



NY1-Marist Poll
**More Yanks than Mets Fans in NYC...
Yanks Prepared for Season, Mets Not So Much**

*** Complete Tables for Poll Appended ***

For Immediate Release: Wednesday, March 30, 2011

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This NY1-Marist Poll Reports:

Major League Baseball's Opening Day is tomorrow! So, to whom do New York City baseball fans pledge their allegiance? According to this NY1-Marist Poll, more than six in ten baseball fans citywide -- 61% -- cheer for the Bronx Bombers while 30% root for the Metropolitanans. Nine percent support neither team.

Have the Yankees and Mets done enough in the pre-season to improve their teams? It depends. A majority of baseball fans -- 52% -- say the Yankees have done just the right amount to make their team stronger. More than one in five -- 22% -- report they have done too little, and 17% say they have gone overboard. Nine percent are unsure. 54% of Yankees fans say the team has taken the appropriate steps to make the Bombers a better team, and another 15% say they have gone above and beyond.

However, the Mets are a different story. Nearly six in ten New York City baseball fans -- 59% -- believe the Mets have done too little during the off-season to improve the team. 22% say they have done the right amount while just 5% think the Mets have done too much. 14% are unsure. 69% of Mets fans say their team fell short in their off-season preparations.

World Series What If? Yankees vs. Phillies... Mets vs. Red Sox

The Yankees and Mets are cross town rivals, but each team has their own out of town nemesis. Would Yankees fans root for the Mets or the Red Sox if the two faced off in the World Series? Most Yankees fans have a greater dislike of the Red Sox. 83% would want to see the Mets take down the Red Sox. 14%, on the other hand, say they would cheer for the Red Sox over the Mets. Three percent would not support either team.

When it comes to a Yankees-Phillies World Series matchup, about six in ten Mets fans -- 61% -- would back the Yanks. However, a notable 34% would root for the Phillies. Four percent would not cheer on either team.

Wilpon Family Scandal... Distraction for the Mets?

For the Mets to make it to the post-season, their focus needs to be on the field. But, 53% of Mets fans think the financial troubles and lawsuit facing the team's owners, the Wilpon family, will distract the team. 46% don't think it will. Only one percent of Mets fans are unsure.

Ticket Prices Strike Out

Nearly three in four baseball fans in New York City -- 73% -- don't think the price of a Major League Baseball ticket is a good value for the money. 23% disagree and say that tickets are worth the price of admission. Just 4% are unsure.

Mets fans -- 82% -- are more likely than Yankees fans -- 69% -- to think attendees don't get a good bang for their buck when they attend a Major League Baseball game.

Take Me Out to the Ballgame?

When it comes to attending a Major League Baseball game this season, about one-third of New York City baseball fans -- 34% -- report they will attend the same amount of games they did last year. 14% will go to more games, and 10% will attend fewer games. 41% did not venture out to a stadium last year.

How the Survey was Conducted

Nature of the Sample: New York City Poll of 772 Adults

This survey of 772 New York City adults was conducted on March 22nd through March 24th, 2011. Adults 18 years of age and older residing in the five boroughs of New York City were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the city. The exchanges were selected to ensure that each borough was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.5 percentage points. There are 395 baseball fans. The results for this subset are statistically significant within ± 5.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - NYC Adults		
		NYC Adults
		Col %
NYC Adults		100%
Registered Voters		78%
NYC Borough	Bronx	15%
	Brooklyn	30%
	Manhattan	21%
	Queens and Staten Island	34%
Income	Less than \$50,000	52%
	\$50,000 or more	48%
Race	White	35%
	African American	24%
	Latino	27%
	Other	14%
Race	White	35%
	Non White	65%
Generation	Millennials (18-30)	25%
	Gen X (31-46)	28%
	Baby Boomers (47-65)	31%
	Silent-Greatest (Over 65)	15%
Age	Under 45	49%
	45 or older	51%
Gender	Men	48%
	Women	52%
Union Member in Household		34%
Parents with Children in NYC Public School		26%
Interview Type	Landline	82%
	Cell Phone	18%

NY1-Marist Poll NYC Adults: Interviews conducted March 22nd through 24th, 2011, N=772 MOE +/- 3.5%. Totals may not add to 100 due to rounding.

Nature of the Sample: Baseball Fans

Nature of the Sample - Baseball Fans		
		Baseball Fans
		Col %
Baseball Fans		100%
Mets Fans		33%
Yankee Fans		65%
NYC Borough	Bronx	17%
	Brooklyn	28%
	Manhattan	21%
	Queens and Staten Island	35%
Income	Less than \$50,000	47%
	\$50,000 or more	53%
Race	White	37%
	Non White	63%
Age	Under 45	48%
	45 or older	52%
Gender	Men	58%
	Women	42%
Interview Type	Landline	84%
	Cell Phone	16%

NY1-Marist Poll NYC Baseball Fans: Interviews conducted March 22nd through 24th, 2011, N=395
 MOE +/- 5%. Totals may not add to 100 due to rounding.

Mets Fan or Yankees Fan

Asked of NYC Baseball Fans:

Question Wording: Do you consider yourself to be a Mets fan or a Yankee fan?

		Baseball Fans		
		Do you consider yourself to be a Mets fan or a Yankee fan?		
		Mets	Yankees	Neither
		Row %	Row %	Row %
Baseball Fans		30%	61%	9%
NYC Borough	Bronx	35%	61%	4%
	Brooklyn	31%	61%	8%
	Manhattan	30%	59%	11%
	Queens and Staten Island	28%	61%	11%
Income	Less than \$50,000	23%	69%	8%
	\$50,000 or more	35%	58%	8%
Education	Not college graduate	26%	65%	9%
	College graduate	36%	56%	8%
Age	Under 45	25%	65%	10%
	45 or older	36%	56%	8%
Gender	Men	29%	60%	11%
	Women	33%	62%	6%
Households with children under 18	Household with children	28%	66%	6%
	No children in household	32%	58%	11%
Interview Type	Landline	31%	59%	10%
	Cell Phone	28%	67%	5%

NY1-Marist Poll NYC Baseball Fans: Interviews conducted March 22nd through 24th, 2011, N=395 MOE +/- 5%. Totals may not add to 100 due to rounding.

Off-season Preparations: Yankees

Asked of NYC Baseball Fans:

Question Wording: Do you think the Yankees have done too much, too little, or about the right amount to improve their team during the off-season?

		Baseball Fans			
		Do you think the Yankees have done too much, too little, or about the right amount to improve their team during the off-season?			
		Too much	Too little	About the right amount	Unsure
		Row %	Row %	Row %	Row %
Baseball Fans		17%	22%	52%	9%
Mets Fans		22%	17%	53%	8%
Yankees Fans		15%	25%	54%	7%
NYC Borough	Bronx	13%	29%	51%	7%
	Brooklyn	12%	20%	61%	6%
	Manhattan	24%	14%	46%	16%
	Queens and Staten Island	19%	25%	48%	9%
Income	Less than \$50,000	20%	23%	51%	6%
	\$50,000 or more	15%	24%	56%	5%
Education	Not college graduate	20%	24%	52%	4%
	College graduate	13%	21%	52%	14%
Age	Under 45	18%	25%	51%	6%
	45 or older	16%	20%	53%	10%
Gender	Men	18%	20%	53%	9%
	Women	16%	25%	49%	10%
Households with children under 18	Household with children	15%	26%	54%	6%
	No children in household	18%	20%	50%	11%
Interview Type	Landline	18%	20%	52%	10%
	Cell Phone	10%	32%	49%	8%

NY1-Marist Poll NYC Baseball Fans: Interviews conducted March 22nd through 24th, 2011, N=395 MOE +/- 5%. Totals may not add to 100 due to rounding.

Off-season Preparations: Mets

Asked of NYC Baseball Fans:

Question Wording: Do you think the Mets have done too much, too little, or about the right amount to improve their team during the off-season?

		Baseball Fans			
		Do you think the Mets have done too much, too little, or about the right amount to improve their team during the off-season?			
		Too much	Too little	About the right amount	Unsure
		Row %	Row %	Row %	Row %
Baseball Fans		5%	59%	22%	14%
Mets Fans		3%	69%	25%	3%
Yankees Fans		4%	58%	22%	16%
NYC Borough	Bronx	1%	56%	25%	17%
	Brooklyn	2%	62%	22%	13%
	Manhattan	12%	54%	23%	11%
	Queens and Staten Island	5%	61%	20%	14%
Income	Less than \$50,000	7%	48%	30%	15%
	\$50,000 or more	2%	74%	15%	9%
Education	Not college graduate	6%	55%	27%	13%
	College graduate	4%	64%	17%	14%
Age	Under 45	6%	58%	24%	11%
	45 or older	3%	61%	20%	15%
Gender	Men	6%	63%	20%	10%
	Women	4%	53%	25%	18%
Households with children under 18	Household with children	3%	58%	25%	14%
	No children in household	7%	59%	21%	13%
Interview Type	Landline	5%	59%	22%	15%
	Cell Phone	5%	61%	24%	10%

NY1-Marist Poll NYC Baseball Fans: Interviews conducted March 22nd through 24th, 2011, N=395 MOE +/- 5%. Totals may not add to 100 due to rounding.

Mets/Red Sox World Series

Asked of NYC Yankees Fans:

Question Wording: If the Mets were playing the Boston Red Sox in the World Series, who would you root for?

	Yankees Fans		
	If the Mets were playing the Boston Red Sox in the World Series, who would you root for?		
	Mets	Red Sox	Neither
	Row %	Row %	Row %
Yankees Fans	83%	14%	3%

NY1-Marist Poll NYC Yankees Fans: Interviews conducted March 22nd through 24th, 2011, N=234 MOE +/- 6.5%. Totals may not add to 100 due to rounding.

Yankees/Phillies World Series

Asked of NYC Mets Fans:

Question Wording: If the Yankees were playing the Philadelphia Phillies in the World Series, who would you root for?

	Mets Fans		
	If the Yankees were playing the Philadelphia Phillies in the World Series, who would you root for?		
	Yankees	Phillies	Neither
	Row %	Row %	Row %
Mets Fans	61%	34%	4%

NY1-Marist Poll NYC Mets Fans: Interviews conducted March 22nd through 24th, 2011, N=117 MOE +/- 9%. Totals may not add to 100 due to rounding.

Wilpon Scandal – Distraction for the Mets?

Asked of NYC Baseball Fans:

Question Wording: The Wilpon family who owns the Mets is facing financial problems and a lawsuit due to the Bernie Madoff scandal. From what you have read or heard, do you think this will be a distraction to the Mets this season, or not?

		Baseball Fans		
		The Wilpon family who owns the Mets is facing financial problems and a lawsuit due to the Bernie Madoff scandal. From what you have read or heard, do you think this will be a distraction to the Mets this season, or not?		
		Yes, will be a distraction	No, will not be a distraction	Unsure
		Row %	Row %	Row %
Baseball Fans		47%	50%	3%
Mets Fans		53%	46%	1%
Yankees Fans		44%	52%	4%
NYC Borough	Bronx	46%	47%	7%
	Brooklyn	49%	48%	4%
	Manhattan	52%	44%	4%
	Queens and Staten Island	42%	56%	1%
Income	Less than \$50,000	45%	52%	3%
	\$50,000 or more	50%	47%	3%
Education	Not college graduate	47%	50%	4%
	College graduate	46%	51%	3%
Age	Under 45	39%	59%	1%
	45 or older	54%	41%	5%
Gender	Men	47%	51%	2%
	Women	46%	49%	5%
Households with children under 18	Household with children	36%	61%	4%
	No children in household	54%	43%	3%
Interview Type	Landline	50%	46%	4%
	Cell Phone	29%	71%	<1%

NY1-Marist Poll NYC Baseball Fans: Interviews conducted March 22nd through 24th, 2011, N=395 MOE +/- 5%. Totals may not add to 100 due to rounding.

Ticket Value

Asked of NYC Baseball Fans:

Question Wording: Overall, do you think the cost of a ticket for a major league baseball game is a good value for the money or not?

		Baseball Fans		
		Overall, do you think the cost of a ticket for a major league baseball game is a good value for the money or not?		
		Good value for the money	Not a good value	Unsure
		Row %	Row %	Row %
Baseball Fans		23%	73%	4%
Mets Fans		16%	82%	2%
Yankees Fans		27%	69%	4%
NYC Borough	Bronx	17%	79%	4%
	Brooklyn	30%	59%	11%
	Manhattan	18%	82%	<1%
	Queens and Staten Island	23%	77%	1%
Income	Less than \$50,000	31%	64%	5%
	\$50,000 or more	15%	82%	3%
Education	Not college graduate	28%	67%	5%
	College graduate	17%	80%	3%
Age	Under 45	30%	67%	3%
	45 or older	15%	80%	5%
Gender	Men	20%	77%	3%
	Women	26%	69%	5%
Households with children under 18	Household with children	29%	67%	4%
	No children in household	19%	77%	4%
Interview Type	Landline	21%	76%	4%
	Cell Phone	34%	62%	4%

NY1-Marist Poll NYC Baseball Fans: Interviews conducted March 22nd through 24th, 2011, N=395 MOE +/- 5%. Totals may not add to 100 due to rounding.

More or Less Games than Last Year

Asked of NYC Baseball Fans:

Question Wording: Do you plan to attend more major league baseball games this season than you did last season, fewer games, or about the same number of games you did last season? If you did not attend any games last season, please say so.

		Baseball Fans			
		Do you plan to attend more major league baseball games this season than you did last season, fewer games, or about the same number of games you did last season? If you did not attend any games last season, please say so.			
		More	Less	About the same	Did not attend last season
		Row %	Row %	Row %	Row %
Baseball Fans		14%	10%	34%	41%
Mets Fans		17%	12%	26%	44%
Yankees Fans		14%	9%	38%	39%
NYC Borough	Bronx	8%	7%	35%	50%
	Brooklyn	15%	9%	32%	44%
	Manhattan	17%	10%	39%	34%
	Queens and Staten Island	15%	12%	33%	40%
Income	Less than \$50,000	13%	12%	33%	42%
	\$50,000 or more	15%	9%	36%	39%
Education	Not college graduate	13%	9%	32%	45%
	College graduate	15%	11%	37%	37%
Age	Under 45	23%	6%	39%	31%
	45 or older	7%	14%	31%	49%
Gender	Men	17%	11%	38%	34%
	Women	11%	9%	29%	52%
Households with children under 18	Household with children	15%	7%	39%	39%
	No children in household	14%	12%	31%	42%
Interview Type	Landline	12%	11%	33%	44%
	Cell Phone	27%	5%	38%	30%

NY1-Marist Poll NYC Baseball Fans: Interviews conducted March 22nd through 24th, 2011, N=395 MOE +/- 5%. Totals may not add to 100 due to rounding.