



High Score!

Anglophones and Gaming

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Introduction



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Gaming has changed rapidly in the last several decades. The boom and bust of arcades, the rapid growth of mobile gaming and substantial upgrades in terms of graphics and design have all occurred. Consoles are also more media-centric than ever before, allowing for easy streaming of other types of content online. As the medium has grown so rapidly, it's vital to consider its current audience, and what makes them distinct from other Canadians.

This report considers Anglophones ownership of game consoles, those who play games online, and details about watching gaming content/esports online.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the online portion of the Spring 2018 survey unless otherwise noted.**

**Data in this report coming from the phone portion of the survey will be identified with this symbol +.