

## Summary of Findings

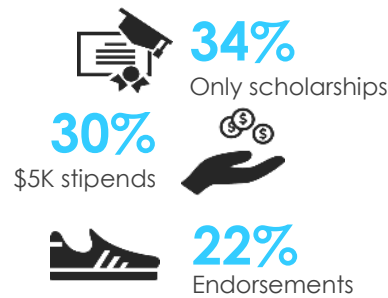
### » College sports perception is positive

- **Increase in interest in college sports:** Compared to 5 years ago, more respondents report their interest in college sports has grown than report it has decreased.
- **College athletes get a good deal:** Nearly two-thirds perceive college athletes as getting a "Good deal," compared to 1 in 10 who believe they are getting a "Bad deal."
- **"Best future" is here today:** When selecting the best option for supporting student-athletes financially, the most popular options are already in place: scholarships only or a stipend.
- **College sports is undergoing positive changes:** More than twice as many respondents believe college sports is experiencing positive, rather than negative, changes.

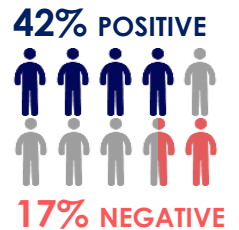
#### INTEREST IN COLLEGE SPORTS VS. 5 YEARS AGO:



#### SUPPORT FOR FUTURE DIRECTIONS:



#### CHANGE IN COLLEGE SPORTS:

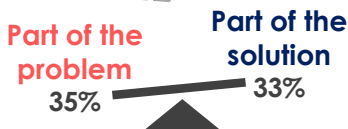


### » Opinion of NCAA broadly positive, sometimes confused

#### MAIN BENEFIT OF NCAA:



When addressing issues related to college sports and student-athletes is the NCAA more....?



#### ▪ Perceptions of the NCAA are positive in nearly all areas:

- There are more favorable than unfavorable opinions of the NCAA.
- NCAA much more likely to be perceived as doing a better job compared to 5 years ago, than a worse job.
- In terms of student-athletes, the NCAA much more likely to be viewed as "Giving advantages" than "Taking advantage."
- **Provides opportunities:** The main benefit of the NCAA is "Gives young people the opportunity to learn, play and succeed."
- **Part of problem or solution?** Despite all these positive ratings, when asked whether the NCAA is part of the problem or part of the solution when it comes to addressing issues related to college sports and student-athletes, responses are almost evenly divided between the two opposing opinions.

#### Overall opinion of the NCAA?



#### Better or worse job than 5 yrs ago?



#### Give advantages/Takes advantage?



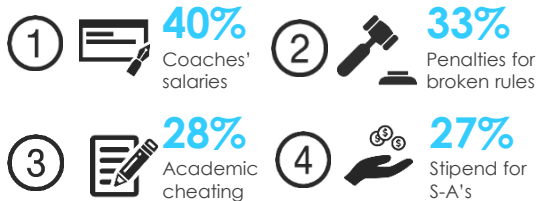
## Summary of Findings (continued)

### Media positive coverage, but rule-breaking prominent

#### MEDIA COVERAGE PERCEPTION:



#### "TOP STORIES" OR "MENTIONED OFTEN":

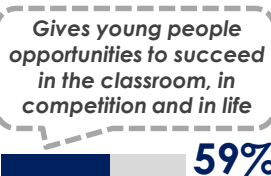
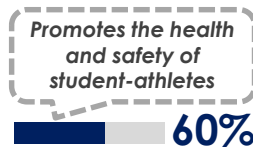


- **More positive than negative media perception:** While nearly one-fourth believe media coverage of the NCAA is negative, many more see it as positive.
- **Salaries and rule-breaking biggest media stories:** The top issues respondents report hearing about are high salaries for coaches, penalties against rule-breaking schools, and academic cheating by student-athletes.
- Far fewer respondents mention changes to student-athlete benefits as top stories; only 27% report seeing a significant amount of coverage of the stipend introduction.

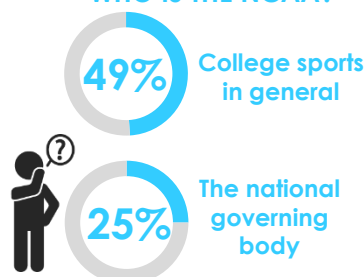
### "Big money" imagery persists

- **NCAA and college sports integrally connected:** When asked "who is" the NCAA, the main response is "College sports in general," reiterating the interconnectedness of the two.
- **Despite positivity, "big money" imagery persists:** However, NCAA's most closely associated description is still "Big money," closely followed by "Powerful," "Corporate" and "A sports league (like the NFL, NBA, MLB, etc.)."
- **Work still to do on establishing "Fair play" imagery:** "Fair play" and "Integrity" are some of the least strongly associated words, with levels similar to "Penalties" and "Mysterious."
- **General population and former student-athletes' perceptions differ:** The NCAA is more likely to be perceived as "A sports league" than having a "Higher education focus" among the general population. However, former student-athletes are nearly six times more likely to see the NCAA as closer to academics than sports.
- **Indistinct NCAA functions:** There is little distinction between the various functions of the NCAA, indicating confusion about the essence of the Association.

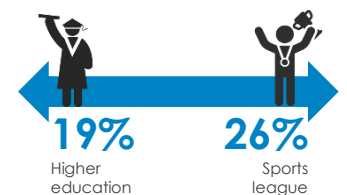
#### IMPORTANCE OF NCAA FUNCTIONS:



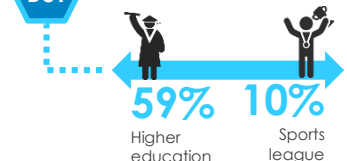
#### WHO IS THE NCAA?



#### PERCEPTION OF NCAA:

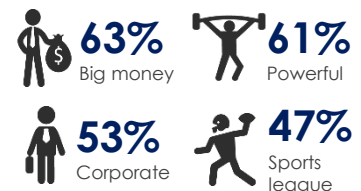


#### BUT AMONG FORMER S-A's:



#### NCAA ATTRIBUTE ASSOCIATION:

##### TOP PHRASES:



##### BOTTOM PHRASES:

