QT1.
Base=All
Multichoice

Now we have a few questions about streaming services.

Which of the following do you subscribe to?

Netflix
Amazon Prime
Apple TV
Disney+
Crave
Paramount Plus
DAZN
Fubo
Sportsnet+
TSN+
Other platforms not listed
None of the above [Exclusive]

QT2.
Base=Chose any in QT1
Single choice grid

And would you say the monthly cost you pay for the following is…

[List any chosen in QT1]

Too expensive
About the right price
A good deal

QS1. [T]
Base=All
Single choice grid

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
NBA – National Basketball Association

[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

QS2. 2015
Base=All
Single choice

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

QS3.
Base=Top three for NHL in QS1

Single choice

Which of the following Canadian NHL teams, if any, do you consider yourself a fan of or cheer for the most?

[Randomize]

Vancouver Canucks
Edmonton Oilers
Calgary Flames
Winnipeg Jets
Toronto Maple Leafs
Ottawa Senators
Montreal Canadiens
[Fixed] I cheer for an American NHL team
[Fixed] I don't cheer for any particular NHL team
[Fixed] Not sure / Can't say

QS4.
Base=Top three for NHL in QS1
Single choice

As you may have heard, Sportsnet, which holds national television broadcast rights for the NHL in Canada, announced that Monday night hockey games this season will be available exclusively through their digital subscription service. Amazon has also started offering Wednesday night games on the streaming service Amazon Prime.

Proponents says that these broadcasts will give fans access to more games this year than were available last year. Critics argue that putting more games behind subscription services makes it more difficult or expensive for fans to watch.

Which of the following is closer to your own view?

[ROTATE top two]

It's good that more games are being made available, even if some require an additional subscription

It's bad that more games require additional subscriptions, even if more games are being made available overall

[Fixed] Not sure / Can't say

QS5.
Base=Top three for NHL in QS1
Single choice

This comes after Sportsnet and CBC announced the traditional version of Hockey Night in Canada, a weekly broadcast of NHL games on the CBC, would not be happening this season.

How do you feel about this?

It's a major loss for Canadian hockey and its traditions
It's disappointing, but ultimately not a big deal
It doesn't really matter to me
It's a positive change; I'd rather see the games broadcast elsewhere
Not sure / Can't say

QS6.
Base=All
Single choice

Instead of having NHL hockey this season, CBC will now air eight prime-time Professional Women's Hockey League (PWHL) games on Saturday nights under the banner of Hockey Night in Canada. How likely are you to tune in and watch a PWHL game this season?

Definitely will
Probably will
Probably won't
Definitely won't
Not sure/Can't say

QS8.
Base=All
Single choice grid

Do you agree or disagree with the following statements:

[Randomize]
It has become too expensive to follow my favourite professional sports teams

Too many professional sports games are now spread across different television channels and streaming services

Highlights and clips on social media are often enough for me to keep up with professional sports

Women's professional sports deserve more television coverage in Canada

Strongly agree
Agree
Disagree
Strongly disagree
Not sure/Can’t say