

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	\$44.56	9.3%	\$44.56	\$5.50 ¹²	\$2.75 ¹⁴	\$3.75	\$23.00	\$4.00	\$15.00	\$276.24	5.0%
Chicago Cubs	32.00	12.5%	32.00	5.00 ¹⁶	2.50 ¹⁵	2.75	17.00	5.00	12.00	210.01	8.1%
New York Yankees ¹	27.34	0.0%	27.34	5.75 ¹⁶	3.00 ¹⁶	2.75	10.00	5.00	15.00	193.86	0.0%
San Francisco Giants	23.22	21.4%	23.22	5.75 ¹⁴	3.00 ¹⁶	3.75	20.00	5.00	15.00	191.37	13.6%
Philadelphia Phillies	26.58	1.9%	26.58	5.00 ²¹	3.00 ²⁰	3.25	10.00	5.00	14.00	189.31	1.1%
Chicago White Sox ²	25.89	14.0%	25.89	5.25 ¹⁶	2.75 ¹⁴	3.00	17.00	4.00	13.00	188.07	9.8%
New York Mets	23.66	0.4%	23.66	6.25 ²¹	3.50 ²²	4.50	10.00	4.00	14.00	185.13	0.2%
Houston Astros	24.83	8.4%	24.49	6.50 ¹⁶	3.75 ²¹	4.00	10.00	4.00	11.00	182.64	3.2%
St. Louis Cardinals	25.29	6.3%	23.04	7.00 ²⁴	2.75 ¹⁴	3.25	10.00	2.50	14.00	177.66	4.2%
San Diego Padres	20.83	-2.7%	20.83	6.50 ¹⁶	3.75 ²²	3.50	5.00	5.00	18.00	176.32	14.0%
Seattle Mariners	24.01	0.0%	24.01	5.00 ¹²	2.50 ¹⁶	3.25	17.00	4.00	9.00	172.03	0.0%
Washington Nationals	21.43	0.0%	21.43	5.00 ¹²	3.50 ²²	4.00	10.00	5.00	12.00	169.72	0.0%
Toronto Blue Jays ³	19.61	-2.5%	19.61	4.84 ¹⁴	2.84 ²⁴	3.06	17.62	4.40	13.19	164.53	-1.2%
MLB AVERAGE	\$21.17	6.3%	\$20.97	5.34¹⁷	2.84¹⁶	3.23	11.05	4.06	13.01	164.43	5.6%
Los Angeles Dodgers ⁴	18.94	9.2%	18.55	7.00 ²⁰	2.50 ¹²	4.00	10.00	5.00	12.00	158.98	4.8%
Baltimore Orioles	22.53	0.0%	22.53	4.25 ¹⁸	2.00 ¹⁶	2.50	8.00	5.00	12.00	158.62	0.6%
Detroit Tigers	18.48	3.3%	18.48	5.00 ¹⁶	3.00 ²⁰	3.00	10.00	5.00	15.00	157.93	5.6%
Cleveland Indians ¹	21.17	4.3%	21.17	4.25 ¹⁴	2.25 ¹²	2.50	12.00	1.00	15.00	156.18	2.3%
Oakland Athletics	17.66	7.1%	17.66	5.50 ¹⁴	2.25 ¹²	3.50	14.00	5.00	12.00	152.64	4.6%
Florida Marlins	15.55	30.3%	13.22	5.75 ²⁰	3.50 ¹²	4.00	8.00	5.00	15.00	147.04	30.3%
Minnesota Twins	16.25	12.7%	16.25	5.75 ²⁴	3.75 ²⁰	3.25	6.00	3.00	15.00	146.49	11.2%
Arizona Diamondbacks	19.24	8.5%	19.24	4.00 ¹⁴	3.25 ¹⁴	3.00	10.00	1.00	12.00	145.97	9.8%
Atlanta Braves	17.51	0.0%	17.51	5.75 ¹⁶	3.50 ²⁰	4.00	10.00	0.00	12.00	145.55	0.7%
Cincinnati Reds	17.90	0.0%	17.90	5.75 ²⁰	2.25 ¹⁶	3.25	12.00	4.00	10.00	145.10	3.2%
Tampa Bay Devil Rays ¹	13.70	-5.2%	13.70	5.00 ¹⁶	3.75 ¹⁶	3.50	10.00	5.00	15.00	143.81	-2.0%
Pittsburgh Pirates	17.08	0.0%	17.08	4.00 ¹⁶	2.25 ¹⁶	2.25	9.00	5.00	15.00	143.31	0.0%
Colorado Rockies	14.92	-1.2%	14.92	5.50 ¹⁶	3.00 ¹⁶	3.25	8.00	5.00	14.00	141.68	0.6%
Texas Rangers	16.91	5.2%	16.91	5.75 ²⁰	2.50 ¹⁶	2.25	8.00	5.00	10.00	136.14	4.1%
Milwaukee Brewers	16.86	0.0%	16.86	4.75 ¹⁶	2.00 ¹²	2.50	6.00	3.00	12.00	130.96	4.8%
Los Angeles Angels of Anaheim	17.36	4.6%	16.78	5.25 ¹²	2.00 ¹⁴	2.75	8.00	3.00	6.99	125.78	-5.4%
Kansas City Royals	13.71	2.2%	13.71	3.50 ¹²	2.00 ¹⁴	2.50	6.00	5.00	12.00	119.85	-0.7%

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.

¹Numbers listed as on teams' Web sites.

²The Chicago White Sox added variable pricing at three different price levels – Cubs and Premier (13 games), Prime (19 games) and Regular (40 games). Nine Mondays are half-price.

³Prices for the Blue Jays are converted to US dollars and comparison prices were converted using the current exchange rate of \$1USD=\$1.15 CAD. The 2004 exchange rate was \$1USD=\$1.34 CAD.

⁴The Dodgers added four new levels of seating and altered seat scaling in the remainder of the stadium.

Like the rest of the economy, MLB's prices inflate

Average ticket price rises to \$21.17, Fan Cost Index up to \$164.43

After setting a new league-wide attendance record last season, and factoring in the Montreal Expos' move to Washington D.C., Major League Baseball's ticket prices showed their sharpest increase in five years. The average ticket price rose to \$21.17, a 6.3 percent increase and the Fan Cost Index (FCI) elevated to \$164.43, a 5.6 percent increase.

The FCI is a relative measure of what a family of four can expect to pay to attend a professional sporting event. The formula comprises two average-priced adult tickets, two average-priced child tickets (if available), two beers, four soft drinks, four hot dogs, parking for one car, two game programs and two adult-sized hats.

Perhaps the greatest surprise in this season's survey is the number of teams that increased prices. In an average year, between six and 10 MLB teams report raising ticket prices. For the 2005 season, 17 teams elevated average ticket cost by more than 1 percent.

Double-digit ticket percentage increases were recorded for the Florida Marlins (30.3 percent), San Francisco Giants (21.4 percent), Chicago White Sox (14 percent), Minnesota Twins (12.7 percent) and Chicago Cubs (12.5 percent).

After their first World Series title since 1918, the Boston Red Sox increased ticket prices by 9.3 percent to \$44.56. For the eighth straight year the Red Sox are the most expensive team for a family to watch, with an FCI of \$276.24 – \$66 more than the second-highest team, the Cubs.

These two historic franchises share much common ground, including two of the smallest ballparks in Major League Baseball. Fenway Park seats only 33,871, while Wrigley Field's capacity is about 5,000 more. Both facilities are scheduled for renovations, including adding more seats, following the 2005 season.

The Los Angeles Dodgers increased ticket prices by more than 9 percent to \$18.94. The organization added several new seating categories and redressed its stadium's seat scaling.

Four teams reported decreasing average ticket price: Tampa Bay Devil Rays (down 5.2 percent), San Diego Padres (down 2.7 percent), Toronto Blue Jays (down 2.5 percent) and Colorado Rockies (down 1.2 percent).

When the Padres opened Petco Park in 2004, they increased ticket prices by nearly 32 percent, but it's not surprising to see a

small ticket price decrease this year. As a team becomes more accustomed to which sections of the stadium sell well, the prices usually fluctuate accordingly.

The Devil Rays—with an average ticket price of \$13.70—are the best bargain in baseball, although the team's FCI is \$23 more expensive than the Kansas City Royals. A family of four can expect to pay less than \$120 for a Royals game.

The next least-expensive teams are: Los Angeles Angels of Anaheim (FCI of \$125.78; ticket price of \$16.78), Milwaukee Brewers (FCI of \$130.96; ticket price of \$16.86), Texas Rangers (FCI of \$136.14; ticket price of \$16.91) and Colorado Rockies (FCI of \$141.68; ticket price of \$14.92).

Since moving from Montreal, the former Expos are no longer at the bottom of the FCI ranking. The Washington Nationals are the 12th most expensive team overall with an FCI of \$169.72 and an average ticket price of \$21.43. In their last season in Montreal the Expos reported an FCI of \$108.83 and an average ticket price of \$10.82.

Since premium tickets were removed from the average ticket price formula in 2001, TMR has not reported the average cost of MLB teams' club seats. Fans can expect to pay about \$69 (in most markets) for a ticket that includes additional amenities like food, beverage, parking or preferential stadium seating.

Although ticket prices continue to rise, many MLB teams have taken efforts to make family entertainment affordable. **Table 1—MLB Family Plans** demonstrates the packaged deals that some of the teams have made available to fans for specific games throughout the season.

More than one-third of the teams have some sort of family package available and two-thirds have a selection of tickets priced at \$10 or less.

For more information, or for other leagues' FCI results, go to teammktg.com.

Identical information is collected for all teams. The 2005 surveys for the NFL, NHL and NBA will be published prior to the beginning of each season. TMR included premium seat pricing in the average ticket cost form 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 1—MLB Family Plans

Team	Type of plan	Cost	Per season
Atlanta Braves	4 pack of tickets and food	\$65.00	21
Houston Astros	4 pack of tickets	\$20.00	12
Los Angeles Angels	Buy 2 tickets, get 2 free	\$12.00	81
	4 pack of tickets and food	\$39.00	10
Los Angeles Dodgers	Buy 2 tickets, get 2 programs	\$14.00	81
	4 pack of tickets and food	\$48-\$78.00	36
Oakland Athletics	4 pack of tickets and food	\$40-\$60.00	14
Seattle Mariners	4 pack of tickets and food	\$50.00	10
Texas Rangers	4 pack of tickets and food	\$55-\$99.00	73

Note: Not all teams with Family Plans are listed, only those who volunteered information in addition to regular ticket information. Some teams have multiple plans with varying pricing. Those listed are the most similar to the FCI.