

team marketing research

Team	Avg. Ticket	Pct. Change	Avg. Prem. Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Dallas Cowboys [^]	\$159.65	89.8%	\$340.00	\$7.00 ¹²	\$5.00 ¹⁶	\$5.00	\$40.00	\$6.00	\$7.00	\$758.58	74.2%
New England Patriots	117.84	0.0%	566.67	7.50 ²⁰	4.00 ²⁰	3.75	40.00	5.00	14.95	597.25	0.2%
Chicago Bears	88.33	0.0%	312.50	7.50 ¹⁶	4.50 ²⁰	4.75	46.00	5.00	20.00	501.33	3.5%
New York Giants	88.63	0.6%	115.00	7.75 ¹⁶	4.25 ²⁰	4.00	20.00	10.00	20.00	483.02	0.5%
Baltimore Ravens	86.92	12.6%	241.84	7.50 ²⁰	5.00 ³²	4.00	35.00	0.00	24.00	481.69	13.1%
New York Jets	86.99	0.0%	390.20	7.75 ¹⁶	4.25 ²⁰	4.00	20.00	10.00	20.00	476.26	0.0%
Indianapolis Colts	82.79	2.0%	246.17	7.00 ¹⁶	5.50 ³²	4.75	20.00	5.00	18.00	452.16	3.8%
Kansas City Chiefs*	80.69	0.0%	139.00	7.50 ¹⁶	4.50 ¹⁴	5.50	22.00	5.00	18.00	445.76	5.4%
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	0.1%
NFL AVERAGE	74.99	3.9%	226.23	6.80¹⁷	4.09²¹	4.40	24.13	4.53	15.96	412.64	4.1%
Denver Broncos	76.75	0.0%	356.31	6.25 ¹⁶	4.50 ²⁰	4.75	20.00	5.00	12.00	410.51	2.6%
St. Louis Rams	70.20	2.8%	163.67	8.75 ²⁰	5.00 ²²	4.25	15.00	5.00	22.00	404.32	4.3%
Tampa Bay Buccaneers#	74.25	-10.1%	295.00	5.75 ¹⁶	4.25 ²⁰	4.75	25.00	0.00	14.95	399.40	-11.0%
Pittsburgh Steelers	67.47	0.0%	204.34	7.50 ²¹	4.25 ²⁰	4.75	25.00	5.00	18.00	391.88	2.0%
Philadelphia Eagles*	69.00	0.0%	202.82	6.75 ¹⁶	5.00 ³²	4.50	20.00	5.00	15.00	387.50	1.0%
Minnesota Vikings	73.23	0.0%	173.23	6.00 ¹⁶	3.00 ¹⁶	3.00	18.00	5.00	15.00	386.92	0.0%
Atlanta Falcons	72.45	13.3%	228.55	7.00 ²⁴	5.00 ³²	5.50	10.00	5.00	10.00	385.79	8.3%
Cincinnati Bengals	69.85	0.0%	196.81	5.00 ¹⁴	4.25 ²²	3.00	26.00	5.00	20.00	384.41	-0.9%
Houston Texans	68.48	2.6%	260.17	6.00 ²¹	3.25 ²¹	5.00	15.00	5.00	20.00	383.92	1.9%
Detroit Lions	65.72	-1.0%	150.68	8.50 ²⁰	5.50 ¹⁶	5.75	10.00	5.00	18.00	380.88	-0.7%
Seattle Seahawks	61.25	0.0%	151.96	6.75 ¹⁶	4.00 ²⁰	5.50	40.00	3.00	18.00	378.49	3.8%
Green Bay Packers	63.39	0.0%	232.29	5.75 ¹⁶	3.50 ²⁰	5.00	40.00	6.00	12.95	376.95	6.3%
San Francisco 49ers*	70.55	0.0%	0.00	5.25 ¹⁴	2.25 ¹²	4.00	25.00	5.00	12.00	376.71	0.0%
Miami Dolphins	65.61	-0.8%	180.00	6.00 ¹⁶	4.00 ²⁰	4.00	20.00	5.00	15.00	366.42	-0.5%
Arizona Cardinals	67.10	3.1%	211.08	6.00 ¹⁶	3.50 ¹⁶	3.50	10.00	3.00	19.99	364.38	2.3%
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%
Tennessee Titans	60.95	4.1%	158.27	7.00 ¹⁶	4.00 ¹⁶	3.00	25.00	5.00	18.00	356.79	2.8%
New Orleans Saints*	62.22	0.0%	147.68	7.00 ¹⁶	4.00 ²⁴	4.00	25.00	5.00	12.00	353.89	5.4%
Cleveland Browns	54.65	0.4%	198.47	6.75 ¹⁶	4.25 ²⁰	4.25	20.00	5.00	20.00	336.11	3.8%
Carolina Panthers	63.32	0.0%	179.13	5.75 ²⁰	3.00 ²²	3.50	20.00	0.00	9.95	330.67	0.0%
Jacksonville Jaguars	57.34	3.7%	229.17	7.00 ¹⁸	3.00 ²⁴	5.00	15.00	0.00	9.95	310.28	2.7%
Buffalo Bills	51.24	0.0%	177.87	7.00 ²⁰	3.50 ²⁰	3.50	25.00	0.00	16.00	303.96	1.7%

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 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:

[^] Dallas moved into the brand-new \$1.2 billion Cowboy Stadium this season. While the team's average ticket price is high, it did have season seats available at \$59 and a "party pass" ticket for \$29. The Cowboys' premium seats used for this survey also require the purchase of a 30-year seat option. TMR thanks the Cowboys for sharing their information.

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

#Tampa Bay's 2008 price was adjusted by the team for the 2009 survey to better represent the average price. The 2008 price used to compare to this year's average was \$82.60, instead of \$90.13. Tampa Bay also changed some seat scaling and added a new cheaper section.

Some teams' percentage change may not match up to last year's pricing, because of retroactive changes to 2008 ticket and concession information.

Steady as she goes: NFL prices facing tough times

Average ticket price increases 3.9 percent to \$74.99; Fan Cost Index rises 4.1 percent to \$412.64

Tickets to National Football League games climbed a bit for the 2009 season, thanks to a pricey new stadium in Arlington, Texas.

The average ticket to a NFL game rose 3.9 percent to \$74.99, according to Team Marketing Report's exclusive survey, but with 21 teams either keeping prices the same or lowering them, the main push behind the percentage increase came from Cowboys Stadium, Jerry Jones' \$1.2 billion football palace.

The average ticket to a Cowboys game costs \$159.65, a new record for the Fan Cost Index survey, which has been around since 1991. The Cowboys knocked the New England Patriots off their perch as the priciest ticket in pro sports. The Patriots kept their price the same at \$117.84.

America's Team certainly made its mark on the FCI. If the Cowboys' 2008 price stayed the same, the average NFL ticket would only be 0.6 percent higher than last year's \$72.20.

Not every ticket in Arlington is that expensive. The team offered season tickets as low as \$59, which is also the price of the cheapest Cincinnati Bengals season ticket, but of course, those sold out a long time ago. The Cowboys also offer a very affordable \$29 "party pass," which is a standing room only ticket.

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 Cowboys' FCI is a whopping \$758.58, outshining the Patriots' \$597.25 and the Chicago Bears' \$501.33.

The NFL average FCI is \$412.64, a 4.1 increase from last season. Only 10 teams are above the average.

With a bad economy weighing on even America's most-popular sport, most teams tried to keep prices stagnant.

An executive with the New York Jets, who will be moving into a new stadium with the Giants in 2010 told TMR the team's decision to stay "status quo" was a result of the "tough times."

Chicago Bears Senior Director of Sales and Marketing Chris Hibbs called his team's decision to keep ticket prices flat, "a good decision in a tough economic environment." The Bears, who play in a stadium owned by the Park District of Chicago, did have a 3.5 percent increase in their FCI, thanks to some concession changes.

Eighteen teams kept tickets prices the same as last year, with three lowering prices. The Detroit Lions, fresh off an historic 0-16 season, dropped prices 1 percent, while the Miami Dolphins reported a drop of 0.8 percent.

Aside from the Cowboys, the Atlanta Falcons had the biggest price increase after adjusting several seating sections. The Falcons reported a 13.3 percent increase and a new average price of \$72.45. The Baltimore Ravens had a 12.6 percent increase to \$86.92.

Last year's Super Bowl contenders certainly aren't gouging their fans this season. The Arizona Cardinals bumped up their average ticket by 3.1 percent to \$67.10, while increasing premium tickets by 7.3 percent. The Steelers kept their ticket prices steady across the board after a small increase last season.

The Patriots still charge the priciest "premium" ticket, which does not include luxury suites. The Pats' \$566.67 premium average is even higher than the Cowboys' \$340, although that price doesn't include

the 30-year seat option that must be purchased with the ticket. The NFL average is \$226.23.

Eighteen teams reported a lowest-priced beer of \$7 or

more. The NFL average remained \$6.80 for the second-straight season. The St. Louis Rams reported the most-expensive, lowest-priced beer of \$8.75 for a 20 oz. cup. The Bengals, which reported a \$6.75 beer last season, changed their information to report a \$5, 14 oz. beer. The Lions charge an \$8.50 beer, which means that Detroit fans should avoid crying in them.

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. We do not give out old FCIs for free, as we did in the past. Past FCI information may have been retroactively changed for a later report, at a team's request.

Table I— Past FCI trends

Year	Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI
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
2004	54.75	5.37 ¹⁸	3.23 ²⁰	3.52	15.34	4.59	15.67	321.62