

World Cup Questionnaire

June 22, 2018

Sports/World Cup

QW1 Now, we have some questions about sports. First, how closely do you follow each of these professional sports leagues?

[Randomize - Rows]

NHL – National **Hockey** League

CFL – Canadian **Football** League

NFL – National **Football** League

MLB – Major League **Baseball**

NBA – National **Basketball** Association

MLS – Major League **Soccer**

[Columns]

Very closely – I watch as many games as I can

Closely - I try to watch my favourites and stay up-to-date

Not very closely – I don't watch much, maybe a playoff game

I don't really follow this sport at all

[Exclude those who say they don't follow CFL at all]

QW2. Thinking about the Canadian Football League over time would you say :

The CFL more exciting today than it was five years ago

The CFL is basically the same as it was five years ago

The CFL more boring than it was five years ago

[Exclude those who say they don't watch CFL AND NFL]

QW3. Thinking about football, which of these two professional leagues do you prefer?

CFL – the Canadian Football League

NFL – The National football League

No preference/Both equally

QW4. If you could watch just one game, would it be the Super Bowl or the Grey Cup?

Grey Cup

Super Bowl

[Ask ALL]

QW5. As you may be aware, the 2018 FIFA World Cup began in Russia earlier this month. How closely have you been following the tournament since it began? Have you been ...

Very interested and following closely
Interested, tuning in from time to time and following the headlines
Not that interested, not paying close attention
Not interested at all

QW6. And, since the tournament began, would you say you have been following it more or less closely than you expected to follow it?

Following MORE closely than I expected
About as closely as I expected
Following LESS closely than I expected

QW7. Which of the following have you done since the 2018 FIFA World Cup began? (Choose all that apply)

[MULTI-CHOICE – RANDOMIZE]
Streamed a match online while at work/school
Watched a full match after it had already concluded (PVR, re-broadcast, etc.)
Watched a match in a restaurant/bar
Gotten up early to watch a match
[EXCLUSIVE] None of these

[ASK THOSE WHO ARE VERY INTERESTED OR INTERESTED]

QW8. Team Canada failed to qualify for this world cup, but many Canadians have chosen another team or teams to root for. Of the 32 teams that qualified, which one or two would you say you are rooting for **the most**? (If you're not rooting for any particular team in this world cup, please indicate that.)

[MULTI-CHOICE, UP TO 2 SELECTIONS, TEAMS LISTED BY GROUP, IN ALPHABETICAL ORDER]

Egypt
Russia
Saudi Arabia
Uruguay

Iran
Morocco
Portugal
Spain

Australia
Denmark
France
Peru

Argentina

Croatia
Iceland
Nigeria

Brazil
Costa Rica
Serbia
Switzerland

Germany
Mexico
South Korea
Sweden

Belgium
England
Panama
Tunisia

Colombia
Japan
Poland
Senegal

[EXCLUSIVE]Not rooting for any team in particular

QW9 Do you agree or disagree with the following statements?

[ROWS – RANDOMIZE]

I'd watch more if games were happening in a different time zone and aired live in the evening
Soccer players are 'too soft' and dive too much
Soccer fans are more passionate than other sports fans
The tournament introduces me to new sports stars I've never heard of before
I worry that FIFA corruption influences the outcomes of World Cup games

[COLUMNS]

Disagree strongly
Disagree moderately
Agree moderately
Agree strongly

QW10. As you may have heard, Canada has been selected to host the 2026 FIFA World Cup, along with Mexico and the United States. Looking ahead to that tournament, how interested are you?

Very interested, planning to follow closely
Interested, will tune in from time-to-time and follow headlines

Not that interested, won't pay close attention
Not interested at all
Not sure/Can't say

[ASK BC RESIDENTS ONLY]

QW11. Vancouver will not be hosting any matches during the 2026 tournament because the B.C. provincial government – which owns B.C. Place – did not accept the terms for host cities. Among the terms the province found objectionable were the following:

- The host city would be required to bear all costs related to providing security for the event
- The host city would be required to pay all taxes and fees imposed on FIFA
- FIFA would have an “exclusive use period” of roughly two months, during which no other events could be held at B.C. Place
- FIFA could change the terms of the agreement at any time, even after it was signed

Despite this, supporters of hosting games in Vancouver argued that it was a once-in-a-lifetime opportunity that would have brought millions of dollars' worth of tourism to the city. Considering all of this, which of the following perspectives is closer to your own?

The B.C. government made the right decision – hosting the games wasn't worth the cost
The B.C. government made the wrong decision – it would have been worth the cost
Not sure/Can't say

QW12. Some people say major multi-national sporting events like the World Cup and the Olympics are too expensive and don't offer enough of a return on the investment for the exorbitant costs required to host, while others say such events are a unique opportunity to invest in projects and bring worldwide attention to a city or region, which will net a positive return.

Which statement would you say is closest to your opinion about each of the following events?

[ROWS – RANDOMIZE]

The FIFA World Cup
The Summer Olympics
The Winter Olympics

[COLUMNS]

Are a worthwhile investment for the host country
Are NOT a worthwhile investment for the host country