



**Baseball Fans in New York State of Mind:
Yankees Seen as World Series Favorites**

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

Major League Baseball's post-season begins this week. So, who do baseball fans nationally favor to win the World Series? More than one in five -- 22% -- think the New York Yankees will round the bases into their 28th World Series Championship, 16% say the Philadelphia Phillies will take the win, and only 6% believe the Boston Red Sox will slide into victory. Last year's World Series champions, the San Francisco Giants, are favored to repeat by just 3% of baseball fans. The same proportion -- 3% -- thinks the Texas Rangers, the Atlanta Braves, or the Detroit Tigers will steal the title. 17% believe another team entirely will take the title, and 26% are unsure.

While more baseball fans sit behind the Yankees dugout, their arch rivals, the Boston Red Sox, have fallen from grace in the eyes of baseball fans. When Marist last reported this question in July, 17% favored the Bronx Bombers while 15% boasted the Red Sox. 10% touted the Phillies while 4% cheered on the Giants. Now out of the top five, 4% thought the St. Louis Cardinals would go all the way. 23%, then, said another team would be crowned the champions of baseball while 27% were unsure.

Die-hard baseball fans are few and far between. In fact, a majority of adults nationally -- 53% -- do not watch baseball at all while 30% tune in a little. Only 8% catch America's pastime a good amount while 9% follow baseball a great deal.

Little has changed on this question since Marist's July survey. At that time, 52% didn't follow baseball at all, 30% had a little interest in the game, and 9% said they followed the sport a good amount. One in ten -- 10% -- proclaimed they were avid followers.

How the Survey was Conducted

Nature of the Sample: National Poll of 1,042 Adults

This survey of 1,042 adults was conducted on September 13th and September 14th, 2011. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region 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 ± 3.0 percentage points. There are 485 baseball fans. The results for this subset are statistically significant within ± 4.5 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - National Adults		
		National Adults
		Col %
National Adults		100%
Registered Voters		79%
Region	Northeast	19%
	Midwest	22%
	South	37%
	West	22%
Household Income	Less than \$50,000	51%
	\$50,000 or more	49%
Race	White	67%
	African American	10%
	Latino	11%
	Other	11%
Race	White	67%
	Non-white	33%
Age	Under 45	42%
	45 or older	58%
Generation	Millennials (18-30)	22%
	Gen X (31-46)	23%
	Baby Boomers (47-65)	34%
	Silent-Greatest (Over 65)	21%
Gender	Men	49%
	Women	51%
Interview Type	Landline	72%
	Cell Phone	28%

**Marist Poll National Adults: Interviews conducted September 13th and September 14th, 2011, N=1042
MOE +/- 3%. 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%
Region	Northeast	19%
	Midwest	22%
	South	38%
	West	21%
Household Income	Less than \$50,000	40%
	\$50,000 or more	60%
Age	Under 45	41%
	45 or older	59%
Gender	Men	56%
	Women	44%
Interview Type	Landline	73%
	Cell Phone	27%

Marist Poll National Baseball Fans: Interviews conducted September 13th and September 14th, 2011, N=485 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Team Favored to Win the World Series

Asked of National Baseball Fans

Question Wording: Regardless of whom you support, which team do you think will win the World Series this year?

		Baseball Fans								
		Regardless of whom you support, which team do you think will win the World Series this year?								
		New York Yankees	Philadelphia Phillies	Boston Red Sox	San Francisco Giants	Texas Rangers	Atlanta Braves	Detroit Tigers	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
Baseball Fans		22%	16%	6%	3%	3%	3%	3%	17%	26%
Region	Northeast	41%	30%	9%	<1%	<1%	<1%	1%	6%	13%
	Midwest	17%	7%	3%	<1%	<1%	5%	11%	26%	31%
	South	18%	17%	8%	1%	8%	6%	1%	13%	30%
	West	17%	11%	4%	15%	1%	0%	<1%	27%	26%
Household Income	Less than \$50,000	21%	9%	7%	4%	3%	5%	3%	21%	28%
	\$50,000 or more	22%	23%	6%	4%	4%	2%	3%	16%	21%
Age	Under 45	18%	17%	8%	5%	2%	4%	3%	21%	23%
	45 or older	25%	15%	5%	2%	4%	3%	3%	15%	28%
Gender	Men	24%	24%	6%	4%	2%	3%	4%	14%	19%
	Women	19%	6%	7%	2%	4%	4%	2%	21%	35%
Interview Type	Landline	21%	18%	7%	2%	4%	3%	3%	17%	25%
	Cell Phone	24%	11%	5%	7%	2%	2%	1%	18%	30%

Marist Poll National Baseball Fans: Interviews conducted September 13th and September 14th, 2011, N=485 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Baseball Fans

Asked of National Adults

Question Wording: Do you watch or follow professional baseball a great deal, a good amount, a little, or not at all?

		National Adults			
		Do you watch or follow professional baseball a great deal, a good amount, a little, or not at all?			
		A great deal	A good amount	A little	Not at all
		Row %	Row %	Row %	Row %
National Adults		9%	8%	30%	53%
Region	Northeast	10%	13%	26%	51%
	Midwest	7%	8%	31%	54%
	South	10%	7%	31%	53%
	West	9%	8%	29%	55%
Household Income	Less than \$50,000	7%	5%	25%	63%
	\$50,000 or more	12%	12%	34%	41%
Age	Under 45	9%	8%	29%	54%
	45 or older	9%	8%	30%	53%
Gender	Men	12%	10%	31%	47%
	Women	6%	7%	28%	59%
Interview Type	Landline	10%	8%	29%	53%
	Cell Phone	8%	8%	30%	54%

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MOE +/- 3%. Totals may not add to 100 due to rounding.**