

Seton Hall Sports Poll:

91% Plan to Watch Olympics “The Old Fashioned Way” - TV; Online and Mobile Options Still Hover in Single Digits

S. Orange, NJ, February 7, 2014 — Despite an array of options that are readily available in most households, Americans plan to be watching their Olympics on television screens, according to a poll conducted this week by the Seton Hall Sports Poll.

An overwhelming 91% said TV was their anticipated method of viewing compared to only 5% online and 2% mobile.

The poll of 716 respondents (with a 3.7% margin of error), was based on random phone calls to landlines and cellphones across the U.S. between February 4-6.

“We may see those margins narrow in coming years, but for now, the audience for the games will be watching the old fashioned way,” noted Rick Gentile, director of the poll, which is sponsored by The Sharkey Institute.

The poll also showed that 74% of Americans intend to watch Olympic coverage.

When asked “if you had a son would you prefer he play in the Super Bowl or participate in the Olympics,” 53% said Olympics to 33% for Super Bowl.

“This certainly feels like a referendum on the much-discussed football concussion issue,” said Gentile.

Super Bowl Halftime A Big Hit With Women

While we already know that this year’s Super Bowl halftime was the most watched halftime show ever, the poll demonstrated how much it truly resonated with women. While overall the “game” was the most enjoyable part of the telecast for 43% (versus 29% halftime show and 22% the commercials), among women the halftime show registered 39% most enjoyable (vs. 28% of women saying the game) - while among men, the game scored 56%, and the halftime show just 19%. (Reportedly, the female audience for the game was larger than the full audience for last year’s Academy Awards telecast).

In 2008, when the Seton Hall Sports Poll asked the same question, 70% called the game the most enjoyable, with 18% citing the commercials and only 8% citing the halftime show. (Tom Petty and the Heartbreakers).

“It continues to behoove the NFL to deliver a powerful halftime show to keep the audience, especially last Sunday when they had a blowout in progress by halftime,” said Gentile.

Asked whether it would be a better viewing experience to attend the Super Bowl or view it on TV, 54% said “view on TV” vs. 35% attending. But among respondents ages 18-44, 51% said “attend” vs. just 41% for “TV.” By contrast, those 45 and over went 67% for TV, and 22% for in person.

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 February 4-6, 2014 among 716 adults in the United States.

Phone numbers were dialed from samples of both standard land-line and cell phones. The error due to sampling for results based on the entire sample could be plus or minus 3.0 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.

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The results:

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

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|--------|-----|
| 1. Yes | 70% |
| 2. No | 30 |

(IF NO SKIP TO QUESTION 4)

2) Did you watch the game in your own home or not in your own home?

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| 1. Own home | 77 |
| 2. Not in own home | 23 |

3) Which of the following did you enjoy more, the game, the commercials or the halftime show?

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|--------------------------------|----|
| 1. Game | 43 |
| 2. Commercials | 22 |
| 3. Halftime show | 29 |
| 4. Don't know/refuse to answer | 7 |

4) What do you think would be a better viewing experience, attending the Super Bowl in person or watching on television?

- | | |
|--------------------------------|----|
| 1. Attending | 35 |
| 2. Viewing on TV | 54 |
| 3. Don't know/refuse to answer | 11 |

5) Do you think the NFL made the right decision by holding the Super Bowl in a cold-weather city like New York?

- | | |
|--------------------------------|----|
| 1. Yes | 51 |
| 2. No | 34 |
| 3. Don't know/refuse to answer | 15 |

6) When watching the Super Bowl does it matter to you where the game is being played?

- | | |
|--------------------------------|----|
| 1. Yes | 14 |
| 2. No | 80 |
| 3. Don't know/refuse to answer | 6 |

7) Currently the NFL playoffs leading up to the Super Bowl take place over 3 weekends. Do you think the league should expand the current playoff structure or leave it as is?

- | | |
|--------------------------------|----|
| 1. Expand | 11 |
| 2. Leave as is | 74 |
| 3. Don't know/refuse to answer | 16 |

8) How closely do you follow sports?

- | | |
|---------------------|----|
| 1. Very closely | 24 |
| 2. Closely | 21 |
| 3. Somewhat closely | 39 |
| 4. Not at all | 16 |

9) Do you intend to watch coverage of the upcoming Olympics?

- | | |
|--------------------------------|----|
| 1. Yes | 74 |
| 2. No | 24 |
| 3. Don't know/refuse to answer | 2 |

(IF NO SKIP TO QUESTION 11)

10) Do you plan to do most of your Olympic viewing watching television, online, or on a mobile app?

- | | |
|--------------------------------|----|
| 1. TV | 91 |
| 2. Online | 5 |
| 3. Mobile | 2 |
| 4. Don't know/refuse to answer | 3 |

11) Do you think enough security measures have been put in place to protect the athletes and spectators at the Olympic Games?

- | | |
|--------------------------------|----|
| 1. Yes | 42 |
| 2. No | 22 |
| 3. Don't know/refuse to answer | 36 |

12) If you had a son would you prefer he play in the Super Bowl or participate in the Olympics?

- | | |
|--------------------------------|----|
| 1. Super Bowl | 33 |
| 2. Olympics | 53 |
| 3. Neither | 5 |
| 4. Don't know/refuse to answer | 9 |