

Seton Hall Sports Poll:

89% SAY SEXUAL PREFERENCE SHOULD NOT BE CONSIDERED IN OFFERING A CONTRACT TO A PLAYER

S. Orange, NJ, February 27, 2014 --- A resounding 89% of Americans have said that a player's sexual preference should not be considered a reason to refuse to offer the player a contract, according to a poll conducted this week by the Seton Hall Sports Poll.

Only 6% felt sexual preference should be considered, with 5% undecided (or refusing to answer).

The poll of 780 respondents (with a 3.6% margin of error), was based on random phone calls to landlines and cellphones across the U.S. between February 24-26.

76% felt that the Brooklyn Nets would not regret signing Jason Collins, who this week became the first openly gay player in America's four major team sports. 10% felt they would regret it, with 14% saying they did not know, or refusing the answer. Blacks are three times more likely than whites to say that the Nets would regret it.

"This is a here-and-now issue for sports," noted Rick Gentile, director of the poll, which is sponsored by The Sharkey Institute. "And leagues should note that for the fans, it has already been decided - it is a non-issue."

On the question of whether Michael Sam's sexual preference will cause him to be drafted in a lower round than had he not revealed himself as gay, respondents were equally divided - 38% saying yes, it will cause him to be drafted lower, and 40% saying it would not.

OLYMPIC COVERAGE GETS HIGH GRADES; DECISION TO HOLD GAMES IN RUSSIA IS MET WITH APPROVAL

72% rated NBC's coverage as good or excellent versus only 25% saying fair or poor. Among women, figure skating was the sport most enjoyed with 52% (alpine skiing and snowboarding were next with 11%), while among men, hockey rated highest with 27%, followed by alpine skiing and snowboarding at 17%. Overall, the sport most enjoyed was figure skating at 31%, with hockey at 16%, alpine skiing and snowboarding both at 14%.

One in five Americans - 19% - said that if an advertiser were an official US Olympic team sponsor, it would influence their decision to purchase the product.

"That is really a high number for the advertising community to bask in," noted Gentile.

59% of respondents felt that judging in the Olympics is influenced by international politics, and the number got higher by age group.

On the question of holding the Olympics in Russia, 63% said that hosting an Olympics improves the image of the host country, with 34% saying it has increased their interest in Russia (64% saying it remained the same), and 48% percent saying it was a good decision to hold the Olympics in Russia vs. 26% saying it was a bad decision. A pre-Olympic poll by the Pew

Research Center for the People & The Press conducted in January showed almost the reverse with 44% saying it was a bad decision.

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.

About the poll:

This poll was conducted by telephone February 24-26, 2014 among 780 adults in the United States.

Phone numbers were dialed from samples of both standard land-line and cell phones. The error due to sampling for results based on the entire sample could be plus or minus 3.0 percentage points. The error for subgroups may be higher. This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

The Seton Hall Sports Poll has been conducted regularly since 2006.

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The results:

1) Comparing this year to previous Winter Olympics, did you watch

1. More	14%
2. Less	43
3. About the same	44

2) Did the location of the games cause you to watch more, less or did it make no difference in the amount you watched?

1. More	6
2. Less	10
3. Made no difference	84

3) Did you watch any of the 2014 Winter Olympics?

1. Yes	71
2. No	29

(IF NO, SKIP TO “DO YOU FOLLOW SPORTS” QUESTION #8)

4) How would you rate NBC’s overall presentation of the Games, excellent, good, fair or poor?

1. Excellent	24
2. Good	48
3. Fair	19
4. Poor	6

5) What sport would you say you enjoyed the most?

	All	Women	Men
1. Hockey	16	7	27
2. Figure Skating	31	52	9
3. Alpine Skiing	14	11	16
4. Speed Skating	3	2	3
5. Snowboarding	14	11	17
6. Cross Country Skiing	2	2	2
7. Curling	4	2	7
8. Ski Jumping	4	2	5
9. Other	12	10	14

6) While watching the television coverage of the Olympics, were you aware of which advertisers were official sponsors of the US Olympic team or not during commercials?

1. Yes	39
2. No	61

7) Would the fact that an advertiser was an official US Olympic team sponsor influence your decision to purchase that product?

1. Yes	19
2. No	76
3. Don’t know/refuse to answer	5

8) How closely do you follow sports, very closely, closely, not closely or not at all?

1. Very closely	22
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| 2. Closely | 34 |
| 3. Not closely | 30 |
| 4. Not at all | 15 |

9) Do you think the judging in some Olympic events is influenced by international politics?

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| 1. Yes | 59 |
| 2. No | 26 |
| 3. Don't know/refuse to answer | 15 |

10) Do you know where this year's Winter Olympics were held?

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| 1. Yes (Sochi, Russia) | 87 |
| 2. No | 13 |

11) Do you know where the 2010 Winter Olympics were held?

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| 1. Yes (Vancouver, Canada) | 34 |
| 2. No | 66 |

12) When a country hosts the Olympics does your interest in that country increase, decrease or remain the same?

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| 1. Increase | 34 |
| 2. Decrease | 2 |
| 3. Remain the same | 64 |

13) Would the fact that a country hosted the Olympics make you want to visit that country after the event?

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| 1. Yes | 24 |
| 2. No | 67 |
| 3. Don't know/refuse to answer | 9 |

14) Do you think hosting an Olympics improves the image of the host country?

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| 1. Yes | 63 |
| 2. No | 24 |
| 3. Don't know/refuse to answer | 14 |

15) All things considered, was the decision to hold the 2014 Winter Olympics in Russia a good or bad decision?

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| 1. Good | 48 |
| 2. Bad | 26 |
| 3. Don't know/refuse to answer | 26 |

16)The Brooklyn Nets have recently signed Jason Collins, an openly gay player, to a contract. Do you think a player's sexual preference should be considered a reason to refuse to offer a player a contract?

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| 1. Yes | 6 |
| 2. No | 89 |
| 3. Don't know/refuse to answer | 5 |

17)Do you think the Nets will regret that they signed an openly gay player?

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| 1. Yes | 10 |
| 2. No | 76 |
| 3. Don't know/refuse to answer | 14 |

18)Missouri All-American football player and NFL prospect, Michael Sam, announced recently that he was gay. Do you think this will cause him to be drafted in a lower round than if he had not made this announcement?

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|--------------------------------|----|
| 1. Yes | 38 |
| 2. No | 40 |
| 3. Don't know/refuse to answer | 23 |