

How the Survey was Conducted

Nature of the Sample: Marist Poll of 1,084 National Adults

This survey of 1,084 adults was conducted April 4th through April 12th, 2019 by The Marist Poll. 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. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from Survey Sampling International. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. The samples were then combined and balanced to reflect the 2017 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.6 percentage points. There are 470 baseball fans. The results for this subset are statistically significant within ± 5.5 percentage points. Tables include results for subgroups with a minimum sample size of 100 unweighted completed interviews as to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	Baseball Fans
		Column %	Column %
National Adults		100%	
Baseball Fans		44%	100%
Gender	Men	49%	59%
	Women	51%	41%
Age	18 to 29	22%	17%
	30 to 44	24%	22%
	45 to 59	25%	30%
	60 or older	28%	31%
Generation	Gen Z/Millennials (18-37)	35%	26%
	Gen X (38-53)	26%	29%
	Baby Boomers (54-72)	27%	31%
	Silent-Greatest (Over 72)	13%	14%
Race/Ethnicity	White	60%	65%
	African American	11%	9%
	Latino	16%	18%
	Other	12%	8%
Region	Northeast	18%	21%
	Midwest	21%	24%
	South	38%	33%
	West	23%	22%
Education	Not college graduate	59%	53%
	College graduate	41%	47%
Area Description	Big city	25%	24%
	Small city	19%	19%
	Suburban	20%	23%
	Small town	21%	21%
	Rural	15%	13%
Interview Type	Landline	38%	40%
	Cell phone	62%	60%

Marist Poll National Adults. Interviews conducted April 4th through April 12th, 2019, n=1084 MOE +/- 3.6 percentage points. National Baseball Fans: n=470 MOE +/- 5.5 percentage points. Totals may not add to 100% due to rounding.

SPT1005. Marist Poll National Tables April 4th through April 12th, 2019

		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%	7%	27%	56%
Region	Northeast	16%	7%	30%	48%
	Midwest	11%	12%	27%	50%
	South	6%	5%	27%	63%
	West	11%	6%	24%	58%
Household Income	Less than \$50,000	8%	6%	28%	58%
	\$50,000 or more	11%	7%	27%	54%
Education	Not college graduate	8%	6%	26%	61%
	College graduate	13%	9%	29%	50%
Race/Ethnicity	White	11%	8%	28%	53%
	Non-white	9%	5%	25%	61%
Age	Under 45	10%	5%	22%	64%
	45 or older	10%	9%	31%	50%
Generation	Gen Z/Millennials (18-37)	9%	4%	20%	67%
	Gen X (38-53)	13%	9%	27%	51%
	Baby Boomers (54-72)	10%	7%	34%	49%
	Silent-Greatest (Over 72)	9%	10%	29%	52%
Gender	Men	13%	9%	32%	47%
	Women	8%	5%	22%	65%
Area Description	Big city	6%	8%	27%	59%
	Small city	7%	7%	29%	57%
	Suburban	17%	8%	25%	50%
	Small town	10%	5%	29%	57%
	Rural	10%	5%	23%	62%

Marist Poll National Adults. Interviews conducted April 4th through April 12th, 2019, n=1084 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

SPT1005TRND. Marist Poll National Trend

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 %
April 2019	10%	7%	27%	56%
March 2018	7%	8%	29%	56%
March 2017	11%	12%	28%	48%
April 2016	8%	11%	31%	50%
April 2015	11%	12%	34%	44%
April 2014	9%	8%	28%	55%
March 2013	9%	10%	37%	45%
April 2012	10%	10%	30%	50%
April 2010	9%	9%	30%	52%
April 2009	8%	8%	28%	56%

Marist Poll National Adults

SPT1054. Marist Poll National Tables April 4th through April 12th, 2019

		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	Vol: Did not attend any games last season and do not plan to attend this season
		Row %	Row %	Row %	Row %
Baseball Fans		17%	6%	31%	46%
Region	Northeast	19%	2%	32%	47%
	Midwest	22%	8%	35%	35%
	South	12%	9%	27%	52%
	West	16%	5%	33%	46%
Household Income	Less than \$50,000	19%	5%	21%	56%
	\$50,000 or more	16%	6%	38%	40%
Education	Not college graduate	15%	6%	28%	51%
	College graduate	18%	7%	35%	41%
Age	Under 45	25%	8%	25%	42%
	45 or older	11%	6%	35%	48%
Gender	Men	16%	5%	33%	47%
	Women	17%	9%	29%	44%
Area Description	Big city	19%	10%	28%	43%
	Small city/Suburban	20%	7%	35%	37%
	Small town/Rural	11%	4%	27%	58%

Marist Poll National Baseball Fans. Interviews conducted April 4th through April 12th, 2019, n=470 MOE +/- 5.5 percentage points. Totals may not add to 100% due to rounding.

SPT1054TRND. Marist Poll National Trend

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 %
April 2019	17%	6%	31%	46%
March 2017	16%	5%	35%	45%
April 2014	19%	4%	27%	50%
March 2013	13%	6%	28%	54%
April 2012	10%	6%	31%	53%
April 2010	14%	7%	29%	50%
April 2009	6%	3%	13%	78%

Marist Poll National Baseball Fans

SPT7203. Marist Poll National Tables April 4th through April 12th, 2019

		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	Vol: Unsure
		Row %	Row %	Row %
Baseball Fans		41%	47%	12%
Region	Northeast	36%	52%	11%
	Midwest	40%	54%	6%
	South	35%	48%	17%
	West	54%	34%	11%
Household Income	Less than \$50,000	43%	45%	11%
	\$50,000 or more	40%	47%	13%
Education	Not college graduate	46%	43%	11%
	College graduate	34%	52%	13%
Age	Under 45	53%	37%	10%
	45 or older	33%	53%	13%
Gender	Men	42%	48%	11%
	Women	39%	47%	14%
Area Description	Big city	45%	42%	13%
	Small city/Suburban	39%	50%	11%
	Small town/Rural	39%	49%	12%

Marist Poll National Baseball Fans. Interviews conducted April 4th through April 12th, 2019, n=470 MOE +/- 5.5 percentage points. Totals may not add to 100% due to rounding.

SPT7203TRND. Marist Poll National Trend

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 %
April 2019	41%	47%	12%
March 2017	40%	48%	11%
April 2014	41%	49%	10%
March 2013	37%	52%	11%
April 2012	34%	56%	10%
April 2010	34%	56%	10%
April 2009	19%	54%	27%

Marist Poll National Baseball Fans