

## How the Survey was Conducted

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### **Nature of the Sample: HBO Real Sports/Marist Poll of 1,297 National Adults**

This survey of 1,297 adults was conducted March 29<sup>th</sup> through March 31<sup>st</sup>, 2016 by The Marist Poll sponsored in partnership with HBO Real Sports and The Marist College Center for Sports Communication. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were randomly selected by first asking for the youngest male. This landline sample was combined with respondents reached through random dialing of cell phone numbers from Survey Sampling International. Assistance was provided by Luce Research for data collection. After the interviews were completed, the two samples were combined and balanced to reflect the 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within  $\pm 2.7$  percentage points. There are 742 sports fans and 638 baseball fans. The results for these subsets are statistically significant within  $\pm 3.6$  percentage points and  $\pm 3.9$  percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

**Nature of the Sample**

		National Adults	Sports Fans	Baseball Fans
		Col %	Col %	Col %
National Adults		100%		
National Sports Fans		58%	100%	
National Baseball Fans		50%		100%
Gender	Men	49%	59%	53%
	Women	51%	41%	47%
Age	Under 45	47%	46%	44%
	45 or older	53%	54%	56%
Age	18 to 29	22%	21%	18%
	30 to 44	26%	25%	26%
	45 to 59	27%	27%	28%
	60 or older	26%	27%	29%
Race	White	62%	63%	67%
	African American	11%	11%	9%
	Latino	14%	12%	15%
	Other	12%	14%	9%
Region	Northeast	18%	18%	22%
	Midwest	22%	22%	22%
	South	37%	39%	34%
	West	23%	21%	22%
Household Income	Less than \$50,000	48%	44%	43%
	\$50,000 or more	52%	56%	57%
Education	Not college graduate	61%	59%	58%
	College graduate	39%	41%	42%
Interview Type	Landline	42%	43%	45%
	Cell phone	58%	57%	55%

HBO Real Sports/Marist Poll National Adults: Interviews conducted March 29th through March 31st, 2016, n=1297 MOE +/- 2.7 percentage points.

National Sports Fans: n=742 MOE +/- 3.6 percentage points. National Baseball Fans: n=638 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults	
		Do you consider yourself to be a sports fan, or not?	
		Yes	No
		Row %	Row %
National Adults		58%	42%
Region	Northeast	58%	42%
	Midwest	57%	43%
	South	60%	40%
	West	54%	46%
Household Income	Less than \$50,000	53%	47%
	\$50,000 or more	62%	38%
Education	Not college graduate	55%	45%
	College graduate	61%	39%
Age	Under 45	56%	44%
	45 or older	59%	41%
Age	18 to 29	54%	46%
	30 to 44	57%	43%
	45 to 59	59%	41%
	60 or older	60%	40%
Race	White	59%	41%
	African American	57%	43%
	Latino	50%	50%
Gender	Men	69%	31%
	Women	47%	53%
Interview Type	Landline	60%	40%
	Cell phone	56%	44%

HBO Real Sports/Marist Poll National Adults: Interviews conducted March 29th through March 31st, 2016, n=1297 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		Sports Fans				
		Which one of the following is your favorite professional sport to watch or follow:				
		Football	Baseball	Basketball	Soccer	Hockey
		Row %	Row %	Row %	Row %	Row %
Sports Fans		55%	17%	14%	7%	6%
Region	Northeast	39%	29%	13%	6%	14%
	Midwest	57%	17%	14%	5%	7%
	South	66%	10%	14%	6%	3%
	West	49%	19%	15%	12%	5%
Household Income	Less than \$50,000	56%	17%	16%	6%	5%
	\$50,000 or more	55%	18%	12%	8%	7%
Education	Not college graduate	59%	16%	13%	8%	5%
	College graduate	53%	17%	15%	6%	9%
Age	Under 45	53%	14%	15%	11%	6%
	45 or older	57%	20%	13%	4%	7%
Age	18 to 29	48%	9%	18%	21%	4%
	30 to 44	57%	18%	13%	3%	8%
	45 to 59	58%	16%	11%	6%	9%
	60 or older	56%	23%	15%	2%	4%
Race	White	59%	18%	10%	4%	9%
	African American	48%	4%	43%	5%	0%
	Latino	52%	22%	6%	16%	4%
Gender	Men	58%	17%	10%	6%	8%
	Women	52%	17%	19%	8%	4%
Interview Type	Landline	53%	20%	12%	6%	9%
	Cell phone	57%	15%	16%	8%	5%

HBO Real Sports/Marist Poll National Sports Fans: Interviews conducted March 29th through March 31st, 2016, n=742 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		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		8%	11%	31%	50%
Region	Northeast	12%	15%	33%	40%
	Midwest	9%	13%	28%	50%
	South	6%	9%	30%	55%
	West	5%	10%	32%	52%
Household Income	Less than \$50,000	6%	10%	29%	55%
	\$50,000 or more	9%	13%	31%	46%
Education	Not college graduate	8%	9%	31%	53%
	College graduate	8%	14%	30%	48%
Age	Under 45	8%	10%	28%	54%
	45 or older	7%	13%	33%	47%
Age	18 to 29	7%	7%	26%	60%
	30 to 44	9%	12%	30%	49%
	45 to 59	6%	14%	31%	48%
	60 or older	8%	11%	35%	45%
Race	White	8%	13%	32%	46%
	African American	5%	5%	29%	60%
	Latino	11%	10%	30%	49%
Gender	Men	12%	13%	29%	46%
	Women	3%	10%	32%	55%
Interview Type	Landline	9%	11%	33%	47%
	Cell phone	7%	11%	29%	53%

HBO Real Sports/Marist Poll National Adults: Interviews conducted March 29th through March 31st, 2016, n=1297 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

		Baseball Fans	
		Have you ever been to a major league stadium to watch a baseball game?	
		Yes	No
		Row %	Row %
Baseball Fans		81%	19%
Region	Northeast	82%	18%
	Midwest	84%	16%
	South	75%	25%
	West	86%	14%
Household Income	Less than \$50,000	73%	27%
	\$50,000 or more	87%	13%
Education	Not college graduate	76%	24%
	College graduate	88%	12%
Age	Under 45	79%	21%
	45 or older	83%	17%
Age	18 to 29	78%	22%
	30 to 44	80%	20%
	45 to 59	85%	15%
	60 or older	81%	19%
Race	White	85%	15%
	Non-white	72%	28%
Gender	Men	85%	15%
	Women	77%	23%
Interview Type	Landline	80%	20%
	Cell phone	82%	18%

HBO Real Sports/Marist Poll National Baseball Fans: Interviews conducted March 29th through March 31st, 2016, n=638 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Baseball Fans		
		If you had your choice while attending a major league baseball game, would you prefer to sit in an area with netting to block foul balls and bats, or in an area without netting?		
		With netting	Without netting	Unsure
		Row %	Row %	Row %
Baseball Fans		41%	54%	6%
Attended MLB Game		42%	54%	4%
Region	Northeast	41%	54%	5%
	Midwest	39%	56%	5%
	South	43%	50%	7%
	West	40%	55%	5%
Household Income	Less than \$50,000	43%	50%	7%
	\$50,000 or more	40%	57%	3%
Education	Not college graduate	42%	53%	5%
	College graduate	38%	56%	6%
Age	Under 45	31%	65%	4%
	45 or older	48%	45%	7%
Age	18 to 29	32%	65%	4%
	30 to 44	31%	65%	4%
	45 to 59	43%	53%	4%
	60 or older	54%	37%	9%
Race	White	41%	54%	5%
	Non-white	43%	51%	7%
Gender	Men	29%	68%	4%
	Women	55%	38%	8%
Interview Type	Landline	46%	47%	7%
	Cell phone	37%	59%	4%

HBO Real Sports/Marist Poll National Baseball Fans: Interviews conducted March 29th through March 31st, 2016, n=638 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Baseball Fans		
		How about if your seats are close to the field such as above the dugout or along the baselines, would you prefer to sit in an area with netting to block foul balls and bats, or in an area without netting?		
		With netting	Without netting	Unsure
		Row %	Row %	Row %
Baseball Fans		50%	47%	2%
Attended MLB Game		51%	47%	2%
Region	Northeast	47%	50%	4%
	Midwest	48%	50%	2%
	South	55%	43%	3%
	West	50%	49%	1%
Household Income	Less than \$50,000	55%	42%	3%
	\$50,000 or more	48%	50%	2%
Education	Not college graduate	52%	46%	2%
	College graduate	48%	50%	2%
Age	Under 45	40%	59%	0%
	45 or older	58%	38%	4%
Age	18 to 29	42%	58%	0%
	30 to 44	39%	60%	1%
	45 to 59	53%	45%	2%
	60 or older	64%	31%	6%
Race	White	52%	46%	2%
	Non-white	47%	50%	3%
Gender	Men	41%	57%	2%
	Women	61%	36%	3%
Interview Type	Landline	57%	40%	4%
	Cell phone	45%	53%	1%

HBO Real Sports/Marist Poll National Baseball Fans: Interviews conducted March 29th through March 31st, 2016, n=638 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.



		Baseball Fans		
		How about if you are with small children, would you prefer to sit in an area with netting to block foul balls and bats, or in an area without netting?		
		With netting	Without netting	Unsure
		Row %	Row %	Row %
Baseball Fans		77%	21%	1%
Attended MLB Game		75%	24%	1%
Region	Northeast	76%	23%	1%
	Midwest	79%	19%	2%
	South	79%	21%	1%
	West	75%	24%	1%
Household Income	Less than \$50,000	84%	15%	1%
	\$50,000 or more	74%	25%	0%
Education	Not college graduate	80%	19%	1%
	College graduate	74%	25%	1%
Age	Under 45	74%	26%	0%
	45 or older	80%	18%	2%
Age	18 to 29	78%	22%	0%
	30 to 44	72%	28%	0%
	45 to 59	77%	23%	0%
	60 or older	84%	12%	4%
Race	White	78%	21%	1%
	Non-white	77%	22%	1%
Gender	Men	69%	30%	1%
	Women	87%	12%	2%
Interview Type	Landline	79%	19%	2%
	Cell phone	76%	24%	0%

HBO Real Sports/Marist Poll National Baseball Fans: Interviews conducted March 29th through March 31st, 2016, n=638 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Baseball Fans		
		Do you think major league baseball teams should or should not be required to add additional protective netting in areas close to the field such as above the dugout or along the baselines?		
		Should be required	Should not be required	Unsure
		Row %	Row %	Row %
Baseball Fans		54%	41%	6%
Attended MLB Game		51%	45%	5%
Region	Northeast	61%	38%	2%
	Midwest	56%	37%	7%
	South	54%	41%	5%
	West	43%	47%	10%
Household Income	Less than \$50,000	66%	29%	6%
	\$50,000 or more	46%	50%	4%
Education	Not college graduate	63%	34%	3%
	College graduate	41%	52%	7%
Age	Under 45	46%	48%	6%
	45 or older	60%	35%	5%
Age	18 to 29	55%	43%	2%
	30 to 44	39%	51%	9%
	45 to 59	55%	42%	3%
	60 or older	66%	27%	7%
Race	White	52%	43%	6%
	Non-white	60%	36%	5%
Gender	Men	48%	49%	3%
	Women	60%	31%	9%
Interview Type	Landline	56%	35%	9%
	Cell phone	52%	45%	3%

HBO Real Sports/Marist Poll National Baseball Fans: Interviews conducted March 29th through March 31st, 2016, n=638 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Baseball Fans			
		Do you think watching a major league baseball game through protective netting at the stadium makes the game more enjoyable for you, less enjoyable, or doesn't change how you feel about watching the game?			
		Doesn't change how you feel about watching the game			
		More enjoyable	Less enjoyable	Doesn't change how you feel about watching the game	Unsure
		Row %	Row %	Row %	Row %
Baseball Fans		8%	25%	66%	1%
Attended MLB Game		7%	27%	66%	1%
Region	Northeast	10%	22%	67%	0%
	Midwest	6%	22%	71%	1%
	South	11%	25%	63%	1%
	West	5%	31%	63%	1%
Household Income	Less than \$50,000	12%	17%	70%	1%
	\$50,000 or more	5%	32%	62%	0%
Education	Not college graduate	11%	22%	66%	1%
	College graduate	5%	30%	65%	1%
Age	Under 45	5%	24%	71%	0%
	45 or older	11%	26%	62%	1%
Age	18 to 29	8%	18%	75%	0%
	30 to 44	3%	29%	69%	0%
	45 to 59	8%	30%	62%	0%
	60 or older	13%	22%	62%	3%
Race	White	6%	29%	64%	1%
	Non-white	14%	16%	70%	0%
Gender	Men	6%	30%	63%	1%
	Women	10%	20%	69%	1%
Interview Type	Landline	10%	23%	66%	1%
	Cell phone	7%	27%	65%	1%

HBO Real Sports/Marist Poll National Baseball Fans: Interviews conducted March 29th through March 31st, 2016, n=638 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

HBO Real Sports/Marist Poll National Tables

		National Adults				
		Does it matter to you a great deal, a good amount, a little, or not at all if the President has a connection to at least one sport?				
		A great deal	A good amount	A little	Not at all	Unsure
		Row %	Row %	Row %	Row %	Row %
National Adults		4%	4%	9%	82%	1%
Sports Fans		6%	5%	11%	77%	2%
Region	Northeast	4%	5%	9%	80%	2%
	Midwest	4%	5%	5%	86%	0%
	South	6%	4%	11%	78%	2%
	West	3%	3%	9%	84%	1%
Household Income	Less than \$50,000	7%	5%	9%	78%	1%
	\$50,000 or more	2%	4%	8%	86%	0%
Education	Not college graduate	5%	5%	9%	79%	2%
	College graduate	2%	3%	9%	86%	0%
Age	Under 45	5%	3%	10%	80%	1%
	45 or older	4%	5%	7%	83%	1%
Age	18 to 29	4%	3%	15%	76%	2%
	30 to 44	5%	3%	7%	84%	1%
	45 to 59	4%	3%	8%	84%	1%
	60 or older	4%	6%	6%	81%	2%
Race	White	2%	3%	8%	86%	1%
	African American	12%	5%	9%	72%	2%
	Latino	7%	9%	8%	74%	2%
Gender	Men	5%	4%	10%	79%	1%
	Women	3%	4%	7%	84%	1%
Interview Type	Landline	4%	5%	9%	81%	1%
	Cell phone	5%	4%	9%	82%	1%

HBO Real Sports/Marist Poll Adults: Interviews conducted March 29th through March 31st, 2016, n=1297 MOE +/- 2.7 percentage points.

Sports Fans: n=742 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.