

Seton Hall Sports Poll on Super Bowl, NFL Labor

PUBLIC SYMPATHIES EVENLY DIVIDED ON NFL LABOR ISSUES; ONLY 49% FEEL DISPUTE WILL BE RESOLVED BEFORE NEW SEASON

S. Orange, NJ, February 11, 2011 – With the Super Bowl concluded and football fans' attention forced to turn to labor issues between the club owners and the NFL players, the public at large seems evenly divided on "taking sides" with 18% saying "owners", 21% saying "players," and 53% saying "neither" when asked where their sympathies lie.

According to a Seton Hall Sports Poll conducted this week, of those who were aware of the labor dispute, only 49% thought it would be resolved in time, while 23% felt it would not. A total of 822 responded to the national random dial poll, which has a margin of plus/minus 3.6%.

"It's early in the game," noted Rick Gentile, director of the poll, which is conducted by The Sharkey Institute. "But sympathies are divided. This has a long way to play out, but for now, neither side can claim that the public is in their corner."

The poll found 56% believed the owners' claim that the players are too highly compensated, but 57% sided with the players in feeling that financial records ought to be seen by them.

Sixty-five percent of men said they were aware of a labor dispute, but only 36% of women were.

As for post-Super Bowl questions, only two-thirds knew that the game was on FOX despite the barrage of signage and promotional announcements. One in four people (25%) said they did not know, while 9% named another network.

Asked which news stories they have followed most closely recently, 38% named the crisis in Egypt to 23% naming the Super Bowl and 22% the U.S. economy.

Twenty-one percent watched the game with more than 10 other people, up from 18% when the question was asked in 2008. With so many people clustered to view the game, it raises the possibility that even Nielsen's record audience of 111 million may have been undercounted.

Of the much anticipated commercial fare, 46% said the commercials were less entertaining than in the past, compared to 32% in 2008 when a similar question was asked. Only 11% cited "the commercials" as the main reason to watch the telecast, although 66% said they watched the commercials somewhat or very closely. Seven percent said they would be buying products specifically because they saw a commercial during the broadcast.

"I think advertisers would be thrilled to think that 7% of 111 million people would be following through on their commercial messages," said Gentile.

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QUESTIONNAIRE FOR SUPER BOWL POLL 2011

1. Which of the following news items have you followed most closely recently, the Super Bowl, the unrest in Egypt, stories concerning the U.S. economy, or something else?

- | | |
|--------------------|-----|
| 1. Super Bowl | 23% |
| 2. Unrest in Egypt | 38 |
| 3. U.S. economy | 22 |
| 4. Other | 15 |

2. Did you watch all, most, some or none of the Super Bowl on Sunday?

- | | |
|---------|----|
| 1. All | 34 |
| 2. Most | 17 |
| 3. Some | 24 |
| 4. None | 24 |

3. Where did you watch the game?

- | | |
|---------------------|----|
| 1. Home | 74 |
| 2. A friend's house | 22 |
| 3. A bar | 1 |
| 4. Somewhere else | 2 |
| 5. | |

4. How many people watched with you?

- | | |
|-----------------|----|
| 1. None | 16 |
| 2. 1-2 | 27 |
| 3. 3-4 | 18 |
| 4. 5-6 | 8 |
| 5. 7-10 | 10 |
| 6. More than 10 | 21 |
| 7. | |

5. Can you tell me the network that broadcasted the game?

- | | |
|---------------|----|
| 1. ABC | 4 |
| 2. CBS | 1 |
| 3. ESPN | 1 |
| 4. FOX | 67 |
| 5. NBC | 3 |
| 6. Don't know | 25 |

6. Which of these is the MAIN reason you watched the Super Bowl?

1. *My favorite team was playing* 16
2. *I'm a football fan even though my favorite team was not playing* 44
3. *To see the commercials* 11
4. *To see the halftime show* 3
5. *I was at a Super Bowl party or event* 13
6. *Other* 13
- 7.

7. *How closely did you watch the commercials during the game broadcast? Were you watching them very closely, somewhat closely, not too closely or not at all closely?*

1. *Very closely* 18
2. *Somewhat closely* 48
3. *Not too closely* 22
4. *Not at all closely* 13
- 5.

8. *Compared to other Super Bowl broadcasts, were the commercials this year more entertaining, about the same, or less entertaining than in the past*

1. *More entertaining* 11
2. *About the same* 31
3. *Less entertaining* 46
4. *Don't know/* 12

9. *Will you be buying any products specifically because you saw a commercial for that product during the broadcast of the Super Bowl?*

1. *Yes* 7
2. *No* 88
3. *Don't know* 5

10. *Which team were you rooting for, the Pittsburgh Steelers or the Green Bay Packers?*

1. *Steelers* 29
2. *Packers* 58
3. *Neither* 13
- 4.

11. *Did you wager on the game or participate in a pool of any kind that involved money?*

1. *Yes* 15
2. *No* 84
- 3.

12. *In the past have you wagered on the game or participated in a pool of any kind that involved money?*

1. *Yes* 42
2. *No* 58
- 3.

13. How closely do you follow sports, very closely, closely, somewhat closely, or not at all?

- | | |
|---------------------|----|
| 1. Very closely | 19 |
| 2. Closely | 16 |
| 3. Somewhat closely | 40 |
| 4. Not at all | 25 |
| 5. | |

14. Are you aware of the labor dispute between the NFL owners and the players?

- | | |
|--------|----|
| 1. Yes | 50 |
| 2. No | 49 |
| 3. | |

At issue is the contract which gives the players a fixed percentage of the overall revenue taken in. The owner's claim that their profit margins are suffering because the players are too highly compensated. The players say that the owners need to justify this by showing them their financial records.

15. Do you believe the owners' claim that the players are too highly compensated?

- | | |
|----------------|----|
| 1. Yes | 56 |
| 2. No | 20 |
| 3. Don't know/ | 24 |

16. Do you believe that the players deserve to see the financial records before considering a lower percentage of revenue?.

- | | |
|----------------|----|
| 1. Yes | 57 |
| 2. No | 27 |
| 3. Don't know/ | 16 |

17. Where do your sympathies lie in the dispute, with the owners or with the players?

- | | |
|---------------------|----|
| 1. Owners | 18 |
| 2. Players | 21 |
| 3. Neither | 53 |
| 4. Refuse to answer | 8 |

18. Do you think the dispute will be resolved so there is no impact on next NFL season?

- | | |
|----------------|----|
| 1. Yes | 49 |
| 2. No | 23 |
| 3. Don't know/ | 29 |