



POLL MUST BE SOURCED:
HBO Real Sports/Marist Poll*

**Race Impacts Decision Not to Pay College Athletes,
Say More than Three in Ten**

*** Complete Tables for Poll Appended ***

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This HBO Real Sports/Marist Poll Reports:

Despite the money top college men's basketball and football programs generate, college athletes are not paid, and 31% of Americans believe there is some truth to the argument that this is because many student athletes are African American. This includes 4% who believe there is a lot of credence to that claim and 27% who say there is probably some legitimacy to it. 17% report there is not very much truth in it, and a majority -- 53% -- says the argument that race plays into the decision not to pay college athletes is false. Similar proportions of college sports fans share these views.

This HBO Real Sports/Marist Poll has been conducted in conjunction with the Marist College Center for Sports Communication.

"When the majority of revenue generating college athletes are unpaid African-American players and the majority of coaches are often white and well compensated, it almost compels the public to raise the question of race," says Dr. Keith Strudler, Director of The Marist College Center for Sports Communication. "It is a complex issue. While sports often act as a true melting pot, it feels less apparent when financial compensation in college sports doesn't reflect that ideal."

*All references to the survey must be sourced as "HBO Real Sports/Marist Poll"

Race matters. More than six in ten African Americans -- 61% -- think top college athletes are unpaid because many of these athletes are African American. About one-third of Latinos -- 33% -- and one in four whites -- 25% -- agree. Looking at income, Americans who earn less than \$50,000 annually -- 38% -- are more likely to say race factors into the decision to pay college athletes. This compares with 24% of those who make \$50,000 or more. Women -- 34% -- are also more likely than men -- 27% -- to think there is some truth to the argument that race plays a role in determining whether or not college athletes are paid.

Looking at age, adults under thirty years old -- 38% -- are more likely to say there is some accuracy in the claim that top college athletes are not compensated because of race than are residents who are older. 29% of those 30 to 44, 25% of Americans 45 to 59, and 33% of those 60 and older share the view that race is a factor.

Do Americans think college athletes should be paid for their time practicing, travelling, and playing on the team? 67% do not think they should be monetarily compensated. 29% think they should be, and 4% are unsure. The views of college sports fans reflect the opinions of residents, overall.

While more than seven in ten whites -- 72% -- and Latinos -- 71% -- think college athletes should not be paid, a majority of African Americans -- 53% -- believe college athletes should be compensated for their time. Men -- 35% -- are more likely than women -- 24% -- to say student athletes should be paid.

If college athletes were paid a salary, nearly three in four U.S. residents -- 73% -- say it would make no difference in how much they enjoy watching college sports. 23% think it would make watching the games less entertaining while only 4% say it would increase their enjoyment. Among college sports fans, 68% believe it would make no difference in their enjoyment while 27% think it would take something away from the pleasure they get from watching college sports. Five percent think it would increase their enjoyment.

To Unionize or Not to Unionize?

75% of Americans, including the same proportion of college sports fans, think college athletes should not be allowed to join a union since they are not college employees. More than one in five -- 22% -- believes student athletes should be able to join a union so they can receive payments and benefits. Four percent are unsure.

Non-white residents -- 28% -- are more likely to support unionizing by college residents than white residents -- 19%. Nearly eight in ten white residents -- 78% -- compared with 67% of non-white Americans believe college athletes should not be able to join a union.

When it comes to special treatment by local authorities, about two-thirds of adults nationally -- 66% -- think top college athletes receive special treatment by town police in their college

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community. One in four -- 25% -- reports student athletes are treated the same as their fellow students, and 9% are unsure. Similar proportions of college sports fans share these views.

Overemphasis Placed on College Sports, Say More than Six in Ten

61% of Americans think college and universities with top men's football and basketball programs put too much emphasis on athletics over academics. 34%, however, say these schools strike a good balance between education and sports. Five percent are unsure. The views of college sports fans reflect those of U.S. residents.

While older Americans are more likely to think colleges put too much emphasis on athletics, majorities in all age groups agree. 54% of those 18 to 29, 59% of residents 30 to 44, 61% of Americans 45 to 59, and 67% of those 60 and older say too much importance is put on sports. Regardless of region, at least a majority of adults say colleges prioritize athletics over academics. However, those in the Northeast -- 63%, Midwest -- 63%, and South -- 61% -- are slightly more likely than those in the West -- 55% -- to believe this to be the case.

What is more important to Americans? Most -- 90% -- care more about the academic reputation of their local colleges and universities. Just 7% are more concerned with the athletic success of their local schools, and 3% are unsure.

Bracket Bragging Rights?

While 85% of Americans do not fill out a March Madness bracket, 15% say they do. Of residents who fill out a bracket, most -- 91% -- do so just for fun. Five percent fill out a bracket both for fun and for money. Three percent play for the money, and 1% is unsure.

Not surprisingly, college sports fans are more likely to try to predict the winner of the NCAA Men's College basketball tournament. 22% of college sports fans say they put together a bracket while 78% don't participate.

Income matters. More than one in five Americans who earn \$50,000 or more -- 21% -- fills out a bracket. This compares with only 8% who make less annually. Men -- 23% -- are more than three times as likely as women -- 7% -- to make their picks.

Do Americans bet on college sports? 88% of residents report they have not placed a wager on college sports in the past year. 12%, however, say they have. College sports fans are slightly more likely to bet on college sports. 17% of fans have done so in the past year while 83% have not.

And, when it comes to the number of college sports fans, about two-thirds of Americans -- 66% -- say they follow college sports at least a little bit. This includes 12% who watch these

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sports a great deal, 18% who follow them a good amount, and 36% who catch a small amount of the games. 34% do not follow college sports at all.

About Keith Strudler, Ph.D.

Keith Strudler, Ph.D., is the director for the Marist College Center for Sports Communication. Dr. Strudler founded Marist's popular concentration in sports communication in 2002, now one of the nation's largest in the discipline. He studies and teaches in the areas of sports media, sports and society, and sports reporting and information. Dr. Strudler also writes weekly sports commentary for WAMC, an NPR radio station in Albany, NY.

How the Survey was Conducted

Nature of the Sample: HBO Real Sports/Marist National Poll of 1,197 Adults

This survey of 1,197 adults was conducted February 4th through February 9th, 2014 by The Marist Poll sponsored in partnership with HBO Real Sports. It was done in conjunction with The Marist College Center for Sports Communication. Adults 18 years of age and older residing in the continental United States were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Respondents in the household were selected by asking for the youngest male. Results are statistically significant within ± 2.8 percentage points. There are 792 college sports fans. The results for this subset are statistically significant within ± 3.5 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

		National Adults	College Sports Fans
		Col %	Col %
National Adults		100%	
College Sports Fans		66%	100%
Gender	Men	49%	55%
	Women	51%	45%
Age	Under 45	42%	40%
	45 or older	58%	60%
Age	18 to 29	23%	22%
	30 to 44	20%	18%
	45 to 59	31%	32%
	60 or older	27%	28%
Race	White	70%	72%
	African American	11%	12%
	Latino	12%	11%
	Other	6%	5%
Region	Northeast	18%	17%
	Midwest	22%	23%
	South	37%	39%
	West	23%	21%
Household Income	Less than \$50,000	49%	47%
	\$50,000 or more	51%	53%
Education	Not college graduate	60%	58%
	College graduate	40%	42%
Interview Type	Landline	60%	60%
	Cell phone	40%	40%

HBO Real Sports/Marist Poll National Adults. Interviews conducted February 4th through February 9th, 2014, n=1197 MOE +/- 2.8 percentage points. National College Sports Fans: N=792 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults			
		Some people say that student athletes in the top college and university men's football and basketball programs are not getting paid despite the money these programs make because many of the student athletes are African American. Do you think there is a lot of truth to that, probably some, not very much, or no truth to that at all?			
		A lot of truth	Probably some	Not very much	No truth at all
		Row %	Row %	Row %	Row %
National Adults		4%	27%	17%	53%
College Sports Fans		4%	25%	17%	54%
Region	Northeast	5%	26%	19%	50%
	Midwest	2%	31%	12%	55%
	South	5%	24%	17%	55%
	West	4%	27%	18%	51%
Household Income	Less than \$50,000	4%	34%	14%	47%
	\$50,000 or more	4%	20%	18%	58%
Education	Not college graduate	5%	31%	17%	47%
	College graduate	2%	20%	16%	61%
Age	Under 45	4%	30%	21%	45%
	45 or older	4%	25%	13%	58%
Age	18 to 29	4%	34%	23%	39%
	30 to 44	4%	25%	20%	51%
	45 to 59	3%	22%	12%	63%
	60 or older	5%	28%	15%	52%
Race	White	2%	23%	16%	59%
	African American	13%	48%	14%	26%
	Latino	3%	30%	21%	46%
Gender	Men	4%	23%	16%	57%
	Women	4%	30%	17%	48%
Interview Type	Landline	3%	26%	15%	56%
	Cell phone	5%	28%	19%	47%

HBO Real Sports/Marist Poll National Adults: Interviews conducted February 4th through February 9th, 2014, n=1197 MOE +/- 2.8 percentage points.

National College Sports Fans: n=792 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		Top college and university men's football and basketball programs bring in a lot of money to their schools from television, merchandising, endorsements, and alumni support. Do you think student athletes in these programs:		
		Should be paid for the hours they are required to spend practicing, travelling, and playing on the team	Should not be paid given the value of their athletic scholarship and a chance to earn a college degree	Unsure
		Row %	Row %	Row %
National Adults		29%	67%	4%
College Sports Fans		29%	68%	3%
Region	Northeast	27%	69%	4%
	Midwest	28%	70%	2%
	South	28%	68%	4%
	West	34%	62%	4%
Household Income	Less than \$50,000	32%	63%	5%
	\$50,000 or more	28%	70%	2%
Education	Not college graduate	30%	66%	3%
	College graduate	28%	69%	3%
Age	Under 45	35%	61%	4%
	45 or older	25%	72%	3%
Age	18 to 29	34%	63%	2%
	30 to 44	36%	59%	5%
	45 to 59	25%	74%	2%
	60 or older	25%	70%	5%
Race	White	25%	72%	3%
	African American	53%	43%	4%
	Latino	27%	71%	2%
Gender	Men	35%	62%	3%
	Women	24%	73%	4%
Interview Type	Landline	26%	70%	3%
	Cell phone	33%	63%	4%

HBO Real Sports/Marist Poll National Adults: Interviews conducted February 4th through February 9th, 2014, n=1197 MOE +/- 2.8 percentage points.

National College Sports Fans: n=792 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		If student athletes in the top college and university men's sports programs were paid a salary, would you enjoy watching college sports more, enjoy watching them less, or would it not make any difference in how much you enjoy watching college sports?		
		Enjoy watching more	Enjoy watching less	No difference
		Row %	Row %	Row %
National Adults		4%	23%	73%
College Sports Fans		5%	27%	68%
Region	Northeast	2%	21%	77%
	Midwest	5%	30%	65%
	South	5%	21%	74%
	West	4%	21%	75%
Household Income	Less than \$50,000	8%	18%	74%
	\$50,000 or more	0%	28%	72%
Education	Not college graduate	5%	18%	76%
	College graduate	3%	28%	69%
Age	Under 45	6%	22%	72%
	45 or older	3%	24%	73%
Age	18 to 29	8%	19%	73%
	30 to 44	4%	24%	72%
	45 to 59	3%	23%	73%
	60 or older	2%	25%	73%
Race	White	1%	26%	72%
	Non-white	10%	16%	75%
Gender	Men	6%	24%	70%
	Women	3%	21%	76%
Interview Type	Landline	3%	22%	74%
	Cell phone	5%	23%	72%

HBO Real Sports/Marist Poll National Adults Split Sample: Interviews conducted February 4th through February 9th, 2014, n=558 MOE +/- 4.1 percentage points.

National College Sports Fans Split Sample: n=390 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		Which comes closer to your view:		
		College athletes should be able to join a union so they can receive payments and benefits	College athletes should not be able to join a union since they are not employees of the college	Unsure
		Row %	Row %	Row %
National Adults		22%	75%	4%
College Sports Fans		23%	75%	2%
Region	Northeast	25%	73%	2%
	Midwest	16%	82%	2%
	South	23%	71%	5%
	West	22%	73%	4%
Household Income	Less than \$50,000	24%	71%	5%
	\$50,000 or more	20%	79%	2%
Education	Not college graduate	24%	73%	3%
	College graduate	17%	78%	5%
Age	Under 45	27%	69%	4%
	45 or older	17%	79%	4%
Age	18 to 29	30%	66%	4%
	30 to 44	23%	73%	4%
	45 to 59	17%	82%	1%
	60 or older	17%	76%	7%
Race	White	19%	78%	3%
	Non-white	28%	67%	5%
Gender	Men	26%	72%	2%
	Women	17%	77%	5%
Interview Type	Landline	17%	79%	5%
	Cell phone	29%	68%	3%

HBO Real Sports/Marist Poll National Adults Split Sample: Interviews conducted February 4th through February 9th, 2014, n=639 MOE +/- 3.9 percentage points.

National College Sports Fans Split Sample: n=402 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		Do you think student athletes in the top college and university men's football and basketball programs are:		
		Treated the same by town police in those college communities as other students from their college or university	Given special treatment by town police in those college communities	Unsure
		Row %	Row %	Row %
National Adults		25%	66%	9%
College Sports Fans		26%	68%	6%
Region	Northeast	27%	62%	11%
	Midwest	27%	64%	8%
	South	23%	70%	7%
	West	24%	67%	10%
Household Income	Less than \$50,000	26%	66%	7%
	\$50,000 or more	24%	68%	8%
Education	Not college graduate	25%	68%	7%
	College graduate	26%	64%	10%
Age	Under 45	29%	63%	7%
	45 or older	22%	70%	9%
Age	18 to 29	28%	67%	5%
	30 to 44	31%	59%	10%
	45 to 59	23%	71%	6%
	60 or older	20%	68%	12%
Race	White	24%	66%	10%
	African American	29%	67%	4%
	Latino	25%	70%	6%
Gender	Men	23%	70%	7%
	Women	27%	63%	10%
Interview Type	Landline	26%	66%	8%
	Cell phone	24%	67%	9%

HBO Real Sports/Marist Poll National Adults: Interviews conducted February 4th through February 9th, 2014, n=1197 MOE +/- 2.8 percentage points.

National College Sports Fans: n=792 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		Do you think colleges and universities with top men's football and basketball programs:		
		Place too much emphasis on athletics over academics	Strike a good balance between athletics and academics	Unsure
		Row %	Row %	Row %
National Adults		61%	34%	5%
College Sports Fans		59%	37%	4%
Region	Northeast	63%	32%	5%
	Midwest	63%	33%	5%
	South	61%	34%	5%
	West	55%	39%	6%
Household Income	Less than \$50,000	58%	37%	6%
	\$50,000 or more	62%	34%	4%
Education	Not college graduate	61%	35%	4%
	College graduate	61%	33%	6%
Age	Under 45	56%	39%	5%
	45 or older	64%	32%	4%
Age	18 to 29	54%	44%	2%
	30 to 44	59%	33%	8%
	45 to 59	61%	36%	4%
	60 or older	67%	27%	5%
Race	White	60%	34%	5%
	African American	61%	36%	3%
	Latino	63%	33%	3%
Gender	Men	61%	34%	5%
	Women	60%	35%	5%
Interview Type	Landline	62%	34%	4%
	Cell phone	58%	36%	6%

HBO Real Sports/Marist Poll National Adults: Interviews conducted February 4th through February 9th, 2014, n=1197 MOE +/- 2.8 percentage points.

National College Sports Fans: n=792 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults		
		For you personally, do you care more about:		
		The athletic success of the colleges or universities in your region	The academic reputation of the colleges or universities in your region	Unsure
		Row %	Row %	Row %
National Adults		7%	90%	3%
College Sports Fans		8%	90%	2%
Region	Northeast	2%	96%	2%
	Midwest	5%	92%	3%
	South	8%	89%	3%
	West	9%	86%	5%
Household Income	Less than \$50,000	5%	90%	5%
	\$50,000 or more	8%	92%	1%
Education	Not college graduate	7%	88%	5%
	College graduate	6%	94%	0%
Age	Under 45	10%	88%	3%
	45 or older	5%	91%	4%
Age	18 to 29	7%	88%	5%
	30 to 44	12%	88%	0%
	45 to 59	4%	93%	3%
	60 or older	5%	90%	5%
Race	White	6%	92%	2%
	Non-white	9%	85%	6%
Gender	Men	9%	88%	3%
	Women	4%	92%	4%
Interview Type	Landline	7%	91%	3%
	Cell phone	7%	89%	4%

HBO Real Sports/Marist Poll National Adults Split Sample: Interviews conducted February 4th through February 9th, 2014, n=639
MOE +/- 3.9 percentage points.

National College Sports Fans Split Sample: n=402 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults	
		Did you plan to fill out a bracket for March Madness to predict the winner of the NCAA Men's College basketball tournament?	
		Yes	No
		Row %	Row %
National Adults		15%	85%
College Sports Fans		22%	78%
Region	Northeast	15%	85%
	Midwest	17%	83%
	South	15%	85%
	West	11%	89%
Household Income	Less than \$50,000	8%	92%
	\$50,000 or more	21%	79%
Education	Not college graduate	7%	93%
	College graduate	26%	74%
Age	Under 45	18%	82%
	45 or older	13%	87%
Age	18 to 29	14%	86%
	30 to 44	22%	78%
	45 to 59	17%	83%
	60 or older	9%	91%
Race	White	15%	85%
	Non-white	14%	86%
Gender	Men	23%	77%
	Women	7%	93%
Interview Type	Landline	15%	85%
	Cell phone	14%	86%

HBO Real Sports/Marist Poll National Adults Split Sample: Interviews conducted February 4th through February 9th, 2014, n=569 MOE +/- 4.1 percentage points.
 National College Sports Fans Split Sample: n=358 MOE +/- 5.2 percentage points. Totals may not add to 100% due to rounding.

Adults Filling out Bracket				
Will you do so:				
	For the money	Just for fun	Both	Unsure
	Row %	Row %	Row %	Row %
Adults Filling out Bracket	3%	91%	5%	1%

HBO Real Sports/Marist Poll National Adults Filling out a Bracket: Interviews conducted February 4th through February 9th, 2014, n=82 MOE +/- 10.8 percentage points.

HBO Real Sports/Marist Poll National Tables

		National Adults	
		In the past year have you bet on a college sports event such as basketball or football?	
		Yes	No
		Row %	Row %
National Adults		12%	88%
College Sports Fans		17%	83%
Region	Northeast	20%	80%
	Midwest	10%	90%
	South	13%	87%
	West	8%	92%
Household Income	Less than \$50,000	12%	88%
	\$50,000 or more	13%	87%
Education	Not college graduate	10%	90%
	College graduate	13%	87%
Age	Under 45	17%	83%
	45 or older	9%	91%
Age	18 to 29	10%	90%
	30 to 44	24%	76%
	45 to 59	12%	88%
	60 or older	5%	95%
Race	White	9%	91%
	Non-white	19%	81%
Gender	Men	13%	87%
	Women	11%	89%
Interview Type	Landline	9%	91%
	Cell phone	17%	83%

HBO Real Sports/Marist Poll National Adults Split Sample: Interviews conducted February 4th through February 9th, 2014, n=628 MOE +/- 3.9 percentage points.
 National College Sports Fans Split Sample: n=434 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults			
		Do you watch or follow college sports:			
		A great deal	A good amount	A little	Not at all
		Row %	Row %	Row %	Row %
National Adults		12%	18%	36%	34%
Region	Northeast	6%	16%	39%	39%
	Midwest	15%	17%	39%	29%
	South	15%	20%	35%	30%
	West	10%	17%	34%	40%
Household Income	Less than \$50,000	11%	16%	37%	36%
	\$50,000 or more	13%	20%	37%	30%
Education	Not college graduate	9%	16%	38%	37%
	College graduate	16%	20%	35%	29%
Age	Under 45	12%	21%	30%	37%
	45 or older	12%	16%	41%	31%
Age	18 to 29	15%	22%	26%	36%
	30 to 44	9%	19%	34%	39%
	45 to 59	12%	18%	39%	31%
	60 or older	13%	14%	43%	31%
Race	White	13%	17%	38%	32%
	African American	19%	22%	30%	29%
	Latino	5%	21%	34%	40%
Gender	Men	16%	20%	38%	26%
	Women	9%	16%	35%	41%
Interview Type	Landline	13%	15%	38%	34%
	Cell phone	11%	22%	34%	33%

HBO Real Sports/Marist Poll National Adults: Interviews conducted February 4th through February 9th, 2014, n=1197 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.