

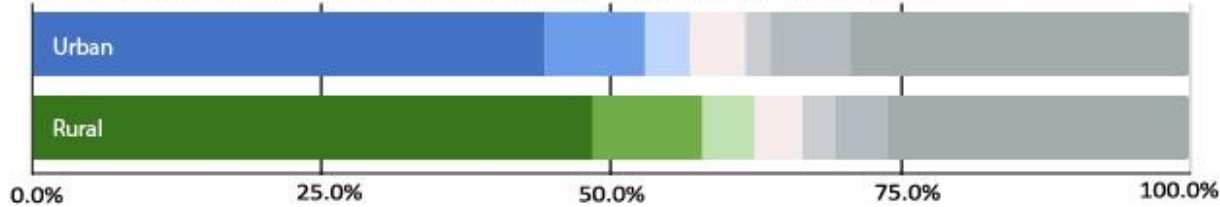
Section: Consumption Habits

Q: How often do you personally participate in the following activities?:

Traditional Media

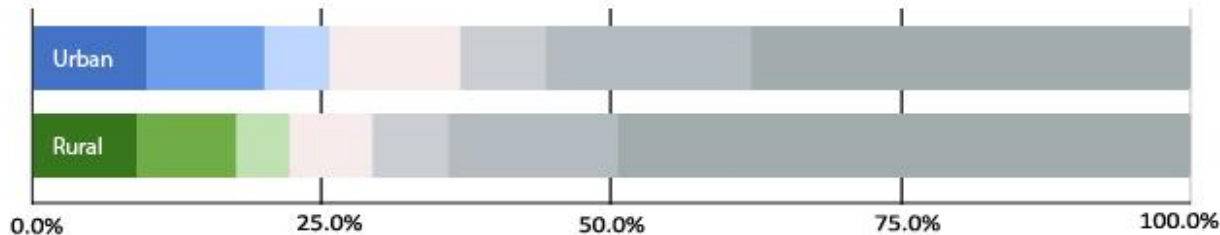


How often do you watch traditional television via cable or satellite



- Daily
- A few times a week
- Once a week
- A few times a month
- Once a month
- Less than once a month
- Never

How often do you listen to traditional radio stations in the car or at home.



Totum Research - January 2023:

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

