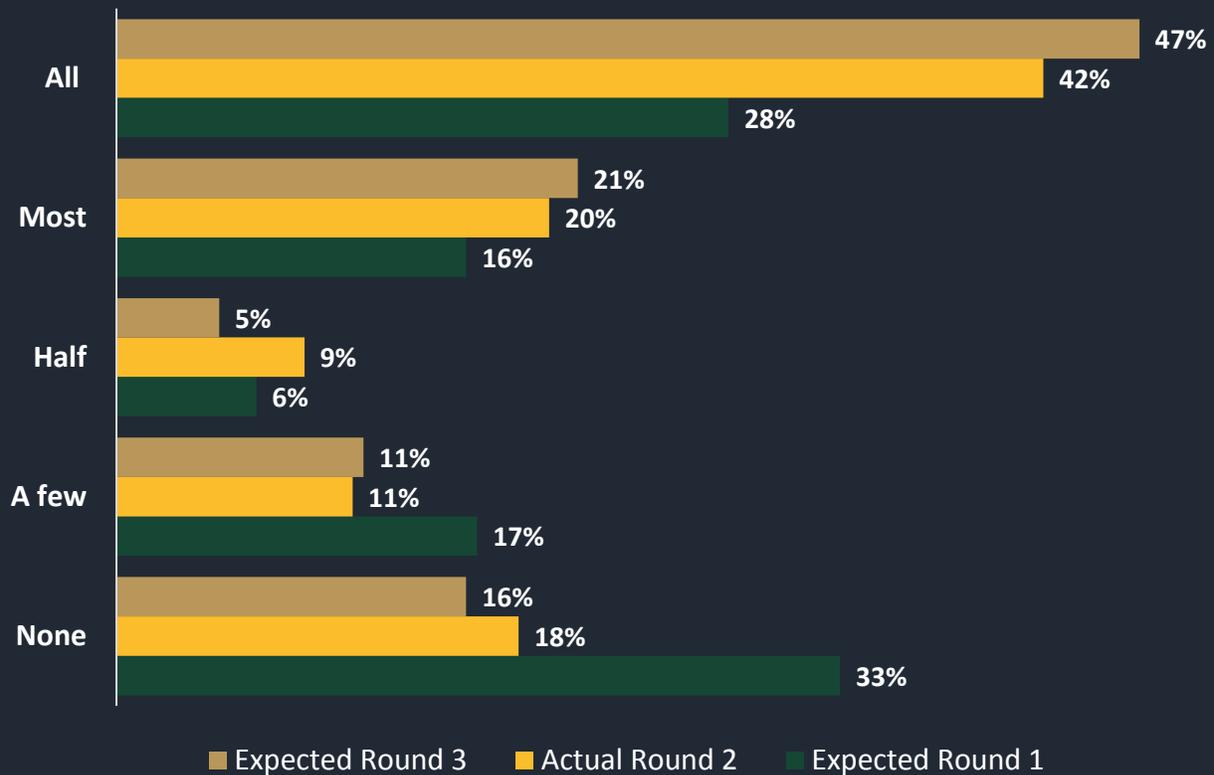


# Interest in Jets growing

As the Winnipeg Jets continue their historic playoff run, interest in watching the Jets continues to rise. Heading into Round 1 versus the Minnesota Wild, just 28% of Manitobans expected to watch all the games, either live or in person. When looking at actual behavior for Round 2 versus the Nashville Predators, 42% watched all the games, and expected viewership rises to 47% for all games of Round 3 versus the Vegas Golden Knights.

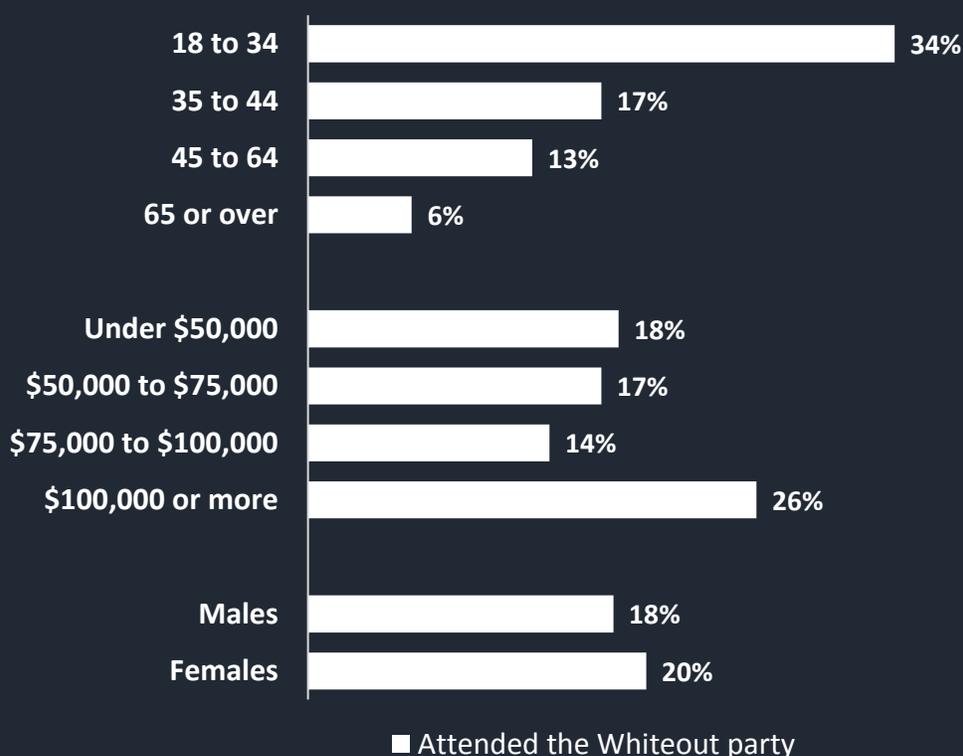
Planned and expected Jets viewing round by round



# 1 in 5 have joined the Whiteout

About 1 in 5 Winnipeggers (19%) have attended a Winnipeg Jets Whiteout party in downtown Winnipeg since the playoffs began. Attendance seems to be a bigger draw for younger Winnipeggers, with 34% of those under 35 having taken in the festivities downtown. Of interest, the event seems to be drawing men and women in virtually equal numbers (18% male, 20% females).

## Attended a Whiteout party downtown



## BACKGROUND

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PRA Inc. sponsored these questions independently.  
No other organization, public or private, funded this study in whole or in part.  
For more information about the research, please contact  
Nicholas Borodenko, partner, at borodenko@pra.ca  
(204) 987-2030 or toll-free at 1-888-877-6744.

PRA conducted the survey from May 8 to 11, 2018 using its Manitoba Panel. In total, 1,722 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  $\pm 2.4\%$  (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.

For more information about PRA's services or facilities, please contact its offices directly or visit [www.pra.ca](http://www.pra.ca).