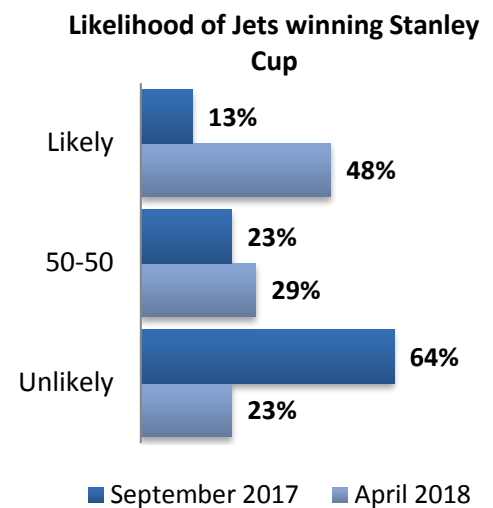


## Manitobans are believing in the Winnipeg Jets

### *Manitobans are more optimistic about the Jets' Stanley Cup chances than before the season began.*

Prior to the start of the 2017-18 NHL season, just 13% of Manitobans believed the Winnipeg Jets would likely win the Stanley Cup. However, just after the end of the regular season, this percentage has grown to 48%.

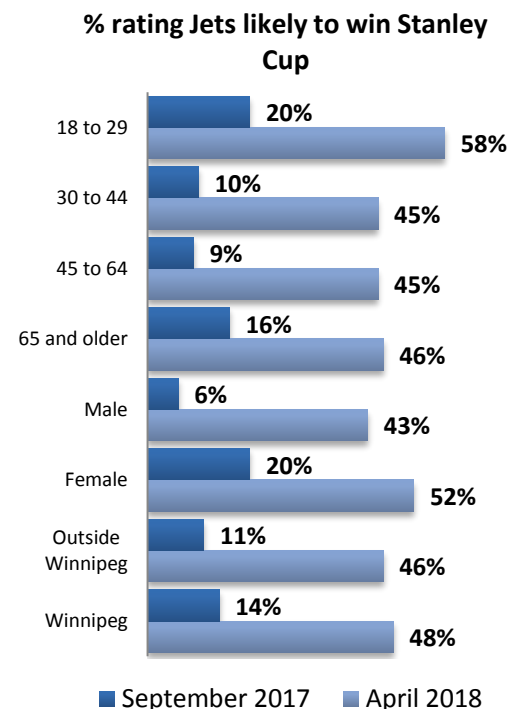
Conversely, prior the season 64% said the chances of winning was unlikely compared to 23% just prior to the start of playoffs.



### *Women and younger Manitobans the most optimistic about the Jets' chances.*

Just as it was before the season started, women and Manitobans 18 to 29 are the most optimistic about the Winnipeg Jets chances of winning the Stanley Cup. In September 2017, women and the youngest adult Manitobans were the only groups where at least 1 in 5 thought the Jets would likely win the Stanley Cup.

In April 2018, women and 18 to 29 year olds are the only groups where more than half believe the Jets are likely to win the Stanley Cup.



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**PRA Inc. sponsored these questions independently.  
No other organization, public or private, funded this study in whole or in part.  
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(204) 987-2030 or toll-free at 1-888-877-6744.**

#### **METHODOLOGY**

PRA conducted the September 2017 survey from September 6 to October 2, 2017 using its Manitoba Omnibus, which is a monthly random-digit telephone survey of 800 Manitobans. This survey size yields an error rate of  $\pm 3.5\%$  (19 times out of 20).

PRA conducted the April 2018 survey from April 9 - 11, 2018 using its Manitoba Panel. In total, 1,387 Manitobans completed the survey. Because this sample is a non-probability sample, no error rate can be calculated. A random population survey of this size would yield an error rate of  $\pm 2.6\%$  (19 times out of 20).

As any sample may not represent the population perfectly, PRA corrects statistically for discrepancies in gender, age, and income to ensure the sample corresponds as closely as possible to Manitoba's population based on Statistics Canada information.

**PRA is an independent research company with its head office in Winnipeg houses a research call centre and focus group facilities. Founded in 1988, the company conducts large- and small-scale quantitative and qualitative research in both official languages.**

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