

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.