

Research Summary on the Winnipeg Jets Attendance Issues

This group research project conducted in November 2023 pointed to possible reasons for the lack of attendance at recent Winnipeg Jets games.

Primary research

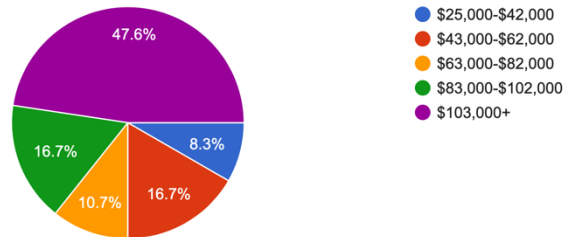
Between Tuesday, November 21 and Monday, November 27, our group posted an online survey across social media platforms such as Facebook, Instagram, and X. These platforms allowed us to gather results from a variety of people with different annual incomes and interests.

Total participants: 83

What is your annual household income?
84 responses

Annual incomes:

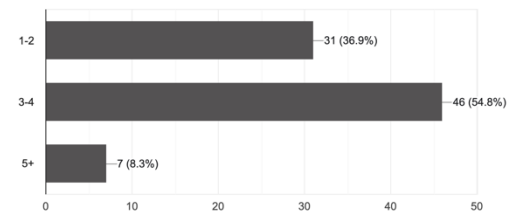
\$25,000 - \$42,000: 6 (7.2%)
 \$43,000 - \$62,000: 14 (16.8%)
 \$63,000 - \$82,000: 9 (10.8%)
 \$83,000 - \$102,000: 14 (16.8%)
 \$103,000+: 40 (48%)



Question 1: How many people are in your household?

1-2: 31 (37.3%)
 3-4: 45 (54.2%)
 5+: 7 (8.4%)

How many people are in your household?
84 responses



Question 2: When purchasing Winnipeg Jets game tickets, what factors most affect your decision?

Affordability

Somewhat important: 21 (25.3%)
 Not important: 0 (0%)
 Very important: 62 (74.7%)

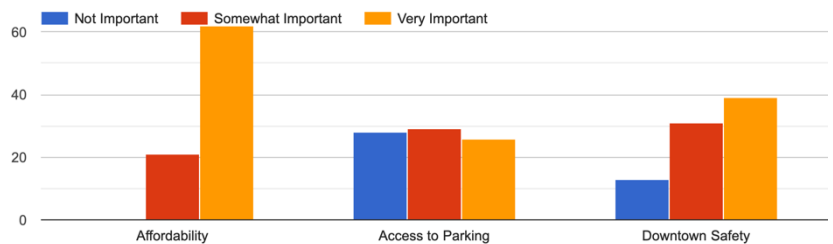
Access to parking

Somewhat important: 29 (34.9%)
 Not important: 28 (33.7%)
 Very important: 26 (31.3%)

Downtown safety

Somewhat important: 31 (37.3%)
 Not important: 13 (15.6%)
 Very important: 39 (46.9%)

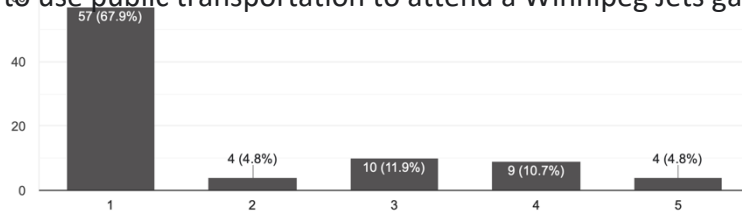
When purchasing Winnipeg Jets game tickets, what factors most affect your decision?



How likely are you to use public transportation to attend a Winnipeg Jets game, on a scale of 1-5?
84 responses

Question 3: How likely are you to use public transportation to attend a Winnipeg Jets game, on a scale of 1-5?

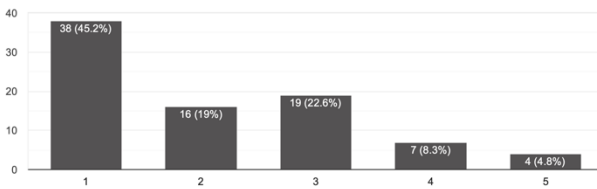
- 1: 56 (67.4%)
- 2: 4 (4.8%)
- 3: 10 (12%)
- 4: 9 (10.8%)
- 5: 4 (4.8%)



Question 4: How often do you visit downtown establishments outside of attending a Winnipeg Jets game, on a scale of 1-5?

- 1: 37 (44.5%)
- 2: 16 (19.2%)
- 3: 19 (22.8%)
- 4: 7 (8.4%)
- 5: 4 (4.8%)

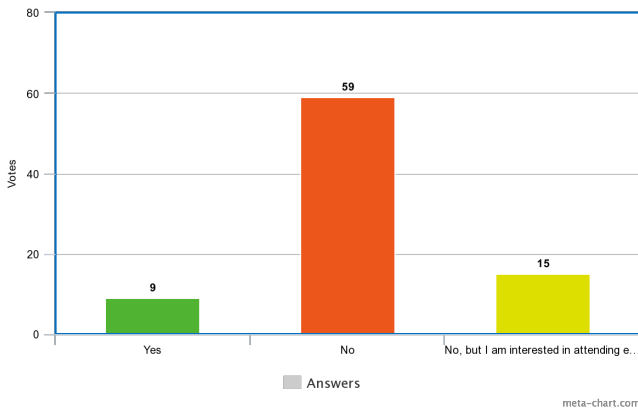
How often do you visit downtown establishments outside of attending a Winnipeg Jets game, on a scale of 1-5?
84 responses



Question 5: Do events at other downtown establishments, before or after games, affect your decision to purchase tickets?

- Yes: 9 (10.8%)
- No: 59 (71%)
- No, but I am interested in attending events in the future: 15 (18%)

Do events at other downtown establishments, before or after games, affect your decision to purchase tickets?

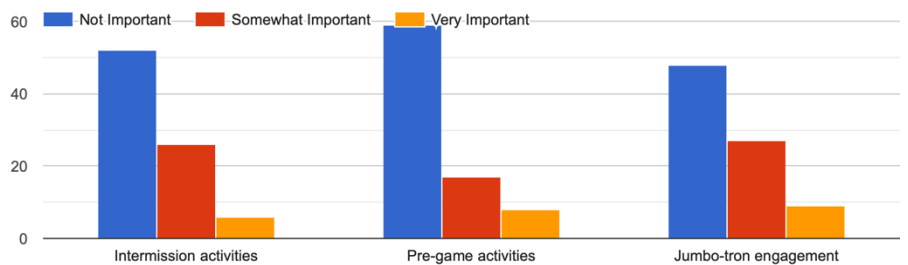


Question 6: Which forms of fanfare most affect your decision to purchase tickets?

- Intermission activities**
- Somewhat important: 51 (61.4%)
 - Not important: 26 (31.3%)
 - Very important: 6 (7.2%)

- Pre-game activities**
- Somewhat important: 17 (20.4%)

Which forms of fan-fare most affect your decision to purchase tickets?



Not important: 58 (69.8%)
 Very important: 8 (9.6%)

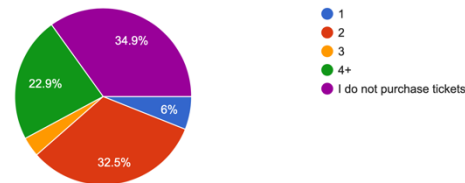
Jumbotron engagement

Somewhat important: 26 (31.3%)
 Not important: 48 (57.8%)
 Very important: 9 (10.8%)

Question 7: How many tickets do you purchase for a regular-season game, on average?

How many tickets do you purchase for a regular-season game, on average?
 83 responses

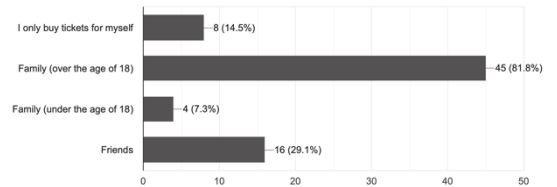
I do not purchase tickets: 29 (34.9%)
 1: 5 (6%)
 2: 27 (32.5%)
 3: 3 (3.6%)
 4+: 19 (22.8%)



Question 8: If purchasing multiple tickets, who are they for? (Check all that apply)

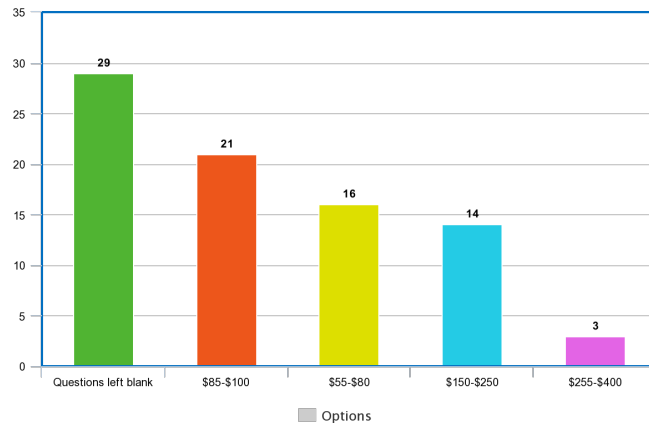
I only buy tickets for myself and my family (over and under the age of 18): 1 (1.2%)
 I only buy tickets for myself, family (over the age of 18), and friends: 1 (1.2%)
 I only buy tickets for my family (over and under the age of 18) and friends: 1 (1.2%)
 I only buy tickets for myself and my family (over the age of 18): 1 (1.2%)
 I only buy tickets for my family (over and under the age of 18): 1 (1.2%)
 I only buy tickets for my friends and family (over the age of 18): 8 (9.6%)
 I only buy tickets for myself: 4 (4.8%)
 I only buy tickets for my family (over the age of 18): 31 (37.3%)
 I only buy tickets for my family (under the age of 18): 1 (1.2%)
 I only buy tickets for my friends: 5 (6%)
 Question left blank: 29 (34.9%)

If purchasing multiple tickets, who are they for? (Check all that apply)
 55 responses



Question 9: On average, how much have you spent on a regular-season ticket for a Winnipeg Jets game?

Question left blank: 29 (34.9%)
 \$85-\$100: 21 (25.3%)
 \$55-\$80: 16 (19.2%)
 \$150-\$250: 14 (16.8%)
 \$255-\$400: 3 (3.6%)



Question 10: Would having more local food/beverage options increase your odds of purchasing tickets?

Yes: 34 (40.9%)

No: 49 (59%)

Question 11: On average, how much have you spent on food/beverages at a single Winnipeg Jets game?

On average, how much have you spent on food/beverages at a single Winnipeg Jets game?
83 responses

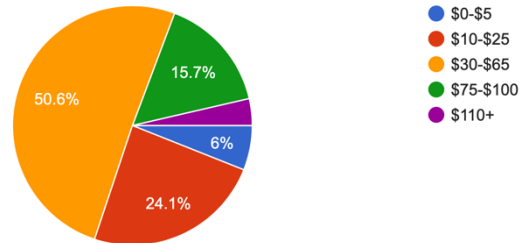
\$30-\$65: 42 (50.6%)

\$10-\$25: 20 (24%)

\$75-\$100: 13 (15.7%)

\$0-\$5: 5 (6%)

\$110+: 3 (3.6%)



Secondary research

Global News, "The cost to attend an NHL game in each Canadian city, ranked," Oct. 6, 2022. Accessed at <https://globalnews.ca/news/9179433/nhl-game-cost-canadian-city-rankings/> on November. 7, 2023.

This article states that the Winnipeg Jets are one of the most expensive teams to watch **in person**. Affordability is not just an issue in Winnipeg.

Insurdinary, "What is The Average Household Income in Canada for 2023?" Apr. 6, 2023. Accessed at <https://www.insurdinary.ca/average-household-income-in-canada/#:~:text=Average%20Canadian%20Household%20Income%20for%202023,in%202022%20and%20into%202023> on November. 12, 2023.

This article statistically examines the incomes of households across Canada. Winnipeg Jets games are not affordable for many.

CBC News, "Empty seats at Winnipeg Jets games no reason to panic, chamber of commerce head says," Judy Owen. Oct. 26, 2023. Accessed at <https://www.cbc.ca/news/canada/manitoba/winnipeg-jets-attendance-chamber-1.7009396> on November. 10, 2023.

This article supports my recommendation by proving Winnipeg Jets attendance numbers are down.

National Library of Medicine, "Is Buying Local Less Expensive," July. 11, 2022. Accessed at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9315852/> on December. 1, 2023.

This article backed my opinion on local foods being priced similarly or lower than fast foods.