, a much higher disagreement rate than other classifications. It is notable that the timing of the survey (June – July) occurred after the cancellation of the winter and spring NCAA championships.

**Agreement with Various Statements About Current NCAA Division I Organizational/ Competitive Structure By Segment:
As a Membership Association, the National Office Is Able to Provide Appropriate Leadership (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=63**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)



Q.2b: Again, for this question, governance means “the process and related power by which decisions are made within Division I of the NCAA.” To what extent do you agree or disagree with the following statements about current NCAA governance? As a membership association, the National office is able to provide appropriate leadership

Base: All respondents answering.

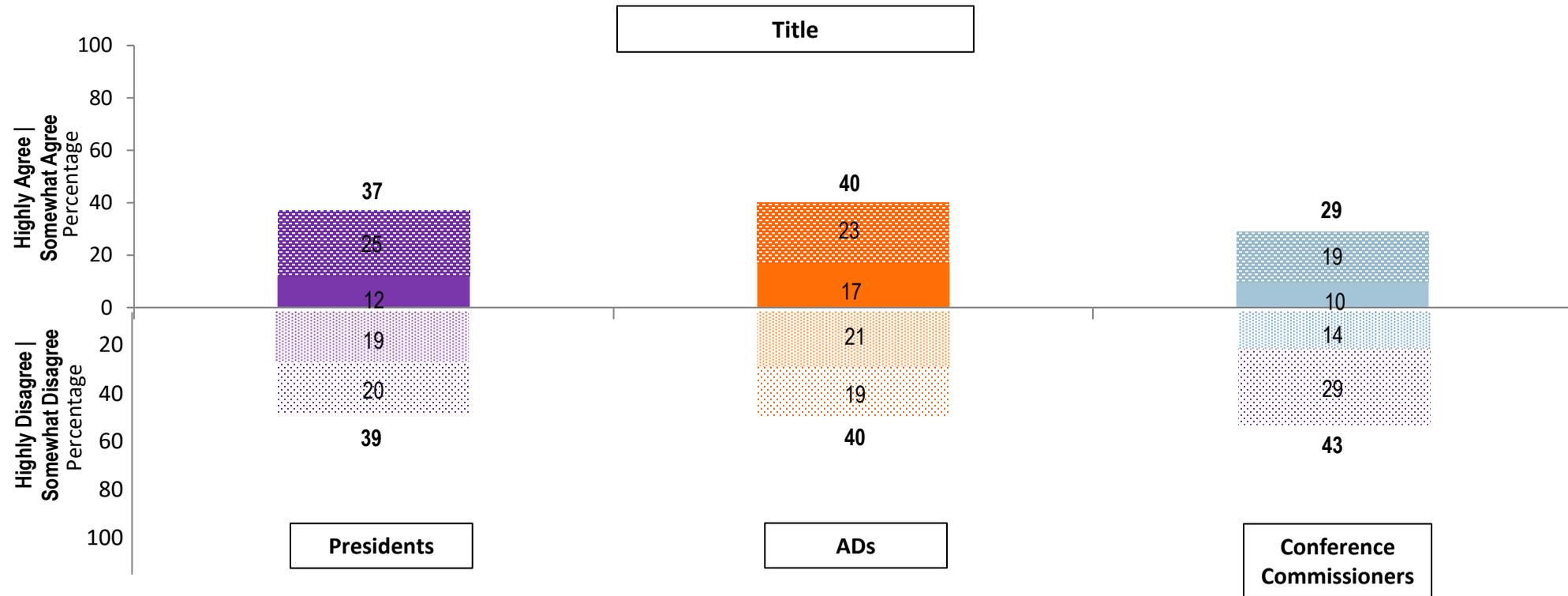
Note: Letters indicate statistically significant differences.
Percentages are on a 7-point scale where 7 equals “Strongly Agree” and 1 equals “Strongly Disagree.”

** Caution, small base size.

A minority among each title feel the National office is able to provide appropriate leadership for Division I.

**Agreement with Various Statements About Current NCAA Division I Organizational/ Competitive Structure By Segment:
As a Membership Association, the National Office Is Able to Provide Appropriate Leadership (Top 3/Bottom 3, Cont'd)**

■ Presidents (n=69**) (e)
■ Athletics Directors (ADs) (n=106) (f)
■ Conference Commissioners (n=21**) (g)



Q.2b: Again, for this question, governance means “the process and related power by which decisions are made within Division I of the NCAA.” To what extent do you agree or disagree with the following statements about current NCAA governance? As a membership association, the National office is able to provide appropriate leadership

Base: All respondents answering.

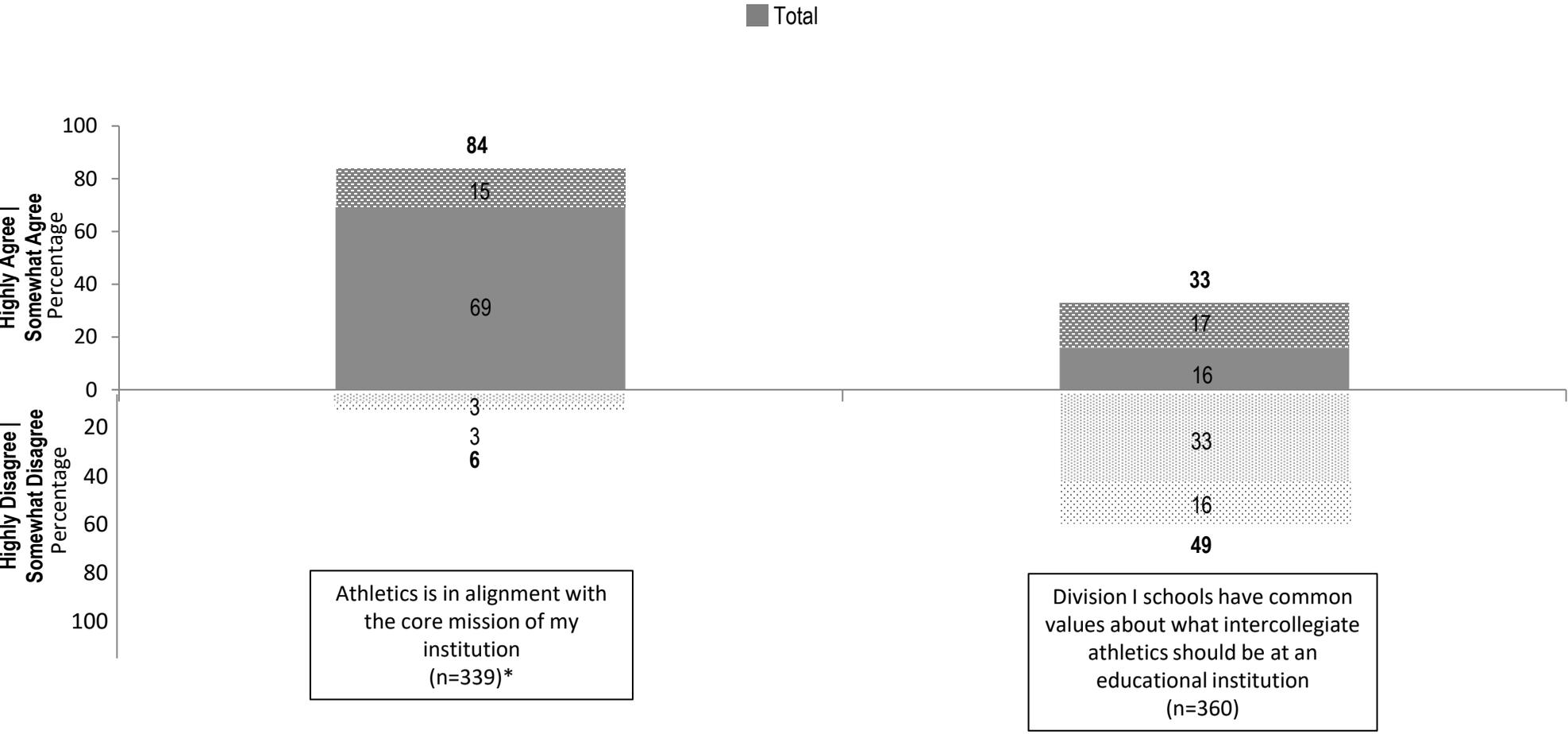
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals “Strongly Agree” and 1 equals “Strongly Disagree.”

** Caution, small base size.

An area of great unanimity is that schools feel athletics is in alignment with the core mission of their own institution (84% agree, 6% disagree). While they tend to think the alignment is right at their own school, they don't believe DI schools tend to share common values about what intercollegiate athletics should be at an educational institution (33% agree, 49% disagree).

Agreement with Statements About Core Mission and Common Values (Top 3/Bottom 3)

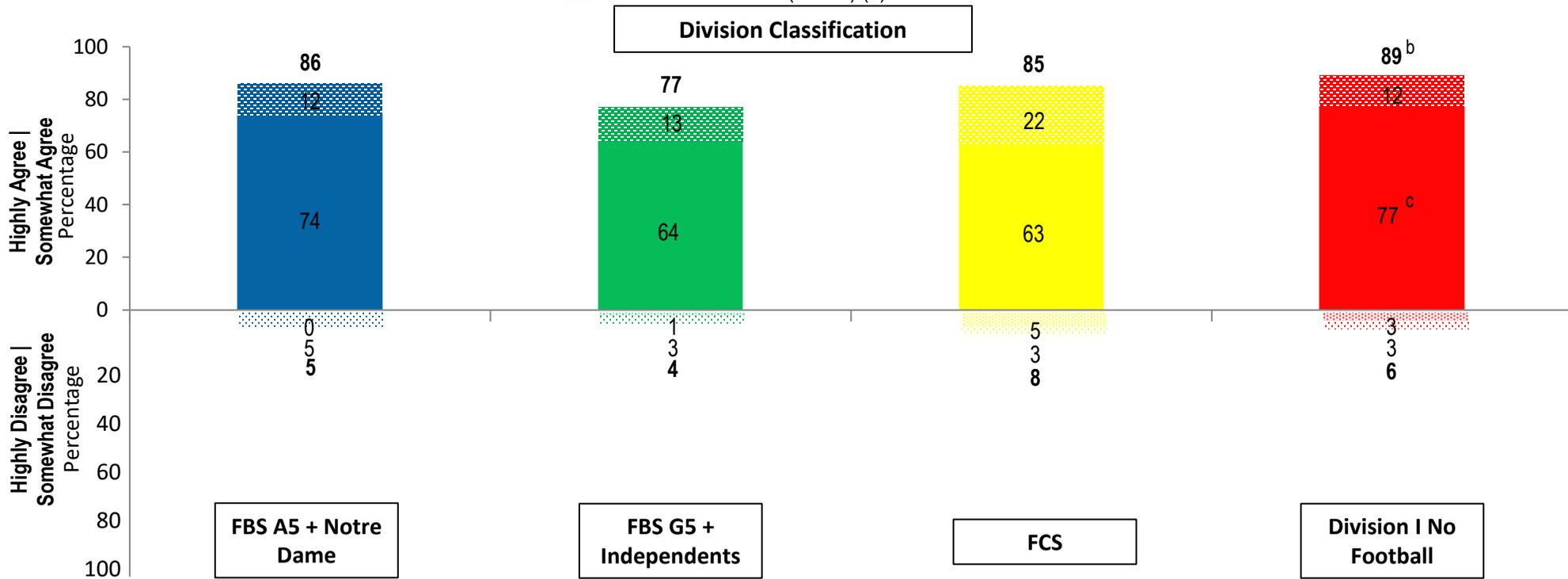


Q.3b: To what extent do you agree or disagree with the following statements?
 Base: All respondents answering.
 Note: Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."
 * Shown to all except Conference Commissioners.

All classifications strongly believe athletics at their schools is in alignment with the core mission of their institution (at least 77% of each agree).

**Agreement with Statements About Core Mission and Common Values By Segment:
Athletics is in Alignment With the Core Mission of My Institution (Top 3/Bottom 3)**

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=69**) (b)
- Football Championship Subdivision (FCS) (n=109) (c)
- Division I No Football (n=100) (d)



Q.3b: To what extent do you agree or disagree with the following statements? Athletics is in alignment with the core mission of my institution

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

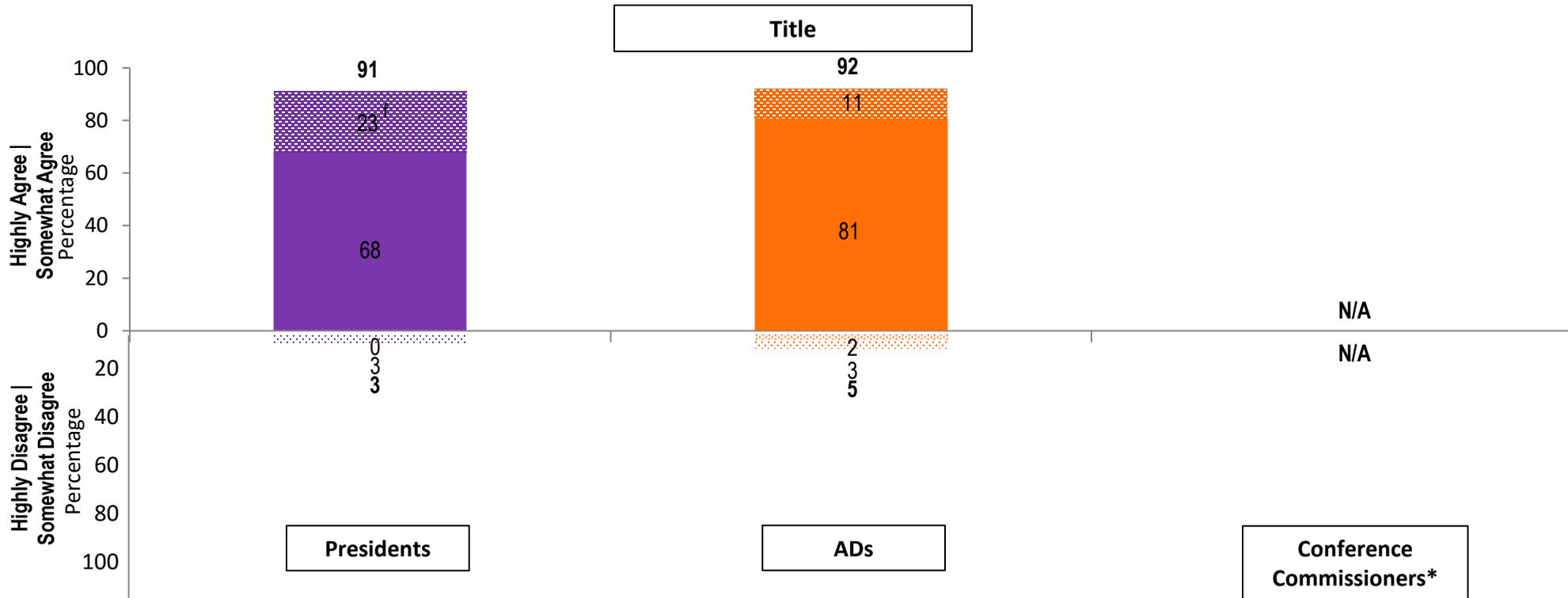
Shown to all except Conference Commissioners.

** Caution, small base size.

Presidents (91% agree) and ADs (92%) both overwhelmingly agree that athletics is in alignment with the core mission of their institution.

**Agreement with Statements About Core Mission and Common Values By Segment:
Athletics is in Alignment With the Core Mission of My Institution (Top 3/Bottom 3, Cont'd)**

■ Presidents (n=69**) (e)
■ Athletics Directors (ADs) (n=104) (f)
■ Conference Commissioners (n=N/A)



Q.3b: To what extent do you agree or disagree with the following statements? Athletics is in alignment with the core mission of my institution

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

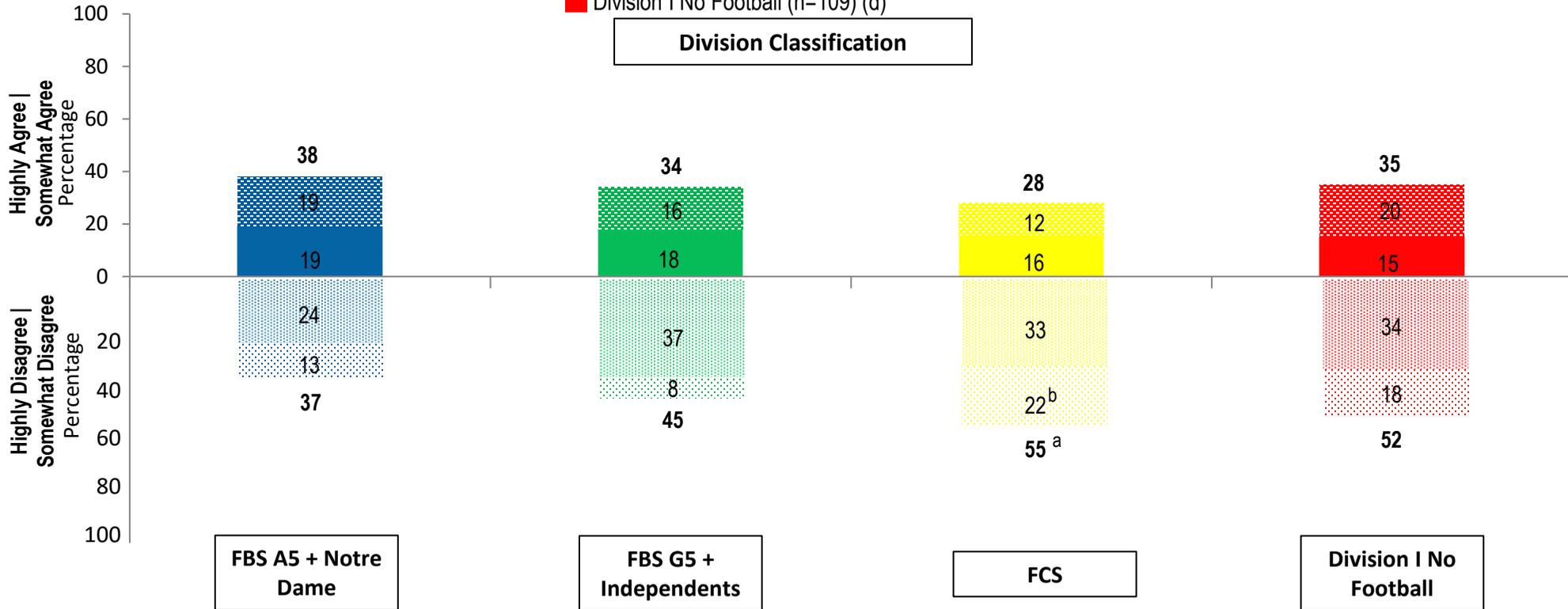
* Shown to all except Conference Commissioners.

** Caution, small base size.

G5 (45% disagree), FCS (55% disagree), and DI-No Football (52% disagree) are more likely to disagree than agree that DI schools have common values about what intercollegiate athletics should be at an educational institution. A5 schools are almost evenly split on this statement (38% agree, 37% disagree).

**Agreement with Statements About Core Mission and Common Values By Segment:
Division I Schools Have Common Values About What Intercollegiate Athletics
Should Be at an Educational Institution (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=63**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=115) (c)
- Division I No Football (n=109) (d)



Q.3b: To what extent do you agree or disagree with the following statements? Division I schools have common values about what intercollegiate athletics should be at an educational institution

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

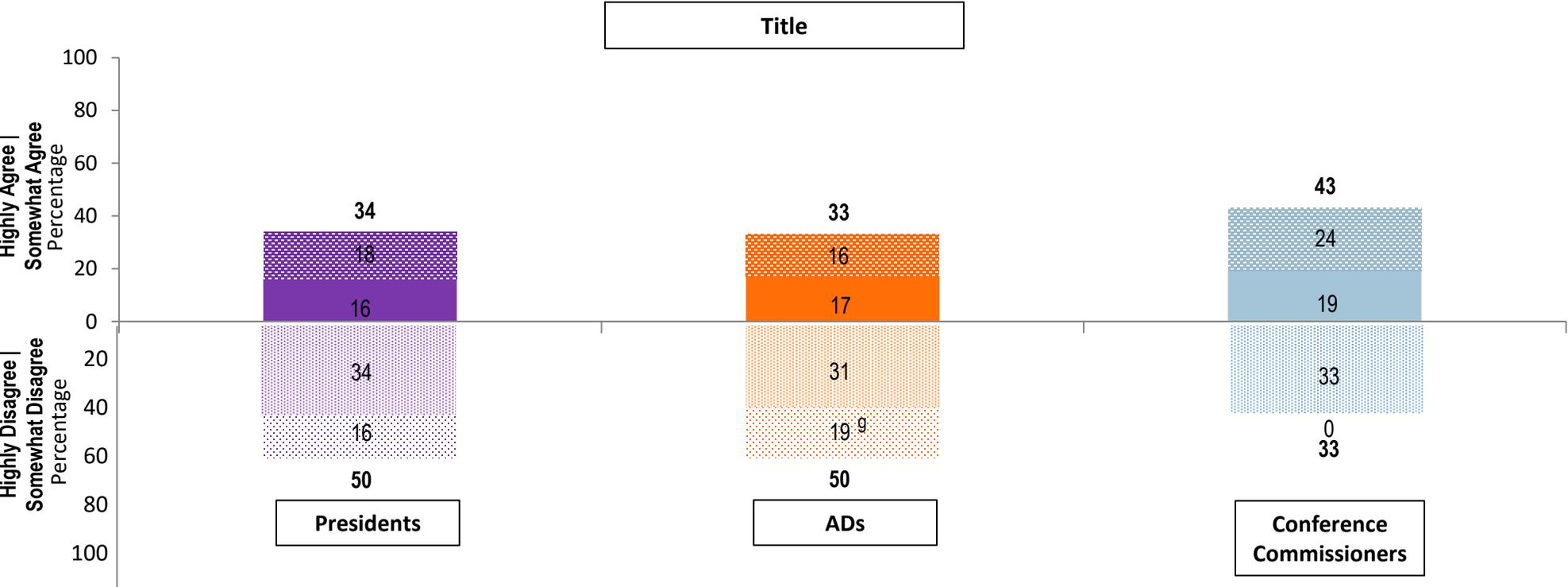
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Caution, small base size.

Presidents (50% disagree) and ADs (50% disagree) are more likely to disagree than agree that DI schools have common values about what intercollegiate athletics should be at an educational institution. Commissioners, however, are more likely to agree on the existence of common values (43%) than disagree (33%).

**Agreement with Statements About Core Mission and Common Values By Segment:
Division I Schools Have Common Values About What Intercollegiate Athletics
Should Be at an Educational Institution (Top 3/Bottom 3, Cont'd)**

- Presidents (n=68**) (e)
- Athletics Directors (ADs) (n=105) (f)
- Conference Commissioners (n=21**) (g)



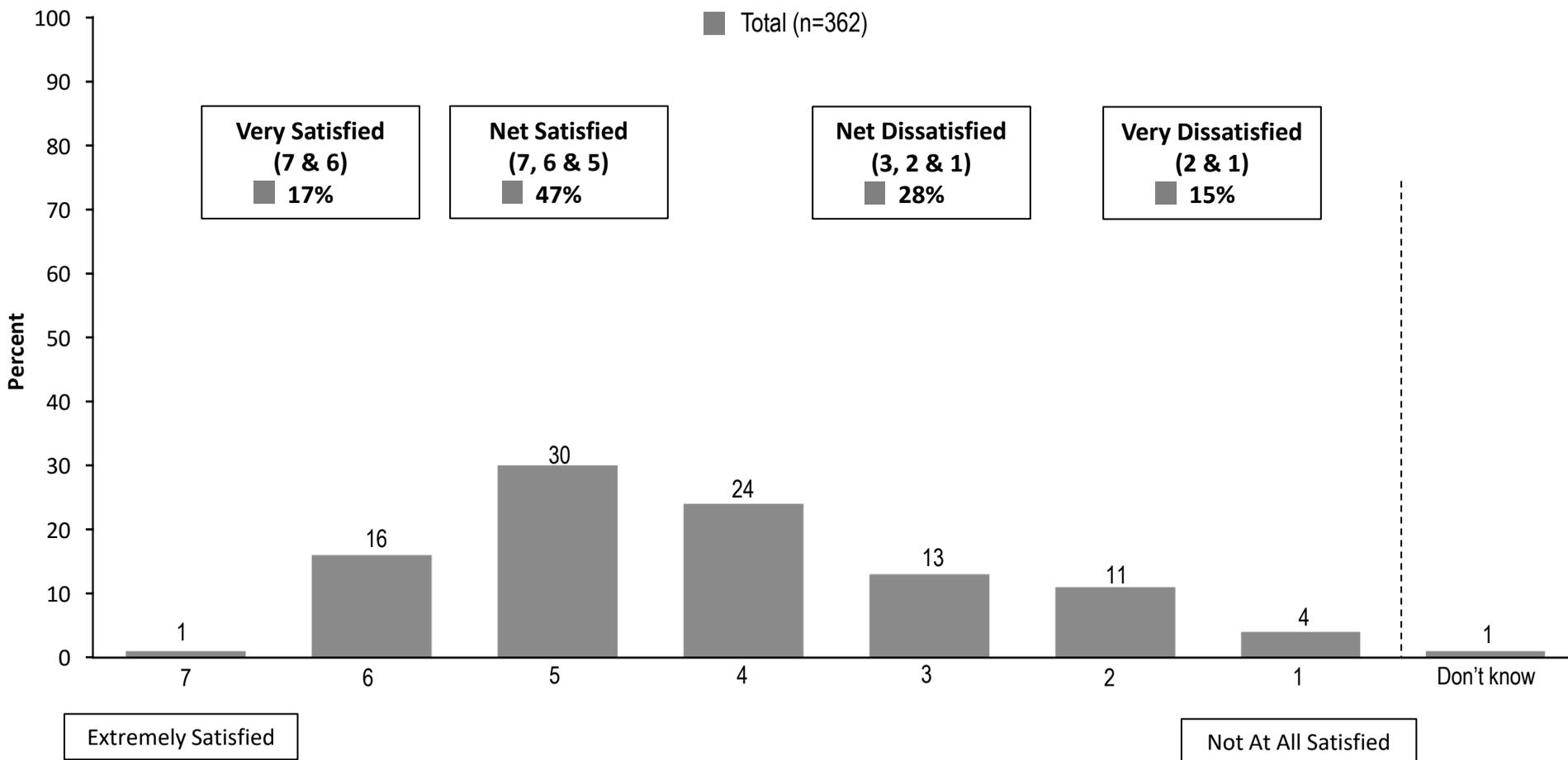
Q.3b: To what extent do you agree or disagree with the following statements? Division I schools have common values about what intercollegiate athletics should be at an educational institution
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."
 ** Caution, small base size.

Objective 4: Determine Satisfaction with Division I Organizational/ Competitive Structure

Organizational/competitive structure means “things that directly impact competition and athletes’ experiences such as membership requirements in DI subdivisions, championship access and structure and rules that impact college athletes’ experience.” Satisfaction is slightly higher for organizational/competitive structure than for governance. Still, less than half (47%) are satisfied and few (17%) are very satisfied, not acceptable percentages. Only a moderate number are dissatisfied (28%) because a significant percentage (24%) are neutral.

- These satisfaction numbers are too low for any organization that aspires to excellence in serving its members.

Overall Satisfaction with Current NCAA Division I Organizational/Competitive Structure



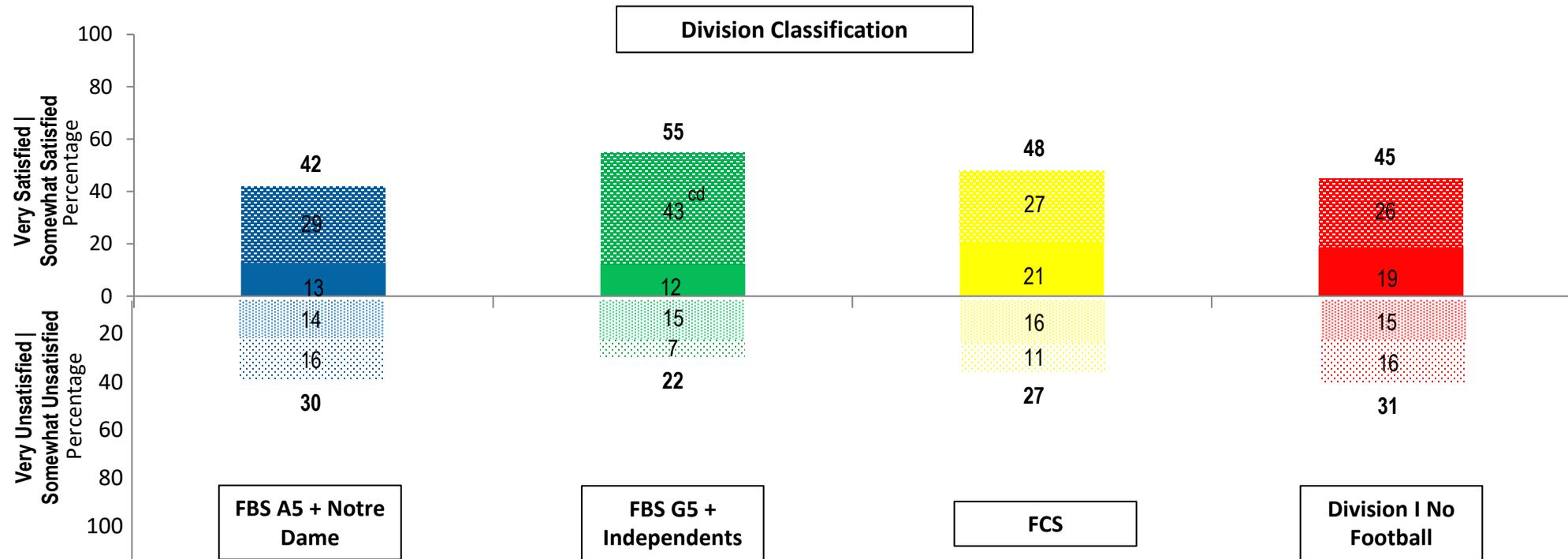
Q.3a: For this question, organizational/competitive structure means things that directly impact competition and athletes’ experiences such as membership requirements in Division I subdivisions; championship access and structure; and rules that impact college athletes’ experience (e.g., financial aid requirements and limits; sports offerings; length of seasons). How satisfied are you with the current NCAA Division I organizational/competitive structure?

Base: All respondents answering.

Between 12% and 21% of respondents in all categories indicate high satisfaction with the organizational and competitive structure with a larger percentage indicating they are somewhat satisfied. Total satisfaction is less than 50%, other than for the G5 where it is slightly above 50% (55%).

Overall Satisfaction with Current NCAA Division I Organizational/Competitive Structure By Segment (Top 3/Bottom 3)

- FBS "Autonomous 5" Plus Notre Dame (n=63**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)



Q.3a: For this question, organizational/competitive structure means things that directly impact competition and athletes' experiences such as membership requirements in Division I subdivisions; championship access and structure; and rules that impact college athletes' experience (e.g., financial aid requirements and limits; sports offerings; length of seasons). How satisfied are you with the current NCAA Division I organizational/competitive structure?

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

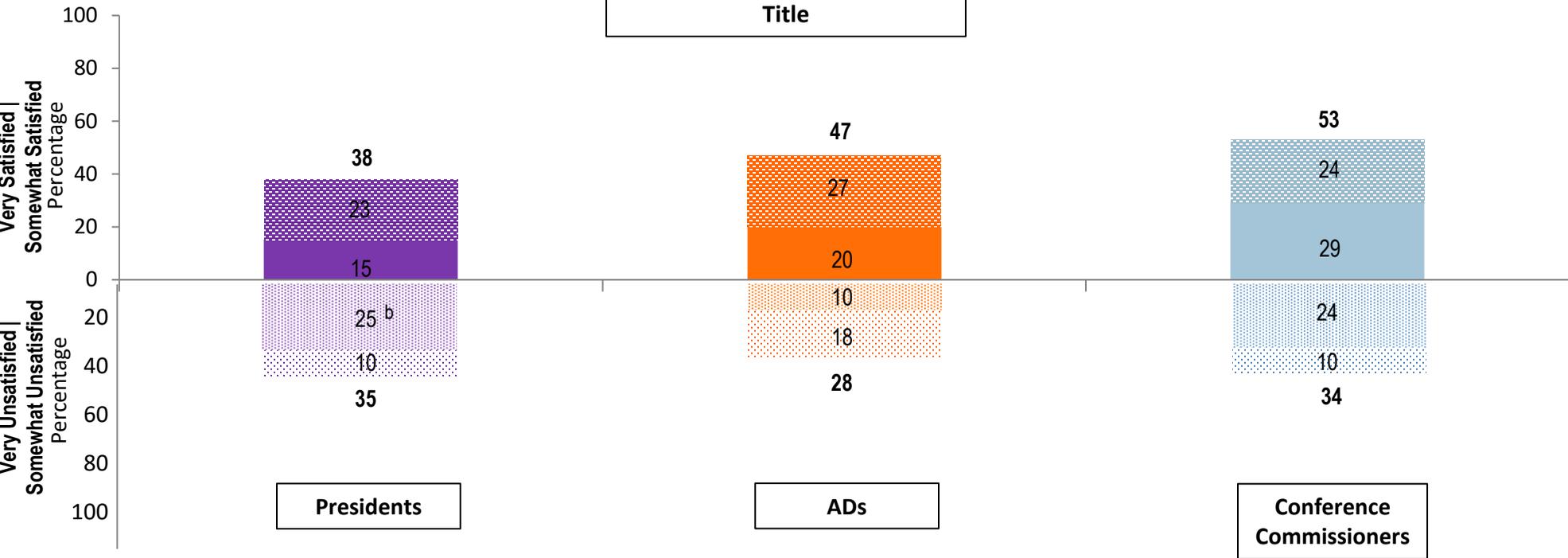
Percentages are on a 7-point scale where 7 equals "Extremely Satisfied" and 1 equals "Not At All Satisfied."

** Caution, small base size.

Among key decision-makers, Presidents (38%) are least likely to be satisfied with organizational/competitive structure. Around half of ADs (47%) and Commissioners (53%) are at least somewhat satisfied.

Overall Satisfaction with Current NCAA Division I Organizational/Competitive Structure By Segment (Top 3/Bottom 3, Cont'd)

- Presidents (n=69**) (e)
- Athletics Directors (ADs) (n=106) (f)
- Conference Commissioners (n=21**) (g)



Q.3a: For this question, organizational/competitive structure means things that directly impact competition and athletes' experiences such as membership requirements in Division I subdivisions; championship access and structure; and rules that impact college athletes' experience (e.g., financial aid requirements and limits; sports offerings; length of seasons). How satisfied are you with the current NCAA Division I organizational/competitive structure?

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Extremely Satisfied" and 1 equals "Not At All Satisfied."

** Caution, small base size.

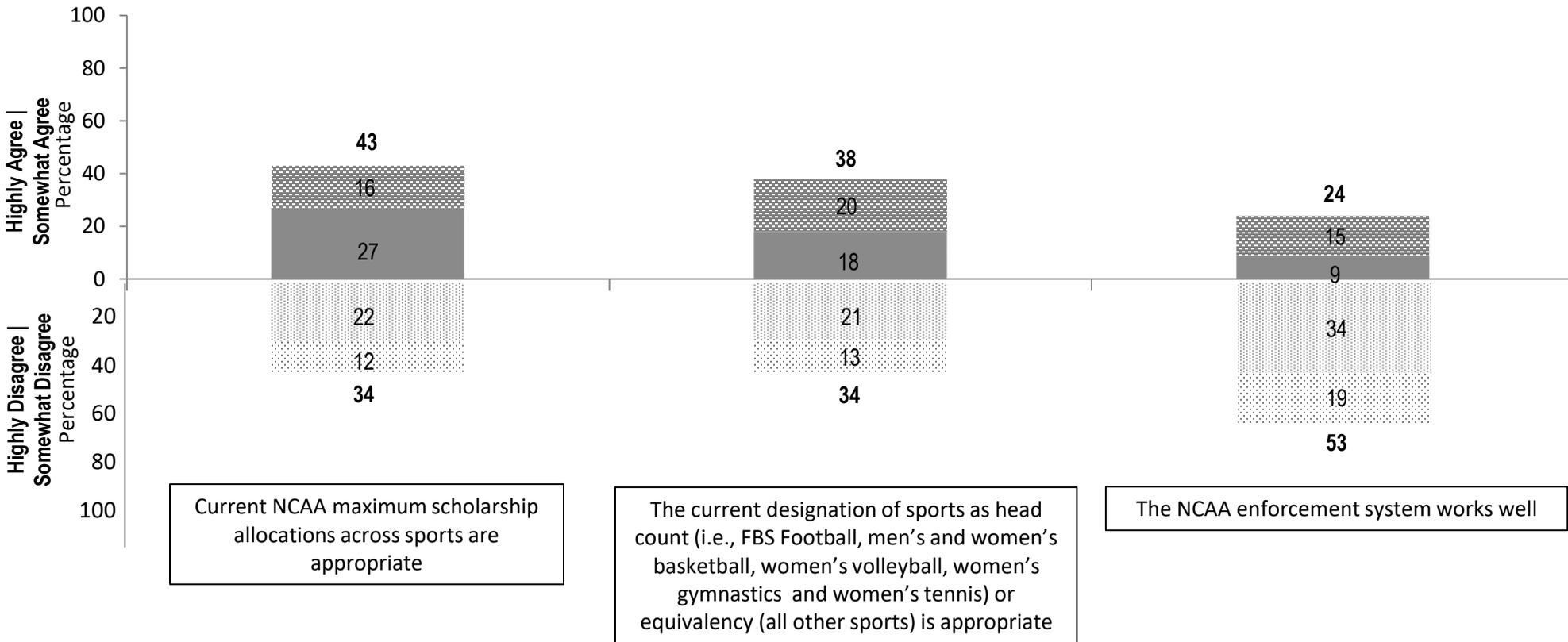
Objective 5: Evaluate Selected Organizational/ Competitive Issues

Among potential problems in organizational/competitive structure, few feel the NCAA enforcement system works well (24% agree, 53% disagree). Schools somewhat agree that NCAA maximum scholarship allocations across sports are appropriate (43% agree, 34% disagree) and that the current designation of head count sports (FBS Football, men's and women's basketball, women's volleyball, women's gymnastics and women's tennis) or equivalency (all other sports) is appropriate (38% agree, 34% disagree).

- Of these three areas, reform to the NCAA enforcement system is supported by the data.

Agreement with Various Statements About Current NCAA Division I Organizational/Competitive Structure (Top 3/Bottom 3)

■ Total (n=356-358)

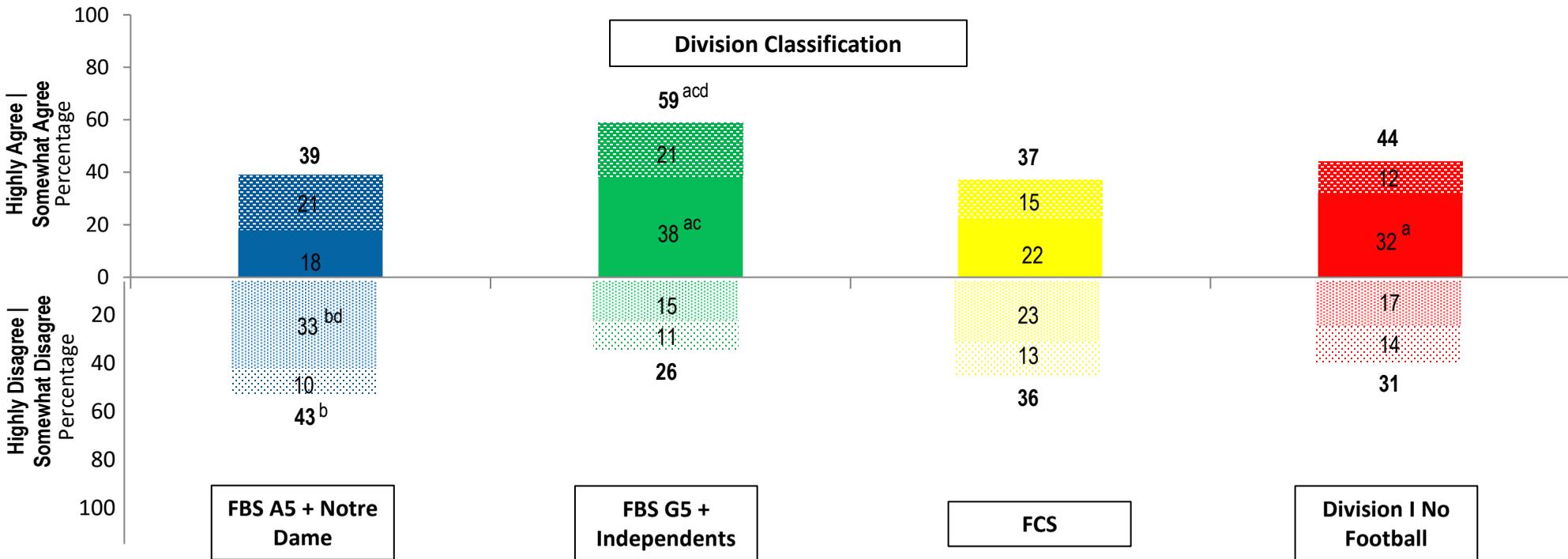


Q.3b: To what extent do you agree or disagree with the following statements?
 Base: All respondents answering.
 Note: Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

On the issue of NCAA maximum scholarships being appropriate, G5 tend to agree (59% agree, 26% disagree), as do DI-No Football (44% agree, 31% disagree). FCS schools are split (37% agree, 36% disagree). Those who take issue with maximum scholarship limits being appropriate are most likely to be A5 schools where there is the most disagreement with the statement. Still, these schools are fairly well split on this issue (39% agree, 43% disagree).

**Agreement with Various Statements About Current NCAA Division I Organizational/Competitive Structure By Segment:
Current NCAA Maximum Scholarship Allocations Across Sports are Appropriate (Top 3/Bottom 3)**

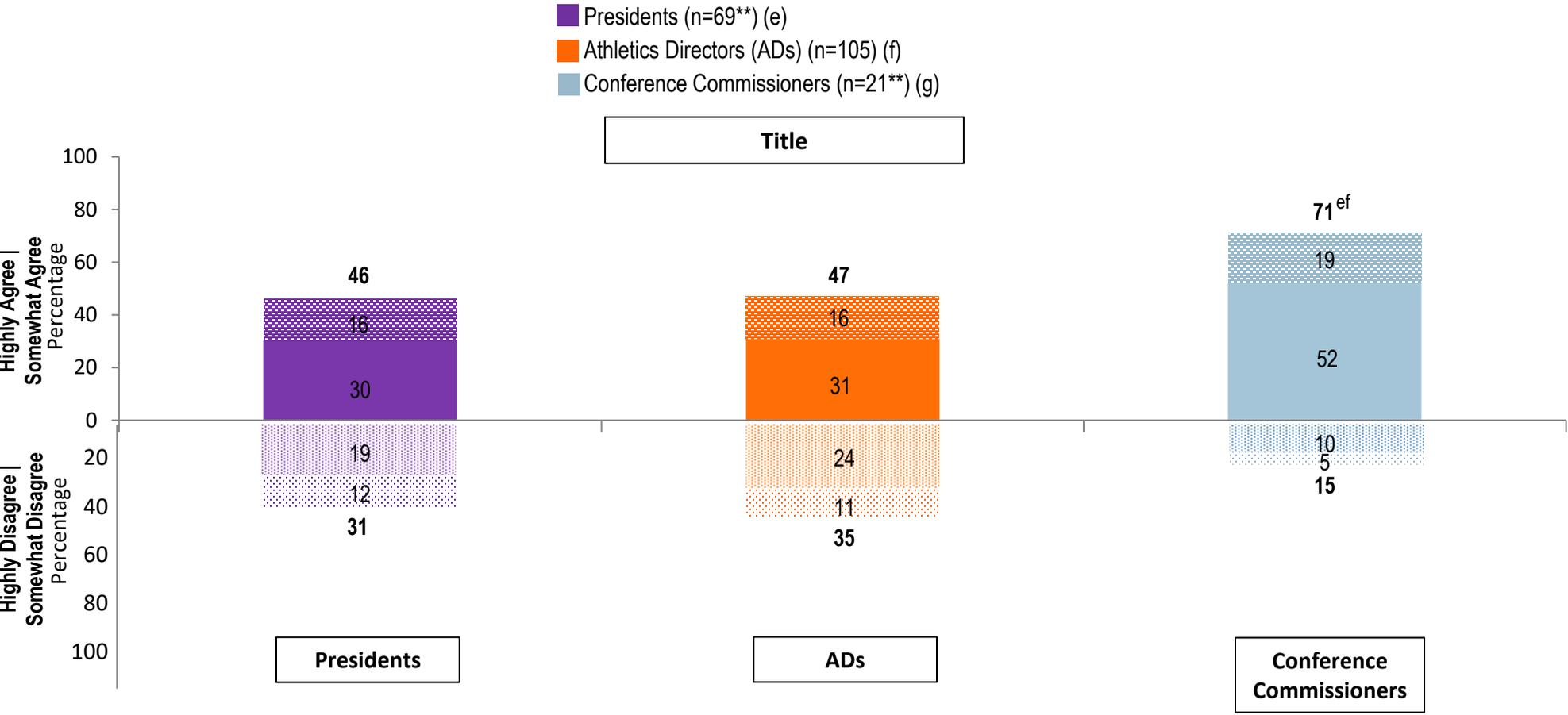
- FBS “Autonomous 5” Plus Notre Dame (n=63**) (a)
- FBS “Group of Five” Plus FBS Independents (n=72**) (b)
- Football Championship Subdivision (FCS) (n=114) (c)
- Division I No Football (n=109) (d)



Q.3b: To what extent do you agree or disagree with the following statements? Current NCAA maximum scholarship allocations across sports are appropriate
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals “Strongly Agree” and 1 equals “Strongly Disagree.”
 ** Caution, small base size.

Commissioners overwhelmingly believe scholarships allocations across sports are appropriate (71% agree, 15% disagree). Presidents (46% agree, 31% disagree) and ADs (47% agree, 35% disagree) also tend to agree.

**Agreement with Various Statements About Current NCAA Division I Organizational/Competitive Structure By Segment:
Current NCAA Maximum Scholarship Allocations Across Sports are Appropriate (Top 3/Bottom 3, Cont'd)**

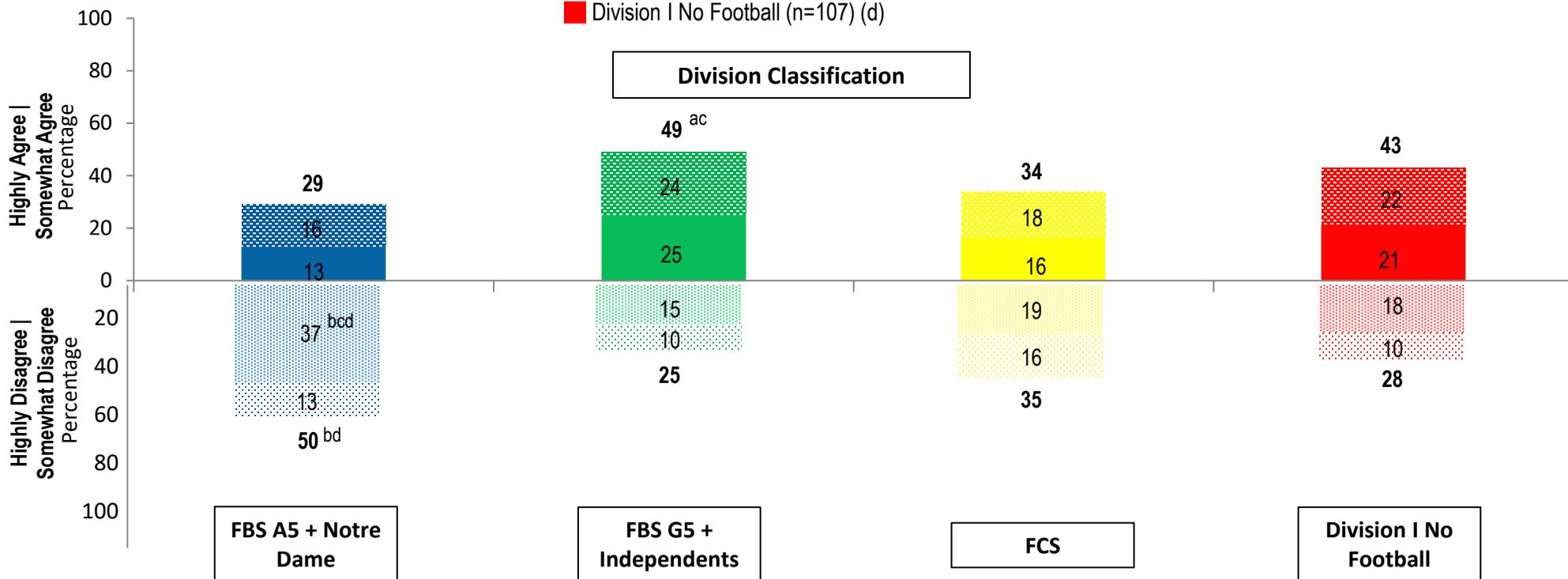


Q.3b: To what extent do you agree or disagree with the following statements? Current NCAA maximum scholarship allocations across sports are appropriate
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."
 ** Caution, small base size.

A5 schools are the only ones that believe the designation of head count and equivalency sports is not appropriate (29% agree they are appropriate, 50% disagree). G5 schools and DI-No Football are more likely to say the designation of sports as head count or equivalency sports is appropriate than inappropriate. FCS schools are split on this issue.

**Agreement with Various Statements About Current NCAA Division I Organizational/Competitive Structure By Segment:
The Current Designation of Sports as Head Count or Equivalency is Appropriate (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=63**) (a)
- FBS "Group of Five" Plus FBS Independents (n=72**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=107) (d)



Q.3b: To what extent do you agree or disagree with the following statements? The current designation of sports as head count (i.e., FBS Football, men's and women's basketball, women's volleyball, women's gymnastics and women's tennis) or equivalency (all other sports) is appropriate

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

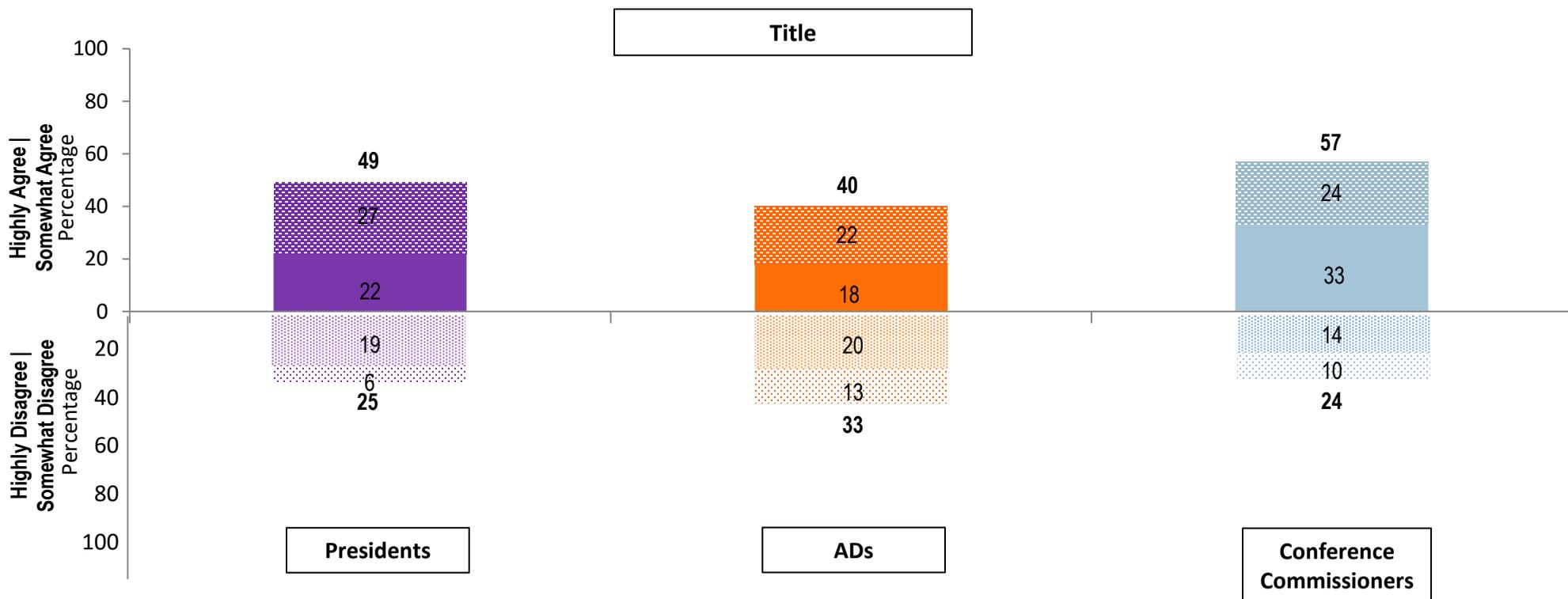
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

All decision-maker groups are more likely to agree than disagree that the current designation of sports as headcount or equivalency is appropriate.

**Agreement with Various Statements About Current NCAA Division I Organizational/Competitive Structure By Segment:
The Current Designation of Sports as Head Count or Equivalency is Appropriate (Top 3/Bottom 3, Cont'd)**

■ Presidents (n=68**) (e)
■ Athletics Directors (ADs) (n=105) (f)
■ Conference Commissioners (n=21**) (g)



Q.3b: To what extent do you agree or disagree with the following statements? The current designation of sports as head count (i.e., FBS Football, men's and women's basketball, women's volleyball, women's gymnastics and women's tennis) or equivalency (all other sports) is appropriate

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

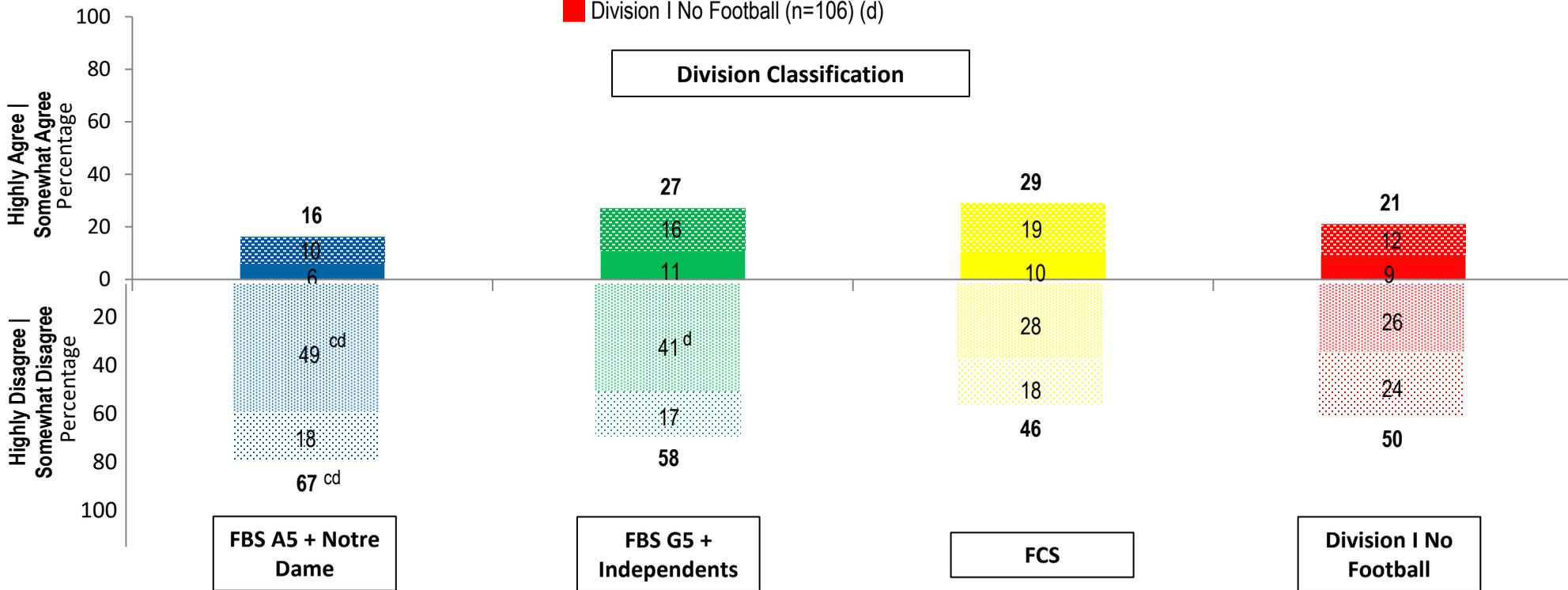
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

All classifications disagree that the NCAA enforcement system works well. FBS schools, in particular, feel this way.

**Agreement with Various Statements About Current NCAA Division I Organizational/Competitive Structure By Segment:
The NCAA Enforcement System Works Well (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=63**) (a)
- FBS "Group of Five" Plus FBS Independents (n=71**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=106) (d)



Q.3b: To what extent do you agree or disagree with the following statements? The NCAA enforcement system works well

Base: All respondents answering.

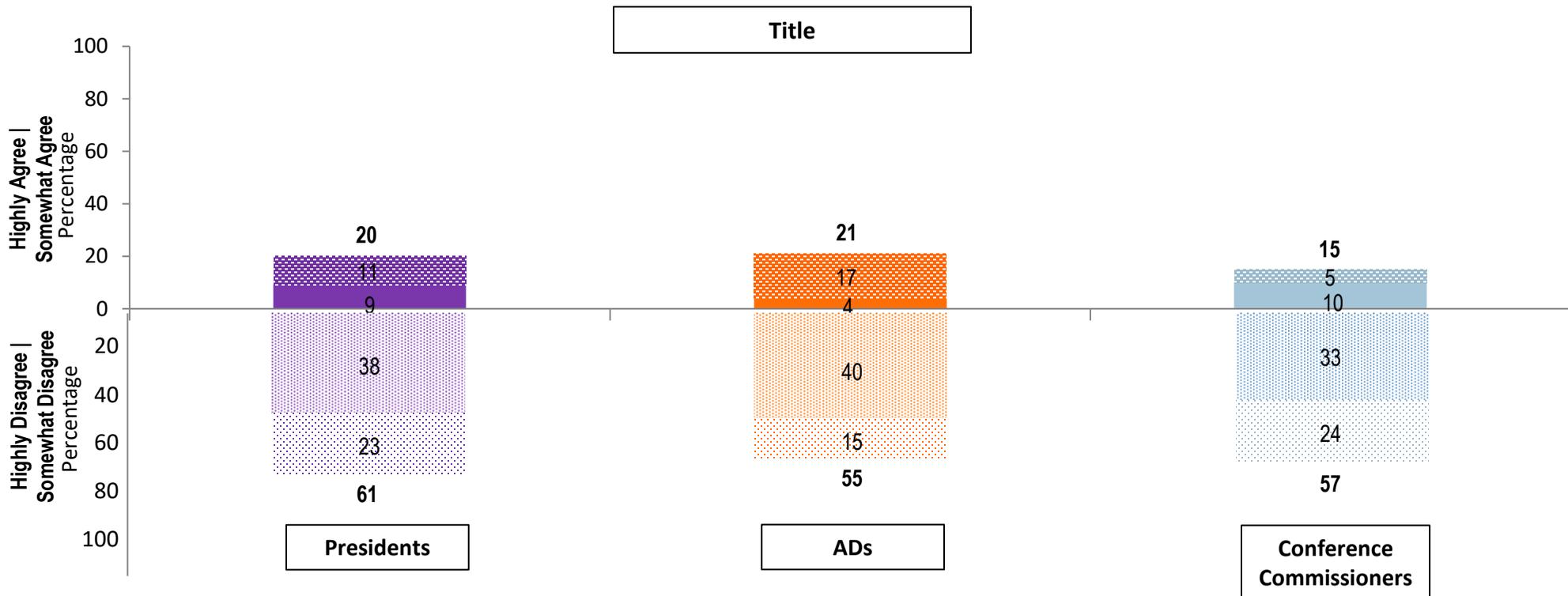
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

**Agreement with Various Statements About Current NCAA Division I Organizational/Competitive Structure By Segment:
The NCAA Enforcement System Works Well (Top 3/Bottom 3, Cont'd)**

- Presidents (n=66**) (e)
- Athletics Directors (ADs) (n=105) (f)
- Conference Commissioners (n=21**) (g)



Q.3b: To what extent do you agree or disagree with the following statements? The NCAA enforcement system works well

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

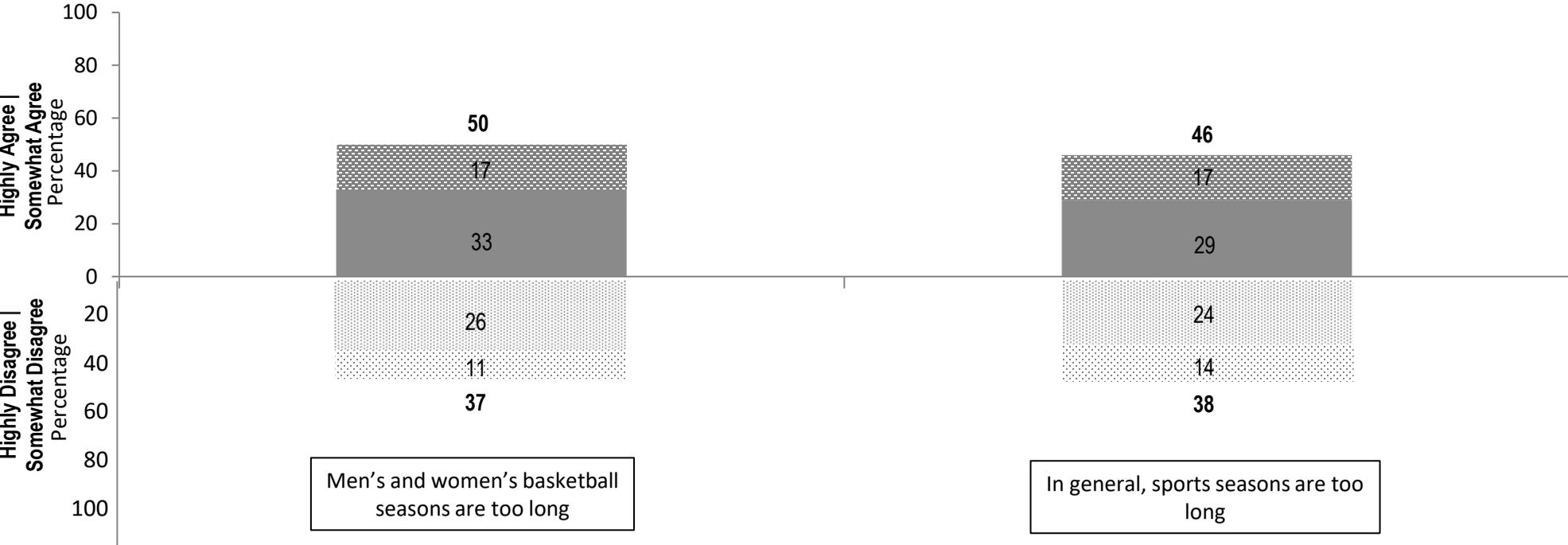
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

Respondents tend to agree (50% agree, 37% disagree) that men’s and women’s basketball seasons are too long. Additionally, participants tend to believe that all sports seasons are too long (46% agree, 38% disagree).

Agreement with Length of Sports Seasons (Top 3/Bottom 3)

■ Total (n=357-360)

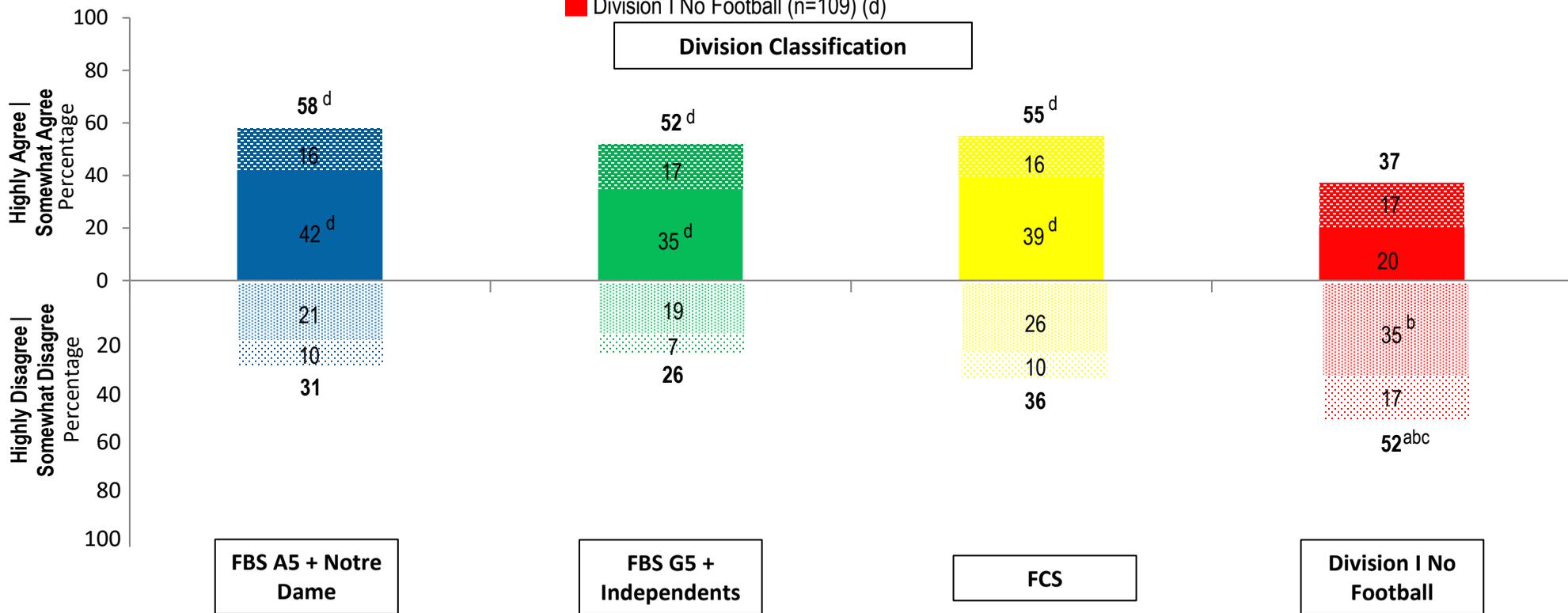


Q.3bb: To what extent do you agree or disagree with these additional statements?
 Base: All respondents answering.
 Note: Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

The only classification not to agree that men's and women's basketball seasons are too long is DI-No Football (37% agree, 52% disagree). At many of these schools, basketball is the revenue generating sport. All other classifications agree that basketball seasons are too long: A5 (58% agree, 31% disagree), G5 (52% agree, 26% disagree), FCS (55% agree, 36% disagree).

Agreement with Length of Sports Seasons By Segment: Men's and Women's Basketball Seasons are Too Long (Top 3/Bottom 3)

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=72**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)



Q.3bb: To what extent do you agree or disagree with these additional statements? Men's and women's basketball seasons are too long

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

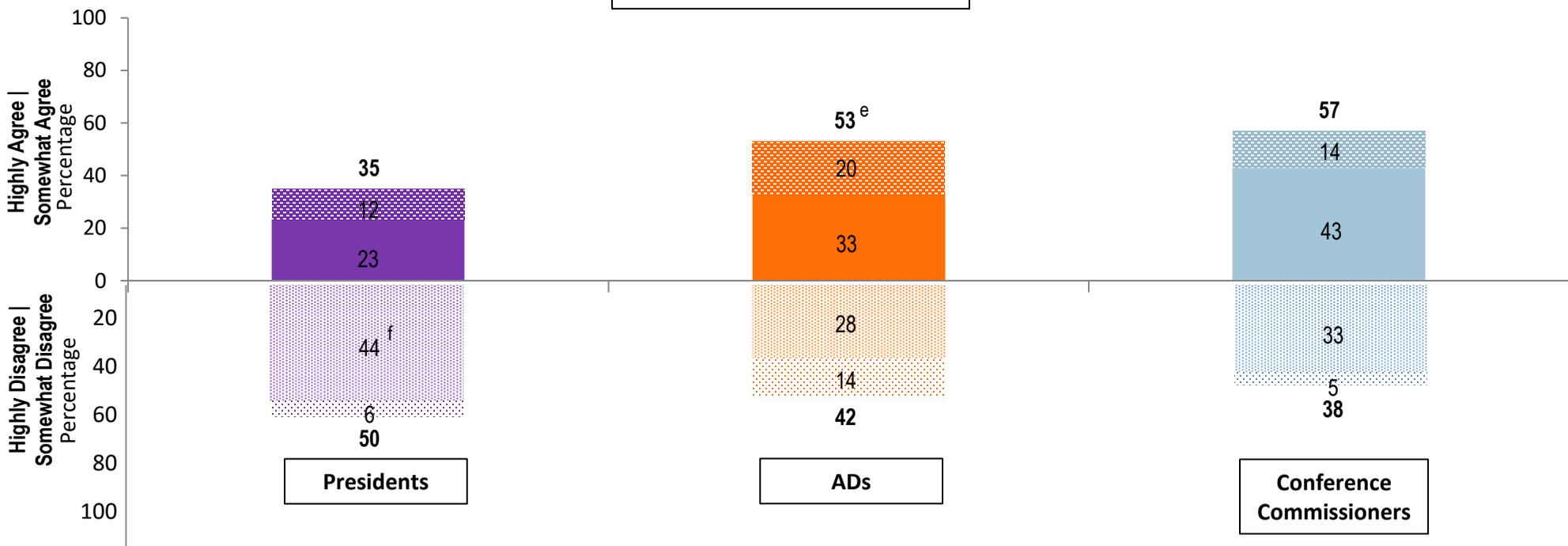
Caution, small base size.

ADs (53% agree, 42% disagree) and Commissioners (57% agree, 38% disagree) tend to feel men's and women's basketball season are to long. Interestingly, Presidents do not share this view (35% agree, 50% disagree).

**Agreement with Length of Sports Seasons By Segment:
Men's and Women's Basketball Seasons are Too Long (Top 3/Bottom 3, Cont'd)**

- Presidents (n=69**) (e)
- Athletics Directors (ADs) (n=104) (f)
- Conference Commissioners (n=21**) (g)

Title



Q.3bb: To what extent do you agree or disagree with these additional statements? Men's and women's basketball seasons are too long

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

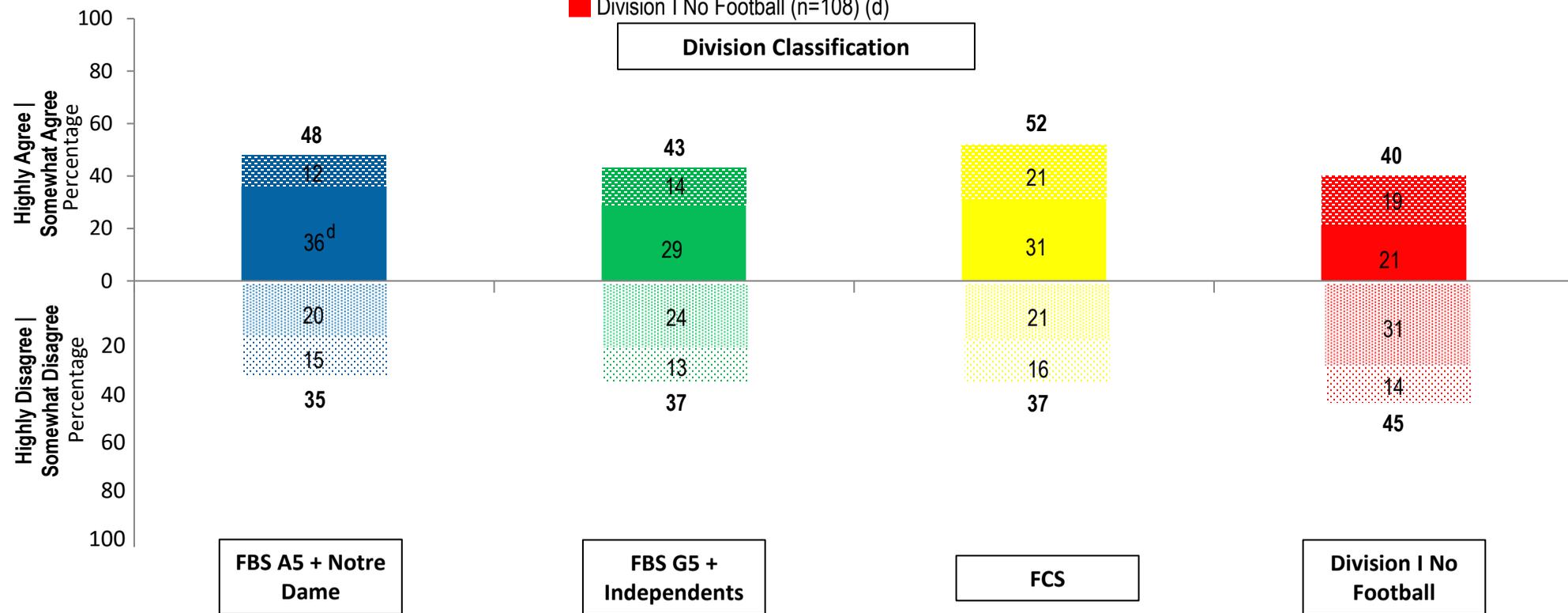
Caution, small base size.

All classifications except DI-No Football tend to say all sports seasons are too long: A5 (48% agree, 35% disagree), G5 (43% agree, 37% disagree), FCS (52% agree, 37% disagree). DI-No Football is split (40% agree all sports seasons are too long, 45% disagree).

**Agreement with Length of Sports Seasons By Segment:
In General, Sports Seasons are Too Long (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=72**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=108) (d)

Division Classification



Q.3bb: To what extent do you agree or disagree with these additional statements? In general, sports seasons are too long

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

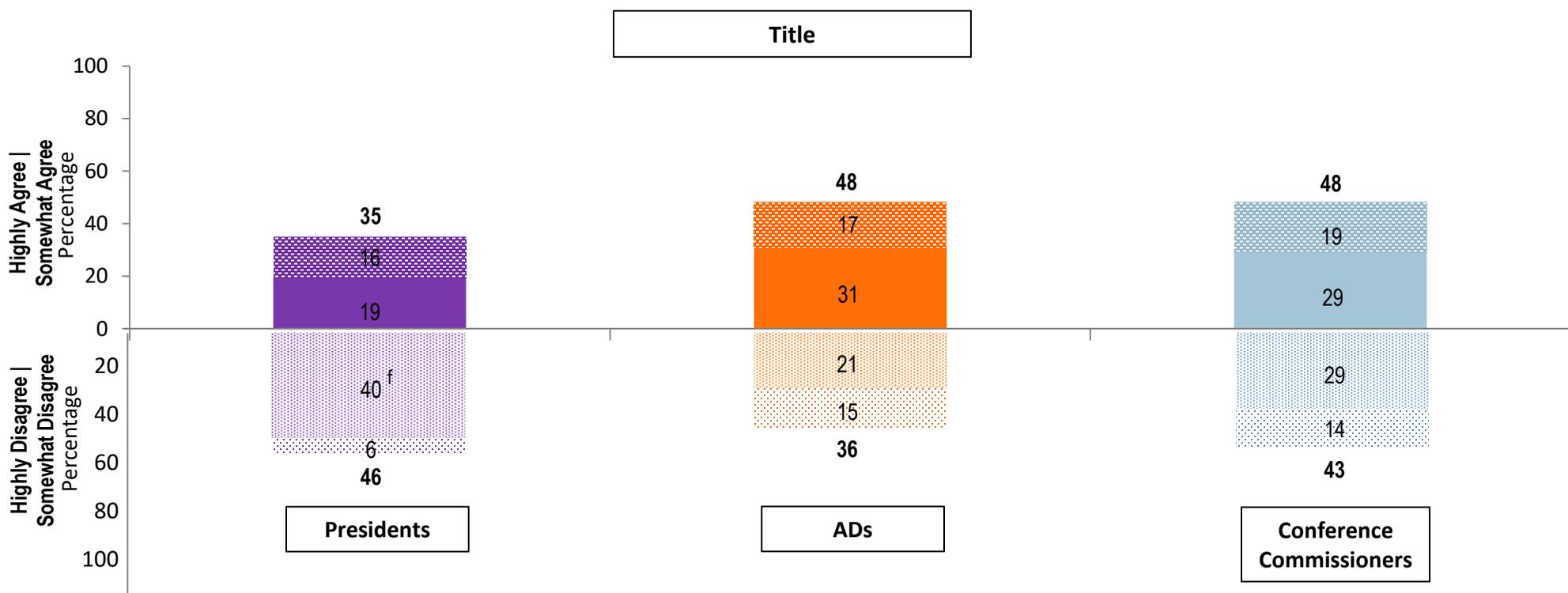
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Caution, small base size.

Again, it is the ADs (48% agree, 36% disagree) and Commissioners (48% agree, 43% disagree) who say all sports seasons are too long. Presidents tend not to hold that view (35% agree, 46% disagree).

**Agreement with Length of Sports Seasons By Segment:
In General, Sports Seasons are Too Long (Top 3/Bottom 3, Cont'd)**

- Presidents (n=67**) (e)
- Athletics Directors (ADs) (n=105) (f)
- Conference Commissioners (n=21**) (g)



Q.3bb: To what extent do you agree or disagree with these additional statements? In general, sports seasons are too long

Base: All respondents answering.

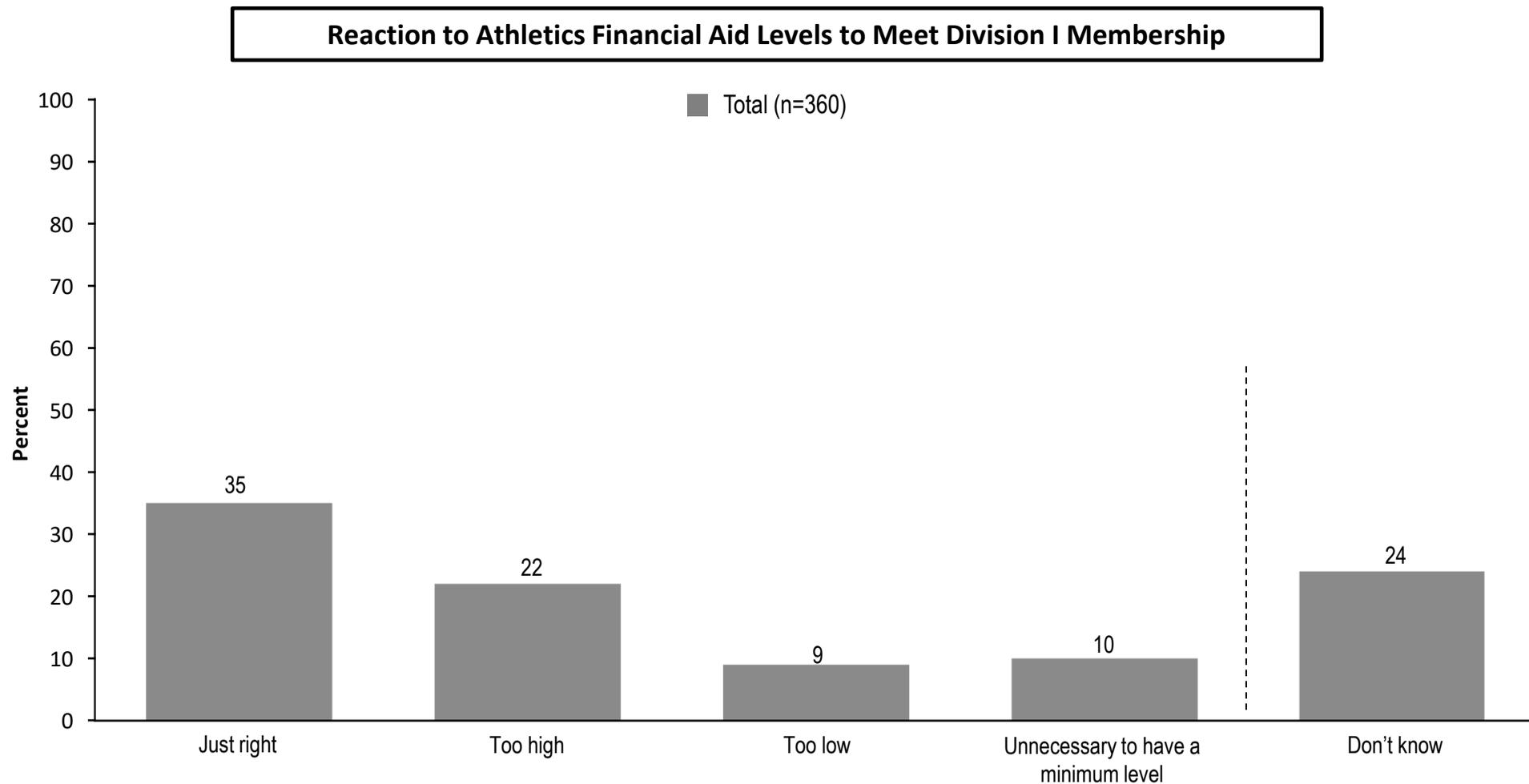
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

Objective 6: Assess Current Division I Qualification Minimums

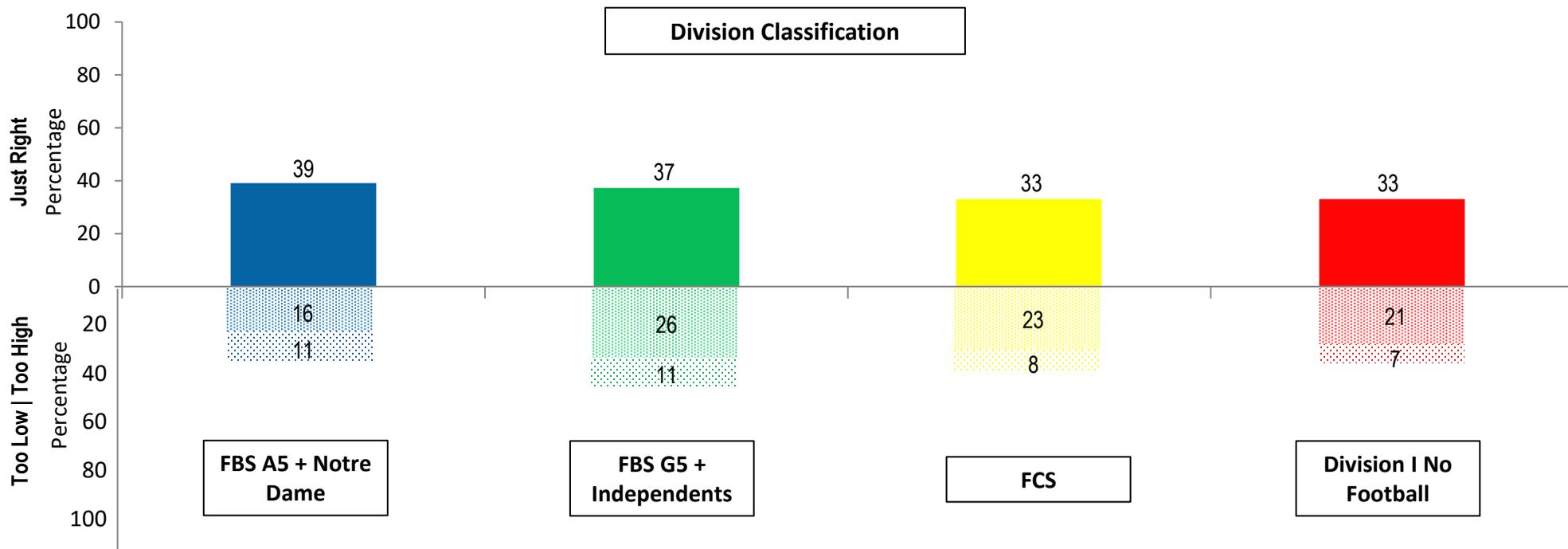
The largest number of respondents say that the levels of athletics financial aid that schools must provide to meet Division I requirements are just right (35%). A smaller number say they are too high (22%) and a few say too low (9%). Ten percent believe it is unnecessary to have a minimum level and a significant number (24%) reply don't know.



Similar percentages at each classification (from 33% to 39%) say athletics financial aid levels to meet Division I membership are about right. This is the leading answer for each classification level, about 10 percentage points greater than too high. Few at each level say too low.

Reaction to Athletics Financial Aid Levels to Meet Division I Membership By Segment ("Just Right", "Too High"/"Too Low")

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.3d: Do you think the levels of athletics financial aid that schools must provide in order to meet Division I membership are:

Base: All respondents answering.

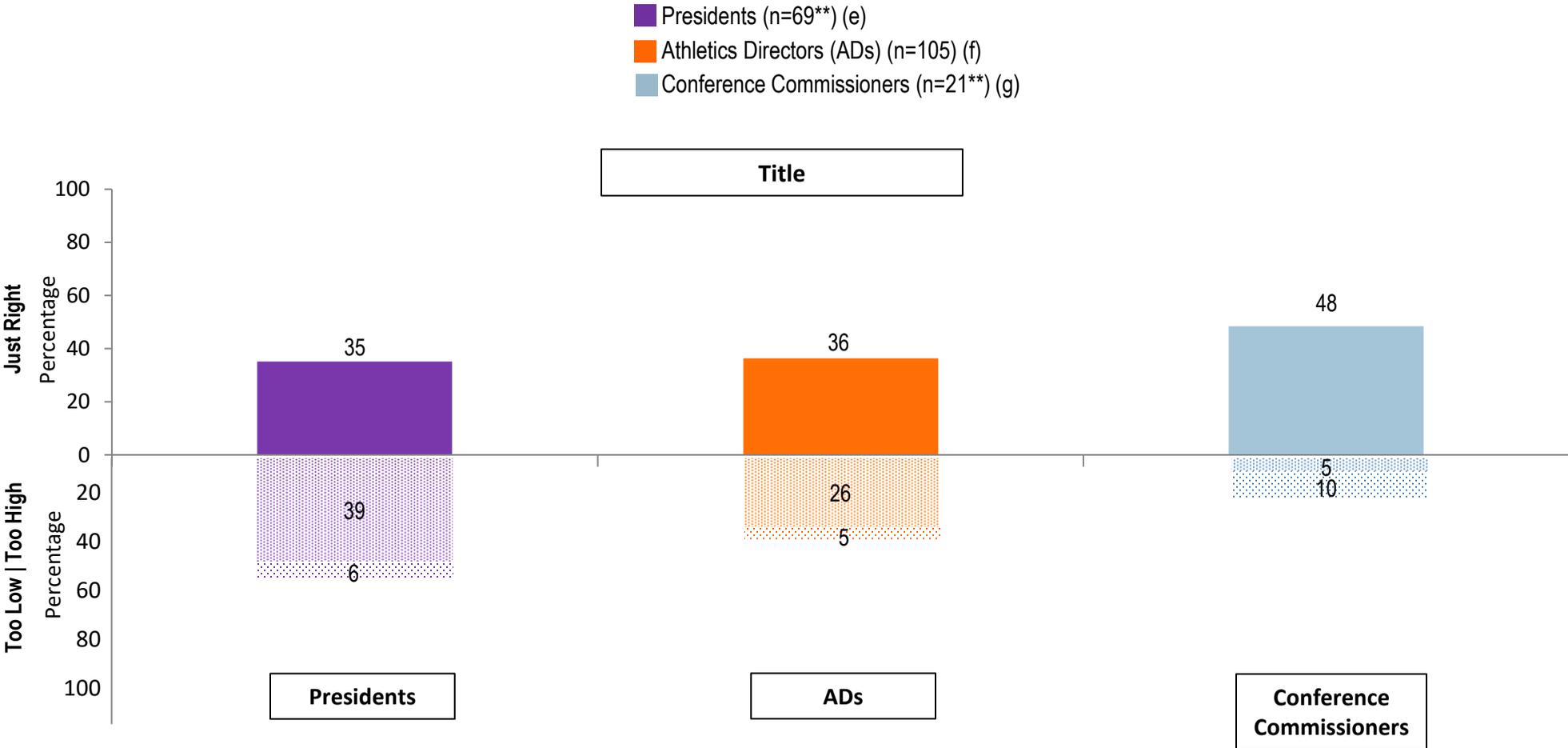
Note: Letters indicate statistically significant differences.

Percentages represent respondents answering "Just right", "Too high" or "Too low."

** Caution, small base size.

Commissioners (48%) are most likely to say the athletics financial aid levels to meet Division I membership are about right with just 5% saying too high and 10% too low. This is also the response given most by ADs (36%) with 26% saying too high and 5% too low. Presidents, however, most often say the levels are too high (39%), just edging out about right (35%). Few of them say too low (6%).

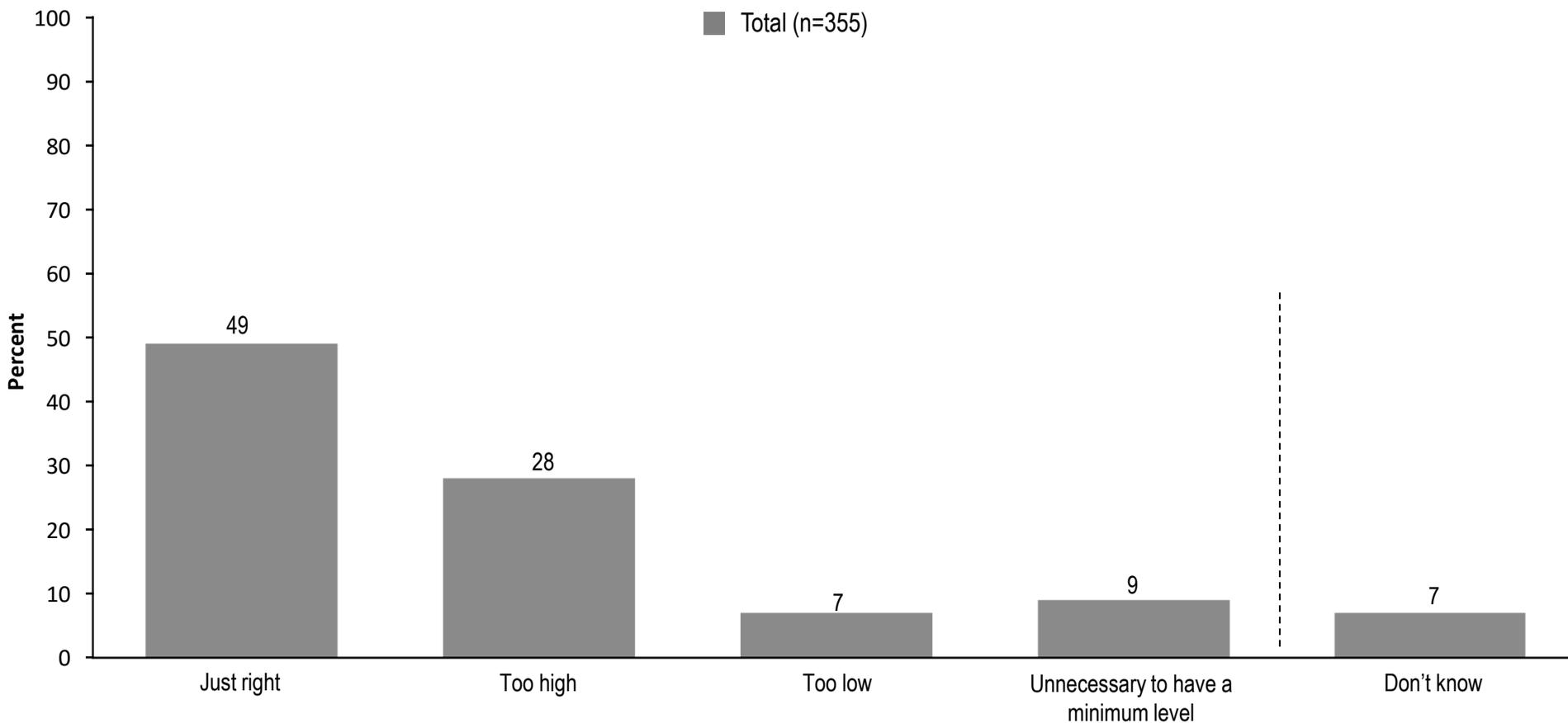
Reaction to Athletics Financial Aid Levels to Meet Division I Membership By Segment (“Just Right”, “Too High”/“Too Low”) Cont’d



Q.3d: Do you think the levels of athletics financial aid that schools must provide in order to meet Division I membership are:
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages represent respondents answering “Just right”, “Too high” or “Too low.”
 ** Caution, small base size.

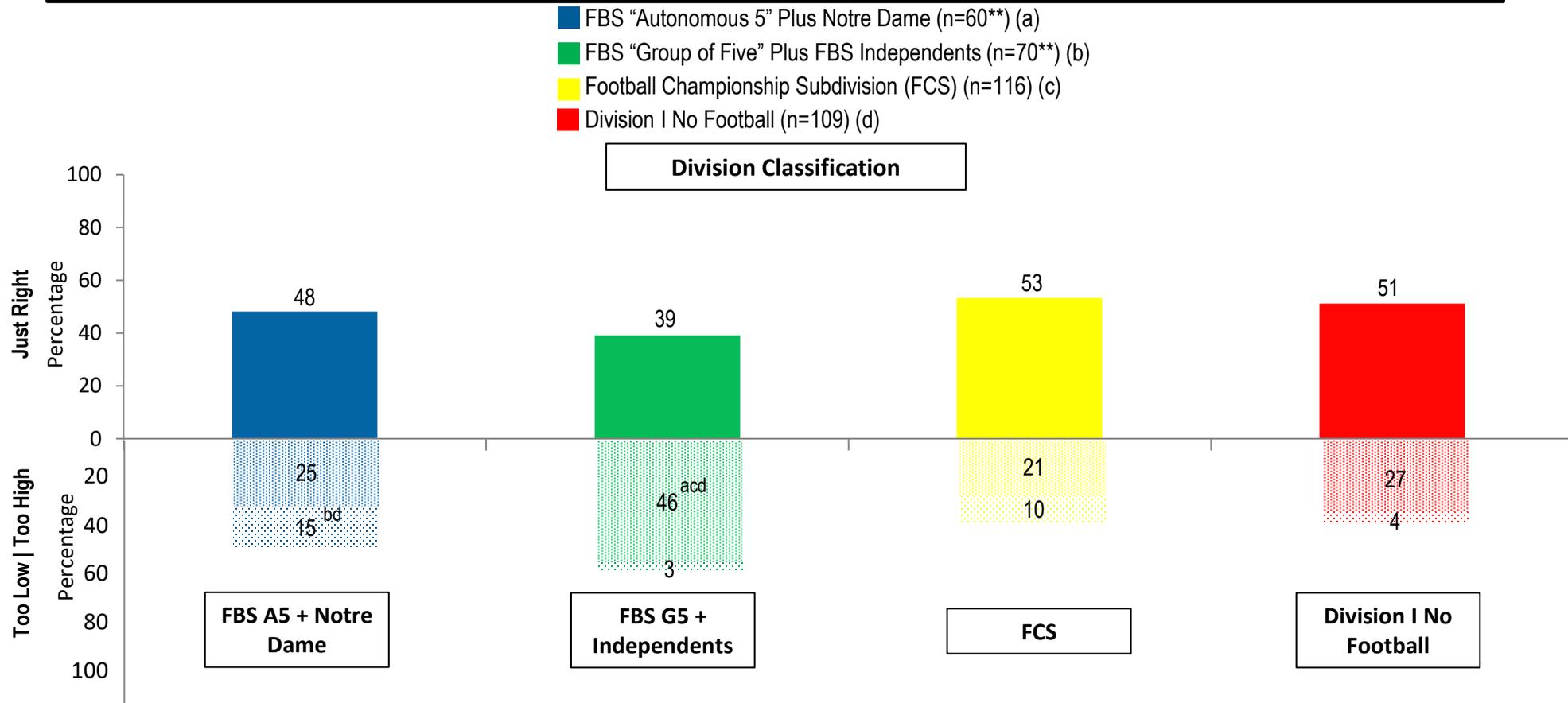
Almost half (49%) of respondents agree that minimum number of sports that must be offered to qualify for Division I is about right. Over a quarter (28%) respond too high and few (7%) say too low.

Reaction to the Minimum Number of Sports that Must Be Offered to Be in Division I



A5 (48%), FCS (53%) and DI-No Football (51%) respondents say the minimum number of sports required to be Division I is about right by a large margin rather than being too high. But nearly half the G5 schools indicate the minimum sports sponsorship number is too high (46%) rather than just right (39%).

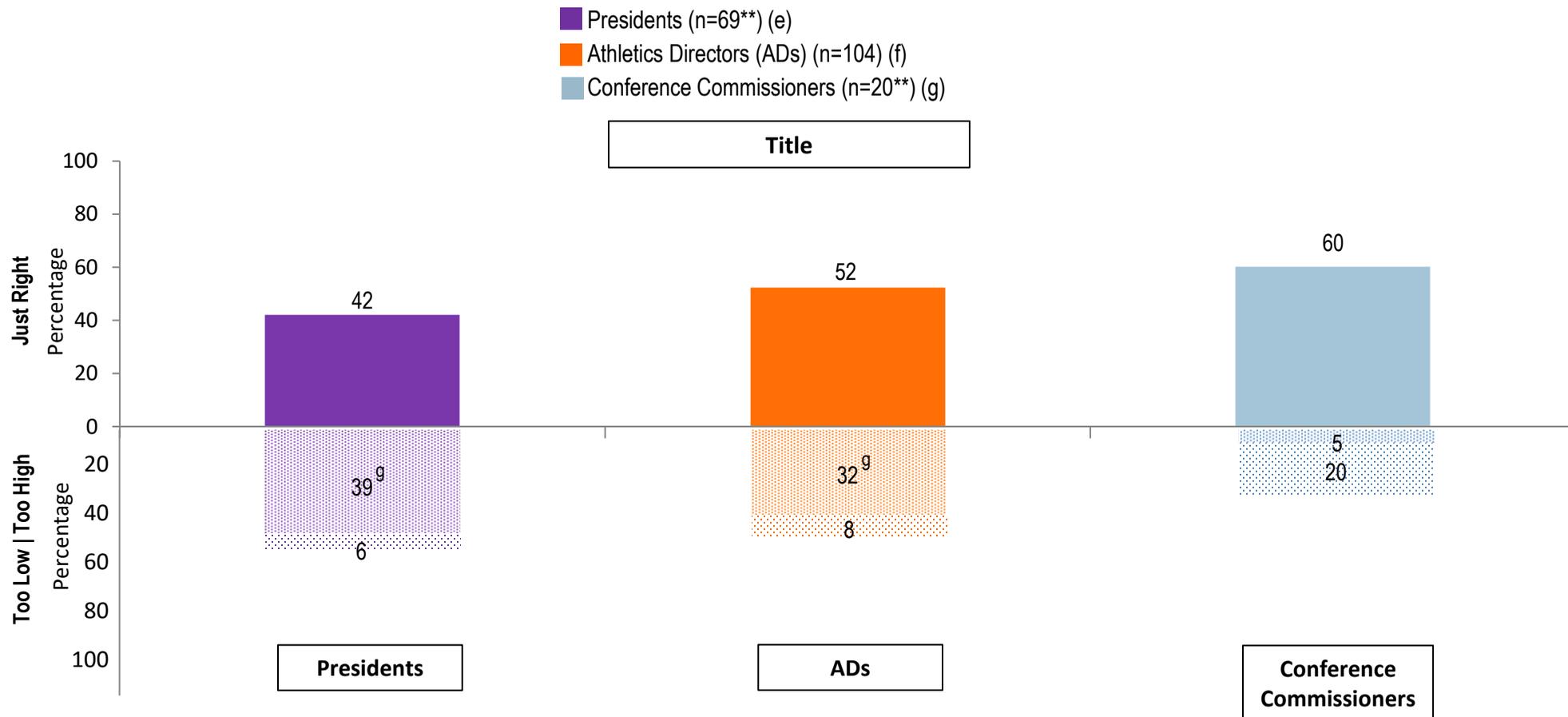
Reaction to the Minimum Number of Sports that Must Be Offered to Be in Division I By Segment ("Just Right"/"Too High")



Q.3e: Do you think the minimum number of sports that a school must offer to be a Division I member (14 sports) or to be a member of the FBS (16 sports) is:
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages represent respondents answering "Just right", "Too high" or "Too low."
 ** Caution, small base size.

There are some differences by title in reacting to the number of sports required to be in Division I. Commissioners say by the largest margin that the number of sports is about right (60%) with the next highest number saying too low (20%), considerably more than any other title. ADs say by a comfortable margin that the number is just right (52%), with the runner up response being too high (32%) and just 8% too low. Presidents are almost equally split between just right (42%) and too high (39%) with only 6% responding too low.

Overall Satisfaction with NCAA Division I Minimum Number of Sports By Segment (“Just Right”/“Too Low,” Cont’d)



Q.3e: Do you think the minimum number of sports that a school must offer to be a Division I member (14 sports) or to be a member of the FBS (16 sports) is:

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages represent respondents answering “Just right”, “Too high” or “Too low.”

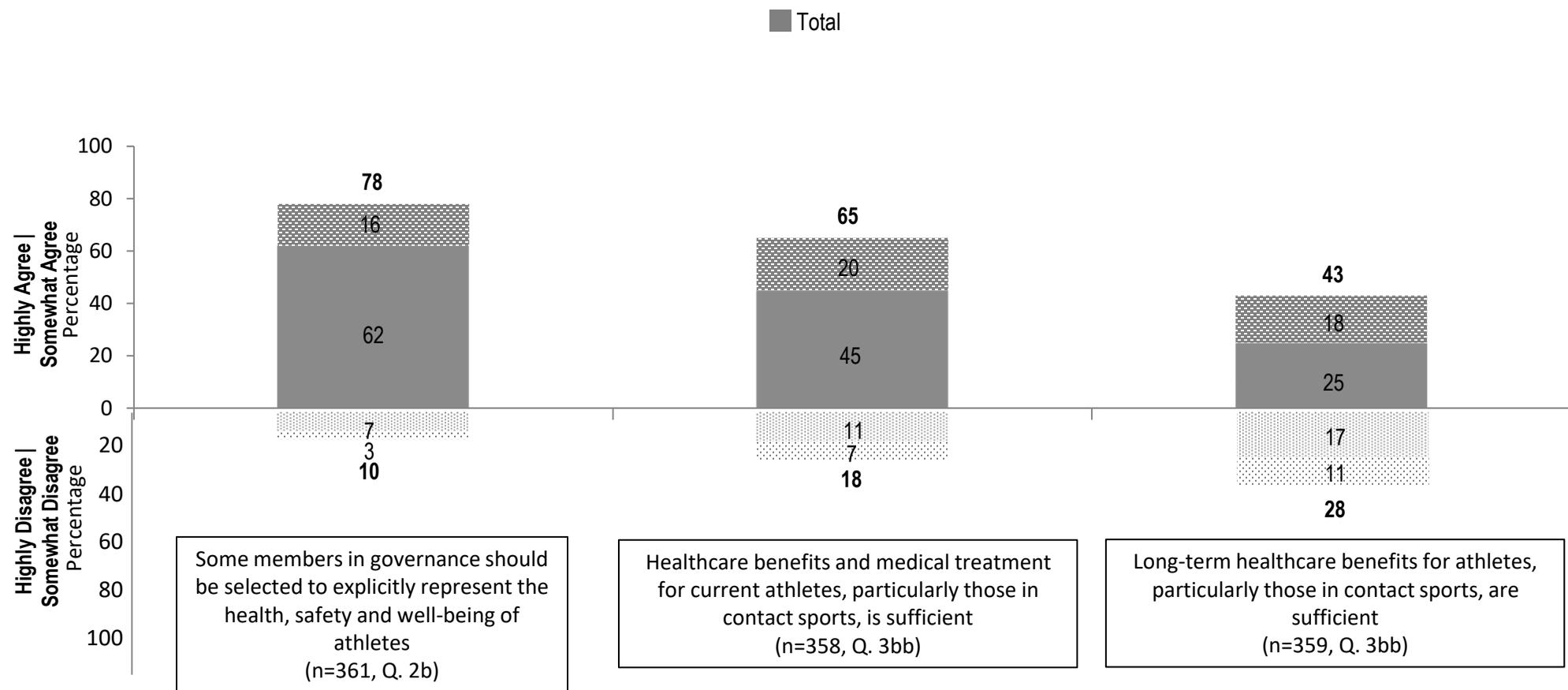
** Caution, small base size.

Objective 7: Assess Current Student-Athlete Health and Well-Being Benefits and Measures

An overwhelming majority (78%) agree that some members in governance should be selected to explicitly represent the health, safety and well-being of athletes. The need for representation in governance of the health, safety and well-being of athletes is not necessarily driven by a feeling that healthcare benefits and medical treatment for current athletes, particularly those in contact sports, are insufficient (65% agree they are sufficient, 18% disagree and say they are insufficient).

- Respondents are more likely to say the issue is long-term healthcare benefits, particularly for those in contact sports. Fewer say long-term benefits are sufficient (43%) than current benefits (65%). Still, more say they are sufficient (43%) than insufficient (28%).

Agreement with Various Statements Regarding Current Student-Athlete Health And Well-Being (Top 3/Bottom 3)



Q.2b: Again, for this question, governance means “the process and related power by which decisions are made within Division I of the NCAA.” To what extent do you agree or disagree with the following statements about current NCAA governance?

Base: All respondents answering.

Q.3bb: To what extent do you agree or disagree with these additional statements?

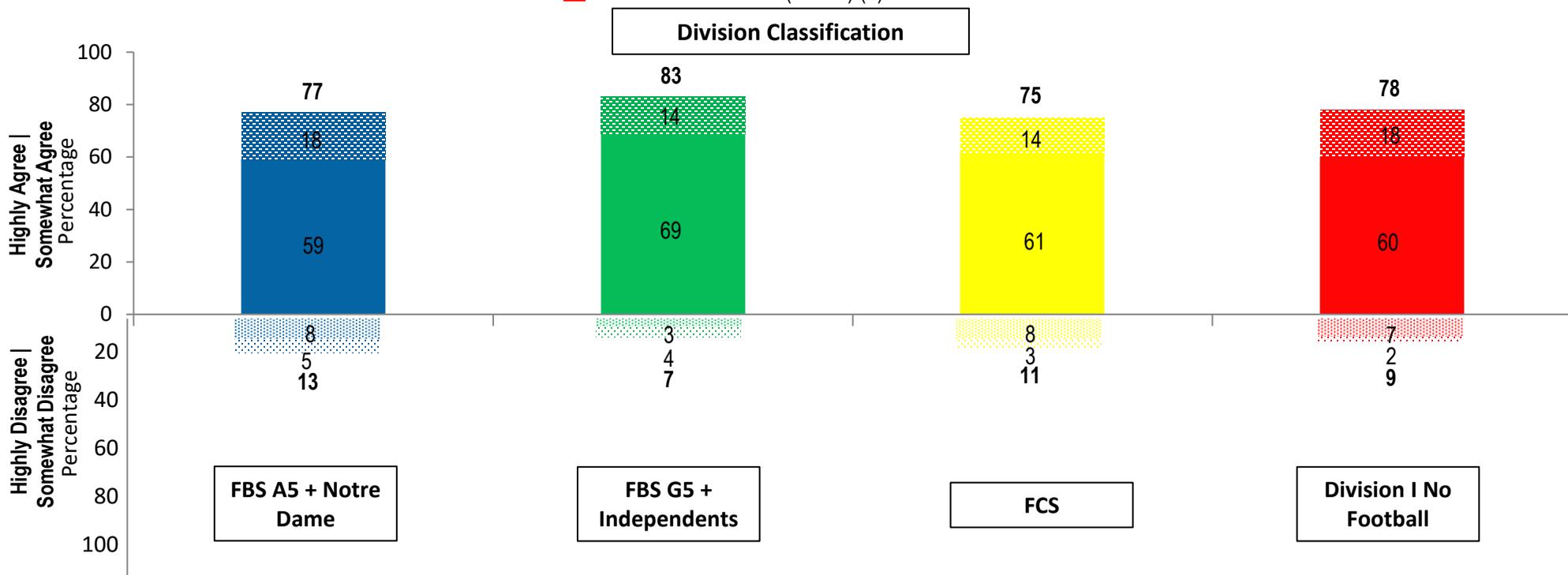
Base: All respondents answering.

Note: Percentages are on a 7-point scale where 7 equals “Strongly Agree” and 1 equals “Strongly Disagree.”

At least three quarters of each classification say some members of governance should be selected to explicitly represent the health, safety and well-being of athletes.

Agreement with Various Statements Regarding Current Student-Athlete Health And Well-Being By Segment: Some Members in Governance Should Be Selected to Explicitly Represent the Health, Safety and Well-Being of Athletes (Top 3/Bottom 3)

- FBS "Autonomous 5" Plus Notre Dame (n=63**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.2b: Again, for this question, governance means "the process and related power by which decisions are made within Division I of the NCAA." To what extent do you agree or disagree with the following statements about current NCAA governance? Some members in governance should be selected to explicitly represent the health, safety and well-being of athletes

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

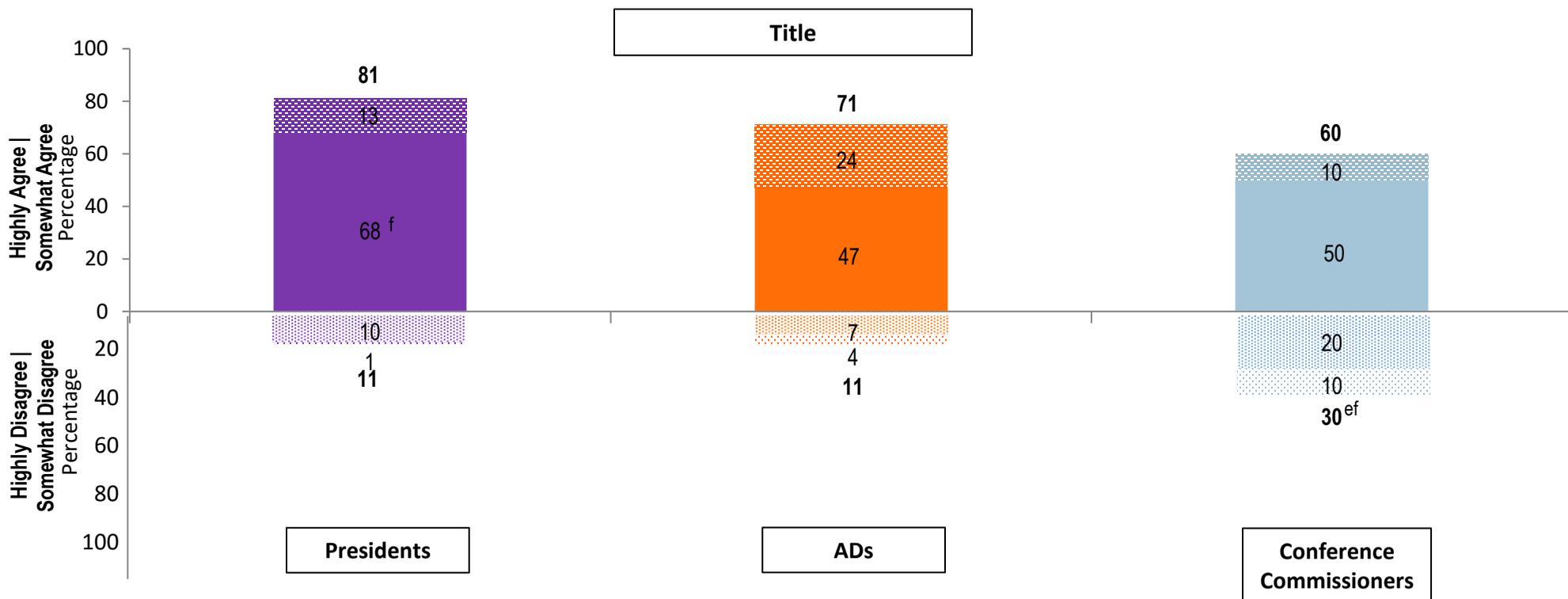
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

At least 7 in 10 of campus-based decision-makers agree it is important to have some members of governance representing the health, safety and well-being of athletes. Commissioners (6 in 10) are less likely to share this view.

**Agreement with Various Statements Regarding Current Student-Athlete Health And Well-Being By Segment:
Some Members in Governance Should Be Selected to Explicitly Represent the Health, Safety and Well-Being
of Athletes (Top 3/Bottom 3, Cont'd)**

- Presidents (n=69**) (e)
- Athletics Directors (ADs) (n=106) (f)
- Conference Commissioners (n=20**) (g)



Q.2b: Again, for this question, governance means “the process and related power by which decisions are made within Division I of the NCAA.” To what extent do you agree or disagree with the following statements about current NCAA governance? Some members in governance should be selected to explicitly represent the health, safety and well-being of athletes

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

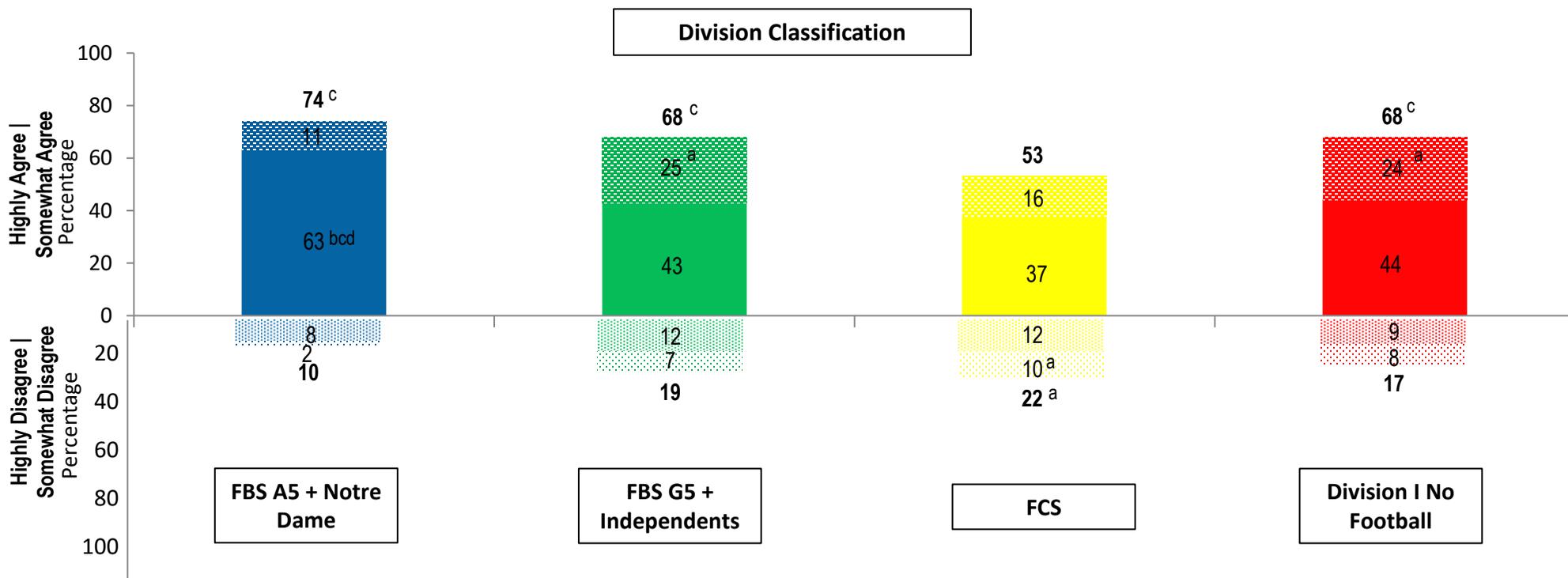
Percentages are on a 7-point scale where 7 equals “Strongly Agree” and 1 equals “Strongly Disagree.”

** Caution, small base size.

A majority of all classifications believe healthcare benefits and medical treatment for current athletes, particularly those in contact sports, is sufficient.

**Agreement with Various Statements Regarding Current Student-Athlete Health And Well-Being By Segment:
Healthcare Benefits and Medical Treatment for Current Athletes, Particularly Those in Contact Sports, is Sufficient
(Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=107) (d)



Q. 3bb: To what extent do you agree or disagree with these additional statements? Healthcare benefits and medical treatment for current athletes, particularly those in contact sports, is sufficient

Base: All respondents answering.

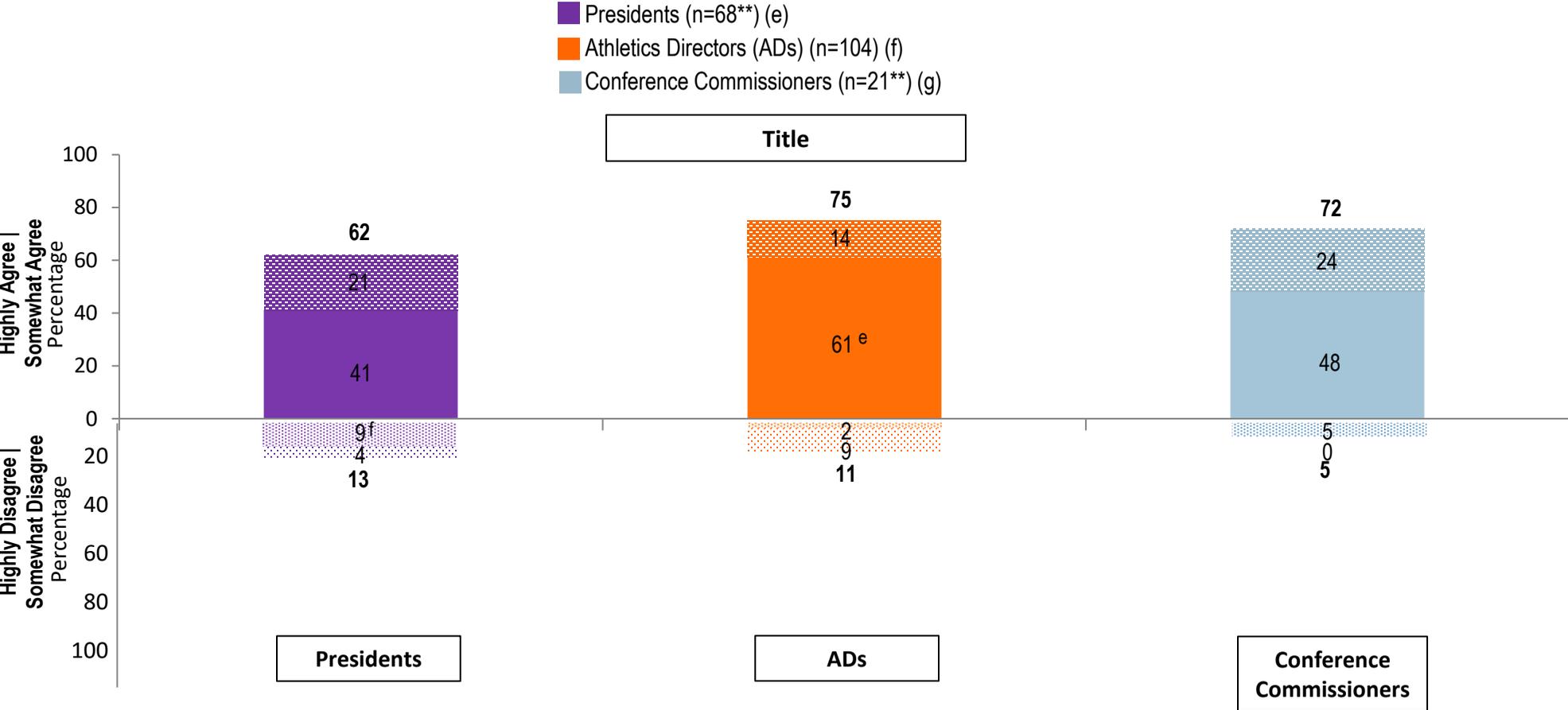
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Caution, small base size.

Among decision-makers, over 6 in 10 in each category feel healthcare benefits and medical treatment for current athletes, particularly those in contact sports, is sufficient.

**Agreement with Various Statements Regarding Current Student-Athlete Health And Well-Being By Segment:
Healthcare Benefits and Medical Treatment for Current Athletes, Particularly Those in Contact Sports, is Sufficient
(Top 3/Bottom 3, Cont'd)**

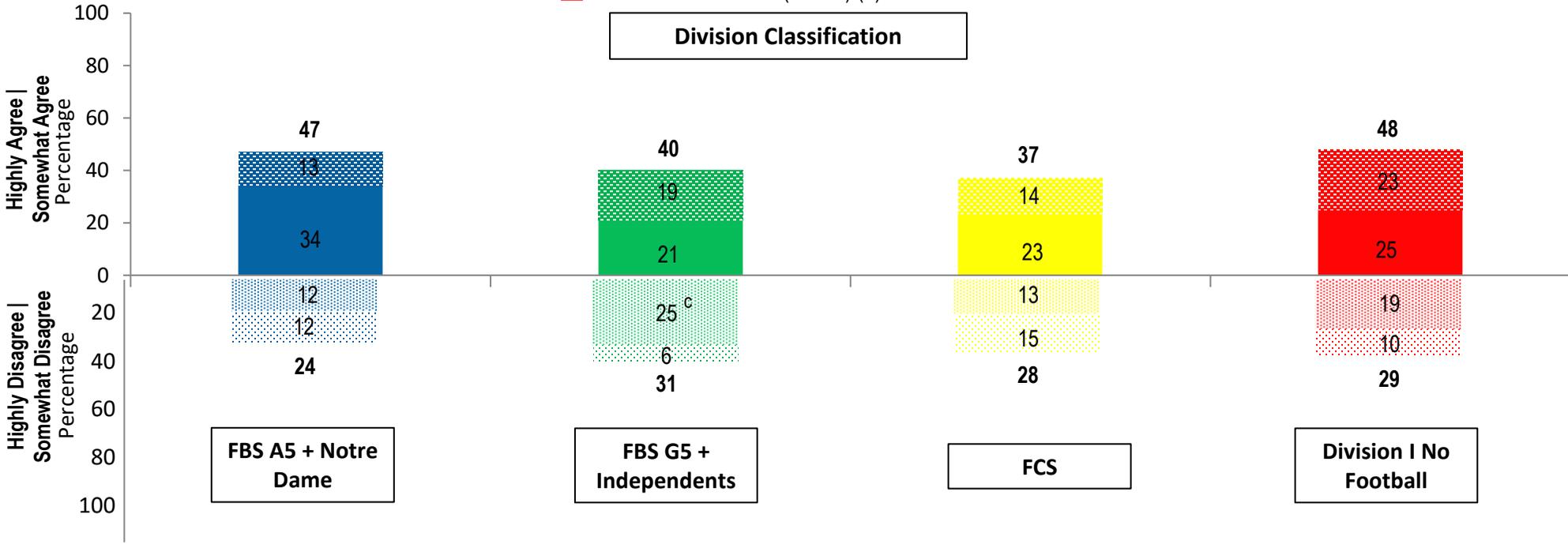


Q. 3bb: To what extent do you agree or disagree with these additional statements? Healthcare benefits and medical treatment for current athletes, particularly those in contact sports, is sufficient
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."
 ** Caution, small base size.

Fewer agree that long-term healthcare benefits for athletes, particularly those in contact sports, are sufficient compared to current benefits. Still, more agree that long term benefits are sufficient than insufficient in each classification.

**Agreement with Various Statements Regarding Current Student-Athlete Health And Well-Being By Segment:
Long-Term Healthcare Benefits for Athletes, Particularly Those in Contact Sports, are Sufficient
(Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=108) (d)



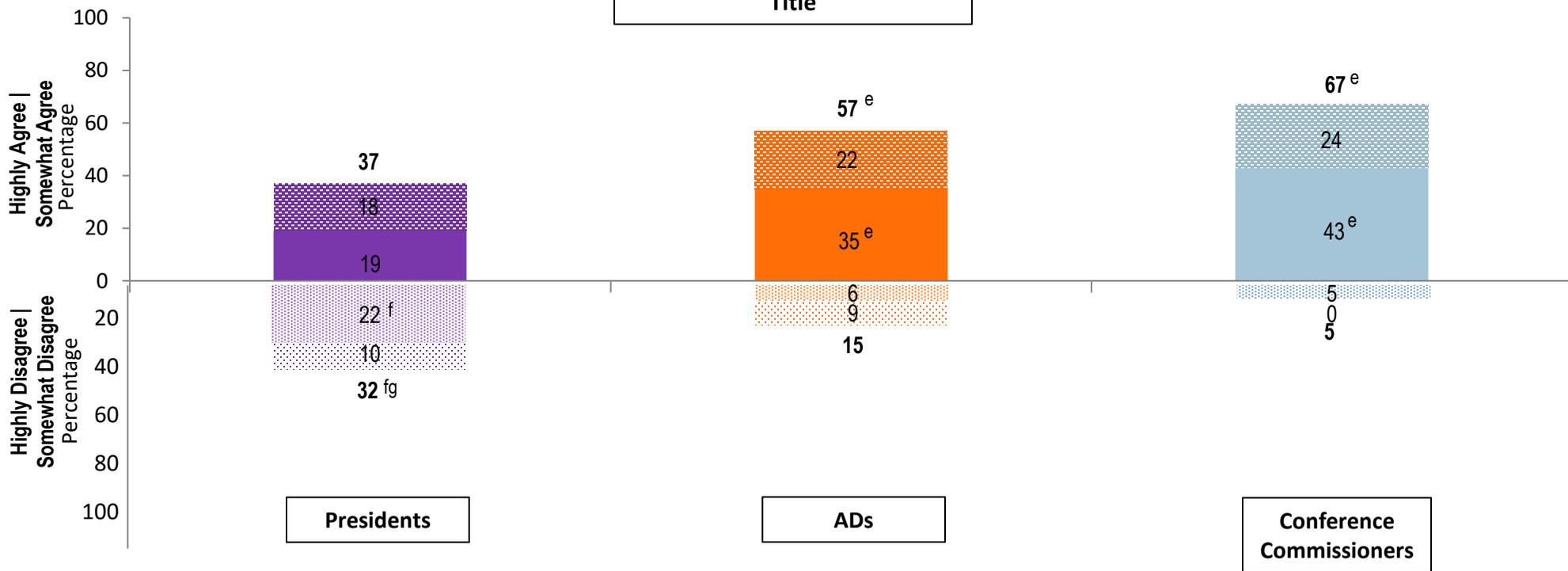
Q. 3bb: To what extent do you agree or disagree with these additional statements? Long-term healthcare benefits for athletes, particularly those in contact sports, are sufficient
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."
 ** Caution, small base size.

ADs (57% agree) and Commissioners (67% agree) are more likely to feel that long-term healthcare benefits for athletes, particularly those in contact sports, are sufficient than Presidents (37% agree).

**Agreement with Various Statements Regarding Current Student-Athlete Health And Well-Being By Segment:
Long-Term Healthcare Benefits for Athletes, Particularly Those in Contact Sports, are Sufficient
(Top 3/Bottom 3, Cont'd)**

- Presidents (n=68**) (e)
- Athletics Directors (ADs) (n=105) (f)
- Conference Commissioners (n=21**) (g)

Title



Q. 3bb: To what extent do you agree or disagree with these additional statements? Long-term healthcare benefits for athletes, particularly those in contact sports, are sufficient

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

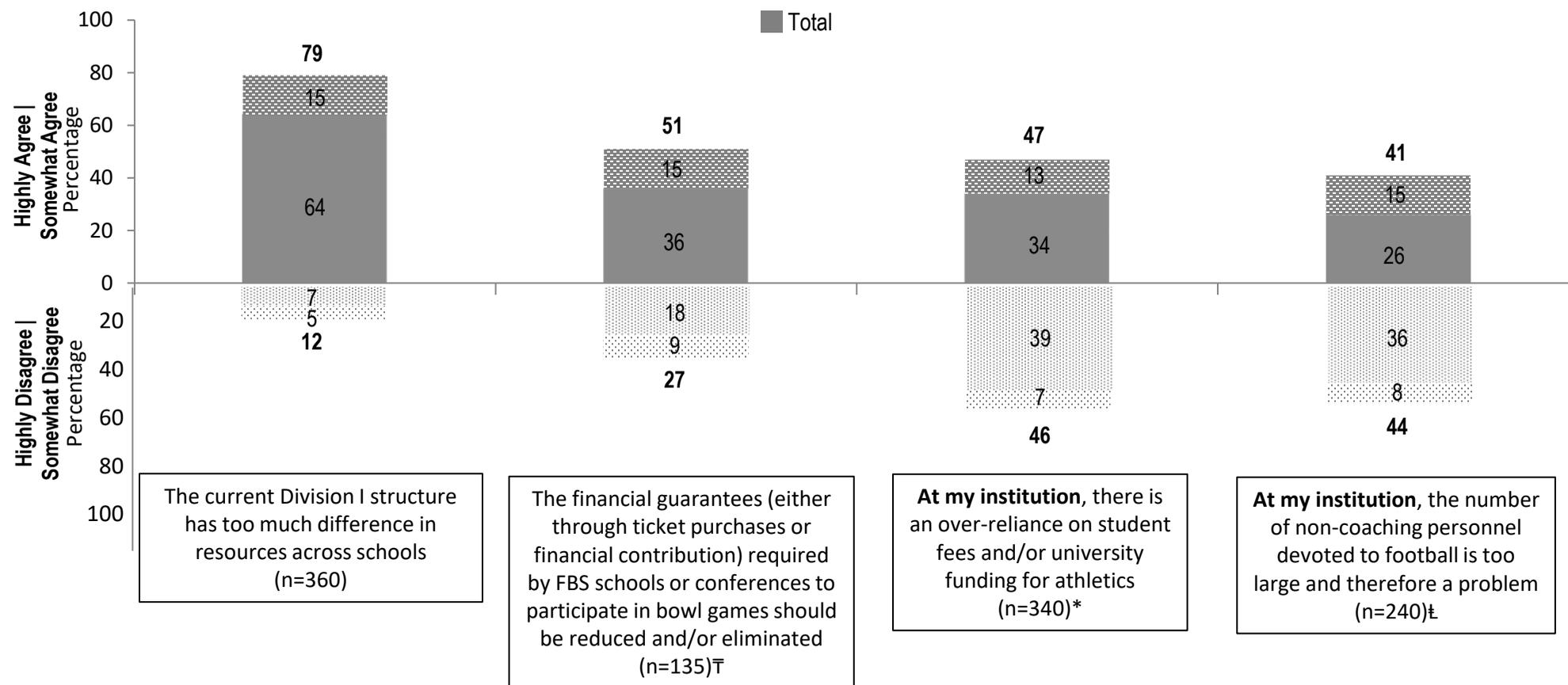
** Caution, small base size.

Objective 8: Determine Agreement with Current Athletics Financial and Funding Sources and Spending

Almost 8 in 10 (79%) agree (and 64% highly agree) that the current Division I structure has too much difference in resources across schools. On issues that impact resources, around half agree that financial guarantees (through ticket purchases or financial contribution) required by FBS schools or conferences in bowl games should be reduced or eliminated (51%) and at their institution there is an over-reliance on student fees and/or university funding for athletics (47%).

- Schools are split on whether the number of non-coaching football personnel is too large and, therefore, a problem (41% agree, 44% disagree).

Agreement with Various Statements Regarding Current Financial and Funding of Collegiate Athletics (Top 3/Bottom 3)



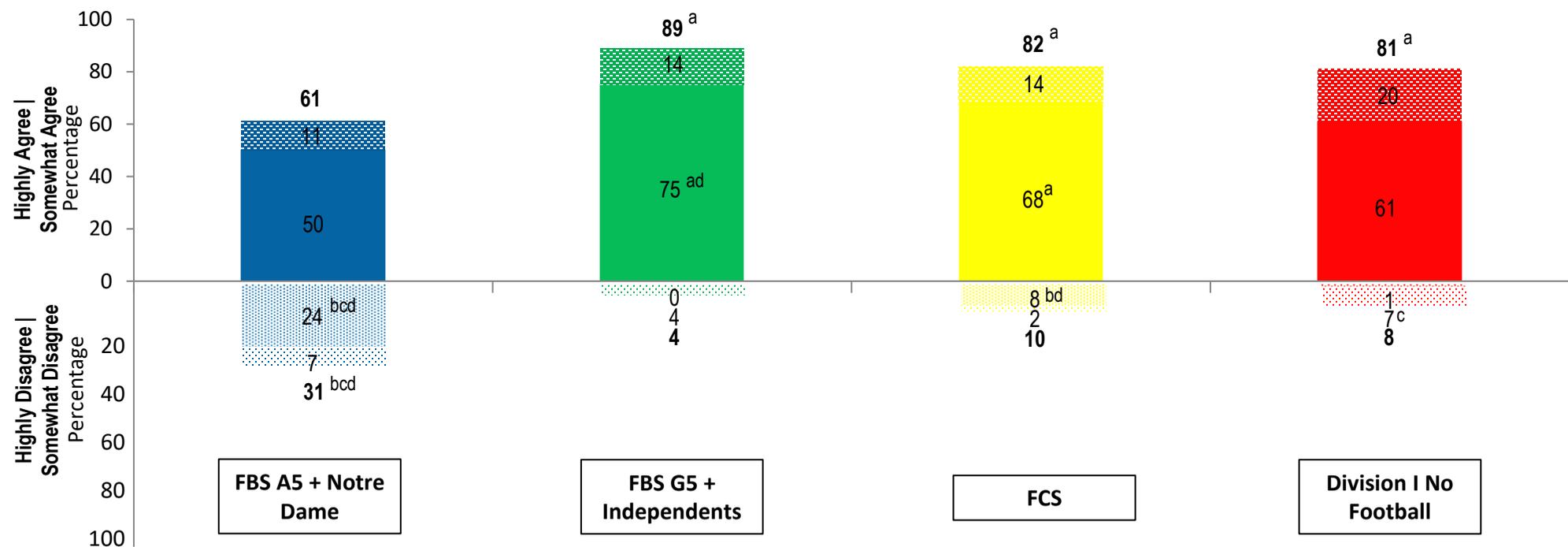
Q.3b: To what extent do you agree or disagree with the following statements?
 Base: All respondents answering.
 Note: Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."
 * Shown to all except Conference Commissioners.
 † Only shown to those at FBS schools
 ‡ Shown to all except Conference Commissioners at schools that have football programs

On whether there is too much difference in resources across DI schools, G5 (89% agree, 75% highly agree), FCS (82%, 68% highly agree), and DI-No Football (81% agree, 61% highly agree) particularly feel this is an issue. Most A5 schools also agree (61% agree, 50% highly agree) although these percentages are lower than for other classifications.

**Agreement with Various Statements Regarding Current Financial and Funding of Collegiate Athletics By Segment:
The Current Division I Structure Has Too Much Difference in Resources Across Schools (Top 3/Bottom 3)**

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=72**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)

Division Classification



Q.3b: To what extent do you agree or disagree with the following statements? The current Division I structure has too much difference in resources across schools

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

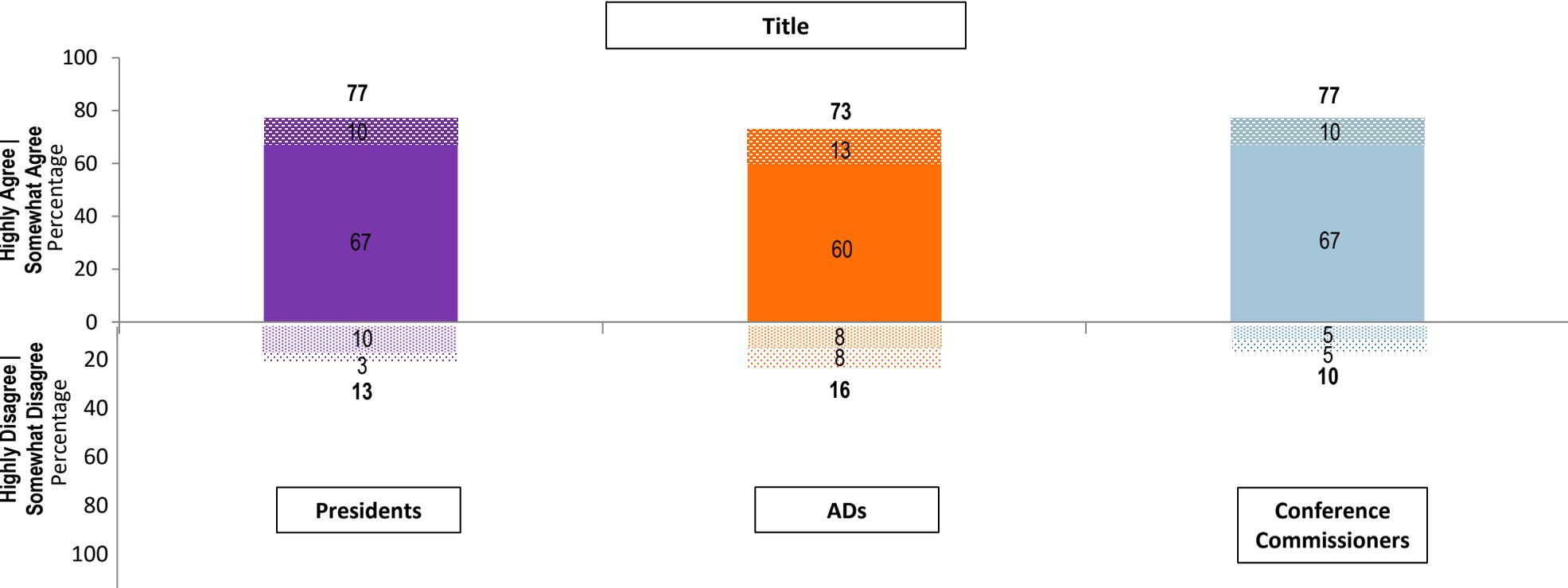
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

All decision-makers tend to agree that there is too much difference in resources across DI schools (77% Presidents, 73% ADs, 77% Commissioners).

Agreement with Various Statements Regarding Current Financial and Funding of Collegiate Athletics By Segment: The Current Division I Structure Has Too Much Difference in Resources Across Schools (Top 3/Bottom 3, Cont'd)

- Presidents (n=69**) (e)
- Athletics Directors (ADs) (n=105) (f)
- Conference Commissioners (n=21**) (g)

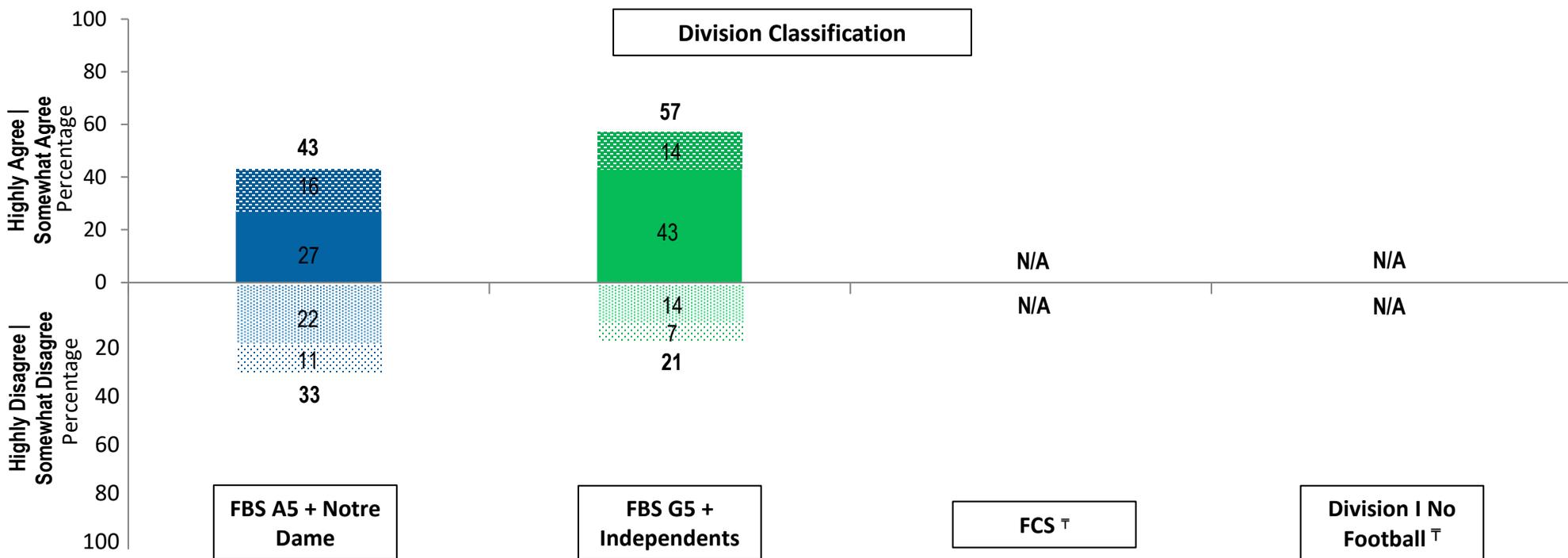


Q.3b: To what extent do you agree or disagree with the following statements? The current Division I structure has too much difference in resources across schools
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."
 ** Caution, small base size.

The majority of G5 schools agree (57% agree, 43% highly agree) that bowl game guarantees should be reduced or eliminated. There is less agreement on this among A5 schools, although more agree (43%) than disagree (33%).

**Agreement with Various Statements Regarding Current Financial and Funding of Collegiate Athletics By Segment:
Financial Guarantees to Participate in Bowl Games Should Be Reduced/Eliminated (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=63**) (a)
- FBS "Group of Five" Plus FBS Independents (n=72**) (b)
- Football Championship Subdivision (FCS) (n=N/A)
- Division I No Football (n=N/A)



Q.3b: To what extent do you agree or disagree with the following statements? The financial guarantees (either through ticket purchases or financial contribution) required by FBS schools or conferences to participate in bowl games should be reduced and/or eliminated

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

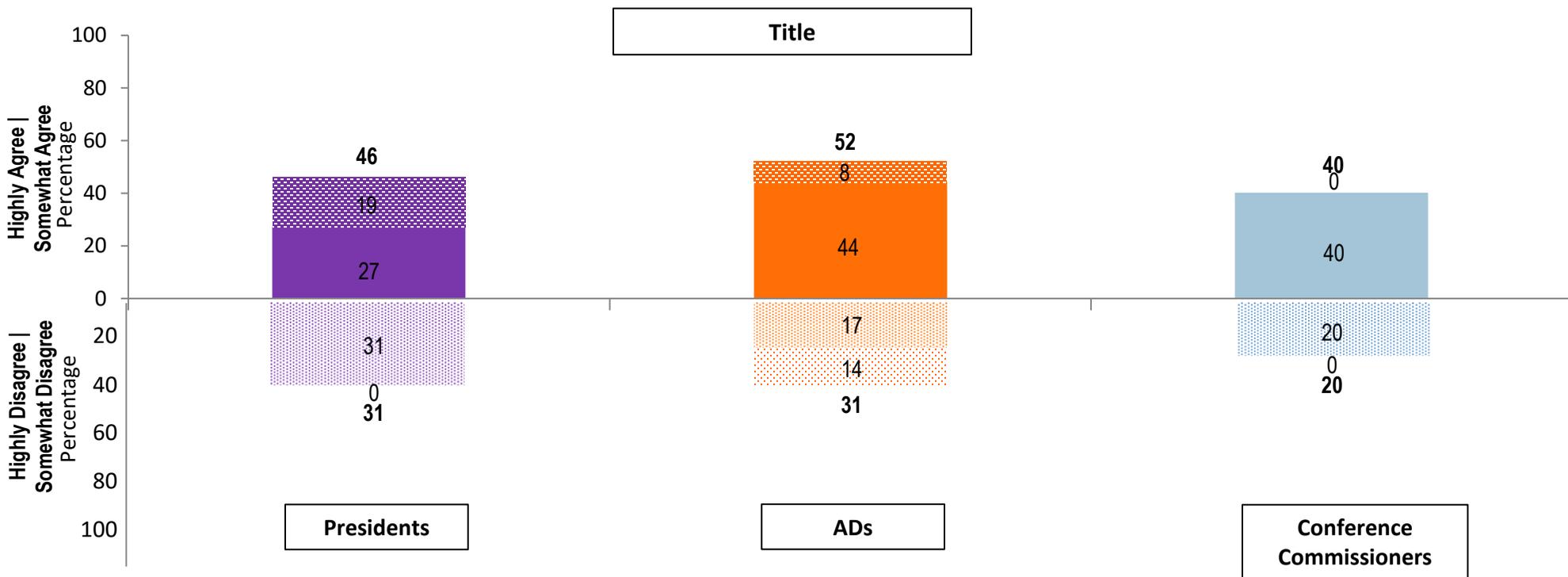
† Only shown to those at FBS schools

** Caution, small base size.

All decision-makers tend to agree that reducing/eliminating bowl guarantees is a good idea: Presidents - 46% agreeing vs. 31% disagreeing, ADs - 52% agreeing vs. 31% disagreeing, Commissioners - 40% agreeing vs. 20% disagreeing.

Agreement with Various Statements Regarding Current Financial and Funding of Collegiate Athletics By Segment: Financial Guarantees to Participate in Bowl Games Should Be Reduced/Eliminated (Top 3/Bottom 3, Cont'd)

■ Presidents (n=26**) (e)
■ Athletics Directors (ADs) (n=36**) (f)
■ Conference Commissioners (n=5**)



Q.3b: To what extent do you agree or disagree with the following statements? The financial guarantees (either through ticket purchases or financial contribution) required by FBS schools or conferences to participate in bowl games should be reduced and/or eliminated

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

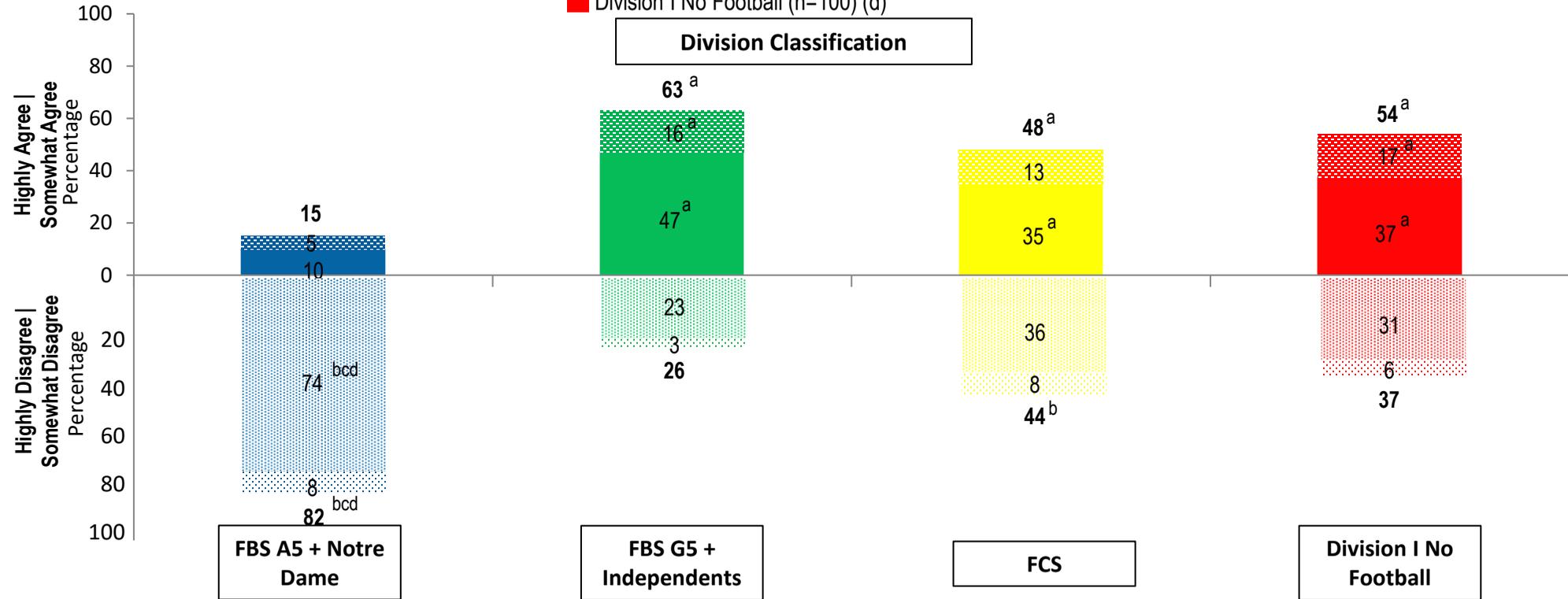
T Only shown to those at FBS schools

** Caution, small base size.

Reaction to the over-reliance on student fees and/or university funding at their school, of course, varies by classification. Few A5 respondents agree (15%) and a significant number disagree (82%). This issue is perceived as a problem for G5 respondents (63% agree, 26% disagree) and DI-No Football respondents (54% agree, 37% disagree). FCS respondents are generally split (48% agree, 44% disagree).

**Agreement with Various Statements Regarding Current Financial and Funding of Collegiate Athletics By Segment:
At My Institution, There is an Over-Reliance on Student Fees and/or University Funding for Athletics (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=70**) (b)
- Football Championship Subdivision (FCS) (n=109) (c)
- Division I No Football (n=100) (d)



Q.3b: To what extent do you agree or disagree with the following statements? At my institution, there is an over-reliance on student fees and/or university funding for athletics

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

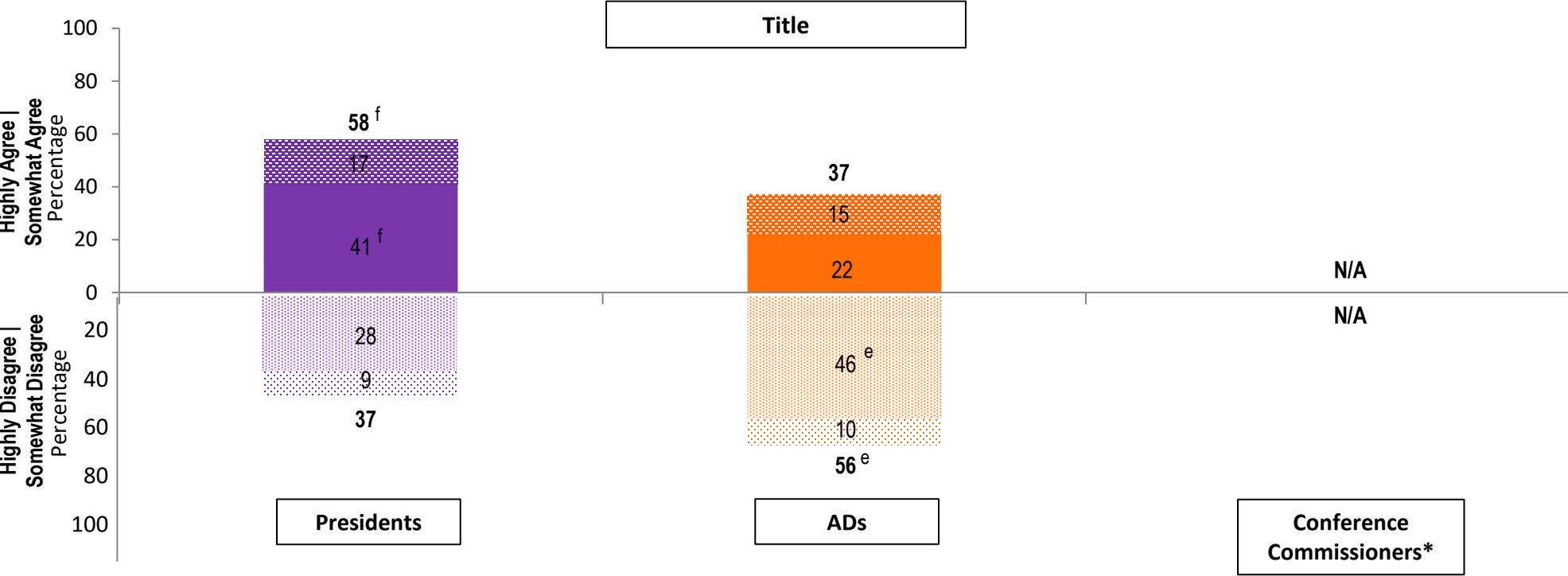
* Shown to all except Conference Commissioners.

** Caution, small base size.

More Presidents tend to believe there is an over-reliance on student fees and university funding for athletics at their institution (58% agree) than ADs (37%).

**Agreement with Various Statements Regarding Current Financial and Funding of Collegiate Athletics By Segment:
At My Institution, There is an Over-Reliance on Student Fees and/or University Funding for Athletics (Top 3/Bottom 3, Cont'd)**

■ Presidents (n=69**) (e)
■ Athletics Directors (ADs) (n=105) (f)
■ Conference Commissioners (n=N/A)

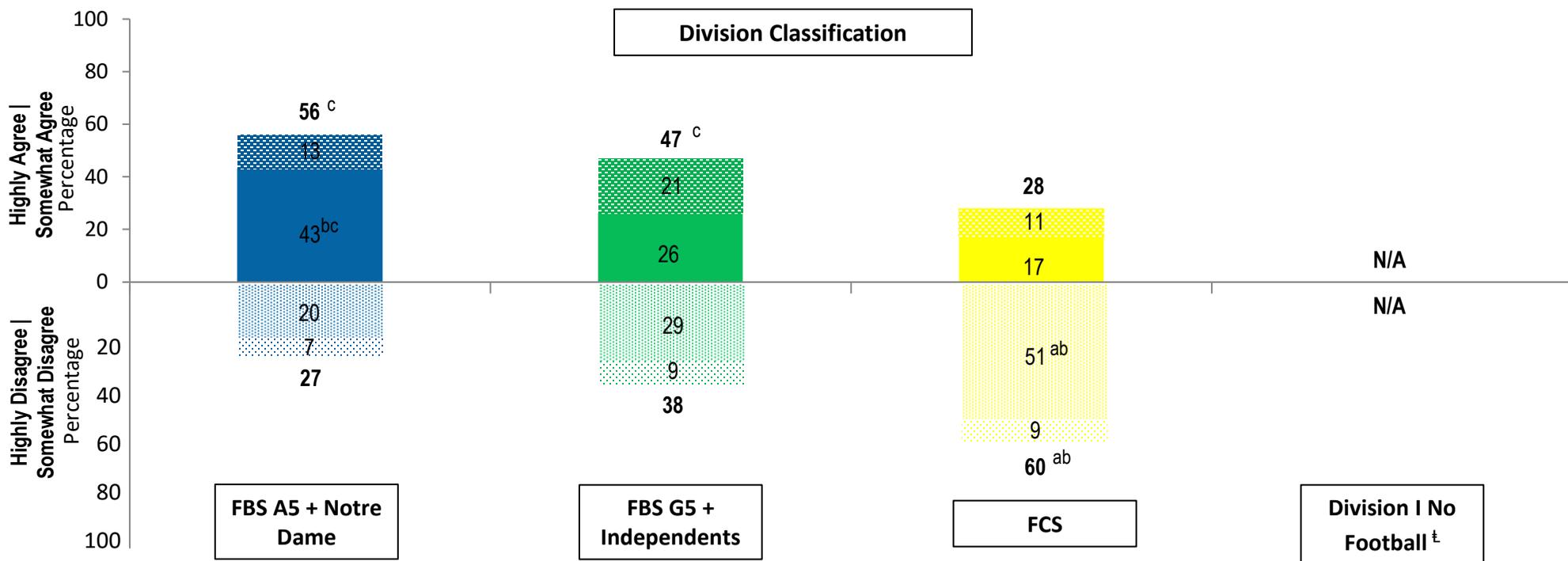


Q.3b: To what extent do you agree or disagree with the following statements? At my institution, there is an over-reliance on student fees and/or university funding for athletics
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."
 * Shown to all except Conference Commissioners.
 ** Caution, small base size.

A5 schools significantly agree that the number of non-coaching personnel devoted to football is too large (56%). G5 schools generally also agree (47%). FCS schools, who typically have less non-coaching personnel, don't see this as an issue (28% agree, 60% disagree).

**Agreement with Various Statements Regarding Current Financial and Funding of Collegiate Athletics By Segment:
Number of Non-Coaching Personnel Devoted to Football is Too Large (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=70**) (b)
- Football Championship Subdivision (FCS) (n=109) (c)
- Division I No Football (n=N/A)



Q.3b: To what extent do you agree or disagree with the following statements? At my institution, the number of non-coaching personnel devoted to football is too large and therefore a problem

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

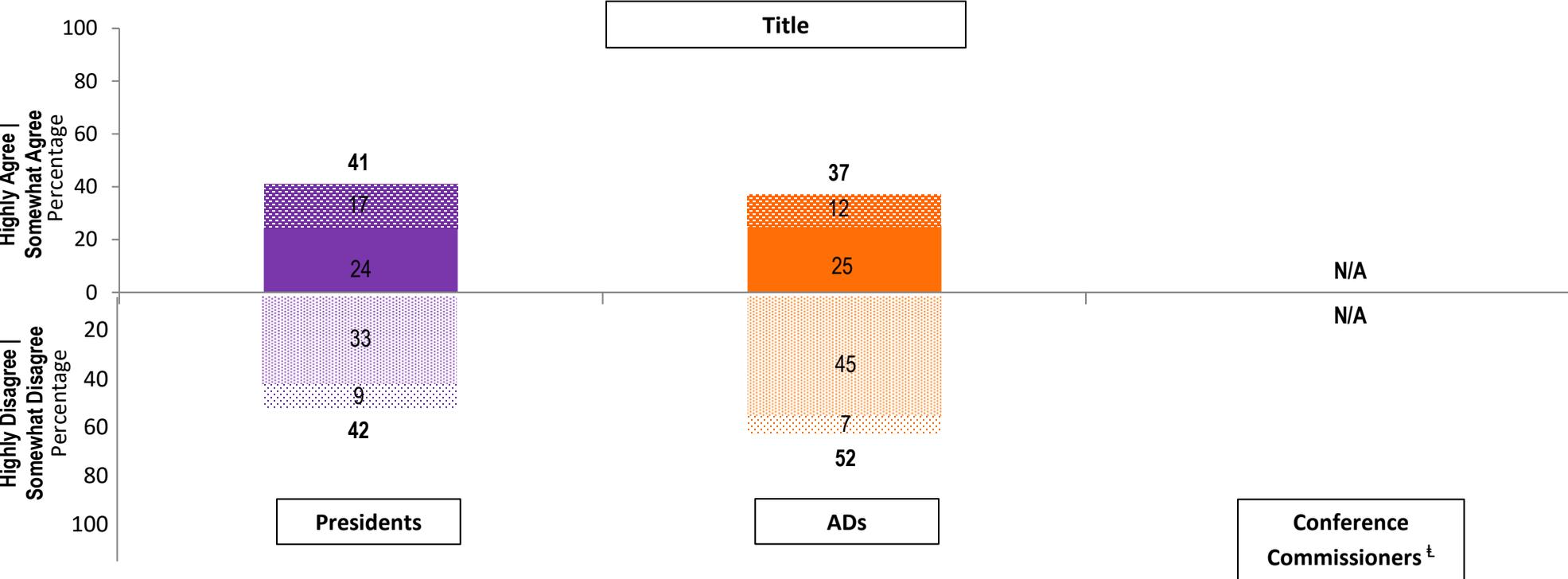
‡ Shown to all except Conference Commissioners at schools that have football programs

** Caution, small base size.

Presidents are split on the issue of there being too many non-coaching personnel in football while ADs disagree. But the driver here is classification, not decision-maker title, as the number of non-coaching personnel vary by classification.

**Agreement with Various Statements Regarding Current Financial and Funding of Collegiate Athletics By Segment:
Number of Non-Coaching Personnel Devoted to Football is Too Large (Top 3/Bottom 3, Cont'd)**

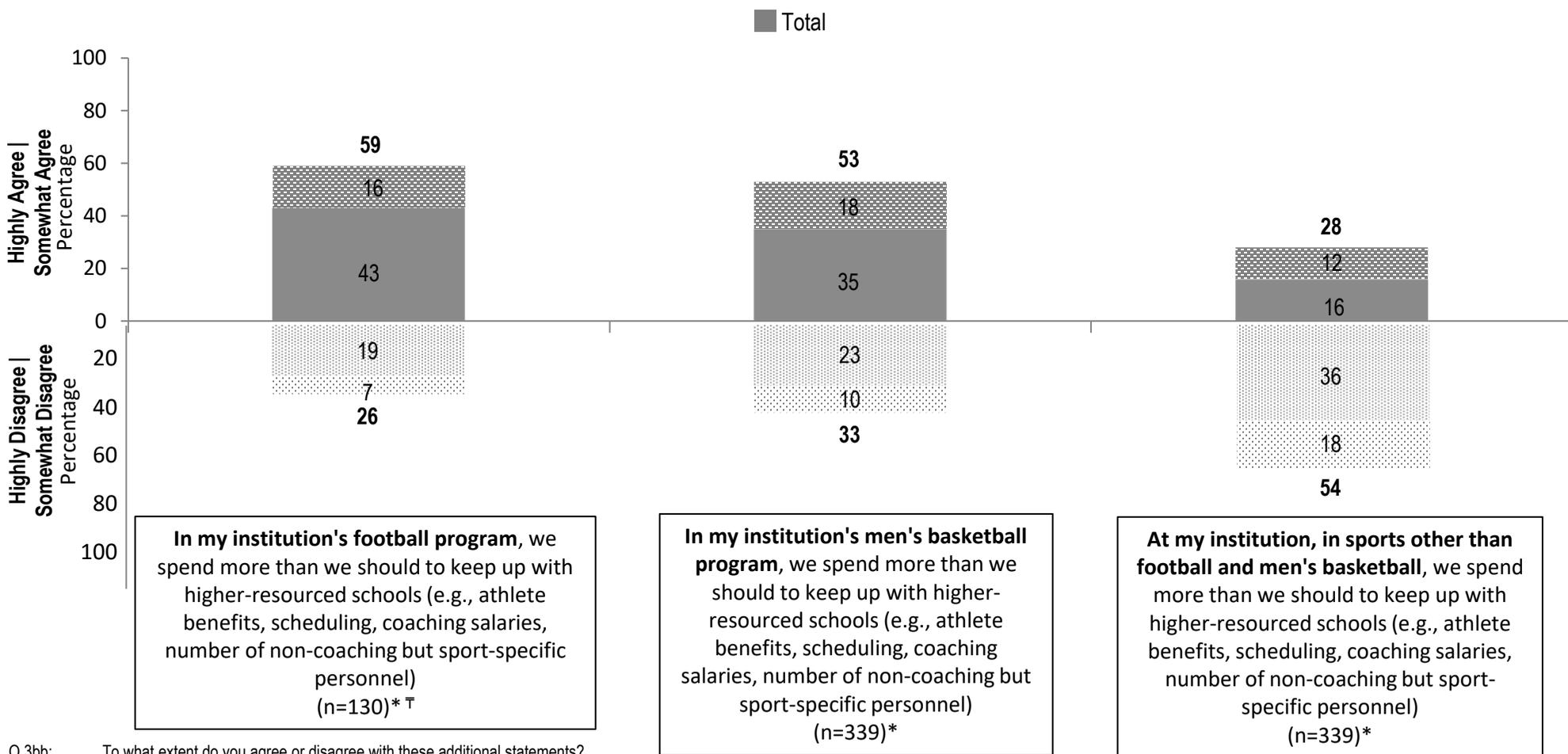
- Presidents (n=46**) (e)
- Athletics Directors (ADs) (n=73**) (f)
- Conference Commissioners (n=N/A)



Q.3b: To what extent do you agree or disagree with the following statements? At my institution, the number of non-coaching personnel devoted to football is too large and therefore a problem
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."
 ‡ Shown to all except Conference Commissioners at schools that have football programs
 ** Caution, small base size.

A resource problem for many DI schools is that they spend more than they should to keep up with higher resourced schools in terms of athlete benefits, scheduling, coaching salaries and number of non-coaching personnel in football (59% agree) and basketball (53% agree). This tends not to be an issue in other sports (28% agree).

Agreement with Statements About Keeping Up with Higher Resourced Schools (Top 3/Bottom 3)



Q.3bb: To what extent do you agree or disagree with these additional statements?

Base: All respondents answering.

Note: Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

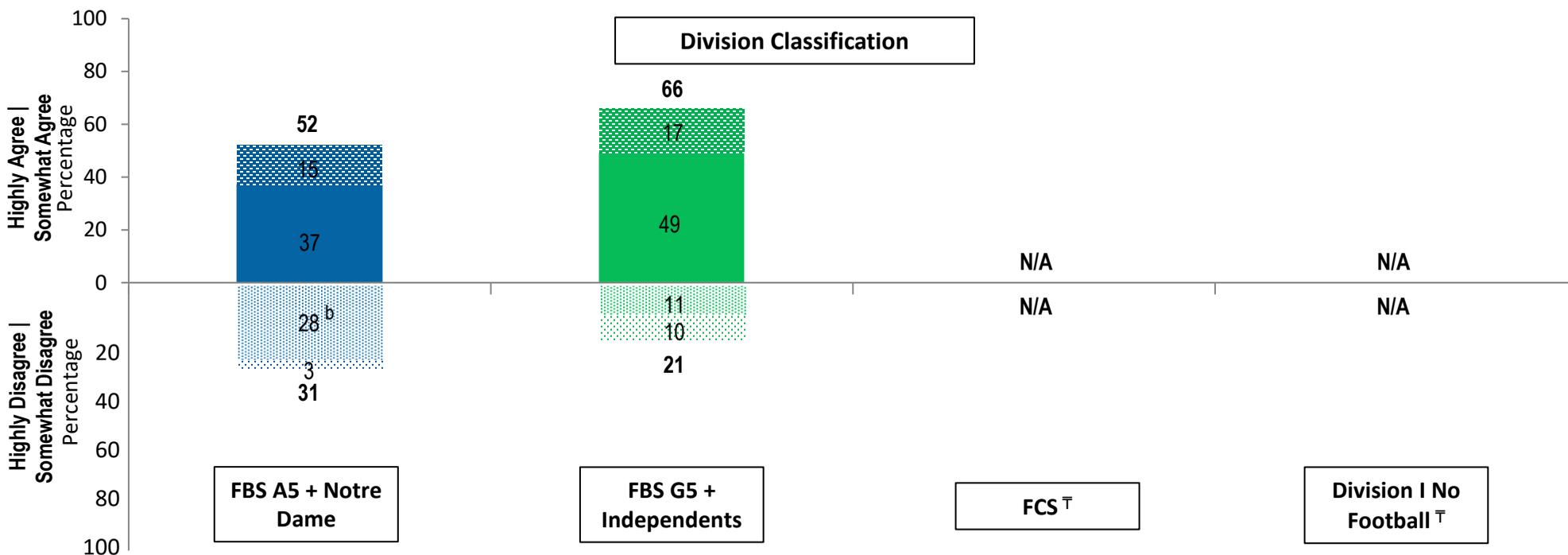
* Shown to all except Conference Commissioners.

† Only shown only to those at FBS schools

Both A5 schools (52% agree) and G5 schools (66%) say that they spend more than they should to keep up with other schools in football.

Agreement with Statements About Keeping Up with Higher Resourced Schools By Segment: Football (Top 3/Bottom 3)

- FBS "Autonomous 5" Plus Notre Dame (n=60**) (a)
- FBS "Group of Five" Plus FBS Independents (n=70**) (b)
- Football Championship Subdivision (FCS) (n=N/A)
- Division I No Football (n=N/A)



Q.3bb: To what extent do you agree or disagree with these additional statements? In my institution's football program, we spend more than we should to keep up with higher-resourced schools (e.g., athlete benefits, scheduling, coaching salaries, number of non-coaching but sport-specific personnel)

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

* Shown to all except Conference Commissioners

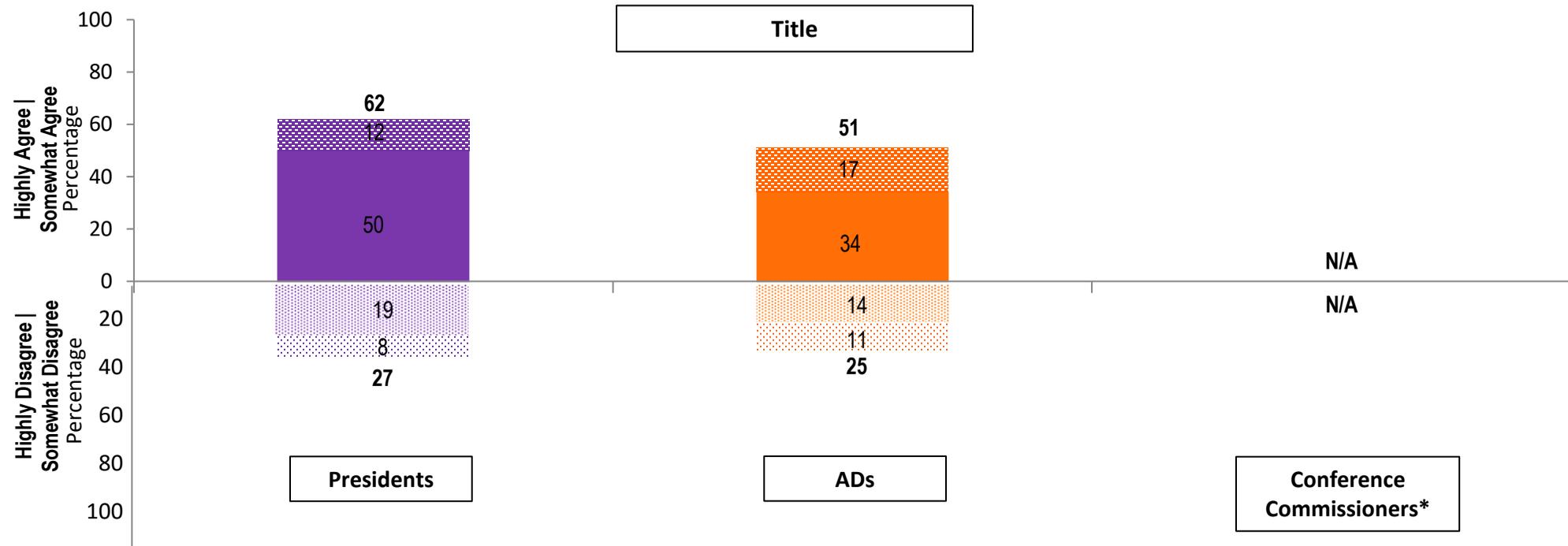
[†] Only shown to those at FBS schools

** Caution, small base size.

Presidents (62%) and ADs (51%) both agree their schools spend more than they should to keep up with others in football.

Agreement with Statements About Keeping Up with Higher Resourced Schools By Segment: Football (Top 3/Bottom 3, Cont'd)

■ Presidents (n=26**) (e)
 ■ Athletics Directors (ADs) (n=35**) (f)
 ■ Conference Commissioners (n=N/A)



Q.3bb: To what extent do you agree or disagree with these additional statements? In my institution's football program, we spend more than we should to keep up with higher-resourced schools (e.g., athlete benefits, scheduling, coaching salaries, number of non-coaching but sport-specific personnel)

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

* Shown to all except Conference Commissioners

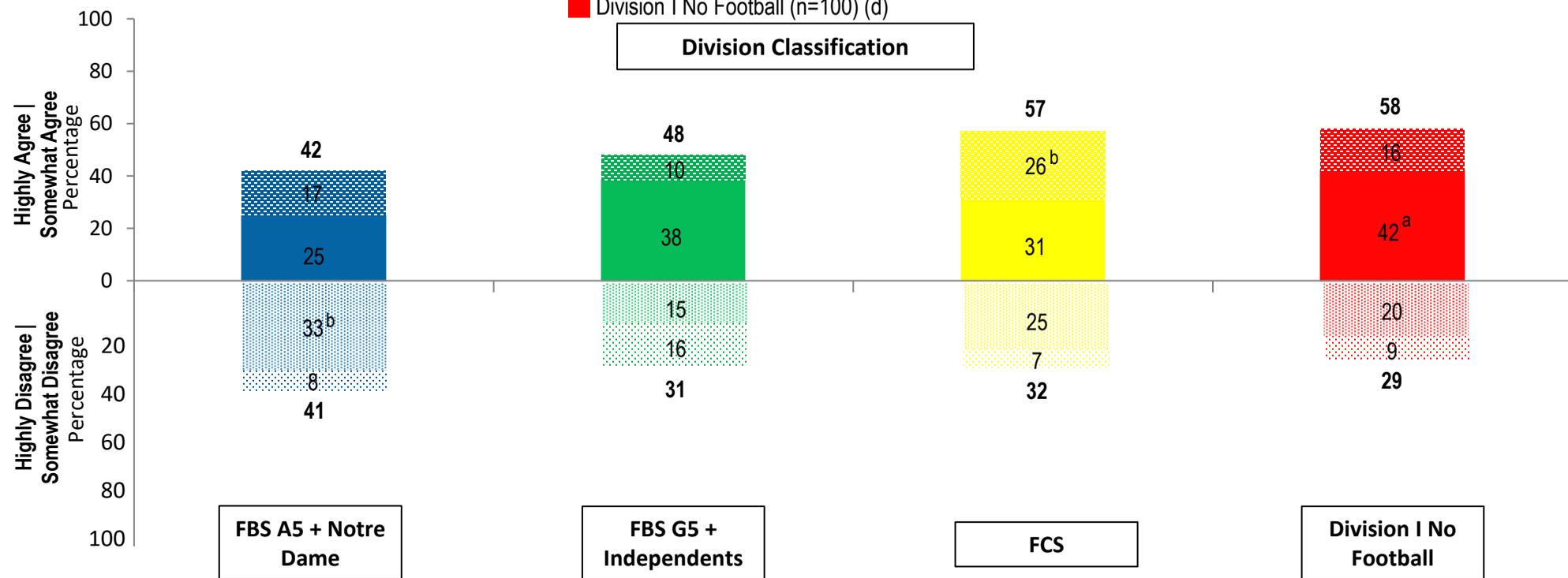
† Only shown to those at FBS schools

** Caution, small base size.

On the issue of spending more than they should to keep up with other schools in basketball, this is an issue for G5 (48% agree), FCS (57% agree) and D1-No Football schools (58% agree). While a significant number of A5 schools also agree (42%), a similar number disagree (41%).

Agreement with Statements About Keeping Up with Higher Resourced Schools By Segment: Men's Basketball (Top 3/Bottom 3, Cont'd)

- FBS "Autonomous 5" Plus Notre Dame (n=60**) (a)
- FBS "Group of Five" Plus FBS Independents (n=69**) (b)
- Football Championship Subdivision (FCS) (n=110) (c)
- Division I No Football (n=100) (d)



Q.3bb: To what extent do you agree or disagree with these additional statements? In my institution's men's basketball program, we spend more than we should to keep up with higher-resourced schools (e.g., athlete benefits, scheduling, coaching salaries, number of non-coaching but sport-specific personnel)

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

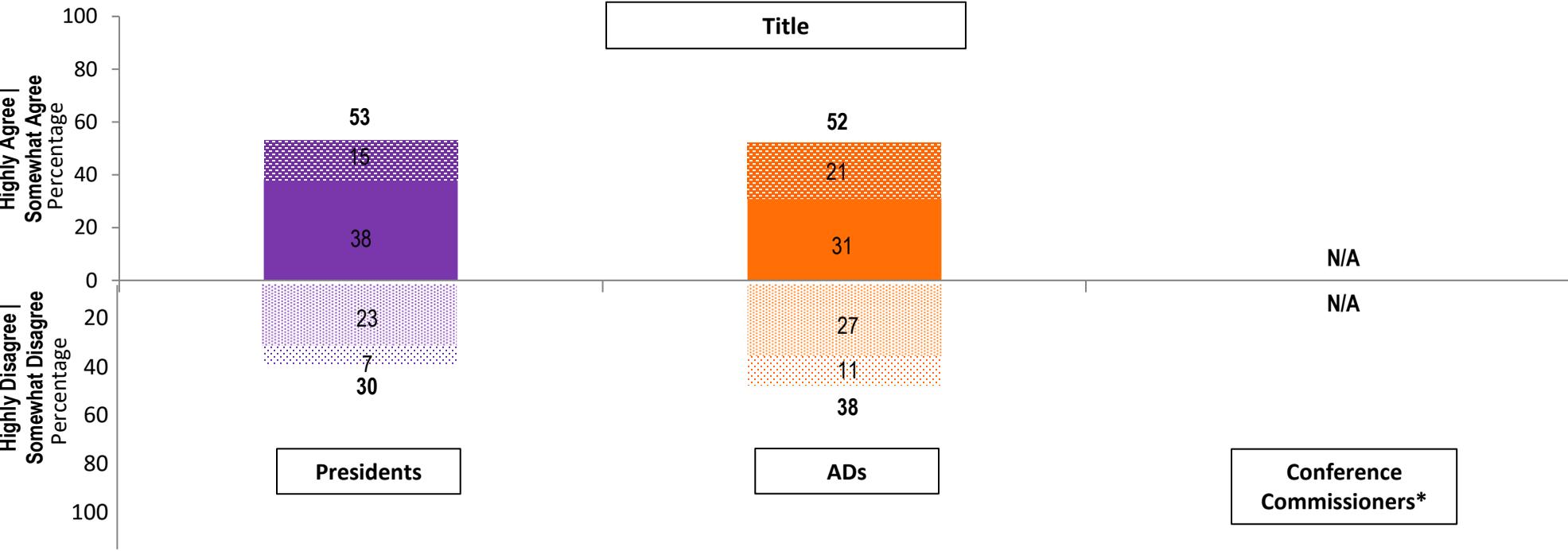
* Shown to all except Conference Commissioners.

** Caution, small base size.

Both Presidents (53% agree) and ADs (52% agree) similarly acknowledge spending more than they should on basketball to keep up with other schools.

Agreement with Statements About Keeping Up with Higher Resourced Schools By Segment: Men's Basketball (Top 3/Bottom 3, Cont'd)

■ Presidents (n=69**) (e)
■ Athletics Directors (ADs) (n=105) (f)
■ Conference Commissioners (n=N/A)



Q.3bb: To what extent do you agree or disagree with these additional statements? In my institution's men's basketball program, we spend more than we should to keep up with higher-resourced schools (e.g., athlete benefits, scheduling, coaching salaries, number of non-coaching but sport-specific personnel)

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

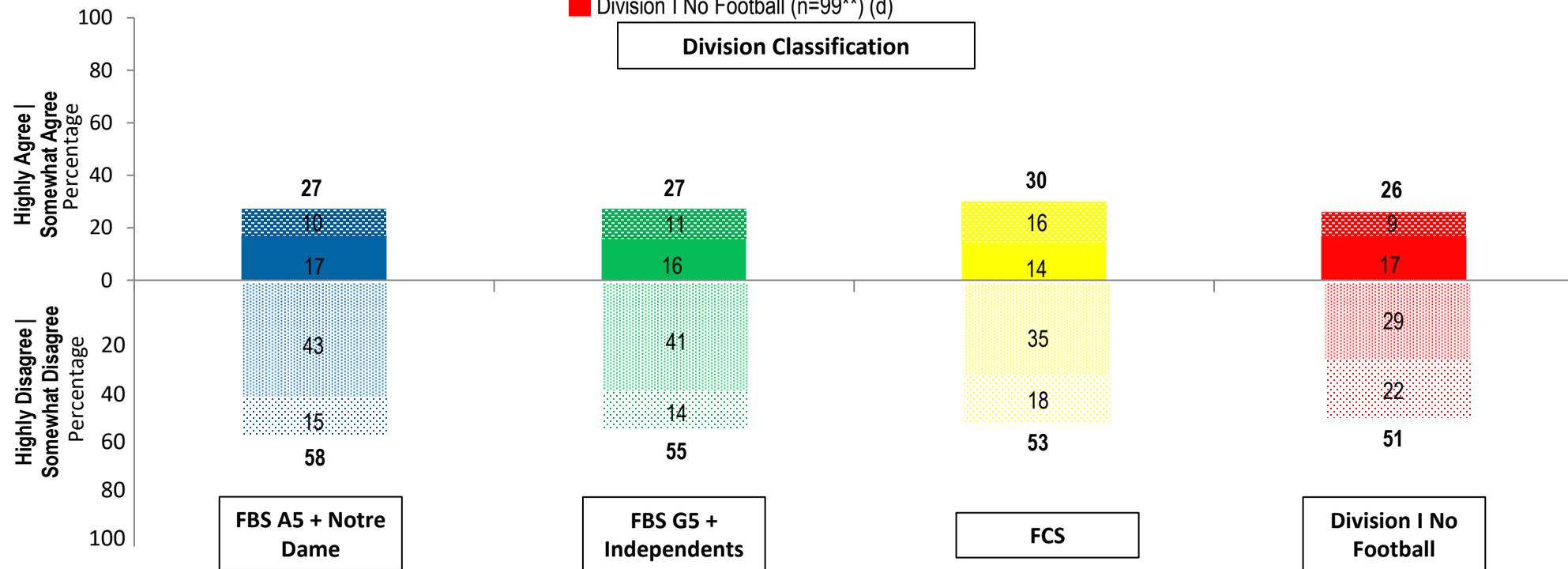
* Shown to all except Conference Commissioners.

** Caution, small base size.

Agreement with Statements About Keeping Up with Higher Resourced Schools By Segment: Other Sports (Top 3/Bottom 3, Cont'd)

- FBS "Autonomous 5" Plus Notre Dame (n=60**) (a)
- FBS "Group of Five" Plus FBS Independents (n=70**) (b)
- Football Championship Subdivision (FCS) (n=110) (c)
- Division I No Football (n=99**) (d)

Division Classification



Q.3bb: To what extent do you agree or disagree with these additional statements? At my institution, in sports other than football and men's basketball, we spend more than we should to keep up with higher-resourced schools (e.g., athlete benefits, scheduling, coaching salaries, number of non-coaching but sport-specific personnel)

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

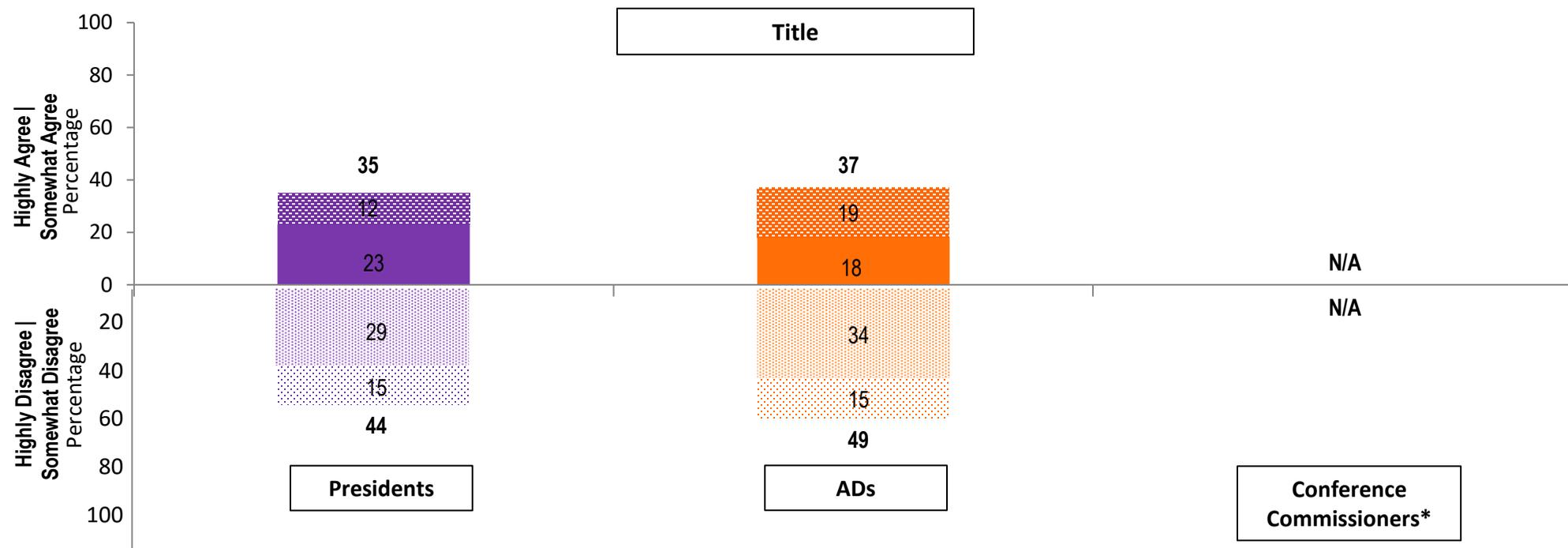
* Shown to all except Conference Commissioners.

** Caution, small base size.

Spending more than they should to keep up with schools in sports other than football and basketball is not a significant issue for either Presidents (35% agree) or ADs (37% agree).

Agreement with Statements About Keeping Up with Higher Resourced Schools By Segment: Other Sports (Top 3/Bottom 3, Cont'd)

■ Presidents (n=69**) (e)
■ Athletics Directors (ADs) (n=104) (f)
■ Conference Commissioners (n=N/A)



Q.3bb: To what extent do you agree or disagree with these additional statements? At my institution, in sports other than football and men's basketball, we spend more than we should to keep up with higher-resourced schools (e.g., athlete benefits, scheduling, coaching salaries, number of non-coaching but sport-specific personnel)

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

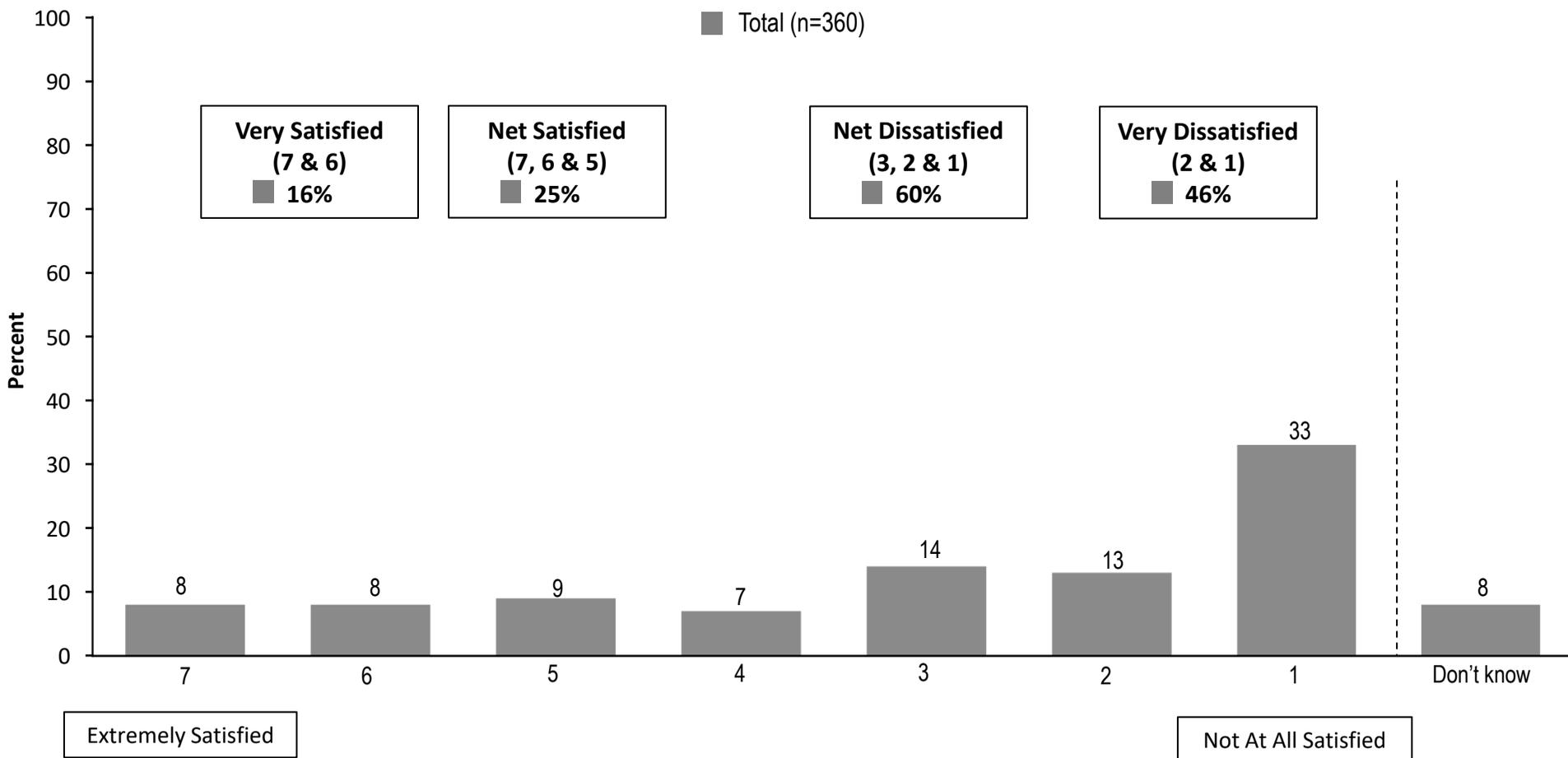
* Shown to all except Conference Commissioners.

** Caution, small base size.

Objective 9: Analyze Views on Revenue Distribution

The College Football Playoff (CFP) is managed independently from the NCAA. The CFP distributes more than \$450 million annually to FBS conferences and schools. The NCAA absorbs significant FBS operating costs (e.g., eligibility and enforcement) but receives no revenue from the CFP (or from FBS bowl games). Over twice as many schools are dissatisfied with this (60%) than satisfied (25%). Almost half (46%) are very dissatisfied while only 16% are very satisfied.

Overall Satisfaction with the Current CFP Revenue Distribution Structure



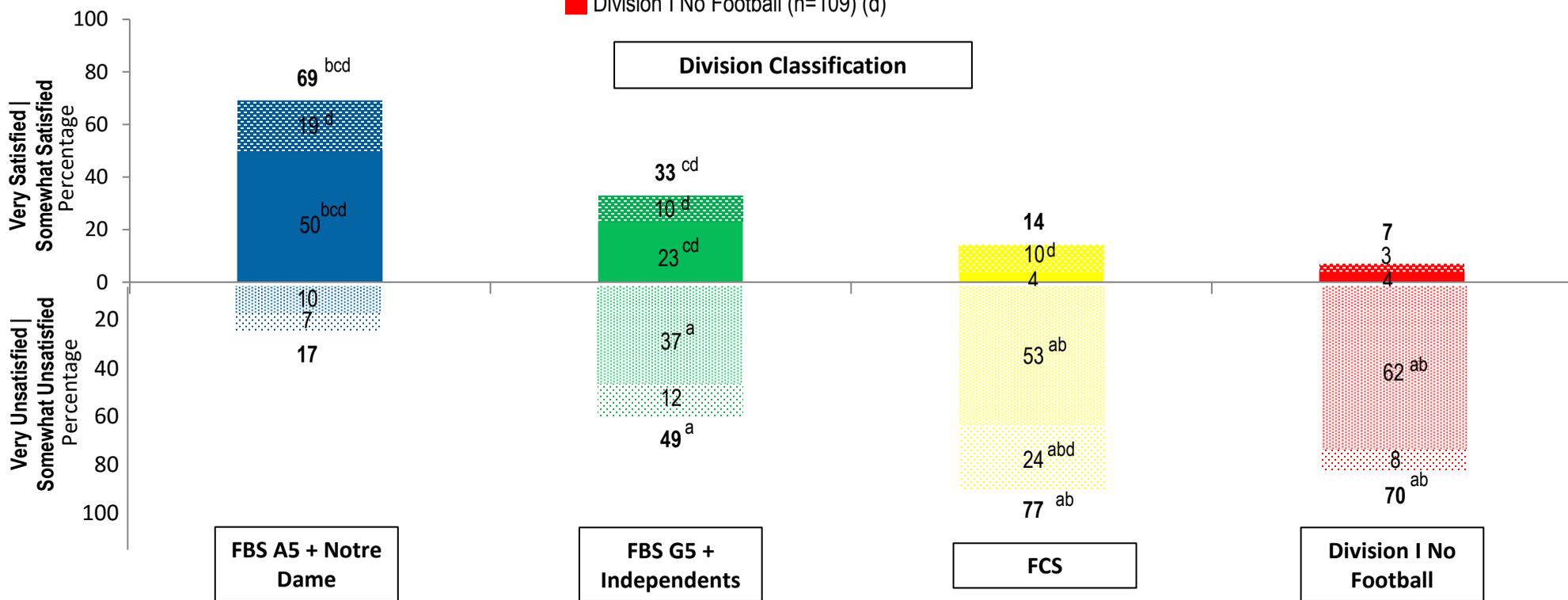
Q.6a: The College Football Playoff (CFP) is managed independently from the NCAA. The CFP distributes more than \$450 million annually to FBS conferences and schools, plus \$2.6 million to qualifying conferences in the Football Championship Subdivision. The NCAA absorbs significant national FBS operating costs (e.g., eligibility and enforcement) but receives no revenue from the CFP (or from FBS bowl games). Overall, how satisfied are you with this revenue distribution structure?

Base: All respondents answering.

As A5 schools benefit from this structure the most, it is not surprising that they split from other classifications in being the only ones to support the status quo. A total of 69% are satisfied with this structure with 50% saying they are very satisfied. Only 17% are very dissatisfied. By contrast, fewer G5 respondents are satisfied (33%) than dissatisfied (49%), as are FCS respondents (14% satisfied, 77% dissatisfied) and DI-No Football respondents (7% satisfied, 70% dissatisfied). CFP revenue distribution is considered a problem by all but the A5.

Overall Satisfaction with the Current CFP Revenue Distribution Structure By Segment (Top 3/Bottom 3)

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.6a: The College Football Playoff (CFP) is managed independently from the NCAA. The CFP distributes more than \$450 million annually to FBS conferences and schools, plus \$2.6 million to qualifying conferences in the Football Championship Subdivision. The NCAA absorbs significant national FBS operating costs (e.g., eligibility and enforcement) but receives no revenue from the CFP (or from FBS bowl games). Overall, how satisfied are you with this revenue distribution structure?

Base: All respondents answering.

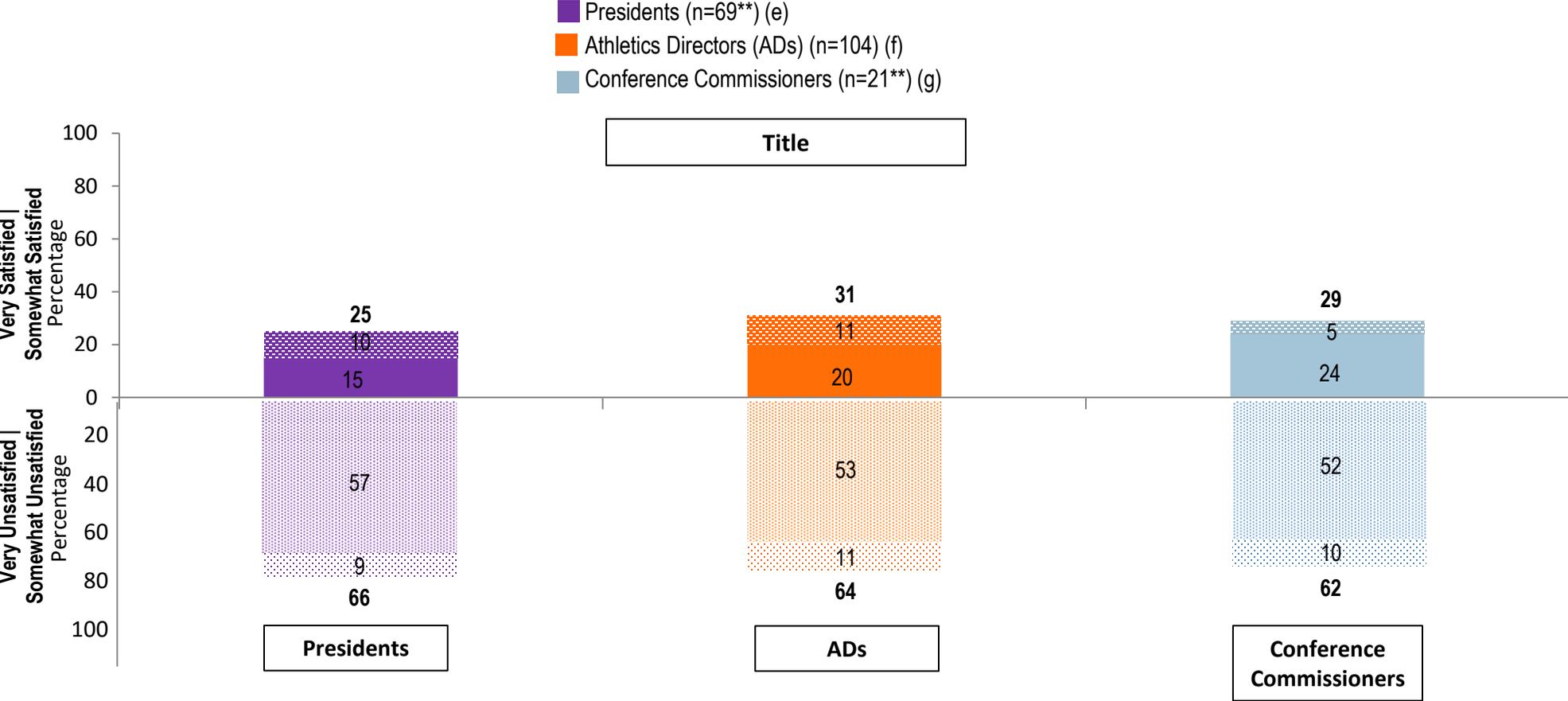
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Extremely Satisfied" and 1 equals "Not At All Satisfied."

** Caution, small base size.

While the main driver of views on CFP revenue distribution are division classification, all decision-maker titles are mainly dissatisfied (66% of Presidents, 64% of ADs, 62% of Commissioners).

Overall Satisfaction with the Current CFP Revenue Distribution Structure By Segment (Top 3/Bottom 3, Cont'd)



Q.6a: The College Football Playoff (CFP) is managed independently from the NCAA. The CFP distributes more than \$450 million annually to FBS conferences and schools, plus \$2.6 million to qualifying conferences in the Football Championship Subdivision. The NCAA absorbs significant national FBS operating costs (e.g., eligibility and enforcement) but receives no revenue from the CFP (or from FBS bowl games). Overall, how satisfied are you with this revenue distribution structure?

Base: All respondents answering.

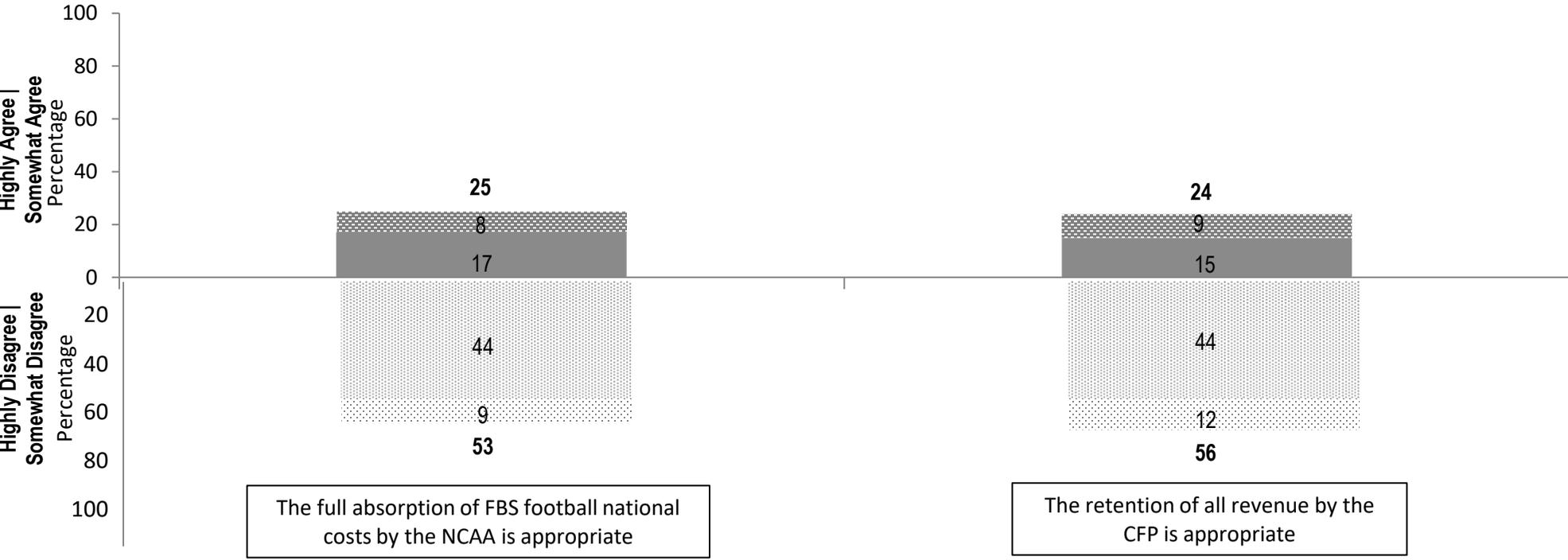
Note: Letters indicate statistically significant differences. Percentages are on a 7-point scale where 7 equals "Extremely Satisfied" and 1 equals "Not At All Satisfied."

** Caution, small base size.

In breaking this revenue distribution structure into its component parts, 53% disagree that the full absorption of FBS football national costs by the NCAA is appropriate while 25% agree. On the retention of all revenue by the CFP being appropriate, 56% disagree and 24% agree.

Agreement with Statements About the Current CFP Revenue Distribution Structure (Top 3/Bottom 3)

■ Total (n=361)



The full absorption of FBS football national costs by the NCAA is appropriate

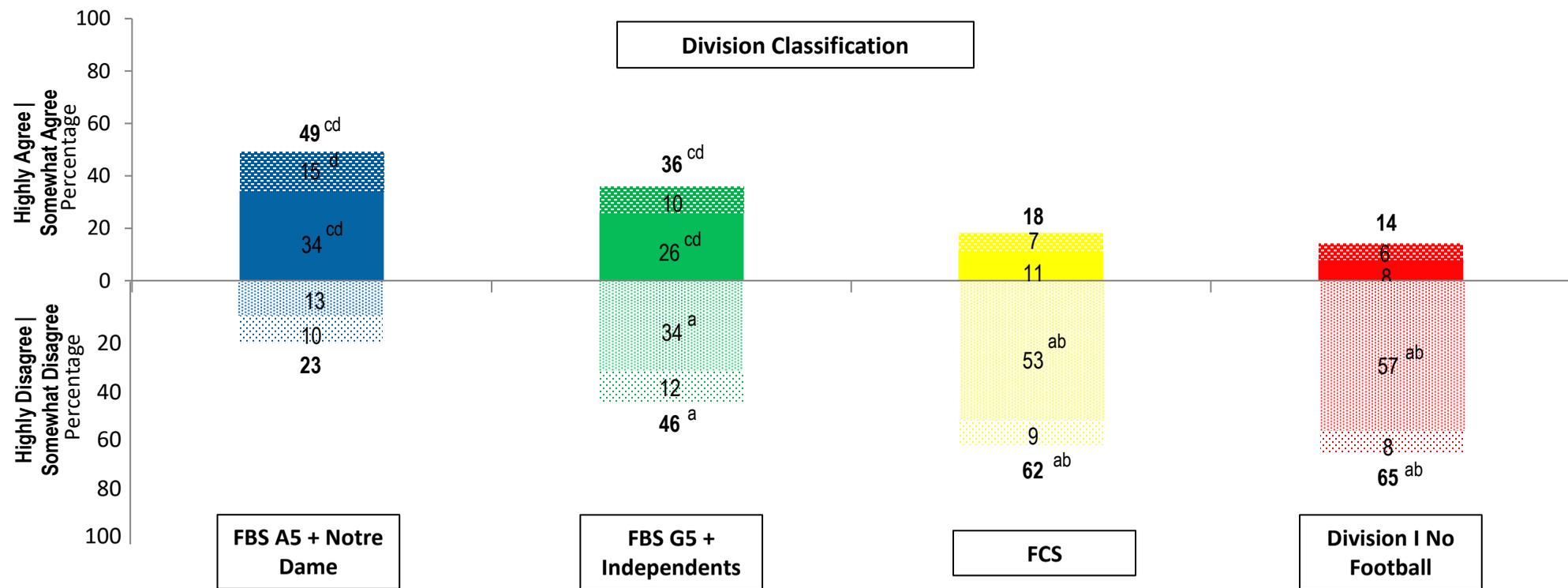
The retention of all revenue by the CFP is appropriate

Q.6b: To what extent do you agree or disagree with each of the following about the CFP revenue distribution structure?
 Base: All respondents answering.
 Note: Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

A5 is the only division classification that tends to agree (49% agree, 18% neutral, 23% disagree) that full absorption of FBS football national costs by the NCAA is appropriate. All other classifications disagree with the appropriateness of absorbing FBS costs: G5 (36% agree, 46% disagree), FCS (18% agree, 62% disagree) and DI-No Football (14% agree, 65% disagree).

**Agreement with Statements About The Current CFP Revenue Distribution Structure By Segment:
The Full Absorption of FBS Football National Costs By the NCAA Is Appropriate (Top 3/Bottom 3)**

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)



Q.6b: To what extent do you agree or disagree with each of the following about the CFP revenue distribution structure? The full absorption of FBS football national costs by the NCAA is appropriate.

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

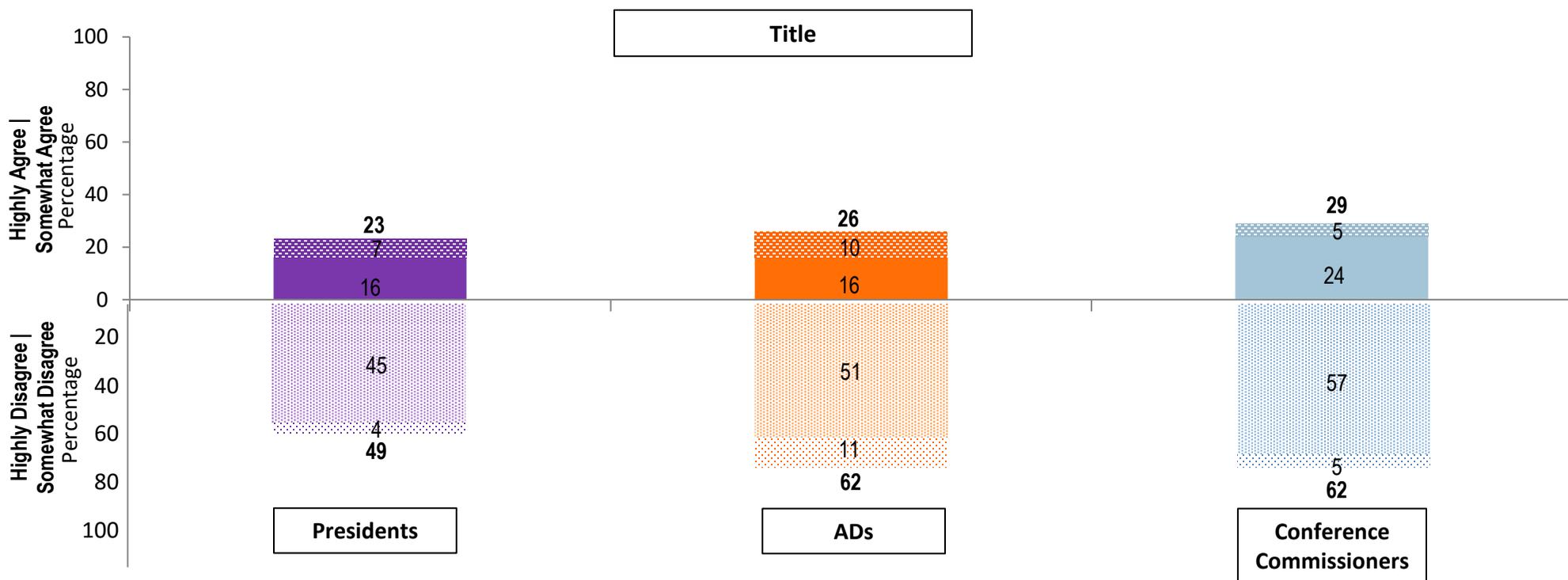
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Caution, small base size.

Again, classification drives opinion of the appropriateness of FBS football national costs being absorbed by the NCAA. But all decision-maker groups, but particularly ADs and Commissioners, disagree with this structure.

**Agreement with Statements About The Current CFP Revenue Distribution Structure By Segment:
The Full Absorption of FBS Football National Costs By the NCAA Is Appropriate (Top 3/Bottom 3, Cont'd)**

- Presidents (n=69**) (e)
- Athletics Directors (ADs) (n=105) (f)
- Conference Commissioners (n=21**) (g)



Q.6b: To what extent do you agree or disagree with each of the following about the CFP revenue distribution structure? The full absorption of FBS football national costs by the NCAA is appropriate.

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

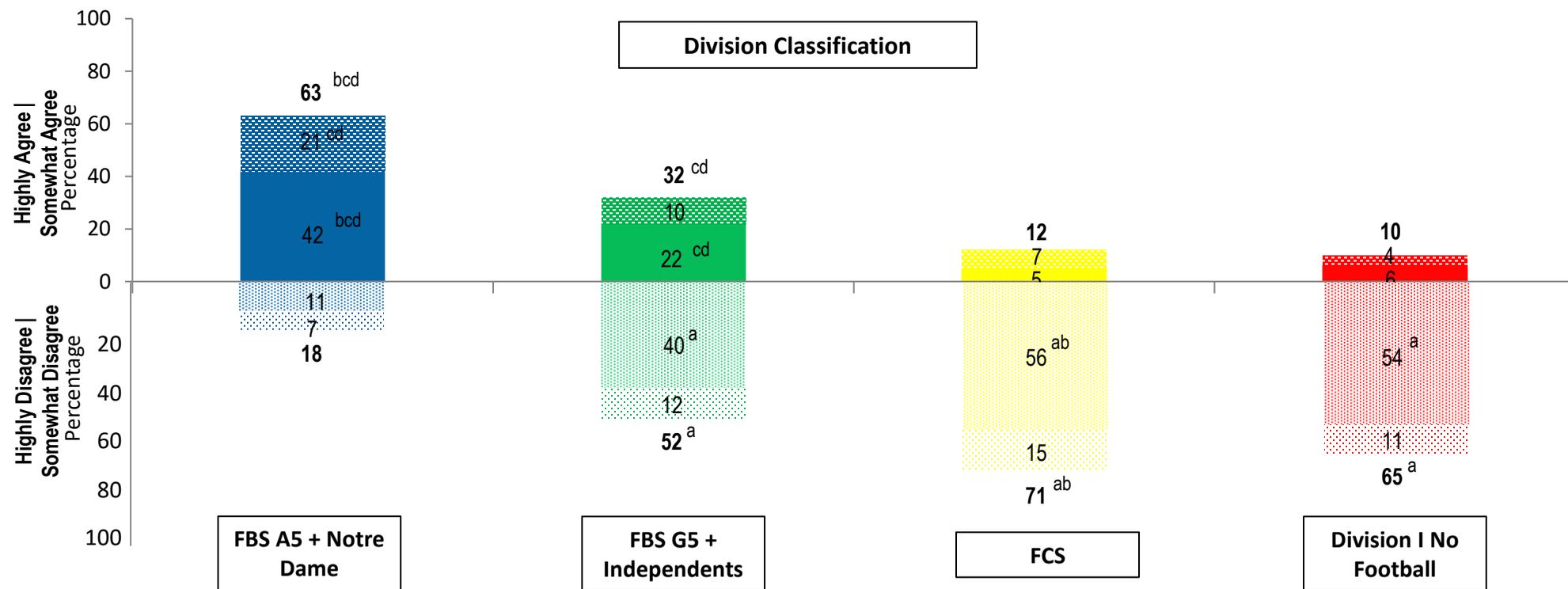
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

On retention of all revenue by the CFP, A5 schools, who are most likely to play in the CFP, overwhelmingly say this is appropriate (63% agree vs. 18% disagree). The majority of all other classifications say this is mainly inappropriate (52% of G5, 71% of FCS, and 65% of DI-No Football).

**Agreement with Statements About the Current CFP Revenue Distribution Structure By Segment:
The Retention of All Revenue By the CFP Is Appropriate (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)



Q.6b: To what extent do you agree or disagree with each of the following about the CFP revenue distribution structure? The retention of all revenue by the CFP is appropriate.

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

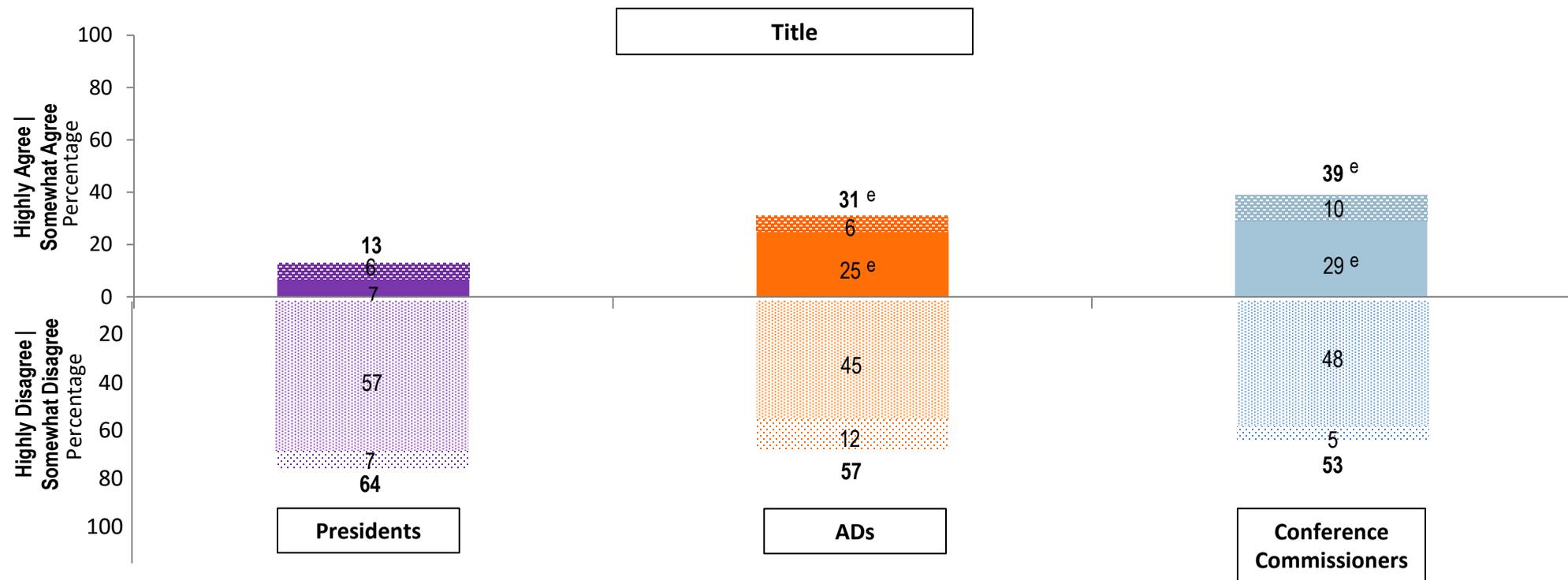
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Caution, small base size.

Again, all decision-maker titles disagree that retention of all revenues by the CFP is appropriate.

**Agreement with Statements About the Current CFP Revenue Distribution Structure By Segment:
The Retention of All Revenue By the CFP Is Appropriate (Top 3/Bottom 3, Cont'd)**

- Presidents (n=69**) (e)
- Athletics Directors (ADs) (n=105) (f)
- Conference Commissioners (n=21**) (g)



Q.6b: To what extent do you agree or disagree with each of the following about the CFP revenue distribution structure? The retention of all revenue by the CFP is appropriate.

Base: All respondents answering.

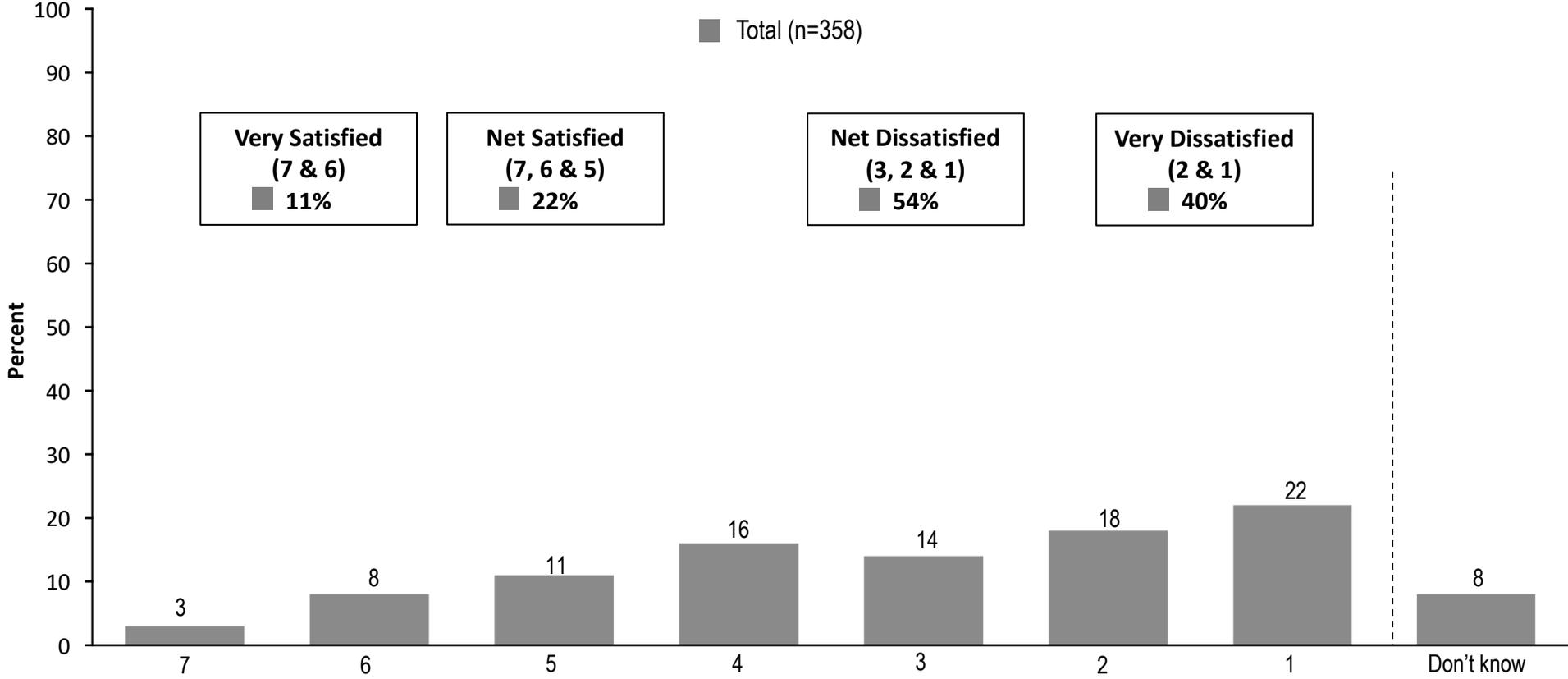
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Caution, small base size.

Respondents were asked their reaction to the current NCAA revenue distribution formula which is derived almost exclusively from the NCAA Division I basketball tournament. FBS football is unique in that it is the only sport included in the formula that is not governed by the NCAA and the NCAA does not sponsor its championship. Many more are dissatisfied with this formula (54%) than satisfied (22%).

Overall Satisfaction with the Current NCAA Revenue Distribution Formula



Extremely Satisfied

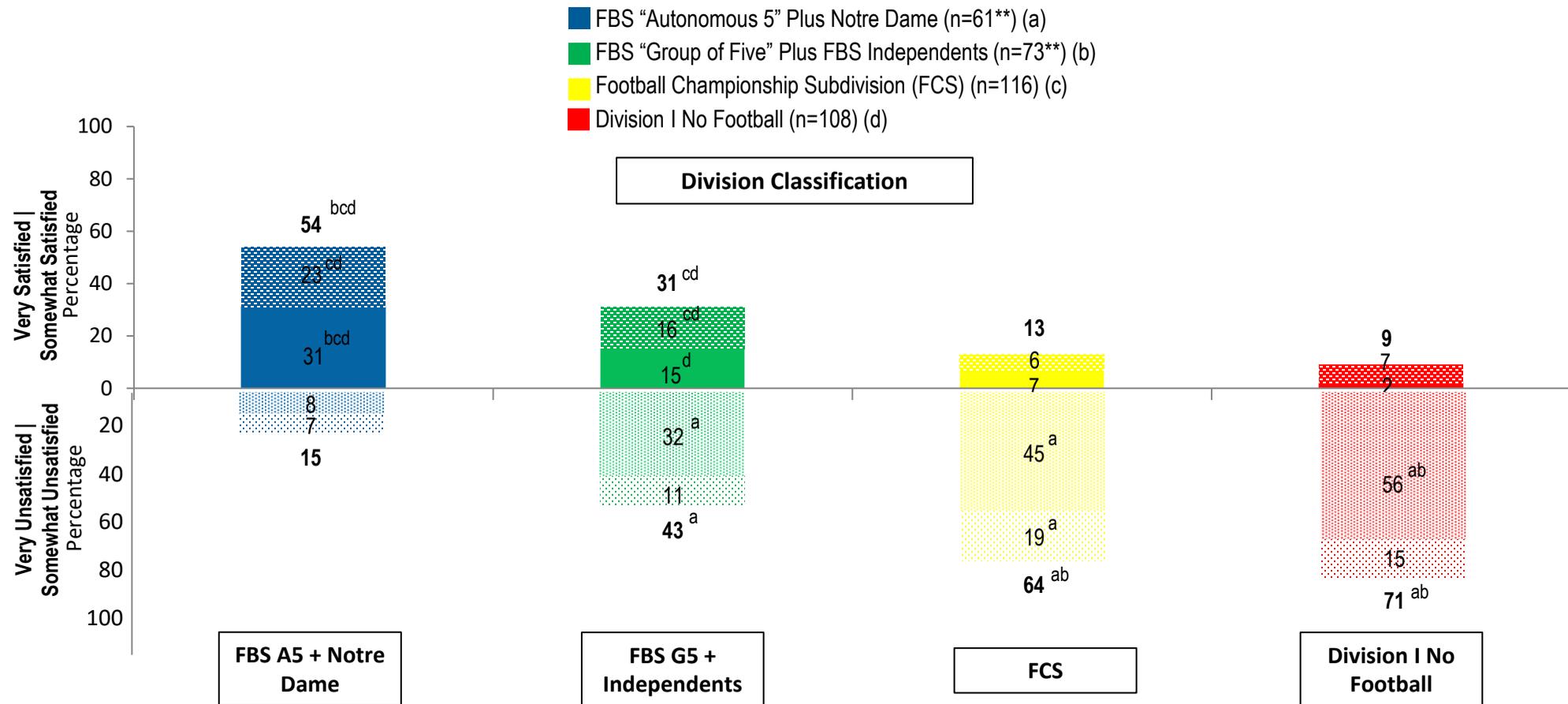
Not At All Satisfied

Q.6c: FBS Football is a unique sport in the NCAA's revenue distribution formula. It is the only sport included in that formula, even though the NCAA does not sponsor its championship. The NCAA does not receive any revenue from FBS post-season games (including College Football Playoff revenue). There are several variables in the NCAA formula that are impacted by the inclusion of FBS football like the grant-in-aid formula that rewards larger scholarship allocations. NCAA revenue distributions are derived almost exclusively from the NCAA Division I Men's Basketball Tournament. Overall, how satisfied are you with this NCAA revenue distribution formula?

Base: All respondents answering.

A5 schools are the only classification satisfied with the current NCAA revenue distribution formula. A total of 54% are satisfied with the formula and 15% are dissatisfied. G5 schools tend to be dissatisfied (31% satisfied, 43% dissatisfied) while FCS (13% satisfied, 64% dissatisfied) and DI-No Football (9% satisfied, 71% dissatisfied) are overwhelmingly dissatisfied.

Overall Satisfaction with the Current NCAA Revenue Distribution Formula By Segment (Top 3/Bottom 3)



Q.6c: FBS Football is a unique sport in the NCAA's revenue distribution formula. It is the only sport included in that formula, even though the NCAA does not sponsor its championship. The NCAA does not receive any revenue from FBS post-season games (including College Football Playoff revenue). There are several variables in the NCAA formula that are impacted by the inclusion of FBS football like the grant-in-aid formula that rewards larger scholarship allocations. NCAA revenue distributions are derived almost exclusively from the NCAA Division I Men's Basketball Tournament. Overall, how satisfied are you with this NCAA revenue distribution formula?

Base: All respondents answering.

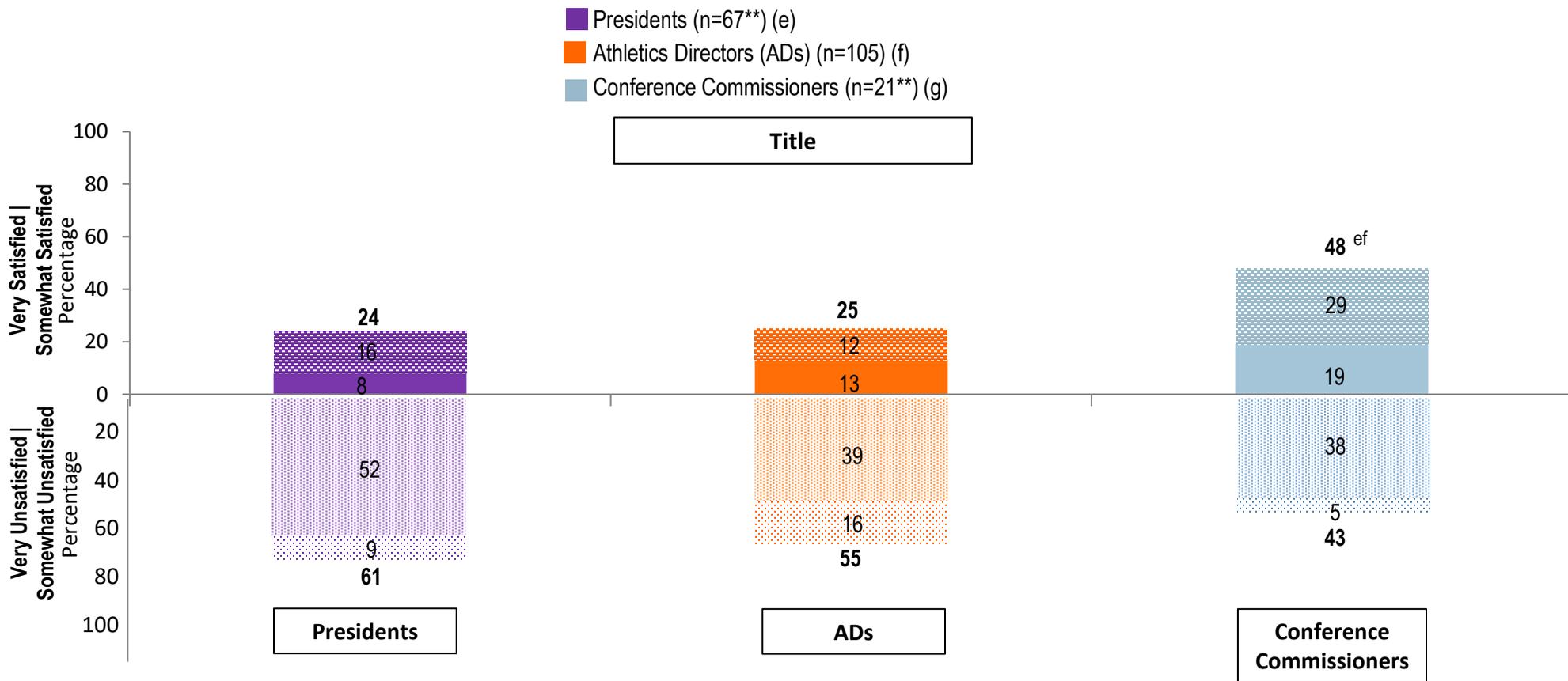
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Extremely Satisfied" and 1 equals "Not At All Satisfied."

** Caution, small base size.

Presidents and ADs are dissatisfied with the NCAA Division I revenue distribution formula while Commissioners are slightly more satisfied (48%) than dissatisfied (43%).

Overall Satisfaction with the Current NCAA Revenue Distribution Formula By Segment (Top 3/Bottom 3, Cont'd)



Q.6c: FBS Football is a unique sport in the NCAA's revenue distribution formula. It is the only sport included in that formula, even though the NCAA does not sponsor its championship. The NCAA does not receive any revenue from FBS post-season games (including College Football Playoff revenue). There are several variables in the NCAA formula that are impacted by the inclusion of FBS football like the grant-in-aid formula that rewards larger scholarship allocations. NCAA revenue distributions are derived almost exclusively from the NCAA Division I Men's Basketball Tournament. Overall, how satisfied are you with this NCAA revenue distribution formula?

Base: All respondents answering.

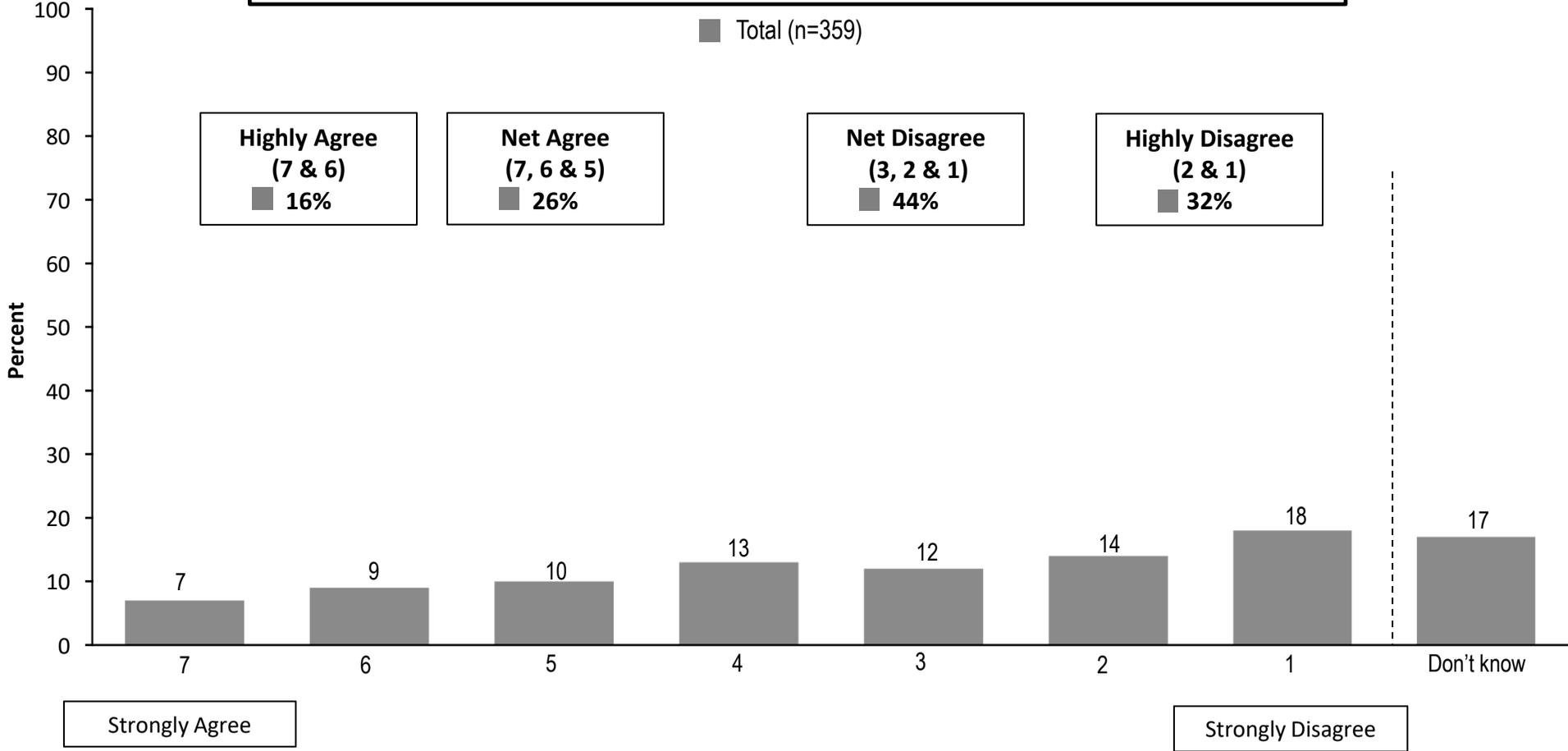
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Extremely Satisfied" and 1 equals "Not At All Satisfied."

** Caution, small base size.

Schools mainly believe the inclusion of FBS grants-in-aid and other FBS football factors in the NCAA revenue distribution formula is inappropriate (44% disagree, 26% agree).

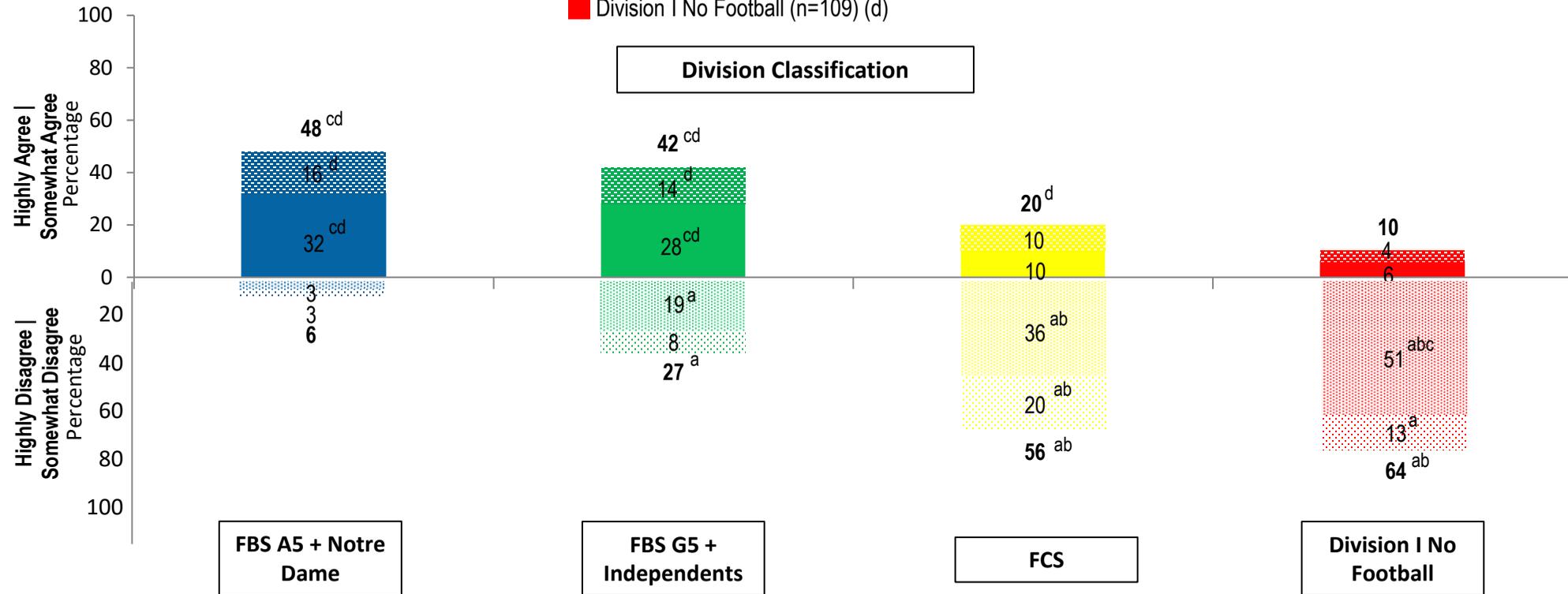
Overall Agreement that the Current FBS Football Grant-In-Aid and Other FBS Football Factors in the NCAA Revenue Distribution Formula is Appropriate



In protecting the status quo, A5 respondents strongly believe including FBS grants-in-aid and other FBS football factors in the NCAA revenue distribution formula is appropriate (48% agree, 6% disagree), as do G5 respondents (42% agree, 27% disagree). FCS (20% agree, 56% disagree) and DI-No Football (10% agree, 64% disagree) are in strong disagreement with this approach.

Overall Agreement that the Current FBS Football Grant-In-Aid and Other FBS Football Factors in the NCAA Revenue Distribution Formula is Appropriate By Segment (Top 3/Bottom 3)

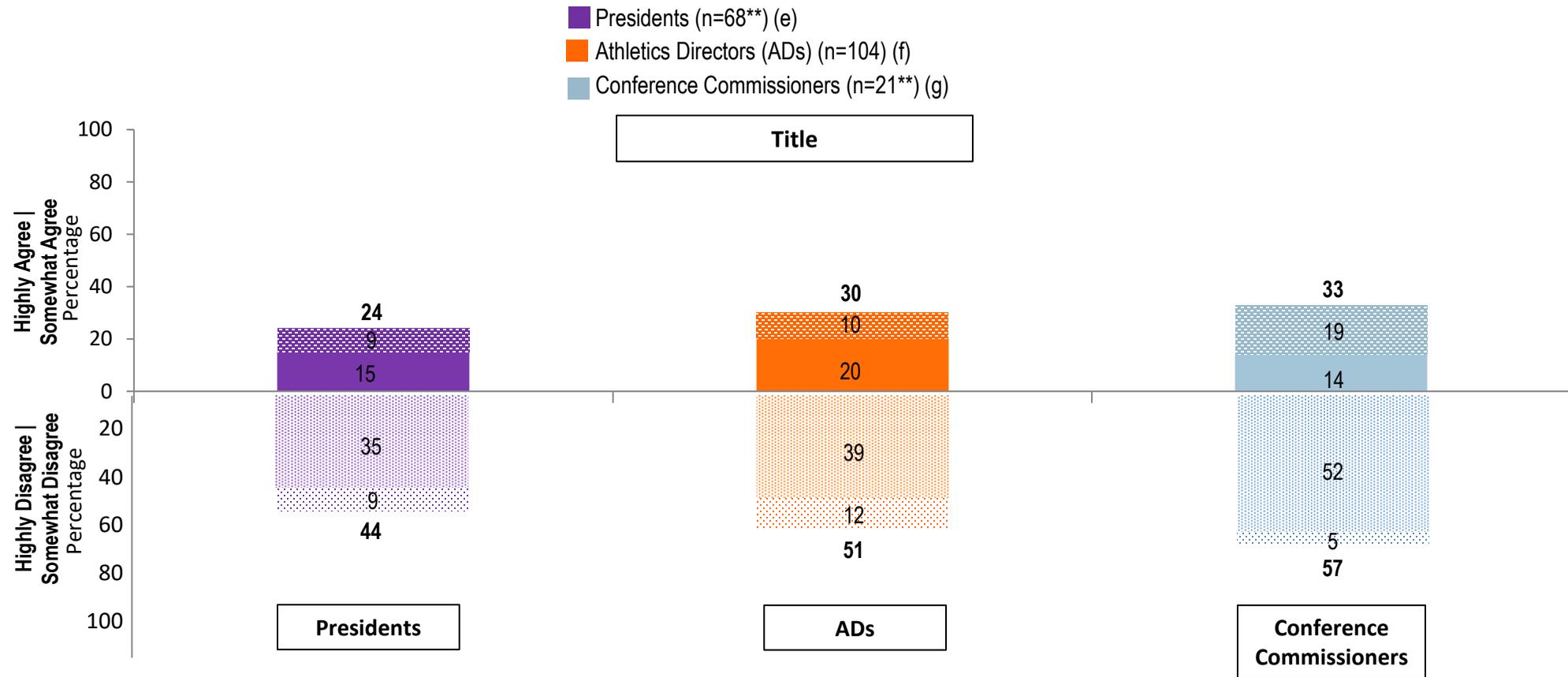
- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=72**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.6d: To what extent do you agree or disagree with the following statement: The inclusion of FBS football grants-in-aid and other FBS football factors in the NCAA revenue distribution formula is appropriate.
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

While this is another case where classification drives attitudes, across classifications, Presidents, ADs and Commissioners tend to say that they disagree with this formula that includes FBS football grants-in-aid and other FBS football factors in revenue distribution.

Overall Agreement that the Current FBS Football Grant-In-Aid and Other FBS Football Factors in the NCAA Revenue Distribution Formula is Appropriate By Segment (Top 3/Bottom 3, Cont'd)

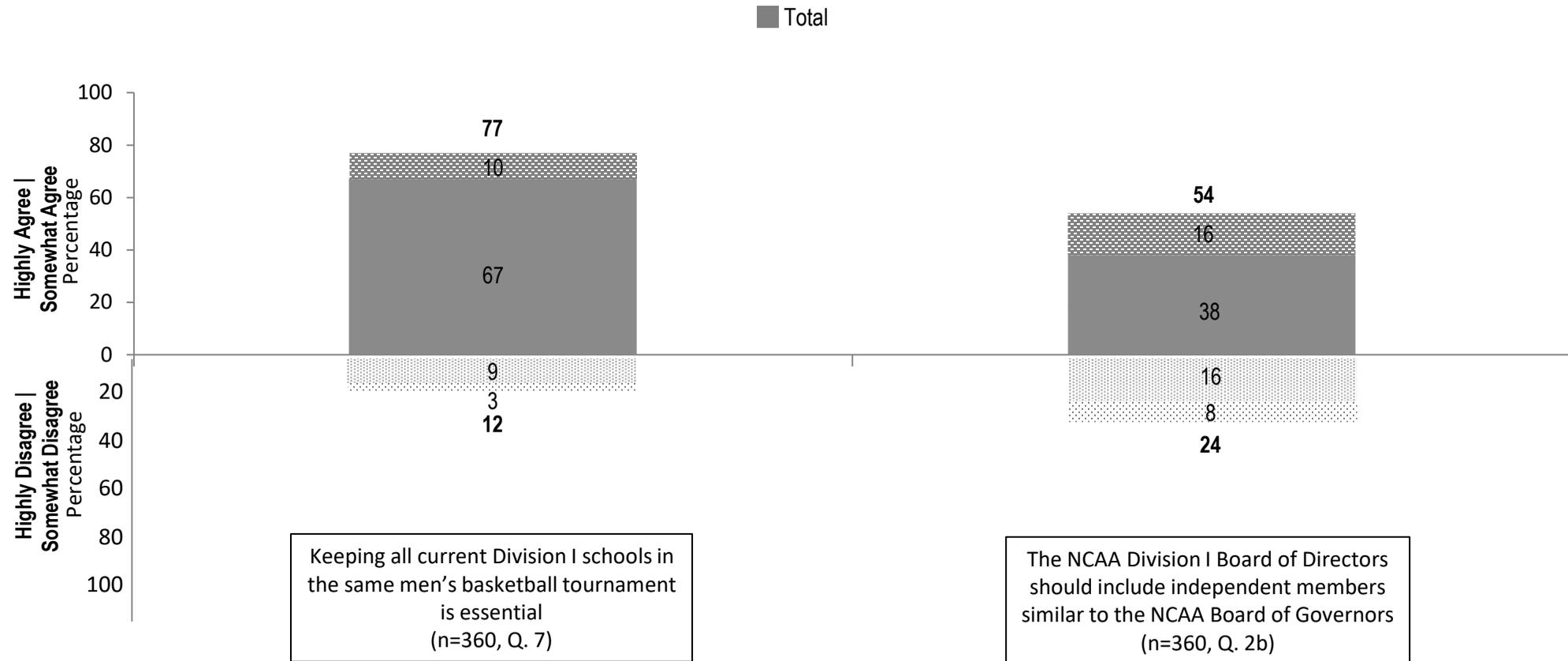


Q.6d: To what extent do you agree or disagree with the following statement: The inclusion of FBS football grants-in-aid and other FBS football factors in the NCAA revenue distribution formula is appropriate.
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Objective 10: Assess Reaction to Selected Reform Concepts

On potential reforms, one area where the status quo is strongly preferred is keeping all Division I schools in the same men's basketball tournament. Over three-quarters (77%) agree that this is essential with two-thirds (67%) highly agreeing. An area of potential reform that schools favor is including independent members on the NCAA Division I Board of Governors, similar to the NCAA Board of Governors (54% agree, 24% disagree).

Agreement with Various Statements Regarding Organizational/Competitive Structure Reforms (Top 3/Bottom 3)



Keeping all current Division I schools in the same men's basketball tournament is essential (n=360, Q. 7)

The NCAA Division I Board of Directors should include independent members similar to the NCAA Board of Governors (n=360, Q. 2b)

Q.2b: Again, for this question, governance means "the process and related power by which decisions are made within Division I of the NCAA." To what extent do you agree or disagree with the following statements about current NCAA governance?

Base: All respondents answering.

Q.7: To what extent do you agree or disagree with each of the following statements when thinking about future strategies or solutions for Division I?

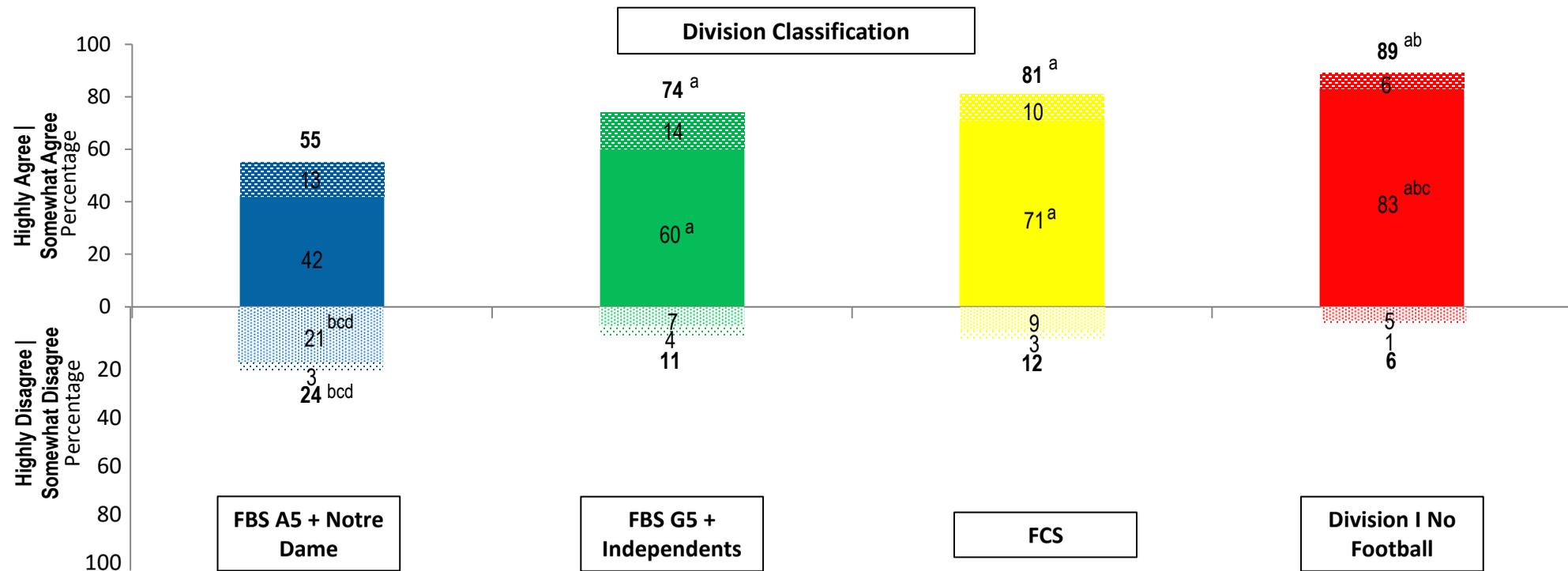
Base: All respondents answering.

Note: Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

All classifications highly agree that it is essential to keep current Division I schools in the same men's basketball tournament. Note that while A5 respondents tend to agree (55%), their agreement is not as strong as the G5 (74% agree), FCS (81% agree), and DI-No Football respondents (89% agree) whose emphasis on basketball for brand recognition and as a revenue driver is greater than in the A5.

**Agreement with Various Statements Regarding Organizational/Competitive Structure Reforms By Segment:
Keeping All Current Division I Schools in the Same Men's Basketball Tournament is Essential (Top 3/Bottom 3)**

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.7: To what extent do you agree or disagree with each of the following statements when thinking about **future strategies or solutions** for Division I? Keeping all current Division I schools in the same men's basketball tournament is essential

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

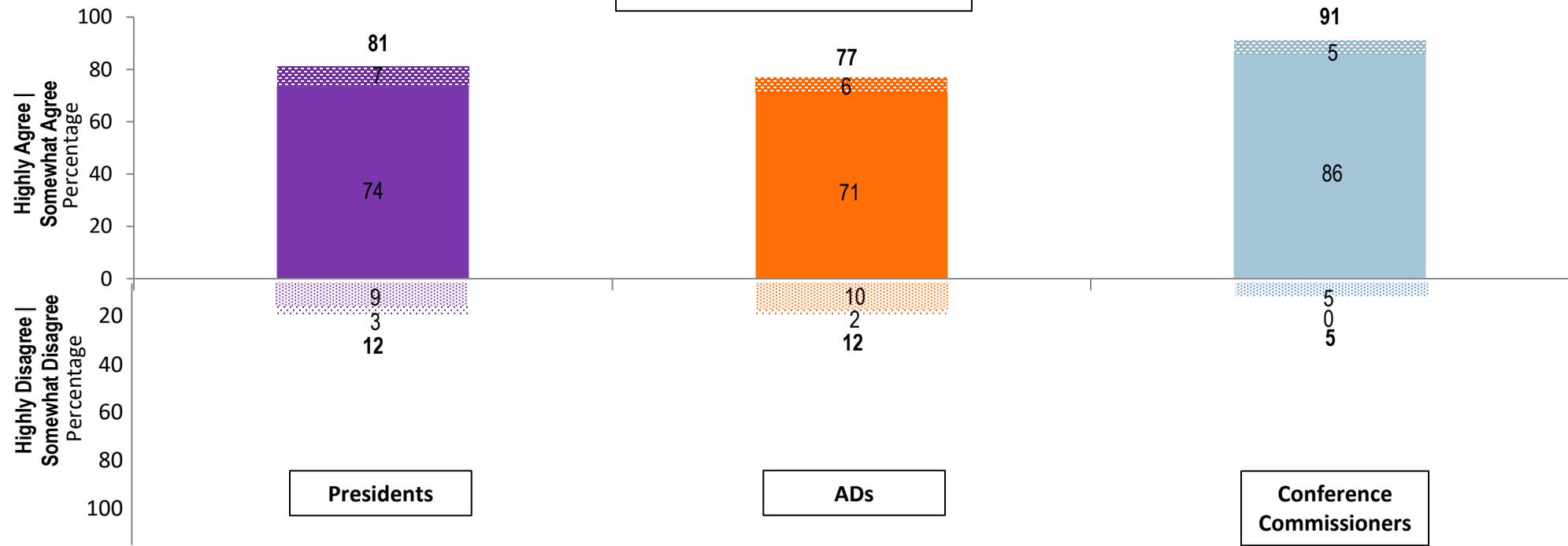
** Caution, small base size.

All levels of decision-makers highly agree that keeping all schools in the same men's basketball tournament is essential.

**Agreement with Various Statements Regarding Organizational/Competitive Structure Reforms By Segment:
Keeping All Current Division I Schools in the Same Men's Basketball Tournament is Essential (Top 3/Bottom 3, Cont'd)**

Presidents (n=68**) (e)
Athletics Directors (ADs) (n=105) (f)
Conference Commissioners (n=21**) (g)

Title



Presidents

ADs

Conference Commissioners

Q.7: To what extent do you agree or disagree with each of the following statements when thinking about **future strategies or solutions** for Division I? Keeping all current Division I schools in the same men's basketball tournament is essential

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

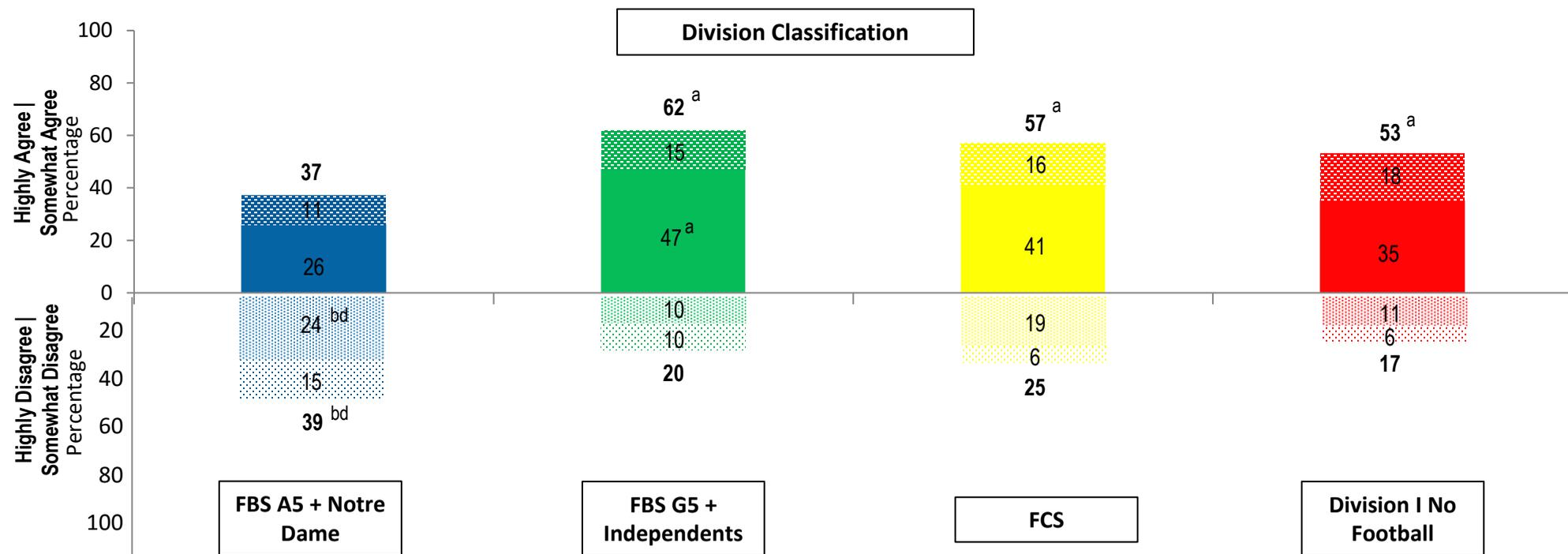
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

While A5 schools are split on including independent members on the Division I Board of Governors (37% agree, 39% disagree), the majority of G5 schools (62%), FCS schools (57%), and DI-No Football (53%) agree with this idea.

**Agreement with Various Statements Regarding Organizational/Competitive Structure Reforms By Segment:
The NCAA Division I Board of Directors Should Include Independent Members Similar to the NCAA Board of Governors (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.2b: Again, for this question, governance means "the process and related power by which decisions are made within Division I of the NCAA." To what extent do you agree or disagree with the following statements about current NCAA governance? The NCAA Division I Board of Directors should include independent members similar to the NCAA Board of Governors

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

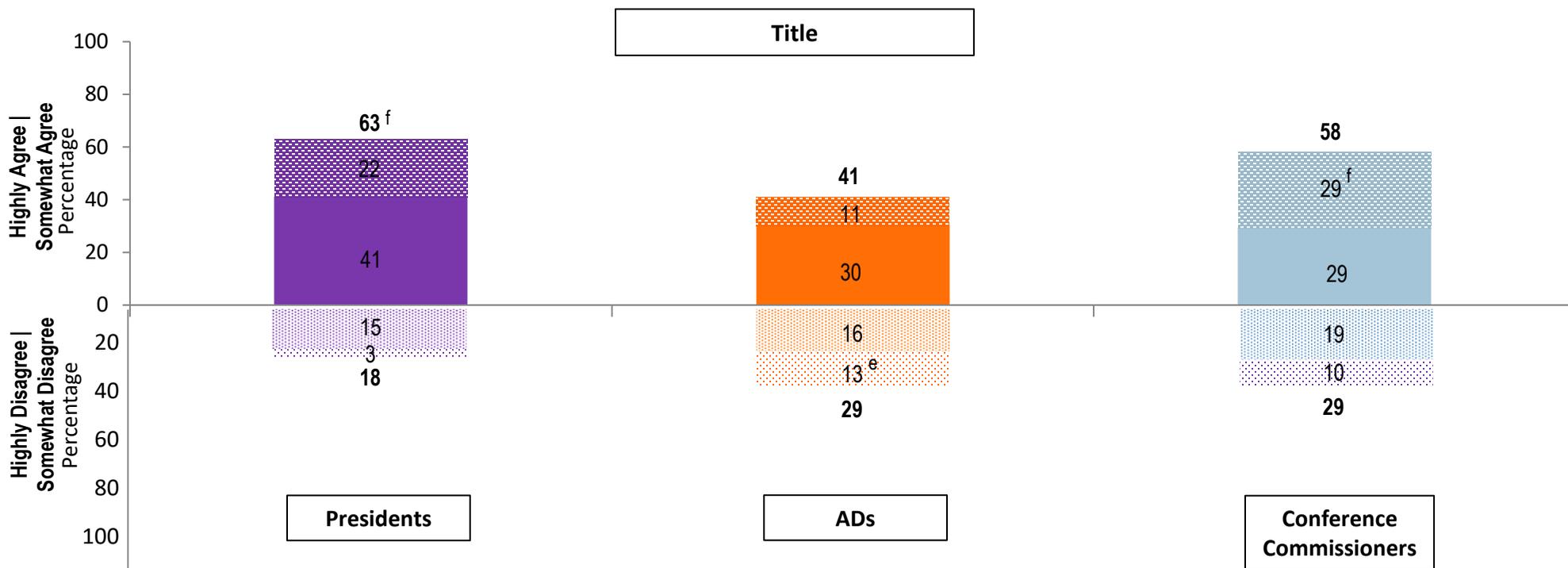
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Caution, small base size.

All decision-maker types agree that the Division I Board of Directors should include independent members, although the percentage agreeing is somewhat lower for ADs (41%).

**Agreement with Various Statements Regarding Organizational/Competitive Structure Reforms By Segment:
The NCAA Division I Board of Directors Should Include Independent Members Similar to the NCAA Board of Governors (Top 3/Bottom 3, Cont'd)**

■ Presidents (n=68**) (e)
■ Athletics Directors (ADs) (n=105) (f)
■ Conference Commissioners (n=21**) (g)



Q.2b: Again, for this question, governance means “the process and related power by which decisions are made within Division I of the NCAA.” To what extent do you agree or disagree with the following statements about current NCAA governance? The NCAA Division I Board of Directors should include independent members similar to the NCAA Board of Governors

Base: All respondents answering.

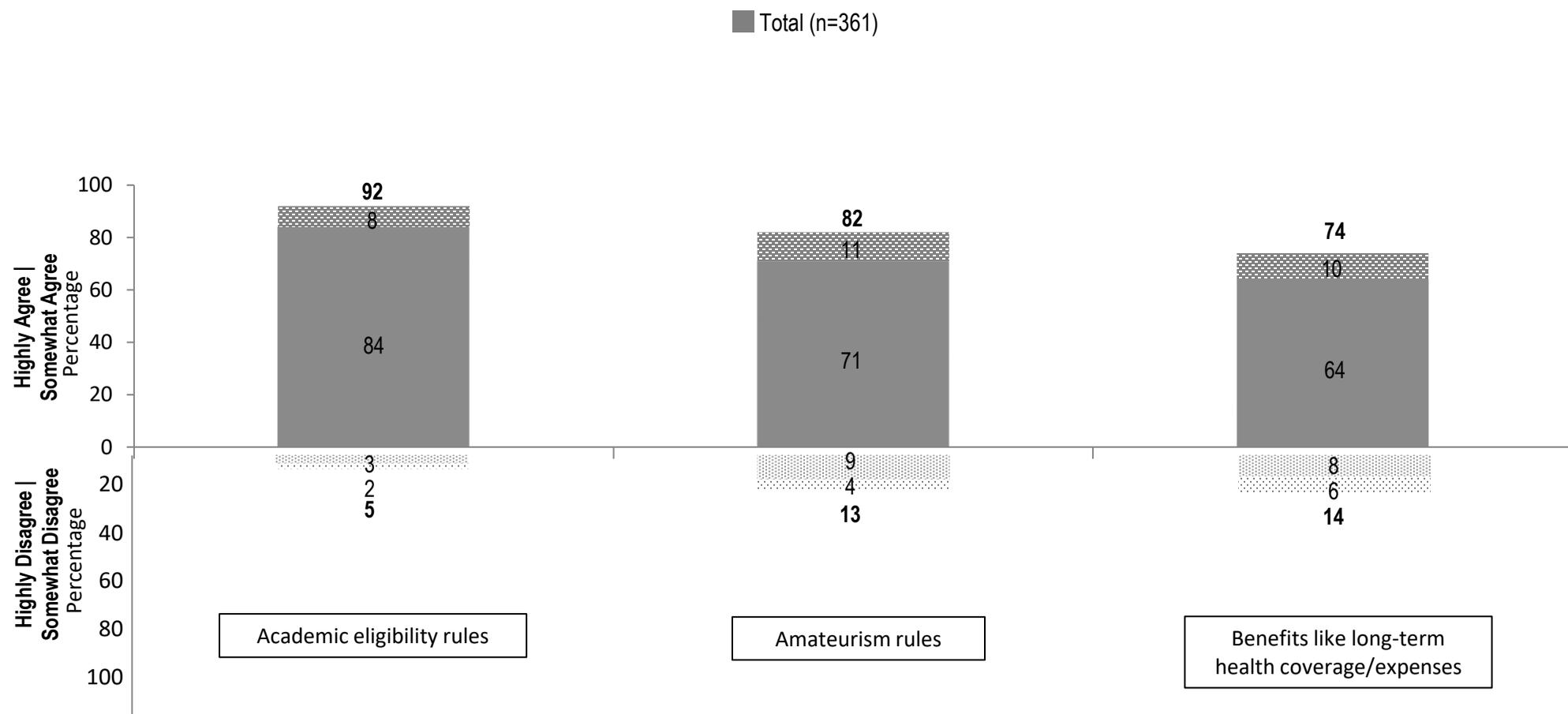
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals “Strongly Agree” and 1 equals “Strongly Disagree.”

** Caution, small base size.

Respondents agree that football and basketball should be treated like other sports in terms of academic eligibility rules (92%), amateurism rules (82%) and benefits like long-term health coverage/expenses (74%). Conversely, they do not believe that exceptions should be made for these revenue generating sports.

Agreement that Football and Basketball Should Be Treated Like All Other Sports on Various Attributes (Top 3/Bottom 3)



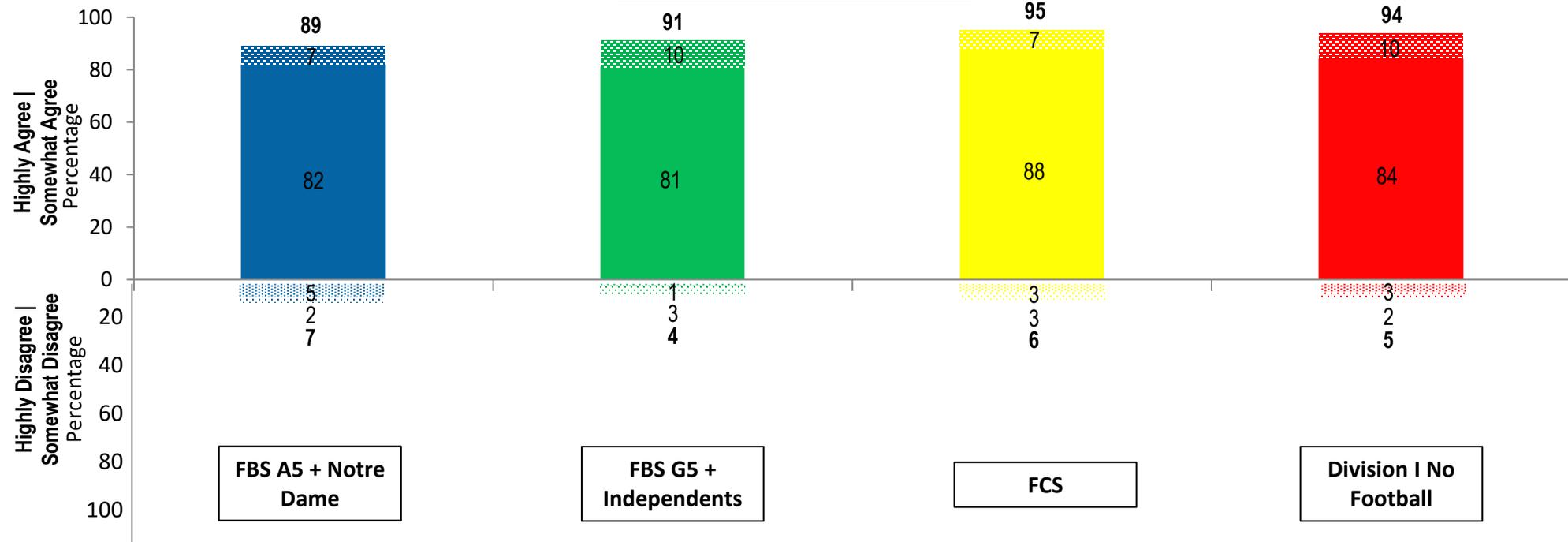
Q.3c: To what extent do you agree or disagree with each of the following statements? At the Division I national level, it is important to treat football and basketball like **all other sports** in terms of:
 Base: All respondents answering.
 Note: Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

All classifications believe football and basketball should be treated like all other sports on academic eligibility.

Agreement that Football and Basketball Should Be Treated Like All Other Sports on Various Attributes By Segment: Academic Eligibility Rules (Top 3/Bottom 3)

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)

Division Classification



Q.3c: To what extent do you agree or disagree with each of the following statements? At the Division I national level, it is important to treat football and basketball like **all other sports** in terms of: Academic eligibility rules.

Base: All respondents answering.

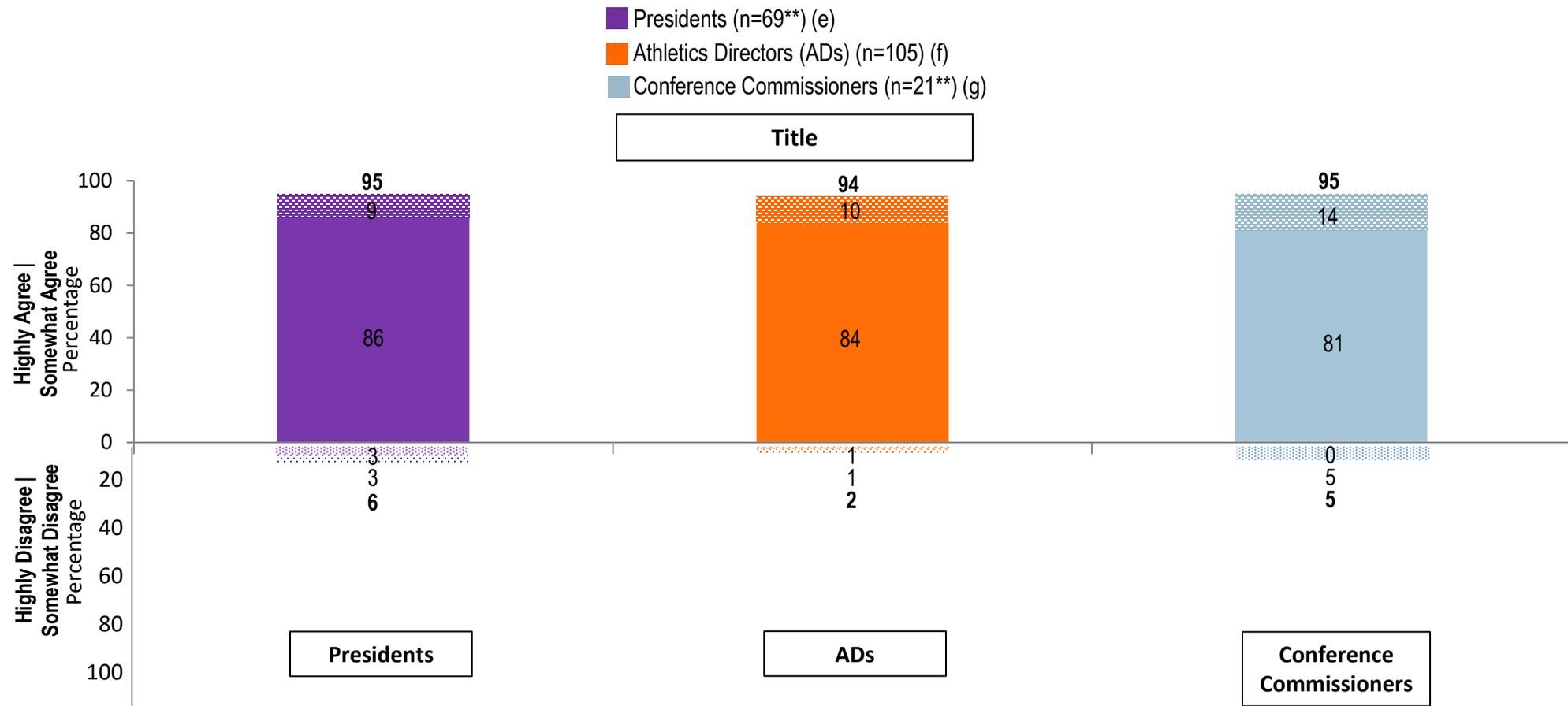
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Caution, small base size.

All decision-maker categories believe football and basketball should be treated like all other sports on academic eligibility.

Agreement that Football and Basketball Should Be Treated Like All Other Sports on Various Attributes By Segment: Academic Eligibility Rules (Top 3/Bottom 3, Cont'd)



Q.3c: To what extent do you agree or disagree with each of the following statements? At the Division I national level, it is important to treat football and basketball like **all other sports** in terms of: Academic eligibility rules.

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

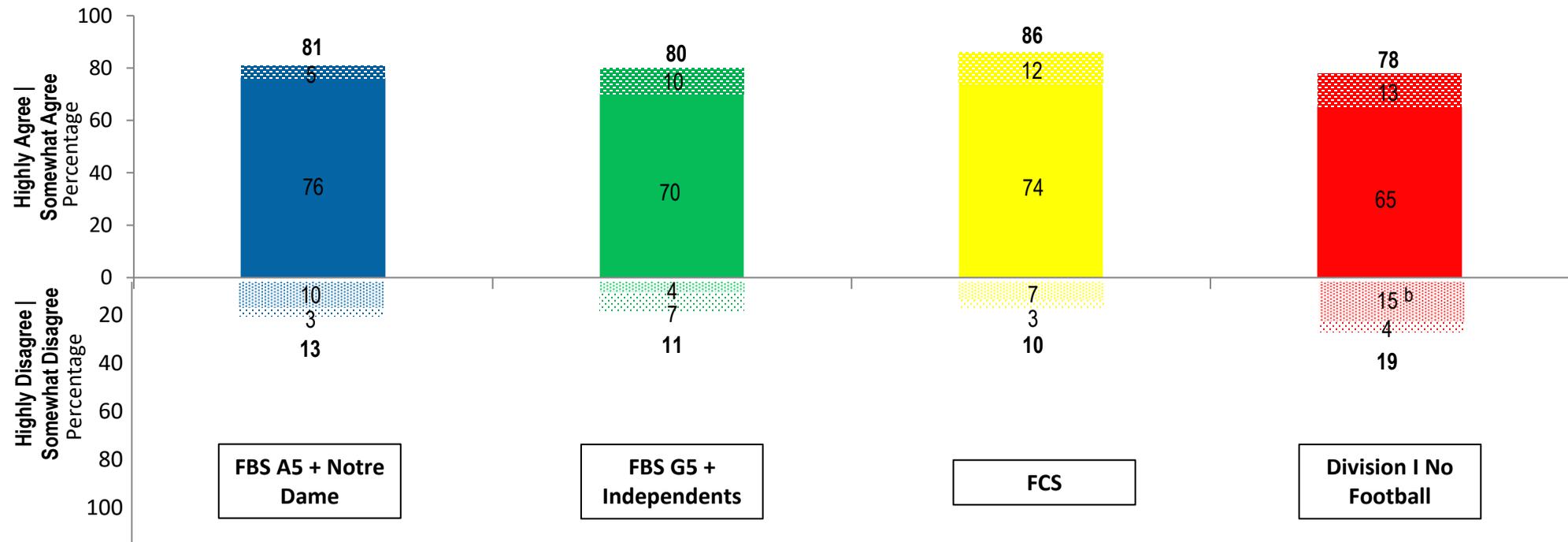
** Caution, small base size.

All classifications believe football and basketball should be treated like all other sports on amateurism rules.

Agreement that Football and Basketball Should Be Treated Like All Other Sports on Various Attributes By Segment: Amateurism Rules (Top 3/Bottom 3, Cont'd)

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)

Division Classification



Q.3c: To what extent do you agree or disagree with each of the following statements? At the Division I national level, it is important to treat football and basketball like **all other sports** in terms of: Amateurism rules.

Base: All respondents answering.

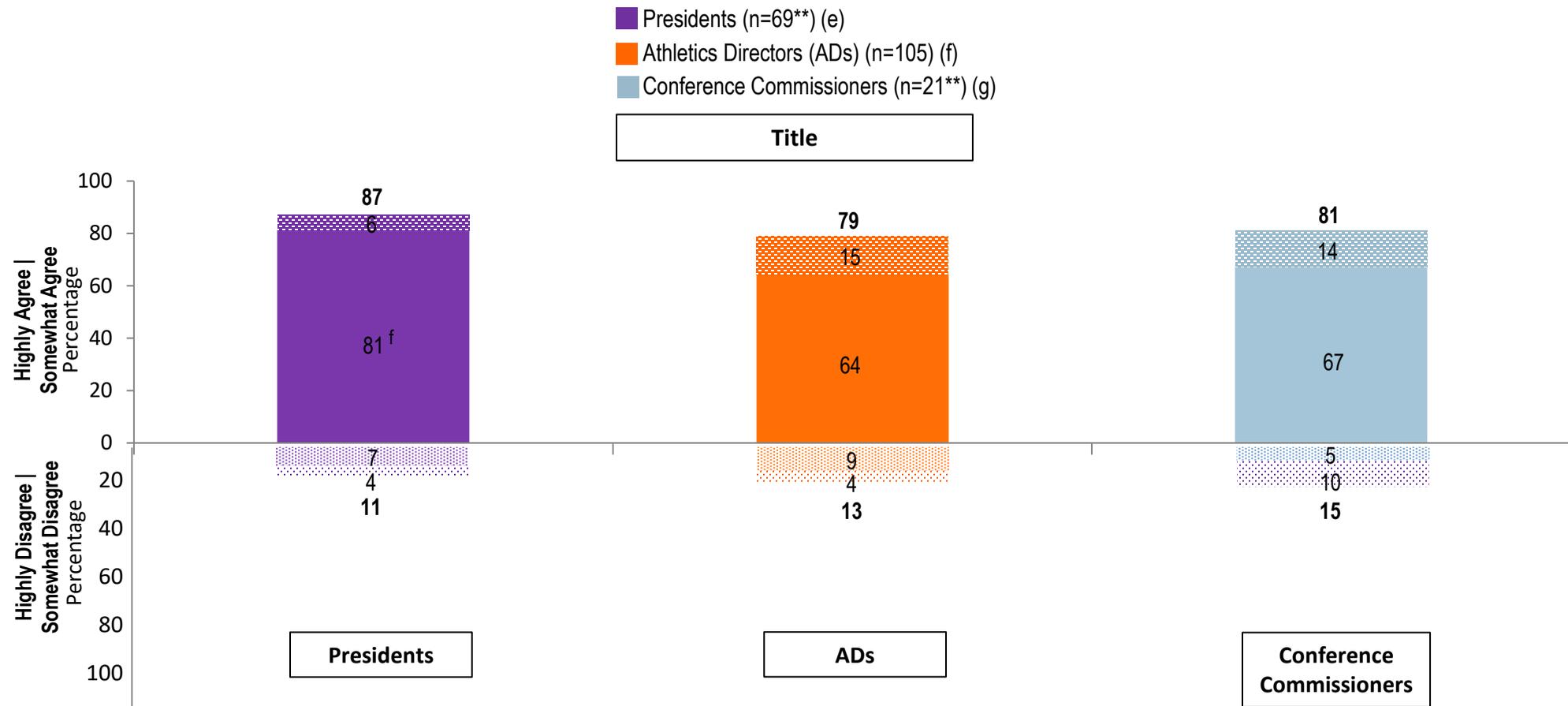
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

All decision-maker categories believe football and basketball should be treated like all other sports on amateurism rules.

Agreement that Football and Basketball Should Be Treated Like All Other Sports on Various Attributes By Segment: Amateurism Rules (Top 3/Bottom 3, Cont'd)



Q.3c: To what extent do you agree or disagree with each of the following statements? At the Division I national level, it is important to treat football and basketball like **all other sports** in terms of: Amateurism rules.

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

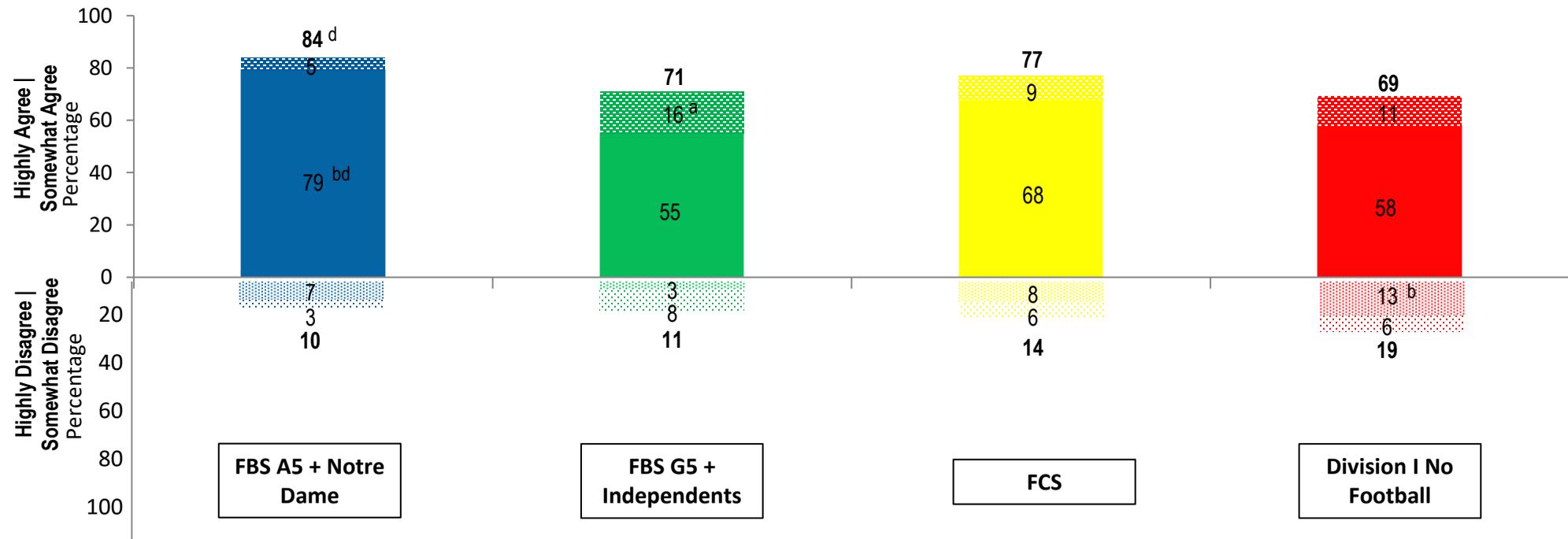
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

**Agreement that Football and Basketball Should Be Treated Like All Other Sports on Various Attributes
By Segment: Benefits Like Long-Term Health Coverage/Expenses (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=117) (c)
- Division I No Football (n=109) (d)

Division Classification



Q.3c: To what extent do you agree or disagree with each of the following statements? At the Division I national level, it is important to treat football and basketball like **all other sports** in terms of: Benefits like long-term health coverage/expenses.

Base: All respondents answering.

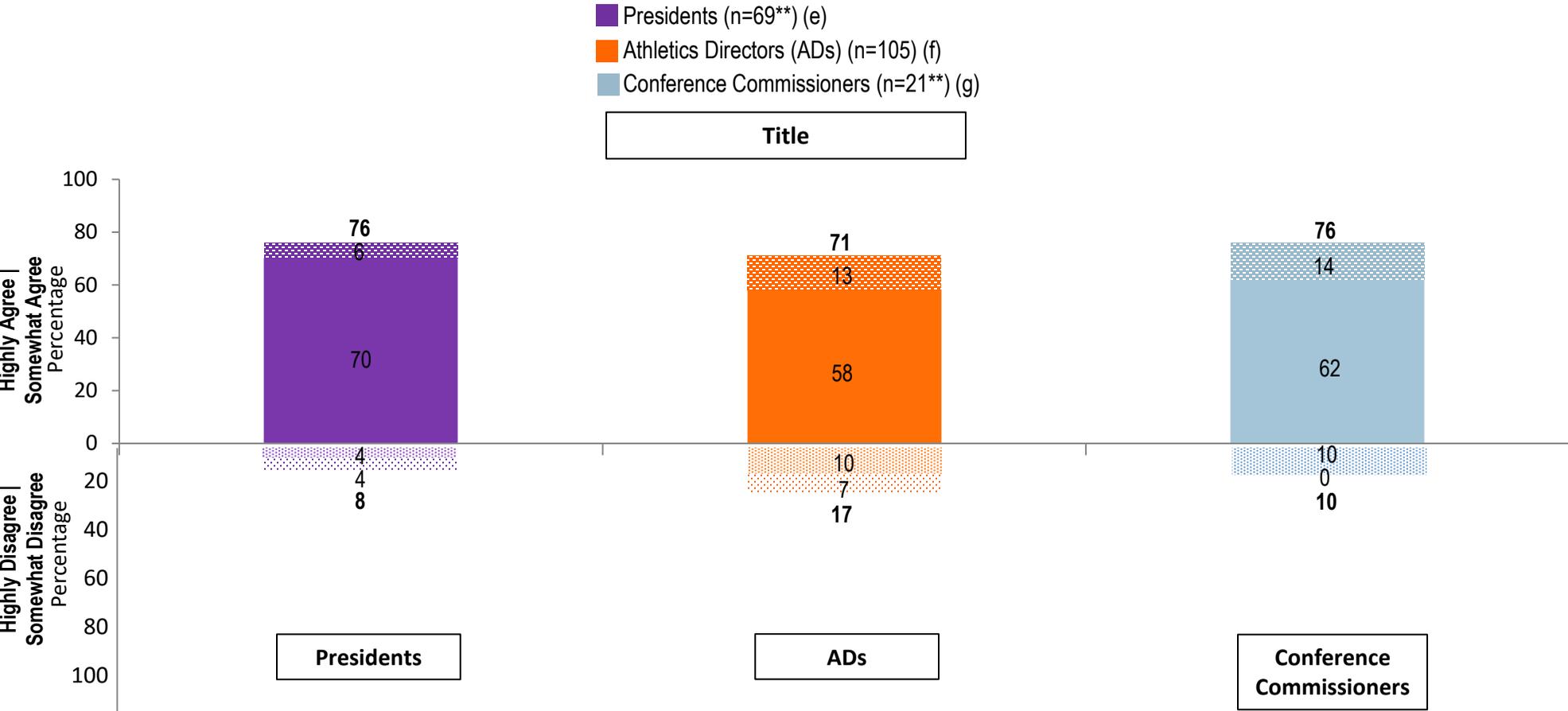
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

Caution, small base size.

All decision-maker groups believe football and basketball should be treated like all other sports on benefits like long-term health coverage/expenses.

**Agreement that Football and Basketball Should Be Treated Like All Other Sports on Various Attributes
By Segment: Benefits Like Long-Term Health Coverage/Expenses (Top 3/Bottom 3, Cont'd)**



Q.3c: To what extent do you agree or disagree with each of the following statements? At the Division I national level, it is important to treat football and basketball like **all other sports** in terms of: Benefits like long-term health coverage/expenses.

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

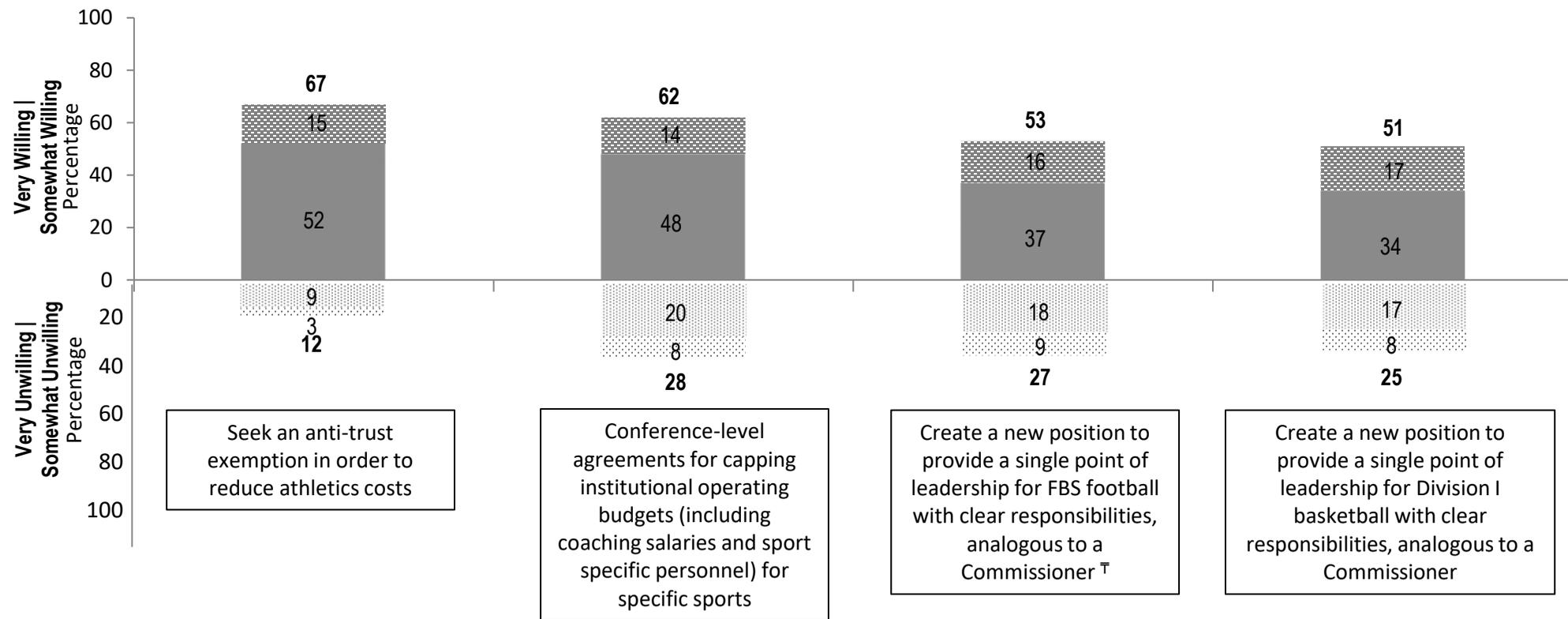
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

Four areas of change are all favored: seek an anti-trust exemption in order to reduce athletics costs (67% willing, 52% very willing), create conference-level agreements for capping institutional operating budgets (including coaching salaries and sport specific personnel) for specific sports (62% willing, 48% very willing), create a new position to provide a single point of leadership for FBS football, analogous to a Commissioner (53% willing, 37% very willing) and provide a single point of leadership for basketball (51% willing, 34% very willing).

Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level (Top 3/Bottom 3)

■ Total (n=134*-359)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level?

Base: All respondents answering.

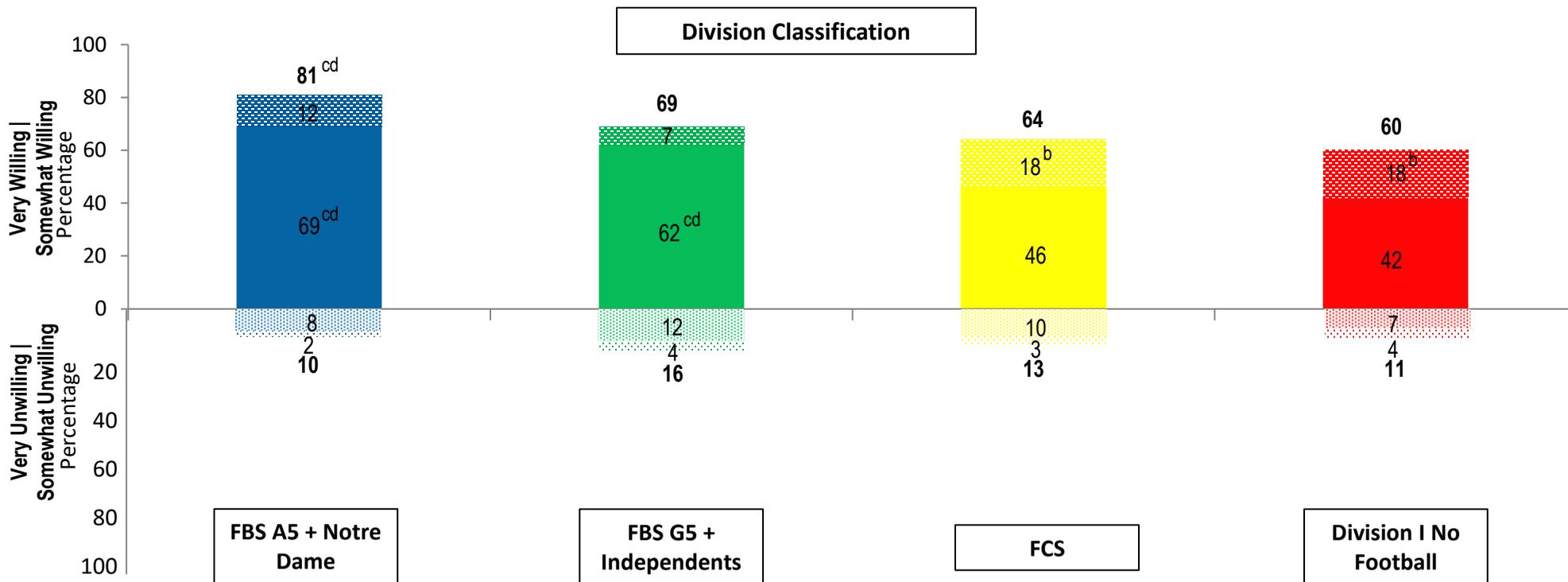
Note: Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

[†] Only shown to those at FBS schools

Seeking an anti-trust exemption to reduce athletics costs is something all classifications are willing to do.

**Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level
By Segment: Seek an Anti-Trust Exemption in Order to Reduce Athletics Costs (Top 3/Bottom 3)**

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Seek an anti-trust exemption in order to reduce athletics costs

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

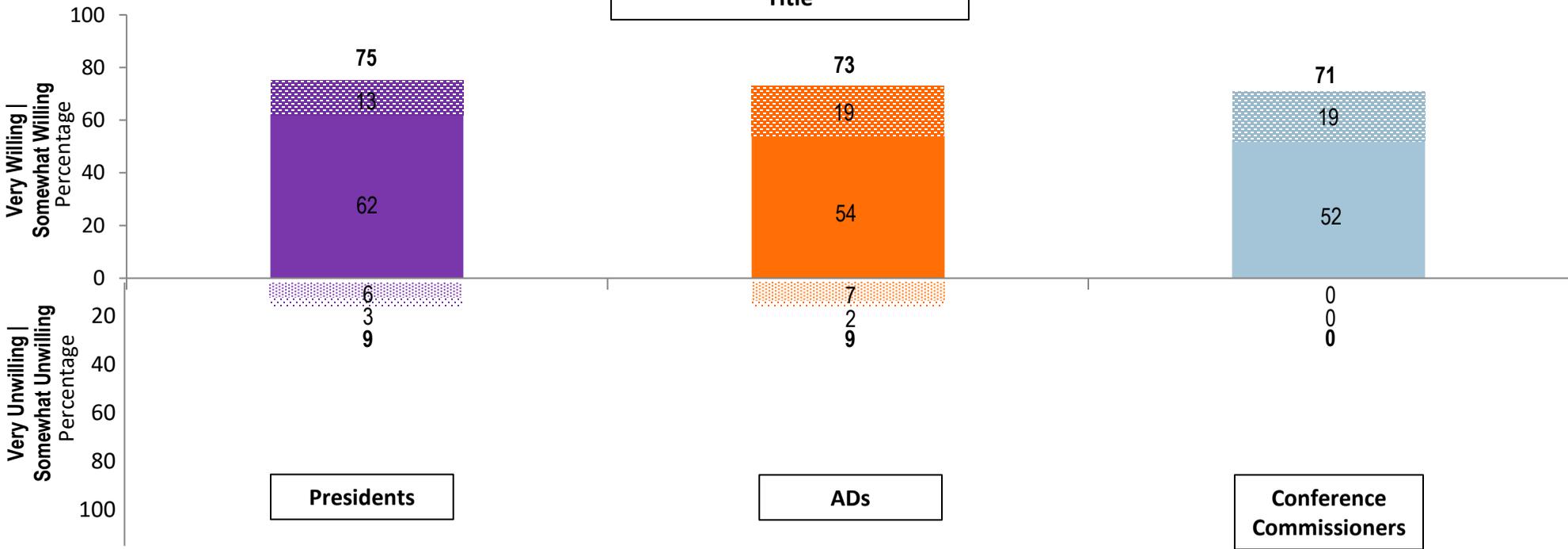
Caution, small base size.

Seeking an anti-trust exemption to reduce athletics costs is something all decision-maker categories are willing to do.

**Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level
By Segment: Seek an Anti-Trust Exemption in Order to Reduce Athletics Costs (Top 3/Bottom 3, Cont'd)**

■ Presidents (n=68**) (e)
■ Athletics Directors (ADs) (n=105) (f)
■ Conference Commissioners (n=21**) (g)

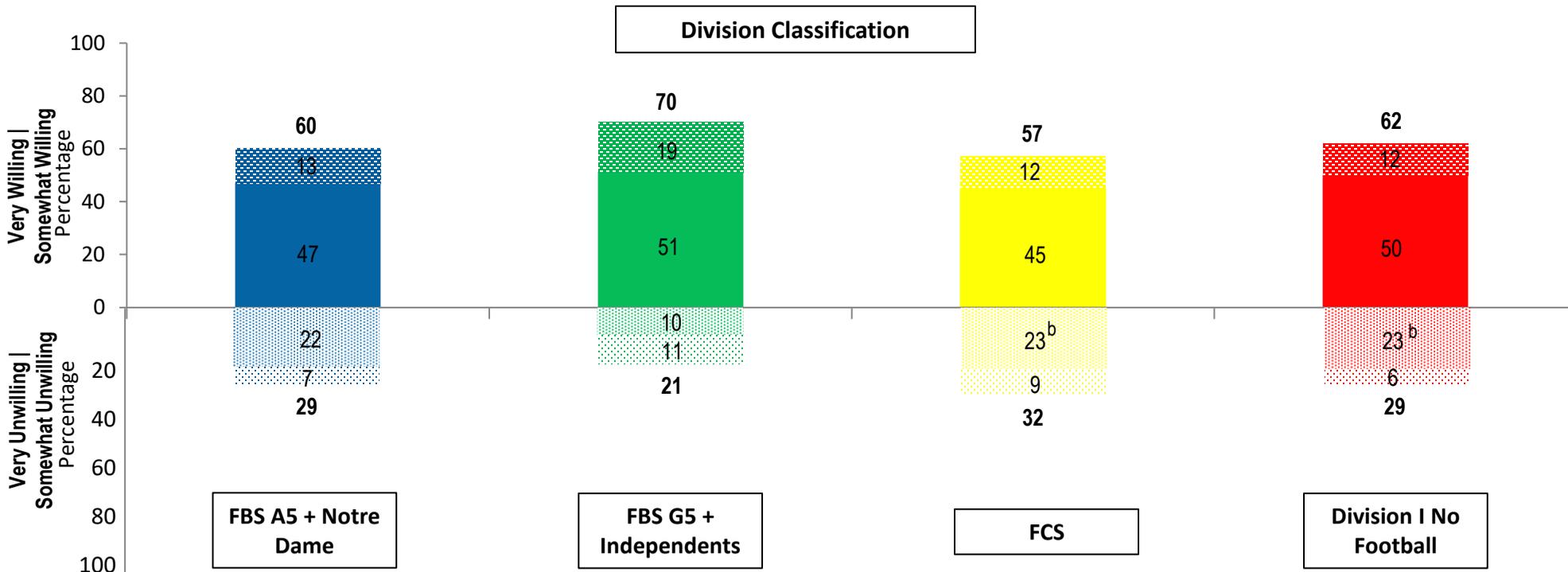
Title



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Seek an anti-trust exemption in order to reduce athletics costs
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."
 ** Caution, small base size.

**Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level
By Segment: Conference-Level Agreements for Capping Institutional Operating Budgets (Including
Coaching Salaries and Sport Specific Personnel) for Specific Sports (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=60**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Conference-level agreements for capping institutional operating budgets (including coaching salaries and sport specific personnel) for specific sports.

Base: All respondents answering.

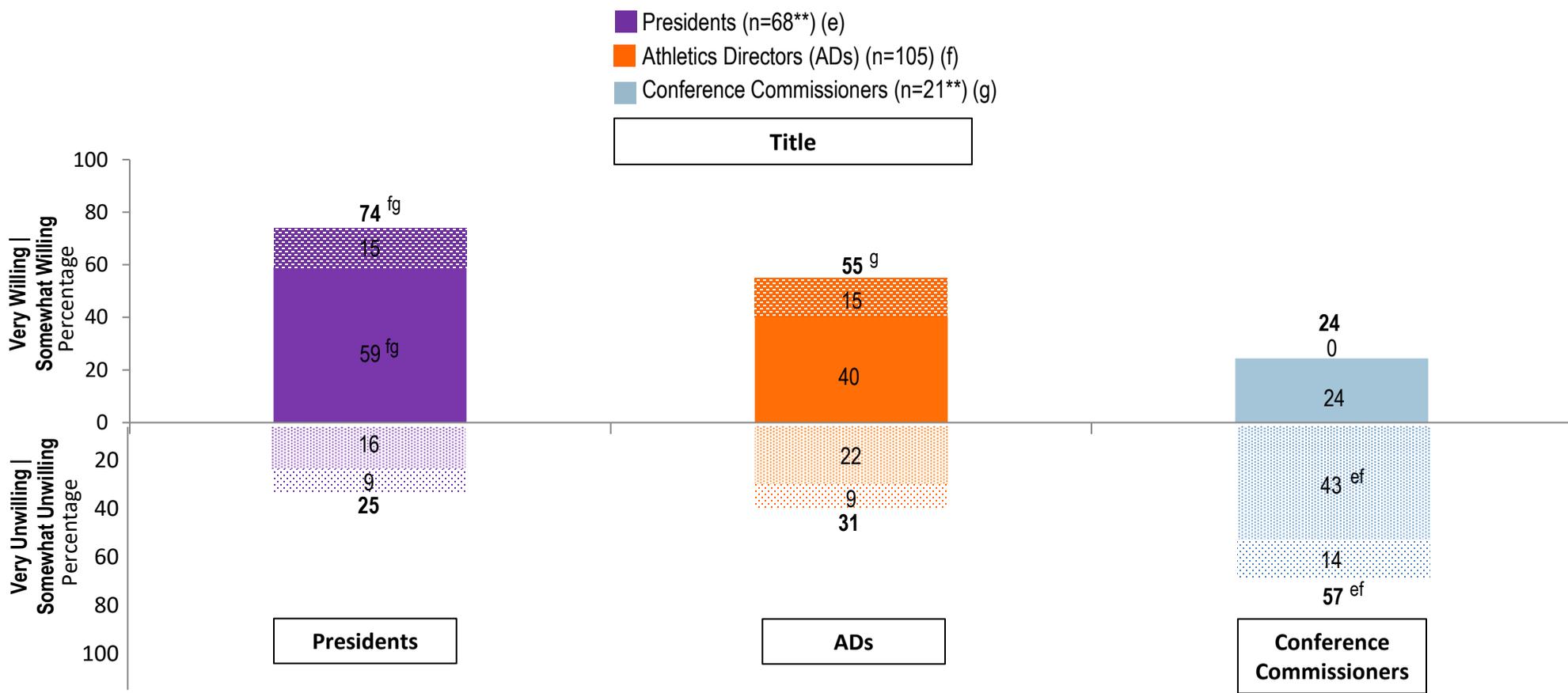
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

** Caution, small base size.

Capping institutional operating budgets (including coaching salaries) for specific sports is something Presidents (74%) and ADs (55%) are willing to do. Commissioners are not willing to do this (57% unwilling).

Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level By Segment: Conference-Level Agreements for Capping Institutional Operating Budgets (Including Coaching Salaries and Sport Specific Personnel) for Specific Sports (Top 3/Bottom 3, Cont'd)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Conference-level agreements for capping institutional operating budgets (including coaching salaries and sport specific personnel) for specific sports

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

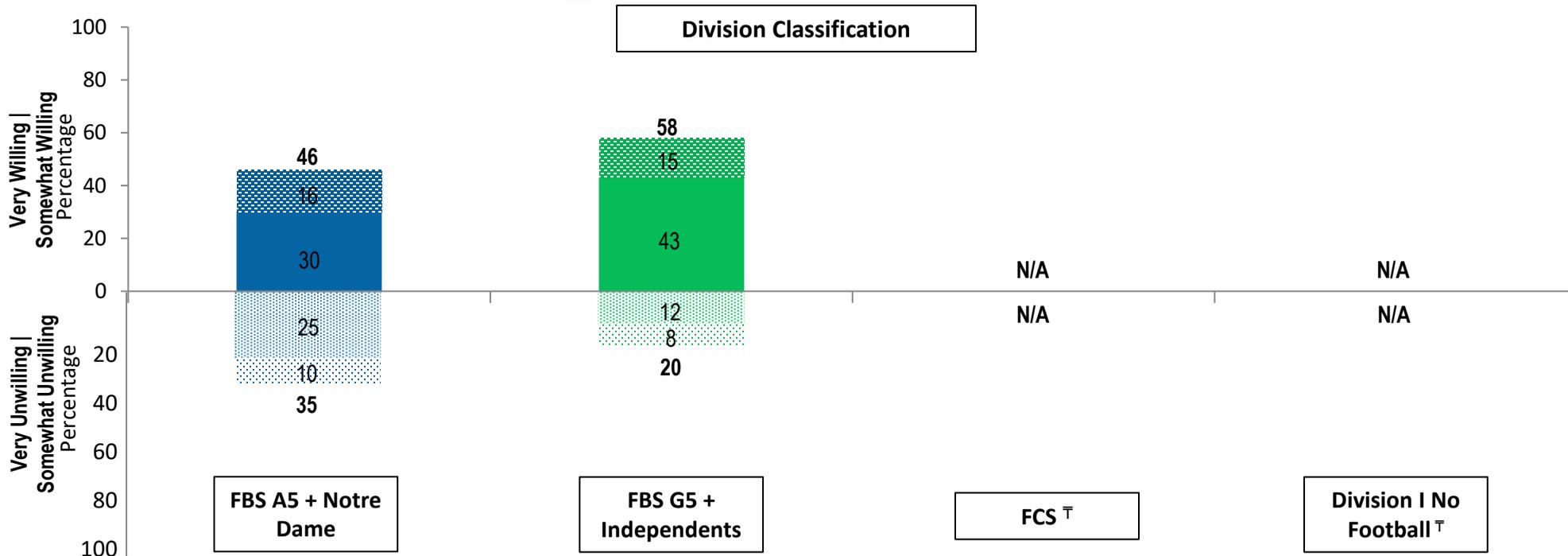
Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

** Caution, small base size.

A5 schools (46% willing, 35% unwilling) are slightly in favor of creating a new FBS single point of leadership for football. G5 schools are much more supportive (58% willing, 20% unwilling).

Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level By Segment: Create a New Position to Provide a Single Point of Leadership for FBS Football with Clear Responsibilities, Analogous to a Commissioner (Top 3/Bottom 3, Cont'd)

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=N/A)
- Division I No Football (n=N/A)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Create a new position to provide a single point of leadership for FBS football with clear responsibilities, analogous to a Commissioner.

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

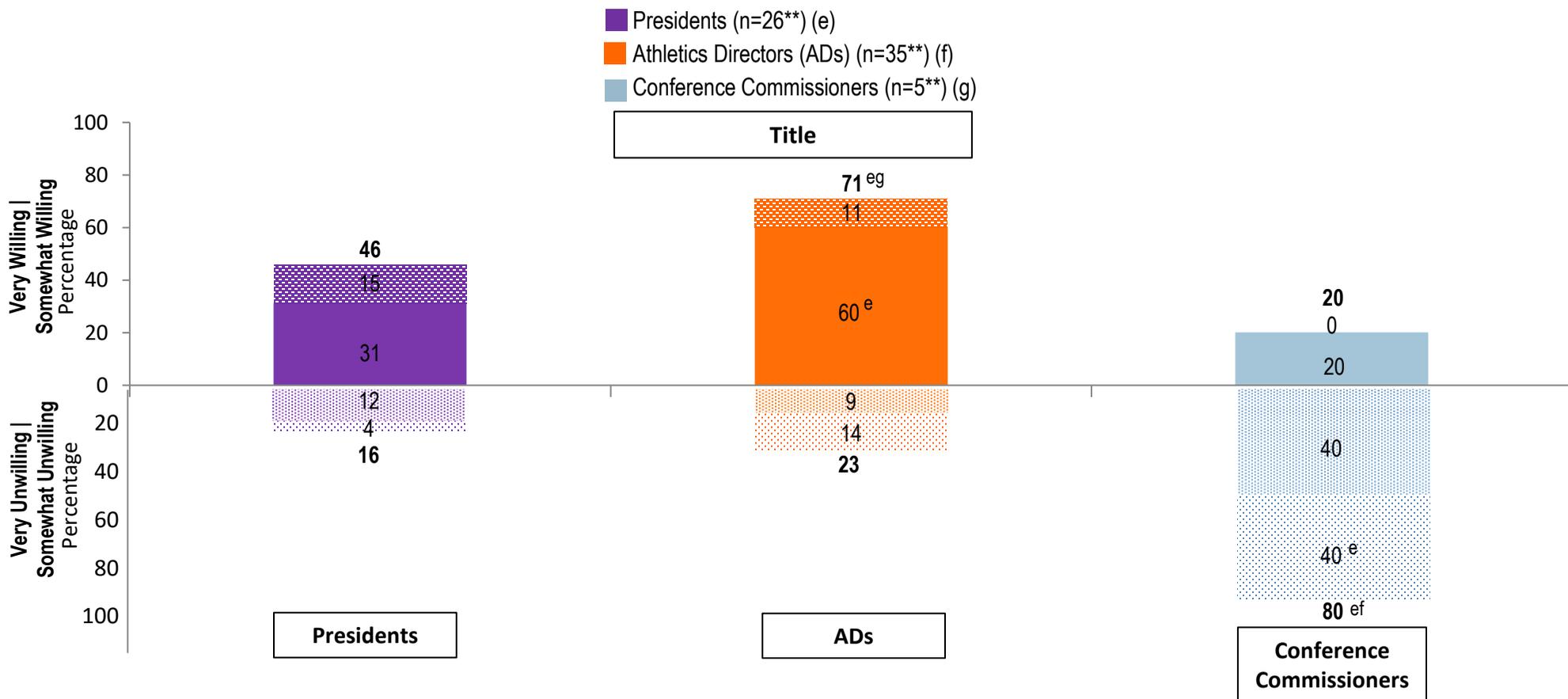
Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

† Shown only to those at FBS schools

** Caution, small base size.

Presidents (46% willing, 16% unwilling) and ADs (71% willing, 23% unwilling) are in favor of creating a new FBS single point of leadership for football. Conference Commissioners are not willing (20% willing, 80% unwilling). Note that the number of Commissioner responses here is tiny since this question was only shown to FBS schools.

Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level By Segment: Create a New Position to Provide a Single Point of Leadership for FBS Football with Clear Responsibilities, Analogous to a Commissioner (Top 3/Bottom 3, Cont'd)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Create a new position to provide a single point of leadership for FBS football with clear responsibilities, analogous to a Commissioner.

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

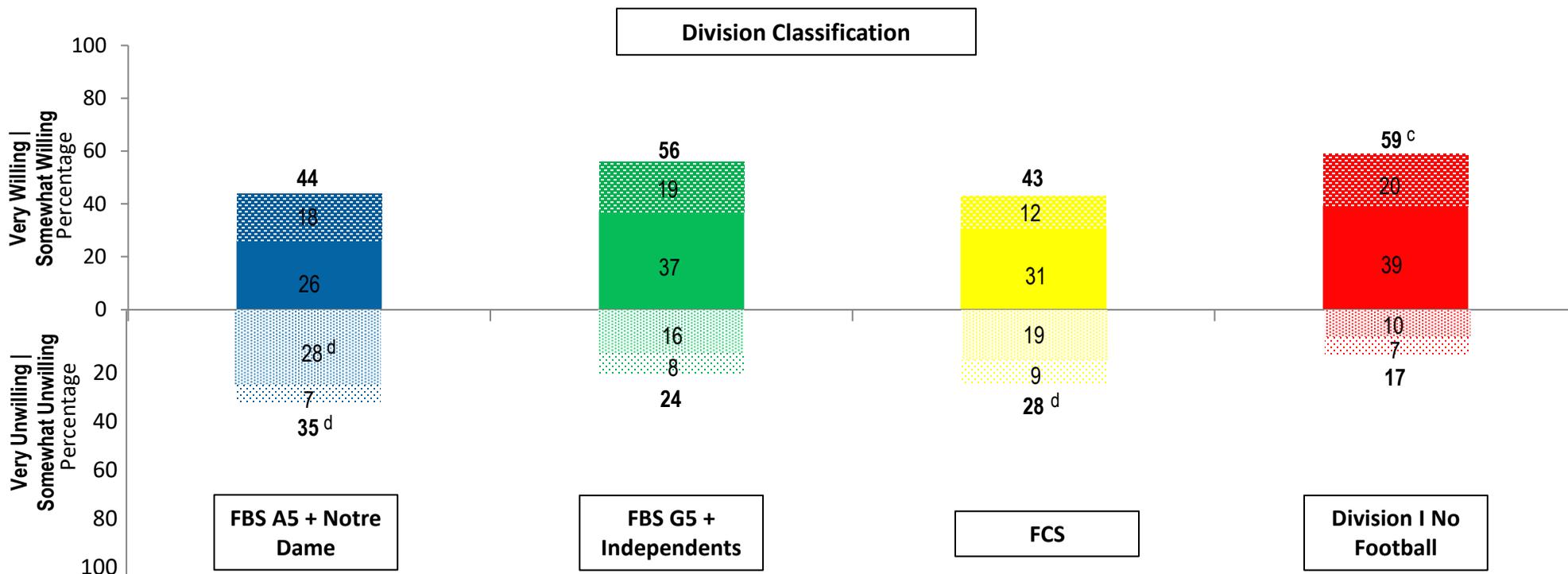
T Shown only to those at FBS schools

** Caution, small base size.

A5 respondents (44% willing, 35% unwilling) are slightly in favor of creating a new single point of leadership for basketball. G5 (56% willing, 24% unwilling), FCS (43% willing, 28% unwilling), and DI-No Football (59% willing, 17% unwilling) are much more supportive.

Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level By Segment: Create a New Position to Provide a Single Point of Leadership for Division I Basketball with Clear Responsibilities, Analogous to a Commissioner (Top 3/Bottom 3, Cont'd)

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Create a new position to provide a single point of leadership for Division I Basketball with clear responsibilities, analogous to a Commissioner.

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

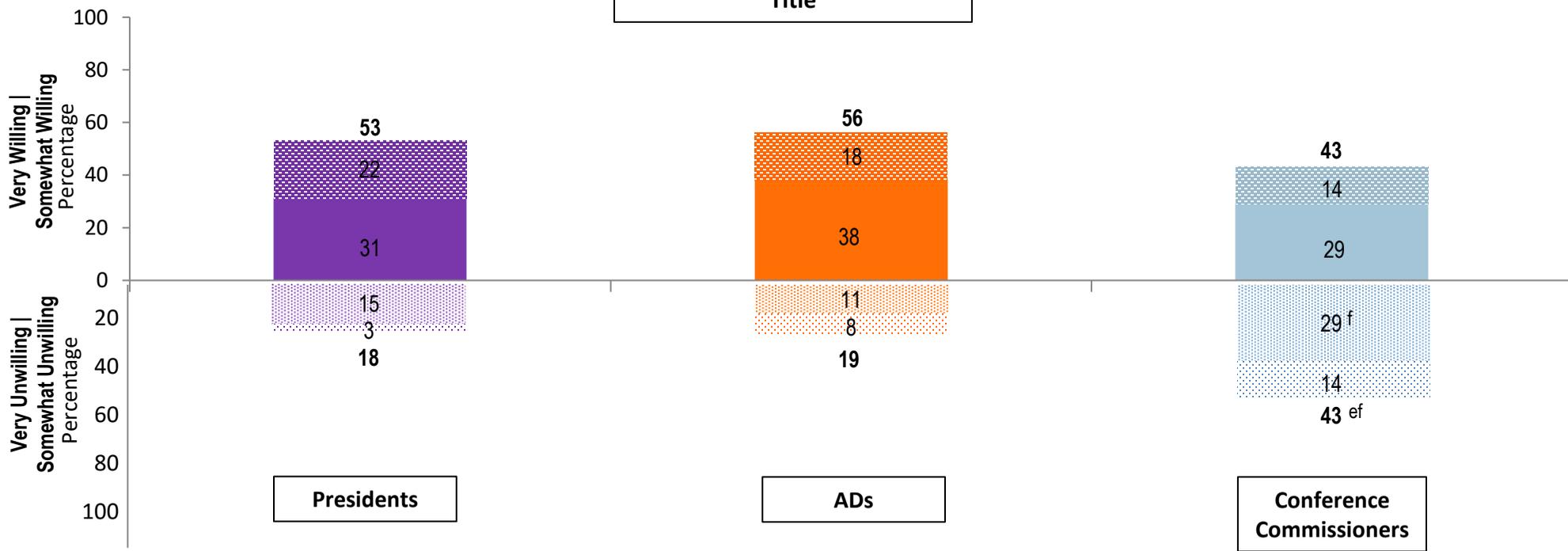
Caution, small base size.

Presidents (53% willing, 18% unwilling) and ADs (56% willing, 19% unwilling) are in favor of a new single point of contact for basketball. Conference Commissioners are split (43% willing, 43% unwilling).

Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level By Segment: Create a New Position to Provide a Single Point of Leadership for Division I Basketball with Clear Responsibilities, Analogous to a Commissioner (Top 3/Bottom 3, Cont'd)

■ Presidents (n=68**) (e)
■ Athletics Directors (ADs) (n=105) (f)
■ Conference Commissioners (n=21**) (g)

Title



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Create a new position to provide a single point of leadership for Division I Basketball with clear responsibilities, analogous to a Commissioner.

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

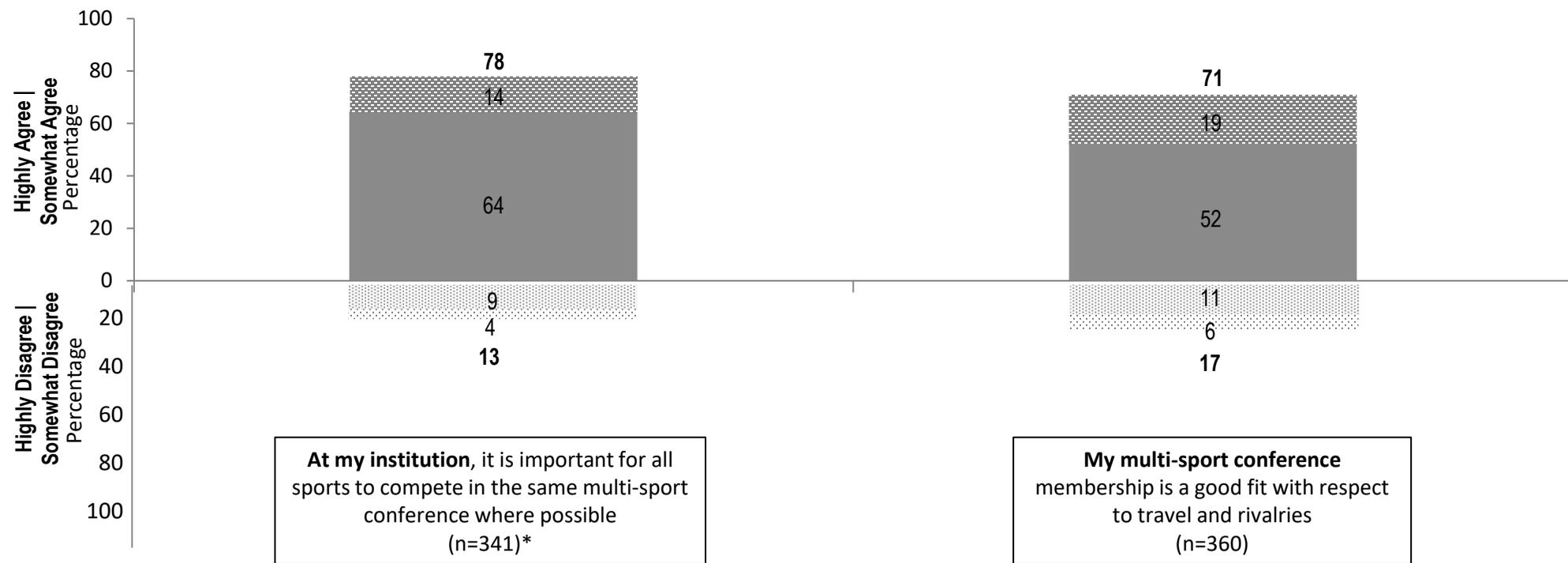
** Caution, small base size.

Objective 11: Determine Reaction to Federation Concepts

Schools overwhelmingly agree that at their institution it is important for all sports to compete in the same multi-sport conference when possible (78%) and their multi-sport conference membership is a good fit with respect to travel and rivalries (71%). These findings seem not to support potential interest in a federation concept, but later data show they may not tell the whole story.

Agreement with Various Statements about Federation (Top 3/Bottom 3)

■ Total

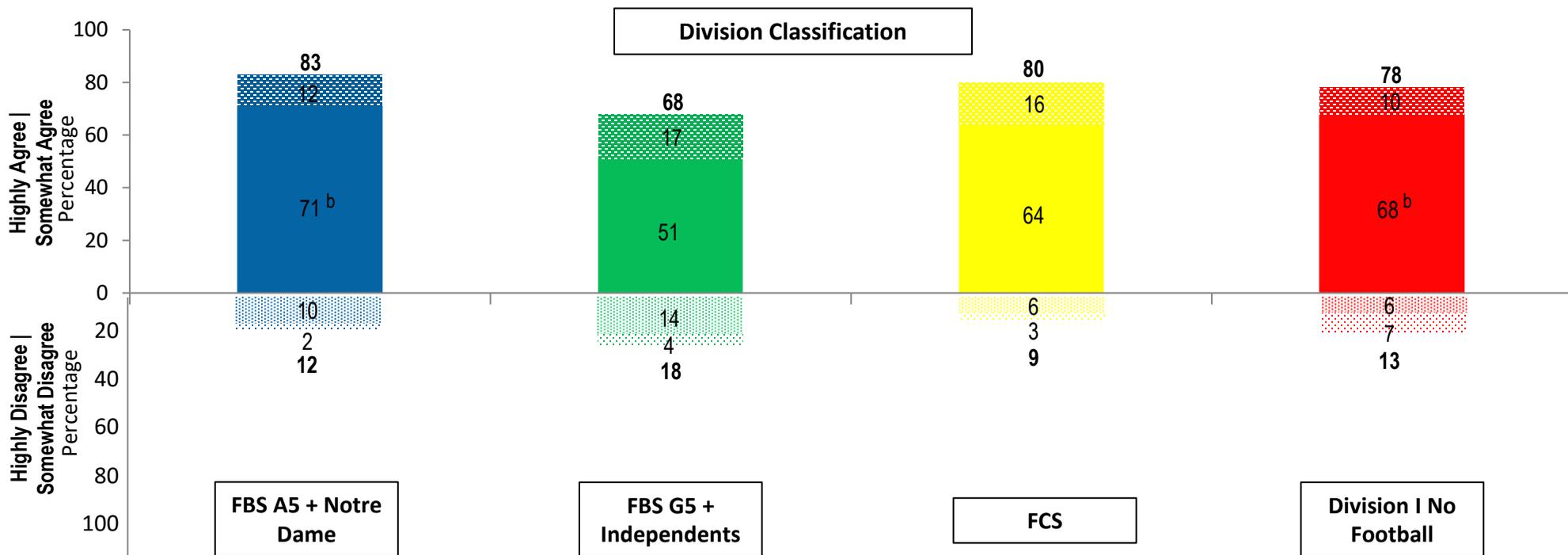


Q.3b: To what extent do you agree or disagree with the following statements?
 Base: All respondents answering.
 Note: Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."
 * Shown to all except Conference Commissioners.

All classifications agree that at their institutions it is important for all sports to compete in the same multi-sport conference where possible.

Agreement with Various Statements about Federation by Segment: At My Institution, It Is Important for All Sports to Compete in the Same Multi-Sport Conference Where Possible (Top 3/Bottom 3)

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=70**) (b)
- Football Championship Subdivision (FCS) (n=110) (c)
- Division I No Football (n=100) (d)



Q.3b: To what extent do you agree or disagree with the following statements? **At my institution**, it is important for all sports to compete in the same multi-sport conference where possible

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

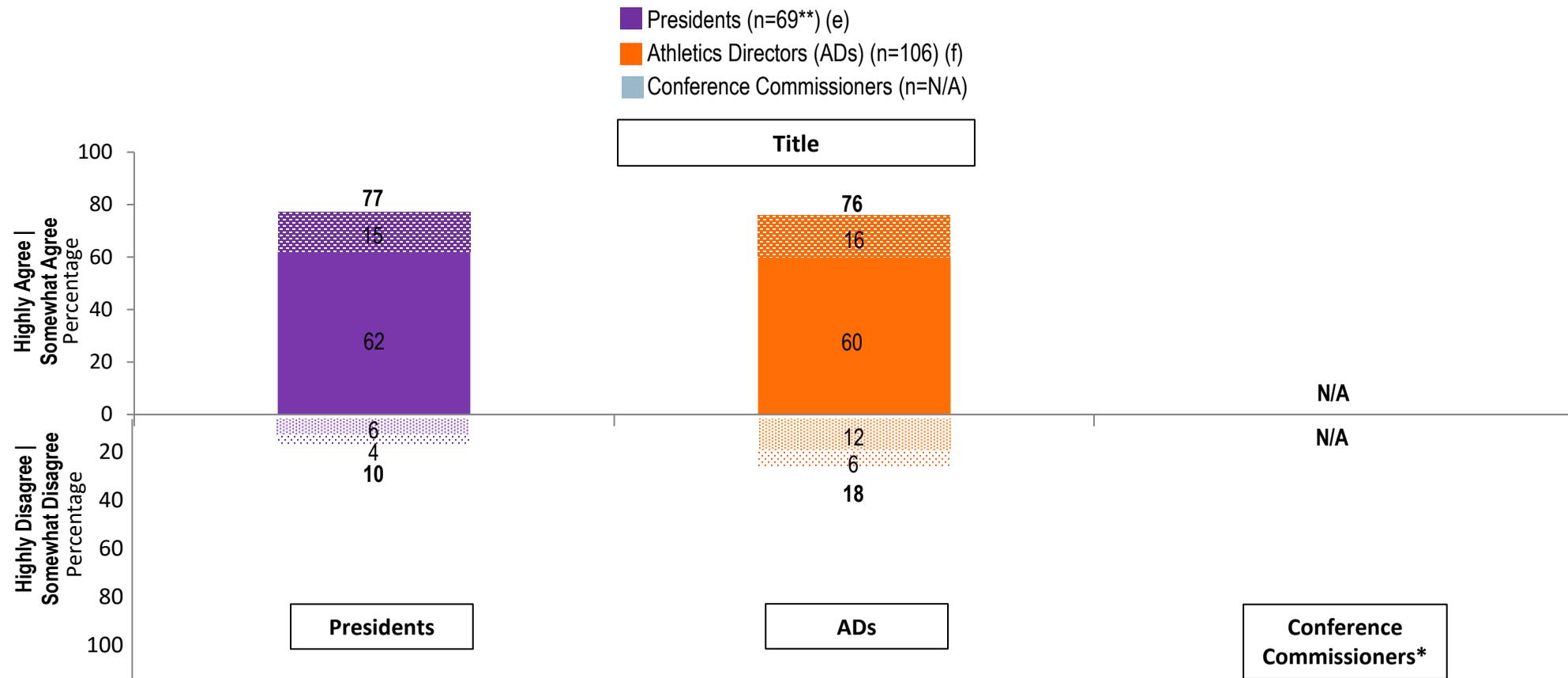
Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

* Shown to all except Conference Commissioners.

** Caution, small base size.

Presidents and ADs agree that at their institutions it is important for all sports to compete in the same multi-sport conference where possible.

Agreement with Various Statements about Federation by Segment: At My Institution, It Is Important for All Sports to Compete in the Same Multi-Sport Conference Where Possible (Top 3/Bottom 3, Cont'd)



Q.3b: To what extent do you agree or disagree with the following statements? **At my institution**, it is important for all sports to compete in the same multi-sport conference where possible

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

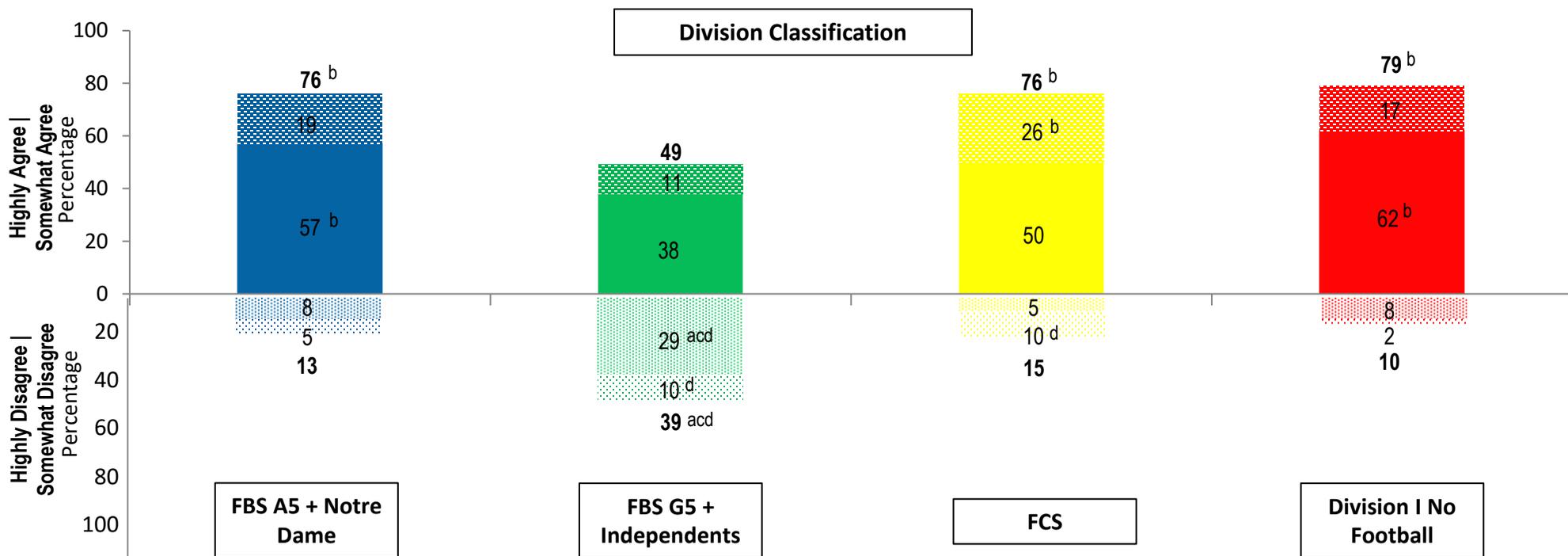
* Shown to all except Conference Commissioners.

** Caution, small base size.

All classifications agree that their multi-sport conference membership is a good fit with respect to travel and rivalries. The G5 schools agree with the other classifications, but less overwhelmingly.

Agreement with Various Statements about Federation by Segment: My Multi-Sport Conference Membership Is a Good Fit with Respect to Travel and Rivalries (Top 3/Bottom 3, Cont'd)

- FBS "Autonomous 5" Plus Notre Dame (n=62**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.3b: To what extent do you agree or disagree with the following statements? **My multi-sport conference** membership is a good fit with respect to travel and rivalries

Base: All respondents answering.

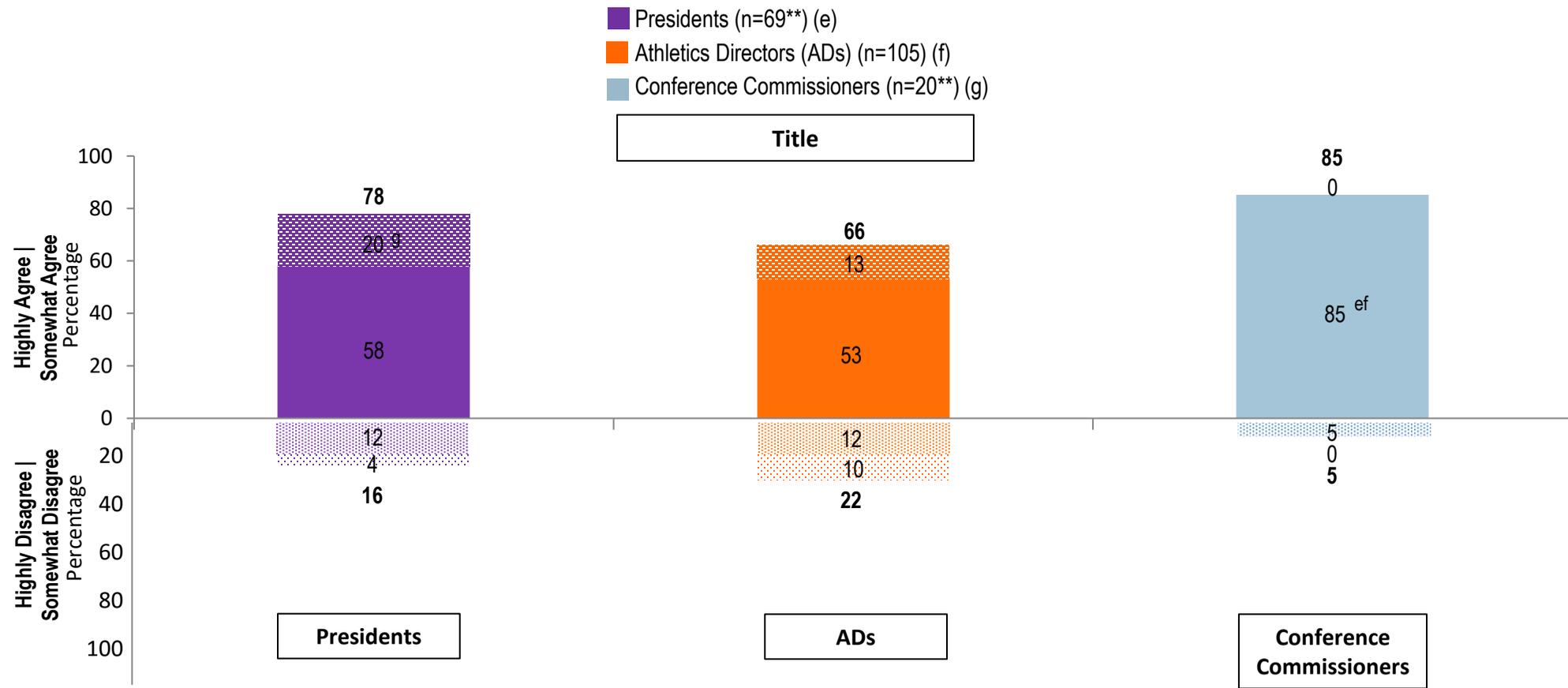
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

** Caution, small base size.

All decision-maker categories agree that their multi-sport conference membership is a good fit with respect to travel and rivalries.

Agreement with Various Statements about Federation by Segment: My Multi-Sport Conference Membership Is a Good Fit with Respect to Travel and Rivalries (Top 3/Bottom 3, Cont'd)



Q.3b: To what extent do you agree or disagree with the following statements? **My multi-sport conference** membership is a good fit with respect to travel and rivalries

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Strongly Agree" and 1 equals "Strongly Disagree."

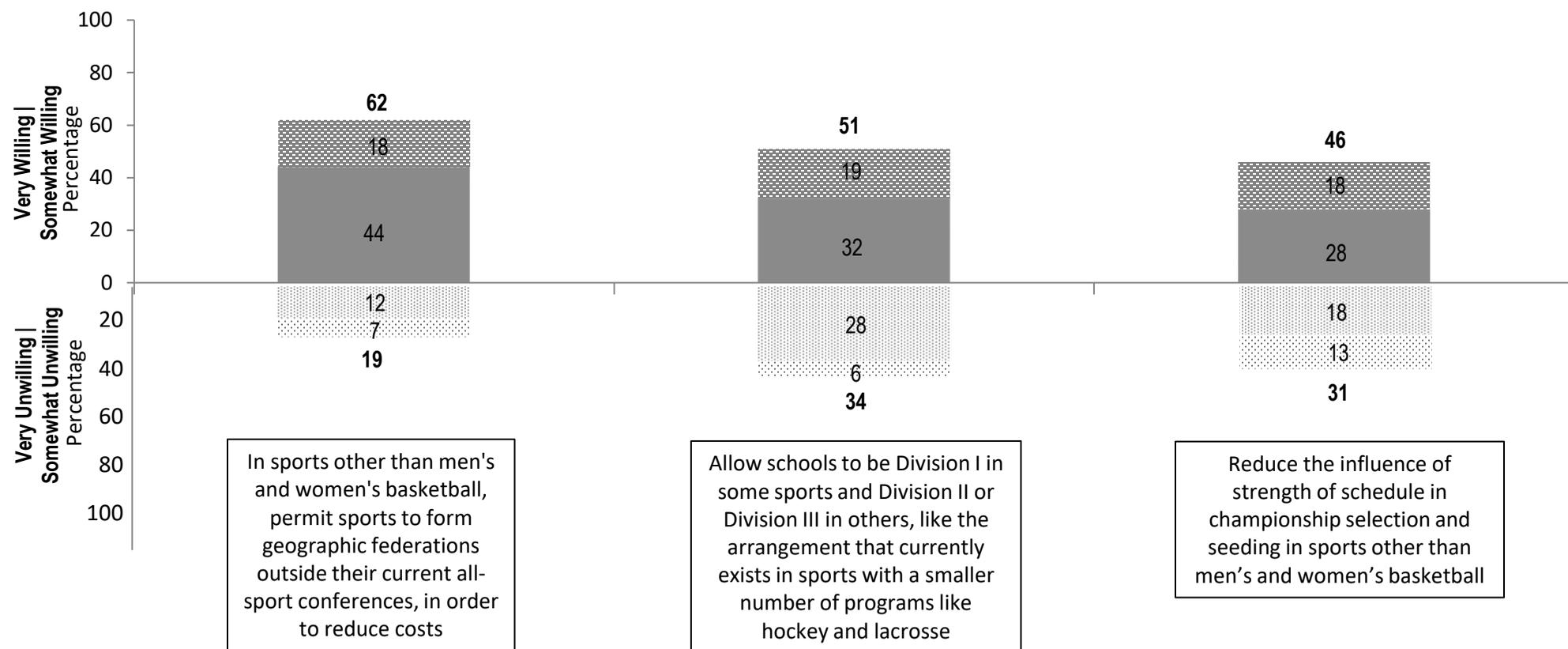
** Caution, small base size.

In spite of the previous findings, there is support for a federation approach to sports when specifically presented. Over 6 in 10 (62%) are willing to permit sports to form geographic federations outside their current all-sport conferences in order to reduce costs, outside of men's and women's basketball. Over half (51%) are willing to allow schools to be Division I in some sports and Division II or Division III in others, like the arrangement that currently exists in sports with a smaller number of programs like hockey and lacrosse.

- Nearly half (46%) are willing to reduce the influence of strength of schedule in championship selection and seeding in sports other than men's and women's basketball, which could encourage schools to schedule more regionally without concern about how it would impact their ability to get into national championships.

Willingness to Support the Implementation of Various Federation Concepts Nationally or on the Conference Level (Top 3/Bottom 3)

Total (n=356-359)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level?

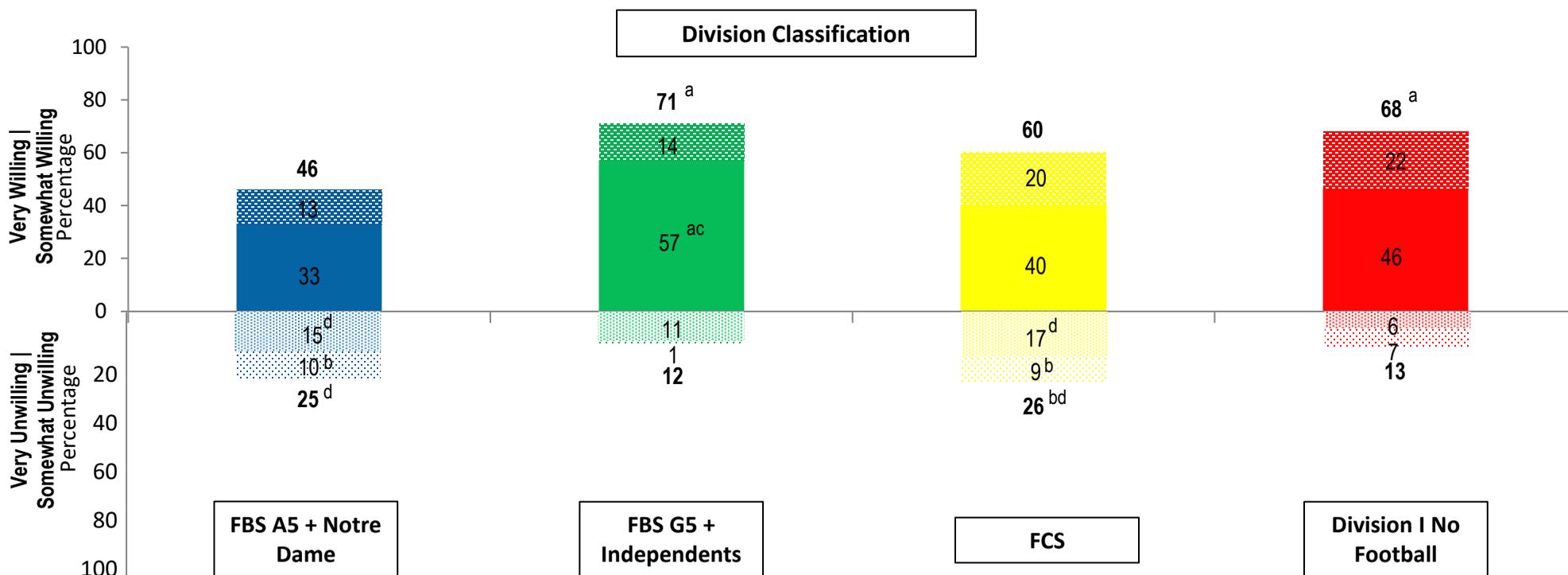
Base: All respondents answering.

Note: Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

All respondents are willing to support geographic federations outside their current conference, other than in basketball, to reduce costs. This has overwhelming support outside the A5: 71% are willing to support this in the G5, 60% in the FCS, and 68% among DI-No Football. While somewhat less supportive, even A5 schools are more willing (46%) than unwilling (25%) by almost a 2 to 1 margin.

**Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level By Segment:
Geographic Federation of Sports Other Than Basketball Outside their Current Conference (Top 3/Bottom 3)**

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=72**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? In sports other than men's and women's basketball, permit sports to form geographic federations outside their current all-sport conferences, in order to reduce costs

Base: All respondents answering.

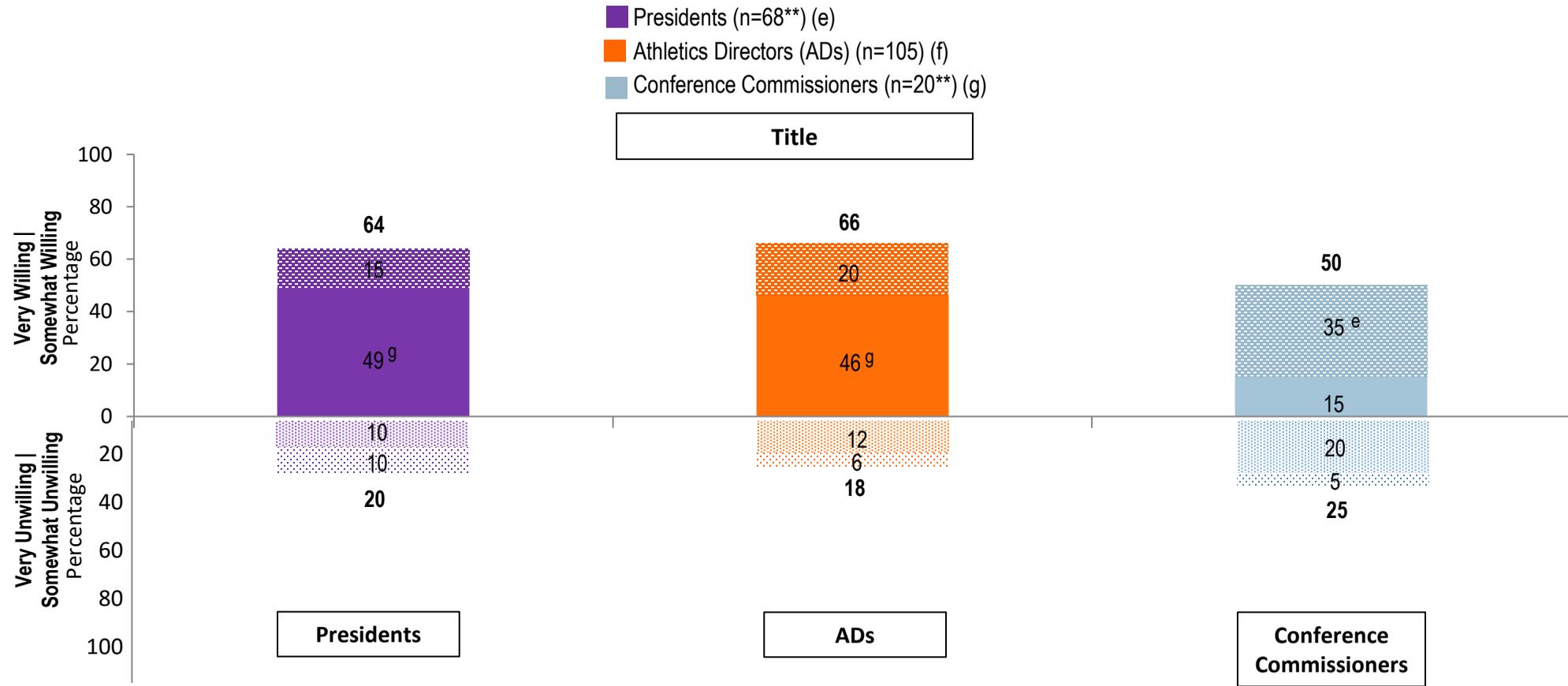
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

Caution, small base size.

All decision-maker titles are willing to support geographic federations outside their current conference, other than in basketball, to reduce costs.

Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level By Segment: Geographic Federation of Sports Other Than Basketball Outside their Current Conference (Top 3/Bottom 3, Cont'd)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? In sports other than men's and women's basketball, permit sports to form geographic federations outside their current all-sport conferences, in order to reduce costs

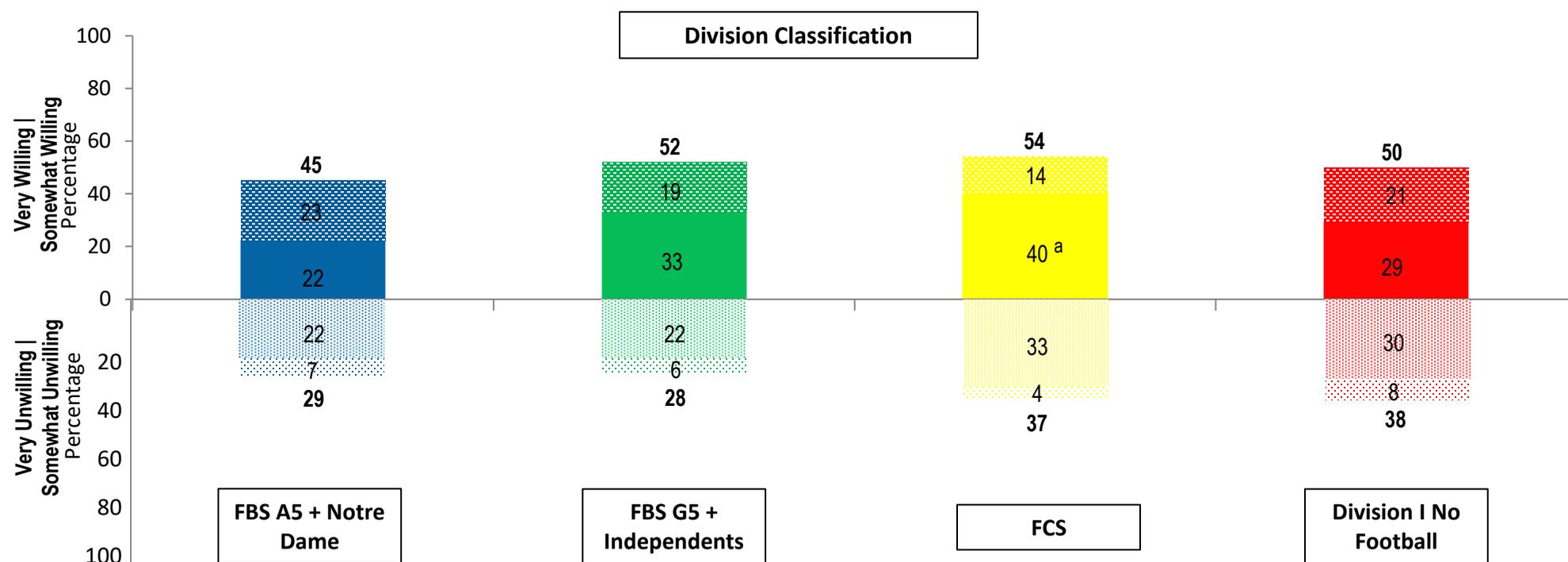
Base: All respondents answering.

Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."
 ** Caution, small base size.

All classifications are willing to allow schools to be Division I in some sports and Division II or III in others, as some schools do now to accommodate their Division I hockey or lacrosse programs.

**Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level By Segment:
Allow Schools to Be Division I in Some Sports and Division II or Division III in Others (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=60**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=114) (c)
- Division I No Football (n=109) (d)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Allow schools to be Division I in some sports and Division II or Division III in others, like the arrangement that currently exists in sports with a smaller number of programs like hockey and lacrosse

Base: All respondents answering.

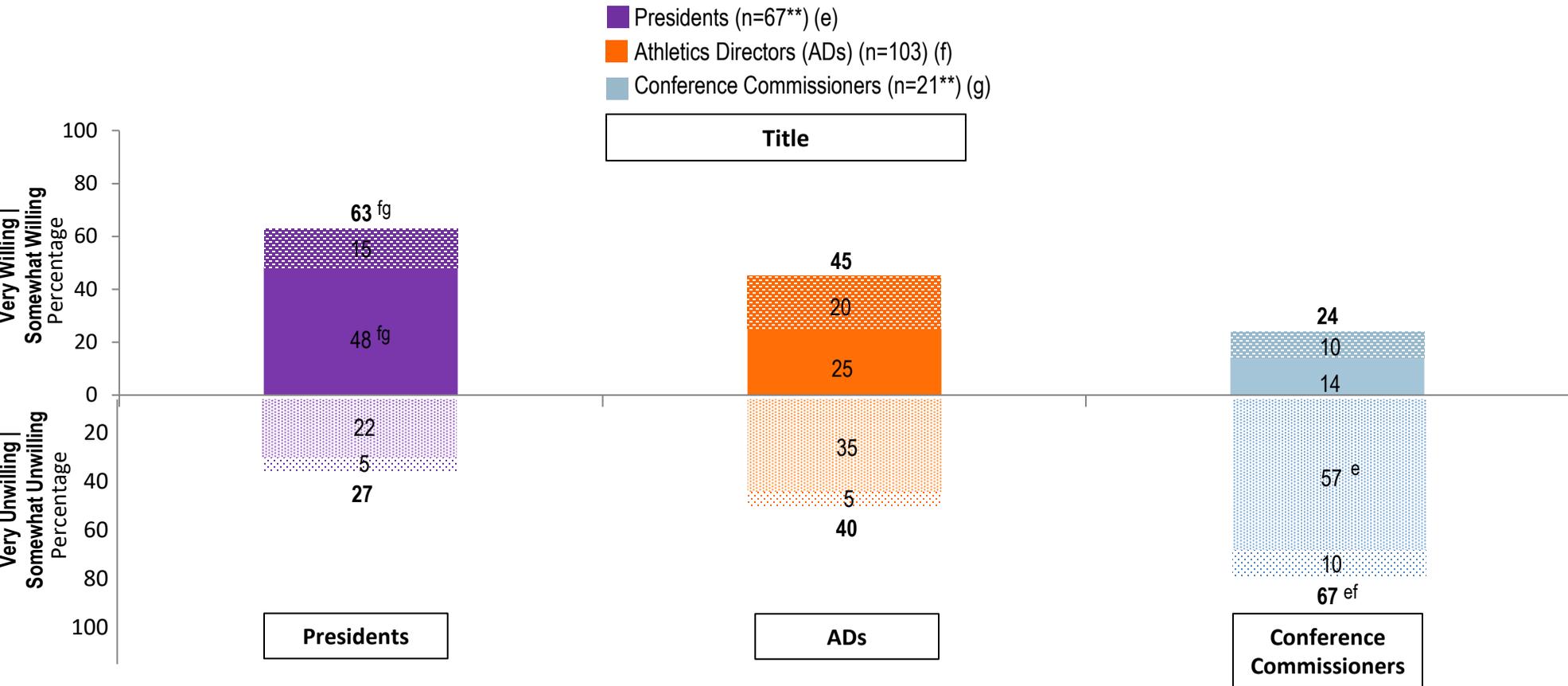
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

** Caution, small base size.

Presidents are willing (63%) to allow schools to be Division I in some sports and Division II or III in others, as some schools do now to accommodate their Division I hockey or lacrosse programs. Across classifications, ADs are more split on this (45% willing, 40% unwilling) while Commissioners tend to be unwilling (24% willing, 67% unwilling).

**Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level By Segment:
Allow Schools to Be Division I in Some Sports and Division II or Division III in Others (Top 3/Bottom 3, Cont'd)**



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Allow schools to be Division I in some sports and Division II or Division III in others, like the arrangement that currently exists in sports with a smaller number of programs like hockey and lacrosse

Base: All respondents answering.

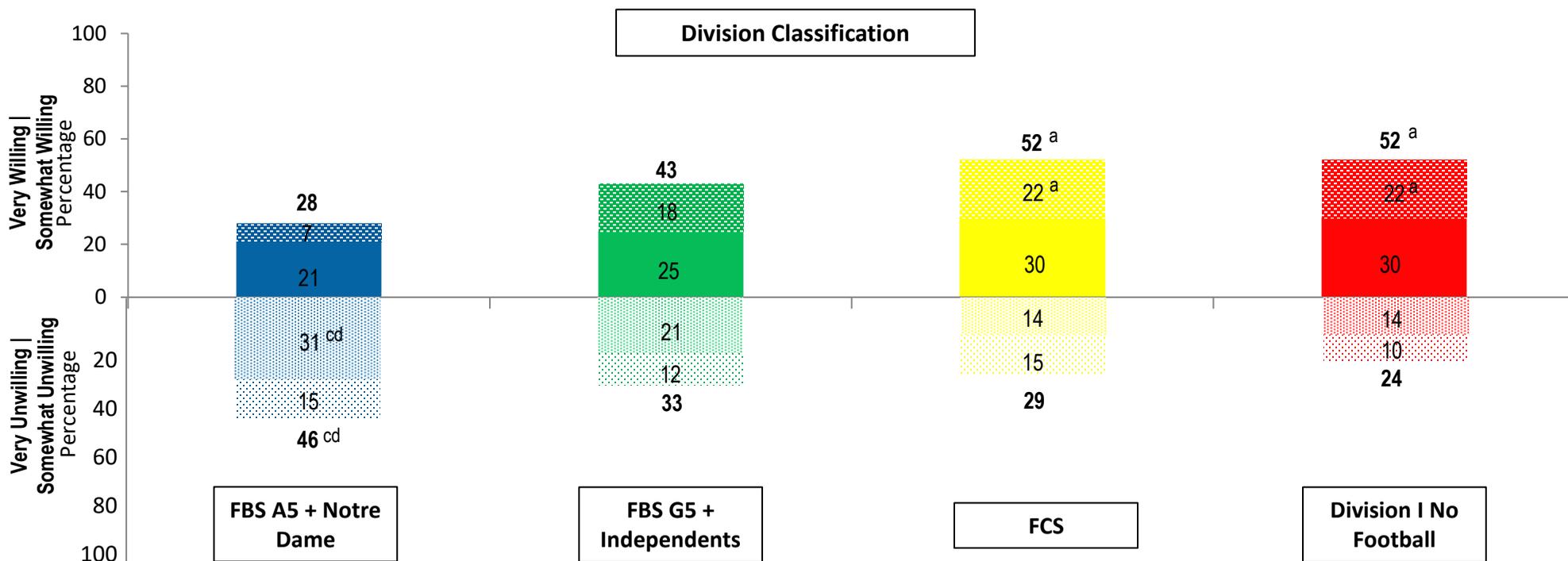
Note: Letters indicate statistically significant differences.
Percentages are on a 7-point scale where 7 equals "Extremely Willing" and 1 equals "Not At All Willing."

** Caution, small base size.

A5 schools tend to be unwilling (28% willing, 46% unwilling) to support reducing the influence of strength of schedule in championship events or seeding to accommodate more lower cost regional competitions. G5 (43% willing, 33% unwilling), FCS (52% willing, 29% unwilling), and DI-No Football (52% willing, 24% unwilling) are more likely to support this.

Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level By Segment: Reduce the Influence of Strength of Schedule in Championship Selection and Seeding in Sports Other than Men’s and Women’s Basketball (Top 3/Bottom 3, Cont’d)

- FBS “Autonomous 5” Plus Notre Dame (n=61**) (a)
- FBS “Group of Five” Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=116) (c)
- Division I No Football (n=109) (d)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Reduce the influence of strength of schedule in championship selection and seeding in sports other than men’s and women’s basketball

Base: All respondents answering.

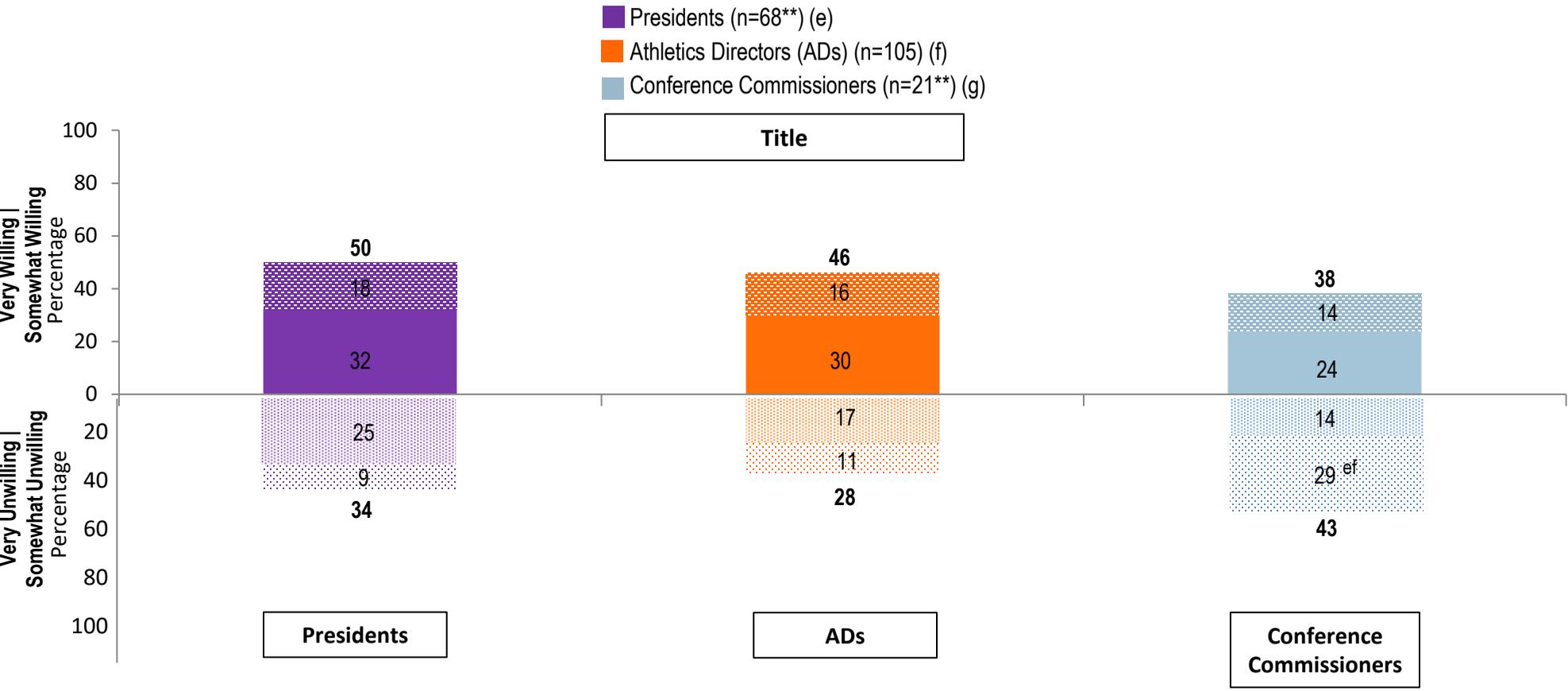
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals “Extremely Willing” and 1 equals “Not At All Willing.”

** Caution, small base size.

Presidents and ADs tend to support reducing influence of strength of schedule on championship selection and seeding to allow more lower cost regional competitions. Conference Commissioners are split on this (38% willing, 43% unwilling).

Willingness to Support the Implementation of Various Concepts Nationally or on the Conference Level By Segment: Reduce the Influence of Strength of Schedule in Championship Selection and Seeding in Sports Other than Men’s and Women’s Basketball (Top 3/Bottom 3, Cont’d)



Q.8a: How willing are you to support implementing the following concepts either nationally or at the conference level? Reduce the influence of strength of schedule in championship selection and seeding in sports other than men’s and women’s basketball
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences. Percentages are on a 7-point scale where 7 equals “Extremely Willing” and 1 equals “Not At All Willing.”
 ** Caution, small base size.

Objective 12: Obtain Reaction to Specific Potential Changes

Two specific possible changes to NCAA Division I athletes were developed for testing. One creates a new entity separate from the NCAA to govern FBS football only. The second creates a new NCAA division in all sports for A5 conferences. The details of an entity separate from the NCAA to govern FBS football are shown below. Analysis of reaction to these changes follows.

Potential Change 1: Create a New Entity Separate from the NCAA to Govern FBS Football Only

- Each of the current 130 FBS football programs would align their governance and operations by moving to either a new non-NCAA football-only entity or to the NCAA Division I-FCS.
- The new FBS football entity would:
 - Establish its own membership criteria
 - Fund operations through College Football Playoff (CFP) revenues or other fees (e.g., membership fees as it deems appropriate)
 - Determine college-athlete eligibility requirements
 - Determine revenue distribution for its members
 - Oversee all regulatory functions, including compliance and athlete safety programs
- All other sports and their championships, including men's and women's basketball, would remain in the NCAA Division I as presently organized.
- FBS football would no longer be considered in the NCAA revenue distribution calculation.
- The NCAA would no longer cover costs for national FBS football operations.
- NCAA governance would be determined by basketball conference affiliations with changes to voting structure to be evaluated.

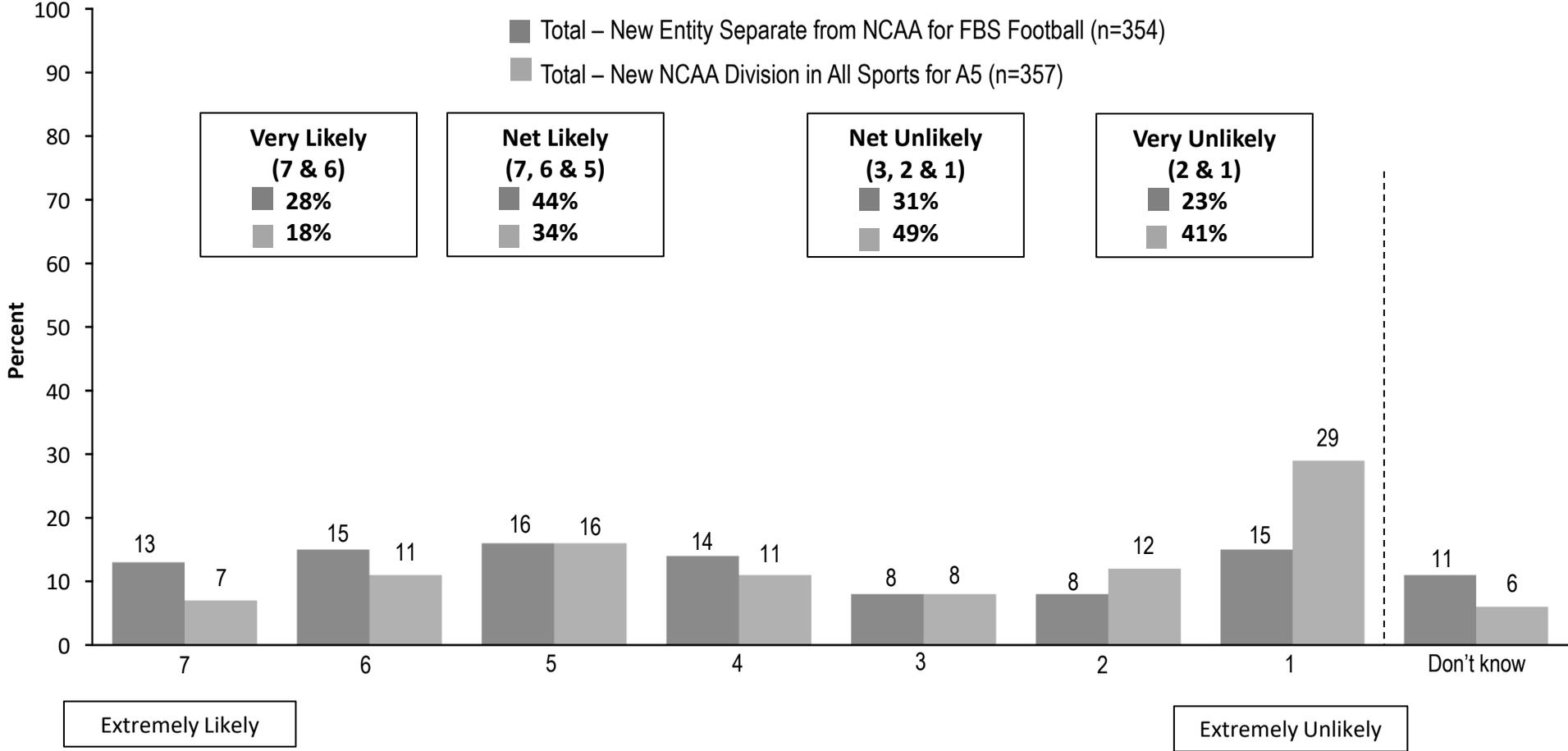
Two specific possible changes to NCAA Division I athletes were developed for testing. One creates a new entity separate from the NCAA to govern FBS football only. The second creates a new NCAA division in all sports for A5 conferences. The details of a new NCAA division in all sports for the Autonomy 5 conferences are shown below. Analysis of reaction to these changes follows.

Potential Change 2: Create a New NCAA Division in All Sports for the Autonomous 5 Conferences

- The Autonomous 5 conferences of 65 schools would become a new Division of the NCAA in all sports. Other schools may be able to join if they meet membership criteria for this new Division.
- The new Division would establish its own membership criteria and rules such as:
 - Minimum number of sports
 - Scholarship minimums
 - Amateurism rules
- All schools in this new Division and the current NCAA Division I would continue to compete in the same NCAA men's and women's basketball tournaments.
- New Division championships could exist for sports other than men's and women's basketball, depending on sports sponsorship levels.
- The current NCAA revenue distribution would not change. However, additive revenues generated by the new Division through its new championships or other activities would be retained exclusively by the new Division members.
- Governance for the new Division would be created by its members. Governance for the remaining Division I members would be re-evaluated by its members.

Of the two detailed changes presented to respondents, there initially appears to be more support for creating a new entity separate from the NCAA for FBS football (44% likely to support, 31% unlikely) than creating a new division in all sports for A5 schools (34% likely to support, 49% unlikely). However, as shown shortly, likeliness to support varies by classification.

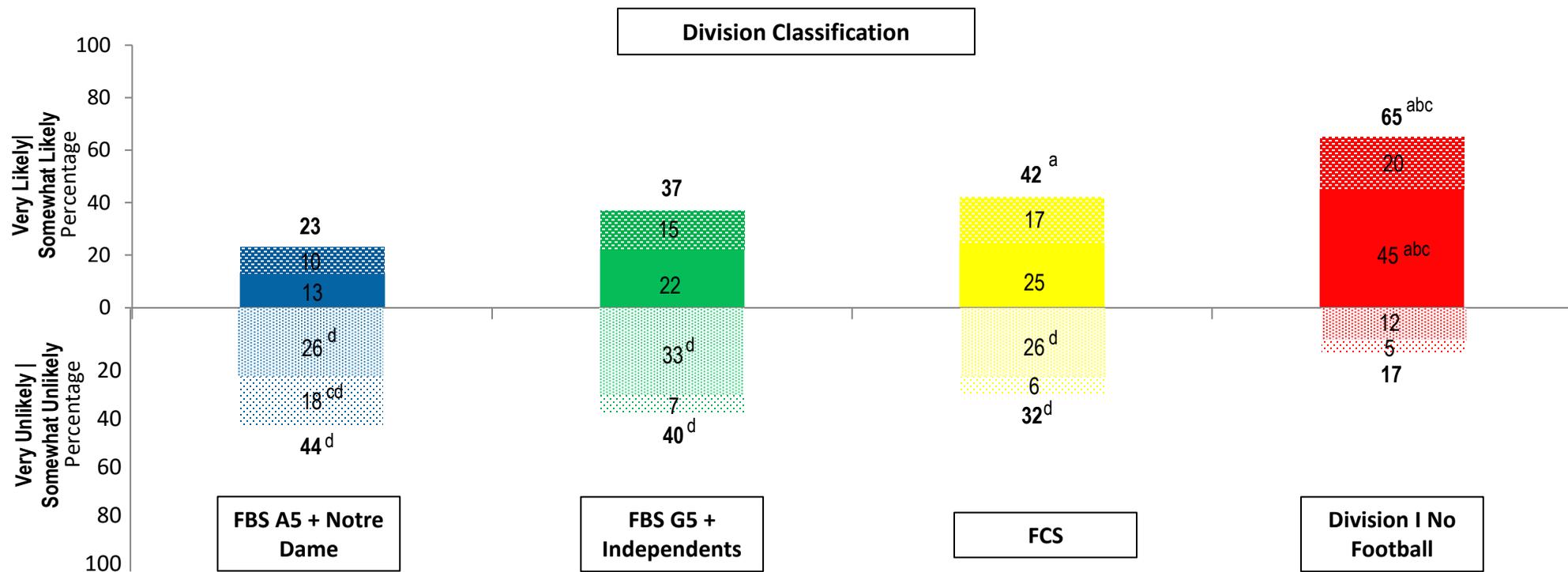
Overall Likelihood To Support Implementing Proposed Potential Changes



FBS schools are directly impacted by the new entity separate from the NCAA for FBS Football do not support it. Fewer A5 schools are likely to support this new entity (23%) than are unlikely (44%). G5 schools are less likely to support this concept (37%) than are unlikely (40%), although the difference is much smaller than for A5 schools. This change is supported by FCS (42% likely, 32% unlikely) and overwhelmingly by DI-No Football (65% likely, 17% unlikely).

**Likelihood To Support Implementing Proposed Potential Change –
New Entity Separate from NCAA for FBS Football By Segment (Top 3/Bottom 3)**

- FBS “Autonomous 5” Plus Notre Dame (n=61**) (a)
- FBS “Group of Five” Plus FBS Independents (n=72**) (b)
- Football Championship Subdivision (FCS) (n=114) (c)
- Division I No Football (n=107) (d)



Q.9a: How likely are you to support the implementation of this potential change? New Entity Separate from NCAA for FBS Football

Base: All respondents answering.

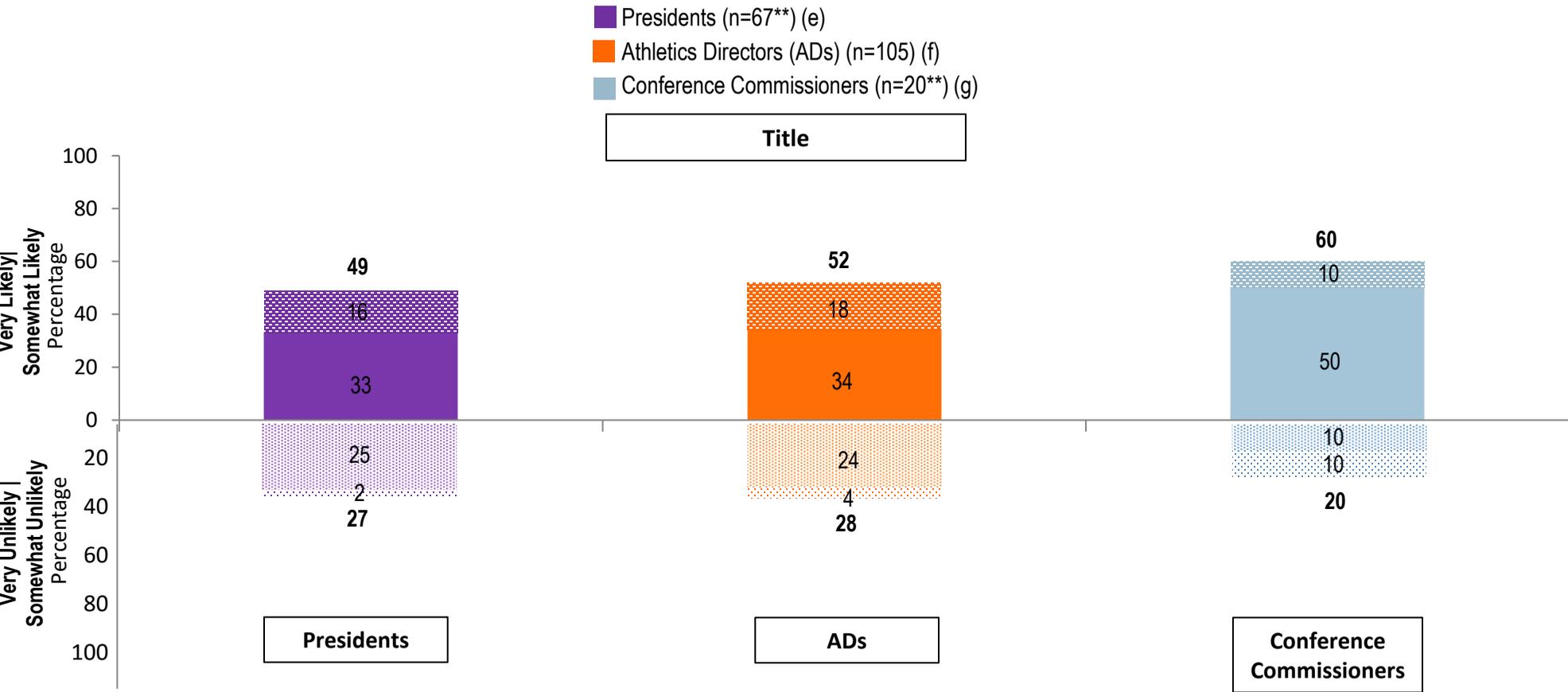
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals “Extremely Likely” and 1 equals “Extremely Unlikely.”

** Caution, small base size.

All decision-maker categories support an entity separate from the NCAA for FBS football suggesting that the non-decision-maker respondents in the survey are bringing support down for the concept overall.

**Likelihood To Support Implementing Proposed Potential Change –
New Entity Separate from NCAA for FBS Football By Segment (Top 3/Bottom 3, Cont'd)**

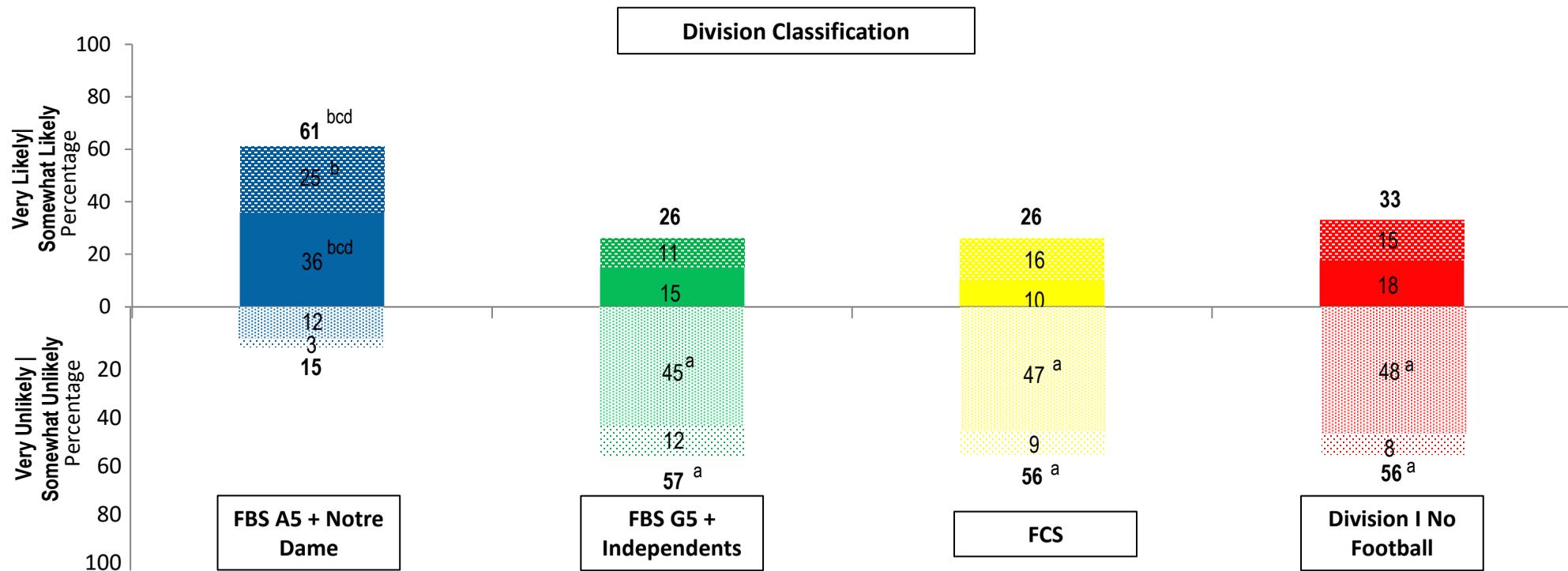


Q.9a: How likely are you to support the implementation of this potential change? New Entity Separate from NCAA for FBS Football
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Extremely Likely" and 1 equals "Extremely Unlikely."
 ** Caution, small base size.

Support for a new division in all sports for A5 schools is strongly supported by that classification (61% likely to support, 15% unlikely). All other segments are heavily unlikely to support this new division: G5 (26% likely, 57% unlikely), FCS (26% likely, 56% unlikely), DI-No Football (33% likely, 56% unlikely). This is the inverse result of the previous change.

**Likelihood To Support Implementing Proposed Potential Change –
New NCAA Division in All Sports for A5 By Segment (Top 3/Bottom 3)**

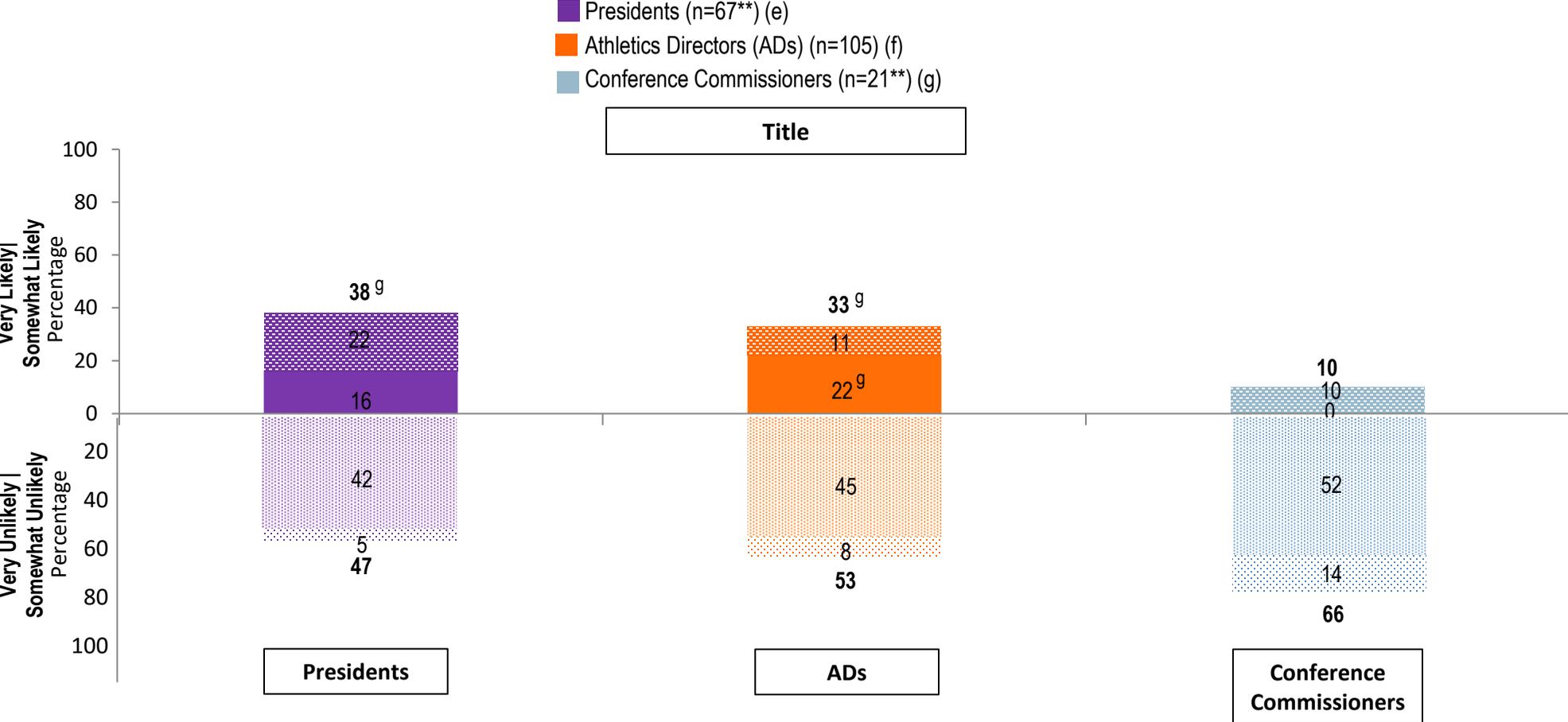
- FBS “Autonomous 5” Plus Notre Dame (n=61**) (a)
- FBS “Group of Five” Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=115) (c)
- Division I No Football (n=108) (d)



Q.10a: How likely are you to support the implementation of this potential change? New NCAA Division in All Sports for A5
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals “Extremely Likely” and 1 equals “Extremely Unlikely.”
 ** Caution, small base size.

Presidents are more unlikely (47%) than likely (38%) to support this new A5 division as are ADs (33% likely, 53% unlikely) and, particularly, Commissioners (10% likely, 66% unlikely). Of course, these results do not take into account differences by division classification.

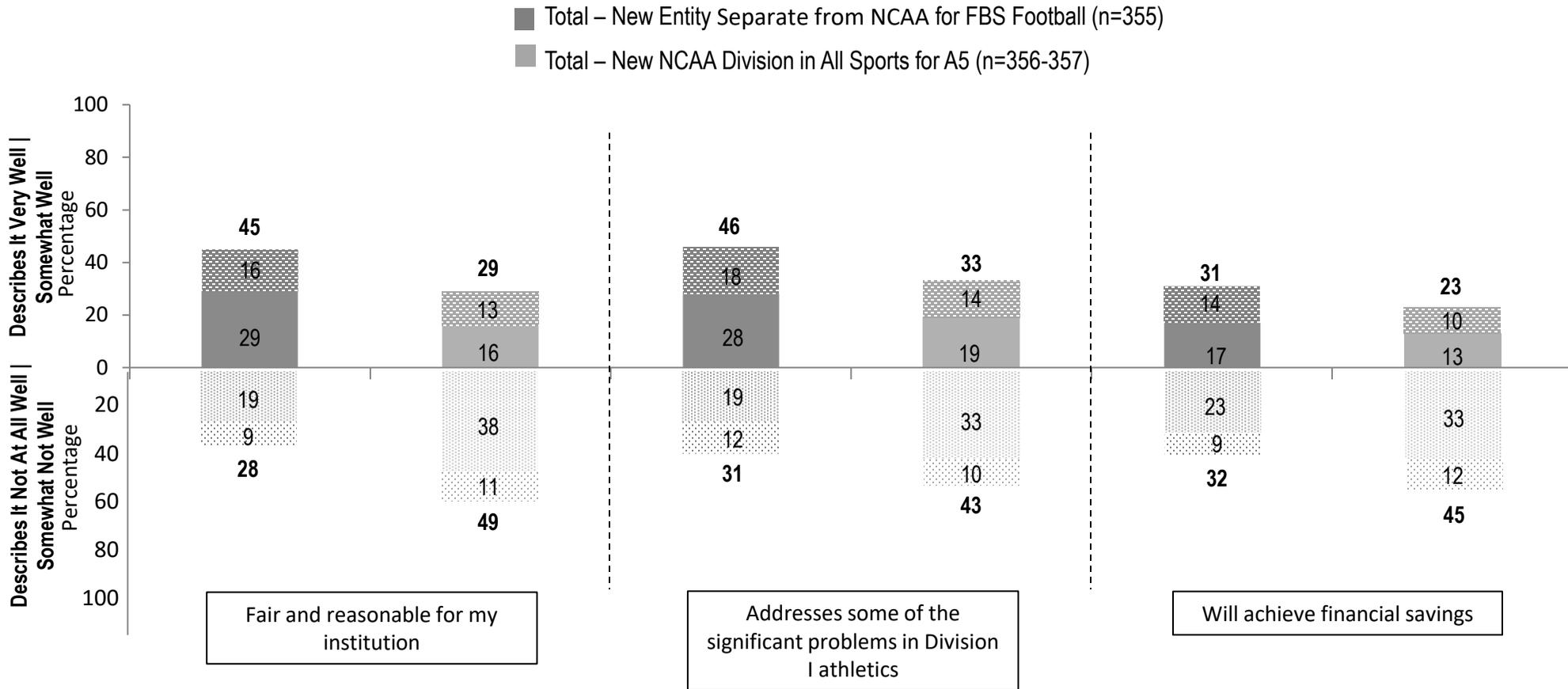
**Likelihood To Support Implementing Proposed Potential Change –
New NCAA Division in All Sports for A5 By Segment (Top 3/Bottom 3, Cont'd)**



Q.10a: How likely are you to support the implementation of this potential change? New NCAA Division in All Sports for A5
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Extremely Likely" and 1 equals "Extremely Unlikely."
 ** Caution, small base size.

The new entity separate from the NCAA for FBS football scores higher than the new division for all sports for the A5 on three other measures tested. These are the change being fair and reasonable for their individual institution, addresses some significant problems in Division I athletics and will achieve financial savings.

Agreement with Descriptions of Proposed Potential Changes (Top 3/Bottom 3)

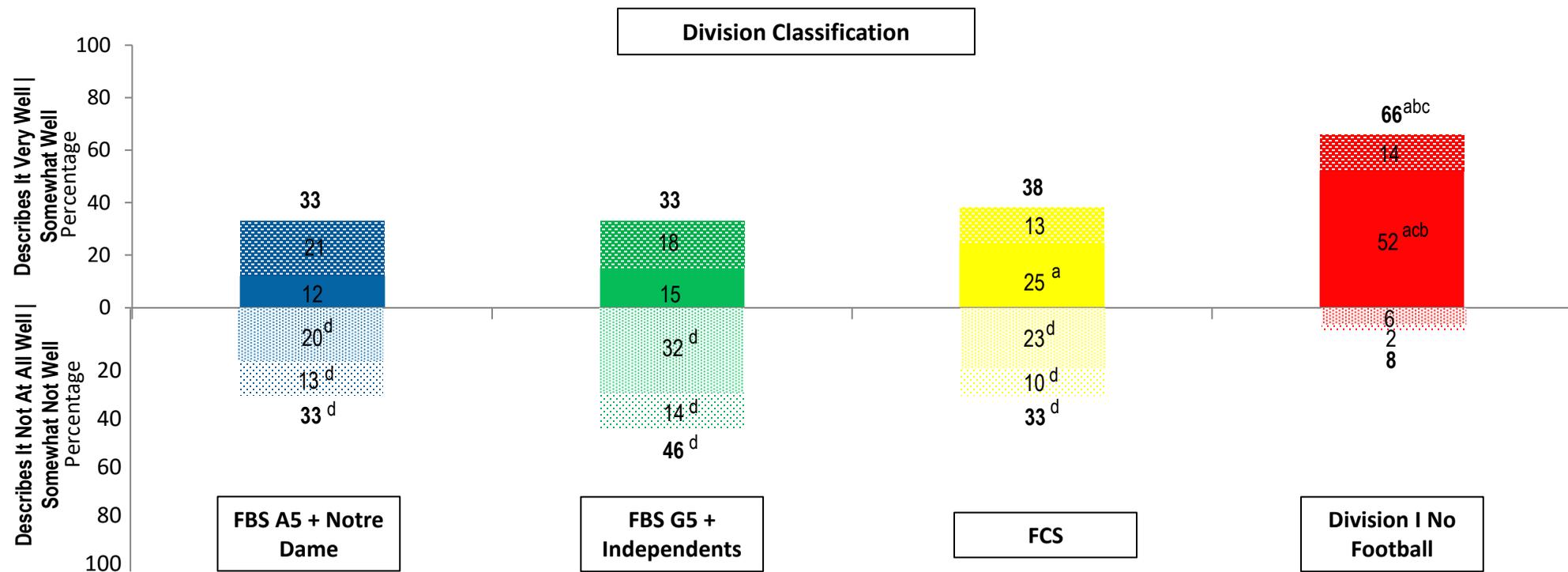


Q.9b/10b: How well do the following statements describe the potential change? Please rate each statement from “extremely well” to “not at all well.”
 Base: All respondents answering.
 Note: Percentages are on a 7-point scale where 7 equals “Describes It Extremely Well” and 1 equals “Describes It Not At All Well.”

On whether the new entity for FBS football is fair and reasonable for their institutions, among FBS schools, A5 schools are split (33% believe it is fair and reasonable, 33% say it is not) while fewer G5 schools say it is fair and reasonable (33%) than not fair and reasonable (46%). Outside the FBS, FCS schools generally think it is more fair and reasonable for them (38%) than not (33%) while DI-No Football overwhelmingly think it is fair and reasonable (66%) than not fair and reasonable (8%).

Agreement with Descriptions of Proposed Potential Change – New Entity Separate from NCAA for FBS Football By Segment: Fair and Reasonable for My Institution (Top 3/Bottom 3)

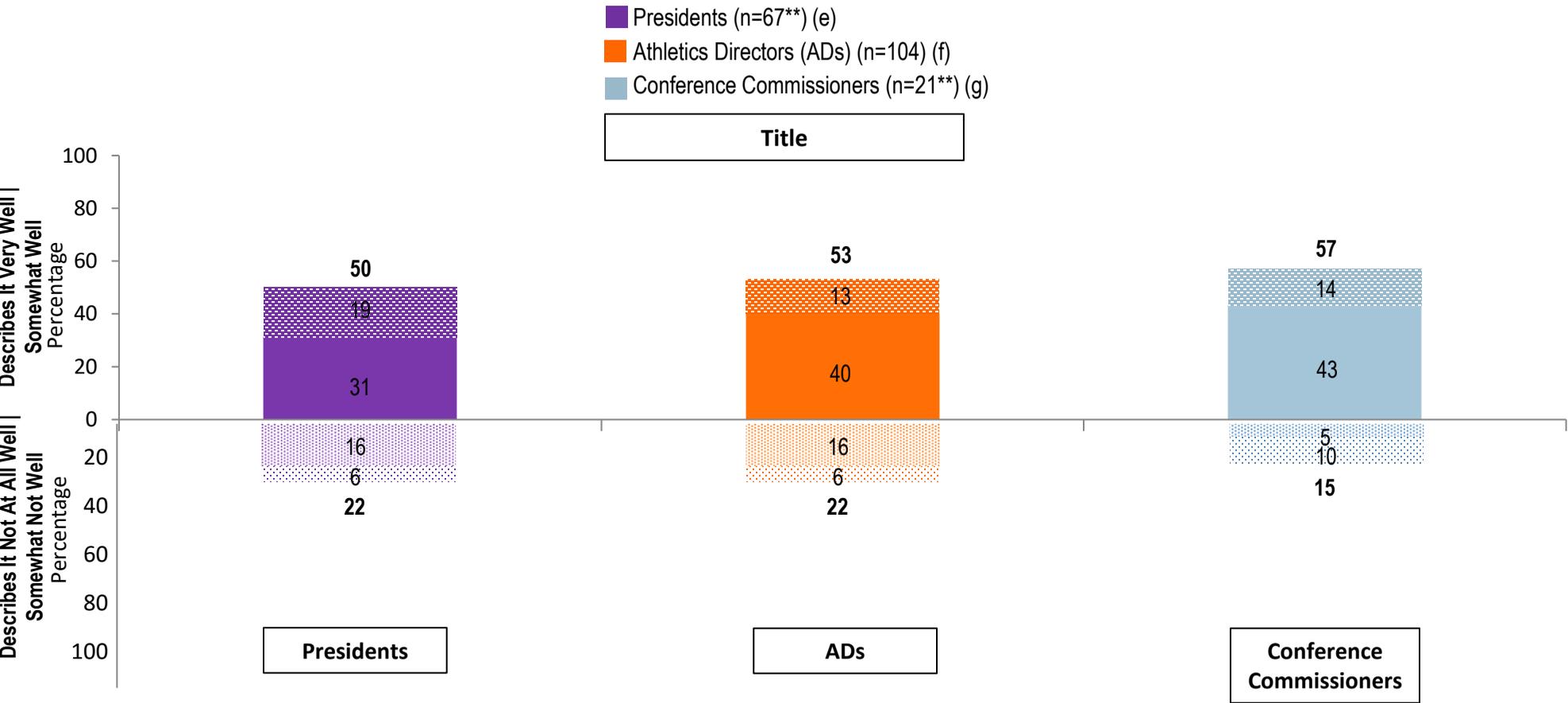
- FBS “Autonomous 5” Plus Notre Dame (n=61**) (a)
- FBS “Group of Five” Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=114) (c)
- Division I No Football (n=107) (d)



Q.9b: How well do the following statements describe the potential change? Please rate each statement from “extremely well” to “not at all well.” New Entity Separate from NCAA for FBS Football - Fair and reasonable for my institution
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals “Describes It Extremely Well” and 1 equals “Describes It Not At All Well.”
 ** Caution, small base size.

The separate football entity for FBS football is considered fair and reasonable for their schools by a majority of Presidents (50%), ADs (53%) and Commissioners (57%).

Agreement with Descriptions of Proposed Potential Change – New Entity Separate from NCAA for FBS Football By Segment: Fair and Reasonable for My Institution (Top 3/Bottom 3, Cont'd)

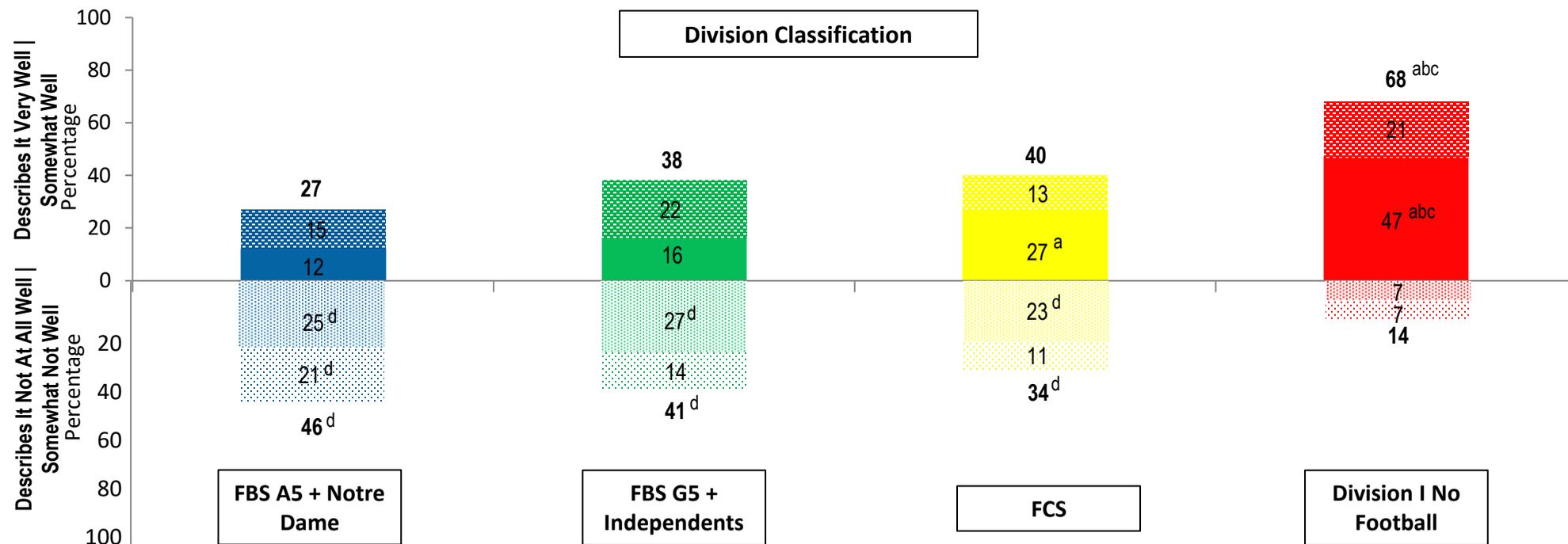


Q.9b: How well do the following statements describe the potential change? Please rate each statement from “extremely well” to “not at all well.” New Entity Separate from NCAA for FBS Football - Fair and reasonable for my institution
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals “Describes It Extremely Well” and 1 equals “Describes It Not At All Well.”
 ** Caution, small base size.

As to whether the separate FBS football solution addresses some of the significant problems in DI sports, FBS schools, particularly those in the A5, do not believe so while those outside the FBS think it does, particularly DI-No Football.

**Agreement with Descriptions of Proposed Potential Change – New Entity Separate from NCAA for FBS Football
By Segment: Addresses Some of the Significant Problems in Division I Athletics (Top 3/Bottom 3, Cont'd)**

- FBS "Autonomous 5" Plus Notre Dame (n=61**) (a)
- FBS "Group of Five" Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=114) (c)
- Division I No Football (n=107) (d)



Q.9b: How well do the following statements describe the potential change? Please rate each statement from "extremely well" to "not at all well." New Entity Separate from NCAA for FBS Football - Addresses some of the significant problems in Division I athletics

Base: All respondents answering.

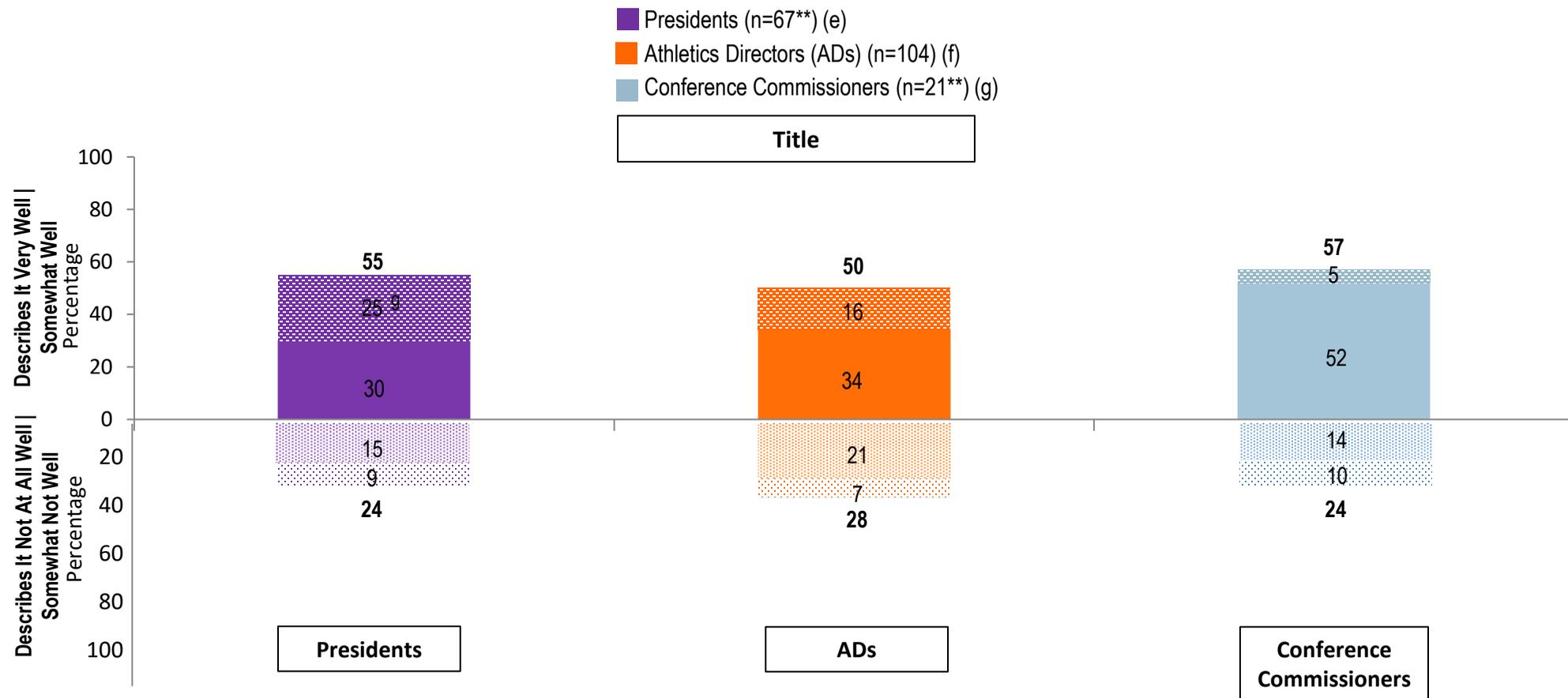
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals "Describes It Extremely Well" and 1 equals "Describes It Not At All Well."

** Caution, small base size.

All decision-maker types say the separate FBS football entity does address some of the significant problems in Division I athletics.

**Agreement with Descriptions of Proposed Potential Change – New Entity Separate from NCAA for FBS Football
By Segment: Addresses Some of the Significant Problems in Division I Athletics (Top 3/Bottom 3, Cont'd)**



Q.9b: How well do the following statements describe the potential change? Please rate each statement from "extremely well" to "not at all well." New Entity Separate from NCAA for FBS Football - Addresses some of the significant problems in Division I athletics

Base: All respondents answering.

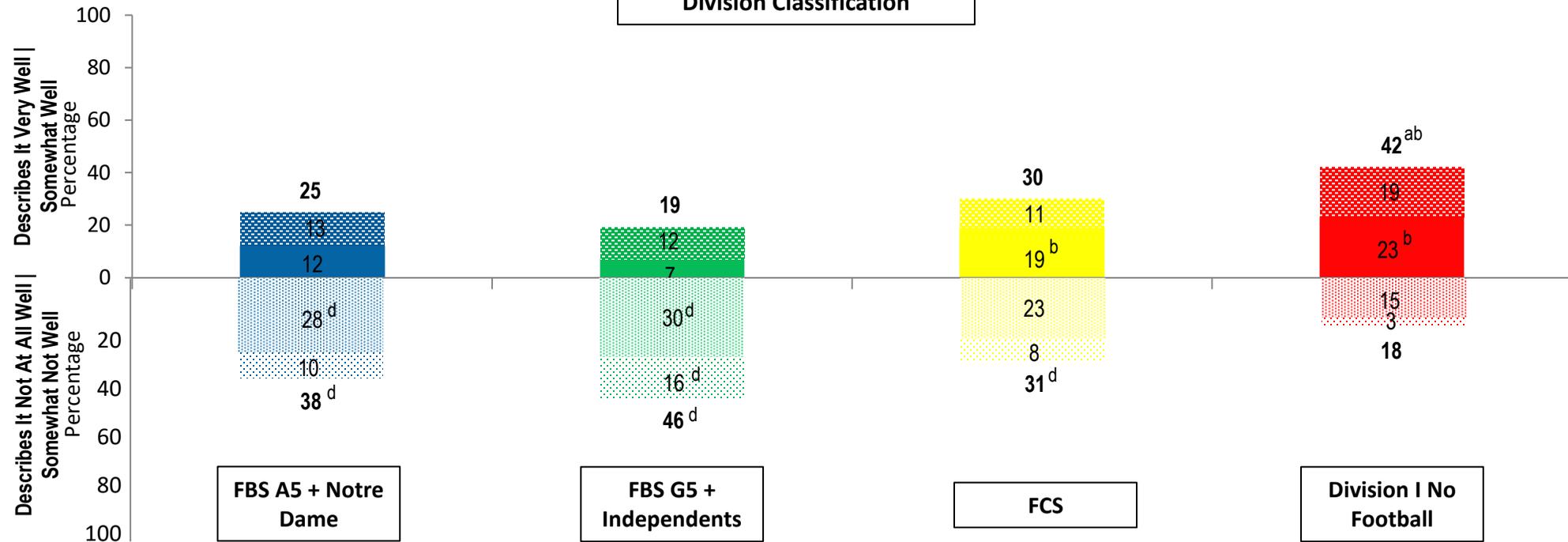
Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Describes It Extremely Well" and 1 equals "Describes It Not At All Well."
 ** Caution, small base size.

On the impact of a separate FBS football entity achieving financial savings, FBS schools do not think it will, FCS schools are split while DI-No Football think it will achieve savings.

Agreement with Descriptions of Proposed Potential Change – New Entity Separate from NCAA for FBS Football By Segment: Achieve Financial Savings (Top 3/Bottom 3, Cont'd)

- FBS “Autonomous 5” Plus Notre Dame (n=61**) (a)
- FBS “Group of Five” Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=114) (c)
- Division I No Football (n=107) (d)

Division Classification



FBS A5 + Notre Dame

FBS G5 + Independents

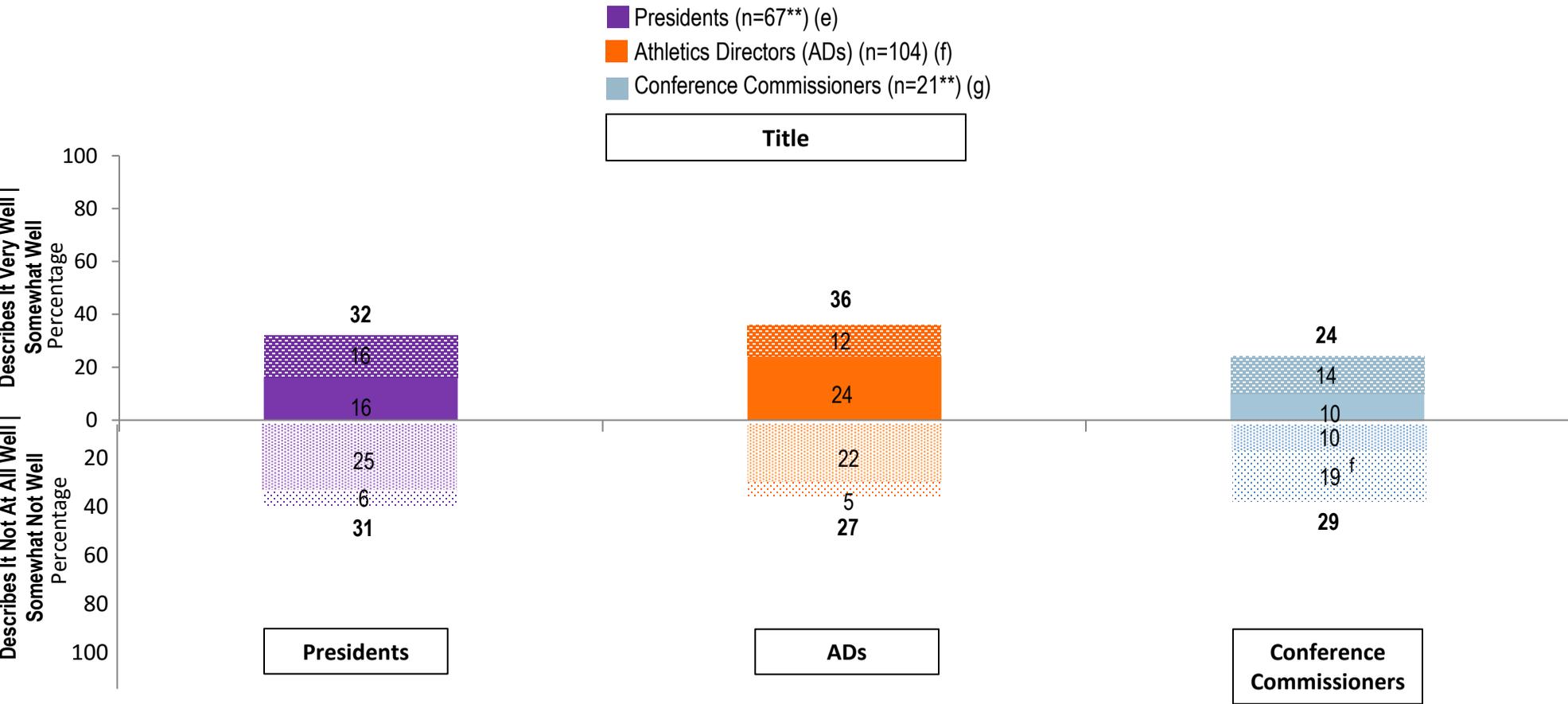
FCS

Division I No Football

Q.9b: How well do the following statements describe the potential change? Please rate each statement from “extremely well” to “not at all well.” New Entity Separate from NCAA for FBS Football - Will achieve financial savings
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals “Describes It Extremely Well” and 1 equals “Describes It Not At All Well.”
 ** Caution, small base size.

Decision-makers have differing views from each other on whether a new entity for FBS football will achieve financial savings. Presidents are split (32% say it will, 37% are unsure, 31% say it will not). ADs generally believe it will achieve financial savings (36% say it will, 37% unsure, 27% say it will not). Commissioners do not think it will save money (24% say it will, 47% unsure, 29% say it will not).

Agreement with Descriptions of Proposed Potential Change – New Entity Separate from NCAA for FBS Football By Segment: Achieve Financial Savings (Top 3/Bottom 3, Cont'd)



Q.9b: How well do the following statements describe the potential change? Please rate each statement from “extremely well” to “not at all well.” New Entity Separate from NCAA for FBS Football - Will achieve financial savings

Base: All respondents answering.

Note: Letters indicate statistically significant differences.

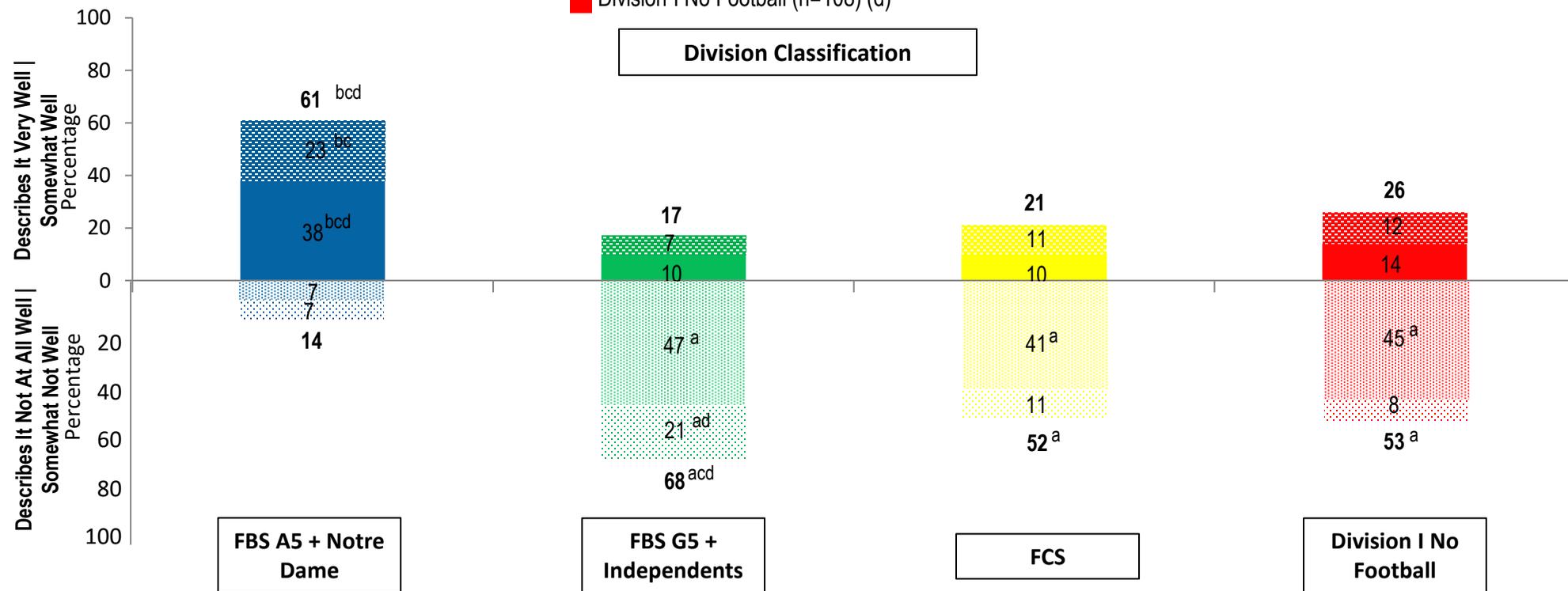
Percentages are on a 7-point scale where 7 equals “Describes It Extremely Well” and 1 equals “Describes It Not At All Well.”

** Caution, small base size.

The reaction to a separate NCAA division in all sports for the A5 being fair and reasonable varies by classification. A5 schools, which overwhelmingly support this concept overall, agree that it is fair and reasonable for them (61% think it is fair, 14% unfair). All other classifications overwhelmingly say it would be unfair for their schools: G5 (17% fair and reasonable, 68% unfair and unreasonable), FCS (21% fair, 52% unfair), DI-No Football (26% fair, 53% unfair).

Agreement with Descriptions of Proposed Potential Change – New NCAA Division in All Sports for A5 By Segment: Fair and Reasonable for My Institution (Top 3/Bottom 3)

- FBS “Autonomous 5” Plus Notre Dame (n=61**) (a)
- FBS “Group of Five” Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=114) (c)
- Division I No Football (n=108) (d)

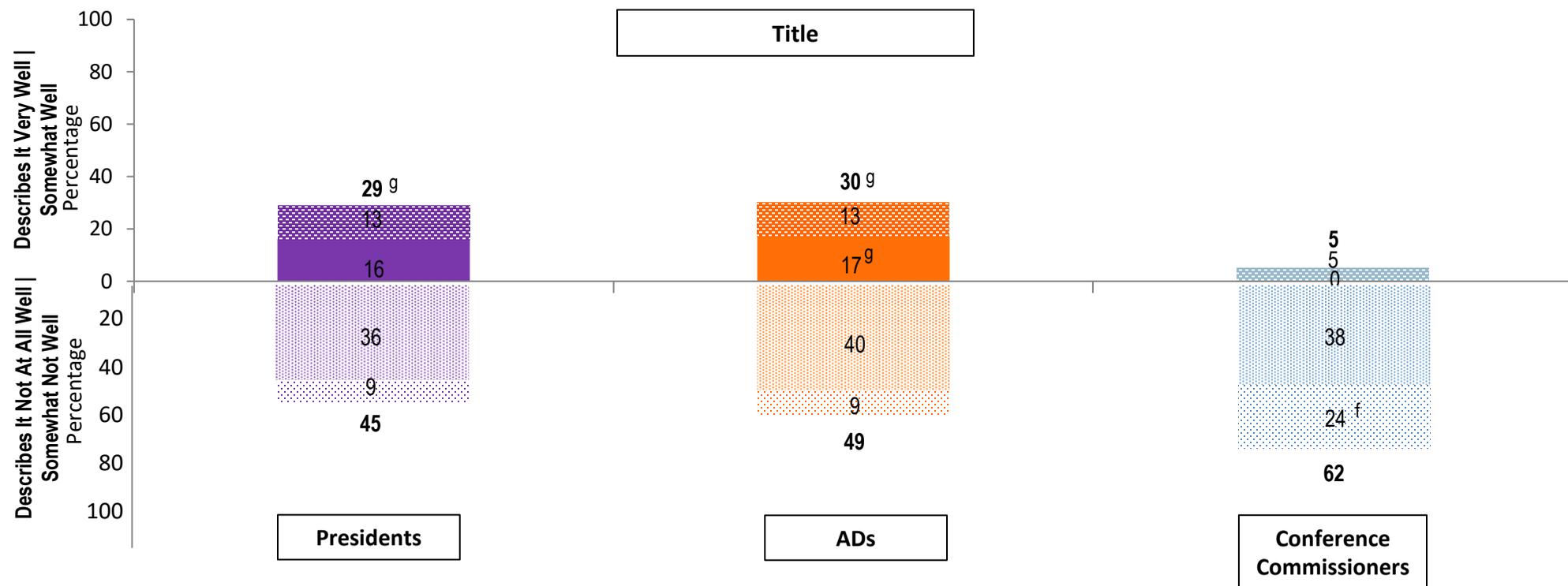


Q.10b: How well do the following statements describe the potential change? Please rate each statement from “extremely well” to “not at all well.” New NCAA Division in All Sports for A5 - Fair and reasonable for my institution
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals “Describes It Extremely Well” and 1 equals “Describes It Not At All Well.”
 ** Caution, small base size.

All decision-maker titles across all classifications believe this change would be more unfair and unreasonable for their schools than fair and reasonable.

Agreement with Descriptions of Proposed Potential Change – New NCAA Division in All Sports for A5 By Segment: Fair and Reasonable for My Institution (Top 3/Bottom 3)

- Presidents (n=67**) (e)
- Athletics Directors (ADs) (n=105) (f)
- Conference Commissioners (n=21**) (g)

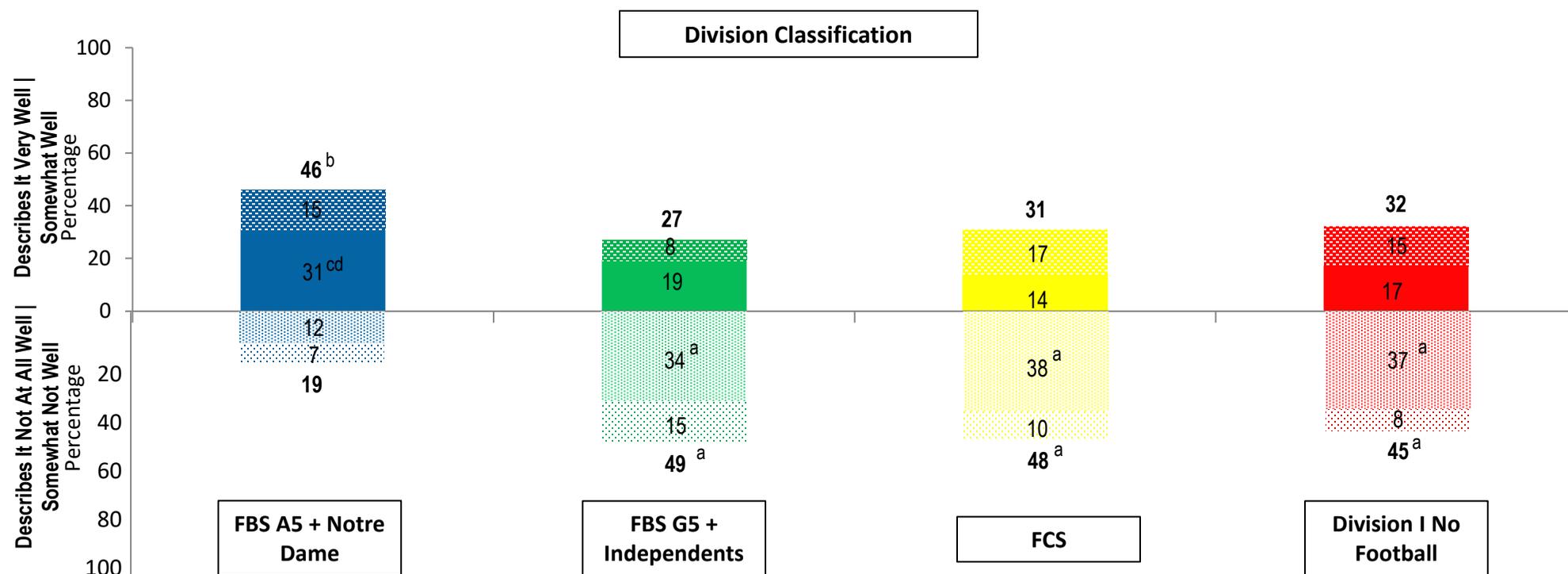


Q.10b: How well do the following statements describe the potential change? Please rate each statement from “extremely well” to “not at all well.” New NCAA Division in All Sports for A5 - Fair and reasonable for my institution
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals “Describes It Extremely Well” and 1 equals “Describes It Not At All Well.”
 ** Caution, small base size.

Schools vary by classification as to whether a new division for the A5 would address some of the significant problems in Division I athletics. A5 schools feel it will (46% say it addresses some significant problems, 19% say it does not). All other classifications say this change would not address significant problems: G5 (27% would address problems, 49% would not), FCS (31% would address problems, 48% would not), DI-No Football (32% would address problems, 45% would not).

Agreement with Descriptions of Proposed Potential Change – New NCAA Division in All Sports for A5 By Segment: Addresses Some of the Significant Problems in Division I Athletics (Top 3/Bottom 3, Cont'd)

- FBS “Autonomous 5” Plus Notre Dame (n=61**) (a)
- FBS “Group of Five” Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=115) (c)
- Division I No Football (n=108) (d)



Q.10b: How well do the following statements describe the potential change? Please rate each statement from “extremely well” to “not at all well.” New NCAA Division in All Sports for A5 - Addresses some of the significant problems in Division I athletics

Base: All respondents answering.

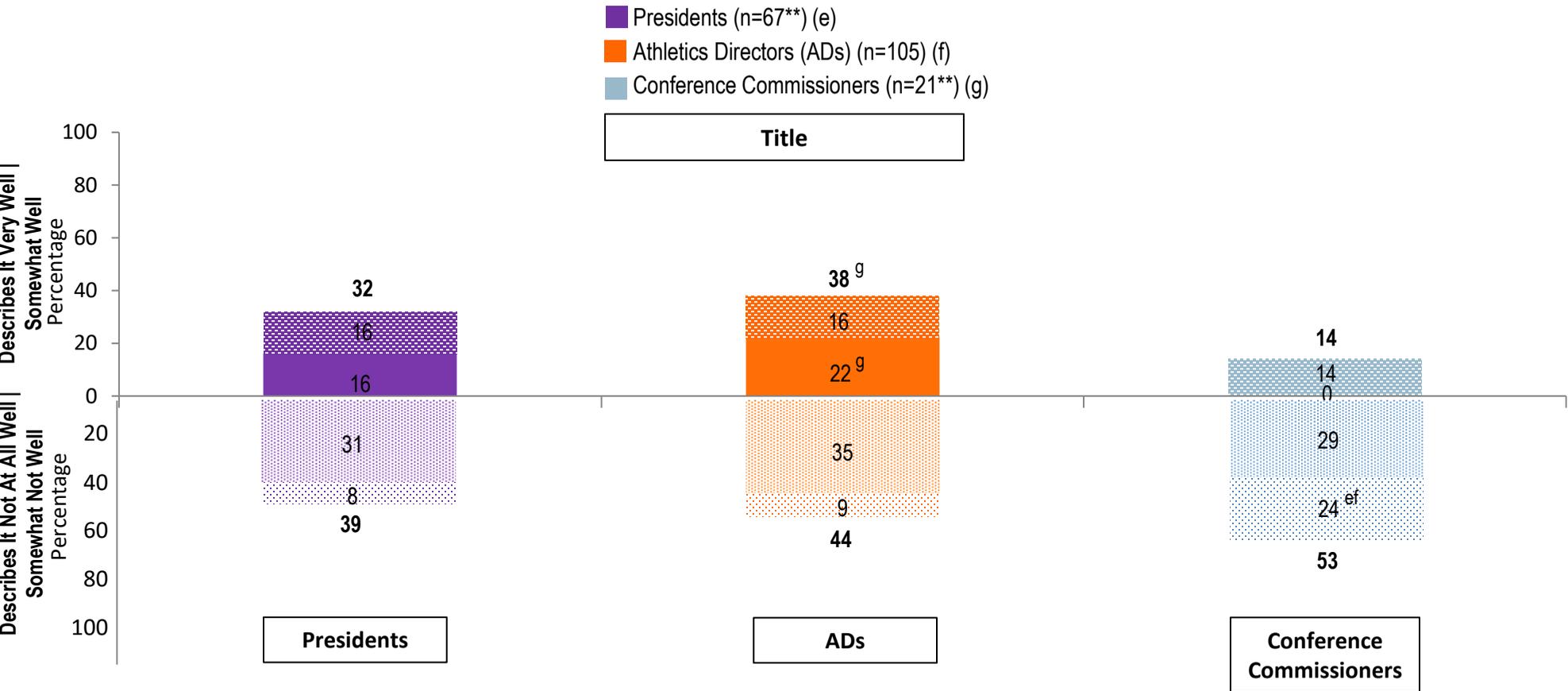
Note: Letters indicate statistically significant differences.

Percentages are on a 7-point scale where 7 equals “Describes It Extremely Well” and 1 equals “Describes It Not At All Well.”

** Caution, small base size.

All decision-maker groups generally contend the new division for the A5 would not address significant problems in DI athletics, especially Commissioners.

Agreement with Descriptions of Proposed Potential Change – New NCAA Division in All Sports for A5 By Segment: Addresses Some of the Significant Problems in Division I Athletics (Top 3/Bottom 3, Cont’d)

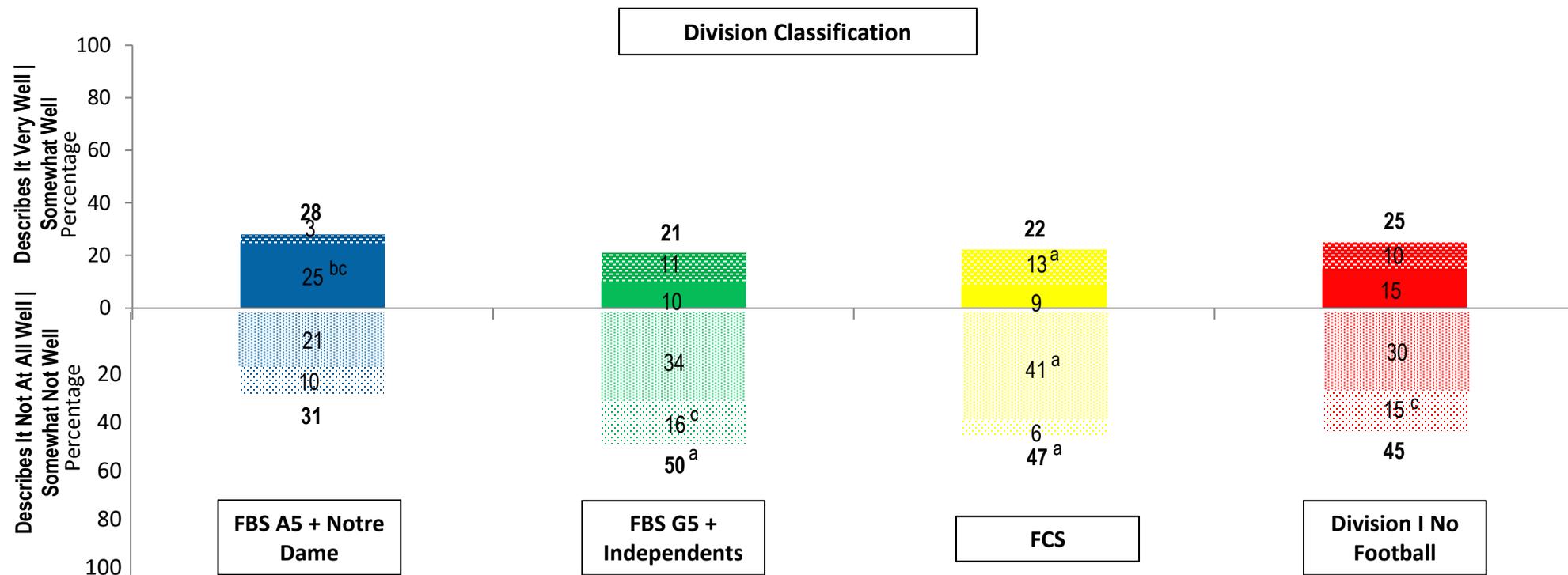


Q.10b: How well do the following statements describe the potential change? Please rate each statement from “extremely well” to “not at all well.” New NCAA Division in All Sports for A5 - Addresses some of the significant problems in Division I athletics
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals “Describes It Extremely Well” and 1 equals “Describes It Not At All Well.”
 ** Caution, small base size.

As to whether the new A5 division would result in cost savings, A5 schools are split with 28% saying yes and 31% no. All other classifications strongly believe it would not result in cost savings.

Agreement with Descriptions of Proposed Potential Change – New NCAA Division in All Sports for A5 By Segment: Achieve Financial Savings (Top 3/Bottom 3, Cont’d)

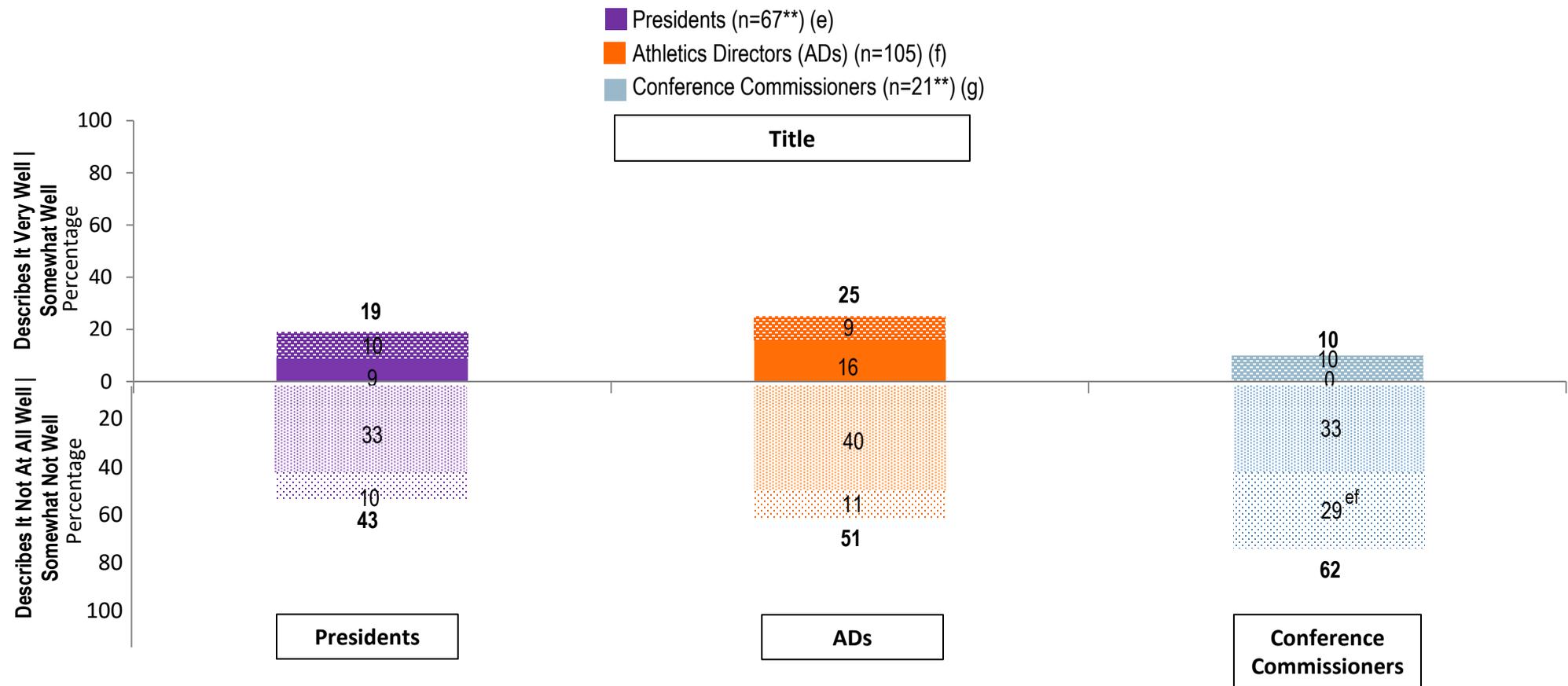
- FBS “Autonomous 5” Plus Notre Dame (n=61**) (a)
- FBS “Group of Five” Plus FBS Independents (n=73**) (b)
- Football Championship Subdivision (FCS) (n=115) (c)
- Division I No Football (n=108) (d)



Q.10b: How well do the following statements describe the potential change? Please rate each statement from “extremely well” to “not at all well.” New NCAA Division in All Sports for A5 - Will achieve financial savings
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals “Describes It Extremely Well” and 1 equals “Describes It Not At All Well.”
 ** Caution, small base size.

All decision-maker groups, especially Commissioners, do not believe there would be significant financial savings in a new FBS division.

Agreement with Descriptions of Proposed Potential Change – New NCAA Division in All Sports for A5 By Segment: Achieve Financial Savings (Top 3/Bottom 3, Cont'd)

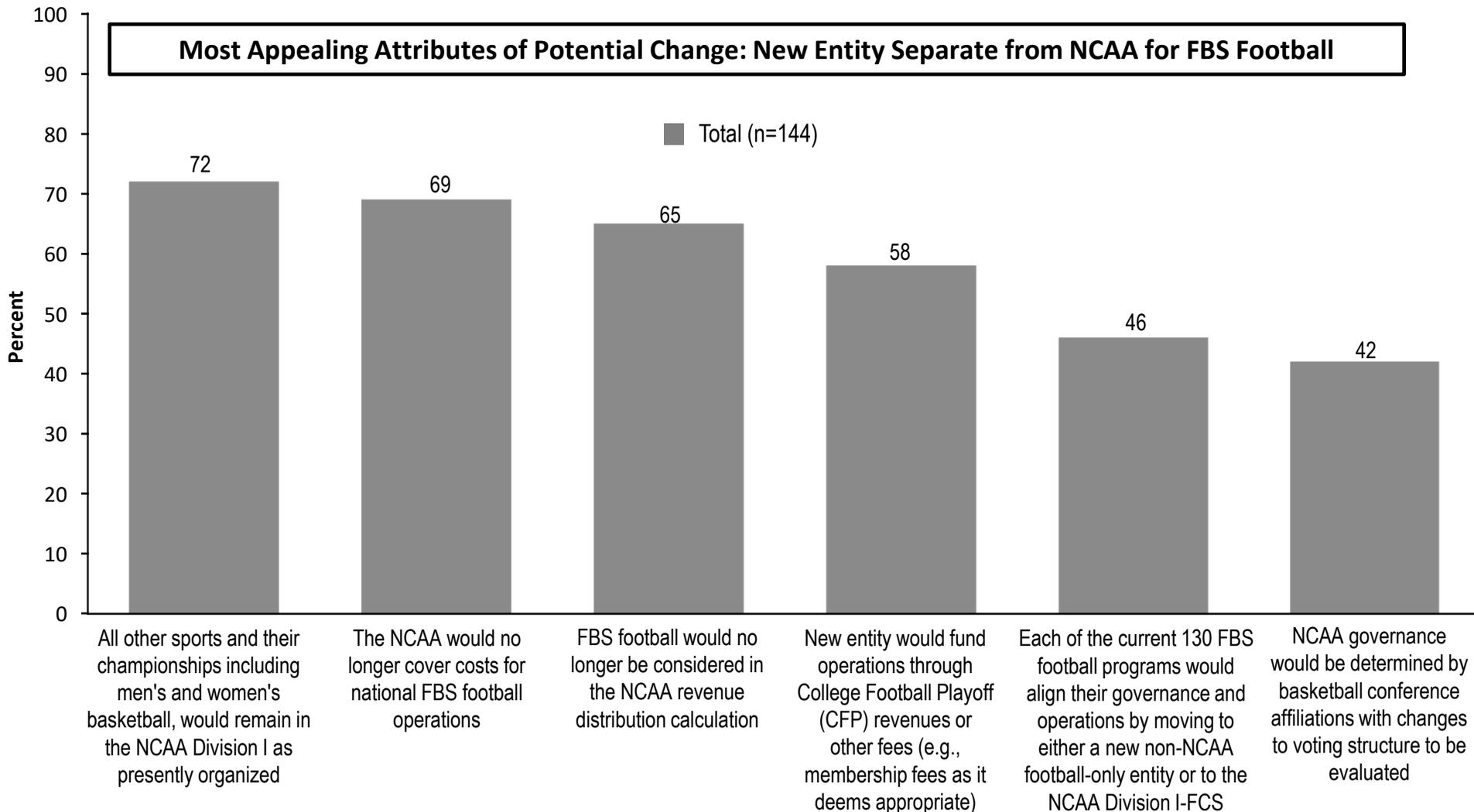


Q.10b: How well do the following statements describe the potential change? Please rate each statement from "extremely well" to "not at all well." New NCAA Division in All Sports for A5 - Will achieve financial savings
 Base: All respondents answering.
 Note: Letters indicate statistically significant differences.
 Percentages are on a 7-point scale where 7 equals "Describes It Extremely Well" and 1 equals "Describes It Not At All Well."
 ** Caution, small base size.

In modifying these reforms to make them more acceptable, it is helpful to know what is most and least appealing. On a separate entity for FBS football, what most schools like about it (mentioned by over half) is all other sports and their championships would remain in Division I as currently organized (72%), the NCAA would no longer cover costs for national FBS football operations (69%), FBS football would no longer be considered in the NCAA revenue distribution calculation (65%) and it would fund operations through CFP revenues or other fees (58%).

- Also appealing to over 4 in 10 are that each FBS football program would align their governance and operations by moving to the new non-NCAA football-only entity or the NCAA FCS (46%) and NCAA governance would be determined by basketball conference with changes to voting structure to be evaluated (42%).
- Note that respondents only answered what was appealing or unappealing for one of the two reforms, the one they liked best.

Most Appealing Attributes of Potential Change: New Entity Separate from NCAA for FBS Football

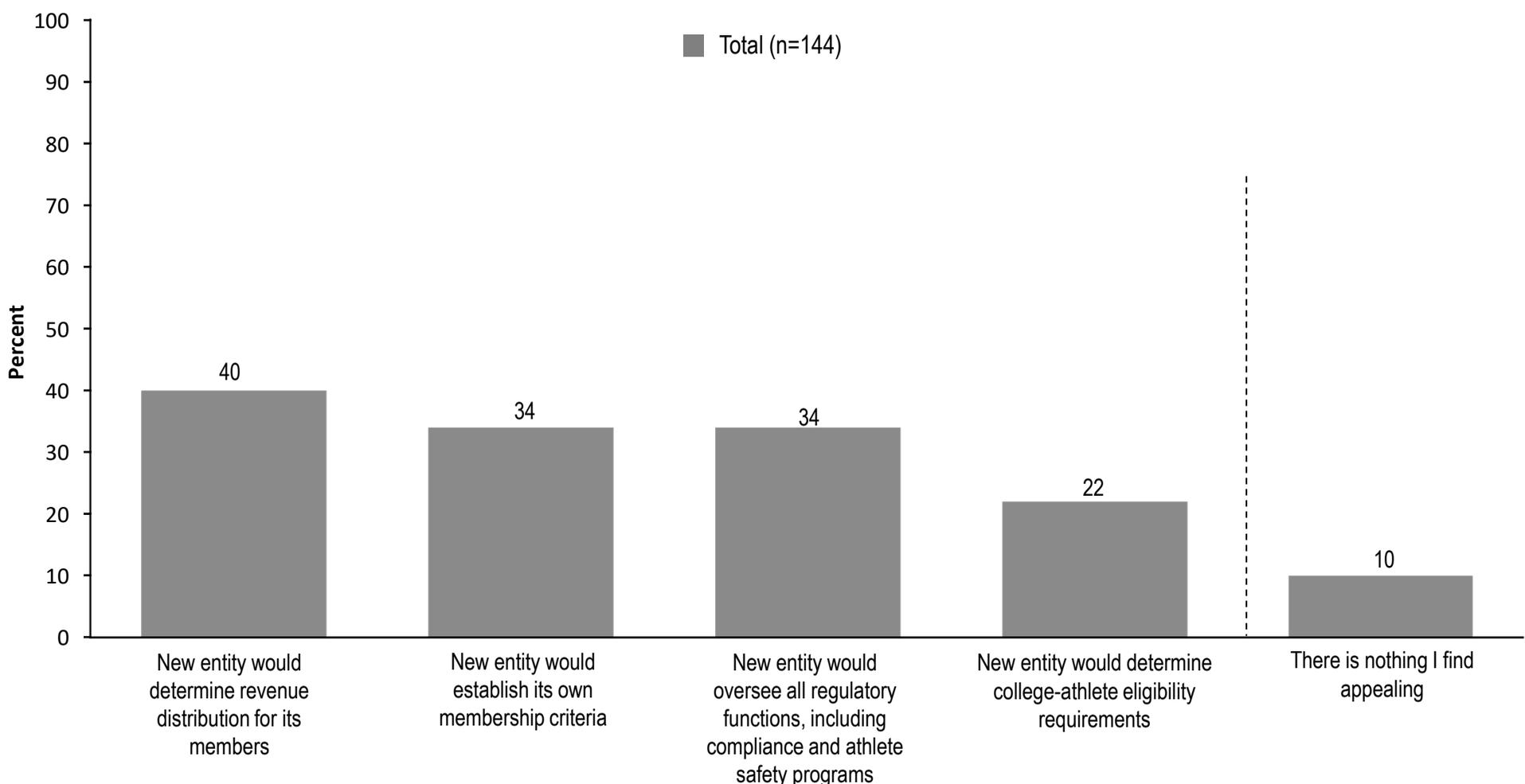


Q.13a1: One of the changes that you previously said best addresses the problems in Division I sports is below. Please select the phrase or phrases that are most appealing about this change, if any. You can select as many phrases as you'd like.

Base: All respondents answering.

Areas of this first reform on a separate entity for FBS football that are appealing to over a third of schools are that the new entity would determine revenue distribution for its members (40%), establish its own membership criteria (34%) and oversee all regulatory functions, including compliance and athlete safety programs (34%). Only 22% find it appealing that the new entity would determine college-athlete eligibility requirements. Almost all can find something they find appealing about this concept (only 10% could not).

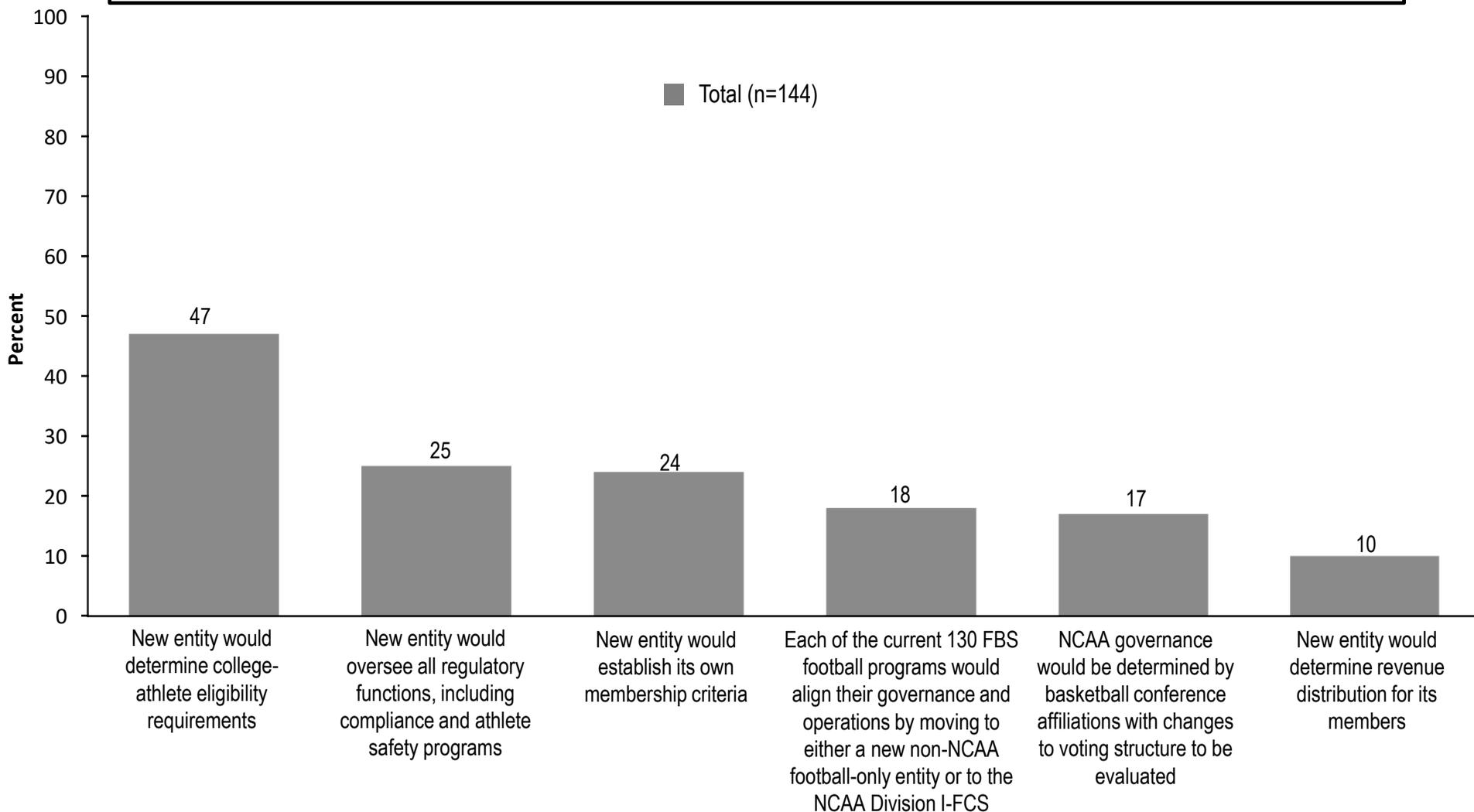
Most Appealing Attributes of Potential Change: New Entity Separate from NCAA for FBS Football (Cont'd)



Q.13a1: One of the changes that you previously said best addresses the problems in Division I sports is below. Please select the phrase or phrases that are most appealing about this change, if any. You can select as many phrases as you'd like.
 Base: All respondents answering.

Areas that are unappealing in a reform could potentially be eliminated to broaden the base supporting it. The one attribute of the new FBS football entity most unappealing is that it would determine its own athlete eligibility requirements (47%). The only other things disliked by almost a quarter of respondents are that it would oversee regulatory functions, including compliance and athlete safety (25%) and would establish its own membership criteria (24%).

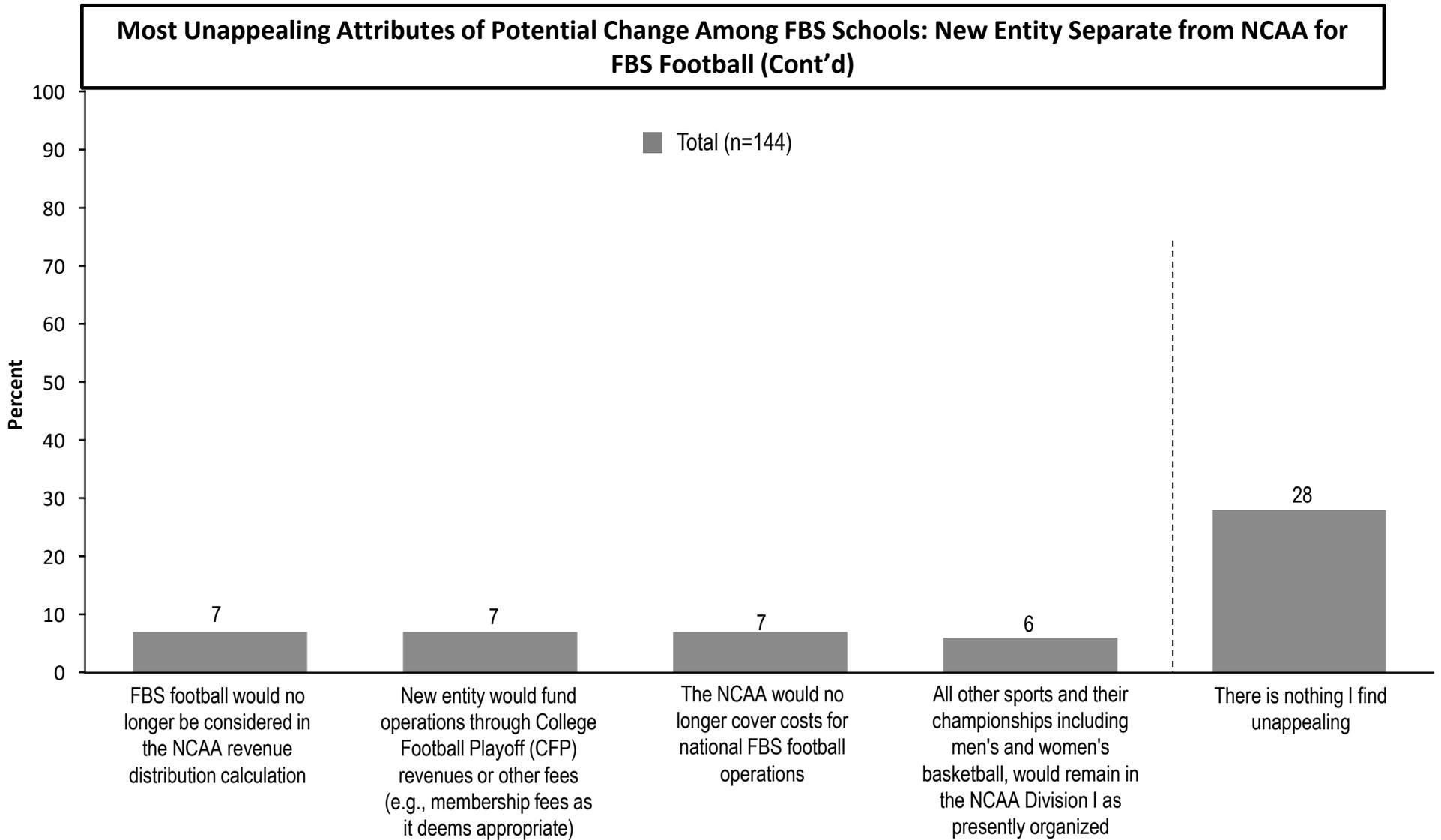
Most Unappealing Attributes of Potential Change: New Entity Separate from NCAA for FBS Football



Q.13b1: Now, please select the phrase or phrases that are most unappealing about this change, if any. You can select as many phrases as you'd like. The phrases that you selected as most appealing have been eliminated from this new list.

Base: All respondents answering.

No other factors of this reform are particularly unappealing. A total of 28% of respondents found nothing unappealing about this concept.

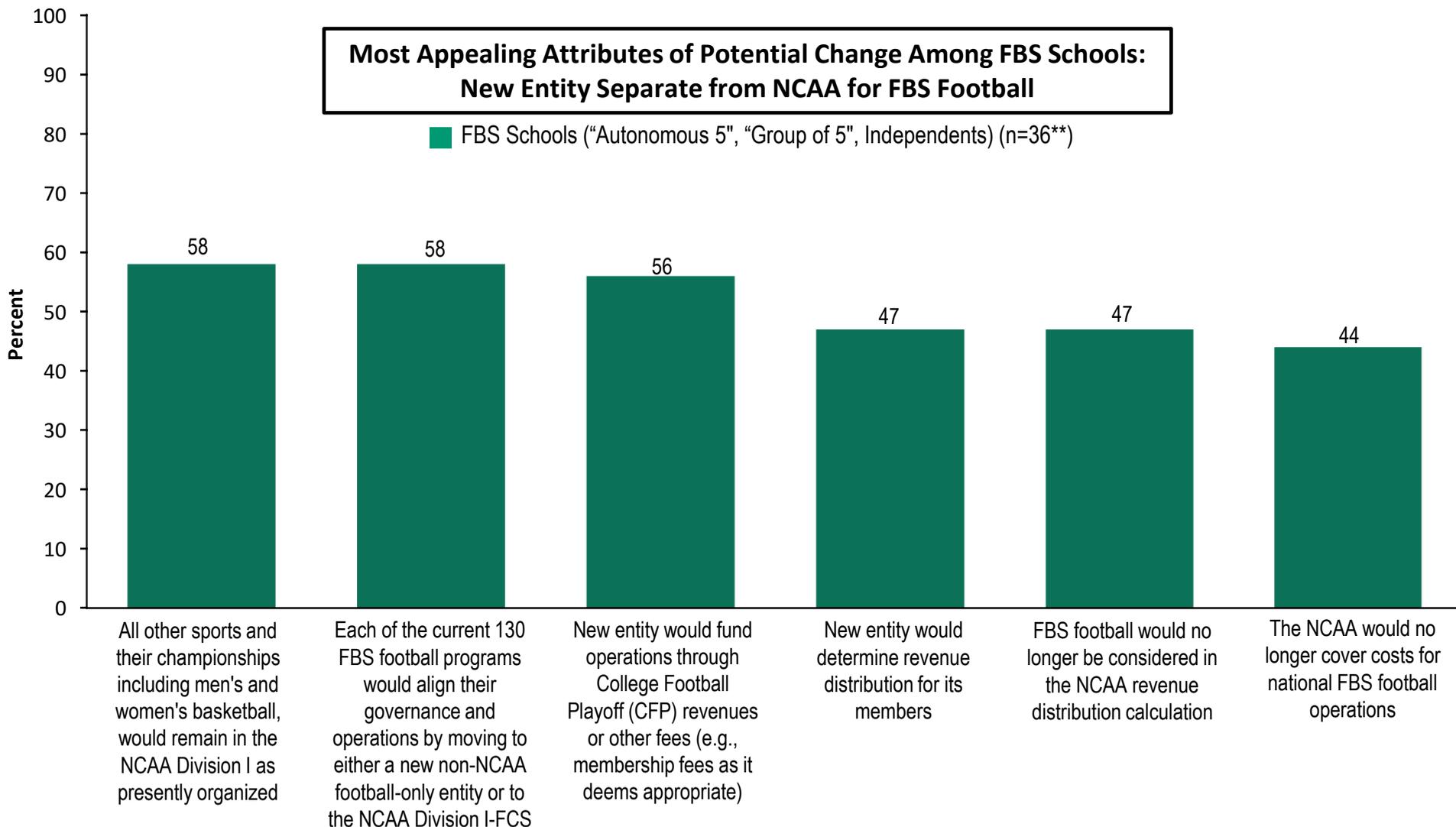


Q.13b1: Now, please select the phrase or phrases that are most unappealing about this change, if any. You can select as many phrases as you'd like. The phrases that you selected as most appealing have been eliminated from this new list.

Base: All respondents answering.

While FBS schools do not favor a new entity separate from the NCAA for FBS football, there are several things they like. Understanding this might help position the change so it is more acceptable to the FBS. Three things they like most, mentioned by 56% to 58%, are that all other championships would remain in NCAA DI as now organized, each of the FBS football programs would align their governance and operations by moving to this new non-NCAA football-only entity or to the FCS and the new entity would fund operations through CFP revenues or fees.

- Nearly half also like the fact that the new entity would determine revenue distribution for its members (47%) and FBS football would no longer be considered in the NCAA revenue distribution formula (47%). Note that these results are based on a small respondent size.

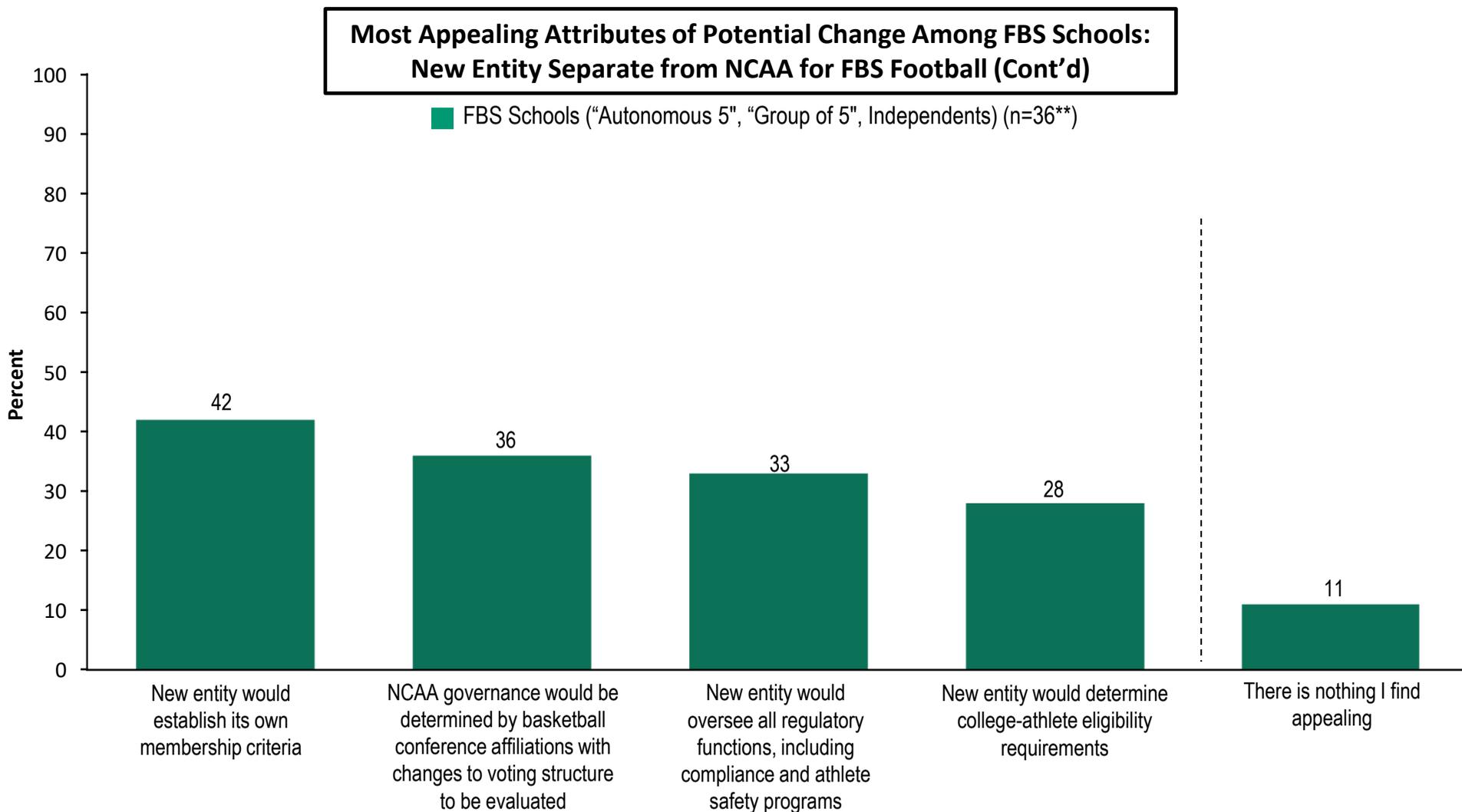


Q.13a1: One of the changes that you previously said best addresses the problems in Division I sports is below. Please select the phrase or phrases that are most appealing about this change, if any. You can select as many phrases as you'd like.

Base: All respondents answering.

** Caution, small base size.

Over 4 in 10 also like the fact that (from previous page) the NCAA would no longer cover costs for national FBS football operations (44%) and the new entity would establish its own membership criteria (42%). Only 11% of FBS schools that answered the question find nothing appealing about the concept (although remember that those answering this question felt this was their preferred concept of the two).

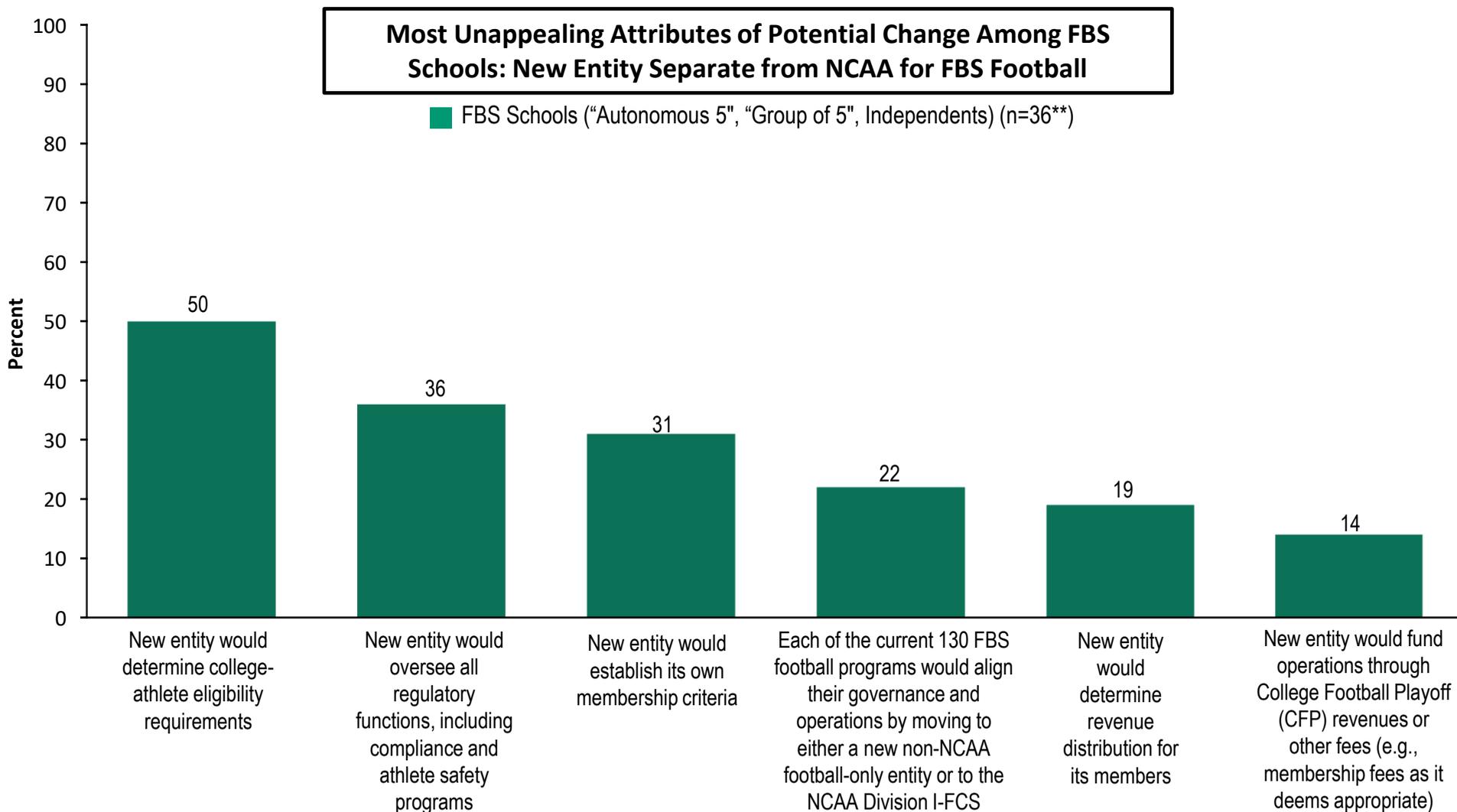


Q.13a1: One of the changes that you previously said best addresses the problems in Division I sports is below. Please select the phrase or phrases that are most appealing about this change, if any. You can select as many phrases as you'd like.

Base: All respondents answering.

** Caution, small base size.

What is most unappealing to FBS members is that the new entity would determine college eligibility requirements (50%). If this was taken out of the concept, and athlete eligibility remained determined by the NCAA, the change might be more acceptable to FBS schools. Also unappealing to around a third of schools are that the new entity would oversee all regulatory functions, including compliance and athlete safety programs (36%) and determine its own membership criteria (31%). Again these results are off of a small base size.

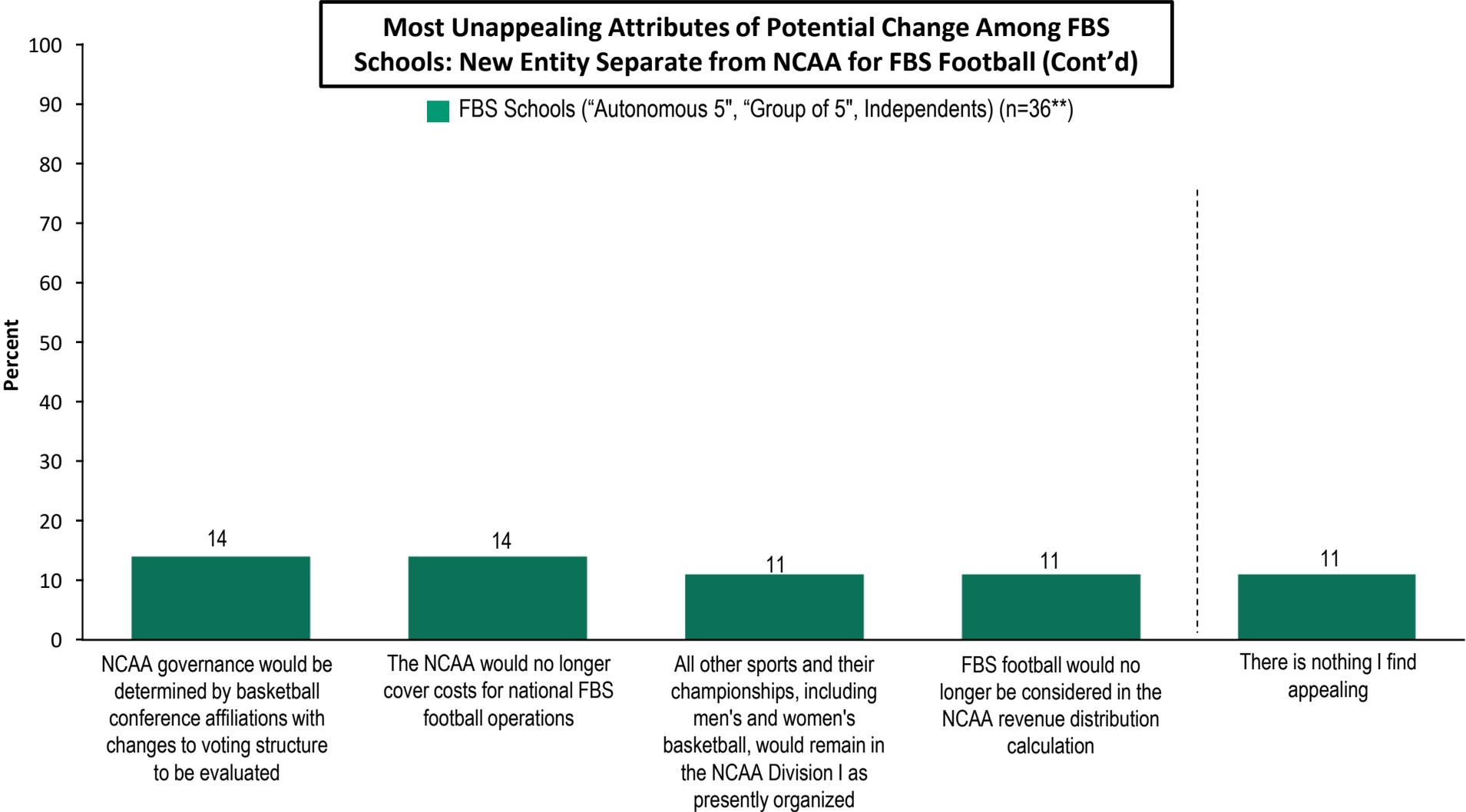


Q.13b1: Now, please select the phrase or phrases that are most unappealing about this change, if any. You can select as many phrases as you'd like. The phrases that you selected as most appealing have been eliminated from this new list.

Base: All respondents answering.

** Caution, small base size.

No other factors are unappealing to a quarter or more of FBS members. A total of 89% found something appealing about this concept (although those answering are respondents who found this the more appealing concept of the two presented).



Q.13b1: Now, please select the phrase or phrases that are most unappealing about this change, if any. You can select as many phrases as you'd like. The phrases that you selected as most appealing have been eliminated from this new list.

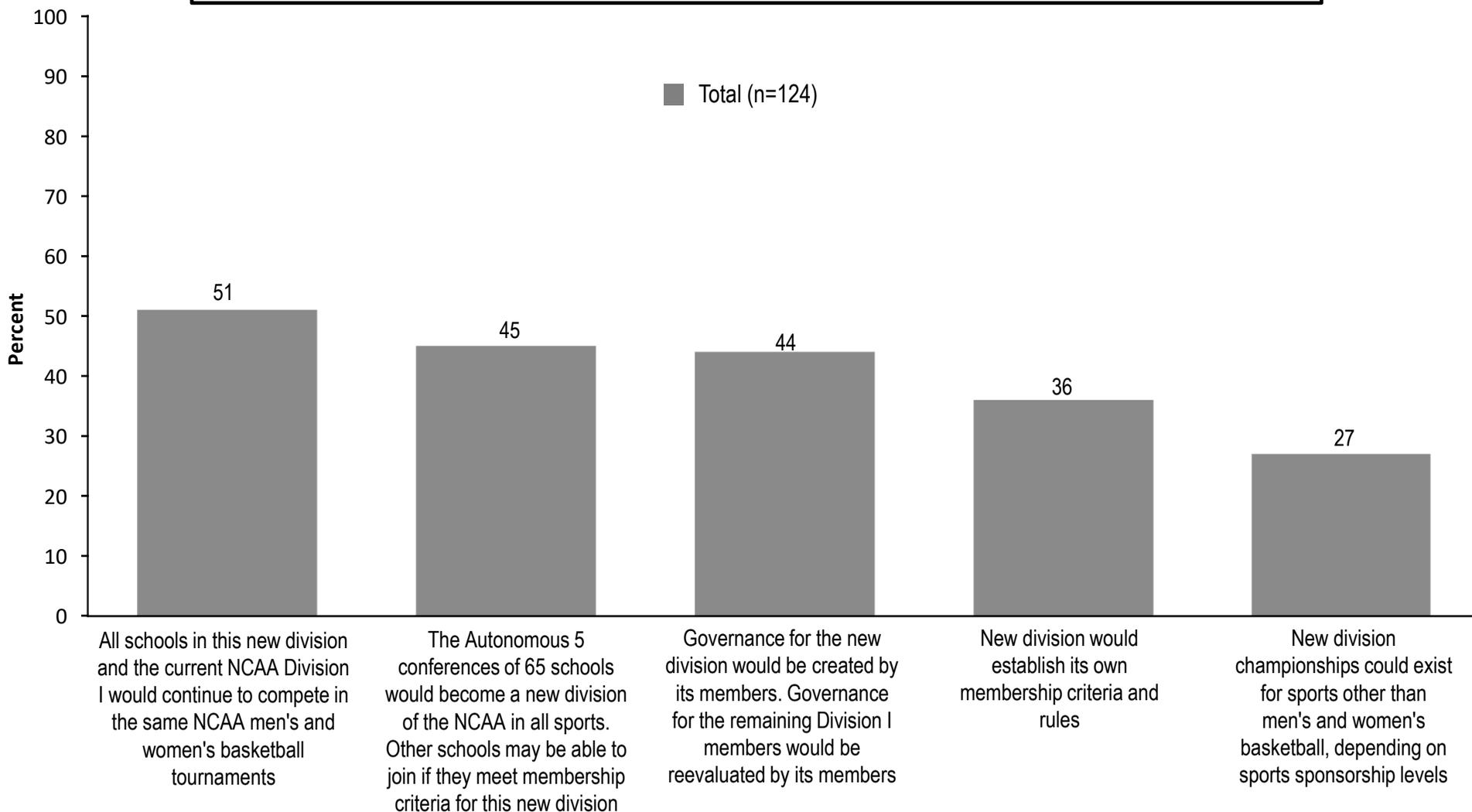
Base: All respondents answering.

** Caution, small base size.

Most appealing about the new all-sports A5 division is that all schools would continue to compete in the same NCAA men's and women's basketball tournaments (51%), the A5 conferences would become a new all sports division that other schools could join if they meet the membership criteria created by the new division (45%), governance of the new division would be created by its members and governance for remaining DI members would be re-evaluated by its members (44%) and the new division would create its own membership criteria (36%).

- Next most mentioned, but by a smaller number of schools, is that new division championships could exist for sports other than men's and women's basketball, depending on sports sponsorship levels (27%).

Most Appealing Attributes of Potential Change: New NCAA Division in All Sports for A5

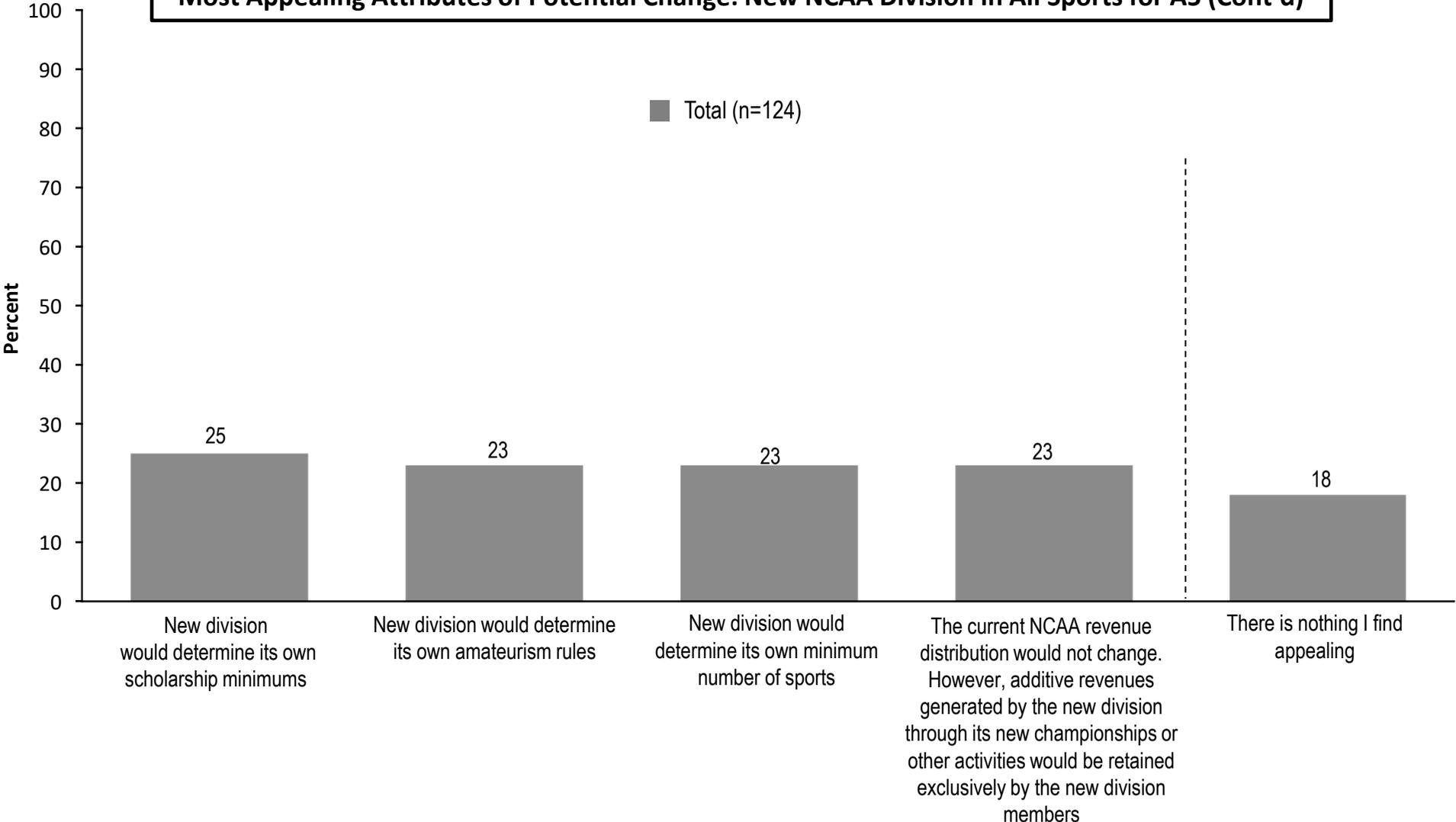


Q.13a2: One of the changes that you previously said best addresses the problems in Division I sports is below. Please select the phrase or phrases that are most appealing about this change, if any. You can select as many phrases as you'd like.

Base: All respondents answering.

No other factor is appealing to over a quarter of schools. A total of 82% found something appealing about this concept (although only those preferring this concept over the other answered this question).

Most Appealing Attributes of Potential Change: New NCAA Division in All Sports for A5 (Cont'd)

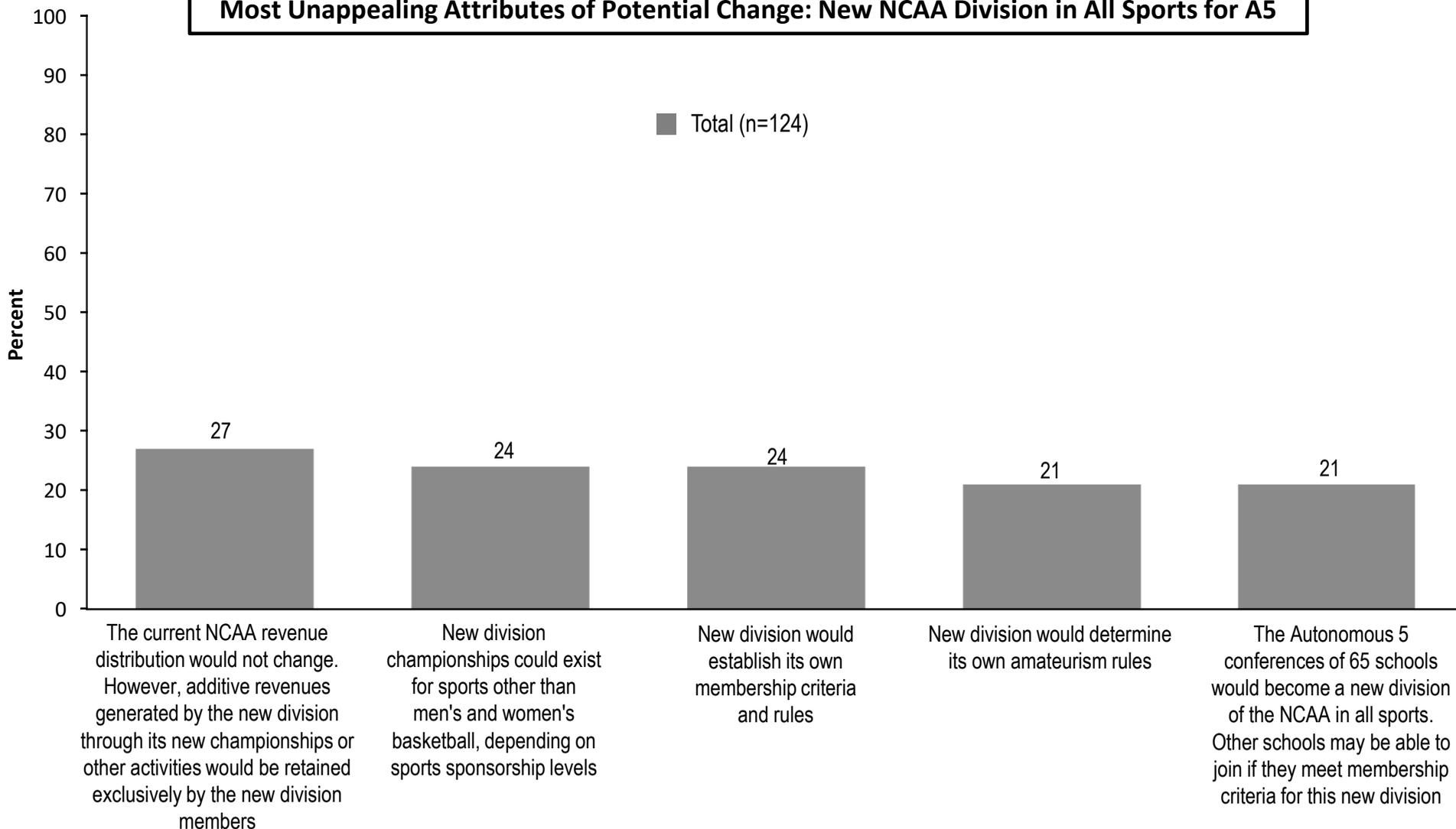


Q.13a2: One of the changes that you previously said best addresses the problems in Division I sports is below. Please select the phrase or phrases that are most appealing about this change, if any. You can select as many phrases as you'd like.
 Base: All respondents answering.

Three factors are unappealing to around a quarter of schools: the current NCAA revenue distribution would not change except that added revenues generated by the new division through its new championships or other activities would be retained by the new division members (27%), new division championships could exist for sports other than men's and women's basketball depending on sponsorship levels (24%), and the new division would determine its own membership criteria and rules (24%).

- Mentioned by over a fifth are that the new division would determine its own amateurism rules (21%) and A5 conferences would become a new division of the NCAA in all sports with other schools able to join if they meet the membership criteria (21%).

Most Unappealing Attributes of Potential Change: New NCAA Division in All Sports for A5

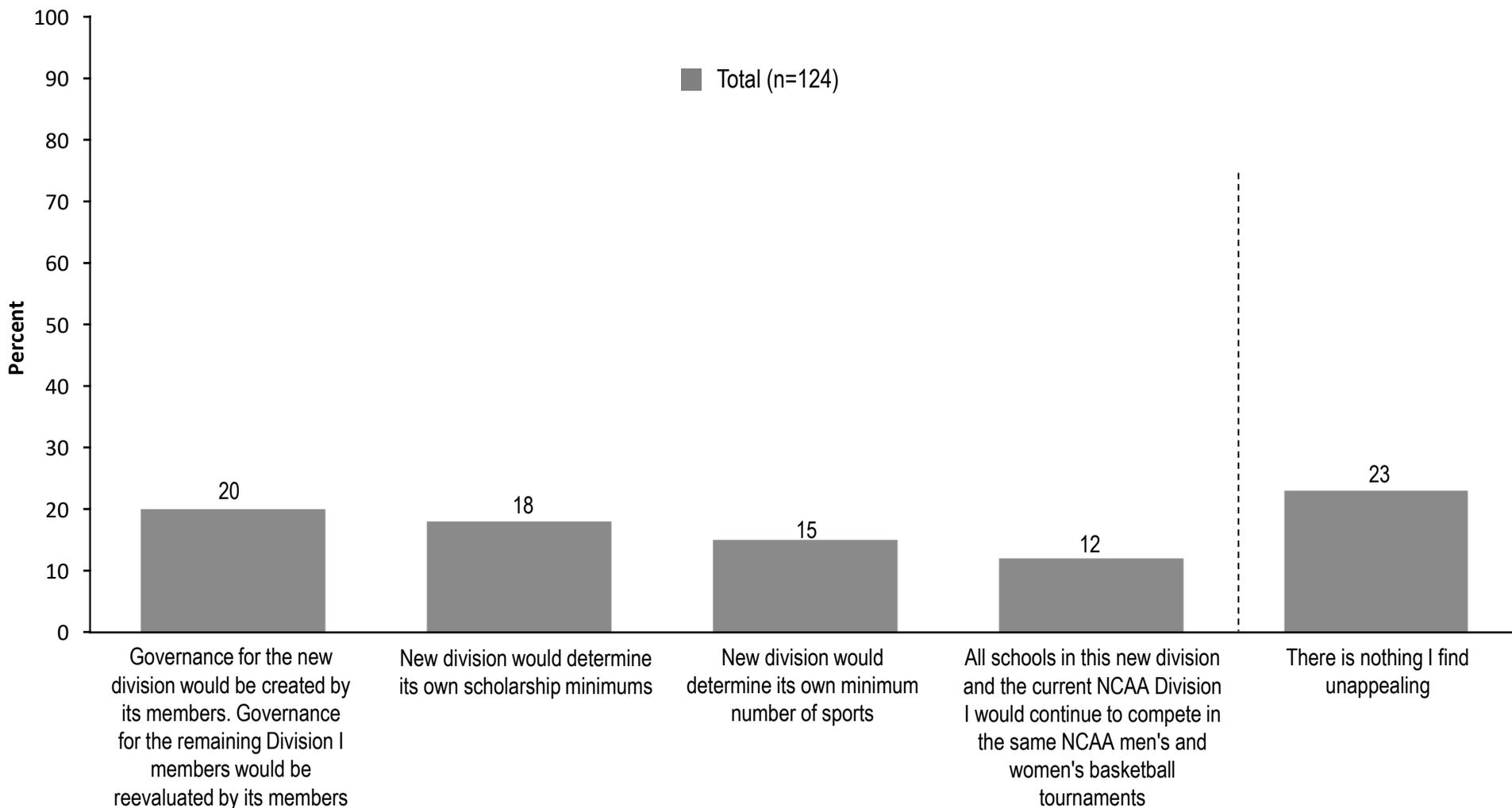


Q.13b2: Now, please select the phrase or phrases that are most unappealing about this change, if any. You can select as many phrases as you'd like. The phrases that you selected as most appealing have been eliminated from this new list.

Base: All respondents answering.

No other factor is unappealing to over a fifth of schools. Only 23% found nothing unappealing about the concept although, again, it was answered only by those saying this was their preferred concept.

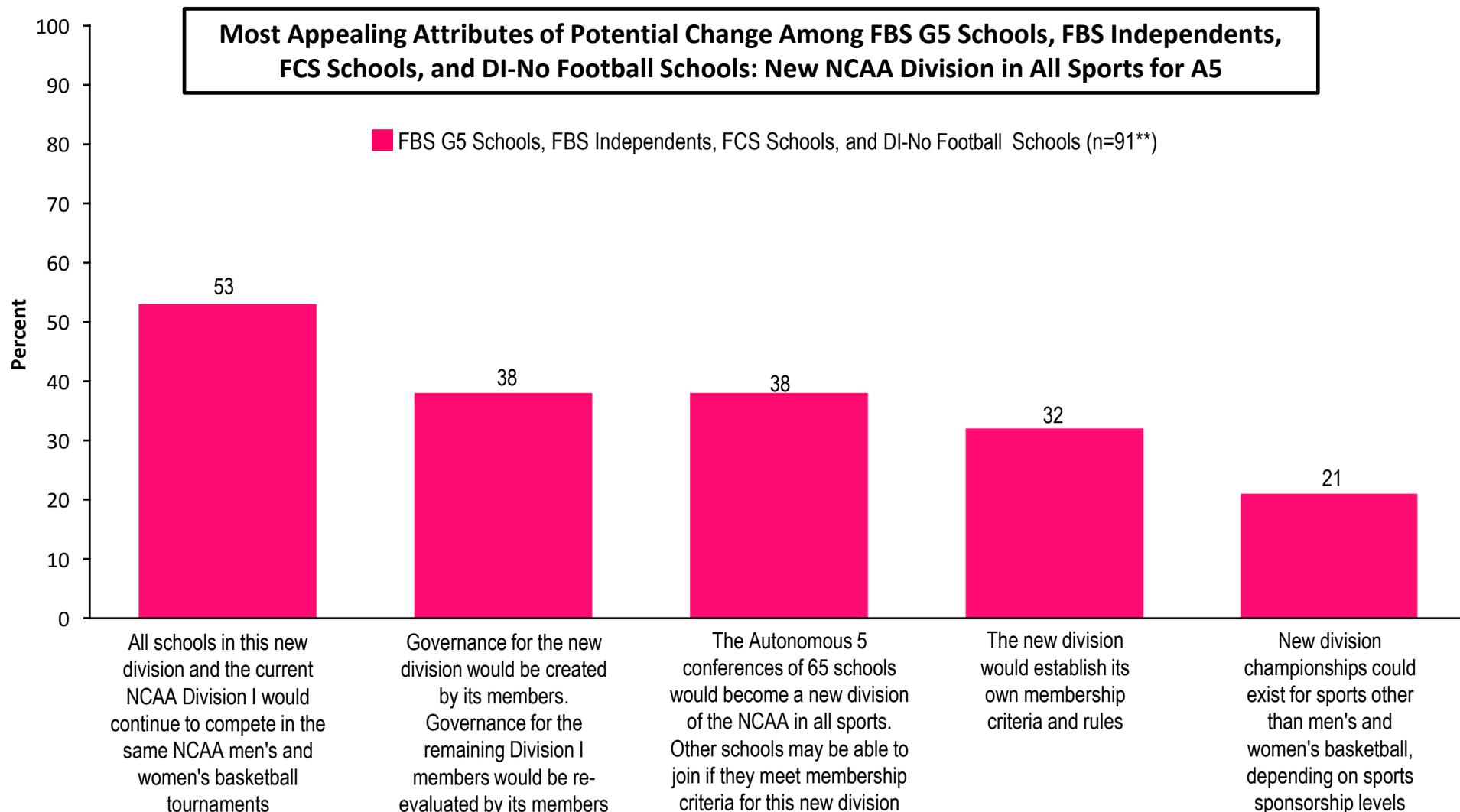
Most Unappealing Attributes of Potential Change: New NCAA Division in All Sports for A5 (Cont'd)



Q.13b2: Now, please select the phrase or phrases that are most unappealing about this change, if any. You can select as many phrases as you'd like. The phrases that you selected as most appealing have been eliminated from this new list.

Base: All respondents answering.

Non-A5 schools are opposed to the concept of a new A5 division, but there are some things they find appealing about it. Most appealing is that all DI schools would continue to compete in the same men's and women's basketball tournaments (53%). Almost 4 in 10 also find appealing that governance for the remaining DI members would be re-evaluated by its members and schools not now in the A5 may be able to join the new division if they meet the membership criteria it sets.



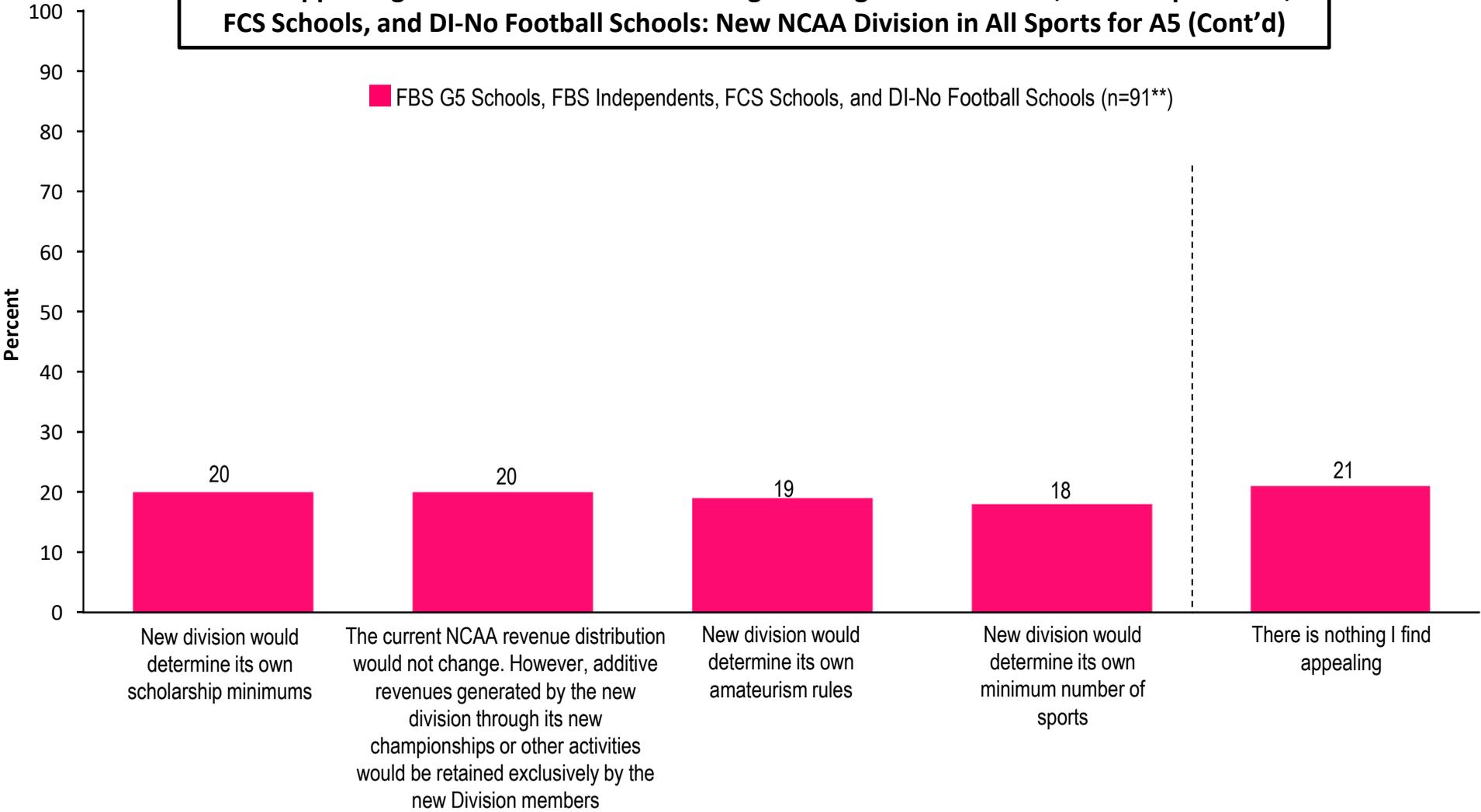
Q.13a2: One of the changes that you previously said best addresses the problems in Division I sports is below. Please select the phrase or phrases that are most appealing about this change, if any. You can select as many phrases as you'd like.

Base: All respondents answering.

** Caution, small base size.

No other factors are particularly appealing to non-A5 members Only 21% found nothing appealing about the concept although those answering said this was their preferred concept.

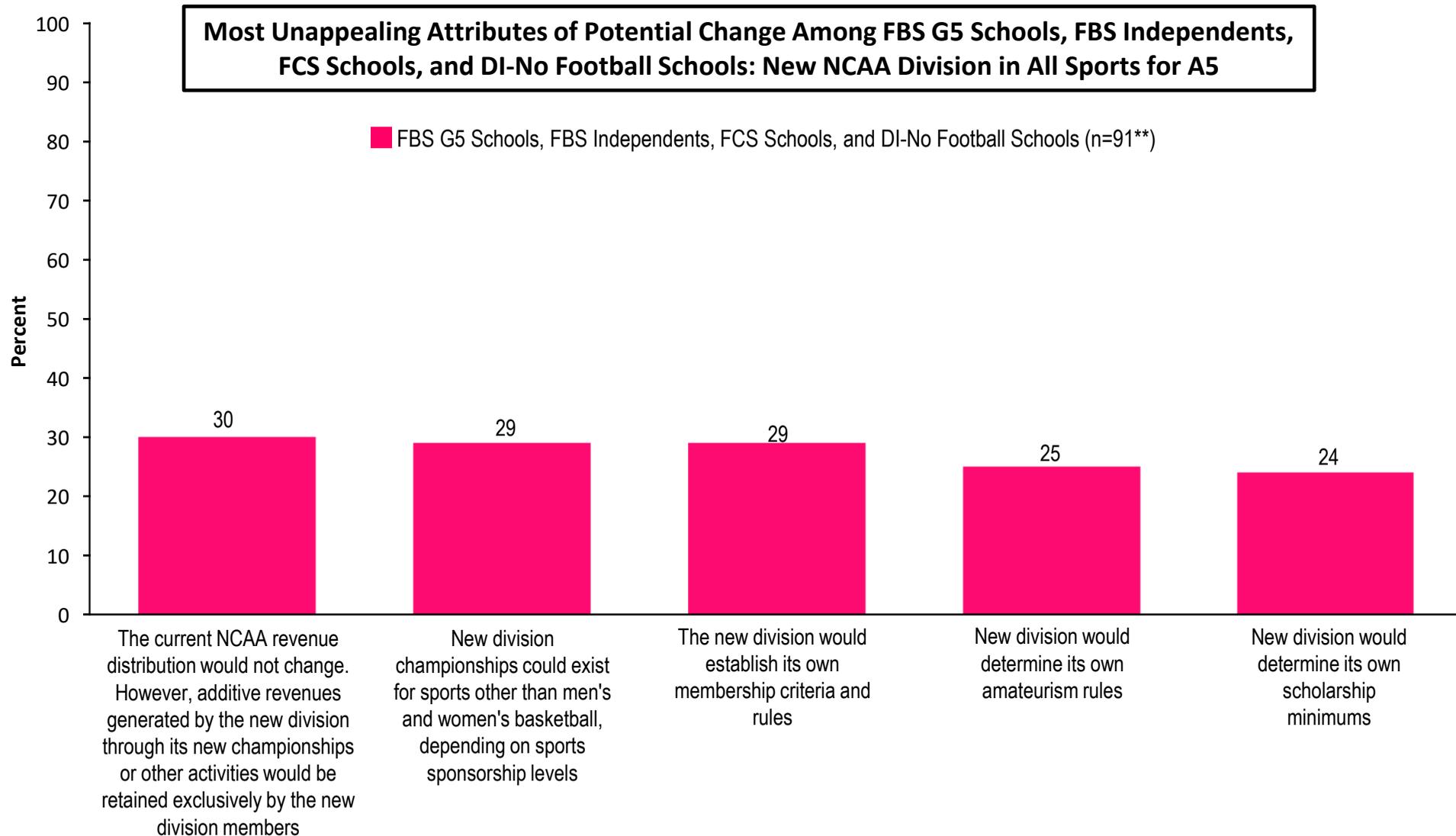
Most Appealing Attributes of Potential Change Among FBS G5 Schools, FBS Independents, FCS Schools, and DI-No Football Schools: New NCAA Division in All Sports for A5 (Cont'd)



Q.13a2: One of the changes that you previously said best addresses the problems in Division I sports is below. Please select the phrase or phrases that are most appealing about this change, if any. You can select as many phrases as you'd like.
 Base: All respondents answering.
 ** Caution, small base size.

Three things are most unappealing about the new A5 division. These may need to be addressed in some way to make the concept more palatable to G5, FCS and DI-No Football schools. The three most unappealing areas are that the current NCAA revenue distributions would not change and additive revenues from the new division would be retained by its members (30%), championships in the new division could be created for sports other than basketball (29%) and the new division would establish its own membership criteria and rules (29%).

- The next most mentioned concerns are that the new division would determine its own amateurism rules (25%) and scholarship minimum (24%).

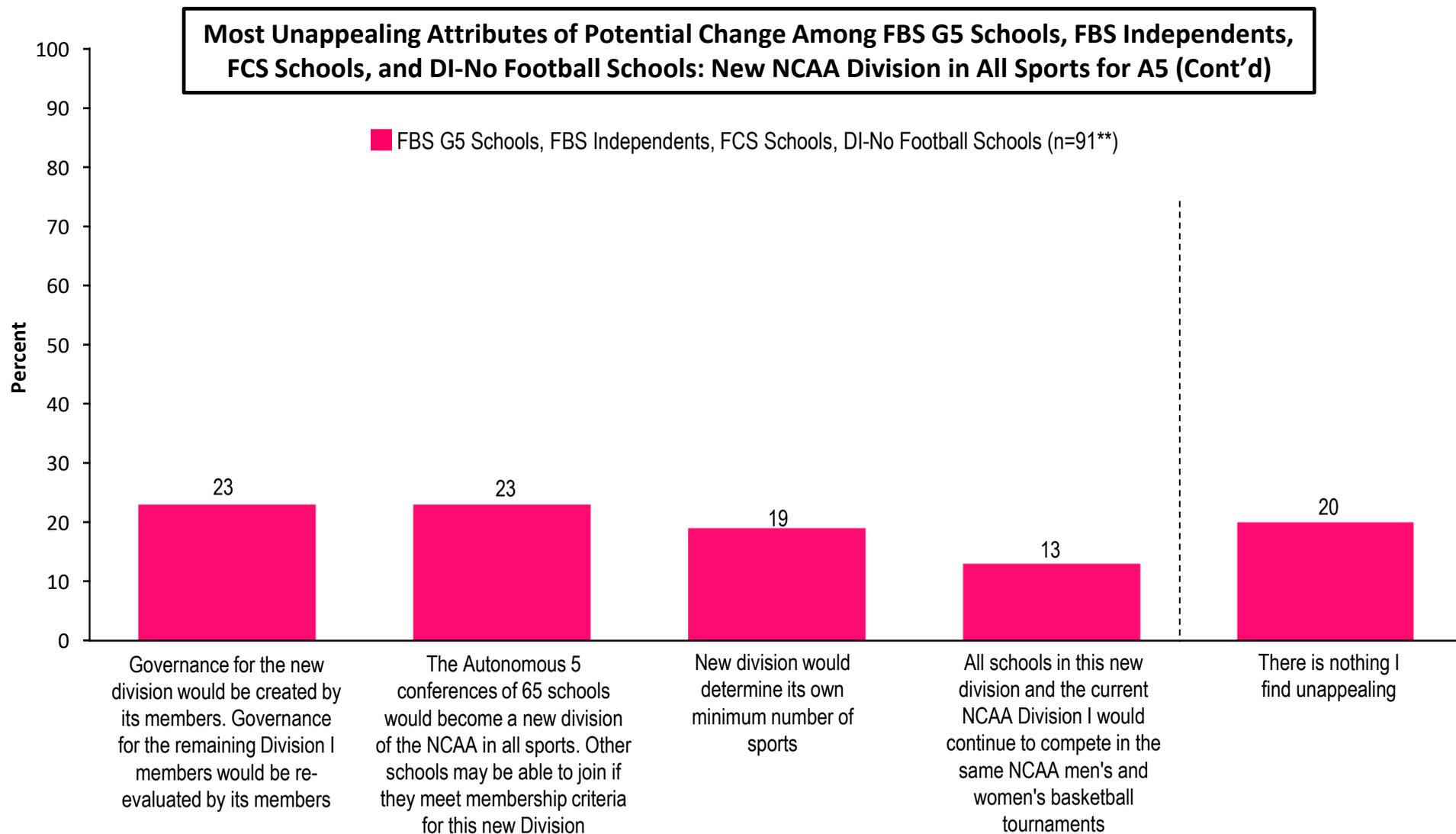


Q.13b2: Now, please select the phrase or phrases that are most unappealing about this change, if any. You can select as many phrases as you'd like. The phrases that you selected as most appealing have been eliminated from this new list.

Base: All respondents answering.

** Caution, small base size.

Also unappealing to just under a quarter of non-A5 schools are that governance for the new division would be created by members while governance for the remaining DI members would be re-evaluated by its members (23%) and the A5 conferences would create this new division although other schools may be able to join if they meet the membership criteria (23%). Only 20% say there is nothing unappealing about this concept, although they rated it their preferred concept of the two.



Q.13b2: Now, please select the phrase or phrases that are most unappealing about this change, if any. You can select as many phrases as you'd like. The phrases that you selected as most appealing have been eliminated from this new list.

Base: All respondents answering.

** Caution, small base size.

Appendix A: Respondent Profile



| Title | Total (n=362) % |
|---|-----------------------|
| Director of Athletics/Interim Director of Athletics | 29 |
| Faculty Athletics Representative | 25 |
| Chancellor/Interim President/President | 19 |
| Senior Woman Administrator | 18 |
| Commissioner | 6 |
| Student Athlete Advisory Committee Member | 3 |
| Institutional Football Classification | (n=362) % |
| Football Bowl Subdivision (FBS) “Autonomous Five” plus Notre Dame (primary conference is the Atlantic Coast Conference, Big Ten Conference, Big 12 Conference, Pac-12 Conference, or Southeastern Conference) | 18 |
| FBS “Group of Five” and FBS Independents (primary conference is American Athletic Conference, Conference USA, Mid-American Conference Mountain West Conference, or Sun Belt Conference) | 20 |
| Football Championship Subdivision (FCS) | 32 |
| Division I No Football | 30 |

| | |
|----------------------------|---------------------|
| | Total |
| Type of Institution | (n=354) % |
| Public | 65 |
| Private | 35 |
| Gender | (n=340) % |
| Male | 65 |
| Female | 35 |
| Age | (n=337) % |
| Mean | 54.6 |
| Under 25 | 2 |
| 25 to 34 | 2 |
| 35 to 44 | 9 |
| 45 to 54 | 35 |
| 55 to 64 | 33 |
| 65 to 74 | 18 |
| 75 or older | 1 |