

# 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	FCL	Pct. Change
Boston Red Sox	\$53.38	2.0%	\$172.51	\$7.25 <sup>12</sup>	\$4.00 <sup>20</sup>	\$4.50	\$27.00	\$5.00	\$20.00	\$339.01	1.3%
New York Yankees <sup>1</sup>	51.83	0.0%	312.11	6.00 <sup>12</sup>	3.00 <sup>12</sup>	3.00	35.00	5.00	25.00	338.32	7.0%
Chicago Cubs <sup>2</sup>	46.90	-1.2%	103.47	6.50 <sup>16</sup>	3.00 <sup>15</sup>	4.50	25.00	5.00	20.00	305.60	-1.2%
Chicago White Sox	40.67	5.2%	99.77	6.50 <sup>16</sup>	3.00 <sup>14</sup>	3.50	23.00	4.00	13.00	258.68	3.6%
New York Mets	31.81	-1.3%	102.13	5.75 <sup>12</sup>	5.50 <sup>24</sup>	5.00	19.00	5.00	16.00	241.74	6.5%
Philadelphia Phillies <sup>1</sup>	36.29	10.0%	65.86	6.75 <sup>21</sup>	3.75 <sup>20</sup>	3.75	12.00	5.00	15.00	240.66	5.8%
Los Angeles Dodgers <sup>2</sup>	30.59	-0.8%	222.38	6.00 <sup>16</sup>	3.75 <sup>16</sup>	5.00	15.00	5.00	16.00	226.36	-0.9%
St. Louis Cardinals	31.17	3.4%	71.96	6.75 <sup>12</sup>	5.25 <sup>21</sup>	4.25	10.00	2.50	16.00	223.18	3.1%
Houston Astros	30.84	5.3%	52.62	5.00 <sup>14</sup>	4.50 <sup>21</sup>	4.75	15.00	4.00	14.00	221.36	4.3%
Minnesota Twins	33.04	5.0%	71.08	7.00 <sup>20</sup>	4.00 <sup>20</sup>	3.75	6.00	3.00	12.00	213.16	3.0%
Toronto Blue Jays <sup>3</sup>	24.35	0.0%	57.44	7.05 <sup>14</sup>	4.38 <sup>24</sup>	5.11	14.59	4.86	19.45	212.68	0.0%
San Francisco Giants <sup>2</sup>	25.04	14.1%	78.73	6.00 <sup>16</sup>	4.25 <sup>16</sup>	4.75	20.00	5.00	15.00	208.15	7.7%
Detroit Tigers <sup>2</sup>	29.32	10.3%	74.26	6.50 <sup>16</sup>	4.00 <sup>20</sup>	4.00	5.00	5.00	15.00	207.28	19.9%
<b>MLB LEAGUE AVERAGE</b>	<b>26.91</b>	<b>1.2%</b>	<b>85.16</b>	<b>5.81<sup>15</sup></b>	<b>3.59<sup>18</sup></b>	<b>3.88</b>	<b>12.95</b>	<b>3.28</b>	<b>14.35</b>	<b>197.35</b>	<b>2.0%</b>
Washington Nationals	30.54	-0.3%	166.25	6.50 <sup>16</sup>	4.50 <sup>24</sup>	4.50	5.00	0.00	10.00	196.34	-8.9%
Seattle Mariners	26.40	0.0%	56.98	5.50 <sup>16</sup>	2.50 <sup>12</sup>	3.50	17.00	3.00	10.00	183.59	0.0%
Oakland Athletics <sup>2</sup>	21.52	0.9%	46.28	5.00 <sup>14</sup>	2.75 <sup>12</sup>	3.50	17.00	5.00	15.00	178.09	1.0%
Baltimore Orioles	23.90	2.1%	43.72	6.25 <sup>18</sup>	2.00 <sup>16</sup>	2.50	8.00	5.00	15.00	174.10	1.1%
Cleveland Indians	18.49	-16.4%	60.56	4.50 <sup>12</sup>	4.75 <sup>24</sup>	4.25	12.00	0.00	20.00	170.96	-5.3%
Florida Marlins	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%
Atlanta Braves <sup>1</sup>	19.38	0.0%	49.26	6.75 <sup>16</sup>	4.50 <sup>22</sup>	4.50	12.00	0.00	15.00	169.02	2.9%
Cincinnati Reds	20.56	7.1%	60.23	5.50 <sup>12</sup>	1.00 <sup>12</sup>	1.00	17.00	4.00	18.00	162.24	7.3%
Colorado Rockies <sup>1</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	0.0%	39.59	5.50 <sup>16</sup>	2.50 <sup>12</sup>	3.25	8.00	0.00	15.00	160.40	0.0%
Kansas City Royals <sup>1</sup>	18.95	7.2%	80.71	6.00 <sup>16</sup>	4.00 <sup>22</sup>	4.00	6.00	5.00	12.00	159.80	3.3%
Texas Rangers	18.60	-10.2%	67.17	5.00 <sup>16</sup>	3.50 <sup>16</sup>	4.75	8.00	5.00	12.00	159.40	-4.9%
Tampa Bay Rays	19.42	-1.7%	79.36	5.00 <sup>14</sup>	3.00 <sup>16</sup>	5.00	0.00	0.00	10.00	139.68	-0.9%
Los Angeles Angels	17.13	-9.5%	67.71	4.50 <sup>14</sup>	3.00 <sup>14</sup>	3.00	8.00	3.00	6.99	129.50	-1.7%
Pittsburgh Pirates	15.30	-0.6%	42.67	5.00 <sup>16</sup>	2.75 <sup>16</sup>	2.75	10.00	0.00	12.00	127.71	0.5%
San Diego Padres <sup>2</sup>	15.45	-17.0%	36.01	5.00 <sup>14</sup>	4.00 <sup>22</sup>	4.00	8.00	0.00	7.00	125.81	-6.5%
Arizona Diamondbacks	15.74	10.0%	60.50	4.00 <sup>14</sup>	3.75 <sup>24</sup>	2.75	10.00	0.00	7.00	120.96	5.0%

**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 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 four (4) adult 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> These teams did not respond to the survey by the April 1 deadline. Information from their respective Web sites, other research and past team-supplied surveys were used to calculate 2011 numbers.

<sup>2</sup> Team restructured seating categories or made retroactive changes to 2010 prices. Some of the 2010 numbers used do not match up with previously reported figures, causing increases or decreases in the 2010 figures. The Cubs shifted thousands of seats from general to premium category, and the Padres' 2010 number was incorrectly calculated by TMR.

<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=\$0.97 CAD. Last year the exchange rate was \$1USD=\$1.05 CAD.

# 2011 mlb fan cost index

**AVERAGE TICKET PRICE UP 1.2 PERCENT TO \$26.91, TOTAL FCI UP 2.0 PERCENT TO \$197.35**

For the second consecutive seasons ticket prices stayed mostly stagnant around Major League Baseball, with the average ticket increasing by 1.2 percent to \$26.91 in 2011.

In the last two seasons, tickets to baseball games have had the slowest growth in the history of the 21-year history of the survey.

The 1.2 percent general non-premium ticket increase is the smallest jump since the FCI's creation in 1991. Last year the increase was 1.5 percent. In 1995 the increase was 1.6 percent.

The total price to take a family of four to a game increased by 2.0 to \$197.35, according to Team Marketing Report's exclusive 2011 Fan Cost Index.

The FCI's small increase came on the heels of a less than 1 percent drop last year.

The Boston Red Sox and Fenway Park kept the top spot in the FCI at \$339.01. The New York Yankees and Yankee Stadium are close behind at \$338.32 and the Chicago Cubs and Wrigley Field are third at \$305.60.

No other team is close to these three.

The Fan Cost Index is calculated by combining the prices of four average, non-premium tickets, two beers, four soft drinks, four hot dogs, parking for one car, two programs and two hats.

The Red Sox also lay claim to having the most expensive ticket at \$53.38, following a modest 2 percent increase. The Yankees are second at \$51.83 and the Cubs third at \$46.90. The Red Sox were first in average ticket from 1996-2008 before the Yankees and Cubs each took a turn at the top spot.

Last season the Cubs overtook Boston for the top ticket at \$52.56, but the team, in the second year of new ownership and management, reclassified several thousand seats from general to premium and added a new pricing tier. Ticket prices for the Cubs were generally flat, but they show a 1.2 percent decrease in ticket prices and FCI.

Premium seating figures, which are 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 13 percent of reported seating using season ticket pricing, which is a 1 percent increase from last season's reports.

The Yankees have the most expensive premium seat average at \$312.11. The Dodgers are second at \$222.38, the Red Sox third at \$172.51, the Nationals fourth at \$166.25, and Cubs fifth at \$103.47.

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.

Some teams go the extra mile for their premium customers, most notably the Yankees' elaborate spread. The Red Sox provide concierge-style service for some of their more expensive seats, not to mention club access. The Nationals' average premium ticket price reflects a multi-year plan with all-inclusive food and drink and "Red Carpet Rewards."

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 for the second time in three seasons at Citi Field, have the highest percentage of seats considered premium, according to data they provided, at 41 percent. The Atlanta Braves are next at 23 percent, followed by the San Diego Padres at 20.7, San Francisco Giants at 20.6, Boston Red Sox at 20.5, Texas Rangers at 19, Los Angeles Angels at 18 and Yankees at 16.

By including a large chunk of seats in the lower bowl in this category, the Cubs now show 12 percent of their tickets as "premium," up from 1 percent in years past. (By comparison, the crosstown White Sox only factor in about 6 percent of their seats as premium.)

Thirteen teams showed an increase in the average general ticket price, up from 11 last season. Ten teams showed a decrease, but only four were down 2 percent or more. Seven teams stayed flat.

The defending World Champions San Francisco Giants showed the biggest percentage increase at 14.1 percent, giving them an average price of \$25.04. (The Giants' 2010 number was mistakenly submitted using single-game pricing, and was retroactively adjusted down this year.) The Giants' FCI increased by 7.7 percent to \$208.15.

Detroit (10.3) and Philadelphia (10.0) were the only other teams with double-digit increases.

The Texas Rangers, who made a historic trip to the World Series, actually cut their average ticket price by 10.2 percent to \$18.60. Their FCI drop by 4.9 percent to \$159.40.

At \$15.30, the cheapest average ticket belongs to the Pittsburgh Pirates, who have endured 18 straight losing seasons, and dropped ticket prices by 0.6 percent. San Diego is next-cheapest at \$15.45, with a 17 percent decrease, (Last year San Diego was incorrectly reported to have the lowest ticket price due to a mathematical error.) and Arizona is right behind at \$15.74.

**EDITOR'S NOTE:** TMR reserves the right to retroactively change data, which is usually provided by the team, to make accurate comparisons between seasons. Last year's averages were reported as \$26.74 and \$194.98. The retroactively adjusted numbers used for comparisons are \$26.58 and \$193.57.

Some numbers do not completely correspond with past FCIs. Please read the notes at the bottom of the chart (left) for more explanations on how TMR comes to its calculations.