

FAN COST INDEX™

Average ticket costs for 21 of the 28 MLB teams increased for the 1994 season, according to TMR's Fan Cost Index™. This season's average cost is up to \$10.45. The increase of 8.8% from 1993 is in stark contrast to the minimal increase of 1.9% the previous season.

The two teams moving into new stadiums this season, Cleveland and Texas, have shown the greatest percentage increases in ticket costs. The Indians and Rangers average ticket costs are up 38.7% and 35.1%, respectively.

The 1994 Fan Cost Index™—which includes tickets, concessions, and parking in representing the cost of taking a family of four to a MLB game—increased 5.5% this season to \$95.80. The 1993 increase was 4.5%.

By comparison, the 1993 FCI for the NFL and NBA were \$173.33 (an increase of 4.8% from 1992) and \$168.68 (an increase in 6.9%), respectively.

Twenty-three teams showed an increase in this season's FCI. The FCI for attending a game in Cleveland, St. Louis, Atlanta, and San Francisco each increased by over 15%.

Cincinnati is still the most economical place to take in a ballgame. This season's FCI is \$79.31, up just 2.6% from last season's low of \$77.31. Colorado, Montreal, and San Diego are the next most affordable places to attend games. In contrast, the most expensive places to attend a ballgame are New York and Toronto. The Yankees and Blue Jays swapped places this season; a trip to Yankee Stadium costs \$115.25, and a trip to SkyDome is \$113.53.

TEAM	AVG. TICKET	DRAFT BEER	SOFT DRINK	HOT DOG	PARKING	PROGRAM	CAP	FCI™	% Change vs. 1993
New York Yankees	\$14.44	\$4.25d	\$2.00e	\$2.00	\$5.00	\$3.00	\$11.00	\$115.25	1.6%
Toronto Blue Jays	13.93	3.49c	1.32d	1.46	11.76	3.68	10.29	113.53	-2.2%
Atlanta Braves	12.00	4.00d	2.50f	2.00	7.00	4.00	12.00	112.98	16.4%
Chicago Cubs	13.12	3.00b	1.25b	1.75	12.50	3.00	10.00	108.97	4.8%
Chicago White Sox	12.91	3.25b	1.75c	1.75	8.00	3.00	10.00	106.13	8.5%
Baltimore Orioles	11.12	3.25b	1.50d	1.75	5.00	3.00	15.00	104.96	1.9%
Cleveland Indians	12.06	3.25c	1.50b	1.75	6.00	5.00	10.00	103.75	18.9%
Detroit Tigers	11.11	3.50c	1.50c	1.75	5.00	2.00	15.00	103.45	12.2%
Boston Red Sox	13.51	3.25c	1.50c	1.00	10.00	1.00	10.00	102.55	2.4%
San Francisco Giants	10.57	3.75c	1.50b	2.00	7.00	3.00	12.00	100.80	15.6%
Oakland Athletics	10.62	3.00c	1.50c	2.00	6.00	4.00	12.00	100.47	0.5%
Texas Rangers	12.07	3.00b	1.75d	1.75	5.00	3.00	10.00	99.26	7.1%
Kansas City Royals	10.20	2.50b	1.50c	1.50	5.00	4.00	14.00	98.79	14.5%
League Average	10.45	3.22	1.57	1.74	6.01	3.08	11.08	95.80	5.5%
Seattle Mariners	9.73	2.75b	1.75c	1.75	5.00	3.00	13.00	95.42	11.8%
Pittsburgh Pirates	9.73	3.25d	1.75d	1.75	4.00	3.00	12.00	93.40	2.2%
Florida Marlins	9.92	2.25b	2.25f	2.00	5.00	3.00	10.00	92.18	-6.7%
St. Louis Cardinals	9.81	2.25b	1.50c	1.50	5.00	3.50	12.00	91.72	16.8%
New York Mets	10.89	3.25c	1.25b	1.75	5.00	2.00	10.00	91.06	5.3%
Philadelphia Phillies	9.75	4.00e	1.25a	1.25	5.00	2.50	12.00	91.00	9.9%
Los Angeles Dodgers	9.68	3.50d	1.50d	2.50	4.00	2.50	10.00	90.73	2.4%
Minnesota Twins	9.40	3.50d	2.25e	2.00	7.00	3.00	8.00	90.61	9.7%
California Angels	8.06	4.00e	1.50d	2.50	5.00	2.50	12.00	90.24	6.7%
Houston Astros	9.57	3.50d	1.50d	2.00	4.00	3.00	10.00	89.26	10.9%
Milwaukee Brewers	9.51	2.75b	1.50c	1.75	6.00	2.50	10.00	87.53	-4.5%
San Diego Padres	9.21	3.25d	1.00b	1.50	4.00	3.00	10.00	83.34	-2.3%
Montreal Expos	8.58	2.38b	1.11d	1.27	5.88	3.18	11.03	82.89	-3.8%
Colorado Rockies	7.90	2.75d	1.75d	1.75	5.00	4.00	9.00	82.08	1.2%
Cincinnati Reds	7.95	3.25f	1.00c	1.00	5.00	4.00	10.00	79.31	2.6%

STATISTICAL NOTES:

Legend for drink sizes: a=10 oz.; b=12 oz.; c=14 oz.; d=16 oz.; e=18 oz.; f=20 oz.

Montreal Expos and Toronto Blue Jays statistics have been figured in American dollars, using the exchange rate \$1.00 American=\$1.36 Canadian. For Canadian fans (not considering exchange rates of their fluctuations since 1993), the 1994 FCIs are: Expos, \$112.73C, an increase of 4.69%; Blue Jays, \$154.40C, an increase of 6.38%.

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 (smallest size), two souvenir twill baseball caps (lowest priced), 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.