

# team marketing research

Team	Avg. Ticket	Pct. Change	Avg. Child Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Boston Red Sox	\$40.77	5.7%	\$40.77	\$5.50 <sup>14</sup>	\$3.75 <sup>21</sup>	\$3.75	\$23.00	\$3.00	\$15.00	\$263.09	10.2%
Chicago Cubs	28.45	17.5%	28.45	4.75 <sup>16</sup>	2.50 <sup>14</sup>	2.75	16.00	5.00	12.00	194.31	12.4%
Philadelphia Phillies <sup>3</sup>	26.08	51.3%	26.08	5.50 <sup>21</sup>	3.00 <sup>20</sup>	3.25	10.00	5.00	14.00	188.31	26.1%
New York Mets	23.92	1.3%	23.92	6.25 <sup>21</sup>	3.50 <sup>22</sup>	4.50	10.00	4.00	14.00	186.19	1.9%
San Francisco Giants	21.60	-0.2%	21.60	5.75 <sup>14</sup>	3.00 <sup>16</sup>	3.75	20.00	5.00	15.00	184.90	3.5%
New York Yankees <sup>2</sup>	24.86	0.0%	24.86	5.75 <sup>16</sup>	3.00 <sup>16</sup>	2.75	10.00	5.00	15.00	183.94	0.0%
Houston Astros	22.88	10.1%	22.88	6.50 <sup>16</sup>	3.75 <sup>21</sup>	4.00	10.00	4.00	12.00	177.52	7.3%
Seattle Mariners	24.01	-2.4%	24.01	5.50 <sup>16</sup>	2.75 <sup>16</sup>	3.25	16.00	4.00	9.00	173.03	-1.5%
St. Louis Cardinals	23.76	0.0%	21.71	6.75 <sup>24</sup>	2.75 <sup>14</sup>	3.00	10.00	2.50	14.00	170.45	0.9%
Chicago White Sox	21.56	-4.2%	21.56	5.00 <sup>16</sup>	2.25 <sup>14</sup>	2.75	10.00	4.00	13.00	160.23	0.7%
Baltimore Orioles	22.56	11.9%	22.56	4.75 <sup>18</sup>	2.00 <sup>16</sup>	2.50	7.00	5.00	12.00	158.73	7.2%
Tampa Bay Devil Rays <sup>2</sup>	16.82	16.5%	16.82	5.00 <sup>16</sup>	3.75 <sup>16</sup>	3.50	10.00	5.00	15.00	156.27	4.5%
<b>MLB AVERAGE</b>	<b>\$19.82</b>	<b>3.9%</b>	<b>19.67</b>	<b>5.17<sup>17</sup></b>	<b>2.66<sup>17</sup></b>	<b>3.05</b>	<b>10.28</b>	<b>3.98</b>	<b>12.55</b>	<b>155.52</b>	<b>2.8%</b>
San Diego Padres <sup>3</sup>	21.41	31.9%	21.41	5.00 <sup>16</sup>	3.00 <sup>16</sup>	3.00	5.00	5.00	10.00	154.65	5.6%
Los Angeles Dodgers	16.92	3.3%	16.92	7.00 <sup>20</sup>	3.75 <sup>24</sup>	3.75	10.00	4.00	12.00	153.69	4.2%
Cleveland Indians <sup>2</sup>	20.29	-9.2%	20.29	4.25 <sup>14</sup>	2.25 <sup>12</sup>	2.50	12.00	1.00	15.00	152.65	-5.4%
Detroit Tigers	17.90	-9.9%	17.90	4.50 <sup>16</sup>	2.00 <sup>20</sup>	2.75	10.00	5.00	15.00	149.61	-5.0%
Oakland Athletics	16.49	5.4%	16.49	5.00 <sup>14</sup>	2.25 <sup>12</sup>	3.50	13.00	5.00	12.00	145.97	4.6%
Toronto Blue Jays <sup>1</sup>	17.87	-5.1%	17.87	4.15 <sup>14</sup>	2.44 <sup>24</sup>	2.63	15.12	3.78	11.32	145.37	-6.3%
Atlanta Braves <sup>4</sup>	17.51	0.0%	17.51	5.75 <sup>16</sup>	3.50 <sup>20</sup>	3.75	10.00	0.00	12.00	144.55	-6.5%
Pittsburgh Pirates	17.08	-12.6%	17.08	4.00 <sup>16</sup>	2.25 <sup>16</sup>	2.25	9.00	5.00	15.00	143.31	-2.6%
Colorado Rockies	15.10	-0.7%	15.10	5.25 <sup>16</sup>	3.00 <sup>16</sup>	3.25	7.00	5.00	14.00	140.90	-0.3%
Cincinnati Reds	18.17	0.3%	18.17	5.00 <sup>20</sup>	2.25 <sup>16</sup>	3.25	8.00	4.00	10.00	140.68	0.1%
Anaheim Angels	16.60	4.0%	16.15	5.25 <sup>16</sup>	2.00 <sup>14</sup>	2.75	8.00	5.00	10.00	133.01	2.2%
Arizona Diamondbacks	17.73	14.7%	17.73	5.00 <sup>16</sup>	2.00 <sup>14</sup>	3.00	6.00	1.00	12.00	132.92	10.9%
Minnesota Twins	14.42	10.9%	14.42	5.50 <sup>24</sup>	2.75 <sup>20</sup>	3.00	6.00	3.00	14.00	131.68	3.7%
Texas Rangers	16.08	-11.6%	16.08	5.25 <sup>20</sup>	2.25 <sup>16</sup>	2.25	8.00	5.00	10.00	130.82	-6.1%
Milwaukee Brewers	16.86	0.0%	16.86	4.75 <sup>16</sup>	2.00 <sup>12</sup>	2.50	6.00	2.00	10.00	124.96	-3.1%
Kansas City Royals	13.42	10.6%	13.42	3.50 <sup>12</sup>	2.00 <sup>14</sup>	2.50	8.00	5.00	12.00	120.67	7.7%
Florida Marlins	12.78	0.0%	10.66	5.25 <sup>20</sup>	2.00 <sup>12</sup>	3.00	7.00	5.00	10.00	114.38	1.8%
Montreal Expos <sup>1</sup>	10.82	7.3%	10.82	3.62 <sup>12</sup>	2.20 <sup>24</sup>	2.20	8.15	4.08	12.20	108.83	8.7%

**Average ticket price** represents a weighted average of season ticket prices for general seating categories, determined by factoring the tickets in each price range as a percentage of the total number of seats in each venue. Premium seating (tickets that come with at least one added amenity) are not included in the survey to calculate average ticket price. Luxury suites are also 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-price tickets, two (2) child average-price 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) least expensive, adult-size adjustable caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires. Identical questions were asked in all interviews. Superscript numbers next to Beer and Soft Drink prices denote smallest available size in ounces.

<sup>1</sup>Prices for the Canadian teams are converted to US dollars and comparison prices were converted using the current exchange rate.

<sup>2</sup>Numbers as listed on teams' Web sites.

<sup>3</sup>Price changes for the Philadelphia Phillies and San Diego Padres are a result of new stadiums. Decreased set capacity influences the average ticket price and Fan Cost Index results.

<sup>4</sup>The Atlanta Braves distribute a free playbill to fans.

## On the up and up: Major League Baseball prices on the rise

*Ticket price increases 3.9 percent to \$19.82; Fan Cost Index rises 2.8 percent to \$155.52*

The Major League Baseball average ticket price increased 3.9 percent to \$19.82, according to the 2004 MLB Fan Cost Index (FCI) survey conducted by TMR.

Team Marketing Report's exclusive survey takes a representative look at how much a family of four will spend at a baseball game for the 2004 season. Families can expect to spend on average \$155.52 per MLB outing this year, an increase of 2.8 percent.

The MLB FCI comprises the price of two adult average-price tickets, two child average-price tickets, two small draft beers, four small soft drinks, four regular-sized hot dogs, parking for one vehicle, two game programs and two least-expensive adult-size caps.

The Boston Red Sox, for the seventh consecutive season, poses MLB's highest ticket average at \$40.77, up 5.7 percent from last year. The Red Sox will also be the most expensive family outing with an FCI of \$263.09, a 10.2 percent increase.

The Montreal Expos are again baseball's best bargain with an average ticket price of \$10.82 (USD), an increase of 7.3 percent. (Editor's note: The Expos figures incorporate only home games played in Montreal.) The Expos are also the least expensive team for a family outing at \$108.83 (USD), up 8.7 percent from 2003.

The teams with the highest ticket price increases, the Philadelphia Phillies (51.3 percent) and the San Diego Padres (31.9 percent), are opening new stadiums for the 2004 season. Fans can expect to pay an average ticket price of \$26.08 at Citizens Bank Park and \$21.41 at PETCO Park, respectively. Ticket price increases are partially a result of diminished seat capacity in the new stadiums. The Padres' new park has nearly 18,000 less seats than Qualcomm Stadium, the majority of which were upper deck \$5 to \$10 seats.

The Phillies also reported a 26.1 percent FCI increase, the highest among all MLB teams. The team is now the third-most expensive baseball team to watch.

Double-digit ticket price increases were recorded for the Chicago Cubs, Houston Astros, Baltimore Orioles, Tampa Bay Devil Rays, Arizona Diamondbacks, Minnesota Twins and Kansas City Royals. Surprisingly, last season's World Series Champion, the

Florida Marlins, did not increase ticket prices. For the last decade, baseball teams have reported an average increase of 8 percent for the season following the championship.

Nine teams' average ticket price dropped since last season. The Pittsburgh Pirates decreased ticket prices by 12.6 percent to \$17.08, the largest decline in all of baseball. The Texas Rangers, Detroit Tigers and Cleveland Indians reported the next greatest ticket price decreases, respectively.

The Atlanta Braves had the highest FCI decrease, down 6.5 percent to \$144.55. Eight other teams also reported lower food, beverage, parking or merchandise prices for an FCI decline.

A poll conducted in March by Maryland-based research firm, Turnkey Sports, asked more than 300 senior-level sports executives what is a reasonable amount to increase season ticket prices following a championship season. Nearly 50 percent of those surveyed reported that 6 to 10 percent is a reasonable increase. For the past 10 seasons MLB, NBA, NFL and NHL championship teams have

reported an average of 12.1 percent ticket price increase for the next season. Only 9.6 percent of respondents reported that an 11 to 15 percent price increase was warranted following a championship season, while 23 percent felt that winning a championship does not justify a ticket price increase. The NBA San Antonio Spurs are the only team in the past 10 seasons to decrease ticket prices following a championship; nine teams reported no price change (see **Table I—Ticket price change following a championship**).

The Turnkey Sports Poll also revealed that nearly 43 percent of respondents felt that ticket prices should only be increased 6 to 10 percent when opening a new stadium.

For more information or for other leagues' FCI reports, go to [teammktg.com](http://teammktg.com)

Identical information is collected for all teams. The 2004 surveys for the NFL, NHL and NBA will be published prior to the start of each season. TMR included premium seat pricing in the average ticket cost from 1992 to 2001. Since 2002, the FCIs include only a general seating average for the listed ticket price. Research was obtained from ticket sales executives or from Web sites of each MLB team.

**Table I—Ticket price change following a championship**

League	Team	Year	% of change
MLB	Florida Marlins	2003	0.0%
NFL	Tampa Bay Buccaneers	2003	12.1%
NHL	New Jersey Devils	2003	0.0%
NBA	San Antonio Spurs	2003	-1.6%
MLB	Anaheim Angels	2002	35.51%
NFL	New England Patriots	2002	59.5%*
NHL	Detroit Red Wings	2002	5.7%
NBA	Los Angeles Lakers	2002	7.7%
MLB	Arizona Diamondbacks	2001	5.3%
NFL	Baltimore Ravens	2001	17.3%
NHL	Colorado Avalanche	2001	6.8%
NBA	Los Angeles Lakers	2001	5.0%
MLB	New York Yankees	2000	0.0%
NFL	St. Louis Rams	2000	26.0%
NHL	New Jersey Devils	2000	9.9%
NBA	Los Angeles Lakers	2000	7.1%

Note: Chart is based on ticket prices of year following championship. The years listed represent when the championship was won.