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# 2002 Baseball Strike Reaction

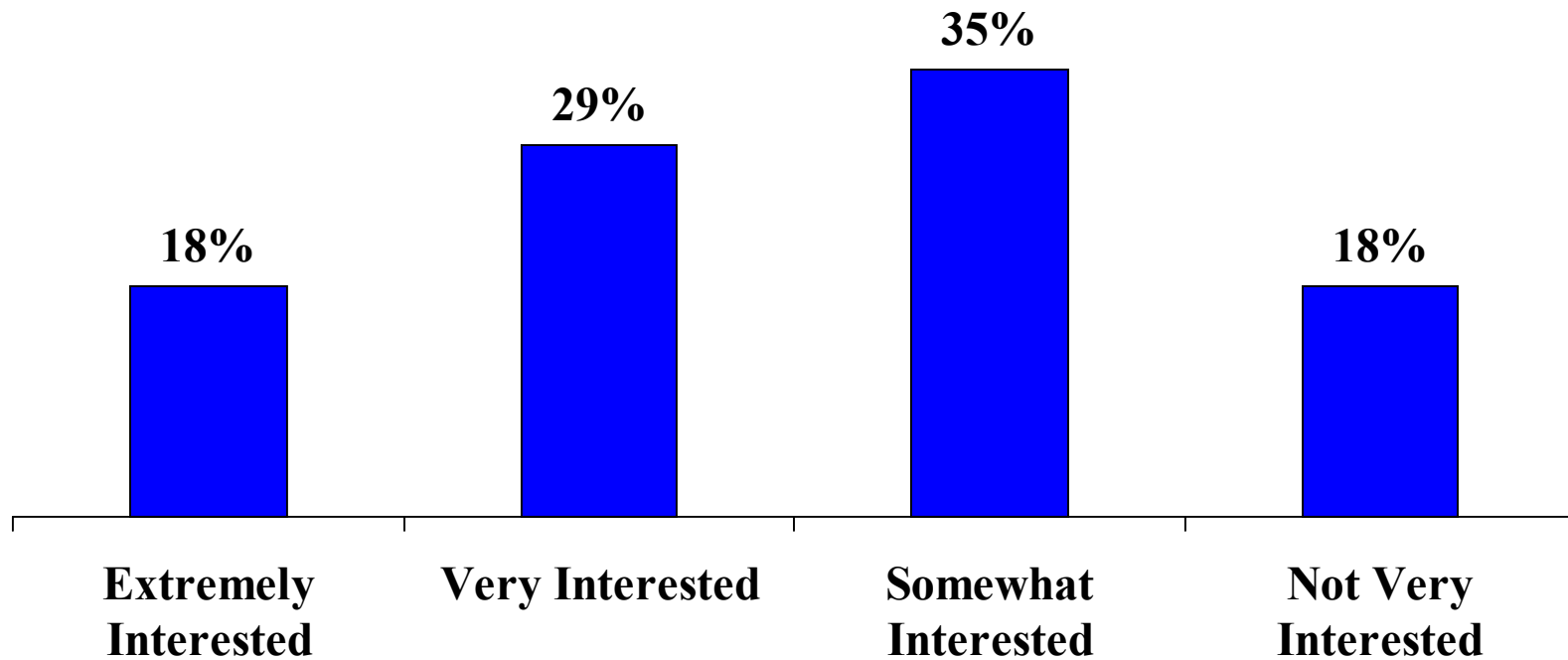


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## Methodology

- An Internet study was conducted with a nationally representative sample of adults, 18 years of age and older. The study was conducted between August 22<sup>nd</sup> and August 26<sup>th</sup>, 2002 and 715 interviews were completed. The respondents were screened for age and at least a slight interest in Major League Baseball®. Qualified respondents were invited to complete the survey on Decision Analyst's encrypted server. Results are correct within a +/- 4% margin of error.
- Survey respondents were members of the American Consumer Opinion™ Online panel, one of the largest consumer panels in the world, which includes over 3.5 million consumers in over 150 countries. Consumers can sign up to join the panel in one of eight languages: English, Spanish, Dutch, Portuguese, Italian, French, German, Japanese or Chinese.
- For more information on this study, contact analysts Brett Townsend at 817-640-6167, ext. 364, or Karen Kraft, 817-640-6167, ext. 303.

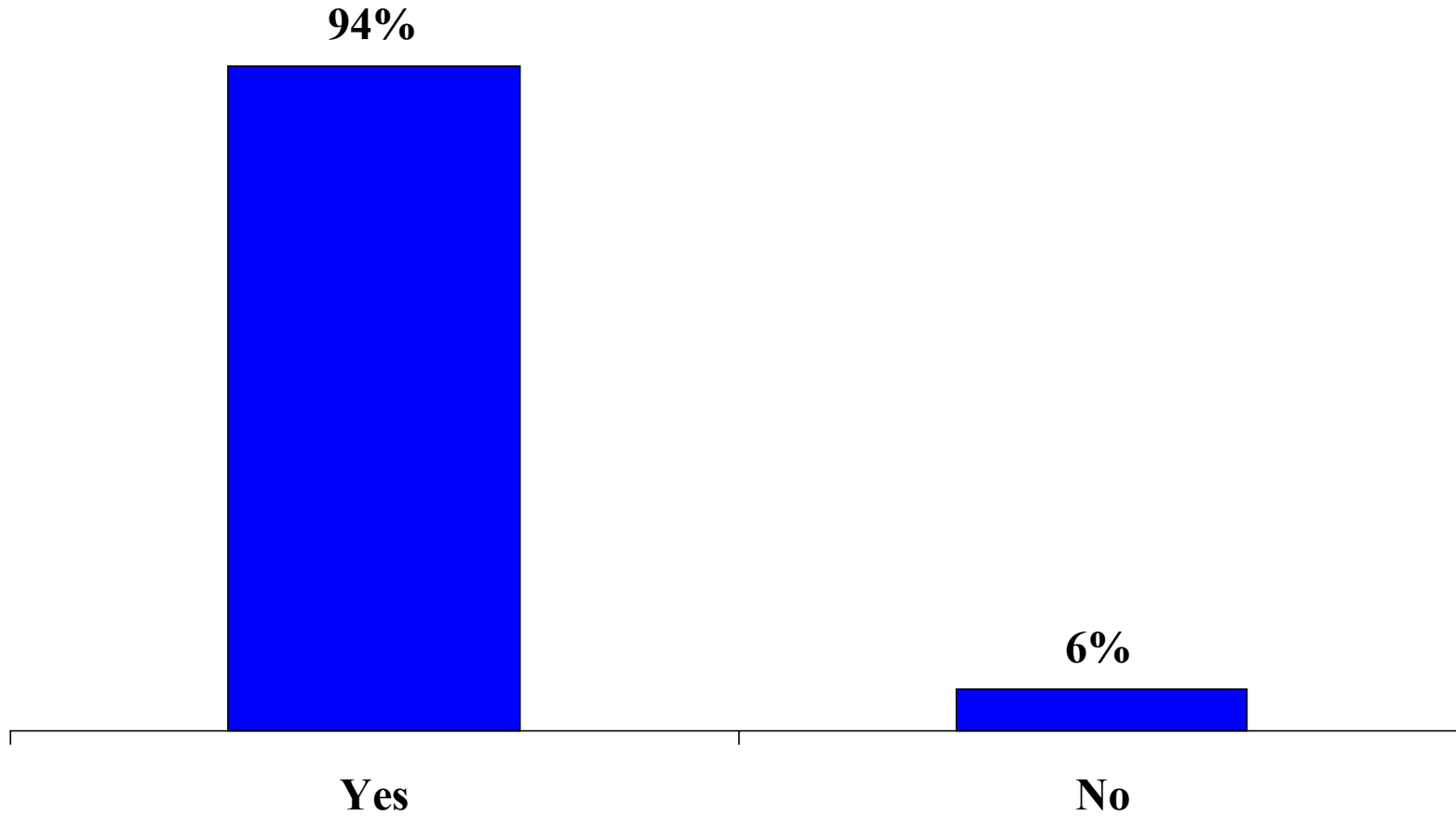
# Current Interest In Major League Baseball



Base: Total Respondents, n=715

Question: "What is your level of interest in Major League Baseball?"

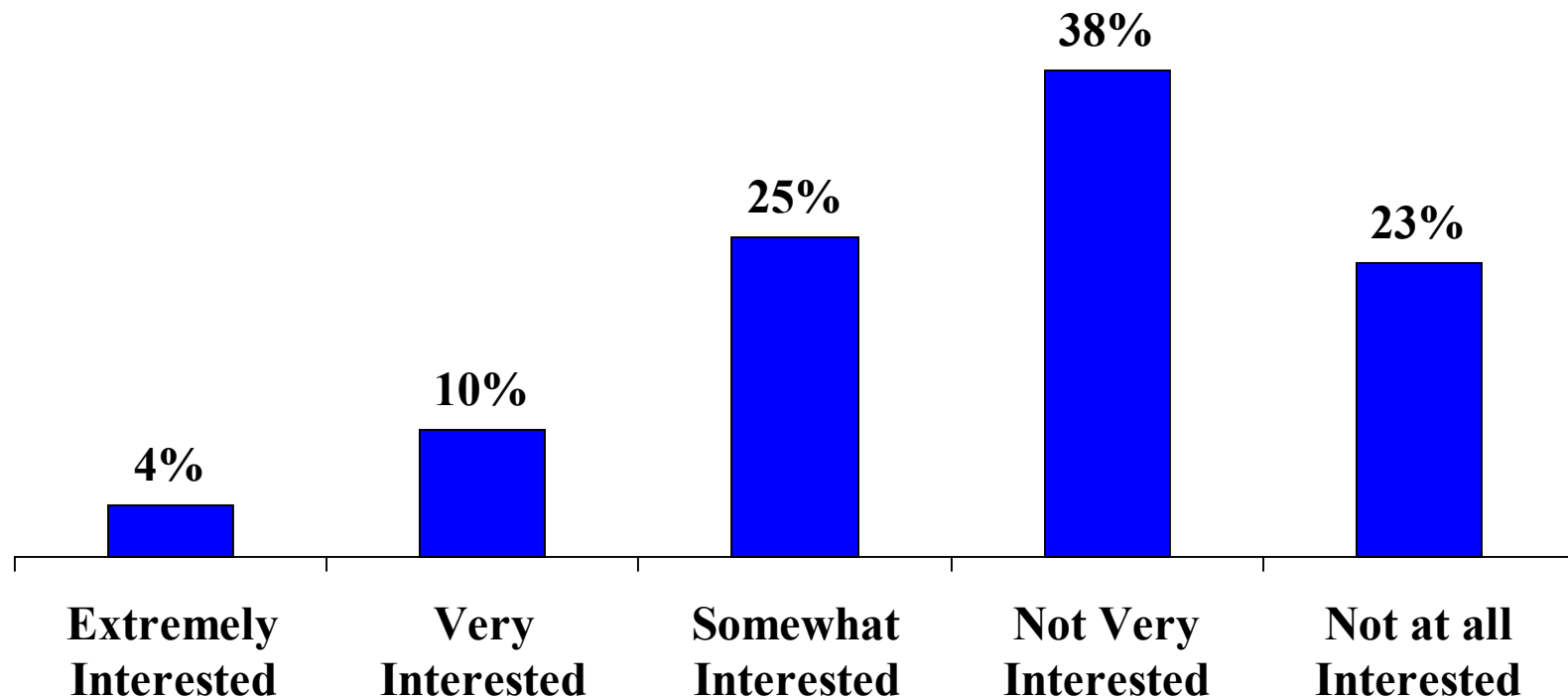
## Awareness of Strike



Base: Total Respondents, n=715

Question: "Are you aware of the Major League Baseball strike date set for August 30, 2002?"

## Future Interest In Major League Baseball



Base: Total Respondents, n=715

Question: "If there is a Major League Baseball strike, what would be your level of interest in Major League Baseball once play resumes?"



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## Reaction To A Strike

	<u>Total</u>
Base: Total Respondents	(715)
I would be disgusted if Major League Baseball were still on strike on September 11	45%
<b>Boycott (Net)</b>	<b>40</b>
I would boycott Major League Baseball for an indefinite period of time	32
I would boycott Major League Baseball for at least one season once play resumes	16
<b>Never Again (Net)</b>	<b>32</b>
I would never buy Major League Baseball merchandise again	25
I would never attend another Major League Baseball game again	22
I would never watch another Major League Baseball game on television again	14
<b>Continue To Attend (Net)</b>	<b>26</b>
Once play resumes, I would continue to watch Major League Baseball games on television	23
Once play resumes, I would continue to attend Major League Baseball games	10
None of these	11

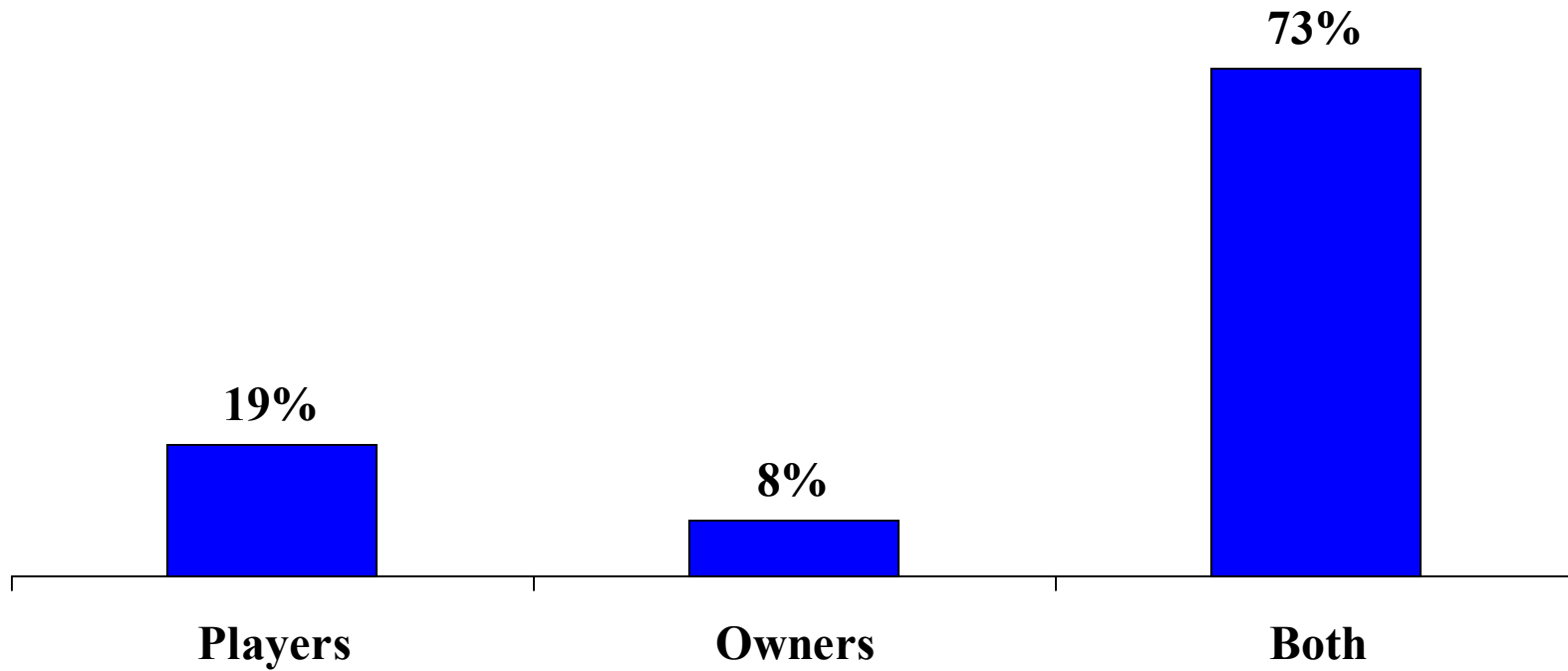
Base: Total Respondents, n=715

Question: "What would be your reaction if there is a Major League Baseball strike starting on August 30, 2002?"



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## Who Is At Fault



Base: Total Respondents n=715

Question: "In your opinion, who is most to blame for the current labor dispute in Major league Baseball?"



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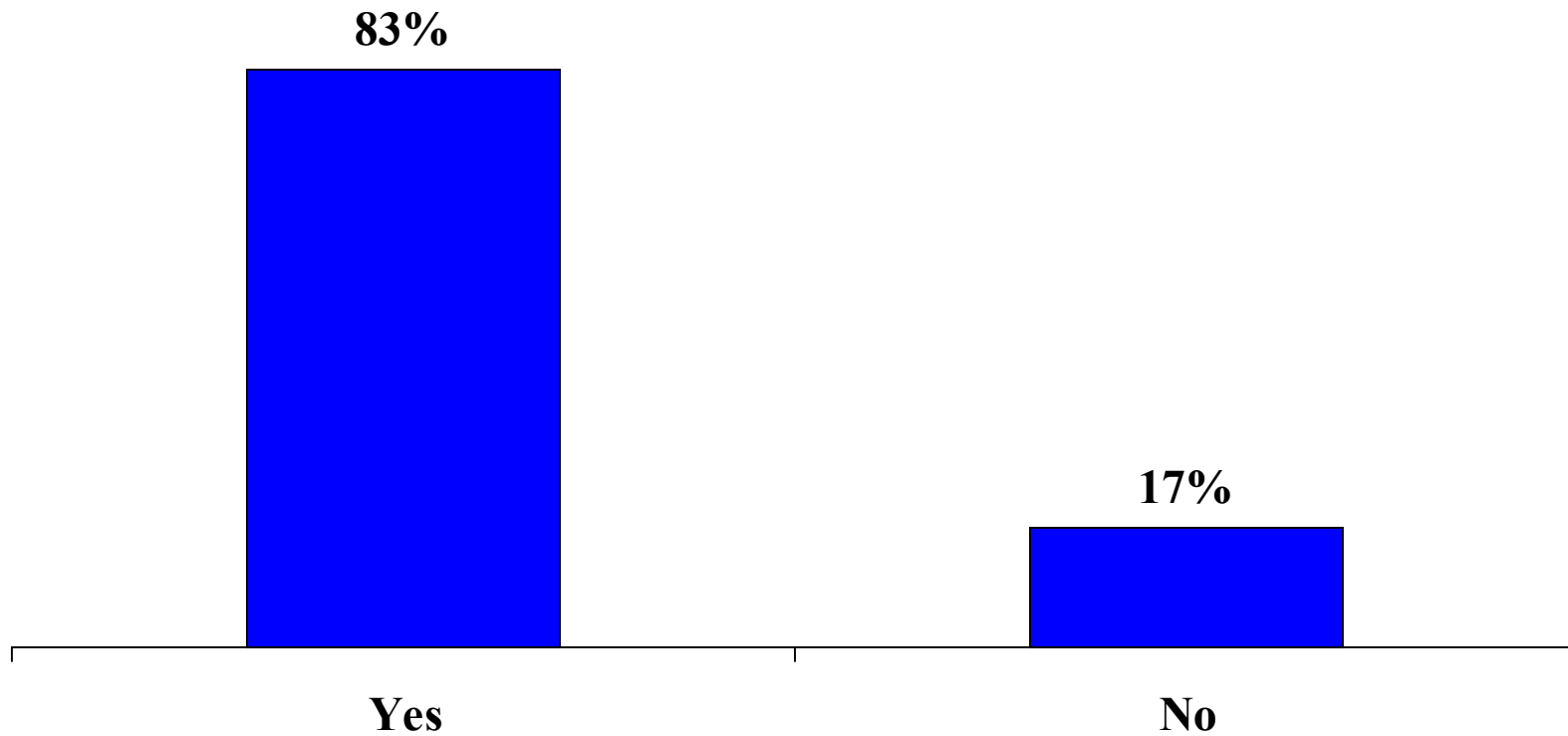
## Strike Effect On Baseball

	<u>Total</u>
Base: Total Respondents	(715)
It will hurt Major League Baseball tremendously	60%
It will hurt Major League Baseball somewhat	26
It will have no effect on Major League Baseball	6
It will kill Major League Baseball	6

Base: Total Respondents, n=715

Question: "If there is a Major League Strike, hoe do you think Major League Baseball would be effected?"

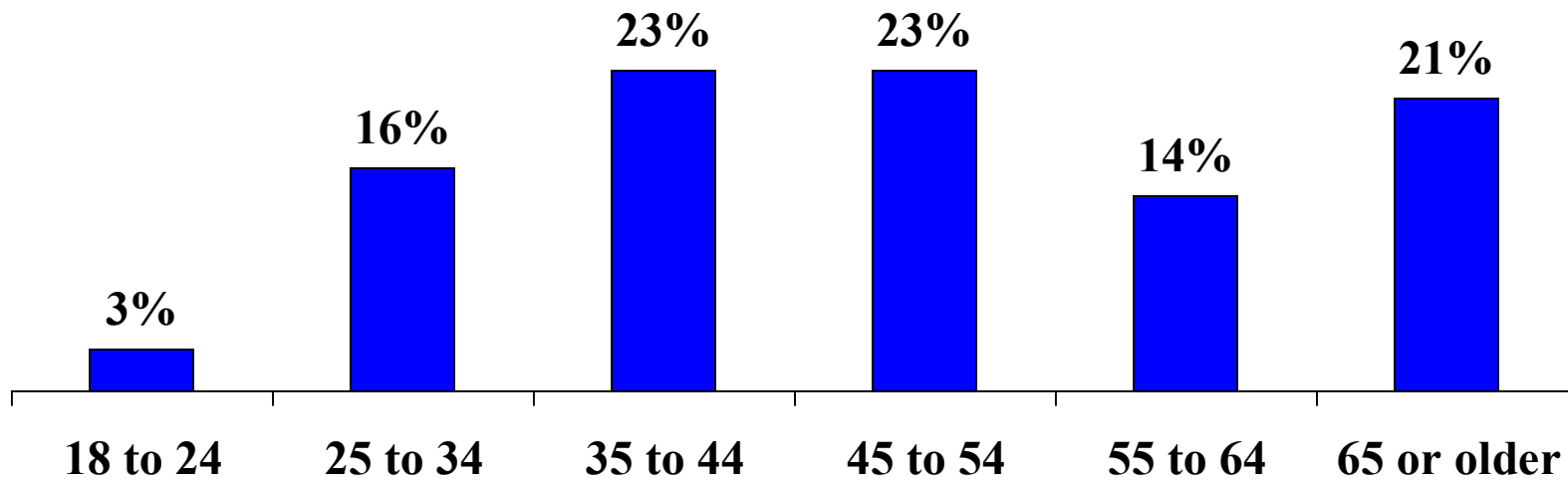
## Limits On Player Salaries



Base: Total Respondents n=715

Question: "Do you think there should be limits on the salaries of Major League Baseball players?"

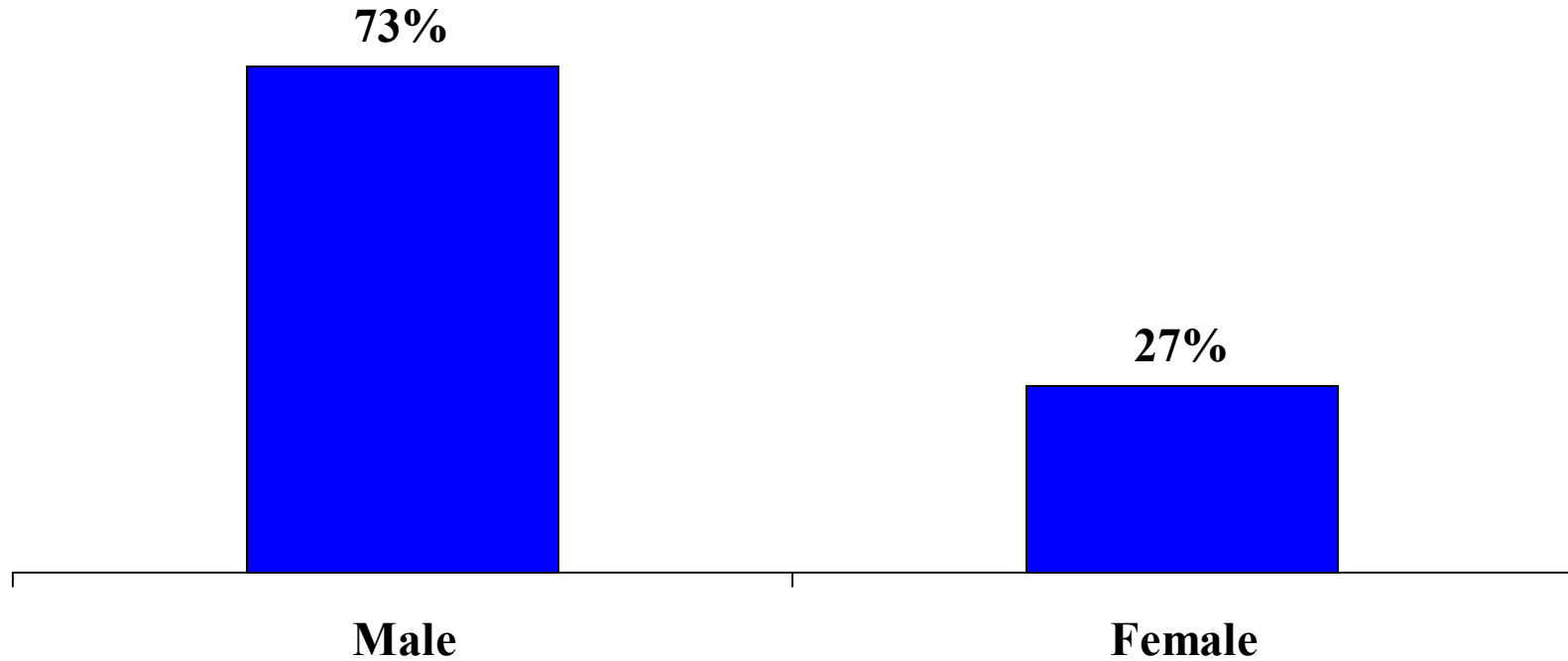
## Age of Respondents



Base: Total Respondents n=715

Question: "What is your age?"

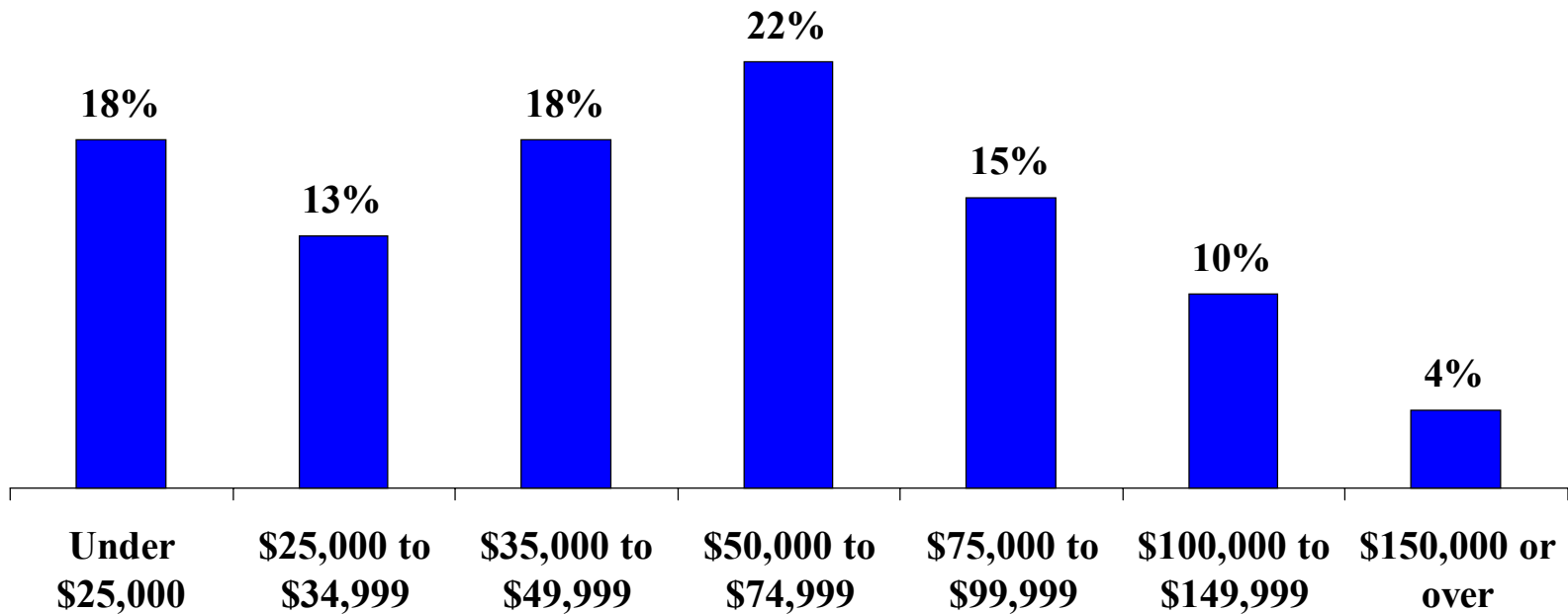
## Gender of Respondents



Base: Total Respondents n=715

Question: "What is your gender?"

## Income of Respondents



Base: Total Respondents n=715

Question: "What is your household's total annual income before taxes?"