



Sports Enthusiasts

Analysis of the English-Language Market

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Introduction



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Sports play a significant part in the Anglophone media consumption diet. With sports available on numerous platforms, including TV, Internet, and radio, Anglophone sports fans have myriad options for finding content.

This report profiles Anglophones who are heavy consumers of sports content 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 online portion of the survey unless otherwise noted.*

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