

## NCAA SNAP (Student-Athlete Needs, Aspirations and Perspectives) Study February 2026 Survey, Executive Summary

**Overview.** From February 23 to March 2, 2026, NCAA research distributed a 3-minute, confidential survey of Division I student-athletes through the Teamworks platform. Student-athletes were asked about their social media use, their perceptions of betting and sport integrity, their direct experiences with betting-related fan abuse and perceived effects of betting-related fan abuse on their well-being and performance. Survey participation was voluntary, and the data provided to the NCAA were de-identified. The survey was conducted in collaboration with Queensland University of Technology (Australia) and the Massachusetts Institute of Technology. Results from the study will inform NCAA national office and Division I governance committee education efforts and policy-making this school year.

**Survey Response.** All Division I schools were invited to participate in the survey. Most invitations were distributed to campus athletics directors and senior compliance administrators via the Teamworks platform. NCAA Research sent invitations to the 18 Division I member schools not utilizing Teamworks. All Division I faculty athletics representatives and conference commissioners were made aware of the study. In total, 163 schools (45%) agreed to participate. On February 23, nearly 56,000 NCAA student-athletes at participating schools received a push notification about the survey availability and saw it listed under their daily to-dos on the Teamworks app. Among the non-Teamworks users, participating schools were asked to circulate a survey link to their student-athletes.

The survey was open for seven days and responses from 7,493 student-athletes (13% of those receiving the survey link) were received. Women's sports student-athletes comprised 54% of the sample, which was an overrepresentation compared to the [demographics](#) of Division I (47% women's sports athletes).

### Key Findings.

*Social Media.* Overall, student-athletes are highly engaged with social media. Sixty percent reported spending three or more hours on social media on a typical day. On game day, 77% reported checking social media prior to competition and 95% checked social media after their competition. Most student-athletes (80%) reported “never” or “only rarely” communicating with fans via social media. However, one in five reported communicating with fans via social media “sometimes” or “often.”

*Perceptions of Betting and Sports Integrity.* Student-athletes were asked about their awareness of sports betting behaviors related to their competitions as well as their attitudes toward sports betting more generally. In terms of awareness, 84% reported being unaware of betting-related odds on their performance prior to competition, while 9% report being “sometimes” or “often” aware. Awareness was highest among Division I men's basketball and FBS football student-athletes with 22% and 15% reporting that they were “sometimes” or “often” aware, respectively.

In terms of attitudes, over half believe that sports betting contributes to unfair public scrutiny of athletes (52%) and that it undermines the fairness of sport (55%). A majority (65%) believe that when fans target athletes in relation to betting, the spirit of competition is compromised. Additionally, 62% believe that betting-related abuse weakens trust between fans and athletes.

*Direct Experience with Betting-Related Fan Abuse.* A core concern of the NCAA is protecting student-athletes from targeting and abuse by fans who bet on their competitions. To assess the prevalence of these behaviors, student-athletes were asked whether they had ever been directly blamed by fans for betting losses. Five percent reported receiving direct blame by fans for betting losses, with participants in men's sports (7%) experiencing this fan behavior at higher rates than those in women's sports (2%). While rates of receiving direct blame for betting losses were generally low overall, one-third of Division I men's basketball players reported this experience.

Student-athletes were also asked whether they had directly experienced online, verbal, or physical abuse from fans for betting losses. Nine percent reported experiencing any form of abuse for betting losses, with participants in men's sports (13%) reporting this abuse at higher rates than participants in women's sports (5%). While rates of fan abuse for betting losses were low across most sports, almost half of Division I men's basketball players (46%) reported experiencing abuse.

*Perceived Effects of Betting-Related Fan Abuse on Well-being and Performance.* Student-athletes who directly experienced abuse were asked a set of questions about the extent to which they felt it affected their well-being and performance. Of those who directly experienced betting-related abuse, 14% reported feeling increased stress, anxiety, or burnout, and 18% reported a reduction in the enjoyment of playing their sport. Additionally, 13% reported a reduction in focus or concentration during practice or competition, 14% reported a reduction in confidence in their performance, and 11% reported a negative impact on their performance. While participants in men's sports reported experiencing higher levels of direct abuse from fans over betting losses, participants in women's sports were more likely to report negative effects of the abuse they received.

Full results can be found here:

[https://ncaaorg.s3.amazonaws.com/research/snap/2026RES\\_SNAP-FebFullReport.pdf](https://ncaaorg.s3.amazonaws.com/research/snap/2026RES_SNAP-FebFullReport.pdf)