

**CACTUS LEAGUE ATTENDEE
TRACKING SURVEY
(March, 2007)**

**Introduction
and Goals**

This Attendee Tracking Survey, conducted for the Cactus League Baseball Association, was designed to provide an estimate of the current expenditure impacts that 2007 Cactus League baseball game attendees have on the Arizona economy. This project was also designed to profile (in general and expenditure terms) Cactus League attendees, including a comparison of local area and out-of-area fans. Ultimately, these expenditure impacts and profiles will be used to better market and promote the Cactus League “product” to baseball fans nationwide.

This tracking study included two major components: (1) an in-person survey of 2007 Cactus League baseball game attendees conducted at nine facilities in the Phoenix and Tucson metropolitan areas; and (2) an estimation of Cactus League attendee expenditure impact on the Arizona economy.

Results from this study have been compared to prior surveys conducted by FMR Associates (in 2003) and Behavior Research Center (in 1993 and 1998) for the Cactus League Association. As much as possible, FMR replicated these prior surveys – in terms of sampling, questionnaire design, interviewing procedures, data processing and expenditure analysis – in order to provide the most direct comparison of results between the four studies. The 1998 study included ten Cactus League teams that played in eight locations. The 2003 and 2007 projects reflect the addition of the Kansas City Royals and Texas Rangers at the Surprise facility – bringing the total teams studied to 12 (playing in nine locations).

Areas of Investigation – The following areas of investigation were considered the central points for this Cactus League Attendee Tracking Survey:

1. **Demographic Profiling of Cactus League Attendees** – What is the demographic profile of 2007 Cactus League attendees in terms of gender, age, household income and employment status? Where do they live (metropolitan Tucson or Phoenix, elsewhere in Arizona or another state or country)? How does this profile compare to the 2003 survey?

2. **Out-of-Area Visitor Profiling and Expenditure Patterns** – How important is attending spring training games in out-of-area attendees’ decision to visit metro Tucson or Phoenix? How long do out-of-area visitors stay in the Phoenix or Tucson area and what are their estimated per-category expenditures (in terms of lodging, food and beverages, entertainment, transportation and retail shopping) during their stay? Where do out-of-area visitors stay? Do they rent a vehicle? How many people are in their traveling party? How have out-of-area visitor expenditures and profiles changed since 2003? What types of activities do out-of-area visitors participate in while staying in Arizona for spring training? What Arizona destinations do they visit?
3. **Game Attendance and Expenditure Patterns** – What is the size of the “typical” game party and how much do they spend to attend a Cactus League spring training game? How many 2007 spring training games do attendees plan to attend this season? How do these patterns compare to the 2003 study?
4. **Attendee-Based Expenditure Impacts** – What are the estimated Direct Expenditures and Total Expenditure Impact of 2007 Cactus League attendees, both overall and in terms of geography (Pima County, Maricopa County and other areas of Arizona)?

**Methodology
Overview**

To accomplish the goals of this study, all interviews were conducted in-person, supervised by FMR Associates, during the 2007 Cactus League season between March 8th and March 26th at seven locations in Phoenix and two in Tucson. The specific procedures used to select the sample are explained in detail in the Appendix of this report.

**Sample
Composition and
Weighting**

This study is based on 2419 intercept interviews conducted at home games of each of the 12 Cactus League teams in nine locations. There were approximately 200 interviews completed at each team’s home stadium over a two-day period – comprised of 100 weekday and 100 weekend interviews. All interviews were conducted among paid attendees, excluding attendees who were provided their admission free-of-charge.

As in prior studies, the final in-tab sample was weighted to reflect the actual attendance distribution of the 12 Cactus League teams. Display 1 below summarizes the “raw” (unweighted) sample (N=2,419), along with 2007 Cactus League attendance figures (with a comparison to 2003 attendance) and the weighted 2007 sample (N=2,406). The tables in this study, as well as the expenditure impact calculations, are based on this weighted sample.

Display 1 2007 Cactus League Attendance and Sample Weighting

	2003 Attendance	2007 Attendance	2003 % of Total Attendance	2007 % of Total Attendance	Number of Interviews	
					Unweighted Sample	Weighted Sample
Chicago Cubs (HoHoKam Stadium, Mesa)	133,223	175,891	12.5%	14.3%	197	345
San Francisco Giants (Scottsdale Stadium)	133,249	148,988	12.5%	12.2%	199	295
Seattle Mariners (Peoria Sports Complex)	101,376	126,137	9.5%	10.4%	204	251
Los Angeles Angels (Tempe Diablo Stadium)	96,024	105,869	9.0%	8.7%	200	210
San Diego Padres (Peoria Sports Complex)	88,709	100,061	8.3%	8.2%	192	198
Oakland Athletics (Phoenix Municipal Stadium)	82,137	95,058	7.7%	7.7%	196	186
Arizona Diamondbacks (Tucson Electric Park)	101,768	94,291	9.6%	7.8%	212	187
Texas Rangers (Surprise Recreation Campus)	80,081	86,864	7.5%	7.1%	203	171
Chicago White Sox (Tucson Electric Park)	72,863	86,397	6.8%	7.1%	213	170
Kansas City Royals (Surprise Recreation Campus)	50,070	78,747	4.7%	6.5%	196	157
Milwaukee Brewers (Maryvale Baseball Park, Phoenix)	60,571	61,888	5.7%	5.1%	201	123
Colorado Rockies (Hi Corbett Field, Tucson)	65,310	57,359	6.1%	4.8%	206	115
	1,065,381	1,217,550	100.0%	100.0%	2,419	2,406

DETAILS OF THE FINDINGS

Attendee Gender – As summarized in Table 1, seven of ten Cactus League head of party respondents interviewed in the 2007 study are men. This is especially true of respondents interviewed at spring training games in metro Phoenix (71% men), while 37% of attendees in Tucson are women. Out-of-area attendees (residents of elsewhere in Arizona or another state or country) are more in-line with the overall sample with respect to gender (72% men, 28% women) compared to local attendees (residents of metro Phoenix or Tucson) (66% men, 34% women). Consistent with the 2003 study, there is also a male skew regardless of team, particularly among Angels (75%) and Giants (74%) attendees. Attendees of the Diamondbacks are slightly more balanced with respect to gender (59% male, 41% female).

Table 1 **Attendee Gender**
(Head of Party)

	2003 Total	2007 Total	Metro Area		Place of Residence	
			Tucson	Phoenix	Local	Out of Area
Men	63%	70%	63%	71%	66%	72%
Women	37%	30%	37%	29%	34%	28%
	N=2457	N=2406	N=472	N=1934	N=940	N=1467

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Men	70%	74%	73%	75%	73%	59%
Women	30%	26%	27%	25%	27%	41%
	N=345	N=295	N=251	N=210	N=198	N=187

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Men	66%	68%	67%	70%	68%	62%
Women	34%	32%	33%	30%	32%	38%
	N=186	N=171	N=170	N=157	N=123	N=115

Attendee Age – The age distribution of the 2007 sample is older than the 2003 study, with the median age of a “typical” head of a 2007 Cactus League game at 47.0 years. Similar to 2003, age distributions are similar regardless of gender, while the “typical” out-of-area attendee is older (49.1 years) than local attendees (41.9 years). Median age ranges from 39.8 years for Oakland Athletics attendees to 55.3 years for Colorado Rockies attendees.

The median age of game attendees in Tucson is 48.3, which is slightly older than attendees of games in the Phoenix area (46.7).

Table 2

**Attendee Age
(Head of Party)**

	1993 Total	1998 Total	2003 Total	2007 Total	Metro Area		Place of Residence	
					Tucson	Phoenix	Local	Out of Area
24 or younger	7%	8%	12%	7%	13%	6%	12%	4%
25 to 34	24%	16%	19%	17%	16%	18%	22%	15%
35 to 44	32%	24%	22%	21%	14%	22%	20%	21%
45 to 54	18%	19%	18%	21%	19%	21%	16%	24%
55 to 64	10%	17%	16%	19%	18%	20%	14%	23%
65 or older	9%	16%	12%	15%	20%	13%	15%	14%
Median age	40.7	45.9	42.8	47.0	48.3	46.7	41.9	49.1
			N=2457	N=2406	N=472	N=1934	N=940	N=1467

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
24 or younger	5%	4%	7%	10%	7%	10%
25 to 34	17%	25%	14%	12%	16%	22%
35 to 44	25%	20%	24%	22%	19%	16%
45 to 54	14%	21%	21%	29%	27%	19%
55 to 64	25%	17%	22%	18%	17%	16%
65 or older	14%	14%	12%	9%	15%	16%
Median age	46.7	45.8	47.1	47.0	47.8	45.7
	N=345	N=295	N=251	N=210	N=198	N=187

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
24 or younger	9%	3%	22%	5%	3%	6%
25 to 34	30%	11%	15%	19%	14%	6%
35 to 44	20%	20%	12%	28%	20%	14%
45 to 54	18%	23%	16%	21%	22%	23%
55 to 64	16%	26%	12%	16%	19%	27%
65 or older	7%	17%	23%	11%	22%	24%
Median age	39.8	51.2	45.7	43.5	50.0	55.3
	N=186	N=171	N=170	N=157	N=123	N=115

Question: Please stop me when I read the age category you belong to. Are you...

Attendee Employment Status – Consistent with the 2003 study, more than two-thirds of attendee party heads are employed. There are slightly more retirees (from 20% to 22%), while the remaining 10% (down from 14%) are not employed, including students (4%), homemakers (2%) and those not employed outside the home (4%). Similar to 2003, the percentage of retiree attendees is higher in the Tucson metro area (28%) as compared to Phoenix (20%). Relatedly, the percentage of retirees is highest among Rockies (33%) and White Sox (30%) attendees. Out-of-area attendees are slightly more likely to be retired (22% versus 21% of local attendees).

Table 3 Attendee Employment Status (Head of Party)

	1993 Total	1998 Total	2003 Total	2007 Total	Metro Area		Place of Residence	
					Tucson	Phoenix	Local	Out of Area
Employed outside the home	76%	68%	66%	68%	56%	71%	64%	71%
Not employed*	9%	6%	14%	10%	16%	9%	15%	7%
Retired	15%	26%	20%	22%	28%	20%	21%	22%
			N=2447	N=2377	N=452	N=1925	N=924	N=1454

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Employed outside the home	73%	70%	72%	72%	68%	65%
Not employed*	4%	9%	9%	14%	9%	13%
Retired	23%	21%	20%	14%	23%	22%
	N=341	N=294	N=251	N=210	N=196	N=184

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Employed outside the home	79%	68%	47%	71%	66%	55%
Not employed*	9%	6%	24%	13%	6%	12%
Retired	12%	27%	30%	16%	28%	33%
	N=186	N=171	N=156	N=157	N=121	N=112

* Includes student, housewife and out-of-work. In 2007, this was broken out as: 4%, student; 2%, homemaker; and 4%, not employed.

Question: I have just a few more questions for you to help us classify your survey. First, are you currently...

Attendee Income – Compared to prior studies, attendee party heads with annual household incomes in excess of \$100,000 continues to increase significantly (from 23% to 35%). Consequently, median income has increased from \$65,400 in the 2003 survey to \$82,160 now – which continues to be well above the **2000** U.S. Census median income estimates for both the State of Arizona (**\$40,558**) and the United States (**\$41,994**). The median income of out-of-town attendees (\$91,625) is higher than local attendees (\$70,086). In line with the 2003 survey, Giants attendees have the highest median income (\$101,291).

The median annual household income of Phoenix area attendees (\$84,118) is significantly higher than the median annual household income for all of Maricopa County residents (**\$45,358**). The same is true in Tucson, where attendees' median income was \$71,006; compared to **\$36,758** for Pima County.

**Table 4 Attendee Annual Household Income
(Head of Party)**

	1993 Total	1998 Total	2003 Total	2007 Total	Metro Area		Place of Residence	
					Tucson	Phoenix	Local	Out of Area
Less than \$25,000	13%	10%	9%	5%	10%	4%	8%	3%
\$25,000 to \$39,999	21%	19%	16%	7%	11%	7%	11%	5%
\$40,000 to \$54,999	18%	20%	16%	11%	11%	11%	15%	8%
\$55,000 to \$69,999	16%	17%	13%	14%	17%	13%	16%	12%
\$70,000 to \$84,999	10%	13%	12%	17%	16%	17%	17%	17%
\$85,000 to \$99,999	8%	7%	10%	12%	10%	12%	11%	12%
More than \$100,000	14%	14%	23%	35%	25%	37%	22%	43%
Median income	\$52,900	\$55,900	\$65,400	\$82,160	\$71,006	\$84,118	\$70,086	\$91,625
			N=2195	N=2047	N=329	N=1718	N=778	N=1271

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Less than \$25,000	4%	2%	3%	3%	7%	10%
\$25,000 to \$39,999	7%	3%	8%	6%	8%	9%
\$40,000 to \$54,999	10%	9%	9%	7%	14%	7%
\$55,000 to \$69,999	13%	7%	14%	12%	13%	21%
\$70,000 to \$84,999	26%	13%	18%	13%	14%	19%
\$85,000 to \$99,999	13%	13%	10%	12%	8%	11%
More than \$100,000	27%	55%	38%	46%	36%	23%
Median income	\$79,163	\$101,291	\$83,508	\$95,375	\$78,958	\$72,565
	N=306	N=271	N=204	N=184	N=172	N=132

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Less than \$25,000	8%	2%	14%	3%	2%	5%
\$25,000 to \$39,999	9%	7%	17%	6%	11%	5%
\$40,000 to \$54,999	14%	14%	12%	11%	10%	14%
\$55,000 to \$69,999	12%	18%	17%	16%	16%	13%
\$70,000 to \$84,999	13%	17%	16%	21%	14%	12%
\$85,000 to \$99,999	9%	13%	7%	14%	14%	14%
More than \$100,000	35%	29%	17%	28%	34%	37%
Median income	\$78,150	\$77,994	\$60,874	\$79,603	\$81,912	\$85,766
	N=172	N=152	N=116	N=146	N=113	N=81

Question: Which one of the letters on this card best describes your total family income for last year, I mean before taxes and including everyone in your household? Just call off the letter in front of the correct amount.

Place of Residence – In a reversal from the 2003 study, significantly more Cactus League attendees are local residents of another state or country (from 48% to 57%), and fewer are residents of the metropolitan Tucson or Phoenix areas (from 48% to 39%). The rest are from outlying areas of Arizona (4%, identical to 2003). The increase in Cactus League attendees from another state or country is similar between both Phoenix (from 55% to 62%) and Tucson (from 28% to 36%) attendees. Consequently, one-half of Tucson attendees are local residents (down from 61%), while 36% (down from 44%) of Phoenix attendees are local residents. More Tucson attendees are from elsewhere in Arizona (14%, compared to 1% of Phoenix attendees).

Similar to 2003, visitors from another state or country skew older (more often 45 or older) than do local resident attendees (most are 34 or younger). Non-local attendees have much higher incomes.

The teams that attract the greatest percentage of non-local attendees are the San Francisco Giants (74%, up from 61%), the San Diego Padres (70%, up from 48%) and the Seattle Mariners (68%, unchanged). The teams that are more likely to draw “local” crowds are: the White Sox (65%, up from 57%), the Kansas City Royals (59%, unchanged) and the Diamondbacks (44%, down from 67%).

Similar to prior studies, out-of-area visitors are most likely to “come from” California (41%), Illinois (12%) and Washington (11%). The Giants (72%), the Oakland Athletics (66%) and the Angels (55%) are most likely to attract fans from California. Slightly more than one-half of Illinois residents (51%) attend White Sox games, while the Mariners (47%) are most likely to attract fans from Washington.

Overall, out-of-area visitors represent 44 states – as well as the District of Columbia, Canada, Germany and Mexico. Refer to Detailed Table 5a in the Appendix of this report for a complete list of the state or country of residence among out-of-area visitors. Detailed Table 5b includes a frequency count of the zip codes of all out-of-area visitors surveyed, based on the unweighted data from this study. Overall, 1,035 U.S. Postal Zip Codes were provided by respondents, as well as three foreign countries.

Table 5

Place of Residence

	1993 Total	1998 Total	2003 Total	2007 Total	Metro Area	
					Tucson	Phoenix
Metropolitan Phoenix/Tucson	41%	39%	48%	39%	50%	36%
Elsewhere in Arizona	4%	3%	4%	4%	14%	1%
Another state or country	55%	58%	48%	57%	36%	62%
			N=2457	N=2406	N=472	N=1934

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Metropolitan Phoenix/Tucson	40%	25%	30%	40%	28%	44%
Elsewhere in Arizona	0%	1%	2%	2%	2%	20%
Another state or country	60%	74%	68%	58%	70%	36%
	N=345	N=295	N=251	N=210	N=198	N=187

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Metropolitan Phoenix/Tucson	41%	40%	65%	59%	31%	40%
Elsewhere in Arizona	3%	1%	10%	1%	2%	10%
Another state or country	57%	59%	25%	40%	67%	50%
	N=186	N=171	N=170	N=157	N=123	N=115

Question: Is your permanent place of residence in the metropolitan (Phoenix/Tucson) area, elsewhere in Arizona or in another state or country?

Importance of Spring Training on Visitation Decision – Nearly all (96%, up from 93%) of out-of-area attendees said that attending spring training games was a reason for visiting the metro Tucson or Phoenix area. This includes more than two-thirds (68%, up from 58% in 2003) who say that it was the “primary” reason for their decision. Out-of-area visitors who attended San Francisco Giants (78%), Los Angeles Angels (77%), Oakland Athletics (73%), San Diego Padres (73%) and Milwaukee Brewers (73%) games are most likely to say that attending a spring training game is the primary reason they came to the Phoenix area. Those who attended a Chicago White Sox game are most likely to that attending spring training games was only a minor reason (19%) for traveling to Tucson. Out-of-area attendees who attended a Cactus League game in Tucson are *less* likely to say that spring training was a primary reason for visiting the area (56% versus 70% among Phoenix game attendees). Overall, only 4% say spring training was *not* a reason for visiting the Tucson or Phoenix metro area.

**Table 6 Importance of Spring Training on Visitation Decision
(Among Out-of-Area Visitors)**

	1993 Total	1998 Total	2003 Total	2007 Total	Metro Area	
					Tucson	Phoenix
<i>Primary</i> reason	63%	61%	58%	68%	56%	70%
<i>A major</i> reason	16%	19%	18%	16%	16%	16%
<i>A minor</i> reason	14%	14%	18%	12%	16%	11%
<i>Not a reason</i>	7%	6%	7%	4%	11%	3%
			N=1289	N=1466	N=233	N=1233

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
<i>Primary</i> reason	64%	78%	68%	77%	73%	54%
<i>A major</i> reason	20%	9%	18%	12%	16%	21%
<i>A minor</i> reason	14%	9%	13%	6%	12%	14%
<i>Not a reason</i>	2%	3%	1%	6%	0%	11%
	N=207	N=221	N=176	N=126	N=143	N=105

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
<i>Primary</i> reason	73%	54%	51%	64%	73%	66%
<i>A major</i> reason	14%	27%	11%	20%	17%	15%
<i>A minor</i> reason	10%	12%	19%	12%	8%	15%
<i>Not a reason</i>	3%	6%	20%	4%	1%	4%
	N=110	N=102	N=60	N=65	N=85	N=69

Question: How important was attending spring training games in your decision to visit metro (Phoenix/Tucson)? Was it your...

Length of Stay – Compared to the 2003 study, a few more out-of-area visitors stayed one or more nights in the Tucson or Phoenix metro area (from 94% to 96%). The median length of stay decreased slightly from 4.9 nights in 2003 to 4.7 this year. This is due to more out-of-area visitors staying 1 to 4 nights (from 45% to 52%) – while fewer are spending nine or more nights (from 19% to 11%). The median length of stay is longer among Phoenix attendees (4.8 nights) as compared to Tucson attendees (3.9 nights).

Overall, 4% of out-of-area attendees say that they attended a game as part of a day trip (down from 6% in 2003 and 9% in 1998). Consistent with prior studies, these tend to be Phoenix attendees who traveled to Tucson to watch the Diamondbacks or White Sox.

Table 7

Length of Stay
(Among Out-of-Area Visitors)

	1993 Total	1998 Total	2003 Total	2007 Total	Metro Area	
					Tucson	Phoenix
Day trip	8%	9%	6%	4%	21%	1%
1 to 2 nights	11%	11%	16%	15%	19%	14%
3 to 4 nights	25%	25%	29%	37%	23%	40%
5 to 6 nights	15%	16%	16%	18%	15%	19%
7 to 8 nights	17%	16%	14%	14%	11%	14%
9 nights or more	24%	23%	19%	11%	11%	11%
Median nights	5.9	5.4	4.9	4.7	3.9	4.8
			N=1289	N=1466	N=233	N=1233

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Day trip	0%	1%	1%	1%	3%	19%
1 to 2 nights	8%	15%	19%	16%	19%	23%
3 to 4 nights	44%	53%	34%	39%	40%	22%
5 to 6 nights	20%	11%	21%	18%	20%	18%
7 to 8 nights	14%	11%	12%	19%	10%	11%
9 nights or more	13%	8%	13%	6%	7%	7%
Median nights	4.9	4.3	4.8	4.7	4.4	3.7
	N=207	N=221	N=176	N=126	N=143	N=105

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Day trip	3%	1%	33%	2%	1%	12%
1 to 2 nights	16%	14%	15%	9%	5%	18%
3 to 4 nights	40%	28%	21%	30%	32%	25%
5 to 6 nights	16%	22%	8%	32%	21%	16%
7 to 8 nights	15%	17%	8%	18%	24%	14%
9 nights or more	9%	16%	14%	9%	16%	15%
Median nights	4.6	5.6	3.2	5.6	6.1	4.6
	N=110	N=102	N=60	N=65	N=85	N=69

Question: How many nights, in total, will you spend in (Phoenix/Tucson) on this trip?

Party Trip Spending Patterns – Out-of-area respondents were asked to estimate their daily expenditures pertaining to their stay in the Phoenix and/or Tucson metro areas *excluding* their expenditures of the current game in which they were interviewed.

- **Lodging** (44% estimate their daily lodging expenditures to be between \$100-\$199, while another 37% indicate they spent more than \$200 on lodging [including 19% who say they spent more than \$300]. The remaining two of ten [19%] estimate their lodging expenditures to be \$99 or less.)
- **Food and beverage purchases** (Nearly half estimate their daily expenditures between \$1-\$99 for food and beverage purchases [46%]. One-third estimate they spent between \$100-\$199, while more than two of ten [21%] spent more than \$200.)
- **Entertainment, other than spring training games, including amusement, attraction and recreation fees** (The majority estimate their daily expenditures to be between \$1-\$99 [56%], while another three of ten estimate spending between \$100-\$199. The remaining 15% estimate spending more than \$200.)
- **Daily transportation, including gas, taxi, limo, van service & public transportation, as well as car rental** (Nearly nine of ten estimate daily spending between \$1-\$99 on daily transportation [86%]. One of ten estimate spending between \$100-\$199 [9%.])
- **Retail shopping** (Two-thirds estimate daily spending between \$1-\$99 [65%], while one of four estimate retail shopping expenditures between \$100-\$199 [24%.])
- **Other** (Nearly six of ten indicate spending between \$1-\$99 on “other expenditures” [57%]. Another 38% estimate spending between \$100-\$299 [including 26% who estimate spending between \$200-\$299].)

Table 8**Party Trip Spending Patterns
(Among Out-of-Area Visitors)**

(2007 N=1467)	\$1-\$99	\$100-\$199	\$200-\$299	\$300 or more	None/Not Sure/Does Not Apply/Refused
Lodging	19%	44%	18%	19%	32%
Food and beverage purchases	46%	33%	11%	10%	9%
Entertainment, other than spring training games, including amusement, attraction and recreation fees	56%	29%	10%	5%	55%
Daily transportation, including gas, taxi, limo, van service & public transportation, as well as car rental	86%	9%	3%	2%	25%
Retail shopping	65%	24%	8%	4%	51%
Other	57%	12%	26%	5%	99%

Question: Now I'd like to ask you about your estimated expenditures during your current stay in the (Phoenix/Tucson) area for spring training. Not counting your expenses at today's game, and including all members of your travel party, how much are you spending each day on...

Room Rate Per Night – The median room rate is \$128.50 per night, with more than one-third (34%) spending between \$101-\$150 per night on their lodging. Another 36% indicate spending more than \$151, including 17% who spend \$201 or more on their lodging. The median room rate is higher in Phoenix (\$132.62) than in Tucson (\$104.57). The median room rate ranges between \$162.16 among Giants attendees and \$98.51 for Diamondback attendees.

Table 8a **Room Rate Per Night**
(Among Out-of-Area Visitors)

	2007 Total	Metro Area	
		Tucson	Phoenix
\$1 to \$50	3%	8%	2%
\$51 to \$100	28%	39%	27%
\$101 to \$150	34%	40%	33%
\$151 to \$200	19%	6%	20%
\$201 or more	17%	7%	18%
Median room rate	\$128.50	\$104.57	\$132.62
	N=867	N=102	N=765

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
\$1 to \$50	3%	2%	1%	2%	1%	15%
\$51 to \$100	28%	15%	35%	20%	29%	36%
\$101 to \$150	32%	28%	37%	34%	36%	43%
\$151 to \$200	21%	22%	13%	25%	20%	2%
\$201 or more	16%	33%	14%	18%	14%	4%
Median room rate	\$130.55	\$162.16	\$118.76	\$141.05	\$128.45	\$98.51
	N=131	N=146	N=97	N=91	N=72	N=42

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
\$1 to \$50	1%	4%	4%	0%	6%	4%
\$51 to \$100	24%	31%	40%	32%	40%	40%
\$101 to \$150	35%	40%	52%	30%	26%	31%
\$151 to \$200	20%	19%	0%	23%	18%	14%
\$201 or more	19%	6%	4%	15%	10%	11%
Median room rate	\$134.92	\$119.14	\$106.65	\$130.76	\$109.23	\$109.51
	N=70	N=58	N=20	N=38	N=63	N=41

Question: Room rate/night paid?

Number of Rooms Rented – More than eight of ten out-of-area respondents who rent rooms for their stay in the Phoenix or Tucson metro rent one room (81%), with little difference between metro areas. Another 12% indicate they rent two room per night with, Tucson attendees slightly more apt to rent two rooms (15% versus 12% in Phoenix). Giants and White Sox attendees are more likely to rent more than one room per night.

Table 8b **Number of Rooms Rented**
(Among Out-of-Area Visitors)

	2007 Total	Metro Area		Team					
		Tucson	Phoenix	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
1	81%	83%	81%	81%	70%	84%	88%	90%	96%
2	12%	15%	12%	12%	20%	8%	5%	4%	4%
3	3%	1%	4%	4%	2%	7%	3%	3%	0%
4	1%	0%	1%	0%	3%	1%	2%	1%	0%
5	1%	0%	1%	1%	1%	0%	0%	0%	0%
6 or more	2%	1%	2%	1%	4%	0%	1%	1%	0%
	N=884	N=105	N=779	N=131	N=156	N=91	N=98	N=72	N=42

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
1	85%	83%	69%	74%	77%	78%
2	10%	11%	23%	19%	16%	21%
3	1%	6%	4%	2%	6%	0%
4	0%	0%	0%	0%	0%	0%
5	1%	0%	0%	0%	2%	0%
6 or more	3%	0%	4%	4%	0%	1%
	N=69	N=60	N=20	N=38	N=66	N=43

Question: Number of rooms at that rate?

Party Trip Daily Expenditures – The majority (53%) of out-of-area respondents indicate their party spending \$300 or more in their daily expenditures, including 26% who say their party spends in excess of \$500. The median party trip daily expenditures for 2007 is \$316 (up significantly from \$210 in 2003), with median expenditures significantly higher among Phoenix attendees (\$335 versus \$229 for Tucson attendees). Median daily spending ranges from \$436 for Giants attendees to \$190 for White Sox attendees.

Table 8c **Party Trip Daily Expenditures**
(Among Out-of-Area Visitors)

	1998 Total	2003 Total	2007 Total	Metro Area	
				Tucson	Phoenix
Under \$99.99	21%	20%	10%	17%	9%
\$100.00 to \$199.99	29%	28%	17%	26%	16%
\$200.00 to \$299.99	20%	20%	20%	24%	20%
\$300.00 to \$499.99	19%	18%	27%	23%	28%
\$500.00 or more	11%	15%	26%	10%	28%
Median daily spending	\$201	\$210	\$316	\$229	\$335
		N=1200	N=1373	N=178	N=1195

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Under \$99.99	7%	8%	6%	5%	13%	12%
\$100.00 to \$199.99	24%	8%	15%	15%	15%	34%
\$200.00 to \$299.99	16%	15%	23%	18%	20%	28%
\$300.00 to \$499.99	32%	23%	32%	26%	31%	24%
\$500.00 or more	22%	45%	24%	36%	21%	22%
Median daily spending	\$322	\$436	\$331	\$387	\$309	\$215
	N=200	N=217	N=174	N=122	N=138	N=81

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Under \$99.99	5%	14%	31%	13%	8%	15%
\$100.00 to \$199.99	14%	23%	21%	20%	20%	18%
\$200.00 to \$299.99	22%	27%	17%	20%	23%	23%
\$300.00 to \$499.99	30%	21%	14%	18%	29%	29%
\$500.00 or more	29%	14%	17%	30%	20%	15%
Median daily spending	\$348	\$245	\$190	\$289	\$298	\$273
	N=105	N=99	N=38	N=62	N=82	N=58

Party Trip Total Expenditures – Nearly six of ten (58%) indicate spending between \$1,000 and \$4,999.99 on their trip to metro Phoenix and Tucson. The median total spending is \$1,430, with total median spending among Phoenix attendees significantly higher (\$1,487 versus \$950 among Tucson attendees). Median total spending ranges from \$1,781 among Brewers attendees to \$834 among Diamondbacks attendees.

Table 8d **Party Trip Total Expenditures**
(Among Out-of-Area Visitors)

	2007 Total	Metro Area		Team					
		Tucson	Phoenix	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Under \$199.99	3%	10%	2%	1%	2%	1%	3%	4%	10%
\$200.00 to \$399.99	8%	15%	6%	5%	6%	5%	2%	12%	17%
\$400.00 to \$599.99	8%	10%	7%	8%	4%	10%	10%	7%	15%
\$600.00 to \$799.99	8%	7%	8%	10%	8%	6%	6%	10%	5%
\$800.00 to \$999.99	8%	12%	8%	9%	6%	11%	9%	7%	13%
\$1,000.00 to \$1,499.99	18%	13%	19%	18%	17%	19%	18%	21%	9%
\$1,500.00 to \$1,999.99	14%	17%	13%	11%	15%	11%	18%	11%	17%
\$2,000.00 to \$2,999.99	14%	9%	15%	18%	13%	14%	13%	19%	9%
\$3,000.00 to \$4,999.99	12%	6%	13%	13%	17%	14%	13%	4%	2%
\$5,000 or more	7%	2%	8%	8%	11%	8%	9%	6%	2%
Median daily spending	\$1,430	\$950	\$1,487	\$1,497	\$1,702	\$1,455	\$1,597	\$1,256	\$834
	N=1375	N=178	N=1197	N=203	N=217	N=174	N=122	N=137	N=81

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Under \$199.99	2%	5%	17%	1%	2%	6%
\$200.00 to \$399.99	4%	11%	15%	8%	5%	12%
\$400.00 to \$599.99	8%	5%	6%	9%	6%	4%
\$600.00 to \$799.99	8%	11%	8%	13%	6%	8%
\$800.00 to \$999.99	6%	8%	10%	9%	8%	10%
\$1,000.00 to \$1,499.99	24%	22%	17%	12%	13%	15%
\$1,500.00 to \$1,999.99	15%	10%	6%	9%	18%	24%
\$2,000.00 to \$2,999.99	11%	13%	8%	17%	21%	10%
\$3,000.00 to \$4,999.99	14%	10%	12%	16%	14%	7%
\$5,000 or more	6%	5%	0%	6%	7%	5%
Median daily spending	\$1,436	\$1,210	\$881	\$1,415	\$1,781	\$1,329
	N=105	N=98	N=38	N=62	N=82	N=58

Accommodations – Seven of ten out-of-area attendees who spend at least one night in the Tucson or Phoenix area stay at a hotel, resort or motel (up from 59% in 2003 and 64% in 1998). Consequently, fewer stay in a private home as a guest (21%, down from 30%) and RV park or campground (3%, down from 6%). Meanwhile, slightly more stay in a rental home, apartment or condominium (6%, up from 5%). Consistent with the 2003 study, hotel usage is directly related to the importance of spring training on the decision to travel to Arizona and household income. Out-of-area Angels (84%), Giants (76%), Brewers (75%) and Mariners (72%) attendees report the highest hotel usage in the 2007 survey. White Sox (38%) and Diamondbacks (37%) attendees – as well as younger and lower income-types – are more apt to stay in a private home as a guest. Similar to the last study, the incidence of staying in a private home is inversely related to the importance of spring training in deciding to visit the Tucson or Phoenix area.

Table 9

Accommodations
(Among Out-of-Area Visitors)

	1993 Total	1998 Total	2003 Total	2007 Total	Metro Area	
					Tucson	Phoenix
Hotel, resort or motel	63%	64%	59%	70%	59%	72%
Private home as a guest	25%	22%	30%	21%	28%	20%
Rental home, apartment or condominium	7%	6%	5%	6%	6%	6%
RV park or campground	6%	8%	6%	3%	6%	3%
			N=1218	N=1396	N=186	N=1210

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Hotel, resort or motel	68%	76%	72%	84%	66%	53%
Private home as a guest	19%	16%	21%	12%	26%	37%
Rental home, apartment or condominium	9%	8%	3%	2%	3%	3%
RV park or campground	3%	1%	4%	3%	5%	7%
	N=205	N=218	N=175	N=122	N=138	N=86

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Hotel, resort or motel	66%	66%	58%	68%	75%	68%
Private home as a guest	26%	26%	38%	23%	16%	10%
Rental home, apartment or condominium	4%	5%	4%	8%	7%	12%
RV park or campground	4%	3%	0%	1%	2%	9%
	N=106	N=101	N=40	N=63	N=83	N=60

Question: During your visit to the metro (Phoenix/Tucson) area, are you staying at a...

Car Rental – More than one-half of out-of-area Cactus League attendees rent a car, truck or van during their stay in the metro Phoenix or Tucson area (52%, up from 47%). Consistent with 2003, car rentals are far more common among Phoenix (55%, up from 51%) as compared to Tucson (36%, up from 27%) game attendees. Car rentals are higher among 35 to 64 year-olds and out-of-area attendees with incomes in excess of \$85,000; and are directly related to the importance of spring training on the decision to visit Arizona. Brewers (69%), Royals (64%) Cubs (58%), Giants and Mariners (57% each) attendees are also more likely to rent a car during their stay.

Table 10 **Car Rental**
(Among Out-of-Area Visitors)

	1993 Total	1998 Total	2003 Total	2007 Total	Metro Area	
					Tucson	Phoenix
Yes	49%	48%	47%	52%	36%	55%
No	51%	52%	53%	48%	64%	45%
			N=1289	N=1461	N=233	N=1228

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Yes	58%	57%	57%	44%	52%	37%
No	42%	43%	43%	56%	48%	63%
	N=205	N=221	N=176	N=125	N=143	N=105

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Yes	48%	50%	33%	64%	69%	37%
No	52%	50%	67%	36%	31%	63%
	N=109	N=102	N=60	N=65	N=84	N=68

Question: Are you renting a car, truck or van during your stay in the metro (Phoenix/Tucson) area?

Travel Party Size – Similar to the previous studies, more than four of ten out-of-area visitor travel parties consist of two people (43%, down slightly from 44% in 2003). The percentage of travel parties comprised of three or more people has increased marginally (from 45% in 2003 to 49%). Reflecting this increase, the median travel party size of out-of-area attendees has increased slightly from 1.9 to 2.0. Median travel party size ranges from 2.6 for the Mariners to 1.7 for the Diamondbacks. Compared to Tucson (1.8), the median travel party of Phoenix attendees is higher (2.0).

Table 11 **Travel Party Size**
(Among Out-of-Area Visitors)

	1993 Total	1998 Total	2003 Total	2007 Total	Metro Area	
					Tucson	Phoenix
1 person	12%	10%	11%	8%	8%	8%
2 people	40%	48%	44%	43%	52%	42%
3 to 4 people	30%	27%	31%	29%	27%	29%
5 or more people	18%	15%	14%	20%	12%	21%
Median party size	1.9	1.8	1.9	2.0	1.8	2.0
			N=1287	N=1464	N=233	N=1231

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
1 person	6%	7%	5%	7%	9%	12%
2 people	50%	36%	36%	57%	39%	58%
3 to 4 people	24%	30%	36%	23%	34%	23%
5 or more people	19%	28%	23%	14%	19%	8%
Median party size	1.9	2.5	2.6	1.8	2.2	1.7
	N=207	N=221	N=176	N=125	N=143	N=105

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
1 person	5%	15%	4%	15%	12%	6%
2 people	40%	40%	57%	35%	40%	40%
3 to 4 people	32%	32%	24%	27%	26%	37%
5 or more people	23%	12%	15%	23%	22%	16%
Median party size	2.3	1.9	1.8	2.1	1.9	2.2
	N=109	N=102	N=60	N=65	N=85	N=69

Question: Including yourself, how many people are in your traveling party to the metro (Phoenix/Tucson) area?

Game Party Size – Median game party size has decreased from 3.1 persons in 2003 to 2.3 in 2007. In a change from previous studies, 7% (down from 10%) are single-person (respondent-only) attendees. Game party size is slightly higher among local attendees (2.4) compared to out-of-area attendees (2.2). Meanwhile, median travel party size of Phoenix attendees (2.3) is slightly higher than in Tucson (2.1). The median game party size is highest among Giants and Athletics attendees (2.8 each), and lowest among Diamondbacks and Rangers attendees (1.9 each).

Table 12 Game Party Size

	1993 Total	1998 Total	2003 Total	2007 Total	Metro Area		Place of Residence	
					Tucson	Phoenix	Local	Out of Area
1 person	10%	10%	10%	7%	7%	7%	7%	7%
2 people	36%	44%	36%	38%	42%	38%	36%	40%
3 to 4 people	36%	28%	34%	32%	31%	32%	33%	31%
5 or more people	18%	18%	20%	22%	21%	23%	24%	22%
Median party size	2.2	1.9	3.1	2.3	2.1	2.3	2.4	2.2
			N=2449	N=2406	N=472	N=1934	N=940	N=1467

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
1 person	5%	6%	7%	6%	7%	7%
2 people	44%	34%	37%	45%	40%	47%
3 to 4 people	30%	31%	37%	29%	35%	25%
5 or more people	21%	29%	20%	20%	18%	20%
Median party size	2.1	2.8	2.3	2.0	2.2	1.9
	N=345	N=295	N=251	N=210	N=198	N=187

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
1 person	3%	14%	7%	9%	15%	6%
2 people	33%	38%	37%	32%	29%	39%
3 to 4 people	36%	29%	34%	35%	31%	35%
5 or more people	28%	19%	22%	24%	25%	20%
Median party size	2.8	1.9	2.4	2.5	2.4	2.3
	N=186	N=171	N=170	N=157	N=123	N=115

Question: Including yourself, how many people are attending this game with you today?

Number of Games Attended – More than four of ten (41%, up from 36%) say that they intended to attend two (21%) or three (20%) spring training games in Arizona during the 2007 season. Another four of ten say the plan on attending more than four games (40%, down slightly from 44%), while 16% (down from 19%) say they will attend one game. Overall, the median games attended has remained highly consistent (2.6 games, compared to 2.7 in 2003 and 2.8 in 1998). Median game attendance is slightly higher among local residents (2.7) versus out-of-area visitors (2.6) – while there is no difference based on metropolitan area (2.6 each). The Milwaukee Brewers have the highest median games attended (3.3), and the Diamondbacks and Padres have the lowest (2.3 each).

Table 13

Number of Games Attended

	1993 Total	1998 Total	2003 Total	2007 Total	Metro Area		Place of Residence	
					Tucson	Phoenix	Local	Out of Area
					1 game	16%	17%	19%
2 games	17%	20%	19%	21%	21%	21%	20%	22%
3 games	16%	17%	17%	20%	13%	21%	17%	21%
4 games	14%	13%	10%	13%	10%	14%	9%	16%
5 games	10%	9%	9%	8%	6%	8%	8%	8%
6 to 10 games	18%	15%	16%	14%	14%	14%	16%	13%
More than 10 games	9%	9%	9%	5%	5%	5%	9%	2%
Don't know/No answer/ Refused	-	-	-	3%	10%	1%	4%	2%
Median games	3.1	2.8	2.7	2.6	2.6	2.6	2.7	2.6
			N=2444	N=2406	N=472	N=1934	N=940	N=1467

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
1 game	16%	15%	15%	18%	19%	27%
2 games	23%	22%	24%	22%	24%	18%
3 games	19%	31%	18%	17%	23%	15%
4 games	15%	8%	18%	12%	16%	10%
5 games	7%	8%	7%	10%	5%	6%
6 to 10 games	14%	9%	13%	14%	29%	9%
More than 10 games	6%	6%	4%	5%	2%	4%
Don't know/No answer/Refused	1%	2%	1%	2%	0%	11%
Median games	2.6	2.4	2.6	2.6	2.3	2.3
	N=345	N=295	N=251	N=210	N=198	N=187

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
1 game	13%	13%	13%	14%	10%	24%
2 games	17%	23%	27%	16%	15%	18%
3 games	24%	16%	10%	18%	20%	16%
4 games	13%	12%	11%	15%	19%	10%
5 games	12%	12%	9%	12%	8%	3%
6 to 10 games	16%	18%	15%	19%	18%	18%
More than 10 games	4%	4%	3%	5%	10%	7%
Don't know/No answer/Refused	0%	2%	12%	1%	2%	4%
Median games	2.8	2.9	3.0	3.1	3.3	2.4
	N=186	N=171	N=170	N=157	N=123	N=115

Question: Including today's game, how many spring training games will you attend in Arizona this season?

Party Game Spending Patterns – Party game spending patterns (including gas, tickets, food, drinks and the like) are considerably higher than 2003 expenditures, with a significant increase in median spending from \$66.30 in 2003 to \$102.91 now. Median party game spending is much higher in Phoenix (\$105.39) as compared to Tucson (\$78.82). Consistent with prior studies, median spending is higher among out-of-area visitors (\$110.31) compared to local residents (\$76.99). Median party game spending varies from \$71.91 for Rockies attendees to \$132.66 for Cubs attendees.

Table 14

Party Game Spending Patterns

	1998 Total	2003 Total	2007 Total	Metro Area		Place of Residence	
				Tucson	Phoenix	Local	Out of Area
Under \$20.00	5%	5%	2%	4%	2%	2%	2%
\$20.00 to \$39.99	23%	22%	8%	13%	7%	11%	7%
\$40.00 to \$59.99	9%	8%	18%	19%	18%	23%	15%
\$60.00 to \$79.99	22%	23%	14%	15%	14%	17%	13%
\$80.00 to \$99.99	8%	6%	4%	5%	4%	5%	4%
\$100.00 to \$119.99	7%	8%	15%	14%	15%	13%	16%
\$120.00 to \$139.99	7%	8%	4%	4%	5%	4%	5%
\$140.00 to \$159.99	3%	3%	7%	7%	6%	7%	6%
\$160.00 to \$199.99	3%	3%	1%	1%	1%	1%	2%
\$200.00 or more	13%	13%	25%	18%	26%	18%	29%
Median spending	\$64.81	\$66.30	\$102.91	\$78.82	\$105.39	\$76.99	\$110.31
		N=2425	N=2330	N=433	N=1897	N=896	N=1435

	Team					
	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Under \$20.00	1%	2%	2%	2%	2%	2%
\$20.00 to \$39.99	3%	3%	11%	4%	10%	6%
\$40.00 to \$59.99	12%	17%	20%	16%	22%	20%
\$60.00 to \$79.99	16%	11%	11%	18%	12%	21%
\$80.00 to \$99.99	2%	4%	6%	6%	7%	7%
\$100.00 to \$119.99	13%	16%	14%	22%	19%	14%
\$120.00 to \$139.99	8%	4%	4%	4%	4%	4%
\$140.00 to \$159.99	8%	6%	4%	8%	8%	9%
\$160.00 to \$199.99	2%	2%	2%	2%	3%	1%
\$200.00 or more	38%	37%	27%	19%	14%	15%
Median spending	\$132.66	\$118.32	\$99.08	\$104.34	\$91.23	\$82.90
	N=334	N=286	N=245	N=209	N=198	N=178

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Under \$20.00	6%	3%	4%	4%	3%	6%
\$20.00 to \$39.99	3%	16%	21%	15%	8%	16%
\$40.00 to \$59.99	18%	21%	16%	23%	20%	21%
\$60.00 to \$79.99	12%	16%	9%	16%	19%	13%
\$80.00 to \$99.99	3%	6%	3%	4%	4%	2%
\$100.00 to \$119.99	15%	10%	10%	17%	13%	20%
\$120.00 to \$139.99	4%	6%	4%	4%	2%	4%
\$140.00 to \$159.99	9%	4%	7%	4%	8%	4%
\$160.00 to \$199.99	1%	1%	0%	1%	1%	1%
\$200.00 or more	31%	17%	26%	13%	23%	14%
Median spending	\$111.41	\$72.96	\$80.00	\$69.81	\$84.57	\$71.91
	N=185	N=166	N=144	N=154	N=122	N=111

Question: If you were to count all of your expenses for your party to attend today’s game – including gas, tickets, food and drinks and the like – how much would you estimate it cost you and your party to attend today’s game? Please include any pre- or post-game spending at such places as restaurants, bars, souvenir shops and the like.

Other Activities Participated In During Trip – Out-of-area respondents were asked to name other activities in which they had participated in or were going to participate in during their stay in metro Phoenix and Tucson.

- **Shopping** (Three of ten say that they have or will go shopping during their stay [29%]. Those visiting Tucson are more likely to go shopping [40%] versus those visiting Phoenix [27%]. Those attending Rockies games are more apt to go shopping.)
- **Sightseeing/Touring** (Overall, more than one of four have or will engage in sightseeing/touring [26%] – particularly Tucson attendees [38% versus 23% of Phoenix attendees].)
- **Fine dining** (One of four overall, with Tucson attendees more apt to “fine dine” [30% versus 24% of Phoenix attendees].)
- **Play golf** (More than two of ten overall have or will play golf, more often Phoenix attendees [22% versus 17% of Tucson attendees].)
- **Visit family/friends** (More than two of ten indicate visiting family/friends as an activity in which they have or will participate [21%], more often those visiting Tucson [34% versus 18% in Phoenix].)
- **Night life** (18% overall, 20% of Tucson attendees and 18% of Phoenix attendees.)
- **Visit casinos/Gambling** (8% overall, 12% of Tucson attendees and 8% of Phoenix attendees.)
- **Visit museums/Art galleries** (8% overall, 19% of Tucson attendees and 6% of Phoenix attendees.)
- **Go to the movies** (8% overall, 14% of Tucson attendees and 7% of Phoenix attendees.)
- **Visit national/State parks** (7% overall, 23% of Tucson attendees and 4% of Phoenix attendees.)
- **Hiking/Biking** (6% overall, 12% of Tucson attendees and 5% of Phoenix attendees.)
- **Sporting (non-baseball) events** (6% overall, 6% of Phoenix attendees and 4% of Tucson attendees.)
- **Visit historic sites** (5% overall, 11% of Tucson attendees and 3% Phoenix attendees.)

More than one of ten indicate they have not nor will participate in any other activities during their stay (11%).

**Table 15 Other Activities Participated in During Trip
(Among Out-of-Area Visitors)**

	2007 Total	Metro Area		Team					
		Tucson	Phoenix	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamond- backs
Shopping	29%	40%	27%	27%	36%	14%	28%	30%	35%
Sightseeing/Touring	26%	39%	23%	27%	21%	20%	14%	12%	36%
Fine dining	25%	33%	24%	22%	35%	24%	24%	23%	37%
Play golf	21%	17%	22%	24%	24%	25%	5%	23%	11%
Visit family/friends	21%	34%	18%	10%	15%	18%	27%	19%	34%
Night life	18%	20%	18%	19%	26%	15%	19%	13%	25%
Visit casinos/Gambling	8%	12%	8%	12%	7%	2%	5%	7%	10%
Visit museums/Art galleries	8%	19%	6%	6%	3%	13%	2%	2%	20%
Go to the movies	8%	14%	7%	5%	4%	16%	10%	8%	17%
Visit national/State parks	7%	23%	4%	4%	2%	2%	3%	1%	20%
Hiking/Biking	6%	12%	5%	8%	4%	1%	4%	4%	8%
Sporting (non-baseball) events	6%	4%	6%	4%	5%	4%	5%	10%	5%
Visit historic sites	5%	11%	3%	3%	2%	6%	5%	1%	14%
None	11%	14%	11%	15%	13%	1%	16%	9%	9%
	N=1153	N=210	N=942	N=200	N=180	N=97	N=104	N=94	N=98

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Shopping	24%	24%	32%	15%	32%	53%
Sightseeing/Touring	31%	30%	35%	23%	36%	46%
Fine dining	19%	15%	25%	9%	25%	33%
Play golf	26%	28%	23%	22%	27%	22%
Visit family/friends	7%	31%	45%	40%	22%	24%
Night life	22%	4%	28%	8%	15%	6%
Visit casinos/Gambling	8%	9%	17%	3%	10%	13%
Visit museums/Art galleries	10%	6%	12%	8%	5%	24%
Go to the movies	5%	4%	5%	5%	6%	16%
Visit national/State parks	5%	10%	9%	2%	5%	38%
Hiking/Biking	4%	8%	11%	0%	7%	18%
Sporting (non-baseball) events	8%	1%	0%	14%	13%	5%
Visit historic sites	2%	5%	5%	3%	3%	14%
None	10%	10%	28%	9%	5%	10%
	N=79	N=68	N=52	N=52	N=71	N=61

Question: During your stay in the metro (Phoenix/Tucson) area for spring training games, what other types of activities, if any, have you or will you participate in?

Visitation of Other Destinations in Arizona While in Area for Spring Training – One of four indicate they have or will visit other destinations in Arizona while in metro Phoenix or Tucson. Those attending spring training games in Tucson are more apt to visit other destinations in Arizona (36% versus 23% of Phoenix attendees). Those attending Rockies (46%) games are the most likely to visit other Arizona destinations, while Giants attendees are the least likely. Respondents older than 45 years of age are more apt to visit other Arizona destinations.

Table 16 Visitation of Other Destinations in Arizona While in Area for Spring Training (Among Out-of-Area Visitors)

	2007 Total	Metro Area		Team					
		Tucson	Phoenix	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Yes	25%	36%	23%	26%	14%	28%	28%	12%	32%
No	75%	64%	77%	74%	86%	72%	72%	88%	68%
	N=1460	N=232	N=1228	N=205	N=221	N=176	N=125	N=143	N=103

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Yes	24%	24%	33%	22%	32%	46%
No	76%	76%	67%	78%	68%	54%
	N=109	N=102	N=60	N=64	N=85	N=69

Question: Have you or will you visit any other destinations in Arizona (in addition to the [Phoenix/Tucson] metro area) while you are here for this year's spring training?

Other Destinations Visited – Three of ten indicate they have or plan to visit metro Tucson during their stay in Arizona. Similarly, nearly two of ten say they have visited or plan to visit metro Phoenix (18%). Another 18% indicate they will visit or have visited Sedona, more often Phoenix attendees (22% versus 4% of Tucson attendees). Nearly one of ten indicate they will visit or have visited the Grand Canyon (8%). No other destination receives “double digit” mention.

Table 16a **Other Destinations Visited**
(Among Out-of-Area Visitors)

	2007 Total	Metro Area		Team					
		Tucson	Phoenix	Chicago Cubs	San Francisco Giants	Seattle Mariners	Los Angeles Angels	San Diego Padres	Arizona Diamondbacks
Metropolitan Tucson	30%	2%	38%	39%	29%	38%	54%	6%	5%
Metropolitan Phoenix	18%	54%	7%	3%	10%	10%	6%	6%	46%
Sedona	18%	4%	22%	26%	29%	20%	12%	18%	3%
Grand Canyon	8%	1%	10%	10%	14%	5%	12%	24%	0%
Prescott	2%	2%	2%	3%	0%	5%	0%	6%	0%
Tombstone	2%	3%	2%	3%	0%	2%	0%	6%	5%
Lake Havasu	2%	2%	1%	0%	0%	0%	3%	6%	0%
Flagstaff	2%	0%	2%	3%	0%	0%	0%	12%	0%
	N=361	N=84	N=278	N=54	N=32	N=49	N=35	N=18	N=33

	Team					
	Oakland Athletics	Texas Rangers	Chicago White Sox	Kansas City Royals	Milwaukee Brewers	Colorado Rockies
Metropolitan Tucson	30%	38%	0%	33%	57%	0%
Metropolitan Phoenix	22%	0%	68%	0%	0%	54%
Sedona	15%	31%	4%	22%	20%	5%
Grand Canyon	4%	3%	0%	11%	16%	4%
Prescott	0%	0%	0%	11%	0%	5%
Tombstone	4%	0%	0%	0%	0%	4%
Lake Havasu	7%	0%	4%	0%	0%	2%
Flagstaff	0%	3%	0%	0%	2%	0%
	N=25	N=25	N=20	N=15	N=27	N=31

Question: Where?

**CACTUS LEAGUE ATTENDEE
TRACKING SURVEY**
(March, 2007)

Appendix

**Survey
Methodology
and Sample
Selection**

This project consists of a 2,406 attendance-balanced respondent, randomly-selected and statistically projectable sample of 2007 Cactus League baseball games in the Tucson and Phoenix metropolitan areas. All interviews were conducted among paid attendees, excluding attendees who were provided their admission free-of-charge.

All interviews for this project were conducted in-person between March 8th and March 26th, 2007 at seven locations in Phoenix and two in Tucson. Interviews were conducted at home games of each of the 12 Cactus League teams. A total of 2,419 interviews (approximately 200 per each home site) were conducted over a two-day period (including 100 weekday and 100 weekend interviews). Interviews were conducted and/or supervised by the FMR field staff, with stadium access facilitated by the Cactus League Association. Interviewing began approximately 30 minutes prior to each game and continued during the game until the quota was met. On average, each interview lasted approximately 6 minutes.

Survey respondents were informed that the study was being conducted “for the Cactus League Baseball Association regarding the economic impacts” of Cactus League baseball. Respondents were also told that “all responses will be kept confidential and used for research purposes only.”

**Statistical
Reliability**

The statistics in this report are subject to a degree of variation that is determined by sample (or sub-sample) size. All research data are subject to a certain amount of variation for this reason. This does not mean that the figures represented in the various tables are wrong. It means that each percentage represents a possible “range” of response. This is because the random sampling process, as well as human behavior itself, can never be perfect. For this sample, the statistical variation is $\pm 2.0\%$ under the most extreme circumstances – with a 95% confidence level. That is, when the percentages shown in the tables are near 50% (the most conservative situation), the actual behavior or attitude may range

from 48.0% to 52.0%. The 95% confidence level means that if the survey were repeated 100 times, in 95 cases the same range of response would result. Those percentages that occur at either extreme (for example, 10% or 90%) are subject to a smaller degree of statistical fluctuation (in this case, $\pm 1.2\%$).

Sub-samples, such as place of residence or team, have a higher degree of statistical fluctuation due to the smaller number of respondents in those groupings.

Confidence Intervals for a Given Percent
(at the 95% confidence level)

N= (Base for %)	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
2,400	1.2%	1.6%	1.8%	2.0%	2.0%
1,000	1.9%	2.5%	2.9%	3.1%	3.2%
500	2.7%	3.6%	4.1%	4.4%	4.5%
400	2.9%	3.9%	4.5%	4.8%	4.9%
300	3.3%	4.5%	5.1%	5.5%	5.7%
250	3.8%	5.0%	5.8%	6.2%	6.3%
200	4.2%	5.5%	6.4%	6.8%	6.9%
150	4.9%	6.6%	7.5%	8.0%	8.2%
100	5.9%	7.8%	9.0%	9.6%	9.8%
50	8.3%	11.1%	12.7%	13.6%	13.9%
25	11.8%	15.7%	18.0%	19.2%	19.6%

Example:

If the table shows that 20% of all respondents (when N=2,400) have a positive or negative attitude about a question category, the chances are 95 out of 100 that the true value is 20% ± 1.6 percentage points; that is, the range of response would be 18.4% to 21.6%.

Significance of Difference Between Percentages
(at the 95% confidence level)

Average of the Bases of Percentages Being Compared	Reported Percentage				
	10 or 90%	20 or 80%	30 or 70%	40 or 60%	50%
500	3.7%	4.9%	5.7%	6.1%	6.2%
250	5.2%	7.1%	8.1%	8.6%	8.8%
200	5.9%	7.8%	8.9%	9.6%	9.8%
150	6.8%	9.1%	10.3%	11.0%	11.3%
100	8.3%	11.0%	12.7%	13.6%	13.9%
50	11.7%	15.7%	18.0%	19.2%	19.7%
25	16.7%	22.2%	25.5%	27.2%	27.7%

Example:

If a table indicates that 35% of Los Angeles Angels attendees have a positive attitude toward a category of response, and that 26% of San Diego Padres attendees have the same attitude, the following procedure should be used to determine if this attitude is due to chance:

The average base is 200 (rounded) for the reported percentages $(210+198)/2=204$. The average of the percentages is 30.0% – $(35+26)/2=30.5\%$. The difference between the percentages is 9%. Since 9% is greater than 8.9% (the figure in the table for this base and this percentage), the chances are 95 out of 100 that the attitude is significantly different between Angels and Padres 2007 Cactus League attendees.

Attendee-Based Expenditure Impact Analysis

This section of our report includes an estimate of out-of-area Cactus League attendees' expenditure impact on the Arizona economy, utilizing the assumptions, calculation methods and other procedures established in the 1998 report. This method of analysis allows for the most direct, "apples-to-apples" comparison between the 1993, 1998, 2003 and 2007 impact estimates.

It is important to note that the tracking projects in this series do not attempt to gauge the total economic impact of the Cactus League, but only the impact of out-of-area attendees' expenditures. Such a total economic impact analysis is beyond the scope of this survey and would take into account a variety of additional economic factors such as tax revenue generation and spending by participating teams, the media, league officials, sponsors and vendors.

Consistent with the 1998 and 2003 studies, these two procedures were followed in the 2007 expenditure impact analysis:

1. **The analysis excludes any expenditures made by local attendees and includes only dollars spent by out-of-area attendees.** Local Cactus League expenditures are excluded from the analysis because it is assumed that spending on entertainment activities such as the Cactus League represents discretionary spending which would be spent on other entertainment areas (such as movies, recreation, dining, etc.) in the absence of the Cactus League.
2. **The analysis of out-of-area attendees expenditures are weighted by the degree of importance of their decision to visit Maricopa or Pima County to attend Cactus League games.** Specifically, if out-of-area attendees indicated the Cactus League was a **primary** reason for visiting Maricopa or Pima County, 100% of their expenditures are included. If it was a **major** reason, 75% of their expenditures are counted – while 25% of expenditures are included if the Cactus League was a **minor** reason for their visit. If out-of-area visitors said the Cactus League was **not a reason** for visiting Maricopa or Pima County, none of their expenditures are counted (for the same reason as stated in item 1 above).

The following displays summarize the Attendee-Based Expenditure Impacts for Maricopa County (Display 1), Pima County (Display 2) and Other Areas of Arizona (Display 3). Display 4 summarizes the overall Attendee-Based Expenditure Impacts for the State of Arizona, including a comparison to the 1993, 1998 and 2003 studies. All four displays include the estimated Direct Expenditures of 2007 Cactus League attendees, as well as the Total Expenditure Impact (utilizing the Regional Input-Output Modeling System [RIMS II] for Arizona prepared by the Regional Economic Analysis Division of the Bureau of Economic Analysis).

It is important to keep in mind key differences between the sample composition of the 2003 study when reviewing the 2007 Attendee-Based Expenditure Impact displays:

- **While total Cactus League attendance has increased from 1,065,381 in 2004 to 1,217,550 in 2007, attendance has declined slightly (for the second study in a row) in Pima County (from 239,941 to 238,047).** This means that 2007 impact projections for Pima County (relative to 2003) are calculated on a smaller “base” of attendees. However, **there are several factors that more than compensate for this attendance dip in Pima County**, including: a higher percentage of out-of-area Pima County attendees (from 39% to 50%); slightly larger out-of-area travel parties (from 1.7 to 1.8); and significantly higher daily spending (from \$168 to \$229).
- **Similarly, overall, the 2007 sample includes a much higher percentage of out-of-area visitors (61%) as compared to the 2003 study (52%).** As mentioned, this is especially true in Pima County (from 39% to 50%) – as well as Maricopa County (from 57% to 63%). Not only are there more out-of-area attendees, but these visitors are spending significantly more each day (from \$210 to \$316) – with a slightly larger travel party (from 1.9 to 2.0 people). In addition, more are staying in a hotel, resort or motel (from 59% to 70%) and report renting a vehicle (from 47% to 52%).
- **Fully two-thirds of out-of-area attendees (the highest percentage recorded to-date) indicate that attending Cactus League spring training games was a “primary reason” for visiting Arizona (up from 58% in 2003)** – particularly in Maricopa County (70% versus 56% in Pima County). This means that a higher percentage of out-of-area expenditures are counted at 100% in the impact analysis.
- The 2007 study incorporates a “new” method of asking the daily expenditure question – probing out-of-area attendees for their per category spending (for lodging, food/beverages, entertainment [excluding spring training games], transportation, retail shopping and other) as opposed to asking for a “lump sum” recollection in prior surveys. This may have increased the reported spending among respondents. However, this new question method does provide a more accurate “picture” of daily spending. In addition, nearly all other key positive measures have increased along with reported spending.

Attendee-Based Expenditure Impact Summary for Maricopa County – As summarized in Display 1, the estimated Direct Expenditures of Cactus League attendees in Maricopa County are \$129,351,227 (up from \$88,276,834 in 2003). These expenditures are based on 120,083 total out-of-area unique travel parties that visited Maricopa County (up from 102,719 in 2003). Consequently, the Total Attendee-Based Expenditure Impact for Maricopa County for the 2007 Cactus League season is \$237,049,059 – reflecting a 46.5% increase from \$161,776,126 in 2003.

Display 1 Attendee-Based Expenditure Impact Summary
(Maricopa County)

Basis For Attendance Calculations

Total attendees ¹	979,503
Total out-of-area attendees (63.75% of total) ²	624,433
Total out-of-area travel parties (2.0 median travel party size) ²	312,217
Total out-of-area unique travel parties (2.6 games per travel party) ²	120,083
A. Number of unique travel parties that stayed at least 1 night and Cactus League <u>PRIMARY</u> reason for visit (100% of impact counted)	82,813
A1. Median <u>daily</u> spending per party	\$367
A2. Median nights in area	3.58
Product A (A x A1 x A2 x 1.00)	\$108,804,688
B. Number of unique travel parties that stayed at least 1 night and Cactus League <u>MAJOR</u> reason for visit (75% of impact counted)	19,560
B1. Median <u>daily</u> spending per party	\$253
B2. Median nights in area	4.46
Product B (B x B1 x B2 x .75)	\$16,553,335
C. Number of unique travel parties that stayed at least 1 night and Cactus League <u>MINOR</u> reason for visit (25% of impact counted)	12,942
C1. Median <u>daily</u> spending per party	\$286
C2. Median nights in area	3.97
Product C (C x C1 x C2 x .25)	\$3,673,651
D. Number of unique travel parties that stayed at least 1 night and Cactus League <u>NOT</u> reason for visit (0% of impact counted)	3,114
Product D	\$0
E. Number of unique travel parties that made day trip only	1,654
E1. Median spending per party, per game	\$138
E2. Median games attended	1.4
Product E (E x E1 x E2)	\$319,553
Grand Total Spending (Sum A + B + C + D + E)	\$129,351,227
Times RIMS II multiplier ³	1.8326
TOTAL ATTENDEE-BASED EXPENDITURE IMPACT	\$237,049,059

¹ Source: Cactus League Baseball Association

² Source: 2007 Cactus League Study

³ The multiplier of 1.8326 is derived using multiplier provided by the Regional Input-Output Modeling System (RIMS II) for Arizona by the Regional Economic Analysis Division of the Bureau of Economic Analysis.

Attendee-Based Expenditure Impact Summary for Pima County – As summarized in Display 2, the total attendees figure for Pima County (238,047) is just slightly (0.79%) lower than 2003 (239,941). However, compared to 2003, there are significantly more out-of-area attendees (from 39% to 50%), resulting in more unique travel parties (from 24,485 to 27,320) – as well as more travel parties that indicate that the Cactus League is a “primary” reason for their visit to Tucson (from 8,467 to 12,258). Direct Expenditures for Pima County in 2007 are estimated to be \$16,748,384 – representing a 72.7% increase from 2003 (\$9,696,812). As a result, the Total Attendee-Based Impact of the 2007 Cactus League season in Pima County is \$30,693,088. This compares to \$17,770,378 in 2003.

Display 2 Attendee-Based Expenditure Impact Summary
(Pima County)

Basis For Attendance Calculations

Total attendees ¹	238,047
Total out-of-area attendees (49.58% of total) ²	118,024
Total out-of-area travel parties (1.8 median travel party size) ²	65,569
Total out-of-area unique travel parties (2.4 games per travel party) ²	27,320
A. Number of unique travel parties that stayed at least 1 night and Cactus League <u>PRIMARY</u> reason for visit (100% of impact counted)	12,258
A1. Median <u>daily</u> spending per party	\$256
A2. Median nights in area	3.63
Product A (A x A1 x A2 x 1.00)	\$11,391,114
B. Number of unique travel parties that stayed at least 1 night and Cactus League <u>MAJOR</u> reason for visit (75% of impact counted)	3,970
B1. Median <u>daily</u> spending per party	\$213
B2. Median nights in area	3.54
Product B (B x B1 x B2 x .75)	\$2,245,095
C. Number of unique travel parties that stayed at least 1 night and Cactus League <u>MINOR</u> reason for visit (25% of impact counted)	3,502
C1. Median <u>daily</u> spending per party	\$170
C2. Median nights in area	5.24
Product C (C x C1 x C2 x .25)	\$779,895
D. Number of unique travel parties that stayed at least 1 night and Cactus League <u>NOT</u> reason for visit (0% of impact counted)	1,869
Product D	\$0
E. Number of unique travel parties that made day trip only	5,721
E1. Median spending per party, per game	\$107
E2. Median games attended	3.81
Product E (E x E1 x E2)	\$2,332,280
Grand Total Spending (Sum A + B + C + D + E)	\$16,748,384
Times RIMS II multiplier ³	1.8326
TOTAL ATTENDEE-BASED EXPENDITURE IMPACT	\$30,693,088

¹ Source: Cactus League Baseball Association

² Source: 2007 Cactus League Study

³ The multiplier of 1.8326 is derived using multiplier provided by the Regional Input-Output Modeling System (RIMS II) for Arizona by the Regional Economic Analysis Division of the Bureau of Economic Analysis.

Expenditure Impact Summary for Other Arizona – Overnight “side-trip” expenditures made by out-of-area 2007 Cactus League attendees to places outside the Phoenix or Tucson metro area (i.e., Flagstaff, Yuma, Nogales, the Grand Canyon, etc.) were based on 21.7% out-of-area travel nights in 1998. The same figure was used to estimate “other Arizona” expenditures in 2007. Applying this 21.7% “side trip” percentage to the 2007 results yields an estimated 29,058 total out-of-state travel parties that traveled outside Maricopa or Pima County (up from 25,581 in 2003) – with Direct Expenditures totaling \$23,481,866. This is nearly double the 2003 estimate (\$12,038,788). The 2007 Total Attendee-Based Impact is \$43,032,868 – an increase of 95.1% from 2003 (\$22,062,283).

Display 3 Attendee-Based Expenditure Impact Summary
(Other Arizona)

Basis For Attendance Calculations

Total attendees ¹	1,217,550
Total out-of-state attendees (57.19% of total) ²	696,317
Total out-of-state travel parties (2.0 median travel party size) ²	348,159
Total out-of-state unique travel parties (2.6 games per travel party) ²	133,907
Total out-of-state unique travel parties that traveled overnight to areas outside Maricopa and Pima (21.7%) ³	29,058
A. Number of unique travel parties traveled to other areas and Cactus League PRIMARY reason for visit (100% of impact counted)	20,013
A1. Median <u>daily</u> spending per party	\$355
A2. Median nights in other areas ³	2.9
Product A (A x A1 x A2 x 1.00)	\$20,603,384
B. Number of unique travel parties that traveled to other areas and Cactus League MAJOR reason for visit (75% of impact counted)	4,818
B1. Median <u>daily</u> spending per party	\$251
B2. Median nights in other areas ³	2.6
Product B (B x B1 x B2 x .75)	\$2,358,170
C. Number of unique travel parties that traveled to other areas and Cactus League MINOR reason for visit (25% of impact counted)	3,255
C1. Median <u>daily</u> spending per party	\$278
C2. Median nights in other areas ³	2.3
Product C (C x C1 x C2 x .25)	\$520,312
D. Number of unique travel parties that traveled to other areas and Cactus League NOT reason for visit (0% of impact counted)	972
Product D	\$0
Grand Total Spending (Sum A + B + C + D)	\$23,481,866
Times RIMS II multiplier ⁴	1.8326
TOTAL ATTENDEE-BASED EXPENDITURE IMPACT	\$43,032,868

¹ Source: Cactus League Baseball Association

² Source: 2007 Cactus League Study

³ Source: 1998 Cactus League Study

⁴ The multiplier of 1.8326 is derived using multiplier provided by the Regional Input-Output Modeling System (RIMS II) for Arizona by the Regional Economic Analysis Division of the Bureau of Economic Analysis.

Expenditure Summary Comparison – As indicated in Display 4, the combined Direct Expenditures of 2007 Cactus League attendees is estimated at \$169,581,477, which yields a Total Attendee-Based Impact of \$310,775,015. These figures represent a 54.1% increase from 2003 – which included Direct Expenditures of \$110,012,434 and a Total Impact of \$201,608,787.

Display 4 Expenditure Summary Comparison

	<u>2007</u>	2003	1998	1993	% Change '03 to '07
<u>DIRECT EXPENDITURES</u>					
Maricopa County	\$129,351,227	\$88,276,834	\$81,740,435	\$48,163,929	+46.5%
Pima County	\$16,748,384	\$9,696,812	\$18,118,713	\$3,855,580	+72.7%
Other Arizona	<u>\$23,481,866</u>	<u>\$12,038,788</u>	<u>\$8,534,308</u>	<u>\$4,047,434</u>	+95.1%
	\$169,581,477	\$110,012,434	\$108,393,456	\$56,066,943	+54.1%
<u>TOTAL EXPENDITURE IMPACT</u>					
(Includes RIMS II multiplier of 1.8326)					
Maricopa County	\$237,049,059	\$161,776,126	\$149,797,521	\$88,265,216	+46.5%
Pima County	\$30,693,088	\$17,770,378	\$33,204,353	\$7,065,736	+72.7%
Other Arizona	<u>\$43,032,868</u>	<u>\$22,062,283</u>	<u>\$15,639,972</u>	<u>\$7,417,328</u>	+95.1%
	\$310,775,015	\$201,608,787	\$198,641,846	\$102,748,280	+54.1%