



Sports in the Time of COVID

Analysis of the Canadian Market

Published: June 9, 2020



Introduction

The sports world, as with many other aspects of Canadian society, has been heavily impacted by the COVID-19 pandemic. As sports leagues have been forced to suspend public competitions for the safety of players and the public, sports fans have had to find other ways to get their sports fix. This report gives an overview of some of the things sports fans are doing to access sports during this time.

The Spring 2020 MTM was transitioned to an online survey to accommodate the realities of the COVID-19 pandemic. Further data is available via the Data Analysis Tool (DAT) on the MTM-OTM Portal.



Use or distribution of MTM/OTM data is governed by your organization's client agreement and may require prior approval from CBC/Radio-Canada

