

2020 K Street NW, Suite 410
Washington, DC 20006
(202) 463-7300

Major League Baseball Playoffs October 9, 2015

Methodology:

These are findings from an Ipsos poll conducted October 8-9, 2015. For the survey, a sample of 1,392 American adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. This population screened down to 883 Americans that report some interest in Major League Baseball

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Amparo Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2014 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,392, DEFF=1.5).

The precision of Ipsos online polls is measured using a credibility interval. In this case, for all respondents the poll has a credibility interval of plus or minus 3.0 percentage points for all respondents (adjusted CI=4.5) (see link below for more info on Ipsos online polling "Credibility Intervals"). This credibility interval for those that report some interest in Major League Baseball is plus or minus 3.8 percentage points (adjusted CI=5.3).

For more information about Ipsos online polling methodology, please go here <http://goo.gl/yJBkuf>

Topline Data

1. Which best describes your interest in Major League Baseball? (Asked amongst the general public, n=1,392)

Have a lot of interest	21%
Have some interest	22%
Have a little interest	22%
Not interested at all	34%
TOTAL INTERESTED	66%
TOTAL NOT INTERESTED	34%

[Q2-7 ASKED OF THOSE WITH INTEREST IN MAJOR BASEBALL LEAGUE ONLY, N=883]

2. The major league playoffs have started. Below are the different playoff series that will begin later this week. For each, please select the team that **you want to win** the series.

Chicago Cubs	52%
St. Louis Cardinals	29%
Do not have an opinion	18%
New York Mets	40%
Los Angeles Dodgers	37%
Do not have an opinion	23%