

team marketing research

Team	Avg. Ticket	Avg. Premium Ticket	Avg. Kids' Ticket	Beer ²	Soft Drink ²	Hot Dog	Parking	Program	Cap	FCI	MLB Club FCI
Stockton Ports (A-California League)	\$7.59	\$20.00	\$7.59	\$6.00 ²⁰	\$3.50 ²²	3.75	\$5.00	\$0.00	\$20.00	\$116.35	\$206.80
Long Island Ducks (I-Atlantic League)	10.00	30.43	10.00	4.75 ¹⁴	3.00 ¹⁶	3.50	0.00	5.00	15.00	115.50	n/a
Indianapolis Indians (AAA-Int'l League)	9.77	9.77	9.77	6.00 ²⁴	3.00 ¹²	3.50	5.00	3.00	12.00	112.08	146.32
Visalia Oaks (A-California)	8.17	15.00	8.17	4.00 ¹⁶	2.75 ¹⁶	4.00	0.00	1.00	20.00	109.67	162.84
Iowa Cubs (AAA-Pacific Coast League)	8.94	12.00	7.38	5.00 ¹⁶	3.50 ¹⁴	4.50	6.00	2.00	12.00	108.65	251.96
Newark Bears (I-Atlantic League)	9.44	9.44	4.54	4.50 ¹⁶	2.00 ¹⁴	2.50	5.00	3.00	20.00	105.96	n/a
West Virginia Power (A-S. Atlantic)	7.36	25.00	7.36	4.50 ²¹	3.00 ²²	2.75	0.00	3.00	18.00	103.44	141.52
Great Lakes Loons (A-Midwest)	6.00	9.12	6.00	5.00 ²⁴	3.75 ²²	3.50	3.00	4.00	14.00	102.00	229.14
Nashville Sounds (AAA-PCL)	10.00	10.00	8.14	5.50 ¹⁶	3.00 ¹⁴	3.00	0.00	3.00	12.00	101.28	141.52
Yakima Bears (A-Northwest)	5.50	8.50	5.50	4.50 ¹⁶	2.25 ¹⁴	2.25	4.00	3.00	20.95	100.90	162.84
Corpus Christi Hooks (AA-Texas)	6.38	32.76	7.44	4.50 ¹⁶	2.75 ¹⁴	3.00	4.00	3.00	15.00	99.65	215.43
Lincoln Saltdogs (I-American Assoc.)	8.71	35.00	8.71	4.00 ¹⁶	3.00 ²²	2.50	0.00	2.00	14.99	99.82	n/a
MLB LEAGUE AVERAGE	7.58	n/a¹	7.13	4.55¹⁷	3.01¹⁷	3.03	2.17	2.29	14.79	99.01	191.92
Erie SeaWolves (AA-Eastern)	7.93	12.00	7.93	4.00 ¹⁶	2.50 ¹⁴	2.50	3.00	3.00	15.00	98.73	190.13
Cedar Rapidsernels (A-Midwest)	7.94	12.81	8.06	4.00 ¹⁶	3.00 ¹⁴	3.00	0.00	2.00	14.00	95.99	140.42
Northwest Arkansas Naturals (AA-TL)	7.19	35.61	6.21	5.00 ²⁰	1.25 ¹²	3.75	3.00	3.00	15.00	95.80	151.16
Gateway Grizzlies (I-Frontier)	7.27	13.65	7.27	4.00 ¹⁶	2.50 ²⁰	2.00	0.00	4.00	15.00	93.08	n/a
Mississippi Braves (AA-Texas)	7.64	13.06	7.64	3.25 ¹⁶	2.25 ¹⁶	2.25	0.00	3.00	15.00	91.07	157.19
Inland Empire 66ers (A-California)	5.15	8.94	5.15	4.50 ¹⁶	3.00 ²⁰	3.00	3.00	2.00	15.00	90.61	229.14
River City Rascals (I-Frontier)	7.40	11.74	9.05	4.75 ¹⁶	3.00 ²⁴	2.50	0.00	3.00	10.00	90.40	n/a
Modesto Nuts (A-California)	5.00	10.00	5.00	4.50 ¹⁶	3.00 ²¹	3.50	5.00	0.00	15.00	90.00	160.00
Hagerstown Suns (A-South Atlantic)	7.27	7.27	5.00	3.25 ¹⁶	3.00 ²⁴	3.00	0.00	3.00	14.00	89.04	195.50
Charlotte Knights (AAA-International)	6.11	9.72	6.11	5.00 ¹⁶	3.00 ¹⁴	3.00	3.00	0.00	12.00	85.43	214.61
Durham Bulls (AAA-International)	7.89	7.89	7.89	5.00 ¹⁶	2.25 ¹⁴	2.75	3.00	0.00	9.99	84.55	136.91
West Tenn Diamond Jaxx (AA-Southern)	7.30	15.00	5.30	3.75 ¹⁶	2.50 ²⁴	2.75	0.00	0.00	11.00	75.70	191.16

Average ticket price represents a weighted average of season ticket prices for general seating categories, determined by factoring the tickets in each price range as a percentage of the total number of seats in each venue. Premium seating (tickets that come with at least one added amenity or is classified by team as premium) are not included in the survey to calculate average ticket price. Luxury suites are also excluded from the survey. Season ticket pricing is used for any team that offers some or all tickets at lower prices for customers who buy season seats. Teams have say in what seats are considered general or premium.

The Fan Cost Index™ comprises the prices of two (2) adult average-price tickets, two (2) child average-price tickets, two (2) small draft beers, four (4) small soft drinks, four (4) regular-size hot dogs, parking for one (1) car, two (2) game programs and two (2) least expensive, adult-size adjustable caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires. Identical questions were asked in all interviews. Superscript numbers next to Beer and Soft Drink prices denote smallest available size in ounces. Because teams have vastly different definitions for "premium tickets," we did not calculate an average for this category.

¹ Some teams included suites in their pricing, while others did not.