

## **SUPER BOWL WATCHERS TO FOLLOW COMMERCIALS ALMOST AS CLOSELY AS GAME**

### **Seton Hall Sports Poll Finds 28% Intended to Watch Without Even Knowing Names of Both Teams**

S. Orange, NJ, February 1, 2007 – A Seton Hall Sports Poll conducted January 22-25 of people who say that intend to watch the Super Bowl finds that 40% say they will watch the game very closely while 31% say they will watch the commercials very closely, a gap of only 9%.”

In fact, 28% of those watchers were unable to identify the names of both teams.

76% said they would pay more attention to commercials during the Super Bowl than they do to commercials during regular season games.

“It’s no wonder that advertisers spend millions to get into this telecast,” noted Rick Gentile, director of the Seton Hall Sports Poll, conducted by The Sharkey Institute. “You have a captive, festive audience, almost as much in tune to the commercials as to the game.”

The poll asked 441 randomly called people across the US who said they intended to watch the Super Bowl a variety of Super Bowl related questions.

More people – 43% - 31% want the Colts to win, and by a margin of 52% - 35%, the respondents picked the Colts to win.

Summary of results:

Where do you intend to watch the game?

Home – 74%

Friend’s house – 18%

A bar – 4%

Somewhere else – 2%

How many other people, if any, will watch with you?

None – 4%

1-2 – 23%

3-4 – 23%

5-6 – 16%

7-10 – 9%

More than 10 – 23%

Can you name the two teams who will be playing in the Super Bowl?

Both – 72%

One – 12%  
Don't know – 17%

Which of the following activities, if any, do you plan to do in connection with this year's Super Bowl game?

Attend a Super Bowl party ?  
Yes – 39%  
No – 61%

Put money into an office pool on the game's outcome?  
Yes – 14%  
No – 85%

Bet money, other than in an office pool, on the Bears or Colts to win the game?  
Yes – 9%  
No – 90%

Which is the main reason you plan to watch the Super Bowl?  
Favorite team is playing – 12%  
Football fan and favorite team not playing – 56%  
To see the commercials – 13%  
To see the halftime show – 2%  
Super Bowl party/event – 13%  
Other – 5%

How closely do you think you will be watching the Super Bowl?  
Very closely – 40%  
Somewhat closely – 46%  
Not too closely – 10%  
Not at all closely – 4%

How closely do you think you will be watching the Super Bowl game commercials?  
Very closely – 31%  
Somewhat closely – 42%  
Not too closely – 15%  
Not at all closely – 11%

Do you tend to pay more attention to the commercials on the Super Bowl than you do to the commercials during regular season games?  
Yes – 76%  
No – 23%

Do you tend to pay more attention to the commercials on the Super Bowl broadcast than you do to the commercials during your regular TV watching?  
Yes – 73%  
No – 25%  
Don't know – 1%

How aware are you of which sponsors are “official sponsors” of the Super Bowl?

- Very aware – 4%
- Somewhat aware – 29%
- Not at all aware – 67%

How aware are you of which sponsors are “official sponsors” of the NFL?

- Very aware – 5%
- Somewhat aware – 30%
- Not at all aware – 64%

Which team do you want to win the Super Bowl?

- Colts – 43%
- Bears – 31%
- Don't care – 26%

Which team do you think WILL win the Super Bowl?

- Colts – 52%
- Bears – 35%
- Don't know – 14%

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For 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](http://www.shu.edu).

\* The poll was conducted by telephone among a random digit dial sample of 441 adults ages 18 and older living in the continental United States. The poll was sponsored by Seton Hall University. The poll was weighted for differences in household size, age, race and gender. The margin of error due to sampling is +/- 4.8 percentage points for most estimates. Other factors also may affect the total error.

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