

To: Interested Parties

From: Bob Ward & John Ward, Fabrizio Ward; Matt Hogan, Impact Research

Date: September 9, 2025

Re: Voters Nationwide Want Reforms to College Sports

---

We recently conducted a national survey of 1,200 registered voters on the topic of college sports. What follows are key findings from the research:

- There is broad agreement about college sports both thematically on their importance and at fixes like preserving regional/in-state rivalries and changes in funding mechanisms. There is also broad and intense agreement that women's and Olympic sports should be preserved.
- By a 71% - 8% margin, voters believe reforms are needed to adapt to the changing landscape.
- The four specific reforms each tested extremely well – the best was ensuring those participating remain student athletes not employees (79% - 10%). But 65%+ supported each, showing widespread support for each aspect of the full plan.
- Overall, voters would support the creation of a new national organization with strengthened authority to govern college sports and enact the reforms by a 2:1 margin, 53% - 27%. Majorities of both Trump (52%) and Harris (56%) voters are in support, with support highest among College Sports fans (63% - 25%).
- The framing of creating the new national organization being one that would equally represent the interests of big schools, small schools, women's sports, and men's sports was very popular – 66% - 20% in support of that idea.
- The super league for college football is opposed more than 3:1 – just 18% support vs. 61% in opposition.