



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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WHOPPING 83 PERCENT PREDICT DIAMONDBACKS WILL MAKE IT TO THE WORLD SERIES AGAIN

Phoenix, Arizona, April 15, 2002. As the professional baseball season begins, Arizonans have high expectations that their world champion Diamondbacks will continue as a powerhouse, a view that was probably strengthened with the team's historic four game road sweep of the Colorado Rockies. Eight of ten Arizonans believe the Arizona Diamondbacks baseball team has a crack at getting into the World Series this season.

Fully 40 percent say it is "very likely" they will do so.

Baseball fans who are women or Hispanic are the most enthusiastic about the club's ability to establish a reputation for being able to make it to the top. As might be expected, while fans in their home county are the most likely to give the team some chance to make to it to the World Series, it is baseball fans in the rural counties who believe this is "very likely" to happen and it is among Hispanics that the view reaches an all fans high of 54 percent. Additionally, 43 percent of women say it is "very likely" they will be in the World Series compared to 37 percent of men.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-II-03) is based on 710 telephone interviews with adults, conducted from April 3rd through April 7th, 2002 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.8 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.

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

BELOW: Statistical data

For this and other polls. See www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2002-II-03

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“How likely do you think it is that the Arizona Diamondbacks will make it into the World Series again this season, very likely, somewhat likely or not very likely?”

	VERY LIKELY	SOMEWHAT LIKELY	TOTAL
Statewide	40%	43%	(83%)
Hispanics	54	38	(92%)
Rural	45	34	(79%)
Women	43	38	(81%)
Maricopa	40	46	(86%)
Men	37	47	(84%)
Pima	36	41	(77%)

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