

**David G. Surdam (2009), What Brings Fans to the Ball Park? Evidence from New York Yankees' and Philadelphia Phillies' Financial Records, Journal of Economics (MVEA), 35 (1): 35-47**

**Abstract:**

The New York Yankees' and Philadelphia Phillies' financial records provide gate receipts for several seasons. From this data, I estimate non-price determinants of demand for individual games. The day of the week, quality of the opposition, and special events were the key determinants of demand. Fans in the 1930s preferred absolute to relative quality in the visiting team. Although this approach does not allow for estimation of the price elasticity of demand, the approach enables us to consider the stability of demand factors.