

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.