



COVID-19 & SPORTS VIEWING HABITS

Ottawa – June 9, 2020 - The MTM releases its Sports in the Time of COVID-19 report. 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, sports fans have had to find other ways to get their sports fix. This report, based on 4,000 online Canadians, gives an overview of some of the things sports fans are doing to access sports during this time.

Key findings from Sports in the Time of COVID-19 include:

- Nearly half of Canadians who are typically sports viewers are still finding ways to consume sports content during the COVID-19 pandemic. 30% of sports followers say that they have watched old or classic games in order to get a sports fix. We also find that a fifth are watching classic sports clips, while a sixth are watching sports documentaries.
- The majority of sports viewers (53%) have chosen to not consume any available sports content during the pandemic. Nearly two-thirds of women who follow sports said that they have stopped watching. We also see the majority of older sports fans (aged 50+) have refrained from watching sports content throughout the pandemic.
- eSports has been viewed as an alternative to traditional sports, but continues to be a very niche activity. While some sports leagues have staged events where their athletes are playing their sport via video games, we find that only one in ten sports followers are watching eSports.

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ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cell phone only sample), the MTM has spoken with over 150,000 Canadians (equally split between Anglophones and Francophones) over the past decade making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call toll-free: 1-855-898-4999 or locally 613-288-6231 | Jenny.Meadows@cbc.ca