

# TEAM MARKETING RESEARCH

## 1995 Major League Baseball Fan Cost Index™

Not surprisingly, it won't cost much more for Major League Baseball fans to watch a game this season than it did last year. The league average Fan Cost Index™ rose only 1.6%—the lowest increase since TMR began tracking league prices in 1991.

Only half of the 28 teams' FCIs increased this year, while 14 teams either lowered overall prices or showed no change. For the first time, only one team had a double-digit percentage increase in its FCI. That team, the Colorado Rockies (\$99.44, up 21.2%), moved to 50,000-seat Coors Field for this season from 77,000-seat Mile High Stadium.

This year's FCI survey includes a comparison of each team's percentage of low-priced tickets. The Houston Astros (41.6%) and California Angels (33.9%) had the greatest percentage of seats at or below \$6. Four teams had no regular-priced tickets as low as \$6. The 1995 league average ticket price is \$10.65, up 1.9% from last season.

The Toronto Blue Jays had been one of the two most expensive teams in the league the last four seasons. But helped by a decline in the value of the Canadian dollar, the Jays' FCI dropped 9.8% to \$102.39, eighth-highest in the league.

### The Top Half

Team	Average Ticket	Draft Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Fan Cost Index	Change vs. 94-95	Tickets ≤\$6	% ≤\$6
<b>New York Yankees<sup>1</sup></b>	\$15.01	\$4.25d	\$2.00e	\$2.00	\$5.00	\$3.00	\$11.00	<b>\$117.53</b>	2.0%	5,301	9.4%
<i>Strike notes: Tickets for all replacement games are 50% off.</i>											
<b>Baltimore Orioles</b>	13.14	3.50d	1.50c	1.75	5.00	3.00	15.00	<b>113.57</b>	8.0%	1,887	4.3%
<i>Strike notes: The Orioles will not field a team during the strike.</i>											
<b>Atlanta Braves</b>	12.00	4.00d	2.50f	2.00	7.00	4.00	12.00	<b>112.98</b>	0.0%	8,478	16.1%
<i>Strike notes: Tickets for all replacement games are 50% off.</i>											
<b>Chicago Cubs</b>	13.17	3.75d	1.75d	1.75	12.50	3.00	10.00	<b>112.67</b>	3.4%	0	0.0%
<i>Strike notes: Tickets are 50% off through May 3 (15 home dates).</i>											
<b>Boston Red Sox</b>	13.51	3.25c	2.00f	2.00	10.00	1.00	12.00	<b>112.55</b>	9.8%	0	0.0%
<i>Strike notes: Tickets are 50% off through April; policy will be re-evaluated during the season.</i>											
<b>Chicago White Sox</b>	12.93	3.50d	1.75c	1.75	8.00	3.00	12.00	<b>110.73</b>	4.3%	0	0.0%
<i>Strike notes: Ticket prices range from \$2 to \$8 through April (13 home dates); policy will be re-evaluated during the season.</i>											
<b>San Francisco Giants</b>	11.07	3.25d	1.75d	2.25	7.00	4.00	12.00	<b>105.80</b>	5.0%	2,200	3.6%
<i>Strike notes: Tickets are 50% off through April (13 home dates).</i>											
<b>Toronto Blue Jays<sup>1</sup></b>	13.35	3.34c	1.26d	1.40	10.56	3.52	7.04	<b>102.39</b>	-9.8%	3,500	8.4%
<i>Strike notes: Games using replacement players will be played in Dunedin, Fla. Tickets range from \$2.50 to \$9.</i>											
<b>Oakland A's</b>	10.62	3.00c	1.50c	2.00	7.00	4.00	12.00	<b>101.47</b>	1.0%	5,000	10.7%
<i>Strike notes: Tickets are 50% to 78% off through April (15 home dates).</i>											
<b>Texas Rangers</b>	12.07	3.50d	1.75d	1.75	5.00	3.00	10.00	<b>100.26</b>	1.0%	6,119	12.9%
<i>Strike notes: Tickets for all replacement games are 50% off.</i>											
<b>Cleveland Indians</b>	12.06	3.25c	1.00a	1.75	6.00	2.00	12.00	<b>99.75</b>	-3.9%	5,198	13.4%
<i>Strike notes: Tickets may be reduced as much as 50% depending on team payroll.</i>											
<b>Colorado Rockies</b>	10.61	3.00d	1.75d	2.00	7.00	2.50	12.00	<b>99.44</b>	21.2%	N/A	—
<i>Strike notes: Tickets for all replacement games are 50% off.</i>											
<b>Kansas City Royals<sup>1</sup></b>	10.05	2.50b	1.50c	1.50	5.00	4.00	14.00	<b>98.21</b>	-0.6%	5,000	12.3%
<i>Strike notes: Tickets for all replacement games are 50% off.</i>											
<b>Minnesota Twins</b>	9.40	3.50d	2.25e	2.00	6.00	3.00	12.00	<b>97.61</b>	7.7%	12,729	23.1%
<i>Strike notes: Tickets for all replacement games are 50% off.</i>											
<b>League Average</b>	<b>\$10.65</b>	<b>\$3.29</b>	<b>\$1.64</b>	<b>\$1.80</b>	<b>\$6.10</b>	<b>\$3.04</b>	<b>\$11.09</b>	<b>\$97.29</b>	<b>1.6%</b>		

#### RESEARCH AND STATISTICAL NOTES

Sizes of draft beer and soft drink: a=10 oz.; b=12 oz.; c=14 oz.; d=16 oz.; e=18 oz.; f=20 oz.

Prices for the Montreal Expos and Toronto Blue Jays were converted to U.S. dollars using the exchange rate of U.S.\$1 = C\$1.42. The Fan Cost Index for the Expos, in Canadian dollars, is C\$122.16, an increase of 8.4% from 1994; the Blue Jays' FCI is C\$145.41, a decrease of 5.8%.

The **Fan Cost Index** 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 cost of four average priced tickets, two small draft beers, two small soft drinks, four hot dogs, parking for one car, two game programs, and two twill baseball caps.

Prices were determined by telephone interviews with team and venue executives. Identical questions were used in all interviews. In determining average ticket prices, standing room tickets and club seat tickets were excluded, as was age-group discount pricing. Where possible, multi-game ticket discount programs were factored into average ticket prices. Information in Strike Notes was the latest available at press time.

"Tickets ≤ \$6" reflects regularly priced tickets that sell for \$6 or less. "≤ \$6" is figured with all seats used in computing average ticket price.

<sup>1</sup>: Concession prices for Toronto, Kansas City, Philadelphia and the New York Yankees were not finalized at press time; prices listed are from 1994.

## The Second Half

Team	Average Ticket	Draft Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Fan Cost Index	Change vs. 94-95	Tickets ≤\$6.00	% ≤\$6.00
<b>Detroit Tigers</b>	\$10.60	\$3.50d	\$2.50e	\$2.00	\$7.00	\$3.00	\$8.00	<b>\$96.39</b>	-6.8%	10,804	20.6%
<i>Strike notes: Bleacher seats remain at full price for replacement games; all other tickets are 50% off.</i>											
<b>Seattle Mariners</b>	19.99	2.75b	1.75c	1.75	5.00	3.00	13.00	<b>95.42</b>	0.0%	18,155	30.7%
<i>Strike notes: Tickets for all replacement games are 50% off.</i>											
<b>Pittsburgh Pirates</b>	9.73	3.50d	1.75d	1.75	4.00	3.00	12.00	<b>93.90</b>	0.5%	9,989	21.4%
<i>Strike notes: Tickets for first 20 games are 50% off, regardless of labor situation.</i>											
<b>St. Louis Cardinals</b>	9.80	2.25b	1.50c	1.50	5.00	3.50	12.00	<b>91.72</b>	0.0%	13,122	24.4%
<i>Strike notes: Tickets may be reduced as much as 50% depending on team payroll.</i>											
<b>New York Mets</b>	10.89	3.25c	1.25b	1.75	5.00	2.00	10.00	<b>91.06</b>	0.0%	0	0.0%
<i>Strike notes: Tickets for all replacement games are 67% to 69% off.</i>											
<b>Philadelphia Phillies<sup>1</sup></b>	9.75	4.00e	1.25a	1.25	5.00	2.50	12.00	<b>91.00</b>	0.0%	16,313	28.8%
<i>Strike notes: Tickets are 20% to 42% off for at least the first 20 dates.</i>											
<b>Los Angeles Dodgers</b>	9.68	3.50d	1.50d	2.50	4.00	2.50	10.00	<b>90.73</b>	0.0%	10,100	18.0%
<i>Strike notes: Tickets for all replacement games return to 1958 prices. Prices range from \$.75 for children to \$3.50 for box seats.</i>											
<b>California Angels</b>	8.06	4.00d	1.50d	2.25	6.00	2.50	12.00	<b>90.24</b>	0.0%	21,823	33.9%
<i>Strike notes: Tickets for all replacement games are 50% off.</i>											
<b>Houston Astros</b>	8.91	3.50d	1.50d	1.75	4.00	4.00	10.00	<b>87.64</b>	1.2%	19,544	41.6%
<i>Strike notes: Tickets for first nine dates are 50% off; policy will be re-evaluated during the season.</i>											
<b>Milwaukee Brewers</b>	9.51	2.75b	1.50c	1.75	5.00	2.50	10.00	<b>86.53</b>	-1.1%	6,000	11.6%
<i>Strike notes: Tickets for all games using only replacement players are 50% off.</i>											
<b>Florida Marlins</b>	9.65	2.25b	2.25f	2.25	5.00	3.00	7.00	<b>86.10</b>	-6.6%	8,700	24.5%
<i>Strike notes: Tickets for all replacement games are 50% off.</i>											
<b>Montreal Expos</b>	8.92	2.64c	1.41d	1.41	5.63	3.52	10.56	<b>86.03</b>	3.8%	13,869	30.5%
<i>Strike notes: Tickets are 50% off through April.</i>											
<b>San Diego Padres</b>	9.12	3.25d	1.00b	1.50	4.00	3.00	10.00	<b>82.98</b>	-0.4%	8,036	16.8%
<i>Strike notes: Tickets for all replacement games are 50% off.</i>											
<b>Cincinnati Reds</b>	7.95	3.25e	1.00c	1.00	5.00	4.00	11.00	<b>81.31</b>	2.5%	7,400	14.0%
<i>Strike notes: No discounts for replacement games.</i>											



### Unusual sponsor, new giveaway highlight a short Sharks season

Atlanta Braves fans have the tomahawk chop. San Jose Sharks fans have the chomp. Now, the chomp has a sponsor.

It seems Sharks partisans have taken to the ritual of extending their arms in front of them and bringing them together, to resemble a shark's jaws, every time the team has a power play. At two games this season, Miller Genuine Draft gave fans giant cardboard teeth to enhance the effect.

According to Malcolm Bordelon, Sharks VP - Broadcast and Media Marketing, fans in odd rows were instructed to point their "teeth" up; those in even rows pointed their teeth down to meet the teeth below them. Bordelon said the new-and-improved chomp "makes a good visual for TV."

A giveaway with decidedly less visual impact is the Sharks' luggage tag. Of note, however, is the fact that the giveaway is sponsored by San Jose International Airport, which also has advertising on Sharks broadcasts and in game programs, and gets a sponsor night at a Sharks game.

According to Marily Mora, airport Marketing Officer, the airport's radio advertising promotes new service of its airlines. The ads are not co-oped (although some airlines have separate agreements with the team), but airlines are mentioned on

a rotating basis in the radio spots.

The facility competes for passengers with nearby airports in Oakland (which also advertises in the Sharks game program) and San Francisco.

Mora said a high percentage of Sharks fans are ideal customers for the airport. "The demographics of the people who go to Sharks games fit with our frequent flyers, whether they travel for business or leisure," she said.

The deal also made sense for the airport, Mora said, because "the Sharks really put San Jose on the map.... People have thought of San Francisco first, but the Sharks have brought us a lot of local recognition."

**San Jose International Airport 408-277-5366**

**San Jose Sharks 408-287-4275**

**BROADCAST NEWS:** SportsChannel Chicago is promoting its coverage of Chicago sports with a series of 12 ads that feature members of Chicago's famed Second City comedy troupe. The station will hold a drawing for one viewer to win two season tickets to every major league sports team in Chicago for a year. The ads and contest are themed "What Fans Want"... The Washington Redskins signed a three-year deal with **WJFK-FM**, Washington, D.C. and **WLIF-FM**, Baltimore, reportedly worth \$3.5 million to \$4.0 million per year.