

Seton Hall Sports Poll:

Obama Puts Prestige On Line With Olympic Mission to Copenhagen

By 2-1 Americans Think Prestige Will Be Affected

S. Orange, NJ – October 1, 2009 – By a 60%-29% margin, Americans believe that President Obama's prestige will be affected by the outcome of the Olympic city selection vote Friday, and only 10 percent think his trip to Copenhagen will "guarantee" selection.

These were the findings of a Seton Hall Sports Poll, conducted this week, of 1,081 respondents across the country.

When asked how much President Obama's prestige will be affected by whether Chicago wins the bid or not, 12% said "a lot", 24% said "some," 24% said "a little" and 29% said "not at all."

Americans give equal weight to two reasons for the President's involvement: 40% for his being from Chicago and 40% for it being good for the U.S. But more than half the respondents, 54%, think he would be just as enthusiastic if it were another American city.

"People recognize that part of his motivation for this unprecedented presidential involvement is that Chicago is his home city," noted Rick Gentile, director of the Seton Hall Sports Poll, conducted by The Sharkey Institute. "But they also think he would do it enthusiastically for any city because it is good for the country."

Many cities have suffered financially with past Olympic Games, but by a margin of better than 3-1, Americans feel it is a good thing for a U.S. city to host the Olympics.

When asked which of the four finalist cities they would like to see selected, 55% would like to it to be Chicago. Madrid and Rio de Janeiro were both named by 12% of respondents with Tokyo drawing 6%.

Chicago Mayor Richard Daley has guaranteed that financial losses would be made up by the city. But only 14% thought local taxpayers should make up any losses with 75% opposing that.

As for the IOC voters, 70% of Americans believe they vote for the best site, with only 18% believing political interests are the most important part of the decision process.

Interestingly, with only four months to go, fewer than 10% knew that Vancouver (or Canada) was the site of the 2010 Olympics.

The poll was conducted by telephone among a random digit dial sample of 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 +/- 3 percentage points for most estimates. Other factors also may affect the total error.

About Seton Hall University

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*Contact: Marty Appel Public Relations 212 245-1772
Rick Gentile 570 698-8499*

QUESTIONNAIRE - CHICAGO OLYMPICS POLL - SEPT. 28-30

1. The members of the International Olympic Committee will vote on Friday to select one of the four candidate cities to host the 2016 Olympics. If a U.S. city is selected do you think you would watch more Olympic coverage, less coverage or about the same as you would if the Olympics were in a foreign city?

- | | |
|--------------------|-----|
| 1 - More coverage | 29% |
| 2 - Less coverage | 4% |
| 3 - About the same | 61% |

2. Which do you think is more important in the decision process by the members of the International Olympic Committee, selecting the best site or dealing with political interests?

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|-------------------------|-----|
| 1 - Best site | 70% |
| 2 - Political interests | 18% |

3. Cities bid to host the Olympics because of the prestige of hosting the games, the increase in tourism, as well as the opportunity to improve facilities, but in the past many cities have suffered financially. Given the current economic climate, do you think it would be a good thing or a bad thing for a U.S. city to host the Olympics?

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|----------------|-----|
| 1 - Good thing | 67% |
| 2 - Bad thing | 19% |

4. Do you think local taxpayers should make up any financial losses suffered if a U.S. city wins the right to host the Olympics?

1 – Yes	14%
2 – No	75%

5. President Obama has been enthusiastically supportive of Chicago's bid. Which do you think is the **MOST IMPORTANT** reason for his involvement: he's a sports fan, Chicago is his hometown, or Chicago's winning the bid would be good for the United States?

1 - Sports fan	3%
2 - From Chicago	40%
3 - Good for the U.S.	40%
4 – Other	5%

6. Do you think the President would be as enthusiastically involved if it were a U.S. city other than Chicago?

1 – Yes	54%
2 – No	31%

7. Because of his involvement, how much do you think President Obama's prestige will be affected by whether Chicago wins the bid or not; a lot, some, a little, or not at all?

1 - A lot	12%
2 – Some	24%
3 - A little	24%
4 - Not at all	29%

8. Do you think President Obama's attendance at Copenhagen, where they're announcing the host city, will guarantee Chicago's selection as the host city?

1 – Yes	10%
2 - No	75%

9. Which of the four candidate cities would you like to see selected as the host city for the 2016 Olympics; Rio de Janeiro, Chicago, Tokyo, or Madrid?

1 - Rio de Janeiro	12%
2 – Chicago	55%
3 – Tokyo	6%
4 – Madrid	12%

10. Do you happen to know where the 2010 Olympics will be held?

1 – Vancouver	7%
2 – Canada	2%

3 – London	5%
4 – Other	4%
5 - Don't know	82%