



STILLMAN SCHOOL
OF BUSINESS
The Sharkey Institute

SETON HALL UNIVERSITY

Seton Hall Sports Poll

**FANTASY SPORTS GAMES VIEWED AS GAMBLING, NOT GAME OF SKILL
BY WIDE MARGIN IN SETON HALL SPORTS POLL**

***Waiver to Advertise and Promote in Sports Telecasts Was Based on
Argument That It Is Not Gambling***

S. Orange, NJ, October 1, 2015 --- This is the year that American sports fans have become accustomed to seeing advertising for fantasy sports games (involving the selection of players), while viewing live sports. While sports long embraced a “No Betting” concept with fans, the operators of such companies as DraftKings and FanDuel persuaded regulators that their games were games of skill, not gambling per se.

But the American people are not buying that argument. According to a Seton Hall Sports Poll conducted this week, 52% of Americans believe them to be a form of gambling, with only 31% believing them to be games of skill. The margin remains the same among categories of respondents that should know the difference: those that have gambled before, participated in fantasy sports and even those that paid money to participate in fantasy sports, with all categories saying it is a form of gambling by a range of 50-54%.

The poll was conducted this week (Sept. 28-30), among 929 random adults across the country, by landline and cellphone, with a margin of error of 3.3%.

By a margin of 41% to 47% against, people are saying that these games should not be advertised during live sports coverage, though this is not as one-sided as the 29% to 59% that are against advertising gambling on the direct outcome of the games themselves.

“To see the influx of these fantasy games is a remarkable milestone for sports, which has always taken such a hard line on gambling,” noted Rick Gentile, director of the poll, which is sponsored by The Sharkey Institute. “No betting signs were always prominent at ballparks. And now this.”

The Seton Hall survey found that 19% of respondents have participated in a fantasy league, a daily fantasy or both, while 13% have participated in the last 12 months. This is almost a threefold increase compared to February 2006 when 5% gave an affirmative answer in the Pew Social Trends Poll.

“This topic figures to remain an important one in the sports universe for the foreseeable future,” said Gentile.

DEFLATED POPULARITY AFFECTS THOSE IN SCANDAL

Meanwhile, the aftershock of the prolonged debate over “Deflategate,” which resulted in Tom Brady’s suspension over deflated footballs being overturned in judicial proceedings, has crushed the popularity of those involved.

- Commissioner Roger Goodell, who had rebounded from a 12% favorable rating a year ago after his Ray Rice decision to 24% at the conclusion of the Super Bowl, fell back down to 14% favorable.
- Brady himself fell from 61% to 34% favorable since his winning Super Bowl performance.
- Coach Bill Belichick fell from 38% to 21% favorable in the same seven months.

Brady’s counterpart, the ever-popular Peyton Manning of Denver, remains consistently high, with a 61% favorable rating, almost double Brady’s, and right where he has been since the question was first asked in November of 2010.

“Winning a court decision is not the same as winning back the hearts of the fans,” said Gentile. “They have a long way to go.”

Favorable Unfavorable No Opinion

Commissioner Roger Goodell

| | | | |
|-----------|----|----|----|
| Sept 2011 | 28 | 7 | 48 |
| Oct 2013 | 27 | 14 | 59 |
| Oct 2014 | 12 | 23 | 54 |
| Feb 2015 | 24 | 24 | 52 |
| Sept 2015 | 14 | 21 | 65 |

Quarterback Tom Brady

| | | | |
|-----------|----|----|----|
| Feb 2015 | 61 | 19 | 20 |
| Sept 2015 | 34 | 28 | 38 |

Coach Bill Belichick

| | | | |
|-----------|----|----|----|
| Feb 2015 | 38 | 27 | 24 |
| Sept 2015 | 21 | 24 | 55 |

Quarterback Peyton Manning

| | | | |
|-----------|----|---|----|
| Nov 2010 | 65 | 4 | 33 |
| Sept 2012 | 62 | 3 | 34 |
| Oct 2013 | 64 | 4 | 33 |
| Sept 2015 | 61 | 5 | 34 |

ABOUT SETON HALL UNIVERSITY

One of the country's leading Catholic universities, Seton Hall University has been a catalyst for leadership — developing students in mind, heart and spirit — since 1856. Home to nearly 10,000 undergraduate and graduate students and offering more than 90 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, which embraces students of all religions, prepares its graduates to be exemplary servant leaders and global citizens. Its attractive main campus is located in suburban South Orange, New Jersey, and is only 14 miles by train, bus or car from New York City, offering a wealth of employment, internship, cultural and entertainment opportunities. The university's nationally recognized School of Law is prominently located in downtown Newark.

For more information, visit www.shu.edu.

About the poll:

This poll was conducted by telephone September 28-30 among 929 adults in the United States. The Seton Hall Sports Poll is conducted by the Sharkey Institute.

Phone numbers were dialed from samples of both standard landline and cell phones. The error due to sampling for results based on the entire sample could be plus or minus 3.3 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.

Media: Media: Marty Appel Public Relations (212) 245-1772, AppelPR@gmail.com; Rick Gentile (917) 881-9489.

The results:

1. Do you think professional sports leagues should allow websites dedicated to gambling on the outcome of games to advertise during game broadcasts?
 1. Yes 29%
 2. No 59
 3. Don't know 13

2. Fantasy sports games are those in which individuals win money when their own selected team of players outperforms all the others. Do you think professional sports leagues should allow daily fantasy sports websites to advertise during game broadcasts?
 1. Yes 41
 2. No 47
 3. Don't know 12

3. Do you think states that do not allow gambling on the outcome of sporting events should be permitted to allow fantasy sports participation?
 1. Yes 41
 2. No 46
 3. Don't know 14

4. Do you think participation in Fantasy sports games, is a form of gambling or is it a game of skill?
 1. Form of gambling 52
 2. Game of skill 31
 3. Don't know 17

5. Have you ever gambled on sporting events through a bookie, on line or through a Las Vegas casino?
 1. Yes 20
 2. No 80

6. Have you ever participated in a fantasy sports league or played a daily fantasy sports game, both or neither?
 1. Fantasy league 10
 2. Daily fantasy 2
 3. Both 8
 4. Neither 81

(IF NEITHER SKIP NEXT 3 QUESTIONS)

7. Have you participated in fantasy sports in the last 12 months?
 1. Yes 13
 2. No 87

8. Have you paid any money in order to participate in fantasy sports games?

- | | |
|--------|----|
| 1. Yes | 10 |
| 2. No | 90 |

9. Do you think your participation in fantasy sports has made you follow sports more closely, less closely or about the same as before?

- | | |
|-------------------|----|
| 1. More closely | 61 |
| 2. Less closely | 9 |
| 3. About the same | 30 |
| 4. Don't know | 1 |

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

- | | |
|-----------------|----|
| 1. Very closely | 22 |
| 2. Closely | 32 |
| 3. Not closely | 27 |
| 4. Not at all | 20 |

I'M NOW GOING TO ASK YOUR OPINION OF SOME NFL FIGURES. PLEASE TELL ME IF YOUR OPINION IS FAVORABLE, UNFAVORABLE OR IF YOU HAVE NO OPINION:

11. Roger Goodell

- | | |
|----------------|----|
| 1. Favorable | 14 |
| 2. Unfavorable | 21 |
| 3. No opinion | 65 |

12. Tom Brady

- | | |
|----------------|----|
| 1. Favorable | 34 |
| 2. Unfavorable | 28 |
| 3. No opinion | 38 |

13. Bill Belichick

- | | |
|----------------|----|
| 1. Favorable | 21 |
| 2. Unfavorable | 24 |
| 3. No opinion | 55 |

14. Peyton Manning

- | | |
|----------------|----|
| 1. Favorable | 61 |
| 2. Unfavorable | 4 |
| 3. No opinion | 14 |

15. Adrian Peterson

- | | |
|----------------|----|
| 1. Favorable | 23 |
| 2. Unfavorable | 16 |
| 3. No opinion | 61 |