

# team marketing research

Team	Avg. Ticket	Pct. Change	Avg. Prem. Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
New England Patriots	\$117.84	29.6%	\$566.67	\$7.50 <sup>22</sup>	\$4.00 <sup>20</sup>	\$3.50	\$40.00	\$5.00	\$14.95	\$596.25	22.6%
Chicago Bears	88.33	4.1%	312.50	6.50 <sup>20</sup>	3.50 <sup>20</sup>	3.50	40.00	5.00	19.99	484.31	2.9%
Tampa Bay Buccaneers	90.13	24.4%	239.94	5.75 <sup>16</sup>	4.25 <sup>20</sup>	4.75	25.00	5.00	20.00	483.02	18.7%
New York Giants	88.06	8.3%	139.05	7.75 <sup>16</sup>	4.25 <sup>20</sup>	4.00	20.00	10.00	20.00	480.74	12.4%
New York Jets	86.99	8.0%	390.20	7.75 <sup>16</sup>	4.25 <sup>20</sup>	4.00	20.00	10.00	20.00	476.26	12.5%
Washington Redskins	79.13	0.0%	254.56	7.00 <sup>20</sup>	4.00 <sup>22</sup>	5.00	35.00	5.00	14.95	441.43	0.0%
San Diego Chargers	81.39	10.5%	170.00	7.75 <sup>20</sup>	4.50 <sup>22</sup>	4.50	25.00	5.00	12.00	436.06	9.0%
Indianapolis Colts	81.13	14.3%	246.17	7.00 <sup>16</sup>	5.50 <sup>32</sup>	4.75	10.00	5.00	18.00	435.52	13.0%
Dallas Cowboys	84.12	0.0%	226.13	7.50 <sup>16</sup>	5.50 <sup>32</sup>	5.00	12.00	5.00	10.00	435.49	4.6%
Baltimore Ravens	77.20	0.0%	229.58	7.50 <sup>24</sup>	5.00 <sup>32</sup>	4.00	30.00	0.00	18.00	425.81	0.0%
Kansas City Chiefs	80.69	9.2%	110.00	8.50 <sup>20</sup>	3.25 <sup>14</sup>	3.50	10.00	5.00	18.00	422.74	6.8%
Denver Broncos	76.75	7.4%	356.31	5.00 <sup>16</sup>	3.00 <sup>20</sup>	4.25	20.00	5.00	12.00	400.01	5.6%
<b>NFL AVERAGE</b>	<b>72.20</b>	<b>7.9%</b>	<b>212.56</b>	<b>6.80<sup>18</sup></b>	<b>3.80<sup>21</sup></b>	<b>4.13</b>	<b>21.75</b>	<b>4.66</b>	<b>15.62</b>	<b>396.36</b>	<b>7.1%</b>
Cincinnati Bengals	69.85	6.1%	196.81	6.75 <sup>22</sup>	4.25 <sup>22</sup>	3.00	26.00	5.00	15.00	387.91	6.4%
St. Louis Rams	68.28	0.0%	163.20	8.75 <sup>24</sup>	3.25 <sup>14</sup>	3.75	15.00	5.00	22.00	387.63	0.4%
Minnesota Vikings	73.23	3.3%	172.48	6.00 <sup>16</sup>	3.00 <sup>16</sup>	3.00	18.00	5.00	15.00	386.92	-0.4%
Pittsburgh Steelers	67.47	2.3%	204.34	6.75 <sup>16</sup>	2.75 <sup>16</sup>	4.75	25.00	5.00	18.00	384.38	1.6%
Detroit Lions	66.39	12.5%	188.26	8.50 <sup>20</sup>	5.50 <sup>20</sup>	5.75	10.00	5.00	18.00	383.57	8.3%
Philadelphia Eagles*	69.00	0.0%	202.82	6.75 <sup>16</sup>	5.00 <sup>32</sup>	4.50	20.00	5.00	13.00	383.50	3.2%
Houston Texans	66.69	6.4%	252.16	6.00 <sup>21</sup>	3.25 <sup>21</sup>	5.00	15.00	5.00	20.00	376.75	4.5%
San Francisco 49ers	70.55	13.1%	0.00	5.25 <sup>14</sup>	2.25 <sup>12</sup>	4.00	25.00	5.00	12.00	376.71	10.2%
Miami Dolphins	66.11	0.0%	180.00	6.00 <sup>16</sup>	4.00 <sup>20</sup>	4.00	20.00	5.00	15.00	368.44	1.2%
Seattle Seahawks	61.25	11.9%	151.96	6.25 <sup>16</sup>	4.00 <sup>20</sup>	5.25	40.00	3.00	12.00	364.49	13.0%
Oakland Raiders	62.23	0.0%	139.93	5.50 <sup>16</sup>	2.50 <sup>12</sup>	5.00	20.00	7.00	17.99	359.90	0.0%
Arizona Cardinals	65.08	14.8%	196.74	6.00 <sup>16</sup>	3.50 <sup>16</sup>	3.50	10.00	3.00	19.99	356.31	11.0%
Atlanta Falcons	63.95	6.0%	245.22	7.75 <sup>24</sup>	4.50 <sup>32</sup>	4.25	10.00	5.00	15.00	356.30	4.2%
Green Bay Packers	63.39	0.0%	225.53	5.50 <sup>16</sup>	3.50 <sup>20</sup>	3.50	30.00	6.00	9.95	354.45	0.9%
Tennessee Titans	58.55	7.8%	157.17	7.00 <sup>16</sup>	4.00 <sup>16</sup>	3.00	25.00	5.00	18.00	347.19	5.1%
New Orleans Saints*	62.22	13.4%	147.68	6.00 <sup>24</sup>	2.00 <sup>16</sup>	3.00	25.00	5.00	10.00	335.89	12.6%
Carolina Panthers	63.32	4.8%	179.13	5.75 <sup>20</sup>	3.00 <sup>22</sup>	3.50	20.00	0.00	9.95	330.67	3.5%
Cleveland Browns	54.41	11.5%	198.47	7.00 <sup>16</sup>	4.00 <sup>20</sup>	4.00	20.00	5.00	15.00	323.66	6.8%
Jacksonville Jaguars	55.30	12.0%	199.09	7.00 <sup>18</sup>	3.00 <sup>24</sup>	5.00	15.00	0.00	9.95	302.09	8.1%
Buffalo Bills	51.24	10.3%	159.82	7.00 <sup>20</sup>	3.50 <sup>20</sup>	3.50	20.00	0.00	16.00	298.96	8.8%

**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 ballpark. Premium seating (tickets that come with at least one added amenity) are not included in the ticket average. In order to calculate an accurate "percentage change," we used the new formula for last season's prices for all general seating categories. 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. Superscript numbers next to Beer and Soft Drink prices denote smallest available size in ounces.

**Notes:** \*Prices for team were taken from team Web site and/or media reports, along with past TMR research.

Some teams' percentage change may not match up to last year's pricing because of retroactive changes to 2007 ticket and concession information. For example, several teams mis-represented beer prices in the past. Those figures were corrected retroactively for last year's pricing.