



FOR IMMEDIATE RELEASE

MARKET & PUBLIC OPINION RESEARCH

June 11, 2009

Detailed Regional Results of NRG Lightning Poll on Hockey in Canada

BEST INTEREST OF HOCKEY

What is in the best interest of hockey?

	TOTAL CANADIANS %	ATLANTIC CANADA %	QUEBEC %	TOTAL ONTARIO %	SW ONTARIO %	GTA %	WESTERN CANADA %
UNWEIGHTED	(1013)	(63)	(197)	(509)	(180)	(230)	(244)
WEIGHTED	(1013)	(79)	(249)	(387)	(135)	(178)	(298)
Moving the team to Hamilton	56	38	45	67	72	67	56
Keeping the team in Phoenix	9	2	17	6	3	6	9
Don't care	27	51	26	22	20	21	28
Neither	2	1	3	2	1	2	3
Unsure	5	8	9	3	4	4	3

MAKING THE BEST DECISION FOR PROFESSIONAL HOCKEY

Who do you trust to do what is best for professional hockey?

	TOTAL CANADIANS %	ATLANTIC CANADA %	QUEBEC %	TOTAL ONTARIO %	SW ONTARIO %	GTA %	WESTERN CANADA %
UNWEIGHTED	(1013)	(63)	(197)	(509)	(180)	(230)	(244)
WEIGHTED	(1013)	(79)	(249)	(387)	(135)	(178)	(298)
Jim Balsillie	38	28	29	48	59	43	33
Gary Bettman	18	13	25	12	9	16	20
Neither	13	16	12	12	7	14	16
Both	1	1	1	2	1	2	0
Unsure	30	42	33	26	24	25	30

EXTENT OF HOCKEY LOYALTY IN CANADA

How closely do you follow professional hockey? Would you say...

	TOTAL CANADIANS %	ATL %	QC %	TOTAL ON %	SW ON %	GTA %	WESTERN CANADA %
UNWEIGHTED	(1013)	(63)	(197)	(509)	(180)	(230)	(244)
WEIGHTED	(1013)	(79)	(249)	(387)	(135)	(178)	(298)
A loyal fan that watches many games	31	19	36	30	32	29	30
A fan some of the time that watches occasionally	32	26	35	31	32	29	33
Not much of a fan that only watches infrequently	17	16	14	19	20	21	17
Not at a fan of hockey at all	20	39	15	20	16	21	19