



A Profile of Sports Enthusiasts Media Technology Adoption and Use

Analysis of the English-Language Market

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See Appendix for permissible uses

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Introduction

- + Canadians love sports, and with so many new platforms to consume content, there are more ways than ever to enjoy the genre.
- + This report profiles Anglophones who are heavy consumers of sports and their media technology adoption and use.
- + 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 telephone portion of the combined Fall/Spring survey unless otherwise noted.*

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