



*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE  
RMP 2001-IV-12

Contact: Earl de Berge  
Research Director  
Or: Jim Haynes  
President

## FAN BASE OF ARIZONA DIAMONDBACKS HITS HISTORIC HIGH DRIVEN BY GROWTH AMONG WOMEN AND HISPANICS

Phoenix, Arizona, December 14, 2001. Eight of ten adults in this market consider themselves to be fans of the Arizona Diamondbacks baseball team, including 33 percent who are willing to classify themselves as “avid fans.” The proportion who follow the fortunes of the team has remained relatively constant over the years, but within their ranks, the proportion who think of themselves as “avid fans” has grown dramatically since 1997. In that year only 20 percent said they were avid followers of the team, a number that rose to 29 percent last year and now rests at an historic high of 33 percent.

The increase in stalwart fans is driven principally by growth among two consumer groups: women and Hispanics. Among women, for example, the proportion calling themselves “avid” fans was only 13 percent in 1997, rose to 28 percent last year and now rests at an all-time high of 39 percent. A similar spectacular growth in fans is also recorded among Hispanic consumers – rising to 41 percent today from 37 percent last year and 28 percent in 1997.

Of interest are the much softer readings among men, where only 28 percent rank themselves as “avid” fans and 21 percent consider themselves not to be fans at all – a level nearly twice as high as among women.

-30-

**EDITOR'S NOTE:** This Rocky Mountain Poll Arizona (2001-IV-12) is based on 602 interviews with adults in Maricopa County conducted from November 9<sup>th</sup> through November 15<sup>th</sup>, 2001. Where necessary, figures for age, sex, and race were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one may say with a 95 percent certainty that the results have a statistical precision of plus or minus 4.1 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

**ENCLOSED:** Statistical data for reference.

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP 2001-IV-12

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

*“As you know, the Arizona Diamondbacks won the 2001 World Series. Do you consider yourself to be an avid fan, a casual fan or not really a fan of the Diamondbacks?”*

MARICOPA COUNTY  
1997 TO 2001  
AVID FAN OF ARIZONA DIAMONDBACKS

|              | 2001 | 2000 | 1997 | (Net Shift '97 To '01) |
|--------------|------|------|------|------------------------|
| Hispanic     | 41%  | 37%  | 28%  | (+13)                  |
| Women        | 39   | 28   | 13   | (+26)                  |
| Age 35 to 54 | 34   | 29   | 20   | (+14)                  |
| Average      | 33   | 29   | 20   | (+13)                  |
| Age 55+      | 33   | 29   | 15   | (+18)                  |
| Age under 35 | 33   | 30   | 24   | (+ 9)                  |
| Men          | 28   | 31   | 26   | (+ 2)                  |

~~~~~

2001220

*“Last year at this time, would you have called yourself an avid fan, a casual fan or not really a fan of the Arizona Diamondbacks?”*

2001

|          | Avid Fan | Casual Fan | Not A Fan |
|----------|----------|------------|-----------|
| Total    | 33%      | 50%        | 17%       |
| Hispanic | 41       | 41         | 18        |
| Women    | 39       | 49         | 12        |
| Men      | 28       | 51         | 21        |
| Under 35 | 33       | 46         | 21        |
| 35 to 54 | 34       | 53         | 13        |
| 55+      | 33       | 50         | 17        |
| Retirees | 32       | 51         | 17        |

~~~~~

2001220