

team marketing research

Team	Avg. Ticket	Pct. Change	Avg. Prem. Ticket	Beer ¹	Soft Drink ¹	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Los Angeles Lakers New York Knicks	\$79.21 70.51	2.0% 0.0%	\$176.12 303.49	\$7.50 ¹⁸ 6.00 ²⁰	\$3.00 ¹⁶ 3.25 ²⁴	\$4.00 4.25	\$13.00 20.00	\$5.00 10.00	\$10.00 12.00	\$402.84 388.04	1.7% 0.0%
Houston Rockets Boston Celtics*	55.59 55.93	4.2% 0.0%	276.31 290.09	5.50 ¹⁶ 5.50 ¹⁶	3.75 ²² 2.50 ¹⁴	4.00 3.50	20.00 18.00	0.00 4.00	18.48 16.00	321.34 316.72	2.9% 0.0%
New Jersey Nets Sacramento Kings*	55.44 59.80	0.0% 5.9%	187.56 182.56	5.00 ¹⁴ 5.75 ¹⁸	2.75 ²⁰ 2.00 ¹⁶	3.00 3.00	8.00 8.00	10.00 0.00	15.00 16.00	312.76 310.70	0.0% 4.5%
Chicago Bulls Dallas Mavericks	52.54 53.60	3.7% 0.0%	112.58 135.18	5.50 ¹² 4.00 ¹²	3.25 ¹² 2.75 ¹²	3.25 3.75	15.00 9.00	5.00 6.00	16.00 15.99	304.15 301.39	3.0% 0.0%
Miami Heat Phoenix Suns	50.87 51.66	10.0% 10.6%	188.50 182.28	5.50 ²¹ 5.50 ¹⁶	3.00 ²⁴ 3.75 ²⁴	3.50 3.00	25.00 10.00	0.00 0.00	15.99 10.00	297.46 274.64	6.6% 13.6%
Los Angeles Clippers San Antonio Spurs	46.38 45.00	6.9% 6.5%	177.38 162.61	7.50 ¹⁶ 5.75 ²¹	3.00 ¹⁶ 3.50 ²⁴	4.00 3.75	13.00 8.00	5.00 5.00	10.00 16.00	271.52 270.50	4.0% 4.2%
Washington Wizards	46.83	0.0%	135.07	4.50 ¹⁶	2.50 ¹⁶	2.50	13.00	5.00	15.00	269.32	0.0%
NBA LEAGUE AVERAGE	45.92	3.1%	156.97	5.44¹⁶	2.95¹⁸	3.42	11.67	3.68	14.16	267.37	2.5%
Indiana Pacers Philadelphia 76ers	45.79 44.47	6.9% 5.0%	128.10 149.48	5.00 ¹⁶ 5.75 ¹⁶	3.25 ¹⁶ 3.25 ²⁴	2.50 3.75	8.00 10.00	5.00 5.00	15.00 12.00	264.18 263.38	4.7% 4.5%
Atlanta Hawks* Cleveland Cavaliers	41.43 45.52	-0.7% 8.0%	81.83 115.78	5.75 ²⁰ 5.00 ¹⁶	2.00 ¹⁴ 2.50 ¹⁶	3.75 3.00	10.00 10.00	8.00 0.00	15.99 13.99	258.19 252.06	-0.5% 5.7%
Milwaukee Bucks* Toronto Raptors ³	42.78 40.67	7.7% 0.0%	110.00 135.32	5.00 ¹⁶ 5.12 ¹⁴	3.00 ¹⁶ 3.20 ²⁰	3.00 3.63	10.00 17.06	4.00 4.27	12.99 8.53	249.10 242.88	5.2% 0.0%
Detroit Pistons* Minnesota Timberwolves	36.75 40.60	0.0% 6.4%	95.00 189.37	7.00 ²⁴ 5.00 ¹⁶	3.50 ²⁰ 3.00 ¹⁶	3.00 3.50	10.00 6.00	5.00 2.00	17.00 15.00	241.00 238.39	0.0% 8.3%
Charlotte Bobcats ² Portland Trail Blazers*	39.13 42.59	3.8% -8.0%	166.61 139.39	5.75 ¹⁶ 4.75 ¹⁶	4.50 ²² 1.50 ¹⁶	3.75 1.50	6.00 13.00	0.00 4.00	15.00 10.00	237.03 232.86	5.8% -6.0%
Denver Nuggets Utah Jazz	36.98 39.50	4.2% 4.1%	103.34 215.65	6.00 ¹⁶ 5.25 ²⁰	3.75 ¹² 2.75 ²²	3.75 2.75	10.00 8.00	5.00 5.00	9.99 10.00	229.91 228.48	6.7% 2.8%
Orlando Magic Memphis Grizzlies	37.66 35.29	0.0% 8.4%	99.13 134.72	3.00 ¹² 5.50 ¹⁶	2.50 ¹⁶ 3.25 ¹⁶	3.00 4.25	5.00 10.00	5.00 0.00	15.00 15.00	223.65 222.14	0.0% 3.5%
Seattle SuperSonics New Orleans Hornets* ⁴	32.54 28.61	5.6% -7.7%	122.99 108.07	6.25 ¹⁶ 5.00 ¹²	1.00 ¹⁶ 4.00 ¹²	5.00 4.00	15.00 10.00	2.00 0.00	16.99 20.00	215.65 206.44	10.7% -4.4%
Golden State Warriors	23.82	2.3%	104.69	4.50 ¹⁴	2.00 ¹⁴	3.00	12.00	3.00	16.00	174.27	-8.2%

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 stadium. Premium seating (tickets that come with at least one added amenity) are not included in the ticket average. 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 tickets.

The Fan Cost Index™ comprises the prices of four (4) 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.

Editor's note: This season, more than 1.2 million NBA tickets will be available for \$10 or less (up from 1 million last year). More than 80 percent of NBA teams will offer Family Plans with an average cost of \$60. The plans include four (4) tickets, four (4) drinks, four (4) meals and premium items.

* Prices listed as reported on team's Web site

1. Superscript numbers denote the ounces of the beverage.

2. The Charlotte Bobcats opened the Charlotte Bobcats Arena for the 2005-06 season.

3. The Toronto Raptors' prices were converted at a rate of \$1USD=\$1.172CDN.

4. Because of the damage from Hurricane Katrina, the Hornets will play 35 home games at the Oklahoma City Ford Center and six at Louisiana State University.

Short jumper: NBA FCI shows small ticket price increases

Average ticket price up 3.1 percent to \$45.92; Fan Cost Index rises 2.5 percent to \$267.37

NBA ticket price increases did not reflect the stellar attendance figures the league reported for the 2004-05 regular season. Even with nearly 23 million fans visiting arenas last year, the NBA's average ticket price only rose by 3.1 percent to \$45.92.

Similarly, the 2005-06 Fan Cost Index (FCI), **Team Marketing Report's** exclusive study, found that a family of four can expect to pay, on average, nearly \$6 more this season to take in an NBA game.

The Los Angeles Lakers maintained the highest general seating average ticket price at \$79.21, an increase of 2 percent, even though the organization did not qualify for post-season play for the first time in more than a decade. The New York Knicks, the league's next priciest ticket, did not raise rates despite having the highest payroll in the league. The Sacramento Kings rounded out the top three most-expensive NBA tickets. The team bumped up prices by 5.9 percent to \$59.80.

The Memphis Grizzlies, which set a new record for sellouts during the 2004-05 regular season, raised ticket prices by 8.4 percent to \$35.29. Even with the increase, the team is still ranked in the bottom third.

Teams that increased prices by 5 or more percent include: the Phoenix Suns up 10.6 percent to \$51.66, the Miami Heat up 10 percent to \$50.87, the Cleveland Cavaliers up 8.0 percent to \$45.52, the Milwaukee Bucks up 7.7 percent to \$42.78, the Los Angeles Clippers up 6.9 percent to \$46.38, the Indiana Pacers up 6.9 percent to \$45.79, the San Antonio Spurs up 6.5 percent to \$45, the Minnesota Timberwolves up 6.4 percent to \$40.60, the Seattle SuperSonics up 5.6 percent to \$32.54 and the Philadelphia 76ers up 5 percent to \$44.47.

The Golden State Warriors, perennially at the bottom of the ticket price list, are again the NBA's least-expensive ticket. At \$23.82, the team is nearly \$5 cheaper than the next closest-priced organization.

Due to damages to the New Orleans Arena, the Hornets have relocated temporarily to Oklahoma City. The Sonics and the Hornets are the next cheapest NBA tickets.

Fans in Portland will be pleased with the Trail Blazers' new ticket prices. The team decreased season ticket rates by 8 percent to \$42.59. The Hornets and the Atlanta Hawks were the only other teams to report decreases.

The FCI also takes a representative look at how much a family of four will likely spend at a basketball game for the 2005-06 season. At \$267.37, the NBA is the second most-expensive league for a family outing. On average fans can expect to pay \$329.82 to watch an NFL game and \$247.84 to see an NHL game.

All concessions and merchandise listed on the FCI chart (*see previous page*) are the least-expensive products offered in each stadium.

The FCI formula comprises the price of four average-priced tickets, two small draft beers, four small soft drinks, four regular-sized hot dogs, parking for one car, two game programs and two adult-sized caps.

For the fourth consecutive season, fans can expect to pay more watching the Lakers at the Staples Center and the Knicks at Madison Square Garden than at any other NBA arena. The Lakers' FCI

rose by 1.7 percent to \$402.84, while the Knicks' stayed flat at \$388.04.

The Toyota Center, home to the Houston Rockets, is the third-priciest NBA facility. The team increased its total FCI by 2.9 percent to \$321.34, for the organization's third year in the arena. The Houston facility pushed the TD Banknorth Garden, home to the Boston Celtics, into the fourth slot. In Boston fans will pay, on average, \$316.72 to treat their family to a game and concessions.

The Charlotte Bobcats, opening their new arena this season, will charge fans 5.8 percent more for concessions and merchandise than they paid at the Coliseum. The new facility has more seats, better sightlines and increased amenities than the older arena.

Other significant FCI increases included: the Suns up 13.6 percent to \$274.64, the Sonics up 10.7 percent to \$215.65, the Timberwolves up 8.3 percent to \$238.39, the Denver Nuggets up 6.7 percent to \$229.91, the Heat up 6.6 percent to \$297.46, the Cavaliers up 5.7 percent to \$252.06 and the Bucks up 5.2 percent to \$249.10.

Table 1—2005 NFL/NBA FCI Market Comparisons depicts the price differences among teams in the same state or market. Only three regions' FCIs moved in opposite directions—Atlanta, New Orleans and Wisconsin.

Table 1—2005 NBA/NFL FCI Market Comparisons

City	NBA FCI	% of Change	NFL FCI	% of Change
Atlanta	\$258.19	-0.5%	\$299.66	9.0%
Arizona	274.64	13.6%	289.92	17.4%
Bay Area ¹	174.27	-8.2%	347.00	-8.8%
Boston ²	316.72	0.0%	477.47	15.0%
Chicago	304.15	3.0%	384.04	3.7%
Cleveland	252.06	5.7%	297.16	5.4%
Dallas	301.39	0.0%	344.78	18.0%
Denver	229.91	6.7%	348.76	2.1%
Detroit	241.00	0.0%	317.64	0.3%
Houston	321.34	2.9%	336.90	5.2%
Indiana	264.18	4.7%	330.15	7.4%
Miami	297.64	0.0%	282.82	5.1%
Minnesota	238.39	8.3%	361.72	7.2%
New Jersey ³	312.76	0.0%	388.84	5.3%
New Orleans ⁴	206.44	-4.4%	279.23	14.7%
Philadelphia	263.38	4.5%	349.35	3.2%
Seattle	215.65	10.7%	286.10	10.0%
Tennessee ⁵	222.14	3.5%	285.27	4.8%
Washington	269.32	0.0%	389.01	1.7%
Wisconsin	249.10	-5.1%	317.40	0.1%
LEAGUE AVG.	267.37	2.5%	329.82	5.6%

1. Comparing the Warriors to the San Francisco 49ers.
2. Comparing the Celtics to the New England Patriots
3. Comparing the Nets to the New York Giants.
4. Comparing the Hornets to the New Orleans Saints
5. Comparing the Grizzlies to the Tennessee Titans.