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MAJOR LEAGUE BASEBALL

2009 ATTENDANCE ANALYSIS

Written by David P. Kronheim

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MAJOR LEAGUE BASEBALL 2009 ATTENDANCE ANALYSIS

This report is a comprehensive analysis of Major League Baseball Attendance for 2009, and throughout Major League history. Highlights of this report include:

- An overview and analysis of Major League attendance for 2009 and recent seasons.
- League and team-by-team analysis, highlights, and historical data.
- How attendance has been affected by: pennant winning seasons; team relocations; new ballparks; World Series winners in two team markets; the economy.
- A section about multi-team markets (New York, Chicago, San Francisco/Oakland, Los Angeles).
- How 2009 attendance compares with attendance prior to the 1994 strike.
- Major League attendance history and analysis since 1900.
- Attendance history and highlights of old Yankee Stadium, and the Metrodome in Minneapolis.
- A section on Division Series, Championship Series, World Series, and All-Star Game attendance.

MAJOR LEAGUE BASEBALL ATTENDANCE REPORTING GUIDELINES

All 1998-2009 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 – 8th Edition, published in 2004.

Major League Baseball issues a report on attendance right after the regular season. Those figures are later audited, and changes are sometimes made. This can result in 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. The revised 2009 figures that were published in the MLB 2009 Official Averages Book, and in the 2010 Red and Green Books are used in this analysis.

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, LEAGUE, AND MLB 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, MEDIA, AND WEBSITES

You can download this report, and the 2009 Minor League Baseball Attendance Analysis, in PDF form, at numbertamer.com. Go to the website's 'Baseball Reports' page for the PDF links to each report.

Permission is granted for you to copy, distribute, publish, and use any of the material, including statistical tables, appearing in these attendance analyses. Credit to numbertamer.com would be appreciated. Please contact David Kronheim if you have any questions about these reports. Comments and suggestions are always welcome. Please note that these reports are copyrighted.

INFORMATION AND DATA SOURCES USED TO COMPILE THIS REPORT

All tables and analyses in this report and in the 2009 Minor League Baseball Attendance Analysis were created by David Kronheim. But the raw data, and other information, comes from the following Websites and publications, all of which are excellent sources of information:

Total Baseball – The Ultimate Baseball Encyclopedia – 8th Edition, published in 2004.

This book contains Major League attendance figures going back to the 19th Century.

The ESPN Official Encyclopedia of Major League Baseball – Edited by Pete Palmer and Gary Gillette

Published annually, this book has the most comprehensive review of yearly Major League statistical data as far back as the 1870's. But the book's most unique feature is its player register, which lists the yearly and career statistics for every single player who has ever appeared in a Major League game.

MLB.com – The Official Website of Major League Baseball

This is a comprehensive source of current Major League Statistics, which are updated daily during the season. The site has a great deal of statistical information about Major League history. MLB.com also runs each team's Website, which has team information, videos, and many other features.

Minorleaguebaseball.com – The Official Website of Minor League Baseball

This is the site that covers minor leagues and teams which are affiliated with Major League Baseball. It has up-to-date statistics for every league and team, and a host of other features and videos. Also of great help, are the annual Minor League Baseball Information Guide, and individual league and team Media Guides.

Oursportscentral.com -- A site that covers minor leagues in baseball and other sports.

Retrosheet.org – This site has box scores and play-by-play reports from tens of thousands of Major League games, going back decades. It's a free site, but all data from it is copyrighted.

Independent Minor League Websites

Every independent minor league has its own site, which contains news features and statistics.

Baseball Hall of Fame Reference Library – Located at the Baseball Hall of Fame in Cooperstown, NY.

Major League Team Media Guides

All Major League teams publish an annual Media Guide, which serves as the team's official record book. These guides also contain biographical and statistical data about each player on the team's Major League roster, and in its minor league system, along with a good deal of information about the team's history.

Baseballparks.com and Ballparkdigest.com

Both sites have features and photos about Major League and Minor League ballparks, past and present.

The Baseball America Directory – This is an annual compilation of minor league team and ballpark information.

The Sporting News Official Baseball Guide

Published for decades, this book had been a complete review of the previous season.

Mud Hens and Mavericks – by Judith Blahnik and Phillip S. Schulz, published in 1995 by Viking Penguin -- This book had ballpark and attendance information about many minor league teams.

2009 ATTENDANCE OVERVIEW -- SUMMARY

- Major League Baseball attendance was 73,367,659 in 2009, down 5,220,345 from 2008. This was the largest decline ever in a season not cut short by a strike. The weak economy, and two new ballparks in New York that were smaller than the parks they replaced, were the most significant causes for this decline in attendance.
- The 2009 total was still the 5th highest in Major League history.
- The 6.6% decline in 2009 was Major League Baseball's worst percentage drop since 1952. American League attendance fell 6.6%, while the National League dipped 6.7%.
- Attendance rose for 9 teams in 2009. It fell for 21 teams. That is the highest number of teams in MLB history to have a decline in any season. 17 teams saw attendance fall in 2008, but only 8 teams had losses for 2007.
- The Los Angeles Dodgers topped the Major Leagues in attendance, drawing 3,761,651. Since moving to California in 1958, the Dodgers have led the N.L. in attendance 28 times, and have led the Majors 22 times.
- The Yankees led the American League in attendance for the 7th straight year. But their 6 year streak of posting Major League Baseball's highest attendance, along with their 4 year run of topping 4 million in attendance, ended in 2009. New Yankee Stadium, which opened in 2009, has over 7,000 fewer seats than old Yankee Stadium. That, and high ticket prices, resulted in a 584,880 decline in attendance. This was the largest decline ever for a team that won the World Series.
- The New York Mets had the second biggest decline (906,139) in Major League history. But a huge drop in attendance was guaranteed even before the season began. In 2008, the Mets drew a team-record 4,042,043, the second best total ever by an N.L. team. They averaged 51,165 per date at Shea Stadium, which had a capacity of 57,365. Citi Field, the new home of the Mets, seats just 41,800.
- Boston set a team attendance record for the 10th straight season, and their attendance rose for the 12th consecutive year. Both of these streaks are the longest in Major League history.
- Philadelphia was the other team to set an all-time record-high attendance in 2009.
- Kansas City, playing in refurbished Kauffman Stadium, had the biggest gain of 2009 – 218,965.
- Texas, up 210,159, had the second-best increase among American League teams.
- The Phillies, who were the 2008 World Champions, and 2009 National League Champions, posted the best increase in the National League, and third-highest overall, with a gain of 178,110.
- Minnesota and Florida were the only other teams whose attendance rose by at least 100,000.
- The Mets, Yankees, Detroit, Toronto, San Diego, and Washington all had declines of at least 500,000. Detroit had the biggest falloff in the American League, down 635,452. 2009 was the first time in Major League history that so many teams had attendance fall by at least 500,000.
- 12 teams saw attendance drop by at least 200,000 in 2009. 8 teams had declines that large in 2008. But the Chicago White Sox had the only 200,000+ decline in 2007.
- The worst % declines in 2009 were by the New York Mets (22.4%), Toronto (21.8%), Washington (21.7%), San Diego (20.8%), and Detroit (19.8%).
- Kansas City's attendance rose 13.9%, the highest % gain of any team. Texas was up 10.8%.
- Florida's attendance increased by 9.7%, the best % improvement in the National League. But the Marlins still had the lowest attendance (1,464,109) in the National League for the 4th straight year.
- For the first time Major League history, every team topped 1.4 million in attendance. Oakland drew 1,408,783, the lowest attendance in the Majors in 2009.

2009 ATTENDANCE OVERVIEW -- SUMMARY

- Attendance of 3 million was reached by the Dodgers for the 14th year in a row, by the Yankees for the 11th straight year, and by St. Louis for the 11th time in the last 12 years.
- 9 teams surpassed 3 million in home attendance in 2009. 10 teams reached this mark in 2008 and in 2007.
- Boston had its 6th straight sellout season, and their Major League record sellout streak stands at 550 games.
- Philadelphia sold out 73 of its 81 home dates.
- The Dodgers averaged 46,440 per home date, best in the Majors. The Yankees led the American League with an average of 45,364 per date. The Cardinals, Angels, and Phillies also averaged more than 40,000 per date.
- 13 teams surpassed 2.5 million in 2009, and 19 teams topped 2 million in home attendance.
- Only 5 of the 8 playoff teams in 2009 had increases. The Angels, Yankees and Cardinals were down.
- Baltimore had its lowest attendance since 1988.
- Kansas City posted its highest attendance since 1992, while Tampa Bay had its biggest attendance since that team's inaugural season of 1998.
- Minnesota, playing in its final year at the Metrodome, had the third best attendance in team history, and the highest total since 1992.
- The Dodgers topped 2 million for the 37th consecutive season, and drew 3 million for the 14th straight year, and 24th time overall. Baltimore has the American League's record streak of 19 straight years above 2 million. That streak came to an end in 2008.
- The Yankees topped 2.5 million for the 16th time, most ever for an American League team, but the Dodgers have now reached 2.5 million 36 times.
- 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.)
- The attendance decline of 2009 pushed figures back below levels reached prior to the 1994 strike. The average attendance per date of 30,330 in 2009 is below the mark of 31,337 set in 1993. If 1998 expansion teams Tampa Bay and Arizona are excluded, the 2009 average for the 28 franchises that operated in 1993 rises to 30,733 per date.

SOMETHING TO KEEP IN MIND ABOUT THE BIG DECLINES IN NEW YORK IN 2009

Throughout this report, there are notes regarding the very large declines in attendance by both the New York Yankees, and the New York Mets. The Yankees had the biggest loss ever for a team that won a division, and/or the World Series. The Mets had the second worst decline in Major League history.

The main reason for the drop in attendance for both teams is that they each drew more than 4 million in 2008, and then moved into smaller ballparks in 2009. Even if both teams had sold out every game in 2009, they still would have posted a significant decline in attendance. Old Yankee Stadium had a seating capacity of 57,545, while new Yankee Stadium's capacity is 50,329. Shea Stadium's capacity was 57,365. Citi Field has only 41,800 seats. Neither team sells standing room tickets.

The Colorado Rockies and the St. Louis Cardinals are the only other teams to draw at least 3 million in the final full season in a ballpark. Colorado set the all time Major League attendance record in 1993, their only full season in Mile High Stadium, when they drew 4,483,350. St. Louis drew 3,538,948 in 2005, their final year in Busch Memorial Stadium. Both of these teams moved to smaller ballparks.

2009 ATTENDANCE OVERVIEW

Major League Baseball attendance fell 5,220,345 to 73,367,659 in 2009. The decline was the largest in Major League history in any full season. The drop in attendance was expected, due to the economy, and the opening of two smaller ballparks in New York. The 2009 total was still the 5th highest ever for MLB. A record-high of 79,503,175 was reached in 2007.

The 6.6% decline was the largest percentage loss since 1952.

In 2008, the Mets averaged 51,165 per home date. But in 2009, they moved to Citi Field, which has a seating capacity of 41,800. So a huge decline was inevitable. The Yankees averaged 52,285 in 2008. But their new park seats 50,329. If attendance from the Yankees and Mets is excluded, the decline in Major League attendance in 2009 is 3,729,326 (5.3%).

In 2009, 9 teams surpassed 3 million in home attendance, while 13 teams drew at least 2.5 million, and 19 teams topped 2 million. In 2008, a record-tying 10 teams drew more than 3 million.

Attendance rose for 9 teams, while a record-high 21 teams had a decline in 2009. 13 teams had gains, and 17 teams suffered decreases in 2008. Just 8 teams saw attendance fall in the 2007 season.

Kansas City, up 13.9%, and Texas, up 10.8% were the only teams to post a double-digit % increase in 2009. 4 teams had a double-digit % increase in attendance in 2008. 9 teams saw their attendance increase at least 10% in 2007.

Attendance fell by at least 20% for the New York Mets, Toronto, Washington, and San Diego. 6 other teams had declines of at least 10%. 5 teams saw attendance fall at least 10% in 2008. No team had a double-digit decline in 2007.

Kansas City and Texas were the only teams whose attendance rose at least 200,000 in 2009. 4 teams had a total attendance increase of at least 200,000 in 2008, and 9 teams posted gains of 200,000 or more in 2007.

In 2009, 6 teams had attendance fall by more than 500,000. That is the highest number of teams to ever have such a big loss in any single season. The Mets, playing in a much smaller ballpark than in 2008, were down 906,139, the second-worst decrease in Major League history. Detroit's attendance fell 635,452, and the Yankees were down 584,880. 12 teams had declines of at least 200,000 in 2009. In 2008, 8 teams saw attendance fall by at least 200,000, but only the White Sox had a decline of at least 200,000 in 2007.

2009 was the first season in Major League history where every team drew more than 1.4 million.

LEAGUE ATTENDANCE - 2009 vs. 2008

- 2009 American League attendance fell 6.6% to 32,239,466, down 2,263,611. The record-high of 35,389,658 for the 14 team league was set in 2007.
- National League 2009 attendance was 41,128,193, down 6.7% (2,956,734). The 16 team National League drew a record-high 44,113,517 in 2007.
- 5 teams in the American League had higher attendance in 2009 than in 2008, while 4 National League teams had gains.

AVERAGE SEASON ATTENDANCE PER TEAM

The 30 Major League teams had a combined average season attendance of 2,445,589 per team in 2009, down from an average of 2,619,600 per team in 2008. The record-high average per team was 2,650,106 in 2007. In 2006, the average was 2,534,760. Before that, the record-high average per team was in 1993, when the 28 teams existing at that time averaged 2,509,159.

2009 ATTENDANCE OVERVIEW**ROAD ATTENDANCE LEADERS**

The Chicago Cubs led the Major Leagues in road attendance in 2009, drawing 2,829,403 away from Wrigley Field. The Yankees were the top road draw in the American League (2,793,058). The Yankees also had the highest combined home/road attendance among American League teams for the 11th straight year.

In 2008, the Red Sox the Majors in road attendance, and the Mets just edged out the Cubs as 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. Prior to 2004, Cincinnati held the road attendance record (3,016,074), set in 2000.

3 MILLION HAS BECOME ROUTINE

The 1978 Dodgers were the first team to top 3 million in attendance. They've now reached that level 24 times. In 1988, Minnesota was the first American League team to draw 3 million. But the Twins have not done it since then. An attendance of 3 million has now been reached 48 times by American League teams, and 88 times in the National League. In 2008, Boston and Milwaukee drew 3 million for the first time. 22 of the 30 Major League teams have drawn 3 million at least once, and the Yankees, Mets, Toronto, and Colorado have all surpassed 4 million in a season. In 2008, 2007, and 2000, a record-high of 10 teams reached 3 million.

"3 MILLION" SEASONS

<u># Seasons</u>	<u>Teams</u>	<u># Seasons</u>	<u>Teams</u>
24	Los Angeles Dodgers	6	Cleveland, Atlanta, Mets, Cubs
13	St. Louis	5	Seattle, Toronto, Philadelphia
11	N.Y. Yankees	4	Houston
9	Baltimore, Colorado	3	Arizona
8	San Francisco	2	Detroit, Boston, Milwaukee
7	L.A. Angels	1	Minnesota, Florida, San Diego

MINOR LEAGUE BASEBALL ATTENDANCE DOWN FOR THE FIRST TIME SINCE 1984

In 2009, attendance for minor leagues affiliated with Major League Baseball was 41,644,518. Independent minor leagues drew 7,965,185. Combined affiliated/independent minor leagues attendance was down 3.8%, the first decline since 1984. Total combined Major League/Minor League 2009 attendance was 122,977,362. The combined Major League/Minor League record is 130,801,908, set in 2007. Much more detail about 2009 Minor League baseball attendance can be found in the Minor League Attendance Analysis at numbertamer.com.

A BIG DAY AT THE GATE

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.

The largest regular-season crowd of 2009 was 57,099 on April 13, for Opening Day at Dodger Stadium. The largest crowd at an American League ballpark was 54,088 on October 6 at the Metrodome in Minnesota for the extra game needed to decide the American League Central Division Championship. For statistical purposes, that game is considered to be a regular-season game.

The biggest crowd at any type of game in Major League history was 115,300, for an exhibition game between the Dodgers and Red Sox at the Los Angeles Coliseum in 2008. The game was a return to the Dodgers' original home in Los Angeles, where they played from 1958 through 1961. The old record for best attendance at any type of MLB game was 93,103, at the Los Angeles Coliseum for a 1959 exhibition game with the Dodgers and Yankees that honored former Dodger catcher Roy Campanella.

2009 ATTENDANCE OVERVIEW**BIGGEST YEAR-TO-YEAR CHANGES IN ATTENDANCE**

2009 had the biggest total attendance decline ever in a non-strike year, and the worst % decline since 1952. 2007 had the 4th 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. Despite the decline in 2009, attendance is still up more than 5.8 million from 2003. Since 1996, the first full season after the strike-shortened 1994 and 1995 seasons, attendance has increased by 13.3 million, with two more teams playing now. Average attendance per team is up nearly 300,000 since 1996.

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
2007	3,460,388
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

Total attendance declines in 2009 and 2002 were much higher than in any other years. But both were down from a total of over 72 million the previous year. The 1950 decline was down from 20.2 million in 1949.

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

<u>Year</u>	<u># Decline</u>
2009	5,220,345
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
2009	6.64
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.

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. It is also the only year that every single team had an attendance increase. American League attendance went up 72.4%, and the National League was up 69.2%.

The Yankees drew 2,265,512 in 1946, 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 from the 603,974 they drew in 1945. Boston Braves attendance was 969,673 in 1946, up 159.1% from the 1945 total of 374,178. The biggest % gain was by the Phillies, who drew 1,045,247 in 1946, up 266.7%, from just 285,057 in 1945. The St. Louis Browns had the smallest increase (9.0%).

2009 ATTENDANCE OVERVIEW

SPRING TRAINING, ALL-STAR GAME, AND POST-SEASON ATTENDANCE

Spring Training exhibition games drew 3,753,013 in 2009, up from 3,692,125 in 2008. (*2010 Spring Training attendance was 3,509,343. The average per date was 7,596, the 3rd best of all time, and a gain of 406 from 2009.*) The record Spring Training average per date is 7,793, set in 2008, and in 1994, the average was 7,709. The 2009 All-Star Game, played in St. Louis, attracted 46,760.

In post-season play, the 13 Division Series games drew 631,346. The 11 League Championship Series games attracted 535,059, and attendance for the 6 World Series games was 289,087. Total attendance for the 30 post-season games was 1,455,492. Comparing post-season attendance year-to-year has little value since the number of games and the capacity of the ballparks they're played in can vary. More information about post-season attendance throughout Major League history can be found in this report's Historical Notes section on page 44.

CAN A SLIGHTLY IMPROVING ECONOMY HELP ATTENDANCE IN 2010?

"The future ain't what it used to be."...Yogi Berra

The slight decline in Major League attendance in 2008 could be attributed to the very high gas prices in the spring and summer, or to the recession which began early in the year. However the full force of the recession was not evident until very late in the baseball season. But there was no question that the economy played a significant role in the attendance decline of 2009. Some teams reported fewer season tickets sold prior to the season, and Major League Baseball did anticipate that attendance would fall about as much as it did.

Other major pro and Division I college sports leagues had smaller attendance declines than MLB. The National Basketball Association had a 0.7% increase for the 2008-09 season, and a 2.1% decline for the 2009-10 regular season. The National Hockey League was up 1.0% in 2008-09, but preliminary figures show a 2.3% decline in 2009-10. Men's Division I college basketball total attendance dropped 1.3%, and average per game was down 2.6% in the 2008-09 season. The total dipped 0.8%, and average per game was down 2.5% in 2009-10. National Football League preliminary figures show a 1.3% increase in attendance in 2009. Division I-A (Football Bowl Subdivision) college football total attendance fell 0.2% in 2009 from the record high set in 2008, and average per game was down 1.5%, also from a record-high in 2008. (Sources: NCAA; NHL; NBA; ESPN.com)

Except for 2009, and for The Great Depression, economic recessions seem to have had little effect on baseball attendance. Major League attendance reached 10,132,262 in 1930. But the next 3 years saw declines of 16.4%, 17.6%, and 12.7%. In 1933, Major League attendance was only 6,089,031, down 40% from the peak reached in 1930. Then, starting in 1934, there were 5 consecutive seasons of attendance increases, and 3 of those gains exceeded 10%. But the 1930 total was not topped until 1945.

Major League attendance did fall for 5 years in a row from 1949 to 1953. But this decline was mainly due to the appearance of television in millions of homes. By 1953, there was a 31% decline in Major League attendance from the record-high of 20.9 million reached in 1948.

During other significant recessions in the Post World War II era, Major League ticket prices were much lower, even adjusting to inflation, than they are today. In 1973, according to the Baseball Dope Book, published by The Sporting News, the only tickets priced above \$5 were a few Club Boxes. For most teams, the top price for a box seat, even in the front rows, was around \$4, and many teams had an average cost per ticket of less than \$3.

1973 was the final season at Yankee Stadium before it underwent a major rebuilding. The average price of a ticket to Yankee Stadium that year was \$2.53. (This excludes 135 Loge Box seats, whose price was unlisted.) 17,876 Box seats were priced at \$4, 19,182 Reserved seats were \$3, General Admission (14,079 seats) cost \$1.50, and 13,738 Bleacher tickets went for \$1. If every ticket were sold at full price, the total cost to buy all regular 64,875 tickets to one game in 1973, would have been \$163,906. You can add about \$1,000 for those Loge seats. **In 2009, the original price of the most expensive ticket in the new Yankee Stadium was \$2,500 per game, if bought on a season ticket basis, and \$2,625 if purchased for an individual game. So had the Yankees not lowered prices in May 2009, it would have cost around \$35,000 more to buy a season ticket for one such seat for 2009, than it would have cost to buy every single seat in Yankee Stadium for one game in 1973.**

2009 ATTENDANCE OVERVIEW**AVERAGE ATTENDANCE PER HOME DATE**

Major League average attendance per home date was 30,330 in 2009, down 2,198 from 2008. The record-high average of 32,785 was set in 2007. Games played in American League parks averaged 28,581, down 2,034 from 2008. The A.L. record-high is 31,318 in 2007. National League home dates averaged 31,858 in 2009, down 2,343 from the record high-average of 34,201, set in 2008.

The Los Angeles Dodgers averaged 46,440 per date, best in the Majors in 2009. The Yankees averaged 45,364 to lead the American League. Philadelphia's average per date of 44,453 is 806 over Citizens Bank Park's seating capacity. Unlike many teams, the Phillies sell standing-room tickets. The Los Angeles Angels and the Cardinals also averaged over 40,000 per home date. 8 other teams averaged at least 30,000 per date. Oakland (17,392), Florida (18,771), and Pittsburgh (19,480), all failed to top 20,000 per date.

Two teams averaged more than 50,000 tickets sold per home date in 2008. The Yankees led the Majors with an average of 52,585, the third highest average ever for a full season. Colorado set the full-season record in 1993, and had an even higher average in 1994, when the strike ended the season in August. The Mets (51,165) had the top average in the National League in 2008.

8 of the 30 teams had increases in average attendance per home date in 2009. Texas had the biggest increase as their average attendance per home date was up 3,318. Kansas City posted a gain of 2,488, Florida was up 2,083, and Philadelphia had a 2,199 gain. Colorado's total attendance rose slightly. But the Rockies had one extra date in 2009, and their average per date figure declined.

The Mets, whose new park, Citi Field, has 15,565 fewer seats than Shea Stadium did, saw their average per date decline 12,450, from 51,165 at Shea Stadium in 2008 to 38,715 at Citi Field in 2009. But the Mets still sold more than 93% of available tickets. Detroit had a decline of 7,845 per date. The Yankees were down 7,221 per date. New Yankee Stadium has 7,216 fewer seats than old Yankee Stadium did. Other teams with declines of 6,000+ per date were Toronto, down 6,473, Washington, down 6,310, and San Diego, down 6,234.

TEAMS THAT HAVE AVERAGED AT LEAST 50,000 PER HOME DATE

Year	Team	Total Attendance	# Dates	Average Per Date
1994	Colorado	3,281,511	56	58,898
1993	Colorado	4,483,350	79	56,751
2007	New York Yankees	4,271,083	81	52,729
2008	New York Yankees	4,259,375	81	52,585
2006	New York Yankees	4,243,780	81	52,392
2008	New York Mets	4,042,043	79	51,165
2005	New York Yankees	4,090,692	81	50,502
1993	Toronto	4,057,947	81	50,098

The 1994 season ended early due to a strike. Toronto drew over 4 million in both 1991 and 1992, but did not average more than 50,000 per date in those years.

A NOTE ABOUT THE TERM 'HOME DATE:'

The term 'average attendance per home date' or 'average attendance per opening' is used in baseball, rather than 'average attendance per game.' It is used because baseball teams still play single-admission doubleheaders--two games for one ticket. For attendance purposes, single-admission doubleheaders count as one 'date.' Day/night doubleheaders, requiring a separate ticket to each game, count as two separate 'openings' or 'dates.' For many years, single-admission doubleheaders were part of the regular schedule, mainly on Sundays and holidays. But they are quite rare in the Major Leagues these days, and are only scheduled to make up rained-out games. There were just 11 Major League single-admission doubleheaders in 2009. By contrast, in 1962, the New York Mets played 30 doubleheaders. They won only 3 of them, lost 17, and split 10.

2009 ATTENDANCE OVERVIEW

FEW BIG GAINS IN 2009

9 teams saw their total attendance rise in 2009, but only 2 of them posted increases of more than 200,000. Kansas City completed the refurbishing of Kauffman Stadium, and their attendance rose 218,965, and Texas posted a gain of 210,159. 4 teams had increases of 200,000+ in 2008, and 9 teams had total attendance gains of at least 200,000 in 2007.

On a percent growth basis, Kansas City had a 13.9% gain in total attendance, and Texas was up 10.8%. Florida's gain of 9.7% was best among National League teams. In 2008, 4 teams had increases of at least 10%, while in 2007, 9 teams had double-digit % gains.

PLENTY OF BIG LOSSES IN 2009

Total attendance declined for 21 teams in 2009. For 12 teams, the losses exceeded 200,000. The Mets, in their much smaller ballpark, had a decline of 906,139, the second worst drop in Major League history. Detroit was down 635,452. The Yankees, also playing in a smaller park, were down 584,880. Toronto had a 524,287 decline, San Diego was down 504,932, and Washington dipped 504,786.

On a percentage loss basis, 10 teams had double-digit declines in total attendance. The Mets were down 22.4%, Toronto posted a 21.8% decrease, Washington had a 21.7% decline, and San Diego was down 20.8%.

17 teams had total attendance losses in 2008. But only 8 teams had a decline in total attendance in 2007. That was 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.

In 2007, the Chicago White Sox had the biggest decline (273,016). The last year prior to 2007 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, you had to go back 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, even though they finished in a first place tie (They lost a pennant playoff to the Dodgers.). 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 previous 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 MLB team achieved an attendance increase.

INTERLEAGUE PLAY CONTINUES TO BE A HIT

In 2009, games between American and National League teams drew 8,411,738, an average of 33,380 per date. The interleague record-high is 8,932,384 (35,587 per date) in 2008. The 2009 average attendance for non-interleague games was 29,975 per date. This continues the trend of interleague games outdrawing games within a league by about 10-11%. It must be noted that interleague games are scheduled for May, June and early July, when attendance is higher than at the start and end of seasons.

Since interleague play began in 1997, average attendance per date at those games has been 33,247. American League teams have won 1,674 games, while the National League teams have 1,534 wins.

Especially popular are games in two-team markets (New York, Los Angeles, San Francisco-Oakland, and Chicago). The two teams in each of these markets play 3 games at each team's ballpark annually. In 2007, all 24 of these games were sellouts. In 2009, all 6 Cubs-White Sox games were sold out, as were all 3 games at Angels Stadium, all 3 at Citi Field, along with 2 games at Dodger Stadium, and one in Oakland. None of the Yankee-Met games at Yankee Stadium or the Giants-A's games in San Francisco were sellouts.

ATTENDANCE GROWTH IN THE 2000 - 2009 DECADE**ATTENDANCE IN THE 2000-2009 DECADE vs. ATTENDANCE IN THE 1990-1999 DECADE**

Total Major League attendance was 22.2% higher in the 10 year period from 2000 through 2009, than it was during the decade of 1990 through 1999. Two seasons in the 1990's were shorter than usual due to a strike. Also, 4 teams were added in the 1990's, and the National League did not include 'no-shows' in its attendance figures until 1993. The Colorado Rockies and Florida Marlins began play in 1993, and the Tampa Bay Rays and Arizona Diamondbacks had their first seasons in 1998. The Montreal Expos moved to Washington for the 2005 season.

Another method of comparing attendance in these two decades is by average attendance per team/per season. Average attendance per team/per season was 2,452,493 in the decade from 2000 through 2009. This is up 13.3% from the average per team/per season of 2,165,551 from 1990 through 1999.

20 of the 26 teams that played during the entire decade of the 1990's had higher attendance in the 2000-2009 decade than in the 1990-1999 decade. The San Francisco Giants had the biggest % gain for the decade, as their attendance increased 75.9%. They drew 31.6 million in this decade compared to just 17.9 million in the 1990's. Moving from cold and windy Candlestick Park, to AT&T Park in 2000 was the big reason for this gain.

The New York Yankees had the biggest total attendance gain, from 22.5 million in the 1990's to 37.7 million in the 2000's, up 67.8%. Other teams with big percentage increases in this decade include Houston (57.3%), the Mets (53.9%), Milwaukee (53.2%), Detroit (52.6%), and the Angels (42.7%).

Toronto had the decade's largest decrease in both total attendance, and percent decline. The Blue Jays drew 31.5 million from 1990 through 1999, but only 20.0 million from 2000 through 2009, a decline of 36.4%. Baltimore's attendance fell 22.3% during this period. Other teams with declines for the decade were Cleveland, Kansas City, Texas, and Atlanta. Also, Colorado and Florida played only 7 seasons in the 1990's. Yet their total attendance for those 7 years was higher than their 10 year total from 2000 through 2009.

The Yankees had the highest attendance of any team for the decade from 2000 through 2009, drawing 37,736,795. The Dodgers were next (34,497,939), followed by St. Louis, San Francisco, the Chicago Cubs, the New York Mets, and the Los Angeles Angels.

Florida had the lowest attendance for the decade (13,505,417), followed closely by Tampa Bay (13,586,943), and then Washington/Montreal, Kansas City, and Pittsburgh.

ATTENDANCE IN 2009 COMPARED TO 1999

Major league attendance in 2009 was 4.6% higher than in 1999. National League teams posted a composite gain of 7.3%, while American League teams were up 1.3%. 16 teams had higher attendance in 2009 than in 1999, while 14 teams were down.

Philadelphia had the biggest increase vs. 1999, up 1,775,356 (97.3%), as their move to Citizens Bank Park and success on the field has really paid off. Milwaukee has seen a 1,335,655 (78.5%) gain during this period, and Minnesota's 2009 attendance was just slightly more than double what it was in 1999. Washington's attendance was 135.5% higher than it was in 1999, when the team was in Montreal.

The largest declines from 1999 were by Cleveland, down 1,691,552 (48.8%), Baltimore, down 1,525,987 (44.4%), and Atlanta, down 911,266 (27.7%).

Since the start of the 1999 season, the following 13 teams have opened new ballparks: Detroit, Seattle, Houston, New York Yankees, New York Mets, Cincinnati, Milwaukee, Washington, Philadelphia, Pittsburgh, St. Louis, San Francisco, and San Diego, plus Minnesota in 2010.

While the 4.6% gain vs. 1999 seems modest as a result of the decline in attendance in 2009, there has been a significant increase in average attendance per team over the last few decades. 2009 average attendance per team is up 15.2% vs. 1989, 46.0% vs. 1979, and 115.6% vs. 1969.

ATTENDANCE IN 2009 COMPARED TO 2002

Major League Baseball has experienced an 8.1% increase in attendance since 2002. Total attendance is up 5,508,483 since that season. 18 teams had higher attendance in 2009 than in 2002.

Philadelphia had the largest gain over the past 7 years, up 1,982,552 (122.5%). Detroit, up 1,063,570 (70.7%), had the best increase in the American League. Milwaukee was up 1,067,758 (54.2%) since 2002, with the Angels and Rays posting gains above 750,000. Washington's attendance was nearly 1.1 million higher than in 2002, when the team played in Montreal.

Seattle has suffered the biggest decline in attendance since 2002, down 1,344,021 (38.0%). Baltimore's attendance has fallen 775,454 (28.9%), Arizona is down 1,071,926 (33.5%), Cleveland dipped 840,036 (32.1%), and Oakland suffered a loss of 761,028 (35.1%).

ATTENDANCE IN 2009 COMPARED TO 2004

2004 was the first of 4 consecutive attendance record-setting seasons for Major League Baseball. 2009 attendance is up just 344,690 (0.5%) from 2004, but some teams have posted big increases during this period.

Milwaukee is up 975,069 (47.3%), the Mets have a gain of 817,583 (35.3%), Detroit's tally is up 650,189 (33.9%), and Tampa Bay posted an increase of 599,951 (47.1%). Washington drew over one million more than in 2004, when the team played 59 home games in Montreal, and 21 'home' games in San Juan, Puerto Rico.

San Diego's decline of 1,094,149 (36.3%) is the worst since 2004. Baltimore's attendance has fallen 840,410 (30.6%). The Orioles' decline can be attributed to 12 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. Oakland, Seattle, Cincinnati and Houston are also down at least 500,000 since 2004.

IT HARDLY EVER RAINS IN CALIFORNIA DURING BASEBALL SEASON

With domed stadiums, and fields that drain much better than in the past, rainouts are now less common. They are especially rare in California, and no team has benefited more from great weather than the Angels. In 49 years, they've had only 15 home rainouts. Their last one was on June 16, 1995. The Dodgers have not had a rainout since 2000, and there have been just 17 home games rained out at Dodger Stadium since it opened in 1962. San Diego had 16 home rainouts since they began play in 1969, but just 2 since 1983. In Northern California, the last postponement in Oakland was in 1998. The A's have been rained out just 18 times since 1968. California's 'wet spot' is San Francisco, where 32 games have been rained out since 1958. The last postponed games in California were in April, 2006, when San Diego had a rainout, and San Francisco had two consecutive rainouts.

BUT IT DOES SNOW IN COLORADO

On October 10, 2009 (Division Series), the Rockies had the 13th snowout in their history. 11 of these snowouts have taken place in April, and there was one in September in 1993, the Rockies' first season.

Early and late snowfalls are not that unusual in Denver. According to the National Weather Service, since 1950, there have been 18 years when Denver had at least one inch of snow in May (the high was 13.6 inches in May, 1950). There were 15 years where September had at least an inch of snow (record high 17.2 inches in 1971).

AND EVEN A DOMED STADIUM CAN HAVE A RAINOUT OR A SNOWOUT

Minute Maid Park in Houston has a retractable roof. But in 2008, due to Hurricane Ike, one game was cancelled, and two others got moved to Milwaukee. It was not the first indoor postponement in Houston. In 1976, 10 inches of rain fell, and fans and players couldn't get to the Astrodome, causing what the Astros called, a 'rain-in.' In 1983, a game at the Metrodome in Minnesota was postponed because heavy snow prevented fans from getting to the game. Snowed out games may be returning to Minnesota now that the Twins have moved back outdoors.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE**A NEW YANKEE STADIUM, A 27th CHAMPIONSHIP, THE A.L. ATTENDANCE LEAD, BUT WITH A BIG DROP**

2009 was a very successful year for the New York Yankees, as they moved into new Yankee Stadium. They won 57 regular-season games there, which according to the Elias Sports Bureau, tied the 1912 Boston Red Sox for the most wins by a team in their first year in a new ballpark. **They led the American League in home attendance for the 7th straight year.** And they won the World Series for the 27th time.

But the Yankees also had the biggest attendance decline in Major League history for a team finishing in first place in a league or division, and the worst decrease in attendance for a World Series winning team. Their 6 year streak of leading all of Major League Baseball in attendance came to an end.

The Yankees drew 3,674,495 in 2009, down 584,880 from 2008. A major factor in this decline is that new Yankee Stadium seats 50,329, while the old Yankee Stadium's capacity was 57,545. In 2008, the Yankees averaged 52,585 per date, a figure beyond the capacity of their new park. They averaged 45,364 per date in 2009, topping 42,000 for every game. Another reason for the decline was that the Yankees had difficulty selling some of the most expensive seats in the new park, and had to reduce the price of many of them after the start of the season.

Only 3 other teams have seen attendance fall when their first season in a new ballpark was a full season, and their last season in the old park was also a full season. The 2009 Mets moved into a much smaller park, and were down 906,139. In 2006, the St. Louis Cardinals sold out every game, but attendance fell 131,834 because new Busch Stadium was a bit smaller than Busch Memorial Stadium. The 1923 Yankees drew 1,007,066 in their first season in the original Yankee Stadium. Their 1922 attendance at the Polo Grounds was 1,026,134.

In 2008, the Yankees played their final season in historic Yankee Stadium (84 years and 6,580 games), and became the first team in Major League history to draw 4 million in 4 straight seasons. Their Major League leading attendance of 4,259,375 was actually down from the American League attendance record they set when they drew 4,271,083 in 2007. That 2007 total was the second best in MLB history.

2009 was the 11th straight year the Yankees have topped 3 million. Only the Dodgers, who have topped 3 million in each of the last 14 seasons, have a longer 3 million+ streak. The Yankees have exceeded 2 million in 33 seasons, which is more than any American League team. From 2001-2007, they had 7 straight years of attendance increases, setting a team record 6 times. They've also posted gains in 12 of the last 15 seasons.

There were only 7 sellouts at new Yankee Stadium in 2009—Opening Day, and for 6 games with the Red Sox. The Yankees had 58 home sellouts in 2008, when their smallest crowd was 41,302. Attendance was less than 50,000 at only 7 games that year, and at none after May 22. The final 38 games were sellouts, as were 46 of the last 47 games played at old Yankee Stadium. In 2007, Yankee Stadium had 50 sellouts, including 32 of the final 34 games of the year. Attendance was less than 50,000 at only 8 games, and just one game drew under 40,000.

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.

YANKEES LEAD THE AMERICAN LEAGUE IN COMBINED HOME AND ROAD ATTENDANCE

The Yankees had a combined home and road total attendance of 6,467,553 in 2009, to lead the American League for the 11th straight year. They played in front of 24 sellout crowds on the road. 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, who drew nearly 4.5 million at home. The old American League record was 7,088,291 by the Yankees in 2005.

HOW BIG REALLY WAS THE YANKEES 2009 ATTENDANCE DECLINE?

Preliminary attendance figures from Major League Baseball at the end of the 2009 regular season showed that Yankee attendance fell 540,017. MLB audits all of its statistics, including attendance, after the World Series. The revised figures, which are used in this analysis, show a decline of 584,880. Some 2010 team media guides have the preliminary numbers, while other team media guides, and the A.L. Red Book, publish the revised figures.

BASEBALL'S MOST HISTORIC BALLPARK -- YANKEE STADIUM (1923-2008)

This section takes a brief look at the attendance history of old Yankee Stadium, which closed in 2008, and was replaced in 2009 by a new park, with the same name and located across the street from the original stadium.

From 1903 through 1912, the Yankees were called the Highlanders and played at Hilltop Park in Manhattan. In 1913, the team changed its name to the Yankees, and moved into the Polo Grounds, the home of the New York Giants. The Giants outdrew the Yankees in 6 of the first 7 seasons they shared the Polo Grounds. But after Babe Ruth came to the Yankees in 1920, the Yankees outdrew the Giants 3,546,252 to 2,848,895 over the next 3 years. The Giants then evicted the Yankees from the Polo Grounds. So the Yankees built a magnificent new stadium in the Bronx. Yankee attendance actually dipped slightly in their first season in their own home.

Yankee Stadium was the home of the Yankees for 84 seasons. It opened in 1923, and was expanded in 1928, and again in 1937. Following the 1973 season, Yankee Stadium underwent a major rebuilding. In 1974 and 1975, the Yankees played at Shea Stadium. Rebuilt Yankee Stadium opened in 1976. Its capacity was reduced from 65,010 to 57,145. Some box seats were later added, so the Stadium's final seating capacity was 57,545.

161 post-season games were played at old Yankee Stadium. All 74 post-season games at the original stadium were World Series games. The rebuilt stadium hosted 87 post-season games, including 26 World Series games. Altogether, the Yankees won 37 A.L. pennants and 26 World Championships in old Yankee Stadium.

As successful as the Yankees were on the field, they had almost equal success at the box office. Often, Yankee attendance far surpassed the combined average attendance of the other Major League teams. In 84 seasons at Yankee Stadium, Yankees attendance was higher than the Major League average attendance per team 73 times. 1966 was the first year since Yankee Stadium opened that Yankee attendance was less than the MLB average. It was also less than the MLB average from 1969 through 1972, and again from 1990 through 1995.

The table below shows Yankee Stadium average attendance per season, broken out by decade, and compares it with attendance for all other MLB teams. The column: 'Avg. Att./Team – Other MLB Teams' is the average attendance, per year, in each decade for all teams except the Yankees. The column: 'Yank. Avg. vs. MLB Avg./Team' shows in numbers, how much the average Yankee attendance per year in each decade differed from the combined average per year of all other teams. The column: 'Yank. Avg. vs. MLB Avg. (%)' makes the same comparison on a % basis. EXAMPLE: In the 7 years in the 1920's that Yankee Stadium was open, the Yankees averaged 997,405 per year, compared to a combined average per year of 564,510 for all other teams. The Yankees outdrew all other teams by an average of 432,895 (76.7%) per year, for the decade. Near the bottom of the table, the 'Total Original' line is for the Stadium from 1923 through 1973. The 'Total Rebuilt' line is for the rebuilt Stadium from 1976 through 2008, and includes attendance for one game played at Shea Stadium in 1998.

OLD YANKEE STADIUM ATTENDANCE COMPARED TO MLB ATTENDANCE BY DECADE – 1923-2008

Years	Total Yankee Stad. Attend.	Avg. Yankee Att. per Year	Avg. Att./Team - Other MLB teams	Yank. Avg. vs. MLB Avg/Team	Yank. Avg. vs. MLB Avg. (%)
1923-1929	6,981,836	997,405	564,510	+432,895	+76.7%
1930-1939	9,089,953	908,995	479,260	+429,735	+89.7
1940-1949	14,267,904	1,426,790	802,750	+624,040	+77.7
1950-1959	16,133,658	1,613,366	994,599	+618,767	+62.2
1960-1969	13,334,582	1,333,458	1,121,643	+211,815	+18.9
1970-1973	4,436,081	1,109,020	1,201,977	-92,957	-7.7
1976-1979	8,989,162	2,247,291	1,481,900	+765,391	+51.6
1980-1989	22,077,255	2,207,726	1,747,466	+460,260	+26.3
1990-1999	22,492,091	2,249,209	2,162,429	+86,780	+4.0
2000-2008	34,062,300	3,784,700	2,407,348	+1,377,352	+57.2
Total-Original	64,244,014	1,259,687	864,929	+394,758	+45.6
Total-Rebuilt	87,620,808	2,655,176	2,040,982	+614,194	+30.1
Total-All 84Yrs	151,864,822	1,807,915	1,467,382	+340,533	+23.2
Shea ('74-'75)	2,561,123	1,280,562	1,244,661	+35,901	+2.9

BASEBALL'S MOST HISTORIC BALLPARK -- YANKEE STADIUM (1923-2008)

The following table compares attendance figures of the original Yankee Stadium (1923-1973), with attendance at the rebuilt Yankee Stadium (1976-2008).

ATTENDANCE COMPARISON – ORIGINAL YANKEE STADIUM AND REBUILT YANKEE STADIUM

	Original Stadium (1923-1973)	Rebuilt Stadium (1976-2008)
# of Seasons	51 (winning record in 45 seasons)	33 (winning record in 28 seasons)
Seating Capacity in Final Year	65,010	57,545
Opening Game Attendance	74,200 (announced) Actual attendance estimate: 60,000	52,613
Final Game Attendance	32,938 (9/30/1973)	54,610 (9/21/2008)
First Season's Attendance	1,007,066 (1923)	2,012,434 (1976)
Highest Attendance	2,373,901 (1948)	4,271,083 (2007)
Lowest Attendance – non-strike year	618,330 (1943)	1,748,733 (1992) @
Final Season's Attendance	1,262,103 (1973)	4,259,375 (2008)
Total Attendance – All Seasons	64,244,014 (1923-1973)	87,580,065 (1976-2008) &
Average Attendance Per Season	1,259,687	2,655,176
# Years: Attendance under 1 million	18	0
# Years: Attendance 1-2 million	28	6
# Years: Attendance 2-3 million	5	17
# Years: Attendance 3-4 million	0	6
# Years: Attendance above 4 million	0	4
Total Post-Season Attendance	4,757,461 (74 World Series games)	4,891,534 (30 ALDS, 31 ALCS, 26 World Series Games)
Avg. Attend. per Post-Season Game	64,290	56,225
Regular Season Game Record High	81,841 (5/30/1938)	56,717 (1998 Opener)
Post Season Game Record High	74,065 (Game 4-1947 World Ser.)	57,485 (Game 2-1999 ALDS)
# Post Sea. Games – Att. over 70,000	11 (3 in 1947)	0 (smaller capacity)
Series High – Division Series	None Played	170,013 (2001 – 3 games)
Series High – Championship Series	None Played	225,132 (2003 – 4 games)
Series High – World Series	288,843 (1947 – 4 games)	169,766 (1977 – 3 games)
All-Star Game Attendance	62,892 (1939); 38,362 (1960)	56,683 (1977); 55,632 (2008)
Grand Total – Regular Season, Post-Season, All-Star Attendance	69,102,729	92,583,914

@ - Attendance was smaller in strike-shortened seasons of 1981, 1994, and 1995.

& - Excludes 40,743 for a game played at Shea Stadium on 4/15/1998 due to a fallen beam at Yankee Stadium.

COMBINED ATTENDANCE: ORIGINAL AND REBUILT YANKEE STADIUM

Regular Season –	151,824,079	Division Series –	1,688,254
All- Star Games --	213,569	Championship Series –	1,738,324
		World Series –	6,222,417
		TOTAL POST-SEASON –	9,648,995
GRAND TOTAL -	161,686,643		

2009 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE**IN BOSTON: THE ATTENDANCE RECORDS KEEP FALLING, AND THE SELLOUT STREAK CONTINUES**

The Boston Red Sox sold out every game again in 2009, and topped 3 million once more. They set a team attendance record for the 10th consecutive year, and had their 12th straight gain. 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 3,062,699 in 2009, an average of 37,811 per date.

In the early 1960's, the Red Sox struggled at the gate. From 1961 through 1966, the Red Sox never drew over 950,000. Attendance fell to a post-World War II low of 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, the first time since 1915 that Boston led the A.L. in attendance. Starting in 1967, despite playing in a ballpark with the smallest seating capacity in the Majors, the Red Sox have drawn at least 1.4 million in every full season. They've topped 2 million 26 times, including the last 15 years, and have drawn more than 2.5 million for 10 years in a row. Since 1986, the only season in which the Red Sox did not draw at least 2 million, was strike-shortened 1994.

Opened in 1912, Fenway Park has been modernized recently, with more seats added. Unlike any other park, Fenway has a different capacity for day and night games. It is 36,974 for day games, and 37,402 at night. Some seats in the center field bleachers are not sold for day games in order to provide better visibility to batters.

"THE STREAK"

Boston sold out 550 consecutive regular-season home games through the end of 2009, and the streak continued in 2010. It is the longest sellout streak in Major League history. The streak began on May 15, 2003, so it has covered 6 full seasons. Four other franchises have had 'sellout seasons': Colorado (1996); San Francisco (2000); St. Louis (2006-07); Cleveland (1996-2000). The old consecutive sellouts record was 455, at Jacobs (Progressive) Field in Cleveland. That streak ran from June 12, 1995, through Opening Day of 2001. Coincidentally, on the same day that the Indians' streak began, Colorado had the first of 203 consecutive sellouts at Coors Field. That streak, which is the third longest in MLB history, ran through September 7, 1997.

Also since 2003, the Red Sox have 26 straight post-season sellouts at Fenway Park. In addition, they've sold out 104 consecutive home Spring Training games at City of Palms Park in Fort Myers, Florida. That streak began in 2003, and continued to the end of Spring Training in 2010. So if you count Spring Training and post-season games, the Red Sox had 680 straight home sellouts going into the 2010 regular season. Every Red Sox Florida road 2010 Spring Training game was also a sellout.

But the Red Sox do not have the record for the longest sellout streak in pro baseball. The Dayton Dragons of the Midwest League have sold out all 704 home games in their history, from Opening Day 2000, through 2009.

The Portland Trail Blazers of the NBA have the longest sellout streak in North American pro sports. They sold out 814 consecutive games (744 in the regular-season, 70 in the playoffs) between 1977 and 1995. From 1980 to 1995, the Boston Celtics had 567 consecutive regular-season sellouts, along with another 100 in the playoffs. The Chicago Bulls sold out 610 straight games (515 in the regular-season, 95 in the playoffs) from 1987 to 2000. Michael Jordan also had a hand in a baseball attendance record. When he played minor league baseball for the Birmingham Barons of the Southern League in 1994, the league set its all-time attendance record, and the Barons had the highest attendance ever for one team in that league. Both of those records still stand.

In the National Hockey League, the Colorado Avalanche sold out 407 straight regular-season games, along with 80 playoff games from 1995 through 2006. Detroit had 452 consecutive sellouts, including playoffs, from December 1996 through April 2007. The Minnesota Wild have a current streak of 409 straight sellouts covering pre-season, regular-season, and playoff games, through the end of the 2009-10 season.

In the NFL, these long sellout streaks are ongoing through the end of 2009: Washington-- 335 straight regular-season games going back to 1966, with 13 more playoff sellouts; Denver--a 324 game sellout streak (309 regular-season, 15 playoffs) that began in 1970; Pittsburgh--315 consecutive regular-season sellouts. In college football, the University of Nebraska has the NCAA record with 304 straight sellouts (they won 263 of these games), starting in 1962, and continuing through 2009. Notre Dame has the second longest streak--214 games. The University of Michigan has surpassed 100,000 in attendance at 222 games in a row, though not all were sellouts.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE**TIGERS POST HUGE DROP, BUT CONSIDERING DETROIT'S ECONOMY, THEY STILL DREW WELL**

"And it's in there for a called strike three! He stood there like the house by the side of the road, and watched it go by."...Hall-of-Famer Ernie Harwell (1918-2010), legendary Detroit Tigers broadcaster

Detroit's attendance fell 635,452 in 2009, the worst dip among American League teams for the year, and the 6th worst decrease ever in that league. It was also the 15th largest decline in MLB history.

But taking the really rough economic conditions in the Detroit area into account, the Tigers still drew relatively well in 2009. Their total attendance was 2,567,193, down 19.8%. But this decline is from the all-time high of 3,202,645 the Tigers achieved in 2008.

2008 was the second straight year the Tigers set a new team attendance record. There were 27 sellouts, and attendance topped 40,000 at 43 games at Comerica Park, which seats 41,255. In 2007, the Tigers had 41 sellouts and surpassed 3 million for the first time. That broke their old record of 2,704,794, which was set in 1984, their last World Championship year.

Detroit had only 6 sellouts in 2009. But their total attendance was still the 5th best in team history. For the first time the Tigers have drawn more than 2 million for 5 straight years. They've averaged over 30,000 per home date in each of the last 4 seasons. The only other years that Detroit's average per date topped 30,000 were 1984 and 2000. Tiger attendance has reached one million in all but 3 years since 1945, and in each of the past 45 years. Only the Dodgers (64 years), and the Cardinals (47 years), have a longer streak of consecutive million+ seasons.

It's been quite a comeback for the Tigers over the past 6 years, both on the field, and at the gate. In 2003, the Tigers lost 119 games, and drew just 1,368,285. That's a remarkably low figure for a team in a park which was just in its third year. But by 2006, the Tigers were A.L. champions, and had the second best attendance increase (571,452) in the Majors. Even with the big decline, their 2009 attendance was still 88% higher than in 2003.

Attendance for Detroit's other pro teams is holding up fairly well, considering the local economy. The NFL's Lions have seen their attendance drop from an average of 61,304 per game in 2007, to 54,497 in 2008, and falling to 49,395 in 2009. That is a 19.4% decline in two years. But this drop may have as much to do with the Lions' poor record as it does with the economy. The Lions lost all 16 games in 2008, and had only two wins in 2009.

The Pistons of the NBA play in suburban Auburn Hills. They sold out every game from the start of the 2004-05 season, to the end of the 2007-08 season, averaging 22,076 per game. Average attendance per game fell to 21,877 for 2008-09. There was a more significant decline in 2009-10, as preliminary figures show that the Pistons averaged 18,752, a decline of 15.1% from 2007-08.

The Red Wings of the National Hockey League have fared best among Detroit's teams. A streak of 452 consecutive sellouts ended at the start of the 2007-08 season. But their preliminary 2009-10 average of 19,546 is only down 2.6% from the 2006-07 sellout average of 20,066. No wonder Detroit is called Hockeytown.

'NEW' KAUFFMAN STADIUM GIVES KANSAS CITY THE BEST GAIN OF 2009

A \$250 million renovation of Kauffman Stadium in Kansas City was completed in 2009, and what was always a beautiful facility, is now fully up-to-date. Capacity was reduced to 37,840 from 40,775, but wider concourses, better concessions, and a team hall-of-fame, have been added.

Kansas City's attendance was 1,797,883 in 2009, their highest since 1993. This was up 218,965, the largest increase in the Major Leagues in 2009. There were 8 sellouts. In 2008, ballpark construction reduced capacity, especially late in the season.

The first Major League team to call Kansas City home were the Athletics, who came there from Philadelphia in 1955. They drew 1,393,054 in their first season in Missouri, drew 1,015,154 in 1956, and then never topped one million again prior to moving to Oakland in 1968. The Royals, a 1969 expansion team, did not top one million until 1973, their first year at Kauffman Stadium. They did draw more than 2 million in 11 seasons between 1978 and 1991, including 7 years in a row from 1985 through 1991, but they haven't done it since.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE**LOSING CONTINUES TO CUT BALTIMORE'S ATTENDANCE, BUT ONLY SLIGHTLY IN 2009**

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 3 million in 9 of 10 seasons between 1992 and 2001. Baltimore had the highest total attendance of any team in the 1990's. They topped the American League in attendance each year from 1995 through 1998, and set American League records by surpassing 2 million for 19 years in a row, and reaching 2.5 million 15 times. This last mark was broken by the Yankees in 2009.

But attendance has taken a big dip in recent years. In 2008, the Orioles failed to draw 2 million for the first time since 1988, when they still played at old Memorial Stadium, and in 2009, attendance fell another 2.2%. Only one game, besides Opening Day was a sellout in 2009, and attendance topped 40,000 just 8 times. There were 34 games with attendance below 20,000. From Oriole Park's opening in 1992, until 2003, the Orioles never drew less than 20,000 for any home game. On April 12, 2010, the attendance at Oriole Park was only 9,129, the lowest in that ballpark's history.

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.

Some positive notes: In 2008, Oriole Park, in its 17th season, welcomed its 50 millionth fan. That is the quickest any ballpark has ever reached 50 million in attendance. All 19 home openers there (including 2010) have been sellouts. The Orioles have averaged 37,030 per date in their current home. From 1954 through 1991 at Memorial Stadium, the Orioles averaged 18,353 per date.

Oriole Park at Camden Yards was the first of baseball's 'retro' ballparks, meaning a traditional-looking ballpark, but with all the modern amenities. Over half the regular-season games played there have drawn more than 40,000. But most of those big crowds came in the early years. From 1992 through 2002, attendance topped 40,000 at 660 of 851 games (77.6%). But from 2003 through 2009, only 110 of 564 games (19.5%) had crowds in excess of 40,000, and attendance has topped 40,000 at just 32 of 239 games from 2007 through 2009.

186 of the first 214 dates at Oriole Park were sellouts, including a then-Major League record 65 in a row from May 23, 1992 through April 20, 1993. In this park's first 4 years, a 'make-up' game in 1993 was the only time attendance was under 30,000, and only 3 other games, all in 1995, had attendance under 35,000.

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, the Senators, during that period as well.

CLEVELAND HAD ANOTHER DOWN YEAR

The Indians saw their attendance decline 392,818 in 2009 to 1,776,904. It was their lowest attendance since 2003, and second lowest since 1992, including the strike years. Opening Day was the only sellout.

In 1948, the Indians were owned by master promoter Bill Veeck, and they set a new Major League season attendance record, drawing 2,620,627. That was the last time the Indians won the World Series. One World Series game in 1948 drew 86,288, the largest attendance for any game ever in an American League park. The Indians also topped 2 million in 1949. On September 12, 1954, they drew 84,587, the largest regular-season crowd in Major League history. But the team and its attendance soon 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 top 2 million again until 1993, their final year in old Cleveland Stadium.

Moving to a new park in 1994 led to a boom in attendance. The Indians topped 3 million in attendance each year from 1996 through 2001, including a team record and Major League leading figure of 3,468,456 in 2000. They sold out a then-Major League record 455 straight games between June 12, 1995, and Opening Day 2001. Boston surpassed that sellout streak in 2008. There have been 568 sellouts at Progressive Field since it opened.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE**TAMPA BAY HAS ITS BEST YEAR AT THE GATE SINCE 1998**

The Tampa Bay Rays followed up their American League championship with a small gain (62,980) in attendance in 2009. Their total attendance of 1,874,962 was the second best in team history, topped only by their first season, in 1998. This was the 4th straight attendance increase for the Rays. They've only sold out 20 regular-season games in their 12 year history, including 4 in 2009. Tropicana Field has 41,810 seats. But some have obstructed views, and are not sold for regular-season games. So the ballpark's capacity is 36,973.

In 2008, Rays attendance rose by 424,379 (30.6%). Both the total and % increases were the best in the Majors for 2008. There were 8 regular-season, and 8 post-season sellouts.

The Rays won 31 more games in 2008 than in 2007. Since 1900, only 5 teams have had a higher increase in their win total from one season to the next. Not surprisingly, 7 of the 8 teams that increased their win total by at least 31 games had a big increase in attendance. The exception was the 1999 Arizona Diamondbacks, who, until 2009, had the biggest decline ever by a team that finished in first place in a league or division.

ATTENDANCE CHANGE – TEAMS THAT INCREASED THEIR WIN TOTAL BY AT LEAST 31 GAMES

Team	Year	Increase in Wins vs. Previous Year	# Attendance Chg. vs. Previous Year	% Change vs. Previous Year
New York Giants	1903	36	276,655	91.3
Arizona	1999	35	(580,758)	(16.1)
Boston Braves	1936	33	107,831	46.3
Boston Red Sox	1946	33	813,150	134.7
Baltimore	1989	33	874,470	52.7
Philadelphia Phillies	1905	31	177,161	125.9
San Francisco	1993	31	1,044,367	66.9
Tampa Bay	2008	31	424,379	30.6

The Rays still hope to get a new ballpark in the future. If funding can be arranged, they will have a retractable-roof park on the site of Al Lang Field, their former Spring Training home, in St. Petersburg. In 2009, the Rays moved Spring Training to a rebuilt facility in Port Charlotte, which is on the Gulf Coast, south of Tampa.

TEXAS HAS THE SECOND BEST GAIN IN 2009, AFTER POSTING THE WORST DECLINE IN 2008

Texas Rangers attendance went back over 2 million despite the loss of 3 home dates to rain. The total increase of 210,159 was the second best in MLB in 2009. Average attendance per date rose 3,318 in 2009, the biggest increase of any team. There were 4 sellouts, and 7 crowds above 40,000.

In 2008, the Rangers saw attendance fall by 408,005. This was a 17.3% drop. Both the total and percentage declines were the biggest in the Major Leagues in 2008. Attendance surpassed 40,000 at just two games all year, and Opening Day was the only sellout. It was the Rangers' lowest attendance since 1988, when they still played at Arlington Stadium. They fell below 2 million for the first time since strike-shortened 1995, thus ending a streak of 18 straight full seasons with attendance of more than 2 million.

It took a while for the Rangers to become popular in the Dallas-Fort Worth area. Attendance failed to reach 700,000 in both 1972 and 1973, the first two seasons the team played in Texas, after moving from Washington, DC. They topped 1.5 million just once until 1986, but have done it every year since then. There were just 59 sellouts in the 22 years that the Rangers played at Arlington Stadium, which was an expanded minor league park. In their first 14 years in Texas (1972-85), the Rangers averaged over 20,000 per date just once. Strike-shortened 1994 was the first year the Rangers played in their current park. They sold out a team record-high 21 games, even though they only had 62 home dates that year, and averaged 40,000+ per date for the only time in team history.

Weather note: The Rangers have been rained out 62 times in their 38 years in Texas. But only one of those rainouts has taken place in July, and there has only been one rainout in August.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE**TWINS HAVE THEIR BEST ATTENDANCE SINCE 1992 IN THEIR FAREWELL TO THE METRODOME**

2009 was the final year for the Minnesota Twins in the Hubert H. Humphrey Metrodome. They drew 2,416,237, up 113,806 from 2008, and their best total since 1992. There was one extra date—a playoff game to determine the American League Central Division championship. That game, which statistically counts as a regular-season game, drew 54,088, the largest regular-season crowd in Twins history. 10 other 2009 regular-season games had attendance of at least 40,000. The Twins have now topped 2 million in attendance for a team-record 5 straight years. This followed 11 straight seasons where attendance failed to reach 2 million. In 1988, the Twins drew 3,030,672 to become the first American League team to surpass 3 million in attendance.

In 2010, the Twins moved back outdoors, as they opened Target Field. It is located in downtown Minneapolis, next to the Target Center, home of the NBA Minnesota Timberwolves, and seats 39,504. Due to the often early-season cold weather in Minnesota, Target Field has concourses, concession areas, and rest rooms that are heated. But that heat wasn't needed for Target Field's Opening Day. It was 65 degrees and sunny.

The Twins played 28 seasons in the Metrodome. They drew just 921,186 in 1982, their first season there, and only 858,939 in 1983, the lowest attendance of any season in the Metrodome. Overall regular-season attendance from 1982 through 2009 was 49,884,973, an average of 1,781,606 per season. The average attendance for the 2,234 dates there was 22,330. The Metrodome hosted 9 A.L. Division Series games, 6 A.L. Championship Series games, and 8 World Series games. Those 23 post-season games drew 1,268,241, an average of 55,141 per game. The 1985 All-Star game was played there in front of a crowd of 54,960.

From 1961 through 1981, the Twins played outdoors at Metropolitan Stadium in Bloomington. That stadium was replaced by the Mall of America, the largest shopping mall in the United States. In 21 years at 'The Met,' the Twins drew 22,285,287, averaging 1,061,204 per season. The highest attendance was 1,483,547 in 1967, while the lowest for a full season was 662,401 in 1974. In 9 of their last 11 years at Metropolitan Stadium, the Twins failed to draw at least one million. Average attendance per date for 1,571 dates at 'The Met' was 14,185.

Even though the Twins have moved, the Metrodome continues to be used for high school and college baseball games. It is also home to the National Football League's Minnesota Vikings. The Vikings have played 221 regular-season games at the Metrodome from 1982 through 2009, with an average attendance of 59,697 per game. 10 NFL playoff games there have averaged 61,698, and Super Bowl XXVI in 1992 drew 63,130. The Vikings hope to build a retractable-roof stadium in the near future.

The Twins weren't the only team to leave the Metrodome and head outdoors. The University of Minnesota opened a new football stadium in 2009. The Golden Gophers played 169 games in the Metrodome from 1982 through 2008, with an average attendance of 46,803 per game. Their largest Metrodome crowd was 65,184.

Basketball has also been played at the Metrodome. The Timberwolves of the NBA played their first season (1989-90) there while their arena was under construction. They drew 1,072,572, averaging 26,160 per game. Those are all-time NBA records. 4 games drew more than 40,000, topped by a crowd of 49,551 on April 17, 1990.

March Madness, the NCAA Men's Basketball Tournament, has been a regular visitor to the Metrodome. The Final Four was played there in 1992, drawing 50,379, and again in 2001, when attendance was 45,994. The Metrodome also hosted Regional Tournament games 8 times between 1986 and 2009.

SEATTLE'S ATTENDANCE DROPS FOR THE 6th TIME IN THE LAST 7 YEARS

Despite winning 24 more games in 2009 than in 2008, Mariners' attendance dropped 134,288, and is down more than 1.3 million from its peak in 2002. The 2009 total of 2,196,461 was the lowest since 1995 and the lowest for a full season since 1993. Just 7 games drew over 40,000, and there were only 2 sellouts.

This is a team that had a really tough time selling tickets from its inception in 1977, until the mid-1990's, and then had a huge upswing. The Mariners failed to draw one million in 6 of their first 8 seasons, and never averaged at least 20,000 per game until 1991. They had the worst attendance of any team during the 1980's, and did not reach 1.5 million until 1990, and topped 1.7 million just twice until 1996. But they've attracted at least 2.1 million every year since 1996, and have topped 3 million in 5 seasons.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE**ANOTHER SLIGHT DECLINE, BUT STILL ANOTHER GOOD YEAR AT THE GATE FOR THE ANGELS**

Attendance fell 2.9% (96,373) for the Los Angeles Angels of Anaheim in 2009. But they still drew 3,240,374, the second-best attendance in the American League. The Angels had set team season attendance records every year from 2003 to 2006. In 2009, they had 14 sellouts, topped 3 million for the 7th consecutive season, and surpassed 2 million for 12th straight year. Only the Dodgers and the Yankees have had more consecutive '3 million' years than the Angels. The Angels have also reached 2 million in attendance 26 times in the last 28 full seasons.

Although the Angels have never outdrawn the Dodgers in any single year, those two teams are not too far apart in attendance these days. But in their early years, the Angels were a distant second in fan appeal in Los Angeles. Between their first season in 1961, and 1974, Angels' attendance was under one million 8 times. Their highest total until 1977 was 1,400,321, in 1966, the year Angels Stadium opened. That park was originally built just for baseball, but was expanded to a capacity of 65,158 in 1980, in order to accommodate Rams football. After the Rams moved to St. Louis, the ballpark underwent a major rebuilding, completed in 1998. It's once again a primarily baseball facility, and its seating capacity is 45,285.

In 1961, their first season, the Angels played at Wrigley Field. No, not the Wrigley Field in Chicago, but Wrigley Field in Los Angeles, which had been home to a Cubs minor league team before the Dodgers moved to California in 1958. The Angels moved into Dodger Stadium, which they called Chavez Ravine Stadium, in 1962, and played there through 1965.

OAKLAND HAS BASEBALL'S WORST ATTENDANCE IN 2009, BUT STILL HOPES FOR A NEW PARK

"If you don't know where you're going, you might not get there."...Yogi Berra

The Oakland Athletics set a 'sort-of' attendance record in 2009. They drew 1,408,783, lowest among all Major League teams. But they became the first team in Major League history to post a particular year's poorest attendance, and yet still draw more than 1.4 million. This was their smallest total since 1999, and a decline of 256,473 from 2008. There were 5 sellouts, but only 23 games with crowds of at least 20,000. It was the 6th straight year with an attendance decline in Oakland.

The A's have tried for a more intimate feel for their ballpark. For most games, they don't sell upper deck seats, and list their capacity as 35,067 in the Oakland Coliseum, which seats 63,024 for football. The largest crowd ever to attend an A's game in Oakland was 55,989 in 2004. The largest number of sellouts in team history was 20, in 1990, when the A's set their all-time season attendance record.

In the early 1970's the A's were very successful, with 5 consecutive A.L. West titles, and winning 3 straight World Series from 1972 to 1974. But their attendance was poor. The only World Champion team of those years to top one million in attendance was in 1973, and they barely made it, drawing 1,000,763. Attendance reached one million only one other time during the A's first 13 seasons (1968-80) in Oakland. Their worst attendance was just 306,763 in 1979. That was the lowest attendance for any team since the Browns drew 297,238 in 1953, their final season in St. Louis before moving to Baltimore. In 1979, the A's averaged just 3,984 per date. Attendance was below 1,000 at 2 games, with a low of 653, and 19 games had crowds between 1,000 and 2,000. Just 5 games all year had crowds above 10,000, the largest being 19,538 for a July 6 twi-night doubleheader with the Yankees. (Source for 1979 data: Box scores from The Sporting News)

The Athletics played in Philadelphia from 1901 through 1954. Their highest attendance in Philadelphia was 945,076 in 1948. They topped one million in each of their first 2 seasons in Kansas City (1955 and 1956), but never reached that level again before moving to Oakland.

The search continues for a location for a new ballpark for the Athletics. They thought they had a site in Fremont, 22 miles south of their current home, and 12 miles from downtown San Jose. Plans were made for a 32,000 seat, very hi-tech ballpark, to be named Cisco Field. But it may never be built, and the team does not want a new facility in the City of Oakland.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE**WHITE SOX ATTENDANCE FALLS AGAIN**

The Chicago White Sox had the Major League's biggest dip in attendance in 2007, another decline in 2008, and were down 216,485 in 2009. Attendance in 2009 was off more than 650,000 from the team-record high set in 2006. But it did top 2 million for a team-record 5th consecutive season. The White Sox also topped 2 million in 4 straight years from 1990 through 1993. Combined attendance from 2005 through 2009 is 12.7 million, the highest 5 year total in team history. 7 games, including all 3 with the Cubs, were sold out in 2009.

The White Sox, Cincinnati, the Philadelphia Athletics, and the St. Louis Browns, were the only teams that did not draw at least one million in the 5 years following World War II. But starting in 1951, the White Sox did top one million in 14 of the next 15 years, and were Chicago's dominant team, in terms of attendance, and on the field. But then attendance stayed under one million for 6 straight years, with a low of just 495,355 in 1970. After the White Sox played some home games in Milwaukee in 1968 and 1969, there were threats that they would move there permanently. Attendance later picked up significantly, and by 1983, it topped 2 million. But then it fell, and once again, there was talk of moving the team, this time to a new ballpark in St. Petersburg, Florida. A White Sox presence in Chicago was assured when new Comiskey Park (now U.S. Cellular Field) opened in 1991. That ballpark in St. Petersburg is now home to the Tampa Bay Rays.

In 2003, U.S. Cellular Field underwent a major renovation, even though it was only 12 years old. The top rows of the upper deck were removed, and capacity was decreased from 47,098 in 2003 to 40,615 in 2004.

On April 6, 2009, U.S. Cellular Field had the first snowout in its history.

TORONTO'S STREAK OF INCREASES ENDS, AND ATTENDANCE DROPS SHARPLY

The Toronto Blue Jays had 6 consecutive attendance increases from 2003 to 2008, and their 2008 total of 2.4 million was their best since 1998. But in 2009, attendance fell 524,287 to 1,876,129. Their 21.8% decline was the largest percentage decrease in the American League. Only 2 games had crowds of at least 40,000.

Attendance had been above 2 million for 16 straight years, from 1984 through 1999, but then fell below that mark for 5 years. The Jays went back above 2 million for 4 straight seasons until 2009. Strike-shortened 1981 is the only year in Blue Jays history, which began in 1977, that the team did not draw at least 1,275,000.

In 1991, Toronto became the first team to reach 4 million in a season. They also topped that mark in their World Series winning seasons of 1992 and 1993. During those years, the Blue Jays had 5 sellout streaks of at least 38 games, with the longest of those streaks covering 60 games from May 18, 1990 to Opening Day 1991. But the 1994 strike denied the Blue Jays the opportunity to defend their World Championship as there were no playoffs that year. Attendance took a huge hit in the following seasons, falling to a low of 1,636,904 in 2002.

The Rogers Centre, formerly called Skydome (officially, there was no 'The' in front of the name Skydome), was the first stadium with a retractable roof in the Major Leagues. The facility, which includes a hotel in the outfield, opened in 1989, and through 2009, the Blue Jays have played 1,658 games there. 868 games have been played with the roof open, and 696 with the roof closed. At 94 games, the roof was closed during the game due to weather, or in the case of a game in 1990, due to flying insects. In fact, that game had a 35 minute 'bug delay.'

Seattle, Arizona, Houston, and Milwaukee now also have retractable roof parks. The Florida Marlins will have one in 2012, and Tampa Bay wants to build one. Now that the Minnesota Twins have moved into their new outdoor ballpark, Tampa Bay is the only team playing in a stadium with a roof than can't be opened. The Rays and the Blue Jays have the only Major League parks with artificial turf.

The largest baseball crowd at Skydome/Rogers Centre was 52,382 for the 1991 All-Star Game. A game in the 1992 World Series drew 52,268. The biggest regular-season attendance was 50,560 on Opening Day 2005. But the largest crowd ever for an event in this stadium was 68,237 for WrestleMania X8 in 2002.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE**THE DODGERS ARE BACK IN A FAMILIAR SPOT – THE TOP OF THE ATTENDANCE STANDINGS**

The Los Angeles Dodgers led all of Major League Baseball in attendance in 2009, drawing 3,761,651. That was the second highest total in team history, and the 9th best attendance in the history of the National League. Since moving to Los Angeles in 1958, the Dodgers have posted the best attendance in the National League 28 times, and have been the Major League's top draw in 22 seasons. The Dodgers had baseball's best attendance 21 times in their first 29 years in Los Angeles. 2009 was the first time since 1986 that the Dodgers drew more than any other team in the Majors. But they have led the National League in attendance in 5 of the last 6 seasons. The Mets were the N.L. leaders in 2008.

Dodgers' attendance has gone up in 8 of the last 9 years. That includes 7 straight years of gains from 2001 to 2007, the longest streak of increases in National League history. There were 11 sellouts at Dodger Stadium in 2009. The team record for sellouts is 42 in 1982. There were 28 sellouts in 2004. Attendance exceeded 50,000 at 31 games in 2009, and was under 40,000 at just 14 games, none after June 9.

Attendance on Opening Day at Dodger Stadium has topped 50,000 every year, including 2010, since the National league began to include 'no-shows' in its figures starting in 1993. From 1958 to 1992, when the turnstile count, and not tickets sold, determined official National League attendance, there were 10 home openers that drew at least 50,000. The first home opener in 1958 at the Los Angeles Memorial Coliseum drew 78,762, which at that point was the largest crowd ever at a National League game. That record was topped by Colorado in 1993.

In 2007, the Dodgers set their all-time high of 3,857,036, which is now the 5th highest attendance ever by a National League club. It was the largest season total in the N.L. since Colorado drew 3,888,453 in 1997.

In 1978, the Dodgers became the first team to ever draw 3 million. They've reached that level 24 times, including in each of the last 14 years. Dodger attendance has been over one million in 65 consecutive seasons, going back to their days in Brooklyn. It has been in excess of 2 million in each of the last 37 years (including strike seasons), and 45 times overall, and has topped 2.5 million 36 times. These are all Major League records. A total of at least 3.6 million has been reached in each of the last 5 years. Lowest Dodger season attendance in 52 years in Los Angeles was 1,581,093 in 1968. They've topped 2.4 million in every full season since 1977. From 1900 on, Dodgers' attendance is over 184 million, the best of any Major League team. Since moving to Los Angeles in 1958, the Dodgers have drawn over 145 million. No other team even comes close to matching that figure for this period.

At the end of 2008 Spring Training, the Dodgers celebrated 50 years in Los Angeles by playing an exhibition game vs. Boston at the Los Angeles Coliseum, which was their home from 1958 through 1961. The game drew 115,300, and raised \$2 million for charity. It was the largest crowd ever to attend a baseball game in the United States. The Dodgers held the previous record of 93,103 for a 1959 exhibition game with the Yankees.

Food note: An estimated 1,120,000 Dodger Dogs are sold at Dodger Stadium in a typical season.

PITTSBURGH'S ATTENDANCE FALLS AGAIN. BUT THE VIEW FROM THE BALLPARK IS STILL BEAUTIFUL

PNC Park may be the most beautiful setting in the Majors, with its spectacular riverfront site, and downtown Pittsburgh skyline view. But the Pirates again had the second-worst attendance in the National League in 2009, and their lowest since 1998, when they played at Three Rivers Stadium. Total attendance was 1,577,853, down 31,223. There were 4 sellouts in 2009, and only 9 games drew at least 30,000. Attendance was under 20,000 at 48 games, and 26 games drew less than 15,000. At least the Pirates draw well on Opening Day. 9 of the first 10 openers at PNC Park, including 2010, were sold out, as were the final 4 Opening Day games at Three Rivers.

The Pirates have drawn over 2 million just 3 times in team history, and only once since 1991, and they've never topped 2.5 million. Only expansion teams Tampa Bay and Florida, who began play in the 1990's, have reached 2 million less often than the Pirates. The last year the Pirates had a winning record was 1992.

'Splash Hits' in Pittsburgh – Since PNC Park opened in 2001, 28 home runs have landed in the Allegheny River beyond the outfield wall, including one on Opening Day of the 2010 season. But only one of these home runs, a 479-foot shot by Daryle Ward of Houston in 2002, made it into the river on the fly.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE**A MUCH SMALLER NEW BALLPARK LEADS TO A BIG DECLINE FOR THE METS**

Perhaps no other attendance statistic in Major League history could be misinterpreted as much as the one that shows that attendance for the New York Mets fell 906,139 in 2009. It was the second largest decline ever, topped only by the loss of 952,667 by the 1967 Los Angeles Dodgers.

The Mets moved from 57,365 seat Shea Stadium, to 41,800 seat Citi Field in 2009. In Shea Stadium's final season (2008), the Mets set their 3rd consecutive team attendance record, drawing 4,042,043. That was the 2nd highest attendance ever by a National League team. 30 of the last 36 games played at Shea drew more than 50,000, and 47 crowds reached that level for the year. The smallest attendance at any Mets home game in 2008 was 45,321, which is more than 3,500 higher than Citi Field's capacity. Standing-room is not sold at Citi Field.

So considering how high Mets' attendance was in 2008, and how much smaller their new ballpark is, they were going to have a huge decline in total attendance in 2009, no matter what. If the Mets had sold every single ticket possible in 2009, including player and 'comp' tickets, their attendance still would have fallen by 656,243.

The Mets did sell more than 93% of their available tickets in 2009, drawing 3,135,904. This was the 4th year in a row that their attendance topped 3 million, and the 12th consecutive season above 2 million. Only 5 games were sold out. But every game drew at least 35,000.

An Opening Day streak ended for the Mets due to the smaller new ballpark. They had topped 52,000 for each of their last 10 openers at Shea Stadium, including a record-high Opening Day crowd of 56,350 in 2008.

Attendance rose 188,094 at Shea Stadium in 2008. This followed 3 straight years with gains of more than 470,000. The Mets had the biggest increase among National League teams in both 2005 and 2006, and the second-best gain in both the National League, and the Majors, in 2007.

After playing their first two seasons in the Polo Grounds, the Mets moved into new Shea Stadium in 1964. That year, they drew 1,732,597, despite a 53-109 record, and a last (10th) place finish in the N.L. Meanwhile in the Bronx, the Yankees won their 5th straight American League pennant, yet their attendance was just 1,305,638.

The Mets first topped 2 million in their miracle championship season of 1969. They've now reached that level 23 times. 1987 was the first of the 6 seasons that Mets' attendance reached 3 million. Smallest attendance for a full season at Shea was 788,905 in 1979. Attendance in strike-shortened 1981 was 704,244. The Mets led the Majors in attendance in 1969, 1970, 1971, 1972, and 1988, and led the National League in 2008.

Shea Stadium was the only facility to ever be the home of 4 major league sports teams in one year. In addition to being the home of the Mets through 2008, the Jets played there from 1964 through 1983. The Yankees also called Shea home in 1974 and 1975, while Yankee Stadium was being rebuilt, and for one game in 1998, after a beam fell at Yankee Stadium. The NFL's New York Giants used it as a home field for the 1975 season.

Two of the most memorable events at Shea Stadium had nothing to do with sports. The Beatles played to a screaming full house at Shea in both 1965 and 1966.

ARIZONA GIVES BACK ITS GAINS

After 3 straight years of increases, Arizona's attendance fell 380,513 to 2,128,799 in 2009. Opening Day was the only sellout. Attendance was over 40,000 at just 2 games, while only 16 games drew at least 30,000.

While the Diamondbacks have never matched the total of 3,600,412, with 21 sellouts, that they drew in 1998, their first season, they have surpassed 2 million every year, and have reached 3 million during 3 seasons.

"Splash Hits" in Phoenix – There is a swimming pool in the right field stands at Chase Field. 37 home runs have landed in the pool through the 2008 season.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE**ANOTHER PENNANT, AND ANOTHER ALL-TIME HIGH ATTENDANCE FOR PHILADELPHIA**

2008 was a great year for the Phillies! They won their second World Series, and set a bunch of attendance records. Their 2008 attendance of 3,422,583 was a team record-high, and a gain of more than 300,000 from 2007. It was also the highest attendance ever for a National League World Series winner. (Toronto drew over 4 million in their World Championship years of 1992 and 1993.) 50 games were sold out, breaking the team record of 44 set in 2004. Attendance was higher than 35,000 at 73 regular season games.

In 2009, the Phillies lost the World Series, but it was an even better year than 2008 in terms of attendance. Philadelphia drew a team record-high 3,600,693. That was up 178,110, and was the best increase among National League teams. 73 games were sellouts, including the final 42 of the year. There were only 3 crowds below 40,000, all in April. The Phillies have topped 3 million in 4 of their 6 seasons at Citizen's Bank Park. 1993 was the only year they drew 3 million at their former home, Veterans Stadium.

But many years ago, the Phillies were pretty much ignored in their home town. Attendance never rose above 306,000 in any season from 1921 through 1942. The Phillies played at a very run-down ballpark called the Baker Bowl, until moving in with the Athletics at Shibe Park (later named Connie Mack Stadium) in the middle of the 1938 season. The Phillies topped one million just 6 times until they moved into Veterans Stadium in 1971.

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, even though The Vet had a much higher seating capacity.

ATTENDANCE COMPARISON – FIRST 6 YEARS AT CITIZENS BANK PARK VS. LAST 6 YEARS AT THE VET

	CITIZENS BANK PARK 2004-2009	VETERANS STAD. 1998-2003	# GAIN CBP VS. THE VET	% GAIN CBP VS. THE VET
Seating Capacity	43,647	61,831	(18,184)	(29.4)%
Total Attendance	18,748,812	10,777,762	7,971,050	74.0
Average per Season	3,124,802	1,796,294	1,328,508	74.0
Average per Date	38,898	22,738	16,160	71.1

PADRES HIT WITH ONE MORE BIG LOSS

The San Diego Padres saw attendance fall 504,932 (20.8%) in 2009. This followed a 362,539 (13.0%) decrease in 2008, which was that year's largest total and percentage decline in the National League. They drew 1,922,603 in 2009. That was San Diego's lowest total since 1995, and the smallest full-season attendance since 1993. They had 4 sellouts, but only 14 crowds above 30,000. 30 games drew less than 20,000.

In 2009, the Padres ended a streak of 13 years in a row with attendance over 2 million. They had reached this level only twice until 1996. The Padres had very poor attendance early in their history. They never drew more than 700,000 in any of their first 5 seasons (1969-1973). They were about to move to Washington, DC for the 1974 season, when McDonald's CEO Ray Kroc bought the team. Since then, they failed to draw at least one million only in 1981 and 1994, two seasons shortened significantly by strikes. In 1981, there were 52,000 fans at one Padres game, but the official paid attendance was 0. This took place after the strike, when everyone was admitted free to that one game as a goodwill gesture.

The Padres set their season attendance record in 2004, when they topped 3 million. There were 70 crowds of at least 30,000 that year, with 24 sellouts. But the Padres drew many large crowds at their previous home, San Diego Jack Murphy Stadium. In 2001, they had 7 crowds of more than 60,000, and at the 1998 World Series, they attracted 65,427 to Game 4. Those crowd figures won't be exceeded any time soon, because Petco Park seats 42,691.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE**CUBS' ATTENDANCE FALLS, BUT THEY TOP 3 MILLION ONCE MORE**

Even though the Chicago Cubs had a 131,341 decline in attendance in 2009, they drew 3,168,859, and averaged 39,611 per date. They lost one home date to rain. This was the 6th straight year that the Cubs have drawn 3 million. Attendance topped 40,000 at 45 games, so the Cubs probably had many sellouts. But they don't list sellouts in their media guide or in their daily game notes, so an exact number is not available.

In 2008, the Cubs drew 3,300,200, an all-time record-high for the team, and for the City of Chicago. The 2008 average crowd at Wrigley Field was 40,743, which is close to a sellout. Every game drew at least 37,000, and attendance topped 40,000 at 42 of the last 43 games of the year.

The Cubs have topped 1.8 million in attendance every year since 1984. They have surpassed 2 million for 14 consecutive years, and in every non-strike-shortened season since 1987. They've reached 2.5 million for 12 straight years. But the Cubs used to really struggle to attract fans. 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).

Wrigley Field was originally named Weeghman Field, and it opened in 1914, but not as the home of the Cubs. The Chicago Federals of the Federal League played there. In 1916, the Cubs moved to the "Friendly Confines." Their largest crowd there was 51,556 in 1930, on Ladies Day. Two Wrigley Field icons, which remain today, the center field hand-operated scoreboard, and the ivy on the outfield wall, were installed in the late 1930's. But lights for night games didn't come to Wrigley until 1988.

The wind is almost always a factor at Wrigley Field. The Cubs keep track of what direction the wind blows when every game begins. From 2003 through 2009 (567 games), the wind blew in at the start of 317 games, blew out at 170 games, and 80 games had a crosswind. Both teams combined to score an average of 8 runs per game when the wind blew in, but averaged a combined 12 runs a game when there was a crosswind, or the wind blew out.

ST LOUIS' 3 MILLION STREAK CONTINUES

Attendance fell 89,665 for the St. Louis Cardinals in 2009. But as always, they drew very well, topping 3.3 million. 52 games had attendance of at least 40,000. The Cardinals have now drawn 3 million for the last 6 seasons, and in 11 of the last 12 years. Cardinals' attendance has been above 2 million in every full season since 1982, and over one million every year since 1963. Only the Dodgers, who have surpassed 2 million in every season since 1973, and been over one million in all seasons since 1945, have a longer streak.

2009 was the 13th time that St. Louis has topped 3 million. They've surpassed 2.5 million 20 times, and have been above 2 million for 28 seasons. Here again, only the Dodgers have reached these levels more often.

The 2006 Cardinals became the first team since the 1923 New York Yankees to win the World Series in their first year in a new ballpark. (The 2009 Yankees did it too.) Yet their attendance fell 131,834 from 2005, even though every game was sold out. That's because new Busch Stadium has a lower seating capacity than Busch Stadium II. It has 43,975 seats, and a full capacity of 46,861, including standing room, and party rooms. All games were sold out in 2007 as well. In its first 4 seasons, new Busch Stadium's smallest crowd was 35,206.

Back in the 1930's, the Cardinals were one of the most exciting and colorful teams in baseball. Yet they didn't draw very well. The champion 1934 team attracted only 325,056. Their 1946 World Series winning team was the first to draw one million. In 1950, the Cards became the first team to schedule a night home opener.

Even though St. Louis is not a huge market in terms of population, the Cardinals have always attracted many fans from a very wide geographical area of the Midwest. For years, they've had a very large radio network that broadcasts their games. This year, it has more than 100 stations, spread out over 9 states.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE**ANOTHER DOWN YEAR IN HOUSTON**

Astros' attendance was down 258,411 in 2009. This followed a 240,918 decline in a year earlier. The 2009 total of 2,521,076 was the lowest for the Astros since 2003. There were 3 sellouts in 2009. Opening Day 2010 had the largest crowd in Minute Maid Park history.

The Astros initially drew 2 million in 1965, when they opened the Astrodome, baseball's first indoor stadium. That year, their attendance rose 1,425,697, which is the largest increase in Major League history. In their first 3 years (1962-64), the team was named the Colt .45s, and played at Colt Stadium, a facility plagued by flying insects. The Astros topped 2 million just twice more until 1997, but have been above it every year since. Attendance has reached 2.5 million in the last 6 seasons, and in 9 of the last 10 years, and has topped 3 million 3 times since 2004.

The Astrodome had natural grass in its first season. But fielders had difficulty with fly balls due to glare from the dome. The panels of the dome were painted to cut the glare, but that killed off the grass. So in 1966, the Astrodome became the first Major League ballpark with artificial turf. An attendance oddity took place there on May 12, 1995, when a game had a paid attendance of 0. All tickets were free as the Astros tried to make amends with fans after the 1994-95 strike.

Minute Maid Park, the current home of the Astros, has a railroad motif. It is located next to Union Station, a classic railroad depot built in 1911. Inside the ballpark, above left field, there is an 800 foot long stretch of track with a replica 19th Century locomotive and coal tender that can move back and forth.

IT'S A SMALL GAIN IN COLORADO, BUT IT'S THEIR BEST ATTENDANCE SINCE 2002

After two straight years of attendance increases of more than 270,000, the Colorado Rockies had a much more modest gain in 2009. Attendance rose 14,892 to 2,665,080. It was the highest attendance for Colorado since 2002. There were only 3 sellouts in 2009 for the team that holds the National League record for consecutive sellouts. From June 12, 1995 to September 6, 1997, the Rockies sold out 203 straight games.

In 1993, their first season, the Rockies set the all-time Major League attendance record, 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. Their current park, Coors Field seats 50,449. In 1993 and 1994, the Rockies played at Mile High Stadium, which had a capacity of around 75,000, with extra seats added at times. 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 (135 dates) at Mile High Stadium, the Rockies had crowds of better than 60,000 at 52 games, and topped 70,000 for 21 games. They drew a total of 7,764,861, an average of 57,517 per date.

Among the other attendance records the Rockies hold are: Largest for a National League day game, and for Opening Day (both set on Opening Day 1993 with a crowd of 80,227); Highest for a National League night game (73,957 in 1994); Highest for a 3 game series (217,009 in 1994); Highest for a 4 game series (259,113 in 1994). Plus, Denver also has the record for the largest attendance at a minor league game. In 1982, the Denver Bears of the American Association drew 65,666 on Fireworks Night.

Colorado topped 3 million in each of the team's first 9 years. They have not done it since, but 2005 was the only year when attendance was under 2 million. The Rockies led the Majors in attendance every year from 1993 through 1999, and averaged more than 40,000 per date in each of their first 8 seasons. They have 3 of the 4 highest season attendance totals in National League history. The 2008 Mets have the other. Since 1993, the Rockies total attendance is 51.8 million. Only the Yankees and the Dodgers have a higher total attendance over this 17 year period.

Coors Field and Target Field in Minnesota are the only Major League ballparks whose fields have a heating system. They need that in Denver because they've had 13 snowouts in their Major League history. There have been 12 games in Colorado where the gametime temperature was below 40 degrees, with the coldest being 28 degrees for a game in 1997. On the other hand, 5 games have begun with a temperature of 97 degrees. Coors Field has a row of purple seats in the upper deck, marking an elevation of one mile above sea level.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE**REDS HAVE THEIR LOWEST ATTENDANCE SINCE 1986**

Attendance in Cincinnati declined 310,711 in 2009 to 1,747,919. It was the smallest season total for the Reds since 1986, including the strike-shortened seasons. Only 15 games had crowds above 30,000, while 22 games drew less than 15,000.

Cincinnati's attendance was up in 2008 – by 37. That's not 37 per date, but 37 for the entire season. This is the smallest year-to-year change in attendance in Major League history. In 1970, the Oakland A's had a gain of 123 for the year, and in 1930, attendance for the New York Giants fell by 92. According to the St. Louis Cardinals Website, their attendance rose by 121 in 1903. (The Cardinals Media Guide has a different number.) Now here are a couple of 'two-year' oddities in attendance change: In 1954, the Chicago White Sox drew exactly 46 less than in 1952, and attendance for the Angels in 1975 was 43 less than in 1973.

The Reds had 6 sellouts in 2009, and a total of 46 games, including Opening Day 2010, have been sold out at Great American Ballpark since it opened in 2003. This park was built right next to Riverfront Stadium, the Reds' home from mid-1970 through 2002. It has become very common in the last two decades for new Major League ballparks to be built very close to an older one. The White Sox, Yankees, Mariners, Rangers, Braves, Brewers, Mets, Phillies, Pirates, and Cardinals have also opened new ballparks adjacent to their former homes.

The highest attendance in Cincinnati was in 1976, when The Big Red Machine World Series winners drew 2,629,708 in just 75 home dates. 10 dates had crowds above 50,000, and attendance topped 45,000 for 20 dates. The Reds are the only Major League team whose current season record-high attendance mark was set prior to 1988. Riverfront Stadium seated 51,744, while Great American Ballpark has a capacity of 42,319. The Reds drew more than 2 million every year from 1973 through 1980. It was quite an achievement for a team in a small market at a time when National League attendance figures only counted actual in-stadium paid attendance, and did not include 'no-shows,' which are tickets sold but not used. Teams also played more single-admission double headers in those days. So most teams had fewer home dates per year than they do now.

Cincinnati hosted the first night game in Major League history. It was played at Crosley Field on May 24, 1935, and drew a crowd of 20,422.

FLORIDA HAS THE LOWEST N.L. ATTENDANCE AGAIN, BUT A NEW BALLPARK IS BEING BUILT

"If people don't want to come out to the ballpark, how're you gonna' stop them?"...Yogi Berra

For the 4th straight year, the Marlins finished at the bottom of the National League attendance standings. But 2009 attendance was up 129,030, the second best total increase in the National League, and the 9.7% gain was the best percentage gain in the league. The 2009 total of 1,464,109 was Florida's highest since 2005. However, just 26 games drew at least 20,000, and attendance topped 30,000 at only 11 games.

The Marlins drew over 3 million in their first season (1993), but since then, they've topped 2 million only in 1997, despite winning two World Championships. Average attendance per home date was 38,311 in 1993, and 32,838 in 1994, but has been over 25,000 only once since then.

Part of the attendance problem for the Marlins is caused by South Florida's weather. The Marlins have averaged 1-2 weather postponements, and around 10 rain delays per year in their 16 year history. 6 of the postponements have been due to hurricanes. 2009 was a tough year weatherwise. The Marlins lost 3 dates to rain. They also had a team record-high 22 rain delays, which added up to nearly 25 hours of rain delays for the year. The previous record for rain delays in a season was 16 in both 1999 and 2005. There is heat, brutal humidity, and a threat of rain in Miami almost daily all summer.

But a change for the better is coming. The Marlins have a new ballpark under construction. It will open in 2012 in the Little Havana section of Miami, on the site of the old Orange Bowl. The park will be small, seating 37,000, built in a South Florida architectural style, and best-of-all, it will have a retractable roof, and air conditioning.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE**GIANTS ATTENDANCE IS FLAT – FOR 2009, THAT'S NOT BAD**

The San Francisco Giants saw attendance fall in 2009. But considering that Major League Baseball had a 6.6% attendance decline this past season, the 1,732 decrease (0.1%) by the Giants would qualify as doing well. While the 2009 attendance of 2,862,111 was the smallest total ever at AT&T Park, it still was higher than the Giants ever drew at Candlestick Park. But 10 crowds were below 30,000, the first time in AT&T Park's 10 year history that any games had such a small attendance.

AT&T Park was the first privately financed Major League ballpark since Dodger Stadium opened in 1962, and it has been a huge success for the Giants. From 2000 through 2007, the Giants topped 3 million every year. The only other teams to achieve such a long streak of attendance above 3 million are the Dodgers (1996-2009), Colorado (1993-2001), and the New York Yankees (2000-2009). The Giants had topped 2 million only 3 times until they moved into AT&T Park in 2000.

The Giants failed to reach attendance of one million in 9 of 10 seasons from 1968 through 1977, and did not top 2 million until 1989. Average attendance per year in 40 seasons at windy Candlestick Park was 1,353,365, with the highest yearly total being 2,606,354 in 1993. The Giants have averaged 3,155,636 per year for 10 seasons at AT&T Park, an increase of 133% over the Candlestick average. While there were 19 sellouts at AT&T Park in 2009, compared to 40 in 2007, sellouts have been very common there. 421 of 810 regular-season games at AT&T Park have been sold out, including every game 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.

'Splash Hits' in San Francisco – There have been 69 home runs, 35 of them by Barry Bonds, which reached the waters of McCovey Cove on the fly since the opening of AT&T Park. McCovey Cove, a small inlet of San Francisco Bay, is named for all-time Giants' great and Hall-of-Famer, Willie McCovey.

IN MILWAUKEE: A SMALL DECLINE, BUT A SECOND SEASON ABOVE 3 MILLION

After 5 straight attendance increases, the Milwaukee Brewers had a very small (31,007) decline in 2009. But they topped 3 million for the 2nd consecutive year. There were 27 sellouts. Brewers' attendance is up 79% since 2003. Based on TV household estimates made by the television rating service A.C. Nielsen, Milwaukee is the smallest television market to have its baseball team draw 3 million.

2008 was the first time since 1982 that the Brewers were in the playoffs, and fans turned out in huge numbers. Attendance topped 3 million for the first time ever, as the Brew Crew drew 3,068,458, breaking a record they had set in 2007. A record-high 44 games were sold out at Miller Park, including 22 in a row.

In 2007, the Brewers had their first winning record since 1992. Their total attendance increase from 2006 (533,501), and the percentage gain (22.8%), were the best in the Major Leagues that year. There were 31 sellouts at Miller Park in 2007, breaking the previous record of 20. In 31 seasons at County Stadium, the Brewers reached 2 million only once, in 1983. They've now done it 7 times since moving to Miller Park in 2001.

Major League Baseball first came to Milwaukee in 1953, when the Boston Braves moved there. The team was incredibly popular 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.

A fan favorite at Miller Park is the Sausage Race between 5 mascots wearing sausage costumes. In 2009, the Hot Dog had 22 wins, the Polish Sausage won 11 times, the Chorizo had 20 wins, the Italian Sausage won 15 races, and the Bratwurst won 17. The Hot Dog also won the most races in 2007 and 2008.

2009 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE**IN ATLANTA: A SECOND STRAIGHT LOSS AFTER 3 CONSECUTIVE GAINS**

The Braves finished in first place in every full season from 1991 through 2005. But despite all the winning, their attendance had declined for 7 straight years through 2004. The Braves have missed the playoffs for the past 4 seasons, but attendance fell only in the last 2 years. It was down 159,203 in 2009, to 2,373,631, with 6 sellouts.

After the Braves moved to Atlanta from Milwaukee in 1966, it took some time for them to become a big hit with the fans. From 1972 to 1981, Atlanta's attendance reached one million just once. They averaged less than 20,000 per date every year from 1967 through 1981, and topped that mark just 3 times from 1967 through 1990.

Then in 1991, things turned around on the field, and at the gate. The Braves went from last place in 1990, to N.L. champions in 1991. Attendance rose more than 1.16 million. In 1993, the Braves set their all-time high, drawing 3,884,725, which at that time was the 2nd best N.L. figure ever (now ranks #5), and a nearly four-fold gain from 1990. Attendance is down over 1.5 million since then, despite the team moving into Turner Field in 1997.

Still, the Braves averaged over 30,000 per date in 16 of the last 18 years, and averaged more than 40,000 per date in 5 of these seasons. They've topped 2 million for 19 straight years, after doing it just once until 1991.

YEAR TWO AT NATIONALS PARK WAS VERY DISAPPOINTING

For the Washington Nationals, their second year in their new home was not exactly a success. They lost 103 games, and drew 1,817,202 in 2009. This was the smallest attendance for a team playing its second year in a new park since Pittsburgh drew 1,784,993 in 2002. The Nationals also suffered the 7th worst decline in MLB history for a team in its second year in a new ballpark, as attendance fell 504,786. Attendance topped 40,000 only on Opening Day, and for 3 games with Boston, and reached 30,000 just 11 times. 38 games drew less than 20,000.

In 2008, Nationals' attendance rose by 360,382 (18.4%), the best increase in the National League. But the team had hoped for a better first season at Nationals Park. The attendance of 2,321,988 was the smallest first year, full-season attendance in a brand new park since Minnesota drew just 921,186 in 1982, at The Metrodome. Tampa Bay had lower attendance in 1998 than the Nationals had in 2009, but Tropicana Field was 10 years old at the time. Opening Night was the only sellout, and the Nats topped 35,000 at just 7 games at their 41,546 seat park.

The Nationals drew 2,731,993 in 2005, which was their first year in Washington, after moving from Montreal. That was a pleasant surprise considering that the team's move was not finalized until the previous December. Attendance fell over the next couple of years. But it still was a huge improvement from both versions of the old Washington Senators, who really were bad, on the field, and at the box office.

The original Senators, who became the Minnesota Twins in 1961, had only 4 winning years from 1934 through 1960. The expansion Senators, who became the Texas Rangers in 1972, had just one winning record in 11 seasons in Washington. In the final 38 years in D.C., the two versions of 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 expansion Senators drew only 729,775 in 1962, their first year in new DC Stadium (later renamed RFK Stadium), and their highest attendance was 918,106 in 1969. 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). Total attendance in 13 seasons (10 for the Senators and 3 for the Nationals) at RFK Stadium was 11,602,457.

Is there a conspiracy in Washington? Every game at Nationals Park features a mascot race. But instead of dressing up as sausages, as they do in Milwaukee, or as pierogies, as they do in Pittsburgh, the Nationals' mascots wear oversize heads and costumes that represent former presidents Washington, Jefferson, Lincoln, and Theodore Roosevelt. In 2009, the Lincoln mascot won the Presidents Race 40 times, while Washington had 22 wins, and Jefferson won 21. Lincoln also had the most wins in 2008, while Washington won the most races in 2007, and Jefferson was the leader in 2006. As for Teddy Roosevelt, he was shut out again. In fact, Teddy Roosevelt has not won a single race in the 4 years it's been run. Is it politics? Is it a lack of speed? There is movement to attempt to remedy this situation, including protests, t-shirts, and a Website named Letteddywin.com.

MAJOR LEAGUE BASEBALL HOME ATTENDANCE - 2009 vs. 2008

Final - Adjusted

AMERICAN LEAGUE

TEAM	# DATES	2009 ATTENDANCE	2009 AVG/DATE	2008 ATTENDANCE	2009 vs. 2008	
					# DIFFERENCE	% CHANGE
Baltimore	81	1,907,163	23,545	1,950,077	(42,914)	(2.2)
Boston	81	3,062,699	37,811	3,048,250	14,449	0.5
Chicago White Sox	80	2,284,163	28,552	2,500,648	(216,485)	(8.7)
Cleveland	79	1,776,904	22,492	2,169,722	(392,818)	(18.1)
Detroit	81	2,567,193	31,694	3,202,645	(635,452)	(19.8)
Kansas City	80	1,797,887	22,474	1,578,922	218,965	13.9
L.A. Angels - Anaheim	81	3,240,374	40,005	3,336,747	(96,373)	(2.9)
Minnesota	82	2,416,237	29,466	2,302,431	113,806	4.9
New York Yankees	81	3,674,495	45,364	4,259,375	(584,880)	(13.7)
Oakland	81	1,408,783	17,392	1,665,256	(256,473)	(15.4)
Seattle	81	2,196,461	27,117	2,330,749	(134,288)	(5.8)
Tampa Bay	81	1,874,962	23,148	1,811,982	62,980	3.5
Texas	78	2,156,016	27,641	1,945,857	210,159	10.8
Toronto	<u>81</u>	<u>1,876,129</u>	<u>23,162</u>	<u>2,400,416</u>	<u>(524,287)</u>	<u>(21.8)</u>
American Lea. Total	1,128	32,239,466	28,581	34,503,077	(2,263,611)	(6.6)

NATIONAL LEAGUE

Arizona	81	2,128,799	26,281	2,509,312	(380,513)	(15.2)
Atlanta	81	2,373,631	29,304	2,532,834	(159,203)	(6.3)
Chicago Cubs	80	3,168,859	39,611	3,300,200	(131,341)	(4.0)
Cincinnati	81	1,747,919	21,579	2,058,630	(310,711)	(15.1)
Colorado	81	2,665,080	32,902	2,650,188	14,892	0.6
Florida	78	1,464,109	18,771	1,335,079	129,030	9.7
Houston	81	2,521,076	31,124	2,779,487	(258,411)	(9.3)
Los Angeles	81	3,761,651	46,440	3,730,754	30,897	0.8
Milwaukee	81	3,037,451	37,499	3,068,458	(31,007)	(1.0)
New York Mets	81	3,135,904	38,715	4,042,043	(906,139)	(22.4)
Philadelphia	81	3,600,693	44,453	3,422,583	178,110	5.2
Pittsburgh	81	1,577,853	19,480	1,609,076	(31,223)	(1.9)
St. Louis	81	3,343,252	41,275	3,432,917	(89,665)	(2.6)
San Diego	81	1,922,603	23,736	2,427,535	(504,932)	(20.8)
San Francisco	81	2,862,111	35,335	2,863,843	(1,732)	(0.1)
Washington	<u>80</u>	<u>1,817,202</u>	<u>22,715</u>	<u>2,321,988</u>	<u>(504,786)</u>	<u>(21.7)</u>
National Lea. Total	1,291	41,128,193	31,858	44,084,927	(2,956,734)	(6.7)
Major League Total	2,419	73,367,659	30,330	78,588,004	(5,220,345)	(6.6)

Attendance comparison for 2009 vs. 2008 is based on total home attendance for each year, regardless of the number of home dates.

In 2008, Houston drew 38,599 for 2 home dates relocated to Milwaukee due to Hurricane Ike.

In 2008, Tampa Bay drew 26,798 for 3 home dates in Orlando. Oakland drew 89,363 for 2 dates in Tokyo.

SOURCE: Major League Baseball Information System.

INDIVIDUAL TEAMS - SEASON ATTENDANCE RECORDS

<u>TEAM</u>	<u>BEST ATTENDANCE</u>	<u>YEAR</u>
<u>AMERICAN LEAGUE</u>		
Baltimore	3,711,132	1997
Boston	3,062,699	2009
Chicago White Sox	2,957,411	2006
Cleveland	3,468,456	1999
Detroit	3,202,645	2008
Kansas City	2,477,700	1989
Minnesota	3,030,672	1988
L.A. Angels of Anaheim	3,406,790	2006
New York Yankees	4,271,083	2007
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
AMERICAN LEAGUE TOTAL	35,389,658	2007
<u>NATIONAL LEAGUE</u>		
Arizona	3,600,412	1998
Atlanta	3,884,725	1993
Chicago Cubs	3,300,200	2008
Cincinnati	2,629,708	1976
Colorado	4,483,350	1993
Florida	3,064,847	1993
Houston	3,087,872	2004
Los Angeles	3,857,036	2007
Milwaukee	3,068,458	2008
New York Mets	4,042,043	2008
Philadelphia	3,600,693	2009
Pittsburgh	2,436,126	2001
St. Louis	3,552,180	2007
San Diego	3,016,752	2004
San Francisco	3,277,244	2001
Washington	<u>2,731,993</u>	2005
NATIONAL LEAGUE TOTAL	44,113,517	2007
MAJOR LEAGUE TOTAL	79,503,175	2007

SOURCES: Total Baseball – 8th Edition, MLB Information System

INDIVIDUAL TEAMS – SINGLE HOME DATE ATTENDANCE RECORDS

This table lists each team's highest attendance for a regular-season and a post-season game at their current ballpark. It also lists regular-season and post-season game attendance highs at each team's previous home park. Oakland, Tampa Bay, Arizona, and Florida have only played at their current park. The Red Sox and Cubs have been in their present ballparks for more than 90 years, so data for their previous homes is not listed. The all-time game attendance records for the Red Sox and Cubs are much higher than their ballpark's current capacity, because long ago, teams sold overflow tickets which allowed fans to watch from the edge of the field.

Record attendance for post-season games is almost always higher than the record for a regular-season game because free tickets, which don't get included in attendance totals, are not issued for post-season games.

With the exception of Toronto and Texas, all teams that have moved into a new ballpark since 1983 have moved into a smaller facility than their previous home. Capacity at Angels Stadium in Anaheim was reduced in 1997 when that park was remodeled. Top regular-season crowd at Angels Stadium since 1997 was 44,380 in 2007, and highest post-season attendance was 45,354 in 2008. The biggest-regular season crowd at rebuilt Yankee Stadium (1976-2008) was 56,717 in 2008, and best post-season crowd there was 57,485 in 1999.

Team	Current Park Regular-Season	Current Park Post-Season	Former Park Regular-Season	Former Park Post-Season
Baltimore	49,828 (2005)	49,137 (1997)	52,395 (1988)	54,458 (1966)
Boston	47,627 (1935)	39,067 (2008)		
Chicago White Sox	46,027 (2002)	46,246 (1993)	55,555 (1973)	48,013 (1959)
Cleveland	43,399 (1999)	45,274 (1997)	84,587 (1954)	86,288 (1948)
Detroit	45,280 (2008)	43,440 (2006)	58,369 (1947)	55,189 (1940)
Kansas City	42,039 (1983)	42,633 (1980)	36,623 (1971)	No Games Played
Los Angeles Angels	63,132 (1983)	64,406 (1982)	53,591 (1962)	No Games Played
Minnesota	39,044 (2010)	2010 is First Year	54,088 (2009)	55,990 (2002)
New York Yankees	49,005 (2009)	50,315 (2009)	81,841 (1938)	74,065 (1947)
Oakland	55,989 (2004)	55,861 (2001)		
Seattle	46,596 (2004)	48,010 (2000)	57,816 (1998)	59,579 (1997)
Tampa Bay	45,369 (1998)	40,947 (2008)		
Texas	51,573 (2006)	50,860 (1996)	43,705 (1983)	No Games Played
Toronto	50,560 (2005)	52,268 (1992)	47,828 (1987)	39,115 (1985)
Arizona	49,826 (2007)	49,707 (2001)		
Atlanta	53,953 (2007)	54,357 (2003)	53,775 (1974)	52,173 (1982)
Chi. Cubs	51,556 (1930)	50,740 (1929)		
Cincinnati	42,794 (2005)	No Games Played	55,596 (2000)	56,393 (1975)
Colorado	49,233 (2008)	50,724 (2007)	80,227 (1993)	No Games Played
Florida	57,405 (2005)	67,498 (1997)		
Houston	43,836 (2010)	43,759 (2005)	54,037 (1999)	53,688 (1997)
Los Angeles Dodgers	57,097 (2009)	56,800 (2008)	78,762 (1958)	92,706 (1959)
Milwaukee	46,218 (2003)	43,934 (2008)	56,354 (2000)	56,562 (1982)
New York Mets	41,315 (2009)	No Games Played	56,350 (2008)	57,397 (1969)
Philadelphia	45,775 (2006)	46,528 (2009)	63,816 (1984)	67,064 (1983)
Pittsburgh	39,392 (2001)	No Games Played	54,399 (2000)	57,533 (1991)
St. Louis	46,865 (2008)	47,296 (2009)	53,415 (1994)	56,782 (1996)
San Diego	Not Listed	45,093 (2005)	61,674 (1999)	65,427 (1998)
San Francisco	43,503 (2007)	43,766 (2003)	56,196 (1979)	62,084 (1989)
Washington	41,985 (2009)	No Games Played	Not Listed	No Games Played

Regular-season single game records listed here for the former ballparks in Toronto, Pittsburgh, and San Francisco come from old media guides from these teams, and may not be the official record. These teams did not list their all-time attendance highs at those parks in their 2010 media guides. San Diego did not list its Petco Park high.

HISTORICAL ATTENDANCE NOTES**A PENNANT HASN'T ALWAYS LED TO A BOOST IN ATTENDANCE**

Both the Philadelphia Phillies and Tampa Bay Rays followed-up their 2008 World Series appearance with an attendance gain in 2009. Philadelphia sold out 73 games, and set a team attendance record. Tampa Bay posted only a small increase, but had its best attendance since 1998.

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 68 league champions (29.4%) 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 34 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 FOR ONE TEAM, 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 30 World Series appearances in non-strike affected seasons, including 2009, 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 their 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. What will happen to the New York Mets in 2010?

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 ATTENDANCE NOTES**THE NEW BALLPARK IN MINNESOTA WILL BRING A BIG BOOST IN ATTENDANCE**

A team moving into a new park usually has a large increase in attendance. That occurred in Washington in 2008, and will also happen in Minnesota in 2010. By Opening Day, the Twins had already sold more tickets for the 2010 season than they sold in all of 2009. All their early season games were either sellouts, or just short of one, and they expect to sell just about all of their tickets for the year.

But increased attendance did not happen in New York in 2009, with both the Yankees and Mets in new homes. Regardless of what Yankee and Met fans thought of the new ballparks, their teams had far fewer tickets to sell. Both new ballparks have a smaller capacity than old Yankee Stadium and Shea Stadium, and the capacity in each team's new park is less than the average attendance per game that each team had in 2008.

In 2006, the St. Louis 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. Parts of the new ballpark were not completed at the start of the season, and some seats were not able to be sold until June. 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 (now named Progressive Field). That's because they played far fewer games due to the strike. But their average attendance per date rose from 27,224 in 1993 to 39,121 in 1994.

13 of the 33 biggest attendance increases in Major League history have taken place in a season that was a team's first in a new ballpark. This includes the 1970 Cincinnati Reds, and 1989 Toronto Blue Jays, who moved into new ballparks around mid-season of those years.

WHAT WAS MAJOR LEAGUE BASEBALL'S WORST YEAR IN ATTENDANCE?

There is no definitive answer. The 2009 attendance decline of 5,220,345 was the largest in Major League history in terms of total attendance. The highest previous loss had been 4,558,769 in 2002. But these attendance decreases are from a very high base. On a percentage basis, the 6.6% decline in 2009 was 4th worst since 1946. 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.

21 teams had a decline in attendance in 2009. That's the most teams to ever have a loss in attendance in any single season. But with expansion, this comes from a larger number of teams. A record-high 6 teams had declines in excess of 500,000. 8 teams had the lowest attendance ever at their current ballparks.

From 1901 through 1960, when Major League Baseball had 16 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 that year 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, at the low point of The Great Depression (380,564 per team), 1953, as television cut into live attendance at games (898,987), and 1969 (1,134,570), when 3 of the 4 expansion teams who began play that year drew poorly. 1969 was the first season for the Kansas City Royals, San Diego Padres, Seattle Pilots (now the Milwaukee Brewers), and Montreal Expos (now the Washington Nationals). Only the Expos topped one million in 1969. Average attendance per team has surpassed 2 million in all full seasons since 1987.

HISTORICAL ATTENDANCE NOTES**BIGGEST INCREASES AND WORST DECLINES**

The following section will cover the biggest season-to-season attendance increases and decreases by teams since 1900. The first table, on page 37, lists teams that had an increase in attendance of at least 700,000 in a season. On page 38, there is a table listing those teams whose attendance fell at least 500,000 in a year. The table on page 39 lists teams that either doubled their attendance in one year, or saw it cut in half. Nearly all of those large percentage gains and losses took place early in the 20th Century, when the average team's attendance was much lower than it is today. It would be almost impossible for a team to double its attendance in one season now, and a 50% decline in one season is about as unlikely.

There is a short note for each team listed in the following tables that attempts to provide some reason for the large increase or decrease in attendance.

These lists do not include increases by teams that moved to a new city. See page 43 for that list. The list of increases also does not include seasons that followed strike-shortened years (1982, 1995, 1996). The list of decreases excludes the strike-shortened 1981, 1994, and 1995 seasons. In addition, the 1918 season, which was shortened by World War I, and the following full-length 1919 season, are also excluded from all these lists.

Large Increases

A Major League team has increased its attendance by at least 500,000 in one year 103 times. The last team to do it was the Milwaukee Brewers, whose attendance rose 533,501 in 2007.

5 of the 11 largest increases 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, the only year following a full season, where every team posted an increase in attendance. 4 teams were up at least 700,000 that year.

Large Decreases

37 teams have seen attendance fall at least 500,000 in one season. It includes a record-high 6 times in 2009, led by a 906,139 decrease for the Mets. The main reason for the big loss by the Mets was that they had a huge attendance in 2008, and then moved into a much smaller ballpark in 2009.

The largest decline for one team in a non-strike season was when Dodger attendance fell 952,667 from 2,617,029 in 1966, to 1,664,362 in 1967. 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 decrease by the Dodgers in 1967 was the worst percentage 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.

Teams That Doubled Their Attendance, or Saw it Cut in Half

32 teams in Major League history doubled their attendance from one season to the next. The last to do it were the 1991 Atlanta Braves who won the National League pennant after a last place finish in 1990.

There have been 12 teams that suffered an attendance decline of at least 50% in one year. The most recent team was the 1950 Philadelphia Athletics. They lost 102 games that year, while the Phillies, who shared the same ballpark, won the National League Championship for the first time since 1915.

MAJOR LEAGUE BASEBALL ATTENDANCE INCREASES OF 700,000+

Excludes years following strikes (1982, 1995, 1996)

<u>TEAM</u>	<u>YEAR</u>	<u>ATTENDANCE</u>	<u>YEAR vs. PREV. YEAR</u> <u># DIFFERENCE</u>	<u>% CHANGE</u>	<u>NOTES</u>
Houston	1965	2,151,470	1,425,697	196.4	First year at Astrodome
N.Y. Yankees	1946	2,265,512	1,383,667	156.9	Night games. First team to top 2 million
Milwaukee Brew.	2001	2,811,041	1,237,420	78.6	Opening season at Miller Park
Phila. Phillies	1993	3,137,674	1,210,226	62.8	Won N.L. Pennant, 'no-shows' counted
San Francisco	2000	3,244,167	1,165,768	56.1	First Year at Pac Bell (AT&T) Park
Atlanta	1991	2,140,217	1,160,088	118.4	Last place to first place, won N.L. pennant
Cleveland	1948	2,620,627	1,098,649	72.2	Won pennant, set attendance record
San Francisco	1993	2,606,354	1,044,367	66.9	31 more wins, 1993 includes 'no-shows'
San Francisco	1978	1,740,477	1,040,421	148.6	14 more wins than in 1977
Phila. Phillies	2004	3,250,092	1,026,739	46.2	First year at Citizens Bank Park
Baltimore	1992	3,567,819	1,015,066	39.8	Oriole Park at Camden Yards opens
San Diego	2004	3,016,752	986,688	48.6	First Year at Petco Park
Chicago W. Sox	1990	2,002,357	956,706	91.5	Final season at old Comiskey Park
Cleveland	1993	2,177,908	953,634	77.9	Final season at Municipal Stadium
L.A. Dodgers	1962	2,755,184	950,934	52.7	First year at Dodger Stadium
Minnesota	1988	3,030,672	948,696	45.6	Follow-up season to World Series win
Atlanta	1992	3,077,400	937,183	43.8	Won second straight N.L. pennant
Chicago W. Sox	1991	2,934,154	931,797	46.5	First year at new Comiskey Park
New York Mets	1985	2,761,601	918,906	49.9	In N.L. East race to the end
Boston Red Sox	1967	1,727,832	916,660	113.0	The 'Impossible Dream' A.L. Champions
Detroit	1984	2,704,794	875,158	47.8	'Wire-to-wire' World Champions
Baltimore	1989	2,535,208	874,470	52.7	33 more wins
Houston	1993	2,084,546	873,134	72.1	Only 4 more wins, 'no-shows' counted
Cleveland	1959	1,497,976	834,171	125.7	Finished just 5 games out of first in A.L.
L.A. Angels	1966	1,400,321	833,594	147.1	First year at Anaheim Stadium
Minnesota	1987	2,081,976	826,523	65.8	Won their first World Series
Cleveland	1986	1,471,805	816,624	124.6	24 more wins
Cincinnati	1970	1,803,568	815,577	82.5	First year at Riverfront, N.L. champions
Boston Red Sox	1946	1,416,944	813,150	134.7	Won A.L. pennant, 33 more wins
Atlanta	1993	3,884,725	807,325	26.2	3rd straight N.L. West Championship
Phila. Phillies	1971	1,511,323	803,076	113.4	First year at Veterans Stadium
Montreal	1977	1,433,757	787,053	121.7	First year at Olympic Stadium
Toronto	1989	3,375,883	780,708	30.1	Moved to Skydome in mid-season
Houston	1979	1,900,312	774,167	68.7	15 more wins
L.A. Angels	1979	2,523,575	768,189	43.8	Won A.L. West
Philad. Phillies	1946	1,045,247	760,190	266.7	From 46 to 69 wins, post-WW II boom
L.A. Angels	2003	3,061,090	755,525	32.8	Followed up World Series win
L.A. Angels	1998	2,519,107	751,777	42.5	Just one more win in 1998 than in 1997
Chicago W. Sox	1977	1,657,135	742,190	81.1	Was it 26 more wins, or uniform w/shorts?
Minnesota	1984	1,598,692	739,753	86.1	11 more wins
Brooklyn	1946	1,796,824	737,604	69.6	2 games out, post-WW II boom
Montreal	1992	1,669,077	734,335	78.6	16 more wins
New York Mets	1984	1,842,695	729,921	65.6	22 more wins
N.Y. Yankees	1976	2,012,434	724,386	56.2	First year at rebuilt Yankee Stadium
Minnesota	2001	1,782,926	723,211	68.2	16 more wins
Montreal	1987	1,850,324	721,343	63.9	13 more wins
San Francisco	1986	1,528,748	710,051	86.7	21 more wins
Pittsburgh	1988	1,866,713	705,520	60.8	Only 5 more wins

MAJOR LEAGUE BASEBALL ATTENDANCE DECLINES OF 500,000+

Excludes years affected by strikes (1981, 1994, 1995)

TEAM	YEAR	ATTENDANCE	YEAR vs. PREV. YEAR		NOTES
			# DIFFERENCE	% CHANGE	
L.A. Dodgers	1967	1,664,362	(952,667)	(36.4)	22 fewer wins than in 1966, Koufax retired
New York Mets	2009	3,135,904	(906,139)	(22.4)	Citi Field much smaller than Shea Stad.
Cleveland	2003	1,730,001	(886,939)	(33.9)	Won only 68 games
L.A. Dodgers	1992	2,473,266	(874,904)	(26.1)	30 fewer wins than in 1991
Milwaukee Brew.	2002	1,969,673	(841,368)	(29.9)	2nd year at Miller Park
Detroit	1951	1,132,641	(818,833)	(42.0)	22 fewer wins
Milwaukee Brew.	1984	1,608,509	(788,622)	(32.9)	20 fewer wins, last in A.L. East
Minnesota	1989	2,277,438	(753,234)	(24.9)	80-82 two years after World Series win
Montreal	1984	1,606,531	(714,120)	(30.8)	Only 4 fewer wins than in 1983
Tampa Bay	1999	1,562,827	(698,331)	(30.9)	Big decline in team's second year
Cincinnati	2001	1,882,732	(694,399)	(26.9)	19 fewer wins
Florida	2006	1,164,134	(688,474)	(37.2)	Only 5 more losses
New York Mets	2003	2,132,341	(672,497)	(24.0)	Second straight last place finish
Pittsburgh	2002	1,784,993	(651,133)	(26.7)	2nd year at PNC Park
Detroit	2009	2,567,193	(635,452)	(19.8)	It's the economy
Florida	1998	1,750,395	(613,992)	(26.0)	38 fewer wins after winning W.S. in 1997
Detroit	2001	1,921,305	(612,447)	(24.2)	Just 66 wins in year 2 at Comerica Park
N.Y. Yankees	2009	3,674,495	(584,880)	(13.7)	World Champs play in smaller park
Phila. Phillies	2005	2,665,304	(584,788)	(18.0)	Year 2 at Citizens Bank Park
Montreal	1998	914,717	(582,892)	(38.9)	Finished 41 games out of first place
Arizona	1999	3,019,654	(580,758)	(16.1)	100 wins, and led N.L. West by 14 games
Washington Nats.	2006	2,153,058	(578,935)	(21.2)	71 wins
Cleveland	2002	2,616,940	(558,583)	(17.6)	First losing year since 1993
Seattle Mariners	1998	2,644,305	(547,932)	(17.2)	14 fewer wins
Cleveland	1960	950,985	(546,991)	(36.5)	From pennant contenders to 21 GB in A.L.
Detroit	1989	1,543,656	(537,506)	(25.8)	103 losses, dead last in A.L. East
Minnesota	1990	1,751,584	(525,854)	(23.1)	Last place in A.L. West
Toronto	2009	1,876,129	(524,287)	(21.8)	Losing record
Houston	1990	1,310,927	(523,981)	(28.6)	11 fewer wins
Houston	1967	1,348,303	(523,805)	(28.0)	Astrodome novelty starting to wear off
St. Louis Cards	1990	2,573,225	(507,755)	(16.5)	16 fewer wins, last in N.L. East
Philadelphia A's	1950	309,805	(506,709)	(62.1)	102 losses, Phillies won N.L. pennant
Pittsburgh	1961	1,199,128	(506,700)	(29.7)	From World Champs to 18 games out
Cleveland	1950	1,727,464	(506,307)	(22.7)	More wins than in '49, TV cuts gate
New York Mets	1992	1,779,534	(504,950)	(22.1)	Expected contender wins just 72 games
San Diego	2009	1,922,603	(504,932)	(20.8)	Losing year
Washington Nats.	2009	1,817,202	(504,786)	(21.7)	103 loses, 2nd year at National Park

SOURCES: Major League Baseball Information System, Total Baseball.

MAJOR LEAGUE BASEBALL TEAMS THAT DOUBLED ATTENDANCE

Excludes years following strikes (1982, 1995, 1996), and 1919, which followed a shortened season

<u>TEAM</u>	<u>YEAR</u>	<u>ATTENDANCE</u>	<u>YEAR vs. PREV. YEAR</u> <u># DIFFERENCE</u>	<u>% CHANGE</u>	<u>NOTES</u>
Phila. Phillies	1946	1,045,247	760,190	266.7	Post-WW II boom, 23 more wins vs. 1945
Phila. Phillies	1915	449,898	311,424	224.9	National League champions
Cleveland	1916	492,106	332,821	208.9	20 more wins
Houston	1965	2,151,470	1,425,697	196.4	First year in Astrodome
Detroit	1934	919,161	598,189	186.4	A.L. pennant and 26 more wins
Oakland	1980	842,259	535,496	174.6	29 more wins
Boston Braves	1946	969,673	595,495	159.1	Post-war boom, 14 more wins
N.Y. Yankees	1946	2,265,512	1,383,667	156.9	First to top 2 million, lights at Yank. Stad.
San Francisco	1978	1,740,477	1,040,421	148.6	14 more wins
L.A. Angels	1966	1,400,321	833,594	147.1	First year at Anaheim Stadium
Cincinnati	1946	715,751	425,681	146.8	Just 6 more wins in post-WW II year
Brooklyn	1915	297,766	175,095	142.7	Slightly better record
St. Louis Browns	1944	508,644	294,252	137.2	Won the only pennant in team history
Boston Red Sox	1946	1,416,944	813,150	134.7	Won A.L. pennant, 33 more wins
Boston Red Sox	1934	610,640	341,925	127.2	Fenway Park expanded and refurbished
Phila. Phillies	1905	317,932	177,161	125.9	31 more wins
Cleveland	1959	1,497,976	834,171	125.7	Finished 5 games out of first
Cleveland	1986	1,471,805	816,624	124.6	24 more wins than in 1985
Brooklyn	1920	808,722	448,451	124.5	24 more wins, first Brooklyn pennant
St. Louis Browns	1916	335,740	185,382	123.3	16 more wins, no more Federal Lea. team
Montreal	1977	1,433,757	787,053	121.7	First season at Olympic Stadium
Atlanta	1991	2,140,217	1,160,088	118.4	Last place to first, won N.L. pennant
Cincinnati	1915	218,878	118,087	117.2	11 more wins
Phila. Phillies	1971	1,511,323	803,076	113.4	Opening season at Veterans Stadium
Boston Red Sox	1967	1,727,832	916,660	113.0	From 9th place to American Lea. Champs
Cleveland	1902	275,395	144,015	109.6	15 more wins
Chicago Cubs	1916	453,685	236,627	109.0	Federal League gone, first year at Wrigley
N.Y. Yankees	1920	1,289,422	670,258	108.3	Babe Ruth's first year with Yankees
N.Y. Yankees	1904	439,919	228,111	107.7	Team adds 20 wins, Chesbro wins 41
Phila. Athletics	1902	420,078	213,749	103.6	American League champions
Phila. Phillies	1943	466,975	236,792	102.9	Finished 41 out in 1943, lost 109 in 1942
St. Louis Browns	1922	712,918	356,940	100.3	2nd place, just one game out

MAJOR LEAGUE TEAMS THAT HAD ATTENDANCE CUT IN HALF

Excludes strike years (1981, 1994), and shortened season of 1918

Phila. Phillies	1914	138,474	(331,526)	(70.5)	The economy, and 17 more losses
Cleveland	1914	185,997	(355,003)	(65.6)	36 more losses
Brooklyn	1914	122,671	(224,329)	(64.6)	10 more wins, hurt by Federal League
Phila. Athletics	1950	309,805	(506,709)	(62.1)	102 losses, Phillies won N.L. pennant
Cincinnati	1914	100,791	(157,209)	(60.9)	94 losses
Phila. Athletics	1915	146,223	(200,418)	(57.8)	From A.L. champs to 109 losses
St. Louis Cards	1932	279,219	(329,316)	(54.1)	From World champs to 72-82
Pittsburgh	1914	139,620	(156,380)	(52.8)	Lost 14 more, Federal Leag. in Pittsburgh
Phila. Phillies	1902	112,066	(122,871)	(52.3)	24 more losses
Chicago Cubs	1914	202,516	(216,484)	(51.7)	Lost 11 more, Federal League in Chicago
Boston Red Sox	1943	358,275	(372,065)	(50.9)	15 more losses, World War II
Brooklyn	1917	221,619	(226,128)	(50.5)	From pennant to 7th place

HISTORICAL ATTENDANCE NOTES**WILL NEW YORK'S NEW BALLPARKS HAVE A 'SOPHOMORE JINX?'**

"It's tough to make predictions, especially about the future."... Yogi Berra

In 2007, their second year at the new Busch Stadium, the Cardinals set a team attendance record and sold out every game. Their attendance rose 145,066, in large part, because their new park had more seats available than in 2006. But for many teams in Major League history, the second year in a ballpark has often been plagued by significant attendance losses, such as Washington had in 2009. Will this happen in New York in 2010?

Since 1960, only 8 teams had an attendance increase in their second year in a new ballpark when the second year was a full season, which followed a full season in the new park's first year. So this excludes teams that moved into a new ballpark at anytime other than the start of a season, and also excludes teams whose first or second years in a new park were cut short by strikes.

The 1962 Minnesota Twins had a 176,393 gain in attendance in their second year at Metropolitan Stadium. That was not a brand new park, but actually an expanded minor league facility. San Diego had a 130,709 gain at Jack Murphy-San Diego Stadium in 1970. The Yankees were up 90,658 in 1977, which was the second year at the rebuilt Yankee Stadium. Baltimore's attendance rose 77,146 in 1993, their second year at Oriole Park.

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

The Dodgers won the World Series, but had a decline of more than 200,000 in 1963, their second year in Dodger Stadium. Philadelphia won 88 games in 2005, finishing two games out of first place in the N.L. East, and one game out of the wild-card spot. Arizona had 100 wins in 1999, which was just their second year of operation, and they won the N.L. West by 14 games. But their attendance fell by 580,758 that year, the biggest decline ever by an N.L. team that finished in first place. Both the 1961 Giants and the 1992 White Sox had winning records.

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, in 1994, their first year at The Ballpark in Arlington (now named Rangers Ballpark), the Texas Rangers drew a per-date average of 40,374. A strike ended that season on August 12th. 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)
Washington	Nationals Park	2009	59-103	(504,786)
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.

HISTORICAL ATTENDANCE NOTES

The 24 Major League ballparks that have opened since 1989 (including Target Field in Minnesota, which opened in 2010) have been a big factor in the increase in MLB attendance. Nearly all Major League teams have set their all-time season attendance records in their current ballparks, even though some of these parks are smaller than the team's previous home. But there still can be some large fluctuations in attendance, even in a new park.

The table below shows the best and worst season attendance at every park in use in 2009, plus old Yankee and Shea Stadiums. For the 3 'old' parks, (Fenway Park, Wrigley Field, and old Yankee Stadium), the low figure is since 1960, as attendance was much lower prior to the 1970's. 'Old' Yankee Stadium capacity listed is for 2008.

BEST AND WORST SEASON ATTENDANCE IN CURRENT MAJOR LEAGUE BALLPARKS

Team	Ballpark	First Season	Seating Capacity	Highest Season Attend. (year)	Lowest Season Attend. (Year) *
Baltimore	Oriole Park/Camden Y.	1992	48,290	3,711,132 (1997)	1,907,163 (2009)
Boston	Fenway Park	1912	36,974-day 37,402-night	3,062,699 (2009)	652,201 (1965)
Chi. White Sox	U.S. Cellular Field	1991	40,615	2,957,411 (2006)	1,338,851 (1999)
Cleveland	Progressive Field	1994	45,569	3,468,456 (1999)	1,730,001 (2003)
Detroit	Comerica Park	2000	41,255	3,202,645 (2008)	1,368,285 (2003)
Kansas City	Kauffman Stadium	1973	37,840	2,477,700 (1989)	1,151,836 (1975)
L.A. Angels	Angels Stadium	1966	45,285	3,406,790 (2006)	744,190 (1972)
Minnesota	Metrodome Target Field	1982 2010	46,632 39,504	3,030,672 (1988) First Year	858,939 (1983)
N.Y. Yankees	Yankee Stadium (new) Yankee Stadium (old)	2009 1923	50,329 57,545	3,674,495 (2009) 4,271,083 (2007)	966,328 (1972)
Oakland	Oakland Coliseum	1968	35,067	2,900,217 (1990)	306,763 (1979)
Seattle	Safeco Field	1999	47,878	3,540,482 (2002)	2,196,461 (2009)
Tampa Bay	Tropicana Field	1998	36,973	2,261,158 (1998)	1,058,622 (2003)
Texas	Rangers Ballpark	1994	49,170	2,945,228 (1997)	1,945,857 (2008)
Toronto	Rogers Centre	1989	49,160	4,057,947 (1993)	1,636,904 (2002)
Arizona	Chase Field	1998	48,633	3,600,412 (1998)	2,058,741 (2005)
Atlanta	Turner Field	1997	49,743	3,464,488 (1997)	2,322,565 (2004)
Chicago Cubs	Wrigley Field	1916	41,160	3,300,200 (2008)	609,802 (1962)-&
Cincinnati	Great American Ballpark	2003	42,319	2,355,160 (2003)	1,747,919 (2009)
Colorado	Coors Field	1995	50,449	3,891,014 (1996)	1,914,389 (2005)
Florida	Sun Life Stadium	1993	38,560	3,064,847 (1993)	813,111 (2002)
Houston	Minute Maid Park	2000	40,976	3,087,872 (2004)	2,454,038 (2003)
L.A. Dodgers	Dodger Stadium	1962	56,000	3,857,036 (2007)	1,581,093 (1968)
Milwaukee	Miller Park	2001	41,900	3,068,458 (2008)	1,685,049 (2003)
New York Mets	Citi Field Shea Stadium	2009 1964	41,800 57,365	3,135,904 (2009) 4,042,043 (2008)	788,905 (1979)-&
Philadelphia	Citizens Bank Park	2004	43,647	3,600,693 (2009)	2,665,304 (2005)
Pittsburgh	PNC Park	2001	38,362	2,436,126 (2001)	1,577,853 (2009)
St. Louis	Busch Stadium	2006	43,975	3,552,180 (2007)	3,343,252 (2009)
San Diego	Petco Park	2004	42,691	3,016,752 (2004)	1,922,603 (2009)
San Francisco	AT&T Park	2000	41,915	3,277,244 (2001)	2,862,111 (2009)
Washington	Nationals Park	2008	41,546	2,321,988 (2008)	1,817,202 (2009)

Season-high figures shown in italics are not that team's all-time season attendance record.

First season is the first year that the team used the ballpark, and may not be the year the facility first opened.

Seating Capacity is for baseball, as listed in the 2010 Red and Green Books.

* - Lowest season attendance for Boston, the Cubs, and for the Yankees at Old Yankee Stadium, is since 1960.

& - In 1981, the Cubs drew 565,637, and the Mets drew 704,244, but that was a strike-shortened season.

HISTORICAL ATTENDANCE 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 which 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 for 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.

ANOTHER DISPUTE – DID THE 2009 YANKEES HAVE THE WORST LOSS EVER BY A FIRST PLACE TEAM?

The 2009 New York Yankees won the American League East en route to their 27th World Championship. But their move into a smaller ballpark, along with very high prices for some of their seats, led to an attendance decline of 584,880. This is the adjusted attendance figure reported by Major League Baseball in their 2009 Official Averages Book, and it would be the biggest decline ever by a team that finished in first place in a league or division. The American League Red Book and this report use the adjusted numbers.

But the preliminary figures, issued right after the conclusion of the regular season, show that the Yankees drew 3,719,358 in 2009, a 540,017 decline. This is the number that the Yankees have published in their 2010 Media Guide, and it is smaller than the decline by Arizona in 1999.

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 National League team that finished in first place. Atlanta's 2001 attendance declined 410,810, even though the Braves won the N.L. East title. That was the 3rd largest decline by a first place team.

89 of the 310 teams (28.7%) 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, 40 of 164 division winners (24.4%) had attendance go down in a year they finished first. In 2009, the division-winning Cardinals, Angels, and Yankees had declines. Among wild-card winners, 3 of 28 wild-card teams between 1996 and 2009 had attendance declines.

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 13.7% decline by the 2009 Yankees was not even close to being the largest % decline by a team that finished in first place in its league or division, and/or won the World Series.

Arizona's 16.1% drop in attendance in 1999 was the biggest since the 1952 World Champion Yankees saw attendance fall 16.4%. The Diamondbacks % loss was the worst by a National League first place team since the 1910 pennant winning, but World Series losing, 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. The Cubs won the World Series in 1907, won it again in 1908, but haven't won it since then. The 1914 Athletics were swept in the World Series by the Boston Braves.

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

After the 2004 season, 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 date 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**

Year	Team	Attendance		Year	Team	Attendance	Increase
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

Some teams, like the Browns, never drew well in their old cities, but others did. Montreal had the highest first season attendance of the eight 1960's expansion teams, and topped one million in 26 of their first 29 years.

HIGHEST SEASON ATTENDANCE FOR TEAMS THAT EVENTUALLY RELOCATED

Team	Highest Attend.	Year		Team	Highest Attend.	Year
Boston Braves	1,455,439	1948		Wash. Senators (a)	1,027,216	1946
St. Louis Browns	712,918	1922		Milwaukee Braves	2,215,404	1957
Philadelphia A's	945,076	1948		Kansas City A's	1,393,054	1955
Brooklyn Dodgers	1,807,526	1947		Wash. Senators (b)	918,106	1969
New York Giants	1,600,793	1947		Montreal Expos	2,320,651	1983

The Seattle Pilots played only one season before moving to Milwaukee.

(a) – Original Washington Team

(b) – 1961 Expansion Washington Team

(c) – Renamed the New York Yankees in 1913

(d) – Split schedule between Montreal and San Juan

HISTORICAL ATTENDANCE NOTES – OPENING DAY, ALL-STAR GAMES, POST-SEASON**OPENING DAY**

“The home opener is always exciting, whether it’s played at home, or on the road.”...Yogi Berra

The largest crowd to ever attend an Opening Day game was 80,227 at Mile High Stadium in Denver in 1993, for the first home game in Colorado Rockies history. This was also the largest attendance for any regular-season National League game. In 1958, at the Memorial Coliseum, 78,762 attended the first game the Dodgers ever played in Los Angeles. The American League record for Opening Day was 74,420 at Cleveland, in 1973. The Indians only drew 615,107 for that entire season. The biggest regular-season crowd in Major League history is 84,587 in Cleveland on September 12, 1954.

ALL-STAR GAMES

The first Major League All-Star Game was played in 1933 at Comiskey Park in Chicago. It has been played every year since then, except 1945. There were two All-Star Games in each season from 1959 through 1962.

The largest crowd for an All-Star Game was 72,086 for the 1981 game at Municipal Stadium in Cleveland. The smallest crowd was 25,534 in 1936 at Braves Field in Boston. Overall, the 80 All-Star Games have drawn 3,725,802, an average of 46,572 per game.

POST-SEASON

The World Series, between the champions of the American and National League was first played in 1903. There was no World Series in 1904. It was resumed the following year, and has been played annually ever since, except for the strike year of 1994. The World Series has been a best-of-7 (first team to win 4 games, wins the series) throughout its history, except for the years 1903, and 1919-1921, when it was a best-of-9.

Both leagues split into two divisions in 1969, which was the first year that each league had a Championship Series. From 1969 through 1984, the Championship Series was a best-of-5. It has been a best-of-7 since 1985.

Division Series were first played after the strike-shortened 1981 season. That season was divided into two halves, and the first place teams from each half (8 teams overall) played in an extra round of playoffs. The Division Series became permanent in 1995, as each league now had 3 divisions. In each league, the division winners, along with the second place team with the best record (wild card), play in the best-of-5 Division Series.

All Division Series, Championship Series, and World Series statistics are kept separately from regular-season statistics. If two teams finish the regular-season in a tie, and a playoff is needed to determine which team goes on to post-season play, for statistical purposes, those playoff games are counted as an extension of the regular-season. So for example, in 2007, Colorado and San Diego finished in a tie to determine who would be the National League Wild Card team. All statistics from the playoff game that broke that tie are counted in the 2007 regular-season stats. Likewise with the statistics from the 2008 Chicago White Sox-Minnesota, and 2009 Detroit-Minnesota playoff games for the American League Central title.

TOTAL POST-SEASON ATTENDANCE

There have been 246 Division Series games (1981, 1995-2009), 403 League Championship Series games (1969-1993, 1995-2009), and 612 World Series games (1903, 1905-1993, 1995-2009), for a total of 1,261 post-season games.

Total post-season attendance through 2009 is 59,130,027. That’s an average of 46,891 per game. Comparing post-season year-to-year attendance figures means little, since the number of games played and the size of the ballparks they’re played in varies from season to season. With smaller ballparks in use today, some post-season game and series attendance records will be impossible to break.

HISTORICAL ATTENDANCE NOTES – POST-SEASON

"I always thought that record would stand, until it was broken."...Yogi Berra (Source: baseball-almanac.com)

DIVISION SERIES ATTENDANCE RECORDS

NATIONAL LEAGUE – 119 Games, Total Attendance – 5,727,869, Average per Game – 48,133
Single Game Record High: 65,464, Game 4, 2003, at Florida

NLDS RECORD HIGHS – By Length of Series:

Series Length	Year	Teams	Total Attendance	Avg./Game
3 Games	2006	N.Y. Mets – L.A. Dodgers	170,301	56,767
4 Games	1998	Houston – San Diego	225,763	56,441
5 Games	1981	L.A. Dodgers – Houston	246,016	49,203

AMERICAN LEAGUE – 127 Games, Total Attendance – 6,026,763, Average per Game – 47,455
Single Game Record High: 59,579, Game 1, 1997 at Seattle

ALDS RECORD HIGHS – By Length of Series:

Series Length	Year	Teams	Total Attendance	Avg./Game
3 Games	1999	N.Y. Yankees – Texas	164,853	54,951
4 Games	2003	N.Y. Yankees - Minnesota	224,561	56,140
5 Games	1995	N.Y. Yankees – Seattle	286,839	57,368

CHAMPIONSHIP SERIES ATTENDANCE RECORDS

NATIONAL LEAGUE – 205 Games, Total Attendance -- 10,553,856, Average per Game – 51,482
Single Game Record High: 65,829, Game 4, 2003, at Florida

NLCS RECORD HIGHS – By Length of Series:

Series Length	Year	Teams	Total Attendance	Avg./Game
3 Games	1976	Cincinnati – Philadelphia	180,338	60,113
4 Games	1977	L.A. Dodgers – Philadelphia	240,584	60,146
5 Games	2000	N.Y. Mets – St. Louis	271,558	54,312
6 Games	1993	Philadelphia – Atlanta	341,046	56,841
7 Games	1987	St. Louis – San Francisco	396,597	56,657

AMERICAN LEAGUE – 198 Games, Total Attendance – 9,047,379, Average per Game – 45,694
Single Game Record High: 64,406, Game 1, 1982 at California (Anaheim)

ALCS RECORD HIGHS – By Length of Series:

Series Length	Year	Teams	Total Attendance	Avg./Game
3 Games	1981	N.Y. Yankees - Oakland	151,539	50,513
4 Games	1983	Chicago White Sox - Baltimore	195,748	48,937
5 Games	1982	California Angels - Milwaukee	284,691	56,938
6 Games	2000	N.Y. Yankees - Seattle	309,828	51,638
7 Games	2004	N.Y. Yankees - Boston	329,600	47,086

HISTORICAL NOTES – WORLD SERIES RECORDS AND WINNERS' ATTENDANCE HIGHS AND LOWS**WORLD SERIES ATTENDANCE RECORDS**

There have been 612 World Series Games, starting in 1903, with a total attendance of 27,774,160, an average of 45,383 per game. The average is this low because, for the first half of the 20th Century, most ballparks where the World Series was played, with the exception of Yankee Stadium and the Polo Grounds, were fairly small.

The largest crowd to ever attend a World Series game was 92,706, at Game 5 in 1959, at the Los Angeles Memorial Coliseum. All 3 games that year in Los Angeles drew more than 92,000. There have been 11 World Series games at the original (1923-1973) Yankee Stadium where attendance topped 70,000. Cleveland Municipal Stadium was another huge ballpark. But only 5 World Series games were ever played there. The largest World Series crowd in Cleveland was 86,288 for Game 5 in 1948. One other game in that series drew over 80,000, and the other 3 World Series games in that park topped 70,000.

More recently, the biggest ballparks to host a World Series have been Veterans Stadium in Philadelphia, and Joe Robbie (Sun Life) Stadium in Miami. All 9 World Series games at the Vet (1980, 1983, 1993) drew at least 62,000. The 7 World Series games in Miami (1997, 2003) have attracted at least 65,000 per game.

The smallest attendance at a World Series game was 6,210 for game 5 at Detroit in 1908. That game was played at Bennett Park, a small wooden ballpark located on the same site where Tiger Stadium was later built.

The 1945 World Series (Tigers-Cubs) was the first where each team topped one million in regular-season attendance. The Detroit-St. Louis Series of 1968 was the first with both teams above 2 million. In 1992, Atlanta and Toronto met in the first Series with both teams topping 3 million. The biggest 'gap' in attendance between World Series teams was in 2003 when the Yankees outdrew the Florida Marlins by more than 2 million. Overall, there have been 10 World Series, including 2008, where one team outdrew the other by at least one million.

WORLD SERIES RECORD HIGHS – By Length of Series

Series Length	Year	Teams	Total Attendance	Avg./Game
4 Games	1954	N.Y. Giants – Cleveland	251,507	62,877
5 Games	1983	Philadelphia Phillies – Baltimore	304,139	60,828
6 Games	1959	L.A. Dodgers – Chicago White Sox	420,784	70,131
7 Games	1997	Florida – Cleveland	403,617	57,660
8 Games	1921	N.Y. Yankees – N.Y. Giants	269,976	33,747

There never was a 9 game World Series.

HIGHEST AND LOWEST REGULAR-SEASON ATTENDANCE BY WORLD SERIES WINNERS

The 1993 Toronto Blue Jays drew 4,057,947. That is the highest regular-season attendance for a team that won the World Series. In 1992, the Blue Jays also won the World Series, and also drew more than 4 million. The 1999, 2000, and 2009 New York Yankees are the only other American League teams that topped 3 million in a year they won the World Series. Among National League World Series winners, the 2008 Philadelphia Phillies had the highest attendance, drawing a then-team-record-high 3,422,583. The 2006 St. Louis Cardinals, who drew 3,407,114, are the only other National League team to draw at least 3 million in a World Series winning season.

The smallest attendance for an American League team that won the World Series was 249,513, by the 1918 Boston Red Sox. That season was shortened by World War I. The 1903 Red Sox won the first-ever American League-National League World Series, but that season, they only drew 379,338. The lowest attendance among National League World Series winners was 325,056, by the 1934 St. Louis Cardinals.

Since the end of World War II, only two World Series winning teams did not draw at least one million, and both of these teams were the Oakland A's. In 1974, the A's won their third consecutive World Championship, but only drew 845,693. The 1972 A's drew 921,923. In 1973, the A's did top one million, but barely, drawing 1,000,763. Every other team that has played in the World Series since 1945 drew at least one million.

MULTI-TEAM MARKETS**NEW YORK, NEW YORK**

New York City set a two team/one market record in 2008 as the Yankees and Mets drew a combined 8,301,418. They also had a combined total of 8 million+ in 2007. In 2006, the Mets and Yankees drew a combined 7,623,315, breaking the one-market record set by the Dodgers and Angels (7,008,332) in 2005. Combined Yankees/Mets attendance was 6,810,399 in 2009, when both teams moved to smaller ballparks.

In 2008, the Yankees and Mets led their respective leagues in attendance, as each team topped 4 million. For the Yankees it was their 4th consecutive year above 4 million, and the Mets had their highest attendance ever. The 1988 Mets were the first New York City team to top 3 million, drawing 3,055,445. Back then, the National League only counted tickets sold and actually used, in their attendance. The Mets claim to have sold around 3.5 million tickets in 1988. The Yankees topped 3 million for the first time in 1999.

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 outdrew the Dodgers each year from 1999 to 2008. The Dodgers took back the lead in 2009.

YANKEES VS. METS

In the 48 years that the Mets and Yankees have shared the New York market, the Yankees have been the attendance leader 27 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	1993-2009	17

Despite the Yankees pulling ahead in recent years, Yankees vs. Mets attendance from 1962, when the Mets began play, through 2009, is closer than the numbers below indicate. Until 1993, Mets' attendance excluded sold tickets that were not used ('no-shows'), while the Yankees did include such tickets in their totals.

	Mets	Yankees
Total Attendance 1962-2009	99,884,537	108,252,019
Average Attendance per Season	2,080,928	2,255,250
# Seasons - Att. Below 1 million	3	1
# Seasons - Att. Below 1.5 million	12	14
# Seasons - Att. Above 2 million	23	28
# Seasons - Att. Above 3 million	6	11
# Seasons - Att. Above 4 million	1	4

All Yankee seasons with attendance below 1.5 million were in 14 straight years between 1962 and 1975. The Yankees have drawn at least 1.6 million fans 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. The St. Louis Cardinals have topped one million each year since 1963.

MULTI-TEAM MARKETS**DODGERS VS. ANGELS**

In 2007, the Dodgers and the Angels drew a combined 7,222,668, the best-ever combined attendance in the Los Angeles market. These teams' combined 2009 attendance was 7,002,025. Dodger Stadium's capacity is 56,000, while capacity at Angels Stadium is 45,285.

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 139.1 million, while the Angels total attendance is 95.6 million. **The Angels have never outdrawn the Dodgers in any season, but the gap has closed since the 1960's and 1970's.**

ANGELS vs. DODGERS ATTENDANCE BY DECADE – Since the Angels Began Play in 1961

Decade	Dodgers Decade Attendance	# Wins	# Winning Seasons		Angels Decade Attendance	# Wins	# Winning Seasons
1961-1969	19,527,375	796	6		8,398,132	685	3
1970-1979	24,480,796	910	9		12,500,310	781	3
1980-1989	30,894,722	825	6		24,412,059	783	4
1990-1999	29,732,335	797	7		20,716,211	738	3
2000-2009	34,497,939	862	9		29,564,455	900	8
Total	139,133,167	4,190	38		95,591,167	3,887	21

The gap is actually larger because until 1993, Dodgers attendance did not include 'no-shows.' Since 1961, the Dodgers have averaged 2,839,452 per season in attendance, and 85.5 wins per year. The Angels have averaged 79.3 wins per year, and their average season attendance has been 1,950,840.

Since 1961, the Dodgers have been in post-season play 15 times, have won 8 National League pennants, and were World Series winners 4 times. The Angels have appeared in the post-season 9 times in their history, including in 6 of the last 8 years. They won their only A.L. title and World Series in 2002.

GIANTS VS. ATHLETICS

The record for this market is a combined 5,481,499, set in 2003. Both teams drew a combined 4,270,894 in 2009. These two Bay Area teams often had poor attendance after the Athletics moved to Oakland in 1968. Between 1968 and 1977, the A's reached one million in attendance in only two seasons, and the highest attendance by either team was 1,106,043 for the Giants in 1971. That was the only season San Francisco topped one million in those 10 years.

During the decade of the 1970's, the Giants averaged just 889,541 per year. The A's had even worse attendance, though they won the World Series 3 times in that decade. Oakland only averaged 764,660 per year for the decade, with a low of 306,763 in 1979. In 1977, both teams drew a combined total of just 1,195,655. However, in the 1980's, the Athletics more than doubled their attendance, up to an average of 1,581,275 per season, and the Giants' average per season improved to 1,329,202.

The Giants have posted better attendance than the Athletics 25 times in the 42 seasons these two teams have played in California, including in each of the last 17 years. Since 1968, San Francisco has drawn 73,390,890, and Oakland's total attendance is 62,246,193. The Athletics have appeared in the World Series 6 times, winning it 4 times, since 1968. In 2002, the Giants lost their only World Series appearance since 1962.

The opening of AT&T Park in 2000 has resulted in a wide attendance gap between these two teams in the 2000-2009 decade. The Giants drew 31,556,356 in that decade, while the A's drew 19,531,704.

MULTI-TEAM MARKETS**CUBS VS. WHITE SOX**

The combined Chicago attendance record of 6,080,626 was set in 2006. In 2009, the two teams drew a combined 5,453,022, with the Cubs surpassing 3 million for the 6th straight year. The Cubs have outdrawn the White Sox in 34 of the last 42 seasons, including in each of the past 17 years, and 64 times in the past 109 years. Since 1901, the Cubs have a 109 year total of exactly 5 more wins than the White Sox. But they've outdrawn the White Sox by an average of 171,964 per year. The only World Series win by either team since 1917 was by the White Sox in 2005. The Cubs have not appeared in the World Series since 1945, or won it since 1908.

CUBS vs. WHITE SOX ATTENDANCE BY DECADE – Since the White Sox Began Play in 1901

Decade	Cubs Decade Attendance	# Wins	# Winning Seasons		White Sox Decade Attendance	# Wins	# Winning Seasons
1901-1909	4,179,631	814	7		4,588,978	744	8
1910-1919	4,030,315	826	7		5,577,496	798	7
1920-1929	8,149,547	807	7		6,238,378	731	3
1930-1939	8,791,668	889	10		4,109,937	678	3
1940-1949	8,943,692	736	2		7,068,975	707	2
1950-1959	8,701,732	672	0		11,296,258	847	9
1960-1969	8,796,707	735	4		10,830,432	852	8
1970-1979	13,636,726	785	3		11,053,371	752	2
1980-1989	17,245,805	735	2		14,448,273	758	4
1990-1999	22,948,269	739	3		19,777,111	816	6
2000-2009	30,339,577	807	6		22,030,373	857	7
Total	135,763,669	8,545	51		117,019,582	8,540	59

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 nearly 57 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 last year the Giants 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 36 straight seasons, and they've won 5 World Series since moving to Los Angeles.

DODGERS VS. GIANTS SINCE 1958

	Dodgers	Giants
Total Attendance 1958-2009	145,303,655	88,385,691
Average Attendance per Season	2,794,301	1,699,725
Led N.L. in Home Attendance	28	3
# Seasons - Att. Below 1 million	0	11
# Seasons - Att. Below 1.5 million	0	23
# Seasons - Att. Above 2 million	45	13
# Seasons - Att. Above 3 million	24	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 these teams were based in New York, even though Brooklyn's Ebbets Field had a much smaller capacity than Manhattan's Polo Grounds.

MULTI-TEAM MARKETS OF THE PAST

As noted on the previous three pages, there are four markets that currently have two Major League teams, and at one time, New York had three teams. But for the first half of the 20th Century, Boston, Philadelphia, and St. Louis also had two teams each. Here's a look at how their attendance compared:

BOSTON

The Red Sox and the Braves shared Boston from 1901 through 1952. For most of that time, the Braves played at Braves Field, just about one mile from Fenway Park. The site of Braves Field is now part of Boston University's Nickerson Field.

Boston clearly was a Red Sox town. In the 52 years that the Red Sox and Braves both played in Beantown, the Red Sox had the higher attendance 45 times, including every season from 1934 through 1952. Red Sox attendance totaled 30.3 million, while the Braves drew just 18.2 million.

Red Sox attendance declined slightly in 1953, the first year Boston was a one-team market. The Red Sox drew 1,115,750 in 1952. But in 1953, with the Braves gone to Milwaukee, the Red Sox only drew 1,026,133.

ST. LOUIS

An American League team called the Milwaukee Brewers moved to St. Louis in 1902, joining the Cardinals there, and getting renamed the Browns. The two teams shared Sportsman's Park (later named Busch Stadium) from 1920, until the Browns moved to Baltimore after the 1953 season.

The Cardinals were by far the most popular team. They outdrew the Browns in 35 of 52 seasons, including 27 of the final 28 years that St. Louis was a two-team town. Total attendance for the Cardinals for those 52 years was 25.4 million, while the Browns drew under 15.4 million. During the entire decade of the 1930's, the Browns drew just 1,184,076, with a post-1900 Major League season low attendance of 80,922 in 1935.

Cardinals' attendance picked up after the Browns became the new Baltimore Orioles. The Redbirds drew 880,242 in 1953, and 1,039,698 in 1954.

PHILADELPHIA

The Athletics and Phillies both played in Philadelphia from 1901 through 1954. Baker Bowl was the Phillies' home until midway through 1938, when they moved into Shibe Park (later renamed Connie Mack Stadium) which was the home of the Athletics.

Here is a case where the team with the attendance edge left town. In 54 years, the Athletics outdrew the Phillies overall by a margin of 26.0 million to 20.4 million, and had the higher attendance in 40 seasons. But the Phillies did outdraw the A's in the final 6 years that they shared the market.

Attendance rose for the Phillies in the first year they had Philadelphia to themselves, after the Athletics went to Kansas City. In 1954, they drew 738,991, and attendance increased to 922,886 in 1955.

YANKEES ATTENDANCE AFTER THE DODGERS AND GIANTS LEFT NEW YORK

New York lost both the Dodgers and the Giants after the 1957 season. So New York was left with just one team, and it was thought that the Yankees might pick up new fans. With their big stadium, and great success on the field, the Yankees had outdrawn both the Dodgers and the Giants each year from 1946 through 1957. But Yankee attendance actually dropped from 1,497,134 in 1957, to 1,428,438 in 1958. The Yankees won the World Series in 1957, and the American League pennant in 1958. But their 1958 attendance was their lowest since 1945. The Yankee attendance record at that time was 2,373,901 in 1948. They did not top that total again until 1979.

2009 ATTENDANCE COMPARED WITH 1993 ATTENDANCE

Due to the decline of 2009, Major League attendance is again below levels reached prior to the 1994 strike. Attendance didn't exceed all the pre-1994 figures until 2006.

The table on the next page compares Major League Baseball's 2009 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 2009 total attendance was down 892,561 (1.3%) from 1993, the last full season prior to the strike. If expansion teams Tampa Bay and Arizona are included, 2009 total attendance vs. 1993 was up 3,111,200 (4.4%).

Average combined attendance per date in 2009 for all 30 teams was 30,330. This was 1,007 less per date than the 1993 average of 31,337. If Arizona and Tampa Bay are excluded, the 2009 Major League average per date attendance moved up to 30,733, a loss of 604 from 1993.

Baseball was heading for a record attendance in 1994, when the strike ended the season. 1994 average attendance per date up to that point was 31,612. We don't know how much this average would have changed over the rest of that season. But this 1994 pre-strike figure was finally exceeded in 2007, before falling back in 2009.

Average attendance per team was a then-record high 2,509,159 in 1993. In 2009, the average attendance per team was 2,445,589, an average decrease of 63,570 per team from 1993. If expansion teams Tampa Bay and Arizona are excluded, the 2009 average per team goes to 2,477,282, down 31,877 from 1993.

16 of the 28 teams had higher attendance in 2009 than in 1993. The best team increases from 1993 to 2009 were by Milwaukee (up 1,349,371), the Mets (up 1,262,721), the Yankees (up 1,257,530), and the Angels (up 1,182,914). Detroit, Boston, the Cubs, the Dodgers, and San Diego were other teams whose 2009 attendance was over 500,000 higher than in 1993. Washington drew 175,765 more than it did playing in Montreal in 1993.

Toronto had the biggest decline in the Majors from 1993, down 2,181,818, from the then-American League record of 4,057,947 they set in 1993. Colorado had the next worst loss, down 1,818,270. 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 averaging 58,598 per home date. Their current home, Coors Field, seats 50,449.

The Rockies season record might last a long time. The Florida Marlins don't put all of the seats in their ballpark on sale. But based on the potential full capacity of Sun Life Stadium, they 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 have a snowed-out home game.

Since 1993, Baltimore's attendance has declined 1,737,802, and the Florida Marlins are down 1,600,738. Atlanta's attendance has fallen 1,511,094 since 1993, despite the Braves finishing in first place every year from 1991 through 2005, and moving to a new park in 1997. Oakland and Cincinnati also had declines of more than 500,000 when comparing 2009 to 1993.

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 2009, the Yankees, Angels, Dodgers, Phillies and Cardinals averaged over 40,000 per home date.

San Diego was the only team whose 1993 average attendance per home date failed to reach 20,000. Oakland, Florida and Pittsburgh averaged less than 20,000 per home date in 2009.

17 teams in 2009, and 18 teams in 2010, played in different ballparks than in 1993. Of these teams, only the Texas Rangers now play in a park with a larger capacity than the one they played in during the 1993 season.

MAJOR LEAGUE BASEBALL HOME ATTENDANCE - 2009 vs. 1993

<u>Team</u>	<u>2009</u>		<u>1993</u>		<u>Total Change 2009 vs. 1993</u>
	<u>Total Attendance</u>	<u>Per Date Average</u>	<u>Total Attendance</u>	<u>PerDate Average</u>	
Baltimore	1,907,163	23,545	3,644,965	45,562	(1,737,802)
Boston	3,062,699	37,811	2,422,021	30,275	640,678
Chicago White Sox	2,284,163	28,552	2,581,091	32,672	(296,928)
Cleveland	1,776,904	22,492	2,177,908	27,224	(401,004)
Detroit	2,567,193	31,694	1,971,421	24,339	595,772
Kansas City	1,797,887	22,474	1,934,578	24,182	(136,691)
L.A. Angels of Anaheim	3,240,374	40,005	2,057,460	25,401	1,182,914
Minnesota	2,416,237	29,466	2,048,673	25,292	367,564
New York Yankees	3,674,495	45,364	2,416,965	30,212	1,257,530
Oakland	1,408,783	17,392	2,035,025	25,760	(626,242)
Seattle	2,196,461	27,117	2,051,853	25,332	144,608
Tampa Bay	1,874,962	23,148	-	-	-
Texas	2,156,016	27,641	2,244,616	28,413	(88,600)
Toronto	1,876,129	23,162	4,057,947	50,098	(2,181,818)
American League Total	32,239,466	28,581	31,644,523	30,369	594,943
A.L./exclude Tampa Bay	30,364,504	29,001	31,644,523	30,369	(1,280,019)
Arizona	2,128,799	26,281	-	-	-
Atlanta	2,373,631	29,304	3,884,725	47,960	(1,511,094)
Chicago Cubs	3,168,859	39,611	2,653,763	33,172	515,096
Cincinnati	1,747,919	21,579	2,453,232	31,054	(705,313)
Colorado	2,665,080	32,902	4,483,350	56,751	(1,818,270)
Florida	1,464,109	18,771	3,064,847	38,311	(1,600,738)
Houston	2,521,076	31,124	2,084,546	25,735	436,530
Los Angeles	3,761,651	46,440	3,170,392	39,141	591,259
Milwaukee	3,037,451	37,499	1,688,080	21,642	1,349,371
New York Mets	3,135,904	38,715	1,873,183	23,711	1,262,721
Philadelphia	3,600,693	44,453	3,137,674	39,221	463,019
Pittsburgh	1,577,853	19,480	1,650,593	20,894	(72,740)
St. Louis	3,343,252	41,275	2,844,328	35,115	498,924
San Diego	1,922,603	23,736	1,375,432	17,193	547,171
San Francisco	2,862,111	35,335	2,606,354	32,177	255,757
Washington	1,817,202	22,715	1,641,437	20,265	175,765
National League Total	41,128,193	31,858	38,611,936	32,177	2,516,257
N.L./ exclude Arizona	38,999,394	32,231	38,611,936	32,177	387,458
Major League Total	73,367,659	30,330	70,256,459	31,337	3,111,200
M.L../ ex. Tampa, Arizona	69,363,898	30,733	70,256,459	31,337	(892,561)

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

Sources: Major League Baseball Information System, Total Baseball - 8th Edition.

MAJOR LEAGUE ATTENDANCE SINCE 1900

Major League Baseball attendance since 1900 has topped 2.93 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 55, a table notes total attendance for each league, and a Major League total, by decade, from 1900-2009. 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

<u>Milestone</u>	<u>Year</u>	<u>Total MLB Attendance</u>	<u># of Teams</u>	<u>Average Att. Per Team</u>
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, and was 2,445,589 in 2009.**

MAJOR LEAGUE ATTENDANCE SINCE 1900 – YEARLY TOTALS

MAJOR LEAGUE TOTAL ATTENDANCE BY YEAR – 1900-2009

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	2007 - 79,503,175
1918 - 3,080,126	1948 - 20,920,842	1978 - 40,636,886	2008 - 78,588,004
1919 - 6,532,439	1949 - 20,215,365	1979 - 43,550,398	2009 - 73,367,659
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 – 8th Edition. They can differ slightly from figures listed in other official Major League Baseball publications such as team media guides. Totals from 1998-2009 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 (1998-2009)

MAJOR LEAGUE BASEBALL ATTENDANCE - BY DECADE - 1900-2009

<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
2000-09	<u>329,996,094</u>	<u>140</u>	<u>2,357,115</u>	<u>405,751,665</u>	<u>160</u>	<u>2,535,948</u>	<u>735,747,759</u>	<u>300</u>	<u>2,452,493</u>
TOTAL	1,424,359,544	1,118	1,274,025	1,506,817,227	1,116	1,350,195	2,931,176,771	2,234	1,312,076

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 1998-2009 data.

of Teams: 1900 (8); 1901-60 (16); 1961 (18); 1962-68 (20); 1969-76 (24); 1977-92 (26); 1993-97 (28); 1998-2009 (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

One million in attendance 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. At least one team has topped 2 million every year since 1962, and 3 million has been reached by at least one team in all seasons since 1982.

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
2000-2009	5	85	129	81
Total	1,012	713	373	136

Toronto (1991-93), Colorado (1993), the Yankees (2005-08), and the Mets (2008) all drew 4 million.

The worst single season attendance of the 20th 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 *The Baseball Encyclopedia*, in 1899, the Cleveland Spiders of the National League drew only 6,088 paying fans for the whole season, and averaged 145 per game. The 1899 Spiders, who played considerably more than half their games on the road, probably were the worst team ever, winning only 20 games and losing 134. The 1962 Mets, the worst modern-era team, were 40-120. That team's attendance was 922,530.

1900 - 2009 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 is more than 184 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 - 1900-2009**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
2000-09	New York Yankees	37,736,795		Los Angeles Dodgers	34,497,939
Total	New York Yankees	168,089,271		Brooklyn/L.A. Dodgers	184,810,838

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 - 1900-2009**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
2000-08	Tampa Bay	13,586,943		Florida	13,505,417
Total	Washington/Minnesota	97,850,588		Pittsburgh	101,167,249

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
2008	New York Yankees	4,259,375		2008	New York Mets	4,042,043
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		2009	L.A. Dodgers	3,761,651
1997	Baltimore	3,711,132		2006	L.A. Dodgers	3,758,545

HIGHEST SINGLE SEASON INDIVIDUAL TEAM ATTENDANCE IN EACH DECADE – 1900-2009**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		2008	New York Mets	4,042,043

LOWEST SINGLE SEASON INDIVIDUAL TEAM ATTENDANCE IN EACH DECADE – 1900-2009

(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