

TITLE IX AND GIRLS IN SPORT:

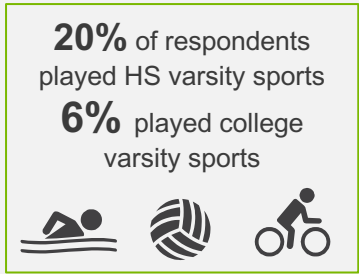
**A Report from YouGov America, Inc. and
Women's Sports Foundation**

June/July 2017

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

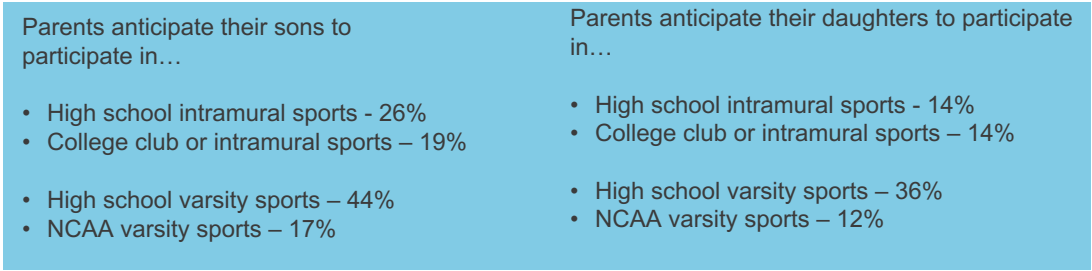


Sports Participation Among Respondents’ Children

Among Parents with Daughters in High School or Older:



Among Parents with Children not Yet in High School...



Note: Throughout the deck, statistical significance is denoted in either a blue callout box or is a  in data tables/charts.



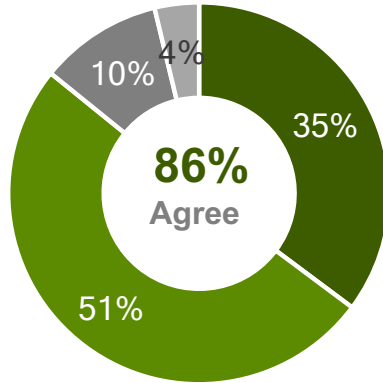
Title IX and Girls in Sport

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.

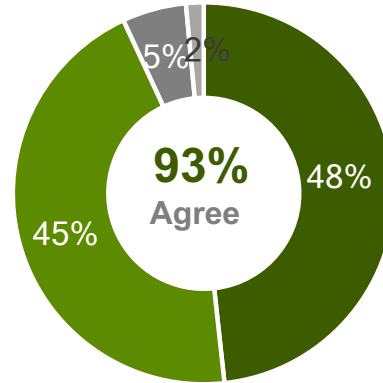
AGREEMENT WITH STATEMENT

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

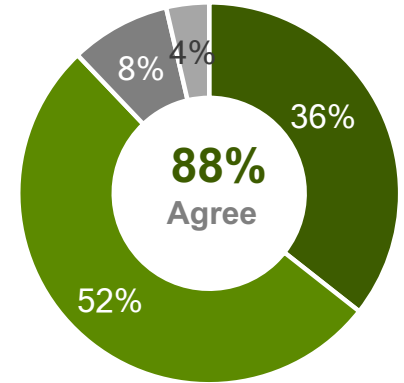
- Strongly agree
- Agree
- Disagree
- Strongly disagree



Total U.S. adults



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



U.S. adults with Daughters who do NOT Play(ed) HS/College Sports

ADDITIONALLY:

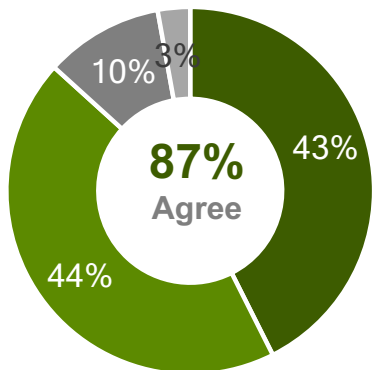
Women are more likely than men to say that participating in sports promotes skills students might not be exposed to in the classroom (89% vs. 82%).

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.

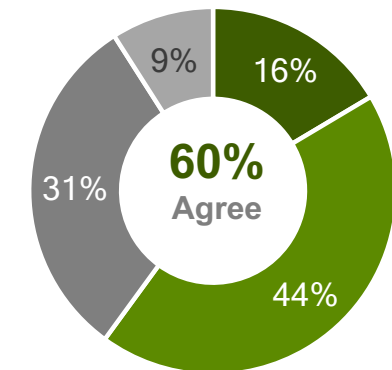
AGREEMENT WITH STATEMENT

Total U.S. adults

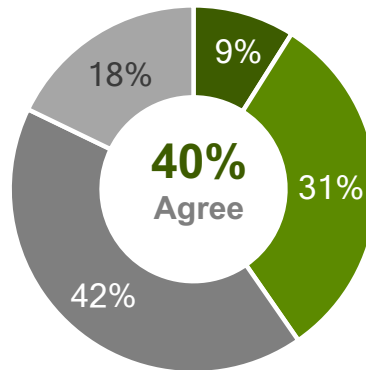
■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



Sports are as important for girls as they are for boys



Girls do not have as many opportunities as boys to get involved with sports



I know what steps I could personally take in order 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

57% U.S. adults with Daughters who Play(ed) HS/College Sports Agree

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%).

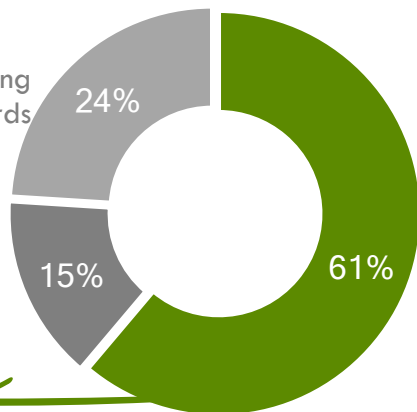
The following groups are more likely than their peers to believe they know the steps to take in order to help girls become more active in sports:

- 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

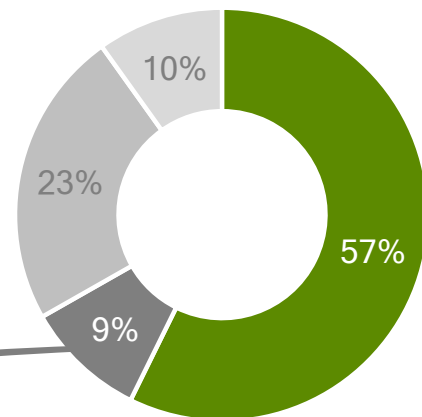
- Yes, approve of directing new or existing funding towards women's sports
- No, do not approve of directing new or existing funding towards women's sports
- Not sure



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

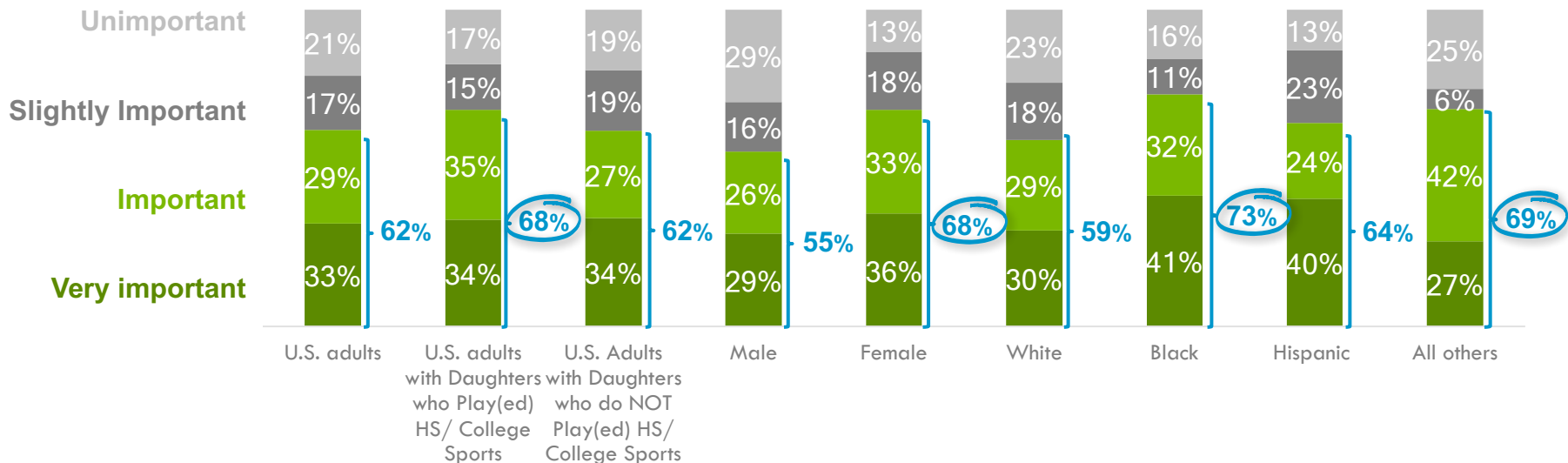


16% among U.S. adults with Daughters who Play(ed) HS/College Sports

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.

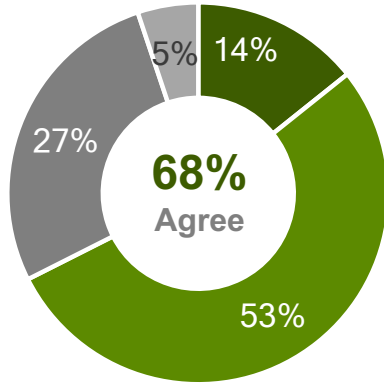
Importance of Dept. of Education Enforces Title IX



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.

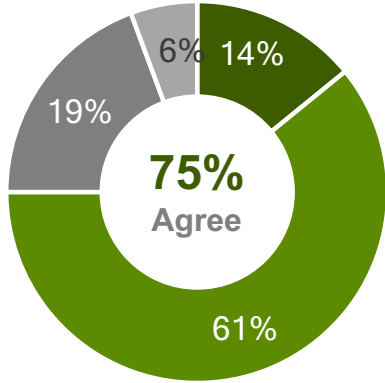
AGREEMENT WITH STATEMENT

Overall, today's colleges and universities are doing enough to ensure equal sports opportunities for their female students



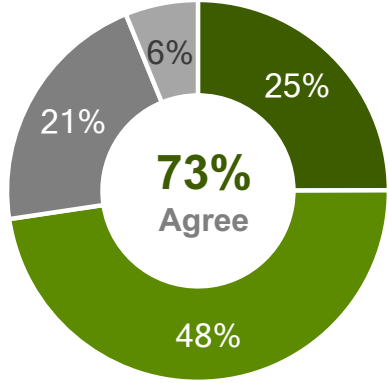
Total U.S. adults

The high school(s) in my community is/are doing enough to ensure equal sports opportunities for girls



Total U.S. adults

High schools and colleges provide better support for boys' sports programs than girls' sports programs



Total U.S. adults

- Strongly agree
- Agree
- Disagree
- Strongly disagree

Q12. Please tell us how much you agree or disagree with each of the following statements.



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:

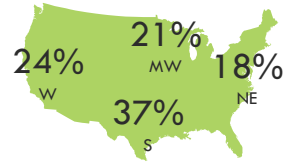
Total sample size was 1,372 adults. Fieldwork was undertaken between May 18 and May 24. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

Preferred citation: YouGov America, Inc. (2017). Title IX and Girls in Sport. East Meadow, NY: Women's Sports Foundation.



With 1,152
respondents in the
Gen pop and 220
respondents in the
Oversample

REGION



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%

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%

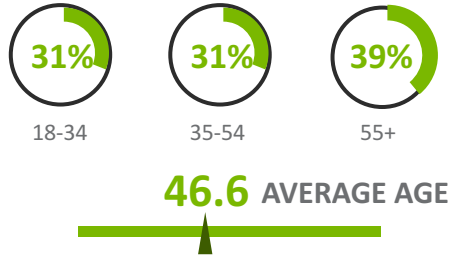
Income

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%

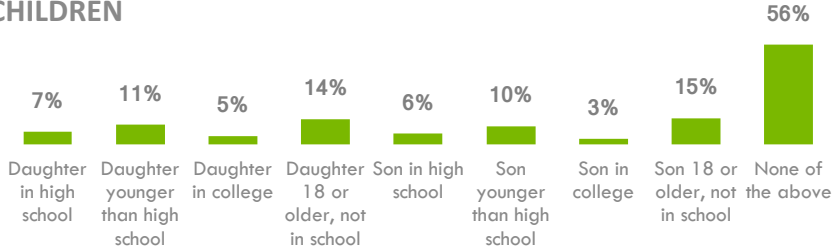
GENDER



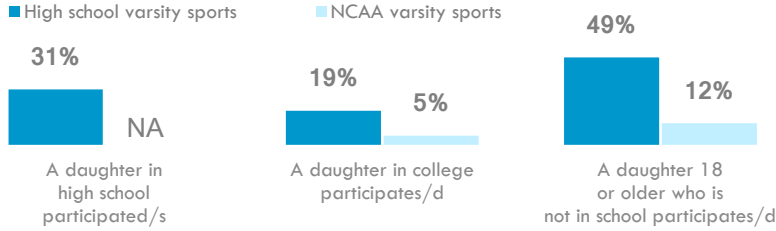
AGE



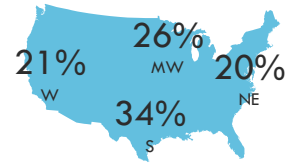
CHILDREN



DAUGHTER PARTICIPATION IN HS/COLLEGE SPORTS



REGION



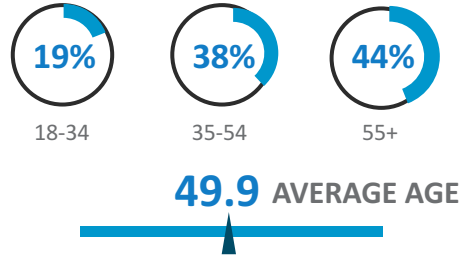
Ethnicity

White	66%
Black	13%
Hispanic	14%
Other	6%

GENDER



AGE



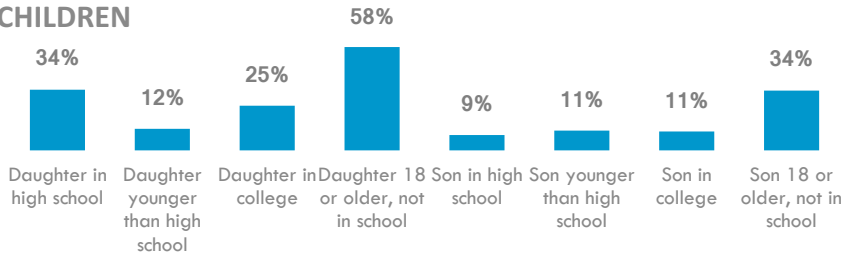
Marital Status

Married	62%
Separated	1%
Divorced	15%
Widowed	2%
Single	17%
Domestic Partnership	2%

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%

CHILDREN



Language Spoken

I speak Spanish primarily	3%
I speak both Spanish and English equally	6%
I speak English primarily but can speak Spanish	3%
I can not speak Spanish	88%

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%

For Questions About the Survey Findings Please Contact:

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Preferred citation: YouGov America, Inc. (2017). Title IX and Girls in Sport. East Meadow, NY: Women's Sports Foundation.