

Toplines and Crosstabs
2020 University of Massachusetts Amherst National Poll

Field Dates: September 29 – November 2, 2020
Sample: 1,000 Respondents
Margin of Error: 3.8% for all Respondents

Respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling from the full 2019 American Community Survey (ACS) 1-year sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file).

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on voter registration status (from the 2016 Current Population Survey Voter Supplement), 2016 Presidential vote choice, and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

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SHARE IN PROFIT FROM NAME, IMAGE, OR LIKENESS

College athletes should share in the profits that the NCAA and its member colleges and universities earn from the use of their name, image, or likeness in video games and merchandising.

	2020 (N=995)	2018 (N=996)	2016 (N=1,275)	2014 (N=831)
Strongly Support	29%	27%	26%	20%
Somewhat Support	31%	31%	30%	33%
Neither Support nor Oppose	25%	27%	31%	26%
Somewhat Oppose	7%	7%	7%	7%
Strongly Oppose	9%	9%	6%	14%

SHARE IN PROFIT FROM BROADCAST RIGHTS

College athletes should share in the profits that the NCAA and its member colleges and universities earn from the sale of college sports broadcast rights.

	2020 (N=993)	2018 (N=991)	2016 (N=1,273)	2014 (N=819)
Strongly Support	19%	21%	20%	15%
Somewhat Support	28%	25%	27%	29%
Neither Support nor Oppose	29%	32%	35%	30%
Somewhat Oppose	10%	10%	11%	11%
Strongly Oppose	13%	12%	9%	16%

UNIONIZATION

Do you support or oppose allowing college athletes to unionize?

	2020 (N=997)	2018 (N=996)	2016 (N=1,289)	2014 (N=867)
Strongly Support	17%	15%	14%	10%
Somewhat Support	17%	18%	17%	14%
Neither Support nor Oppose	35%	38%	37%	30%
Somewhat Oppose	13%	8%	14%	10%
Strongly Oppose	19%	21%	18%	36%

PAY COLLEGE ATHLETES

Some people believe that college athletes should receive salaries in addition to their scholarships. Others disagree with this position and believe that college athletes should only receive scholarships. Do you agree or disagree that college athletes should receive a salary in addition to their scholarships?

	2020 (N=991)	2018 (N=1,000)	2016 (N=1,304)	2014 (N=913)
Strongly Agree	12%	12%	10%	10%
Somewhat Agree	25%	21%	24%	18%
Neither Agree nor Disagree	25%	27%	26%	23%
Somewhat Disagree	16%	15%	17%	16%
Strongly Disagree	22%	25%	23%	33%

2020 NCAA POLICIES (% SUPPORT)

	Category	Pay College Athletes	All College Athletes to Unionize	Profit- Share in Broadcast Rights	Profit Share in NIL
Gender	Men	44%	37%	53%	64%
	Women	30%	29%	43%	55%
Age	18-29	53%	47%	54%	68%
	30-54	43%	40%	50%	64%
	>55	25%	21%	44%	52%
Education	HS or less	37%	31%	46%	52%
	Some Coll.	37%	28%	42%	59%
	Coll. Deg.	36%	37%	51%	63%
	Postgrad	40%	39%	56%	72%
Income	<\$40k	40%	36%	48%	58%
	\$40k-\$100k	35%	30%	47%	61%
	>100k	45%	41%	58%	67%
Party ID	Dem.	52%	51%	68%	77%
	Rep.	25%	17%	33%	47%
	Ind.	28%	26%	36%	48%
Ideology	Lib	57%	60%	73%	80%
	Mod.	36%	32%	52%	65%
	Cons.	23%	15%	31%	46%
Race	African American	55%	49%	63%	68%
	White	32%	28%	45%	59%