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How Much Has Attendance at L.A. Dodgers Home Games Fallen This Year? By Multiple Measures, Attendance is at the Lowest Level in Over a Decade

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The decrease in attendance for Los Angeles Dodgers games at Dodger Stadium from last year's baseball season has been discussed, but how significant has the decrease been in broader terms? We've conducted an analysis of attendance at this year's Dodgers home games through August 8th's 5-3 loss to the Philadelphia Phillies, and the short answer is that the Dodgers are on pace for their worst home attendance in over a decade by most, if not all, measures. The change in the Dodgers' home attendance is also the worst of all Major League Baseball teams this season, whether measured by the gross change in average attendance or by the percentage change from last season. Interestingly, the team's June 27th bankruptcy filing seems to have had little effect on home attendance. The charts below summarize our findings.

Attendance Data for All MLB Teams (Courtesy of ESPN)

The charts below provide attendance data for all Major League Baseball teams. The data for 2010 is for the entire MLB season; the data for 2011 is for all games through August 8, 2011. Charts are organized by year-over-year performance. The first chart is ranked by the change in gross average attendance at home games (worst to best). The second chart is ranked by the percentage change in average attendance at home games (again, worst to best). As the charts demonstrate, the Los Angeles Dodgers are drawing an average of 7,271 fewer attendees per home game versus 2010, which is over double the size of the second-largest decrease in attendance (Tampa Bay's home attendance is down 3,035 people per game). When measured as a percentage change, Tampa Bay's decrease is closer to the Dodgers change, but note that the capacity of Tampa Bay's stadium decreased from 2010 to 2011.



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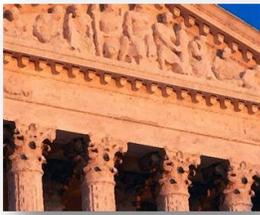
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Gross Change in Average Attendance: 2010 vs. 2011 (Click to View Larger Chart)

Ranking	Team	2010 (Full Season)		2011 (Through August 8th)		2010 vs. 2011	
		Average Attendance	Percentage of Capacity	Average Attendance	Percentage of Capacity	Change in Average Attendance	Percentage Change in Average Attendance
1	LA Dodgers	41,979	78.3%	36,708	63.4%	(7,271)	-16.3%
2	Tampa Bay	22,758	52.0%	18,723	57.9%	(1,035)	-4.3%
3	St. Louis	46,753	87.0%	37,963	66.3%	(2,794)	-4.9%
4	Houston	26,783	70.3%	26,493	64.7%	(1,292)	-4.8%
5	Seattle	25,786	53.9%	23,476	49.0%	(1,268)	-8.8%
6	Atlanta	36,989	61.9%	28,866	58.0%	(1,123)	-4.9%
7	Chicago White Sox	27,091	66.7%	25,217	61.4%	(1,874)	-7.3%
8	NY Yankees	46,493	88.9%	44,626	83.7%	(1,863)	-4.0%
9	NY Mets	32,463	77.1%	30,818	79.7%	(1,643)	-4.9%
10	Arizona	29,394	51.8%	24,317	49.7%	(1,227)	-4.8%
11	Florida	18,933	54.2%	17,870	45.8%	(1,063)	-5.7%
12	LA Angels	40,513	89.1%	39,063	86.1%	(1,470)	-3.7%
13	San Diego	26,318	61.9%	23,400	60.0%	(718)	-2.7%
14	Chicago Cubs	37,814	82.0%	37,250	90.3%	(564)	-1.5%
15	Minnesota	38,798	100.7%	38,382	99.7%	(416)	-1.0%
16	Kansas City	20,393	52.9%	20,339	51.1%	(53)	-0.4%
17	Boston	37,610	100.9%	37,646	101.4%	36	0.1%
18	Colorado	33,940	71.2%	36,044	72.4%	104	0.3%
19	Detroit	36,385	75.7%	36,620	74.2%	235	0.6%
20	Baltimore	21,862	45.0%	21,995	48.4%	133	1.5%
21	Philadelphia	45,027	103.5%	43,496	104.2%	469	1.0%
22	Washington	22,568	53.9%	23,682	57.1%	1,114	4.9%
23	Oakland	17,513	40.1%	18,825	54.0%	1,424	8.1%
24	Milwaukee	34,278	80.8%	36,330	86.7%	2,052	6.0%
25	Cincinnati	25,418	60.3%	28,354	66.3%	2,628	10.3%
26	Toronto	20,068	39.9%	23,026	46.7%	2,958	14.7%
27	Cleveland	17,415	40.2%	21,819	49.8%	4,184	24.0%
28	San Francisco	37,499	90.3%	41,834	99.9%	4,375	11.7%
29	Pittsburgh	18,918	51.9%	23,114	63.3%	3,196	26.1%
30	Texas	36,538	63.0%	36,820	74.3%	5,982	18.4%

Percentage Change in Average Attendance - 2010 vs. 2011 (Click to View Larger Chart)

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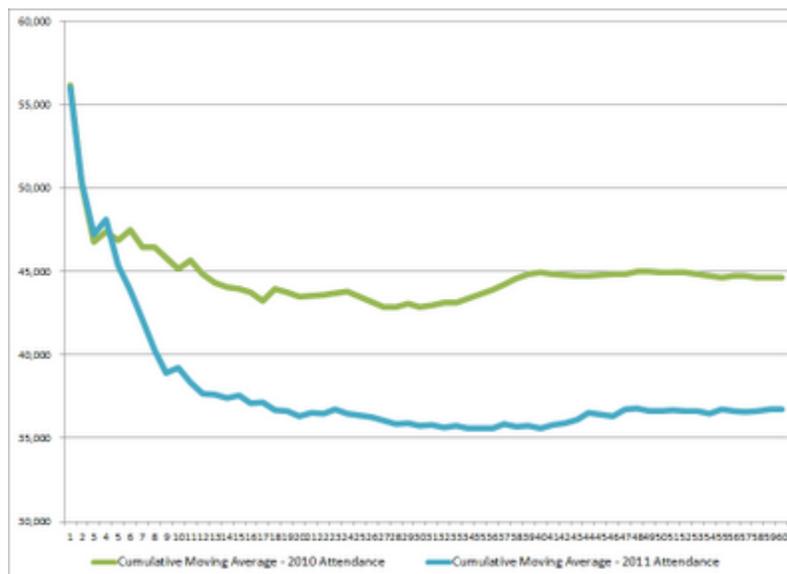
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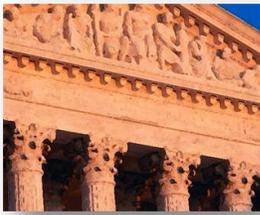
Dodgers Home Attendance Compared to Last Season

Diving more deeply into the decrease in the Dodgers' home attendance figures between this season and last, we next looked at the cumulative moving average of home attendance over 2010 and 2011 for the same period (the first 60 home games of the season). As demonstrated in the chart below, the decrease in the Dodgers' home attendance began very early in the season and has largely stabilized.

*Cumulative Moving Average: 2010 vs. 2011
(Click to View Larger Chart)*



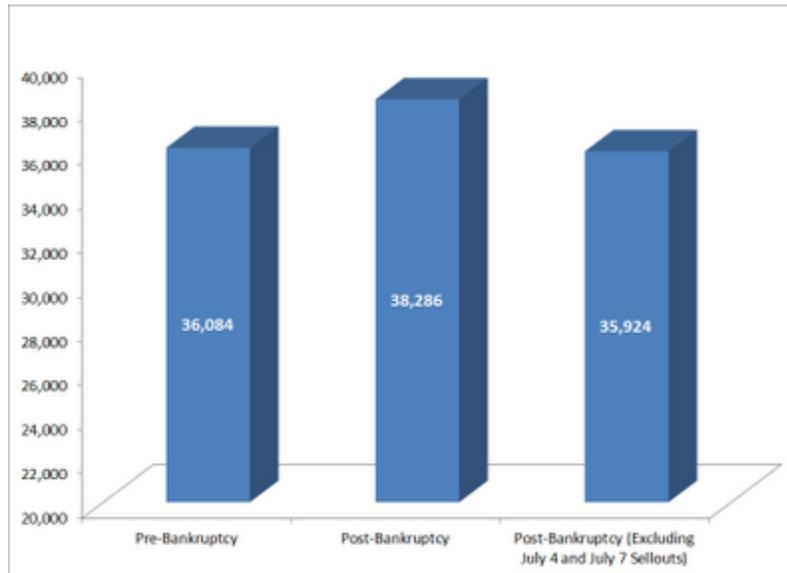
As the above chart suggests, the decline in the Dodgers' home attendance cannot be blamed upon the June 27th bankruptcy filing by the team. But how has attendance been affected by the filing, if at all? Average attendance for all home games since the bankruptcy filing has actually increased by over 2,000 attendees. However, the Dodgers did have two sellouts after the bankruptcy filing - July 4th and July 7th (the Dodgers gave away an Andre Eicher bobblehead to the first 50,000 fans). The only other sellout this season was for the Dodgers home opener. If those two post-bankruptcy sellouts are excluded, average attendance in the post-bankruptcy period would be slightly lower than the average for the season pre-bankruptcy.



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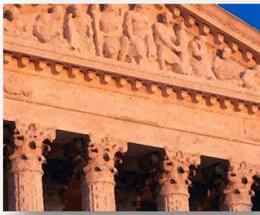
*Dodgers Home Attendance: Pre-Bankruptcy vs. Post-Bankruptcy
(Click to View Larger Chart)*



Dodgers Home Attendance Over the Last Ten Major League Seasons

Clearly, the Los Angeles Dodgers' home attendance this season has been markedly lower than last season. However, how does this season's home attendance compare with the rest of the last ten Dodgers' seasons (2002-2011)? The answer is that the Dodgers' home attendance is at all-decade lows regardless of how it is measured:

- First, we considered the Dodgers' gross average home attendance over this period and found that it is nearly 2,000 attendees lower this year than any other of the previous nine seasons (first chart below).
- We then considered home attendance as a percentage of Dodger Stadium's capacity. This season's 65.6% of capacity year-to-date is 3.4 percentage points lower than any point in the past nine seasons (second chart below).
- Finally, we looked at the Dodgers' home attendance performance versus every other major league baseball team over the same period. To accomplish this, we ranked each team's gross average attendance and percentage of capacity (which adjusts for stadium size) for each season. A ranking of first means that the team had the highest gross average attendance or highest percentage of capacity, as appropriate, for that season. In other words, the lower the ranking, the better the team's performance.

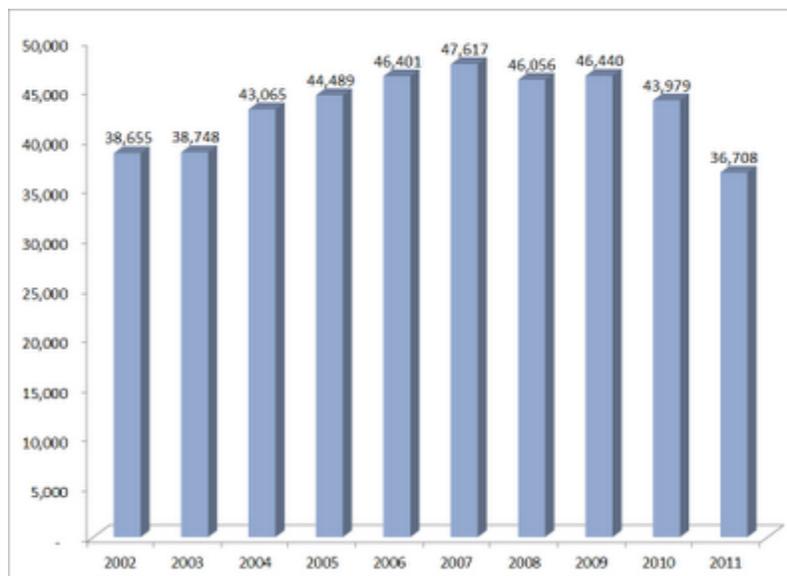


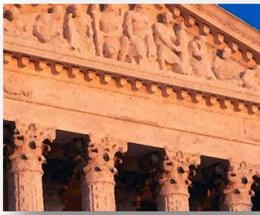
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- As demonstrated by the last chart below, in the nine seasons prior to 2011, the Dodgers never ranked worse than 5th and ranked in the top three teams in all of Major League Baseball in highest gross average attendance in six of the nine seasons. However, in 2011, the Dodgers currently rank 9th in that measurement, despite having the largest seating capacity in MLB.
- Measuring instead by percentage of capacity, the Dodgers ranked 9th or 10th in eight of the nine seasons prior to 2011 (and 12th in the other earlier season). However, this year the Dodgers only rank 15th.
- Therefore, even when compared to other Major League Baseball franchises, the Dodgers are clearly underperforming on attendance measurements this season.

*Dodgers Average Home Attendance: 2002-2011
(Click to View Larger Chart)*

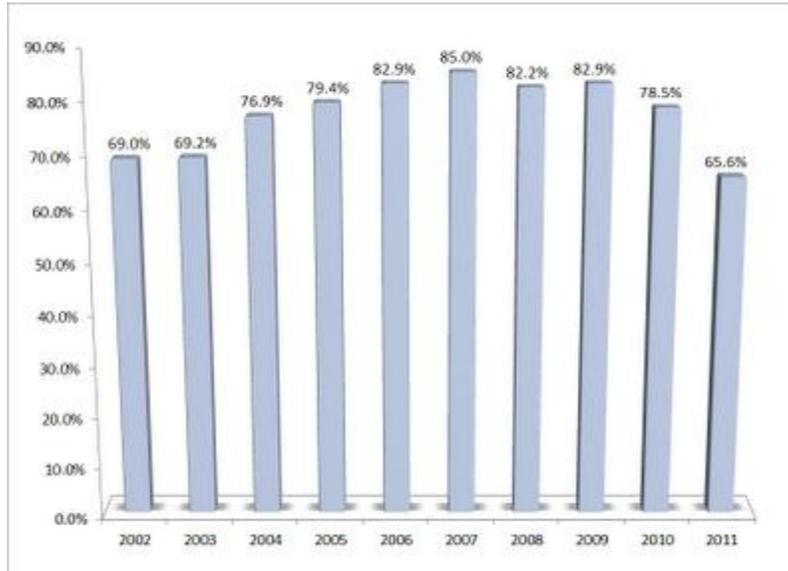




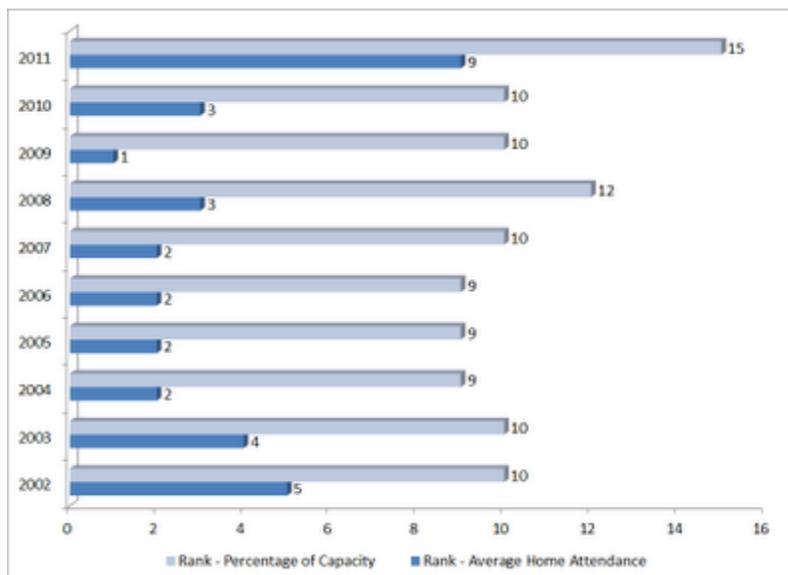
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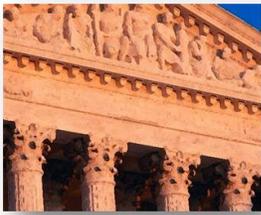
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*Dodgers Home Attendance Measured by Percentage of Stadium Capacity: 2002-2011
(Click to View Larger Chart)*



*Dodgers Home Attendance Season Ranks vs. All Major League Baseball Teams: 2002-2011
(Click to View Larger Chart)*





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For more information regarding the Los Angeles Dodgers' bankruptcy cases, please see the following earlier posts on our blog:

- [Los Angeles Dodgers File First Monthly Operating Report with the Bankruptcy Court, Burned Through \\$34 Million in Cash in First Four Days for Operations](#)
- [Bankruptcy Judge Kevin Gross \(Delaware\) Denies Final Approval of the Los Angeles Dodgers' Proposed DIP Financing, Finds That it Fails to Meet Requirements of Bankruptcy Code Section 364](#)
- [Bankruptcy Judge Denies Dodgers' Discovery Requests to MLB](#)
- [Read the Affidavit in Support of Debtors' Chapter 11 Petitions and First Day Motions Filed By Los Angeles Dodgers LLC](#)