

**ATTENDANCE TRENDS IN OTHER SPORTS**

(Sources: NCAA; NFL; NBA; WNBA; NHL; MLS; ESPN.com; CFL; cfl.db.com; apbr.org; SI.com; minor hockey league Websites; Sports Business Journal; womensbasketballonline.com; kenn.com; remembertheaba.com)

This section covers attendance trends in baseball and other team sports going back 40 years. Tables on the following pages show attendance growth by league and sport for 2013 vs. 2003, 1993, 1983, and 1973. Another table lists the highest season total attendance, and average attendance per date or game each league or group of leagues has achieved. There is also a table that notes the highest season total attendance and record-high average per date or game ever achieved by an individual team in each league. The final table in this section lists the highest individual game attendance for every league. For hockey it includes both indoor and outdoor games.

The National Football League set its attendance record in 2007, averaging 67,755 per game. Attendance declined 1.7% in 2008, fell 2.4% in 2009, slipped 0.1% in 2010, dipped less than 0.1% in 2011, and rose 0.6% in 2012 to an average of 65,074 per game. These figures are based on data in the 2013 NFL Official Record and Fact Book. Individual NFL team media guides often have different attendance figures than what appears in the NFL Fact Book. The official 2013 NFL attendance figures will be released in July, 2014, and listed here at that time.

The Canadian Football League drew 1,944,349 in 2013, averaging 27,005 per game, down 4.2% from 2012.

NCAA Football Bowl Subdivision (Div. 1A) 2013 attendance was a record-high 38,135,118 up 2.6% from 2012. (The old record-high was 37,678,722 in 2010). Average per game was up 231 to 45,671. The record-high average per game is 46,971 in 2008. These figures include neutral site and bowl games. In 2012, total attendance fell 0.6%. Combined 2013 Division 1A and 1AA (Football Championship Subdivision) total attendance rose 2.9%, but average per game fell 759. There were 4 more Division 1 teams, and a total of 83 more games played in 2013 than in 2012. Combined attendance for all 4 NCAA divisions reached a record-high 50,291,275 in 2013.

In NCAA Men's Division 1 basketball, total attendance fell 1.3% to 27,519,856 in 2013-14, and average per game fell by 115 to 5,014. Record average per game is 5,735 in 1990-91. The total rose 0.7% in 2012-13, with the average down 61. In 2011-12 the total rose 0.2%, with the average down 47. The total was up 0.3% in 2010-11, with average down by 8. In 2009-10, there was a drop of 0.8% in total attendance, and a dip of 133 in average per game.

NCAA Women's Division 1 basketball attendance increased 1.6% to 8,136,855 in 2013-14, and average per game was up 46 to 1,579. The record-high average per game is 1,693 in 2007-08. In 2012-13, the total fell 2.0%, and the average was down 101. Total attendance rose 0.6% to a record-high 8,177,111 in 2011-12, but average per date fell by 8. In 2010-11, total attendance increased 0.9%, with average per game up 5. All of the men's and women's college basketball figures include neutral site and post-season games.

NBA average attendance per game was up 59 (0.3%) to 17,407 in 2013-14. This was the league's best average since 2008-09. It rose 74 (0.4%) in 2012-13. It fell by 45 (0.3%) to 17,274 in 2011-12. Teams played 33 home games instead of 41 in 2011-12, with the season starting late due to the lockout. NBA attendance was up 0.9% for 2010-11, but fell 2.0% in 2009-10. The WNBA was up 1.0% in total attendance in 2013, but their average per date, while up 74 to 7,531, was the 2<sup>nd</sup> lowest in league history.

National Hockey League regular season attendance was a record high 21,758,902 in 2013-14. This included 6 games played in big stadiums, which drew an average of 62,806 per game. The 2013-14 total is up 1.4% from 2011-12, which was the last full season. The 2012-13 season began in January due to a lockout, and each team played 24 home games instead of the usual 41. Average attendance per game in 2013-14 was 17,690, down 78 from the record high of 17,768 set in the shorter 2012-13 season. 13 of the 30 teams played to at least 100% of their arena's capacity in 2013-14, 7 additional teams played to at least 95% of capacity, and the league overall played to 96% of capacity.

Minor league hockey total regular season attendance was down 524,714 (4.2%) to 11,983,990 in 2013-14. Average per game fell by 102 to 4,545. The total rose 3.2% in 2012-13, but fell 1.3% in 2011-12, 0.2% in 2010-11, and 1.2% in 2009-10. The American Hockey League, the leading minor league, drew 6,158,350 in 2013-14. Their total attendance declined 351,535 (5.4%), and their average per game was down 308 to 5,402.

Major League Soccer had a total attendance decrease of 1.1% from the record-high of 6,074,729 in 2012. Average per game was down 213 to 18,594, which is the league's 2<sup>nd</sup> best average ever.

**2013 ATTENDANCE -- TEAM HIGHLIGHTS** – NATIONAL LEAGUE – DODGERS NOTES - continued

- Largest season attendance prior to 1993 was 3,608,881 (45,111 per date) in 1982.
- Smallest season total at Dodger Stadium was 1,581,093 in 1968, an average of 20,270 per date.
- Smallest full-season total since 1993 was 2,934,808 in 2011. This is the only season since 1995 that attendance was under 3 million.
- Dodger attendance rose for a National League record 7 straight years from 2001 through 2007.
- In Los Angeles, the Dodgers set new National League season attendance records in 1960, 1962, 1977, 1978, and 1982. That last mark was broken by Colorado in 1993.
- In 1967, Dodgers attendance declined 952,667 from 2,617,029 to 1,664,362. This was the biggest decline for a full season in Major League history. Los Angeles won the National League pennant in 1966. But after the season, star pitcher Sandy Koufax, who was a big draw, home and away, retired. In 1967, the Dodgers finished 28½ out of first place. The 36.4% attendance decline in 1967 was the worst percentage loss by a defending league champion since Detroit's attendance dipped by 38.4% in 1941.
- Retrosheet.com data shows the Dodgers averaged 38,217 for 21 games when Koufax was the starting pitcher at Dodger Stadium in 1966. They averaged 31,833 for all other home dates. Koufax's 20 road starts averaged 34,077 per date. The other 9 National League teams averaged 18,138 per date when Koufax wasn't the starter.
- There have been 60 post-season games at Dodger Stadium. The 15 Division Series games have drawn 789,782 (52,652 per game). The 25 Championship Series games attracted 1,380,597 (55,224 per game). Attendance at 20 World Series games was 1,119,863 (55,993 per game). Total attendance for all post-season games was 3,290,242 (54,837 per game).

**THE DODGERS vs. THE GIANTS**

- On page 99, there are notes about the high attendance the Giants had vs. the Dodgers when both teams were still in New York, and during their early years in San Francisco. The Dodgers drew big crowds for their home dates with the Giants as well. At the L.A. Coliseum, from 1958 through 1961, the 43 dates with the Giants drew an average of 38,137 per date, with 8 crowds above 50,000.
- In the first 5 years at Dodger Stadium (1962-1966), they averaged 49,077 per date for the 47 dates with the Giants (includes 2 playoff games to determine the N.L. championship in 1962), and 27 of those dates drew over 50,000. In 340 dates with all other teams from 1962 through 1966, the Dodgers averaged 30,549 per date.
- Between 1946 and 1957, the Brooklyn Dodgers averaged 23,698 per date at home vs. the Giants. They averaged 17,675 for home dates against all other National League opponents

**SMALL CROWDS AT DODGER STADIUM**

- Due to their large season ticket base, the Dodgers have not had an official attendance of less than 20,000 at any game since the National League began to count 'no-shows' in its attendance in 1993.
- There were a combined total of just 17 dates with attendance under 20,000 from 1978 through 1992 when actual in-stadium attendance was used to announce attendance figures. 5 dates drew less than 20,000 in 1992, with the last one on September 26.
- There have been 15 under-10,000 Dodger crowds at Dodger Stadium. The last one was 9,926 vs. San Francisco on September 26, 1977. There were 5 sub-10,000 crowds in 1970, which is the most at Dodger Stadium in any year. In 4 seasons (1958-1961) at the Coliseum, there were 11 dates that drew less than 10,000. In the final season in Brooklyn, 15 dates at Ebbets Field, and 2 games in Jersey City (where the Dodgers played a few home games), drew under 10,000.