

## 2009 Major League Baseball Florida Spring Training Economic Impact Study



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Florida Sports Foundation

&

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Finally, all of the 2,110 attendees that participated in our personal interviews during 2009 MLB Florida spring training games are to be thanked. The information they so willingly shared with us provided significant insight about the positive impacts MLB attendees have upon the Florida economy.

### **Executive Summary**

This study was conducted to assess the economic value the 2009 Major League Baseball (MLB) Florida spring training season had upon the State of Florida. The study documents demographic and behavioral characteristics of those attendees whose expenditures contributed to the overall economic impact. Included in this economic impact analysis were operating expenditures for teams, stadiums, concessionaires and game attendees expenditures.

Total economic impacts, including direct, indirect, and induced effects were measured for output (referred to from this point on as **spending**), labor, and employment. IMPLAN, a widely accepted economic model, was used to estimate economic impact.

**During 2009, the total value of MLB Florida spring training upon the Florida economy represented \$752.3 million in total spending, which generated \$284.2 million in total labor income and supported or created 9,205 part-time and full-time jobs.**

The following analysis groups 2009 MLB Florida spring training expenditures and their economic impacts into eight segments:

#### **Segment 1: 2009 MLB Florida Spring Training Operating Expenditures and Economic Impacts of MLB Teams**

- MLB spring training team operating expenditures contributed \$39.21 million in total spending, which generated \$14.5 million in total labor income and supported or created 431 total part-time and full-time jobs for the State of Florida.
- The total spending of 2009 MLB spring training team operating expenditures represented 5.2% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.

**Segment 2: 2009 MLB Florida Spring Training Stadium Operating Expenditures and Economic Impacts**

- 2009 spring training stadium operating expenditures for facilities housing MLB spring training operations contributed \$14.9 million in total spending, which generated \$6.1 million in total labor income and supported or created 149 part-time and full-time jobs for the State of Florida.
- The total spending of 2009 MLB spring training stadium operating expenditures represented 2.0% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.

**Segment 3: 2009 MLB Florida Spring Training Concessionaire  
Operating Expenditures and Economic Impacts**

- 2009 spring training stadium concessionaire facility operating expenditures contributed \$14.7 million in total spending, which generated \$6.0 million in total labor income and supported or created 212 part-time and full-time jobs for the State of Florida.
- The total spending of 2009 MLB spring training stadium concessionaire facility operations represented 2.0% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.

**Segment 4: 2009 MLB Florida Spring Training Expenditures and Economic Impacts of Out of State Attendees who Indicated “Attending Spring Training” was their Primary Trip purpose.**

- During the 2009 MLB Florida spring training season, **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose, contributed \$571.7 million in total spending, which generated \$241.9 million in total labor income and supported or created 7,007 part-time and full-time jobs for the State of Florida.
- The total spending by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose represented 76.0% of the total spending (\$752.3 million) for the 2009 MLB Florida spring training season.
- **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose represented 361,032 attendees or 23.12% of all 2009 MLB Florida spring training attendees.
- **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose stayed an average of 7.53 nights and had an average party size of 3.0.
- **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose spent an average of \$371.28 per party per day.

**Segment 5: 2009 MLB Florida Spring Training Expenditures and Economic Impacts of Out of State Attendees who Indicated “Other” was their Primary Trip Purpose.** (“Other” refers to attendees who chose to participate in 2009 MLB spring training as an activity but did not indicate “attending MLB spring training” was their primary trip purpose.)

- During the 2009 MLB Florida spring training season, **Out of State Attendees** who indicated reasons “other than attending MLB spring training” (referred to from this point forward as “other”) was their primary trip purpose contributed \$85.2 million in total spending, which generated \$32.5 million in total labor income and supported or created 1,070 part-time and full-time jobs for the State of Florida.
- The total spending by **Out of State Attendees** who indicated “other” was their primary trip purpose represented 2.1% of the total spending MLB Florida spring training contributed to the State of Florida.
- **Out of State Attendees** who indicated “other” was their primary trip purpose represented 389,555 attendees or 24.94% of all 2009 MLB Florida spring training attendees.
- **Out of State Attendees** who indicated “other” was their primary trip purpose stayed an average of 9.66 nights and had an average party size of 3.08.
- **Out of State Attendees** who indicated “other” was their primary trip purpose spent an average of \$395.43 per party per day.

**Segment 6: 2009 MLB Florida Spring Training Expenditures and Economic Impacts of Florida, Non-County Attendees who Stated “attending spring training” was their Primary Trip Purpose. (Florida, Non-County Attendees refers to attendees living in Florida but traveling outside the county in which they reside to attend MLB spring training games.)**

- During the 2009 MLB Florida spring training season **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose contributed \$15.5 million in total spending, which generated \$5.9 million in total labor income and supported or created 200 part-time and full-time jobs for the State of Florida.
- The total spending by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose represented 11.3% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.
- **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose represented 378,249 attendees or 24.22% of all 2009 MLB spring training attendees
- **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose stayed an average of 0.39 nights and had an average party size of 2.81.
- **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose spent an average of \$171.73 per party per day.

**Segment 7: 2009 MLB Florida Spring Training Expenditures and Economic Impacts of Florida, Non-County Attendees who stated “Other” was their Primary Trip Purpose.**

- During the 2009 MLB Florida spring training season, **Florida, Non-County Attendees** who stated reasons “other than attending 2009 MLB spring training” was their primary trip purpose contributed \$10.9 million in total spending, which generated \$4.1 million in total labor income and supported or created 136 part-time and full-time jobs for the State of Florida.
- The total spending of **Florida, Non-County Attendees** who stated “other” was their primary trip purpose represented 1.5% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.
- **Florida, Non-County Attendees** who stated “other” was their primary trip purpose represented 55,523 attendees or 3.55% of all 2009 MLB spring training attendees.
- **Florida, Non-County Attendees** who stated “other” was their primary trip purpose stayed an average of 3.36 nights and had an average party size of 2.68.
- **Florida, Non-County Attendees** who stated “other” was their primary trip purpose spent an average of \$314.00 per party per day.

**Segment 8: 2009 MLB Florida Spring Training Expenditures and Economic Impacts of Overall Attendees.** (“Overall” refers to the summation of the attendee segments whose expenditures have an impact upon the State of Florida (Segments 4-7). This does not include expenditures from **Florida, In-County Attendees.** **Florida, In-County Attendees** refers to attendees that reside in the same county as the stadium hosting the 2009 MLB spring training game they attended.)

- During the 2009 MLB Florida spring training season, the economic impact of **Overall Attendees** (ALL non-local attendees) spending represented \$683.5 million in total spending, which generated \$257.5 million in total labor income and supported or created 8,413 part-time and full-time jobs for the State of Florida.
- The total spending of **Overall Attendees** represented 90.8% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.
- **Overall Attendees** represented 1,184,359 or 76% of all 2009 MLB spring training attendees.
- Of the total 1,561,873 fans attending MLB Florida spring training in 2009, 377,154 or 24% of all attendees were **Florida, In-County Attendees.** **Florida, In-County Attendees** were not relevant to the impact 2009 MLB spring training has upon the State of Florida. Therefore, **Overall Attendee** data does not represent ALL 1,561,873 attendees from the 2009 MLB Florida spring training season.
- **Overall Attendees** average length of stay was 5.82 nights with an average party size of 2.95.
- **Overall Attendees** spent an average of \$313.65 per party per day.

**Introduction:**

**The Bonn Marketing Research Group, Inc. (Bonn Marketing, Inc.)** was contracted by the Florida Sports Foundation to measure the economic value that Major League Baseball (MLB) Spring Training had upon the State of Florida during 2009. In 2009, sixteen (16) MLB teams, collectively known as the Grapefruit League, housed their spring training operations in Florida. The 16 MLB teams and respective stadiums, cities and counties are listed in Table 1 and in Figure 1.

Included in the economic impact analysis are the 16 MLB team's spring training operating expenditures spent in the State of Florida, the operating expenditures of the 15 stadiums that house MLB spring training operations, the concessionaire spring training operating expenditures at the 15 stadiums, and spring training game attendee expenditures.

The following analysis groups 2009 MLB Florida spring training expenditures and their economic impacts into eight segments:

Segment 1: Operating expenditures of MLB teams.

Segment 2: Stadium operating expenditures.

Segment 3: Concessionaire operating expenditures.

Segment 4: Expenditures by **Out of State Attendees** who indicated "attending spring training" was their primary trip purpose

Segment 5: Expenditures by **Out of State Attendees** who indicated "other" was their primary trip purpose. "Other" refers to attendees who chose to participate in MLB spring training as an activity but did not indicate "attending MLB spring training" was their primary trip purpose.

Segment 6: Expenditures by **Florida, Non-County Attendees** who stated "attending spring training" was their primary trip purpose. **Florida, Non-County Attendees** refers to attendees living in Florida but traveling outside the county in which they reside to attend MLB spring training games.

Segment 7: Expenditures by **Florida, Non-County Attendees** who stated "other" was their primary trip purpose.

Segment 8: Expenditures by **Overall Attendees**. "Overall" refers to the summation of the attendee segments whose expenditures have an impact upon the State of Florida (Segments 4-7). This does not include expenditures from **Florida, In-County Attendees**. **Florida, In-County Attendees** refers to attendees that reside in the same county as the stadium hosting the MLB spring training game they attended.

## 2009 MLB Florida Spring Training

This study only includes spring training related expenditures that occurred during the 2009 Florida spring training season. This study does not include expenditures related to any regular season MLB games nor any other baseball operations that were hosted in Florida during the rest of the calendar year. This study also includes attendee demographic and behavioral findings.

2009 MLB Florida Spring Training

TABLE 1:  
2009 MLB FLORIDA SPRING TRAINING TEAMS & LOCATIONS

Team	Stadium	Location	Florida County
Atlanta Braves	Disney Wide World of Sports	Kissimmee, FL	Osceola
Baltimore Orioles	Fort Lauderdale Stadium	Fort Lauderdale, FL	Broward
Boston Red Sox	City of Palms Park	Fort Myers, FL	Lee
Cincinnati Reds	Ed Smith Stadium	Sarasota, FL	Sarasota
Detroit Tigers	Joker Marchant Stadium	Lakeland, FL	Polk
Florida Marlins	Roger Dean Stadium	Jupiter, FL	Palm Beach
Houston Astros	Osceola County Stadium	Kissimmee, FL	Osceola
Minnesota Twins	Hammond Stadium	Ft. Myers, FL	Lee
New York Mets	Tradition Field	Port St. Lucie, FL	St. Lucie
New York Yankees	Steinbrenner Field	Tampa, FL	Hillsborough
Philadelphia Phillies	Bright House Networks Field	Clearwater, FL	Pinellas
Pittsburgh Pirates	McKechnie Field	Bradenton, FL	Manatee
St. Louis Cardinals	Roger Dean Stadium	Jupiter, FL	Palm Beach
Tampa Bay Rays	Charlotte County Sports Park	Port Charlotte, FL	Charlotte
Toronto Blue Jays	Dunedin Stadium	Dunedin, FL	Pinellas
Washington Nationals	Space Coast Stadium	Viera, FL	Brevard

FIGURE 1:  
2009 MLB FLORIDA SPRING TRAINING  
MAP OF STADIUM LOCATIONS



In the following report, the nature and scale of the quantifiable impacts are summarized based upon spring training related data provided by MLB teams, stadiums, concessionaires, and attendees.

The IMPLAN program was used to assess economic impact. The IMPLAN program is a widely accepted by researchers because it uses multipliers for specific outputs to estimate the impact visitor spending generates upon labor income and employment. Many federal and state agencies have adopted the IMPLAN model for their economic analysis. These agencies include but are not limited to: the Bureau of Economic Analysis, United States Department of Agriculture (USDA), Forest Service, Florida Labor Market Statistics, Florida Department of Environmental Protection, and many other similar agencies in Florida and throughout the country. A complete list of IMPLAN clients is provided by accessing the following web address: <http://www.implan.com/references.html>.

IMPLAN uses a methodology based upon the application of various multipliers rather than one standard multiplier. IMPLAN uses more complicated input to calculate specific multipliers for spending, labor income, and employment individually. Data are collected for 528 distinct producing industry sectors of the national economy as well as the state and local economy. IMPLAN captures direct, indirect and induced effects on output, labor income and employment in all industries comprising local economies. The strength of the IMPLAN multiplier is the integration of the input-output table within its software program with a set of accounts (e.g., sectors, household, government, capital) to represent the complete set of revenue and income flows between production, income, consumption, investment, and trade. Thus, the multipliers are dynamic and fluctuating and have to be calculated for each specific economic impact analysis.

IMPLAN uses employee compensation (i.e., wage and salary payments as well as benefits, including health and life insurance, retirement payments and other non-cash compensation) and proprietor's incomes when calculating the impact of labor income.

## Glossary of Terms

- ⊕ *Employee compensation*: wage and salary payments as well as benefits, including health and life insurance, retirement payments and other non-cash compensation.
- ⊕ *Employment multiplier*: for every million dollar change in final-demand spending, the change in employment (jobs).
- ⊕ *Indirect effect*: the secondary impact caused by changing input needs of directly affected industries (e.g., additional input purchases to produce additional output).
- ⊕ *Induced effect*: caused by changes in household spending due to the additional employment generated by direct and indirect effects.
- ⊕ *Labor income*: consists of employee compensation and proprietary income.
- ⊕ *Labor income multiplier*: for every dollar change in final-demand spending, the change in income received by households.
- ⊕ *Spending (Output)*: industry output is a measure of the value of goods and services produced in the study area.
- ⊕ *Spending (Output) multiplier*: A spending multiplier for a sector is defined as the total production in all sectors of the economy that is necessary to satisfy a dollar's worth of final demand for that sector's output (Miller and Blair, 1985)<sup>1</sup>. In other words, every dollar change in final-demand spending changes the total value of in all sectors.
- ⊕ *Proprietary income*: consists of payments received by self-employed individuals as income. This includes income received by private business owners, doctors, lawyers and so forth

<sup>1</sup> Miller, R. E., and P. Blair, 1985, *Input-Output Analysis: Foundations and Extensions*, Prentice Hall, Inc.

### **Methodology**

Game attendee spending, MLB team spending and stadium and concessionaire operating expenditures are *direct spending*. However, the total economic impact also includes both *indirect and induced effects*. The *indirect effect* is the secondary impact caused by changing input needs of directly affected industries (e.g., additional input purchases to produce additional output). And the *induced effect* is caused by changes in household spending due to the additional employment generated by direct and indirect effects. The *total economic impact* is calculated as:

Direct + Indirect + Induced.

The use of only direct spending would fail to account for increased business activities generated as the “direct” dollars were spread throughout the state in a spin-off or ripple effect. The spin-off or ripple can be quantified by the *spending multiplier*. A spending multiplier for a sector is defined as the total production in all sectors of the economy that is necessary to satisfy a dollar’s worth of final demand for that sector’s output (Miller and Blair, 1985). In other words, every dollar change in final-demand spending changes the total value of output in all sectors. The total economic impacts for this study have been measured for spending, labor, and employment.

### **Source of Economic Impacts: Direct Expenditures**

Direct spending consists of spring training expenditures related to attendee spending, MLB teams, stadium and concessionaire operating expenditures:

- Spring training team operating expenditures spent in Florida for the 16 MLB teams that hold MLB spring training in Florida.
- Spring training stadium operating expenditures of the 15 stadiums that house MLB spring training operations
- Spring training stadium concessionaire operating expenditures at the 15 stadiums.
- Game attendee expenditures, including **Non-County, Florida Attendees** expenditures and **Out of State Attendees** expenditures.

Spring Training Major League Baseball Team Operating Expenditures:

The 16 MLB teams (Table 1) that hold their spring training operations in the State of Florida represent a continuing source of economic value to the state. The MLB teams require basic goods and services of which large percentages were obtained in the State of Florida.

These expenditures did not include any spending that takes place outside of Florida, including salaries to MLB employees that were brought down for spring training but were still paid in their respective state.

Included in this economic impact analysis were expenditures for team and administrative personnel lodging and food, transportation, supplies and equipment purchases and various other miscellaneous expenditures.

Data for 2009 MLB Florida spring training team operating expenditures were collected by MLB's Office of the Commissioner from respective MLB team stadium managers. Stadium managers worked together with MLB to report the expenditures during the 2009 MLB Florida spring training season.

Spring Training Stadium Operating Expenditures:

The 15 stadiums that were utilized to host the 16 MLB teams for spring training were a major source of economic impact. Stadium expenditures were made for goods and services and the salaries and wages that were paid to employees in the day-to-day management and maintenance of the facility.

Included in the economic impact of stadiums operating expenditures were staff salaries, game day salaries, utilities, supplies and equipment, and other various miscellaneous expenditures.

Although these stadiums were used for many other functions, only stadium operating expenditures related to MLB spring training were reported.

Data for 2009 MLB Florida spring training stadium operating expenditures were collected by MLB's Office of the Commissioner from respective MLB team stadium managers. Stadium managers worked together with MLB to report the expenditures during the 2009 MLB Florida spring training season.

Spring Training Concessionaire Operation Expenditures:

Another source of economic impact was derived from concessionaire operations at the 15 stadiums. Included in the economic impact were the expenditures for goods and services, salaries and wages, and miscellaneous expenses.

Concessionaire operating expenditures were collected by MLB's Office of the Commissioner. Stadium managers together with the concession operators reported concessionaire operating expenditures based upon the 2009 MLB Florida spring training season directly to MLB's Office of the Commissioner.

Spring Training Game Attendee Expenditures:

Spring training game attendee expenditures were calculated from data collected through 1600 personal interviews at all of the 15 spring training stadiums. Attendees were surveyed during four randomly selected home games for each of the 16 MLB teams. At each home game, surveyors conducted 25 personal interviews with randomly selected attendees, totaling 100 personal interviews for each of the 16 teams. **Non-County Attendees** over the age of 21 were surveyed. Only one person per party responded to the survey.

Please see "APPENDIX I: 2009 MLB FLORIDA SPRING TRAINING ATTENDEE SURVEY INSTRUMENT" for the attendee survey instrument. The set of instructions provided to all professionally trained surveyors can be found in "APPENDIX II: 2009 MLB FLORIDA SPRING TRAINING ATTENDEE SURVEY INSTRUCTIONS"

Using 1600 personal interviews conducted during the 2009 MLB spring training season Bonn Marketing, Inc. reports results for this study at the 95% level of confidence with +/- 0.05 error.

Personal interviews were completed from only "**Non-County Attendees**" attending MLB spring training games. Professionally trained surveyors began the personal interview process by determining the origin of the attendee. Attendee origins were tabulated and grouped into three categories: **Florida, In-County Attendees; Florida, Non-County Attendees; Out of State Attendees.**

**Florida, In-County Attendees** refers to attendees that reside in the same county as the stadium hosting the MLB spring training game they attended. If the attendee was a **Florida, In-County Attendee** the personal interview was not further completed. Behavioral or expenditure information for **Florida, In-County Attendees** was not collected as these attendees did not contribute to the economic impact MLB Florida spring training has upon the State of Florida. The intercepts of **Florida, In-County Attendees** were documented solely to determine the proportion of **Florida, In-County Attendees** at MLB Florida spring training during the 2009 season in comparison to **Florida, Non-County Attendees** and **Out of State Attendees**.

**Florida, Non-County Attendees** refers to attendees living in Florida but traveling outside the county in which they reside to attend MLB spring training. Behavioral and expenditure data were collected for **Florida, Non-County Attendees**.

**Out of State Attendees** refers to attendees that reside outside of Florida including international attendees. Behavioral and expenditure data were collected for **Out-of-State Attendees**.

Of the 2110 attendees intercepted during the 2009 MLB Florida spring training season, 1014 attendees (48%) were **Out of State Attendees**, 586 attendees (28%) were **Florida, Non-County Attendees** and 510 attendees (24%) were **Florida, In-County Attendees**. Incidents of intercepts by survey site and geographic origin are summarized in Table 2 and Figure 2.

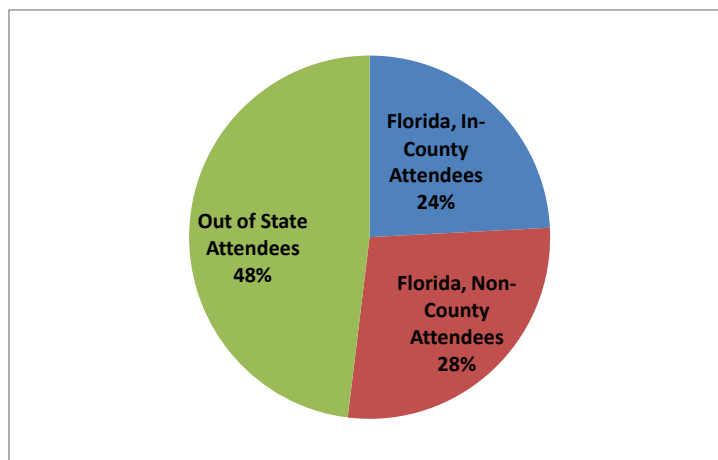
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**TABLE 2:**  
2009 MLB FLORIDA SPRING TRAINING INCIDENTS OF INTERCEPTS BY  
SURVEY SITE & GEOGRAPHIC ORIGIN

Survey Site	Total Intercepts	Florida, In-County Attendee	%	Florida, Non-County Attendees	%	Out of State Attendees	%
Atlanta Braves	105	5	5%	42	40%	58	55%
Baltimore Orioles	121	21	17%	45	37%	55	45%
Boston Red Sox	132	32	24%	28	21%	72	55%
Cincinnati Reds	124	24	19%	23	19%	77	62%
Detroit Tigers	114	14	12%	32	28%	68	60%
Florida Marlins	127	27	21%	31	24%	69	54%
Houston Astros	105	5	5%	33	31%	67	64%
Minnesota Twins	127	27	21%	13	10%	87	69%
New York Mets	154	54	35%	33	21%	67	44%
New York Yankees	185	85	46%	76	41%	24	13%
Philadelphia Phillies	115	15	13%	19	17%	81	70%
Pittsburgh Pirates	148	48	32%	43	29%	57	39%
St. Louis Cardinals	119	19	16%	27	23%	73	61%
Tampa Bay Rays	165	65	39%	61	37%	39	24%
Toronto Blue Jays	124	24	19%	29	23%	71	57%
Washington Nationals	145	45	31%	51	35%	49	34%
<b>Total</b>	<b>2110</b>	<b>510</b>	<b>24%</b>	<b>586</b>	<b>28%</b>	<b>1014</b>	<b>48%</b>

Source: Bonn Marketing, Inc.

**FIGURE 2:**  
2009 MLB FLORIDA SPRING TRAINING ATTENDEE INTERCEPTS BY  
GEOGRAPHIC ORIGIN



Source: Bonn Marketing, Inc.

During the personal interview process demographic and behavioral information were gathered from MLB Florida spring training game attendees. Information collected included attendee origin, primary trip purpose, prior visits to MLB spring training, accommodation type, length of stay, travel party size, travel mode, intent to return, other activities participated in, expenditures, ethnicity, gender, education, income, marital status, and recall of advertisements related to MLB spring training in Florida. In each stadium, randomly selected attendees were interviewed and were asked to document their expenditures during the past 24 hours of their trip that were directly related to the county in which the stadium was located. Expenditure categories represented the following:

- Lodging
- Restaurant F&B
- Grocery/Convenience Stores
- Admissions, Activities & Events
- Golfing/Other Recreation
- Museums/Historical/Cultural Sites
- Evening Entertainment (Movies, Nightclubs, etc)
- Transportation (Taxi, Shuttle, Parking, Auto Rental, Fuel, etc.)
- Shopping
- All Others

Based upon attendee geographical origin and primary trip purpose 2009 MLB Florida spring training attendee expenditure data was categorized into five segments and appear throughout the report as follows:

Segment 4: Expenditures by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose

Segment 5: Expenditures by **Out of State Attendees** who indicated “other” was their primary trip purpose. “Other” refers to attendees who chose to participate in MLB spring training as an activity but did not indicate “attending MLB spring training” was their primary trip purpose.

Segment 6: Expenditures by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose. **Florida, Non-County Attendees** refers to attendees living in Florida but traveling outside the county in which they reside to attend MLB spring training games.

Segment 7: Expenditures by **Florida, Non-County Attendees** who stated “other” was their primary trip purpose.

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Segment 8: Expenditures by **Overall Attendees**. “Overall” refers to the summation of the attendee segments whose expenditures have an impact upon the State of Florida (Segments 4-7). This did not include expenditures from **Florida, In-County Attendees**. **Florida, In-County Attendees** refers to attendees that reside in the same county as the stadium hosting the MLB spring training game they attended.

2009 MLB Florida Spring Training Total Attendance:

Total reported attendance during the 2009 MLB Florida Spring training season was 1,561,872. A total of 259 home games were played. The average attendance per game during the 2009 MLB Florida spring training season was 6,030 attendees. Please see Table 3 for the 2009 MLB Florida spring training attendance figures by team.

TABLE 3:  
2009 MLB FLORIDA SPRING TRAINING  
ATTENDANCE FIGURES BY TEAM

2009	Season Attendance	Number of Home Games	Average Attendance per Game
Atlanta Braves	133,016	16	8,314
Baltimore Orioles	73,415	16	4,588
Boston Red Sox	117,832	15	7,855
Cincinnati Reds	77,758	15	5,184
Detroit Tigers	111,131	16	6,946
Florida Marlins	69,726	17	4,102
Houston Astros	62,326	17	3,666
Minnesota Twins	122,555	17	7,209
New York Mets	82,116	16	5,132
New York Yankees	168,922	16	10,558
Philadelphia Phillies	133,620	16	8,351
Pittsburgh Pirates	87,195	19	4,589
St. Louis Cardinals	101,740	18	5,652
Tampa Bay Rays	97,692	15	6,513
Toronto Blue Jays	68,674	16	4,292
Washington Nationals	54,154	14	3,868
<b>Total</b>	<b>1,561,872</b>	<b>259</b>	<b>6,030</b>

Source: [www.floridagrapefruitleague.com/attendance](http://www.floridagrapefruitleague.com/attendance)

**Segment 1:**  
**2009 MLB Florida Spring Operating Expenditures for MLB Teams**

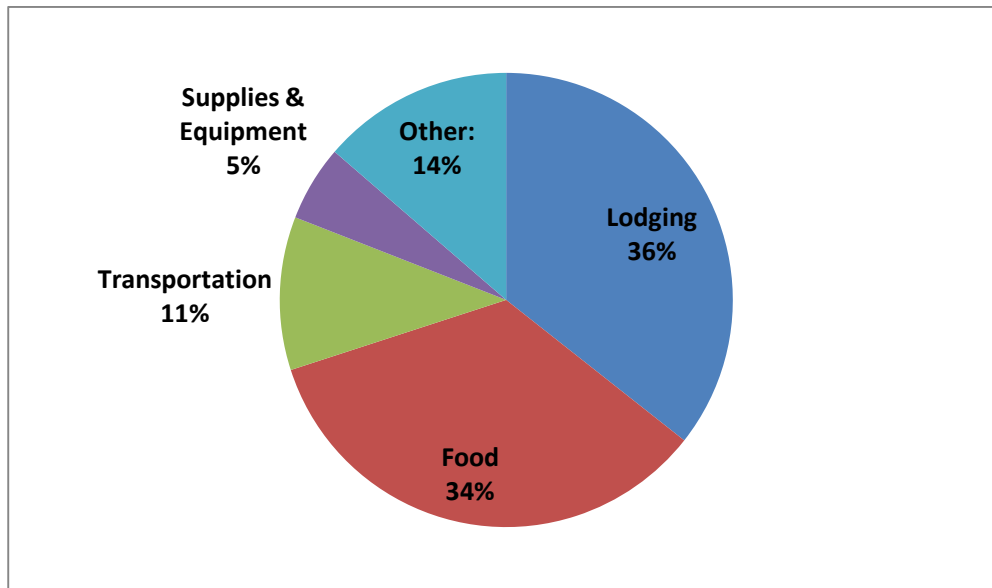
2009 operating expenditures for the sixteen (16) MLB Florida Spring Training teams included:

- Team and administrative personnel lodging
- Team and administrative personnel food
- Team and administrative personnel transportation
- Supplies and equipment purchases
- Various other miscellaneous expenditures.

These expenditures did not include any spending that takes place outside of Florida, including salaries to MLB employees that were brought down for spring training but were still paid in their respective state.

**Bonn Marketing, Inc.** calculated the average team operating expenditures based upon data provided by MLB's Office of the Commissioner. Results indicated that operating expenditures averaged \$1,433,289 per MLB team for the 2009 MLB Florida spring training season. MLB team operating expenditures by category are shown in Figure 3.

FIGURE 3:  
2009 MLB FLORIDA SPRING TRAINING  
AVERAGE MLB TEAM OPERATING EXPENDITURES:  
\$1,433,289 PER TEAM



Source: MLB Office of the Commissioners

Direct team operating expenditures for all sixteen (16) 2009 MLB Florida spring training team operations was estimated to represent a total of \$22,932,628. This \$22,932,628 of direct spending generated by team operations produced \$8,312,885 in indirect effects and \$7,968,325 in induced effects resulting in \$39,213,808 in *total spending*. The spending multiplier (Direct + Indirect + Induced/Direct) for team operating expenditures is 1.71. That is, every dollar spent on team operating expenditures turned over 1.71 times in all sectors in the State of Florida.

The *total* impact of labor income (Direct + Indirect + Induced) generated from team operating expenditures was estimated to be \$14.5 million. The labor income multiplier (Direct + Indirect + Induced/Direct) is 1.66. This means for every dollar change of income in any industry related to MLB spring training team operating expenditures a total income change of \$1.66 was produced in the Florida economy.

The direct spending from team operating expenditures generated more than \$14.5 million in *total labor income*, supporting or creating 431 part-time and full time jobs. This means an employee received about \$33,699 in annual income with wages, benefits and other non-cash compensation included. The employment multiplier (Direct + Indirect + Induced/Direct) for the region is 1.47. This multiplier indicates the support or creation of one direct job related to MLB spring training team operating expenditures resulted in a total of 1.47 jobs for Florida's economy.

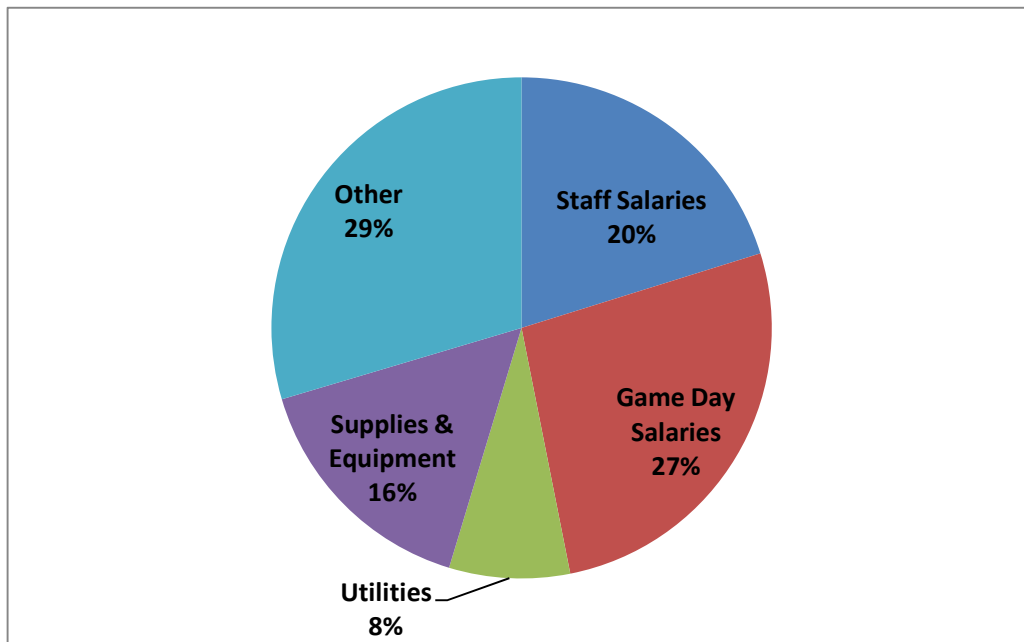
**Segment 2:**  
**2009 MLB Florida Spring Training Stadium Operating Expenditures**

Operating expenditures for the 15 stadiums utilized to host the 16 MLB teams for spring training included:

- Staff salaries
- Game day salaries
- Utilities
- Supplies and equipment
- Various other miscellaneous expenditures

Although these stadiums were used for many other functions this study reports only stadium operating expenditures related to the 2009 MLB spring training season. MLB's Office of the Commissioner provided stadium operating expenditure data to **Bonn Marketing, Inc.** The average stadium operating expenditures resulted in \$567,147 per stadium for the 2009 MLB Florida spring training season. Stadium operating expenditures by category are shown in Figure 4.

FIGURE 4:  
2009 MLB FLORIDA SPRING TRAINING  
AVERAGE STADIUM OPERATING EXPENDITURES:  
\$567,147 PER STADIUM



Source: MLB Office of the Commissioner

Given that 15 Florida stadiums operate at an average of \$567,147 per stadium, the total direct stadium operating expenditures for 2009 MLB Florida spring training season were estimated to be \$8,507,202.

This \$8,507,202 of direct spending generated by stadium operating expenditures produced \$3,046,292 in indirect effects and \$3,351,167 in induced effects resulting in a *total spending* of \$14,723,031 from stadium operating expenditures during the 2009 MLB Florida spring training season. The spending multiplier (Direct + Indirect + Induced/Direct) for stadium operating expenditures is 1.75. That is, every dollar spent on stadium operating expenditures turned over 1.75 times to the in all sectors in the State of Florida.

The *total* impact of labor income (Direct + Indirect + Induced) generated from stadium operating expenditures was estimated to be \$6.1 million. The labor income multiplier (Direct + Indirect + Induced/Direct) is 1.59. This means for every dollar change of income in any industry related to MLB spring training stadium operating expenditures a total income change of \$1.59 is produced in the Florida economy.

The direct spending from stadium operating expenditures generated more than \$6.1 million in *total labor income*, supporting or creating 149 part-time and full time jobs. This means an employee received about \$41,241 in annual income with wages, benefits and other non-cash compensation included. The employment multiplier (Direct + Indirect + Induced/Direct) for the region is 1.59, indicating that the creation of one new direct job related to MLB spring training stadium operating expenditures resulted in a total of 1.59 jobs in Florida's economy.

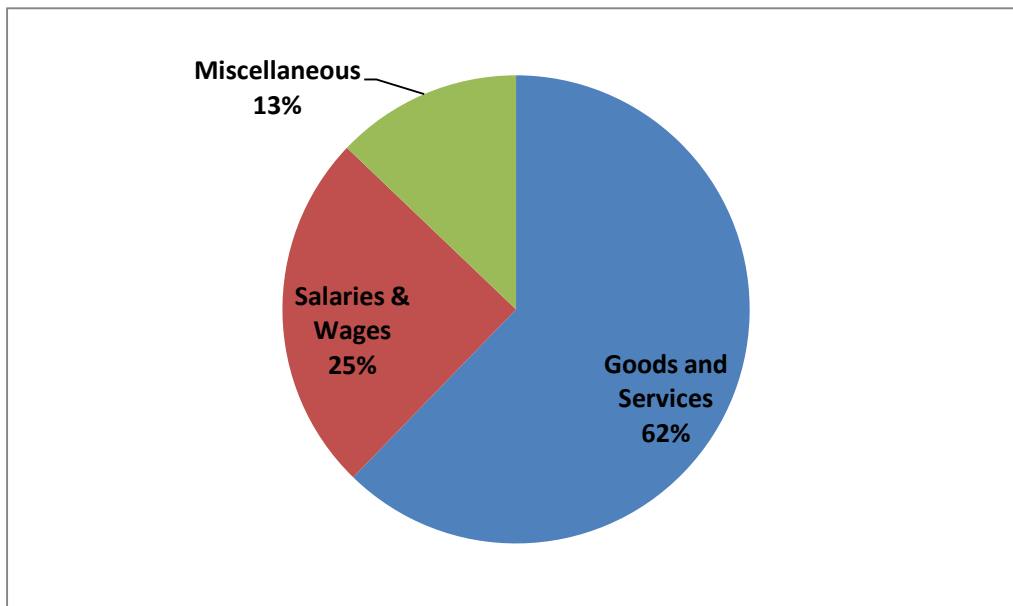
**Segment 3:**  
**2009 MLB Florida Spring Training**  
**Concessionaire Operating Expenditures**

Concessionaire operating expenditures for the 15 stadiums utilized to host the 16 MLB teams for spring training included:

- Goods and services
- Salaries and wages
- Other various miscellaneous expenditures

MLB's Office of the Commissioner provided concessionaire operating expenditure data to **Bonn Marketing, Inc.** The average concessionaire operating expenditures resulted in \$578,592 per stadium for the 2009 MLB Florida spring training season. The concessionaire operating expenditures by category are shown in Figure 5.

FIGURE 5:  
2009 MLB FLORIDA SPRING TRAINING  
AVERAGE CONCESSIONAIRE OPERATING EXPENDITURES:  
\$578,592 PER STADIUM



Source: MLB Office of the Commissioner

It was found that MLB concessionaire operations averaged \$578,592 per stadium. The direct concessionaire operating expenditures for 2009 MLB Florida spring training season were estimated to be \$8,678,879. This direct spending generated from stadium operations produced \$2,754,839 in indirect effects and \$3,289,313 in induced effects resulting in a *total spending* of \$14,723,031 from concessionaire operating expenditures during the 2009 MLB Florida spring training season. The spending multiplier (Direct + Indirect + Induced/Direct) for concessionaire operating expenditures is 1.70. That is, every dollar spent on concessionaire operating expenditures turned over 1.70 times in all sectors in the State of Florida.

The *total* impact of labor income (Direct + Indirect + Induced) generated from concessionaire operating expenditures was estimated to be \$6.0 million. The labor income multiplier (Direct + Indirect + Induced/Direct) is 1.52. This means for every dollar change of income in any industry related to MLB spring training concessionaire operating expenditures a total income change of \$1.52 was produced in the Florida economy.

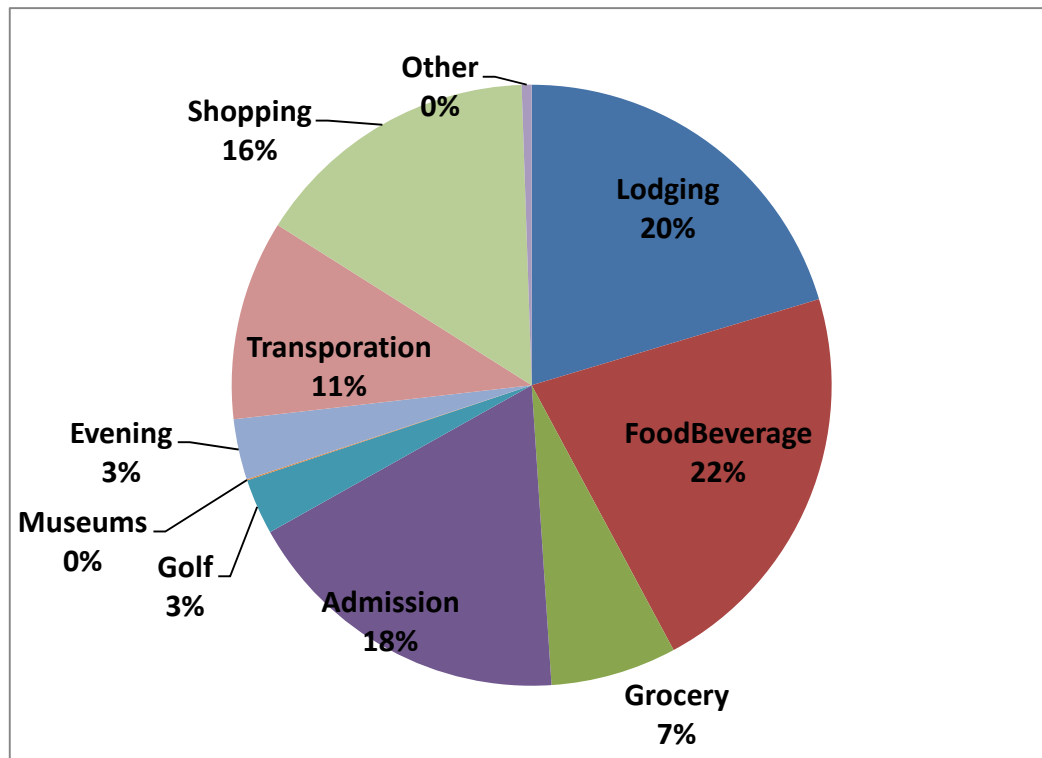
The direct spending of concessionaire operating expenditures generated more than \$6.0 million in *total labor income*, supporting or creating 212 part-time and full time jobs. This means an employee received about \$28,492 in annual income with wages, benefits and other non-cash compensation included. The employment multiplier (Direct + Indirect + Induced/Direct) for the region is 1.31, indicating that the support or creation of one direct job related to MLB spring training concessionaire operating expenditures resulted in a total of 1.31 jobs for Florida's economy.

**Segment 4:**  
**2009 MLB Florida Spring Training Expenditures by Out of State Attendees who Indicated “Attending Spring Training” was their Primary Trip Purpose.**

**Bonn Marketing, Inc.** calculations determined that 361,032 MLB Florida spring training attendees (23.12% of all 2009 MLB Florida spring training attendees) were **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose. These attendees stayed an average of 7.53 nights and had an average party size of 3.0.

The average expenditures per party per day by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose were \$371.28. The expenditures by category are displayed in Figure 6.

FIGURE 6:  
2009 MLB FLORIDA SPRING TRAINING  
AVERAGE EXPENDITURES PER PARTY PER DAY  
BY **OUT OF STATE ATTENDEES** WHO INDICATED  
“ATTENDING SPRING TRAINING” WAS THEIR PRIMARY TRIP PURPOSE:  
\$371.28



Source: Bonn Marketing, Inc.

Direct spending by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose was calculated by **Bonn Marketing, Inc.** using the formula:

$n * LS * \$EPPD / PS$ , where

$n$ =number of **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose

$LS$ = their average length of stay

$\$EPPD$ = their average expenditures per party per day

$PS$ = their average party size.

Because the primary trip purpose was “attending spring training” all expenditures throughout the duration of the trip were considered to be dollars brought into Florida by MLB Florida spring training. Therefore, direct spending by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose was calculated as follows:

$$361,032 * 7.53 * \$371.28 / 3.0 = \$336,450,804$$

The \$336,450,804 of direct spending generated by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose produced \$117,435,372 in indirect effects and \$117,869,136 in induced effects resulting in a *total spending* of \$571,755,312 by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose. The spending multiplier (Direct + Indirect + Induced/Direct) for expenditures by this attendee segment is 1.70. This means every dollar spent by **Out of State Attendees** who indicated a primary trip purpose of “attending spring training” turned over 1.70 times in all sectors in the State of Florida.

The *total* impact of labor income (Direct + Indirect + Induced) generated by those **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose was estimated to be \$214.9 million. The labor income multiplier (Direct + Indirect + Induced/Direct) is 1.62. This means for every dollar change of income in any industry related to MLB spring training, generated by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose a total income change of \$1.62 was produced in the Florida economy.

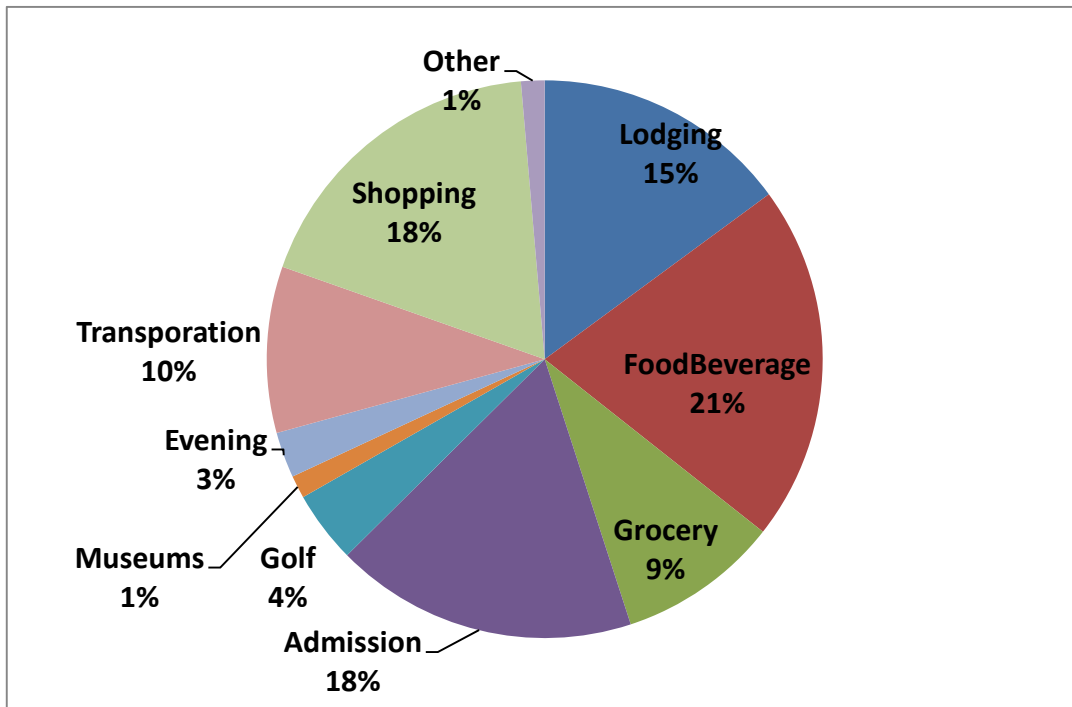
The direct spending by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose generated more than \$214.9 million in *total labor income*, supporting or creating 7,007 part-time and full time jobs. This means an employee received about \$30,669 in annual income with wages, benefits and other non-cash compensation included. The employment multiplier (Direct + Indirect + Induced/Direct) for this attendee segment 1.40. This indicated that the support or creation of one direct job related to MLB spring training attendee spending by **Out of State Attendees** who indicated “attending spring training” was a primary trip purpose resulted in a total of 1.40 jobs for Florida’s economy.

**Segment 5:**  
**2009 MLB Florida Spring Training Expenditures by Out of State Attendees who Indicated "Other" was their Primary Trip Purpose**

**Bonn Marketing, Inc** calculations determined 389,555 attendees (24.94% of all 2009 MLB Florida spring training attendees) were **Out of State Attendees** who indicated "other" was their primary trip purpose. These attendees stayed an average of 9.66 nights and had an average party size of 3.08.

The average expenditures per party per day by **Out of State Attendees** who indicated "other" was their primary trip purpose were \$395.43. The expenditures by category are displayed in Figure 7.

FIGURE 7:  
2009 MLB FLORIDA SPRING TRAINING  
AVERAGE EXPENDITURES PER PARTY PER DAY  
BY **OUT OF STATE ATTENDEES** WHO INDICATED  
"OTHER" WAS THEIR PRIMARY TRIP PURPOSE:  
\$395.43



Source: Bonn Marketing, Inc.

Direct spending by **Out of State Attendees** who indicated “other” was their primary trip purpose was calculated by **Bonn Marketing, Inc.** using the formula:

$n \cdot LS \cdot \$EPPD / PS$ , where

$n$ =number of **Out of State Attendees** who indicated “other” was their primary trip purpose

$LS$ = their average length of stay

$\$EPPD$ = their average expenditures per party per day

$PS$ = their average party size.

Because the primary trip purpose of the **Out of State Attendees** was “other” than attending MLB Florida Spring training *not all* expenditures throughout the duration of the trip were considered to be dollars brought into Florida by 2009 MLB spring training.

However, attendees with a trip purpose of “other” still contribute to Florida’s economy via attending MLB spring training. Because **Out of State Attendees** who indicated “other” was their primary trip purpose chose to participate in MLB spring training as an activity the length of stay attributed to attending to MLB spring training was one (1) day. Therefore, the direct spending by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose was calculated as follows:

$$389,555 \cdot 1 \cdot \$395.43 / 3.08 = \$50,013,526$$

The \$50,013,526 of direct spending generated by **Out of State Attendees** who indicated “other” was their primary trip purpose produced \$17,334,208 in indirect effects and \$17,819,409 in induced effects resulting in a *total spending* of \$85,177,143. The spending multiplier (Direct + Indirect + Induced/Direct) for expenditures of **Out of State Attendees** who indicated “other” was their primary trip purpose is 1.70. This means every dollar spent by **Out of State Attendees** who indicated a primary trip purpose of “other” turned over 1.70 times in all sectors in the State of Florida.

The *total* impact of labor income (Direct + Indirect + Induced) generated by **Out of State Attendees** who indicated “other” was their primary trip purpose and attended MLB spring training as an activity was estimated to be \$32.5 million. The labor income multiplier (Direct + Indirect + Induced/Direct) is 1.60. This means for every dollar change of income in any industry related to MLB spring training generated by **Out of State Attendees** who indicated “other” was their primary trip purpose, a total income change of \$1.60 was produced in the Florida economy.

## 2009 MLB Florida Spring Training

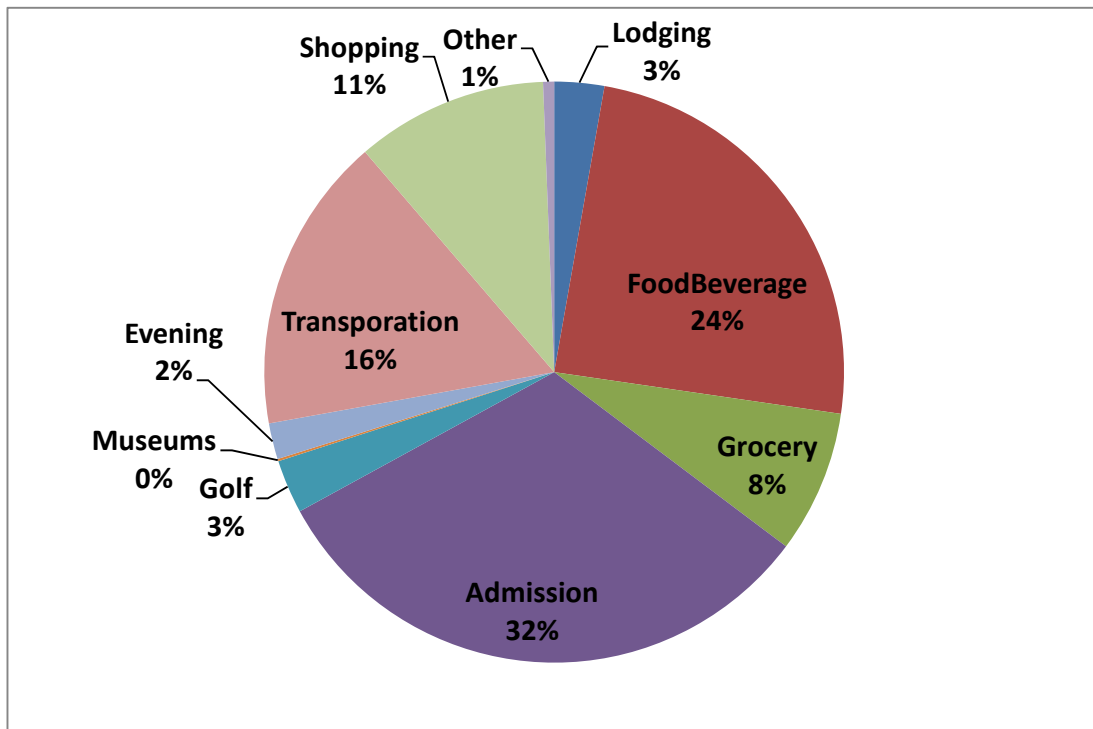
The direct spending by this attendee segment generated more than \$32.5 million in *total labor income*, supporting or creating 1,070 part-time and full time jobs. This means an employee received about \$30,361 in annual income with wages, benefits and other non-cash compensation included. The employment multiplier (Direct + Indirect + Induced/Direct) for this attendee segment is 1.39, indicating that the support or creation of one direct job related to MLB spring training attendee spending from **Out of State Attendees** who indicated “other” was their primary trip purpose resulted in a total of 1.39 jobs for Florida’s economy.

**Segment 6:**  
**2009 MLB Florida Spring Training Expenditures by**  
**Florida, Non-County Attendees Who Stated**  
**“Attending Spring Training” was their Primary Trip Purpose**

**Bonn Marketing, Inc.** calculations determined 378,249 attendees (24.22% of all MLB spring training attendees were) **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose. These attendees stayed an average of 0.39 nights and had an average party size of 2.81.

The average expenditures per party per day by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose were \$171.73. The expenditures by category are displayed in Figure 8.

FIGURE 8:  
2009 MLB FLORIDA SPRING TRAINING  
AVERAGE EXPENDITURES PER PARTY PER DAY  
BY **FLORIDA, NON-COUNTY** ATTENDEES WHO STATED  
"ATTENDING SPRING TRAINING" WAS THEIR PRIMARY TRIP PURPOSE:  
\$171.73



Source: Bonn Marketing, Inc.

Direct spending by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose was calculated by **Bonn Marketing, Inc.** using the formula:

$n * LS * \$EPPD / PS$ , where

$n$ =number of **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose

$LS$ = their average length of stay

$\$EPPD$ = their average expenditures per party per day

$PS$ = their average party size.

Because the primary trip purpose of the **Florida, Non-County Attendees** was “attending spring training” all expenditures throughout the duration of the trip were included in MLB spring training’s economic impact upon the State of Florida. Direct spending of **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose was calculated as follows:

$$378,249 * 0.39 * \$171.73 / 2.81 = \$9,015,334$$

The \$9,015,344 of direct spending generated from **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose produced \$3,262,292 in indirect effects and \$3,287,703 in induced effects resulting in a *total spending* of \$15,565,323. The spending multiplier (Direct + Indirect + Induced/Direct) for expenditures by this attendee segment is 1.73. This means every dollar spent by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose turned over 1.73 times in all sectors in the State of Florida.

The *total* impact of labor income (Direct + Indirect + Induced) generated by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose was estimated to be \$5.9 million. The labor income multiplier (Direct + Indirect + Induced/Direct) is 1.62. This means for every dollar change of income in any industry related to MLB spring training Florida generated by **Non-County Attendees** who stated “attending spring training” was their primary trip purpose a total income change of \$1.62 was produced in the Florida economy.

The direct spending by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose generated more than \$5.9 million in *total labor income*, supporting or creating 200 part-time and full time jobs. This means an employee received about \$29,949 in annual income with wages, benefits and other non-cash compensation included. The employment multiplier (Direct + Indirect + Induced/Direct) for this attendee segment is 1.40, indicating that the support or creation of one direct job related to MLB spring training attendee spending from **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose resulted in a total of 1.40 jobs for Florida’s economy.

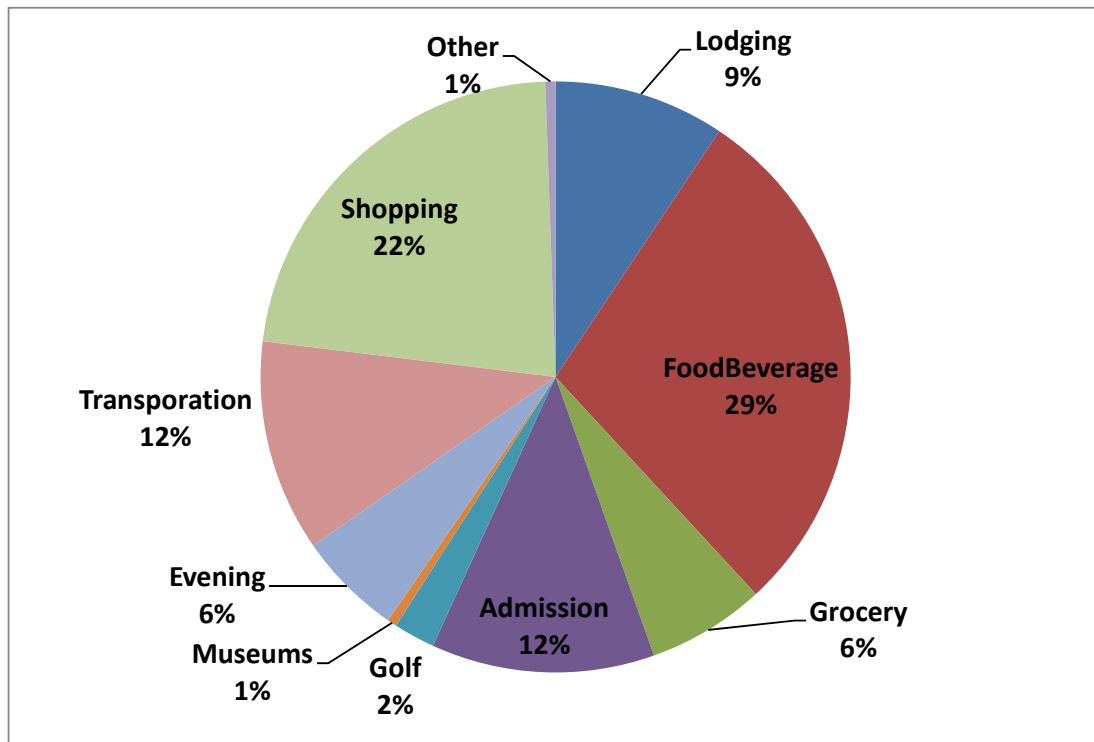
**Segment 7:**

**2009 MLB Florida Spring Training Expenditures by Florida, Non-County Attendees who Stated "Other" was their Primary Trip Purpose**

**Bonn Marketing, Inc.** calculations determined 55,523 attendees (3.55% of all MLB spring training attendees) were **Florida, Non-County Attendees** who stated "other" was their primary trip purpose. These attendees stayed an average of 3.36 nights and had an average party size of 2.68.

The average expenditures per party per day by **Florida, Non-County Attendees** who stated "other" was their primary trip purpose were \$314.00. The expenditures by category are displayed in Figure 9.

FIGURE 9:  
2009 MLB FLORIDA SPRING TRAINING  
AVERAGE EXPENDITURES PER PARTY PER DAY  
BY **FLORIDA, NON-COUNTY ATTENDEES** WHO STATED  
"OTHER" WAS THEIR PRIMARY TRIP PURPOSE:  
\$314.00



Source: Bonn Marketing, Inc.

Direct spending by **Florida, Non-County Attendees** who stated “other” was their primary trip purpose was calculated by **Bonn Marketing, Inc.** using the formula:

$n*LS*\$EPPD/PS$ , where

$n$ =number of **Florida, Non-County Attendees** who stated “other” was their primary trip purpose

$LS$ = their average length of stay

$\$EPPD$ = their average expenditures per party per day

$PS$ = their average party size.

Because the primary trip purpose of **Florida, Non-County Attendees** was “other” than attending MLB Florida spring training *not all* expenditures throughout the duration of the trip were considered to be dollars brought into Florida by spring training.

However, attendees with a trip purpose of “other” still contribute to Florida’s economy via attending MLB spring training. Because the **Florida, Non-County Attendees** who stated “other” was their primary trip purpose chose to participate in MLB spring training as an activity the length of stay attributed to attending to MLB spring training was one (1) day. Therefore, direct spending by **Florida, Non-County Attendees** who stated “other” was their primary trip purpose was calculated as follows:

$$55,523*1*\$314.00/2.68 = \$6,505,275$$

The \$6,505,275 of direct spending generated from **Florida, Non-County Attendees** who stated “other” was their primary trip purpose produced \$2,213,550 in indirect effects and \$2,242,753 in induced effects resulting in a *total spending* of \$10,961,573. The spending multiplier (Direct + Indirect + Induced/Direct) for expenditures by this attendee segment is 1.69. This means every dollar spent by **Florida, Non-County Attendees** who stated “other” was their primary trip purpose turned over 1.69 times in all sectors in the State of Florida.

The *total* impact of labor income (Direct + Indirect + Induced) generated by those **Florida, Non-County Attendees** who stated “other” was their primary trip purpose who attended MLB spring training as an activity was estimated to be \$4.1 million. The labor income multiplier (Direct + Indirect + Induced/Direct) is 1.60. This means for every dollar change of income in any industry related to MLB spring training in Florida generated by **Florida, Non-County Attendees** who stated “other” was their primary trip purpose a total income change of \$1.60 was produced in the Florida economy.

The direct spending by **Florida, Non-county Attendees** generated more than \$4.1 million in *total labor income*, supporting or creating 136 part-time and full time jobs. This means an employee received about \$30,075 in annual income with wages, benefits and other non-cash compensation included. The employment multiplier (Direct + Indirect + Induced/Direct) for this attendee segment is 1.37, indicating that the support or creation of one direct job related to MLB spring training spending from **Florida, Non-County Attendees** who stated “other” was their primary trip purpose resulted in a total of 1.37 jobs for Florida’s economy.

**Segment 8:**  
**2009 MLB Florida Spring Training Expenditures by Overall Attendees**

The total attendance for the 2009 MLB Florida spring training season was 1,561,873. Of the 1,561,873 fans attending MLB Florida spring training in 2009, 377,154 (24%) of all attendees were **Florida, In-County Attendees** which means they reside in the same county as the stadium hosting the MLB spring training game they attended.

**Bonn Marketing, Inc.** did not obtain expenditure information for **Florida, In-County Attendees** as their expenditures did not bring new dollars into the community. The intercepts of **Florida, In-County Attendees** were documented solely to determine the proportion of **Florida, In-County Attendees** compared with **Florida, Non-County Attendees** and **Out of State Attendees**.

The expenditures of **Florida, In-County Attendees** were not relevant to the impact MLB spring training has upon the State of Florida. Therefore, **Overall Attendees** expenditure data does not represent ALL 1,561,873 attendees from the 2009 MLB Florida spring training season. Only expenditures from 1,184,359 attendees, or 76% of total attendees, were relevant to this specific economic impact study.

The segment “**Overall Attendees**” only represents expenditure information from the four attendee segments whose expenditures were relevant to determining the economic impact 2009 MLB spring training has to the State of Florida. The four relevant segments are as follows:

- Segment 4: Expenditures by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose
- Segment 5: Expenditures by **Out of State Attendees** who indicated “other” was their primary trip purpose. “Other” refers to attendees who chose to participate in MLB spring training as an activity but did not indicate “attending MLB spring training” was their primary trip purpose.
- Segment 6: Expenditures by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose. **Florida, Non-County Attendees** refers to attendees living in Florida but traveling outside the county in which they reside to attend MLB spring training games.
- Segment 7: Expenditures by **Florida, Non-County Attendees** who stated “other” was their primary trip purpose.

**Overall Attendees** average length of stay was 5.82 nights with an average party size of 2.95. The average expenditures per party per day for **Overall Attendee** during the 2009 MLB Florida spring training season were \$313.65.

**Overall Attendees** direct spending, labor income and employment were calculated through the summation of direct spending, labor income and employment from each of the four relevant attendee segments. Therefore, **Overall Attendees** direct spending was estimated to be \$401,984,939. The indirect impact of **Overall Attendees** direct spending was \$140,255,422 while the induced impact was \$141,219,001. The *total* spending (Direct + Indirect + Induced) by **Overall Attendees** was \$683,459,362. The spending multiplier (Direct + Indirect + Induced/Direct) for expenditures of **Overall Attendees** is 1.70. This means every dollar spent by **Overall Attendees** during 2009 MLB Florida spring training turned over 1.70 times in all sectors in the State of Florida.

The *total* impact of labor income (Direct + Indirect + Induced) generated by **Overall Attendees** spending was estimated to be \$257.5 million. The labor income multiplier (Direct + Indirect + Induced/Direct) is 1.61. This means for every dollar change of income in any industry related to MLB spring training in Florida generated by **Overall Attendees** a total income change of \$1.61 was produced in the Florida economy.

The direct spending by **Overall Attendees** generated more than \$257.5 million in *total labor income*, supporting or creating 8,413 part-time and full time jobs. This means an employee received about \$30,603 in annual income with wages, benefits and other non-cash compensation included. The employment multiplier (Direct + Indirect + Induced/Direct) for **Overall Attendees** is 1.40, indicating that the support or creation of one direct job related to MLB spring training **Overall Attendees** spending resulted in a total of 1.40 jobs for Florida's economy.

2009 MLB Florida Spring Training

Table 4 details the attendance numbers and economic impacts of 2009 MLB Florida spring training attendees. Note that **Florida, In-County Attendees**, which had an attendance number of 377,514, was not included in the table because **Florida, In-County Attendees** did not contribute to the economic impact to the State of Florida.

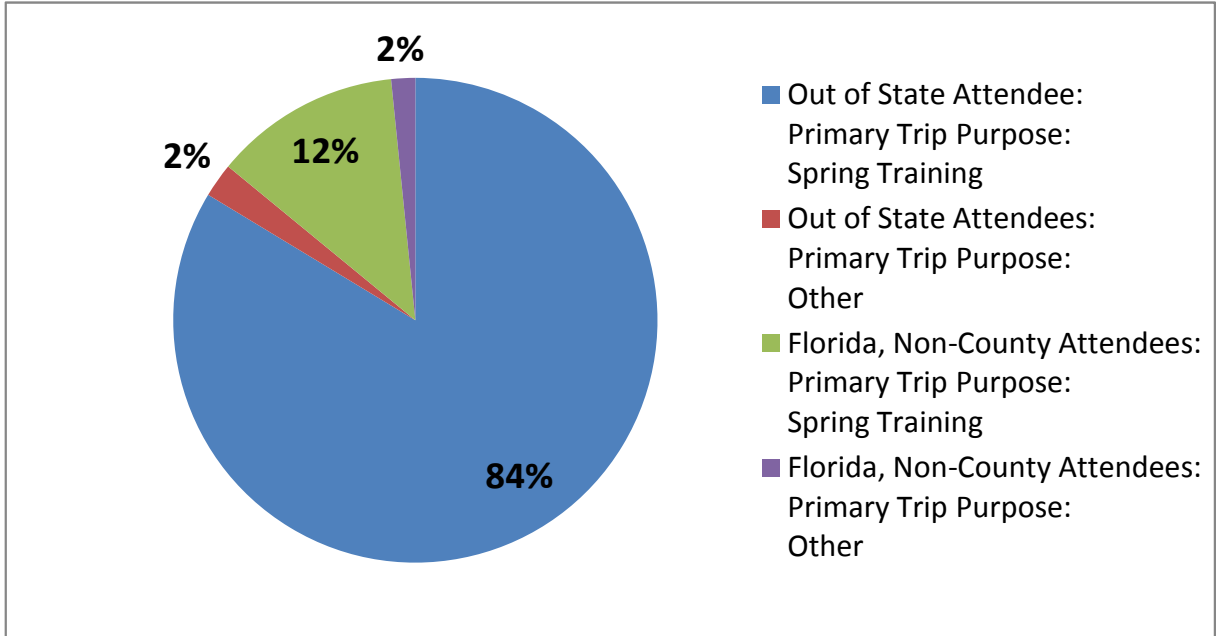
TABLE 4:  
2009 MLB FLORIDA SPRING TRAINING ATTENDANCE NUMBERS AND  
TOTAL ATTENDEE ECONOMIC IMPACTS BY ATTENDEE SEGMENT

2009 MLB Florida Spring Training: Attendee Segment	Attendance Numbers	Total Spending	Total Labor Income	Total Employment
Out of State Attendees: Primary Trip Purpose: Spring Training	361,032	\$571,755,312	\$214,903,679	7,007
Out of State Attendees: Primary Trip Purpose: Other	378,249	\$15,565,329	\$5,989,879	200
Florida, Non-County Attendees: Primary Trip Purpose: Spring Training	389,555	\$85,177,143	\$32,486,624	1,070
Florida, Non-County Attendees: Primary Trip Purpose: Other	55,523	\$10,961,578	\$4,090,285	136
<b>Overall Attendees Contribution to The State of Florida's Economy</b>	<b>1,184,359</b>	<b>\$683,459,362</b>	<b>\$257,470,467</b>	<b>8,413</b>

Source: Bonn Marketing, Inc.

2009 MLB Florida Spring Training

FIGURE 10:  
2009 MLB FLORIDA SPRING TRAINING  
OVERALL ATTENDEE TOTAL SPENDING IMPACT  
BY ATTENDEE SEGMENT:  
**\$683,459,362**



Source: Bonn Marketing, Inc.

**2009 MLB Florida Spring Training Economic Impact Conclusions**

1. The **total economic value** (impact) the 2009 MLB Florida spring training season had upon the Florida economy was estimated to be **\$752,300,862**.
2. The **total labor income** (Direct + Indirect + Induced) generated by the 2009 MLB Florida spring training season was estimated to be **\$284.2 million**.
3. The direct spending as a result of the 2009 MLB Florida spring training season generated more than **\$284.2 million in total labor income**, supporting or creating a **total of 9,205 part-time and full time jobs**.
4. The overall spending multiplier (Direct + Indirect + Induced/Direct) for the 2009 MLB spring training season in the State of Florida is 1.70. This means every dollar spent for MLB Florida spring training turned over 1.70 times in all sectors in the State of Florida.
5. The overall labor income multiplier (Direct + Indirect + Induced/Direct) for the 2009 MLB Florida spring training season is 1.61. This means for every dollar change of income in any industry related to MLB spring training in Florida a total income change of \$1.61 is produced in the Florida economy.
6. The overall employment multiplier (Direct + Indirect + Induced/Direct) for the 2009 MLB Florida spring training season is 1.40, indicating that the support or creation of one direct job related to 2009 MLB Florida spring training spending resulted in a total of 1.40 jobs in Florida's economy.

The total economic value of 2009 MLB Florida spring training spending, labor income, and employment was calculated through a summation of expenditures and economic impacts from Segments 1-7. (Segment 8 is only a summation of 2009 MLB Florida spring training attende expenditures and economic impacts):

**Segment 1: 2009 MLB Florida Spring Training Operating Expenditures and Economic Impacts of MLB Teams**

- MLB spring training team operating expenditures contributed \$39.21 million in total spending, which generated \$14.5 million in total labor income and supported or created 431 total part-time and full-time jobs for the State of Florida.
- The total spending of 2009 MLB spring training team operating expenditures represented 5.2% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.

**Segment 2: 2009 MLB Florida Spring Training Stadium Operating Expenditures and Economic Impacts**

- 2009 spring training stadium operating expenditures for facilities housing MLB spring training operations contributed \$14.9 million in total spending, which generated \$6.1 million in total labor income and supported or created 149 part-time and full-time jobs for the State of Florida.
- The total spending of 2009 MLB spring training stadium operating expenditures represented 2.0% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.

**Segment 3: 2009 MLB Florida Spring Training Concessionaire Operating Expenditures and Economic Impacts**

- 2009 spring training stadium concessionaire facility operating expenditures contributed \$14.7 million in total spending, which generated \$6.0 million in total labor income and supported or created 212 part-time and full-time jobs for the State of Florida.
- The total spending of 2009 MLB spring training stadium concessionaire facility operations represented 2.0% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.

**Segment 4: 2009 MLB Florida Spring Training Expenditures and Economic Impacts of Out of State Attendees who Indicated “Attending Spring Training” was their Primary Trip purpose.**

- During the 2009 MLB Florida spring training season, **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose, contributed \$571.7 million in total spending, which generated \$241.9 million in total labor income and supported or created 7,007 part-time and full-time jobs for the State of Florida.
- The total spending by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose represented 76.0% of the total spending (\$752.3 million) for the 2009 MLB Florida spring training season.
- **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose spent an average of \$371.28 per party per day.

**Segment 5: 2009 MLB Florida Spring Training Expenditures and Economic Impacts of Out of State Attendees who Indicated “Other” was their Primary Trip Purpose.** (“Other” refers to attendees who chose to participate in 2009 MLB spring training as an activity but did not indicate “attending MLB spring training” was their primary trip purpose.)

- During the 2009 MLB Florida spring training season, **Out of State Attendees** who indicated reasons “other than attending MLB spring training” (referred to from this point forward as “other”) was their primary trip purpose contributed \$85.2 million in total spending, which generated \$32.5 million in total labor income and supported or created 1,070 part-time and full-time jobs for the State of Florida.
- The total spending by **Out of State Attendees** who indicated “other” was their primary trip purpose represented 2.1% of the total spending MLB Florida spring training contributed to the State of Florida.
- **Out of State Attendees** who indicated “other” was their primary trip purpose spent an average of \$395.43 per party per day.

**Segment 6: 2009 MLB Florida Spring Training Expenditures and Economic Impacts of Florida, Non-County Attendees who Stated “attending spring training” was their Primary Trip Purpose.** (Florida, Non-County Attendees refers to attendees living in Florida but traveling outside the county in which they reside to attend MLB spring training games.)

- During the 2009 MLB Florida spring training season **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose contributed \$15.5 million in total spending, which generated \$5.9 million in total labor income and supported or created 200 part-time and full-time jobs for the State of Florida.
- The total spending by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose represented 11.3% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.
- **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose spent an average of \$171.73 per party per day.

**Segment 7: 2009 MLB Florida Spring Training Expenditures and Economic Impacts of Florida, Non-County Attendees who stated “Other” was their Primary Trip Purpose.**

- During the 2009 MLB Florida spring training season, **Florida, Non-County Attendees** who stated reasons “other than attending 2009 MLB spring training” was their primary trip purpose contributed \$10.9 million in total spending, which generated \$4.1 million in total labor income and supported or created 136 part-time and full-time jobs for the State of Florida.
- The total spending of **Florida, Non-County Attendees** who stated “other” was their primary trip purpose represented 1.5% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.
- **Florida, Non-County Attendees** who stated “other” was their primary trip purpose spent an average of \$314.00 per party per day.

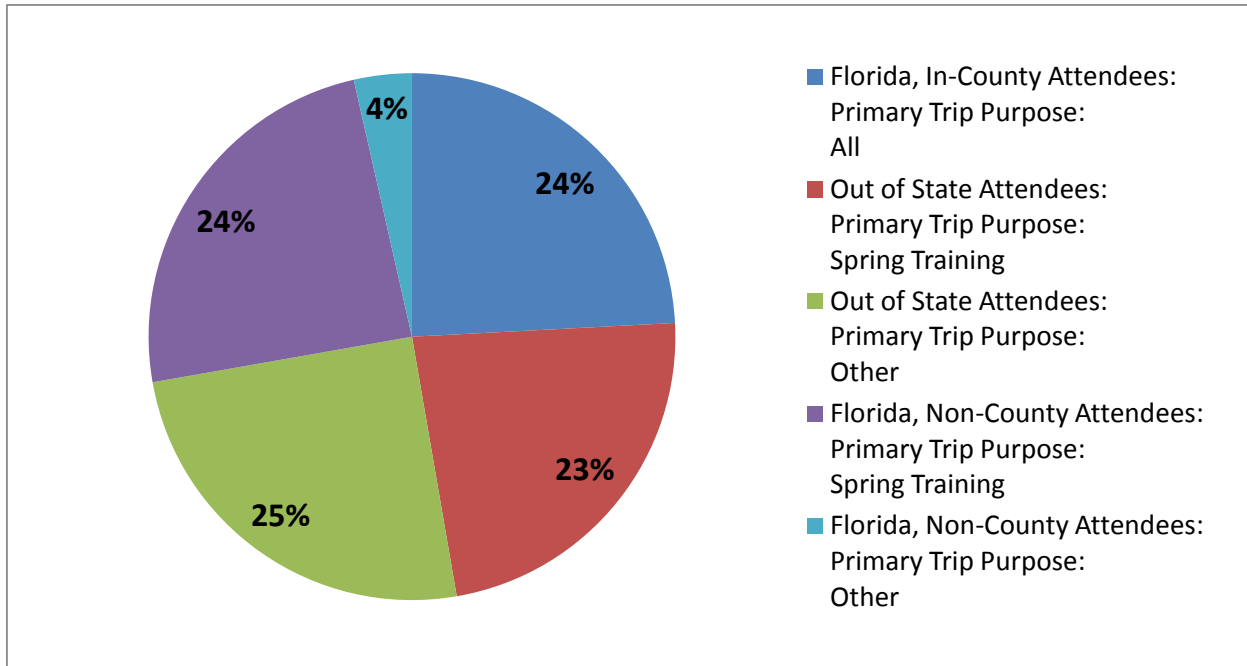
**Segment 8: 2009 MLB Florida Spring Training Expenditures and Economic Impacts of Overall Attendees.** (“Overall” refers to the summation of the attendee segments whose expenditures have an impact upon the State of Florida (Segments 4-7). This does not include expenditures from **Florida, In-County Attendees.** **Florida, In-County Attendees** refers to attendees that reside in the same county as the stadium hosting the 2009 MLB spring training game they attended.)

- During the 2009 MLB Florida spring training season, the economic impact of **Overall Attendees** (ALL non-local attendees) spending represented \$683.5 million in total spending, which generated \$257.5 million in total labor income and supported or created 8,413 part-time and full-time jobs for the State of Florida.
- The total spending of **Overall Attendees** represented 90.8% of the total spending 2009 MLB Florida spring training contributed to the State of Florida.
- **Overall Attendees** spent an average of \$313.65 per party per day.

2009 MLB Florida Spring Training

Please see the following Tables and Figures for summary information:

**FIGURE 11:**  
**2009 MLB FLORIDA SPRING TRAINING**  
**TOTAL ATTENDANCE BY ATTENDEE SEGMENT:**  
**1,561,873 ATTENDEES**



Source: Bonn Marketing, Inc.

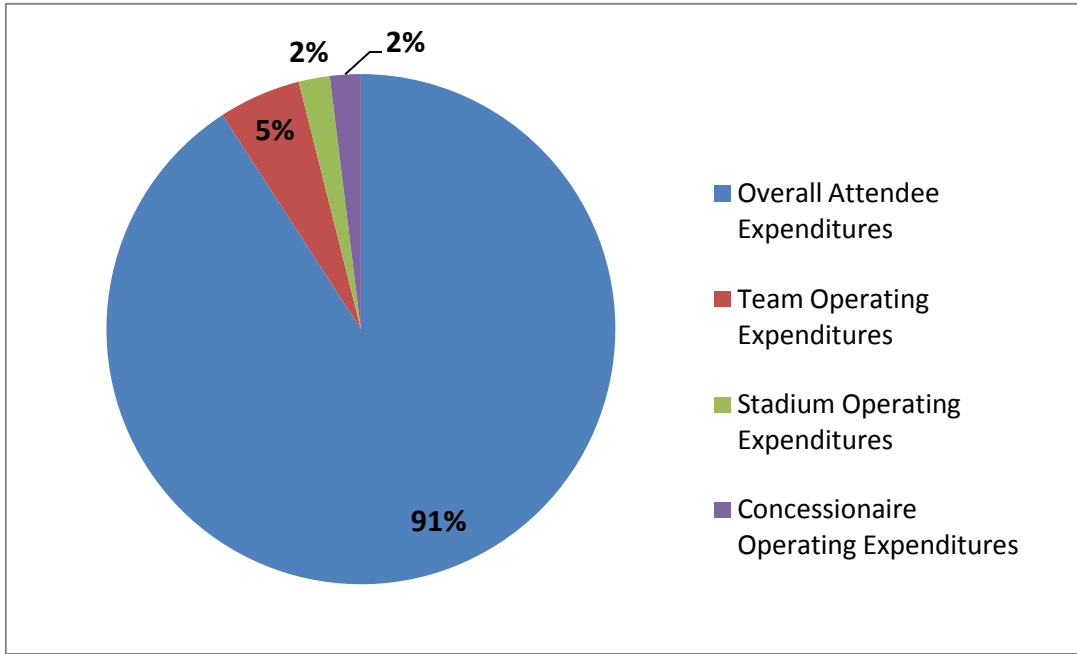
**TABLE 5:**  
**2009 MLB FLORIDA SPRING TRAINING TOTAL ATTENDANCE BY**  
**ATTENDEE SEGMENT**

2009 MLB Florida Spring Training: Attendee Segment	Attendance Numbers
Florida, In-County Attendees: Primary Trip Purpose: All	377,514
Out of State Attendees: Primary Trip Purpose: Spring Training	361,032
Out of State Attendees: Primary Trip Purpose: Other	389,555
Florida, Non-County Attendees: Primary Trip Purpose: Spring Training	378,249
Florida, Non-County Attendees: Primary Trip Purpose: Other	55,523
<b>Total Attendees</b>	<b>1,561,873</b>

Source: Bonn Marketing, Inc.

2009 MLB Florida Spring Training

**FIGURE 12:**  
**2009 MLB FLORIDA SPRING TRAINING**  
**TOTAL SPENDING IMPACT**  
**FROM OPERATIONS & ATTENDEE EXPENDITURES BY SEGMENT:**  
**\$752,300,862**



Source: Bonn Marketing, Inc.

**TABLE 6:**  
**2009 MLB FLORIDA SPRING TRAINING ATTENDEE SEGEMENT**  
**COMPARISON BY PERCENTAGE OF TOTAL ATTENDANCE AND**  
**PERCENTAGE OF TOTAL SPENDING GENERATED**  
**BY THE 2009 FLORIDA MLB SPRING TRAINING SEASON**

2009 MLB Spring Training: Attendee Segment	Percent of Total Attendance	Percent of Total Spending Generated by the 2009 MLB Florida Spring Training Season: \$752,300,862
Out of State Attendees: Primary Trip Purpose: Spring Training	23.1%	76.0%
Out of State Attendees: Primary Trip Purpose: Other	24.9%	2.1%
Florida, Non-County Attendees: Primary Trip Purpose: Spring Training	24.2%	11.3%
Florida, Non-County Attendees: Primary Trip Purpose: Other	3.6%	1.5%
Overall Attendees: Primary Trip Purpose: All	75.8%	90.9%

Source: Bonn Marketing, Inc.

2009 MLB Florida Spring Training

**TABLE 7:  
2009 TOTAL SPENDING, LABOR INCOME & EMPLOYMENT IMPACT  
OF MLB FLORIDA SPRING TRAINING UPON THE STATE OF FLORIDA  
BY SEGMENT**

2009 MLB Spring Training: Segments	Total Spending	Total Labor Income	Total Employment
Out of State Attendees: Primary Trip Purpose: Spring Training	\$571,755,312	\$214,903,679	7,007
Out of State Attendees: Primary Trip Purpose: Other	\$15,565,329	\$5,989,879	200
Florida, Non-County Attendees: Primary Trip Purpose: Spring Training	\$85,177,143	\$32,486,624	1,070
Florida, Non-County Attendees: Primary Trip Purpose: Other	\$10,961,578	\$4,090,285	136
Team Operating Expenditures	\$39,213,808	\$14,524,431	431
Stadium Operating Expenditures	\$14,904,661	\$6,144,920	149
Concessionaire Operating Expenditures	\$14,723,031	\$6,040,462	212
<b>Total Economic Impact Upon The State of Florida</b>	<b>\$752,300,862</b>	<b>\$284,180,280</b>	<b>9,205</b>

Source: Bonn Marketing, Inc.

**Please reference APPENDIX III for a detailed economic impact table.**

**2009 MLB Florida Spring Training**  
**Attendee Demographic and Behavioral Statistics**

Attendee Demographic Information

Demographic information was collected through randomly selected personal interviews with 1600 spring training attendees. Information on attendee origin, education, income, ethnicity, gender, and marital status was obtained and analyzed.

The demographic information was categorized into the following five attendee segment:

- **Overall Attendees.** This did not include demographic information from **Florida, In-County Attendees**.
- **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose.
- **Out of State Attendees** who indicated “other” was their primary trip purpose. “Other” refers to attendees who chose to participate in MLB spring training as an activity but did not have “attending MLB spring training” was their primary trip purpose.
- **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose. **Florida, Non-County Attendees** refers to attendees living in Florida but traveling outside the county in which they reside to attend MLB spring training.
- **Florida, Non-County Attendees** who stated “other” was their primary trip purpose.

The demographic findings for each of the five attendee segments can be found in Table 8.

2009 MLB Florida Spring Training

TABLE 8: 2009 MLB FLORIDA SPRING TRAINING ATTENDEE DEMOGRAPHIC STATISTICS BY ATTENDEE SEGMENT (Source: Bonn Marketing, Inc.)

Segment Origin	Overall Attendees	Out of State Attendees		Florida, Non-County Attendees	
Segment Primary Trip Purpose	All	Spring Training	Other	Spring Training	Other
<b>Top 10 Attendee Origin</b>					
<i>Tampa-St. Pete, FL</i>	14.90%	-	-	43.10%	24.00%
<i>Orlando, FL</i>	9.10%	-	-	25.50%	20.00%
<i>New York, NY</i>	5.30%	7.00%	9.50%	-	-
<i>Canada</i>	3.90%	5.10%	7.00%	-	-
<i>West Palm Beach, FL</i>	3.50%	-	-	9.00%	13.30%
<i>Philadelphia, PA</i>	3.40%	8.40%	2.70%	-	-
<i>Ft. Meyers - Naples, FL</i>	3.30%	-	-	8.40%	12.00%
<i>Miami - Ft. Lauderdale, FL</i>	3.20%	-	-	8.00%	13.30%
<i>Minneapolis, MN</i>	3.00%	2.90%	5.90%	-	-
<i>Boston, MA</i>	2.90%	5.10%	4.00%	-	-
<b>Education</b>					
<i>Post Graduate Degree</i>	14.00%	14.10%	16.70%	10.60%	16.00%
<i>College Graduate</i>	40.80%	41.50%	42.80%	37.30%	46.70%
<i>Some College</i>	24.60%	23.90%	20.20%	30.50%	20.00%
<i>Technical School</i>	5.40%	4.60%	5.40%	6.60%	2.70%
<i>High School Graduate/Less</i>	15.30%	16.00%	15.00%	15.00%	14.70%
<b>Income</b>					
<i>Under \$20,000</i>	4.40%	2.50%	3.90%	7.00%	1.60%
<i>\$20,000-\$49,999</i>	23.00%	18.10%	20.10%	30.10%	25.40%
<i>\$50,000-\$79,999</i>	35.30%	34.30%	38.70%	32.80%	36.50%
<i>\$80,000 +</i>	37.30%	44.90%	37.40%	30.10%	36.50%
<b>Ethnicity</b>					
<i>Caucasian</i>	87.20%	89.30%	84.90%	80.40%	80.80%
<i>African American</i>	5.50%	4.10%	7.30%	8.30%	11.00%
<i>Hispanic</i>	5.60%	5.80%	5.40%	10.90%	8.20%
<i>Other</i>	1.40%	0.80%	2.30%	0.40%	0.00%
<b>Gender</b>					
<i>Male</i>	63.60%	63.60%	61.20%	67.10%	56.00%
<i>Female</i>	36.40%	36.40%	38.80%	32.20%	44.00%
<b>Marital Status</b>					
<i>Single</i>	24.00%	23.30%	19.00%	29.30%	25.70%
<i>Married</i>	71.30%	71.10%	76.60%	66.10%	73.00%
<i>Widowed/Divorced</i>	4.70%	5.70%	4.40%	4.60%	1.40%

Key Attendee Demographic Findings by Attendee Segment

**Overall Attendees**

- “Tampa, St. Pete, FL” was the most common attendee origin reported by **Overall Attendees** (14.9%).
- “College Graduate” was the most frequently reported level of education for **Overall Attendees** at an average of 40.8%.
- 72.6% of **Overall Attendees** have an average household income of over \$50,000, with 37.3% of **Overall Attendees** having an average household income of over \$80,000.
- Over 87% of **Overall Attendees** for the 2009 MLB Florida spring training season were Caucasian.
- On average 63.6% of **Overall Attendees** intercepted during the 2009 MLB Florida spring training season were male compared with the 36.4% that were female.
- “Married” was the most frequently reported marital status for **Overall Attendees** at 71.3%.

**Out of State Attendees who Indicated “Attending Spring Training” was their Primary Trip Purpose**

- “Philadelphia, PA” was the most common attendee origin reported by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose (8.4%).
- “College Graduate” was the most frequently reported level of education for **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose at an average of 41.5%.
- **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose has the highest average household income with 79.2% of **Out of State Attendees** who indicated a primary trip purpose of “attending spring training” have an average household income of over \$50,000. Of that, 44.9% have an average household income of over \$80,000.
- Over 89.3% of **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose were Caucasian, indicating that this segment was the least diverse in terms of ethnicity.
- On average 63.6% of **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose were male compared with the 36.4% that were female.
- “Married” was the most frequently reported marital status for **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose at 71.1%.

**Out of State Attendees who Indicated “Other” was their Primary Trip Purpose**

- “New York, NY” was the most common attendee origin reported by **Out of State Attendees** who indicated “other” was their primary trip purpose (9.5%).
- “College Graduate” was the most frequently reported level of education for **Out of State Attendees** who indicated a primary trip purpose of “other” at an average of 42.8%.
- This attendee segment also represented the highest percentage of attendees with a post graduate degree at 16.7%.
- 76.1% of **Out of State Attendees** who indicated “other” was their primary trip purpose have an average household income of over \$50,000. Of that, 37.4% have an average household income of over \$80,000.
- 84.9% of **Out of State Attendees** who indicated “other” was their primary trip purpose were Caucasian.
- On average 61.2% of **Out of State Attendees** who indicated “other” was their primary trip purpose were male compared with the 38.8% that were female.
- “Married” was the most frequently reported marital status for **Out of State Attendees** who indicated “other” was their primary trip purpose at 76.6%.
- This attendee segment represented the highest percentage of attendees that reported “married” was their marital status.

**Florida, Non-County Attendees who Stated “Attending Spring Training” was their Primary Trip Purpose**

- “Tampa, St. Pete, FL” was the most common attendee origin reported by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose (43.1%).
- “College graduate” was the most frequently reported level of education for **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose at an average of 37.3%.
- **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose had the lowest percentage of “college graduates” and the highest percent of “some college” when compared to the other categories.
- 62.9% of **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose have an average household income of over \$50,000. Of that, 30.1% of **Florida, Non-County Attendees** have an average household income of over \$80,000.
- 80.4% of **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose were Caucasian.
- On average 67.1% of **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose were male compared with the 32.2% that were female.
- This attendee segment has the highest percentage of male attendees when compared to the other demographic categories.
- “Married” was the most frequently reported marital status for **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose at 66.1%.
- This attendee segment had the lowest percentage of “married” attendees and the highest percentage of “single” attendees when compared with the other demographic categories.

**Florida, Non-County Attendees who Stated “Other” was their Primary Trip Purpose**

- “Tampa, St. Pete, FL” was the most common attendee origin reported by **Florida, Non-County Attendees** who stated “other” was their primary trip purpose (24.0%).
- “College Graduate” was the most frequently reported level of education for **Florida, Non-County Attendees** who stated “other” was their primary trip purpose at an average of 46.7%.
- This attendee segment had the highest percentage of “college graduates” when compared to the other demographic categories.
- 73.0% of **Florida, Non-County Attendees** who stated “other” was their primary trip purpose have an average household income of over \$50,000. Of that, 36.5% of attendees have an average household income of over \$80,000.
- 80.8% of **Florida, Non-County Attendees** who stated “other” was their primary trip purpose were Caucasian.
- This attendee segment represents the highest percentage of African-American attendees when compared to the other demographic categories.
- On average 56.0% of **Florida, Non-County Attendees** who stated “other” was their primary trip purpose were male compared with the 44.0% that were female.
- This attendee segment represents the highest percentage of “female” attendees when compared to the other demographic categories.
- “Married” was the most frequently reported marital status **Florida, Non-County Attendees** who stated “other” was their primary trip purpose at 73.0%.

Attendee Behavioral Information

Behavioral information was collected through randomly selected personal interviews with 1600 spring training attendees. This includes information on attendee trip purpose, average expenditures per party per day, average nights spent, party size, repeat visit, number of past games attended, intent to return, accommodation type, activities participated in, travel mode, and recall of advertisements related to MLB Florida spring training.

The behavioral information was categorized into the following five attendee segments:

- **Overall Attendees.** This does not include behavioral information from **Florida, In-County Attendees**.
- **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose.
- **Out of State Attendees** who indicated “other” was their primary trip purpose. “Other” refers to attendees who chose to participate in MLB spring training as an activity but did not have “attending MLB spring training” was their primary trip purpose.
- **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose. **Florida, Non-County Attendees** refers to attendees living in Florida but traveling outside the county in which they reside to attend MLB spring training.
- **Florida, Non-County Attendees** who stated “other” was their primary trip purpose.

The behavioral findings for each of the five attendee segments can be found in Table 9.

2009 MLB Florida Spring Training

TABLE 9: 2009 MLB FLORIDA SPRING TRAINING ATTENDEE BEHAVIORAL STATISTICS BY ATTENDEE SEGMENT (Source: Bonn Marketing, Inc.)

Segment Origin	Overall Attendees	Out of State Attendees		Florida, Non-County Attendees	
		Spring Training	Other	Spring Training	Other
<b>Segment Trip Purpose</b>					
Primary Trip Purpose					
Spring Training	69.90%	100.00%	-	100.00%	-
Leisure/Pleasure	22.60%	-	78.60%	-	52.90%
Visiting Friends & Relatives	6.10%	-	17.60%	-	35.30%
Business	1.30%	-	3.80%	-	11.80%
<b>Expenditures per Party per Day</b>	\$313.65	\$371.56	\$396.12	\$176.32	\$314.00
<b>Average Nights Spent</b>	5.82	7.53	9.91	0.39	3.31
<b>Average Party Size</b>	2.95	3	3.08	2.81	2.68
<b>First Spring Training Game</b>	36.90%	29.50%	53.30%	25.70%	44.00%
<b>Games Attended in Past 3 Years</b>	8.9	9.47	6.27	9.52	5.93
<b>Intent to Return</b>	91.90%	95.20%	86.80%	94.70%	86.40%
<b>Accommodation Type</b>					
Hotel/Motel	31.30%	51.70%	39.00%	5.90%	21.30%
No Overnight	30.00%	3.50%	1.20%	84.30%	36.00%
Private Homes	24.10%	24.30%	37.30%	8.30%	38.70%
Condo	12.60%	17.60%	20.20%	1.20%	4.00%
Campground/RV	1.80%	2.90%	1.30%	0.40%	0.00%
<b>Travel Mode</b>					
Air Service	64.40%	59.90%	49.60%	1.20%	4.00%
Automobile	35.10%	39.30%	50.00%	98.20%	96.00%
Motor Coach	50.00%	0.80%	0.40%	0.60%	0.00%
<b>Activities Participated In</b>					
Shopping	42.30%	46.20%	68.90%	11.60%	40.50%
Museums/Historical Sites	28.10%	15.60%	31.50%	1.60%	9.50%
Performing Arts	22.30%	12.10%	28.60%	1.40%	13.50%
Nature-Based	20.60%	34.00%	48.40%	3.50%	16.20%
Other Outdoor Recreation	16.00%	28.20%	35.40%	3.10%	24.30%
Golf	14.20%	22.00%	35.90%	3.10%	21.60%
<b>Recall of Advertisements</b>					
Internet	38.10%	39.10%	38.40%	37.80%	32.00%
Newspapers	21.80%	21.20%	20.60%	23.70%	21.30%
TV	19.10%	19.30%	20.40%	17.30%	18.70%
Radio	12.80%	14.20%	10.30%	13.30%	16.00%
Billboards	5.60%	7.20%	4.40%	4.70%	8.00%
Magazines	6.20%	6.60%	6.50%	5.50%	5.30%

Key Attendee Behavioral Findings by Attendee Segment

**Overall Attendees**

- 69.9% of **Overall Attendees** reported that spring training was their primary trip purpose.
- 36.9% of **Overall Attendees** reported that they were first time attendees of MLB Florida spring training.
- The **Overall Attendees** average number of games attended in the past 3 years was 8.9 games.
- 91.9% of MLB Florida spring training **Overall Attendees** plan to attend MLB Florida spring training in the future.
- The most frequent accommodation type used by **Overall Attendees** was “Hotel/Motel” at 31.3 followed by “No Overnight” at 30.0%.
- 64.4% of **Overall Attendees** used “air service” as their travel mode.
- “Shopping” was the most common activity for **Overall Attendees** with 42.3% participating in shopping as an activity.
- “Internet” was the most common information source from which **Overall Attendees** reported that they recalled advertisements about MLB Florida spring training (38.1%).

**Out of State Attendees who indicated “Attending Spring Training” was their Primary Trip Purpose**

- 100.0% of **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose reported that spring training was their primary trip purpose.
- 29.5% of **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose reported that they were first time attendees of MLB Florida spring training.
- The average number of games attended in the past 3 years by **Out of State Attendees** who indicated a primary trip purpose of “attending spring training” was 9.47 games.
- 95.2% of **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose plan to attend MLB Florida spring training in the future.
- The most frequent accommodation type used by **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose was “Hotel/Motel” at 51.7% followed by “Private Homes” at 24.3%.
- This attendee segment has the highest percentage of “Hotel/Motel” as an accommodation type.
- 59.9% of **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose used “air service” as their travel mode.
- “Shopping” was the most common activity for **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose with 46.2% participating in shopping as an activity.
- Also, 34.0% of **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose participated in nature-based activities.
- “Internet” was the most common information source from which **Out of State Attendees** who indicated “attending spring training” was their primary trip purpose reported that they recalled advertisements about MLB Florida spring training (39.1%).

**Out of State Attendees who Indicated “Other” was their Primary Trip Purpose**

- 78.6% of **Out of State Attendees** who indicated “other” was their primary trip purpose reported that “Leisure/Pleasure” was their primary trip purpose.
- 53.3% of **Out of State Attendees** who indicated “other” was their primary trip purpose reported that they were first time attendees of MLB Florida spring training.
- The average number of games attended in the past 3 years by **Out of State Attendees** who indicated “other” was their primary trip purpose was 6.27 games.
- 86.8% of **Out of State Attendees** who indicated a primary trip purpose of “other” plan to attend MLB Florida spring training in the future.
- The most frequent accommodation type used by **Out of State Attendees** who indicated “other” was their primary trip purpose was “Hotel/Motel” at 39.0% followed by “Private Homes” at 37.3%.
- 49.6% of **Out of State Attendees** who indicated “other” was their primary trip purpose used “air service” as their travel mode.
- “Shopping” was the most common activity for **Out of State Attendees** who indicated “other” was their primary trip purpose with 68.9% participating in shopping as an activity.
- Also, 48.4% of **Out of State Attendees** who indicated “other” was their primary trip purpose participated in nature-based activities.
- “Internet” was the most common information source from which **Out of State Attendees** who indicated “other” was their primary trip purpose reported that they recalled advertisements about MLB Florida spring training (38.4%).

**Florida, Non-County Attendees who Stated “Attending Spring Training” was their Primary Trip Purpose**

- 100.0% of **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose reported that spring training was their primary trip purpose.
- 25.7% of **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose reported that they were first time attendees of MLB Florida spring training.
- The average number of games attended in the past 3 years by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose was 9.52 games.
- 94.7% of **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose plan to attend MLB Florida spring training in the future.
- The most frequent accommodation type used by **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose was “No Overnight” at 84.3% with no overnight stay followed by “Private Homes” at 8.3%.
- This attendee segment has the highest percentage of “No Overnight” attendees.
- 98.2% of **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose used an “automobile” as their travel mode.
- “Shopping” was the most common activity for **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose with 11.6% participating in shopping as an activity.
- “Internet” was the most common information source from which for **Florida, Non-County Attendees** who stated “attending spring training” was their primary trip purpose reported that they recalled advertisements about MLB Florida spring training (37.8%).

**Florida, Non-County Attendees who Stated “Other” was their Primary Trip Purpose**

- 52.9% of **Florida, Non-County Attendees** who stated “other” was their primary trip purpose reported that “Leisure/Pleasure” was their primary trip purpose.
- 44.0% of **Florida, Non-County Attendees** who stated “other” was their primary trip purpose reported that they were first time attendees of MLB Florida spring training.
- The average number of games attended in the past 3 years by **Florida, Non-County Attendees** who stated “other” was their primary trip purpose was 5.93 games.
- 86.4% of **Florida, Non-County Attendees** who stated “other” was their primary trip purpose plan to attend MLB Florida spring training in the future.
- The most frequent accommodation type used by **Florida, Non-County Attendees** who stated “other” was their primary trip purpose was “Private Home” at 38.7% followed by “No Overnight” at 36.0%.
- 96.0% of **Florida, Non-County Attendees** who stated “other” was their primary trip purpose used an “automobile” as their travel mode.
- “Shopping” was the most common activity for **Florida, Non-County Attendees** who stated “other” was their primary trip purpose with 40.5% participating in shopping as an activity.
- “Internet” was the most common information source from which for **Florida, Non-County Attendees** who stated “other” was their primary trip purpose reported that they recalled advertisements about MLB Florida spring training (32.0%).

**Please reference “APPENDIX IV: 2009 MLB FLORIDA SPRING TRAINING ATTENDEE PROFILE” for attendee profiles of Overall Attendees, Out of State, and Florida, Non-County intercepts.**