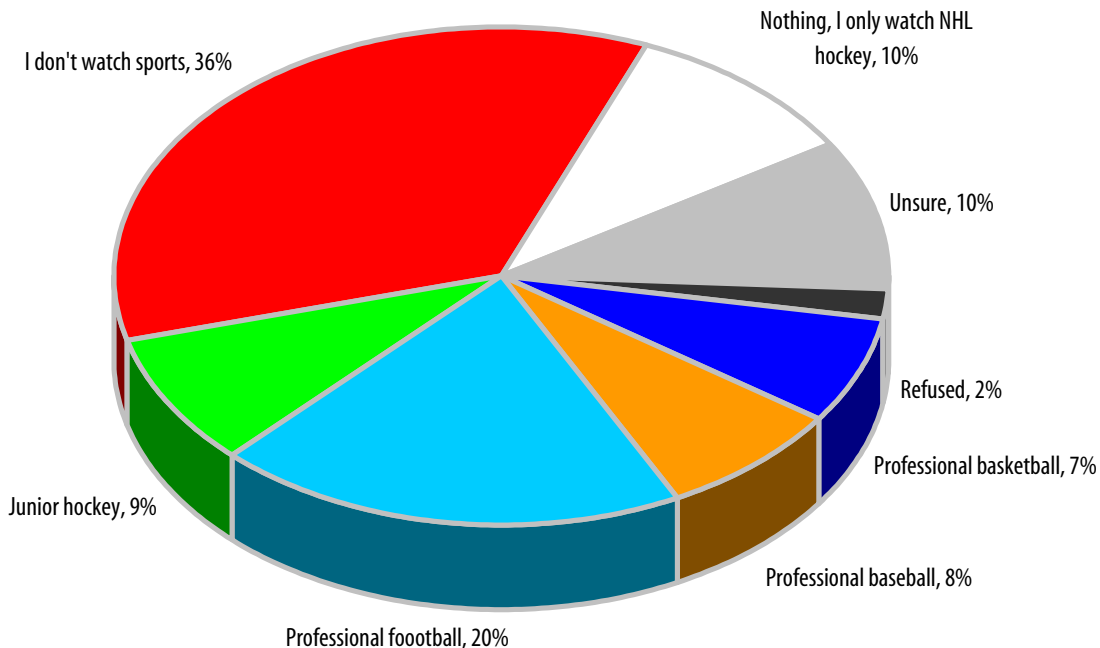


September 2004

Alternatives to NHL Hockey

If the NHL players were to go on strike in October, what other sport would you most likely watch: professional basketball, professional baseball, professional football, junior hockey? [Read and Rotate]



COMMENTARY

When Ontario voters were asked what sport they will watch if the NHL players go on strike, professional football was the most popular alternative (20%), followed by junior hockey (9%), professional baseball (8%) and professional basketball (7%). Over a third of respondents (36%) said that they do not watch any sports at all, while one in ten (10%) said that they will watch nothing else because they only watch NHL hockey.

THE METHODOLOGY

On September 11th and September 12th, 2004, SES conducted a total of 500 telephone interviews across Ontario with eligible voters. Aggregate results of the survey are accurate to within 4.5 percentage points, plus or minus, 19 times out of 20.

Validation of the demographic profile of respondents indicates that the poll is a fair representation of the voters of Ontario.

ABOUT SES

Established in 1987, SES Canada Research Inc. is a full service public opinion research and management consulting firm.

In order to maximize turn-around time and increase efficiency, SES has a 168-line call centre complete with a predictive dialer. SES is regularly called upon by corporate, government and para-public clients in Canada and the United States to conduct research and provide strategic advice.

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