

Poll Asks 'Which Candidate Would Make Best Pro Football Coach?'

Obama Edges McCain As Choice Say Respondents to Seton Hall Sports Poll

***61% OF SUPER BOWL VIEWERS SAY THEY WERE ROOTING FOR GIANTS;
50% CALL IT ONE OF MOST EXCITING SUPER BOWLS THEY'VE SEEN***

S. Orange, NJ, February 11, 2008 – Eighteen percent of respondents to a Super Bowl-themed Seton Hall Sports Poll have named Barak Obama as the presidential candidate who would make the best pro football coach..

Obama led John McCain, who had 14%, with Romney and Hillary Clinton each drawing 9% and Mike Huckabee 4% with 47% choosing to not answer the question. The poll is based on 664 people nationwide and was conducted Monday-Wednesday after the game, and before Mitt Romney withdrew on Thursday.

"It is an interesting observation and a measure of the perception of leadership by those that felt they knew enough to answer the question" noted Rick Gentile, director of the Seton Hall Sports Poll, conducted by The Sharkey Institute. "More significant might be the 2-1 edge Obama had over Clinton. But one could also argue that it is a good sign for Clinton since there are currently no women coaches in pro-football. Maybe we should leave this for the pundits."

The poll was conducted by telephone among a random digit dial sample of 664 adults ages 18 and older living in the continental United States. The poll was weighted to reflect the national distribution age, race and gender. The margin of error due to sampling is +/- 4.0 percentage points for most estimates. Other factors also may affect the total error.

Fifty percent of those who watched the Super Bowl on Sunday called it one of the most exciting they have seen, with two-thirds of those citing it as "the most exciting."

The poll also found that 61% of viewers were rooting for the Giants during the game. Only ten percent said they rooted for neither. The excitement was also reflected in the fact that only 15% thought the entertainment was one of the best and only 13% thought the commercials were among the most entertaining.

"The commercials and halt time didn't stack up nearly as well as the game in comparison to past Super Bowls," said Gentile. "Maybe it was because they were inferior, or maybe it was because the game was so good in contrast."

As one might guess, more Giants fans than Patriots fans found the game "one of the most exciting ever" by a margin of 57% to 39%. Only 10% of all viewers claimed to not find it very exciting at all.

“We were a little surprised by those who claimed to be rooting for the Giants during the game,” noted Gentile. “Usually there is so much anti-New York sentiment in sports, but in this case, New York was the clear underdog, and the viewers embraced them.”

Asked which party would field the best football team, viewers selected the Democrats by 40%-31%.

18% said that they placed a wager on the game.

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.

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Questions and Answers for Super Bowl Poll February 2008

Sample Demographics:

- Gender
 - 48.0% - Female
 - 44.3% - Male
 - 7.8% - Refused

- Age
 - 18-29 - 20.1%
 - 30-44 - 25.5%
 - 45-59 - 25.5%
 - 60 + - 20.1%
 - Refused - 8.8%

- Race
 - Asian - 1.0%
 - Black - 10.8%
 - Hispanic - 5.0%
 - Other - 3.7%
 - Refused - 9.8%
 - White - 69.7%

Question 1:

- Do you consider yourself a sports fan?
 - 37.4% - No
 - 62.6% - Yes

Question 2:

- How likely are you to vote in the upcoming presidential election?
 - 77.8% - Very likely
 - 4.4% - Somewhat likely
 - 5.6% - Not very likely
 - 9.6% - Not at all likely
 - 2.6% - Don't know/refuse to answer

Question 3:

- Which presidential candidate would be the best coach of a professional football team?
 - 8.7% - Hillary Clinton
 - 3.4% - Mike Huckabee
 - 14.0% - John McCain
 - 18.3% - Barack Obama
 - 8.6% - Mitt Romney
 - 47.0% - Don't know/refuse to answer

Question 4:

- If each party fielded a football team, which party do you think would win?
 - 36.2% - Democrats
 - 26.5% - Republicans
 - 2.3% - Independent
 - 1.8% - Other
 - 33.2% - Don't know/refuse to answer

Question 5:

- Are you a Democrat, Republican, Independent, or Other?
 - 29.4% - Democrat
 - 23.7% - Republican
 - 20.9% - Independent

- 13.3% - Other
- 12.8% - Don't know/refuse to answer

Question 6:

- Did you watch all, most, some or none of the Super Bowl on Sunday?
 - 38.7% - All
 - 12.1% - Most
 - 18.0% - Some
 - 24.5% - None
 - 6.7% - Refused

Question 7:

- In the past have you always, usually, sometimes or never watched the Super Bowl?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 49.7% - Always
 - 21.4% - Usually
 - 24.5% - Sometimes
 - 4.1% - Never
 - 0.2% - Don't know/refuse to answer

Question 8:

- Where did you watch the game?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 74.2% - Home
 - 20.3% - A friend's house
 - 2.1% - A bar
 - 3.3% - Somewhere else
 - 0.2% - Don't know/refuse to answer

Question 9:

- How many people do you think watched with you?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 10.2% - None
 - 29.0% - 1-2
 - 18.6% - 3-4
 - 12.9% - 5-6
 - 10.8% - 7-10
 - 18.3% - More than 10
 - 0.2% - Don't know/refuse to answer

Question 10:

- Can you tell me the network that broadcast the game?

(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))

- 1.7% - ABC
- 2.2% - CBS
- 2.1% - ESPN
- 69.8% - FOX
- 3.8% - NBC
- 20.5% - Don't know/refuse to answer

Question 11:

- Which of these did you find the most entertaining?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 69.6% - Game itself
 - 18.2% - Commercials run during the broadcast
 - 7.8% - Halftime show
 - 4.5% - Don't know/refuse to answer

Question 12:

- What of these is the MAIN reason you watched the Super Bowl?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 13.1% - Favorite team was playing
 - 52.8% - Football fan and favorite team was not playing
 - 12.5% - To see the commercials
 - 2.0% - To see the halftime show
 - 10.1% - Super Bowl party/event
 - 7.4% - Other
 - 2.3% - Don't know/refuse to answer

Question 13:

- How closely did you watch the commercials during the game broadcast?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 18.0% - Very closely
 - 47.0% - Somewhat closely
 - 19.4% - Not too closely
 - 14.0% - Not at all closely
 - 1.5% - Don't know/refuse to answer

Question 14:

- Do you tend to pay more attention to the commercials on the Super Bowl broadcast than you do the commercials during your more regular TV watching?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 70.3% - Yes
 - 28.0% - No
 - 1.7% - Don't know/refuse to answer

Question 15:

- Compared to other Super Bowl broadcasts, were the commercials this year among the most entertaining, just entertaining, not very entertaining, or boring?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 12.6% - Among the most entertaining
 - 43.1% - Just entertaining
 - 24.5% - Not very entertaining
 - 8.0% - Boring
 - 11.8% - Don't know/refuse to answer

Question 16:

- Will you be buying any products specifically because you saw a commercial for that product during the broadcast of the Super Bowl?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 7.1% - Yes
 - 88.8% - No
 - 4.1% - Don't know/refuse to answer

Question 17:

- Compared to other Super Bowl halftimes that you have seen, was this one of the most entertaining that you have seen, entertaining, not entertaining, or one of the most boring?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 15.9% - One of the most entertaining
 - 37.4% - Entertaining
 - 14.4% - Not entertaining
 - 13.3% - One of the most boring
 - 18.9% - Don't know/refuse to answer

Question 18:

- Compared to other Super Bowl games that you have seen, was this one of the most exciting ever, just exciting, not very exciting, or not very exciting at all?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 50.3% - One of the most exciting ever
 - 36.1% - Just exciting
 - 8.2% - Not very exciting
 - 2.0% - Not exciting at all
 - 3.4% - Don't know/refuse to answer

Question 19:

- Compared to other Super Bowl games that you have seen, was this the MOST EXCITING?
(Of those answering Q18 “one of most exciting ever”)
 - 65.7% - Yes
 - 32.9% - No
 - 1.4% - Don't know/refuse to answer

Question 20:

- Which team were you rooting for, the New York Giants or the New England Patriots?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 61.3% - Giants
 - 27.5% - Patriots
 - 9.9% - Neither
 - 1.3% - Don't know/refuse to answer

Question 21:

- Did you wager on the game or participate in a pool of any kind that involved money?
(OF THOSE WHO WATCHED SUPER BOWL (Responses 1-3 in Q6))
 - 17.7% - Yes
 - 80.8% - No
 - 1.5% - Don't know/refuse to answer