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Touchdown Strategies/TechnoMetrica Survey - December 2021, Field 1/6 to 1/8, Sample-1,413 ADULTS, CRED INTERVAL +/- 2.7 PTS, ONLINE Survey

CA1

On the next topic, do you think college athletes should be able to receive compensation for playing college sports or Not?

	REGION				AGE				GENDER		RACE		INCOME				PARTY			INVESTOR		
	NE	MW	SOUTH	WEST	18-24	25-44	45-64	65+	MALE	FEM.	WHITE	BLACK HISP	UND 30K	30K- 50K	50K- 75K	75K+	DEM	REP	IND	YES	NO	
TOTAL	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL	1413 100%	249 100%	305 100%	536 100%	323 100%	166 100%	461 100%	476 100%	308 100%	679 100%	734 100%	957 100%	375 100%	407 100%	293 100%	256 100%	426 100%	516 100%	389 100%	347 100%	536 100%	811 100%
Unweighted Total	1413	305	272	549	287	104	571	389	342	674	739	1095	247	328	245	259	550	537	398	323	661	687
Should be able to	707 50%	141 57% CD	124 41%	254 47%	188 58% CD	102 61% HI	318 69% HI	189 40% I	97 32%	378 56% K	329 45%	430 45%	237 63% L	184 45%	133 45%	98 39%	276 65% NOP	314 61% ST	168 43%	161 46%	315 59% V	365 45%
Should not be able to	486 34%	64 26%	125 41% BE	193 36% B	104 32%	36 22%	84 18%	206 43% FG	159 51% FGH	239 35%	247 34%	373 39% M	89 24%	131 32% q	111 38% Q	127 50% NOQ	112 26%	131 25%	177 46% RT	128 37% R	162 30%	302 37% U
Not sure	220 16%	43 17% E	56 18% E	90 17% E	31 10%	28 17%	59 13%	80 17%	52 17%	63 9%	157 21% J	154 16%	48 13%	92 23% PQ	50 17% Q	30 12%	39 9%	70 14%	44 11%	59 17% s	59 11%	144 18% U

Comparison Groups: BCDE/FGHI/JK/LM/NOPQ/RST/UV  
 Independent Z-Test for Percentages (unpooled proportions)  
 Uppercase letters indicate significance at the 95% level.  
 Lowercase letters indicate significance at the 90% level.

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CA1

On the next topic, do you think college athletes should be able to receive compensation for playing college sports or Not?

	====AREA TYPE====				===WHITE===		==BLK/HISP=		==MAR. STAT=		====EDUCATION====			====IDEOLOGY====		
	TOTAL	URBAN	SUB-URBAN	RURAL	MEN	WOMEN	BLACK	HIS.	SINGL WOMEN	MARR WOM	HIGH SCHL.	SOME COLL.	COLL+	CONS.	MOD.	LIB.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
TOTAL	1413	451	568	364	482	474	166	209	415	309	464	478	471	539	444	317
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted Total	1413	487	566	338	539	556	106	141	386	346	312	328	768	545	431	342
Should be able to	707	313	258	122	251	179	107	130	204	123	221	190	296	258	212	192
	50%	69%	45%	34%	52%	38%	65%	62%	49%	40%	48%	40%	63%	48%	48%	61%
		CD	D		F				J		I		KL			NO
Should not be able to	486	94	212	179	189	183	36	54	124	117	143	218	125	224	160	75
	34%	21%	37%	49%	39%	39%	21%	26%	30%	38%	31%	46%	27%	42%	36%	24%
			B	BC					i			KM		P	P	
Not sure	220	44	99	62	42	112	23	25	87	70	100	70	50	57	72	50
	16%	10%	17%	17%	9%	24%	14%	12%	21%	23%	22%	15%	11%	11%	16%	16%
			B	B		E					LM	m			N	N

Comparison Groups: BCD/EF/GH/IJ/KLM/NOP  
 Independent Z-Test for Percentages (unpooled proportions)  
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 Lowercase letters indicate significance at the 90% level.

CA2

Which of the following is closest to your views?

	TOTAL	REGION				AGE				GENDER		RACE		INCOME				PARTY			INVESTOR	
		NE	MW	SOUTH	WEST	18-24	25-44	45-64	65+	MALE	FEM.	WHITE	BLACK HISP	UND 30K	30K- 50K	50K- 75K	75K+	DEM	REP	IND	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
BASE: Should be able to receive compensation	707 100%	141 100%	124 100%	254 100%	188 100%	102 100%	318 100%	189 100%	97 100%	378 100%	329 100%	430 100%	237 100%	184 100%	133 100%	98 100%	276 100%	314 100%	168 100%	161 100%	315 100%	365 100%
Unweighted Total	738	183	116	265	174	60	407	159	110	421	317	542	164	144	106	105	373	345	187	143	415	299
Student athletes should be able to earn money through endorsements, sponsorships, and product licensing agreements that pay for the use of their names...	285 40%	47 33%	63 51% BE	106 42%	69 37%	54 53% G	106 33%	86 45% G	40 41%	156 41%	129 39%	172 40%	100 42%	69 38%	55 42%	44 45%	106 39%	131 42%	65 39%	64 40%	128 40%	140 38%
Student athletes should receive a percentage of the revenues their schools receive from revenues generated by athletics, such as revenue from broadcas.	170 24%	45 32% CD	20 16%	52 20%	53 28% C	13 13%	94 30% FH	38 20%	25 26% F	103 27% k	66 20%	106 25%	55 23%	39 21%	23 17%	23 24%	82 30% no	80 25%	42 25%	31 19%	96 30% v	68 19%
Student athletes should be able to have paid internships or apprenticeships with businesses.	106 15%	17 12%	23 18%	38 15%	28 15%	12 11%	53 17%	30 16%	11 12%	51 14%	54 16%	67 16%	29 12%	30 16%	20 15%	18 18%	39 14%	42 13%	34 20% r	22 14%	44 14%	60 17%
Student athletes should receive salaries from their colleges and universities.	104 15%	24 17%	15 12%	42 17%	23 12%	18 17%	51 16%	22 12%	13 14%	57 15%	47 14%	57 13%	41 17%	25 14%	27 20% p	10 10%	40 15%	47 15%	20 12%	29 18%	41 13%	62 17%
Not Sure	42 6%	9 6% c	3 2%	16 6% C	15 8% C	6 6%	14 5%	14 7%	8 8%	10 3%	33 10% J	28 7%	12 5%	22 12% PQ	8 6%	3 3%	8 3%	16 5%	6 4%	15 9% s	6 2%	35 10% U

Comparison Groups: BCDE/FGHI/JK/LM/NOPQ/RST/UV  
 Independent Z-Test for Percentages (unpooled proportions)  
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 Lowercase letters indicate significance at the 90% level.

CA2

Which of the following is closest to your views?

	====AREA TYPE====				===WHITE===		==BLK/HISP==		==MAR. STAT==		====EDUCATION====			====IDEOLOGY====		
	TOTAL	URBAN	SUB-URBAN	RURAL	MEN	WOMEN	BLACK	HIS.	SINGL WOMEN	MARR WOM	HIGH SCHL.	SOME COLL.	COLL+	CONS.	MOD.	LIB.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
BASE: Should be able to receive compensation	707 100%	313 100%	258 100%	122 100%	251 100%	179 100%	107 100%	130 100%	204 100%	123 100%	221 100%	190 100%	296 100%	258 100%	212 100%	192 100%
Unweighted Total	738	371	245	114	329	213	72	92	173	143	140	128	468	276	211	216
Student athletes should be able to earn money through endorsements, sponsorships, and product licensing agreements that pay for the use of their names...	285 40%	117 38%	112 43%	51 42%	102 41%	70 39%	46 43%	54 41%	87 42%	42 34%	95 43%	84 44% m	106 36%	106 41%	79 37%	85 44%
Student athletes should receive a percentage of the revenues their schools receive from revenues generated by athletics, such as revenue from broadcas.	170 24%	77 25%	66 26%	23 19%	70 28% f	36 20%	22 20%	33 26%	39 19%	25 20%	41 19%	42 22%	87 29% K	58 22%	56 26%	49 25%
Student athletes should be able to have paid internships or apprenticeships with businesses.	106 15%	59 19% Cd	28 11%	14 11%	37 15%	30 17%	14 13%	15 12%	34 17%	20 17%	30 13%	23 12%	53 18% l	46 18% P	34 16%	18 9%
Student athletes should receive salaries from their colleges and universities.	104 15%	49 16%	39 15%	17 14%	32 13%	25 14%	22 21%	19 14%	24 12%	23 19%	28 13%	29 15%	48 16%	40 15%	28 13%	29 15%
Not Sure	42 6%	11 3%	13 5%	18 15% BC	10 4%	19 10% E	4 3%	8 7%	21 10%	12 10%	27 12% M	13 7% M	3 1%	8 3%	15 7% n	11 6%

Comparison Groups: BCD/EF/GH/IJ/KLM/NOP  
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Touchdown Strategies/TechnoMetrica Survey - December 2021, Field 1/6 to 1/8, Sample-1,413 ADULTS, CRED INTERVAL +/- 2.7 PTS, ONLINE Survey

CA3  
Should compensation or sponsorship of college athletes be capped to protect "amateurism" in sports?

	TOTAL	REGION				AGE				GENDER		RACE		INCOME				PARTY			INVESTOR	
		NE	MW	SOUTH	WEST	18-24	25-44	45-64	65+	MALE	FEM.	WHITE	BLACK	UND 30K	30K-50K	50K-75K	75K+	DEM	REP	IND	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
BASE: Should be able to receive compensation	707 100%	141 100%	124 100%	254 100%	188 100%	102 100%	318 100%	189 100%	97 100%	378 100%	329 100%	430 100%	237 100%	184 100%	133 100%	98 100%	276 100%	314 100%	168 100%	161 100%	315 100%	365 100%
Unweighted Total	738	183	116	265	174	60	407	159	110	421	317	542	164	144	106	105	373	345	187	143	415	299
Should	425 60%	95 67% D	73 59%	143 56%	115 61%	45 44%	216 68% FhI	113 59% f	51 53%	267 71% K	159 48%	259 60%	145 61%	95 52%	77 58%	56 57%	193 70% NOP	210 67% T	107 64% T	82 51%	233 74% V	179 49%
Should not	109 15%	18 13%	22 18%	36 14%	32 17%	22 22%	41 13%	28 15%	18 19%	58 15%	51 15%	66 15%	35 15%	31 17%	21 16%	12 13%	44 16%	43 14%	25 15%	28 18%	39 12%	68 19% U
Not sure	173 24%	28 20%	29 23%	75 29% B	41 22%	35 34% G	60 19%	49 26%	28 29% g	53 14%	120 36% J	105 24%	57 24%	58 31% Q	35 26% Q	30 30% Q	39 14%	61 19%	36 21%	50 31% RS	43 14%	118 32% U

Comparison Groups: BCDE/FGHI/JK/LM/NOPQ/RST/UV  
Independent Z-Test for Percentages (unpooled proportions)  
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CA3  
Should compensation or sponsorship of college athletes be capped to protect "amateurism" in sports?

	====AREA TYPE=====				===WHITE===		==BLK/HISP=		==MAR. STAT=		====EDUCATION=====			====IDEOLOGY=====		
	TOTAL	URBAN	SUB-URBAN	RURAL	MEN	WOMEN	BLACK	HIS.	SINGL WOMEN	MARR WOM	HIGH SCHL.	SOME COLL.	COLL+	CONS.	MOD.	LIB.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
BASE: Should be able to receive compensation	707 100%	313 100%	258 100%	122 100%	251 100%	179 100%	107 100%	130 100%	204 100%	123 100%	221 100%	190 100%	296 100%	258 100%	212 100%	192 100%
Unweighted Total	738	371	245	114	329	213	72	92	173	143	140	128	468	276	211	216
Should	425 60%	222 71% CD	129 50%	62 51%	173 69% F	86 48%	60 56%	85 65%	84 41%	73 59% I	112 51%	98 52%	215 73% KL	183 71% OP	106 50%	112 58%
Should not	109 15%	41 13%	54 21% BD	14 11%	40 16%	26 15%	17 16%	18 14%	33 16%	17 14%	31 14%	42 22% KM	36 12%	30 12%	49 23% NP	27 14%
Not sure	173 24%	49 16%	75 29% B	46 38% B	38 15%	67 37% E	30 28%	27 21%	87 43% J	33 27%	78 35% M	50 26% M	45 15%	45 18%	57 27% N	53 28% N

Comparison Groups: BCD/EF/GH/IJ/KLM/NOP  
Independent Z-Test for Percentages (unpooled proportions)  
Uppercase letters indicate significance at the 95% level.  
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CA4

Which of the following is closest to your views?

	TOTAL	REGION				AGE				GENDER		RACE		INCOME				PARTY			INVESTOR	
		NE	MW	SOUTH	WEST	18-24	25-44	45-64	65+	MALE	FEM.	WHITE	BLACK HISP	UND 30K	30K- 50K	50K- 75K	75K+	DEM	REP	IND	YES	NO
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
BASE: Should not be able to receive compensation	486 100%	64 100%	125 100%	193 100%	104 100%	36 100%	84 100%	206 100%	159 100%	239 100%	247 100%	373 100%	89 100%	131 100%	111 100%	127 100%	112 100%	131 100%	177 100%	128 100%	162 100%	302 100%
Unweighted Total	462	77	103	195	87	27	101	161	172	198	264	384	54	111	93	118	132	123	167	121	179	262
Paying college athletes is wrong because it would destroy the amateur nature of college sports.	195 40%	26 40%	54 43%	74 39%	41 39%	3 9%	24 28% F	91 44% FG	76 48% FG	106 44%	89 36%	162 43% M	24 27%	39 30%	53 48% N	55 43% n	47 42% n	46 35%	80 45% t	43 34%	69 43%	120 40%
I can't think of any fair way to determine compensation that doesn't benefit a few select athletes and sports programs at the expense of others.	146 30%	15 23%	41 33%	61 32%	29 28%	11 31%	33 39% H	49 24%	53 33% h	56 23%	90 36% J	118 32%	21 24%	44 34%	27 25%	40 31%	33 29%	37 28%	50 28%	46 36%	44 27%	94 31%
Paying college athletes would help the big sports schools and make it hard for smaller schools to attract athletes and compete.	61 13%	5 9%	19 15%	26 14%	10 10%	14 37% GHI	12 15% I	28 14% I	7 5%	37 15%	25 10%	39 10%	21 24% I	17 13%	14 13%	12 10%	18 16%	18 14%	22 12%	14 11%	29 18% V	31 10%
Paying college athletes would give external special interests influence over players and college football in general.	54 11%	8 12%	7 6%	21 11%	18 18% C	8 23% I	11 13%	26 13% I	9 6%	31 13%	24 10%	33 9%	16 18%	18 14%	10 9%	13 11%	12 11%	17 13%	15 8%	19 15%	16 10%	37 12%
Not Sure	30 6%	10 16% CDE	4 3%	10 5%	5 5%	-	5 5%	12 6%	13 8%	10 4%	20 8% j	21 6%	6 7%	13 10% Q	6 6%	7 6%	2 2%	12 9%	11 6%	6 4%	4 2%	19 6% U

Comparison Groups: BCDE/FGHI/JK/LM/NOPQ/RST/UV  
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CA4

Which of the following is closest to your views?

	====AREA TYPE====				===WHITE===		==BLK/HISP=		==MAR. STAT=		====EDUCATION====			====IDEOLOGY====		
	TOTAL	URBAN	SUB-URBAN	RURAL	MEN	WOMEN	BLACK	HIS.	SINGL WOMEN	MARR WOM	HIGH SCHL.	SOME COLL.	COLL+	CONS.	MOD.	LIB.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
BASE: Should not be able to receive compensation	486 100%	94 100%	212 100%	179 100%	189 100%	183 100%	36 100%	54 100%	124 100%	117 100%	143 100%	218 100%	125 100%	224 100%	160 100%	75 100%
Unweighted Total	462	77	221	162	167	217	20	34	132	128	99	150	213	218	149	72
Paying college athletes is wrong because it would destroy the amateur nature of college sports.	195 40%	35 38%	79 38%	80 45%	84 45%	77 42%	13 38%	11 21%	38 31%	49 42%	67 47% M	85 39%	43 34%	113 50% OP	48 30%	21 28%
I can't think of any fair way to determine compensation that doesn't benefit a few select athletes and sports programs at the expense of others.	146 30%	32 34%	65 31%	47 26%	50 27%	68 37% E	9 26%	12 22%	49 39%	40 34%	36 25%	67 31%	43 34%	57 26%	54 34%	27 36%
Paying college athletes would help the big sports schools and make it hard for smaller schools to attract athletes and compete.	61 13%	14 15%	26 12%	22 12%	27 14% F	12 7%	10 28%	11 21%	14 11%	11 9%	15 10%	23 11%	23 19% KL	24 11%	25 16%	9 11%
Paying college athletes would give external special interests influence over players and college football in general.	54 11%	8 9%	30 14%	16 9%	20 11%	13 7%	2 6%	14 27% G	15 12%	6 5%	10 7%	32 15% K	12 10%	21 9%	19 12%	13 18% n
Not Sure	30 6%	4 5%	11 5%	14 8%	8 4%	13 7%	1 3%	5 10%	8 7%	12 10%	16 11% TM	10 5%	4 3%	10 4%	14 9%	4 6%

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