

team marketingresearch

MLB clubs offer more seats at highest and lowest prices, average up 7.1%

One trend apparent in MLB ticket prices for 1997 is segmentation. Even as there are more tickets than ever carrying a price tag of \$20 or more, MLB teams have expanded the availability of inexpensive tickets for 1997.

That seems to indicate that teams are aiming to maximize revenue from higher-priced seats, while using low prices on other seats to appeal to new fans.

The 1997 MLB average ticket price is \$11.98, an increase of 7.1% from last year.

TMR research shows 10.6% of all MLB tickets have a price tag of \$20 or more this season, compared to 4.4% last year.

At the same time, there is some good news for price-conscious fans. Eleven MLB teams are offering more seats at

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Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Fan Cost Index	Pct. Chg.	Avg. Ticket	Pct. Chg.	Seats ≤ \$6
Atlanta Braves	\$4.50g	\$1.75d	\$2.50	\$7.00	\$5.00	\$12.00	\$129.16	6.1%	\$15.54	19.0%	0.4%
Boston Red Sox	3.75b	2.00c	2.25	10.00	1.50	10.00	128.26	9.0%	17.69	14.6%	0.0%
Chicago White Sox	3.50b	1.75b	2.00	10.00	3.00	12.00	126.50	6.4%	16.12	14.3%	0.0%
New York Yankees	4.50d	2.00e	2.00	6.00	3.00	12.00	126.08	7.5%	16.27	11.6%	0.0%
Chicago Cubs	3.75d	1.75c	1.75	11.00	3.00	12.00	121.02	3.9%	14.63	11.5%	0.0%
Baltimore Orioles	3.75d	1.50c	2.00	5.00	3.00	12.00	119.15	4.9%	15.66	19.2%	0.0%
Seattle Mariners	3.00b	2.00c	2.00	5.00	4.00	15.00 ¹	118.61	11.5%	13.40	15.6%	3.7%
Cleveland Indians	3.75c	1.75c	2.00	8.00	2.50	10.00	116.65	1.4%	15.29	7.4%	11.7%
New York Mets	3.50d	2.50d	2.50	6.00	2.50	12.00	114.26	9.0%	13.06	10.4%	0.0%
Colorado Rockies	3.75d	2.25d	2.25	8.00	4.00	12.00	111.03	7.4%	11.38	7.3%	18.5%
Texas Rangers	4.25f	1.75d	2.00	6.00	5.00	9.00	110.60	8.6%	13.28	11.0%	18.2%
Detroit Tigers	4.75d	1.50c	2.00	7.00	3.00	15.00	108.09	-1.2%	10.40	-1.9%	11.9%
League Average	3.68	1.81	1.97	6.38	3.27	11.14	105.63	3.0%	11.98	7.1%	16.6%
San Francisco Giants	4.00c	1.50b	2.75	7.00	4.00	12.00	104.51	-13.9%	10.13	-4.6%	4.1%
St. Louis Cardinals	4.00f	1.75c	1.75	6.00	3.50	10.00	104.44	14.0%	12.36	24.7%	14.1%
Los Angeles Dodgers	3.75d	1.75d	2.75	5.00	2.50	12.00	104.15	7.7%	11.16	12.3%	18.8%
Minnesota Twins	3.75d	2.50e	2.25	5.00	3.50	13.00	103.40	2.7%	9.73	-4.3%	25.5%
Toronto Blue Jays	2.73b	1.40d	0.77	7.29	3.64	7.29	102.74	7.9%	14.86	6.7%	8.4%
Houston Astros	4.25f	2.50f	2.00	4.00	4.00	10.77	101.84	7.7%	10.45	-1.9%	33.8%
Anaheim Angels	4.50b	1.75d	2.50	7.00	3.00	12.00	101.72	10.2%	9.68	14.7%	0.0%
San Diego Padres	3.75d	2.25d	1.75	5.00	3.00	12.00	100.85	16.6%	10.59 ²	7.2%	33.1%
Philadelphia Phillies	4.75e	1.25a	1.25	6.00	3.00	12.00	99.58	-10.7%	11.02	0.1%	48.1%
Oakland A's	3.25c	1.25b	2.00	5.00	4.00	10.00	94.52	-9.4%	10.50	-7.4%	13.1%
Milwaukee Brewers	3.00b	1.75c	2.00	5.00	3.00	12.00	94.29	9.7%	9.57	2.2%	12.5%
Florida Marlins	2.25b	2.25f	2.25	5.00	3.00	8.00	89.95	-3.3%	10.11	-2.5%	44.1%
Pittsburgh Pirates	3.25d	2.00d	2.00	4.00	3.25	7.00	87.34	-9.3%	10.09	0.0%	21.4%
Kansas City Royals	2.75b	1.75c	1.75	5.00	1.00 ³	10.00	85.11	-12.2%	9.65	-0.9%	12.3%
Cincinnati Reds	3.50f	1.00c	1.00	6.00	4.00	10.00	82.48	1.4%	8.37	5.3%	48.0%
Montreal Expos	2.92b	1.45d	1.27	7.29	3.64	10.95	80.42	-11.3%	6.81	-24.9%	52.6%

RESEARCH AND STATISTICAL NOTES

Legend for drink sizes: a=10 oz., b=12 oz., c=14 oz., d=16 oz., e=18 oz., f=20 oz., g=21 oz.

Prices for the Montreal Expos and Toronto Blue Jays were converted to U.S. dollars using the exchange rate of U.S.\$1 = \$1.37 Can.

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 four average-price tickets, two small draft beers, four small soft drinks, four hot dogs, parking for one car, two game programs and two adult-size twill baseball caps. Prices were determined by telephone interviews with representatives of the teams and their venues and concessionaires. Identical questions were used in all interviews.

In determining average ticket prices, TMR included day-of-game prices for all tickets, excluding standing room tickets and excluding luxury suite and club seat tickets. Age-group discount pricing is not included. Where possible, multi-game ticket discount programs are factored into average ticket prices.

1: Mariners do not sell a twill cap; team provided price for a wool cap. 2: Padres average ticket price is based on stadium capacity of 41,000; actual capacity will fluctuate during season because of stadium construction. 3: Royals do not sell game programs; team provided price for a scorecard.