



Yanks, Red Sox Vie for First Place in the Stadium of Public Opinion
*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

Major League Baseball's midseason break is underway. So, with tomorrow's All-Star Game on the horizon, who do fans think will win it all in this year's World Series?

According to this Marist Poll, the rivalry lives on! 17% of baseball fans nationally believe the New York Yankees will, once again, be crowned the kings of baseball. However, they are in a virtual dead heat with their arch rivals, the Boston Red Sox. 15% report the Sox will be victorious. The Philadelphia Phillies slide into the third spot with 10% of baseball fans on their side. 2010 World Series champs, the San Francisco Giants, who weren't even a blip on baseball fans' scorecard this time last year, receive 4%. The St. Louis Cardinals also catch 4%. 23% of fans think another team will receive the championship title, and 27% are unsure.

When Marist reported this question last July, the Yankees were more of a fan favorite. At that time, nearly three in ten baseball fans -- 29% -- thought the Bronx Bombers would round the bases into another World Series Championship title. The Red Sox hit a grand slam in the minds of 11% followed by the Phillies with 5%. The L.A. Dodgers, who were called out this year by fans, made the top five in 2010 with 4%. Little has changed for the Cardinals who also received 4% at the time. 20%, last year, thought another team would be victorious, and 27% were unsure.

MLB Division Divide

There's talk in the MLB to eliminate multiple divisions within the American and National Leagues and just have two leagues where the teams play each other the same number of times. It would also re-structure the playoffs. Should the rules of America's pastime change, or should the chatter be thrown out before it reaches first base? Baseball fans divide. 42% think this change is a good idea while 39% believe it is a bad one. 18% are unsure.

Just how many baseball fans are there nationally? A majority of U.S. residents are not fans. 52% report they don't watch baseball at all. 49%, however, check out a game at least a little. Included here, are 10% who watch the sport a great deal, 9% who catch a good amount of it, and 30% who follow the sport a little.

There is little change on this question since last year. At that time, 54% said they didn't watch baseball at all, and 46% revealed they watched it at least a little.

How the Survey was Conducted

Nature of the Sample: National Poll of 1,003 Adults

This survey of 1,003 adults was conducted on June 15th through June 23rd, 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 482 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		80%
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)	21%
	Gen X (31-46)	25%
	Baby Boomers (47-65)	33%
	Silent-Greatest (Over 65)	21%
Gender	Men	49%
	Women	51%
Interview Type	Landline	74%
	Cell Phone	26%

Marist Poll National Adults: Interviews conducted June 15th through June 23rd, 2011, N=1003 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	22%
	Midwest	27%
	South	30%
	West	21%
Household Income	Less than \$50,000	49%
	\$50,000 or more	51%
Age	Under 45	37%
	45 or older	63%
Gender	Men	55%
	Women	45%
Interview Type	Landline	76%
	Cell Phone	24%

Marist Poll National Baseball Fans: Interviews conducted June 15th through June 23rd, 2011, N=482 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	Boston Red Sox	Philadelphia Phillies	San Francisco Giants	St. Louis Cardinals	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
Baseball Fans		17%	15%	10%	4%	4%	23%	27%
Region	Northeast	31%	27%	21%	<1%	<1%	9%	13%
	Midwest	13%	11%	4%	<1%	9%	32%	31%
	South	17%	9%	8%	1%	4%	25%	36%
	West	9%	18%	9%	17%	<1%	25%	22%
Household Income	Less than \$50,000	13%	11%	11%	4%	2%	27%	32%
	\$50,000 or more	20%	20%	10%	4%	6%	22%	17%
Age	Under 45	21%	14%	6%	5%	1%	22%	30%
	45 or older	15%	16%	12%	3%	5%	24%	24%
Gender	Men	20%	17%	13%	5%	4%	22%	20%
	Women	14%	13%	6%	3%	4%	25%	35%
Interview Type	Landline	18%	16%	11%	5%	4%	22%	24%
	Cell Phone	14%	13%	7%	1%	3%	26%	35%

Marist Poll National Baseball Fans: Interviews conducted June 15th through June 23rd, 2011, N=482 MOE +/- 4.5%. Totals may not add to 100 due to rounding.

Changes to MLB Divisions

Asked of National Baseball Fans

Question Wording: There is currently a proposal in Major League Baseball to do away with the three divisions in each league and instead have two leagues, the National League and American League with fifteen teams each. Teams within each league would play all teams in that league the same number of times during the season. For the play-offs there would be only one league winner and wild card teams would be determined from the next highest league finishers. Do you think this change to two leagues without divisions is a good idea or a bad idea?

		Baseball Fans		
		There is currently a proposal in Major League Baseball to do away with the three divisions in each league and instead have two leagues, the National League and American League with fifteen teams each. Teams within each league would play all teams in that league the same number of times during the season. For the play-offs there would be only one league winner and wild card teams would be determined from the next highest league finishers. Do you think this change to two leagues without divisions is a good idea or a bad idea?		
		Good idea	Bad idea	Unsure
		Row %	Row %	Row %
Baseball Fans		42%	39%	18%
Region	Northeast	36%	44%	20%
	Midwest	38%	41%	22%
	South	45%	38%	17%
	West	51%	34%	15%
Household Income	Less than \$50,000	40%	38%	22%
	\$50,000 or more	45%	40%	15%
Age	Under 45	45%	39%	16%
	45 or older	41%	39%	19%
Gender	Men	39%	47%	14%
	Women	46%	29%	24%
Interview Type	Landline	45%	39%	16%
	Cell Phone	35%	39%	26%

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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		10%	9%	30%	52%
Region	Northeast	14%	11%	31%	44%
	Midwest	11%	12%	34%	42%
	South	7%	6%	27%	60%
	West	10%	8%	29%	54%
Household Income	Less than \$50,000	9%	7%	32%	52%
	\$50,000 or more	12%	11%	29%	47%
Age	Under 45	9%	9%	24%	58%
	45 or older	10%	8%	35%	46%
Gender	Men	13%	10%	32%	46%
	Women	7%	7%	28%	58%
Interview Type	Landline	8%	9%	32%	51%
	Cell Phone	14%	8%	23%	55%

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