



MANITOBANS STILL PINING FOR NHL TEAM

Majority (56%) Now Back NHL Franchise For Winnipeg

FOR IMMEDIATE RELEASE

Winnipeg – A majority of Manitobans (56%) now say they would support an NHL team returning to Winnipeg, according to a new Jory Capital-Probe Research Inc. poll of 1,000 Manitoba adults conducted for the *Winnipeg Free Press*.

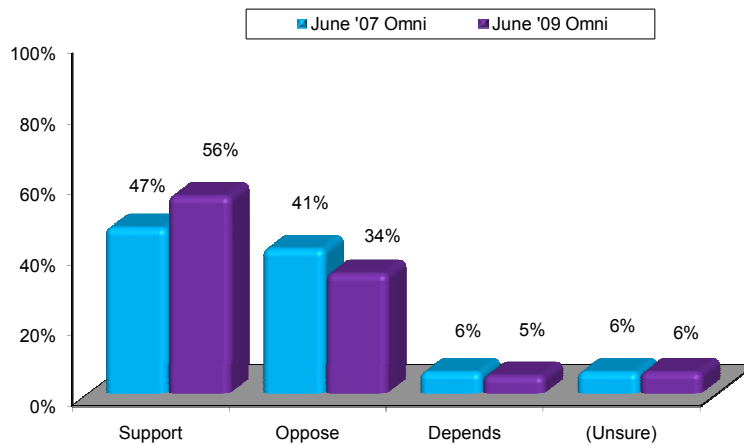
The poll shows that public support for a National Hockey League franchise returning to Winnipeg has intensified since a similar sounding was taken in June 2007, at which time 47 percent of Manitobans yearned for the return of the NHL to the provincial capital. Opposition to the NHL's return, meanwhile, has decreased slightly, with just one in three adults (34%) now opposing a potential NHL team in their province compared to 41 percent who felt this way two years ago.

As the graph reveals, five percent of those surveyed said their support for a Winnipeg-based NHL franchise was conditional on other factor and six percent of respondents were unable to provide an opinion on this question.

P R B E
RESEARCH INC.

Support for Winnipeg NHL Team

QJ11. "Now I'd like to talk about some issues that have been in the news lately. There has been some talk lately about the possibility of Winnipeg getting a National Hockey League team here again. There would be a great 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 an NHL hockey team or are you generally opposed to this?" (n=1,000)



Base: All respondents province-wide

Support for NHL Team Strong Outside Winnipeg

Interestingly, support for a professional hockey team runs strong throughout the province – not just in Winnipeg. In fact, while 53 percent of Winnipeggers want an NHL franchise in their city, support for this pro hockey franchise increases slightly to 60 percent beyond the Perimeter Highway in rural and northern Manitoba.

As well, young adults are much more likely to favour the NHL returning to Winnipeg than those than their older counterparts. Fully seven in ten citizens between the ages of 18-34 (72%) support the idea of an NHL franchise for Winnipeg compared to just 53 percent of those aged 35-54 years and dropping even further 41 percent of those aged 55 years and over.

Support for an NHL franchise also tended to be stronger among citizens with children under the age of 15 years at home (66% versus 51% of those in childless households).

SUPPORT FOR AN NHL TEAM IN MANITOBA ACROSS SELECTED SOCIO-DEMOGRAPHIC GROUPS

“There has been some talk lately about the possibility of Winnipeg getting a National Hockey League team here again. There would be a great 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 an NHL hockey team or are you generally opposed to this?”

	Total	Region		Age		
		Winnipeg	Rural	18-34	35-54	55+
(Base)	(1,000)	(600)	(400)	(322)	(363)	(287)
	(%)	(%)	(%)	(%)	(%)	(%)
Support	56	53	60	72	53	41
Oppose	34	37	29	18	39	43
Depends	5	4	6	5	3	6
(Unsure)	6	6	6	5	5	9

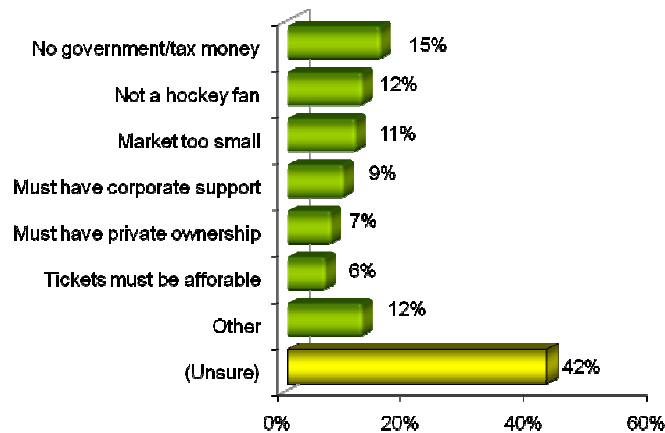
Question of Public Funding is an Issue

Fifteen percent of these tentative supporters of an NHL franchise said they would back a team provided that the team would not be reliant on government funds. More than one in ten of these respondents (12%) said they are not hockey fans and thus do not really care one way or the other about this issue, while a similar proportion (11%) felt that Winnipeg is too small a market to support an NHL franchise. Fewer than one in ten adults stated that they would support having a team provided it has adequate corporate support (9%), is entirely privately owned (7%) or only if tickets remain affordable (6%). Of those who had no firm position on the need for a Manitoba-based NHL franchise, nearly one-half (42%) could not list any criteria that would have to be satisfied in order to support having a team here.

Those who expressed only qualified support for the return of the NHL to the Manitoba market pointed most often to concern about the use of public funds to support such a team.

Conditions for Support of an NHL Team - Among Tentative Respondents -

QJ12. "In your opinion, what conditions would be required for you to support Winnipeg getting an NHL hockey team?" (n=107)



Base: Support for NHL team would depend on certain conditions being met or undecided.

This province-wide Omnibus survey was designed and conducted by Probe Research Inc. via telephone interviews conducted between June 8th and June 25th, 2009 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.

For more information on this survey, please contact:

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