

[T] QW1

Base=All

Single choice grid

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

PWHL – Professional Women's Hockey League

CFL – Canadian Football League

NFL – National Football League

MLB – Major League Baseball

NCAA College Football

NBA – National Basketball Association

MLS – Major League Soccer

International Soccer – Premier League, Major international tournaments etc.

[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

[T] QW2.

Base=those who follow CFL – top 3 box

Single choice

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

The CFL is more exciting today than it was five years ago

The CFL is basically the same as it was five years ago

The CFL is more boring than it was five years ago

[T] QW3.

Base=those who follow CFL – top 3 box

Single choice

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.

Base=those who follow CFL – top 3 box

Single choice

In 2026, the CFL will begin rule changes that will be implemented over a two-season period. This includes...

- eliminate single points for missed field goals going through the end zone
- adopt a 35-second automatic play clock
- require benches to be on opposite sidelines
- shorten the field from 110 to 100 yards
- shorten the endzone from 20 to 15 yards
- move the goal posts to the back of the endzone

Before today, how aware were you of these planned changes?

Yes, I've been following this

Heard something but unsure of details

Hadn't heard of this

QW5.

Base=those who follow CFL – top 3 box

Single choice grid

Do you support or oppose each of these changes?

Eliminate single points for missed field goals going through the end zone

Adopt a 35-second automatic play clock

Shorten the field from 110 to 100 yards

Shorten the endzone from 20 to 15 yards

Move the goal posts to the back of the endzone

Strongly support

Support

Oppose

Strongly oppose

Not sure/Can't say

QW6.

Base=those who follow CFL – top 3 box

Single choice

When it comes to the future of the CFL, which of these two statements is closest to your view?

The CFL should try and differentiate itself from the NFL as much as possible

The CFL should try and align itself more with NFL rules

Not sure/Can't say