

team marketing report

Team	Avg. Ticket	Pct. Change	Avg. Prem. Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI™	Pct. Change
New York Jets*	\$120.85	5.4%	291.90	\$8.75 ¹⁶	\$5.00 ²⁰	\$5.75	\$25.00	\$10.00	\$20.00	\$628.90	5.1%
Dallas Cowboys	110.20	0.0%	\$340.00	8.00 ¹⁶	\$6.00 ¹⁶	\$5.50	\$75.00	\$10.00	\$10.00	\$613.80	0.0%
New England Patriots	117.84	0.0%	566.67	7.50 ²⁰	4.00 ²⁰	3.75	40.00	5.00	14.95	597.26	0.0%
New York Giants	111.69	0.0%	464.75	8.75 ¹⁶	5.00 ²⁰	5.75	25.00	10.00	20.00	592.26	2.8%
Chicago Bears	101.55	8.5%	389.00	8.00 ¹⁶	4.75 ²⁰	5.00	46.00	5.00	20.00	557.18	6.5%
Baltimore Ravens	86.92	0.0%	241.84	7.75 ²⁰	5.50 ³²	4.50	35.00	0.00	24.00	486.19	0.9%
Indianapolis Colts	85.34	3.1%	246.17	7.00 ¹²	5.50 ³²	4.75	20.00	0.00	18.00	452.34	-2.2%
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 Francisco 49ers*	83.54	9.4%	275.00	7.75 ¹⁶	4.00 ¹⁶	4.00	25.00	5.00	12.00	440.66	10.1%
San Diego Chargers*	80.30	-1.3%	170.00	6.00 ¹⁶	5.75 ²²	5.00	25.00	5.00	12.00	435.20	-0.3%
Green Bay Packers	75.65	4.5%	243.62	5.25 ¹⁴	3.50 ²⁰	5.00	40.00	6.00	14.95	429.83	3.2%
NFL AVERAGE	77.36	1.1%	242.34	7.13¹⁷	4.40²¹	4.78	25.92	4.03	16.55	427.42	1.6%
New Orleans Saints*	74.99	0.0%	177.61	8.50 ²⁴	4.50 ²²	4.50	25.00	5.00	16.00	419.96	7.4%
Pittsburgh Steelers*	74.32	0.0%	218.65	7.50 ²¹	4.25 ²⁰	4.75	25.00	5.00	18.00	419.28	0.0%
St. Louis Rams#	70.12	-0.1%	171.09	9.00 ²⁰	5.00 ²²	4.25	15.00	5.00	24.00	408.47	1.0%
Houston Texans *	73.40	0.0%	260.17	6.00 ²¹	3.25 ²¹	5.00	15.00	5.00	20.00	403.60	0.0%
Denver Broncos	76.75	0.0%	282.83	6.75 ¹⁶	4.50 ²⁰	5.00	20.00	0.00	12.00	402.51	-1.9%
Seattle Seahawks	66.60	4.4%	158.63	8.00 ¹⁶	4.00 ²⁰	5.50	40.00	3.00	18.00	402.38	2.9%
Cincinnati Bengals	72.04	0.0%	192.96	7.25 ¹⁴	4.75 ²²	4.50	21.50	5.00	15.00	401.15	1.5%
Miami Dolphins*	70.32	-0.3%	200.00	7.00 ¹⁶	4.00 ²⁰	5.00	25.00	5.00	15.00	396.27	2.6%
Minnesota Vikings	75.69	0.0%	175.22	7.00 ¹⁶	3.00 ¹⁶	3.00	15.00	5.00	15.00	395.78	0.0%
Atlanta Falcons	68.91	1.0%	247.21	7.00 ²⁴	5.00 ³²	5.50	20.00	0.00	20.00	391.64	3.5%
Philadelphia Eagles	69.00	0.0%	202.82	6.75 ¹⁶	4.50 ²⁰	4.75	25.00	5.00	15.00	391.50	0.0%
Tampa Bay Buccaneers	71.47	-0.9%	293.30	5.75 ¹⁶	4.25 ²⁰	4.75	25.00	0.00	14.95	378.28	-3.2%
Tennessee Titans	63.55	1.0%	163.97	7.00 ¹⁶	4.00 ¹⁶	4.00	30.00	5.00	15.00	370.20	0.7%
Oakland Raiders*	62.23	0.0%	139.93	7.00 ²⁰	4.50 ¹⁴	5.00	20.00	7.00	17.99	368.90	2.5%
Arizona Cardinals*	67.78	0.1%	212.18	6.00 ¹⁶	3.50 ¹⁶	3.50	10.00	3.00	19.99	367.10	0.1%
Kansas City Chiefs@	66.66	-2.6%	225.50	7.00 ¹⁶	4.50 ²⁰	5.25	27.00	0.00	10.00	366.64	-0.7%
Detroit Lions*	62.40	0.0%	142.98	7.50 ¹⁶	5.50 ¹⁶	5.75	10.00	5.00	18.00	365.61	0.0%
Buffalo Bills	59.19	0.0%	187.87	8.50 ²⁰	5.00 ²⁰	5.00	25.00	0.00	20.00	358.75	1.1%
Carolina Panthers*	63.32	0.0%	179.13	6.00 ¹⁶	3.00 ²²	3.50	20.00	0.00	15.00	341.27	0.0%
Cleveland Browns	54.20	-0.8%	198.47	5.00 ¹⁶	4.25 ²⁰	4.25	20.00	5.00	20.00	330.90	-0.4%
Jacksonville Jaguars	59.54	3.8%	208.66	7.00 ¹⁸	3.00 ²⁴	5.00	15.00	0.00	9.95	319.06	2.8%

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:

*Prices for team were taken from team Web site and/or media reports, along with past TMR research. The Jets did not respond to repeated requests for information. Averages were calculated by TMR.

Rams' 2010 prices were retroactively changed or adjusted.

@Jackson County increased parking by \$5 to cover stadium maintenance. The fee is waived for Jackson County residents who pre-pay. The FCI for those customers is \$361.64.

Some teams' percentage change may not match up to last year's pricing, because of retroactive changes to 2009 ticket and concession information.

Lockout lifted: 2011 NFL season kicks off

Average ticket price increases 1.2 percent to \$77.36; Fan Cost Index™ rises 1.6 percent to \$427.42

The battle for the AFC North isn't only on the field.

As the 2011 season kicks off, the New England Patriots ceded their title as having the priciest average ticket in football to their AFC North rivals, the New York Jets.

The Patriots held their average ticket price (\$117.84) steady for the second straight year, while the Jets' average increased 5.4 percent, giving them an average price of \$120.85 in their second year at the recently renamed MetLife Stadium.

Across the league, prices were mostly stagnant in the annual Fan Cost Index™, thanks to the lockout and the threat of missed regular season games. Few teams issued major pricing changes and the average ticket (which does not include premium seating) is up just **1.2 percent to \$77.36**. Last season, the average ticket was up 4.5 percent.

The Jets' increase also knocks out the Dallas Cowboys and "JerryWorld" as the priciest venue to take a family of four for a game. It will cost a family \$623.40 to take in a Jets game, compared to \$613.80 to see the Cowboys.

Dallas travels to New Jersey to take on the Jets Sunday night in the "FCI™ Bowl."

The overall Fan Cost Index™ price, the cost to take a family of four to a game (see notes under chart on previous page), is **up 1.6 percent to \$427.42**. Last year the increase was 4 percent.

Team Marketing Report is expanding its research with a fan-fueled iPhone application called the Fan Cost Experience™. Past FCI™ reports and related information can now be found at fancostexperience.com. Check this site during the season for regular updates.

It will cost a family slightly less to take in a New York Giants game at the same stadium. The Giants reported an average price of \$111.69 and a Fan Cost Index™ total of \$592.26.

Sixteen teams had flat average tickets, with three others having a change of less than 1 percent.

The Super Bowl champion Green Bay Packers were one of the few teams to raise prices. The average Packer ticket is up 4.5 percent to \$75.65, not including the optional seat cushions for those unforgiving bleachers that encircle Lambeau Field.

The NFC runners-up, the Chicago Bears, had one of the largest increases. Bears tickets are up 8.5 percent as the Monsters of the Midway break into the three-digit mark with an average price of

\$101.55. Soldier Field is the smallest venue in the NFL, creating an unyielding demand for tickets.

San Francisco had the largest increase, according to TMR research, as 9.4 percent. The Niners' average ticket is \$83.54.

The Jacksonville Jaguars remain the cheapest option to take a family of four at \$319.06, a 2.8 percent increase from last season. The Jaguars, with an average ticket of \$59.54 (up 3.8 percent) have such problems selling tickets they have a blackout counter on their website to let fans know how close they are to missing games no TV, thanks to the league rules.

Cleveland has the cheapest ticket at \$54.20, down .8 percent from last season.

New England still has the highest premium ticket at \$566.67. The average NFL premium ticket is \$242.34, up just 1.4 percent from last season.

The premium ticket category is defined as any ticket with attached amenities or opportunities to partake in exclusive clubs and the like. Regular suites are not included in this

category, but party suites that sell individual season tickets are included.

The Giants are second in the premium category at \$464.75, while the Bears are third at \$389. The Bears report prices and concessions, but not seat scaling numbers.

The average beer price keeps climbing. Last season, TMR reported an average 17-ounce beer costing \$6.90. In 2011, the same mythical beer will cost \$7.20.

For more information, visit fancostexperience.com.

Table I— Past FCI™ trends

Year	Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI
2010	\$76.47	\$6.90 ¹⁷	\$4.12 ²⁰	\$4.48	\$25.92	\$4.50	\$15.77	\$420.54
2009	74.99	6.80 ¹⁷	4.09 ²¹	4.40	24.13	4.53	15.96	412.64
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