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## **MAJOR LEAGUE BASEBALL**

## **2007 ATTENDANCE ANALYSIS**

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# 2007 MAJOR LEAGUE BASEBALL ATTENDANCE

This report is an analysis of 2007 Major League Baseball regular season attendance, along with features about Major League attendance since 1900.

Highlights of this report include:

- An overview of 2007 Major League Baseball attendance, and comparison with recent seasons.
- Team-by-team analysis and highlights.
- Historical notes on how attendance has been affected by: pennant winning seasons; team relocations; new ballparks; World Series winners in two team markets.
- A section about multi-team markets (New York, Chicago, San Francisco/Oakland, Los Angeles).
- How 2007 attendance compares with attendance prior to the 1994 strike.
- Major League attendance history since 1900.

## SOURCES AND ATTENDANCE REPORTING GUIDELINES

All 1998-2007 attendance figures were obtained from the Major League Baseball Information System, and are for tickets sold. Tickets purchased, but never used, are included in attendance totals. All professional sports leagues in North America now use this method to compile official attendance. But until 1993, the National League only counted tickets sold and actually used, as their paid attendance. 'No-shows' didn't count in National League attendance figures through 1992. The American League did include 'no-shows' during this period.

Attendance from years prior to 1998 was obtained from Total Baseball -The Ultimate Baseball Encyclopedia – 8<sup>th</sup> Edition, published in 2004. This is a change from previous versions of this analysis which had primarily used figures listed in team media guides. As a result of this change, some data from 1900 through 1997, used in past versions of this report, has been revised. Other data was obtained from the annual ESPN Baseball Encyclopedia, edited by Pete Palmer and Gary Gillette, and from team media guides.

Occasionally, there are discrepancies in attendance figures listed by different sources, such as team media guides, the American League Red Book, the National League Green Book, and The Sporting News Complete Baseball Record Book.

Unlike some other leagues, Major League Baseball announced regular season attendance figures often do not include tickets that teams give away free. Announced attendance for post-season games is for all tickets distributed. That is why the listed attendance for sold out post-season games is almost always higher than listed attendance for sold out regular season games.

**NOTE: EXCEPT WHERE SPECIFICALLY MENTIONED, ALL TEAM ATTENDANCE FIGURES IN THIS REPORT ARE FOR HOME, REGULAR SEASON GAMES ONLY.**

This report was compiled, analyzed, and written by David P. Kronheim, Director of Marketing Research for Number Tamer, which is a marketing research service with clients in the sports industry.

### **NOTE TO LEAGUES, TEAMS, AND MEDIA**

You can download this report, and the 2007 Minor League Baseball Attendance Analysis, in PDF form, at [numbertamer.com](http://numbertamer.com). Go to the website's 'Samples' page for the PDF links to each report.

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**2007 ATTENDANCE OVERVIEW -- SUMMARY**

- Major League, American League, and National League total attendance all reached record highs in 2007!
- The Yankees set another American League record and led the Majors in attendance for the 5<sup>th</sup> straight year, drawing 4,271,083. They tied the record held by Toronto by topping 4 million for the third consecutive year.
- The Dodgers led the National League, with a team record 3,857,036, the 5<sup>th</sup> highest ever by an N.L. team.
- The Mets, Cubs, Tigers, Brewers, Cardinals, and Red Sox also set new team records.
- Milwaukee had the best increase in the Majors – 533,501.
- The Detroit Tigers posted a 451,202 gain, the biggest increase among American League teams.
- The Mets, up 474,414 in 2007, had their third straight increase of more than 470,000.
- Cleveland, Kansas City, Arizona, Colorado, Florida and Philadelphia were also up at least 200,000.
- Milwaukee's attendance rose 22.8%, the highest % gain of any team. Kansas City was up 17.8%.
- Florida drew only 1,370,511, which was the lowest total in the Majors. Yet Marlins attendance did rise 17.7%.
- Tampa Bay's attendance was 1,387,603, lowest in the American League. But this was up 1.1% from 2006, and was the best attendance for the Rays since 2000.
- The Chicago White Sox had the biggest decline in the Major Leagues, down 273,016 (9.2%).
- Washington, down 191,452, had the second worst drop in total attendance. Pittsburgh was the only other team that saw attendance fall more than 100,000. 5 teams had a decline of 200,000+ in 2006.
- Besides the White Sox, the worst % declines in 2007 were by Washington (8.9%), and Pittsburgh (6.0%).
- St. Louis had a sellout at every game for the second straight season.
- For the 4<sup>th</sup> consecutive year, the Red Sox sold out every home game. Their sellout streak stands at 388.
- The Yankees averaged 52,729 per home date, and St. Louis, the Angels, the Dodgers, Cubs and Mets topped 40,000 per date.
- A record tying 10 teams surpassed 3 million in home attendance in 2007. 8 teams reached 3 million in 2006, while 6 teams exceeded that mark in 2005.
- 16 teams surpassed 2.5 million in 2007, and a record tying 24 teams topped 2 million in home attendance.
- 7 of the 8 teams that made the playoffs in 2007 had increases. The Angels were the exception.
- The Dodgers topped 2 million for the 35<sup>th</sup> consecutive season, and drew 3 million for the 22<sup>nd</sup> time. Baltimore drew 2 million+ for the 19<sup>th</sup> straight year, the longest such streak for an American League club.
- Pittsburgh is the only recent non-expansion team whose current all-time attendance record was set in a year when they had a losing record. The Pirates set their high mark in 2001, the year PNC Park opened. (Florida, Colorado, Tampa Bay, Washington, and Arizona, each set their records in their first season.)
- Attendance has surpassed all levels reached prior to the 1994 strike. The record-high average attendance per date of 32,785 in 2007 beats the mark of 31,337 set in 1993. If 1998 expansion teams Tampa Bay and Arizona are excluded, the 2007 average for the 28 franchises that operated in 1993 rises to 33,491 per date.
- The 28 post-season games drew a total of 1,256,105, an average of 44,861 per game.

**2007 ATTENDANCE OVERVIEW****Major League Baseball attendance was an all-time high 79,503,175 in 2007!**

Attendance reached a record high for the 4th year in a row in 2007. A record-tying 10 teams surpassed 3 million in home attendance, while 16 teams drew at least 2.5 million.

**LEAGUE ATTENDANCE - 2007 vs. 2006**

- **2007 American League attendance rose 2.7% to a league record high 35,389,658, up 925,489.**
- **National League 2007 attendance increased 2,534,899 (6.1%) to 44,113,517, also a record high.**
- 10 of the 14 teams in the American League had higher attendance in 2007 than in 2006, while 12 of the 16 National League teams had gains.

**2007 HAD ONE OF THE BIGGEST ATTENDANCE INCREASES**

Attendance increased 3,460,388 from the previous record high set in 2006. It was the 4<sup>th</sup> largest increase in total attendance in a non-expansion year, or in a year that did not follow a season shortened either by a strike, or by World War I. 2007 was also the 4<sup>th</sup> year in a row that a new record was set. Attendance is up more than 11.9 million from 2003. Since 1996, attendance has increased by 19.4 million, with two more teams playing now.

**LARGEST INCREASES IN MAJOR LEAGUE ATTENDANCE**

(Non-expansion years, full season the previous year)

**BY TOTAL ATTENDANCE** (since 1901)

<u>Year</u>	<u># Increase</u>
1946	7,682,166
2004	5,454,572
1987	4,505,303
<b>2007</b>	<b>3,460,388</b>
1997	3,071,308
1979	2,913,512
1966	2,740,209

**BY % INCREASE** (since 1946)

<u>Year</u>	<u>% Increase</u>
1946	70.86%
1966	12.21
1954	10.79
1959	9.64
1987	9.48
2004	8.07
1947	7.29

The 2002 attendance decline of 4,558,769 was the biggest loss for any season that was not shortened by a strike. On a percentage basis, attendance dropped 6.30% from 2001.

**LARGEST DECLINES IN MAJOR LEAGUE ATTENDANCE** (Full Seasons)**BY TOTAL ATTENDANCE** (since 1901)

<u>Year</u>	<u># Decline</u>
2002	4,558,769
1950	2,752,388
1914	1,903,348
1931	1,665,155
1952	1,493,632
1932	1,492,541

**BY % DECLINE** (since 1946)

<u>Year</u>	<u>% Decline</u>
1950	13.62%
1952	9.26
1951	7.65
2002	6.30
1961	5.11
1968	4.96

Prior to 1946, attendance fluctuated much more on a percentage basis. It fell over 15% in 4 full seasons, led by a 29.9% drop in 1914. Attendance was up more than 15% in 7 seasons, led by a gain of 39.6% in 1920.

## **2007 ATTENDANCE OVERVIEW**

### **AVERAGE ATTENDANCE PER HOME DATE**

**The Major League average attendance per home date was a record high 32,785 in 2007, up 1,362 from the 2006 average per date of 31,423. Games played in American League parks averaged a record high 31,318 in 2007, up 899 from the 30,419 average in 2006. National League home games in 2007 had a record high average attendance of 34,064, up 1,757 from the average of 32,307 in 2006.**

The Yankees led the Majors with an average per game of 52,729, the second highest average ever for a full season. Colorado set the record in 1993. Los Angeles (47,618) had the top average in the National League, followed closely by the Mets (47,580). The Angels, Cubs, and Cardinals also topped 40,000 per home date.

23 of the 30 teams had increases in average attendance per home date. Milwaukee had the biggest increase in average, up 6,587. Detroit was up 5,570. The White Sox, down 3,370, had the worst decline. Texas played two fewer home dates in 2007 than in 2006. Their total attendance fell, but their average per date was up.

### **AVERAGE SEASON ATTENDANCE PER TEAM**

The 30 Major League teams had a record best, combined average season attendance of 2,650,106 per team in 2007, breaking the mark of 2,534,760 per team set in 2006. Prior to 2006, the record average attendance per team was set in 1993, when the 28 teams existing at that time averaged 2,509,159.

### **ROAD ATTENDANCE LEADERS**

The World Champion Boston Red Sox led the Majors in road attendance in 2007, drawing 3,130,043 away from Fenway Park. The Chicago Cubs (2,920,333) were the top road draw in the National League. The all-time record for Major League road game attendance is 3,308,666 by the 2004 Yankees. Cincinnati had held the previous road attendance record (3,016,074), set in 2000.

### **PRO BASEBALL ATTENDANCE SURPASSES 130 MILLION**

Not only did the Major Leagues set an all-time attendance record in 2007, but new records were reached in the minor leagues as well. Attendance for minor leagues affiliated with Major League Baseball was a record high 42,812,812 in 2007. Independent minor leagues drew an all-time record 8,485,921. So the 2007 regular season combined professional baseball attendance was a record high 130,801,908.

### **POSITIVE NEGATIVES**

Only 8 teams had a decline in total attendance in 2007. This is the smallest number of teams showing a decline since 1987, when just 6 of the 26 teams playing at that time had lower attendance than in 1986.

The Chicago White Sox had the biggest decline in 2007, as their attendance fell 273,016. The last year that the team with the worst drop in attendance had a smaller loss (not counting years where the previous season was shortened greatly by a strike) came in 1973. That year, the Mets had the largest dip (221,795). The 1972 season was one week shorter due to a strike. Ironically, the Mets won the National League championship in 1973.

If you compare two seasons that were not shorter for any length, it's been 48 years since the team with the biggest decline for the year, had a smaller loss than the White Sox did in 2007. In 1959, the Milwaukee Braves had the year's worst decline in the Major Leagues. Their attendance fell 221,989. Two years earlier, the Brooklyn Dodgers, in their final season in New York, had the biggest loss in the Majors, as their attendance dipped 185,304.

The White Sox also suffered the biggest percentage loss in 2007, down 9.2%. The last time not even one team had a drop of at least 10% was in 1946, when all 16 teams operating at that time had increases. 1946 is the only year that followed a year with a full schedule, where every Big League team achieved an attendance increase.

**2007 ATTENDANCE OVERVIEW****FIVE YEAR GROWTH RATE**

Major League Baseball has experienced a 17.2% increase in attendance since 2002. Total attendance is up 11,643,999 since that season. 22 teams had higher attendance in 2007 than in 2002.

Detroit had the largest gain over the past 5 years, up 1,543,516 (102.7%). Philadelphia, up 1,490,184 (92.1%), had the best increase in the National League. The White Sox, Angels, and Mets also had increases of more than one million since 2002, with the Yankees and Milwaukee posting gains of more than 800,000. Washington's attendance was more than 1.2 million higher than in 2002, when the team played in Montreal.

Arizona has suffered the biggest decline in attendance since 2002, down 875,312 (27.3%). Seattle's attendance has fallen 867,997 (24.5%), while Baltimore is down 518,095.

**THREE YEAR GROWTH RATE**

2004 was the first year of Major League Baseball's current 4 year streak of record setting seasons. Attendance is up nearly 6.5 million since then, and some teams have posted huge increases during this period.

The New York Mets have seen their attendance rise by more than 1.5 million since 2004. Detroit has achieved a 1,130,135 gain during this period, while Milwaukee is up 806,762. The Chicago White Sox, New York Yankees, Cleveland, Toronto, Atlanta, and St. Louis all had increases surpassing 400,000 for 2007 vs. 2004.

Baltimore's attendance has fallen 582,751 since 2004, the biggest drop in the Majors over the past 3 years. The decline can be attributed to 10 consecutive losing seasons, and the arrival of a team in Washington in 2005. The Orioles estimate that about 20-25% of their attendance prior to 2005 came from the Washington area. Florida's attendance has dropped more than 350,000 since 2004.

**3 MILLION HAS BECOME ROUTINE**

The 1978 Dodgers were the first team to top 3 million in attendance. In 1988, Minnesota was the first American League team to draw 3 million. That mark has now been reached 41 times by American League teams, and 76 times in the National League. In 2007, Detroit drew 3 million for the first time. 20 of the 30 Major League teams have drawn 3 million at least once, and the Yankees, Toronto and Colorado have surpassed 4 million in a season. In both 2007 and 2000, a record high of 10 teams reached 3 million. 8 teams topped this mark in 2006.

**"3 MILLION" SEASONS**

<u># Seasons</u>	<u>Teams</u>	<u># Seasons</u>	<u>Teams</u>
22	Los Angeles Dodgers	5	Seattle, Toronto, L.A. Angels
11	St. Louis	4	Houston, N.Y. Mets, Chicago Cubs
9	Baltimore, Colorado, N.Y. Yankees	3	Arizona, Philadelphia
8	San Francisco	1	Minnesota, Florida, San Diego, Detroit
6	Cleveland, Atlanta		

**BIG DAYS IN 2007**

The best day of attendance in Major League history was on July 28, 2007, when 717,478 tickets were sold for the 17 games played that day. (There were two, separate-admission day/night doubleheaders.) Average attendance per game for that day was 42,205. 5 of the 15 best attendance days in Major League history occurred in 2007.

The largest crowd of 2007 was 56,438 on May 20, at Shea Stadium, as the Mets hosted the Yankees.

**2007 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE****YANKEES SET AMERICAN LEAGUE ATTENDANCE RECORD ONCE AGAIN**

**For the 3<sup>rd</sup> year in a row, The New York Yankees set an American League attendance record, as they drew 4,271,083 in 2007!** It broke the league record of 4,243,780 that the Yankees set in 2006, and was the second highest season total ever. The Yankees and Toronto are the only teams that have surpassed 4 million for three consecutive years. Colorado is the only other team to ever top 4 million. The Rockies hold the all-time Major League attendance mark, drawing 4,483,350 in 1993 to Mile High Stadium, where capacity was nearly 80,000.

**This was the 5<sup>th</sup> consecutive year that the Yankees led the Majors in attendance, and it also was the 9<sup>th</sup> straight year they've topped 3 million.** They've exceeded 2 million in 31 seasons, which is more than any American League team. The Yankees have had 7 straight years of attendance increases, and in each of those years, they set a new team record. They've also posted gains in 12 of the last 13 seasons. There were 50 sellouts at Yankee Stadium in 2007, including 32 of the final 34 games of the year. Attendance was less than 50,000 at only 8 games, and just one game had attendance below 40,000. The Yankees have a current streak of 63 straight regular season games where attendance has exceeded 50,000.

2003 was the first time since 1981 that the Yankees led the American League in attendance. From 1920 to 1981, the Yankees had the best attendance in the American League 41 times, and led the Major Leagues 16 times.

Yankee Stadium, originally built in 1923, and extensively rebuilt in 1976, will be in its final year in 2008.

**YANKEES ACHIEVE SECOND HIGHEST COMBINED HOME AND ROAD ATTENDANCE IN HISTORY**

The Yankees had a combined home and road total attendance of 7,249,289 in 2007. That was the second highest combined home/road total ever. They played in front of 41 sellout crowds on the road, along with the 50 sellouts at home. In 2006, the Yankees set a record for combined home and road attendance by a Major League team, with a total of 7,325,051. Prior to 2006, the Major League combined total record was 7,178,421, by the 1993 Colorado Rockies. The old American League record was 7,088,291 by the Yankees in 2005.

**FOR BOSTON: ANOTHER CHAMPIONSHIP, ANOTHER ATTENDANCE RECORD, ANOTHER SELLOUT YEAR**

**The World Champion Boston Red Sox sold out every game again in 2007. They also achieved a team attendance record for the 8<sup>th</sup> consecutive year, and had an increase for the 10<sup>th</sup> straight time. No other team in Major League history has ever had such a long streak of consecutive yearly increases or consecutive record-setting seasons. Red Sox attendance was 2,971,025 in 2007.**

**Boston has sold out 388 consecutive regular season games, the second longest sellout streak in Major League history.** Four other franchises have had 'sellout seasons': Colorado (1996); San Francisco (2000); St. Louis (2006-07); Cleveland (1996-2000). For 5 full seasons, and 455 straight games, every game was sold out at Jacobs Field in Cleveland. That streak ran from June 12, 1995, through Opening Day of 2001.

The longest sellout streak in professional baseball is 565 by the Minor League Class A Dayton Dragons of the Midwest League. Every game in that team's history, from Opening Day 2000, through the end of 2007, has been a sellout. The Portland Trail Blazers of the National Basketball Association have the longest sellout streak in North American professional sports. They sold out 814 consecutive games between 1977 and 1995.

It's hard to imagine it these days, but back in the early 1960's, the Red Sox really struggled at the gate. Between 1961 and 1966, the Red Sox never drew over 950,000. Attendance fell to a postwar low 652,201 in 1965. The 'Impossible Dream' pennant winning season of 1967 changed everything. Attendance that year was an American League best 1,727,832. It was the first time since 1915 that Boston led the American League in attendance. Starting in 1967, despite playing in a ballpark, which at that time, had the smallest seating capacity in the Majors, the Red Sox have drawn at least 1.4 million in every full season, and have topped 2 million 24 times. Since 1986, the only season in which the Red Sox did not draw at least 2 million, was strike-shortened 1994.

Fenway Park's capacity has slowly been increased, and about 800 seats will be added for the 2008 season.

**2007 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE****TIGERS TOP 3 MILLION FOR THE FIRST TIME**

**The Detroit Tigers set a new team attendance record in 2007, drawing 3,047,139. This broke their old record of 2,704,794, which was set in 1984, their last World Championship year. There were 41 sellouts at Comerica Park. Attendance was up 451,202, the biggest increase among American League teams. This is the first time the Tigers have ever drawn more than two million for 3 consecutive years.**

It's been quite a comeback for the Tigers over the past four years, both on the field, and at the gate. In 2003, the Tigers had a record of 43 wins and 119 losses, one of the worst seasons in Major League history. Their attendance was just 1,368,285. That's a remarkably low figure, considering that they played in a ballpark that had opened only three years earlier.

But what a turnaround the Tigers had by 2006. They went 95-67, won the American League championship, and had the second best attendance increase (571,452) in the Majors. In 2007, their attendance was 123% higher than in 2003.

**ORIOLES UP SLIGHTLY, BUT HAVE CATCHING UP TO DO**

The last time the Orioles had a winning season was in 1997. But from 1990 through 2005, attendance had topped 2.5 million every year, except 2003, and exceeded three million in 9 of 10 seasons between 1992 and 2001. Baltimore had the highest total attendance of any team in the 1990's. They have surpassed 2 million for 19 years in a row, and have reached 2.5 million 15 times. Both these marks are American League records.

But attendance has taken a dip recently. In 2006, the Orioles had the worst decline in the American League, and drew 2,153,139. That was their lowest total since 1988, when they still played at old Memorial Stadium. The 2005 relocation of the Montreal Expos to Washington, just 40 miles away, is also a factor in the declining attendance. Before then, an estimated 20-25% of Orioles attendance was from the Washington area. Attendance was up 11,683 in 2007.

Baltimore once had a reputation as a bad baseball city. The Orioles won 4 pennants and 2 World Series between 1966 and 1971. But their highest attendance in those years was just 1,203,366 in 1966. There was a team in Washington during that period as well.

**DESPITE THE SNOW, CLEVELAND HAD A BETTER YEAR**

A huge April snowstorm in Cleveland wiped out the first homestand of the year for the Indians. A three game series was moved to Milwaukee, where a three game total of 52,496 fans took advantage of discounted tickets. The Indians were also designated as the home team for one game of a double-header in Seattle. But despite this difficult start, the Indians made the playoffs, had their highest attendance since 2002, and achieved the second best increase in the American League (277,980).

Cleveland's 2007 attendance of 2,275,916 was up more than 500,000 from 2003. But this can't compare with the incredible streak that began soon after the Indians moved into Jacobs Field. 455 straight games between June 12, 1995, and Opening Day 2001, were sold out. That is the Major League record for consecutive sellouts.

In 1948, the Indians were owned by master promoter Bill Veeck, and they set a new Major League attendance record, drawing 2,620,627. But the team and its attendance later went into a long decline. Between 1956 and 1985, the Indians had just 8 seasons with a winning record. Attendance topped one million only 5 times, and surpassed 1.1 million just twice. Cleveland didn't lead the Majors in attendance again until 2000.

**WHITE SOX HAVE WORST DECLINE FOR 2007**

The Chicago White Sox had the Major League's biggest dip in attendance in 2007. Attendance fell 273,016 (9.2%) from the team record high set in 2006. But the 2007 total was still the third best in team history.



**2007 ATTENDANCE -- TEAM HIGHLIGHTS** – AMERICAN LEAGUE**FOUR SEASON STREAK SNAPPED BY ANAHEIM**

Whether they were called the Anaheim Angels, the Los Angeles Angels, or the Los Angeles Angels of Anaheim, they set attendance records every year from 2003 to 2006. Attendance fell very slightly in 2007. But the Angels still topped 3 million for the 5<sup>th</sup> consecutive season. They've also surpassed 2 million 24 times since 1979.

**A SMALL GAIN IN MINNESOTA**

The Twins had a small attendance increase in 2007. They drew nearly 2.3 million, which was the third highest figure in team history. It was also the first time since 1991-93 that the Twins have surpassed two million in attendance for 3 straight years. In 1988, the Twins became the first American League team to draw 3 million.

**ROYALS POST A GOOD GAIN**

Kansas City had the third lowest attendance in the Majors in 2007. But it still was up 17.8%, which was the best % gain for 2007 among American League teams. The Royals drew more than two million in 11 seasons between 1978 and 1991, but they haven't done it since.

**OAKLAND HOPES FOR A NEW PARK**

The A's had a slight decline in 2007, and posted their lowest attendance since 2002. They have plans for a very hi-tech ballpark to be built somewhere in the East Bay area within the next three or four years.

**SEATTLE POSTS FIRST GAIN SINCE 2002**

Mariners attendance is down more than 800,000 from the peaks it reached in 2001 and 2002. But after four straight seasons of declines, the Mariners had a gain of 191,110 in 2007. This is a team that really struggled at the box office from its inception in 1977, until the mid-1990's. The Mariners failed to draw one million in 6 of their first 8 seasons, had the worst attendance of any team during the 1980's, and did not reach 1.5 million until 1990. But they've attracted at least 2.4 million every year since 1996, and have topped 3 million during five seasons.

**CAN A NEW NAME HELP TAMPA BAY?**

The Tampa Bay Devil Rays will officially be called the Rays in 2008. Tampa Bay has never won more than 70 games in a season, and has had the worst attendance in the American League for 7 straight years. 2007 was their best year at the gate since 2000, and for the first time in team history, they've had increases in two consecutive seasons. In 2007, the Devil Rays played one regular-season series at Disney World of Sports near Orlando. But the three games at the Atlanta Braves Spring Training ballpark only drew a combined total of 26,917.

**TEXAS STAYS CONSISTANT**

The rainy summer of 2007 in Texas was a cause of a small decline at the gate for the Rangers. This team has drawn at least 2 million for 12 straight years, and in 18 of the last 19 seasons.

**COMEBACK CONTINUES IN TORONTO**

In 1991, Toronto became the first team to draw 4 million in a season. They also topped that mark in their World Series winning seasons of 1992 and 1993. But following the 1994 strike, attendance took a huge hit, falling to a low of 1,636,904 in 2002. Since then, the Blue Jays have enjoyed five straight years of growth, with attendance reaching 2,360,648 in 2007, their best total since 1998.

**2007 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE****DODGERS BEST IN THE NATIONAL LEAGUE AGAIN AND AGAIN**

**The Dodgers topped the National League in home attendance for the 26<sup>th</sup> time in the 50 seasons since they moved to Los Angeles in 1958. Their total of 3,857,036 was a team record, and also ranked as the 5<sup>th</sup> highest attendance ever by a National League club. This was the largest season total for a National League team since Colorado drew 3,888,453 in 1997. Dodger attendance has increased for 7 straight years, which is the longest such streak in National League history.**

For the 22<sup>nd</sup> time since 1978, and for the 12<sup>th</sup> consecutive year, the Dodgers topped 3 million. Dodger attendance has been more than one million for 63 consecutive seasons, has been in excess of 2 million in each of the last 35 years, and 43 times overall, and has topped 2.5 million 34 times. These are all Major League records. In 2007, the Dodgers became the first club whose attendance in the history of the franchise reached 175 million.

**ANOTHER HUGE GAIN AND ANOTHER TEAM RECORD FOR THE METS**

**The Mets set a team record for the second year in a row, drawing 3,853,949. This was the 6<sup>th</sup> highest attendance ever by a National League team.** Shea Stadium crowds exceeded 50,000 at 38 games in 2007. It was the 10<sup>th</sup> consecutive year that the Mets topped 2 million.

For the third straight year, attendance increased by more than 470,000. The Mets had the biggest gain among National League teams in both 2005 and 2006, and the second best gain in both the National League, and the Majors, in 2007. The 2008 season will be the last at Shea Stadium, as Citi Field will open in 2009.

**CUBS SET A WINDY CITY HIGH**

They schedule fewer night games than any team, their ballpark is fairly small, and early-season weather can be rough. **But the Chicago Cubs drew 3,252,462 in 2007, an all-time record high for the team, and for Chicago. This was the 4<sup>th</sup> straight year the Cubs have drawn at least 3 million.** The 2007 average paid crowd at Wrigley Field was 40,154, which is close to a sellout. Wrigley Field was expanded slightly for 2007.

The Cubs have topped 1.8 million in attendance every year since 1984. They have surpassed 2 million in every non-strike-shortened season since 1987, and have reached 2.5 million for 10 straight years. But the Cubs used to really struggle at the gate. Between 1953 and 1967, they never drew one million. In 5 of those seasons, attendance failed to reach 700,000.

Earlier in team history, the Cubs were quite successful. In 1927, they became the first National League team to draw one million, a level they saw every year through 1931. They attracted a then-Major League record total of 1,485,166 in 1929. That mark was not topped by any team until 1946. The only other teams that drew over one million in a season until 1940 were the New York Yankees (9 times), Detroit (3 times), and Brooklyn (once).

**BREWERS HAVE A WINNING YEAR ON THE FIELD, AND A RECORD YEAR AT THE GATE**

In 2007, the Milwaukee Brewers had their first winning record since 1992. **They also set a team record in attendance, drawing 2,869,144, breaking the mark they set in 2001, which was their first year in Miller Park. The total attendance increase from 2006 (533,501), and the percentage gain (22.8%), were the best in the Major Leagues in 2007.** Brewers attendance has increased in each of the last 4 years. There were 31 sellouts at Miller Park in 2007, breaking the previous record of 20. During the 28 years the Brewers played in the American League (1970-97), they drew 2 million just once. They've done it 5 times since joining the National League in 1998.

Major League Baseball first came to Milwaukee in 1953, when the Boston Braves moved there. The team was a huge hit in Wisconsin. In 1954, they became the first National League team to draw 2 million, a mark they reached for 4 consecutive years. Then attendance took a huge dive, falling from 2,215,404 in 1957 to 766,921 in 1962. The Braves moved to Atlanta in 1966. But Milwaukee got a new team in 1970, when the Seattle Pilots moved to Milwaukee and became the Brewers.

## 2007 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE

### ST LOUIS KEEPS SELLING OUT

**It was another sellout season in St. Louis. The Cardinals drew an all-time high 3,552,180, which is the 12<sup>th</sup> highest mark in National League history, and all 81 games were sold out. The Cardinals are the 5<sup>th</sup> franchise to ever sell out a season. They've drawn 3 million for the last 4 seasons, and in 9 of the last 10 years. Cardinals' attendance has been above 2 million in every full season since 1982.**

2007 was the 11<sup>th</sup> time that St. Louis has topped 3 million. They've surpassed 2.5 million 18 times, and have been above 2 million for 26 seasons. Only the Dodgers have reached these levels more often.

In 2006, the Cardinals became the first team since the 1923 New York Yankees to win the World Series in the same year that they opened a new ballpark. Yet their attendance fell 131,834 from 2005, even though every game was sold out. There is a catch to this statistic however. New Busch Stadium has a lower seating capacity than Busch Stadium II. Also, the full capacity of the new park was not reached until late June when construction was finished, and the seats in left field were finally available for sale.

### ARIZONA'S ATTENDANCE JUMPS

The Diamondbacks made the playoffs in 2007, and attendance rose 233,224 to more than 2.35 million. But this is still well below the 3,600,412 they drew in 1998, their first season.

### IN ATLANTA: BRAVES DON'T FINISH FIRST; CROWDS INCREASE AGAIN

The Atlanta Braves finished in first place in every full season from 1991 through 2005. But despite all the winning, Atlanta's attendance had declined for 7 straight years through 2004. The Braves have missed the playoffs for the past two seasons, but have had 3 consecutive attendance increases. They've topped 2 million in each of the last 17 seasons. From 1972 through 1981, Atlanta's attendance reached one million just once. They set their all-time high in 1993, when they drew 3,884,725, the 4<sup>th</sup> highest National League figure ever. Attendance has fallen more than 1.1 million since then, despite the team moving into Turner Field in 1997.

### IT'S BEEN A LONG TIME SINCE THE REDS SET THEIR RECORD

The Cincinnati Reds highest season attendance was in 1976, during the days of the Big Red Machine championship teams. They are the only Major League team whose current record-high attendance mark was set prior to 1988. They did draw more than 2 million every year from 1973 through 1980. That was quite an achievement for a team in a small market during the days when the National League only counted in-stadium attendance, and did not include 'no-shows.' Reds attendance fell 3.6% in 2007.

### WILL THEIR FIRST PENNANT PAY OFF AT THE GATE FOR COLORADO?

The Rockies were in the World Series for the first time in 2007. Attendance from an extra home game vs. San Diego, played to determine the National League wild-card team, is included in regular season totals.

Rockies attendance rose 271,888 to 2,376,250. But this is way below the all-time Major League record the Rockies set in 1993, their first season, when they drew 4,483,350, and averaged 56,751 per home date. This record is unlikely to be surpassed anytime in the near future. In 1993 and 1994, the Rockies played at Mile High Stadium, which had a capacity of around 80,000. In 1994, the Rockies were drawing even better than in 1993, averaging 58,598 per date, when the strike ended the season in August. In their two seasons at Mile High Stadium, the Rockies had crowds of better than 60,000 at 52 games, and topped 70,000 at 21 games.

Colorado topped 3 million in each of the team's first 9 years, and led the Majors in attendance every year from 1993 through 1999. The Rockies have the 3 highest season attendance totals in National League history.

## 2007 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE

### FLORIDA'S ATTENDANCE RISES, BUT IT'S STILL THE WORST

For the second straight year, the Marlins finished at the bottom of the Major League attendance standings. Attendance did rise a bit over 200,000 (17.7%), to 1,370,511. The Marlins drew over 3 million in their first season (1993), but have topped 2 million just once since then, despite winning two World Championships. They still hope to get a new ballpark by 2011. A proposed retractable-roof stadium on the site of the soon-to-be-demolished Orange Bowl is getting serious consideration.

### ASTROS OVER 3 MILLION AGAIN

Astros attendance was essentially flat in 2007, but it did surpass 3 million for the third time in the last 4 years. They've topped 2 million in each of the last 11 seasons. The Astros first drew 2 million in 1965, the year they became the first team to play indoors, as the Astrodome opened.

### A BIG GAIN IN PHILLY

The Phillies saw their attendance go up 406,510 to more than 3.1 million, their third highest total ever. Attendance often fluctuated greatly from year to year when the Phillies played at Veterans Stadium. But there has been a significant overall rise in attendance for Philadelphia since they moved to Citizens Bank Park in 2004.

### PIRATES SLIP

You get a spectacular view of downtown Pittsburgh from PNC Park, but not all that many fans have been enjoying it. The Pirates had the second worst attendance in the National League in 2007. They've drawn over 2 million just 3 times in team history, and only once since 1991. Only expansion teams Tampa Bay and Florida, who began play in the 1990's, have reached this level less often than the Pirates. The last year the Pirates had a winning record was 1992.

### PADRES JUST MISS THE PLAYOFFS, BUT DRAW WELL

It was an agonizing final weekend of the season for the Padres, as they couldn't close the deal on the National League West or wild-card. But attendance did rise 4.9% to 2,790,074, the third best total ever in San Diego. The Padres have attracted at least 2 million fans for 12 straight years.

### BARRY STILL PACKED THEM IN FOR THE GIANTS

No matter what anyone thinks of Barry Bonds, he put people in the seats. The Giants had a losing season, but still drew more than 3.2 million in 2007, their 8<sup>th</sup> straight year above 3 million. The only other teams to achieve such a long streak of attendance above 3 million are the Dodgers (1996-2007), Colorado (1993-2001), and the New York Yankees (2000-2007). The Giants had topped 2 million only 3 times until they moved into AT&T Park in 2000.

In 2001, the Giants had the National League's highest attendance for the first time since 1944. Between 1902 and 1944, the New York Giants had the best N.L. attendance 24 times. The Giants topped the National league in attendance again in both 2002 and 2003.

### NATIONALS HAVE A LOSS IN FINAL R.F.K. STADIUM SEASON

Washington Nationals attendance fell 191,452, which was the second worst decline in the Majors in 2007. Their attendance is down more than 750,000 from 2005, which was the year the team moved from Montreal to Washington. But attendance is expected to rise sharply in 2008, as the Nats move into their new ballpark.

## MAJOR LEAGUE BASEBALL HOME ATTENDANCE - 2007 vs. 2006

### AMERICAN LEAGUE

TEAM	# DATES	2007 ATTENDANCE	2007 AVG/DATE	2006 ATTENDANCE	2007 vs. 2006	
					# DIFFERENCE	% CHANGE
Baltimore	80	2,164,822	27,060	2,153,139	11,683	0.5
Boston	81	2,971,025	36,679	2,930,588	40,437	1.4
Chicago White Sox	81	2,684,395	33,141	2,957,411	(273,016)	(9.2)
Cleveland	80	2,275,916	28,449	1,997,936	277,980	13.9
Detroit	81	3,047,139	37,619	2,595,937	451,202	17.4
Kansas City	81	1,616,867	19,961	1,372,638	244,229	17.8
L.A. Angels - Anaheim	81	3,365,632	41,551	3,406,790	(41,158)	(1.2)
Minnesota	81	2,296,347	28,350	2,285,018	11,329	0.5
New York Yankees	81	4,271,083	52,729	4,243,780	27,303	0.6
Oakland	81	1,921,834	23,726	1,976,625	(54,791)	(2.8)
Seattle	81	2,672,485	32,994	2,481,375	191,110	7.7
Tampa Bay	81	1,387,603	17,131	1,371,963	15,640	1.1
Texas	79	2,353,862	29,796	2,388,757	(34,895)	(1.5)
Toronto	<u>81</u>	<u>2,360,648</u>	<u>29,144</u>	<u>2,302,212</u>	<u>58,436</u>	<u>2.5</u>
American Lea. Total	1,130	35,389,658	31,318	34,464,169	925,489	2.7

### NATIONAL LEAGUE

Arizona	81	2,325,413	28,709	2,092,189	233,224	11.1
Atlanta	81	2,745,210	33,891	2,550,524	194,686	7.6
Chicago Cubs	81	3,252,462	40,154	3,123,215	129,247	4.1
Cincinnati	81	2,058,593	25,415	2,134,633	(76,040)	(3.6)
Colorado	82	2,376,250	28,979	2,104,362	271,888	12.9
Florida	81	1,370,511	16,920	1,164,134	206,377	17.7
Houston	81	3,020,405	37,289	3,022,763	(2,358)	(0.1)
Los Angeles	81	3,857,036	47,618	3,758,545	98,491	2.6
Milwaukee	81	2,869,144	35,422	2,335,643	533,501	22.8
New York Mets	81	3,853,949	47,580	3,379,535	474,414	14.0
Philadelphia	81	3,108,325	38,374	2,701,815	406,510	15.0
Pittsburgh	79	1,749,142	22,141	1,861,549	(112,407)	(6.0)
St. Louis	81	3,552,180	43,854	3,407,114	145,066	4.3
San Diego	81	2,790,074	34,445	2,659,754	130,320	4.9
San Francisco	81	3,223,217	39,793	3,129,785	93,432	3.0
Washington	<u>81</u>	<u>1,961,606</u>	<u>24,217</u>	<u>2,153,058</u>	<u>(191,452)</u>	<u>(8.9)</u>
National Lea. Total	1,295	44,113,517	34,064	41,578,618	2,534,899	6.1
Major League Total	2,425	79,503,175	32,785	76,042,787	3,460,388	4.6

Attendance comparison for 2007 vs. 2006 is based on total home attendance for each year, regardless of the number of home dates.

In 2007, Cleveland drew a total of 52,496 for 3 home dates in Milwaukee. Tampa Bay drew 26,917 for 3 home dates in Orlando.

SOURCE: Major League Baseball Information System

**HISTORICAL NOTES****MAJOR LEAGUE BASEBALL - TEAM SEASON ATTENDANCE RECORDS**

<u>TEAM</u>	<u>BEST ATTENDANCE</u>	<u>YEAR</u>
<b><u>AMERICAN LEAGUE</u></b>		
Baltimore	3,711,132	1997
Boston	<b>2,971,025</b>	<b>2007</b>
Chicago White Sox	2,957,411	2006
Cleveland	3,468,456	1999
Detroit	<b>3,047,139</b>	<b>2007</b>
Kansas City	2,477,700	1989
Minnesota	3,030,672	1988
L.A. Angels of Anaheim	3,406,790	2006
New York Yankees	<b>4,271,083</b>	<b>2007</b>
Oakland	2,900,217	1990
Seattle	3,540,482	2002
Tampa Bay	2,261,158	1998
Texas	2,945,228	1997
Toronto	<u>4,057,947</u>	1993
<b>AMERICAN LEAGUE TOTAL</b>	<b>35,389,658</b>	<b>2007</b>
<b><u>NATIONAL LEAGUE</u></b>		
Arizona	3,600,412	1998
Atlanta	3,884,725	1993
Chicago Cubs	<b>3,252,462</b>	<b>2007</b>
Cincinnati	2,629,708	1976
Colorado	4,483,350	1993
Florida	3,064,847	1993
Houston	3,087,872	2004
Los Angeles	<b>3,857,036</b>	<b>2007</b>
Milwaukee	<b>2,869,144</b>	<b>2007</b>
New York Mets	<b>3,853,949</b>	<b>2007</b>
Philadelphia	3,250,092	2004
Pittsburgh	2,436,126	2001
St. Louis	<b>3,552,180</b>	<b>2007</b>
San Diego	3,016,752	2004
San Francisco	3,277,244	2001
Washington	<u>2,731,993</u>	2005
<b>NATIONAL LEAGUE TOTAL</b>	<b>44,113,517</b>	<b>2007</b>
<b>MAJOR LEAGUE TOTAL</b>	<b>79,503,175</b>	<b>2007</b>

SOURCES: Total Baseball – 8<sup>th</sup> Edition, MLB Information System

## HISTORICAL NOTES

### A PENNANT HASN'T ALWAYS LED TO A BOOST IN ATTENDANCE

Both the St. Louis Cardinals and the Detroit Tigers followed-up their 2006 World Series appearance with team record high attendance in 2007. St. Louis sold out every game, and drew more than 3.5 million to Busch Stadium III. The Tigers topped 3 million for the first time in franchise history, and recorded 41 sellouts.

But a drop in attendance a year after winning a pennant was common for a long time in the Majors. Between 1901 and 1970, 93 of the 140 pennant winners (66.4%) saw attendance fall the following year. For 62 of those teams, it was a double-digit decline, with 34 of those teams suffering losses of more than 20%. The 1915 Philadelphia Athletics had the worst % decline (57.8%) for a team the year after they won a pennant. This followed their 39.4% decrease in 1914, a year in which the A's not only finished first in the American League, but also were the defending 1913 World Champions. A's attendance tumbled from 571,896 in 1913 to 146,223 in 1915.

Since 1971, excluding strike-affected seasons, only 20 of 64 league champions (31.3%) had lower attendance the following year.

42 of the 67 World Series winners between 1903 and 1970 had an attendance dip the next season. The 1932 St. Louis Cardinals were the biggest losers the year after winning the World Series, as their attendance declined 53.5%. Pittsburgh saw a 29.7% decrease in 1961, a year after they won a thrilling World Series.

Here too since 1971, just 8 of the 32 World Champions saw attendance go down the following year, with Florida, down 26.0% in 1998, having the worst decline. Detroit was down 15.5% in 1985, following their incredible wire-to-wire win in 1984. Oakland had a 15.5% decline in 1974, a year they won their third straight World Series. Again, all these figures exclude strike affected years.

### IN TWO-TEAM MARKETS, A WORLD SERIES APPEARANCE BY ONE, USUALLY DOESN'T HURT THE OTHER

There are currently four markets (New York, Los Angeles/Anaheim, San Francisco/Oakland, and Chicago) with two Major League teams. Recent history has shown that when one team in a two-team market plays in the World Series, attendance for the other team in that market usually rises the next year.

Since 1959, there have been 29 World Series appearances in non-strike affected seasons by a team that plays in the same market as another team. The following year, the team that did not play in the World Series had an increase in attendance 21 of 29 times. EXAMPLE: In 2005, the Chicago White Sox were in the World Series. In 2006, attendance for the Chicago Cubs was up.

Ironically, the team that did play in the World Series in those 29 years had an increase in attendance the following year just 18 times. The New York Yankees were in the World Series in 1962, 1963, and 1964. Yet their attendance fell in 1963, 1964, and 1965. Meanwhile, the New York Mets, who finished last in the National League, and lost over 100 games in each of those years, had an increase in attendance in every year.

The notes above do not include 1989, when both the A's and Giants were in the Bay Area World Series, and 2000, the year of the Yankees-Mets New York Subway Series. In both of these cases, attendance for the World Series winning team increased the following year, while the losing team had a decline.

Until the 1950's, Boston, Philadelphia, St. Louis and Chicago had two teams each, while New York had three. With 16 Major League teams operating, only 5 other markets had a team. Between 1901 and 1957, there were only three World Series (1909, 1925, and 1940) where both participating teams were from a one-team city.

During this same period of time, there were 15 World Series where both teams played in the same market - (New York-13 times, Chicago and St. Louis-once each). In the year after those 15 intra-city World Series, the winning team had an increase in attendance 7 times, while the losing team posted a gain just 4 times. Following 7 of these World Series, both participants saw attendance fall the next year, while there were 3 times when both teams had an increase in the following season.

**HISTORICAL NOTES****NEW BALLPARKS IN NEW YORK IN 2009 WILL NOT BRING A BIG BOOST IN ATTENDANCE**

A team moving into a new park often has a significant increase in attendance. That is likely in Washington in 2008, but almost certainly will not happen in New York in 2009, when both the Yankees and Mets get new homes. It's not that Yankee and Met fans won't like their new ballparks. It's just that their teams will have fewer tickets to sell. Both new ballparks will have a smaller capacity than Yankee and Shea Stadiums, and the capacity in each team's new park will be less than the average attendance per game that each team had in 2007.

This is somewhat similar to the situation in St. Louis early in the 2006 season. The Cardinals moved into a new ballpark that had fewer seats than the old one. Cardinals attendance still dropped a bit from 2005, even though all games in 2006 were sellouts. More seats became available at new Busch Stadium by mid-season 2006 as construction was finished. The Cardinals set a team attendance high in 2007, and again sold out every game.

In recent years, many teams have moved from multi-purpose stadiums, to smaller parks, built just for baseball. But nearly all have seen an increase in attendance during the first season in the new park, even though it had a smaller capacity than the old one. Cleveland's total attendance declined in 1994, their first year at Jacobs Field, due to the strike. But their average attendance per game rose from 27,224 in 1993 to 39,121 in 1994.

**BIGGEST INCREASES AND WORST DECLINES**

**5 of the 10 largest increases in team attendance in Major League history have taken place in a season in which that team moved into a new ballpark.** 1948 was the second year that Cleveland played all of its home games in Municipal Stadium. Between 1932 and 1946, they split their home schedule between League Park, and the much larger Municipal Stadium.

The biggest increases ever by a team which did not move from a different city that year, were posted by Houston in 1965, their first year in the Astrodome, and by the New York Yankees in 1946, the first season in which they played home night games. Major League Baseball overall, had its best gain in 1946. That is the only year that followed a full season, where every single team posted an increase in attendance.

**BIGGEST ATTENDANCE INCREASES - SAME MARKET - Excludes seasons affected by strikes**

Year	Team	Attendance	Gain	Notes
1965	Houston	2,151,470	1,425,697	First year at Astrodome
1946	New York Yankees	2,265,512	1,383,667	First team to draw 2 million
2001	Milwaukee	2,811,041	1,237,420	First year at Miller Park
1993	Philadelphia	3,137,674	1,210,226	1993 includes 'no-shows'
2000	San Francisco	3,244,167	1,165,768	First year at Pac Bell (AT&T) Park
1991	Atlanta	2,140,217	1,160,088	Last place to first place
1948	Cleveland	2,620,627	1,098,649	Set Major League record at that time
1978	San Francisco	1,740,480	1,040,421	14 more wins than in 1977
2004	Philadelphia	3,250,092	1,026,739	First year at Citizens Bank Park
1992	Baltimore	3,567,819	1,015,066	First year at Camden Yards

The largest drop in attendance for one team in a non-strike season was in 1967, when Dodger attendance fell 952,667. The Dodgers won 95 games and the National League championship in 1966. But after that season, star pitcher Sandy Koufax retired. In 1967, the team's record slipped to 73-89, and they finished 28½ games out of first place. The 36.4% attendance decline by the Dodgers in 1967 was the worst % decline by a defending league champion since 1941, when Detroit's attendance dropped 38.4%.

In 2003, Cleveland had the biggest attendance decline in American League history, with a loss of 886,939. The previous year, Indians attendance fell 558,583. Overall, Indians attendance slumped to 1,730,001 in 2003, down from 3,175,523 in 2001. The Indians had a winning record for 8 straight years from 1994 through 2001. However in 2002, their record was just 74-88, and they fell further, to 68-94 in 2003.



**HISTORICAL NOTES****THE 'SOPHOMORE JINX' CAN ALSO APPLY TO A BALLPARK**

In 2007, their second year at the new Busch Stadium, the Cardinals set a team attendance record and sold out every game. But for some teams in Major League history, the second year in a ballpark has often been plagued by significant attendance losses.

A losing record is often the culprit in the attendance declines listed below. But some teams with very good won/loss records had large decreases in attendance in year two in a new park.

The Los Angeles Dodgers had a decline of more than 200,000 in 1963, their second year in Dodger Stadium. But they won the World Series that year. Philadelphia won 88 games in 2005, finishing just two games out of first place in the National League East, and only one game out of the wild-card spot. Incredibly, Arizona had 100 wins in 1999, which was just their second season of operation, and they won the N.L. West by 14 games. Diamondbacks attendance was down 580,758 that year, the biggest decline ever by a team that finished in first place. San Francisco had a winning season in 1961, as did the Chicago White Sox in 1992.

The table below lists teams with the largest total attendance declines in their second year in a new ballpark that opened since 1960. In order to make a fair comparison, this table excludes teams who moved into a new stadium in the middle of a season, such as Cincinnati and Pittsburgh in 1970, Toronto in 1989, and Seattle in 1999.

Also excluded are teams whose first or second year in a new ballpark was shortened due to strikes. For example, the Texas Rangers had an average crowd of 40,374 in 1994, their first year at The Ballpark in Arlington. A strike ended that season on August 12<sup>th</sup>. The 1995 season started late, and each team played 72 home games instead of 81. In 1995, the Rangers averaged 27,582 per date.

**LARGEST ATTENDANCE DECLINES – YEAR 2 IN A NEW STADIUM – SINCE 1961**

Team	Stadium	Year 2 in Stadium	Won/Loss Record	Attendance Loss In Year 2
Milwaukee	Miller Park	2002	56-106	(841,348)
Tampa Bay	Tropicana Field	1999	69-93	(698,331)
Pittsburgh	PNC Park	2002	72-89	(651,133)
Detroit	Comerica Park	2001	66-96	(612,447)
Philadelphia	Citizens Bank Park	2005	88-74	(584,788)
Arizona	Bank One Ballpark	1999	100-62	(580,758)
Seattle	The Kingdome	1978	56-104	(461,071)
San Francisco	Candlestick Park	1961	85-69	(404,677)
Los Angeles Angels	Dodger Stadium	1963	70-91	(323,048)
Houston	The Astrodome	1966	72-90	(279,362)
Chicago White Sox	(New) Comiskey Park	1992	86-76	(252,998)
Los Angeles Dodgers	Dodger Stadium	1963	99-63	(216,582)

NOTES: The Los Angeles Angels played at Dodger Stadium from 1962-65, prior to moving to Anaheim in 1966. National League teams before 1962, and American League teams before 1961, had 154 game schedules.

**1946 – BASEBALL'S GREATEST YEAR OF GROWTH**

1946 was the first full post World War II season, and fans came to games in record numbers. The 16 teams that existed at that time drew a combined record high 18,523,289. That shattered the previous record of 10,841,123 set in 1945. Total attendance rose 7,682,166 (70.9%). That remains the biggest yearly increase in Major League history when comparing two full seasons. Every team had a gain vs. 1945. The Yankees drew 2,265,512, up 1,383,667 (156.9%), and became the first team to top 2 million. Both Boston teams had spectacular growth. The Red Sox surpassed 1.4 million, which was a 134.7% increase. Braves attendance was up 159.1%. The biggest % gain was by the Phillies, up 266.7%, while the St. Louis Browns had the smallest increase (9.0%).

**HISTORICAL NOTES****WHO HOLDS THE RECORD FOR THE BIGGEST INCREASE EVER BY A FIRST PLACE TEAM?**

In 2000, new Pac Bell (now AT&T) Park, and a first place team, resulted in an attendance increase of 1,165,768 for the San Francisco Giants. This was the second largest total attendance increase ever for a team that finished in first place. Or did the 2000 Giants really have the biggest increase ever?

**Philadelphia officially holds the record for the biggest gain in attendance by a first place team. In 1993, the Phillies drew 1,210,226 more fans than in 1992. But that increase was helped because the National League started to count 'no-shows' in its official attendance starting in 1993.**

Atlanta had an increase of 1,160,088 when they finished first in 1991. The 1948 Cleveland Indians still hold the American League record of a gain by a first place team -- 1,098,649.

Atlanta's 1991 increase was 118.4% over 1990. This was the biggest % gain by a first place team since Boston Red Sox attendance rose 134.7% in 1946. The all-time highest % increases by pennant winners occurred in 1919, when Cincinnati had a 226.7% gain, while the now infamous Chicago White Sox were up 221.5%. It has to be noted that the 1918 season was shorter than normal due to World War I. So if 1919 is excluded, the 1915 Phillies (up 224.9%), and the 1934 Detroit Tigers (up 186.4%) would hold the records.

**NO DISPUTING THIS – 1999 DIAMONDBACKS HAD WORST LOSS EVER BY A FIRST PLACE TEAM**

In 1999, Arizona won 100 games, and took the N.L. West by 14 games. Yet their attendance fell 580,758, the biggest decline ever for a team that finished in first place. Atlanta's 2001 attendance went down 410,810, even though the Braves won another N.L. East title. This was the second largest decline ever by a first place team.

83 of the 298 teams (27.9%) that have finished in first place in a league or division since 1902 had a drop in attendance from the previous season. (This excludes 1981, 1982, 1994, and 1995. Attendance comparisons for all those seasons would be affected by strikes.) Since 1972, 34 of 152 division winners (22.4%) had attendance go down in a year they finished first. In 2007, the A.L. West winning Angels had a slight decline from 2006. Among wild-card winners, 3 of 24 wild-card teams between 1996 and 2007 had attendance declines from the previous year.

Before 1999, the worst drops in attendance by a first place team had been 320,442 by the New York Yankees in 1952, and a decline of 303,681, also by the Yankees, in 1943. In the National League, the worst dip was 248,055 by Philadelphia in 1983.

On a percentage loss basis, the 16.1% drop in attendance by Arizona in 1999 was the biggest since the 1952 Yankees saw attendance fall 16.4%. The Diamondbacks % loss was the worst by a National League first place team since the 1910 pennant winning Chicago Cubs dipped 16.9%. The 1914 Philadelphia Athletics (down 39.4%), and the 1907 Chicago Cubs (down 35.4%) hold the American League and National League records, respectively, for worst % decline by a first place team.

**WHAT WAS MAJOR LEAGUE BASEBALL'S WORST YEAR?**

The biggest decline in total attendance in a season was 4,558,769 in 2002, while the greatest % decline in a season since 1946 was 13.6% in 1950, as television cut into the gate. The biggest % drops for a full season since 1901 were 29.9% in 1914, and 19.7% in 1917.

Through 1960, when there were 16 Major League teams, there were 5 seasons (1910, 1931, 1932, 1950, and 1953) when 13 teams had a decline from the previous year. In 1953, only the Dodgers and Phillies saw attendance rise. The Braves also had a gain, but that was due to their move from Boston to Milwaukee. More recently, 20 of 30 teams had a decline in 2002, while 18 of 26 teams were down in 1992.

The lowest average attendance per team was 225,226 in 1901, the first year that the American League was a recognized Major League. Other poor years, relative to their era, were 1933 (380,564 per team), 1953 (898,987), and 1969 (1,134,570). Average attendance per team has topped 2 million in all full seasons since 1987.

**HISTORICAL NOTES****WASHINGTON NATIONALS HAD THE BEST INCREASE FOR A RELOCATED TEAM**

In 2005, the Montreal Expos became the first team since 1972 to relocate, as they moved to Washington, and were renamed the Nationals. They more than doubled the previous all-time attendance high set by a team in the Nation's Capital, and they had the best year-to-year increase ever, by any team. The prior record for best attendance increase was set in 1953 by the Milwaukee Braves, who moved that year from Boston.

The Expos had serious attendance problems in Montreal, even though they had a winning record in both 2002 and 2003. In 2004, the Expos split their home schedule, playing 59 games in Montreal, and 21 games in San Juan, Puerto Rico, and drew just 748,550. This was an improvement from 2001, when the Expos drew only 609,473, the lowest attendance in a non-strike season in over two decades. That year Expos total attendance was surpassed by 7 minor league teams, and their 7,524 average per game was topped by 13 minor league teams.

The 1979 Oakland A's, who only sold 306,763 tickets, were the last team to draw so poorly in a full season. In the National League, attendance as low as the Expos had in 2001 had not been seen since 1975, when both Atlanta and San Francisco failed to reach 540,000.

There have been 13 franchise moves in Major League history. As the table below indicates, for most teams, moving led to huge attendance increases.

**RELOCATED TEAMS IN MAJOR LEAGUE HISTORY****LAST YEAR IN OLD CITY****FIRST YEAR IN NEW CITY**

<u>Year</u>	<u>Team</u>	<u>Attendance</u>	<u>Year</u>	<u>Team</u>	<u>Attendance</u>	<u>Increase</u>
1901	Milwaukee Brewers	139,034	1902	St. Louis Browns	272,283	133,249
1902	Baltimore Orioles	174,606	1903	N.Y. Highlanders (c)	211,808	37,202
1952	Boston Braves	281,278	1953	Milwaukee Braves	1,826,397	1,545,119
1953	St. Louis Browns	297,238	1954	Baltimore Orioles	1,060,910	763,672
1954	Philadelphia A's	304,666	1955	Kansas City A's	1,393,054	1,088,388
1957	Brooklyn Dodgers	1,028,258	1958	Los Angeles Dodgers	1,845,556	817,298
1957	New York Giants	653,923	1958	San Francisco Giants	1,272,625	618,702
1960	Wash. Senators (a)	743,404	1961	Minnesota Twins	1,256,723	513,319
1965	Milwaukee Braves	555,584	1966	Atlanta Braves	1,539,801	984,217
1967	Kansas City A's	726,639	1968	Oakland A's	837,466	110,827
1969	Seattle Pilots	677,944	1970	Milwaukee Brewers	933,690	255,746
1971	Wash. Senators (b)	655,156	1972	Texas Rangers	662,974	7,818
2004	Montreal Expos (d)	748,550	2005	Washington Nationals	2,731,993	1,983,443

(a) – Original Washington Team

(c) – Renamed the New York Yankees in 1913

(b) – 1961 Expansion Washington Team

(d) – Split schedule between Montreal and San Juan

**THE WASHINGTON SENATORS: OFTEN LAST IN THE STANDINGS, OFTEN LAST IN ATTENDANCE**

The Washington Nationals should have a good attendance year in 2008, as they move into a new park. But both versions of the old Washington Senators really had a tough time, on the field, and at the gate.

The original Senators had only 4 winning years from 1934 through 1960, and the expansion Senators had just one winning record in 11 seasons in Washington. In the final 38 years in D.C., the Senators came within 13 games of first place just once. The attendance record wasn't better. Only in 1946, did the Senators top one million (1,027,216), and attendance reached 800,000 just 5 times. The top mark for the expansion Senators was 918,106 in 1969, even though they played in a fairly-new stadium. Washington franchises had the lowest attendance in the American League 11 times in the last 17 years that Washington had a team in the American League (1955-71).

**MULTI-TEAM MARKETS**

**NEW YORK, NEW YORK**

**New York City became the first market to surpass 8 million in attendance in a year, as the Yankees and Mets drew a combined 8,125,032 to their 2007 regular season games.** These two teams attracted a then-record 7,623,315 in 2006. The previous record for one market had been set in 2005 in Los Angeles, when the Angels and Dodgers drew a combined 7,008,332. The old New York record was 6,920,623, set in 2005.

The Yankees 2007 Major League leading attendance of 4,271,083 was an American League record, their 3<sup>rd</sup> consecutive year above 4 million, and their 9<sup>th</sup> straight year over 3 million. The Mets also had their best attendance ever in 2007, drawing 3,853,949. In 2006, the Mets drew 3,379,535, breaking their old record of 3,055,445, set in 1988. Back in 1988, the National League only counted tickets sold and actually used, in their attendance. The Mets claim to have sold around 3.5 million tickets that season.

From 1903 through 1957, when New York had 3 Major League teams, their highest combined attendance was 5,587,256 in 1947 (Yankees - 2,178,937; Dodgers - 1,807,526; Giants - 1,600,793). That was Jackie Robinson's first season in the Majors, and the Dodgers and Yankees met in the World Series. In the 55 years that the 3 teams played in New York, the Yankees outdrew the Dodgers (who had a much smaller park) 47 times, and outdrew the Giants 37 times, including in 35 of the last 38 years (1920-57). Total attendance for those 55 years was 53.2 million for the Yankees, 42.8 million for the Giants, and 38.9 million for the Dodgers. Starting in 1958, when the Dodgers moved to Los Angeles, they had higher attendance than the Yankees for 41 straight seasons. But the Yankees have outdrawn the Dodgers in each of the last 9 years.

**YANKEES VS. METS**

In the 46 years that the Mets and Yankees have shared the New York market, the Yankees have been the attendance leader 25 times, and the Mets have led 21 times. But the attendance leadership has run in streaks.

<u>Attendance Leader</u>	<u>Years</u>	<u>Consecutive Seasons</u>
Yankees	1962-63	2
Mets	1964-75	12
Yankees	1976-83	8
Mets	1984-92	9
Yankees	1993-2007	15

Yankees vs. Mets combined total attendance from 1962, when the Mets began play, through 2007, remains fairly even, though the Yankees have pulled ahead in recent years. Keep in mind that until 1993, Mets' attendance excluded sold tickets that were not used, while the Yankees did include 'no-shows.'

	Mets	Yankees
Total Attendance 1962-2007	92,706,590	100,318,149
Average Attendance per Season	2,015,361	2,180,829
# Seasons - Att. Below 1 million	3	1
# Seasons - Att. Below 1.5 million	12	14
# Seasons - Att. Above 2 million	21	26
# Seasons - Att. Above 3 million	4	9

All of the Yankee seasons with attendance below 1.5 million were in 14 consecutive years between 1962 and 1975. The Yankees have drawn at least 1.6 million fans per season every year since they moved back to the re-built Yankee Stadium in 1976. The Dodgers are the only other team to post attendance of at least 1.6 million every year since 1976.

Starting in 1946, Yankee attendance has topped one million every year, except 1972, a season shortened slightly by a strike. The longest streak of seasons with attendance of at least one million is held by the Dodgers, who have done it every year since 1945.

DODGERS VS. ANGELS

In 2007, the Dodgers and the Angels had the best-ever combined attendance in the Los Angeles market. These two teams drew a combined 7,222,668, breaking the mark they set in 2006. The Dodgers set a new team attendance record in 2007. Currently, Dodger Stadium has a much larger capacity than Angels Stadium.

Unlike New York, one team, the Dodgers, has a big lead in attendance in Los Angeles, though the Angels have recently drawn well. Since 1961, when the Angels began play, Dodger attendance has totaled 131.6 million, while the Angels total attendance is 89.0 million. **The Angels have never outdrawn the Dodgers in any season.**

CUBS VS. WHITE SOX

A new combined season attendance record of 6,080,626 for Chicago was set in 2006, breaking a 2005 mark. Cubs attendance reached an all-time high in 2007, while the White Sox set their record in 2006. Chicago has been a mainly Cubs town since 1968. The Cubs have outdrawn the White Sox in 32 of the last 40 seasons, including the past 15 years. Despite playing in a small park, the Cubs have topped 3 million each year since 2004.

Since 1901, the Cubs have drawn 129.3 million fans, while the White Sox have attracted 112.2 million. The Cubs have had a higher season attendance than the White Sox 62 times in the past 107 years.

GIANTS VS. ATHLETICS

The record for this market was set in 2003, as these two teams drew a combined 5,481,499. For many years, both Bay Area teams generally had poor attendance after the Athletics moved to Oakland in 1968. The Giants have led in attendance 23 times in these 40 seasons, including each of the last 15 years. Since 1968, San Francisco has drawn 67.7 million, and Oakland's total attendance is 59.2 million.

DODGERS VS. GIANTS – BROOKLYN VS. MANHATTAN AND LOS ANGELES VS. SAN FRANCISCO

Although these teams are no longer in the same market, they will always be linked. They both played in New York through 1957, and continued to be bitter rivals after both teams headed West in 1958. The Dodgers have had a significant upper hand in attendance since then, attracting over 55 million more fans than the Giants.

In 2000, the Giants outdrew the Dodgers for the first time since both teams moved to California in 1958, and they also did it from 2001 to 2003. The Dodgers have been back on top since then. Prior to 2000, the previous time the Giants led the Dodgers in attendance was 1954, the year the Giants last won the World Series. In 2001, the Giants led the National League in attendance for the first time since 1944. Dodger home attendance has topped 2 million for 35 straight seasons, and they've won 5 World Series since moving to Los Angeles.

DODGERS VS. GIANTS SINCE 1958

	Dodgers	Giants
Total Attendance 1958-2007	137,811,250	82,659,737
Average Attendance per Season	2,756,225	1,653,195
Led N.L. in Home Attendance	26	3
# Seasons - Att. Below 1 million	0	11
# Seasons - Att. Below 1.5 million	0	23
# Seasons - Att. Above 2 million	43	11
# Seasons - Att. Above 3 million	22	8

From 1900 through 1957, the New York Giants outdrew the Brooklyn Dodgers 43.6 million to 39.5 million, and led them in attendance 40 times in those 58 years. It took until 1930 for the Dodgers to outdraw the Giants in a season. But Brooklyn topped the Giants in 16 of the last 19 years that the teams were based in New York, even though Brooklyn's Ebbets Field had a much smaller capacity than Manhattan's Polo Grounds.

**2007 ATTENDANCE COMPARED WITH 1993 ATTENDANCE**

It wasn't until 2005 that combined Major League attendance finally surpassed some levels reached prior to the 1994 strike, and 2006 was the first year to exceed all pre-1994 figures. That upward trend continued in 2007.

The table on the next page compares Major League Baseball's 2007 attendance with attendance in 1993, the last full season prior to the 1994-95 strike. Milwaukee's attendance is listed with the National League teams in this table. But in 1993, the Brewers played in the American League. They switched leagues in 1998.

In 1994, the season-ending strike began on August 12. There were no playoff or World Series games that year. The 1995 season started three weeks late, and teams played only 72 home games instead of the usual 81.

**Excluding Arizona and Tampa Bay, the two teams added in 1998, Major League Baseball's 2007 total attendance was up 5,533,700 (7.9%) from 1993, the last full season prior to the strike.** If expansion teams Tampa Bay and Arizona are included, 2007 total attendance vs. 1993 was up 9,246,716 (13.2%).

Average combined attendance per date in 2007 for all 30 teams was a record high 32,785. This was 1,448 more per date than the 1993 average of 31,337. If Arizona and Tampa Bay are excluded, the 2007 Major League average per date attendance moved up to 33,491, a gain of 2,154 from 1993.

Baseball was heading for a record attendance in 1994, when the season was ended by the strike. Average attendance per date up to that point in 1994 was 31,612. There's no way to know how much this average would have changed over the rest of that season. But this last 1994 pre-strike figure was finally exceeded in 2007.

**Average attendance per team was a then record high 2,509,159 in 1993. In 2007, the average attendance per team was a new record high of 2,650,106, an average increase of 140,947 per team from 1993. If expansion teams Tampa Bay and Arizona are excluded, the 2007 average per team goes to 2,706,791, up 197,632 from 1993.**

19 of the 28 teams had higher attendance in 2007 than in 1993. The biggest individual team increases from 1993 to 2007 were by the Mets (up 1,980,766), the Yankees (up 1,854,118), San Diego (up 1,414,642), The Los Angeles Angels of Anaheim (up 1,308,172), Milwaukee (up 1,181,064), and Detroit (up 1,075,718). Houston, St. Louis, Boston, San Francisco, Seattle, the Cubs, and the Dodgers were other teams whose 2007 attendance was at least 500,000 higher than in 1993. Washington drew 320,169 more than it did playing in Montreal in 1993.

Colorado had the biggest decline in the Majors from 1993, down 2,107,100. In 1993, the Rockies played in Mile High Stadium, which had a capacity of nearly 80,000. They set the all-time Major League season attendance record, drawing 4,483,350, an average of 56,751 per home date. When the strike halted the 1994 season, the Rockies were on a pace to break their record, averaging 58,598 per home date. Their current home, Coors Field, seats 50,445.

The Rockies season record might last a long time. Based on capacity of current Major League ballparks, the Florida Marlins are the only team that could, at least in theory, exceed the average attendance per date achieved by Colorado in 1993 and 1994. Based on recent Marlins attendance, they are more likely to someday have a snowed out home game.

Toronto's attendance in 2007 was down 1,697,299 from the then American League record high they set in 1993. Baltimore's attendance has declined 1,480,143 since 1993.

Florida Marlins 2007 attendance was a Major League low 1,370,511, a loss of 1,694,336 from 1993. Atlanta's attendance has fallen 1,139,515 since 1993, despite the Braves finishing in first place every year from 1991 through 2005, and moving to a new park in 1997.

Baltimore, Toronto, Atlanta and Colorado all averaged at least 40,000 per home date in 1993, with both the Blue Jays and the Rockies topping 50,000 per date. In 2007, Anaheim, St. Louis, the Mets, the Cubs, and the Dodgers averaged over 40,000 per home date, while the Yankees averaged 52,729.

San Diego was the only team whose 1993 average attendance per home date failed to reach 20,000. Florida, Tampa Bay and Kansas City averaged less than 20,000 per home date in 2007.

**MAJOR LEAGUE BASEBALL HOME ATTENDANCE - 2007 vs. 1993**

<u>Team</u>	<u>2007</u>		<u>1993</u>		<u>Total Change 2007 vs. 1993</u>
	<u>Total Attendance</u>	<u>Per Date Average</u>	<u>Total Attendance</u>	<u>PerDate Average</u>	
Baltimore	2,164,822	27,060	3,644,965	45,562	(1,480,143)
Boston	2,971,025	36,679	2,422,021	30,275	549,004
Chicago White Sox	2,684,395	33,141	2,581,091	32,672	103,304
Cleveland	2,275,916	28,449	2,177,908	27,224	98,008
Detroit	3,047,139	37,619	1,971,421	24,339	1,075,718
Kansas City	1,616,867	19,961	1,934,578	24,182	(317,711)
L.A. Angels of Anaheim	3,365,632	41,551	2,057,460	25,401	1,308,172
Minnesota	2,296,347	28,350	2,048,673	25,292	247,674
New York Yankees	4,271,083	52,729	2,416,965	30,212	1,854,118
Oakland	1,921,834	23,726	2,035,025	25,760	(113,191)
Seattle	2,672,485	32,994	2,051,853	25,332	620,632
Tampa Bay	1,387,603	17,131	-	-	-
Texas	2,353,862	29,796	2,244,616	28,413	109,246
Toronto	2,360,648	29,144	4,057,947	50,098	(1,697,299)
American League Total	35,389,658	31,318	31,644,523	30,369	3,745,135
A.L./exclude Tampa Bay	34,002,055	32,414	31,644,523	30,369	2,357,532
Arizona	2,325,413	28,709	-	-	-
Atlanta	2,745,210	33,891	3,884,725	47,960	(1,139,515)
Chicago Cubs	3,252,462	40,154	2,653,763	33,172	598,699
Cincinnati	2,058,593	25,415	2,453,232	31,054	(394,639)
Colorado	2,376,250	28,979	4,483,350	56,751	(2,107,100)
Florida	1,370,511	16,920	3,064,847	38,311	(1,694,336)
Houston	3,020,405	37,289	2,084,546	25,735	935,859
Los Angeles	3,857,036	47,618	3,170,392	39,141	686,644
Milwaukee	2,869,144	35,422	1,688,080	21,642	1,181,064
New York Mets	3,853,949	47,580	1,873,183	23,711	1,980,766
Philadelphia	3,108,325	38,374	3,137,674	39,221	(29,349)
Pittsburgh	1,749,142	22,141	1,650,593	20,894	98,549
St. Louis	3,552,180	43,854	2,844,328	35,115	707,852
San Diego	2,790,074	34,445	1,375,432	17,193	1,414,642
San Francisco	3,223,217	39,793	2,606,354	32,177	616,863
Washington	1,961,606	24,217	1,641,437	20,265	320,169
National League Total	44,113,517	34,064	38,611,936	32,177	5,501,581
N.L./ exclude Arizona	41,788,104	34,422	38,611,936	32,177	3,176,168
Major League Total	79,503,175	32,785	70,256,459	31,337	9,246,716
M.L../ ex. Tampa, Arizona	75,790,159	33,491	70,256,459	31,337	5,533,700

Milwaukee totals for all years are listed with the National League.  
 Figures listed under Washington for 1993 are for the Montreal Expos.

**MAJOR LEAGUE ATTENDANCE SINCE 1900**

Major League Baseball attendance since 1900 has topped 2.77 billion.

This section will provide an overview of Major League Baseball attendance patterns since 1900. Attendance figures were available for each team from 1900 on in the National League, and since 1901 for the American League. 1901 was the American League's first year as a major league.

The table on the next page lists yearly Major League attendance since 1900. On page 25, a table notes total attendance for each league, and a Major League total, by decade, from 1900-2007. It includes the average season attendance per team, by decade. That table also shows that with the exception of the 1960's and 1970's, there hasn't been much difference in average attendance per team between the American and National Leagues.

Major League Baseball attendance has seen three periods of considerable growth. The first took place in the 1920's. Attendance then slipped during the Depression and World War II years. But from 1946 to 1949, new attendance records were set by every team, except the St. Louis Browns, Chicago Cubs, and Cincinnati Reds. Television was a cause of an attendance decline which started in 1949. The third boom in attendance began in the mid-1970's, and has basically continued, with an occasional brief decline, through the current record-setting era.

Average attendance per team/per season since 2000 is more than twice what it was in the 1960's.

As recently as 1972 and 1971, American League average attendance per team was less than one million. The last time the National League averaged less than one million per team was in 1955.

**MAJOR LEAGUE SEASON TOTAL RECORDS**

The Major League season attendance record is 79,503,175, set in 2007. Both the American League and the National League also had their best attendance in 2007.

Total Major League attendance for a season topped 10 million for the first time in 1930. That total was not seen again until 1945. In 1948, a new record was set as the 16 teams at that time drew a combined 20,920,842. Those same 16 teams (so this includes all teams that existed in 1948, even if they later moved to new cities, but excludes all expansion teams), did not combine to exceed this figure again until 1976. Attendance also was more than 20 million in 1949, but then didn't top 20 million again until 1962, when there were 4 more teams than in 1949.

Average attendance per team in 1948 was 1,307,553, a figure not topped by all teams combined, until 1977.

The table below shows total Major League attendance during the first seasons that certain milestones were reached. (60 million and 70 million were both first reached in 1993.)

**ATTENDANCE MILESTONES**

<b><u>Milestone</u></b>	<b><u>Year</u></b>	<b><u>Total MLB Attendance</u></b>	<b><u># of Teams</u></b>	<b><u>Average Att. Per Team</u></b>
10 Million	1930	10,132,262	16	633,266
20 Million	1948	20,920,842	16	1,307,553
30 Million	1973	30,108,926	24	1,254,539
40 Million	1978	40,636,886	26	1,562,957
50 Million	1987	52,011,506	26	2,000,443
60 & 70 Million	1993	70,256,459	28	2,509,159

1946 was the first year that average attendance per team topped one million. Both leagues reached that figure for the first time that year. Average attendance per team reached 2 million in the National League, and in the Majors overall, for the first time in 1987. The American League's average initially surpassed 2 million in 1988. An average attendance per team of 2.5 million was achieved for the first time, in 1993. **Average attendance per team was a record high 2,650,106 in 2007.**



**MAJOR LEAGUE ATTENDANCE SINCE 1900 – YEARLY TOTALS**

## MAJOR LEAGUE TOTAL ATTENDANCE BY YEAR – 1900-2007

1900 - 1,745,490	1930 - 10,132,262	1960 - 19,911,489	1990 - 54,823,768
1901 - 3,603,615	1931 - 8,467,107	1961 - 18,894,518	1991 - 56,813,760
1902 - 3,889,466	1932 - 6,974,566	1962 - 21,375,215	1992 - 55,872,275
1903 - 4,735,250	1933 - 6,089,031	1963 - 20,477,074	1993 - 70,256,459
1904 - 5,688,299	1934 - 6,963,711	1964 - 21,280,341	1994 - 50,010,016
1905 - 5,855,062	1935 - 7,345,316	1965 - 22,441,900	1995 - 50,469,236
1906 - 5,719,289	1936 - 8,082,613	1966 - 25,182,109	1996 - 60,097,381
1907 - 6,038,934	1937 - 8,940,063	1967 - 24,308,353	1997 - 63,168,689
1908 - 7,123,474	1938 - 9,006,511	1968 - 23,102,745	1998 - 70,372,221
1909 - 7,236,990	1939 - 8,977,779	1969 - 27,229,691	1999 - 70,139,380
1910 - 6,206,447	1940 - 9,823,484	1970 - 28,747,333	2000 - 72,451,473
1911 - 6,571,282	1941 - 9,689,603	1971 - 29,193,417	2001 - 72,417,945
1912 - 5,999,390	1942 - 8,553,569	1972 - 26,968,268	2002 - 67,859,176
1913 - 6,358,336	1943 - 7,465,911	1973 - 30,108,926	2003 - 67,568,397
1914 - 4,454,988	1944 - 8,772,746	1974 - 30,025,608	2004 - 73,022,969
1915 - 4,864,826	1945 - 10,841,123	1975 - 29,789,913	2005 - 74,926,174
1916 - 6,503,519	1946 - 18,523,289	1976 - 31,318,331	2006 - 76,042,787
1917 - 5,219,994	1947 - 19,874,539	1977 - 38,709,779	<b>2007 - 79,503,175</b>
1918 - 3,080,126	1948 - 20,920,842	1978 - 40,636,886	
1919 - 6,532,439	1949 - 20,215,365	1979 - 43,550,398	
1920 - 9,120,875	1950 - 17,462,977	1980 - 43,014,136	
1921 - 8,607,312	1951 - 16,126,676	1981 - 26,544,376	
1922 - 8,816,175	1952 - 14,633,044	1982 - 44,587,874	
1923 - 8,672,406	1953 - 14,383,797	1983 - 45,540,388	
1924 - 9,596,083	1954 - 15,935,883	1984 - 44,742,863	
1925 - 9,540,555	1955 - 16,617,383	1985 - 46,824,379	
1926 - 9,832,982	1956 - 16,543,250	1986 - 47,506,203	
1927 - 9,922,868	1957 - 17,015,819	1987 - 52,011,506	
1928 - 9,102,285	1958 - 17,460,630	1988 - 52,998,904	
1929 - 9,588,183	1959 - 19,143,979	1989 - 55,173,096	

**NOTES:**

Attendance totals from 1900-1997 come from Total Baseball – 8<sup>th</sup> Edition. They can differ slightly from figures listed in other official Major League Baseball publications such as team media guides. Totals from 1998-2007 are from the Major League Baseball Information System.

The American League officially became a Major League in 1901.

The 1918 season was shortened due to World War I.

A strike briefly shortened the 1972 season by one week, and the 1995 season by 18 games per team.

The 1981 season was much shorter due to a mid-season strike, and a strike ended the 1994 season on August 12.

The National League started counting 'no-shows' in 1993. They previously only counted 'in-stadium' attendance.

Regular season schedules were 154 games in length until 1961 in the American League, and until 1962 in the National League. Schedules have been 162 games since then.

**NUMBER OF MAJOR LEAGUE TEAMS:**

8 (1900); 16 (1901-60); 18 (1961); 20 (1962-68); 24 (1969-76); 26 (1977-92); 28 (1993-97); 30 (1998-2007)

## MAJOR LEAGUE BASEBALL ATTENDANCE - BY DECADE - 1900-2007

<u>AMERICAN LEAGUE</u>				<u>NATIONAL LEAGUE</u>			<u>MAJOR LEAGUE TOTAL</u>		
<u>Years</u>	<u>Total Attendance</u>	<u># Seasons</u>	<u>Season Avg. per Team</u>	<u>Total Attendance</u>	<u># Seasons</u>	<u>Season Avg. Per Team</u>	<u>Total Attendance</u>	<u># Seasons</u>	<u>Season Avg. per Team</u>
1900-09	26,068,482	72	362,062	25,567,437	80	319,593	51,635,919	152	339,710
1910-19	30,255,892	80	378,199	25,535,455	80	319,193	55,791,347	160	348,696
1920-29	48,033,054	80	600,413	44,766,670	80	559,583	92,799,724	160	579,998
1930-39	39,711,120	80	496,389	41,267,839	80	515,848	80,978,959	160	506,118
1940-49	69,609,107	80	870,114	65,071,364	80	813,392	134,680,471	160	841,753
1950-59	82,683,731	80	1,033,547	82,639,707	80	1,032,996	165,323,438	160	1,033,271
1960-69	101,551,053	100	1,015,511	122,652,382	98	1,251,555	224,203,435	198	1,132,341
1970-79	152,261,851	126	1,208,427	176,787,008	120	1,473,225	329,048,859	246	1,337,597
1980-89	242,320,173	140	1,730,858	216,623,502	120	1,805,196	458,943,675	260	1,765,168
1990-99	301,868,987	140	2,156,207	300,154,198	138	2,175,030	602,023,185	278	2,165,551
2000-07	<u>263,253,551</u>	<u>112</u>	<u>2,350,478</u>	<u>320,538,545</u>	<u>128</u>	<u>2,504,207</u>	<u>583,792,096</u>	<u>240</u>	<u>2,432,467</u>
TOTAL	1,357,617,001	1,090	1,245,520	1,421,604,107	1,084	1,311,443	2,779,221,108	2,174	1,278,391

DEFINITION: # Seasons is the number of teams in each league per year, times the number of years per decade.

The American League was not a Major League until 1901.

Sources: Total Baseball - 8th Edition for 1900-1997 data; Major League Baseball Information System for 1998-2007 data.

# of Teams: 1900 (8); 1901-60 (16); 1961 (18); 1962-68 (20); 1969-76 (24); 1977-92 (26); 1993-97 (28); 1998-2007 (30).

**MAJOR LEAGUE ATTENDANCE SINCE 1900****INDIVIDUAL TEAM MILESTONES**

The first team to ever draw one million fans in a season was the 1920 New York Yankees. That was Babe Ruth's first season with the team. The Yankees also were the first team to draw 2 million.

AMERICAN LEAGUE			NATIONAL LEAGUE	
First Team to Draw	Team	Year	Team	Year
500,000	Boston Red Sox	1904	New York Giants	1903
1,000,000	New York Yankees	1920	Chicago Cubs	1927
1,500,000	Yankees & Detroit	1946	Brooklyn Dodgers	1946
2,000,000	New York Yankees	1946	Milwaukee Braves	1954
2,500,000	Cleveland	1948	Los Angeles Dodgers	1962
3,000,000	Minnesota	1988	Los Angeles Dodgers	1978
3,500,000	Toronto	1990	Los Angeles Dodgers	1982
4,000,000	Toronto	1991	Colorado	1993

It was quite rare for a team to draw a million fans in a season until after World War II. That mark was reached only 21 times prior to 1945. It was done by the Yankees (9 times), the Cubs (5 times), Detroit (4 times), and the Brooklyn Dodgers (3 times). 1986 was the first year that every team topped one million.

The table below lists the number of times in each decade that teams reached certain attendance milestones. Example: In the 1960's, season attendance for a team exceeded 2 million 11 times.

**BREAKDOWN BY DECADE - NUMBER OF SEASONS A TEAM DREW:**

Decade	Under 1 Million	1-2 Million	2-3 Million	Over 3 Million
1900-1909	152	0	0	0
1910-1919	160	0	0	0
1920-1929	148	12	0	0
1930-1939	154	6	0	0
1940-1949	112	42	6	0
1950-1959	77	77	6	0
1960-1969	97	90	11	0
1970-1979	73	140	32	1
1980-1989	28	137	83	12
1990-1999	6	124	106	42
2000-2007	5	67	106	62
Total	1,012	695	350	117

Attendance of 4 million was reached by Toronto (1991-93), Colorado (1993), and the Yankees (2005-07).

The worst single season attendance of the 20<sup>th</sup> century was 80,922 for the 1935 St. Louis Browns. During the entire decade of the 1930's, the Browns drew a total of 1,184,076. The Browns became the Baltimore Orioles in 1954. From 1990 to 2005, Orioles attendance in each season was at least double the Browns attendance for the entire decade of the 1930's. **In 5 individual seasons in the 1990's, the Orioles drew more than 3 times the Browns' total attendance for the entire 1930's decade.**

According to *Total Baseball - The Ultimate Baseball Encyclopedia*, in 1899, the Cleveland Spiders of the National League drew only 6,088 paying customers for the whole season. The 1899 Spiders probably were the worst team ever, winning only 20 games while losing 134.

**1900 - 2007 TEAMS OF THE DECADES - AT LEAST IN ATTENDANCE**

The Yankees have the top American League total attendance since 1900, and in 6 individual decades. But the Brooklyn/Los Angeles Dodgers attracted more fans than any other franchise. Total Dodger attendance since 1900 tops 177 million, and they've led the National League in each of the last 5 decades. The Baltimore Orioles had the highest total attendance for the 1990's. However, the Colorado Rockies who began play in 1993, averaged 3,743,540 per season, in their first 7 years.

**TEAMS WITH THE HIGHEST ATTENDANCE IN EACH LEAGUE - BY DECADE - 1900-2007**

## AMERICAN LEAGUE

## NATIONAL LEAGUE

Decade	Team	Decade Attend.	Team	Decade Attend.
1900-09	Chicago White Sox	4,588,978	New York Giants	5,152,481
1910-19	Chicago White Sox	5,577,496	New York Giants	5,228,743
1920-29	New York Yankees	10,528,088	New York Giants	8,636,285
1930-39	New York Yankees	9,089,953	Chicago Cubs	8,791,668
1940-49	New York Yankees	14,267,904	Brooklyn Dodgers	12,192,581
1950-59	New York Yankees	16,133,658	Boston/Milwaukee Braves	15,658,713
1960-69	New York Yankees	13,334,582	Los Angeles Dodgers	21,781,262
1970-79	Boston Red Sox	18,145,880	Los Angeles Dodgers	24,480,796
1980-89	California Angels	24,412,059	Los Angeles Dodgers	30,894,722
1990-99	Baltimore Orioles	32,290,986	Los Angeles Dodgers	29,732,335
2000-07	New York Yankees	29,802,925	Los Angeles Dodgers	27,005,534
Total	New York Yankees	160,155,405	Brooklyn/L.A. Dodgers	177,318,433

**WORST ATTENDANCE**

The original Washington Senators/Minnesota Twins franchise has the lowest attendance since 1900. This franchise played in Washington through 1960 before moving to the Twin Cities area in 1961.

In the table below, the 1960's figure for the Washington Senators is for the expansion team that began play in 1961, and moved to Texas, and became the Rangers in 1972. A team had to exist for at least 8 years in a decade to be listed below. The total at the bottom is for 'Original 16' (non-expansion) teams only.

**TEAMS WITH THE LOWEST ATTENDANCE IN EACH LEAGUE - BY DECADE - 1900-2007**

## AMERICAN LEAGUE

## NATIONAL LEAGUE

Decade	Team	Decade Attend.	Team	Decade Attend.
1900-09	Washington Senators	1,683,751	Boston Braves	1,694,753
1910-19	Washington Senators	2,270,354	Boston Braves	2,093,310
1920-29	Boston Red Sox	3,268,898	Boston Braves	2,559,518
1930-39	St. Louis Browns	1,184,076	Philadelphia Phillies	2,290,639
1940-49	St. Louis Browns	3,330,879	Philadelphia Phillies	5,330,085
1950-59	Washington Senators	5,598,081	Cincinnati	7,463,832
1960-69	Wash. Senators (new)	5,834,750	Chicago Cubs	8,796,707
1970-79	Oakland	7,646,599	Atlanta	8,519,155
1980-89	Seattle Mariners	9,839,630	Pittsburgh	11,350,932
1990-99	Detroit	14,868,191	Montreal	13,006,523
2000-07	Tampa Bay	9,899,999	Florida	10,706,229
Total	Washington/Minnesota	93,131,920	Pittsburgh	97,980,320

**TOP 10 INDIVIDUAL SINGLE SEASON TEAM ATTENDANCE TOTALS IN EACH LEAGUE****AMERICAN LEAGUE****NATIONAL LEAGUE**

Year	Team	Attendance	Year	Team	Attendance
2007	New York Yankees	4,271,083	1993	Colorado	4,483,350
2006	New York Yankees	4,243,780	1996	Colorado	3,891,014
2005	New York Yankees	4,090,692	1997	Colorado	3,888,453
1993	Toronto	4,057,947	1993	Atlanta	3,884,725
1992	Toronto	4,028,318	2007	L.A. Dodgers	3,857,036
1991	Toronto	4,001,527	2007	New York Mets	3,853,949
1990	Toronto	3,885,284	1998	Colorado	3,789,347
2004	New York Yankees	3,775,292	2006	L.A. Dodgers	3,758,545
1997	Baltimore	3,711,132	1982	L.A. Dodgers	3,608,881
1998	Baltimore	3,685,194	2005	L.A. Dodgers	3,603,646

**HIGHEST SINGLE SEASON INDIVIDUAL TEAM ATTENDANCE IN EACH DECADE – 1900-2007****AMERICAN LEAGUE****NATIONAL LEAGUE**

Year	Team	Attendance	Year	Team	Attendance
1905	Chicago White Sox	687,419	1908	New York Giants	910,000
1917	Chicago White Sox	684,521	1919	New York Giants	708,857
1920	New York Yankees	1,289,422	1929	Chicago Cubs	1,485,166
1930	New York Yankees	1,169,230	1930	Chicago Cubs	1,463,624
1948	Cleveland	2,620,627	1947	Brooklyn Dodgers	1,807,526
1950	New York Yankees	2,081,380	1957	Milwaukee Braves	2,215,404
1968	Detroit	2,031,847	1962	L.A. Dodgers	2,755,184
1979	New York Yankees	2,537,765	1978	L.A. Dodgers	3,347,845
1989	Toronto	3,375,883	1982	L.A. Dodgers	3,608,881
1993	Toronto	4,057,947	1993	Colorado	4,483,350
2007	New York Yankees	4,271,083	2007	L.A. Dodgers	3,857,036

**LOWEST SINGLE SEASON INDIVIDUAL TEAM ATTENDANCE IN EACH DECADE – 1900-2007**

(Excludes strike years and shorter 1918 season)

**AMERICAN LEAGUE****NATIONAL LEAGUE**

Year	Team	Attendance	Year	Team	Attendance
1903	Washington	128,878	1902	Philadelphia Phillies	112,006
1917	Washington	89,682	1914	Cincinnati Reds	100,791
1923	Boston Red Sox	229,688	1920	Boston Braves	162,483
1935	St. Louis Browns	80,922	1933	Philadelphia Phillies	156,421
1941	St. Louis Browns	176,240	1940	Philadelphia Phillies	207,177
1950	St. Louis Browns	247,131	1952	Boston Braves	281,278
1965	Kansas City A's	528,344	1969	San Diego	512,970
1979	Oakland	306,763	1974	San Francisco	519,987
1985	Cleveland	655,181	1985	Pittsburgh	735,900
1991	Cleveland	1,051,863	1999	Montreal	773,277
2003	Tampa Bay	1,058,695	2001	Montreal	609,473