

STATISTICS EXTRACTED FROM THE ATLANTA BRAVES ECONOMIC IMPACT STUDY  
CONDUCTED BY THE GEORGIA TECH SCHOOL OF INDUSTRIAL MANAGEMENT

1. Attendance

|                             |                               |
|-----------------------------|-------------------------------|
| Season (excluding children) | 1,539,801                     |
| Out-of-town fans            | 634,398 (41 percent of total) |
| Local fans                  | 905,403 (59 percent of total) |

2. Radio following

82 percent of local fans followed the Braves on the radio regularly, as did 59 percent of out-of-town fans for an average of 73 percent for all fans.

3. Mode of transportation

| <u>Mode</u>                     | <u>Percent of Attendance</u> |
|---------------------------------|------------------------------|
| Drove car to Stadium            | 81                           |
| Drove car to town and walked    | 1                            |
| Drove car to town and took bus  | 7                            |
| Drove car to other and took bus | 1 (12 percent used bus)      |
| Took bus only                   | 4                            |
| Charter bus                     | 2                            |
| Taxi                            | 2                            |
| Walked                          | 2                            |

4. Seat preference

Local fans dominated the General Admission (70 percent) and Pavilion (68 percent) while out-of-town fans gravitated toward the more expensive Loge (50 percent) and Field Level (48 percent) seats.

5. Characteristics of local fans

Typical fan expected to see 16 to 25 games over the season. Over 107,000 different Atlantans attended at least one game. 40 percent of the local fans live in the Northeast section of Atlanta with the rest being equally distributed over other quadrants. 52 percent of the local fans came with their families. The average distance travelled by a fan was 8.4 miles.

6. Characteristics of out-of-town fans

78 percent of out-of-town fans (32 percent of total) came to Atlanta primarily to see a ball game, 7 percent were on business, 6 percent were on vacation, 4 percent were visiting friends and the remainder were just passing through, conventioning, etc. The typical out-of-town fan expected to see 4 games over the season. About 174,000 different out of towners came to see the Braves play. 75,000 were from other towns and cities in Georgia and 99,000 came from 23 different states, primarily Alabama (13 percent), Tennessee (11 percent), South Carolina (9 percent), North Carolina (9 percent) and Florida (5 percent). Groups came from as far away as Los Angeles, Chicago, and Ottawa.

55 percent of out-of-town fans came with their families and 6 percent came with organized groups.

The average distance travelled primarily to see a ball game was 146 miles. 16 percent travelled less than 50 miles, 21 percent 50-99 miles, 18 percent 100-149 miles, 12 percent 150-199 miles 16 percent 200-300 miles and 16 percent more than 300 miles.

7. Expenditures

Expenditures by all fans in the local economy are estimated at \$9,254,000. This figure includes expenditures by out-of-town fans, local fans, visiting teams, visiting scouts, and the Braves, but excludes funds leaving Atlanta in support of the farm system, for spring training, through visiting teams, and for support of the National League. These expenditures are divided as follows:

| <u>Item</u>                                | <u>Amount</u> | <u>Percent</u> |
|--|---------------|----------------|
| Concessions                                | \$1,539,000   | 17             |
| Gasoline                                   | 529,000       | 6              |
| Food and entertainment                     | 2,527,000     | 27             |
| Parking                                    | 178,000       | 2              |
| Buses                                      | 106,000       | 1              |
| Game (ticket revenue remaining in Atlanta) | 2,771,000     | 30             |
| Lodging                                    | 1,515,000     | 16             |
| Other (including taxi service)             | 89,000        | 1              |
| Total                                      | \$9,254,000   | 100            |

The relative importance of these expenditures by local and by out-of-town fans is indicated in the diagrams on page 3.

8. The multiplier effect

Estimates of the multiplier for Atlanta indicate that new money spent in Atlanta results in the up to 3.3 times the original amount in income for Atlantans. Unless an economy is entirely self-sufficient, a portion of circulating expenditures leaks out with each transaction in payment for other goods, supplies and services imported from other areas. Calculations indicate that this leakage may be as small as 30 percent for Atlanta. As circulation continues, local incomes increase in a continuing but diminishing chain. This increase ultimately reaches 3.3 times the original expenditure.

On this basis, the direct expenditures listed above could eventually mean \$30,538,000 in additional incomes for Atlantans.

If only expenditures by out-of-towners were included as new money, their expenditures of \$6,311,000 would mean up to \$20,826,000 in additional incomes for Atlantans.

9. Non-economic impact

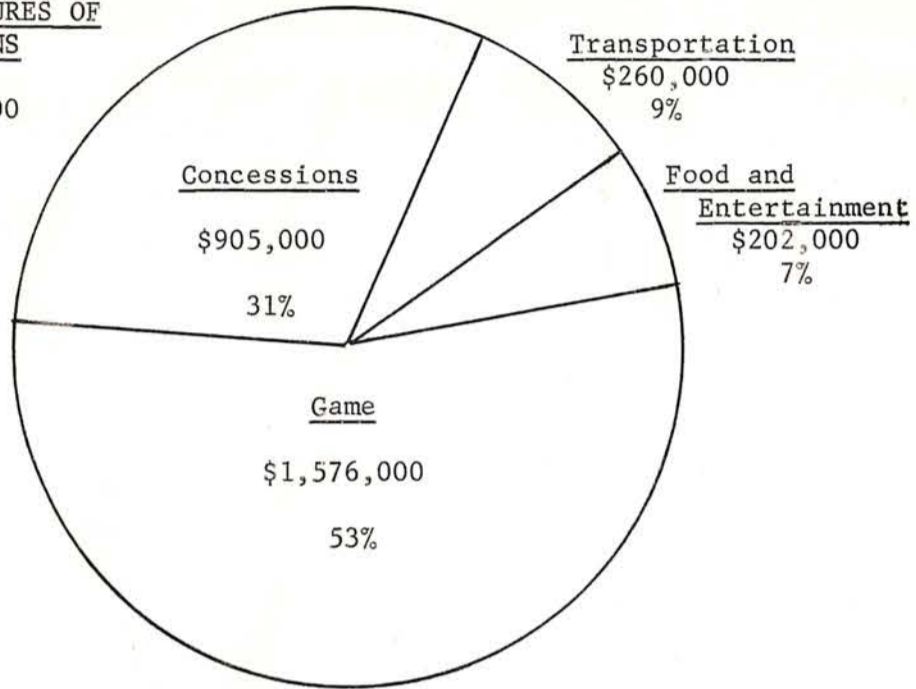
Atlanta was mentioned over 280,000 times in daily newspapers, 4 local games were carried nationally by NBC-TV, 21 Southeastern TV stations televised 20 games, and 39 regional radio stations regularly broadcast games. Braves personnel made over 395 appearances across the state and made pre-season visits to 24 major cities in the Southeast.



EXPENDITURE CATEGORIES FOR BRAVES FANS

EXPENDITURES OF LOCAL FANS

\$2,943,000



EXPENDITURES BY OUT-OF-TOWN FANS

\$6,311,000

