

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 ²⁶ Montreal Canadiens ^{*2}	\$117.49 72.18	10.2% 5.0%	\$184.94 159.94	\$6.53 ¹⁶ 9.32 ¹⁶	\$3.73 ¹⁴ 4.19 ¹⁴	\$4.74 3.73	\$18.64 18.64	\$4.66 3.96	\$20.51 23.26	\$585.57 412.12	8.4% 3.7%
New York Rangers* Vancouver Canucks ^{*2}	58.57 62.05	7.1% -5.8%	249.88 122.58	7.50 ²⁴ 6.53 ¹⁶	4.50 ²⁴ 3.73 ²⁰	4.00 3.50	20.00 18.64	10.00 2.80	20.00 13.05	364.49 342.43	4.5% -4.3%
Minnesota Wild Calgary Flames ²	61.28 59.73	0.0% 0.0%	99.38 134.42	6.75 ²⁰ 5.55 ¹²	3.75 ²⁰ 3.55 ²⁴	3.75 3.78	10.00 11.19	3.00 4.44	18.00 18.63	340.60 336.66	0.7% 0.7%
Boston Bruins Edmonton Oilers ^{*2}	54.94 59.71	-10.5% 3.0%	92.50 140.01	7.25 ¹⁶ 7.46 ¹⁶	3.75 ¹⁴ 3.73 ¹⁶	4.50 3.73	25.00 11.19	4.00 0.00	18.00 18.64	336.27 332.07	-4.6% 5.3%
Philadelphia Flyers* Chicago Blackhawks ³⁶	60.25 46.80	0.0% 2.2% ^	173.80 99.30	7.50 ¹⁶ 7.00 ²⁰	2.75 ¹⁶ 5.00 ²⁴	4.00 5.75	10.00 25.00	5.00 5.00	15.00 20.00	323.30 319.21	0.2% 9.4%
NHL AVERAGE	51.41	0.1%	118.63	6.54¹⁶	3.74¹⁸	3.99	13.98	2.60	16.09	301.00	1.7%
New York Islanders Ottawa Senators ²	51.46 52.77	5.4% 1.0%	88.08 102.02	7.25 ¹⁶ 5.36 ¹⁴	5.25 ¹⁶ 3.30 ²⁰	5.00 3.30	7.00 8.18	0.00 0.00	15.00 20.50	298.33 297.38	3.6% 0.6%
Florida Panthers Pittsburgh Penguins	48.76 55.55	-7.3% 8.0%	89.47 134.54	7.00 ²⁰ 4.75 ¹⁴	4.00 ²⁰ 2.75 ¹⁶	5.50 2.50	12.00 10.00	0.00 0.00	18.00 15.00	295.04 292.71	-4.7% 5.9%
New Jersey Devils Washington Capitals	48.05 44.75	-15.9% 7.4%	160.94 132.02	7.75 ¹⁶ 7.50 ²⁴	2.75 ¹⁶ 3.00 ¹⁶	4.75 3.00	14.00 20.00	5.00 5.00	15.00 18.00	291.72 284.00	-14.1% 16.1%
Atlanta Thrashers* Detroit Red Wings	48.51 46.60	0.0% 0.0%	107.75 60.89	7.00 ¹⁶ 6.00 ¹²	4.00 ²¹ 3.50 ¹⁶	4.50 3.25	10.00 20.00	0.00 7.00	15.00 10.00	282.04 279.40	7.5% 0.0%
Nashville Predators San Jose Sharks*	48.36 43.07	2.4% 0.0%	109.87 100.31	6.75 ¹² 6.25 ¹⁶	3.50 ¹⁶ 4.00 ¹⁶	4.25 4.00	10.00 21.00	0.00 5.00	15.00 15.00	277.95 277.78	1.7% 3.0%
Los Angeles Kings Anaheim Ducks	47.20 43.50	0.0% 0.0%	105.24 100.68	6.75 ¹⁶ 6.75 ¹⁶	3.50 ¹⁶ 4.00 ²²	5.00 4.00	15.00 15.00	3.00 0.00	10.00 20.00	277.31 274.50	-1.4% 0.0%
Columbus Blue Jackets Dallas Stars	47.66 35.66	0.0% -5.7%	99.84 115.28	6.75 ¹² 6.00 ¹⁶	3.00 ¹⁶ 4.00 ¹⁶	3.50 4.00	7.00 20.00	0.00 5.00	16.00 14.99	269.16 246.64	-3.4% 1.0%
Colorado Avalanche Carolina Hurricanes*	40.62 38.38	0.0% 0.0%	119.33 75.98	6.25 ²⁴ 5.75 ¹⁶	4.00 ¹⁶ 4.00 ²⁰	4.50 3.50	10.00 10.00	2.00 0.00	9.99 17.00	242.96 239.04	0.0% 5.1%
St. Louis Blues Buffalo Sabres	37.90 36.43	4.2% 0.0%	121.68 76.05	5.00 ¹² 5.00 ¹⁶	5.00 ²² 2.50 ¹⁶	4.00 3.75	15.00 15.00	1.00 5.00	10.00 12.00	234.61 223.72	7.1% 0.5%
Phoenix Coyotes Tampa Bay Lightning	37.45 35.76	0.0% -16.5%	129.23 69.34	6.00 ¹⁶ 5.00 ¹²	3.00 ¹⁶ 4.50 ²⁰	4.00 2.00	0.00 12.00	0.00 0.00	16.00 15.00	221.80 221.04	0.0% -12.4%

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

²⁶ 2008 prices were re-adjusted. The Maple Leafs' price was incorrectly calculated last season, when it was listed at \$76.15 due to a TMR error. The Blackhawks mistakenly gave TMR non-season ticket pricing. Both mistakes were corrected retroactively to show a correct percentage change.

[^] The Blackhawks did not change ticket pricing at any level, but their percentage change was affected by the rescaling of some seat sections.

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 1 CAD=\$0.932418 USD. We adjust previous year pricing to current exchange rate. Last year's average ticket price is now recognized as \$51.35 and the FCI, \$296