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Interview dates: October 25 – October 26, 2009
Interviews: 803 adults interested or very interested in MLB
Sampling margin of error for a 50% statistic with 95%
confidence is: ± 3.5 for all adults

THE KNOWLEDGE NETWORKS-ASSOCIATED PRESS
WORLD SERIES POLL
CONDUCTED BY KNOWLEDGE NETWORKS
October 26, 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.

Q1. Which team do you think will win the World Series this year?

[RANDOMIZE THE ORDER OF RESPONSE OPTIONS]

New York Yankees	64
Philadelphia Phillies	36
Refused	0

Q2. Which player do you think will be named World Series most valuable player this year?

[RANDOMIZE THE ORDER OF RESPONSE OPTIONS 1-8]

Alex Rodriguez	32
Derek Jeter	19
CC Sabathia	12
Mariano Rivera	8
Ryan Howard	12
Cliff Lee	5
Jimmy Rollins	4
Brad Lidge	2
Someone else (SPECIFY)	5
Refused	2

Q3. How should designated hitters be handled in the World Series?

[RANDOMIZE THE ORDER OF RESPONSE OPTIONS]

There should be designated hitters in American League parks but not in National League parks	28
No designated hitters at all	38
Designated hitters in both American League and National League parks	34
Refused	1

Q4. Which of the following would you most prefer as the method for deciding "home field" for the World Series?

[RANDOMIZE THE ORDER OF RESPONSE OPTIONS]

The league that wins the All-Star games gets home field	16
The league that has the better record in interleague play gets home field	8
The team with the better record gets home field	38
Home field should alternate between the American and National Leagues	37
Refused	1

Q5. If you could only watch one sporting event on a particular night this fall, an NFL regular season game or a World Series baseball game, which would you choose?

An NFL regular season game	30
A World Series baseball game	70
Refused	0

Q6. Do you think there should be World Series day games, or should there only be night games in the World Series?

Day games	47
Only night games	52
Refused	0

Q7. Will you stay up late to watch World Series games this year, or not?

Yes, will stay up late	53
No, will not stay up late	47
Refused	0

[ASK IF HAVE CHILDREN 6-17 AT HOME]

Q8. Will you allow your children to stay up late to watch World Series games this year, or not?

Yes, will allow my children to stay up late	42
No, will not allow my children to stay up late	57
Refused	1

Q9. If your favorite team were playing in the World Series, what is the most you think you would be willing to pay for a ticket to a World Series game?

Less than \$100	58
\$100 to \$149	25
\$150 to \$199	8
\$200 to \$249	3
\$250 or more	5
Refused	1

Q10. If you had to choose, which of the following would you say is your favorite moment in World Series history?

[RANDOMIZE THE ORDER OF RESPONSE OPTIONS 1-6]

1956: Don Larsen's perfect game for the Yankees in Game 5	9
1977: Reggie Jackson hits three home runs on three pitches in Game 6 and the Yankees beat the Dodgers	19
1986: Bill Buckner misplays grounder, Ray Knight scores and Mets stage improbable Game 6 comeback over Red Sox	5
1988: A hobbled Kirk Gibson homers to give the Dodger a victory in Game 1 over the A's	13
2004: Red Sox break "curse of the Bambino" and win the Series for the first time since 1918	31
2005: White Sox break title-less drought dating back to 1917, sweeping the Houston Astros	8
Something else (SPECIFY)	13
Refused	2

DEMOGRAPHICS

AGE

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

GENDER

Male	59
Female	41

EDUCATION

Less than high school	10
High school	30
Some college	29
Bachelors degree or higher	30

RACE / ETHNICITY

White, Non-Hispanic	72
Black, Non-Hispanic	9
Other, Non-Hispanic	4
Hispanic	14
2+ Races, Non-Hispanic	1

CENSUS REGION

Northeast	22
Midwest	24
South	32
West	22

MARITAL STATUS

Married	48
Single (never married)	30
Divorced	10
Widowed	5
Separated	2
Living with Partner	6

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>.

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.