



## **Double Digit Jump in Public Support for Student-Athlete Name, Image, Likeness Payment; Majority of Fans Say Pay the March Madness Players**

South Orange, NJ March 17, 2022 – Since the passage of legislation in 29 states last year that provide for student-athletes to receive payments for use of their name, image or likeness (NIL), there has been double digit increase in public support for the practice.

The poll asked: “Do you think student athletes should be allowed to profit from the use of their name, image, or likeness?”

When the Seton Hall Sports Poll asked this same question one year ago, 56 percent of the general population said that student-athletes should be allowed to profit from NIL use. Now, the number has risen to 68 percent. Those opposed a year ago stood at 25 percent; today, only 15 percent oppose it. In sum, last year Americans favored NIL payments for student-athletes by more than 2 to 1; this year, the margin is greater than 4 to 1.

The Seton Hall Sports Poll was conducted March 11-14 across the United States using a national representative sample weighted according to gender, age, ethnicity, education, income and geography based on U.S. Census Bureau figures. The Poll featured 1,528 adult respondents with a margin of error of +/- 3.2 percent.

Among sports fans, the support for NIL payments to student-athletes was even greater. In the course of that same year, sports fans supporting these payments grew from 64 to 75 percent, with just 15 percent opposed – a 5 to 1 margin. Among self-described “avid fans,” it went from 74 percent to 80 percent, with 12 percent opposed – a greater than 6 to 1 margin.

### **Pay for Madness?**

Asked if student athletes should be financially compensated for participating in March Madness in addition to a scholarship and cost of attendance stipend, 46 percent of the general population agreed with the proposition while 27 percent were opposed. Among sports fans, the yes vote carried by 55-30 percent, and among avid fans, by an even greater margin of 69-20 percent.

“The numbers indicate that those who are the consumers of this product, sports fans, believe it’s time to share revenue with the student-athletes,” said Professor Charles Grantham, Director of the Center for Sport Management within Seton Hall’s Stillman School of Business, which sponsors the Poll. “March Madness is a multi-billion dollar business and almost everyone except the players is being paid well.”

### How Will You Watch the Madness?

Respondents were also asked how they will be watching the NCAA tournaments this month. The response saw 37 percent of sports fans and 38 percent of avid fans saying “TV only.” Interestingly, 17 percent of sports fans and 31 percent of avid fans said they would be watching via a combination of TV and non-TV devices. Strictly non-TV (e.g. smartphones, laptops, tablets, etc.) was selected as their viewing method by 7 percent of sports fans and 8 percent of avid fans.

### Social Media Madness & Brackets

As for “second screen” viewing (when viewers are watching TV along with a secondary device), 38 percent of sports fans and 52 percent of avid fans said they will follow or engage with social media during the tournaments, while 45 percent and 34 percent respectively said they will not.

“Given the second-screen viewing habits of those watching the NCAA Tournaments, it would be smart for big brands to create ad campaigns which reach multiple screens,” said Seton Hall Marketing Professor and Poll Methodologist Daniel Ladik. “Another benefit of second-screen viewing is smaller brands can still ‘get in the game’ with reduced ad budgets on social media platforms.”

Twenty-six percent of sports fans and 48 percent of avid fans will be filling out brackets; 16 percent of sports fans and 33 percent of avid fans said they will place a wager on at least one tournament game.

# # #

Questions with charted breakdowns below; an online version of this release may be found at <http://blogs.shu.edu/sportspoll/>

### March 2022 Seton Hall Sports Poll

*This SHSP was conducted March 11<sup>th</sup> through March 14<sup>th</sup> and includes responses from 1,528 US adults with a margin of error of 3.2%. The sample mirrors the US Census percentages on age, gender, income, education, ethnicity, and region.*

**Q1.** Which, if any, of the following statements best describes you?

- I am an avid sports fan 16%
- I am a sports fan 38%
- I am **not** a sports fan 46%

**Q10a.** Do you think student athletes should be financially compensated, in addition to a scholarship and cost of attendance stipend, for participating in March Madness?

| N=1,528    | General Population | Sports Fan | Non Fan | Avid Fan | Casual Fan |
|------------|--------------------|------------|---------|----------|------------|
| <b>Yes</b> | 46%                | 55%        | 36%     | 69%      | 49%        |
| <b>No</b>  | 27%                | 30%        | 24%     | 20%      | 34%        |

|                              |     |     |     |     |     |
|------------------------------|-----|-----|-----|-----|-----|
| <b>Don't know/No opinion</b> | 27% | 15% | 40% | 11% | 17% |
|------------------------------|-----|-----|-----|-----|-----|

Since July 1st, 2021, 29 states allow student-athletes to be paid directly in exchange for use of their names, images and likenesses by private companies through advertisements and/or on their social media accounts.

**Q10c.** Do you think student athletes should be allowed to profit from the use of their name, image, or likeness?

| N=1,528                      | General Population | Sports Fan | Non Fan | Avid Fan | Casual Fan |
|------------------------------|--------------------|------------|---------|----------|------------|
| <b>Yes</b>                   | 68%                | 75%        | 59%     | 80%      | 73%        |
| <b>No</b>                    | 15%                | 15%        | 15%     | 12%      | 16%        |
| <b>Don't know/No opinion</b> | 17%                | 10%        | 26%     | 8%       | 11%        |

[From March 2021] **Q5d.** Do you think student athletes should be allowed to profit from the use of their name, image, or likeness?

| N=1,538                      | General Population | Sports Fan | Non Fan | Avid Fan | Casual Fan |
|------------------------------|--------------------|------------|---------|----------|------------|
| <b>Yes</b>                   | 56%                | 64%        | 46%     | 74%      | 60%        |
| <b>No</b>                    | 25%                | 26%        | 25%     | 16%      | 30%        |
| <b>Don't know/No opinion</b> | 19%                | 10%        | 29%     | 10%      | 10%        |

Now a few more questions about the NCAA 2022 March Madness college basketball tournaments...

**Q12.** On which devices, if at all, will you be watching any part of the NCAA 2022 March Madness college basketball tournaments (i.e. men's and/or women's) this year?

*Please select the option that best applies.*

| N=1,528   | General Population | Sports Fan | Non Fan | Avid Fan | Casual Fan |
|---|--------------------|------------|---------|----------|------------|
| <b>TV only</b>  | 22%                | 37%        | 5%      | 38%      | 36%        |
| <b>Non-TV device(s) only (e.g., smartphone, laptop, tablet, etc.)</b> | 5%                 | 7%         | 2%      | 8%       | 6%         |
| <b>Both TV and non-TV device(s)</b>                                   | 10%                | 17%        | 2%      | 31%      | 12%        |
| <b>Not applicable – I will not watch the NCAA Tournament</b>          | 63%                | 39%        | 91%     | 23%      | 46%        |

**\*Q13a.** In addition to watching the NCAA Tournaments, are you likely to follow and/or engage on social media during the event?

| N=564                        | General Population | Sports Fan | Non Fan | Avid Fan | Casual Fan |
|------------------------------|--------------------|------------|---------|----------|------------|
| <b>Yes, I will</b>           | 38%                | 38%        | 27%     | 52%      | 31%        |
| <b>No, I will not</b>        | 46%                | 45%        | 61%     | 34%      | 51%        |
| <b>Don't know/No opinion</b> | 16%                | 17%        | 12%     | 14%      | 18%        |

\*Asked to those who indicated they will watch the NCAA Tournaments

**Q13b.** Thinking about the upcoming NCAA 2022 March Madness college basketball tournaments, will you be filling out a bracket?

| N=1,528                      | General Population | Sports Fan | Non Fan | Avid Fan | Casual Fan |
|------------------------------|--------------------|------------|---------|----------|------------|
| <b>Yes, I will</b>           | 15%                | 26%        | 3%      | 48%      | 17%        |
| <b>No, I will not</b>        | 63%                | 58%        | 68%     | 32%      | 68%        |
| <b>Don't know/No opinion</b> | 22%                | 16%        | 29%     | 20%      | 15%        |

**Q13c.** Thinking about your plans for the NCAA 2022 March Madness college basketball tournaments, will you be placing a bet or wager (e.g. betting on any of the games)

| N=1,528                      | General Population | Sports Fan | Non Fan | Avid Fan | Casual Fan |
|------------------------------|--------------------|------------|---------|----------|------------|
| <b>Yes, I will</b>           | 9%                 | 16%        | 2%      | 33%      | 8%         |
| <b>No, I will not</b>        | 75%                | 73%        | 77%     | 54%      | 81%        |
| <b>Don't know/No opinion</b> | 16%                | 11%        | 21%     | 13%      | 11%        |

## **ABOUT THE POLL**

The Seton Hall Sports Poll, conducted regularly since 2006, is performed by the Sharkey Institute within the Stillman School of Business. This poll was conducted online by YouGov Plc. using a national representative sample weighted according to gender, age, ethnicity, education, income and geography, based on U.S. Census Bureau figures. Respondents were selected from YouGov's opt-in panel to be representative of all U.S residents. This poll release conforms to the Standards of Disclosure of the National Council on Public Polls. The Seton Hall Sports Poll has been chosen for inclusion in iPoll by Cornell's Roper Center for Public Opinion Research and its findings have been published everywhere from USA Today, ESPN, The New York Times, Washington Post, AP, and Reuters to CNBC, NPR, Yahoo Finance, Fox News and many points in between.

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## **ABOUT SETON HALL UNIVERSITY**

One of the country's leading Catholic universities, Seton Hall has been showing the world what great minds can do since 1856. Home to nearly 10,000 undergraduate and graduate students and offering more than 90 rigorous academic programs, Seton Hall's academic excellence has been singled out for distinction by The Princeton Review, U.S. News & World Report and Bloomberg Businessweek.

Seton Hall embraces students of all religions and prepares them to be exemplary servant leaders and global citizens. In recent years, the University has achieved extraordinary success. Since

2009, it has seen record-breaking undergraduate enrollment growth and an impressive 110-point increase in the average SAT scores of incoming freshmen. In the past decade, Seton Hall students and alumni have received more than 30 Fulbright Scholarships as well as other prestigious academic honors, including Boren Awards, Pickering Fellowships, Udall Scholarships and a Rhodes Scholarship. The University is also proud to be among the most diverse national Catholic universities in the country.

During the past five years, the University has invested more than \$165 million in new campus buildings and renovations. And in 2015, Seton Hall launched a School of Medicine as well as a College of Communication and the Arts. The University's beautiful main campus in suburban South Orange, N.J. is only 14 miles from New York City — offering students a wealth of employment, internship, cultural and entertainment opportunities. Seton Hall's nationally recognized School of Law is located prominently in downtown Newark. The University's Interprofessional Health Sciences (IHS) campus in Clifton and Nutley, N.J. opened in the summer of 2018. The IHS campus houses the University's College of Nursing, School of Health and Medical Sciences and the Hackensack Meridian School of Medicine at Seton Hall University.

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