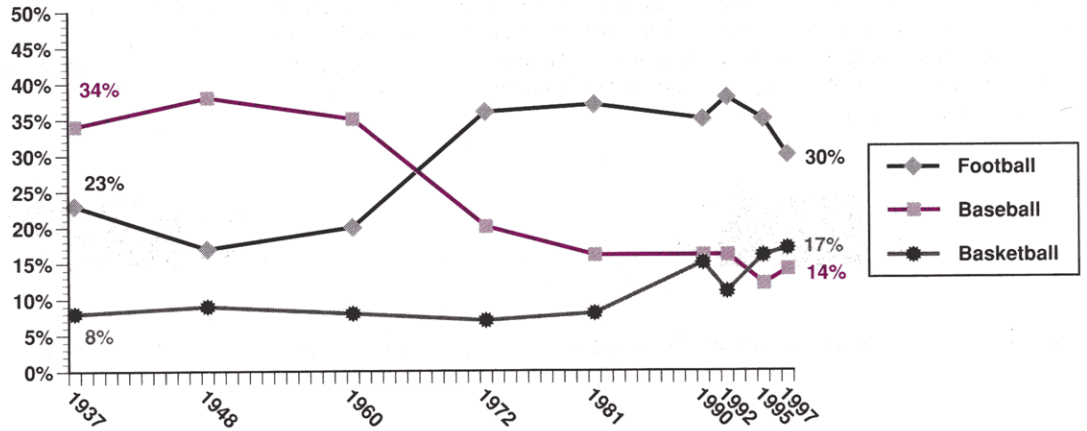


## By This Measure, Football is the Fan Favorite

Question: What is your favorite sport to watch?



Source: Surveys by the Gallup Organization.

## But This Measure Shows Interest in Baseball Unchanged

### Sports Attendance: Up, Up and Away

*In thousands*

	1946	1955	1965	1975	1985	1996
Baseball, ML	18,773	16,979	22,806	30,373	47,742	61,665
Football, NFL	1,732	2,608	6,545	10,689	14,058	17,784*
Football, college	NA	17,267	24,683	31,688	34,952	36,083
Basketball, NBA	NA	986	2,086	7,591	11,534	21,797
Hockey, NHL	NA	NA	2,823	10,306	12,774	17,660

\*1992 data

Source: Historical Statistics of the United States, Colonial Times to 1970; and Statistical Abstract of the United States, 1986, 1993, 1997, and 1998.

Question: Do you follow major league baseball?



Source: Surveys by the Gallup Organization.

