



GfK Custom Research  
North America



## THE AP-GfK POLL

Conducted by GfK Roper Public Affairs & Media

*Interview dates: February 12-17, 2009*

*Interviews: 367 self-described baseball fans (adults 18+)*

*Margin of error: +/- 5.1 percentage points at the 95% confidence level*

*NOTE: All results show percentages among all respondents, unless otherwise labeled.*

*Please refer to the exact sample number at the bottom of each table.*

*All results shown are percentages unless otherwise labeled.*

STE1. Are you a fan of professional baseball, or not?

	2/12/09- 2/17/09
Yes	31
No	64
Somewhat (DO NOT READ)	5
Don't know (VOL.)	-
Refused (VOL.)	-

*Based on:*

*N=976*

IF "YES" OR "SOMEWHAT" TO STE1, ASK STE2-STE6

STE2. How serious of a problem do you think steroid use in Major League Baseball is TODAY?

	2/12/09- 2/17/09
<b>Total Serious</b>	<b>72</b>
Very serious	40
Somewhat serious	32
<b>Total Not Serious</b>	<b>25</b>
Not too serious	16
Not at all serious	9
Don't know (VOL.)	3
Refused (VOL.)	-

*Based on:*

*N=367*

STE3. How much do you care if professional baseball players use steroids or other performance-enhancing drugs? Do you care...

	2/12/09- 2/17/09
A lot	55
A little	24
Not at all	21
Don't know (VOL.)	1
Refused (VOL.)	-

*Based on:*

*N=367*

STE4. When it comes to curbing the use of steroids and other performance-enhancing drugs, is Major League Baseball doing...

	2/12/09-2/17/09
Too much	5
Not enough	71
About the right amount	20
Don't know (VOL.)	4
Refused (VOL.)	-

Based on:

N=367

STE5. As you may know, Alex Rodriguez of the New York Yankees recently admitted he used banned performance-enhancing drugs while playing for the Texas Rangers until 2003. After Rodriguez retires, should he be allowed into baseball's Hall of Fame or not?

	2/12/09-2/17/09
Yes	38
No	52
Don't know (VOL.)	10
Refused (VOL.)	*

Based on:

N=367

STE6. Which comes closest to your view? Would you say...

[Randomize]	2/12/09-2/17/09
I take baseball records less seriously than I used to as a result of allegations of steroid use by baseball players	62
Allegations of steroid use by baseball players haven't affected how seriously I take baseball records	35
Don't know (VOL.)	3
Refused (VOL.)	*

Based on:

N=367

PID1/  
PID2.

Do you consider yourself a Democrat, a Republican, an Independent, or none of these?

IF "Democrat," ASK: Do you consider yourself a strong or moderate Democrat?

IF "Republican," ASK: Do you consider yourself a strong or moderate Republican?

IF "Independent" OR "None," ASK: Do you lean more toward the Democrats or the Republicans?

	2/12/09- 2/17/09	1/09/09- 1/14/09	12/03/08- 12/08/08	11/06/08- 11/10/08
<b>Total Democrat</b>	<b>46</b>	<b>47</b>	<b>44</b>	<b>48</b>
Democrat – strong	18	19	17	21
Democrat – moderate	20	18	19	19
Independent – lean Democratic	9	9	8	8
None – lean Democratic	*	1	1	-
<b>Total Republican</b>	<b>30</b>	<b>27</b>	<b>33</b>	<b>34</b>
Republican – strong	9	8	13	13
Republican – moderate	13	12	13	11
Independent – lean Republican	8	7	7	10
None – lean Republican	*	1	*	-
[VOL] Independent – don't lean	6	7	8	5
[VOL] None – don't lean	-	-	-	-
[VOL] Other	*	*	*	-
Don't know	17	18	15	14
Refused	-	-	-	-

Based on:

*N=1,001*

*N=1,001*

*N=1,000*

*N=1,001*

The following questions are for classification purposes only. Be assured that your responses will be aggregated with those of other participants to this survey.

DM1. What is your marital status? Are you... [ACCEPT MULTIPLE RESPONSES.]

Married/Living as married/Co-habiting	59
Separated	2
Divorced	9
Widowed	8
Never married	22
Don't know	-
Refused	1

*Based on:*

*N=1,001*

DM2. What is the last grade of school you completed?

Less than high school graduate	12
High school graduate	31
Technical/trade school	6
Some college	22
College graduate	15
Some graduate school	3
Graduate degree	10
Don't know	1
Refused	1

*Based on:*

*N=1,001*

DM4. In what year were you born?

Age group:

18-29	21
30-49	37
50-64	23
65+	17
DK/Refused	2

*Based on:*

*N=1,001*

DM5. Which one of the following best describes where you live?

Urban area	22
Suburban area	45
Rural area	31
Don't know	2
Refused	1

*Based on:*

*N=1,001*

DM6. Do you currently own your home, rent it, or do you have some other arrangement?

Own	64
Rent	26
Other arrangement	9
Don't know	-
Refused	1

*Based on:*

*N=1,001*

DM7. Are you the parent or guardian of one or more children under the age of 18, or not?

Yes	37
No	62
Don't know	-
Refused	1

*Based on:*

*N=1,001*

DM8. How many different landline telephone numbers, if any, are there in your home that I could have reached you on for this call? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used ONLY for faxes or modems.

No lines	17
One Line	77
Two lines	4
Three or more lines	1
Don't know	*
Refused	1

*Based on:*

*N=1,001*

DM9. And on how many different cell-phone numbers, if any, could I have reached you for this call?

None	16
One	43
Two	25
Three or more	14
Don't know	*
Refused	1

*Based on:* *N=1,001*

DM10. [IF BOTH LAND AND CELLPHONE, ASK:] Generally speaking, would you say you use your landline phone most of the time, your cell phone most of the time, or would you say you use both about equally?

Landline	33
Cell phone	34
Both equally	34
Don't know	-
Refused	-

*Based on:* *N=699*

DM10a. How many adults, in addition to you, carry and use this cell phone at least once a week or more?

None	64
One	27
Two	7
Three or more	2
Don't know	1
Refused	*

*Based on:* *N=200*

DM12. Do you consider yourself a born-again or evangelical Christian, or not?

Yes, born-again/evangelical	41
No	56
Don't know	1
Refused	2

*Based on:* *N=1,001*

DM13. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination?

Protestant	36
Catholic	22
Mormon	2
Jewish	1
Muslim	*
Other religion [SPECIFY]	16
Don't belong to religious denomination	21
Don't know	*
Refused	3

Based on:

N=1,001

DM14. [IF "OTHER RELIGION" IN DM13, ASK:] Do you consider yourself a Christian, or not?

Yes, a Christian	88
No, not a Christian	11
Don't know	1
Refused	-

Based on:

N=138

DM15. Aside from weddings and funerals, how often do you attend religious services? Would you say more than once a week, once a week, once or twice a month, a few times a year, less often than a few times a year, or never?

More than once a week	11
Once a week	29
Once or twice a month	15
A few times a year	19
Less often than a few times a year	9
Never	15
Don't know	*
Refused	2

Based on:

N=1,001

DM16. [ASK EVERYONE] Are you Spanish, Hispanic, or Latino?

Yes	13
No	85
Don't know	*
Refused	2

Based on:

N=1,001

DM17. [IF SPANISH/HISPANIC/LATINO (D16=1), ASK:] In addition to being Spanish, Hispanic, or Latino, what race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

DM18. [IF NOT SPANISH/HISPANIC/LATINO (D16=2), ASK:] What race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

White	76
Black, African-American, or Negro	12
American Indian or Alaska Native	1
Asian Indian	1
Native Hawaiian	-
Chinese	*
Guamanian or Chamorro	-
Filipino	1
Samoan	-
Japanese	*
Korean	-
Vietnamese	-
Other Asian	1
Other Pacific Islander	1
Some other race [SPECIFY]	4
Don't know	1
Refused	3
Multiple races (VOL)	2

Based on:

N=1,001

DM19. Does your total household [IF SINGLE: "PERSONAL"] income fall below \$50,000 dollars, or is it \$50,000 or higher? [READ LIST]

Below \$50,000	49
\$50,000+	44
Don't know	1
Refused	6

Based on:

N=1,001

DM20. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall? [READ LIST]

Under \$10,000	8
\$10,000 to under \$20,000	7
\$20,000 to under \$30,000	13
\$30,000 to under \$40,000	10
\$40,000 to under \$50,000	9
\$50,000 to under \$75,000	17
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	8
\$150,000 or more	5
Don't know	3
Refused	10

Based on:

N=1,001

DM21. Do you currently own stocks, bonds, or mutual funds?

Yes	45
No	52
Don't know	1
Refused	2

Based on:

N=1,001

[ASK DM21 ONLY IF YES IN DM21:]

DM22. In the past 12 months, how many times did you make changes in your investments— buying or selling stocks or mutual funds either within or outside an employer-sponsored 401K plan? Would you say...

1	16
2	11
3	4
4	4
5-9 times	7
10-14 times	2
15-19 times	1
20-24	1
25 times or more	4
None	48
Don't know	4
Refused	*

*Based on:*

*N=547*

DM25. INTERVIEWER RECORD Respondent's Gender:

Male	49
Female	51

*Based on:*

*N=1,001*

REGION:

Northeast	18
Midwest	23
South	37
West	22

*Based on:*

*N=1,001*

## AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted February 12th – 17th, 2009, by GfK Roper Public Affairs & Media – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,001 adults age 18 or older. The interviews were conducted with 801 respondents on landlines and 200 on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The survey sample included the contiguous 48 states, Alaska and Hawaii. Interviews were conducted in both English and Spanish. Baseball fans were screened from this sample.

The combined landline and cell phone data were weighted to account for probabilities of selection, as well as age, sex, education and race, using targets from the March 2008 supplement of the Current Population Survey. In addition to these factors, the weighting takes into account the patterns of land and cell phone usage by region from the 2008 Spring estimates provided by Mediamark Research Inc.

The margin of sampling error is plus or minus 3.1 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.

Trend data are displayed for selected questions from previous AP-GfK Polls that also consisted of telephone interviews with nationally-representative probability samples of adults age 18 or older. Details about all AP-GfK Polls are available at <http://www.ap-gfcpoll.com>.