



As Online Gambling Options Increase, Number of Those Who Will Not Bet On Super Bowl Dramatically Decreases

South Orange NJ, February 1, 2021 – When the Seton Hall Sports Poll asked people if they would be wagering on the Super Bowl in 2019, 88 percent said they would not.

Now, with the 2021 game just days away, and with digital (and legal) betting services more accessible and acceptable than ever before, only 73 percent said they would not be placing a bet on the Super Bowl.

“That is a 15 point drop in just two years, which is sizeable to say the least,” said Stillman Professor of Marketing and Poll Methodologist Daniel Ladik. “Even given the pollster caveat for under-reporting of ‘sin’ issues such as gambling, that is a notable change denoting either a rise in the gambling itself and/or the level of comfort with acknowledging the behavior.” He continued, “Through widespread marketing and partnerships with the leagues, legal wagering is working its way into the fabric of the sports universe at a rapid pace, particularly among younger people who have grown up in a digital world and are comfortable with online gaming options like DraftKings, FanDuel and any number of online casinos that offer a dizzying array of game and proposition betting opportunities.”

Indeed, while 84 percent of those 55 and over today say they have never bet, the number drops to 60 percent among those 18-34.

These were the findings of a new Seton Hall Sports Poll, conducted January 22-25 among 1,522 adults, geographically spread across the country. The Poll has a margin of error of +/- 3.2 percent.

“The widespread increase of the acceptance of gambling is reflected in this poll and the number of calls we’ve received over the last two years,” says Neva Pryor, executive director of the Council on Compulsive Gambling of New Jersey (www.800Gambler.org). “It can be especially problematic for the younger demographic, as there is still brain development in process with the pre-frontal portions of the brain and a tendency toward increased risk-taking – and perhaps more time spent online or more time on hand due to remote college learning, unemployment or other reasons.”

Has Covid-19 Slowed the Spread – of Gambling?

Have the Coronavirus (Covid-19) limits on socializing slowed wagering? You bet it has. Asked if they had ever bet on a sporting event *before* the virus struck, 14 percent said yes, and *since* the virus, only 4 percent said yes. Only 6 percent said they bet both before and after, with only 1 percent of those over 55 saying they have bet since the nation effectively shut down in March. But 8 percent of those 15-34 still managed to place a bet during that timeframe. The overall numbers include 7 percent of sports fans and 8 percent who called themselves “avid” having placed bets since March.

“There are concerns here that gambling further integrates itself as a vital part of sports, a major revenue producer,” noted Professor Charles Grantham, Director of the Center for Sport Management within the Stillman School of Business, which oversees the Seton Hall Sports Poll. “With the leagues receiving money on each bet, they would tend to encourage it. Not only might this bring questions about the integrity of the game, we can see the day coming when fans at the games, let alone at home, will spend their time and focus punching keys on their hand held devices for play-by-play gambling and care less about the actual game. This is not a sporting future I look forward to.”

How Do People Bet?

For those who said they have bet in the last year, 30 percent said it was with an online/app-based company, 29 percent in person (such as at a casino, race track or sports venue), 13 percent said a combination of both, 10 percent “other,” and 18 percent preferred not to say.

“We can guess that ‘other’ and ‘prefer not to say’ largely suggests a bookmaker,” said Ladik. “So that’s 28 percent. Perhaps the news of illegal gambling’s demise has been somewhat exaggerated.”

Super Bowl Pools and Big Game Betting

Asked if they would be participating in an informal Super Bowl betting pool (boxes or squares), 74 percent of those polled said they would not, 15 percent said they would and 12 percent said they did not know or had no opinion. Although the margin of error is higher for subgroups, of those who had reported placing a bet on sporting events in the past, 44 percent said they would not be placing a bet on this year’s Super Bowl; 41 percent said they would while 16 percent were undecided.

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An online version of this release may be found at <http://blogs.shu.edu/sportspoll/>; questions, results and charted breakdowns available below.

ABOUT THE POLL

The Seton Hall Sports Poll, conducted regularly since 2006, is performed by the Sharkey Institute within the Stillman School of Business. This poll was conducted online by YouGov Plc. using a national representative sample weighted according to gender, age, ethnicity, education, income and geography, based on U.S. Census Bureau figures. Respondents were selected from

YouGov's opt-in panel to be representative of all U.S residents. This poll release conforms to the Standards of Disclosure of the National Council on Public Polls. The Seton Hall Sports Poll has been chosen for inclusion in iPoll by Cornell's Roper Center for Public Opinion Research and its findings have been published everywhere from USA Today, ESPN, The New York Times, Washington Post, AP, and Reuters to CNBC, NPR, Yahoo Finance, Fox News and many points in between.

Media: Michael Ricciardelli, Associate Director of Media Relations, Seton Hall University michael.ricciardelli@shu.edu, 908-447-3034; Marty Appel, AppelPR@gmail.com

Results

Q1 - Which, if any, of the following statements best describes your interest in sports? If you do not have any interest in any specific sport, please select the *'I am not a sports fan'* option.

- I am an avid sports fan **18%**
- I am a sports fan **40%**
- I am **not** a sports fan **42%**

Q12 - Thinking about your past and recent betting behavior...

Which, if any, of the following statements best describes your sports betting behavior? Please select the option that best applies.

- Before the start of the Coronavirus (COVID-19) pandemic (i.e., before March 2020), I placed a wager/bet on a sporting event **14%**
- Since the start of the Coronavirus (COVID-19) pandemic (i.e., after March 2020), I placed a wager/bet on a sporting event **4%**
- Both before and after the start of the Coronavirus (COVID-19) pandemic, I placed a wager/bet on a sporting event **6%**
- I have never placed a wager/bet on any sporting event **72%**
- Prefer not to say **4%**

Q13 - Within the last year (i.e., January 2020), did you place sports wager(s)/bet(s) with an online/app based company, in person (i.e., at a casino, race track, or sports venue) or both online and in person? Please select the option that best applies for any wagers or bets that you have made at the time of taking this survey.

- With an online/app based company only **30%**
- In person only **29%**
- Both online/app based and in person **13%**
- Other (write in) **10%**
- Prefer not to say **18%**

- ◆ Thinking about your plans for the Super Bowl... Will you be participating in the following activity for the Super Bowl?

Q14a - Participating in a friend/family member's informal Super Bowl betting pool (i.e., boxes or squares)

- Yes, I will **15%**
- No, I will not **74%**
- Don't know/no opinion **12%**

Q14b - Placing a bet or wager (e.g., betting on the outcome of a specific game, on the winning team, etc.)

- Yes, I will **41%**
- No, I will not **44%**
- Don't know/no opinion **16%**

Q12 - Thinking about your past and recent betting behavior... Which, if any, of the following statements best describes your sports betting behavior? Please select the option that best applies.

N=1,522	General Population	Sports Fan	Non Fan	Avid Fan	Casual Fan
Before the start...	14%	20%	5%	34%	14%
Since the start...	4%	7%	1%	8%	7%
Both....	6%	10%	1%	15%	7%
I have never....	72%	60%	89%	39%	69%
Prefer not to say	4%	3%	4%	4%	3%

- Before the start of the Coronavirus (COVID-19) pandemic (i.e., before March 2020), I placed a wager/bet on a sporting event
- Since the start of the Coronavirus (COVID-19) pandemic (i.e., after March 2020), I placed a wager/bet on a sporting event
- Both before and after the start of the Coronavirus (COVID-19) pandemic, I placed a wager/bet on a sporting event
- I have never placed a wager/bet on any sporting event
- Prefer not to say

Q12 - Thinking about your past and recent betting behavior... Which, if any, of the following statements best describes your sports betting behavior? Please select the option that best applies.

N=1,522	General Population	18-34 yr olds	35-54 yr olds	55+ yr olds
Before the start...	14%	19%	14%	10%
Since the start...	4%	8%	5%	1%
Both....	6%	7%	8%	3%
I have never....	72%	60%	67%	84%
Prefer not to say	4%	6%	6%	2%

Q14a - Thinking about your plans for the Super Bowl... Will you be participating in a friend/family member's informal Super Bowl betting pool (i.e., boxes or squares)

N=1,522	General Population	Sports Fan	Non Fan	Avid Fan	Casual Fan
Yes, I will	15%	22%	5%	36%	16%
No, I will not	73%	66%	84%	52%	73%
Don't know/no opinion	12%	12%	11%	12%	11%

Q14a - Thinking about your plans for the Super Bowl... Will you be participating in a friend/family member's informal Super Bowl betting pool (i.e., boxes or squares)

N=1,522	General Population	18-34 yr olds	35-54 yr olds	55+ yr olds
Yes, I will	15%	22%	17%	8%
No, I will not	73%	62%	72%	83%
Don't know/no opinion	12%	16%	11%	9%

ABOUT SETON HALL UNIVERSITY

One of the country's leading Catholic universities, Seton Hall has been showing the world what great minds can do since 1856. Home to nearly 10,000 undergraduate and graduate students and offering more than 90 rigorous academic programs, Seton Hall's academic excellence has been singled out for distinction by The Princeton Review, U.S. News & World Report and Bloomberg Businessweek.

Seton Hall embraces students of all religions and prepares them to be exemplary servant leaders and global citizens. In recent years, the University has achieved extraordinary success. Since 2009, it has seen record-breaking undergraduate enrollment growth and an impressive 110-point

increase in the average SAT scores of incoming freshmen. In the past decade, Seton Hall students and alumni have received more than 30 Fulbright Scholarships as well as other prestigious academic honors, including Boren Awards, Pickering Fellowships, Udall Scholarships and a Rhodes Scholarship. The University is also proud to be among the most diverse national Catholic universities in the country.

During the past five years, the University has invested more than \$165 million in new campus buildings and renovations. And in 2015, Seton Hall launched a School of Medicine as well as a College of Communication and the Arts. The University's beautiful main campus in suburban South Orange, N.J. is only 14 miles from New York City — offering students a wealth of employment, internship, cultural and entertainment opportunities. Seton Hall's nationally recognized School of Law is located prominently in downtown Newark. The University's Interprofessional Health Sciences (IHS) campus in Clifton and Nutley, N.J. opened in the summer of 2018. The IHS campus houses the University's College of Nursing, School of Health and Medical Sciences and the Hackensack Meridian School of Medicine at Seton Hall University.

For more information, visit www.shu.edu.

<http://blogs.shu.edu/sportspoll/2021/02/01/as-online-gambling-options-increase-number-of-those-who-will-not-bet-on-super-bowl-dramatically-decreases/>