



STILLMAN SCHOOL
OF BUSINESS
The Sharkey Institute

SETON HALL UNIVERSITY

Seton Hall Sports Poll

**SEATTLE COACH CARROLL'S POPULARITY
SEEMS TO HAVE WEATHERED PUBLIC OPINION**

Only 14% Have Unfavorable Reaction to Him

**Marshawn Lynch's Abilities Trump His Silence with Media;
By 51%-13%, He Is Found "Favorable" with Public**

S. Orange, NJ, February 6, 2015 --- Seattle coach Pete Carroll, whose call for a pass on the Seahawks final drive in last Sunday's Super Bowl has been overwhelmingly derided, seems to have withstood a public flogging at least in terms of his popularity.

According to a Seton Hall Sports Poll conducted this week, Carroll had a 38% favorable rating and only a 14% unfavorable rating among 825 adult respondents across the country, with 48% having no opinion. There is a +/- 3.5% margin of error in the poll results. Calls are made at random to both landlines and cellphones.

Carroll's star running back Marshawn Lynch, who ignored the media during the week leading to the game, and who was widely expected to run the ball in the final series to secure a Seattle victory, emerged with a 51% favorable rating with only 13% unfavorable. 36% had no opinion.

"Carroll stood up and took responsibility immediately, and that has clearly served him well," noted Rick Gentile, director of the poll, which is sponsored by The Sharkey Institute.

Tom Brady had a 61/19 favorable/unfavorable rating in the poll. Bill Belichick was 38/27 and Richard Sherman 37/18.

GOODSELL UNFAVORABLE NUMBERS CONTINUE TO RISE

NFL Commissioner Roger Goodell, wrapping up a very difficult season for the league, saw his unfavorable number rise to 24%. In October 2013 it was 14% and in September 2011 it was 7%. His favorable numbers in the same sequence have been 24%, 27% and 28%. 52% had no opinion this time around.

A longer range concern for the NFL could be the response to a question, "If you had a son would you prefer he played in the Super Bowl, the College Football Championship

Game or neither,” and “neither” won, with 38%. The Super Bowl and the College Championship scored 26% and 25% respectively. The concussion issue and other factors have clearly impacted parental feelings about kids playing football.

“Despite the fact that the game itself was as compelling as it was and seen by a record audience of 114.4 million, and that the poll was taken only a few days later, the public sentiment still seems to be to not want their sons to play football,” added Gentile.

‘DEFLATE-GATE’ FAILED TO DEFLATE INTEREST IN THE GAME

As for the controversy called “Deflate-gate” which occupied a lot of pre- Super Bowl attention, 80% of respondents said it had no effect on their interest in the game.

ABOUT SETON HALL UNIVERSITY

One of the country’s leading Catholic universities, Seton Hall University has been a catalyst for leadership — developing students in mind, heart and spirit — since 1856. Home to nearly 10,000 undergraduate and graduate students and offering more than 90 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, which embraces students of all religions, prepares its graduates to be exemplary servant leaders and global citizens. Its attractive main campus is located in suburban South Orange, New Jersey, and is only 14 miles by train, bus or car from New York City, offering a wealth of employment, internship, cultural and entertainment opportunities. The university’s nationally recognized School of Law is prominently located in downtown Newark.

For more information, visit www.shu.edu.

About the poll:

This poll was conducted by telephone February 3-5 among 825 adults in the United States. The Seton Hall Sports Poll is conducted by the Sharkey Institute.

Phone numbers were dialed from samples of both standard landline and cell phones. The error due to sampling for results based on the entire sample could be plus or minus 3.5 percentage points. The error for subgroups may be higher. This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

The Seton Hall Sports Poll has been conducted regularly since 2006.

Media: Media: Marty Appel Public Relations (212) 245-1772, AppelPR@gmail.com; Rick Gentile (917) 881-9489.

The poll:

1. Did you watch last Sunday's Super Bowl?

- | | |
|--------|----|
| 1. Yes | 75 |
| 2. No | 25 |

(IF NO SKIP TO QUESTION 3)

2. Which of the following did you enjoy more, the game, the commercials or the halftime show?

- | | |
|----------------|----|
| 1. Game | 67 |
| 2. Commercials | 12 |
| 3. Halftime | 17 |
| 4. Don't know | 4 |

3. Would you rather attend the Super Bowl in person or watch it on television?

- | | |
|---------------------|----|
| 1. Attend in person | 31 |
| 2. Watch on TV | 58 |
| 3. Don't know | 11 |

4. How closely would you say you follow sports, very closely, closely, not closely or not at all?

- | | |
|-----------------|----|
| 1. Very closely | 21 |
| 2. Closely | 33 |
| 3. Not closely | 25 |
| 4. Not at all | 21 |

(IF NOT AT ALL SKIP TO QUESTION #15)

I'M NOW GOING TO ASK YOUR OPINION OF SOME NFL FIGURES. PLEASE TELL ME IF YOUR OPINION IS FAVORABLE, UNFAVORABLE OR IF YOU HAVE NO OPINION:

5. Roger Goodell

- | | |
|----------------|----|
| 1. Favorable | 24 |
| 2. Unfavorable | 24 |
| 3. No opinion | 52 |

6. Tom Brady

- | | |
|----------------|----|
| 1. Favorable | 61 |
| 2. Unfavorable | 19 |
| 3. No opinion | 20 |

7. Richard Sherman

- | | |
|----------------|----|
| 1. Favorable | 37 |
| 2. Unfavorable | 18 |
| 3. No opinion | 45 |

- | | |
|---|----|
| 8. Bill Belichick | |
| 1. Favorable | 38 |
| 2. Unfavorable | 27 |
| 3. No opinion | 34 |
| 9. Pete Carroll | |
| 1. Favorable | 38 |
| 2. Unfavorable | 14 |
| 3. No opinion | 48 |
| 10. Marshawn Lynch | |
| 1. Favorable | 51 |
| 2. Unfavorable | 13 |
| 3. No opinion | 36 |
| 11. Did the controversy around the under-inflated footballs in the AFC Championship Game (known as deflate-gate) make you more interested, less interested or did it have no affect on your interest in the Super Bowl? | |
| 1. More interested | 11 |
| 2. Less interested | 8 |
| 3. Had no affect | 80 |
| 12. Do you think the investigation of “deflate-gate” by the NFL was appropriate, too extensive or not extensive enough? | |
| 1. Appropriate | 34 |
| 2. Too extensive | 19 |
| 3. Not extensive enough | 27 |
| 4. Don’t know | 19 |
| 13. Do you think the NFL’s investigation of deflate-gate has been blown out of proportion by the media? | |
| 1. Yes | 66 |
| 2. No | 24 |
| 3. Don’t know | 10 |
| 14. Do you approve of the way NFL Commissioner Roger Goodell has handled deflate-gate? | |
| 1. Yes | 41 |
| 2. No | 32 |
| 3. Don’t know | 27 |
| 15. Do you think the attention deflate-gate has received has distracted the public from more serious problems the NFL faces such as domestic violence and head injuries? | |
| 1. Yes | 53 |
| 2. No | 31 |

- | | |
|---------------|----|
| 3. Don't know | 15 |
|---------------|----|
16. Currently the NFL mandates that all players involved in the Super Bowl attend media day prior to the game and answer questions asked by the media. Do you think all players should be compelled to attend media day?
- | | |
|---------------|----|
| 1. Yes | 42 |
| 2. No | 45 |
| 3. Don't know | 13 |
17. If you had a son would you prefer he played in the Super Bowl, the College Football Championship Game or neither?
- | | |
|---------------------------------------|----|
| 1. Super Bowl | 26 |
| 2. College Football Championship Game | 25 |
| 3. Neither | 38 |
| 4. Don't know | 11 |