

The Sharkey Institute
SETON HALL
SPORTS POLL
Impact Report 2024-2025







TABLE OF CONTENTS_____

Mission Statement	01
A Letter From JH541	03
Meet The Team	05
SHSP Impact	06
Internal Community Impact	07
External Community Impact	09
Media Mentions	11
Academic Mentions	17

OUR MISSION

The Seton Hall Sports Poll has two clear, equally important objectives

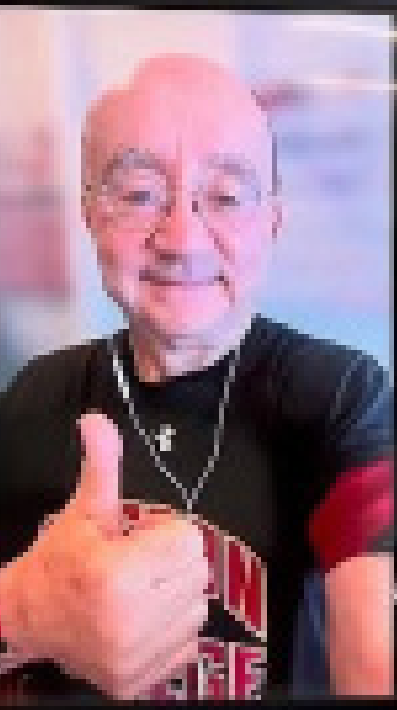
1st

First, it is to enhance the reputation of the Sharkey Institute, the Center for Sport Management, the Stillman School of Business, and Seton Hall University by publishing rigorous reports pertaining to sports ethics, business, and culture.

2nd

Second, it serves as a lab for Seton Hall students providing experiential learning in data analytics, social media, publishing, and oral and written communications. This aligns with the Stillman School of Business goal of providing an education that transforms concepts into practice.





A LETTER FROM JH541

What do President Trump, Caitlin Clark, Jalen Hurts, Julio Watkins, and Gianni Infantino share? All are subjects of the 19th edition of the Seton Hall Sports Poll that rolled out in a Renaissance 2024–2025 academic year. These poll topics and many more were created in the newly designed Sharkey Institute Conference Center in Jubilee Hall.

The Poll is the lead tenant of the modernized Center, that serves additional functions as a technologically advanced graduate classroom and a new meeting room for Stillman faculty.

The newly redesigned sports polling center was aptly nicknamed “The Shark Tank” by the twelve of us who daily brought discussion, diversity, and energy to the Poll. Unlike previous editions of the Poll, including those prior to the pandemic, the students were involved in all aspects of the development of the poll: learning and practicing writing, storytelling, analytics, public relations, social media, and graphical design skills aligned with Stillman’s transforming concepts into practice mission.

These students heard from polling experts in the political landscape, communications professionals in sports media, and international sports executives. The Poll is now a fully functioning newsroom, based on a real world syllabus of the latest critical trends in the sports entertainment business.

This Impact Report reviews the 2024–25 academic year and addresses the areas the Poll is improving. The report will provide a comparative analysis year to year on the previous two academic years, internal impact on the University, and external impact to the industry.

The 2024–25 Poll is unlike any other of the previous 18. With a new content-oriented student team and faculty staffing, we have set a path to widen the impact of this Renaissance.

Regards,

The 2024–25 Seton Hall Sports Poll Team



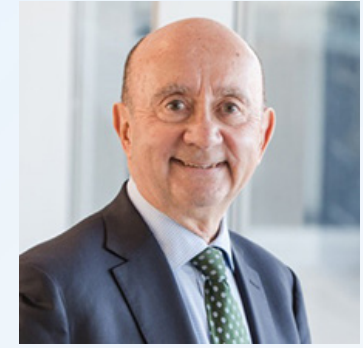
MEET THE TEAM



DANIEL LADIK
CHIEF METHODOLOGIST
Associate Professor & Chair of
the Department of Marketing

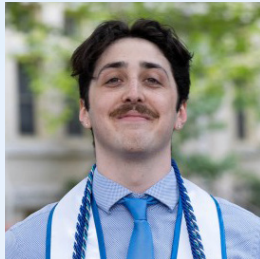


**CHARLES
GRANTHAM**
Director of the Center For
Sport Management

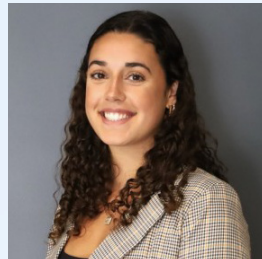


LEN DELUCA
ASSOCIATE DIRECTOR
Instructor of Sport
Management

CO-CAPTAINS



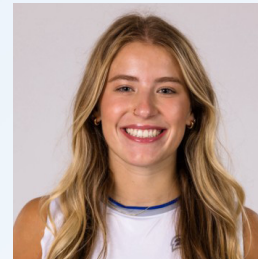
DANIEL VISLOCKY
Senior: Sports Management



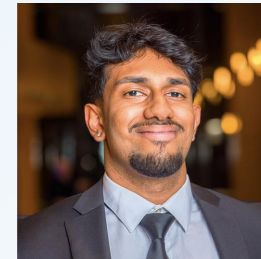
HANNA TULLI
Senior: Head of Social Marketing



JAKOB MERCADO
*Senior: Head of Analytics
Sport Management & Marketing*



HADLEE ACKERMAN
Senior: Communications



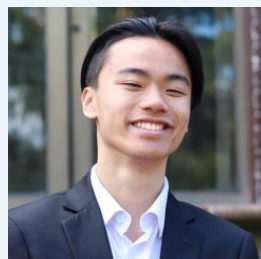
RAHUL NAIR
*Junior: Sport Management
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MAYA WINCZURA
*Junior: Sport Management
& Marketing*



MATTHEW HUSTI
*Senior: Sports Management, Finance,
Business Analytics MBA*



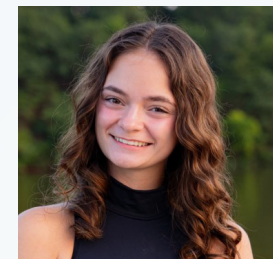
CHRISTIAN HUI
*Junior: Sports Management,
IT, Business Analytics*



ALAYNA RIVERA
Freshman: Marketing



JUSTIN LORETZ
Freshman: Accounting



ANGELINA CORESCHI
Freshman: Art & Design - Multimedia

SETON HALL SPORTS POLL COMMUNITY IMPACT

INTERNAL		EXTERNAL	
Students	Stillman	Media Mentions	Academics
- 11 students - 1 independent study	- SMAC - Social media reach	- AY 2024-2025 - AY 2023-2024 - AY 2022-2023 - AY 2021-2022 - AY 2020-2021	- Peer reviewed mentions
RECOMMENDATIONS FOR AY 2025-2026			
- 3 or 4 additional students - 1 graduate student	- Fall event - Spring event - BMKT polling class - On campus presentations	- Media partners - Investigative journalists	- Academic promotion - Advisory board

INTERNAL COMMUNITY IMPACT

Within The Seton Hall Sports Poll

The Poll student workers (10 from Stillman and one from A&S) completed 66 percent (at a minimum) of all writing analytics, social media, public relations and graphic design activities within the Poll. These real-world skills were practiced while on campus under supervision. Our activities are strongly aligned with the mission and goals of the Stillman School of Business. Concepts into Practice and the Sharkey Institute grant of service. Students with professional working opportunities without having to leave campus.

During the Spring 2025 semester, Professor DeLuca supervised Stillman student Brandon Blair's sports management internship. Brandon used previous Poll data to create a research report as his final deliverable. Brandon completed his work in JH541 for 3 hours on Mondays and Wednesdays and was indirectly involved in all conversations within the Poll. At the end of the Spring 2025 semester, Brandon repeated his findings to Professors DeLuca, Grantham, Ladik, and the Poll student workers.

Recommendation for AY 2025–26

- Given the year-end feedback from the Poll student workers, the Poll could easily add another student leader to each of the functional areas (co-captains, social media, graphical design, analytics, and scribes).
- Professors Ladik and DeLuca are considering a 6th functional area role. This new functional role focuses on students with audio and video production skills – specifically to create a Poll Podcast.
- Install the Poll student worker headcount could increase to 20.
- Our 2 co-captains were created this year and the professors are dedicated to all their time and effort. Matt and Dan were the “glue” between student workers and professors, providing all tasks from the professors to the student teams. At the same time, there could easily be a role for a graduate student – a Senior Co-Captain. The Poll had a graduate student assigned to it in the past. At the very least, Stillman graduate students interested in sports need to be involved into Poll conversations and teams.

Within The Stillman School of Business

Once in the Fall 2024 semester and once in the Spring 2025 semester, Professor DeLuca led Sports Analytics discussions in the Seton Hall Sports Management and Analytics Club (SMAC).

- Professor DeLuca is the faculty advisor to SMAC.
- Both Poll Analytics student workers (Jakob and Rahul) were officers in SMAC.

Recommendation for AY 2025–26

- The Seton Hall Sports Poll provides – the goal is to increase impact Stillman wide by hosting Fall 2025 and Spring 2026 events.
- This effort would echo the Center for Sport Management tradition previously hosting David Stern, Gary Bettman, Adam Silver, Stephen A. Smith, and Jahlil Okafor.
- The focus will be on active leaders in sports entertainment and media.
- Specifically, Professor McCrea's poster sessions and the Women and Gender Conference are excellent opportunities to not only share Poll results but also for the Poll workers to participate in oral communication skills.

- Poll participation on campus events – across campus there are multiple opportunities where SHSP results could be shared to the broader SHU community.
- The Big East Commissioner Val Ackerman or ESPN Content President Burke Magnus, importantly, the conversation will integrate findings from SHSP data
- A Seton Hall Sports Polling class – must be learned this AY in the spring. The current student team does a great job of keeping up with the present and looking forward to polling topics, reports, and data analysis. The only time the team gets chance to look back is when reviewing previous polls to make sure we are consistent with Poll topics and questions. The purpose of the class would be two-fold. First, students in the class could focus on the previous 25 polls, looking for insights which have not been published. Second, the class, therefore, would become a project course, where the students would learn poll methodology and then create publishable industry reports (i.e., The Fandom Report, The Rise of Women's Sports, Sports Media, The Soccer Report, etc.). Since this is a project course, the class would include in-depth discussions, practice and applied research, similar to Professor Adam Warner's marketing research classes.

EXTERNAL COMMUNITY IMPACT

Media Mentions

The Poll reports released to the media are the main vehicle to create external impact. In the 2024-25 AY, the Seton Hall Sports Poll conducted 5 polls, resulting in 11 press releases, **16 media pickups, and 92 total engagements** (see pages 11-12 in the data breakdown for the complete list).

Recommendations for AY 2025-26

- The main goal is to find one or more media partners. Traditionally, the Poll uses a tool (specifically, Cision, which is being replaced in AY 2025-26) to message reporters via email.
- The media partner would collaborate on some poll questions and in return guarantee placement in top media outlets.
- In addition to media partners, the Poll must conduct outreach to sports reporters who write long-form investigative journalism (as opposed to beat reporters who do mostly short-form, quick turnaround articles).
- In sum, the Poll needs to reach out to the media and reporters before a press release is created as we currently do after one is sent to the wire services.

Advisory Board-Pirate Sport!

All of the strongest centers in Stillman share something in common: a strong and involved advisory board. These advisory boards provide input into curriculum, guest lectures in the classroom, internship opportunities, and mentorship relationships with the students.

Recommendations for AY 2025-26

- As Professor Ladik did with the creation of the Pirate Digital alumni group, the goal is to create a Pirate Sport alumni group consisting of SHU alumni currently working in sport.
- As with pirate Digital, the Pirate Sport alumni group is organized via LinkedIn (i.e., a dedicated LinkedIn page) and monthly online Teams meetings.
- In addition to the benefits listed above, the Poll will employ Pirate Sport to test future Poll questions, as well as look to alumni who will assist directly in promotion of the Poll's results.



Academic Mentions in Peer Reviewed Publications

Although the Poll never actively pursued academic attention, academics found Poll reports and data. Using the ABI/Inform and Google Scholar databases, we uncovered 22 Poll references since 2010, including 12 over the past three years in peer reviewed journals, conference proceedings, and theses/dissertations (see pages 17–19 in the appendix for complete list).

Recommendations for AY 2025–26

The main goal is to be proactive and connect directly with sports professors. Professor Ladik will be presenting Poll data and promoting the center at the 2025 Sports Marketing Association (SMA) conference in Glendale, AZ. SMA is the second largest sports academic organization and National American Society for Sport Management (NASSM) is the largest. A friend of the poll attended the 2025 NASSM conference and shared the conference program. The objective is to reach out to those professors on both conference programs who have a strong overlap with Poll data.

MEDIA MENTIONS AY 2024-2025

MUCK RACK MEDIA METRICS

Muck Rack is the communications platform that helps the Seton Hall Sports Poll place as well as track results of our press releases. The following are the key metrics analyzed for each release.

Mentions: This figure represents the amount of recorded media mentions across the time period.

Total Engagement: A metric showing total interaction with the coverage (Shares, Likes, Comments, Reposts)

Total UVM: How many unique visitors each website reaches monthly; an estimate of potential reach monthly.

Total Journalist Shares: The amount of times Journalists themselves share the articles on their own social medias.

– The combined audience size of all the journalists who shared their articles on social media.

PR Hit Score: a weighted metric used to measure the impact or quality of media coverage a story receives.

Mentions	16
Total Engagement	92
Average Engagement	5.750
Total UVM (Insights by Similarweb)	122,698,349
Total Journalist Shares	N/A
Total Journalist Reach	N/A
Average PR Hit Score	2.8
Average UVM	7,668,647

July 24, 2024:

Paris Olympics to Open Friday But Some Sports Are Getting a Head Start [US NEWS]

July 25, 2024:

PR Roundup: Biden Delivers, the Coconut Rises and Olympic Fever [PR News Online]

September 23, 2024:

Legalizing Sports Gambling Was a Huge Mistake [The Atlantic]

October 29, 2024:

When Basketball Stars Get The Second Class Treatment [Medium]

November 24, 2024:

BenFred: Some numbers to know as Missouri embraces legalized sports betting [St. Louis Post Dispatch]

December 29, 2024:

More Than Just Ink: How Sports Autographs & Collectibles Became Priceless Treasures [Essentially Sports]

February 3, 2025:

*The True State of US Sports Betting (Part I):
Negative Effects of Gambling Legalization Overblown*
[Covers.com]

February 21, 2025:

*"Weird and ugly rivalry" - WNBA fans react to graphics
revealing Caitlin Clark's popularity eclipsed Angel
Reese's pre-hand gesture moment* [Sportskeeda]

March 26, 2025:

Major League Baseball Opening Day 2025
[Medium.com]

June 13, 2025:

*Soccer is gaining popularity - but it's not translating
into FIFA Club ticket sales* [KOMO News]



Graphic by: Justin Loretz

MEDIA MENTIONS AY 2023 - 2024_____

September 27, 2023:

Turns out robot umpires have one big flaw: They're too perfect [Business Insider]

February 10, 2024:

How Taylor Swift and Lionel Messi have impacted American sports with their massive star power [The Athletic via NY Times]

February 11, 2024:

#TheTaylorEffect — Are You "...Ready For It?" My PSA. [Medium]

February 12, 2024:

Super Bowl 2024: Taylor Swift celebrates boyfriend Travis Kelce's NFL win [BBC News]

March 20, 2024:

It's official: Caitlin Clark is the most popular player in college basketball this year [USA Today]

March 21, 2024:

Poll: Caitlin Clark is biggest name in NCAA basketball, male or female [Scripps News]

Disney Sales Team Cleans Up on March Madness Ad Market [Sportico]

March 27, 2024:

Caitlin Clark, Iowa forever. How crickets, persistence brought college basketball's brightest star back home [CBS Sports]

April 18, 2024:

Baseball has an injury problem with plenty of questions and no real answers [SBNation]

Mentions	288
Total Engagement	11,065
Average Engagement	38.4
Total UVM (Insights by Similarweb)	1,028,736,173
Total Journalist Shares	25
Total Journalist Reach	3,631,104
Average PR Hit Score	2.89
Average UVM	3,572,001

MEDIA MENTIONS AY 2022 - 2023_____

July 7, 2022:

Sports Fans Are Also Cutting the Cord
[Marketing Charts]

September 14, 2022:

"Amateurism is a myth": Athletes file class-action against NCAA [WTVR-TV (Richmond, VA)]

December 7, 2022:

In Age of NFTs and NIL, LIV Golf Is the Biggest Sports Business Story of Year [InsideHook]

March 3, 2023:

Gender Integration in Sports: "I Have Been Suggesting This My Whole Life," Says Billie Jean King [MsMagazine]

Closing Bell [Sports Business Journal]

March 5, 2023:

Seton Hall Poll Finds Growing Interest In Sports Betting Legalization [cardplayer.com]

March 20, 2023:

More Than Half of Americans Say "Yes" to Payments to College Athletes Participating in Revenue Generating Sports [Sports Law Expert]

March 29, 2023:

MLB in 2023: 9 numbers that will define a transformative season with new rules [The Athletic]

March 31, 2023:

Congress Is Trying To Ban TikTok. Younger Americans Don't Like That [fivethirtyeight.com]

June 1, 2023:

Two months in, MLB's new pitch clock is shortening games, speeding up action and bringing fans to the ballpark [CBS Sports]

June 20, 2023:

Introducing the Latest Sports Trend, Pickleball! [Medium]

Mentions	36
Total Engagement	N/A
Average Engagement	N/A
Total UVM (Insights by Similarweb)	279,782,532
Total Journalist Shares	12
Total Journalist Reach	2,466,145
Average PR Hit Score	3.57
Average UVM	7,771,737

MEDIA MENTIONS AY 2021 - 2022_____

December 22, 2021:

American sports fans support dropping “Indians” name, split on tomahawk chop: poll [Daily News]

December 23, 2021:

Another COVID Christmas: Tips on how to stay safe this time around [Miami Herald]

January 9, 2022:

Poll: Fans think it’s OK for athletes to sit out due to mental health issues [Augusta Free Press]

February 10, 2022:

Super Bowl Viewers Return to Gatherings [New Jersey Business Magazine]

February 11, 2022:

Super Bowl Ads Fail To Spur Consumer Buys [odwyerpr.com]

March 14, 2022:

MLB-Players’ Union Discussing Restoring Extra-Inning Ghost-Runner Rule [The Athletic]

March 23, 2022:

Russian Athletics Poll [the360mag.com]

May 12, 2022:

The Legacy of Robert Kraft in New England [Sports Business Journal]

May 18, 2022:

The Interview: Daniel Ladik [Futbol with Grant Wahl]

Mentions	59
Total Engagement	3,282
Average Engagement	56
Total UVM (Insights by Similarweb)	233,785,781
Total Journalist Shares	44
Total Journalist Reach	2,954,346
Average PR Hit Score	3.01
Average UVM	3,962,471

MEDIA MENTIONS AY 2020 - 2021_____

January 27, 2021:

How will you watch Bucs-Chiefs Super Bowl? COVID changes viewer habits, polls show [Miami Herald]

January 28, 2021:

New Poll: 25% Would Attend Gatherings To Watch Super Bowl LV [Sports Business Journal]

January 30, 2021:

Will The Super Bowl Be A "Super Spreader" For Covid-19? [Forbes]

February 1, 2021:

Super Bowl Betting Sees 15% Increase In Popularity According to Poll [The Action Network]

February 6, 2021:

Super Bowl Parties Could Expose This Many People To SARS-CoV-2 [Forbes]

Cuomo cautions against Super Bowl gatherings, but NYC restaurants receiving big orders [Daily News]

Superspreader Sunday? Experts worry Super Bowl parties could trigger coronavirus explosion. [The Washington Post]

Super Bowl 55, Coronavirus pandemic, Biden talks to CBS: 5 things to know this weekend [USA Today]

March 17, 2021:

March Madness Is Back. And It's Going To The Supreme Court Too [Yahoo! Sports]

May 2, 2021:

Scaling back the Super: Southern California grapples over the big-game bash in the COVID era [Los Angeles Daily News]

June 28, 2021:

Public Opinions About Paying College Athletes and Athletes Protesting During the National Anthem [Cambridge University Press]

Mentions	224
Total Engagement	34,533
Average Engagement	154
Total UVM (Insights by Similarweb)	1,530,238,643
Total Journalist Shares	67
Total Journalist Reach	1,462,569
Average PR Hit Score	5.15
Average UVM	6,831,422.5

ACADEMIC MENTIONS 2010 - PRESENT_____

Stillman Faculty Using Poll Data

In February 2025, Dr. Jennifer Itzkowitz collaborated with Dr. Dan Ladik and the Seton Hall Sports Poll, to extend Dr. Itzkowitz's research "The Gender Gap in Stock Market Participation: Evidence from Stock Gifting." The research objectives were to test previous findings from one sample and possible extend those ideas but using a second sample via the Seton Hall Sports Poll. Although the Sports Poll results aligned with her previous study, the data were not sufficiently strong for inclusion in her current research. Nonetheless, Dr. Itzkowitz's valued the experience and is open future collaborative opportunities.

2025

Bortnick, Dylan (2025). "Betting on the Future: How Legal Sports Gambling is Reshaping American Sports Industries," a University of Texas at Austin thesis.

... A Seton Hall Sports Poll details this fatigue by finding that 42% of Americans, and 60% of avid sports fans, agree that there are too many sports-betting advertisements during sporting ...

Orsini, Justin (2025). "Is collegiate athletics already professionalized while the NCAA still recognizes college sports as amateur athletics?" a Seton Hall Law School thesis.

... Seton Hall Sports Poll found that 55% of those polled believe student athletes should be financially compensated, with 71% of avid fans and 62% of sports fans believing student-athletes should be compensated in addition to their scholarships ...

2024

Allison, R., and Kassakowski, R. (2024). "A lot of men have definitely gotten over the whole 'No One Wants to Watch Women's Sports Thing': Fan perceptions of the masculinization of women's soccer fandom," *Men and Masculinities*, [an online Sage publication].
... For instance, a 2023 Seton Hall Sports poll of US adults found that 25 percent of men and 15 percent of women reported that they watched the Women's World Cup and 12 percent of ...

Martin, Craig A. (2024). "Significant Aging of Major League Baseball's Fan Base," *International Journal of Management, Marketing, and Decision Sciences*, 4(1): 58–70.

... that might negatively impact the interest of fans. A 2021 poll from Seton Hall ... explanations arise in the areas of the actual game of baseball, the sports ...

2023

Baker, I. (2023). "Human rights and inclusion: Lessons learned from the #NotNCAAProperty movement," in: Zajda, J., Vissing, Y. (eds) *Globalisation, Human Rights, Sports, and Culture. Globalisation, Comparative Education and Policy Research*, vol 37. Springer, Cham.
A Poll reference: Ricciardelli, M. (2019, October 31). American public supports college athletes receiving endorsement money for 'image and likeness,' as approved in California this week. *The Seton Hall Sports Poll*.

Milner, K. (2023). "Because the Internet: Why the Federal Government cannot regulate online sports betting," *University of Dayton Law Review*, 48(2): 115–141.

... These changing attitudes were reflected with the Seton Hall Sports Poll conducted in 2019, which showed that 80% of those surveyed supported legalized sports betting. This was a ...

2022

Allison, R., Knoester, C., and Ridpath, B.D. (2022). “Public opinions about paying college athletes and athletes protesting during the national anthem: A focus on race/ethnicity and political identities,” *Du Bois Review Social Science Research on Race*, 19(1): 1–23.

... Finally, by October 2019, a Seton Hall poll found that 60% of US adults endorsed allowing student athletes to profit from the use of their name, likeness, or image (Seton Hall Sports Poll) ...

Bell, Edward (2022). “Betting on gambling: How professional sports leagues could increase revenues following *Murphy v. NCAA*,” *The Journal of Business, Entrepreneurship & the Law*, 14(7): 214–247.

... Ironically, exploiting this potential revenue stream could require the least amount of effort, as a survey by the Seton Hall Sports Poll found that seventy percent of Americans would be...

Dorsey, James M. (2022). “The World Cup: A mixed blessing for Qatari Soft Power,” *The Middle East Journal*, 76(2): 265–272.

... Host Nation Qatar’s Human Rights Record, Seton Hall Sports Poll, June 1, 2022 ... and sports entities to push back against liberal concerns...

Kwon, Youngbum and Kwak, Dae Hee (2022). “No games to watch: Empirical analysis of sport fans’ stress and coping strategies during COVID-19 lockdown,” *International Journal of Sports Marketing & Sponsorship*, 23(1): 190–208.

... According to a nationwide online survey (Seton Hall Sports Poll, 2021) ... sport world in profound and largely unprecedented ways, forcing cancellations...

Milner, K. (2022). “Because the Internet: Why the Federal Government cannot regulate online sports betting,” *University of Dayton Law Review*, 48(2): 115–141.

... the Seton Hall Sports Poll conducted in 2019, which showed that 80% of those surveyed supported legalized sports betting ...

Tran, Y. H., Blackburn, J., & Vest, J. R. (2022). “Observation of spectators’ mask-wearing behavior at a national basketball tournament,” *Managing Sport and Leisure*, 29(3): 433–444.

A Poll reference: Ricciardelli, M. (2021, January 29). Vaccine changing attitudes towards attending sporting events – The Seton Hall Sports Poll

2021

Berengüi, R., López-Gullón, J.M., and Angosto, S. (2021). “Physical sports activities and exercise addiction during lockdown in the Spanish population,” *International Journal of Environmental Research and Public Health*, 18(6), 311–9.

A Poll reference: Gentile, R. Nearly 3 of 4 Americans Say They Won’t Attend Games without Coronavirus Vaccine Developed. Seton Hall Sports Poll. 9 April 2020.

Rule, H. (2021). “Ensuring the Integrity of the Game: With the Acceptance of Sports Gambling, Professional Sports Leagues Must Clarify Player Punishments,” *Florida State University Business Review*, 20: 138–166.

... showing a 2019 Seton Hall Sports Poll found that 80% of Americans are in favor of ...

Sevi, B., Altman, N., Ford, C.G., and Shook, N.J. (2021). “To kneel or not to kneel: Right-wing authoritarianism predicts attitudes toward NFL kneeling protests,” *Current Psychology*, 40(6): 1–8.

... A Seton Hall Sports Poll (N = 845 US citizens) conducted in September 2016, when Kaepernick started kneeling, found that 47% of respondents disapproved and 27% approved of ...

Sevi, B., Altman, N., Ford, C.G., and Shook, N.J. (2021). “To kneel or not to kneel: Right-wing authoritarianism predicts attitudes toward NFL kneeling protests,” *Current Psychology*, 40(6): 1–8.

... A Seton Hall Sports Poll (N = 845 US citizens) conducted in September 2016, when Kaepernick started kneeling, found that 47% of respondents disapproved and 27% approved of ...

ACADEMIC MENTIONS 2010 - PRESENT_____

2020

Atouba, Y., and Wilson, D. (2020). "Does the form of protest matter? Examining attitudes toward different forms of athletes protests against police brutality and injustice," *Communication Research Reports*, 37(5): 243–253.

... For instance, a September 2016 Seton Hall Sports Poll of 845 Americans found that 27% of participants approved and 47% disapproved of players not standing during the national ...

Knoester, Chris and Ridpath, B. David (2020). "Should college athletes be allowed to be paid? A public opinion analysis," *Sociology of Sport Journal*, 38(4): 399–411.

... a Seton Hall Sports Poll (N = 714) that found that 60% of US adults endorsed college athletes being able to profit from the use of their name, image, or likeness (Seton Hall Sports Poll) ...

2019

Wyatt, Dawson (2019). "Support for athlete activism: How frames and race influence support of protesting, freedom of expression, and role of the athlete," a University of Delaware thesis. A Poll reference: *The Sharkey Institute. (2017). Seton Hall Sports Poll, Sep, 2017 [survey question]. The Sharkey Institute.*

2018

Zink, A. (2018). "The Suspensions Are Killing Me: Why the NFL's Approach to Off-Field Conduct Needs Rehab," *Journal of Legal Aspects of Sport*, 28: 222–248.

... A 2014 Seton Hall Sports Poll found similar trends, with 51% of both men and women surveyed disapproving of the league's handling of the crisis and just 12% holding a favorable ...

2017

Kane, Daniel and Tiell, Bonnie (2017). "Application of normative ethics to explain Colin Kaepernick's silent protest in the NFL," *The Sports Journal*, July 27th 2017.

A Poll reference: *Seton Hall University. (2016, October 27). NFL TV ratings down; Fans cite a host of factors, led by national anthem protests. The Seton Hall Sports Poll.*

2016

Jarvis, Caitlyn (2016). "The season from hell": The genre of corporate sports apologia," a Colorado State University thesis.

... A Seton Hall Sports Poll, for example, found that 51% of men and women disapproved of the league's handling of the situation and Goodell earned only a 12% approval rating following ...

2010

Taks, Marijke (2010). "The Impact of the Economic Recession on Sport Participation in Local Communities," *North American Society for Sport Management Conference (NASSM) Abstract/Poster 227: June 5, 2010*

... *The Seton Hall Sports Poll, conducted in mid-November 2008, revealed downturns in every area of spending from ticket and merchandise purchases to participation in events requiring a fee and health club memberships...*





STILLMAN SCHOOL
OF BUSINESS
The Sharkey Institute

SETON HALL UNIVERSITY

Seton Hall Sports Poll