

## Sports/Football

June 22, 2018

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