



STILLMAN SCHOOL  
OF BUSINESS  
*The Sharkey Institute*

## SETON HALL UNIVERSITY

### *Seton Hall Sports Poll*

#### **CORD CUTTING CAN WAIT - 98% WATCHED SUPER BOWL ON TRADITIONAL TELEVISION**

##### **Public Says Brady “the Best Ever” In Wake of Victory**

South Orange, NJ, February 9, 2017 - An era of cord-cutting may loom in the future, but for now, traditional television viewing of the Super Bowl has a firm grasp on the American public. According to a Seton Hall Sports Poll conducted this week in the days after the game, a whopping 98% watched on TV, with only a combined 1% - barely - watching on phone, tablet or computer.

The poll was conducted February 6-8 among 661 adults across the country on both landlines and cellphones, with a margin of error of 3.9 %.

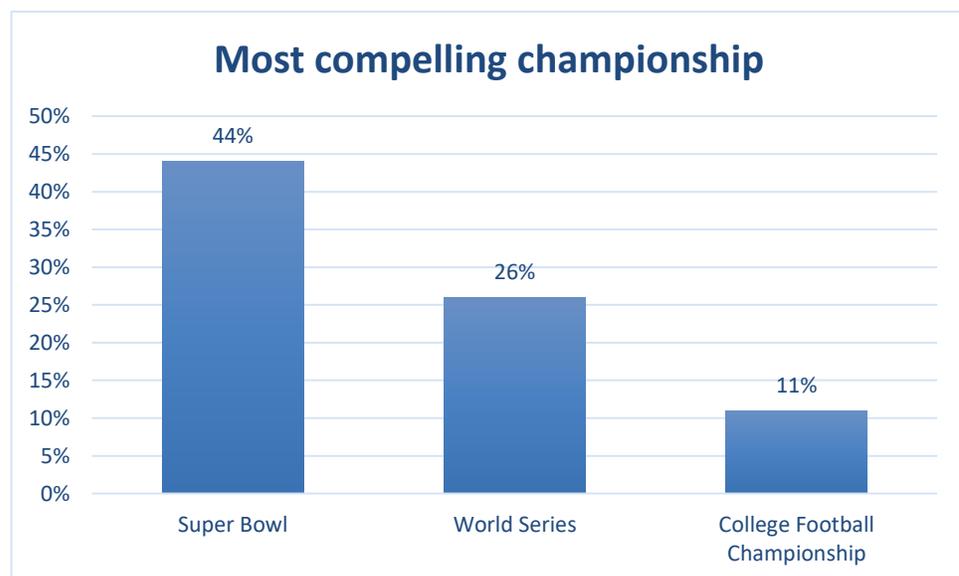
“It’s the biggest event of the year in America, and people want to watch it on their biggest and most reliable device,” noted Rick Gentile, director of the poll, which is sponsored by The Sharkey Institute.

Meanwhile, asked if Tom Brady is the greatest quarterback in NFL history, 63% of those who identified as sports fans agreed with only 19% disagreeing. Of those who said they were NFL fans, 51% agreed, and 21% disagreed. Among the general population, 39% agreed, with only 21% disagreeing.

“These are remarkably high numbers, given the controversies surrounding him - a large dislike for the New England Patriots, his suspension over ‘deflategate’ and his support of a controversial President,” said Gentile.

In the excitement following the first overtime in Super Bowl history and the fifth Super Bowl win for the Patriots, 44% found the game the most compelling of recent championships, with Game 7 of the World Series registering 26% and the college football championship (Alabama-Clemson) at 11%.

“For the World Series to be named by one out of four Americans, three months after it ended and in the days after a thrilling Super Bowl is great news for baseball,” added Gentile.



Asked if they saw any commercials during the game that made them want to purchase the advertised product, 83% said no, and 12% yes.

“People generally don’t acknowledge that commercials influence their buying,” noted Rick Gentile, director of the poll, which is sponsored by The Sharkey Institute. “Of course, their purchasing habits show the opposite - advertising drives sales. And 12% of the viewing public is a very large number. Advertisers should be pleased.”

7% said they enjoyed the commercials the most, but 13% named the halftime show and 72% said “the game” when asked what they enjoyed the most.

A commercial for GNC, the vitamin chain which sells substances banned by the NFL, was not shown. Asked whether GNC should have been allowed to advertise in the game, given that the banned products were not mentioned, 50% said yes they should have been allowed, with 23% saying no.

10% acknowledged wagering on the game (either through a bet, a pool or a fantasy league) and 84% said they had no wager on the game. 15% said they would have bet if wagering was legal.



A podcast in which Seth Everett interview Rick Gentile will be available shortly.

### **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](http://www.shu.edu).

**About the poll:**

This poll was conducted by telephone February 6-8 among 661 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 3.4 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](mailto:AppelPR@gmail.com); Rick Gentile (917) 881-9489.

**The results:**

1. Did you watch the Super Bowl game on Sunday?

- |        |     |
|--------|-----|
| 1. Yes | 72% |
| 2. No  | 28  |

**(IF NO SKIP TO QUESTION 6)**

2. Where did you watch the game? (Don't read options)

- |                           |    |
|---------------------------|----|
| 1. At home                | 75 |
| 2. At a friend's house    | 17 |
| 3. In a bar or restaurant | 5  |
| 4. Somewhere else         | 3  |

3. What was the primary device you used to watch the game, a TV, phone, tablet or computer?

- |             |    |
|-------------|----|
| 1. TV       | 98 |
| 2. Phone    | 0  |
| 3. Tablet   | 0  |
| 4. Computer | 1  |
| 5. Other    | 1  |

4. Which did you enjoy more, the game, the halftime or the commercials?

- |                |    |
|----------------|----|
| 1. Game        | 72 |
| 2. Halftime    | 13 |
| 3. Commercials | 7  |
| 4. Don't Know  | 7  |

5. Did you see any commercials during the broadcast that made you want to purchase the product advertised?

- |               |    |
|---------------|----|
| 1. Yes        | 12 |
| 2. No         | 83 |
| 3. Don't know | 5  |

6. Did you place a bet on the outcome of the game, participate in a pool, engage in fantasy play or not wager any money on the game?

- |                       |    |
|-----------------------|----|
| 1. Bet                | 5  |
| 2. Pool               | 4  |
| 3. Fantasy            | 1  |
| 4. No Wager           | 84 |
| 5. Don't Know/No Ans. | 7  |

7. If sports gambling was legal in your state would you have placed a bet on the game?

- |               |    |
|---------------|----|
| 1. Yes        | 15 |
| 2. No         | 79 |
| 3. Don't know | 6  |

8. Tom Brady is being called the greatest quarterback in NFL history after winning his 5th Super Bowl.

Do you agree, disagree or are you not sure?

- |               |    |
|---------------|----|
| 1. Agree      | 39 |
| 2. Disagree   | 21 |
| 3. Not Sure   | 35 |
| 4. Don't Know | 5  |

9. GNC, a maker of dietary supplements, was forced by the NFL to withdraw its commercial from the Super Bowl because it makes some products that NFL players are banned from taking. No mention of the banned products occurred in the commercial. Do you think GNC should have been allowed to advertise in the game given that the banned products were not mentioned?

- |               |    |
|---------------|----|
| 1. Yes        | 50 |
| 2. No         | 23 |
| 3. Don't know | 27 |

10. Which event did you think was more compelling, the Super Bowl, the college football championship or the 7th game of the World Series?

- |                          |    |
|--------------------------|----|
| 1. Super Bowl            | 44 |
| 2. College championships | 11 |
| 3. World Series          | 26 |
| 4. Don't Know            | 19 |

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

- |                 |    |
|-----------------|----|
| 1. Very closely | 19 |
| 2. Closely      | 33 |
| 3. Not closely  | 33 |
| 4. Not at all   | 16 |

12. Do you consider yourself a fan of NFL football?

- |               |    |
|---------------|----|
| 1. Yes        | 56 |
| 2. No         | 40 |
| 3. Don't know | 5  |