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Interview dates: June 26 – July 5, 2009  
Interviews: 655 adults interested or very interested in MLB  
Sampling margin of error for a 50% statistic with 95%  
confidence is:  $\pm 3.83$  for all adults

THE KNOWLEDGE NETWORKS-ASSOCIATED PRESS POLL  
SPORTS POLL (BASEBALL)  
CONDUCTED BY KNOWLEDGE NETWORKS  
July 6, 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?

|         | Wave 1 | Wave 2 |
|---------|--------|--------|
| Yes     | 33     | 33     |
| No      | 67     | 67     |
| Refused | 0      | 0      |

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

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

|           | Wave 1 | Wave 2 |
|-----------|--------|--------|
| 1         | 36     | 37     |
| 2         | 25     | 28     |
| 3         | 15     | 12     |
| 4         | 6      | 7      |
| 5 or more | 18     | 17     |
| Refused   | 0      | 0      |

**Q2C.** Have you attended any Major League Baseball games THIS year, or not?

|         |    |
|---------|----|
| Yes     | 18 |
| No      | 81 |
| Refused | 1  |

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

[REVERSE SCALE FOR RANDOM HALF SAMPLE]

|                   | Wave 1 | Wave2 |
|-------------------|--------|-------|
| Very likely       | 21     | 19    |
| Somewhat likely   | 25     | 22    |
| Not too likely    | 23     | 27    |
| Not at all likely | 31     | 31    |
| Refused           | 0      | 0     |

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

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

|           | Wave 1 | Wave2 |
|-----------|--------|-------|
| 0         | 0      | 2     |
| 1         | 28     | 40    |
| 2         | 31     | 28    |
| 3         | 15     | 11    |
| 4         | 6      | 4     |
| 5 or more | 19     | 15    |
| Refused   | 0      | 0     |

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

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

|   | Wave 1 | Wave2 |
|---|--------|-------|
| The players make too much money                           | 29     | 18    |
| Players use steroids or other performance-enhancing drugs | 19     | 14    |
| It costs too much to attend a game                        | 45     | 63    |
| The games are too long                                    | 6      | 4     |
| Refused   | 0      | 1     |

[SPLIT SAMPLE: RANDOMLY ASSIGN RESPONDENTS TO BARRY BONDS OR MANNY RAMIREZ OR SAMMY SOSA OR ALEX RODRIGUEZ]

**Q22.**

If Barry Bonds is found to have used steroids or other performance-enhancing drugs, should he be allowed into baseball's Hall of Fame, or not?

|                           |    |
|---------------------------|----|
| Yes, should be allowed    | 33 |
| No, should not be allowed | 67 |
| Refused                   | 0  |

If Manny Ramirez is found to have used steroids or other performance-enhancing drugs, should he be allowed into baseball's Hall of Fame, or not?

|                           |    |
|---------------------------|----|
| Yes, should be allowed    | 28 |
| No, should not be allowed | 71 |
| Refused                   | 2  |

If Sammy Sosa is found to have used steroids or other performance-enhancing drugs, should he be allowed into baseball's Hall of Fame, or not?

|                           |    |
|---------------------------|----|
| Yes, should be allowed    | 35 |
| No, should not be allowed | 65 |
| Refused                   | 0  |

If Alex Rodriguez is found to have used steroids or other performance-enhancing drugs, should he be allowed into baseball's Hall of Fame, or not?

|                           |    |
|---------------------------|----|
| Yes, should be allowed    | 34 |
| No, should not be allowed | 66 |
| Refused                   | 0  |

**Q24.** When it comes to curbing the use of steroids and other performance-enhancing drugs, is Major League Baseball doing...

|                        |    |
|------------------------|----|
| Too much               | 3  |
| Not enough             | 72 |
| About the right amount | 25 |
| Refused                | 0  |

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**DEMOGRAPHICS**

**AGE**

|       | Wave 1 | Wave2 |
|-------|--------|-------|
| 18-29 | 19     | 18    |
| 30-44 | 25     | 25    |
| 45-59 | 30     | 30    |
| 60+   | 27     | 27    |

**GENDER**

|        | Wave 1 | Wave2 |
|--------|--------|-------|
| Male   | 59     | 58    |
| Female | 41     | 42    |

**EDUCATION**

|                            | Wave 1 | Wave2 |
|----------------------------|--------|-------|
| Less than high school      | 11     | 11    |
| High school                | 29     | 30    |
| Some college               | 30     | 29    |
| Bachelors degree or higher | 30     | 30    |

**RACE / ETHNICITY**

|                        | Wave 1 | Wave2 |
|------------------------|--------|-------|
| White, Non-Hispanic    | 73     | 72    |
| Black, Non-Hispanic    | 9      | 9     |
| Other, Non-Hispanic    | 2      | 2     |
| Hispanic               | 13     | 14    |
| 2+ Races, Non-Hispanic | 4      | 3     |

## CENSUS REGION

|           | Wave 1 | Wave2 |
|-----------|--------|-------|
| Northeast | 22     | 22    |
| Midwest   | 24     | 23    |
| South     | 32     | 32    |
| West      | 22     | 23    |

## MARITAL STATUS

|                        | Wave 1 | Wave2 |
|------------------------|--------|-------|
| Married                | 48     | 49    |
| Single (never married) | 26     | 26    |
| Divorced               | 11     | 8     |
| Widowed                | 8      | 8     |
| Separated              | 0      | 2     |
| Living with Partner    | 8      | 7     |

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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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## ABOUT KNOWLEDGE NETWORKS

Knowledge Networks delivers quality and service to guide leaders in business, government, and academia – uniquely bringing scientifically valid research to the online space through its probability-based, online KnowledgePanel®. The company delivers unique study design, science, analysis, and panel maintenance, along with a commitment to close collaboration at every stage of the research process. Knowledge Networks leverages its expertise in brands, media, advertising, and public policy issues to provide insights that speak directly to clients' most important concerns. For more information about Knowledge Networks, visit [www.knowledgenetworks.com](http://www.knowledgenetworks.com).