



## Division I Men's Basketball Study on Youth Sport, Recruiting and College Choice

Prepared for the Commission on College Basketball, December 2017

### Methods

- ▶ Survey examining men's basketball student-athletes' youth sport, recruiting, college choice experiences and professional aspirations was designed by the Commission on College Basketball in collaboration with NCAA research staff.
- ▶ Seven-minute survey administered online through QuestionPro survey software. Designed to be taken via cell phone, tablet or computer.
- ▶ A snowball sampling technique was used. The Commission forwarded the link through the National Association of Basketball Coaches (NABC) to Division I men's basketball coaches, who then distributed the survey link to the student-athletes on their squads. Directors of athletics, conference staff, and senior compliance officers were made aware of the survey and asked to encourage student-athletes to participate.
- ▶ Survey was open from November 21 through December 3, 2017.

## Response Rate

- ▶ Responses were received from 2,635 Division I men's basketball student-athletes. This represents 48% of all Division I men's basketball student-athletes.
- ▶ Response rates varied by conference, ranging from 65% (America East) to 13% (SWAC). Within autonomy conferences, participation was 41%.
- ▶ To examine the representativeness of the sample, demographic items were compared with NCAA GOALS survey data and Division I academic data specific to men's basketball. The sample appears to be representative in terms of scholarship status, transfer status, year in school and international status. There is a slight variation in Pell Grant status and roster status between the GOALS and Commission samples.
- ▶ The survey also attempted to identify "elite" student-athletes. This includes those who were ranked in the ESPN, Rivals or Scout Top 100, those named Max Prep All-Americans, or those who played in either the McDonalds All-American Game or the Jordan Brand Classic. 21% of student-athletes in the sample (N=522) have been classified as "elite" in the following analyses.



## Number of Responses by Conference

Conference	N	%	Conference	N	%
America East	81	65%	Mid-American	73	39%
Southern Conference	96	62%	Mountain West	65	36%
The Ivy League	78	53%	Missouri Valley	54	35%
West Coast	82	52%	Atlantic Coast	82	35%
Colonial	70	49%	Atlantic 10	74	34%
Southeastern	104	48%	American Athletic	56	32%
Southland	87	48%	Ohio Valley	54	31%
Big West	68	46%	Horizon League	47	30%
ASUN Conference	55	46%	Big South	48	30%
Pac-12 Conference	84	44%	Big East	45	30%
The Summit League	60	44%	Northeast	38	26%
Big 12 Conference	62	41%	Metro Atlantic Athletic	39	24%
Big Sky Conference	78	41%	Patriot League	42	24%
Big Ten Conference	88	41%	Sun Belt	41	22%
Conference USA	90	41%	Mid-Eastern Athletic	31	15%
Western Athletic	47	41%	Southwestern Athletic	23	13%

Note: Nearly 600 participants elected not to list their conference affiliation, including 100 who we would classify as elite players.



## Representativeness of Sample

	GOALS Sample	Commission Sample		APP Cohort	Commission Sample
<b>Scholarship Recipient</b>	81%	78%	<b>Year in School</b>		
<b>Pell Grant Recipient</b>	37%	30%	First-year	24%	26%
<b>Roster Spot</b>			Second-year	21%	23%
First team	47%	37%	Third-year	24%	26%
Second team	30%	36%	Grad. or post-bac	3%	5%
Practicing or training; not competing regularly	22%	28%	<b>International Student</b>	11%	11%
<b>Transfer Status</b>			<b>Number of HS attended</b>	1.9	1.6
Did not transfer	74%	76%			
2-year transfer	13%	11%			
4-year transfer	12%	13%			

Note: GOALS is a representative sample of DI men's basketball student-athletes who participated in the NCAA GOALS survey in spring 2015. The APP sample includes all DI MBB SAs in the 2015-16 academic cohort.



## Results

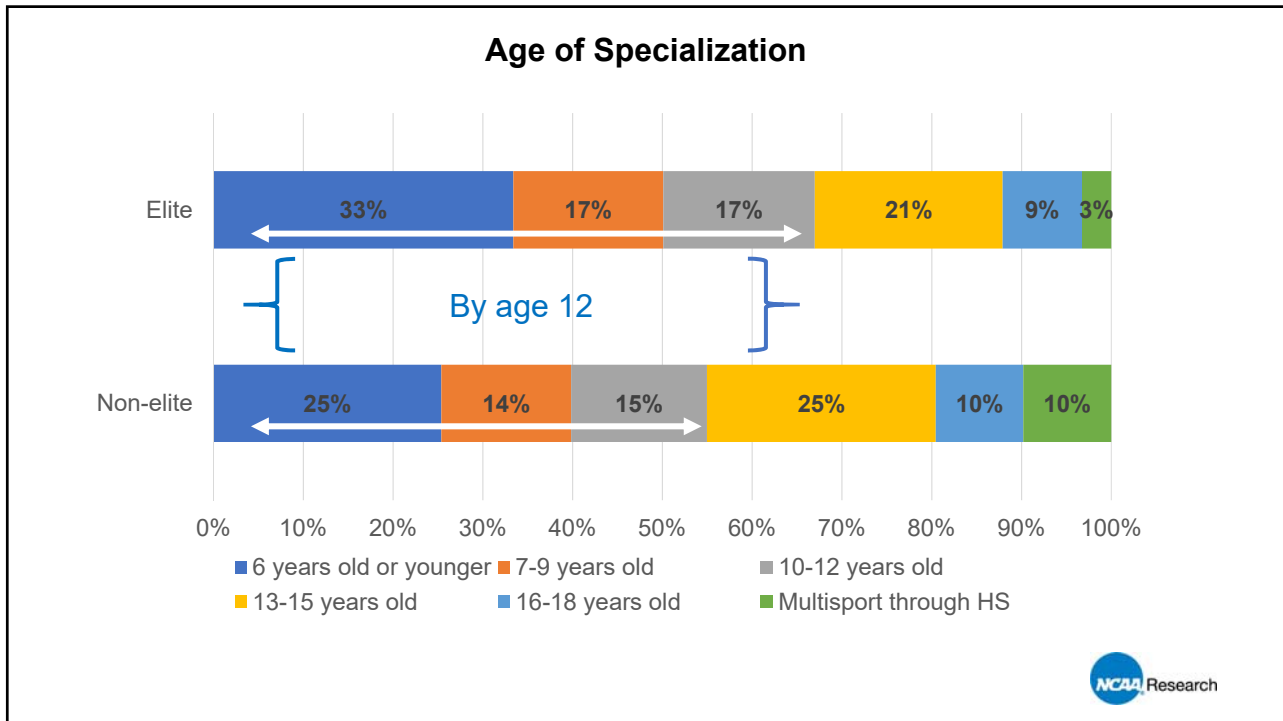
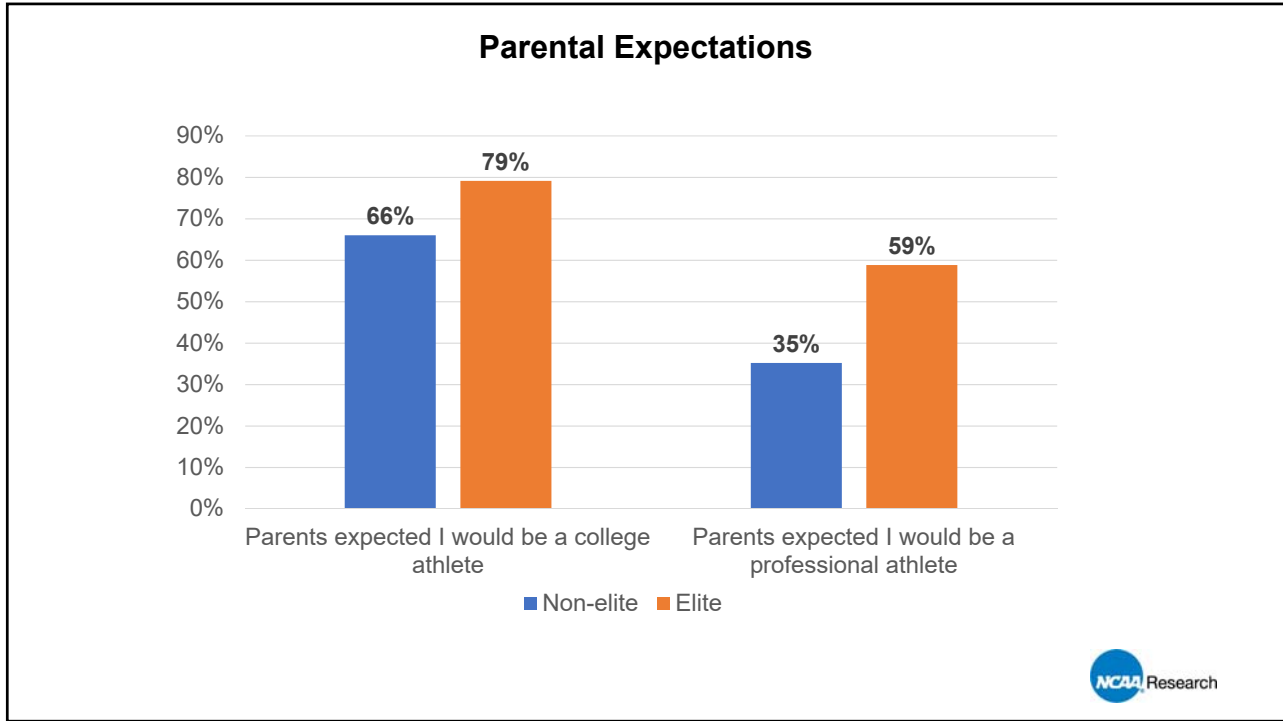
## Youth Sport Experiences



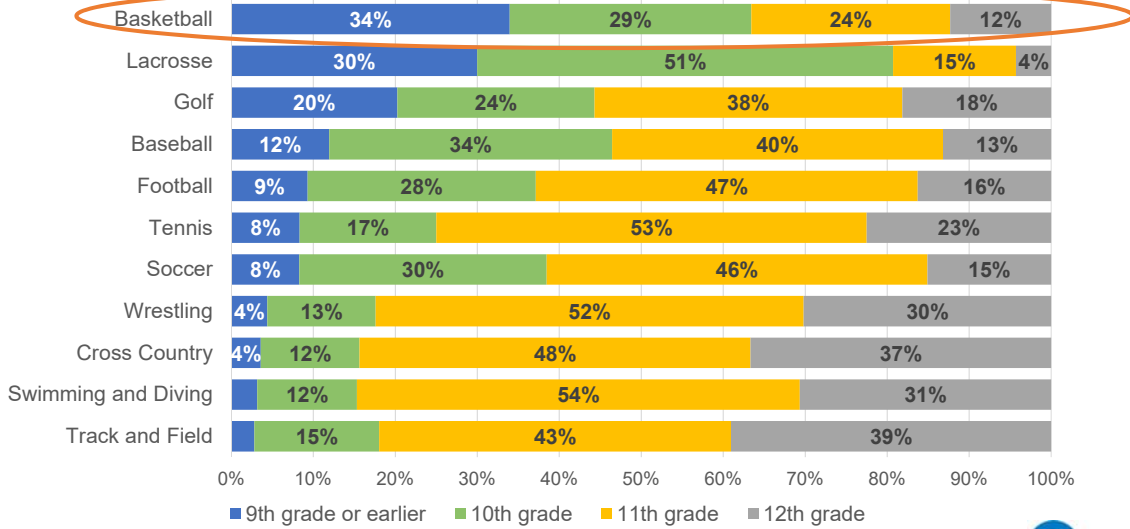
### Summary of Findings

- ▶ Men's basketball student-athletes reported high parental/family expectations of playing college and/or professional basketball that started at a young age. Expectations of a pro-career are higher among elite players (59%) as compared to non-elite (35%). These family expectations may fuel unrealistic professional expectations expressed by the student-athletes themselves in the survey.
- ▶ While a majority attended one high school and played on one or two AAU/club teams, 17% of non-elite players and 28% of elite players indicated that they moved "specifically to play for a new high school or AAU/Club team during high school." Elite players were slightly more likely to attend more than one high school and to play on multiple AAU teams.
- ▶ Over half indicated receiving additional skill instruction or personal training outside of the team context during high school.
- ▶ Elite players are more likely to have played on an AAU team affiliated with an apparel company (84%, versus 56% for non-elite players).





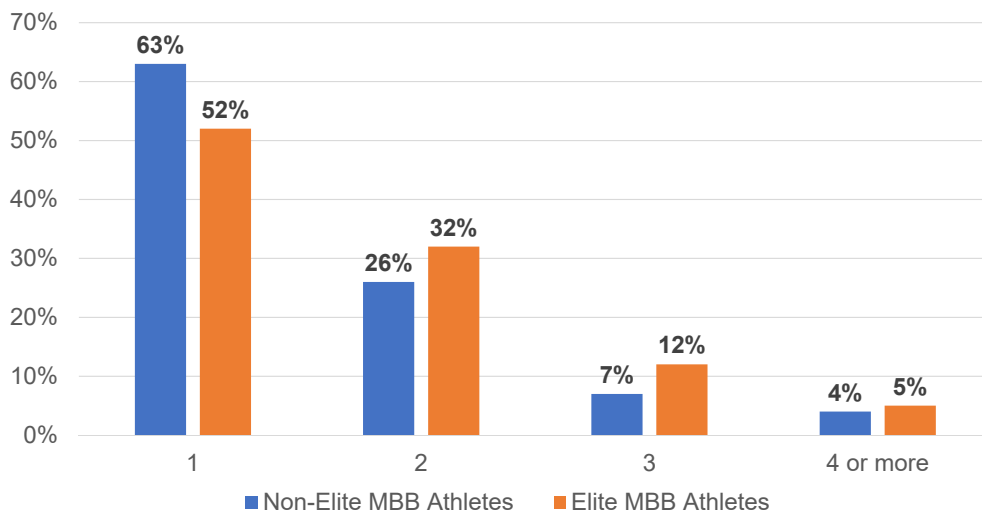
### Timing of First Recruiting Contact (Direct or Indirect) by College Coach Men's Sports

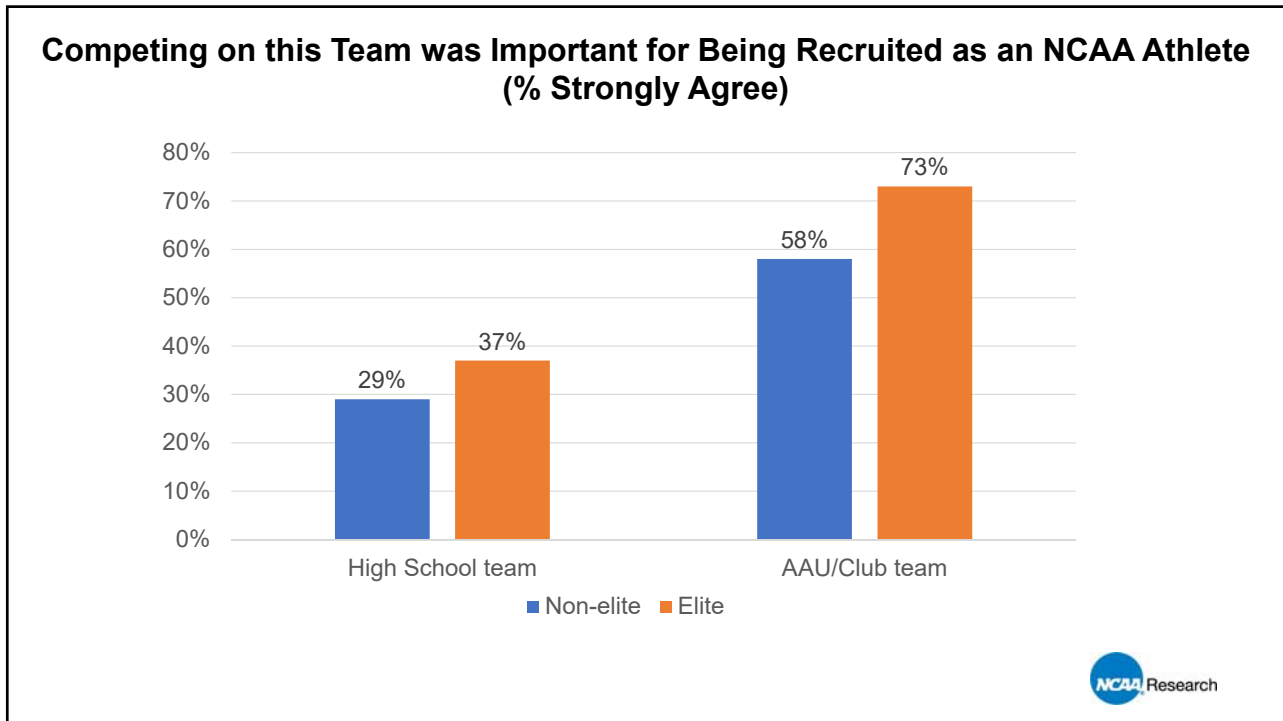
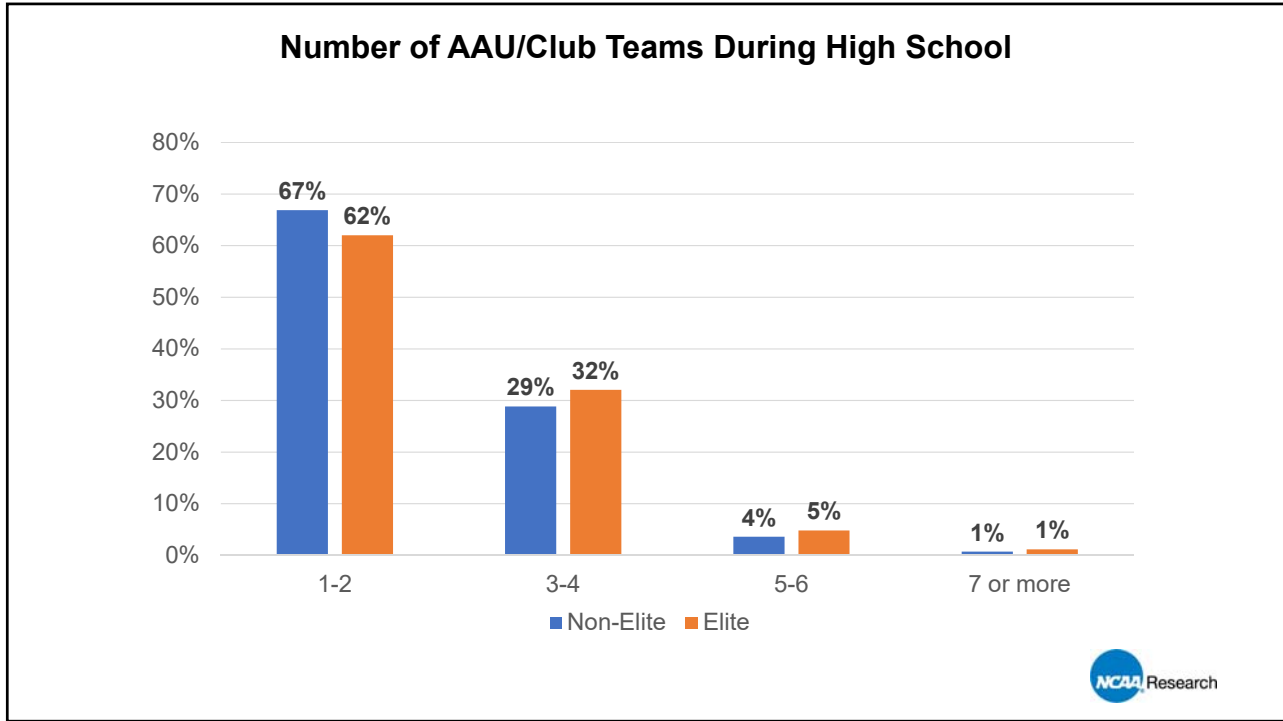


Note: Data from the 2017 Division I SAAC Early Recruiting Survey (September 2017).



### Number of High Schools Attended





### Additional Skill Instruction

	Non-elite	Elite
<b>Received additional skill instruction or personal training during high school?</b>	56%	63%
<b>How was this paid for?</b>		
By myself or my family	60%	47%
Covered by my AAU/club basketball team	5%	10%
Covered by my high school team	1%	1%
There was no cost	29%	36%
Don't know	4%	4%
Other	1%	2%



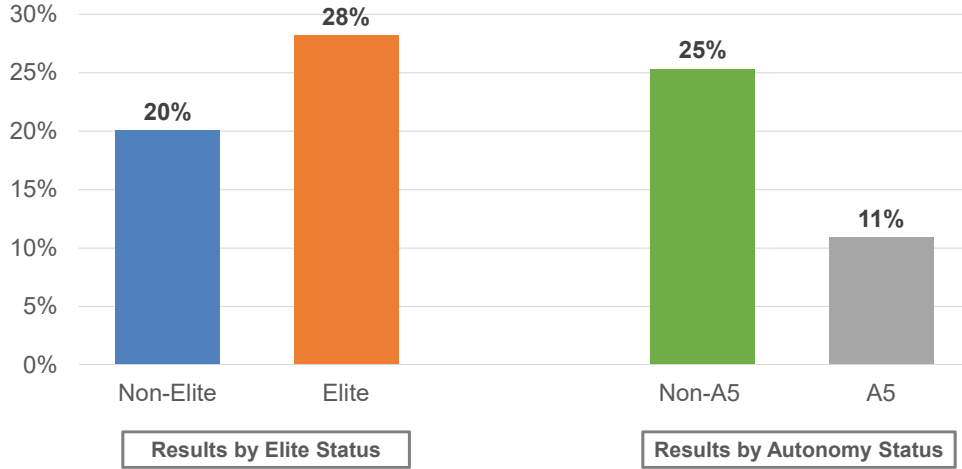
### AAU Club Apparel Affiliation

	Non-elite	Elite
<b>AAU/club team was affiliated with an apparel company.</b>	56%	84%
<b>Which company?</b>		
Adidas	33%	26%
Nike	40%	56%
Under Armour	23%	17%
Other	4%	2%





### I Received More Gear through my AAU/Club Team than through my College Team



Note: Results limited to only those who reported that their AAU/Club team was affiliated with an apparel company.



## College Choice Process



## Summary of Findings

- ▶ The opportunity to develop skills to compete at a higher level was the greatest driver in college choice. The presence of a particular coach was a stronger factor among elite players (78%) than non-elite players (66%). Three out of four student-athletes also indicated that academic programs contributed to their reason to attend their current college.
- ▶ Student-athletes who played on an AAU/Club team affiliated with Adidas or Nike are slightly more likely to play on college teams sponsored by the same apparel company.
- ▶ Nine out of 10 student-athletes reported feeling positive about both the efforts they have made in their college classes and the likelihood that they will graduate from college. Additionally, over 90% believe that having a college degree is important to their long-term success.



## Factors in College Choice

	Non-elite		Elite
Opportunity to develop skills to compete at higher level	80%	Opportunity to develop skills to compete at higher level	90%
Academic programs	75%	Strong connection to team	81%
Strong connection to team	73%	Presence of a particular coach	78%
Presence of a particular coach	66%	Playing time	78%
Strong connection to campus	63%	Academic programs	77%
Playing time	58%	Strong connection to campus	70%
Cost of college	37%	Apparel affiliation	45%
Apparel affiliation	30%	Amount or quality of team-issued gear	34%
Amount or quality of team-issued gear	26%	Cost of college	30%



## Apparel Company Affiliation

- AAU/Club Adidas and Nike athletes are slightly more likely to play on college teams sponsored by the same apparel company (statistically significant at  $p < .05$  level).

	College Apparel Company			
	Adidas	Nike	Under Armour	Other
TOTAL	27%	58%	14%	2%
AAU/Club Team Affiliation				
<i>Adidas</i>	33%*	53%	14%	0%
<i>Nike</i>	21%	64%*	14%	2%
<i>Under Armour</i>	25%	57%	16%	2%



## Academic Experiences and Beliefs

	Non-elite	Elite
How do you feel about the efforts you've made in your college classes?	89%	89%
How do you feel about your likelihood of graduating from college?	97%	95%
Having a college degree is important to my long-term success.	94%	93%

Note: Endorsed top two points on a 5-point scale (positive/very positive; agree/strongly agree).



## Professional Aspirations

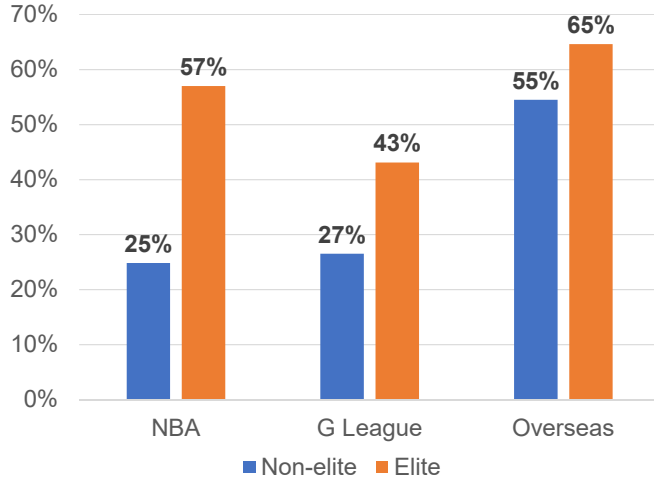


### Summary of Findings

- ▶ 59% of the student-athletes in the sample believe it is likely that they will play professional basketball in some capacity. In both the non-elite and elite subgroups, those whose parents held expectations that they would play professionally are much more likely to have pro-aspirations themselves.
- ▶ Under half of the sample reported having access to accurate information about their chances of playing professionally (43% non-elite, 52% elite).
- ▶ Three-quarters of elite players indicated that the rules regarding “testing the waters” while remaining eligible are clear to them, as compared to 59% of non-elite players.



### Perceived Likelihood of Playing Professionally

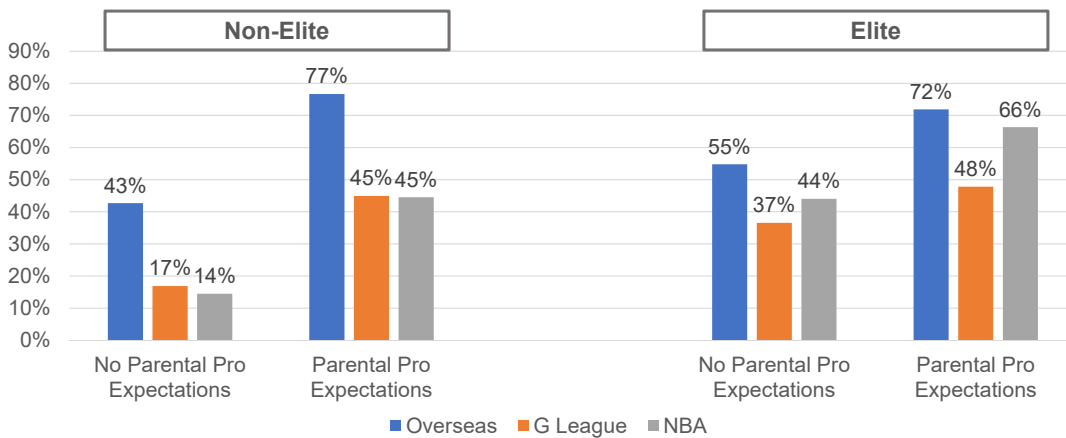


- In total, 59% indicated that it was “likely” or “very likely” they would play in one or more of these leagues.
- A similar item was asked in GOALS (“How likely do you think it is that you will become a professional and/or Olympic athlete?”). In that survey, 50% of Division I, 33% of Division II and 13% of Division III MBB SAs endorsed “Likely” or “Very likely.”

Note: Percent endorsing “Likely” or “Very Likely” (top two points on a 6-point scale).



### Differences in Perceived Likelihood of Playing Professionally by Elite Status and Perceived Parental Expectations of Playing Professionally



Note: Percent endorsing “Likely” or “Very Likely” (top two points on a 6-point scale).



### Extremely Influential in Decision to Turn Pro

	Non-elite		Elite
Parents/relatives	63%	Parents/relatives	76%
College coach	41%	College coach	46%
NBA players affiliated with my college team	21%	NBA players affiliated with my college team	29%
HS coach	19%	AAU coach	28%
Friends/teammates	18%	Trainer	26%
AAU coach	17%	HS coach	25%
Trainer	17%	Friends/teammates	19%
Other	4%	Other	9%



### Academic Experiences and Beliefs

	Non-elite	Elite
I seriously considered playing professionally (e.g., overseas, G-League) after high school instead of enrolling in college.	20%	30%
If the NBA allowed it, I would have entered the draft after high school.	13%	26%
I have access to <i>accurate</i> information about my chances of playing professionally.	43%	52%
The NCAA rules regarding how a men's basketball student-athlete can "test the waters" in the NBA while remaining eligible are clear to me.	59%	76%

Note: Percent endorsing "Agree" or "Strongly Agree" (top two points on a 5-point scale).





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