

team marketing research

MLB average ticket price soars 12.9% to \$18.99; eight teams jump 20%

New ballparks, heavily renovated stadiums and the addition of high-dollar, behind-the-plate club seats are the primary causes for Major League Baseball's average ticket price to increase nearly 13 percent this season to \$18.99, compared to \$16.81 one year ago.

Eight of the 30 MLB teams reported an increase of 20 percent or more in its average ticket price, marking the greatest number of teams with that significant an upswing in the history of the **Fan Cost**

Index™ (FCI), dating back to 1991.

Based on TMR's exclusive FCI survey, a family of four will spend on average \$145.45 at a MLB game this season, an increase of 9.8 percent from a year ago (the 2000 MLB average FCI was \$132.44); the largest increase between years since TMR began tracking the FCI. The FCI comprises the price of two average adult-priced tickets, two

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Team	Avg. Ticket	Pct. Change	Ticket Rank	Avg. Child Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Boston Red Sox	\$36.08	27.4%	1	\$36.08	\$4.50 ¹²	\$2.75 ¹⁴	\$2.75	\$15.00	\$2.00	\$10.00	\$214.32	27.0%
New York Yankees ³	28.90	11.4%	2	28.90	5.00 ¹⁶	2.50 ¹⁸	2.75	10.00	5.00	13.00	192.60	10.3%
New York Mets ³	26.53	9.2%	3	26.53	5.75 ²⁰	3.75 ²⁰	3.75	7.00	4.00	11.00	184.62	5.1%
San Francisco Giants	23.38	10.1%	5	23.38	6.25 ²⁰	2.50 ¹⁶	3.00	15.00	7.00	12.00	181.02	12.3%
Seattle Mariners	22.87	-2.4%	6	22.87	5.50 ¹⁶	2.25 ¹⁶	3.00	13.00	4.00	18.00	180.48	0.4%
Detroit Tigers	23.90	-3.7%	4	23.90	4.50 ¹⁶	2.00 ¹²	2.75	15.00	5.00	12.00	172.60	4.4%
Chicago Cubs	20.41	16.3%	11	19.96	4.25 ¹⁶	2.25 ¹⁴	2.25	12.00	5.00	17.00	163.24	20.6%
Atlanta Braves	22.05	11.5%	8	22.05	5.50 ¹⁶	2.00 ¹⁶	2.50	10.00	5.00	12.00	161.20	0.7%
St. Louis Cardinals	21.66	23.1%	9	21.66	5.50 ²⁴	2.25 ¹⁴	2.50	10.00	4.00	12.00	158.64	18.9%
Texas Rangers	19.81	0.7%	13	19.01	4.75 ²⁰	2.25 ¹⁶	2.25	8.00	6.00	16.00	157.14	0.4%
Pittsburgh Pirates ^{1,3}	21.48	82.0%	10	21.48	3.50 ¹⁶	2.25 ¹⁶	2.25	12.50	4.00	12.00	155.42	44.3%
Houston Astros	20.03	0.0%	12	19.85	5.50 ²⁴	1.50 ¹⁶	3.50	10.00	4.00	12.00	152.76	-5.6%
Cleveland Indians	22.33	8.5%	7	22.33	3.75 ¹⁴	2.25 ¹⁴	2.50	10.00	2.50	10.00	150.82	5.6%
MLB AVERAGE	18.99	12.9%		18.59	4.54¹⁷	2.18¹⁶	2.55	9.16	4.20	12.37	145.45	9.8%
Chicago White Sox	19.19	34.2%	15	19.19	4.25 ¹⁴	2.00 ¹⁴	2.25	10.00	3.00	13.00	144.26	17.6%
Colorado Rockies	16.50	0.0%	20	16.50	4.75 ¹⁶	3.00 ¹⁶	3.00	6.00	5.00	14.00	143.50	10.0%
Los Angeles Dodgers ³	15.43	0.0%	21	15.43	4.00 ¹⁶	2.00 ²⁰	3.00	6.00	3.00	20.00	141.71	0.5%
Tampa Bay Devil Rays	18.41	42.6%	16	18.39	5.00 ¹⁶	1.00 ¹²	3.00	10.00	5.00	11.00	141.60	17.4%
Baltimore Orioles	19.78	0.0%	14	19.78	4.00 ¹⁸	1.75 ¹⁶	2.50	7.00	3.00	12.00	141.12	1.8%
Philadelphia Phillies	14.63	7.6%	23	14.08	5.00 ²¹	2.75 ²⁰	2.75	7.00	4.00	14.00	132.42	4.4%
Milwaukee Brewers ¹	18.12	54.6%	17	16.87	4.25 ¹⁶	2.00 ¹²	2.25	6.00	4.00	10.00	129.48	28.6%
San Diego Padres	14.09	8.2%	25	14.09	4.25 ¹⁶	2.75 ¹⁶	2.25	6.00	4.00	14.99	128.84	3.4%
Arizona Diamondbacks	17.09	3.1%	19	17.09	5.00 ²²	2.50 ¹⁶	3.00	6.00	2.00	9.00	128.36	6.7%
Minnesota Twins	9.55	2.4%	30	9.55	5.00 ²⁰	2.50 ²⁴	2.50	15.00	5.00	16.00	125.20	22.4%
Cincinnati Reds ^{2,3}	15.40	43.4%	22	15.40	3.75 ¹⁶	2.00 ¹⁶	1.75	5.00	5.00	12.00	123.10	17.8%
Toronto Blue Jays ⁴	18.04	10.9%	18	15.04	2.40 ¹⁴	1.60 ¹⁶	0.96	16.00	3.20	7.67	118.94	5.9%
Anaheim Angels	13.36	1.3%	27	12.97	5.00 ¹⁶	2.00 ¹⁴	2.75	7.00	5.00	10.00	118.66	0.7%
Kansas City Royals	12.61	7.2%	28	12.18	3.25 ¹²	2.00 ¹⁴	2.00	6.00	6.00	14.00	118.08	17.3%
Florida Marlins	14.37	14.7%	24	12.68	5.25 ¹⁶	2.00 ¹²	3.00	5.00	4.00	10.00	117.60	12.9%
Oakland Athletics	13.96	23.0%	26	11.33	4.00 ¹⁴	1.50 ¹⁴	2.50	3.00	4.00	10.00	105.58	12.2%
Montreal Expos ⁴	9.70	-5.7%	29	9.06	2.72 ¹²	1.60 ²⁰	1.28	6.40	3.20	6.40	80.08	-9.6%

Average ticket price represents a weighted average of season ticket prices for general and club-level seats, determined by factoring the tickets in each price range as a percentage of the total number of seats in each ballpark. Luxury suite seats are excluded from the survey. Season-ticket pricing is used for any team that offers some or all tickets at lower prices for customers who buy season tickets.

The **Fan Cost Index™** comprises the prices of two (2) adult average-priced tickets, two (2) child average-priced tickets, two (2) small draft beers, four (4) small soft drinks, four (4) regular-size hot dogs, parking for one (1) car, two (2) game programs and two (2) adjustable caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires. Identical questions were asked in all interviews.

Notes: ¹Milwaukee and Pittsburgh are playing in new facilities this season. ²Cincinnati removed 12,160 seats from Cinergy Field due to the construction of Great American Ballpark. ³2001 concession prices were not released by these teams at press; figures are from 2000. ⁴Canadian prices are converted to U.S. dollars at a rate of US\$1=CS\$1.563. (Last season, the rate was US\$1=CS\$1.503.) Superscript numbers next to beer and soft drink prices denote size in ounces.

Ticket prices, continued from previous page

average child-priced tickets, two small beers, four small soft drinks, four regular-size hot dogs, parking for one car, two game programs and two adjustable caps.

The Boston Red Sox, for the fourth consecutive season, possess MLB's highest ticket average at \$36.08, over seven dollars more than the second-place New York Yankees. Not surprisingly, the Red Sox also own the highest FCI at \$214.32, the first MLB team to eclipse the \$200 plateau. The Minnesota Twins own the lowest average ticket in baseball at \$9.55, a modest increase of 2.4 percent. Families in Montreal have the least-expensive outing when they go to an Expos game; its FCI is \$80.08, a decrease of 9.6 percent from 2000 (exchange rate between U.S. and Canadian dollars did play a significant role in the decline). The Houston Astros, beginning its second season at Enron Field, also posted a decrease in FCI (down 5.6 percent to \$152.76).

The Pittsburgh Pirates (82 percent increase) and Milwaukee Brewers (54.6 percent) have new homes in PNC Park and Miller Park, respectively. The Cincinnati Reds (43.4 percent) removed 12,160 seats from Cinergy Field due to the construction of Great American Ballpark just over the leftfield fence (see below, right). The Chicago White Sox (34.2 percent) added more field box and lower deck seats to Comiskey Park.

The Tampa Bay Devil Rays (42.6 percent) offer technologically-enhanced club level seats behind home plate and charge \$195.00 for those 102 seats, just one reason why its average ticket price dramatically increased. The remaining noteworthy gains in average ticket price are the Red Sox (27 percent), St. Louis Cardinals (23.1 percent) and Oakland Athletics (23 percent).

The average price for a child to attend a game also increased to \$18.59, jumping 14.2 percent from last season. Twelve teams offer price discounts to its fans under 15 years of age.

MLB's substantial increase in both average ticket price and FCI soars in comparison to the other three professional leagues for the 2000 year. The NFL added one new stadium and its average ticket price and FCI jumped 8.4 percent. The NBA and NHL reported modest increases in both average ticket price and FCI. The NBA did not add any new venues this season (after opening six last year) and its average ticket price rose 4.3 percent; its FCI moved up 4.4 percent. The NHL added two new expansion teams this season in Columbus and Minnesota, and its average ticket price increased 4.3 percent and FCI a mere 3.5 percent hike.

But the numbers really jump out if one compares MLB's 2001 averages with that of the league five and ten years ago. The average ticket price has skyrocketed 53.3 percent since 1997 and 101.8 percent since the survey in 1992. The FCI has vaulted 35.2 percent and 67.2 percent in the same period of time.

What should be noted is the amount of affordable tickets available at every venue that fall well below the team's average ticket price. Thousands of seats range in the \$8 to \$15 level, with the seats closer to the field and with more amenities driving the average up in most cases. A majority of teams offer variations of the "family four-pack," four tickets, four soft drinks, four hot dogs, parking and a program, as well as other children's day and senior citizens' day discounts. These discounts are not used in factoring the average ticket price and FCI;

Ten-year trend

	Average-Price Ticket	Increase Prev. Yr.	FCI™	Increase Prev. Yr.
2001	\$18.99	12.9%	\$145.45	9.8%
2000	16.81	12.1%	132.44	8.8%
1999	15.00	9.9%	121.76	5.8%
1998*	13.66	10.2%	115.06	7.3%
1997	12.39	9.4%	107.26	4.1%
1996	11.32	5.5%	103.07	5.7%
1995	10.73	1.2%	97.55	1.2%
1994	10.60	8.9%	96.41	5.5%
1993	9.73	3.4%	91.38	5.4%
1992	9.41	3.0%	86.72	9.2%

*Beginning in 1998, the average ticket price incorporates prices for club seating.

2001 compared to five and ten years ago

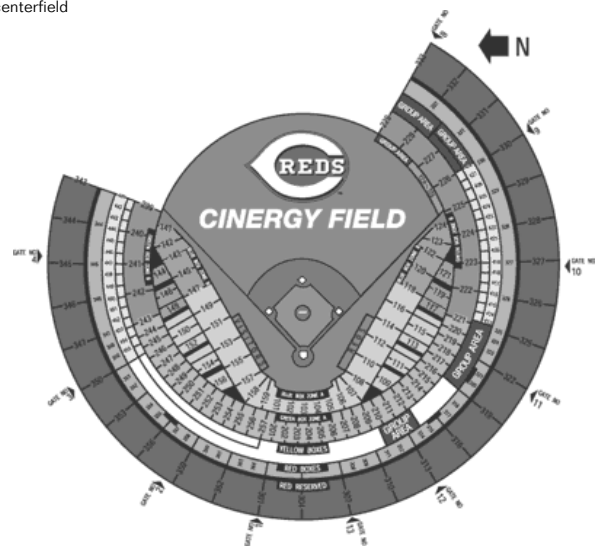
	Average Ticket Price	Fan Cost Index™
Increase from '97	53.3%	35.6%
Increase from '92	101.8%	67.7%

Teams with 20+% jumps in average ticket price

Team	2001	2000	% Increase
Pittsburgh Pirates*	\$21.48	\$11.80	82.0%
Milwaukee Brewers*	18.12	11.72	54.6%
Cincinnati Reds	15.40	10.74	43.4%
Tampa Bay Devil Rays	18.41	12.91	42.6%
Chicago White Sox	19.19	14.30	34.2%
Boston Red Sox	36.08	28.33	27.0%
St. Louis Cardinals	21.66	17.60	23.1%
Oakland Athletics	13.96	11.35	23.0%

*moved into new ballparks in 2001

below, the new seating chart for Cinergy Field, highlighting the removal of 12,160 seats in left and centerfield



only tickets permanently discounted for children under 15 years of age.

For more information on this year's MLB FCI as well as the MLB FCI from 1991 through this season and the other three professional leagues, visit www.teammarketing.com and click on the "Resources" link followed by the "FCI" tab.