

Totum *Research Inc*

# How Geography Impacts Media Access, Usage and Engagement: January 2020

## PRAIRIES

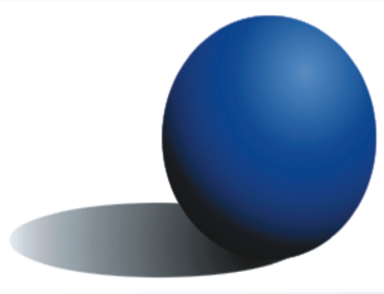
Measured Communities:

- 1) Farms
- 2) Farms/Hamlets: <1,000 Population
- 3) Villages/Towns: 1,000-10,000 Population
- 4) Cities: 10,000-100,000 Population
- 5) Overall: Communities <100,000 Population

Totum Research: Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.3% at 95% confidence level with 900 interviews



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## PRAIRIES

Actions Taken Based on Seeing an Ad in a Printed Community Newspaper or an Ad on Social Media or Random Website

- 1) Became Aware of a Product or Service
- 2) Visited a Store In-Person or Online
- 3) Bought a Product or a Service
- 4) Went Online to do More Research About a Product or Service
- 5) Referred the Ad to Someone Else

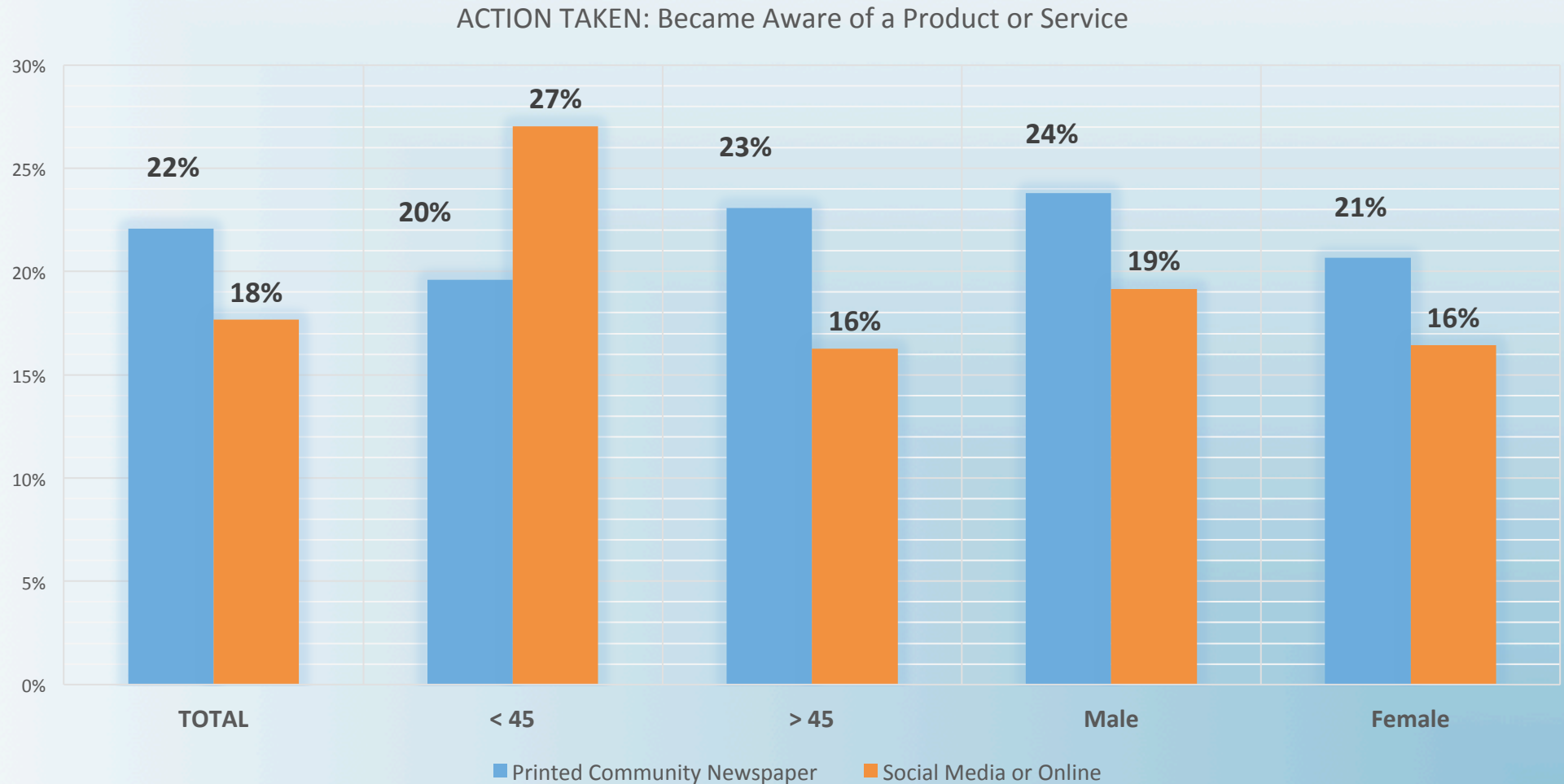
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***PRAIRIES: Communities Under 100,000 Population***

**Respondents Became Aware of a Product or Service Both From Seeing Ads in Printed Community Newspapers and on Social Media or Random Websites**



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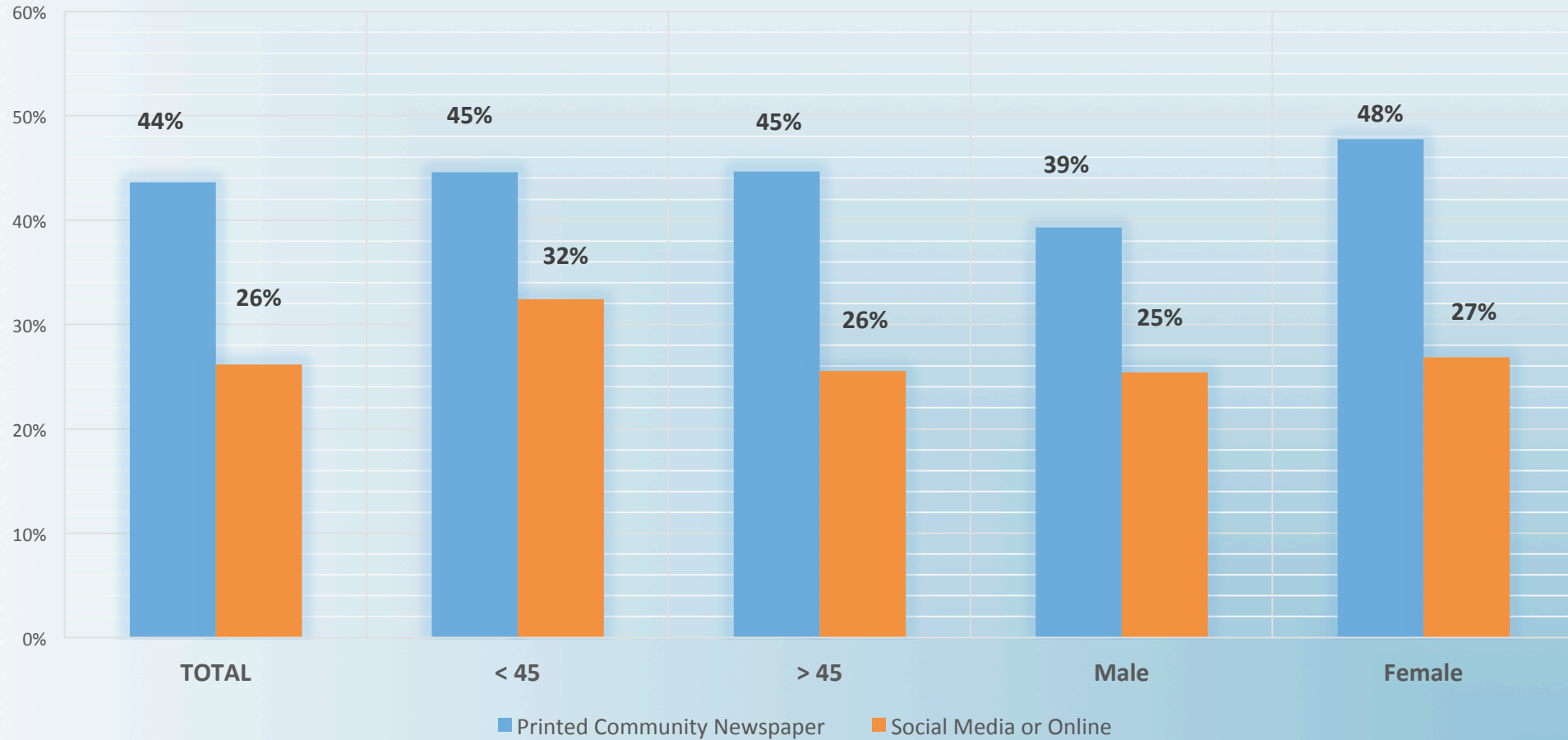


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***PRAIRIES: Communities Under 100,000 Population***

**Ads in Printed Newspapers Are More Likely to Drive Traffic to Stores, Either In-Person or Online, Than Ads on Social Media or Random Websites**

ACTION TAKEN: Visited a Store In-Person or Online



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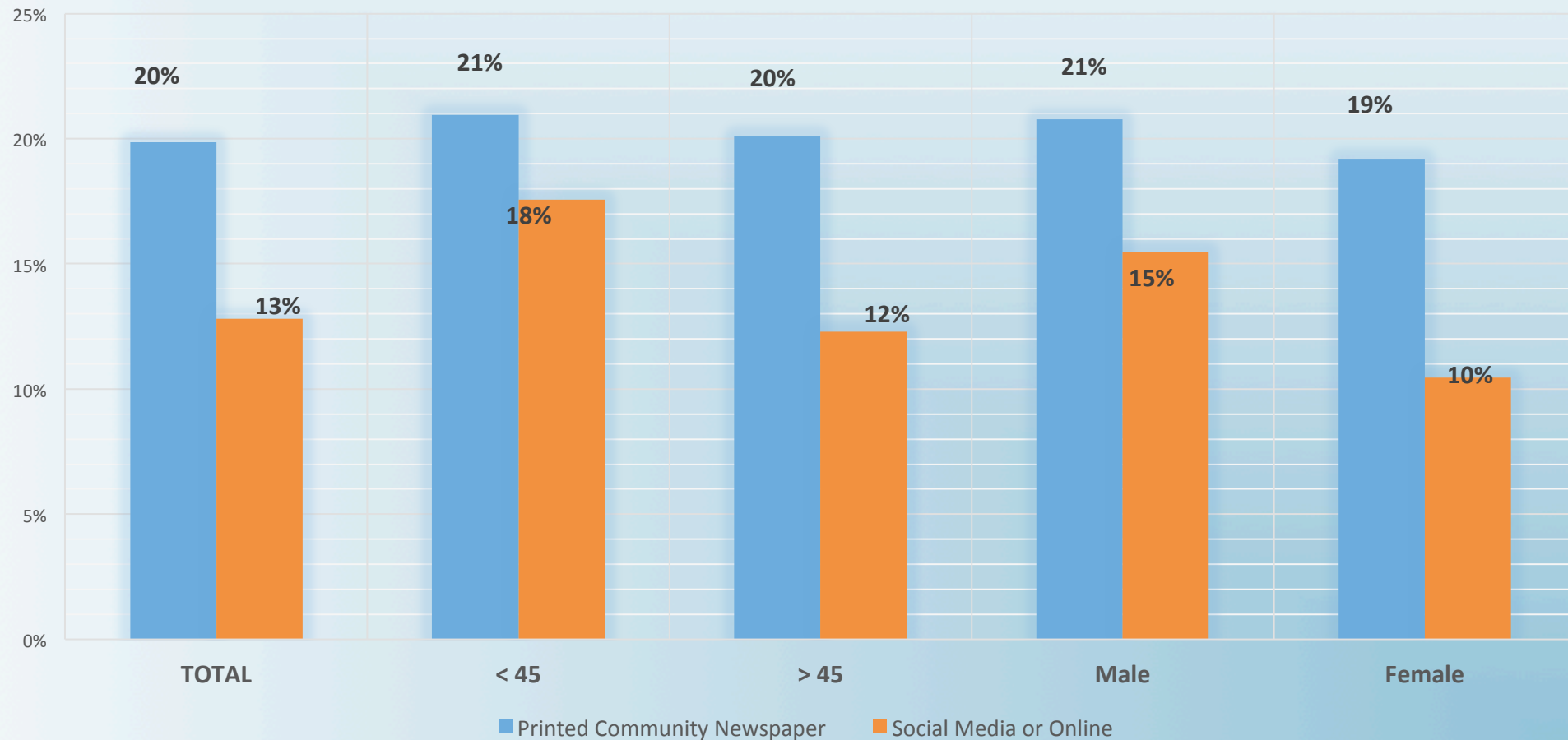


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**PRAIRIES: Communities Under 100,000 Population**

**Across Both Age and Gender Categories, Respondents Indicated That They Were More Likely to Have Bought a Product or Service Based on Seeing an Ad in a Printed Community Newspaper Than a Social Media or Online Ad**

ACTION TAKEN: Bought a Product or Service



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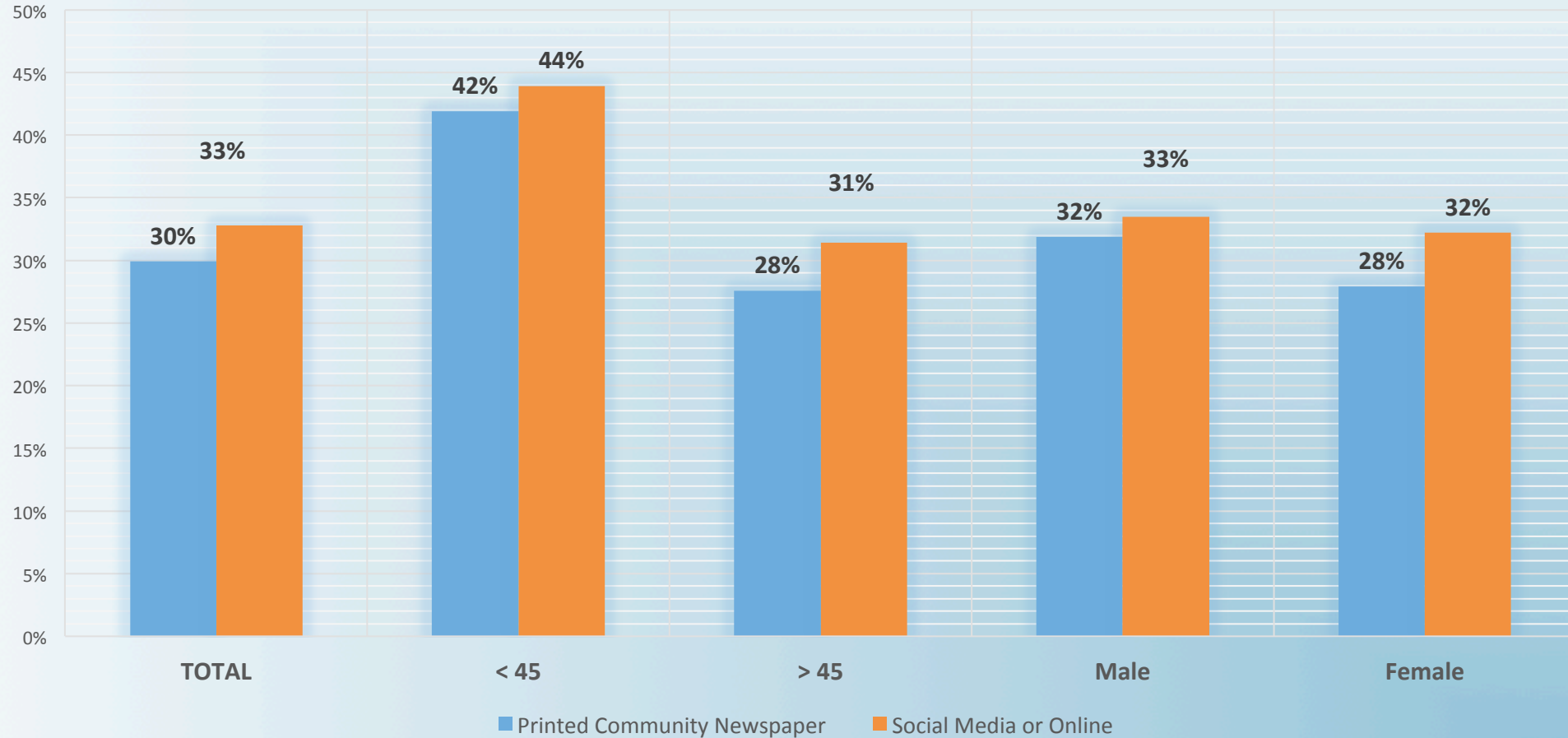
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***PRAIRIES: Communities Under 100,000 Population***

**Respondents Were Equally Likely to be Going Online to do More Research About a Product or Service Based on Seeing Ads in Printed Community Newspapers or Online or Social Media**

ACTION TAKEN: Gone Online to do More Research on a Product or Service



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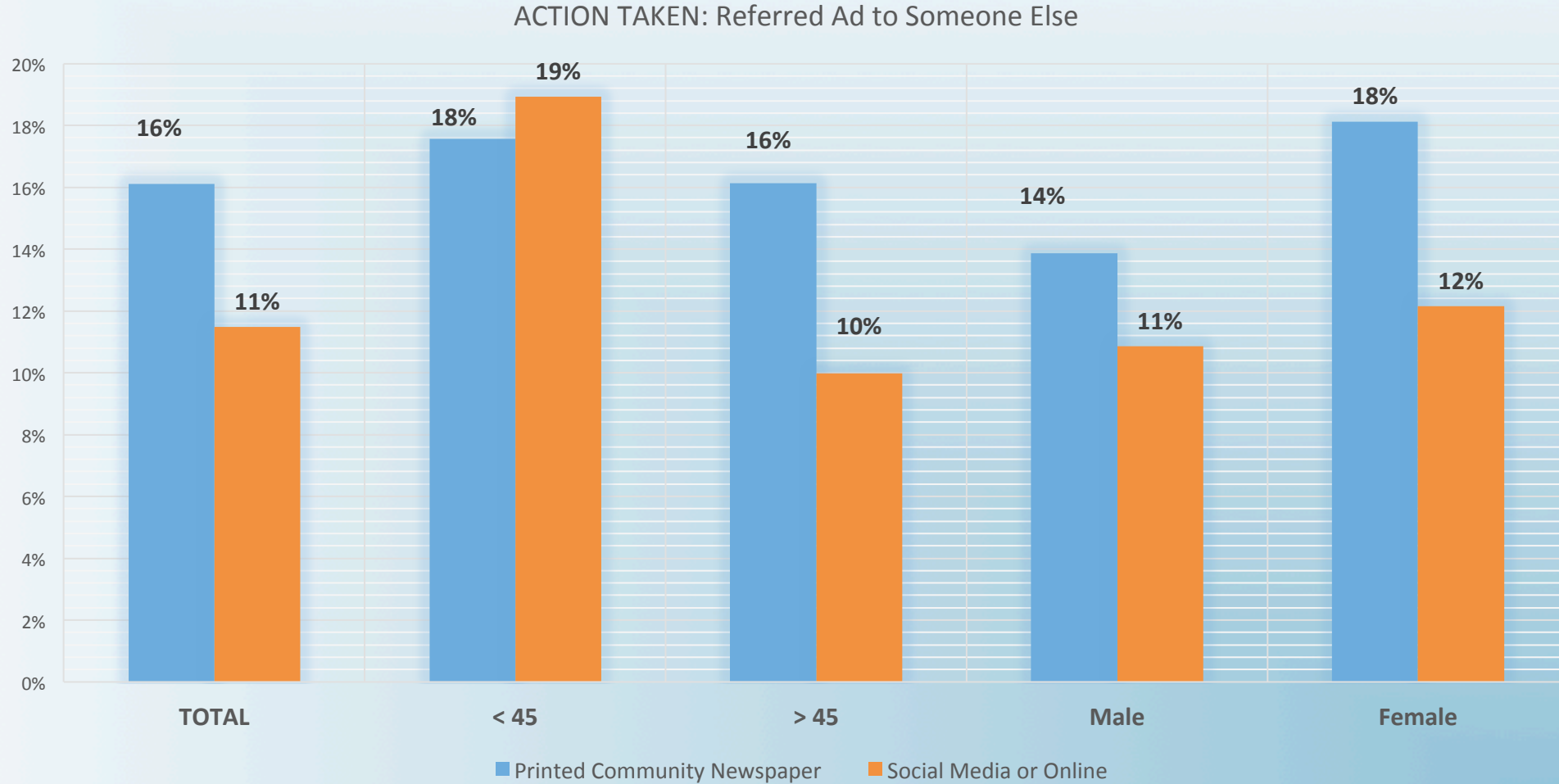
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***PRAIRIES: Communities Under 100,000 Population***

**Overall, Ads in Printed Community Newspapers Were More Likely to be Referred to Someone Else Than Ads on Social Media or Random Websites**



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# Study Details

## Interview Timing

December 2019/January 2020

## CATI Interviews

Market Pulse

## Study Management

Totum Research

## Geographic Coverage

AB Communities <100K  
SK Communities <100K  
MB Communities <100K  
Plus Active Farmers

## Margin of Error

900 Interviews =  $\pm 3.3\%$   
At 95% confidence level

900 Adult Canadians Interviewed

225 Farm

225 Small Town/Village (<10K population)

225 Small city/Large Town (10K – 50K population)

225 Medium City (50K to 100K population)

Alberta	400 Interviews
Saskatchewan	291 Interviews
Manitoba	202 Interviews
Nunavut/NWT	7 Interviews

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

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