



**A Day at the Ballpark?  
MLB Games a No-Go for a Majority of Fans**

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

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**This Marist Poll Reports:**

Major League Baseball's Opening Day is almost here, but baseball fans nationally may not be flocking to the field. According to this Marist Poll, 54% of fans did not attend any games last year and do not plan to attend any games this year. 28% say they will venture out to the ballpark about the same amount as they did last year while 13% believe they will attend more games than last season. Six percent report they will go to fewer games than last season.

Little has changed on this question since last year. At that time, 53% of baseball fans said they were not planning to attend to any MLB games nor did they attend any games the season before. 31% reported they would go to the same amount of games as they had previously while one in ten -- 10% -- thought they would go to more baseball games. Six percent believed they would attend fewer games.

Of note regionally, on the heels of the San Francisco Giants' World Series victory and off-season acquisitions by other Pacific Coast teams, a majority of baseball fans in the West -- 53% -- plan to attend at least the same number of games they did last year. Included here, are 20% who say they will take more trips to the ballpark and 33% who think their attendance will be about the same as last season.

Ticket prices could play a role. 52% of fans nationally do not think the cost of an MLB ticket is a good value for the money. 37% believe the experience is a good value for the price, and 11% are unsure. Last year, 56% of fans did not think they got a good bang for their ticket buck while 34% reported admission prices were a good value. 10% were unsure.

While fans in the Northeast remain the most dissatisfied with ticket prices, fewer have this opinion. More than six in ten baseball fans in this region -- 63% -- do not think the price of an MLB ticket is a good value. This compares with 73% who had this view last year. In the Midwest, a majority of fans -- 55% -- say the experience is not worth the cost of a ticket.

47% of fans in the South and 45% of those in the West share this view. Last year, 55% of Midwest fans, 52% of those in the South, and 47% of fans in the West did not think the ticket price for a Major League Baseball game was a good value for the money.

But, there is some good news for America's pastime, there has been a bump in the proportion of baseball fans nationwide. 56% of adults watch professional baseball, at least, a little. This includes 9% who watch a great deal of the sport, 10% who follow a good amount of it, and 37% who watch a little baseball. 45% do not watch any of the game. When Marist last reported this question, half of adults -- 50% -- reported they were baseball fans.

## How the Survey was Conducted

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### **Nature of the Sample: Marist National Poll of 1,233 Adults**

This survey of 1,233 adults was conducted March 4<sup>th</sup> through March 7<sup>th</sup>, 2013. 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 landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 census results for age, gender, income, race, and region. Results are statistically significant within  $\pm 2.8$  percentage points. There are 680 baseball fans. The results for this subset are statistically significant within  $\pm 3.8$  percentage points. The error margin increases for cross-tabulations.

**Nature of the Sample**

		National Adults	Baseball Fans
		Col %	Col %
National Adults		100%	
Baseball Fans		56%	100%
Gender	Men	49%	54%
	Women	51%	46%
Age	Under 45	40%	34%
	45 or older	60%	66%
Age	18 to 29	18%	16%
	30 to 44	22%	19%
	45 to 59	29%	34%
	60 or older	31%	32%
Race	White	69%	71%
	African American	11%	10%
	Latino	14%	13%
	Other	5%	6%
Region	Northeast	18%	21%
	Midwest	22%	24%
	South	37%	33%
	West	23%	22%
Household Income	Less than \$50,000	49%	48%
	\$50,000 or more	51%	52%
Education	Not college graduate	60%	57%
	College graduate	40%	43%
Interview Type	Landline	70%	74%
	Cell Phone	30%	26%

Marist Poll National Adults. Interviews conducted March 4th through March 7th, 2013, N=1233 MOE +/- 2.8 percentage points. National Baseball Fans: N=680 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

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		13%	6%	28%	54%
Region	Northeast	7%	9%	27%	57%
	Midwest	13%	8%	28%	52%
	South	12%	3%	25%	60%
	West	20%	3%	33%	45%
Household Income	Less than \$50,000	12%	4%	22%	62%
	\$50,000 or more	15%	6%	33%	46%
Education	Not college graduate	12%	5%	24%	59%
	College graduate	13%	7%	33%	47%
Age	Under 45	19%	5%	31%	45%
	45 or older	9%	6%	26%	59%
Age	18 to 29	22%	7%	26%	44%
	30 to 44	17%	4%	34%	45%
	45 to 59	12%	5%	30%	53%
	60 or older	6%	7%	21%	66%
Race	White	13%	5%	27%	56%
	Non-white	13%	8%	29%	50%
Gender	Men	15%	6%	27%	52%
	Women	10%	5%	28%	57%
Interview Type	Landline	12%	6%	27%	56%
	Cell Phone	14%	6%	31%	50%

Marist Poll National Baseball Fans: Interviews conducted March 4th through March 7th, 2013, N=680 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		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		37%	52%	11%
Region	Northeast	26%	63%	10%
	Midwest	37%	55%	8%
	South	41%	47%	11%
	West	40%	45%	15%
Household Income	Less than \$50,000	37%	48%	15%
	\$50,000 or more	38%	54%	8%
Education	Not college graduate	37%	50%	13%
	College graduate	36%	55%	8%
Age	Under 45	51%	41%	8%
	45 or older	29%	58%	13%
Age	18 to 29	55%	37%	7%
	30 to 44	47%	45%	8%
	45 to 59	34%	54%	12%
	60 or older	24%	62%	14%
Race	White	32%	56%	12%
	Non-white	51%	39%	10%
Gender	Men	37%	56%	7%
	Women	37%	47%	16%
Interview Type	Landline	34%	54%	13%
	Cell Phone	47%	47%	6%

Marist Poll National Baseball Fans: Interviews conducted March 4th through March 7th, 2013, N=680 MOE +/- 3.8 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		9%	10%	37%	45%
Region	Northeast	15%	13%	36%	36%
	Midwest	10%	10%	40%	40%
	South	6%	9%	35%	50%
	West	8%	7%	36%	48%
Household Income	Less than \$50,000	9%	7%	38%	47%
	\$50,000 or more	8%	12%	36%	43%
Education	Not college graduate	9%	6%	37%	48%
	College graduate	10%	15%	35%	40%
Age	Under 45	10%	7%	31%	52%
	45 or older	9%	11%	40%	39%
Age	18 to 29	9%	5%	35%	51%
	30 to 44	10%	9%	28%	53%
	45 to 59	9%	13%	41%	36%
	60 or older	9%	10%	39%	42%
Race	White	10%	9%	38%	43%
	Non-white	8%	10%	32%	49%
Gender	Men	13%	11%	38%	39%
	Women	5%	9%	35%	51%
Interview Type	Landline	10%	11%	38%	42%
	Cell Phone	8%	6%	34%	52%

Marist Poll National Adults: Interviews conducted March 4th through March 7th, 2013, N=1233 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.