

12-Year Look at MLB Attendance Shows New Ballparks, Key Clubs Factors in Growth

Written by Maury Brown
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Each year, those watching paid attendance numbers in MLB announce how total or average sales ebb up or down from the year prior, and with it, assign whether the sport is increasing or decreasing in popularity. This is an understandable approach (note, we at The Biz of Baseball do so), but does not paint a clear picture as to why.

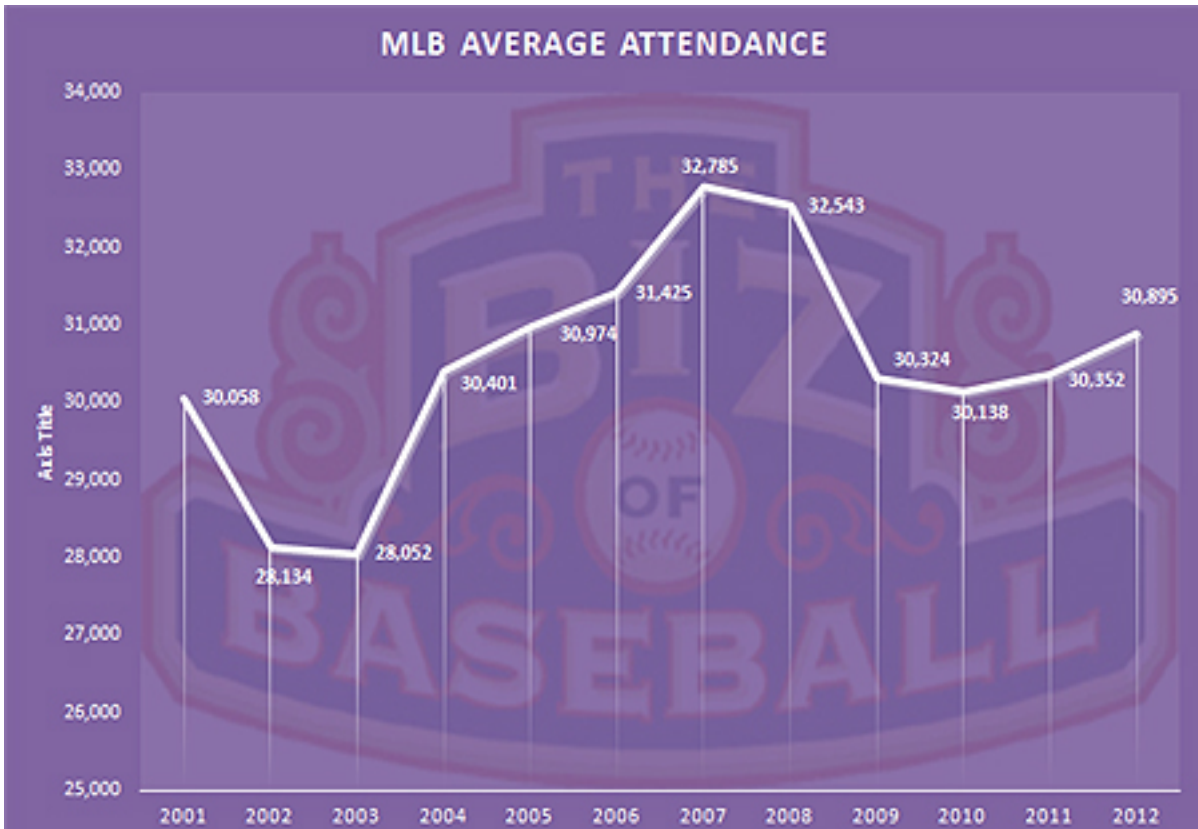
A failing by some is that the analysis given assumes the league is static. Rarely—if ever—do reports take into account how off-season moves, the win-loss record, or opening of new ballparks account for fluctuation.

While every nuance is difficult to capture such as how scheduling from year-to-year can skew the numbers, some key factors can.

Below shows average paid attendance over the course of 12 years from 2001 to 2012.

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...of any data that is reported in an average
... Park
... CitiField
... Stadium
... Stadium
... Stadium



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