



# » Changing the game

## Public sentiment on college sports



Knight Commission  
On Intercollegiate Athletics

A PROJECT OF THE JOHN S. AND JAMES L. KNIGHT FOUNDATION



**ELON**  
UNIVERSITY

Elon University  
Poll

August 6, 2025

## » Changing the game

# National public opinion survey



**Survey dates:** July 7-11, 2025

**Survey design:** Knight Commission on Intercollegiate Athletics & Elon University Poll

**Fieldwork:** YouGov

**Target population:** U.S. adults, ages 18+

**Sample size:** 1,500

**Margin of error:** +/- 2.87%

**Survey mode:** Online, web-based survey, self-administered with online panels

**Survey topline**, including full data, available on the survey website: [bit.ly/collegesportspoll](https://bit.ly/collegesportspoll)

\* Charts in this report illustrate survey highlights. Some charts do not include "unsure" responses or non-responses, and may not total to 100% due to rounding. For full survey data, see the topline at [bit.ly/collegesportspoll](https://bit.ly/collegesportspoll)





## Key findings



### Who should regulate the business of college sports?

35% NCAA  
25% Sport governing bodies  
10% Athletics conferences  
9% State governments  
6% Federal government  
15% None of these



### Impact of name, image, likeness (NIL) payments for athletes

47% Unsure or neutral  
31% Positive  
21% Negative



### Classifying athletes as university employees

| <u>Revenue sports</u> | <u>All sports</u> |
|-----------------------|-------------------|
| 36% No                | 43% No            |
| 30% Yes               | 21% Yes           |



### Negotiating with athletes on pay, rights and responsibilities

42% Support  
30% Oppose



### Athletes' ability to transfer between schools without penalty

38% Oppose  
36% Support



## Importance of academics

81% Very or extremely important for athletes to be enrolled full-time and taking classes

81% Very or extremely important for athletes to graduate

74% Very or extremely important for teams to graduate at least half of athletes to be eligible for postseason competition



## Preferred funding sources for university payments to athletes for NIL & revenue sharing

71% Fundraising/private support

56% Media/branding rights

35% Ticket price increases

30% Reducing coach/staff salaries

20% Dropping some sports

10% Higher student tuition/fees



## Collegiate Olympic sports

68% It is important for universities to offer sports other than those tied to generating revenues

74% Collegiate Olympic sports are important to the success of Team USA

77% Favor federal funds to support collegiate Olympic sports programs

81% Erroneously think U.S. government funds Team USA (it does not)



## Providing equitable opportunities for female athletes

39% Colleges and universities have not gone far enough

27% Efforts have been about right

7% Efforts have gone too far

27% Unsure

## Executive Summary

### Americans split on pivotal issues reshaping college sports

*Public opinion divided on governance, athlete compensation and employment but unified on academic standards and the importance of opportunities*

As NCAA Division I college athletics undergoes a historic transformation, a new national survey of 1,500 U.S. adults reveals a divided and often uncertain public about the path forward, with significant splits on issues like compensation for college athletes, athletes' potential status as employees, and who should govern the multi-billion-dollar enterprise. Yet despite these differences, Americans overwhelmingly support maintaining academic standards for college athletes, and they agree that colleges should provide equitable opportunities to female athletes and opportunities for athletes in sports other than those tied to generating revenue (like football and basketball).

These survey results suggest that, in a number of core areas, the American public continues to support a model of college athletics strongly linked to the education and development missions of colleges and universities. In other areas, there were a high number of "unsure" responses, unsurprising in a time of great change and uncertainty in college sports.

The survey by Elon University Poll and the Knight Commission on Intercollegiate Athletics was conducted July 7-11, 2025, a month after a landmark legal settlement that permits Division I athletics programs, for the first time, to share revenue with athletes and compensate them for the value of their names, images and likenesses (NIL). The \$2.8 billion antitrust settlement, approved June 6 by U.S. District Court Judge Claudia Wilken, ended several class action lawsuits filed against the NCAA and the five prominent athletic conferences that generate the most revenues.

### Background on shifting landscape

This new, post-settlement environment for Division I athletics programs raises legal and operational issues, including whether college athletes should be classified as employees and

whether Division I athletics should be regulated by uniform, national standards or by the current patchwork of often conflicting state laws.

At the federal level, Division I athletics is drawing unprecedented attention in Congress and in the Trump administration. The proposed SCORE Act, which aims to codify that college athletes are not employees and to create federal standards on college athletes' NIL deals, recently passed in two committees of the U.S. House of Representatives before its 2025 summer recess. Then on July 24, a day after the House recessed, President Donald Trump issued the "Saving College Sports" executive order, directing the development of new federal policies related to college sports. This survey was conducted prior to the issuance of that executive order and to the committee votes on the SCORE Act.

### No public consensus on college sports governance and the role of federal and state governments

The Elon/Knight Commission survey found no public consensus on the organization or entity that should be primarily responsible for regulating the business of college sports. The NCAA remains the top choice, but with only 35% support. The next most popular option was "governing bodies that regulate specific sports" (25%), followed by athletics conferences (10%), state governments (9%) and the federal government (6%). Fifteen percent (15%) chose none of these.

Similarly, most Americans are either skeptical or unsure that Congress should enact legislation to regulate college sports. Only 36% supported the creation of federal legislation to supersede state laws and to allow the NCAA to enact uniform, nationwide rules, while 26% were opposed and 39% were unsure. However, support for new federal legislation was much higher among those respondents who identified as being interested in college sports, with 54% favoring national laws compared with 24% who opposed such legislation

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## Executive Summary (continued)

### Overwhelming support for maintaining academic emphasis

Despite divisions over many issues in college sports, Americans showed overwhelming consensus on maintaining academic standards for college athletes. This educational emphasis crossed all demographic and interest groups:

- 81% said it was extremely or very important for college athletes to be enrolled as full-time students taking classes at their institution.
  - At least 85% of college sports fans and “former college athletes and their families” agreed
- 81% viewed athlete graduation as extremely or very important.
- 74% strongly supported the existing rule requiring teams to be on track to graduate at least half their athletes to remain eligible for postseason competition.

### Mixed views on athletes’ employment status and compensation

Most Americans do not support classifying Division I athletes as employees of their schools, although support is higher among respondents who identified as “former college athletes and their families.” Even for revenue-producing sports (like football and basketball), 36% of Americans opposed classifying athletes as employees compared with 30% who supported employee classification. Public opposition to classifying all college athletes as employees, regardless of revenue generation, was higher (43%), with only a fifth of the public (21%) saying that athletes in all sports should be classified as employees.

Respondents with more personal experience with college athletics were more likely to support employee status for Division I athletes in revenue sports. Those who identified as “former college athletes and their families” supported the employment arrangement for revenue sports by a 7% margin, with 41% in support and 34% opposed.

The American public is much more receptive to universities negotiating with athletes on pay, rights and responsibilities, much in the way that professional sports leagues do with players’ unions. Overall, 41% of Americans supported athlete negotiations with their schools, compared with 30% who opposed that idea. Among those interested in college sports, 52% favored player negotiations. Support for player negotiations was similar for former college athletes and their

families and college football fans, with 50% holding that view, and higher among college basketball fans, with 57% expressing support.

With universities now allowed to provide direct NIL compensation and other financial payments to individual athletes, in addition to athletics scholarships, Americans were asked about their views on the appropriate compensation limits, if any, for these direct university payments. Responses varied widely. While 24% believed an athlete should receive nothing beyond an athletics scholarship, a plurality of Americans (45%) supported the idea of athletes receiving at least some compensation beyond their athletics scholarships:

- 15% supported athlete compensation limit up to \$100,000
- 13% supported athlete compensation limit up to \$25,000
- 11% supported no limits on athlete compensation
- 4% supported athlete compensation limit up to \$500,000
- 2% supported athlete compensation limit up to \$1 million

[Note: Current rules under the new settlement terms do not have team or individual limits, only an institutional cap for such athlete compensation that includes athletes in all sports.]

Americans had definite opinions about the funding sources for this new athlete compensation from universities. They favored raising money from private and corporate support and media contracts and they opposed raising money from increasing student tuition and fees and dropping non-revenue sports. More specifically:

- 71% favored greater fundraising and private and corporate support
- 56% favored expanded sports media and branding rights
- 35% favored increased ticket prices
- 30% favored reductions in coach and athletics staff salaries
- 29% favored more government funding
- 26% favored reallocating funds from a university’s general operating budget
- 20% favored dropping some sports
- 10% favored increased student tuition and fees

*Continued on next page*



## Executive Summary (continued)

### **Americans show strong support for collegiate Olympic sports**

With Division I college athletics funding stretched by pressure to compete and fund new athlete compensation in revenue-producing sports, schools are reconsidering the extent of their support for sports that do not generate significant revenue – generally referred to as collegiate Olympic sports. Over the past 10 months, some Division I schools have announced dropping teams or reducing funding in these sports as adjustments are made in the new financial environment.

Nearly 7 in 10 Americans (68%) said it is important for universities to offer opportunities for students to participate in varsity sports other than those that are tied to generating revenues, like football and basketball. Among those interested in college sports, the support for these opportunities was even higher, with more than 9 in 10 respondents (93%) saying these varsity sports opportunities beyond football and basketball are important.

The survey also found wide support for Team USA, with 76% of Americans saying it is moderately to extremely important that Team USA is successful in the Olympics. Among those interested in college sports, 92% said that college programs such as gymnastics, track & field, swimming, and hockey are important to the success of Team USA in the Summer and Winter Olympic Games.

### **Openness to federal funding for collegiate Olympic sports**

While Americans strongly support the importance of Team USA's success in the Olympics, there is a lack of knowledge about the funding that fuels the development of U.S. Olympians. More than 8 in 10 Americans (81%) erroneously thought that the U.S. government provides funding for Team USA development programs (it does not).

Overall, nearly half (46%) of American adults favored using federal funds to help finance college sports programs to develop USA Olympic national team members and two-thirds (65%) of those interested in college sports supported that idea. A majority of Americans also supported enacting a fee or federal tax on sports gambling operators to create a national fund to support collegiate Olympic sports, with 53% of Americans supporting that idea, compared with 22% who opposed such a fee.

### **Providing equitable opportunities for female athletes needs more work**

Title IX is a relevant law for schools to consider when providing additional financial assistance to athletes through NIL payments and permissible revenue-sharing.

Title IX requires schools to provide female and male athletes with equitable opportunities to participate and equitable financial assistance and treatment. Thirty-nine percent (39%) of Americans believe that schools have “not gone far enough” in providing female athletes with equitable opportunities compared with 27% who said the schools have “been about right” in providing equitable opportunities. More than a quarter (27%) of respondents were “unsure” but only 7% said schools have “gone too far” in providing equitable opportunities to females. Women (45%) were more likely than men (33%) to say that schools have “not gone far enough” in providing equitable opportunities to female athletes.

### **Mixed reactions to seismic shifts taking place**

When asked about the collective impact of recent changes in Division I, including the transfer portal, name, image and likeness (NIL) compensation, and conference realignments, Americans were divided and uncertain in their assessments. Overall, 28% viewed these changes positively, while 22% saw them as negative. But the predominant response from the public was that half of Americans (50%) considered the impact neither positive nor negative or were unsure about the impact.

Those who said they are interested in college sports had more decisive opinions about the major changes taking place, with 41% saying the impacts are positive and 35% saying the impacts are negative.

Americans were equally divided about the new transfer rules that allow Division I college athletes to move between schools as often as they choose, without penalty. Overall, 38% of Americans opposed the new transfer policy, compared with 36% who supported it. Among those interested in college sports, 49% supported the transfer rules and 43% opposed them.

*Continued on next page*

# » National public opinion survey

## Executive Summary (continued)

### **Majority support for college coach credentialing**

Another area of broad support was requiring college sport coaches to have a “coach credential” that certifies their knowledge and training in athlete development, mental and physical health and safety, with more than 7 in 10 (74%) Americans supporting such a credential with only 6% opposed. Support for a “coach credential” was even stronger (80%) among former college athletes and their families. College coaches are currently not required to earn such a credential.

### **Confusion about College Football Playoff and football governance**

Survey findings revealed that the public lacks a fundamental understanding about the independent business structure of the College Football Playoff (CFP), which operates the FBS football national championship independent of the NCAA. When asked how much money the NCAA receives annually from the CFP, only 3% of the respondents selected the correct answer of \$0. More than half (54%) selected options from \$20 million to \$1 billion, and 43% of the public said they were unsure.

A majority of Americans (52%) were unsure about creating a new FBS football governing body that would operate separately from the NCAA, while the other views were nearly split with 26% supporting the idea and 22% opposing it. College football fans were much more favorable to a new football governing body with 39% supporting, while 36% were unsure and 25% opposed the idea.

### **Level of interest in college sports**

The survey documents the level of interest in the sports landscape in the United States. Among all respondents, 68% expressed at least some interest in professional sports, compared with 67% who said they had some interest in the Summer and Winter Olympics, 54% who had some interest in other competitive sports, and 52% who said they had at least some interest in college sports. Among those who said they were very or moderately interested in college sports, 92% said they were football fans, 74% said they were basketball fans, and 47% said they were women’s basketball fans. Other college sports mentioned in order of frequency were: baseball, soccer, track & field, gymnastics, softball, hockey, tennis, volleyball, swimming, lacrosse, wrestling, and golf.

Other topics covered in the survey included the benefits of college sports, athlete health and safety, and sports gambling. All findings and breakdown of differences among demographic and select interest groups can be found in the full report.

### **Survey Methodology**

Access the survey topline and methodology at: [bit.ly/collegesportspoll](https://bit.ly/collegesportspoll). The survey was developed by the Knight Commission on Intercollegiate Athletics and the Elon University Poll. It was fielded by the international marketing and polling firm YouGov, an online, web-based survey, self-administered with online panels. Between July 7 and July 11, YouGov interviewed 1,671 U.S. adults aged 18 and older. These respondents were then matched down to a sample of 1,500 to produce the final dataset. The margin of error for this poll (adjusted for weights) is +/-2.87%.

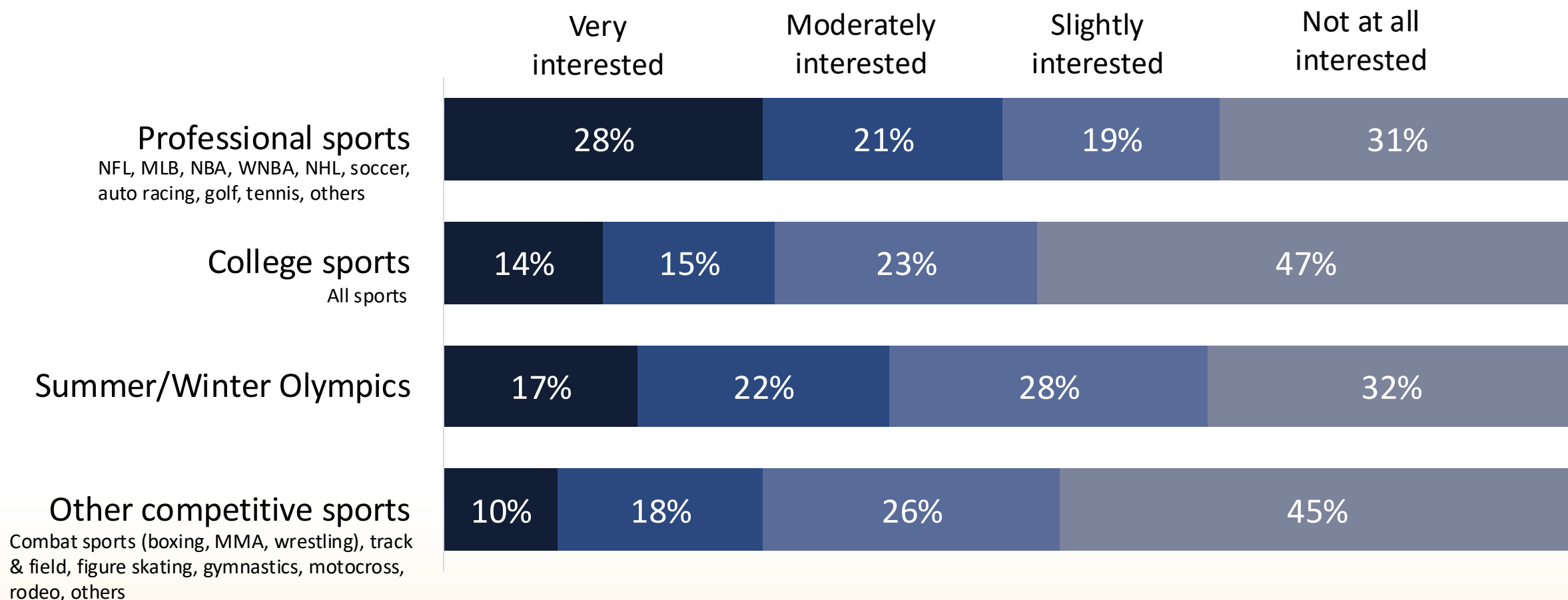


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## How would you rate your level of interest in the following?

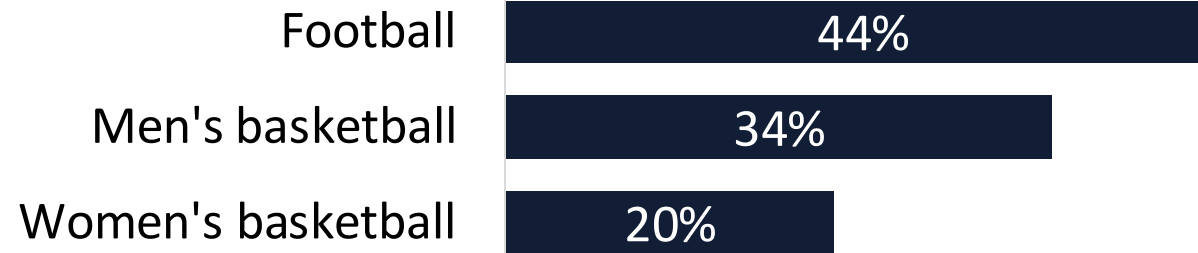


# » Interest in sports

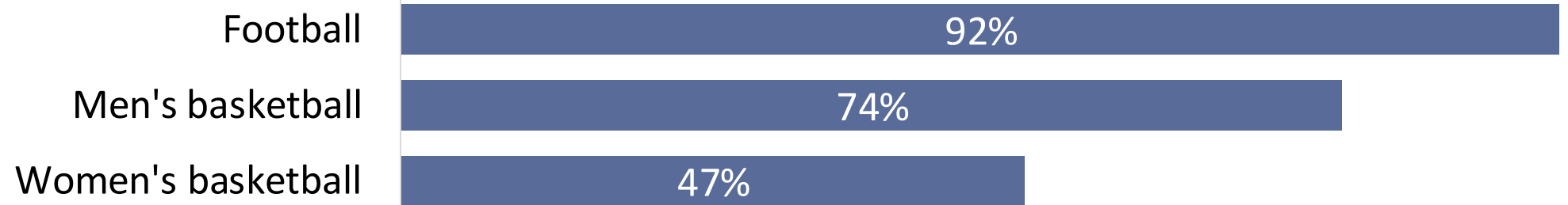
PUBLIC OPINION SURVEY

## Do you consider yourself a fan of these college sports?

### All respondents



### Those very/moderately interested in college sports



Other sports mentioned, in order of frequency: baseball, soccer, track & field, gymnastics, softball, hockey, tennis, volleyball, swimming, lacrosse, wrestling, golf.

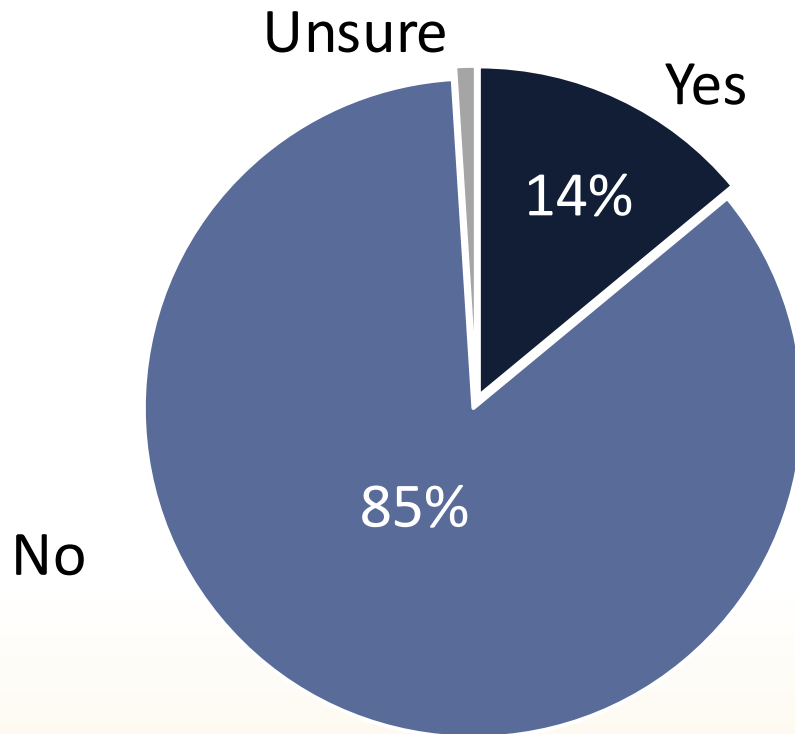


# » Interest in sports

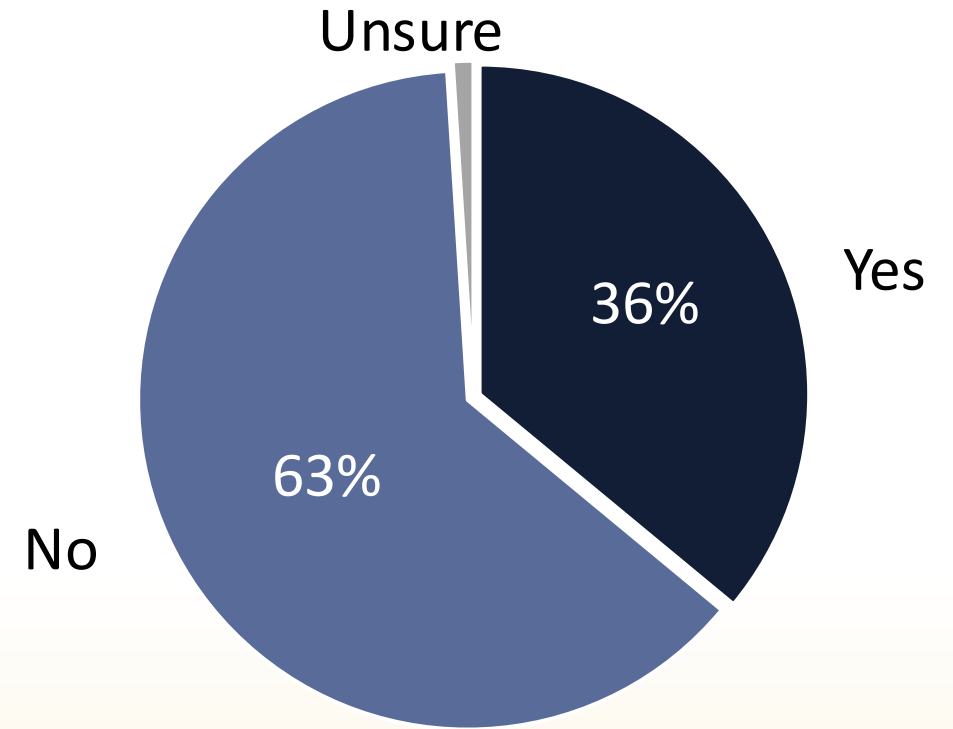
PUBLIC OPINION SURVEY

## Sports participation

Did you or a family member compete in college athletics?

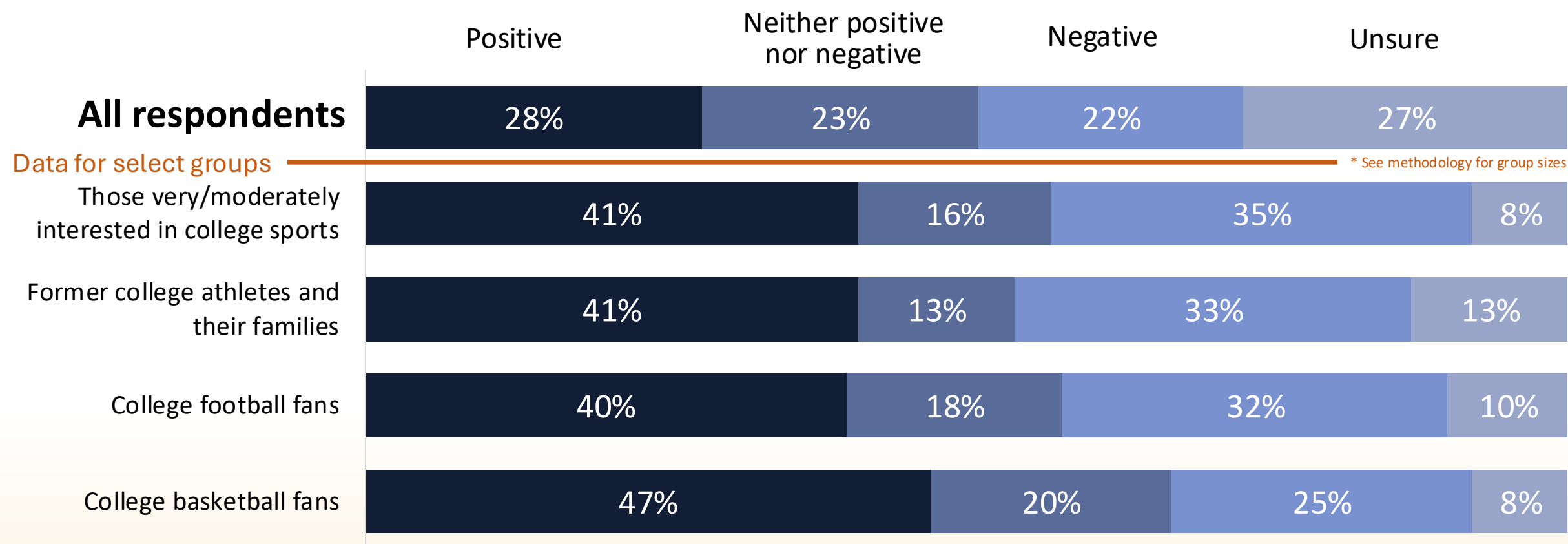


Did you compete in high school athletics?



## PUBLIC OPINION SURVEY

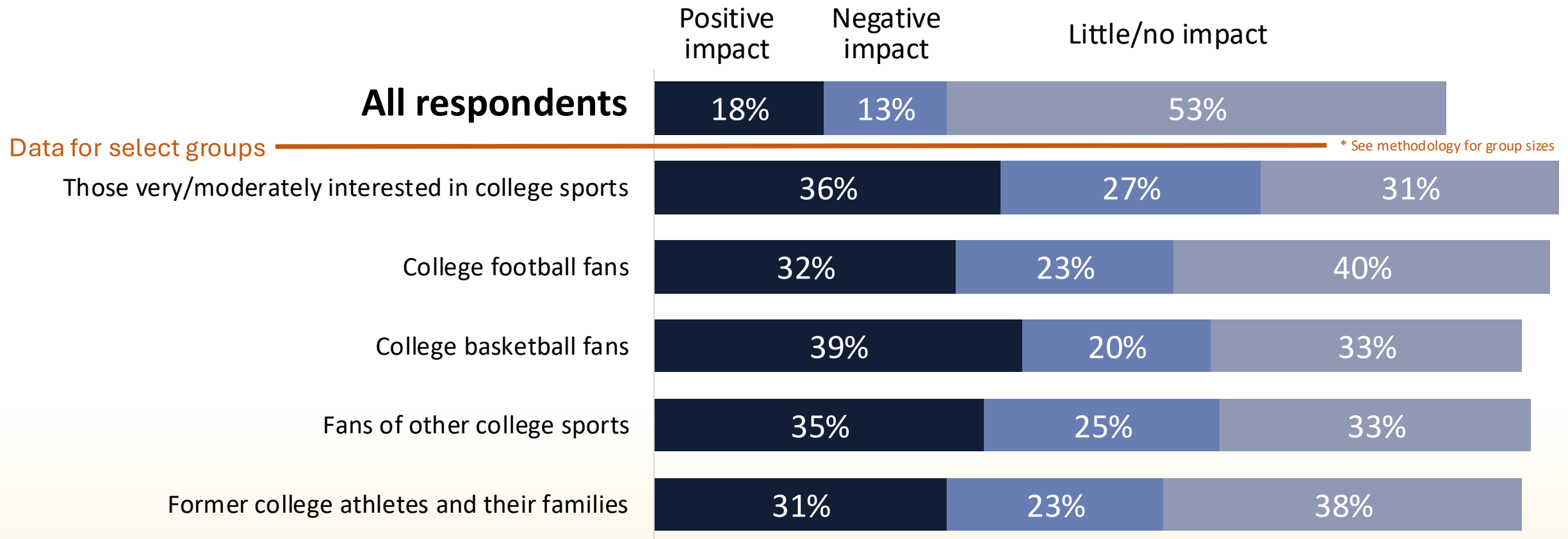
Overall, how would you describe the impact of the many changes (transfer portal; athlete name, image and likeness (NIL) compensation; conference realignments) taking place in Division I college athletics?



# » Interest in sports

PUBLIC OPINION SURVEY

How has the increase in college **athlete transfers** between Division I schools impacted your interest in college **football, men's basketball** and **women's basketball**?

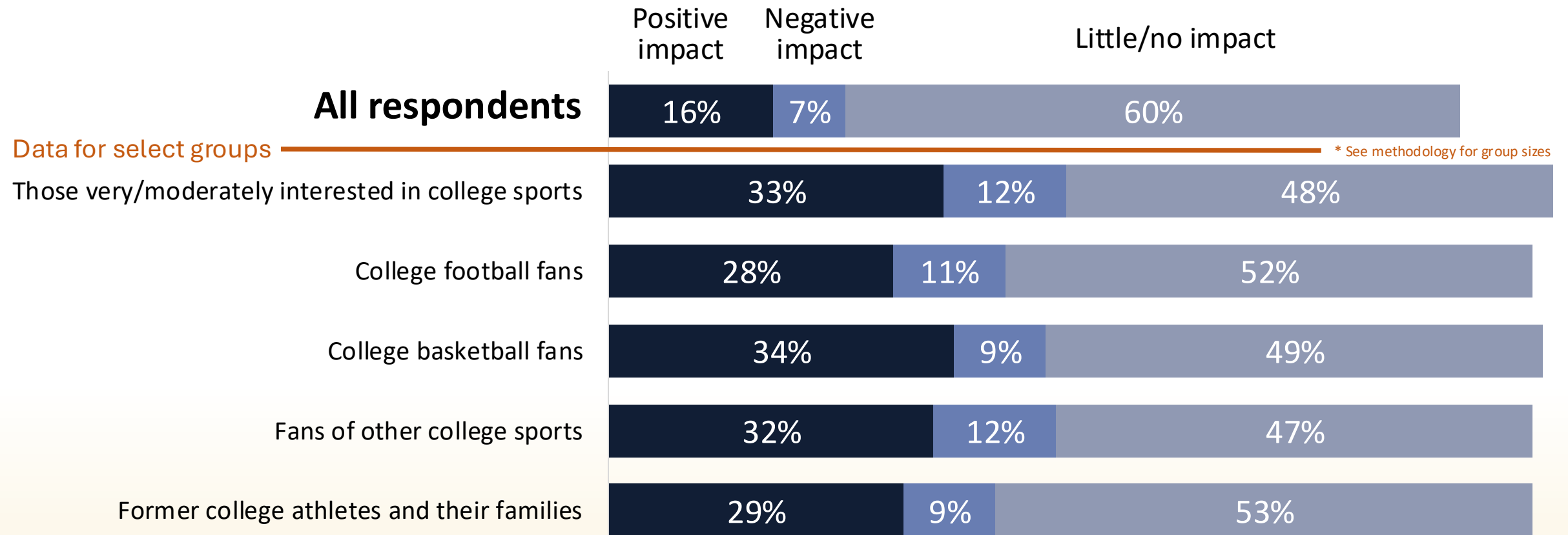




# » Interest in sports

PUBLIC OPINION SURVEY

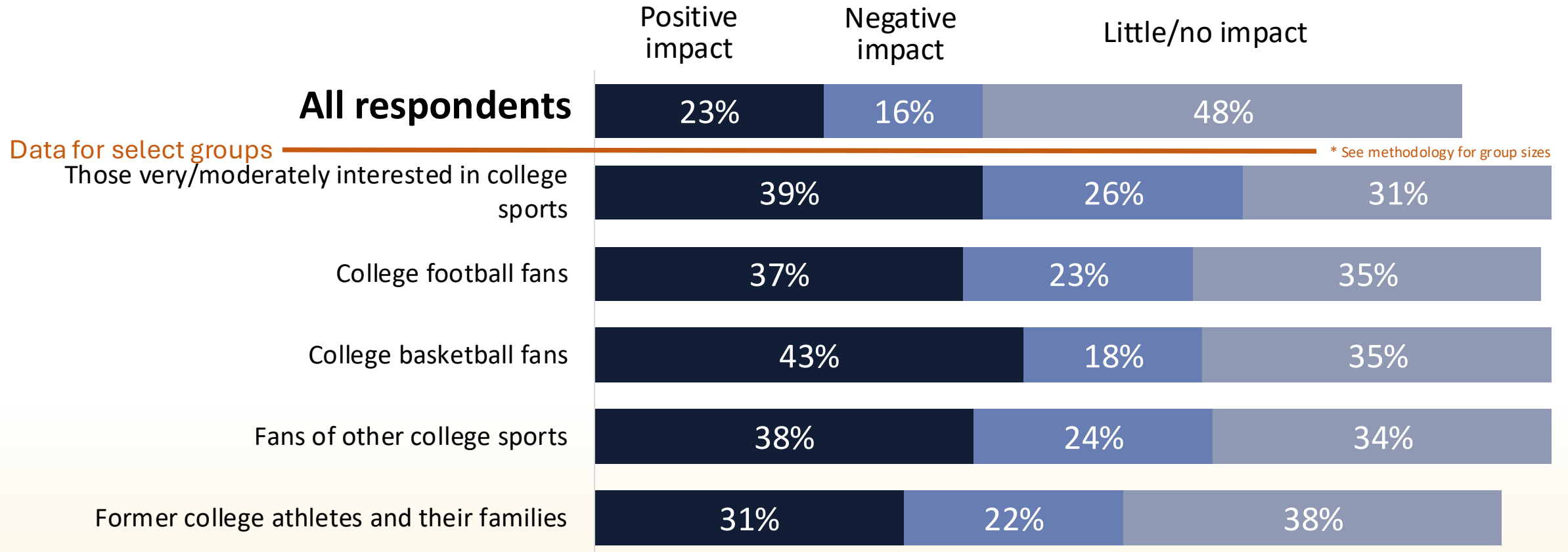
How has the increase in college **athlete transfers** between Division I schools impacted your interest in collegiate **Olympic sports** (sports other than football, men's and/or women's basketball)?



# » Interest in sports

## PUBLIC OPINION SURVEY

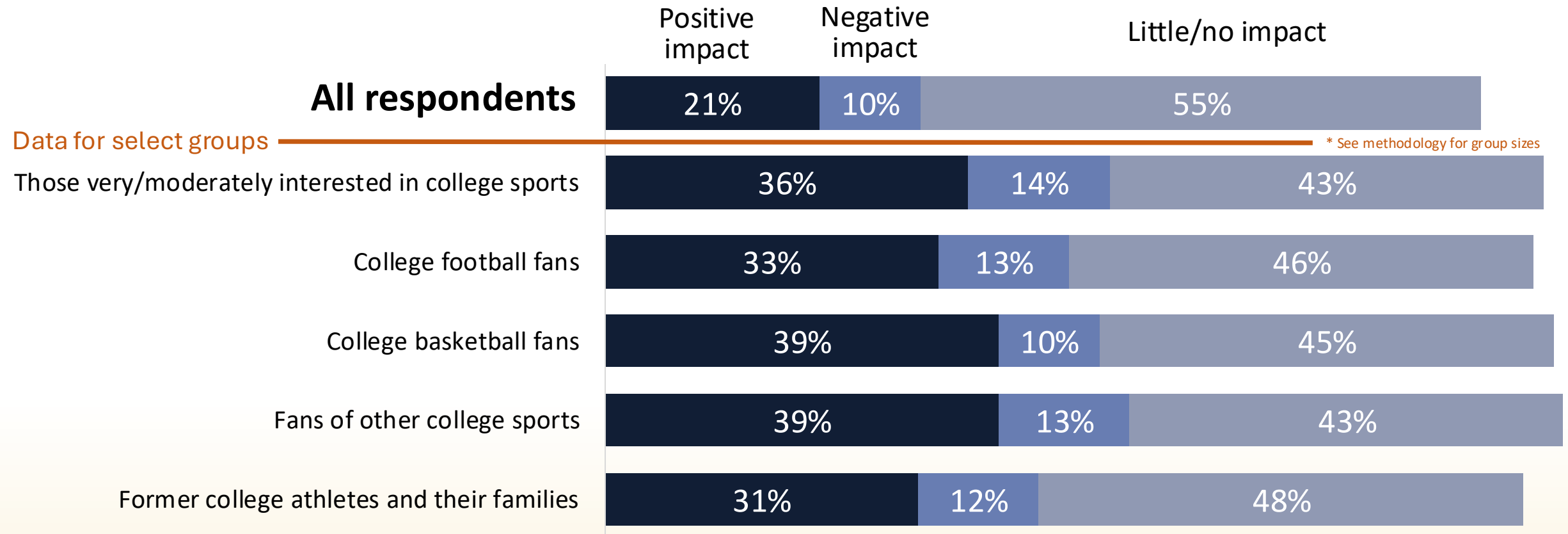
How has the change to allow college athletes to receive name, image and likeness **(NIL) compensation** from third-party entities impacted your interest in college **football, men's basketball** and **women's basketball**?



# » Interest in sports

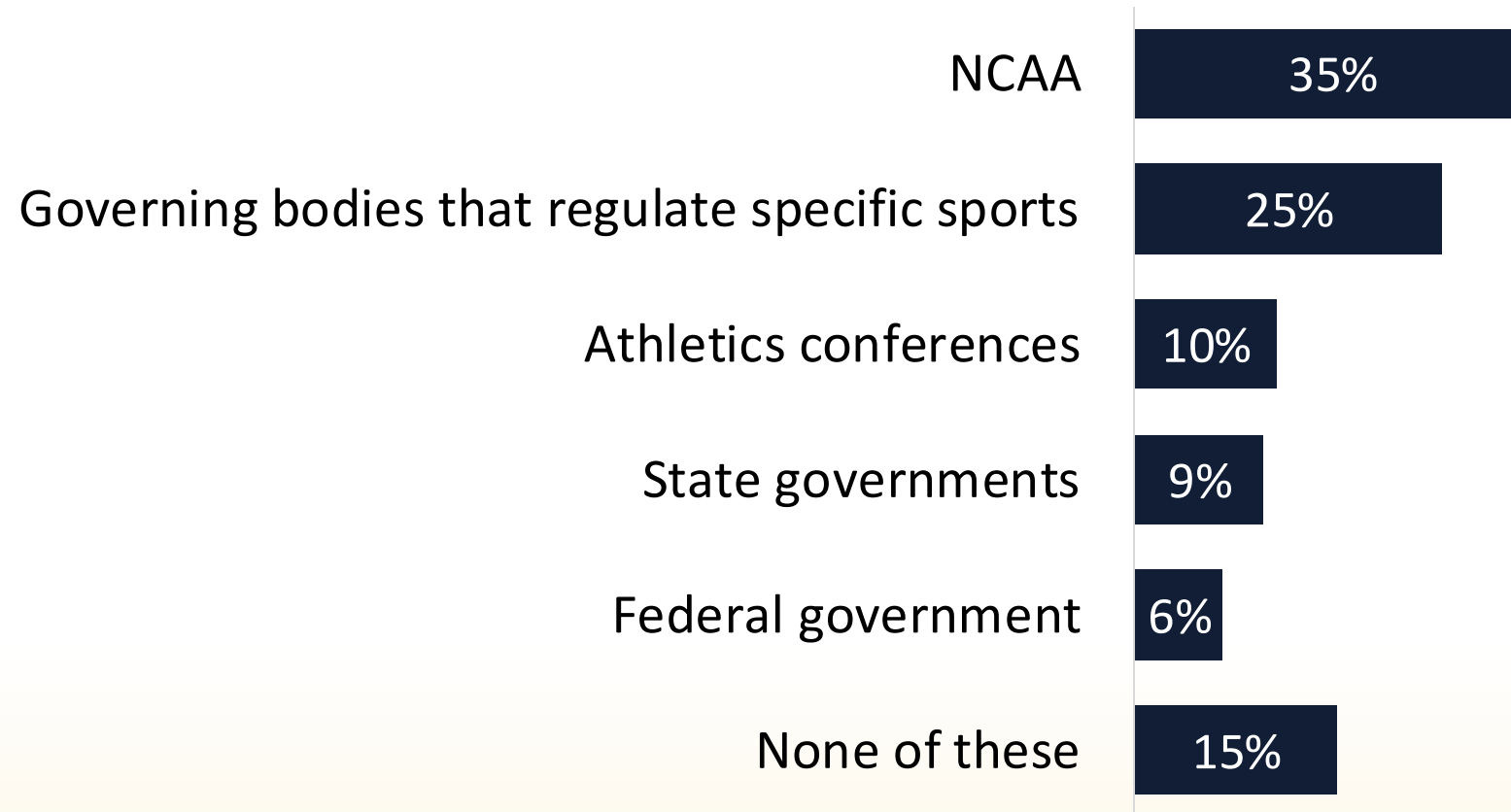
PUBLIC OPINION SURVEY

How has the change to allow college athletes to receive name, image and likeness **(NIL) compensation** from third-party entities impacted your interest in collegiate **Olympic sports**?





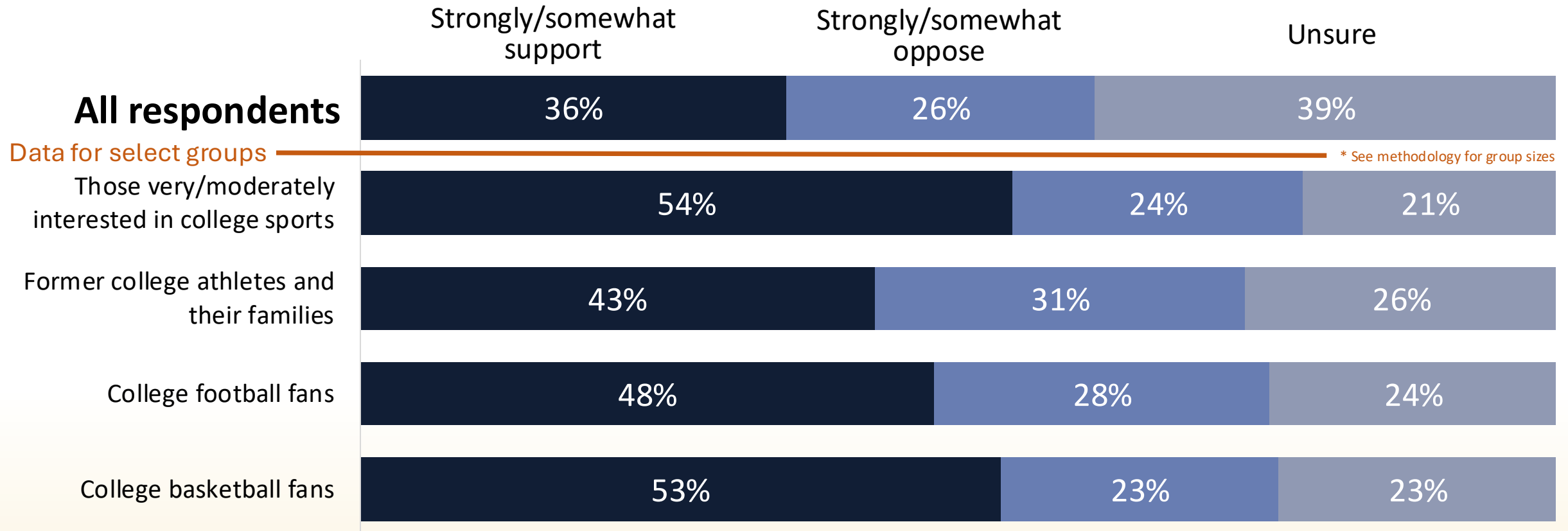
## Who should be primarily responsible for regulating the business of college sports?



# » College sports governance

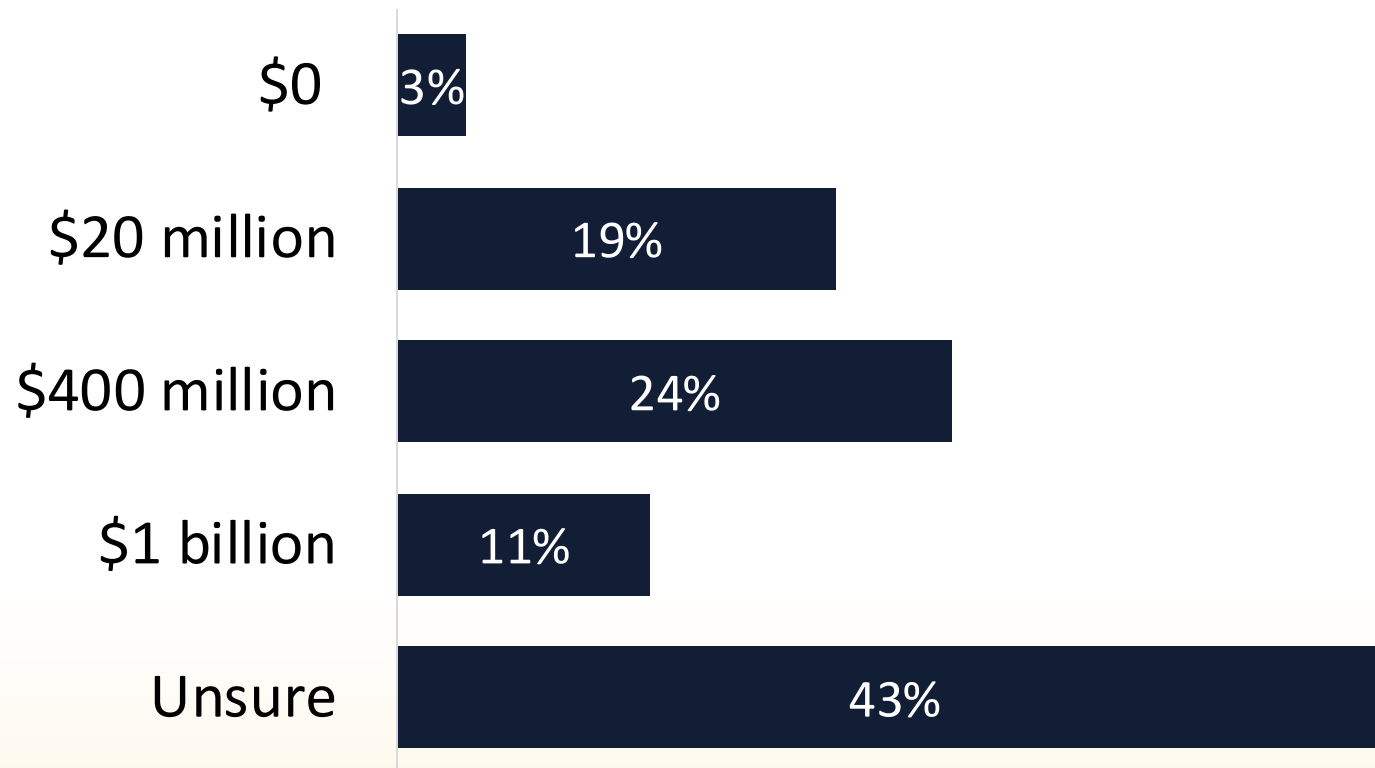
## PUBLIC OPINION SURVEY

What is your opinion about the creation of federal laws that would allow the NCAA to enact rules that apply nationwide, superseding any individual state laws related to college sports programs?



## PUBLIC OPINION SURVEY

What is your best guess for how much money the NCAA receives annually from the College Football Playoff, which is the national championship for major college football?

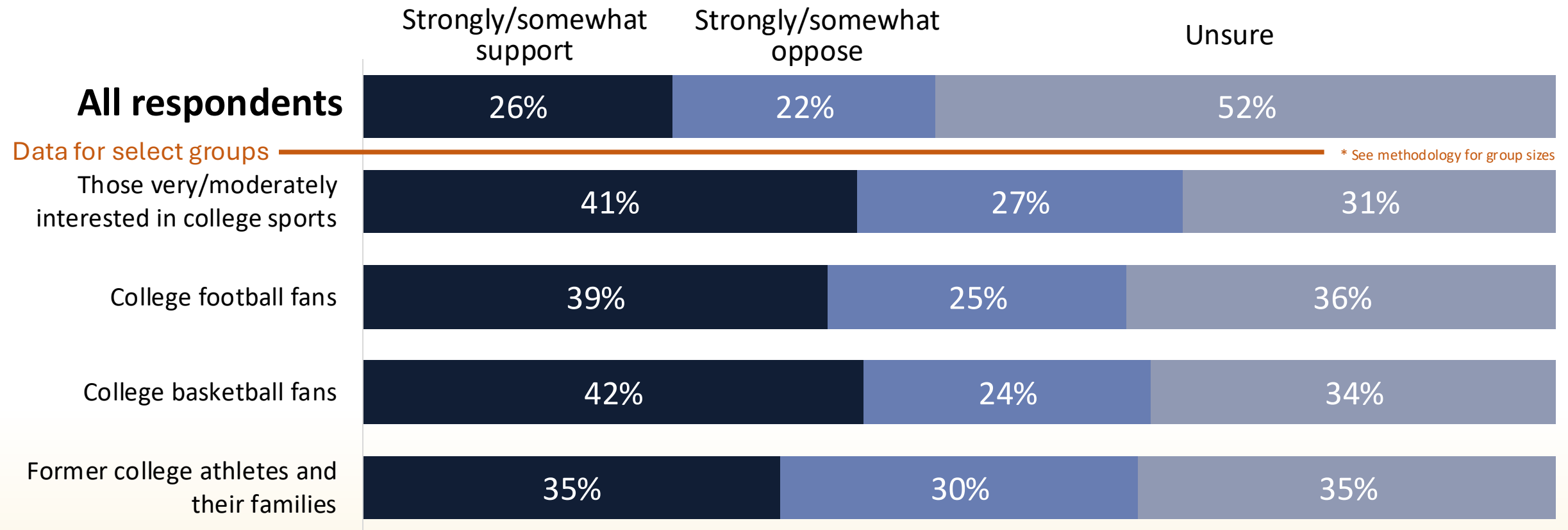


Correct answer is \$0



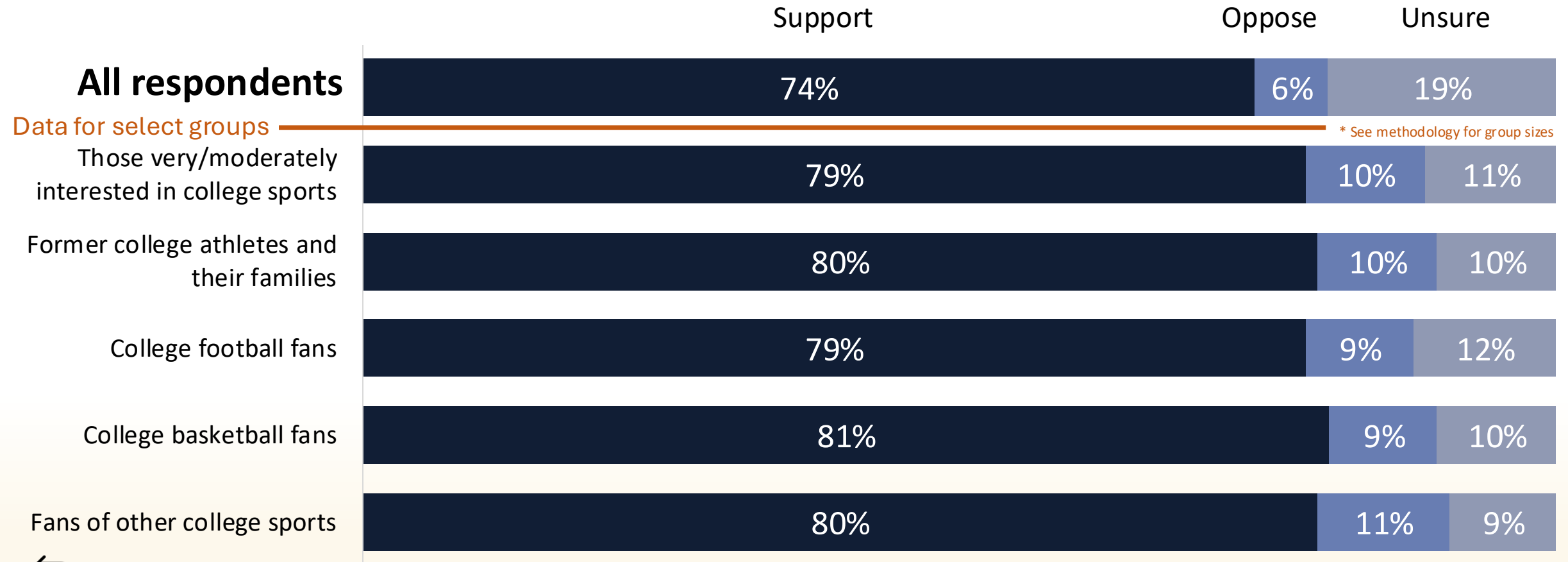
## PUBLIC OPINION SURVEY

What is your opinion about the creation of a new governing entity for major college football that would operate separately from the NCAA?



## PUBLIC OPINION SURVEY

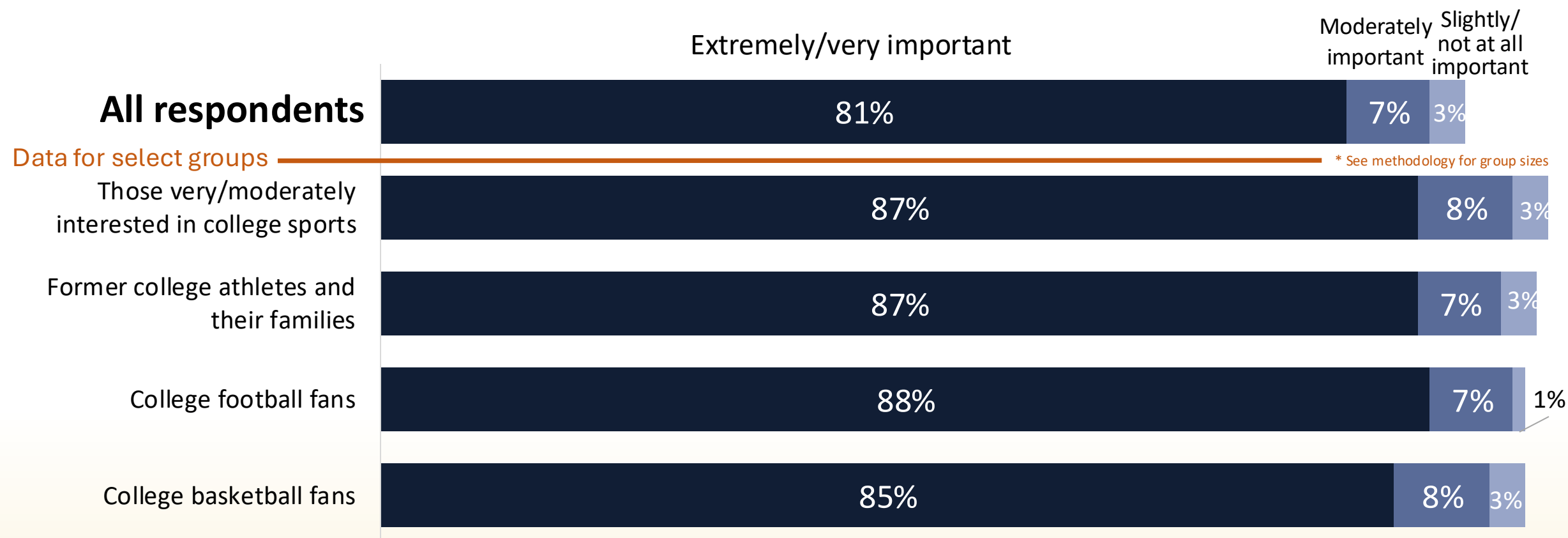
What do you think about requiring college sports coaches to have a “coach credential” certifying their knowledge and training in areas to support athlete development, mental health, physical health and safety?



# » Athlete eligibility and academics

PUBLIC OPINION SURVEY

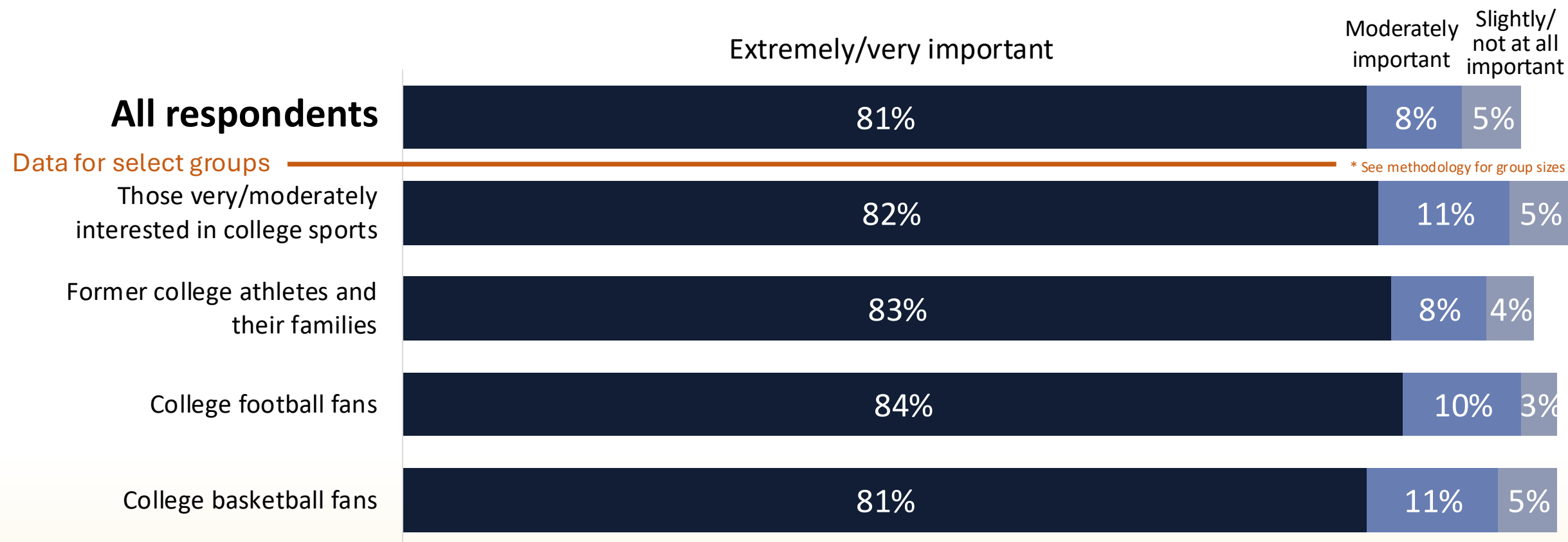
How important is it for college athletes to be enrolled as full-time students and taking classes at the school for which they are competing?



# » Athlete eligibility and academics

PUBLIC OPINION SURVEY

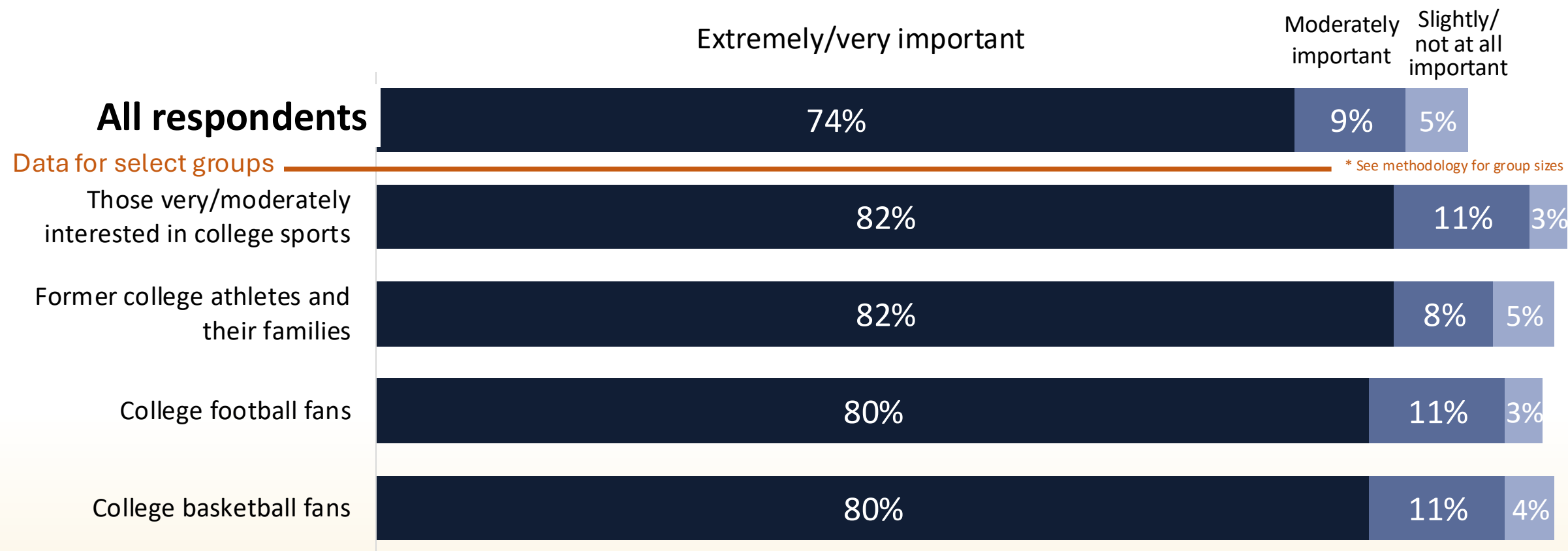
## How important is it for college athletes to graduate?



# » Athlete eligibility and academics

## PUBLIC OPINION SURVEY

Division I college teams are required to be on track to graduate at least half of their athletes to be eligible for postseason competition. How important is this rule?



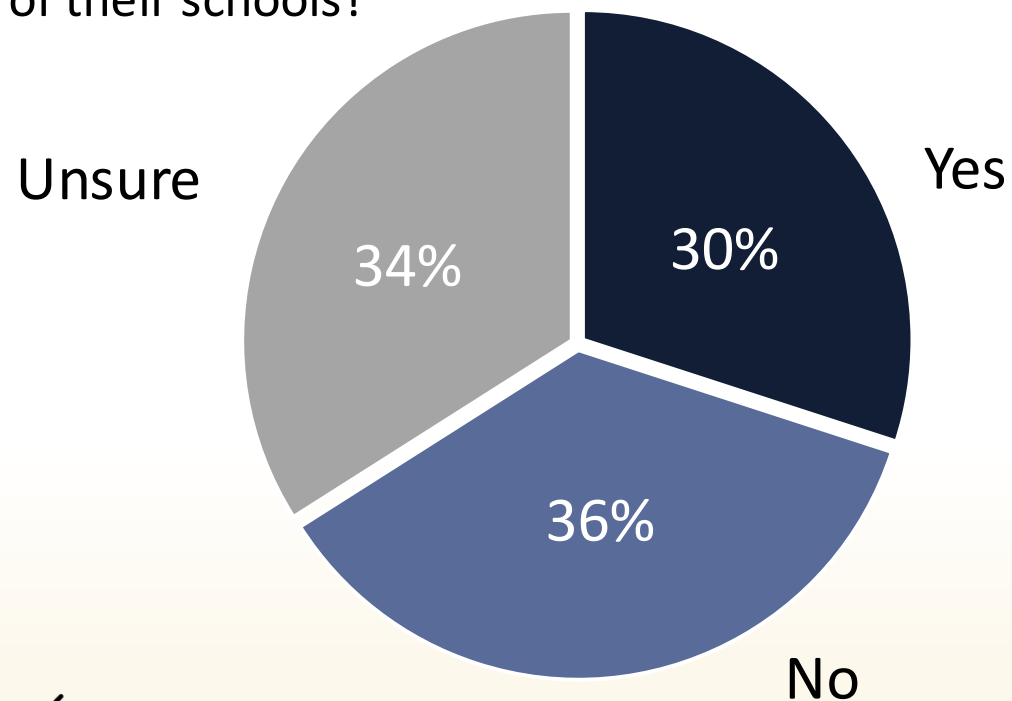


# » Athlete relationships with their schools and compensation

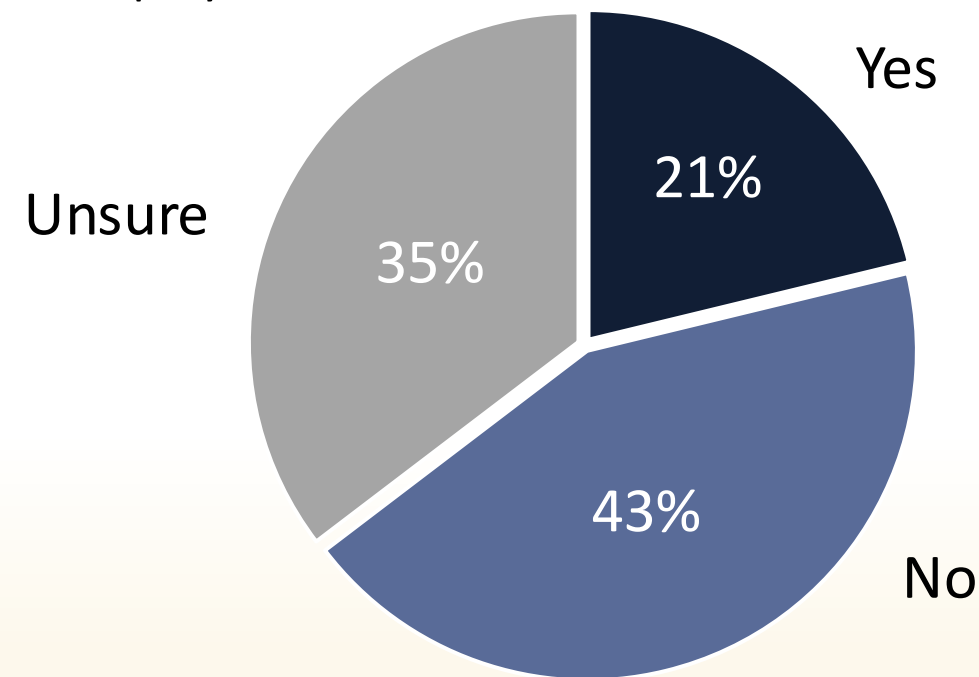
PUBLIC OPINION SURVEY

## Athletes as school employees

Should Division I college athletes in **sports that generate significant revenue** be considered employees of their schools?



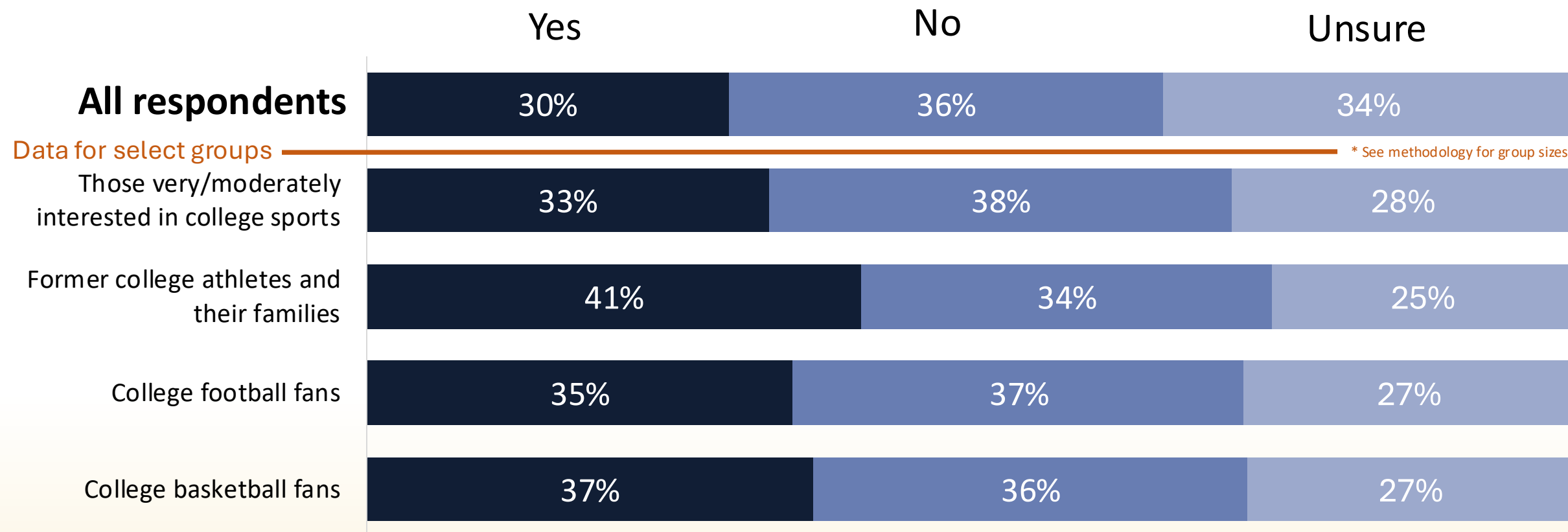
Should Division I college athletes in **all sports**, regardless of revenue generation, be considered employees of their schools?



# » Athlete relationships with their schools and compensation

## PUBLIC OPINION SURVEY

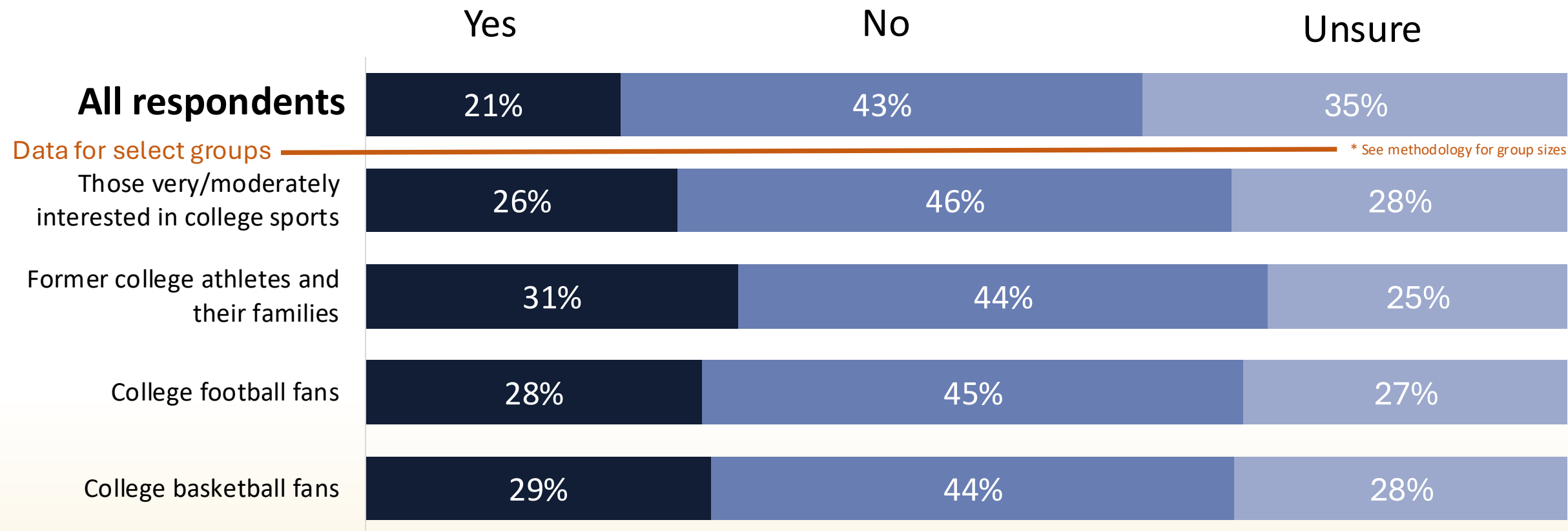
Should Division I college athletes in sports that generate significant revenue be considered employees of their schools?



# » Athlete relationships with their schools and compensation

## PUBLIC OPINION SURVEY

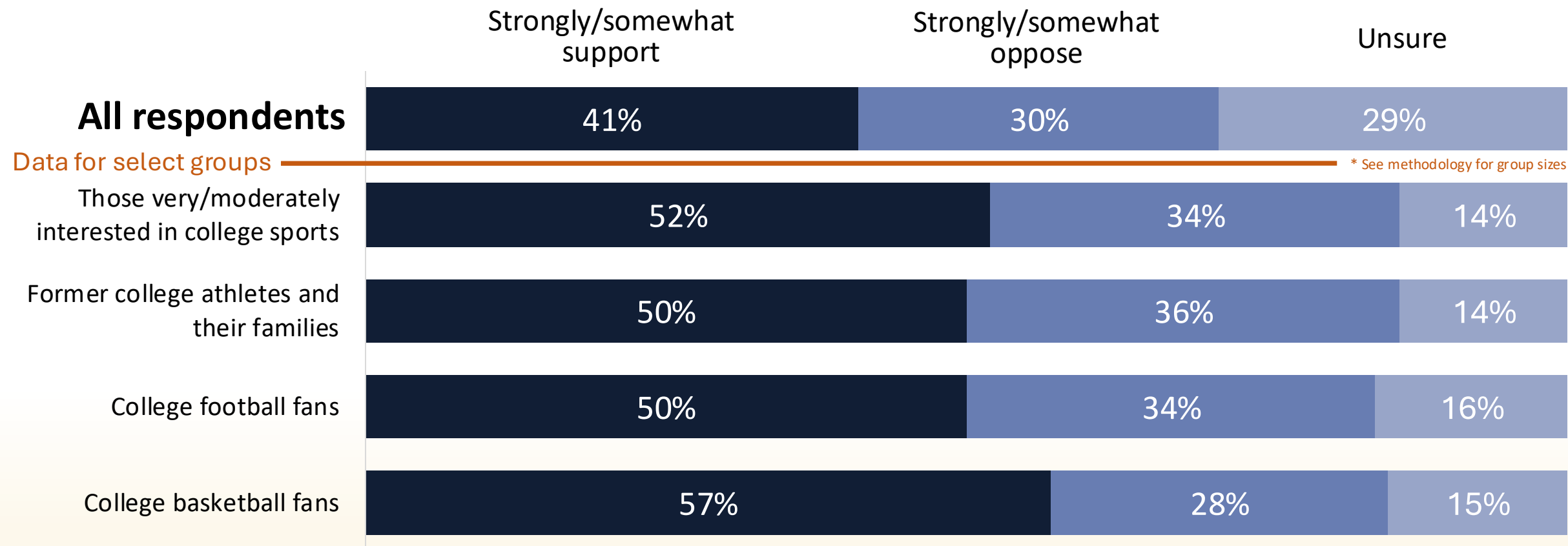
Should Division I college athletes in all sports, regardless of revenue generation, be considered employees of their schools?



# » Athlete relationships with their schools and compensation

## PUBLIC OPINION SURVEY

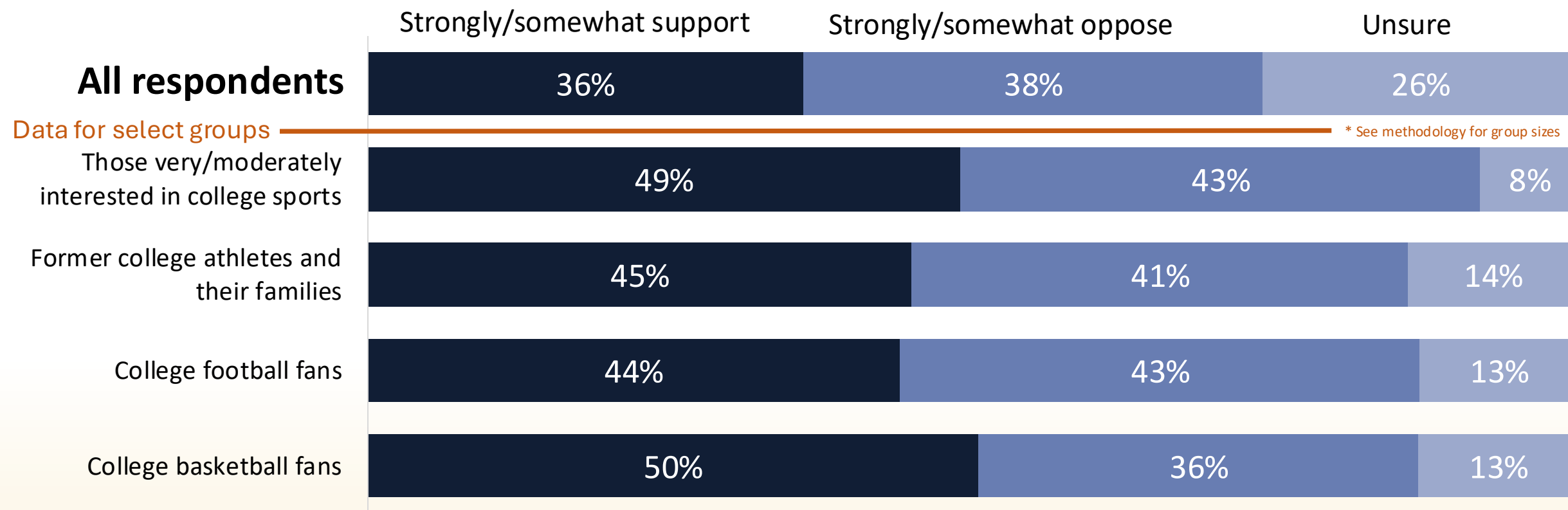
What do you think about universities negotiating with college athletes, like professional sports leagues do with their players' unions, to decide on pay, rights and responsibilities?



# » Athlete relationships with their schools and compensation

## PUBLIC OPINION SURVEY

What do you think about the current rules that allow college athletes to transfer between schools as often as they choose and be immediately eligible to compete for their new school(s) without penalty?

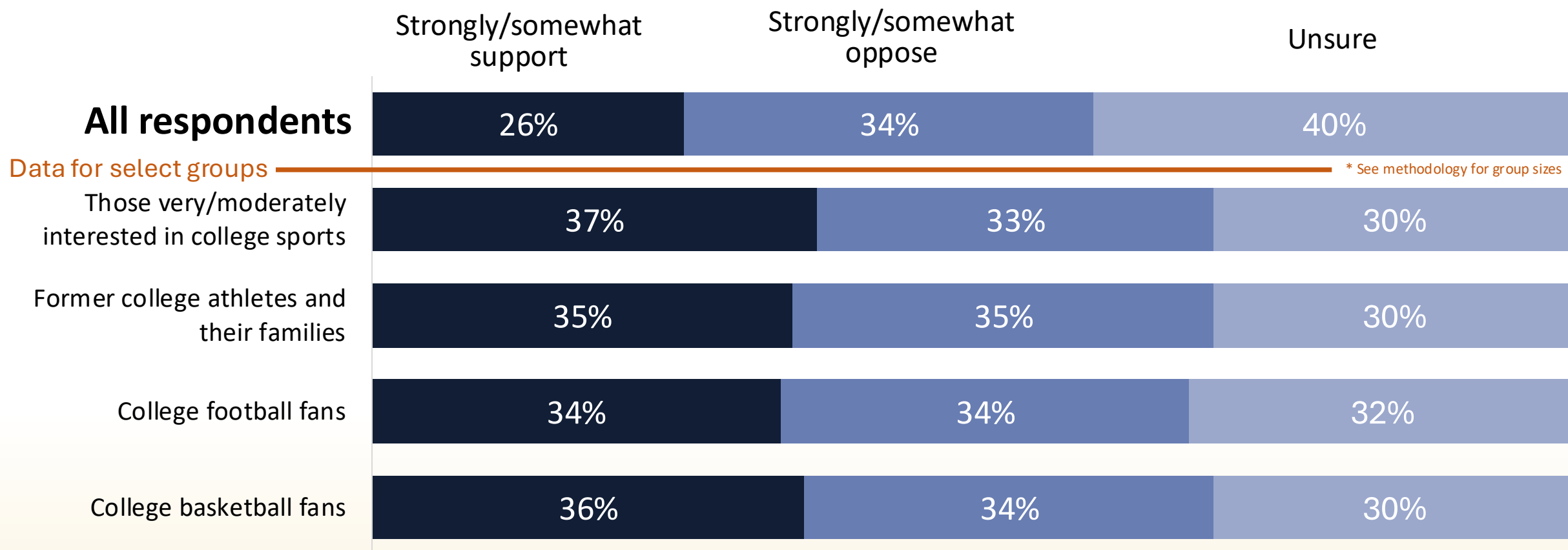




# » Athlete relationships with their schools and compensation

## PUBLIC OPINION SURVEY

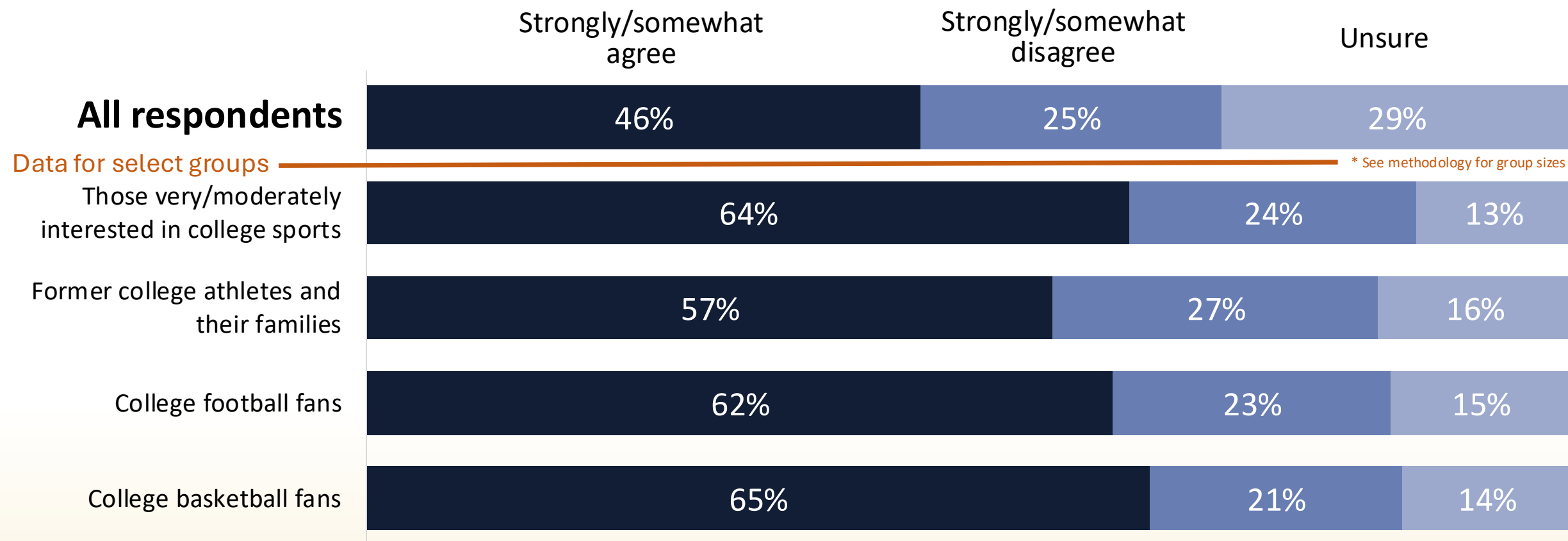
What do you think about having Division I college athletes sign a multi-year contract with an institution, but not legally be considered employees?



# » Athlete relationships with their schools and compensation

## PUBLIC OPINION SURVEY

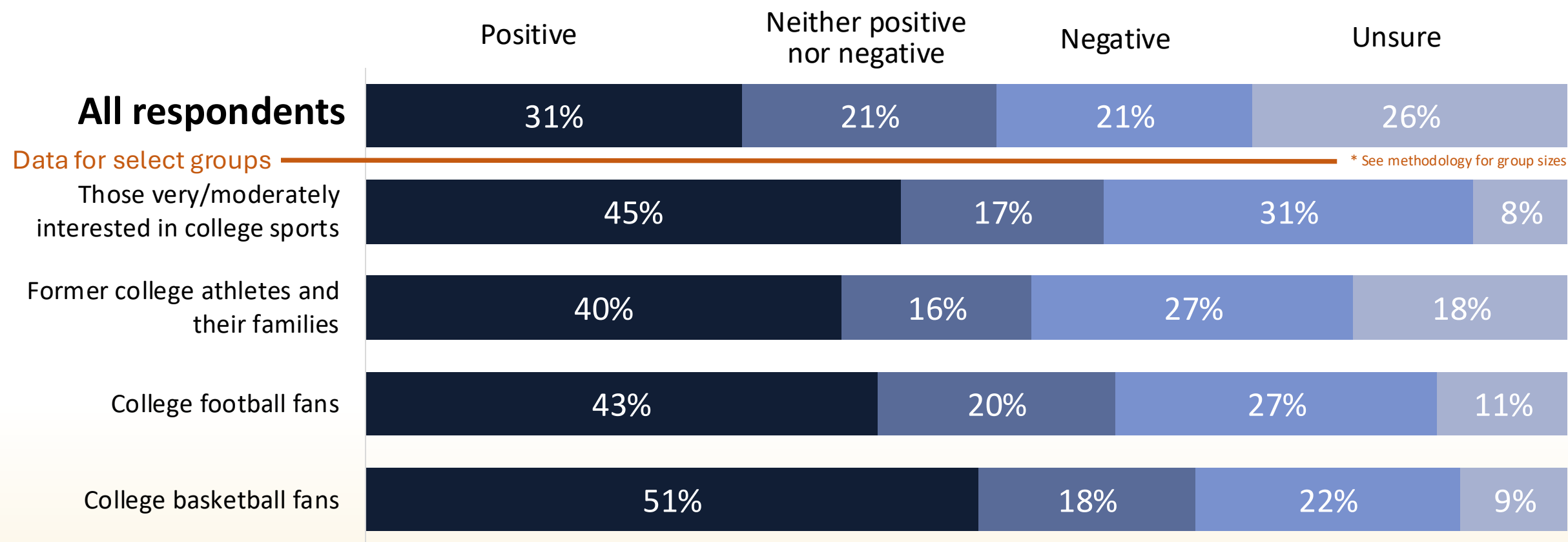
How strongly do you agree or disagree with this statement: Division I college athletics programs adequately care for athletes' health and safety?



# » Athlete relationships with their schools and compensation

## PUBLIC OPINION SURVEY

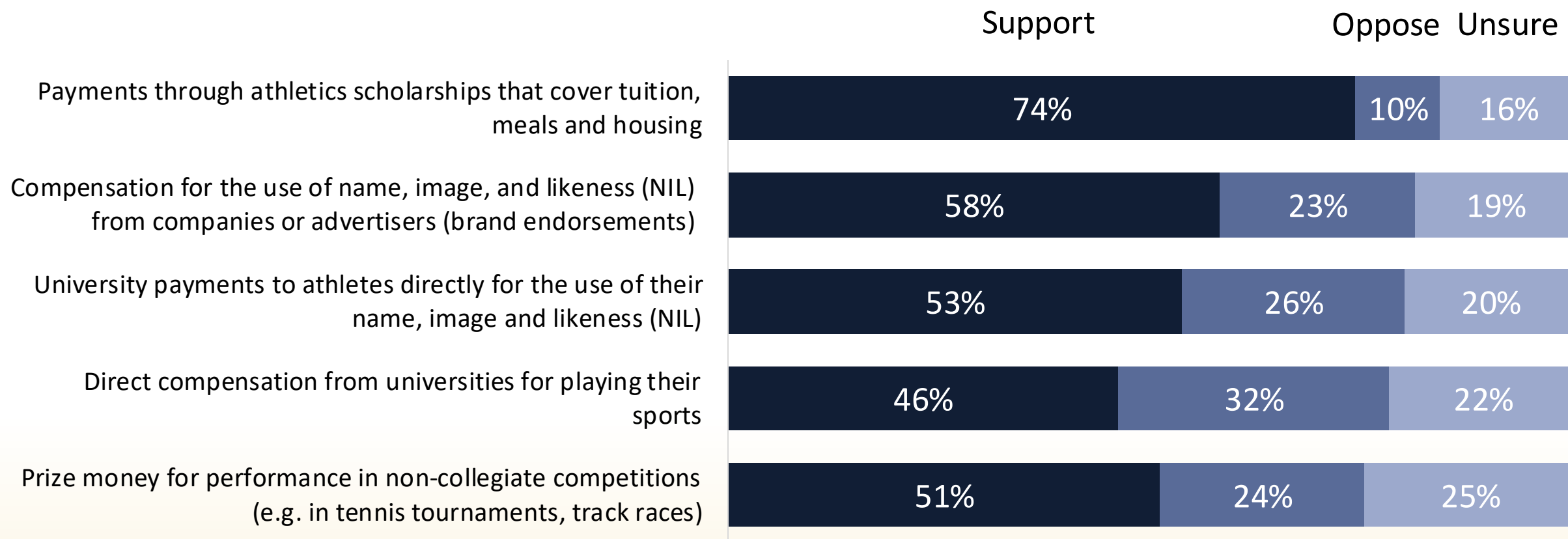
Overall what will the impact be of Division I universities providing direct payments to athletes for the use of their name, image, and likeness (NIL) – payments that for the past several years have been paid to college athletes by third-party entities like companies and fan/booster groups (Collectives)?



# » Athlete relationships with their schools and compensation

PUBLIC OPINION SURVEY

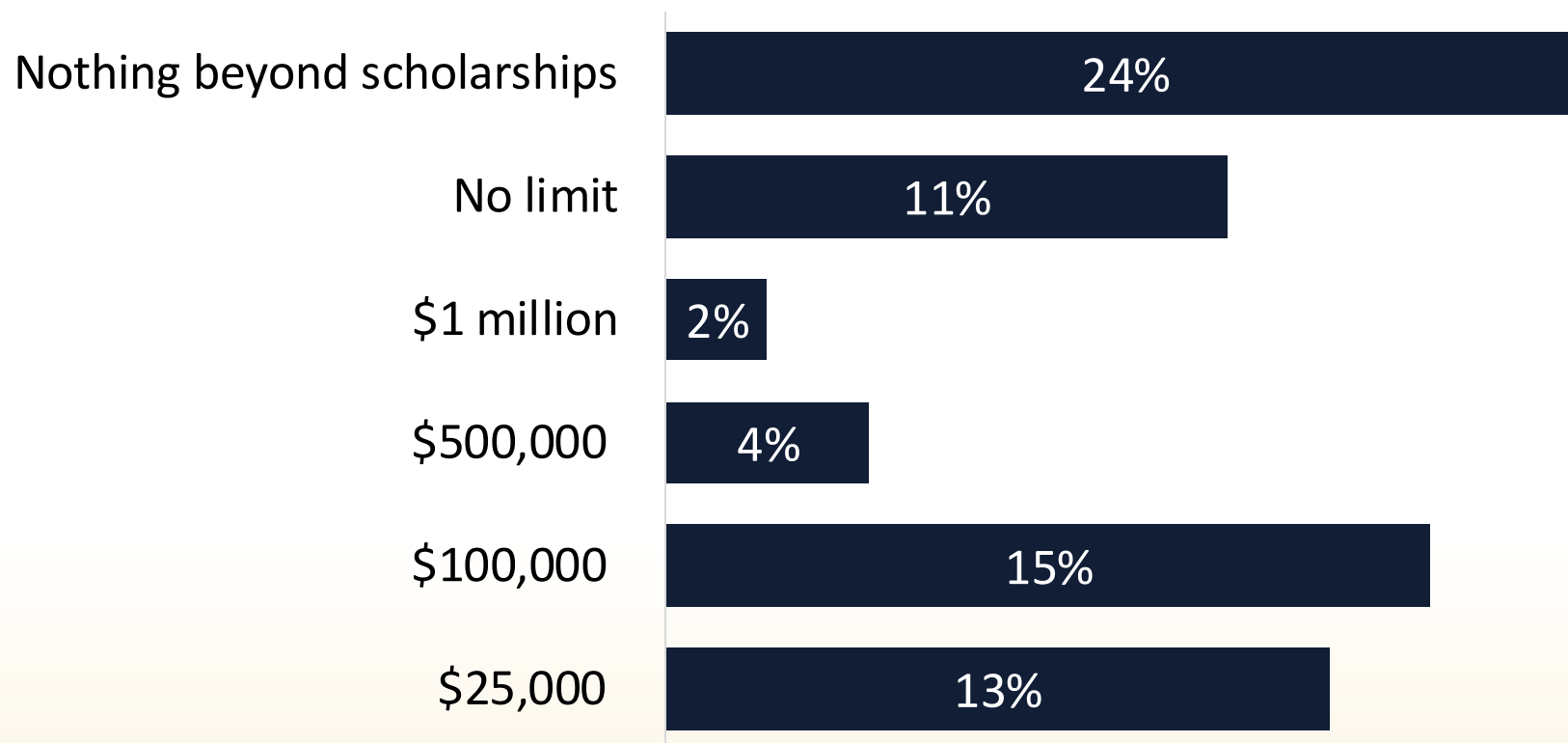
How supportive are you of the following forms of payments/compensation for college athletes?



# » Athlete relationships with their schools and compensation

## PUBLIC OPINION SURVEY

If athletes receive direct compensation (in addition to any scholarships) from Division I universities, what should be the annual limit (if any) for that compensation for an individual athlete?



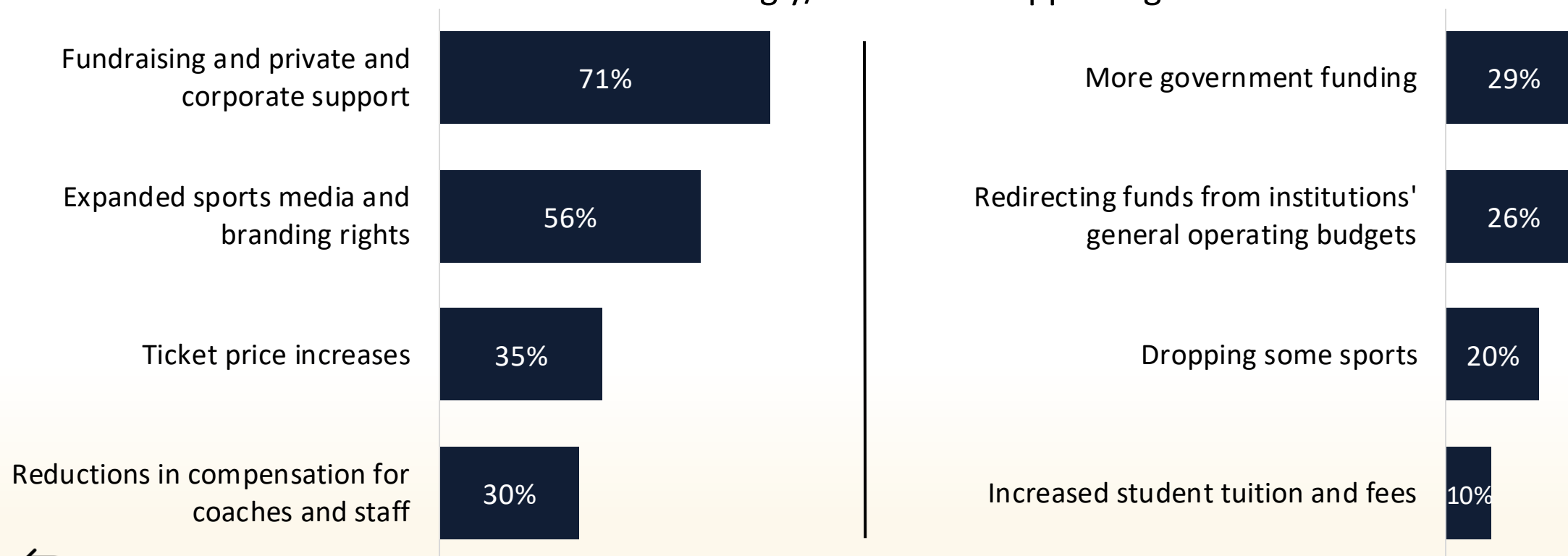


# » Athlete relationships with their schools and compensation

## PUBLIC OPINION SURVEY

Division I universities face higher costs for athletics because of new rules that allow athletes to be compensated. How much do you support or oppose using the following to help cover those costs?

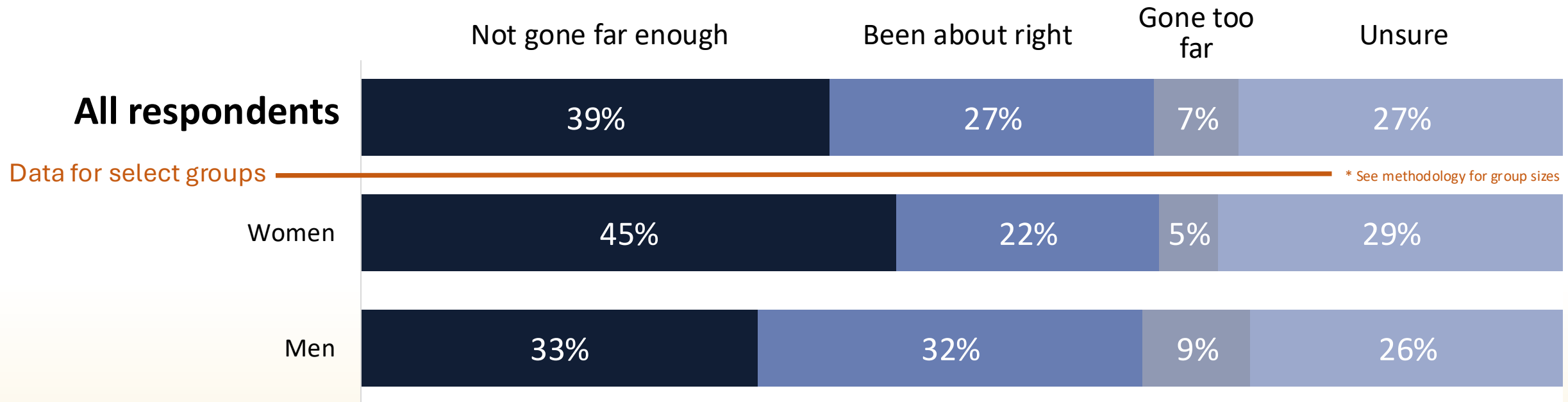
Percent strongly/somewhat supporting



# » Women's and collegiate Olympic sports

## PUBLIC OPINION SURVEY

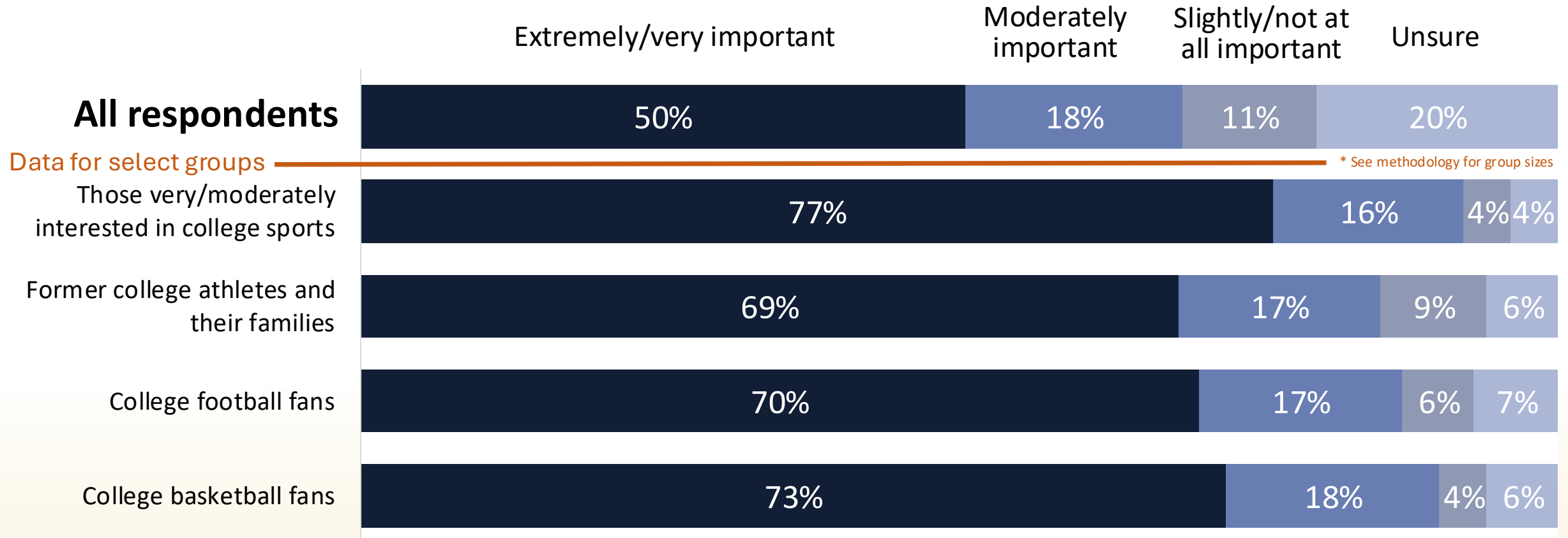
Current Title IX law requires universities to provide female and male athletes with equitable opportunities to participate, equitable amounts of athletics-related financial assistance (e.g., scholarships), and equitable treatment and support. When it comes to providing female college athletes with equitable opportunities compared to male college athletes, do you think colleges and universities have:



# » Women's and collegiate Olympic sports

## PUBLIC OPINION SURVEY

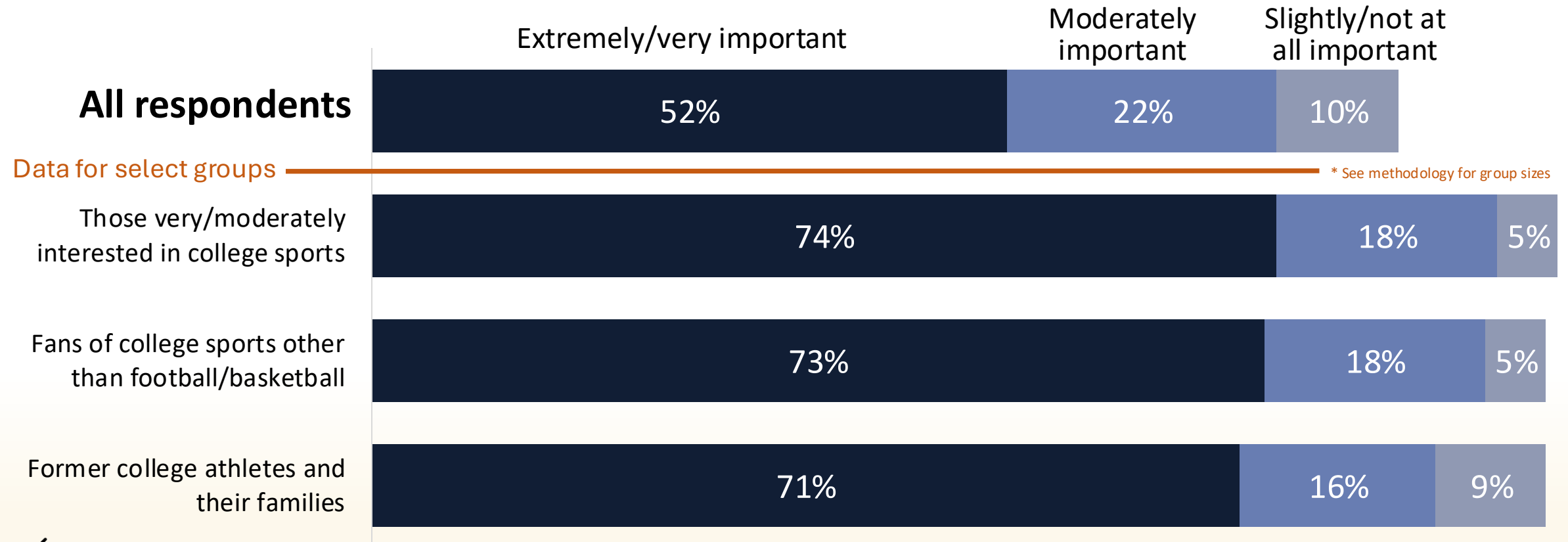
How important is it for NCAA Division I universities to offer opportunities for students to participate in varsity sports other than those that are tied to generating revenues, like football and basketball?



# » Women's and collegiate Olympic sports

## PUBLIC OPINION SURVEY

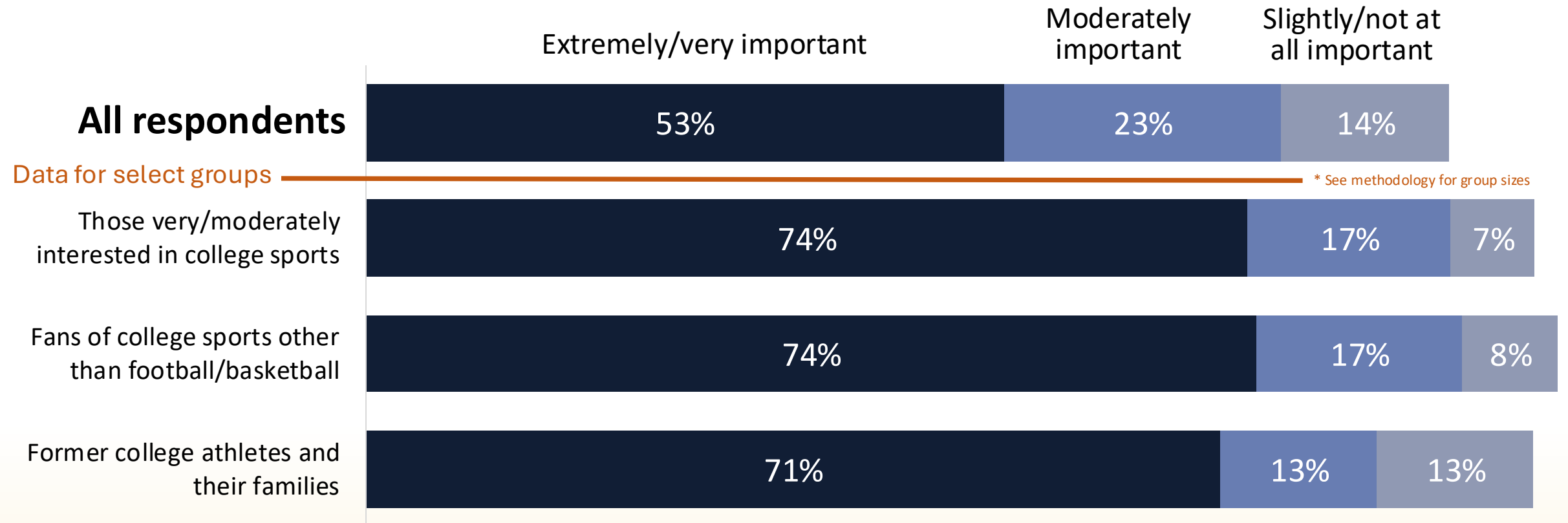
How important do you think college programs in Olympic sports like gymnastics, hockey, swimming, and track & field are to the success of Team USA in the Summer and Winter Olympic Games?



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PUBLIC OPINION SURVEY

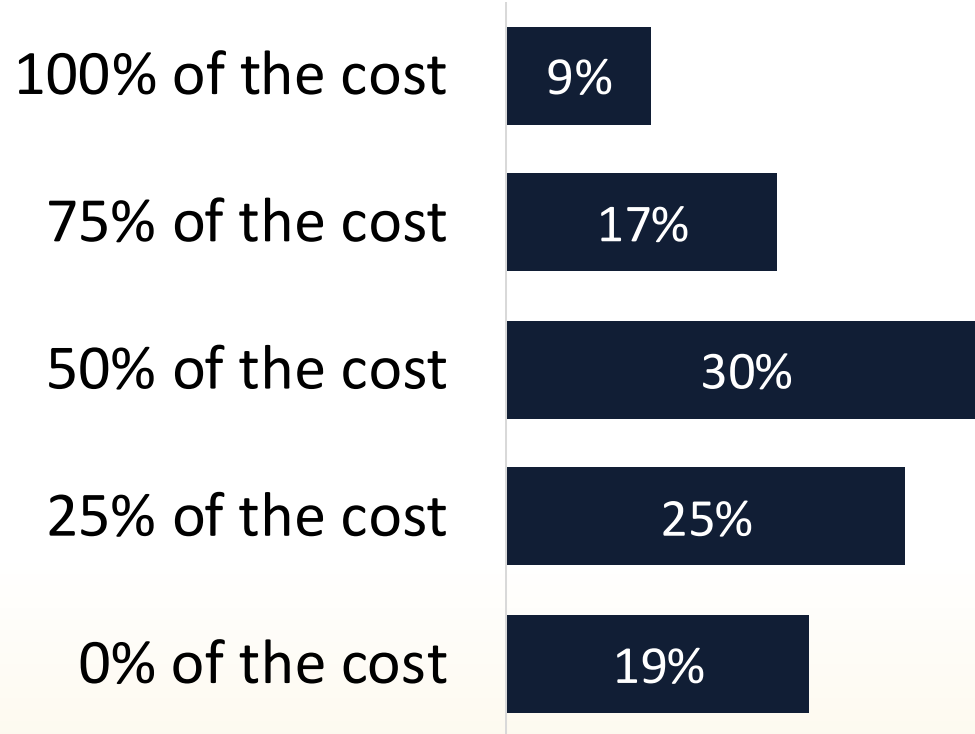
## How important is it for Team USA to be successful in the Olympics?



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## PUBLIC OPINION SURVEY

What is your best guess on how much of the cost of the development programs for TEAM USA Olympic athletes is covered by direct funding from the U.S. government?



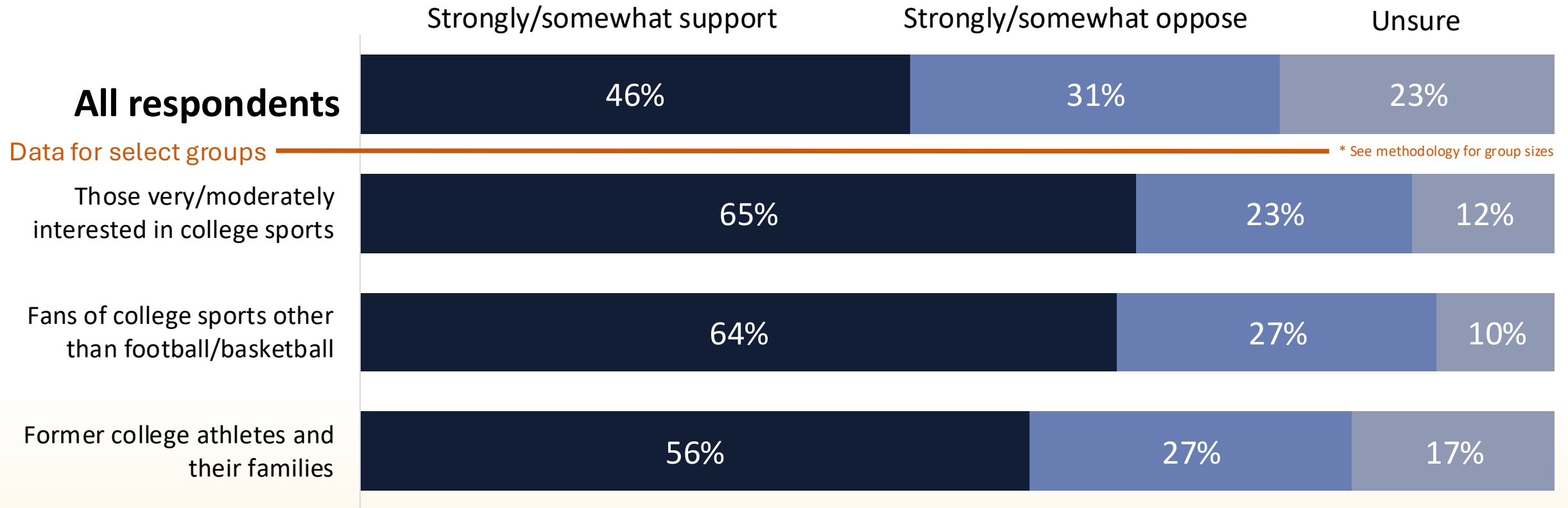
Correct answer is 0%



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## PUBLIC OPINION SURVEY

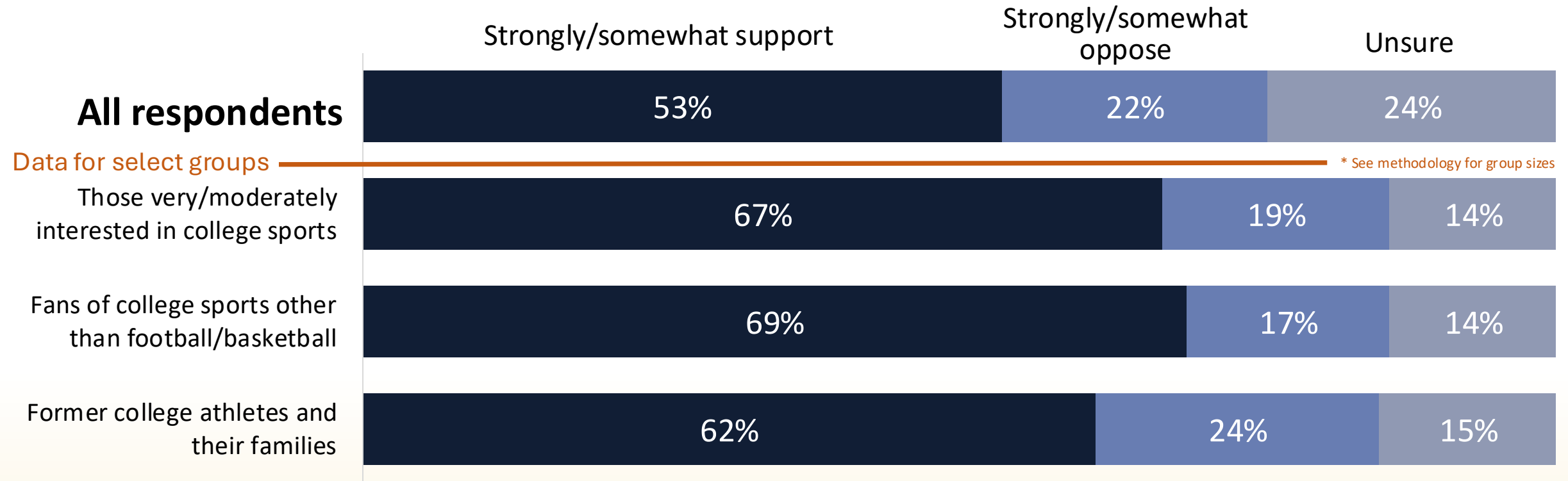
What is your opinion of using federal funds to support college sports programs that are designed to develop USA Olympic national team members?



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## PUBLIC OPINION SURVEY

What is your opinion of a fee or federal tax on sports gambling operators to create a national fund to support collegiate sports that develop USA Olympic national team members?

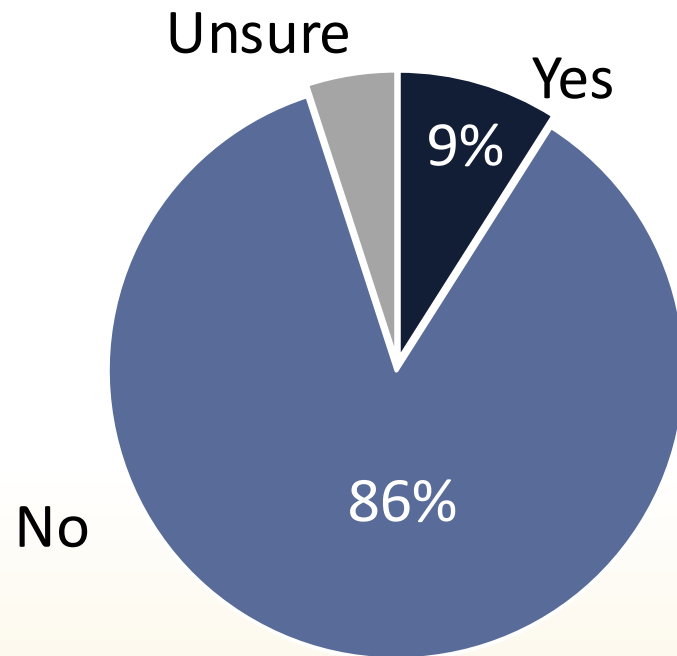


# » Gambling on college sports

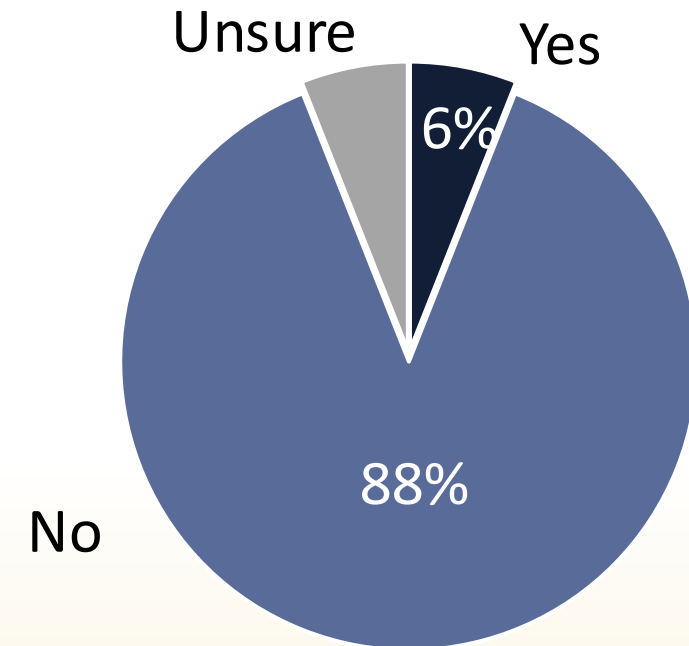
## PUBLIC OPINION SURVEY

Betting on college sports is legal in most states. Placing monetary bets on an individual athlete's performance, such as points scored, hits, or passing yards, are known as "prop bets." Prop bets are not bets on the outcome of a game.

Have you placed a monetary bet on a college sports event in the past three years?



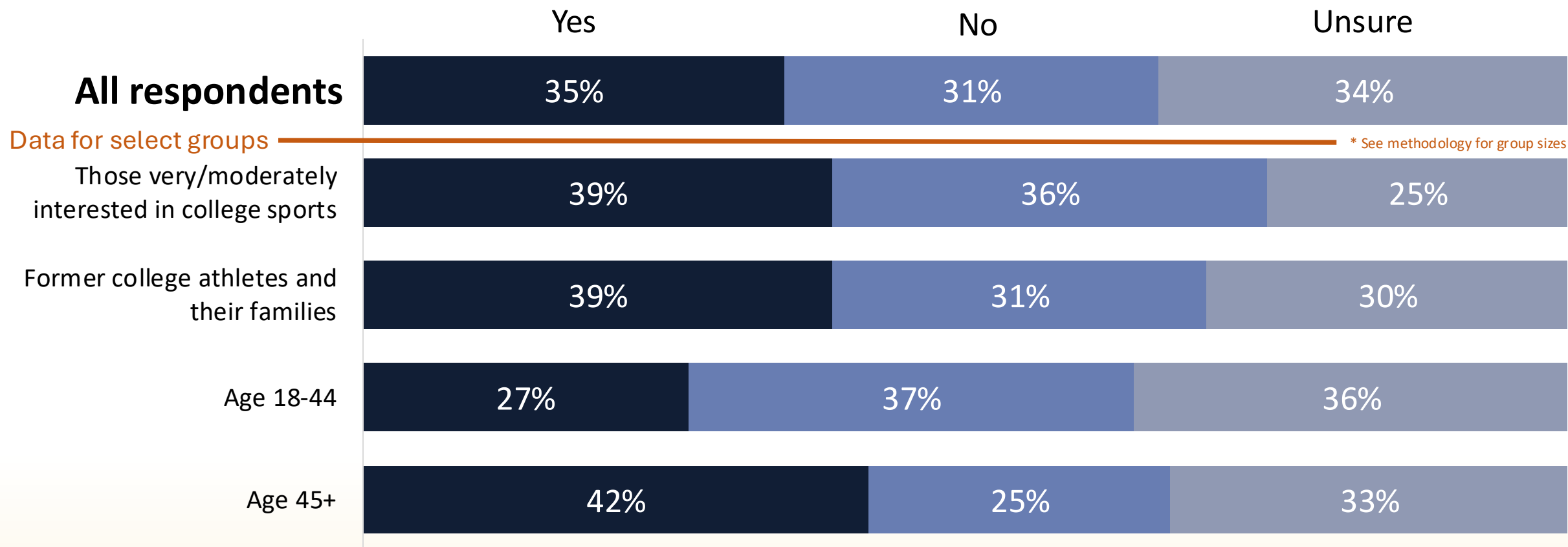
Have you placed a monetary prop bet on a specific college athlete's performance in the past three years?



# » Gambling on college sports

## PUBLIC OPINION SURVEY

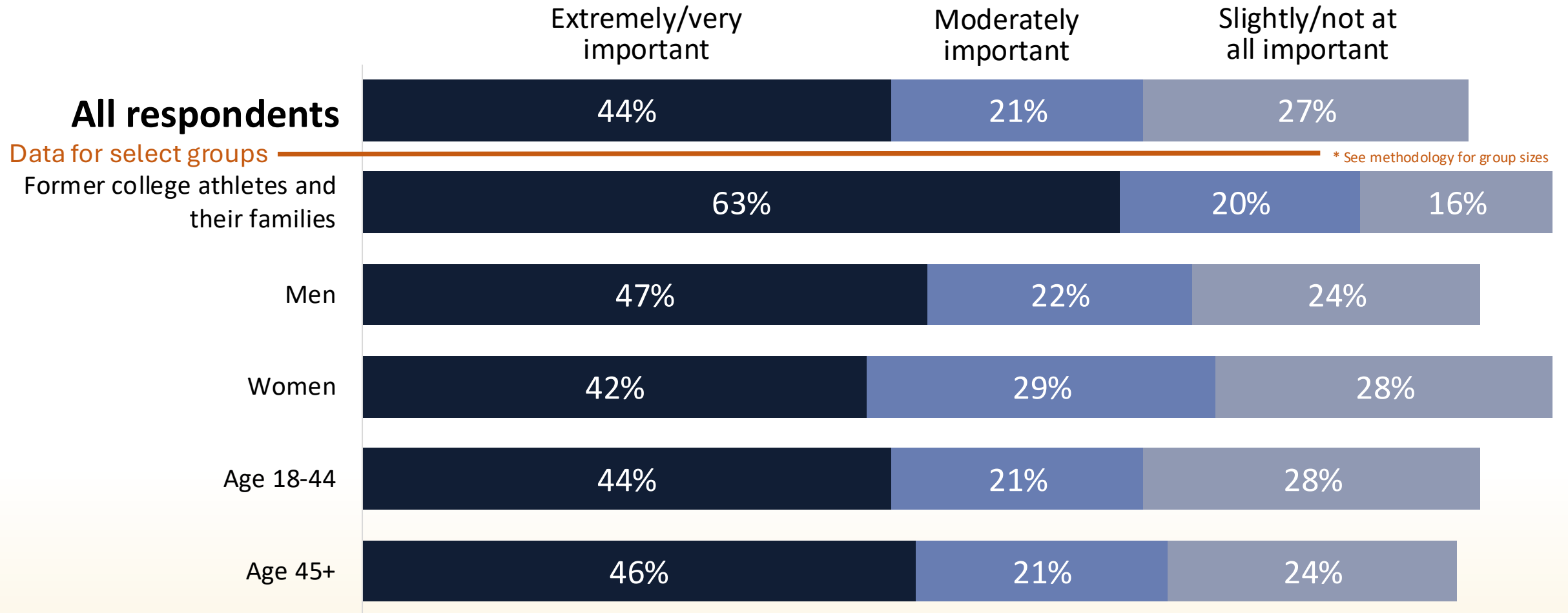
Do you support a ban on placing prop bets on college athletes?



# » Importance of college sports

## PUBLIC OPINION SURVEY

### How important is it for college sports to exist?

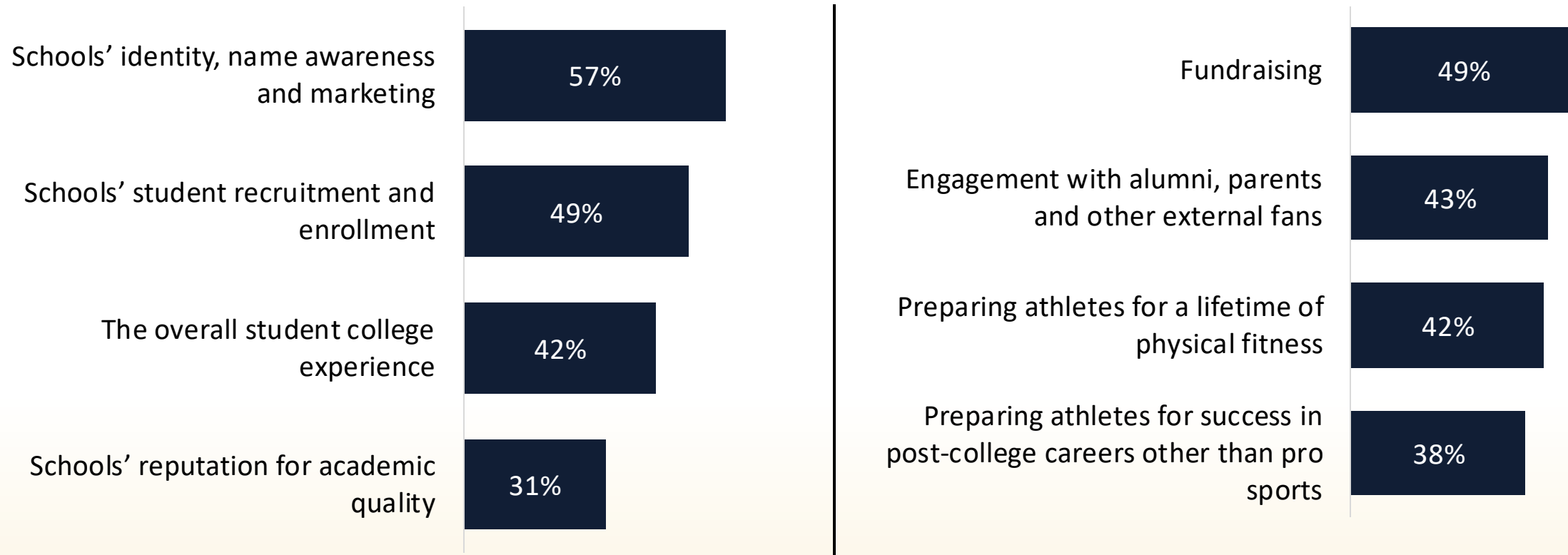


# » Importance of college sports

## PUBLIC OPINION SURVEY

How much do Division I college sports benefit the following?

Very high/high benefit





# Methodology

**Sponsoring organizations and questionnaire design:** Elon University Poll and the Knight Commission on Intercollegiate Athletics

**Fieldwork:** YouGov

**Interview dates:** July 7-11, 2025

**Release date:** August 6, 2025

**Target population:** U.S. adults, ages 18 and older

**Sample size:** 1,500

**Margin of error:** +/-2.87 % (adjusted for weights)

**Survey mode:** Online, web-based survey, self-administered with online panels

**Panelists:** This poll utilizes a non-probability sample. All YouGov panelists have been active panelists for 30 days or longer.

YouGov interviewed 1,671 respondents who were then matched down to a sample of 1,500 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, region, and home ownership. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on 2020 and 2024 presidential vote choice as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

**Data Quality checks:** We used three attention checks, one open end, one grid item and one multiple select. We used all three in combination when cleaning the data removing anyone who failed two or more attention checks. We also removed the top 2% of speeders and skippers from the data.

**Comparison groups as percentage of total respondents:** Those very/moderately interested in college sports – 29%, college football fans – 44%, college basketball fans (men's or women's) – 35%, fans of other college sports – 27%, former college athletes and their families – 14%, Ages 18-44 – 47%, Ages 45+ – 53%, men – 46%, women – 54%.

**Critical Mass for Crosstabs:** All crosstabs must have at least 60 unweighted respondents per column in order to report their results. Every crosstab result reported in the release appears in the crosstabs.

**NOTE:** Charts in this report illustrate survey highlights. Some charts do not include "unsure" responses or non-responses, and may not total to 100% due to rounding. For full survey data, see the topline at [bit.ly/collegesportspoll](https://bit.ly/collegesportspoll)

**Transparency:** The Elon University Poll is a charter member of the Transparency Initiative, a program created by the American Association for Public Opinion Research (AAPOR) in 2014 to educate polling firms on ways to better share how they collect and interpret their information. The Elon Poll's voluntary participation in this initiative signifies a willingness to clearly state in its reports how questions were asked, in what order, who funded the poll and then conducted it, and a definition of the population under study, among other details.





## ADDITIONAL INFORMATION

Additional methodology and poll topline information is available at: [bit.ly/collegesportspoll](https://bit.ly/collegesportspoll)

## USE OF THIS INFORMATION

These survey results are jointly published by the Knight Commission on Intercollegiate Athletics and the Elon University Poll. The results are available for use under a Creative Commons license, [CC BY-NC-SA 4.0](https://creativecommons.org/licenses/by-nc-sa/4.0/). Users must give appropriate credit to the Knight Commission on Intercollegiate Athletics and the Elon University Poll, provide a link to the license and indicate if changes were made. The material may only be used for noncommercial purposes.

## ABOUT

**The Knight Commission on Intercollegiate Athletics**, founded by the John S. and James L. Knight Foundation in 1989, is an independent group that leads transformational change to prioritize college athletes' education, health, safety, and success. The Commission has a legacy of influencing NCAA policies that have helped propel record-high graduation rates of Division I athletes. The Commission's ongoing efforts focus on governance, equity, and financial reforms, as well as providing education on the changing landscape of college sports. [knightcommission.org](https://knightcommission.org)

**The Elon University Poll** was established in 2000 as a public policy research initiative. The Elon University Poll conducts North Carolina and national surveys on important issues, sharing the results with media, citizens and public officials to facilitate informed public policy making through the better understanding of citizens' opinions and attitudes. The poll is fully funded by Elon University and is a charter member of the Transparency Initiative, a program created by the [American Association for Public Opinion Research](https://www.aapor.org/). [www.elon.edu/elonpoll](https://www.elon.edu/elonpoll)

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# Knight Commission On Intercollegiate Athletics

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