

# GOOD SPORTS

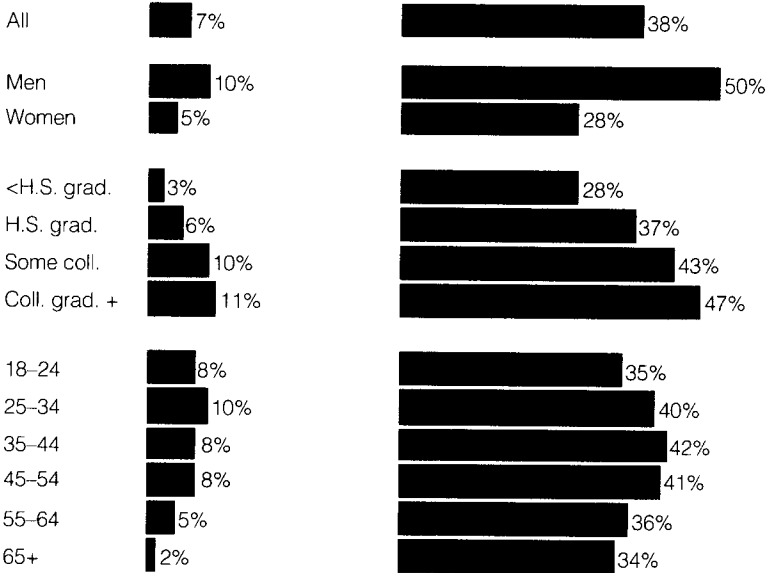
At least for sports fans, the upcoming World Series signals the changing of the seasons as baseball yields to football, basketball, and hockey. Americans' sports passions are examined in the next four pages. We are most likely to attend baseball games, but football attracts the most television viewers.

Question: For the sports events you actually (attend/watch on television)\*, please mark the box which indicates how often you do so.

## Professional football (weekend games)

### Attend games

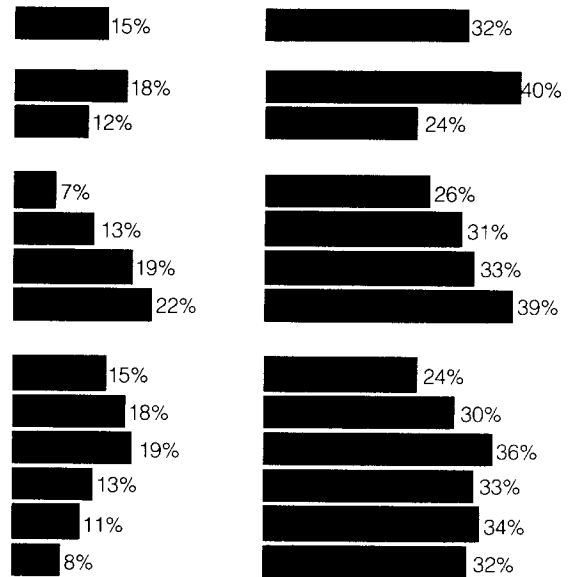
### Watch on television



## Professional baseball

### Attend games

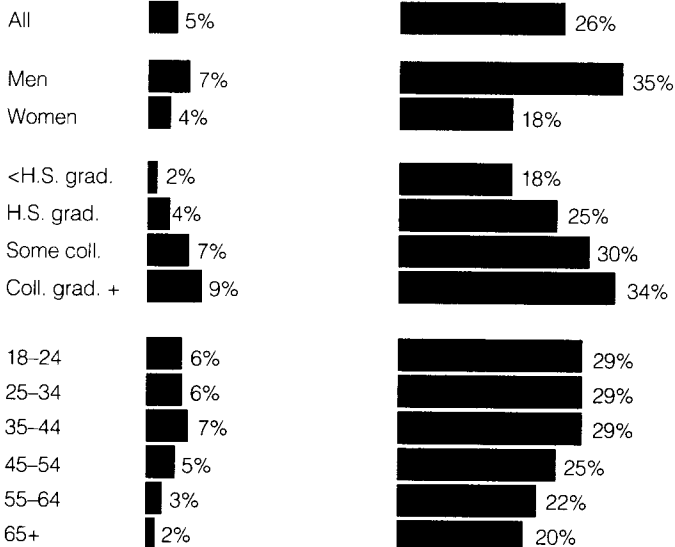
### Watch on television



## Professional basketball

### Attend games

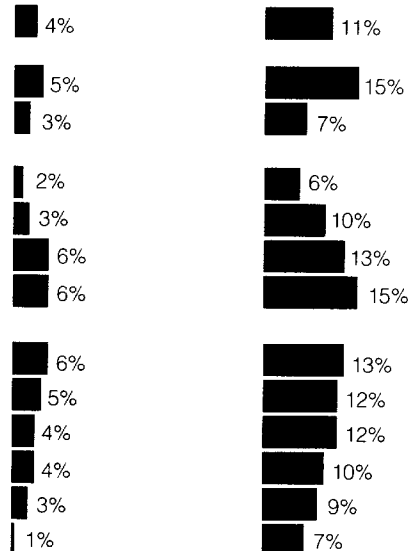
### Watch on television



## Professional hockey

### Attend games

### Watch on television



Note: \* = less than once a month, one or more times a month responses combined.  
Source: Mediamark Research Inc., Spring 1993.

# Fandemonium

Sports fans spend a lot more than time following their favorite teams as the cost of attending an event shows. For those who follow more than one sport, football is tops. The Super Bowl attracts an impressive audience.

## Fan Fare

	Average ticket	Beer	Soft drink	Hotdog	Parking	Program	Cap	Fan cost index* (family of four)
National Football League								
<b>NFL average</b>	<b>\$ 27.19</b>	<b>\$ 3.06</b>	<b>\$ 1.61</b>	<b>\$ 1.83</b>	<b>\$ 6.21</b>	<b>\$ 3.06</b>	<b>\$ 11.12</b>	<b>\$163.19</b>
S.F. 49ers (highest)	35.75	3.25	1.75	2.00	10.00	3.25	12.00	205.00
Cinci. Bengals (lowest)	24.78	2.25	1.00	1.00	4.25	3.00	8.75	139.37
Major League Baseball								
<b>MLB average</b>	<b>\$ 9.57</b>	<b>\$ 3.09</b>	<b>\$ 1.39</b>	<b>\$ 1.81</b>	<b>\$ 5.76</b>	<b>\$ 2.91</b>	<b>\$ 11.01</b>	<b>\$ 90.87</b>
Tor. Blue Jays (highest)	13.73	3.60	1.60	1.70	12.00	3.20	11.20	116.11
Cinci. Reds (lowest)	7.95	2.25	1.00	1.00	5.00	4.00	10.00	77.31
National Basketball Association								
<b>NBA average</b>	<b>\$ 25.16</b>	<b>\$ 3.09</b>	<b>\$ 1.60</b>	<b>\$ 1.94</b>	<b>\$ 5.69</b>	<b>\$ 3.39</b>	<b>\$ 12.18</b>	<b>\$158.17</b>
N.Y. Knicks (highest)	36.14	3.75	2.25	2.95	12.50	3.00	13.00	217.36
Denver Nuggets (lowest)	17.70	2.50	1.50	1.75	3.00	3.00	10.00	117.80

**Note:** \*The "fan cost index" is based on the average cost of admission, concession, and souvenir items a family of four might buy at a game, including four average-priced tickets, two draft beers, four hotdogs, four soft drinks, two souvenir caps, two game programs, and parking for one vehicle. Ticket prices are weighted averages. Drink prices are for smallest size beer and soft drink.

**Source:** Team Marketing Report (Chicago, IL), September 1992 (football), November 1992 (basketball), and April 1993 (baseball).

## Attendance (average regular season attendance per game)



**Source:** Data provided by the organizations named above for baseball, hockey, and basketball and *The Official NFL 1993 Record and Fact Book* for football.

## Playing Favorites

Question: **If you had to choose, which one of these sports that you follow would you say is your favorite?**

Professional football	24%
Professional baseball	18%
Professional basketball	12%

Number of sports a typical adult follows (avg.) 4.3

**Note:** All other sports were picked by less than 10% of respondents. Asked of those who follow more than one sport.

**Source:** Survey by Louis Harris and Associates, April 28-May 4, 1993.

## Television viewership of major championships

Event	Television households
Super Bowl, 1993 (single game)	45%
World Series, 1992 (series average)	20
NBA finals, 1993 (series average)	18
U.S. Open (Golf), 1993 (final rounds average)	5
Wimbledon finals (Tennis), 1993	4
U.S. Open (Tennis), 1992 (tournament average)	3
Stanley Cup finals (Hockey), 1993 (series average)	3*

**Note:** \*Includes cable coverage.

**Source:** Nielsen Media Research and ESPN (hockey).

# Top Earners and Performers

Top professional athletes earn staggering sums for their feats—and their endorsements—and even “average” salaries are high. Sports dynasties and legends are highlighted below.

## Top 10 Earnings Athletes, 1992

	Sport	Millions		
		Salary or winnings	Other income*	Total earnings
Michael Jordan	Basketball	\$ 3.9	\$ 32.0	\$ 35.9
Evander Holyfield	Boxing	27.0	1.0	28.0
Ayrton Senna	Auto racing	17.5	5.0	22.0
Nigel Mansell	Auto racing	12.5	2.0	14.5
Arnold Palmer	Golf	.1	11.0	11.1
Andre Agassi	Tennis	2.0	9.0	11.0
Joe Montana	Football	3.5	6.0	9.5
Jack Nicklaus	Golf	.2	9.0	9.2
Jim Courier	Tennis	3.0	6.0	9.0
Monica Seles	Tennis	2.5	6.0	8.5

**Note:** \*Other income consists mostly of payment for endorsements.

**Source:** *Forbes*, November 23, 1992, p. 101.

## Golden Years

### Over 50 Club

(50+ years old and earned enough in 1992 to place in top 40 sports incomes)

	Sport	Age	Income (millions)
Arnold Palmer	Golf	63	\$ 11.1
Jack Nicklaus	Golf	52	9.2
Lee Trevino	Golf	52	5.0

### Under 25 Club

(Under 25 years of age and earned enough in 1992 to place in top 40 sports incomes)

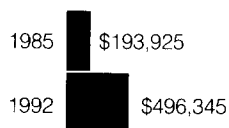
	Sport	Age	Income (millions)
Andre Agassi	Tennis	22	\$ 11.0
Jim Courier	Tennis	22	9.0
Monica Seles	Tennis	19	8.5
Michael Chang	Tennis	20	8.0
Steffi Graf	Tennis	23	7.8
Gabriela Sabatini	Tennis	22	6.5
Pete Sampras	Tennis	21	5.6

**Note:** Ages as of December 31, 1992.

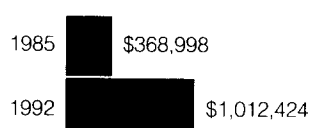
**Source:** *Forbes*, November 23, 1992 (earnings), and *The 1993 Information Please Sports Almanac* (ages).

## Average Salaries

### National Football League



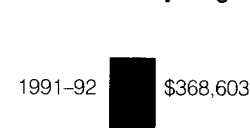
### Major League Baseball



### National Basketball Association



### National Hockey League



**Source:** Data provided by the organizations named above for baseball, basketball, and hockey and by the NFL Players Association for football.

## On Top of Their Games (most wins)

### World Series (Baseball)

New York Yankees	22
Philadelphia/Kansas City/Oakland A's	9
St. Louis Cardinals	9

### Super Bowl (Football)

Pittsburgh Steelers	4
San Francisco 49ers	4
Dallas Cowboys	3
Oakland/Los Angeles Raiders	3
Washington Redskins	3

### National Basketball Association Championship

Boston Celtics	16
Minneapolis/Los Angeles Lakers	11
Chicago Bulls	3
Syracuse Nationals/Philadelphia 76ers	3
Philadelphia/San Francisco/Golden State Warriors	3

### Stanley Cup (Hockey)

Montreal Canadiens	24
Toronto Maple Leafs	13
Detroit Redwings	7

### Tennis Tournaments

Jimmy Connors	101
Ivan Lendl	91
Chris Evert	157
Martina Navratilova	157

### Major Golf Championships

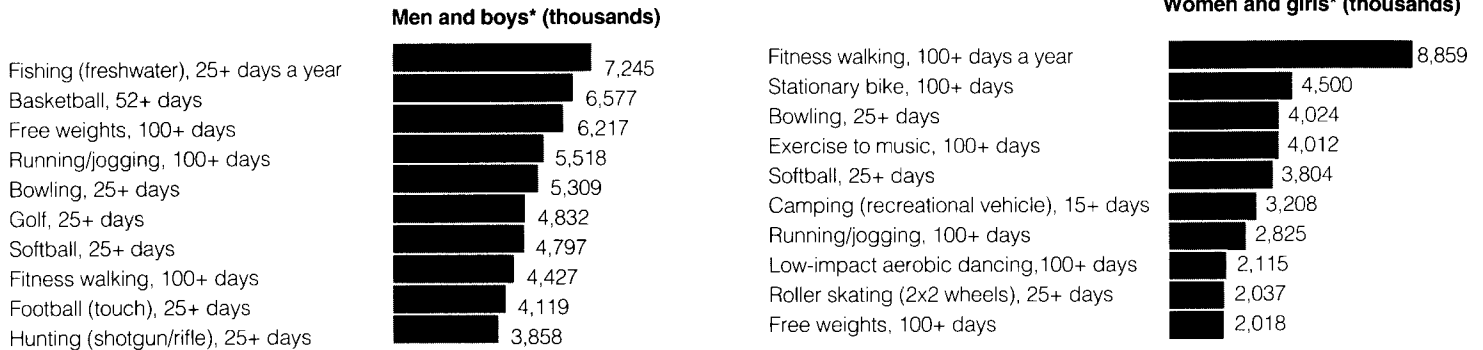
Jack Nicklaus	20
Bobby Jones	13
Patty Berg	16
Mickey Wright	13

**Source:** *The 1993 Information Please Sports Almanac*.

# Weekend Warriors, Fitness Fanatics

Americans' appetite for sports extends beyond spectatorship to participation. Men and women have different tastes, and some sports nuts have unusual tastes altogether.

## Frequent Participants



Note: \*Respondents were 6 years and older.

Source: Survey conducted January 4-6, 1993, by American Sports Data, Inc., for the Sporting Goods Manufacturers Association (North Palm Beach, FL).

## Sports Nuts?

	Activity	Members	Founded
National Organization of Mall Walkers	Fitness walking through shopping malls	5,000	1988
Great American Truck Racing	Big rig truck racing	150	1980
North American Bungee Association	Jumping from bridges, towers, hot-air balloons, etc., while wearing rubber cords attached to launch pad	130	1991
Polar Bear Club	Winter swimming off Coney Island	95	1903
United States Barrel Jumping Association	Jumping barrels while on skates	39	1977
International Amateur Snowshoe Racing Federation	Footracing while wearing snowshoes	15*	1978
National Jousting Association	Horseback riding competition involving "knights"	10*	1968

Note: \* = Groups.

Source: *Encyclopedia of Associations*, 1994.

## Big Business

**Sports and recreation industries (wholesale value of total shipments, 1992)** **\$ 46,047 million**

### Including shipments of:

Baseballs/softballs	\$ 114
Bowling equipment	200
Camping tents	255
Cross-country ski machines	330
Golf clubs	575
Ice skates and hockey equipment	120
In-line roller skates	263
Scuba and skin diving	246
Soccer balls and accessories	28
Step-climbing machines	190
Running/jogging shoes	625

Source: Sporting Goods Manufacturers Association

## Sports Trivia

Rounds of golf played in 1992	505 million
State with the greatest proportion of golfers	North Dakota, 20%
Tennis players using public courts	68 percent
...private courts	21 percent
Softball teams, adult	199 thousand
...youth teams	251 thousand
Number of times Taiwan has won the Little League Baseball World Series	15 times
...U.S. teams have won	16 times
Percentage saying they use athletic footwear primarily for casual wear	43 percent
...for sports and exercise	19 percent
Average price paid by men for athletic footwear	43 dollars
...by women	29 dollars

Source: National Golf Foundation, Tennis Industry Association, Amateur Softball Association, 1993 *Information Please Sports Almanac*, Athletic Footwear Association.