

Hockey Night in Canada

French notes – because the French version of HNIC is different than the English version in the French translation, note that these questions are about the English version.

Then in the French version we will add 2 questions – we will duplicate Qs 6&7 asking if they notice and difference/like the changes from the old French Version to the new.

1. Thinking about Canadian culture and identity, how important is the game of hockey?

Hockey defines Canadian culture

Hockey is an important part of Canadian culture – and so are other things

Hockey isn't really a big factor in Canadian culture

Hockey is just a game and has nothing to do with Canadian culture

2. Now thinking specifically about NHL hockey, how important is it to Canadian culture and identity?

- Very Important
- Important
- Not very important
- Totally unimportant

3. How important is NHL hockey to you?

- 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

4. Since the 2014 season began last month, how many NHL games have you watched on TV?

- More than four
- 2 or 3
- One
- None

5. As you may know, Rogers Sportsnet now owns the rights to Hockey Night in Canada (HNIC) broadcast, along with most hockey media rights to games across the country, in a 12-year, \$5.2 billion deal with the NHL. The rights to Hockey Night in Canada were previously owned by the Canadian Broadcasting Corporation (CBC).

Last month, the first Hockey Night in Canada broadcasts aired on Rogers, and were simulcast on CBC. There are some noticeable changes to the broadcast, including a new host, George Strombolopoulos, and reduced roles for former hosts and commentators Ron MacLean and Don Cherry. We'd like your opinions on this.

Based on what you've seen or heard, how familiar are you with these changes?

- Very familiar
- Familiar
- Not familiar
- Not at all familiar

6. Have you noticed a difference between the look and feel of the Sportsnet Broadcast and the old CBC broadcast?

- Big difference
- It's different but nothing major
- No difference

7. Which statement best describes how you feel about this season of Hockey Night in Canada?

- I like it more than the old CBC broadcast
- I like it less than the old CBC broadcast
- I don't have a preference either way

8. Thinking about the personalities you see on the new Hockey Night in Canada broadcasts, tell us how you feel about the chemistry between George Strombolopoulos, Ron MacLean, and Don Cherry:

- They are clicking together really well
- The chemistry is coming along
- They have no chemistry

9. Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

Don Cherry
George Strombolopoulos
Ron MacLean

Too much
Too little
The right amount

10. Tell us how you feel about the following statements:

Ron MacLean's reduced role on the broadcast has hurt the NHIC brand
George Strombolopoulos is a credible replacement for MacLean as main host
The old CBC broadcast did a better job of reflecting the place of hockey in Canadian culture

Strongly Agree
Agree
Disagree
Strongly Disagree

11. Some people say the old Hockey Night in Canada broadcasts on CBC were too focused on teams in Ontario and Quebec. Other people say the CBC was properly balanced in their coverage of all Canadian NHL teams. Which statement best reflects your view?

CBC broadcasts were too focused on teams in Ontario and Quebec
CBC was properly balanced in their coverage of all Canadian NHL teams

12. Based on what you've seen so far, do you think that Rogers SportsNet broadcasts are too focused on teams in Ontario and Quebec, or are they balanced in their coverage of all Canadian NHL teams?

Rogers SportsNet broadcasts are too focused on teams in Ontario and Quebec
Rogers SportsNet broadcasts are balanced in their coverage of all Canadian NHL teams