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**FACTORS THAT DRIVE DAILY ATTENDANCE
AT MINOR LEAGUE BASEBALL GAMES**

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ABSTRACT

This paper examines different factors that are thought to drive attendance at Minor League Baseball games to test what the actual effect of those factors is. It takes into account factors such as day of the week the game is played, month the game is played, whether the game is played on or around a holiday, and team performance to date. I also examined how each of these factors vary across different levels of Minor League Baseball. My initial hypothesis was that each of these would have a relatively strong effect on the game's attendance. As expected, the results showed that weekend games in summer tended to have much higher average attendance than other games and holiday games had the highest attendance overall. These effects were clear across all levels of Minor League Baseball, though they were more pronounced in the higher levels where attendance is higher with more variability. One unexpected effect that I concluded from the study is that attendance of games just outside of holiday weekends was negatively impacted by the proximity of holiday games.