

team marketing research

Team	Avg. Ticket	Pct. Change	Avg. Prem. Ticket	Beer ¹	Soft Drink ¹	Hot Dog	Parking	Program	Cap	FCI	Pct. Change
Toronto Maple Leafs ² Montreal Canadiens ²	\$76.15 64.26	-0.8% 9.3%	\$168.14 110.64	\$5.88 ¹⁶ 6.10 ¹⁶	\$3.48 ¹⁴ 3.06 ¹⁴	\$4.14 2.87	\$17.42 17.42	\$4.36 3.70	\$19.16 21.73	\$411.30 361.25	-0.6% 7.3%
Boston Bruins New York Rangers*	61.40 54.96	8.8% 9.2%	88.93 254.98	7.00 ¹⁶ 7.50 ²⁴	3.50 ¹⁴ 4.50 ²⁴	4.25 4.00	18.00 20.00	4.00 10.00	18.00 20.00	352.60 348.84	7.6% 15.2%
New Jersey Devils ¹ Minnesota Wild	57.15 61.28	-15.7% 6.3%	104.92 99.38	7.00 ¹⁶ 6.50 ²⁰	3.50 ¹⁶ 3.50 ²⁰	3.75 3.50	12.00 10.00	5.00 3.00	23.00 18.00	339.60 338.12	-10.7% 4.9%
Vancouver Canucks ² Philadelphia Flyers*	62.05 60.25	0.0% 8.2%	126.30 173.80	6.10 ¹⁶ 5.75 ¹²	3.48 ²⁰ 3.75 ²⁴	3.27 3.75	17.42 10.00	2.61 5.00	12.19 15.00	334.43 322.80	0.0% 2.9%
Calgary Flames ² Chicago Blackhawks	55.81 52.22	6.8% 28.4%	125.60 114.30	4.97 ¹² 6.25 ¹⁶	3.11 ²⁴ 3.50 ¹⁶	3.53 4.00	9.58 15.00	4.15 5.00	17.41 18.00	312.44 312.38	4.3% 25.6%
Florida Panthers Edmonton Oilers ²	52.61 54.17	2.5% 3.3%	111.34 124.59	7.00 ²⁰ 6.75 ¹⁶	4.25 ²⁰ 3.48 ¹⁶	5.00 3.48	12.00 10.45	0.00 0.00	18.00 13.07	309.44 294.61	14.1% 3.0%
NHL AVERAGE	49.66	5.1%	113.44	6.06¹⁶	3.46¹⁷	3.64	12.20	2.69	15.75	288.23	5.5%
New York Islanders ¹ Los Angeles Kings	48.84 47.20	0.0% 2.7%	89.64 105.24	7.25 ²⁰ 7.75 ²⁰	5.25 ¹⁶ 4.25 ²¹	5.00 4.75	7.00 15.00	0.00 3.00	15.00 10.00	287.86 281.31	4.6% 3.3%
Detroit Red Wings Columbus Blue Jackets	46.60 47.76	15.0% 4.7%	60.89 99.84	6.00 ¹⁶ 6.00 ²⁰	3.50 ¹⁶ 3.00 ¹⁶	3.25 3.25	20.00 7.00	7.00 0.00	10.00 22.00	279.40 278.66	13.1% 11.4%
Pittsburgh Penguins* Ottawa Senators ²	51.45 48.82	9.9% 5.1%	124.47 95.33	5.25 ²¹ 4.69 ¹⁴	2.50 ¹⁶ 3.06 ²⁰	2.50 2.87	10.00 7.64	0.00 0.00	15.00 20.03	276.30 276.09	7.4% 3.6%
Anaheim Ducks Nashville Predators	43.50 47.22	7.0% 2.8%	100.68 107.91	6.75 ¹⁶ 6.75 ¹²	4.00 ²² 3.50 ¹⁶	4.00 4.25	15.00 10.00	0.00 0.00	20.00 15.00	274.50 273.38	5.5% 3.9%
San Jose Sharks* Atlanta Thrashers	43.07 48.51	9.8% 5.3%	100.31 107.75	6.25 ¹⁶ 5.75 ²⁰	4.00 ¹⁶ 2.00 ¹⁴	4.00 3.75	13.00 10.00	5.00 0.00	15.00 11.97	269.78 262.48	10.6% 3.9%
Tampa Bay Lightning Washington Capitals	42.41 41.66	-3.5% 8.3%	77.75 130.00	4.50 ¹² 4.50 ¹⁶	4.00 ¹² 2.50 ¹⁶	2.00 2.50	12.00 15.00	0.00 5.00	18.00 12.00	250.64 244.64	-4.6% 5.5%
Dallas Stars** Colorado Avalanche	37.80 40.62	2.6% 2.7%	111.87 119.33	6.00 ¹⁶ 6.25 ¹⁶	3.25 ¹⁶ 4.00 ¹⁶	4.00 4.50	12.00 10.00	5.00 2.00	14.99 9.99	244.18 242.96	4.9% 1.7%
Buffalo Sabres Phoenix Coyotes	36.43 37.45	11.9% -0.7%	76.05 129.23	5.00 ¹⁶ 6.00 ¹⁶	2.25 ¹² 3.00 ¹⁶	2.25 4.00	15.00 0.00	5.00 0.00	12.00 16.00	222.72 221.80	12.9% -0.5%
Carolina Hurricanes* St.Louis Blues	38.38 29.94	10.0% 17.5%	75.98 97.81	5.00 ¹⁶ 5.25 ¹⁴	2.75 ²⁰ 3.75 ¹²	3.00 3.75	7.00 11.00	1.00 1.00	12.00 10.00	219.52 193.26	6.8% 10.2%

Average ticket price represents a weighted average of season ticket prices for general seating categories, determined by factoring the tickets in each price range as a percentage of the total number of seats in each stadium. Premium seating (tickets that come with at least one added amenity) are not included in the ticket average. Luxury suites are also excluded from the survey. Season-ticket pricing is used for any team that offers some or all tickets at lower prices for customers who buy season tickets.

The Fan Cost Index™ comprises the prices of four (4) average-price tickets, two (2) small draft beers, four (4) small soft drinks, four (4) regular-size hot dogs, parking for one (1) car, two (2) game programs and two (2) least-expensive, adult-size adjustable caps. Costs were determined by telephone calls with representatives of the teams, venues and concessionaires. Identical questions were asked in all interviews. In some cases, teams have implemented retroactive changes to past prices, resulting in new percentage changes.

* Prices listed as reported on team's Web site

**The Stars' information is based on previous seat scaling information and prices from the team's Web site. The Stars reported new seating and pricing structures but wouldn't release the changes.

1. Superscript figures beside the beer and soda prices denote the ounces of the beverage.

2. All prices are converted to USD at the exchange rate of \$1CAD=\$.871 USD. A fairly significant difference in the exchange rate since the 2007-08 FCI resulted in lower ticket prices, a lower league-wide average for 2007 tickets and the 2007 FCI, which created retroactive changes used in this year's survey. Last year's average ticket price is now recognized as \$47.26 and the FCI, \$273.21.