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Interview dates: March 24 – March 29, 2009  
Interviews: 719 adults interested or very interested in MLB  
Sampling margin of error for a 50% statistic with 95%  
confidence is:  $\pm 3.7$  for all adults

THE KNOWLEDGE NETWORKS-ASSOCIATED PRESS POLL  
SPORTS POLL (BASEBALL)  
CONDUCTED BY KNOWLEDGE NETWORKS  
March 30, 2009

**NOTE: all results shown are weighted and are percentages unless otherwise labeled. Results represent all baseball fans unless otherwise indicated. Numbers may not add to 100 due to rounding.**

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**Q1A.** Did you personally attend any Major League Baseball games LAST year, or not?

Yes	33
No	67
Refused	0

[IF ANSWER "YES" TO Q1A, ASK Q1B]

**Q1B.** How many Major League Baseball games did you attend LAST year?

1	36
2	25
3	15
4	6
5 or more	18
Refused	0

**Q2A.** How likely is it that you will personally attend a Major League Baseball game THIS year?

[REVERSE SCALE FOR RANDOM HALF SAMPLE]

Very likely	21
Somewhat likely	25
Not too likely	23
Not at all likely	31
Refused	0

[IF ANSWER "VERY/SOMEWHAT LIKELY" TO Q2A, ASK Q2B]

**Q2B.** How many games do you think you might attend THIS year?

0	0
1	28
2	31
3	15
4	6
5 or more	19
Refused	0

**Q3A.** Baseball is often called "America's pastime." Do you think that statement is still true, or do you think another sport has overtaken baseball?

Statement is still true	67
Another sport has overtaken baseball	32
Refused	0

[IF ANSWER "ANOTHER SPORT HAS OVERTAKEN BASEBALL" TO Q3A, ASK Q3B]

**Q3B.** Which sport do you think has overtaken baseball as America's pastime?

Football	79
Basketball	13
Hockey	2
Something else (SPECIFY)	6
Refused	0

**Q4.** What BEST describes your feelings about Major League Baseball?

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

I'm just about as much a fan as I ever was, no more or less	60
I'm less interested in the sport than I used to be	27
I'm more interested in the sport than I used to be	13
Refused	0

**Q5.** In your view, which of the following statements BEST represent the biggest problem with Major League Baseball?

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

The players make too much money	29
Players use steroids or other performance-enhancing drugs	19
It costs too much to attend a game	45
The games are too long	6
Refused	0

**Q6.** Compared to the other types of entertainment that you might consider spending money on, would you say that attending a Major League Baseball game is...

[REVERSE SCALE FOR RANDOM HALF SAMPLE]

A lot more expensive	31
A little more expensive	27
Fairly comparable	30
A little cheaper	8
A lot cheaper	3
Refused	1

**Q7.** How much do you care if baseball players use steroids or other performance-enhancing drugs?

A lot	57
A little	29
Not at all	14
Refused	0

**Q8.** Which comes closest to your view?

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

No player who has ever used steroids or performance-enhancing drugs while in the Major Leagues should be admitted to baseball's Hall of Fame	57
Players should not be excluded automatically from baseball's Hall of Fame because of the use of steroids or performance-enhancing drugs	42
Refused	1

**Q9.** As you may know, Alex Rodriguez of the New York Yankees appeared on a list of 104 players who tested positive for steroids in 2003. The names of the other players on that list have not been made public. Now that his name is out, which of the following do you think would be most fair?

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

The names of the other players on the list should remain private	14
The entire list should be made public	85
Refused	1

**Q10.**

This will be the first full season in which umpires will use instant replay to review home run calls.

Do you think introducing replay into baseball was a good idea or a bad idea?

Good idea	80
Bad idea	20
Refused	0

**Q11A.** Do you think the use of replay in baseball should be expanded beyond home run calls, or not?

Expanded	63
Not expanded	37
Refused	1

[IF ANSWER "EXPANDED" TO Q11A, ASK Q11B]

**Q11B.** Would you favor or oppose expanding replay to cover...

[RANDOMIZE ORDER OF STATEMENTS]

	Favor	Oppose	Refused
Foul balls down the line	86	13	1
Plays and bases	93	6	1
Balls and strikes	59	40	1

**Q12.** How interested were you in following the World Baseball Classic?

Very interested	10
Somewhat interested	30
Not too interested	33
Not at all interested	27
Refused	0

**Q13.** On another topic, how would you describe the financial situation in your own household these days compared to this time last year? Would you say it is...

[REVERSE SCALE FOR RANDOM HALF SAMPLE]

Much better	2
Somewhat better	7
About the same	38
Somewhat worse	37
Much worse	15
Refused	1

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**DEMOGRAPHICS**

**AGE**

18-29	19
30-44	25
45-59	30
60+	27

**GENDER**

Male	59
Female	41

**EDUCATION**

Less than high school	11
High school	29
Some college	30
Bachelors degree or higher	30

### **RACE / ETHNICITY**

White, Non-Hispanic	73
Black, Non-Hispanic	9
Other, Non-Hispanic	2
Hispanic	13
2+ Races, Non-Hispanic	4

### **CENSUS REGION**

Northeast	22
Midwest	24
South	32
West	22

### **MARITAL STATUS**

Married	48
Single (never married)	26
Divorced	11
Widowed	8
Separated	0
Living with Partner	8

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### **METHODOLOGY**

The survey was conducted using the web-enabled KnowledgePanel®, a probability-based Panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Knowledge Networks provides at no cost an Internet appliance and Internet service connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails three to four times a month inviting them to participate in research. More technical information is available at <http://www.knowledgenetworks.com/ganp/reviewer-info.html>.

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