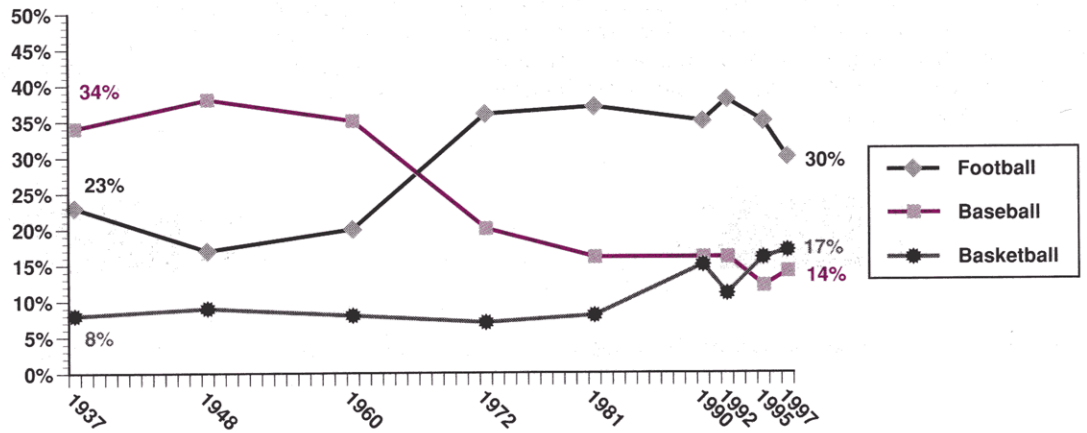


By This Measure, Football is the Fan Favorite

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.

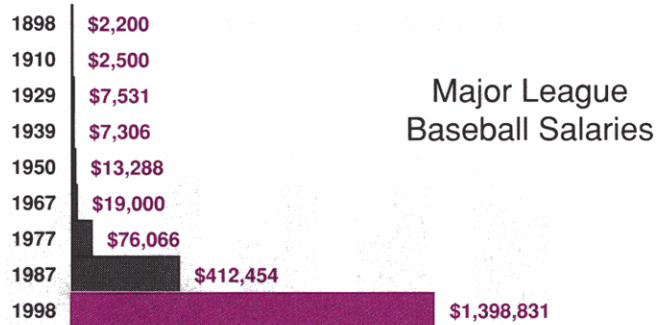
Question: Do you follow major league baseball?



Yes No

Source: Surveys by the Gallup Organization.

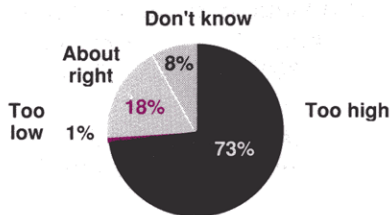
Professional Sports Salaries Up, Up and Away



Source: 1898-1987: Andrew Zimbalist, *Baseball and Billions* (NY: BasicBooks, 1992), p. 85; 1997-98: The Associated Press, December 21, 1998.

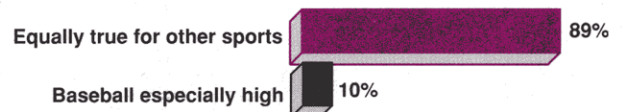
Paid Too Much?

Question: Are major league baseball players' salaries too high, too low, or about right?



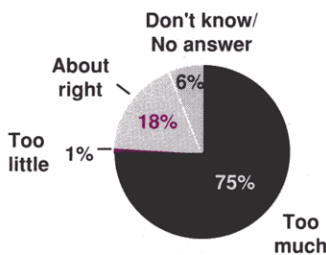
Question: Is that (salaries are too high) equally true for other sports like professional football and basketball, or are (major league) baseball salaries especially high?

Asked of those 73% who said baseball players' salaries are too high

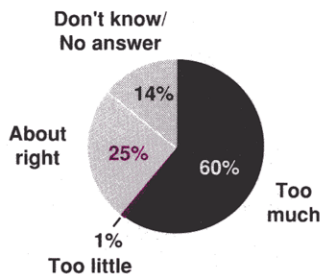


Source: Surveys by the Associated Press, March 5-9, 1997.

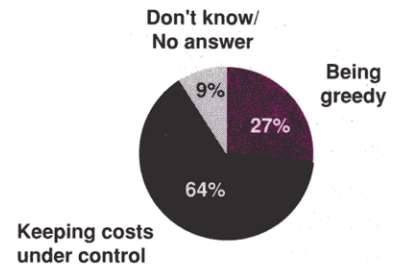
Question: Do you think the typical major league baseball player generally makes too much money, too little money, or do you think their incomes are about right?



Question: What about the owners of major league baseball teams—Do the owners generally make too much money, too little money, or do you think their incomes are about right?



Question: Do you think the owners of major league baseball teams are being greedy when they ask to put "caps" on players' salaries, or are they just trying to keep costs under control?



Source: Surveys by CBS News/*New York Times*, February 22-25, 1995.