

## FAN COST INDEX™

Eighteen Major League Baseball teams suffered a dip in attendance last season and TMR's 1993 MLB Fan Cost Index™ reflects that: the average price of a ticket to MLB games will increase only 25 cents this season—16 cents including the expansion Colorado Rockies and Florida Marlins.

And the 1993 MLB Fan Cost Index—which includes tickets, concessions and parking in representing the cost of taking a family of four to a MLB game—increased only 4.8% this year to \$90.87, a marked difference from 1992's increase of 10.4%.

Counting all 28 MLB teams, the average ticket will cost \$9.57 this season, an increase of only 1.7% from last year's average of \$9.41. This increase is in stark contrast to 1992's 7.7% jump.

And once fans are at the ballpark they will not encounter the typi-

cal increases in concession and parking prices this season. The "extras" will cost 7.3% more in 1993, compared to a 13% jump in 1992.

The shock of a attendance decreases in 1992 sent many teams revising their ticket sales strategies for 1993. Numerous teams did away with season-ticket discounts as a less obvious means of increasing revenues. Despite a decrease in attendance in 1992, the New York Yankees increased ticket prices 9.8% this season—but they also instituted a season-ticket discount, which one Yankee official termed a logistical "nightmare."

Numerous teams have increased the number of single-game discounts this season, including the California Angels, who suffered a 350,000-fan dip in attendance last season and kept ticket and concession prices steady this season.

TEAM	AVG. TICKET	DRAFT BEER	SOFT DRINK	HOT DOG	PARKING	PROGRAM	CAP	FCI™	% Change vs. 1992
Toronto Blue Jays	\$13.73	\$3.60a	\$1.60c	\$1.70	\$12.00	\$3.20	\$11.20	\$116.11	2.9%
New York Yankees	13.48	3.25b	2.00b	3.00	5.00	3.00	11.00	\$113.43	11.6%
Boston Red Sox	11.67	3.25b	1.50b	2.00	15.00	1.00	10.00	\$104.18	10.3%
Chicago Cubs	11.74	3.50c	1.25a	2.00	11.00	3.00	10.00	\$103.94	7.2%
Baltimore Orioles	11.12	3.25c	1.00b	1.75	5.00	3.00	15.00	\$102.96	24.6%
Oakland A's	10.49	3.00b	1.50b	2.00	6.00	4.00	12.00	\$99.97	8.5%
Florida Marlins	9.73	2.00a	2.00e	2.00	4.00	3.00	14.95	\$98.83	NA
Chicago White Sox	11.70	3.00a	1.50b	1.75	6.00	3.00	10.00	\$97.81	1.0%
Atlanta Braves	9.76	3.50e	1.75c	1.75	5.00	4.00	12.00	\$97.06	12.7%
Texas Rangers	8.93	3.00c	1.50c	1.75	5.00	6.50	10.00	\$92.73	9.4%
Detroit Tigers	9.42	3.50b	1.50a	1.75	6.50	2.00	12.00	\$92.17	11.1%
Milwaukee Brewers	9.80	2.75a	1.50b	1.75	5.00	2.50	12.00	\$91.69	4.7%
<b>MLB Average</b>	<b>9.57</b>	<b>3.09</b>	<b>1.39</b>	<b>1.81</b>	<b>5.76</b>	<b>2.91</b>	<b>11.01</b>	<b>\$90.87</b>	<b>4.8%</b>
Los Angeles Dodgers	9.15	3.50b	1.50b	2.50	4.00	2.50	10.00	\$88.60	1.1%
Pittsburgh Pirates	8.80	3.25c	1.75c	1.75	4.00	2.00	12.00	\$87.70	5.1%
Cleveland Indians	8.70	4.00c	1.25a	1.75	5.00	1.75	12.00	\$87.30	17.5%
San Francisco Giants	9.31	3.50b	1.25a	2.00	6.00	3.00	9.00	\$87.23	0.9%
New York Mets	10.89	2.95a	1.25a	1.75	5.00	2.00	8.00	\$86.46	0.0%
Kansas City Royals	9.20	2.25a	1.25b	1.75	5.00	4.00	10.00	\$86.29	0.0%
Montreal Expos	8.63	2.60a	1.20c	1.40	6.40	2.80	12.00	\$86.14	-6.2%
Seattle Mariners	7.98	2.75a	1.50b	1.75	5.00	3.00	12.00	\$85.41	10.3%
San Diego Padres	8.70	3.25c	1.00a	1.50	4.00	3.00	12.00	\$85.31	3.2%
California Angels	8.02	3.25b	.75a	2.25	5.00	2.50	12.00	\$84.60	0.0%
Philadelphia Phillies	8.20	4.00d	1.50a	1.25	5.00	2.00	11.00	\$82.81	6.4%
Minnesota Twins	9.16	3.50d	1.25a	2.00	4.00	3.00	8.00	\$82.63	2.4%
Colorado Rockies	7.91	2.50c	1.50c	1.75	4.00	3.75	10.00	\$81.12	NA
Houston Astros	8.26	3.25a	1.50c	1.75	4.00	2.00	10.00	\$80.52	-5.8%
St. Louis Cardinals	9.11	2.00a	1.00a	1.40	4.50	2.00	10.00	\$78.54	0.0%
Cincinnati Reds	7.95	2.25a	1.00b	1.00	5.00	4.00	10.00	\$77.31	7.0%

### STATISTICAL NOTES:

Legend for drink sizes: a=12 oz.; b=14 oz.; c=16 oz.; d=18 oz.; e=20 oz.

Montreal Expos and Toronto Blue Jays statistics have been figured in American dollars, using the exchange rate \$1.00 American=\$1.25 Canadian. For Canadian fans (i.e., not considering exchange rates or their fluctuations since 1992), the 1993 FCIs are: Expos, \$107.68C, a decrease of 2.2%; Blue Jays, \$145.14C, an increase of 7.4%

### RESEARCH NOTES:

The FCI expresses the average cost of admission and the concession and souvenir items a family of four might buy at a game. It is comprised of the costs of four average priced game tickets, two draft beers, four hot dogs, four soft drinks, two souvenir twill baseball caps, two game programs and parking for one vehicle. Ticket prices represent weighted averages, determined by factoring in the number of tickets at each price range as a percentage of the total number of tickets available at that stadium. With the exception of a small number of premium seats not available to the general public, all MLB tickets are represented in the FCI.

Costs were determined by telephone interviews with team and venue executives. Identical questions were used in all interviews. Teams were asked to supply prices for the smallest draft beer and soft drink. 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.