

team marketing research

Team	Avg. Ticket	Pct. Change	Avg. Premium Ticket	Beer ²	Soft Drink ²	Hot Dog	Parking	Program	Cap	FCL	Pct. Change
Boston Red Sox	\$53.38	0.0%	\$172.51	\$7.25 ¹²	\$4.00 ²⁰	\$4.50	\$27.00	\$5.00	\$18.99	\$336.99	0.0%
New York Yankees ¹	51.55	-0.5%	305.11	6.00 ¹²	3.00 ¹²	3.00	35.00	5.00	25.00	324.30	-0.3%
Chicago Cubs	46.30	-1.3%	103.98	7.00 ¹⁶	4.00 ¹⁵	5.00	25.00	5.00	15.00	300.29	0.9%
Philadelphia Phillies	37.42	4.9%	79.82	7.75 ²¹	4.00 ²⁰	3.75	15.00	5.00	17.99	257.16	6.9%
Miami Marlins ⁴	29.62	55.4%	195.81	8.00 ¹⁶	4.50 ²⁴	6.00	15.00	5.00	19.99	242.47	42.4%
Detroit Tigers ⁵	31.00	5.7%	76.88	6.75 ¹⁶	4.25 ²⁰	5.50	5.00	5.00	20.99	233.49	7.0%
New York Mets	27.24	-15.5%	91.76	5.75 ¹²	4.50 ²⁴	6.00	20.00	5.00	18.99	230.44	-4.7%
Minnesota Twins	33.04	5.0%	71.08	7.00 ²⁰	4.00 ²⁰	3.75	6.00	3.00	17.99	225.14	0.0%
St. Louis Cardinals	31.57	1.9%	73.97	6.75 ¹²	5.25 ²¹	4.25	10.00	2.50	15.99	224.76	0.7%
Houston Astros	30.09	-2.4%	51.24	5.00 ¹⁴	4.50 ²¹	4.75	15.00	4.00	16.99	224.33	1.3%
San Francisco Giants	27.21	8.7%	82.45	6.25 ¹⁶	4.25 ¹⁶	5.00	20.00	5.00	17.99	224.32	7.8%
Chicago White Sox	29.00	-28.7%	90.97	6.50 ¹⁶	3.00 ¹⁴	3.75	23.00	4.00	17.99	222.98	-13.8%
Toronto Blue Jays ³	24.81	0.0%	58.52	7.19 ¹⁴	4.96 ²⁴	5.20	14.87	4.96	18.92	216.89	0.1%
Los Angeles Dodgers	23.22	-24.1%	222.38	6.25 ¹⁶	5.25 ¹⁶	5.00	15.00	5.00	20.99	213.36	-9.7%
MLB LEAGUE AVERAGE	26.98	0.0%	88.18	6.10¹⁵	3.71¹⁷	4.13	13.60	3.28	18.02	207.68	2.4%
Washington Nationals	30.54	0.0%	166.25	6.50 ¹⁶	4.50 ²⁴	4.50	5.00	0.00	10.00	198.16	1.0%
Seattle Mariners	26.40	0.0%	56.98	5.50 ¹⁶	2.50 ¹²	3.50	17.00	3.00	15.99	195.57	0.0%
Oakland Athletics	21.64	0.6%	46.28	5.00 ¹⁴	2.75 ¹²	3.50	17.00	5.00	18.99	186.55	4.7%
Kansas City Royals ¹	21.84	15.2%	92.38	6.00 ¹⁶	4.00 ²²	4.00	6.00	5.00	18.99	185.33	5.4%
Colorado Rockies ⁴	20.55	5.4%	38.00	6.00 ¹⁶	3.25 ¹⁸	4.75	8.00	5.00	20.00	184.20	14.4%
Texas Rangers	20.49	10.1%	50.20	6.50 ¹⁶	3.50 ¹⁶	4.75	10.00	5.00	17.99	183.93	7.3%
Baltimore Orioles	23.89	0.0%	43.90	6.25 ¹⁸	2.00 ¹⁶	2.50	8.00	5.00	15.99	176.04	1.1%
Cleveland Indians	20.42	10.4%	65.93	5.50 ¹²	5.00 ²⁴	4.25	12.00	0.00	15.99	173.66	1.6%
Atlanta Braves	16.69	-13.9%	43.46	7.00 ¹⁶	4.50 ²²	4.50	15.00	0.00	19.99	171.74	-4.1%
Milwaukee Brewers	24.01	8.6%	42.53	5.75 ¹⁶	2.50 ¹²	3.25	9.00	0.00	15.99	171.52	6.9%
Cincinnati Reds	20.49	-0.3%	59.56	5.50 ¹²	1.00 ¹²	1.00	17.00	4.00	19.99	165.94	2.3%
Los Angeles Angels	19.71	4.1%	74.21	4.50 ¹⁴	3.00 ¹⁴	3.00	10.00	3.00	15.99	159.82	8.4%
Tampa Bay Rays	19.83	2.1%	82.31	5.00 ¹⁴	2.00 ¹²	5.00	0.00	0.00	17.99	153.30	2.4%
Pittsburgh Pirates ⁴	16.11	5.3%	49.38	5.00 ¹⁶	3.00 ¹⁶	3.00	10.00	0.00	21.99	152.41	3.2%
San Diego Padres	15.67	1.4%	37.83	5.00 ¹⁴	4.00 ²²	4.00	8.00	0.00	18.99	150.66	0.6%
Arizona Diamondbacks	15.74	0.0%	58.28	4.00 ¹⁴	4.00 ¹⁴	2.75	10.00	0.00	18.99	145.94	2.1%

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.

¹ 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 2012 numbers. The Marlins didn't return information for Marlins Park, so ticket prices are estimates.

² Superscript numbers next to Beer and Soft Drink prices denote smallest available size in ounces.

³ Prices for the Blue Jays are converted to US dollars and comparison prices were converted using the current exchange rate of \$1CAD=\$1.009 USD.

⁴ These teams prices were changed after the initial release of the FCL. The Pirates' ticket price was lowered because of a TMR error. The Marlins gave their ticket information late, but did an excellent job of breaking down their inventory. The Rockies had incorrect concession numbers and the Nationals' hat price was changed as well. TMR regrets the errors.

⁵ The Tigers didn't respond to survey by original release and TMR used beer pricing from fan photograph taken at Comerica Park. We inadvertently used premium beer price. While the Tigers have a 12 oz \$5 beer at four locations, we're using \$6.75 (16 oz) price because Tigers provided us with \$6.50 price in 2011. That beer is at more locations.

2012 mlb fan cost index

AVERAGE TICKET PRICE EVEN AT \$26.98, TOTAL FCI UP 2.4 PERCENT TO \$207.68

Ticket prices continue to stay stagnant in Major League Baseball, with the average ticket price showing no percentage increase this season, which is a first in the survey's history

Even after the 1994 labor stoppage, prices still went up 1 percent for 1995. Of course, the average ticket back then was less than \$11.

The average ticket (which excludes premium categories) for the 2012 season is \$26.98, 1 cent higher than last year's survey. Sixteen teams raised prices.

In the previous two seasons, tickets to baseball games already had the slowest growth in the history of the 21-year history of the survey, with a 1.2 percent increase in 2011 and a 1.5 jump in 2010.

The Fan Cost Index, the total price to take a family of four to a game increased by 2.4 percent to \$207.68, according to Team Marketing Report's exclusive survey.

The Fan Cost Index is created by combining four non-premium tickets, two beers, four soft drinks, four hot dogs, parking, two programs and two adult-size hats.

Of the top five teams as ranked by FCI total, one had no ticket increase, one had a decrease, one had a minor decrease the Philadelphia Phillies and Miami Marlins had increases.

The Phillies bumped up non-premium ticket prices by 4.9 percent to \$37.42. The average ticket at the newly-opened Marlins Park is \$29.62, up 55.4 percent from the last season at their old home.

The Chicago White Sox showed the biggest decrease with a 28.7 drop in average ticket price, from \$40.56 to \$29. The Sox have had declining attendance the last few years.

Interestingly enough, two AL Central opponents have passed up the White Sox in ticket prices and FCI totals.

Detroit, which signed Prince Fielder to a massive free agent deal this winter, bumped up non-premium tickets 5.7 percent to \$31.

The Tigers are sixth in FCI at \$237.49, an 8.8 percent jump. Minnesota, settling into TCF Bank Stadium, is seventh in FCI at \$225.14 and fifth in average ticket price at \$33.04.

St. Louis, the reigning World Series champion, increased ticket price just 1.9 percent to \$31.57.

The Marlins' FCI is fifth-highest at \$242.47, a 43.4 percent jump. The new stadium, though, offers around 19,000 seats at or below \$20.

The Los Angeles Dodgers cut prices by 24.1 percent. The Dodgers saw attendance crater last season as the Frank McCourt ownership came under fire. The Dodgers were recently sold to a group led by Magic Johnson for around \$2 billion.

The Dodgers had \$40 seats drop down to \$16. A source in the organization said those \$40 seats were dead zones, and now those seats should be flourishing.

The New York Mets, another organization in the news for financial woes, cut prices by 15.5 percent. Price decreases were probably a smart move. Those three teams lost a total of 1 million-plus fans from 2010.

According to ESPN's attendance figures, the Dodgers lost 627,181 fans in 2011, the White Sox 193,261 and Mets 181,189.

Eight teams had percentage decreases, including the Atlanta Braves, which cut prices by 13.9 percent.

The Red Sox didn't change prices and remain the most expensive non-premium ticket in baseball at \$53.38.

Seventy percent of the Yankees' ticket allotment stayed the same or decreased, leading to a decrease of a half-percent. The Yankees' average ticket of \$51.55 is still second in baseball and their premium average of \$305.11 is still first.

The Cubs' ticket price of \$46.30 is down 1.3 percent, or 60 cents, after three straight disappointing seasons. The Cubs hired Theo Epstein away from Boston to run baseball operations, built a new premium rooftop-like section in the outfield bleachers, and spent around \$20 million on a parcel of land outside the ballpark. As of Opening Day, the Cubs were working with the city of Chicago to come up with a public-private financing plan to renovate Wrigley Field.

The Pittsburgh Pirates had a 5.3 percent increase, but that's only a few dollars when one considers their average ticket price is \$16.11. The Pirates are coming off a relatively successful season, at least by their standards.

While they had a rough finish, and landed in fourth place in the NL Central, Pittsburgh was in first place in mid-July and attendance showed a sharp uptick. The Pirates wound up drawing 1,940,429 fans, an increase of 327,030 from the previous season. This is the 20th anniversary of the Pirates' last playoff appearance, and also their last non-losing season.

The Cleveland Indians are showing a 10.4 percent increase, also coming off a strong jump in attendance. In 2010, the Indians only drew 1,394,812 to Progressive Field, a far cry from their sell-out salad days in their then-new park. In 2011, things picked up, as Cleveland drew an additional 446,023, more than 5,000 more fans a game.

The San Diego Padres have the cheapest average ticket at \$15.67, while the Arizona Diamondbacks continue to have the lowest FCI at \$145.94.

The Los Angeles Angels only had a 4.1 percent ticket increase (\$19.71) despite spending more than \$240 million to sign Albert Pujols. The Angels, with an FCI of \$159.82, remain one of the best bargains in sports.

EDITOR'S NOTE: This FCI was updated on April 12, 2012, with changes to the Pirates, Marlins, Rockies and Nationals.

TMR reserves the right to retroactively change data, which is usually provided by the team, to make accurate comparisons between seasons.

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.