



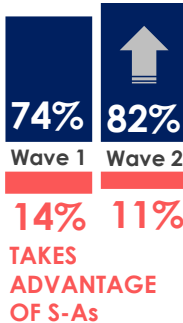
Summary of Findings

Overall, perceptions remain positive

MAIN BENEFIT OF NCAA:

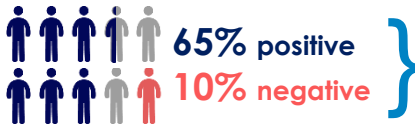


GIVES ADVANTAGES TO S-As

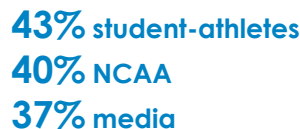


- Majority perceive positive changes happening in college sports: Over half of respondents acknowledged "Slow but positive changes" in college sports; over 65% noted either slow or rapid positive changes. There was no significant difference between Wave 1 and Wave 2.
 - Increasing eligibility standards (31%) was again noted as the top change which would create the most positive opinion.
- Student-athletes (S-As) seen as drivers of change: 43% consistently identified S-As as the drivers during both waves of testing, closely followed by the NCAA (41% Wave 1, 40% Wave 2).

CURRENT CHANGES IN COLLEGE SPORTS PERCEIVED AS:



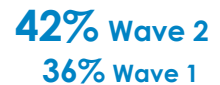
CHANGE IS BEING DRIVEN BY...



WHY IS NCAA MAKING CHANGES?



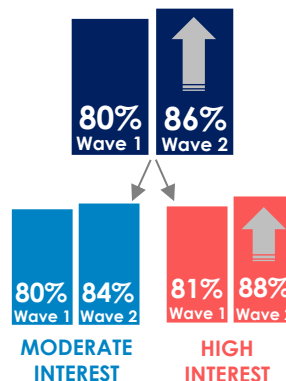
"To maintain college opportunities for young people."



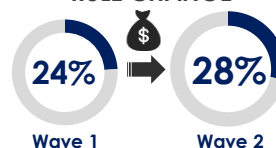
The "plus" side of being a student-athlete

- Being a student-athlete seen as a good deal: Wave 2 saw a significant increase in those perceiving S-As as receiving a good deal. This change was driven by those with high interest in college sports.
- Academic benefits are key: Academic support such as tutoring remains the top noted S-A benefit, rising to 92% from 86% in Wave 1. This benefit was recognized by nearly all respondents with high interest in college sport (98%).
- Financial benefits increased: As well as academic support, Wave 2 respondents also acknowledged medical insurance (77%), assistance funds (67%), and a \$5K stipends (59%) when asked if they were aware of certain S-A benefits.
 - During Wave 2, aided awareness of the \$5K stipend as a benefit saw a large jump to 59%, a 14% increase from Wave 1 (45%).

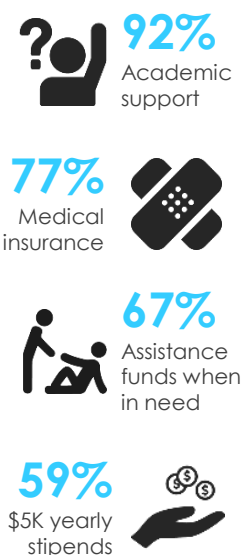
COLLEGE ATHLETES GET A "GOOD DEAL"



AWARE OF STIPENDS RULE CHANGE



INCREASED AWARENESS OF S-A BENEFITS OVER WAVE 1:

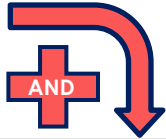


Coverage and media concerns

24% 25%



Feel stipends change would give most positive opinion of NCAA



63% 61%



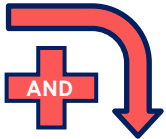
Feel allowing stipends is a good change



24% 28%



Aware of stipends rule change



27% 28%

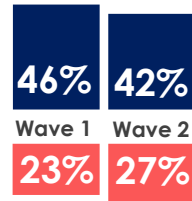


Feel stipends issue is a big story in college sports

PERCEPTION OF NCAA MEDIA COVERAGE:



+ POSITIVE



- NEGATIVE

- **Sentiment at a stand-still:** Though respondents were more likely to identify media coverage as positive, there was no significant difference between Wave 1 and Wave 2. The top three mentioned news issues were high coaches' salaries (52%), penalties against schools (40%), and academic cheating (34%).
- **Awareness of stipends rule unchanged:** There was no significant change in awareness of the stipend or acknowledgment of it as a news story.
- **No differences in impact of messages:** About six in ten consistently agree the tested messages articulate the importance of both academics and athletics.

But we have work to do...

- **Fight false perceptions of student-athlete benefits:** Some misunderstandings of student-athlete benefits exist; about 4 in 10 Wave 2 respondents believe S-As are exempt from 50-70% of schoolwork (up from 32% in Wave 1), while about two in ten consistently believe S-As are given free flights and free cars.
- **Harness the image of NCAA "success stories":** Only 14% of respondents feel the best success story is a S-A who goes pro, compared to 4 in 10 who see S-As who graduate or find good careers; however:
 - In unaided testing, sports-related improved prospects are mentioned as S-A opportunities over life/career improved prospects.
 - Although there was an increase in identification of granting opportunities to young people as the NCAA's main benefit (32%), some perceive making money for schools (17%) and putting on entertaining sports events (12%) as the top benefits.
- **Scholarship/stipends perceptions split:** Articulate changes in rules allowing stipends, as support is nearly equally split between the stipends and no further S-A compensation.

SUPPORT FOR COMPENSATION TYPES:



32%

\$5,000 yearly stipends



30%

None – scholarship is enough



6 in 10

Believe the amount of NCAA scholarships awarded each year seems about right

STUDENT-ATHLETE OPPORTUNITIES:



17%

Sports related

3%

Life, career, non-sport



MISATTRIBUTED S-A BENEFIT INCREASE:



32%

Wave 1



39%

Wave 2

Exemption from 50% - 70% of academic workload