

CFL

F1. Now, on a lighter note, we have a few final questions about professional sports.

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

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

F2. Thinking now about the CFL - are you planning to watch the Grey Cup this year on November 30th from Vancouver?

Yes, will watch
No, won't watch
Depends on who is in it
Not sure/Might or might now

F3. Which statement best describes your view?

The Grey Cup defines Canadian culture and identity
The Grey Cup is an important part of Canadian culture and identity
The Grey Cup isn't really a big factor in Canadian culture and identity
The Grey Cup is just a game and has nothing to do with Canadian culture and identity

[Exclude those who say they don't follow CFL at all – Skip to F6]

F4. Thinking about the Canadian Football League over time would you say :

The CFL is a lot more exciting today than it was five years ago
The CFL is a little more exciting than it was five years ago
The CFL is exactly the same as it was five years ago
The CFL is a little more boring than it was five years ago
The CFL is a lot more boring than it was five years ago

F5. There are nine teams in the Canadian Football League today. The teams are currently divided into the East and West Divisions. Thinking about the size of the league and the number of teams, which statement best describes your view?

It would be more exciting to combine the teams into one big division

It would be less exciting to combine the teams into one big division

It would make no difference one way or the other

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

F6. 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

F7. If you could watch just one game, would it be the Super Bowl or the Grey Cup?

Grey Cup

Super Bowl