

team marketingresearch

Disparity between ticket price range is highest ever, average up 10.0%

The distance between the highest and lowest average ticket price among MLB teams is greater than ever in 1998.

The increase can be attributed to the high demand for tickets in certain markets, as four of the top five teams in ticket price rankings sold 80 percent of their tickets in 1997, well above the MLB average of 56 percent of capacity.

The Atlanta Braves (percent of capacity: 86%), Baltimore Orioles (95%), Boston Red Sox (80%) and the Cleveland Indians (98%) all filled at least 80 percent of their stadiums. The Yankees sold 49

percent of the available tickets at Yankee Stadium in 1997.

Not coincidentally, four of those same five teams (the Braves, Orioles, Indians and Yankees) also own the league's four highest payrolls.

The 1998 MLB average ticket price is \$13.60, an increase of 10.0% from last season, when the average was \$12.36.

The Minnesota Twins, who offer season tickets as low as \$83, have the lowest average ticket price in baseball, at \$8.22, the same

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Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Fan Cost Index™	Pct. Change	Average Ticket	Pct. Change	% Seats ≤\$6
New York Yankees	\$4.75e	\$2.25f	\$2.00	\$6.00	\$5.00	\$12.00	\$148.56	10.5%	\$20.51	11.7%	0.0%
Boston Red Sox	4.00b	2.50c	2.75	10.00	1.50	10.00	144.52	11.8%	20.63	15.1%	0.0%
Baltimore Orioles	3.75e	1.50c	2.00	5.00	3.00	12.00	135.57	8.8%	19.77	16.1%	0.0%
Atlanta Braves	4.50h	1.50e	2.50	7.00	5.00	12.00	134.72	-0.7%	\$17.18	0.0%	8.8%
Colorado Rockies	3.75e	2.50e	2.50	8.00	5.00	12.00	132.94	14.1%	15.86	24.3%	14.1%
New York Mets	5.25g	2.50e	2.75	6.00	3.50	12.00	132.93	16.3%	16.11	23.3%	0.0%
Tampa Bay Devil Rays	3.75e	2.00e	2.50	10.00	5.00	12.00	131.73	—	15.56	—	6.3%
St. Louis Cardinals	4.25g	2.00c	1.75	7.00	3.50	15.00	129.37	22.2%	15.47	21.6%	12.8%
Texas Rangers	4.25g	2.00e	2.00	7.00	3.00	12.00	127.47	12.6%	16.49	18.5%	14.0%
Cleveland Indians	3.75e	2.00c	2.25	8.00	2.50	10.00	126.92	8.8%	17.35	13.5%	8.8%
Seattle Mariners	3.50b	2.25c	2.25	9.00	4.00	12.00	125.78	6.0%	14.94	11.5%	3.7%
Chicago White Sox	3.50b	2.00b	2.00	10.00	3.00	12.00	120.92	4.9%	14.48	8.6%	0.0%
Chicago Cubs	3.75f	1.75c	1.75	11.00	3.00	12.00	120.19	-0.7%	14.42	-1.4%	0.0%
Arizona Diamondbacks	4.00c	2.25e	2.75	5.00	5.00	9.00	119.19	—	14.70	—	10.3%
MLB Average	3.84d	1.98d	2.15	6.78	3.64	11.09	114.82	7.2%	13.60	10.0%	15.2%
Anaheim Angels	5.00c	2.00c	2.75	7.00	3.00	12.00	113.31	11.4%	11.83	22.2%	0.0%
Los Angeles Dodgers	4.00e	2.00e	3.00	5.00	3.00	12.00	111.83	7.4%	12.21	9.4%	22.2%
San Francisco Giants	4.00c	1.50b	2.75	6.00	4.00	12.00	108.89	-1.2%	11.47	-0.7%	8.3%
Houston Astros	4.50g	2.50h	2.25	5.00	4.00	10.00	108.53	2.7%	11.88	4.2%	31.8%
Toronto Blue Jays	2.64b	1.45e	0.75	7.04	3.52	7.04	107.74	1.4%	16.38	4.1%	7.4%
San Diego Padres	4.25e	2.75e	2.00	6.00	4.00	8.00	102.87	1.2%	11.34	5.1%	20.1%
Florida Marlins	2.50b	2.25g	2.25	7.00	4.00	8.00	102.62	10.2%	12.15	11.6%	34.5%
Detroit Tigers	3.75e	1.50c	2.00	7.00	4.00	12.00	102.09	-5.5%	10.40	0.0%	11.9%
Oakland Athletics	3.75c	1.50b	2.25	6.00	4.00	10.00	98.82	4.4%	10.58	0.5%	35.9%
Minnesota Twins	4.00e	2.50f	2.50	5.00	4.00	12.00	97.88	0.5%	8.22	0.0%	39.0%
Milwaukee Brewers	3.00c	1.75b	2.00	5.00	3.00	12.00	97.11	3.0%	10.28	7.3%	11.7%
Kansas City Royals	2.75b	2.00c	2.00	6.00	1.00 ¹	12.00	96.26	13.1%	10.69	10.8%	12.3%
Pittsburgh Pirates	3.50e	2.00e	2.00	4.00	3.25	12.00	94.81	9.7%	9.33	-5.4%	13.1%
Philadelphia Phillies	4.00b	1.25a	1.25	5.25	4.00	9.00	94.15	-6.1%	11.22	0.4%	27.6%
Montreal Expos	2.99b	1.76g	1.41	7.04	3.52	10.56	93.80	8.2%	9.98	19.3%	50.0%
Cincinnati Reds	3.75e	1.75e	1.50	6.00	5.00	10.00	89.97	9.1%	9.37	0.0%	48.2%

RESEARCH AND STATISTICAL NOTES

Legend for drink sizes: a=10 oz., b=12 oz., c=14 oz., d=15 oz., e=16 oz., f=18 oz., g=20 oz., h=21 oz.

Prices for the Montreal Expos and Toronto Blue Jays were converted to U.S. dollars using an exchange rate of U.S. \$1 = \$1.42 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 caps. Prices were determined by telephone interviews with representatives of the teams and their venues and their concessionaires. Identical questions were asked in all interviews.

In determining average ticket prices, TMR includes the pricing for all tickets—including club seating—with the exception of luxury suite seats and standing room tickets. Season ticket pricing is used for any team that offers some or all tickets at lower prices to customers who buy season tickets, and season-long "value-date" pricing is incorporated where applicable. Age-group discount pricing is not included. ¹: Royals do not sell game programs, team provided price for a scorecard.