



STILLMAN SCHOOL
OF BUSINESS
The Sharkey Institute

SETON HALL UNIVERSITY

Seton Hall Sports Poll

**IF GENERAL PUBLIC HAD A VOTE IN TODAY'S NORTHWESTERN
FOOTBALL UNIONIZATION ELECTION - IT WOULD BE NO**

**“Players Are Students, Not Employees”
According to Seton Hall Sports Poll**

S. Orange, NJ, April 25, 2014 --- A nationwide poll by the Seton Hall Sports Poll this week has found a clear preference for student athletes (specifically Northwestern University football players) to be considered students and not employees.

Northwestern football players are voting today on just that choice, and although the results will not be known for several months, the public said they should be considered students and not employees by a 64%-29% margin, and should not be allowed to form a union by 60%-34%.

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 628 people, with a 3.9% margin of error.

The poll also found that 29% said their interest in colleges athletics would decrease if the athletes received salaries, with 61% saying it would remain the same, and 10% saying it would increase.

61% said student athletes should not continue to receive scholarships if they received salaries, with 33% saying yes they should receive both. Asked if collegiate athletes receiving salaries should go to all sports or just sports that bring in revenue, 58% said all sports, 25% said only revenue producing sports, and 17% had no opinion.

“The public does not think athletes in revenue producing sports should be rewarded more than others and hence, they are not buying into the idea of football players being employees”, noted veteran pollster Murray Edelman, Ph.D., a consultant to the Seton Hall Sports Poll, which is conducted by The Sharkey Institute.

EARLY MEASURE OF FAN SUPPORT OF BASEBALL REPLAYS IS FAVORABLE

While the Major League Baseball season is only in its fourth week, by 26% to 10%, fans with an opinion favor the new replay system while 63% of respondents had no opinion.

ROLE MODELS? COLLEGE ATHLETES FARE BETTER THAN PROS

Asked if professional athletes make good role models, only 40% said yes, with 48% saying no. College athletes fared better, as 53% said yes, and 31% said no.

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 April 22-24, 2014 among 628 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.

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The results:

Recently the National Labor Relations Board ruled that football players from Northwestern University qualify as employees of the university because they are compensated in the way of scholarships, spend 40 to 50 hours a week on football and because the university profits from their work. The NCAA has countered saying that the players are not employees by any standard definition and that students who participate in athletics do so voluntarily. Do you think collegiate football players should be considered employees of the university or students who participate in athletics voluntarily?

Employees	29%
Students	64
Don't know	7

The NLRB has also ruled that as employees, the players are allowed to form a union. The NCAA has argued that this would undermine the purpose of college and destroy college athletics. Should college student/athletes be allowed to form a union?

Yes	34
No	60
Don't know	6

If collegiate athletes begin to receive salaries would your interest in following college athletics increase, decrease or remain the same?

Increase	10
Decrease	29
Remain the same	61

If collegiate athletes receive salaries should that apply to athletes in all sports or only sports that bring in significant revenue to the college?

All sports	58
Sports that bring in revenue	25
Don't know	17

Should student athletes continue to receive scholarships if they receive salaries?

Yes	33
No	61
Don't know	6

NBA Commissioner Adam Silver recently said he thought advertising on players' uniforms was "inevitable". Would it bother you if players in the major American sports leagues (NFL, NBA, MLB and NHL) had advertising on their uniforms?

Yes	43
No	54
Don't know	3

Do professional athletes make good role models?

Yes	40
No	48
Don't know	13

How about college athletes? Do they make good role models?

Yes	53
No	31
Don't know	16

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

Very closely	27
Closely	38

Not closely	27
Not at all	8

Which event would you say you are more interested in, the NBA playoffs or the NCAA Men's Basketball Tournament or are you not interested in either?

NBA Playoffs	22
NCAA Tournament	39
Neither	38
Don't know	2

What is your impression of the replay system currently being used by Major League Baseball or have you not seen enough to have an opinion?

Favorable	26
Unfavorable	10
No opinion	63