

NHL Fan Cost Index

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 Boston Bruins*	\$113.66 88.70	2.4% 20.0%	\$183.93 300.00	\$6.47 ¹⁶ 8.50 ¹⁶	\$3.57 ¹⁴ 5.75 ¹⁴	\$4.84 5.75	\$17.85 42.00	\$4.46 5.00	\$22.30 20.00	\$572.58 509.80	1.9% 14.8%
New York Rangers* Chicago Blackhawks	77.87 78.80	4.0% 8.0%	332.49 167.44	10.50 ²⁴ 8.00 ¹⁶	5.50 ²⁴ 5.75 ²⁴	6.50 6.25	30.00 24.00	10.00 5.00	25.00 25.00	479.48 463.20	8.2% 5.8%
Vancouver Canucks ² Washington Capitals	84.87 70.98	0.0% 7.0%	202.84 269.97	7.58 ¹⁶ 8.00 ²⁴	3.57 ¹⁶ 5.00 ¹⁶	4.91 5.50	26.77 20.00	2.67 5.00	17.84 20.00	456.35 411.94	2.5% 4.7%
Winnipeg Jets ² Montreal Canadiens ²	79.28 73.67	2.5% 2.7%	122.49 132.94	7.36 ¹² 6.01 ¹⁴	4.24 ¹⁶ 3.88 ²⁴	6.02 3.69	13.38 20.95	0.00 3.79	13.38 22.26	413.04 410.04	6.2% 2.2%
Edmonton Oilers ² Pittsburgh Penguins	72.63 73.59	3.1% 4.3%	171.95 179.25	6.25 ¹² 5.25 ¹²	3.52 ²⁴ 3.00 ¹²	3.79 5.00	13.39 18.00	2.68 0.00	21.37 18.00	393.75 390.84	8.9% 3.4%
Philadelphia Flyers* Los Angeles Kings	74.65 66.25	4.3% 5.6%	194.16 110.87	8.50 ²⁰ 8.50 ²⁰	4.00 ¹⁶ 5.25 ²¹	5.25 5.75	22.00 25.00	5.00 2.00	20.00 14.99	386.11 384.99	6.8% 8.1%
Minnesota Wild	67.06	2.6%	100.59	9.50 ²⁰	5.00 ²⁴	5.00	10.00	3.00	20.00	383.25	8.3%
NHL AVERAGE	62.18	4.4%	151.53	7.45¹⁶	4.46¹⁹	4.94	17.70	2.60	19.75	363.58	4.7%
Calgary Flames ² San Jose Sharks*	63.07 54.68	4.5% 1.8%	159.58 128.35	7.01 ¹⁸ 6.25 ¹⁶	3.61 ²⁰ 4.00 ¹⁶	3.61 4.00	12.75 21.00	4.25 5.00	17.84 25.00	352.12 344.42	3.2% 1.1%
Nashville Predators Carolina Hurricanes*	62.16 61.04	10.2% 6.4%	125.35 110.57	6.75 ¹² 6.50 ¹⁶	3.50 ¹⁶ 4.50 ²⁰	4.25 4.00	10.00 10.00	0.00 0.00	20.00 20.00	343.14 341.17	7.2% 12.4%
St. Louis Blues New Jersey Devils	53.33 47.71	8.5% 0.0%	159.60 172.86	9.00 ²⁰ 8.50 ¹⁶	5.50 ²⁰ 4.25 ¹⁶	5.00 5.75	20.00 24.00	1.00 3.00	16.00 18.00	327.32 313.85	6.1% 0.0%
Arizona Coyotes Detroit Red Wings ⁵	44.68 49.16	10.8% 3.5%	138.10 108.80	9.50 ¹⁶ 6.50 ¹⁶	5.00 ¹⁶ 4.00 ¹⁶	5.75 4.00	10.00 20.00	0.00 7.00	29.99 15.95	310.71 307.54	10.4% 4.3%
New York Islanders ⁵ Ottawa Senators ²⁵	49.21 51.76	-0.3% 9.9%	98.44 130.90	9.75 ¹⁶ 5.35 ¹⁴	5.00 ¹⁶ 3.57 ²⁰	6.25 3.57	8.25 10.71	0.00 0.00	15.00 19.59	299.59 296.19	0.0% 10.7%
Colorado Avalanche* ⁵ Buffalo Sabres	47.56 49.72	1.1% 3.7%	119.33 91.08	6.75 ¹² 8.00 ²⁰	4.50 ¹⁶ 3.00 ¹⁶	4.75 4.25	10.00 13.00	2.00 2.00	20.00 15.00	295.64 290.90	0.7% 1.5%
Anaheim Ducks Columbus Blue Jackets	45.10 48.90	6.8% 3.9%	101.79 101.29	8.25 ¹⁶ 5.50 ¹²	5.50 ²¹ 4.75 ²²	6.00 4.00	16.00 7.00	0.00 0.00	15.00 20.00	288.88 288.62	1.4% 2.6%
Tampa Bay Lightning Dallas Stars	44.50 37.28	5.4% 0.0%	150.35 123.21	5.50 ¹² 6.00 ¹⁶	6.00 ²⁰ 4.00 ¹⁶	4.50 4.00	10.00 20.00	0.00 5.00	20.00 20.00	281.02 263.11	4.9% 0.0%
Florida Panthers	33.39	-18.3%	57.47	8.00 ¹⁶	5.00 ²⁰	6.50	20.00	0.00	20.00	255.55	-10.5%

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. All Canadian team prices are in USD.

Editor's Note: Teams are listed by FCI price, not ticket price. In some cases, teams have implemented retroactive changes to past prices, resulting in new percentage changes, which might not match up to previous years.

* Teams did not respond to TMR inquiries. Past information provided by teams and public information were used in ticket price averages.

⁵ These teams' 2014 ticket averages were retroactively adjusted by the teams to make a proper percentage comparison. For the Ottawa Senators, TMR had been using the net pricing, instead of the gross, resulting in a sizable change from previous seasons. The Islanders gave general pricing, not season pricing, in previous years and the Red Wings changed some incorrect information they had provided.

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=\$.892373 USD. We adjust the previous year's pricing to current exchange rate to make the comparison fair.

Puck money: NHL prices increase in 2014-15

Average ticket price up 4.4 percent to \$62.18; Total FCI rises 4.7 percent to \$363.58

Game on!

The average National Hockey League ticket rose 4.4 percent to \$62.18 for the 2014-15 season, according to the Team Marketing Report™ NHL Fan Cost Index®.

The Toronto Maple Leafs once again have the highest average season ticket price at \$113.66 (up 2.4 percent).

The Boston Bruins (\$88.70), Vancouver Canucks (\$84.87), Winnipeg Jets (\$79.28) and Chicago Blackhawks (\$78.80) round out the top-five average ticket prices. All Canadian team prices are in U.S. dollars, using the current exchange rate.

The NHL average Fan Cost Index® price went up 4.7 percent to \$363.58.

The exclusive Fan Cost Index (FCI) gives a representative look at the cost of taking a family of four to a hockey game.

The FCI comprises the price of four general (not including premium seats) season tickets, two small draft beers, four small soft drinks, four regular-sized hot dogs, parking for one car, two game programs and two adult-sized caps.

The Maple Leafs also have the most expensive FCI at \$572.58. The Bruins (\$509.80), New York Rangers (\$479.48), Blackhawks (\$463.20) and Vancouver Canucks (\$456.35) round out the top five.

The Florida Panthers have the cheapest average ticket at \$33.39 and the cheapest FCI at \$255.55. The five cheapest FCI teams are in non-traditional markets: Anaheim (\$288.88), Columbus (\$288.62), Tampa Bay (\$281.02), Dallas (\$263.11) and Florida.

The average NHL premium ticket (which includes club seats and any season ticket with added amenities) is \$151.53. Premium

seats account for around 16.5 percent of the NHL inventory, according to TMR research, not including luxury suites.

Twenty-five teams increased ticket prices by 1 percent or more, led by the Boston Bruins. TMR estimated the Bruins' percentage increase at 20 percent, though the team wouldn't participate in the survey after years of full cooperation. The Bruins' season ticket increase was a big story in Boston at the end of last season, with increases as high as 40 percent in some sections, according to reports.

Last year's Stanley Cup champion, the Los Angeles Kings, increased season ticket prices by an average of 5.6 percent to \$66.25. Their FCI went up 8.1 percent to \$384.99.

After raising ticket prices by 16 percent last season, the Blackhawks bumped them up by another 8 percent after falling to the Kings in the Western Conference finals.

Only one team showed a percentage decrease of more than 1

percent, the Panthers, who cut prices by 18.3 percent after dropping prices by 26.7 percent last season. Florida had the second-worst attendance in the NHL last season

at 14,177. While the Arizona Coyotes (formerly Phoenix) had the worst attendance at 13,775, they raised ticket prices by 10.8 percent this year, with an average ticket of \$44.68.

The average beer price is up to \$7.45 for a 16-ounce beer. The Rangers reported the most expensive "cheapest" beer at \$10.50 for 24-ounce pour.

EDITOR'S NOTE: All Canadian ticket prices have been converted into U.S. dollars by using the most recent exchange rate. TMR retroactively changes the previous season's averages to match the current exchange rate. Because of market fluctuations, the Canadian team prices seemingly went down from last year.

Year	Ticket	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	FCI
2013	\$61.62	\$7.34 ¹⁶	\$4.39 ¹⁸	\$4.74	\$16.63	\$2.54	\$19.88	\$359.17
2012	61.01	7.07 ¹⁶	4.06 ¹⁸	4.48	15.02	2.57	21.15	354.82
2011*	57.39	6.80 ¹⁶	3.91 ¹⁸	4.19	14.40	2.70	16.73	328.81
2010	54.25	6.71 ¹⁶	3.90 ¹⁸	4.14	14.19	2.61	15.86	313.68
2009	51.27	6.54 ¹⁶	3.74 ¹⁸	3.99	13.98	2.60	16.09	300.54