STILLMAN SCHOOL OF BUSINESS
The Sharkey Institute

SETON HALL UNIVERSITY
Seton Hall Sports Poll

Seton Hall Sports Poll Examines Athlete Popularity

ONE YEAR LATER, FEELINGS ON TIGER WOODS ARE SPLIT;
Peyton Manning Enjoys Tremendous Favorable Rating

29% Favor Fine, Suspension After Unnecessary Roughness Call;
Fans Embrace NFL Replays in Settling Close Calls

S. Orange, NJ, November 18, 2010 – One year after Tiger Woods' life changed following an auto accident in front of his Florida home, his popularity rating is evenly split among Americans, with 40% reacting to him unfavorably and 39% favorably.

By comparison, Indianapolis quarterback Peyton Manning, featured in a "good guy" role in many television commercials, has a 65% favorable score compared to only 4% unfavorable.

The results emerged in a poll conducted this week by the Seton Hall Sports Poll of 770 Americans (with a margin of error of plus/minus 3.6%). The random dial poll across all regions of the country also gave LeBron James a 40% favorable showing to 16% unfavorable, and 49% favorable to 19% unfavorable for Brett Favre.

"Forty percent unfavorable for Tiger clearly shows work to be done on his image," noted Rick Gentile, director of the Seton Hall Sports Poll, conducted by The Sharkey Institute. "But knowing the American capacity for forgiveness and how winning can turn people's opinions around, we wouldn't be surprised to see a few early season wins tip this in a more favorable direction."

Among men Tiger Woods scores 52% favorable vs. 30% unfavorable, while among women, the divide is 27% vs. 50%.

Among other athletes listed in the questionnaire, Phil Mickelson was 45-6%, (favorable vs. unfavorable), Derek Jeter 50-8%, Kobe Bryant 49-21%, and Barry Bonds 23-34%.

Fans Like Replays; Favor Fines and Suspensions for Rough Hits;
Replays Show Acceptance and Popularity in Making Calls

An overwhelming majority of respondents – 65% - thought that the use of replays by the NFL has enhanced their enjoyment of the game, with only 14% feeling it detracts.

Fifty-six percent favor Major League Baseball using replays in a manner similar to the NFL, with only 22% opposing.

On the question of unnecessary roughness, 29% favored a fine and suspension, 16% said just a fine, 19% said ejection from the game was sufficient, and 20% thought a 15-yard penalty was appropriate.

"We haven't asked the question before," noted Gentile, "but it's become a hot button issue for the NFL and fans seem divided on tough versus lenient action by the league on it."

The poll also asked whether viewers would rather watch a regular season NFL game or a World Series game, and 50% chose the NFL game as opposed to just 31% for a World Series.

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*.

Media: Marty Appel Public Relations (212) 245-1772, AppelPR@aol.com

The poll results:

FAVORABLE, UNFAVORABLE OR YOU DON'T KNOW ENOUGH:

1. Tiger Woods?

1 – Favorable	39%
2 – Unfavorable	40
3 – Don't know enough/refuse to answer	21

2. Barry Bonds?

1 – Favorable	23
2 – Unfavorable	34
3 – Don't know enough/refuse to answer	43

3. LeBron James?

1 – Favorable	40
2 – Unfavorable	16
3 – Don't know enough/refuse to answer	44

4. Derek Jeter?

        1 – Favorable   50
        2 – Unfavorable   8
        3 – Don't know enough/refuse to answer   42

5. Brett Favre?

        1 – Favorable   49
        2 – Unfavorable   19
        3 – Don't know enough/refuse to answer   31

6. Phil Mickelson?

        1 – Favorable   45
        2 – Unfavorable   6
        3 – Don't know enough/refuse to answer   49

7. Peyton Manning?

        1 – Favorable   65
        2 – Unfavorable   4
        3 – Don't know enough/refuse to answer   31

8. Kobe Bryant?

        1 – Favorable   49
        2 – Unfavorable   21
        3 – Don't know enough/refuse to answer   30

9. Did you watch any part of the past World Series between the San Francisco Giants and the Texas Rangers?

        1 – Yes   39
        2 – No   54

10. Did you watch more than, less than, or about the same as recent World Series?

        1 – More   13
        2 – Less   35
        3 – About the same   41

11. How interested would you have been in the World Series if the New York Yankees had been playing: more interested, less interested, or about the same?

        1 – More interested   21
        2 – Less interested   25
        3 – About the same   45

12. Would you rather watch a regular season NFL game or a World Series game?

      1 – NFL game   56
      2 – World Series game   22

13. Do you think Major League Baseball should use television replays to examine plays on the field in a manner similar to the NFL?

      1- Yes   56
      2- No   22

14. Do you think the use of replays by the NFL enhances or detracts from the enjoyment of the game by the viewer?

      1 – Enhances   65
      2 – Detracts   14

15. Do you think the NFL is overreacting, acting appropriately, or not taking enough action to monitor excessively violent hits on the field?

      1 – Overreacting   19
      2 – Acting appropriately   34
      3 – Not enough action   23

16. Do you think players who are found guilty of using excessive force on the field should be fined and suspended, just fined, ejected from the game, or just have a 15-yard penalty assessed for unnecessary roughness?

      1 – Fined and suspended   29
      2 – Fined   16
      3 – Ejected from the game   19
      4 – 15-yard penalty assessed   20