



## **Take Me Out to the Ball Game? Maybe Not**

\*\*\* Complete Tables for Poll Appended \*\*\*

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### **This Marist Poll Reports:**

Major League Baseball's Opening Night is tonight! As teams gear up to take the field, a majority of baseball fans nationally say they, once again, are not planning to attend any games this season. 53% report they did not attend any baseball games last season and do not plan to venture out to the stadium this season. 31% of baseball fans think they will go to about the same number of games as last year, 10% are planning to attend more, and 6% report they will be present for fewer games. Results were similar when the Marist Poll last reported this question in April 2010.

Ticket prices are likely a factor here. Nearly 6 in 10 national baseball fans -- 56% -- report the cost of a ticket for a major league baseball game is not a good value for the money. 34% disagree and say they get a good bang for their buck. 10% are unsure. These proportions are unchanged from two years ago.

Looking at region, those in the Northeast are most likely to balk about the value received for the cost of a ticket to the game. Nearly three-quarters -- 73% -- do not think they are getting their money's worth. Majorities in the Midwest -- 55% -- and South -- 52% -- share this view. Baseball fans in the West divide. 47% say the cost of a ticket to a game is not a good value for the money while 46% state it is.

### **Root, Root, Root for the Home Team?**

Who do national baseball fans root for on the diamond? 16% cheer for the New York Yankees, 7% root for the Boston Red Sox, 6% say they support the Atlanta Braves, and the same proportion -- 6% -- is in the Chicago Cubs' corner. Five percent are on the side of the St. Louis Cardinals while a majority of baseball fans -- 53% -- pick another team for which to root. Seven percent are unsure.

Region is a factor. 38% and 24% of fans living in the Northeast, respectively, say they cheer for the Yankees and Red Sox. In the Midwest, 21% are Cubs fans. Those in the South divide with 18% pulling for the Braves and 16% cheering for the Bronx Bombers.

### **Pre-Season Picks...Yankees are Early Favorite to Win World Series**

Baseball fans nationally -- 21% --choose the Yankees as the early favorite to take home the title of World Series Champions. Coming in a distant second are the Red Sox -- 7% -- followed by the Philadelphia Phillies -- 7%. Rounding out the top five are the LA Angels of Anaheim -- 5% -- and the Texas Rangers with the same proportion -- 5%. Nearly three in ten fans -- 29% -- think another team will win it all, and a notable 27% are unsure.

When the Marist Poll reported this question at the beginning of last year's post-season in September 2011, the New York Yankees -- 22% --were at the top of the heap as baseball fans' favorite. At that time, only 2% picked the 2011 World Series Champion St. Louis Cardinals to win it all.

### **Baseball Fans**

Half of adults nationally -- 50% -- report they follow Major League Baseball at least a little. This includes 10% who watch a great deal of the sport, 10% who take in a good amount, and 30% who watch what happens on the diamond a little. 50% do not follow baseball at all.

These proportions are similar to when Marist last reported this question. 47% of adults in September followed baseball at least a little, while 53% said they didn't watch at all.

## How the Survey was Conducted

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### **Nature of the Sample: Marist National Poll of 1,080 Adults**

This survey of 1,080 adults was conducted on March 20<sup>th</sup> through March 22<sup>nd</sup>, 2012. 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  $\pm 3.0$  percentage points. There are 536 baseball fans. The results for this subset are statistically significant within  $\pm 4.5$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: Adults & Baseball Fans

**Nature of the Sample - National Adults & Baseball Fans**

		National Adults	Baseball Fans
		Col %	Col %
National Adults		100%	
Baseball Fans		50%	100%
Region	Northeast	18%	22%
	Midwest	22%	22%
	South	37%	33%
	West	23%	23%
Household Income	Less than \$50,000	49%	44%
	\$50,000 or more	51%	56%
Education	Not college graduate	62%	57%
	College graduate	38%	43%
Age	Under 45	38%	29%
	45 or older	62%	71%
Age	18 to 29	18%	11%
	30 to 44	20%	18%
	45 to 59	38%	43%
	60 or older	25%	29%
Race	White	68%	74%
	Non-white	32%	26%
Gender	Men	49%	58%
	Women	51%	42%
Interview Type	Landline	74%	78%
	Cell Phone	26%	22%

Marist Poll National Adults: Interviews conducted March 20th through 22nd, 2012, N=1080 MOE +/- 3.0 percentage points.

National Baseball Fans: N=536 MOE +/- 4.5 percentage points Totals may not add to 100% due to rounding.

		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		10%	10%	30%	50%
Gender	Men	13%	11%	34%	42%
	Women	7%	8%	27%	59%
Age	Under 45	7%	7%	24%	62%
	45 or older	11%	11%	34%	43%
Household Income	Less than \$50,000	9%	6%	30%	56%
	\$50,000 or more	11%	14%	30%	44%
Region	Northeast	12%	24%	24%	40%
	Midwest	8%	8%	33%	50%
	South	10%	5%	29%	56%
	West	9%	7%	34%	49%
Interview Type	Landline	11%	9%	32%	47%
	Cell Phone	6%	10%	25%	59%

Marist Poll National Adults: Interviews conducted March 20th through 22nd, 2012, N=1080 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Baseball Fans						
		Which baseball team do you root for?						
		New York Yankees	Boston Red Sox	Atlanta Braves	Chicago Cubs	St. Louis Cardinals	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Baseball Fans		16%	7%	6%	6%	5%	53%	7%
Gender	Men	18%	7%	4%	6%	5%	53%	7%
	Women	13%	7%	9%	7%	6%	52%	6%
Age	Under 45	20%	9%	8%	8%	3%	46%	6%
	45 or older	14%	6%	5%	5%	6%	55%	7%
Household Income	Less than \$50,000	16%	6%	8%	5%	7%	49%	9%
	\$50,000 or more	15%	9%	5%	7%	5%	55%	5%
Region	Northeast	38%	24%	1%	0%	1%	33%	3%
	Midwest	0%	1%	0%	21%	16%	54%	8%
	South	16%	3%	18%	3%	4%	48%	7%
	West	10%	3%	0%	1%	1%	76%	9%
Interview Type	Landline	15%	7%	7%	5%	5%	54%	6%
	Cell Phone	18%	7%	5%	9%	5%	47%	8%

Marist Poll National Baseball Fans: Interviews conducted March 20th through 22nd, 2012, N=536 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.

		Baseball Fans		
		Which baseball team do you root for?		
		American League	National League	Unsure
		Row %	Row %	Row %
Baseball Fans		48%	46%	7%
Gender	Men	50%	43%	7%
	Women	44%	50%	6%
Age	Under 45	51%	42%	6%
	45 or older	46%	47%	7%
Household Income	Less than \$50,000	50%	40%	9%
	\$50,000 or more	47%	49%	5%
Region	Northeast	68%	30%	3%
	Midwest	34%	58%	8%
	South	43%	50%	7%
	West	49%	42%	9%
Interview Type	Landline	48%	46%	6%
	Cell Phone	46%	45%	8%

Marist Poll National Baseball Fans: Interviews conducted March 20th through 22nd, 2012, N=536 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.

		Baseball Fans						
		Regardless of whom you support, which team do you think will win the World Series this year?						
		LA Angels of						
		New York Yankees	Boston Red Sox	Philadelphia Phillies	Anaheim	Texas Rangers	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Baseball Fans		21%	7%	7%	5%	5%	29%	27%
League	American League Team Fan	28%	11%	4%	6%	7%	22%	21%
	National League Team Fan	17%	3%	10%	3%	3%	39%	25%
Gender	Men	25%	7%	7%	7%	5%	27%	22%
	Women	16%	6%	6%	2%	5%	32%	33%
Age	Under 45	20%	9%	6%	5%	4%	39%	17%
	45 or older	22%	6%	7%	5%	5%	24%	31%
Household Income	Less than \$50,000	14%	5%	5%	3%	3%	37%	34%
	\$50,000 or more	26%	9%	9%	7%	6%	24%	19%
Region	Northeast	37%	12%	16%	6%	1%	12%	17%
	Midwest	13%	6%	2%	3%	3%	41%	32%
	South	20%	6%	5%	3%	11%	30%	26%
	West	17%	4%	5%	9%	2%	33%	32%
Interview Type	Landline	21%	7%	7%	4%	6%	28%	27%
	Cell Phone	21%	5%	6%	7%	2%	31%	27%

Marist Poll National Baseball Fans: Interviews conducted March 20th through 22nd, 2012, N=536 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.



		Baseball Fans		
		Regardless of whom you support, which team do you think will win the World Series this year?		
		American League	National League	Unsure
		Row %	Row %	Row %
Baseball Fans		46%	27%	27%
League	American League Team Fan	67%	12%	21%
	National League Team Fan	29%	46%	25%
Gender	Men	53%	25%	22%
	Women	37%	29%	33%
Age	Under 45	47%	36%	17%
	45 or older	46%	23%	31%
Household Income	Less than \$50,000	33%	33%	34%
	\$50,000 or more	57%	24%	19%
Region	Northeast	63%	20%	17%
	Midwest	39%	29%	32%
	South	48%	25%	26%
	West	35%	33%	32%
Interview Type	Landline	47%	26%	27%
	Cell Phone	43%	30%	27%

Marist Poll National Baseball Fans: Interviews conducted March 20th through 22nd, 2012, N=536 MOE +/- 4.5

		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 didn't attend any games last season, please say so			
		More	Less	About the same	Did not attend any games last season and do not plan to attend this season
		Row %	Row %	Row %	Row %
Baseball Fans		10%	6%	31%	53%
League	American League Team Fan	8%	8%	31%	54%
	National League Team Fan	12%	6%	33%	49%
Gender	Men	9%	5%	34%	52%
	Women	11%	7%	27%	55%
Age	Under 45	15%	7%	40%	38%
	45 or older	8%	6%	26%	60%
Household Income	Less than \$50,000	7%	6%	21%	66%
	\$50,000 or more	11%	6%	40%	43%
Region	Northeast	9%	3%	37%	50%
	Midwest	12%	7%	27%	54%
	South	10%	5%	29%	57%
	West	7%	10%	32%	51%
Interview Type	Landline	9%	7%	30%	54%
	Cell Phone	10%	4%	35%	51%

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		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		34%	56%	10%
League	American League Team Fan	31%	63%	6%
	National League Team Fan	38%	49%	13%
Gender	Men	37%	55%	8%
	Women	29%	57%	13%
Age	Under 45	46%	45%	9%
	45 or older	29%	61%	10%
Household Income	Less than \$50,000	32%	54%	14%
	\$50,000 or more	38%	56%	5%
Region	Northeast	20%	73%	7%
	Midwest	34%	55%	11%
	South	34%	52%	14%
	West	46%	47%	8%
Interview Type	Landline	32%	57%	11%
	Cell Phone	41%	51%	8%

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