



NCAA Social Environments Study, Key Findings

FARA Annual Meeting, November 2024



Feelings of comfort around the general student body have declined in the last decade.

Comfort Among Social Groups

(Percent responding “Extremely Comfortable” or “Mostly Comfortable”)

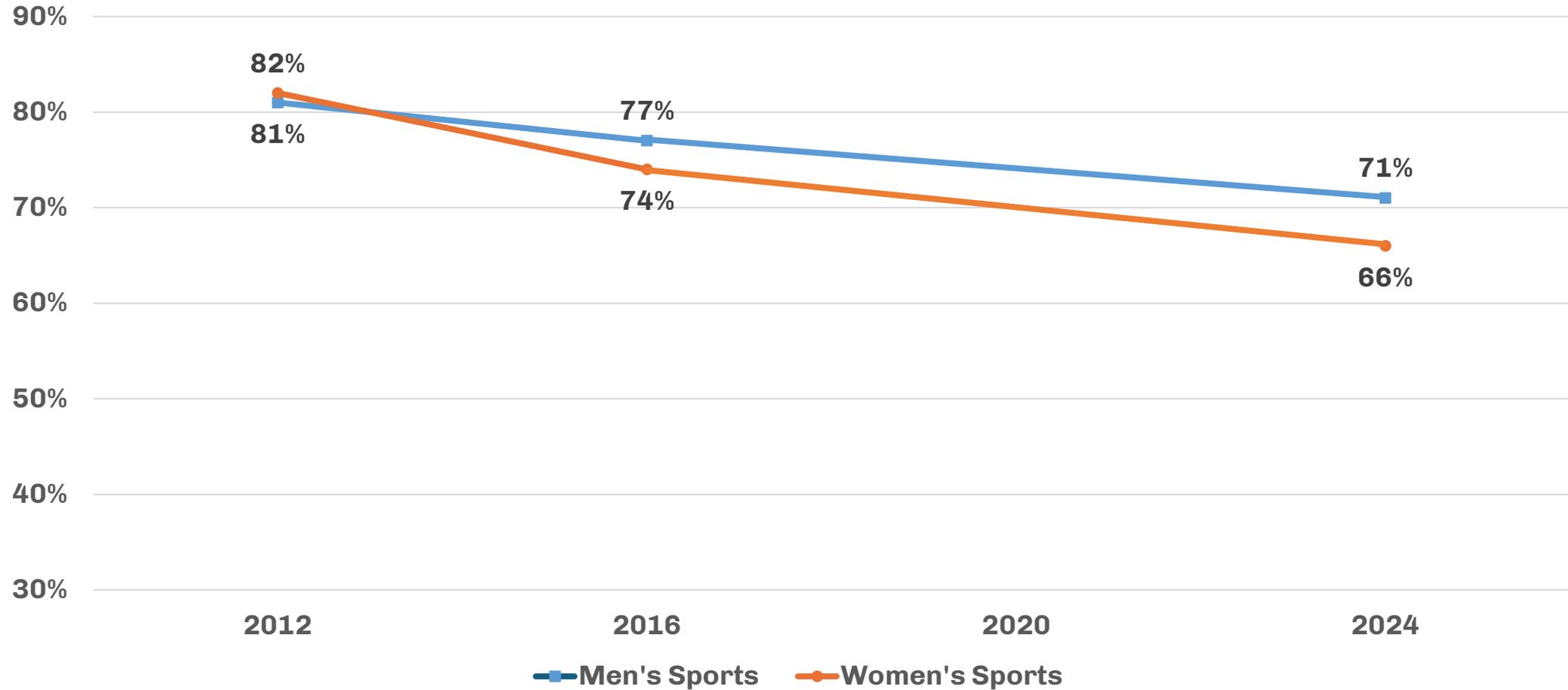
	Men’s Sports	Women’s Sports
With my team	93%	89%
Among other student-athletes at the school	83%	74%
With other students at this college who aren’t athletes	71%	66%

-  Yellow indicates a decrease of 5 percentage points or more from 2016.
-  Green indicates an increase of 5 percentage points or more from 2016.

Note: Endorsement of top two points on a 4-point scale. Source: NCAA Social Environments Study (2024).

Comfort Among Non-Athlete Students

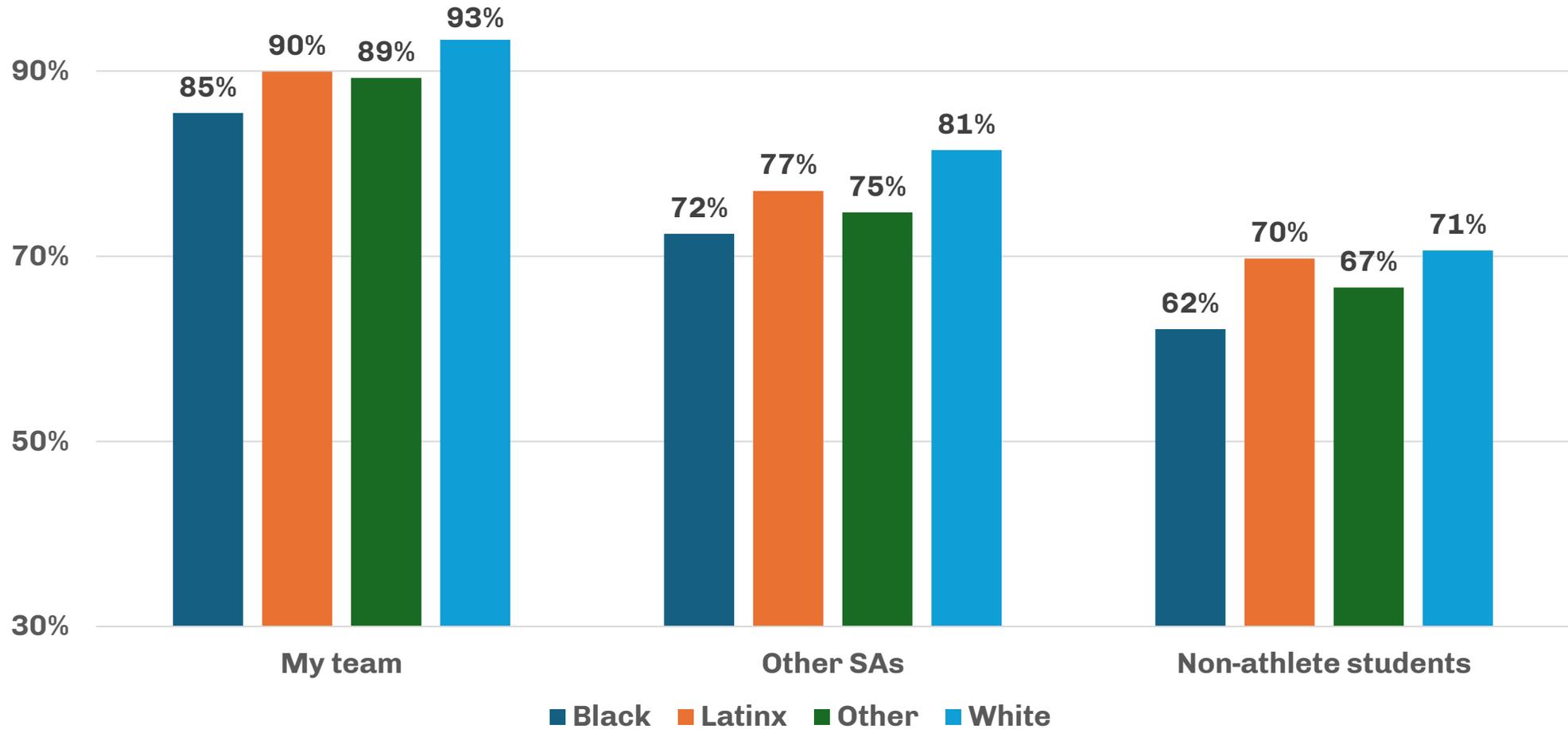
(Percent responding "Extremely Comfortable" or "Mostly Comfortable," 2012-2024)



Note: Endorsement of top two points on a 4-point scale. Source: NCAA Social Environments Study (2024).

Comfort Among Social Groups by Race

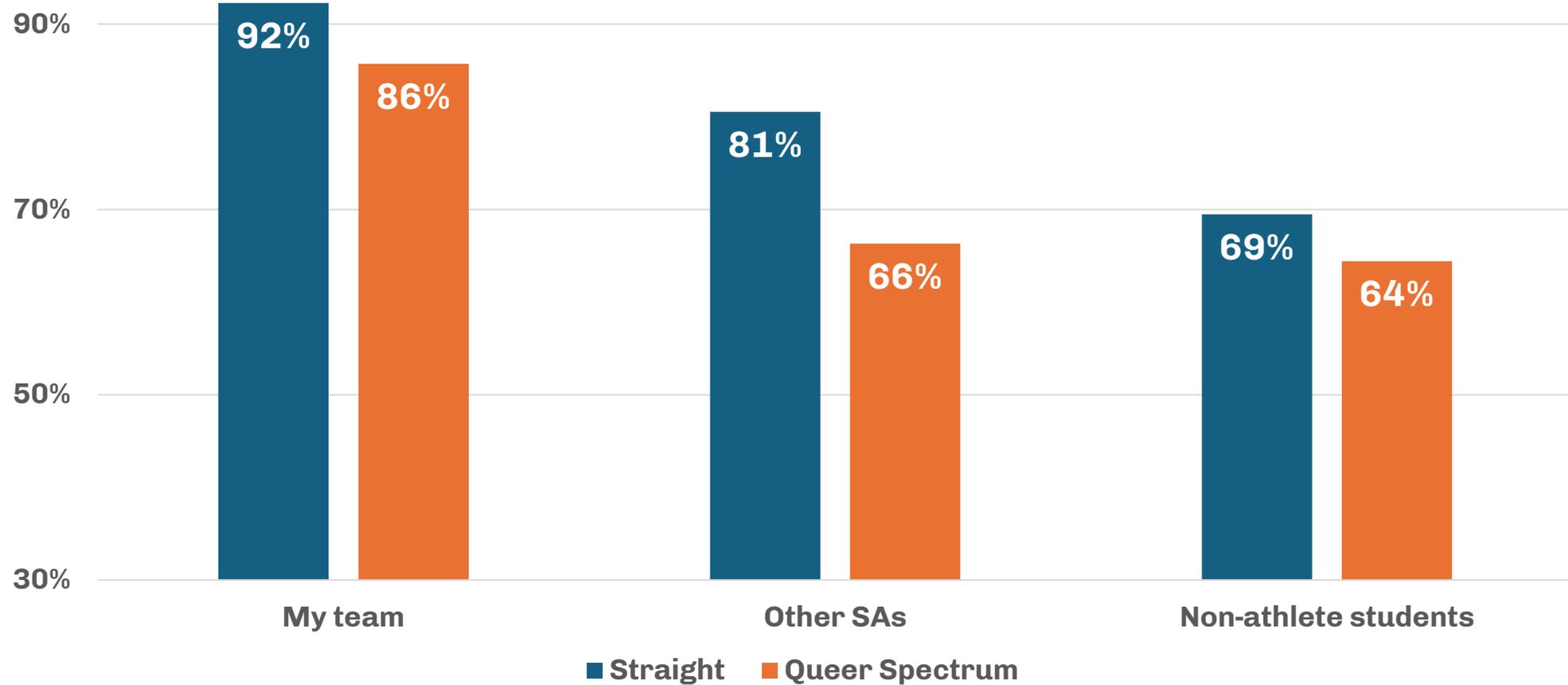
(Percent responding “Extremely Comfortable” or “Mostly Comfortable”)



Notes: Endorsement of top two points on a 4-point scale. “Other” includes those who selected American Indian/Alaska Native, Asian, Middle Eastern/North African, Native Hawaiian/Pacific Islander, Other or multiple racial identities. Source: NCAA Social Environments Study (2024).

Comfort Among Social Groups by Sexual Orientation

(Percent responding “Extremely Comfortable” or “Mostly Comfortable”)



Notes: Endorsement of top two points on a 4-point scale. Queer-spectrum includes those self-identifying as gay, lesbian, bisexual, pansexual, queer, questioning/unsure, another sexual identity or multiple sexual identities. Queer-spectrum participants represented 9% of the sample (N=362 men’s sports athletes, N=1,271 women’s sports athletes). Source: NCAA Social Environments Study (2024).

Measures of Trust

(Percent responding “Agree” or “Strongly Agree”)

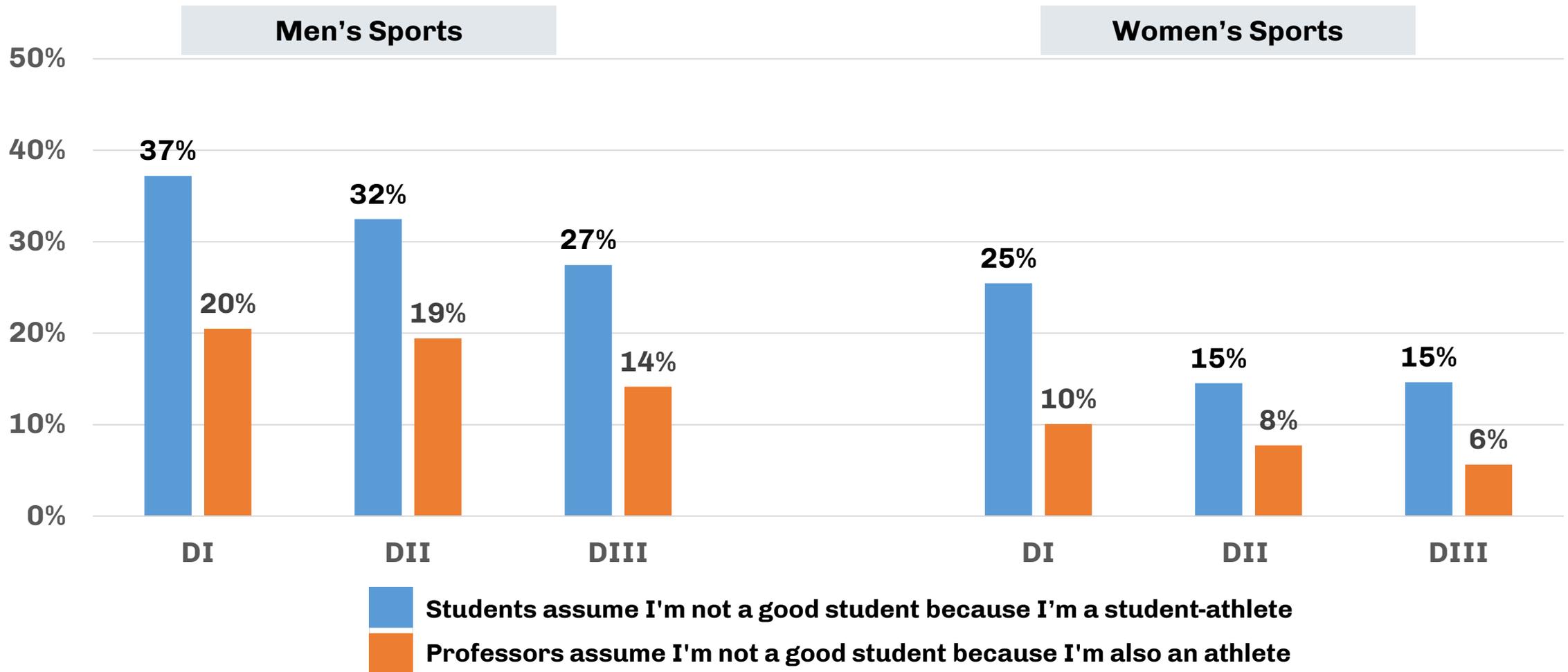
	Men's Sports	Women's Sports
My coaches can be trusted	77%	69%
My teammates have my back regardless of the situation	71%	61%
I trust my teammates as much as anybody in my life	64%	58%

Notes: Endorsement of top two points on a 6-point scale. Green indicates an increase of 5 percentage points or more since 2016. Source: NCAA Social Environments Study (2024).

A third of men's sports athletes report facing assumptions that they're not good students.

Campus Academic Climate

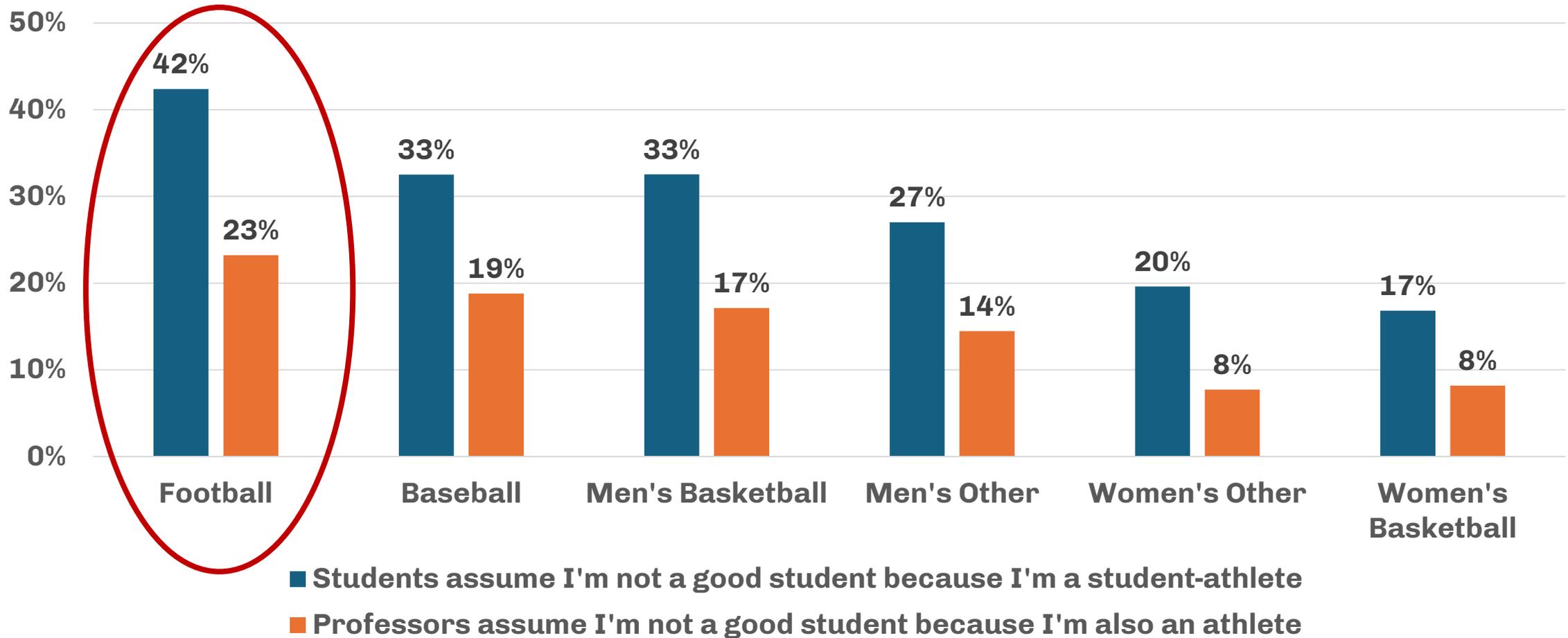
(Percent responding "Agree" or "Strongly agree")



Note: Endorsement of top two points on a 6-point scale. Source: NCAA Social Environments Study (2024).

Campus Academic Climate

(Percent responding "Agree" or "Strongly agree")



Note: Endorsement of top two points on a 6-point scale. Source: NCAA Social Environments Study (2024).

More student-athletes know where to go on campus for mental health support.

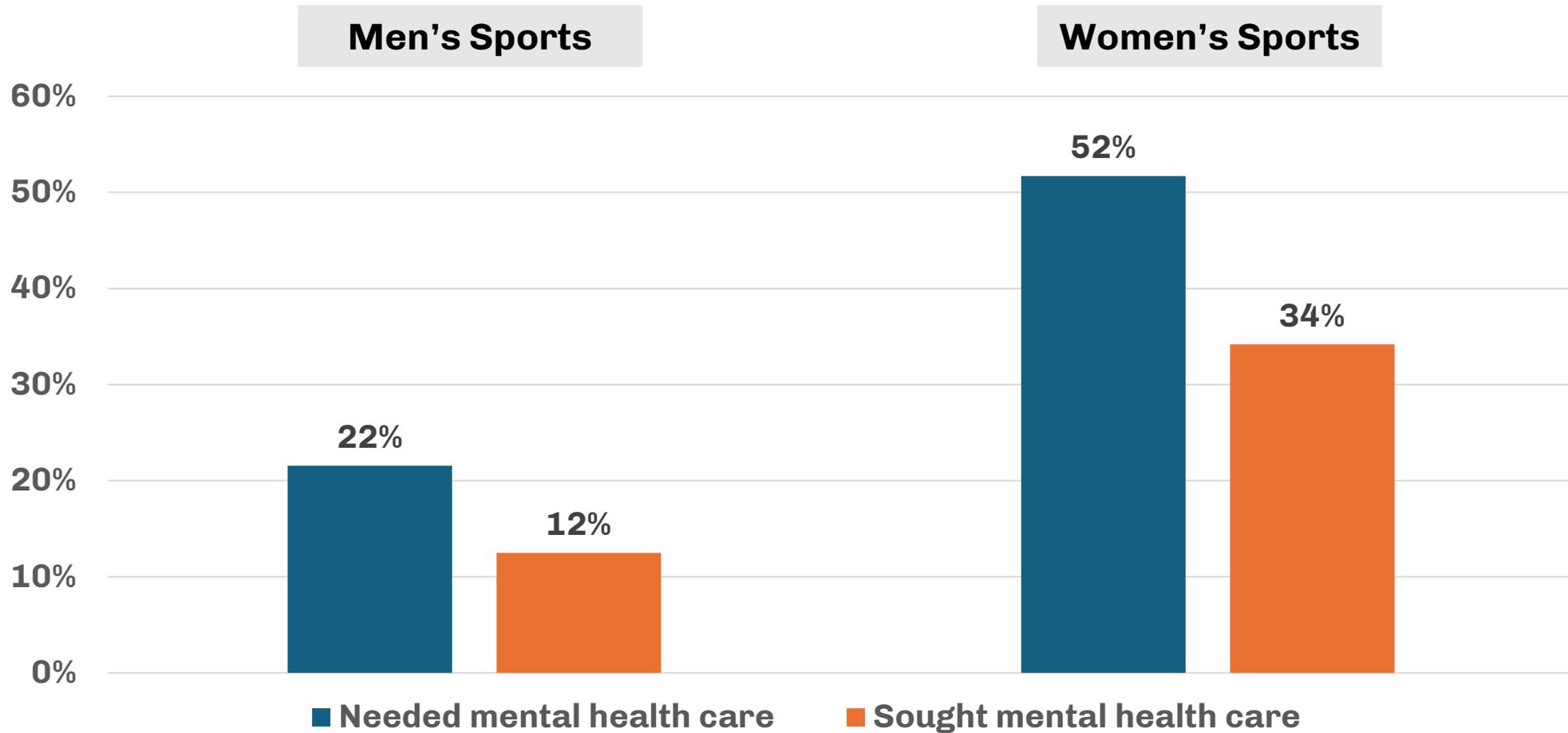
“I know where to go on campus if I have mental health concerns.”
 (Percentage of Participations Who Endorsed “Agree” or “Strongly Agree”)

	Health & Wellness Study (2023)	Social Environments Study (2024)
Men’s Sports		
Division I	65%	74%
Division II	66%	81%
Division III	70%	73%
Women’s Sports		
Division I	70%	82%
Division II	71%	77%
Division III	75%	84%

Note: Top 2 points on a 6-point scale. Sources: NCAA Student-Athlete Health and Wellness Study (2023) and NCAA Social Environments Study (2024).

Mental Health Within the Last 12 Months

(Percent responding "Yes")



Source: NCAA Social Environments Study (2024).

Conditions Necessary for Accessing Mental Health Services

(Percentage who needed but did not seek care responding “Agree” or “Strongly Agree”)

	Men's Sports (N=1,145)	Women's Sports (N=1,681)
It's free	41%	40%
Provider understands SA experience	40%	37%
Nobody can know I am seeking care	36%	25%
Athletics dept. should help me find care	32%	34%

Note: Endorsement of top two points on a 6-point scale. Source: NCAA Social Environments Study (2024).

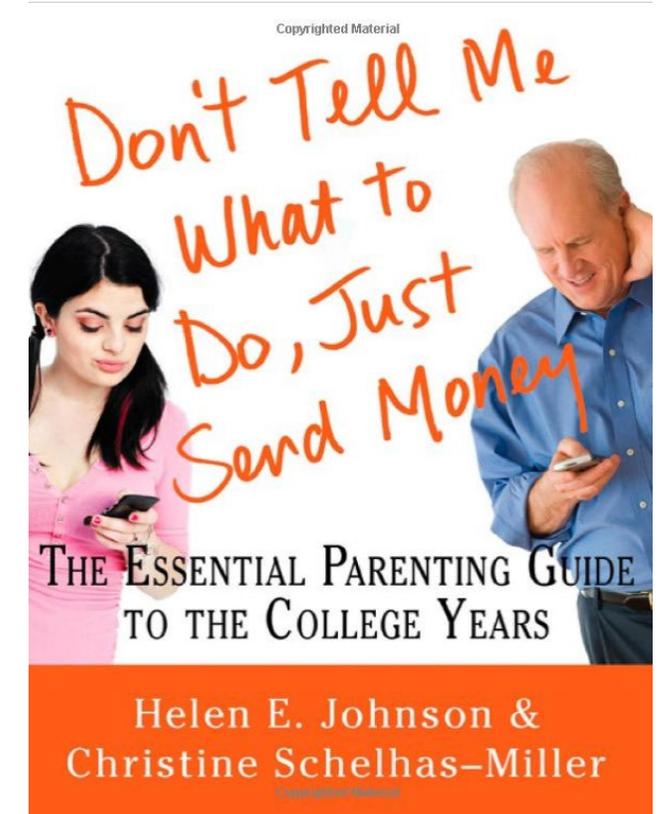
Student-athletes are less likely to ask parents to intervene than in 2016.

**61% of student-athletes
communicate with their parents
once or more per day.**



I “often” or “sometimes” ask a family member...

	Men's Sports	Women's Sports
Help with a bill or money problem	65%	74%
Advice on athletics issues	61%	78%
Help dealing with stress or other mental well-being issues	59%	78%
Help you make academic decisions	52%	63%
Contact one of your coaches	11%	7%
Contact one of your professors	8%	3%



Note: Endorsement of top two points on a 3-point scale (Sometimes, Often, Never). Source: NCAA Social Environments Study (2024).

I “often” or “sometimes” ask a family member...

	2016	2024
Help with a bill or money problem	74%	69%
Advice on athletics issues	70%	68%
Help dealing with stress or other mental well-being issues	73%	68%
Help you make academic decisions	64%	57%
Contact one of your coaches	14%	9%
Contact one of your professors	8%	6%

Notes: Endorsement of top two points on a 3-point scale (Sometimes, Often, Never). Yellow indicates a decrease of 5 percentage points or more since 2016. Sources: NCAA Social Environments Study (2016, 2024).



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Women's sports athletes are 3-4x more likely to indicate that social media is negatively impacting their body image.



Social Media Engagement

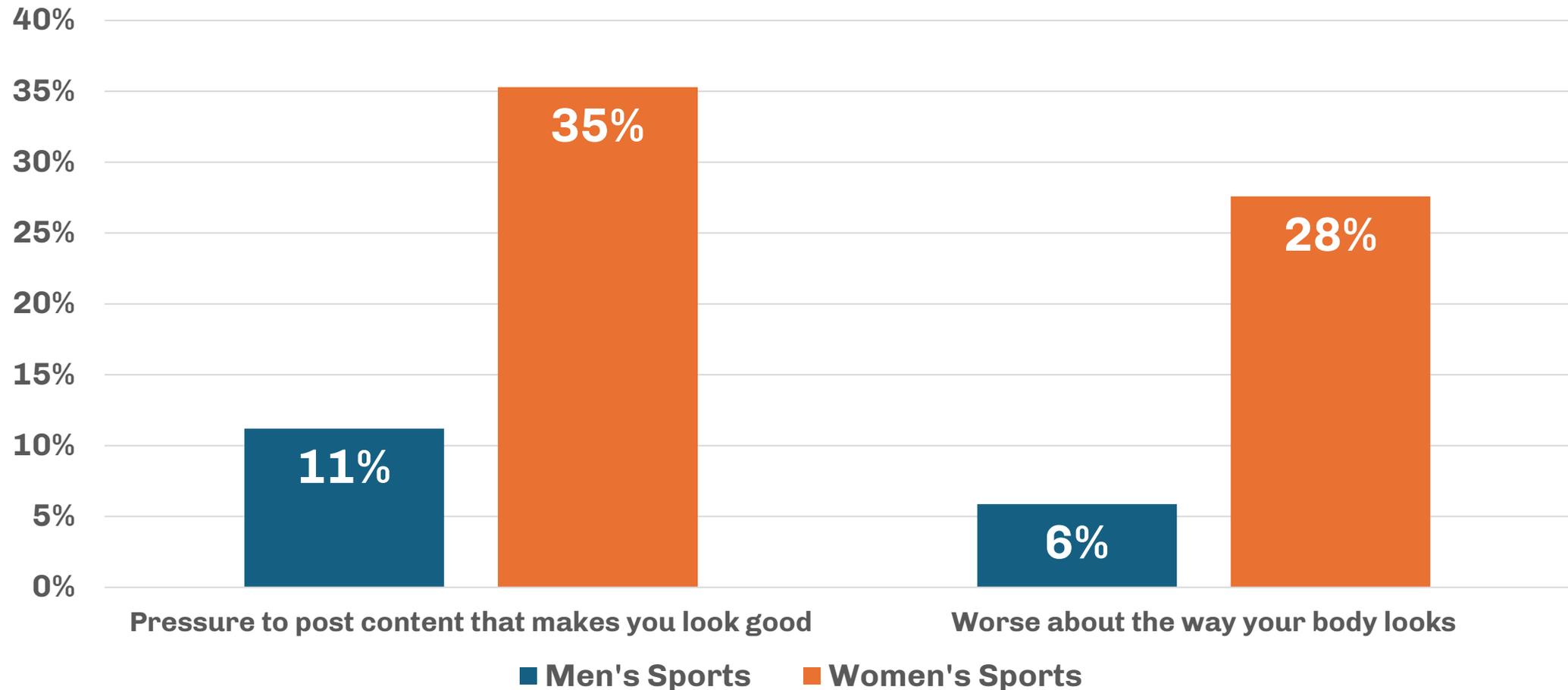
(Percentage responding “Agree” or “Strongly Agree”)

	Men's Sports	Women's Sports
I pay a lot of attention to what's said about me and my team on it	35%	47%
Distracts me from doing the things I need to do each day	23%	27%
My use often makes it hard for me to get to sleep at night	19%	20%

Note: Endorsement of top two points on a 6-point scale. Source: NCAA Social Environments Study (2024).

Social media “frequently” makes student-athletes feel...

(Responses specific to student-athletes who pay a lot of attention to what’s said about their team on social media)



Note: Endorsement of top point on a 3-point scale (Frequently, Occasionally, Not at all). Source: NCAA Social Environments Study (2024).

Social Media Engagement

(Percentage responding “Agree” or “Strongly Agree”)

	Men's Sports	Women's Sports
Allows me to connect with student-athletes on other campuses	55%	63%
Use it to enhance my athletics training	54%	58%
Connects me to peers with shared identities who can support me	41%	46%
Has given me ideas or opportunities related to NIL	32%	32%

Note: Endorsement of top two points on a 6-point scale. Source: NCAA Social Environments Study (2024).

Have you posted on social media to fulfill an NIL agreement?

(Percent responding “Yes”)

Baseball	Men's Basketball	Football	Men's Other	Women's Basketball	Women's Other
Division I					
22%	43%	32%	13%	33%	19%
Division II					
11%	11%	12%	6%	7%	7%
Division III					
4%	4%	5%	5%	3%	3%

Source: NCAA Social Environments Study (2024).

A quarter of men's sports athletes reported having at least one teammate with a gaming problem.



Gaming

- 20% of men's sports athletes reported never gaming, while 7% reported gaming at least 13 hours per week.
- Women's sports athletes game at lower levels with almost half reporting no gaming at all, and about 2% gaming at least 13 hours per week.
- Both men's and women's sports athletes in Division I reported lower rates of gaming than their Division II and Division III peers.
- Among those gaming 13+ hours per week, they're most likely to be playing online – either with friends or with those they don't know.

Gaming Beliefs

(Percentage responding “Agree” or “Strongly Agree”)

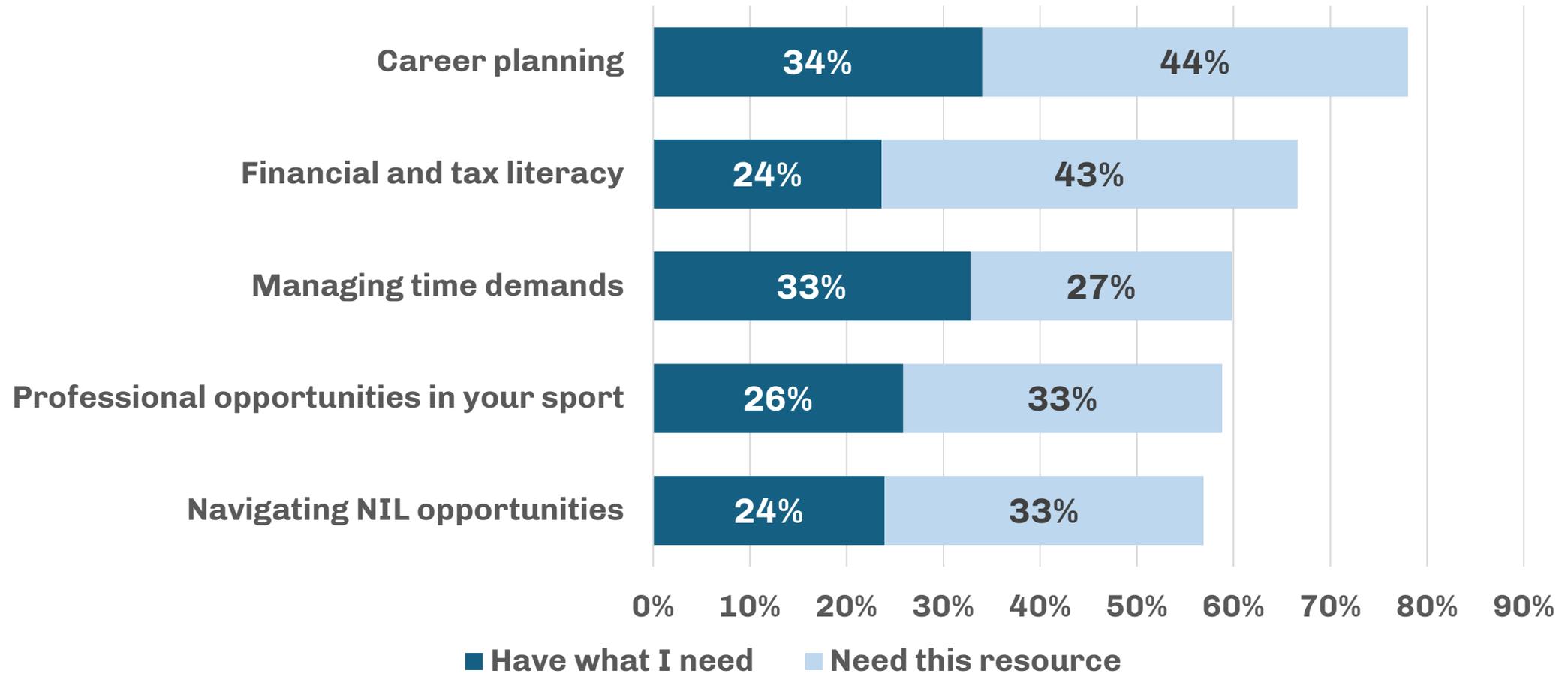
	Men's Sports	Women's Sports
Gaming is an effective way to relieve stress in college.	63%	25%
I have at least one teammate who can't seem to control the amount of time they spend gaming.	25%	7%
Coaches express concern over how much time members of my team spend gaming.	13%	3%

Source: NCAA Social Environments Study (2024).

Student-athletes continue to seek resources that prepare them for life after college.

Interest in Additional Education/Resources From the Athletics Department

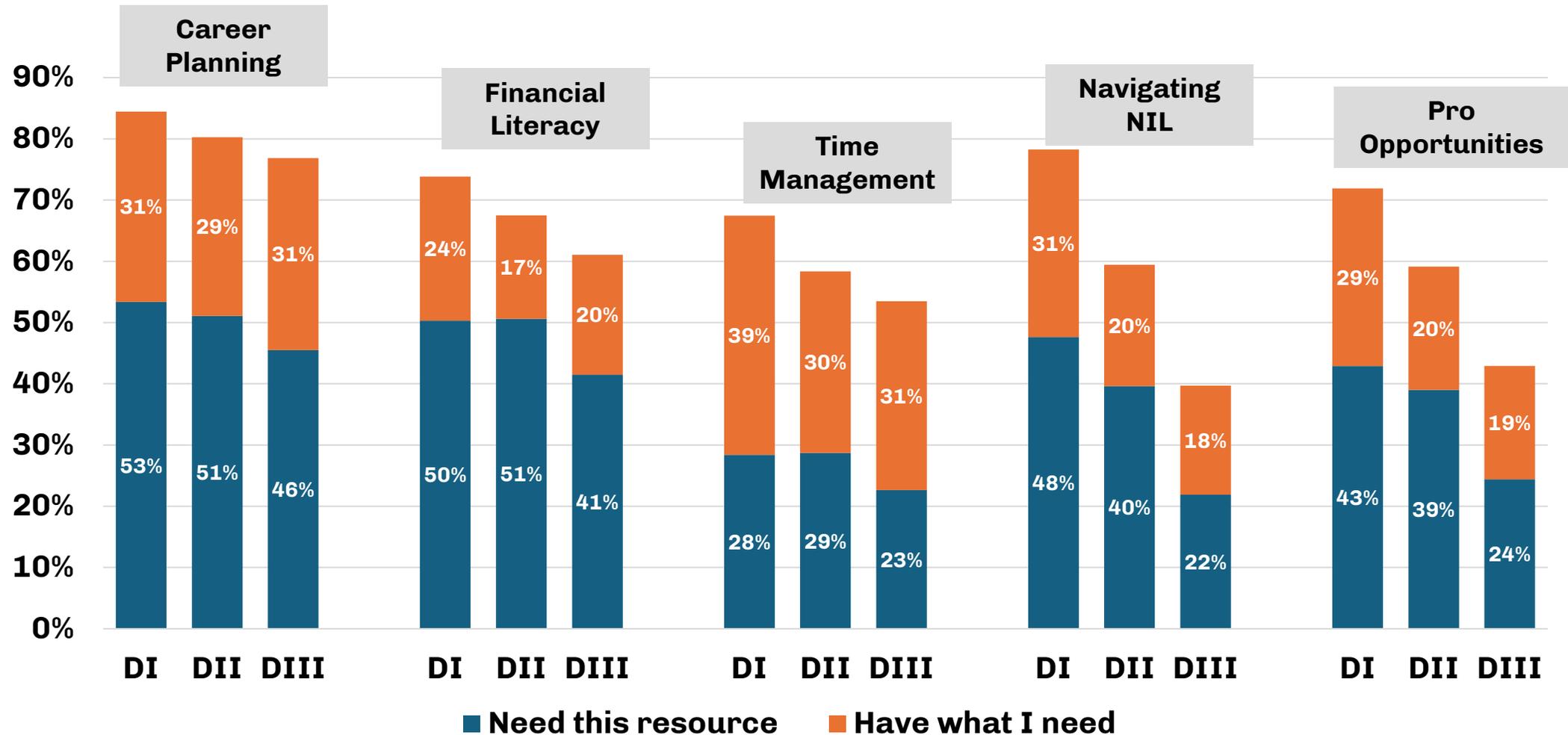
(Percent responding “Have What I Need” and “Need this resource”)



Source: NCAA Social Environments Study (2024).

Interest in Additional Education/Resources From the Athletics Department

(Percentage responding “Have what I need” and “Need this resource”)



Source: NCAA Social Environments Study (2024).

Student-athletes are highly engaged in community service.

Sense of Social Responsibility

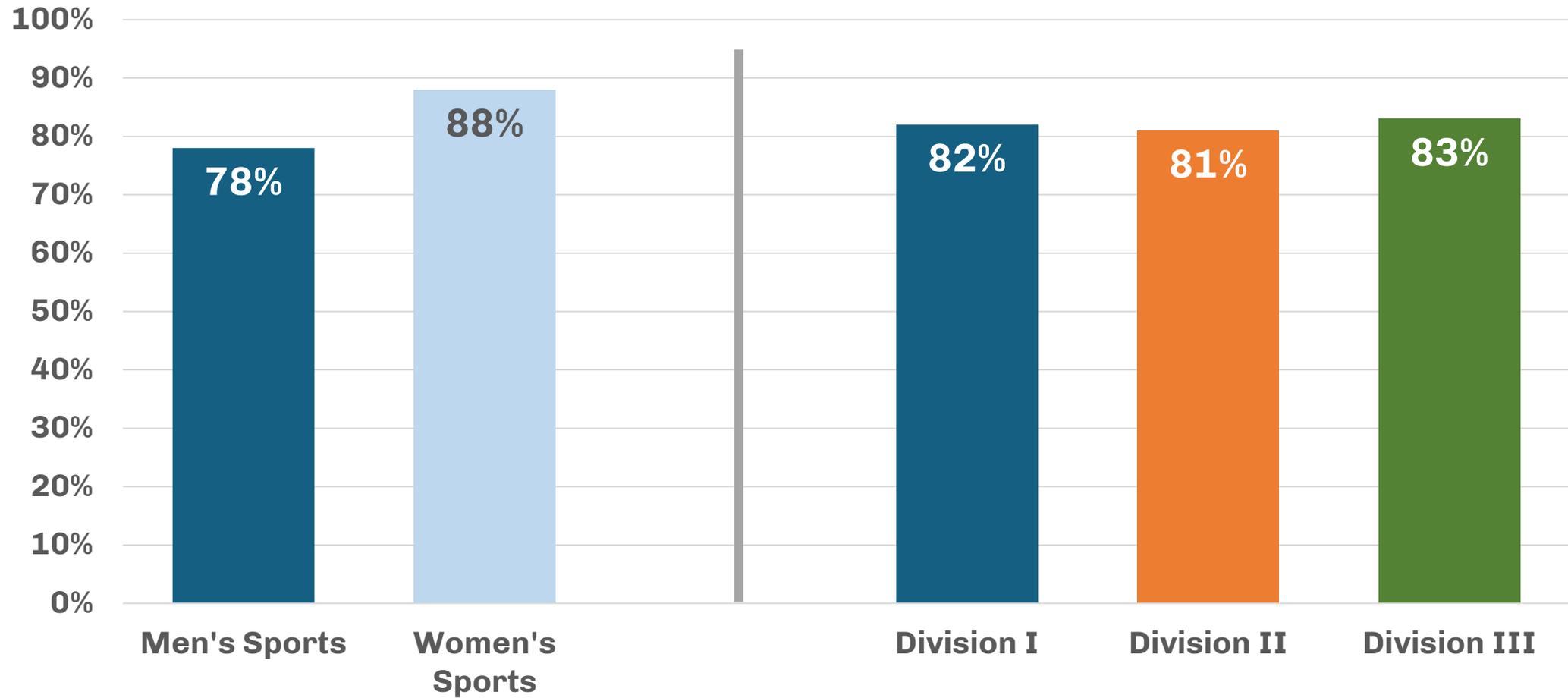
(Percentage of Participants Who Endorsed “Agree” or “Strongly Agree”)

	Men's Sports	Women's Sports
It is important to me to be an active and engaged citizen	64%	68%
Student-athletes have a responsibility to participate in volunteer activities within the local community	49%	60%

Note: Endorsement of top two points on a 6-point scale. Source: NCAA Social Environments Study (2024).

Performed Volunteer Work Within in the Last Year

(Percent of Participants Who Endorsed “Frequently” or “Occasionally”)



Note: Endorsement of top two points on a 3-point scale (Frequently, Occasionally, Not at all). Source: NCAA Social Environments Study (2024).



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