

How the Survey was Conducted

Nature of the Sample: HBO Real Sports/Marist Poll of 1,253 National Adults

This survey of 1,253 adults was conducted March 1st through March 4th, 2015 by The Marist Poll sponsored in partnership with HBO Real Sports and The Marist College Center for Sports Communication. Adults 18 years of age and older residing in the continental United States were interviewed in English 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. Respondents in the household were selected by asking for the youngest male. 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. Results are statistically significant within ± 2.8 percentage points. There are 838 college sports fans. The results for this subset are statistically significant within ± 3.4 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	College Sports Fans
		Col %	Col %
National Adults		100%	
College Sports Fans		70%	100%
Gender	Men	49%	53%
	Women	51%	47%
Age	Under 45	46%	46%
	45 or older	54%	54%
Age	18 to 29	23%	22%
	30 to 44	23%	24%
	45 to 59	26%	26%
	60 or older	28%	28%
Race	White	67%	69%
	African American	11%	11%
	Latino	14%	13%
	Other	7%	7%
Region	Northeast	18%	15%
	Midwest	22%	23%
	South	37%	41%
	West	23%	22%
Household Income	Less than \$50,000	50%	44%
	\$50,000 or more	50%	56%
Education	Not college graduate	59%	56%
	College graduate	41%	44%
Interview Type	Landline	50%	49%
	Cell phone	50%	51%

HBO Real Sports/Marist Poll National Adults: Interviews conducted March 1st through March 4th, 2015, n=1253 MOE +/- 2.8 percentage points. National College Sports Fans: n=838 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults				
		Do you strongly support, support, oppose, or strongly oppose allowing college athletes to major and receive a degree in the sport in which they play?				
		Strongly support	Support	Oppose	Strongly oppose	Unsure
		Row %	Row %	Row %	Row %	Row %
National Adults		14%	35%	28%	17%	6%
College Sports Fans		13%	36%	28%	17%	5%
Region	Northeast	18%	29%	27%	17%	10%
	Midwest	14%	43%	24%	15%	3%
	South	14%	34%	26%	20%	7%
	West	9%	35%	36%	16%	5%
Household Income	Less than \$50,000	15%	42%	23%	13%	6%
	\$50,000 or more	11%	31%	32%	21%	4%
Education	Not college graduate	18%	37%	26%	14%	6%
	College graduate	7%	32%	31%	24%	7%
Age	Under 45	16%	42%	24%	15%	4%
	45 or older	12%	30%	31%	19%	8%
Age	18 to 29	19%	41%	21%	16%	3%
	30 to 44	14%	42%	26%	13%	5%
	45 to 59	13%	28%	29%	24%	6%
	60 or older	10%	32%	33%	15%	9%
Race	White	9%	34%	32%	18%	6%
	African American	37%	32%	17%	10%	4%
	Latino	14%	43%	22%	16%	5%
Gender	Men	14%	37%	26%	17%	5%
	Women	13%	33%	30%	17%	7%
Interview Type	Landline	11%	31%	32%	19%	7%
	Cell phone	16%	39%	23%	16%	5%

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HBO Real Sports/Marist Poll National Tables

		National Adults				
		Do you strongly support, support, oppose, or strongly oppose providing health insurance to athletes after they graduate college for long-term medical problems that are a result of injuries they got playing college sports?				
		Strongly support	Support	Oppose	Strongly oppose	Unsure
		Row %	Row %	Row %	Row %	Row %
National Adults		21%	35%	28%	12%	4%
College Sports Fans		22%	33%	30%	12%	3%
Region	Northeast	21%	40%	25%	9%	5%
	Midwest	23%	35%	33%	7%	2%
	South	24%	29%	29%	15%	4%
	West	15%	41%	24%	13%	7%
Household Income	Less than \$50,000	25%	37%	25%	9%	3%
	\$50,000 or more	18%	35%	31%	13%	3%
Education	Not college graduate	24%	36%	27%	9%	4%
	College graduate	17%	35%	29%	15%	4%
Age	Under 45	26%	40%	23%	8%	3%
	45 or older	17%	31%	33%	14%	5%
Age	18 to 29	30%	45%	17%	4%	4%
	30 to 44	23%	35%	29%	11%	3%
	45 to 59	18%	31%	30%	18%	2%
	60 or older	15%	32%	35%	11%	7%
Race	White	15%	37%	33%	12%	4%
	African American	49%	27%	11%	5%	8%
	Latino	27%	40%	22%	8%	3%
Gender	Men	24%	35%	26%	11%	4%
	Women	19%	35%	29%	12%	5%
Interview Type	Landline	15%	33%	33%	15%	5%
	Cell phone	28%	38%	23%	8%	4%

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HBO Real Sports/Marist Poll National Tables

		National Adults			
		Which statement comes closer to your view about top college and university athletes:			
		They are more likely than non-athletes to commit acts of sexual assault	They are no more likely that non-athletes to commit acts of sexual assault, but they are more likely to be accused	They are no more likely than non-athletes to commit acts of sexual assault or be accused	Unsure
		Row %	Row %	Row %	Row %
National Adults		15%	32%	46%	8%
College Sports Fans		14%	33%	47%	6%
Region	Northeast	14%	29%	50%	7%
	Midwest	11%	35%	43%	10%
	South	17%	33%	43%	7%
	West	15%	28%	49%	8%
Household Income	Less than \$50,000	12%	34%	46%	7%
	\$50,000 or more	16%	32%	46%	6%
Education	Not college graduate	14%	32%	45%	9%
	College graduate	16%	33%	45%	6%
Age	Under 45	12%	34%	49%	5%
	45 or older	16%	30%	43%	11%
Age	18 to 29	14%	33%	46%	7%
	30 to 44	11%	34%	53%	3%
	45 to 59	18%	33%	43%	6%
	60 or older	15%	28%	42%	15%
Race	White	14%	32%	47%	7%
	African American	13%	38%	33%	15%
	Latino	16%	34%	44%	5%
Gender	Men	16%	32%	45%	7%
	Women	13%	31%	46%	9%
Interview Type	Landline	17%	28%	45%	10%
	Cell phone	12%	35%	46%	6%

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HBO Real Sports/Marist Poll National Tables

		National Adults			
		Do you think top college and university athletes are treated more harshly, less harshly, or about the same as non-athletes who commit a sexual assault at college?			
		More harshly than non-athletes	Less harshly	About the same as non-athletes	Unsure
		Row %	Row %	Row %	Row %
National Adults		22%	36%	33%	8%
College Sports Fans		25%	39%	32%	5%
Region	Northeast	27%	32%	32%	9%
	Midwest	17%	36%	36%	11%
	South	27%	37%	30%	6%
	West	17%	37%	37%	8%
Household Income	Less than \$50,000	23%	32%	36%	8%
	\$50,000 or more	23%	41%	29%	7%
Education	Not college graduate	22%	33%	35%	9%
	College graduate	22%	42%	29%	7%
Age	Under 45	25%	35%	33%	6%
	45 or older	21%	37%	33%	9%
Age	18 to 29	26%	36%	31%	6%
	30 to 44	25%	33%	36%	6%
	45 to 59	23%	42%	28%	7%
	60 or older	18%	32%	38%	11%
Race	White	20%	40%	32%	8%
	African American	32%	19%	43%	6%
	Latino	28%	26%	39%	8%
Gender	Men	25%	33%	33%	9%
	Women	20%	39%	33%	8%
Interview Type	Landline	18%	36%	37%	9%
	Cell phone	27%	36%	30%	8%

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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		33%	65%	2%
College Sports Fans		34%	65%	1%
Region	Northeast	26%	71%	3%
	Midwest	34%	64%	2%
	South	37%	61%	2%
	West	30%	67%	3%
Household Income	Less than \$50,000	33%	64%	3%
	\$50,000 or more	30%	68%	1%
Education	Not college graduate	33%	65%	3%
	College graduate	33%	65%	2%
Age	Under 45	35%	64%	1%
	45 or older	31%	65%	4%
Age	18 to 29	41%	58%	0%
	30 to 44	29%	70%	1%
	45 to 59	31%	68%	2%
	60 or older	32%	63%	5%
Race	White	26%	71%	3%
	African American	59%	38%	3%
	Latino	42%	57%	1%
Gender	Men	38%	60%	2%
	Women	28%	69%	3%
Interview Type	Landline	28%	68%	4%
	Cell phone	37%	62%	1%

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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		14%	16%	40%	30%
Region	Northeast	6%	14%	39%	41%
	Midwest	15%	21%	36%	28%
	South	19%	18%	40%	24%
	West	10%	10%	45%	35%
Household Income	Less than \$50,000	11%	13%	39%	37%
	\$50,000 or more	17%	19%	41%	23%
Education	Not college graduate	12%	14%	40%	34%
	College graduate	15%	18%	41%	25%
Age	Under 45	13%	18%	40%	30%
	45 or older	15%	15%	40%	31%
Age	18 to 29	13%	16%	40%	31%
	30 to 44	12%	19%	40%	28%
	45 to 59	15%	13%	40%	32%
	60 or older	15%	16%	40%	30%
Race	White	15%	16%	41%	29%
	African American	12%	17%	41%	30%
	Latino	15%	11%	37%	37%
Gender	Men	17%	17%	42%	25%
	Women	11%	15%	38%	36%
Interview Type	Landline	13%	14%	40%	32%
	Cell phone	14%	18%	39%	28%

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