

HNIC Year in Review

November 2015

T 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

T 2. 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

T 3. Since the 2015 season began last month, how many NHL games have you watched on TV?

More than four

2 or 3

One

None

[IF NON VIEWER SKIP TO NEXT SECTION]

4. Which statement best describes how you feel about this season of Hockey Night in Canada compared to last year?

I like it more than last season

I like it less than last season

I don't have a preference either way

I haven't noticed a difference

5. Thinking about the personalities you see on the Hockey Night in Canada broadcasts, tell us how you feel about the overall chemistry of the broadcast team? Would you say:

They are clicking together really well

The chemistry is okay

They have no chemistry

T 6. Now, tell us how you feel about how much you're seeing each of these personalities during the broadcast:

Don Cherry
George Stroumboulopoulos
Ron MacLean
Elliot Friedman
Nick Kypreos

I would like to see more of him
I would like to see less of him
He's on for the right amount of time
Not sure who that is
Don't know

N 7. Some people say George Stroumboulopoulos is engaging as a main host, but doesn't know enough about hockey to satisfy the most diehard fans. Others say his hockey knowledge is fine and he's making hockey, and HNIC more accessible and entertaining to a new generation of viewers. Which statement best fits your point of view?

Stroumboulopoulos doesn't know enough about hockey to satisfy the most diehard fans
Stroumboulopoulos has enough knowledge to do the job well

8. Some people say Hockey Night in Canada is too focused on teams in Ontario and Quebec. Other people say it is properly balanced in its coverage of all Canadian NHL teams. Which statement best reflects your view?

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

9. As you may know, Rogers Sportsnet now owns the rights to Hockey Night in Canada (HNIC), along with most hockey media rights to games across the country. Until last year, the rights to HNIC were owned by the Canadian Broadcasting Corporation (CBC). You can still watch hockey on CBC, but the show is produced and controlled by Rogers. Would you say:

I miss the CBC broadcast a lot
I still miss the CBC broadcast, but I'm getting used to the new format
I don't miss the CBC broadcast at all