

Totum *Research Inc*

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

PRAIRIES

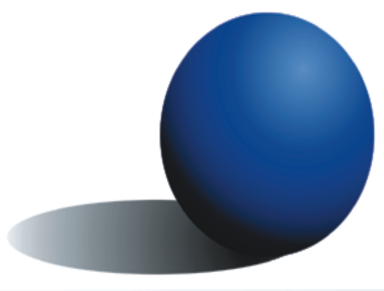
Measured Communities:

- 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

Flyers

- 1) Read Printed Flyer
- 2) Read Online Flyer
- 3) Preferred Method to Receive Flyer

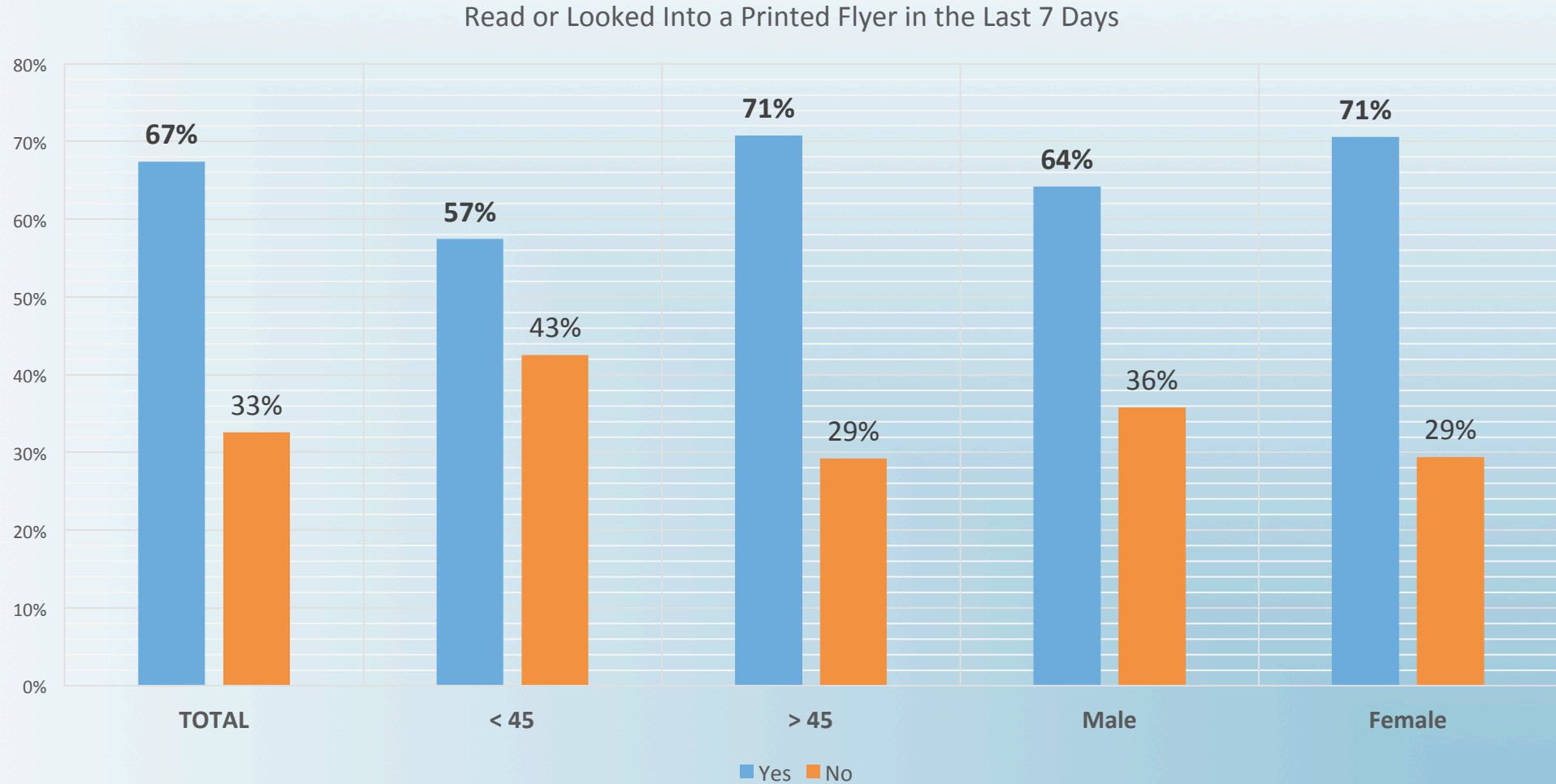
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PRAIRIES: Communities Under 100,000 Population

Two-Thirds of Respondents Reported Having Read or Looked Into a Printed Flyers in the Last Week



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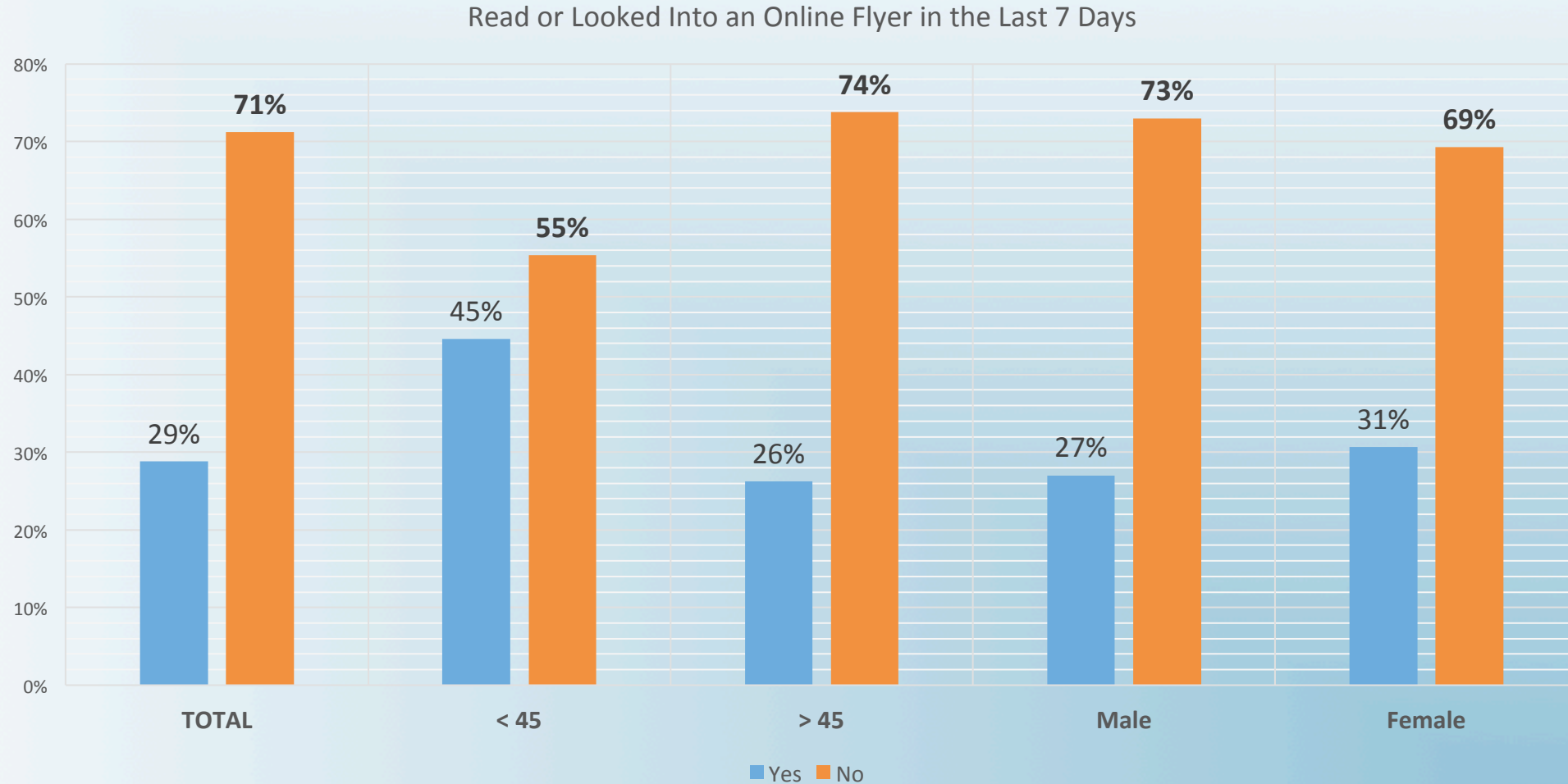
Totum Research: Interview timing Dec. 2019/Jan. 2020. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.3% at 95% confidence level with 900 interviews



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PRAIRIES: Communities Under 100,000 Population

**The Majority of Respondents Said They Hadn't Read or Looked Into an Online Flyer in the Last Week.
Highest Incidence of Not Looking Into an Online Flyer Occurred With Respondents Over 45**



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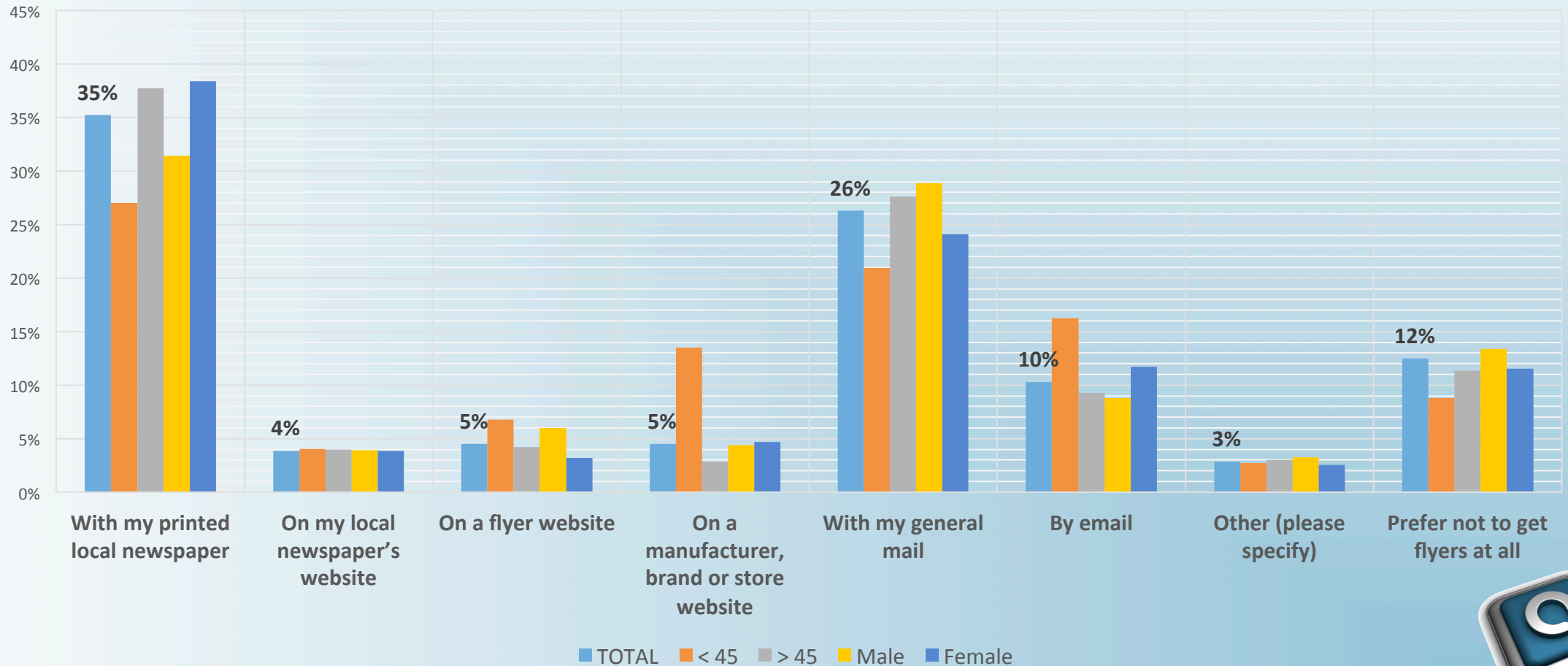
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The Majority of Respondents Said Their Preference Was to Receive Flyers Delivered With Their Printed Community Newspaper

Preferred Method to Receive Flyers



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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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