



# News Enthusiasts

## Analysis of the Anglophone Market

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# Introduction



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Anglophone Canadians intently follow the news. This includes many types of news, such as local, national and international, as well as politics and business news. Between various sources of media from the traditional print media to the continuously emerging online news community, Anglophones have myriad choices as to how to consume news.

This report profiles Anglophones who are heavy consumers of news. This is defined as those who consume all types of news on a daily or near daily basis.

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 phone portion of the combined 2016-2017 survey unless otherwise noted.\*