

## TEAM MARKETING REPORT. THE SOURCE FOR SUCCESSFUL SPORTS MARKETING IDEAS





## Increase in MLB prices fuels 6.3% rise in Fan Cost Index; FCI measures cost of attending a game for family of four

Like the cost of almost all consumer purchases, the cost of attending a Major League Baseball game has increased, according to an exclusive survey by Team Marketing Report.

Using information supplied by the 26 MLB teams, TMR developed a Fan Cost Index™ which accounts for purchases a family of four could make at a ballpark. (See "Research Notes" below for a complete description of the FCI.)

The 1991 FCI rose 6.3% over last year's prices and 72% since 1980. Fueling the increase was an overall 9% increase in game ticket prices charged by MLB teams.

TEAM	TICKETS	DRAFT BEER	SOFT DRINK	HOT DOG	PARKING	PROGRAM	CAP	FCI™
Blue Jays	\$9.78	3.91 b	1.40 a	1.73	13.05	3.48	6.91	\$93.29
Mets	\$10.50	2.95 a	1.75 c	2.25	4.50	1.50	8.00	\$87.40
Red Sox	\$9.33	2.75 b	1.40 b	1.90	12.00*	2.00	7.00	\$86.02
A's	\$8.50	3.00 b	1.25 a	2.00	5.00	4.00	8.50	\$83.00
 sox	\$10.00	2.50 a	1.00 a	1.50	10.00*	3.00	6.00	\$83.00
Tigers	\$8.37	3.00 b	1.35 c	1.80	5.45*	1.80	10.00	\$81.13
Brewers	\$10.00	2.50 b	1.25 b	1.75	4.00	1.50	8.50	\$81.00
Giants	\$8.08	3.25 b	1.50 b	1.75	5.00	3.00	9.00	\$80.82
Expos	\$8.80	2.41 a	1.20 c	1.39	6.96	2.61	8.70	\$79.96
Yankees	\$8.17	3.00 b	1.25 a	2.00	5.00	1.50	10.00	\$79.68
Mariners	\$8.10	2.50 b	1.50 a	1.50	5.00	3.00	9.00	\$78.40
<b>LEAGUE AVE.</b>	<b>\$8.34</b>	<b>2.87</b>	<b>1.26</b>	<b>1.67</b>	<b>5.28</b>	<b>2.21</b>	<b>7.85</b>	<b>\$76.22</b>
Pirates	\$8.00	3.00 c	1.50 c	1.50	4.00	2.00	8.00	\$74.00
Rangers	\$8.80	2.50 c	1.25 c	1.25	3.00	3.00	7.00	\$73.20
Padres	\$8.50	3.00 c	1.00 c	1.50	3.00	2.00	8.00	\$73.00
Orioles	\$8.04	3.00 d	1.00 b	1.50	4.00	2.00	8.00	\$72.16
Phillies	\$7.37	3.00 b	1.50 a	1.25	4.00	1.50	9.00	\$71.48
Twins	\$7.25	3.00 d	1.25 a	2.00	5.45"	2.00	7.00	\$71.45
Dodgers	\$7.33	3.00 c	1.25 c	2.25	4.00	2.00	7.00	\$71.32
 ngels	\$7.40	3.25 b	.75 a	2.00	4.00	2.00	8.00	\$71.10
	\$7.43	2.50 a	1.40 a	2.00	4.00	2.00	6.95	\$70.22
Braves	\$7.50	3.25 e	1.25 c	1.50	3.00	2.50	7.00	\$69.50
Royals	\$7.92	2.00 a	1.25 b	1.50	4.00	1.00	8.00	\$68.68
Indians	\$6.75	2.75 c	1.00 a	1.60	4.50	1.50	8.50	\$67.40
Reds	\$7.25	3.00 e	1.00 a	1.00	5.00	3.00	6.50	\$65.00
Cardinals	\$7.13	1.90 a	1.00 a	1.30	4.00	1.50	8.00	\$64.52

Legend for drink sizes: a=12 oz.; b=14 oz.; c=16 oz.; d=18 oz.; e=20 oz. \* indicates parking run by independent operator. Prices for Canadian teams expressed in U.S. dollars.

### RESEARCH NOTES:

The FCI is determined by adding the average cost of concession and souvenir items a family of four may buy at a game. It is comprised of costs for four game tickets, two draft beers, four hot dogs, four soft drinks, two souvenir mesh baseball caps, two game programs and parking.

Costs were determined by telephone interviews with team and venue executives. Prices were verified with a second series of calls. Identical questions and descriptions of items were used in all interviews.

Average ticket prices were calculated by adding the different ticket price levels and then dividing that sum by the number of price levels, e.g. seats priced at \$9, \$8 and \$7 were averaged to \$8. Teams were asked to supply draft beer and soft drink prices for the smallest size sold. Parking rates for venues where the majority of parking is controlled by independent operators were based on prices supplied by the clubs and the operators.

This FCI was designed as a quantitative - not qualitative - measure of costs at MLB ballparks. Because of this approach, issues such as the quality of seat locations, the category of beer (e.g. import, premium), the size of the hot dog or the number of pages in the program were not factored.