

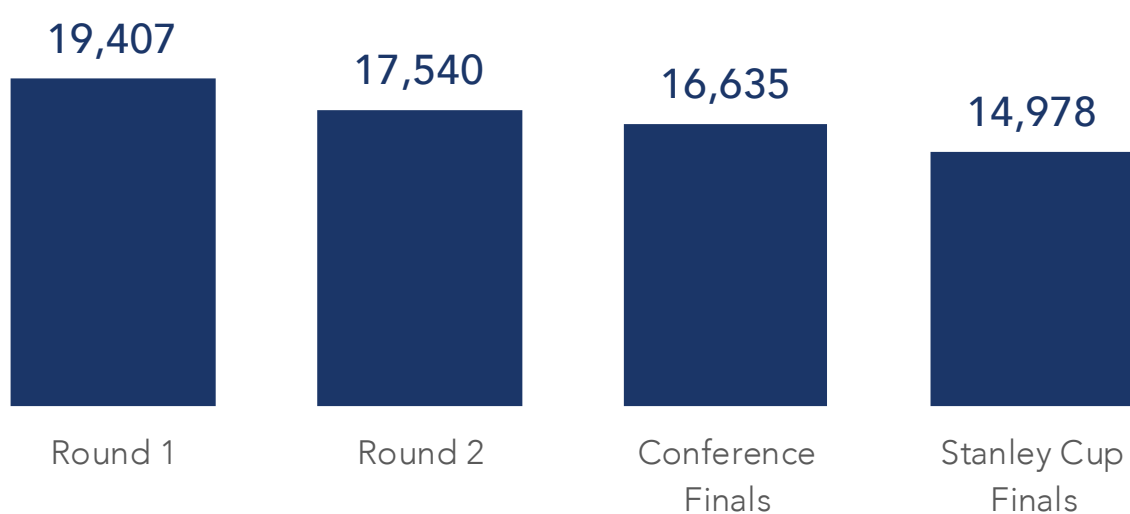
# 68% of Canadians watched the 2018 NHL Playoffs

Numeris examines how Canadians watched the 2018 NHL Playoffs.

This year, two Canadian teams made it to the playoffs: the Toronto Maple Leafs and the Winnipeg Jets.

## 19.4 million viewers tuned in to catch first round action

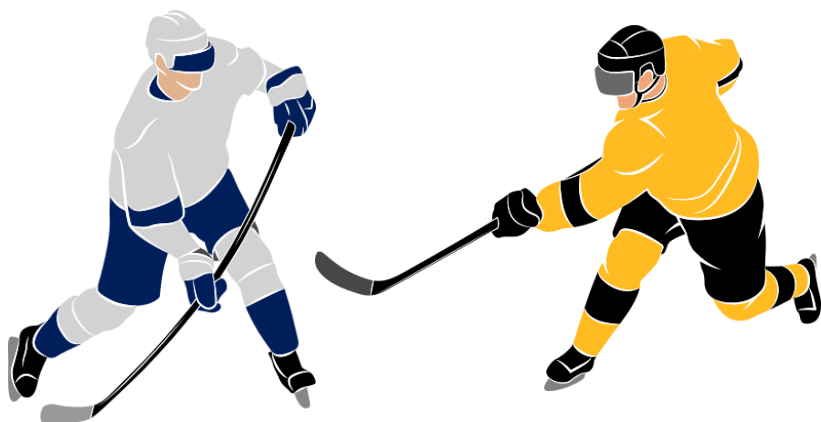
Number of viewers who watched the round (thousands)



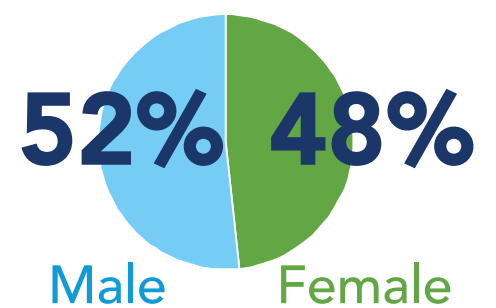
As their favourite teams are knocked out of the tournament, and there are fewer games to watch, each subsequent round of the competition reaches slightly fewer viewers.

## The most watched game of the tournament was Game 7 of Toronto vs Boston

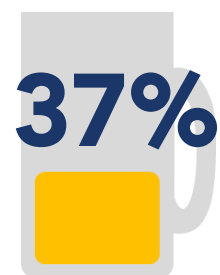
The game had an average audience of 4.3 million viewers, making it the most watched game of the first round and the entire tournament



## Who is watching?



Slightly more men watched the playoffs than women



of playoff viewers drank beer in the past week.



**1 in 4**

bought a new vehicle in the past 2 years

Source: Numeris PPM, Ind 2+, Total Canada, April 11-June 7 2018, live broadcasts on encoded stations

Note: All figures based on 5 minute, consecutive reach