

# **Sports Fan/Social Media Report 2012**

## **Baseball: Minor League**

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## INTRODUCTION

Sports Fan Market 2012 is a statistical study of 16 sports attended or viewed from October 2011 to September 2012. The consumer survey was conducted online in October 2012 among a representative panel of U.S. consumers age 13 or older. A total of 38,314 panel members were sent an email invitation with a link to complete the survey.

Each respondent reported on their attendance or viewership (on television, computer/laptop/netbook, tablet, or a smart phone) of 16 professional and college sports from October 2011 to September 2012. The age and gender of the respondent was obtained as well as the place of purchase, the amount spent on related sports apparel purchased, participation in sports, sponsorship influence, sports-related activities on computers and mobile devices, and social media usage during the same time period.

The data is weighted to represent the demographic composition of the continental U.S. based households on the following five characteristics: geographic region, income, household size, age and gender. Residents of Alaska and Hawaii were not included in this survey. The data is also weighted to the U.S. population of 259.6 million individuals age 13 or older.

The tables in this report show the demographic distribution of participants for each sport by geographic region. The states in the geographic regions are:

<b>Northeast</b>		<b>North Central</b>		<b>South</b>			<b>West</b>	
<b><u>New England</u></b>	<b><u>Middle Atlantic</u></b>	<b><u>East North Central</u></b>	<b><u>West North Central</u></b>	<b><u>South Atlantic</u></b>	<b><u>East South Central</u></b>	<b><u>West South Central</u></b>	<b><u>Mountain</u></b>	<b><u>Pacific</u></b>
CT	NJ	IL	IA	DE	AL	AR	AZ	CA
ME	NY	IN	KS	FL	KY	LA	CO	OR
MA	PA	MI	MN	GA	MS	OK	ID	WA
NH		OH	MO	MD	TN	TX	MT	
RI		WI	NE	NC			NV	
VT			ND	SC			NM	
			SD	VA			UT	
				WV			WY	
				DC				

These regions are the same as those used by the U.S. Bureau of the Census, except Alaska and Hawaii are not included.

The data for individual activities are percentaged both horizontally and vertically.

In most tables, three figures are shown:

The first (top) indicates attendance or TV viewership (in thousands).

The second (middle) is the vertical percentage.

The third (bottom) is the horizontal percentage.\*

\*An extra auxiliary vertical percentage is shown on a secondary base row in some tables.

In these tables, the auxiliary percentage is the third figure shown before the fourth, horizontal percentage.

Summary: Attended or Watched (any)

	Gender			Age					Household Income				Region			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Total US (age 13+)	259637	126761	132876	21655	30422	42004	62482	103074	65039	64624	75451	54524	47565	58704	97156	56211
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	48.8	51.2	8.3	11.7	16.2	24.1	39.7	25.0	24.9	29.1	21.0	18.3	22.6	37.4	21.6
Attended/Watched any sport at least once	179023	89387	89636	14729	17205	27305	42028	77754	40001	43921	54487	40613	32885	42697	65066	38375
	69.0	70.5	67.5	68.0	56.6	65.0	67.3	75.4	61.5	68.0	72.2	74.5	69.1	72.7	67.0	68.3
	100.0	49.9	50.1	8.2	9.6	15.3	23.5	43.4	22.3	24.5	30.4	22.7	18.4	23.8	36.3	21.4
Attended/Watched any sport more than once	174871	88074	86797	14401	16619	26525	40985	76342	38357	42976	53469	40069	32249	41401	63698	37523
	67.4	69.5	65.3	66.5	54.6	63.1	65.6	74.1	59.0	66.5	70.9	73.5	67.8	70.5	65.6	66.8
	100.0	50.4	49.6	8.2	9.5	15.2	23.4	43.7	21.9	24.6	30.6	22.9	18.4	23.7	36.4	21.5
Auto Racing: Indy Car	27839	17624	10214	1759	1402	3273	6230	15175	6089	6463	9650	5637	4057	7631	10395	5755
	10.7	13.9	7.7	8.1	4.6	7.8	10.0	14.7	9.4	10.0	12.8	10.3	8.5	13.0	10.7	10.2
	100.0	63.3	36.7	6.3	5.0	11.8	22.4	54.5	21.9	23.2	34.7	20.2	14.6	27.4	37.3	20.7
Auto Racing: NASCAR Sprint Cup/ Nationwide Series	40696	25313	15383	2899	2764	3896	10827	20311	9386	9986	13490	7834	6097	10649	16769	7180
	15.7	20.0	11.6	13.4	9.1	9.3	17.3	19.7	14.4	15.5	17.9	14.4	12.8	18.1	17.3	12.8
	100.0	62.2	37.8	7.1	6.8	9.6	26.6	49.9	23.1	24.5	33.1	19.3	15.0	26.2	41.2	17.6
Baseball: MLB	120292	64231	56061	8136	10707	17549	26144	57756	23433	29184	37556	30118	24333	31792	38897	25271
	46.3	50.7	42.2	37.6	35.2	41.8	41.8	56.0	36.0	45.2	49.8	55.2	51.2	54.2	40.0	45.0
	100.0	53.4	46.6	6.8	8.9	14.6	21.7	48.0	19.5	24.3	31.2	25.0	20.2	26.4	32.3	21.0
Baseball: Minor League	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532
	12.1	12.9	11.3	10.7	10.9	10.3	12.4	13.3	7.9	9.5	13.9	17.7	14.1	14.0	11.2	9.8
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6
Basketball: NBA	85556	47535	38020	7661	8115	14383	19139	36257	17857	19681	27023	20995	14302	19574	32273	19407
	33.0	37.5	28.6	35.4	26.7	34.2	30.6	35.2	27.5	30.5	35.8	38.5	30.1	33.3	33.2	34.5
	100.0	55.6	44.4	9.0	9.5	16.8	22.4	42.4	20.9	23.0	31.6	24.5	16.7	22.9	37.7	22.7
Basketball: WNBA	22425	13136	9289	1661	1600	2222	4885	12058	3975	5419	6705	6326	4245	4572	8740	4869
	8.6	10.4	7.0	7.7	5.3	5.3	7.8	11.7	6.1	8.4	8.9	11.6	8.9	7.8	9.0	8.7
	100.0	58.6	41.4	7.4	7.1	9.9	21.8	53.8	17.7	24.2	29.9	28.2	18.9	20.4	39.0	21.7
Basketball: College	78416	44201	34215	4693	7123	12068	17301	37231	16153	17563	24585	20116	11433	22489	30118	14377
	30.2	34.9	25.7	21.7	23.4	28.7	27.7	36.1	24.8	27.2	32.6	36.9	24.0	38.3	31.0	25.6
	100.0	56.4	43.6	6.0	9.1	15.4	22.1	47.5	20.6	22.4	31.4	25.7	14.6	28.7	38.4	18.3
Fishing: Bass Pro Bassmaster, etc.	14799	9861	4937	1530	1395	1448	3396	7030	3349	3982	4528	2939	1294	3507	7532	2466
	5.7	7.8	3.7	7.1	4.6	3.4	5.4	6.8	5.1	6.2	6.0	5.4	2.7	6.0	7.8	4.4
	100.0	66.6	33.4	10.3	9.4	9.8	22.9	47.5	22.6	26.9	30.6	19.9	8.7	23.7	50.9	16.7
Football: NFL	152666	78709	73958	11828	14293	23337	35799	67409	33318	36921	47054	35374	27552	37163	55582	32370
	58.8	62.1	55.7	54.6	47.0	55.6	57.3	65.4	51.2	57.1	62.4	64.9	57.9	63.3	57.2	57.6
	100.0	51.6	48.4	7.7	9.4	15.3	23.4	44.2	21.8	24.2	30.8	23.2	18.0	24.3	36.4	21.2

Summary: Attended or Watched (any)

	Gender			Age					Household Income				Region			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Football: College	123598	65809	57789	8530	13055	18846	28137	55029	26971	27869	38826	29932	17096	32088	49668	24746
	47.6	51.9	43.5	39.4	42.9	44.9	45.0	53.4	41.5	43.1	51.5	54.9	35.9	54.7	51.1	44.0
	100.0	53.2	46.8	6.9	10.6	15.2	22.8	44.5	21.8	22.5	31.4	24.2	13.8	26.0	40.2	20.0
Hockey: NHL	53495	30817	22677	4082	4665	8787	13882	22079	8939	12379	17286	14890	13626	13664	15596	10609
	20.6	24.3	17.1	18.9	15.3	20.9	22.2	21.4	13.7	19.2	22.9	27.3	28.6	23.3	16.1	18.9
	100.0	57.6	42.4	7.6	8.7	16.4	25.9	41.3	16.7	23.1	32.3	27.8	25.5	25.5	29.2	19.8
Hockey: Minor League	12616	7391	5225	1729	1341	2324	3447	3775	2867	2617	4367	2764	2943	3961	3641	2072
	4.9	5.8	3.9	8.0	4.4	5.5	5.5	3.7	4.4	4.0	5.8	5.1	6.2	6.7	3.7	3.7
	100.0	58.6	41.4	13.7	10.6	18.4	27.3	29.9	22.7	20.7	34.6	21.9	23.3	31.4	28.9	16.4
Lacrosse: Major Lacrosse League, National Lacrosse League	6107	4249	1858	531	1027	651	1597	2299	913	1286	1934	1974	1288	1287	2365	1166
	2.4	3.4	1.4	2.5	3.4	1.6	2.6	2.2	1.4	2.0	2.6	3.6	2.7	2.2	2.4	2.1
	100.0	69.6	30.4	8.7	16.8	10.7	26.2	37.7	14.9	21.1	31.7	32.3	21.1	21.1	38.7	19.1
Mixed Martial Arts	28538	20275	8263	4559	4176	6157	7372	6274	6756	8290	8033	5458	4267	7365	10754	6152
	11.0	16.0	6.2	21.1	13.7	14.7	11.8	6.1	10.4	12.8	10.6	10.0	9.0	12.5	11.1	10.9
	100.0	71.0	29.0	16.0	14.6	21.6	25.8	22.0	23.7	29.0	28.1	19.1	15.0	25.8	37.7	21.6
Soccer: MLS	37991	22012	15978	4021	4491	5827	9390	14263	7664	7332	12133	10861	8162	7476	12633	9719
	14.6	17.4	12.0	18.6	14.8	13.9	15.0	13.8	11.8	11.3	16.1	19.9	17.2	12.7	13.0	17.3
	100.0	57.9	42.1	10.6	11.8	15.3	24.7	37.5	20.2	19.3	31.9	28.6	21.5	19.7	33.3	25.6
Soccer: Non-USA	37515	23843	13672	4172	4651	7383	8985	12323	8556	8138	10438	10382	7916	7108	13003	9487
	14.4	18.8	10.3	19.3	15.3	17.6	14.4	12.0	13.2	12.6	13.8	19.0	16.6	12.1	13.4	16.9
	100.0	63.6	36.4	11.1	12.4	19.7	24.0	32.8	22.8	21.7	27.8	27.7	21.1	18.9	34.7	25.3



Fan Activity by Sport Category: Total Fans  
Base: Attended/Watched any sport at least once

	Total	Gender		Age					Household Income				Region			
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Attended/Watched any sport at least once	179023	89387	89636	14729	17205	27305	42028	77754	40001	43921	54487	40613	32885	42697	65066	38375
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	49.9	50.1	8.2	9.6	15.3	23.5	43.4	22.3	24.5	30.4	22.7	18.4	23.8	36.3	21.4
Auto Racing: Indy Car	27839	17624	10214	1759	1402	3273	6230	15175	6089	6463	9650	5637	4057	7631	10395	5755
	15.6	19.7	11.4	11.9	8.1	12.0	14.8	19.5	15.2	14.7	17.7	13.9	12.3	17.9	16.0	15.0
	100.0	63.3	36.7	6.3	5.0	11.8	22.4	54.5	21.9	23.2	34.7	20.2	14.6	27.4	37.3	20.7
Auto Racing: NASCAR Sprint Cup/ Nationwide Series	40696	25313	15383	2899	2764	3896	10827	20311	9386	9986	13490	7834	6097	10649	16769	7180
	22.7	28.3	17.2	19.7	16.1	14.3	25.8	26.1	23.5	22.7	24.8	19.3	18.5	24.9	25.8	18.7
	100.0	62.2	37.8	7.1	6.8	9.6	26.6	49.9	23.1	24.5	33.1	19.3	15.0	26.2	41.2	17.6
Baseball: MLB	120292	64231	56061	8136	10707	17549	26144	57756	23433	29184	37556	30118	24333	31792	38897	25271
	67.2	71.9	62.5	55.2	62.2	64.3	62.2	74.3	58.6	66.4	68.9	74.2	74.0	74.5	59.8	65.9
	100.0	53.4	46.6	6.8	8.9	14.6	21.7	48.0	19.5	24.3	31.2	25.0	20.2	26.4	32.3	21.0
Baseball: Minor League	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532
	17.5	18.3	16.7	15.7	19.3	15.8	18.4	17.6	12.9	13.9	19.2	23.7	20.5	19.2	16.8	14.4
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6
Basketball: NBA	85556	47535	38020	7661	8115	14383	19139	36257	17857	19681	27023	20995	14302	19574	32273	19407
	47.8	53.2	42.4	52.0	47.2	52.7	45.5	46.6	44.6	44.8	49.6	51.7	43.5	45.8	49.6	50.6
	100.0	55.6	44.4	9.0	9.5	16.8	22.4	42.4	20.9	23.0	31.6	24.5	16.7	22.9	37.7	22.7
Basketball: WNBA	22425	13136	9289	1661	1600	2222	4885	12058	3975	5419	6705	6326	4245	4572	8740	4869
	12.5	14.7	10.4	11.3	9.3	8.1	11.6	15.5	9.9	12.3	12.3	15.6	12.9	10.7	13.4	12.7
	100.0	58.6	41.4	7.4	7.1	9.9	21.8	53.8	17.7	24.2	29.9	28.2	18.9	20.4	39.0	21.7
Basketball: College	78416	44201	34215	4693	7123	12068	17301	37231	16153	17563	24585	20116	11433	22489	30118	14377
	43.8	49.4	38.2	31.9	41.4	44.2	41.2	47.9	40.4	40.0	45.1	49.5	34.8	52.7	46.3	37.5
	100.0	56.4	43.6	6.0	9.1	15.4	22.1	47.5	20.6	22.4	31.4	25.7	14.6	28.7	38.4	18.3
Fishing: Bass Pro Bassmaster, etc.	14799	9861	4937	1530	1395	1448	3396	7030	3349	3982	4528	2939	1294	3507	7532	2466
	8.3	11.0	5.5	10.4	8.1	5.3	8.1	9.0	8.4	9.1	8.3	7.2	3.9	8.2	11.6	6.4
	100.0	66.6	33.4	10.3	9.4	9.8	22.9	47.5	22.6	26.9	30.6	19.9	8.7	23.7	50.9	16.7
Football: NFL	152666	78709	73958	11828	14293	23337	35799	67409	33318	36921	47054	35374	27552	37163	55582	32370
	85.3	88.1	82.5	80.3	83.1	85.5	85.2	86.7	83.3	84.1	86.4	87.1	83.8	87.0	85.4	84.4
	100.0	51.6	48.4	7.7	9.4	15.3	23.4	44.2	21.8	24.2	30.8	23.2	18.0	24.3	36.4	21.2
Football: College	123598	65809	57789	8530	13055	18846	28137	55029	26971	27869	38826	29932	17096	32088	49668	24746
	69.0	73.6	64.5	57.9	75.9	69.0	66.9	70.8	67.4	63.5	71.3	73.7	52.0	75.2	76.3	64.5
	100.0	53.2	46.8	6.9	10.6	15.2	22.8	44.5	21.8	22.5	31.4	24.2	13.8	26.0	40.2	20.0

Fan Activity by Sport Category: Total Fans  
Base: Attended/Watched any sport at least once

	Gender			Age					Household Income				Region			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Hockey: NHL	53495	30817	22677	4082	4665	8787	13882	22079	8939	12379	17286	14890	13626	13664	15596	10609
	29.9	34.5	25.3	27.7	27.1	32.2	33.0	28.4	22.3	28.2	31.7	36.7	41.4	32.0	24.0	27.6
	100.0	57.6	42.4	7.6	8.7	16.4	25.9	41.3	16.7	23.1	32.3	27.8	25.5	25.5	29.2	19.8
Hockey: Minor League	12616	7391	5225	1729	1341	2324	3447	3775	2867	2617	4367	2764	2943	3961	3641	2072
	7.0	8.3	5.8	11.7	7.8	8.5	8.2	4.9	7.2	6.0	8.0	6.8	8.9	9.3	5.6	5.4
	100.0	58.6	41.4	13.7	10.6	18.4	27.3	29.9	22.7	20.7	34.6	21.9	23.3	31.4	28.9	16.4
Lacrosse: Major Lacrosse League, National Lacrosse League	6107	4249	1858	531	1027	651	1597	2299	913	1286	1934	1974	1288	1287	2365	1166
	3.4	4.8	2.1	3.6	6.0	2.4	3.8	3.0	2.3	2.9	3.5	4.9	3.9	3.0	3.6	3.0
	100.0	69.6	30.4	8.7	16.8	10.7	26.2	37.7	14.9	21.1	31.7	32.3	21.1	21.1	38.7	19.1
Mixed Martial Arts	28538	20275	8263	4559	4176	6157	7372	6274	6756	8290	8033	5458	4267	7365	10754	6152
	15.9	22.7	9.2	31.0	24.3	22.5	17.5	8.1	16.9	18.9	14.7	13.4	13.0	17.3	16.5	16.0
	100.0	71.0	29.0	16.0	14.6	21.6	25.8	22.0	23.7	29.0	28.1	19.1	15.0	25.8	37.7	21.6
Soccer: MLS	37991	22012	15978	4021	4491	5827	9390	14263	7664	7332	12133	10861	8162	7476	12633	9719
	21.2	24.6	17.8	27.3	26.1	21.3	22.3	18.3	19.2	16.7	22.3	26.7	24.8	17.5	19.4	25.3
	100.0	57.9	42.1	10.6	11.8	15.3	24.7	37.5	20.2	19.3	31.9	28.6	21.5	19.7	33.3	25.6
Soccer: Non-USA	37515	23843	13672	4172	4651	7383	8985	12323	8556	8138	10438	10382	7916	7108	13003	9487
	21.0	26.7	15.3	28.3	27.0	27.0	21.4	15.8	21.4	18.5	19.2	25.6	24.1	16.6	20.0	24.7
	100.0	63.6	36.4	11.1	12.4	19.7	24.0	32.8	22.8	21.7	27.8	27.7	21.1	18.9	34.7	25.3

Fan Activity by Sport Category: Attendance  
Base: Attended any sport at least once

	Total	Gender		Age					Household Income				Region			
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Attended any sport at least once	79540	42001	37539	6869	9381	15728	19343	28219	13913	17875	25784	21968	14853	21654	26876	16157
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.8	47.2	8.6	11.8	19.8	24.3	35.5	17.5	22.5	32.4	27.6	18.7	27.2	33.8	20.3
Auto Racing: Indy Car	1506	1176	330	170	153	534	355	293	472	554	267	213	319	401	728	57
	1.9	2.8	0.9	2.5	1.6	3.4	1.8	1.0	3.4	3.1	1.0	1.0	2.1	1.9	2.7	0.4
	100.0	78.1	21.9	11.3	10.2	35.5	23.6	19.5	31.4	36.8	17.7	14.1	21.2	26.6	48.4	3.8
Auto Racing: NASCAR Sprint Cup/ Nationwide Series	3791	2056	1735	436	377	325	1304	1349	456	1105	1280	949	748	876	1528	640
	4.8	4.9	4.6	6.3	4.0	2.1	6.7	4.8	3.3	6.2	5.0	4.3	5.0	4.0	5.7	4.0
	100.0	54.2	45.8	11.5	9.9	8.6	34.4	35.6	12.0	29.2	33.8	25.0	19.7	23.1	40.3	16.9
Baseball: MLB	36802	20524	16278	2242	3601	7949	9762	13247	5418	7992	11471	11922	7899	11887	9492	7524
	46.3	48.9	43.4	32.6	38.4	50.5	50.5	46.9	38.9	44.7	44.5	54.3	53.2	54.9	35.3	46.6
	100.0	55.8	44.2	6.1	9.8	21.6	26.5	36.0	14.7	21.7	31.2	32.4	21.5	32.3	25.8	20.4
Baseball: Minor League	20322	11325	8996	771	1838	3004	5104	9604	2766	3484	7029	7043	4699	5124	7453	3046
	25.5	27.0	24.0	11.2	19.6	19.1	26.4	34.0	19.9	19.5	27.3	32.1	31.6	23.7	27.7	18.9
	100.0	55.7	44.3	3.8	9.0	14.8	25.1	47.3	13.6	17.1	34.6	34.7	23.1	25.2	36.7	15.0
Basketball: NBA	11386	6989	4397	1069	1440	2882	2928	3068	1724	3167	3720	2775	2045	2773	3523	3046
	14.3	16.6	11.7	15.6	15.3	18.3	15.1	10.9	12.4	17.7	14.4	12.6	13.8	12.8	13.1	18.9
	100.0	61.4	38.6	9.4	12.6	25.3	25.7	26.9	15.1	27.8	32.7	24.4	18.0	24.3	30.9	26.8
Basketball: WNBA	1092	839	253	58	57	155	590	232	371	107	392	223	174	186	376	356
	1.4	2.0	0.7	0.8	0.6	1.0	3.0	0.8	2.7	0.6	1.5	1.0	1.2	0.9	1.4	2.2
	100.0	76.8	23.2	5.3	5.2	14.2	54.0	21.3	33.9	9.8	35.9	20.4	15.9	17.1	34.5	32.6
Basketball: College	12983	7241	5742	684	2232	2409	2398	5259	2906	1957	4122	3998	1935	4615	4028	2405
	16.3	17.2	15.3	10.0	23.8	15.3	12.4	18.6	20.9	10.9	16.0	18.2	13.0	21.3	15.0	14.9
	100.0	55.8	44.2	5.3	17.2	18.6	18.5	40.5	22.4	15.1	31.7	30.8	14.9	35.5	31.0	18.5
Fishing: Bass Pro Bassmaster, etc.	1630	993	637	471	39	238	467	414	576	515	329	209	104	290	1135	100
	2.0	2.4	1.7	6.9	0.4	1.5	2.4	1.5	4.1	2.9	1.3	1.0	0.7	1.3	4.2	0.6
	100.0	60.9	39.1	28.9	2.4	14.6	28.7	25.4	35.3	31.6	20.2	12.8	6.4	17.8	69.7	6.1
Football: NFL	19190	11118	8072	1486	2051	3879	6116	5658	2050	4902	5278	6959	2696	6376	7137	2980
	24.1	26.5	21.5	21.6	21.9	24.7	31.6	20.0	14.7	27.4	20.5	31.7	18.2	29.4	26.6	18.4
	100.0	57.9	42.1	7.7	10.7	20.2	31.9	29.5	10.7	25.5	27.5	36.3	14.1	33.2	37.2	15.5
Football: College	25006	13426	11581	1824	4792	5296	4963	8132	4562	5472	7986	6987	3086	7217	10012	4691
	31.4	32.0	30.8	26.6	51.1	33.7	25.7	28.8	32.8	30.6	31.0	31.8	20.8	33.3	37.3	29.0
	100.0	53.7	46.3	7.3	19.2	21.2	19.8	32.5	18.2	21.9	31.9	27.9	12.3	28.9	40.0	18.8

Fan Activity by Sport Category: Attendance  
Base: Attended any sport at least once

	Gender			Age					Household Income				Region			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Hockey: NHL	11746	7588	4158	1026	729	2687	3951	3352	1033	2787	3706	4220	3705	2411	3706	1925
	14.8	18.1	11.1	14.9	7.8	17.1	20.4	11.9	7.4	15.6	14.4	19.2	24.9	11.1	13.8	11.9
	100.0	64.6	35.4	8.7	6.2	22.9	33.6	28.5	8.8	23.7	31.5	35.9	31.5	20.5	31.6	16.4
Hockey: Minor League	6963	3622	3341	704	792	1477	2175	1815	1466	1610	2241	1645	1461	2734	1899	870
	8.8	8.6	8.9	10.3	8.4	9.4	11.2	6.4	10.5	9.0	8.7	7.5	9.8	12.6	7.1	5.4
	100.0	52.0	48.0	10.1	11.4	21.2	31.2	26.1	21.1	23.1	32.2	23.6	21.0	39.3	27.3	12.5
Lacrosse: Major Lacrosse League, National Lacrosse League	905	468	437	109	132	145	363	156		97	358	450	299	45	352	210
	1.1	1.1	1.2	1.6	1.4	0.9	1.9	0.6		0.5	1.4	2.0	2.0	0.2	1.3	1.3
	100.0	51.7	48.3	12.1	14.5	16.0	40.1	17.2		10.7	39.6	49.7	33.0	4.9	38.8	23.2
Mixed Martial Arts	2114	1296	817	260	579	318	659	297	313	777	519	504	231	651	717	514
	2.7	3.1	2.2	3.8	6.2	2.0	3.4	1.1	2.3	4.3	2.0	2.3	1.6	3.0	2.7	3.2
	100.0	61.3	38.7	12.3	27.4	15.1	31.2	14.1	14.8	36.8	24.5	23.9	10.9	30.8	33.9	24.3
Soccer: MLS	3814	2073	1741	292	468	1040	1369	646	557	514	1446	1296	958	503	784	1569
	4.8	4.9	4.6	4.2	5.0	6.6	7.1	2.3	4.0	2.9	5.6	5.9	6.4	2.3	2.9	9.7
	100.0	54.4	45.6	7.7	12.3	27.3	35.9	16.9	14.6	13.5	37.9	34.0	25.1	13.2	20.6	41.1
Soccer: Non-USA	1540	733	807		114	778	346	302	310	374	620	235	343	253	370	574
	1.9	1.7	2.1		1.2	4.9	1.8	1.1	2.2	2.1	2.4	1.1	2.3	1.2	1.4	3.6
	100.0	47.6	52.4		7.4	50.5	22.4	19.6	20.2	24.3	40.3	15.3	22.3	16.4	24.0	37.3

Fan Activity by Sport Category: Mobile Usage  
Base: Used Mobile Device for sport-related activity

	Total	Gender		Age					Household Income				Region			
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Used Mobile Device for sport-related activity	76623	40393	36229	6565	11450	17840	20969	19798	15680	18302	23069	19570	13330	17814	30120	15359
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.7	47.3	8.6	14.9	23.3	27.4	25.8	20.5	23.9	30.1	25.5	17.4	23.2	39.3	20.0
Auto Racing: Indy Car	11620	7696	3924	973	889	2328	2880	4550	2336	2967	3508	2809	1564	3224	4805	2027
	15.2	19.1	10.8	14.8	7.8	13.1	13.7	23.0	14.9	16.2	15.2	14.4	11.7	18.1	16.0	13.2
	100.0	66.2	33.8	8.4	7.7	20.0	24.8	39.2	20.1	25.5	30.2	24.2	13.5	27.7	41.4	17.4
Auto Racing: NASCAR Sprint Cup/ Nationwide Series	18260	11503	6757	1613	2018	2695	5865	6070	3624	4434	5720	4482	2489	4485	8440	2846
	23.8	28.5	18.7	24.6	17.6	15.1	28.0	30.7	23.1	24.2	24.8	22.9	18.7	25.2	28.0	18.5
	100.0	63.0	37.0	8.8	11.0	14.8	32.1	33.2	19.8	24.3	31.3	24.5	13.6	24.6	46.2	15.6
Baseball: MLB	56616	31507	25109	4708	8046	12601	15064	16197	10771	12697	17168	15980	10861	14423	20214	11117
	73.9	78.0	69.3	71.7	70.3	70.6	71.8	81.8	68.7	69.4	74.4	81.7	81.5	81.0	67.1	72.4
	100.0	55.7	44.3	8.3	14.2	22.3	26.6	28.6	19.0	22.4	30.3	28.2	19.2	25.5	35.7	19.6
Baseball: Minor League	15333	8545	6788	1127	2100	3395	4236	4476	1955	2752	5507	5118	3219	3825	6160	2128
	20.0	21.2	18.7	17.2	18.3	19.0	20.2	22.6	12.5	15.0	23.9	26.2	24.1	21.5	20.5	13.9
	100.0	55.7	44.3	7.3	13.7	22.1	27.6	29.2	12.8	17.9	35.9	33.4	21.0	24.9	40.2	13.9
Basketball: NBA	43658	26105	17552	4105	6275	10571	10932	11775	8972	10210	14005	10470	7094	9775	17700	9089
	57.0	64.6	48.4	62.5	54.8	59.3	52.1	59.5	57.2	55.8	60.7	53.5	53.2	54.9	58.8	59.2
	100.0	59.8	40.2	9.4	14.4	24.2	25.0	27.0	20.6	23.4	32.1	24.0	16.2	22.4	40.5	20.8
Basketball: WNBA	9784	5695	4090	1185	1009	1896	2503	3191	2030	2215	3175	2365	1726	1853	4415	1790
	12.8	14.1	11.3	18.1	8.8	10.6	11.9	16.1	12.9	12.1	13.8	12.1	13.0	10.4	14.7	11.7
	100.0	58.2	41.8	12.1	10.3	19.4	25.6	32.6	20.7	22.6	32.4	24.2	17.6	18.9	45.1	18.3
Basketball: College	39633	23518	16115	2501	4921	9281	9982	12949	7938	8268	12206	11221	5476	10794	16275	7088
	51.7	58.2	44.5	38.1	43.0	52.0	47.6	65.4	50.6	45.2	52.9	57.3	41.1	60.6	54.0	46.1
	100.0	59.3	40.7	6.3	12.4	23.4	25.2	32.7	20.0	20.9	30.8	28.3	13.8	27.2	41.1	17.9
Fishing: Bass Pro Bassmaster, etc.	7457	5145	2312	1299	913	1123	1889	2233	1488	2258	1897	1813	666	1492	4304	995
	9.7	12.7	6.4	19.8	8.0	6.3	9.0	11.3	9.5	12.3	8.2	9.3	5.0	8.4	14.3	6.5
	100.0	69.0	31.0	17.4	12.2	15.1	25.3	29.9	20.0	30.3	25.4	24.3	8.9	20.0	57.7	13.3
Football: NFL	68787	36773	32014	5295	10138	16067	18800	18485	13782	16080	20857	18067	11841	16393	26855	13698
	89.8	91.0	88.4	80.7	88.5	90.1	89.7	93.4	87.9	87.9	90.4	92.3	88.8	92.0	89.2	89.2
	100.0	53.5	46.5	7.7	14.7	23.4	27.3	26.9	20.0	23.4	30.3	26.3	17.2	23.8	39.0	19.9
Football: College	59957	32745	27212	4085	9160	13731	15742	17239	12508	13175	18307	15966	8584	15045	25332	10995
	78.2	81.1	75.1	62.2	80.0	77.0	75.1	87.1	79.8	72.0	79.4	81.6	64.4	84.5	84.1	71.6
	100.0	54.6	45.4	6.8	15.3	22.9	26.3	28.8	20.9	22.0	30.5	26.6	14.3	25.1	42.3	18.3

Fan Activity by Sport Category: Mobile Usage  
Base: Used Mobile Device for sport-related activity

	Gender			Age					Household Income				Region			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Hockey: NHL	28696	17090	11605	2385	3366	6767	8438	7740	4092	6668	9405	8531	7159	7068	9566	4904
	37.5	42.3	32.0	36.3	29.4	37.9	40.2	39.1	26.1	36.4	40.8	43.6	53.7	39.7	31.8	31.9
	100.0	59.6	40.4	8.3	11.7	23.6	29.4	27.0	14.3	23.2	32.8	29.7	24.9	24.6	33.3	17.1
Hockey: Minor League	7113	4234	2879	1129	909	1696	1986	1393	1738	1426	2262	1687	1309	2438	2496	871
	9.3	10.5	7.9	17.2	7.9	9.5	9.5	7.0	11.1	7.8	9.8	8.6	9.8	13.7	8.3	5.7
	100.0	59.5	40.5	15.9	12.8	23.8	27.9	19.6	24.4	20.1	31.8	23.7	18.4	34.3	35.1	12.2
Lacrosse: Major Lacrosse League, National Lacrosse League	3730	2802	928	373	770	642	1050	895	734	755	1051	1190	590	755	1671	714
	4.9	6.9	2.6	5.7	6.7	3.6	5.0	4.5	4.7	4.1	4.6	6.1	4.4	4.2	5.5	4.7
	100.0	75.1	24.9	10.0	20.7	17.2	28.2	24.0	19.7	20.2	28.2	31.9	15.8	20.2	44.8	19.1
Mixed Martial Arts	16971	11927	5044	2667	3188	4776	4633	1708	3746	5022	4701	3502	2465	4263	6971	3272
	22.1	29.5	13.9	40.6	27.8	26.8	22.1	8.6	23.9	27.4	20.4	17.9	18.5	23.9	23.1	21.3
	100.0	70.3	29.7	15.7	18.8	28.1	27.3	10.1	22.1	29.6	27.7	20.6	14.5	25.1	41.1	19.3
Soccer: MLS	20517	12423	8094	2487	2920	4558	5622	4930	4575	3829	6477	5636	3472	4488	7695	4862
	26.8	30.8	22.3	37.9	25.5	25.5	26.8	24.9	29.2	20.9	28.1	28.8	26.0	25.2	25.5	31.7
	100.0	60.5	39.5	12.1	14.2	22.2	27.4	24.0	22.3	18.7	31.6	27.5	16.9	21.9	37.5	23.7
Soccer: Non-USA	20972	13964	7008	2297	3294	5397	5815	4168	5329	4455	5713	5475	3744	4357	8026	4845
	27.4	34.6	19.3	35.0	28.8	30.3	27.7	21.1	34.0	24.3	24.8	28.0	28.1	24.5	26.6	31.5
	100.0	66.6	33.4	11.0	15.7	25.7	27.7	19.9	25.4	21.2	27.2	26.1	17.9	20.8	38.3	23.1

Fan Activity by Sport Category: Smart Phone Usage  
Base: Used Smart Phone for sport-related activity

	Gender			Age					Household Income				Region			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Used Smart Phone for sport-related activity	68521	36314	32207	5940	10794	16745	19230	15812	14274	16611	20337	17298	10866	16597	27868	13190
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	53.0	47.0	8.7	15.8	24.4	28.1	23.1	20.8	24.2	29.7	25.2	15.9	24.2	40.7	19.2
Auto Racing: Indy Car	10372	6952	3420	973	864	2146	2539	3851	1896	2732	3145	2600	1246	2989	4618	1519
	15.1	19.1	10.6	16.4	8.0	12.8	13.2	24.4	13.3	16.4	15.5	15.0	11.5	18.0	16.6	11.5
	100.0	67.0	33.0	9.4	8.3	20.7	24.5	37.1	18.3	26.3	30.3	25.1	12.0	28.8	44.5	14.6
Auto Racing: NASCAR Sprint Cup/ Nationwide Series	16331	10208	6122	1473	1957	2610	5259	5030	3423	3872	5044	3992	1932	4301	7848	2250
	23.8	28.1	19.0	24.8	18.1	15.6	27.3	31.8	24.0	23.3	24.8	23.1	17.8	25.9	28.2	17.1
	100.0	62.5	37.5	9.0	12.0	16.0	32.2	30.8	21.0	23.7	30.9	24.4	11.8	26.3	48.1	13.8
Baseball: MLB	50435	28223	22213	4276	7615	11812	14031	12700	9809	11653	15102	13873	8854	13568	18536	9476
	73.6	77.7	69.0	72.0	70.5	70.5	73.0	80.3	68.7	70.1	74.3	80.2	81.5	81.8	66.5	71.8
	100.0	56.0	44.0	8.5	15.1	23.4	27.8	25.2	19.4	23.1	29.9	27.5	17.6	26.9	36.8	18.8
Baseball: Minor League	13895	7777	6117	1103	1956	3168	3933	3734	1773	2502	4973	4647	2661	3523	5858	1853
	20.3	21.4	19.0	18.6	18.1	18.9	20.5	23.6	12.4	15.1	24.5	26.9	24.5	21.2	21.0	14.1
	100.0	56.0	44.0	7.9	14.1	22.8	28.3	26.9	12.8	18.0	35.8	33.4	19.1	25.4	42.2	13.3
Basketball: NBA	39662	23359	16303	3837	5865	9988	10524	9448	8124	9620	12534	9385	5824	9362	16654	7822
	57.9	64.3	50.6	64.6	54.3	59.6	54.7	59.8	56.9	57.9	61.6	54.3	53.6	56.4	59.8	59.3
	100.0	58.9	41.1	9.7	14.8	25.2	26.5	23.8	20.5	24.3	31.6	23.7	14.7	23.6	42.0	19.7
Basketball: WNBA	8863	5187	3676	1185	975	1852	2391	2460	1899	1960	2771	2234	1328	1809	4066	1660
	12.9	14.3	11.4	20.0	9.0	11.1	12.4	15.6	13.3	11.8	13.6	12.9	12.2	10.9	14.6	12.6
	100.0	58.5	41.5	13.4	11.0	20.9	27.0	27.8	21.4	22.1	31.3	25.2	15.0	20.4	45.9	18.7
Basketball: College	35795	21033	14762	2373	4633	8684	9566	10538	7032	7814	10880	10069	4271	10138	15388	5998
	52.2	57.9	45.8	40.0	42.9	51.9	49.7	66.6	49.3	47.0	53.5	58.2	39.3	61.1	55.2	45.5
	100.0	58.8	41.2	6.6	12.9	24.3	26.7	29.4	19.6	21.8	30.4	28.1	11.9	28.3	43.0	16.8
Fishing: Bass Pro Bassmaster, etc.	6797	4718	2079	1240	822	1123	1753	1859	1488	2066	1601	1641	576	1389	4021	811
	9.9	13.0	6.5	20.9	7.6	6.7	9.1	11.8	10.4	12.4	7.9	9.5	5.3	8.4	14.4	6.2
	100.0	69.4	30.6	18.2	12.1	16.5	25.8	27.4	21.9	30.4	23.6	24.1	8.5	20.4	59.2	11.9
Football: NFL	61522	32938	28584	4710	9586	15135	17501	14590	12643	14684	18385	15811	9598	15291	24866	11767
	89.8	90.7	88.8	79.3	88.8	90.4	91.0	92.3	88.6	88.4	90.4	91.4	88.3	92.1	89.2	89.2
	100.0	53.5	46.5	7.7	15.6	24.6	28.4	23.7	20.6	23.9	29.9	25.7	15.6	24.9	40.4	19.1
Football: College	53686	29328	24358	3616	8649	12929	14745	13748	11299	12181	16048	14158	6879	13957	23565	9285
	78.4	80.8	75.6	60.9	80.1	77.2	76.7	87.0	79.2	73.3	78.9	81.8	63.3	84.1	84.6	70.4
	100.0	54.6	45.4	6.7	16.1	24.1	27.5	25.6	21.0	22.7	29.9	26.4	12.8	26.0	43.9	17.3

Fan Activity by Sport Category: Smart Phone Usage  
Base: Used Smart Phone for sport-related activity

	Gender			Age					Household Income				Region			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Hockey: NHL	25761	15289	10472	2028	3176	6577	7605	6375	3721	6260	8217	7563	5798	6759	8889	4315
	37.6	42.1	32.5	34.1	29.4	39.3	39.5	40.3	26.1	37.7	40.4	43.7	53.4	40.7	31.9	32.7
	100.0	59.3	40.7	7.9	12.3	25.5	29.5	24.7	14.4	24.3	31.9	29.4	22.5	26.2	34.5	16.7
Hockey: Minor League	6570	3934	2636	1001	817	1696	1935	1121	1738	1395	1816	1621	995	2320	2496	760
	9.6	10.8	8.2	16.9	7.6	10.1	10.1	7.1	12.2	8.4	8.9	9.4	9.2	14.0	9.0	5.8
	100.0	59.9	40.1	15.2	12.4	25.8	29.5	17.1	26.5	21.2	27.6	24.7	15.1	35.3	38.0	11.6
Lacrosse: Major Lacrosse League, National Lacrosse League	3730	2802	928	373	770	642	1050	895	734	755	1051	1190	590	755	1671	714
	5.4	7.7	2.9	6.3	7.1	3.8	5.5	5.7	5.1	4.5	5.2	6.9	5.4	4.5	6.0	5.4
	100.0	75.1	24.9	10.0	20.7	17.2	28.2	24.0	19.7	20.2	28.2	31.9	15.8	20.2	44.8	19.1
Mixed Martial Arts	15682	11158	4524	2539	2986	4486	4158	1513	3301	4782	4268	3331	1880	4214	6716	2872
	22.9	30.7	14.0	42.7	27.7	26.8	21.6	9.6	23.1	28.8	21.0	19.3	17.3	25.4	24.1	21.8
	100.0	71.1	28.9	16.2	19.0	28.6	26.5	9.6	21.1	30.5	27.2	21.2	12.0	26.9	42.8	18.3
Soccer: MLS	18507	11089	7418	2220	2723	4291	5186	4087	4276	3288	5625	5318	2975	4126	7295	4112
	27.0	30.5	23.0	37.4	25.2	25.6	27.0	25.8	30.0	19.8	27.7	30.7	27.4	24.9	26.2	31.2
	100.0	59.9	40.1	12.0	14.7	23.2	28.0	22.1	23.1	17.8	30.4	28.7	16.1	22.3	39.4	22.2
Soccer: Non-USA	18482	12500	5982	2098	3049	4887	5359	3089	4658	4001	4935	4888	3046	3971	7502	3963
	27.0	34.4	18.6	35.3	28.3	29.2	27.9	19.5	32.6	24.1	24.3	28.3	28.0	23.9	26.9	30.0
	100.0	67.6	32.4	11.4	16.5	26.4	29.0	16.7	25.2	21.7	26.7	26.4	16.5	21.5	40.6	21.4



Fan Activity by Sport Category: Tablet Usage  
Base: Used Tablet for sport-related activity

	Total	Gender		Age					Household Income				Region			
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Used Tablet for sport-related activity	33332	18089	15243	2723	4096	6968	8943	10603	4192	8197	10010	10933	7160	6907	11628	7637
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	54.3	45.7	8.2	12.3	20.9	26.8	31.8	12.6	24.6	30.0	32.8	21.5	20.7	34.9	22.9
Auto Racing: Indy Car	5481	3728	1753	331	426	1299	1183	2242	747	1483	1377	1874	972	1662	1921	926
	16.4	20.6	11.5	12.2	10.4	18.6	13.2	21.1	17.8	18.1	13.8	17.1	13.6	24.1	16.5	12.1
	100.0	68.0	32.0	6.0	7.8	23.7	21.6	40.9	13.6	27.1	25.1	34.2	17.7	30.3	35.0	16.9
Auto Racing: NASCAR Sprint Cup/ Nationwide Series	7907	5115	2793	621	791	1214	2335	2946	667	2391	1959	2890	1547	1879	3209	1272
	23.7	28.3	18.3	22.8	19.3	17.4	26.1	27.8	15.9	29.2	19.6	26.4	21.6	27.2	27.6	16.7
	100.0	64.7	35.3	7.9	10.0	15.4	29.5	37.3	8.4	30.2	24.8	36.6	19.6	23.8	40.6	16.1
Baseball: MLB	24213	13554	10659	2080	2983	4367	5993	8789	2832	5676	6887	8817	5693	5569	7417	5533
	72.6	74.9	69.9	76.4	72.8	62.7	67.0	82.9	67.5	69.2	68.8	80.7	79.5	80.6	63.8	72.4
	100.0	56.0	44.0	8.6	12.3	18.0	24.8	36.3	11.7	23.4	28.4	36.4	23.5	23.0	30.6	22.9
Baseball: Minor League	6622	3720	2902	402	741	1592	1646	2240	588	1066	2358	2611	1980	1405	2358	879
	19.9	20.6	19.0	14.8	18.1	22.8	18.4	21.1	14.0	13.0	23.6	23.9	27.7	20.3	20.3	11.5
	100.0	56.2	43.8	6.1	11.2	24.0	24.9	33.8	8.9	16.1	35.6	39.4	29.9	21.2	35.6	13.3
Basketball: NBA	19839	12169	7670	2002	2613	4049	4564	6611	2140	4837	6507	6355	3768	3692	7309	5070
	59.5	67.3	50.3	73.5	63.8	58.1	51.0	62.4	51.0	59.0	65.0	58.1	52.6	53.4	62.9	66.4
	100.0	61.3	38.7	10.1	13.2	20.4	23.0	33.3	10.8	24.4	32.8	32.0	19.0	18.6	36.8	25.6
Basketball: WNBA	4911	2755	2157	474	521	1082	894	1941	437	1290	1558	1625	1035	835	2128	914
	14.7	15.2	14.1	17.4	12.7	15.5	10.0	18.3	10.4	15.7	15.6	14.9	14.5	12.1	18.3	12.0
	100.0	56.1	43.9	9.6	10.6	22.0	18.2	39.5	8.9	26.3	31.7	33.1	21.1	17.0	43.3	18.6
Basketball: College	17818	10686	7133	1362	1627	3883	4112	6833	1936	3593	5949	6341	3215	4825	6099	3679
	53.5	59.1	46.8	50.0	39.7	55.7	46.0	64.4	46.2	43.8	59.4	58.0	44.9	69.9	52.4	48.2
	100.0	60.0	40.0	7.6	9.1	21.8	23.1	38.3	10.9	20.2	33.4	35.6	18.0	27.1	34.2	20.6
Fishing: Bass Pro Bassmaster, etc.	3780	2509	1271	669	310	630	822	1349	353	1259	1099	1070	327	886	1984	583
	11.3	13.9	8.3	24.6	7.6	9.0	9.2	12.7	8.4	15.4	11.0	9.8	4.6	12.8	17.1	7.6
	100.0	66.4	33.6	17.7	8.2	16.7	21.7	35.7	9.3	33.3	29.1	28.3	8.7	23.4	52.5	15.4
Football: NFL	30157	16395	13762	2452	3519	6068	7769	10349	3639	7168	9082	10268	6347	6410	10527	6872
	90.5	90.6	90.3	90.1	85.9	87.1	86.9	97.6	86.8	87.4	90.7	93.9	88.7	92.8	90.5	90.0
	100.0	54.4	45.6	8.1	11.7	20.1	25.8	34.3	12.1	23.8	30.1	34.0	21.0	21.3	34.9	22.8
Football: College	26369	14321	12048	1836	3413	5553	6180	9386	3118	5824	8154	9272	4761	5985	9900	5722
	79.1	79.2	79.0	67.4	83.3	79.7	69.1	88.5	74.4	71.0	81.5	84.8	66.5	86.7	85.1	74.9
	100.0	54.3	45.7	7.0	12.9	21.1	23.4	35.6	11.8	22.1	30.9	35.2	18.1	22.7	37.5	21.7

Fan Activity by Sport Category: Tablet Usage  
Base: Used Tablet for sport-related activity

	Total	Gender		Age					Household Income				Region			
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Hockey: NHL	12710	7503	5208	1011	1425	2680	3397	4198	973	3003	3673	5062	3887	3173	3103	2547
	38.1	41.5	34.2	37.1	34.8	38.5	38.0	39.6	23.2	36.6	36.7	46.3	54.3	45.9	26.7	33.4
	100.0	59.0	41.0	8.0	11.2	21.1	26.7	33.0	7.7	23.6	28.9	39.8	30.6	25.0	24.4	20.0
Hockey: Minor League	3127	1761	1366	475	205	828	709	910	92	794	1047	1193	746	1074	918	389
	9.4	9.7	9.0	17.4	5.0	11.9	7.9	8.6	2.2	9.7	10.5	10.9	10.4	15.6	7.9	5.1
	100.0	56.3	43.7	15.2	6.6	26.5	22.7	29.1	3.0	25.4	33.5	38.2	23.8	34.4	29.4	12.4
Lacrosse: Major Lacrosse League, National Lacrosse League	1656	1263	393	74	154	561	681	185	81	377	457	740	440	418	525	272
	5.0	7.0	2.6	2.7	3.8	8.0	7.6	1.7	1.9	4.6	4.6	6.8	6.1	6.1	4.5	3.6
	100.0	76.3	23.7	4.5	9.3	33.9	41.1	11.2	4.9	22.7	27.6	44.7	26.6	25.2	31.7	16.4
Mixed Martial Arts	7466	5337	2129	1345	1115	2233	1962	811	1264	2531	1807	1863	1207	1779	2741	1738
	22.4	29.5	14.0	49.4	27.2	32.1	21.9	7.6	30.2	30.9	18.1	17.0	16.9	25.8	23.6	22.8
	100.0	71.5	28.5	18.0	14.9	29.9	26.3	10.9	16.9	33.9	24.2	25.0	16.2	23.8	36.7	23.3
Soccer: MLS	9227	5588	3639	901	1166	1917	2895	2348	1312	1896	2938	3082	1456	2226	2891	2654
	27.7	30.9	23.9	33.1	28.5	27.5	32.4	22.1	31.3	23.1	29.3	28.2	20.3	32.2	24.9	34.8
	100.0	60.6	39.4	9.8	12.6	20.8	31.4	25.4	14.2	20.5	31.8	33.4	15.8	24.1	31.3	28.8
Soccer: Non-USA	10750	7029	3720	985	1409	2681	3198	2476	2058	2351	2737	3604	1922	2428	3486	2914
	32.3	38.9	24.4	36.2	34.4	38.5	35.8	23.4	49.1	28.7	27.3	33.0	26.8	35.1	30.0	38.2
	100.0	65.4	34.6	9.2	13.1	24.9	29.8	23.0	19.1	21.9	25.5	33.5	17.9	22.6	32.4	27.1

Fan Activity by Sport Category: Facebook Usage  
Base: Used Facebook for sport-related activity

	Gender			Age					Household Income				Region			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Used Facebook for sport-related activity	62156	30507	31649	6564	9849	14044	18039	13660	16172	17137	17078	11769	10501	13940	24595	13120
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	49.1	50.9	10.6	15.8	22.6	29.0	22.0	26.0	27.6	27.5	18.9	16.9	22.4	39.6	21.1
Auto Racing: Indy Car	8956	5692	3264	712	637	1701	2671	3234	2154	2591	2300	1911	1194	1874	4466	1422
	14.4	18.7	10.3	10.8	6.5	12.1	14.8	23.7	13.3	15.1	13.5	16.2	11.4	13.4	18.2	10.8
	100.0	63.6	36.4	7.9	7.1	19.0	29.8	36.1	24.1	28.9	25.7	21.3	13.3	20.9	49.9	15.9
Auto Racing: NASCAR Sprint Cup/ Nationwide Series	15289	9070	6220	1238	1817	2474	4871	4889	4074	4318	3783	3114	1792	3414	7544	2539
	24.6	29.7	19.7	18.9	18.5	17.6	27.0	35.8	25.2	25.2	22.2	26.5	17.1	24.5	30.7	19.4
	100.0	59.3	40.7	8.1	11.9	16.2	31.9	32.0	26.6	28.2	24.7	20.4	11.7	22.3	49.3	16.6
Baseball: MLB	41921	21655	20266	3819	6075	9572	11975	10480	9060	11834	11928	9100	7996	10446	14935	8545
	67.4	71.0	64.0	58.2	61.7	68.2	66.4	76.7	56.0	69.1	69.8	77.3	76.1	74.9	60.7	65.1
	100.0	51.7	48.3	9.1	14.5	22.8	28.6	25.0	21.6	28.2	28.5	21.7	19.1	24.9	35.6	20.4
Baseball: Minor League	12660	6285	6375	775	2233	2613	3912	3128	2879	2922	3772	3088	2253	3492	4942	1973
	20.4	20.6	20.1	11.8	22.7	18.6	21.7	22.9	17.8	17.1	22.1	26.2	21.5	25.0	20.1	15.0
	100.0	49.6	50.4	6.1	17.6	20.6	30.9	24.7	22.7	23.1	29.8	24.4	17.8	27.6	39.0	15.6
Basketball: NBA	32815	18258	14557	3619	4778	8419	8556	7442	7611	8998	10340	5867	5277	7395	12409	7734
	52.8	59.8	46.0	55.1	48.5	59.9	47.4	54.5	47.1	52.5	60.5	49.8	50.3	53.1	50.5	58.9
	100.0	55.6	44.4	11.0	14.6	25.7	26.1	22.7	23.2	27.4	31.5	17.9	16.1	22.5	37.8	23.6
Basketball: WNBA	7937	4455	3482	907	618	1437	2158	2817	1606	2255	2719	1358	1261	1681	2823	2172
	12.8	14.6	11.0	13.8	6.3	10.2	12.0	20.6	9.9	13.2	15.9	11.5	12.0	12.1	11.5	16.6
	100.0	56.1	43.9	11.4	7.8	18.1	27.2	35.5	20.2	28.4	34.2	17.1	15.9	21.2	35.6	27.4
Basketball: College	29430	15603	13827	2245	3926	7181	8182	7896	7212	7512	8688	6018	3846	8150	12400	5034
	47.3	51.1	43.7	34.2	39.9	51.1	45.4	57.8	44.6	43.8	50.9	51.1	36.6	58.5	50.4	38.4
	100.0	53.0	47.0	7.6	13.3	24.4	27.8	26.8	24.5	25.5	29.5	20.4	13.1	27.7	42.1	17.1
Fishing: Bass Pro Bassmaster, etc.	6143	4132	2011	837	301	1018	1770	2218	2187	1603	1489	864	392	1252	3466	1033
	9.9	13.5	6.4	12.7	3.1	7.2	9.8	16.2	13.5	9.4	8.7	7.3	3.7	9.0	14.1	7.9
	100.0	67.3	32.7	13.6	4.9	16.6	28.8	36.1	35.6	26.1	24.2	14.1	6.4	20.4	56.4	16.8
Football: NFL	53739	26938	26800	5540	8291	12170	15567	12170	13316	14871	14713	10838	8744	12544	21088	11363
	86.5	88.3	84.7	84.4	84.2	86.7	86.3	89.1	82.3	86.8	86.2	92.1	83.3	90.0	85.7	86.6
	100.0	50.1	49.9	10.3	15.4	22.6	29.0	22.6	24.8	27.7	27.4	20.2	16.3	23.3	39.2	21.1
Football: College	46998	23271	23727	4150	8071	10265	13134	11378	11879	12182	13280	9658	5871	11796	20320	9011
	75.6	76.3	75.0	63.2	81.9	73.1	72.8	83.3	73.5	71.1	77.8	82.1	55.9	84.6	82.6	68.7
	100.0	49.5	50.5	8.8	17.2	21.8	27.9	24.2	25.3	25.9	28.3	20.5	12.5	25.1	43.2	19.2

Fan Activity by Sport Category: Facebook Usage  
Base: Used Facebook for sport-related activity

	Total	Gender		Age					Household Income				Region			
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Hockey: NHL	22513	12208	10305	2339	2861	5676	6965	4672	4364	6152	6834	5163	5540	4630	7977	4367
	36.2	40.0	32.6	35.6	29.1	40.4	38.6	34.2	27.0	35.9	40.0	43.9	52.8	33.2	32.4	33.3
	100.0	54.2	45.8	10.4	12.7	25.2	30.9	20.8	19.4	27.3	30.4	22.9	24.6	20.6	35.4	19.4
Hockey: Minor League	6419	3910	2510	1033	855	1569	1930	1032	1860	1719	1548	1293	1051	1897	2374	1096
	10.3	12.8	7.9	15.7	8.7	11.2	10.7	7.6	11.5	10.0	9.1	11.0	10.0	13.6	9.7	8.4
	100.0	60.9	39.1	16.1	13.3	24.4	30.1	16.1	29.0	26.8	24.1	20.1	16.4	29.6	37.0	17.1
Lacrosse: Major Lacrosse League, National Lacrosse League	2566	1627	939	408	703	347	622	486	487	585	929	564	308	541	1077	640
	4.1	5.3	3.0	6.2	7.1	2.5	3.4	3.6	3.0	3.4	5.4	4.8	2.9	3.9	4.4	4.9
	100.0	63.4	36.6	15.9	27.4	13.5	24.2	19.0	19.0	22.8	36.2	22.0	12.0	21.1	42.0	24.9
Mixed Martial Arts	13823	10041	3782	2668	2065	3632	3378	2079	3161	4635	3734	2293	1481	3478	5955	2910
	22.2	32.9	11.9	40.7	21.0	25.9	18.7	15.2	19.5	27.0	21.9	19.5	14.1	24.9	24.2	22.2
	100.0	72.6	27.4	19.3	14.9	26.3	24.4	15.0	22.9	33.5	27.0	16.6	10.7	25.2	43.1	21.0
Soccer: MLS	16448	9665	6783	2898	2573	3565	4247	3164	4384	3813	4914	3337	2767	2728	6017	4936
	26.5	31.7	21.4	44.2	26.1	25.4	23.5	23.2	27.1	22.3	28.8	28.4	26.4	19.6	24.5	37.6
	100.0	58.8	41.2	17.6	15.6	21.7	25.8	19.2	26.7	23.2	29.9	20.3	16.8	16.6	36.6	30.0
Soccer: Non-USA	17178	10872	6306	2911	2752	4506	4264	2745	4586	4813	4364	3415	3090	2780	6349	4959
	27.6	35.6	19.9	44.3	27.9	32.1	23.6	20.1	28.4	28.1	25.6	29.0	29.4	19.9	25.8	37.8
	100.0	63.3	36.7	16.9	16.0	26.2	24.8	16.0	26.7	28.0	25.4	19.9	18.0	16.2	37.0	28.9

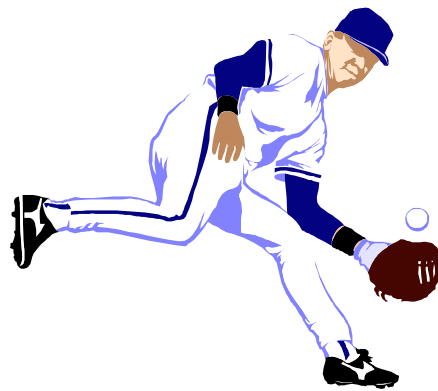
Fan Activity by Sport Category: Twitter Usage  
Base: Used Twitter for sport-related activity

	Total	Gender		Age					Household Income				Region			
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Used Twitter for sport-related activity	24572	13251	11320	4720	4698	6638	5528	2988	6672	7527	6298	4076	4193	5769	10707	3903
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	53.9	46.1	19.2	19.1	27.0	22.5	12.2	27.2	30.6	25.6	16.6	17.1	23.5	43.6	15.9
Auto Racing: Indy Car	3512	2230	1282	412	491	885	793	930	928	1209	758	616	366	981	1577	589
	14.3	16.8	11.3	8.7	10.5	13.3	14.3	31.1	13.9	16.1	12.0	15.1	8.7	17.0	14.7	15.1
	100.0	63.5	36.5	11.7	14.0	25.2	22.6	26.5	26.4	34.4	21.6	17.6	10.4	27.9	44.9	16.8
Auto Racing: NASCAR Sprint Cup/ Nationwide Series	5811	3568	2242	995	869	1300	1415	1232	1833	1885	1296	796	694	1256	3153	708
	23.6	26.9	19.8	21.1	18.5	19.6	25.6	41.2	27.5	25.0	20.6	19.5	16.6	21.8	29.4	18.1
	100.0	61.4	38.6	17.1	15.0	22.4	24.4	21.2	31.6	32.4	22.3	13.7	12.0	21.6	54.3	12.2
Baseball: MLB	17564	10383	7181	3350	3441	4917	3655	2202	4807	5447	4624	2687	3270	4834	7004	2457
	71.5	78.4	63.4	71.0	73.2	74.1	66.1	73.7	72.0	72.4	73.4	65.9	78.0	83.8	65.4	62.9
	100.0	59.1	40.9	19.1	19.6	28.0	20.8	12.5	27.4	31.0	26.3	15.3	18.6	27.5	39.9	14.0
Baseball: Minor League	4615	2452	2163	914	1170	961	820	749	1003	1073	1748	790	898	1348	2081	286
	18.8	18.5	19.1	19.4	24.9	14.5	14.8	25.1	15.0	14.3	27.8	19.4	21.4	23.4	19.4	7.3
	100.0	53.1	46.9	19.8	25.4	20.8	17.8	16.2	21.7	23.2	37.9	17.1	19.5	29.2	45.1	6.2
Basketball: NBA	15207	8904	6304	2811	3035	4397	2816	2149	3877	4440	4637	2253	2525	3518	6747	2417
	61.9	67.2	55.7	59.6	64.6	66.2	50.9	71.9	58.1	59.0	73.6	55.3	60.2	61.0	63.0	61.9
	100.0	58.5	41.5	18.5	20.0	28.9	18.5	14.1	25.5	29.2	30.5	14.8	16.6	23.1	44.4	15.9
Basketball: WNBA	4379	2166	2213	965	716	798	837	1063	838	932	1599	1010	937	584	2267	591
	17.8	16.3	19.6	20.4	15.2	12.0	15.1	35.6	12.6	12.4	25.4	24.8	22.3	10.1	21.2	15.2
	100.0	49.5	50.5	22.0	16.4	18.2	19.1	24.3	19.1	21.3	36.5	23.1	21.4	13.3	51.8	13.5
Basketball: College	13086	7805	5282	1890	2759	3801	2703	1934	3802	3535	4007	1742	2193	3824	5508	1560
	53.3	58.9	46.7	40.0	58.7	57.3	48.9	64.7	57.0	47.0	63.6	42.7	52.3	66.3	51.4	40.0
	100.0	59.6	40.4	14.4	21.1	29.0	20.7	14.8	29.1	27.0	30.6	13.3	16.8	29.2	42.1	11.9
Fishing: Bass Pro Bassmaster, etc.	2368	1498	869	682	298	194	389	804	863	636	651	217	117	408	1794	49
	9.6	11.3	7.7	14.5	6.3	2.9	7.0	26.9	12.9	8.5	10.3	5.3	2.8	7.1	16.8	1.3
	100.0	63.3	36.7	28.8	12.6	8.2	16.4	34.0	36.5	26.9	27.5	9.2	4.9	17.2	75.8	2.1
Football: NFL	22187	11753	10434	4174	4531	5997	4762	2724	5883	6666	5751	3887	3693	5565	9373	3557
	90.3	88.7	92.2	88.4	96.5	90.3	86.1	91.2	88.2	88.6	91.3	95.4	88.1	96.5	87.5	91.1
	100.0	53.0	47.0	18.8	20.4	27.0	21.5	12.3	26.5	30.0	25.9	17.5	16.6	25.1	42.2	16.0
Football: College	19043	10028	9015	3140	4134	5025	4020	2724	5040	5361	5093	3549	2763	5002	8826	2453
	77.5	75.7	79.6	66.5	88.0	75.7	72.7	91.2	75.5	71.2	80.9	87.1	65.9	86.7	82.4	62.8
	100.0	52.7	47.3	16.5	21.7	26.4	21.1	14.3	26.5	28.2	26.7	18.6	14.5	26.3	46.3	12.9

Fan Activity by Sport Category: Twitter Usage  
Base: Used Twitter for sport-related activity

	Gender			Age					Household Income				Region			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West
Hockey: NHL	9488	6154	3333	1637	1728	2610	2195	1316	2008	2969	3115	1396	2450	2378	3454	1204
	38.6	46.4	29.4	34.7	36.8	39.3	39.7	44.1	30.1	39.4	49.5	34.3	58.4	41.2	32.3	30.9
	100.0	64.9	35.1	17.3	18.2	27.5	23.1	13.9	21.2	31.3	32.8	14.7	25.8	25.1	36.4	12.7
Hockey: Minor League	3314	1835	1478	742	783	715	700	374	877	980	946	510	817	905	1033	558
	13.5	13.9	13.1	15.7	16.7	10.8	12.7	12.5	13.1	13.0	15.0	12.5	19.5	15.7	9.7	14.3
	100.0	55.4	44.6	22.4	23.6	21.6	21.1	11.3	26.5	29.6	28.6	15.4	24.7	27.3	31.2	16.8
Lacrosse: Major Lacrosse League, National Lacrosse League	1228	884	344	304	445	34	122	321	504	212	327	184	176	331	618	103
	5.0	6.7	3.0	6.4	9.5	0.5	2.2	10.8	7.6	2.8	5.2	4.5	4.2	5.7	5.8	2.6
	100.0	72.0	28.0	24.8	36.3	2.8	10.0	26.2	41.1	17.2	26.7	15.0	14.3	26.9	50.4	8.4
Mixed Martial Arts	7010	4917	2093	2201	1195	1654	1530	430	1461	2538	1881	1129	1046	1925	2808	1231
	28.5	37.1	18.5	46.6	25.4	24.9	27.7	14.4	21.9	33.7	29.9	27.7	24.9	33.4	26.2	31.5
	100.0	70.1	29.9	31.4	17.0	23.6	21.8	6.1	20.8	36.2	26.8	16.1	14.9	27.5	40.1	17.6
Soccer: MLS	7209	4494	2715	1998	1428	1599	1242	943	1962	1905	2372	969	1583	1471	2610	1545
	29.3	33.9	24.0	42.3	30.4	24.1	22.5	31.6	29.4	25.3	37.7	23.8	37.8	25.5	24.4	39.6
	100.0	62.3	37.7	27.7	19.8	22.2	17.2	13.1	27.2	26.4	32.9	13.4	22.0	20.4	36.2	21.4
Soccer: Non-USA	7310	5313	1997	1804	1017	2124	1232	1134	2165	2467	1899	780	1474	1487	2549	1800
	29.8	40.1	17.6	38.2	21.6	32.0	22.3	38.0	32.4	32.8	30.2	19.1	35.1	25.8	23.8	46.1
	100.0	72.7	27.3	24.7	13.9	29.1	16.9	15.5	29.6	33.7	26.0	10.7	20.2	20.3	34.9	24.6

## Baseball: Minor League



Attended/Watched/Social Media:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Attended or Watched (any)	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Attended at Least Once	20322	11325	8996	771	1838	3004	5104	9604	2766	3484	7029	7043	4699	5124	7453	3046	4662	3240	1422
	64.8	69.2	59.9	33.2	55.3	69.8	66.0	70.1	53.7	57.0	67.1	73.1	69.8	62.5	68.3	55.1	80.0	76.9	88.0
	100.0	55.7	44.3	3.8	9.0	14.8	25.1	47.3	13.6	17.1	34.6	34.7	23.1	25.2	36.7	15.0	22.9	15.9	7.0
<u>Followed on Social Media:</u>																			
Facebook	4876	2369	2508	438	838	1049	1413	1139	1628	1108	1261	879	831	1375	1794	877	1743	1158	586
	15.5	14.5	16.7	18.9	25.2	24.4	18.3	8.3	31.6	18.1	12.0	9.1	12.3	16.8	16.4	15.8	29.9	27.5	36.2
	100.0	48.6	51.4	9.0	17.2	21.5	29.0	23.4	33.4	22.7	25.9	18.0	17.0	28.2	36.8	18.0	35.8	23.7	12.0
Twitter	2060	958	1103	438	682	462	337	141	617	543	663	237	114	649	1204	93	304	146	158
	6.6	5.9	7.3	18.9	20.5	10.7	4.4	1.0	12.0	8.9	6.3	2.5	1.7	7.9	11.0	1.7	5.2	3.5	9.8
	100.0	46.5	53.5	21.2	33.1	22.4	16.4	6.9	30.0	26.4	32.2	11.5	5.5	31.5	58.5	4.5	14.8	7.1	7.7
Watched on TV at Least Once	13064	6010	7054	1667	1804	1453	3293	4846	2766	3040	3988	3269	2480	3734	4007	2843	2188	1653	535
	41.6	36.7	47.0	71.9	54.3	33.7	42.6	35.4	53.7	49.7	38.1	34.0	36.9	45.6	36.7	51.4	37.5	39.2	33.1
	100.0	46.0	54.0	12.8	13.8	11.1	25.2	37.1	21.2	23.3	30.5	25.0	19.0	28.6	30.7	21.8	16.7	12.6	4.1
<u>Watched Online at Least Once:</u>																			
Total (net on any device)	936	397	539		476	310	50	100	462	201	273		215	231	380	111	353	301	51
	3.0	2.4	3.6		14.3	7.2	0.6	0.7	9.0	3.3	2.6		3.2	2.8	3.5	2.0	6.0	7.2	3.2
	100.0	42.4	57.6		50.8	33.2	5.3	10.7	49.4	21.5	29.2		23.0	24.6	40.6	11.8	37.7	32.2	5.5
Computer/Laptop/Netbook	811	344	467		476	186	50	100	462	76	273		162	231	308	111	300	248	51
	2.6	2.1	3.1		14.3	4.3	0.6	0.7	9.0	1.2	2.6		2.4	2.8	2.8	2.0	5.1	5.9	3.2
	100.0	42.4	57.6		58.6	22.9	6.1	12.4	56.9	9.4	33.6		20.0	28.4	38.0	13.6	36.9	30.6	6.3
Total Mobile (Net)	375	182	192		129	245			165	125	85		88	129	157		303	252	51
	1.2	1.1	1.3		3.9	5.7			3.2	2.0	0.8		1.3	1.6	1.4		5.2	6.0	3.2
	100.0	48.6	51.4		34.5	65.5			44.0	33.3	22.8		23.6	34.5	41.9		80.9	67.2	13.7
Tablet	36		36			36			36				36				36	36	
	0.1		0.2			0.8			0.7				0.5				0.6	0.8	
	100.0		100.0			100.0			100.0				100.0				100.0	100.0	
Smart Phone	375	182	192		129	245			165	125	85		88	129	157		303	252	51
	1.2	1.1	1.3		3.9	5.7			3.2	2.0	0.8		1.3	1.6	1.4		5.2	6.0	3.2
	100.0	48.6	51.4		34.5	65.5			44.0	33.3	22.8		23.6	34.5	41.9		80.9	67.2	13.7



Attended/Watched/Social Media:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																				
	Attended					Television					Computer/Tablet Smart Phone								Use Mobile Device for Sports		
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone	
Attended or Watched (any)	31368 100.0 100.0	20322 100.0 100.0	9938 100.0 48.9	7138 100.0 35.1	3245 100.0 16.0	13483 100.0 100.0	13064 96.9 96.9	5497 100.0 40.8	5740 100.0 42.6	1827 100.0 13.5	936 100.0 6.9	380 100.0 2.8	556 100.0 4.1	811 100.0 6.0	375 100.0 2.8	36 100.0 0.3	375 100.0 2.8	15333 100.0 48.9	6622 100.0 21.1	13895 100.0 44.3	
Attended at Least Once	20322 64.8 100.0	20322 100.0	9938 100.0 48.9	7138 100.0 35.1	3245 100.0 16.0	2437 18.1 100.0	2349 18.0 96.4	783 14.2 32.1	1118 19.5 45.9	449 24.6 18.4	470 50.2 19.3	156 41.2 6.4	313 56.4 12.9	470 57.9 19.3	215 57.3 8.8		215 57.3 8.8	10421 68.0 51.3	4141 62.5 20.4	9359 67.4 46.1	
<u>Followed on Social Media:</u>																					
Facebook	4876 15.5 100.0	3204 15.8 100.0	1280 12.9 39.9	1218 17.1 38.0	706 21.8 22.0	2411 17.9 100.0	2143 16.4 88.9	786 14.3 32.6	821 14.3 34.1	536 29.4 22.2	708 75.6 29.4	262 69.0 10.9	446 80.1 18.5	636 78.4 26.4	322 85.9 13.3	36 100.0 1.5	322 85.9 13.3	3012 19.6 61.8	1133 17.1 23.2	2903 20.9 59.5	
Twitter	2060 6.6 100.0	1610 7.9 100.0	724 7.3 45.0	578 8.1 35.9	308 9.5 19.1	752 5.6 100.0	677 5.2 90.1	153 2.8 20.4	379 6.6 50.4	145 7.9 19.3	278 29.7 37.0	119 31.2 15.8	159 28.7 21.2	278 34.3 37.0	85 22.8 11.3		85 22.8 11.3	1728 11.3 83.9	459 6.9 22.3	1704 12.3 82.7	
Watched on TV at Least Once	13064 41.6 100.0	2349 11.6 100.0	484 4.9 20.6	1313 18.4 55.9	552 17.0 23.5	13064 96.9 100.0	13064 100.0 100.0	5497 100.0 42.1	5740 100.0 43.9	1827 100.0 14.0	517 55.2 4.0	146 38.3 1.1	371 66.7 2.8	445 54.8 3.4	322 85.9 2.5	36 100.0 0.3	322 85.9 2.5	5661 36.9 43.3	2592 39.1 19.8	5261 37.9 40.3	
<u>Watched Online at Least Once:</u>																					
Total (net on any device)	936 3.0 100.0	470 2.3 100.0	38 0.4 8.1	348 4.9 74.1	84 2.6 17.8	936 6.9 100.0	517 4.0 55.2	165 3.0 17.6	195 3.4 20.8	157 8.6 16.8	936 100.0 100.0	380 100.0 40.6	556 100.0 59.4	811 100.0 86.7	375 100.0 40.0	36 100.0 3.8	375 100.0 40.0	909 5.9 97.1	360 5.4 38.5	909 6.5 97.1	
Computer/ Laptop/Netbook	811 2.6 100.0	470 2.3 100.0	38 0.4 8.1	348 4.9 74.1	84 2.6 17.8	811 6.0 100.0	445 3.4 54.8	165 3.0 20.3	195 3.4 24.0	85 4.7 10.5	811 86.7 100.0	327 86.1 40.3	484 87.1 59.7	811 100.0 100.0	250 66.7 30.8	36 100.0 4.4	250 66.7 30.8	784 5.1 96.7	289 4.4 35.6	784 5.6 96.7	
Total Mobile (Net)	375 1.2 100.0	215 1.1 100.0		180 2.5 84.1	34 1.0 15.9	375 2.8 100.0	322 2.5 85.9	165 3.0 44.0		157 8.6 41.9	375 40.0 100.0	53 13.9 14.1	322 57.9 85.9	250 30.8 66.7	375 100.0 100.0	36 100.0 9.5	375 100.0 100.0	375 2.4 100.0	107 1.6 28.6	375 2.7 100.0	
Tablet	36 0.1 100.0					36 0.3 100.0	36 0.3 100.0	36 0.6 100.0			36 3.8 100.0		36 6.4 100.0	36 4.4 100.0	36 9.5 100.0	36 100.0 100.0	36 9.5 100.0	36 0.2 100.0	36 0.5 100.0	36 0.3 100.0	

Attended/Watched/Social Media:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

Watched																				
Attended						Television					Computer/Tablet Smart Phone				Use Mobile Device for Sports					
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Smart Phone	375	215		180	34	375	322	165		157	375	53	322	250	375	36	375	375	107	375
	1.2	1.1		2.5	1.0	2.8	2.5	3.0		8.6	40.0	13.9	57.9	30.8	100.0	100.0	100.0	2.4	1.6	2.7
	100.0	100.0		84.1	15.9	100.0	85.9	44.0		41.9	100.0	14.1	85.9	66.7	100.0	9.5	100.0	100.0	28.6	100.0

Attended/Watched/Social Media:  
Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Attended or Watched (any)	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Attended at Least Once	20322	5356	3745	1610	288	117	466	738	14948	11744	3204	411	194	895	1705	1848	727	992	128	11792
	64.8	66.0	61.8	78.2	100.0	100.0	86.3	66.3	64.9	64.7	65.7	73.6	100.0	86.1	55.3	76.7	77.8	89.1	35.5	65.9
	100.0	26.4	18.4	7.9	1.4	0.6	2.3	3.6	73.6	57.8	15.8	2.0	1.0	4.4	8.4	9.1	3.6	4.9	0.6	58.0
<u>Followed on Social Media:</u>																				
Facebook	4876	2325	853	1473	237	117	330	788	4876		4876	559	194	1040	3085	506	107	302	96	2637
	15.5	28.6	14.1	71.5	82.1	100.0	61.1	70.8	21.2		100.0	100.0	100.0	100.0	100.0	21.0	11.5	27.1	26.7	14.7
	100.0	47.7	17.5	30.2	4.9	2.4	6.8	16.2	100.0		100.0	11.5	4.0	21.3	63.3	10.4	2.2	6.2	2.0	54.1
Twitter	2060	2060		2060	288	117	541	1114	1891	419	1473	237	83	425	728	456		279	177	1172
	6.6	25.4		100.0	100.0	100.0	100.0	100.0	8.2	2.3	30.2	42.3	43.1	40.9	23.6	18.9		25.0	49.0	6.5
	100.0	100.0		100.0	14.0	5.7	26.2	54.1	91.8	20.3	71.5	11.5	4.0	20.6	35.3	22.1		13.5	8.6	56.9
Watched on TV at Least Once	13064	3543	2866	677	51	34	193	399	9442	7299	2143	199		695	1249	660	241	186	233	6739
	41.6	43.6	47.3	32.9	17.8	29.0	35.7	35.8	41.0	40.2	44.0	35.6		66.9	40.5	27.4	25.8	16.7	64.5	37.7
	100.0	27.1	21.9	5.2	0.4	0.3	1.5	3.1	72.3	55.9	16.4	1.5		5.3	9.6	5.1	1.8	1.4	1.8	51.6
<u>Watched Online at Least Once:</u>																				
Total (net on any device)	936	677	399	278	51	34	193		936	228	708	87		282	339	70	36	34		503
	3.0	8.3	6.6	13.5	17.8	29.0	35.6		4.1	1.3	14.5	15.5		27.1	11.0	2.9	3.8	3.1		2.8
	100.0	72.3	42.6	29.7	5.5	3.6	20.6		100.0	24.4	75.6	9.3		30.1	36.2	7.4	3.8	3.6		53.7
Computer/Laptop/Netbook	811	605	327	278	51	34	193		811	176	636	87		282	267	70	36	34		450
	2.6	7.5	5.4	13.5	17.8	29.0	35.6		3.5	1.0	13.0	15.5		27.1	8.7	2.9	3.8	3.1		2.5
	100.0	74.6	40.3	34.3	6.3	4.2	23.8		100.0	21.6	78.4	10.7		34.7	32.9	8.6	4.4	4.2		55.4
Total Mobile (Net)	375	286	201	85	51	34			375	53	322	87		163	72	70	36	34		123
	1.2	3.5	3.3	4.1	17.8	29.0			1.6	0.3	6.6	15.5		15.7	2.3	2.9	3.8	3.1		0.7
	100.0	76.4	53.6	22.8	13.7	9.1			100.0	14.1	85.9	23.2		43.6	19.1	18.6	9.5	9.1		32.7
Tablet	36								36		36	36				36	36			36
	0.1								0.2		0.7	6.4				1.5	3.8			0.2
	100.0								100.0		100.0	100.0				100.0	100.0			100.0

Attended/Watched/Social Media:  
Baseball: Minor League

Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
															Past Year				

Attended/Watched:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total US (age 13+)	259637	126761	132876	21655	30422	42004	62482	103074	65039	64624	75451	54524	47565	58704	97156	56211	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	48.8	51.2	8.3	11.7	16.2	24.1	39.7	25.0	24.9	29.1	21.0	18.3	22.6	37.4	21.6	2.2	1.6	0.6
<u>Attended or Watched (any)</u>	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	12.1	12.9	11.3	10.7	10.9	10.3	12.4	13.3	7.9	9.5	13.9	17.7	14.1	14.0	11.2	9.8	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Attended	20322	11325	8996	771	1838	3004	5104	9604	2766	3484	7029	7043	4699	5124	7453	3046	4662	3240	1422
	7.8	8.9	6.8	3.6	6.0	7.2	8.2	9.3	4.3	5.4	9.3	12.9	9.9	8.7	7.7	5.4	80.0	76.9	88.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.7	44.3	3.8	9.0	14.8	25.1	47.3	13.6	17.1	34.6	34.7	23.1	25.2	36.7	15.0	22.9	15.9	7.0
1	9938	5185	4754	500	1044	1817	2099	4478	1648	1665	3116	3510	2391	2747	3426	1374	1054	821	233
	3.8	4.1	3.6	2.3	3.4	4.3	3.4	4.3	2.5	2.6	4.1	6.4	5.0	4.7	3.5	2.4	18.1	19.5	14.4
	48.9	45.8	52.8	64.9	56.8	60.5	41.1	46.6	59.6	47.8	44.3	49.8	50.9	53.6	46.0	45.1	22.6	25.3	16.4
	100.0	52.2	47.8	5.0	10.5	18.3	21.1	45.1	16.6	16.8	31.4	35.3	24.1	27.6	34.5	13.8	10.6	8.3	2.3
2-3	7138	4283	2855	237	650	875	2100	3276	866	1322	2694	2256	1503	1724	2678	1233	2056	1426	631
	2.7	3.4	2.1	1.1	2.1	2.1	3.4	3.2	1.3	2.0	3.6	4.1	3.2	2.9	2.8	2.2	35.3	33.8	39.0
	35.1	37.8	31.7	30.8	35.4	29.1	41.1	34.1	31.3	37.9	38.3	32.0	32.0	33.7	35.9	40.5	44.1	44.0	44.4
	100.0	60.0	40.0	3.3	9.1	12.3	29.4	45.9	12.1	18.5	37.7	31.6	21.1	24.2	37.5	17.3	28.8	20.0	8.8
4+	3245	1858	1387	34	144	312	906	1850	252	497	1219	1277	805	653	1349	438	1552	994	558
	1.2	1.5	1.0	0.2	0.5	0.7	1.4	1.8	0.4	0.8	1.6	2.3	1.7	1.1	1.4	0.8	26.6	23.6	34.5
	16.0	16.4	15.4	4.4	7.8	10.4	17.7	19.3	9.1	14.3	17.3	18.1	17.1	12.7	18.1	14.4	33.3	30.7	39.2
	100.0	57.3	42.7	1.0	4.4	9.6	27.9	57.0	7.8	15.3	37.6	39.3	24.8	20.1	41.6	13.5	47.8	30.6	17.2
<u>Watched (any)</u>	13483	6228	7255	1667	1983	1544	3343	4946	2945	3093	4176	3269	2660	3809	4111	2904	2290	1755	535
	5.2	4.9	5.5	7.7	6.5	3.7	5.4	4.8	4.5	4.8	5.5	6.0	5.6	6.5	4.2	5.2	39.3	41.6	33.1
	100.0	46.2	53.8	12.4	14.7	11.5	24.8	36.7	21.8	22.9	31.0	24.2	19.7	28.2	30.5	21.5	17.0	13.0	4.0
Watched on TV	13064	6010	7054	1667	1804	1453	3293	4846	2766	3040	3988	3269	2480	3734	4007	2843	2188	1653	535
	5.0	4.7	5.3	7.7	5.9	3.5	5.3	4.7	4.3	4.7	5.3	6.0	5.2	6.4	4.1	5.1	37.5	39.2	33.1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.0	54.0	12.8	13.8	11.1	25.2	37.1	21.2	23.3	30.5	25.0	19.0	28.6	30.7	21.8	16.7	12.6	4.1
1	5497	2549	2949	940	767	654	1773	1362	1229	1242	2102	925	904	1867	1619	1107	546	546	
	2.1	2.0	2.2	4.3	2.5	1.6	2.8	1.3	1.9	1.9	2.8	1.7	1.9	3.2	1.7	2.0	9.4	13.0	
	42.1	42.4	41.8	56.4	42.5	45.0	53.8	28.1	44.4	40.8	52.7	28.3	36.5	50.0	40.4	38.9	25.0	33.0	
	100.0	46.4	53.6	17.1	14.0	11.9	32.3	24.8	22.4	22.6	38.2	16.8	16.5	34.0	29.5	20.1	9.9	9.9	

Attended/Watched:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
2-5	5740	2702	3037	477	889	440	1338	2596	1088	1143	1548	1961	1294	1335	2088	1022	900	607	293
	2.2	2.1	2.3	2.2	2.9	1.0	2.1	2.5	1.7	1.8	2.1	3.6	2.7	2.3	2.1	1.8	15.4	14.4	18.1
	43.9	45.0	43.1	28.6	49.3	30.3	40.6	53.6	39.3	37.6	38.8	60.0	52.2	35.8	52.1	36.0	41.2	36.8	54.7
	100.0	47.1	52.9	8.3	15.5	7.7	23.3	45.2	19.0	19.9	27.0	34.2	22.5	23.3	36.4	17.8	15.7	10.6	5.1
6+	1827	759	1068	250	148	359	182	887	449	655	338	384	282	532	299	714	742	499	242
	0.7	0.6	0.8	1.2	0.5	0.9	0.3	0.9	0.7	1.0	0.4	0.7	0.6	0.9	0.3	1.3	12.7	11.8	15.0
	14.0	12.6	15.1	15.0	8.2	24.7	5.5	18.3	16.2	21.6	8.5	11.8	11.4	14.2	7.5	25.1	33.9	30.2	45.3
	100.0	41.5	58.5	13.7	8.1	19.6	10.0	48.6	24.6	35.9	18.5	21.0	15.4	29.1	16.4	39.1	40.6	27.3	13.3
Watched on Computer/ Tablet/Smart Phone	936	397	539		476	310	50	100	462	201	273		215	231	380	111	353	301	51
	0.4	0.3	0.4		1.6	0.7	0.1	0.1	0.7	0.3	0.4		0.5	0.4	0.4	0.2	6.0	7.2	3.2
	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	42.4	57.6		50.8	33.2	5.3	10.7	49.4	21.5	29.2		23.0	24.6	40.6	11.8	37.7	32.2	5.5
1	380	157	222		223	118		39	223	80	77		130	27	223		53	53	
	0.1	0.1	0.2		0.7	0.3			0.3	0.1	0.1		0.3		0.2		0.9	1.3	
	40.6	39.6	41.3		46.9	38.0		38.9	48.3	39.8	28.2		60.4	11.8	58.7		15.0	17.6	
	100.0	41.4	58.6		58.7	31.0		10.3	58.7	21.1	20.2		34.2	7.1	58.7		13.9	13.9	
2-5	399	240	159		253	36	50	61	239	49	111		85	203		111	214	214	
	0.2	0.2	0.1		0.8	0.1	0.1	0.1	0.4	0.1	0.1		0.2	0.3		0.2	3.7	5.1	
	42.6	60.4	29.6		53.1	11.5	100.0	61.1	51.7	24.5	40.6		39.6	88.2		100.0	60.8	71.1	
	100.0	60.1	39.9		63.3	8.9	12.4	15.4	59.9	12.3	27.8		21.3	51.0		27.7	53.7	53.7	
6+	157		157			157				72	85				157		85	34	51
	0.1		0.1			0.4				0.1	0.1				0.2		1.5	0.8	3.2
	16.8		29.1			50.6				35.7	31.2				41.3		24.2	11.3	100.0
	100.0		100.0			100.0				45.7	54.3				100.0		54.3	21.7	32.6
Watched on Computer/ Laptop/Netbook	811	344	467		476	186	50	100	462	76	273		162	231	308	111	300	248	51
	0.3	0.3	0.4		1.6	0.4	0.1	0.1	0.7	0.1	0.4		0.3	0.4	0.3	0.2	5.1	5.9	3.2
	100.0	42.4	57.6		58.6	22.9	6.1	12.4	56.9	9.4	33.6		20.0	28.4	38.0	13.6	36.9	30.6	6.3
Watched on Tablet/Smart Phone	375	182	192		129	245			165	125	85		88	129	157		303	252	51
	0.1	0.1	0.1		0.4	0.6			0.3	0.2	0.1		0.2	0.2	0.2		5.2	6.0	3.2
	100.0	48.6	51.4		34.5	65.5			44.0	33.3	22.8		23.6	34.5	41.9		80.9	67.2	13.7
Watched on Tablet	36		36			36			36				36				36	36	
						0.1			0.1				0.1				0.6	0.8	
	100.0		100.0			100.0			100.0				100.0				100.0	100.0	
Watched on Smart Phone	375	182	192		129	245			165	125	85		88	129	157		303	252	51
	0.1	0.1	0.1		0.4	0.6			0.3	0.2	0.1		0.2	0.2	0.2		5.2	6.0	3.2
	100.0	48.6	51.4		34.5	65.5			44.0	33.3	22.8		23.6	34.5	41.9		80.9	67.2	13.7

Attended/Watched:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																						
	Attended					Computer/Tablet Smart Phone															Use Mobile Device for Sports		
						Television					Com-puter					Total Mobile	Tablet	Smart Phone					
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com-puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone			
Attended or Watched (any)	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	20.0	19.9	20.3			
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3			
Attended	20322	20322	9938	7138	3245	2437	2349	783	1118	449	470	156	313	470	215		215	10421	4141	9359			
	64.8	100.0	100.0	100.0	100.0	18.1	18.0	14.2	19.5	24.6	50.2	41.2	56.4	57.9	57.3		57.3	13.6	12.4	13.7			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0			
	100.0	100.0	48.9	35.1	16.0	100.0	96.4	32.1	45.9	18.4	19.3	6.4	12.9	19.3	8.8		8.8	51.3	20.4	46.1			
1	9938	9938	9938			522	484	112	337	36	38	38		38				5251	2175	4765			
	31.7	48.9	100.0			3.9	3.7	2.0	5.9	2.0	4.0	10.0		4.7				6.9	6.5	7.0			
	48.9	48.9	100.0			21.4	20.6	14.2	30.1	8.1	8.1	24.2		8.1				50.4	52.5	50.9			
	100.0	100.0	100.0			100.0	92.7	21.4	64.5	6.9	7.3	7.3		7.3				52.8	21.9	47.9			
2-3	7138	7138		7138		1313	1313	578	570	165	348	119	230	348	180		180	3573	1334	3292			
	22.8	35.1		100.0		9.7	10.0	10.5	9.9	9.0	37.2	31.2	41.3	42.9	48.2		48.2	4.7	4.0	4.8			
	35.1	35.1		100.0		53.9	55.9	73.8	51.0	36.8	74.1	75.8	73.3	74.1	84.1		84.1	34.3	32.2	35.2			
	100.0	100.0		100.0		100.0	100.0	44.0	43.4	12.6	26.5	9.0	17.5	26.5	13.7		13.7	50.1	18.7	46.1			
4+	3245	3245			3245	602	552	94	211	247	84		84	84	34		34	1597	631	1302			
	10.3	16.0			100.0	4.5	4.2	1.7	3.7	13.5	8.9		15.0	10.3	9.1		9.1	2.1	1.9	1.9			
	16.0	16.0			100.0	24.7	23.5	12.0	18.9	55.1	17.8		26.7	17.8	15.9		15.9	15.3	15.2	13.9			
	100.0	100.0			100.0	100.0	91.8	15.6	35.1	41.1	13.9		13.9	13.9	5.7		5.7	49.2	19.4	40.1			
Watched (any)	13483	2437	522	1313	602	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	6080	2845	5681			
	43.0	12.0	5.3	18.4	18.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	7.9	8.5	8.3			
	100.0	100.0	21.4	53.9	24.7	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	45.1	21.1	42.1			
Watched on TV	13064	2349	484	1313	552	13064	13064	5497	5740	1827	517	146	371	445	322	36	322	5661	2592	5261			
	41.6	11.6	4.9	18.4	17.0	96.9	100.0	100.0	100.0	100.0	55.2	38.3	66.7	54.8	85.9	100.0	85.9	7.4	7.8	7.7			
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			
	100.0	100.0	20.6	55.9	23.5	100.0	100.0	42.1	43.9	14.0	4.0	1.1	2.8	3.4	2.5	0.3	2.5	43.3	19.8	40.3			
1	5497	783	112	578	94	5497	5497	5497			165		165	165	165	36	165	2602	897	2459			
	17.5	3.9	1.1	8.1	2.9	40.8	42.1	100.0			17.6		29.6	20.3	44.0	100.0	44.0	3.4	2.7	3.6			
	42.1	33.3	23.0	44.0	17.0	42.1	42.1	100.0			31.9		44.4	37.0	51.2	100.0	51.2	46.0	34.6	46.7			
	100.0	100.0	14.2	73.8	12.0	100.0	100.0	100.0			3.0		3.0	3.0	3.0	0.6	3.0	47.3	16.3	44.7			

Attended/Watched:  
Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Use Mobile Device for Sports														
						Television					Computer/Tablet Smart Phone					Use Mobile Device for Sports				
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com-puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
2-5	5740	1118	337	570	211	5740	5740		5740		195	146	49	195				2413	1558	2156
	18.3	5.5	3.4	8.0	6.5	42.6	43.9		100.0		20.8	38.3	8.9	24.0				3.1	4.7	3.1
	43.9	47.6	69.5	43.4	38.3	43.9	43.9		100.0		37.7	100.0	13.3	43.8				42.6	60.1	41.0
	100.0	100.0	30.1	51.0	18.9	100.0	100.0		100.0		3.4	2.5	0.9	3.4				42.0	27.1	37.6
6+	1827	449	36	165	247	1827	1827			1827	157		157	85	157		157	647	137	647
	5.8	2.2	0.4	2.3	7.6	13.5	14.0			100.0	16.8		28.2	10.5	41.9		41.9	0.8	0.4	0.9
	14.0	19.1	7.5	12.6	44.8	14.0	14.0			100.0	30.4		42.3	19.2	48.8		48.8	11.4	5.3	12.3
	100.0	100.0	8.1	36.8	55.1	100.0	100.0			100.0	8.6		8.6	4.7	8.6		8.6	35.4	7.5	35.4
Watched on Computer/ Tablet/Smart Phone	936	470	38	348	84	936	517	165	195	157	936	380	556	811	375	36	375	909	360	909
	3.0	2.3	0.4	4.9	2.6	6.9	4.0	3.0	3.4	8.6	100.0	100.0	100.0	100.0	100.0	100.0	100.0	1.2	1.1	1.3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	8.1	74.1	17.8	100.0	55.2	17.6	20.8	16.8	100.0	40.6	59.4	86.7	40.0	3.8	40.0	97.1	38.5	97.1
1	380	156	38	119		380	146		146		380	380		327	53		53	353	142	353
	1.2	0.8	0.4	1.7		2.8	1.1		2.5		40.6	100.0		40.3	14.1		14.1	0.5	0.4	0.5
	40.6	33.3	100.0	34.0		40.6	28.2		74.7		40.6	100.0		40.3	14.1		14.1	38.8	39.5	38.8
	100.0	100.0	24.2	75.8		100.0	38.3		38.3		100.0	100.0		86.1	13.9		13.9	92.9	37.5	92.9
2-5	399	228		179	50	399	214	165	49		399		399	399	165	36	165	399	146	399
	1.3	1.1		2.5	1.5	3.0	1.6	3.0	0.9		42.6		71.8	49.2	44.0	100.0	44.0	0.5	0.4	0.6
	42.6	48.6		51.3	59.3	42.6	41.4	100.0	25.3		42.6		71.8	49.2	44.0	100.0	44.0	43.9	40.6	43.9
	100.0	100.0		78.3	21.7	100.0	53.6	41.3	12.3		100.0		100.0	100.0	41.3	8.9	41.3	100.0	36.7	100.0
6+	157	85		51	34	157	157			157	157		157	85	157		157	157	72	157
	0.5	0.4		0.7	1.0	1.2	1.2			8.6	16.8		28.2	10.5	41.9		41.9	0.2	0.2	0.2
	16.8	18.2		14.7	40.7	16.8	30.4			100.0	16.8		28.2	10.5	41.9		41.9	17.3	19.9	17.3
	100.0	100.0		60.1	39.9	100.0	100.0			100.0	100.0		100.0	54.3	100.0		100.0	100.0	45.7	100.0
Watched on Computer/ Laptop/Netbook	811	470	38	348	84	811	445	165	195	85	811	327	484	811	250	36	250	784	289	784
	2.6	2.3	0.4	4.9	2.6	6.0	3.4	3.0	3.4	4.7	86.7	86.1	87.1	100.0	66.7	100.0	66.7	1.0	0.9	1.1
	100.0	100.0	8.1	74.1	17.8	100.0	54.8	20.3	24.0	10.5	100.0	40.3	59.7	100.0	30.8	4.4	30.8	96.7	35.6	96.7
Watched on Tablet/ Smart Phone	375	215		180	34	375	322	165		157	375	53	322	250	375	36	375	375	107	375
	1.2	1.1		2.5	1.0	2.8	2.5	3.0		8.6	40.0	13.9	57.9	30.8	100.0	100.0	100.0	0.5	0.3	0.5
	100.0	100.0		84.1	15.9	100.0	85.9	44.0		41.9	100.0	14.1	85.9	66.7	100.0	9.5	100.0	100.0	28.6	100.0
Watched on Tablet	36					36	36	36			36		36	36	36	36	36	36	36	36
	0.1					0.3	0.3	0.6			3.8		6.4	4.4	9.5	100.0	9.5		0.1	0.1
	100.0					100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0



Attended/Watched:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																			
																Use Mobile Device for Sports				
	Attended					Television					Computer/Tablet Smart Phone									
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com-puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Watched on Smart Phone	375	215		180	34	375	322	165		157	375	53	322	250	375	36	375	375	107	375
	1.2	1.1		2.5	1.0	2.8	2.5	3.0		8.6	40.0	13.9	57.9	30.8	100.0	100.0	100.0	0.5	0.3	0.5
	100.0	100.0		84.1	15.9	100.0	85.9	44.0		41.9	100.0	14.1	85.9	66.7	100.0	9.5	100.0	100.0	28.6	100.0

Attended/Watched:  
Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport					Participated in Sport					
															Past Year					
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Attended or Watched (any)	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Attended	20322	5356	3745	1610	288	117	466	738	14948	11744	3204	411	194	895	1705	1848	727	992	128	11792
	64.8	66.0	61.8	78.2	100.0	100.0	86.3	66.3	64.9	64.7	65.7	73.6	100.0	86.1	55.3	76.7	77.8	89.1	35.5	65.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	26.4	18.4	7.9	1.4	0.6	2.3	3.6	73.6	57.8	15.8	2.0	1.0	4.4	8.4	9.1	3.6	4.9	0.6	58.0
1	9938	2932	2208	724	185		210	328	7276	5996	1280	279	110	220	670	718	313	405		5514
	31.7	36.1	36.4	35.1	64.3		38.9	29.4	31.6	33.1	26.2	50.0	56.9	21.2	21.7	29.8	33.5	36.4		30.8
	48.9	54.7	59.0	45.0	64.3		45.1	44.4	48.7	51.1	39.9	67.9	56.9	24.6	39.3	38.9	43.0	40.8		46.8
	100.0	29.5	22.2	7.3	1.9		2.1	3.3	73.2	60.3	12.9	2.8	1.1	2.2	6.7	7.2	3.1	4.1		55.5
2-3	7138	1714	1136	578	103	83	193	199	5285	4067	1218	51	83	360	723	721	305	345	71	4277
	22.8	21.1	18.7	28.1	35.7	71.0	35.7	17.9	23.0	22.4	25.0	9.2	43.1	34.7	23.4	29.9	32.6	31.0	19.7	23.9
	35.1	32.0	30.3	35.9	35.7	71.0	41.4	27.0	35.4	34.6	38.0	12.5	43.1	40.3	42.4	39.0	41.9	34.8	55.4	36.3
	100.0	24.0	15.9	8.1	1.4	1.2	2.7	2.8	74.0	57.0	17.1	0.7	1.2	5.0	10.1	10.1	4.3	4.8	1.0	59.9
4+	3245	710	401	308		34	63	211	2387	1681	706	81		314	311	409	109	242	57	2002
	10.3	8.7	6.6	15.0		29.0	11.7	18.9	10.4	9.3	14.5	14.4		30.2	10.1	17.0	11.7	21.7	15.9	11.2
	16.0	13.2	10.7	19.1		29.0	13.5	28.6	16.0	14.3	22.0	19.6		35.1	18.3	22.1	15.1	24.4	44.6	17.0
	100.0	21.9	12.4	9.5		1.0	1.9	6.5	73.6	51.8	21.8	2.5		9.7	9.6	12.6	3.4	7.5	1.8	61.7
Watched (any)	13483	3766	3014	752	51	34	267	399	9861	7451	2411	199		695	1517	660	241	186	233	7004
	43.0	46.4	49.7	36.5	17.8	29.0	49.4	35.8	42.8	41.1	49.4	35.6		66.9	49.2	27.4	25.8	16.7	64.5	39.1
	100.0	27.9	22.4	5.6	0.4	0.3	2.0	3.0	73.1	55.3	17.9	1.5		5.2	11.2	4.9	1.8	1.4	1.7	51.9
Watched on TV	13064	3543	2866	677	51	34	193	399	9442	7299	2143	199		695	1249	660	241	186	233	6739
	41.6	43.6	47.3	32.9	17.8	29.0	35.7	35.8	41.0	40.2	44.0	35.6		66.9	40.5	27.4	25.8	16.7	64.5	37.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.1	21.9	5.2	0.4	0.3	1.5	3.1	72.3	55.9	16.4	1.5		5.3	9.6	5.1	1.8	1.4	1.8	51.6
1	5497	1630	1476	153				153	4018	3232	786	90		223	473	260	120	59	81	3007
	17.5	20.1	24.4	7.4				13.8	17.5	17.8	16.1	16.1		21.5	15.3	10.8	12.8	5.3	22.4	16.8
	42.1	46.0	51.5	22.6				38.4	42.6	44.3	36.7	45.4		32.1	37.8	39.3	49.8	31.7	34.7	44.6
	100.0	29.6	26.9	2.8				2.8	73.1	58.8	14.3	1.6		4.1	8.6	4.7	2.2	1.1	1.5	54.7

Attended/Watched:  
Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
2-5	5740	1508	1129	379			193	186	4265	3444	821	42		346	433	196	87	38	71	3051
	18.3	18.6	18.6	18.4			35.7	16.7	18.5	19.0	16.8	7.4		33.3	14.0	8.1	9.3	3.4	19.6	17.0
	43.9	42.6	39.4	55.9			100.0	46.6	45.2	47.2	38.3	20.9		49.8	34.7	29.7	36.1	20.4	30.4	45.3
	100.0	26.3	19.7	6.6			3.4	3.2	74.3	60.0	14.3	0.7		6.0	7.5	3.4	1.5	0.7	1.2	53.2
6+	1827	405	260	145	51	34		60	1159	623	536	67		126	343	205	34	89	81	681
	5.8	5.0	4.3	7.0	17.8	29.0		5.4	5.0	3.4	11.0	12.0		12.1	11.1	8.5	3.6	8.0	22.5	3.8
	14.0	11.4	9.1	21.4	100.0	100.0		15.0	12.3	8.5	25.0	33.7		18.1	27.5	31.0	14.1	48.0	34.9	10.1
	100.0	22.2	14.2	7.9	2.8	1.9		3.3	63.5	34.1	29.4	3.7		6.9	18.8	11.2	1.9	4.9	4.4	37.3
Watched on Computer/Tablet/Smart Phone	936	677	399	278	51	34	193		936	228	708	87		282	339	70	36	34		503
	3.0	8.3	6.6	13.5	17.8	29.0	35.6		4.1	1.3	14.5	15.5		27.1	11.0	2.9	3.8	3.1		2.8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0		100.0
	100.0	72.3	42.6	29.7	5.5	3.6	20.6		100.0	24.4	75.6	9.3		30.1	36.2	7.4	3.8	3.6		53.7
1	380	156	38	119			119		380	118	262			119	143					248
	1.2	1.9	0.6	5.8			21.9		1.7	0.6	5.4			11.4	4.7					1.4
	40.6	23.1	9.5	42.6			61.5		40.6	51.6	37.0			42.0	42.3					49.4
	100.0	41.2	10.0	31.2			31.2		100.0	31.0	69.0			31.2	37.8					65.4
2-5	399	364	289	74			74		399	111	289	36		129	124	36	36			220
	1.3	4.5	4.8	3.6			13.7		1.7	0.6	5.9	6.4		12.4	4.0	1.5	3.8			1.2
	42.6	53.7	72.5	26.7			38.5		42.6	48.4	40.8	41.0		45.9	36.5	51.1	100.0			43.8
	100.0	91.1	72.5	18.6			18.6		100.0	27.7	72.3	8.9		32.4	31.0	8.9	8.9			55.2
6+	157	157	72	85	51	34			157		157	51		34	72	34		34		34
	0.5	1.9	1.2	4.1	17.8	29.0			0.7		3.2	9.2		3.3	2.3	1.4		3.1		0.2
	16.8	23.2	18.0	30.7	100.0	100.0			16.8		22.2	59.0		12.1	21.1	48.9		100.0		6.8
	100.0	100.0	45.7	54.3	32.6	21.7			100.0		100.0	32.6		21.7	45.7	21.7		21.7		21.7
Watched on Computer/Laptop/Netbook	811	605	327	278	51	34	193		811	176	636	87		282	267	70	36	34		450
	2.6	7.5	5.4	13.5	17.8	29.0	35.6		3.5	1.0	13.0	15.5		27.1	8.7	2.9	3.8	3.1		2.5
	100.0	74.6	40.3	34.3	6.3	4.2	23.8		100.0	21.6	78.4	10.7		34.7	32.9	8.6	4.4	4.2		55.4
Watched on Tablet/Smart Phone	375	286	201	85	51	34			375	53	322	87		163	72	70	36	34		123
	1.2	3.5	3.3	4.1	17.8	29.0			1.6	0.3	6.6	15.5		15.7	2.3	2.9	3.8	3.1		0.7
	100.0	76.4	53.6	22.8	13.7	9.1			100.0	14.1	85.9	23.2		43.6	19.1	18.6	9.5	9.1		32.7
Watched on Tablet	36								36		36	36				36	36			36
	0.1								0.2		0.7	6.4				1.5	3.8			0.2
	100.0								100.0		100.0	100.0				100.0	100.0			100.0

Attended/Watched:  
Baseball: Minor League

		Twitter Usage Following this Sport								Facebook Usage Following this Sport								Participated in Sport				
																		Past Year				
		Twitter			Twitter			Face- book		Face- book			Face- book									
		Users			Do Not Follow			Users Do Not Follow		Users Do Not Follow			Users Do Not Follow									
		Total	Users	Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	Days	10-49 Days	50+ Days	Ever Partic.			
Watched on Smart Phone		375	286	201	85	51	34			375	53			163	72	70	36	34	123			
		1.2	3.5	3.3	4.1	17.8	29.0			1.6	0.3	6.6	15.5	15.7	2.3	2.9	3.8	3.1	0.7			
		100.0	76.4	53.6	22.8	13.7	9.1			100.0	14.1	85.9	23.2	43.6	19.1	18.6	9.5	9.1	32.7			

Watched:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
<u>Watched (any) at least once</u>	13483	6228	7255	1667	1983	1544	3343	4946	2945	3093	4176	3269	2660	3809	4111	2904	2290	1755	535
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.2	53.8	12.4	14.7	11.5	24.8	36.7	21.8	22.9	31.0	24.2	19.7	28.2	30.5	21.5	17.0	13.0	4.0
<u>Total Watched TV at least once</u>	13064	6010	7054	1667	1804	1453	3293	4846	2766	3040	3988	3269	2480	3734	4007	2843	2188	1653	535
	96.9	96.5	97.2	100.0	91.0	94.1	98.5	98.0	93.9	98.3	95.5	100.0	93.3	98.1	97.5	97.9	95.5	94.2	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.0	54.0	12.8	13.8	11.1	25.2	37.1	21.2	23.3	30.5	25.0	19.0	28.6	30.7	21.8	16.7	12.6	4.1
Only Watched TV at least once	12547	5831	6716	1667	1507	1234	3293	4846	2483	2892	3903	3269	2445	3578	3731	2793	1938	1454	484
	93.1	93.6	92.6	100.0	76.0	79.9	98.5	98.0	84.3	93.5	93.5	100.0	91.9	93.9	90.8	96.2	84.6	82.8	90.4
	96.0	97.0	95.2	100.0	83.5	84.9	100.0	100.0	89.8	95.1	97.9	100.0	98.6	95.8	93.1	98.3	88.6	88.0	90.4
	100.0	46.5	53.5	13.3	12.0	9.8	26.2	38.6	19.8	23.0	31.1	26.1	19.5	28.5	29.7	22.3	15.4	11.6	3.9
Only Watched TV and Computer/Laptop/Netbook at least once	195	49	146		168	27			119	76				27	119	49			
	1.4	0.8	2.0		8.5	1.8			4.0	2.5				0.7	2.9	1.7			
	1.5	0.8	2.1		9.3	1.9			4.3	2.5				0.7	3.0	1.7			
	100.0	25.3	74.7		86.1	13.9			60.8	39.2				13.9	60.8	25.3			
Only Watched TV and Tablet at least once																			
Only Watched TV and Smart Phone at least once	72		72			72				72					72				
	0.5		1.0			4.6				2.3					1.7				
	0.5		1.0			4.9				2.4					1.8				
	100.0		100.0			100.0				100.0					100.0				
Watched TV and only 2 other devices at least once	215	129	85		129	85			129		85			129	85		215	163	51
	1.6	2.1	1.2		6.5	5.5			4.4		2.0			3.4	2.1		9.4	9.3	9.6
	1.6	2.2	1.2		7.2	5.9			4.7		2.1			3.5	2.1		9.8	9.9	9.6
	100.0	60.3	39.7		60.3	39.7			60.3		39.7			60.3	39.7		100.0	76.1	23.9
Watched on all 4 devices at least once	36		36			36			36				36				36	36	
	0.3		0.5			2.3			1.2				1.3				1.6	2.0	
	0.3		0.5			2.4			1.3				1.4				1.6	2.2	
	100.0		100.0			100.0			100.0				100.0				100.0	100.0	

Watched:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
<u>Total Watched</u>	811	344	467		476	186	50	100	462	76	273		162	231	308	111	300	248	51
<u>Computer/</u>	6.0	5.5	6.4		24.0	12.0	1.5	2.0	15.7	2.5	6.5		6.1	6.1	7.5	3.8	13.1	14.2	9.6
<u>Laptop/Netbook</u>	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>at least once</u>	100.0	42.4	57.6		58.6	22.9	6.1	12.4	56.9	9.4	33.6		20.0	28.4	38.0	13.6	36.9	30.6	6.3
Only Watched	366	166	201		179	38	50	100	179		188		126	74	104	61	50	50	
<u>Computer/</u>	2.7	2.7	2.8		9.0	2.5	1.5	2.0	6.1		4.5		4.8	1.9	2.5	2.1	2.2	2.8	
<u>Laptop/</u>	45.2	48.1	43.0		37.6	20.4	100.0	100.0	38.7		68.8		78.1	32.2	33.9	55.5	16.5	20.0	
<u>Netbook at least once</u>	100.0	45.2	54.8		48.8	10.3	13.5	27.4	48.8		51.2		34.5	20.3	28.5	16.7	13.5	13.5	
Only Watched	195	49	146		168	27			119	76				27	119	49			
<u>Computer/</u>	1.4	0.8	2.0		8.5	1.8			4.0	2.5				0.7	2.9	1.7			
<u>Laptop/</u>	24.0	14.3	31.2		35.3	14.6			25.7	100.0				11.8	38.4	44.5			
<u>Netbook and TV at least once</u>	100.0	25.3	74.7		86.1	13.9			60.8	39.2				13.9	60.8	25.3			
Only Watched																			
<u>Computer/</u>																			
<u>Laptop/</u>																			
<u>Netbook and Tablet at least once</u>																			
Only Watched																			
<u>Computer/</u>																			
<u>Laptop/</u>																			
<u>Netbook and Smart Phone at least once</u>																			
Watched	215	129	85		129	85			129		85			129	85		215	163	51
<u>Computer/</u>	1.6	2.1	1.2		6.5	5.5			4.4		2.0			3.4	2.1		9.4	9.3	9.6
<u>Laptop/</u>	26.4	37.5	18.3		27.2	45.9			28.0		31.2			56.1	27.7		71.6	65.7	100.0
<u>Netbook and only 2 other devices at least once</u>	100.0	60.3	39.7		60.3	39.7			60.3		39.7			60.3	39.7		100.0	76.1	23.9
Watched on all	36		36			36			36					36			36	36	
<u>4 devices at least once</u>	0.3		0.5			2.3			1.2					1.3			1.6	2.0	
	4.4		7.6			19.1			7.7					21.9			11.9	14.3	
	100.0		100.0			100.0			100.0					100.0			100.0	100.0	

Watched:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
<u>Total Watched</u>	36		36			36			36				36				36	36	
<u>Tablet at least once</u>	0.3		0.5			2.3			1.2				1.3				1.6	2.0	
	100.0		100.0			100.0			100.0				100.0				100.0	100.0	
	100.0		100.0			100.0			100.0				100.0				100.0	100.0	
Only Watched Tablet at least once																			
Only Watched Tablet and TV at least once																			
Only Watched Tablet and Computer/Laptop/Netbook at least once																			
Only Watched Tablet and Smart Phone at least once																			
Watched Tablet and only 2 other devices at least once																			
Watched on all 4 devices at least once	36		36			36			36				36				36	36	
	0.3		0.5			2.3			1.2				1.3				1.6	2.0	
	100.0		100.0			100.0			100.0				100.0				100.0	100.0	
	100.0		100.0			100.0			100.0				100.0				100.0	100.0	

Watched:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
<u>Total Watched</u>	375	182	192		129	245			165	125	85		88	129	157		303	252	51
<u>Smart Phone at least once</u>	2.8	2.9	2.7		6.5	15.9			5.6	4.0	2.0		3.3	3.4	3.8		13.2	14.3	9.6
	100.0	100.0	100.0		100.0	100.0			100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0
	100.0	48.6	51.4		34.5	65.5			44.0	33.3	22.8		23.6	34.5	41.9		80.9	67.2	13.7
Only Watched Smart Phone at least once	53	53				53				53			53				53	53	
	0.4	0.8				3.4				1.7			2.0				2.3	3.0	
	14.1	29.1				21.6				42.5			59.8				17.5	21.0	
	100.0	100.0				100.0				100.0			100.0				100.0	100.0	
Only Watched Smart Phone and TV at least once	72		72			72				72					72				
	0.5		1.0			4.6				2.3					1.7				
	19.1		37.2			29.2				57.5					45.7				
	100.0		100.0			100.0				100.0					100.0				
Only Watched Smart Phone and Computer/Laptop/Netbook at least once																			
Only Watched Smart Phone and Tablet at least once																			
Watched Smart Phone and only 2 other devices at least once	215	129	85		129	85			129		85		129	85			215	163	51
	1.6	2.1	1.2		6.5	5.5			4.4		2.0		3.4	2.1			9.4	9.3	9.6
	57.3	70.9	44.3		100.0	34.7			78.4		100.0		100.0	54.3			70.8	64.9	100.0
	100.0	60.3	39.7		60.3	39.7			60.3		39.7		60.3	39.7			100.0	76.1	23.9
Watched on all 4 devices at least once	36		36			36			36				36				36	36	
	0.3		0.5			2.3			1.2				1.3				1.6	2.0	
	9.5		18.5			14.5			21.6				40.2				11.7	14.1	
	100.0		100.0			100.0			100.0				100.0				100.0	100.0	



Watched:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
<u>Watched (any) at least once</u>	13483	2437	522	1313	602	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	6080	2845	5681
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	21.4	53.9	24.7	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	45.1	21.1	42.1
<u>Total Watched TV at least once</u>	13064	2349	484	1313	552	13064	13064	5497	5740	1827	517	146	371	445	322	36	322	5661	2592	5261
	96.9	96.4	92.7	100.0	91.8	96.9	100.0	100.0	100.0	100.0	55.2	38.3	66.7	54.8	85.9	100.0	85.9	93.1	91.1	92.6
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	20.6	55.9	23.5	100.0	100.0	42.1	43.9	14.0	4.0	1.1	2.8	3.4	2.5	0.3	2.5	43.3	19.8	40.3
Only Watched TV at least once	12547	1967	484	965	518	12547	12547	5332	5545	1670								5171	2485	4772
	93.1	80.7	92.7	73.5	86.1	93.1	96.0	97.0	96.6	91.4								85.1	87.3	84.0
	96.0	83.7	100.0	73.5	93.8	96.0	96.0	97.0	96.6	91.4								91.4	95.9	90.7
	100.0	100.0	24.6	49.0	26.3	100.0	100.0	42.5	44.2	13.3								41.2	19.8	38.0
Only Watched TV and Computer/ Laptop/Netbook at least once	195	168		168		195	195		195		195	146	49	195				168		168
	1.4	6.9		12.8		1.4	1.5		3.4		20.8	38.3	8.9	24.0				2.8		3.0
	1.5	7.1		12.8		1.5	1.5		3.4		37.7	100.0	13.3	43.8				3.0		3.2
	100.0	100.0		100.0		100.0	100.0		100.0		100.0	74.7	25.3	100.0				86.1		86.1
Only Watched TV and Tablet at least once																				
Only Watched TV and Smart Phone at least once	72					72	72			72	72		72		72		72	72	72	72
	0.5					0.5	0.5			3.9	7.7		12.9		19.1		19.1	1.2	2.5	1.3
	0.5					0.5	0.5			3.9	13.9		19.3		22.3		22.3	1.3	2.8	1.4
	100.0					100.0	100.0			100.0	100.0		100.0		100.0		100.0	100.0	100.0	100.0
Watched TV and only 2 other devices at least once	215	215		180	34	215	215	129		85	215		215	215	215		215	215		215
	1.6	8.8		13.7	5.7	1.6	1.6	2.4		4.7	22.9		38.6	26.4	57.3		57.3	3.5		3.8
	1.6	9.1		13.7	6.2	1.6	1.6	2.4		4.7	41.5		57.8	48.2	66.7		66.7	3.8		4.1
	100.0	100.0		84.1	15.9	100.0	100.0	60.3		39.7	100.0		100.0	100.0	100.0		100.0	100.0		100.0
Watched on all 4 devices at least once	36					36	36	36			36		36	36	36	36	36	36	36	36
	0.3					0.3	0.3	0.6			3.8		6.4	4.4	9.5	100.0	9.5	0.6	1.2	0.6
	0.3					0.3	0.3	0.6			6.9		9.6	8.0	11.0	100.0	11.0	0.6	1.4	0.7
	100.0					100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Watched:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television										Computer/Tablet Smart Phone			Use Mobile Device for Sports	
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
<u>Total Watched</u>	811	470	38	348	84	811	445	165	195	85	811	327	484	811	250	36	250	784	289	784
<u>Computer/</u>	6.0	19.3	7.3	26.5	13.9	6.0	3.4	3.0	3.4	4.7	86.7	86.1	87.1	100.0	66.7	100.0	66.7	12.9	10.1	13.8
<u>Laptop/Netbook</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>at least once</u>	100.0	100.0	8.1	74.1	17.8	100.0	54.8	20.3	24.0	10.5	100.0	40.3	59.7	100.0	30.8	4.4	30.8	96.7	35.6	96.7
Only Watched	366	87	38		50	366					366	181	185	366				366	253	366
Computer/	2.7	3.6	7.3		8.2	2.7					39.1	47.7	33.3	45.2				6.0	8.9	6.5
Laptop/Netbook	45.2	18.6	100.0		59.3	45.2					45.2	55.5	38.2	45.2				46.7	87.7	46.7
at least once	100.0	100.0	43.3		56.7	100.0					100.0	49.5	50.5	100.0				100.0	69.1	100.0
Only Watched	195	168		168		195	195		195		195	146	49	195				168		168
Computer/	1.4	6.9		12.8		1.4	1.5		3.4		20.8	38.3	8.9	24.0				2.8		3.0
Laptop/Netbook	24.0	35.7		48.2		24.0	43.8		100.0		24.0	44.5	10.2	24.0				21.4		21.4
and TV at least once	100.0	100.0		100.0		100.0	100.0		100.0		100.0	74.7	25.3	100.0				86.1		86.1
Only Watched Computer/ Laptop/Netbook and Tablet at least once																				
Only Watched Computer/ Laptop/Netbook and Smart Phone at least once																				
Watched	215	215		180	34	215	215	129		85	215		215	215	215		215	215		215
Computer/	1.6	8.8		13.7	5.7	1.6	1.6	2.4		4.7	22.9		38.6	26.4	57.3		57.3	3.5		3.8
Laptop/Netbook	26.4	45.7		51.8	40.7	26.4	48.2	78.4		100.0	26.4		44.3	26.4	85.8		85.8	27.4		27.4
and only 2 other devices at least once	100.0	100.0		84.1	15.9	100.0	100.0	60.3		39.7	100.0		100.0	100.0	100.0		100.0	100.0		100.0

Watched:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Use Mobile Device for Sports														
						Television					Computer/Tablet Smart Phone					Total				
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com-puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Watched on all 4 devices at least once	36					36	36	36			36		36	36	36	36	36	36	36	36
	0.3					0.3	0.3	0.6			3.8		6.4	4.4	9.5	100.0	9.5	0.6	1.2	0.6
	4.4					4.4	8.0	21.6			4.4		7.3	4.4	14.2	100.0	14.2	4.5	12.3	4.5
	100.0					100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
<u>Total Watched</u>	36					36	36	36			36		36	36	36	36	36	36	36	36
<u>Tablet at least once</u>	0.3					0.3	0.3	0.6			3.8		6.4	4.4	9.5	100.0	9.5	0.6	1.2	0.6
<u>once</u>	100.0					100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0					100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Only Watched Tablet at least once																				
Only Watched Tablet and TV at least once																				
Only Watched Tablet and Computer/Laptop/Netbook at least once																				
Only Watched Tablet and Smart Phone at least once																				
Watched Tablet and only 2 other devices at least once																				

Watched:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																		
	Use Mobile Device for Sports																		
	Smart Phone																		
	Tablet																		
	Attended				Television					Computer/Tablet Smart Phone			Com-puter	Total Mobile	Tablet	Smart Phone	Use Mobile Device for Sports		
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+				Total Mobile	Tablet	Smart Phone
Watched on all 4 devices at least once	36					36	36	36			36		36	36	36	36	36	36	36
	0.3					0.3	0.3	0.6			3.8		6.4	4.4	9.5	100.0	9.5	0.6	1.2
	100.0					100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0					100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Total Watched	375	215		180	34	375	322	165		157	375	53	322	250	375	36	375	375	107
Smart Phone at least once	2.8	8.8		13.7	5.7	2.8	2.5	3.0		8.6	40.0	13.9	57.9	30.8	100.0	100.0	100.0	6.2	3.8
	100.0	100.0		100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0		84.1	15.9	100.0	85.9	44.0		41.9	100.0	14.1	85.9	66.7	100.0	9.5	100.0	100.0	28.6
Only Watched Smart Phone at least once	53					53					53	53			53		53		53
	0.4					0.4					5.7	13.9			14.1		14.1		0.9
	14.1					14.1					14.1	100.0			14.1		14.1		14.1
	100.0					100.0					100.0	100.0			100.0		100.0		100.0
Only Watched Smart Phone and TV at least once	72					72	72			72	72		72		72		72	72	72
	0.5					0.5	0.5			3.9	7.7		12.9		19.1		19.1	1.2	2.5
	19.1					19.1	22.3			45.7	19.1		22.3		19.1		19.1	19.1	66.8
	100.0					100.0	100.0			100.0	100.0		100.0		100.0		100.0	100.0	100.0
Only Watched Smart Phone and Computer/Laptop/Netbook at least once																			
Only Watched Smart Phone and Tablet at least once																			
Watched Smart Phone and only 2 other devices at least once	215	215		180	34	215	215	129		85	215		215	215	215		215	215	
	1.6	8.8		13.7	5.7	1.6	1.6	2.4		4.7	22.9		38.6	26.4	57.3		57.3	3.5	3.8
	57.3	100.0		100.0	100.0	57.3	66.7	78.4		54.3	57.3		66.7	85.8	57.3		57.3	57.3	57.3
	100.0	100.0		84.1	15.9	100.0	100.0	60.3		39.7	100.0		100.0	100.0	100.0		100.0	100.0	100.0

Watched:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone					Use Mobile Device for Sports				
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Watched on all 4 devices at least once	36 0.3 9.5 100.0					36 0.3 9.5 100.0	36 0.3 11.0 100.0	36 0.6 21.6 100.0			36 3.8 9.5 100.0		36 6.4 11.0 100.0	36 4.4 14.2 100.0	36 9.5 9.5 100.0	36 100.0 100.0 100.0	36 9.5 9.5 100.0	36 0.6 9.5 100.0	36 1.2 33.2 100.0	36 0.6 9.5 100.0

Watched:  
Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport					Participated in Sport				
															Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
<u>Watched (any) at least once</u>	13483	3766	3014	752	51	34	267	399	9861	7451	2411	199	695	1517	660	241	186	233	7004
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.9	22.4	5.6	0.4	0.3	2.0	3.0	73.1	55.3	17.9	1.5	5.2	11.2	4.9	1.8	1.4	1.7	51.9
<u>Total Watched TV at least once</u>	13064	3543	2866	677	51	34	193	399	9442	7299	2143	199	695	1249	660	241	186	233	6739
	96.9	94.1	95.1	90.1	100.0	100.0	72.2	100.0	95.7	98.0	88.9	100.0	100.0	82.4	100.0	100.0	100.0	100.0	96.2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	27.1	21.9	5.2	0.4	0.3	1.5	3.1	72.3	55.9	16.4	1.5	5.3	9.6	5.1	1.8	1.4	1.8	51.6
Only Watched TV at least once	12547	3089	2615	474			74	399	8925	7222	1703	112	413	1178	590	205	152	233	6502
	93.1	82.0	86.8	63.0			27.9	100.0	90.5	96.9	70.6	56.4	59.5	77.7	89.5	85.3	81.7	100.0	92.8
	96.0	87.2	91.3	69.9			38.6	100.0	94.5	99.0	79.5	56.4	59.5	94.3	89.5	85.3	81.7	100.0	96.5
	100.0	24.6	20.8	3.8			0.6	3.2	71.1	57.6	13.6	0.9	3.3	9.4	4.7	1.6	1.2	1.9	51.8
Only Watched TV and Computer/Laptop/Netbook at least once	195	168	49	119			119		195	76	119		119						168
	1.4	4.5	1.6	15.8			44.4		2.0	1.0	4.9		17.0						2.4
	1.5	4.7	1.7	17.5			61.4		2.1	1.0	5.5		17.0						2.5
	100.0	86.1	25.3	60.8			60.8		100.0	39.2	60.8		60.8						86.1
Only Watched TV and Tablet at least once																			
Only Watched TV and Smart Phone at least once	72	72	72						72		72			72					
	0.5	1.9	2.4						0.7		3.0			4.7					
	0.5	2.0	2.5						0.8		3.3			5.7					
	100.0	100.0	100.0						100.0		100.0			100.0					
Watched TV and only 2 other devices at least once	215	215	129	85	51	34			215		215	51	163		34		34		34
	1.6	5.7	4.3	11.3	100.0	100.0			2.2		8.9	25.8	23.5		5.2		18.3		0.5
	1.6	6.1	4.5	12.6	100.0	100.0			2.3		10.0	25.8	23.5		5.2		18.3		0.5
	100.0	100.0	60.3	39.7	23.9	15.9			100.0		100.0	23.9	76.1		15.9		15.9		15.9
Watched on all 4 devices at least once	36								36		36	36			36	36			36
	0.3								0.4		1.5	17.9			5.4	14.7			0.5
	0.3								0.4		1.7	17.9			5.4	14.7			0.5
	100.0								100.0		100.0	100.0			100.0	100.0			100.0

Watched:  
Baseball: Minor League

	Twitter Usage Following this Sport								Facebook Usage Following this Sport					Participated in Sport						
														Past Year						
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total Watched	811	605	327	278	51	34	193		811	176	636	87		282	267	70	36	34		450
Computer/Laptop/	6.0	16.1	10.9	37.0	100.0	100.0	72.1		8.2	2.4	26.4	43.6		40.5	17.6	10.5	14.7	18.3		6.4
Netbook at least once	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0		100.0
	100.0	74.6	40.3	34.3	6.3	4.2	23.8		100.0	21.6	78.4	10.7		34.7	32.9	8.6	4.4	4.2		55.4
Only Watched	366	223	149	74			74		366	99	267				267					212
Computer/Laptop/	2.7	5.9	4.9	9.9			27.8		3.7	1.3	11.1				17.6					3.0
Netbook at least	45.2	36.8	45.4	26.7			38.5		45.2	56.5	42.0				100.0					47.2
once	100.0	60.8	40.6	20.3			20.3		100.0	27.1	72.9				72.9					58.0
Only Watched	195	168	49	119			119		195	76	119			119						168
Computer/Laptop/	1.4	4.5	1.6	15.8			44.4		2.0	1.0	4.9			17.0						2.4
Netbook and TV at	24.0	27.7	15.0	42.6			61.5		24.0	43.5	18.6			42.0						37.3
least once	100.0	86.1	25.3	60.8			60.8		100.0	39.2	60.8			60.8						86.1
Only Watched Computer/Laptop/ Netbook and Tablet at least once																				
Only Watched Computer/Laptop/ Netbook and Smart Phone at least once																				
Watched Computer/ Laptop/Netbook and only 2 other devices at least once	215 1.6 26.4 100.0	215 5.7 35.4 100.0	129 4.3 39.5 60.3	85 11.3 30.7 39.7	51 100.0 100.0 23.9	34 100.0 100.0 15.9			215 2.2 26.4 100.0		215 8.9 33.7 100.0	51 25.8 59.0 23.9		163 23.5 58.0 76.1		34 5.2 48.9 15.9		34 18.3 100.0 15.9		34 0.5 7.6 15.9
Watched on all 4 devices at least once	36 0.3 4.4 100.0								36 0.4 4.4 100.0		36 1.5 5.6 100.0	36 17.9 41.0 100.0				36 5.4 51.1 100.0	36 14.7 100.0 100.0			36 0.5 7.9 100.0

Watched:  
Baseball: Minor League

	Twitter Usage Following this Sport								Facebook Usage Following this Sport					Participated in Sport						
														Past Year						
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total Watched Tablet at least once	36								36		36	36				36	36			36
	0.3								0.4		1.5	17.9				5.4	14.7			0.5
	100.0								100.0		100.0	100.0				100.0	100.0			100.0
	100.0								100.0		100.0	100.0				100.0	100.0			100.0
Only Watched Tablet at least once																				
Only Watched Tablet and TV at least once																				
Only Watched Tablet and Computer/Laptop/Netbook at least once																				
Only Watched Tablet and Smart Phone at least once																				
Watched Tablet and only 2 other devices at least once																				
Watched on all 4 devices at least once	36								36		36	36				36	36			36
	0.3								0.4		1.5	17.9				5.4	14.7			0.5
	100.0								100.0		100.0	100.0				100.0	100.0			100.0
	100.0								100.0		100.0	100.0				100.0	100.0			100.0
Total Watched Smart Phone at least once	375	286	201	85	51	34			375	53	322	87		163	72	70	36	34		123
	2.8	7.6	6.7	11.3	100.0	100.0			3.8	0.7	13.3	43.6		23.5	4.7	10.5	14.7	18.3		1.7
	100.0	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0		100.0
	100.0	76.4	53.6	22.8	13.7	9.1			100.0	14.1	85.9	23.2		43.6	19.1	18.6	9.5	9.1		32.7



Watched:  
Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Participated
Only Watched Smart Phone at least once	53	0.4							53	53										53
	14.1								0.5	0.7										0.8
	100.0								14.1	100.0										43.2
									100.0	100.0										100.0
Only Watched Smart Phone and TV at least once	72	72	72						72		72				72					
	0.5	1.9	2.4						0.7		3.0				4.7					
	19.1	25.0	35.7						19.1		22.3				100.0					
	100.0	100.0	100.0						100.0		100.0				100.0					
Only Watched Smart Phone and Computer/Laptop/Netbook at least once																				
Only Watched Smart Phone and Tablet at least once																				
Watched Smart Phone and only 2 other devices at least once	215	215	129	85	51	34			215		215	51		163		34		34		34
	1.6	5.7	4.3	11.3	100.0	100.0			2.2		8.9	25.8		23.5		5.2		18.3		0.5
	57.3	75.0	64.3	100.0	100.0	100.0			57.3		66.7	59.0		100.0		48.9		100.0		27.8
	100.0	100.0	60.3	39.7	23.9	15.9			100.0		100.0	23.9		76.1		15.9		15.9		15.9
Watched on all 4 devices at least once	36								36		36	36				36	36			36
	0.3								0.4		1.5	17.9				5.4	14.7			0.5
	9.5								9.5		11.0	41.0				51.1	100.0			29.0
	100.0								100.0		100.0	100.0				100.0	100.0			100.0

Gender/Age of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
<u>Males (net)</u>	16358	16358		1461	1449	1889	3535	8024	2890	3523	5263	4682	3329	3855	6339	2834	3486	2627	859
	52.1	100.0		63.0	43.6	43.9	45.7	58.6	56.1	57.6	50.2	48.6	49.5	47.1	58.1	51.2	59.8	62.3	53.2
	100.0	100.0		8.9	8.9	11.5	21.6	49.1	17.7	21.5	32.2	28.6	20.4	23.6	38.8	17.3	21.3	16.1	5.3
Males 13-17	1461	1461		1461					236	531	629	64	233	282	535	410	137	63	74
	4.7	8.9		63.0					4.6	8.7	6.0	0.7	3.5	3.4	4.9	7.4	2.4	1.5	4.6
	100.0	100.0		100.0					16.2	36.4	43.1	4.4	15.9	19.3	36.6	28.1	9.4	4.3	5.1
Males 18-34	3338	3338			1449	1889			1065	744	811	718	556	745	1524	513	655	509	146
	10.6	20.4			43.6	43.9			20.7	12.2	7.7	7.5	8.3	9.1	14.0	9.3	11.2	12.1	9.0
	100.0	100.0			43.4	56.6			31.9	22.3	24.3	21.5	16.7	22.3	45.7	15.4	19.6	15.3	4.4
Males 35-49	3535	3535					3535		818	1106	1034	577	844	965	1331	395	830	432	398
	11.3	21.6					45.7		15.9	18.1	9.9	6.0	12.5	11.8	12.2	7.1	14.2	10.3	24.6
	100.0	100.0					100.0		23.1	31.3	29.3	16.3	23.9	27.3	37.7	11.2	23.5	12.2	11.2
Males 50-64	5164	5164						5164	499	762	1829	2075	1268	1508	1472	916	1005	882	123
	16.5	31.6						37.7	9.7	12.5	17.5	21.5	18.8	18.4	13.5	16.6	17.2	20.9	7.6
	100.0	100.0						100.0	9.7	14.8	35.4	40.2	24.6	29.2	28.5	17.7	19.5	17.1	2.4
Males 65+	2860	2860						2860	272	380	960	1248	428	355	1477	600	859	741	119
	9.1	17.5						20.9	5.3	6.2	9.2	13.0	6.4	4.3	13.5	10.9	14.7	17.6	7.4
	100.0	100.0						100.0	9.5	13.3	33.6	43.7	15.0	12.4	51.6	21.0	30.1	25.9	4.2
<u>Females (net)</u>	15011		15011	858	1872	2418	4196	5667	2262	2590	5211	4947	3400	4337	4576	2697	2344	1588	756
	47.9		100.0	37.0	56.4	56.1	54.3	41.4	43.9	42.4	49.8	51.4	50.5	52.9	41.9	48.8	40.2	37.7	46.8
	100.0		100.0	5.7	12.5	16.1	28.0	37.8	15.1	17.3	34.7	33.0	22.7	28.9	30.5	18.0	15.6	10.6	5.0
Females 13-17	858		858	858					97	432	328		71	304	335	148	61	61	
	2.7		5.7	37.0					1.9	7.1	3.1		1.1	3.7	3.1	2.7	1.1	1.5	
	100.0		100.0	100.0					11.4	50.4	38.2		8.3	35.4	39.1	17.3	7.2	7.2	
Females 18-34	4290		4290		1872	2418			1180	917	1380	814	947	1297	1396	649	538	371	167
	13.7		28.6		56.4	56.1			22.9	15.0	13.2	8.4	14.1	15.8	12.8	11.7	9.2	8.8	10.3
	100.0		100.0		43.6	56.4			27.5	21.4	32.2	19.0	22.1	30.2	32.5	15.1	12.5	8.7	3.9
Females 35-49	4196		4196				4196		398	672	1539	1586	969	1068	1299	860	853	660	193
	13.4		28.0				54.3		7.7	11.0	14.7	16.5	14.4	13.0	11.9	15.5	14.6	15.7	11.9
	100.0		100.0				100.0		9.5	16.0	36.7	37.8	23.1	25.4	31.0	20.5	20.3	15.7	4.6

Gender/Age of those Attended/Watched (any): Baseball: Minor League

	Gender		Age					Household Income				Region				Bought Sports Apparel			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K- \$49.9K	\$50K- \$99.9K	\$100K &Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Females 50-64	3537		3537					3537	406	194	1299	1639	1240	906	844	547	554	337	217
	11.3		23.6					25.8	7.9	3.2	12.4	17.0	18.4	11.1	7.7	9.9	9.5	8.0	13.4
	100.0		100.0					100.0	11.5	5.5	36.7	46.3	35.1	25.6	23.9	15.5	15.7	9.5	6.1
Females 65+	2130		2130					2130	181	376	665	908	173	763	702	493	337	157	180
	6.8		14.2					15.6	3.5	6.1	6.4	9.4	2.6	9.3	6.4	8.9	5.8	3.7	11.2
	100.0		100.0					100.0	8.5	17.6	31.2	42.6	8.1	35.8	33.0	23.1	15.8	7.4	8.5

Gender/Age of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																				
																		Use Mobile Device for Sports			
	Attended					Television					Computer/Tablet Smart Phone			Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone	
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+								
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3	
<u>Males (net)</u>	16358	11325	5185	4283	1858	6228	6010	2549	2702	759	397	157	240	344	182		182	8545	3720	7777	
	52.1	55.7	52.2	60.0	57.3	46.2	46.0	46.4	47.1	41.5	42.4	41.4	43.1	42.4	48.6		48.6	55.7	56.2	56.0	
	100.0	100.0	45.8	37.8	16.4	100.0	96.5	40.9	43.4	12.2	6.4	2.5	3.9	5.5	2.9		2.9	52.2	22.7	47.5	
Males 13-17	1461	658	448	176	34	923	923	513	160	250								758	267	735	
	4.7	3.2	4.5	2.5	1.0	6.8	7.1	9.3	2.8	13.7								4.9	4.0	5.3	
	100.0	100.0	68.2	26.7	5.1	100.0	100.0	55.6	17.3	27.1								51.9	18.3	50.3	
Males 18-34	3338	2331	1290	619	422	1293	1136	503	551	81	336	157	179	283	182		182	2652	1181	2447	
	10.6	11.5	13.0	8.7	13.0	9.6	8.7	9.2	9.6	4.4	35.9	41.4	32.1	34.9	48.6		48.6	17.3	17.8	17.6	
	100.0	100.0	55.3	26.6	18.1	100.0	87.8	38.9	42.6	6.3	26.0	12.2	13.8	21.9	14.1		14.1	79.5	35.4	73.3	
Males 35-49	3535	2341	831	995	514	1558	1558	831	676	51								2069	760	1972	
	11.3	11.5	8.4	13.9	15.8	11.6	11.9	15.1	11.8	2.8								13.5	11.5	14.2	
	100.0	100.0	35.5	42.5	22.0	100.0	100.0	53.3	43.4	3.3								58.5	21.5	55.8	
Males 50-64	5164	4147	1838	1838	471	1304	1243	521	418	304	61		61	61				2590	1134	2359	
	16.5	20.4	18.5	25.7	14.5	9.7	9.5	9.5	7.3	16.6	6.5		11.0	7.6				16.9	17.1	17.0	
	100.0	100.0	44.3	44.3	11.4	100.0	95.3	39.9	32.1	23.3	4.7		4.7	4.7				50.2	22.0	45.7	
Males 65+	2860	1849	777	655	417	1150	1150	180	897	73								476	377	264	
	9.1	9.1	7.8	9.2	12.9	8.5	8.8	3.3	15.6	4.0								3.1	5.7	1.9	
	100.0	100.0	42.0	35.4	22.6	100.0	100.0	15.7	78.0	6.3								16.6	13.2	9.2	
<u>Females (net)</u>	15011	8996	4754	2855	1387	7255	7054	2949	3037	1068	539	222	316	467	192	36	192	6788	2902	6117	
	47.9	44.3	47.8	40.0	42.7	53.8	54.0	53.6	52.9	58.5	57.6	58.6	56.9	57.6	51.4	100.0	51.4	44.3	43.8	44.0	
	100.0	100.0	52.8	31.7	15.4	100.0	97.2	40.6	41.9	14.7	7.4	3.1	4.4	6.4	2.7	0.5	2.7	45.2	19.3	40.8	
Females 13-17	858	113	52	61		745	745	427	317									369	135	369	
	2.7	0.6	0.5	0.9		5.5	5.7	7.8	5.5									2.4	2.0	2.7	
	100.0	100.0	45.7	54.3		100.0	100.0	57.4	42.6									43.0	15.8	43.0	
Females 18-34	4290	2512	1571	906	34	2234	2122	918	778	426	450	183	267	378	192	36	192	2842	1152	2677	
	13.7	12.4	15.8	12.7	1.0	16.6	16.2	16.7	13.6	23.3	48.1	48.3	48.0	46.6	51.4	100.0	51.4	18.5	17.4	19.3	
	100.0	100.0	62.6	36.1	1.4	100.0	95.0	41.1	34.8	19.1	20.2	8.2	11.9	16.9	8.6	1.6	8.6	66.3	26.9	62.4	

Gender/Age of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
																		Use Mobile Device for Sports		
	Attended					Television					Computer/Tablet Smart Phone			Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+							
Females 35-49	4196	2764	1268	1104	392	1785	1735	942	662	131	50		50	50				2167	886	1961
	13.4	13.6	12.8	15.5	12.1	13.2	13.3	17.1	11.5	7.2	5.3		8.9	6.1				14.1	13.4	14.1
	100.0	100.0	45.9	40.0	14.2	100.0	97.2	52.8	37.1	7.4	2.8		2.8	2.8				51.7	21.1	46.7
Females 50-64	3537	2400	1262	505	633	1339	1300	404	536	360	39	39		39				1146	539	897
	11.3	11.8	12.7	7.1	19.5	9.9	10.0	7.4	9.3	19.7	4.2	10.3		4.8				7.5	8.1	6.5
	100.0	100.0	52.6	21.1	26.4	100.0	97.1	30.2	40.1	26.8	2.9	2.9		2.9				32.4	15.2	25.4
Females 65+	2130	1207	601	278	328	1153	1153	257	744	151								264	191	213
	6.8	5.9	6.0	3.9	10.1	8.5	8.8	4.7	13.0	8.3								1.7	2.9	1.5
	100.0	100.0	49.8	23.0	27.2	100.0	100.0	22.3	64.5	13.1								12.4	8.9	10.0

Gender/Age of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
<u>Males (net)</u>	16358	4027	3070	958	237		105	616	11213	8844	2369	279		583	1507	1723	693	811	219	12574
	52.1	49.6	50.7	46.5	82.2		19.4	55.3	48.7	48.8	48.6	50.0		56.0	48.8	71.5	74.2	72.8	60.7	70.3
	100.0	24.6	18.8	5.9	1.4		0.6	3.8	68.5	54.1	14.5	1.7		3.6	9.2	10.5	4.2	5.0	1.3	76.9
Males 13-17	1461	513	261	252	154		74	23	752	501	252	154		74	23	390	84	305		819
	4.7	6.3	4.3	12.2	53.4		13.8	2.1	3.3	2.8	5.2	27.5		7.2	0.8	16.2	9.0	27.4		4.6
	100.0	35.1	17.9	17.2	10.5		5.1	1.6	51.5	34.3	17.2	10.5		5.1	1.6	26.7	5.8	20.9		56.1
Males 18-34	3338	1375	868	507	83			424	3065	2329	736	31		264	440	702	391	91	219	2502
	10.6	16.9	14.3	24.6	28.8			38.1	13.3	12.8	15.1	5.6		25.4	14.3	29.1	41.9	8.2	60.7	14.0
	100.0	41.2	26.0	15.2	2.5			12.7	91.8	69.8	22.0	0.9		7.9	13.2	21.0	11.7	2.7	6.6	74.9
Males 35-49	3535	801	712	90			31	59	2608	1906	701	94		175	433	453	164	289		2485
	11.3	9.9	11.7	4.3			5.7	5.3	11.3	10.5	14.4	16.8		16.8	14.0	18.8	17.6	25.9		13.9
	100.0	22.7	20.1	2.5			0.9	1.7	73.8	53.9	19.8	2.7		4.9	12.2	12.8	4.6	8.2		70.3
Males 50-64	5164	1204	1095	109				109	3214	2634	580			26	554	179	53	126		4244
	16.5	14.8	18.1	5.3				9.8	14.0	14.5	11.9			2.5	18.0	7.4	5.7	11.3		23.7
	100.0	23.3	21.2	2.1				2.1	62.2	51.0	11.2			0.5	10.7	3.5	1.0	2.4		82.2
Males 65+	2860	134	134						1573	1473	100			44	56					2523
	9.1	1.7	2.2						6.8	8.1	2.1			4.2	1.8					14.1
	100.0	4.7	4.7						55.0	51.5	3.5			1.5	2.0					88.2
<u>Females (net)</u>	15011	4092	2989	1103	51	117	436	498	11805	9297	2508	279	194	457	1578	686	241	303	142	5323
	47.9	50.4	49.3	53.5	17.8	100.0	80.6	44.7	51.3	51.2	51.4	50.0	100.0	44.0	51.2	28.5	25.8	27.2	39.3	29.7
	100.0	27.3	19.9	7.3	0.3	0.8	2.9	3.3	78.6	61.9	16.7	1.9	1.3	3.0	10.5	4.6	1.6	2.0	0.9	35.5
Females 13-17	858	667	481	186				186	658	472	186				186	71			71	206
	2.7	8.2	7.9	9.0				16.7	2.9	2.6	3.8				6.0	2.9			19.6	1.2
	100.0	77.8	56.1	21.7				21.7	76.7	55.0	21.7				21.7	8.3			8.3	24.0
Females 18-34	4290	1820	1183	637	51	34	403	148	3976	2825	1151	144	41	244	722	441	169	233	39	1597
	13.7	22.4	19.5	30.9	17.8	29.0	74.6	13.3	17.3	15.6	23.6	25.8	21.2	23.5	23.4	18.3	18.1	21.0	10.8	8.9
	100.0	42.4	27.6	14.8	1.2	0.8	9.4	3.5	92.7	65.9	26.8	3.4	1.0	5.7	16.8	10.3	3.9	5.4	0.9	37.2

Gender/Age of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport					Participated in Sport					
															Past Year					
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.	
Females 35-49	4196	862	614	248		83		164	3621	2909	712	55	153	89	416	130	28	70	32	1611
	13.4	10.6	10.1	12.0		71.0		14.7	15.7	16.0	14.6	9.8	78.8	8.6	13.5	5.4	3.0	6.2	8.9	9.0
	100.0	20.5	14.6	5.9		2.0		3.9	86.3	69.3	17.0	1.3	3.6	2.1	9.9	3.1	0.7	1.7	0.8	38.4
Females 50-64	3537	684	651	32			32		2557	2157	400	81		124	195	44	44			1150
	11.3	8.4	10.7	1.6			6.0		11.1	11.9	8.2	14.4		11.9	6.3	1.8	4.7			6.4
	100.0	19.3	18.4	0.9			0.9		72.3	61.0	11.3	2.3		3.5	5.5	1.2	1.2			32.5
Females 65+	2130	59	59						993	933	59				59					758
	6.8	0.7	1.0						4.3	5.1	1.2				1.9					4.2
	100.0	2.8	2.8						46.6	43.8	2.8				2.8					35.6

Gender of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Male	16358	16358		1461	1449	1889	3535	8024	2890	3523	5263	4682	3329	3855	6339	2834	3486	2627	859
	52.1	100.0		63.0	43.6	43.9	45.7	58.6	56.1	57.6	50.2	48.6	49.5	47.1	58.1	51.2	59.8	62.3	53.2
	100.0	100.0		8.9	8.9	11.5	21.6	49.1	17.7	21.5	32.2	28.6	20.4	23.6	38.8	17.3	21.3	16.1	5.3
Female	15011		15011	858	1872	2418	4196	5667	2262	2590	5211	4947	3400	4337	4576	2697	2344	1588	756
	47.9		100.0	37.0	56.4	56.1	54.3	41.4	43.9	42.4	49.8	51.4	50.5	52.9	41.9	48.8	40.2	37.7	46.8
	100.0		100.0	5.7	12.5	16.1	28.0	37.8	15.1	17.3	34.7	33.0	22.7	28.9	30.5	18.0	15.6	10.6	5.0



Gender of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3
Male	16358	11325	5185	4283	1858	6228	6010	2549	2702	759	397	157	240	344	182		182	8545	3720	7777
	52.1	55.7	52.2	60.0	57.3	46.2	46.0	46.4	47.1	41.5	42.4	41.4	43.1	42.4	48.6		48.6	55.7	56.2	56.0
	100.0	100.0	45.8	37.8	16.4	100.0	96.5	40.9	43.4	12.2	6.4	2.5	3.9	5.5	2.9		2.9	52.2	22.7	47.5
Female	15011	8996	4754	2855	1387	7255	7054	2949	3037	1068	539	222	316	467	192	36	192	6788	2902	6117
	47.9	44.3	47.8	40.0	42.7	53.8	54.0	53.6	52.9	58.5	57.6	58.6	56.9	57.6	51.4	100.0	51.4	44.3	43.8	44.0
	100.0	100.0	52.8	31.7	15.4	100.0	97.2	40.6	41.9	14.7	7.4	3.1	4.4	6.4	2.7	0.5	2.7	45.2	19.3	40.8

Gender of those Attended/Watched (any): Baseball: Minor League

Twitter Usage Following this Sport										Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
			Twitter Users Do Not Follow						Facebook Users Do Not Follow											
			Twitter Users	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.	
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Male	16358	4027	3070	958	237		105	616	11213	8844	2369	279		583	1507	1723	693	811	219	12574
	52.1	49.6	50.7	46.5	82.2		19.4	55.3	48.7	48.8	48.6	50.0		56.0	48.8	71.5	74.2	72.8	60.7	70.3
	100.0	24.6	18.8	5.9	1.4		0.6	3.8	68.5	54.1	14.5	1.7		3.6	9.2	10.5	4.2	5.0	1.3	76.9
Female	15011	4092	2989	1103	51	117	436	498	11805	9297	2508	279	194	457	1578	686	241	303	142	5323
	47.9	50.4	49.3	53.5	17.8	100.0	80.6	44.7	51.3	51.2	51.4	50.0	100.0	44.0	51.2	28.5	25.8	27.2	39.3	29.7
	100.0	27.3	19.9	7.3	0.3	0.8	2.9	3.3	78.6	61.9	16.7	1.9	1.3	3.0	10.5	4.6	1.6	2.0	0.9	35.5

Respondent Age of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
13-17	2318	1461	858	2318					334	964	957	64	304	586	871	558	199	124	74
	7.4	8.9	5.7	100.0					6.5	15.8	9.1	0.7	4.5	7.2	8.0	10.1	3.4	2.9	4.6
	100.0	63.0	37.0	100.0					14.4	41.6	41.3	2.7	13.1	25.3	37.6	24.1	8.6	5.4	3.2
18-34	7628	3338	4290		3321	4307			2244	1661	2191	1532	1504	2042	2920	1162	1193	881	312
	24.3	20.4	28.6		100.0	100.0			43.6	27.2	20.9	15.9	22.3	24.9	26.8	21.0	20.5	20.9	19.3
	100.0	43.8	56.2		43.5	56.5			29.4	21.8	28.7	20.1	19.7	26.8	38.3	15.2	15.6	11.5	4.1
35-49	7731	3535	4196				7731		1216	1778	2574	2163	1813	2033	2630	1255	1683	1093	591
	24.6	21.6	28.0				100.0		23.6	29.1	24.6	22.5	26.9	24.8	24.1	22.7	28.9	25.9	36.6
	100.0	45.7	54.3				100.0		15.7	23.0	33.3	28.0	23.5	26.3	34.0	16.2	21.8	14.1	7.6
50-64	8701	5164	3537					8701	905	955	3128	3714	2508	2414	2315	1463	1559	1220	339
	27.7	31.6	23.6					63.6	17.6	15.6	29.9	38.6	37.3	29.5	21.2	26.5	26.7	28.9	21.0
	100.0	59.3	40.7					100.0	10.4	11.0	35.9	42.7	28.8	27.7	26.6	16.8	17.9	14.0	3.9
65+	4990	2860	2130					4990	452	756	1625	2157	601	1117	2179	1093	1197	898	299
	15.9	17.5	14.2					36.4	8.8	12.4	15.5	22.4	8.9	13.6	20.0	19.8	20.5	21.3	18.5
	100.0	57.3	42.7					100.0	9.1	15.1	32.6	43.2	12.0	22.4	43.7	21.9	24.0	18.0	6.0
Median	46.0	49.0	43.0	15.0	22.0	29.0	43.0	61.0	33.0	40.0	47.0	54.0	48.0	46.0	44.0	46.0	48.0	50.0	46.0

Respondent Age of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3
13-17	2318	771	500	237	34	1667	1667	940	477	250								1127	402	1103
	7.4	3.8	5.0	3.3	1.0	12.4	12.8	17.1	8.3	13.7								7.3	6.1	7.9
	100.0	100.0	64.9	30.8	4.4	100.0	100.0	56.4	28.6	15.0								48.6	17.4	47.6
18-34	7628	4843	2861	1525	456	3527	3258	1422	1329	507	786	341	445	661	375	36	375	5495	2333	5124
	24.3	23.8	28.8	21.4	14.1	26.2	24.9	25.9	23.2	27.7	84.0	89.7	80.1	81.5	100.0	100.0	100.0	35.8	35.2	36.9
	100.0	100.0	59.1	31.5	9.4	100.0	92.4	40.3	37.7	14.4	22.3	9.7	12.6	18.8	10.6	1.0	10.6	72.0	30.6	67.2
35-49	7731	5104	2099	2100	906	3343	3293	1773	1338	182	50		50	50				4236	1646	3933
	24.6	25.1	21.1	29.4	27.9	24.8	25.2	32.3	23.3	10.0	5.3		8.9	6.1				27.6	24.9	28.3
	100.0	100.0	41.1	41.1	17.7	100.0	98.5	53.0	40.0	5.5	1.5		1.5	1.5				54.8	21.3	50.9
50-64	8701	6548	3100	2343	1104	2643	2543	925	955	663	100	39	61	100				3736	1673	3257
	27.7	32.2	31.2	32.8	34.0	19.6	19.5	16.8	16.6	36.3	10.7	10.3	11.0	12.4				24.4	25.3	23.4
	100.0	100.0	47.3	35.8	16.9	100.0	96.2	35.0	36.1	25.1	3.8	1.5	2.3	3.8				42.9	19.2	37.4
65+	4990	3057	1378	933	746	2303	2303	437	1641	224								740	568	477
	15.9	15.0	13.9	13.1	23.0	17.1	17.6	8.0	28.6	12.3								4.8	8.6	3.4
	100.0	100.0	45.1	30.5	24.4	100.0	100.0	19.0	71.3	9.7								14.8	11.4	9.6
Median	46.0	48.0	48.0	48.0	53.0	42.0	43.0	37.0	48.0	39.0	23.0	23.0	30.0	23.0	30.0	30.0	30.0	38.0	39.0	38.0

Respondent Age of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
13-17	2318	1180	742	438	154		74	209	1410	973	438	154		74	209	460	84	305	71	1025
	7.4	14.5	12.2	21.2	53.4		13.8	18.8	6.1	5.4	9.0	27.5		7.2	6.8	19.1	9.0	27.4	19.6	5.7
	100.0	50.9	32.0	18.9	6.6		3.2	9.0	60.8	42.0	18.9	6.6		3.2	9.0	19.9	3.6	13.2	3.1	44.2
18-34	7628	3195	2051	1144	134	34	403	572	7041	5155	1887	176	41	508	1162	1143	560	324	258	4099
	24.3	39.4	33.9	55.5	46.6	29.0	74.6	51.4	30.6	28.4	38.7	31.4	21.2	48.9	37.7	47.4	60.0	29.1	71.5	22.9
	100.0	41.9	26.9	15.0	1.8	0.4	5.3	7.5	92.3	67.6	24.7	2.3	0.5	6.7	15.2	15.0	7.3	4.3	3.4	53.7
35-49	7731	1663	1326	337		83	31	223	6228	4815	1413	149	153	264	848	583	193	358	32	4096
	24.6	20.5	21.9	16.4		71.0	5.7	20.0	27.1	26.5	29.0	26.6	78.8	25.4	27.5	24.2	20.6	32.2	8.9	22.9
	100.0	21.5	17.1	4.4		1.1	0.4	2.9	80.6	62.3	18.3	1.9	2.0	3.4	11.0	7.5	2.5	4.6	0.4	53.0
50-64	8701	1888	1747	141			32	109	5771	4792	980	81		150	749	223	97	126		5395
	27.7	23.3	28.8	6.9			6.0	9.8	25.1	26.4	20.1	14.4		14.4	24.3	9.3	10.4	11.3		30.1
	100.0	21.7	20.1	1.6			0.4	1.3	66.3	55.1	11.3	0.9		1.7	8.6	2.6	1.1	1.5		62.0
65+	4990	193	193						2565	2406	159			44	116					3282
	15.9	2.4	3.2						11.1	13.3	3.3			4.2	3.8					18.3
	100.0	3.9	3.9						51.4	48.2	3.2			0.9	2.3					65.8
Median	46.0	31.0	40.0	23.0	14.0	38.0	21.0	25.0	43.0	45.0	36.0	31.0	38.0	30.0	36.0	27.0	27.0	29.0	20.0	49.0

## Household Income of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Under \$25,000	5151	2890	2262	334	1478	766	1216	1357	5151				1068	1727	1744	611	760	760	
	16.4	17.7	15.1	14.4	44.5	17.8	15.7	9.9	100.0				15.9	21.1	16.0	11.1	13.0	18.0	
	100.0	56.1	43.9	6.5	28.7	14.9	23.6	26.3	100.0				20.7	33.5	33.9	11.9	14.8	14.8	
\$25,000-\$49,999	6113	3523	2590	964	447	1213	1778	1711		6113			778	1923	2260	1152	1181	638	543
	19.5	21.5	17.3	41.6	13.5	28.2	23.0	12.5		100.0			11.6	23.5	20.7	20.8	20.3	15.1	33.6
	100.0	57.6	42.4	15.8	7.3	19.8	29.1	28.0		100.0			12.7	31.5	37.0	18.8	19.3	10.4	8.9
\$50,000-\$99,999	10474	5263	5211	957	956	1235	2574	4753			10474		2250	2792	3511	1922	2010	1516	495
	33.4	32.2	34.7	41.3	28.8	28.7	33.3	34.7			100.0		33.4	34.1	32.2	34.7	34.5	36.0	30.6
	100.0	50.2	49.8	9.1	9.1	11.8	24.6	45.4			100.0		21.5	26.7	33.5	18.3	19.2	14.5	4.7
\$100,000 & Over	9629	4682	4947	64	440	1092	2163	5871				9629	2634	1749	3400	1846	1879	1301	578
	30.7	28.6	33.0	2.7	13.3	25.4	28.0	42.9				100.0	39.1	21.4	31.1	33.4	32.2	30.9	35.8
	100.0	48.6	51.4	0.7	4.6	11.3	22.5	61.0				100.0	27.4	18.2	35.3	19.2	19.5	13.5	6.0
Median (\$000)	68.7	66.3	70.7	44.1	41.1	55.8	64.1	89.1	18.7	37.3	72.1	141.2	85.8	55.8	69.1	72.0	76.3	76.9	74.0

Household Income of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																				
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports							
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone	
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3	
Under \$25,000	5151	2766	1648	866	252	2945	2766	1229	1088	449	462	223	239	462	165	36	165	1955	588	1773	
	16.4	13.6	16.6	12.1	7.8	21.8	21.2	22.4	19.0	24.6	49.4	58.7	43.0	56.9	44.0	100.0	44.0	12.8	8.9	12.8	
	100.0	100.0	59.6	31.3	9.1	100.0	93.9	41.7	36.9	15.2	15.7	7.6	8.1	15.7	5.6	1.2	5.6	38.0	11.4	34.4	
\$25,000-\$49,999	6113	3484	1665	1322	497	3093	3040	1242	1143	655	201	80	121	76	125		125	2752	1066	2502	
	19.5	17.1	16.8	18.5	15.3	22.9	23.3	22.6	19.9	35.9	21.5	21.1	21.7	9.4	33.3		33.3	17.9	16.1	18.0	
	100.0	100.0	47.8	37.9	14.3	100.0	98.3	40.1	36.9	21.2	6.5	2.6	3.9	2.5	4.0		4.0	45.0	17.4	40.9	
\$50,000-\$99,999	10474	7029	3116	2694	1219	4176	3988	2102	1548	338	273	77	196	273	85		85	5507	2358	4973	
	33.4	34.6	31.4	37.7	37.6	31.0	30.5	38.2	27.0	18.5	29.2	20.2	35.3	33.6	22.8		22.8	35.9	35.6	35.8	
	100.0	100.0	44.3	38.3	17.3	100.0	95.5	50.3	37.1	8.1	6.5	1.8	4.7	6.5	2.0		2.0	52.6	22.5	47.5	
\$100,000 & Over	9629	7043	3510	2256	1277	3269	3269	925	1961	384								5118	2611	4647	
	30.7	34.7	35.3	31.6	39.3	24.2	25.0	16.8	34.2	21.0								33.4	39.4	33.4	
	100.0	100.0	49.8	32.0	18.1	100.0	100.0	28.3	60.0	11.8								53.2	27.1	48.3	
Median (\$000)	68.7	77.7	78.8	76.2	77.7	56.8	57.0	55.0	65.2	37.5	25.5	23.1	29.8	23.4	27.7	18.7	27.7	75.7	82.0	76.0	

Household Income of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Under \$25,000	5151	1484	867	617		83	361	172	4278	2650	1628	210	153	474	791	389	97	211	81	2776
	16.4	18.3	14.3	30.0		71.0	66.8	15.5	18.6	14.6	33.4	37.6	78.8	45.6	25.7	16.1	10.3	18.9	22.5	15.5
	100.0	28.8	16.8	12.0		1.6	7.0	3.3	83.0	51.4	31.6	4.1	3.0	9.2	15.4	7.5	1.9	4.1	1.6	53.9
\$25,000-\$49,999	6113	1715	1172	543	31		147	365	4762	3654	1108	144	41	185	738	630	310	169	152	3221
	19.5	21.1	19.3	26.4	10.9		27.2	32.7	20.7	20.1	22.7	25.7	21.2	17.8	23.9	26.2	33.1	15.2	42.0	18.0
	100.0	28.1	19.2	8.9	0.5		2.4	6.0	77.9	59.8	18.1	2.3	0.7	3.0	12.1	10.3	5.1	2.8	2.5	52.7
\$50,000-\$99,999	10474	2942	2278	663	257	34	32	340	7131	5870	1261	205		242	814	990	338	581	71	6057
	33.4	36.2	37.6	32.2	89.1	29.0	6.0	30.5	31.0	32.4	25.9	36.7		23.3	26.4	41.1	36.2	52.2	19.6	33.8
	100.0	28.1	21.8	6.3	2.4	0.3	0.3	3.2	68.1	56.0	12.0	2.0		2.3	7.8	9.5	3.2	5.5	0.7	57.8
\$100,000 & Over	9629	1979	1742	237				237	6846	5967	879			138	741	400	190	153	57	5843
	30.7	24.4	28.8	11.5				21.2	29.7	32.9	18.0			13.3	24.0	16.6	20.3	13.7	15.9	32.6
	100.0	20.6	18.1	2.5				2.5	71.1	62.0	9.1			1.4	7.7	4.2	2.0	1.6	0.6	60.7
Median (\$000)	68.7	62.8	68.9	43.5	85.9	21.2	21.8	51.5	65.5	70.8	43.2	34.2	20.4	34.1	50.7	62.2	75.4	63.7	45.3	73.1



Region of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Northeast	6730	3329	3400	304	594	910	1813	3109	1068	778	2250	2634	6730				1569	1191	378
	21.5	20.4	22.7	13.1	17.9	21.1	23.5	22.7	20.7	12.7	21.5	27.4	100.0				26.9	28.3	23.4
	100.0	49.5	50.5	4.5	8.8	13.5	26.9	46.2	15.9	11.6	33.4	39.1	100.0				23.3	17.7	5.6
North Central	8192	3855	4337	586	988	1053	2033	3532	1727	1923	2792	1749		8192			1182	769	413
	26.1	23.6	28.9	25.3	29.8	24.5	26.3	25.8	33.5	31.5	26.7	18.2		100.0			20.3	18.3	25.6
	100.0	47.1	52.9	7.2	12.1	12.9	24.8	43.1	21.1	23.5	34.1	21.4		100.0			14.4	9.4	5.0
South	10915	6339	4576	871	1218	1702	2630	4494	1744	2260	3511	3400			10915		2186	1601	585
	34.8	38.8	30.5	37.6	36.7	39.5	34.0	32.8	33.9	37.0	33.5	35.3			100.0		37.5	38.0	36.2
	100.0	58.1	41.9	8.0	11.2	15.6	24.1	41.2	16.0	20.7	32.2	31.1			100.0		20.0	14.7	5.4
West	5532	2834	2697	558	520	642	1255	2556	611	1152	1922	1846				5532	893	653	240
	17.6	17.3	18.0	24.1	15.7	14.9	16.2	18.7	11.9	18.8	18.3	19.2				100.0	15.3	15.5	14.9
	100.0	51.2	48.8	10.1	9.4	11.6	22.7	46.2	11.1	20.8	34.7	33.4				100.0	16.1	11.8	4.3

Region of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3
Northeast	6730	4699	2391	1503	805	2660	2480	904	1294	282	215	130	85	162	88	36	88	3219	1980	2661
	21.5	23.1	24.1	21.1	24.8	19.7	19.0	16.5	22.5	15.4	23.0	34.2	15.3	20.0	23.6	100.0	23.6	21.0	29.9	19.1
	100.0	100.0	50.9	32.0	17.1	100.0	93.3	34.0	48.6	10.6	8.1	4.9	3.2	6.1	3.3	1.3	3.3	47.8	29.4	39.5
North Central	8192	5124	2747	1724	653	3809	3734	1867	1335	532	231	27	203	231	129		129	3825	1405	3523
	26.1	25.2	27.6	24.2	20.1	28.2	28.6	34.0	23.3	29.1	24.6	7.1	36.6	28.4	34.5		34.5	24.9	21.2	25.4
	100.0	100.0	53.6	33.7	12.7	100.0	98.1	49.0	35.1	14.0	6.1	0.7	5.3	6.1	3.4		3.4	46.7	17.1	43.0
South	10915	7453	3426	2678	1349	4111	4007	1619	2088	299	380	223	157	308	157		157	6160	2358	5858
	34.8	36.7	34.5	37.5	41.6	30.5	30.7	29.5	36.4	16.4	40.6	58.7	28.2	38.0	41.9		41.9	40.2	35.6	42.2
	100.0	100.0	46.0	35.9	18.1	100.0	97.5	39.4	50.8	7.3	9.2	5.4	3.8	7.5	3.8		3.8	56.4	21.6	53.7
West	5532	3046	1374	1233	438	2904	2843	1107	1022	714	111		111	111				2128	879	1853
	17.6	15.0	13.8	17.3	13.5	21.5	21.8	20.1	17.8	39.1	11.8		19.9	13.6				13.9	13.3	13.3
	100.0	100.0	45.1	40.5	14.4	100.0	97.9	38.1	35.2	24.6	3.8		3.8	3.8				38.5	15.9	33.5

Region of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Northeast	6730	1713	1600	114			32	81	4289	3457	831	77	69	155	530	283	150	62	71	3664
	21.5	21.1	26.4	5.5			6.0	7.3	18.6	19.1	17.0	13.8	35.8	14.9	17.2	11.7	16.0	5.6	19.6	20.5
	100.0	25.5	23.8	1.7			0.5	1.2	63.7	51.4	12.3	1.1	1.0	2.3	7.9	4.2	2.2	0.9	1.1	54.4
North Central	8192	2310	1661	649	52		149	449	6556	5180	1375	110		376	889	607	221	354	32	4094
	26.1	28.4	27.4	31.5	17.9		27.5	40.3	28.5	28.6	28.2	19.7		36.2	28.8	25.2	23.6	31.8	8.9	22.9
	100.0	28.2	20.3	7.9	0.6		1.8	5.5	80.0	63.2	16.8	1.3		4.6	10.9	7.4	2.7	4.3	0.4	50.0
South	10915	3192	1987	1204	205	117	360	522	8168	6374	1794	340	83	509	861	1020	361	482	177	6643
	34.8	39.3	32.8	58.5	71.2	100.0	66.5	46.9	35.5	35.1	36.8	60.9	43.1	49.0	27.9	42.3	38.7	43.3	49.0	37.1
	100.0	29.2	18.2	11.0	1.9	1.1	3.3	4.8	74.8	58.4	16.4	3.1	0.8	4.7	7.9	9.3	3.3	4.4	1.6	60.9
West	5532	905	811	93	31			62	4005	3128	877	31	41		804	499	203	215	81	3495
	17.6	11.1	13.4	4.5	10.9			5.6	17.4	17.2	18.0	5.6	21.2		26.1	20.7	21.7	19.3	22.5	19.5
	100.0	16.4	14.7	1.7	0.6			1.1	72.4	56.6	15.8	0.6	0.7		14.5	9.0	3.7	3.9	1.5	63.2

Spending on Sports Logo Apparel:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Attended/ Watched (any)	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Spent \$0	25538	12872	12666	2120	3090	3345	6048	10936	4391	4932	8464	7750	5161	7010	8729	4639			
	81.4	78.7	84.4	91.4	93.0	77.7	78.2	79.9	85.2	80.7	80.8	80.5	76.7	85.6	80.0	83.9			
	100.0	50.4	49.6	8.3	12.1	13.1	23.7	42.8	17.2	19.3	33.1	30.3	20.2	27.4	34.2	18.2			
Spent \$1 or more	5830	3486	2344	199	231	962	1683	2756	760	1181	2010	1879	1569	1182	2186	893	5830	4214	1616
	18.6	21.3	15.6	8.6	7.0	22.3	21.8	20.1	14.8	19.3	19.2	19.5	23.3	14.4	20.0	16.1	100.0	100.0	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	59.8	40.2	3.4	4.0	16.5	28.9	47.3	13.0	20.3	34.5	32.2	26.9	20.3	37.5	15.3	100.0	72.3	27.7
\$1-\$49	4214	2627	1588	124	231	650	1093	2117	760	638	1516	1301	1191	769	1601	653	4214	4214	
	13.4	16.1	10.6	5.4	7.0	15.1	14.1	15.5	14.8	10.4	14.5	13.5	17.7	9.4	14.7	11.8	72.3	100.0	
	72.3	75.4	67.7	62.5	100.0	67.5	64.9	76.8	100.0	54.0	75.4	69.2	75.9	65.1	73.3	73.1	72.3	100.0	
	100.0	62.3	37.7	2.9	5.5	15.4	25.9	50.2	18.0	15.1	36.0	30.9	28.3	18.3	38.0	15.5	100.0	100.0	
\$50 and over	1616	859	756	74		312	591	638		543	495	578	378	413	585	240	1616		1616
	5.2	5.3	5.0	3.2		7.2	7.6	4.7		8.9	4.7	6.0	5.6	5.0	5.4	4.3	27.7		100.0
	27.7	24.6	32.3	37.5		32.5	35.1	23.2		46.0	24.6	30.8	24.1	34.9	26.7	26.9	27.7		100.0
	100.0	53.2	46.8	4.6		19.3	36.6	39.5		33.6	30.6	35.8	23.4	25.6	36.2	14.9	100.0		100.0
Avg. spent per buyer	\$ 38.9	\$ 40.0	\$ 37.2	\$ 29.3	\$ 17.1	\$ 34.1	\$ 52.9	\$ 34.5	\$ 20.4	\$ 41.5	\$ 30.4	\$ 53.8	\$ 42.5	\$ 46.4	\$ 32.9	\$ 37.3	\$ 38.9	\$ 21.2	\$ 85.1

Spending on Sports Logo Apparel:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																			
																		Use Mobile Device for Sports		
	Attended					Television					Computer/Tablet Smart Phone			Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+							
Attended/Watched (any)	31368 100.0 100.0	20322 100.0 100.0	9938 100.0 48.9	7138 100.0 35.1	3245 100.0 16.0	13483 100.0 100.0	13064 100.0 96.9	5497 100.0 40.8	5740 100.0 42.6	1827 100.0 13.5	936 100.0 6.9	380 100.0 2.8	556 100.0 4.1	811 100.0 6.0	375 100.0 2.8	36 100.0 0.3	375 100.0 2.8	15333 100.0 48.9	6622 100.0 21.1	13895 100.0 44.3
Spent \$0	25538 81.4 100.0	15660 77.1 100.0	8884 89.4 56.7	5082 71.2 32.5	1694 52.2 10.8	11193 83.0 100.0	10876 83.3 97.2	4951 90.1 44.2	4839 84.3 43.2	1085 59.4 9.7	583 62.3 5.2	327 86.1 2.9	256 46.1 2.3	512 63.1 4.6	72 19.1 0.6		72 19.1 0.6	12430 81.1 48.7	5559 83.9 21.8	11231 80.8 44.0
Spent \$1 or more	5830 18.6 100.0 100.0	4662 22.9 100.0 100.0	1054 10.6 100.0 22.6	2056 28.8 100.0 44.1	1552 47.8 100.0 33.3	2290 17.0 100.0 100.0	2188 16.7 100.0 95.5	546 9.9 100.0 23.8	900 15.7 100.0 39.3	742 40.6 100.0 32.4	353 37.7 100.0 15.4	53 13.9 100.0 2.3	300 53.9 100.0 13.1	300 36.9 100.0 13.1	303 80.9 100.0 13.2	36 100.0 100.0 1.6	303 80.9 100.0 13.2	2903 18.9 100.0 49.8	1063 16.1 100.0 18.2	2663 19.2 100.0 45.7
\$1-\$49	4214 13.4 72.3 100.0	3240 15.9 69.5 100.0	821 8.3 77.9 25.3	1426 20.0 69.3 44.0	994 30.6 64.0 30.7	1755 13.0 76.6 100.0	1653 12.6 75.5 94.2	546 9.9 100.0 31.1	607 10.6 67.5 34.6	499 27.3 67.3 28.5	301 32.2 85.5 17.2	53 13.9 100.0 3.0	248 44.7 82.9 14.2	248 30.6 82.9 14.2	252 67.2 83.1 14.3	36 100.0 100.0 2.0	252 67.2 83.1 14.3	1828 11.9 63.0 43.4	768 11.6 72.3 18.2	1588 11.4 59.6 37.7
\$50 and over	1616 5.2 27.7 100.0	1422 7.0 30.5 100.0	233 2.3 22.1 16.4	631 8.8 30.7 44.4	558 17.2 36.0 39.2	535 4.0 23.4 100.0	535 4.1 24.5 100.0		293 5.1 32.5 54.7	242 13.3 32.7 45.3	51 5.5 14.5 9.6		51 9.2 17.1 9.6	51 6.3 17.1 9.6	51 13.7 16.9 9.6		51 13.7 16.9 9.6	1075 7.0 37.0 66.5	295 4.5 27.7 18.2	1075 7.7 40.4 66.5
Avg. spent per buyer	\$ 38.9	\$ 40.7	\$ 25.6	\$ 43.7	\$ 46.9	\$ 32.7	\$ 33.8	\$ 19.8	\$ 39.2	\$ 37.5	\$ 22.2	\$ 1.0	\$ 25.9	\$ 25.9	\$ 22.5	\$ 22.0	\$ 22.5	\$ 43.3	\$ 30.1	\$ 44.9

Spending on Sports Logo Apparel:  
Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Attended/Watched (any)	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Spent \$0	25538	7050	5294	1756	237	83	403	1033	18775	15642	3133	430	124	483	2095	1783	670	833	280	14272
	81.4	86.8	87.4	85.2	82.2	71.0	74.6	92.7	81.6	86.2	64.2	77.0	64.2	46.5	67.9	74.0	71.8	74.7	77.5	79.7
	100.0	27.6	20.7	6.9	0.9	0.3	1.6	4.0	73.5	61.2	12.3	1.7	0.5	1.9	8.2	7.0	2.6	3.3	1.1	55.9
<u>Spent \$1 or more</u>	5830	1070	766	304	51	34	138	81	4242	2499	1743	128	69	556	990	627	264	282	81	3625
	18.6	13.2	12.6	14.8	17.8	29.0	25.4	7.3	18.4	13.8	35.8	23.0	35.8	53.5	32.1	26.0	28.2	25.3	22.5	20.3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.3	13.1	5.2	0.9	0.6	2.4	1.4	72.8	42.9	29.9	2.2	1.2	9.5	17.0	10.7	4.5	4.8	1.4	62.2
\$1-\$49	4214	639	493	146		34	31	81	3008	1850	1158	36	69	314	739	362	153	127	81	2684
	13.4	7.9	8.1	7.1		29.0	5.7	7.3	13.1	10.2	23.7	6.4	35.8	30.2	24.0	15.0	16.4	11.4	22.5	15.0
	72.3	59.7	64.4	48.0		100.0	22.3	100.0	70.9	74.0	66.4	27.7	100.0	56.4	74.7	57.8	58.1	45.3	100.0	74.0
	100.0	15.2	11.7	3.5		0.8	0.7	1.9	71.4	43.9	27.5	0.8	1.6	7.4	17.5	8.6	3.6	3.0	1.9	63.7
\$50 and over	1616	431	272	158	51		107		1234	649	586	93		243	250	265	111	154		941
	5.2	5.3	4.5	7.7	17.8		19.8		5.4	3.6	12.0	16.6		23.3	8.1	11.0	11.8	13.8		5.3
	27.7	40.3	35.6	52.0	100.0		77.7		29.1	26.0	33.6	72.3		43.6	25.3	42.2	41.9	54.7		26.0
	100.0	26.7	16.9	9.8	3.2		6.6		76.4	40.2	36.2	5.7		15.0	15.5	16.4	6.8	9.5		58.3
Avg. spent per buyer	\$ 38.9	\$ 44.2	\$ 46.4	\$ 38.8	\$ 50.0	\$ 25.0	\$ 47.8	\$ 22.1	\$ 38.4	\$ 36.9	\$ 40.5	\$ 72.7	\$ 25.0	\$ 44.2	\$ 35.4	\$ 60.8	\$ 45.5	\$ 84.1	\$ 30.0	\$ 40.9

Sports Logo Apparel Bought at Store/Stadium/Arena or Online:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total Purchasing and Answering Where Bought	5830	3486	2344	199	231	962	1683	2756	760	1181	2010	1879	1569	1182	2186	893	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	59.8	40.2	3.4	4.0	16.5	28.9	47.3	13.0	20.3	34.5	32.2	26.9	20.3	37.5	15.3	100.0	72.3	27.7
Bought at a Store/Stadium/Arena	4423	2441	1982	124	231	723	1467	1878	589	883	1571	1379	1281	990	1530	621	4423	3231	1192
	75.9	70.0	84.5	62.5	100.0	75.2	87.1	68.1	77.5	74.8	78.2	73.4	81.7	83.7	70.0	69.6	75.9	76.7	73.8
	100.0	55.2	44.8	2.8	5.2	16.3	33.2	42.5	13.3	20.0	35.5	31.2	29.0	22.4	34.6	14.0	100.0	73.1	26.9
Bought Online	573	488	85	74		88	146	265		178	266	129	42	192	295	43	573	281	292
	9.8	14.0	3.6	37.5		9.1	8.7	9.6		15.0	13.2	6.9	2.6	16.3	13.5	4.9	9.8	6.7	18.1
	100.0	85.2	14.8	13.0		15.3	25.4	46.2		31.0	46.4	22.6	7.3	33.6	51.6	7.6	100.0	49.1	50.9
Don't Know	835	557	277			151	71	613	171	120	173	370	246		360	228	835	702	132
	14.3	16.0	11.8			15.7	4.2	22.2	22.5	10.2	8.6	19.7	15.7		16.5	25.6	14.3	16.7	8.2
	100.0	66.8	33.2			18.1	8.5	73.4	20.5	14.4	20.7	44.3	29.5		43.2	27.3	100.0	84.1	15.9

Sports Logo Apparel Bought at Store/Stadium/Arena or Online:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																			
																		Use Mobile Device for Sports		
	Attended					Television					Computer/Tablet Smart Phone							Total Mobile	Tablet	Smart Phone
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Total Purchasing and Answering Where Bought	5830	4662	1054	2056	1552	2290	2188	546	900	742	353	53	300	300	303	36	303	2903	1063	2663
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	22.6	44.1	33.3	100.0	95.5	23.8	39.3	32.4	15.4	2.3	13.1	13.1	13.2	1.6	13.2	49.8	18.2	45.7
Bought at a Store/ Stadium/Arena	4423	3559	780	1634	1144	1565	1463	451	458	554	353	53	300	300	303	36	303	2223	864	1983
	75.9	76.3	74.0	79.5	73.8	68.3	66.9	82.5	50.9	74.7	100.0	100.0	100.0	100.0	100.0	100.0	100.0	76.6	81.3	74.5
	100.0	100.0	21.9	45.9	32.2	100.0	93.5	28.8	29.3	35.4	22.5	3.4	19.1	19.1	19.4	2.3	19.4	50.3	19.5	44.8
Bought Online	573	370	45	74	250	336	336	53	175	109								564	140	564
	9.8	7.9	4.3	3.6	16.1	14.7	15.4	9.6	19.4	14.7								19.4	13.2	21.2
	100.0	100.0	12.2	20.1	67.6	100.0	100.0	15.6	52.0	32.4								98.4	24.4	98.4
Don't Know	835	733	229	348	157	389	389	43	267	78								116	59	116
	14.3	15.7	21.7	16.9	10.1	17.0	17.8	7.8	29.7	10.6								4.0	5.5	4.4
	100.0	100.0	31.2	47.4	21.4	100.0	100.0	11.0	68.8	20.2								13.9	7.0	13.9



Sports Logo Apparel Bought at Store/Stadium/Arena or Online:  
Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total Purchasing and Answering Where Bought	5830	1070	766	304	51	34	138	81	4242	2499	1743	128	69	556	990	627	264	282	81	3625
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.3	13.1	5.2	0.9	0.6	2.4	1.4	72.8	42.9	29.9	2.2	1.2	9.5	17.0	10.7	4.5	4.8	1.4	62.2
Bought at a Store/ Stadium/Arena	4423	930	700	229	51	34	63	81	3339	1875	1464	87	69	423	885	589	235	272	81	2761
	75.9	86.9	91.4	75.5	100.0	100.0	45.9	100.0	78.7	75.0	84.0	67.6	100.0	76.0	89.4	94.0	89.2	96.8	100.0	76.2
	100.0	21.0	15.8	5.2	1.2	0.8	1.4	1.8	75.5	42.4	33.1	2.0	1.6	9.6	20.0	13.3	5.3	6.2	1.8	62.4
Bought Online	573	140	65	74			74		573	336	236	42		133	62	9		9		339
	9.8	13.1	8.6	24.5			54.1		13.5	13.5	13.6	32.4		24.0	6.2	1.5		3.2		9.4
	100.0	24.4	11.4	13.0			13.0		100.0	58.7	41.3	7.3		23.3	10.8	1.6		1.6		59.2
Don't Know	835								330	287	43				43	28	28			524
	14.3								7.8	11.5	2.5				4.3	4.5	10.8			14.5
	100.0								39.6	34.4	5.1				5.1	3.4	3.4			62.8

Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total Purchasing and Answering Outlets	5830	3486	2344	199	231	962	1683	2756	760	1181	2010	1879	1569	1182	2186	893	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	59.8	40.2	3.4	4.0	16.5	28.9	47.3	13.0	20.3	34.5	32.2	26.9	20.3	37.5	15.3	100.0	72.3	27.7
<u>Sporting Goods Stores/Sport Specialty Stores (Net)</u>	589	301	288			315	107	168	117	162	153	157	185	107	127	171	589	461	128
	10.1	8.6	12.3			32.8	6.3	6.1	15.4	13.7	7.6	8.4	11.8	9.0	5.8	19.2	10.1	10.9	7.9
	100.0	51.1	48.9			53.5	18.1	28.4	19.8	27.5	26.0	26.6	31.4	18.1	21.5	29.0	100.0	78.3	21.7
Dick's Sporting Goods	107	107					107			53	54			107			107	53	54
	1.8	3.1					6.3			4.4	2.7			9.0			1.8	1.2	3.4
	100.0	100.0					100.0			49.2	50.8			100.0			100.0	49.2	50.8
Sports Authority	113	68	45			45		68		45		68	68			45	113	77	36
	1.9	2.0	1.9			4.7		2.5		3.8		3.6	4.4			5.0	1.9	1.8	2.2
	100.0	60.4	39.6			39.6		60.4		39.6		60.4	60.4			39.6	100.0	68.5	31.5
Academy Sports + Outdoor	89		89			89						89			89		89	89	
	1.5		3.8			9.2						4.7			4.1		1.5	2.1	
	100.0		100.0			100.0						100.0			100.0		100.0	100.0	
Big 5 Sporting Goods	36		36			36			36				36				36	36	
	0.6		1.5			3.7			4.7				2.3				0.6	0.8	
	100.0		100.0			100.0			100.0				100.0				100.0	100.0	
Dunham Sports																			
Champ's Sports																			
Hibbett Sports																			
Other Sporting Goods Store/Sport Specialty Store	245	126	119			146		99	81	65	99		81		38	126	245	207	38
	4.2	3.6	5.1			15.2		3.6	10.7	5.5	4.9		5.2		1.7	14.1	4.2	4.9	2.4
	100.0	51.4	48.6			59.6		40.4	33.1	26.5	40.4		33.0		15.5	51.4	100.0	84.5	15.5
<u>Specialty Athletic Footwear Stores (Net)</u>	352	301	51			110	42	200		42	51	259	243		110		352	243	110
	6.0	8.6	2.2			11.4	2.5	7.3		3.6	2.5	13.8	15.5		5.0		6.0	5.8	6.8
	100.0	85.5	14.5			31.2	12.0	56.8		12.0	14.5	73.4	68.8		31.2		100.0	68.8	31.2

Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Athlete's Foot	42	42					42			42			42				42	42	
	0.7	1.2					2.5			3.6			2.7				0.7	1.0	
	100.0	100.0					100.0			100.0			100.0				100.0	100.0	
Finish Line	51		51			51					51				51		51		51
	0.9		2.2			5.3					2.5				2.3		0.9		3.2
	100.0		100.0			100.0					100.0				100.0		100.0		100.0
Foot Locker	119	119						119				119	119				119	119	
	2.0	3.4						4.3				6.3	7.6				2.0	2.8	
	100.0	100.0						100.0				100.0	100.0				100.0	100.0	
Other Specialty Athletic Footwear Store	140	140				59		81				140	81		59		140	81	59
	2.4	4.0				6.1		2.9				7.4	5.2		2.7		2.4	1.9	3.6
	100.0	100.0				42.1		57.9				100.0	57.9		42.1		100.0	57.9	42.1
<u>Discount/Department Stores (Net)</u>	376	229	147	74			179	123	69	185	123			176	123	78	376	269	107
	6.5	6.6	6.3	37.5			10.7	4.4	9.1	15.6	6.1			14.9	5.6	8.7	6.5	6.4	6.6
	100.0	61.0	39.0	19.8			47.6	32.6	18.4	49.0	32.6			46.8	32.6	20.6	100.0	71.6	28.4
Walmart	204	155	49				82	123		82	123			32	123	49	204	172	32
	3.5	4.4	2.1				4.8	4.4		6.9	6.1			2.7	5.6	5.5	3.5	4.1	2.0
	100.0	76.0	24.0				40.0	60.0		40.0	60.0			15.9	60.0	24.0	100.0	84.1	15.9
Target																			
Kmart	74	74		74						74				74			74		74
	1.3	2.1		37.5						6.3				6.3			1.3		4.6
	100.0	100.0		100.0						100.0				100.0			100.0		100.0
Macy's																			
Nordstrom's																			
Sears																			
Kohl's																			
Other Department/Discount Store	98		98				98		69	28			69		28		98	98	
	1.7		4.2				5.8		9.1	2.4			5.9		3.2		1.7	2.3	
	100.0		100.0				100.0		70.8	29.2			70.8		29.2		100.0	100.0	

Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
<u>Online Retailers (Net)</u>																			
Amazon																			
eBay																			
Other Online Retailer																			
<u>Other Types of Outlets (Net)</u>	3906	2235	1671	124	160	537	1283	1803	403	792	1414	1298	1018	804	1553	531	3906	2789	1118
	67.0	64.1	71.3	62.5	69.1	55.8	76.2	65.4	53.0	67.0	70.3	69.1	64.9	68.0	71.0	59.5	67.0	66.2	69.2
	100.0	57.2	42.8	3.2	4.1	13.7	32.8	46.2	10.3	20.3	36.2	33.2	26.1	20.6	39.8	13.6	100.0	71.4	28.6
At Stadium/Arena	3408	2034	1374	85	160	415	1128	1621	403	723	1118	1165	928	697	1449	334	3408	2623	785
	58.5	58.4	58.6	42.7	69.1	43.2	67.0	58.8	53.0	61.2	55.6	62.0	59.1	59.0	66.3	37.4	58.5	62.2	48.6
	100.0	59.7	40.3	2.5	4.7	12.2	33.1	47.6	11.8	21.2	32.8	34.2	27.2	20.5	42.5	9.8	100.0	77.0	23.0
League/Team store	323	161	162			79	155	90		42	214	68	90	107	37	90	323	56	267
	5.5	4.6	6.9			8.2	9.2	3.3		3.5	10.6	3.6	5.7	9.0	1.7	10.0	5.5	1.3	16.5
	100.0	49.9	50.1			24.4	47.9	27.7		12.9	66.1	21.1	27.7	33.1	11.5	27.7	100.0	17.3	82.7
Company/Brand Store/Outlet (Nike, Adidas, Reebok, Under Armour, etc.)																			
Specialty Apparel Stores	110	39	70	39		43		27		27	82				67	43	110	110	
	1.9	1.1	3.0	19.8		4.4		1.0		2.3	4.1				3.1	4.8	1.9	2.6	
	100.0	35.8	64.2	35.8		39.1		25.1		25.1	74.9				60.9	39.1	100.0	100.0	
Other outlet	65		65					65				65				65	65		65
	1.1		2.8					2.4				3.5				7.3	1.1		4.0
	100.0		100.0					100.0				100.0				100.0	100.0		100.0

Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Don't know	606	419	187		71		72	463	171		270	165	124	95	274	113	606	453	153
	10.4	12.0	8.0		30.9		4.3	16.8	22.5		13.4	8.8	7.9	8.0	12.5	12.6	10.4	10.7	9.5
	100.0	69.2	30.8		11.8		11.8	76.4	28.3		44.5	27.2	20.5	15.7	45.2	18.6	100.0	74.7	25.3

Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																			
																		Use Mobile Device for Sports		
	Attended					Television					Computer/Tablet Smart Phone			Com-puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+							
Total Purchasing and Answering Outlets	5830	4662	1054	2056	1552	2290	2188	546	900	742	353	53	300	300	303	36	303	2903	1063	2663
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	22.6	44.1	33.3	100.0	95.5	23.8	39.3	32.4	15.4	2.3	13.1	13.1	13.2	1.6	13.2	49.8	18.2	45.7
<u>Sporting Goods</u>	589	298	89	101	108	327	327	88	113	126	36		36	36	36	36	36	277	162	277
<u>Stores/Sport</u>	10.1	6.4	8.4	4.9	7.0	14.3	15.0	16.1	12.6	17.0	10.1		11.9	11.9	11.7	100.0	11.7	9.6	15.3	10.4
<u>Specialty Stores (Net)</u>	100.0	100.0	29.8	33.8	36.4	100.0	100.0	26.9	34.6	38.5	10.9		10.9	10.9	10.9	10.9	10.9	47.0	27.5	47.0
Dick's Sporting Goods	107	54			54	53	53	53										53		53
	1.8	1.2			3.5	2.3	2.4	9.6										1.8		2.0
	100.0	100.0			100.0	100.0	100.0	100.0										49.2		49.2
Sports Authority	113	36		36		113	113		68	45								36		36
	1.9	0.8		1.7		4.9	5.2		7.6	6.0								1.2		1.3
	100.0	100.0		100.0		100.0	100.0		60.4	39.6								31.5		31.5
Academy Sports + Outdoor	89	89	89															89	89	89
	1.5	1.9	8.4															3.1	8.3	3.3
	100.0	100.0	100.0															100.0	100.0	100.0
Big 5 Sporting Goods	36					36	36	36			36		36	36	36	36	36	36	36	36
	0.6					1.6	1.6	6.5			10.1		11.9	11.9	11.7	100.0	11.7	1.2	3.3	1.3
	100.0					100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Dunham Sports																				
Champ's Sports																				
Hibbett Sports																				
Other Sporting Goods Store/ Sport Specialty Store	245	119		65	54	126	126		45	81								65	38	65
	4.2	2.6		3.2	3.5	5.5	5.8		5.0	11.0								2.2	3.6	2.4
	100.0	100.0		54.5	45.5	100.0	100.0		35.6	64.4								26.5	15.5	26.5

Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Use Mobile Device for Sports														
						Television					Computer/Tablet Smart Phone					Smart Phone	Total Mobile	Tablet	Smart Phone	Total Mobile
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com-puter	Total Mobile					
Specialty Athletic Footwear Stores (Net)	352	294		294		191	191		140	51	51		51	51	51		51	110	59	110
	6.0	6.3		14.3		8.3	8.7		15.5	6.9	14.5		17.1	17.1	16.9		16.9	3.8	5.5	4.1
	100.0	100.0		100.0		100.0	100.0		73.2	26.8	26.8		26.8	26.8	26.8		26.8	31.2	16.7	31.2
Athlete's Foot	42	42		42																
	0.7	0.9		2.1																
	100.0	100.0		100.0																
Finish Line	51	51		51		51	51			51	51		51	51	51		51	51		51
	0.9	1.1		2.5		2.2	2.3			6.9	14.5		17.1	17.1	16.9		16.9	1.8		1.9
	100.0	100.0		100.0		100.0	100.0			100.0	100.0		100.0	100.0	100.0		100.0	100.0		100.0
Foot Locker	119	119		119																
	2.0	2.6		5.8																
	100.0	100.0		100.0																
Other Specialty Athletic Footwear Store	140	81		81		140	140		140									59	59	59
	2.4	1.7		3.9		6.1	6.4		15.5									2.0	5.5	2.2
	100.0	100.0		100.0		100.0	100.0		100.0									42.1	42.1	42.1
Discount/Department Stores (Net)	376	327		295	32	193	193		144	49								107	74	107
	6.5	7.0		14.3	2.1	8.4	8.8		16.0	6.6								3.7	7.0	4.0
	100.0	100.0		90.1	9.9	100.0	100.0		74.5	25.5								28.4	19.8	28.4
Walmart	204	155		123	32	49	49			49								32		32
	3.5	3.3		6.0	2.1	2.1	2.2			6.6								1.1		1.2
	100.0	100.0		79.0	21.0	100.0	100.0			100.0								15.9		15.9
Target																				
Kmart	74	74		74		74	74		74									74	74	74
	1.3	1.6		3.6		3.3	3.4		8.3									2.6	7.0	2.8
	100.0	100.0		100.0		100.0	100.0		100.0									100.0	100.0	100.0
Macy's																				
Nordstrom's																				

Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television										Computer/Tablet Smart Phone			Use Mobile Device for Sports	
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Sears																				
Kohl's																				
Other	98	98		98		69	69		69											
Department/ Discount Store	1.7	2.1		4.8		3.0	3.2		7.7											
	100.0	100.0		100.0		100.0	100.0		100.0											
<u>Online Retailers</u>																				
<u>(Net)</u>																				
Amazon																				
eBay																				
Other Online Retailer																				
<u>Other Types of Outlets (Net)</u>	3906	3172	692	1199	1282	1430	1327	421	504	403	266	53	213	213	216		216	2200	709	1961
	67.0	68.0	65.6	58.3	82.6	62.4	60.7	77.1	55.9	54.3	75.4	100.0	71.0	71.0	71.4		71.4	75.8	66.7	73.6
	100.0	100.0	21.8	37.8	40.4	100.0	92.8	29.4	35.2	28.2	18.6	3.7	14.9	14.9	15.1		15.1	56.3	18.1	50.2
At Stadium/ Arena	3408	2815	588	1151	1077	1214	1111	378	406	327	266	53	213	213	216		216	1902	709	1662
	58.5	60.4	55.7	56.0	69.4	53.0	50.8	69.3	45.1	44.1	75.4	100.0	71.0	71.0	71.4		71.4	65.5	66.7	62.4
	100.0	100.0	20.9	40.9	38.2	100.0	91.6	31.2	33.4	26.9	21.9	4.4	17.5	17.5	17.8		17.8	55.8	20.8	48.8
League/Team store	323	226		48	178	146	146		98	48								234		234
	5.5	4.8		2.3	11.5	6.4	6.7		10.8	6.5								8.1		8.8
	100.0	100.0		21.3	78.7	100.0	100.0		67.0	33.0								72.3		72.3



Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

Attended/Watched (any) - Baseball: Minor League

Company/Brand Store/Outlet (Nike, Adidas, Reebok, Under Armour, etc.)	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Com- puter	Total Mobile	Tablet	Smart Phone	Use Mobile Device for Sports		
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+					Total Mobile	Tablet	Smart Phone
Specialty Apparel Stores	110 1.9 100.0	67 1.4 100.0	39 3.7 58.8		27 1.8 41.2	70 3.1 100.0	70 3.2 100.0	43 7.8 60.9		27 3.7 39.1										
Other outlet	65 1.1 100.0	65 1.4 100.0	65 6.2 100.0															65 2.2 100.0		65 2.4 100.0
Don't know	606 10.4 100.0	571 12.3 100.0	274 26.0 47.9	169 8.2 29.5	129 8.3 22.5	149 6.5 100.0	149 6.8 100.0	37 6.7 24.6		113 15.2 75.4								209 7.2 34.4	58 5.5 9.6	209 7.8 34.4

Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total Purchasing and Answering Outlets	5830	1070	766	304	51	34	138	81	4242	2499	1743	128	69	556	990	627	264	282	81	3625
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.3	13.1	5.2	0.9	0.6	2.4	1.4	72.8	42.9	29.9	2.2	1.2	9.5	17.0	10.7	4.5	4.8	1.4	62.2
<u>Sporting Goods</u>	589								467	216	251	36		38	177	180	36	63	81	384
<u>Stores/Sport Specialty</u>	10.1								11.0	8.6	14.4	27.7		6.9	17.9	28.7	13.5	22.5	100.0	10.6
<u>Stores (Net)</u>	100.0								79.2	36.7	42.5	6.0		6.5	30.0	30.5	6.0	10.7	13.8	65.2
Dick's Sporting Goods	107								53		53				53	54		54		107
	1.8								1.2		3.0				5.3	8.6		19.2		2.9
	100.0								49.2		49.2				49.2	50.8		50.8		100.0
Sports Authority	113								45	36	9				9	9		9		77
	1.9								1.1	1.4	0.5				0.9	1.5		3.2		2.1
	100.0								39.6	31.5	8.0				8.0	8.0		8.0		68.5
Academy Sports + Outdoor	89								89		89				89					
	1.5								2.1		5.1				9.0					
	100.0								100.0		100.0				100.0					
Big 5 Sporting Goods	36								36		36	36				36	36			36
	0.6								0.8		2.0	27.7				5.7	13.5			1.0
	100.0								100.0		100.0	100.0				100.0	100.0			100.0
Dunham Sports																				
Champ's Sports																				
Hibbett Sports																				
Other Sporting Goods Store/Sport Specialty Store	245								245	180	65			38	27	81			81	164
	4.2								5.8	7.2	3.7			6.9	2.7	13.0			100.0	4.5
	100.0								100.0	73.5	26.5			15.5	10.9	33.1			33.1	67.0
<u>Specialty Athletic</u>	352	51		51	51				229	59	170	51			119					162
<u>Footwear Stores (Net)</u>	6.0	4.8		16.9	100.0				5.4	2.4	9.8	39.9			12.0					4.5
	100.0	14.5		14.5	14.5				65.0	16.7	48.3	14.5			33.8					45.8

Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Athlete's Foot	42																			42
	0.7																			1.2
	100.0																			100.0
Finish Line	51	51		51	51				51		51	51								
	0.9	4.8		16.9	100.0				1.2		2.9	39.9								
	100.0	100.0		100.0	100.0				100.0		100.0	100.0								
Foot Locker	119								119		119				119					119
	2.0								2.8		6.8				12.0					3.3
	100.0								100.0		100.0				100.0					100.0
Other Specialty Athletic Footwear Store	140								59	59										
	2.4								1.4	2.4										
	100.0								42.1	42.1										
<u>Discount/Department Stores (Net)</u>	376	107	32	74			74		176	102	74			74		28	28			233
	6.5	10.0	4.2	24.5			54.1		4.2	4.1	4.3			13.4		4.5	10.8			6.4
	100.0	28.4	8.6	19.8			19.8		46.8	27.0	19.8			19.8		7.6	7.6			61.8
Walmart	204	32	32						32	32										204
	3.5	3.0	4.2						0.8	1.3										5.6
	100.0	15.9	15.9						15.9	15.9										100.0
Target																				
Kmart	74	74		74			74		74		74			74						
	1.3	7.0		24.5			54.1		1.8		4.3			13.4						
	100.0	100.0		100.0			100.0		100.0		100.0			100.0						
Macy's																				
Nordstrom's																				
Sears																				
Kohl's																				

Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport					Participated in Sport					
															Past Year					
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Other Department/Discount Store	98								69	69						28	28			28
	1.7								1.6	2.8						4.5	10.8			0.8
	100.0								70.8	70.8						29.2	29.2			29.2
<u>Online Retailers (Net)</u>																				
Amazon																				
eBay																				
Other Online Retailer																				
<u>Other Types of Outlets (Net)</u>	3906	911	733	178		34	63	81	2916	1668	1248	42	69	444	693	418	200	218		2486
	67.0	85.2	95.8	58.7		100.0	45.9	100.0	68.7	66.8	71.6	32.4	100.0	79.8	70.1	66.7	75.7	77.5		68.6
	100.0	23.3	18.8	4.6		0.9	1.6	2.1	74.7	42.7	31.9	1.1	1.8	11.4	17.8	10.7	5.1	5.6		63.6
At Stadium/Arena	3408	911	733	178		34	63	81	2485	1360	1125		69	405	651	350	200	150		2277
	58.5	85.2	95.8	58.7		100.0	45.9	100.0	58.6	54.4	64.5		100.0	72.8	65.7	55.8	75.7	53.3		62.8
	100.0	26.7	21.5	5.2		1.0	1.9	2.4	72.9	39.9	33.0		2.0	11.9	19.1	10.3	5.9	4.4		66.8
League/Team store	323								323	243	80	42		39		68		68		105
	5.5								7.6	9.7	4.6	32.4		7.0		10.9		24.2		2.9
	100.0								100.0	75.2	24.8	12.9		12.0		21.1		21.1		32.6
Company/Brand Store/Outlet (Nike, Adidas, Reebok, Under Armour, etc.)																				
Specialty Apparel Stores	110								43		43				43					39
	1.9								1.0		2.5				4.3					1.1
	100.0								39.1		39.1				39.1					35.8

Sports Logo Apparel Place of Purchase:  
Baseball: Minor League

		Twitter Usage Following this Sport								Facebook Usage Following this Sport					Participated in Sport						
															Past Year						
		Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Other outlet		65								65	65										65
		1.1								1.5	2.6										1.8
		100.0								100.0	100.0										100.0
Don't know		606								454	454										361
		10.4								10.7	18.2										9.9
		100.0								74.9	74.9										59.5

Spending on Sports Logo Apparel Store/Stadium/Arena or Online:  
 Baseball: Minor League  
 Amounts shown are dollars spent

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total Purchasing and Answering Where Bought	226714	139577	87137	5811	3961	32816	89087	95040	15499	48973	61140	101103	66715	54872	71874	33253	226714	89200	137515
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	61.6	38.4	2.6	1.7	14.5	39.3	41.9	6.8	21.6	27.0	44.6	29.4	24.2	31.7	14.7	100.0	39.3	60.7
Bought at a Store/ Stadium/Arena	162548	91644	70904	2089	3961	20774	76910	58815	12932	35570	48646	65400	38095	48988	51721	23744	162548	69502	93047
	71.7	65.7	81.4	35.9	100.0	63.3	86.3	61.9	83.4	72.6	79.6	64.7	57.1	89.3	72.0	71.4	71.7	77.9	67.7
	100.0	56.4	43.6	1.3	2.4	12.8	47.3	36.2	8.0	21.9	29.9	40.2	23.4	30.1	31.8	14.6	100.0	42.8	57.2
Bought Online	29250	19746	9504	3722		7937	9836	7755		10323	11279	7647	5985	5884	13861	3519	29250	6107	23143
	12.9	14.1	10.9	64.1		24.2	11.0	8.2		21.1	18.4	7.6	9.0	10.7	19.3	10.6	12.9	6.8	16.8
	100.0	67.5	32.5	12.7		27.1	33.6	26.5		35.3	38.6	26.1	20.5	20.1	47.4	12.0	100.0	20.9	79.1
Don't Know	34916	28188	6729			4105	2341	28470	2567	3080	1214	28055	22635		6292	5990	34916	13592	21325
	15.4	20.2	7.7			12.5	2.6	30.0	16.6	6.3	2.0	27.7	33.9		8.8	18.0	15.4	15.2	15.5
	100.0	80.7	19.3			11.8	6.7	81.5	7.4	8.8	3.5	80.3	64.8		18.0	17.2	100.0	38.9	61.1

Spending on Sports Logo Apparel Store/Stadium/Arena or Online:  
 Baseball: Minor League  
 Amounts shown are dollars spent

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone					Use Mobile Device for Sports				
																Total	Tablet	Smart Phone	Total	Tablet
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Total Purchasing and Answering Where Bought	226714 100.0 100.0	189604 100.0 100.0	26958 100.0 14.2	89861 100.0 47.4	72785 100.0 38.4	74936 100.0 100.0	73891 100.0 98.6	10828 100.0 14.4	35272 100.0 47.1	27791 100.0 37.1	7824 100.0 10.4	53 100.0 0.1	7771 100.0 10.4	7771 100.0 10.4	6833 100.0 9.1	782 100.0 1.0	6833 100.0 9.1	125572 100.0 55.4	31954 100.0 14.1	119610 100.0 52.8
Bought at a Store/ Stadium/Arena	162548 71.7 100.0	140470 74.1 100.0	22069 81.9 15.7	61920 68.9 44.1	56481 77.6 40.2	42829 57.2 100.0	41785 56.5 97.6	9875 91.2 23.1	11628 33.0 27.2	20281 73.0 47.4	7824 100.0 18.3	53 100.0 0.1	7771 100.0 18.1	7771 100.0 18.1	6833 100.0 16.0	782 100.0 1.8	6833 100.0 16.0	93418 74.4 57.5	23656 74.0 14.6	87455 73.1 53.8
Bought Online	29250 12.9 100.0	17584 9.3 100.0	2264 8.4 12.9	3722 4.1 21.2	11597 15.9 66.0	21271 28.4 100.0	21271 28.8 100.0	525 4.8 2.5	15590 44.2 73.3	5156 18.6 24.2								29159 23.2 99.7	5359 16.8 18.3	29159 24.4 99.7
Don't Know	34916 15.4 100.0	31550 16.6 100.0	2624 9.7 8.3	24218 27.0 76.8	4707 6.5 14.9	10836 14.5 100.0	10836 14.7 100.0	428 4.0 3.9	8054 22.8 74.3	2354 8.5 21.7								2996 2.4 8.6	2938 9.2 8.4	2996 2.5 8.6

Spending on Sports Logo Apparel Store/Stadium/Arena or Online:  
 Baseball: Minor League  
 Amounts shown are dollars spent

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total Purchasing and Answering Where Bought	226714	47298	35520	11778	2561	852	6570	1795	162693	92082	70611	9327	1731	24571	34982	38107	12005	23665	2437	148148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.9	15.7	5.2	1.1	0.4	2.9	0.8	71.8	40.6	31.1	4.1	0.8	10.8	15.4	16.8	5.3	10.4	1.1	65.3
Bought at a Store/Stadium/Arena	162548	41939	33883	8056	2561	852	2848	1795	127453	73475	53978	3343	1731	14966	33938	37161	11151	23574	2437	107688
	71.7	88.7	95.4	68.4	100.0	100.0	43.3	100.0	78.3	79.8	76.4	35.8	100.0	60.9	97.0	97.5	92.9	99.6	100.0	72.7
	100.0	25.8	20.8	5.0	1.6	0.5	1.8	1.1	78.4	45.2	33.2	2.1	1.1	9.2	20.9	22.9	6.9	14.5	1.5	66.3
Bought Online	29250	5359	1637	3722			3722		29250	13044	16206	5985		9605	616	91		91		14026
	12.9	11.3	4.6	31.6			56.7		18.0	14.2	23.0	64.2		39.1	1.8	0.2		0.4		9.5
	100.0	18.3	5.6	12.7			12.7		100.0	44.6	55.4	20.5		32.8	2.1	0.3		0.3		48.0
Don't Know	34916								5991	5563	428				428	855	855			26434
	15.4								3.7	6.0	0.6				1.2	2.2	7.1			17.8
	100.0								17.2	15.9	1.2				1.2	2.4	2.4			75.7



Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total Purchasing and Answering Outlets	226714	139577	87137	5811	3961	32816	89087	95040	15499	48973	61140	101103	66715	54872	71874	33253	226714	89200	137515
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	61.6	38.4	2.6	1.7	14.5	39.3	41.9	6.8	21.6	27.0	44.6	29.4	24.2	31.7	14.7	100.0	39.3	60.7
Sporting Goods Stores/Sport Specialty Stores	16239	7830	8409			9489	3234	3516	3219	5466	4515	3039	4116	3234	3237	5652	16239	8948	7291
	7.2	5.6	9.6			28.9	3.6	3.7	20.8	11.2	7.4	3.0	6.2	5.9	4.5	17.0	7.2	10.0	5.3
	100.0	48.2	51.8			58.4	19.9	21.7	19.8	33.7	27.8	18.7	25.3	19.9	19.9	34.8	100.0	55.1	44.9
Specialty Athletic Footwear Stores	11391	8830	2561			5499	1486	4405		1486	2561	7344	5892		5499		11391	5892	5499
	5.0	6.3	2.9			16.8	1.7	4.6		3.0	4.2	7.3	8.8		7.7		5.0	6.6	4.0
	100.0	77.5	22.5			48.3	13.0	38.7		13.0	22.5	64.5	51.7		48.3		100.0	51.7	48.3
Discount/Department Stores	11712	8693	3019	3722			6268	1722	692	9298	1722			7663	1722	2327	11712	4741	6971
	5.2	6.2	3.5	64.1			7.0	1.8	4.5	19.0	2.8			14.0	2.4	7.0	5.2	5.3	5.1
	100.0	74.2	25.8	31.8			53.5	14.7	5.9	79.4	14.7			65.4	14.7	19.9	100.0	40.5	59.5
Online Retailers																			
Other Types of Outlets	156130	89878	66252	2089	2889	17828	73923	59401	9021	32722	44602	69784	37378	42732	56528	19492	156130	62455	93675
	68.9	64.4	76.0	35.9	72.9	54.3	83.0	62.5	58.2	66.8	73.0	69.0	56.0	77.9	78.6	58.6	68.9	70.0	68.1
	100.0	57.6	42.4	1.3	1.9	11.4	47.3	38.0	5.8	21.0	28.6	44.7	23.9	27.4	36.2	12.5	100.0	40.0	60.0
Don't Know	31243	24346	6896		1072		4175	25996	2567		7740	20936	19329	1244	4889	5782	31243	7164	24078
	13.8	17.4	7.9		27.1		4.7	27.4	16.6		12.7	20.7	29.0	2.3	6.8	17.4	13.8	8.0	17.5
	100.0	77.9	22.1		3.4		13.4	83.2	8.2		24.8	67.0	61.9	4.0	15.6	18.5	100.0	22.9	77.1

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Total Purchasing and Answering Outlets	226714 100.0 100.0	189604 100.0 100.0	26958 100.0 14.2	89861 100.0 47.4	72785 100.0 38.4	74936 100.0 100.0	73891 100.0 98.6	10828 100.0 14.4	35272 100.0 47.1	27791 100.0 37.1	7824 100.0 10.4	53 100.0 0.1	7771 100.0 10.4	7771 100.0 10.4	6833 100.0 9.1	782 100.0 1.0	6833 100.0 9.1	125572 100.0 55.4	31954 100.0 14.1	119610 100.0 52.8
Sporting Goods Stores/Sport Specialty Stores	16239 7.2 100.0	10244 5.4 100.0	1329 4.9 13.0	4850 5.4 47.3	4065 5.6 39.7	8669 11.6 100.0	8669 11.7 100.0	1307 12.1 15.1	2160 6.1 24.9	5202 18.7 60.0	782 10.0 9.0		782 10.1 9.0	782 10.1 9.0	782 11.4 9.0	782 100.0 9.0	782 11.4 9.0	7487 6.0 46.1	4019 12.6 24.8	7487 6.3 46.1
Specialty Athletic Footwear Stores	11391 5.0 100.0	8453 4.5 100.0		8453 9.4 100.0		7522 10.0 100.0	7522 10.2 100.0		4962 14.1 66.0	2561 9.2 34.0	2561 32.7 34.0		2561 32.9 34.0	2561 32.9 34.0	2561 37.5 34.0		2561 37.5 34.0	5499 4.4 48.3	2938 9.2 25.8	5499 4.6 48.3
Discount/ Department Stores	11712 5.2 100.0	10239 5.4 100.0		6991 7.8 68.3	3249 4.5 31.7	5887 7.9 100.0	5887 8.0 100.0		4414 12.5 75.0	1473 5.3 25.0								6971 5.6 59.5	3722 11.6 31.8	6971 5.8 59.5
Online Retailers																				
Other Types of Outlets	156130 68.9 100.0	132853 70.1 100.0	20740 76.9 15.6	49937 55.6 37.6	62176 85.4 46.8	46708 62.3 100.0	45664 61.8 97.8	9153 84.5 19.6	23736 67.3 50.8	12774 46.0 27.3	4482 57.3 9.6	53 100.0 0.1	4429 57.0 9.5	4429 57.0 9.5	3490 51.1 7.5		3490 51.1 7.5	98794 78.7 63.3	20398 63.8 13.1	92831 77.6 59.5
Don't Know	31243 13.8 100.0	27815 14.7 100.0	4889 18.1 17.6	19630 21.8 70.6	3296 4.5 11.9	6149 8.2 100.0	6149 8.3 100.0	368 3.4 6.0		5782 20.8 94.0								6822 5.4 21.8	876 2.7 2.8	6822 5.7 21.8

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total Purchasing and Answering Outlets	226714	47298	35520	11778	2561	852	6570	1795	162693	92082	70611	9327	1731	24571	34982	38107	12005	23665	2437	148148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.9	15.7	5.2	1.1	0.4	2.9	0.8	71.8	40.6	31.1	4.1	0.8	10.8	15.4	16.8	5.3	10.4	1.1	65.3
Sporting Goods Stores/Sport Specialty Stores	16239								11820	6917	4903	782		1908	2213	6018	782	2800	2437	10611
	7.2								7.3	7.5	6.9	8.4		7.8	6.3	15.8	6.5	11.8	100.0	7.2
	100.0								72.8	42.6	30.2	4.8		11.7	13.6	37.1	4.8	17.2	15.0	65.3
Specialty Athletic Footwear Stores	11391	2561		2561	2561				7881	2938	4943	2561			2382					3869
	5.0	5.4		21.7	100.0				4.8	3.2	7.0	27.5			6.8					2.6
	100.0	22.5		22.5	22.5				69.2	25.8	43.4	22.5			20.9					34.0
Discount/Department Stores	11712	6971	3249	3722			3722		7663	3941	3722			3722		855	855			7298
	5.2	14.7	9.1	31.6			56.7		4.7	4.3	5.3			15.1		2.2	7.1			4.9
	100.0	59.5	27.7	31.8			31.8		65.4	33.6	31.8			31.8		7.3	7.3			62.3
Online Retailers																				
Other Types of Outlets	156130	37766	32272	5495		852	2848	1795	124825	67783	57043	5985	1731	18941	30386	31234	10369	20865		102900
	68.9	79.8	90.9	46.7		100.0	43.3	100.0	76.7	73.6	80.8	64.2	100.0	77.1	86.9	82.0	86.4	88.2		69.5
	100.0	24.2	20.7	3.5		0.5	1.8	1.1	79.9	43.4	36.5	3.8	1.1	12.1	19.5	20.0	6.6	13.4		65.9
Don't Know	31243								10503	10503										23470
	13.8								6.5	11.4										15.8
	100.0								33.6	33.6										75.1

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total Purchasing	226714	139577	87137	5811	3961	32816	89087	95040	15499	48973	61140	101103	66715	54872	71874	33253	226714	89200	137515
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	61.6	38.4	2.6	1.7	14.5	39.3	41.9	6.8	21.6	27.0	44.6	29.4	24.2	31.7	14.7	100.0	39.3	60.7
<u>Males (net)</u>	139577	139577		4582	3657	13009	58167	60163	12294	29490	23232	74561	39595	36761	57925	5297	139577	54510	85067
	61.6	100.0		78.8	92.3	39.6	65.3	63.3	79.3	60.2	38.0	73.7	59.3	67.0	80.6	15.9	61.6	61.1	61.9
	100.0	100.0		3.3	2.6	9.3	41.7	43.1	8.8	21.1	16.6	53.4	28.4	26.3	41.5	3.8	100.0	39.1	60.9
Males 13-17	4582	4582		4582						3722	860		467	3722	393		4582	860	3722
	2.0	3.3		78.8						7.6	1.4		0.7	6.8	0.5		2.0	1.0	2.7
	100.0	100.0		100.0						81.2	18.8		10.2	81.2	8.6		100.0	18.8	81.2
Males 18-34	16666	16666			3657	13009			6624	2903	4004	3134	249	3461	10519	2437	16666	9388	7277
	7.4	11.9			92.3	39.6			42.7	5.9	6.5	3.1	0.4	6.3	14.6	7.3	7.4	10.5	5.3
	100.0	100.0			21.9	78.1			39.7	17.4	24.0	18.8	1.5	20.8	63.1	14.6	100.0	56.3	43.7
Males 35-49	58167	58167					58167			14451	5822	37895	9118	24307	24742		58167	10885	47282
	25.7	41.7					65.3			29.5	9.5	37.5	13.7	44.3	34.4		25.7	12.2	34.4
	100.0	100.0					100.0			24.8	10.0	65.1	15.7	41.8	42.5		100.0	18.7	81.3
Males 50-64	25467	25467						25467	3102	7884	5845	8636	9665	4739	10046	1016	25467	19331	6135
	11.2	18.2						26.8	20.0	16.1	9.6	8.5	14.5	8.6	14.0	3.1	11.2	21.7	4.5
	100.0	100.0						100.0	12.2	31.0	23.0	33.9	38.0	18.6	39.4	4.0	100.0	75.9	24.1
Males 65+	34696	34696						34696	2567	531	6702	24897	20096	531	12225	1844	34696	14046	20650
	15.3	24.9						36.5	16.6	1.1	11.0	24.6	30.1	1.0	17.0	5.5	15.3	15.7	15.0
	100.0	100.0						100.0	7.4	1.5	19.3	71.8	57.9	1.5	35.2	5.3	100.0	40.5	59.5
<u>Females (net)</u>	87137		87137	1229	304	19808	30919	34877	3205	19482	37908	26541	27120	18111	13949	27956	87137	34690	52447
	38.4		100.0	21.2	7.7	60.4	34.7	36.7	20.7	39.8	62.0	26.3	40.7	33.0	19.4	84.1	38.4	38.9	38.1
	100.0		100.0	1.4	0.3	22.7	35.5	40.0	3.7	22.4	43.5	30.5	31.1	20.8	16.0	32.1	100.0	39.8	60.2
Females 13-17	1229		1229	1229							1229				1229		1229	1229	
	0.5		1.4	21.2							2.0				1.7		0.5	1.4	
	100.0		100.0	100.0							100.0				100.0		100.0	100.0	
Females 18-34	20111		20111		304	19808			782	11968	6032	1329	7774	304	6650	5385	20111	6984	13128
	8.9		23.1		7.7	60.4			5.0	24.4	9.9	1.3	11.7	0.6	9.3	16.2	8.9	7.8	9.5
	100.0		100.0		1.5	98.5			3.9	59.5	30.0	6.6	38.7	1.5	33.1	26.8	100.0	34.7	65.3
Females 35-49	30919		30919				30919		2423	2327	22324	3845	7201	6324	5246	12149	30919	14818	16102
	13.6		35.5				34.7		15.6	4.8	36.5	3.8	10.8	11.5	7.3	36.5	13.6	16.6	11.7
	100.0		100.0				100.0		7.8	7.5	72.2	12.4	23.3	20.5	17.0	39.3	100.0	47.9	52.1

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Females 50-64	20667		20667					20667		2221	5439	13007	5608	8518	825	5715	20667	6952	13714
	9.1		23.7					21.7		4.5	8.9	12.9	8.4	15.5	1.1	17.2	9.1	7.8	10.0
	100.0		100.0					100.0		10.7	26.3	62.9	27.1	41.2	4.0	27.7	100.0	33.6	66.4
Females 65+	14210		14210					14210		2966	2885	8360	6537	2966		4707	14210	4707	9503
	6.3		16.3					15.0		6.1	4.7	8.3	9.8	5.4		14.2	6.3	5.3	6.9
	100.0		100.0					100.0		20.9	20.3	58.8	46.0	20.9		33.1	100.0	33.1	66.9

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Total Purchasing	226714	189604	26958	89861	72785	74936	73891	10828	35272	27791	7824	53	7771	7771	6833	782	6833	125572	31954	119610
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	14.2	47.4	38.4	100.0	98.6	14.4	47.1	37.1	10.4	0.1	10.4	10.4	9.1	1.0	9.1	55.4	14.1	52.8
<u>Males (net)</u>	139577	120136	13460	61056	45619	34993	34940	5228	22537	7176	2638	53	2585	2585	2638		2638	69565	15050	64580
	61.6	63.4	49.9	67.9	62.7	46.7	47.3	48.3	63.9	25.8	33.7	100.0	33.3	33.3	38.6		38.6	55.4	47.1	54.0
	100.0	100.0	11.2	50.8	38.0	100.0	99.8	14.9	64.4	20.5	7.5	0.2	7.4	7.4	7.5		7.5	49.8	10.8	46.3
Males 13-17	4582	4582	860	3722		4189	4189	467	3722									4189	4189	3722
	2.0	2.4	3.2	4.1		5.6	5.7	4.3	10.6									3.3	13.1	3.1
	100.0	100.0	18.8	81.2		100.0	100.0	11.1	88.9									91.4	91.4	81.2
Males 18-34	16666	11238		4728	6510	8013	7961	2585	2938	2437	2638	53	2585	2585	2638		2638	14229	4187	14229
	7.4	5.9		5.3	8.9	10.7	10.8	23.9	8.3	8.8	33.7	100.0	33.3	33.3	38.6		38.6	11.3	13.1	11.9
	100.0	100.0		42.1	57.9	100.0	99.3	32.3	36.7	30.4	32.9	0.7	32.3	32.3	32.9		32.9	85.4	25.1	85.4
Males 35-49	58167	56863		22996	33867	7186	7186	1304	5883									39824	1526	38298
	25.7	30.0		25.6	46.5	9.6	9.7	12.0	16.7									31.7	4.8	32.0
	100.0	100.0		40.4	59.6	100.0	100.0	18.1	81.9									68.5	2.6	65.8
Males 50-64	25467	20727	7239	9117	4372	6763	6763		2023	4739								9059	5148	6066
	11.2	10.9	26.9	10.1	6.0	9.0	9.2		5.7	17.1								7.2	16.1	5.1
	100.0	100.0	34.9	44.0	21.1	100.0	100.0		29.9	70.1								35.6	20.2	23.8
Males 65+	34696	26726	5362	20493	871	8841	8841	871	7970									2264		2264
	15.3	14.1	19.9	22.8	1.2	11.8	12.0	8.0	22.6									1.8		1.9
	100.0	100.0	20.1	76.7	3.3	100.0	100.0	9.9	90.1									6.5		6.5
<u>Females (net)</u>	87137	69468	13498	28804	27166	39943	38951	5601	12735	20615	5186		5186	5186	4194	782	4194	56007	16904	55030
	38.4	36.6	50.1	32.1	37.3	53.3	52.7	51.7	36.1	74.2	66.3		66.7	66.7	61.4	100.0	61.4	44.6	52.9	46.0
	100.0	100.0	19.4	41.5	39.1	100.0	97.5	14.0	31.9	51.6	13.0		13.0	13.0	10.5	2.0	10.5	64.3	19.4	63.2
Females 13-17	1229	1229		1229																
	0.5	0.6		1.4																
	100.0	100.0		100.0																
Females 18-34	20111	12826	3521	8453	852	14415	14415	1210	6724	6481	4194		4194	4194	4194	782	4194	18550	6211	18550
	8.9	6.8	13.1	9.4	1.2	19.2	19.5	11.2	19.1	23.3	53.6		54.0	54.0	61.4	100.0	61.4	14.8	19.4	15.5
	100.0	100.0	27.5	65.9	6.6	100.0	100.0	8.4	46.6	45.0	29.1		29.1	29.1	29.1	5.4	29.1	92.2	30.9	92.2

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

Attended/Watched (any) - Baseball: Minor League

	Watched																			
											Use Mobile Device for Sports									
	Attended					Television					Computer/Tablet Smart Phone									
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com-puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Females 35-49	30919	23502	4986	9808	8708	13010	12018	4023	692	7303	992		992	992				23668	5129	23668
	13.6	12.4	18.5	10.9	12.0	17.4	16.3	37.2	2.0	26.3	12.7		12.8	12.8				18.8	16.1	19.8
	100.0	100.0	21.2	41.7	37.1	100.0	92.4	30.9	5.3	56.1	7.6		7.6	7.6				76.5	16.6	76.5
Females 50-64	20667	20667	4991	9314	6361	1192	1192	368		825								7171	2598	6194
	9.1	10.9	18.5	10.4	8.7	1.6	1.6	3.4		3.0								5.7	8.1	5.2
	100.0	100.0	24.2	45.1	30.8	100.0	100.0	30.8		69.2								34.7	12.6	30.0
Females 65+	14210	11244			11244	11325	11325		5320	6006								6618	2966	6618
	6.3	5.9			15.4	15.1	15.3		15.1	21.6								5.3	9.3	5.5
	100.0	100.0			100.0	100.0	100.0		47.0	53.0								46.6	20.9	46.6

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total Purchasing	226714	47298	35520	11778	2561	852	6570	1795	162693	92082	70611	9327	1731	24571	34982	38107	12005	23665	2437	148148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.9	15.7	5.2	1.1	0.4	2.9	0.8	71.8	40.6	31.1	4.1	0.8	10.8	15.4	16.8	5.3	10.4	1.1	65.3
<u>Males (net)</u>	139577	29170	23755	5416			4949	467	94980	59804	35176			14806	20370	33638	10369	20833	2437	121034
	61.6	61.7	66.9	46.0			75.3	26.0	58.4	64.9	49.8			60.3	58.2	88.3	86.4	88.0	100.0	81.7
	100.0	20.9	17.0	3.9			3.5	0.3	68.0	42.8	25.2			10.6	14.6	24.1	7.4	14.9	1.7	86.7
Males 13-17	4582	4189		4189			3722	467	4189		4189			3722	467					860
	2.0	8.9		35.6			56.7	26.0	2.6		5.9			15.1	1.3					0.6
	100.0	91.4		91.4			81.2	10.2	91.4		91.4			81.2	10.2					18.8
Males 18-34	16666	3852	3852						15399	11211	4188			2585	1602	6181	3744		2437	9893
	7.4	8.1	10.8						9.5	12.2	5.9			10.5	4.6	16.2	31.2		100.0	6.7
	100.0	23.1	23.1						92.4	67.3	25.1			15.5	9.6	37.1	22.5		14.6	59.4
Males 35-49	58167	17545	16318	1227			1227		48183	28258	19925			7109	12816	26939	6106	20833		56642
	25.7	37.1	45.9	10.4			18.7		29.6	30.7	28.2			28.9	36.6	70.7	50.9	88.0		38.2
	100.0	30.2	28.1	2.1			2.1		82.8	48.6	34.3			12.2	22.0	46.3	10.5	35.8		97.4
Males 50-64	25467	3584	3584						15246	9243	6003			518	5485	518	518			21355
	11.2	7.6	10.1						9.4	10.0	8.5			2.1	15.7	1.4	4.3			14.4
	100.0	14.1	14.1						59.9	36.3	23.6			2.0	21.5	2.0	2.0			83.9
Males 65+	34696								11963	11091	871			871						32285
	15.3								7.4	12.0	1.2			3.5						21.8
	100.0								34.5	32.0	2.5			2.5						93.0
<u>Females (net)</u>	87137	18128	11766	6362	2561	852	1621	1328	67713	32278	35435	9327	1731	9764	14612	4469	1637	2832		27115
	38.4	38.3	33.1	54.0	100.0	100.0	24.7	74.0	41.6	35.1	50.2	100.0	100.0	39.7	41.8	11.7	13.6	12.0		18.3
	100.0	20.8	13.5	7.3	2.9	1.0	1.9	1.5	77.7	37.0	40.7	10.7	2.0	11.2	16.8	5.1	1.9	3.3		31.1
Females 13-17	1229								1229	1229										
	0.5								0.8	1.3										
	100.0								100.0	100.0										
Females 18-34	20111	3412		3412	2561	852			19373	4866	14507	9327		2760	2420	2028	782	1246		6127
	8.9	7.2		29.0	100.0	100.0			11.9	5.3	20.5	100.0		11.2	6.9	5.3	6.5	5.3		4.1
	100.0	17.0		17.0	12.7	4.2			96.3	24.2	72.1	46.4		13.7	12.0	10.1	3.9	6.2		30.5



Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Twitter Usage Following this Sport									Facebook Usage Following this Sport					Participated in Sport					
															Past Year					
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Females 35-49	30919	3023	1695	1328				1328	28592	13647	14945		1731	5384	7830	2441	855	1586		10087
	13.6	6.4	4.8	11.3				74.0	17.6	14.8	21.2		100.0	21.9	22.4	6.4	7.1	6.7		6.8
	100.0	9.8	5.5	4.3				4.3	92.5	44.1	48.3		5.6	17.4	25.3	7.9	2.8	5.1		32.6
Females 50-64	20667	8726	7105	1621			1621		12669	9651	3017			1621	1396					5661
	9.1	18.4	20.0	13.8			24.7		7.8	10.5	4.3			6.6	4.0					3.8
	100.0	42.2	34.4	7.8			7.8		61.3	46.7	14.6			7.8	6.8					27.4
Females 65+	14210	2966	2966						5851	2885	2966				2966					5239
	6.3	6.3	8.4						3.6	3.1	4.2				8.5					3.5
	100.0	20.9	20.9						41.2	20.3	20.9				20.9					36.9

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total Purchasing	226714	139577	87137	5811	3961	32816	89087	95040	15499	48973	61140	101103	66715	54872	71874	33253	226714	89200	137515
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	61.6	38.4	2.6	1.7	14.5	39.3	41.9	6.8	21.6	27.0	44.6	29.4	24.2	31.7	14.7	100.0	39.3	60.7
Male	139577	139577		4582	3657	13009	58167	60163	12294	29490	23232	74561	39595	36761	57925	5297	139577	54510	85067
	61.6	100.0		78.8	92.3	39.6	65.3	63.3	79.3	60.2	38.0	73.7	59.3	67.0	80.6	15.9	61.6	61.1	61.9
	100.0	100.0		3.3	2.6	9.3	41.7	43.1	8.8	21.1	16.6	53.4	28.4	26.3	41.5	3.8	100.0	39.1	60.9
Female	87137		87137	1229	304	19808	30919	34877	3205	19482	37908	26541	27120	18111	13949	27956	87137	34690	52447
	38.4		100.0	21.2	7.7	60.4	34.7	36.7	20.7	39.8	62.0	26.3	40.7	33.0	19.4	84.1	38.4	38.9	38.1
	100.0		100.0	1.4	0.3	22.7	35.5	40.0	3.7	22.4	43.5	30.5	31.1	20.8	16.0	32.1	100.0	39.8	60.2

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Total Purchasing	226714	189604	26958	89861	72785	74936	73891	10828	35272	27791	7824	53	7771	7771	6833	782	6833	125572	31954	119610
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	14.2	47.4	38.4	100.0	98.6	14.4	47.1	37.1	10.4	0.1	10.4	10.4	9.1	1.0	9.1	55.4	14.1	52.8
Male	139577	120136	13460	61056	45619	34993	34940	5228	22537	7176	2638	53	2585	2585	2638		2638	69565	15050	64580
	61.6	63.4	49.9	67.9	62.7	46.7	47.3	48.3	63.9	25.8	33.7	100.0	33.3	33.3	38.6		38.6	55.4	47.1	54.0
	100.0	100.0	11.2	50.8	38.0	100.0	99.8	14.9	64.4	20.5	7.5	0.2	7.4	7.4	7.5		7.5	49.8	10.8	46.3
Female	87137	69468	13498	28804	27166	39943	38951	5601	12735	20615	5186		5186	5186	4194	782	4194	56007	16904	55030
	38.4	36.6	50.1	32.1	37.3	53.3	52.7	51.7	36.1	74.2	66.3		66.7	66.7	61.4	100.0	61.4	44.6	52.9	46.0
	100.0	100.0	19.4	41.5	39.1	100.0	97.5	14.0	31.9	51.6	13.0		13.0	13.0	10.5	2.0	10.5	64.3	19.4	63.2

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total Purchasing	226714	47298	35520	11778	2561	852	6570	1795	162693	92082	70611	9327	1731	24571	34982	38107	12005	23665	2437	148148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.9	15.7	5.2	1.1	0.4	2.9	0.8	71.8	40.6	31.1	4.1	0.8	10.8	15.4	16.8	5.3	10.4	1.1	65.3
Male	139577	29170	23755	5416			4949	467	94980	59804	35176			14806	20370	33638	10369	20833	2437	121034
	61.6	61.7	66.9	46.0			75.3	26.0	58.4	64.9	49.8			60.3	58.2	88.3	86.4	88.0	100.0	81.7
	100.0	20.9	17.0	3.9			3.5	0.3	68.0	42.8	25.2			10.6	14.6	24.1	7.4	14.9	1.7	86.7
Female	87137	18128	11766	6362	2561	852	1621	1328	67713	32278	35435	9327	1731	9764	14612	4469	1637	2832		27115
	38.4	38.3	33.1	54.0	100.0	100.0	24.7	74.0	41.6	35.1	50.2	100.0	100.0	39.7	41.8	11.7	13.6	12.0		18.3
	100.0	20.8	13.5	7.3	2.9	1.0	1.9	1.5	77.7	37.0	40.7	10.7	2.0	11.2	16.8	5.1	1.9	3.3		31.1

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total Purchasing	226714	139577	87137	5811	3961	32816	89087	95040	15499	48973	61140	101103	66715	54872	71874	33253	226714	89200	137515
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	61.6	38.4	2.6	1.7	14.5	39.3	41.9	6.8	21.6	27.0	44.6	29.4	24.2	31.7	14.7	100.0	39.3	60.7
13-17	5811	4582	1229	5811						3722	2089		467	3722	1622		5811	2089	3722
	2.6	3.3	1.4	100.0						7.6	3.4		0.7	6.8	2.3		2.6	2.3	2.7
	100.0	78.8	21.2	100.0						64.1	35.9		8.0	64.1	27.9		100.0	35.9	64.1
18-34	36777	16666	20111		3961	32816			7406	14872	10036	4464	8023	3765	17169	7821	36777	16372	20405
	16.2	11.9	23.1		100.0	100.0			47.8	30.4	16.4	4.4	12.0	6.9	23.9	23.5	16.2	18.4	14.8
	100.0	45.3	54.7		10.8	89.2			20.1	40.4	27.3	12.1	21.8	10.2	46.7	21.3	100.0	44.5	55.5
35-49	89087	58167	30919				89087		2423	16778	28145	41740	16319	30631	29988	12149	89087	25703	63384
	39.3	41.7	35.5				100.0		15.6	34.3	46.0	41.3	24.5	55.8	41.7	36.5	39.3	28.8	46.1
	100.0	65.3	34.7				100.0		2.7	18.8	31.6	46.9	18.3	34.4	33.7	13.6	100.0	28.9	71.1
50-64	46133	25467	20667					46133	3102	10104	11284	21643	15273	13257	10871	6732	46133	26283	19850
	20.3	18.2	23.7					48.5	20.0	20.6	18.5	21.4	22.9	24.2	15.1	20.2	20.3	29.5	14.4
	100.0	55.2	44.8					100.0	6.7	21.9	24.5	46.9	33.1	28.7	23.6	14.6	100.0	57.0	43.0
65+	48907	34696	14210					48907	2567	3497	9586	33256	26633	3497	12225	6551	48907	18753	30153
	21.6	24.9	16.3					51.5	16.6	7.1	15.7	32.9	39.9	6.4	17.0	19.7	21.6	21.0	21.9
	100.0	70.9	29.1					100.0	5.2	7.1	19.6	68.0	54.5	7.1	25.0	13.4	100.0	38.3	61.7

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Total Purchasing	226714	189604	26958	89861	72785	74936	73891	10828	35272	27791	7824	53	7771	7771	6833	782	6833	125572	31954	119610
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	14.2	47.4	38.4	100.0	98.6	14.4	47.1	37.1	10.4	0.1	10.4	10.4	9.1	1.0	9.1	55.4	14.1	52.8
13-17	5811	5811	860	4951		4189	4189	467	3722									4189	4189	3722
	2.6	3.1	3.2	5.5		5.6	5.7	4.3	10.6									3.3	13.1	3.1
	100.0	100.0	14.8	85.2		100.0	100.0	11.1	88.9									72.1	72.1	64.1
18-34	36777	24064	3521	13182	7361	22428	22375	3795	9662	8918	6833	53	6780	6780	6833	782	6833	32779	10398	32779
	16.2	12.7	13.1	14.7	10.1	29.9	30.3	35.1	27.4	32.1	87.3	100.0	87.2	87.2	100.0	100.0	100.0	26.1	32.5	27.4
	100.0	100.0	14.6	54.8	30.6	100.0	99.8	16.9	43.1	39.8	30.5	0.2	30.2	30.2	30.5	3.5	30.5	89.1	28.3	89.1
35-49	89087	80365	4986	32804	42575	20197	19205	5327	6575	7303	992		992	992				63492	6655	61966
	39.3	42.4	18.5	36.5	58.5	27.0	26.0	49.2	18.6	26.3	12.7		12.8	12.8				50.6	20.8	51.8
	100.0	100.0	6.2	40.8	53.0	100.0	95.1	26.4	32.6	36.2	4.9		4.9	4.9				71.3	7.5	69.6
50-64	46133	41394	12230	18431	10733	7955	7955	368	2023	5564								16230	7746	12260
	20.3	21.8	45.4	20.5	14.7	10.6	10.8	3.4	5.7	20.0								12.9	24.2	10.2
	100.0	100.0	29.5	44.5	25.9	100.0	100.0	4.6	25.4	69.9								35.2	16.8	26.6
65+	48907	37971	5362	20493	12116	20167	20167	871	13290	6006								8882	2966	8882
	21.6	20.0	19.9	22.8	16.6	26.9	27.3	8.0	37.7	21.6								7.1	9.3	7.4
	100.0	100.0	14.1	54.0	31.9	100.0	100.0	4.3	65.9	29.8								18.2	6.1	18.2

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total Purchasing	226714	47298	35520	11778	2561	852	6570	1795	162693	92082	70611	9327	1731	24571	34982	38107	12005	23665	2437	148148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.9	15.7	5.2	1.1	0.4	2.9	0.8	71.8	40.6	31.1	4.1	0.8	10.8	15.4	16.8	5.3	10.4	1.1	65.3
13-17	5811	4189		4189			3722	467	5418	1229	4189			3722	467					860
	2.6	8.9		35.6			56.7	26.0	3.3	1.3	5.9			15.1	1.3					0.6
	100.0	72.1		72.1			64.1	8.0	93.2	21.2	72.1			64.1	8.0					14.8
18-34	36777	7264	3852	3412	2561	852			34772	16077	18695	9327		5345	4022	8209	4526	1246	2437	16021
	16.2	15.4	10.8	29.0	100.0	100.0			21.4	17.5	26.5	100.0		21.8	11.5	21.5	37.7	5.3	100.0	10.8
	100.0	19.8	10.5	9.3	7.0	2.3			94.5	43.7	50.8	25.4		14.5	10.9	22.3	12.3	3.4	6.6	43.6
35-49	89087	20568	18013	2555			1227	1328	76775	41905	34870		1731	12493	20646	29380	6961	22419		66729
	39.3	43.5	50.7	21.7			18.7	74.0	47.2	45.5	49.4		100.0	50.8	59.0	77.1	58.0	94.7		45.0
	100.0	23.1	20.2	2.9			1.4	1.5	86.2	47.0	39.1		1.9	14.0	23.2	33.0	7.8	25.2		74.9
50-64	46133	12311	10690	1621			1621		27915	18895	9020			2139	6881	518	518			27016
	20.3	26.0	30.1	13.8			24.7		17.2	20.5	12.8			8.7	19.7	1.4	4.3			18.2
	100.0	26.7	23.2	3.5			3.5		60.5	41.0	19.6			4.6	14.9	1.1	1.1			58.6
65+	48907	2966	2966						17814	13976	3837			871	2966					37523
	21.6	6.3	8.4						10.9	15.2	5.4			3.5	8.5					25.3
	100.0	6.1	6.1						36.4	28.6	7.8			1.8	6.1					76.7

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total Purchasing	226714	139577	87137	5811	3961	32816	89087	95040	15499	48973	61140	101103	66715	54872	71874	33253	226714	89200	137515
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	61.6	38.4	2.6	1.7	14.5	39.3	41.9	6.8	21.6	27.0	44.6	29.4	24.2	31.7	14.7	100.0	39.3	60.7
Under \$25,000	15499	12294	3205		2585	4821	2423	5669	15499				2513	6380	4169	2437	15499	15499	
	6.8	8.8	3.7		65.3	14.7	2.7	6.0	100.0				3.8	11.6	5.8	7.3	6.8	17.4	
	100.0	79.3	20.7		16.7	31.1	15.6	36.6	100.0				16.2	41.2	26.9	15.7	100.0	100.0	
\$25,000-\$49,999	48973	29490	19482	3722	304	14568	16778	13601		48973			16385	13471	14024	5092	48973	12353	36619
	21.6	21.1	22.4	64.1	7.7	44.4	18.8	14.3		100.0			24.6	24.6	19.5	15.3	21.6	13.8	26.6
	100.0	60.2	39.8	7.6	0.6	29.7	34.3	27.8		100.0			33.5	27.5	28.6	10.4	100.0	25.2	74.8
\$50,000-\$99,999	61140	23232	37908	2089	876	9160	28145	20870			61140		13461	11221	19482	16976	61140	29462	31678
	27.0	16.6	43.5	35.9	22.1	27.9	31.6	22.0			100.0		20.2	20.4	27.1	51.1	27.0	33.0	23.0
	100.0	38.0	62.0	3.4	1.4	15.0	46.0	34.1			100.0		22.0	18.4	31.9	27.8	100.0	48.2	51.8
\$100,000 & Over	101103	74561	26541		196	4268	41740	54899				101103	34356	23800	34199	8748	101103	31885	69218
	44.6	53.4	30.5		4.9	13.0	46.9	57.8				100.0	51.5	43.4	47.6	26.3	44.6	35.7	50.3
	100.0	73.7	26.3		0.2	4.2	41.3	54.3				100.0	34.0	23.5	33.8	8.7	100.0	31.5	68.5



Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Total Purchasing	226714	189604	26958	89861	72785	74936	73891	10828	35272	27791	7824	53	7771	7771	6833	782	6833	125572	31954	119610
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	14.2	47.4	38.4	100.0	98.6	14.4	47.1	37.1	10.4	0.1	10.4	10.4	9.1	1.0	9.1	55.4	14.1	52.8
Under \$25,000	15499	9178	4298	3278	1602	9599	9599	3368	692	5539	3368		3368	3368	3368	782	3368	4970	782	4970
	6.8	4.8	15.9	3.6	2.2	12.8	13.0	31.1	2.0	19.9	43.0		43.3	43.3	49.3	100.0	49.3	4.0	2.4	4.2
	100.0	100.0	46.8	35.7	17.5	100.0	100.0	35.1	7.2	57.7	35.1		35.1	35.1	35.1	8.1	35.1	32.1	5.0	32.1
\$25,000-\$49,999	48973	37102	6666	21206	9229	20135	20082	1304	13412	5366	53	53			53		53	31533	8969	31533
	21.6	19.6	24.7	23.6	12.7	26.9	27.2	12.0	38.0	19.3	0.7	100.0			0.8		0.8	25.1	28.1	26.4
	100.0	100.0	18.0	57.2	24.9	100.0	99.7	6.5	66.6	26.7	0.3	0.3			0.3		0.3	64.4	18.3	64.4
\$50,000-\$99,999	61140	54187	8763	20797	24627	16971	15979	3640	1459	10880	4404		4404	4404	3412		3412	41724	13165	38686
	27.0	28.6	32.5	23.1	33.8	22.6	21.6	33.6	4.1	39.1	56.3		56.7	56.7	49.9		49.9	33.2	41.2	32.3
	100.0	100.0	16.2	38.4	45.4	100.0	94.2	21.4	8.6	64.1	25.9		25.9	25.9	20.1		20.1	68.2	21.5	63.3
\$100,000 & Over	101103	89137	7230	44579	37327	28231	28231	2517	19709	6006								47345	9039	44421
	44.6	47.0	26.8	49.6	51.3	37.7	38.2	23.2	55.9	21.6								37.7	28.3	37.1
	100.0	100.0	8.1	50.0	41.9	100.0	100.0	8.9	69.8	21.3								46.8	8.9	43.9

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total Purchasing	226714	47298	35520	11778	2561	852	6570	1795	162693	92082	70611	9327	1731	24571	34982	38107	12005	23665	2437	148148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.9	15.7	5.2	1.1	0.4	2.9	0.8	71.8	40.6	31.1	4.1	0.8	10.8	15.4	16.8	5.3	10.4	1.1	65.3
Under \$25,000	15499	2585	2585						15499	5696	9803	782	1731	2585	4705	3219	782		2437	12222
	6.8	5.5	7.3						9.5	6.2	13.9	8.4	100.0	10.5	13.4	8.4	6.5		100.0	8.2
	100.0	16.7	16.7						100.0	36.7	63.3	5.0	11.2	16.7	30.4	20.8	5.0		15.7	78.9
\$25,000-\$49,999	48973	11942	6993	4949			4949		36929	18538	18391	5985		6857	5550	10912	9438	1473		29494
	21.6	25.2	19.7	42.0			75.3		22.7	20.1	26.0	64.2		27.9	15.9	28.6	78.6	6.2		19.9
	100.0	24.4	14.3	10.1			10.1		75.4	37.9	37.6	12.2		14.0	11.3	22.3	19.3	3.0		60.2
\$50,000-\$99,999	61140	10099	4598	5500	2561	852	1621	467	49071	30386	18685	2561		8728	7397	6413	1267	5146		27922
	27.0	21.4	12.9	46.7	100.0	100.0	24.7	26.0	30.2	33.0	26.5	27.5		35.5	21.1	16.8	10.6	21.7		18.8
	100.0	16.5	7.5	9.0	4.2	1.4	2.7	0.8	80.3	49.7	30.6	4.2		14.3	12.1	10.5	2.1	8.4		45.7
\$100,000 & Over	101103	22672	21343	1328				1328	61194	37463	23731			6401	17331	17564	518	17046		78511
	44.6	47.9	60.1	11.3				74.0	37.6	40.7	33.6			26.0	49.5	46.1	4.3	72.0		53.0
	100.0	22.4	21.1	1.3				1.3	60.5	37.1	23.5			6.3	17.1	17.4	0.5	16.9		77.7

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total Purchasing	226714	139577	87137	5811	3961	32816	89087	95040	15499	48973	61140	101103	66715	54872	71874	33253	226714	89200	137515
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	61.6	38.4	2.6	1.7	14.5	39.3	41.9	6.8	21.6	27.0	44.6	29.4	24.2	31.7	14.7	100.0	39.3	60.7
Northeast	66715	39595	27120	467	196	7827	16319	41906	2513	16385	13461	34356	66715				66715	25677	41038
	29.4	28.4	31.1	8.0	4.9	23.8	18.3	44.1	16.2	33.5	22.0	34.0	100.0				29.4	28.8	29.8
	100.0	59.3	40.7	0.7	0.3	11.7	24.5	62.8	3.8	24.6	20.2	51.5	100.0				100.0	38.5	61.5
North Central	54872	36761	18111	3722	3765		30631	16754	6380	13471	11221	23800		54872			54872	14130	40742
	24.2	26.3	20.8	64.1	95.1		34.4	17.6	41.2	27.5	18.4	23.5		100.0			24.2	15.8	29.6
	100.0	67.0	33.0	6.8	6.9		55.8	30.5	11.6	24.6	20.4	43.4		100.0			100.0	25.8	74.2
South	71874	57925	13949	1622		17169	29988	23096	4169	14024	19482	34199			71874		71874	33556	38319
	31.7	41.5	16.0	27.9		52.3	33.7	24.3	26.9	28.6	31.9	33.8			100.0		31.7	37.6	27.9
	100.0	80.6	19.4	2.3		23.9	41.7	32.1	5.8	19.5	27.1	47.6			100.0		100.0	46.7	53.3
West	33253	5297	27956			7821	12149	13283	2437	5092	16976	8748				33253	33253	15837	17416
	14.7	3.8	32.1			23.8	13.6	14.0	15.7	10.4	27.8	8.7				100.0	14.7	17.8	12.7
	100.0	15.9	84.1			23.5	36.5	39.9	7.3	15.3	51.1	26.3				100.0	100.0	47.6	52.4

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Total Purchasing	226714	189604	26958	89861	72785	74936	73891	10828	35272	27791	7824	53	7771	7771	6833	782	6833	125572	31954	119610
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	14.2	47.4	38.4	100.0	98.6	14.4	47.1	37.1	10.4	0.1	10.4	10.4	9.1	1.0	9.1	55.4	14.1	52.8
Northeast	66715	58185	6319	39015	12851	18805	17761	1249	10457	6055	1827	53	1774	1774	835	782	835	30218	10227	25232
	29.4	30.7	23.4	43.4	17.7	25.1	24.0	11.5	29.6	21.8	23.3	100.0	22.8	22.8	12.2	100.0	12.2	24.1	32.0	21.1
	100.0	100.0	10.9	67.1	22.1	100.0	94.4	6.6	55.6	32.2	9.7	0.3	9.4	9.4	4.4	4.2	4.4	45.3	15.3	37.8
North Central	54872	45863	1234	17748	26881	16680	16680	4257	7380	5043	2585		2585	2585	2585		2585	37460	10178	36484
	24.2	24.2	4.6	19.8	36.9	22.3	22.6	39.3	20.9	18.1	33.0		33.3	33.3	37.8		37.8	29.8	31.9	30.5
	100.0	100.0	2.7	38.7	58.6	100.0	100.0	25.5	44.2	30.2	15.5		15.5	15.5	15.5		15.5	68.3	18.5	66.5
South	71874	61618	13969	22564	25085	22753	22753	4894	13622	4237	3412		3412	3412	3412		3412	39962	7772	39962
	31.7	32.5	51.8	25.1	34.5	30.4	30.8	45.2	38.6	15.2	43.6		43.9	43.9	49.9		49.9	31.8	24.3	33.4
	100.0	100.0	22.7	36.6	40.7	100.0	100.0	21.5	59.9	18.6	15.0		15.0	15.0	15.0		15.0	55.6	10.8	55.6
West	33253	23937	5436	10533	7968	16697	16697	428	3813	12456								17932	3777	17932
	14.7	12.6	20.2	11.7	10.9	22.3	22.6	4.0	10.8	44.8								14.3	11.8	15.0
	100.0	100.0	22.7	44.0	33.3	100.0	100.0	2.6	22.8	74.6								53.9	11.4	53.9

Spending on Sports Logo Apparel:  
Baseball: Minor League  
Amounts shown are dollars spent

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total Purchasing	226714	47298	35520	11778	2561	852	6570	1795	162693	92082	70611	9327	1731	24571	34982	38107	12005	23665	2437	148148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.9	15.7	5.2	1.1	0.4	2.9	0.8	71.8	40.6	31.1	4.1	0.8	10.8	15.4	16.8	5.3	10.4	1.1	65.3
Northeast	66715	7683	4267	3417			1621	1795	35728	19653	16074	6767	1731	2139	5437	7406	7406			43065
	29.4	16.2	12.0	29.0			24.7	100.0	22.0	21.3	22.8	72.5	100.0	8.7	15.5	19.4	61.7			29.1
	100.0	11.5	6.4	5.1			2.4	2.7	53.6	29.5	24.1	10.1	2.6	3.2	8.1	11.1	11.1			64.6
North Central	54872	21418	17696	3722			3722		44878	25697	19181			10185	8996	20058		20058		30053
	24.2	45.3	49.8	31.6			56.7		27.6	27.9	27.2			41.5	25.7	52.6		84.8		20.3
	100.0	39.0	32.2	6.8			6.8		81.8	46.8	35.0			18.6	16.4	36.6		36.6		54.8
South	71874	18196	13557	4639	2561	852	1227		57270	27241	30029	2561		12246	15222	5675	3744	1930		58153
	31.7	38.5	38.2	39.4	100.0	100.0	18.7		35.2	29.6	42.5	27.5		49.8	43.5	14.9	31.2	8.2		39.3
	100.0	25.3	18.9	6.5	3.6	1.2	1.7		79.7	37.9	41.8	3.6		17.0	21.2	7.9	5.2	2.7		80.9
West	33253								24817	19491	5326				5326	4968	855	1677	2437	16877
	14.7								15.3	21.2	7.5				15.2	13.0	7.1	7.1	100.0	11.4
	100.0								74.6	58.6	16.0				16.0	14.9	2.6	5.0	7.3	50.8

## Participation in Baseball of those Attended/Watched (any): Baseball: Minor League

	Total	Gender		Age					Household Income				Region				Bought Sports Apparel		
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Ever participated	17897	12574	5323	1025	1678	2421	4096	8677	2776	3221	6057	5843	3664	4094	6643	3495	3625	2684	941
	57.1	76.9	35.5	44.2	50.5	56.2	53.0	63.4	53.9	52.7	57.8	60.7	54.4	50.0	60.9	63.2	62.2	63.7	58.3
	100.0	70.3	29.7	5.7	9.4	13.5	22.9	48.5	15.5	18.0	33.8	32.6	20.5	22.9	37.1	19.5	20.3	15.0	5.3
Participated in past 12 months	2409	1723	686	460	420	723	583	223	389	630	990	400	283	607	1020	499	627	362	265
	7.7	10.5	4.6	19.9	12.6	16.8	7.5	1.6	7.5	10.3	9.5	4.2	4.2	7.4	9.3	9.0	10.7	8.6	16.4
	13.5	13.7	12.9	44.9	25.0	29.9	14.2	2.6	14.0	19.6	16.3	6.8	7.7	14.8	15.4	14.3	17.3	13.5	28.1
	100.0	71.5	28.5	19.1	17.4	30.0	24.2	9.3	16.1	26.2	41.1	16.6	11.7	25.2	42.3	20.7	26.0	15.0	11.0
1-9 Days	934	693	241	84	96	464	193	97	97	310	338	190	150	221	361	203	264	153	111
	38.8	40.2	35.2	18.3	22.9	64.2	33.1	43.4	24.9	49.1	34.2	47.4	52.9	36.4	35.4	40.6	42.1	42.3	41.8
	100.0	74.2	25.8	9.0	10.3	49.7	20.6	10.4	10.3	33.1	36.2	20.3	16.0	23.6	38.7	21.7	28.2	16.4	11.8
10-49 Days	1114	811	303	305	147	178	358	126	211	169	581	153	62	354	482	215	282	127	154
	46.2	47.1	44.2	66.3	35.0	24.6	61.5	56.6	54.2	26.8	58.7	38.3	22.0	58.4	47.3	43.2	44.9	35.2	58.2
	100.0	72.8	27.2	27.4	13.2	16.0	32.2	11.3	18.9	15.2	52.2	13.7	5.6	31.8	43.3	19.3	25.3	11.4	13.8
50+ Days	361	219	142	71	177	81	32		81	152	71	57	71	32	177	81	81	81	
	15.0	12.7	20.7	15.4	42.2	11.2	5.5		20.9	24.1	7.1	14.3	25.0	5.3	17.3	16.3	13.0	22.4	
	100.0	60.7	39.3	19.6	49.0	22.5	8.9		22.5	42.0	19.6	15.9	19.6	8.9	49.0	22.5	22.5	22.5	

Participation in Baseball of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3
Ever participated	17897	11792	5514	4277	2002	7004	6739	3007	3051	681	503	248	254	450	123	36	123	8854	3504	8134
	57.1	58.0	55.5	59.9	61.7	51.9	51.6	54.7	53.2	37.3	53.7	65.4	45.7	55.4	32.7	100.0	32.7	57.7	52.9	58.5
	100.0	100.0	46.8	36.3	17.0	100.0	96.2	42.9	43.6	9.7	7.2	3.5	3.6	6.4	1.7	0.5	1.7	49.5	19.6	45.5
Participated in past 12 months	2409	1848	718	721	409	660	660	260	196	205	70		70	70	70	36	70	1695	710	1695
	7.7	9.1	7.2	10.1	12.6	4.9	5.1	4.7	3.4	11.2	7.4		12.5	8.6	18.6	100.0	18.6	11.1	10.7	12.2
	13.5	15.7	13.0	16.9	20.4	9.4	9.8	8.6	6.4	30.0	13.8		27.4	15.5	56.8	100.0	56.8	19.1	20.3	20.8
	100.0	100.0	38.9	39.0	22.1	100.0	100.0	39.3	29.7	31.0	10.5		10.5	10.5	10.5	5.4	10.5	70.4	29.5	70.4
1-9 Days	934	727	313	305	109	241	241	120	87	34	36		36	36	36	36	36	710	184	710
	38.8	39.4	43.6	42.3	26.8	36.5	36.5	46.2	44.5	16.6	51.1		51.1	51.1	51.1	100.0	51.1	41.9	25.9	41.9
	100.0	100.0	43.0	41.9	15.1	100.0	100.0	49.8	36.1	14.1	14.7		14.7	14.7	14.7	14.7	14.7	76.0	19.7	76.0
10-49 Days	1114	992	405	345	242	186	186	59	38	89	34		34	34	34		34	705	398	705
	46.2	53.7	56.4	47.9	59.2	28.2	28.2	22.7	19.4	43.7	48.9		48.9	48.9	48.9		48.9	41.6	56.0	41.6
	100.0	100.0	40.8	34.8	24.4	100.0	100.0	31.7	20.4	48.0	18.3		18.3	18.3	18.3		18.3	63.3	35.7	63.3
50+ Days	361	128		71	57	233	233	81	71	81								280	128	280
	15.0	6.9		9.8	14.0	35.3	35.3	31.1	36.2	39.7								16.5	18.1	16.5
	100.0	100.0		55.4	44.6	100.0	100.0	34.7	30.4	34.9								77.5	35.5	77.5

## Participation in Baseball of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Ever participated	17897	4450	3278	1172	237	34	256	645	12833	10196	2637	385	110	558	1583	2409	934	1114	361	17897
	57.1	54.8	54.1	56.9	82.2	29.0	47.3	57.9	55.8	56.2	54.1	69.0	56.9	53.7	51.3	100.0	100.0	100.0	100.0	100.0
	100.0	24.9	18.3	6.5	1.3	0.2	1.4	3.6	71.7	57.0	14.7	2.2	0.6	3.1	8.8	13.5	5.2	6.2	2.0	100.0
Participated in past 12 months	2409	726	270	456	205	34		216	1975	1469	506	205		60	240	2409	934	1114	361	2409
	7.7	8.9	4.5	22.1	71.3	29.0		19.4	8.6	8.1	10.4	36.7		5.8	7.8	100.0	100.0	100.0	100.0	13.5
	13.5	16.3	8.2	38.9	86.7	100.0		33.5	15.4	14.4	19.2	53.3		10.7	15.2	100.0	100.0	100.0	100.0	13.5
	100.0	30.1	11.2	18.9	8.5	1.4		9.0	82.0	61.0	21.0	8.5		2.5	10.0	100.0	38.8	46.2	15.0	100.0
1-9 Days	934	126	126						737	630	107	36		26	46	934	934			934
	38.8	17.4	46.6						37.3	42.9	21.2	17.3		43.2	19.0	38.8	100.0			38.8
	100.0	13.5	13.5						78.9	67.4	11.5	3.8		2.8	4.9	100.0	100.0			100.0
10-49 Days	1114	352	74	279	205	34		39	948	645	302	170		34	98	1114		1114		1114
	46.2	48.5	27.2	61.2	100.0	100.0		18.2	48.0	43.9	59.8	82.7		56.8	40.9	46.2		100.0		46.2
	100.0	31.6	6.6	25.0	18.4	3.1		3.5	85.1	57.9	27.1	15.2		3.1	8.8	100.0		100.0		100.0
50+ Days	361	248	71	177				177	290	194	96				96	361			361	361
	15.0	34.1	26.2	38.8				81.8	14.7	13.2	19.0				40.0	15.0			100.0	15.0
	100.0	68.6	19.6	49.0				49.0	80.4	53.7	26.7				26.7	100.0			100.0	100.0



Sponsorship Influence of those Attended/Watched (any): Baseball: Minor League

Note: The Sponsorship Influence Index (SII) is calculated by dividing the Top 2 Box vertical percentage in the current column by the Top 2 Box vertical percentage in the Total column and multiplying the result by 100.

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Extremely Influential	587	369	218	154		93	92	248	70	163	237	117	110	180	296		277	119	158
	1.9	2.3	1.5	6.6		2.2	1.2	1.8	1.4	2.7	2.3	1.2	1.6	2.2	2.7		4.8	2.8	9.8
	100.0	62.9	37.1	26.2		15.8	15.7	42.3	11.9	27.8	40.5	19.9	18.8	30.7	50.5		47.3	20.3	27.0
Very Influential	1501	1037	465	74	465	137	294	531	317	211	685	288	183	482	522	314	574	300	274
	4.8	6.3	3.1	3.2	14.0	3.2	3.8	3.9	6.2	3.5	6.5	3.0	2.7	5.9	4.8	5.7	9.8	7.1	17.0
	100.0	69.1	30.9	5.0	31.0	9.1	19.6	35.3	21.1	14.1	45.6	19.2	12.2	32.1	34.7	20.9	38.2	20.0	18.2
Moderately Influential	4979	2626	2352	463	587	529	1649	1751	796	1278	1516	1389	990	1337	1964	688	1001	885	116
	15.9	16.1	15.7	20.0	17.7	12.3	21.3	12.8	15.4	20.9	14.5	14.4	14.7	16.3	18.0	12.4	17.2	21.0	7.2
	100.0	52.8	47.2	9.3	11.8	10.6	33.1	35.2	16.0	25.7	30.4	27.9	19.9	26.9	39.5	13.8	20.1	17.8	2.3
Slightly Influential	6392	3827	2565	456	588	1146	1523	2680	1060	834	2437	2061	1778	1392	1998	1223	1068	914	154
	20.4	23.4	17.1	19.7	17.7	26.6	19.7	19.6	20.6	13.6	23.3	21.4	26.4	17.0	18.3	22.1	18.3	21.7	9.5
	100.0	59.9	40.1	7.1	9.2	17.9	23.8	41.9	16.6	13.0	38.1	32.2	27.8	21.8	31.3	19.1	16.7	14.3	2.4
Not at All Influential	17909	8499	9411	1171	1682	2402	4172	8482	2908	3627	5599	5775	3668	4800	6134	3306	2910	1996	914
	57.1	52.0	62.7	50.5	50.6	55.8	54.0	62.0	56.5	59.3	53.5	60.0	54.5	58.6	56.2	59.8	49.9	47.4	56.6
	100.0	47.5	52.5	6.5	9.4	13.4	23.3	47.4	16.2	20.3	31.3	32.2	20.5	26.8	34.3	18.5	16.2	11.1	5.1
Top 4 Box (Influential)	13459	7859	5600	1147	1639	1904	3559	5209	2243	2487	4875	3854	3061	3392	4780	2225	2920	2218	702
	42.9	48.0	37.3	49.5	49.4	44.2	46.0	38.0	43.5	40.7	46.5	40.0	45.5	41.4	43.8	40.2	50.1	52.6	43.4
	100.0	58.4	41.6	8.5	12.2	14.2	26.4	38.7	16.7	18.5	36.2	28.6	22.7	25.2	35.5	16.5	21.7	16.5	5.2
Top 2 Box (Extremely/ Very Influential)	2088	1405	683	228	465	230	386	778	387	374	922	405	293	662	818	314	851	419	432
	6.7	8.6	4.5	9.8	14.0	5.3	5.0	5.7	7.5	6.1	8.8	4.2	4.4	8.1	7.5	5.7	14.6	10.0	26.7
	100.0	67.3	32.7	10.9	22.3	11.0	18.5	37.3	18.5	17.9	44.2	19.4	14.1	31.7	39.2	15.1	40.8	20.1	20.7
Sponsorship Influence Index (SII)	100	129	68	148	210	80	75	85	113	92	132	63	66	121	113	85	219	149	402

Sponsorship Influence of those Attended/Watched (any): Baseball: Minor League

Note: The Sponsorship Influence Index (SII) is calculated by dividing the Top 2 Box vertical percentage in the current column by the Top 2 Box vertical percentage in the Total column and multiplying the result by 100.

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
																		Use Mobile Device for Sports		
	Attended					Television					Computer/Tablet Smart Phone									
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Total	31368 100.0 100.0	20322 100.0 100.0	9938 100.0 48.9	7138 100.0 35.1	3245 100.0 16.0	13483 100.0 100.0	13064 100.0 96.9	5497 100.0 40.8	5740 100.0 42.6	1827 100.0 13.5	936 100.0 6.9	380 100.0 2.8	556 100.0 4.1	811 100.0 6.0	375 100.0 2.8	36 100.0 0.3	375 100.0 2.8	15333 100.0 48.9	6622 100.0 21.1	13895 100.0 44.3
Extremely Influential	587	388	154	58	176	292	292	69	100	122	36		36	36	36	36	36	407	69	373
	1.9	1.9	1.5	0.8	5.4	2.2	2.2	1.3	1.7	6.7	3.8		6.4	4.4	9.5	100.0	9.5	2.7	1.0	2.7
	100.0	100.0	39.6	14.9	45.5	100.0	100.0	23.6	34.4	42.0	12.2		12.2	12.2	12.2	12.2	12.2	69.3	11.7	63.6
Very Influential	1501	1078	358	506	214	878	774	361	297	116	285	104	180	285	180		180	825	536	783
	4.8	5.3	3.6	7.1	6.6	6.5	5.9	6.6	5.2	6.3	30.4	27.5	32.5	35.1	48.2		48.2	5.4	8.1	5.6
	100.0	100.0	33.2	46.9	19.8	100.0	88.1	41.1	33.8	13.2	32.4	11.9	20.6	32.4	20.6		20.6	55.0	35.7	52.2
Moderately Influential	4979	2410	1047	1037	325	3049	3049	1206	1228	614								2308	1272	2094
	15.9	11.9	10.5	14.5	10.0	22.6	23.3	21.9	21.4	33.6								15.1	19.2	15.1
	100.0	100.0	43.5	43.0	13.5	100.0	100.0	39.6	40.3	20.1								46.4	25.6	42.1
Slightly Influential	6392	4012	2216	1299	497	2827	2739	1184	1228	327	208	38	171	137	72		72	3813	1603	3477
	20.4	19.7	22.3	18.2	15.3	21.0	21.0	21.5	21.4	17.9	22.3	10.0	30.7	16.8	19.1		19.1	24.9	24.2	25.0
	100.0	100.0	55.2	32.4	12.4	100.0	96.9	41.9	43.5	11.6	7.4	1.3	6.0	4.8	2.5		2.5	59.7	25.1	54.4
Not at All Influential	17909	12434	6162	4238	2033	6438	6211	2677	2886	647	407	238	170	354	87		87	7980	3142	7167
	57.1	61.2	62.0	59.4	62.7	47.7	47.5	48.7	50.3	35.4	43.5	62.5	30.5	43.7	23.2		23.2	52.0	47.4	51.6
	100.0	100.0	49.6	34.1	16.4	100.0	96.5	41.6	44.8	10.1	6.3	3.7	2.6	5.5	1.4		1.4	44.6	17.5	40.0
Top 4 Box (Influential)	13459	7888	3776	2900	1212	7045	6853	2820	2854	1180	529	142	387	457	288	36	288	7353	3480	6728
	42.9	38.8	38.0	40.6	37.3	52.3	52.5	51.3	49.7	64.6	56.5	37.5	69.5	56.3	76.8	100.0	76.8	48.0	52.6	48.4
	100.0	100.0	47.9	36.8	15.4	100.0	97.3	40.0	40.5	16.7	7.5	2.0	5.5	6.5	4.1	0.5	4.1	54.6	25.9	50.0
Top 2 Box (Extremely/Very Influential)	2088	1466	512	564	390	1170	1065	430	397	238	321	104	216	321	216	36	216	1232	605	1157
	6.7	7.2	5.2	7.9	12.0	8.7	8.2	7.8	6.9	13.0	34.2	27.5	38.8	39.5	57.7	100.0	57.7	8.0	9.1	8.3
	100.0	100.0	34.9	38.5	26.6	100.0	91.1	36.8	33.9	20.4	27.4	8.9	18.5	27.4	18.5	3.0	18.5	59.0	29.0	55.4
Sponsorship Influence Index (SII)	100	108	77	119	181	130	122	118	104	196	514	413	584	593	866	1502	866	121	137	125

Sponsorship Influence of those Attended/Watched (any): Baseball: Minor League

Note: The Sponsorship Influence Index (SII) is calculated by dividing the Top 2 Box vertical percentage in the current column by the Top 2 Box vertical percentage in the Total column and multiplying the result by 100.

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Extremely Influential	587	212	58	154	154				423	118	306	247		59		239	70	170		371
	1.9	2.6	1.0	7.5	53.4				1.8	0.6	6.3	44.2		5.7		9.9	7.4	15.2		2.1
	100.0	36.1	9.8	26.2	26.2				72.1	20.0	52.1	42.1		10.0		40.8	11.9	28.9		63.2
Very Influential	1501	538	256	282	51		107	124	1171	463	708	51		262	395	56	26	30		799
	4.8	6.6	4.2	13.7	17.8		19.8	11.1	5.1	2.6	14.5	9.2		25.2	12.8	2.3	2.8	2.7		4.5
	100.0	35.8	17.0	18.8	3.4		7.1	8.2	78.0	30.8	47.2	3.4		17.5	26.3	3.7	1.7	2.0		53.2
Moderately Influential	4979	981	675	306				306	3952	2994	958	55		186	717	629	101	295	233	2580
	15.9	12.1	11.1	14.8				27.4	17.2	16.5	19.6	9.8		17.9	23.2	26.1	10.8	26.5	64.5	14.4
	100.0	19.7	13.6	6.1				6.1	79.4	60.1	19.2	1.1		3.7	14.4	12.6	2.0	5.9	4.7	51.8
Slightly Influential	6392	1762	1270	492		83		409	4553	3190	1363		124	222	1017	447	182	208	57	4131
	20.4	21.7	21.0	23.9		71.0		36.7	19.8	17.6	28.0		64.2	21.3	33.0	18.6	19.5	18.7	15.9	23.1
	100.0	27.6	19.9	7.7		1.3		6.4	71.2	49.9	21.3		1.9	3.5	15.9	7.0	2.8	3.3	0.9	64.6
Not at All Influential	17909	4627	3801	826	83	34	434	275	12917	11376	1541	206	69	310	955	1037	555	411	71	10016
	57.1	57.0	62.7	40.1	28.8	29.0	80.2	24.7	56.1	62.7	31.6	36.9	35.8	29.9	31.0	43.1	59.5	36.9	19.6	56.0
	100.0	25.8	21.2	4.6	0.5	0.2	2.4	1.5	72.1	63.5	8.6	1.2	0.4	1.7	5.3	5.8	3.1	2.3	0.4	55.9
Top 4 Box (Influential)	13459	3492	2258	1234	205	83	107	839	10100	6764	3336	353	124	729	2129	1372	379	703	290	7881
	42.9	43.0	37.3	59.9	71.2	71.0	19.8	75.3	43.9	37.3	68.4	63.1	64.2	70.1	69.0	56.9	40.5	63.1	80.4	44.0
	100.0	25.9	16.8	9.2	1.5	0.6	0.8	6.2	75.0	50.3	24.8	2.6	0.9	5.4	15.8	10.2	2.8	5.2	2.2	58.6
Top 2 Box (Extremely/ Very Influential)	2088	749	313	436	205		107	124	1595	581	1014	298		321	395	295	95	200		1170
	6.7	9.2	5.2	21.2	71.2		19.8	11.1	6.9	3.2	20.8	53.3		30.9	12.8	12.3	10.2	18.0		6.5
	100.0	35.9	15.0	20.9	9.8		5.1	5.9	76.4	27.8	48.6	14.3		15.4	18.9	14.2	4.6	9.6		56.0
Sponsorship Influence Index (SII)	100	139	78	318	1069		297	167	104	48	312	801		464	192	184	154	270		98

## Facebook and Twitter Usage of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
<u>Facebook and Twitter (net)</u>	23770	11531	12240	1546	3219	4055	6296	8655	4447	4782	7421	7121	4542	6613	8590	4025	4363	3071	1292
	75.8	70.5	81.5	66.7	96.9	94.1	81.4	63.2	86.3	78.2	70.8	74.0	67.5	80.7	78.7	72.8	74.8	72.9	80.0
	100.0	48.5	51.5	6.5	13.5	17.1	26.5	36.4	18.7	20.1	31.2	30.0	19.1	27.8	36.1	16.9	18.4	12.9	5.4
Used Facebook	23017	11213	11805	1410	3050	3991	6228	8337	4278	4762	7131	6846	4289	6556	8168	4005	4242	3008	1234
	73.4	68.5	78.6	60.8	91.8	92.7	80.6	60.9	83.0	77.9	68.1	71.1	63.7	80.0	74.8	72.4	72.8	71.4	76.4
	100.0	48.7	51.3	6.1	13.3	17.3	27.1	36.2	18.6	20.7	31.0	29.7	18.6	28.5	35.5	17.4	18.4	13.1	5.4
Used Twitter	8119	4027	4092	1180	1794	1401	1663	2081	1484	1715	2942	1979	1713	2310	3192	905	1070	639	431
	25.9	24.6	27.3	50.9	54.0	32.5	21.5	15.2	28.8	28.1	28.1	20.6	25.5	28.2	29.2	16.4	18.3	15.2	26.7
	100.0	49.6	50.4	14.5	22.1	17.3	20.5	25.6	18.3	21.1	36.2	24.4	21.1	28.4	39.3	11.1	13.2	7.9	5.3
Have not used either	7598	4827	2771	772	102	252	1435	5036	705	1331	3054	2508	2188	1579	2325	1507	1467	1143	323
	24.2	29.5	18.5	33.3	3.1	5.9	18.6	36.8	13.7	21.8	29.2	26.0	32.5	19.3	21.3	27.2	25.2	27.1	20.0
	100.0	63.5	36.5	10.2	1.3	3.3	18.9	66.3	9.3	17.5	40.2	33.0	28.8	20.8	30.6	19.8	19.3	15.1	4.3

## Facebook and Twitter Usage of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3
<u>Facebook and Twitter (net)</u>	23770	15611	7774	5450	2387	9952	9533	4038	4336	1159	936	380	556	811	375	36	375	13182	5297	12128
	75.8	76.8	78.2	76.3	73.6	73.8	73.0	73.5	75.5	63.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	86.0	80.0	87.3
	100.0	100.0	49.8	34.9	15.3	100.0	95.8	40.6	43.6	11.6	9.4	3.8	5.6	8.2	3.8	0.4	3.8	55.5	22.3	51.0
Used Facebook	23017	14948	7276	5285	2387	9861	9442	4018	4265	1159	936	380	556	811	375	36	375	12622	5254	11568
	73.4	73.6	73.2	74.0	73.6	73.1	72.3	73.1	74.3	63.5	100.0	100.0	100.0	100.0	100.0	100.0	100.0	82.3	79.3	83.3
	100.0	100.0	48.7	35.4	16.0	100.0	95.7	40.7	43.2	11.8	9.5	3.9	5.6	8.2	3.8	0.4	3.8	54.8	22.8	50.3
Used Twitter	8119	5356	2932	1714	710	3766	3543	1630	1508	405	677	156	521	605	286		286	5462	2170	4992
	25.9	26.4	29.5	24.0	21.9	27.9	27.1	29.6	26.3	22.2	72.3	41.2	93.6	74.6	76.4		76.4	35.6	32.8	35.9
	100.0	100.0	54.7	32.0	13.2	100.0	94.1	43.3	40.0	10.8	18.0	4.2	13.8	16.1	7.6		7.6	67.3	26.7	61.5
Have not used either	7598	4711	2165	1688	858	3531	3531	1459	1404	668								2150	1324	1767
	24.2	23.2	21.8	23.7	26.4	26.2	27.0	26.5	24.5	36.5								14.0	20.0	12.7
	100.0	100.0	45.9	35.8	18.2	100.0	100.0	41.3	39.8	18.9								28.3	17.4	23.3

## Facebook and Twitter Usage of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Facebook and Twitter (net)	23770	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2109	800	948	361	13222
	75.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	87.5	85.7	85.1	100.0	73.9
	100.0	34.2	25.5	8.7	1.2	0.5	2.3	4.7	96.8	76.3	20.5	2.4	0.8	4.4	13.0	8.9	3.4	4.0	1.5	55.6
Used Facebook	23017	7366	5475	1891	288	117	372	1114	23017	18141	4876	559	194	1040	3085	1975	737	948	290	12833
	73.4	90.7	90.4	91.8	100.0	100.0	68.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	82.0	78.9	85.1	80.4	71.7
	100.0	32.0	23.8	8.2	1.3	0.5	1.6	4.8	100.0	78.8	21.2	2.4	0.8	4.5	13.4	8.6	3.2	4.1	1.3	55.8
Used Twitter	8119	8119	6059	2060	288	117	541	1114	7366	5041	2325	411	83	598	1233	726	126	352	248	4450
	25.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	32.0	27.8	47.7	73.6	43.1	57.5	40.0	30.1	13.5	31.6	68.6	24.9
	100.0	100.0	74.6	25.4	3.5	1.4	6.7	13.7	90.7	62.1	28.6	5.1	1.0	7.4	15.2	8.9	1.6	4.3	3.1	54.8
Have not used either	7598															300	134	167		4675
	24.2															12.5	14.3	14.9		26.1
	100.0															4.0	1.8	2.2		61.5

## Facebook Usage of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Follow players, coaches, teams, or leagues or writers, broadcasters or bloggers (net)	4876	2369	2508	438	838	1049	1413	1139	1628	1108	1261	879	831	1375	1794	877	1743	1158	586
	15.5	14.5	16.7	18.9	25.2	24.4	18.3	8.3	31.6	18.1	12.0	9.1	12.3	16.8	16.4	15.8	29.9	27.5	36.2
	100.0	48.6	51.4	9.0	17.2	21.5	29.0	23.4	33.4	22.7	25.9	18.0	17.0	28.2	36.8	18.0	35.8	23.7	12.0
<u>Follow players, coaches, teams, or leagues</u>	3916	1747	2169	438	680	1049	839	910	1261	948	1066	641	657	1189	1573	497	1450	1105	345
	12.5	10.7	14.5	18.9	20.5	24.4	10.9	6.6	24.5	15.5	10.2	6.7	9.8	14.5	14.4	9.0	24.9	26.2	21.3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	44.6	55.4	11.2	17.4	26.8	21.4	23.2	32.2	24.2	27.2	16.4	16.8	30.4	40.2	12.7	37.0	28.2	8.8
Daily	559	279	279	154	31	144	149	81	210	144	205		77	110	340	31	128	36	93
	1.8	1.7	1.9	6.6	0.9	3.3	1.9	0.6	4.1	2.3	2.0		1.1	1.3	3.1	0.6	2.2	0.8	5.7
	14.3	16.0	12.9	35.2	4.6	13.7	17.7	8.8	16.7	15.1	19.2		11.7	9.2	21.6	6.3	8.9	3.2	26.9
	100.0	50.0	50.0	27.5	5.6	25.8	26.6	14.4	37.6	25.7	36.7		13.8	19.7	60.9	5.6	23.0	6.4	16.6
4-6 days a week	110		110			41	69		69	41			69			41	69	69	
	0.4		0.7			1.0	0.9		1.3	0.7			1.0			0.7	1.2	1.6	
	2.8		5.1			3.9	8.3		5.5	4.3			10.5			8.3	4.8	6.3	
	100.0		100.0			37.2	62.8		62.8	37.2			62.8			37.2	62.8	62.8	
1-3 days a week	599	142	457		119	125	205	150	210	110	199	79	155	172	272		250	141	109
	1.9	0.9	3.0		3.6	2.9	2.6	1.1	4.1	1.8	1.9	0.8	2.3	2.1	2.5		4.3	3.3	6.8
	15.3	8.1	21.1		17.4	11.9	24.4	16.5	16.7	11.6	18.7	12.3	23.5	14.5	17.3		17.3	12.7	31.7
	100.0	23.7	76.3		19.8	20.9	34.2	25.1	35.1	18.5	33.2	13.2	25.9	28.8	45.4		41.8	23.5	18.3
1-3 days a month	1137	642	495	74	104	316	324	318	438	206	312	181	209	213	498	217	327	212	115
	3.6	3.9	3.3	3.2	3.1	7.3	4.2	2.3	8.5	3.4	3.0	1.9	3.1	2.6	4.6	3.9	5.6	5.0	7.1
	29.0	36.7	22.8	17.0	15.4	30.1	38.6	35.0	34.7	21.7	29.3	28.2	31.8	17.9	31.7	43.7	22.5	19.2	33.2
	100.0	56.4	43.6	6.5	9.2	27.8	28.5	28.0	38.5	18.1	27.5	15.9	18.4	18.7	43.8	19.1	28.7	18.7	10.1
Less than once a month	1512	684	827	209	425	423	93	361	333	447	350	381	147	694	463	207	675	647	28
	4.8	4.2	5.5	9.0	12.8	9.8	1.2	2.6	6.5	7.3	3.3	4.0	2.2	8.5	4.2	3.7	11.6	15.4	1.7
	38.6	39.2	38.1	47.8	62.6	40.3	11.1	39.7	26.4	47.2	32.8	59.5	22.3	58.4	29.4	41.7	46.6	58.6	8.1
	100.0	45.3	54.7	13.8	28.1	28.0	6.1	23.9	22.1	29.6	23.1	25.2	9.7	45.9	30.6	13.7	44.7	42.8	1.8
<u>Follow writers, broadcasters or bloggers</u>	3416	1658	1758	414	593	754	1065	590	1191	794	908	523	566	1105	1248	497	1038	563	474
	10.9	10.1	11.7	17.9	17.8	17.5	13.8	4.3	23.1	13.0	8.7	5.4	8.4	13.5	11.4	9.0	17.8	13.4	29.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	48.5	51.5	12.1	17.3	22.1	31.2	17.3	34.8	23.2	26.6	15.3	16.6	32.3	36.5	14.6	30.4	16.5	13.9

## Facebook Usage of those Attended/Watched (any): Baseball: Minor League

	Gender		Age					Household Income				Region				Bought Sports Apparel			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K &Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Daily	327	185	141	154	31	87	55		36	86	205		36		260	31	87	36	51
	1.0	1.1	0.9	6.6	0.9	2.0	0.7		0.7	1.4	2.0		0.5		2.4	0.6	1.5	0.8	3.2
	9.6	11.2	8.0	37.1	5.3	11.5	5.1		3.0	10.8	22.6		6.3		20.8	6.3	8.4	6.3	10.8
	100.0	56.7	43.3	47.1	9.6	26.6	16.7		10.9	26.4	62.8		10.9		79.5	9.6	26.6	10.9	15.7
4-6 days a week	384	94	290			57	247	81	327	57			111	110	164		111	69	42
	1.2	0.6	1.9			1.3	3.2	0.6	6.4	0.9			1.6	1.3	1.5		1.9	1.6	2.6
	11.3	5.7	16.5			7.6	23.1	13.7	27.5	7.2			19.6	9.9	13.1		10.7	12.3	8.8
	100.0	24.4	75.6			14.9	64.1	20.9	85.1	14.9			28.8	28.6	42.6		28.8	18.0	10.8
1-3 days a week	658	441	217	74	129	260	59	135	356	113	78	112	53	295	309		378	207	171
	2.1	2.7	1.4	3.2	3.9	6.0	0.8	1.0	6.9	1.8	0.7	1.2	0.8	3.6	2.8		6.5	4.9	10.6
	19.3	26.6	12.3	18.0	21.8	34.5	5.5	22.9	29.9	14.2	8.5	21.4	9.4	26.7	24.8		36.5	36.7	36.1
	100.0	67.0	33.0	11.3	19.6	39.5	8.9	20.6	54.1	17.1	11.8	17.0	8.1	44.9	47.0		57.5	31.4	26.1
1-3 days a month	461	195	265		74	119	214	54	200	38	137	86	195	256	10		54	26	28
	1.5	1.2	1.8		2.2	2.8	2.8	0.4	3.9	0.6	1.3	0.9	2.9	3.1	0.1		0.9	0.6	1.7
	13.5	11.8	15.1		12.5	15.8	20.0	9.1	16.8	4.8	15.1	16.4	34.5	23.1	0.8		5.2	4.6	5.9
	100.0	42.4	57.6		16.1	25.8	46.4	11.7	43.4	8.2	29.8	18.6	42.4	55.5	2.1		11.7	5.6	6.1
Less than once a month	1586	742	844	186	358	231	492	320	272	500	488	326	171	444	505	466	408	226	182
	5.1	4.5	5.6	8.0	10.8	5.4	6.4	2.3	5.3	8.2	4.7	3.4	2.5	5.4	4.6	8.4	7.0	5.4	11.3
	46.4	44.8	48.0	44.9	60.3	30.6	46.2	54.3	22.8	63.0	53.8	62.2	30.3	40.2	40.5	93.7	39.3	40.1	38.4
	100.0	46.8	53.2	11.7	22.5	14.6	31.0	20.2	17.1	31.5	30.8	20.5	10.8	28.0	31.8	29.4	25.7	14.2	11.5



## Facebook Usage of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3
Follow players, coaches, teams, or leagues or writers, broadcasters or bloggers (net)	4876	3204	1280	1218	706	2411	2143	786	821	536	708	262	446	636	322	36	322	3012	1133	2903
	15.5	15.8	12.9	17.1	21.8	17.9	16.4	14.3	14.3	29.4	75.6	69.0	80.1	78.4	85.9	100.0	85.9	19.6	17.1	20.9
	100.0	100.0	39.9	38.0	22.0	100.0	88.9	32.6	34.1	22.2	29.4	10.9	18.5	26.4	13.3	1.5	13.3	61.8	23.2	59.5
<u>Follow players,</u>	3916	2775	1117	1049	608	1820	1627	576	515	536	633	262	371	562	322	36	322	2609	1026	2500
<u>coaches, teams, or</u>	12.5	13.7	11.2	14.7	18.7	13.5	12.5	10.5	9.0	29.4	67.7	69.0	66.8	69.2	85.9	100.0	85.9	17.0	15.5	18.0
<u>leagues</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	40.3	37.8	21.9	100.0	89.4	31.6	28.3	29.5	34.8	14.4	20.4	30.9	17.7	2.0	17.7	66.6	26.2	63.8
Daily	559	411	279	51	81	199	199	90	42	67	87		87	87	87	36	87	314	36	314
	1.8	2.0	2.8	0.7	2.5	1.5	1.5	1.6	0.7	3.7	9.3		15.6	10.7	23.2	100.0	23.2	2.0	0.5	2.3
	14.3	14.8	25.0	4.9	13.2	10.9	12.2	15.7	8.1	12.5	13.7		23.4	15.4	27.0	100.0	27.0	12.0	3.5	12.5
	100.0	100.0	67.9	12.5	19.6	100.0	100.0	45.4	20.9	33.7	43.6		43.6	43.6	43.6	17.9	43.6	56.1	6.4	56.1
4-6 days a week	110	110	110																	
	0.4	0.5	1.1																	
	2.8	4.0	9.9																	
	100.0	100.0	100.0																	
1-3 days a week	599	454	85	157	212	389	389	50	213	126	153	119	34	153	34		34	599	150	599
	1.9	2.2	0.9	2.2	6.5	2.9	3.0	0.9	3.7	6.9	16.3	31.2	6.1	18.8	9.1		9.1	3.9	2.3	4.3
	15.3	16.3	7.6	14.9	34.8	21.4	23.9	8.7	41.4	23.5	24.1	45.2	9.2	27.2	10.6		10.6	22.9	14.6	23.9
	100.0	100.0	18.7	34.5	46.7	100.0	100.0	12.9	54.8	32.3	39.2	30.5	8.8	39.2	8.8		8.8	100.0	25.0	100.0
1-3 days a month	1137	857	185	494	179	447	293	147	74	72	226	104	121	154	72		72	859	489	774
	3.6	4.2	1.9	6.9	5.5	3.3	2.2	2.7	1.3	3.9	24.1	27.5	21.8	19.0	19.1		19.1	5.6	7.4	5.6
	29.0	30.9	16.6	47.1	29.3	24.6	18.0	25.5	14.4	13.4	35.6	39.9	32.7	27.4	22.3		22.3	32.9	47.7	31.0
	100.0	100.0	21.6	57.6	20.8	100.0	65.6	32.9	16.6	16.0	50.5	23.4	27.1	34.4	16.0		16.0	75.6	43.0	68.1
Less than once a month	1512	943	458	348	137	785	746	288	186	272	168	39	129	168	129		129	837	352	814
	4.8	4.6	4.6	4.9	4.2	5.8	5.7	5.2	3.2	14.9	18.0	10.3	23.2	20.7	34.5		34.5	5.5	5.3	5.9
	38.6	34.0	41.0	33.1	22.6	43.1	45.9	50.1	36.1	50.7	26.6	14.9	34.8	30.0	40.2		40.2	32.1	34.3	32.5
	100.0	100.0	48.6	36.9	14.6	100.0	95.0	36.7	23.7	34.6	21.4	5.0	16.5	21.4	16.5		16.5	55.4	23.3	53.8

Facebook Usage of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Follow writers, broadcasters or bloggers	3416	2040	1019	694	327	1801	1583	670	661	253	468	143	324	468	250	36	250	2186	819	2141
	10.9	10.0	10.3	9.7	10.1	13.4	12.1	12.2	11.5	13.8	50.0	37.8	58.3	57.7	66.7	100.0	66.7	14.3	12.4	15.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	50.0	34.0	16.0	100.0	87.9	37.2	36.7	14.0	26.0	8.0	18.0	26.0	13.9	2.0	13.9	64.0	24.0	62.7
Daily	327	237	185	51		141	141	90		51	87		87	87	87	36	87	272	36	272
	1.0	1.2	1.9	0.7		1.0	1.1	1.6		2.8	9.3		15.6	10.7	23.2	100.0	23.2	1.8	0.5	2.0
	9.6	11.6	18.2	7.4		7.9	8.9	13.5		20.3	18.5		26.8	18.5	34.7	100.0	34.7	12.4	4.3	12.7
	100.0	100.0	78.3	21.7		100.0	100.0	63.8		36.2	61.4		61.4	61.4	61.4	25.1	61.4	83.3	10.9	83.3
4-6 days a week	384	327	163	83	81	57	57		42	16								125		125
	1.2	1.6	1.6	1.2	2.5	0.4	0.4		0.7	0.9								0.8		0.9
	11.3	16.0	16.0	12.0	24.6	3.2	3.6		6.3	6.3								5.7		5.8
	100.0	100.0	49.9	25.5	24.6	100.0	100.0		72.4	27.6								32.5		32.5
1-3 days a week	658	513	135	242	136	485	485	173	186	126	163		163	163	163		163	614	166	614
	2.1	2.5	1.4	3.4	4.2	3.6	3.7	3.1	3.2	6.9	17.5		29.4	20.1	43.6		43.6	4.0	2.5	4.4
	19.3	25.2	13.2	34.8	41.8	26.9	30.6	25.8	28.2	49.8	34.9		50.4	34.9	65.3		65.3	28.1	20.2	28.7
	100.0	100.0	26.3	47.1	26.6	100.0	100.0	35.6	38.4	25.9	33.7		33.7	33.7	33.7		33.7	93.4	25.2	93.4
1-3 days a month	461	223	169	28	26	238	163	104		60	74		74	74				307	129	263
	1.5	1.1	1.7	0.4	0.8	1.8	1.3	1.9		3.3	7.9		13.3	9.1				2.0	2.0	1.9
	13.5	10.9	16.6	4.0	7.9	13.2	10.3	15.5		23.7	15.9		22.9	15.9				14.0	15.8	12.3
	100.0	100.0	75.9	12.5	11.6	100.0	68.8	43.6		25.2	31.2		31.2	31.2				66.6	28.1	57.0
Less than once a month	1586	740	367	290	84	880	736	303	433		143	143		143				867	489	867
	5.1	3.6	3.7	4.1	2.6	6.5	5.6	5.5	7.5		15.3	37.8		17.7				5.7	7.4	6.2
	46.4	36.3	36.0	41.7	25.7	48.8	46.5	45.3	65.5		30.7	100.0		30.7				39.7	59.7	40.5
	100.0	100.0	49.5	39.2	11.3	100.0	83.7	34.4	49.2		16.3	16.3		16.3				54.7	30.8	54.7

## Facebook Usage of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Follow players, coaches, teams, or leagues or writers, broadcasters or bloggers (net)	4876	2325	853	1473	237	117	330	788	4876		4876	559	194	1040	3085	506	107	302	96	2637
	15.5	28.6	14.1	71.5	82.1	100.0	61.1	70.8	21.2		100.0	100.0	100.0	100.0	100.0	21.0	11.5	27.1	26.7	14.7
	100.0	47.7	17.5	30.2	4.9	2.4	6.8	16.2	100.0		100.0	11.5	4.0	21.3	63.3	10.4	2.2	6.2	2.0	54.1
<u>Follow players, coaches, teams, or leagues</u>	3916	1995	597	1398	237	117	256	788	3916		3916	559	194	981	2183	506	107	302	96	2112
	12.5	24.6	9.8	67.9	82.1	100.0	47.4	70.8	17.0		80.3	100.0	100.0	94.3	70.8	21.0	11.5	27.1	26.7	11.8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	50.9	15.2	35.7	6.0	3.0	6.5	20.1	100.0		100.0	14.3	4.9	25.0	55.7	12.9	2.7	7.7	2.5	53.9
Daily	559	411	175	237	237				559		559	559				205	36	170		385
	1.8	5.1	2.9	11.5	82.1				2.4		11.5	100.0				8.5	3.8	15.2		2.2
	14.3	20.6	29.2	16.9	100.0				14.3		14.3	100.0				40.6	33.2	56.2		18.2
	100.0	73.6	31.2	42.3	42.3				100.0		100.0	100.0				36.7	6.4	30.4		69.0
4-6 days a week	110								110		110		110							110
	0.4								0.5		2.3		56.9							0.6
	2.8								2.8		2.8		56.9							5.2
	100.0								100.0		100.0		100.0							100.0
1-3 days a week	599	259	43	216		34	182		599		599			599		60	26	34		365
	1.9	3.2	0.7	10.5		29.0	33.6		2.6		12.3			57.6		2.5	2.8	3.1		2.0
	15.3	13.0	7.3	15.4		29.0	70.9		15.3		15.3			61.0		11.9	24.2	11.3		17.3
	100.0	43.3	7.3	36.0		5.7	30.3		100.0		100.0			100.0		10.0	4.3	5.7		60.9
1-3 days a month	1137	570	121	449		83	74	291	1137		1137		83	253	801	10		10		478
	3.6	7.0	2.0	21.8		71.0	13.8	26.1	4.9		23.3		43.1	24.3	26.0	0.4		0.9		2.7
	29.0	28.6	20.3	32.1		71.0	29.1	36.9	29.0		29.0		43.1	25.8	36.7	2.0		3.3		22.7
	100.0	50.1	10.7	39.4		7.3	6.5	25.6	100.0		100.0		7.3	22.2	70.4	0.9		0.9		42.1
Less than once a month	1512	755	257	498				498	1512		1512			129	1382	231	46	89	96	773
	4.8	9.3	4.2	24.2				44.7	6.6		31.0			12.4	44.8	9.6	4.9	7.9	26.7	4.3
	38.6	37.8	43.1	35.6				63.1	38.6		38.6			13.2	63.3	45.6	42.7	29.3	100.0	36.6
	100.0	50.0	17.0	32.9				32.9	100.0		100.0			8.6	91.4	15.3	3.0	5.9	6.4	51.1

## Facebook Usage of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport					Participated in Sport				
															Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Follow writers, broadcasters or bloggers	3416	1806	696	1110	237	117	149	607	3416	3416	559	153	727	1978	370	107	263		1621
	10.9	22.2	11.5	53.9	82.1	100.0	27.5	54.5	14.8	70.1	100.0	78.8	70.0	64.1	15.4	11.5	23.6		9.1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0
	100.0	52.9	20.4	32.5	6.9	3.4	4.4	17.8	100.0	100.0	16.4	4.5	21.3	57.9	10.8	3.1	7.7		47.4
Daily	327	237		237	237				327	327	327				189	36	154		276
	1.0	2.9		11.5	82.1				1.4	6.7	58.5				7.9	3.8	13.8		1.5
	9.6	13.1		21.3	100.0				9.6	9.6	58.5				51.2	33.2	58.6		17.0
	100.0	72.4		72.4	72.4				100.0	100.0	100.0				58.0	10.9	47.1		84.3
4-6 days a week	384	258	175	83		83			384	384	232	153			16		16		179
	1.2	3.2	2.9	4.0		71.0			1.7	7.9	41.5	78.8			0.7		1.4		1.0
	11.3	14.3	25.1	7.5		71.0			11.3	11.3	41.5	100.0			4.3		6.0		11.0
	100.0	67.1	45.4	21.7		21.7			100.0	100.0	60.3	39.7			4.1		4.1		46.6
1-3 days a week	658	373	129	243		34	74	135	658	658			658		34		34		266
	2.1	4.6	2.1	11.8		29.0	13.8	12.1	2.9	13.5			63.3		1.4		3.1		1.5
	19.3	20.6	18.6	21.9		29.0	50.1	22.2	19.3	19.3			90.5		9.2		13.0		16.4
	100.0	56.6	19.6	37.0		5.2	11.3	20.5	100.0	100.0			100.0		5.2		5.2		40.4
1-3 days a month	461	227	43	183			74	109	461	461			69	391	36	26	10		203
	1.5	2.8	0.7	8.9			13.7	9.8	2.0	9.4			6.7	12.7	1.5	2.8	0.9		1.1
	13.5	12.6	6.2	16.5			49.9	18.0	13.5	13.5			9.5	19.8	9.7	24.2	3.8		12.5
	100.0	49.2	9.4	39.8			16.1	23.7	100.0	100.0			15.1	84.9	7.8	5.6	2.1		44.0
Less than once a month	1586	712	349	363				363	1586	1586				1586	95	46	49		697
	5.1	8.8	5.8	17.6				32.6	6.9	32.5				51.4	3.9	4.9	4.4		3.9
	46.4	39.4	50.1	32.7				59.8	46.4	46.4				80.2	25.7	42.7	18.7		43.0
	100.0	44.9	22.0	22.9				22.9	100.0	100.0				100.0	6.0	2.9	3.1		44.0

## Twitter Usage of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K &Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Follow players, coaches, teams, or leagues or writers, broadcasters or bloggers (net)	2060	958	1103	438	682	462	337	141	617	543	663	237	114	649	1204	93	304	146	158
	6.6	5.9	7.3	18.9	20.5	10.7	4.4	1.0	12.0	8.9	6.3	2.5	1.7	7.9	11.0	1.7	5.2	3.5	9.8
	100.0	46.5	53.5	21.2	33.1	22.4	16.4	6.9	30.0	26.4	32.2	11.5	5.5	31.5	58.5	4.5	14.8	7.1	7.7
<u>Follow players, coaches, teams, or leagues</u>	1893	877	1016	438	601	420	293	141	617	420	619	237	114	604	1082	93	304	146	158
	6.0	5.4	6.8	18.9	18.1	9.8	3.8	1.0	12.0	6.9	5.9	2.5	1.7	7.4	9.9	1.7	5.2	3.5	9.8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	46.3	53.7	23.1	31.8	22.2	15.5	7.5	32.6	22.2	32.7	12.5	6.0	31.9	57.1	4.9	16.1	7.7	8.4
Daily	237	185	51	154	31	51				31	205				205	31	51		51
	0.8	1.1	0.3	6.6	0.9	1.2				0.5	2.0				1.9	0.6	0.9		3.2
	12.5	21.1	5.0	35.2	5.2	12.2				7.5	33.1				19.0	33.7	16.9		32.4
	100.0	78.3	21.7	65.0	13.3	21.7				13.3	86.7				86.7	13.3	21.7		21.7
4-6 days a week	169	52	117			86	83		83		86			52	117		34	34	
	0.5	0.3	0.8			2.0	1.1		1.6		0.8			0.6	1.1		0.6	0.8	
	8.9	5.9	11.6			20.4	28.5		13.5		13.8			8.5	10.9		11.2	23.4	
	100.0	30.5	69.5			50.7	49.3		49.3		50.7			30.5	69.5		20.2	20.2	
1-3 days a week	499	105	394	74	361		31	32	361	105	32		32	149	318		138	31	107
	1.6	0.6	2.6	3.2	10.9		0.4	0.2	7.0	1.7	0.3		0.5	1.8	2.9		2.4	0.7	6.6
	26.4	12.0	38.8	17.0	60.1		10.5	22.9	58.6	25.0	5.2		28.6	24.6	29.4		45.3	21.0	67.6
	100.0	21.1	78.9	14.9	72.4		6.1	6.5	72.4	21.1	6.5		6.5	29.8	63.7		27.6	6.1	21.4
1-3 days a month	489	194	295	186		244	59		135	245	49	60		295	194				
	1.6	1.2	2.0	8.0		5.7	0.8		2.6	4.0	0.5	0.6		3.6	1.8				
	25.8	22.1	29.0	42.5		58.1	20.1		21.9	58.2	8.0	25.3		48.8	17.9				
	100.0	39.6	60.4	38.0		49.9	12.0		27.6	50.1	10.1	12.2		60.4	39.6				
Less than once a month	500	341	159	23	208	39	120	109	38	39	246	177	81	109	248	62	81	81	
	1.6	2.1	1.1	1.0	6.3	0.9	1.5	0.8	0.7	0.6	2.4	1.8	1.2	1.3	2.3	1.1	1.4	1.9	
	26.4	38.9	15.6	5.3	34.6	9.4	40.9	77.1	6.1	9.3	39.8	74.7	71.4	18.0	22.9	66.3	26.7	55.6	
	100.0	68.3	31.7	4.7	41.7	7.9	23.9	21.8	7.5	7.8	49.3	35.4	16.2	21.8	49.6	12.4	16.2	16.2	
<u>Follow writers, broadcasters or bloggers</u>	1481	818	663	438	395	462	187		330	512	522	117	23	540	886	31	183	57	126
	4.7	5.0	4.4	18.9	11.9	10.7	2.4		6.4	8.4	5.0	1.2	0.3	6.6	8.1	0.6	3.1	1.4	7.8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	55.2	44.8	29.5	26.6	31.2	12.6		22.3	34.6	35.2	7.9	1.6	36.5	59.8	2.1	12.4	3.9	8.5

Twitter Usage of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Daily	288	237	51	154	31	103				31	257			52	205	31	51		51
	0.9	1.4	0.3	6.6	0.9	2.4				0.5	2.4			0.6	1.9	0.6	0.9		3.2
	19.4	29.0	7.7	35.2	8.0	22.2				6.1	49.2			9.5	23.1	100.0	28.0		40.8
	100.0	82.2	17.8	53.4	10.9	35.7				10.9	89.1			17.9	71.2	10.9	17.8		17.8
4-6 days a week																			
1-3 days a week	76		76			76				42	34				76		34		34
	0.2		0.5			1.8				0.7	0.3				0.7		0.6		0.8
	5.1		11.4			16.4				8.1	6.5				8.6		18.6		59.3
	100.0		100.0			100.0				55.1	44.9				100.0		44.9		44.9
1-3 days a month	476	382	94	74	75	224	104		135	133	208			168	308		74		74
	1.5	2.3	0.6	3.2	2.2	5.2	1.3		2.6	2.2	2.0			2.1	2.8		1.3		4.6
	32.1	46.7	14.2	17.0	18.9	48.4	55.4		40.9	26.0	39.8			31.2	34.7		40.7		59.2
	100.0	80.3	19.7	15.6	15.6	47.0	21.8		28.3	28.0	43.7			35.4	64.6		15.6		15.6
Less than once a month	641	199	442	209	289	60	83		195	306	23	117	23	320	298		23		23
	2.0	1.2	2.9	9.0	8.7	1.4	1.1		3.8	5.0	0.2	1.2	0.3	3.9	2.7		0.4		0.6
	43.3	24.3	66.7	47.8	73.1	13.0	44.6		59.1	59.7	4.5	100.0	100.0	59.3	33.6		12.8		40.7
	100.0	31.0	69.0	32.6	45.0	9.3	13.0		30.4	47.7	3.6	18.3	3.6	49.9	46.4		3.6		3.6

Twitter Usage of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3
Follow players, coaches, teams, or leagues or writers, broadcasters or bloggers (net)	2060	1610	724	578	308	752	677	153	379	145	278	119	159	278	85		85	1728	459	1704
	6.6	7.9	7.3	8.1	9.5	5.6	5.2	2.8	6.6	7.9	29.7	31.2	28.7	34.3	22.8		22.8	11.3	6.9	12.3
	100.0	100.0	45.0	35.9	19.1	100.0	90.1	20.4	50.4	19.3	37.0	15.8	21.2	37.0	11.3		11.3	83.9	22.3	82.7
<u>Follow players,</u>	1893	1524	682	578	263	671	597	73	379	145	278	119	159	278	85		85	1561	373	1537
<u>coaches, teams, or</u>	6.0	7.5	6.9	8.1	8.1	5.0	4.6	1.3	6.6	7.9	29.7	31.2	28.7	34.3	22.8		22.8	10.2	5.6	11.1
<u>leagues</u>	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0
	100.0	100.0	44.8	37.9	17.3	100.0	88.9	10.8	56.5	21.6	41.4	17.7	23.8	41.4	12.7		12.7	82.4	19.7	81.2
Daily	237	237	185	51		51	51			51	51		51	51	51		51	237		237
	0.8	1.2	1.9	0.7		0.4	0.4			2.8	5.5		9.2	6.3	13.7		13.7	1.5		1.7
	12.5	15.5	27.2	8.9		7.6	8.6			35.3	18.4		32.1	18.4	60.1		60.1	15.2		15.4
	100.0	100.0	78.3	21.7		100.0	100.0			100.0	100.0		100.0	100.0	100.0		100.0	100.0		100.0
4-6 days a week	169	169		135	34	34	34			34	34		34	34	34		34	169		169
	0.5	0.8		1.9	1.0	0.3	0.3			1.9	3.6		6.1	4.2	9.1		9.1	1.1		1.2
	8.9	11.1		23.3	12.9	5.1	5.7			23.5	12.3		21.4	12.3	39.9		39.9	10.8		11.0
	100.0	100.0		79.8	20.2	100.0	100.0			100.0	100.0		100.0	100.0	100.0		100.0	100.0		100.0
1-3 days a week	499	425	169	193	63	267	193		193		193	119	74	193				499	107	499
	1.6	2.1	1.7	2.7	1.9	2.0	1.5		3.4		20.6	31.2	13.3	23.8				3.3	1.6	3.6
	26.4	27.9	24.7	33.4	24.0	39.8	32.3		50.9		69.3	100.0	46.5	69.3				32.0	28.7	32.5
	100.0	100.0	39.7	45.4	14.9	100.0	72.2		72.2		72.1	44.4	27.8	72.1				100.0	21.4	100.0
1-3 days a month	489	194	135	59		295	295	49	186	60								303	49	303
	1.6	1.0	1.4	0.8		2.2	2.3	0.9	3.2	3.3								2.0	0.7	2.2
	25.8	12.7	19.8	10.2		44.0	49.5	67.9	49.1	41.2								19.4	13.2	19.7
	100.0	100.0	69.6	30.4		100.0	100.0	16.7	63.0	20.3								62.0	10.1	62.0
Less than once a month	500	500	193	140	166	23	23	23										353	217	330
	1.6	2.5	1.9	2.0	5.1	0.2	0.2	0.4										2.3	3.3	2.4
	26.4	32.8	28.3	24.3	63.1	3.5	3.9	32.1										22.6	58.1	21.5
	100.0	100.0	38.7	28.1	33.3	100.0	100.0	100.0										70.7	43.4	66.0

Twitter Usage of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Follow writers, broadcasters or bloggers	1481	1031	497	398	136	633	559	153	260	145	159		159	159	85		85	1258	369	1234
	4.7	5.1	5.0	5.6	4.2	4.7	4.3	2.8	4.5	7.9	17.0		28.7	19.7	22.8		22.8	8.2	5.6	8.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0		100.0	100.0	100.0	100.0
	100.0	100.0	48.2	38.6	13.2	100.0	88.3	24.2	41.1	22.9	25.2		25.2	25.2	13.5		13.5	84.9	24.9	83.3
Daily	288	288	185	103		51	51			51	51		51	51	51		51	288		288
	0.9	1.4	1.9	1.4		0.4	0.4			2.8	5.5		9.2	6.3	13.7		13.7	1.9		2.1
	19.4	27.9	37.3	25.8		8.1	9.2			35.3	32.1		32.1	32.1	60.1		60.1	22.9		23.3
	100.0	100.0	64.3	35.7		100.0	100.0			100.0	100.0		100.0	100.0	100.0		100.0	100.0		100.0
4-6 days a week																				
1-3 days a week	76	76	42		34	34	34			34	34		34	34	34		34	76	42	76
	0.2	0.4	0.4		1.0	0.3	0.3			1.9	3.6		6.1	4.2	9.1		9.1	0.5	0.6	0.5
	5.1	7.4	8.4		25.0	5.4	6.1			23.5	21.4		21.4	21.4	39.9		39.9	6.0	11.3	6.1
	100.0	100.0	55.1		44.9	100.0	100.0			100.0	100.0		100.0	100.0	100.0		100.0	100.0	55.1	100.0
1-3 days a month	476	427	209	173	45	124	124	49	74									476	208	476
	1.5	2.1	2.1	2.4	1.4	0.9	0.9	0.9	1.3									3.1	3.1	3.4
	32.1	41.4	42.1	43.4	32.9	19.6	22.1	32.2	28.6									37.9	56.3	38.6
	100.0	100.0	49.1	40.5	10.5	100.0	100.0	39.9	60.1									100.0	43.7	100.0
Less than once a month	641	240	61	122	57	424	350	104	186	60	74		74	74				418	120	394
	2.0	1.2	0.6	1.7	1.8	3.1	2.7	1.9	3.2	3.3	7.9		13.3	9.1				2.7	1.8	2.8
	43.3	23.3	12.2	30.7	42.1	67.0	62.6	67.8	71.4	41.2	46.5		46.5	46.5				33.2	32.4	31.9
	100.0	100.0	25.3	50.9	23.8	100.0	82.5	24.5	43.9	14.1	17.5		17.5	17.5				65.1	18.6	61.5



Twitter Usage of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Follow players, coaches, teams, or leagues or writers, broadcasters or bloggers (net)	2060	2060		2060	288	117	541	1114	1891	419	1473	237	83	425	728	456		279	177	1172
	6.6	25.4		100.0	100.0	100.0	100.0	100.0	8.2	2.3	30.2	42.3	43.1	40.9	23.6	18.9		25.0	49.0	6.5
	100.0	100.0		100.0	14.0	5.7	26.2	54.1	91.8	20.3	71.5	11.5	4.0	20.6	35.3	22.1		13.5	8.6	56.9
<u>Follow players, coaches, teams, or leagues</u>	1893	1893		1893	288	117	499	989	1724	296	1428	237	83	425	683	375		279	96	1091
	6.0	23.3		91.9	100.0	100.0	92.3	88.7	7.5	1.6	29.3	42.3	43.1	40.9	22.1	15.6		25.0	26.7	6.1
	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0
	100.0	100.0		100.0	15.2	6.2	26.4	52.2	91.1	15.7	75.4	12.5	4.4	22.4	36.1	19.8		14.7	5.1	57.6
Daily	237	237		237	237				237		237	237				154		154		185
	0.8	2.9		11.5	82.1				1.0		4.9	42.3				6.4		13.8		1.0
	12.5	12.5		12.5	82.1				13.7		16.6	100.0				41.0		55.2		17.0
	100.0	100.0		100.0	100.0				100.0		100.0	100.0				65.0		65.0		78.3
4-6 days a week	169	169		169	52	117			169	52	117		83	34		86		86		86
	0.5	2.1		8.2	17.9	100.0			0.7	0.3	2.4		43.1	3.3		3.6		7.7		0.5
	8.9	8.9		8.9	17.9	100.0			9.8	17.4	8.2		100.0	8.0		22.8		30.7		7.8
	100.0	100.0		100.0	30.5	69.5			100.0	30.5	69.5		49.3	20.2		50.7		50.7		50.7
1-3 days a week	499	499		499			499		330		330			256	74					256
	1.6	6.1		24.2			92.3		1.4		6.8			24.6	2.4					1.4
	26.4	26.4		26.4			100.0		19.2		23.1			60.2	10.9					23.4
	100.0	100.0		100.0			100.0		66.2		66.2			51.3	14.9					51.3
1-3 days a month	489	489		489				489	489	59	430			135	295					184
	1.6	6.0		23.7				43.9	2.1	0.3	8.8			13.0	9.6					1.0
	25.8	25.8		25.8				49.5	28.4	19.9	30.1			31.7	43.2					16.9
	100.0	100.0		100.0				100.0	100.0	12.0	88.0			27.6	60.4					37.7
Less than once a month	500	500		500				500	500	186	314				314	136		39	96	380
	1.6	6.2		24.3				44.9	2.2	1.0	6.4				10.2	5.6		3.5	26.7	2.1
	26.4	26.4		26.4				50.5	29.0	62.7	22.0				45.9	36.2		14.1	100.0	34.8
	100.0	100.0		100.0				100.0	100.0	37.2	62.8				62.8	27.1		7.9	19.3	76.1

Twitter Usage of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Follow writers, broadcasters or bloggers	1481	1481		1481	288	117	190	885	1481	310	1171	237	83	243	608	456		279	177	881
	4.7	18.2		71.9	100.0	100.0	35.2	79.5	6.4	1.7	24.0	42.3	43.1	23.4	19.7	18.9		25.0	49.0	4.9
	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0
	100.0	100.0		100.0	19.4	7.9	12.9	59.8	100.0	20.9	79.1	16.0	5.6	16.4	41.1	30.8		18.8	11.9	59.5
Daily	288	288		288	288				288	52	237	237				205		205		237
	0.9	3.5		14.0	100.0				1.3	0.3	4.9	42.3				8.5		18.4		1.3
	19.4	19.4		19.4	100.0				19.4	16.6	20.2	100.0				45.1		73.6		26.9
	100.0	100.0		100.0	100.0				100.0	17.9	82.1	82.1				71.3		71.3		82.2
4-6 days a week																				
1-3 days a week	76	76		76		34	42		76	42	34			34		34		34		34
	0.2	0.9		3.7		29.0	7.7		0.3	0.2	0.7			3.3		1.4		3.1		0.2
	5.1	5.1		5.1		29.0	21.9		5.1	13.5	2.9			14.0		7.5		12.2		3.9
	100.0	100.0		100.0		44.9	55.1		100.0	55.1	44.9			44.9		44.9		44.9		44.9
1-3 days a month	476	476		476			74	402	476	98	378			209	169	39		39		298
	1.5	5.9		23.1			13.8	36.1	2.1	0.5	7.7			20.1	5.5	1.6		3.5		1.7
	32.1	32.1		32.1			39.1	45.4	32.1	31.7	32.3			86.0	27.7	8.6		14.1		33.8
	100.0	100.0		100.0			15.6	84.4	100.0	20.6	79.4			44.0	35.4	8.3		8.3		62.6
Less than once a month	641	641		641		83	74	484	641	118	523		83		440	177			177	312
	2.0	7.9		31.1		71.0	13.7	43.4	2.8	0.7	10.7		43.1		14.3	7.3			49.0	1.7
	43.3	43.3		43.3		71.0	39.0	54.6	43.3	38.2	44.6		100.0		72.3	38.8			100.0	35.4
	100.0	100.0		100.0		13.0	11.6	75.4	100.0	18.4	81.6		13.0		68.6	27.6			27.6	48.7

Cell Phone/Tablet Ownership of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
<u>Own Cell Phone with Internet Access:</u>																			
Yes	24726	12436	12290	2099	2769	3782	6757	9320	3522	5030	7745	8428	4841	6318	9093	4475	4450	3224	1226
	78.8	76.0	81.9	90.5	83.4	87.8	87.4	68.1	68.4	82.3	73.9	87.5	71.9	77.1	83.3	80.9	76.3	76.5	75.9
	100.0	50.3	49.7	8.5	11.2	15.3	27.3	37.7	14.2	20.3	31.3	34.1	19.6	25.6	36.8	18.1	18.0	13.0	5.0
No	6186	3666	2520	219	552	525	832	4058	1550	1084	2425	1128	1829	1810	1490	1057	1264	874	390
	19.7	22.4	16.8	9.5	16.6	12.2	10.8	29.6	30.1	17.7	23.2	11.7	27.2	22.1	13.7	19.1	21.7	20.7	24.1
	100.0	59.3	40.7	3.5	8.9	8.5	13.4	65.6	25.0	17.5	39.2	18.2	29.6	29.3	24.1	17.1	20.4	14.1	6.3
Don't know	377	177	200				63	314			304	73	61	64	253		116	116	
	1.2	1.1	1.3				0.8	2.3			2.9	0.8	0.9	0.8	2.3		2.0	2.8	
	100.0	46.9	53.1				16.7	83.3			80.6	19.4	16.1	16.9	67.0		30.9	30.9	
Don't have a cell/ mobile phone	79	79					79		79						79				
	0.3	0.5					1.0		1.5						0.7				
	100.0	100.0					100.0		100.0						100.0				
<u>Own Tablet:</u>																			
Yes	11572	5545	6027	532	1050	1888	2942	5160	1156	1941	3534	4941	3144	2841	3629	1957	1957	1464	493
	36.9	33.9	40.2	22.9	31.6	43.8	38.1	37.7	22.4	31.7	33.7	51.3	46.7	34.7	33.2	35.4	33.6	34.7	30.5
	100.0	47.9	52.1	4.6	9.1	16.3	25.4	44.6	10.0	16.8	30.5	42.7	27.2	24.6	31.4	16.9	16.9	12.7	4.3
No	19796	10813	8983	1786	2271	2419	4789	8532	3995	4172	6941	4688	3585	5351	7286	3575	3873	2750	1123
	63.1	66.1	59.8	77.1	68.4	56.2	61.9	62.3	77.6	68.3	66.3	48.7	53.3	65.3	66.8	64.6	66.4	65.3	69.5
	100.0	54.6	45.4	9.0	11.5	12.2	24.2	43.1	20.2	21.1	35.1	23.7	18.1	27.0	36.8	18.1	19.6	13.9	5.7

## Cell Phone/Tablet Ownership of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3
<u>Own Cell Phone</u>																				
<u>with Internet</u>																				
<u>Access:</u>																				
Yes	24726	15977	8209	5365	2403	10814	10394	4376	4546	1472	936	380	556	811	375	36	375	14708	5997	13895
	78.8	78.6	82.6	75.2	74.0	80.2	79.6	79.6	79.2	80.6	100.0	100.0	100.0	100.0	100.0	100.0	100.0	95.9	90.6	100.0
	100.0	100.0	51.4	33.6	15.0	100.0	96.1	40.5	42.0	13.6	8.7	3.5	5.1	7.5	3.5	0.3	3.5	59.5	24.3	56.2
No	6186	4164	1665	1700	799	2350	2350	941	1053	355								625	625	
	19.7	20.5	16.8	23.8	24.6	17.4	18.0	17.1	18.4	19.4								4.1	9.4	
	100.0	100.0	40.0	40.8	19.2	100.0	100.0	40.1	44.8	15.1								10.1	10.1	
Don't know	377	180	64	73	44	241	241	180	61											
	1.2	0.9	0.6	1.0	1.3	1.8	1.8	3.3	1.1											
	100.0	100.0	35.4	40.5	24.2	100.0	100.0	74.8	25.2											
Don't have a cell/ mobile phone	79					79	79		79											
	0.3					0.6	0.6		1.4											
	100.0					100.0	100.0		100.0											
<u>Own Tablet:</u>																				
Yes	11572	7282	3760	2356	1166	5009	4756	1709	2341	706	388	169	218	316	107	36	107	7977	6622	6538
	36.9	35.8	37.8	33.0	35.9	37.2	36.4	31.1	40.8	38.6	41.4	44.6	39.2	38.9	28.6	100.0	28.6	52.0	100.0	47.1
	100.0	100.0	51.6	32.3	16.0	100.0	94.9	34.1	46.7	14.1	7.7	3.4	4.4	6.3	2.1	0.7	2.1	68.9	57.2	56.5
No	19796	13040	6178	4783	2079	8474	8308	3788	3399	1121	548	210	338	496	267		267	7356		7356
	63.1	64.2	62.2	67.0	64.1	62.8	63.6	68.9	59.2	61.4	58.6	55.4	60.8	61.1	71.4		71.4	48.0		52.9
	100.0	100.0	47.4	36.7	15.9	100.0	98.0	44.7	40.1	13.2	6.5	2.5	4.0	5.8	3.2		3.2	37.2		37.2

Cell Phone/Tablet Ownership of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
<u>Own Cell Phone with Internet Access:</u>																				
Yes	24726	7305	5377	1928	288	117	541	982	19319	15312	4007	504	153	996	2354	2030	817	933	280	13617
	78.8	90.0	88.7	93.6	100.0	100.0	100.0	88.1	83.9	84.4	82.2	90.2	78.8	95.8	76.3	84.2	87.4	83.8	77.5	76.1
	100.0	29.5	21.7	7.8	1.2	0.5	2.2	4.0	78.1	61.9	16.2	2.0	0.6	4.0	9.5	8.2	3.3	3.8	1.1	55.1
No	6186	735	603	132				132	3576	2749	826	55	41		731	380	118	181	81	4003
	19.7	9.1	9.9	6.4				11.9	15.5	15.2	16.9	9.8	21.2		23.7	15.8	12.6	16.2	22.5	22.4
	100.0	11.9	9.7	2.1				2.1	57.8	44.4	13.4	0.9	0.7		11.8	6.1	1.9	2.9	1.3	64.7
Don't know	377								44		44			44						197
	1.2								0.2		0.9			4.2						1.1
	100.0								11.6		11.6			11.6						52.1
Don't have a cell/ mobile phone	79	79	79						79	79										79
	0.3	1.0	1.3						0.3	0.4										0.4
	100.0	100.0	100.0						100.0	100.0										100.0
<u>Own Tablet:</u>																				
Yes	11572	2888	2428	459			149	311	9184	7532	1652	93	41	274	1244	905	232	545	128	6067
	36.9	35.6	40.1	22.3			27.5	27.9	39.9	41.5	33.9	16.6	21.2	26.4	40.3	37.6	24.8	48.9	35.5	33.9
	100.0	25.0	21.0	4.0			1.3	2.7	79.4	65.1	14.3	0.8	0.4	2.4	10.7	7.8	2.0	4.7	1.1	52.4
No	19796	5232	3631	1601	288	117	392	803	13834	10609	3225	466	153	765	1841	1504	702	569	233	11829
	63.1	64.4	59.9	77.7	100.0	100.0	72.5	72.1	60.1	58.5	66.1	83.4	78.8	73.6	59.7	62.4	75.2	51.1	64.5	66.1
	100.0	26.4	18.3	8.1	1.5	0.6	2.0	4.1	69.9	53.6	16.3	2.4	0.8	3.9	9.3	7.6	3.5	2.9	1.2	59.8

## Activities on Computer, Tablet or Smart Phone of those Attended/Watched (any): Baseball: Minor League

	Total	Gender		Age					Household Income				Region				Bought Sports Apparel		
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Have used for activities related to sports (Net)	24495	13581	10915	1616	2767	4078	6317	9718	3846	4454	8921	7275	5368	6592	8852	3683	4806	3263	1542
	78.1	83.0	72.7	69.7	83.3	94.7	81.7	71.0	74.7	72.8	85.2	75.5	79.8	80.5	81.1	66.6	82.4	77.4	95.4
	100.0	55.4	44.6	6.6	11.3	16.6	25.8	39.7	15.7	18.2	36.4	29.7	21.9	26.9	36.1	15.0	19.6	13.3	6.3
Check scores of games	21264	12344	8920	1308	2482	3663	5306	8504	3317	3703	8041	6203	4358	5691	8162	3054	4211	2798	1414
	67.8	75.5	59.4	56.4	74.7	85.1	68.6	62.1	64.4	60.6	76.8	64.4	64.7	69.5	74.8	55.2	72.2	66.4	87.5
	100.0	58.1	41.9	6.2	11.7	17.2	25.0	40.0	15.6	17.4	37.8	29.2	20.5	26.8	38.4	14.4	19.8	13.2	6.6
Visit specific team website	19862	11178	8684	1400	2289	3108	5446	7619	3265	3452	7090	6055	4259	5577	7210	2816	4124	2680	1444
	63.3	68.3	57.9	60.4	68.9	72.2	70.4	55.7	63.4	56.5	67.7	62.9	63.3	68.1	66.1	50.9	70.7	63.6	89.4
	100.0	56.3	43.7	7.0	11.5	15.6	27.4	38.4	16.4	17.4	35.7	30.5	21.4	28.1	36.3	14.2	20.8	13.5	7.3
Visit league website	17740	10538	7202	1222	1849	3112	5292	6264	2966	2842	6567	5366	3727	4392	7164	2457	4134	2737	1397
	56.6	64.4	48.0	52.7	55.7	72.3	68.5	45.8	57.6	46.5	62.7	55.7	55.4	53.6	65.6	44.4	70.9	64.9	86.5
	100.0	59.4	40.6	6.9	10.4	17.5	29.8	35.3	16.7	16.0	37.0	30.2	21.0	24.8	40.4	13.8	23.3	15.4	7.9
Read sports articles/blogs	17482	9943	7539	1275	1893	2840	4448	7024	2905	3016	6335	5226	3690	4684	6746	2361	3802	2451	1351
	55.7	60.8	50.2	55.0	57.0	65.9	57.5	51.3	56.4	49.3	60.5	54.3	54.8	57.2	61.8	42.7	65.2	58.1	83.6
	100.0	56.9	43.1	7.3	10.8	16.2	25.4	40.2	16.6	17.3	36.2	29.9	21.1	26.8	38.6	13.5	21.7	14.0	7.7
Buy tickets to games	16267	8782	7485	930	2066	3031	4419	5821	2227	2332	6183	5525	3611	4172	5871	2614	3752	2296	1456
	51.9	53.7	49.9	40.1	62.2	70.4	57.2	42.5	43.2	38.1	59.0	57.4	53.7	50.9	53.8	47.2	64.4	54.5	90.1
	100.0	54.0	46.0	5.7	12.7	18.6	27.2	35.8	13.7	14.3	38.0	34.0	22.2	25.6	36.1	16.1	23.1	14.1	9.0
Watch sports	13129	7816	5313	1069	1975	2754	3084	4247	2420	2683	4347	3679	2453	3377	5523	1776	2460	1635	825
	41.9	47.8	35.4	46.1	59.5	63.9	39.9	31.0	47.0	43.9	41.5	38.2	36.5	41.2	50.6	32.1	42.2	38.8	51.1
	100.0	59.5	40.5	8.1	15.0	21.0	23.5	32.3	18.4	20.4	33.1	28.0	18.7	25.7	42.1	13.5	18.7	12.5	6.3
Watch sports related video on YouTube	12393	7316	5077	1383	2157	2661	3105	3087	2427	2265	4513	3189	2354	3521	4974	1544	2371	1622	749
	39.5	44.7	33.8	59.7	65.0	61.8	40.2	22.5	47.1	37.0	43.1	33.1	35.0	43.0	45.6	27.9	40.7	38.5	46.4
	100.0	59.0	41.0	11.2	17.4	21.5	25.1	24.9	19.6	18.3	36.4	25.7	19.0	28.4	40.1	12.5	19.1	13.1	6.0
Buy sports logo apparel	11339	6049	5290	1052	1620	2166	3658	2844	1534	2306	4404	3096	2599	2603	4892	1246	2851	1708	1142
	36.1	37.0	35.2	45.4	48.8	50.3	47.3	20.8	29.8	37.7	42.0	32.2	38.6	31.8	44.8	22.5	48.9	40.5	70.7
	100.0	53.3	46.7	9.3	14.3	19.1	32.3	25.1	13.5	20.3	38.8	27.3	22.9	23.0	43.1	11.0	25.1	15.1	10.1
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	11290	6050	5240	1083	1910	2485	3449	2364	2345	2682	4054	2210	1888	3555	4350	1498	2498	1610	888
	36.0	37.0	34.9	46.7	57.5	57.7	44.6	17.3	45.5	43.9	38.7	22.9	28.0	43.4	39.8	27.1	42.8	38.2	54.9
	100.0	53.6	46.4	9.6	16.9	22.0	30.5	20.9	20.8	23.8	35.9	19.6	16.7	31.5	38.5	13.3	22.1	14.3	7.9

## Activities on Computer, Tablet or Smart Phone of those Attended/Watched (any): Baseball: Minor League

	Total	Gender		Age					Household Income				Region				Bought Sports Apparel		
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Use Google+ to follow/post about a sport (player, team, league, etc.)	8219	4985	3234	706	1191	1062	2018	3242	1056	1627	2486	3050	1684	2125	3093	1318	2046	1360	686
	26.2	30.5	21.5	30.5	35.9	24.7	26.1	23.7	20.5	26.6	23.7	31.7	25.0	25.9	28.3	23.8	35.1	32.3	42.5
	100.0	60.7	39.3	8.6	14.5	12.9	24.6	39.4	12.8	19.8	30.2	37.1	20.5	25.8	37.6	16.0	24.9	16.5	8.3
Buy sports footwear	7384	3912	3472	971	1214	1697	1947	1556	1166	1530	2614	2074	1586	1681	3206	910	1711	1019	692
	23.5	23.9	23.1	41.9	36.5	39.4	25.2	11.4	22.6	25.0	25.0	21.5	23.6	20.5	29.4	16.5	29.3	24.2	42.8
	100.0	53.0	47.0	13.1	16.4	23.0	26.4	21.1	15.8	20.7	35.4	28.1	21.5	22.8	43.4	12.3	23.2	13.8	9.4
Follow fantasy teams	6932	4796	2136	719	964	1891	1389	1970	1123	1356	2638	1815	965	2016	2773	1179	1447	924	523
	22.1	29.3	14.2	31.0	29.0	43.9	18.0	14.4	21.8	22.2	25.2	18.8	14.3	24.6	25.4	21.3	24.8	21.9	32.4
	100.0	69.2	30.8	10.4	13.9	27.3	20.0	28.4	16.2	19.6	38.0	26.2	13.9	29.1	40.0	17.0	20.9	13.3	7.5
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	4901	2214	2687	860	885	1197	1181	778	965	1304	1625	1007	954	1656	1826	465	1041	691	350
	15.6	13.5	17.9	37.1	26.6	27.8	15.3	5.7	18.7	21.3	15.5	10.5	14.2	20.2	16.7	8.4	17.8	16.4	21.7
	100.0	45.2	54.8	17.5	18.1	24.4	24.1	15.9	19.7	26.6	33.2	20.5	19.5	33.8	37.3	9.5	21.2	14.1	7.1
Use Tumblr to follow/post about a sport (player, team, league, etc.)	4303	2465	1837	827	712	921	911	932	798	829	1758	919	799	975	1993	536	1103	791	311
	13.7	15.1	12.2	35.7	21.4	21.4	11.8	6.8	15.5	13.6	16.8	9.5	11.9	11.9	18.3	9.7	18.9	18.8	19.3
	100.0	57.3	42.7	19.2	16.5	21.4	21.2	21.7	18.5	19.3	40.8	21.4	18.6	22.6	46.3	12.5	25.6	18.4	7.2
Use Twitter to follow/post about a sport (player, team, league, etc.)	4069	1957	2112	890	925	813	820	621	581	1145	1573	770	816	1092	1928	234	625	252	373
	13.0	12.0	14.1	38.4	27.8	18.9	10.6	4.5	11.3	18.7	15.0	8.0	12.1	13.3	17.7	4.2	10.7	6.0	23.1
	100.0	48.1	51.9	21.9	22.7	20.0	20.2	15.3	14.3	28.1	38.7	18.9	20.1	26.8	47.4	5.7	15.4	6.2	9.2
Other	891	734	157		59	172	188	471	216	263	142	270	243	210	226	211	74	74	
	2.8	4.5	1.0		1.8	4.0	2.4	3.4	4.2	4.3	1.4	2.8	3.6	2.6	2.1	3.8	1.3	1.8	
	100.0	82.4	17.6		6.7	19.4	21.1	52.9	24.2	29.5	16.0	30.3	27.3	23.6	25.4	23.7	8.3	8.3	
Have not used for activities related to sports	6873	2777	4096	702	554	229	1414	3974	1305	1660	1553	2355	1362	1599	2063	1849	1025	951	74
	21.9	17.0	27.3	30.3	16.7	5.3	18.3	29.0	25.3	27.2	14.8	24.5	20.2	19.5	18.9	33.4	17.6	22.6	4.6
	100.0	40.4	59.6	10.2	8.1	3.3	20.6	57.8	19.0	24.1	22.6	34.3	19.8	23.3	30.0	26.9	14.9	13.8	1.1

## Activities on Computer, Tablet or Smart Phone of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																										
																					Com- puter	Total Mobile	Tablet	Smart Phone	Use Mobile Device for Sports		
	Attended					Television					Computer/Tablet Smart Phone			Total Mobile	Tablet	Smart Phone											
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+														
Total	31368 100.0 100.0	20322 100.0 100.0	9938 100.0 48.9	7138 100.0 35.1	3245 100.0 16.0	13483 100.0 100.0	13064 100.0 96.9	5497 100.0 40.8	5740 100.0 42.6	1827 100.0 13.5	936 100.0 6.9	380 100.0 2.8	556 100.0 4.1	811 100.0 6.0	375 100.0 2.8	36 100.0 0.3	375 100.0 2.8	15333 100.0 48.9	6622 100.0 21.1	13895 100.0 44.3							
Have used for activities related to sports (Net)	24495 78.1 100.0	16087 79.2 100.0	7864 79.1 48.9	5611 78.6 34.9	2612 80.5 16.2	10128 75.1 100.0	9709 74.3 95.9	4390 79.9 43.3	4157 72.4 41.0	1162 63.6 11.5	936 100.0 9.2	380 100.0 3.8	556 100.0 5.5	811 100.0 8.0	375 100.0 3.7	36 100.0 0.4	375 100.0 3.7	15333 100.0 62.6	6622 100.0 27.0	13895 100.0 56.7							
Check scores of games	21264 67.8 100.0	14317 70.5 100.0	7050 70.9 49.2	4917 68.9 34.3	2350 72.4 16.4	8667 64.3 100.0	8248 63.1 95.2	3811 69.3 44.0	3473 60.5 40.1	964 52.8 11.1	909 97.1 10.5	353 92.9 4.1	556 100.0 6.4	784 96.7 9.0	375 100.0 4.3	36 100.0 0.4	375 100.0 4.3	14010 91.4 65.9	6121 92.4 28.8	12766 91.9 60.0							
Visit specific team website	19862 63.3 100.0	13120 64.6 100.0	6531 65.7 49.8	4410 61.8 33.6	2179 67.1 16.6	8254 61.2 100.0	7925 60.7 96.0	3479 63.3 42.2	3386 59.0 41.0	1059 58.0 12.8	818 87.4 9.9	262 69.0 3.2	556 100.0 6.7	746 92.0 9.0	322 85.9 3.9	36 100.0 0.4	322 85.9 3.9	13031 85.0 65.6	5911 89.3 29.8	11778 84.8 59.3							
Visit league website	17740 56.6 100.0	11568 56.9 100.0	5349 53.8 46.2	4073 57.1 35.2	2147 66.1 18.6	7709 57.2 100.0	7342 56.2 95.2	3310 60.2 42.9	3065 53.4 39.8	968 53.0 12.6	856 91.4 11.1	300 78.9 3.9	556 100.0 7.2	784 96.7 10.2	322 85.9 4.2	36 100.0 0.5	322 85.9 4.2	11948 77.9 67.3	5146 77.7 29.0	11107 79.9 62.6							
Read sports articles/blogs	17482 55.7 100.0	11560 56.9 100.0	5814 58.5 50.3	3899 54.6 33.7	1847 56.9 16.0	7436 55.1 100.0	7069 54.1 95.1	2989 54.4 40.2	3112 54.2 41.9	968 53.0 13.0	856 91.4 11.5	300 78.9 4.0	556 100.0 7.5	784 96.7 10.5	322 85.9 4.3	36 100.0 0.5	322 85.9 4.3	11740 76.6 67.2	5259 79.4 30.1	10802 77.7 61.8							
Buy tickets to games	16267 51.9 100.0	11162 54.9 100.0	5117 51.5 45.8	4162 58.3 37.3	1884 58.1 16.9	6377 47.3 100.0	6010 46.0 94.3	2375 43.2 37.2	2661 46.4 41.7	974 53.3 15.3	856 91.4 13.4	300 78.9 4.7	556 100.0 8.7	784 96.7 12.3	322 85.9 5.0	36 100.0 0.6	322 85.9 5.0	11323 73.8 69.6	5074 76.6 31.2	10488 75.5 64.5							
Watch sports	13129 41.9 100.0	8224 40.5 100.0	3857 38.8 46.9	3288 46.1 40.0	1079 33.2 13.1	6001 44.5 100.0	5582 42.7 93.0	2490 45.3 41.5	2137 37.2 35.6	955 52.3 15.9	936 100.0 15.6	380 100.0 6.3	556 100.0 9.3	811 100.0 13.5	375 100.0 6.2	36 100.0 0.6	375 100.0 6.2	9597 62.6 73.1	4287 64.7 32.6	8968 64.5 68.3							
Watch sports related video on YouTube	12393 39.5 100.0	7593 37.4 100.0	3633 36.6 47.8	2730 38.2 36.0	1230 37.9 16.2	5796 43.0 100.0	5438 41.6 93.8	2345 42.7 40.5	2332 40.6 40.2	760 41.6 13.1	848 90.6 14.6	353 92.9 6.1	495 89.0 8.5	723 89.1 12.5	375 100.0 6.5	36 100.0 0.6	375 100.0 6.5	9250 60.3 74.6	4707 71.1 38.0	8565 61.6 69.1							
Buy sports logo apparel	11339 36.1 100.0	7369 36.3 100.0	3445 34.7 46.7	2661 37.3 36.1	1263 38.9 17.1	5022 37.2 100.0	4664 35.7 92.9	1719 31.3 34.2	2096 36.5 41.7	848 46.4 16.9	718 76.7 14.3	353 92.9 7.0	366 65.7 7.3	594 73.2 11.8	245 65.5 4.9	36 100.0 0.7	245 65.5 4.9	8573 55.9 75.6	4047 61.1 35.7	8165 58.8 72.0							



## Activities on Computer, Tablet or Smart Phone of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
																		Use Mobile Device for Sports		
	Attended					Television					Computer/Tablet Smart Phone									
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	11290 36.0 100.0	7008 34.5 100.0	3016 30.3 43.0	2707 37.9 38.6	1285 39.6 18.3	5360 39.8 100.0	4941 37.8 92.2	2534 46.1 47.3	1804 31.4 33.6	604 33.0 11.3	909 97.1 17.0	353 92.9 6.6	556 100.0 10.4	784 96.7 14.6	375 100.0 7.0	36 100.0 0.7	375 100.0 7.0	8327 54.3 73.8	3671 55.4 32.5	7806 56.2 69.1
Use Google+ to follow/post about a sport (player, team, league, etc.)	8219 26.2 100.0	4535 22.3 100.0	2009 20.2 44.3	1674 23.5 36.9	852 26.2 18.8	4261 31.6 100.0	3990 30.5 93.6	1591 28.9 37.3	1697 29.6 39.8	702 38.4 16.5	512 54.7 12.0	196 51.7 4.6	316 56.8 7.4	388 47.8 9.1	245 65.5 5.8	36 100.0 0.8	245 65.5 5.8	5932 38.7 72.2	2721 41.1 33.1	5510 39.7 67.0
Buy sports footwear	7384 23.5 100.0	4097 20.2 100.0	2177 21.9 53.1	980 13.7 23.9	940 29.0 22.9	3830 28.4 100.0	3563 27.3 93.0	1411 25.7 36.8	1444 25.2 37.7	708 38.7 18.5	509 54.4 13.3	143 37.8 3.7	366 65.7 9.5	437 53.9 11.4	192 51.4 5.0	36 100.0 0.9	192 51.4 5.0	5782 37.7 78.3	2730 41.2 37.0	5337 38.4 72.3
Follow fantasy teams	6932 22.1 100.0	3992 19.6 100.0	1997 20.1 50.0	1427 20.0 35.7	568 17.5 14.2	3565 26.4 100.0	3248 24.9 91.1	1295 23.6 36.3	1406 24.5 39.5	546 29.9 15.3	688 73.5 19.3	181 47.7 5.1	507 91.1 14.2	616 75.9 17.3	322 85.9 9.0	36 100.0 1.0	322 85.9 9.0	5489 35.8 79.2	2152 32.5 31.0	5134 37.0 74.1
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	4901 15.6 100.0	2262 11.1 100.0	1075 10.8 47.5	874 12.2 38.6	313 9.6 13.8	3138 23.3 100.0	2920 22.4 93.1	963 17.5 30.7	1381 24.1 44.0	576 31.6 18.4	578 61.7 18.4	262 69.0 8.3	316 56.8 10.1	506 62.4 16.1	192 51.4 6.1	36 100.0 1.1	192 51.4 6.1	3707 24.2 75.6	1784 26.9 36.4	3530 25.4 72.0
Use Tumblr to follow/post about a sport (player, team, league, etc.)	4303 13.7 100.0	2025 10.0 100.0	1145 11.5 56.6	642 9.0 31.7	238 7.3 11.7	2631 19.5 100.0	2413 18.5 91.7	1052 19.1 40.0	784 13.7 29.8	576 31.6 21.9	459 49.1 17.5	143 37.8 5.5	316 56.8 12.0	388 47.8 14.7	192 51.4 7.3	36 100.0 1.4	192 51.4 7.3	3387 22.1 78.7	1839 27.8 42.7	3139 22.6 73.0
Use Twitter to follow/post about a sport (player, team, league, etc.)	4069 13.0 100.0	2581 12.7 100.0	1269 12.8 49.2	1034 14.5 40.1	277 8.5 10.7	1959 14.5 100.0	1847 14.1 94.3	741 13.5 37.8	890 15.5 45.4	217 11.9 11.1	437 46.7 22.3	156 41.2 8.0	280 50.4 14.3	365 45.0 18.6	157 41.9 8.0		157 41.9 8.0	3391 22.1 83.3	1288 19.4 31.6	3282 23.6 80.7
Other	891 2.8 100.0	521 2.6 100.0	186 1.9 35.7	243 3.4 46.7	91 2.8 17.6	415 3.1 100.0	415 3.2 100.0	157 2.9 37.8	258 4.5 62.2									511 3.3 57.3	253 3.8 28.5	511 3.7 57.3

Activities on Computer, Tablet or Smart Phone of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																						
																		Com-puter Total Mobile Tablet Smart Phone			Use Mobile Device for Sports Total Mobile Tablet Smart Phone		
	Attended					Television					Computer/Tablet Smart Phone												
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+										
	Have not used for activities related to sports	6873 21.9 100.0	4235 20.8 100.0	2074 20.9 49.0	1527 21.4 36.1	634 19.5 15.0	3355 24.9 100.0	3355 25.7 100.0	1107 20.1 33.0	1583 27.6 47.2	665 36.4 19.8												

Activities on Computer, Tablet or Smart Phone of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Have used for activities related to sports (Net)	24495	7295	5235	2060	288	117	541	1114	19148	14593	4555	504	194	1040	2818	2259	916	981	361	14631
	78.1	89.8	86.4	100.0	100.0	100.0	100.0	100.0	83.2	80.4	93.4	90.2	100.0	100.0	91.3	93.7	98.1	88.1	100.0	81.8
	100.0	29.8	21.4	8.4	1.2	0.5	2.2	4.5	78.2	59.6	18.6	2.1	0.8	4.2	11.5	9.2	3.7	4.0	1.5	59.7
Check scores of games	21264	6387	4552	1835	288	117	541	889	16569	12615	3954	504	153	948	2350	1996	818	927	251	12867
	67.8	78.7	75.1	89.1	100.0	100.0	100.0	79.8	72.0	69.5	81.1	90.2	78.8	91.2	76.2	82.9	87.6	83.2	69.6	71.9
	100.0	30.0	21.4	8.6	1.4	0.6	2.5	4.2	77.9	59.3	18.6	2.4	0.7	4.5	11.1	9.4	3.8	4.4	1.2	60.5
Visit specific team website	19862	5701	3938	1762	288	117	541	816	15438	11367	4072	423	194	905	2550	1962	701	981	280	12009
	63.3	70.2	65.0	85.5	100.0	100.0	100.0	73.3	67.1	62.7	83.5	75.8	100.0	87.0	82.7	81.5	75.1	88.1	77.6	67.1
	100.0	28.7	19.8	8.9	1.5	0.6	2.7	4.1	77.7	57.2	20.5	2.1	1.0	4.6	12.8	9.9	3.5	4.9	1.4	60.5
Visit league website	17740	4985	3325	1660	257	117	541	746	13725	10046	3679	472	153	948	2106	1831	807	814	209	10775
	56.6	61.4	54.9	80.6	89.1	100.0	100.0	66.9	59.6	55.4	75.4	84.6	78.8	91.2	68.3	76.0	86.4	73.1	58.0	60.2
	100.0	28.1	18.7	9.4	1.4	0.7	3.0	4.2	77.4	56.6	20.7	2.7	0.9	5.3	11.9	10.3	4.6	4.6	1.2	60.7
Read sports articles/blogs	17482	5378	3781	1596	288	117	541	650	13594	10156	3439	410	153	748	2128	1487	455	822	209	10534
	55.7	66.2	62.4	77.5	100.0	100.0	100.0	58.4	59.1	56.0	70.5	73.4	78.8	72.0	69.0	61.7	48.8	73.8	58.0	58.9
	100.0	30.8	21.6	9.1	1.6	0.7	3.1	3.7	77.8	58.1	19.7	2.3	0.9	4.3	12.2	8.5	2.6	4.7	1.2	60.3
Buy tickets to games	16267	5006	3467	1539	288	117	541	593	12879	9480	3398	410	124	769	2095	1824	755	860	209	9629
	51.9	61.7	57.2	74.7	100.0	100.0	100.0	53.2	56.0	52.3	69.7	73.4	64.2	74.0	67.9	75.7	80.8	77.2	58.0	53.8
	100.0	30.8	21.3	9.5	1.8	0.7	3.3	3.6	79.2	58.3	20.9	2.5	0.8	4.7	12.9	11.2	4.6	5.3	1.3	59.2
Watch sports	13129	4659	3094	1565	288	117	499	661	11273	7757	3516	423	124	726	2242	1571	543	737	290	7843
	41.9	57.4	51.1	76.0	100.0	100.0	92.3	59.3	49.0	42.8	72.1	75.8	64.2	69.8	72.7	65.2	58.2	66.2	80.4	43.8
	100.0	35.5	23.6	11.9	2.2	0.9	3.8	5.0	85.9	59.1	26.8	3.2	0.9	5.5	17.1	12.0	4.1	5.6	2.2	59.7
Watch sports related video on YouTube	12393	4502	2798	1704	257	117	541	789	10536	7124	3412	392	83	769	2168	1607	654	744	209	7321
	39.5	55.4	46.2	82.7	89.1	100.0	100.0	70.9	45.8	39.3	70.0	70.2	43.1	74.0	70.3	66.7	70.0	66.7	58.0	40.9
	100.0	36.3	22.6	13.8	2.1	0.9	4.4	6.4	85.0	57.5	27.5	3.2	0.7	6.2	17.5	13.0	5.3	6.0	1.7	59.1
Buy sports logo apparel	11339	3914	2251	1663	288	117	499	758	9306	6468	2838	329	153	628	1728	1364	252	751	361	6691
	36.1	48.2	37.2	80.7	100.0	100.0	92.3	68.1	40.4	35.7	58.2	59.0	78.8	60.4	56.0	56.6	27.0	67.4	100.0	37.4
	100.0	34.5	19.9	14.7	2.5	1.0	4.4	6.7	82.1	57.0	25.0	2.9	1.3	5.5	15.2	12.0	2.2	6.6	3.2	59.0

Activities on Computer, Tablet or Smart Phone of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	11290	4440	2934	1506	205	117	372	811	11290	7351	3939	472	194	731	2542	1254	258	705	290	6631
	36.0	54.7	48.4	73.1	71.2	100.0	68.8	72.8	49.0	40.5	80.8	84.6	100.0	70.3	82.4	52.0	27.6	63.3	80.4	37.1
	100.0	39.3	26.0	13.3	1.8	1.0	3.3	7.2	100.0	65.1	34.9	4.2	1.7	6.5	22.5	11.1	2.3	6.2	2.6	58.7
Use Google+ to follow/post about a sport (player, team, league, etc.)	8219	1913	1199	714	205	34	149	326	6632	4679	1954	298		284	1371	988	268	511	209	5117
	26.2	23.6	19.8	34.6	71.2	29.0	27.5	29.3	28.8	25.8	40.1	53.3		27.4	44.4	41.0	28.7	45.8	58.0	28.6
	100.0	23.3	14.6	8.7	2.5	0.4	1.8	4.0	80.7	56.9	23.8	3.6		3.5	16.7	12.0	3.3	6.2	2.5	62.3
Buy sports footwear	7384	2389	1115	1275	237	34	317	687	6121	4041	2080	329		355	1395	955	335	449	170	3916
	23.5	29.4	18.4	61.9	82.1	29.0	58.7	61.6	26.6	22.3	42.7	59.0		34.2	45.2	39.6	35.9	40.3	47.2	21.9
	100.0	32.4	15.1	17.3	3.2	0.5	4.3	9.3	82.9	54.7	28.2	4.5		4.8	18.9	12.9	4.5	6.1	2.3	53.0
Follow fantasy teams	6932	2120	1235	885	288	34	221	342	6030	3979	2050	329		460	1261	793	153	470	170	4201
	22.1	26.1	20.4	43.0	100.0	29.0	40.9	30.7	26.2	21.9	42.0	59.0		44.3	40.9	32.9	16.3	42.2	47.2	23.5
	100.0	30.6	17.8	12.8	4.2	0.5	3.2	4.9	87.0	57.4	29.6	4.8		6.6	18.2	11.4	2.2	6.8	2.5	60.6
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	4901	1554	594	960	205	34	267	453	4373	2511	1862	298		345	1220	761	167	443	152	2433
	15.6	19.1	9.8	46.6	71.2	29.0	49.4	40.7	19.0	13.8	38.2	53.3		33.2	39.5	31.6	17.8	39.7	42.2	13.6
	100.0	31.7	12.1	19.6	4.2	0.7	5.5	9.3	89.2	51.2	38.0	6.1		7.0	24.9	15.5	3.4	9.0	3.1	49.7
Use Tumblr to follow/post about a sport (player, team, league, etc.)	4303	1263	639	625	205	34	190	195	3730	2252	1478	298		162	1019	696	158	425	113	2346
	13.7	15.6	10.5	30.3	71.2	29.0	35.2	17.5	16.2	12.4	30.3	53.3		15.5	33.0	28.9	16.9	38.1	31.4	13.1
	100.0	29.4	14.8	14.5	4.8	0.8	4.4	4.5	86.7	52.3	34.4	6.9		3.8	23.7	16.2	3.7	9.9	2.6	54.5
Use Twitter to follow/post about a sport (player, team, league, etc.)	4069	4069	2276	1793	288	117	541	847	3540	1863	1677	237	83	290	1067	653	126	279	248	2446
	13.0	50.1	37.6	87.0	100.0	100.0	100.0	76.0	15.4	10.3	34.4	42.3	43.1	27.9	34.6	27.1	13.5	25.0	68.6	13.7
	100.0	100.0	55.9	44.1	7.1	2.9	13.3	20.8	87.0	45.8	41.2	5.8	2.0	7.1	26.2	16.0	3.1	6.9	6.1	60.1
Other	891	45	45						764	559	206				206	30	30			583
	2.8	0.6	0.7						3.3	3.1	4.2				6.7	1.2	3.2			3.3
	100.0	5.1	5.1						85.8	62.7	23.1				23.1	3.3	3.3			65.5
Have not used for activities related to sports	6873	825	825						3869	3548	322	55			267	151	18	133		3266
	21.9	10.2	13.6						16.8	19.6	6.6	9.8			8.7	6.3	1.9	11.9		18.2
	100.0	12.0	12.0						56.3	51.6	4.7	0.8			3.9	2.2	0.3	1.9		47.5

## Activities on Computer of those Attended/Watched (any): Baseball: Minor League

	Total	Gender		Age					Household Income				Region				Bought Sports Apparel		
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
Have used for activities related to sports (Net)	24116	13439	10677	1504	2719	3984	6269	9640	3846	4260	8813	7197	5226	6493	8713	3683	4753	3211	1542
	76.9	82.2	71.1	64.9	81.9	92.5	81.1	70.4	74.7	69.7	84.1	74.7	77.7	79.3	79.8	66.6	81.5	76.2	95.4
	100.0	55.7	44.3	6.2	11.3	16.5	26.0	40.0	15.9	17.7	36.5	29.8	21.7	26.9	36.1	15.3	19.7	13.3	6.4
Visit specific team website	18646	10520	8125	1258	2212	2798	5125	7253	3229	3149	6952	5315	3872	5469	6738	2567	3628	2410	1218
	59.4	64.3	54.1	54.2	66.6	65.0	66.3	53.0	62.7	51.5	66.4	55.2	57.5	66.8	61.7	46.4	62.2	57.2	75.4
	100.0	56.4	43.6	6.7	11.9	15.0	27.5	38.9	17.3	16.9	37.3	28.5	20.8	29.3	36.1	13.8	19.5	12.9	6.5
Check scores of games	18084	10686	7398	833	2105	3028	4481	7638	3080	3193	6727	5084	3206	5005	7211	2662	3640	2419	1222
	57.7	65.3	49.3	35.9	63.4	70.3	58.0	55.8	59.8	52.2	64.2	52.8	47.6	61.1	66.1	48.1	62.4	57.4	75.6
	100.0	59.1	40.9	4.6	11.6	16.7	24.8	42.2	17.0	17.7	37.2	28.1	17.7	27.7	39.9	14.7	20.1	13.4	6.8
Visit league website	16165	9930	6235	1222	1653	2431	4834	6023	2635	2425	6333	4771	3274	4157	6432	2302	3687	2540	1147
	51.5	60.7	41.5	52.7	49.8	56.5	62.5	44.0	51.2	39.7	60.5	49.5	48.6	50.7	58.9	41.6	63.2	60.3	71.0
	100.0	61.4	38.6	7.6	10.2	15.0	29.9	37.3	16.3	15.0	39.2	29.5	20.3	25.7	39.8	14.2	22.8	15.7	7.1
Read sports articles/blogs	15624	9149	6476	1072	1558	2459	3845	6691	2636	2426	5985	4577	3179	4099	6121	2225	3274	2014	1260
	49.8	55.9	43.1	46.2	46.9	57.1	49.7	48.9	51.2	39.7	57.1	47.5	47.2	50.0	56.1	40.2	56.2	47.8	78.0
	100.0	58.6	41.4	6.9	10.0	15.7	24.6	42.8	16.9	15.5	38.3	29.3	20.3	26.2	39.2	14.2	21.0	12.9	8.1
Buy tickets to games	15275	8207	7068	867	1962	2887	4175	5385	1965	2193	5961	5156	3251	4016	5490	2518	3577	2212	1365
	48.7	50.2	47.1	37.4	59.1	67.0	54.0	39.3	38.2	35.9	56.9	53.5	48.3	49.0	50.3	45.5	61.4	52.5	84.5
	100.0	53.7	46.3	5.7	12.8	18.9	27.3	35.3	12.9	14.4	39.0	33.8	21.3	26.3	35.9	16.5	23.4	14.5	8.9
Watch sports	11864	7222	4642	1005	1975	2453	2615	3815	2420	2291	4006	3147	2007	3224	4994	1640	2161	1424	737
	37.8	44.2	30.9	43.4	59.5	57.0	33.8	27.9	47.0	37.5	38.2	32.7	29.8	39.4	45.8	29.6	37.1	33.8	45.6
	100.0	60.9	39.1	8.5	16.7	20.7	22.0	32.2	20.4	19.3	33.8	26.5	16.9	27.2	42.1	13.8	18.2	12.0	6.2
Watch sports related video on YouTube	10951	6674	4277	1269	1922	2300	2654	2806	2073	1838	4311	2728	1999	3070	4512	1369	2238	1538	699
	34.9	40.8	28.5	54.7	57.9	53.4	34.3	20.5	40.2	30.1	41.2	28.3	29.7	37.5	41.3	24.7	38.4	36.5	43.3
	100.0	60.9	39.1	11.6	17.6	21.0	24.2	25.6	18.9	16.8	39.4	24.9	18.3	28.0	41.2	12.5	20.4	14.0	6.4
Buy sports logo apparel	10586	5683	4903	988	1620	1947	3361	2669	1534	2015	4206	2830	2198	2487	4764	1137	2649	1548	1101
	33.7	34.7	32.7	42.6	48.8	45.2	43.5	19.5	29.8	33.0	40.2	29.4	32.7	30.4	43.6	20.6	45.4	36.7	68.1
	100.0	53.7	46.3	9.3	15.3	18.4	31.7	25.2	14.5	19.0	39.7	26.7	20.8	23.5	45.0	10.7	25.0	14.6	10.4
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	9428	5361	4067	959	1637	1890	2916	2027	2113	2108	3597	1610	1336	3196	3605	1292	1859	1157	702
	30.1	32.8	27.1	41.3	49.3	43.9	37.7	14.8	41.0	34.5	34.3	16.7	19.9	39.0	33.0	23.4	31.9	27.4	43.5
	100.0	56.9	43.1	10.2	17.4	20.0	30.9	21.5	22.4	22.4	38.1	17.1	14.2	33.9	38.2	13.7	19.7	12.3	7.4

## Activities on Computer of those Attended/Watched (any): Baseball: Minor League

	Total	Gender		Age					Household Income				Region				Bought Sports Apparel		
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Use Google+ to follow/post about a sport (player, team, league, etc.)	6919	4342	2577	568	890	872	1624	2964	794	1265	2257	2602	1456	1746	2534	1183	1691	1206	485
	22.1	26.5	17.2	24.5	26.8	20.3	21.0	21.7	15.4	20.7	21.5	27.0	21.6	21.3	23.2	21.4	29.0	28.6	30.0
	100.0	62.8	37.2	8.2	12.9	12.6	23.5	42.8	11.5	18.3	32.6	37.6	21.0	25.2	36.6	17.1	24.4	17.4	7.0
Buy sports footwear	6588	3543	3044	907	1139	1539	1661	1341	1100	1482	2357	1649	1352	1617	2762	857	1538	847	692
	21.0	21.7	20.3	39.1	34.3	35.7	21.5	9.8	21.4	24.2	22.5	17.1	20.1	19.7	25.3	15.5	26.4	20.1	42.8
	100.0	53.8	46.2	13.8	17.3	23.4	25.2	20.4	16.7	22.5	35.8	25.0	20.5	24.6	41.9	13.0	23.4	12.9	10.5
Follow fantasy teams	5543	4065	1479	655	524	1551	1148	1665	815	1122	2418	1187	657	1625	2280	981	1049	711	338
	17.7	24.8	9.8	28.3	15.8	36.0	14.9	12.2	15.8	18.4	23.1	12.3	9.8	19.8	20.9	17.7	18.0	16.9	20.9
	100.0	73.3	26.7	11.8	9.5	28.0	20.7	30.0	14.7	20.2	43.6	21.4	11.9	29.3	41.1	17.7	18.9	12.8	6.1
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	3632	1593	2040	796	772	970	631	464	825	973	1285	549	564	1433	1315	321	784	529	256
	11.6	9.7	13.6	34.3	23.2	22.5	8.2	3.4	16.0	15.9	12.3	5.7	8.4	17.5	12.0	5.8	13.5	12.5	15.8
	100.0	43.8	56.2	21.9	21.2	26.7	17.4	12.8	22.7	26.8	35.4	15.1	15.5	39.4	36.2	8.8	21.6	14.6	7.0
Use Twitter to follow/post about a sport (player, team, league, etc.)	2931	1487	1445	759	658	553	586	375	412	840	1035	644	502	1023	1263	143	471	131	340
	9.3	9.1	9.6	32.7	19.8	12.8	7.6	2.7	8.0	13.7	9.9	6.7	7.5	12.5	11.6	2.6	8.1	3.1	21.1
	100.0	50.7	49.3	25.9	22.5	18.9	20.0	12.8	14.1	28.7	35.3	22.0	17.1	34.9	43.1	4.9	16.1	4.5	11.6
Use Tumblr to follow/post about a sport (player, team, league, etc.)	2701	1643	1059	598	488	515	473	628	518	490	1240	453	298	784	1322	298	734	531	203
	8.6	10.0	7.1	25.8	14.7	12.0	6.1	4.6	10.1	8.0	11.8	4.7	4.4	9.6	12.1	5.4	12.6	12.6	12.6
	100.0	60.8	39.2	22.1	18.0	19.1	17.5	23.2	19.2	18.1	45.9	16.8	11.0	29.0	48.9	11.0	27.2	19.7	7.5
Other	695	537	157		59	172	45	417	216	166	43	270	149	161	226	158	74	74	
	2.2	3.3	1.0		1.8	4.0	0.6	3.0	4.2	2.7	0.4	2.8	2.2	2.0	2.1	2.9	1.3	1.8	
	100.0	77.4	22.6		8.6	24.8	6.5	60.1	31.1	23.9	6.2	38.8	21.5	23.2	32.6	22.7	10.6	10.6	
Have not used for activities related to sports	7253	2919	4334	814	602	323	1462	4052	1305	1853	1661	2433	1504	1699	2201	1849	1078	1004	74
	23.1	17.8	28.9	35.1	18.1	7.5	18.9	29.6	25.3	30.3	15.9	25.3	22.3	20.7	20.2	33.4	18.5	23.8	4.6
	100.0	40.2	59.8	11.2	8.3	4.5	20.2	55.9	18.0	25.6	22.9	33.5	20.7	23.4	30.4	25.5	14.9	13.8	1.0

Activities on Computer of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																				
																		Use Mobile Device for Sports			
	Attended					Television					Computer/Tablet Smart Phone			Com-puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone	
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+								
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3	
Have used for activities related to sports (Net)	24116	15988	7812	5564	2612	9800	9434	4301	3971	1162	883	327	556	811	322	36	322	14953	6496	13593	
	76.9	78.7	78.6	77.9	80.5	72.7	72.2	78.2	69.2	63.6	94.3	86.1	100.0	100.0	85.9	100.0	85.9	97.5	98.1	97.8	
	100.0	100.0	48.9	34.8	16.3	100.0	96.3	43.9	40.5	11.9	9.0	3.3	5.7	8.3	3.3	0.4	3.3	62.0	26.9	56.4	
Visit specific team website	18646	12454	6245	4151	2059	7667	7338	3321	2994	1024	783	262	521	711	286		286	11814	5204	10813	
	59.4	61.3	62.8	58.1	63.4	56.9	56.2	60.4	52.2	56.0	83.6	69.0	93.6	87.6	76.4		76.4	77.1	78.6	77.8	
	100.0	100.0	50.1	33.3	16.5	100.0	95.7	43.3	39.1	13.4	10.2	3.4	6.8	9.3	3.7		3.7	63.4	27.9	58.0	
Check scores of games	18084	12499	5978	4442	2078	7167	6801	3142	2761	898	856	300	556	784	322	36	322	10830	5004	9718	
	57.7	61.5	60.2	62.2	64.0	53.2	52.1	57.1	48.1	49.1	91.4	78.9	100.0	96.7	85.9	100.0	85.9	70.6	75.6	69.9	
	100.0	100.0	47.8	35.5	16.6	100.0	94.9	43.8	38.5	12.5	11.9	4.2	7.8	10.9	4.5	0.5	4.5	59.9	27.7	53.7	
Visit league website	16165	10845	4907	3882	2056	6775	6483	3001	2549	932	782	300	482	710	322	36	322	10372	4294	9734	
	51.5	53.4	49.4	54.4	63.4	50.2	49.6	54.6	44.4	51.0	83.5	78.9	86.7	87.5	85.9	100.0	85.9	67.6	64.8	70.1	
	100.0	100.0	45.2	35.8	19.0	100.0	95.7	44.3	37.6	13.8	11.5	4.4	7.1	10.5	4.7	0.5	4.7	64.2	26.6	60.2	
Read sports articles/blogs	15624	10398	5122	3479	1798	6519	6264	2632	2664	968	615	262	353	543	192	36	192	9883	4336	9200	
	49.8	51.2	51.5	48.7	55.4	48.3	48.0	47.9	46.4	53.0	65.7	69.0	63.4	66.9	51.4	100.0	51.4	64.5	65.5	66.2	
	100.0	100.0	49.3	33.5	17.3	100.0	96.1	40.4	40.9	14.8	9.4	4.0	5.4	8.3	3.0	0.5	3.0	63.3	27.8	58.9	
Buy tickets to games	15275	10739	4880	4108	1751	5807	5585	2309	2393	883	712	156	556	641	322	36	322	10331	4569	9573	
	48.7	52.8	49.1	57.6	53.9	43.1	42.7	42.0	41.7	48.3	76.1	41.2	100.0	79.0	85.9	100.0	85.9	67.4	69.0	68.9	
	100.0	100.0	45.4	38.3	16.3	100.0	96.2	39.8	41.2	15.2	12.3	2.7	9.6	11.0	5.5	0.6	5.5	67.6	29.9	62.7	
Watch sports	11864	7429	3583	2940	907	5431	5065	2334	1775	955	883	327	556	811	322	36	322	8331	3639	7855	
	37.8	36.6	36.0	41.2	28.0	40.3	38.8	42.5	30.9	52.3	94.3	86.1	100.0	100.0	85.9	100.0	85.9	54.3	55.0	56.5	
	100.0	100.0	48.2	39.6	12.2	100.0	93.3	43.0	32.7	17.6	16.3	6.0	10.2	14.9	5.9	0.7	5.9	70.2	30.7	66.2	
Watch sports related video on YouTube	10951	7011	3271	2590	1149	4880	4649	1994	1987	668	720	300	421	649	322	36	322	7807	3993	7244	
	34.9	34.5	32.9	36.3	35.4	36.2	35.6	36.3	34.6	36.6	77.0	78.9	75.6	80.0	85.9	100.0	85.9	50.9	60.3	52.1	
	100.0	100.0	46.7	36.9	16.4	100.0	95.3	40.9	40.7	13.7	14.8	6.1	8.6	13.3	6.6	0.7	6.6	71.3	36.5	66.2	
Buy sports logo apparel	10586	7001	3230	2507	1263	4637	4332	1598	1885	848	665	300	366	594	192	36	192	7819	3603	7588	
	33.7	34.4	32.5	35.1	38.9	34.4	33.2	29.1	32.8	46.4	71.1	78.9	65.7	73.2	51.4	100.0	51.4	51.0	54.4	54.6	
	100.0	100.0	46.1	35.8	18.0	100.0	93.4	34.5	40.7	18.3	14.4	6.5	7.9	12.8	4.2	0.8	4.2	73.9	34.0	71.7	

## Activities on Computer of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
																		Use Mobile Device for Sports		
	Attended					Television					Computer/Tablet Smart Phone									
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	9428 30.1 100.0	6153 30.3 100.0	2536 25.5 41.2	2545 35.7 41.4	1071 33.0 17.4	4214 31.3 100.0	3972 30.4 94.2	2265 41.2 53.7	1211 21.1 28.7	496 27.2 11.8	625 66.8 14.8	300 78.9 7.1	325 58.5 7.7	625 77.0 14.8	215 57.3 5.1		215 57.3 5.1	6465 42.2 68.6	2787 42.1 29.6	6077 43.7 64.5
Use Google+ to follow/post about a sport (player, team, league, etc.)	6919 22.1 100.0	3910 19.2 100.0	1598 16.1 40.9	1510 21.2 38.6	802 24.7 20.5	3475 25.8 100.0	3331 25.5 95.9	1249 22.7 35.9	1416 24.7 40.8	667 36.5 19.2	385 41.2 11.1	143 37.8 4.1	242 43.5 7.0	314 38.6 9.0	192 51.4 5.5	36 100.0 1.0	192 51.4 5.5	4631 30.2 66.9	2272 34.3 32.8	4331 31.2 62.6
Buy sports footwear	6588 21.0 100.0	3687 18.1 100.0	1904 19.2 51.6	926 13.0 25.1	856 26.4 23.2	3444 25.5 100.0	3176 24.3 92.2	1276 23.2 37.1	1193 20.8 34.6	708 38.7 20.6	509 54.4 14.8	143 37.8 4.2	366 65.7 10.6	437 53.9 12.7	192 51.4 5.6	36 100.0 1.0	192 51.4 5.6	4986 32.5 75.7	2274 34.3 34.5	4619 33.2 70.1
Follow fantasy teams	5543 17.7 100.0	3374 16.6 100.0	1803 18.1 53.4	1136 15.9 33.7	435 13.4 12.9	2629 19.5 100.0	2491 19.1 94.7	877 16.0 33.4	1103 19.2 42.0	510 27.9 19.4	380 40.6 14.4	77 20.2 2.9	303 54.5 11.5	308 38.0 11.7	192 51.4 7.3	36 100.0 1.4	192 51.4 7.3	4100 26.7 74.0	1638 24.7 29.5	3878 27.9 70.0
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	3632 11.6 100.0	1755 8.6 100.0	860 8.7 49.0	691 9.7 39.4	204 6.3 11.6	2287 17.0 100.0	2143 16.4 93.7	585 10.6 25.6	1017 17.7 44.5	541 29.6 23.6	504 53.8 22.0	262 69.0 11.5	242 43.5 10.6	432 53.3 18.9	192 51.4 8.4	36 100.0 1.6	192 51.4 8.4	2439 15.9 67.1	1073 16.2 29.5	2394 17.2 65.9
Use Twitter to follow/post about a sport (player, team, league, etc.)	2931 9.3 100.0	1827 9.0 100.0	867 8.7 47.4	715 10.0 39.2	245 7.5 13.4	1521 11.3 100.0	1409 10.8 92.6	560 10.2 36.8	704 12.3 46.3	145 7.9 9.5	365 39.0 24.0	156 41.2 10.3	209 37.5 13.7	365 45.0 24.0	85 22.8 5.6		85 22.8 5.6	2253 14.7 76.9	795 12.0 27.1	2144 15.4 73.2
Use Tumblr to follow/post about a sport (player, team, league, etc.)	2701 8.6 100.0	1373 6.8 100.0	725 7.3 52.8	543 7.6 39.6	105 3.2 7.6	1682 12.5 100.0	1643 12.6 97.7	559 10.2 33.2	508 8.8 30.2	576 31.6 34.3	245 26.2 14.6	39 10.3 2.3	206 37.1 12.3	174 21.4 10.3	157 41.9 9.3		157 41.9 9.3	1786 11.6 66.1	1069 16.1 39.6	1664 12.0 61.6
Other	695 2.2 100.0	421 2.1 100.0	140 1.4 33.2	190 2.7 45.1	91 2.8 21.7	319 2.4 100.0	319 2.4 100.0	157 2.9 49.3	162 2.8 50.7									315 2.1 45.3	160 2.4 23.0	315 2.3 45.3



## Activities on Computer of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Baseball: Minor League																			
	Attended										Watched									
						Television					Computer/Tablet Smart Phone					Use Mobile Device for Sports				
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Have not used for activities related to sports	7253	4334	2126	1574	634	3683	3630	1196	1769	665	53	53		53		53	380	126	302	
	23.1	21.3	21.4	22.1	19.5	27.3	27.8	21.8	30.8	36.4	5.7	13.9		14.1		14.1	2.5	1.9	2.2	
	100.0	100.0	49.1	36.3	14.6	100.0	98.6	32.5	48.0	18.1	1.4	1.4		1.4		1.4	5.2	1.7	4.2	

Activities on Computer of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
Have used for activities related to sports (Net)	24116	7135	5075	2060	288	117	541	1114	18768	14261	4507	504	194	1040	2770	2259	916	981	361	14489
	76.9	87.9	83.8	100.0	100.0	100.0	100.0	100.0	81.5	78.6	92.4	90.2	100.0	100.0	89.8	93.7	98.1	88.1	100.0	81.0
	100.0	29.6	21.0	8.5	1.2	0.5	2.2	4.6	77.8	59.1	18.7	2.1	0.8	4.3	11.5	9.4	3.8	4.1	1.5	60.1
Visit specific team website	18646	5626	3863	1762	288	117	541	816	14433	10659	3774	346	194	905	2329	1799	588	931	280	11349
	59.4	69.3	63.8	85.5	100.0	100.0	100.0	73.3	62.7	58.8	77.4	62.0	100.0	87.0	75.5	74.7	63.0	83.6	77.6	63.4
	100.0	30.2	20.7	9.5	1.5	0.6	2.9	4.4	77.4	57.2	20.2	1.9	1.0	4.9	12.5	9.7	3.2	5.0	1.5	60.9
Check scores of games	18084	5441	3798	1643	288	117	541	696	13710	10108	3602	462	153	769	2218	1749	626	871	251	11115
	57.7	67.0	62.7	79.7	100.0	100.0	100.0	62.5	59.6	55.7	73.9	82.8	78.8	74.0	71.9	72.6	67.0	78.2	69.6	62.1
	100.0	30.1	21.0	9.1	1.6	0.6	3.0	3.9	75.8	55.9	19.9	2.6	0.8	4.3	12.3	9.7	3.5	4.8	1.4	61.5
Visit league website	16165	4633	3241	1392	257	117	466	552	12280	9081	3198	431	153	760	1855	1731	758	764	209	10089
	51.5	57.1	53.5	67.6	89.1	100.0	86.3	49.5	53.4	50.1	65.6	77.1	78.8	73.1	60.1	71.8	81.1	68.6	58.0	56.4
	100.0	28.7	20.0	8.6	1.6	0.7	2.9	3.4	76.0	56.2	19.8	2.7	0.9	4.7	11.5	10.7	4.7	4.7	1.3	62.4
Read sports articles/blogs	15624	4724	3318	1405	288	117	466	533	11860	8870	2990	368	153	619	1850	1320	348	762	209	9810
	49.8	58.2	54.8	68.2	100.0	100.0	86.3	47.9	51.5	48.9	61.3	66.0	78.8	59.5	60.0	54.8	37.3	68.4	58.0	54.8
	100.0	30.2	21.2	9.0	1.8	0.8	3.0	3.4	75.9	56.8	19.1	2.4	1.0	4.0	11.8	8.4	2.2	4.9	1.3	62.8
Buy tickets to games	15275	5006	3467	1539	288	117	541	593	12108	9087	3021	368	124	624	1904	1732	706	817	209	9218
	48.7	61.7	57.2	74.7	100.0	100.0	100.0	53.2	52.6	50.1	61.9	66.0	64.2	60.1	61.7	71.9	75.5	73.3	58.0	51.5
	100.0	32.8	22.7	10.1	1.9	0.8	3.5	3.9	79.3	59.5	19.8	2.4	0.8	4.1	12.5	11.3	4.6	5.3	1.4	60.4
Watch sports	11864	4334	2831	1503	288	117	499	599	10054	6723	3331	423	124	687	2096	1465	494	681	290	7326
	37.8	53.4	46.7	73.0	100.0	100.0	92.3	53.8	43.7	37.1	68.3	75.8	64.2	66.1	67.9	60.8	52.9	61.2	80.4	40.9
	100.0	36.5	23.9	12.7	2.4	1.0	4.2	5.0	84.7	56.7	28.1	3.6	1.0	5.8	17.7	12.4	4.2	5.7	2.4	61.7
Watch sports related video on YouTube	10951	4316	2725	1591	257	117	466	750	9332	6218	3115	392	83	677	1962	1489	575	744	170	6664
	34.9	53.2	45.0	77.2	89.1	100.0	86.3	67.4	40.5	34.3	63.9	70.2	43.1	65.1	63.6	61.8	61.6	66.7	47.2	37.2
	100.0	39.4	24.9	14.5	2.3	1.1	4.3	6.9	85.2	56.8	28.4	3.6	0.8	6.2	17.9	13.6	5.3	6.8	1.6	60.9
Buy sports logo apparel	10586	3914	2251	1663	288	117	499	758	8642	5945	2697	288	153	628	1628	1314	252	701	361	6264
	33.7	48.2	37.2	80.7	100.0	100.0	92.3	68.1	37.5	32.8	55.3	51.5	78.8	60.4	52.8	54.5	27.0	62.9	100.0	35.0
	100.0	37.0	21.3	15.7	2.7	1.1	4.7	7.2	81.6	56.2	25.5	2.7	1.4	5.9	15.4	12.4	2.4	6.6	3.4	59.2

Activities on Computer of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	9428 30.1 100.0	3982 49.0 42.2	2609 43.1 27.7	1374 66.7 14.6	205 71.2 2.2	117 100.0 1.2	298 55.1 3.2	753 67.6 8.0	9428 41.0 100.0	5956 32.8 63.2	3472 71.2 36.8	395 70.8 4.2	194 100.0 2.1	731 70.3 7.7	2153 69.8 22.8	1101 45.7 11.7	173 18.5 1.8	637 57.2 6.8	290 80.4 3.1	6042 33.8 64.1
Use Google+ to follow/post about a sport (player, team, league, etc.)	6919 22.1 100.0	1618 19.9 23.4	1053 17.4 15.2	565 27.4 8.2	205 71.2 3.0	34 29.0 0.5		326 29.3 4.7	5524 24.0 79.8	3909 21.5 56.5	1616 33.1 23.4	256 45.9 3.7		210 20.2 3.0	1149 37.3 16.6	833 34.6 12.0	173 18.5 2.5	451 40.5 6.5	209 58.0 3.0	4440 24.8 64.2
Buy sports footwear	6588 21.0 100.0	2315 28.5 35.1	1115 18.4 16.9	1200 58.3 18.2	237 82.1 3.6	34 29.0 0.5	317 58.7 4.8	612 55.0 9.3	5370 23.3 81.5	3501 19.3 53.1	1869 38.3 28.4	329 59.0 5.0		355 34.2 5.4	1184 38.4 18.0	955 39.6 14.5	335 35.9 5.1	449 40.3 6.8	170 47.2 2.6	3625 20.3 55.0
Follow fantasy teams	5543 17.7 100.0	1831 22.5 33.0	1019 16.8 18.4	811 39.4 14.6	288 100.0 5.2	34 29.0 0.6	147 27.2 2.6	342 30.7 6.2	4687 20.4 84.5	3070 16.9 55.4	1616 33.1 29.2	288 51.5 5.2		331 31.8 6.0	998 32.3 18.0	743 30.9 13.4	103 11.0 1.9	470 42.2 8.5	170 47.2 3.1	3715 20.8 67.0
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	3632 11.6 100.0	1354 16.7 37.3	507 8.4 14.0	846 41.1 23.3	205 71.2 5.6	34 29.0 0.9	193 35.7 5.3	414 37.2 11.4	3151 13.7 86.7	1591 8.8 43.8	1560 32.0 42.9	298 53.3 8.2		266 25.6 7.3	996 32.3 27.4	637 26.4 17.5	141 15.1 3.9	383 34.4 10.5	113 31.4 3.1	1965 11.0 54.1
Use Twitter to follow/post about a sport (player, team, league, etc.)	2931 9.3 100.0	2931 36.1 100.0	1495 24.7 51.0	1436 69.7 49.0	288 100.0 9.8	117 100.0 4.0	340 62.8 11.6	691 62.0 23.6	2748 11.9 93.8	1346 7.4 45.9	1403 28.8 47.8	237 42.3 8.1	83 43.1 2.8	258 24.8 8.8	825 26.7 28.1	417 17.3 14.2		279 25.0 9.5	138 38.2 4.7	1896 10.6 64.7
Use Tumblr to follow/post about a sport (player, team, league, etc.)	2701 8.6 100.0	983 12.1 36.4	474 7.8 17.5	509 24.7 18.8	205 71.2 7.6	34 29.0 1.3	74 13.8 2.8	195 17.5 7.2	2175 9.4 80.5	1245 6.9 46.1	930 19.1 34.4	262 47.0 9.7		109 10.4 4.0	559 18.1 20.7	505 21.0 18.7	27 2.9 1.0	365 32.7 13.5	113 31.4 4.2	1600 8.9 59.2
Other	695 2.2 100.0	45 0.6 6.5	45 0.7 6.5						614 2.7 88.4	456 2.5 65.7	158 3.2 22.7				158 5.1 22.7	30 1.2 4.3	30 3.2 4.3			436 2.4 62.7
Have not used for activities related to sports	7253 23.1 100.0	984 12.1 13.6	984 16.2 13.6						4249 18.5 58.6	3879 21.4 53.5	369 7.6 5.1	55 9.8 0.8			315 10.2 4.3	151 6.3 2.1	18 1.9 0.2	133 11.9 1.8		3408 19.0 47.0

Activities on Tablet of those Attended/Watched (any): Baseball: Minor League  
Base: Own a Tablet

																	Bought		
	Gender			Age					Household Income				Region				Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K- \$49.9K	\$50K- \$99.9K	\$100K &Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	11572	5545	6027	532	1050	1888	2942	5160	1156	1941	3534	4941	3144	2841	3629	1957	1957	1464	493
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	47.9	52.1	4.6	9.1	16.3	25.4	44.6	10.0	16.8	30.5	42.7	27.2	24.6	31.4	16.9	16.9	12.7	4.3
Have used for activities related to sports (Net)	6622	3720	2902	402	741	1592	1646	2240	588	1066	2358	2611	1980	1405	2358	879	1063	768	295
	57.2	67.1	48.1	75.6	70.6	84.3	55.9	43.4	50.8	54.9	66.7	52.8	63.0	49.4	65.0	44.9	54.3	52.5	59.8
	100.0	56.2	43.8	6.1	11.2	24.0	24.9	33.8	8.9	16.1	35.6	39.4	29.9	21.2	35.6	13.3	16.1	11.6	4.5
Check scores of games	4159	2547	1612	210	284	948	863	1854	183	521	1570	1885	934	848	1671	705	762	526	236
	35.9	45.9	26.7	39.4	27.1	50.2	29.3	35.9	15.8	26.9	44.4	38.2	29.7	29.9	46.0	36.0	38.9	35.9	47.9
	100.0	61.2	38.8	5.0	6.8	22.8	20.8	44.6	4.4	12.5	37.7	45.3	22.5	20.4	40.2	17.0	18.3	12.6	5.7
Visit specific team website	3808	2240	1568	210	369	837	891	1500	404	630	1137	1637	850	855	1730	373	781	486	295
	32.9	40.4	26.0	39.4	35.2	44.3	30.3	29.1	35.0	32.5	32.2	33.1	27.0	30.1	47.7	19.1	39.9	33.2	59.8
	100.0	58.8	41.2	5.5	9.7	22.0	23.4	39.4	10.6	16.5	29.9	43.0	22.3	22.5	45.4	9.8	20.5	12.8	7.7
Read sports articles/blogs	3648	1773	1875	210	320	743	1033	1342	284	721	1177	1465	759	1123	1283	483	697	461	236
	31.5	32.0	31.1	39.4	30.4	39.4	35.1	26.0	24.6	37.2	33.3	29.7	24.1	39.5	35.3	24.7	35.6	31.5	47.9
	100.0	48.6	51.4	5.7	8.8	20.4	28.3	36.8	7.8	19.8	32.3	40.2	20.8	30.8	35.2	13.2	19.1	12.6	6.5
Visit league website	2603	1483	1121		217	753	921	713		561	981	1061	653	352	1202	397	571	410	161
	22.5	26.7	18.6		20.7	39.9	31.3	13.8		28.9	27.8	21.5	20.8	12.4	33.1	20.3	29.2	28.0	32.7
	100.0	57.0	43.0		8.3	28.9	35.4	27.4		21.6	37.7	40.8	25.1	13.5	46.2	15.2	21.9	15.8	6.2
Watch sports	2220	1296	925	223	337	382	485	793	242	577	658	743	762	332	962	165	360	296	64
	19.2	23.4	15.3	41.9	32.1	20.3	16.5	15.4	20.9	29.7	18.6	15.0	24.2	11.7	26.5	8.5	18.4	20.2	13.0
	100.0	58.3	41.7	10.0	15.2	17.2	21.8	35.7	10.9	26.0	29.6	33.5	34.3	14.9	43.3	7.5	16.2	13.3	2.9
Watch sports related video on YouTube	2206	1468	738	233	238	474	616	646	85	508	707	907	510	580	868	249	343	204	139
	19.1	26.5	12.2	43.8	22.7	25.1	20.9	12.5	7.3	26.1	20.0	18.4	16.2	20.4	23.9	12.7	17.5	13.9	28.1
	100.0	66.5	33.5	10.6	10.8	21.5	27.9	29.3	3.8	23.0	32.0	41.1	23.1	26.3	39.4	11.3	15.5	9.3	6.3
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	1868	998	870	105	323	387	607	446	306	493	560	508	369	157	1231	111	384	163	220
	16.1	18.0	14.4	19.7	30.8	20.5	20.6	8.7	26.5	25.4	15.8	10.3	11.7	5.5	33.9	5.7	19.6	11.1	44.7
	100.0	53.4	46.6	5.6	17.3	20.7	32.5	23.9	16.4	26.4	30.0	27.2	19.8	8.4	65.9	5.9	20.5	8.7	11.8
Use Google+ to follow/post about a sport (player, team, league, etc.)	1452	991	462		264	119	316	753	207	249	223	774	374	310	595	173	187	148	38
	12.6	17.9	7.7		25.1	6.3	10.8	14.6	17.9	12.8	6.3	15.7	11.9	10.9	16.4	8.8	9.5	10.1	7.7
	100.0	68.2	31.8		18.2	8.2	21.8	51.9	14.2	17.1	15.3	53.3	25.8	21.3	41.0	11.9	12.8	10.2	2.6
Buy tickets to games	1148	463	684	135	141	180	470	222	102	297	475	273	418	141	557	32	180	51	129
	9.9	8.4	11.4	25.4	13.4	9.5	16.0	4.3	8.8	15.3	13.5	5.5	13.3	5.0	15.4	1.6	9.2	3.5	26.2
	100.0	40.4	59.6	11.8	12.3	15.7	41.0	19.3	8.9	25.9	41.4	23.8	36.4	12.3	48.5	2.8	15.7	4.4	11.3

Activities on Tablet of those Attended/Watched (any): Baseball: Minor League

Base: Own a Tablet

	Total	Gender		Age					Household Income				Region				Bought Sports Apparel		
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Buy sports logo apparel	1037	258	779		282	201	333	221	102	157	484	294	436	180	334	87	342	251	91
	9.0	4.7	12.9		26.9	10.6	11.3	4.3	8.8	8.1	13.7	6.0	13.9	6.3	9.2	4.4	17.5	17.2	18.5
	100.0	24.9	75.1		27.2	19.3	32.1	21.3	9.8	15.2	46.7	28.4	42.1	17.4	32.2	8.3	33.0	24.2	8.8
Follow fantasy teams	912	568	344	74	158	306	193	181		248	415	249	182	226	359	144	272	100	171
	7.9	10.2	5.7	14.0	15.0	16.2	6.6	3.5		12.8	11.8	5.0	5.8	8.0	9.9	7.4	13.9	6.8	34.8
	100.0	62.2	37.8	8.2	17.3	33.5	21.1	19.9		27.2	45.5	27.3	20.0	24.8	39.4	15.8	29.8	11.0	18.8
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	763	398	365	74	122	265	197	104	81	244	108	330	182	200	381		159	26	133
	6.6	7.2	6.1	14.0	11.6	14.0	6.7	2.0	7.0	12.6	3.0	6.7	5.8	7.1	10.5		8.1	1.8	27.0
	100.0	52.1	47.9	9.8	16.0	34.7	25.9	13.6	10.7	32.0	14.1	43.3	23.8	26.3	49.9		20.9	3.4	17.5
Use Tumblr to follow/post about a sport (player, team, league, etc.)	726	336	390	74	104	278	143	126	140	198	109	278	89	106	483	48	319	185	133
	6.3	6.1	6.5	14.0	9.9	14.7	4.9	2.4	12.1	10.2	3.1	5.6	2.8	3.7	13.3	2.4	16.3	12.7	27.0
	100.0	46.2	53.8	10.3	14.4	38.3	19.7	17.3	19.3	27.3	15.0	38.4	12.2	14.7	66.5	6.6	43.9	25.5	18.4
Use Twitter to follow/post about a sport (player, team, league, etc.)	624	177	446	210	57	113	121	122		324	180	120		178	445		134		134
	5.4	3.2	7.4	39.4	5.5	6.0	4.1	2.4		16.7	5.1	2.4		6.3	12.3		6.8		27.1
	100.0	28.5	71.5	33.6	9.2	18.2	19.4	19.6		51.9	28.8	19.3		28.6	71.4		21.4		21.4
Buy sports footwear	612	325	287	74	102	49	308	78	102	206	100	204	305	124	183		125	51	74
	5.3	5.9	4.8	14.0	9.7	2.6	10.5	1.5	8.8	10.6	2.8	4.1	9.7	4.4	5.0		6.4	3.5	15.1
	100.0	53.2	46.8	12.2	16.7	8.1	50.3	12.7	16.7	33.6	16.4	33.3	49.9	20.2	29.9		20.5	8.3	12.2
Other	79	79				31	48			79			48		31		31	31	
	0.7	1.4				1.6	1.6			4.1			1.5		0.9		1.6	2.1	
	100.0	100.0				39.4	60.6			100.0			60.6		39.4		39.4	39.4	
Have not used for activities related to sports	4950	1825	3125	130	309	296	1296	2919	568	875	1176	2331	1165	1436	1271	1078	894	696	198
	42.8	32.9	51.9	24.4	29.4	15.7	44.1	56.6	49.2	45.1	33.3	47.2	37.0	50.6	35.0	55.1	45.7	47.5	40.2
	100.0	36.9	63.1	2.6	6.2	6.0	26.2	59.0	11.5	17.7	23.8	47.1	23.5	29.0	25.7	21.8	18.1	14.1	4.0

Activities on Tablet of those Attended/Watched (any): Baseball: Minor League

Base: Own a Tablet

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone					Use Mobile Device for Sports				
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Total	11572	7282	3760	2356	1166	5009	4756	1709	2341	706	388	169	218	316	107	36	107	7977	6622	6538
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	51.6	32.3	16.0	100.0	94.9	34.1	46.7	14.1	7.7	3.4	4.4	6.3	2.1	0.7	2.1	68.9	57.2	56.5
Have used for activities related to sports (Net)	6622	4141	2175	1334	631	2845	2592	897	1558	137	360	142	218	289	107	36	107	6622	6622	5184
	57.2	56.9	57.9	56.6	54.1	56.8	54.5	52.5	66.5	19.4	93.0	84.0	100.0	91.4	100.0	100.0	100.0	83.0	100.0	79.3
	100.0	100.0	52.5	32.2	15.2	100.0	91.1	31.5	54.8	4.8	12.7	5.0	7.7	10.1	3.8	1.2	3.8	100.0	100.0	78.3
Check scores of games	4159	3239	1578	1075	587	1206	1057	415	577	65	149	38	111	149				4159	4159	3292
	35.9	44.5	42.0	45.6	50.3	24.1	22.2	24.3	24.7	9.3	38.4	22.3	50.8	47.1				52.1	62.8	50.3
	100.0	100.0	48.7	33.2	18.1	100.0	87.7	34.4	47.9	5.4	12.3	3.1	9.2	12.3				100.0	100.0	79.1
Visit specific team website	3808	2546	1123	841	581	1461	1295	455	775	65	201	104	97	201	36	36	36	3808	3808	2831
	32.9	35.0	29.9	35.7	49.9	29.2	27.2	26.6	33.1	9.3	51.9	61.7	44.4	63.7	33.2	100.0	33.2	47.7	57.5	43.3
	100.0	100.0	44.1	33.0	22.8	100.0	88.7	31.1	53.0	4.5	13.8	7.2	6.6	13.8	2.4	2.4	2.4	100.0	100.0	74.3
Read sports articles/blogs	3648	2374	1310	694	370	1614	1361	485	810	65	253	142	111	253				3648	3648	2905
	31.5	32.6	34.8	29.5	31.7	32.2	28.6	28.4	34.6	9.3	65.3	84.0	50.8	80.2				45.7	55.1	44.4
	100.0	100.0	55.2	29.2	15.6	100.0	84.3	30.0	50.2	4.1	15.7	8.8	6.9	15.7				100.0	100.0	79.6
Visit league website	2603	1615	818	469	327	1027	989	148	704	137	110	38	72	38	72		72	2603	2603	2180
	22.5	22.2	21.7	19.9	28.1	20.5	20.8	8.6	30.1	19.4	28.3	22.3	32.9	12.0	66.8		66.8	32.6	39.3	33.3
	100.0	100.0	50.6	29.1	20.3	100.0	96.3	14.4	68.6	13.4	10.7	3.7	7.0	3.7	7.0		7.0	100.0	100.0	83.7
Watch sports	2220	1204	439	482	284	1199	996	338	593	65	239	142	97	239	36	36	36	2220	2220	1829
	19.2	16.5	11.7	20.5	24.3	23.9	20.9	19.7	25.3	9.3	61.7	84.0	44.4	75.7	33.2	100.0	33.2	27.8	33.5	28.0
	100.0	100.0	36.4	40.0	23.5	100.0	83.0	28.1	49.4	5.5	19.9	11.9	8.1	19.9	3.0	3.0	3.0	100.0	100.0	82.4
Watch sports related video on YouTube	2206	1515	734	365	416	878	878	328	412	137	72		72		72		72	2206	2206	1846
	19.1	20.8	19.5	15.5	35.7	17.5	18.5	19.2	17.6	19.4	18.5		32.9		66.8		66.8	27.7	33.3	28.2
	100.0	100.0	48.4	24.1	27.5	100.0	100.0	37.4	46.9	15.6	8.2		8.2		8.2		8.2	100.0	100.0	83.7
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	1868	1345	518	525	302	630	476	177	298		190	104	85	190	36	36	36	1868	1868	1541
	16.1	18.5	13.8	22.3	25.9	12.6	10.0	10.4	12.7		48.9	61.7	39.0	60.0	33.2	100.0	33.2	23.4	28.2	23.6
	100.0	100.0	38.5	39.0	22.5	100.0	75.5	28.1	47.4		30.1	16.6	13.5	30.1	5.6	5.6	5.6	100.0	100.0	82.5

Activities on Tablet of those Attended/Watched (any): Baseball: Minor League  
Base: Own a Tablet

Attended/Watched (any) - Baseball: Minor League

	Watched																			
																		Use Mobile Device for Sports		
	Attended					Television					Computer/Tablet Smart Phone									
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Use Google+ to follow/post about a sport (player, team, league, etc.)	1452 12.6 100.0	814 11.2 100.0	327 8.7 40.1	339 14.4 41.7	148 12.7 18.2	638 12.7 100.0	534 11.2 83.6	136 8.0 21.4	326 13.9 51.1	72 10.2 11.2	176 45.5 27.6	104 61.7 16.4	72 32.9 11.2	104 33.1 16.4	72 66.8 11.2		72 66.8 11.2	1452 18.2 100.0	1452 21.9 100.0	1148 17.6 79.1
Buy tickets to games	1148 9.9 100.0	499 6.9 100.0	223 5.9 44.7	204 8.6 40.8	72 6.2 14.5	649 13.0 100.0	649 13.6 100.0	309 18.1 47.6	340 14.5 52.4									1148 14.4 100.0	1148 17.3 100.0	978 15.0 85.2
Buy sports logo apparel	1037 9.0 100.0	613 8.4 100.0	270 7.2 44.1	176 7.5 28.7	167 14.3 27.2	474 9.5 100.0	424 8.9 89.5	39 2.3 8.3	385 16.4 81.2		50 12.8 10.5	50 22.7 10.5	50 15.7 10.5					1037 13.0 100.0	1037 15.7 100.0	821 12.6 79.1
Follow fantasy teams	912 7.9 100.0	530 7.3 100.0	162 4.3 30.6	265 11.3 50.0	103 8.8 19.4	494 9.9 100.0	395 8.3 79.9	136 7.9 27.5	259 11.1 52.4		99 25.6 20.1	38 22.3 7.7	61 28.1 12.4	99 31.4 20.1				912 11.4 100.0	912 13.8 100.0	605 9.3 66.3
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	763 6.6 100.0	454 6.2 100.0	191 5.1 42.1	192 8.2 42.4	71 6.1 15.6	384 7.7 100.0	384 8.1 100.0		312 13.3 81.3	72 10.2 18.7	72 18.5 18.7		72 32.9 18.7		72 66.8 18.7		72 66.8 18.7	763 9.6 100.0	763 11.5 100.0	630 9.6 82.6
Use Tumblr to follow/post about a sport (player, team, league, etc.)	726 6.3 100.0	396 5.4 100.0	289 7.7 73.1	106 4.5 26.9		404 8.1 100.0	300 6.3 74.2	36 2.1 8.8	264 11.3 65.4		140 36.1 34.6	104 61.7 25.8	36 16.3 8.8	140 44.3 34.6	36 33.2 8.8	36 100.0 8.8	36 33.2 8.8	726 9.1 100.0	726 11.0 100.0	600 9.2 82.7
Use Twitter to follow/post about a sport (player, team, league, etc.)	624 5.4 100.0	357 4.9 100.0	72 1.9 20.2	137 5.8 38.5	148 12.7 41.3	341 6.8 100.0	341 7.2 100.0	135 7.9 39.7	134 5.7 39.3	72 10.2 21.0	72 18.5 21.0		72 32.9 21.0		72 66.8 21.0		72 66.8 21.0	624 7.8 100.0	624 9.4 100.0	578 8.8 92.7
Buy sports footwear	612 5.3 100.0	175 2.4 100.0	50 1.3 28.6	125 5.3 71.4		511 10.2 100.0	511 10.7 100.0	83 4.8 16.2	428 18.3 83.8									612 7.7 100.0	612 9.2 100.0	450 6.9 73.5

Activities on Tablet of those Attended/Watched (any): Baseball: Minor League  
 Base: Own a Tablet

Attended/Watched (any) - Baseball: Minor League

	Watched																		Use Mobile Device for Sports		
	Attended					Television					Computer/Tablet Smart Phone							Total Mobile	Tablet	Smart Phone	
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com-puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone	
Other	79	31			31	48	48		48									79	79	79	
	0.7	0.4			2.7	1.0	1.0		2.0									1.0	1.2	1.2	
	100.0	100.0			100.0	100.0	100.0		100.0									100.0	100.0	100.0	
Have not used for activities related to sports	4950	3141	1585	1021	535	2164	2164	812	783	569	27	27		27				1355		1355	
	42.8	43.1	42.1	43.4	45.9	43.2	45.5	47.5	33.5	80.6	7.0	16.0		8.6				17.0		20.7	
	100.0	100.0	50.4	32.5	17.0	100.0	100.0	37.5	36.2	26.3	1.3	1.3		1.3				27.4		27.4	



Activities on Tablet of those Attended/Watched (any): Baseball: Minor League

Base: Own a Tablet

	Twitter Usage Following this Sport									Facebook Usage Following this Sport					Participated in Sport					
															Past Year					
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	11572	2888	2428	459			149	311	9184	7532	1652	93	41	274	1244	905	232	545	128	6067
	100.0	100.0	100.0	100.0			100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.0	21.0	4.0			1.3	2.7	79.4	65.1	14.3	0.8	0.4	2.4	10.7	7.8	2.0	4.7	1.1	52.4
Have used for activities related to sports (Net)	6622	2170	1711	459			149	311	5254	4120	1133	36		224	874	710	184	398	128	3504
	57.2	75.2	70.5	100.0			100.0	100.0	57.2	54.7	68.6	38.3		81.7	70.3	78.4	79.3	73.0	100.0	57.8
	100.0	32.8	25.8	6.9			2.2	4.7	79.3	62.2	17.1	0.5		3.4	13.2	10.7	2.8	6.0	1.9	52.9
Check scores of games	4159	1523	1184	339			149	191	3202	2556	647			171	476	456	148	250	57	2443
	35.9	52.7	48.7	73.9			100.0	61.4	34.9	33.9	39.1			62.3	38.2	50.4	64.0	45.9	44.6	40.3
	100.0	36.6	28.5	8.2			3.6	4.6	77.0	61.5	15.5			4.1	11.4	11.0	3.6	6.0	1.4	58.7
Visit specific team website	3808	1264	1017	248			107	141	3000	2172	829	36		171	622	281	61	92	128	2164
	32.9	43.8	41.9	53.9			71.9	45.3	32.7	28.8	50.2	38.3		62.3	50.0	31.1	26.5	16.8	100.0	35.7
	100.0	33.2	26.7	6.5			2.8	3.7	78.8	57.0	21.8	0.9		4.5	16.3	7.4	1.6	2.4	3.4	56.8
Read sports articles/blogs	3648	1355	1015	340			149	191	3006	2189	818			145	673	188		188		1613
	31.5	46.9	41.8	74.0			100.0	61.5	32.7	29.1	49.5			52.9	54.1	20.8		34.5		26.6
	100.0	37.2	27.8	9.3			4.1	5.2	82.4	60.0	22.4			4.0	18.4	5.2		5.2		44.2
Visit league website	2603	630	453	176			74	102	2099	1562	537			124	413	173		116	57	1305
	22.5	21.8	18.7	38.3			49.9	32.8	22.9	20.7	32.5			45.1	33.2	19.2		21.3	44.6	21.5
	100.0	24.2	17.4	6.8			2.8	3.9	80.6	60.0	20.6			4.7	15.9	6.7		4.5	2.2	50.1
Watch sports	2220	972	759	213			32	180	1884	1278	606	36		85	485	351	36	187	128	1390
	19.2	33.6	31.3	46.3			21.8	58.0	20.5	17.0	36.7	38.3		31.2	39.0	38.8	15.3	34.3	100.0	22.9
	100.0	43.8	34.2	9.6			1.5	8.1	84.8	57.5	27.3	1.6		3.8	21.8	15.8	1.6	8.4	5.8	62.6
Watch sports related video on YouTube	2206	914	643	272			107	165	1724	1223	501			133	368	229	26	146	57	1271
	19.1	31.7	26.5	59.1			71.9	53.0	18.8	16.2	30.3			48.4	29.6	25.3	11.2	26.7	44.6	20.9
	100.0	41.4	29.1	12.3			4.8	7.5	78.1	55.4	22.7			6.0	16.7	10.4	1.2	6.6	2.6	57.6
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	1868	765	487	278			74	204	1868	1210	658	36		71	552	359	36	227	96	981
	16.1	26.5	20.0	60.5			49.9	65.5	20.3	16.1	39.9	38.3		25.7	44.4	39.7	15.3	41.7	75.0	16.2
	100.0	40.9	26.1	14.9			4.0	10.9	100.0	64.8	35.2	1.9		3.8	29.6	19.2	1.9	12.2	5.2	52.5
Use Google+ to follow/post about a sport (player, team, league, etc.)	1452	398	283	115				115	991	529	462			38	424	164		75	89	914
	12.6	13.8	11.6	25.0				37.0	10.8	7.0	28.0			13.9	34.1	18.1		13.7	69.6	15.1
	100.0	27.4	19.5	7.9				7.9	68.2	36.4	31.8			2.6	29.2	11.3		5.1	6.1	62.9

Activities on Tablet of those Attended/Watched (any): Baseball: Minor League

Base: Own a Tablet

	Twitter Usage Following this Sport									Facebook Usage Following this Sport					Participated in Sport					
															Past Year					
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Buy tickets to games	1148	396	308	88				88	867	540	327			91	236	153		82	71	711
	9.9	13.7	12.7	19.2				28.4	9.4	7.2	19.8			33.3	19.0	16.9		15.0	55.4	11.7
	100.0	34.5	26.8	7.7				7.7	75.5	47.0	28.5			7.9	20.6	13.3		7.1	6.2	62.0
Buy sports logo apparel	1037	252	207	45				45	892	562	331				331	100		100		304
	9.0	8.7	8.5	9.7				14.4	9.7	7.5	20.0				26.6	11.0		18.3		5.0
	100.0	24.3	20.0	4.3				4.3	86.0	54.1	31.9				31.9	9.6		9.6		29.3
Follow fantasy teams	912	407	145	262			116	146	830	518	311			113	199	97		39	57	419
	7.9	14.1	6.0	57.1			78.2	47.0	9.0	6.9	18.8			41.1	16.0	10.7		7.2	44.6	6.9
	100.0	44.6	15.9	28.7			12.7	16.0	91.0	56.8	34.1			12.3	21.8	10.6		4.3	6.3	45.9
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	763	191	72	119			74	45	763	445	318			153	164	76	26	50		124
	6.6	6.6	3.0	25.9			50.1	14.4	8.3	5.9	19.2			55.9	13.2	8.4	11.2	9.2		2.0
	100.0	25.0	9.4	15.6			9.8	5.9	100.0	58.4	41.6			20.1	21.5	10.0	3.4	6.6		16.2
Use Tumblr to follow/post about a sport (player, team, league, etc.)	726	116		116		116			726	370	356	36		128	193	118	36	50	32	227
	6.3	4.0		25.3		78.2			7.9	4.9	21.6	38.3		46.5	15.5	13.0	15.3	9.2	25.0	3.7
	100.0	16.0		16.0		16.0			100.0	50.9	49.1	4.9		17.6	26.6	16.2	4.9	6.9	4.4	31.2
Use Twitter to follow/post about a sport (player, team, league, etc.)	624	624	406	218			116	102	624	316	307			74	233	57			57	238
	5.4	21.6	16.7	47.5			78.2	32.8	6.8	4.2	18.6			27.2	18.7	6.3			44.6	3.9
	100.0	100.0	65.0	35.0			18.6	16.3	100.0	50.7	49.3			11.9	37.3	9.2			9.2	38.2
Buy sports footwear	612	124		124		74	49		426	254	172			74	97	50		50		249
	5.3	4.3		26.9		50.1	15.9		4.6	3.4	10.4			27.2	7.8	5.5		9.2		4.1
	100.0	20.2		20.2		12.2	8.1		69.6	41.5	28.0			12.2	15.9	8.2		8.2		40.7
Other	79								79	31	48				48					48
	0.7								0.9	0.4	2.9				3.8					0.8
	100.0								100.0	39.4	60.6				60.6					60.6
Have not used for activities related to sports	4950	717	717						3930	3411	519	57	41	50	370	195	48	147		2563
	42.8	24.8	29.5						42.8	45.3	31.4	61.7	100.0	18.3	29.7	21.6	20.7	27.0		42.2
	100.0	14.5	14.5						79.4	68.9	10.5	1.2	0.8	1.0	7.5	3.9	1.0	3.0		51.8

Activities on Smart Phone of those Attended/Watched (any): Baseball: Minor League

Base: Own a Smart Phone

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K &Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	24726	12436	12290	2099	2769	3782	6757	9320	3522	5030	7745	8428	4841	6318	9093	4475	4450	3224	1226
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	50.3	49.7	8.5	11.2	15.3	27.3	37.7	14.2	20.3	31.3	34.1	19.6	25.6	36.8	18.1	18.0	13.0	5.0
Have used for activities related to sports (Net)	13895	7777	6117	1103	1956	3168	3933	3734	1773	2502	4973	4647	2661	3523	5858	1853	2663	1588	1075
	56.2	62.5	49.8	52.6	70.7	83.8	58.2	40.1	50.3	49.7	64.2	55.1	55.0	55.8	64.4	41.4	59.9	49.3	87.7
	100.0	56.0	44.0	7.9	14.1	22.8	28.3	26.9	12.8	18.0	35.8	33.4	19.1	25.4	42.2	13.3	19.2	11.4	7.7
Check scores of games	11580	6706	4873	644	1374	2789	3439	3333	1126	2127	4219	4108	2384	2863	4704	1629	2277	1419	858
	46.8	53.9	39.7	30.7	49.6	73.7	50.9	35.8	32.0	42.3	54.5	48.7	49.2	45.3	51.7	36.4	51.2	44.0	70.0
	100.0	57.9	42.1	5.6	11.9	24.1	29.7	28.8	9.7	18.4	36.4	35.5	20.6	24.7	40.6	14.1	19.7	12.3	7.4
Read sports articles/blogs	6294	3526	2768	410	1004	1347	2019	1515	675	1201	2591	1827	1035	1448	2941	870	1549	913	637
	25.5	28.4	22.5	19.5	36.3	35.6	29.9	16.3	19.2	23.9	33.5	21.7	21.4	22.9	32.3	19.4	34.8	28.3	51.9
	100.0	56.0	44.0	6.5	15.9	21.4	32.1	24.1	10.7	19.1	41.2	29.0	16.4	23.0	46.7	13.8	24.6	14.5	10.1
Visit specific team website	5875	3728	2148	365	623	1522	1781	1585	584	1266	2327	1699	1072	1797	2307	699	1532	852	680
	23.8	30.0	17.5	17.4	22.5	40.2	26.4	17.0	16.6	25.2	30.0	20.2	22.1	28.4	25.4	15.6	34.4	26.4	55.5
	100.0	63.4	36.6	6.2	10.6	25.9	30.3	27.0	9.9	21.5	39.6	28.9	18.2	30.6	39.3	11.9	26.1	14.5	11.6
Visit league website	4798	2549	2249	162	734	1503	1366	1032	622	997	1989	1190	944	1394	1794	666	1261	771	490
	19.4	20.5	18.3	7.7	26.5	39.7	20.2	11.1	17.7	19.8	25.7	14.1	19.5	22.1	19.7	14.9	28.3	23.9	40.0
	100.0	53.1	46.9	3.4	15.3	31.3	28.5	21.5	13.0	20.8	41.4	24.8	19.7	29.0	37.4	13.9	26.3	16.1	10.2
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	4687	2301	2386	316	921	1301	1479	670	607	1377	1753	950	920	1267	1998	503	1205	695	510
	19.0	18.5	19.4	15.1	33.3	34.4	21.9	7.2	17.2	27.4	22.6	11.3	19.0	20.1	22.0	11.2	27.1	21.6	41.6
	100.0	49.1	50.9	6.8	19.6	27.8	31.6	14.3	13.0	29.4	37.4	20.3	19.6	27.0	42.6	10.7	25.7	14.8	10.9
Watch sports related video on YouTube	4525	2719	1806	608	718	1346	1103	750	657	952	1996	920	942	1290	1893	399	803	400	403
	18.3	21.9	14.7	29.0	25.9	35.6	16.3	8.0	18.7	18.9	25.8	10.9	19.5	20.4	20.8	8.9	18.0	12.4	32.9
	100.0	60.1	39.9	13.4	15.9	29.8	24.4	16.6	14.5	21.0	44.1	20.3	20.8	28.5	41.8	8.8	17.7	8.8	8.9
Watch sports	4329	2302	2028	605	854	933	1234	702	872	750	1767	941	958	882	1974	516	948	525	424
	17.5	18.5	16.5	28.8	30.8	24.7	18.3	7.5	24.8	14.9	22.8	11.2	19.8	14.0	21.7	11.5	21.3	16.3	34.6
	100.0	53.2	46.8	14.0	19.7	21.6	28.5	16.2	20.1	17.3	40.8	21.7	22.1	20.4	45.6	11.9	21.9	12.1	9.8
Follow fantasy teams	3297	1893	1404	228	600	1230	608	632	308	661	1386	942	605	954	1204	533	772	473	299
	13.3	15.2	11.4	10.9	21.7	32.5	9.0	6.8	8.7	13.1	17.9	11.2	12.5	15.1	13.2	11.9	17.3	14.7	24.4
	100.0	57.4	42.6	6.9	18.2	37.3	18.4	19.2	9.3	20.0	42.0	28.6	18.3	28.9	36.5	16.2	23.4	14.4	9.1
Use Google+ to follow/post about a sport (player, team, league, etc.)	2903	1524	1379	220	551	635	546	952	445	653	783	1022	517	632	1327	426	751	329	422
	11.7	12.3	11.2	10.5	19.9	16.8	8.1	10.2	12.6	13.0	10.1	12.1	10.7	10.0	14.6	9.5	16.9	10.2	34.5
	100.0	52.5	47.5	7.6	19.0	21.9	18.8	32.8	15.3	22.5	27.0	35.2	17.8	21.8	45.7	14.7	25.9	11.3	14.5

Activities on Smart Phone of those Attended/Watched (any): Baseball: Minor League

Base: Own a Smart Phone

	Total	Gender		Age					Household Income				Region				Bought Sports Apparel		
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Use Twitter to follow/post about a sport (player, team, league, etc.)	2535 10.3 100.0	1001 8.1 39.5	1534 12.5 60.5	431 20.5 17.0	597 21.6 23.6	617 16.3 24.3	585 8.7 23.1	305 3.3 12.0	371 10.5 14.6	580 11.5 22.9	1250 16.1 49.3	335 4.0 13.2	611 12.6 24.1	379 6.0 14.9	1361 15.0 53.7	185 4.1 7.3	361 8.1 14.2	186 5.8 7.3	175 14.3 6.9
Buy tickets to games	2129 8.6 100.0	1196 9.6 56.2	933 7.6 43.8	138 6.6 6.5	410 14.8 19.2	746 19.7 35.0	433 6.4 20.3	402 4.3 18.9	364 10.3 17.1	594 11.8 27.9	648 8.4 30.4	524 6.2 24.6	505 10.4 23.7	580 9.2 27.2	839 9.2 39.4	205 4.6 9.6	457 10.3 21.5	170 5.3 8.0	287 23.4 13.5
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	1975 8.0 100.0	810 6.5 41.0	1165 9.5 59.0	228 10.9 11.6	244 8.8 12.4	594 15.7 30.1	658 9.7 33.3	250 2.7 12.6	340 9.6 17.2	481 9.6 24.3	861 11.1 43.6	294 3.5 14.9	577 11.9 29.2	505 8.0 25.6	712 7.8 36.1	180 4.0 9.1	409 9.2 20.7	234 7.2 11.8	175 14.3 8.9
Use Tumblr to follow/post about a sport (player, team, league, etc.)	1594 6.4 100.0	666 5.4 41.8	929 7.6 58.2	228 10.9 14.3	195 7.0 12.2	380 10.1 23.8	481 7.1 30.2	309 3.3 19.4	140 4.0 8.8	372 7.4 23.4	750 9.7 47.0	333 3.9 20.9	517 10.7 32.4	283 4.5 17.7	573 6.3 35.9	222 5.0 14.0	332 7.5 20.8	231 7.2 14.5	101 8.2 6.3
Buy sports logo apparel	1416 5.7 100.0	691 5.6 48.8	725 5.9 51.2	64 3.0 4.5	199 7.2 14.1	563 14.9 39.7	275 4.1 19.4	315 3.4 22.3	102 2.9 7.2	405 8.1 28.6	636 8.2 44.9	273 3.2 19.3	513 10.6 36.3	249 3.9 17.6	555 6.1 39.2	99 2.2 7.0	442 9.9 31.2	312 9.7 22.0	130 10.6 9.2
Buy sports footwear	1285 5.2 100.0	682 5.5 53.1	603 4.9 46.9	64 3.0 5.0	235 8.5 18.3	539 14.3 42.0	271 4.0 21.1	176 1.9 13.7	203 5.8 15.8	234 4.6 18.2	514 6.6 40.0	333 4.0 25.9	405 8.4 31.5	166 2.6 12.9	615 6.8 47.9	99 2.2 7.7	491 11.0 38.2	294 9.1 22.9	197 16.1 15.3
Other	209 0.8 100.0	209 1.7 100.0				61 1.6 29.0	95 1.4 45.4	53 0.6 25.6		109 2.2 52.4	100 1.3 47.6		46 1.0 22.1	49 0.8 23.4	61 0.7 29.0	53 1.2 25.6	31 0.7 14.9	31 1.0 14.9	
Have not used for activities related to sports	10831 43.8 100.0	4658 37.5 43.0	6173 50.2 57.0	996 47.4 9.2	812 29.3 7.5	614 16.2 5.7	2824 41.8 26.1	5586 59.9 51.6	1750 49.7 16.2	2528 50.3 23.3	2772 35.8 25.6	3781 44.9 34.9	2180 45.0 20.1	2796 44.2 25.8	3234 35.6 29.9	2621 58.6 24.2	1786 40.1 16.5	1636 50.7 15.1	151 12.3 1.4

Activities on Smart Phone of those Attended/Watched (any): Baseball: Minor League

Base: Own a Smart Phone

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
																			Use Mobile Device for Sports	
	Attended					Television					Computer/Tablet Smart Phone									
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Total	24726	15977	8209	5365	2403	10814	10394	4376	4546	1472	936	380	556	811	375	36	375	14708	5997	13895
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	51.4	33.6	15.0	100.0	96.1	40.5	42.0	13.6	8.7	3.5	5.1	7.5	3.5	0.3	3.5	59.5	24.3	56.2
Have used for activities related to sports (Net)	13895	9359	4765	3292	1302	5681	5261	2459	2156	647	909	353	556	784	375	36	375	13895	5184	13895
	56.2	58.6	58.0	61.4	54.2	52.5	50.6	56.2	47.4	43.9	97.1	92.9	100.0	96.7	100.0	100.0	100.0	94.5	86.4	100.0
	100.0	100.0	50.9	35.2	13.9	100.0	92.6	43.3	38.0	11.4	16.0	6.2	9.8	13.8	6.6	0.6	6.6	100.0	37.3	100.0
Check scores of games	11580	8353	4361	2829	1163	4248	4007	1808	1678	521	645	248	397	521	339		339	11580	4349	11580
	46.8	52.3	53.1	52.7	48.4	39.3	38.6	41.3	36.9	35.4	69.0	65.4	71.4	64.2	90.5		90.5	78.7	72.5	83.3
	100.0	100.0	52.2	33.9	13.9	100.0	94.3	42.6	39.5	12.3	15.2	5.8	9.3	12.3	8.0		8.0	100.0	37.6	100.0
Read sports articles/blogs	6294	4510	2028	1788	693	2405	2292	978	998	315	603	158	445	531	322	36	322	6294	2057	6294
	25.5	28.2	24.7	33.3	28.9	22.2	22.0	22.4	22.0	21.4	64.4	41.5	80.1	65.5	85.9	100.0	85.9	42.8	34.3	45.3
	100.0	100.0	45.0	39.7	15.4	100.0	95.3	40.7	41.5	13.1	25.1	6.5	18.5	22.1	13.4	1.5	13.4	100.0	32.7	100.0
Visit specific team website	5875	3829	1633	1346	849	2644	2501	1283	792	425	430	143	286	358	286		286	5875	2319	5875
	23.8	24.0	19.9	25.1	35.3	24.5	24.1	29.3	17.4	28.9	45.9	37.8	51.5	44.1	76.4		76.4	39.9	38.7	42.3
	100.0	100.0	42.7	35.2	22.2	100.0	94.6	48.5	30.0	16.1	16.2	5.4	10.8	13.5	10.8		10.8	100.0	39.5	100.0
Visit league website	4798	3400	1831	1009	561	1892	1779	804	499	476	399	39	360	328	286		286	4798	1614	4798
	19.4	21.3	22.3	18.8	23.3	17.5	17.1	18.4	11.0	32.4	42.7	10.3	64.8	40.4	76.4		76.4	32.6	26.9	34.5
	100.0	100.0	53.8	29.7	16.5	100.0	94.0	42.5	26.4	25.2	21.1	2.1	19.0	17.3	15.1		15.1	100.0	33.6	100.0
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	4687	2973	1344	1115	514	2271	2105	999	820	287	571	210	360	446	339		339	4687	1372	4687
	19.0	18.6	16.4	20.8	21.4	21.0	20.3	22.8	18.0	19.5	61.0	55.4	64.8	55.0	90.5		90.5	31.9	22.9	33.7
	100.0	100.0	45.2	37.5	17.3	100.0	92.7	44.0	36.1	12.6	25.1	9.3	15.9	19.6	14.9		14.9	100.0	29.3	100.0
Watch sports related video on YouTube	4525	2649	1243	1004	403	2223	2057	975	798	284	442	210	231	317	210		210	4525	2050	4525
	18.3	16.6	15.1	18.7	16.8	20.6	19.8	22.3	17.6	19.3	47.2	55.4	41.6	39.1	56.0		56.0	30.8	34.2	32.6
	100.0	100.0	46.9	37.9	15.2	100.0	92.5	43.8	35.9	12.8	19.9	9.5	10.4	14.3	9.4		9.4	100.0	45.3	100.0
Watch sports	4329	2525	917	1114	494	2365	2081	1095	759	227	724	353	371	600	375	36	375	4329	1707	4329
	17.5	15.8	11.2	20.8	20.6	21.9	20.0	25.0	16.7	15.4	77.4	92.9	66.8	73.9	100.0	100.0	100.0	29.4	28.5	31.2
	100.0	100.0	36.3	44.1	19.6	100.0	88.0	46.3	32.1	9.6	30.6	14.9	15.7	25.4	15.8	1.5	15.8	100.0	39.4	100.0
Follow fantasy teams	3297	2065	843	919	303	1561	1245	685	307	252	603	181	422	531	286		286	3297	940	3297
	13.3	12.9	10.3	17.1	12.6	14.4	12.0	15.6	6.8	17.1	64.4	47.7	75.8	65.5	76.4		76.4	22.4	15.7	23.7
	100.0	100.0	40.8	44.5	14.7	100.0	79.7	43.8	19.7	16.2	38.6	11.6	27.0	34.0	18.3		18.3	100.0	28.5	100.0

Activities on Smart Phone of those Attended/Watched (any): Baseball: Minor League

Base: Own a Smart Phone

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone							Use Mobile Device for Sports		
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Use Google+ to follow/post about a sport (player, team, league, etc.)	2903 11.7 100.0	1740 10.9 100.0	949 11.6 54.5	551 10.3 31.7	240 10.0 13.8	1432 13.2 100.0	1266 12.2 88.4	581 13.3 40.6	419 9.2 29.3	266 18.0 18.6	323 34.5 22.6	92 24.2 6.4	231 41.6 16.1	198 24.5 13.9	210 56.0 14.7		210 56.0 14.7	2903 19.7 100.0	1199 20.0 41.3	2903 20.9 100.0
Use Twitter to follow/post about a sport (player, team, league, etc.)	2535 10.3 100.0	1641 10.3 100.0	685 8.3 41.7	724 13.5 44.1	232 9.6 14.1	1153 10.7 100.0	1153 11.1 100.0	531 12.1 46.0	465 10.2 40.4	157 10.7 13.6	275 29.4 23.9	119 31.2 10.3	157 28.2 13.6	204 25.1 17.7	157 41.9 13.6		157 41.9 13.6	2535 17.2 100.0	1004 16.7 39.6	2535 18.2 100.0
Buy tickets to games	2129 8.6 100.0	1201 7.5 100.0	605 7.4 50.4	397 7.4 33.0	199 8.3 16.6	1121 10.4 100.0	978 9.4 87.2	312 7.1 27.9	428 9.4 38.2	237 16.1 21.1	229 24.4 20.4	143 37.8 12.8	85 15.3 7.6	229 28.2 20.4	85 22.8 7.6		85 22.8 7.6	2129 14.5 100.0	823 13.7 38.7	2129 15.3 100.0
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	1975 8.0 100.0	1008 6.3 100.0	319 3.9 31.6	439 8.2 43.5	251 10.4 24.9	1261 11.7 100.0	1147 11.0 91.0	592 13.5 46.9	363 8.0 28.8	193 13.1 15.3	389 41.5 30.8	158 41.5 12.5	231 41.6 18.3	317 39.1 25.1	157 41.9 12.4		157 41.9 12.4	1975 13.4 100.0	728 12.1 36.8	1975 14.2 100.0
Use Tumblr to follow/post about a sport (player, team, league, etc.)	1594 6.4 100.0	675 4.2 100.0	295 3.6 43.7	213 4.0 31.5	167 7.0 24.8	1004 9.3 100.0	891 8.6 88.7	582 13.3 57.9	152 3.4 15.2	157 10.7 15.6	270 28.9 26.9	39 10.3 3.9	231 41.6 23.0	198 24.5 19.8	157 41.9 15.6		157 41.9 15.6	1594 10.8 100.0	595 9.9 37.3	1594 11.5 100.0
Buy sports logo apparel	1416 5.7 100.0	868 5.4 100.0	353 4.3 40.6	361 6.7 41.5	155 6.4 17.8	633 5.9 100.0	542 5.2 85.5	181 4.1 28.5	204 4.5 32.2	157 10.7 24.8	249 26.6 39.3	92 24.2 14.5	157 28.2 24.8	124 15.3 19.6	210 56.0 33.1		210 56.0 33.1	1416 9.6 100.0	695 11.6 49.1	1416 10.2 100.0
Buy sports footwear	1285 5.2 100.0	687 4.3 100.0	319 3.9 46.4	105 1.9 15.2	263 11.0 38.3	742 6.9 100.0	703 6.8 94.7	272 6.2 36.7	274 6.0 36.9	157 10.7 21.2	232 24.7 31.2	39 10.3 5.3	192 34.6 25.9	160 19.7 21.5	192 51.4 25.9	36 100.0 4.8	192 51.4 25.9	1285 8.7 100.0	563 9.4 43.9	1285 9.2 100.0
Other	209 0.8 100.0	160 1.0 100.0	46 0.6 28.8	83 1.5 51.8	31 1.3 19.4	49 0.5 100.0	49 0.5 100.0		49 1.1 100.0									209 1.4 100.0	77 1.3 36.9	209 1.5 100.0

Activities on Smart Phone of those Attended/Watched (any): Baseball: Minor League

Base: Own a Smart Phone

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television										Computer/Tablet Smart Phone			Use Mobile Device for Sports	
						Television					Computer/Tablet Smart Phone									
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Have not used for activities related to sports	10831 43.8 100.0	6618 41.4 100.0	3444 42.0 52.0	2073 38.6 31.3	1101 45.8 16.6	5133 47.5 100.0	5133 49.4 100.0	1917 43.8 37.4	2391 52.6 46.6	825 56.1 16.1	27 2.9 0.5	27 7.1 0.5	27 3.3 0.5				813 5.5 7.5	813 13.6 7.5		

Activities on Smart Phone of those Attended/Watched (any): Baseball: Minor League

Base: Own a Smart Phone

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Participated
Total	24726	7305	5377	1928	288	117	541	982	19319	15312	4007	504	153	996	2354	2030	817	933	280	13617
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	29.5	21.7	7.8	1.2	0.5	2.2	4.0	78.1	61.9	16.2	2.0	0.6	4.0	9.5	8.2	3.3	3.8	1.1	55.1
Have used for activities related to sports (Net)	13895	4992	3287	1704	288	117	541	758	11568	8665	2903	314	83	996	1510	1695	710	705	280	8134
	56.2	68.3	61.1	88.4	100.0	100.0	100.0	77.2	59.9	56.6	72.5	62.2	54.6	100.0	64.2	83.5	87.0	75.6	100.0	59.7
	100.0	35.9	23.7	12.3	2.1	0.8	3.9	5.5	83.3	62.4	20.9	2.3	0.6	7.2	10.9	12.2	5.1	5.1	2.0	58.5
Check scores of games	11580	4292	3009	1282	134	117	392	638	9486	7249	2237	124	83	777	1253	1116	625	402	89	6714
	46.8	58.7	56.0	66.5	46.6	100.0	72.5	65.0	49.1	47.3	55.8	24.7	54.6	78.0	53.2	55.0	76.5	43.0	31.9	49.3
	100.0	37.1	26.0	11.1	1.2	1.0	3.4	5.5	81.9	62.6	19.3	1.1	0.7	6.7	10.8	9.6	5.4	3.5	0.8	58.0
Read sports articles/blogs	6294	2479	1417	1062	134	117	425	386	4876	3301	1575	160	83	468	864	717	249	339	128	3772
	25.5	33.9	26.3	55.1	46.6	100.0	78.5	39.3	25.2	21.6	39.3	31.7	54.6	47.0	36.7	35.3	30.6	36.4	45.8	27.7
	100.0	39.4	22.5	16.9	2.1	1.9	6.7	6.1	77.5	52.5	25.0	2.5	1.3	7.4	13.7	11.4	4.0	5.4	2.0	59.9
Visit specific team website	5875	1692	1194	498	134	34		329	4849	3308	1541	124		421	996	868	409	388	71	3524
	23.8	23.2	22.2	25.8	46.6	29.0		33.5	25.1	21.6	38.5	24.7		42.3	42.3	42.8	50.1	41.6	25.4	25.9
	100.0	28.8	20.3	8.5	2.3	0.6		5.6	82.5	56.3	26.2	2.1		7.2	16.9	14.8	7.0	6.6	1.2	60.0
Visit league website	4798	1775	1048	727	103	34	107	484	4060	2631	1428	93		504	831	446	186	189	71	2677
	19.4	24.3	19.5	37.7	35.7	29.0	19.7	49.3	21.0	17.2	35.6	18.4		50.6	35.3	22.0	22.8	20.3	25.3	19.7
	100.0	37.0	21.8	15.2	2.1	0.7	2.2	10.1	84.6	54.8	29.8	1.9		10.5	17.3	9.3	3.9	3.9	1.5	55.8
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	4687	2209	1277	931	51	117	256	507	4687	2894	1793	93	83	527	1090	529	79	298	152	2517
	19.0	30.2	23.8	48.3	17.8	100.0	47.3	51.7	24.3	18.9	44.8	18.4	54.6	52.9	46.3	26.0	9.7	31.9	54.2	18.5
	100.0	47.1	27.3	19.9	1.1	2.5	5.5	10.8	100.0	61.7	38.3	2.0	1.8	11.2	23.3	11.3	1.7	6.4	3.2	53.7
Watch sports related video on YouTube	4525	1750	924	826	103	117	300	306	3650	2520	1130	51	83	377	618	647	287	321	39	2809
	18.3	24.0	17.2	42.8	35.7	100.0	55.4	31.2	18.9	16.5	28.2	10.2	54.6	37.9	26.3	31.9	35.2	34.4	13.9	20.6
	100.0	38.7	20.4	18.2	2.3	2.6	6.6	6.8	80.7	55.7	25.0	1.1	1.8	8.3	13.7	14.3	6.3	7.1	0.9	62.1
Watch sports	4329	1697	835	862	288	117	151	306	3947	2537	1410	272	83	438	617	711	157	426	128	2554
	17.5	23.2	15.5	44.7	100.0	100.0	27.9	31.1	20.4	16.6	35.2	54.0	54.6	44.0	26.2	35.1	19.2	45.7	45.8	18.8
	100.0	39.2	19.3	19.9	6.7	2.7	3.5	7.1	91.2	58.6	32.6	6.3	1.9	10.1	14.2	16.4	3.6	9.8	3.0	59.0
Follow fantasy teams	3297	1213	661	552	134	34	116	268	2977	1837	1140	124		243	772	264	50	125	89	1862
	13.3	16.6	12.3	28.6	46.6	29.0	21.4	27.3	15.4	12.0	28.4	24.7		24.4	32.8	13.0	6.1	13.4	31.9	13.7
	100.0	36.8	20.1	16.7	4.1	1.0	3.5	8.1	90.3	55.7	34.6	3.8		7.4	23.4	8.0	1.5	3.8	2.7	56.5



Activities on Smart Phone of those Attended/Watched (any): Baseball: Minor League

Base: Own a Smart Phone

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Use Google+ to follow/post about a sport (player, team, league, etc.)	2903	910	580	331	51	34	149	97	2351	1634	717	93		147	477	398	146	213	39	1670
	11.7	12.5	10.8	17.2	17.8	29.0	27.5	9.9	12.2	10.7	17.9	18.4		14.7	20.3	19.6	17.8	22.9	13.9	12.3
	100.0	31.4	20.0	11.4	1.8	1.2	5.1	3.3	81.0	56.3	24.7	3.2		5.1	16.4	13.7	5.0	7.4	1.3	57.5
Use Twitter to follow/post about a sport (player, team, league, etc.)	2535	2535	1409	1126	134	117	392	483	2122	1151	971	83	83	216	589	418	126	125	167	1418
	10.3	34.7	26.2	58.4	46.6	100.0	72.5	49.2	11.0	7.5	24.2	16.4	54.6	21.7	25.0	20.6	15.4	13.4	59.7	10.4
	100.0	100.0	55.6	44.4	5.3	4.6	15.5	19.0	83.7	45.4	38.3	3.3	3.3	8.5	23.2	16.5	5.0	4.9	6.6	55.9
Buy tickets to games	2129	635	170	465	134	34	74	223	1846	885	961	124		291	546	430	232	160	39	1258
	8.6	8.7	3.2	24.1	46.6	29.0	13.8	22.7	9.6	5.8	24.0	24.7		29.3	23.2	21.2	28.4	17.1	13.9	9.2
	100.0	29.8	8.0	21.9	6.3	1.6	3.5	10.5	86.7	41.6	45.2	5.8		13.7	25.6	20.2	10.9	7.5	1.8	59.1
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	1975	836	425	411	51	34	193	133	1865	1153	712	51		244	417	164	50	44	71	907
	8.0	11.4	7.9	21.3	17.8	29.0	35.6	13.5	9.7	7.5	17.8	10.2		24.5	17.7	8.1	6.1	4.7	25.4	6.7
	100.0	42.3	21.5	20.8	2.6	1.7	9.8	6.7	94.4	58.4	36.1	2.6		12.4	21.1	8.3	2.5	2.2	3.6	45.9
Use Tumblr to follow/post about a sport (player, team, league, etc.)	1594	450	249	201	51	34	116		1456	941	516	51		87	377	139	95	44		852
	6.4	6.2	4.6	10.4	17.8	29.0	21.4		7.5	6.1	12.9	10.2		8.7	16.0	6.9	11.7	4.7		6.3
	100.0	28.2	15.6	12.6	3.2	2.1	7.3		91.3	59.0	32.3	3.2		5.5	23.7	8.7	6.0	2.8		53.4
Buy sports logo apparel	1416	397	223	174	51	34		88	1167	597	570	93		34	444	161	46	44	71	862
	5.7	5.4	4.2	9.0	17.8	29.0		9.0	6.0	3.9	14.2	18.4		3.4	18.8	7.9	5.6	4.7	25.4	6.3
	100.0	28.0	15.8	12.3	3.6	2.4		6.2	82.4	42.2	40.3	6.6		2.4	31.3	11.3	3.2	3.1	5.0	60.9
Buy sports footwear	1285	293	84	209	51	34		124	1136	434	702	87		146	469	165	131	34		807
	5.2	4.0	1.6	10.8	17.8	29.0		12.6	5.9	2.8	17.5	17.2		14.7	19.9	8.1	16.0	3.6		5.9
	100.0	22.8	6.5	16.3	4.0	2.7		9.6	88.5	33.8	54.6	6.8		11.4	36.5	12.8	10.2	2.7		62.8
Other	209								163	163						30	30			129
	0.8								0.8	1.1						1.5	3.6			0.9
	100.0								77.9	77.9						14.2	14.2			61.8
Have not used for activities related to sports	10831	2314	2090	224				224	7751	6647	1103	190	69		844	334	106	228		5483
	43.8	31.7	38.9	11.6				22.8	40.1	43.4	27.5	37.8	45.4		35.8	16.5	13.0	24.4		40.3
	100.0	21.4	19.3	2.1				2.1	71.6	61.4	10.2	1.8	0.6		7.8	3.1	1.0	2.1		50.6

Activities on Mobile Device (Tablet/Smart Phone) of those Attended/Watched (any): Baseball: Minor League

Base: Own a Tablet or Smart Phone

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	25969	13053	12915	2122	2870	3966	6940	10070	3745	5232	8240	8753	5225	6697	9448	4598	4744	3464	1280
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	50.3	49.7	8.2	11.1	15.3	26.7	38.8	14.4	20.1	31.7	33.7	20.1	25.8	36.4	17.7	18.3	13.3	4.9
Have used for activities related to sports (Net)	15333	8545	6788	1127	2100	3395	4236	4476	1955	2752	5507	5118	3219	3825	6160	2128	2903	1828	1075
	59.0	65.5	52.6	53.1	73.2	85.6	61.0	44.4	52.2	52.6	66.8	58.5	61.6	57.1	65.2	46.3	61.2	52.8	84.0
	100.0	55.7	44.3	7.3	13.7	22.1	27.6	29.2	12.8	17.9	35.9	33.4	21.0	24.9	40.2	13.9	18.9	11.9	7.0
Check scores of games	12521	7211	5311	719	1483	2972	3540	3808	1309	2247	4461	4505	2673	3085	4942	1822	2442	1509	932
	48.2	55.2	41.1	33.9	51.7	74.9	51.0	37.8	35.0	42.9	54.1	51.5	51.2	46.1	52.3	39.6	51.5	43.6	72.9
	100.0	57.6	42.4	5.7	11.8	23.7	28.3	30.4	10.5	17.9	35.6	36.0	21.3	24.6	39.5	14.5	19.5	12.1	7.4
Read sports articles/blogs	8409	4478	3931	484	1206	1738	2698	2283	959	1729	3065	2656	1511	2080	3580	1238	1934	1223	711
	32.4	34.3	30.4	22.8	42.0	43.8	38.9	22.7	25.6	33.1	37.2	30.3	28.9	31.1	37.9	26.9	40.8	35.3	55.6
	100.0	53.3	46.7	5.8	14.3	20.7	32.1	27.2	11.4	20.6	36.5	31.6	18.0	24.7	42.6	14.7	23.0	14.5	8.5
Visit specific team website	7827	4729	3098	440	789	1931	2311	2355	802	1441	2747	2837	1710	2100	3071	945	1946	1100	846
	30.1	36.2	24.0	20.7	27.5	48.7	33.3	23.4	21.4	27.5	33.3	32.4	32.7	31.4	32.5	20.6	41.0	31.8	66.1
	100.0	60.4	39.6	5.6	10.1	24.7	29.5	30.1	10.2	18.4	35.1	36.2	21.8	26.8	39.2	12.1	24.9	14.1	10.8
Visit league website	6303	3379	2923	162	834	1938	1953	1415	622	1330	2395	1956	1327	1484	2555	936	1459	911	549
	24.3	25.9	22.6	7.7	29.1	48.9	28.1	14.1	16.6	25.4	29.1	22.4	25.4	22.2	27.0	20.3	30.8	26.3	42.9
	100.0	53.6	46.4	2.6	13.2	30.7	31.0	22.5	9.9	21.1	38.0	31.0	21.1	23.6	40.5	14.8	23.2	14.4	8.7
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	5874	2949	2925	421	1145	1522	1881	904	914	1572	2014	1374	1209	1320	2843	503	1373	804	569
	22.6	22.6	22.6	19.8	39.9	38.4	27.1	9.0	24.4	30.0	24.4	15.7	23.1	19.7	30.1	10.9	28.9	23.2	44.4
	100.0	50.2	49.8	7.2	19.5	25.9	32.0	15.4	15.6	26.8	34.3	23.4	20.6	22.5	48.4	8.6	23.4	13.7	9.7
Watch sports related video on YouTube	5675	3529	2145	631	897	1475	1561	1109	742	1159	2277	1497	1274	1508	2317	576	892	488	403
	21.9	27.0	16.6	29.7	31.3	37.2	22.5	11.0	19.8	22.1	27.6	17.1	24.4	22.5	24.5	12.5	18.8	14.1	31.5
	100.0	62.2	37.8	11.1	15.8	26.0	27.5	19.6	13.1	20.4	40.1	26.4	22.4	26.6	40.8	10.1	15.7	8.6	7.1
Watch sports	5452	2978	2474	605	888	1106	1567	1285	872	1165	1979	1437	1340	1044	2457	612	1208	785	424
	21.0	22.8	19.2	28.5	31.0	27.9	22.6	12.8	23.3	22.3	24.0	16.4	25.6	15.6	26.0	13.3	25.5	22.6	33.1
	100.0	54.6	45.4	11.1	16.3	20.3	28.7	23.6	16.0	21.4	36.3	26.4	24.6	19.2	45.1	11.2	22.2	14.4	7.8
Follow fantasy teams	3785	2204	1581	303	642	1288	801	751	308	829	1514	1134	749	1073	1387	576	947	515	432
	14.6	16.9	12.2	14.3	22.4	32.5	11.5	7.5	8.2	15.8	18.4	13.0	14.3	16.0	14.7	12.5	20.0	14.9	33.7
	100.0	58.2	41.8	8.0	17.0	34.0	21.2	19.9	8.1	21.9	40.0	30.0	19.8	28.3	36.6	15.2	25.0	13.6	11.4
Use Google+ to follow/post about a sport (player, team, league, etc.)	3655	1982	1673	220	713	635	754	1334	550	733	910	1463	732	758	1567	599	842	420	422
	14.1	15.2	13.0	10.3	24.8	16.0	10.9	13.2	14.7	14.0	11.0	16.7	14.0	11.3	16.6	13.0	17.7	12.1	33.0
	100.0	54.2	45.8	6.0	19.5	17.4	20.6	36.5	15.0	20.0	24.9	40.0	20.0	20.7	42.9	16.4	23.0	11.5	11.6

Activities on Mobile Device (Tablet/Smart Phone) of those Attended/Watched (any): Baseball: Minor League

Base: Own a Tablet or Smart Phone

	Total	Gender		Age					Household Income				Region				Bought Sports Apparel		
		Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Buy tickets to games	2872	1466	1406	273	410	785	824	580	364	766	998	744	720	671	1276	205	567	221	346
	11.1	11.2	10.9	12.9	14.3	19.8	11.9	5.8	9.7	14.6	12.1	8.5	13.8	10.0	13.5	4.5	12.0	6.4	27.0
	100.0	51.0	49.0	9.5	14.3	27.3	28.7	20.2	12.7	26.7	34.8	25.9	25.1	23.4	44.4	7.1	19.7	7.7	12.0
Use Twitter to follow/ post about a sport (player, team, league, etc.)	2719	1122	1597	506	597	617	631	368	371	700	1250	398	611	453	1470	185	436	186	250
	10.5	8.6	12.4	23.8	20.8	15.6	9.1	3.7	9.9	13.4	15.2	4.5	11.7	6.8	15.6	4.0	9.2	5.4	19.5
	100.0	41.3	58.7	18.6	22.0	22.7	23.2	13.5	13.6	25.7	46.0	14.6	22.5	16.7	54.1	6.8	16.0	6.8	9.2
Use Pinterest to pin/ follow/post about a sport (player, team, league, etc.)	2487	1126	1361	303	366	653	811	354	340	653	924	571	705	580	1022	180	568	260	308
	9.6	8.6	10.5	14.3	12.8	16.5	11.7	3.5	9.1	12.5	11.2	6.5	13.5	8.7	10.8	3.9	12.0	7.5	24.1
	100.0	45.3	54.7	12.2	14.7	26.3	32.6	14.2	13.7	26.2	37.2	22.9	28.4	23.3	41.1	7.2	22.8	10.4	12.4
Buy sports logo apparel	2215	800	1416	64	379	675	561	536	102	515	1120	478	800	429	800	186	695	474	221
	8.5	6.1	11.0	3.0	13.2	17.0	8.1	5.3	2.7	9.8	13.6	5.5	15.3	6.4	8.5	4.0	14.7	13.7	17.3
	100.0	36.1	63.9	2.9	17.1	30.5	25.3	24.2	4.6	23.2	50.6	21.6	36.1	19.4	36.1	8.4	31.4	21.4	10.0
Use Tumblr to follow/ post about a sport (player, team, league, etc.)	2164	1001	1163	303	300	563	563	435	280	529	798	558	552	389	953	270	589	355	234
	8.3	7.7	9.0	14.3	10.4	14.2	8.1	4.3	7.5	10.1	9.7	6.4	10.6	5.8	10.1	5.9	12.4	10.3	18.3
	100.0	46.3	53.7	14.0	13.8	26.0	26.0	20.1	12.9	24.4	36.9	25.8	25.5	18.0	44.0	12.5	27.2	16.4	10.8
Buy sports footwear	1697	857	840	138	235	539	531	254	203	392	565	537	561	240	797	99	616	345	271
	6.5	6.6	6.5	6.5	8.2	13.6	7.7	2.5	5.4	7.5	6.9	6.1	10.7	3.6	8.4	2.2	13.0	10.0	21.2
	100.0	50.5	49.5	8.1	13.8	31.8	31.3	15.0	12.0	23.1	33.3	31.7	33.0	14.1	47.0	5.8	36.3	20.3	16.0
Other	257	257				61	143	53		157	100		94	49	61	53	31	31	
	1.0	2.0				1.5	2.1	0.5		3.0	1.2		1.8	0.7	0.6	1.2	0.7	0.9	
	100.0	100.0				23.6	55.6	20.8		61.2	38.8		36.6	19.0	23.6	20.8	12.1	12.1	
Have not used for activities related to sports	10579	4508	6071	996	713	571	2704	5595	1789	2479	2676	3634	2006	2872	3288	2413	1841	1636	205
	40.7	34.5	47.0	46.9	24.9	14.4	39.0	55.6	47.8	47.4	32.5	41.5	38.4	42.9	34.8	52.5	38.8	47.2	16.0
	100.0	42.6	57.4	9.4	6.7	5.4	25.6	52.9	16.9	23.4	25.3	34.4	19.0	27.1	31.1	22.8	17.4	15.5	1.9

Activities on Mobile Device (Tablet/Smart Phone) of those Attended/Watched (any): Baseball: Minor League  
 Base: Own a Tablet or Smart Phone

Attended/Watched (any) - Baseball: Minor League

	Watched																				
																		Use Mobile Device for Sports			
	Attended					Television					Computer/Tablet Smart Phone			Com-puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone	
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+								
Total	25969 100.0 100.0	16819 100.0 100.0	8631 100.0 51.3	5535 100.0 32.9	2652 100.0 15.8	11238 100.0 100.0	10819 96.3 40.4	4536 100.0 40.4	4687 100.0 41.7	1596 100.0 14.2	936 100.0 8.3	380 100.0 3.4	556 100.0 4.9	811 100.0 7.2	375 100.0 3.3	36 100.0 0.3	375 100.0 3.3	15333 100.0 59.0	6622 100.0 25.5	13895 100.0 53.5	
Have used for activities related to sports (Net)	15333 59.0 100.0	10421 62.0 100.0	5251 60.8 50.4	3573 64.5 34.3	1597 60.2 15.3	6080 54.1 100.0	5661 52.3 93.1	2602 57.4 42.8	2413 51.5 39.7	647 40.5 10.6	909 97.1 14.9	353 92.9 5.8	556 100.0 9.1	784 96.7 12.9	375 100.0 6.2	36 100.0 0.6	375 100.0 6.2	15333 100.0 100.0	6622 100.0 43.2	13895 100.0 90.6	
Check scores of games	12521 48.2 100.0	9175 54.6 100.0	4702 54.5 51.2	3059 55.3 33.3	1415 53.3 15.4	4443 39.5 100.0	4202 38.8 94.6	1851 40.8 41.7	1831 39.1 41.2	521 32.6 11.7	645 69.0 14.5	248 65.4 5.6	397 71.4 8.9	521 64.2 11.7	339 90.5 7.6		339 90.5 7.6	12521 81.7 100.0	5291 79.9 42.3	11654 83.9 93.1	
Read sports articles/blogs	8409 32.4 100.0	5861 34.9 100.0	2726 31.6 46.5	2212 40.0 37.7	924 34.8 15.8	3385 30.1 100.0	3019 27.9 89.2	1153 25.4 34.1	1485 31.7 43.9	381 23.9 11.2	856 91.4 25.3	300 78.9 8.9	556 100.0 16.4	784 96.7 23.2	322 85.9 9.5	36 100.0 1.1	322 85.9 9.5	8409 54.8 100.0	4172 63.0 49.6	7666 55.2 91.2	
Visit specific team website	7827 30.1 100.0	5207 31.0 100.0	2114 24.5 40.6	1796 32.4 34.5	1297 48.9 24.9	3293 29.3 100.0	3088 28.5 93.8	1405 31.0 42.7	1257 26.8 38.2	425 26.6 12.9	527 56.3 16.0	143 37.8 4.4	383 68.9 11.6	455 56.1 13.8	322 85.9 9.8	36 100.0 1.1	322 85.9 9.8	7827 51.0 100.0	4270 64.5 54.6	6849 49.3 87.5	
Visit league website	6303 24.3 100.0	4182 24.9 100.0	2191 25.4 52.4	1242 22.4 29.7	748 28.2 17.9	2653 23.6 100.0	2501 23.1 94.3	941 20.8 35.5	1084 23.1 40.9	476 29.8 18.0	437 46.7 16.5	77 20.2 2.9	360 64.8 13.6	366 45.1 13.8	286 76.4 10.8		286 76.4 10.8	6303 41.1 100.0	3119 47.1 49.5	5879 42.3 93.3	
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	5874 22.6 100.0	3744 22.3 100.0	1633 18.9 43.6	1404 25.4 37.5	707 26.7 18.9	2760 24.6 100.0	2440 22.6 88.4	1142 25.2 41.4	1011 21.6 36.6	287 18.0 10.4	760 81.2 27.5	315 82.9 11.4	446 80.1 16.1	636 78.4 23.0	375 100.0 13.6	36 100.0 1.3	375 100.0 13.6	5874 38.3 100.0	2558 38.6 43.6	5547 39.9 94.4	
Watch sports related video on YouTube	5675 21.9 100.0	3459 20.6 100.0	1662 19.3 48.0	1144 20.7 33.1	653 24.6 18.9	2641 23.5 100.0	2475 22.9 93.7	1042 23.0 39.5	1083 23.1 41.0	350 21.9 13.2	442 47.2 16.7	210 55.4 8.0	231 41.6 8.8	317 39.1 12.0	210 56.0 7.9		210 56.0 7.9	5675 37.0 100.0	3200 48.3 56.4	5314 38.2 93.6	
Watch sports	5452 21.0 100.0	3245 19.3 100.0	1146 13.3 35.3	1442 26.1 44.4	656 24.7 20.2	2913 25.9 100.0	2568 23.7 88.2	1095 24.1 37.6	1181 25.2 40.5	292 18.3 10.0	785 83.9 27.0	353 92.9 12.1	433 77.8 14.9	661 81.4 22.7	375 100.0 12.9	36 100.0 1.2	375 100.0 12.9	5452 35.6 100.0	2830 42.7 51.9	5060 36.4 92.8	
Follow fantasy teams	3785 14.6 100.0	2282 13.6 100.0	885 10.2 38.8	1049 18.9 45.9	349 13.2 15.3	1907 17.0 100.0	1590 14.7 83.4	771 17.0 40.4	566 12.1 29.7	252 15.8 13.2	603 64.4 31.6	181 47.7 9.5	422 75.8 22.1	531 65.5 27.9	286 76.4 15.0		286 76.4 15.0	3785 24.7 100.0	1428 21.6 37.7	3478 25.0 91.9	

Activities on Mobile Device (Tablet/Smart Phone) of those Attended/Watched (any): Baseball: Minor League

Base: Own a Tablet or Smart Phone

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
																		Use Mobile Device for Sports		
	Attended					Television					Computer/Tablet Smart Phone									
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Use Google+ to follow/post about a sport (player, team, league, etc.)	3655 14.1 100.0	2119 12.6 100.0	1075 12.5 50.7	656 11.9 31.0	389 14.6 18.3	1805 16.1 100.0	1534 14.2 85.0	625 13.8 34.6	643 13.7 35.6	266 16.6 14.7	428 45.7 23.7	196 51.7 10.9	231 41.6 12.8	303 37.3 16.8	210 56.0 11.6		210 56.0 11.6	3655 23.8 100.0	1952 29.5 53.4	3351 24.1 91.7
Buy tickets to games	2872 11.1 100.0	1548 9.2 100.0	828 9.6 53.5	480 8.7 31.0	240 9.0 15.5	1518 13.5 100.0	1374 12.7 90.5	572 12.6 37.7	566 12.1 37.3	237 14.8 15.6	229 24.4 15.1	143 37.8 9.5	85 15.3 5.6	229 28.2 15.1	85 22.8 5.6		85 22.8 5.6	2872 18.7 100.0	1566 23.7 54.5	2702 19.4 94.1
Use Twitter to follow/post about a sport (player, team, league, etc.)	2719 10.5 100.0	1824 10.8 100.0	685 7.9 37.6	862 15.6 47.2	277 10.5 15.2	1228 10.9 100.0	1228 11.3 100.0	531 11.7 43.2	540 11.5 44.0	157 9.8 12.8	275 29.4 22.4	119 31.2 9.7	157 28.2 12.8	204 25.1 16.6	157 41.9 12.8		157 41.9 12.8	2719 17.7 100.0	1187 17.9 43.7	2673 19.2 98.3
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	2487 9.6 100.0	1336 7.9 100.0	428 5.0 32.1	631 11.4 47.2	277 10.4 20.7	1520 13.5 100.0	1406 13.0 92.6	592 13.0 38.9	622 13.3 40.9	193 12.1 12.7	389 41.5 25.6	158 41.5 10.4	231 41.6 15.2	317 39.1 20.9	157 41.9 10.3		157 41.9 10.3	2487 16.2 100.0	1240 18.7 49.9	2354 16.9 94.7
Buy sports logo apparel	2215 8.5 100.0	1393 8.3 100.0	534 6.2 38.4	537 9.7 38.5	321 12.1 23.1	957 8.5 100.0	816 7.5 85.2	220 4.9 23.0	439 9.4 45.8	157 9.8 16.4	298 31.9 31.2	92 24.2 9.6	207 37.1 21.6	174 21.4 18.2	210 56.0 21.9		210 56.0 21.9	2215 14.4 100.0	1494 22.6 67.4	1999 14.4 90.2
Use Tumblr to follow/post about a sport (player, team, league, etc.)	2164 8.3 100.0	968 5.8 100.0	482 5.6 49.7	319 5.8 33.0	167 6.3 17.3	1356 12.1 100.0	1138 10.5 83.9	617 13.6 45.5	364 7.8 26.8	157 9.8 11.6	410 43.8 30.3	143 37.8 10.6	267 48.0 19.7	339 41.7 25.0	192 51.4 14.2	36 100.0 2.6	192 51.4 14.2	2164 14.1 100.0	1164 17.6 53.8	2038 14.7 94.2
Buy sports footwear	1697 6.5 100.0	862 5.1 100.0	369 4.3 42.8	230 4.2 26.7	263 9.9 30.5	1054 9.4 100.0	1015 9.4 96.3	305 6.7 29.0	553 11.8 52.4	157 9.8 14.9	232 24.7 22.0	39 10.3 3.7	192 34.6 18.3	160 19.7 15.2	192 51.4 18.3	36 100.0 3.4	192 51.4 18.3	1697 11.1 100.0	976 14.7 57.5	1535 11.0 90.5
Other	257 1.0 100.0	160 1.0 100.0	46 0.5 28.8	83 1.5 51.8	31 1.2 19.4	97 0.9 100.0	97 0.9 100.0		97 2.1 100.0									257 1.7 100.0	125 1.9 48.7	257 1.8 100.0

Activities on Mobile Device (Tablet/Smart Phone) of those Attended/Watched (any): Baseball: Minor League

Base: Own a Tablet or Smart Phone

## Attended/Watched (any) - Baseball: Minor League

	Baseball: Minor League																			
	Attended/Watched (any)																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
Have not used for activities related to sports	10579 40.7 100.0	6398 38.0 100.0	3380 39.2 52.8	1963 35.5 30.7	1055 39.8 16.5	5101 45.4 100.0	5101 47.1 100.0	1934 42.6 37.9	2218 47.3 43.5	949 59.5 18.6	27 2.9 0.5	27 7.1 0.5	27 3.3 0.5							

Activities on Mobile Device (Tablet/Smart Phone) of those Attended/Watched (any): Baseball: Minor League  
Base: Own a Tablet or Smart Phone

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	25969	7503	5552	1951	288	117	541	1005	20080	15845	4236	504	194	996	2542	2084	817	988	280	14303
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	28.9	21.4	7.5	1.1	0.5	2.1	3.9	77.3	61.0	16.3	1.9	0.7	3.8	9.8	8.0	3.1	3.8	1.1	55.1
Have used for activities related to sports (Net)	15333	5462	3734	1728	288	117	541	781	12622	9611	3012	314	83	996	1619	1695	710	705	280	8854
	59.0	72.8	67.3	88.5	100.0	100.0	100.0	77.8	62.9	60.7	71.1	62.2	43.1	100.0	63.7	81.4	87.0	71.4	100.0	61.9
	100.0	35.6	24.4	11.3	1.9	0.8	3.5	5.1	82.3	62.7	19.6	2.0	0.5	6.5	10.6	11.1	4.6	4.6	1.8	57.7
Check scores of games	12521	4563	3207	1357	134	117	466	638	10172	7819	2352	124	83	851	1293	1116	625	402	89	7152
	48.2	60.8	57.8	69.5	46.6	100.0	86.3	63.5	50.7	49.4	55.5	24.7	43.1	85.5	50.9	53.5	76.5	40.7	31.9	50.0
	100.0	36.4	25.6	10.8	1.1	0.9	3.7	5.1	81.2	62.4	18.8	1.0	0.7	6.8	10.3	8.9	5.0	3.2	0.7	57.1
Read sports articles/blogs	8409	3222	1986	1236	134	117	541	444	6859	4723	2135	160	83	543	1350	791	249	414	128	4548
	32.4	42.9	35.8	63.3	46.6	100.0	100.0	44.2	34.2	29.8	50.4	31.7	43.1	54.5	53.1	38.0	30.6	41.9	45.8	31.8
	100.0	38.3	23.6	14.7	1.6	1.4	6.4	5.3	81.6	56.2	25.4	1.9	1.0	6.5	16.0	9.4	3.0	4.9	1.5	54.1
Visit specific team website	7827	2318	1657	662	134	34	107	386	6391	4476	1915	160		528	1227	961	445	388	128	4609
	30.1	30.9	29.8	33.9	46.6	29.0	19.8	38.5	31.8	28.2	45.2	31.7		53.0	48.2	46.1	54.5	39.3	45.8	32.2
	100.0	29.6	21.2	8.5	1.7	0.4	1.4	4.9	81.7	57.2	24.5	2.0		6.8	15.7	12.3	5.7	5.0	1.6	58.9
Visit league website	6303	2020	1194	826	103	34	148	541	5282	3562	1720	93		557	1071	578	186	264	128	3383
	24.3	26.9	21.5	42.4	35.7	29.0	27.4	53.9	26.3	22.5	40.6	18.4		55.9	42.1	27.7	22.8	26.7	45.8	23.6
	100.0	32.1	18.9	13.1	1.6	0.5	2.4	8.6	83.8	56.5	27.3	1.5		8.8	17.0	9.2	3.0	4.2	2.0	53.7
Use Facebook to like/follow/post about a sport (player, team, league, etc.)	5874	2574	1520	1054	51	117	298	588	5874	3717	2157	128	83	527	1418	703	115	379	209	3010
	22.6	34.3	27.4	54.0	17.8	100.0	55.0	58.5	29.3	23.5	50.9	25.5	43.1	52.9	55.8	33.7	14.0	38.4	74.7	21.0
	100.0	43.8	25.9	17.9	0.9	2.0	5.1	10.0	100.0	63.3	36.7	2.2	1.4	9.0	24.1	12.0	2.0	6.5	3.6	51.2
Watch sports related video on YouTube	5675	2105	1199	906	103	117	300	386	4652	3304	1348	51	83	377	837	729	287	346	96	3520
	21.9	28.1	21.6	46.4	35.7	100.0	55.4	38.4	23.2	20.9	31.8	10.2	43.1	37.9	32.9	35.0	35.2	35.0	34.4	24.6
	100.0	37.1	21.1	16.0	1.8	2.1	5.3	6.8	82.0	58.2	23.8	0.9	1.5	6.6	14.7	12.8	5.1	6.1	1.7	62.0
Watch sports	5452	2284	1377	907	288	117	151	350	5070	3332	1738	272	83	491	891	711	157	426	128	3054
	21.0	30.4	24.8	46.5	100.0	100.0	27.9	34.9	25.2	21.0	41.0	54.0	43.1	49.3	35.1	34.1	19.2	43.2	45.8	21.4
	100.0	41.9	25.3	16.6	5.3	2.2	2.8	6.4	93.0	61.1	31.9	5.0	1.5	9.0	16.3	13.0	2.9	7.8	2.4	56.0
Follow fantasy teams	3785	1333	707	626	134	34	190	268	3423	2117	1306	124		318	864	264	50	125	89	1998
	14.6	17.8	12.7	32.1	46.6	29.0	35.2	26.6	17.0	13.4	30.8	24.7		31.9	34.0	12.7	6.1	12.7	31.9	14.0
	100.0	35.2	18.7	16.5	3.5	0.9	5.0	7.1	90.4	55.9	34.5	3.3		8.4	22.8	7.0	1.3	3.3	2.4	52.8

Activities on Mobile Device (Tablet/Smart Phone) of those Attended/Watched (any): Baseball: Minor League  
Base: Own a Tablet or Smart Phone

	Twitter Usage Following this Sport									Facebook Usage Following this Sport					Participated in Sport					
															Past Year					
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Use Google+ to follow/post about a sport (player, team, league, etc.)	3655 14.1 100.0	992 13.2 27.1	604 10.9 16.5	388 19.9 10.6	51 17.8 1.4	34 29.0 0.9	149 27.5 4.1	154 15.3 4.2	2929 14.6 80.1	1917 12.1 52.5	1011 23.9 27.7	93 18.4 2.5		147 14.7 4.0	772 30.4 21.1	512 24.6 14.0	146 17.8 4.0	238 24.1 6.5	128 45.8 3.5	2106 14.7 57.6
Buy tickets to games	2872 11.1 100.0	899 12.0 31.3	434 7.8 15.1	465 23.9 16.2	134 46.6 4.7	34 29.0 1.2	74 13.8 2.6	223 22.2 7.8	2454 12.2 85.5	1393 8.8 48.5	1061 25.1 37.0	124 24.7 4.3		291 29.3 10.1	646 25.4 22.5	512 24.6 17.8	232 28.4 8.1	210 21.3 7.3	71 25.4 2.5	1617 11.3 56.3
Use Twitter to follow/post about a sport (player, team, league, etc.)	2719 10.5 100.0	2719 36.2 100.0	1518 27.3 55.8	1201 61.5 44.2	134 46.6 4.9	117 100.0 4.3	466 86.3 17.2	483 48.0 17.8	2305 11.5 84.8	1260 7.9 46.3	1045 24.7 38.4	83 16.4 3.0	83 43.1 3.1	290 29.1 10.7	589 23.2 21.7	418 20.1 15.4	126 15.4 4.6	125 12.7 4.6	167 59.7 6.1	1464 10.2 53.8
Use Pinterest to pin/follow/post about a sport (player, team, league, etc.)	2487 9.6 100.0	910 12.1 36.6	425 7.7 17.1	485 24.9 19.5	51 17.8 2.1	34 29.0 1.4	267 49.4 10.7	133 13.2 5.3	2378 11.8 95.6	1517 9.6 61.0	861 20.3 34.6	51 10.2 2.1		345 34.6 13.9	465 18.3 18.7	240 11.5 9.7	75 9.2 3.0	94 9.5 3.8	71 25.4 2.9	1031 7.2 41.5
Buy sports logo apparel	2215 8.5 100.0	649 8.6 29.3	431 7.8 19.4	218 11.2 9.9	51 17.8 2.3	34 29.0 1.5		133 13.2 6.0	1923 9.6 86.8	1159 7.3 52.3	765 18.1 34.5	93 18.4 4.2		34 3.4 1.5	638 25.1 28.8	261 12.5 11.8	46 5.6 2.1	144 14.6 6.5	71 25.4 3.2	1017 7.1 45.9
Use Tumblr to follow/post about a sport (player, team, league, etc.)	2164 8.3 100.0	524 7.0 24.2	249 4.5 11.5	276 14.1 12.7	51 17.8 2.4	34 29.0 1.6	190 35.2 8.8		2026 10.1 93.6	1207 7.6 55.8	819 19.3 37.8	87 17.2 4.0		162 16.2 7.5	570 22.4 26.4	257 12.3 11.9	131 16.0 6.0	94 9.5 4.3	32 11.4 1.5	1017 7.1 47.0
Buy sports footwear	1697 6.5 100.0	368 4.9 21.7	84 1.5 4.9	284 14.5 16.7	51 17.8 3.0	34 29.0 2.0	74 13.8 4.4	124 12.3 7.3	1465 7.3 86.3	689 4.3 40.6	776 18.3 45.7	87 17.2 5.1		220 22.1 13.0	469 18.5 27.6	215 10.3 12.7	131 16.0 7.7	84 8.5 5.0		857 6.0 50.5
Other	257 1.0 100.0								211 1.0 82.0	163 1.0 63.4	48 1.1 18.6				48 1.9 18.6	30 1.4 11.5	30 3.6 11.5			177 1.2 68.9
Have not used for activities related to sports	10579 40.7 100.0	1985 26.4 18.8	1761 31.7 16.6	224 11.5 2.1				224 22.2 2.1	7401 36.9 70.0	6177 39.0 58.4	1224 28.9 11.6	190 37.8 1.8	110 56.9 1.0		924 36.3 8.7	388 18.6 3.7	106 13.0 1.0	282 28.6 2.7		5449 38.1 51.5



## Favorite Sports Website of those Attended/Watched (any): Baseball: Minor League

	Gender		Age					Household Income				Region				Bought Sports Apparel			
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
Total	31368	16358	15011	2318	3321	4307	7731	13691	5151	6113	10474	9629	6730	8192	10915	5532	5830	4214	1616
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	52.1	47.9	7.4	10.6	13.7	24.6	43.6	16.4	19.5	33.4	30.7	21.5	26.1	34.8	17.6	18.6	13.4	5.2
ESPN.com	8609	4881	3728	334	1248	1973	2238	2816	1347	1432	3173	2657	1281	2068	4128	1132	1696	1179	517
	27.4	29.8	24.8	14.4	37.6	45.8	29.0	20.6	26.2	23.4	30.3	27.6	19.0	25.2	37.8	20.5	29.1	28.0	32.0
	100.0	56.7	43.3	3.9	14.5	22.9	26.0	32.7	15.7	16.6	36.9	30.9	14.9	24.0	47.9	13.1	19.7	13.7	6.0
MLB.com	3378	1822	1557	335	270	347	986	1440	626	590	1195	968	1030	510	768	1070	644	535	109
	10.8	11.1	10.4	14.4	8.1	8.1	12.8	10.5	12.1	9.6	11.4	10.1	15.3	6.2	7.0	19.3	11.0	12.7	6.8
	100.0	53.9	46.1	9.9	8.0	10.3	29.2	42.6	18.5	17.5	35.4	28.7	30.5	15.1	22.7	31.7	19.1	15.8	3.2
NFL.com	1837	1062	776	267	193	290	839	248	324	560	508	445	397	488	777	175	672	521	151
	5.9	6.5	5.2	11.5	5.8	6.7	10.8	1.8	6.3	9.2	4.9	4.6	5.9	6.0	7.1	3.2	11.5	12.4	9.3
	100.0	57.8	42.2	14.5	10.5	15.8	45.7	13.5	17.6	30.5	27.7	24.2	21.6	26.6	42.3	9.5	36.5	28.4	8.2
Yahoo!Sports	1820	1263	557	284	165	342	106	924	180	552	375	713	254	792	480	294	269	136	133
	5.8	7.7	3.7	12.2	5.0	7.9	1.4	6.7	3.5	9.0	3.6	7.4	3.8	9.7	4.4	5.3	4.6	3.2	8.2
	100.0	69.4	30.6	15.6	9.0	18.8	5.8	50.7	9.9	30.3	20.6	39.2	14.0	43.5	26.3	16.1	14.8	7.5	7.3
FoxSports.com	997	362	636	31	118	39	318	491	145	210	358	285	328	309	94	266	48		48
	3.2	2.2	4.2	1.3	3.6	0.9	4.1	3.6	2.8	3.4	3.4	3.0	4.9	3.8	0.9	4.8	0.8		3.0
	100.0	36.3	63.7	3.1	11.8	3.9	31.9	49.3	14.6	21.0	35.9	28.6	32.9	31.0	9.4	26.7	4.8		4.8
NHL.com	470	325	146		51	81	165	173	173	151	91	55	348	123			42	42	
	1.5	2.0	1.0		1.5	1.9	2.1	1.3	3.4	2.5	0.9	0.6	5.2	1.5			0.7	1.0	
	100.0	69.0	31.0		10.9	17.1	35.1	36.8	36.8	32.2	19.3	11.7	73.9	26.1			9.0	9.0	
SI.com	440	344	96		129	109	68	134			149	291	147	68	172	52	148	80	68
	1.4	2.1	0.6		3.9	2.5	0.9	1.0			1.4	3.0	2.2	0.8	1.6	0.9	2.5	1.9	4.2
	100.0	78.1	21.9		29.4	24.7	15.5	30.4			33.8	66.2	33.4	15.5	39.2	11.9	33.7	18.2	15.5
CBSSports.com	313	168	145				227	87		56	150	107	89		163	61	157	157	
	1.0	1.0	1.0				2.9	0.6		0.9	1.4	1.1	1.3		1.5	1.1	2.7	3.7	
	100.0	53.7	46.3				72.3	27.7		17.9	47.9	34.2	28.4		52.1	19.6	50.0	50.0	
Mixed martial arts websites	302	302		228	74						165	138	165	64		74			
	1.0	1.8		9.9	2.2						1.6	1.4	2.4	0.8		1.3			
	100.0	100.0		75.6	24.4						54.5	45.5	54.5	21.1		24.4			
USAToday.com	301	202	100	52				250		52	109	141	48	253					
	1.0	1.2	0.7	2.2				1.8		0.8	1.0	1.5	0.7	3.1					
	100.0	66.9	33.1	17.2				82.8		17.2	36.2	46.7	15.9	84.1					

## Favorite Sports Website of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
NASCAR.com	232	101	132				86	146		86	68	78		154	78		32		32
	0.7	0.6	0.9				1.1	1.1		1.4	0.6	0.8		1.9	0.7		0.6		2.0
	100.0	43.3	56.7				37.1	62.9		37.1	29.3	33.6		66.4	33.6		14.0		14.0
Minor league hockey websites	222	51	171		171		51		104		118		222				51	51	
	0.7	0.3	1.1		5.1		0.7		2.0		1.1		3.3				0.9	1.2	
	100.0	22.9	77.1		77.1		22.9		46.9		53.1		100.0				22.9	22.9	
NCAA.com	199	135	64			135		64	135		64			64	135				
	0.6	0.8	0.4			3.1		0.5	2.6		0.6			0.8	1.2				
	100.0	67.9	32.1			67.9		32.1	67.9		32.1			32.1	67.9				
NBA.com	175	134	42		80	42	54		38	96	42		42		38	96	42		42
	0.6	0.8	0.3		2.4	1.0	0.7		0.7	1.6	0.4		0.6		0.3	1.7	0.7		2.6
	100.0	76.3	23.7		45.5	23.7	30.8		21.4	54.5	24.0		23.7		21.4	54.9	23.7		23.7
BleacherReport.com	158	158			49		46	63		158					109	49			
	0.5	1.0			1.5		0.6	0.5		2.6					1.0	0.9			
	100.0	100.0			31.1		28.9	39.9		100.0					68.9	31.1			
International soccer league websites	137	24	113			79	34	24		76	37	24	24		42	70			
	0.4	0.1	0.7			1.8	0.4	0.2		1.2	0.3	0.3	0.4		0.4	1.3			
	100.0	17.8	82.2			57.7	24.5	17.8		55.5	26.7	17.8	17.8		31.0	51.2			
SportingNews.com	124	124						124	124					124			124	124	
	0.4	0.8						0.9	2.4					1.5			2.1	2.9	
	100.0	100.0						100.0	100.0					100.0			100.0	100.0	
WNBA.com	98		98	71		27				27	71		71	27					
	0.3		0.7	3.1		0.6				0.4	0.7		1.1	0.3					
	100.0		100.0	72.3		27.7				27.7	72.3		72.3	27.7					
BASSmaster.com	84	50	34			50		34	34	50				34	50		50		50
	0.3	0.3	0.2			1.2		0.2	0.7	0.8				0.4	0.5		0.8		3.1
	100.0	59.3	40.7			59.3		40.7	40.7	59.3				40.7	59.3		59.3		59.3
SBNation.com	82	50	32			50	32			50	32				50	32			
	0.3	0.3	0.2			1.2	0.4			0.8	0.3				0.5	0.6			
	100.0	61.0	39.0			61.0	39.0			61.0	39.0				61.0	39.0			
MLSsoccer.com	79	45	34				34	45			79					79	79	45	34
	0.3	0.3	0.2				0.4	0.3			0.8					1.4	1.4	1.1	2.1
	100.0	56.8	43.2				43.2	56.8			100.0					100.0	100.0	56.8	43.2

## Favorite Sports Website of those Attended/Watched (any): Baseball: Minor League

	Gender			Age					Household Income				Region				Bought Sports Apparel		
	Total	Male	Female	13-17	18-24	25-34	35-49	50+	Under \$25K	\$25K-\$49.9K	\$50K-\$99.9K	\$100K & Over	North East	North Cntrl	South	West	Total	\$1-49	\$50+
NBCSports.com	62	62					62				62		62						
	0.2	0.4					0.8				0.6		0.9						
	100.0	100.0					100.0				100.0		100.0						
YardBarker.com	36		36			36			36				36				36	36	
	0.1		0.2			0.8			0.7				0.5				0.6	0.8	
	100.0		100.0			100.0			100.0				100.0				100.0	100.0	
Specific college team	849	403	446		108	151		590	174	31	590	53	207	217	393	31	44	44	
	2.7	2.5	3.0		3.2	3.5		4.3	3.4	0.5	5.6	0.6	3.1	2.6	3.6	0.6	0.7	1.0	
	100.0	47.5	52.5		12.7	17.8		69.5	20.5	3.7	69.5	6.2	24.4	25.6	46.4	3.7	5.1	5.1	
Specific professional team (any level)	789	291	499	83	199	41		467	59	124	290	316	175	67	365	182	44	44	
	2.5	1.8	3.3	3.6	6.0	1.0		3.4	1.2	2.0	2.8	3.3	2.6	0.8	3.3	3.3	0.8	1.0	
	100.0	36.8	63.2	10.5	25.2	5.2		59.1	7.5	15.7	36.7	40.0	22.2	8.5	46.3	23.0	5.6	5.6	
Other league/ association website	90	57	32					90			90		57	32					
	0.3	0.4	0.2					0.7			0.9		0.9	0.4					
	100.0	63.9	36.1					100.0			100.0		63.9	36.1					
Other	1254	805	449		135	37	375	706	250	112	421	471	323	478	256	197	300	81	219
	4.0	4.9	3.0		4.1	0.9	4.9	5.2	4.9	1.8	4.0	4.9	4.8	5.8	2.3	3.6	5.2	1.9	13.6
	100.0	64.2	35.8		10.8	3.0	29.9	56.3	20.0	8.9	33.5	37.5	25.8	38.1	20.4	15.7	24.0	6.5	17.5
Do not have a favorite sports website	8230	3139	5091	634	331	479	2009	4777	1402	1700	2240	2888	1424	2319	2816	1671	1352	1140	212
	26.2	19.2	33.9	27.3	10.0	11.1	26.0	34.9	27.2	27.8	21.4	30.0	21.2	28.3	25.8	30.2	23.2	27.1	13.1
	100.0	38.1	61.9	7.7	4.0	5.8	24.4	58.0	17.0	20.7	27.2	35.1	17.3	28.2	34.2	20.3	16.4	13.9	2.6

Favorite Sports Website of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Total	31368	20322	9938	7138	3245	13483	13064	5497	5740	1827	936	380	556	811	375	36	375	15333	6622	13895
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	48.9	35.1	16.0	100.0	96.9	40.8	42.6	13.5	6.9	2.8	4.1	6.0	2.8	0.3	2.8	48.9	21.1	44.3
ESPN.com	8609	6209	3133	2242	835	2984	2766	1422	838	506	459	262	197	387	123		123	6052	2402	5880
	27.4	30.6	31.5	31.4	25.7	22.1	21.2	25.9	14.6	27.7	49.0	69.0	35.4	47.7	32.8		32.8	39.5	36.3	42.3
	100.0	100.0	50.5	36.1	13.4	100.0	92.7	47.6	28.1	17.0	15.4	8.8	6.6	13.0	4.1		4.1	70.3	27.9	68.3
MLB.com	3378	1976	1017	622	338	1849	1849	530	877	442								1623	475	1528
	10.8	9.7	10.2	8.7	10.4	13.7	14.2	9.6	15.3	24.2								10.6	7.2	11.0
	100.0	100.0	51.5	31.5	17.1	100.0	100.0	28.7	47.4	23.9								48.0	14.1	45.2
NFL.com	1837	810	413	302	95	1343	1253	561	581	111	254	91	163	201	216		216	1133	418	1133
	5.9	4.0	4.2	4.2	2.9	10.0	9.6	10.2	10.1	6.1	27.2	23.9	29.4	24.8	57.7		57.7	7.4	6.3	8.2
	100.0	100.0	51.0	37.3	11.8	100.0	93.2	41.7	43.3	8.2	18.9	6.8	12.2	15.0	16.1		16.1	61.7	22.8	61.7
Yahoo!Sports	1820	1077	676	370	31	931	931	122	598	211								851	516	651
	5.8	5.3	6.8	5.2	1.0	6.9	7.1	2.2	10.4	11.6								5.6	7.8	4.7
	100.0	100.0	62.8	34.4	2.9	100.0	100.0	13.1	64.2	22.7								46.8	28.3	35.7
FoxSports.com	997	467	270	150	48	530	530	146	266	118								555	204	521
	3.2	2.3	2.7	2.1	1.5	3.9	4.1	2.6	4.6	6.5								3.6	3.1	3.8
	100.0	100.0	57.7	32.0	10.3	100.0	100.0	27.5	50.3	22.3								55.6	20.5	52.3
NHL.com	470	217	106	110		305	305	254	51									136	94	136
	1.5	1.1	1.1	1.5		2.3	2.3	4.6	0.9									0.9	1.4	1.0
	100.0	100.0	49.1	50.9		100.0	100.0	83.2	16.8									28.8	20.1	28.8
SI.com	440	310	109	53	148	129	129		129									291	93	291
	1.4	1.5	1.1	0.7	4.6	1.0	1.0		2.3									1.9	1.4	2.1
	100.0	100.0	35.0	17.2	47.8	100.0	100.0		100.0									66.2	21.1	66.2
CBSSports.com	313	187	31		157	176	65	25	39		111		111	111				288	181	288
	1.0	0.9	0.3		4.8	1.3	0.5	0.5	0.7		11.8		19.9	13.7				1.9	2.7	2.1
	100.0	100.0	16.4		83.6	100.0	36.8	14.5	22.4		63.2		63.2	63.2				91.9	57.7	91.9
Mixed martial arts websites	302	138	64		74	239	239	165	74									228		228
	1.0	0.7	0.6		2.3	1.8	1.8	3.0	1.3									1.5		1.6
	100.0	100.0	46.3		53.7	100.0	100.0	69.0	31.0									75.6		75.6

Favorite Sports Website of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone					Use Mobile Device for Sports				
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
USAToday.com	301 1.0 100.0	301 1.5 100.0	192 1.9 63.8		109 3.4 36.2													192 1.3 63.8		192 1.4 63.8
NASCAR.com	232 0.7 100.0	154 0.8 100.0	122 1.2 78.9		32 1.0 21.1	78 0.6 100.0	78 0.6 100.0		78 1.4 100.0									110 0.7 47.6	78 1.2 33.6	32 0.2 14.0
Minor league hockey websites	222 0.7 100.0	222 1.1 100.0	171 1.7 77.1	51 0.7 22.9														118 0.8 53.1	118 1.8 53.1	
NCAA.com	199 0.6 100.0	199 1.0 100.0	199 2.0 100.0															135 0.9 67.9		135 1.0 67.9
NBA.com	175 0.6 100.0	38 0.2 100.0	38 0.4 100.0			138 1.0 100.0	138 1.1 100.0	42 0.8 30.6	96 1.7 69.4									138 0.9 78.6	96 1.5 54.9	96 0.7 54.5
BleacherReport.co m	158 0.5 100.0	95 0.5 100.0		49 0.7 51.8	46 1.4 48.2	112 0.8 100.0	112 0.9 100.0		112 2.0 100.0		49 5.3 43.8		49 8.9 43.8	49 6.1 43.8				158 1.0 100.0	109 1.6 68.9	49 0.4 31.1
International soccer league websites	137 0.4 100.0	24 0.1 100.0			24 0.8 100.0	113 0.8 100.0	113 0.9 100.0	113 2.0 100.0										42 0.3 31.0		42 0.3 31.0
SportingNews.com	124 0.4 100.0					124 0.9 100.0	124 0.9 100.0			124 6.8 100.0										
WNBA.com	98 0.3 100.0					98 0.7 100.0	98 0.7 100.0		98 1.7 100.0		27 2.9 27.7	27 7.1 27.7		27 3.3 27.7				71 0.5 72.3		71 0.5 72.3
BASSmaster.com	84 0.3 100.0	84 0.4 100.0			84 2.6 100.0	34 0.3 100.0	34 0.3 100.0			34 1.9 100.0								50 0.3 59.3		50 0.4 59.3

Favorite Sports Website of those Attended/Watched (any): Baseball: Minor League

## Attended/Watched (any) - Baseball: Minor League

	Watched																			
	Attended					Television					Computer/Tablet Smart Phone			Use Mobile Device for Sports						
	Total	Total	1	2-3	4+	Total	Total	1	2-5	6+	Total	1	2+	Com- puter	Total Mobile	Tablet	Smart Phone	Total Mobile	Tablet	Smart Phone
SBNation.com	82	50	50			32	32	32										82		82
	0.3	0.2	0.5			0.2	0.2	0.6										0.5		0.6
	100.0	100.0	100.0			100.0	100.0	100.0										100.0		100.0
MLSSoccer.com	79					79	79		45	34								34		34
	0.3					0.6	0.6		0.8	1.9								0.2		0.2
	100.0					100.0	100.0		56.8	43.2								43.2		43.2
NBCSports.com	62	62		62														62	62	62
	0.2	0.3		0.9														0.4	0.9	0.4
	100.0	100.0		100.0														100.0	100.0	100.0
YardBarker.com	36					36	36	36			36	36		36	36	36	36	36	36	36
	0.1					0.3	0.3	0.6			3.8	6.4		4.4	9.5	100.0	9.5	0.2	0.5	0.3
	100.0					100.0	100.0	100.0			100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0
Specific college team	849	573	266	222	84	319	319	185	134									407	273	268
	2.7	2.8	2.7	3.1	2.6	2.4	2.4	3.4	2.3									2.7	4.1	1.9
	100.0	100.0	46.5	38.8	14.7	100.0	100.0	58.1	41.9									47.9	32.1	31.6
Specific professional team (any level)	789	466	214	158	95	323	323	233	90									254	197	204
	2.5	2.3	2.2	2.2	2.9	2.4	2.5	4.2	1.6									1.7	3.0	1.5
	100.0	100.0	45.9	33.8	20.3	100.0	100.0	72.0	28.0									32.2	24.9	25.8
Other league/ association website	90	57		57		90	90	57	32									32		32
	0.3	0.3		0.8		0.7	0.7	1.0	0.6									0.2		0.2
	100.0	100.0		100.0		100.0	100.0	63.9	36.1									36.1		36.1
Other	1254	899	357	352	190	435	435	191	244									571	497	523
	4.0	4.4	3.6	4.9	5.8	3.2	3.3	3.5	4.3									3.7	7.5	3.8
	100.0	100.0	39.7	39.2	21.1	100.0	100.0	43.9	56.1									45.5	39.6	41.7
Do not have a favorite sports website	8230	5705	2511	2337	856	2986	2986	1385	1355	246								1683	775	1329
	26.2	28.1	25.3	32.7	26.4	22.1	22.9	25.2	23.6	13.5								11.0	11.7	9.6
	100.0	100.0	44.0	41.0	15.0	100.0	100.0	46.4	45.4	8.2								20.5	9.4	16.2

Favorite Sports Website of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
Total	31368	8119	6059	2060	288	117	541	1114	23017	18141	4876	559	194	1040	3085	2409	934	1114	361	17897
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	25.9	19.3	6.6	0.9	0.4	1.7	3.6	73.4	57.8	15.5	1.8	0.6	3.3	9.8	7.7	3.0	3.6	1.2	57.1
ESPN.com	8609	2635	1331	1304	257	83	425	540	6844	4457	2387	286	83	412	1606	1014	352	492	170	4892
	27.4	32.5	22.0	63.3	89.1	71.0	78.5	48.4	29.7	24.6	49.0	51.1	43.1	39.6	52.1	42.1	37.7	44.2	47.1	27.3
	100.0	30.6	15.5	15.1	3.0	1.0	4.9	6.3	79.5	51.8	27.7	3.3	1.0	4.8	18.7	11.8	4.1	5.7	2.0	56.8
MLB.com	3378	395	314	81			42	39	2486	1899	586	16	69	185	316	345	242	65	39	1812
	10.8	4.9	5.2	3.9			7.7	3.5	10.8	10.5	12.0	2.8	35.8	17.8	10.2	14.3	25.9	5.8	10.8	10.1
	100.0	11.7	9.3	2.4			1.2	1.2	73.6	56.2	17.4	0.5	2.0	5.5	9.4	10.2	7.1	1.9	1.2	53.6
NFL.com	1837	274	240	34		34			1241	1002	239			163	76	63	28	34		873
	5.9	3.4	4.0	1.7		29.0			5.4	5.5	4.9			15.7	2.5	2.6	3.0	3.1		4.9
	100.0	14.9	13.1	1.9		1.9			67.5	54.5	13.0			8.9	4.1	3.4	1.6	1.9		47.5
Yahoo!Sports	1820	764	480	284			74	209	1298	1015	284			74	209	161	20	60	81	1180
	5.8	9.4	7.9	13.8			13.8	18.8	5.6	5.6	5.8			7.2	6.8	6.7	2.1	5.4	22.5	6.6
	100.0	42.0	26.4	15.6			4.1	11.5	71.3	55.7	15.6			4.1	11.5	8.9	1.1	3.3	4.5	64.8
FoxSports.com	997	224	224						730	610	119				119	37	37			655
	3.2	2.8	3.7						3.2	3.4	2.4				3.9	1.5	3.9			3.7
	100.0	22.5	22.5						73.2	61.2	12.0				12.0	3.7	3.7			65.7
NHL.com	470	91	91						255	255										325
	1.5	1.1	1.5						1.1	1.4										1.8
	100.0	19.3	19.3						54.1	54.1										69.0
SI.com	440	94	94						373	347	26			26		94	26	68		344
	1.4	1.2	1.6						1.6	1.9	0.5			2.5		3.9	2.8	6.1		1.9
	100.0	21.5	21.5						84.8	78.9	5.9			5.9		21.4	5.9	15.5		78.1
CBSSports.com	313	167	167						206	157	50				50					168
	1.0	2.1	2.8						0.9	0.9	1.0				1.6					0.9
	100.0	53.3	53.3						65.8	50.0	15.8				15.8					53.7
Mixed martial arts websites	302	239	239						302	302										239
	1.0	2.9	3.9						1.3	1.7										1.3
	100.0	78.9	78.9						100.0	100.0										78.9

Favorite Sports Website of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport									Facebook Usage Following this Sport						Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
USAToday.com	301	161	52	109				109	209	209										202
	1.0	2.0	0.9	5.3				9.8	0.9	1.1										1.1
	100.0	53.3	17.2	36.2				36.2	69.3	69.3										66.9
NASCAR.com	232	32	32						232	232										154
	0.7	0.4	0.5						1.0	1.3										0.9
	100.0	14.0	14.0						100.0	100.0										66.4
Minor league hockey websites	222	171	171						171	171										104
	0.7	2.1	2.8						0.7	0.9										0.6
	100.0	77.1	77.1						77.1	77.1										46.9
NCAA.com	199	135		135				135	135		135			135						135
	0.6	1.7		6.5				12.1	0.6		2.8			13.0						0.8
	100.0	67.9		67.9				67.9	67.9		67.9			67.9						67.9
NBA.com	175	38		38				38	175	134	42	42								92
	0.6	0.5		1.8				3.4	0.8	0.7	0.9	7.4								0.5
	100.0	21.4		21.4				21.4	100.0	76.3	23.7	23.7								52.2
BleacherReport.com	158	158	158						158	158										158
	0.5	1.9	2.6						0.7	0.9										0.9
	100.0	100.0	100.0						100.0	100.0										100.0
International soccer league websites	137								137	137										100
	0.4								0.6	0.8										0.6
	100.0								100.0	100.0										73.3
SportingNews.com	124								124		124				124					124
	0.4								0.5		2.5				4.0					0.7
	100.0								100.0		100.0				100.0					100.0
WNBA.com	98	71	71						27	27						71			71	71
	0.3	0.9	1.2						0.1	0.1						2.9			19.6	0.4
	100.0	72.3	72.3						27.7	27.7						72.3			72.3	72.3
BASSmaster.com	84								84	84						84	84			84
	0.3								0.4	0.5						3.5	8.9			0.5
	100.0								100.0	100.0						100.0	100.0			100.0



Favorite Sports Website of those Attended/Watched (any): Baseball: Minor League

	Twitter Usage Following this Sport										Facebook Usage Following this Sport					Participated in Sport				
																Past Year				
	Total	Twitter Users	Twitter Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Facebook Users	Facebook Users Do Not Follow	Total	Daily	4-6 Days a Week	1-3 Days a Week	Less than Once a Week	Total	1-9 Days	10-49 Days	50+ Days	Ever Partic.
SBNation.com	82								82	32	50				50					50
	0.3								0.4	0.2	1.0				1.6					0.3
	100.0								100.0	39.0	61.0				61.0					61.0
MLSSoccer.com	79								79	79										45
	0.3								0.3	0.4										0.3
	100.0								100.0	100.0										56.8
NBCSports.com	62								62	62						62		62		62
	0.2								0.3	0.3						2.6		5.6		0.3
	100.0								100.0	100.0						100.0		100.0		100.0
YardBarker.com	36								36		36	36				36	36			36
	0.1								0.2		0.7	6.4				1.5	3.8			0.2
	100.0								100.0		100.0	100.0				100.0	100.0			100.0
Specific college team	849	146	115	31	31				788	672	116	31		44	41					359
	2.7	1.8	1.9	1.5	10.9				3.4	3.7	2.4	5.6		4.2	1.3					2.0
	100.0	17.2	13.5	3.7	3.7				92.8	79.2	13.6	3.7		5.1	4.8					42.3
Specific professional team (any level)	789	278	278						573	532	41		41			127		127		475
	2.5	3.4	4.6						2.5	2.9	0.8		21.2			5.3		11.4		2.7
	100.0	35.2	35.2						72.6	67.4	5.2		5.2			16.0		16.0		60.1
Other league/ association website	90	32	32						32	32										57
	0.3	0.4	0.5						0.1	0.2										0.3
	100.0	36.1	36.1						36.1	36.1										63.9
Other	1254	690	646	45				45	856	483	374	94			280					774
	4.0	8.5	10.7	2.2				4.0	3.7	2.7	7.7	16.8			9.1					4.3
	100.0	55.1	51.5	3.6				3.6	68.3	38.5	29.8	7.5			22.3					61.7
Do not have a favorite sports website	8230	1325	1325						5321	5053	269	55			214	316	111	205		4328
	26.2	16.3	21.9						23.1	27.9	5.5	9.8			6.9	13.1	11.8	18.4		24.2
	100.0	16.1	16.1						64.7	61.4	3.3	0.7			2.6	3.8	1.3	2.5		52.6