



NBA Fan Cost Index rises 7.7%, average family of four now spends \$141.90 to attend game; ticket prices increase 11.3%

An average of \$141.90 will be spent by a family of four attending a 1991/92 season NBA game, according to Team Marketing Report's Fan Cost Index™. The FCI™ measurement includes items a family of four might buy at a NBA game.

The NBA's average FCI of \$141.90 is 7.7% higher than last year's average of \$131.77. Responsible for the majority of this increase is a 11.3% in the price of an average ticket. This year, the average NBA ticket (not including premium priced seating areas of less than 200 seats) is \$22.52. The Los Angeles Lakers have the league's highest average ticket price of \$47.11 and the NBA's lowest average ticket (\$15.00) belongs to the Orlando Magic.

Using the same criteria, FCIs were compiled earlier this year for Major League Baseball (\$76.22) and the NFL (\$151.55)

TEAM	AVE. TICKET	DRAFT BEER	SOFT DRINK	HOT DOG	PARKING	PROGRAM	CAP	FCI™	% Change vs. 1990
L.A. Lakers	\$47.11	\$3.75 b	\$1.75 b	\$1.75	\$6.00	\$5.00	\$16.00	\$257.94	15.8%
N.Y. Knicks	\$30.50	3.75 c	1.25 a	1.75	18.75	6.00	11.00	\$194.25	n/a
Chicago Bulls	\$29.40	3.25 c	2.00 c	2.50	9.00	4.00	12.00	\$183.10	12.0%
Detroit Pistons	\$27.07	3.50 c	1.50 a	1.75	5.00	4.00	12.00	\$165.29	2.5%
San Antonio Spurs	\$26.00	2.50 c	1.50 c	1.50	4.00	4.00	12.00	\$157.00	9.8%
Boston Celtics	\$24.80	3.50 a	1.50 a	2.00	15.00	3.00	5.00	\$151.20	9.6%
Houston Rockets	\$22.71	3.25 c	1.75 c	1.50		3.00	14.00	\$145.01	20.6%
Port. Trail Blazers	\$24.36	2.75 c	1.25 b	1.75	4.00	3.00	10.00	\$144.93	3.7%
New Jersey Nets	\$21.50	2.90 a	1.80 a	1.95	5.00	3.00	13.00	\$143.80	6.6%
LEAGUE AVE.	\$22.52	3.05	1.51	1.84	5.29	3.29	10.21	\$141.90	7.7%
Phoenix Suns	\$21.67	3.00 c	1.50 c	2.00	3.00	3.00	12.09	\$139.67	5.2%
Golden St. Warriors	\$22.25	3.00 b	1.25 a	2.00	5.00	3.00	10.00	\$139.00	6.8%
Atlanta Hawks	\$20.00	2.50 b	1.75 c	1.50	6.00	5.00	12.15	\$138.30	11.1%
L.A. Clippers	\$20.40	3.50 a	2.00 c	2.25	6.00	3.00	10.00	\$137.60	1.9%
Cleveland Cavaliers	\$21.43	3.25 c	1.75 c	1.75	5.00	3.00	8.00	\$132.67	9.8%
Philadelphia 76ers	\$19.67	3.00 c	1.50 b	1.75	4.00	2.50	13.00	\$132.67	n/a
Seattle SuperSonics	\$19.57	3.50 c	1.50 b	2.00	4.50	2.00	12.00	\$131.79	5.0%
Sacramento Kings	\$19.67	2.75 b	1.50 a	2.00	4.00	3.00	10.00	\$128.17	0%
Charlotte Hornets	\$22.44	2.25 c	1.00 c	1.50	3.00	4.00	5.00	\$125.28	1.4%
Dallas Mavericks	\$19.38	2.75 c	1.50 c	1.50	4.00	3.00	10.00	\$125.00	.8%
Utah Jazz	\$22.57	3.00 c	.75 (8oz.)	1.50	3.00	3.00	5.00	\$124.29	-0.5%
Washington Bullets	\$19.75	3.00 b	1.60 c	1.65	5.00	2.25	8.00	\$123.50	15.9%
Minnesota T. Wolves	\$17.56	3.00 d	1.50 b	2.00	1.50	3.00	12.00	\$121.75	0%
Denver Nuggets	\$17.43	3.00 e	1.50 c	1.75	3.00	3.00	12.00	\$121.71	0%
Milwaukee Bucks	\$18.14	3.00 c	1.50 c	1.75	6.00	2.00	10.00	\$121.57	5.6%
Indiana Pacers	\$19.50	2.75 c	1.50 c	2.00	4.00	3.00	5.50	\$118.50	18.2%
Miami Heat	\$18.25	3.25 c	1.50 b	2.35	5.30	3.00	6.00	\$118.20	12.4%
Orlando Magic	\$15.00	2.75 b	1.50 c	2.00	4.00	3.00	9.95	\$109.40	1.4%

Legend for drink sizes: a=12 oz.; b=14 oz.; c=16 oz.; d=18 oz.; e=20 oz.; * parking is included in ticket price

RESEARCH NOTES:

The FCI is determined by adding the average cost of game tickets, concession and souvenir items a family of four might buy at a game. It is comprised of costs for four game tickets, two draft beers, four hot dogs, four soft drinks, two souvenir caps, two game programs and parking.

Prices were determined by telephone interviews with team and venue executives.

Average ticket prices were calculated by adding the different ticket price levels and then dividing that sum by the number of price levels. Teams were asked to supply draft beer and soft drink prices for the smallest size sold.

This FCI is a quantitative - not qualitative - measure of costs at NBA arenas. Because of this approach, issues such as the quality of seat locations, the size of the hot dog or the number of pages in the program are not factored.