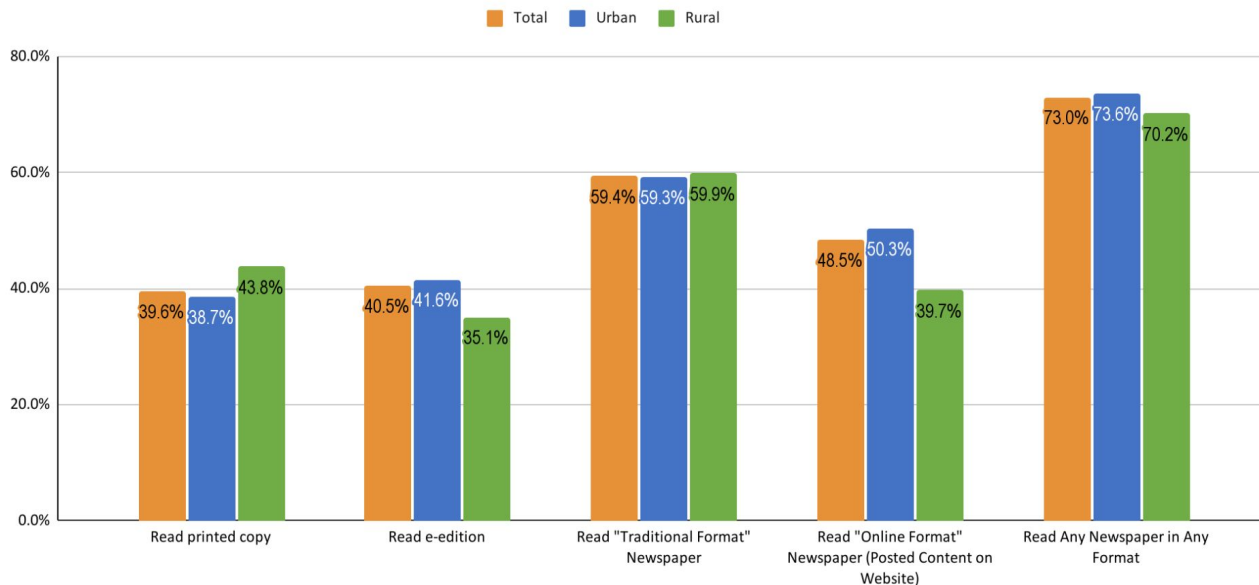


Section: Consumption Habits

Q: Have you personally read or looked into a printed newspaper, its digital replica (eEdition), a combo of the two representing the “Traditional Format” Newspaper or read an “Online Format” Newspaper (posted content on newspaper website) in the past week?



Yes, Have Read: ▲	BC: Urban	BC: Rural
Posted web content	45.6%	42.6%
Traditional Format newspaper	62.9%	65.6%

Yes, Have Read:	PR: Urban	PR: Rural
Posted web content	46.7%	33.3%
Traditional Format newspaper	56.1%	59.5%

Yes, Have Read:	ON: Urban	ON: Rural
Posted web content	55.0%	47.1%
Traditional Format newspaper	59.6%	64.0%

Yes, Have Read:	ATL: Urban	ATL: Rural
Posted web content	38.3%	33.2%
Traditional Format newspaper	57.2%	50.1%

Q24

Totum Research - January 2023:

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



adwest
MARKET DATA | READERSHIP INFO | RESULTS