

team marketing report

Team	Avg. Ticket	Pct. Change	Avg. Prem. Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
San Francisco 49ers [^] Dallas Cowboys	\$117.00 110.20	40.1% 0.0%	\$320.00 340.00	\$10.25 ²⁰ 8.50 ¹⁶	\$5.25 ¹⁶ 5.00 ²⁰	\$6.25 5.50	\$40.00 75.00	\$10.00 10.00	\$22.00 20.00	\$638.50 634.80	38.0% 0.0%
New England Patriots* Washington Redskins**	122.00 102.00	3.1% 0.0%	566.67 375.32	7.50 ²⁰ 9.00 ²⁰	4.00 ²² 5.00 ²²	3.75 6.00	40.00 57.50	5.00 5.00	19.95 30.00	624.70 597.51	2.2% 1.3%
Chicago Bears New York Giants	108.44 111.69	4.7% 0.0%	322.15 464.75	9.00 ²⁰ 5.00 ¹²	5.00 ¹⁶ 3.00 ¹²	5.00 6.00	49.00 30.00	5.00 5.00	23.00 25.00	596.76 582.76	3.3% 0.0%
New York Jets Baltimore Ravens	105.66 100.19	-4.2% 0.0%	344.41 258.94	5.00 ¹² 8.25 ¹⁶	3.00 ¹² 7.50 ³²	6.00 5.00	25.00 40.00	10.00 0.00	20.00 20.00	553.63 547.26	-4.1% 0.0%
Philadelphia Eagles* Pittsburgh Steelers*	98.69 83.97	6.1% 3.5%	217.48 238.75	8.50 ¹² 8.00 ²¹	4.50 ¹² 5.00 ²⁰	5.00 5.25	35.00 40.00	5.00 5.00	18.00 35.00	530.76 512.88	7.9% 9.5%
New Orleans Saints* Houston Texans	84.87 88.98	13.2% 0.0%	187.61 260.17	9.00 ¹⁶ 5.00 ¹²	4.75 ²⁰ 4.75 ²⁰	5.50 5.75	35.00 33.20	5.00 5.00	32.00 20.00	507.49 491.11	9.9% 1.8%
Minnesota Vikings [^] Green Bay Packers	88.53 85.61	12.5% 3.6%	201.21 251.12	7.75 ²⁰ 7.75 ¹⁶	4.50 ²⁰ 4.50 ²⁴	5.75 5.75	20.00 40.00	5.00 6.00	25.00 17.95	490.62 486.82	9.9% 4.4%
Denver Broncos*	87.96	4.4%	310.66	6.75 ¹⁶	4.50 ²⁰	4.75	30.00	5.00	19.95	482.22	5.2%
NFL AVERAGE	84.43	3.5%	252.06	7.45¹⁶	4.71²⁰	5.31	31.49	4.03	23.21	478.59	4.2%
San Diego Chargers* Seattle Seahawks	84.55 80.77	0.0% 13.4%	170.00 189.74	9.00 ²⁰ 8.00 ¹⁶	5.75 ¹⁶ 4.50 ²⁰	6.00 5.75	25.00 50.00	5.00 3.00	19.99 18.00	478.19 472.10	-0.2% 8.8%
Indianapolis Colts Atlanta Falcons	86.32 78.58	0.0% -6.0%	164.00 275.55	7.00 ¹⁶ 7.50 ¹⁶	5.50 ³² 6.50 ³²	5.25 5.50	20.00 20.00	0.00 0.00	18.00 20.00	458.27 437.33	0.0% -4.3%
Arizona Cardinals* St. Louis Rams	82.15 73.86	3.3% -0.8%	258.20 188.11	7.25 ¹² 4.50 ¹²	4.25 ²⁴ 5.00 ²²	4.00 4.25	14.00 20.00	3.00 5.00	20.00 28.00	436.09 427.44	5.3% -1.7%
Oakland Raiders* Kansas City Chiefs	64.80 68.38	0.0% 5.3%	138.93 202.25	10.75 ²⁰ 8.50 ¹⁶	4.50 ¹⁶ 4.75 ²⁰	6.75 5.75	35.00 27.00	5.00 0.00	25.00 29.99	420.70 419.50	4.7% 12.0%
Detroit Lions** Cincinnati Bengals	72.98 71.26	4.1% 3.3%	152.67 188.62	7.50 ¹⁶ 5.00 ¹⁴	5.00 ¹⁶ 5.00 ²⁰	6.00 5.00	11.00 26.00	0.00 5.00	25.00 20.00	411.94 411.04	5.0% 5.2%
Carolina Panthers Tennessee Titans	72.44 67.15	8.4% 2.9%	276.97 168.16	7.50 ²⁰ 7.00 ¹⁶	4.00 ²⁰ 4.00 ¹⁶	5.00 4.00	20.00 30.00	0.00 5.00	22.00 25.00	404.78 404.58	10.8% 2.9%
Tampa Bay Buccaneers Miami Dolphins**	63.59 65.16	0.0% -8.4%	222.31 186.71	7.50 ²⁰ 5.00 ¹²	4.50 ²⁰ 4.00 ²⁴	5.00 4.00	25.00 20.00	0.00 5.00	28.00 25.99	388.36 384.62	5.9% -6.1%
Buffalo Bills Cleveland Browns*	62.01 54.20	7.4% 0.0%	202.42 205.02	9.00 ²⁰ 5.00 ¹²	5.00 ²⁰ 4.25 ²⁴	5.50 6.00	25.00 25.00	0.00 3.00	25.00 25.00	383.05 348.80	4.7% 1.5%
Jacksonville Jaguars**	57.65	-2.3%	216.99	7.00 ¹⁶	4.00 ¹⁶	5.00	25.00	0.00	20.00	345.58	-1.5%

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) cheapest-priced draft beers, four (4) cheapest soft drinks, four (4) cheapest 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 size in ounces.

Notes:
*Prices for team were taken from team Web site and/or media reports, along with past TMR research. Averages were calculated by TMR. On-site reports were used for some concession information.
**These teams had retroactive changes to past information, which changed the percentage increase or decrease from the previous FCI.

Editor's Note: Some teams' percentage change may not match up to last year's pricing, because of retroactive changes to 2013 ticket and concession information. TMR used a modified 2012 average ticket price of \$81.57, rather than last year's listed average of \$81.54 for comparison's sake.

[^] San Francisco's percentage change is from its last season at Candlestick Park. The Niners are in their first season at Levi's Stadium. The Minnesota Vikings are playing at TCF Bank Stadium, on the University of Minnesota campus, while their new stadium is constructed.

2014 NFL Fan Cost Index®

Average ticket price up 3.5 percent to \$84.43; Fan Cost Index® rises 4.2 percent to \$478.52

We have a new FCI champion.

Now playing in brand-new Levi's Stadium, the San Francisco 49ers have the most expensive stadium to take a family of four, according to the 2014 NFL Fan Cost Index.®

Sorry, "Jerry World," you're No. 2 with no significant price changes from the Dallas Cowboys.

Some things are bigger than in Texas.

The estimated price for a family of four to attend a game in the Niners' new digs in Santa Clara, Calif. is \$638.50, a hefty, expected increase from their last season in San Francisco.

That includes an average non-premium ticket price of \$117, which is second only to the New England Patriots' \$122.

The 2014 average NFL ticket is \$84.43, a 3.5 percent increase from last season.

The average Fan Cost Index price is \$478.52, a 4.2 percent increase from last season.

You better bring some cash in those Levi's to drink at the NFL's newest stadium. The Niners' cheapest beer, as reported by the team, is \$10.25 (20 ounces), second only to Oakland's \$10.75 (20 ounces) for the most expensive in the NFL.

According to TMR research, eight teams now have average non-premium tickets more than \$100.

The New York Giants (\$111.69), Dallas (\$110.20), Chicago (\$108.44), New York Jets (\$105.66), Washington Redskins (\$102) and Baltimore Ravens (\$100.19) round out this "elite eight."

The FCI total, the cost to take a family of four to a sporting event, is comprised of four season tickets, two beers, four soft drinks, four hot dogs, parking, two programs and two adult-size hats. TMR uses the cheapest available options for everything but tickets in the FCI formula.

Premium tickets, as designated by the teams and TMR, are not included in this average. The average premium ticket is \$252.06, a 3.4 percent increase from last year's survey. New England tops the list with a \$566.67 average premium ticket.

Dallas is second in the FCI rankings at \$634.80, followed by New England (\$624.70), Washington (\$597.51) and Chicago (\$596.76).

Seventeen teams showed percentage increases in average ticket price, which is comprised of season ticket prices. Only four showed decreases of more than one percent and 11 teams stayed essentially flat.

The Jets raised prices in many sections, but reclassified a number of seats in their seating bowl, resulting in a 4.2 percent decrease, compared to the information they provided last season.

While it's not cheap to attend an NFL game in most cities, 18 teams have an average ticket under the league's average.

Cleveland continues to have the cheapest average ticket at \$54.20.

Conversely, the cheapest Niners' season ticket is \$85. They have just two seat sections under \$100. That's certainly not an anomaly among the higher-end teams.

The Cowboys have their party plaza seats, but the rest of their inventory starts just below \$100. The Giants start at \$85, the Redskins around \$76 (not including SRO) and the Bears at \$81. The cheapest seat in Lambeau Field, located in the smallest town in the NFL, is \$77.

Seattle raised prices by 13.4 percent after winning the Super

Bowl last season.

The Seahawks' average ticket of \$80.77 is still below the league average. Their FCI of \$472.10 is just below the league average as well.

Jacksonville

now has the cheapest FCI in the league at \$345.58. Their average ticket is \$57.65, down 2.3 percent from last season.

Having a cold one at an NFL stadium will cost you more than ever this season.

According to TMR research, the average beer is \$7.45 and the average size is 16 ounces. The beer average is made up of the cheapest available beer at each stadium. Numbers are compiled using team and concessionaire information, along with eyewitness accounts. The cheapest option doesn't always mean most readily available.

Fifteen teams have a cheapest beer option that costs more than the league average, led by Oakland and San Francisco.

St. Louis added a new pricepoint to give it the cheapest beer in the NFL, a \$4.50, 12-ounce option. Six teams have a cheapest beer that only costs \$5, Cincinnati, Cleveland, Houston, Miami, the Jets and the Giants. Those beers are also 12 ounces, except for Cincinnati, which has a 14-ounce option.

Editor's Note: Team Marketing Report contacts teams and concessionaires to make up the Fan Cost Index. When teams don't participate in the survey, TMR uses past information, team-supplied public ticket pricing information, reporting and media reports. Sometimes this results in retroactive changes to the previous season's information to show a correct percentage change.

Table I— Past FCI trends

Year	Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI
2013	\$81.54	\$7.05	\$4.48	\$5.07	\$30.57	\$3.71	\$21.60	\$459.65
2012	78.38	7.28	4.57	4.84	27.35	4.06	21.38	443.93
2011	76.47	7.13	4.40	4.78	25.92	4.03	16.55	427.42
2010	76.47	6.90	4.12	4.48	25.92	4.50	15.77	420.54