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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

**Q21.** How serious of a problem do you think steroid use in Major League Baseball is TODAY?

Very serious	31
Somewhat serious	47
Not too serious	18
Not at all serious	3
Refused	0

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

	Wave 1	Wave2
A lot	57	57
A little	29	31
Not at all	14	12
Refused	0	0

**Q31.** How many Major League Baseball players do you think use steroids or performance enhancing drugs today?

All or almost all	2
More than half, but not all	16
About half	17
Some but less than half	59
None or almost none	6
Refused	0

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

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

	Wave 1	Wave2
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	58
Players should not be excluded automatically from baseball's Hall of Fame because of the use of steroids or performance-enhancing drugs	42	42
Refused	1	0

[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

**Q23.** For each of the following players, please say whether you believe each one did or did not take steroids or other performance enhancing drugs.

[RANDOMIZE THE ORDER OF NAMES]

	DID take steroids or performance enhancing drugs	DID NOT take steroids or performance enhancing drugs	Refused
Barry Bonds	85	11	5
Manny Ramirez	77	17	5
Sammy Sosa	77	18	5
Alex Rodriguez	81	15	4

**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

**Q25.** Which comes closest to your view? Would you say...

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

I take baseball records less seriously than I used to as a result of allegations of steroid use by baseball players	61
Allegations of steroid use by baseball players haven't affected how seriously I take baseball records	38
Refused	1

**Q26.** This year's Major League Baseball All-Star Game will be held on Tuesday, July 14 in St. Louis. How likely is it that you will watch the game this year?

Very likely	28
Somewhat likely	36
Not too likely	23
Not at all likely	13
Refused	0

**Q27.** Should the All-Star Game be used to determine which league's champion gets home-field advantage in the World Series, or not?

Yes, All-Star game SHOULD determine home-field advantage in the World Series	42
No, All-Star game SHOULD NOT determine home-field advantage in the World Series	56
Refused	1

**Q28.** Every team now has AT LEAST ONE player named to the All-Star team. Do you think that teams should have a guaranteed spot on the All-Star roster, or do you think teams shouldn't have any guaranteed spots on the All-Star roster?

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

Teams SHOULD have a guaranteed spot on the All-Star roster	45
Teams SHOULD NOT have a guaranteed spot on the All-Star roster	55
Refused	1

RANDOMIZE ORDER OF Q29 AND Q30

**Q29.** If a player has been disciplined under the league's performance-enhancing drug policy, do you think the player should be allowed to play in the All-Star game in the year they are punished, or should they be banned from playing in the All-Star game that year?

Allowed to play that year	17
Banned from playing that year	82
Refused	1

**Q30.** If a player has been disciplined under the league's performance-enhancing drug policy, do you think the player should be PERMANENTLY banned from playing in the All-Star game, or do you think the player should NOT be PERMANENTLY banned from playing in the All-Star game?

Permanently banned	30
Not permanently banned	70
Refused	1

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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).