

## DETAILS OF THE FINDINGS

**Attendee Gender** – Six of ten head of game party 2012 Cactus League attendee respondents are men. This is the case among both local (Phoenix metro residents) and out-of-area (outside the Phoenix metro) attendees. In line with past studies, there continues to be a male skew regardless of team – especially among Reds (66%), Dodgers (66%) and Rockies (68%) attendees. Only among Rangers attendees is there a slight female lean (52%).

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

	2003 Total	2007 Total	<b>2012 Total</b>	Place of Residence	
				Phoenix Metro	Out of Area
Men	63%	70%	<b>60%</b>	61%	60%
Women	37%	30%	<b>40%</b>	39%	40%
	N=2457	N=2406	<b>N=3004</b>	N=1254	N=1750

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Men	58%	62%	62%	66%	58%	68%	63%
Women	42%	38%	38%	34%	42%	32%	37%
	N=330	N=270	N=192	N=108	N=132	N=320	N=135

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Men	63%	66%	58%	57%	65%	55%	56%	48%
Women	37%	34%	42%	43%	35%	45%	44%	52%
	N=228	N=213	N=156	N=102	N=162	N=294	N=180	N=182

**Attendee Age** – The median age of a 2012 Cactus League head of party game attendee is 49.9 years, reflecting some progressive aging from the 2003 (42.8 years) and 2007 (47.0 years) studies. As we found in 2007, the median age of out-of-area attendees (52.5 years) is “older” than Phoenix metro area residents (45.3 years). Median age distribution by team ranges from 44.6 years (Diamondbacks attendees) to 54.8 years (Cubs attendees).

**Table 2**

**Attendee Age  
(Head of Party)**

	1993 Total	1998 Total	2003 Total	2007 Total	<b>2012 Total</b>	Place of Residence	
						Phoenix Metro	Out of Area
24 or younger	7%	8%	12%	7%	<b>6%</b>	8%	4%
25 to 34	24%	16%	19%	17%	<b>15%</b>	20%	12%
35 to 44	32%	24%	22%	21%	<b>18%</b>	21%	16%
45 to 54	18%	19%	18%	21%	<b>22%</b>	19%	24%
55 to 64	10%	17%	16%	19%	<b>23%</b>	18%	26%
65 or older	9%	16%	12%	15%	<b>16%</b>	14%	17%
Refused	-	-	-	-	<b>1%</b>	0%	1%
Median age	40.7	45.9	42.8	47.0	<b>49.9</b>	45.3	52.5
			N=2457	N=2406	<b>N=3004</b>	N=1254	N=1750

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
24 or younger	4%	2%	4%	2%	6%	4%	6%
25 to 34	20%	10%	20%	11%	11%	14%	13%
35 to 44	27%	14%	17%	24%	16%	18%	21%
45 to 54	20%	24%	21%	22%	28%	27%	21%
55 to 64	20%	24%	22%	23%	23%	24%	21%
65 or older	9%	26%	15%	18%	16%	11%	17%
Refused	0%	1%	1%	0%	1%	1%	1%
Median age	44.6	54.8	49.1	50.8	51.2	49.7	49.3
	N=330	N=270	N=192	N=108	N=132	N=320	N=135

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
24 or younger	8%	8%	6%	3%	5%	7%	6%	12%
25 to 34	14%	18%	20%	17%	11%	18%	11%	18%
35 to 44	22%	14%	12%	20%	12%	18%	17%	14%
45 to 54	22%	20%	18%	24%	23%	20%	17%	21%
55 to 64	18%	22%	23%	22%	25%	25%	26%	21%
65 or older	16%	18%	19%	12%	24%	12%	23%	13%
Refused	0%	0%	1%	2%	0%	1%	0%	2%
Median age	48.1	49.9	50.7	49.2	54.7	48.5	54.4	47.7
	N=228	N=213	N=156	N=102	N=162	N=294	N=180	N=182

Question: I have just a few more questions for you to help us classify your survey. First, please stop me when I read the age category you belong to. Are you...

**Attendee Household Income** – Four of ten attendee party heads report annual household incomes greater than \$100,000. This represents a progressive increase from 2003 (23%) and 2007 (35%) levels. As a result, 2012 median household income (\$88,462) is higher than we found in 2007 (\$82,160). This continues to be much higher than 2010 American Community Survey (US Census) median income estimates for the United States (\$50,046) and the State of Arizona (\$46,789). Consistent with the 2007 survey, out-of-area attendees (\$96,538) continue to have a much higher median household income than out-of-area attendees (\$77,500). Still, local attendee median household income (\$77,500) remains much higher than the median household income for all Maricopa County residents (\$50,410).

White Sox attendees have the highest median household income (\$100,000), followed closely by Giants attendees (\$97,692).

**Table 3 Attendee Annual Household Income (Head of Party)**

	1993 Total	1998 Total	2003 Total	2007 Total	2012 Total	Place of Residence	
						Phoenix Metro	Out of Area
Less than \$25,000	13%	10%	9%	5%	<b>4%</b>	6%	2%
\$25,000 to \$39,999	21%	19%	16%	7%	<b>6%</b>	9%	5%
\$40,000 to \$54,999	18%	20%	16%	11%	<b>9%</b>	13%	7%
\$55,000 to \$69,999	16%	17%	13%	14%	<b>12%</b>	14%	10%
\$70,000 to \$84,999	10%	13%	12%	17%	<b>16%</b>	16%	16%
\$85,000 to \$99,999	8%	7%	10%	12%	<b>13%</b>	13%	13%
More than \$100,000	14%	14%	23%	35%	<b>40%</b>	29%	48%
Median income	\$52,900	\$55,900	\$65,400	\$82,160	<b>\$88,462</b>	\$77,500	\$96,538
			N=2195	N=2047	<b>N=2565</b>	N=1096	N=1470

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Less than \$25,000	4%	1%	5%	1%	4%	6%	5%
\$25,000 to \$39,999	8%	6%	6%	8%	5%	8%	6%
\$40,000 to \$54,999	10%	14%	7%	8%	10%	12%	10%
\$55,000 to \$69,999	13%	12%	7%	15%	13%	11%	15%
\$70,000 to \$84,999	18%	20%	12%	15%	15%	14%	10%
\$85,000 to \$99,999	11%	12%	13%	15%	16%	11%	12%
More than \$100,000	35%	34%	49%	39%	38%	39%	42%
Median income	\$82,500	\$82,750	\$100,000	\$88,000	\$87,813	\$83,929	\$90,000
	N=288	N=235	N=162	N=96	N=111	N=272	N=114

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Less than \$25,000	2%	6%	4%	6%	4%	2%	6%	4%
\$25,000 to \$39,999	4%	9%	8%	12%	10%	3%	4%	2%
\$40,000 to \$54,999	9%	11%	10%	9%	10%	2%	9%	10%
\$55,000 to \$69,999	7%	9%	10%	12%	12%	12%	17%	13%
\$70,000 to \$84,999	20%	7%	15%	15%	13%	20%	15%	19%
\$85,000 to \$99,999	15%	13%	16%	12%	15%	13%	16%	9%
More than \$100,000	43%	45%	38%	34%	37%	48%	32%	44%
Median income	\$93,000	\$94,231	\$87,813	\$81,000	\$86,000	\$97,692	\$84,000	\$88,333
	N=204	N=181	N=130	N=77	N=151	N=251	N=154	N=140

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** – Consistent with 2007 findings, more 2012 Cactus League attendees are residents from another state or country (56%) than are residents of the metropolitan Phoenix area (42%). This compares to a mix of 57% out-of-area and 39% “local” (Phoenix or Tucson) area residents in 2007. The balance (2%, down from 4%) are Arizona residents from outside the Phoenix metro area.

Similar to previous findings, out-of-area attendees tend to be older and have higher annual household incomes than their local attendee counterparts.

Which teams attract the most non-local attendees from another state or country? The Giants (68%, down from 74% in 2007), Rockies (63% up from 50% in 2007 when they trained in Tucson) and Dodgers (64%). Meanwhile, the Diamondbacks are the clear leader among local attendees (65%, up from 44% in 2007 when they trained in Tucson) – followed by the Brewers (53%, up from 31%).

Overall, among the unweighted sample, there are 1,439 unique zip codes self-reported by United States resident attendees (182 from metro Phoenix, 50 from elsewhere in Arizona and 1,207 from another state). Refer to the Detailed Table 4b series for a frequency count by zip code.

Among out-of-area attendees, 3% are from another country – primarily Canada (88%). Still, there were other foreign attendees from England, Belgium, Japan, Mexico and Puerto Rico.

**Table 4**

**Place of Residence**

	1993 Total	1998 Total	2003 Total	2007 Total	<b>2012 Total</b>
Metropolitan Phoenix	41% <sup>(1)</sup>	39% <sup>(1)</sup>	48% <sup>(1)</sup>	39% <sup>(1)</sup>	<b>42%</b>
Elsewhere in Arizona	4%	3%	4%	4%	<b>2%</b>
Another state	55% <sup>(2)</sup>	58% <sup>(2)</sup>	48% <sup>(2)</sup>	57% <sup>(2)</sup>	<b>53%</b>
Another country	-	-	-	-	<b>3%</b>
			N=2457	N=2406	<b>N=3004</b>

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Metropolitan Phoenix	65%	46%	33%	45%	36%	34%	38%
Elsewhere in Arizona	1%	1%	5%	1%	5%	3%	1%
Another state	30%	50%	57%	50%	57%	60%	58%
Another country	3%	3%	5%	4%	2%	3%	3%
	N=330	N=270	N=192	N=108	N=132	N=320	N=135

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Metropolitan Phoenix	41%	34%	53%	39%	48%	32%	38%	37%
Elsewhere in Arizona	1%	2%	2%	3%	2%	1%	3%	5%
Another state	54%	62%	44%	57%	48%	62%	57%	56%
Another country	4%	2%	2%	1%	2%	6%	2%	2%
	N=228	N=213	N=156	N=102	N=162	N=294	N=180	N=182

<sup>(1)</sup> Was “Metropolitan Phoenix/Tucson,” depending on where game was held (1993-2007).

<sup>(2)</sup> Was “another state or country” (1993-2007).

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

**Importance of Spring Training on Visitation Decision** – Fully 98% of out-of-area Cactus League attendees indicate that attending spring training games was a reason for visiting metro Phoenix (up from 96% in 2007). As we found in 2007, two-thirds of out-of-area attendees say that attending spring training games was the “primary” reason for their decision to visit metro Phoenix – especially those who watched the Giants (70%), Padres (71%), Brewers (73%) or Royals (78%). Out-of-area attendees who visited Phoenix primarily for spring training games tend to be 25 to 54 – with few differences based on gender.

Unchanged since 2007, just 11% of out-of-area attendees say that spring training was a “minor” reason for visiting the Phoenix area. These tend to be 55 to 64 year-olds and Reds attendees. Only 3% report that spring training was *not* a reason for visiting metro Phoenix, the lowest total recorded to-date (versus 4%-7% in past studies).



**Table 5 Importance of Spring Training on Visitation Decision  
(Among Out-of-Area Visitors)**

	1993 Total	1998 Total	2003 Total	2007 Total	<b>2012 Total</b>
<i>Primary</i> reason	63%	61%	58%	68%	<b>67%</b>
<i>A major</i> reason	16%	19%	18%	16%	<b>20%</b>
<i>A minor</i> reason	14%	14%	18%	12%	<b>11%</b>
<i>Not a reason</i>	7%	6%	7%	4%	<b>3%</b>
			N=1289	N=1466	<b>N=1750</b>

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
<i>Primary</i> reason	65%	69%	69%	56%	64%	66%	78%
<i>A major</i> reason	19%	17%	22%	20%	20%	18%	12%
<i>A minor</i> reason	14%	12%	8%	20%	14%	12%	8%
<i>Not a reason</i>	2%	2%	2%	4%	2%	5%	2%
	N=115	N=147	N=128	N=59	N=85	N=210	N=84

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
<i>Primary</i> reason	66%	67%	73%	67%	71%	70%	60%	65%
<i>A major</i> reason	20%	22%	17%	25%	15%	19%	22%	24%
<i>A minor</i> reason	12%	8%	8%	6%	12%	8%	17%	6%
<i>Not a reason</i>	2%	4%	1%	1%	3%	3%	1%	5%
	N=135	N=141	N=73	N=63	N=83	N=201	N=112	N=115

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

**Length of Stay** – Nearly all out-of-area visitors stayed at least one night in the Phoenix metro area while attending a 2012 Cactus League game (98%). This is the highest total recorded to-date (versus 91%-96% in past studies). What’s more, compared to 2003 (4.9) and 2007 (4.7) findings, the median length of stay has increased to 5.3 nights. This includes a rebound of visitors who stayed 9 nights or more (from 11% in 2007 to 18% now – consistent with 2003 findings). Brewers attendees have the longest median stay (6.6 nights), and Dodgers the shortest (4.3 nights).

Among the rest, 2% of out-of-area attendees report they attended a game as part of a day trip. This represents a progressive decline from a 9% high in 1998.

**Table 6**

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

	1993 Total	1998 Total	2003 Total	2007 Total	<b>2012 Total</b>
Day trip	8%	9%	6%	4%	<b>2%</b>
1 to 2 nights	11%	11%	16%	15%	<b>14%</b>
3 to 4 nights	25%	25%	29%	37%	<b>31%</b>
5 to 6 nights	15%	16%	16%	18%	<b>20%</b>
7 to 8 nights	17%	16%	14%	14%	<b>14%</b>
9 nights or more	24%	23%	19%	11%	<b>18%</b>
Median nights	5.9	5.4	4.9	4.7	<b>5.3</b>
			N=1289	N=1466	<b>N=1750</b>

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Day trip	2%	2%	2%	1%	6%	4%	3%
1 to 2 nights	7%	13%	12%	11%	6%	18%	13%
3 to 4 nights	23%	32%	24%	26%	29%	32%	28%
5 to 6 nights	30%	23%	22%	30%	20%	18%	21%
7 to 8 nights	18%	9%	20%	15%	20%	15%	22%
9 nights or more	21%	21%	20%	17%	19%	13%	14%
Median nights	6.2	5.3	6.1	5.8	5.9	4.8	5.6
	N=115	N=147	N=128	N=59	N=85	N=210	N=84

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Day trip	2%	2%	2%	0%	2%	0%	5%	4%
1 to 2 nights	17%	24%	6%	20%	14%	18%	9%	13%
3 to 4 nights	34%	38%	21%	30%	36%	41%	23%	29%
5 to 6 nights	20%	12%	27%	18%	16%	19%	17%	19%
7 to 8 nights	10%	8%	13%	21%	13%	11%	13%	15%
9 nights or more	17%	16%	31%	11%	20%	11%	32%	20%
Median nights	4.8	4.3	6.6	5.0	4.9	4.6	6.5	5.4
	N=135	N=141	N=73	N=63	N=83	N=201	N=112	N=115

Question: How many nights, in total, will you spend in the metro Phoenix area on this trip?

**Party Trip Spending Patterns** – Out-of-area attendees were asked to estimate daily travel party expenses for various categories of expenditures related to their stay in metro Phoenix for spring training (not counting any expenses at the game in which they were interviewed). Daily spending is summarized as follows:

- **Lodging** (Identical to 2007, 44% report daily lodging expenditures between \$100 and \$199. However, among the rest, a few more say their daily expenditure is \$99 or less [from 19% to 24%] – while fewer are in the \$200+ range [from 37% to 32%]. Consequently, median daily lodging spending has declined somewhat [from \$171.79 to \$159.09].)
- **Food and beverage purchases** (The largest share continue to estimate their daily food and beverage purchases to be \$99 or less [54%, up from 46%], with one-third [unchanged since 2007] in the \$100-\$200 category. Compared to 2007, fewer daily spend \$200+ on food and beverage. This results in \$91.67 median daily spending [down from \$113.33 in 2007].)
- **Entertainment, other than spring training games, including amusement, attraction and recreation fees** (Two-thirds indicate daily spending between \$1 and \$99, up from 56% in 2007. Among the rest, slightly fewer estimate daily spending of \$100 to \$199 [from 29% to 25%] or \$200+ [from 15% to 10%]. Median daily spending is \$76.15, down somewhat from \$89.77 in the 2007 study.)
- **Daily transportation, including gas, taxi, limo, van service and public transportation, as well as car rental** (More overall indicate having daily transportation expenditures [from 75% in 2007 to 87% now] and median spending has increased from \$57.87 to \$61.88. While the vast majority continue to report a daily transportation expenditure of less than \$100 [80%], a few now more estimate their spending to be between \$100 and \$199 [from 9% to 14%].)
- **Retail shopping** (The percentage reporting a daily retail shopping expenditure has increased from 49% to 61%. There is also a slight increase in median daily spending [from \$76.92 to \$79.84] – based on a few more in the \$100-\$199 spending category [from 24% to 27%]. Still, the vast majority have a daily retail shopping expenditure of less than \$100 [62%].)

**Table 7**

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

(2012 N=1750) (2007 N=1467)	Median Spending	\$1- \$99	\$100- \$199	\$200- \$299	\$300 or more	None/Not Sure/Does Not Apply/ Refused
<b>Lodging</b>						
<b>2012</b>	<b>\$159.09</b>	<b>24%</b>	<b>44%</b>	<b>17%</b>	<b>15%</b>	<b>33%</b>
2007	\$171.79	19%	44%	18%	19%	32%
<b>Food and beverage purchases</b>						
<b>2012</b>	<b>\$91.67</b>	<b>54%</b>	<b>32%</b>	<b>9%</b>	<b>5%</b>	<b>4%</b>
2007	\$113.33	46%	33%	11%	10%	9%
<b>Entertainment, other than spring training games, including amusement, attraction and recreation fees</b>						
<b>2012</b>	<b>\$76.15</b>	<b>65%</b>	<b>25%</b>	<b>7%</b>	<b>3%</b>	<b>51%</b>
2007	\$89.77	56%	29%	10%	5%	55%
<b>Daily transportation, including gas, taxi, limo, van service &amp; public transportation, as well as car rental</b>						
<b>2012</b>	<b>\$61.88</b>	<b>80%</b>	<b>14%</b>	<b>4%</b>	<b>2%</b>	<b>13%</b>
2007	\$57.87	86%	9%	3%	2%	25%
<b>Retail shopping</b>						
<b>2012</b>	<b>\$79.84</b>	<b>62%</b>	<b>27%</b>	<b>8%</b>	<b>4%</b>	<b>39%</b>
2007	\$76.92	65%	24%	8%	4%	51%

Question: Now I'd like to ask you about your estimated expenditures during your current stay in the Phoenix 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** – Median room rate is \$112.11 per night, down from \$128.50 in 2007. Compared to 2007, fewer out-of-area visitors report a nightly room rate between \$101 and \$150 (from 34% to 27%) – while a higher percentage are in the \$51 to \$100 category (from 28% to 34%). The median room rate ranges from \$92.86 (among Rangers attendees) to \$135.21 (among Athletics attendees).

**Table 7a** **Room Rate Per Night**  
(Among Out-of-Area Visitors)

	2007 Total	2012 Total
\$1 to \$50	3%	10%
\$51 to \$100	28%	34%
\$101 to \$150	34%	27%
\$151 to \$200	19%	16%
\$201 or more	17%	13%
Median room rate	\$128.50	\$112.11
	N=867	N=1095

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
\$1 to \$50	9%	7%	5%	11%	12%	9%	10%
\$51 to \$100	38%	24%	32%	30%	32%	43%	42%
\$101 to \$150	29%	40%	31%	27%	25%	23%	15%
\$151 to \$200	18%	22%	13%	17%	26%	10%	22%
\$201 or more	6%	7%	18%	16%	5%	16%	11%
Median room rate	\$106.17	\$124.75	\$121.97	\$117.67	\$113.00	\$98.67	\$98.62
	N=68	N=97	N=77	N=38	N=51	N=112	N=55

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
\$1 to \$50	10%	12%	13%	16%	8%	7%	12%	14%
\$51 to \$100	40%	31%	39%	21%	43%	25%	38%	43%
\$101 to \$150	27%	23%	31%	19%	31%	28%	26%	23%
\$151 to \$200	13%	25%	8%	21%	12%	16%	10%	16%
\$201 or more	10%	8%	8%	22%	6%	23%	14%	4%
Median room rate	\$101.00	\$116.22	\$98.44	\$135.21	\$99.84	\$133.14	\$101.00	\$92.86
	N=90	N=102	N=47	N=46	N=53	N=146	N=69	N=44

Question: Room rate/night paid?

**Number of Rooms Rented** – As we found in 2007, eight of ten out-of-area visitors with a daily lodging expenditure rent one room. An additional 12% rent two rooms. Royals (40%) and Athletics (38%) are more likely to rent two or more rooms per night.

**Table 7b** **Number of Rooms Rented**  
(Among Out-of-Area Visitors)

	2007 Total	2012 Total
1	81%	<b>78%</b>
2	12%	<b>12%</b>
3	3%	<b>2%</b>
4	1%	<b>2%</b>
5	1%	<b>3%</b>
6 or more	2%	<b>3%</b>
	N=884	N=1124

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
1	81%	88%	71%	91%	77%	89%	60%
2	11%	12%	19%	8%	6%	3%	19%
3	3%	0%	6%	0%	6%	3%	1%
4	3%	0%	0%	0%	2%	1%	0%
5	0%	0%	1%	2%	4%	1%	16%
6 or more	3%	0%	4%	0%	5%	3%	4%
	N=74	N=93	N=86	N=35	N=55	N=117	N=55

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
1	76%	89%	81%	62%	74%	76%	68%	74%
2	14%	10%	16%	18%	16%	16%	11%	16%
3	2%	0%	0%	4%	3%	1%	4%	6%
4	1%	1%	2%	4%	0%	2%	4%	2%
5	1%	0%	0%	5%	4%	3%	4%	2%
6 or more	6%	0%	2%	7%	3%	2%	8%	0%
	N=91	N=100	N=45	N=50	N=59	N=143	N=71	N=49

Question: Number of rooms at that rate?

**Party Trip Daily Expenditures** – One-half of out-of-area visitors have cumulative daily expenditures of \$300 or more (down slightly from 53% in 2007), including 22% with \$500+ in daily expenses. Among all out-of-area visitors, the median party trip daily expenditure is \$300. This is down somewhat from the 2007 study (\$316), but still much higher than 2003 cumulative daily spending (\$210). Median daily spending varies from \$215 for Padres attendees to \$489 for Athletics attendees.

**Table 7c** **Party Trip Daily Expenditures**  
(Among Out-of-Area Visitors)

	1998 Total	2003 Total	2007 Total	<b>2012 Total</b>
Under \$99.99	21%	20%	10%	<b>9%</b>
\$100.00 to \$199.99	29%	28%	17%	<b>21%</b>
\$200.00 to \$299.99	20%	20%	20%	<b>20%</b>
\$300.00 to \$499.99	19%	18%	27%	<b>28%</b>
\$500.00 or more	11%	15%	26%	<b>22%</b>
Median daily spending	\$201	\$210	\$316	<b>\$300</b>
		N=1200	N=1373	<b>N=1700</b>

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Under \$99.99	11%	8%	9%	12%	6%	8%	8%
\$100.00 to \$199.99	20%	20%	27%	18%	25%	18%	16%
\$200.00 to \$299.99	21%	25%	12%	22%	26%	17%	22%
\$300.00 to \$499.99	27%	35%	19%	36%	25%	32%	28%
\$500.00 or more	22%	12%	34%	12%	18%	26%	26%
Median daily spending	\$290	\$288	\$321	\$291	\$273	\$344	\$329
	N=113	N=144	N=122	N=58	N=79	N=202	N=81

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Under \$99.99	10%	7%	11%	3%	11%	7%	8%	12%
\$100.00 to \$199.99	21%	21%	33%	11%	36%	16%	21%	19%
\$200.00 to \$299.99	13%	26%	21%	18%	20%	18%	24%	29%
\$300.00 to \$499.99	38%	33%	23%	19%	22%	30%	24%	24%
\$500.00 or more	18%	13%	13%	49%	11%	30%	23%	16%
Median daily spending	\$332	\$285	\$229	\$489	\$215	\$360	\$288	\$266
	N=132	N=137	N=71	N=61	N=81	N=201	N=106	N=110



**Party Trip Total Expenditures** – The median party trip total expenditure has increased from \$1,430 in 2007 to \$1,542 in 2012. This is primarily due to longer median stays (5.3 nights, up from 4.7 nights – see Table 6). Compared to 2007, there are also more “big” spenders with \$5,000 or more inn total trip expenditures (from 7% to 12%). Median total trip expenditures by home team game attended range from \$1,132 for the Dodgers to \$2,353 for the Mariners.

**Table 7d**

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

	2007 Total	2012 Total
Under \$199.99	3%	2%
\$200.00 to \$399.99	8%	7%
\$400.00 to \$599.99	8%	6%
\$600.00 to \$799.99	8%	8%
\$800.00 to \$999.99	8%	8%
\$1,000.00 to \$1,499.99	18%	18%
\$1,500.00 to \$1,999.99	14%	12%
\$2,000.00 to \$2,999.99	14%	15%
\$3,000.00 to \$4,999.99	12%	11%
\$5,000 or more	7%	12%
Median daily spending	\$1,430	\$1,542
	N=1375	N=1702

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Under \$199.99	5%	0%	2%	4%	1%	3%	2%
\$200.00 to \$399.99	5%	6%	6%	3%	7%	10%	3%
\$400.00 to \$599.99	5%	9%	4%	9%	2%	5%	6%
\$600.00 to \$799.99	5%	8%	10%	5%	6%	7%	11%
\$800.00 to \$999.99	4%	10%	4%	14%	5%	5%	11%
\$1,000.00 to \$1,499.99	9%	20%	18%	11%	16%	21%	16%
\$1,500.00 to \$1,999.99	14%	12%	12%	19%	23%	13%	14%
\$2,000.00 to \$2,999.99	23%	14%	14%	17%	15%	17%	15%
\$3,000.00 to \$4,999.99	18%	8%	12%	7%	12%	13%	10%
\$5,000 or more	11%	12%	18%	11%	12%	6%	13%
Median daily spending	\$2,130	\$1,425	\$1,750	\$1,605	\$1,783	\$1,476	\$1,536
	N=113	N=144	N=125	N=58	N=79	N=202	N=81

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Under \$199.99	3%	2%	4%	2%	5%	2%	0%	1%
\$200.00 to \$399.99	5%	11%	5%	4%	9%	6%	8%	8%
\$400.00 to \$599.99	7%	13%	4%	1%	10%	6%	5%	8%
\$600.00 to \$799.99	8%	12%	3%	7%	13%	10%	6%	8%
\$800.00 to \$999.99	16%	7%	8%	7%	10%	8%	5%	11%
\$1,000.00 to \$1,499.99	18%	19%	23%	17%	17%	25%	10%	21%
\$1,500.00 to \$1,999.99	8%	11%	11%	7%	9%	11%	10%	7%
\$2,000.00 to \$2,999.99	15%	12%	9%	20%	12%	10%	17%	16%
\$3,000.00 to \$4,999.99	11%	5%	17%	14%	7%	13%	14%	6%
\$5,000 or more	10%	9%	15%	21%	7%	8%	25%	14%
Median daily spending	\$1,306	\$1,132	\$1,636	\$2,250	\$1,088	\$1,360	\$2,353	\$1,333
	N=132	N=137	N=71	N=61	N=80	N=201	N=106	N=110

**Accommodations** – More than six of ten out-of-area attendees who spend at least one night in the Phoenix metro for spring training games stay at a hotel, resort or motel (63%). This is down from the all-time high recorded in 2007 (70%), but consistent with previous findings (59%-64%). Among the rest, slightly more stay in a private home as a guest (from 21% in 2007 to 23% now) or rental home, apartment or condominium (from 6% to 11%) – while RV park or campground usage is unchanged at 3%.

Teams with out-of-area attendees with the highest hotel usage include the Giants, Athletics and Dodgers (72%-74%). Hotel patronage is greatest among high income households (\$100,000+), but consistent among those who earn between \$25,000 to \$99,999. As we found in 2007, hotel usage is directly related to perceived importance of spring training to the decision to travel to metro Phoenix.

Consistent with 2007 findings, younger out-of-area attendees and lower income households are more likely to stay in a private home as a guest – as are Rangers attendees (38%). Meanwhile, older attendees and Diamondbacks or Brewers attendees are more likely to stay in a rental home, apartment or condominium.

**Table 8**

**Accommodations  
(Among Out-of-Area Visitors)**

	1993 Total	1998 Total	2003 Total	2007 Total	<b>2012 Total</b>
Hotel, resort or motel	63%	64%	59%	70%	<b>63%</b>
Private home as a guest	25%	22%	30%	21%	<b>23%</b>
Rental home, apartment or condominium	7%	6%	5%	6%	<b>11%</b>
RV park or campground	6%	8%	6%	3%	<b>3%</b>
			N=1218	N=1396	<b>N=1707</b>

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Hotel, resort or motel	50%	65%	61%	56%	60%	64%	62%
Private home as a guest	25%	26%	24%	28%	19%	22%	22%
Rental home, apartment or condominium	21%	4%	14%	14%	15%	13%	12%
RV park or campground	4%	5%	2%	2%	7%	2%	4%
	N=113	N=144	N=125	N=59	N=80	N=202	N=82

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Hotel, resort or motel	66%	74%	59%	72%	65%	72%	56%	50%
Private home as a guest	25%	17%	22%	14%	23%	18%	21%	38%
Rental home, apartment or condominium	7%	7%	20%	10%	10%	7%	15%	8%
RV park or campground	3%	2%	0%	4%	2%	3%	8%	4%
	N=132	N=137	N=71	N=63	N=82	N=201	N=106	N=110

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

**Vehicle Rental** – Generally consistent with prior studies, one-half of out-of-area attendees rent a car, truck or van during their stay in metro Phoenix. The incidence of renting a vehicle is directly related to household income and highest among 35 to 54 year-olds – as well as Reds (60%), Giants (60%) or Brewers (63%) attendees.

**Table 9** **Vehicle Rental**  
(Among Out-of-Area Visitors)

	1993 Total	1998 Total	2003 Total	2007 Total	<b>2012 Total</b>
Yes	49%	48%	47%	52%	<b>50%</b>
No	51%	52%	53%	48%	<b>50%</b>
			N=1289	N=1461	<b>N=1750</b>

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Yes	53%	52%	59%	60%	51%	40%	54%
No	47%	48%	41%	40%	49%	60%	46%
	N=115	N=147	N=128	N=59	N=85	N=210	N=84

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Yes	51%	34%	63%	50%	35%	60%	48%	44%
No	49%	66%	37%	50%	65%	40%	52%	56%
	N=135	N=141	N=73	N=63	N=83	N=201	N=112	N=115

Question: Are you renting a vehicle during your stay in the metro Phoenix area?

**Travel Party Size** – Nearly two-thirds of out-of-area travel parties (63%) include one (12%) or two (51%) **adults**, while one of four include three or four adult members (Table 10-1).

About one of four out-of-area travel parties include at least one **child under 18** (23%) – typically one (9%) or two (8%) (Table 10-2). Out-of-area Diamondbacks attendees are especially likely to include at least one child in their travel party (42%).

As summarized in Table 10-3, and consistent with past studies, the **total** (adults plus children) out-of-area median travel party size is 2.0 people (Table 10-3). Highly consistent with the 2007 survey, a slight majority of total travel parties (51%) include one (10%) or two (41%) persons – with the balance having 3 to 4 (28%) or 5+ (21%) people. The Giants have the biggest median out-of-area total party size (3.0 people).

**Table 10-1**  
**Travel Party Size**  
(Among Out-of-Area Visitors)  
(Adults)

	<b>2012 Total</b>	Team						
		Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
1 adult	<b>12%</b>	12%	6%	12%	16%	15%	14%	20%
2 adults	<b>51%</b>	58%	72%	46%	57%	51%	51%	42%
3 to 4 adults	<b>24%</b>	16%	18%	26%	20%	23%	24%	22%
5 or more adults	<b>13%</b>	14%	4%	16%	6%	11%	10%	17%
	<b>N=1750</b>	N=115	N=147	N=128	N=59	N=85	N=210	N=84

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
1 adult	8%	16%	7%	12%	18%	8%	9%	15%
2 adults	52%	49%	52%	40%	50%	40%	48%	50%
3 to 4 adults	27%	23%	21%	35%	22%	28%	24%	26%
5 or more adults	13%	12%	19%	13%	10%	23%	19%	10%
	N=135	N=141	N=73	N=63	N=83	N=201	N=112	N=115

Question: Including yourself, how many people – adults and children – are in your traveling party to the metro Phoenix area?

**Table 10-2**

**Travel Party Size**  
 (Among Out-of-Area Visitors)  
 (Children Under 18)

	<b>2012 Total</b>	Team						
		Arizona Diamond-backs	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
No children	<b>77%</b>	58%	80%	79%	74%	88%	68%	79%
1 child	<b>9%</b>	10%	7%	9%	8%	5%	14%	9%
2 children	<b>8%</b>	12%	8%	5%	9%	3%	10%	7%
3 to 4 children	<b>4%</b>	7%	5%	4%	9%	3%	7%	4%
5 or more children	<b>2%</b>	12%	0%	3%	0%	1%	1%	1%
	<b>N=1750</b>	N=115	N=147	N=128	N=59	N=85	N=210	N=84

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
No children	79%	85%	82%	83%	86%	71%	88%	76%
1 child	8%	6%	7%	10%	7%	13%	1%	8%
2 children	9%	4%	6%	4%	4%	11%	7%	12%
3 to 4 children	2%	2%	3%	2%	3%	4%	4%	3%
5 or more children	1%	2%	1%	1%	0%	1%	0%	1%
	N=135	N=141	N=73	N=63	N=83	N=201	N=112	N=115

Question: Including yourself, how many people – adults and children – are in your traveling party to the metro Phoenix area?

**Table 10-3**

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

	1993 Total	1998 Total	2003 Total	2007 Total	<b>2012 Total</b>
1 person	12%	10%	11%	8%	<b>10%</b>
2 people	40%	48%	44%	43%	<b>41%</b>
3 to 4 people	30%	27%	31%	29%	<b>28%</b>
5 or more people	18%	15%	14%	20%	<b>21%</b>
Median party size	1.9	1.8	1.9	2.0	<b>2.0</b>
			N=1287	N=1464	<b>N=1750</b>

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
1 person	10%	3%	12%	14%	12%	9%	13%
2 people	44%	56%	35%	43%	46%	39%	38%
3 to 4 people	18%	33%	30%	24%	26%	30%	27%
5 or more people	28%	8%	23%	19%	16%	22%	22%
Median party size	1.9	1.8	2.2	1.8	1.8	2.1	2.0
	N=115	N=147	N=128	N=59	N=85	N=210	N=84

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
1 person	4%	14%	7%	12%	16%	5%	8%	11%
2 people	44%	42%	44%	34%	45%	30%	40%	40%
3 to 4 people	30%	27%	26%	34%	24%	29%	30%	33%
5 or more people	22%	17%	24%	21%	15%	36%	22%	16%
Median party size	2.1	1.9	2.0	2.2	1.8	3.0	2.1	2.0
	N=135	N=141	N=73	N=63	N=83	N=201	N=112	N=115

Question: Including yourself, how many people – adults and children – are in your traveling party to the metro Phoenix area?



**Game Party Size** – Among all attendees (local and out-of-area), more than seven of ten game parties (72%) include 2 (44%) or 3 to 4 (28%) **adults** (Table 11-1). Just 13% are single-person, adult-only attendees. A slightly larger share of game parties include 5+ adults (15%), more often Giants attendees.

One of four game parties (both local and out-of-area) include at least one **child under 18**, most often one (10%) or two (8%) children (Table 11-2). Rockies (34%), Rangers (32%) and Diamondbacks (32%) game parties are most likely to include at least one child under the age of 18.

The **total** (adults plus children) median game party size is 2.3 persons (Table 11-3), unchanged since the 2007 study. As we have found in the past, nine of ten game parties include at least two people, and a majority (54%) are comprised of three or more persons. As we found in 2007, the median total travel party size of local attendees (2.3) is slightly larger than out-of-area attendees (2.2). The Giants have the highest median game party (2.8), while the Reds and Padres have the lowest (1.8 each).

**Table 11-1**

**Game Party Size  
(Adults)**

	<b>2012 Total</b>	Place of Residence	
		Phoenix Metro	Out of Area
1 adult	<b>13%</b>	16%	11%
2 adults	<b>44%</b>	39%	48%
3 to 4 adults	<b>28%</b>	29%	26%
5 or more adults	<b>15%</b>	16%	15%
	<b>N=3004</b>	N=1254	N=1750

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
1 adult	9%	9%	12%	16%	18%	11%	26%
2 adults	43%	53%	43%	55%	40%	49%	41%
3 to 4 adults	30%	30%	27%	23%	32%	26%	22%
5 or more adults	17%	8%	19%	6%	11%	14%	11%
	N=330	N=270	N=192	N=108	N=132	N=320	N=135

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
1 adult	14%	14%	18%	9%	18%	8%	12%	13%
2 adults	38%	44%	37%	44%	45%	39%	42%	50%
3 to 4 adults	26%	26%	28%	31%	25%	29%	30%	26%
5 or more adults	22%	16%	17%	16%	12%	24%	16%	11%
	N=228	N=213	N=156	N=102	N=162	N=294	N=180	N=182

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

**Table 11-2**

**Game Party Size  
(Children Under 18)**

	<b>2012 Total</b>	Place of Residence	
		Phoenix Metro	Out of Area
No children	<b>76%</b>	76%	76%
1 child	<b>10%</b>	11%	9%
2 children	<b>8%</b>	9%	8%
3 to 4 children	<b>4%</b>	3%	4%
5 or more children	<b>2%</b>	2%	2%
	<b>N=3004</b>	N=1254	N=1750

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
No children	68%	82%	74%	74%	84%	66%	79%
1 child	11%	8%	9%	12%	8%	13%	7%
2 children	11%	6%	9%	7%	3%	12%	8%
3 to 4 children	6%	4%	5%	5%	4%	8%	4%
5 or more children	4%	0%	2%	2%	1%	2%	2%
	N=330	N=270	N=192	N=108	N=132	N=320	N=135

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
No children	84%	77%	81%	80%	82%	76%	82%	68%
1 child	8%	13%	8%	11%	8%	12%	4%	11%
2 children	6%	6%	8%	7%	6%	8%	10%	14%
3 to 4 children	2%	2%	3%	2%	3%	4%	3%	4%
5 or more children	1%	2%	1%	1%	2%	1%	1%	3%
	N=228	N=213	N=156	N=102	N=162	N=294	N=180	N=182

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

**Table 11-3**

**Game Party Size  
(Total Party)**

	1993 Total	1998 Total	2003 Total	2007 Total	<b>2012 Total</b>	Place of Residence	
						Phoenix Metro	Out of Area
1 person	10%	10%	10%	7%	<b>10%</b>	12%	8%
2 people	36%	44%	36%	38%	<b>36%</b>	33%	39%
3 to 4 people	36%	28%	34%	32%	<b>31%</b>	32%	31%
5 or more people	18%	18%	20%	22%	<b>23%</b>	24%	23%
Median party size	2.2	1.9	3.1	2.3	<b>2.3</b>	2.3	2.2
			N=2449	N=2406	<b>N=3004</b>	N=1254	N=1750

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
1 person	4%	6%	9%	11%	16%	6%	20%
2 people	35%	44%	35%	48%	34%	38%	34%
3 to 4 people	30%	37%	29%	26%	32%	29%	31%
5 or more people	30%	13%	26%	16%	18%	26%	15%
Median party size	2.7	2.0	2.4	1.8	2.0	2.4	1.9
	N=330	N=270	N=192	N=108	N=132	N=320	N=135

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
1 person	12%	10%	15%	9%	16%	5%	11%	9%
2 people	31%	38%	30%	36%	40%	32%	34%	36%
3 to 4 people	30%	34%	32%	31%	28%	32%	34%	33%
5 or more people	28%	18%	23%	24%	17%	32%	21%	21%
Median party size	2.5	2.1	2.3	2.3	1.8	2.8	2.3	2.3
	N=228	N=213	N=156	N=102	N=162	N=294	N=180	N=182

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

**Number of Games Attended** – Consistent with the 2007 study, a slight majority (51%) indicate that they intended to attend two (20%), three (18%) or four (13%) spring training games in metro Phoenix during the 2012 Cactus League season. There are slightly more single-game attendees (19%, up from 16% in 2007), which is offset by an increase in the percentage of attendees who said they will attend 5+ games (29%, up from 27%). The median games attended in 2012 is 2.6, which is highly consistent with the last three studies (2.6-2.8). Median game attendance is slightly higher among out-of-area attendees (2.7) as compared to local residents (2.5). One of four local residents say they attended just one 2012 spring training game (up from 18% in 2007). The range of median game attendance is from 1.9 for the Cubs to 3.0 for the Mariners.

**Table 12**

**Number of Games Attended**

	1993 Total	1998 Total	2003 Total	2007 Total	2012 Total	Place of Residence	
						Phoenix Metro	Out of Area
1 game	16%	17%	19%	16%	<b>19%</b>	24%	16%
2 games	17%	20%	19%	21%	<b>20%</b>	18%	21%
3 games	16%	17%	17%	20%	<b>18%</b>	17%	19%
4 games	14%	13%	10%	13%	<b>13%</b>	11%	14%
5 games	10%	9%	9%	8%	<b>9%</b>	8%	10%
6 to 10 games	18%	15%	16%	14%	<b>14%</b>	15%	13%
More than 10 games	9%	9%	9%	5%	<b>6%</b>	6%	6%
Don't know/No answer/Refused	-	-	-	3%	<b>1%</b>	0%	1%
Median games	3.1	2.8	2.7	2.6	<b>2.6</b>	2.5	2.7
			N=2444	N=2406	<b>N=3004</b>	N=1254	N=1750

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
1 game	22%	22%	19%	17%	19%	24%	17%
2 games	19%	30%	20%	23%	16%	18%	13%
3 games	20%	16%	16%	19%	16%	20%	24%
4 games	13%	11%	9%	10%	12%	14%	12%
5 games	10%	6%	12%	12%	12%	7%	11%
6 to 10 games	9%	9%	19%	10%	18%	14%	18%
More than 10 games	7%	7%	5%	9%	8%	3%	4%
Don't know/No answer/Refused	0%	0%	1%	0%	1%	0%	1%
Median games	2.4	1.9	2.7	2.5	2.9	2.4	2.8
	N=330	N=270	N=192	N=108	N=132	N=320	N=135

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
1 game	14%	22%	20%	18%	17%	18%	13%	19%
2 games	23%	21%	17%	14%	22%	18%	21%	16%
3 games	20%	15%	17%	23%	16%	23%	15%	16%
4 games	16%	13%	11%	19%	11%	14%	16%	14%
5 games	6%	8%	5%	9%	10%	10%	12%	12%
6 to 10 games	12%	16%	19%	15%	18%	11%	15%	19%
More than 10 games	8%	4%	10%	1%	6%	5%	6%	2%
Don't know/No answer/Refused	1%	0%	1%	1%	0%	1%	2%	1%
Median games	2.6	2.5	2.8	2.8	2.7	2.6	3.0	2.9
	N=228	N=213	N=156	N=102	N=162	N=294	N=180	N=182

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

**Party Game Spending Patterns** – Median party game spending (including gas, tickets, food, drink and the like) continues to increase progressively, from \$66.30 in 2003 to \$102.91 in 2007 to \$116.67 in 2012. As we have found in previous studies, median party game spending is higher among out-of-area attendees (\$126.67) as compared to local attendees (\$108.42). Still, compared to 2007, median party game spending is higher for both out-of-area (from \$110.31 to \$126.67) and local (from \$76.99 to \$108.42) attendees. In addition, median party per game spending is over \$100 regardless of team. Median party game spending ranges from \$100.00 for the Athletics to \$202.26 for the Giants.

**Table 13 Party Game Spending Patterns**

	1998 Total	2003 Total	2007 Total	2012 Total	Place of Residence	
					Phoenix Metro	Out of Area
Under \$20.00	5%	5%	2%	<b>1%</b>	1%	1%
\$20.00 to \$39.99	23%	22%	8%	<b>6%</b>	8%	5%
\$40.00 to \$59.99	9%	8%	18%	<b>12%</b>	14%	10%
\$60.00 to \$79.99	22%	23%	14%	<b>12%</b>	14%	10%
\$80.00 to \$99.99	8%	6%	4%	<b>4%</b>	5%	4%
\$100.00 to \$119.99	7%	8%	15%	<b>18%</b>	19%	18%
\$120.00 to \$139.99	7%	8%	4%	<b>5%</b>	5%	6%
\$140.00 to \$159.99	3%	3%	7%	<b>10%</b>	9%	10%
\$160.00 to \$199.99	3%	3%	1%	<b>3%</b>	2%	3%
\$200.00 or more	13%	13%	25%	<b>29%</b>	22%	34%
Median spending	\$64.81	\$66.30	\$102.91	<b>\$116.67</b>	\$108.42	\$126.67
		N=2425	N=2330	<b>N=2980</b>	N=1240	N=1740

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Under \$20.00	1%	0%	2%	2%	0%	2%	2%
\$20.00 to \$39.99	8%	3%	6%	8%	14%	5%	8%
\$40.00 to \$59.99	14%	11%	9%	17%	18%	14%	15%
\$60.00 to \$79.99	12%	10%	10%	11%	13%	10%	11%
\$80.00 to \$99.99	5%	3%	4%	4%	2%	3%	9%
\$100.00 to \$119.99	22%	16%	12%	21%	21%	26%	15%
\$120.00 to \$139.99	9%	10%	3%	6%	4%	3%	3%
\$140.00 to \$159.99	10%	14%	13%	8%	9%	8%	9%
\$160.00 to \$199.99	2%	6%	2%	0%	2%	2%	3%
\$200.00 or more	18%	28%	39%	24%	17%	30%	25%
Median spending	\$109.09	\$134.00	\$146.15	\$107.62	\$102.86	\$112.31	\$106.67
	N=328	N=269	N=191	N=107	N=130	N=314	N=133

-Table 13 continued on next page-

**Table 13 (Cont'd)**

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Under \$20.00	0%	1%	0%	2%	2%	2%	2%	2%
\$20.00 to \$39.99	3%	4%	9%	7%	9%	4%	8%	9%
\$40.00 to \$59.99	6%	8%	19%	23%	16%	4%	8%	9%
\$60.00 to \$79.99	10%	13%	12%	13%	16%	8%	13%	16%
\$80.00 to \$99.99	8%	2%	6%	5%	4%	4%	5%	5%
\$100.00 to \$119.99	18%	18%	18%	10%	17%	12%	21%	19%
\$120.00 to \$139.99	5%	6%	4%	3%	5%	4%	4%	3%
\$140.00 to \$159.99	10%	12%	11%	11%	9%	6%	12%	8%
\$160.00 to \$199.99	3%	2%	1%	3%	3%	2%	4%	3%
\$200.00 or more	37%	32%	20%	22%	19%	53%	22%	25%
Median spending	\$140.00	\$133.33	\$104.44	\$100.00	\$103.53	\$202.26	\$113.33	\$109.47
	N=227	N=212	N=155	N=102	N=160	N=293	N=179	N=181

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..



**Number of Arizona Spring Training Seasons Attended** – New to the current study, all attendees were asked how many Arizona spring training seasons they have attended (not including the 2012 season). Two of ten indicate are first time attendees, who have not gone to Arizona spring training games in the past. These are most likely to be out-of-area visitors (25% versus 12% of locals) and Royals attendees (36%). Among the rest, one of four have attended one or two seasons (13% each) – while three of ten have attended for 6+ seasons (including 14% more than ten seasons). The median number of seasons attended is 2.3, which is much higher for locals (3.3) than out-of-area visitors (1.7). The Padres have the highest median seasons attended (3.2), while the Dodgers and the White Sox have the lowest (1.7 each).

**Table 14 Number of Arizona Spring Training Seasons Attended  
(Not Including Current Season)**

	2012 Total	Place of Residence	
		Phoenix Metro	Out of Area
None	20%	12%	25%
1 season	13%	10%	16%
2 seasons	13%	12%	13%
3 seasons	12%	14%	12%
4 seasons	7%	6%	7%
5 seasons	6%	7%	5%
6 to 10 seasons	15%	20%	12%
More than 10 seasons	14%	19%	10%
Don't know/No answer/Refused	1%	1%	0%
Median seasons	2.3	3.3	1.7
	N=3004	N=1254	N=1750

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
None	10%	18%	23%	24%	23%	22%	36%
1 season	15%	12%	17%	10%	12%	10%	4%
2 seasons	12%	12%	15%	15%	16%	15%	12%
3 seasons	15%	13%	9%	12%	10%	10%	11%
4 seasons	5%	4%	6%	12%	8%	6%	8%
5 seasons	8%	8%	5%	4%	5%	4%	4%
6 to 10 seasons	18%	15%	9%	12%	14%	16%	14%
More than 10 seasons	16%	18%	14%	10%	12%	16%	10%
Don't know/No answer/ Refused	0%	1%	1%	1%	0%	2%	1%
Median seasons	2.9	2.6	1.7	2.1	1.9	2.3	1.8
	N=330	N=270	N=192	N=108	N=132	N=320	N=135

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
None	20%	26%	25%	16%	16%	20%	13%	17%
1 season	11%	16%	10%	18%	14%	15%	16%	10%
2 seasons	16%	12%	10%	10%	8%	11%	9%	17%
3 seasons	18%	16%	7%	7%	10%	14%	14%	11%
4 seasons	6%	6%	6%	14%	10%	4%	11%	6%
5 seasons	5%	4%	8%	6%	5%	6%	7%	9%
6 to 10 seasons	12%	11%	20%	17%	20%	14%	18%	18%
More than 10 seasons	10%	9%	12%	11%	16%	16%	12%	11%
Don't know/No answer/ Refused	1%	1%	2%	0%	0%	1%	0%	1%
Median seasons	2.2	1.7	2.7	2.9	3.2	2.3	2.9	2.5
	N=228	N=213	N=156	N=102	N=162	N=294	N=180	N=182

Question: How many Arizona spring training seasons have you attended (not including this season)?

**Other Activities Participated In During Trip** – The most popular activities participated in by out-of-area attendees during their stay in the metro Phoenix area for spring training games include:

- **Shopping** (31%, up from 29% in 2007. This continues to be the most popular non-baseball related activity, particularly among women, higher income households and Athletics attendees.)
- **Fine dining** (30%, up from 25% in 2007. Especially popular among out-of-area Giants and Athletics attendees.)
- **Sightseeing/Touring** (28%, up slightly from 26% in 2007. Women, those 55+ and Cubs or Brewers attendees are more likely to engage in sightseeing.)
- **Visit family/friends** (27%, up from 21% in 2007. Popular regardless of gender, age [slightly lower only the youngest attendees] or household income. Highest among Rockies attendees.)

**Other activities participated in by out-of-area attendees during their visit include the following:**

- **Golf** (14%, down from 21%)
- **Night life** (13%, down from 18%)
- **Visit casinos/gambling** (11%, up from 8%)
- **Hiking/Biking** (8%, up from 6%)
- **Sporting (non-baseball) events** (8%, up from 6%)
- **Visit museums/art galleries** (7%, down slightly from 8%)
- **Visit national/state parks** (5%, down from 7%)
- **Visit historic sites** (unchanged at 5%)
- **Visit a winery/brewery** (5%, new to the 2012 study)

Nearly two of ten out-of-area visitors indicate that they would not participate in any other activities during their stay in the Phoenix metro area (17%, up from 11% in 2007). These tend to be the youngest participants (24 or under) and Padres attendees.

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

	2007 Total	2012 Total	Team						
			Arizona Diamond- backs	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Shopping	29%	<b>31%</b>	37%	35%	43%	31%	29%	28%	35%
Fine dining	25%	<b>30%</b>	28%	33%	27%	24%	27%	24%	21%
Sightseeing/Touring	26%	<b>28%</b>	16%	43%	28%	39%	26%	15%	25%
Visit family/friends	21%	<b>27%</b>	19%	20%	38%	28%	19%	46%	29%
Play golf	21%	<b>14%</b>	16%	9%	12%	16%	15%	18%	16%
Night life	18%	<b>13%</b>	10%	12%	22%	9%	9%	16%	20%
Visit casinos/Gambling	8%	<b>11%</b>	9%	11%	19%	10%	17%	11%	11%
Hiking/Biking	6%	<b>8%</b>	12%	9%	5%	16%	7%	8%	13%
Sporting (non-baseball) events	6%	<b>8%</b>	7%	3%	6%	12%	10%	7%	7%
Visit museums/Art galleries	8%	<b>7%</b>	5%	2%	7%	4%	14%	8%	7%
Visit national/State parks	7%	<b>5%</b>	5%	7%	9%	10%	5%	4%	7%
Visit historic sites	5%	<b>5%</b>	2%	2%	2%	6%	2%	5%	4%
Visit a winery/Brewery	-	<b>5%</b>	2%	3%	7%	2%	6%	8%	8%
None	11%	<b>17%</b>	19%	19%	15%	14%	22%	16%	23%
	N=1153	<b>N=1750</b>	N=115	N=147	N=128	N=59	N=85	N=210	N=84

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Shopping	32%	24%	30%	50%	19%	26%	30%	28%
Fine dining	36%	19%	32%	58%	22%	41%	26%	28%
Sightseeing/Touring	32%	34%	49%	26%	23%	28%	32%	17%
Visit family/friends	24%	22%	22%	17%	20%	23%	30%	27%
Play golf	14%	8%	5%	16%	14%	15%	24%	16%
Night life	12%	9%	13%	26%	5%	12%	11%	16%
Visit casinos/Gambling	14%	8%	13%	14%	6%	8%	13%	10%
Hiking/Biking	9%	6%	6%	8%	9%	7%	5%	8%
Sporting (non-baseball) events	6%	8%	4%	4%	10%	8%	11%	12%
Visit museums/Art galleries	4%	8%	4%	6%	6%	5%	15%	6%
Visit national/State parks	6%	4%	3%	1%	1%	3%	9%	3%
Visit historic sites	8%	6%	2%	9%	4%	6%	9%	4%
Visit a winery/Brewery	3%	1%	6%	6%	2%	6%	4%	2%
None	20%	17%	17%	8%	29%	15%	12%	16%
	N=135	N=141	N=73	N=63	N=83	N=201	N=112	N=115

Question: During your stay in the metro Phoenix 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 Metro Phoenix Area for Spring Training** – In line with the 2007 study, one of four out-of-area visitors say they have or will visit other destinations in Arizona while in the Phoenix metro area for spring training. Women and older (55+) visitors – as well as out-of-area Cubs (36%) or Reds (39%) attendees – are more apt to visit other Arizona destinations.

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

	2007 Total	2012 Total
Yes	25%	26%
No	75%	74%
	N=1460	N=1750

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Yes	23%	36%	30%	39%	31%	22%	26%
No	77%	64%	70%	61%	69%	78%	74%
	N=115	N=147	N=128	N=59	N=85	N=210	N=84

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Yes	28%	25%	33%	23%	28%	17%	28%	16%
No	72%	75%	67%	77%	72%	83%	72%	84%
	N=135	N=141	N=73	N=63	N=83	N=201	N=112	N=115

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

**Other Arizona Areas Visited** – The one of four out-of-area visitors who have/will visit other destinations in Arizona while in Phoenix for spring training were provided a color-printed region map of the state and asked to identify the areas visited. The most-visited regions include:

- **North Central Arizona** (Sedona, Prescott, Payson, Globe) (42%, most often visited by women, attendees 55 or older and Reds or Royals attendees.)
- **Northern Arizona** (Grand Canyon, Flagstaff, Monument Valley) (30%, with increased visitation among 35 to 54 year-olds and Reds or Athletics attendees.)
- **Tucson/Southern Arizona** (Tucson, Nogales, Tombstone, Bisbee) (28%, more often men, the oldest visitors [65+] and Diamondbacks attendees.)

Overall, one of ten each visited **West Coast Arizona** (Yuma, Lake Havasu, Kingman) and/or **Phoenix & Central Arizona** (Apache Junction, Queen Creek, Casa Grande, Cave Creek).

**Table 16a**

**Other Arizona Areas Visited  
(Among Out-of-Area Visitors)**

	2012 Total	Team						
		Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
<b>North Central AZ</b> (Sedona, Prescott, Payson, Globe)	<b>42%</b>	31%	51%	53%	60%	30%	38%	66%
<b>Northern AZ</b> (Grand Canyon, Flagstaff, Monument Valley)	<b>30%</b>	15%	33%	32%	46%	25%	31%	17%
<b>Tucson/Southern AZ</b> (Tucson, Nogales, Tombstone, Bisbee)	<b>28%</b>	54%	20%	24%	33%	38%	31%	24%
<b>West Coast AZ</b> (Yuma, Lake Havasu, Kingman)	<b>10%</b>	23%	3%	16%	5%	8%	10%	10%
<b>Phoenix &amp; Central AZ</b> (Apache Junction, Queen Creek, Casa Grande, Cave Creek)	<b>10%</b>	8%	10%	8%	12%	20%	10%	10%
Don't know/Refused	<b>6%</b>	8%	0%	3%	0%	2%	3%	3%
	<b>N=453</b>	N=26	N=53	N=38	N=23	N=26	N=46	N=22

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
<b>North Central AZ</b> (Sedona, Prescott, Payson, Globe)	39%	48%	32%	29%	34%	26%	36%	42%
<b>Northern AZ</b> (Grand Canyon, Flagstaff, Monument Valley)	21%	27%	42%	48%	41%	44%	13%	32%
<b>Tucson/Southern AZ</b> (Tucson, Nogales, Tombstone, Bisbee)	24%	24%	26%	24%	31%	13%	39%	21%
<b>West Coast AZ</b> (Yuma, Lake Havasu, Kingman)	6%	15%	3%	24%	14%	9%	19%	0%
<b>Phoenix &amp; Central AZ</b> (Apache Junction, Queen Creek, Casa Grande, Cave Creek)	12%	9%	3%	29%	0%	4%	19%	5%
Don't know/Refused	12%	3%	6%	5%	10%	22%	6%	16%
	N=38	N=35	N=24	N=14	N=23	N=34	N=31	N=19

Question: Where have you or will you visit?

**Reasons for Not Visiting Other Destinations in Arizona** – The three of four out-of-area visitors who did *not* visit other destinations in Arizona during their stay in Phoenix for spring training were asked why. Two-thirds explain they visited the Phoenix metro **just to see the games** – particularly men, 35 to 44 year-olds and White Sox, Rockies or Diamondbacks attendees. Among the rest (and allowing for multiple mention), 28% say they **don't have time** to visit other Arizona locations. These to be the youngest visitors and Athletics or Rangers attendees. Significantly, just 3% indicate that they **don't know where to go**.

**Table 16b Reasons for Not Visiting Other Destinations in Arizona**  
(Among Out-of-Area Visitors)

	2012 Total	Team						
		Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Just here to see games	68%	82%	76%	78%	66%	57%	78%	72%
Don't have time	28%	16%	26%	12%	30%	33%	22%	19%
Don't know where to go	3%	4%	0%	8%	0%	0%	2%	4%
Family	2%	0%	0%	0%	10%	3%	6%	0%
	N=1297	N=89	N=94	N=90	N=36	N=59	N=163	N=62

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Just here to see games	60%	72%	71%	52%	77%	62%	62%	53%
Don't have time	36%	32%	22%	44%	19%	29%	40%	43%
Don't know where to go	6%	2%	3%	3%	3%	4%	2%	0%
Family	0%	0%	2%	0%	1%	3%	1%	1%
	N=97	N=105	N=49	N=48	N=60	N=168	N=81	N=96

Question: Why won't you visit any other destinations in Arizona?



**Level of Interest in Various Arizona Attractions** – Out-of-area visitors were read 12 Arizona attractions or activities and asked to rate their degree of interest in each using a “1-to-5” scale, where “5” means “very interested” and “1” means “not interest at all.” Results are summarized in Table 17, ranked by average score.

Clearly, the two Arizona attractions that attract the most visitor interest include:

- **Grand Canyon** (48% are “very interested” [a “5” on the rating scale], and another 16% are “somewhat interested” – compared to only 15% not interested [3.9 average score]. There is interest in the Grand Canyon regardless of gender, age or household income – with higher scores among Giants, Rangers, Cubs, Dodgers or Mariners attendees.)
- **Sedona** (One-half are interested to some degree [33% strongly], compared to 21% not interested [3.5 average score]. Women, visitors 45 or older and Cubs or Angels attendees indicate the most interest in visiting Sedona.)

Each of the remaining attractions/activities evaluated elicit more disinterest than interest overall, including:

- **Tucson** (35% no interest versus 24% interested, 2.8 average score. Cubs attendees and those under 25 express some interest in visiting Tucson.)
- **Lake Havasu** (41% no interest versus 26% interested, 2.7 average score. Interest skews younger [under 35] and is marginally higher among Cubs or Dodgers attendees.)
- **Tombstone** (40% no interest versus 25% interested, 2.7 average score.)
- **Outdoor adventure** (40% no interest versus 25% interested, 2.7 average score. Some elevated interest among those under 35, lower income-types and Brewers attendees.)
- **Flagstaff** (41% no interest versus 25% interested, 2.7 average score. Cubs or Brewers fans indicate some increased interest.)
- **Monument Valley** (43% no interest versus 21% interested, 2.6 average score.)
- **Wineries** (51% no interest versus 20% interested, 2.4 average score.)
- **White Mountains** (49% no interest versus 18% interested, 2.4 average score.)
- **Yuma** (59% no interest versus 11% interested, 2.1 average score.)
- **Birding** (66% no interest versus 8% interested, 1.9 average score.)

**Table 17 Level of Interest in Various Arizona Attractions  
(Among Out-of-Area Visitors)**

(2012 N=1750)	Very Interested (5)	Interested (4)	Neutral (3)	Little Interest (2)	No Interest At All (1)	Avg Score on 1-5 Scale
Grand Canyon	48%	16%	22%	4%	11%	3.9
Sedona	33%	18%	27%	5%	16%	3.5
Tucson	14%	10%	40%	11%	24%	2.8
Lake Havasu	14%	12%	33%	11%	30%	2.7
Tombstone	12%	13%	35%	12%	28%	2.7
Outdoor adventure	12%	13%	34%	11%	29%	2.7
Flagstaff	11%	14%	35%	12%	29%	2.7
Monument Valley	11%	10%	35%	11%	32%	2.6
Wineries	10%	10%	30%	12%	39%	2.4
White Mountains	8%	10%	34%	12%	37%	2.4
Yuma	5%	6%	30%	12%	47%	2.1
Birding	4%	4%	24%	11%	55%	1.9

Question: What is your level of interest in the following Arizona attractions on a scale of “1-to-5,” where a “1” is no interest at all, a “3” is neutral and a “5” means “very interested”? You can give me any number between “1” and “5.”

**Sources Used for Planning Trip** – Among out-of-area visitors, the Internet is clearly the primary source for information and research for planning their trip.

The most often used website is **CactusLeague.com** (37%) – named regardless of gender, age or income (lower only among those 65+). Highest usage among Rockies, Rangers, Diamondbacks or Royals attendees.

Other popular websites utilized for planning spring training trips include **Tripadvisor.com** (8%), **Arizonaguide.com** (7%), **Google** (5%) and/or a **team website** (5%).

Fewer say their spring training trip planning is accomplished by **friends** (5%) or **family** (4%). Some add that they have **previously attended** spring training (4%).

Overall, nearly 100 individual planning sources are identified by out-of-area visitors. Refer to Detailed Table 18 in the Appendix for a complete listing.

**Table 18**

**Sources Used for Planning Trip  
(Among Out-of-Area Visitors)**

	2012 Total	Team						
		Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
CactusLeague.com	37%	46%	26%	35%	29%	39%	44%	52%
Tripadvisor.com	8%	6%	11%	6%	7%	6%	12%	10%
Arizonaguide.com	7%	8%	3%	4%	7%	8%	8%	3%
Friends plan it	5%	4%	2%	10%	4%	4%	4%	3%
Google	5%	2%	2%	10%	6%	5%	4%	7%
Team website	5%	6%	18%	4%	11%	5%	1%	3%
Other website	4%	17%	2%	4%	2%	5%	3%	4%
Know it/Been here previously	4%	4%	5%	2%	8%	3%	3%	5%
Family	4%	4%	0%	2%	10%	5%	3%	8%
	N=1750	N=115	N=147	N=128	N=59	N=85	N=210	N=84

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
CactusLeague.com	37%	30%	29%	35%	40%	33%	35%	46%
Tripadvisor.com	6%	7%	4%	5%	9%	15%	7%	2%
Arizonaguide.com	15%	6%	7%	9%	4%	9%	7%	2%
Friends plan it	4%	8%	7%	5%	5%	7%	7%	8%
Google	6%	4%	8%	2%	2%	10%	1%	3%
Team website	9%	3%	4%	1%	5%	2%	2%	0%
Other website	4%	3%	4%	9%	5%	5%	5%	0%
Know it/Been here previously	4%	4%	5%	2%	6%	7%	6%	2%
Family	4%	5%	0%	1%	2%	4%	8%	6%
	N=135	N=141	N=73	N=63	N=83	N=201	N=112	N=115

Question: In the course of planning your trip, how did you do your research?

**Length of Time in Advance Trip Planned** – Out-of-area spring training attendees plan their trips to the Phoenix metro area in advance. Four of ten plan their trip three months or more in advance, while a similar share plan their trip 1-2 (21%) or 2-3 (22%) months in advance. Few are “last minute” visitors who plan their trip less than one week in advance (3%). Most apt to be long-range (3+ months in advance) planners are women, those 65 or older and Royals, Reds, Athletics or Mariners attendees.

**Table 19 Length of Time in Advance Trip Planned**  
(Among Out-of-Area Visitors)

	2012 Total	Team						
		Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Less than one week	3%	2%	3%	4%	3%	4%	2%	6%
1-2 weeks	6%	9%	3%	6%	6%	7%	5%	4%
3-4 weeks	7%	7%	6%	7%	7%	6%	11%	4%
1-2 months	21%	30%	16%	19%	16%	26%	25%	18%
2-3 months	22%	14%	28%	20%	21%	23%	26%	15%
3 months or more	40%	39%	46%	44%	47%	33%	31%	53%
	<b>N=1749</b>	N=115	N=147	N=128	N=59	N=85	N=210	N=84

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Less than one week	3%	4%	2%	5%	8%	3%	3%	2%
1-2 weeks	4%	9%	5%	4%	5%	7%	4%	13%
3-4 weeks	6%	10%	4%	4%	14%	7%	3%	7%
1-2 months	14%	24%	28%	23%	19%	16%	16%	25%
2-3 months	38%	17%	20%	15%	20%	26%	25%	15%
3 months or more	35%	36%	40%	48%	34%	42%	49%	38%
	N=133	N=141	N=73	N=63	N=83	N=201	N=112	N=115

Question: How far in advance did you plan this trip?

**Means of Purchasing Game Tickets** – Among all attendees, 45% indicate that they purchased their game tickets at the **stadium box office**. These are much more likely to be local (53%) than out-of-area (39%) attendees – as well as those attending a Reds, Rangers, Indians or Brewers home game.

About two of ten attendees purchase game tickets through **Ticketmaster** (22%) or a **team website** (18%). Both of these methods are utilized more often by out-of-area visitors, particularly Ticketmaster (25% versus 18% of locals). White Sox and Angels attendees are more apt to use Ticketmaster. Giants, Cubs or Diamondback attendees are more likely to visit a team website.

One of ten (regardless of place of residence) bought their tickets at **CactusLeague.com**. These tend to be Rockies attendees.

**Table 20**

**Means of Purchasing Game Tickets**

	<b>2012 Total</b>	Place of Residence	
		Phoenix Metro	Out of Area
Stadium box office	<b>45%</b>	53%	39%
Ticketmaster	<b>22%</b>	18%	25%
Team website	<b>18%</b>	16%	19%
CactusLeague.com	<b>10%</b>	9%	12%
Other	<b>5%</b>	4%	5%
	<b>N=3004</b>	N=1254	N=1750

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Stadium box office	37%	47%	46%	59%	62%	33%	51%
Ticketmaster	23%	16%	29%	17%	21%	27%	23%
Team website	26%	26%	12%	15%	11%	13%	12%
CactusLeague.com	11%	7%	9%	5%	6%	20%	7%
Other	3%	4%	4%	5%	2%	8%	8%
	N=330	N=270	N=192	N=108	N=132	N=320	N=135

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Stadium box office	28%	52%	61%	55%	58%	24%	45%	62%
Ticketmaster	33%	25%	10%	15%	20%	18%	25%	22%
Team website	23%	9%	20%	16%	10%	31%	13%	8%
CactusLeague.com	14%	9%	6%	8%	8%	13%	14%	6%
Other	2%	5%	3%	5%	3%	14%	3%	2%
	N=228	N=213	N=156	N=102	N=162	N=294	N=180	N=182

Question: When buying your tickets, did you purchase your tickets through...

**Incidence of Having a Smartphone With Internet Access** – Six of ten Cactus League attendees indicate that they have a smartphone with Internet access. This is the case among both local and out-of-area attendees, with increased usage among those 44 or younger, \$100,000+ income households and Giants attendees. Meanwhile, the majority of those 55 or older (particularly those 65+) and Cubs or Mariners attendees do not have a smartphone with Internet access.

**Table 21 Incidence of Having a Smartphone With Internet Access**

	<b>2012 Total</b>	Place of Residence	
		Phoenix Metro	Out of Area
Yes	<b>60%</b>	59%	60%
No/Refused	<b>40%</b>	41%	40%
	<b>N=3004</b>	N=1254	N=1750

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Yes	63%	46%	59%	58%	53%	63%	54%
No/Refused	37%	54%	41%	42%	47%	37%	46%
	N=330	N=270	N=192	N=108	N=132	N=320	N=135

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Yes	66%	65%	54%	64%	60%	75%	47%	60%
No/Refused	34%	35%	46%	36%	40%	25%	53%	40%
	N=228	N=213	N=156	N=102	N=162	N=294	N=180	N=182

Question: Do you have a smart phone with internet access?



**Use of Smartphone Aside From Phone Calls** – Among the six of ten Cactus League attendees that have smartphones with Internet access, fully 86% utilize them to make more than phone calls. The most often used smartphone feature is to **get directions/navigation** (62%) – especially among out-of-area visitors (70% versus 51% of local residents) and Mariners or White Sox attendees.

Other smartphone uses utilized by Cactus League attendees include:

- **Find nearby businesses** (39%, especially out-of-area visitors and Rockies, Royals or Mariners attendees.)
- **Destination websites** (36%, regardless of area of residence – with increased usage among Cubs or White Sox attendees.)
- **To buy tickets** (20%, including a similar share of out-of-area visitors and local residents. Higher usage among Brewers, Angels or White Sox attendees.)
- **Find coupons/discounts** (18%, more often local residents and White Sox or Brewers attendees.)

Others use their smartphones for **texting** (8%), **email** (6%), **as a camera** (4%) or **general Internet access** (4%). Nearly 40 smartphone uses are mentioned overall, turn to Detailed Table 20 in the Appendix for a complete listing.

**Table 21a Use of Smartphone on This Trip Aside From Phone Calls**  
(Among Those With a Smartphone With Internet Access)

	2012 Total	Place of Residence	
		Phoenix Metro	Out of Area
Get directions/Navigation	62%	51%	70%
Find nearby businesses	39%	33%	43%
Destination websites	36%	35%	37%
Buy tickets	20%	21%	19%
Find coupons/Discounts	18%	21%	16%
Texts/Texting	8%	12%	6%
E-mail	6%	7%	5%
Camera/Pics	4%	4%	4%
Internet	4%	5%	3%
Nothing else/Only calls	15%	18%	13%
	N=1802	N=744	N=1058

-Table 21a continued on next page-

**Table 21a (Cont'd)**

	Team						
	Arizona Diamondbacks	Chicago Cubs	Chicago White Sox	Cincinnati Reds	Cleveland Indians	Colorado Rockies	Kansas City Royals
Get directions/Navigation	43%	60%	76%	58%	47%	67%	67%
Find nearby businesses	23%	32%	42%	29%	24%	52%	53%
Destination websites	30%	47%	52%	34%	16%	28%	38%
Buy tickets	15%	19%	30%	22%	4%	21%	24%
Find coupons/Discounts	13%	18%	32%	17%	5%	18%	18%
Texts/Texting	19%	8%	3%	11%	8%	5%	4%
E-mail	9%	2%	4%	15%	7%	5%	10%
Camera/Pics	7%	3%	10%	4%	5%	0%	5%
Internet	9%	0%	0%	10%	5%	6%	5%
Nothing else/Only calls	8%	17%	20%	15%	19%	22%	14%
	N=207	N=126	N=113	N=62	N=70	N=202	N=73

	Team							
	Los Angeles Angels	Los Angeles Dodgers	Milwaukee Brewers	Oakland Athletics	San Diego Padres	San Francisco Giants	Seattle Mariners	Texas Rangers
Get directions/Navigation	64%	70%	60%	58%	62%	68%	73%	54%
Find nearby businesses	41%	36%	40%	34%	34%	47%	50%	36%
Destination websites	42%	31%	38%	41%	39%	38%	27%	41%
Buy tickets	29%	14%	28%	18%	12%	25%	16%	16%
Find coupons/Discounts	26%	12%	30%	20%	10%	18%	16%	21%
Texts/Texting	5%	9%	12%	4%	7%	9%	1%	6%
E-mail	2%	10%	4%	0%	7%	7%	0%	4%
Camera/Pics	2%	12%	3%	6%	4%	1%	1%	1%
Internet	0%	8%	1%	0%	2%	5%	0%	2%
Nothing else/Only calls	16%	12%	19%	18%	13%	13%	14%	16%
	N=149	N=138	N=85	N=65	N=98	N=220	N=84	N=110

Question: Besides phone calls, how are you using your smart phone on this trip?

## 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, 2007 and 2012 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, 2003 and 2007 studies, these two procedures were followed in the 2012 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 County to attend Cactus League games.** Specifically, if out-of-area attendees indicated the Cactus League was a **primary** reason for visiting Maricopa 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 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) and Other Areas of Arizona (Display 2). Display 3 summarizes the overall Attendee-Based Expenditure Impacts for the State of Arizona, including a comparison to the 1993, 1998, 2003 and 2007 studies. All three displays include the estimated Direct Expenditures of 2012 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 2007 study when reviewing the 2012 Attendee-Based Expenditure Impact displays:

- **Three teams (Arizona Diamondbacks, Chicago White Sox and Colorado Rockies) were moved from Pima to Maricopa County, and three additional teams (Cincinnati Reds, Cleveland Indians and Los Angeles Dodgers) were added to Cactus League Spring Training.** Attendance of home games for all three relocated teams has increased, especially for the Rockies (from 57,359 to 182,565). The six teams play at three new facilities: Salt River Fields in Scottsdale, Goodyear Park, and Camelback Ranch in Glendale. Salt River Fields – the new facility at which the relocated Diamondbacks and Rockies play – has the two highest team attendance numbers for 2012. **Overall, Cactus League attendance has increased from 1,217,550 in 2007 to 1,712,042 in 2012.**

**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 \$198,832,925 (up from \$129,351,227 in 2007). These expenditures are based on 184,710 total out-of-area unique travel parties that visited Maricopa County (up from 120,083 in 2007). Consequently, the Total Attendee-Based Expenditure Impact for Maricopa County for the 2012 Cactus League season is \$364,381,218 – reflecting a 53.7% increase from \$237,049,059 in 2007.

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

Basis For Attendance Calculations

Total attendees <sup>1</sup>	1,712,042
Total out-of-area attendees (58.26% of total) <sup>2</sup>	997,436
Total out-of-area travel parties (2.0 median travel party size) <sup>2</sup>	498,718
Total out-of-area unique travel parties (2.7 games per travel party) <sup>2</sup>	184,710
A.    Number of unique travel parties that stayed at least 1 night and Cactus League <b><u>PRIMARY</u></b> reason for visit (100% of impact counted)	121,275
A1.    Median <u>daily</u> spending per party	\$308
A2.    Median nights in area	4.14
Product A (A x A1 x A2 x 1.00)	\$154,640,178
B.    Number of unique travel parties that stayed at least 1 night and Cactus League <b><u>MAJOR</u></b> reason for visit (75% of impact counted)	35,253
B1.    Median <u>daily</u> spending per party	\$295
B2.    Median nights in area	4.73
Product B (B x B1 x B2 x .75)	\$36,892,705
C.    Number of unique travel parties that stayed at least 1 night and Cactus League <b><u>MINOR</u></b> reason for visit (25% of impact counted)	18,999
C1.    Median <u>daily</u> spending per party	\$255
C2.    Median nights in area	5.54
Product C (C x C1 x C2 x .25)	\$6,709,972
D.    Number of unique travel parties that stayed at least 1 night and Cactus League <b><u>NOT</u></b> reason for visit (0% of impact counted)	4,644
Product D	\$0
E.    Number of unique travel parties that made day trip only	4,539
E1.    Median spending per party, per game	\$100
E2.    Median games attended	1.3
Product E (E x E1 x E2)	\$590,070
<b>Grand Total Spending (Sum A + B + C + D + E)</b>	<b>\$198,832,925</b>
Times RIMS II multiplier <sup>3</sup>	1.8326
<b>TOTAL ATTENDEE-BASED EXPENDITURE IMPACT</b>	<b>\$364,381,218</b>

<sup>1</sup> Source: Cactus League Baseball Association

<sup>2</sup> Source: 2012 Cactus League Study

<sup>3</sup> 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 2012 Cactus League attendees to places outside the Phoenix metro area (i.e., Flagstaff, Tucson, Yuma, Nogales, the Grand Canyon, etc.) were based on 26.43% out-of-area overnight travelers. Applying this 26.43% “side trip” percentage to the 2012 results yields an estimated 47,167 total out-of-state travel parties that traveled outside Maricopa County (up from 29,058 in 2007) – with Direct Expenditures totaling \$31,608,219. This is more than a third greater than the 2007 estimate (\$23,481,866). The 2007 Total Attendee-Based Impact is \$57,925,222 – an increase of 34.6% from 2007 (\$43,032,868).

**Display 2                      Attendee-Based Expenditure Impact Summary**  
(Other Arizona)

Basis For Attendance Calculations

Total attendees <sup>1</sup>	1,712,042
Total out-of-state attendees (56.06% of total) <sup>2</sup>	959,771
Total out-of-state travel parties (1.97 median travel party size) <sup>2</sup>	487,193
Total out-of-state unique travel parties (2.73 games per travel party) <sup>2</sup>	178,459
Total out-of-state unique travel parties that traveled overnight to areas outside Maricopa and Pima (26.43%) <sup>2</sup>	47,167
A.    Number of unique travel parties traveled to other areas and Cactus League <b>PRIMARY</b> reason for visit (100% of impact counted)	26,395
A1.    Median <u>daily</u> spending per party	\$308
A2.    Median nights in other areas <sup>3</sup>	2.9
Product A (A x A1 x A2 x 1.00)	\$23,576,014
B.    Number of unique travel parties that traveled to other areas and Cactus League <b>MAJOR</b> reason for visit (75% of impact counted)	12,400
B1.    Median <u>daily</u> spending per party	\$295
B2.    Median nights in other areas <sup>3</sup>	2.6
Product B (B x B1 x B2 x .75)	\$7,133,100
C.    Number of unique travel parties that traveled to other areas and Cactus League <b>MINOR</b> reason for visit (25% of impact counted)	6,570
C1.    Median <u>daily</u> spending per party	\$238
C2.    Median nights in other areas <sup>3</sup>	2.3
Product C (C x C1 x C2 x .25)	\$899,105
D.    Number of unique travel parties that traveled to other areas and Cactus League <b>NOT</b> reason for visit (0% of impact counted)	1,802
Product D	\$0
<b>Grand Total Spending (Sum A + B + C + D)</b>	<b>\$31,608,219</b>
Times RIMS II multiplier <sup>4</sup>	1.8326
<b>TOTAL ATTENDEE-BASED EXPENDITURE IMPACT</b>	<b>\$57,925,222</b>

<sup>1</sup> Source: Cactus League Baseball Association

<sup>2</sup> Source: 2012 Cactus League Study

<sup>3</sup> Source: 1998 Cactus League Study

<sup>4</sup> 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 3, the combined Direct Expenditures of 2012 Cactus League attendees is estimated at \$230,441,144, which yields a Total Attendee-Based Impact of \$422,306,440. These figures represent a 35.9% increase from 2007 – which included Direct Expenditures of \$169,581,477 and a Total Impact of \$310,775,015.

**Display 3 Expenditure Summary Comparison**

	<b>2012</b>	2007	2003	1998	1993	% Change '07 to '12
<b><u>DIRECT EXPENDITURES</u></b>						
Maricopa County	<b>\$198,832,925</b>	\$129,351,227	\$88,276,834	\$81,740,435	\$48,163,929	<b>+53.7%</b>
Pima County	–	\$16,748,384	\$9,696,812	\$18,118,713	\$3,855,580	–
Other Arizona	<b><u>\$31,608,219</u></b>	<u>\$23,481,866</u>	<u>\$12,038,788</u>	<u>\$8,534,308</u>	<u>\$4,047,434</u>	<b>+34.6%</b>
	<b>\$230,441,144</b>	\$169,581,477	\$110,012,434	\$108,393,456	\$56,066,943	<b>+35.9%</b>
<b><u>TOTAL EXPENDITURE IMPACT</u></b>						
(Includes RIMS II multiplier of 1.8326)						
Maricopa County	<b>\$364,381,218</b>	\$237,049,059	\$161,776,126	\$149,797,521	\$88,265,216	<b>+53.7%</b>
Pima County	–	\$30,693,088	\$17,770,378	\$33,204,353	\$7,065,736	–
Other Arizona	<b><u>\$57,925,222</u></b>	<u>\$43,032,868</u>	<u>\$22,062,283</u>	<u>\$15,639,972</u>	<u>\$7,417,328</u>	<b>+34.6%</b>
	<b>\$422,306,440</b>	\$310,775,015	\$201,608,787	\$198,641,846	\$102,748,280	<b>+35.9%</b>