

SETON HALL SPORTS POLL FINDINGS....

**FEWER THAN HALF THINK ATHLETES MAKE GOOD ROLE MODELS -
BUT WOE TO POLITICIANS AND MOVIE STARS!**

***AFRICAN-AMERICANS SHOW SCANT INTEREST
IN UPCOMING BASEBALL SEASON***

RESPONDENTS WEIGH IN ON PISTORIUS GUILT/INNOCENCE

***DANICA PATRICK A BOOST TO NASCAR;
MANZIEL COURSES ONLINE? DEPENDS ON AGE OF RESPONDENT***

S. Orange, NJ, February 28, 2013 --- A wide-ranging Seton Hall Sports Poll conducted this week has found that while only 47% of Americans believe pro athletes to be good role models, the number plummets to 25% for movie stars and just 18% for politicians.

The poll was based on random phone calls to landlines and cellphones of 797 people across the country, with a 3.5% margin of error.

Women were more positive about role models, with 52% saying athletes were good ones to just 41% of men. (For movie stars it was 29% yes for women, 20% yes for men, and for politicians, 21% scored a yes from women to only 15% among men.)

"These are basically all sad numbers," noted Rick Gentile, director of the poll, which is sponsored by The Sharkey Institute. "It would be hard to imagine it being under 50% for athletes a few decades ago, but the silver lining for the sports industry is that at least it led among these three categories."

ENDORSEMENT DEALS LEAD TO BAD BEHAVIOR?

Only 53% thought athletes "should be held to a higher behavioral standard than the rest of us," and 45% of movie stars rating a yes to that question, but 79% said politicians should be held to that high standard.

Reflective of that viewpoint, 37% felt that athletes who rate endorsement deals are "more likely" to behave inappropriately, with only 19% saying they would be less likely. 30% said they would not be affected.

ANTICIPATING THE NEW BASEBALL SEASON

While 22% of all respondents cited the start of the baseball season as the event they are most looking forward to (19% NCAA tournament, 16% NFL draft, 11% NBA playoffs, 7% Masters Golf), the number of African-Americans voting for baseball was only 5% (vs. 26% for whites), with blacks favoring the NBA playoffs (43%). When broken down ethnically, the sample has a higher margin of error, but "Not only are there fewer African Americans playing, but the fan base is obviously shrinking as well," said Gentile. "In fact, the Giants - defending World Series champions - with over 70 players in camp, do not have a single African-American player."

THE OSCAR PISTORIUS CASE

A relatively large number of respondents (73%) are familiar with the Oscar Pistorius murder investigation going on in South Africa, with 56% saying they were familiar with him prior to this developing news story. While 69% have not formed a guilty/not guilty opinion, those who have formed an opinion believe he is guilty by nearly a 4-1 margin - 25%-7%, the 7% feeling he killed his girlfriend unintentionally.

OF DANICA, OF MANZIEL

Danica Patrick's being one of the favorites in the Daytona 500 last weekend was a boost to NASCAR, with 21% saying they were more interested in the race than without the attention she received. And while 69% said she had no effect on their opinion, "NASCAR can be very excited that one in five Americans were more interested, something any sport would love to have," said Gentile. "That's really a huge boost to the sport from a single participant."

When asked about the revelation that Heisman Trophy winner Johnny Manziel will be taking courses online instead of attending classes at Texas A&M, the responses followed an age pattern - those 18-29 said he should be eligible to play despite that by a 2-1 margin, (66%-32%) and those 60+ said he shouldn't be eligible by a similar 2-1 margin, (54% to 28%). The overall result was nearly split, 48% saying yes to having to attend classes and 44% saying no. "That clearly represents the comfort and familiarity with doing many things in life online for younger people," said Gentile.

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 25-27, 2013 among 797 adults nationwide.

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

The results:

1. Do you think professional athletes make good role models?
 - 1) Yes 47
 - 2) No 42
 - 3) Don't know/refuse to answer 11

2. Do you think professional athletes should be held to higher behavioral standards than the rest of us?
 - 1) Yes 53
 - 2) No 44
 - 3) Don't know/refuse to answer 3

3. Do you think politicians make good role models?
 - 1) Yes 18
 - 2) No 74
 - 3) Don't know/refuse to answer 8

4. Do you think politicians should be held to higher behavioral standards than the rest of us?
 - 1) Yes 79
 - 2) No 19
 - 3) Don't know/refuse to answer 2

5. Do you think movie stars make good role models?
 - 1) Yes 25
 - 2) No 65
 - 3) Don't know/refuse to answer 10

6. Do you think movie stars should be held to higher behavioral standards than the rest of us?
 - 1) Yes 45
 - 2) No 52
 - 3) Don't know/refuse to answer 4

7. Do you know about the Oscar Pistorius murder investigation unfolding in South Africa?
- | | |
|--------|----|
| 1) Yes | 73 |
| 2) No | 27 |
8. Had you heard of Oscar Pistorius before he was accused of killing his girlfriend?
- | | |
|--------------------------------|----|
| 1) Yes | 56 |
| 2) No | 38 |
| 3) Don't know/refuse to answer | 5 |
9. From what you know of the story, do you think he is guilty of murder, killed his girlfriend unintentionally or do you have no opinion?
- | | |
|--------------------------------|----|
| 1) Guilty of murder | 25 |
| 2) Killed her unintentionally | 7 |
| 3) No Opinion/refuse to answer | 69 |
10. Do you think Oscar Pistorius will be given special treatment by the South African legal system because of his fame as an athlete?
- | | |
|--------------------------------|----|
| 1) Yes | 33 |
| 2) No | 31 |
| 3) Don't know/refuse to answer | 36 |
11. How closely do you follow sports, very closely, closely, somewhat closely or not at all?
- | | |
|--------------------------------|----|
| 1) Very closely | 17 |
| 2) Closely | 17 |
| 3) Somewhat closely | 42 |
| 4) Don't know/refuse to answer | 24 |
12. Endorsement deals with companies like Nike and Reebok promote specific athletes by inflating their accomplishments over others in their sport. Overall, do you think this is good for their sport or bad for it?
- | | |
|--------------------------------|----|
| 1) Good for sport | 39 |
| 2) Bad for sport | 37 |
| 3) Don't know/refuse to answer | 24 |

13. Endorsement deals that thrust athletes into the spotlight can make them more responsible to represent their sport, but it can also give them a feeling of invincibility. Do you think these athletes are more likely to behave inappropriately, less likely to behave inappropriately or their behavior is not affected by the endorsement?

- | | |
|--------------------------------|----|
| 1) More likely | 37 |
| 2) Less likely | 19 |
| 3) Not affected | 30 |
| 4) Don't know/refuse to answer | 14 |

14. NASCAR driver Danica Patrick emerged as one of the favorites to win the Daytona 500. Did this make you more interested, less interested, or have no effect on your interest in watching the race?

- | | |
|--------------------------------|----|
| 1) More interested | 21 |
| 2) Less interested | 4 |
| 3) No effect | 69 |
| 4) Don't know/refuse to answer | 6 |

15. Heisman Trophy winner Johnny Manziel will be taking courses on line instead of attending classes at Texas A&M. Do you think he should have to attend classes in person in order to be eligible to play football for the university?

- | | |
|--------------------------------|----|
| 1) Yes | 48 |
| 2) No | 44 |
| 3) Don't know/refuse to answer | 9 |

16. Which upcoming sports event, if any, are you most looking forward to, the start of the baseball season, the NBA playoffs, the men's NCAA basketball tournament, the Masters golf tournament or the NFL draft?

- | | |
|----------------------------------|----|
| 1) Baseball season | 22 |
| 2) NBA playoffs | 11 |
| 3) NCAA tournament | 19 |
| 4) Masters | 7 |
| 5) NFL Draft | 16 |
| 6) None of them/refuse to answer | 25 |

