

# team marketing research

Team	Avg. Ticket	Pct. Change	Avg. Premium Ticket	Beer <sup>2</sup>	Soft Drink <sup>2</sup>	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Boston Red Sox	\$52.32	4.1%	\$100.85	\$7.25 <sup>12</sup>	\$4.00 <sup>20</sup>	\$4.50	\$27.00	\$5.00	\$20.00	\$334.78	2.6%
Chicago Cubs	52.56	10.1%	256.98	6.25 <sup>16</sup>	3.75 <sup>15</sup>	4.25	25.00	5.00	20.00	329.74	8.1%
New York Yankees <sup>1</sup>	51.83	0.4%	312.11	6.00 <sup>12</sup>	3.00 <sup>12</sup>	3.00	23.00	5.00	25.00	316.32	0.2%
Chicago White Sox <sup>2</sup>	38.65	4.3%	94.24	6.50 <sup>16</sup>	3.00 <sup>14</sup>	3.25	23.00	4.00	13.00	249.60	2.6%
Philadelphia Phillies	32.99	6.1%	65.86	6.75 <sup>21</sup>	3.75 <sup>20</sup>	3.75	12.00	5.00	15.00	227.46	3.4%
New York Mets	32.22	-12.9%	133.98	5.50 <sup>12</sup>	2.00 <sup>12</sup>	5.00	19.00	5.00	15.00	226.88	-12.4%
Los Angeles Dodgers	29.66	0.0%	222.38	6.00 <sup>16</sup>	3.50 <sup>16</sup>	5.00	15.00	5.00	16.00	221.64	0.0%
San Francisco Giants <sup>2</sup>	28.79	-1.8%	76.36	5.75 <sup>20</sup>	4.00 <sup>16</sup>	4.50	20.00	5.00	15.00	220.66	-8.4%
St. Louis Cardinals	30.14	2.4%	67.43	6.50 <sup>12</sup>	5.00 <sup>21</sup>	4.00	10.00	2.50	16.00	216.56	0.9%
Washington Nationals <sup>4</sup>	30.63	0.0%	192.89	6.00 <sup>16</sup>	4.50 <sup>24</sup>	4.50	5.00	5.00	15.00	215.52	0.0%
Houston Astros	29.29	1.9%	50.07	5.00 <sup>14</sup>	4.25 <sup>21</sup>	4.75	15.00	4.00	13.00	212.16	1.1%
Toronto Blue Jays <sup>3</sup>	23.84	4.8%	65.73	6.90 <sup>14</sup>	4.29 <sup>24</sup>	5.00	14.29	4.76	19.04	208.21	5.1%
Minnesota Twins	31.47	45.0%	70.74	7.00 <sup>20</sup>	4.00 <sup>20</sup>	3.75	6.00	3.00	12.00	206.88	21.8%
<b>MLB LEAGUE AVERAGE</b>	<b>26.74</b>	<b>1.5%</b>	<b>88.38</b>	<b>5.79<sup>16</sup></b>	<b>3.47<sup>18</sup></b>	<b>3.79</b>	<b>12.24</b>	<b>3.48</b>	<b>14.10</b>	<b>194.98</b>	<b>-0.7%</b>
Seattle Mariners	25.53	0.0%	58.61	5.50 <sup>16</sup>	2.50 <sup>12</sup>	3.50	17.00	3.00	10.00	183.60	-0.6%
Cleveland Indians <sup>4</sup>	22.12	0.0%	61.62	5.50 <sup>16</sup>	5.00 <sup>24</sup>	4.25	12.00	1.00	15.00	180.49	0.0%
Oakland Athletics	22.04	-9.3%	45.95	5.00 <sup>14</sup>	2.50 <sup>12</sup>	3.50	17.00	5.00	15.00	179.16	-4.3%
Detroit Tigers*	23.48	-14.2%	69.74	5.00 <sup>16</sup>	3.00 <sup>20</sup>	3.00	5.00	5.00	15.00	172.92	-15.7%
Baltimore Orioles	23.42	0.0%	42.86	6.25 <sup>18</sup>	2.00 <sup>16</sup>	2.50	8.00	5.00	15.00	172.18	0.6%
Florida Marlins <sup>4</sup>	19.06	0.0%	70.36	7.00 <sup>20</sup>	3.00 <sup>24</sup>	5.00	8.00	5.00	15.00	170.24	0.0%
Texas Rangers	20.65	6.4%	67.17	5.00 <sup>16</sup>	3.50 <sup>16</sup>	4.75	8.00	5.00	12.00	167.60	11.3%
Kansas City Royals <sup>4</sup>	19.38	0.0%	87.38	6.00 <sup>16</sup>	4.00 <sup>22</sup>	4.00	6.00	5.00	12.00	161.52	0.0%
Colorado Rockies <sup>4</sup>	19.50	0.0%	36.50	5.50 <sup>16</sup>	3.25 <sup>18</sup>	3.25	8.00	5.00	14.00	161.00	0.0%
Milwaukee Brewers	22.10	5.3%	39.59	5.50 <sup>16</sup>	2.50 <sup>12</sup>	3.25	8.00	0.00	15.00	160.40	9.9%
Atlanta Braves	17.05	0.0%	44.98	6.75 <sup>16</sup>	4.25 <sup>22</sup>	4.25	12.00	0.00	15.00	157.69	0.0%
Cincinnati Reds	19.19	0.0%	60.23	5.25 <sup>12</sup>	1.00 <sup>12</sup>	1.00	12.00	4.00	18.00	151.26	4.5%
Tampa Bay Rays	19.75	7.6%	64.32	5.00 <sup>16</sup>	3.00 <sup>16</sup>	5.00	0.00	0.00	10.00	141.00	-14.8%
Los Angeles Angels	18.93	-5.6%	69.04	4.50 <sup>14</sup>	3.00 <sup>14</sup>	3.00	8.00	3.00	6.99	131.80	-6.6%
Pittsburgh Pirates	15.39	0.0%	42.67	5.00 <sup>16</sup>	2.75 <sup>16</sup>	2.50	10.00	0.00	12.00	126.56	-6.3%
San Diego Padres	15.15	-15.4%	30.56	5.00 <sup>14</sup>	4.00 <sup>22</sup>	4.00	4.00	0.00	7.00	120.60	-29.9%
Arizona Diamondbacks	14.31	0.0%	60.24	4.00 <sup>14</sup>	3.75 <sup>24</sup>	2.75	10.00	0.00	7.00	115.24	0.9%

**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 or is classified by team as premium) 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. Teams have a say in what seats are considered general or premium.

**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> Yankees' 2010 numbers were provided by the team. Their 2009 figures, obtained through outside sources last year, were retroactively adjusted to move one section from general to premium. This resulted in a retroactive adjustment of the team's listed 2009 average from \$72.97 to \$51.64.

<sup>2</sup> Team restructured seating categories or made retroactive changes to 2009 prices. Some of the 2009 numbers used do not match up with previously reported figures. In the White Sox's case, one section was classified as premium last year, and in prior years, when it should have been listed as general. This caused an increase of nearly \$5 in last year's price.

<sup>3</sup> Prices for the Blue Jays are converted to US dollars and comparison prices were converted using the current exchange rate of \$1USD=\$1.05 CAD. The 2008 exchange rate was \$1 USD = \$1.20 CAD; 2009 figures were changed to reflect new exchange rate.

<sup>4</sup> The Florida Marlins, Washington Nationals, Cleveland Indians, Colorado Rockies and Kansas City Royals did not respond to the survey. Information from their respective Web sites and 2009 team-supplied surveys were used to calculate 2010 numbers.

\*The Tigers gave an update after the initial release, changing some FCI numbers. Those changes are represented here.

# 2010 mlb fan cost index

Average ticket price up 1.5 percent to \$26.74; Total FCI falls -0.7 percent to \$194.98

After a drop in attendance of more than 6 percent in 2009, ticket prices stayed mostly stagnant around Major League Baseball, with a slew of teams cutting ticket prices and offering cheaper concession items in 2010.

The average ticket to a Major League game is up slightly this year at **\$26.74**, while the total price to take a family of four to a game dropped by more than a dollar to **\$194.98**, according to **Team Marketing Report's** exclusive **Fan Cost Index for 2010**.

**The 1.5 percent increase is the smallest jump since the FCI's inception in 1991. In 1995 the increase was 1.6 percent.**

The Boston Red Sox regained the top spot in the FCI at \$334.78, about \$5 more than the Chicago Cubs and \$18 more than the New York Yankees.

But Boston, with an average price of \$52.32, has been overtaken for the second straight year, if only by a few cents, as the most expensive ticket, by the Cubs at \$52.56.

The Cubs, now under new ownership, had the second-highest increase at 10.1 percent, with the team putting more games into its highest ticket category.

The Cubs, which put very few tickets into the premium category, divide all tickets, even those in season plans, into four pricing tiers. This year, they have 26 games in the most expensive tier and 30 in the second-most expensive. In 2009, the team had 14 games in its most expensive category and 34 in the second.

Last year was the first since 1996 that the Red Sox didn't have the most expensive ticket and the first since 2001 they weren't atop the FCI chart.

The Yankees topped the survey last year, but a change in the way TMR calculates their seating, along with additional information provided by the team, dropped their average ticket price dramatically. In order to make the comparison more accurate, TMR retroactively adjusted their 2009 ticket information.

The Yankees' initial listed average in 2009 was \$72.97, but in 2010, it is \$51.83, which is essentially even with the Red Sox and the Cubs. The Yankees' adjusted average of \$51.64 last year would have still been higher than the Red Sox and the Cubs.

The new Yankee Stadium received no shortage of bad press for its expensive premium seating, forcing the team to adjust prices in the middle of the season, an unheard-of move. Of course, the bad press was quickly forgotten when the Yankees won the World Series.

Last year TMR figured the "average" premium seat at the stadium at \$510.08. This year it is \$312.11, still the highest in baseball.

Premium seating figures, located on the chart should be looked at closely. According to data provided by 29 teams (Colorado did not provide seat scaling), premium seating makes up a little more than 12 percent of available seating, on average.

Teams have the freedom to classify seats as premium. Premium seating is classified as seats having extra amenities, or the rights to certain exclusivities, like private clubs. Luxury suites are not included in calculations.

TMR began separating general and premium seating in 2003. While there is still reason to do so today, despite the rising number of seats considered "premium," it's important to note both figures.

The New York Mets, which dropped prices on both general and premium tickets in their second year at Citi Field, have the highest percentage of seats considered premium, according to data they provided in 2009, at 37 percent. The Atlanta Braves are next at 23 percent, followed by the Boston Red Sox at 21, San Francisco Giants at 20, Texas Rangers at 19, Los Angeles Angels at 18 and Yankees at 16. All percentages are rounded off.

The Cubs have the lowest percentage of seating classified as premium at 1 percent, though this doesn't include their auction seats, which are sold on a season or game-by-game basis. The team has also added a new premium club, the PNC Club, which is carved out of luxury suites. The Padres only classify 2 percent as premium.

It is interesting that these two teams have such low numbers of premium seating, given that the Cubs have the second-highest average ticket at \$52.56 and the Padres have the second-lowest at \$15.15.

Six teams showed a decrease in average ticket prices this year, while 13 stayed flat, or in the Yankees' case, showed an increase under 1 percent. Eleven teams showed increases, most notably the Minnesota Twins, which moved into open-air Target Field this season.

After leaving the cavernous Metrodome, the Twins' average jumped 45 percent from \$21.70 to \$31.47, while their FCI went up 21.8 percent to \$206.88. (If you would like to see how other teams increased prices in the first year of a new stadium, sign up for TMR archives at [teammktg.com](http://teammktg.com)) The Twins' payroll has jumped as well, as they now have the 10th highest at \$97.56 million. Last year they were 24th at \$65.3 million.

The Padres cut tickets dramatically this season, dropping from 16th on the FCI list last year to 29th. Their FCI total is \$120.60, 29.9 percent less than last year. In 2009, the Padres dropped their FCI by 14.7 percent.

San Diego's average ticket went down 15.4 percent, after a 27 percent decrease in 2009.

The cheapest average ticket belongs to the Diamondbacks, for the fourth straight season, at \$14.31. The D-Backs have the cheapest FCI in baseball at \$115.24, an increase of \$1 from last year.

The Detroit Tigers dropped their average ticket by 14.2 percent, after declining attendance and a bad economic market greeted an 8.3 percent increase last year. (The Tigers' 2010 numbers were reported late this year.)

Why did the overall FCI go down this year? Several teams are offering cheaper concession items, and nearly every team has some kind of value meal proposition. The Cincinnati Reds have \$1 soft drinks and \$1 hot dogs for the second consecutive year.

Some teams started offering smaller options, or cheaper parking and hats. Both of which contribute greatly to a team's average.

After setting a professional sports record with their 17th straight losing season, the Pittsburgh Pirates kept ticket prices the same and cut their FCI by 6.3 percent.