

# Jory Capital Probe Research Inc. News Release

## **PUBLIC ATTITUDES ON NHL HOCKEY IN WINNIPEG**

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**Release Date: June 30, 2007**

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between June 8<sup>th</sup> and June 21<sup>st</sup>, 2007 among a random and representative sampling of 1,000 Manitoba adults.

With a sample of 1,000 one can say with 95 percent certainty that the results are within +/- 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin-of-error is higher within each of the survey's population sub-groups.

Modified random digit dialing was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research survey. Minor statistical weighting has been applied to this sample to ensure that the age and gender balance correspond with the province as a whole.

Jory Capital sponsors quarterly public opinion research on economic and financial issues of importance to Manitobans. These results are released exclusively to the *Winnipeg Free Press*.

# PUBLIC ATTITUDES ON NHL HOCKEY IN WINNIPEG

*Winnipeg, Manitoba* – Nearly one-half of Manitoba adults are warm to notion of one day seeing a new NHL hockey team in Winnipeg and a large potential live audience could occupy the stands at a \$60 ticket price. These results emerged from a province-wide telephone survey of a random and representative cross-section of 1,000 adults taken earlier this month by Probe Research Inc. Other findings from the survey reveal that younger citizens, and especially younger men, would constitute an important core audience should Winnipeg again find itself in the NHL club.

The survey was sponsored by Jory Capital Inc., a Winnipeg-based independent investment company. Jory Capital has provided these research results exclusively to the *Winnipeg Free Press*.

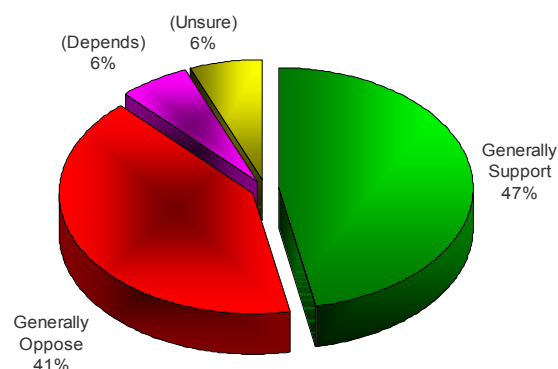
## **Strong Enthusiasm for NHL Revival in Winnipeg**

Nearly one-half of Manitoba adults (47%), indicate they are “generally in favour” of Winnipeg landing an NHL hockey franchise. This compares with almost the same proportion of respondents across the province (41%) who said they are “generally opposed” to efforts to secure an NHL hockey team. Just more than one-in-ten Manitobans (12%) said they would need to see more details on a potential hockey deal before they could express support or opposition or that they were simply unable to offer an opinion on this question.



## Public Interest in a NHL Franchise for Winnipeg

**Q.** “There has been some talk lately about the possibility of Winnipeg getting a National Hockey League team here again. There would be many details to be worked out before Winnipeg could get an NHL team but, based on how you feel right now, would you say you are generally in favour of Winnipeg getting a NHL hockey team or are you generally opposed to this?”



Regionally, Winnipeg respondents were slightly more likely than those residing beyond the city limits to favour the prospect of a new NHL offering in Winnipeg (50% versus 44%), while younger Manitobans (64% but rising to 70% among young men) were also among those most enthusiastic about the NHL coming to Winnipeg.

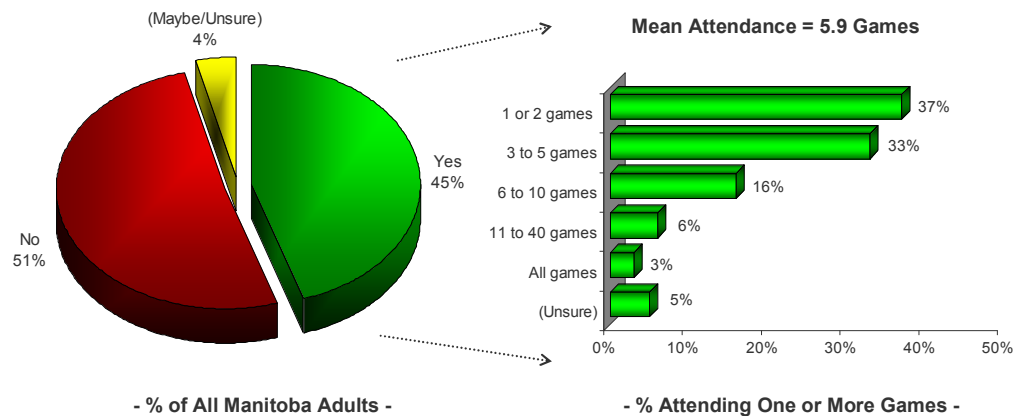
PATTERNS OF SUPPORT AND OPPOSITION FOR NHL HOCKEY IN WINNIPEG								
	Total Manitoba (1000) (%)	REGION		GENDER		AGE		
		Winnipeg (600) (%)	Non-Winnipeg (400) (%)	Men (484) (%)	Women (516) (%)	18-35 (321) (%)	35-54 (363) (%)	55+ (287) (%)
Generally Support	47	50	44	51	44	64	47	29
Generally Oppose	41	41	41	38	44	28	41	56
(Depends)	6	5	9	6	6	6	5	8
(Unsure)	6	4	7	5	6	2	7	7

**Many Would Fill Stands at \$60 Ticket Price**

Forty-five percent of Manitoba adults report they would take in at least one of the more than 40 regular season home games that would be held if Winnipeg were to find its way back into the NHL club. An additional four percent suggest they would at least consider attending one of these games while 51 percent are certain they would not attend an NHL game in Winnipeg.

**NHL Hockey Game Attendance Intentions in Manitoba**

Q.2 "If Winnipeg were to get an NHL team and tickets cost an average of \$60 with both higher and lower priced tickets available – do you think you would personally attend at least one game per season?" (n=1000)  
 Q.3 "Keeping in mind that there would be 41 home games per year and that tickets would cost an average of \$60 per game, how many games do you think you would personally attend per year?" (n=449)



Those most likely to say they would attend at least one of these events included Winnipeg adults (48% versus 40% outside of Winnipeg), younger Manitobans (63% under 35 years of age but rising to 71% among men from this age group) and more affluent consumers (55% over \$60K annual income versus only 37% among those from households earning less than \$30K).

Looking at levels of consumer interest in NHL hockey throughout the season reveals that, among those who would attend at least one game, the average number of games attended would be 5.9. This includes three percent of fans who indicated they would become season ticket holders or attend all of the home games held in a regular hockey season. The mean number of games that the general public could be expected to take in is 2.6 games.

The highest levels of average attendance recorded were among Winnipeg adults, younger consumers and middle-income earners each who report they would go to at least six regular season events.

<b>NHL ATTENDANCE INTENTIONS ACROSS KEY SOCIO-DEMOGRAPHIC GROUPS</b>						
	<b>REGION</b>			<b>AGE</b>		
	<b>All Manitoba</b>	<b>Winnipeg</b>	<b>Non-Winnipeg</b>	<b>18-34</b>	<b>35-54</b>	<b>55+</b>
	<b>(1000)</b> <b>(%)</b>	<b>(600)</b> <b>(%)</b>	<b>(400)</b> <b>(%)</b>	<b>(321)</b> <b>(%)</b>	<b>(363)</b> <b>(%)</b>	<b>(287)</b> <b>(%)</b>
1-2 games	37	34	41	34	39	41
3-5 games	33	33	33	38	33	20
6-10 games	16	17	15	13	19	21
11-40 games	6	7	2	6	4	7
All/Season tickets	3	4	2	5	3	3
<i>Mean # games (Attendees)</i>	<i>5.9</i>	<i>6.5</i>	<i>4.8</i>	<i>6.4</i>	<i>5.3</i>	<i>6.3</i>
<i>Mean # games (Total pop.)</i>	<i>2.6</i>	<i>3.1</i>	<i>1.8</i>	<i>3.9</i>	<i>2.3</i>	<i>1.6</i>
	<b>GENDER</b>			<b>INCOME</b>		
	<b>All Manitoba</b>	<b>Men</b>	<b>Women</b>	<b>&lt;\$30K</b>	<b>\$30-\$60K</b>	<b>\$60K+</b>
	<b>(1000)</b> <b>(%)</b>	<b>(484)</b> <b>(%)</b>	<b>(516)</b> <b>(%)</b>	<b>(171)</b> <b>(%)</b>	<b>(273)</b> <b>(%)</b>	<b>(403)</b> <b>(%)</b>
1-2 games	37	30	46	41	37	35
3-5 games	33	34	30	23	32	37
6-10 games	16	23	8	20	16	17
11-40 games	6	4	6	5	6	5
All/Season tickets	3	5	2	0	4	3
<i>Mean # games (Attendees)</i>	<i>5.9</i>	<i>6.8</i>	<i>4.6</i>	<i>4.3</i>	<i>6.1</i>	<i>5.9</i>
<i>Mean # games (Total pop.)</i>	<i>2.6</i>	<i>3.6</i>	<i>1.6</i>	<i>1.5</i>	<i>2.6</i>	<i>3.2</i>

For more information on this survey, please contact:

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