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# **MAJOR LEAGUE BASEBALL**

## **2010 ATTENDANCE ANALYSIS**

**Compiled and Written by David P. Kronheim**

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# MAJOR LEAGUE BASEBALL 2010 ATTENDANCE ANALYSIS

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# **MAJOR LEAGUE BASEBALL 2010 ATTENDANCE ANALYSIS**

This report is a comprehensive analysis of Major League Baseball Attendance for 2010, and throughout Major League history. Highlights of this report include:

- An overview and analysis of Major League attendance for 2010 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 and baseball attendance. It includes recent attendance growth in other sports.
- Multi-team market trends (New York, Chicago, San Francisco/Oakland, and Los Angeles).
- How 2010 attendance compares with attendance prior to the 1994 strike.
- Major League attendance history and analysis since 1900.
- Biggest team attendance increases and declines in Major League history.
- Attendance history and highlights of old Yankee Stadium.
- Best and worst season attendance at current ballparks.
- Biggest attendance declines in a ballpark's second season.
- A section on Division Series, Championship Series, World Series, and All-Star Game attendance.

## **NEW FEATURES THIS YEAR**

- How each team's yearly attendance compares with the annual MLB average attendance per team.
- Attendance growth in a ballpark's final year.
- A yearly listing of the team with the highest and lowest attendance in each league--1900-2010.
- The number of times each team had the highest or lowest attendance in its league.

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

You can download this report, and the 2010 Minor League Baseball Attendance Analysis, in PDF form, at [numbertamer.com](http://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](http://numbertamer.com) would be appreciated. Please contact David Kronheim ([d.kronheim@verizon.net](mailto:d.kronheim@verizon.net)) if you have any questions about these reports. Comments, corrections, and suggestions are always welcome. Please note that these reports are copyrighted.

## MAJOR LEAGUE BASEBALL ATTENDANCE REPORTING GUIDELINES

All 1998-2010 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. So quite often, actual attendance in the ballpark is significantly lower than the official announced attendance.

Until 1993, the National League only counted tickets sold and actually used, as their paid attendance. 'No-shows' didn't count in National League attendance figures through 1992. The American League did include 'no-shows' during this period.

Attendance from years prior to 1998 was obtained from Total Baseball -The Ultimate Baseball Encyclopedia – 8<sup>th</sup> Edition, published in 2004.

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 2010 figures that were published in the MLB 2010 Official Averages Book 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. Some ballparks have fewer seats available for post-season play because a section or two in the stands is used for media seating.

## WHAT'S A SELLOUT?

A sellout is generally defined as all seats available for public purchase to a particular game being sold out. Free tickets provided to players, league and team officials, and other guests, may, or may not be, included in the announced attendance for each game. So a game listed as a sellout may have an announced attendance figure that is less than the ballpark's seating capacity.

Standing-room tickets sold are included in the official game attendance. But not all of them have to be sold for a game to be listed as a sellout. As long as all available seats to a game are sold, it's a sellout. This is a fair policy since not all teams sell standing-room tickets.

In 2010, the Boston Red Sox and Philadelphia Phillies sold out every home game, and the Minnesota Twins sold out Opening Day, had a few unsold seats for the next 2 games, and then sold out their remaining 78 home games.

The Red Sox, Phillies and Twins all sold standing-room tickets. Attendance at Fenway Park ranged from a low of 37,022 to a high of 38,304. At Citizens Bank Park in Philadelphia, the smallest crowd was 44,081, while the largest was 45,518. Minnesota drew 38,164 and 38,341 for its 2 non-sellouts. The smallest sellout crowd at Target Field was 38,145 paid (39,715 total) on Opening Day, and the largest was 40,966.

**EXCEPT WHERE SPECIFICALLY NOTED OTHERWISE, ALL TEAM, LEAGUE, AND OVERALL MAJOR LEAGUE 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.

**INFORMATION AND DATA SOURCES USED TO COMPILE THIS REPORT**

All tables and analyses in this report and in the 2010 Minor League Baseball Attendance Analysis were created by David Kronheim. But much of the raw data, and other information is from the following Websites and publications, all of which are excellent sources of information:

Total Baseball – The Ultimate Baseball Encyclopedia – 8<sup>th</sup> Edition, published in 2004.

This book contains Major League attendance figures going back to the 19<sup>th</sup> 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 the official 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, and every team's daily game notes. 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. The information used here was obtained free of charge and is copyrighted by retrosheet.org.

Independent Minor League Websites - Every independent minor league has its own site, which contains news features, statistics, and links to each independent team Website.

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 is 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 – From the 1940's to the early 2000's, this book had been a complete review of the previous season. It is no longer published.

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.

Encyclopedia of Minor League Baseball (Third Edition - 2007) – Edited by Lloyd Johnson and Miles Wolff, and published by Baseball America. It contains standings and statistics on every Minor League since the 19<sup>th</sup> Century.

Thebaseballcube.com – A historical Website containing team and individual player statistics for every Major League team. Also has an extensive Minor League statistical database going back to the late 1970's.

**2010 ATTENDANCE OVERVIEW -- SUMMARY**

- Major League Baseball attendance was 73,054,407 in 2010, down 313,252 from 2009. This was the 3<sup>rd</sup> straight season with a decline in attendance. But in 2010, the loss was just 0.4%.
- American League attendance fell 75,535 (0.2%), while the National League was down 237,717 (0.6%).
- The 2010 total attendance was the 6<sup>th</sup> highest in Major League history.
- In 2009, attendance fell 5,220,345, the largest decline ever in a season not cut short by a strike. The 6.6% decrease was the worst percentage drop since 1952. 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.
- 14 teams had increases in attendance in 2010, while 16 teams suffered declines. In 2009, attendance rose for 9 teams, and fell for 21 teams. That was 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 New York Yankees led the Major Leagues in attendance in 2010, drawing 3,765,807. It was also the 8<sup>th</sup> straight year that the Yankees had led the American League in attendance.
- Philadelphia drew a National League leading, and team record-high 3,647,249. Every game was a sellout.
- Minnesota, playing in new Target Field, drew a team record-high 3,223,640. Twins' attendance was up 807,403, by far the best increase of 2010. 79 of the 81 home games were sold out.
- Boston's Major League record streaks of 12 consecutive seasons with an attendance increase, and 10 straight years of setting a team attendance record, came to an end in 2010. But the sellout streak at Fenway Park continued, as the Red Sox have sold out an MLB record-high 631 straight games going into the 2011 season.
- Cincinnati, up 312,631, posted the best increase among National League teams.
- Attendance in Texas rose 349,155. Both Colorado and San Diego were up more than 200,000.
- The Mets had the worst decline in 2010, down 576,166. Their attendance fell 906,139 in 2009. But most of that decline is because they moved into a much smaller ballpark (see note at the bottom of the next page).
- Cleveland's decline of 382,092 was the worst loss in the American League.
- Milwaukee's attendance fell 260,920, and Toronto was down 250,574.
- In 2009, The Mets, Yankees, Detroit, Toronto, San Diego, and Washington all had declines of at least 500,000. It was the first time in Major League history that so many teams had attendance fall by at least 500,000.
- Only 4 teams were down at least 200,000 in 2010. 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 2010 were by the Cleveland (21.5%), the Mets (18.4%), Toronto (13.4%), and Kansas City (10.2%).
- Minnesota's attendance rose 33.4%, the highest % gain of any team. Cincinnati had a 17.9% increase. Texas was up 16.2%, and San Diego posted a 10.9% gain.
- Cleveland drew 1,394,812, which was the lowest attendance in the Majors in 2010. Florida had the smallest attendance (1,535,226) in the National League for the 5<sup>th</sup> straight year.
- In 2009, every team topped 1.4 million in attendance for the first time in Major League history. Cleveland finished just below that level in 2010.

**2010 ATTENDANCE OVERVIEW -- SUMMARY**

- Attendance of 3 million was reached by the Dodgers for the 15<sup>th</sup> year in a row, by the Yankees for the 12<sup>th</sup> straight year, and by St. Louis for the 12<sup>th</sup> time in the last 13 years.
- 9 teams surpassed 3 million in attendance in 2010 and 9 teams also did it in 2009. 10 teams reached this mark in 2008 and in 2007.
- The Yankees averaged 46,491 per home date, best in the Majors. The Phillies led the National League with an average of 45,028 per date. The Cardinals, Angels, and Dodgers also averaged more than 40,000 per date.
- 14 teams surpassed 2.5 million in home attendance in 2010, and 21 teams topped 2 million.
- 7 of the 8 teams who played in the post-season of 2010 had increases. Only Tampa Bay was down.
- Arizona had its lowest attendance ever. Toronto posted its lowest total since 1982, when their home games were at Exhibition Stadium. Baltimore had its smallest attendance since 1988, when they played at Memorial Stadium. Cleveland had its lowest total since 1992, when the Indians were still in Municipal Stadium.
- Colorado saw its highest attendance total since 2001.
- The Dodgers topped 2 million for the 38<sup>th</sup> consecutive season, and drew 3 million for the 15<sup>th</sup> straight year, and 25<sup>th</sup> time overall. Atlanta topped 2 million for the 20<sup>th</sup> straight year, and Boston reached this mark for the 16<sup>th</sup> year in a row. The Yankees, Cubs, Cardinals, and Mariners each have drawn more than 2 million for 15 straight seasons through 2010. 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 17<sup>th</sup> time, most ever for an American League team, but the Dodgers have now reached 2.5 million 37 times. St. Louis has done it 21 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 declines of 2010 and 2009 pushed figures back below levels reached prior to the 1994 strike. The average attendance per date of 30,138 in 2010 is below the mark of 31,337 set in 1993. If 1998 expansion teams Tampa Bay and Arizona are excluded, the 2010 average for the 28 franchises that operated in 1993 rises to 30,572 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 2009 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.

## MAJOR LEAGUE BASEBALL HOME ATTENDANCE - 2010 vs. 2009

Final - Adjusted

### AMERICAN LEAGUE

TEAM	# DATES	2010 ATTENDANCE	2010 AVG/DATE	2009 ATTENDANCE	2010 vs. 2009	
					# DIFFERENCE	% CHANGE
Baltimore	80	1,733,019	21,663	1,907,163	(174,144)	(9.1)
Boston	81	3,046,444	37,610	3,062,699	(16,255)	(0.5)
Chicago White Sox	81	2,194,378	27,091	2,284,163	(89,785)	(3.9)
Cleveland	80	1,394,812	17,435	1,776,904	(382,092)	(21.5)
Detroit	81	2,461,237	30,386	2,567,193	(105,956)	(4.1)
Kansas City	80	1,615,326	20,192	1,797,887	(182,561)	(10.2)
L.A. Angels - Anaheim	81	3,250,756	40,133	3,240,374	10,382	0.3
Minnesota	81	3,223,640	39,798	2,416,237	807,403	33.4
New York Yankees	81	3,765,807	46,491	3,674,495	91,312	2.5
Oakland	81	1,418,391	17,511	1,408,783	9,608	0.7
Seattle	81	2,085,950	25,752	2,196,461	(110,511)	(5.0)
Tampa Bay	81	1,843,445	22,759	1,874,962	(31,517)	(1.7)
Texas	81	2,505,171	30,928	2,156,016	349,155	16.2
Toronto	<u>81</u>	<u>1,625,555</u>	<u>20,069</u>	<u>1,876,129</u>	<u>(250,574)</u>	<u>(13.4)</u>
American Lea. Total	1,131	32,163,931	28,438	32,239,466	(75,535)	(0.2)

### NATIONAL LEAGUE

Arizona	81	2,057,135	25,397	2,128,799	(71,664)	(3.4)
Atlanta	81	2,510,119	30,989	2,373,631	136,488	5.8
Chicago Cubs	81	3,062,973	37,814	3,168,859	(105,886)	(3.3)
Cincinnati	81	2,060,550	25,439	1,747,919	312,631	17.9
Colorado	80	2,875,245	35,941	2,665,080	210,165	7.9
Florida	81	1,535,226	18,953	1,464,109	71,117	4.9
Houston	81	2,331,490	28,784	2,521,076	(189,586)	(7.5)
Los Angeles	81	3,562,320	43,979	3,761,651	(199,331)	(5.3)
Milwaukee	81	2,776,531	34,278	3,037,451	(260,920)	(8.6)
New York Mets	79	2,559,738	32,402	3,135,904	(576,166)	(18.4)
Philadelphia	81	3,647,249	45,028	3,600,693	46,556	1.3
Pittsburgh	81	1,613,399	19,919	1,577,853	35,546	2.3
St. Louis	81	3,301,218	40,756	3,343,252	(42,034)	(1.3)
San Diego	81	2,131,774	26,318	1,922,603	209,171	10.9
San Francisco	81	3,037,443	37,499	2,862,111	175,332	6.1
Washington	<u>81</u>	<u>1,828,066</u>	<u>22,569</u>	<u>1,817,202</u>	<u>10,864</u>	<u>0.6</u>
National Lea. Total	1,293	40,890,476	31,624	41,128,193	(237,717)	(0.6)
Major League Total	2,424	73,054,407	30,138	73,367,659	(313,252)	(0.4)

Attendance comparison for 2010 vs. 2009 is based on total home attendance for each year, regardless of the number of home dates.

Toronto's 2010 attendance includes 3 home games vs. the Phillies that were played in Philadelphia, and drew a total of 130,070.

Florida's 2010 attendance includes 3 home games played in San Juan, Puerto Rico that drew a total of 55,678.

SOURCE: 2010 and 2009 Official Averages Books published by the Major League Baseball Information System.



**2010 ATTENDANCE OVERVIEW**

**Major League Baseball attendance fell for the 3<sup>rd</sup> straight year in 2010, falling 313,252 to 73,054,407.** But the loss was much smaller than in 2009, when attendance declined 5,220,345. **That decline was the largest in Major League history in any full season.** A record-high of 79,503,175 was reached in 2007.

On a percentage basis, the 2010 decline was 0.4%. The 6.6% decline in 2009 was the largest percentage loss since 1952.

In the last 32 non-strike seasons, attendance was up 20 times and down in 12 years.

14 of the 30 teams had an increase in attendance in 2010. 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.

Minnesota moved into a new ballpark and had a 33.4% attendance increase. Cincinnati was up 17.9%, Texas had a 16.2% gain, and San Diego was up 10.9%. Only 2 teams posted double-digit % increases in 2009. 4 teams had a double-digit % increase in attendance in 2008. 9 teams saw increases of at least 10% in 2007.

Cleveland, down 21.5% had the largest percentage decline in 2010. The Mets had an 18.4% loss, Toronto was down 13.4%, and Kansas City dipped 10.2%. In 2009, 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.

5 teams had increases of at least 200,000 in 2010, led by a gain of 807,403 for Minnesota. Texas was up 349,155, Cincinnati had a gain of 312,631, and Colorado and San Diego each increased more than 200,000. 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.

The Mets had the largest total attendance decline in 2010, down 576,166. Cleveland had a loss of 382,092. Toronto and Milwaukee were also down 200,000+. 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. 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.

In 2010, 9 teams surpassed 3 million in home attendance, while 14 teams drew at least 2.5 million, and 21 teams topped 2 million. In 2008, a record-tying 10 teams drew more than 3 million.

**LEAGUE ATTENDANCE - 2010 vs. 2009**

- 2010 American League attendance fell 0.2% to 32,163,931, down 75,535. The record-high of 35,389,658 for the 14 team league was set in 2007.
- National League 2010 attendance was 40,890,476, down 0.6% (237,717). The 16 team National League drew a record-high 44,113,517 in 2007.
- 5 teams in the American League had higher attendance in 2010 than in 2009, while 9 National League teams had gains in 2010 vs. 2009.

**AVERAGE SEASON ATTENDANCE PER TEAM**

The 30 Major League teams had a combined average season attendance of 2,435,147 per team in 2010, down from an average of 2,445,589 per team in 2009. 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.

**2010 ATTENDANCE OVERVIEW****ROAD ATTENDANCE LEADERS**

The Yankees led the Major Leagues in road attendance in 2010, drawing 2,830,138 away from Yankee Stadium. The Yankees also had the highest combined home/road attendance among American League teams for the 12<sup>th</sup> straight year. Highest road attendance for a National League team was 2,704,713 by the Dodgers.

In 2009, the Cubs led the Majors in road attendance, with the Yankees as the top road draw in the American League. The all-time record for Major League road 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 IS NOW ROUTINE**

The 1978 Dodgers were the first team to top 3 million in attendance. They've now reached that level 25 times. In 1988, Minnesota was the first American League team to draw 3 million. But they didn't do it again until 2010. Attendance of 3 million has been achieved 52 times by American League teams, and 93 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>
25	Los Angeles Dodgers	6	Cleveland, Atlanta, Mets, Philadelphia
14	St. Louis	5	Seattle, Toronto
12	N.Y. Yankees	4	Houston
9	Baltimore, Colorado, San Francisco	3	Arizona, Boston
8	Los Angeles Angels	2	Detroit, Minnesota, Milwaukee
7	Chicago Cubs	1	Florida, San Diego

**MINOR LEAGUE BASEBALL ATTENDANCE DOWN SLIGHTLY IN 2010**

In 2010, attendance for minor leagues affiliated with Major League Baseball was 41,432,456. Independent minor leagues drew 8,105,046. Combined affiliated/independent minor leagues attendance was down 0.1%. It was the 2<sup>nd</sup> straight decline in total Minor League attendance. Prior to 2009, the last overall decline in the Minors was in 1984. Total combined Major League/Minor League 2010 attendance was 122,591,909. The combined Major League/Minor League record is 130,801,908, set in 2007. Much more detail about 2010 Minor League baseball attendance can be found in the Minor League Attendance Analysis at [numbertamer.com](http://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 2010 was 56,375 on June 26 at Dodger Stadium. The largest crowd at an American League ballpark was 50,299 for Opening Day at Texas. Largest post-season crowd was 53,284 at Atlanta for game 3 of the National League Division Series.

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.

**2010 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 4<sup>th</sup> largest increase in total attendance in a non-expansion year, or in a year that did not follow a season shortened either by a strike, or by World War I. Despite the declines in 2008, 2009, and 2010, attendance is still up nearly 5.5 million from 2003. Since 1996, the first full season after the strike-shortened 1994 and 1995 seasons, attendance has increased by 13.0 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%).

**2010 ATTENDANCE OVERVIEW – SPRING TRAINING AND SPECIAL EVENTS****SPRING TRAINING**

Spring Training exhibition games drew 3,509,343 in 2010, down from 3,753,013 in 2009. But the 2010 average per date was 7,596, the 3<sup>rd</sup> 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.

*2011 Spring Training attendance was 3,513,720. The average per date was 7,200)*

**OPENING DAY**

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

28 of the 30 teams had a sellout on Opening Day 2010. Oakland and Toronto fell very slightly short of a sellout. For 19 teams, Opening Day attracted the biggest home crowd of the 2010 season.

*Washington was the only team that did not sell out their home opener in 2011.*

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 was 84,587 in Cleveland on September 12, 1954.

**ALL-STAR GAME**

The 2010 All-Star Game was played in Anaheim in front of a crowd of 45,408. This was the 3<sup>rd</sup> All-Star Game played at Angels Stadium. In 1967, a 15 inning All-Star Game drew 46,309. The 1989 All-Star game attracted 64,036. At that time, Angels Stadium had a much higher capacity than it does now, as it was also home to the Los Angeles Rams of the N.F.L. After the Rams moved to St. Louis, the ballpark was renovated to a baseball-only facility, and the stands in the outfield were removed.

The 2011 All-Star Game will be played for the first time at Arizona. Kansas City will get the 2012 game. Municipal Stadium in Kansas City was host to one of the two All-Star Games in 1960. The 1973 game was played at Kauffman Stadium, which was in its first year.

**POST-SEASON**

In 2010 post-season play, the 15 Division Series games drew 672,044. The 12 League Championship Series games attracted 570,623, and attendance for the 5 World Series games was 243,607. Total attendance for the 32 post-season games was 1,486,274. In 2009, the 30 post-season games drew a total of 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 in Major League history can be found in this report’s Historical Notes section on page 50.

**WHEN IS A HOME GAME NOT REALLY A HOME GAME?**

In 2010, an economic summit in Toronto forced the Blue Jays to play a 3 game series with the Phillies in Philadelphia. The Blue Jays were the ‘home’ team for that series, and attendance for those games is included in their home total. One of the games was a sellout, while the others fell just short. Florida played 3 home games in San Juan, Puerto Rico. The Marlins will play a 3 game series in Seattle in 2011 where they will be the ‘home’ team.

## **2010 ATTENDANCE OVERVIEW**

### **A FEW MORE BIG GAINS IN 2010**

14 teams saw their total attendance rise in 2010, and 5 of them posted increases of more than 200,000. Minnesota opened Target Field and had an increase of 807,403. Texas was up 349,155. Cincinnati had a gain of 312,631, and Colorado and San Diego were also up 200,000+. Just 2 teams were up more than 200,000 in 2009, 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, Minnesota had a 33.4% gain in total attendance, and Texas was up 16.2%. Cincinnati's gain of 17.9% was best among National League teams. San Diego was up 10.9%. Only 2 teams had double-digit % gains in 2009. Gains of at least 10% were posted by 4 teams in 2008, and by 9 teams in 2007.

### **AND FAR FEWER BIG LOSSES IN 2010**

16 teams saw attendance fall in 2010, but only 4 of them had declines of more than 200,000. The Mets were down 576,166. Cleveland fell 382,092. Milwaukee dipped 260,920, and Toronto was down 250,574.

On a percentage loss basis, 4 teams had double-digit declines in total attendance. Cleveland was down 21.5%, the Mets posted an 18.4% decrease, Toronto had a 13.4% decline, and Kansas City was down 10.2%.

In 2009, total attendance declined for 21 teams. A record-high 6 teams had attendance fall by at least 500,000. For 12 teams, the losses exceeded 200,000. The Mets, in their much smaller ballpark, dipped 906,139, the 2<sup>nd</sup> worst drop in MLB history. Detroit was down 635,452. 10 teams had double-digit percentage declines.

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.

### **ERA OF MULTI-PURPOSE STADIUMS IS COMING TO AN END**

Sun Life Stadium in Miami Gardens, FL will be a Major League Baseball facility for the last time in 2011, as the Marlins move to a retractable-roof, baseball-only, ballpark in 2012. The Miami Dolphins, and the Miami University Hurricanes football teams will continue to make Sun Life Stadium home. In 2012, Oakland and Toronto will be the only MLB teams that share their parks with a National or Canadian Football League team. The Buffalo Bills play a game each season at the Rogers Centre in Toronto, which is the fulltime home of the C.F.L. Argonauts.

Sharing a park with a pro football team was once common. Tampa Bay, Texas, Arizona, and Washington are the only teams that never shared a park in their current city with a N.F.L. or C.F.L. team. When the Washington Nationals were the Montreal Expos, they did share Olympic Stadium with the C.F.L. Alouettes. The Texas Rangers used to play in Washington, and they shared Robert F. Kennedy Stadium with the Redskins.

## **2010 ATTENDANCE OVERVIEW**

### **WILL THE ECONOMY IMPROVE ENOUGH TO HELP ATTENDANCE IN 2011?**

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

Major League attendance leveled off in 2010 after significant declines in 2009, caused in good part by the recession. But 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.

Attendance did fall for 5 years in a row from 1949 to 1953, mainly due to the appearance of television in millions of homes. By 1953, MLB attendance was down 31% 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.**

## **RECENT ATTENDANCE TRENDS IN OTHER SPORTS**

(Sources: NCAA; NFL; NBA; WNBA; NHL; ESPN.com; SI.com; Major League Soccer; minor league hockey league Websites; Sports Business Journal; womensbasketballonline.com)

The National Football League set its attendance record in 2007. Attendance declined 1.7% in 2008, and fell 2.4% in 2009. Preliminary 2010 figures show a 2.9% gain to the league's 3<sup>rd</sup> best total in history.

NCAA Football Bowl Subdivision (Div. 1A) total attendance was a record-high 37,678,722 in 2010, up 0.6%. Average per game was up 351 to 46,632. These figures include neutral site and bowl games. In 2009, total attendance dropped 0.2% and average per game was down 1.5%. The record-high average per game is 46,971 in 2008. Combined 2010 Division 1A and 1AA (Football Championship Subdivision) attendance rose 1.7%.

In NCAA Men's Division 1 basketball, total attendance rose 0.3% in 2010-11, but average per game fell by 8 (0.2%). The total declined 0.8% in 2009-10, with average per game down 2.5%. In 2008-09, there was a drop of 1.3% in total attendance, and a dip of 2.6% in average per game. NCAA Women's Division 1 basketball had a 0.9% increase in total attendance to a record high in 2010-11, with average per game up by 5. In 2009-10, total attendance rose 0.1%, but average per game was down 27. All these figures include neutral site games.

National Basketball Association attendance was up 0.9% for 2010-11, but fell 2.0% in 2009-10. The WNBA had a total attendance decline of 9.9% in 2010, with one less team. Their average per date fell by 2.4%.

National Hockey League attendance rose 0.3% (preliminary figure) in 2010-11, but declined 2.3% in 2009-10. Minor league hockey total attendance was down 0.2% in 2010-11, and average per game dropped by 30. It fell 1.2% in 2009-10, but average per game was up 152.

Major League Soccer added one team in 2010, and had a total attendance increase of 10.9% to a record-high. Average per game was up 4.0% to the league's 3<sup>rd</sup> best average figure ever.

**2010 ATTENDANCE OVERVIEW****AVERAGE ATTENDANCE PER HOME DATE**

Major League average attendance per home date was 30,138 in 2010, down 192 from 2009. The record-high average of 32,785 was set in 2007. Games played in American League parks averaged 28,438, down 143 from 2009. The A.L. record-high is 31,318 in 2007. National League home dates averaged 31,624 in 2010, down 234 from 2009. The National League record high-average is 34,201, set in 2008.

The Yankees averaged 46,491 per date, best in the Majors in 2010. The Phillies averaged 45,028 to lead the National League. That figure is 1,381 over Citizens Bank Park's 2010 seating capacity. Unlike many teams, the Phillies sell standing-room tickets. The Angels, Dodgers, and Cardinals also averaged over 40,000 per home date. 10 other teams averaged at least 30,000 per date. Cleveland (17,435), Oakland (17,511), Florida (18,953), and Pittsburgh (19,919), 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.

13 of the 30 teams had increases in average attendance per home date in 2010. Minnesota had the biggest increase as their average attendance per home date was up 10,332. Cincinnati posted a gain of 3,860, Texas was up 3,287, and Colorado had a 3,039 gain. Washington's total attendance rose slightly. But the Nationals played one more date in 2010 than 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. It fell 6,313 in 2010. Cleveland had a decline of 5,057 per date, and Toronto was down 3,093. 6 teams saw average attendance per date fall by at least 6,000 in 2009.

**TEAMS THAT HAVE AVERAGED AT LEAST 50,000 PER HOME DATE IN A SEASON**

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 almost always used just to make up rained-out games. The only double-header on the original 2011 schedule is in Oakland. There were just 6 Major League single-admission doubleheaders in 2010. By contrast, in 1962, the New York Mets played 30 doubleheaders. They won only 3 of them, lost 17, and split 10.

## **2010 ATTENDANCE OVERVIEW**

### **INTERLEAGUE PLAY CONTINUES TO BE A HIT**

In 2010, games between American and National League teams drew 8,380,597, an average of 33,256 per date. The interleague record-high is 8,932,384 (35,587 per date) in 2008. The 2010 average attendance for non-interleague games was 29,776 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 33,248. American League teams have won 1,808 games, while the National League teams have 1,652 wins.

Especially popular are games in two-team markets (New York, Los Angeles, San Francisco-Oakland, and Chicago). The two teams in these markets play each other in a pair of 3 game series at each team's ballpark annually. In 2007, all 24 of these games were sellouts. In 2008, all Yankees-Mets, and Cubs-White Sox games were sold out, as were the 3 games at Angels Stadium, and at AT&T Park in San Francisco. The only non-sellouts were 2 games each in Oakland and at Dodger Stadium.

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.

In 2010, all Yankees-Mets, and Cubs-White Sox games were sellouts, along with 2 of the 3 Giants-A's games in Oakland and one in San Francisco. In the Angels-Dodgers series, one game in Anaheim was sold out, and although there were no sellouts at Dodger Stadium, each of the 3 games there drew better than 52,000.

### **DOES FLORIDA GET A BUMP IN ATTENDANCE BEFORE MOVING TO A NEW BALLPARK?**

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

The Florida Marlins play their final season at Sun Life Stadium (formerly known as Joe Robbie Stadium, along with a whole bunch of other names) in 2011 before moving to their new retractable-roof park in 2012.

Over the past 20 years, teams in their final season at an old park often achieved good attendance growth. Part of the reason for this is that season ticketholders at the old park get first priority on seats at the new park. So some people buy season tickets for the final year in the old park, in order to secure a better seating location in the new one.

Since 1990, 18 teams have played a full season in their old ballpark prior to moving. 13 of the 18 teams did have an attendance increase in their last season at the old park. 6 of those teams were up at least 10%.

Cleveland had the biggest gain. In 1993, their final year at Municipal Stadium, the Indians posted a 953,634 gain, up 77.9% from 1992. Detroit was up 43.8% in 1999, their last season in Tiger Stadium. Philadelphia's attendance rose 37.4% in 2003, which was their final season at The Vet. Atlanta in 1996, Houston in 1999, and St. Louis in 2005 also had double-digit percentage increases in the last year in an old park.

Washington's attendance fell 8.9% in 2007, which was their last year at R.F.K. Stadium. San Diego bade farewell to Jack Murphy Stadium in 2003 with an 8.6% decrease. Milwaukee's attendance was down 7.5% in 2000, their last season in County Stadium. The Yankees in 2008, and Cincinnati in 2002, had very small decreases.

Overall, the 18 teams averaged an 8.4% gain in their final year in an old park.

The list of these teams does not include Toronto and Seattle, who moved into their current ballparks in the middle of a season. It also does not include Colorado, because the 1994 season, their final year at Mile High Stadium, ended early due to a strike. Rockies' attendance was up when the strike ended the season in August.



**ATTENDANCE GROWTH IN THE 2000 - 2009 DECADE, AND COMPARING 2010 WITH PREVIOUS YEARS****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 2000-2009 decade (13,505,417), followed closely by Tampa Bay (13,586,943), and then Washington/Montreal, Kansas City, and Pittsburgh.

**ATTENDANCE IN 2010 COMPARED TO 2000**

Major league attendance in 2010 was 0.8% higher than in 2000. National League teams posted a composite gain of 2.9%. American League teams were down 1.7%. 11 of the 12 teams with higher attendance in 2010 than in 2000 had increases of at least 10%. 12 of the 18 teams that were down saw declines of at least 10%.

Minnesota tripled its attendance (up 204.2%). The Twins drew 3,223,640 in 2010, up from 1,059,715 in 2000. Philadelphia's attendance increased by 2,034,480 (126.1%) since 2000, as their move to Citizens Bank Park and success on the field has really paid off. Milwaukee has seen a 1,202,910 (76.4%) gain during this period. The Angels had a 1,183,779 gain (57.3%). Washington's attendance was 106.3% higher than it was in 2000, when the team was in Montreal.

The largest declines from 2000 were by Cleveland, down 2,061,566 (59.6%), Baltimore, down 1,562,166 (47.4%), Seattle down 1,064,084 (33.8%), and Arizona, down 889,319 (30.2%).

Since the start of the 2000 season, the following 14 teams have opened new ballparks: Detroit, Seattle, Houston, New York Yankees, New York Mets, Cincinnati, Milwaukee, Washington, Philadelphia, Pittsburgh, St. Louis, San Francisco, San Diego, and Minnesota.

While the 0.8% gain vs. 2000 seems modest as a result of the declines in attendance in 2008, 2009, and 2010, there has been a significant increase in average attendance per team over the last few decades. 2010 average attendance per team is up 15.5% vs. 1990, 47.2% vs. 1980, and 103.3% vs. 1970.

ATTENDANCE IN 2010 COMPARED TO 2002

There was a significant decline in attendance in 2002. MLB attendance was 7.7% higher in 2010 than in 2002. Total attendance is up 5,195,231 since then. 18 teams had higher attendance in 2010 than in 2002.

Philadelphia had the largest gain over the past 8 years, up 2,029,108 (125.4%). Minnesota drew 1,299,167 (67.5%) more in 2010 than in 2002. Detroit was up 957,614 (63.7%). Milwaukee had an 806,838 (41.0%) gain since 2002. The Angels were up 945,191 (41.0%), Florida had an 88.8% increase, and Tampa Bay was up 73.0%. 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 total attendance since 2002, down 1,454,532 (41.1%). Cleveland dipped 1,222,128 (46.7%). Arizona is down 1,143,590 (35.7%), Baltimore's attendance has fallen 949,898 (35.4%), and Oakland suffered a loss of 751,420 (34.6%).

ATTENDANCE IN 2010 COMPARED TO 2007

MLB drew a record-high 79,503,175 in 2007. 2010 attendance is down 6,448,768 (8.1%) since then. Just 8 teams had better attendance in 2010 than in 2007, but some teams posted big gains during this period.

Minnesota was up 927,293 (40.4%). Philadelphia's attendance was 538,924 higher in 2010, a gain of 17.3%. Colorado gained 498,995 (21.0%), and Tampa Bay had a 455,842 increase (32.9%). Boston, Texas, Cincinnati, and Florida were the other teams who drew better in 2010 than in 2007.

Attendance fell at least 10% for 12 teams, with 7 of them down at least 20%. The Mets, playing in a smaller park, were down 1,294,211 (33.6%). Cleveland had an 881,104 (38.7%) decline. Houston was down 688,915 (22.8%), and San Diego fell by 658,300 (23.6%). The White Sox, Yankees, Detroit and Oakland were also down at least 400,000.

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. Since 1961, 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 13<sup>th</sup> 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 20 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.

A COMPARISON OF EACH TEAM'S ANNUAL ATTENDANCE WITH ANNUAL MLB AVERAGE PER TEAM

In 2010, the 30 Major League teams drew 73,054,407, an average of 2,435,147 per team. 15 teams drew higher than this average, while 15 teams were below it. For 9 teams, attendance was at least 500,000 above this average, while 9 other teams were at least 500,000 below the average. (It does not always break even like this.)

This section compares each team's yearly attendance with the MLB average attendance per team for the same year, and notes how often the team has drawn above or below average. The table on the next page covers the expansion era, going back to 1961. For each team, there is a listing of the number of seasons it has played in its current city since 1961, and the number of years during that period that the team has achieved a winning record.

The next columns list the number of years that the team's attendance was higher than the Major League average attendance per team, and then, in how many seasons that attendance was at least 500,000 higher than the MLB average per team. This is followed by columns listing the number of years each team drew below the MLB average per team, and in how many seasons the team drew at least 500,000 below that average. The last column shows each team's current streak (through the 2010 season) of drawing above or below the MLB average per team.

For example, in 2010, Boston drew 3,046,444. That was more than 500,000 above the 2010 MLB average per team. In 2009, Red Sox attendance was 3,062,699, which also was more than 500,000 above the 2009 MLB average per team. The table on the next page shows that the Red Sox have played 50 seasons in Boston since 1961, with a winning record in 37 of those years. Their annual attendance was above the MLB season average per team 38 times since 1961, and in 10 of those years, they drew more than 500,000 above the MLB average for that year. There were 12 seasons where Red Sox attendance was below the MLB average for the year, but in none of those seasons was it ever more than 500,000 below that MLB average. The current streak column shows that Boston's attendance has been higher than the annual MLB average per team for 12 straight years through 2010.

The Dodgers have been by far the most successful team at the gate in the past half century. In every single year, since 1958 actually, their attendance has been higher than the MLB average for that year! In 45 of those seasons, including the last 16 years, Dodger attendance has been at least 500,000 above the MLB average per team for that year. The last time the Dodgers drew less than the MLB average per team was in 1957, their final year in Brooklyn. However, they were above the MLB average in 18 of their final 20 seasons in Brooklyn. The Dodgers' current streak of 53 straight years drawing better than the MLB annual average is a record. The Yankees held the old mark, topping the MLB average attendance per team for 50 straight years from 1916 through 1965.

St. Louis has the next best record since 1961, finishing above the MLB average 42 times, while the Yankees have been above in 39 seasons, and the Red Sox have drawn better than average in 38 years.

On the down side, Tampa Bay has never drawn above the MLB annual average per team in its 13 seasons, and has been at least 500,000 below the average in 12 of those years. In 43 seasons in Oakland, the A's have drawn better than average just 7 times, despite having a winning record in 24 of those seasons, including 4 World Series titles. Pittsburgh has been below average 42 times in the last 50 years, including in 34 of the last 35 seasons. Cleveland has just 9 seasons above average, all of them consecutively from 1994 through 2002. Florida's attendance has been at least 500,000 below average for 13 straight years. Kansas City has drawn less than the MLB average attendance per team for 20 straight years, the longest current 'losing' streak.

Some Historical Notes About Average Attendance Per Team From Before 1961

The Browns played in St. Louis from 1902 until they moved to Baltimore in 1954. They drew above the MLB yearly average just 6 times in those 52 years, and only once (1922) after 1908....The Cubs drew better than average every year from 1901 through 1926....The original Washington Senators (now the Twins) drew better than average only twice from 1901 through 1960. That came in their pennant winning years of 1925 and 1933....The Philadelphia Athletics were below average in their final 23 seasons in Philadelphia (1932-1954)....The Boston Braves drew above the MLB average just 6 times from 1900 until moving to Milwaukee in 1953....The Phillies were above average only 10 times from 1900 through 1969....The St. Louis Cardinals, now a great draw, finished above average only 15 times from 1900 through 1960....The New York Giants drew above the average for 43 consecutive seasons, from 1900 through 1942, missed doing it in 1943 by less than 600, were again above average from 1944 through 1948, and overall, were above average 51 times from 1900 until they moved to San Francisco in 1958... Brooklyn was below average every year from 1900 through 1915, but finished above average in all but 6 years from 1920 through 1957, after which the team moved to Los Angeles.

# **INDIVIDUAL TEAM ATTENDANCE** **ABOVE OR BELOW YEARLY MAJOR LEAGUE AVERAGE PER TEAM 1961-2010**

<u>Team</u>	<u># Seasons 1961-2010</u>	<u># Winning Seasons</u>	<u># Seasons Above MLB Average</u>	<u># Seasons 500,000+ Above</u>	<u># Seasons Below MLB Average</u>	<u># Seasons 500,000+ Below</u>	<u>Current Streak</u>
Baltimore	50	29	25	10	25	3	5 below
Boston	50	37	38	10	12	0	12 above
Chicago White Sox	50	27	15	2	35	10	3 below
Cleveland	50	16	9	7	41	23	8 below
Detroit	50	27	25	5	25	13	5 above
Kansas City	42	18	16	4	26	17	20 below
L.A. Angels	50	21	27	17	23	1	9 above
Minnesota	50	24	15	2	35	17	1 above
New York Yankees	50	40	39	22	11	0	15 above
Oakland	43	24	7	3	36	18	18 below
Seattle	34	11	11	8	23	13	3 below
Tampa Bay	13	3	0	0	13	12	13 below
Texas	39	17	14	4	25	5	1 above
Toronto	34	19	17	11	17	5	12 below
Arizona	13	6	7	5	6	0	6 below
Atlanta	45	25	22	9	23	9	1 above
Chicago Cubs	50	18	30	9	20	0	13 above
Cincinnati	50	30	23	8	27	8	7 below
Colorado	18	7	14	9	4	1	3 above
Florida	18	6	3	1	15	13	13 below
Houston	49	24	24	5	25	4	1 below
L.A. Dodgers	50	37	50	45	0	0	50 above
Milwaukee	41	12	10	2	31	12	4 above
New York Mets	49	23	32	20	17	7	6 above
Philadelphia	50	25	29	15	21	7	7 above
Pittsburgh	50	20	8	0	42	24	9 below
St. Louis	50	34	42	24	8	0	15 above
San Diego	42	14	13	1	29	12	3 below
San Francisco	50	31	20	11	30	13	11 above
Washington	6	0	1	0	5	3	5 below

# Seasons is the number of years team has been in its current market.

# Winning seasons is the number of years from 1961 (or team inception) through 2010 that team had winning record.

Current streak is the consecutive number of seasons the team's attendance had been above or below the yearly Major League average attendance per team - after the 2010 season.

Milwaukee's figures include 1970-1997 when they played in the American League.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS** – AMERICAN LEAGUE**YANKEES TOP THE MAJOR LEAGUES IN ATTENDANCE AGAIN IN 2010**

*"Good afternoon, ladies and gentlemen. Welcome to Yankee Stadium."*... Bob Sheppard (1910-2010).  
The public address voice of Yankee Stadium from 1951 through 2007.

**The Yankees led all of Major League Baseball in attendance in 2010, drawing 3,765,807, the 10<sup>th</sup> highest season attendance in American League history.** This was up 91,312 from 2009. **It was the 15<sup>th</sup> year in a row that the Yankees have reached 2 million, and the 12<sup>th</sup> straight season above 3 million.** Only the Dodgers, who have drawn at least 3 million in each of the last 15 seasons, have a longer 3 million+ streak. The Yankees have exceeded 2 million in 34 seasons, which is more than any American League team. From 2001 through 2007, they had 7 straight years of attendance increases, setting a team record 6 times. They've also posted gains in 13 of the last 16 seasons.

2010 was also the 8<sup>th</sup> straight season that the Yankees have achieved the best American League attendance. 15 games at Yankee Stadium were sold out in 2010, and every game drew at least 41,000. The Yankees also played in front of sellout crowds at 27 road games.

Since 1920, the Yankees have led the American League in attendance 49 times, and have posted the best Major League attendance in 23 seasons. 2003 was the first time since 1981 that the Yankees had the top American League attendance. But from 1920 to 1981, the Yankees had the best attendance in the American League 41 times, and led the Major Leagues 16 times.

In 2009, the Yankees 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.

The Yankees had 58 home sellouts in 2008, and 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.

**YANKEES AGAIN LEAD THE AMERICAN LEAGUE IN COMBINED HOME AND ROAD ATTENDANCE**

The Yankees had a combined home and road total attendance of 6,595,945 in 2010, to lead the American League for the 12<sup>th</sup> straight year. 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.

**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**

<b>Years</b>	<b>Total Yankee Stad. Attend.</b>	<b>Avg. Yankee Att. per Year</b>	<b>Avg. Att./Team - Other MLB teams</b>	<b>Yank. Avg. vs. MLB Avg/Team</b>	<b>Yank. Avg. vs. MLB Avg. (%)</b>
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**

	<b>Original Stadium (1923-1973)</b>	<b>Rebuilt Stadium (1976-2008)</b>
# 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)
<b>Grand Total – Regular Season, Post-Season, All-Star Attendance</b>	<b>69,102,729</b>	<b>92,583,914</b>

@ - 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**

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

**2010 ATTENDANCE -- TEAM HIGHLIGHTS** – AMERICAN LEAGUE**IN BOSTON: THE STREAKS OF RECORD HIGHS AND GAINS END, BUT THE SELLOUT STREAK CONTINUES**

**The Boston Red Sox sold out every game again in 2010, and topped 3 million for the 3<sup>rd</sup> straight year. But their Major League records of setting a team attendance record for 10 consecutive years, and having 12 straight years of attendance increases ended.** The Red Sox sold fewer standing room tickets in 2010, and their attendance was down 16,255. They drew 3,046,444, an average of 37,610 per date.

The largest crowd of the year was 38,304, and the smallest was 37,022.

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 27 times, including the last 16 years, and have drawn more than 2.5 million for 11 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 37,065 for day games, and 37,493 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 631 consecutive regular-season home games through the end of 2010, and the streak continued in 2011. It is the longest sellout streak in Major League history.** The streak began on May 15, 2003, so it has covered 7 full seasons. Also since 2003, the Red Sox have 26 straight post-season sellouts at Fenway Park.

5 other franchises have had 'sellout seasons': Colorado (1996); San Francisco (2000); St. Louis (2006-07); Cleveland (1996-2000); Philadelphia (2010). Minnesota just missed in 2010, selling out 79 of 81 games.

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.

The Red Sox also had a long Spring Training sellout streak. They sold out 105 consecutive home games at City of Palms Park in Fort Myers, Florida. That streak began in 2003, and ended when a 2011 split-squad game, that was a late addition to their schedule, did not sell out. So they've sold out 119 of their last 120 Grapefruit League home games. Also, every Red Sox Florida road 2010 Spring Training game, and 17 of 18 spring road games in 2011, were sellouts.

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 774 home dates in their history, from Opening Day 2000, through 2010. That streak continued into 2011.

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, led by Michael Jordan, 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.



**2010 ATTENDANCE -- TEAM HIGHLIGHTS** – AMERICAN LEAGUE**“THE STREAK”** - continued

The Colorado Avalanche hold the National Hockey League sellout streak record of 487 games (including 80 in the playoffs), from 1995 through 2006. Detroit had 452 consecutive sellouts, including playoffs, from December 1996 through April 2007. The Minnesota Wild reached 409 straight sellouts covering pre-season, regular-season, and playoff games, through the end of the 2009-10 season. But that streak ended with the first pre-season game of 2010-11. The Wild also did not sell out all their 2010-11 regular season games. The Vancouver Canucks had a 349 game sellout streak through the end of the 2010-11 regular season.

In the National Football League, there have been some long running sellout streaks through the 2010 season. Washington has 358 sellouts in a row (includes pre-season and playoffs) going back to 1966. The Denver Broncos have sold out 332 straight games since 1970, including playoffs. Pittsburgh has sold out 301 straight regular season games since 1972. There have been 293 straight sellouts at Lambeau Field in Green Bay.

In college football, the University of Nebraska has the NCAA record with 311 straight sellouts (they won 269 of these games), starting in 1962, and continuing through 2010. Notre Dame has the second longest streak—219 games since 1973, and all but one game sold out since 1966. The University of Michigan has surpassed 100,000 in attendance at 229 games in a row, though not all those games were sellouts.

There is no official consecutive sellout listing in men's college basketball. Duke University has sold out 321 straight home men's basketball games through 2010-11, while the University of Kansas has 164 sellouts in a row.

**FOR THE TWINS: A NEW BALLPARK, A RECORD-HIGH ATTENDANCE, AND A NEAR-SELLOUT SEASON**

Perhaps it was an omen. In 2010, the Twins played home games outdoors for the first time since 1981, as they opened Target Field. Opening Day was sunny, and an unseasonably-warm 65 degrees.

**The Twins went on to draw a team record-high 3,223,640 in their new home. This was up 807,403 (33.4%) from 2009, their final year in the Metrodome, and was the largest increase of any team in 2010.** The 2010 attendance was up 204.2% from 2000, and up 68.7% from 2004.

Opening Day was a sellout, and the next 2 games missed being sellouts by no more than a few hundred. Then, the remaining 78 games were all sold out. 40 games drew over 40,000, and average attendance per home date was 39,798, in a ballpark that seats 39,500. *The sellout streak ended at 81 games early in the 2011 season.*

The Twins have now topped 2 million in attendance for a team-record 6 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.

Target Field is located in downtown Minneapolis, next to the Target Center, home of the NBA Minnesota Timberwolves. Due to the often early-season cold weather in Minnesota, it has heated concourses, concession areas, and rest rooms.

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.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE****TIGERS POST A SMALL DECLINE, BUT CONSIDERING THE ECONOMY, THEY STILL DREW WELL**

Few places have been hit as hard economically as Detroit, but the Tigers continue to draw well. Attendance declined 105,956 in 2010. Yet the Tigers' total of 2,461,237 was the 7<sup>th</sup> best in team history. They had 7 sellouts, and averaged more than 30,000 per date for the 5<sup>th</sup> straight year. Prior to 2006, the Tigers topped 30,000 per date only in 1984 and in 2000.

In 2009, Detroit's attendance fell 635,452, the worst dip among American League teams for the year, and the 6<sup>th</sup> worst decrease ever in that league. It was also the 15<sup>th</sup> largest decline in MLB history. So the Tigers are down 23.1% over the past 2 seasons. But that decline is from their all-time high of 3,202,645 set 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.

For the first time the Tigers have drawn more than 2 million for 6 straight years. Tiger attendance has reached one million in all but 3 years since 1945, and in each of the past 46 years. Only the Dodgers (66 years), and the Cardinals (48 years), have a longer streak of consecutive million+ seasons.

It's been quite a comeback for the Tigers over the past 7 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 last 2 declines, their 2010 attendance was still 80% higher than in 2003.

Attendance for Detroit's other pro teams is holding up fairly well, considering the local economy. The NFL's Lions saw their attendance drop from an average of 61,304 per game in 2007, to 54,497 in 2008, and to 49,395 in 2009. That was 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. In 2010, the Lions won 6 games, and their average attendance per game went up to 55,786.

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 the Pistons averaged 18,752, a decline of 15.1% from 2007-08. Average attendance fell to 16,660 in 2010-11, the lowest figure since the 2000-01 season.

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 2010-11 average of 19,680 is only down 1.9% from the 2006-07 sellout average of 20,066. No wonder Detroit is called Hockeytown.

**KANSAS CITY HAD THE BEST GAIN IN 2009, BUT ATTENDANCE FELL IN 2010**

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. But Royals' attendance was down 182,561 (10.2%) in 2010. There were 5 sellouts. Attendance topped 30,000 at just 9 times, and was under 15,000 at 19 games.

In 2009, the Royals had their best attendance since 1993, and had the best increase in the Majors.

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. They also averaged at least 20,000 per date every year from 1976 through 1994, but have reached that level just 5 times, including in 2010, since then.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS** – AMERICAN LEAGUE**IS BALTIMORE READY FOR A TURNAROUND ON THE FIELD AND AT THE GATE?**

The last time the Orioles had a winning season was in 1997. But they did win 34 of their last 57 games in 2010. Now the Orioles are looking to turn their attendance around as well. In 2010, they drew 1,733,019, their lowest attendance since 1988, and a decline of 174,144 from 2009. Opening Day, and one other game were the only sellouts, and just 5 games had attendance of more than 40,000. Attendance was under 20,000 at 42 games, and less than 10,000 at 4 games. From Oriole Park's opening in 1992, until 2003, the Orioles never drew less than 20,000 for any home game.

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.

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 17<sup>th</sup> season, welcomed its 50 millionth fan. That is the quickest any ballpark reached 50 million in attendance. All 20 home openers there (including 2011) have been sellouts. The Orioles set a team record for Spring Training attendance in 2011, and had 10 sellouts at their rebuilt spring home in Sarasota, Florida. Oriole Park underwent renovation in the 2010-11 off-season. Wider seats were installed, and capacity was reduced from 48,290 to 45,438. In their history at Oriole Park, the Birds have averaged 36,208 per date. 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, a traditional-looking ballpark, but with all the modern amenities. Over half the regular-season dates (775 of 1,495) 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 2010, only 115 of 644 games (17.9%) had crowds in excess of 40,000, and attendance has topped 40,000 at just 37 of 319 games (11.6%) from 2007 through 2010.

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.

**SEATTLE'S ATTENDANCE DROPS FOR THE 7<sup>th</sup> TIME IN THE LAST 8 YEARS**

*"My oh my! It'll fly away!"*... Home run call of Mariners Hall of Fame Broadcaster Dave Niehaus (1935-2010)

Mariners' attendance dropped 110,511 in 2010, and is down more than 1.4 million from its peak in 2002. The 2010 total of 2,085,950 was the lowest since 1995 and the lowest for a full season since 1993. Just 8 games drew over 40,000, there were only 2 sellouts, and 24 games drew under 20,000.

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, but have done it every year since. Seattle 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 million every year since 1996, and have topped 3 million in 5 different seasons.

The roof at Safeco Field was closed for 25 games in 2010, the most since the park opened in 1999. 78% of games in Safeco's history have been played with the roof open. In 2011, the Florida Marlins will be the home team for 3 games vs. the Mariners in Seattle. This is because their home park is unavailable due to a concert.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS – AMERICAN LEAGUE****AFTER 4 STRAIGHT INCREASES, TAMPA BAY HAS A SLIGHT DECLINE**

The Tampa Bay Rays certainly try hard to attract fans. They offer free parking to those who carpool, have many fan-friendly features at their park, and they won the American League East in 2010. But their attendance fell by 31,517 (1.7%). The Rays were the only 2010 playoff team whose attendance went down. The 2010 total of 1,843,445 was still the 4<sup>th</sup> highest in the team's 13 years of operation. They've only sold out 27 regular-season games in their history, including 6 in 2010, and Opening Day 2011. But only 3 of those sellouts occurred in the club's first 8 years. Attendance topped 30,000 at just 12 games in 2010, while 33 games drew under 20,000. Tropicana Field has 41,810 seats. But some have obstructed views, and are not sold for regular-season games. So the ballpark's listed capacity is 34,078.

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. That year was the time since 1999 that the Rays topped 1.5 million. Their attendance has surpassed 2 million only in 1998, their first season.

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

**CLEVELAND HITS BOTTOM IN 2010, BUT THEIR GREAT START ON THE FIELD IN 2011 MAY HELP**

It's hard to imagine that a decade ago, the Cleveland Indians had just completed 5 straight seasons where every home game was sold out. In 2010, they drew just 1,394,812, their lowest total since 1992, including the strike years, and the smallest attendance of any team. Attendance fell by 382,092. This followed a decline of 392,818 in 2009. Opening Day 2010 was a sellout. The only other games that drew over 30,000 were one with the Yankees, and one with Washington when Stephen Strasburg pitched. 57 games drew less than 20,000.

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 570 sellouts, including Opening Day 2011, at Progressive Field since it opened.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS** – AMERICAN LEAGUE**TEXAS WINS ITS FIRST PLAYOFF SERIES, ITS FIRST PENNANT, AND GETS A BIG BOOST AT THE GATE**

In 2010, the Texas Rangers won a post-season series for the first time in franchise history, won the American League pennant, and had another significant increase in attendance.

The Rangers drew 2,505,171, an increase of 349,155 (16.2%). That was the 2<sup>nd</sup> best increase of any team in the Majors in 2010. In 2009, the Rangers also had the 2<sup>nd</sup> best gain, when attendance rose 210,159. Their attendance is up 28.8% since 2008. Attendance topped 40,000 at 19 games in 2010 with 7 sellouts.

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. They reached 2 million for the first time in 1989, but have topped that every year except 1995 and 2008 from that point on. There were just 59 sellouts in the 22 years that the Rangers played at Arlington Stadium, which was an expanded minor league park. There have been 113 sellouts at Rangers Ballpark since it opened, including Opening Day 2011.

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. Of the 21 teams that have moved into a new ballpark since 1990 (including Florida in 2012), the Rangers are the only one whose new park has a larger capacity than the old one.

Weather note: The Rangers have been rained out 62 times in their 39 years in Texas. But only one of those rainouts has taken place in July, and there has only been one rainout in August.

**ANOTHER '3 MILLION' YEAR FOR THE ANGELS – NOW, CAN THEY OUTDRAW THE DODGERS?**

The Los Angeles Angels of Anaheim have been among the leaders in Major League attendance for more than a decade, and 2010 wasn't any different. Attendance rose 0.3% (10,382) to 3,250,756, which was second-best in the American League. There were 7 sellouts, attendance at every game exceeded 34,000, and 48 games drew better than 40,000. The Angels topped 3 million for the 8<sup>th</sup> consecutive season, and surpassed 2 million for 13<sup>th</sup> 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 27 times in the last 29 full seasons.

Although the Angels have never had a better season attendance total than the Dodgers in any single year, those two teams are not very far apart in attendance these days. But in their early years, the Angels were a distant second in fan appeal in Los Angeles. Dodgers' official attendance was at least one million higher than Angels' attendance in 20 seasons, including in 15 of the first 18 years that the Angels were in operation. Until 1986, there were only 2 years (1967, 1979) when the Dodgers didn't draw at least 500,000 more than the Angels. This despite the fact that until 1993, the Dodgers, like all National League teams, did not include 'no-shows' in their official attendance, while the Angels, and all American League teams, did.

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 45,389.

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, before getting their own home in 1966.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS** – AMERICAN LEAGUE**OAKLAND HAS A VERY SMALL GAIN, BUT THEY STILL HOPE FOR A NEW PARK**

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

The Athletics ended a 6 year streak of attendance decreases in Oakland with a gain of 9,608 in 2010. But the total of 1,418,391 was the second lowest in Major League Baseball. There were only 2 sellouts, both versus the Giants. Just 8 games attracted at least 30,000, and attendance was above 20,000 at only 23 games.

Oakland 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. That was their smallest total since 1999, and a decline of 256,473 from 2008.

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. San Jose has been another suggested site for a new park. But the San Francisco Giants are very much against that location, claiming that San Jose is part of their territory.

With the Florida Marlins moving to a new baseball-only facility in 2012, the A's will be the last team to share their stadium fulltime with a National Football League team. Toronto shares their park with a Canadian Football League team as a regular tenant, and the Buffalo Bills play a game there every year.

On a Saturday afternoon in July of 2011, the Athletics will bring back a promotion not seen in the Big Leagues for a long time – an old-fashioned, scheduled, single-admission doubleheader. These days, the few single-admission doubleheaders played in the Majors are to make up rainouts. There will be more of those in 2011 due to the large number of early-season rainouts. By May 17, there had already been 30 games rained out in 2011. Only 21 games were rained out in the entire 2010 season.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS** – AMERICAN LEAGUE**WHITE SOX ATTENDANCE DECLINES FOR A 4<sup>th</sup> STRAIGHT YEAR**

The Chicago White Sox had the Major Leagues' biggest dip in attendance in 2007, another decline in 2008, and were down 216,485 in 2009. The loss in 2010 was much smaller though, down 89,785. But the White Sox did top 2 million for a team-record 6<sup>th</sup> straight season. Prior to this streak, attendance reached 2 million just 6 times in team history. Combined attendance from 2005 through 2010 is the highest 6 year total the Sox have ever had. 9 games, including all 3 with the Cubs, were sold out in 2010, but there were just 23 crowds above 30,000.

The White Sox, Reds, the Philadelphia A's, and the St. Louis Browns, were the only teams that did not draw at least one million in any of 5 years following World War II. But starting in 1951, the White Sox drew one million in 14 of the next 15 years, and were Chicago's dominant team, in attendance, and on the field. Then attendance fell under one million for 6 straight years, with a low of 495,355 in 1970. After the White Sox played some home games in Milwaukee in 1968 and 1969, it was thought they would move there permanently. Attendance later picked up significantly, and by 1983, it topped 2 million. Then it fell again, and there was talk of moving the team to a new ballpark in St. Petersburg. 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.

**TORONTO ATTENDANCE FALLS TO ITS LOWEST LEVEL IN 28 YEARS**

Due to an economic summit in Toronto in June 2010, the Blue Jays were forced to play a 3 game home series with the Phillies in Philadelphia. The Blue Jays were the home team, and received credit for the attendance at those games, each of which drew in excess of 40,000.

Attendance for games in Toronto was much lower. The Jays drew just 1,625,555 overall, their lowest attendance since 1982. The 78 games in Toronto attracted 1,495,482, with only 9 games topping 30,000, and 50 games failing to reach 20,000. Opening Day saw the only 40,000+ crowd in Toronto. Attendance was down 250,574. This followed a decline of 524,287 in 2009. The Blue Jays had 6 consecutive attendance increases from 2003 to 2008, and their 2008 total of 2.4 million was their best since 1998.

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 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. Through 2010, the Blue Jays have played 1,740 games there. 924 games have been played with the roof open, and 717 with the roof closed. At 99 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. Tampa Bay is the only team playing in a stadium with a roof that 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.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE****PHILLIES SET ANOTHER RECORD, TOP THE N.L. IN ATTENDANCE, AND SELL OUT EVERY GAME**

It's been 3 incredible years in a row for the Phillies! In 2008, they won the World Series, drew 3,422,583, which was a team record-high, and was also the best 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.

2009 was an even better year than 2008 in terms of attendance, with a new team record-high of 3,600,693. 73 games were sellouts, including the final 42 of the year. There were only 3 crowds below 40,000, all in April.

**But the Phillies improved on those record seasons in 2010. They drew another new team record-high 3,647,249 to lead the National League in attendance for the first time since 1950. Every game was sold out. The sellout streak was at 123 at the start of 2011, and it continued. Attendance has topped 40,000 at 150 straight games through 2010.** The Phillies have now surpassed 3 million in 5 of their 7 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 7 YEARS AT CITIZENS BANK PARK VS. LAST 7 YEARS AT THE VET**

	<b>CITIZENS BANK PARK 2004-2010</b>	<b>VETERANS STAD. 1997-2003</b>	<b># GAIN CBP VS. THE VET</b>	<b>% GAIN CBP VS. THE VET</b>
Seating Capacity	43,647	61,831	(18,184)	(29.4)%
Total Attendance	22,396,061	12,268,400	10,127,661	82.6
Average per Season	3,199,437	1,752,638	1,446,809	82.6
Average per Date	39,780	22,266	17,514	78.7

**FOLLOWING TWO BIG LOSSES, PADRES' ATTENDANCE BOUNCED BACK IN 2010**

The San Diego Padres saw attendance fall 504,932 (20.8%) in 2009. This followed a 362,539 (13.0%) decrease in 2008. But attendance rose 209,171 to 2,131,774 in 2010. There were 6 sellouts, and 10 crowds topped 40,000. Broadcast ratings for the Padres also rose in 2010, with TV up 41%, and radio posting a 76% increase. Petco Park has experienced something very rare recently – 2 rains delays in 2010 (18 minutes and 22 minutes), and a long rain delay in 2011, leading to a suspended game. The last rainout in San Diego was in 2006.

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.



**2010 ATTENDANCE -- TEAM HIGHLIGHTS** – NATIONAL LEAGUE**METS SUFFER A SECOND STRAIGHT HUGE LOSS**

The New York Mets had attendance fall 576,166 (18.4%), the worst decline in the Majors in 2010. The total attendance of 2,559,738 was their lowest since 2004, ending a streak of 4 straight years above 3 million. The Mets have topped 2 million for 13 years in a row. 2 dates lost due to rain in 2010. 7 games were sellouts, but 52 games drew less than 35,000, and 23 games failed to draw 30,000. In 2009, every game topped 35,000.

Perhaps no other attendance statistic in Major League history could be misinterpreted as much as the one that shows that attendance for the 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 3<sup>rd</sup> consecutive team attendance record, drawing 4,042,043. That was the 2<sup>nd</sup> 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. The Mets also had drawn at least 52,000 for each of the last 10 openers at Shea Stadium.

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.

From 2005 through 2007, the Mets had 3 straight years with gains of more than 470,000. They 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 (10<sup>th</sup>) place finish in the N.L. Meanwhile in the Bronx, the Yankees won their 5<sup>th</sup> 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 24 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 DROPS TO A NEW LOW**

The Diamondbacks drew 2,057,135 in 2010, the lowest attendance in team history. Just 2 games were sold out. Attendance topped 30,000 at 20 games, but it was below 20,000 for 28 games.

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.

In 2011, the Diamondbacks and the Rockies moved into a new Spring Training facility on Native American land at Salt River Flats in Scottsdale, AZ. The 2 teams drew a combined 359,308, the highest spring attendance at a ballpark shared by 2 teams. The old record was 230,136 by Seattle and San Diego at Peoria, AZ in 2008.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE****DODGERS' ATTENDANCE DROPPED IN 2010. WILL MORE DECLINES FOLLOW?**

While the Dodgers saw a nearly 200,000 decline in attendance in 2010, they still drew 3,562,320, the 3<sup>rd</sup> best figure in the Majors. But it was their lowest total since 2004. There were 5 sellouts. Every game drew at least 33,000, with 61 games topping 40,000, and 11 games surpassing 50,000. But the divorce case of the team's owners that led to a takeover of management of the Dodgers by Major League Baseball, and the security problems at Dodger Stadium, may lead to more attendance losses.

In 2009, the Dodgers drew 3,761,651, the 2<sup>nd</sup> highest total in team history, and the 9<sup>th</sup> best attendance in the history of the National League. Since moving to Los Angeles in 1958, the Dodgers have been the Majors' top draw 22 times, and have led the National League 28 times. 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 7 seasons. Dodgers' attendance went up for 7 straight years from 2001 to 2007, the longest streak of increases in National League history. The team record for sellouts is 42 in 1982. There were 28 sellouts in 2004.

Attendance on Opening Day at Dodger Stadium has topped 50,000 every year, including 2011, 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 6<sup>th</sup> 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 now done it 25 times, including in each of the last 15 years. Dodger attendance has been over one million for 66 straight years, going back to their days in Brooklyn. It has been in excess of 2 million in each of the last 38 years (including strike seasons), and 46 times overall, and has topped 2.5 million 37 times. These are all Major League records.

A total of at least 3.5 million has been reached in each of the last 6 years. Lowest Dodger season attendance in 53 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 have drawn over 188 million, the best of any Major League team. Since moving to Los Angeles in 1958, the Dodgers have drawn 148.9 million. No other team even comes close to that figure. The Yankees (118.4 million), and St. Louis (115.9 million), are next best for this period.

In 2008, the Dodgers celebrated 50 years in L.A. with an exhibition game vs. Boston at the Los Angeles Memorial Coliseum, their home from 1958 through 1961. The game drew 115,300, the largest crowd at a baseball game in the U.S. The Dodgers held the previous record of 93,103 for a 1959 exhibition game with the Yankees.

**PITTSBURGH'S ATTENDANCE IS UP A BIT, AND 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 2010. Total attendance did rise 35,546 to 1,613,399. There were 7 sellouts in 2010, but only 11 games drew at least 30,000. Attendance was under 20,000 at 46 games, and 5 games drew less than 10,000. At least the Pirates draw well on Opening Day. 10 of the first 11 openers at PNC Park, including 2011, have been sold out, as were the final 4 Opening Day games at Three Rivers Stadium.

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. 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.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE****CUBS ATTENDANCE IS THE LOWEST SINCE 2004, BUT THEY STILL TOP 3 MILLION**

The Chicago Cubs had a 105,886 decline in attendance in 2010 to 3,062,973. But it still was the 7<sup>th</sup> straight year they've topped 3 million. Only one game drew less than 30,000, and attendance topped 40,000 at 24 games. The Cubs don't list sellouts in their Media Guide or in their daily game notes, so that information 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 15 consecutive years, and in every non-strike-shortened season since 1987. They've reached 2.5 million for 13 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 2010 (648 games), the wind blew in at the start of 360 games, blew out at 197 games, and 91 games had a crosswind. In recent years, a two-team combined average of 8 runs per game are scored when the wind blows in, but an average of 12-13 combined runs a game are scored when there is a crosswind, or the wind blows out.

**ST LOUIS DOWN A BIT, BUT THEIR 3 MILLION STREAK CONTINUES AS WELL**

Attendance fell 42,034 for the Cardinals in 2010. 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 7 seasons, and in 12 of the last 13 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.

2010 was the 14<sup>th</sup> time that St. Louis has topped 3 million. They've surpassed 2.5 million 21 times, and have been above 2 million for 29 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 2007 games were sold out as well. Through early 2011, new Busch Stadium's smallest crowd ever is 32,007.

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 large radio network that broadcasts their games. In 2011, it has 117 stations, spread out over 9 states.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS** – NATIONAL LEAGUE**HOUSTON FALLS AGAIN**

Astros' attendance was down 189,586 in 2010, and has dipped nearly 700,000 since 2007. The 2010 total of 2,331,490 was the lowest for the Astros since 1997, when they played at the Astrodome. There were 2 sellouts in 2010, and only 21 crowds over 30,000. 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 reached 2 million just twice more until 1997, but have been above it every year since. Until 2010, the Astros drew 2.5 million+ for 6 years in a row, and in 9 of 10 years. They've 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. Since the park opened in 2000, 247 games there have been played with the roof open, 501 games with the roof closed, and at 140 games, the roof was opened during the game.

**THE ROCKIES POST THEIR BEST ATTENDANCE IN NEARLY A DECADE**

A gain of 210,165 in 2010 gave the Colorado Rockies their best attendance since 2001. Crowds exceeded 40,000 at 27 games, and were above 30,000 58 times. There were 10 sellouts 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. Philadelphia will break this record by one if they sell out every home game in 2011.

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 50,490. 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 54.6 million. Only the Dodgers (59.6 million) and the Yankees (58.4 million) have a higher total attendance over this 18 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.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE****REDS POST THEIR BEST WON-LOST RECORD SINCE 1999, AND IT PAYS OFF AT THE GATE**

In 2010, the Cincinnati Reds had their best season since 1999, and it led to a good bump at the box office. Attendance rose 312,631 (17.9%) to 2,060,550, their best total since 2006. Both the total and percentage gains were the highest among National League teams. 24 games drew over 30,000, and there were 8 sellouts.

In 2008, Cincinnati's attendance was up 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.

A total of 55 games, including a 2010 post-season game, and Opening Day 2011, 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 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 1989. 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 JUST A YEAR AWAY**

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

For the 5<sup>th</sup> straight year, the Marlins finished at the bottom of the National League attendance standings. But 2010 attendance was up 71,117, and the total of 1,535,226 was Florida's highest since 2005. However, 53 games (including 3 in San Juan, Puerto Rico) drew under 20,000, and attendance topped 30,000 just 4 times. In 2011, the Marlins play 3 'home' games in Seattle because Sun Life Stadium will not be available due to a concert.

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, and also had a team record-high 22 rain delays. The previous record for rain delays in a season was 16 in both 1999 and 2005. 14 rain delays took place in 2010. 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. Besides a change in ballparks, the team gets a name change to the 'Miami Marlins' in 2012.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE****A FIRST-EVER WORLD CHAMPIONSHIP IN SAN FRANCISCO, AND THE ATTENDANCE GAIN WAS NICE TOO**

For the San Francisco Giants, 2010 will be unforgettable, as they won their first World Series since moving to California in 1958. Attendance went back over 3 million with a gain of 175,332. 32 games drew more than 40,000, and just 5 games had crowds below 30,000.

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 (1996-2010), Colorado (1993-2001), the Angels (2003-2010), and the Yankees (2000-2010). 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 3,144,891 per year for 11 seasons at AT&T Park, an increase of 132% over the Candlestick average. 29 games were sold out at AT&T Park in 2010, and sellouts have been very common there. 450 of 891 regular-season games, through 2010, at AT&T Park have been sold out, including every game in 2000. *The first 18 games of 2011 were sold out as well.*

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 78 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.

**MILWAUKEE: THE MARKET IS SMALL, THE DECLINE IS BIG, BUT SO IS THE TOTAL ATTENDANCE**

The Milwaukee Brewers had a 260,920 decline in attendance in 2010, and after 2 straight years above 3 million, total attendance was 2,776,531. But considering that A.C. Nielsen lists Milwaukee as the smallest market, based on TV households, with a Major League team, that total is quite good. There were 9 sellouts, and 67 games drew over 30,000. Brewers' attendance is still up 65% since 2003.

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 8 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 2010, the Website wezen-ball.com reported that the Italian Sausage had 22 wins, the Polish Sausage won 20 times, the Chorizo had 15 wins, the Hot Dog won 13 races, and the Bratwurst won 11. The Hot Dog won the most races in 2007, 2008, and 2009.

**2010 ATTENDANCE -- TEAM HIGHLIGHTS – NATIONAL LEAGUE****BRAVES BID BOBBY COX FAREWELL WITH A PLAYOFF SPOT, AND AN ATTENDANCE INCREASE**

Longtime Braves manager Bobby Cox retired after the 2010 season. The last 3 regular season games of the year at Turner Field all drew over 50,000, including a team-record-high 54,296 for Bobby Cox Day. For the season, attendance rose 136,488 to 2,510,119. It was the 20<sup>th</sup> straight year the Atlanta Braves have topped 2 million, something they did just once prior to 1991. (The Milwaukee Braves drew more than 2 million 4 times.) 6 games were sold out in 2010, and 14 games attracted more than 40,000.

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.

In 1991, things turned around. 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 2<sup>nd</sup> best N.L. figure ever (now ranks #5), and a nearly four-fold gain from 1990. The Braves averaged over 30,000 per date in 17 of the last 19 years, topping 40,000 per date in 5 of these seasons.

**STRASBURG HELPS THE NATIONALS GET A SMALL GAIN, AND TEDDY ROOSEVELT IS SHUTOUT AGAIN**

The Washington Nationals were hoping that pitching sensation Stephen Strasburg would bring wins on the field, and attract lots of fans in the stands. For a while, after being called up from the Minors, he did, until an injury put him out of action for the rest of 2010, and most of, if not all of, 2011. The Nats averaged 33,446 for the 7 home games that Strasburg started. Their season average per date for all games was just 22,569. Total attendance was up 10,864 to 1,828,066. 4 games drew at least 40,000, and 8 games topped 35,000. But attendance was under 20,000 at 35 games.

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.

There are plenty of conspiracy theories in Washington. Here's another. Every game at Nationals Park has a race featuring mascots who wear oversize heads that represent former presidents Washington, Jefferson, Lincoln, and Theodore Roosevelt. In 2010, the Lincoln mascot won the Presidents Race 30 times, while Washington had 29 wins, and Jefferson won 28. Lincoln also had the most wins in 2009, and in 2008, while Washington won the most races in 2007, and Jefferson was the leader in 2006. The all-time totals for the race are: Lincoln – 155 wins; Washington – 109 wins; Jefferson – 104 wins; and Teddy Roosevelt – 0 wins. So Teddy Roosevelt has not won a single race in the 5 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.

**INDIVIDUAL TEAMS - SEASON ATTENDANCE RECORDS**

<u>TEAM</u>	<u>BEST ATTENDANCE</u>	<u>YEAR</u>
<b><u>AMERICAN LEAGUE</u></b>		
Baltimore	3,711,132	1997
Boston	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	<b>3,223,640</b>	<b>2010</b>
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
<b><u>NATIONAL LEAGUE</u></b>		
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	<b>3,647,249</b>	<b>2010</b>
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 – 8<sup>th</sup> 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 opened 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.

<b>Team</b>	<b>Current Park Regular-Season</b>	<b>Current Park Post-Season</b>	<b>Former Park Regular-Season</b>	<b>Former Park Post-Season</b>
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	40,966 (2010)	42,035 (2010)	54,088 (2009)	55,990 (2002)
New York Yankees	49,716 (2010)	50,840 (2010)	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)	41,845 (2010)		
Texas	51,573 (2006)	52,419 (2010)	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	54,296 (2010)	54,357 (2003)	53,775 (1974)	52,173 (1982)
Chi. Cubs	51,556 (1930)	50,740 (1929)		
Cincinnati	42,794 (2005)	44,599 (2010)	55,596 (2000)	56,393 (1975)
Colorado	49,509 (2010)	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	41,422 (2010)	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	55,351 (2000)	57,533 (1991)
St. Louis	46,918 (2010)	47,296 (2009)	53,415 (1994)	56,782 (1996)
San Diego	45,496 (2009)	45,093 (2005)	61,674 (1999)	65,427 (1998)
San Francisco	43,503 (2007)	44,046 (2010)	61,389 (1999)	62,084 (1989)
Washington	41,985 (2009)	No Games Played	45,596 (2005)	No Games Played

Regular-season single game records listed here for the former ballparks in Pittsburgh and Washington, and the current park in San Diego, come from Retrosheet.org. The Pirates, Nationals, and Padres did not list these records in their Media Guides.

## **HISTORICAL ATTENDANCE NOTES**

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

Both the Philadelphia Phillies and New York Yankees followed-up their 2009 World Series appearance with an increase in attendance in 2010. Philadelphia sold out every game, and set a team attendance record. The Yankees had a 2.5% gain.

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 70 league champions (28.6%) 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 35 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 31 World Series appearances in non-strike affected seasons, including 2010, 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 30 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 Oakland Athletics attendance in 2011 as they share a market with the 2010 World Champion San Francisco Giants?

Ironically, the team that did play in the World Series in those 30 years had an increase in attendance the following year just 19 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 LED TO 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 also happened 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. Attendance ended up rising 807,403 (33.4%). The 2<sup>nd</sup> and 3<sup>rd</sup> games of the season were the only non-sellouts, as the Twins set an all-time team attendance record.

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.

14 of the 34 biggest attendance increases in Major League history, including Minnesota in 2010, have taken place in a season that was a team's first in a new ballpark. This includes the 1970 Cincinnati Reds, and the 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 in a full season. 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 4<sup>th</sup> 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 up to that point.

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 43, lists teams that had an increase in attendance of at least 700,000 in a season. On page 44, there is a table listing those teams whose attendance fell at least 500,000 in a year. The table on page 45 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 20<sup>th</sup> 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 tables do not include increases by teams that moved to a new city. See page 49 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**

There have been 104 occurrences in MLB history of a team increasing its attendance by at least 500,000 in one year. The 2010 Minnesota Twins are the most recent team to do it, as their attendance rose 807,403.

**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**

38 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 dip 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. Their attendance fell 576,166 in 2010.

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>NOTES</u>
			<u># DIFFERENCE</u>	<u>% CHANGE</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
Minnesota	2010	3,223,640	807,403	33.4	First year at Target Field, 79 sellouts
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)

<b>TEAM</b>	<b>YEAR</b>	<b>ATTENDANCE</b>	<b>YEAR vs. PREV. YEAR</b>		<b>NOTES</b>
			<b># DIFFERENCE</b>	<b>% CHANGE</b>	
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
New York Mets	2010	2,559,738	(576,166)	(18.4)	Year 2 at Citi Field
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 TARGET FIELD IN MINNESOTA HAVE A 'SOPHOMORE JINX?'**

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 the Mets had in 2010. Will this happen in Minnesota in 2011?

Since 1960, only 9 teams, including the 2010 Yankees, 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 original Yankee Stadium. Baltimore's attendance rose 77,146 in 1993, their second year at Oriole Park.

Big declines in year 2 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 2 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 ballpark 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 12<sup>th</sup>. The 1995 season started late, and each team played 72 home games instead of 81. In 1995, the Rangers averaged 27,582 per date.

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

Team	Stadium	Year 2 in Stadium	Won/Loss Record	Attendance Loss In Year 2
Milwaukee	Miller Park	2002	56-106	(841,348)
Tampa Bay	Tropicana Field	1999	69-93	(698,331)
Pittsburgh	PNC Park	2002	72-89	(651,133)
Detroit	Comerica Park	2001	66-96	(612,447)
Philadelphia	Citizens Bank Park	2005	88-74	(584,788)
Arizona	Bank One Ballpark	1999	100-62	(580,758)
New York Mets	Citi Field	2010	79-83	(576,166)
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 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 2010, plus 3 recently used ballparks. 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**

<b>Team</b>	<b>Ballpark</b>	<b>First Season</b>	<b>Seating Capacity</b>	<b>Highest Season Attend. (year)</b>	<b>Lowest Season Attend. (Year) *</b>
Baltimore	Oriole Park/Camden Y.	1992	45,971	3,711,132 (1997)	<b>1,733,019 (2010)</b>
Boston	Fenway Park	1912	37,065-day 37,493-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	43,441	3,468,456 (1999)	<b>1,394,812 (2010)</b>
Detroit	Comerica Park	2000	41,255	3,202,645 (2008)	1,368,285 (2003)
Kansas City	Kauffman Stadium	1973	37,903	2,477,700 (1989)	1,151,836 (1975)
L.A. Angels	Angels Stadium	1966	45,389	3,406,790 (2006)	744,190 (1972)
Minnesota	Metrodome Target Field	1982 2010	46,632 39,500	3,030,672 (1988) <b>3,223,640 (2010)</b>	858,939 (1983)
N.Y. Yankees	Yankee Stadium (new) Yankee Stadium (old)	2009 1923	50,329 57,545	<b>3,765,807 (2010)</b> 4,271,083 (2007)	3,674,495 (2009) 966,328 (1972)
Oakland	Oakland Coliseum	1968	35,067	2,900,217 (1990)	306,763 (1979)
Seattle	Safeco Field	1999	47,447	3,540,482 (2002)	<b>2,085,950 (2010)</b>
Tampa Bay	Tropicana Field	1998	34,078	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	49,260	4,057,947 (1993)	<b>1,625,555 (2010)</b>
Arizona	Chase Field	1998	48,633	3,600,412 (1998)	<b>2,057,135 (2010)</b>
Atlanta	Turner Field	1997	49,586	<i>3,464,488 (1997)</i>	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	<i>2,355,160 (2003)</i>	1,747,919 (2009)
Colorado	Coors Field	1995	50,490	<i>3,891,014 (1996)</i>	1,914,389 (2005)
Florida	Sun Life Stadium	1993	38,560	3,064,847 (1993)	813,111 (2002)
Houston	Minute Maid Park	2000	40,963	3,087,872 (2004)	<b>2,331,490 (2010)</b>
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)	<b>2,559,738 (2010)</b> 788,905 (1979)-&
Philadelphia	Citizens Bank Park	2004	43,651	<b>3,647,249 (2010)</b>	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)	<b>3,301,218 (2010)</b>
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	41,525	<i>2,321,988 (2008)</i>	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 2011 Red and Green Books, or team media guides.

\* - 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 27<sup>th</sup> 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 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 3<sup>rd</sup> largest decline by a first place team.

90 of the 316 teams (28.5%) 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, 41 of 170 division winners (24.1%) had attendance go down in a year they finished first. In 2010, the division-winning Tampa Bay Rays had a decline. 3 of 30 wild-card playoff teams between 1996 and 2010 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 – ALL-STAR GAMES, POST-SEASON**

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

**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, when World War II travel restrictions caused its cancellation. 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. That was the first game played after Major League Baseball had been shut down for two months due to a strike. The smallest crowd was 25,534 in 1936 at Braves Field in Boston. Overall, the 81 All-Star Games have drawn 3,771,210, an average of 46,558 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 261 Division Series games (1981, 1995-2010), 415 League Championship Series games (1969-1993, 1995-2010), and 617 World Series games (1903, 1905-1993, 1995-2010), for a total of 1,293 post-season games.

Total post-season attendance through 2010 is 60,652,251. That's an average of 46,908 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 really didn't say all the things I said."...Yogi Berra*

**DIVISION SERIES ATTENDANCE RECORDS**

NATIONAL LEAGUE – 126 Games, Total Attendance – 6,051,188, Average per Game – 48,025  
Single Game Record High: 65,464, Game 4, 2003, at Florida

NLDS RECORD HIGHS – By Length of Series:

<b>Series Length</b>	<b>Year</b>	<b>Teams</b>	<b>Total Attendance</b>	<b>Avg./Game</b>
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 – 135 Games, Total Attendance – 6,375,488, Average per Game – 47,226  
Single Game Record High: 59,579, Game 1, 1997 at Seattle

ALDS RECORD HIGHS – By Length of Series:

<b>Series Length</b>	<b>Year</b>	<b>Teams</b>	<b>Total Attendance</b>	<b>Avg./Game</b>
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 – 211 Games, Total Attendance -- 10,822,494, Average per Game – 51,291  
Single Game Record High: 65,829, Game 4, 2003, at Florida

NLCS RECORD HIGHS – By Length of Series:

<b>Series Length</b>	<b>Year</b>	<b>Teams</b>	<b>Total Attendance</b>	<b>Avg./Game</b>
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 – 204 Games, Total Attendance – 9,349,364, Average per Game – 45,830  
Single Game Record High: 64,406, Game 1, 1982 at California (Anaheim)

ALCS RECORD HIGHS – By Length of Series:

<b>Series Length</b>	<b>Year</b>	<b>Teams</b>	<b>Total Attendance</b>	<b>Avg./Game</b>
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 617 World Series Games, starting in 1903, with a total attendance of 28,053,717, an average of 45,468 per game. The average is this low because, for the first half of the 20<sup>th</sup> 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**

<b>Series Length</b>	<b>Year</b>	<b>Teams</b>	<b>Total Attendance</b>	<b>Avg./Game</b>
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, and the 2010 San Francisco Giants, who drew 3,037,443, are the only other National League teams 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 6,325,545 in 2010.

In 2008, the Yankees and Mets led their respective leagues in attendance, as each team topped 4 million. For the Yankees it was their 4<sup>th</sup> 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, but the Yankees finished ahead of them in 2010.

**YANKEES VS. METS**

In the 49 years that the Mets and Yankees have shared the New York market, the Yankees have been the attendance leader 28 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	1993-2010	18

Despite the Yankees pulling ahead in recent years, Yankees vs. Mets attendance from 1962, when the Mets began play, through 2010, 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 1962-2010	102,444,275	112,017,826
Average Attendance per Season	2,090,699	2,286,078
# Seasons - Att. Below 1 million	3	1
# Seasons - Att. Below 1.5 million	12	14
# Seasons - Att. Above 2 million	24	29
# Seasons - Att. Above 3 million	6	12
# 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. They drew a combined 6,813,076 in 2010. Dodger Stadium's capacity is 56,000. Angels Stadium seats 45,389. The Dodgers have a big lead in this market. **Angels' attendance is quite good, but they have never outdrawn the Dodgers in any season, though 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
2010	3,562,320	80	0		3,250,756	80	0
Total	142,695,487	4,270	38		98,841,923	3,967	21

The gap is actually larger because until 1993, Dodgers attendance did not include 'no-shows.' Since 1961, the Dodgers have averaged 2,853,910 per season in attendance, and 85.4 wins per year. The Angels have averaged 79.3 wins per year, and their average season attendance has been 1,976,838.

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 9 years. They won their only A.L. title and World Series in 2002.

**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 big upper hand in attendance since then, attracting over 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 time the Giants won a World Series until 2010. In 2001, the Giants led the National League in attendance for the first time since 1944. Dodger home attendance has topped 2 million for 38 straight seasons, and they've won 5 World Series since moving to Los Angeles.

**DODGERS VS. GIANTS SINCE 1958**

	Dodgers	Giants
Total Attendance 1958-2010	148,865,975	91,423,134
Average Attendance per Season	2,808,792	1,724,965
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	46	14
# Seasons - Att. Above 3 million	25	9

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****CUBS VS. WHITE SOX**

The combined Chicago attendance record of 6,080,626 was set in 2006. In 2010, the two teams drew a combined 5,257,351, with the Cubs surpassing 3 million for the 7<sup>th</sup> straight year. The Cubs have outdrawn the White Sox in 35 of the last 43 seasons, including in each of the past 18 years, and 65 times in the past 110 years.

Since 1901, the Cubs have a 110 year total of exactly 8 fewer wins than the White Sox. But they've outdrawn the White Sox by an average of 178,927 per year. The Cubs have averaged 1,262,060 per season since 1901, and the White Sox average per season in that period is 1,083,763. 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
2010	3,062,973	75	0		2,194,378	88	1
Total	138,826,642	8,620	51		119,213,960	8,628	60

**GIANTS VS. ATHLETICS**

The record for this market is a combined 5,481,499, set in 2003. Both teams drew a combined 4,455,834 in 2010. 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 26 times in the 43 seasons that both these teams have played in California, including in each of the last 18 years. Since 1968, San Francisco has drawn 76,428,333, and Oakland's total attendance is 63,664,584. The Athletics have appeared in the World Series 6 times, winning it 4 times, since 1968. In 2010, the Giants won the World Series for the first time since 1954.

The opening of AT&T Park in 2000 has resulted in a wide attendance gap between these two teams since then. The Giants have drawn 34,593,799 from 2000 through 2010, while the A's have drawn 20,950,095.

## **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 20<sup>th</sup> 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 American League pennant in 1957, and the World Series 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 until 1979.

**2010 ATTENDANCE COMPARED WITH 1993 ATTENDANCE**

Due to the declines of 2009 and 2010, 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 2010 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 2010 total attendance was down 1,102,632 (1.6%) from 1993, the last full season prior to the strike.** If expansion teams Tampa Bay and Arizona are included, 2010 total attendance vs. 1993 was up 2,797,948 (4.0%).

Average combined attendance per date in 2010 for all 30 teams was 30,138. This was 1,199 less per date than the 1993 average of 31,337. If Arizona and Tampa Bay are excluded, the 2010 Major League average per date attendance moved up to 30,572, a loss of 765 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 2010, the average attendance per team was 2,435,147, an average decrease of 74,012 per team from 1993. If expansion teams Tampa Bay and Arizona are excluded, the 2010 average per team goes to 2,469,780, down 39,379 from 1993.

17 of the 28 teams had higher attendance in 2010 than in 1993. The best team increases from 1993 to 2010 were by the Yankees (up 1,348,842), the Angels (up 1,193,296), Minnesota (up 1,174,967), and Milwaukee (up 1,088,451). Boston, the Mets, Philadelphia, and San Diego were other teams whose 2010 attendance was over 500,000 higher than in 1993. Washington drew 186,629 more than it did playing in Montreal in 1993.

Toronto had the biggest decline in the Majors from 1993, down 2,432,392, from the then-American League record of 4,057,947 they set in 1993. Baltimore had the next worst loss, down 1,911,946. Colorado's attendance has fallen 1,608,105. 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 50,490.

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 home game postponed due to snow.

Since 1993, Florida's attendance has declined 1,529,621, and Atlanta is down 1,374,606, despite the Braves finishing in first place every year from 1991 through 2005, and moving to a new park in 1997. Oakland and Cleveland also had declines of more than 500,000 when comparing 2010 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 2010, 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, Cleveland, Florida, and Pittsburgh averaged less than 20,000 per home date in 2010.

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 - 2010 vs. 1993**

<u>Team</u>	<u>2010</u>		<u>1993</u>		<u>Total Change 2010 vs. 1993</u>
	<u>Total Attendance</u>	<u>Per Date Average</u>	<u>Total Attendance</u>	<u>PerDate Average</u>	
Baltimore	1,733,019	21,663	3,644,965	45,562	(1,911,946)
Boston	3,046,444	37,610	2,422,021	30,275	624,423
Chicago White Sox	2,194,378	27,091	2,581,091	32,672	(386,713)
Cleveland	1,394,812	17,435	2,177,908	27,224	(783,096)
Detroit	2,461,237	30,386	1,971,421	24,339	489,816
Kansas City	1,615,326	20,192	1,934,578	24,182	(319,252)
L.A. Angels of Anaheim	3,250,756	40,133	2,057,460	25,401	1,193,296
Minnesota	3,223,640	39,798	2,048,673	25,292	1,174,967
New York Yankees	3,765,807	46,491	2,416,965	30,212	1,348,842
Oakland	1,418,391	17,511	2,035,025	25,760	(616,634)
Seattle	2,085,950	25,752	2,051,853	25,332	34,097
Tampa Bay	1,843,445	22,759	-	-	-
Texas	2,505,171	30,928	2,244,616	28,413	260,555
Toronto	1,625,555	20,069	4,057,947	50,098	(2,432,392)
American League Total	32,163,931	28,438	31,644,523	30,369	519,408
A.L./exclude Tampa Bay	30,320,486	28,877	31,644,523	30,369	(1,324,037)
Arizona	2,057,135	25,397	-	-	-
Atlanta	2,510,119	30,989	3,884,725	47,960	(1,374,606)
Chicago Cubs	3,062,973	37,814	2,653,763	33,172	409,210
Cincinnati	2,060,550	25,439	2,453,232	31,054	(392,682)
Colorado	2,875,245	35,941	4,483,350	56,751	(1,608,105)
Florida	1,535,226	18,953	3,064,847	38,311	(1,529,621)
Houston	2,331,490	28,784	2,084,546	25,735	246,944
Los Angeles	3,562,320	43,979	3,170,392	39,141	391,928
Milwaukee	2,776,531	34,278	1,688,080	21,642	1,088,451
New York Mets	2,559,738	32,402	1,873,183	23,711	686,555
Philadelphia	3,647,249	45,028	3,137,674	39,221	509,575
Pittsburgh	1,613,399	19,919	1,650,593	20,894	(37,194)
St. Louis	3,301,218	40,756	2,844,328	35,115	456,890
San Diego	2,131,774	26,318	1,375,432	17,193	756,342
San Francisco	3,037,443	37,499	2,606,354	32,177	431,089
Washington	1,828,066	22,569	1,641,437	20,265	186,629
National League Total	40,890,476	31,624	38,611,936	32,177	2,278,540
N.L./ exclude Arizona	38,833,341	32,041	38,611,936	32,177	221,405
Major League Total	73,054,407	30,138	70,256,459	31,337	2,797,948
M.L../ ex. Tampa, Arizona	69,153,827	30,572	70,256,459	31,337	(1,102,632)

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 3 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. Tables on pages 61-63 list the teams with the highest and lowest attendance in each league every year since 1900. On page 65, a table notes total attendance for each league, and a Major League total, by decade, from 1900-2010. 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 2,435,147 in 2010.

**MAJOR LEAGUE ATTENDANCE SINCE 1900 – YEARLY TOTALS****MAJOR LEAGUE TOTAL ATTENDANCE BY YEAR – 1900-2010**

1900 - 1,745,490	1930 - 10,132,262	1960 - 19,911,489	1990 - 54,823,768
1901 - 3,603,615	1931 - 8,467,107	1961 - 18,894,518	1991 - 56,813,760
1902 - 3,889,466	1932 - 6,974,566	1962 - 21,375,215	1992 - 55,872,275
1903 - 4,735,250	1933 - 6,089,031	1963 - 20,477,074	1993 - 70,256,459
1904 - 5,688,299	1934 - 6,963,711	1964 - 21,280,341	1994 - 50,010,016
1905 - 5,855,062	1935 - 7,345,316	1965 - 22,441,900	1995 - 50,469,236
1906 - 5,719,289	1936 - 8,082,613	1966 - 25,182,109	1996 - 60,097,381
1907 - 6,038,934	1937 - 8,940,063	1967 - 24,308,353	1997 - 63,168,689
1908 - 7,123,474	1938 - 9,006,511	1968 - 23,102,745	1998 - 70,372,221
1909 - 7,236,990	1939 - 8,977,779	1969 - 27,229,691	1999 - 70,139,380
1910 - 6,206,447	1940 - 9,823,484	1970 - 28,747,333	2000 - 72,451,473
1911 - 6,571,282	1941 - 9,689,603	1971 - 29,193,417	2001 - 72,417,945
1912 - 5,999,390	1942 - 8,553,569	1972 - 26,968,268	2002 - 67,859,176
1913 - 6,358,336	1943 - 7,465,911	1973 - 30,108,926	2003 - 67,568,397
1914 - 4,454,988	1944 - 8,772,746	1974 - 30,025,608	2004 - 73,022,969
1915 - 4,864,826	1945 - 10,841,123	1975 - 29,789,913	2005 - 74,926,174
1916 - 6,503,519	1946 - 18,523,289	1976 - 31,318,331	2006 - 76,042,787
1917 - 5,219,994	1947 - 19,874,539	1977 - 38,709,779	<b>2007 - 79,503,175</b>
1918 - 3,080,126	1948 - 20,920,842	1978 - 40,636,886	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	2010 - 73,054,407
1921 - 8,607,312	1951 - 16,126,676	1981 - 26,544,376	
1922 - 8,816,175	1952 - 14,633,044	1982 - 44,587,874	
1923 - 8,672,406	1953 - 14,383,797	1983 - 45,540,388	
1924 - 9,596,083	1954 - 15,935,883	1984 - 44,742,863	
1925 - 9,540,555	1955 - 16,617,383	1985 - 46,824,379	
1926 - 9,832,982	1956 - 16,543,250	1986 - 47,506,203	
1927 - 9,922,868	1957 - 17,015,819	1987 - 52,011,506	
1928 - 9,102,285	1958 - 17,460,630	1988 - 52,998,904	
1929 - 9,588,183	1959 - 19,143,979	1989 - 55,173,096	

**NOTES:**

Attendance totals from 1900-1997 come from Total Baseball – 8<sup>th</sup> Edition. They can differ slightly from figures listed in other official Major League Baseball publications such as team media guides. Totals from 1998-2010 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 (1998-2010)

# TEAMS WITH HIGHEST AND LOWEST ANNUAL ATTENDANCE - IN EACH LEAGUE

AMERICAN LEAGUE HIGHEST ATTENDANCE			AMERICAN LEAGUE LOWEST ATTENDANCE		NATIONAL LEAGUE HIGHEST ATTENDANCE		NATIONAL LEAGUE LOWEST ATTENDANCE	
Year	Team	Attendance	Team	Attendance	Team	Attendance	Team	Attendance
1900					Phila. Phillies	301,913	Cincinnati	155,000
1901	Chi. White Sox	354,350	Cleveland	131,380	St. Louis Cards.	379,988	Boston Braves	146,502
1902	Philadelphia A's	420,078	Baltimore	174,606	N.Y. Giants	302,875	Phila. Phillies	112,066
1903	Philadelphia A's	422,473	Washington	128,878	N.Y. Giants	579,530	Boston Braves	143,155
1904	Boston Red Sox	623,295	Washington	131,744	N.Y. Giants	609,826	Boston Braves	140,694
1905	Chi. White Sox	687,419	Detroit	193,384	N.Y. Giants	552,700	Boston Braves	150,003
1906	Chi. White Sox	585,202	Washington	129,903	Chicago Cubs	654,300	Boston Braves	143,280
1907	Chi. White Sox	666,307	Washington	221,929	N.Y. Giants	538,350	St. L. Cardinals	185,377
1908	Chi. White Sox	636,096	Washington	264,252	N.Y. Giants	910,000	St. L. Cardinals	205,129
1909	Philadelphia A's	674,915	Washington	205,199	N.Y. Giants	783,700	Boston Braves	195,188
1910	Philadelphia A's	588,905	St. Lou. Browns	249,889	Chicago Cubs	526,152	Boston Braves	149,027
1911	Philadelphia A's	605,749	St. Lou. Browns	207,984	N.Y. Giants	675,000	Boston Braves	116,000
1912	Chi. White Sox	602,241	St. Lou. Browns	214,070	N.Y. Giants	638,000	Boston Braves	121,000
1913	Chi. White Sox	644,501	St. Lou. Browns	250,330	N.Y. Giants	630,000	St. L. Cardinals	203,531
1914	Boston Red Sox	481,359	Cleveland	185,997	Boston Braves	382,913	Cincinnati	100,791
1915	Boston Red Sox	539,885	Philadelphia A's	146,223	Phila. Phillies	449,898	Chicago Cubs	217,058
1916	Chi. White Sox	679,923	Washington	177,265	N.Y. Giants	552,056	St. L. Cardinals	224,308
1917	Chi. White Sox	684,521	Washington	89,682	N.Y. Giants	500,264	Boston Braves	174,253
1918	Cleveland	295,515	St. Lou. Browns	122,076	Chicago Cubs	337,256	Brooklyn	83,831
1919	Detroit	643,805	Philadelphia A's	225,209	N.Y. Giants	708,857	St. L. Cardinals	167,059
1920	N.Y. Yankees	1,289,422	Philadelphia A's	287,888	N.Y. Giants	929,609	Boston Braves	162,483
1921	N.Y. Yankees	1,230,696	Boston Red Sox	279,273	N.Y. Giants	973,477	Phila. Phillies	273,161
1922	N.Y. Yankees	1,026,134	Boston Red Sox	259,184	N.Y. Giants	945,809	Boston Braves	167,965
1923	N.Y. Yankees	1,007,066	Boston Red Sox	229,688	N.Y. Giants	820,780	Boston Braves	227,802
1924	N.Y. Yankees	1,053,533	Boston Red Sox	448,556	N.Y. Giants	844,068	Boston Braves	177,478
1925	Philadelphia A's	869,703	Boston Red Sox	267,782	Pittsburgh	804,354	Phila. Phillies	304,905
1926	N.Y. Yankees	1,027,675	St. Lou. Browns	283,986	Chicago Cubs	885,063	Phila. Phillies	240,600
1927	N.Y. Yankees	1,164,015	St. Lou. Browns	247,879	Chicago Cubs	1,159,168	Boston Braves	288,685
1928	N.Y. Yankees	1,072,132	St. Lou. Browns	339,497	Chicago Cubs	1,143,740	Phila. Phillies	182,168
1929	N.Y. Yankees	960,148	St. Lou. Browns	280,697	Chicago Cubs	1,485,166	Phila. Phillies	281,200
1930	N.Y. Yankees	1,169,230	St. Lou. Browns	152,088	Chicago Cubs	1,463,624	Phila. Phillies	299,007
1931	N.Y. Yankees	912,437	St. Lou. Browns	179,126	Chicago Cubs	1,086,422	Pittsburgh	260,392
1932	N.Y. Yankees	962,320	St. Lou. Browns	112,558	Chicago Cubs	974,688	Phila. Phillies	268,914
1933	N.Y. Yankees	728,014	St. Lou. Browns	88,113	N.Y. Giants	604,471	Phila. Phillies	156,421
1934	Detroit	919,161	St. Lou. Browns	115,305	N.Y. Giants	730,851	Phila. Phillies	169,885
1935	Detroit	1,034,929	St. Lou. Browns	80,922	N.Y. Giants	748,748	Phila. Phillies	205,470
1936	N.Y. Yankees	976,913	St. Lou. Browns	93,267	N.Y. Giants	837,952	Phila. Phillies	249,219
1937	Detroit	1,072,276	St. Lou. Browns	123,121	N.Y. Giants	926,887	Phila. Phillies	212,790
1938	N.Y. Yankees	970,916	St. Lou. Browns	130,417	Chicago Cubs	951,640	Phila. Phillies	166,111
1939	N.Y. Yankees	859,785	St. Lou. Browns	109,159	Cincinnati	981,443	Phila. Phillies	277,973
1940	Detroit	1,112,693	St. Lou. Browns	239,591	Brooklyn	975,978	Phila. Phillies	207,177
1941	N.Y. Yankees	964,722	St. Lou. Browns	176,240	Brooklyn	1,214,910	Phila. Phillies	231,401
1942	N.Y. Yankees	922,011	St. Lou. Browns	255,617	Brooklyn	1,037,765	Phila. Phillies	230,183
1943	N.Y. Yankees	618,330	St. Lou. Browns	214,392	Brooklyn	661,739	Boston Braves	271,289
1944	Detroit	923,176	Cleveland	475,272	N.Y. Giants	674,483	Boston Braves	208,691

# TEAMS WITH HIGHEST AND LOWEST ANNUAL ATTENDANCE - IN EACH LEAGUE

AMERICAN LEAGUE HIGHEST ATTENDANCE			AMERICAN LEAGUE LOWEST ATTENDANCE		NATIONAL LEAGUE HIGHEST ATTENDANCE		NATIONAL LEAGUE LOWEST ATTENDANCE	
Year	Team	Attendance	Team	Attendance	Team	Attendance	Team	Attendance
1945	Detroit	1,280,341	Philadelphia A's	462,631	Brooklyn	1,059,220	Phila. Phillies	285,057
1946	N.Y. Yankees	2,265,512	St. Lou. Browns	526,435	Brooklyn	1,796,824	Cincinnati	715,751
1947	N.Y. Yankees	2,178,937	St. Lou. Browns	320,474	Brooklyn	1,807,526	Cincinnati	899,975
1948	Cleveland	2,620,627	St. Lou. Browns	335,564	Pittsburgh	1,517,021	Phila. Phillies	767,429
1949	N.Y. Yankees	2,283,676	St. Lou. Browns	270,936	Brooklyn	1,633,747	Cincinnati	707,782
1950	N.Y. Yankees	2,081,380	St. Lou. Browns	247,131	Phila. Phillies	1,217,035	Cincinnati	538,794
1951	N.Y. Yankees	1,950,107	St. Lou. Browns	293,790	Brooklyn	1,282,628	Boston Braves	487,475
1952	N.Y. Yankees	1,629,665	St. Lou. Browns	518,796	Brooklyn	1,088,704	Boston Braves	281,278
1953	N.Y. Yankees	1,537,811	St. Lou. Browns	297,238	Milwauk. Braves	1,826,397	Cincinnati	548,086
1954	N.Y. Yankees	1,475,171	Philadelphia A's	304,666	Milwauk. Braves	2,131,388	Pittsburgh	475,494
1955	N.Y. Yankees	1,490,138	Washington	425,238	Milwauk. Braves	2,005,836	Pittsburgh	469,397
1956	N.Y. Yankees	1,491,784	Washington	431,647	Milwauk. Braves	2,046,331	N.Y. Giants	629,179
1957	N.Y. Yankees	1,497,134	Washington	457,079	Milwauk. Braves	2,215,404	N.Y. Giants	653,923
1958	N.Y. Yankees	1,428,438	Washington	475,288	Milwauk. Braves	1,971,101	Cincinnati	788,582
1959	N.Y. Yankees	1,552,030	Washington	615,372	L.A. Dodgers	2,071,045	Cincinnati	801,298
1960	Chi. White Sox	1,644,460	Washington	743,404	L.A. Dodgers	2,253,887	Cincinnati	663,486
1961	N.Y. Yankees	1,747,725	Washington	597,287	L.A. Dodgers	1,804,250	Phila. Phillies	590,039
1962	N.Y. Yankees	1,493,574	Kansas City A's	635,675	L.A. Dodgers	2,755,184	Chicago Cubs	609,802
1963	Minnesota	1,406,652	Washington	535,604	L.A. Dodgers	2,538,602	Houston	719,502
1964	N.Y. Yankees	1,305,638	Washington	600,106	L.A. Dodgers	2,228,751	Houston	725,773
1965	Minnesota	1,463,258	Kansas City A's	528,344	L.A. Dodgers	2,553,577	Milwauk. Braves	555,584
1966	California	1,400,321	Washington	576,260	L.A. Dodgers	2,617,029	Chicago Cubs	635,891
1967	Boston Red Sox	1,727,832	Cleveland	662,980	St. L. Cardinals	2,090,145	Phila. Phillies	828,888
1968	Detroit	2,031,847	Washington	546,661	St. L. Cardinals	2,011,167	Phila. Phillies	664,546
1969	Boston Red Sox	1,833,246	Chi. White Sox	589,546	New York Mets	2,175,373	San Diego	512,970
1970	Boston Red Sox	1,595,278	Chi. White Sox	495,355	New York Mets	2,697,479	San Diego	643,679
1971	Boston Red Sox	1,678,732	Cleveland	591,361	New York Mets	2,266,680	San Diego	557,513
1972	Detroit	1,892,386	Milwaukee	600,440	New York Mets	2,134,185	San Diego	644,273
1973	Detroit	1,724,146	Cleveland	615,107	L.A. Dodgers	2,136,102	San Diego	611,826
1974	Boston Red Sox	1,556,411	Minnesota	662,401	L.A. Dodgers	2,632,474	San Francisco	519,987
1975	Boston Red Sox	1,748,587	Minnesota	737,156	L.A. Dodgers	2,539,349	San Francisco	522,919
1976	N.Y. Yankees	2,012,434	Minnesota	715,394	Cincinnati	2,629,708	San Francisco	626,868
1977	N.Y. Yankees	2,103,092	Oakland	495,599	L.A. Dodgers	2,955,087	San Francisco	700,056
1978	N.Y. Yankees	2,335,871	Oakland	526,999	L.A. Dodgers	3,347,845	Atlanta	904,494
1979	N.Y. Yankees	2,537,765	Oakland	306,763	L.A. Dodgers	2,860,954	Atlanta	769,465
1980	N.Y. Yankees	2,627,417	Minnesota	769,206	L.A. Dodgers	3,249,287	Atlanta	1,048,411
1981	N.Y. Yankees	1,614,353	Minnesota	469,090	L.A. Dodgers	2,381,292	San Diego	519,161
1982	California	2,807,360	Minnesota	921,186	L.A. Dodgers	3,608,881	Pittsburgh	1,024,106
1983	California	2,555,016	Cleveland	768,941	L.A. Dodgers	3,510,313	New York Mets	1,112,774
1984	Detroit	2,704,794	Cleveland	734,079	L.A. Dodgers	3,134,824	Pittsburgh	773,500
1985	California	2,567,427	Cleveland	655,181	L.A. Dodgers	3,264,593	Pittsburgh	735,900
1986	California	2,655,872	Seattle	1,029,045	L.A. Dodgers	3,023,208	Pittsburgh	1,000,917
1987	Toronto	2,778,429	Cleveland	1,077,898	St. L. Cardinals	3,072,122	Pittsburgh	1,161,193
1988	Minnesota	3,030,672	Seattle	1,022,398	New York Mets	3,055,445	Atlanta	848,089
1989	Toronto	3,375,883	Chi. White Sox	1,045,651	St. L. Cardinals	3,080,980	Atlanta	984,930



## TEAMS WITH HIGHEST AND LOWEST ANNUAL ATTENDANCE - IN EACH LEAGUE

AMERICAN LEAGUE HIGHEST ATTENDANCE			AMERICAN LEAGUE LOWEST ATTENDANCE		NATIONAL LEAGUE HIGHEST ATTENDANCE		NATIONAL LEAGUE LOWEST ATTENDANCE	
<u>Year</u>	<u>Team</u>	<u>Attendance</u>	<u>Team</u>	<u>Attendance</u>	<u>Team</u>	<u>Attendance</u>	<u>Team</u>	<u>Attendance</u>
1990	Toronto	3,885,284	Cleveland	1,225,240	L.A. Dodgers	3,002,396	Atlanta	980,129
1991	Toronto	4,001,527	Cleveland	1,051,863	L.A. Dodgers	3,348,170	Montreal	934,742
1992	Toronto	4,028,318	Cleveland	1,224,274	Atlanta	3,077,400	Houston	1,211,412
1993	Toronto	4,057,947	Milwaukee	1,688,080	Colorado	4,483,350	San Diego	1,375,432
1994	Toronto	2,907,933	Seattle	1,104,206	Colorado	3,281,511	San Diego	953,857
1995	Baltimore	3,098,475	Minnesota	1,057,667	Colorado	3,390,037	Pittsburgh	905,517
1996	Baltimore	3,646,950	Oakland	1,148,380	Colorado	3,891,014	Pittsburgh	1,332,150
1997	Baltimore	3,711,132	Oakland	1,264,218	Colorado	3,888,453	Phila. Phillies	1,490,638
1998	Baltimore	3,685,194	Minnesota	1,165,980	Colorado	3,789,347	Montreal	914,717
1999	Cleveland	3,468,456	Minnesota	1,202,829	Colorado	3,481,065	Montreal	773,277
2000	Cleveland	3,456,378	Minnesota	1,059,715	St. L. Cardinals	3,336,493	Montreal	886,124
2001	Seattle	3,507,975	Tampa Bay	1,227,673	San Francisco	3,277,244	Montreal	609,473
2002	Seattle	3,540,482	Tampa Bay	1,065,762	San Francisco	3,253,205	Montreal	732,901
2003	N.Y. Yankees	3,465,585	Tampa Bay	1,058,622	San Francisco	3,264,903	Montreal	1,023,680
2004	N.Y. Yankees	3,775,292	Tampa Bay	1,275,011	L.A. Dodgers	3,488,283	Montreal	748,550
2005	N.Y. Yankees	4,090,692	Tampa Bay	1,152,793	L.A. Dodgers	3,603,646	Pittsburgh	1,817,245
2006	N.Y. Yankees	4,243,780	Tampa Bay	1,371,963	L.A. Dodgers	3,758,545	Florida	1,164,134
2007	N.Y. Yankees	4,271,083	Tampa Bay	1,387,603	L.A. Dodgers	3,857,036	Florida	1,370,511
2008	N.Y. Yankees	4,259,375	Kansas City R.	1,578,922	New York Mets	4,042,043	Florida	1,335,079
2009	N.Y. Yankees	3,674,495	Oakland	1,408,783	L.A. Dodgers	3,761,651	Florida	1,464,109
2010	N.Y. Yankees	3,765,807	Cleveland	1,394,812	Phila. Phillies	3,647,249	Florida	1,535,226

### NOTES

1902 Baltimore Orioles became the New York Highlanders in 1903. Name later changed to Yankees.

Philadelphia A's moved to Kansas City in 1955, and to Oakland in 1968.

St. Louis Browns became the Baltimore Orioles in 1954.

1901-1960 Washington Senators became the Minnesota Twins in 1961.

1961-1971 Washington Senators became the Texas Rangers in 1972.

Boston Braves moved to Milwaukee in 1953, and moved to Atlanta in 1966.

Brooklyn Dodgers moved to Los Angeles in 1958.

New York Giants moved to San Francisco in 1958.

Montreal Expos became the Washington Nationals in 2005.

Milwaukee Brewers moved from the American to the National League in 1998.

The American League became a Major League in 1901.

1918 season was shorter due to World War I.

1972, 1981, 1994, and 1995 seasons were shorter due to strikes.

**MAJOR LEAGUE ATTENDANCE SINCE 1900****NUMBER OF TIMES EACH TEAM HAD THE HIGHEST OR LOWEST ATTENDANCE IN ITS LEAGUE**

The table below is a summary of the last 3 pages, and lists the number of seasons each team had their league's best or worst attendance in a season. It also notes how many years the team has played in its current city. For example, the Boston Red Sox have been in operation in Boston for 110 seasons through 2010. They've had the best attendance in the American League in 10 seasons, and the lowest attendance in the league in 5 seasons.

Also listed is the same information for teams that were later relocated, such as the Brooklyn Dodgers, Philadelphia Athletics, New York Giants, and Montreal Expos.

The New York Yankees have led the American League in attendance 49 times. They've never had the lowest attendance in the league in any season. Among current American League teams, Cleveland has the most seasons with the lowest attendance in the league with 14, including 2010. But the St. Louis Browns, who are now the Baltimore Orioles, had the worst attendance in the league 31 times in their 52 seasons in St. Louis.

The Dodgers have been the National League's attendance leader 28 times since moving to Los Angeles in 1958. The Giants led the league 24 times in 58 seasons from 1900 through 1957, when they played in New York. The Philadelphia Phillies had the lowest National League attendance 24 times, but in 2010 they led the league.

Figures in this table cover the American League since its inception as a Major League in 1901, and cover the National League since 1900.

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

Team	# of Years in City	# Years Best in League	# Years Worst in League	Team	# of Years in City	# Years Best in League	# Years Worst in League
Baltimore	57	4	0	Arizona	13	0	0
Boston Red Sox	110	10	5	Atlanta	45	1	6
Chicago White Sox	110	10	3	Chicago Cubs	111	11	3
Cleveland	110	4	14	Cincinnati	111	2	10
Detroit	110	11	1	Colorado	18	7	0
Kansas City Royals	42	0	1	Florida	18	0	5
Los Angeles Angels	50	4	0	Houston	49	0	3
Minnesota	50	3	10	Los Angeles Dodgers	53	28	0
New York Yankees	108	49	0	Milwaukee Brewers	41	0	2
Oakland	43	0	6	New York Mets	49	6	1
Seattle Mariners	34	2	3	Philadelphia Phillies	111	4	24
Tampa Bay	13	0	7	Pittsburgh	111	2	11
Texas	39	0	0	St. Louis Cardinals	111	6	5
Toronto	34	7	0	San Diego	42	0	8
				San Francisco	53	3	4
Baltimore (1902-03)	2	0	1	Washington Nationals	6	0	0
St. Louis Browns	52	0	31				
Philadelphia A's	54	6	5	Boston Braves	53	1	19
Washington-('01-'60)	60	0	14	Brooklyn Dodgers	58	10	1
Washington ('61-'71)	11	0	5	New York Giants	58	24	2
Kansas City A's	13	0	2	Milwaukee Braves	13	6	1
Seattle Pilots	1	0	0	Montreal Expos	36	0	8

NOTE: The Milwaukee Brewers played in the American League in the 2 seasons that they had the lowest attendance in a league.

## MAJOR LEAGUE BASEBALL ATTENDANCE - BY DECADE - 1900-2010

<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	329,996,094	140	2,357,115	405,751,665	160	2,535,948	735,747,759	300	2,452,493
2010	32,163,931	14	2,297,424	40,890,476	16	2,555,655	73,054,407	30	2,435,147
TOTAL	1,456,523,475	1,132	1,286,682	1,547,707,703	1,132	1,367,233	3,004,231,178	2,264	1,326,957

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 1998-2010 data.

# of Teams: 1900 (8); 1901-60 (16); 1961 (18); 1962-68 (20); 1969-76 (24); 1977-92 (26); 1993-97 (28); 1998-2010 (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
2010	0	9	12	9
Total	1,012	722	385	145

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

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

According to *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 - 2010 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 188 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 - 1900-2010**

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
2010	New York Yankees	3,765,807	Philadelphia Phillies	3,647,249
Total	New York Yankees	171,855,078	Brooklyn/L.A. Dodgers	188,373,158

**WORST ATTENDANCE**

The Philadelphia/Kansas City/Oakland Athletics franchise has the lowest attendance since 1900. They played in Philadelphia through 1954, went to Kansas City in 1955, before moving to Oakland in 1968.

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 - 1900-2010**

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
2000-09	Tampa Bay	13,586,943	Florida	13,505,417
2010	Cleveland	1,394,812	Florida	1,535,226
Total	Phil./Kansas City/Oakland	100,360,215	Pittsburgh	102,780,648

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

<b>Year</b>	<b>Team</b>	<b>Attendance</b>		<b>Year</b>	<b>Team</b>	<b>Attendance</b>
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
2010	New York Yankees	3,765,807		2006	L.A. Dodgers	3,758,545

**HIGHEST SINGLE SEASON INDIVIDUAL TEAM ATTENDANCE IN EACH DECADE – 1900-2010****AMERICAN LEAGUE****NATIONAL LEAGUE**

<b>Year</b>	<b>Team</b>	<b>Attendance</b>		<b>Year</b>	<b>Team</b>	<b>Attendance</b>
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
2010	New York Yankees	3,765,807		2010	Philadelphia	3,647,249

**LOWEST SINGLE SEASON INDIVIDUAL TEAM ATTENDANCE IN EACH DECADE – 1900-2010**

(Excludes strike years and shorter 1918 season)

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

<b>Year</b>	<b>Team</b>	<b>Attendance</b>		<b>Year</b>	<b>Team</b>	<b>Attendance</b>
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
2010	Cleveland	1,394,812		2010	Florida	1,535,226