



**NCAA Student-Athlete Needs, Aspirations and Perspectives (SNAP) Study, February 2026 Survey Results**  
March 2026

# NCAA SNAP February 2026 Survey

- ▶ The NCAA partnered with Teamworks to distribute a 3-minute, confidential survey of Division I student-athletes from February 23 to March 2 about social media use, perceptions of betting and sport integrity, direct experience with betting-related fan abuse, and perceived effects of betting-related fan abuse on well-being and performance.
- ▶ Survey participation was voluntary and confidential. Deidentified results shared back with the NCAA ensured the identity of the student was unknown.
- ▶ All active and reclassifying Division I schools were invited to participate. In total, 163 schools agreed to participate (45%).
- ▶ After the opt-in window closed:
  - ▶ The survey was distributed via the Teamworks platform to nearly 56,000 NCAA student-athletes on February 23. NCAA Research shared survey links with 18 additional schools that were not Teamworks users, eight of which shared the link with an unknown number of student-athletes.
  - ▶ 7,493 students from 154 Division I schools took the survey. The estimated response rate was 13%. Women's sports were overrepresented in the sample compared to annually reported Division I demographic rates.
  - ▶ Findings are reported separately for men's and women's sports overall. Subanalyses for specific sports are reported only for questions for which at least 75 student-athletes provided responses.



# Participant Demographics

# Representativeness of Sample

|                                | February 2026<br>SNAP Survey | NCAA DI<br>Demographics |
|--------------------------------|------------------------------|-------------------------|
| <b>Men's Sports Athletes</b>   | <b>46%</b>                   | <b>53%</b>              |
| <b>Women's Sports Athletes</b> | <b>54%</b>                   | <b>47%</b>              |

Note: There were 3,453 men's sports and 4,040 women's sports participants in the full sample.

Sources: NCAA SNAP Study, February 2026, and Division I demographics data extracted from the [NCAA Demographics Database](#) (2025).



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# Response Rates by Conference

| Conference    | N of Schools | Athletes Invited | Athletes Responded | Response Rate |
|---------------|--------------|------------------|--------------------|---------------|
| Big Sky       | 4            | 1,304            | 301                | 23.1%         |
| Summit        | 3            | 1,594            | 364                | 22.8%         |
| OVC           | 6            | 2,053            | 449                | 21.9%         |
| MAAC          | 2            | 465              | 91                 | 19.6%         |
| Big East      | 3            | 563              | 109                | 19.4%         |
| MEAC          | 3            | 769              | 144                | 18.7%         |
| Big South     | 4            | 511              | 92                 | 18.0%         |
| CAA           | 9            | 3,155            | 568                | 18.0%         |
| C-USA         | 6            | 1,730            | 308                | 17.8%         |
| Southland     | 3            | 728              | 125                | 17.2%         |
| ASUN          | 1            | 2,518            | 395                | 15.7%         |
| WAC           | 3            | 1,023            | 159                | 15.5%         |
| Pac-12        | 1            | 403              | 62                 | 15.4%         |
| Horizon       | 6            | 1,051            | 156                | 14.8%         |
| Big 12        | 9            | 4,043            | 571                | 14.1%         |
| MAC           | 6            | 2,454            | 341                | 13.9%         |
| Big West      | 4            | 1,466            | 202                | 13.8%         |
| American East | 8            | 216              | 29                 | 13.4%         |
| Mountain West | 5            | 2,368            | 285                | 12.0%         |
| Big Ten       | 9            | 5,142            | 590                | 11.5%         |
| Sun Belt      | 5            | 2,558            | 290                | 11.3%         |
| SoCon         | 3            | 979              | 109                | 11.1%         |
| ACC           | 8            | 4,295            | 464                | 10.8%         |
| MVC           | 6            | 1,642            | 174                | 10.6%         |
| American      | 8            | 3,171            | 335                | 10.6%         |
| SEC           | 3            | 1,324            | 137                | 10.3%         |
| WCC           | 7            | 2,330            | 228                | 9.8%          |
| SWAC          | 8            | 1,069            | 91                 | 8.5%          |
| Patriot       | 3            | 1,288            | 99                 | 7.7%          |
| A-10          | 4            | 1,995            | 138                | 6.9%          |
| Ivy           | 2            | 1,091            | 73                 | 6.7%          |
| Northeast     | 2            | 296              | 14                 | 4.7%          |

Source: NCAA SNAP Study, February 2026.

Note: Response rates are calculated only for participating Teamworks users. The number of surveys distributed to non-Teamworks users is unknown.

# Number of Participants by Sport

| Men's Sports       | Sample N |
|--------------------|----------|
| Baseball           | 547      |
| Basketball         | 104      |
| Cross Country      | 104      |
| FBS-Football       | 723      |
| FCS-Football       | 880      |
| Golf               | 75       |
| Soccer             | 193      |
| Swim & Dive        | 98       |
| Track & Field      | 438      |
| Other Men's Sports | 291      |

| Women's Sports       | Sample N |
|----------------------|----------|
| Basketball           | 297      |
| Cross Country        | 164      |
| Golf                 | 122      |
| Gymnastics           | 83       |
| Lacrosse             | 194      |
| Rowing               | 307      |
| Soccer               | 540      |
| Softball             | 587      |
| Swim & Dive          | 263      |
| Tennis               | 139      |
| Track & Field        | 588      |
| Volleyball           | 406      |
| Other Women's Sports | 350      |

Source: NCAA SNAP Study, February 2026.

Note: Multisport athletes are counted in their self-reported primary sport.



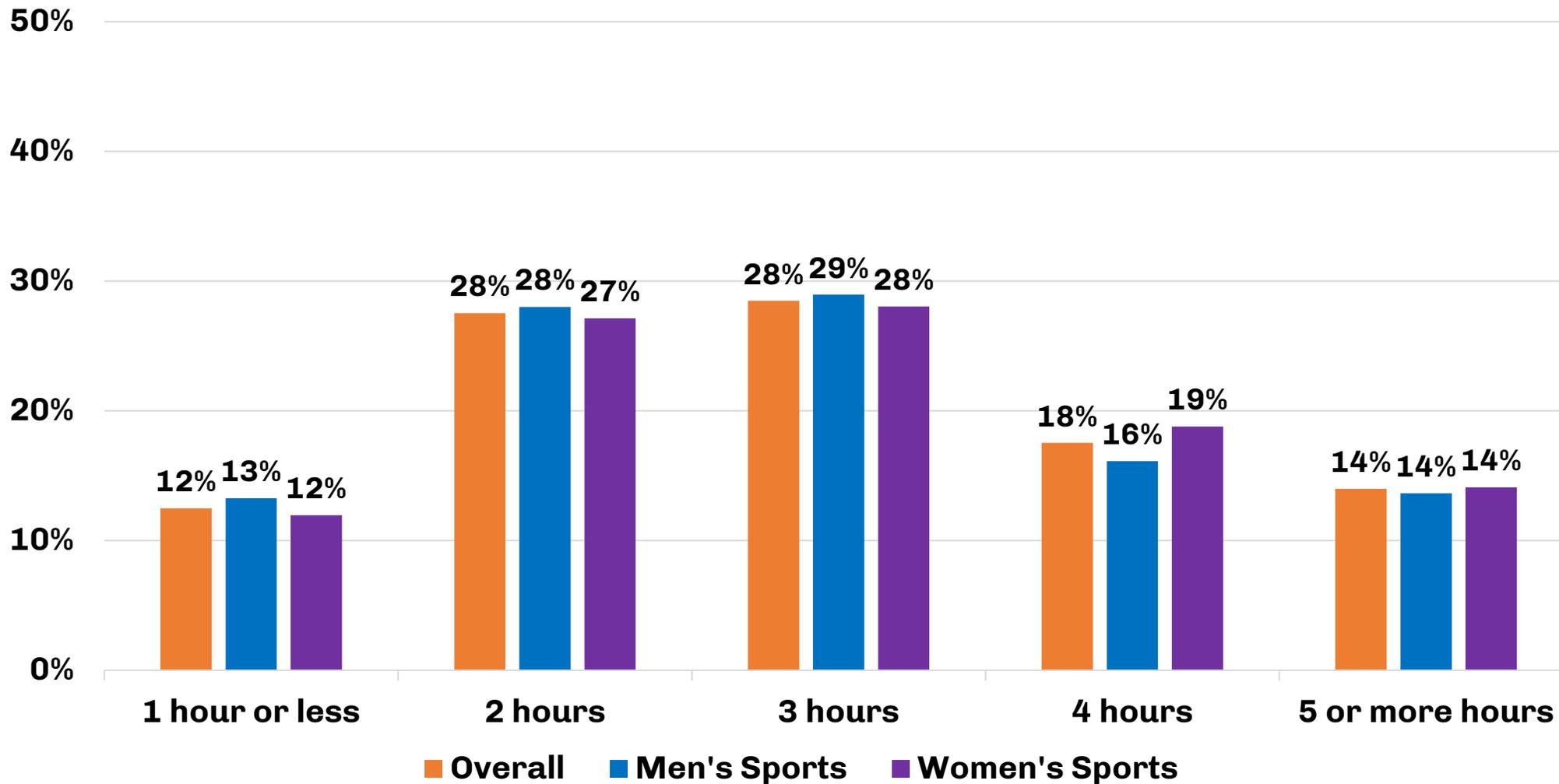
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# Social Media Use

## Key Takeaways on Social Media Use

- ▶ On a typical day, most student-athletes (60%) spend three or more hours on social media.
- ▶ On game day, most student-athletes (77%) check social media prior to their competition and nearly all of them (95%) check social media after their competition.
- ▶ Most student-athletes (80%) report never or only rarely communicating with fans via social media. However, one-in-five student-athletes report communicating with fans via social media sometimes or often.

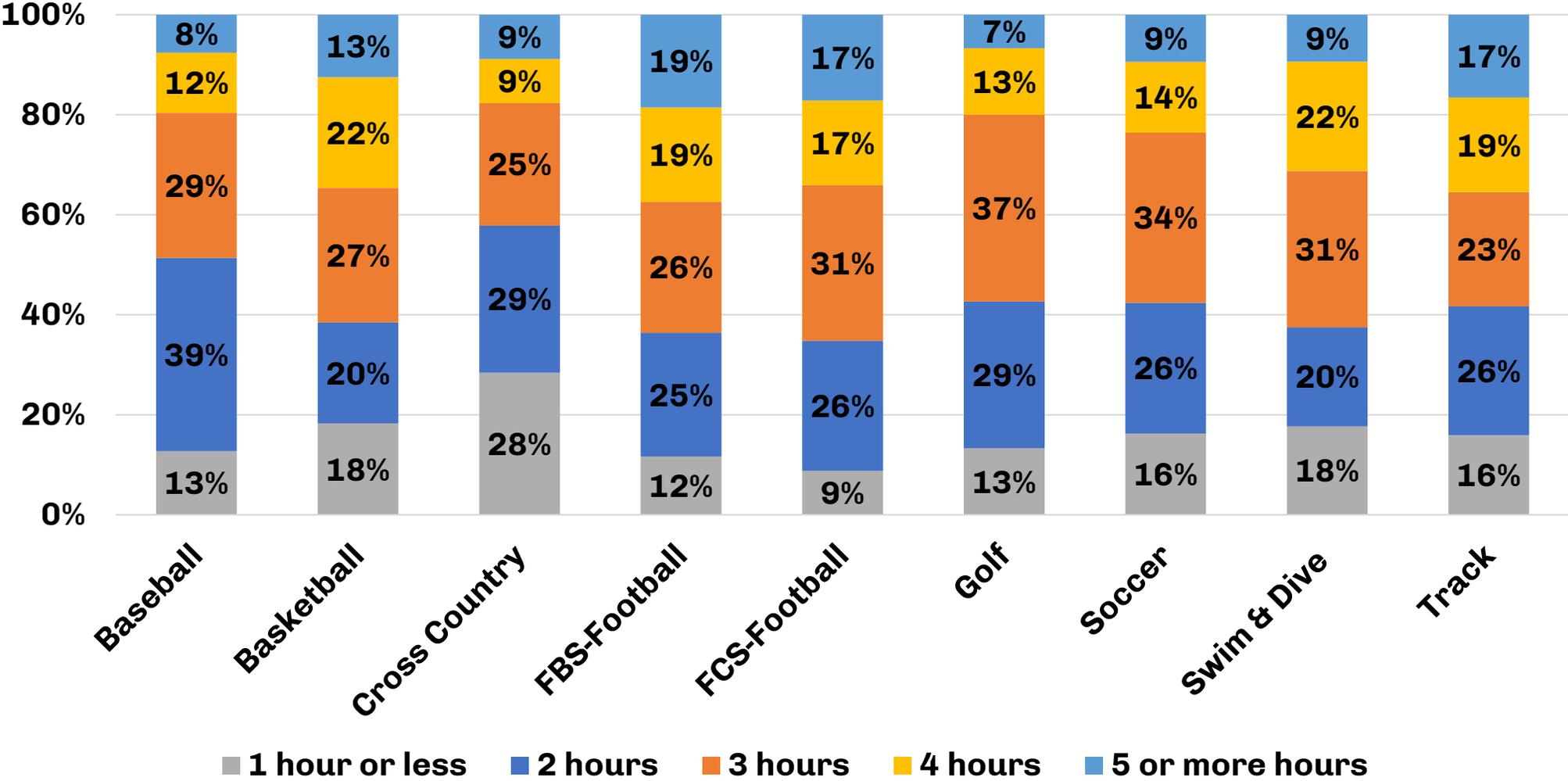
# Hours Spent on Social Media on a Typical Day



Source: NCAA SNAP Study, February 2026.

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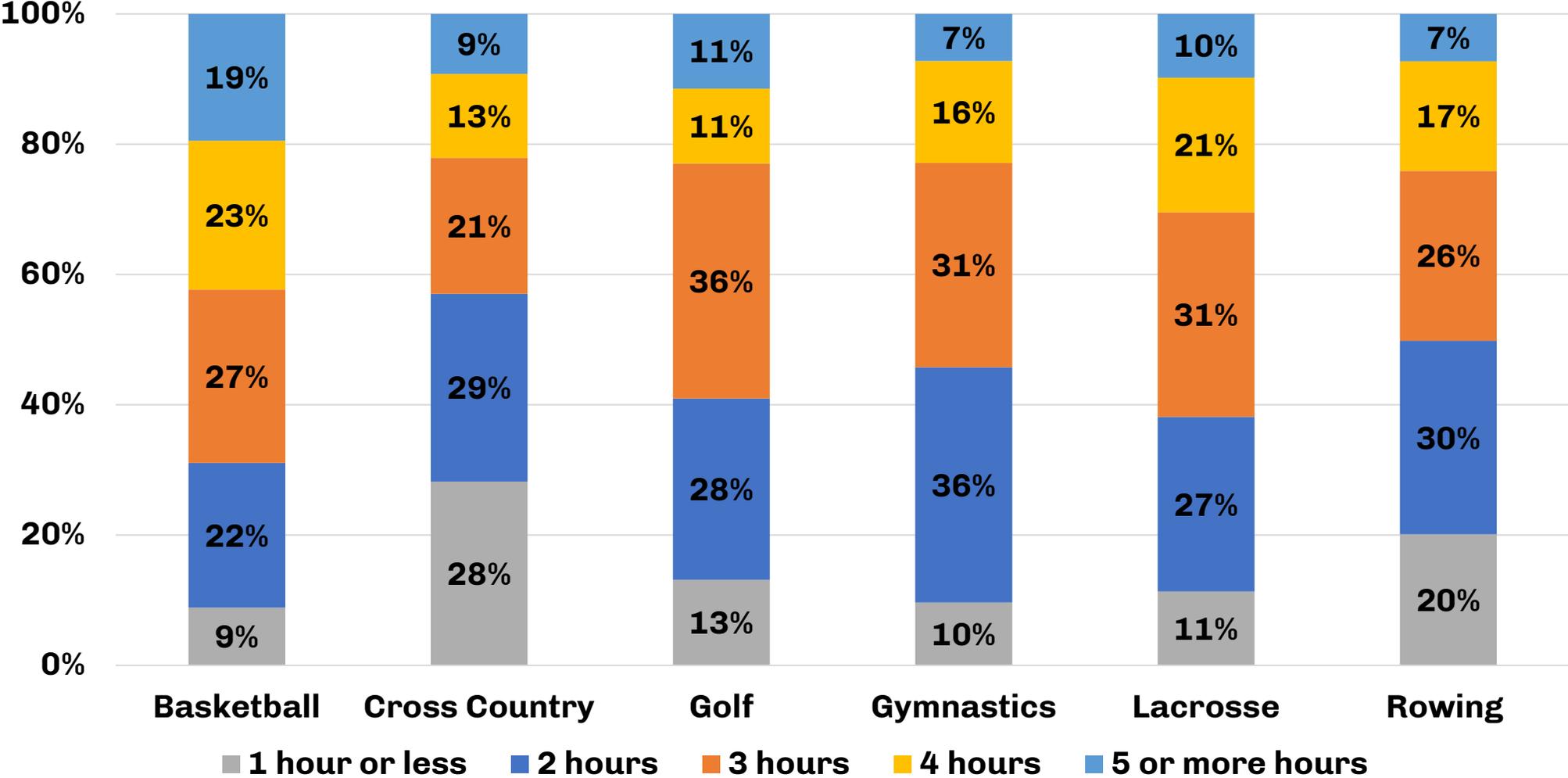
## Men's Sports



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 Note: Only sports with 75 or more athletes responding to the survey are displayed.

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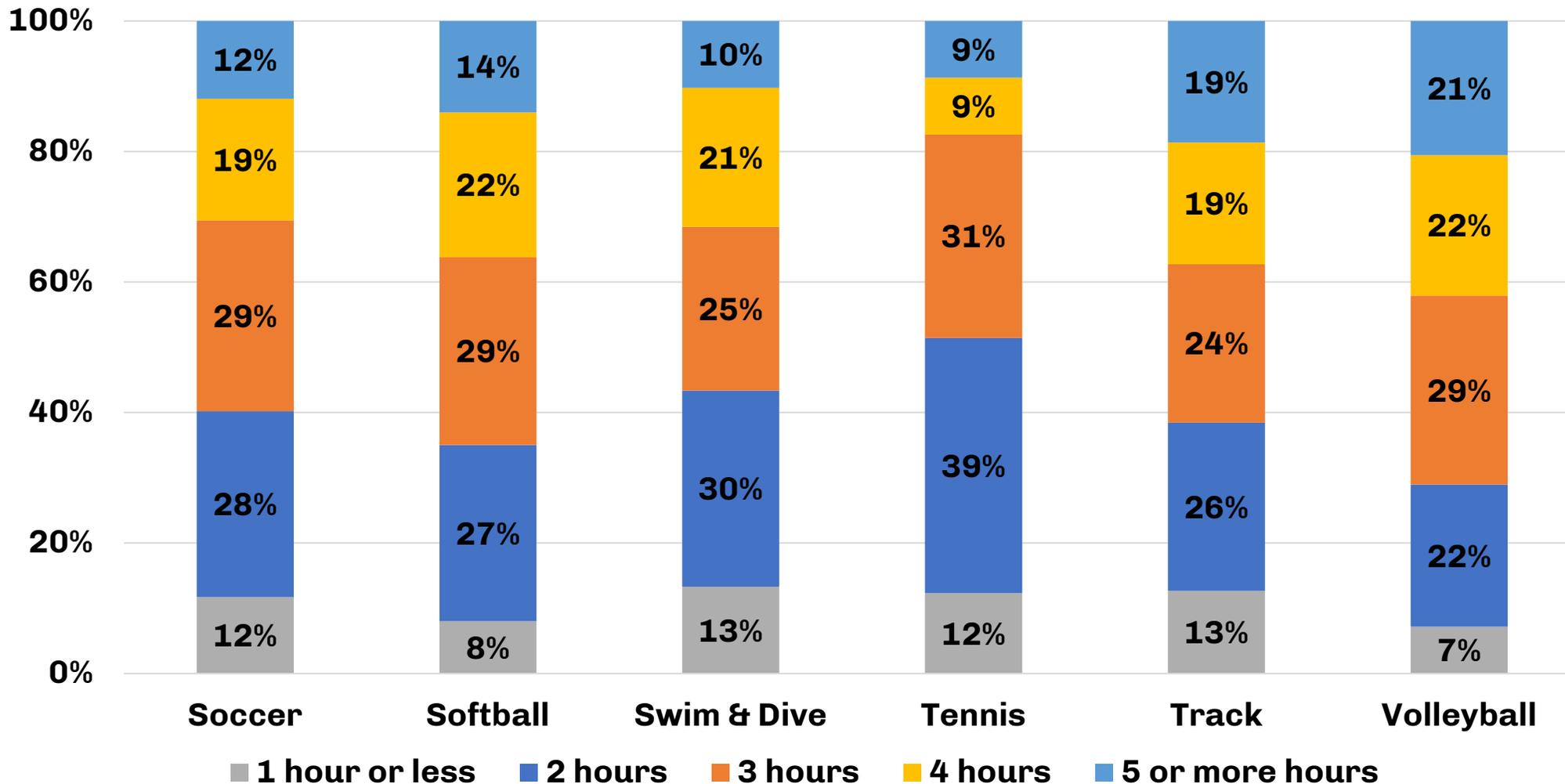
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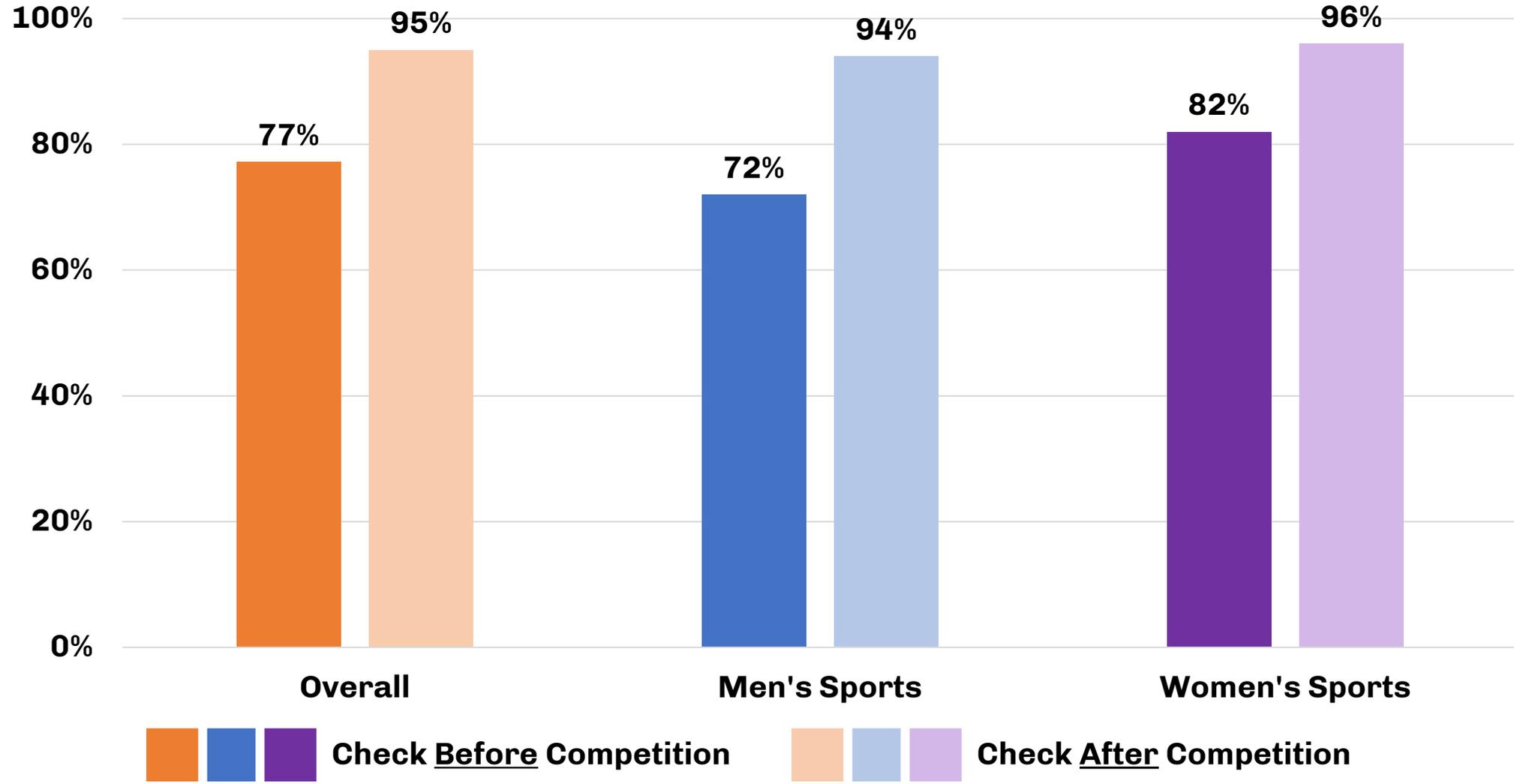
## Women's Sports, Continued



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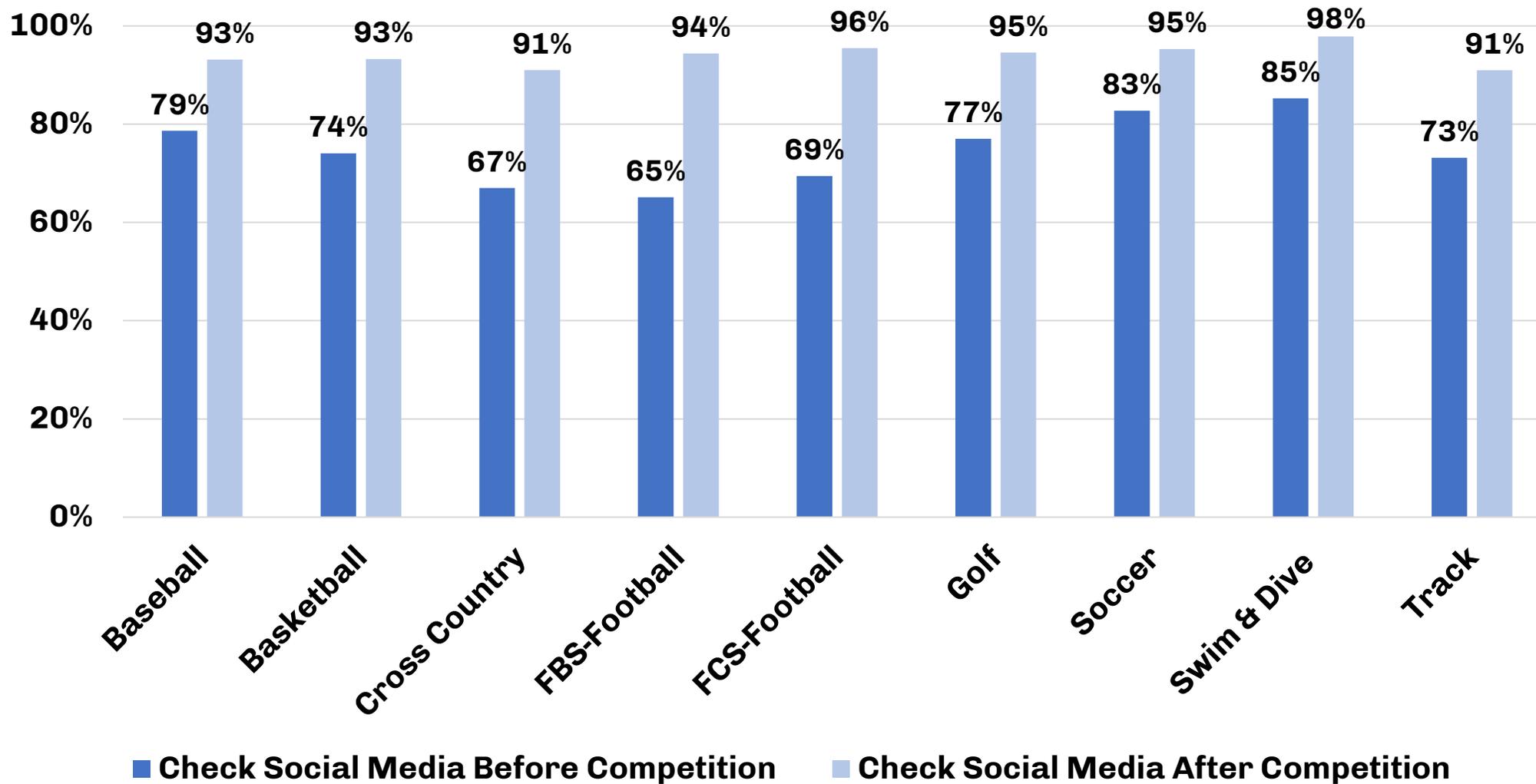
# Percent Checking Social Media on Game Day



Source: NCAA SNAP Study, February 2026.

# Percent Checking Social Media on Game Day

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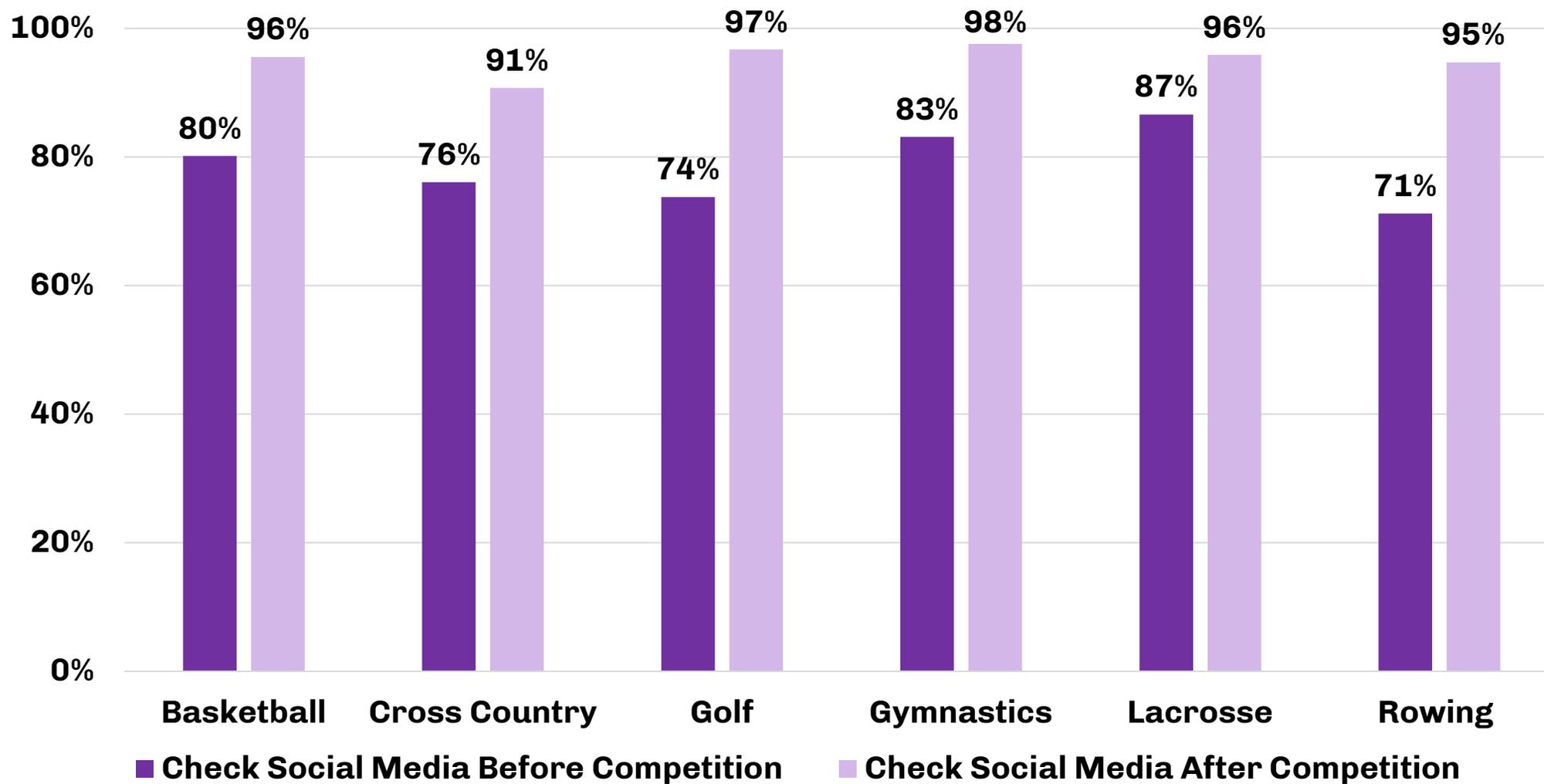


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# Percent Checking Social Media on Game Day

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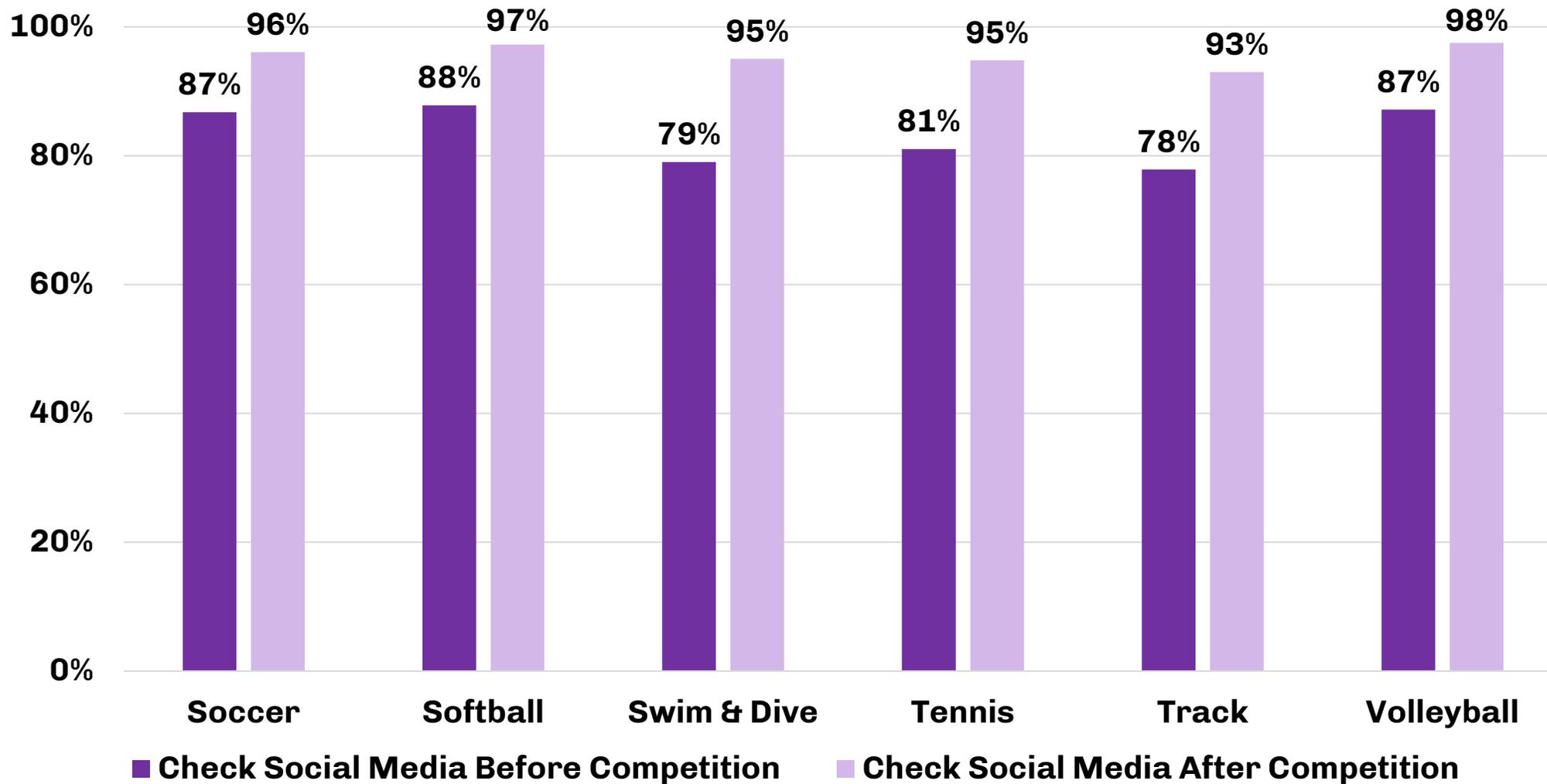


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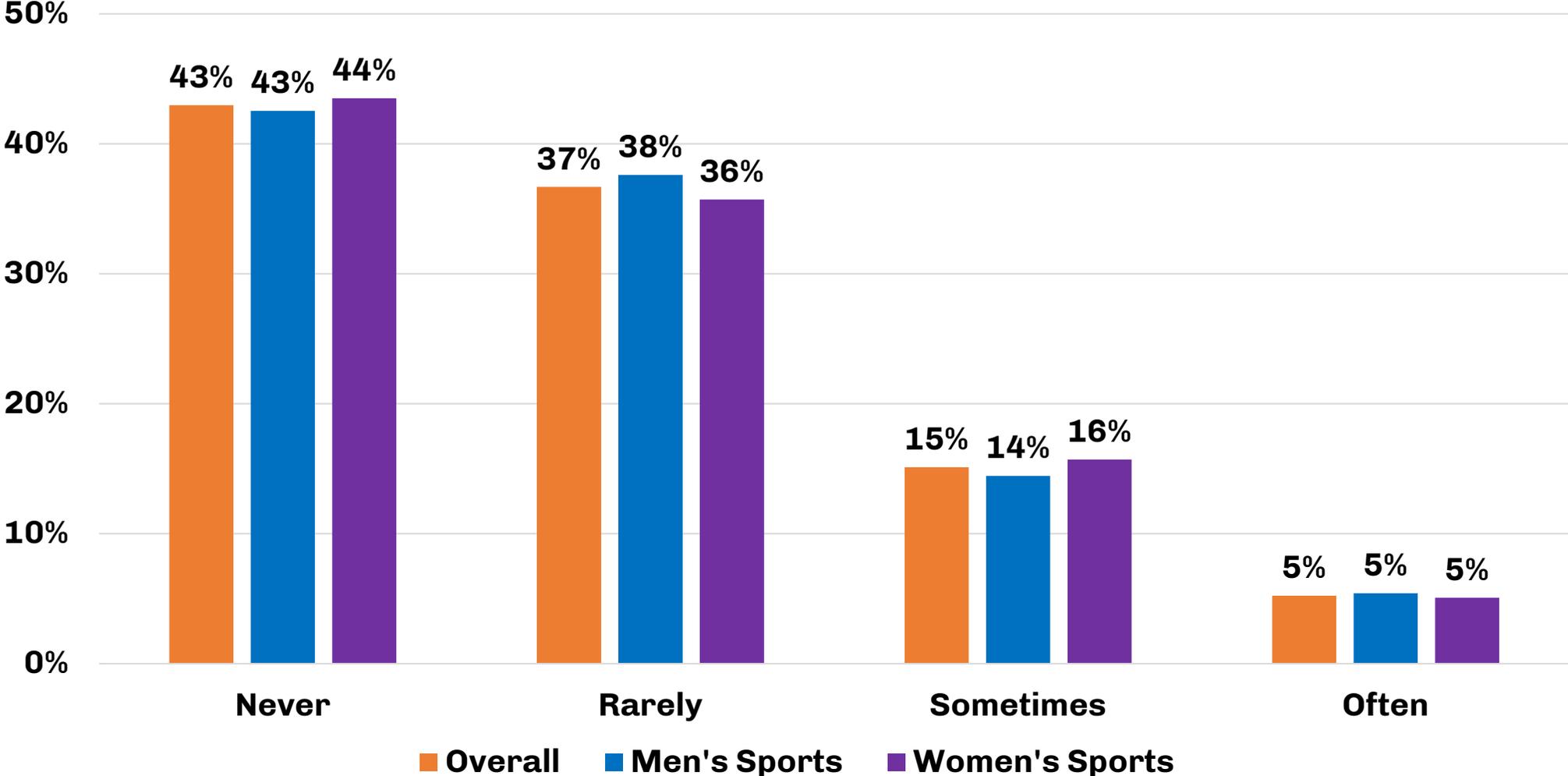
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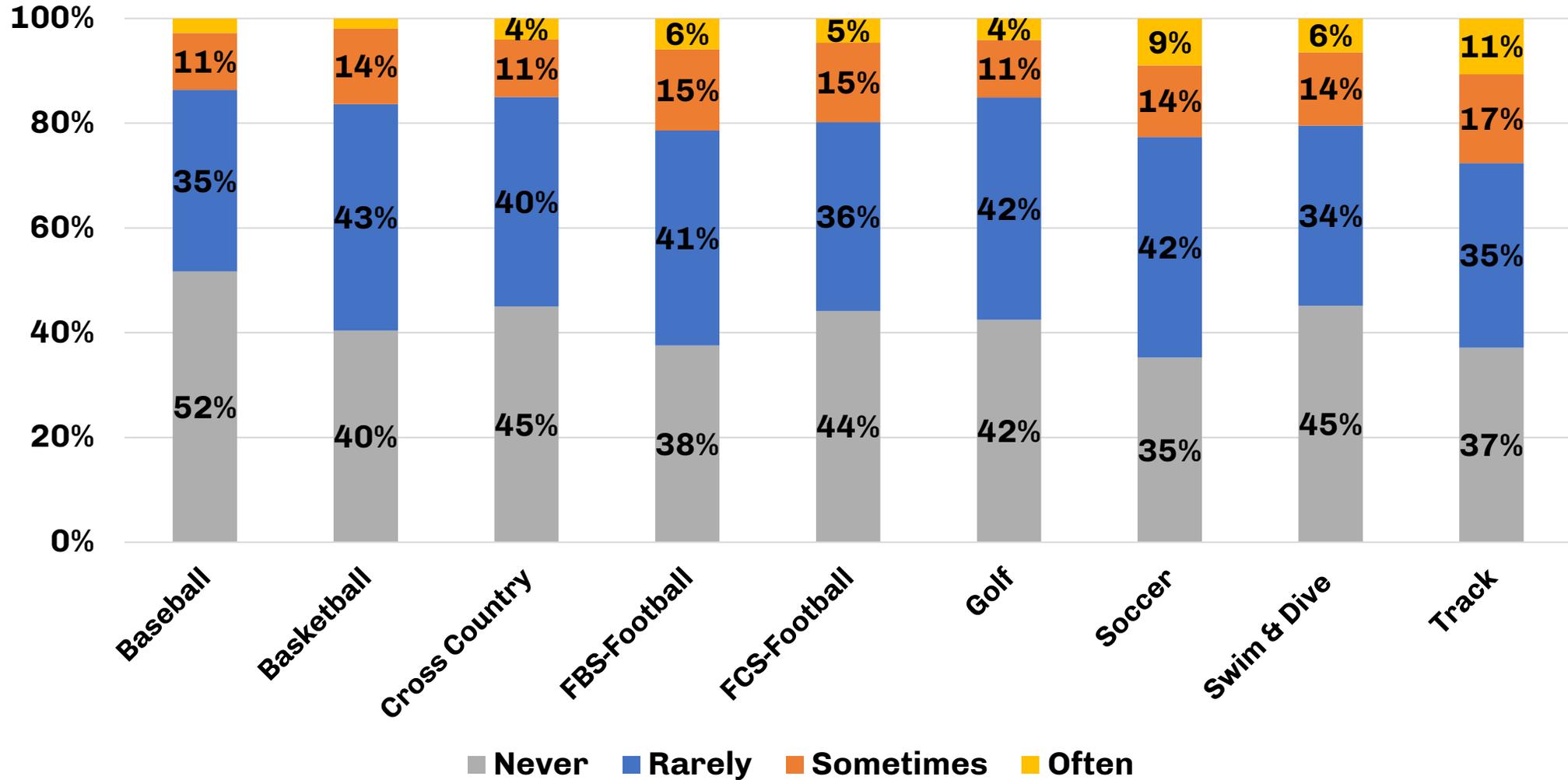
# Frequency of Communication With Fans on Social Media



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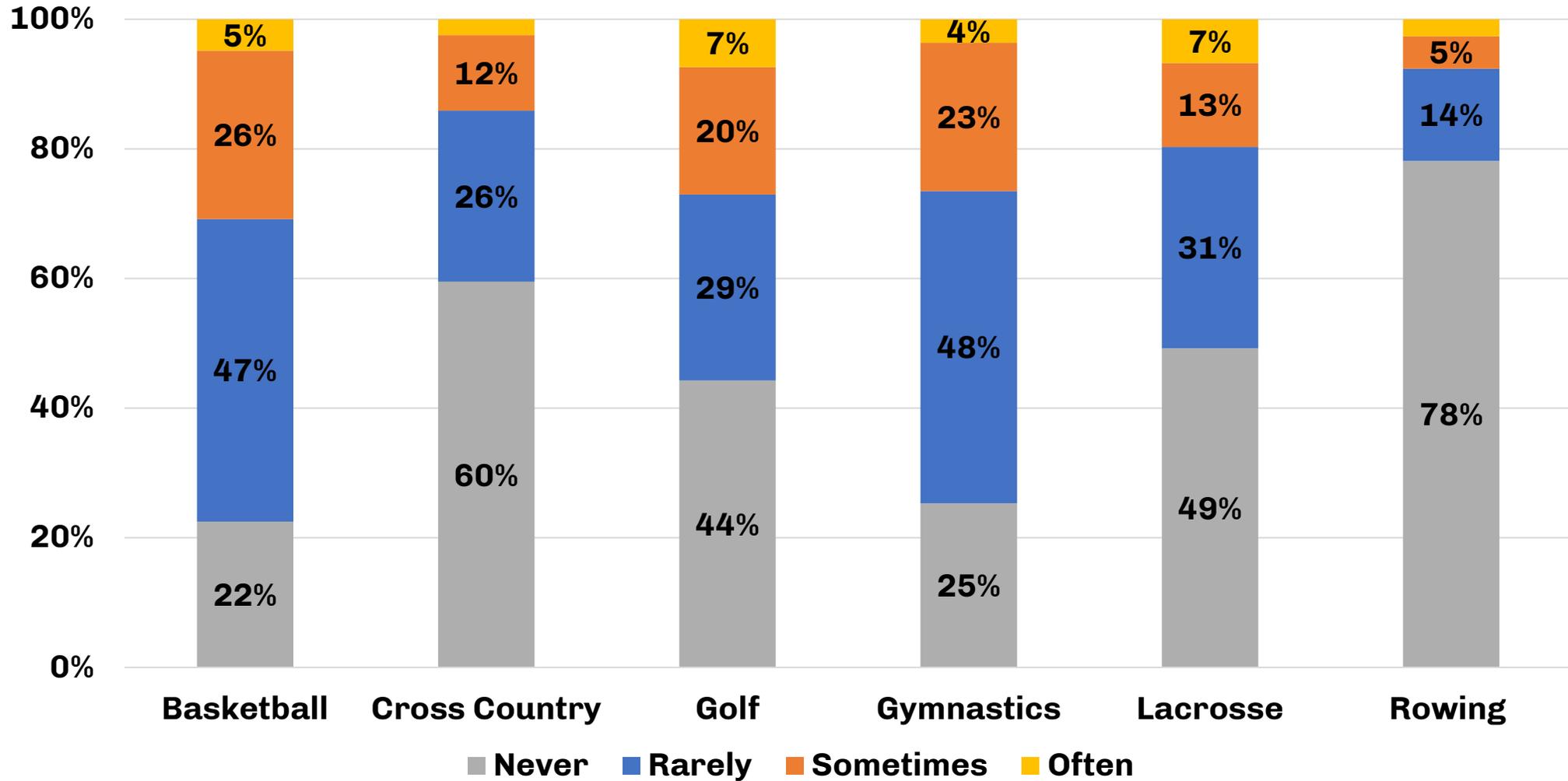
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# Frequency of Communication With Fans on Social Media

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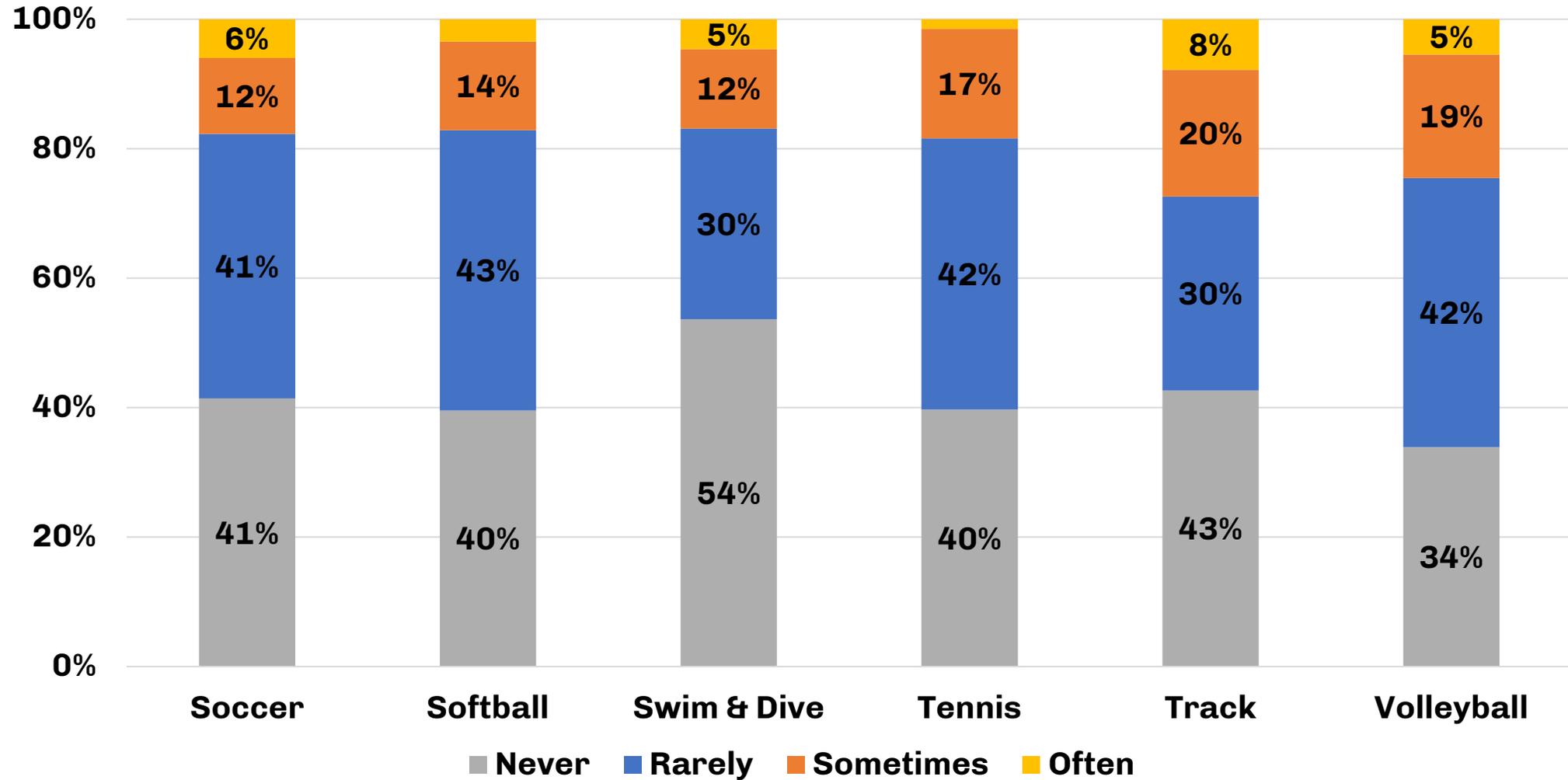
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# Frequency of Communication With Fans on Social Media

## Women's Sports, Continued



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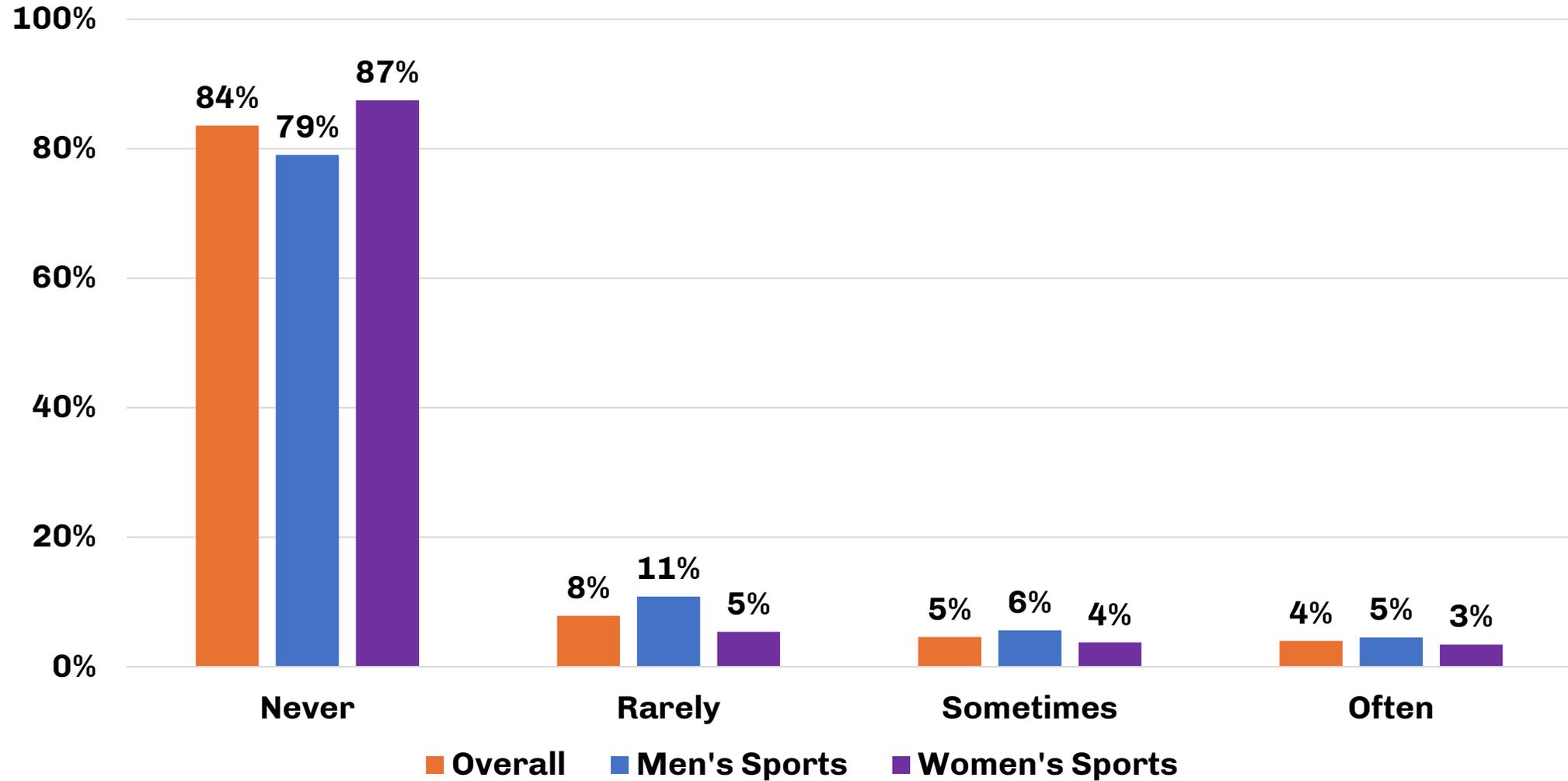
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# Perceptions of Betting and Sport Integrity

# Key Takeaways on Perceptions of Betting and Sport Integrity

- ▶ Most student-athletes (84%) are not aware of betting-related odds on their performance prior to competition.
- ▶ A little more than half of student-athletes believe that sports betting contributes to unfair public scrutiny of athletes (52%) and that it undermines the fairness of sport (55%).
- ▶ Most student-athletes (65%) believe that when fans target athletes in relation to betting, the spirit of competition is compromised.
- ▶ Most student-athletes (62%) believe that betting-related abuse weakens trust between fans and athletes.

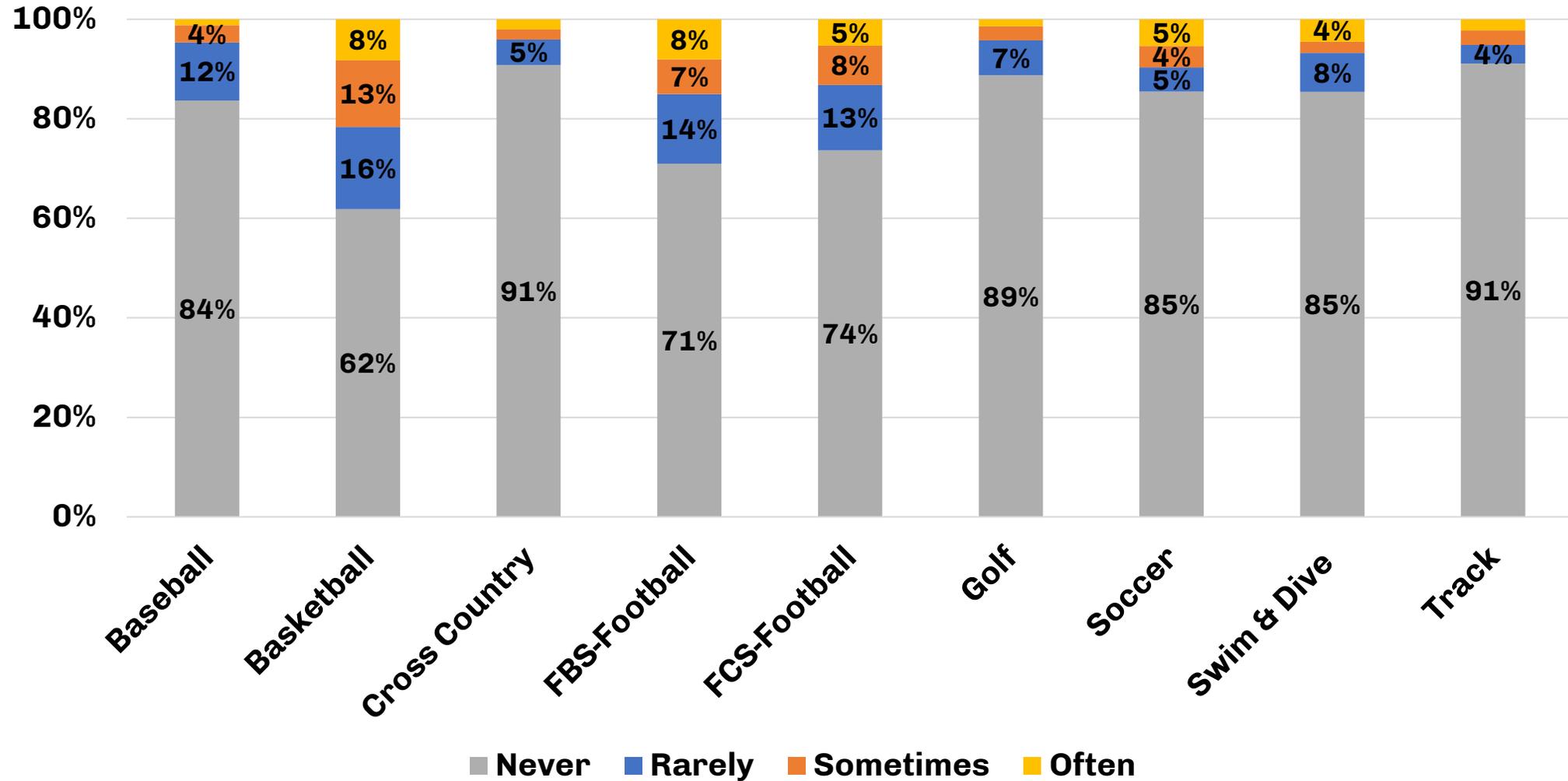
# Aware of Betting-Related Odds Prior to Competition



Source: NCAA SNAP Study, February 2026.

# Aware of Betting-Related Odds Prior to Competition

## Men's Sports



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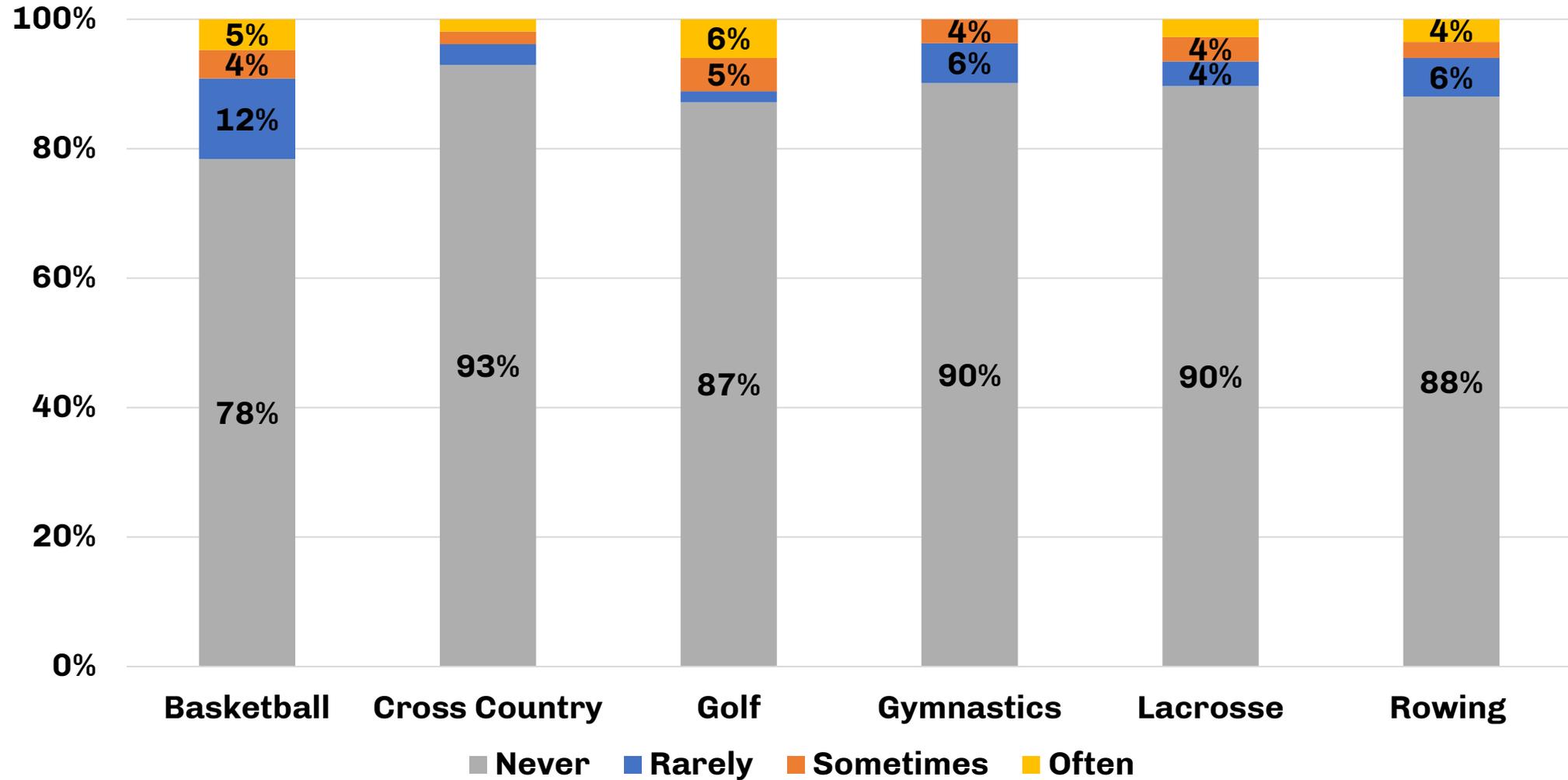
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## Women's Sports



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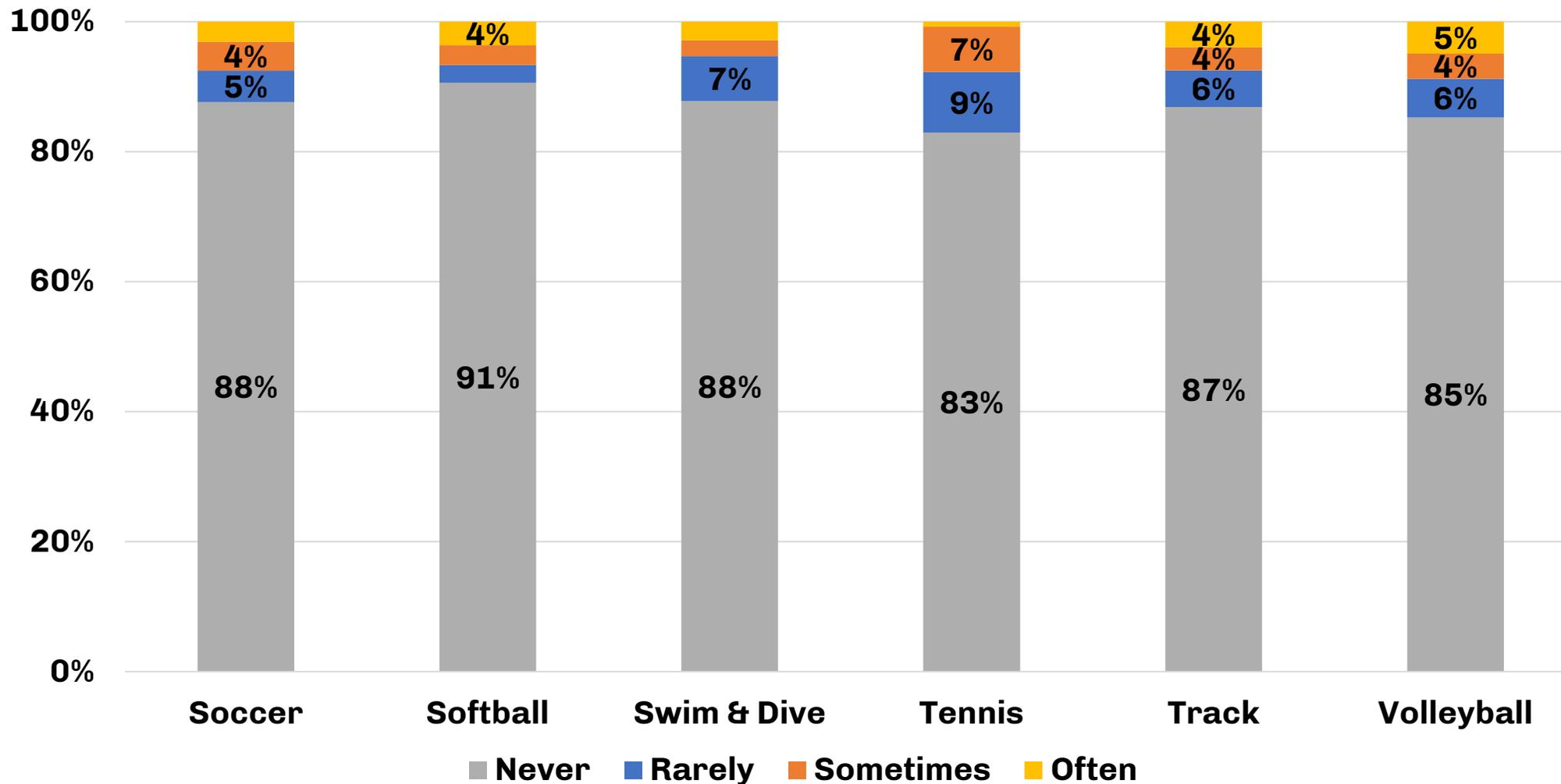
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## Women's Sports, Continued



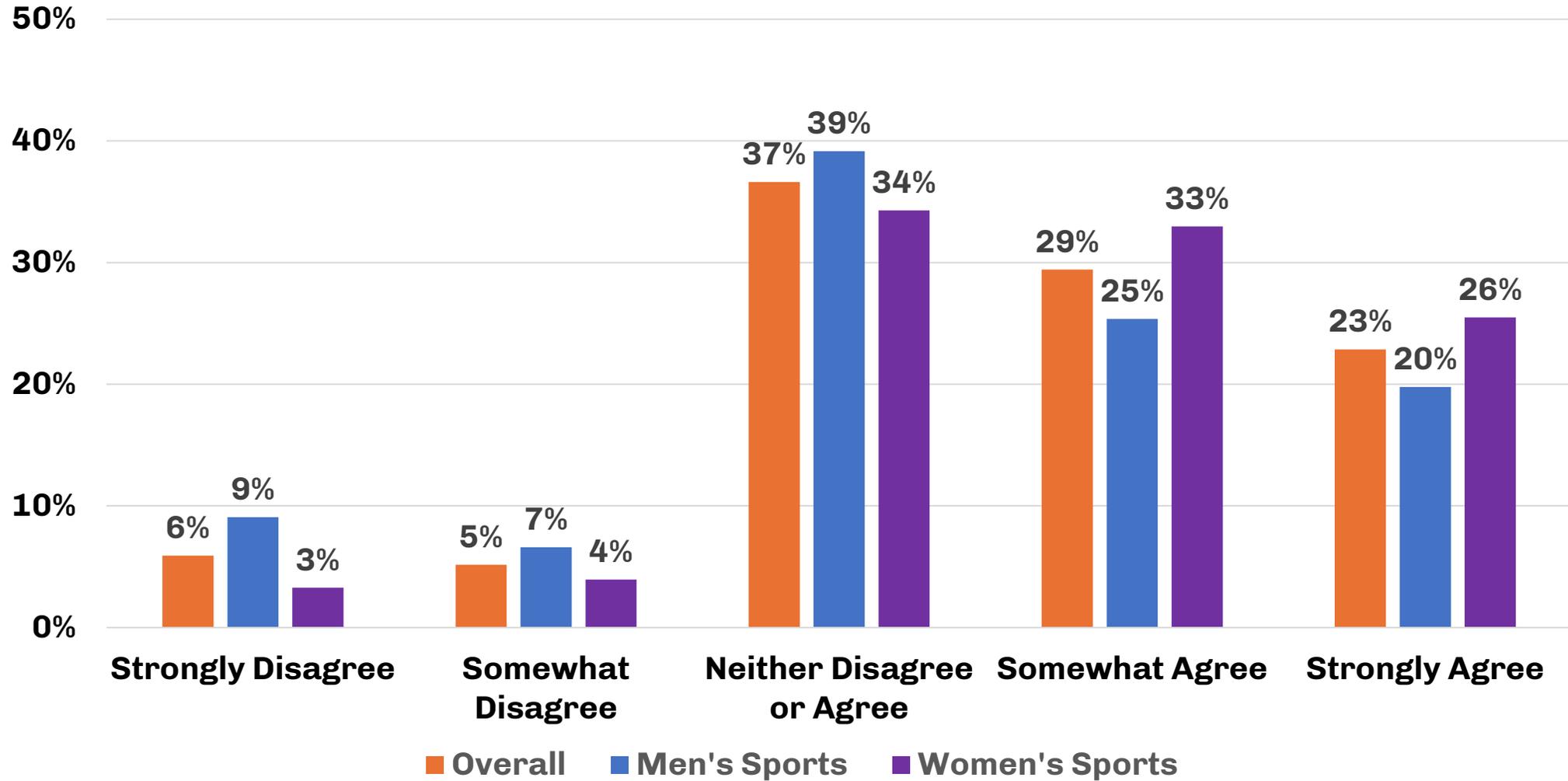
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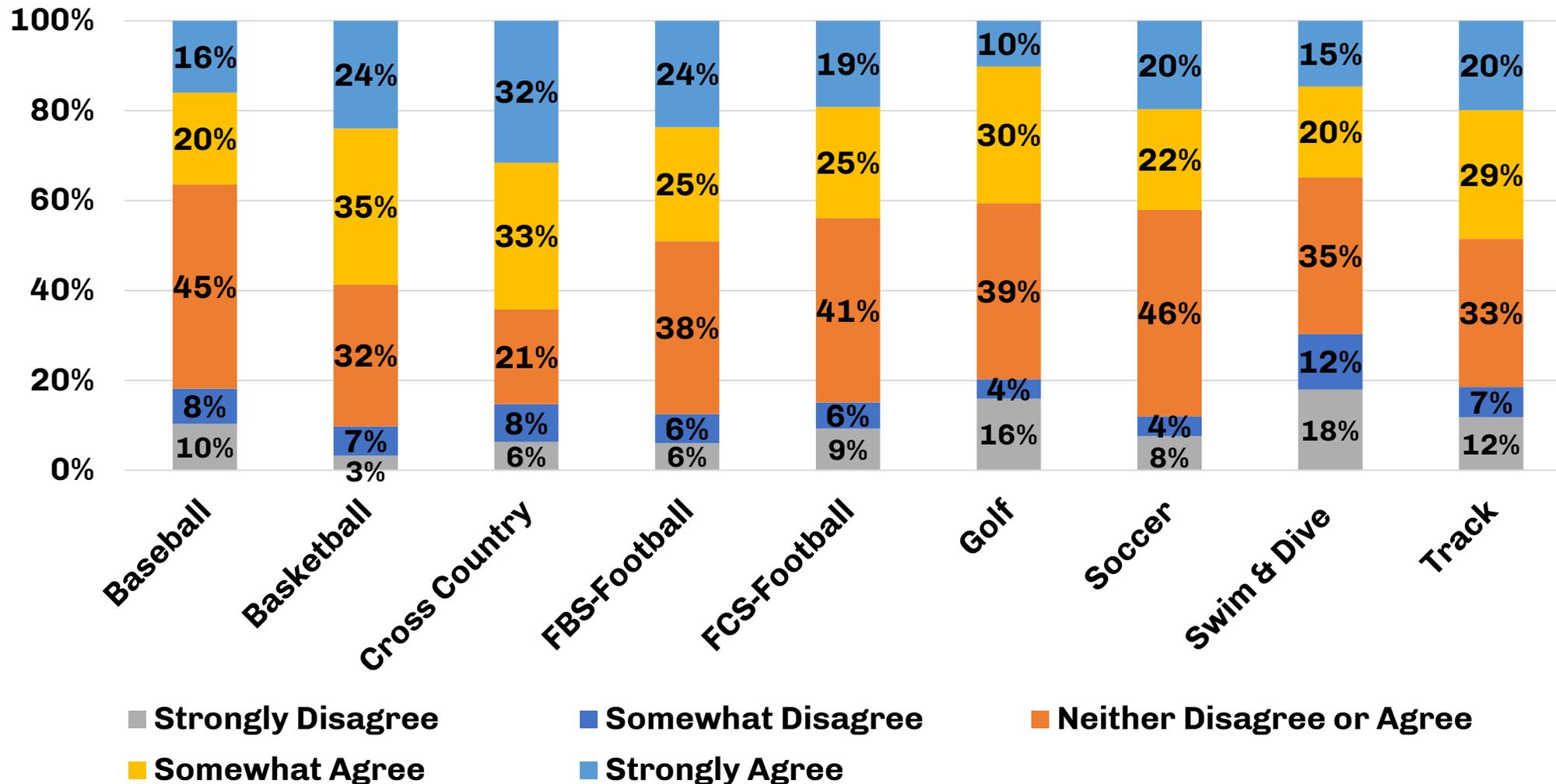
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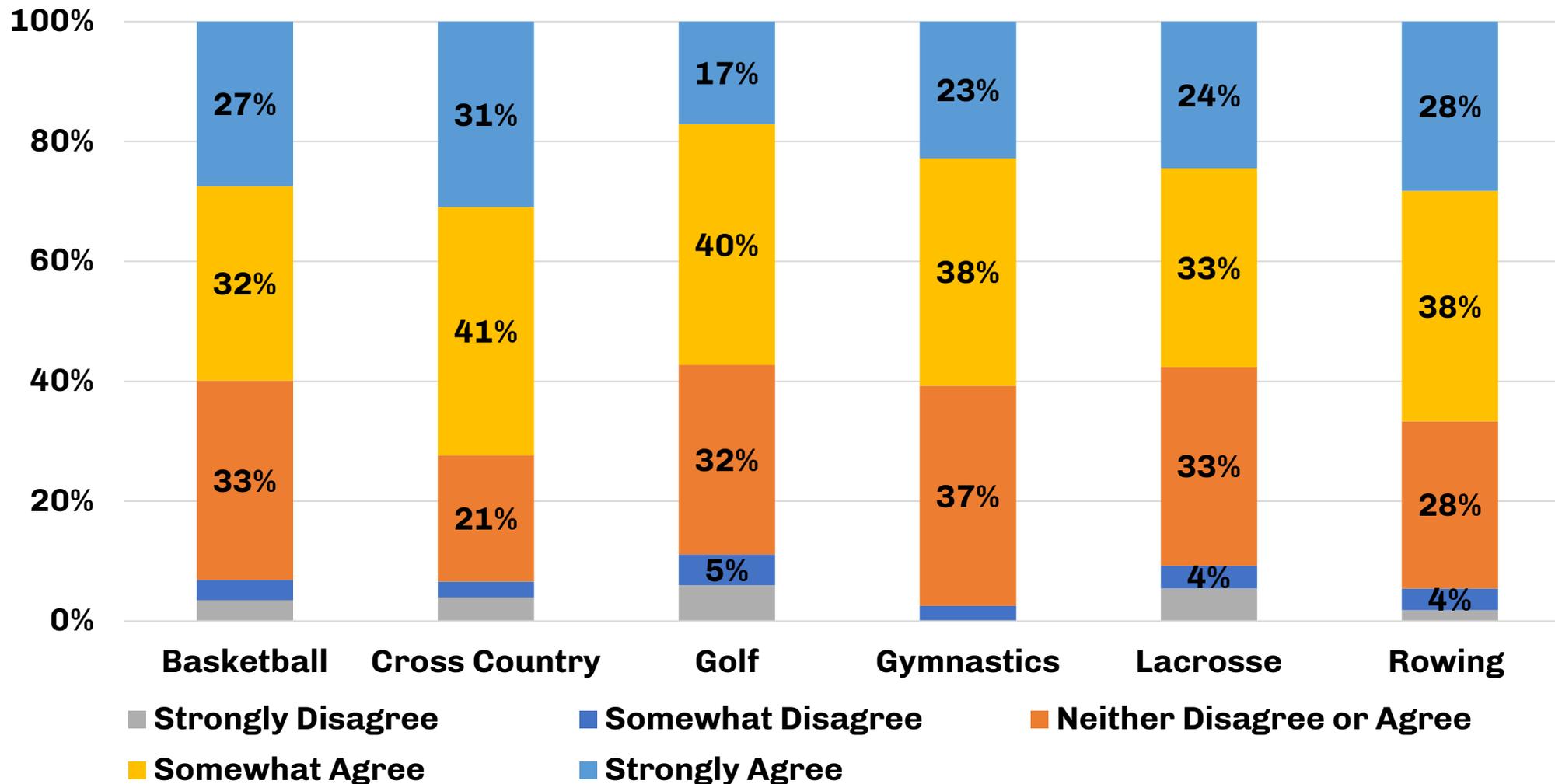


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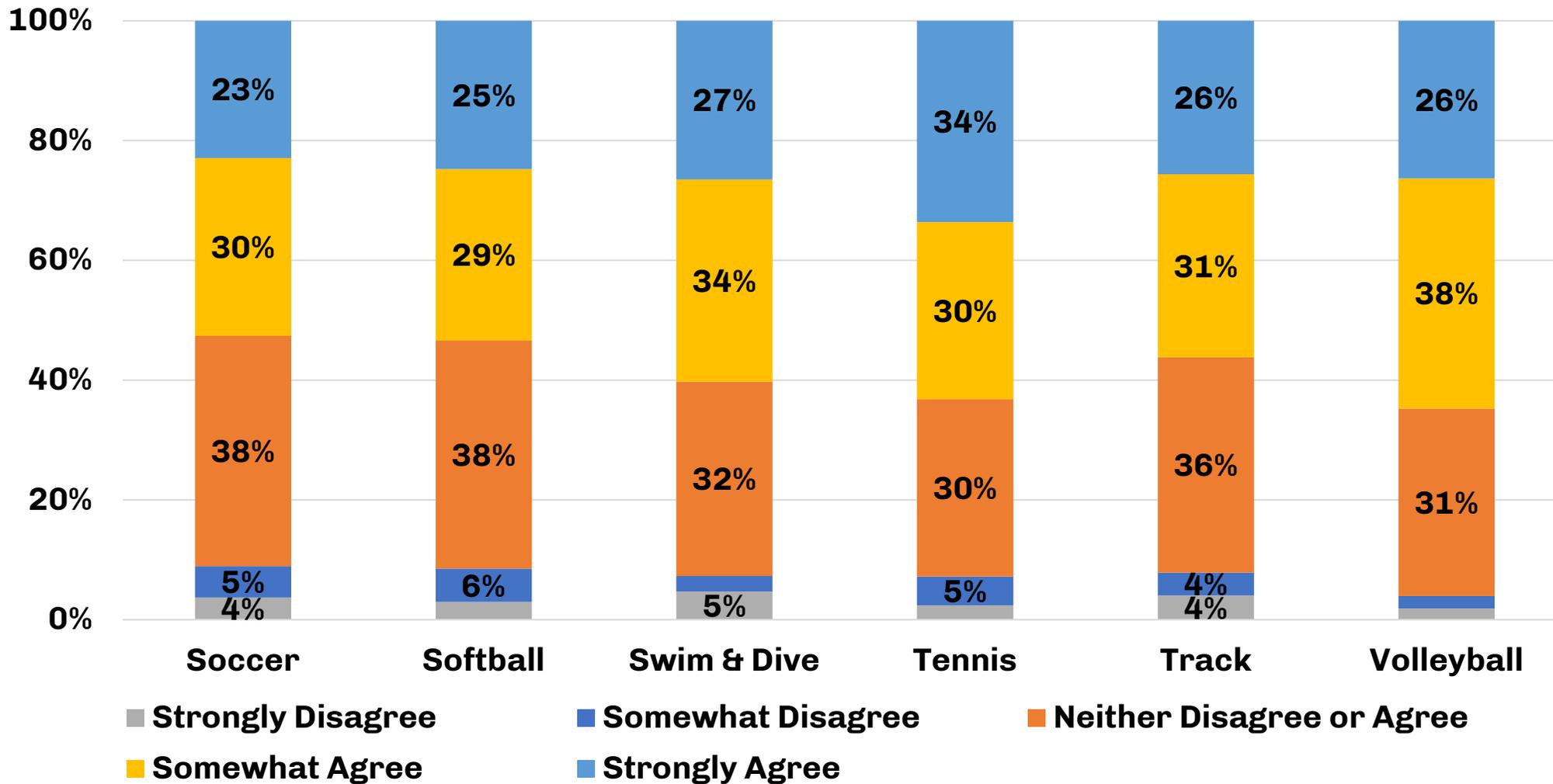


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## Women's Sports, continued



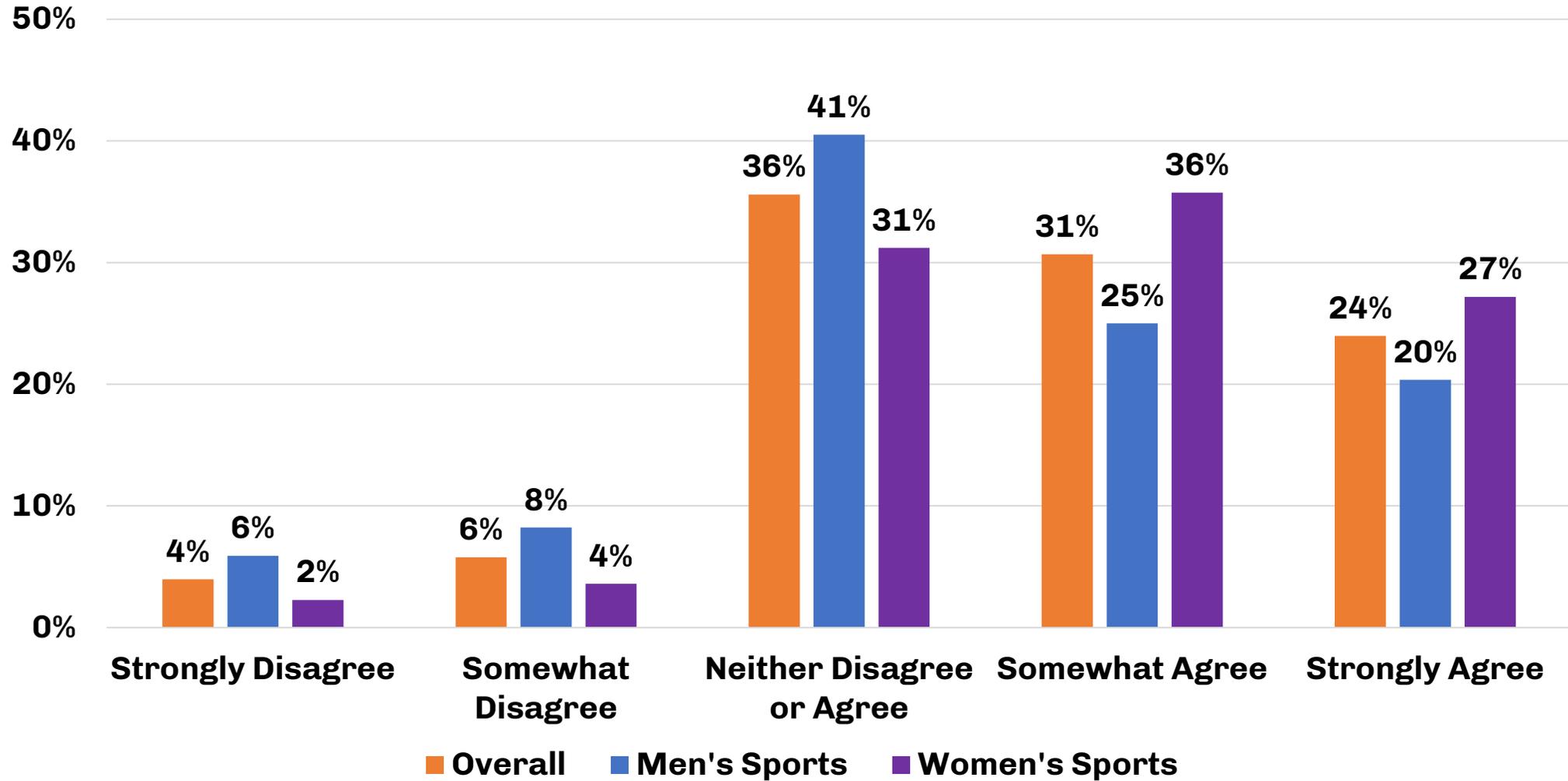
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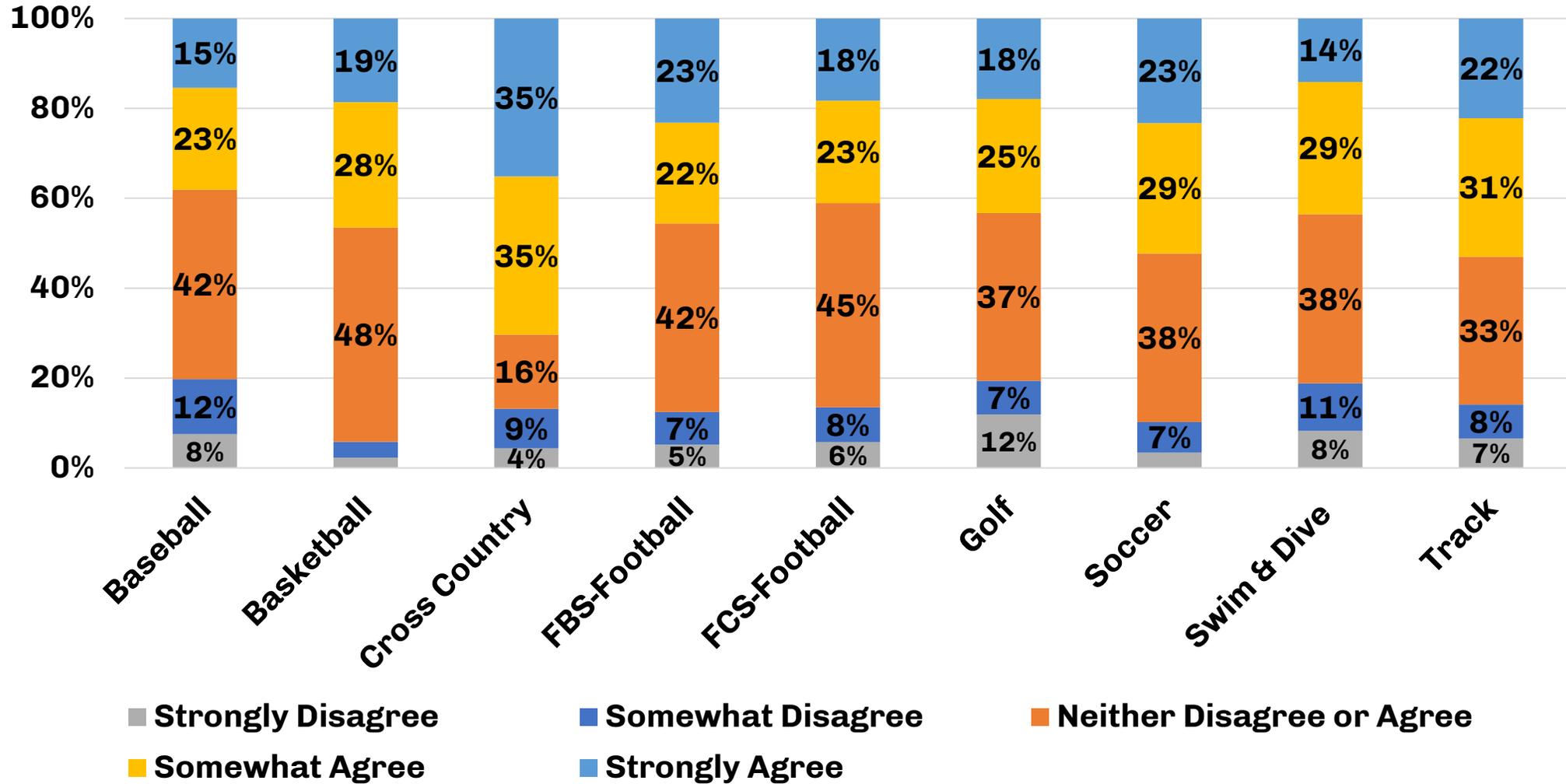
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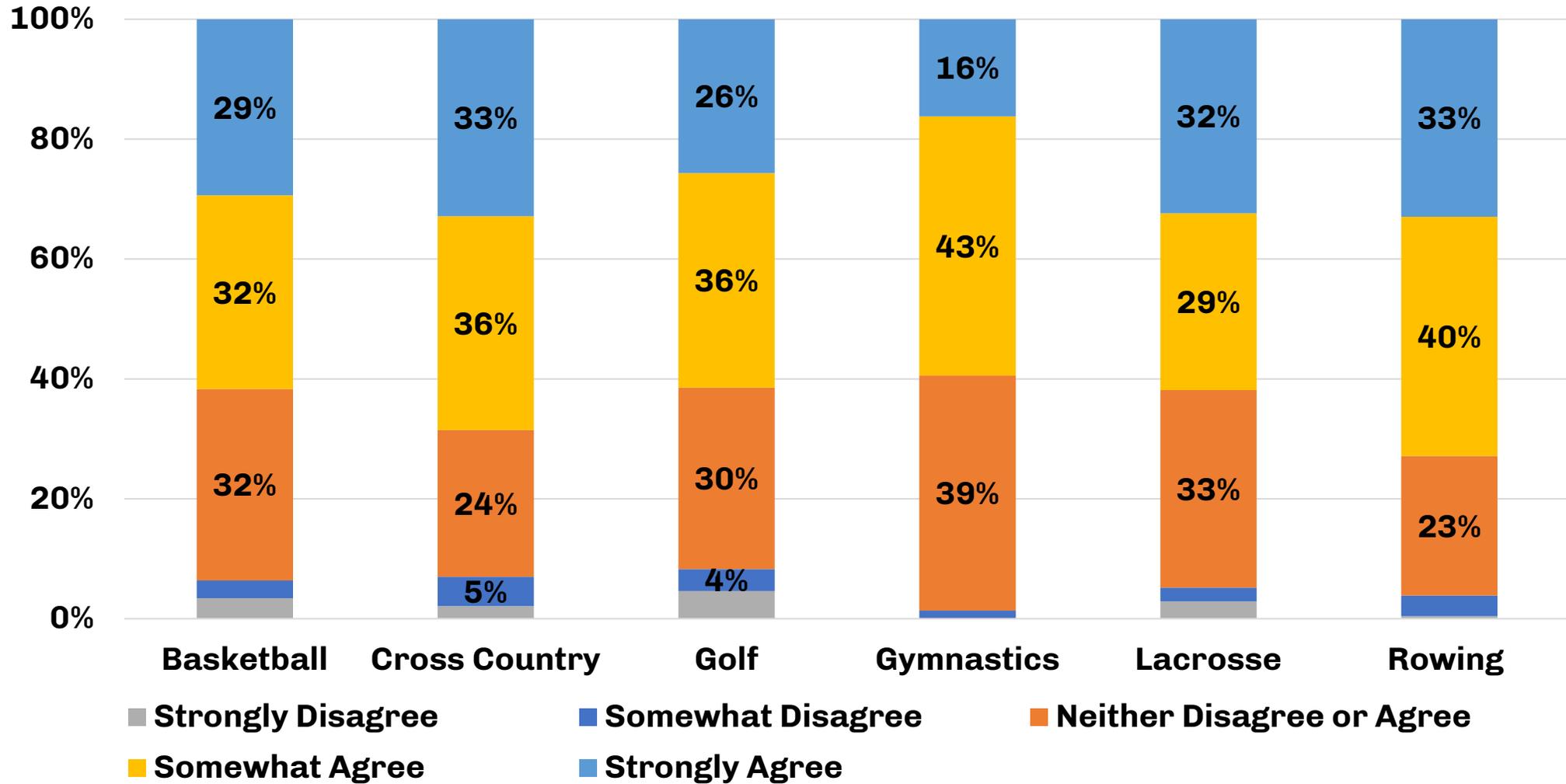
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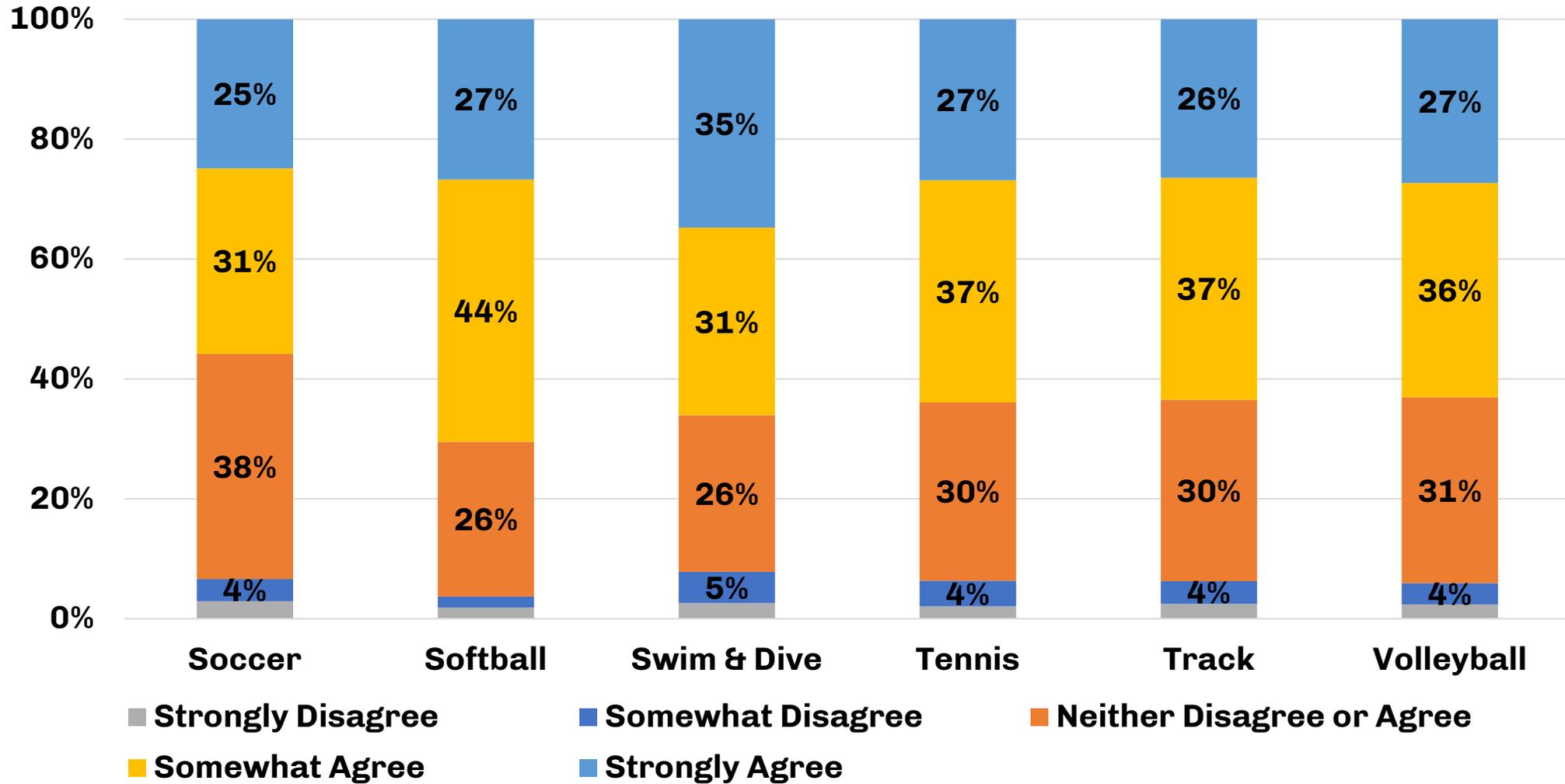
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## Women's Sports, Continued



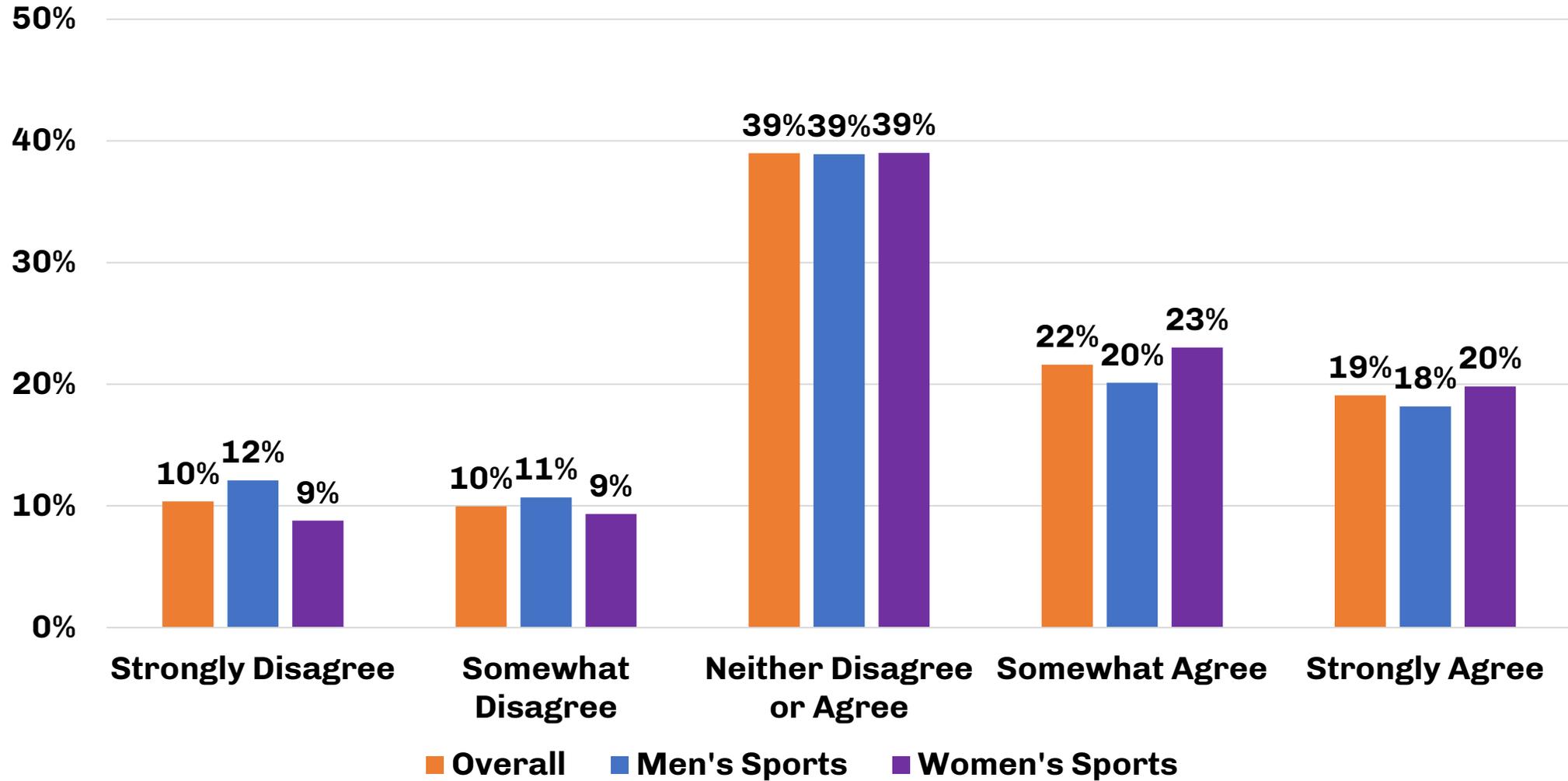
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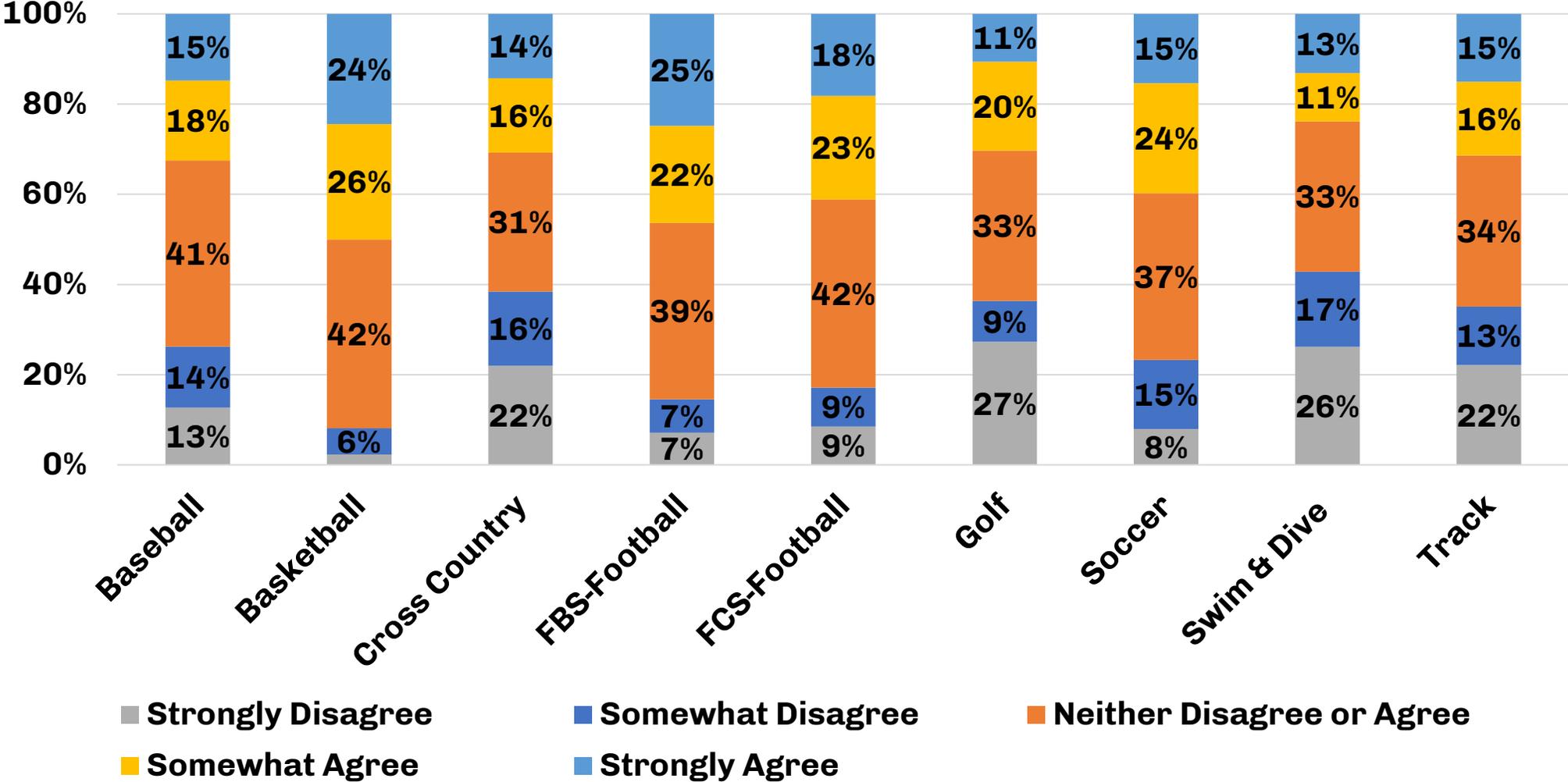
# Sports Betting Damages the Reputation of My Sport



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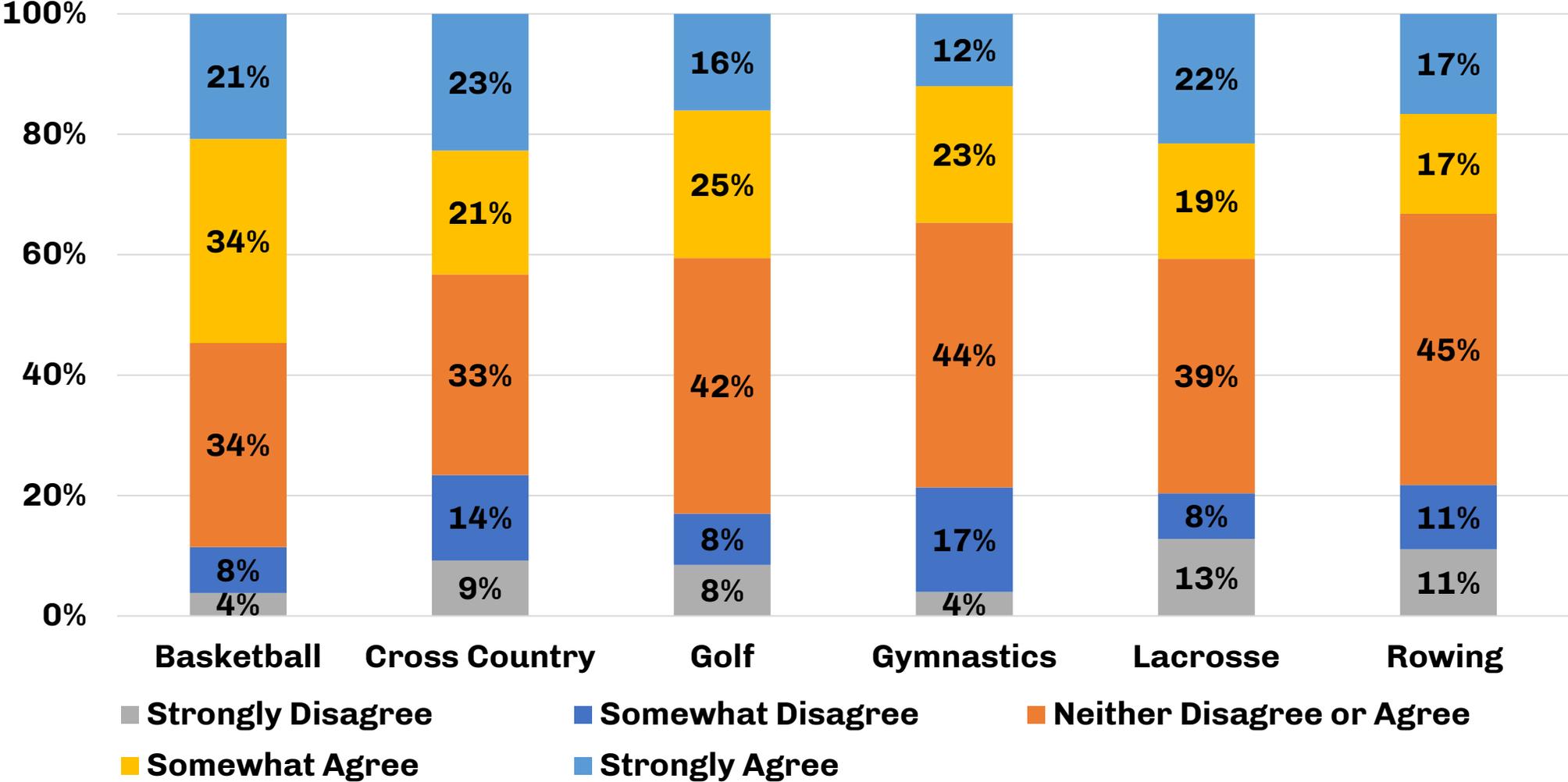
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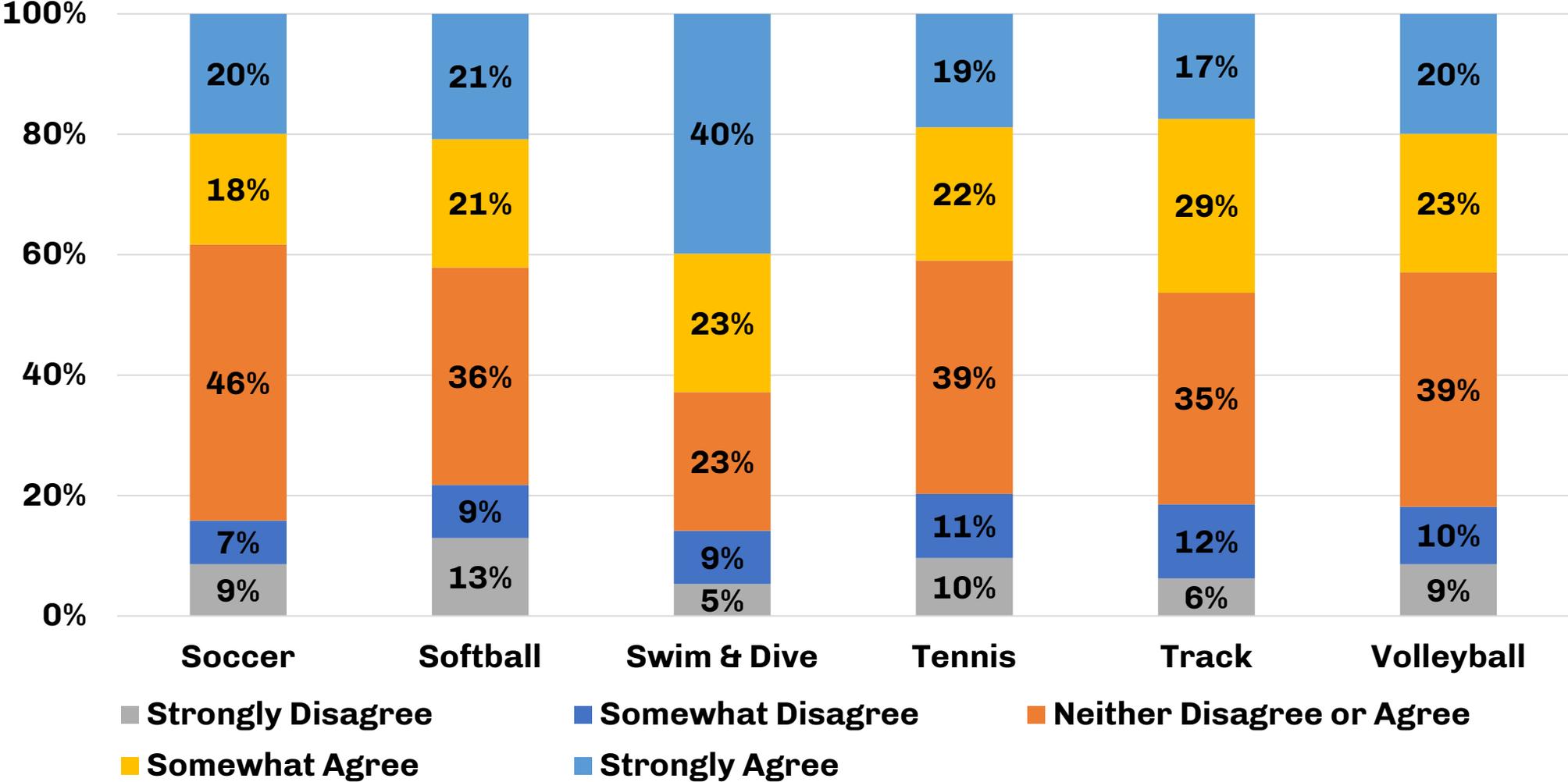
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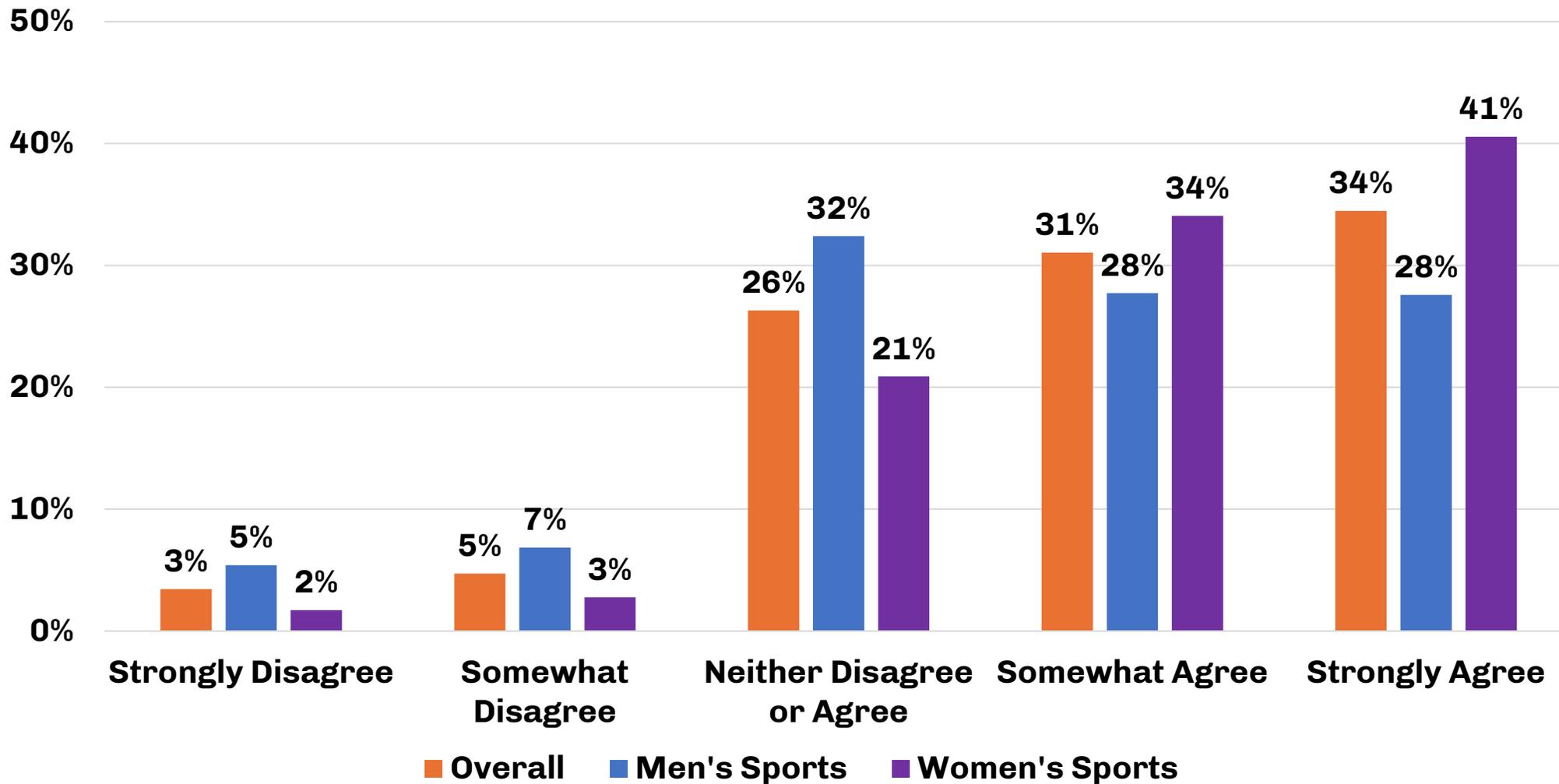
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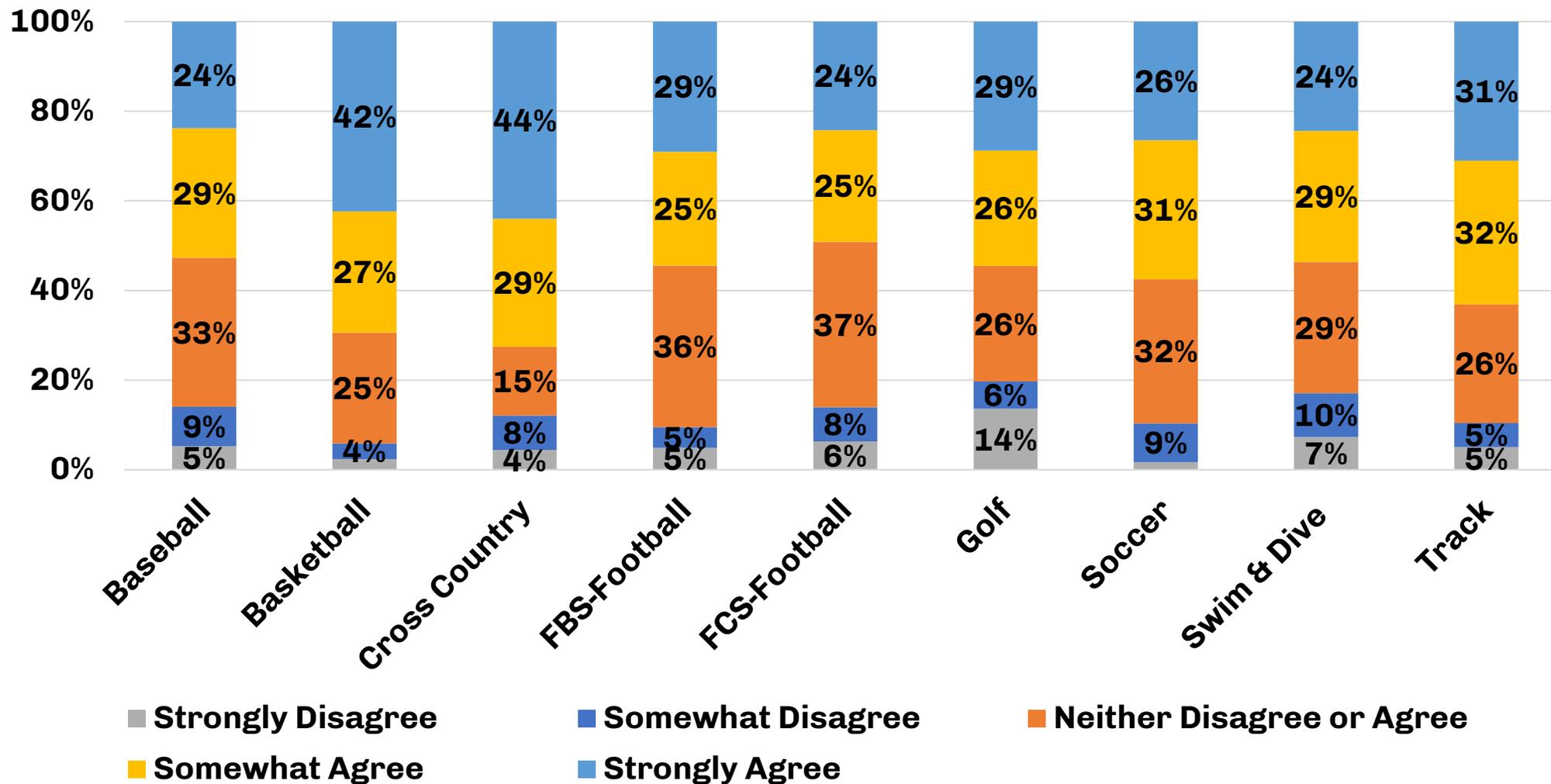
# When Fans Target Athletes in Relation to Betting, the Spirit of Competition is Compromised



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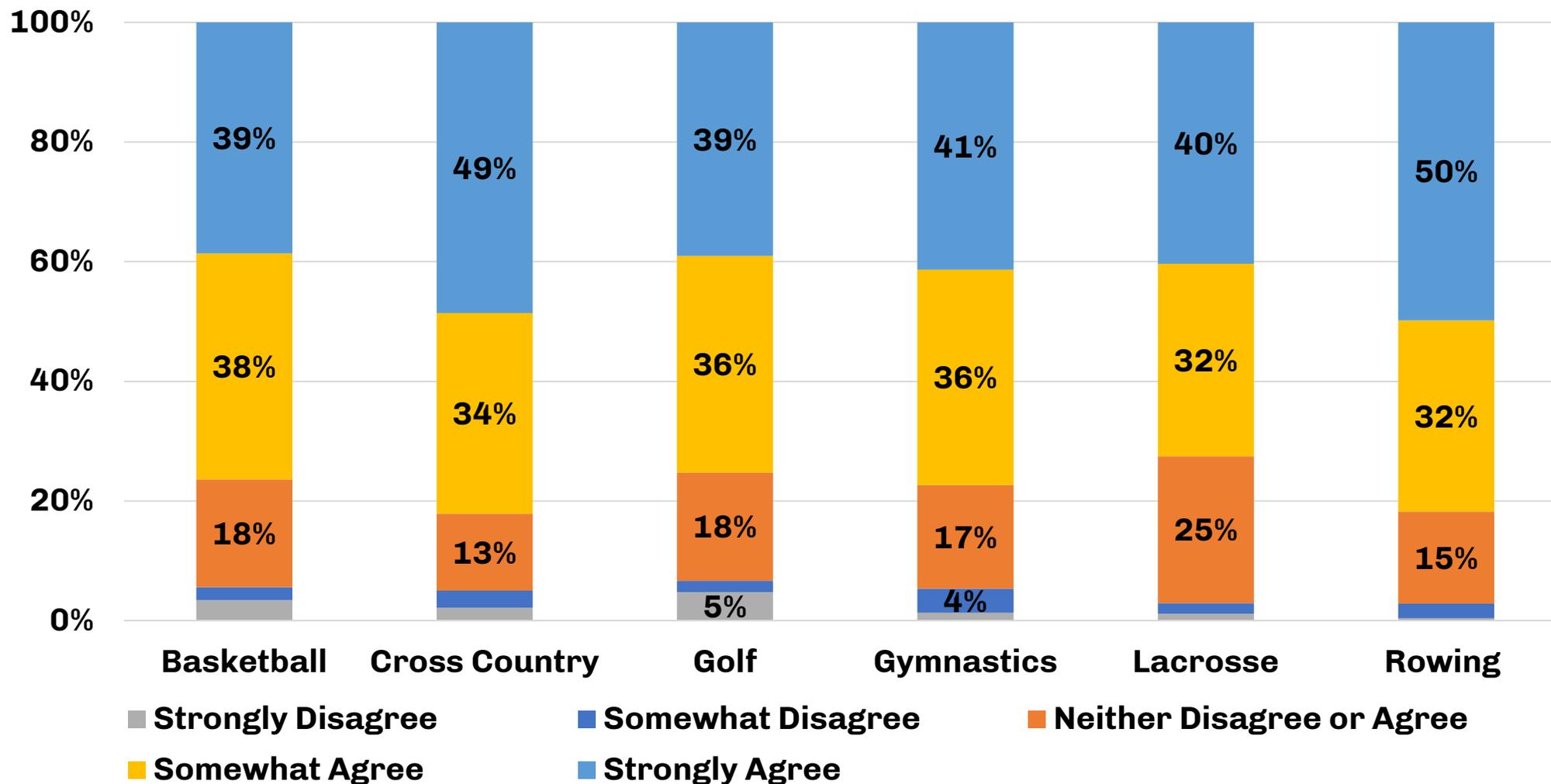


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# When Fans Target Athletes in Relation to Betting, the Spirit of Competition is Compromised

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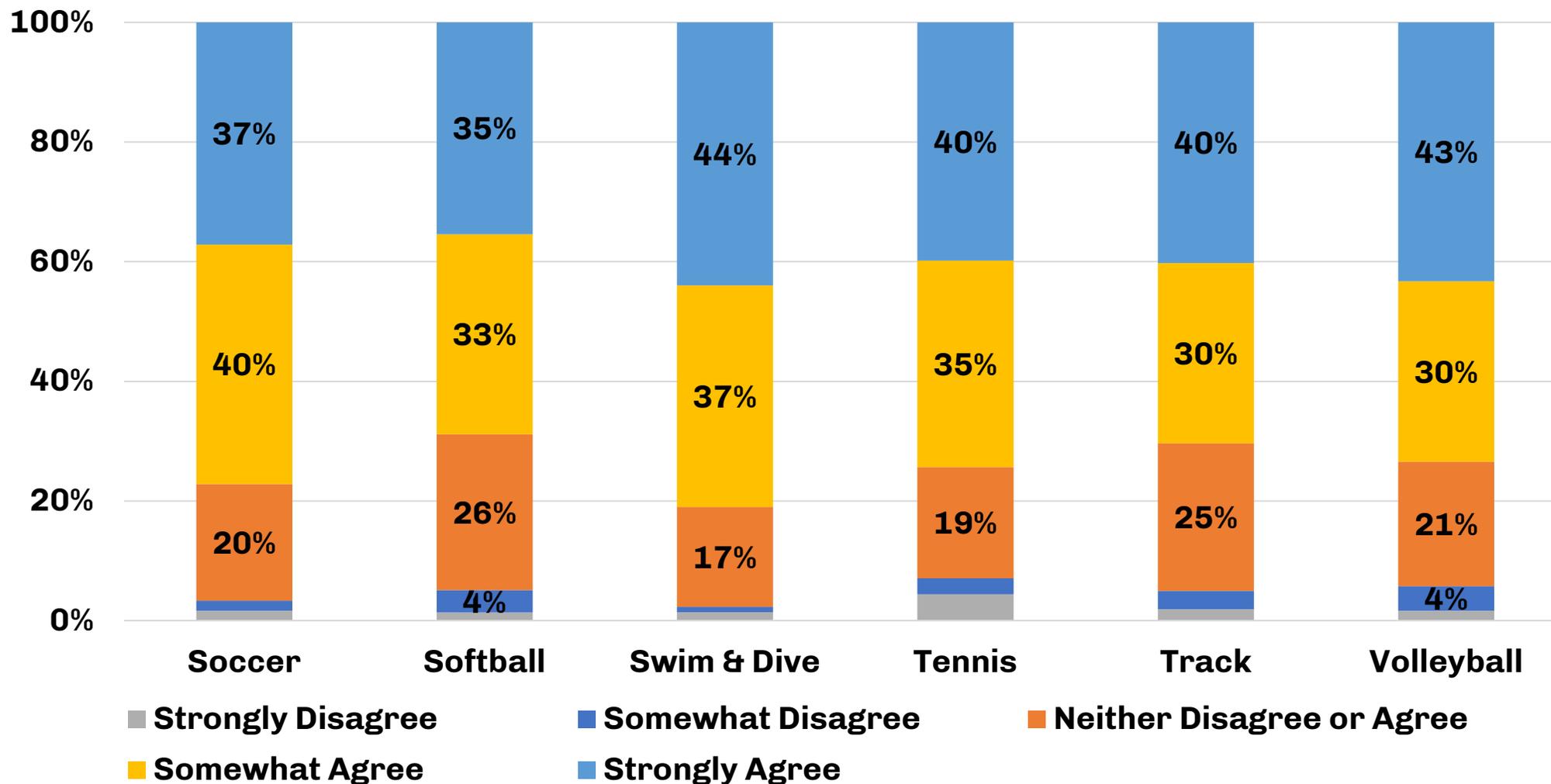
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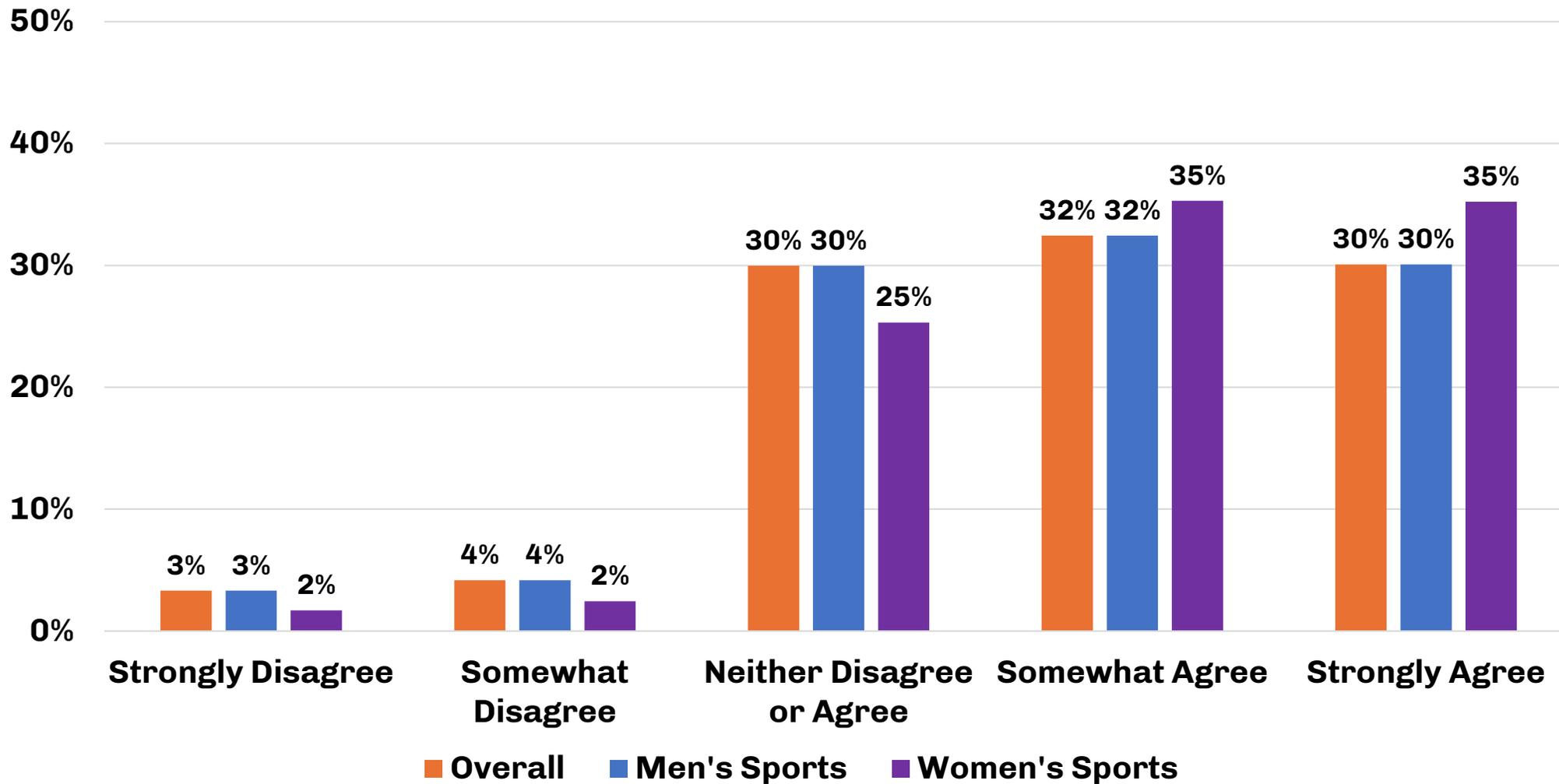
## Women's Sports, Continued



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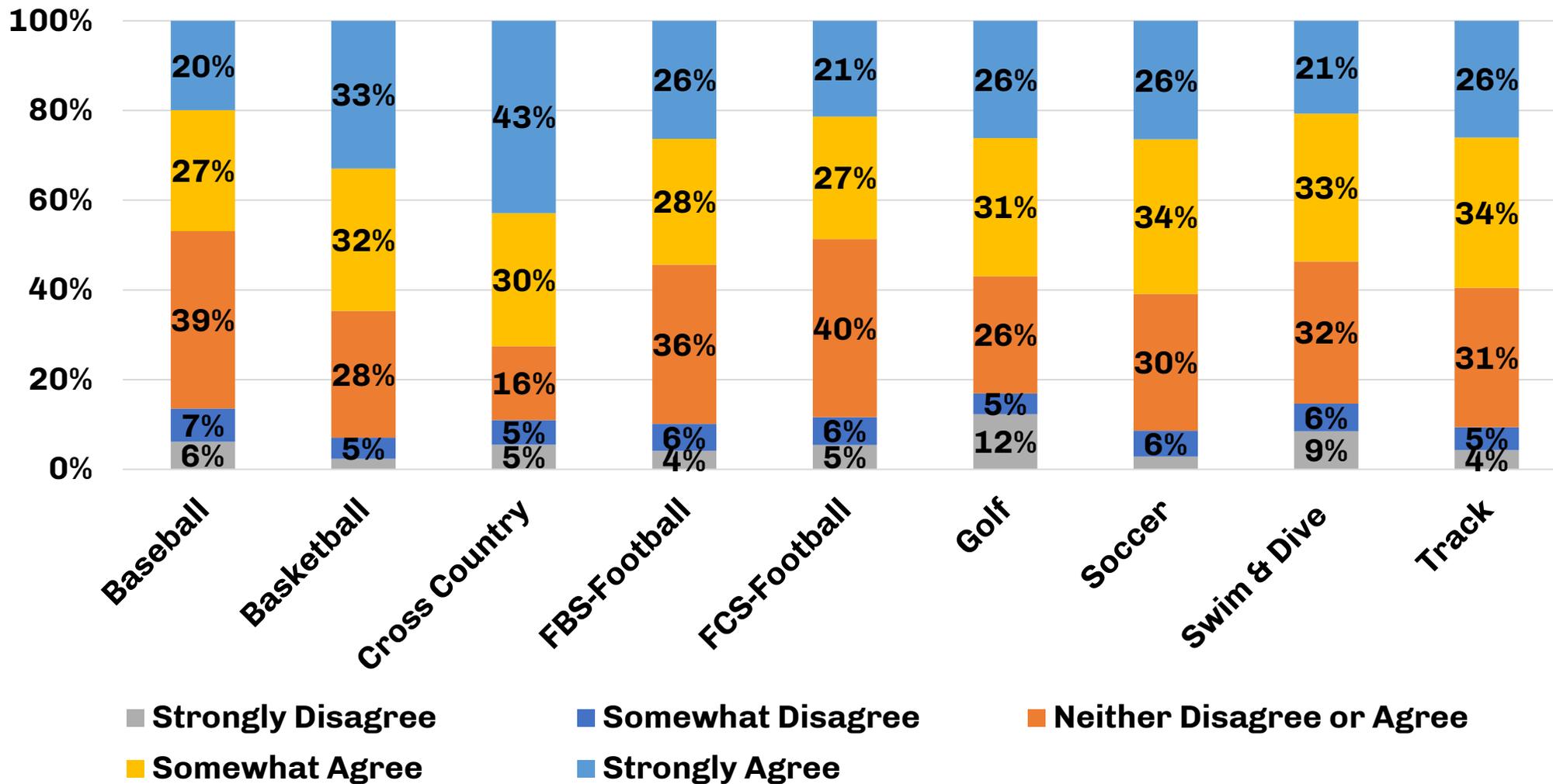
# Betting-Related Abuse Weakens Trust Between Fans and Athletes



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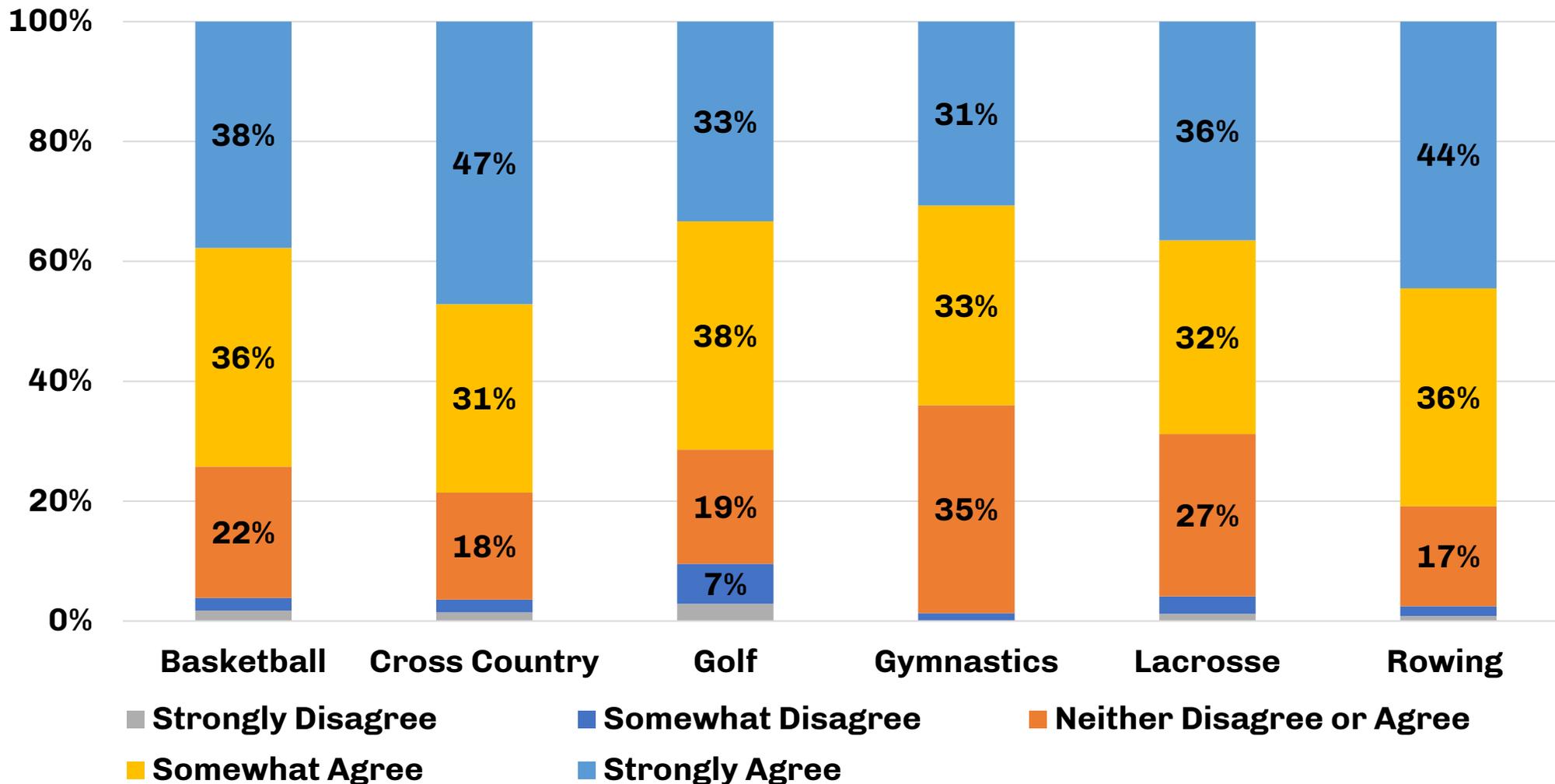


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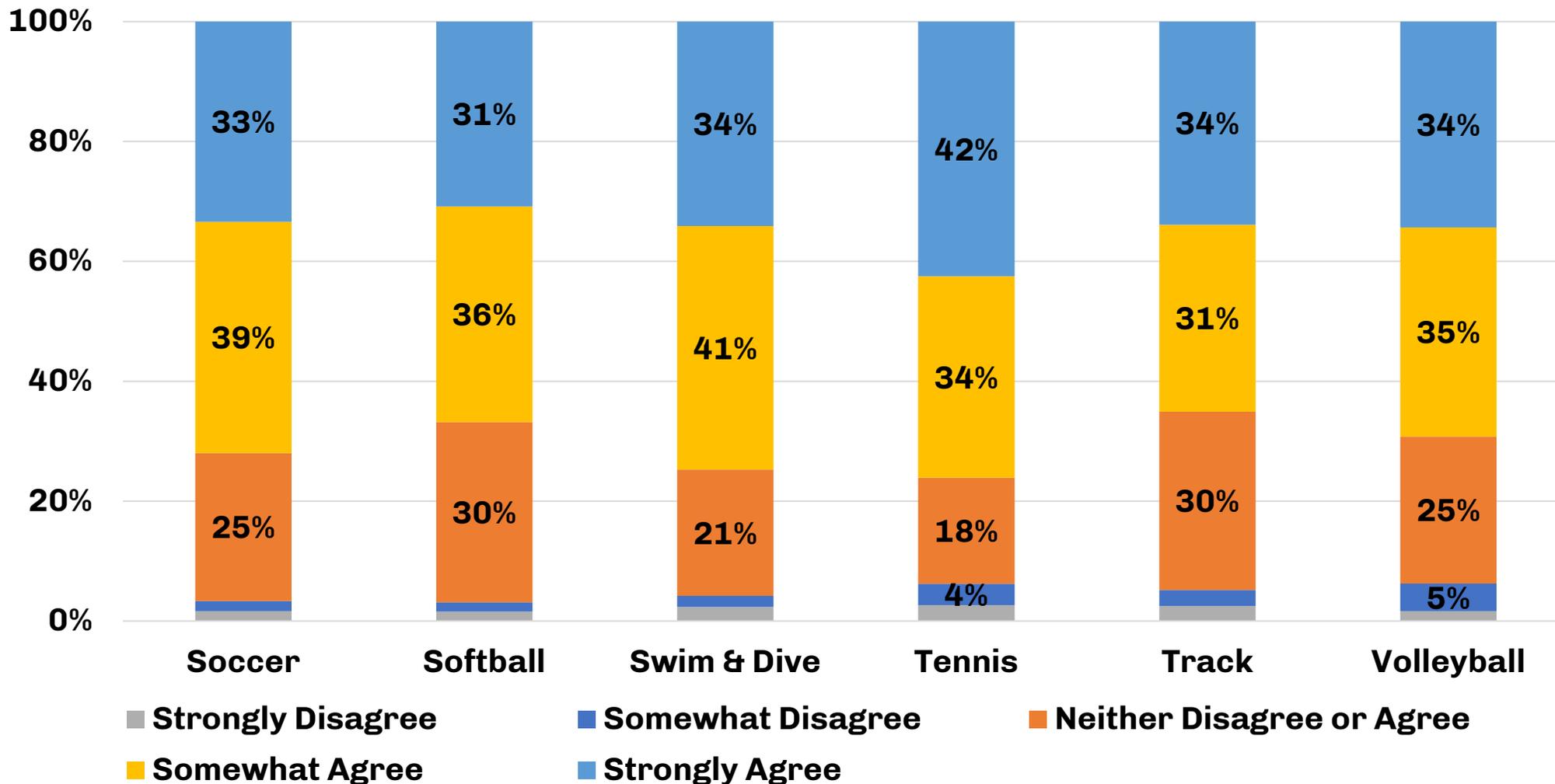


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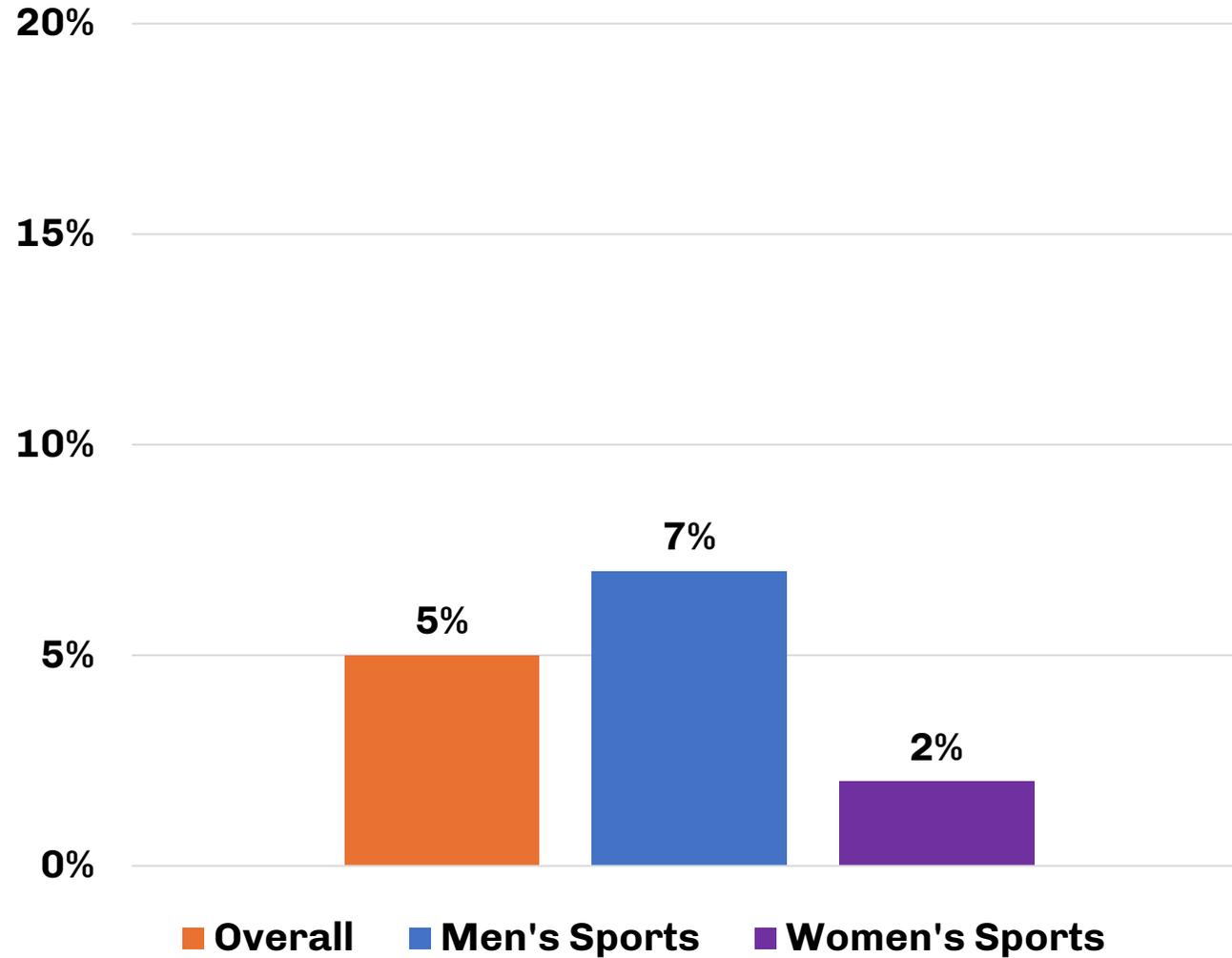
# **Direct Experience with Betting- Related Fan Abuse**

# Key Takeaways on Direct Experience with Betting-Related Fan Abuse

- ▶ Five percent of student-athletes are directly blamed by fans for betting losses. Participants in men's sports report receiving direct blame by fans for betting losses at higher rates than participants in women's sports.
- ▶ Men's basketball players (33%) have the highest rates of receiving direct blame by fans for betting losses.
- ▶ Nine percent of student-athletes experience online, verbal, or physical abuse by fans for betting losses. Participants in men's sports report experiencing abuse for betting losses at higher rates than participants in women's sports.
- ▶ Almost half of men's basketball players (46%) experience online, verbal, or physical abuse by fans for betting losses.



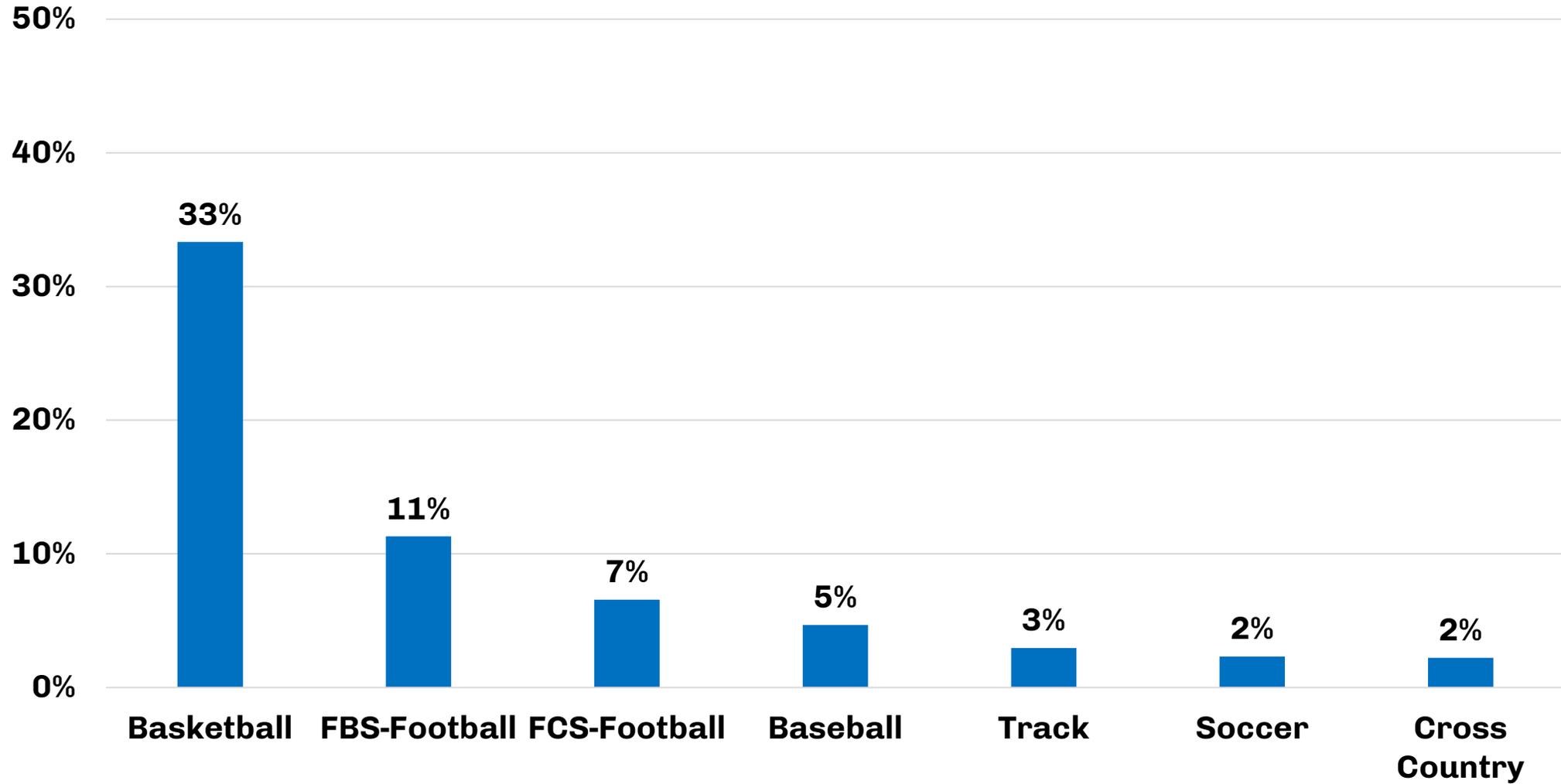
# Percent Experiencing Direct Blame by Fans for Betting Losses



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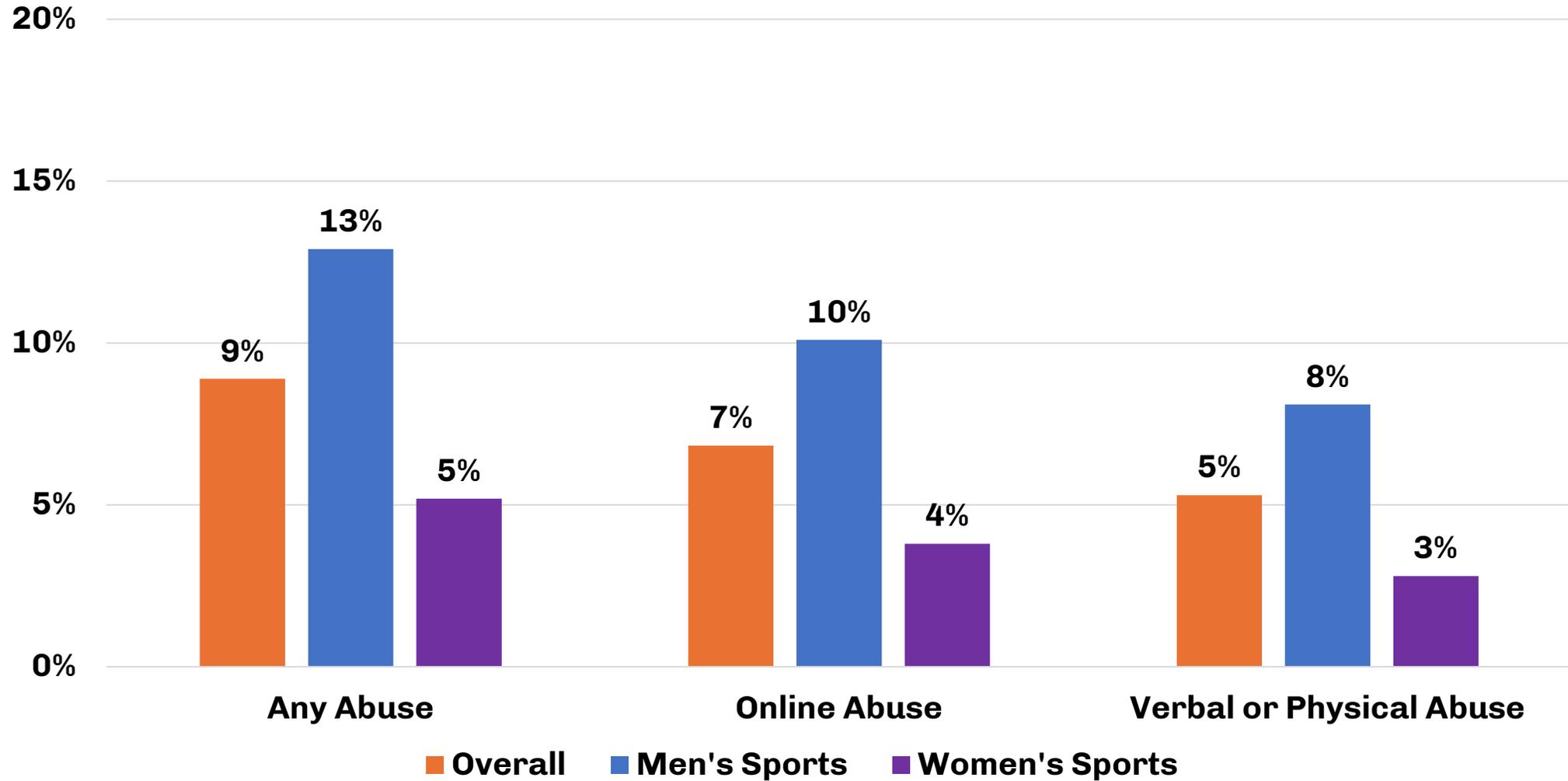
Source: NCAA SNAP Study, February 2026.

Note: Only sports with 75 or more athletes responding to the survey are displayed. There were no instances of direct blame reported by those participating in golf or in swim & dive.



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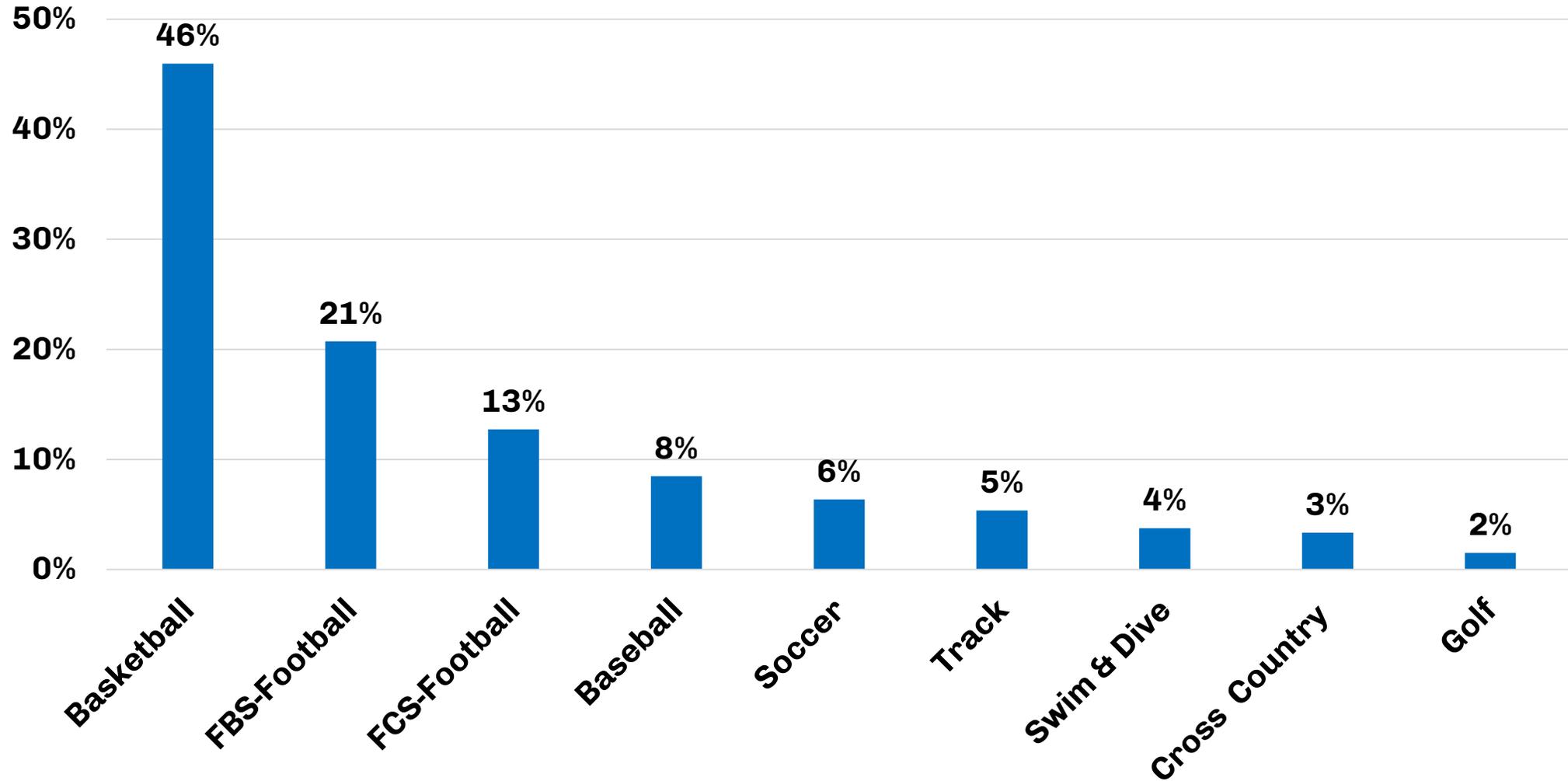
# Percent Experiencing Abuse by Fans for Betting Losses



Source: NCAA SNAP Study, February 2026.

# Percent Experiencing Any Abuse by Fans for Betting Losses

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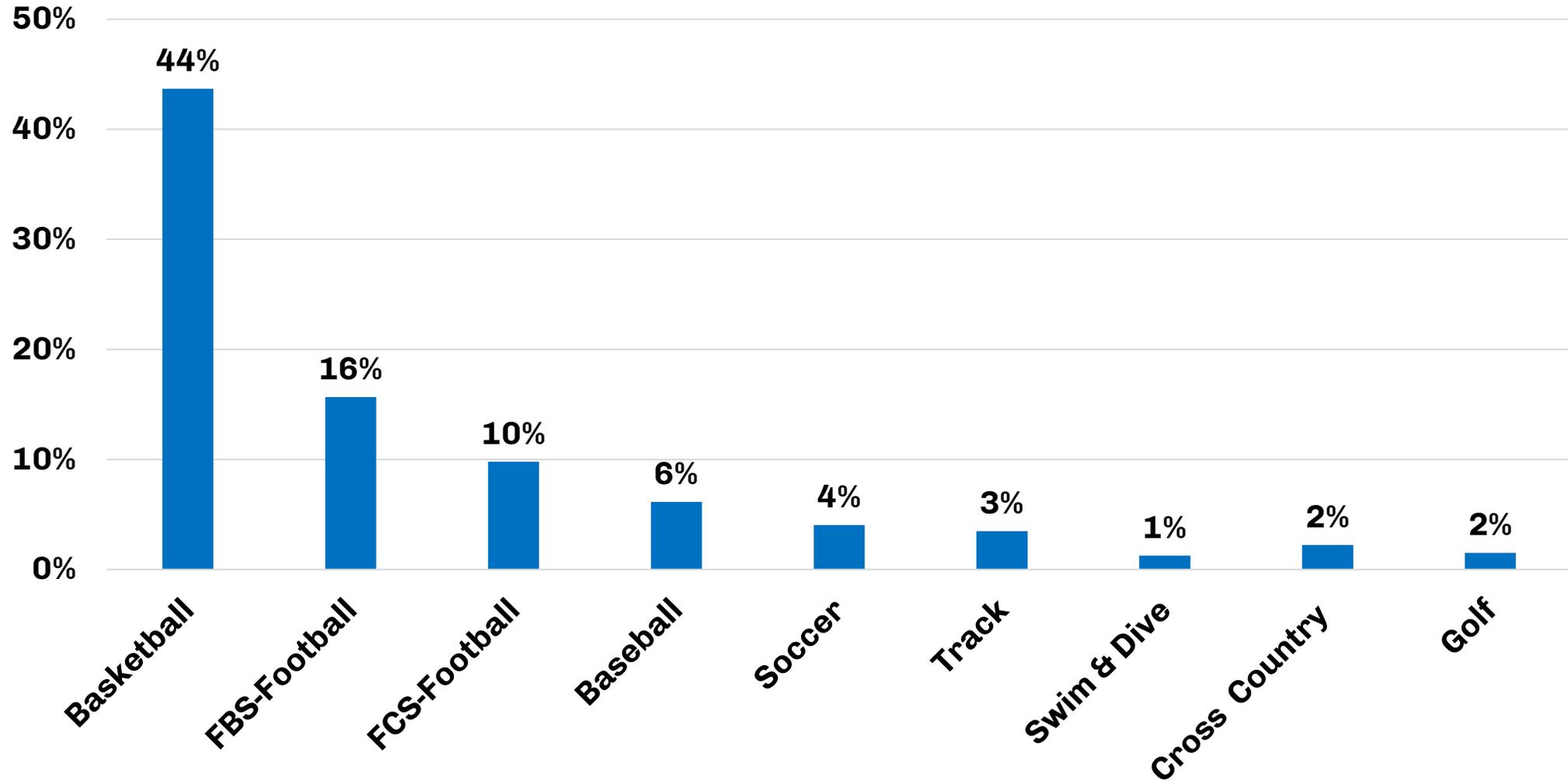


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# Percent Experiencing Online Abuse by Fans for Betting Losses

## Men's Sports

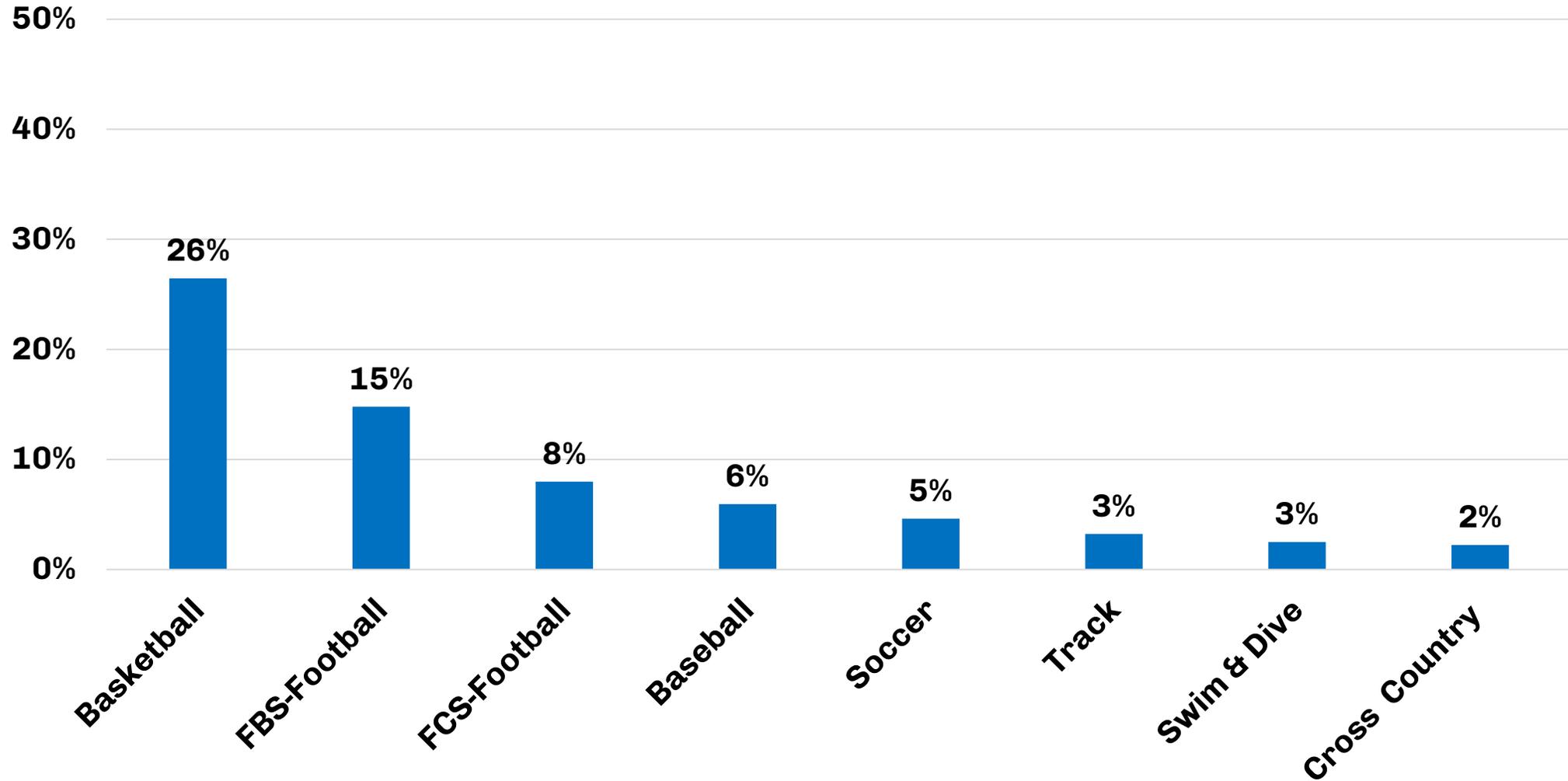


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# Percent Experiencing Verbal or Physical Abuse by Fans for Betting Losses

## Men's Sports



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Note: Only sports with 75 or more athletes responding to the survey are displayed. There were no instances of verbal or physical abuse reported by those participating in golf.



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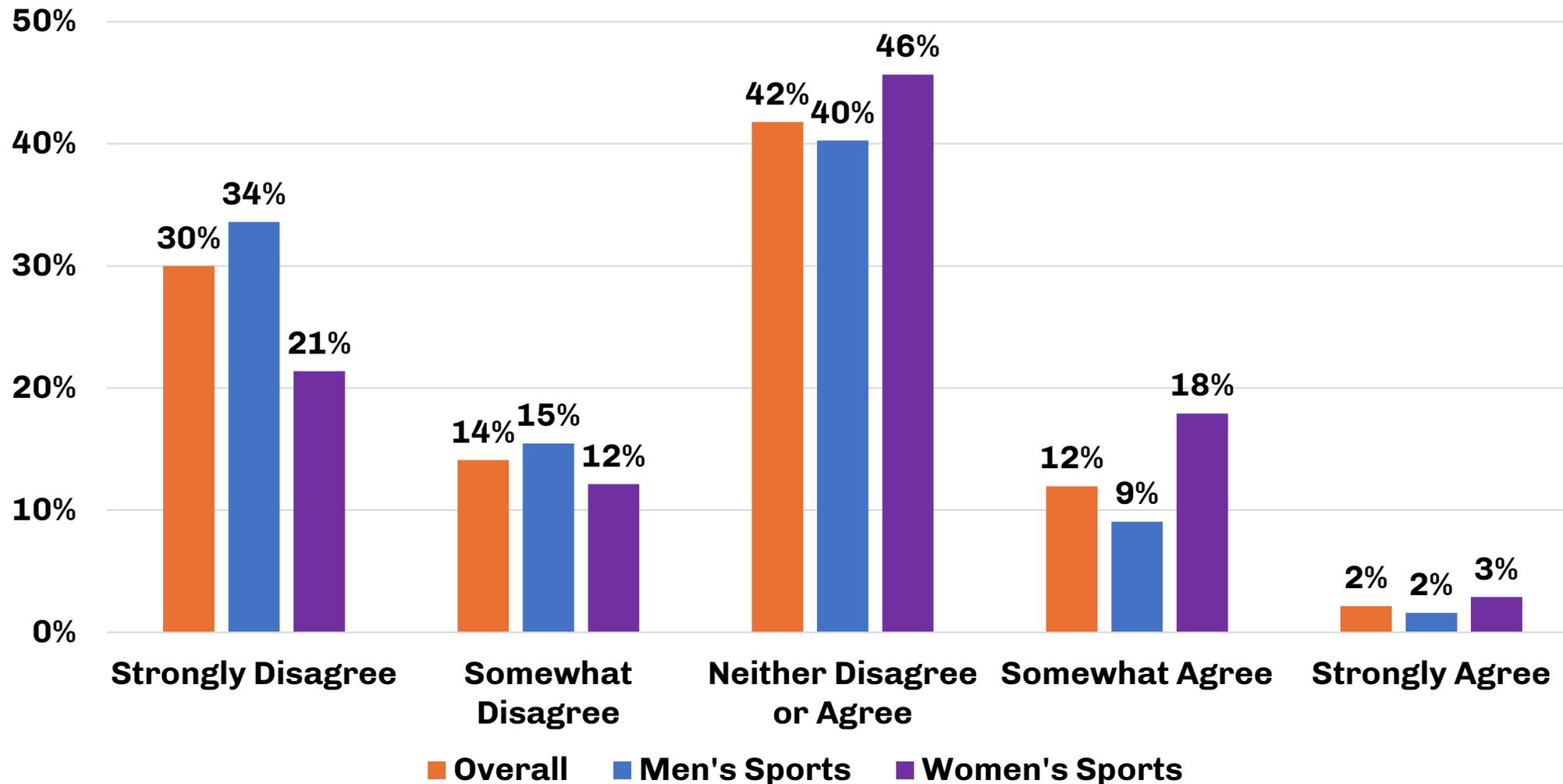
# **Perceived Effects of Betting- Related Fan Abuse on Well-Being and Performance**

## Key Takeaways on Perceived Effects of Betting-Related Fan Abuse on Well-Being and Performance

- ▶ Of those who directly experienced betting-related abuse, 14% felt increased stress, anxiety, or burnout, and 18% reported a reduction in the enjoyment of playing their sport.
- ▶ Regarding athletic performance, 13% of those who directly experienced betting-related abuse 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.
- ▶ Participants in women's sports report experiencing negative effects of betting-related fan abuse on well-being and performance at higher rates than participants in men's sports.



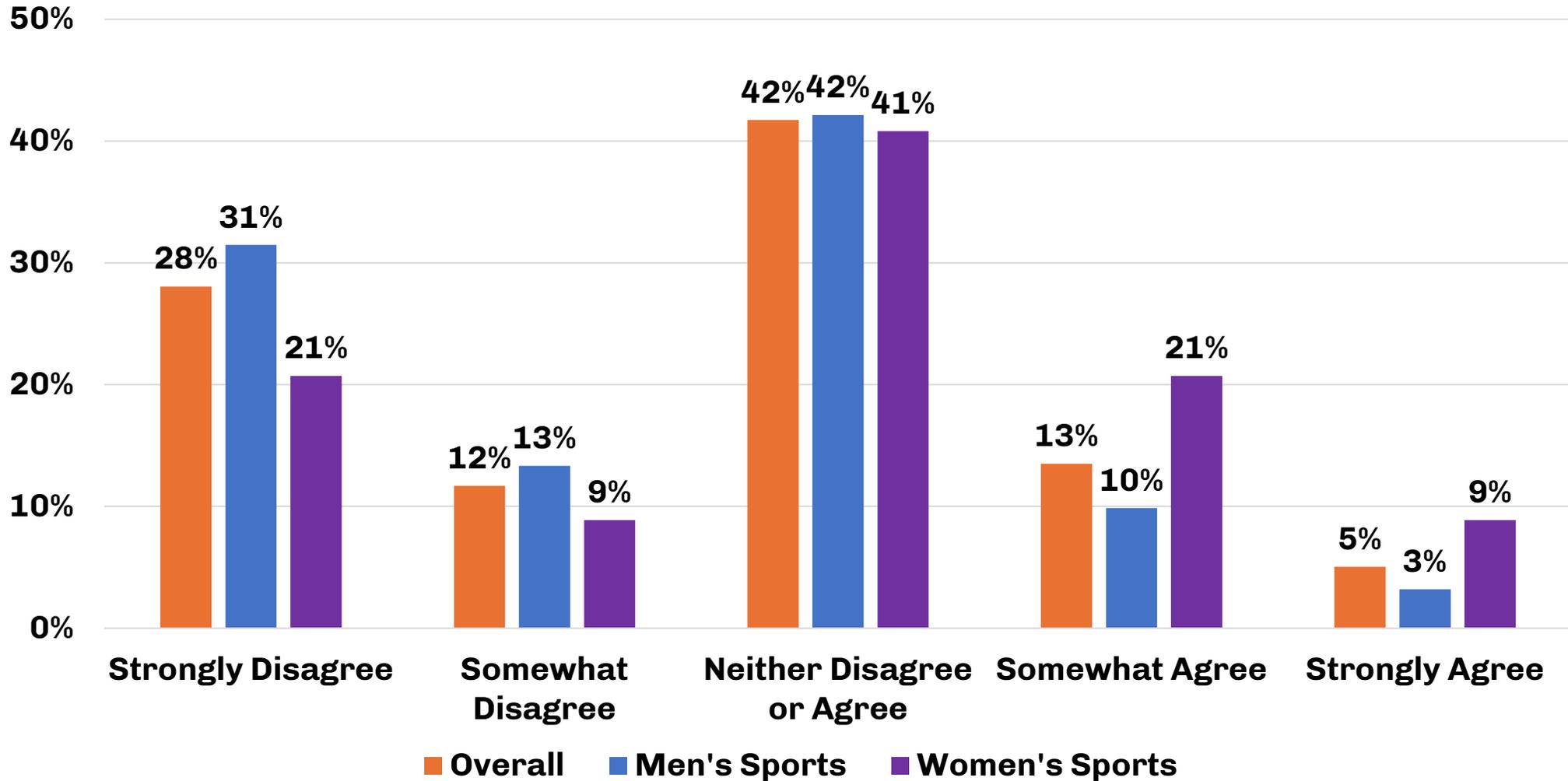
# I Feel Increased Stress, Anxiety, or Burnout When Subjected to Betting-Related Abuse



Source: NCAA SNAP Study, February 2026.

Note: Analysis restricted to those who reported direct experience with betting-related abuse, N=386 men's sports athletes and 178 women's sports athletes.

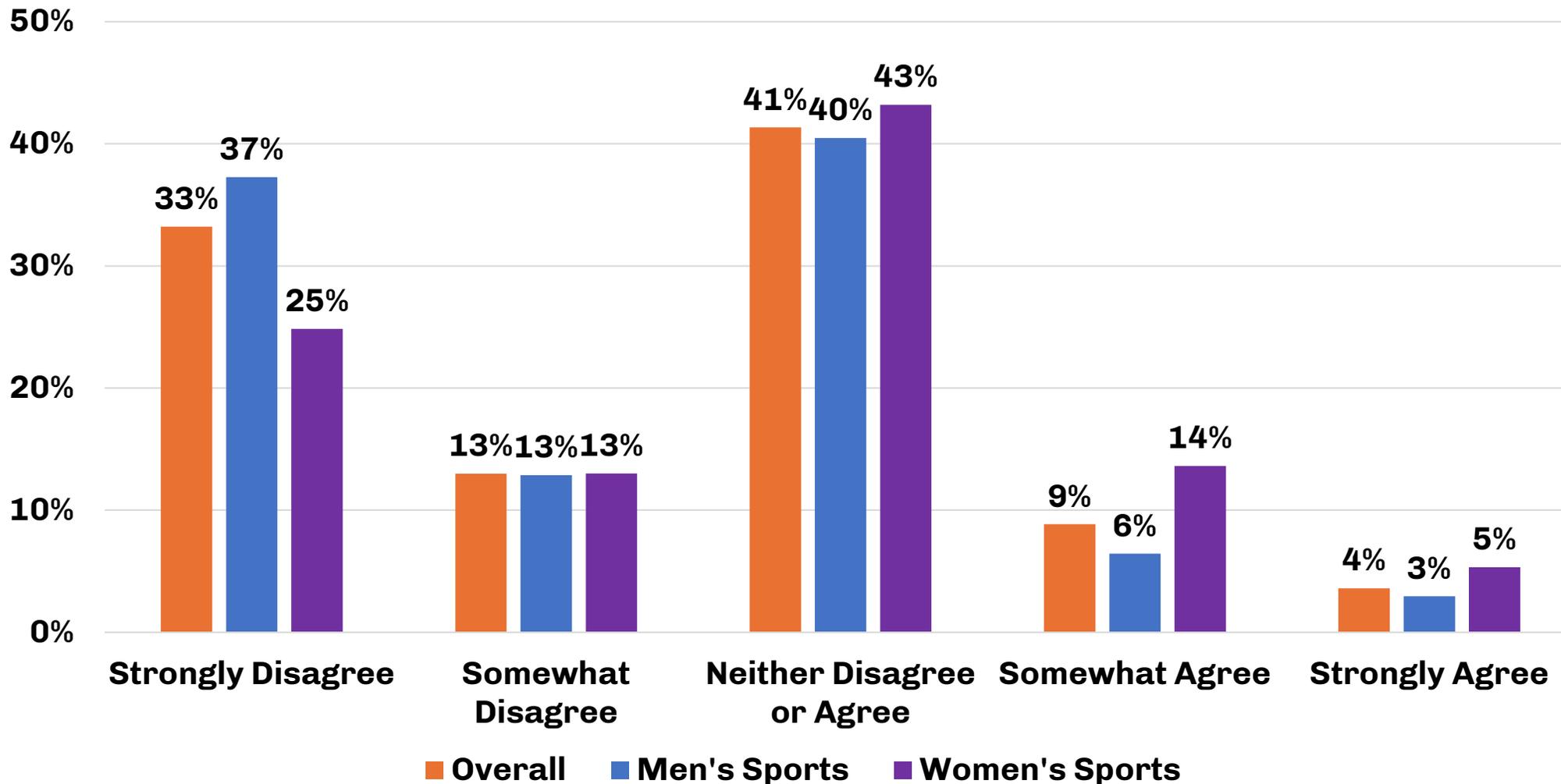
# Betting-Related Abuse Reduces My Enjoyment of Playing My Sport



Source: NCAA SNAP Study, February 2026.

Note: Analysis restricted to those who reported direct experience with betting-related abuse, N=386 men's sports athletes and 178 women's sports athletes.

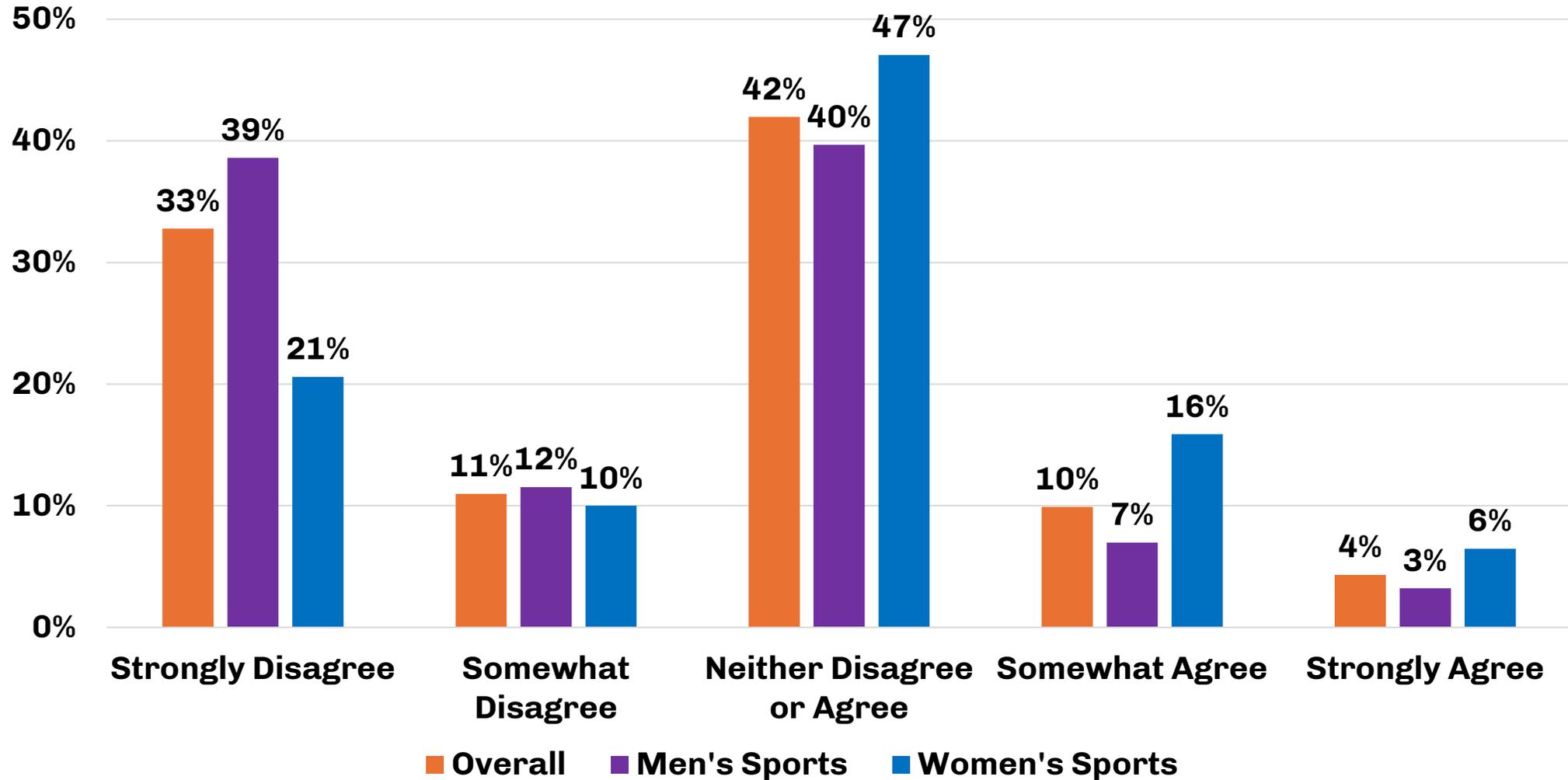
# My Focus and Concentration During Practice or Competition Decreases When I Am Targeted by Betting-Related Abuse



Source: NCAA SNAP Study, February 2026.

Note: Analysis restricted to those who reported direct experience with betting-related abuse, N=386 men's sports athletes and 178 women's sports athletes.

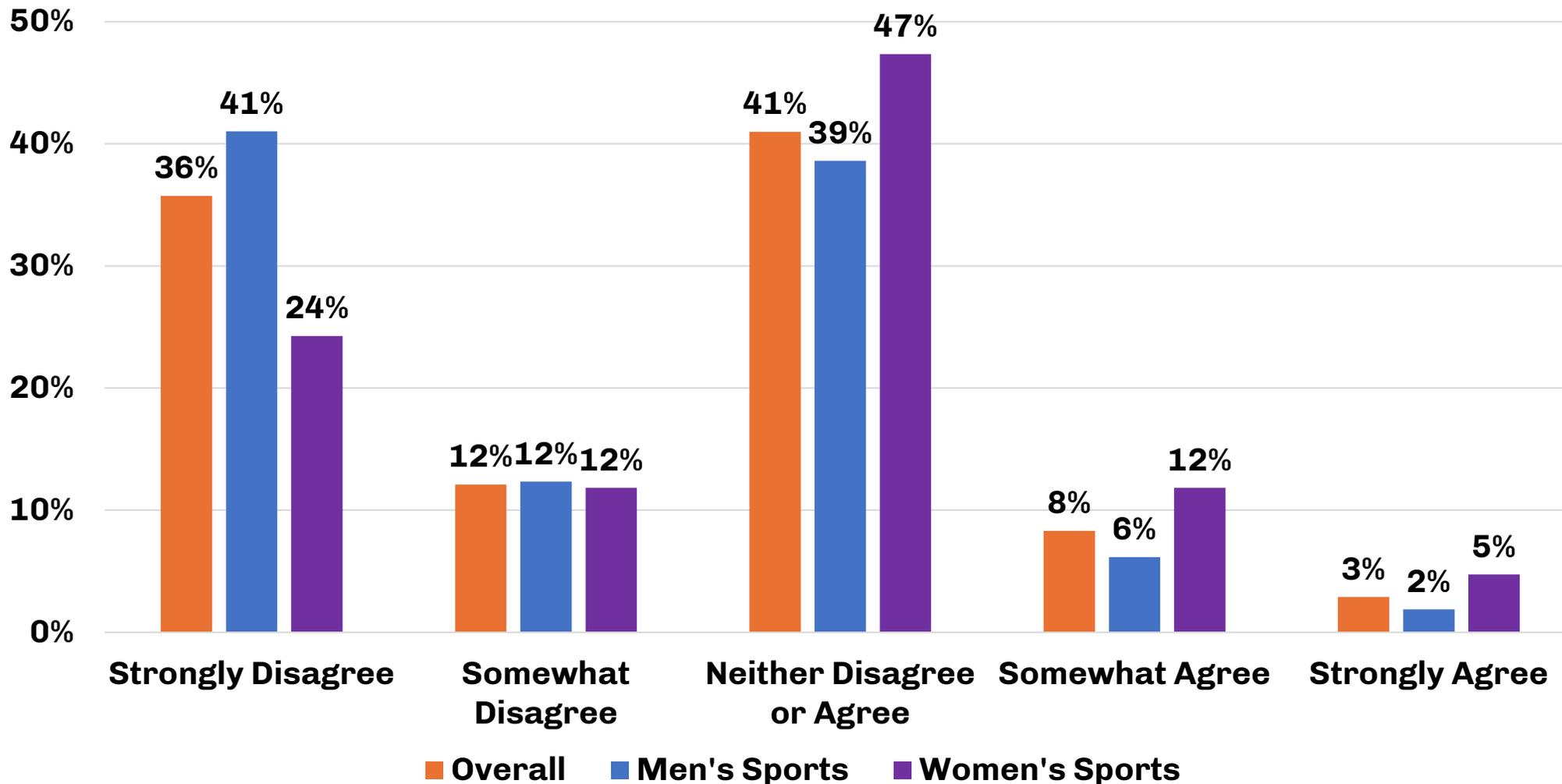
# Betting-Related Abuse Reduces My Confidence in My Performance



Source: NCAA SNAP Study, February 2026.

Note: Analysis restricted to those who reported direct experience with betting-related abuse, N=386 men's sports athletes and 178 women's sports athletes.

# Betting-Related Abuse Has Negatively Impacted My Performance



Source: NCAA SNAP Study, February 2026.

Note: Analysis restricted to those who reported direct experience with betting-related abuse, N=386 men's sports athletes and 178 women's sports athletes.



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