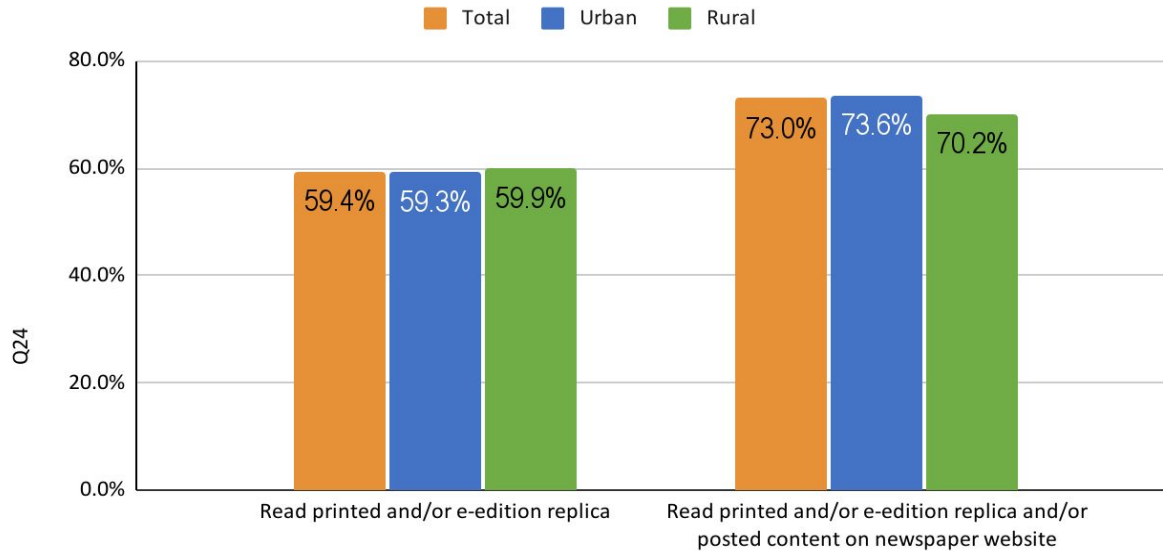


Section: Consumption Habits

Q: Have you personally read or looked into a printed newspaper, its digital replica (eEdition) or visited a newspaper website to read posted content in the past week?



| Yes, Have Read: | BC: Urban | BC: Rural |
|-----------------------------|-----------|-----------|
| Print and/or e-edition | 62.9% | 65.6% |
| Print, e-edition and or Web | 76.0% | 74.2% |

| Yes, Have Read: | PR: Urban | PR: Rural |
|-----------------------------|-----------|-----------|
| Print and/or e-edition | 56.1% | 59.5% |
| Print, e-edition and or Web | 71.7% | 68.4% |

| Yes, Have Read: | ON: Urban | ON: Rural |
|-----------------------------|-----------|-----------|
| Print and/or e-edition | 59.6% | 64.0% |
| Print, e-edition and or Web | 74.5% | 76.1% |

| Yes, Have Read: | ATL: Urban | ATL: Rural |
|-----------------------------|------------|------------|
| Print and/or e-edition | 57.2% | 50.1% |
| Print, e-edition and or Web | 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)

