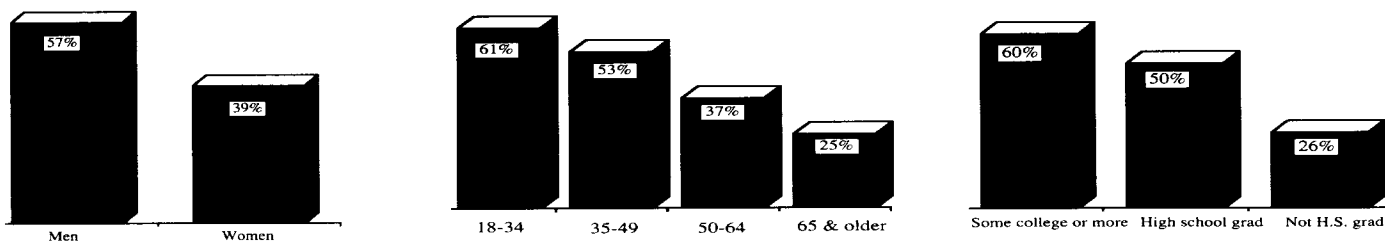


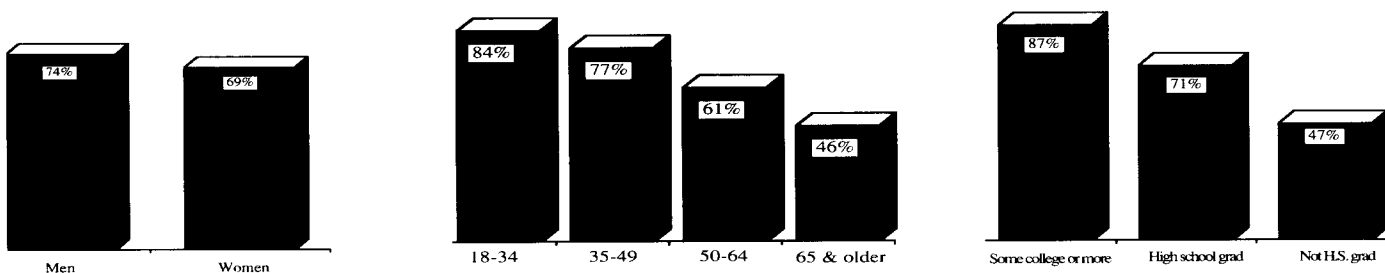
SPORTING NATION: AMERICANS' PARTICIPATION IN SPORTS

% who paid to attend at least once in past 12 months



Question: About how many times did you do each of the following in the past 12 months?...paid to attend a sports game or event as a spectator.

% who participated in sports in past 12 months



Question: About how many times did you do each of the following in the past 12 months?...personally participated in a sports game or event.

Popular Sports for Fitness & Recreation

| | | | |
|--------------------------|-----|-------------------------|-----|
| Swimming | 45% | Tennis | 11% |
| Bicycling | 34 | Water Skiing | 9 |
| Fishing | 33 | Snow skiing | 9 |
| Using exercise machines | 33 | Roller Skating | 9 |
| Bowling | 26 | Horseback riding | 7 |
| Calisthenics/aerobics | 24 | Ice skating | 6 |
| Baseball/softball | 24 | Squash/raquetball | 5 |
| Pool/billiards | 24 | Snorkeling/scuba diving | 5 |
| Jogging | 23 | Sailing | 4 |
| Hiking/backpacking | 22 | Soccer | 4 |
| Boating (except sailing) | 21 | Wrestling | 3 |
| Weight lifting | 19 | Auto racing | 3 |
| Basketball | 19 | Track & Field meet | 3 |
| Volleyball | 18 | Handball | 2 |
| Hunting | 17 | Boxing | 1 |
| Golf | 16 | Ice hockey | 1 |
| Football | 12 | Marathon running | 1 |

Question: Please "X" the sports in which you personally participated in the past 12 months.

Source: Survey by Lieberman Research for Sports Illustrated, November 20-December 21, 1990.

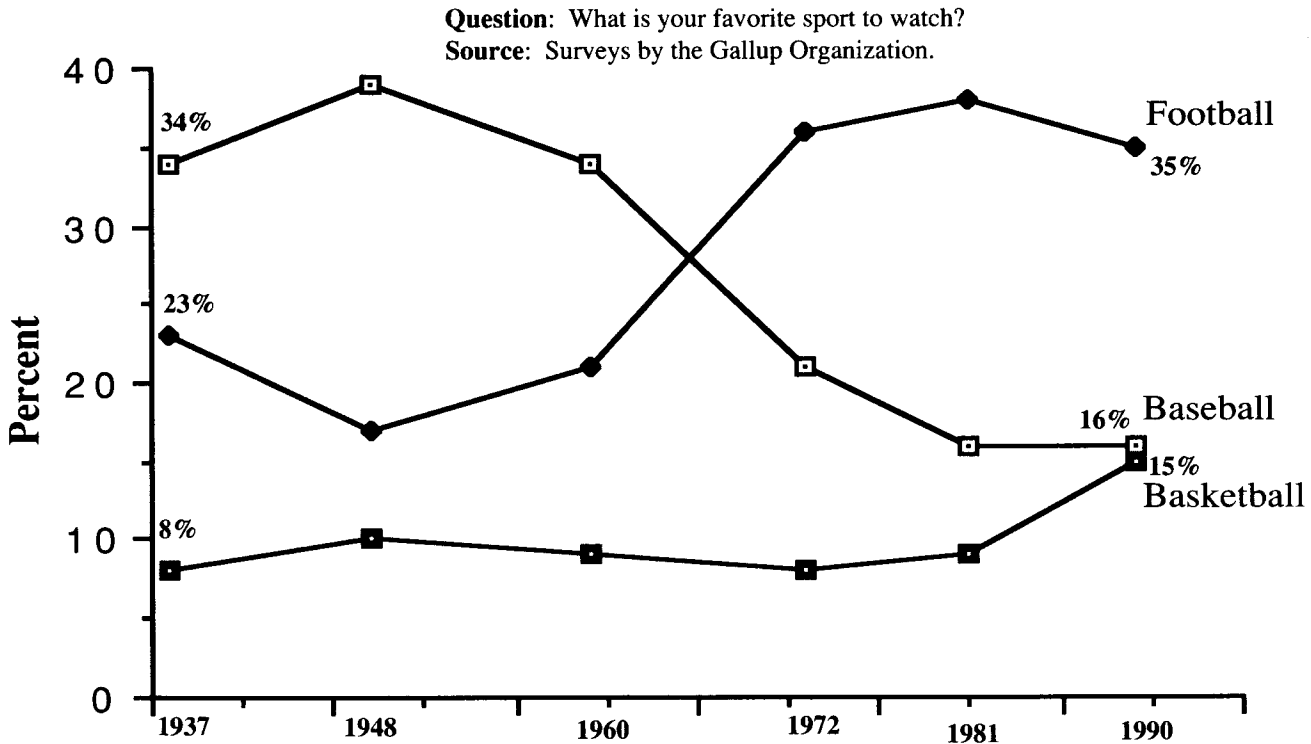
SPORTING NATION: ATTENDANCE AND PREFERENCE

SPORTS ATTENDANCE, 1946-1990

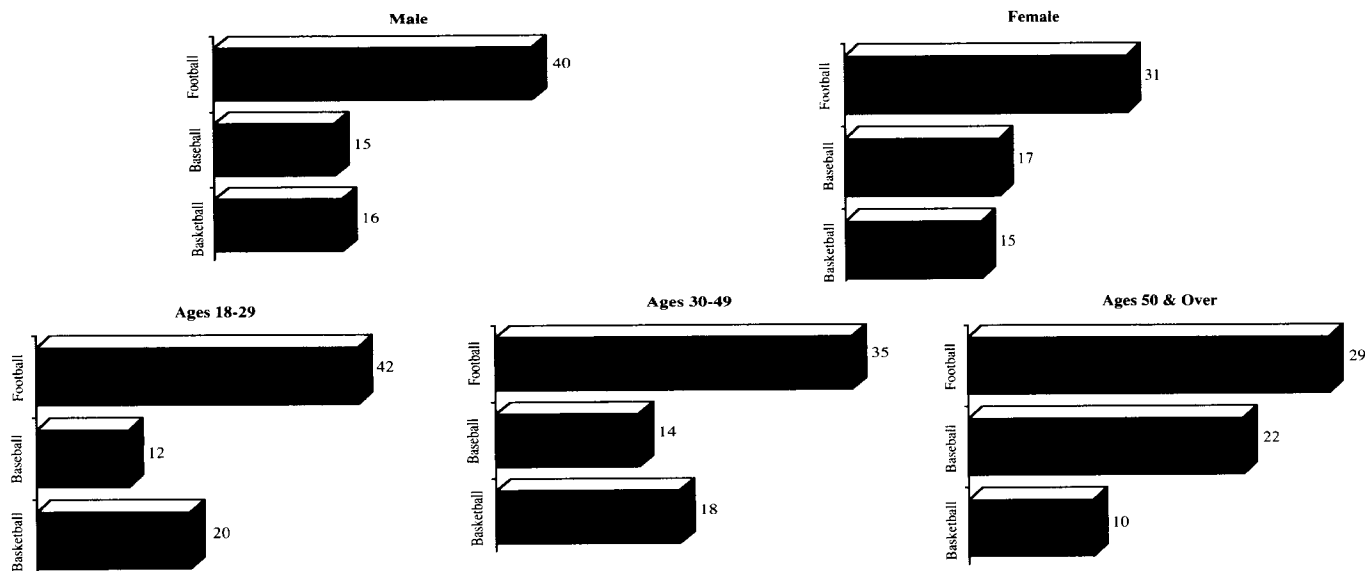
| | In thousands | | | | | |
|-------------------|--------------|---------|---------|---------|---------|---------|
| | 1946 | 1955 | 1965 | 1975 | 1985 | 1990 |
| Baseball, M.L. | 18,773 | 16,979 | 22,806 | 30,373 | 47,742 | 54,824 |
| Football, NFL | 1,732 | 2,608 | 6,545 | 10,689 | 14,058 | 17,666 |
| Football, college | | 17,267 | 24,683 | 31,688 | 36,312 | 36,627 |
| Basketball, NBA | | 986 | 2,086 | 7,591 | 11,534 | 18,586 |
| Hockey, NHL | | | 2,823 | 10,306 | 12,742 | 13,935 |
| Population | 140,054 | 164,308 | 193,526 | 215,465 | 238,736 | 248,710 |
| GNP, 1982 \$ | 1,096.9 | 1,494.9 | 2,087.6 | 2,695.0 | 3,618.7 | 4,157.3 |
| | billion | billion | billion | billion | billion | billion |

Source: U.S. Bureau of the Census, *Statistical Abstract of the United States*, 1969, 1977, 1990; U.S. Bureau of the Census, *Historical Statistics of the United States, Colonial Times to 1970*, Part 1, Series A 6-8 and H 862-877; Major League Baseball Commissioner's Office; National Football League; National Collegiate Athletic Association; National Basketball Association; and National Hockey League.

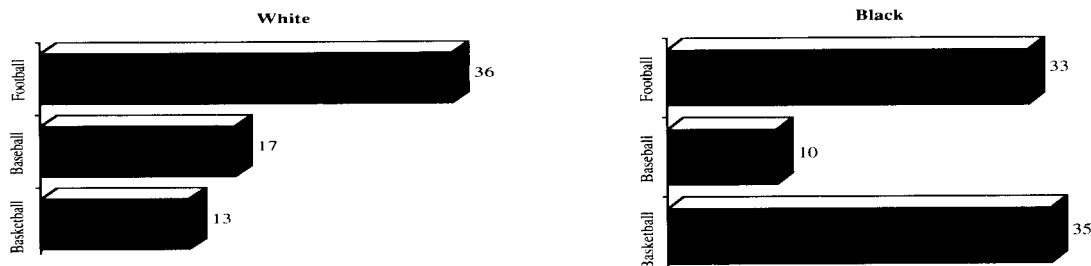
BASEBALL IN DECLINE



SPORTING NATION: WHO WATCHES WHAT?



| EDUCATION | | | |
|-----------------|-------------------------------|---------------------|-------------------------------|
| | Some College/ College Grad | High School Grad | Less than High School Grad |
| Football | 38% | 36% | 26% |
| Baseball | 13 | 17 | 25 |
| Basketball | 19 | 15 | 8 |



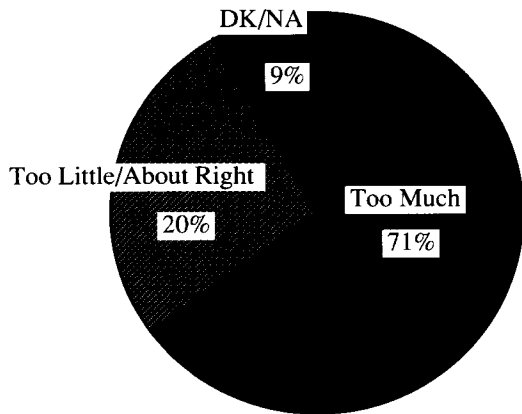
Question: What is your favorite sport to watch?

Source: Survey by the Gallup Organization, February 15-18, 1990.

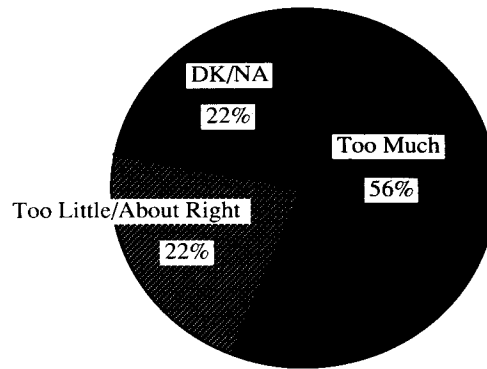
Editor's Note: Sports play a very large part in American life—which worries some people who see in it shameful overemphasis, while it delights others for whom an arena or ballpark is paradise. Like it or not, the level of public interest is extraordinarily high, and growing with increased leisure and affluence. Against this backdrop of "more" virtually everywhere, the three major professional team sports have experienced drastic shifts in their respective fortunes. One gets quite different pictures depending on the measure, but by all accounts football is now securely number 1 in fan interest, having decisively vanquished baseball as the "national pastime." So large a reversal in popular tastes is rare indeed, which makes it sociologically interesting.

Gallup first asked Americans "What is your favorite sport to watch?" way back in 1937: 34% said baseball, 23% football, and 8% basketball. These proportions were little changed over the 1940s, 1950s, and early 1960s. But in the next decade baseball's fortunes plummeted, while football's soared: in 1972, 36% told Gallup football was their favorite sport; just 21% picked baseball; 8% thought basketball was best. Over the last 20 years, it has been basketball which has made the big move in fan interest (15% picking it as their favorite spectator sport in a 1990 Gallup survey), while football has maintained its roughly 35% share and baseball has dipped further. An end to these reversals isn't in sight. The 1990 Gallup study found baseball much more popular among those 50 years and older than among the young, whereas both football and basketball do best among those 18-29 years of age. The decline in blacks' interest in baseball is especially striking.

SPORTING NATION: PLAYERS' PAY TOO HIGH



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?



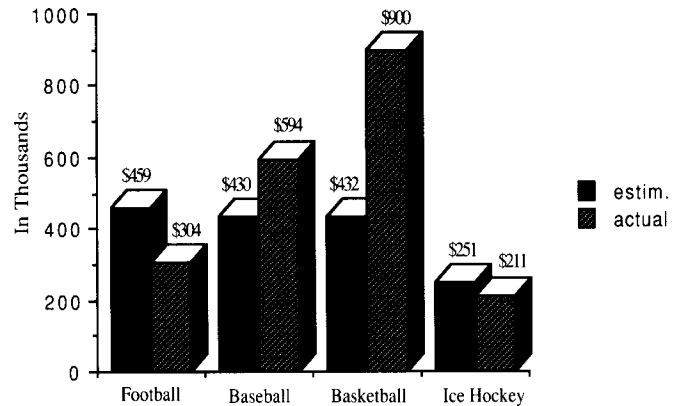
Question: What about the owners of major league baseball teams—Do the owners generally make too much money, too little money, or do you think their incomes are about right?

Source: Survey by CBS News/New York Times, April 1-3, 1991.

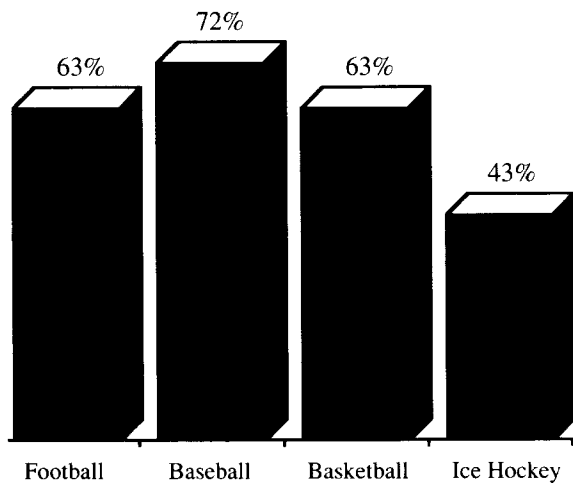
Question: What would you estimate are the average yearly salaries paid to professional athletes in each of the following sports?

Note: Estimated average salaries were calculated using the midpoints of seven salary ranges offered to respondents, with an eighth range (\$1 million or more) being assigned the value of \$1.225 million. (Survey by Lieberman Research for Sports Illustrated, November 20-December 21, 1990) Actual average salaries are based on figures supplied by Major League Baseball Players Association, National Football League Management Council, National Basketball Players Association and National Hockey League Players Association.

Estimated vs. Actual Salaries



Percent Who Feel Players Are Overpaid

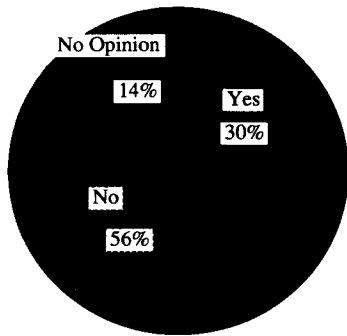


Question: How do you feel about the salaries paid to professional athletes in each of the following sports? Overpaid, about right, or underpaid?

Source: Survey by Lieberman Research for Sports Illustrated, November 20-December 21, 1990.

SPORTING NATION: OTHER ISSUES

DON'T PAY STUDENT ATHLETES



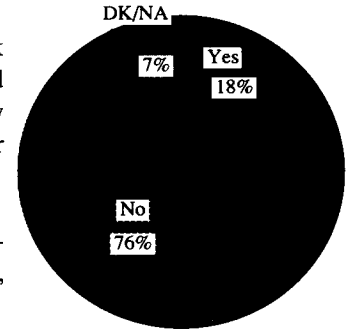
Then

Question: Do you think colleges should pay their athletes?

Source: Survey by the Gallup Organization, January 20-25, 1938.

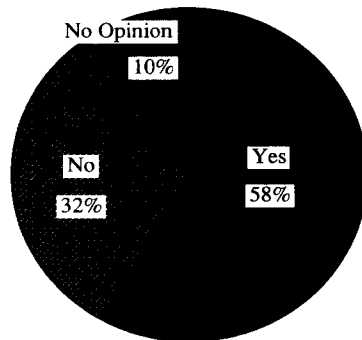
Question: Do you think (Division I) colleges should be permitted to pay money to their student athletes, or not?

Source: Survey by Associated Press/Media General, March 6-15, 1989.



Now

COLLEGIATE OVEREMPHASIS



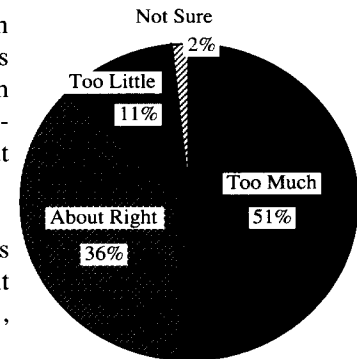
Then

Question: In general, do you think there is too much emphasis (importance) put on athletics today in colleges and universities, or not?

Source: Survey by the Gallup Organization, September 21-26, 1951.

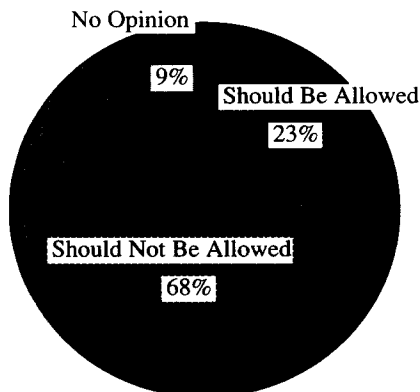
Question: Do you feel that in most colleges and universities there is too much emphasis given to the importance of inter-collegiate athletics, too little, or about the right amount?

Source: Survey by Louis Harris & Associates for the Knight Commission, December 18, 1990-February 17, 1991.



Now

LOCKER ROOM PRIVACY



Question: Do you think female journalists should be allowed into male athletes' locker rooms to get interviews?

Note: When asked if male journalists should be allowed into female athletes' locker rooms to get interviews, the response percentages were exactly the same.

Source: Survey by Lieberman Research for Sports Illustrated, November 20-December 21, 1990.