



Game On – Professional and Amateur Sports

Analysis of the Canadian Market

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Introduction



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Many Canadians enjoy watching a variety of sports. While the “Big” professional sports leagues (NHL, NFL, MLB, NBA, CFL, and MLS) garner much of the attention, many Canadians also support “high performance” or “amateur” sports such as skiing, skating, and curling. This report looks at Canadians who consume sports content and their use of media technology.

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 survey unless otherwise noted.*