



News Enthusiasts

Analysis of the Anglophone Market

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**Media Technology
Monitor**
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For Internal Distribution Only
See Appendix for permissible uses

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Appendix 1: Survey Methodology and Permissible Uses

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Introduction

- + With many sources of media available, Anglophone Canadians spend a lot of time consuming news – including local, national and international, as well as politics and business 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 included a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the survey unless otherwise noted.*

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

