

# team marketing research

Team	Avg. Ticket	Pct. Change	Avg. Child Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Boston Red Sox New York Yankees <sup>1</sup>	\$47.71 29.01	2.7% 2.6%	\$47.71 29.01	\$7.00 <sup>12</sup> 7.00 <sup>16</sup>	\$4.00 <sup>20</sup> 5.00 <sup>20</sup>	\$4.00 3.25	\$27.00 14.00	\$5.00 7.75	\$20.00 15.00	\$313.83 222.53	9.0% 6.7%
Chicago Cubs New York Mets	34.30 28.26	0.0% 11.8%	34.30 28.26	5.00 <sup>16</sup> 7.00 <sup>16</sup>	2.50 <sup>15</sup> 5.00 <sup>32</sup>	2.75 4.50	17.00 14.00	5.00 5.00	12.00 15.00	219.21 219.04	0.0% 5.7%
San Francisco Giants Los Angeles Dodgers	25.11 26.28	2.4% 26.9%	25.11 25.03	5.75 <sup>16</sup> 8.00 <sup>20</sup>	3.25 <sup>16</sup> 4.00 <sup>12</sup>	4.00 4.75	30.00 15.00	5.00 5.00	16.00 16.00	212.95 210.63	5.6% 19.3%
St. Louis Cardinals Chicago White Sox	28.43 28.78	0.0% 9.3%	28.43 28.78	8.25 <sup>24</sup> 5.75 <sup>16</sup>	4.75 <sup>25</sup> 3.00 <sup>14</sup>	3.75 3.25	10.00 20.00	2.50 4.00	15.00 13.00	209.23 205.63	0.8% 7.2%
Philadelphia Phillies <sup>1</sup> Houston Astros	27.25 26.90	1.9% 2.1%	27.25 26.39	5.00 <sup>21</sup> 7.00 <sup>16</sup>	3.25 <sup>20</sup> 4.00 <sup>21</sup>	3.50 4.25	10.00 10.00	5.00 4.00	15.00 12.00	196.00 195.59	1.1% 2.8%
Seattle Mariners Oakland Athletics	24.01 23.88	0.0% 8.1%	24.01 23.88	5.00 <sup>12</sup> 5.50 <sup>14</sup>	2.75 <sup>16</sup> 2.50 <sup>12</sup>	4.00 3.50	17.00 15.00	4.00 5.00	14.00 15.00	186.03 185.53	0.0% 8.9%
Toronto Blue Jays <sup>2</sup>	22.65	2.7%	22.65	5.51 <sup>14</sup>	3.18 <sup>24</sup>	3.82	14.94	3.72	15.26	182.51	-0.1%
<b>MLB AVERAGE</b>	<b>\$22.77</b>	<b>2.8%</b>	<b>\$22.70</b>	<b>5.72<sup>17</sup></b>	<b>3.24<sup>18</sup></b>	<b>3.38</b>	<b>11.83</b>	<b>3.97</b>	<b>13.98</b>	<b>176.55</b>	<b>3.8%</b>
San Diego Padres	22.13	6.3%	22.13	5.75 <sup>16</sup>	4.00 <sup>22</sup>	3.50	4.00	7.00	10.00	168.03	-6.8%
Detroit Tigers Baltimore Orioles	19.45 22.45	5.2% -0.3%	19.45 22.45	5.00 <sup>16</sup> 5.00 <sup>18</sup>	3.00 <sup>20</sup> 2.00 <sup>16</sup>	3.00 2.50	15.00 8.00	5.00 5.00	15.00 12.00	166.80 159.79	2.4% 0.7%
Cincinnati Reds Minnesota Twins	17.71 19.27	-1.0% 11.6%	17.71 19.27	6.25 <sup>20</sup> 6.00 <sup>24</sup>	2.50 <sup>16</sup> 4.00 <sup>20</sup>	3.75 3.25	12.00 6.00	4.00 2.00	15.00 15.00	158.35 158.07	1.1% 6.1%
Cleveland Indians Florida Marlins	21.32 16.57	-1.0% -0.8%	21.32 16.57	4.25 <sup>14</sup> 5.75 <sup>20</sup>	2.25 <sup>12</sup> 3.50 <sup>12</sup>	2.50 4.00	12.00 8.00	1.00 5.00	15.00 15.00	156.77 155.78	-0.6% 1.1%
Arizona Diamondbacks Atlanta Braves	13.79 17.17	-29.9% 0.6%	13.79 17.17	6.00 <sup>14</sup> 6.50 <sup>12</sup>	3.75 <sup>14</sup> 4.00 <sup>20</sup>	3.00 4.25	10.00 12.00	3.00 0.00	22.00 12.00	154.71 150.68	4.4% 3.4%
Colorado Rockies Washington Nationals	16.50 21.11	12.1% -0.5%	16.50 21.11	5.50 <sup>16</sup> 4.75 <sup>12</sup>	3.00 <sup>16</sup> 2.00 <sup>12</sup>	3.25 2.50	8.00 6.00	5.00 3.00	14.00 12.00	148.00 147.94	5.1% -0.3%
Texas Rangers <sup>3</sup> Pittsburgh Pirates	16.47 17.07	4.2% 0.0%	16.47 17.07	6.50 <sup>22</sup> 4.25 <sup>21</sup>	3.00 <sup>16</sup> 2.50 <sup>20</sup>	2.75 2.25	8.00 10.00	5.00 5.00	11.00 12.00	141.88 139.77	5.7% 0.7%
Tampa Bay Devil Rays Los Angeles Angels	17.23 19.49	0.8% 2.7%	17.23 19.34	5.00 <sup>16</sup> 4.50 <sup>14</sup>	3.75 <sup>16</sup> 2.50 <sup>14</sup>	3.25* 3.00	0.00 8.00	0.00 3.00	15.00 6.99	136.91 136.63	0.4% 1.7%
Milwaukee Brewers Kansas City Royals	18.19 14.48	0.5% 5.6%	18.19 14.48	5.00 <sup>16</sup> 3.75 <sup>12</sup>	2.25 <sup>12</sup> 2.00 <sup>14</sup>	2.75 2.50	8.00 6.00	0.00 5.00	12.00 12.00	134.77 123.42	2.1% 2.6%

**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 venue. Premium seating (tickets that come with at least one added amenity) are not included in the survey to calculate average ticket price. 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 seats.

**The Fan Cost Index™** comprises the prices of two (2) adult average-price tickets, two (2) child 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.

<sup>1</sup>Numbers listed as on teams' Web sites or provided by outside resources.

<sup>2</sup>Prices for the Blue Jays are converted to US dollars and comparison prices were converted using the current exchange rate of \$1USD=\$1.17 CAD. The 2006 exchange rate was \$1USD=\$1.11 CAD.

<sup>3</sup>For the 2007 MLB FCI's initial release the Texas Rangers provided renewal season ticket prices instead of new season ticket costs.

\* The Tampa Bay Devil Rays offer hot dogs for \$1 at every Tuesday home game.

# Topped out: MLB ticket prices level off in 2007

## Average ticket price rises to \$22.77, Fan Cost Index elevated to \$176.55

Major League Baseball season ticket prices seem to have reached a plateau.

After two consecutive seasons of increases greater than 5 percent, the average ticket price summited at \$22.77, a scant 2.8 percent rise from the 2006 season.

However, the Fan Cost Index (FCI)—a relative measure of what a family of four can expect to pay to attend a professional sporting event—rose 3.8 percent to \$176.55. This rise is consistent with the previous year's increase.

Although 20 teams raised ticket prices, only nine teams did so by more than 5 percent. Six of those teams had playoff berths, which included: Los Angeles Dodgers (up 26.9 percent), New York Mets (up 11.8 percent), Minnesota Twins (up 11.6 percent), Oakland Athletics (up 8.1 percent), San Diego Padres (up 6.3 percent) and Detroit Tigers (up 5.2 percent).

The World Series Champion St. Louis Cardinals did not bump up ticket costs, as is traditional for a championship team. With the team's move to a new facility in 2006 and an accompanying price increase, the Cardinals chose to freeze pricing for the 2007 season.

"Our fans and season ticket holders always make a significant investment in our success, but that has been especially true with the closing of our old ballpark, the opening of new Busch Stadium and our run to a World Series Championship," said Cardinals' President Mark Lamping in a press release. "Our fans have purchased a lot of post-season tickets, memorabilia and merchandise, and have spent a lot of their afternoons and evenings here at Busch Stadium. We recognize that, and we're grateful."

The New York Yankees, which also appeared in the American League Division Series, showed a small season ticket price increase of 2.6 percent. That rise makes the team the third-most expensive for average ticket price following the Boston Red Sox (\$47.71) and the Chicago Cubs (\$34.30).

The Colorado Rockies and Chicago White Sox were among the teams without a post-season berth to raise ticket prices by more than 5 percent (up 12.1 and 9.3 percent, respectively). Other notable increases include: Kansas City Royals (up 5.6 percent), Texas Rangers (up 4.2 percent), Red Sox (up 2.7 percent), Toronto Blue Jays (up 2.7 percent), Los Angeles Angels (up 2.7 percent), San Francisco Giants (up 2.4 percent) and Houston Astros (up 2.1 percent).

Six teams reported season ticket price decreases. All of those teams fall below the MLB average ticket price.

**Figure 1—Average Club Seat Pricing**

Team	Avg. Price
Boston Red Sox	\$196.89
New York Yankees*	\$136.93
Washington Nationals	\$120.00
Kansas City Royals	\$108.39
Minnesota Twins	\$107.81
Los Angeles Dodgers	\$103.33
New York Mets	\$83.15
Chicago Cubs	\$77.25
Florida Marlins	\$66.51
St. Louis Cardinals	\$63.55
Chicago White Sox	\$61.54
Los Angeles Angels	\$58.35
Tampa Bay Devil Rays	\$57.28
Detroit Tigers	\$55.86
Philadelphia Phillies*	\$54.76
Seattle Mariners	\$53.64
Arizona Diamondbacks	\$51.43
Cincinnati Reds	\$50.31
Oakland Athletics	\$48.61
Texas Rangers	\$48.39
Houston Astros	\$46.61
Toronto Blue Jays	\$44.93
Pittsburgh Pirates	\$42.67
Baltimore Orioles	\$42.21
San Francisco Giants	\$40.84
San Diego Padres	\$40.67
Atlanta Braves	\$40.25
Cleveland Indians	\$38.00
Milwaukee Brewers	\$34.40
Colorado Rockies	\$33.00

Note: The prices listed represents a weighted average of premium seat season ticket prices. The seats are designated as club areas or have at least one added amenity. Luxury suites are not included in this measure.

\*Numbers listed as on teams' Web sites or provided by outside resources.

The Arizona Diamondbacks reported dropping ticket prices by nearly 30 percent to \$13.79. This decrease makes the Diamondbacks' tickets the least-expensive in the league. Even though across-the-board price reductions were reported, almost 2,000 seats were re-classified to the premium category.

Other teams that reported lowering season ticket prices include: Cincinnati Reds (down 1 percent), Cleveland Indians (down 1 percent), Florida Marlins (down 0.8 percent), Washington Nationals (down 0.5 percent) and Baltimore Orioles (down 0.3 percent).

Only the Pittsburgh Pirates, Seattle Mariners, Cubs and Cardinals maintained 2006 season ticket pricing.

Ten teams reported major increases in total FCI—seven of those are ranked as the top ten most expensive teams to watch.

For the sixth consecutive year, the Red Sox are the priciest team to watch play at their home facility. At \$313.83 the team is nearly \$100 more expensive than the No. 2 team on the list, the Yankees (FCI: \$222.53). The Cubs wrap up the third slot with a total FCI \$219.21.

On the other end of the spectrum, the Royals are again baseball's best bargain. With an FCI of \$123.42, the team is more than \$11 cheaper than the next least-expensive team (Milwaukee Brewers, \$134.77).

Other teams with FCIs at \$150 or below include: Angels (\$136.63), Tampa Bay Devil Rays (\$136.91), Pirates (\$139.77), Rangers (\$141.88), Nationals (\$147.94), Rockies (\$148.00) and Atlanta Braves (\$150.68).

More than half of MLB team's Web sites advertise some sort of "family package" that provides tickets and food for a discount. These packages are only available for selected games throughout the season.

Premium tickets—any seat with an amenity such as free beverages, parking and access to events—decreased for the second straight season. On average fans can expect to pay approximately \$67 to enjoy seats with a "club" designation. **Figure 1—Average Club Seat Pricing** details each team's premium ticket prices. These figures do not include luxury suites.

*Editor's note: For more information or for other leagues' FCI results go to [teammktg.com](http://teammktg.com). Identical information is collected for all teams. The 2007 surveys for NFL, NHL and NBA will be published on opening day of each respective season. TMR included premium seat pricing in the average ticket cost from 1992 to 2001. Since 2002, the FCIs include only a general seating average for the listed ticket prices. Research was obtained from ticket sales executives or from the Web sites of each MLB team.*