

**Nature of the Sample: 1,004 U.S. Residents**

This survey of 1,004 United States residents was conducted on June 17<sup>th</sup> through June 24<sup>th</sup>. Residents 18 years of age and older 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 at  $\pm 3.0\%$ . There are 454 baseball fans. The results for this subset are statistically significant at  $\pm 5.0\%$ . The error margin increases for cross-tabulations.