



1101 Connecticut Avenue NW, Suite 200
Washington, DC 20036
(202) 463-7300

Interview dates: October 10-12 & 16-18, 2006
Interviews: 2,002 adults; 774 baseball fans
Margin of error: ± 2.2 for all adults; ± 3.5 for baseball fans

**THE ASSOCIATED PRESS/AMERICA ONLINE POLL
MAJOR LEAGUE BASEBALL STUDY
CONDUCTED BY IPSOS PUBLIC AFFAIRS
RELEASE DATE: OCTOBER 19, 2006
PROJECT #81-5861-16**

NOTE: all results shown are percentages unless otherwise labeled.

BASEBALL STUDY

1. Are you a fan of professional baseball, or not?

	10/10- 18/06	4/17- 19/06	10/11- 13/05	4/1- 3/05
Yes	32	36	33	35
No.....	64	58	64	60
Somewhat (VOL).....	4	6	4	5
Not sure.....	-	-	-	-

Q. 2 ASKED ONLY OF THOSE WHO IN Q.1 SAY THAT THEY ARE OR ARE SOMEWHAT A FAN OF PROFESSIONAL BASEBALL.

NOTE: RESULTS FOR ALL REMAINING QUESTIONS EXCEPT FOR QUESTION 3 ARE BASED ON THE 2,002 OF ALL ADULTS (774 RESPONDENTS) WHO IDENTIFY THEMSELVES AS BASEBALL FANS.

2. During baseball season, how often do you attend or follow a live broadcast of your favorite team's games? Would you say...?

	10/10- 18/06	4/17- 19/06
AT LEAST A FEW TIMES A SEASON (NET)	96	95
Every game.....	8	7
Several games a week but not every game.....	22	21
About once a week	19	21
Several times a month	16	18
About once a month.....	8	10
Only a few times a season.....	22	18
Never	4	5
Not sure	1	-

3. In your view, which one statement best represents the biggest problem with Major League Baseball?

	10/10- 18/06	10/11- 13/05	4/1- 3/05
The players make too much money	28	29	33
Players use steroids or other performance-enhancing drugs.....	19	23	27
It costs too much to attend a game	21	22	22
The games are too long	12	11	8
(NOT READ) Other	5	3	6
(NOT READ) None.....	1	1	-
Not sure.....	14	11	4

4. Which Major League Baseball team do you root for during the REGULAR season?

	10/10- 18/06	10/11- 13/05
Anaheim/LA Angels	2	3
Arizona Diamondbacks.....	1	1
Atlanta Braves	10	11
Baltimore Orioles	2	2
Boston Red Sox	9	11
Chicago Cubs.....	4	5
Chicago White Sox.....	2	1
Cincinnati Reds	3	3
Cleveland Indians	4	2
Colorado Rockies	1	1
Detroit Tigers	7	3
Florida Marlins	1	2
Houston Astros	2	3
Kansas City Royals	1	1
Los Angeles Dodgers	5	3
Milwaukee Brewers	-	2
Minnesota Twins.....	2	3
New York Mets	4	3
New York Yankees	14	12
Oakland Athletics.....	2	2
Philadelphia Phillies.....	4	2
Pittsburgh Pirates	3	3
San Diego Padres	1	3
San Francisco Giants	3	3
Seattle Mariners	2	2
St. Louis Cardinals	4	5
Tampa Bay Devil Rays	1	-
Texas Rangers	1	3
Toronto Blue Jays.....	-	1
Washington Nationals.....	1	1
None.....	3	2
Not sure	1	1

5. How much do you care if professional baseball players use steroids or other performance-enhancing drugs? Do you care...?

	10/10- 18/06	4/17- 19/06	4/1- 3/05
A lot.....	58	63	63
A little	23	21	21
Not at all.....	18	16	15
Not sure	1	-	-

6. Do you think Major League Baseball's crackdown on performance-enhancing drugs affected the overall quality of play in baseball this season, or not?
7. Do you feel it has made play better or worse?

	10/10- 18/06
Affected overall quality of play (Net)	28
Better	15
Worse	12
Affected but not sure if better or worse	1
Did not affect overall quality of play (DK/NS)	66
	6

8. When it comes to curbing use of steroids and other performance-enhancing drugs, is Major League Baseball doing...

	10/10- 18/06	4/17- 19/06
Too much.....	7	5
Not enough	51	53
About the right amount.....	37	39
Not sure	5	3

9. Barry Bonds of the San Francisco Giants is very close to breaking Hank Aaron's record of 755 lifetime home runs [with 734]. Are you rooting for Barry Bonds to break Hank Aaron's record, or do you hope he will fall short of it? (ENTER SINGLE RESPONSE.)

	10/10- 18/06
Hope he falls short	48
Rooting for him to break it	33
(NOT READ) Don't Care	16
(DK/NS)	3

10. Which Major League Baseball team do you love to hate? (DO NOT READ LIST. ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.)

	10/10- 18/06
Anaheim/LA Angels	1
Arizona Diamondbacks	-
Atlanta Braves	2
Baltimore Orioles	-
Boston Red Sox	7
Chicago Cubs	2
Chicago White Sox	1
Cincinnati Reds	-
Cleveland Indians	1
Detroit Tigers	-
Florida Marlins	1
Houston Astros	1
Los Angeles Dodgers	3
Minnesota Twins	-
New York Mets	2
New York Yankees	40
Oakland Athletics	2
Philadelphia Phillies	1
Pittsburgh Pirates	-
San Diego Padres	-
San Francisco Giants	2
Seattle Mariners	-
St. Louis Cardinals	1
Texas Rangers	-
Toronto Blue Jays	-
None	27
(DK/NS)	6

11. In general, do you think that postseason baseball games are scheduled ... (READ LIST. ENTER SINGLE RESPONSE. IF UNSURE, ENCOURAGE BEST GUESS.) (RANDOMIZE FIRST TWO RESPONSE OPTIONS.)

	10/10- 18/06
Too late at night	19
Too early at night	3
Scheduled at about the right time	75
(DK/NS)	3

- 12a. Will you stay up late to watch World Series games, or not?

	10/10- 18/06
Yes (will stay up late)	73
No	25
(DK/NS)	2

IF 1+ CHILDREN IN THE HOUSEHOLD AGE 6-12 OR 13-17, ASK Q. 12b; OTHERWISE, SKIP TO Q. 13.

12b. Will you allow your children to stay up late to watch World Series games, or not?

	10/10- 18/06
Yes	38
No	60
(DK/NS)	2

13. How would you rate the overall quality of the umpires in Major League Baseball today?

	10/10- 18/06	10/11- 13/05
Excellent	22	24
Good	57	56
Fair.....	14	17
Poor	4	1
Not sure	3	2
Total Excellent/Good	79	80
Total Fair/Poor.....	19	18

DEMOGRAPHICS

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34	25
35-49	30
50-64	27
65 and over	15
Refused/not sure	3

D2. Are you employed:

TOTAL EMPLOYED	64
- Full time.....	54
- Part time.....	10
Not employed	13
Retired.....	22
Refused/not sure	1

D3. What is the last year of school you completed?

Grade school or some high school	5
Completed high school	22
Some college but did not finish.....	17
Completed a two year college degree	10
Completed a four year college degree.....	23
Completed a post-graduate degree such as a Master's or Ph.D.	21
Refused/not sure	2

D4. Are you currently married:

Yes	61
No.....	36
Refused/not sure	3

D5. Including yourself and any children, how many people are currently living in your household?

1	14
2	34
3	18
4	18
5	10
6 or more	4
Refused/not sure	2

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D6.)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN – NET	38
Under 6.....	19
6-12	19
13-17	14
NO CHILDREN	60
Refused/not sure	2

D7a. Are you of Hispanic ethnicity?

(Q.D7b ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D7a.)

D7b. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	74
Black.....	9
Hispanic.....	9
Asian.....	2
American Indian.....	0
Other.....	2
Refused	4

D8. Could you please tell me your household income from all sources in 2005?

Under \$15,000.....	8
\$15,000 to less than \$20,000	3
\$20,000 to less than \$25,000	5
\$25,000 to less than \$30,000	4
\$30,000 to less than \$40,000	7
\$40,000 to less than \$50,000	9
\$50,000 to less than \$75,000	18
\$75,000 to less than \$100,000	10
\$100,000 or more	17
Refused/not sure	19

REGION:

Northeast.....	23
Midwest	23
South	33
West	21

METROPOLITAN STATUS:

Urban	30
Suburban.....	52
Rural.....	18

GENDER:

Male	53
Female	47