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## National Pasttime: The Minor Leagues and why fans are filling the bleachers

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To the Graduate Council:

I am submitting herewith a thesis written by Timothy A. Lentych entitled "National Pasttime: The Minor Leagues and why fans are filling the bleachers." I have examined the final electronic copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Sport Studies.

Rob Hardin, Major Professor

We have read this thesis and recommend its acceptance:

Dennie Kelley, Ralph Jones

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Vice Provost and Dean of the Graduate School

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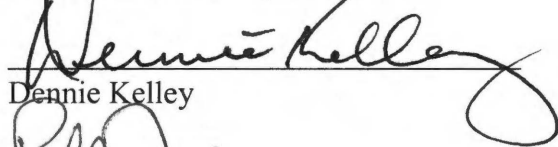
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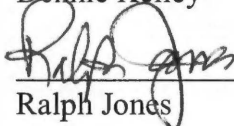


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Ralph Jones

Acceptance for the Council:



Vice Chancellor and Dean of  
Graduate Studies



**NATIONAL PASTIME: THE MINOR LEAGUES AND  
WHY FANS ARE FILLING THE BLEACHERS.**

**A Thesis  
Presented for the  
Master of Science Degree  
The University of Tennessee, Knoxville**

**Timothy A. Lentych  
May 2004**

Thesis  
2004  
.L46

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## **Dedication**

This masters thesis is dedicated to my parents. To my father, Raymond Lentych, your loving spirit and inspiration from above has gotten me through this process. If it were not for your guidance I would not be here in the first place. I am living through you and I hope I am making you proud. To my mother, Phyllis Lentych, you are my word and inspiration here on earth. Your strong heart and will has kept me going through this process. I know sometimes it was hard but you were always there to guide and listen to me. You have encouraged me to reach new heights to achieve my goals through your words and dad's words from above. I love you and thank you for the guidance.

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## **Abstract**

The purpose of this study was to identify the factors that determine why fans attend Minor League Baseball games. The factors were broken down into four categories which were customer services, promotions, entertainment, attractions. Additional information and demographics were also examined. A survey comprising of 32 questions was distributed at the last weekend home series of the Tennessee Smokies. The Tennessee Smokies are the Double A affiliate of the St. Louis Cardinals. Four hundred seventy surveys were distributed. Research participants consisted men and women who are 18 years and older that paid for a Tennessee Smokies Baseball game ticket. Each participant had an equal opportunity to voluntarily fill out a survey. The survey took approximately 10 minutes to complete and then was collected to be part of the research.

A response rate of 87% (407) was obtained. A Majority of the surveys were completed, while those surveys with blank answers were added and calculated as part of the research. Frequency tables were created based on the means, standard deviation, minimum, and maximum results for the responses on questions 1 through 20. Questions 1 through 20 consisted of five questions from the customer services, promotions, entertainment, and attractions section. All were based on a rating scale of 1 to 7, with 1 being extremely unimportant and 7 extremely important.

The ranking of each category by the highest mean revealed that attractions had the

highest mean at 5.95 followed by promotions at 5.52, entertainment at 5.43, and customer services at 4.90. Then each category was examined based on the lowest and highest means. In the attractions category the highest response was the appeal of the stadium (6.30) followed by the appeal of being outside (6.00). The attractions category did not have a response lower than 5.82 which was the time of day the game is held. The second highest category as to why fans attend games was promotions. The highest response was free give-aways at the gate (5.71), followed by ticket promotions (5.63). The lowest response was sponsorship promotions at 5.20. Entertainment, the third category, had a mean of 6.02 being the quality of play by the Smokies. Next was the appeal of a player (Major Leaguer) at 5.54. The lowest response was the activities for children at 4.91. The last category based on the means of all five questions was customer services. The highest response was parking availability and price at 5.75, followed by the speed of the food services at 5.38. The lowest response was the ability to purchase a beer at 3.00.

The results, it revealed that fans think that the ability to purchase beer at games is an unimportant reason to attend with the lowest mean of all 20 questions. No other response to the questions were on the low end of the scale. Majority of the responses were five and above. The responses that had the highest importance to fans were the appeal of the stadium at 6.30, quality of play by the Smokies at 6.02, appeal of being outside at 6.00, day of the week the game is held and location of the stadium were both at 5.84. The highest response regarding the category of promotions was seventh out of 20 and that was free give-aways at the gate (5.71). The attractions category which had the highest mean, had all five questions in the top ten.

After the means were established, MANOVA test were conducted to examine the significance of each of the four categories. A significance level was found between all four of the categories. The results are  $F(3, 449)=98.722, p \leq .000$ . Then a repeated measure ANOVA test were conducted to determine if the means differ from one another. To determine how the means differ, pairwise comparisons were run with a Bonferroni adjustment on the p value. All means differ from one another except promotions and entertainment. These two categories were equal to each other. Therefore customer services is significantly the lowest, attractions is the highest and promotions and entertainment are in the middle.

The last part of the surveys was based on additional information about Smokies Baseball and demographics ranging from gender, age, and zip code to type of ticket purchased, number of times at Smokies Park since the stadium opened in 2000 and the 2003 season, and the main source of information about the Smokies. These questions consisted of fill in the blanks, multiple choice, and yes or no answers.

Results revealed that the average age of adults at Tennessee Smokies games is 42, with a maximum age of 80. When fans attend a Smokies game, 61.7% respond that they come with their spouse or significant other. Followed by attending the game with children at 32.6%. The 407 fans that filled out the survey revealed that 27.0% drive from Knox County to enjoy the game at Smokies Park. Other counties with representation are Sevier County (9.5%), Hamblen County (9.2%), Blount County (7.2%), and Greene County (5.8%). States with the highest percentage are Georgia at 3.0% and Alabama at 2.3%. When fans decide to attend a game, 38.8% found the time and date in the

newspaper. The Internet was next at 18.7% and then radio at 17.7%. The demographics and additional information about Smokies Baseball helped to establish a baseline of information.

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## Chapter 1

### **Introduction**

“If you build it, they will come!” This famous quote is from the movie “Field of Dreams.” Nowadays, this an adage used time and time again in professional sports to attack the issue of fan attendance. There are several questions to consider. Why do fans attend Minor League games? Have the eight strikes or lockouts since 1972 in the Major Leagues affected the Minor Leagues attendance (Swift, 2000). Since the strikes and lockouts how are the fans attitudes towards the game of baseball? When Major League Baseball has a strike or lockout does that affect the Minor League clubs and players? What is the motivating factors behind the increase in attendance at Minor League Baseball games compared to the Major Leagues? Are fans attending to watch players trying to make it to the big leagues? Or are other factors determining the fan base?

To begin, Minor League baseball games are seen by some fans as a more pastoral experience (Leary, Grover, & Hawkins, 2001). “Minor League games have an enduring Bull Durham kind of ‘thing’ where everybody plays their hearts out for a shot at the big leagues” (Leary, et al., 2001, p 46). Fans have proven their support for passion-filled play in all sports and on all levels. Minor League Baseball attendance has risen 29% over the past nine years (Frank, Baker, & Baron, 2002). Comparing the rise in attendance with Major League Baseball, MLB only had a 3% increase in attendance over the past nine

years. In fact, the 2003 season was Minor League Baseball's second best season in its 102-year existence. After increases of 430,565 fans in 2002 and 261,368 fans in 2001, attendance registered over the 30 million mark for the regular season in 2003. The total attendance was 39,069,707 fans, the second largest in history of the industry (Minor League Attendance Hits 39-Million; 2<sup>nd</sup> Largest Ever). Minor League Baseball comprises 176 teams in 15 different leagues ranging from Rookie League, Single A, Double A and Triple A. The all-time attendance record for Minor League Baseball occurred in 1949 when attendance numbers reached 39,782,717 fans (Minor League Attendance Hits 39-Million; 2<sup>nd</sup> Largest Ever). That year, the league was composed of 448 teams in 59 different leagues (Minor League Attendance Hits 39-Million; 2<sup>nd</sup> Largest Ever). With 272 less teams and 44 less leagues, this past season was the second most successful year, almost breaking the all-time attendance record.

Fan motivation to support Major League Baseball has declined not only due to labor disagreements, but also a rise in monetary prices required to attend and enjoy a Major League game. "The majority of fans say they would like to go to more Major League games, but cannot afford to" (Swift, 2000, p 72). Big money interests and issues have become a major turnoff (Swift, 2000). Since the millennium, the attendance at games showed a minimal increase in numbers and, over the past nine years, the Major Leagues has only seen a 3% growth in attendance (Frank, et al., 2002).

Big-league baseball with a 3% growth in attendance is seeing the minors reinvigorating the game with a 29% increase (Frank, et al., 2002). Today's fans think that Major League players have less character and integrity. Those players with less character

and integrity creates an issue for parents looking for positive role models for their children. Also, players and teams move around so frequently that team loyalty is questioned. Not only are these a consideration, but increased salaries have lessened the quality of play (Swift, 2000). The ever increasing price of players and new stadiums inflate ticket prices. Even though baseball has the cheapest price for seats compared to professional basketball, football, and hockey, the average ticket price has doubled over the past nine years. Fans will inevitably turn to other venues for entertainment if ticket prices keep increasing yearly.

#### Statement of Purpose

The purpose of this study was to identify the factors that determine why fans attend Minor League Baseball games. The study examined the attendance at Minor League Baseball games based on customer services, promotions, entertainment, attractions. Additional information and fan demographics was also investigated.

#### Research Questions

Does the influence of fan demographics have an effect on the levels of importance regarding customer services, promotions, entertainment, and attractions? Is the level of importance a determining factor why fans come to a baseball game?

RQ1. Who are the attendees at Minor League Baseball games based on the demographics?

RQ2. What influence do the additional information about Smokies Baseball have on the influence of fan attendance at games?

RQ3. What effect do demographic variables have on the importance of customer services?

RQ4. What effect do demographic variables have on the importance of promotions?

RQ5. What effect do demographic variables have on the importance of entertainment?

RQ6. What effect do demographic variables have on the importance of attractions?

### Significance of Study

The main reason for this study was to examine the most important reasons for a fan to purchase a ticket to watch a baseball game. The results of the study will assist front office workers, including the general manager, marketing director, ticket director, etc., with ideas for the necessary improvements needed to make the fan's experience more enjoyable.

After researching a number of articles on the topic, the researcher discovered the topic to be limited to the four major professional sports. Majority of the articles were based on Major League Baseball statistics, even though their attendance has increased slightly over the past nine years (Frank, et al., 2002). Minor League Baseball attendance has grown ten times faster than Major League Baseball attendance (Frank, et al., 2002). In the future, more research could be done on the significant increases in attendance at a Minor League game.

## Chapter 2

### **Review of Literature**

The purpose of this study was to identify the factors that determine why fans attend Minor League Baseball games. The review of literature is based on five categories that influence fans to attend Minor League Baseball games. The four categories are customer services, promotions, entertainment, attractions. Examination of additional information and of demographic factors is also included.

#### Customer Services

“Sports is big business. In America alone, 200 million people, approximately 75% of the population attend professional and collegiate events. In addition, Americans purchase over \$11 billion of licensed sports products annually” (Kropp, Lavack, Holden, & Dalakas, 1999, p 49). What factors influence 200 million people to attend a sporting event to make sports a big business?

Fans repulsed by ticket prices and snooty million dollar salaries discovered that Minor League Baseball offer affordable entertainment by unpretentious athletes (Schiffres, 1992). Prices at Minor League Baseball games are relatively cheap compared to their Major League counterparts. For example, season prices to a Billings Mustangs (Rookie level) game, a member of the Pioneer League located in Montana, cost \$65 for a

38-game season ticket package, children 5 and under get in free, hot dogs and beer are a buck each, and the 60-page program is \$6 (Schiffres, 1992).

Sporting events, like a Minor League Baseball game, have numerous products sold in the stadium that can satisfy fans hungry or thirst. Alcohol is one item that is available at games. There are many varieties of alcoholic beverages that could possibly increase the number of fans due to them choosing a drink of their liking instead of the basic names of Budweiser, Miller, and Coors. Wine coolers and mixed drinks are also sold at games to expand the beverage menu. Not only is alcohol sold at games, there are many signs around the stadium that could solicit a fan to have an alcoholic beverage. The question to be answered is, does the presents of an appealing alcoholic drink entice fans to come to a baseball game?

In the Major Leagues, there are three beer companies that own a team. Anheuser-Busch owns the St. Louis Cardinals, Coors has an ownership position with the Colorado Rockies, and Labatts owns the Toronto Blue Jays (Kropp, et al., 1999). "In 1990, Gloede reported that Anheuser-Busch sponsored 23 of the 24 domestic Major League Baseball (MLB) teams" (Kropp, et al., 1999, p 50). Not only is Anheuser-Busch sponsoring Major League Baseball, but 18 of the 24 National Football League, 22 of the 27 National Basketball Association, and 13 of the 14 domestic National Hockey League teams (Kropp, et al., 1999).

A Minor League ballpark provides a concession that potentially will influence a fan's decision to attend a game. A family of four can attend a game for about \$16 and feed them for the same amount. The standard food choices for fans are hot dogs,



popcorn, peanuts, and soda. Smokies Park, home of the Tennessee Smokies (AA) will cost a fan \$4.00 for a hot dog and a soda. According to Zajac (1997), here are some examples of the prices of a hot dog and soda at a few of the Minor League parks: New Haven Ravens (AA)-\$3.00, Reading Phillies (AA)-\$2.00, Indianapolis Indians (AAA)-\$4.50, Peoria Chiefs (A)-\$3.75, Toledo Mud Hens (AAA)-\$3.50, San Jose Giants (A)-\$4.00, and Lake Elsinore Storm (A)-\$4.00. As the level of the farm system gets higher, the prices of a hot dog and soda on average stay the same. Even though the players in Triple A have more experience and have a higher salary, the concession stands charge consistent prices. Hence, the cost is much less than going to a Major League Baseball game or any other professional sporting event. A study done by Kasky (1994), says "Fans want reasonably priced concession in which a hot dog cost less than \$2.00 and a soda is under \$1.50" (p 159). An average cost for a hot dog at a New York Knicks game is \$3.00, this is when Patrick Ewing lead them to the NBA Finals. A fan attending a Minor League Baseball game can get a hot dog and a soda for \$3.00.

Since times have changed, the food variety at a game has altered tremendously. Instead of a hot dog and soda, fans want healthier options. Fans stated that they want peanut butter and jelly sandwiches, salads, and more vegetarian foods (Raymond, 2001). Stadiums are trying to blend in the culture of the city and its past history to make the game more lively. At Minor League games, the Carolina Mudcats (AA) serve Mexican food and offer a catfish sandwich, Buffalo Bisons (AAA) serve healthy oat bran crust pizza, buffalo chicken wings, and roast beef on Kummelweck, Durham Bulls (AAA)

serve flying burritos, barbecue and ribs (Waddell, 1995). Some Minor League ballparks have a kids menu and a cappuccino cart.

Those traditional food items in the Minor Leagues compare to food items in the Major Leagues. Examples of Major League teams using traditional food items that blend in the culture of the area include Anaheim Angels selling sushi, pasta du jour, and peanut butter and jelly sandwiches, Philadelphia Phillies cooks up their famous crab fries, Baltimore Orioles offers Boog Powell's Pit Beef sandwich, and crab cakes, and the Chicago Cubs dishes up Italian beef and sausages, beef bratwurst and Polish sausage (Cadden, 2003). In each of the different regions of the country, they serve food items that exemplify the area. For example, in the Southwest tacos are served and in the Great Northwest sushi is served. Now, ballparks will have a children's menu, combo discounts to attract families, promotions like \$1 hot dogs, all to satisfy the need of a fan to enjoy a baseball game. Not only are food items served that fit the region, but they serve food items that everyone can enjoy.

"Nearly half of the 156 ballparks built for Minor League clubs are less than 10 years old" (Zajac, 1997, p 158). Within each new stadium, administrators have to decide if they want to compete with contractors to deal with the concession revenue or conduct the concessions independently. Some clubs have an option of either handling the food and beverage sales by themselves or contracting out the services.

A contractor handling the food and beverage sales is to liven up the food services and increase the speed at many of the venues. Usually, the food service will look at the culture and tradition to decide what food and beverage items to add or delete from the

menu. According to Peters (2003), Liza Cartwell, president of Aramark's Sports and Entertainment, says that "You're always balancing the desire for speed and the lack of interest (of customers) in standing in line with the ability to do something fresh and made to order for people and to provide variety" (p 74). Even though a hot dog and soda are the fan favorites at a baseball game, new contractors want to change the menu according to the new millennium theory of healthy eating and establish a homely atmosphere with food and beverages resembling the culture of the city.

Comparing a Major League to a Minor League Baseball game, all prices vary immensely. "According to Team Marketing, a Chicago sports newsletter, their fan-cost-index, which measures the price of tickets, food, parking, and the like, rose 5.5% for the average baseball team in 1994" (Ozanian & Taub, 1995, p 32). The statement usually involves professional sports including Major League Baseball into the statistics. The same increase at Minor League games does not occur. General Manager's (GM) who owns the Minor League club, look to reduce prices and establish a family environment and entertainment that everyone can enjoy. Bill Greathouse, GM of Volume Services for the Omaha GoldenSpikes (AAA) states that, " We went through and reduced prices on just about every item that was on the menu last year. In order to help entice family trade at the ballpark, we reduced prices up to 25%" (Motsinger, 1997, p 46). Ballparks usually consist of family packages. For example, \$50 can get a family 4 tickets, 4 hot dogs, 4 sodas, and popcorn. Other home games may include a \$1 hot dog day or a \$1 beer day. All customer service items are to entice more fans to attend and enjoy a Minor League Baseball game for a relatively cheap price.

Parking availability and price is another factor that fans consider important when attending a sporting event. Kasky's (1994) study says that the first two factors that fans think is important in order to attend a sporting event are parking that costs less than \$8 and adequate parking spaces or convenient public transportation. Minor League ballparks, parking prices range from free to \$3 with many spots available next to the stadium. The year after the Toronto Blue Jays won their second World Series, parking prices increased to an average of \$11.76. That same year when the New York Knicks went to the NBA Finals, parking price around Madison Square Gardens was \$18.50. More often at a Minor League game parking is available within walking distance of the stadium, instead of using shuttles to the stadium. The major difference between parking at a Major League game and a Minor League game is that the traffic and transportation is less chaotic. The reason that it is less chaotic is because Minor League stadiums are located in smaller cities. Fans do not have to compete with rush hour traffic in order to find a parking spot.

Out of the four major professional sports, baseball has the cheapest expenditures. The increase of Major League players' salaries will be reflected in the increase in tickets, concessions, parking, and other amenities cost which will come out of the fans pockets to balance the huge salaries. This is where the Major Leagues differ from the Minor Leagues.

### Promotions

Minor League ballparks use many different promotions. The types of promotion include bobblehead day, T-shirt give away day, \$1 hot dog day, \$1 ticket day, Friday

night fireworks, and money grab night. Two different definitions sum up the meaning of “promotion.” According to McDonald & Rascher, 2000, sales promotions “consist of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker and/or greater purchase of particular products and services by either consumers or the trade” (p 10). “Sales promotions is the marketing mix variable readily acknowledged to be both managerially controllable and effective at increasing attendance” (Boyd & Krehbiel, 2003, p 173).

McDonald and Rascher (2000) divided the promotions further into two different categories. Price promotions occur when either everyone or a selected group is admitted to the game at less than regular price, i.e. family night, senior citizen night, or \$1 ticket night. Non-price promotions are those games where, again, either everyone or a selected group of fans receive merchandise or a value added entertainment is provided (McDonald & Rascher, 2000). Promotion examples include fireworks night, bat give away, bobblehead day, or Famous Chicken night.

The main objective for promotions is not only to entice people to come and enjoy the game, but also to raise the attendance at games. Certain promotions raise attendance more than others. In total, all of the promotions seem to increase attendance by some amount. On average, a promotion increased attendance by 14%, during the 1996 season (Boyd & Krehbiel, 2003).

The effect a promotion has on attendance establishes the types of backgrounds most attracted. The different types of backgrounds include age, gender, household income, and families with children. Home and opposing team qualities, game

promotions, and scheduling convenience all affected game attendance decisions of spectators with different sociodemographic backgrounds (Zhang, Smith, & Pease, 1996).

Each promotion is designed to effect everyone, but some are more effective with certain groups. A family of four can watch a Minor League game for \$50, which includes food souvenirs, parking, and tickets, compared to a Major League game costing around \$140 (Frank, et al., 2002). Family discounts are a particular type of promotion that may be advertised for a day which benefits a family of four, but not a single female or male. If a promotion at the gate does not benefit a fan, most Minor League parks have between inning promotions during the game. These promotions may include throwing out T-shirts to fans, one-minute money grabs, gift certificates for participating in a competition, and even winning a car if a player hits a grand slam during the inning. Between inning promotions help increase attendance because they entice people to come and have a chance to leave the ballpark a winner of a gift certificate or even a brand new car.

The use of a promotion varies greatly between Major and Minor League Baseball. Comparing the two leagues, they are very similar in their attempts to get more people at baseball games but Minor League Baseball averages more promotions during the course of the year. The 1997 Richmond Braves (AAA) of the International League listed 48 promotion days out of a possible 70 home games. According to Ken Clary, assistant general manager of the Braves, "When you take into account all kinds of discounts, you could say there is a promotion every night" (Powell, 1997, p 5). The Richmond Braves average close to 6,000 fans in attendance to each home contest in 1997.

Like Richmond, promotions happen almost every game day or night at most or all other Minor League fields. Every game is sponsored by a local company or companies, plus major companies like Budweiser, Miller, Pepsi, etc. Some clubs have promotional appearances by the Famous Chicken, Myron Noddleman, and the club mascot. Giveaways at the gate include bobbleheads, bats, jerseys, posters, magnets, baseballs, hats, etc, as well as discounts on concessions, i.e. \$1 hot dogs or \$2 beer. Ticket promotions usually give discounts on games like Fan Appreciation Day, Senior Citizens Day, Armed Forces Day, or simply \$1 ticket day. These promotions make the Minor Leagues an entertainment for everyone who watches the game.

Every year each Major League team plays 81 home games starting in April and finishing in September. "The average number of promotional dates for a Major League Baseball team is 26, translating into 32% of home games" (McDonald & Rascher, 2000, p 11). During the 1996 season, only four teams out of nineteen that were studied had negative impact of promotion on attendance. The Major League clubs with the highest number of promotions for the 1996 season were Texas 43, Oakland 40, Minnesota 38, San Diego 35, Detroit 34, Chicago (NL) 30. The seasonal impact from promotions on attendance are as follows; Detroit - 46,954, Oakland 41,202, Texas 53,447 Chicago (NL) 65,370, Minnesota 120,384, and San Diego 503,265, (McDonald & Rascher, 2000). Each team saw an increase of attendance by 50,000 or greater except the Detroit Tigers. Even though the average number of promotions was 26, some clubs had more promotions during the season such as the Minnesota Twins with 38 promotions.

Food promotions aims for cheap prices for families with children and those individuals who want to enjoy a hot dog and a beer for less than \$3 at the game. Majority of food promotions include packages for a group, instead of just buying individual tickets without food included. Other food promotions target families of four trying to watch a baseball game for under \$50. These family packages include four tickets, food and beverage, souvenirs, and parking. Compare this close to \$140 for the same amenities at a Major League game (Frank, et al., 2002). Every Minor League team has similar packages, costing a family almost nothing to watch a game while their family is entertained.

Some examples of food promotions at Minor League ballparks include \$1 hot dog day, quarter popcorn night, and \$1 beer day. At some Norfolk Tide (AAA) games, the Concessionaire Service America Company sell hot dogs, Pepsi's, and popcorn for a quarter (Powell, 1998). Every Monday during the season, the Tennessee Smokies (AA) have \$1 hot dog as the promotion.

Fans can also leave the game with food items discounted or for free. Examples include coupons and gift certificates that are given away either between innings or at the gate. These can range from a dozen free donuts from Dunkin Donuts, a meal at Long John Silver's or a meal for two at Texas Roadhouse. These promotions not only increase attendance, but also create additional entertainment for families and individuals who purchased a ticket to the game. The fans often receive a gift that covers the expense of their ticket.



In addition to food promotions, between inning promotions, and gate giveaways, sponsorship promotions occur regularly. These particular promotions give Minor League Baseball different ways to increase attendance. They typically help to dramatically increase attendance and are categorized as nonprice promotions, as established by McDonald and Rascher (2000). In general, the evidence indicates that these nonprice promotions overall raise attendance by 19.6% (Boyd & Krehbiel, 2003). The lowest average attendance increase for a promotion is 14% in the Major Leagues (Boyd & Krehbiel, 2003).

Sponsorship promotions include several beer companies having signage in and around the stadium. Minor League ballparks display alcohol signage in return for increase revenues with the product. Signs are vividly seen around the outfield wall and by the concession stands for everyone to see. Sponsorship promotions is just not limited to signs around the stadium. Companies may sponsor a product that is given to a fan when they walk through the gate. Examples are key chain night, rally towel night, or mouse pad night.

Signage is not the only way teams advertise beer companies in order to help attendance at games. Sponsorships reach audiences in four ways in order to sale the product to increase attendance:

1. During the prepromotion advertising and publicity for the event.
2. At the event site during the event itself.
3. During live or delayed broadcast of the event.
4. During postevent news reporting of the event results (Kropp, et al., 1999).

The examples above state that almost every aspect of the game of baseball has some type of beer sponsorship that is vividly displayed or advertised in order to entice fans to buy the product. Alcohol sponsorships target fans that drink at games and try to entice those fans that do not drink to buy their product. Fans will appreciate teams, like the St. Louis Cardinals, because they are owned by Ansheuer-Busch which provides money and will produce championships just because of the sponsorship and ownership (Kropp, et al., 1999). Not only is alcohol more socially accepted than cigarettes, there is a greater percentage of people that drink, and therefore it is less associated with illness or disease which leads people to accept drinking and have a positive attitude towards drinking (Kropp, et al., 1999). Since half the population of the US consume alcohol and majority of the Major and Minor Leagues ballparks are sponsored by alcohol companies, does the alcohol sponsorships influence fans to attend a game?

Other sponsored promotions include all promotions with a company's name attached to it. Sponsorship helps pay for the production of the contest in return for the publicity received. Examples of sponsored promotion day include Budweiser bobblehead day, Miller Lite Friday firework night, Knoxville News Sentinnel newspaper night, Texas Roadhouse family rib night, Advance Auto Parts fan appreciation night, or Harley night. The sponsored contests include Pepsi's Dizzy Bat Race, Citizen's Bank Money Grab, and Bushes' Baked Bean Toss. Minor League teams even promote other wacky promotions to attract fans. They include, "A Salute to Britney," "A Salute to Duct Tape," and "Dead Fish Toss" (Cosgrove, Higgins, Tejada, & Baron, 2002). In the Minor Leagues, every

game typically has a promotion day, which an item is handed out at the gate, and/or gift certificates, T-shirts, coupons, etc. are given away during the game.

Gate giveaways are handed out to fans while walking through the gate. Common gate giveaways include bobbleheads, gloves, baseballs, hats, keychains, jerseys, mouse pads, and rally towels. The average marginal cost of each promotional item is \$2.19, with the low of \$0.40 (magnetic schedule) and a high of \$4.95 (a youth replica baseball jersey) (McDonald & Rascher, 2000). The value of an item affects the demand for attending a game. These values are important to contrast the effects a promotion has on increasing attendance at a game. Some clubs will giveaway other out of the ordinary items to see if they will increase attendance. The question is, do gate giveaways really increase attendance at a baseball game?

Minor League teams use similar give-aways at the gate, between inning promotions and sponsored promotions as the Major Leagues but are able to have more due to the fact that stadiums are smaller and everyone can see what is going on during the promotions. Promotions have contributed to an increase in attendance by 19.6% (Boyd & Krehbiel, 2003). An example of an attendance increase due to a promotion occurred during the 2003 season. In late August the Tennessee Smokies handed out a bobblehead representing one of the current players. The attendance average at Smokies game during the 2003 season was 3,888. On that particular day, there were over 6,200 people in attendance that night, nearly double the season average.

Bobbleheads, replicas of a player on the team or a pastime player that have a small body with a big head that bobbles, typically cost sponsors \$3.50 each and sell upwards of

\$20 on eBay, increased attendance by 17% in 2002 (King, 2002). In 2002, 30 Major League clubs gave away bobbleheads on 85 separate dates. Every team had at least one bobblehead day as a promotion at the ballpark, while Atlanta and Montreal had 6 bobblehead days, Arizona had 5 days, and Minnesota had 4 days. No other item performed as effectively regardless of team or locale, as the bobbles, which yielded attendance increases of more than 5,000 fans on 37 of the 85 dates (King, 2002). Also, 50 out of the 85 games had a 10% increase of attendance (King, 2002).

Besides bobbleheads, other giveaways are also increasing attendance. For instance, rally towels increased attendance by 27%, gloves 14%, mouse pads 10%, baseballs 6%, hats 7%, keychains 3% and jerseys 8% (King, 2002). Rally towels may have been able to increase attendance by a greater percentage, but they were only a promotions at six games during the 2002 Major League season which included various teams. The other promotions, listed above, combined were handed out at the gate a total of 85 times in a number of different ballparks across the Major Leagues. This number equals the total number bobblehead giveaway days (King, 2002).

Bobbleheads are the most popular promotional item in satisfying fans and increasing attendance at games. The other promotional giveaways needed other factors to help increase attendance. These factors included rivalries like the Cubs vs. White Sox, the Yankees coming to town, the Braves vs. Red Sox series, or a pitching matchup of Randy Johnson against Roger Clemens. Depending on the game or visiting team, promotions can be a big motivation for fans to come to a baseball game and why attendance increases.

In addition to giving away bobbleheads and other items at the gate, Minor League teams produce between inning promotions and sponsored promotions to keep fans entertained. Fans can participate in Dizzy Bat Races, one-minute money Grabs, Billy Buster nights, bubble blowing contests, base racing/running contests, food eating contests, and many other events to keep fans interested. The winner of the contests will often receive a gift certificate from the sponsor of the event or apparel from the home team. Other between inning promotions to rouse the crowd include throwing out T-shirts and sponge balls to fans.

Ticket sales represent a dominate source of revenue for any professional sports team. Minor League Baseball has experienced the opposite of their Major League affiliates, regarding the price of tickets. Attendance has risen every year. Including the 2003 season when the total attendance reached close to 40 million, making it the second largest attendance number in history (Minor League Attendance Hits 39-Million; 2<sup>nd</sup> Largest Ever). Minor League Baseball's average ticket cost lingers around \$8.00 and a family of four attends for \$45-\$50. Not only are tickets cheap, but ticket promotions happen at almost every home game.

Some ticket promotions include \$1 admission night, Fan Appreciation Day where tickets cost \$1.50, and family and group packages that include parking and concessions. The Richmond Braves (AAA) even give away free general admission tickets to fans redeeming food items like Hannaford can products or Nabisco cookies (Powell, 1997). Ticket prices continue to stay low even though new ballparks cost around \$39 million and higher. The big difference between Minor League Baseball and MLB lies in lower

players' salaries. Zajac (1997) compares MLB and Minor League Baseball by saying, "Tired of shelling out big-time bucks to see overpaid Major Leaguers with underwhelming stats and attitudes to match, baseball fans by the thousands are rediscovering a more relaxed and cheaper version of the national pastime: the Minor Leagues" (p 150).

The NBA receives 41% of revenues from ticket sales, the NHL 59%, the NFL 22.8%, and MLB 34.5% (Miller & Fielding, 1997). Since each team benefits from ticket price revenues, how much do tickets cost? Since the 1990's, numerous stadiums have been built and players' salaries have skyrocketed. The price of a Major League Baseball game went from \$8.64 in 1991 to \$16.65 in 2000 (Swift, 2000). The average NFL ticket in 1991 went from \$25.21 and to \$45.63 during the same time span (Swift, 2000). Average ticket prices for the NHL and NBA have also increased because of new stadiums and rising players salaries (Swift, 2000).

Baseball can entice people to attend games because it sells the cheapest ticket price out of the four major sporting events. Baseball has 16 teams of its 30 teams ranked among top 25 professional teams with values of low ticket prices. "The most expensive MLB individual ticket goes for \$15.01 at Yankee Stadium compare this ticket to a New York Knicks basketball game that costs \$40.85" (Kasky, 1995, p 147). In 2000, an individual could buy season tickets to the upper level grandstands seats at Minnesota Twins home games for \$99 or \$1.22 a game (Swift, 2000). Family packages for baseball follow the same patterns. A family of four can attend a baseball game for between \$120 to \$150 where NFL games cost \$254.48 and NBA games cost \$455.26 (Swift, 2000).

Teams with expensive tickets have seen a flat or gradual declining attendance. MLB has seen a flat to gradual incline in attendance even with the cheapest tickets of any professional sporting event.

Promotions, to stimulate a greater purchase of a product or services, help to increase attendance at Minor League games and other sporting events. Promotions attract first time fans with the goal of building loyalty in fans and repeat customers. Fans that come back see the entertainment value and effectiveness of a promotion on the image of the game. The entertainment value and effectiveness of a promotion combined, attempts to increase the worth and interest at baseball games for everyone, no matter what background or age. Rick Orienza, director of promotion and advertising for the Pirates says that, "No question it is getting harder to find items that get people excited and something needs to get people's attention" (King, 2002, p 40).

#### Entertainment

The thrill of a Minor League game comes from paying low ticket prices to sit close to the field and to hear the chatter from the batters and the pop a catcher's glove makes when a 90+ mph fastball hits the mitt. Fans go to games to watch potential Major Leaguers, and sometimes their favorite MLB player. "Minor League ballparks have become a low cost entertainment option that gives terrific seats, great atmosphere, kid-friendly carnival-style entertainment, and athletes that sign autographs" (Zajac, 1997, p 158). Besides watching their favorite players throughout the game, activities abound creating an atmosphere of diverse entertainment. These activities range from kids running around on the outfield grass beyond the fence, the speed pitch, facing painting,

mascot races, and many other activities for children. On occasions, mascots like the Famous Chicken, Myron Noodleman or the Zooperstars, will entertain the fans and children.

The entertainment realm also includes the quality of play by the home team and the appeal of the opponent. A team with past success produces a wider fan base because expectations for the team are higher. Fans enjoy watching young talent perform in a manner that produces championships. A study by Branvold, Pan, & Gabert (1997), examined the effects of winning percentages and market size on attendance in Minor League Baseball. In general, winning is associated with an increase on attendance. Winning percentage significantly influenced attendance at the Single A and Double A levels, but not at the Triple A level. The Rookie Level and Short A Leagues attendance relied more on market size. As the team improves and the competition level increases, winning percentages becomes more important (Branvold, Pan, & Gabert, 1997). “A regular season championship and the playoffs in the previous season increase attendance 13 to 16%” (Whitney, 1988, p 709).

During the course of a season, fans form expectations regarding their team’s probabilities of winning individual games and season championships (Whitney, 1988). A winning team creates excitement in the community and brings in revenue for the ballpark and the team. Fans should be praised for attending games when the team is winning but should be supportive when the team is on a losing streak to help turn it around. A team’s winning percentage is relatively unimportant in the Minor Leagues, which create other factors to help increase attendance (Siegfried & Eisenberg, 1997). Winning percentage



and past success is not the only reason fans enjoy a game. Fans enjoy participating in activities and being entertained by the mascots. Contests and games, such as the Dizzy Bat contest or basketball shootout, tend to keep the children occupied at the games. At the end of the game the entertainment usually continues. A 15 to 20 minute firework show brings numerous “Oh’s” and “Ah’s” from the crowd. Children enjoy the show because they get to stay up past their bedtime while parents like to see their kids have fun. All of this excitement happens at Minor League Baseball games creating a fun environment for everyone.

Stadium location can effect the entertainment value of a team. Most Triple A teams play in metropolitan areas, while the lower levels play in smaller towns. For the Triple A teams, this creates other highly competitive entertainment options besides a baseball game. Attendance at a Triple A game is still raising. In 2002 and 2003, the Memphis Redbirds, Triple A affiliate of the St. Louis Cardinals has been second in total attendance in the Minor Leagues with an average of over 750,000 total fans for each season (Minor League Attendance Hits 39-Million; 2<sup>nd</sup> Largest Ever). Attendance is high because Triple A is a holding pen for Major League talent. Often, if a player gets injured in the Major Leagues, a player from Triple A will be called on to fill the spot. The players and the competition level creates a Major League atmosphere for a low price, but great atmosphere.

The lower farm system levels experience the same effects while being in a smaller town. Player movement creates turnover in the farm system and MLB players often

rehabilitate for a couple of games at a Minor League park. The situation creates friendly Major League entertainment at a Minor League cost.

Rivalries within sports create a competitive atmosphere where the competition level is high even if the teams are both in last place and the fans still come to watch. Rivalries can be started by teams within the same city, teams that fight every year for first place or the two teams got into an on field or verbal fight creating controversy. When this happens fans want to watch the next series being played. The appeal of the opponent also includes 1<sup>st</sup> place teams and teams with players that have potential Major League players. In addition, past and present Major League players may also be making a rehabilitation start with a Minor League team, attracting more fans to the game. Distance, or lack of, between the two teams can produce a rivalry as well. Attendance increases when fans can travel a short distance to the game. If a large number of fans travel to the game, the noise within the stadium will sometimes produce a home field advantage for the visiting team (Knowles, Sherony, & Hauptert, 1992).

Entertainment does not centralize on what happens on the field with the players or during the game. The activities for the children and the mascots creates a fun and enjoyable atmosphere. Parents come to a game knowing that their kids will remain safe either running in the grass beyond the outfield fence waiting for a homerun or testing their speed of a pitch with the radar gun. Promotion days are geared toward children. Family packages for tickets and food, promote cheap family entertainment. Firework night brings in a number of kids who enjoy the game and then stay to watch the fireworks afterwards. Base race and autograph day allow kids to experience running the bases like

professional baseball players do and it gets them closer to the players. They get to slide into home plate where their hero did at one particular time. In addition to running the bases, they get to be on the field with the players. Just being around the players and getting autographs will produce a smile and leave them wanting to come back.

Mascots like the Famous Chicken, Myron Noodleman, Team Mascots, the Zooperstars are all entertainers that make a baseball game a fun and friendly atmosphere for children. The entertainers perform funny skits on the field, involving the players, coaches, and umpires. After performing between innings on the field, they will usually go into the stands to entertain the fans even more. They will take pictures with the fans and even play practical jokes with them. At a Major League game, a majority of the fans do not even see the mascots unless the entertainment happens in their section or on the field. Most fans have no idea that something is going on during the game. The close environment of Minor League Baseball allows for everyone to experience the entertainment especially children.

#### Attractions

There were a total of 176 Minor League teams and 30 Major League teams in 2003. Each team has a stadium unique in style, with culture and historical value. Many stadiums establish a new style that sets them apart from other stadiums. Stadiums that have significant history behind them include the Chattanooga Lockouts' (AA) 67 year old building, the Durham Bulls' (AAA) stadium named Durham Bull Athletic Park which attract fans based on the movie, the Omaha Royals' (AAA) Johnny Rosenblatt Stadium home of the College World Series and Hank Aaron Stadium home of the Mobile Bay

Bears (AA). Major League parks have some history as well. Those parks with history includes Chicago Cubs' historical stadium Wrigley Field, the Boston Red Sox's Fenway Park, and the tradition and history of Yankee Stadium.

Stadiums also differ in size and capacity. Minor League ballparks tend to be between a 4,000 to 20,000 seating capacity versus 33,000 to 63,000 seats in Major League venues (Zajac, 1997). Minor League stadiums allow fans to hear and see everything. Every seat is really close to the field. Everyone typically has a great view of the field and can watch the game without binoculars. At a Major League game, most fans have a far view of the game, and if you want to sit close to the field the tickets are expensive. The lower the level in a Major League stadium the higher the cost of the ticket.

Compared to stadiums of the past like Wrigley Field, Fenway Park, Engel Stadium, Hank Aaron Stadium, today's stadiums are equipped with glorious electronic scoreboards extending the core product of the game and adding to the total game entertainment package by displaying update information to the fans (Zhang, Pease, Lam Bellerive, Pham, & Williamson, 2001). "Public address announcers can also add to the entertainment and excitement of the game by recognizing groups in attendance, motivating/cheering the fans, and tying in sponsors" (Zhang, et al., 2001, p 52). The appeal of a stadium accounts for more than 50% of game attendance variations (Zhang, et al., 2001). Some stadiums may include speed pitch, playgrounds, carousel rides, Kids Zone (games for children), and even a beautiful scenery of the city beyond the outfield fence. Stadiums that are glorified with electronic scoreboards, playgrounds for kids,

genuine carnivals, historic and traditional construction can cost between \$20-39 million or higher in the Minor Leagues.

“In the 1990s alone there have been 30 new professional sports stadium built costing more than \$4 billion” (Bernstein, 1999, p 45). The two new Minor League stadiums built in New York in 2000 cost \$110 million combined. Enriched with tradition from the New York Harbor, the Manhattan Skyline, and the Statue of Liberty, Brooklyn and Staten Island have brand new stadiums (DeMause, 2001). Even though the stadiums cost the city of New York, ticket prices for a game will only cost between \$6 to \$10. The cost to a Yankees or Mets game range from \$15 to \$20 for a ticket.

Location of venues vary as well. Minor League stadiums are usually located in suburban towns where the team is the only professional team around. Location of the stadium adds an appeal of nostalgia for a Minor League team. Nowhere is that factor bigger than in Brooklyn, where professional baseball returned in 2001 for the first time since the Dodgers left town for Los Angeles 45 years ago. Compared to Major Leagues, stadiums are in metropolitan cities that also have other professional teams and numerous other entertainment choices. Examples are cities like New York with two professional baseball teams, California with four, and Chicago with two.

Many Minor League stadiums can create an atmosphere of tourism. According to Gilgoff (2001), “Coney Islanders say the Minor League Cyclones (A), the New York Mets affiliation, will jump start tourism and put the neighborhood back on America’s culture map” (p 42). A new train terminal and a boardwalk hotel has been proposed around the city of Brooklyn to accommodate the fans and tourists. Other examples of

Minor League stadiums involve tourist attraction sites. The Memphis Redbirds (AAA) has the National Civil Rights Museum, the Durham Bulls has the Museum of Life and Science near the ballpark, the Children's Discovery Museum of San Jose is near San Jose's (AAA) stadium, and there are zoos around the Toledo Mud Hens (AAA), Tampa Yankees (A), and Delmarva Shorebirds (A) stadiums. The field built for the movie *Field of Dreams* is the main attraction for the Cedar Rapids Kernels (A) in Dyersville, Iowa. "You can drive in on that curvy road, the way they did in the movie, and there are 30 people playing a continuous game on the field" (Adams & Engel, 1997, p 74).

Attendance can also be affected by the day of the game, time of the game, and the appeal of being outside. Weekend and evening games and times are a positive impact on attendance (Knowles, et al., 1992). A weekend game has positive affect on attendance based on the opportunity cost of attending a game on the weekend is lower than during the week (McDonald & Rascher, 2000). Opportunity cost means that the price of a game including tickets, concessions, and souvenirs are right for a family of four and even fans who come to a game by themselves. This is due to the standard work week for people that have to work during the time of a game. "Weekend games make up 48% of the total games during the season" (McDonald & Rascher, 2000, p 13).

Single versus doubleheader dates produce a different draw of fans. A team that has fewer doubleheaders and more single dates generally has a higher attendance (Domazlicky & Kerrs, 1990). Generally people with tickets to a doubleheader only count once in the attendance for those games. Therefore, the season attendance average usually is affected by doubleheaders. A Minor League team would refer to play 70 home games

instead of 66, which includes four dates with doubleheaders, because attendance numbers will increase.

A baseball game is not the same without a carefully landscaped, green field and the bright sunlight gleaming down on the seats while enjoying baseball. The entertainment, fireworks, smell of the grass can appeal to a fan's perception of being outside. Weather puts a damper on the game, and can either have good and bad effects on attendance. The good thing is that refunds for a future game will be given to the fans if the game gets canceled due to inclement weather. The refunds can also entice other families members or friends to enjoy another game with them. The reason for this is due to work schedules that can open up so they can attend the game with family members or friends. The bad thing is that doubleheaders do not usually generate more attendance than single games and the rescheduling of a game might conflict with fans' work schedule (Siegfried & Eisenberg, 1980).

Some factors surrounding the game of baseball are controllable. Controllable by being built in a tourists area with the stadium components being glorious. The time and day of the game are scheduled in advance so fans can decide what games fit their schedules. Non-controllable includes the appeal of being outside. Mother nature is unavoidable and unpredictable. Weather will affect fans' decisions to attend the game because there is always a possibility of rain or cold weather.

A summary by Dow, a photographer who has captured a realistic image of the Minor Leagues and more than 150 playing fields, says that, "Older parks are more appealing than new ones, Minor League parks are more appealing than Major League.

Minor League parks are just a social ritual of the night out which people are out there to see and be seen just as much as they are to actually watch the ball game” (Ingalls, 1992, p B5).

### Additional Information

Additional information comes in the form of the Internet, television, radio, and newspaper, and establishes a form of communication and advertisement. Communication helps to identify a game time and location. Since technology has increased, the media advertises games using all forms of communication. Turner (1999) states that, “Technology has developed, presentation has been enhanced, audiences have grown, and measurement techniques have been able to better track and target these audiences” (p 43). Advertising the game with promotional giveaways can raise the attendance. Opponent hype and big time players draw more fans as well. Establishing and using information tools, such as the Internet, television, radio, and newspaper, can only enhance a organization’s or team’s effort in trying to raise attendance at games.

The Internet is the fastest form of communication out there. It has become a powerful communication and resource tool that will be a standard for everyday business and life. Deply and Bosetti (1998) state that according to Stotlar (1997) there are over 40 million Internet users. Users have increased dramatically over the next seven years (Deply and Bosetti, 1998). A more recent statistic according to the Central Intelligence Agency said that there were over 165 million Internet users in 2002 (The World Factbook, 2002). Many business’s spend millions of dollars to advertise their products in



order to see a return on their investment. Advertising on the Internet is an inexpensive way to sell a product instead a purchasing billboards.

Professional sports sell Internet advertisements just like any business. They also buy space on other sites to promote their teams. "The establishment of a Web site for an organization, team, or event is not only valuable but crucial" (Depley & Bosetti, 1998, p 24). A Web site not only gives the audience the time and day of the game, but provides fans with up-to-date information, stats, biographies, records, and recaps. All of the information is a way to build a larger fan base that will come support their team at the game. Website advertising revenues exceeded \$1 billion in 1998 and are projected to reach \$7.7 billion in the year 2002 (Caskey & Delpy, 1999). The Internet, with technology increasing and the speed of the circuit getting faster, relays information to their audience in a timely fashion.

The Internet is not the only form of information growing faster at sporting events. Minor League Baseball has just reached a deal that was the first of its kind. CSS premiering in 1999, is a 24-hour regional sports network serving approximately four million cable subscribers across eleven southeastern states airing live sports programming (Southern League, 2004). The Southern League of Professional Baseball and Comcast Sports Southeast/Charter Sports Southeast (CSS) have announced a broadcast agreement for a Southern League Games of the Week (Southern League, 2004). CSS will air ten successive Saturday games starting in June during the 2004 season. "I'm very happy that we are teaming with CSS to bring Southern League Baseball to our region's great fans," Southern League President Don Mincher said, "The presence on CSS will enhance our

product and showcase the tremendous talent present in Double-A baseball.” (Southern League, 2004, para. 2).

Half of the 30 Major League Baseball teams have sold both over-the-air and cable games to Fox or their affiliate stations (McAvoy, 2001). In 2001, MSG Network spent \$52 million to broadcast and televise New York Yankees games and Fox Sport Net Northwest spent \$25 million to broadcast and cable rights for Seattle Mariners games (McAvoy, 2001). According to Broadcasting and Cable Annual Baseball Rights Survey, regional cable networks, local television, and radio broadcasts spent \$469 million in 2001 (McAvoy, 2001). The major television networks include MSG Networks, Fox, ESPN, and Direct TV’s Extra Inning package will show over 2,000 baseball games a year. The total number of games televised is even higher when adding in the regional affiliate stations airing games.

Radio broadcasts have increased due to the diversity among players in professional baseball. “In the year 1999, 40 percent of all Major and Minor League players were born outside of the United States” (Gardyn, 2000, p 28). The players represent 16 foreign countries. Families and fans can now listen to their relatives and role models play baseball on the radio from Japan and the Dominican Republic. Radio Station KWKW AM, the official Spanish broadcast of Dodger games has seen a 20% increase in advertising revenues (Gardyn, 2000). In 1999, 23.5% of Hispanics listen to a Major League Baseball game (Gardyn, 2000). Not only is the Hispanic fan base increasing, but the number of Asian players signing contracts is rapidly growing, which should increase radio revenue even more.

Television and radio networks help to increase the interest in professional baseball. The viewers and listeners extend from the Dominican Republic and Cuba to Japan and Australia. Broadcast and cable networks let fans at home watch and listen to their favorite player compete. In turn, it leaves the potential to increase attendance at games by enticing fans to watch a game in person instead of sitting by the television or radio. "Baseball is the one major sport that is rapidly growing among all segments," says John Olshan of Major League Baseball Players Association (Gradyn, 2000, p 30). Advertising in sports is a key element in producing revenue. With the increase of nationalities among baseball, revenues dealing with television, radio, and Internet have increased and potentially influenced more fans to attend a game.

#### Demographics

The demographics of a sports fan shows who attends games, what age, and where they are from. "The Major League sports fan is predominately male with the number of female fans increasing yearly" (Depley & Bosetti, 1998, p 21). In survey collected by Bernthal and Graham (2003), it found that the majority of fans that attend Minor League Baseball games are male (58.8%). The average age at Minor League games is 38.6 (Bernthal & Graham, 2003) and the average age of a sports fan is 34 (Depley & Bosetti, 1998).

The location of the stadium/team can influence the geographically region of a fan. Tourism is a big attraction for a family attending a sporting event. Usually Major League stadiums are in metropolitan areas that produce thousands of tourists each year. Minor League ballparks are usually in smaller cities where there is less tourism. The attraction

of another activity can produce negative increases in attendance at Minor League games. The tourist attraction of these cities can then be potentially positive in increasing attendance at games.

## Chapter 3

### **Methods**

The purpose of this study is to identify the factors that determine why fans attend Minor League Baseball games. Factors that bring fans to Tennessee Smokies and other Minor League Baseball games are based on four categories: customer services, promotions, entertainment, attractions. Additional information and demographics were also examined. The primary purpose was to determine the main attraction at games and to find ways to improve on the categories that do not rank as high. The five categories examine and analyze specific categories, helping to establish a baseline for increasing attendance at games. This chapter will include information on the participants, instrumentation, procedure, statistical design/data analysis, definition of terms, assumptions, limitations, and delimitations.

### Participants

The Tennessee Smokies are the Double A affiliate of the St. Louis Cardinals. In order to examine why people attend Minor League Baseball games, 470 surveys were distributed out at two Tennessee Smokies baseball games (see Appendix A). The games were handed out at the last weekend series out of a possible 70 home dates established at the beginning of the 2003 Southern League season. The surveys were broken up into five categories allowing fans to choose answers that best explained what they enjoy the most

about the game. Research participants consisted of men and women, 18 years of age and older, that has purchased a Tennessee Smokies baseball ticket. Each participant had an equal opportunity to voluntarily fill out the survey. The survey took approximately 10 minutes to fill out. Data were collected and analyzed to find what factors affect a fan's decision to come to a game. Of the 470 surveys handed out, 453 were returned for a completion percentage of 96%. The 453 surveys were collected and analyzed to examine what influences Minor League Baseball fans come to a game. Out of the 453 surveys returned, 407 qualified because participants were 18 years of age or older. Those that qualified had a completion of 87%.

#### Instrumentation

After discussing with the participants the purpose of the surveys, they read the directions, and filled out the 32 question survey. Since the surveys were divided up into five categories, each category had five questions to be answered with the last category consisting of 12 questions. Each of the first four categories, customer services, promotions, entertainment, and attractions, contained five questions using a 7-point rating scale (1-extremely unimportant and 7-extremely important). The last category was based on additional information and demographics that was composed of 12 questions. The last 12 consisted of multiple choice, yes or no, and closed ended questions.

#### Customer Services

The customer service section of the survey consisted of five questions based on fan appreciation of the services provided at Smokies Park. The services provided

included concessionaire and parking questions. The questions were the ability to purchase beer, quality, variety, and speed of the food service, and parking availability. The participants were asked to circle the best possible answer based on a 7-point rating scale.

### Promotions

The promotions section focused on the marketing strategies used to entice fans to come to a baseball game. It was composed of five questions using the 7-point rating scale. Questions consisted of food promotions (i.e. \$1 Hot Dog Day), free give-aways at the gate (i.e. Bobbleheads), between inning promotions (i.e. Smokies T-Shirts), sponsorship promotions (i.e. Citizen Bank Money Grab), and ticket promotions (i.e. Family Packages).

### Entertainment

The entertainment section mainly concentrated on the appeal of a baseball game in general and the activities surrounding the atmosphere of the stadium. The five questions based on entertainment were quality of play by the Smokies, appeal of opponent, appeal of a player (i.e. Major Leaguer), activities for children (i.e. speed pitch), and the mascots. The five questions used the 7-point rating scale which the participants had to circle the best possible answer.

### Attractions

This section consisted of five questions focusing on the surrounding environmental and city life factors. Questions consisted of the appeal of the stadium, appeal of being outside, day of the week the game is held, time of day the game is held,

and location of the stadium (i.e tourism). The five questions used the 7-point rating scale which the participants had to circle the best possible answer.

### Additional Information

The last section on additional information and demographics was divided into two different subsections. The first subsection on additional information had two open and seven closed ended questions. The seven closed ended questions asked participants to circle the best answer listed from either multiple choice or yes/no questions. The two open-ended questions required the participants to fill in the blank to answer the question. The additional information questions included the main source of information about Tennessee Smokies Baseball, visitations to the Smokies Web site, listening to games either on the radio or the Internet, type of ticket purchased, guests at the game, first ever Smokies game, average games attended since the new stadium opened in 2000, and attendance at home games in 2003.

### Demographics

The second subsection on demographics was composed of three questions, two fill in the blanks and one circle the right answer. The two closed ended questions asked for their age and zip code. The other question asked the participant's gender.

### Procedure

The first step taken prior to the start of the study was to ask the general manager of the Tennessee Smokies if the researcher could distribute surveys at two of the games during the season. The general manager agreed upon the researchers request, only if the



Smokies received a copy of all the information and statistics from the study. This step happened in April 2003, four months prior to distributing the surveys in August 2003.

Some research was done to see what questions would be important to ask in a survey. After compiling a number of ideas, the researcher put together a survey and submitted an application to the Institutional Review Board (IRB) (see Appendix B). After obtaining IRB approval (see Appendix B), the researcher chose to distribute the surveys on the last home weekend of the regular season. The surveys were prepared on 100% white Cover Stock paper from a copier that copied the surveys on the front and back of the paper. After copying the surveys, 470 were clear of mistakes and ready to be distribute, along with golf pencils.

The weekend series, August 22-24 2003 against the Orlando Rays, was the first time the surveys were distributed. That weekend a number of promotions occurred. On the first day of the surveys, August 23, Pilot sponsored the Bucky Jacobsen Bobblehead Night and Thomas-Hill sponsored the Grand Slam Inning. The researcher, with research assistants, distributed the surveys and pencils, while explaining the purpose of the survey. Surveys were distributed when the gates opened and distribution was finished about a half hour before the game. This was ideal because the fans stated that they did not want to be distracted from watching the players warming up and having them sign autographs. On the first day the researcher received back 411 surveys to be used for data.

The next day, August 24, the remaining surveys were distributed and collected. On this day, Nascar Night, Kids Club, and Family Picture Day with the Smokies were the main promotions. The surveys were handed out in the same manner as the day before.

Again, the participants received a survey and a pencil. The researcher stated the objectives of the surveys. The participants were left alone to fill out the survey. Approximately 10 minutes later, the researcher collected the surveys. The total number of surveys collected in two days equaled 453 out of 470 for a completion rate of 96%.

### Statistical Design/Analysis

The study was designed to provide information regarding what fans think are important items and activities at Minor League Baseball games. All data were entered into SPSS (Statistical Packages for the Social Sciences) for results and calculations of 407 surveys. Addressing the research questions, frequencies tests were used to determine which item or activity has the highest mean rating based on a 7-point rating scale. The means and standard deviation were taken for each question 1 to 20. Addressing the other research questions, concerning public information and demographics, MANOVA (Multivariate Analysis of Variance) tests were conducted ( $p \leq .05$ ). MANOVA tests were used because it controls for Type I error, meaning the probability of finding differences in places there are no differences. For significant MANOVA's individual ANOVA's were conducted for each question to determine which one were different.

### Definition of Terms

The following definitions were established for this study:

#### Minor League Baseball

A system of teams that are affiliated with Major League Baseball teams. Players move up in succession to reach the Major Leagues. The farm system ranges from Rookie

League (Rookie League), Short A (A), Single A (A), Double A (AA), and Triple A (AAA).

#### Farm System

A term that refers to Minor League Baseball teams that are represented by their affiliated Major League team. It is commonly used in place of Minor League teams.

#### Tennessee Smokies

Minor League Baseball team affiliated with the St. Louis Cardinals. The team competes in Double A (AA) and is a member of the Southern League.

#### Southern League

League comprised of 10 teams in the southern region of the United States, Tennessee, Alabama, South Carolina, North Carolina, and Florida. These teams compete in the Double A farm system.

#### Double A (AA)

The second highest level in the Minor League farm system, two levels away from the Major Leagues. Just below Triple A but higher than Single A and Rookie level.

#### Customer Services

Areas of the study based on food quality, choices, and speed of service, parking availability, and ability to purchase beer. The customer service section is based on fan appreciation of the services provided at Smokies Park.

#### Promotions

The promotions section relied on marketing strategies used to entice fans to come to a baseball game. Promotions such as a free gift can entice fans to come to a baseball

game. The areas of the study are food promotions, free give-aways at the gate, between inning promotions, sponsorship promotions, and ticket promotions.

### Entertainment

The entertainment section concentrated on the appeal of baseball in general and the activities surrounding the atmosphere of the game. It was based on the quality of play and winning percentage of the Smokies, the appeal of the opponent, appeal of a player, activities for children, and the mascots.

### Attractions

This section focused on the surrounding environmental and city life factors. The environment and the area that enhances the appeal of a baseball game. Includes appeal of the stadium, appeal of being outside, day of the week the game was held, time of day the game was held, and location of the stadium.

### Additional Information

Described which area of advertisement played an important part in communicating when and what time the game took place. Established the type of ticket being purchased and who was attending the game with the ticket holder.

### Demographics

Demographics include the age, gender, and zip code of the ticket holder. Demographics were used to establish who is coming to the game male or female, their age, and their place of residency.

## Assumptions

The study was based on the following assumptions:

1. All the participants involved in filling out the survey answered it honestly and respectfully.
2. The surveys were valid and a reliable part of the study.

## Limitations

The study was limited to:

1. The survey was only limited to the participants who filled them out on the dates the surveys were handed out at the game. The last home weekend of the regular season was chosen to distribute the surveys. The dates were August 23 and 24 2003.
2. Participants were asked to give their knowledge of why they came to the baseball game and, if this was not their first game, elaborate on what brings them back to watch a game.
3. If not expressed on the survey, a bad experience could have been left neglected and would not allow for the necessary improvements at the baseball games.
4. If some questions from the survey were not filled out, those questions decreased the validity of certain questions.

## Delimitations

The study was delimited by:

1. Out of 470 surveys, 453 participants filled out the surveys while attending a baseball game at Smokies Park, home of the Double A Tennessee Smokies.

2. Only 407 of the surveys that were completed were used for data because the age range was 18 years and older.
3. The last home weekend of the regular season was chosen to distribute the surveys out of the seventy home games.
4. One of the dates had a free give-away at the gate promotion scheduled. The other date had the same promotions that occurred during every Sunday home game.
5. Everyone that paid for a ticket to the baseball game was eligible to fill out the survey.

## Chapter 4

### Results

Results were based on the findings of 407 surveys collected and analyzed for their content. The sample used attempted to explain attendance at Minor League Baseball games with significance to the research questions. The research questions included the influence of fan demographics and the level of importance regarding customer services, promotions, entertainment, and attractions. Is the level of importance of customer services, promotions, entertainment, and attractions a determining factor of why fans go to baseball games?

RQ1. Based on demographics, who are the attendees at Minor League games?

RQ2. What influence do additional information about the game have on the fan attendance at games?

RQ3. What effect do demographic variables have on the importance of customer services?

RQ4. What effect do demographic variables have on the importance of promotions?

RQ5. What effect do demographic variables have on the importance of entertainment?

RQ6. What effect do demographic variables have on the importance of attractions?

The sample demographics were narrowed down to age, gender, and zip code. The average age of adults at Tennessee Smokies games is 42, with the minimum adult age of 18 for the purpose of this research and the maximum age of 80 (see Table C-1).

Regarding gender, more females attended the games at 50.2% (N=204), while males were closely behind with 49.8% (N=202) (see Table C-3). The zip codes established the major area of residency of Smokies' fans. The participants were asked to fill out the zip code of their home address. After the zip codes were entered, they were broken down into the counties of East, Middle, and West Tennessee and the states outside of Tennessee. While Smokies Park is located in Sevier County, it only produced a 9.5% (N=41) fan attendance. Knox County had the highest percentage at 27% (n=117). Surrounding counties including Hamblen County 9% (N=40), Blount County 8% (N=33), and Greene County 6% (N=25) had the highest results, with all other East Tennessee counties no higher than 5%. West and Middle Tennessee counties were represented but only with a high of 2% from Cumberland County. Fans came from nine states outside of Tennessee, with Georgia and Alabama having the highest attendance at 3% (N=13) and 2% (N=10) respectively. Other states had a percentage of 1 or lower, with one fan representing the state of Alaska (see Table C-4). Demographics were significant in order to establish the audience for what type of fans are attending baseball games.

In addition to demographics, additional information about the game established why fans attend a Minor League Baseball game. Other areas examined were when and



what time the game is, how did you purchase your ticket, who is attending the game with you, and how many games have you attended in the past since the stadium opened in 2000 and during the current 2003 season. Fans answered seven open-ended questions, filling in the best response.

The media can portray a sporting event through newspaper, television, radio, Internet, and other sources including word of mouth. The local newspaper was established as the best source for fans at 38.8% to learn about Smokies' games. The Internet had a response of 19%, radio 18%, television 13%, and all other sources 12% (see Table D-1). Therefore, Tennessee Smokies Baseball can reach 58% of their fans and potential fans through local newspapers and the Internet.

The Internet, with a response of 19%, was further divided into frequency of visits to the Web site for information. The sample concluded that 73% of fans who use the Internet look at the Tennessee Smokies Web site 2 to 3 times a month or less. This means that an average fan dials up the Smokies Web site maximum of 3 times every 30 days. Only 3% of die hard fans look at the Web site on a daily basis (see Table D-2).

Fans can now listen to live broadcasts of each home and road games via the Internet from a link off of the Web site. A sample of 94% of fans do not listen to live broadcasts of the game via the Internet. The high number can only conclude that either fans are purchasing a ticket to watch the game or fans outside of game attendance are listening to the radio (see Table D-3).

Radio is another opportunity for a fan to follow Smokies Baseball. A local East Tennessee radio station broadcasts home and away games over the air and via the

Internet. The voice of the Smokies produces a better audience over the air than via the Internet at 38% compared to 6%. Out of 405 fans that responded to the question, 152 said they listen to radio broadcasts over the air (see Table D-4).

The objective is to find out why fans come to a baseball game. First, how are fans purchasing their tickets? Fans either purchased single game tickets (39.2%) or received their ticket from an acquaintance (23.6%). Season ticket holders make up only 4.5% of fan attendance. Promotional packages had an 8% response to the question of what type of ticket did you purchase. The “other” option saw 24.8% of fans responding (see Table D-5). Scalping a ticket or buying a group ticket are possible reasons for choosing this option. Purchasing a ticket was further divided into who was attending the game with the respondent. These included spouse or significant other, children, other family members, friend, and others (see Tables D-6 to D-10). The highest answer was that fans attended games with a spouse or significant other 62% of the time. Thirty-three percent of fans in attendance had children.

Smokies Park opened up in 2000 in Sevier County which is the city of Kodak, Tennessee. When the new park opened in 2000, the Tennessee Smokies were affiliated with the American League Team the Toronto Blue Jays. The Blue Jays affiliation lasted three years in Smokies Park when the team changed affiliation in 2003 to the National League’s St. Louis Cardinals. Two questions filled out by fans on the survey were designed to establish if fans come to games based on the affiliation of the Minor League team. From the time the stadium opened in 2000 until 2002 the affiliation was with the Toronto Blue Jays. It was found that fans attended 6.54 games a year from 2000 to 2002

(see Table D-12). In 2003, the St. Louis Cardinals took over Smokies Park and the number increased microscopically. Fans in the survey attended on average 6.95 games in the year 2003 when the team's affiliation changed (see Table D-11).

Why do fans really come to a Minor League Baseball game? Additional information and demographics were significant questions to find out the answer to this question. The age of each fan was divided into categories and percentages were established (see Table C-2). The number of total Smokies' home games for the year 2003 were divided up into certain games attended (see Table D-14). From the results, questions of who is attending the game with you was broken up and MANOVA tests were conducted with the four categories of customer services, promotions, entertainment, and attraction. Answers that were significant ( $p \leq .05$ ) can be seen as important to why fans attend a Minor League Baseball game.

A frequency table describes the descending means of each of the four categories based on what response had the highest importance (see Table E-1). The attractions category had the highest response with the appeal of the stadium (6.30). Then the quality of play by the Smokies was next at 6.02 (entertainment), followed by the appeal of being outside at 6.00 (attractions). The attractions category did not have a response lower than 5.82 which was the time of day the game is held (see Table F-1). The second highest category as to why fans attend games was promotions. The highest response was free give-aways at the gate (5.71), followed by ticket promotions (5.63). The lowest response was sponsorship promotions at 5.20 (see Table F-2). Entertainment, the third category, had a mean of 6.02 with the quality of play by the Smokies. Next, was the appeal of a

player (Major Leaguer) at 5.54. The lowest response was activities for children at 4.91 (see Table F-3). The last category based on the means of all five questions was customer services. The highest response was parking availability and price at 5.75, followed by the speed of the food services at 5.38. The lowest response was the ability to purchase a beer at 3.00 (see Table F-4).

The results, it revealed that fans think that the ability to purchase beer at games is an unimportant reason to attend with the lowest mean of all 20 questions. No other response to the questions were on the low end of the scale. Majority of the responses were five and above. The responses that had the highest importance to fans were the appeal of the stadium at 6.30, quality of play by the Smokies at 6.02, appeal of being outside at 6.00, day of the week the game is on and location of the stadium were at 5.84, and location of the stadium at 5.84. The highest response regarding the category of promotions was seven out of 20 and that was free give-aways at the gate (5.71). The attractions category which had the highest mean had all five questions in the top ten out of 20.

After the means were established, MANOVA test were conducted to examine the significance of each of the four categories. A significance level was found between all four of the categories. The results are  $F(3, 449)=98.722, p \leq .000$  (see Table E 3). Then a repeated measure ANOVA test was conducted to determine if the means differ from one another. To determine how the means differ, pairwise comparisons were run with a Bonferroni adjustment on the p value (see Table E 4). All means differ from one another except promotions and entertainment. These two categories were equal to each other.

Therefore customer services is significantly the lowest, attractions is the highest and promotions and entertainment is in the middle. Those answers that were significant, a summary or explanation will follow to justify and refer back to the research questions.

### Customer Services

Customer services include items that will satisfy a fans appetite and the ease of availability to getting to the stadium. The items included ability to purchase beer, quality of food, variety of food services, speed of food services, and parking availability and price. The average means for each question was a five, meaning that the items were on the high end of the rating scale, 1 being extremely unimportant to 7 being extremely important (see Table F-4). The highest mean in the section was parking availability and price at 5.75. The lowest was the ability to purchase beer at 3.00. In essence fans think that parking close to the stadium at a low cost adds to their enjoyment and makes the decision to come to a baseball game easier. Fans established that the National Pastime is not just about drinking a cold alcoholic beverage instead parking availability and price are more important. Of the food items, the speed of the food services had the highest mean at 5.38, meaning fans want to get their food and return to their seats as quickly as possible.

When MANOVA tests were performed on who attends the game with you and the items under customer services were not significant. All items had to be significant at  $\leq .05$ . If attending the game with a spouse or significant other, the Multivariate test were not significant,  $F(20, 353)=1.147$ ,  $p \leq .300$  (see Table F-6). Multivariate tests were not significant with just customer services, but with the other three categories including promotions, entertainment, and attractions ( $p \leq .05$ ).

If children attended the game with a parent/parents, it was significant at .001 (see Table F-8). To look further in depth, Table F-9 describes those items in the four categories that were significant with fans that attended with children. The ability to purchase beer was significant, but those attending with children found the ability to purchase a beer unimportant (N=2.24). Those who did not attend with a child also thought that purchasing beer was unimportant (N=3.38) (see Table F-10). Even with beer sponsors around the stadium, all fans, with or without children, state that the ability to purchase a beer had no influence on them attending the game. Not purchasing beer implies that parents are more inclined to watch their child or children at the games. A majority of the time parents are purchasing items for their kids, not themselves.

When a fan attends a game with another family member such as a cousin or uncle, there were significant results (see Table F-12) and table F-13 breaks down the categories in order to find a significant response. When items were broken down fans who attended the game with another family member had responses that were significant in the categories of entertainment and attractions instead of customer services ( $p \leq .05$ ).

Next test was to examine the significance of attending a game with a friend. With 407 fans filling out the answer only 87 came with a friend (22%) (see Table D-9). When the Multivariate tests were conducted, there were not any significant values,  $F(20, 353) = .822, p \leq .686$  (see Table F-16). Multivariate tests were not significant with just customer services, but with the other three categories of promotions, entertainment, and attractions ( $p \leq .05$ ).

Attending the game with another person beside a child, spouse, family member, or friend, showed that there were no significant values,  $F(20, 353)=.912$ ,  $p \leq .572$  (see Table F-18). Again, multivariate tests were not significant with just customer services, but with the other three categories of promotions, entertainment, and attractions ( $p \leq .05$ ).

Gender was the next category to establish what males and females think of as important at a game and to see the difference between the two. Tests were performed and a significant value was noted (see Table F-20). Further exams found that regarding customer services, the ability to purchase beer was significant (see Table F-21). Means were established to find the difference between male and female responses. Males and females thought the ability to purchase a beer was unimportant. Females showed a greater dislike at the ability to purchase beer compared to males at a game (see Table F-22).

The demographic question regarding age was analyzed to see what age group was most common and to see what each age group thought was important at a Minor League Baseball game. When MANOVA tests were performed, results showed that there was not any significant values regarding age and customer services,  $F(80, 1398.907)=1.062$ ,  $p \leq .337$  (see Table F-24). Multivariate tests were not significant with just customer services, but with the other three categories of promotions, entertainment, and attractions ( $p \leq .05$ ).

Then the value of how many total Smokies home games did you attend in the year 2003 was reviewed. After the responses were divided into groupings, some values were

significant but there were not any responses regarding customer services (see Table F-26 and F-27).

### Promotions

Promotions were based on the categories that entice fans to attend a game only if there is a deal on tickets or any give-aways. The questions entailed food promotions, freebies at the gate, between inning promotions, sponsorship promotions, and ticket promotions. Means were established using a rating scale from 1 to 7 (see Table F-2). The average response of 5.00 means that the items were important to fans at a Minor League Baseball game. Give-aways at the gate (N=5.71) and tickets promotions (N=5.63) had the highest means within the group of five questions. The question with the lowest mean was sponsorship promotions at 5.20.

When MANOVA tests were conducted against attending a game with children, there were significant values at the  $\leq .05$  (see Table F-8). The values that were significant did not include any questions that pertained to the promotions section (see Table F-9 and F-10).

Attending a Minor League game with another family member also created significant values at  $\leq .05$  (see Table F-12). Again, there were no values that were significant regarding the questions dealing with promotions (see Table F-13 and F-14).

Gender was the next category that was examined to see if females or males like promotions better than the other. The test was performed and it produced significant values at .003 (see Table F-20). Once again there were no values within the category of



promotions that had any significance between males and females (see Table F-21 and F-22).

Attending a Minor League game at Smokies Park started in 2000 with the Toronto Blue Jays and now continues with the Cardinals affiliation in 2003. Promotions were analyzed to see if any significant values had any importance in influencing fan attendance at games. Significant values were found (see Table F-26). After further tests, food promotions and give-aways at the gate were significant (see Table F-27). Regarding both promotions, fans that attend 7 or more times think it is important for these to occur. Attending 7 or more times had the highest mean within the grouping of home games (see Table F-28). With both food promotions and freebies at the gate, fans that attended 2-3 and 7 or more times this past year thought it was important for these promotions to occur (see Table G-1). Multiple comparison tests were performed to see if there were any significant differences between a fan that attended a game twice compared to someone who attended more than 7 times. Significant differences were found. The fans that attend 2-3 games and 7 or more are persuaded to receive a discount or a freebie at the game as an important part from them to attend a baseball game.

### Entertainment

The entertainment category was based on the atmosphere between teams and players, as well as non-baseball activities that get fans involved. Items that all ages and gender could watch headed this category. The questions included quality of play by the Smokies, appeal of opponent, appeal of a player, activities for children, and mascots. Averages were studied and the quality of play by the Smokies averaged 6.02 on a scale of 1 to 7 (see Table F-3). Therefore fans think that the quality of play by the Smokies (the

home team) is important. Fans want to watch a team that wins and plays well throughout the season. Championships and making the playoffs brings fans who want to watch quality baseball. Other questions had means that were important to fans. The appeal of a Major League player averaged 5.54. Players that are highly talented and projected to make it to the Major Leagues establishes a important factor amongst fans. Fans can watch there hero in a smaller ballpark at an inexpensive price. Meanwhile, the appeal of an opponent was 5.28 and mascots was 5.18. Opponents that had a previous tradition of winning or a current winning record brings in fans. Activities for children had a neutral response amongst fans (N=4.91).

When MANOVA tests were conducted against attending a game with children, there were significant values (see Table F-8). The values that were significant did not include any questions that pertained to the entertainment section (see Table F-9 and F-10).

When fans attend games with other family members entertainment factors drew significant values (see Table F-12). The quality of play by the Smokies has a significant differences at .002 when examined in detail (see Table F-13). The winning percentage of the home team factors into the decision to come to a game. Fans that attend with another family member average response was 5.62, meaning that they thought it was important that the Smokies play well. The rest of the fans that attended with another family member average was slightly higher at 6.13, stating that “No” it is important for the quality of play by the Smokies to be at a high level (see Table F-14). The quality of play by the home team during the season brings in fans to watch.

Gender was the next category that was examined to see if females or males like entertainment qualities better than the other. The test was performed and it produced significant values at .003 (see Table F-20). There were no values within the category of entertainment that had any significance between males and females (see Table F-21 and F-22).

In the year 2003, the Smokies had 66 home games. The number of home games was slightly lower because of all the doubleheaders played due to the rainouts. Significant differences were established with attending Smokies home games (see Table F-26). When ANOVA test were performed fans responded that they attend because of the quality of play by the Smokies (see Table F-27). Fans that attend games 7 or more times throughout the season state an importance to the play of the Smokies (see Table F-28). Multiple comparison tests were performed and the quality of play by the Smokies produced significant values for fans who attend 2-3 and 4-6 games with those who attend 7 or more (see Table G-1). Fans that have a team with a winning percentage not only go to 2-3 times per year but keep coming more to see quality baseball.

#### Attractions

Attractions were those items that caught the eye of a fan based on environment, architectural design, and settings. Questions were appeal of the stadium, appeal of being outside, day of the week the game is held, time of day the game is held, and location of the stadium. Means were examined based on the 1 to 7 rating scale to see the importance of each question to a fan. Compared to the other three categories, attractions had a higher average with two means over six and the others higher than 5.82 (see Table F-1). Appeal

of the stadium seems to be the biggest importance to fans not only in this category, but with the overall highest average of all 20 questions. The architectural design of the stadium, inside and out, appears to be an important reason for fans to attend a baseball game. Along with the stadium design, all Minor League ballparks are played outdoors, not in dome stadiums. The appeal of being outside is an important factor for fans as well. Sitting in a beautiful stadium, smelling the grass and dirt, and enjoying the fresh air appeals to fans. Location of the stadium as well as the time and day the game is held, are important to fans.

When MANOVA tests were conducted against attending a game with children, there were significant values (see Table F-8). The values that were significant did not include any questions that pertained to the entertainment section (see Table F-9 and F-10).

Based on the MANOVA test that were performed, attending a baseball game with other family members creates a significant value (see Table F-12). Fans that attend a game with other family members suggest that the appeal of the stadium and appeal of being outside have significant values for attending a game (see Table F-13 and F-14). The quality and design of the stadium, plus enjoying the atmosphere with fresh air, appeal to fans who attend with other family members.

The next category regarding gender produced significant values (see Table F-20). When ANOVA test was performed, gender responses were significant for the day of the week the game is held and the time of day the game is held (see Table F-21). Both significant values showed that females think it is slightly more important than males (see

Table F-22). But the day of the week and time of day the game is held is important based on the genders work schedules. Work schedules are hard to balance if you have children or if your spouse or significant other can not attend the game with you.

Attendance is crucial in order to make the baseball atmosphere better regardless of how many games someone has attended. If someone has attended 7 or more times, it means that they enjoyed what they saw and wanted to come back. In the aspect of attendance, it does not matter if it was a fan's first game or 20<sup>th</sup> game. The importance of attending a game is achieved. The return back to a game is the next step of the process. Significant differences were determined with total Smokies home games and attractions (see Table F-26). The results were that the appeal of the stadium had a significance of .006 when the ANOVA test was performed (see Table F-27). Responses toward the appeal of the stadium were important with fans who attend any amount of games during the course of the year, but a fan that attends to 7 or more is slightly higher at 6.68 (see Table F-28). Multiple comparison tests were performed and fans that attended 0-1 games and 7 or more revealed that the quality or appeal of the stadium is significantly important in the decision to attend a game (see Table G-1). The structural design and the atmosphere are key ingredients for them to attend a game. Fans that have attended for the first time probably wanted to see the stadium because they have never been to the ballpark before.

## Chapter 5

### **Discussion**

The purpose of this study was to identify factors that determine why fans attend Minor League Baseball games. The study examined the influence of fan demographics on the levels of importance regarding customer services, promotions, entertainment, and attractions. Is the level of importance a determining factor on why fans come to a baseball game? In this chapter, a discussion will look at the findings, a conclusion to the study, and suggestions for future research.

Each category examined the important aspects surrounding baseball games that draw the most fans. The results were analyzed to see if they could help prove the research questions stated in the study. The research question based on the promotions category examined to see if it is the most important draw to fans. The means of each answer were examined. An average of 402 fans filled out the five questions relating to the promotions section with an mean response of 5.52. Fans think that the items that pertain to promotions are a five out of seven on the rating scale. The highest mean response is the category of attractions. The average response was 5.95 with 404 fans filling out the questions. Two out of the five responses had the highest average out of all 20 questions. These questions were appeal of the stadium and appeal of being outside with a response of 6.30 and 6.00 respectfully. To rank the order of importance based on

the mean of the five questions for fan pleasure at a baseball game, attractions is first followed by promotions, entertainment, and customer services (see Table E-2).

These findings were partially consistent with Boyd & Krehbiel (2003) findings that on average a promotion increases attendance by 14%. Minor League Baseball is very similar to their Major League affiliate in its attempts to get more people at baseball games, but Minor League Baseball average more promotions during the course of the year. The Richmond Braves (AAA) of the International League listed 48 promotion days out of a possible 70 home games (Powell, 1997). According to Ken Clary, assistant general manager of the Braves, "When you take into account all kinds of discounts, you could say there is a promotion every night" (Powell, 1997, p 5). The Richmond Braves average close to 6,000 fans at each home contest that same year. To support the promotion with an increase in attendance, the average attendance for the Tennessee Smokies in 2003 was 3,888 (2003 Minor League Baseball Attendance Figures). On the first day the surveys were handed out to be collected as data from fans, it was the Smokies first baseman bobblehead day. The first 2,000 fans received a free bobblehead when they entered the game. The attendance that night was more than 6,200 fans. The next day, to finish handing out the surveys, there were more than 2,000 fans on another promotion day, get your picture taken with the Smokies. Bobbleheads, which typically cost sponsors \$3.50 each, but sell upwards of \$20 on eBay, increased attendance by 17% in 2002 (King, 2002). In 2002, 30 Major League clubs gave away bobbleheads on 85 separate dates.

Even though the questions pertaining to promotions were not the most important reason as to why fans attend a Minor League Baseball game, a promotion can increase attendance by almost tripling the number of fans that come on any given night. According to the results, the attractions category proved to be the most important reason as to why fans attend a game. It is because the appeal of a stadium accounts for more than 50% of game attendance variations (Zhang, et al., 2001). The appeal of the stadium had the highest mean response out of the 20 questions that were asked to fans in the survey. In 2000, two new Minor League stadiums that were built in New York, cost a total of \$110 million. Enriched with tradition from the New York Harbor, the Manhattan Skyline, and the Statue of Liberty, the Brooklyn and Staten Island teams got brand new stadiums. Compared to stadiums of the past like Wrigley Field, Fenway Park, Engel Stadium, Hank Aaron Stadium, today's stadiums are equipped with glorious electronic scoreboards that extend the core product of the game and add game entertainment by displaying update information to the fans (Zhang, et al., 2001). Stadiums glorified with electronic scoreboards, playground for kids, genuine carnivals, historic and traditional construction can cost between \$20-39 million or higher (Zhang, et al., 2001). When stadiums cost that much in small urban towns, fans and the community will not hesitate to purchase a ticket to see a brand new stadium.

When examining gender, females and males have a difference of opinions for attending a baseball game. Females even had a slightly higher percentage of attendance at Smokies games compared to males. Analyzing the data, which was significant at .003, values of the ability to purchase beer, day of the week the game is held, and time of day



the game is held had responses that were significant. Withstanding the ability to purchase beer, the females had a higher average response to the other questions. Time of day and the day of the week the game is held are more of an important reason for females to attend a game. Weekend games for baseball are a relaxing atmosphere because fans usually do not have to work the next day. Afternoon game times are important when attending with children. Children typically are trained to go to bed early. A seven o'clock game usually takes three hours, plus the traffic to get home. Afternoon or early evening games are preferred because the time after the game allows fans to not to rush home and just relax on the weekend.

Males mean responses were lower regarding the time of day and the day of the week the game is held but the females were slightly higher. Males did have a higher response towards the ability to purchase beer but the mean was a three. The mean was closer to extremely unimportant. Those individuals attending a game stated that 62% of the time they attended with their spouse or significant other. "The Major League sports fan is predominately male with the number of female fans increasing yearly" (Depley and Bosetti, 1998, p 21). In a survey collected by Bernthal and Graham (2003), a majority of fans that attend Minor League Baseball games are male (58.8%). According to Money's poll, "Women want lots of baseball and the Atlanta Braves are tops amongst the group" (Kasky, 1994, p 161). Although football is the favorite among both sexes, more women (32%) said that the sport of baseball interests them more (Kasky, 1994). In 1996, 42% of Minor League ballpark attendees were women, a majority of them moms. That means that dads watch the game while moms bring the kids and watch them (Moore, 1997).

The increasing attendance is due to different stadium sizes and capacities from Minor to the Major Leagues. Minor League ballparks tend to hold from 4,000 to 20,000 seats while Major League venues hold 33,000 to 63,000 (Zajac, 1997). Since the capacity of a Minor League ballpark is smaller, the facilities around the stadium are usually right next to the stadium. Parking is cheap and conveniently close to the stadium. Kasky (1994) says that fans think about parking that costs less than \$8 and adequate parking spaces or convenient public transportation when deciding whether or not to attend a sporting event. Fans usually are seating really close to the field making it feel like they are right next to the players. Minor League ballparks create a friendly and family atmosphere.

Fans ages 36-45 make up 103 out of 378 fans that filled out that question on the survey. Typically, fans in this age category bring their families to the game. The question who is attending today's game with you stated that one-third (33%) of those fans that responded attended the game with their children. The average age at a Tennessee Smokies baseball game is 42. Since significance was not established with the age groups, no question really looked at the determining factors why fans attended a Minor League baseball game. Fans 26-35 was the second highest age group to attend Smokies' games. To correlate the two together, the number of fans between the ages of 26 to 45 make up 48.9% attendance at baseball games. In turn, fans 18-25 had the lowest attendance out of the five divided age groups. Fans 18-25 make up only 14% of the attendance.

Minor League Baseball stadiums are typically in smaller less metropolitan areas. There are usually less entertainment options to choose from and the stadiums may be the

only entertainment in the area. This is great for Minor League Baseball because attendance is usually high due to the fact that they do not have to compete with another professional team in the area. How are fans finding out about the games? The Tennessee Smokies are located in a small city called Kodak, Tennessee. It is surrounded by Gatlinburg, a tourist attraction, and Knoxville, the University of Tennessee. These two cities alone should produce numerous fans.

Finding out the game details is another question. The main source of information about Smokies baseball is the area newspaper 39%. The Internet (19%) is second, which is surprising considering the technology advances with computers. The information is spreading to surrounding countries in East Tennessee. Smokies Park is in Sevier County. The counties that immediately surround the stadium make up 51% of the attendance at games. Fans extend as far as Shelby County in West Tennessee to surrounding states even Alaska. Small percentages were noticed, but the surrounding counties make up half of the attendance.

Turner (1999) states that, "Technology has developed, presentation has been enhanced, audiences have grown, and measurement techniques have been able to better track and target these audiences" (p 43). Delpy and Bosetti (1998) state that according to Stother figures done in 1997, there are over 40 million Internet users. Web site advertising revenues exceeded \$1 billion in 1998 and were projected to reach \$7.7 billion in the year 2002 (Caskey and Delpy, 1999). The Internet, with technology increasing and the speed of the circuit getting faster, it can relay information to their audience in a timely fashion so they can attend a game. "The establishment of a Web site for an organization,

team, or event is not only valuable but crucial” (Depley and Bosetti, 1998, p 24). A team home page can be a reliable source of information for instant statistics, player profiles, records, and box scores. Fans can read live up to the minute information regarding their favorite team (Depley and Bosetti, 1998). Even with the projection of the Internet growing every minute of the day, fans in East Tennessee still believe that the newspaper is the best source of information.

### Conclusion

Based on the finding of this research, it is concluded that the attractions category were the most important factor for fan attendance at Minor League Baseball games. It had the highest mean response of all five questions combined and two out of the five questions were in the top three. The literature that was found on this topic stated that promotions were the most important factor, increasing attendance with gate give-aways and between inning promotions. Promotions increase attendance dramatically and every team does a promotion for more than half of their home games.

Little research was found on the questions based on attractions. One key based on the category of attractions was that it is the appeal of a stadium that accounts for more than 50% of game attendance variations (Zhang, et al., 2001). The literature just reinforced the luxuries of a new stadium compared to old stadiums. Stadiums now cost between \$20-39 million or higher. The uniqueness and the glorious architecture of the stadiums entice people to attend games. Stadiums now include electronic scoreboards that have up to date statistics and instant replay, carnivals, kids zone with games, and a speaker system that enhances the game. The appeal of the stadium was the most

important reason for fans to attend games. Then since the appeal of a stadium had the highest importance, the quote at the beginning is true, "If you build it, they will come."

In order to be alert to when the next game is being played, fans turn to the local newspaper to find out the information. Areas surrounding Smokies Park relay information regarding statistics from the day before and when the game is and the time of the game. This information needs to be spread further east and west because fans typically draw from counties only surrounding the ballpark. If more people find out about the game, attendance could increase.

The average age of a fan at a Tennessee Smokies game is 42. After breaking down the age groups ranging from 18 to 80, fans 36-45 have the highest attendance. A majority of the crowd at a game is married and has children. Children are an important factor in attendance because of the Kids Zone area and the homerun balls hit in the outfield. These activities allow a parent or parents to not worry about their children as much. Children make up 33% of the attendance at games. Ninety-three percent of fans either came with a spouse or significant other and/or with children (N=379). The younger crowd needs to be marketed so it can build a fan base within the community and eventually get more college students from the university. Knox County, where the University of Tennessee is located, makes up 27% of the attendance. The area should produce more students in attendance. Promoting and enticing these residents to come would increase the age group tremendously.

Enticing individuals to come back is a key in building loyalty and tradition. A stadium full of fans produces an exciting atmosphere. Fans responded that certain items

are more important than others when you attend a certain amount of ball games. Promotions required a level of importance when a fan went to 2-3 and 7 or more games. This is a good number of people coming back for a certain promotion that they enjoyed. Finding out more about which promotion the fans like would help to persuade them to come back to a Minor League Baseball game. Based on an entertainment value, a winning team persuades fans to attend. Fans that attended 4-6 and 7 or more games think that the quality of play by the home team is important for their attendance. While the enjoyment of the game is an important factor for fans on attendance, the home stadium that houses the team entices fans to come to a game as well. Enticing fans that watch 1 game or 7 or more games is not the problem, it is those in between that do not worry about the appeal of the stadium. A first time fan always wants to enjoy the sites and sounds of a new stadium. Those that attend 7 or more are more about enjoying the whole atmosphere and the game of baseball.

Fans, from the visiting team or the home team, have many reasons to attend a Minor League Baseball game based on demographics, work schedule, children, and the love of the game. They can only be persuaded by what they enjoy at a game and listening to the fans by taking little steps to increase those enjoyments will help increase attendance. Age, traveling distance, promotions, attractions, are all important factors why fans attend Minor League games. Listening to their opinions could produce a tradition and possibly a dynasty. After reviewing to establish what are the important factors that determine why fans attend games, the integrity of the game of baseball is still intact. The top responses are appeal of the stadium, quality of play by the Smokies, appeal of being

outside, and the location of the stadium. If it was not for the stadium, many of the fans would not locate it while on a trip or even spend time outside when there are many activities to do outside. While locating the stadium, spending time outside, and enjoying the design of the stadium, fans enjoy the level and quality of competition that the Smokies produced in the year 2003. The highest marketing questions was seventh on the list with free give-aways at the gate. The quote "If you build it, they will come," means more than just a saying that comes from a movie.

### Suggestions for Future Research

The following recommendations for future research are made:

1. There is a need for more reports on Minor League Baseball than just a small amount that has occurred. Data on Major League Baseball is very extensive and, since the Minor Leagues is growing, reports should be the same.
2. Replication of the study with more subjects spanning a whole season of 70 home games instead of just two games is needed. The surveys should be handed out from start to finish.
3. More questions should be geared towards the audience and broken down into sections for children, males vs. females, and who is attending with who and why?
4. Updated data on the topic of Minor League Baseball is needed to compare the changes that have been made to increase the attendance at games.
5. Compare weekend to weekday games and the times of the game.

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## **Appendices**

## Appendices

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Appendix A  
Tennessee Smokies Survey

## APPENDIX A

Welcome to Smokies Park! Please take a few minutes to fill out this survey to answer some questions regarding what the fans think is the most important reason why they came to the baseball game. The responses are confidential and filling out a survey will give the investigator consent to use the information for research. Thank you for your time.

**Using the scale from 1 to 7, with 1 being extremely unimportant and 7 being extremely important, rate the importance of the following items in the first Column.**

### **Customer Services**

- |                                   |   |   |   |   |   |   |   |
|-----------------------------------|---|---|---|---|---|---|---|
| 1. Ability to purchase Beer       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2. Quality of Food                | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3. Variety of Food Choices        | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4. Speed of Food Services         | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5. Parking Availability and Price | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

### **Promotions**

- |  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
| 6. Food Promotions (ie. \$1 Hot Dog Day)         | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7. Free Give-aways at the Gate (ie. Bat Day)     | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8. Between inning promotions (ie. Smokies Gifts) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 9. Sponsorship Promotions (ie. Money Grab)       | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 10. Ticket Promotions                            | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

### **Entertainment**

- |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| 11. Quality of Play by the Smokies            | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 12. Appeal of Opponent                        | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 13. Appeal of a Player (ie. Major League)     | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 14. Activities for Children (ie. Speed Pitch) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 15. Mascots (ie. The Chicken, Slugger)        | 1 | 2 | 3 | 4 | 5 | 6 | 7 |



**Attractions**

- 16. Appeal of the Stadium 1 2 3 4 5 6 7
- 17. Appeal of being outside 1 2 3 4 5 6 7
- 18. Day of the week the game is held 1 2 3 4 5 6 7
- 19. Time of day the game is held 1 2 3 4 5 6 7
- 20. Location of the Stadium (ie. Tourism) 1 2 3 4 5 6 7

**Public Information & Demographics (Circle the best response)**

- 21. What is your main source of information about Tennessee Smokies Baseball?
  - a. newspaper
  - b. television
  - c. radio
  - d. Internet
  - e. other Source (Please Specify)\_\_\_\_\_
  
- 22. How often do you typically visit the Smokies Web Site?
  - a. daily
  - b. 4 to 6 days per week
  - c. 2 to 3 days per week
  - d. once a week
  - e. 2 to 3 times a month
  - f. other (Please Specify)\_\_\_\_\_
  
- 23. Do you ever listen to games broadcasts via the Internet? Yes No
  
- 24. Do you ever listen to games on the radio? Yes No
  
- 25. How did you obtain your ticket to today's game?
  - a. season-ticket holder
  - b. single-ticket holder
  - c. given to me
  - d. promotional package
  - e. other (Please Specify)\_\_\_\_\_
  
- 26. Who is attending today's game with you?
  - a. spouse or significant other
  - b. your children
  - c. other family member
  - d. friend
  - e. other (Please Specify)\_\_\_\_\_
  
- 27. Is this your first ever Smokies games? Yes No

28. On average, how many games have you been attending each year since the new stadium opened in 2000?\_\_\_\_\_

29. How many total Smokies' HOME games will you attend this year?\_\_\_\_\_

30. Your Age\_\_\_\_\_

31. Gender      \_\_\_\_\_Male      \_\_\_\_\_Female

32. Zip Code\_\_\_\_\_

Appendix B

IRB Application and Approval Letter

APPENDIX B

Form A

IRB # \_\_\_\_\_

**Certification for Exemption from IRB Review for Research Involving Human Subjects**

---

**A. PRINCIPAL INVESTIGATOR(s) and/or CO-PI(s):** (For student projects, list both the student and the advisor.)

Tim Lentych and Dr. Rob Hardin

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**D. TITLE OF PROJECT:**

America's Pastime: Are minor league baseball fans being preserved for watching young talent or is marketing selling the game?

**E. EXTERNAL FUNDING AGENCY AND ID NUMBER (if applicable):**

Not Applicable

**F. GRANT SUBMISSION DEADLINE (if applicable):**

Not Applicable

**G. STARTING DATE** (Include all aspects of research and final write-up.):

August 21, 2003

**H. ESTIMATED COMPLETION DATE (Include all aspects of research and final write-up.):**

May 2004

**I. RESEARCH PROJECT:**

**Objective(s) of Project** (Use additional page, if needed.):

See attached page

**J. CERTIFICATION:** The research describe herein is in compliance with 45 CFR 46.101 (b) and presents subjects with no more than minimal risk as defined by applicable regulations.

Principal Investigator \_\_\_\_\_  
Name Signature Date

Faculty Advisor \_\_\_\_\_  
Name Signature Date

Dept. Review  
Comm. Chair \_\_\_\_\_  
Name Signature Date

**APPROVED:**  
Dept. Head \_\_\_\_\_  
Name Signature Date

Rev. 01/97

1. **Project Objective(s)**

The purpose is to identify what brings fans to Tennessee Smokies and minor league baseball games based on five categories: customer services, promotions, entertainment, attraction, and public information and demographics. Results will be provided to the Tennessee Smokies and minor league baseball to improve the attendance at future baseball games based on the five categories.

2. **Subjects**

Research participants will consist of those who are 18 years and older that have paid for a Tennessee Smokies baseball game ticket. The goal is to collect approximately 500 surveys to help the significance of the study. Each participant will have an equal opportunity to *voluntarily* fill out a survey. If a participant fills out the survey it will approximately take 10 minutes to complete. The surveys will be handed out the weekends of August 21-24 and August 29-September 1.

3. **Methods and Procedures**

To hand out a survey to each fan who has paid for a ticket at the game. Once each fan is settled in their seat, the surveys will be handed out. The purpose of the survey will be explained to each participant with the opportunity to speak directly with me. Each survey will be collected after completion. The participants have very little to no risk with this survey. Each survey is on a voluntary basis, and will be kept confidential. The surveys will benefit the Tennessee Smokies and minor league baseball. All information collected will be put into a thesis with copies made for the Minor League Baseball Association and the Smokies. The survey is on a voluntary basis only. If the participants fill out the survey it will constitute consent for the principal investigator to use the information.

4. **Category(s) For Exempt Research Per 45 CFR 46** (see reverse side for categories):

2). Research involving the use of educational tests (cognitive, diagnostic, aptitude, achievement), survey procedures, interview procedures or observation of public behavior, **unless**:

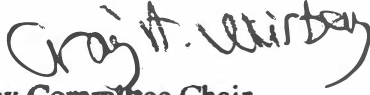
(i). Information obtained is recorded in such a manner that human subjects can be identified, directly or through identifiers linked to the subjects; **and**

(ii). Any disclosure of the human subjects' responses outside the research could reasonably place the subjects at risk of criminal or civil liability or be damaging to the subjects' financial standing, employability, or reputation.



## MEMORANDUM

**TO:** Tim Lentych  
2323 Wilson Road, Apt. L72  
Knoxville, TN 37912

**FROM:** Dr. Craig Wisberg   
Departmental Review Committee Chair

**SUBJECT:** Approval of Form A – Use of Human Subjects in Research

**DATE:** August 21, 2003

The Committee has reviewed your Form A and has approved it for Compliance with Human Subject Research Guidelines for the Project entitled: “America’s Pastime: Are minor league baseball fans being preserved for watching young talent or is marketing selling the game?”

Attached is a copy of the approved Form A with appropriate signatures. If you have any questions, please feel free to contact me at (865) 974-1283. Best wishes.

**c:** Dr. Joy DeSensi, Dr. Rob Hardin, Ms. Brenda Lawson

Form A

IRB # \_\_\_\_\_

Certification for Exemption from IRB Review for Research Involving Human Subjects

A. PRINCIPAL INVESTIGATOR(s) and/or CO-PI(s): (For student projects, list both the student and the advisor.)

Tim Lentych and Dr. Rob Hardin

B. DEPARTMENT:

Human Performance and Sport Studies

C. COMPLETE MAILING ADDRESS AND PHONE NUMBERS OF PI(s) AND CO-PI(s):

Dr. Rob Hardin  
University of Tennessee  
346 Health Physical Ed. & Rec.  
1914 Andy Holt Ave.  
Knoxville, TN 37996  
(865) 974-1281  
rhardin@utk.edu

Tim Lentych  
2323 Wilson Rd. Apt. L72  
Knoxville, TN 37912  
(865) 523-6058  
tlentych@utk.edu

D. TITLE OF PROJECT:

America's Pastime: Are minor league baseball fans being preserved for watching young talent or is marketing selling the game?

E. EXTERNAL FUNDING AGENCY AND ID NUMBER (if applicable):

Not Applicable

F. GRANT SUBMISSION DEADLINE (if applicable):

Not Applicable

G. STARTING DATE (Include all aspects of research and final write-up.):

August 21, 2003

H. ESTIMATED COMPLETION DATE (Include all aspects of research and final write-up.):

May 2004

I. RESEARCH PROJECT:

Objective(s) of Project (Use additional page, if needed.):

See attached page

J. CERTIFICATION: The research describe herein is in compliance with 45 CFR 46.101 (b) and presents subjects with no more than minimal risk as defined by applicable regulations.

Principal Investigator Tim Lentych [Signature] 8/21/03  
Name Signature Date

Faculty Advisor ROBIN HARDIN [Signature] 8-21-03  
Name Signature Date

Dept. Review  
Comm. Chair CRAIG A. WRISBERG [Signature] 8-21-03  
Name Signature Date



**APPROVED:**

Dept. Head

Joy T. DeSENSI  
Name

Joy T. DeSensi  
Signature

8/22/03  
Date

Rev. 01/97

Appendix C  
Demographics

APPENDIX C

TABLE C-1

**Age mean at Smokies games**

	N	Minimum	Maximum	Mean
<b>Your Age</b>	407	18	80	42.42

TABLE C-2

**Divided age frequencies at Smokies games**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>18-25</b>	53	13.0	13.0	13.0
	<b>26-35</b>	84	20.6	20.6	33.7
	<b>36-45</b>	109	26.8	26.8	60.4
	<b>46-55</b>	85	20.9	20.9	81.3
	<b>56 or older</b>	76	18.7	18.7	100.0
	<b>Total</b>	407	100.0	100.0	

TABLE C-3

**Gender means at Smokies games**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Male</b>	202	49.6	49.8	49.8
	<b>Female</b>	204	50.1	50.2	100.0
	<b>Total</b>	406	99.8	100.0	
<b>Missing System</b>		1	.2		
<b>Total</b>		407	100.0		

**TABLE C-4**

**Counties and states that attend Smokies games**

<b>COUNTY</b>		<b>Frequency</b>	<b>Valid Percent</b>
<b>Valid</b>	<b>Alabama</b>	<b>10</b>	<b>2.31</b>
	<b>Alaska</b>	<b>1</b>	<b>0.23</b>
	<b>Anderson County</b>	<b>21</b>	<b>4.85</b>
	<b>Blount County</b>	<b>33</b>	<b>7.62</b>
	<b>Bradley County</b>	<b>1</b>	<b>0.23</b>
	<b>Campbell County</b>	<b>12</b>	<b>2.77</b>
	<b>Cocke County</b>	<b>11</b>	<b>2.54</b>
	<b>Cumberland County (M)</b>	<b>7</b>	<b>1.62</b>
	<b>Florida</b>	<b>2</b>	<b>0.46</b>
	<b>Georgia</b>	<b>13</b>	<b>3.00</b>
	<b>Grainger County</b>	<b>14</b>	<b>3.23</b>
	<b>Greene County</b>	<b>25</b>	<b>5.77</b>
	<b>Hamblen County</b>	<b>40</b>	<b>9.24</b>
	<b>Hawkins County</b>	<b>9</b>	<b>2.08</b>
	<b>Illinois</b>	<b>1</b>	<b>0.23</b>
	<b>Jefferson County</b>	<b>18</b>	<b>4.16</b>
	<b>Kentucky</b>	<b>1</b>	<b>0.23</b>
	<b>Knox County</b>	<b>117</b>	<b>27.02</b>
	<b>Loudon County</b>	<b>15</b>	<b>3.46</b>
	<b>McMinn County</b>	<b>1</b>	<b>0.23</b>
	<b>Monroe County</b>	<b>1</b>	<b>0.23</b>
	<b>Montgomery County (M)</b>	<b>2</b>	<b>0.46</b>
	<b>Morgan County</b>	<b>3</b>	<b>0.69</b>
	<b>Ohio</b>	<b>1</b>	<b>0.23</b>
	<b>Roane County</b>	<b>11</b>	<b>2.54</b>
	<b>Scott County</b>	<b>2</b>	<b>0.46</b>
	<b>Sevier County</b>	<b>41</b>	<b>9.47</b>
	<b>Shelby County (West)</b>	<b>1</b>	<b>0.23</b>
	<b>Sullivan County</b>	<b>4</b>	<b>0.92</b>
	<b>Union County</b>	<b>4</b>	<b>0.92</b>
	<b>Virginia</b>	<b>4</b>	<b>0.92</b>
	<b>Washington County</b>	<b>3</b>	<b>0.69</b>
	<b>West Virginia</b>	<b>3</b>	<b>0.69</b>
	<b>Wisconsin</b>	<b>1</b>	<b>0.23</b>
	<b>Total</b>	<b>433</b>	<b>100.00</b>

Appendix D  
Additional Information

APPENDIX D

TABLE D-1

**What is your main source of information about Tennessee Smokies Baseball?**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Newspaper</b>	156	38.3	38.8	38.8
	<b>Television</b>	53	13.0	13.2	52.0
	<b>Radio</b>	71	17.4	17.7	69.7
	<b>Internet</b>	75	18.4	18.7	88.3
	<b>Other Source</b>	47	11.5	11.7	100.0
	<b>Total</b>	402	98.8	100.0	
<b>Missing</b>	<b>System</b>	5	1.2		
<b>Total</b>		407	100.0		

TABLE D-2

**How often do you typically visit the Smokies Web site?**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Daily</b>	10	2.5	2.6	2.6
	<b>4 to 6 days per week</b>	6	1.5	1.6	4.2
	<b>2 to 3 days per week</b>	15	3.7	3.9	8.1
	<b>Once a week</b>	33	8.1	8.6	16.8
	<b>2 to 3 times a month</b>	123	30.2	32.2	49.0
	<b>Other</b>	195	47.9	51.0	100.0
	<b>Total</b>	382	93.9	100.0	
<b>Missing</b>	<b>System</b>	25	6.1		
<b>Total</b>		407	100.0		

**TABLE D-3**

**Do you ever listen to game broadcasts via the Internet?**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	26	6.4	6.4	6.4
	<b>No</b>	378	92.9	93.6	100.0
	<b>Total</b>	404	99.3	100.0	
<b>Missing System</b>		3	.7		
<b>Total</b>		407	100.0		

**TABLE D-4**

**Do you ever listen to games on the radio?**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	152	37.3	37.5	37.5
	<b>No</b>	253	62.2	62.5	100.0
	<b>Total</b>	405	99.5	100.0	
<b>Missing System</b>		2	.5		
<b>Total</b>		407	100.0		

**TABLE D-5**

**How did you obtain your ticket to today's game?**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Season-ticket holder</b>	18	4.4	4.5	4.5
	<b>Single-ticket holder</b>	158	38.8	39.2	43.7
	<b>Given to me</b>	95	23.3	23.6	67.2
	<b>Promotional package</b>	32	7.9	7.9	75.2
	<b>Other</b>	100	24.6	24.8	100.0
	<b>Total</b>	403	99.0	100.0	
<b>Missing System</b>		4	1.0		
<b>Total</b>		407	100.0		

**TABLE D-6**

**Who is attending today's game with you? (Spouse or Significant Other)**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	248	60.9	61.7	61.7
	<b>No</b>	154	37.8	38.3	100.0
	<b>Total</b>	402	98.8	100.0	
<b>Missing System</b>		5	1.2		
<b>Total</b>		407	100.0		

**TABLE D-7**

**Who is attending today's game with you? (Your Children)**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	131	32.2	32.6	32.6
	<b>No</b>	271	66.6	67.4	100.0
	<b>Total</b>	402	98.8	100.0	
<b>Missing System</b>		5	1.2		
<b>Total</b>		407	100.0		

**TABLE D-8**

**Who is attending today's game with you? (Other Family Member)**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	90	22.1	22.4	22.4
	<b>No</b>	312	76.7	77.6	100.0
	<b>Total</b>	402	98.8	100.0	
<b>Missing System</b>		5	1.2		
<b>Total</b>		407	100.0		



**TABLE D-9**

**Who is attending today's game with you? (Friend)**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	87	21.4	21.6	21.6
	<b>No</b>	315	77.4	78.4	100.0
	<b>Total</b>	402	98.8	100.0	
<b>Missing System</b>		5	1.2		
<b>Total</b>		407	100.0		

**TABLE D-10**

**Who is attending today's game with you? (Other-Specify)**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	60	14.7	14.9	14.9
	<b>No</b>	342	84.0	85.1	100.0
	<b>Total</b>	402	98.8	100.0	
<b>Missing System</b>		5	1.2		
<b>Total</b>		407	100.0		

**TABLE D-11**

**Smokies home attendance mean in 2003**

	N	Minimum	Maximum	Mean	Std. Deviation
<b>How many total Smokies' HOME games will you attend this year?</b>	359	0	70	6.95	12.908

**TABLE D-12**

**Smokies home attendance mean since the stadium opened in 2000**

	N	Minimum	Maximum	Mean	Std. Deviation
<b>On average, how many games have you been attending each year since the new stadium opened in 2000?</b>	369	0	70	6.54	10.838

**TABLE D-13**

**How many total Smokies home games will you attend this year?**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>0</b>	9	2.2	2.5	2.5
	<b>1</b>	88	21.6	24.5	27.0
	<b>2</b>	56	13.8	15.6	42.6
	<b>3</b>	48	11.8	13.4	56.0
	<b>4</b>	37	9.1	10.3	66.3
	<b>5</b>	29	7.1	8.1	74.4
	<b>6</b>	12	2.9	3.3	77.7
	<b>7</b>	7	1.7	1.9	79.7
	<b>8</b>	5	1.2	1.4	81.1
	<b>9</b>	4	1.0	1.1	82.2
	<b>10</b>	19	4.7	5.3	87.5
	<b>12</b>	10	2.5	2.8	90.3
	<b>14</b>	1	.2	.3	90.5
	<b>15</b>	2	.5	.6	91.1
	<b>20</b>	13	3.2	3.6	94.7
	<b>25</b>	2	.5	.6	95.3
	<b>30</b>	4	1.0	1.1	96.4
	<b>50</b>	1	.2	.3	96.7
	<b>60</b>	1	.2	.3	96.9
	<b>66</b>	1	.2	.3	97.2
<b>70</b>	10	2.5	2.8	100.0	
	<b>Total</b>	359	88.2	100.0	
<b>Missing System</b>		48	11.8		
<b>Total</b>		407	100.0		

**TABLE D-14**

**Divided number of Smokies home games in 2003**

		Value Label	N
<b>TOTAL</b>	1.00	0-1	92
	2.00	2-3	99
	3.00	4-6	73
	4.00	7 or more	76

Appendix E  
Descending Means and Rankings

APPENDIX E

TABLE E-1

**Descending means of customer services, promotions, entertainment, and attractions**

	N	Minimum	Maximum	Mean	Std. Deviation
<b>Appeal of the Stadium</b>	407	1	7	6.30	1.170
<b>Quality of Play by the Smokies</b>	404	1	7	6.02	1.343
<b>Appeal of being Outside</b>	407	1	7	6.00	1.436
<b>Location of the Stadium</b>	404	1	7	5.84	1.521
<b>Day of the week the game is held</b>	407	1	7	5.84	1.473
<b>Time of day the game is held</b>	406	1	7	5.82	1.501
<b>Parking Availability and Price</b>	407	1	7	5.75	1.632
<b>Free Give-aways at the Gate</b>	406	1	7	5.71	1.701
<b>Ticket Promotions</b>	405	1	7	5.63	1.545
<b>Appeal of a Player</b>	402	1	7	5.54	1.516
<b>Food Promotions</b>	405	1	7	5.48	1.777
<b>Between Inning Promotions</b>	404	1	7	5.39	1.703
<b>Speed of Food Services</b>	404	1	7	5.38	1.616
<b>Appeal of Opponent</b>	404	1	7	5.28	1.552
<b>Sponsorship Promotions</b>	404	1	7	5.20	1.731
<b>Quality of Food</b>	406	1	7	5.19	1.677
<b>Mascots</b>	405	1	7	5.18	1.838
<b>Variety of Food Choices</b>	407	1	7	5.14	1.636
<b>Activities for Children</b>	403	1	7	4.91	1.863
<b>Ability to Purchase Beer</b>	397	1	7	3.00	2.447
<b>Valid N (listwise)</b>	378				

**TABLE E-2**

**Means of the five questions within customer services, promotions, entertainment, and attractions**

	N	Minimum	Maximum	Mean
CS	453	1.00	7.00	4.9039
P	452	1.00	7.00	5.5194
E	452	1.00	7.00	5.4255
A	452	1.00	7.00	5.9452
Valid N	452			

**TABLE E-3**

**Multivariate tests for the categories: customer services, promotions, entertainment, and attractions**

Effect		Value	F	Hypothesis	Error	Sig.
FACTOR	Pillai's Trace	.397	98.722(a)	3.000	449.000	.000
	Wilks' Lambda	.603	98.722(a)	3.000	449.000	.000
	Hotelling's Trace	.660	98.722(a)	3.000	449.000	.000
	Roy's Largest Root	.660	98.722(a)	3.000	449.000	.000

a Exact statistic

b Design: Intercept Within Subjects Design: FACTOR1

**TABLE E-4****Identification chart**

FACTOR1	Dependent Variable
1	CS
2	P
3	E
4	A

**Pairwise comparison of customer services, promotions, entertainment, and attraction**

FACTOR1	FACTOR1	Mean Difference (I-J)	Std. Error	Sig.(a)
1	2	-.617(*)	.065	.000
	3	-.524(*)	.065	.000
	4	-1.043(*)	.064	.000
2	1	.617(*)	.065	.000
	3	.094	.060	.696
	4	-.426(*)	.062	.000
3	1	.524(*)	.065	.000
	2	-.094	.060	.696
	4	-.520(*)	.050	.000
4	1	1.043(*)	.064	.000
	2	.426(*)	.062	.000
	3	.520(*)	.050	.000

Based on estimated marginal means

\* The mean difference is significant at the .05 level.

\* Adjustment for multiple comparisons: Bonferroni.



## Appendix F

### Customer Services, Promotions, Entertainment, & Attractions Tables

APPENDIX F

TABLE F-1

**Attractions means**

	N	Minimum	Maximum	Mean
<b>Appeal of the Stadium</b>	407	1	7	6.30
<b>Appeal of being Outside</b>	407	1	7	6.00
<b>Day of the week the game is held</b>	407	1	7	5.84
<b>Time of day the game is held</b>	406	1	7	5.82
<b>Location of the Stadium</b>	404	1	7	5.84
<b>Valid N (listwise)</b>	404			

TABLE F-2

**Promotions means**

	N	Minimum	Maximum	Mean
<b>Food Promotions</b>	405	1	7	5.48
<b>Free Give-aways at the Gate</b>	406	1	7	5.71
<b>Between Inning Promotions</b>	404	1	7	5.39
<b>Sponsorship Promotions</b>	404	1	7	5.20
<b>Ticket Promotions</b>	405	1	7	5.63
<b>Valid N (listwise)</b>	402			

**TABLE F-3****Entertainment means**

	N	Minimum	Maximum	Mean
<b>Quality of Play by the Smokies</b>	404	1	7	6.02
<b>Appeal of Opponent</b>	404	1	7	5.28
<b>Appeal of a Player</b>	402	1	7	5.54
<b>Activities for Children</b>	403	1	7	4.91
<b>Mascots</b>	405	1	7	5.18
<b>Valid N (listwise)</b>	396			

**TABLE F-4****Customer services means**

	N	Minimum	Maximum	Mean
<b>Ability to Purchase Beer</b>	397	1	7	3.00
<b>Quality of Food</b>	406	1	7	5.19
<b>Variety of Food Choices</b>	407	1	7	5.14
<b>Speed of Food Services</b>	404	1	7	5.38
<b>Parking Availability and Price</b>	407	1	7	5.75
<b>Valid N (listwise)</b>	394			

**TABLE F-5**

**Number of fans attending with a spouse or significant other**

		Value Label	N
<b>Who is attending today's game with you?</b>	1	Yes	228
	2	No	146

**TABLE F-6**

**Multivariate tests for spouse or significant other**

Effect		Value	F	Hypothesis	Error	Sig.
<b>Intercept</b>	<b>Pillai's Trace</b>	.976	726.760(a)	20.000	353.000	.000
	<b>Wilks' Lambda</b>	.024	726.760(a)	20.000	353.000	.000
	<b>Hotelling's Trace</b>	41.176	726.760(a)	20.000	353.000	.000
	<b>Roy's Largest Root</b>	41.176	726.760(a)	20.000	353.000	.000
<b>WHO1</b>	<b>Pillai's Trace</b>	.061	1.147(a)	20.000	353.000	.300
	<b>Wilks' Lambda</b>	.939	1.147(a)	20.000	353.000	.300
	<b>Hotelling's Trace</b>	.065	1.147(a)	20.000	353.000	.300
	<b>Roy's Largest Root</b>	.065	1.147(a)	20.000	353.000	.300

a Exact statistic

b Design: Intercept+WHO1

**TABLE F-7**

**Attendance with children**

		Value Label	N
<b>Who is attending today's game with you?</b>	1	Yes	127
	2	No	247

**TABLE F-8**

**Multivariate tests for attendance with children**

Effect		Value	F	Hypothesis	Error	Sig.
<b>Intercept</b>	<b>Pillai's Trace</b>	.975	683.904(a)	20.000	353.000	.000
	<b>Wilks' Lambda</b>	.025	683.904(a)	20.000	353.000	.000
	<b>Hotelling's Trace</b>	38.748	683.904(a)	20.000	353.000	.000
	<b>Roy's Largest Root</b>	38.748	683.904(a)	20.000	353.000	.000
<b>WHO2</b>	<b>Pillai's Trace</b>	.117	2.343(a)	20.000	353.000	.001
	<b>Wilks' Lambda</b>	.883	2.343(a)	20.000	353.000	.001
	<b>Hotelling's Trace</b>	.133	2.343(a)	20.000	353.000	.001
	<b>Roy's Largest Root</b>	.133	2.343(a)	20.000	353.000	.001

a Exact statistic

b Design: Intercept+WHO2

**TABLE F-9**

**ANOVA test for customer services, promotions, entertainment, & attractions**

Source	Dependent Variable	Type III Sum of Squares	df	Sig.
<b>WHO2</b>	<b>Ability to Purchase Beer</b>	109.103	1	.000
	<b>Quality of Food</b>	1.402	1	.476
	<b>Variety of Food Choices</b>	.526	1	.655
	<b>Speed of Food Services</b>	1.221	1	.490
	<b>Parking Availability and Price</b>	2.745	1	.299
	<b>Food Promotions</b>	.008	1	.960
	<b>Free Give-aways at the Gate</b>	4.597	1	.202
	<b>Between Inning Promotions</b>	8.300	1	.087
	<b>Sponsorship Promotions</b>	.039	1	.909
	<b>Ticket Promotions</b>	3.764	1	.197
	<b>Quality of Play by the Smokies</b>	2.243	1	.264
	<b>Appeal of Opponent</b>	5.427	1	.139
	<b>Appeal of a Player</b>	3.965	1	.196
	<b>Activities for Children</b>	8.861	1	.111
	<b>Mascots</b>	2.226	1	.416
	<b>Appeal of the Stadium</b>	.300	1	.646
	<b>Appeal of being Outside</b>	.752	1	.555
	<b>Day of the week the game is held</b>	.977	1	.499
	<b>Time of day the game is held</b>	.739	1	.568
	<b>Location of the Stadium</b>	.117	1	.823

\*\*\*Significant  $p \leq .05$

**TABLE F-10**

**Significant values regarding attendance with children**

Dependent Variable	Who is attending today's game with you? (Your Children)		Mean	Std. Error
	Yes	No		
<b>Ability to Purchase Beer</b>	2.244	3.385	.212	.152

**TABLE F-11**

**Attendance with other family members**

		Value Label	N
<b>Who is attending today's game with you?</b>	1	Yes	85
	2	No	289

**TABLE F-12**

**Multivariate tests for attendance with other family members**

Effect		Value	F	Hypothesis	Error	Sig.
<b>Intercept</b>	<b>Pillai's Trace</b>	.968	532.342(a)	20.000	353.000	.000
	<b>Wilks' Lambda</b>	.032	532.342(a)	20.000	353.000	.000
	<b>Hotelling's Trace</b>	30.161	532.342(a)	20.000	353.000	.000
	<b>Roy's Largest Root</b>	30.161	532.342(a)	20.000	353.000	.000
<b>WHO3</b>	<b>Pillai's Trace</b>	.091	1.774(a)	20.000	353.000	.022
	<b>Wilks' Lambda</b>	.909	1.774(a)	20.000	353.000	.022
	<b>Hotelling's Trace</b>	.101	1.774(a)	20.000	353.000	.022
	<b>Roy's Largest Root</b>	.101	1.774(a)	20.000	353.000	.022

a Exact statistic

b Design: Intercept+WHO3

**TABLE F-13**

**ANOVA test for customer services, promotions, entertainment, & attractions**

Source	Dependent Variable	Type III Sum of Squares	df	Sig.
WHO3	<b>Ability to Purchase Beer</b>	8.214	1	.241
	<b>Quality of Food</b>	10.006	1	.056
	<b>Variety of Food Choices</b>	3.875	1	.225
	<b>Speed of Food Services</b>	4.424	1	.189
	<b>Parking Availability and Price</b>	.000	1	.997
	<b>Food Promotions</b>	.756	1	.624
	<b>Free Give-aways at the Gate</b>	.154	1	.816
	<b>Between Inning Promotions</b>	1.693	1	.440
	<b>Sponsorship Promotions</b>	2.094	1	.399
	<b>Ticket Promotions</b>	.058	1	.873
	<b>Quality of Play by the Smokies</b>	17.412	1	.002
	<b>Appeal of Opponent</b>	2.701	1	.297
	<b>Appeal of a Player</b>	4.933	1	.149
	<b>Activities for Children</b>	.302	1	.769
	<b>Mascots</b>	3.551	1	.304
	<b>Appeal of the Stadium</b>	19.483	1	.000
	<b>Appeal of being Outside</b>	13.661	1	.011
	<b>Day of the week the game is held</b>	6.035	1	.092
	<b>Time of day the game is held</b>	5.033	1	.136
	<b>Location of the Stadium</b>	2.645	1	.288

**TABLE F-14**

**Significant values regarding attendance with other family members**

Dependent Variable	Who is attending today's game with you? (Other Family Member)		Mean	Std. Error
	Yes	No		
<b>Quality of Play by the Smokies</b>	Yes		5.624	.144
	No		6.138	.078
<b>Appeal of the Stadium</b>	Yes		5.871	.127
	No		6.415	.069
<b>Appeal of being Outside</b>	Yes		5.624	.158
	No		6.080	.086



**TABLE F-15**

**Attendance with friends**

		Value Label	N
<b>Who is attending today's game with you?</b>	1	Yes	81
	2	No	293

**TABLE F-16**

**Multivariate tests for attendance with friends**

Effect		Value	F	Hypothesis	Error	Sig.
<b>Intercept</b>	<b>Pillai's Trace</b>	.968	532.577(a)	20.000	353.000	.000
	<b>Wilks' Lambda</b>	.032	532.577(a)	20.000	353.000	.000
	<b>Hotelling's Trace</b>	30.174	532.577(a)	20.000	353.000	.000
	<b>Roy's Largest Root</b>	30.174	532.577(a)	20.000	353.000	.000
<b>WHO4</b>	<b>Pillai's Trace</b>	.045	.822(a)	20.000	353.000	.686
	<b>Wilks' Lambda</b>	.955	.822(a)	20.000	353.000	.686
	<b>Hotelling's Trace</b>	.047	.822(a)	20.000	353.000	.686
	<b>Roy's Largest Root</b>	.047	.822(a)	20.000	353.000	.686

a Exact statistic

b Design: Intercept+WHO4

**TABLE F-17**

**Attendance with others**

		Value Label	N
<b>Who is attending today's game with you?</b>	1	Yes	56
	2	No	318

**TABLE F-18**

**Multivariate tests for attendance with others**

Effect		Value	F	Hypothesis	Error	Sig.
<b>Intercept</b>	<b>Pillai's Trace</b>	.956	383.898(a)	20.000	353.000	.000
	<b>Wilks' Lambda</b>	.044	383.898(a)	20.000	353.000	.000
	<b>Hotelling's Trace</b>	21.751	383.898(a)	20.000	353.000	.000
	<b>Roy's Largest Root</b>	21.751	383.898(a)	20.000	353.000	.000
<b>WHO5</b>	<b>Pillai's Trace</b>	.049	.912(a)	20.000	353.000	.572
	<b>Wilks' Lambda</b>	.951	.912(a)	20.000	353.000	.572
	<b>Hotelling's Trace</b>	.052	.912(a)	20.000	353.000	.572
	<b>Roy's Largest Root</b>	.052	.912(a)	20.000	353.000	.572

a Exact statistic

b Design: Intercept+WHO5

**TABLE F-19**

**Gender values**

		Value	N
		Label	
Gender	1	Male	194
	2	Female	184

**TABLE F-20**

**Multivariate tests for gender**

Effect		Value	F	Hypothesis	Error	Sig.
<b>Intercept</b>	<b>Pillai's Trace</b>	.977	767.048(a)	20.000	357.000	.000
	<b>Wilks' Lambda</b>	.023	767.048(a)	20.000	357.000	.000
	<b>Hotelling's Trace</b>	42.972	767.048(a)	20.000	357.000	.000
	<b>Roy's Largest Root</b>	42.972	767.048(a)	20.000	357.000	.000
<b>Gender</b>	<b>Pillai's Trace</b>	.109	2.173(a)	20.000	357.000	.003
	<b>Wilks' Lambda</b>	.891	2.173(a)	20.000	357.000	.003
	<b>Hotelling's Trace</b>	.122	2.173(a)	20.000	357.000	.003
	<b>Roy's Largest Root</b>	.122	2.173(a)	20.000	357.000	.003

a Exact statistic

b Design: Intercept+GENDER

**TABLE F-21**

**ANOVA test for customer services, promotions, entertainment, & attractions**

Source	Dependent Variable	Type III Sum of Squares	df	Sig.
<b>GENDER</b>	<b>Ability to Purchase Beer</b>	56.513	1	.002
	<b>Quality of Food</b>	.165	1	.808
	<b>Variety of Food Choices</b>	.640	1	.624
	<b>Speed of Food Services</b>	.007	1	.958
	<b>Parking Availability and Price</b>	9.754	1	.052
	<b>Food Promotions</b>	.001	1	.984
	<b>Free Give-aways at the Gate</b>	.672	1	.630
	<b>Between Inning Promotions</b>	.694	1	.625
	<b>Sponsorship Promotions</b>	1.632	1	.460
	<b>Ticket Promotions</b>	.001	1	.986
	<b>Quality of Play by the Smokies</b>	.313	1	.681
	<b>Appeal of Opponent</b>	.027	1	.917
	<b>Appeal of a Player</b>	.744	1	.577
	<b>Activities for Children</b>	2.344	1	.413
	<b>Mascots</b>	5.674	1	.196
	<b>Appeal of the Stadium</b>	.003	1	.962
	<b>Appeal of being Outside</b>	1.889	1	.348
	<b>Day of the week the game is held</b>	18.338	1	.004
	<b>Time of day the game is held</b>	15.660	1	.009
	<b>Location of the Stadium</b>	3.429	1	.231

**TABLE F-22**

**Significant values regarding gender**

Dependent Variable	Gender	Mean	Std. Error
	<b>Ability to Purchase Beer</b>	Male	3.366
	Female	2.592	.178
<b>Day of the week the game is held</b>	Male	5.608	.105
	Female	6.049	.108
<b>Time of day the game is held</b>	Male	5.593	.108
	Female	6.000	.111

**TABLE F-23**

**Divided age frequencies at Smokies games**

	Value	Label	N
<b>Age Group</b>	1.00	18-25	52
	2.00	26-35	82
	3.00	36-45	103
	4.00	46-55	78
	5.00	56 or older	63

**TABLE F-24**

**Multivariate tests for divided age groups**

Effect		Value	F	Hypothesis	Error	Sig.
<b>Intercept</b>	<b>Pillai's Trace</b>	.976	731.271(a)	20.000	354.000	.000
	<b>Wilks' Lambda</b>	.024	731.271(a)	20.000	354.000	.000
	<b>Hotelling's Trace</b>	41.315	731.271(a)	20.000	354.000	.000
	<b>Roy's Largest Root</b>	41.315	731.271(a)	20.000	354.000	.000
<b>Age Group</b>	<b>Pillai's Trace</b>	.224	1.059	80.000	1428.000	.344
	<b>Wilks' Lambda</b>	.792	1.062	80.000	1398.907	.337
	<b>Hotelling's Trace</b>	.242	1.065	80.000	1410.000	.330
	<b>Roy's Largest Root</b>	.111	1.981(b)	20.000	357.000	.008

a Exact statistic

b The statistic is an upper bound on F that yields a lower bound on the significance level.

c Design: Intercept+AGEGR

**TABLE F-25**

**Divided number of Smokies home games in 2003**

	Value	Label	N
<b>TOTAL</b>	1.00	0-1	92
	2.00	2-3	99
	3.00	4-6	73
	4.00	7 or more	76

**TABLE F-26**

**Multivariate tests for number of Smokies home games in 2003**

Effect		Value	F	Hypothesis	Error	Sig.
<b>Intercept</b>	<b>Pillai's Trace</b>	.978	706.669(a)	20.000	317.000	.000
	<b>Wilks' Lambda</b>	.022	706.669(a)	20.000	317.000	.000
	<b>Hotelling's Trace</b>	44.585	706.669(a)	20.000	317.000	.000
	<b>Roy's Largest Root</b>	44.585	706.669(a)	20.000	317.000	.000
<b>TOTAL</b>	<b>Pillai's Trace</b>	.282	1.653	60.000	957.000	.002
	<b>Wilks' Lambda</b>	.742	1.659	60.000	946.589	.002
	<b>Hotelling's Trace</b>	.316	1.664	60.000	947.000	.001
	<b>Roy's Largest Root</b>	.160	2.557(b)	20.000	319.000	.000

a Exact statistic

b The statistic is an upper bound on F that yields a lower bound on the significance level.

c Design: Intercept+TOTAL2

**TABLE F-27**

**ANOVA test for customer services, promotions, entertainment, & attractions**

Source	Dependent Variable	Type III Sum of Squares	df	Sig.
<b>TOTAL</b>	<b>Ability to Purchase Beer</b>	21.410	3	.319
	<b>Quality of Food</b>	4.104	3	.693
	<b>Variety of Food Choices</b>	8.998	3	.351
	<b>Speed of Food Services</b>	2.349	3	.829
	<b>Parking Availability and Price</b>	2.424	3	.816
	<b>Food Promotions</b>	35.641	3	.012
	<b>Free Give-aways at the Gate</b>	33.992	3	.008
	<b>Between Inning Promotions</b>	11.668	3	.261
	<b>Sponsorship Promotions</b>	10.944	3	.300
	<b>Ticket Promotions</b>	12.766	3	.148
	<b>Quality of Play by the Smokies</b>	23.449	3	.005
	<b>Appeal of Opponent</b>	17.833	3	.071
	<b>Appeal of a Player</b>	9.649	3	.263
	<b>Activities for Children</b>	11.446	3	.359
	<b>Mascots</b>	18.772	3	.140
	<b>Appeal of the Stadium</b>	16.823	3	.006
	<b>Appeal of being Outside</b>	4.786	3	.533
	<b>Day of the week the game is held</b>	12.280	3	.135
	<b>Time of day the game is held</b>	5.682	3	.469
	<b>Location of the Stadium</b>	10.232	3	.227



**TABLE F-28**

**Significant values regarding Smokies home games in 2003**

	<u>TOTAL2</u>	<u>Mean</u>	<u>Std. Error</u>
Dependent Variable			
<b>Food Promotions</b>	0-1	5.337	.186
	2-3	5.061	.180
	4-6	5.548	.209
	7 or more	5.947	.205
<b>Free Give-aways at the Gate</b>	0-1	5.630	.176
	2-3	5.303	.170
	4-6	5.822	.198
	7 or more	6.171	.194
<b>Quality of Play by the Smokies</b>	0-1	6.141	.139
	2-3	5.768	.134
	4-6	5.753	.156
	7 or more	6.395	.153
<b>Appeal of the Stadium</b>	0-1	6.054	.121
	2-3	6.283	.116
	4-6	6.274	.135
	7 or more	6.684	.133

## Appendix G

### Multiple Comparison Test for Significant Number of Smokies Home Games in 2003

APPENDIX G

TABLE G-1

Multiple comparison test for significant number of Smokies home games

Dependent Variable	TOTAL2	TOTAL2	Mean	Sig.	
<b>Food Promotions</b>	0-1	2-3	0.28	0.71	
		4-6	-0.21	0.88	
		7 or more	-0.61	0.12	
		2-3	0-1	-0.28	0.71
		4-6	-0.49	0.29	
		7 or more *	-0.89	0.01	
		4-6	0-1	0.21	0.88
		2-3	0.49	0.29	
		7 or more	-0.40	0.52	
		7 or more	0-1	0.61	0.12
		2-3 *	0.89	0.01	
		4-6	0.40	0.52	
<b>Free Give-aways at the Gate</b>	0-1	2-3	0.33	0.54	
		4-6	-0.19	0.89	
		7 or more	-0.54	0.17	
		2-3	0-1	-0.33	0.54
		4-6	-0.52	0.19	
		7 or more *	-0.87	0.00	
		4-6	0-1	0.19	0.89
		2-3	0.52	0.19	
		7 or more	-0.35	0.59	
		7 or more	0-1	0.54	0.17
		2-3 *	0.87	0.00	
		4-6	0.35	0.59	

**TABLE G-1**

**Continued**

<b>Dependent Variable</b>	<b>TOTAL2</b>	<b>TOTAL2</b>	<b>Mean</b>	<b>Sig.</b>
<b>Quality of Play by the Smokies</b>	0-1	2-3	0.37	0.22
		4-6	0.39	0.25
		7 or more	-0.25	0.61
	2-3	0-1	-0.37	0.22
		4-6	0.01	1.00
		7 or more *	-0.63	0.01
	4-6	0-1	-0.39	0.25
		2-3	-0.01	1.00
		7 or more *	-0.64	0.02
		7 or more	0.25	0.61
		2-3 *	0.63	0.01
		4-6 *	0.64	0.02
<b>Appeal of the Stadium</b>	0-1	2-3	-0.23	0.52
		4-6	-0.22	0.62
		7 or more *	-0.63	0.00
	2-3	0-1	0.23	0.52
		4-6	0.01	1.00
		7 or more	-0.40	0.11
	4-6	0-1	0.22	0.62
		2-3	-0.01	1.00
		7 or more	-0.41	0.14
		7 or more	0.63	0.00
		2-3	0.40	0.11
		4-6	0.41	0.14

\*\*Based on Observed Means

\*\*The Mean Difference is Significant at the .05 level

## **Vita**

Timothy Allen Lentych, is currently a graduate assistant athletic trainer at the University of Tennessee in Knoxville, Tennessee, pursuing a masters degree in Sport Management. Originally from South Bend, Indiana, he received his bachelors degree from Ball State University (BSU) in Applied Science and Technology with a concentration in Athletic Training. Excelling in his undergraduate classes, Tim graduated from BSU with departmental honors. Dedicated to his profession, he was an athletic trainer for the Men's Volleyball, Women's Field Hockey, Women's Basketball, and Football team. His primary duties were prevention, recognition, evaluation, management, treatment, rehabilitation of athletic injuries, and organization and administration of athletic training facility, while educating and counseling student-athletes. After four and a half years of undergraduate studies, he graduated and passed his National Athletic Trainers Association certification exam in 2002.

Receiving his diploma in 2002, Tim wanted to pursue a master's degree and advance his knowledge and experience in athletic training. He currently works for the Women's Athletic Department at the University of Tennessee and is in charge of the health of the swimming and diving team. His job description includes providing the necessary care to the student-athletes, acting as a liaison between the team physician, and orthopedic doctors, and coaches, traveling duties with the team. Along with the medical

care of athletes, he also has the opportunity to design strength and conditioning programs for a majority of the team and learn various non-traditional athletic training techniques outside of his masters classes.

In the meantime, Tim is pursuing a degree in Sport Management, which has heightened his knowledge of the business aspects of athletic training. It has helped him learn and understand the administrative and managerial responsibilities necessary to maintain and manage a quality athletic training department. This particular master's program has not only been beneficial from the classroom side, but his administrative responsibilities as a graduate assistant have also enhanced.

As a part of his learning experience, Tim has done two internships with professional baseball teams. The internships were with the Tennessee Smokies, the Double A Affiliate of the St. Louis Cardinals (2003), and the Baltimore Orioles Gulf Coast Rookie League team and Rehabilitation Assistant (2001). The main responsibilities were to assist the certified athletic trainer with daily rehabilitation programs for the shoulder and scapula, along with weight room programs. While also helping with pre-game preparations, post-game cleanup, and transportation for emergency room visits.

The seven years of education and experience, have landed Tim a job with the New York Yankees. He will be the athletic trainer for their Short A team in Staten Island, New York. He plans on working his way through the Minor League farm system and pursuing his dream of becoming a Major League Baseball Athletic Trainer. As an assistant athletic trainer in the Minor Leagues, in the off season he wants to either take

prerequisite classes to become a physician assistant or get a job in a clinic for additional income.

Eventually, he wants to be a physician assistant concentrating on sports medicine with an athletic training background. Through his experiences at the university level and with professional baseball, he hopes to be provided with a thorough background with the necessary skills to succeed in life.

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06/23/04

MAB

