



Media Release

Professional Football Wins if NHL Players Strike

Ottawa, September 16, 2004 - A provincial survey of Ontarians released by polling firm SES Research indicates if NHL players go on strike, professional football will gain the most from the work stoppage.

When asked which sport they will watch if the NHL players were to go on strike, one in five respondents (20%) said professional football, followed by junior hockey (9%), professional baseball (8%), professional basketball (7%). Over one-third of Ontarians (36%) said they did not watch sports, while another 10% said that they only watch the NHL and therefore will watch nothing else.

“Professional football could be the winner if a hockey strike occurs” noted SES President Nikita Nanos. “Where profits are measured in media market share, a strike in hockey is potentially good financial news for other professional sports.”

SES’s Ontario Omnibus Survey is conducted every four months. It is based on a random telephone sample of 500 Ontarians, 18 years of age and older and was conducted on September 11th and September 12th, 2004. The margin of accuracy for the survey is 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 Canadian voting populace.

Established in 1987, SES Canada Research Inc. is a full service marketing and public opinion research firm with offices in Toronto and Ottawa.

For a detailed review of the survey tables, please visit the SES Research website at <http://www.sesresearch.com>.



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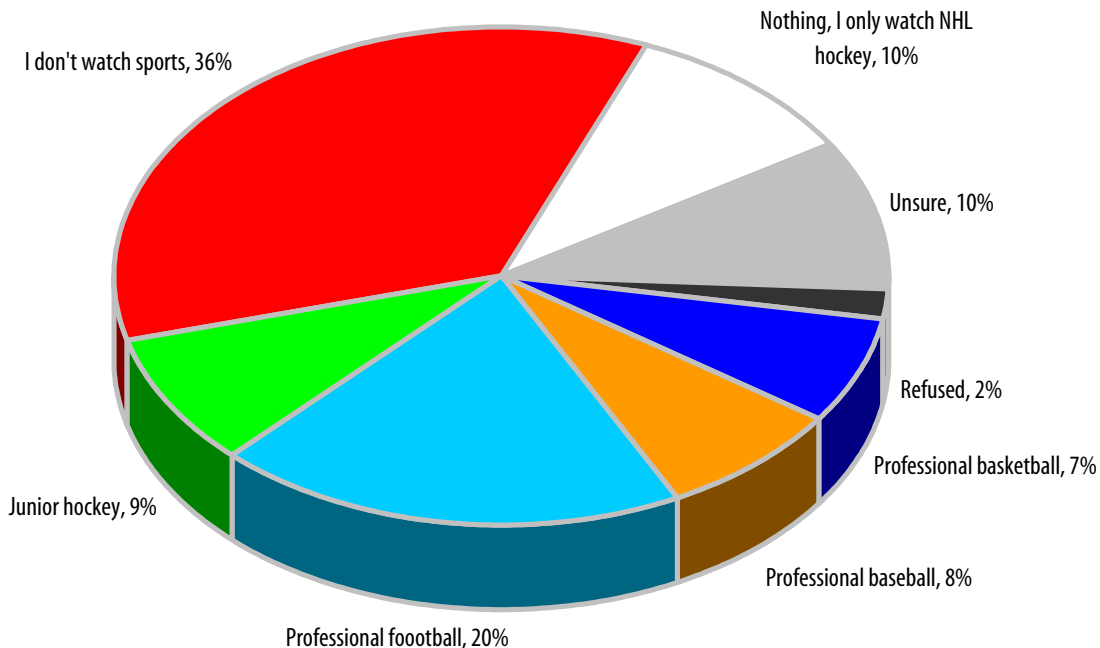
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■ Alternatives to NHL Hockey

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.

For more information on our full range of services please visit our website www.sesresearch.com or contact:

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