

NHL FAN COST INDEX™

Baseball, basketball, and football fans might all complain about skyrocketing ticket prices, but the most expensive tickets around belong not to any of those sports. A survey of the 26 NHL teams found the league's average ticket price to be \$33.66 for 1994-95. NHL ticket prices are up 13.6% from the 1993-94 season, and nine NHL teams raised their prices by more than 20%.

By comparison, this season's average NFL ticket is \$31.05; 1993-94 NBA tickets were \$27.12; and the MLB averaged \$10.45 this season.

This year's ticket-price champions are the St. Louis Blues, who charge an average of \$42.21 (up 40.7% from '93-94) for a seat in the newly-built Kiel Center. The Chicago Blackhawks will also play in a new arena, the

United Center, but increased ticket prices only 4%, to \$39.84. The Vancouver Canucks, the league's Stanley Cup runner-up last season, boast the second-most-expensive ticket in the league this year—at \$41.03, a 43.3% increase from last year.

The Canucks are the only Canadian team among the league's 10 highest average ticket prices; Canadian teams (Edmonton, Winnipeg, Calgary, Montreal and Quebec) represent five of the six least expensive tickets in the league. The lowest-priced ticket, however, belongs to the Tampa Bay Lightning, who charge an average of \$19.84, up 10.6% from last season. The Lightning are the only NHL team with a ticket price average below \$20, and they offer more than 9,000 seats at \$9.99 each game.

TEAM	DRAFT BEER	SOFT DRINK	HOT DOG	PARKING	PROGRAM	CAP	AVG. TICKET	Change vs. '93-94
St. Louis Blues	\$3.00c	\$1.50b	\$1.50	\$7.00	\$3.00	\$16.00	\$42.21	40.7%
Vancouver Canucks	2.96a	1.30b	1.67	4.81	2.22	12.59	41.03	43.3
Boston Bruins	3.25b	2.00c	2.25	10.00	3.00	15.00	40.84	16.4
Pittsburgh Penguins	3.50c	2.00c	2.00	6.00	5.00	15.00	40.37	6.9
New York Islanders	3.95c	2.00c	2.95	4.50	3.00	15.00	40.20	36.3
Chicago Blackhawks	4.00c	2.50c	2.50	10.00	5.00	12.00	39.84	4.0
New York Rangers	4.50c	2.30e	3.00	18.75	4.00	10.00	38.71	14.7
Washington Capitals	3.09b	1.81c	1.86	6.00	3.00	15.00	38.46	24.7
Buffalo Sabres	3.25c	1.75c	2.00	5.00	4.00	12.00	37.04	35.5
Los Angeles Kings	3.75b	1.75b	2.00	6.00	5.00	18.00	37.00	0.5
Ottawa Senators	2.78b	1.67a	1.48	8.15	2.96	11.10	36.83	7.9
Philadelphia Flyers	3.50c	1.50a	2.00	6.50	3.00	18.00	36.28	20.1
San Jose Sharks	3.75c	2.00c	2.50	10.00	4.00	12.00	36.24	6.1
New Jersey Devils	4.25b	2.25e	2.75	7.00	4.00	13.00	36.22	31.3
Toronto Maple Leafs	3.33a	1.30b	2.41	11.11	3.70	11.07	35.55	19.1
Dallas Stars	3.00b	1.50b	1.75	5.00	3.00	15.00	35.00	3.1
Hartford Whalers	3.50c	1.50c	2.00	7.00	4.00	14.00	34.98	18.1
Florida Panthers	3.50c	1.75b	2.35	7.00	3.00	13.00	34.89	23.1
NHL Average	3.36	1.71	2.05	6.86	3.30	13.17	33.66	13.6
Anaheim Mighty Ducks	4.50d	1.75b	2.25	6.00	3.00	16.00	33.22	5.9
Detroit Red Wings	3.50c	1.50a	1.75	6.00	3.00	15.00	32.61	7.4
Quebec Nordiques	2.59a	1.26a	1.48	3.70	2.78	11.11	31.71	30.8
Montreal Canadiens	2.81c	1.56c	1.74	7.41	2.41	14.78	28.20	0.0
Calgary Flames	2.41a	1.30c	1.67	2.59	2.41	11.07	22.79	18.6
Winnipeg Jets	2.78a	1.48a	1.48	3.96	1.48	10.37	22.35	12.8
Edmonton Oilers	2.96c	1.30c	2.04	2.96	2.59	11.07	20.84	5.7
Tampa Bay Lightning	4.00c	2.00c	2.00	5.00	3.00	8.00	19.84	10.6

STATISTICAL NOTES:

Legend for drink sizes: a=12 oz.; b=14 oz.; c=16 oz.; d=18 oz.; e=20 oz.

Canadian teams' statistics have been converted to U.S. currency, using the following exchange rate: \$1 U.S. = \$1.35 Canadian.

RESEARCH NOTES:

Ticket prices represent weighted averages, determined by factoring in the number of tickets at each price range as a percentage of the total number of tickets at that stadium. Most NHL teams offer a discounted rate based on a per-game basis for season ticketholders. However, costs of day-of-game tickets were used in order to accurately reflect the cost a non-season ticketholder would incur to attend a game. With the exception of a small number of premium seats not available to the general public or available exclusively as season tickets, all NHL tickets are represented in the average ticket cost.

Costs were determined by telephone interviews with team and venue executives. Identical questions were used in all interviews. Teams were asked to supply prices for the smallest draft beer and soft drink. Parking rates for venues where the majority of parking is controlled by independent operators were based on prices supplied by the clubs and the operators.