

How to use this book

This book profiles the population and business demographics of a market in context with its major sports teams and venues. Market Profiles describes marketplaces individually and as part of a league.

There are four main sections to the book. The largest is the listings for each Metropolitan Statistical Area (MSA). That is followed by charts that allow the reader to compare teams within a league. A third section lists the top 20 markets for population and business demographics. The fourth section is the cross-reference that allows you to match up teams and markets. Although it is mentioned last, the cross-reference is in the front of this book for the reader's convenience.

What's included -- and what's missing

The book focuses on the major leagues of baseball, basketball, football and ice hockey. It also includes the Triple-, Double- and Single-A leagues of baseball and the American Hockey League and East Coast Hockey League. NCAA Division 1 schools are also in this book, but, as explained below, not all teams are included. We'll first deal with what's missing.

Because the book is based on U.S. Census Bureau figures, Canadian teams are not included. Likewise, not all teams are located in Metropolitan Statistical Areas. That excludes six pro teams in Single-A baseball and 49 of the 315 NCAA schools with football or men's basketball.

We do not see this as a problem for colleges for several reasons. First, college markets are not about geography. Schools are located for political or geographical, rather than market reasons and are not likely to move to a new community where they can find better fan and corporate support. Their market is defined separately from their location. Oklahoma State University is an example of a school with great marketing power, but which is located in a market too small for this book. For it, and nearly all schools, corporate sponsors are just as likely to be found across the state as they are in the community where the school is located.

As for the pro teams, we could have chosen the county in which the team is located, but what of the teams located near a county line and which draw from both counties? Both counties could be included, but that could distort the analysis, particularly on a league-wide basis. Clearly those markets were small because they did not meet the MSA minimum population of 50,000 persons. We believe including them would create more problems than benefits. We invite those who disagree to share their viewpoints.

Now to what's included.

In addition to the leagues mentioned above, we have included teams from independent baseball leagues, Arena Football, af2, various minor hockey leagues and major auto racing venues. Our database of teams and venues also allowed us to include MSAs that are not part of the league analysis. For example, the Canton-Massillon, Ohio MSA is included in the book, although it includes no NCAA Division One schools and its professional sports teams are in the United Hockey League and Frontier baseball league. In short, if the team is part of a league or conference that we track, and it is in an MSA, you will find the MSA in the Market Profiles report. For reasons mentioned above, it was not practical to include many minor leagues for analysis. Of the more than 300 MSAs in the country, this book includes 226.

Data sources and projections

All the data originated with the U.S. Department of Commerce. Business and income data came from the department's Economics and Statistics Administration or the Bureau of Economic Analysis. Population data is from the 2000 Census. Sports data is from our proprietary database. Listings of Fortune 500 firms are from the magazine's 2002 list.

Projections for 2005 were done in a straightforward manner. We calculated the rate of change for each of the three years preceding 2000, then averaged those increases. We then applied that average increase to each year up to and including 2005.

Like any projection, there are pluses and minuses to the method and the further out a projection goes, the less accurate it will be. We make no claim to the accuracy of these projections, but provide them only to reflect a trend. No projection can predict a factory that opens or closes or what other local economic factors could affect population. Our projection simply assumes that whatever market forces were at work before 2000 would continue. We urge readers using this material to make business decisions to check with experts in the markets under consideration for updates on local conditions. Keep in mind that when census data was released in 2002, it was already two years old.

Definitions and errata

We have used the term Metropolitan Statistical Area (MSA) generically thus far. This report includes MSAs, Primary Metropolitan Statistical Areas and New England County Metropolitan Areas. The official definitions for those areas are:

Metropolitan Statistical Area

A geographic entity designated by the federal Office of Management and Budget for use by federal statistical agencies. A metropolitan statistical area (MSA) is a metropolitan area (MA) that is not closely associated with another MA. An MSA consists of one or more counties, except in New England, where MSAs are defined in terms of county subdivisions (primarily cities and towns).

Primary Metropolitan Statistical Area

A geographic entity designated by the federal Office of Management and Budget for use by federal statistical agencies. If an area that qualifies as a metropolitan area (MA) has a census population of one million or more, two or more primary metropolitan statistical areas (PMSAs) may be defined within it if they meet official standards and local opinion favors the designation. When PMSAs are established within an MA, that MA is designated a consolidated metropolitan statistical area (CMSA).

New England County Metropolitan Area

A county-based area designated by the federal Office of Management and Budget to provide an alternative to the county subdivision-based metropolitan statistical areas and consolidated metropolitan statistical areas in New England.

Beginning in 2003, the Commerce Department will discontinue use of Metropolitan Areas and will use the definitions above, plus the Consolidated Metropolitan Statistical Area (CMSA). For simplicity, think of Baltimore and Washington, D.C. as separate MSAs, but together they make up a CMSA. Because CMSAs are so large,

we have disregarded them in this report. That posed a problem in two markets: Dallas/Fort Worth and San Francisco/San Jose.

In all cases, we worked under the assumption that a team and its venue would both be located in the same MSA. In these two markets, that was not the case. Dallas and Fort Worth are considered separate MSAs, but teams in one MSA may play at the venue in the other. The same happened with San Francisco and San Jose. There are notes on the pages for all MSAs alerting the reader to these issues, but it is worth repeating here. It will be up to the reader to adapt the data to his or her needs.

The data in detail

The information is fairly self-explanatory, but there are a few details worth noting.

- The numbers for population, total households and total retail sales are in thousands.
- The MSA column refers to the group's percentage of total population. In Akron, for example, those aged 10-14 make up 7.02% of the total population.
- Indices are used frequently. An index is a quick way of showing how a group is represented within a larger population. For example, let's assume bald people represent 10% of the United States, but in the XYZ metropolitan area, they are 5% of the population. We can create an index by dividing 5% by 10%, giving us 0.5. To make the number easier to read, we normally multiply it by 100, and round off the decimal places. That would give us an index of 50. If the XYZ area was made up of 10% bald people, the index would be 100, an equal representation with the entire country. Therefore, any area that ranks above 100 has a higher representation of bald people than the entire country, while communities ranking below 100 have a lesser representation. Important additional information on indices precedes the League Comparisons section.
- The employees category lists the number of businesses in each category. An index is provided so the reader can judge how relevant the number is to the country at large. Nearly half the businesses in the U.S. have fewer than 10 employees. Those employing 250 or more generally represent fractions of one percent. The addition of one or two businesses in those upper ranks can rapidly inflate the index number. Likewise, a change of one or two may cause the number to plummet.
- Colleges sometimes use pro venues as their own. When that happens, the venue is listed as a pro facility and is not listed again under college venues.
- Fortune 500 listings are tied to the company's headquarters. The company may have offices in other MSAs, but it will only be listed in the MSA where its headquarters is located.
- The East Coast Hockey League will be merging with the West Coast Hockey League for the 2003 season. We suspect there will be a name change, but at this point we don't know what it could be. Because the merger is known, the league is shown in this book as it will appear after the merge.
- Several new venues are under construction and others are under renovation. These plans affect major venues in Chicago, Green Bay and Houston. Where the information is known as we go to press in late 2002, it is included in this book. That includes pricing and quantities for luxury suites and club seats. In some cases the names of these new facilities have not been set, so they are listed simply as "New Phillies Ballpark" or other appropriate name.