Background & Methodology: In anticipation of the 45th anniversary of Title IX, the Women’s Sports Foundation commissioned a national poll about Title IX awareness and support and attitudes and behaviors about girls’ sports participation.

Data was collected between May 18 and May 24. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- n=1,152 nationally representative sample of U.S. adults age 18+
- n=220 over sample of U.S. adults with daughters who play(ed) high school or college sports, for a total of n=278 of these parents, 6% of the population meet this criteria
- For a full description of the sample(s), please see Appendix 1

Sports Participation Among Respondents’ Children

Among Parents with Daughters in High School or Older:

- Have a daughter in high school who currently participates in varsity sports - 8%
- Have a daughter in college who currently participates in varsity sports - 2%
- Have a daughter no longer in school and is age 18+ who participated in HS or college varsity sports - 14%

Parents anticipate their sons to participate in:
- High school intramural sports - 26%
- College club or intramural sports – 19%
- High school varsity sports – 44%
- NCAA varsity sports – 17%

Parents anticipate their daughters to participate in:
- High school intramural sports - 14%
- College club or intramural sports – 14%
- High school varsity sports – 36%
- NCAA varsity sports – 12%

Note: Throughout the deck, statistical significance is denoted in either a blue callout box or is a circle in data tables/charts.
Most U.S. adults (86%) agree that participating in sports promotes leadership and teamwork skills that students might not otherwise have the opportunity to hone in the classroom.

**Agreement with Statement**
Participating in sports promotes leadership and teamwork skills that students may not necessarily be exposed to in the classroom

- **Total U.S. adults**
  - Strongly agree: 86%
  - Agree: 35%
  - Disagree: 51%
  - Strongly disagree: 4%

- **U.S. adults with Daughters who Play(ed) HS/College Sports**
  - Strongly agree: 93%
  - Agree: 48%
  - Disagree: 45%
  - Strongly disagree: 5%

- **U.S. adults with Daughters who do NOT Play(ed) HS/College Sports**
  - Strongly agree: 88%
  - Agree: 36%
  - Disagree: 52%
  - Strongly disagree: 8%

**Additionally:**
Women are more likely than men to say that participating in sports promotes skills students might not be exposed to in the classroom (89% vs. 82%).

Q12. Please tell us how much you agree or disagree with each of the following statements.
Most U.S. adults (87%) agree that sports are as important for girls as they are for boys; yet six in 10 say girls have fewer opportunities to be involved with sports than do boys. Only four in 10 know what steps they could take to help girls become more active in sports.

Among this 60% of U.S. Adults who agree that girls do not have as many opportunities to get involved, only 43% believe they know what steps they could take to help girls become more active in sports.

**ADDITIONALLY:**

Women are more likely than men to believe that sports are as important for girls as boys (92% vs. 81%) and that girls do not have as many opportunities as boys to get involved with sports (63% vs. 56%).

The following groups are more likely than their peers to believe they know the steps to take in order to help girls become more active in sports:

- **Millennials:** 46% vs. older adults: 38%
- **Adults who played HS/college sports:** 48% vs. others: 40%
- **African-Americans, Hispanics in comparison to Caucasians** (61% and 52% respectively vs. 34%).
About six in 10 U.S. adults (61%) approve of using funds to ensure equal athletic opportunities for women, and this increases among parents with daughters who play(ed) sports (71%). Just under six in 10 (57%) approve of Title IX, with only 9% disapproving and 33% saying they are either not sure or don’t know enough to say. Additionally, women are more somewhat more likely than men to approve of Title IX (60% vs. 54%).

Approval of Directing Funds Towards Equal Athletic Opportunities for Women

- Yes, approve of directing new or existing funding towards women’s sports
- No, do not approve of directing new or existing funding towards women’s sports
- Not sure

71% among U.S. adults with Daughters who Play(ed) HS/College Sports

Approval of Title Nine (IX)

- Yes, approve of Title Nine (IX)
- No, do not approve Title Nine (IX)
- Do not know enough about it
- Not sure

16% among U.S. adults with Daughters who Play(ed) HS/College Sports

Q5. Do you approve or disapprove of Title Nine as it is described here? Title Nine (IX) is a federal law that prohibits high schools and colleges that receive federal funds from discriminating on the basis of gender. Title Nine (IX) is most commonly associated with equal opportunities for girls and women in high school and college athletics. Q6. Do you approve or disapprove of directing new or existing funding to ensure equal athletic opportunities and support for women?
Sixty-two percent (62%) of U.S. adults believe that it is important that the Department of Education ensures that Title IX as it applies to sports is enforced. This increases to 68% among those with daughters who play sports, to 68% among women and to 73% among African - Americans.

### Importance of Dept. of Education Enforces Title IX

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>U.S. adults</th>
<th>U.S. adults with Daughters who Play(ed) HS/ College Sports</th>
<th>U.S. Adults with Daughters who do NOT Play(ed) HS/ College Sports</th>
<th>Male</th>
<th>Female</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>All others</th>
</tr>
</thead>
<tbody>
<tr>
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<td>21%</td>
<td>17%</td>
<td>19%</td>
<td>13%</td>
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<td>16%</td>
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<tr>
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<td>19%</td>
<td>18%</td>
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<td>11%</td>
<td>23%</td>
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<tr>
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<td>33%</td>
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<tr>
<td>Very Important</td>
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<td>62%</td>
<td>62%</td>
<td>55%</td>
<td>55%</td>
<td>59%</td>
<td>64%</td>
<td>73%</td>
<td>69%</td>
</tr>
</tbody>
</table>

Q7. The Department of Education is responsible for making sure that schools comply with Title Nine (IX). How important is it to you that the Department of Education ensure that Title Nine (IX), as it applies to sports, is enforced?
A majority of U.S. adults feel that today’s colleges and universities are doing enough to provide equal access to sports opportunities for female students (68%), with slightly more saying the same of their local high schools (75%). At the same time, a majority also say that colleges and high schools provide better support for boy’s sports programs relative to girls (73%). There are no significant differences across subgroups on these measures.
Appendix 1 – Methodology Notes, Demographics & Additional Data
This survey has been conducted using an online interview administered to members of the YouGov panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link.

The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov makes every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

All press releases should contain the following information:

Total sample size was 1,372 adults. Fieldwork was undertaken between May 18 and May 24. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov before use. YouGov requires 48 hours to check a press release unless otherwise agreed.
With 1,152 respondents in the Gen pop and 220 respondents in the Oversample

**General Population Sample Characteristics**

**Gender**
- Male: 49%
- Female: 51%

**Age**
- 18-34: 31%
- 35-54: 31%
- 55+: 39%

**Average Age**: 46.6

**Children**
- Daughter in high school: 7%
- Daughter younger than high school: 11%
- Daughter in college: 5%
- Daughter 18 or older, not in school: 14%
- Son in high school: 6%
- Son younger than high school: 10%
- Son 18 or older, not in school: 3%
- Son in college: 15%
- None of the above: 56%

**Region**
- Northeast (NE): 18%
- Midwest (MW): 21%
- South (S): 37%
- West (W): 24%

**Ethnicity**
- White: 66%
- Black: 12%
- Hispanic: 14%
- Other: 8%

**Marital Status**
- Married: 47%
- Separated: 1%
- Divorced: 10%
- Widowed: 4%
- Single: 36%
- Domestic Partnership: 3%

**Education**
- Did not graduate from high school: 5%
- High school graduate: 38%
- Some college, but no degree: 20%
- 2 year college degree: 11%
- 4 year college degree: 17%
- Postgraduate degree: 9%

**Income**
- Less than $30,000: 31%
- $30,000 - $59,999: 27%
- $60,000 - $99,999: 15%
- $100,000 - $149,999: 8%
- $150,000 or more: 4%

**Language Spoken**
- I speak Spanish primarily: 3%
- I speak both Spanish and English equally: 5%
- I speak English primarily but can speak Spanish: 4%
- I can not speak Spanish: 88%
### U.S. adults with Daughters who Play(ed) HS/College Sports Sample Characteristics

#### GENDER
- **55%** Son in high school
- **45%** Son younger than high school

#### AGE
- **19%** 18-34
- **38%** 35-54
- **44%** 55+

#### REGION
- **21%** NE
- **26%** MW
- **34%** S
- **20%** W

#### Language Spoken
- **3%** I speak Spanish primarily
- **6%** I speak both Spanish and English equally
- **3%** I speak English primarily but can speak Spanish
- **88%** I can not speak Spanish

#### Education
- **Did not graduate from high school** 6%
- **High school graduate** 37%
- **Some college, but no degree** 19%
- **2 year college degree** 10%
- **4-year college degree** 16%
- **Postgraduate degree** 11%

#### Marital Status
- **Married** 62%
- **Separated** 1%
- **Divorced** 15%
- **Widowed** 2%
- **Single** 17%
- **Domestic Partnership** 2%

#### Income
- **Less than $30,000** 22%
- **$30,000 - $59,999** 27%
- **$60,000 - $99,999** 24%
- **$100,000 - $149,999** 11%
- **$150,000 or more** 9%

#### Ethnicity
- **White** 66%
- **Black** 13%
- **Hispanic** 14%
- **Other** 6%
Nearly one-third of U.S. adults have heard of WSF and 10% are very/somewhat familiar with the organization. Almost everyone has heard of the YMCA. Nearly 60% have heard of the President’s Council on Physical Fitness, Sports and Nutrition and around a third have heard of Girls Inc. and National Women’s Law Center.

Q8. How familiar, if at all, are you with each of the following organizations?
U.S. adults with daughters who play(ed) sports are more likely to have heard of almost all organizations. 37% indicate having heard of WSF and 19% say that they are very/somewhat familiar with it.

(Among U.S. adults with Daughters who Play(ed) HS/College Sports)

Q8. How familiar, if at all, are you with each of the following organizations?