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The Sharkey Institute

SETON HALL UNIVERSITY

Seton Hall Sports Poll

ATTENTION NFL: WOMEN ARE FOLLOWING YOUR CONTROVERSIES AS CLOSELY AS MEN

Support for Goodell Drops; Rises for Obama's Position on 'Thinking Twice About Having a Son Play'

S. Orange, NJ, October 9, 2014 — A poll by the Seton Hall Sports Poll this week finds that the current NFL controversies - domestic violence and concussions - have garnered the attention of the nation's women in equal or higher numbers than men.

66% of women say they are following the domestic violence issue either somewhat closely or very closely, compared to 63% of men. On the issue of concussion injuries, 53% of women are following the story compared to 57% of men.

It is unusual for women to be as interested as men in sports. These levels are much higher than the 50% of women that closely follow sports and lower than the 69% of men that closely follow sports.

The poll, conducted over three days and concluding last night, was based on random phone calls to land lines and cellphones across the U.S. to 968 people, with a +/- 3% margin of error.

The domestic violence issue is being followed by both men and women in far greater numbers than the concussion story (nearly 2-1), and both groups disapprove of the way the NFL has dealt with reports about players involved in cases of domestic violence. 51% of all respondents disapprove (53% women, 49% men), and only 22% approve (20% women, 24% men).

"The NFL greatly values its women fan base, and the issue of domestic violence was really an attention getter for them," noted Rick Gentile, director of the poll, which is sponsored by The Sharkey Institute.

OPINION OF GOODELL TANKS

Commissioner Roger Goodell's standing has taken a hit as well, with only 12% offering a favorable view of him, compared to 23% unfavorable and 54% having no opinion. When asked to measure his performance in a Seton Hall Poll in October 2013, only 14% had an unfavorable view; 27% viewed him favorably. (59% had no opinion). In September 2011, only 7% viewed him unfavorably, with 28% viewing him favorably

Goodell Approval Rating, SHSP

	Sept. 2011	Oct. 2013	Oct. 2014
Favorable	28%	27%	12%
Unfavorable	7%	14%	23%

On the matter of the NFL doing enough to protect its players from concussions and head injuries, 34% said yes it is, but 41% said no, it isn't. When asked the same question in October, 2012, the Seton Hall Sports Poll found 44% saying yes, and 39% saying no.

SUPPORT FOR OBAMA'S POSITION

On a question revisiting President Obama's statement about "having to think twice about having a son play football", only 30% now disagree with him. In a similar question based on the quote, asked by the Seton Hall Sports Poll in January 2013, 67% in effect disagreed with him saying they would let their son play.

About Seton Hall University

For more than 150 years, Seton Hall University has been a catalyst for leadership, developing the whole student, mind, heart and spirit. Seton Hall combines the resources of a large university with the personal attention of a small liberal arts college. Its attractive suburban campus is only 14 miles from New York City, with the wealth of employment, internship, cultural and entertainment opportunities the city offers. Seton Hall is a Catholic university that embraces students of all races and religions, challenging each to better the world through integrity, compassion and a commitment to serving others. For more information, visit www.shu.edu.

About the poll:

This poll was conducted by telephone October 6-7-8, 2014 among 968 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 3.9 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 results:

1) How closely would you say you've been following the stories of domestic violence incidents involving several players that the National Football League has been dealing with, very closely, somewhat closely, not closely or not at all?

1. Very closely	16%
2. Somewhat closely	49
3. Not closely	18
4. Not at all	18

2)

How closely would you say you've been following the controversy involving NFL players suffering brain injury as a result of concussions, very closely, somewhat closely, not closely or not at all?

1. Very closely	14
2. Somewhat closely	41
3. Not closely	23
4. Not at all	23

3)

Which problem facing the NFL do you find more unacceptable, the instances of domestic violence or stories of brain injuries following on field concussions?

1. Domestic violence	52
2. Brain injuries	27
3. Don't know	21

4)

Do you approve or disapprove of the way the NFL has dealt with the recent reports about players involved in cases of domestic violence?

1. Approve	22
2. Disapprove	51
3. Don't know	27

5) Do you think the NFL is doing enough to protect its players from concussions and head injuries?

- | | |
|---------------|----|
| 1. Yes | 34 |
| 2. No | 41 |
| 3. Don't know | 22 |

6)

Do you think the NFL has done enough for retired players who suffer from brain injuries after sustaining concussions during their playing days?

- | | |
|---------------|----|
| 1. Yes | 18 |
| 2. No | 44 |
| 3. Don't know | 38 |

7) Scientists have established that many former NFL players have suffered severe brain injuries as a result of concussions sustained while playing football. Has the league's handling of the controversy concerning concussion injuries made you feel more favorable to the NFL, less favorable to the NFL or doesn't it affect your view of the league?

- | | |
|-------------------|----|
| 1. More favorable | 8 |
| 2. Less favorable | 31 |
| 3. No affect | 48 |
| 4. Don't know | 15 |

8) Please tell me your opinion of NFL Commissioner Roger Goodell, favorable, unfavorable or do you have no opinion about him?

- | | |
|----------------|----|
| 1. Favorable | 12 |
| 2. Unfavorable | 23 |
| 3. No opinion | 54 |
| 4. Don't know | 10 |

9) Do you think greater precautions should be taken by high school and college football organizations to limit the number of concussions by athletes, or is enough being done?

- | | |
|------------------------|----|
| 1. Greater precautions | 76 |
| 2. Enough being done | 14 |
| 3. Don't know | 11 |

10) A couple of years ago, President Obama said he'd have to think twice before allowing his son to play football. Do you agree or disagree with that statement?

- | | |
|---------------|----|
| 1. Agree | 57 |
| 2. Disagree | 30 |
| 3. Don't know | 12 |

11) How closely would you say you follow sports, very closely, closely, not closely or not at all?

- | | |
|-----------------|----|
| 1. Very closely | 26 |
| 2. Closely | 33 |
| 3. Not closely | 26 |
| 4. Not at all | 15 |