



IMPACT OF JETS PLAYOFF RUN

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P R  B E
RESEARCH INC.

ABOUT THE PROBE RESEARCH OMNIBUS

For more than two decades, Probe Research Inc. has undertaken quarterly omnibus surveys of random and representative samples of Manitoba adults. These scientific telephone surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on a range of social, cultural and public policy topics. The Probe Research Omnibus Survey of 1,000 Manitoba adults is the province's largest and most trusted general population survey.

SURVEY INSTRUMENT

The survey instrument was designed by Probe Research in close consultation with the Winnipeg Free Press.

METHODOLOGY

Between June 5 and 19, 2018, Probe Research surveyed a random and representative sampling of 600 adults residing in Winnipeg.

- ▶ With a sample of 600, one can say with 95 percent certainty that the results are within ± 4.0 percentage points of what they would have been if the entire adult population of Winnipeg had been surveyed. The margin of error is higher within each of the survey's population sub-groups.
- ▶ Modified random digit dialing, including both landline and wireless numbers, ensured all Winnipeg adults had an equal opportunity to participate in this Probe Research survey. A CATI-to-web approach was employed whereby a live-voice operator or interactive system randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 115 randomly recruited Probe Research panel members were included in this general population adult sampling.
- ▶ Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the city's population. All data analysis was performed using SPSS statistical analysis software.

FOR MORE INFORMATION:



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KEY FINDINGS

- With the benefit of a few weeks of hindsight, fully three-quarters of Winnipeggers say the Winnipeg Jets' playoff run and the resulting celebratory mood left them feeling more positive about their city. One-half of Winnipeg adults said the team's playoff performance and the Whiteout street parties made them feel a *lot more positive* about the city.
- These positive feelings crossed all demographics. In other words, when it comes to the Jets' playoff run, there were no statistically significant differences among women and men, age groups, household income levels or regions of the city.
- Only one-quarter said the excitement around the team's performance in the Stanley Cup playoffs did not affect their view of Winnipeg.

JETS PLAYOFF RUN STRONG MORALE BOOST FOR WINNIPEG

Q1. *“This year the Winnipeg Jets made it into the third round of the Stanley Cup playoffs for the first time, and this created a lot of excitement – including the “Winnipeg Whiteout” parties downtown and lots of other cheering around town. Now that it’s over, some people have been discussing what the Jets playoff run means for Winnipeg – and specifically people’s views of the city. How about for yourself? Did the Jets Stanley Cup playoff run leave you feeling... (n=600)*

Base: Winnipeg adults

