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