

NHL Questionnaire

Changing topics now, we'd like to ask you some questions about pastimes in Canada today.

A1. (T)

Base=All

Single Choice Grid

How important is each of the following professional sports leagues to you?

[rows – randomize]

Row option held for future release

NHL - National Hockey League

[columns]

I'm a diehard fan

I'm a fan

A lot of other interests come before hockey

I don't care about hockey at all

A2.

Base=All

Single Choice

Thinking about the last 3 or 4 hockey seasons, on average, how closely would you say you follow the NHL playoffs?

Very closely, I watch a lot

Fairly closely, I watch a few games or my team if they're playing

I might watch a game or two if I happen to catch them, but don't follow that closely

I don't watch at all

A3.

Base=top 2 box in A2

Single Choice

As you may know, the NHL's 2019/20 season was put on hold in March due to the COVID-19 outbreak.

The league is scheduled to return to play on August 1 with modified playoffs. How excited would you say you are to watch this?

Very excited – can't wait

Pretty excited – looking forward to it

Not that excited – I could take it or leave it

Not excited at all – don't care

A4.

Base=All

Single Choice

The NHL is holding playoff rounds in Edmonton and Toronto. Both cities will host games without any fans over the next few months until the Stanley Cup is awarded. When you think about COVID-19 and public health, do you think it was ultimately the right move or wrong move to allow the NHL to host the playoffs in Edmonton and Toronto?

Right move

Wrong move

Not sure/Can't say