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Interview dates: September 14 – September 21, 2009
 Interviews: 559 adults interested or very interested in MLB
 Sampling margin of error for a 50% statistic with 95%
 confidence is: ± 4.1 for all adults

THE KNOWLEDGE NETWORKS-ASSOCIATED PRESS POLL
 SPORTS POLL (BASEBALL)
 CONDUCTED BY KNOWLEDGE NETWORKS
 September 22, 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.

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

	Wave 1	Wave 2	Wave 3
Yes	33	33	32
No	67	67	67
Refused	0	0	1

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

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

	Wave 1	Wave 2	Wave 3
1	36	37	38
2	25	28	19
3	15	12	15
4	6	7	9
5 or more	18	17	19
Refused	0	0	0

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

	Wave 2	Wave 3
Yes	18	27
No	81	73
Refused	1	0

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	Wave 3
Very likely	21	19	10
Somewhat likely	25	22	13
Not too likely	23	27	33
Not at all likely	31	31	45
Refused	0	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	Wave 3
0	0	2	2
1	28	40	51
2	31	28	20
3	15	11	10
4	6	4	5
5 or more	19	15	12
Refused	0	0	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]

	Wave 1	Wave 3
A lot more expensive	31	32
A little more expensive	27	26
Fairly comparable	30	28
A little cheaper	8	10
A lot cheaper	3	3
Refused	1	1

N1. If you could only watch one sporting event on a particular night this fall, an NFL regular season game or a baseball playoff game, which would you choose?

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

An NFL regular season game	41
A baseball playoff game	58
Refused	0

N2. Thinking about the Major League Baseball playoffs, do you think there are too many teams in the playoffs, too few teams in the playoffs, or about the right number of teams in the playoffs?

Too many	13
Too few	6
About the right amount	81
Refused	0

N3. If you had to choose, which would you prefer for Major League Baseball?

A longer regular season and a shorter playoff season	55
A longer playoff season and a shorter regular season	43
Refused	1

N4. Do you think the winners of the first round of the Major League Baseball playoffs should be determined by...

The best of seven games	33
The best of five games	67
Refused	0

N5. How many home games should wild card teams be allowed in the first round of the Major League Baseball playoffs?

One home game	30
Two home games	69
Refused	1

N6_1. Just your best guess, which of the following American League teams do you think will be in the World Series?

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

Boston Red Sox	22
Detroit Tigers	6
Los Angeles Angels	10
Minnesota Twins	4
New York Yankees	51
Texas Rangers	4
Refused	1

N6_2. Just your best guess, which of the following National League teams do you think will be in the World Series?

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

Colorado Rockies	6
Florida Marlins	5
Los Angeles Dodgers	25
Philadelphia Phillies	24
San Francisco Giants	6
St. Louis Cardinals	32
Refused	2

[IF N6_1 IS NOT REFUSED AND N6_2 IS NOT REFUSED, ASK N7]

N7. And again, your best guess, which of these teams will win the World Series?

[RANDOMIZE ORDER OF CHOICES SELECTED IN N6_1 AND N6_2]

Boston Red Sox	13
Detroit Tigers	5
Los Angeles Angels	7
Minnesota Twins	2
New York Yankees	37
Texas Rangers	3
Colorado Rockies	2
Florida Marlins	1
Los Angeles Dodgers	8
Philadelphia Phillies	8
San Francisco Giants	2
St. Louis Cardinals	13
Refused	0

N8. Assuming their teams all make the playoffs this year, which of the following four players do you think will have the greatest impact on the playoffs this year?

[RANDOMIZE ORDER OF RESPONSE OPTIONS]

Derek Jeter	36
Manny Ramirez	17
Albert Pujols	34
David Ortiz	11
Refused	2

N9. Do you think that Alex Rodriguez will hit at least as well in the playoffs as he did in the regular season, or do you think he won't hit as well in the playoffs?

Alex Rodriguez will hit at least as well in the playoffs as he did in the regular season	58
Alex Rodriguez won't hit as well in the playoffs as he did in the regular season	40
Refused	2

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]

	Wave 1	Wave 3
Much better	2	3
Somewhat better	7	8
About the same	38	46
Somewhat worse	37	30
Much worse	15	14
Refused	1	0

DEMOGRAPHICS

AGE

	Wave 1	Wave2	Wave 3
18-29	19	18	18
30-44	25	25	25
45-59	30	30	29
60+	27	27	27

GENDER

	Wave 1	Wave2	Wave 3
Male	59	58	59
Female	41	42	41

EDUCATION

	Wave 1	Wave2	Wave 3
Less than high school	11	11	11
High school	29	30	29
Some college	30	29	29
Bachelors degree or higher	30	30	31

RACE / ETHNICITY

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

CENSUS REGION

	Wave 1	Wave2	Wave 3
Northeast	22	22	22
Midwest	24	23	24
South	32	32	32
West	22	23	22

MARITAL STATUS

	Wave 1	Wave2	Wave 3
Married	48	49	52
Single (never married)	26	26	24
Divorced	11	8	10
Widowed	8	8	5
Separated	0	2	1
Living with Partner	8	7	9

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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