

# Team Marketing Research

## Double-digit increases push NBA average ticket price above \$30

The NBA's average ticket price increased 11.1% to \$31.80 this season. That's the largest single-season jump for any major professional league since TMR began tracking prices in 1991. Sixteen teams' average ticket prices increased by at least 10%, while only three teams posted either no gain (Chicago) or a slight decrease due a change in scaling (Atlanta, Seattle).

According to TMR's Fan Cost Index™, a family of four could spend an average of \$192.28 at an NBA game this season, an increase of 8.6% from 1994-95. New to TMR's survey this year: a Frugal Fan Index™, which computes the cost of a no-frills outing to a game (4 of each team's least-expensive tickets, park-

ing, 4 small sodas and 4 small hot dogs). According to the FFI, a family could spend a league-low \$33 (U.S.) to see a game in Toronto; the least expensive U.S. team is Dallas, at \$38. Even a frugal family would still spend \$105 for a New York game.

The league's top average ticket price belongs to Portland, which moves to the new Rose Garden this season. The Trail Blazers, however, have already set maximum price increases through the 1999-2000 season (TMR, June 1994). Denver has the greatest increase in average ticket price (23.5%), but remains among the least expensive teams to see—its FCI of \$166.43 is seventh-cheapest in the league.

Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Average Ticket <sup>1</sup>	Ticket Δ from '94	Fan Cost Index <sup>2</sup>	Frugal Fan Index <sup>3</sup>
Portland Trail Blazers	\$3.00 a	\$1.25 b	\$1.75	\$10.00	\$4.00	\$10.00	\$42.45	22.6%	\$225.79	\$82.00
Houston Rockets	3.50 c	1.75 c	1.75	0.00 <sup>4</sup>	4.00	14.00	42.24	15.6%	225.95	58.00
New York Knicks	4.50 c	2.25 c	3.00	16.00	5.00	15.00	40.16	14.3%	246.63	105.00
Boston Celtics	3.50 b	2.25 c	2.50	15.00	5.00	18.00	40.07	15.5%	247.28	74.00
Orlando Magic	2.75 a	1.75 c	2.00	5.00	5.00	13.00	37.42	7.2%	211.16	72.00
Phoenix Suns	3.50 b	2.00 b	2.25	6.00	4.00	12.00	37.14	14.8%	210.55	63.00
Chicago Bulls	4.25 c	2.50 c	2.50	10.00	5.00	15.00	36.00	0.0%	222.49	90.00
San Antonio Spurs	3.00 c	1.75 c	1.75	7.00	4.00	16.00	35.34	18.1%	208.37	85.00
Los Angeles Lakers	3.75 b	2.00 b	2.25	6.00	4.00	20.00	33.43	1.8%	212.23	61.00
Seattle SuperSonics	3.75 c	1.75 c	2.00	3.00	4.00	12.00	33.41	-3.4%	191.14	46.00
New Jersey Nets	3.00 b	1.80 b	1.95	6.00	4.00	15.00	32.95	5.7%	196.81	86.00
Golden State Warriors	3.50 b	2.25 a	2.00	7.00	4.00	15.00	32.18	9.8%	197.73	63.00
<b>League Average</b>	<b>3.44</b>	<b>1.82</b>	<b>2.06</b>	<b>6.62</b>	<b>4.06</b>	<b>13.97</b>	<b>31.80</b>	<b>11.1%</b>	<b>192.28</b>	<b>64.60</b>
Indiana Pacers	3.00 a	1.75 c	2.00	6.00	4.00	14.00	31.79	14.3%	190.74	61.00
Utah Jazz	3.00 a	1.50 c	1.75	5.00	4.00	17.00	31.78	5.1%	198.11	58.00
Detroit Pistons	4.25 b	1.75 a	2.00	8.00	4.00	8.00	31.31	6.5%	178.74	69.00
Philadelphia 76ers	4.00 c	2.00 c	2.00	5.00	4.00	15.00	31.19	15.6%	191.78	68.00
Cleveland Cavaliers	3.50 c	1.50 a	2.00	6.00	4.00	18.00	30.51	2.9%	193.06	60.00
Miami Heat	3.50 c	1.75 b	2.50	7.00	4.00	12.00	30.04	22.0%	183.17	80.00
Washington Bullets	4.25 d	2.00 c	1.95	6.00	2.50	15.00	29.11	15.6%	181.75	65.80
Dallas Mavericks	3.00 b	1.50 b	1.75	5.00	4.00	15.00	28.69	14.0%	176.75	38.00
Vancouver Grizzlies <sup>5</sup>	3.49 a	1.47 a	2.20	7.35	3.68	14.62	28.28	—	178.75	71.31
Sacramento Kings	3.00 b	2.00 c	2.25	5.00	3.00	12.00	26.86	14.2%	165.42	58.00
Toronto Raptors <sup>1</sup>	2.75 a	1.40 c	0.78	9.58	3.68	8.45	26.47	—	158.94	33.00
Minnesota Timberwolves	3.25 c	2.00 c	2.25	4.00	5.00	15.00	26.15	10.1%	172.09	61.00
Denver Nuggets	3.00 b	1.50 b	1.75	5.00	4.00	16.00	26.11	23.5%	166.43	56.00
Los Angeles Clippers	4.75 a	2.25 c	2.75	7.00	4.00	10.00	26.03	0.9%	168.62	67.00
Charlotte Hornets	2.50 c	1.50 c	1.50	4.00	3.00	18.00	25.57	14.0%	165.28	48.00
Milwaukee Bucks <sup>6</sup>	3.50 c	2.00 a	2.00	6.00	4.00	10.00	24.87	16.0%	158.47	52.24
Atlanta Hawks	3.00 c	1.75 c	2.50	7.00	5.00	13.00	23.92	-0.2%	161.69	64.00

Legend for drink sizes: a=12 oz., b=14 oz., c=16 oz., d=18 oz., e=20 oz.

Notes: <sup>1</sup> Average ticket price is a weighted average of single-game ticket prices, which is determined by factoring the number of tickets at each price range into the total number of tickets available. Club seats and luxury suite seats are excluded from average ticket price calculations. <sup>2</sup> Fan Cost Index comprises the prices of 4 average-priced tickets, 2 small beers, 4 small sodas, 4 hot dogs, parking, 2 game programs and 2 caps. <sup>3</sup> Frugal Fan Index includes 4 least-expensive tickets, 4 small sodas, 4 hot dogs and parking. <sup>4</sup> Houston ticket prices include the price of parking. <sup>5</sup> Prices for Canadian teams are converted to U.S. dollars using the rate of U.S. \$1=C \$1.36. <sup>6</sup> Milwaukee average ticket price reflects pricing for 20 "bonus night" games.

Prices listed are for a small draft beer, small soda, regular size hot dog, parking for one car, a game program, and the least expensive adult-size twill cap. Costs were determined by telephone interviews with representatives of the teams, venues, and concessionaires. Identical questions were used in all interviews.

# Team marketing research

## Higher prices for cheapest seats boost cost of 'Frugal' NBA outing

Even a no-frills outing to an NBA game will cost a family of four significantly more this season than it did last year. According to TMR's Frugal Fan Index™ (see notes, below), a thrifty family would pay an average of \$72.05 to see an NBA game in 1996-97. That's an increase of 11.5% from last season, when the league average FFI was \$64.60.

Cases in which a team's FFI increased significantly were generally caused by a price increase for the team's lowest-priced ticket.

The league's average day-of-game ticket price is \$34.08, an increase of 8.0% from \$31.56 in 1995-96. Teams with the top av-

erage ticket price increases are the Washington Bullets (up 25.0% to \$36.39) and the Toronto Raptors (up 24.7% to \$33.00 U.S.).

Since 1991-92, when TMR began tracking prices, the NBA's average ticket price has increased 46.6%, from \$23.24.

Average ticket prices for the Boston Celtics and Los Angeles Clippers dropped this season because both teams are offering greater numbers of tickets in their lower price levels. The Golden State Warriors maintained ticket prices, but with the team's temporary move to San Jose Arena, changes in seating brought the team's average price down.

Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Average Ticket <sup>1</sup>	Change from '95-96	Fan Cost Index <sup>2</sup>	Frugal Fan Index <sup>3</sup>
Portland Trail Blazers	\$4.00 c	\$2.00 c	\$1.75	\$10.00	\$4.00	\$12.00	\$47.49	11.9%	\$254.98	\$85.00
Chicago Bulls	4.50 c	2.50 c	2.75	10.00	5.00	15.00	42.97	19.4%	251.88	111.00
New York Knicks	5.25 e	2.35 c	3.25	17.00	5.00	20.00	42.14	4.9%	268.45	111.40
Houston Rockets	3.50 c	1.75 c	2.00	0.00 <sup>4</sup>	4.00	15.00	41.92	6.5%	227.68	65.00
Orlando Magic	3.75 c	1.75 c	2.00	5.00	5.00	13.00	40.07	7.1%	223.78	76.00
Seattle SuperSonics	4.00 c	2.00 c	2.50	10.00	5.00	12.00	39.76	19.0%	229.08	56.00
Boston Celtics	3.50 b	2.25 c	2.50	15.00	5.00	10.00	39.25	-2.0%	228.00	74.00
Phoenix Suns	3.75 b	2.00 b	2.50	6.00	4.00	10.00	38.80	4.5%	214.70	68.00
Los Angeles Lakers	4.00 b	2.25 c	2.25	7.00	5.00	18.00	38.39	14.9%	232.58	109.00
Washington Bullets	4.50 d	2.50 g	2.00	7.00	4.00	15.00	36.39	25.0%	217.56	73.00
Indiana Pacers	3.50 c	2.00 e	2.00	5.00	4.00	10.00	36.29	14.1%	201.15	61.00
Utah Jazz	3.50 b	2.00 f	2.00	7.00	3.00	14.99	35.81	12.7%	209.22	61.00
Philadelphia 76ers	4.00 c	2.00 c	2.25	8.00	4.00	18.00	34.96	11.8%	216.46	73.00
Miami Heat	3.50 c	2.00 b	2.75	10.00	4.00	10.00	34.66	15.4%	202.63	89.00
New Jersey Nets	4.50 a	2.25 e	3.00	6.00	5.00	18.00	34.09	3.5%	218.37	91.00
<b>League Average</b>	<b>3.78</b>	<b>2.03</b>	<b>2.26</b>	<b>7.30</b>	<b>4.28</b>	<b>13.27</b>	<b>34.08</b>	<b>8.0%</b>	<b>203.38</b>	<b>72.05</b>
Detroit Pistons	4.25 c	2.00 a	2.25	6.00	4.00	12.00	34.05	8.8%	198.71	71.00
Toronto Raptors <sup>4</sup>	2.75 a	1.41 c	.79	7.41	3.70	7.41	33.00	24.7%	175.93	31.01
Sacramento Kings	3.25 b	2.25 c	2.50	6.00	3.00	16.00	32.01	19.2%	197.55	78.00
Golden State Warriors	5.00 g	2.75 f	2.50	8.00	4.00	15.00	31.77	-1.3%	204.07	68.00
Cleveland Cavaliers	3.50 c	1.50 a	2.00	8.00	4.00	16.00	31.59	3.5%	195.36	62.00
San Antonio Spurs	3.50 c	2.00 c	2.00	6.00	5.00	12.00	30.89	6.1%	186.56	82.00 <sup>6</sup>
Vancouver Grizzlies <sup>5</sup>	3.52 <sup>a</sup>	1.48 a	2.22	7.41	3.70	7.41	30.09	6.4%	171.82	74.81
Dallas Mavericks	3.00 b	1.50 b	1.75	6.00	4.00	12.00	28.78	0.3%	172.14	55.00
Denver Nuggets	3.25 b	2.50 e	2.75	5.00	5.00	15.00	28.56	9.4%	186.73	68.00
Atlanta Hawks	3.00 b	1.75 c	2.50	7.00	5.00	13.00	27.61	15.4%	176.44	64.00
Minnesota Timberwolves	3.50 e	2.25 c	2.50	5.00	5.00	15.00	27.38	4.7%	180.51	64.00
Milwaukee Bucks	3.50 c	2.00 c	2.00	6.00	4.00	16.00	26.67	7.3%	163.60	58.28
Charlotte Hornets	3.00 e	1.50 a	1.50	4.00	4.00	10.00	25.57	0.0%	152.28	48.00
Los Angeles Clippers	4.75 c	2.25 c	2.75	7.00	3.00	13.00	24.81	-4.7%	167.72	67.00

Legend for drink sizes: a=12 oz., b=14 oz., c=16 oz., d=18 oz., e=20 oz., f=20 oz., g=24 oz.

Notes: <sup>1</sup>: Average ticket price is a weighted average of single-game ticket prices, which is determined by factoring the total number of tickets at each price range into the total number of tickets in each arena. Club seats and luxury suite seats are excluded from average ticket price calculations. <sup>2</sup>: Fan Cost Index includes the prices of 4 average-price tickets, 2 small beers, 4 small sodas, 4 hot dogs, parking, 2 game programs and 2 caps. <sup>3</sup>: Frugal Fan Index includes the prices of 4 least-expensive tickets, 4 small sodas, 4 hot dogs and parking. <sup>4</sup>: Rockets ticket prices include price of parking. <sup>5</sup>: Prices for Canadian teams are converted to U.S. dollars using the rate of \$1 U.S. = C\$1.35. (Last season, the conversion rate was \$1 U.S. = C\$1.36.) <sup>6</sup>: Spurs FFI uses 15 seats, which are lowest-priced seats when the arena is at normal capacity. Expanded capacity adds two lower-priced tickets.

Prices listed are for a small draft beer, small soda, regular size hot dog, parking for one car, a game program, and the least-expensive adult size cap. Caps were determined by telephone interviews with representatives of the teams, venues and concessionaires. Identical questions were used in all interviews.

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# Team marketing research

## NHL is the first league to surpass the \$40 mark; as average ticket hits \$40.64

For the first time, a major sports league has passed the \$40 average ticket price.

The league's average ticket price for the 1997 season is \$40.64, a 6.0% increase from last year. The Pittsburgh Penguins have the NHL's highest average ticket price at \$53.87, up 15.9% from last season.

For the third consecutive season, the Edmonton Oilers have the league's lowest average ticket price at \$25.20 (\$34.47 Can.), an 8.9% increase. The Los Angeles Kings, whose average ticket price dropped 12.9% to \$35.30 had the greatest average ticket price decline. The Washington Capitals, who started play at the new MCI Center, posted the league's highest average ticket price increase to \$50.36, a 36.4% increase from when the team played in the USAir Arena.

With all the league's expansion into non-traditional hockey

regions, nine of the teams with the 10 highest average ticket prices have played in their markets for at least 15 years.

According to TMR's Fan Cost Index™, which estimates the cost for a family of four to attend a game, a family could spend an average of \$228.39 (up 3.5% from 1996) to attend an NHL game this year. The Oilers are the best bargain at \$150.40, up 5.7%, and the Boston Bruins have the highest FCI at \$295.25, a 5.7% increase.

However, the Frugal Fan Cost Index™, TMR's estimate of a no-frills outing for a family of four. The FFI includes four of the cheapest available tickets, four small soft drinks, four hot dogs and parking. The league average FFI is \$91.63, up 3.7%/ With tickets as low as \$8.08 (\$11.25 Can.), the Calgary Flames have the lowest FFI for the second straight year at \$50.22 (\$70.00 Can.).

Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Average Ticket	Pct. Change	Fan Cost Index	Pct. Change	Frugal Fan Index
Pittsburgh Penguins	\$4.00c	\$2.00c	\$2.25	\$7.00	\$0.00	\$10.00	\$53.87	15.9%	\$267.47	9.8%	\$104.00
Boston Bruins	3.50b	2.25c	2.50	15.00	4.00	16.00	53.56	1.9%	295.25	5.7%	150.00
Philadelphia Flyers	4.00c	2.25c	2.25	8.00	4.00	10.00	52.75	7.6%	273.02	4.6%	114.00
New Jersey Devils	4.50b	2.50e	3.00	7.00	5.00	12.00	50.60	9.0%	274.39	5.5%	109.00
Washington Capitals	4.25c	2.00c	2.00	5.00	5.00	15.00	50.36	36.4%	272.95	23.7%	99.00
Colorado Avalanche	3.25b	1.75c	2.75	5.00	5.00	15.00	49.28	23.1%	266.62	15.1%	83.00
N.Y. Islanders	5.25f	2.25b	3.25	4.75	5.00	15.00	47.30	18.0%	266.45	18.0%	86.75
Toronto Maple Leafs <sup>1</sup>	3.23a	1.79e	2.33	10.74	3.58	10.74	46.18	-2.3%	247.03	-0.6%	100.50
St. Louis Blues	3.50c	2.25c	2.00	8.00	3.00	10.00	45.20	-7.9%	238.81	-9.3%	85.00
Chicago Blackhawks	4.50c	3.00e	2.75	10.00	5.00	17.00	44.00	0.2%	262.00	2.5%	93.00
Detroit Red Wings	3.75c	1.50a	2.00	5.00	4.00	14.00	43.68	15.3%	237.22	4.5%	91.00
Anaheim Mighty Ducks	5.25d	2.25b	2.75	7.00	5.00	10.00	41.20	0.0%	232.28	-3.1%	87.00
League Average	3.86c	2.08c	2.45	7.88	3.90	12.16	40.64	6.0%	228.39	3.5%	91.63
Florida Panthers	3.75d	2.50g	3.00	10.00	4.00	10.00	39.41	13.7%	229.15	26.2%	80.00
N.Y. Rangers	4.25a	2.25c	3.25	20.00	6.00	20.00	38.54	11.5%	256.67	4.2%	132.00
Carolina Hurricanes <sup>2</sup>	3.50e	2.00b	2.50	5.00	4.00	9.00	38.20	-6.9%	208.78	-11.2%	103.00
Vancouver Canucks <sup>1</sup>	3.41a	1.61a	2.15	10.77	1.43	10.77	36.01	-4.2%	201.07	-0.3%	101.13
Tampa Bay Lightning	4.75h	2.00c	2.00	6.00	4.00	10.00	35.90	21.3%	203.11	31.6%	92.00
Montreal Canadiens <sup>1</sup>	3.05b	1.83e	1.76	10.78	2.65	8.23	35.46	-3.1%	194.83	-2.8%	89.70
Los Angeles Kings	4.00b	2.25c	2.25	8.00	4.00	20.00	35.30	-12.9%	223.20	-9.8%	88.00
Ottawa Senators <sup>1</sup>	3.23a	1.97c	1.79	5.74	3.58	8.58	33.95	5.1%	184.53	-1.0%	63.86
San Jose Sharks	5.25h	3.00g	3.50	10.00	4.00	10.00	33.90	7.3%	210.10	7.6%	96.00
Phoenix Coyotes	4.00b	2.00b	2.50	6.00	5.00	15.00	33.34	6.4%	208.35	5.4%	82.00
Buffalo Sabres	3.50c	2.00c	2.25	5.00	5.00	10.00	31.46	3.5%	184.84	0.7%	94.00
Calgary Flames <sup>1</sup>	2.69a	1.79h	1.79	3.58	3.98	8.58	29.04	8.3%	163.78	5.0%	50.22
Dallas Stars	3.25b	1.75b	3.25	6.00	3.00	10.00	28.74	0.0%	173.45	4.5%	82.00
Edmonton Oilers <sup>1</sup>	2.69a	1.43c	1.79	3.58	2.51	10.77	25.50	8.9%	150.40	5.7%	68.18

Legend for drink sizes: a=12 oz.; b=14 oz.; c=16 oz.; d=18 oz.; e=20 oz.; f=21 oz.; g=22 oz.; h=24 oz.  
 Notes: <sup>1</sup>Canadian prices are converted to U.S. dollars at a rate of \$1 U.S. = \$1.39 Can. (Last season, the rate was \$1 U.S. = \$1.37 Can.). <sup>2</sup>Carolina played as the Hartford Whalers last season.  
 Average Ticket price represents a weighted average of day-of-game ticket prices, which is determined by factoring the tickets at each price range as a percentage of the total number of seats at each stadium. Club seats and luxury suite seats are excluded from average ticket price calculations.  
 The Fan Cost Index comprises the prices of two small draft beers, four small sodas, four regular size hot dogs, parking for one car, two game programs and two of the least-expensive adult-size twill caps. Costs were determined by telephone interviews with representatives of the teams, venues and concessionaires. Identical questions were asked in all interviews.

# Team marketing research

## NBA average ticket price remains steady with 1.45% increase to \$40.82

When the NBA lockout eventually concludes, the teams appear ready to lure fans back with firm ticket prices.

Overall, the league's average ticket price is \$40.82, a 1.4% increase from last year when the average was \$40.27. The increase is the lowest for any league since the MLB strike season in 1995 when the increase was 1.1%

The New York Knicks own sports' highest average ticket price at \$79.34, a 10.1% increase from \$72.07. The Toronto Raptors have the league's lowest average ticket price at \$26.17 (C\$40.30) for the second straight season. (Average ticket price does not include premium suite seats, only general and club seating.)

According to TMR's Fan Cost Index, which estimates the cost for a family of four to attend a game, a family could expect to spend an average of \$233.36, a 1.4% increase from last year, when the NBA FCI was \$230.08.

The Knicks have the highest FCI, at \$429.76, up 10.0% from \$390.78 last season. The Charlotte Hornets have the lowest FCI at \$153.50, down 6.1% from last season when their FCI was \$163.50.

TMR also calculates a Frugal Fan Index, which estimates the cost of a no-frills outing to an NBA game. The league's average FFI is \$66.87. The Raptors are the league's best bargain at \$33.84 (C\$52.11).

Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Avg. Ticket	Pct. Change	Fan-Cost Index	Pct. Change	Frugal Fan Index
New York Knicks	\$5.50e	\$2.35c	\$3.25	\$27.00	\$4.00	\$16.00	\$79.34	10.1%	\$429.76	10.0%	\$110.40
Seattle SuperSonics	4.25c	2.25c	2.75	7.00	5.00	9.00	63.47	0.1%	317.37	-3.3%	48.00
Washington Wizards	5.25h	3.00h	2.50	20.00	5.00	16.00	61.40	1.1%	338.08	6.0%	98.00
Philadelphia 76ers	4.00c	2.25c	2.25	10.00	4.00	10.00	60.23	56.6%	804.90	41.3%	62.00
Houston Rockets	3.75c	2.00c	2.00	0.00	3.00	10.99	58.18	7.0%	284.18	1.2%	66.00
Portland Trail Blazers	4.25e	2.00c	2.25	12.00	4.00	16.00	52.28	-16.7%	284.63	-9.1%	57.00
Chicago Bulls	4.75e	3.00c	3.00	10.00	5.00	20.00	51.98	7.1%	301.43	7.6%	112.00
Los Angeles Lakers	5.50a	2.50c	2.50	10.00	5.00	20.00	51.11	4.6%	295.43	5.7%	104.00
Boston Celtics	3.75b	2.25c	2.50	17.00	4.00	16.00	49.79	7.3%	282.66	6.0%	59.00
New Jersey Nets	4.50a	2.50a	3.00	7.00	5.00	12.00	49.39	2.5%	289.58	-3.6%	82.00
Phoenix Suns	4.50b	2.50e	2.75	9.00	5.00	12.00	48.84	10.7%	288.95	8.0%	78.00
Minnesota Timberwolves	3.75c	2.50c	2.75	5.00	5.00	12.00	48.45	27.5%	261.30	27.5%	61.00
Orlando Magic	3.75e	2.00c	2.25	9.00	5.00	18.00	44.46	3.2%	245.34	3.2%	85.00
Utah Jazz	3.50b	2.25f	2.00	7.00	3.95	15.98	43.47	10.5%	243.74	7.2%	53.00
Indiana Pacers	3.50b	2.50e	2.00	6.00	4.00	14.00	43.36	10.5%	240.42	8.3%	58.00
<b>NBA Average</b>	<b>4.05c</b>	<b>2.26c</b>	<b>2.43</b>	<b>8.01</b>	<b>4.29</b>	<b>12.61</b>	<b>40.82</b>	<b>1.4%</b>	<b>233.36</b>	<b>1.4%</b>	<b>66.87</b>
Cleveland Cavaliers	4.00b	2.00c	2.25	10.00	4.00	10.00	39.75	-1.2%	222.01	0.9%	57.00
San Antonio Spurs	4.00c	2.75g	2.25	8.00	5.00	10.00	38.01	3.5%	217.40	3.8%	72.00
Golden State Warriors	3.75b	1.50a	2.25	10.00	4.00	12.00	37.52	-6.8%	214.59	-7.7%	63.00
Atlanta Hawks	3.50f	2.00c	2.00	6.00	5.00	13.00	36.79	30.4%	214.16	19.1%	56.00
Miami Heat	3.75c	2.50g	3.00	10.00	4.00	15.00	36.55	0.2%	223.68	0.1%	58.00
Dallas Mavericks	3.00b	2.00c	2.25	7.00	4.00	16.00	34.84	0.0%	209.37	0.2%	53.00
Sacramento Kings	3.75b	2.25c	2.50	8.00	3.00	12.00	34.11	-2.4%	198.95	-5.2%	66.00
Detroit Pistons	5.00e	2.00a	2.25	6.00	4.00	8.00	33.32	-0.2%	192.30	-0.2%	77.00
Vancouver Grizzlies	3.75a	1.63a	1.95	7.00	3.25	9.74	31.90	-5.0%	182.16	-3.0%	47.12
Los Angeles Clippers	5.00e	2.75h	2.75	7.00	3.00	13.00	31.75	2.4%	187.98	0.5%	82.00
Denver Nuggets	3.50b	1.75c	2.75	5.00	5.00	16.00	30.53	0.0%	192.13	5.8%	60.00
Milwaukee Bucks	3.75c	2.25c	2.75	6.00	4.00	10.00	29.06	0.3%	177.73	12.9%	68.00
Charlotte Hornets	3.00c	1.50a	1.50	6.00	4.00	5.00	28.12	0.0%	153.50	-8.1%	48.00
Toronto Raptors <sup>1,2</sup>	1.63b	2.93e	2.28	9.75	2.25	9.72	26.17	-0.2%	164.47	0.7%	33.84

Legend for drink sizes: a=12 oz.; b=14 oz.; c=16 oz.; d=18 oz.; e=20 oz.; f=21 oz.; g=22 oz.; h=24 oz.

Average ticket price represents a weighted average to day-of-game ticket prices for general and club-level seats, which is determined by factoring the tickets at each price range as a percentage of the total number of seats at each stadium. Luxury suite seats are excluded from the survey. Season ticket pricing is used for any team that offers some or all tickets at lower prices to customers who buy season tickets.

The Fan Cost Index comprises the prices of two small draft beers, four small sodas, four regular size hot dogs, parking for one car, two game programs and two of the least-expensive adult-size twill caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires. Identical questions were asked in all interviews.

The Frugal Fan Index comprises the prices of four small sodas, four regular size hot dogs, parking and four lowest priced tickets.

NOTES: 1: Canadian prices are converted to U.S. dollars at a rate of \$1=C\$1.54. (Last season the rate was \$1=C\$1.39). 2: Toronto numbers are for games to be played in the SkyDome. Figures for the new Air Canada Centre, at which the team will begin play in February, were not included.