



TOPLINE & METHODOLOGY

Ipsos Protect College Sports Act Poll Topline

Conducted by Ipsos using KnowledgePanel®

A survey of the American general population (ages 18+)

Interview dates: October 2-4, 2026

Number of total interviews: 1,023

Number of interviews, sports fans: 770

Number of interviews, college sports fans: 453

Margin of error: +/- 3.4 percentage points at the 95% confidence level for all respondents

Margin of error: +/- 3.9 percentage points at the 95% confidence level for sports fan respondents

Margin of error: +/- 5.1 percentage points at the 95% confidence level for college sports fan respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire

- Do you consider yourself to be a fan of the following sports?

Yes Summary

	Total (N=1,023)	Sports Fan (N=770)	College Sports Fan (N=453)
Professional football (NFL)	50%	67%	80%
Baseball	38%	51%	61%
College football (NCAA)	37%	49%	81%
Men's basketball (NCAA, NBA)	34%	46%	63%
Boxing	21%	28%	31%
Hockey	21%	28%	35%
Mixed Martial Arts (MMA)	19%	26%	27%
Women's basketball (NCAAW, WNBA)	17%	23%	34%
U.S. or domestic motor racing (e.g., NASCAR, Indy Car)	17%	23%	27%
U.S. soccer (MLS, NWSL)	16%	21%	25%
International soccer (e.g., EPL, La Liga, Bundesliga, etc.)	16%	22%	21%
Tennis	15%	20%	26%
Golf (PGA Tour, LIV Tour, LPGA Tour)	14%	19%	27%
International motor racing (e.g., Formula 1)	12%	16%	17%
Pickleball	6%	8%	10%

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1. Do you consider yourself to be a fan of the following sports? (Continued)

	Total Mar 2026 (N=1,020)	Total Sep 2025 (N=1,037)	Total Feb 2025 (N=1,026)	Total 2024 (N=1,039)	Total 2023 (N=1,035)
Professional football (NFL)	46%	48%	45%	45%	44%
Baseball (MLB)***	33%	36%	34%	31%	31%
College football (NCAA)	32%	34%	32%	30%	29%
Men's basketball (NBA, NCAAM)	31%	30%	29%	N/A	N/A
Hockey	18%	19%	19%	17%	18%
Boxing	18%	16%	14%	14%	12%
Mixed Martial Arts (MMA)	15%	13%	10%	12%	10%
Women's basketball (WNBA, NCAAW, Unrivaled)	14%	14%	15%	N/A	N/A
Golf (PGA Tour, LIV Tour, LPGA Tour)**	14%	14%	14%	13%	11%
U.S. or domestic motor racing (e.g., NASCAR, Indy Car)	14%	N/A	N/A	N/A	N/A
Tennis	12%	16%	13%	14%	12%
International motor racing (e.g., Formula 1)	11%	N/A	N/A	N/A	N/A
U.S. soccer (MLS, NWSL)	10%	14%	12%	9%	N/A
International soccer (i.e., EPL, La Liga, Bundesliga, etc)	8%	13%	12%	10%	N/A
Pickleball	6%	6%	7%	5%	4%
Motor racing	N/A	15%	15%	15%	13%
Professional basketball (NBA, WNBA)*	N/A	N/A	N/A	24%	24%
College basketball (NCAA)	N/A	N/A	N/A	23%	23%
Soccer	N/A	N/A	N/A	N/A	17%

*Note: In 2023, this option was asked as, "Professional basketball (NBA)"; This option was asked in 2023 and 2024, but not in 2025.

**Note: In 2023, this option was asked as, "Golf"

***Note: In February 2025, this option was asked as "Baseball/Softball"

a. Baseball

	Total	Sports Fan	College Sports Fan
Yes	38%	51%	61%
No	60%	48%	39%
Skipped	1%	1%	1%

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1. Do you consider yourself to be a fan of the following sports? *(Continued)*

b. Men's basketball (NCAA, NBA)

	Total	Sports Fan	College Sports Fan
Yes	34%	46%	63%
No	64%	53%	35%
Skipped	2%	1%	1%

c. Women's basketball (NCAAW, WNBA)

	Total	Sports Fan	College Sports Fan
Yes	17%	23%	34%
No	81%	76%	66%
Skipped	2%	1%	*

d. Boxing

	Total	Sports Fan	College Sports Fan
Yes	21%	28%	31%
No	77%	71%	67%
Skipped	2%	1%	1%

e. College football (NCAA)

	Total	Sports Fan	College Sports Fan
Yes	37%	49%	81%
No	62%	50%	19%
Skipped	1%	*	*

f. Professional football (NFL)

	Total	Sports Fan	College Sports Fan
Yes	50%	67%	80%
No	49%	33%	19%
Skipped	1%	*	*

g. Hockey

	Total	Sports Fan	College Sports Fan
Yes	21%	28%	35%
No	78%	72%	65%
Skipped	1%	*	*

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1. Do you consider yourself to be a fan of the following sports? *(Continued)*

h. Mixed Martial Arts (MMA)

	Total	Sports Fan	College Sports Fan
Yes	19%	26%	27%
No	79%	73%	73%
Skipped	1%	1%	*

i. Pickleball

	Total	Sports Fan	College Sports Fan
Yes	6%	8%	10%
No	93%	92%	89%
Skipped	1%	*	*

j. Tennis

	Total	Sports Fan	College Sports Fan
Yes	15%	20%	26%
No	84%	80%	74%
Skipped	1%	*	-

k. Golf (PGA Tour, LIV Tour, LPGA Tour)

	Total	Sports Fan	College Sports Fan
Yes	14%	19%	27%
No	84%	80%	73%
Skipped	1%	*	*

l. U.S. soccer (MLS, NWSL)

	Total	Sports Fan	College Sports Fan
Yes	16%	21%	25%
No	83%	78%	75%
Skipped	2%	1%	1%

m. International soccer (e.g., EPL, La Liga, Bundesliga, etc.)

	Total	Sports Fan	College Sports Fan
Yes	16%	22%	21%
No	82%	78%	78%
Skipped	1%	*	*

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1. Do you consider yourself to be a fan of the following sports? *(Continued)*

n. International motor racing (e.g., Formula 1)

	Total	Sports Fan	College Sports Fan
Yes	12%	16%	17%
No	87%	84%	83%
Skipped	1%	*	*

o. U.S. or domestic motor racing (e.g., NASCAR, Indy Car)

	Total	Sports Fan	College Sports Fan
Yes	17%	23%	27%
No	82%	77%	72%
Skipped	1%	*	*

2. Do you consider yourself to be a fan of college sports?

Base: Selected "Yes" for any item in Q1

	Total (N=770)	Sports Fan (N=770)	College Sports Fan (N=453)
Yes, a big fan	16%	16%	28%
Yes, somewhat of a fan	42%	42%	72%
No, not a fan	42%	42%	-
Skipped	*	*	-
Yes (net)	58%	58%	100%

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3. How familiar, if at all, are you with the following?

Total Familiar Summary

	Total	Sports Fan	College Sports Fan
College athletes being paid for sports-related ventures using their name, image and likeness (NIL)	39%	46%	65%
The transfer portal in college athletics	29%	36%	56%
The House v. NCAA settlement that allows schools to directly pay student-athletes	26%	32%	47%
The "Protect College Sports Act" that the Senate passed on September 28 th , 2026	17%	22%	33%

	Total 2026	Total Oct 2025
The transfer portal in college athletics	29%	26%
The House v. NCAA settlement that allows schools to directly pay student-athletes	26%	30%

a. The "Protect College Sports Act" that the Senate passed on September 28th, 2026

	Total	Sports Fan	College Sports Fan
Very familiar	4%	4%	6%
Somewhat familiar	14%	17%	27%
Heard of, but that's it	23%	25%	31%
Have not heard of this	58%	53%	36%
Skipped	1%	*	1%
<i>Familiar (Net)</i>	<i>17%</i>	<i>22%</i>	<i>33%</i>
<i>Not Familiar (Net)</i>	<i>81%</i>	<i>78%</i>	<i>67%</i>

b. The transfer portal in college athletics

	Total	Sports Fan	College Sports Fan
Very familiar	11%	14%	22%
Somewhat familiar	18%	23%	33%
Heard of, but that's it	20%	21%	23%
Have not heard of this	50%	42%	20%
Skipped	2%	1%	1%
<i>Familiar (Net)</i>	<i>29%</i>	<i>36%</i>	<i>56%</i>
<i>Not Familiar (Net)</i>	<i>70%</i>	<i>63%</i>	<i>43%</i>

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3. How familiar, if at all, are you with the following? (*Continued*)

c. The House v. NCAA settlement that allows schools to directly pay student-athletes

	Total	Sports Fan	College Sports Fan
Very familiar	7%	8%	12%
Somewhat familiar	19%	24%	34%
Heard of, but that's it	26%	27%	30%
Have not heard of this	47%	41%	24%
Skipped	1%	*	*
<i>Familiar (Net)</i>	<i>26%</i>	<i>32%</i>	<i>47%</i>
<i>Not Familiar (Net)</i>	<i>73%</i>	<i>67%</i>	<i>53%</i>

d. College athletes being paid for sports-related ventures using their name, image and likeness (NIL)

	Total	Sports Fan	College Sports Fan
Very familiar	13%	16%	25%
Somewhat familiar	26%	30%	40%
Heard of, but that's it	28%	28%	25%
Have not heard of this	32%	25%	10%
Skipped	1%	*	*
<i>Familiar (Net)</i>	<i>39%</i>	<i>46%</i>	<i>65%</i>
<i>Not Familiar (Net)</i>	<i>60%</i>	<i>53%</i>	<i>35%</i>

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4. Thinking about college athletics, do you think each of the following is a good idea or a bad idea?

Total Good Idea Summary

	Total	Sports Fan	College Sports Fan
Placing a cap on how much money universities are allowed to directly pay athletes	60%	65%	71%
Limiting college athletes to five years of total eligibility in their college athletic career	55%	61%	73%
Requiring universities to cover medical costs for sports-related injuries for up to five years after a college athlete's career ends	52%	55%	61%
Preventing college coaches from leaving their school to take a job at another school during their team's season	44%	49%	56%
Allowing college athletes to be paid money for sports-related business ventures using their name, image and likeness (NIL)	44%	47%	52%
Limiting college athletes to one "free" transfer to another school without penalty	43%	50%	61%
Limiting the size of college athletic conferences, which is a group of schools that primarily compete against each other, to a maximum of 20 teams	31%	35%	45%

a. Limiting college athletes to one "free" transfer to another school without penalty

	Total	Sports Fan	College Sports Fan
Good idea	43%	50%	61%
Bad idea	9%	9%	10%
Not sure	45%	41%	28%
Skipped	2%	1%	1%

b. Limiting college athletes to five years of total eligibility in their college athletic career

	Total	Sports Fan	College Sports Fan
Good idea	55%	61%	73%
Bad idea	7%	7%	8%
Not sure	36%	31%	18%
Skipped	2%	1%	1%

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4. Thinking about college athletics, do you think each of the following is a good idea or a bad idea?
(Continued)

- c. Preventing college coaches from leaving their school to take a job at another school during their team's season

	Total	Sports Fan	College Sports Fan
Good idea	44%	49%	56%
Bad idea	14%	15%	17%
Not sure	40%	35%	26%
Skipped	2%	1%	1%

- d. Placing a cap on how much money universities are allowed to directly pay athletes

	Total	Sports Fan	College Sports Fan
Good idea	60%	65%	71%
Bad idea	7%	8%	10%
Not sure	31%	25%	19%
Skipped	2%	1%	1%

- e. Limiting the size of college athletic conferences, which are groups of schools that primarily compete against each other, to a maximum of 20 teams

	Total	Sports Fan	College Sports Fan
Good idea	31%	35%	45%
Bad idea	8%	9%	11%
Not sure	59%	55%	44%
Skipped	2%	1%	1%

- f. Requiring universities to cover medical costs for sports-related injuries for up to five years after a college athlete's career ends

	Total	Sports Fan	College Sports Fan
Good idea	52%	55%	61%
Bad idea	13%	13%	14%
Not sure	33%	30%	24%
Skipped	2%	2%	1%

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4. Thinking about college athletics, do you think each of the following is a good idea or a bad idea?
(Continued)

- g. Allowing college athletes to be paid money for sports-related business ventures using their name, image and likeness (NIL)

	Total	Sports Fan	College Sports Fan
Good idea	44%	47%	52%
Bad idea	19%	21%	23%
Not sure	35%	30%	24%
Skipped	2%	2%	1%

5. Which of the following statements comes closest to your view, even if neither is exactly right?

	Total	Sports Fan	College Sports Fan
Allowing college athletes to earn money off their name, image and likeness (NIL) has a positive impact on college athletics by ensuring players are fairly compensated	59%	61%	62%
Allowing college athletes to earn money off their name, image and likeness (NIL) is bad for college athletics because it gives certain schools a competitive advantage	35%	35%	35%
Skipped	6%	4%	2%

	Total Sep 2025	Total 2024	Total 2023
Allowing college athletes to earn money off their name, image and likeness (NIL) has a positive impact on college athletics by ensuring players are fairly compensated	60%	61%	57%
Allowing college athletes to earn money off their name, image and likeness (NIL) is bad for college athletics because it gives certain schools a competitive advantage	36%	35%	39%
Skipped	4%	5%	4%

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6. Which of the following statements comes closest to your view, even if neither is exactly right? In governing college athletics...

	Total	Sports Fan	College Sports Fan
The NCAA's primary goal is making as much money as possible	36%	38%	45%
The NCAA's primary goal is preserving college sports and protecting student-athletes	28%	32%	37%
Not sure	34%	29%	18%
Skipped	2%	1%	*



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About the Study

This poll was conducted by Ipsos between October 2-4, 2026, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,023 general population adults aged 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, household income, 2024 vote choice, and political party identification. Political party identification benchmarks are from the 2026 NPORS annual survey. The demographic benchmarks came from the 2025 March supplement of the U.S. Census Bureau's Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- 2024 Vote Choice (Trump, Harris, Another candidate, Did not vote)
- Political Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.4 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.23. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





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