

# team marketing research

Team	Avg. Ticket	Pct. Change	Cheapest Available <sup>1</sup>	Beer <sup>2</sup>	Soft Drink <sup>2</sup>	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Los Angeles Lakers*	\$85.38	7.8%	\$10.00	\$7.50 <sup>18</sup>	\$3.50 <sup>16</sup>	\$3.75	\$13.00	\$5.00	\$14.99	\$438.52	8.9%
New York Knicks*	70.51	0.0%	10.00	6.25 <sup>20</sup>	3.25 <sup>24</sup>	4.25	30.00	10.00	9.99	394.52	1.7%
Miami Heat	56.55	11.2%	10.00	5.50 <sup>21</sup>	3.00 <sup>24</sup>	3.50	12.00	10.00	18.00	331.20	11.3%
New Jersey Nets	60.98	4.8%	5.00	7.00 <sup>14</sup>	3.50 <sup>20</sup>	3.75	12.00	5.00	9.99	328.90	1.6%
Sacramento Kings	59.80	0.0%	10.00	6.00 <sup>18</sup>	2.00 <sup>16</sup>	3.25	10.00	0.00	18.00	318.20	9.5%
Dallas Mavericks*	54.24	-0.1%	2.00	4.00 <sup>12</sup>	2.75 <sup>12</sup>	4.00	20.00	6.00	15.00	313.96	3.2%
Boston Celtics*	57.04	2.0%	10.00	5.50 <sup>18</sup>	2.50 <sup>14</sup>	3.50	18.00	4.00	9.99	309.14	-2.4%
Chicago Bulls	54.62	4.0%	10.00	5.50 <sup>12</sup>	3.25 <sup>12</sup>	3.50	15.00	5.00	10.00	301.49	-0.9%
Los Angeles Clippers*	52.49	3.0%	10.00	7.50 <sup>16</sup>	3.50 <sup>16</sup>	3.75	13.00	5.00	11.00	298.96	3.1%
Cleveland Cavaliers*	50.02	9.9%	10.00	5.00 <sup>16</sup>	2.50 <sup>16</sup>	3.00	8.00	10.00	16.75	293.58	16.5%
Toronto Raptors <sup>3</sup>	47.00	11.8%	10.00	5.28 <sup>14</sup>	3.30 <sup>20</sup>	3.74	17.60	4.40	17.99	289.10	16.4%
Philadelphia 76ers	46.83	0.0%	10.00	5.75 <sup>16</sup>	3.75 <sup>24</sup>	3.75	10.00	5.00	17.99	284.80	4.4%
Phoenix Suns	53.68	2.0%	10.00	6.00 <sup>16</sup>	3.75 <sup>24</sup>	3.00	10.00	0.00	10.00	283.71	1.9%
San Antonio Spurs*	45.88	5.1%	9.00	6.25 <sup>21</sup>	3.75 <sup>24</sup>	4.00	10.00	5.00	18.00	278.03	6.8%
Detroit Pistons*	46.23	9.1%	7.50	7.00 <sup>24</sup>	3.50 <sup>20</sup>	3.00	10.00	5.00	16.00	276.93	5.1%
<b>NBA LEAGUE AVERAGE</b>	<b>46.99</b>	<b>3.1%</b>	<b>7.97</b>	<b>5.57<sup>17</sup></b>	<b>3.01<sup>18</sup></b>	<b>3.47</b>	<b>12.09</b>	<b>4.18</b>	<b>14.59</b>	<b>274.67</b>	<b>3.2%</b>
Denver Nuggets	42.72	15.5%	5.00	6.00 <sup>16</sup>	3.75 <sup>12</sup>	3.75	10.00	5.00	16.00	264.88	15.6%
Washington Wizards	46.83	0.2%	10.00	3.50 <sup>16</sup>	3.00 <sup>16</sup>	3.00	10.00	5.00	12.00	262.32	-2.5%
Milwaukee Bucks	46.03	7.6%	10.00	5.00 <sup>16</sup>	3.00 <sup>16</sup>	3.00	10.00	4.00	12.99	262.11	5.2%
Atlanta Hawks	42.18	6.1%	5.00	5.75 <sup>20</sup>	2.00 <sup>14</sup>	3.75	10.00	8.00	15.99	261.20	3.9%
Houston Rockets <sup>4</sup>	38.64	0.2%	9.00	5.75 <sup>16</sup>	4.00 <sup>22</sup>	4.25	15.00	0.00	20.00	254.07	0.3%
Indiana Pacers	42.39	1.0%	4.00	5.00 <sup>16</sup>	3.25 <sup>16</sup>	2.50	8.00	5.00	15.00	250.57	0.7%
Portland Trail Blazers*	45.34	-0.1%	3.96	4.75 <sup>16</sup>	1.50 <sup>16</sup>	1.50	13.00	4.00	10.00	243.86	-0.1%
Minnesota Timberwolves	40.26	-0.8%	4.62	5.00 <sup>16</sup>	3.00 <sup>16</sup>	3.50	6.00	2.00	13.95	234.94	-1.4%
Seattle SuperSonics	34.30	5.4%	10.00	6.25 <sup>16</sup>	1.00 <sup>16</sup>	5.00	15.00	0.00	19.00	226.71	5.1%
Utah Jazz	38.75	-1.9%	5.00	5.25 <sup>20</sup>	2.75 <sup>22</sup>	2.75	8.00	5.00	10.00	225.52	-1.3%
Memphis Grizzlies*	35.49	0.6%	5.00	5.50 <sup>16</sup>	3.25 <sup>16</sup>	4.25	10.00	0.00	15.00	222.96	0.4%
Orlando Magic*	35.29	-1.1%	5.00	3.00 <sup>12</sup>	2.50 <sup>16</sup>	3.00	8.00	5.00	14.99	217.14	0.7%
Charlotte Bobcats <sup>5</sup>	29.10	-25.6%	4.63	5.75 <sup>16</sup>	4.50 <sup>22</sup>	3.75	6.00	0.00	15.00	196.90	-16.9%
Golden State Warriors*	26.63	11.8%	10.00	4.50 <sup>14</sup>	2.00 <sup>14</sup>	3.00	15.00	3.00	16.00	188.52	8.2%
New Orleans/Oklahoma City Hornets <sup>4</sup>	24.58	4.2%	9.00	6.00 <sup>12</sup>	3.00 <sup>12</sup>	3.50	10.00	0.00	17.99	182.30	-11.7%

**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 1.7 million NBA tickets will be available for \$10 or less (up from 1.2 million last year). On average, each NBA team offers 1,400 \$10 seats per game. More than 80 percent of NBA teams will offer Family Plans with an average cost of \$60. The plans usually include four (4) tickets, four (4) drinks, four (4) meals and premium items.

\* Prices listed as reported on team's Web site

1. "Cheapest Available" refers to ticket prices posted on a team's Web site as of Nov. 1, 2006. Tickets may or may not be part of a season ticket package.
2. Superscript numbers denote the ounces of the beverage.
3. The Toronto Raptors' prices were converted at a rate of \$1CDN=\$0.880140USD or \$1USD=\$1.1361CDN
4. The Houston Rockets' average ticket price is lower than previously reported because the team has reclassified some of its seats as premium.
5. Because of the damage from Hurricane Katrina, the Hornets will play 35 home games at the Oklahoma City Ford Center and six at the New Orleans Arena.