

College Student Football League: *Fan Polling*

**COLLEGE
STUDENT
FOOTBALL
LEAGUE**

Methodology

From August 1st – 8th, 2024, Mercury Analytics – a leading provider of advanced research technologies – fielded an online survey among **1302** self-reported **college football fans** (MoE +/- 2.66).

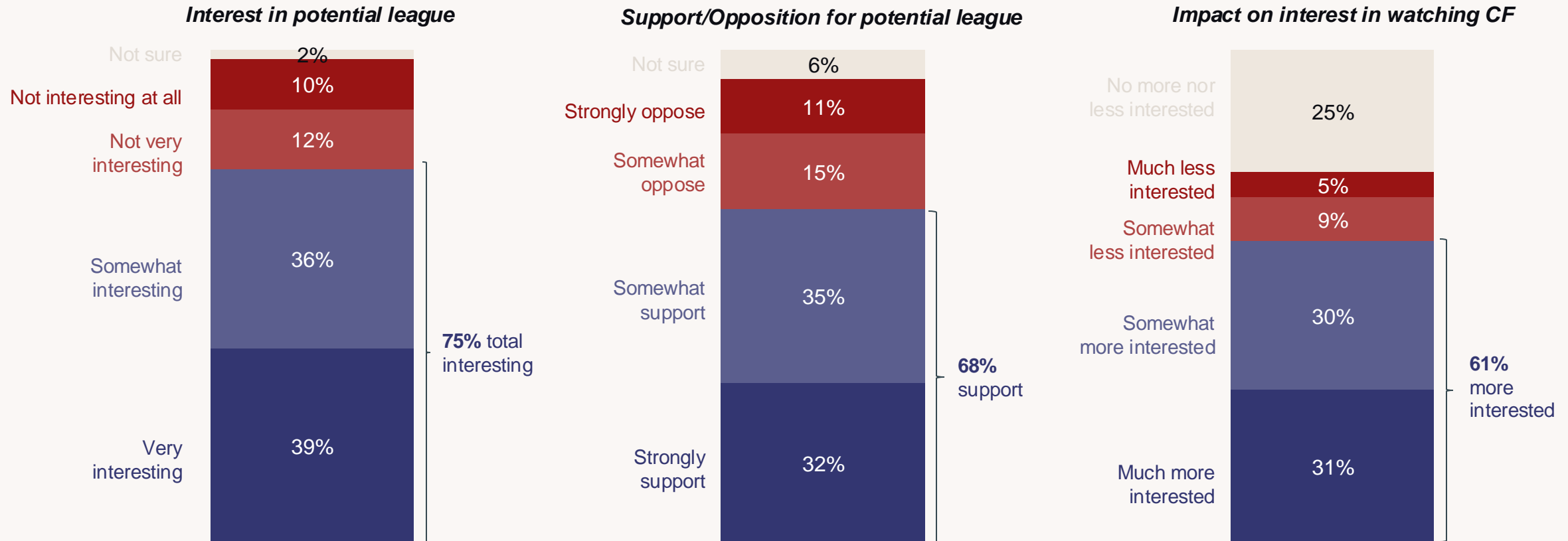
To qualify for this survey, participants must state they are very or somewhat interested in college football.

Key Findings

- Nearly **7-in-10** college football fans (68%) support the new league.
- **3-in-5** fans (61%) say they would be even **more interested** in watching college football with the new league.
- Nearly **7-in-10** of fans (67%) believe the current playoffs end up featuring the same top schools every year. But **over 8-in-10 fans** (85%) are compelled by the new league when they learn playoff spots would be determined by performance, not by a committee.
- **82%** of fans say it is important to them that the league would be designed to keep historic rivalries intact.
- **72%** of fans say college athletes will be better off under this new potential league.
- **83%** of fans say it's important that the new league would ensure colleges and universities have the necessary funding to maintain women's sports and non-revenue-generating sports.

A new league sparks strong interest and support among college football fans.

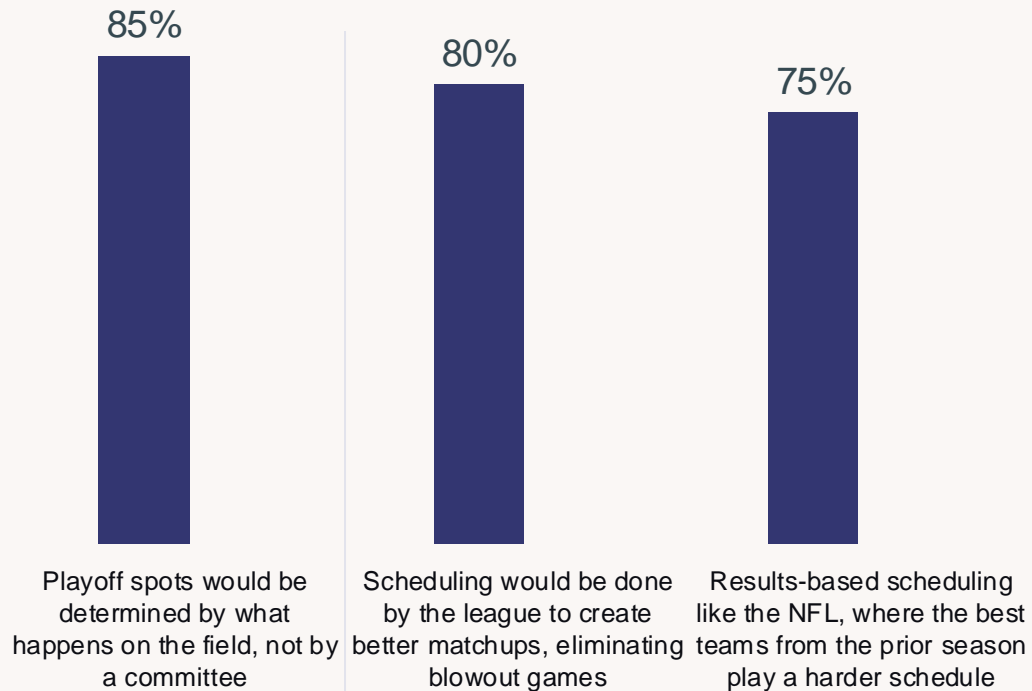
Key Metrics Among College Football Fans



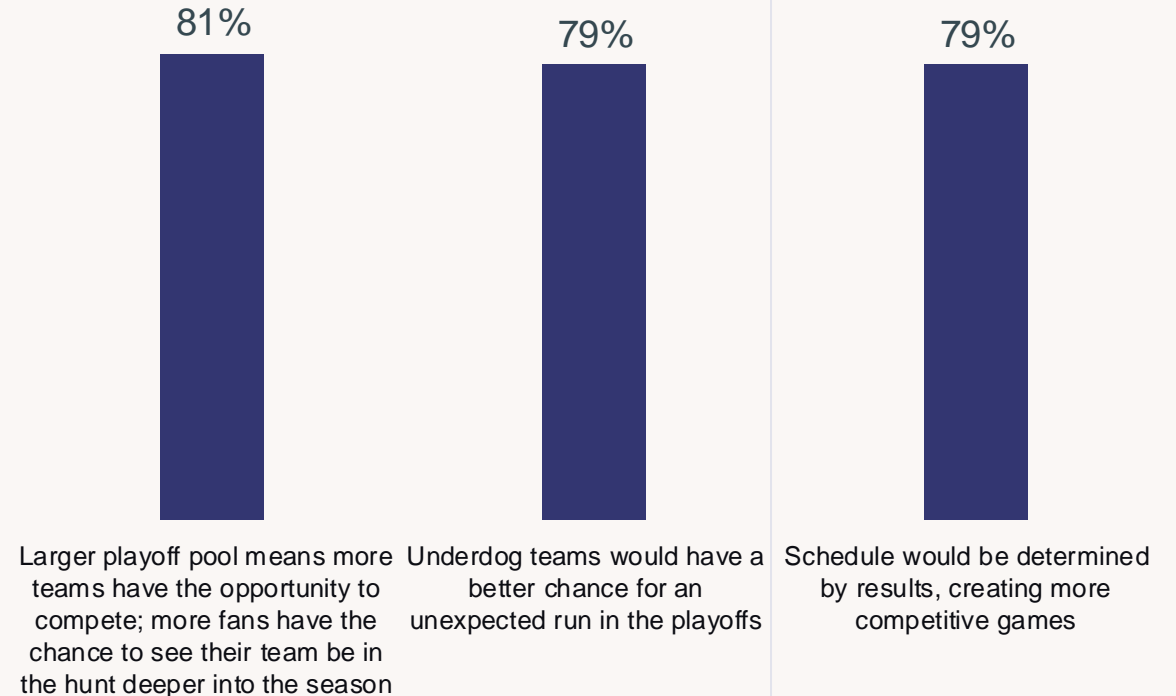
- How interesting does this potential new league sound to you? / Would you say you would support or oppose this potential new league? / Would this potential new league make you any more or less interested in watching more college football than you already do?

Fans especially compelled by aspects of the new league that would make the schedule and playoffs more competitive.

% Find each feature of potential league compelling
Among College Football Fans



% More interested in new league based on potential benefits
Among College Football Fans



- Below is a list of additional features of this potential new league. For each one, please indicate how compelling it makes the potential new league sound to you. / Below is a list of possible benefits of the potential new league. For each one, please indicate if it makes you more or less interested in this potential new league.

And while there's support for paying student athletes, there's also support for installing guardrails for fair practices.

% Find each feature of potential league compelling
Among College Football Fans

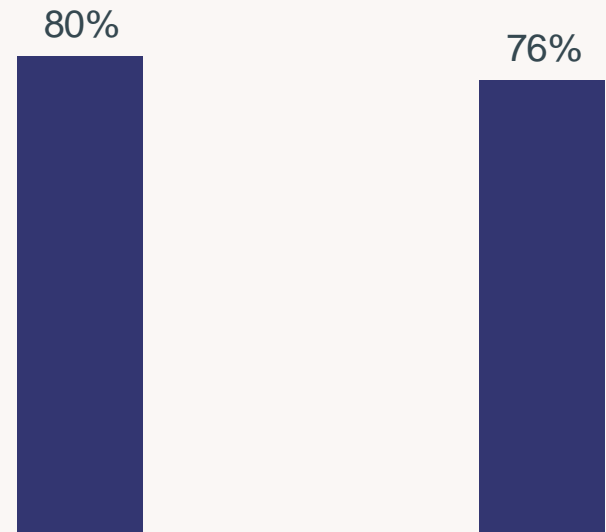
College football fans...

80%

Agree that student-athletes in revenue-generating sports like college football **should be paid for their time and contributions**

81%

Agree that student-athletes in revenue-generating sports like college football **should be given revenue when their NIL is used**



The league would ensure consistent rules and regulations for student revenue, in the form of pay and NIL

A "cap" on NIL and other moneys paid to players so that what teams spend on NIL for players is consist

- Below is a list of additional features of this potential new league. For each one, please indicate how compelling it makes the potential new league sound to you. / Do you agree or disagree that student-athletes in revenue-generating sports like college football should be paid for their time and contributions? Do you agree or disagree that student-athletes in revenue-generating sports like college football should be given revenue when their name, image, or likeness (NIL) is used?

Thank You

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