

Market Analysis: By Fanbase

Sorted by Fanbase	70 Fanbase	15 Arena	15 Ownership	Average Balanced Score	Average Weighted Score	Complications / Assumptions
Toronto	5	5	5	5.0	5.0	* assumes using ACC or building a new arena; assumes also finding an owner, likely very easy * assumes territorial rights with TML are worked out
Hamilton	5	2	1	2.7	4.0	* does not include territorial rights issues with both Toronto and Buffalo; arena renovations required for boxes * unless Jim Balsillie plays nice with the NHL there is no owner for Hamilton
Winnipeg	4	4	4	4.0	4.0	* moving the AHL Moose is the only small roadblock
Houston	4	5	5	4.7	4.3	* assumes Les Alexander is still interested in the NHL * assumes Texans take to hockey in Houston as in Dallas
Quebec City	4	1	1	2.0	3.1	* former Nordiques owner Aubut has recently said that a new arena is needed for the NHL's return * no ownership potentials have come forward including Marcel Aubut
Hartford	4	1	4	3.0	3.6	* assume Howard Baldwin puts together an ownership group * mayor recently announced that his city needs a new arena, no firm commitment for one yet
Seattle	4	2	1	2.3	3.3	* assumes no owner has come forward
Portland	3	4	5	4.0	3.5	* assumes Paul Allen is still interested in the NHL * a new MLS team will arrive in Portland shortly
Las Vegas	2	5	5	4.0	2.9	* assumes the new arena that is on hold gets built * assumes Jerry Bruckheimer is still interested in the NHL
Kansas City	2	5	1	2.7	2.3	* William Del Biaggio holds/held exclusive rights to own an NHL team in KC, is there another ownership group?
Oklahoma City	2	3	1	2.0	2.0	* assume no owner has come forward * The relocated Supersonics, now called the Thunder have made this their new home.
Europe	3	4	4	3.7	3.3	* assumes the NHL can find owners for the few NHL-caliber arenas in Europe * assumes NHL-IIHF relationship is maintained * strong concern that fans won't pay NHL ticket prices for a season more than twice as long as they are accustomed

Scoring: 1 is lethal, 2 to 3 very concerning, 4 terrific, 5 as good as it gets