

## **Seton Hall Sports Poll**

### **FANS TURNED OFF BY NBA LABOR DISPUTE**

S. Orange, NJ, October 27, 2011 – A survey of Americans taken by the Seton Hall Sports Poll finds less interest in the season and the potential for it to get worse, along with discontent with Commissioner David Stern's role.

The poll was conducted among 914 randomly dialed people across the country with a margin of error of 3%, (and an error of 4% among those who follow sports).

Among everyone, 18% said they would be less interested, to 7% more interested.

21% of people who identified themselves as sports fans have said they will be less interested in the NBA when the season resumes. (Among men, it was 25% less, 6% more, and among women 11% less and 7% more.)

Ominously, 27% of those following the dispute said they would be less interested in the season when it opens, as opposed to 12% more interested and 58% registering the same interest. (There is a 6% margin of error for this group).

While the sampling of African-Americans was small, it is clear that their interest has actually increased, by a 3-1 margin.

"What we're seeing is that the more people follow the labor dispute, the more negative their feelings toward the league," said Rick Gentile, director of the poll, which is conducted by The Sharkey Institute. "With the world series coming to an end, more attention will be focused on the NBA and we can expect more negativity -- something that should be a major concern for the league."

Further, while the general population spread the blame evenly for the dispute (10% blaming the owners, 8% the players, 55% both), among African-Americans, the owners were held to blame by a 10-1 margin.

Among people following the dispute, 46% said they disapproved of Commissioner David Stern's handling of the matter, with his approval rating at this stage only 21%.

The poll asked people whether players' use of social media, like Twitter and Facebook, to express opinions on the dispute, has helped or hurt the situation, and by more than a 3-1 margin (31%-9%), respondents said it hurt.

### **1 in 4 Less Interested in This Year's World Series**

Overall, America was evenly divided in expressing their interest in baseball (17% more interested, 18% less interested and 58% about the same as in past years), but 25% of all respondents said that were less interested in this year's World Series than in the past, with only 14% registering as more interested. 50% said it was about the same.

## **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](http://www.shu.edu).

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The poll results:

1. How closely are you following the NBA labor dispute between the owners and the players?

1 – Very closely	3 %
2 – Closely	6
3 – Somewhat closely	20
4 – Not at all	69

2. With regard to your interest in baseball, are you more interested, less interested, or is your interest in baseball about the same as in the past?

1 – More interested	17
2 – Less interested	18
3 – About the same	58
4 – Don't know	8

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

1 – Very closely	21
2 – Closely	18
3 – Somewhat closely	41
4 – Not at all	20

4. Do you think the NBA season will begin before the end of 2011?

1 – Yes	23
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2 – No	31
3 – Don't know	46

5. The first two weeks of the season have already been cancelled. When play resumes will you be more interested, less interested, or will your interest in the NBA be the same as it was in previous seasons?

1 – More interested	7
2 – Less interested	18
3 – Same interest	58
4 – Don't know	17

6. Who do you blame the most for the labor dispute, the owners or the players or do you think they're both to blame?

1 – Owners	10
2 – Players	8
3 – Both	55
4 – Don't know	27

7. Do you approve or disapprove of the way the commissioner has handled the dispute?

1 – Approve	14
2 – Disapprove	21
3 – Don't know	65

8. Do you think it's a good decision or a bad decision for some NBA stars to play for teams overseas during the work stoppage?

1 – Good decision	45
2 – Bad decision	26
3 – Don't know	27

9. Do you think some players use of social media, like Twitter or Facebook, to publicly express their opinions in the dispute has helped or hurt the situation, or has it had no effect?

1 – Helped	9
2 – Hurt	31
3 – No effect	27
4 – Don't know	33

**NOW I'M GOING TO ASK SOME QUESTIONS ABOUT THIS YEAR'S WORLD SERIES:**

10. How closely are you following the series between the St. Louis Cardinals and the Texas Rangers, very closely, closely, somewhat closely or not at all?

1 – Very closely	12
2 – Closely	11
3 – Somewhat closely	27
4 – Not at all	40
5 – Don't know	10

11. Are you more interested, less interested, or is your interest about the same as in the past?

1 – More interested	14
2 – Less interested	25
3 – About the same	50
4 – Don't know	11

12. Do you participate in any baseball fantasy leagues?

1 – Yes	4
2 – No	87
3 – Refuse to answer	10