



Poll: College Athletes Should Be Allowed Compensation

WASHINGTON D.C., May 20, 2021 – A nationwide survey of 1,030 Americans, conducted by the national survey research and polling firm [Cygna](#) on behalf of Fans for Fair Play, which promotes fair compensation and economic opportunities for college athletes, shows substantial nationwide support to allow college athletes to be compensated.

The nationwide Cygna survey, which was conducted May 5 - 9, 2021, revealed not only that 58% of respondents support allowing college athletes to be paid, but that the following forms of payment are most favorable: paid internships/apprenticeships, trust funds received upon graduation, and paid sponsorships/endorsements.

Respondents are particularly likely to support compensation for college athletes once they're told:

- restrictions on college athlete compensation hurts low-income athletes;
- college athletes put their bodies on the line and take substantial risks that could result in career-ending injuries, yet they are denied opportunities to financially benefit from sports;
- the time commitment to their sport makes it difficult to find a job elsewhere; and
- everyone associated with college sports is making money except the players.

More than half of Americans would support a congressional proposal to “allow college athletes to earn compensation from endorsements (such as a Nike product sponsorship), internships and apprenticeships with employers, and let businesses and boosters create trust funds for athletes to be paid when they receive a college degree.”

“The survey shows broad support for college athlete compensation, especially among those who are the most passionate and engaged in college sports—the players, their families, and the fans, which we represent,” said James Davis, co-founder of Fans for Fair Play. “College sports fans respect and admire the players who make the games possible, and we’re ready to help drive common-sense solutions that allow fair compensation.”

“There’s no getting around it—denying college athletes compensation for an activity that takes hours out of their day hits low-income students hardest,” said Brent Buchanan, CEO and Founder of Cygnal. “These athletes put their bodies on the line, risking career-ending injuries. The data shows Americans believe they should be rewarded for what they bring to the school.”

A presentation of the results is available on Fans for Fair Play’s [website](#).

This survey was conducted by [Cygnal](#) May 5 – 9, 2021, with 1,030 U.S. adults. It has a margin of error of $\pm 3.05\%$. Respondents were interviewed via online panel. This survey was weighted to a U.S. adult universe.

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Fans for Fair Play is a nonprofit advocacy group founded to promote fair pay and long-term success for college athletes. It is a coalition of sports fans who believe reforming college athlete compensation is essential to preserving all that’s great about college sports and ensuring athletes are treated fairly for their hard work and sacrifice.

[Cygnal](#) is a forward-thinking survey and predictive analytics firm that is creating the future of opinion research, citizen understanding, and voter targeting. The firm pioneered multi-mode polling, peer-to-peer text collection, and Emotive Analysis. The quality of decisions is determined by the quality of data, and Cygnal is always ranked at the top by organizations like The New York Times and Nate Silver’s FiveThirtyEight. Cygnal’s team has given clients intelligence for action in 47 states and countries on more than 2,100 corporate, public affairs, and political campaigns.