

team marketing research

Team	Avg. Ticket	Pct. Change	Avg. Prem. Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Dallas Cowboys*	\$110.20	0.0%	\$340.00	\$8.00 ¹⁶	\$6.00 ¹⁶	\$5.50	\$75.00	\$10.00	\$10.00	\$617.80	10.2%
New York Jets ^	114.64	31.8%	287.41	8.00 ¹⁶	5.00 ²⁰	4.75	25.00	10.00	20.00	598.56	25.7%
New England Patriots	117.84	0.0%	566.67	7.50 ²⁰	4.00 ²⁰	3.75	40.00	5.00	14.95	597.26	0.0%
New York Giants ^	111.69	26.0%	464.75	8.00 ¹⁶	5.00 ²⁰	4.75	25.00	10.00	20.00	586.76	21.5%
Chicago Bears	93.55	5.9%	372.00	8.00 ¹⁶	4.50 ²⁰	4.75	46.00	5.00	20.00	523.20	4.4%
Baltimore Ravens	86.92	0.0%	241.84	7.75 ²⁰	5.50 ³²	4.50	35.00	0.00	24.00	486.19	0.9%
Indianapolis Colts	85.34	3.1%	246.17	7.00 ¹²	5.50 ³²	4.75	20.00	5.00	18.00	462.34	2.3%
Washington Redskins	79.13	0.0%	254.56	7.00 ²⁰	4.00 ²²	5.00	35.00	5.00	14.95	441.43	0.0%
San Diego Chargers	81.39	0.0%	170.00	8.00 ²⁰	4.50 ²²	4.50	25.00	5.00	12.00	436.56	0.0%
NFL AVERAGE	76.47	4.5%	238.94	6.90¹⁷	4.12²⁰	4.48	25.92	4.50	15.77	420.54	4.0%
Pittsburgh Steelers ^	74.32	7.6%	218.65	7.50 ²¹	4.25 ²⁰	4.75	25.00	5.00	18.00	419.28	7.0%
Green Bay Packers	72.36	14.1%	236.81	5.25 ¹⁴	3.50 ²⁰	5.00	40.00	6.00	14.95	415.83	10.3%
Denver Broncos	76.75	0.0%	282.83	6.25 ¹⁶	4.50 ²⁰	4.75	20.00	5.00	12.00	410.51	0.0%
Houston Texans	73.40	6.7%	260.17	6.00 ²¹	3.25 ²¹	5.00	15.00	5.00	20.00	403.60	4.9%
San Francisco 49ers ^	76.39	8.3%	n/a	5.25 ¹⁶	2.25 ¹²	4.00	25.00	5.00	12.00	400.08	6.2%
Minnesota Vikings	75.69	3.4%	175.22	7.00 ¹⁶	3.00 ¹⁶	3.00	15.00	5.00	15.00	395.78	2.3%
Cincinnati Bengals	72.04	3.1%	193.90	7.25 ²⁰	4.50 ²²	3.25	21.50	5.00	15.00	395.15	2.8%
Philadelphia Eagles	69.00	0.0%	202.82	6.75 ¹⁶	4.50 ²⁰	4.75	25.00	5.00	15.00	391.50	1.0%
New Orleans Saints ^	74.99	20.5%	177.61	6.00 ²⁴	2.00 ¹⁶	3.00	25.00	5.00	12.00	390.96	10.5%
Tampa Bay Buccaneers ^	72.10	-2.9%	295.00	5.75 ¹⁶	4.25 ²⁰	4.75	25.00	0.00	14.95	390.80	-2.2%
Seattle Seahawks	63.80	4.2%	154.51	7.25 ¹⁶	4.00 ²⁰	5.50	40.00	3.00	18.00	389.69	3.0%
St. Louis Rams	65.80	-6.3%	161.97	8.75 ²⁴	5.00 ¹⁴	4.25	15.00	5.00	22.00	386.69	-4.4%
Miami Dolphins	70.54	5.7%	180.00	6.00 ¹⁶	4.00 ²⁰	4.00	20.00	5.00	15.00	386.16	5.4%
Atlanta Falcons	68.22	-8.1%	237.75	6.75 ¹²	5.00 ³²	5.50	20.00	5.00	10.00	378.37	-3.7%
Kansas City Chiefs*	68.44	0.0%	228.66	7.75 ¹⁶	4.50 ²⁰	5.00	22.00	0.00	10.00	369.26	0.0%
Tennessee Titans	62.95	3.3%	163.97	7.00 ¹⁶	4.00 ¹⁶	4.00	30.00	5.00	15.00	367.79	3.1%
Arizona Cardinals ^	67.69	0.9%	216.42	6.00 ¹⁶	3.50 ¹⁶	3.50	10.00	3.00	19.99	366.72	0.6%
Detroit Lions	62.40	-5.0%	142.98	7.50 ¹⁶	5.50 ¹⁶	5.75	10.00	5.00	18.00	365.61	-4.0%
Oakland Raiders ^	62.23	0.0%	139.93	5.50 ¹⁴	2.50 ¹⁴	5.00	20.00	7.00	17.99	359.90	0.0%
Carolina Panthers ^	66.17	4.5%	179.13	6.00 ¹⁶	3.00 ²²	3.50	20.00	0.00	9.95	342.58	3.6%
Buffalo Bills	59.19	15.5%	187.87	8.00 ²⁰	3.50 ²⁰	3.50	25.00	0.00	16.00	337.75	11.1%
Cleveland Browns ^	54.51	-0.3%	198.47	5.00 ¹⁶	4.25 ²⁰	4.25	20.00	5.00	20.00	332.02	-1.2%
Jacksonville Jaguars	57.34	0.0%	229.17	7.00 ¹⁸	3.00 ²⁴	5.00	15.00	0.00	9.95	310.28	0.0%

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:

* Teams' 2009 prices were retroactively changed or adjusted. Dallas reported an inaccurate, higher average last year, partially due to an accounting error. The Cowboys corrected the mistake for the 2010 FCI. Kansas City also had a much higher number, which was adjusted down for the 2010 survey.

^ Prices for team were taken from team Web site and/or media reports, along with past TMR research. The Giants and Jets did not respond to repeated requests for information on New Meadowlands Stadium. Averages were calculated by TMR.

Some teams' percentage change may not match up to last year's pricing, because of retroactive changes to 2009 ticket and concession information.

Moneyball: NFL tickets not going down

Average ticket price increases 4.5 percent to \$76.47; Fan Cost Index rises 4.0 percent to \$420.51

With a lockout on the horizon in 2011, tickets to National Football League games continued to increase.

The average ticket to a NFL game rose 4.5 percent to \$76.47, according to Team Marketing Report's exclusive 2010 Fan Cost Index survey.

Last year's 3.9 increase came even though 21 teams either kept prices static or lowered them altogether. The Dallas Cowboys' expensive new stadium, and major ticket increase, helped account for that increase.

This season, with New Meadowlands Stadium opening up, 15 teams either kept prices the same as last year, or lowered them.

The Giants and Jets saw major increases in tickets. The Jets bumped up non-premium seats 31.8 percent to \$114.64, while the Giants upped their "average general tickets" 26 percent to \$111.69.

Both figures come from media reports, team information and seating charts. Neither team would comment on the new pricing structure.

With no change in pricing, the New England Patriots continue to boast the league's most expensive non-premium ticket at \$117.84.

The Cowboys are now fourth in average ticket price at \$110.20. Last year, the team shared pricing with Team Marketing Report, but through an accounting mistake, reported inaccurate numbers. The team corrected the averages this season, and TMR made retroactive changes to their 2009 numbers. There is no change between this season and last season in average ticket prices.

However, "JerryWorld," as the Cowboys' \$1.2 billion home is known, is still the most expensive place to watch a football game and check out some high-falutin' art.

The cost to take a family of four to Cowboys Stadium is \$617.80, or just around \$20 more than the cost to take a family to New Meadowlands Stadium.

Not every ticket in JerryWorld is that expensive. The team offered season tickets as low as \$59, not to mention a \$29, standing room-only "party pass."

The FCI formula takes a representative look at what a family of four could expect to spend at a football game this year. The FCI comprises the prices of four average-price "general" tickets, two small draft beers, four small soft drinks, four regular-size hot dogs, parking for one car, two game programs and two least-expensive, adult-size adjustable caps. Season ticket prices are used, and premium (or club) seats are broken out into their own category.

The NFL average FCI is \$420.51, a 4.0 increase from last season's retroactively adjusted number. In a top-heavy league, only nine teams are above the average. Of those teams, six made the playoffs.

Though several teams lowered prices in certain sections, while raising prices in others, five teams showed overall average decreases in non-premium tickets.

A year after adjusting prices upwards to show a 13.3 percent increase, the Atlanta Falcons brought prices down a little and reported an 8.1 percent decrease. Atlanta showed price drops in eight sections and increases in four sections and five premium categories.

Detroit, St. Louis and Tampa Bay also showed decreases. The Cleveland Browns showed a small decrease due to a cheap ticket not being included. All other Browns prices remained that same as last season.

The Super Bowl champion New Orleans Saints had a 20.5 percent increase for non-premium tickets, with average tickets costing \$74.99.

Two of the league's darlings, the Pittsburgh Steelers and Green Bay Packers, also reported increases.

The Packers showed a 14.1 percent increase to \$72.36, while the Steelers,

after holding prices following their Super Bowl title, showed a 7.6 percent jump to \$74.32 after a "hangover" season.

The Buffalo Bills moved out of the FCI basement with a 15.5 percent increase on tickets to \$59.19. Buffalo loses a home game this season against the Chicago Bears to Toronto.

The Patriots still charge the priciest "premium" ticket, which does not include luxury suites. The Pats' \$566.67 premium average is still ahead of the Giants' \$464.75.

The NFL's premium average is \$238.94, up 5.6 percent from last season.

Nineteen teams reported a "cheapest" beer costing \$7 or more. The NFL average jumped up by 10 cents to \$6.90.

Editor's note: For more information, or for other leagues' FCI results, go to www.teammarketing.com. All past FCIs, and old copies of Team Marketing Report, are available for purchase through our store, under TMR archives. Past FCI information may have been retroactively changed for a later report, at a team's request or due to an accounting error. Please remember "average" ticket price is just that, an average.

Table I— Past FCI trends

Year	Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI
2009	\$74.99	\$6.80 ¹⁷	\$4.09 ²¹	\$4.40	\$24.13	\$4.53	\$15.96	\$412.64
2008	72.20	6.80 ¹⁸	3.80 ²¹	4.13	21.75	4.66	15.62	396.36
2007	67.11	5.83 ¹⁷	3.45 ²⁰	3.67	19.34	4.47	15.24	367.31
2006	62.38	5.70 ¹⁸	3.35 ²⁰	3.64	18.28	4.53	14.96	346.16
2005	59.05	5.52 ¹⁸	3.27 ²⁰	3.53	16.31	4.53	15.05	329.91