

New York Yankees Are the Favorite Baseball Team For Seventh Year in a Row

Boston Red Sox and Atlanta Braves are at number 2 and 3

ROCHESTER, N.Y. – July 13, 2009 – As Major League Baseball heads into the All-Star Game, the New York Yankees find themselves on top as the favorite baseball team among those who follow Major League Baseball for the seventh year in a row. The Boston Red Sox move up one spot to 2nd place while the Atlanta Braves drop one spot to #3. Rounding out the top five are the Chicago Cubs and the Los Angeles Dodgers both tied for 4th spot on the list. Last year the Cubs were at number 4 and the Dodgers were at number 5.

These are some of the findings of The Harris Poll, a new nationwide survey of 2,177 U.S. adults surveyed online between June 8 and 15, 2009 by Harris Interactive.

Biggest Changes from Last Year

- The Cleveland Indians made the largest move, down 18 places from a tie at No. 7 to a tie at No. 25;
- The Tampa Bay Rays moved up 11 places from No. 28 to a tie at No. 17;
- The Colorado Rockies have dropped ten places from a tie at No. 13 to a tie at No. 23;
- The Kansas City Royals dropped nine spots from a tie at No. 20 to No. 29; and,
- The Seattle Mariners (from No. 17 to No. 10) and the San Diego Padres (from No. 27 to a tie at No. 20) both moved up seven places.

Winning the World Series

While all teams have their fans, when it comes to who will win the World Series, some teams rise to the top:

- The Red Sox may be No. 2 overall but 21% of baseball fans say they will win the World Series this fall while 19% say the Yankees will win and 18% say the Dodgers will win;
- The next teams considered to be World Series champions, albeit by smaller numbers, are the Phillies (7%), the Cubs (5%), the Tigers (4%) and the Cardinals (3%); and,
- While almost every other team has at least a few people saying they will win the World Series, one team does not have that secure a fan base. No one thinks the Kansas City Royals will win the World Series this fall.

Baseball Fans

Certain groups are more likely than others to say they follow Major League Baseball:

- Four in ten Americans (41%) say they follow Major League Baseball and, not surprisingly, men are more likely than women to make up part of this fan base (53% vs. 29%);
- Matures (those 64 and older) and Baby Boomers (those 45-63) are more likely to be baseball fans (45% and 44% respectively) as are those who live in the East (48%) and Midwest (45%); and,
- Those with a household income of \$75,000 or more are more likely to be fans (50%) as are college graduates and post graduates (47% each).

TABLE 1
FAVORITE MAJOR LEAGUE BASEBALL TEAM: 1999 – 2009

“What is your favorite Major League Baseball team?”

Base: U.S. Adults Who Follow Major League Baseball

	Rank 1999	Rank 2003	Rank 2004	Rank 2005	Rank 2006	Rank 2007	Rank 2008	Rank 2009
New York Yankees	2	1	1	1	1	1	1	1
Boston Red Sox	8	6	4	4	5	3	3	2
Atlanta Braves	1	2	3	2	3	2	2	3
Chicago Cubs	3	7	2	3	4	5	4	=4
Los Angeles Dodgers	7	8	=9	7	=14	11	5	=4
St. Louis Cardinals	4	14	13	6	6	4	9	6
Philadelphia Phillies	16	12	6	=13	13	18	6	7
Detroit Tigers	10	15	5	=19	7	6	=7	8
San Francisco Giants	26	9	7	=10	=14	=13	=13	9
Seattle Mariners	6	11	=15	=13	10	8	17	10
New York Mets	12	3	14	5	2	7	10	11
Chicago White Sox	20	27	27	=10	=11	21	=13	12
Minnesota Twins	11	5	=17	=13	=21	20	11	13
Milwaukee Brewers	21	23	23	24	18	10	=13	14
Cincinnati Reds	13	10	=19	=8	=14	9	18	=15
Texas Rangers	15	13	=15	21	=27	=16	=20	=15
Tampa Bay Rays	NA	28	28	=29	28	25	28	=17
Baltimore Orioles	9	=18	8	12	8	=13	22	=17
Houston Astros	22	=20	=9	=17	9	12	12	19
San Diego Padres	17	22	=25	25	=25	26	27	=20
Oakland Athletics	19	=20	22	27	19	19	=23	=20
Pittsburgh Pirates	18	=18	=9	=8	=21	=16	=23	22
Arizona Diamondbacks	NA	=16	=17	16	=14	22	19	=23
Colorado Rockies	14	24	24	26	=25	27	=13	=23
Cleveland Indians	5	4	=9	=19	=11	=13	=7	=25
Florida Marlins	25	=25	21	28	=27	=23	25	=25
Washington Nationals	NA	NA	NA	=22	24	29	26	=27
Los Angeles Angels of Anaheim	23	=16	=25	=17	20	=23	29	=27
Kansas City Royals	24	=25	=19	=22	=21	28	=20	29
Toronto Blue Jays*	28	29	29	=29	29	30	30	30

*It should be noted that the sample was limited to the United States. It is therefore no surprise that the Canadian team placed last on this list in a survey where no Canadian residents are surveyed.

TABLE 2
WHO WILL WIN THE WORLD SERIES THIS YEAR?
 “Which team do you think will win the World Series this fall?”
 Base: All adults who follow baseball

	Total
	%
Boston Red Sox	21
New York Yankees	19
Los Angeles Dodgers	18
Philadelphia Phillies	7
Chicago Cubs	5
Detroit Tigers	4
St. Louis Cardinals	3
Tampa Bay Rays	2
Texas Rangers	2
Atlanta Braves	2
New York Mets	2
Minnesota Twins	2
Chicago White Sox	2
Seattle Mariners	2
San Francisco Giants	1
Milwaukee Brewers	1
Baltimore Orioles	1
Los Angeles Angels of Anaheim	1
Toronto Blue Jays	1
Florida Marlins	1
Cincinnati Reds	1
Washington Nationals	1
Colorado Rockies	1
Arizona Diamondbacks	*
Pittsburgh Pirates	*
Houston Astros	*
Oakland Athletics	*
Cleveland Indians	*
San Diego Padres	*
Kansas City Royals	-

Note: * indicates less than 0.5% and “-“ indicates no response

TABLE 3
WHO FOLLOWS MAJOR LEAGUE BASEBALL – BY DEMOGRAPHIC GROUP

“Do you follow major league baseball or not?”

Summary of Yes Responses

Base: All adults

	Total
	%
All Adults	41
Sex	
Male	53
Female	29
Age	
Echo Boomers (18 – 32)	37
Generation X (33 – 44)	37
Baby Boomers (45 – 63)	44
Matures (64+)	45
Race/Ethnicity	
White	41
African American	42
Hispanic	45
Region	
East	48
Midwest	45
South	35
West	39
Household Income	
Less than \$35,000	32
\$35,000 to \$49,999	37
\$50,000 to \$74,999	43
\$75,000 and over	50
Education	
High School or less	36
Some college	42
College graduate	47
Post graduate	47

Methodology

This Harris Poll was conducted online within the United States between June 8 and 15, 2009 among 2,177 adults, of whom 891 follow baseball. Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words “margin of error” as they are

misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in the Harris Interactive panel, no estimates of theoretical sampling error can be calculated.

These statements conform to the principles of disclosure of the National Council on Public Polls.

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