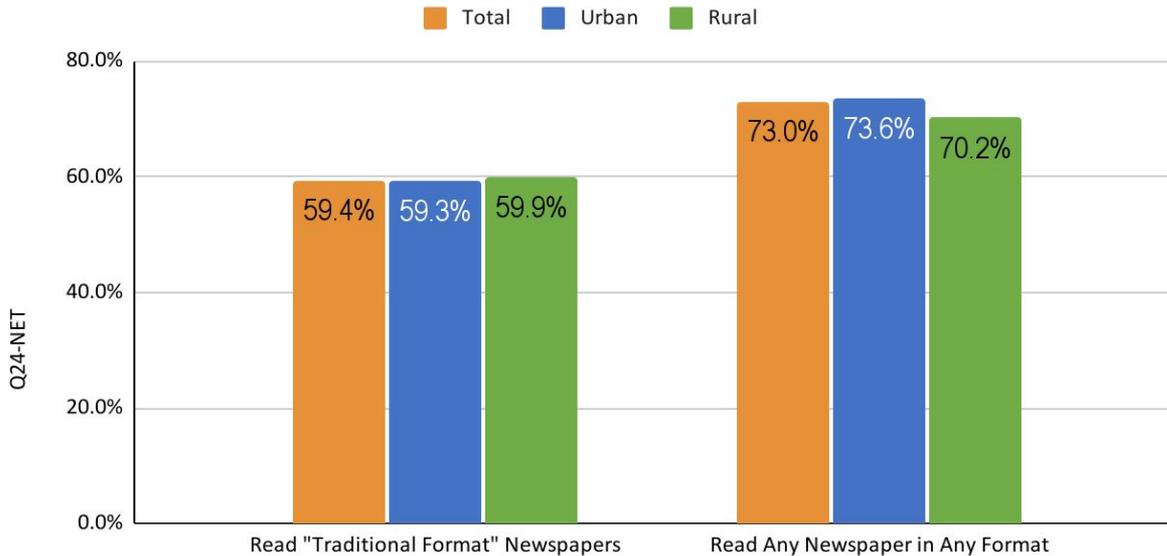


Section: Consumption Habits

Q: Have you personally read or looked into a “Traditional Format” Newspaper (print and/or digital replica) or an “Online Format” Newspaper (posted content to news website) in the past week?



Yes, Have Read: ▾	BC: Urban	BC: Rural
Traditional Format Newspapers	62.9%	65.6%
Any Newspaper in Any Format	76.0%	74.2%

Yes, Have Read:	PR: Urban	PR: Rural
Traditional Format Newspapers	56.1%	59.5%
Any Newspaper in Any Format	71.7%	68.4%

Yes, Have Read:	ON: Urban	ON: Rural
Traditional Format Newspapers	59.6%	64.0%
Any Newspaper in Any Format	74.5%	76.1%

Yes, Have Read:	ATL: Urban	ATL: Rural
Traditional Format Newspapers	57.2%	50.1%
Any Newspaper in Any Format	65.7%	60.2%

Totum Research - January 2023:

How Geography Impacts Shopping Patterns, Habits and E-Commerce Across Canada (Urban = 10K+ Pop, Rural = <10K Pop)

