

Public Abstract

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Title:Weathers Effect on NHL Attendance

This study seeks to determine if weather deters fan attendance in domed arenas, specifically National Hockey League (NHL) games. Six NHL markets below the 100 percent average capacity threshold were studied and data points collected for each of their home games during the 2014-2015 season. The ensuing multiple regression analysis focused on various attendance and weather factors and should help determine the measurable impact of varying weather situations on NHL attendance.

Keywords: NHL, weather, attendance, demand, dome, temperature