

How the Survey was Conducted

Nature of the Sample: Marist Poll with the Center for Sports Communication at Marist College of 1,264 National Adults

This survey of 1,264 adults was conducted February 15th through February 21st, 2022 by the Marist Poll in partnership with the Center for Sports Communication at Marist College. Adults 18 years of age and older residing in the United States were contacted on landline or mobile numbers and interviewed by telephone using live interviewers. Survey questions were available in English or Spanish. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from Dynata. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. The samples were then combined and balanced to reflect the 2019 American Community Survey 1-year estimates for age, gender, income, race, and region. Assistance was provided by Luce Research for data collection. Results are statistically significant within ± 3.5 percentage points. There are 707 sports fans. The results for this subset are statistically significant within ± 4.6 percentage points. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	Sports Fans
		Column %	Column %
National Adults		100%	
Sports Fans		58%	100%
Gender	Men	49%	56%
	Women	51%	44%
Age	Under 45	46%	48%
	45 or older	54%	52%
Age	18 to 29	21%	21%
	30 to 44	25%	27%
	45 to 59	24%	24%
	60 or older	29%	28%
Generation	Gen Z/Millennials (18-40)	38%	40%
	Gen X (41-56)	25%	27%
	Baby Boomers (57-75)	24%	22%
	Silent-Greatest (Over 75)	12%	11%
Race/Ethnicity	White	60%	58%
	Black	11%	14%
	Latino	16%	16%
	Other	13%	12%
Region	Northeast	17%	16%
	Midwest	21%	21%
	South	38%	39%
	West	24%	24%
Household Income	Less than \$50,000	39%	34%
	\$50,000 or more	61%	66%
Education	Not college graduate	59%	54%
	College graduate	41%	46%
National Registered Voters		85%	89%
Party Identification	Democrat	34%	31%
	Republican	27%	29%
	Independent	37%	37%
	Other	2%	3%
Interview Type	Landline	38%	33%
	Cell phone	62%	67%

Marist Poll National Adults. Interviews conducted February 15th through February 21st, 2022, n=1,264 MOE +/- 3.5 percentage points. National Sports Fans: n=707 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

How to Read Banners

'Banners' are a simple way to display tabular data. The following provides an explanation of how to read the banners.

1. Thinking of the entire table as a grid of cells, each cell contains a number. This number gives the *percentage* of respondents in a column in each cell.
2. Columns read vertically down the page.
3. The column headings present the people, or subgroup, each column represents. They are each noted with a letter.
4. The remaining rows present the column percentages for each valid response category to a question.
5. The banners include notations for statistical significance testing between columns. Each column is labeled with letters. If a capital letter is below a percent, it notes that this percent is statistically different at the 95% confidence level from the percent of the lettered column. If a lowercase letter is below a percent, it notes this percent is statistically different at the 90% confidence level from the percent of the lettered column. For example, in the table below, the 63% in column C is statistically different from the 32% in column D at a 95% confidence level. Adults under the age of 45 are statistically more likely than adults 45 or older to say colleges should pay their athletes.
6. Please note totals may not add to 100% due to rounding.

		Age			
		National Adults (A)	Sports Fans (B)	Under 45 (C)	45 or older (D)
		Column %	Column %	Column %	Column %
PAYCOLAT1. Do you think colleges should pay their athletes?	Yes	46%	51%	63% D	32%
	No	49%	46%	35%	60% C
	Vol: Unsure	5%	3%	2%	8% C

Marist Poll/Center for Sports Communication Banner of Adults

Description: National Adults: N=1,264; MOE +/- 3.5 percentage points

Field Dates: February 15th through February 21st, 2022

				Age		Age			
		National Adults	Sports Fans	Under 45	45 or older	18 to 29	30 to 44	45 to 59	60 or older
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
		Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %
PAYCOLAT1. Do you think colleges should pay their athletes?	Yes	46%	51%	63% D	32% C	70% FGH	57% GH	36% h	29%
	No	49%	46%	35% C	60% C	29%	41% E	60% EF	60% EF
	Vol: Unsure	5%	3%	2%	8% C	1%	2%	4% E	10% EFG
PCLAWSP1. If college athletes receive salaries, should that apply to:	Athletes in all sports	66%	68%	69% D	63% C	74% FGH	66%	66%	61%
	Only sports that bring in significant revenue to the college	25%	26%	28% D	22% C	25%	30% H	25%	20%
	Vol: Unsure	9%	7%	3%	14% C	1%	4% E	9% EF	18% EFG
PCANIL1. Do you think college athletes should or should not be paid when their name, image, or likeness is used in video games or to sell merchandise?	Should be paid	74%	75%	87% D	63% C	91% FGH	83% GH	72% H	55%
	Should not be paid	22%	21%	12% C	31% C	8%	15% E	24% EF	36% EFG
	Vol: Unsure	4%	3%	1%	7% C	1%	2%	3% E	9% EFG
VEGASBT1. Have you ever placed a bet on professional or college sports games including a friendly wager, filling out a bracket, or participating in an office pool?	Yes	36%	49%	39%	35%	35%	42% eH	41% H	29%
	No	63%	51%	61%	65%	64%	58%	59%	70% FG
	Vol: Unsure	<1%	<1%	0%	0%	1%	0%	0%	0%
CSGMBCHT1. Do you think gambling on college sports encourages athletes to cheat, or not?	Yes, encourages athletes to cheat	45%	39%	42% C	48% C	46% f	39%	46% f	50% F
	No, does not	45%	52%	53% D	38% C	50% H	55% GH	43% H	34%
	Vol: Unsure	10%	8%	5%	14% C	4%	6% EF	10% EF	16% EFG
SPTSFANS1. Do you consider yourself to be a sports fan, or not?	Yes	58%	100%	60%	56%	58%	62% h	58%	54%
	No	42%	0%	40%	43%	42%	38%	42%	45% f
	Vol: Unsure	<1%	0%	0%	0%	0%	0%	0%	0%

Marist Poll/Center for Sports Communication Banner of Adults

Description: National Adults: N=1,264; MOE +/- 3.5 percentage points

Field Dates: February 15th through February 21st, 2022

		Generation					Gender		Race/Ethnicity		
		National Adults (A)	Gen Z/ Millennials (18-40) (I)	Gen X (41-56) (J)	Baby Boomers (57-75) (K)	Silent/ Greatest (Over 75) (L)	Men (M)	Women (N)	White (O)	Black (P)	Latino (Q)
		Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %
PAYCOLAT1. Do you think colleges should pay their athletes?	Yes	46%	67% JKL	42% KL	30%	26%	54% N	39%	34%	69% O	69% O
	No	49%	32%	54% I	64% IJ	58% I	42%	56% M	60% PQ	25%	30%
	Vol: Unsure	5%	1%	4% I	6% I	16% IJK	4%	6%	6% Q	5% Q	1%
PCLAWSP1. If college athletes receive salaries, should that apply to:	Athletes in all sports	66%	69% L	68% L	66% L	56%	64%	68%	63%	73% O	70% o
	Only sports that bring in significant revenue to the college	25%	29% KL	25%	21%	19%	28% N	22%	27%	23%	24%
	Vol: Unsure	9%	3%	7% I	13% IJ	25% IJK	7%	11% M	10% Pq	4%	6%
PCANIL1. Do you think college athletes should or should not be paid when their name, image, or likeness is used in video games or to sell merchandise?	Should be paid	74%	90% JKL	76% KL	62% L	44%	77% N	70%	68%	87% O	84% O
	Should not be paid	22%	9%	22% I	31% IJ	43% IJK	20%	24% m	26% PQ	10%	16%
	Vol: Unsure	4%	1%	2% I	7% IJ	14% IJK	3%	5% m	5% Q	3% Q	0%
VEGASBT1. Have you ever placed a bet on professional or college sports games including a friendly wager, filling out a bracket, or participating in an office pool?	Yes	36%	37% L	44% ikL	36% L	22%	48% N	25%	37%	30%	44% oP
	No	63%	62%	56% j	64% j	78% IJK	52%	74% M	63% q	70% Q	56%
	Vol: Unsure	<1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
CSGMBCHT1. Do you think gambling on college sports encourages athletes to cheat, or not?	Yes, encourages athletes to cheat	45%	42%	48%	45%	52% I	44%	47%	44%	45%	50% o
	No, does not	45%	53% JKL	43% L	41% L	29%	50% N	40%	44%	47%	47%
	Vol: Unsure	10%	5% I	9% I	13% I	18% IJ	6% M	13% M	12% Q	9% Q	2%
SPTSFANS1. Do you consider yourself to be a sports fan, or not?	Yes	58%	60% K	63% K	52%	55%	66% N	50%	55%	69% Oq	58%
	No	42%	40%	37% iJ	47% iJ	44%	34% M	50% M	44% P	31%	42% p
	Vol: Unsure	<1%	0%	0%	0%	1%	0%	0%	0%	0%	0%

Marist Poll/Center for Sports Communication Banner of Adults

Description: National Adults: N=1,264; MOE +/- 3.5 percentage points

Field Dates: February 15th through February 21st, 2022

		Region					National Registered Voters (V)	Party Identification		
		National Adults (A)	Northeast (R)	Midwest (S)	South (T)	West (U)		Democrat (W)	Republican (X)	Independent (Y)
		Column %	Column %	Column %	Column %	Column %		Column %	Column %	Column %
PAYCOLAT1. Do you think colleges should pay their athletes?	Yes	46%	49% S	35%	48% S	52% S	45%	53% X	28%	48% X
	No	49%	47%	58% RTU	48%	43%	50%	42%	65% WY	48%
	Vol: Unsure	5%	4%	7% t	4%	5%	5%	5%	7%	4%
PCLAWSP1. If college athletes receive salaries, should that apply to:	Athletes in all sports	66%	62%	60%	72% RSU	65%	66%	74% XY	66% Y	58%
	Only sports that bring in significant revenue to the college	25%	26% t	31% T	20%	28% T	25%	18%	26% W	32% W
	Vol: Unsure	9%	12%	9%	8%	8%	9%	8%	7%	10%
PCANIL1. Do you think college athletes should or should not be paid when their name, image, or likeness is used in video games or to sell merchandise?	Should be paid	74%	71%	71%	73%	78% Rs	74%	81% X	60%	77% X
	Should not be paid	22%	25% U	25% U	23% U	17%	22%	15%	36% WY	19%
	Vol: Unsure	4%	5%	4%	4%	5%	4%	4%	4%	3%
VEGASBT1. Have you ever placed a bet on professional or college sports games including a friendly wager, filling out a bracket, or participating in an office pool?	Yes	36%	41% u	37%	36%	33%	38%	35%	39%	41%
	No	63%	58%	63%	64%	66% r	62%	65%	61%	59%
	Vol: Unsure	<1%	1% t	0%	0%	0%	0%	0%	0%	0%
CSGMBCHT1. Do you think gambling on college sports encourages athletes to cheat, or not?	Yes, encourages athletes to cheat	45%	48%	41%	48% S	43%	46%	42%	53% WY	45%
	No, does not	45%	43%	49% T	41%	47%	44%	49% X	37%	46% X
	Vol: Unsure	10%	9%	10%	10%	10%	10%	10%	10%	9%
SPTSFANS1. Do you consider yourself to be a sports fan, or not?	Yes	58%	56%	59%	58%	58%	60%	55%	64% W	61% w
	No	42%	44%	41%	42%	42%	40%	45% Xy	36%	38%
	Vol: Unsure	<1%	0%	0%	0%	0%	0%	0%	0%	1%

Marist Poll/Center for Sports Communication Banner of Sports Fans

Description: National Sports Fans: N=707; MOE +/- 4.6 percentage points

Field Dates: February 15th through February 21st, 2022

		Age						
		Age			Generation			
		Sports Fans (A)	Under 45 (B)	45 or older (C)	Gen Z/ Millennials (18-40) (D)	Gen X (41-56) (E)	Baby Boomers (57-75) (F)	Silent/Greatest (Over 75) (G)
Column %	Column %	Column %	Column %	Column %	Column %	Column %		
PAYCOLAT1. Do you think colleges should pay their athletes?	Yes	51%	67% C	36% C	70% EFG	48% FG	33% F	28% G
	No	46%	32% B	58% B	30% D	48% DE	63% DE	59% D
	Vol: Unsure	3%	1% B	6% B	0% D	3% D	4% D	13% DEF
PCLAWSP1. If college athletes receive salaries, should that apply to:	Athletes in all sports	68%	70%	66%	69%	71%	66%	64%
	Only sports that bring in significant revenue to the college	26%	29% C	22% C	31% FG	26% g	20% G	15% G
	Vol: Unsure	7%	0% B	13% B	0% D	4% D	14% DE	22% DE
PCANIL1. Do you think college athletes should or should not be paid when their name, image, or likeness is used in video games or to sell merchandise?	Should be paid	75%	89% C	62% C	91% EFG	77% FG	62% G	40% G
	Should not be paid	21%	10% B	32% B	8% D	22% D	31% De	49% DEF
	Vol: Unsure	3%	0% B	6% B	1% D	1% D	7% DE	11% DE
VEGASBT1. Have you ever placed a bet on professional or college sports games including a friendly wager, filling out a bracket, or participating in an office pool?	Yes	49%	51%	47%	49% G	55% G	50% G	33% G
	No	51%	49%	53%	51% DEF	45% DEF	50% DEF	67% DEF
	Vol: Unsure	<1%	0%	0%	0%	0%	0%	0%
CSGMBCHT1. Do you think gambling on college sports encourages athletes to cheat, or not?	Yes, encourages athletes to cheat	39%	37%	41%	37%	39%	42%	45%
	No, does not	52%	60% C	46% C	60% FG	53% G	46% G	36% G
	Vol: Unsure	8%	3% B	13% B	3% D	8% D	12% D	18% DE

Marist Poll/Center for Sports Communication Banner of Sports Fans

Description: National Sports Fans: N=707; MOE +/- 4.6 percentage points

Field Dates: February 15th through February 21st, 2022

		Gender		Race/Ethnicity		Region				
		Sports Fans (A)	Men (H)	Women (I)	White (J)	Non-white (K)	Northeast (L)	Midwest (M)	South (N)	West (O)
		Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %	Column %
PAYCOLAT1. Do you think colleges should pay their athletes?	Yes	51%	59% I	41%	37%	70% J	54% M	41%	53% M	56% M
	No	46%	37%	56% H	58% K	28%	42%	57% LNO	45%	40%
	Vol: Unsure	3%	4%	3%	4%	2%	5%	2%	3%	5%
PCLAWSP1. If college athletes receive salaries, should that apply to:	Athletes in all sports	68%	67%	69%	65%	73% J	64%	62%	74% IMo	65%
	Only sports that bring in significant revenue to the college	26%	28% i	22%	27%	24%	27% n	34% N	19%	28% N
	Vol: Unsure	7%	5%	9% h	8% K	3%	8%	4%	7%	6%
PCANIL1. Do you think college athletes should or should not be paid when their name, image, or likeness is used in video games or to sell merchandise?	Should be paid	75%	79% I	70%	69%	86% J	78%	75%	74%	77%
	Should not be paid	21%	18%	25% H	27% K	12%	19%	22%	24%	18%
	Vol: Unsure	3%	3%	5%	4% k	2%	3%	3%	3%	5%
VEGASBT1. Have you ever placed a bet on professional or college sports games including a friendly wager, filling out a bracket, or participating in an office pool?	Yes	49%	61% I	34%	50%	46%	50%	53%	48%	45%
	No	51%	39%	66% H	50%	54%	50%	47%	51%	55%
	Vol: Unsure	<1%	0%	0%	0%	0%	0%	0%	0%	0%
CSGMBCHT1. Do you think gambling on college sports encourages athletes to cheat, or not?	Yes, encourages athletes to cheat	39%	38%	41%	37%	41%	40%	35%	42%	37%
	No, does not	52%	57% I	46%	51%	55%	52%	59% N	49%	54%
	Vol: Unsure	8%	5%	13% H	12% K	4%	8%	6%	9%	9%

Marist Poll/Center for Sports Communication Banner of Sports Fans

Description: National Sports Fans: N=707; MOE +/- 4.6 percentage points

Field Dates: February 15th through February 21st, 2022

		Party Identification				
		Sports Fans (A)	National Registered Voters (P)	Democrat (Q)	Republican (R)	Independent (S)
		Column %	Column %	Column %	Column %	Column %
PAYCOLAT1. Do you think colleges should pay their athletes?	Yes	51%	49%	57% R	31%	55% R
	No	46%	48%	39%	65% QS	42%
	Vol: Unsure	3%	3%	4%	4%	3%
PCLAWSP1. If college athletes receive salaries, should that apply to:	Athletes in all sports	68%	67%	80% RS	63%	58%
	Only sports that bring in significant revenue to the college	26%	26%	14%	30% Q	35% Q
	Vol: Unsure	7%	7%	7%	7%	7%
PCANIL1. Do you think college athletes should or should not be paid when their name, image, or likeness is used in video games or to sell merchandise?	Should be paid	75%	75%	83% R	60%	78% R
	Should not be paid	21%	22%	13%	36% QS	20% q
	Vol: Unsure	3%	3%	4%	4%	2%
VEGASBT1. Have you ever placed a bet on professional or college sports games including a friendly wager, filling out a bracket, or participating in an office pool?	Yes	49%	50%	46%	48%	57% Qr
	No	51%	49%	54% S	52% s	43%
	Vol: Unsure	<1%	0%	0%	0%	0%
CSGMBCHT1. Do you think gambling on college sports encourages athletes to cheat, or not?	Yes, encourages athletes to cheat	39%	39%	32%	48% Q	41% q
	No, does not	52%	53%	59% R	42%	53% R
	Vol: Unsure	8%	9%	9%	10%	6%

Marist Poll/Center for Sports Communication Toplines

Description: National Adults: N=1,264; MOE +/- 3.5 percentage points

National Sports Fans: N=707; MOE +/- 4.6 percentage points

Field Dates: February 15th through February 21st, 2022

		National Adults	Sports Fans
		Column %	Column %
Do you think colleges should pay their athletes?	Yes	46%	51%
	No	49%	46%
	Vol: Unsure	5%	3%
If college athletes receive salaries, should that apply to:	Athletes in all sports	66%	68%
	Only sports that bring in significant revenue to the college	25%	26%
	Vol: Unsure	9%	7%
Do you think college athletes should or should not be paid when their name, image, or likeness is used in video games or to sell merchandise?	Should be paid	74%	75%
	Should not be paid	22%	21%
	Vol: Unsure	4%	3%
Have you ever placed a bet on professional or college sports games including a friendly wager, filling out a bracket, or participating in an office pool?	Yes	36%	49%
	No	63%	51%
	Vol: Unsure	<1%	<1%
Do you think gambling on college sports encourages athletes to cheat, or not?	Yes, encourages athletes to cheat	45%	39%
	No, does not	45%	52%
	Vol: Unsure	10%	8%
Do you consider yourself to be a sports fan, or not?	Yes	58%	100%
	No	42%	0%
	Vol: Unsure	<1%	0%

Marist Poll National Trend

National Adults			
Do you think colleges should pay their athletes?			
	Yes	No	Unsure
	Row %	Row %	Row %
February 2022	46%	49%	5%
January 1938*	30%	56%	14%

Marist Poll National Adults

*Gallup Poll (AIPO) [01/20/1938 - 01/25/1938]

Marist Poll National Trend

National Adults			
If collegiate athletes receive salaries should that apply to athletes in all sports or only sports that bring in significant revenue to the college?			
	Athletes in all sports	Only sports that bring in revenue to the college	Unsure
	Row %	Row %	Row %
February 2022	66%	25%	9%
April 2014*	58%	25%	17%

Marist Poll National Adults

*Seton Hall University. Seton Hall Sports Poll, [04/22/2014 - 04/24/2014]

Marist Poll National Trend

National Adults			
Do you think collegier athletes should or should not be paid when their name, image, or likeness is used in video games or to sell merchandise?			
	Should be paid	Should not be paid	Unsure
	Row %	Row %	Row %
February 2022	74%	22%	4%
August 2017*	66%	24%	10%

Marist Poll National Adults

*Washington Post/UMass Lowell Poll. August 2017

Marist Poll National Trend

National Adults			
Have you ever placed a bet on professional or college sports games including a friendly wager, filling out a bracket, or participating in an office pool?			
	Yes	No	Unsure
	Row %	Row %	Row %
February 2022	36%	63%	<1%
November 2017*	40%	60%	n/a

Marist Poll National Adults

*HBO Real Sports/Marist Poll National Adults. Interviews conducted November 6th through November 9th, 2017

Marist Poll National Trend

National Adults			
Do you think gambling on college sports encourages athletes to cheat, or not?			
	Yes, encourages athletes to cheat	No, does not	Unsure
	Row %	Row %	Row %
February 2022	45%	45%	10%
May 1985*	70%	20%	10%

Marist Poll National Adults

*Media General/Associated Press. Media General/Associated Press Poll: National Poll [05/1/1985 - 05/7/1985]

SPTSFANS1. Marist Poll National Trend

	National Adults
	Sports Fans
	Row %
February 2022	58%
October 2021	51%
March 2021	58%
December 2020	59%
October 2020	57%
December 2016	60%
December 2015	57%
December 2014	60%
December 2013	55%
March 2013	62%
December 2012	60%

Marist Poll National Adults