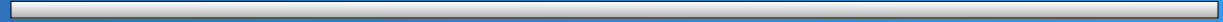


Totum *Research Inc*



# **Media Usage Study Top Line Results**

**Prepared for the AdWest Marketing Inc.**

**April 2018**



# Definitions

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In this report, the following definitions of community are used:

- **Farmer**: Adults actively involved in farm management, irrespective of whether they live on the farm or not (150 respondents)
- **Farm**: Adults living on farms, whether actively involved in farming or not (281 respondents)
- **Hamlet**: Adults living in communities of less than 1,000 people (112 respondents)
- **Village**: Adults living in communities of 1,000 to 5,000 people (108 respondents)
- **Town**: Adults living in communities of 5,000 to 10,000 people (138 respondents)
- **Small City**: Adults living in communities of 10,000 to 50,000 people (108 respondents)



# Key Findings

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## General Comment

- For virtually all of the areas covered, local community newspapers are the preferred method of communication. In some instances the absolute numbers among residents of hamlets and villages are lower than in other communities.
- This is most likely due to there being no local community newspaper directly serving some of these communities.

## About News

- People on all communities follow news.
- International and national news is followed more closely on farms and in smaller communities.
- Active farmers are also more concerned than others with provincial news.
- Most respondents claimed to follow local news most of the time.



# Key Findings

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## About News (ctd.)

- **Men tend to follow international and national news more than women, but the reverse is true for local news.**
- **Older people are more likely than younger ones to follow all kinds of news.**
- **Local news is most important to those not living on farms.**
- **The time spent with news is unchanged or increasing slightly compared with 2 years ago.**
- **The printed local community newspaper is the preferred source for all local information including news about people, events, jobs, businesses or sales and schools.**
- **The printed local community newspaper is also the preferred medium for information about local government programs and initiatives.**



# Key Findings

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## About News (ctd.)

- **Television and the printed local community newspaper are the preferred sources for information about provincial government programs and initiatives.**
- **For information about federal government programs and initiatives, television is the preferred medium followed by the printed local community newspaper and web search almost equally.**
- **In all the communities surveyed, the printed local community newspaper is the most trusted medium for news and advertising.**
- **Also in all communities, one respondent in three distrusts news and advertising in social media.**



# Key Findings

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## Community Newspapers and Their Websites

- In all measured communities, 70% or more of the respondents receive the printed local community newspaper.
- People living on farms are most likely to subscribe to the printed local community newspaper, while those living in larger communities are more likely to get it delivered to their homes free of charge.
- At least three or every four respondents read a typical issue of the printed local community newspaper weekly.
- Older people tend to read it more than younger people do. The average time spent reading the printed local community newspaper is between 17 and 20 minutes per issue.
- Younger people spend less time with it than do older folks.
- The typical issue has an average of 2 readers per household, but this declines in larger communities.
- 10% or more of the printed local community newspaper also visit its website weekly spending about 20 minutes on the site.





# Key Findings

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## Digital Media

- **Between 16% and 28% of respondent have no internet access.**
- **The lack of internet access is highest among residents of villages, towns and small cities.**
- **While significant numbers of people are involved in various online activities, for many of these activities half or more say their internet connection impacts their level of involvement.**
- **Irrespective of community size, the most important activities for people with internet connection are email, texting and researching products and services.**
- **The vast majority of online participants spend 15 minutes per day or less on any one activity.**
- **The only exception to this is social media, for which participants spend between 30 and 40 minutes per day.**





# Key Findings

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## Advertising

- **Half or more of the respondents in all community sizes tested find ads in the printed local community newspaper useful.**
- **By contrast, between two-thirds and three-quarters of respondents either ignore or are annoyed by ads on websites.**
- **While 40% of respondents or fewer occasionally click on digital ads intentionally, 60% say they occasionally do this accidentally.**
- **Up to a quarter of respondents use an ad blocker to avoid digital advertising.**
- **Privacy and security were the most common reasons for respondents to avoid clicking on digital ads.**
- **Ads in the printed local community newspaper were said to be more likely than ads in other media to inspire action for all the products and services tested.**
- **In particular, ads in the printed local community newspaper produced more action than did online ads in every respect except going online for more information.**
- **In the latter case printed and online ads were virtually equal in their impact.**

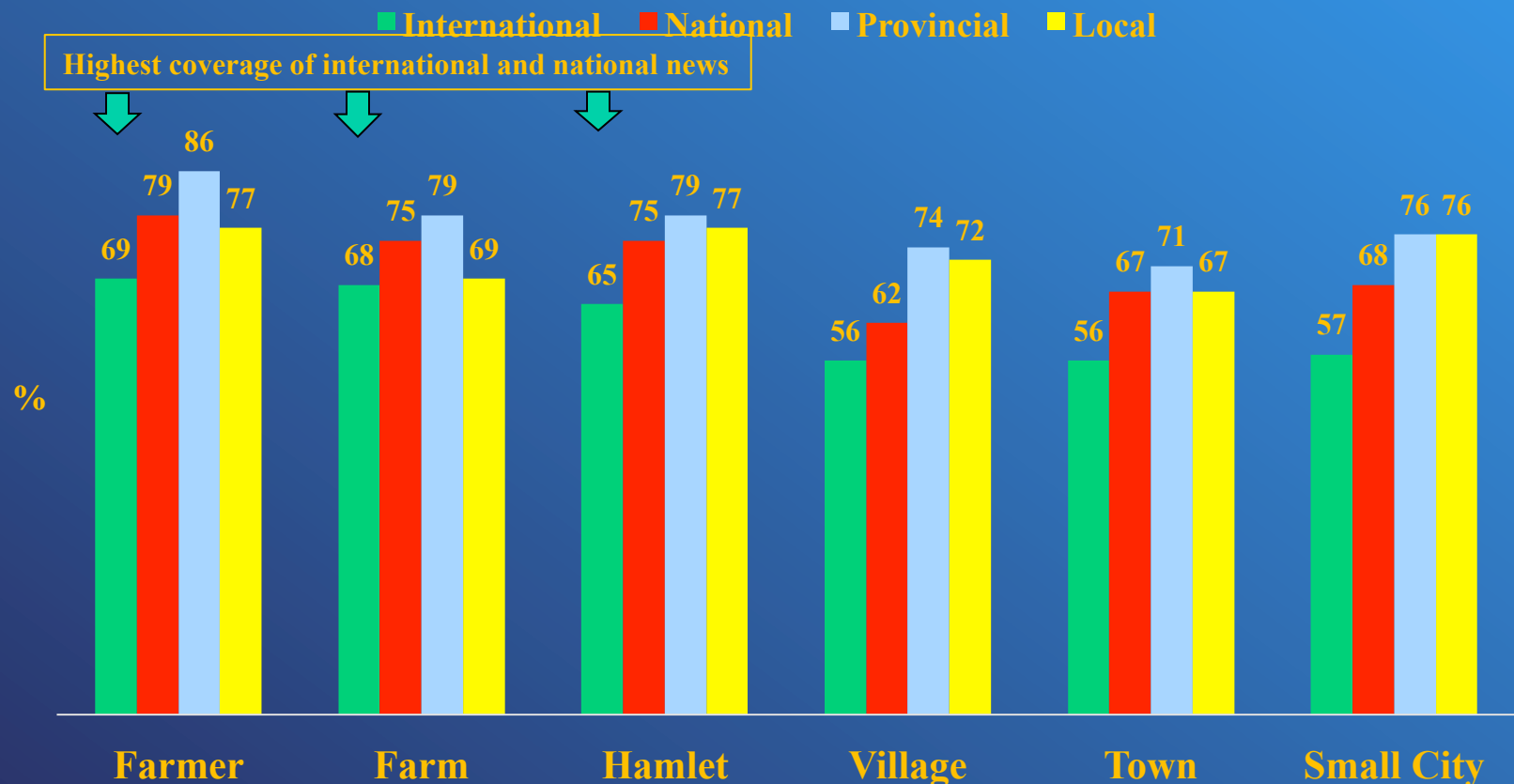


# Involvement With News



# Coverage of News is High in All Communities – Especially Provincial and Local News

## Type of News Followed Most Of The Time



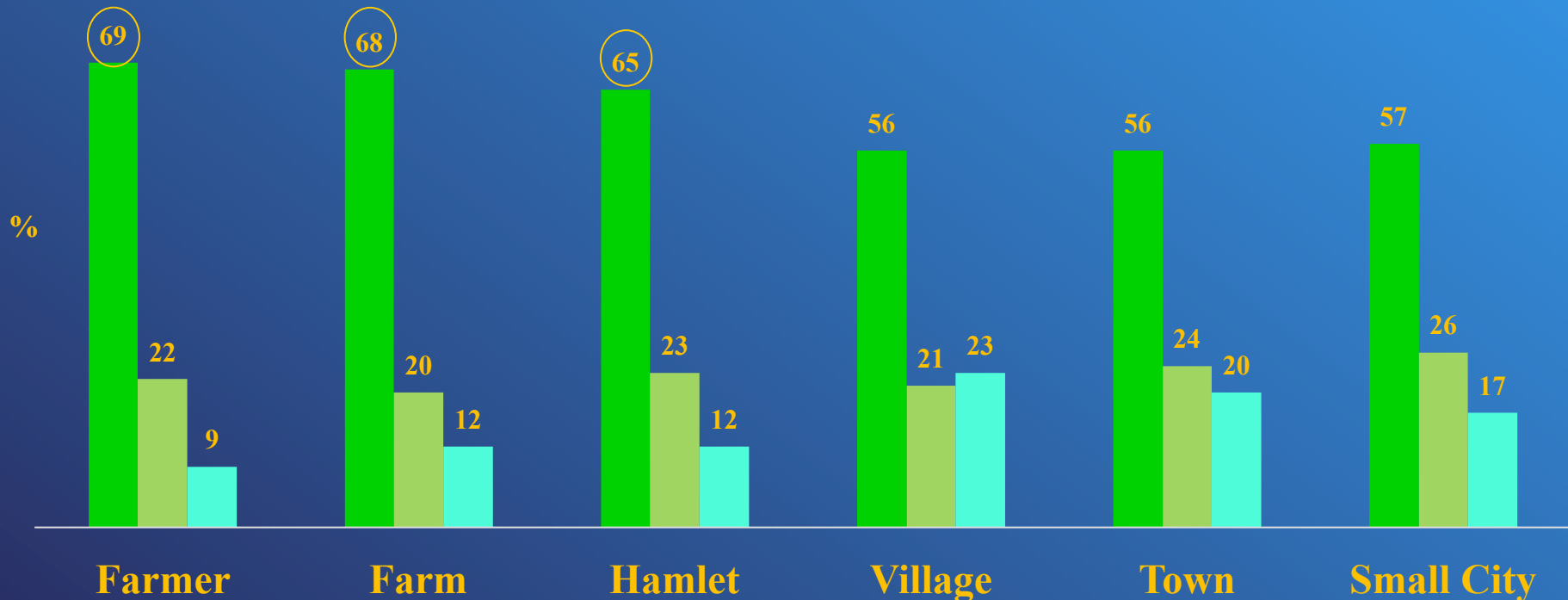
Q. How much do you personally follow each of these types of news?



# Farmers and People in Smaller Communities Follow International News More Avidly

## Amount International News Followed

■ Most of the time   ■ Only when something is happening   ■ Seldom/Never



Q. How much do you personally follow each of these types of news?



# Farmers and People in Smaller Communities Follow National News More Avidly

## Amount National News Followed

■ Most of the time   ■ Only when something is happening   ■ Seldom/Never

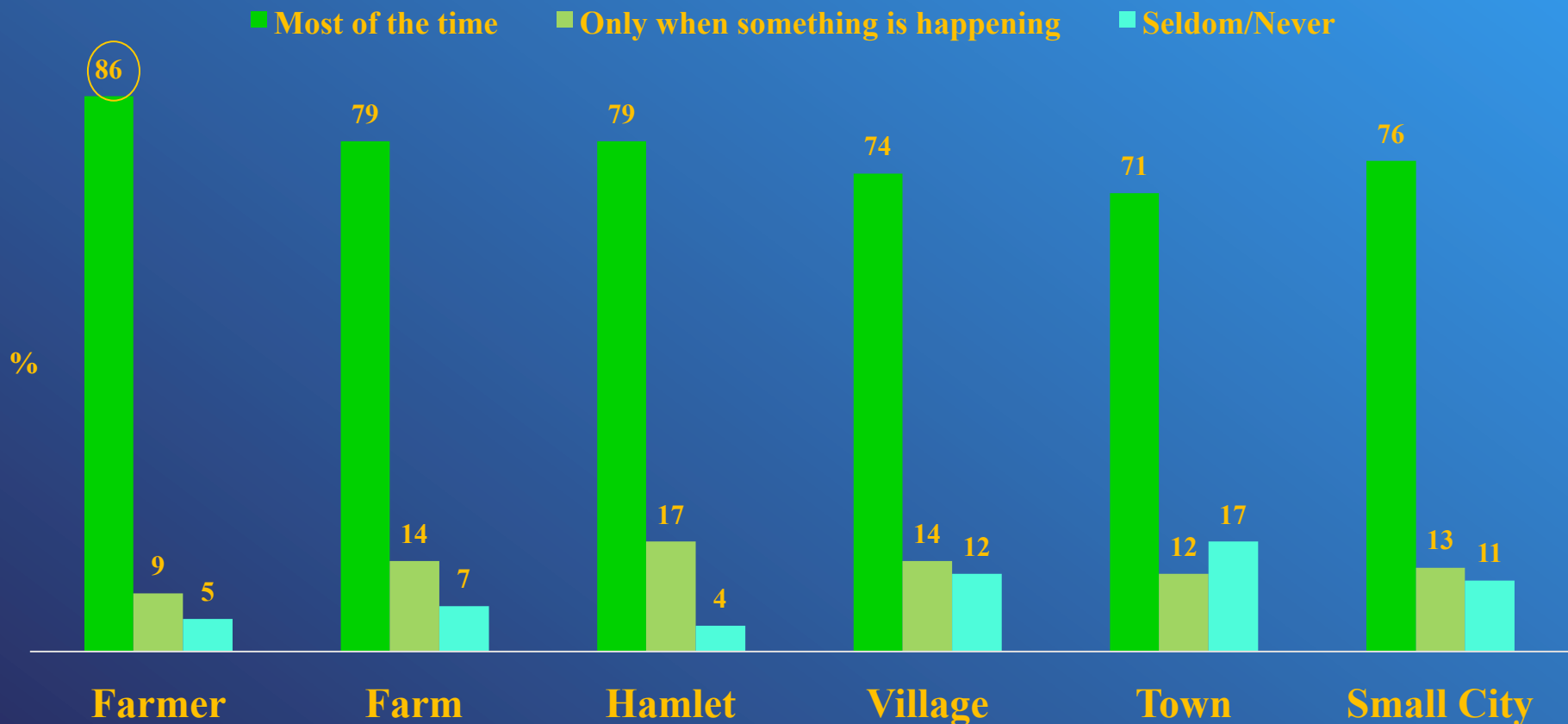


Q. How much do you personally follow each of these types of news?



# Provincial News is Followed Avidly Especially by Farmers

## Amount Provincial News Followed



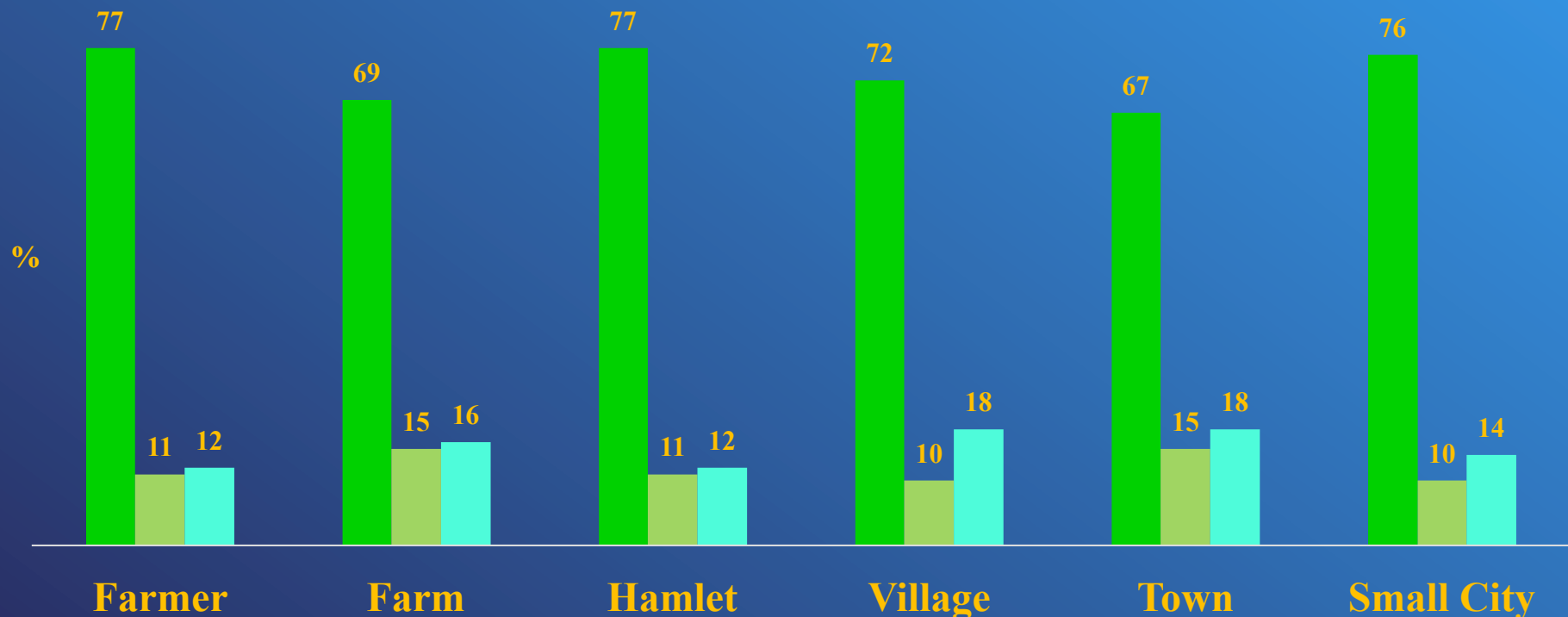
Q. How much do you personally follow each of these types of news?



# People in All Community Sizes Follow Local News Most of the Time

## Amount Local News Followed

■ Most of the time   ■ Only when something is happening   ■ Seldom/Never



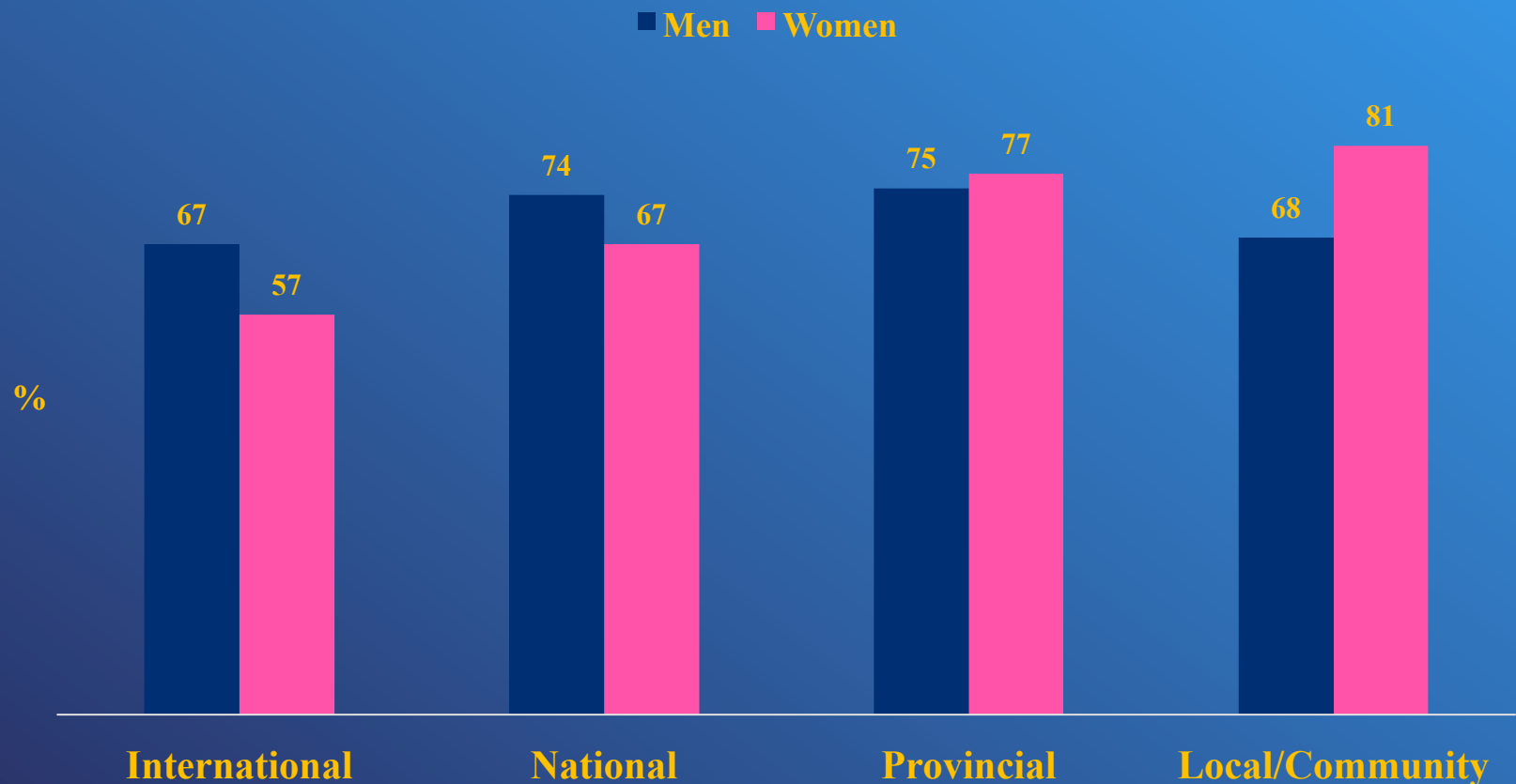
Q. How much do you personally follow each of these types of news?





# Men Follow International and National News More than Women. Reverse is True for Local News.

## Type of News Followed Most Of The Time

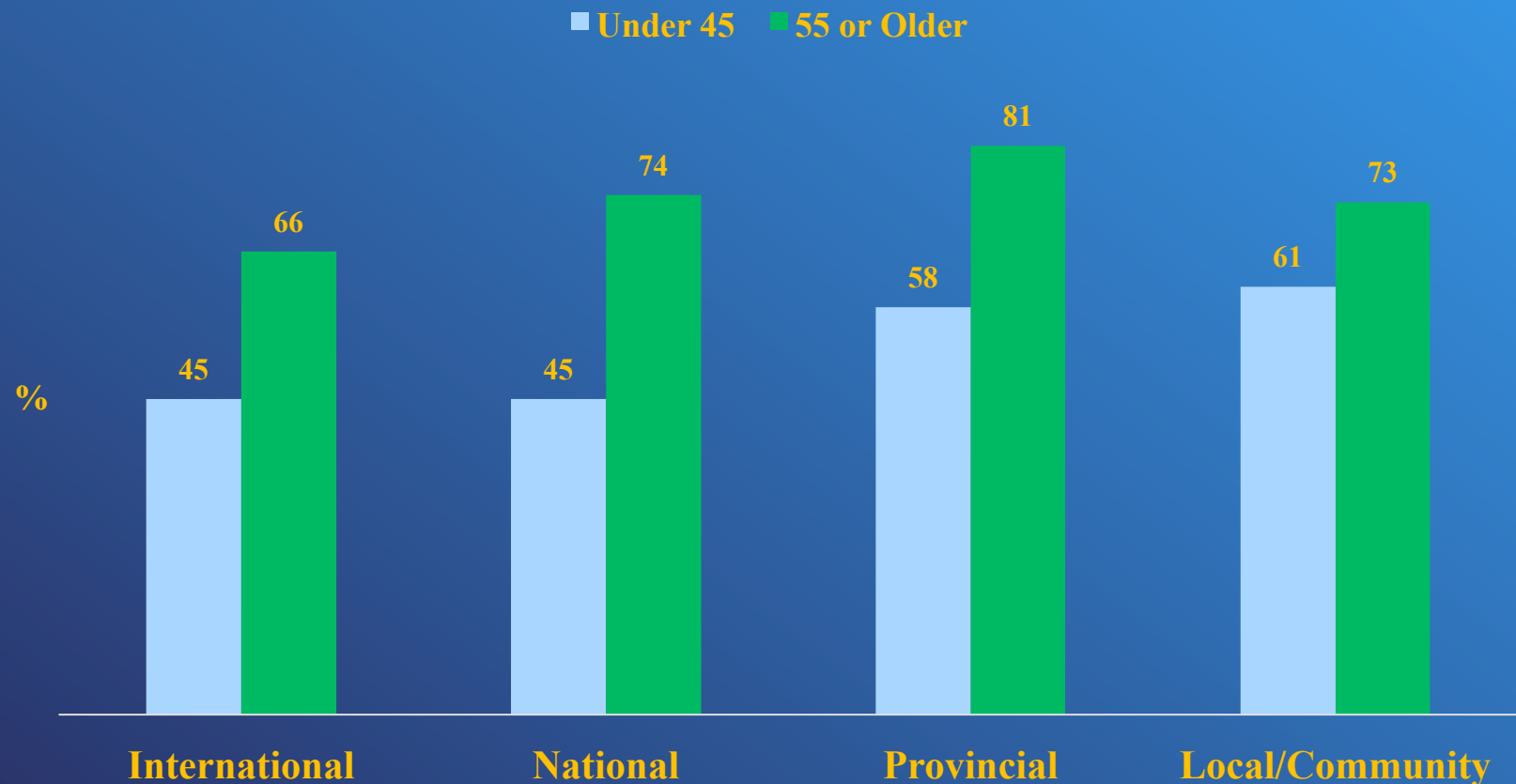


Q. How much do you personally follow each of these types of news?



# Older People Are More Likely to Follow Each Type of News More Often Than Younger People

## Type of News Followed Most Of The Time

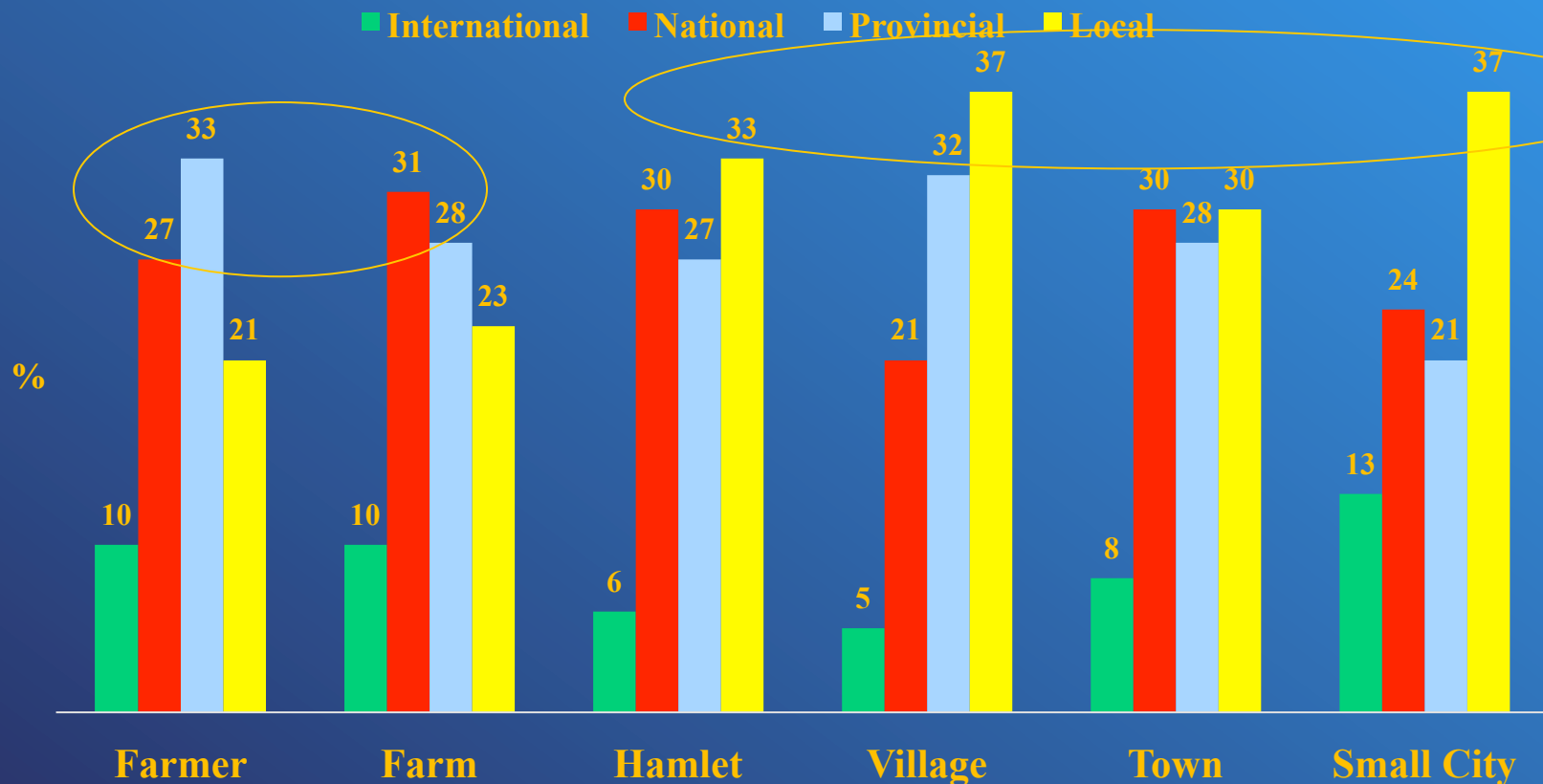


Q. How much do you personally follow each of these types of news?



## While National and Provincial News are Most Important for Rural Dwellers, Local News is Primary for Those in Larger Communities

### Most Important Type of News



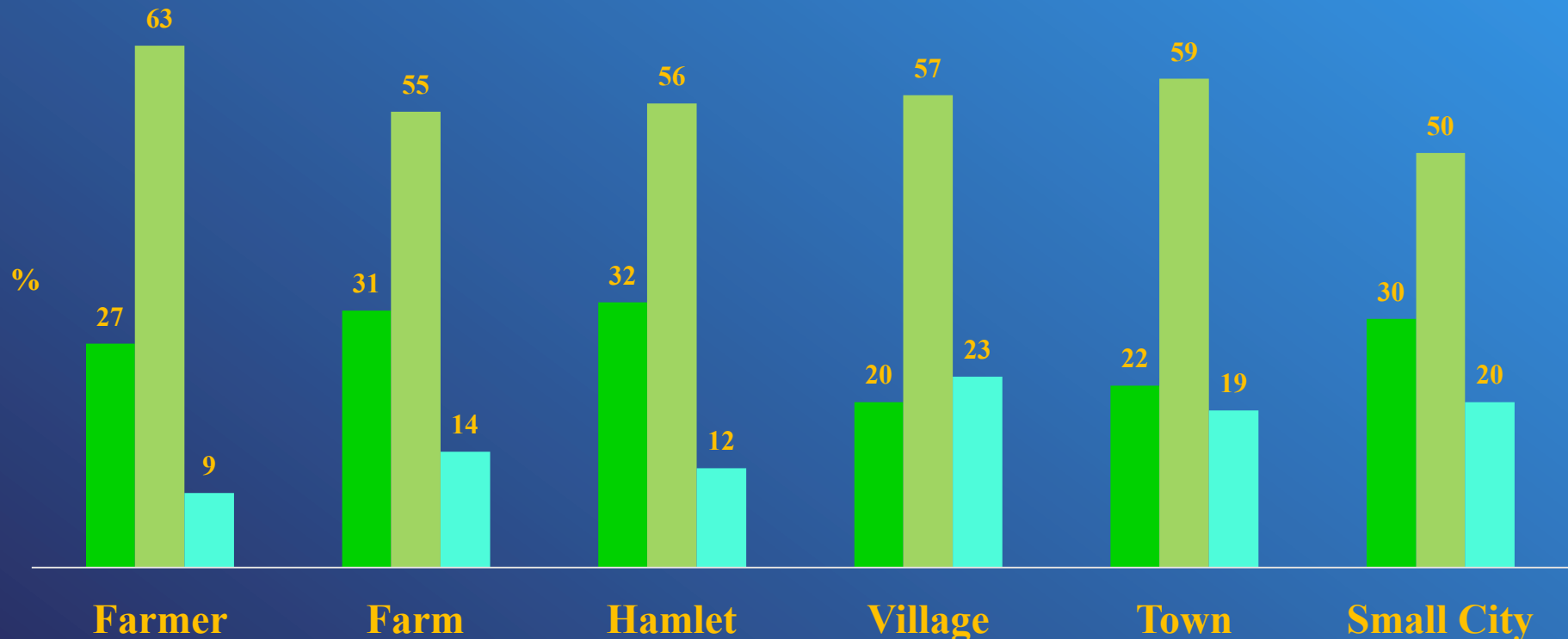
Q. How much do you personally follow each of these types of news?



# Most People Spend About the Same Amount, or More Time, Per Day With News Than 2 Years Ago

## Amount of Time Spent With News Vs. 2 Years Ago

■ More Time ■ Same ■ Less Time



Q. Given the number of ways to receive news these days, would you say you spend more time, about the same amount of time or less time per day with news than you did two years ago?



## In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *Issues Important to the Community*

Preferred Medium for Issues Important to Community	Farmer	Farm	Hamlet	Village	Town	Small City
Local community newspaper - print	52%	50%	35%	45%	55%	45%
Local community newspaper – digital	6%	5%	5%	4%	8%	4%
Farm publication	14%	11%	4%	4%	3%	1%
Social media post	10%	14%	20%	16%	15%	7%
Web search	8%	6%	10%	7%	11%	9%
Television	25%	26%	30%	31%	29%	40%
Radio	19%	23%	19%	16%	16%	27%

**Q. Please tell me which of the following media is your preferred medium to receive this type of information.**



## In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *News About People in the Community*

Preferred Medium for News About People in Community	Farmer	Farm	Hamlet	Village	Town	Small City
Local community newspaper - print	57%	51%	46%	57%	62%	58%
Local community newspaper – digital	5%	4%	5%	4%	7%	6%
Farm publication	4%	4%	-	4%	3%	1%
Social media post	16%	19%	18%	14%	15%	7%
Web search	6%	4%	6%	7%	8%	7%
Television	13%	9%	14%	14%	12%	19%
Radio	14%	15%	10%	9%	13%	21%

**Q. Please tell me which of the following media is your preferred medium to receive this type of information.**



## In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *Local Community Events*

Preferred Medium for Local Community Events	Farmer	Farm	Hamlet	Village	Town	Small City
Local community newspaper - print	<b>59%</b>	<b>52%</b>	<b>42%</b>	<b>56%</b>	<b>60%</b>	<b>56%</b>
Local community newspaper – digital	7%	5%	5%	4%	5%	7%
Farm publication	5%	3%	1%	2%	5%	1%
Social media post	15%	17%	21%	19%	18%	10%
Web search	3%	4%	6%	7%	8%	5%
Television	8%	8%	9%	7%	10%	13%
Radio	13%	17%	11%	12%	15%	31%

**Q. Please tell me which of the following media is your preferred medium to receive this type of information.**





## In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *Local Job Openings*

Preferred Medium for Local Job Openings	Farmer	Farm	Hamlet	Village	Town	Small City
Local community newspaper - print	31%	27%	25%	32%	35%	30%
Local community newspaper – digital	7%	6%	2%	2%	4%	7%
Farm publication	3%	3%	-	1%	1%	2%
Social media post	5%	8%	10%	12%	4%	6%
Web search	10%	12%	19%	13%	13%	20%
Television	1%	3%	-	2%	5%	7%
Radio	2%	4%	3%	5%	4%	3%

N.B. Almost half of the respondents felt none of the listed media were preferred for job openings, possibly because of skepticism that such openings exist.

**Q. Please tell me which of the following media is your preferred medium to receive this type of information.**



## In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *Local Businesses, Sales and Events*

Preferred Medium for Local Businesses, Sales and Events	Farmer	Farm	Hamlet	Village	Town	Small City
Local community newspaper - print	61%	60%	52%	57%	62%	65%
Local community newspaper – digital	5%	4%	2%	6%	5%	5%
Farm publication	8%	6%	-	2%	2%	1%
Social media post	9%	11%	14%	9%	12%	11%
Web search	7%	7%	9%	8%	10%	11%
Television	7%	7%	4%	4%	7%	7%
Radio	13%	14%	9%	9%	7%	13%

**Q. Please tell me which of the following media is your preferred medium to receive this type of information.**



## In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *Local Schools and Education*

Preferred Medium for Local Schools and Education	Farmer	Farm	Hamlet	Village	Town	Small City
Local community newspaper - print	39%	37%	36%	36%	39%	44%
Local community newspaper – digital	4%	3%	1%	6%	3%	4%
Farm publication	4%	3%	-	1%	1%	2%
Social media post	14%	13%	13%	8%	12%	3%
Web search	6%	9%	8%	7%	13%	15%
Television	4%	5%	5%	4%	5%	8%
Radio	9%	9%	7%	7%	6%	10%

**Q. Please tell me which of the following media is your preferred medium to receive this type of information.**



## In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *Local Government Programs or Initiatives*

Preferred Medium for Local Government Programs or Initiatives	Farmer	Farm	Hamlet	Village	Town	Small City
Local community newspaper - print	39%	41%	32%	42%	42%	43%
Local community newspaper – digital	7%	6%	3%	6%	4%	4%
Farm publication	11%	8%	2%	5%	2%	3%
Social media post	8%	9%	13%	7%	9%	7%
Web search	15%	14%	15%	17%	15%	13%
Television	17%	19%	18%	12%	21%	26%
Radio	22%	19%	9%	9%	13%	18%

**Q. Please tell me which of the following media is your preferred medium to receive this type of information.**



## In All Communities, TV and The Printed Local Community Newspaper is the Preferred Medium for *Provincial Government Programs or Initiatives*

Preferred Medium for Provincial Government Programs or Initiatives	Farmer	Farm	Hamlet	Village	Town	Small City
Local community newspaper - print	<b>29%</b>	<b>29%</b>	<b>27%</b>	<b>31%</b>	<b>28%</b>	<b>22%</b>
Local community newspaper – digital	7%	6%	3%	7%	2%	7%
Farm publication	12%	11%	1%	4%	3%	3%
Social media post	8%	9%	5%	6%	9%	7%
Web search	21%	22%	23%	18%	18%	17%
Television	<b>29%</b>	<b>33%</b>	<b>32%</b>	<b>34%</b>	<b>33%</b>	<b>44%</b>
Radio	22%	24%	14%	14%	17%	19%

**Q. Please tell me which of the following media is your preferred medium to receive this type of information.**



## In All Communities, The Printed Local Community Newspaper Follows TV and Matches Web Search as the Preferred Medium for Federal Government Programs or Initiatives

Preferred Medium for Local Government Programs or Initiatives	Farmer	Farm	Hamlet	Village	Town	Small City
Local community newspaper - print	22%	25%	20%	18%	23%	14%
Local community newspaper – digital	6%	6%	4%	5%	5%	7%
Farm publication	12%	10%	1%	2%	1%	3%
Social media post	5%	9%	4%	6%	10%	6%
Web search	23%	24%	29%	21%	19%	19%
Television	38%	39%	36%	42%	38%	53%
Radio	19%	20%	12%	13%	13%	16%

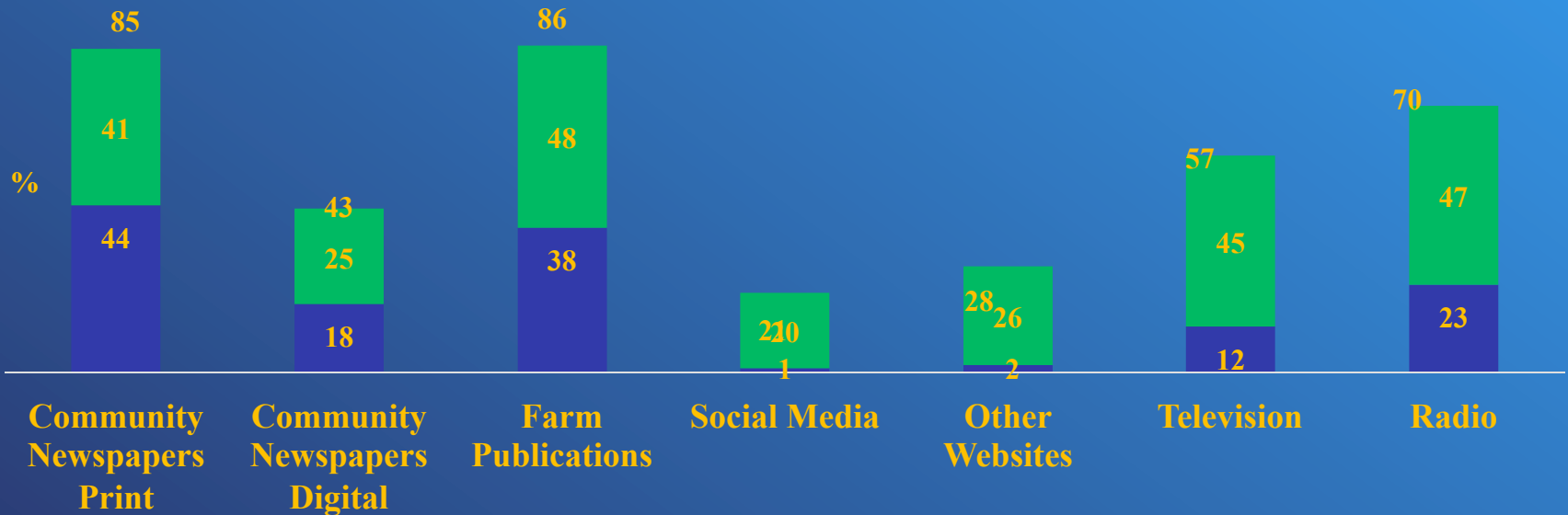
**Q. Please tell me which of the following media is your preferred medium to receive this type of information.**



## Printed Community Newspapers and Farm Publications Are the Most Trusted Media Among Farmers

### Media Trusted by Farmers

■ Trust Very Much ■ Trust Somewhat



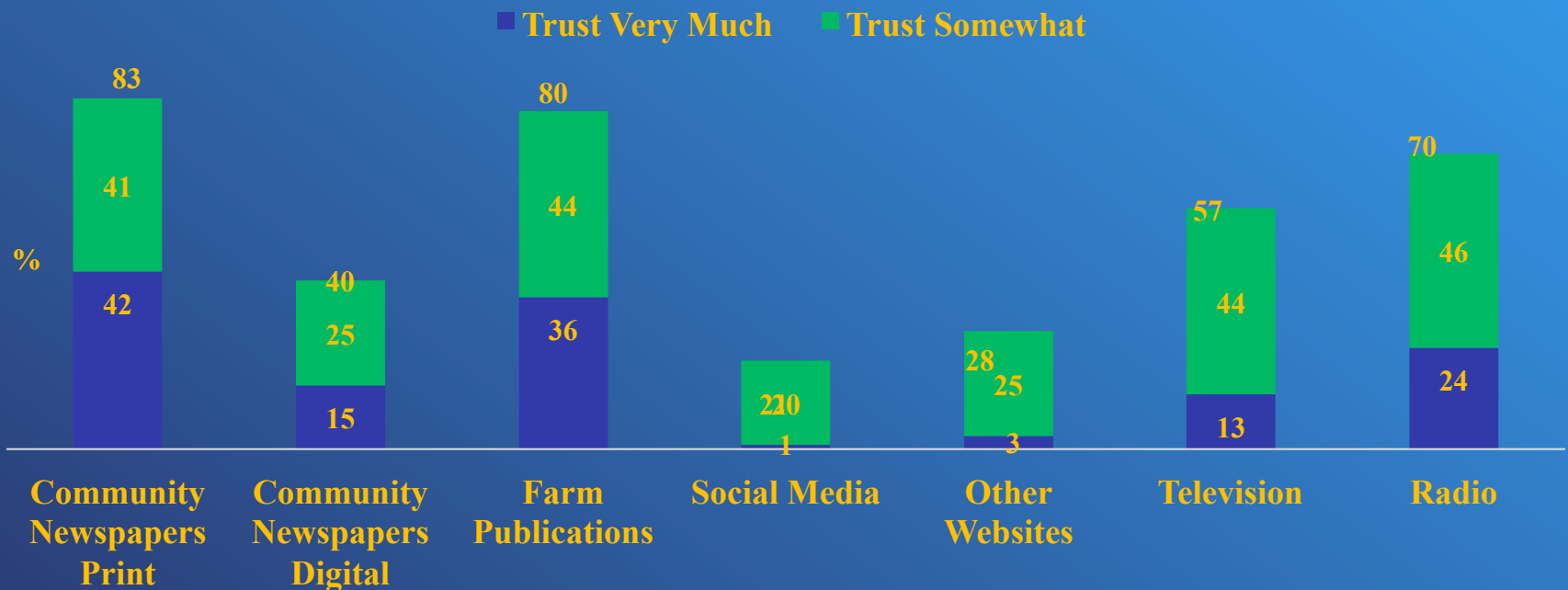
Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.





## Printed Community Newspapers and Farm Publications Are the Most Trusted Media Among Farm Dwellers

### Media Trusted by Farm Dwellers

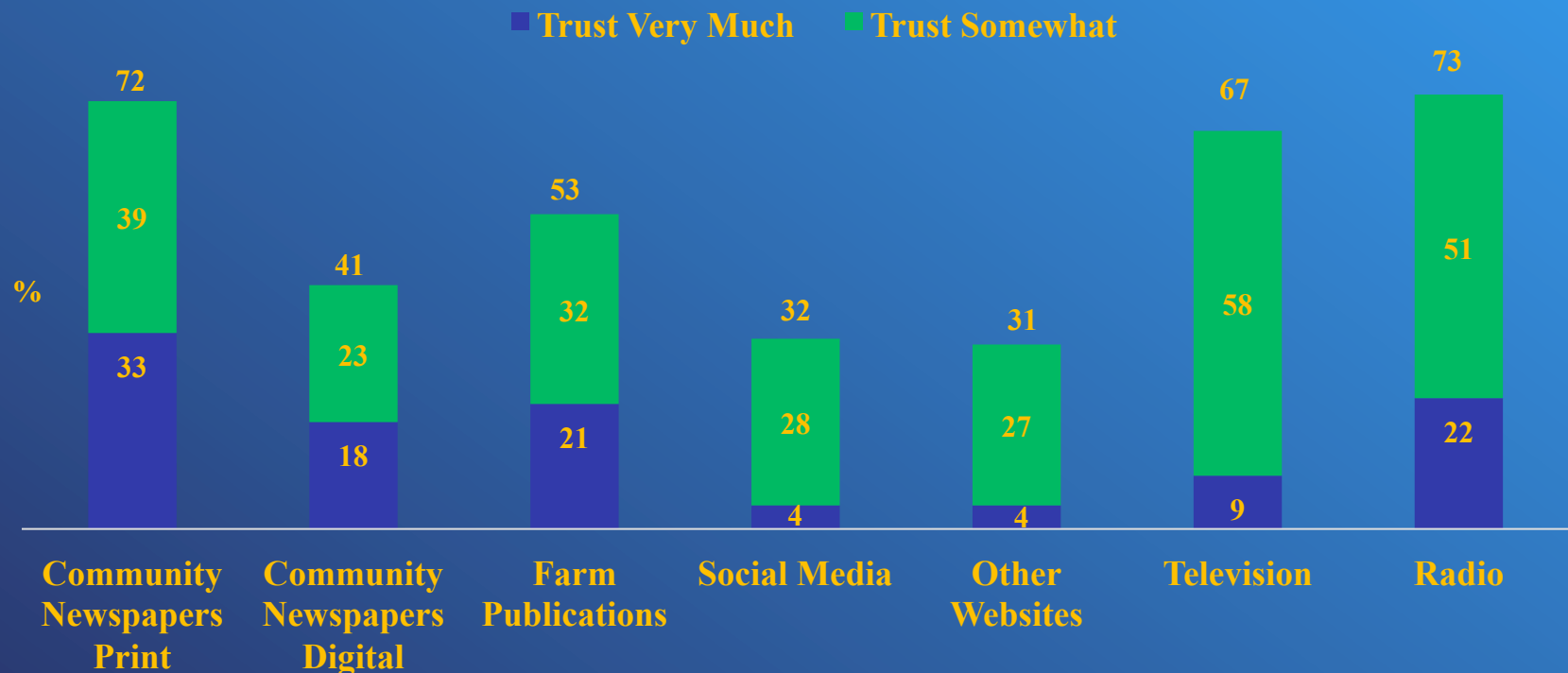


Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.



## Printed Community Newspapers and Radio Are the Most Trusted Media Among Hamlet Dwellers

### Media Trusted by Hamlet Community



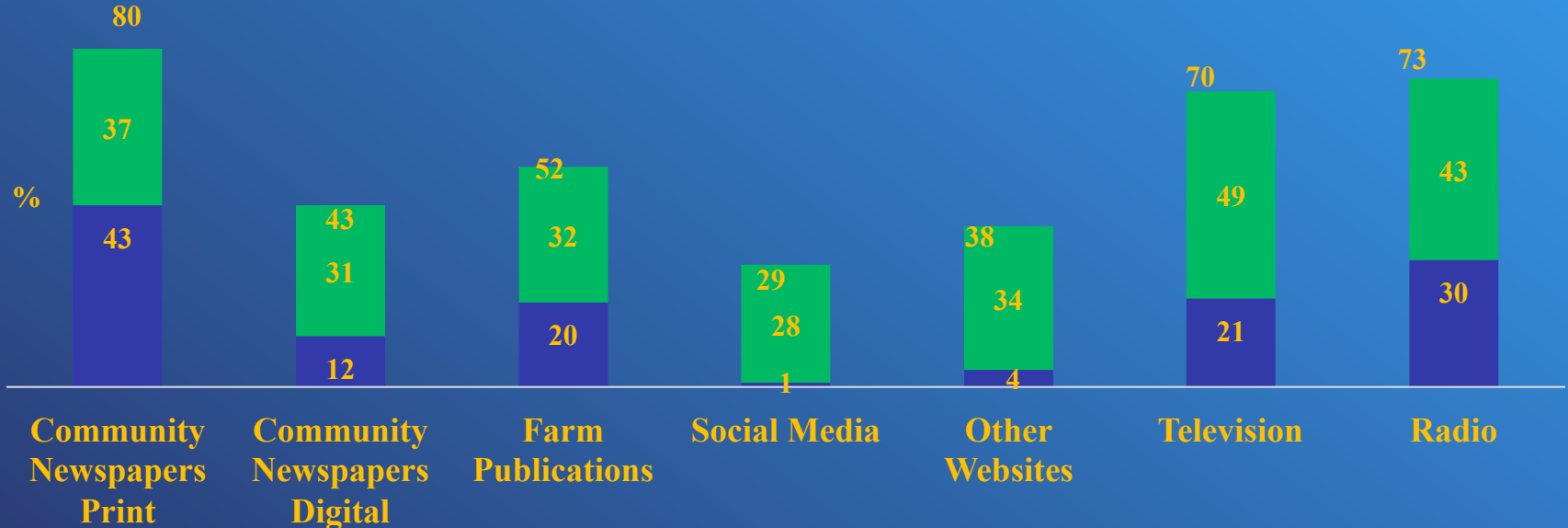
Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.



## Printed Community Newspapers Are the Most Trusted Media Among Those Living in Villages

### Media Trusted by Village Citizens

■ Trust Very Much ■ Trust Somewhat

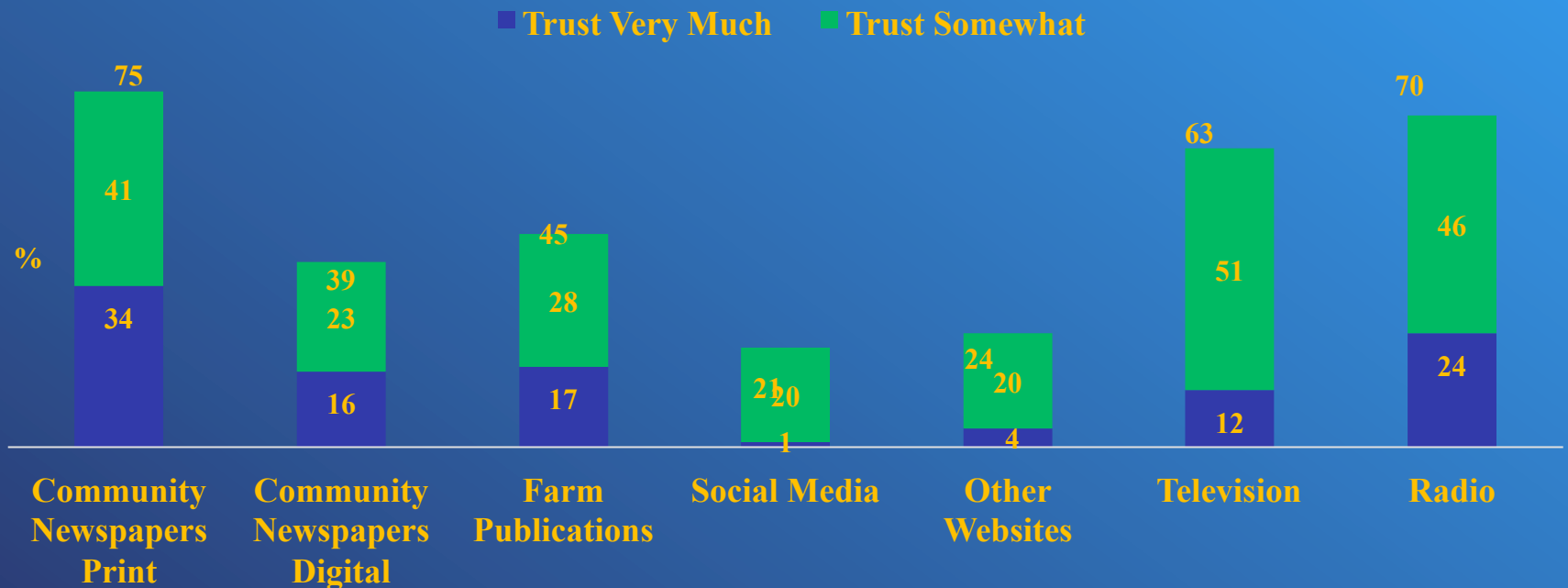


Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.



# Printed Community Newspapers and Radio Are the Most Trusted Media Among People Living in Towns

## Media Trusted by Town Dwellers

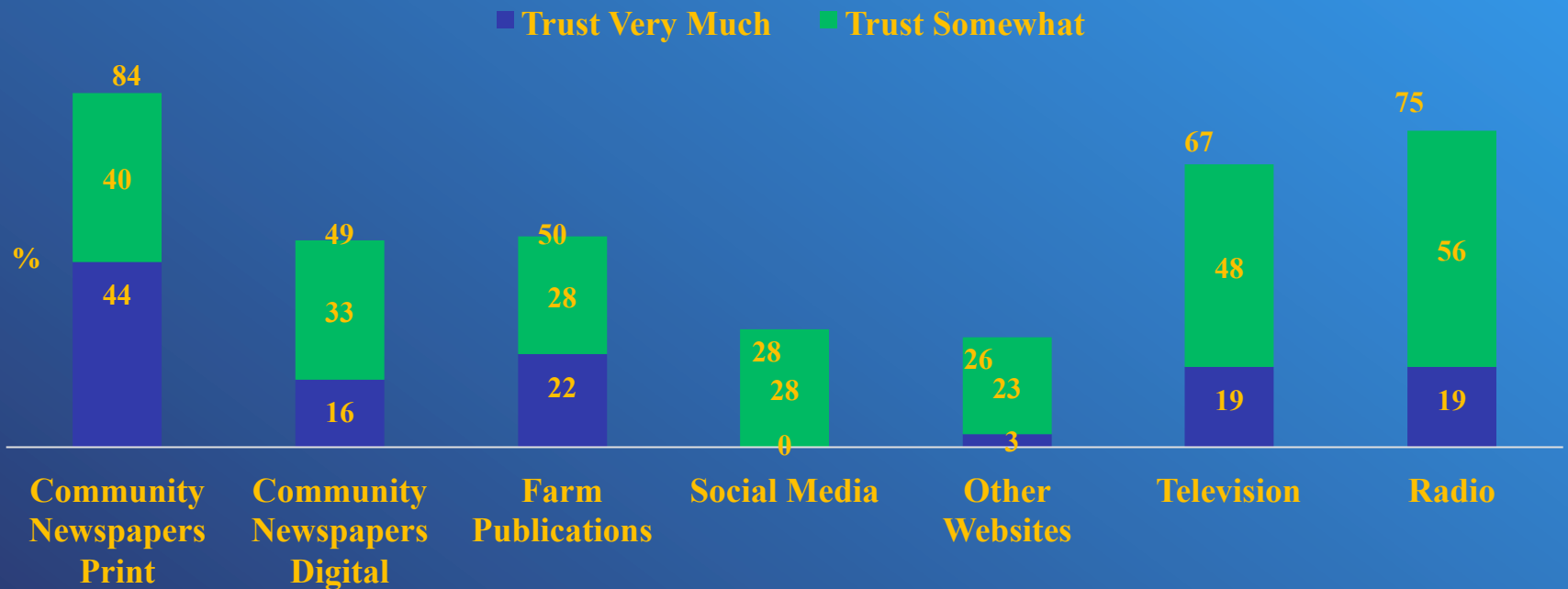


Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.



# Printed Community Newspapers Are the Most Trusted Media Among People Living in Small Cities

## Media Trusted by Small City Residents

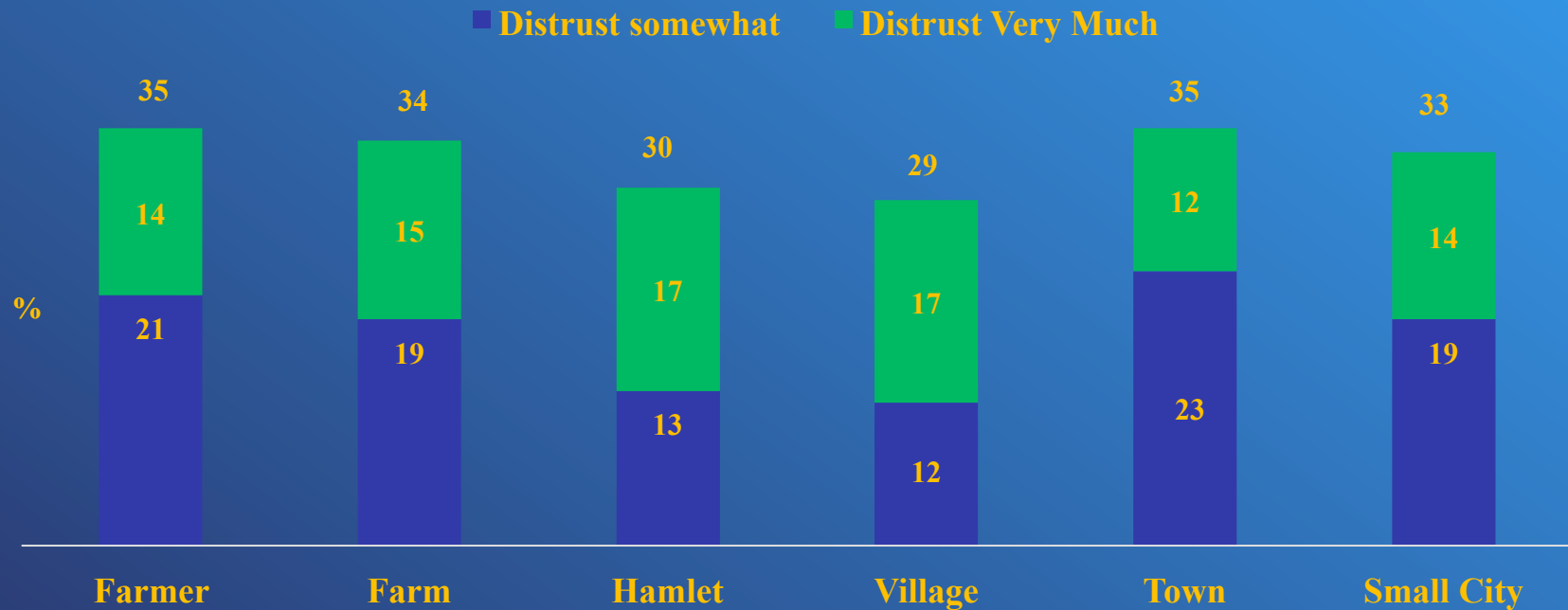


Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.

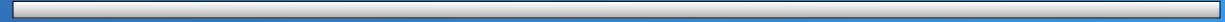


# One Respondent in Three Distrusts News and Advertising in Social Media

## Distrust News and Advertising on Social Media



Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.



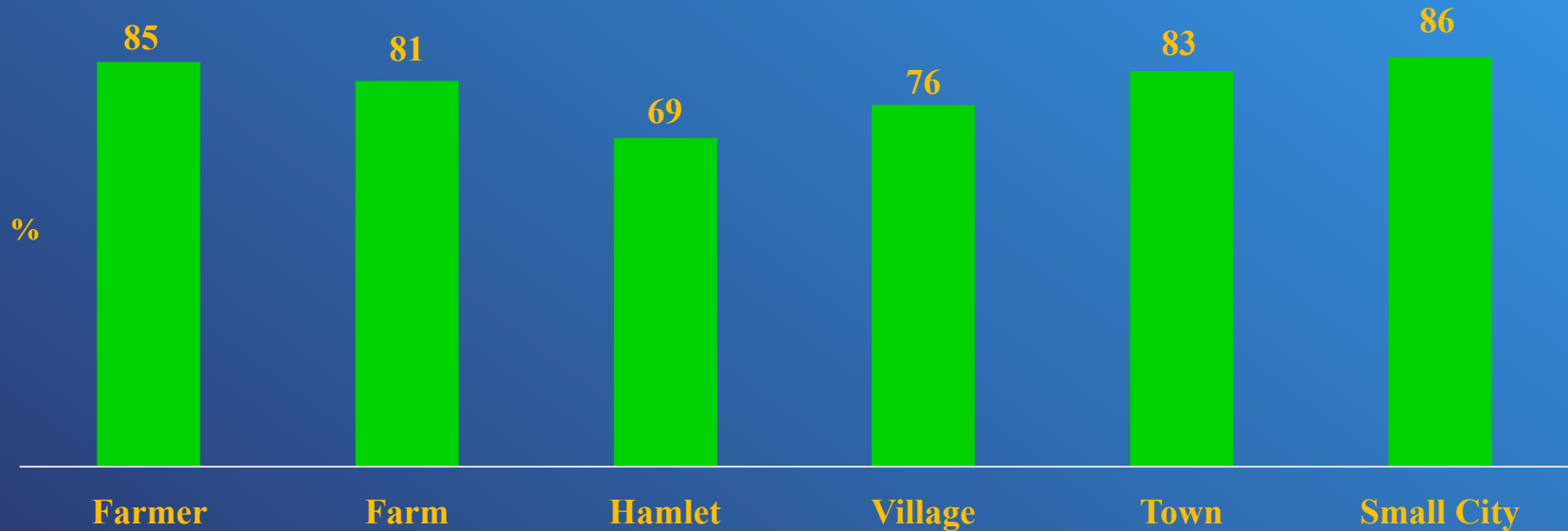
# **Local Community Newspapers and Their Websites**





# At Least 7 in 10 Respondents Receive a Printed Local Community Newspaper. Receipt is Higher on Farms and in Larger Communities.

## Household Receipt of Printed Community Newspaper

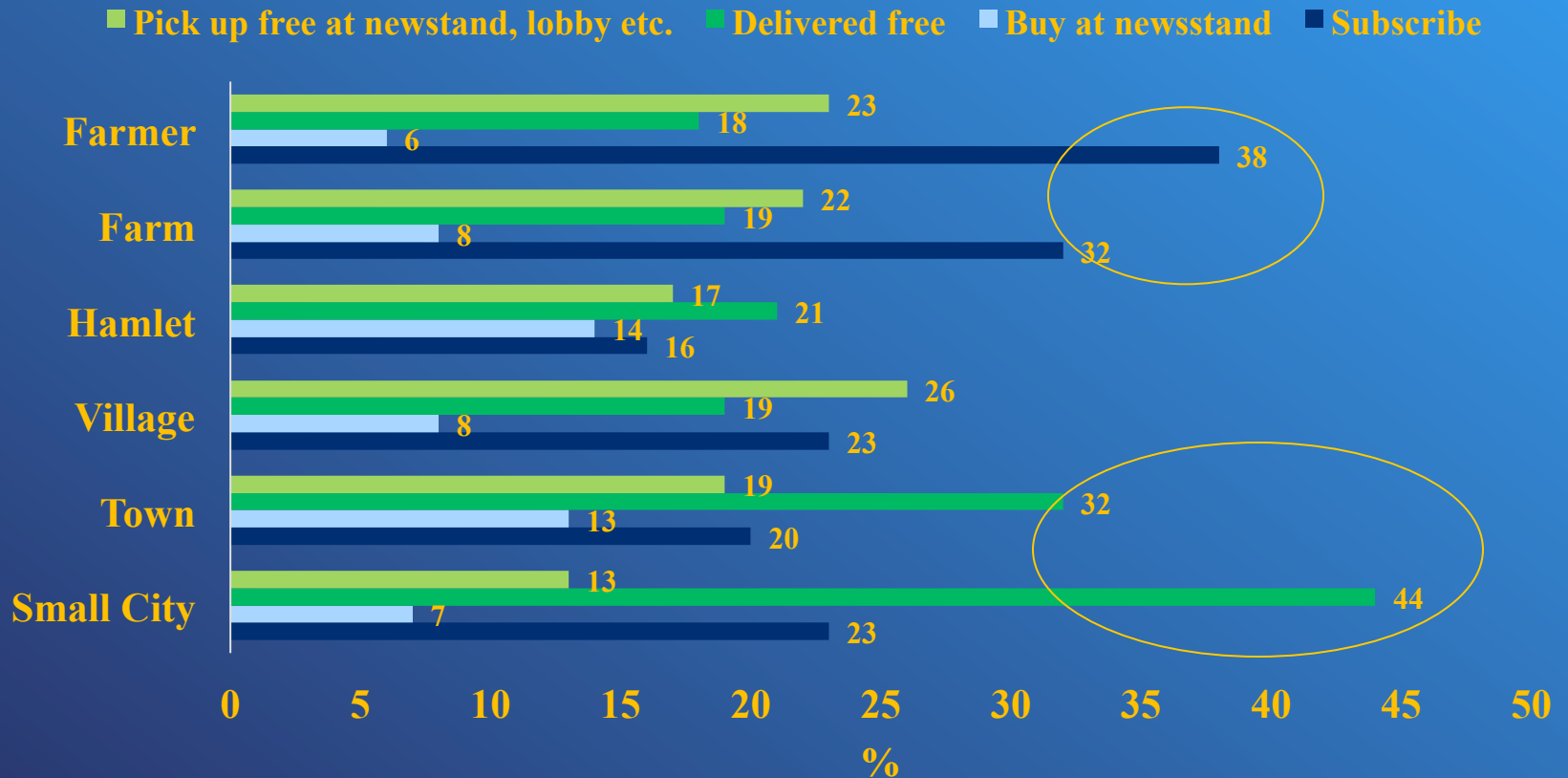


Q. Please tell me which of the following is true for your household.



# Farmers and Those Living on Farms are Most Likely Subscribe to Local Community Newspaper; Those in Larger Communities Tend to Get It Delivered Free

## How Printed Community Newspaper Obtained

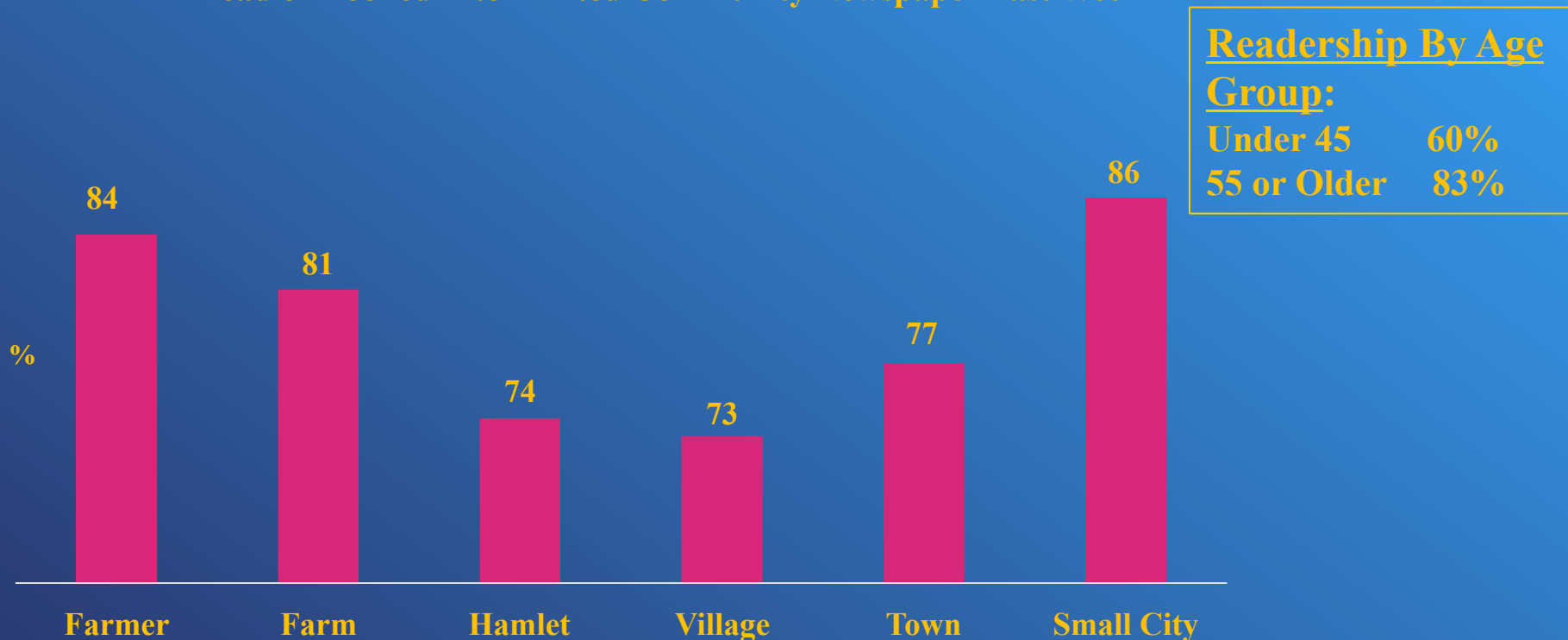


Q. Please tell me which is true for your household.



## Three-Quarters or More of Those Receiving a Printed Local Community Newspaper Read or Look Into It Weekly. Readership is Higher on Farms, in Larger Communities and Among Older People.

### Read or Looked Into Printed Community Newspaper Past Week



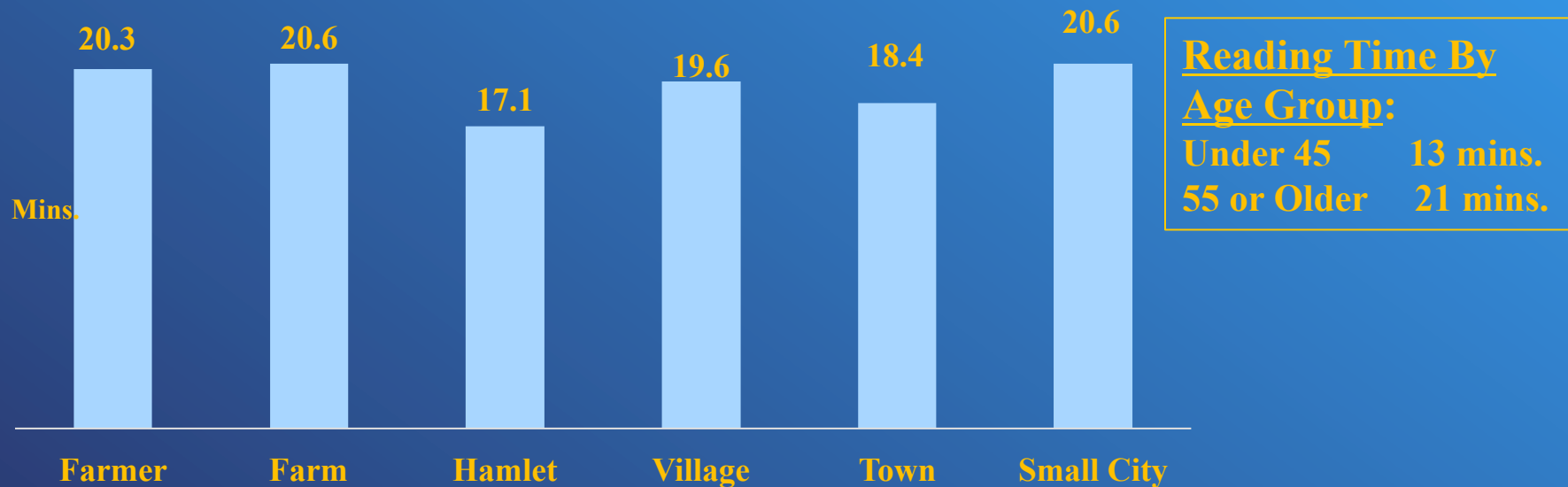
Q. Please tell me which of the following is true for your household.

Q. Have you personally read or looked into the printed version of a local community newspaper in the past week?



## Readers of Printed Local Community Newspapers Spend an Average of 17 to 20 Minutes Reading a Typical Issue.

Average Time Spent Reading Printed Community Newspaper



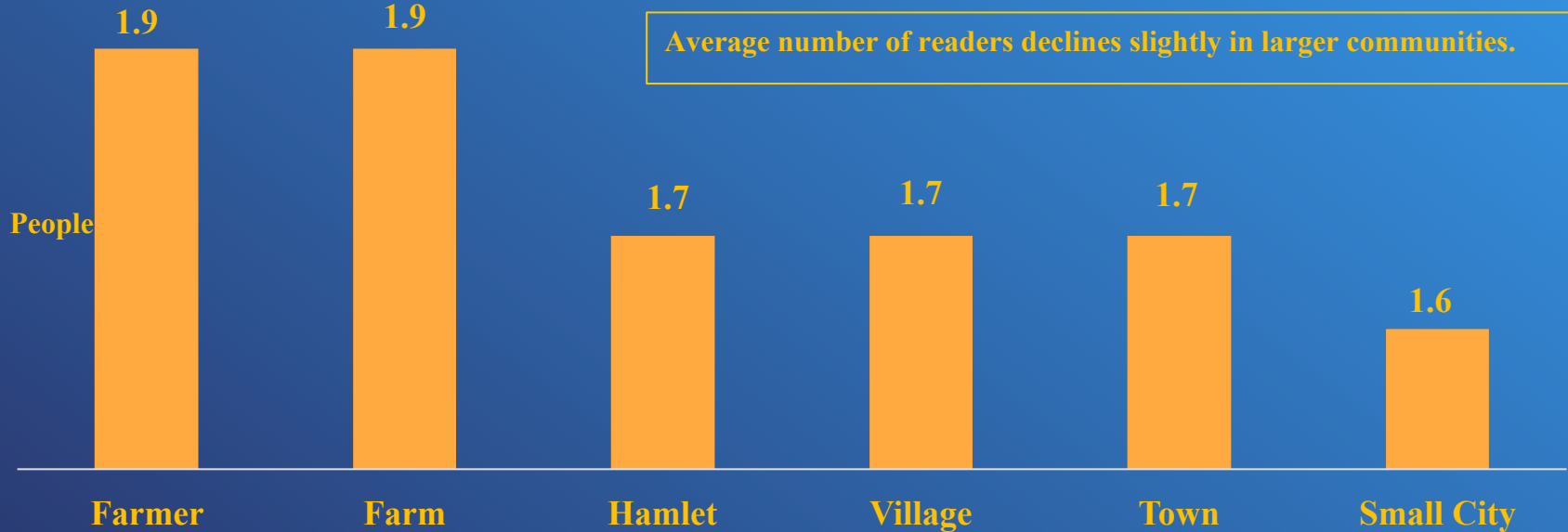
Q. Please tell me which of the following is true for your household.

Q. How much time do you personally spend on average reading or looking into each edition of a printed local community newspaper?



## Almost Two Household Members Read or Look Into a Typical Issue of the Printed Community Newspaper.

### Average Household Readers of Printed Community Newspaper



Q. Please tell me which of the following is true for your household.

Q. And how many people in your household would typically read or look into each edition of a printed local community newspaper?



**More Than One in Ten Respondents Visit the Website of Their Local Community Newspaper in a Typical Week. In Small Cities and Among Younger People the Percentage is Even Higher.**

### Visit Website of Community Newspaper in Typical Week



#### Website Visits By Age Group:

Under 45	28%
55 or Older	9%

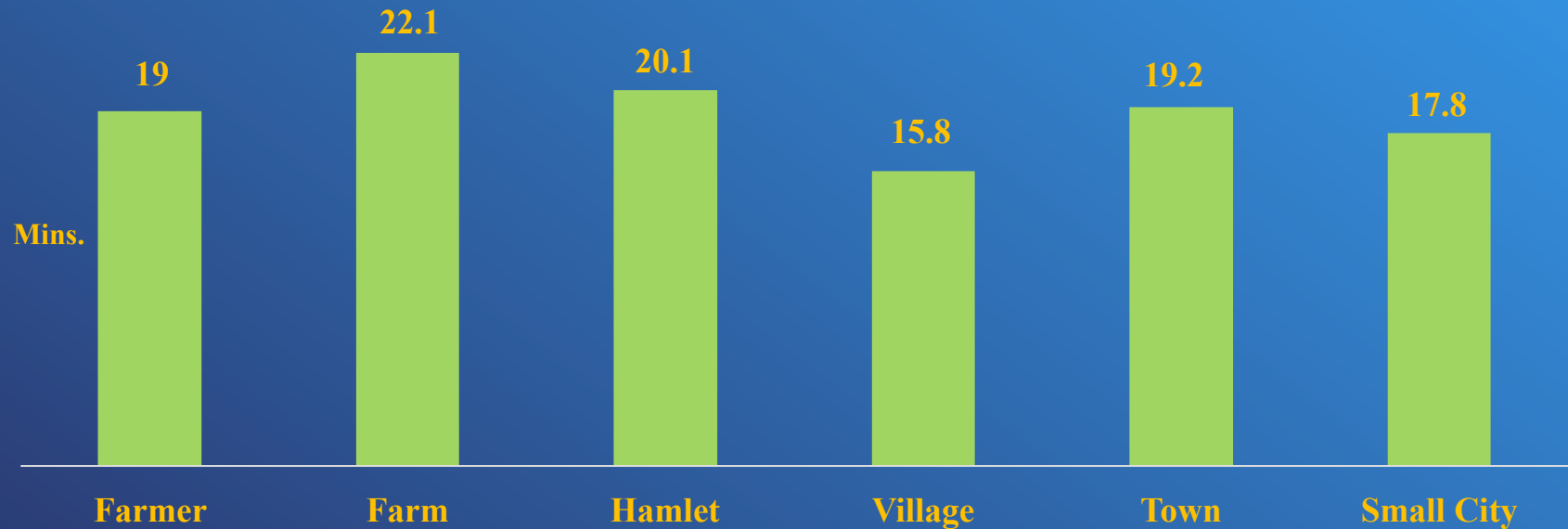
Q. Please tell me which of the following is true for your household.

Q. Do you personally visit the website of your local community newspaper in a typical week?



## People Who Access the Website of Their Local Community Newspaper Spend About 20 Minutes On the Site Per Week.

### Average Time Spent Reading Printed Community Newspaper



Q. Please tell me which of the following is true for your household.

Q. How much time do you personally spend on average reading or looking into the local community newspaper's website in a typical week?



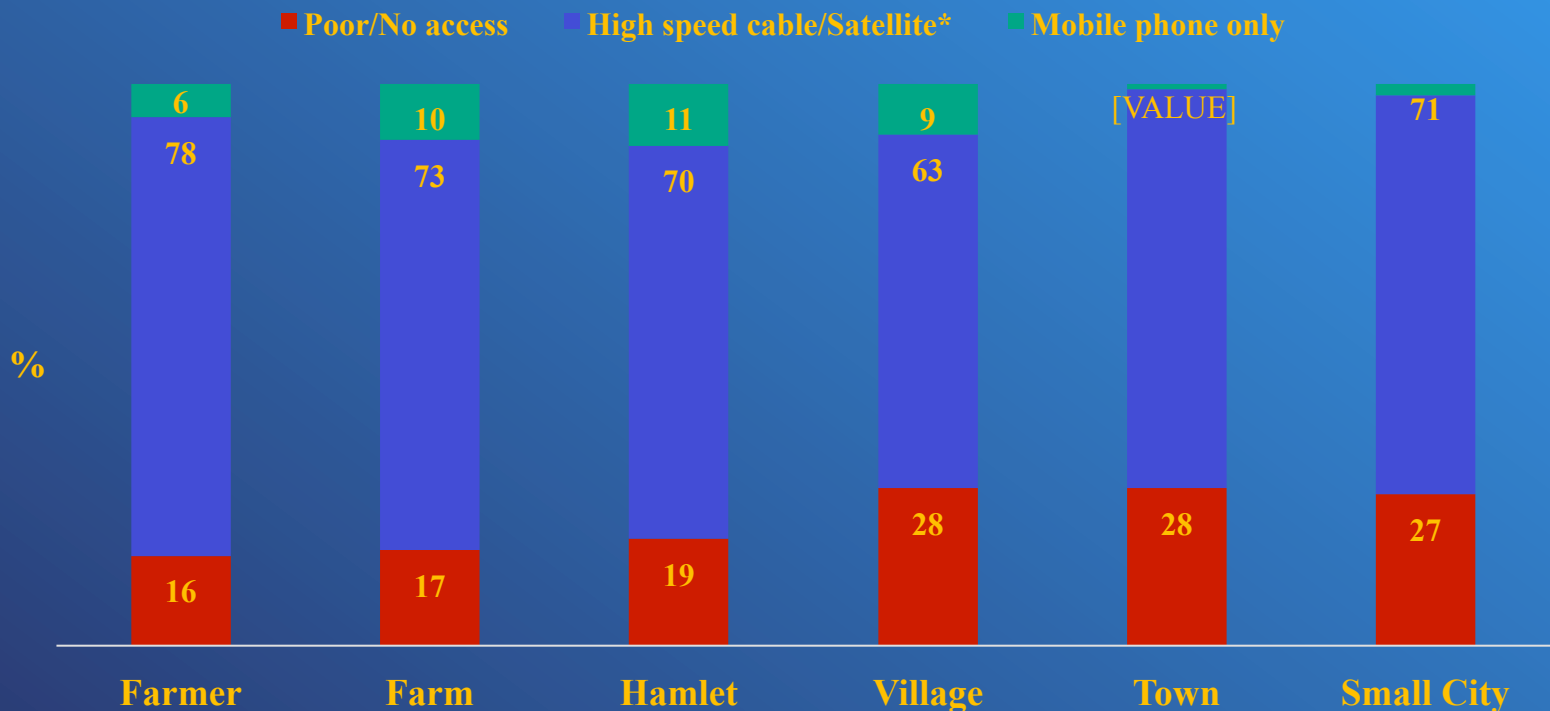
# Digital Media





## Between 16% and 28% of Homes Have Poor or No Access to the Internet

### Internet Access in Home



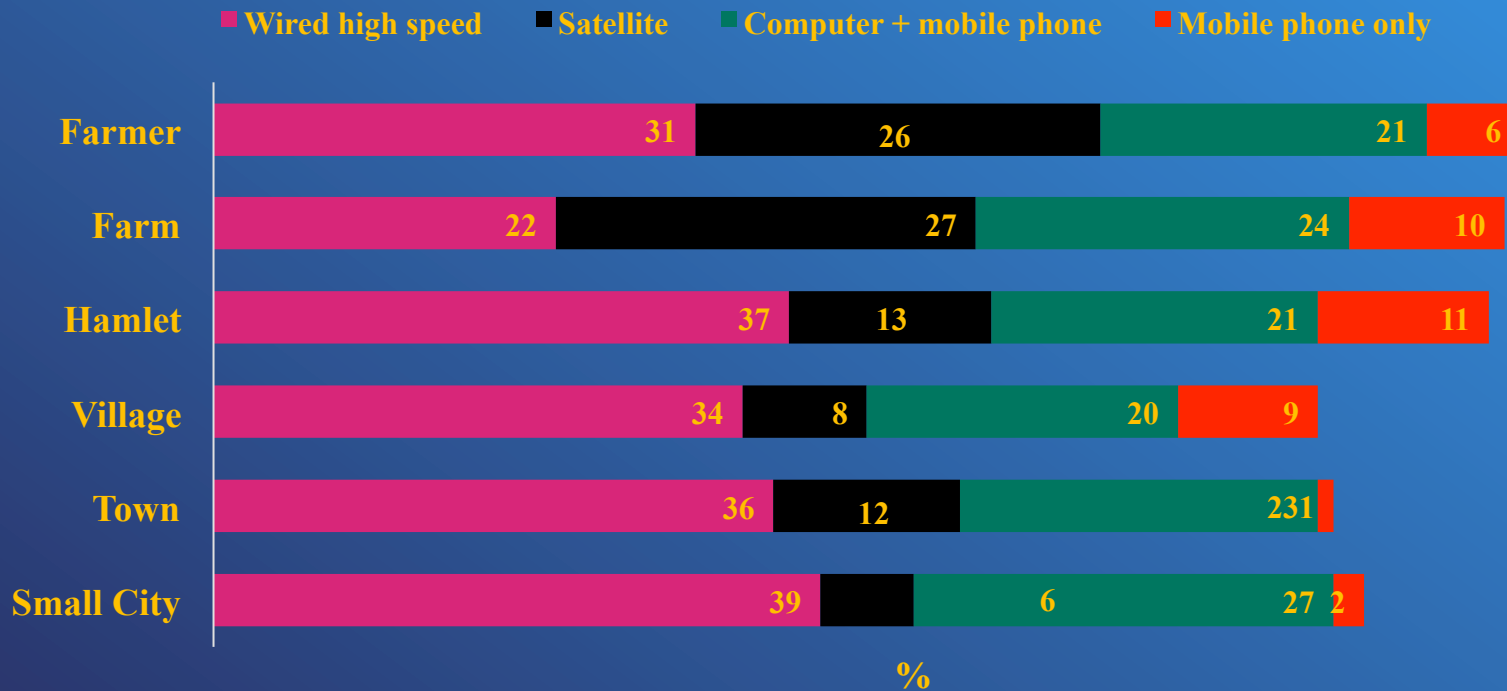
\* Includes those with both high speed computer and mobile phone access

Q. Please tell me which of the following best describes your internet connection at home.



# Most Respondents Use Wired High Speed or Satellite Connections to Access the Internet

## Type of Internet Access

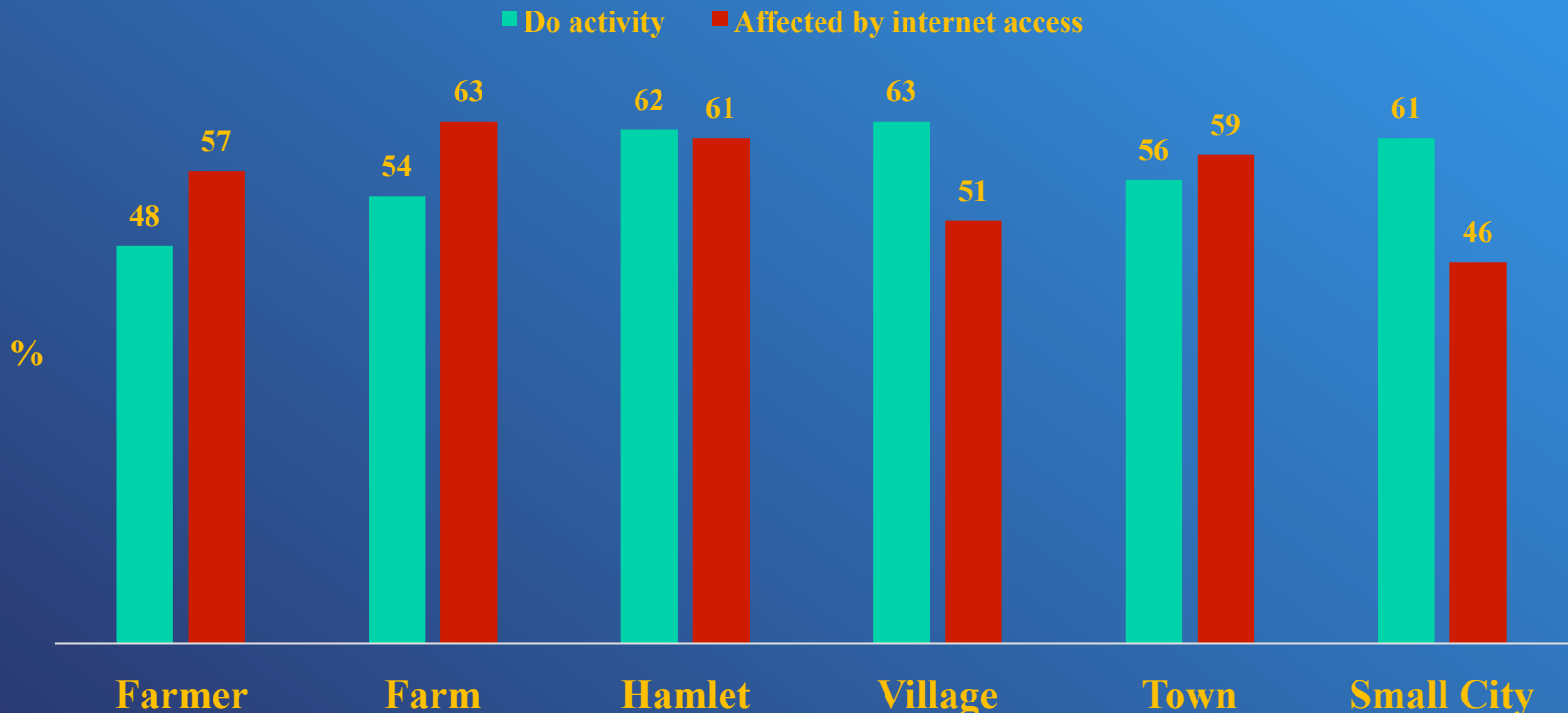


Q. Please tell me which of the following best describes your internet connection at home.



## Between Half and Two-Thirds of Respondents With Internet Connection Watch Streaming Video and Most of Them Say Their Connection Impacts How They Use the Internet for This

### Impact of Internet Access on Watching Streaming Video



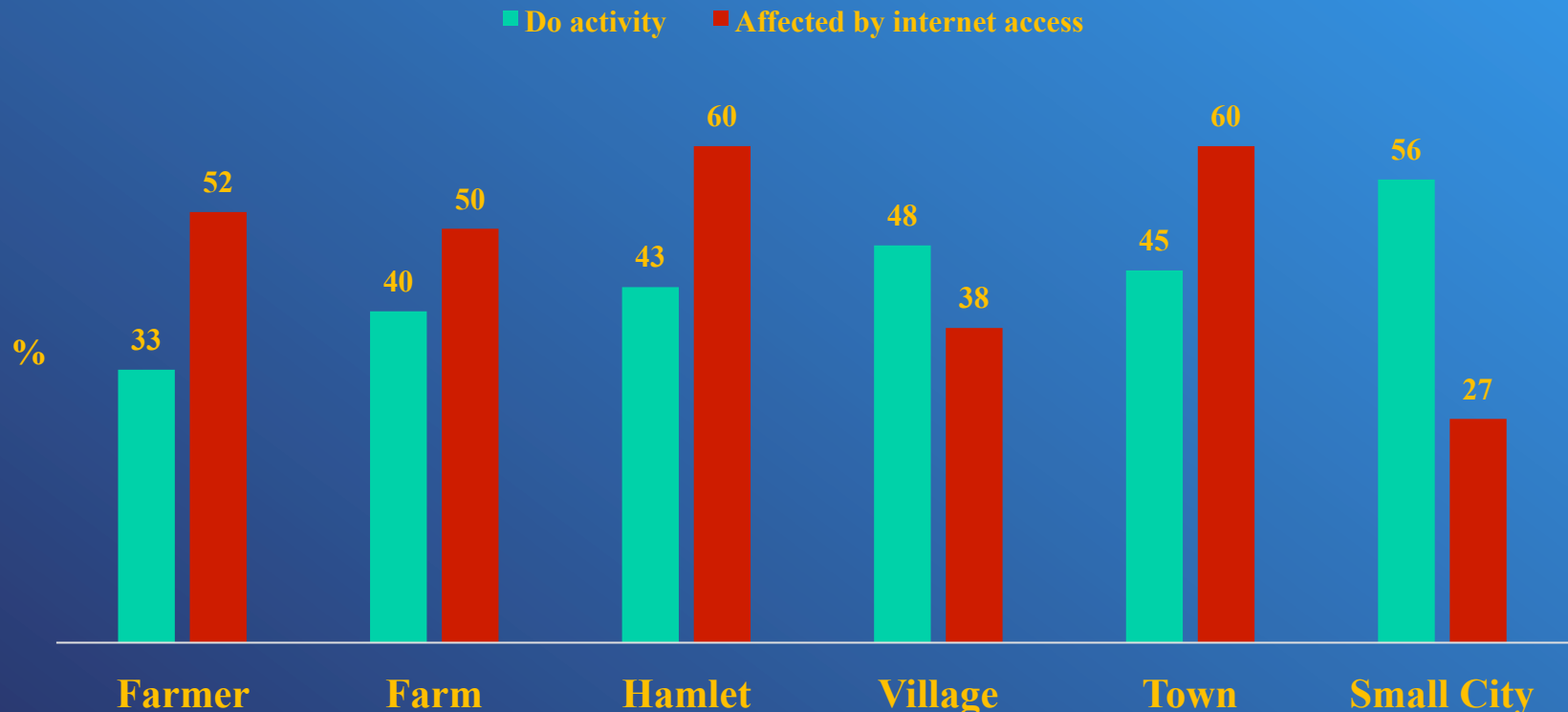
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



## Between a third and Half of Respondents With Internet Connection Listen to Streaming Music and Most of Them Say Their Connection Impacts How They Use the Internet for This

### Impact of Internet Access on Listening to Streaming Music



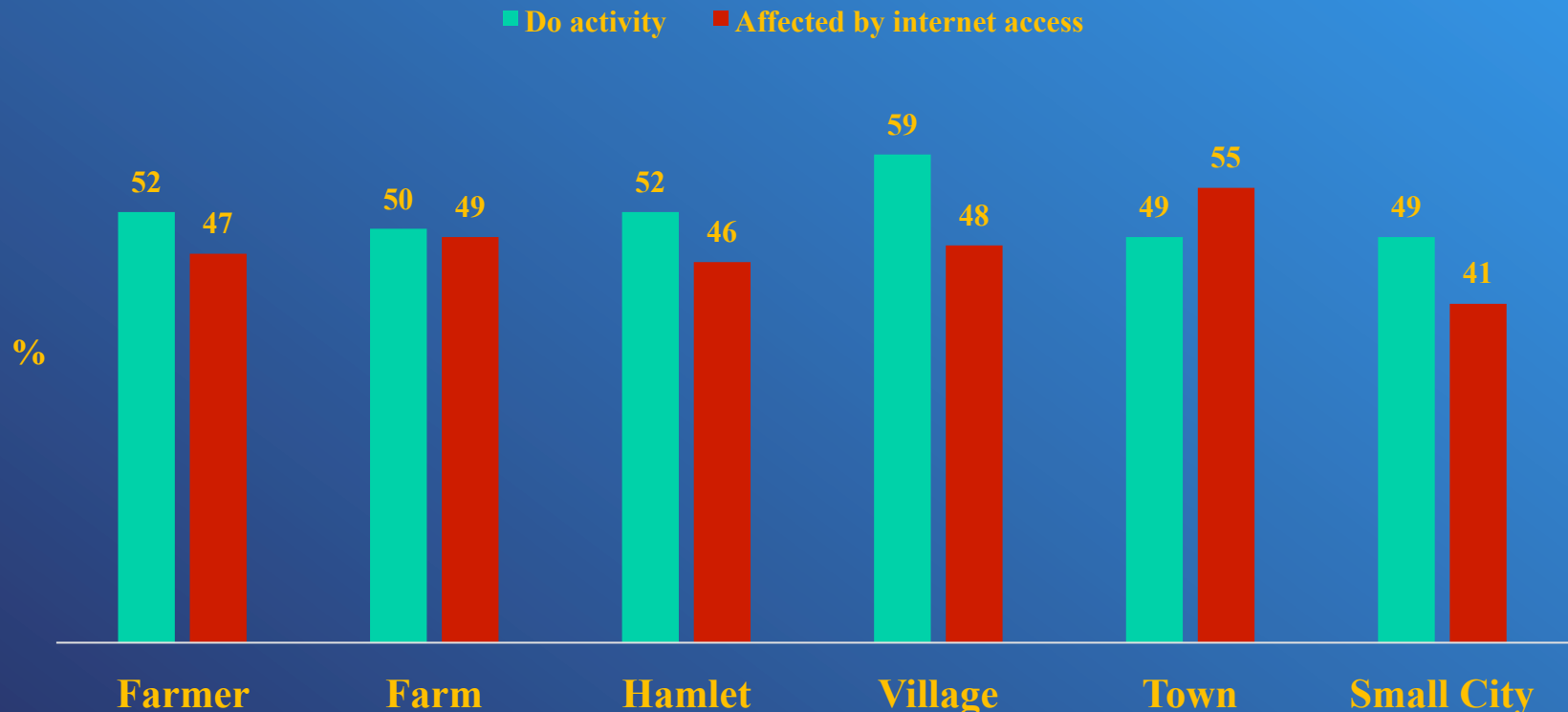
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



## Between Half and 60% of Respondents With Internet Connection Download Large Files and Half of Them Say Their Connection Impacts How They Use the Internet for This

### Impact of Internet Access on Downloading Large Files



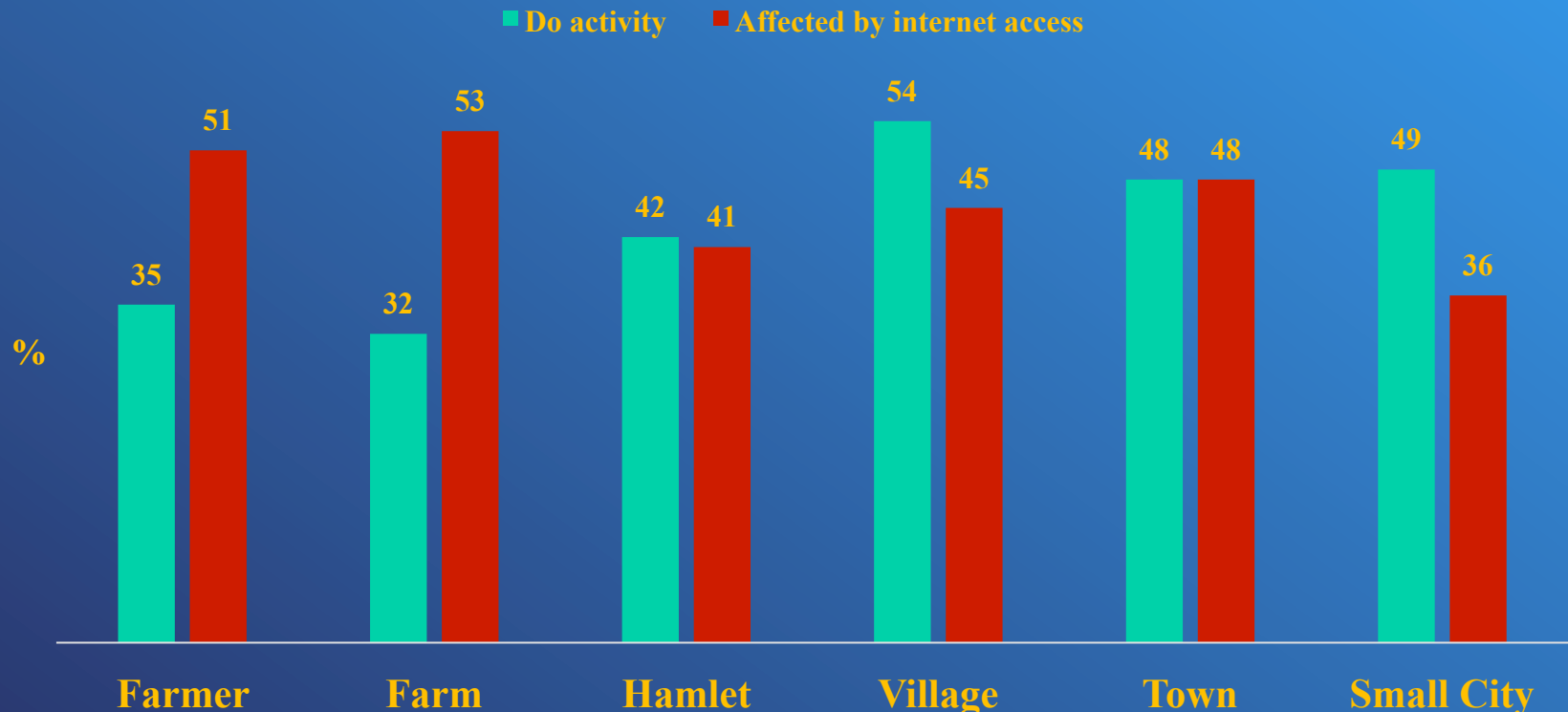
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



## Between a Third and Half of Respondents With Internet Connection Play Online Games and About Half of Them Say Their Connection Impacts How They Use the Internet for This

### Impact of Internet Access on Playing Online Games



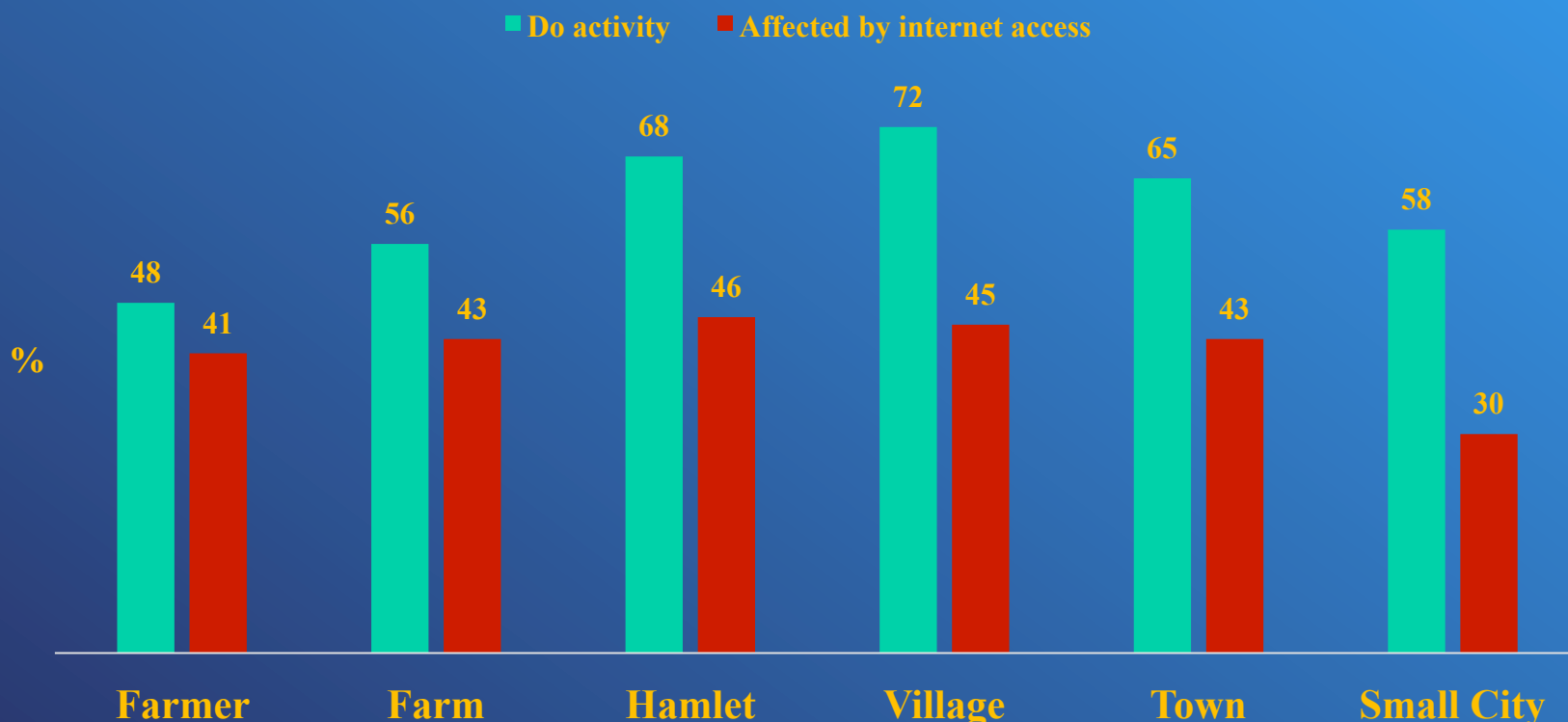
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



## Between Half and Three-Quarters of Respondents Participate in Social Media and Many of Them Say Their Connection Impacts How They Use the Internet for This

### Impact of Internet Access on Participating in Social Media



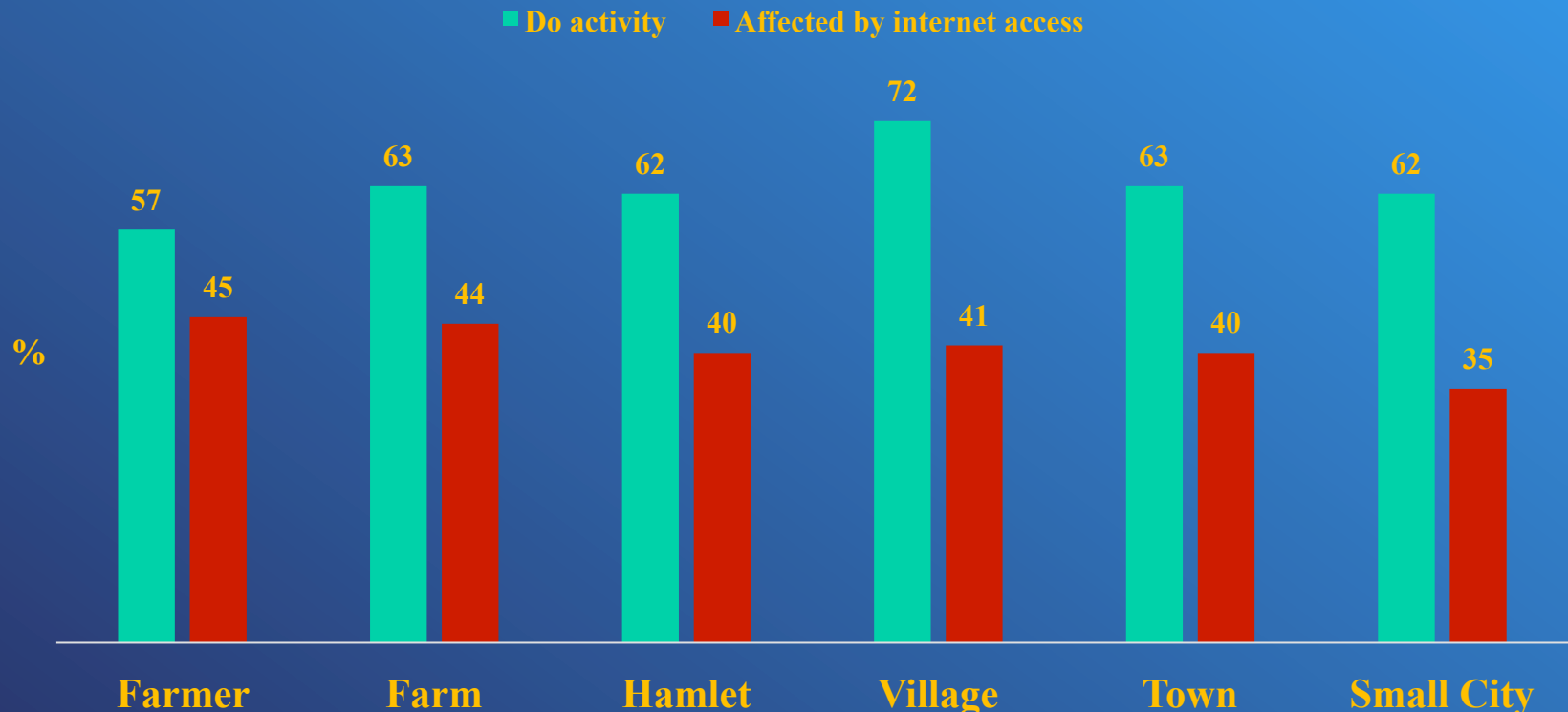
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



## Between Half and Three-Quarters of Respondents With Internet Connection Shop Online and About 40% of Them Say Their Connection Impacts How They Use the Internet for This

### Impact of Internet Access on Shopping Online



Q. Please tell me which of the following best describes your internet connection at home.

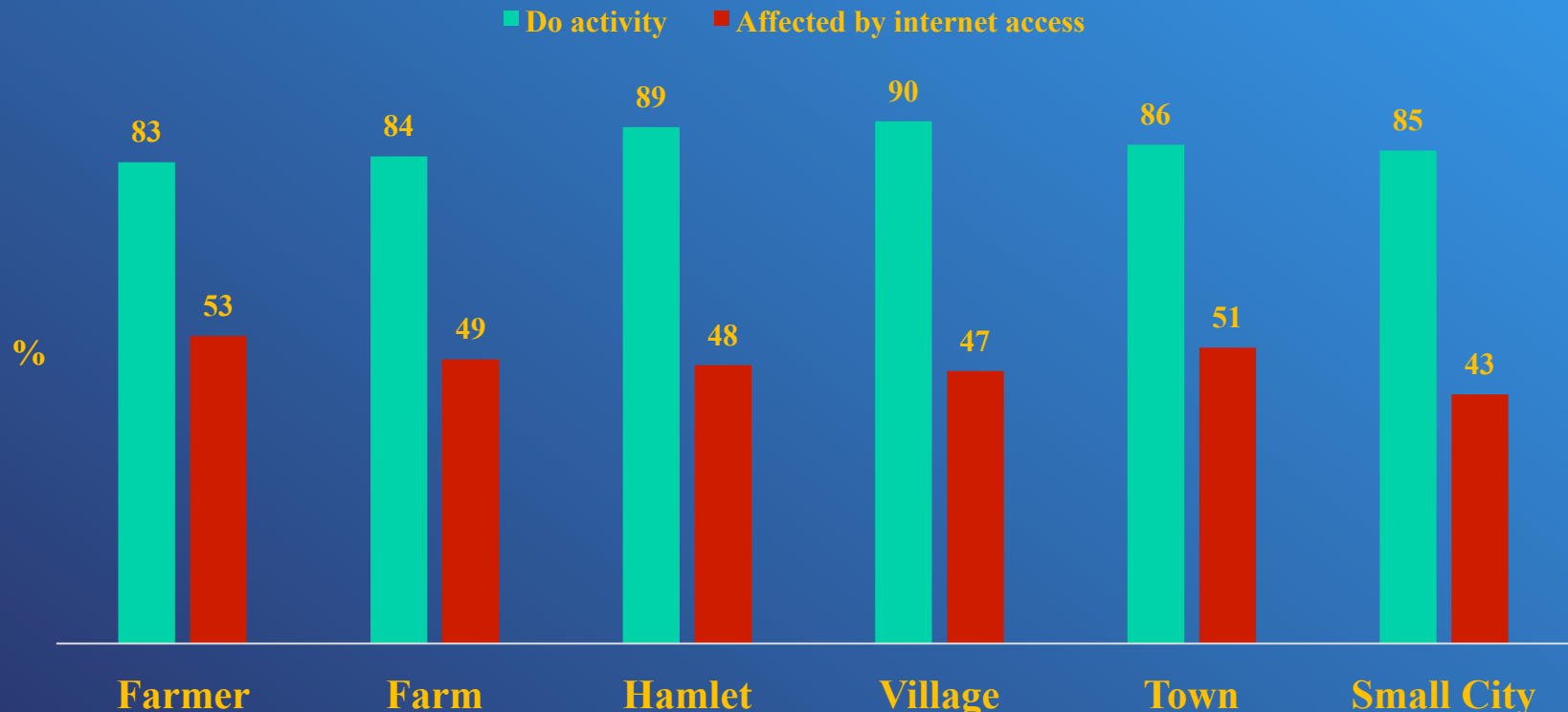
Q. Does your internet connection type at home affect how you use the internet for each of the following activities?





## More Than 80% of Respondents With Internet Connection Do Research Online and About Half of Them Say Their Connection Impacts How They Use the Internet for This

### Impact of Internet Access on Doing Research Online



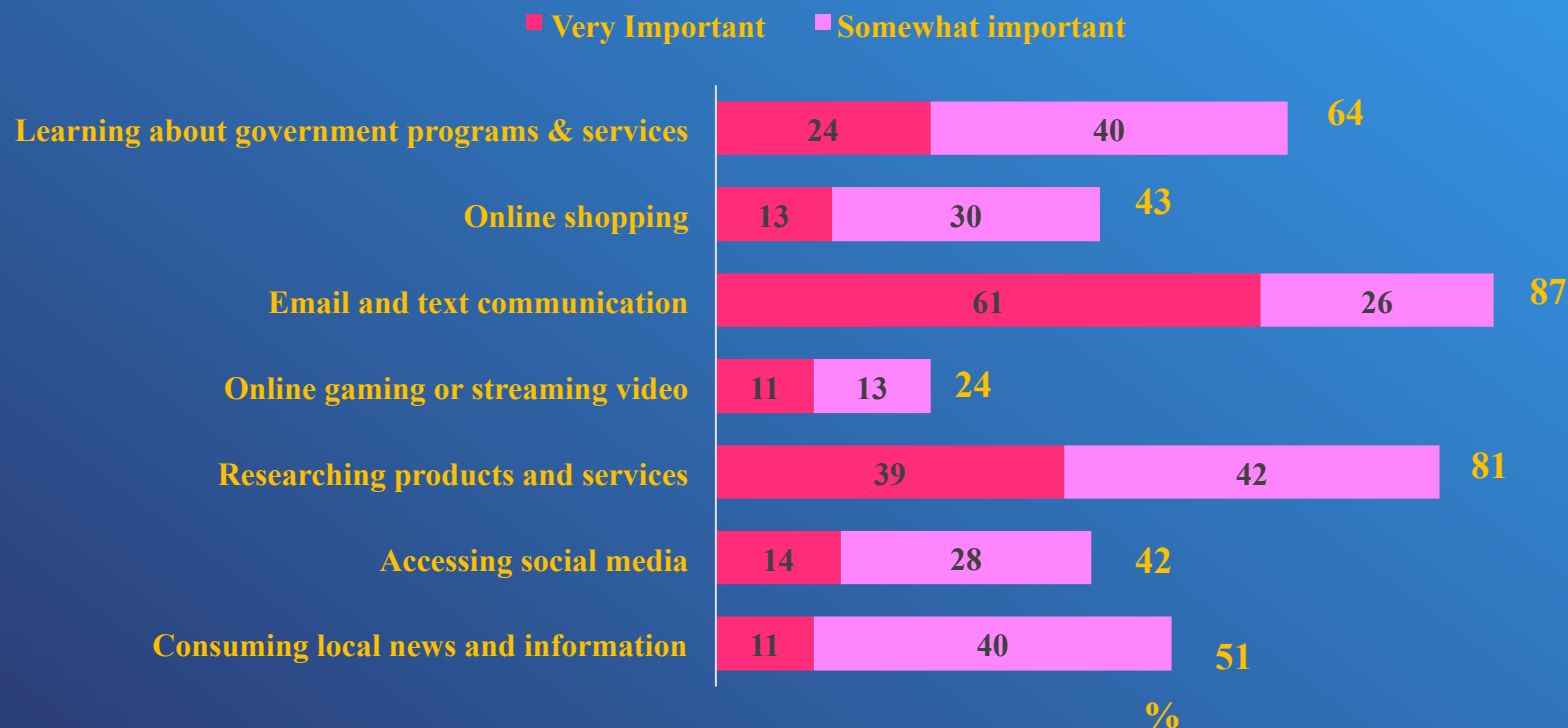
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



# Farmers With Online Access Say Email, Texting and Researching Products and Services Are the Most Important Online Activities for Them

## Farmers: Internet is Important For:



Q. Please tell me which of the following best describes your internet connection at home.

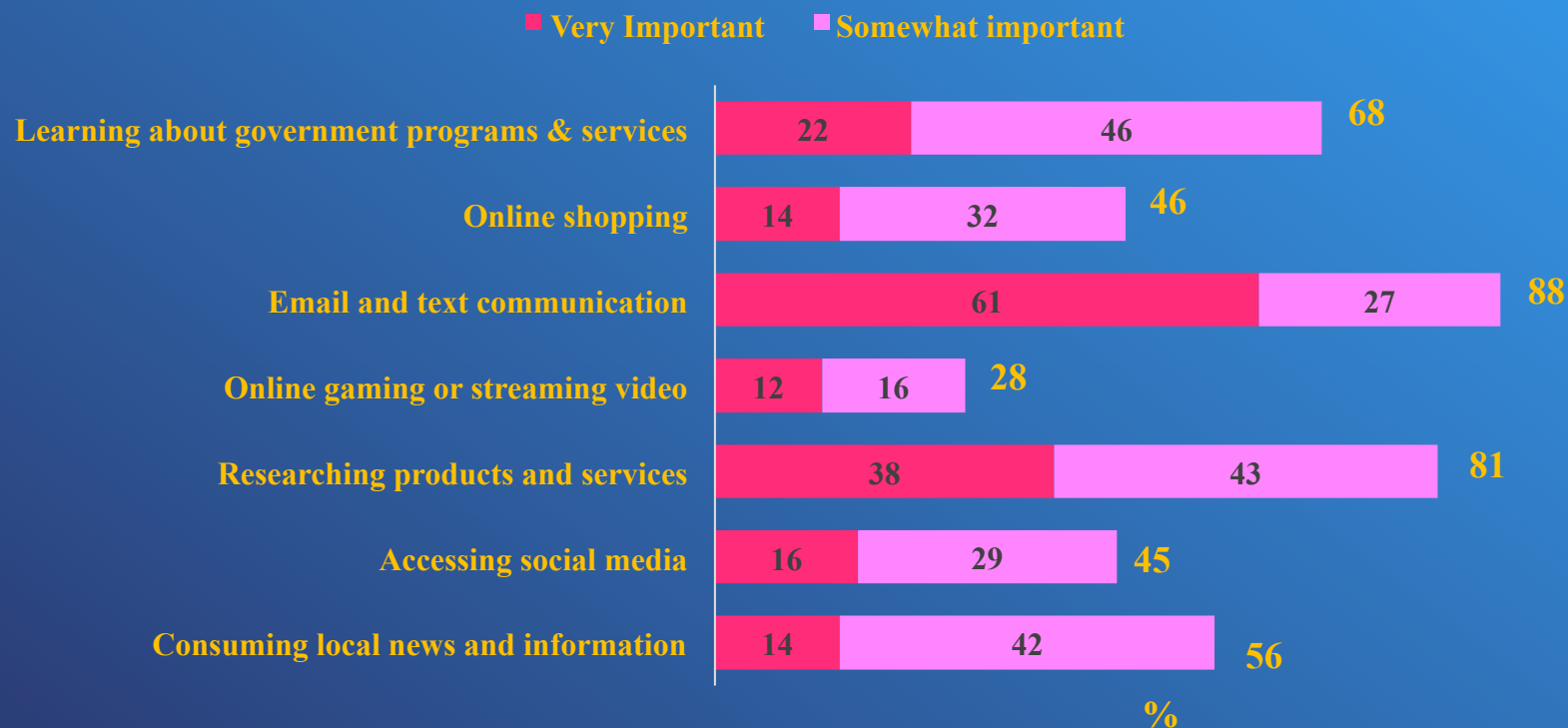
Q. Please tell me how important each of these activities is for you personally.

For \_\_\_ is the internet very important, somewhat important, neither important nor unimportant, somewhat unimportant or very unimportant?



# People With Online Access Living on Farms Say Email, Texting and Researching Products and Services Are the Most Important Online Activities for Them

## Farm Dwellers: Internet is Important For:



Q. Please tell me which of the following best describes your internet connection at home.

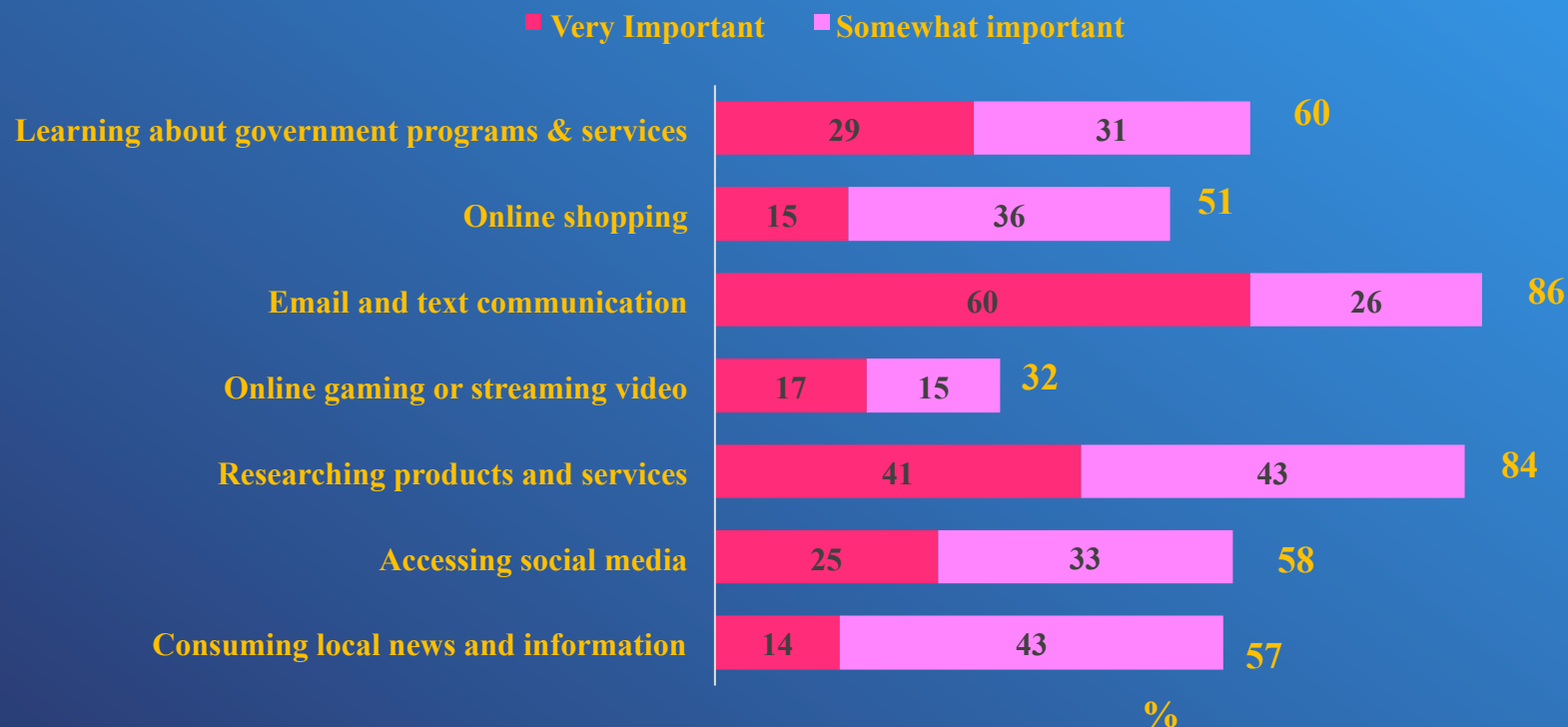
Q. Please tell me how important each of these activities is for you personally.

For \_\_\_ is the internet very important, somewhat important, neither important nor unimportant, somewhat unimportant or very unimportant?



# People With Online Access Living in Hamlets Say Email, Texting and Researching Products and Services Are the Most Important Online Activities for Them

## Hamlet Dwellers: Internet is Important For:



Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally.

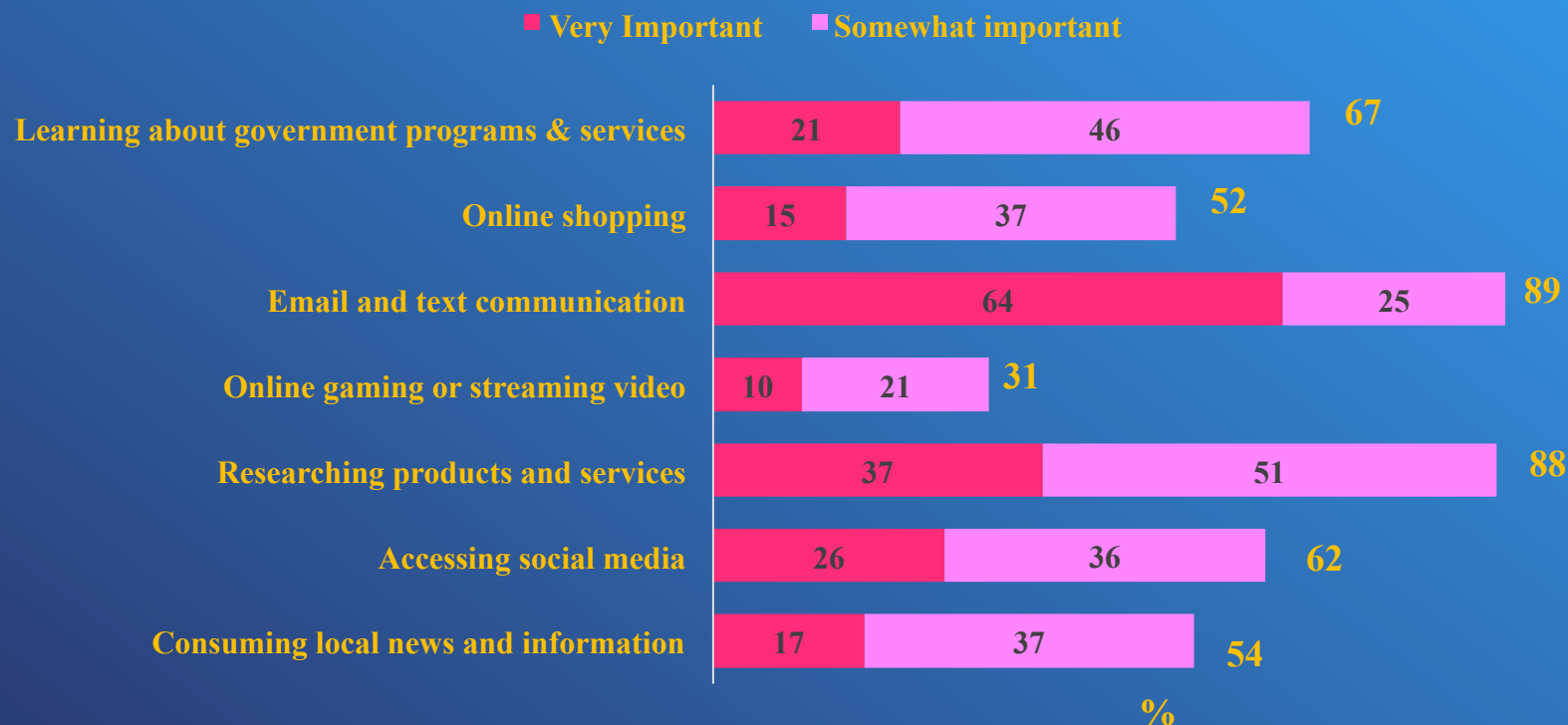
For \_\_\_ is the internet very important, somewhat important, neither

important nor unimportant, somewhat unimportant or very unimportant?



# People With Online Access Living in Villages Say Email, Texting and Researching Products and Services Are the Most Important Online Activities for Them

## Villagers: Internet is Important For:



Q. Please tell me which of the following best describes your internet connection at home.

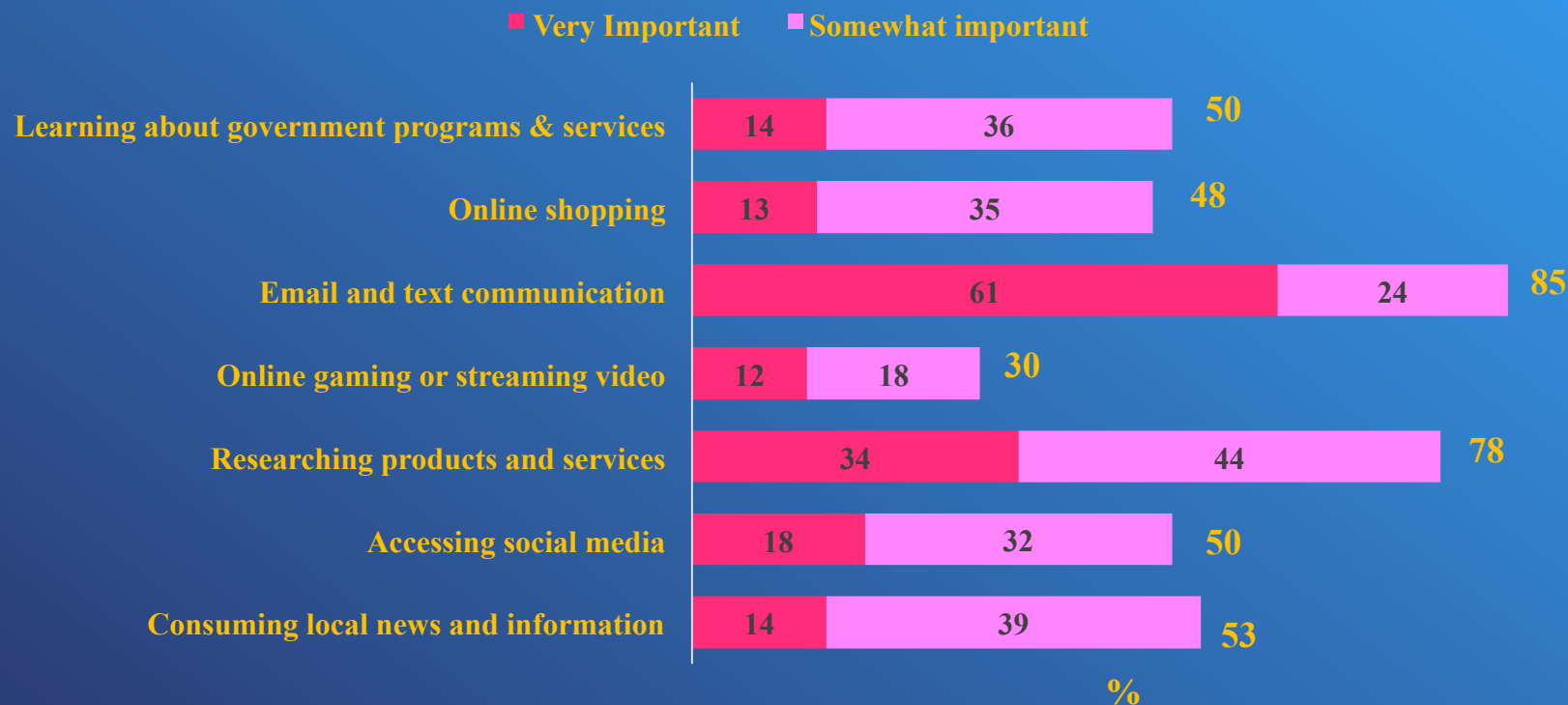
Q. Please tell me how important each of these activities is for you personally.

For \_\_\_ is the internet very important, somewhat important, neither important nor unimportant, somewhat unimportant or very unimportant?



# People With Online Access Living in Towns Say Email, Texting and Researching Products and Services Are the Most Important Online Activities for Them

## Town People: Internet is Important For:



Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally.

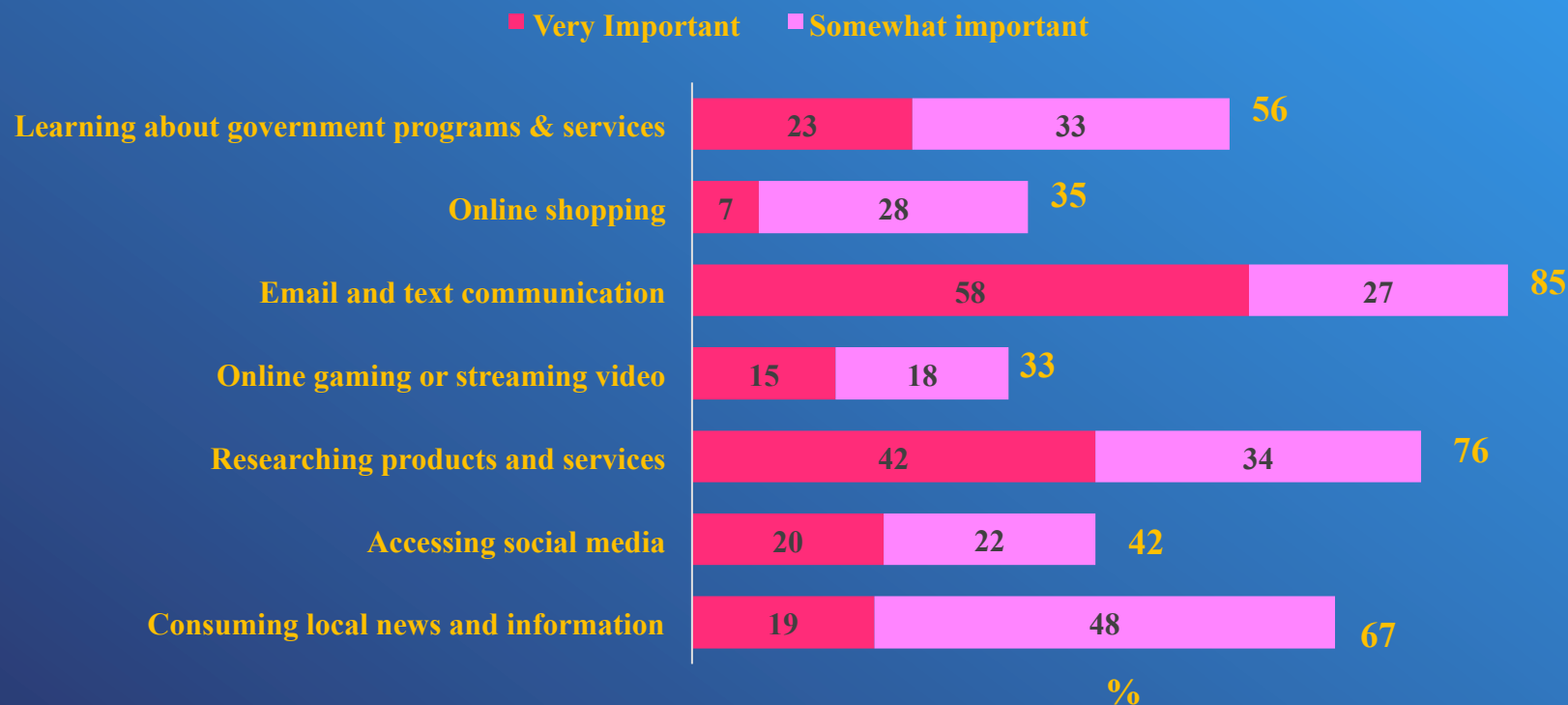
For \_\_\_ is the internet very important, somewhat important, neither important nor unimportant, somewhat unimportant or very unimportant?





# People With Online Access Living in Small Cities Say Email, Texting and Researching Products and Services Are the Most Important Online Activities for Them

## Small City Residents: Internet is Important For:



Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally.

For \_\_\_ is the internet very important, somewhat important, neither important nor unimportant, somewhat unimportant or very unimportant?



## In All Communities, The Vast Majority of Internet Users Spend Less Than 15 Minutes a Day on Each of the Listed Activities. The Major Exception is Social Media.

Spend 15 minutes or Less Per Day Using Internet For:	Farmer	Farm	Hamlet	Village	Town	Small City
Local news and information	68%	65%	68%	73%	64%	51%
Social media activities	49%	43%	24%	32%	37%	43%
Research on products/services	60%	63%	52%	58%	60%	59%
Research on local government programs	89%	90%	90%	81%	89%	84%
Research on provincial government programs	87%	86%	84%	80%	91%	81%
Research on federal government programs	92%	89%	84%	78%	89%	77%
Shopping online	83%	83%	70%	67%	78%	72%

Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally. (Don't do activity at all.)

Q. How much time do you personally spend on each of these activities on a typical day?





## In All Communities, Social Media Activities Dominate the Time People Spend in Online Activities.

Average Minutes Spent Per Day Using Internet For:	Farmer	Farm	Hamlet	Village	Town	Small City
Local news and information	17.2	16.6	15.8	16.0	18.0	20.6
Social media activities	29.9	32.9	42.3	43.4	42.5	36.9
Research on products/services	21.3	20.8	24.6	26.7	19.8	19.3
Research on local government programs	10.7	10.8	10.6	13.4	9.5	14.3
Research on provincial government programs	10.9	12.1	14.6	14.0	10.0	14.8
Research on federal government programs	10.5	11.4	11.7	14.9	10.7	13.5
Shopping online	14.2	12.8	15.1	18.5	14.9	14.3

Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally. (Don't do activity at all.)

Q. How much time do you personally spend on each of these activities on a typical day?



# Advertising



## Half or More of the Residents of All Communities Included Find Advertising in the Local Community Newspaper Useful.

Reactions to Advertisements in Local Community Newspaper:	Farmer	Farm	Hamlet	Village	Town	Small City
Find them useful	58%	58%	49%	49%	54%	53%
Don't notice them	3%	6%	9%	12%	12%	5%
Notice but ignore them	26%	21%	21%	22%	19%	27%
Annoyed by them	2%	1%	2%	3%	3%	4%
Don't read or look into local community newspaper	12%	14%	20%	14%	12%	11%

**Q. In general, which of the following statements best describes how you feel about ads in your local community newspaper?**



## Between Two-Thirds and Three-Quarters of Residents in All Measured Communities Either Ignore or Are Annoyed by Advertisements on Websites.

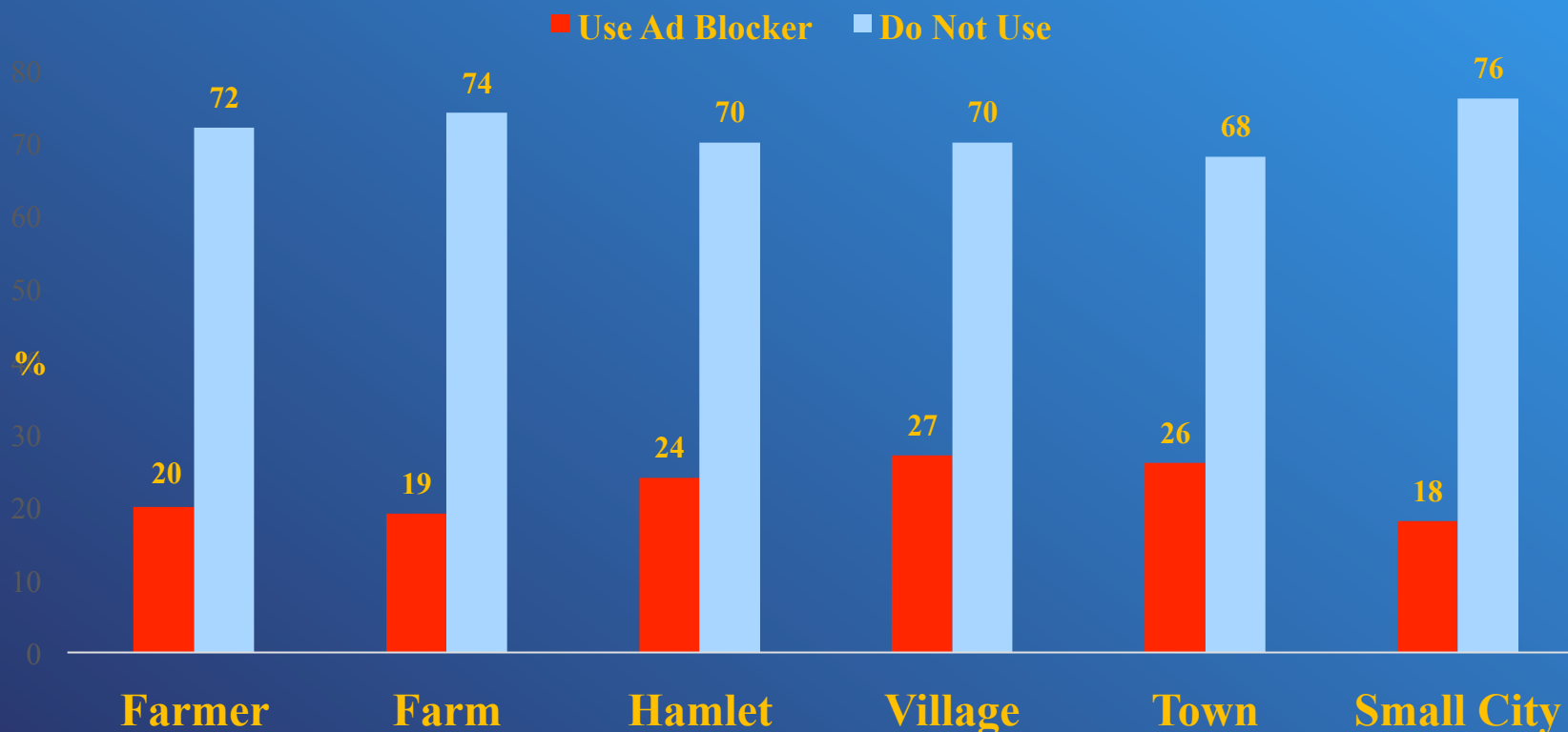
Reactions to Advertisements on Websites:	Farmer	Farm	Hamlet	Village	Town	Small City
Find them useful	9%	8%	4%	9%	9%	13%
Don't notice them	14%	5%	12%	11%	14%	8%
Notice but ignore them	<b>35%</b>	<b>40%</b>	<b>36%</b>	<b>33%</b>	<b>31%</b>	<b>33%</b>
Annoyed by them	<b>31%</b>	<b>36%</b>	<b>41%</b>	<b>43%</b>	<b>38%</b>	<b>43%</b>
Don't read or look into local community newspaper	11%	11%	7%	4%	8%	4%

Q. In general, which of the following statements best describes how you feel about ads on websites?



## Between 20% and 25% of All Respondents Use Ad Blockers On Their Devices

### Usage of Ad Blockers

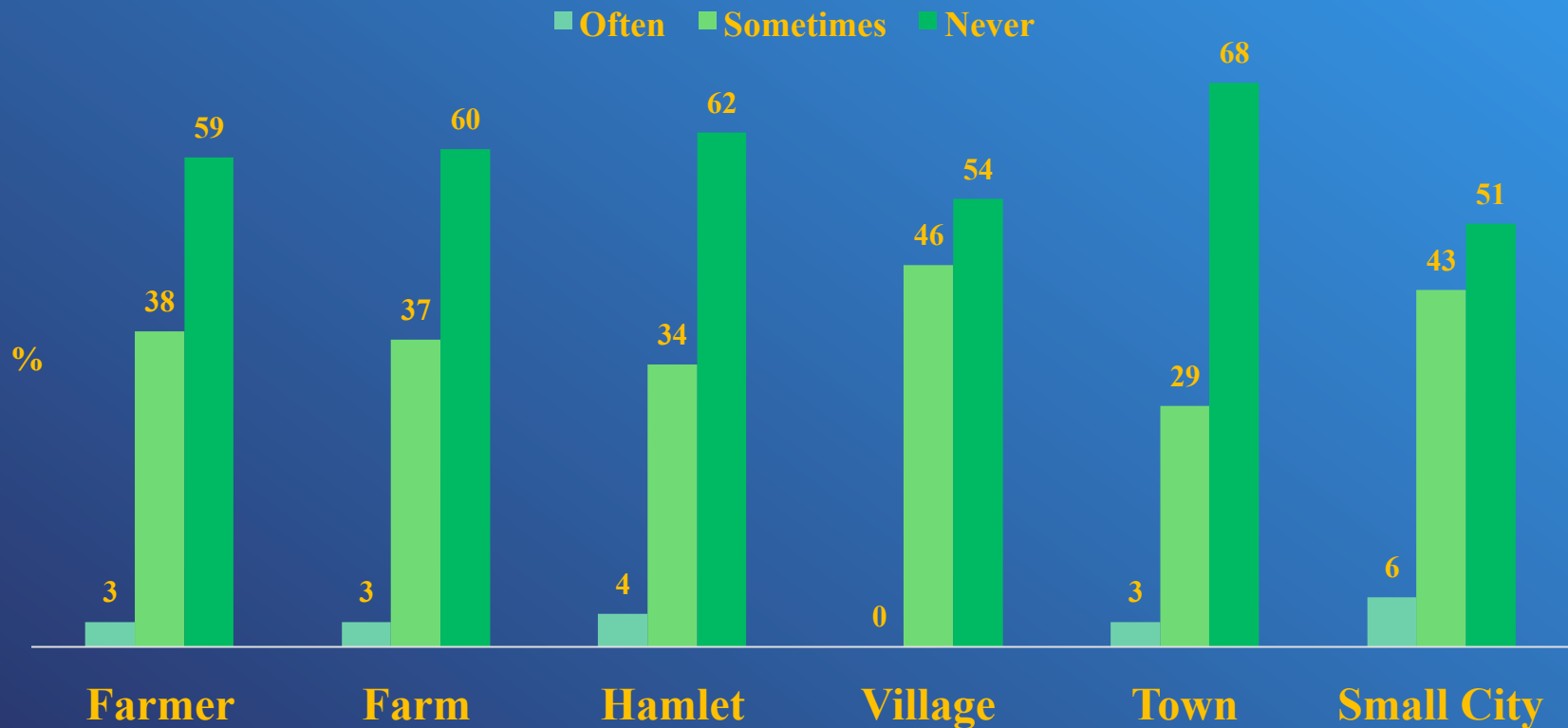


- Q. Please tell me which of the following best describes your internet connection at home.
- Q. Do you use an ad blocker on any of the devices you use to access the internet?



# Most People Say They Never Intentionally Click on Digital Ads to Learn About a Product or Service

## Intentionally Click on Ads on Computer, Tablet or Phone



Q. Please tell me which of the following best describes your internet connection at home.

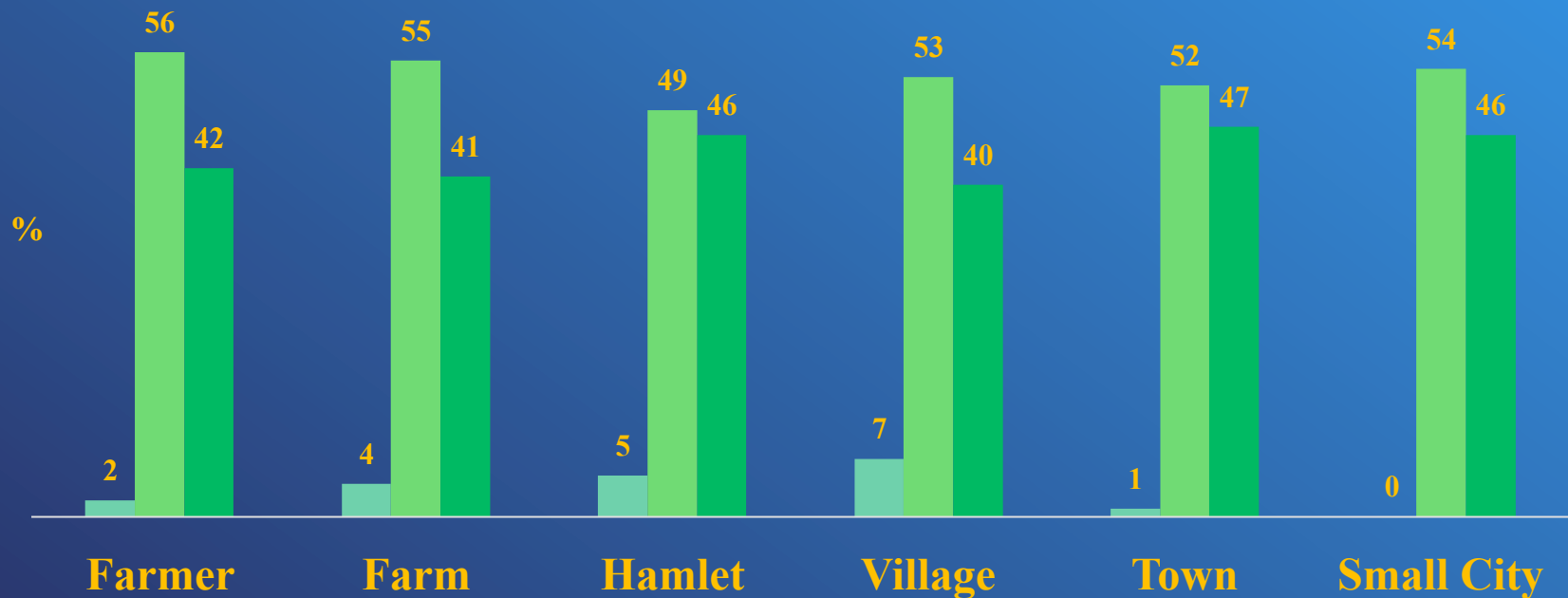
Q. Which of the following best describes how often you intentionally click on ads on your computer, tablet or phone to learn more about a product or service?



# Almost 6 in 10 Respondents Say They Accidentally Click on Digital Ads Sometimes or Often

## Accidentally Click on Ads on Computer, Tablet or Phone

■ Often ■ Sometimes ■ Never/Don't Know



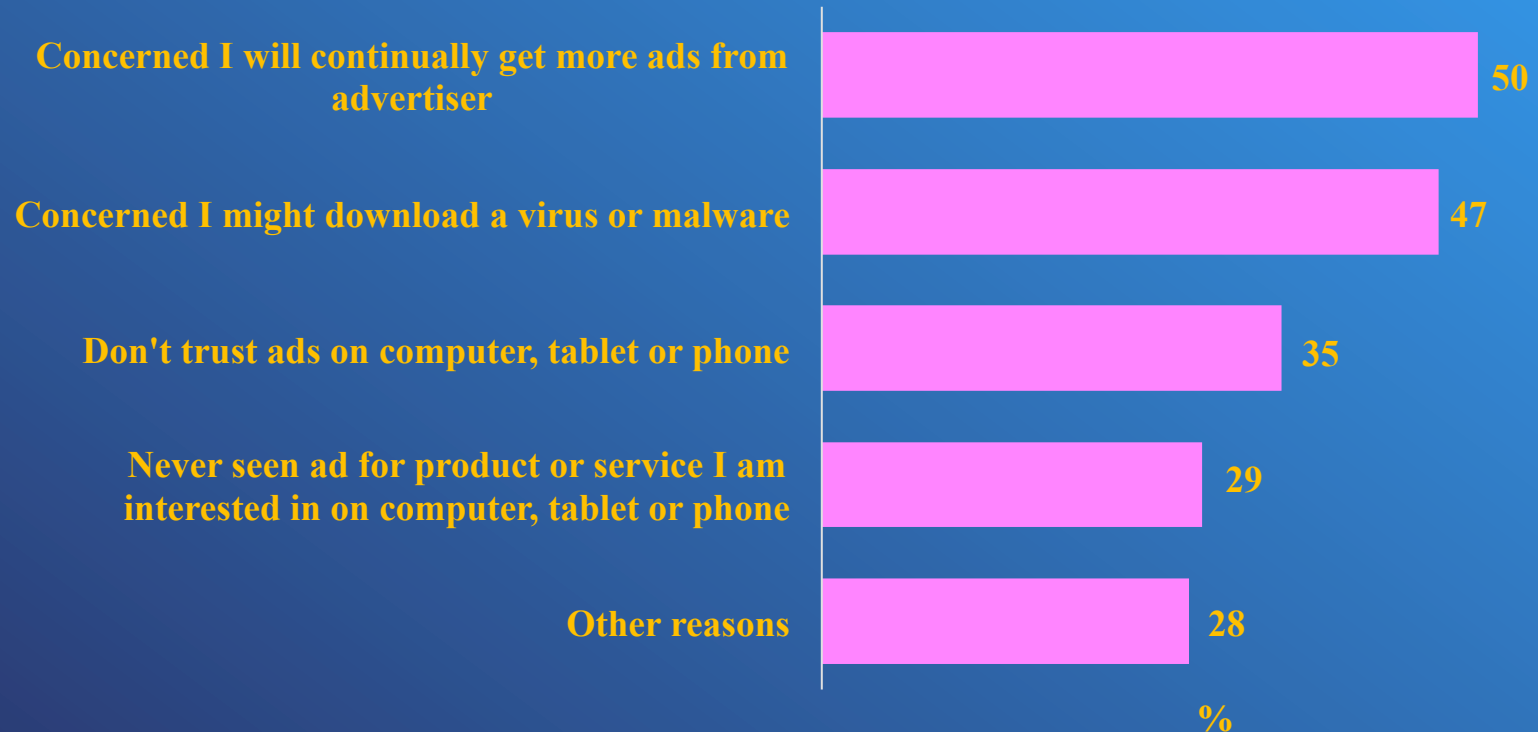
Q. Please tell me which of the following best describes your internet connection at home.

Q. And which describes how often you accidentally click on ads on your computer, tablet or phone?



## People Have Many Reasons For Not Clicking on Digital Ads, But Privacy and Security Are The Most Prevalent

### Reasons For Not Clicking on Digital Ads:



**Q. Which of the following best describes how often you intentionally click on ads on your computer, tablet or phone to learn more about a product or service?**

**Q. Why do you not click on ads on your computer, tablet or phone?**





## Automotive Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

### Automotive

Most Likely to Inspire Action:	Farmer	Farm	Hamlet	Village	Town	Small City
Ads in printed local community newspaper	45%	43%	32%	26%	32%	43%
Ads on social media	3%	5%	9%	7%	7%	6%
Ads on a website	13%	16%	11%	15%	13%	11%
Television commercials	18%	21%	28%	22%	17%	30%
Radio Commercials	18%	17%	17%	14%	14%	19%

Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?



# Financial Services Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

## Financial Services

Most Likely to Inspire Action:	Farmer	Farm	Hamlet	Village	Town	Small City
Ads in printed local community newspaper	37%	30%	21%	22%	26%	28%
Ads on social media	2%	3%	4%	6%	2%	6%
Ads on a website	11%	15%	12%	9%	11%	6%
Television commercials	9%	13%	19%	15%	14%	24%
Radio Commercials	13%	11%	10%	10%	9%	14%

**Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?**



## Government Services and Programs Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

### Government Services and Programs

Most Likely to Inspire Action:	Farmer	Farm	Hamlet	Village	Town	Small City
Ads in printed local community newspaper	43%	42%	27%	41%	41%	40%
Ads on social media	6%	7%	10%	9%	9%	7%
Ads on a website	18%	16%	20%	17%	12%	13%
Television commercials	25%	26%	29%	31%	26%	35%
Radio Commercials	25%	32%	16%	17%	15%	19%

**Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?**



## Agriculture and Agricultural Services Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

### Agriculture and Agricultural Services

Most Likely to Inspire Action:	Farmer	Farm	Hamlet	Village	Town	Small City
Ads in printed local community newspaper	58%	52%	32%	31%	28%	34%
Ads on social media	7%	5%	2%	6%	5%	7%
Ads on a website	21%	19%	5%	8%	8%	7%
Television commercials	21%	23%	13%	11%	14%	23%
Radio Commercials	29%	27%	11%	15%	11%	14%

Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?



# Food and Grocery Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

## Food and Groceries

Most Likely to Inspire Action:	Farmer	Farm	Hamlet	Village	Town	Small City
Ads in printed local community newspaper	63%	62%	55%	60%	63%	74%
Ads on social media	3%	5%	7%	8%	8%	5%
Ads on a website	9%	9%	11%	14%	9%	11%
Television commercials	12%	17%	14%	18%	14%	26%
Radio Commercials	13%	14%	10%	11%	12%	20%

Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?



## Telecommunications Services Ads in the Local Community Newspaper and TV Are Most Likely to Inspire Action By Respondents.

### Telecommunications Services

Most Likely to Inspire Action:	Farmer	Farm	Hamlet	Village	Town	Small City
Ads in printed local community newspaper	27%	25%	23%	20%	26%	34%
Ads on social media	5%	5%	8%	10%	5%	9%
Ads on a website	14%	14%	14%	16%	12%	10%
Television commercials	28%	29%	33%	28%	25%	32%
Radio Commercials	17%	17%	12%	17%	12%	16%

**Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?**



## Retail Store Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

### Retail Stores

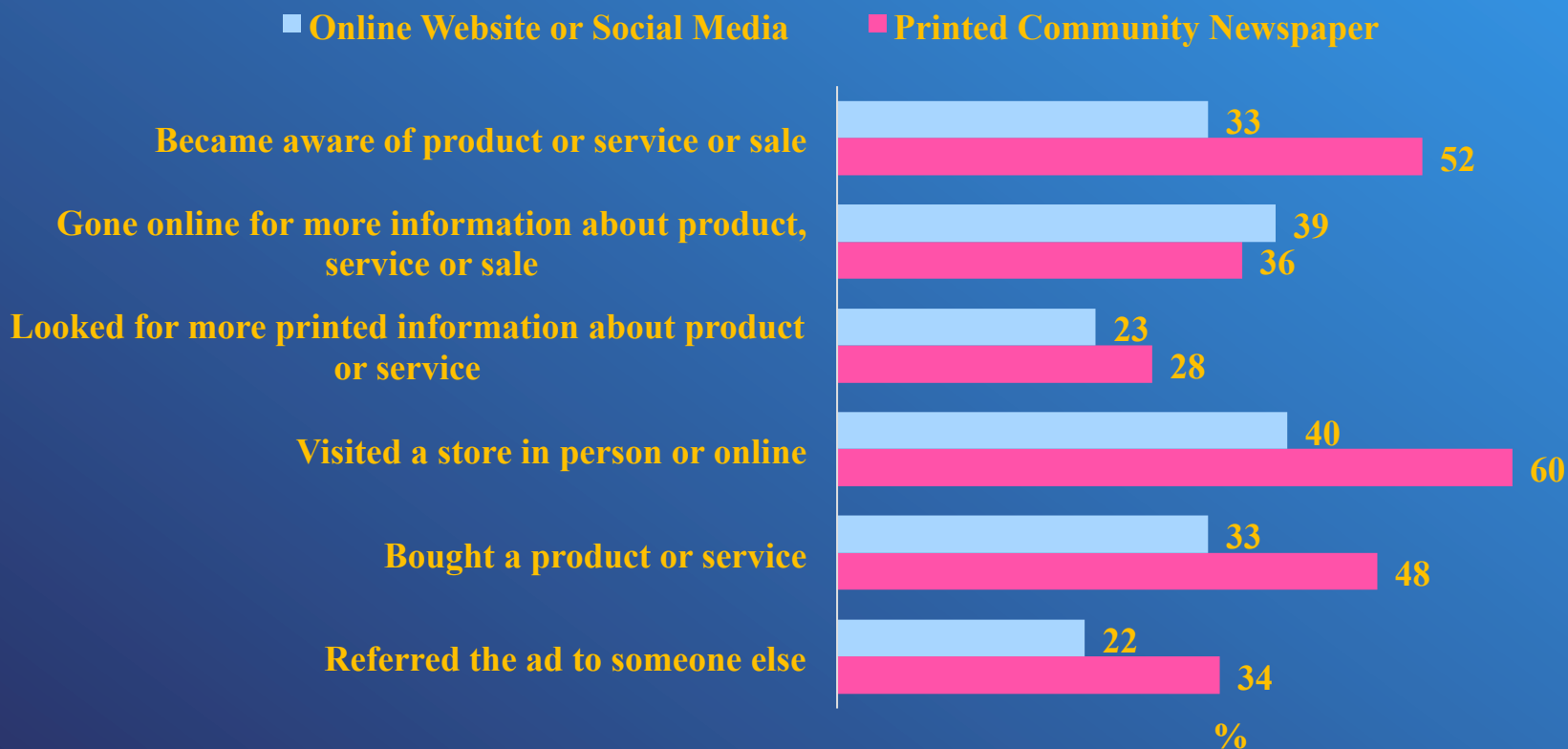
Most Likely to Inspire Action:	Farmer	Farm	Hamlet	Village	Town	Small City
Ads in printed local community newspaper	53%	51%	46%	49%	50%	59%
Ads on social media	7%	11%	9%	13%	9%	7%
Ads on a website	14%	15%	10%	14%	13%	10%
Television commercials	21%	24%	30%	24%	25%	31%
Radio Commercials	19%	23%	19%	18%	17%	21%

Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?



# Ads in the Local Community Newspapers Produce More Activity Than Online Among Consumers in Every Virtually Every Respect

## Action Taken After Seeing an Ad



Q. Which of the following actions have you taken as a result of seeing an ad in your local community newspaper/online either on a website or social media?





# Community and Demographics



## Nine of Ten Respondents Rate Their Community Excellent or Good as a Place to live.

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### Rating of Community

As a Place to Live, Community Is:	Farmer	Farm	Hamlet	Village	Town	Small City
Excellent	64%	62%	55%	43%	52%	53%
Good	27%	29%	31%	45%	37%	38%
Fair	7%	6%	9%	8%	9%	7%
Poor	2%	3%	5%	4%	1%	2%
Don't Know	1%	1%	1%	-	1%	1%

Q. Overall, how would you rate your community as a place to live?



## Province and Gender

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Province and Gender:	Farmer	Farm	Hamlet	Village	Town	Small City
<u>Province:</u>						
Saskatchewan	63%	68%	66%	48%	41%	53%
Manitoba	37%	32%	34%	52%	59%	47%
<u>Gender:</u>						
Male	65%	56%	48%	34%	45%	40%
Female	35%	44%	52%	66%	55%	60%

**Q. In which province or territory do you live?**  
Gender recorded, not asked



## Age Group

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Age Group:	Farmer	Farm	Hamlet	Village	Town	Small City
18 – 24	-	1%	-	1%	3%	1%
25 – 34	1%	1%	1%	5%	4%	3%
35 - 44	5%	9%	12%	8%	9%	10%
45 – 54	13%	14%	17%	18%	11%	14%
55 - 64	28%	27%	26%	23%	22%	24%
65 and older	53%	46%	44%	45%	50%	47%
Refused	1%	1%	1%	-	1%	1%
AVERAGE (Years)	65.2	62.5	62.0	61.4	61.9	62.2

**Q. In which of the following age groups do you belong?**



# Technical Details



# Study Details

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## **Interview Timing**

March 2018

## **CATI Interviews**

Decision Point Research

## **Study Management**

Totum Research

## **Geographic Coverage**

MB and SK Communities <50K

Plus Active Farmers

## **Margin of Error**

750 Interviews =  $\pm 3.6\%$

At 95% confidence level

## **750 Adult Canadians Interviewed**

**150 Active Farmers**

**150 Farm/Rural (<1K population)**

**150 Village (1K – 5K population)**

**150 Town (5K – 10K population)**

**150 Small City (10K to 50K population)**

## **Random Household Selection**

**Saskatchewan            431 Interviews**

**Manitoba                    319 Interviews**

**Last Birthday method used to select respondent in household. No age or gender quotas.**