

Totum *Research Inc*

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

PRAIRIES

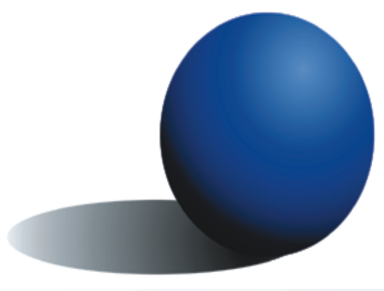
Measured Communities:

- 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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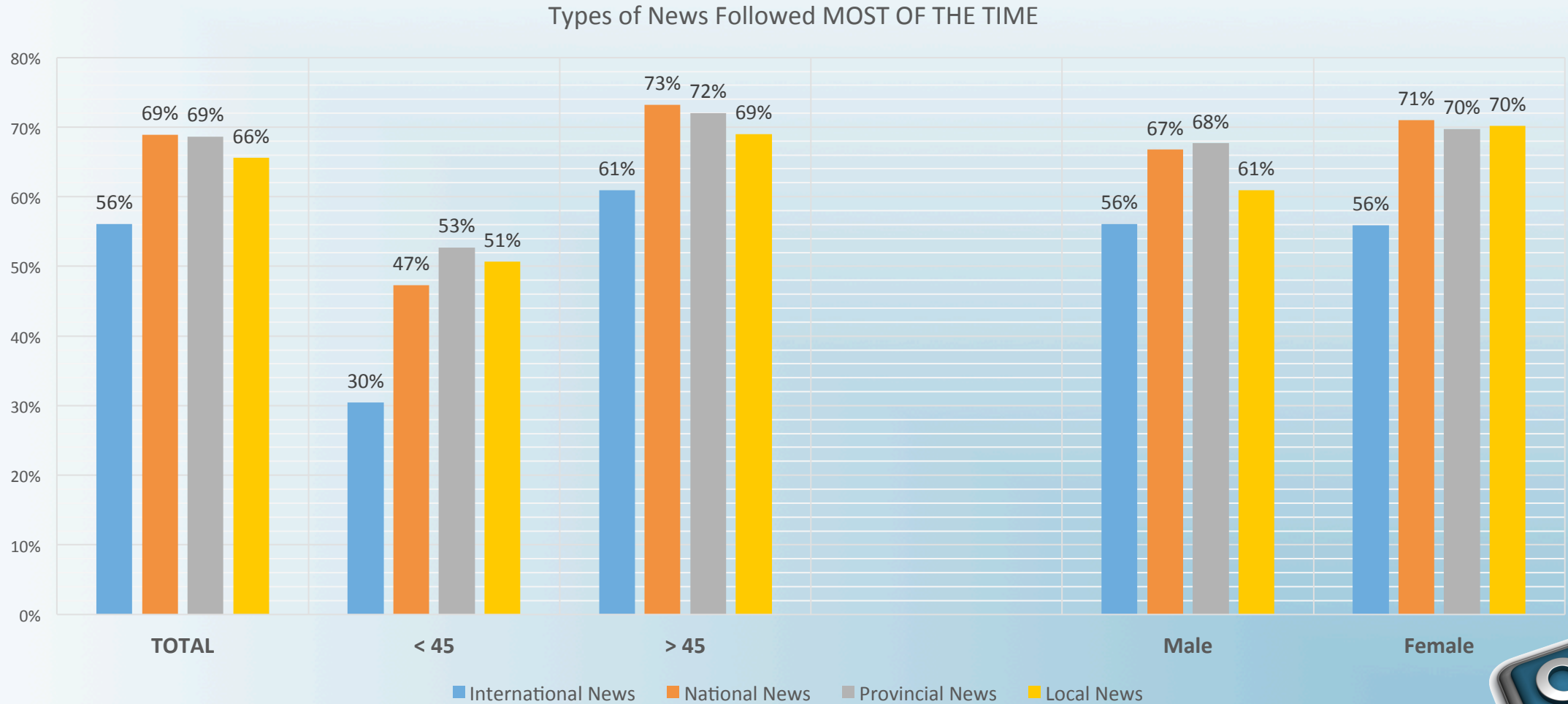
- 1) Types of News Followed
- 2) Preferred Sources for Topics of Local Interest

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Respondents Indicated That They Follow All Types of News MOST OF THE TIME



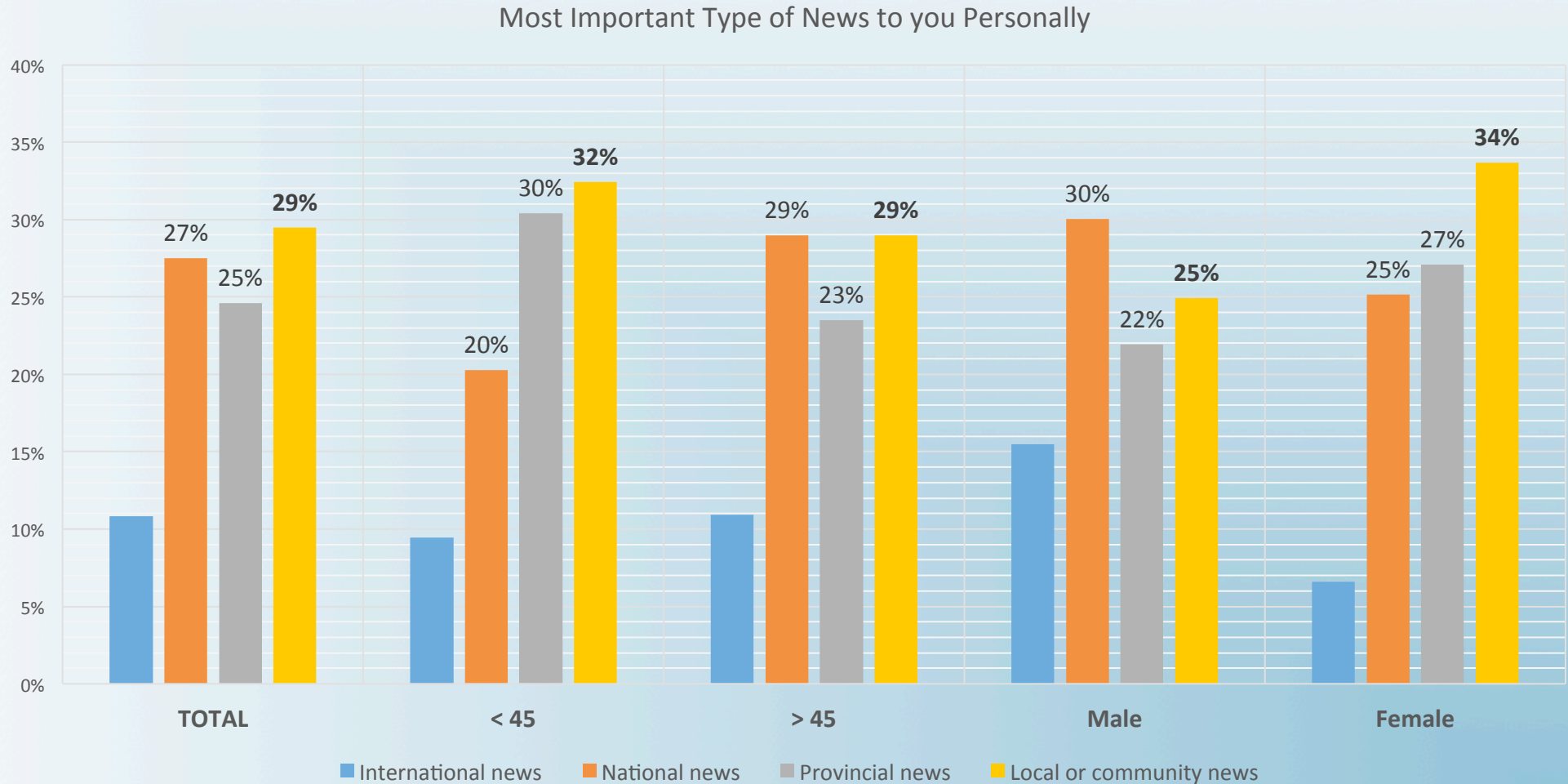
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PRAIRIES: Communities Under 100,000 Population

Local Community News Most Important to Respondents Under 45 While Respondents Over 45 Said Local News and Provincial News Was Equally Important to Them



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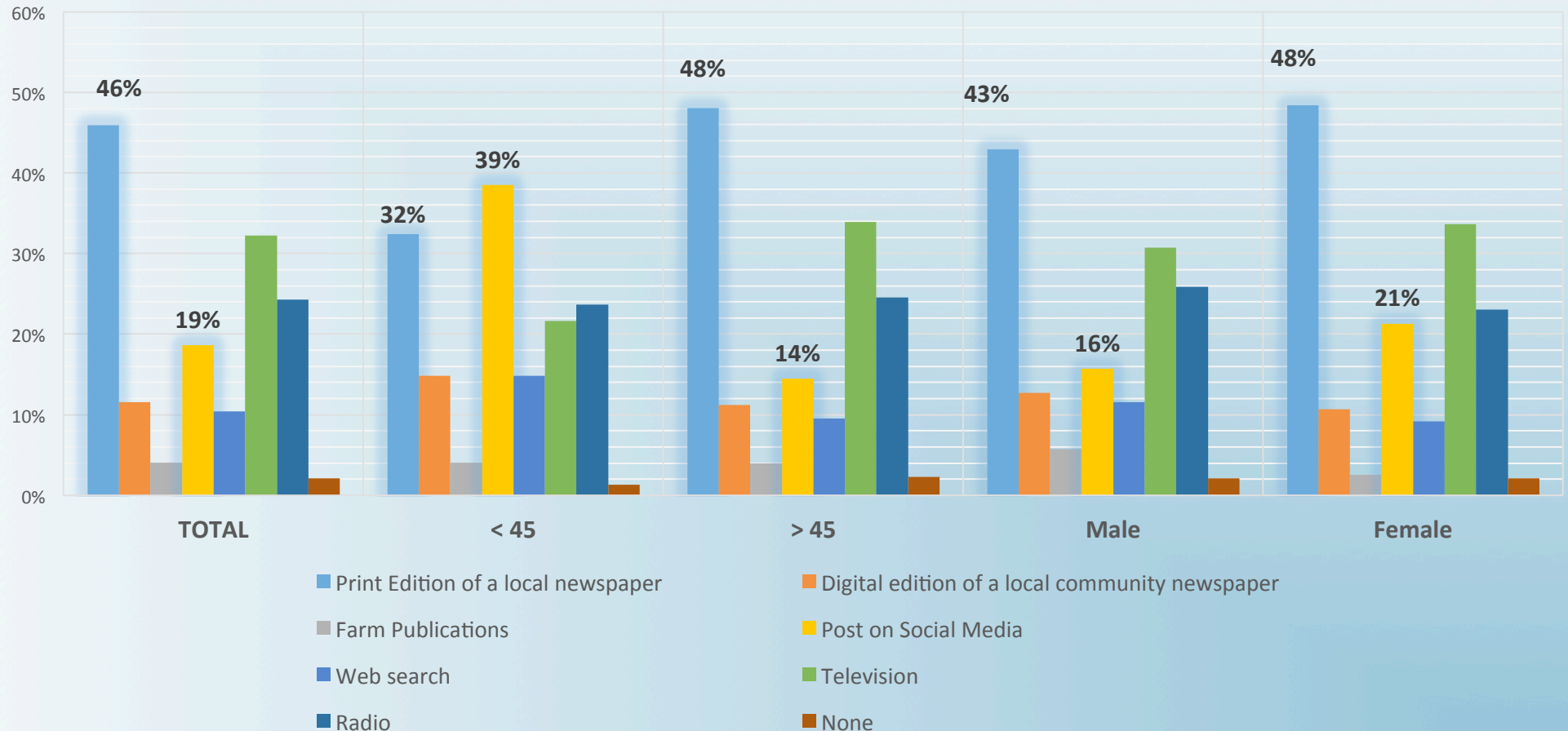


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PRAIRIES: Communities Under 100,000 Population

Printed Community Newspapers the Preferred Platform to Receive Information on ISSUES IMPORTANT TO THE COMMUNITY

Preferred Media to Receive Information on Topic: ISSUES IMPORTANT TO THE COMMUNITY



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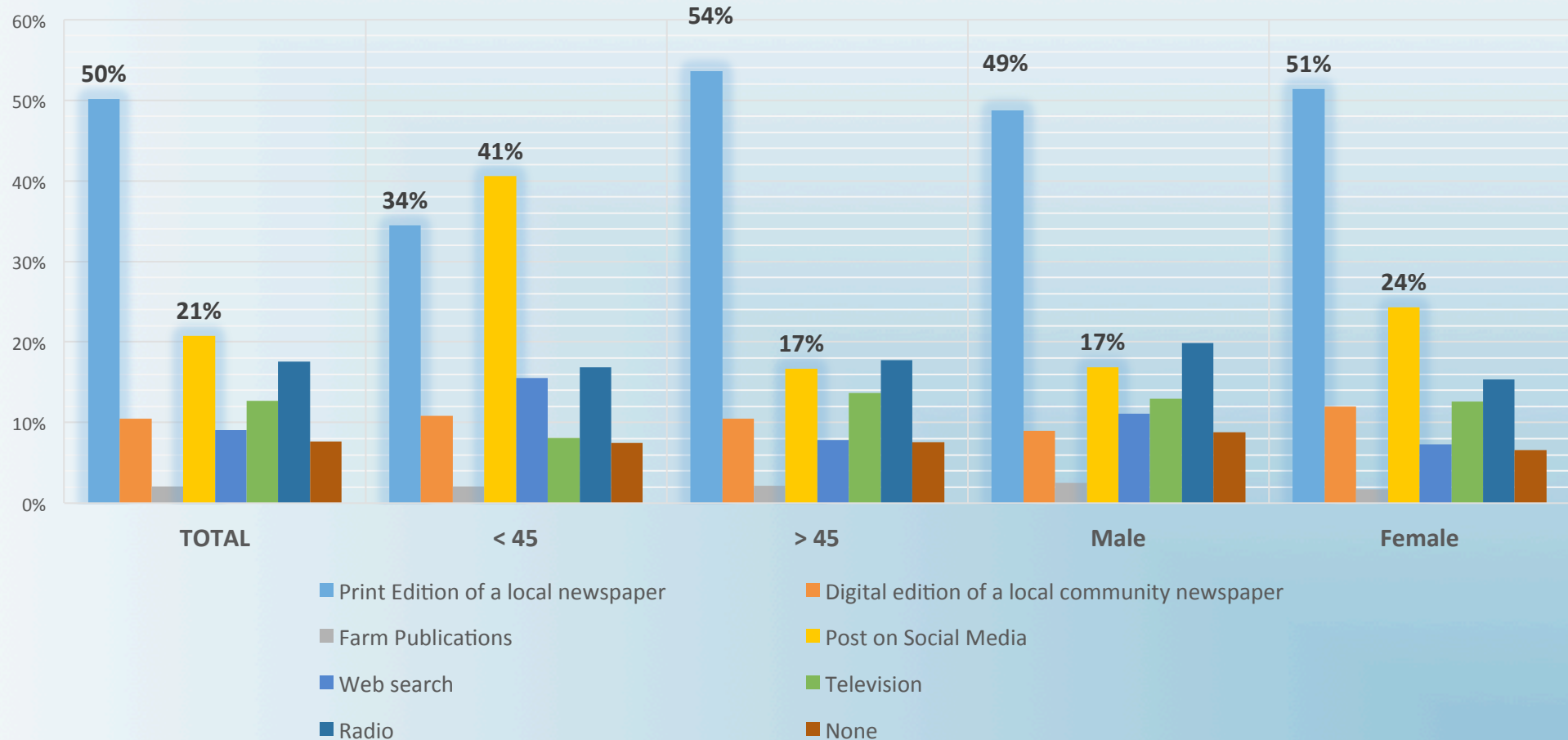


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PRAIRIES: Communities Under 100,000 Population

Overall, Printed Community Newspapers the Preferred Platform to Receive Information on PEOPLE IN THE COMMUNITY

Preferred Media to Receive Information on Topic: NEWS ABOUT PEOPLE IN THE COMMUNITY



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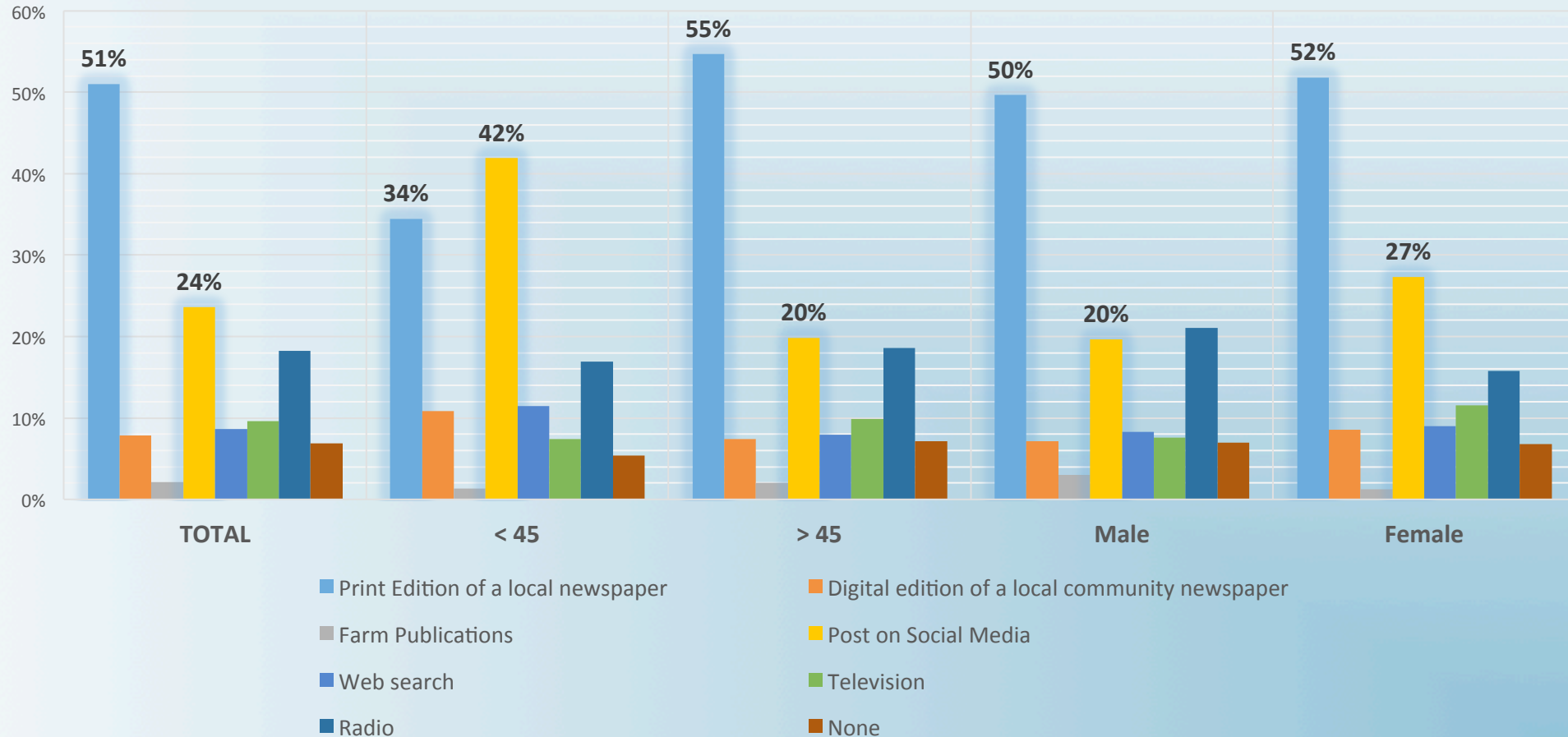


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PRAIRIES: Communities Under 100,000 Population

Overall, Printed Community Newspapers the Preferred Platform to Receive Information on LOCAL COMMUNITY EVENTS

Preferred Media to Receive Information on Topic: LOCAL COMMUNITY EVENTS



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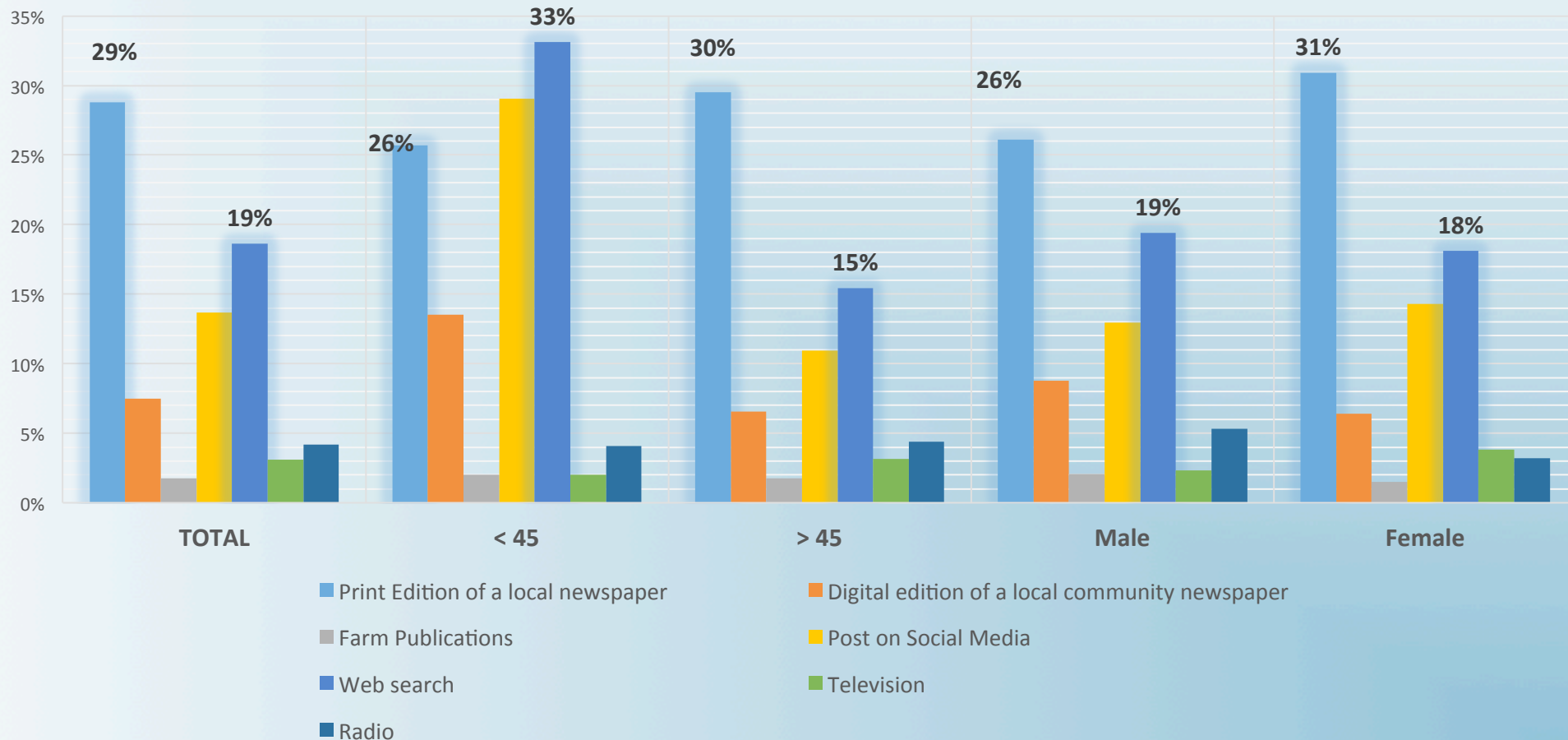


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PRAIRIES: Communities Under 100,000 Population

Overall, Printed Community Newspapers the Preferred Platform to Receive Information on LOCAL JOB OPENINGS. Web Search Preferred by Respondents Under 45

Preferred Media to Receive Information on Topic: LOCAL JOB OPENINGS



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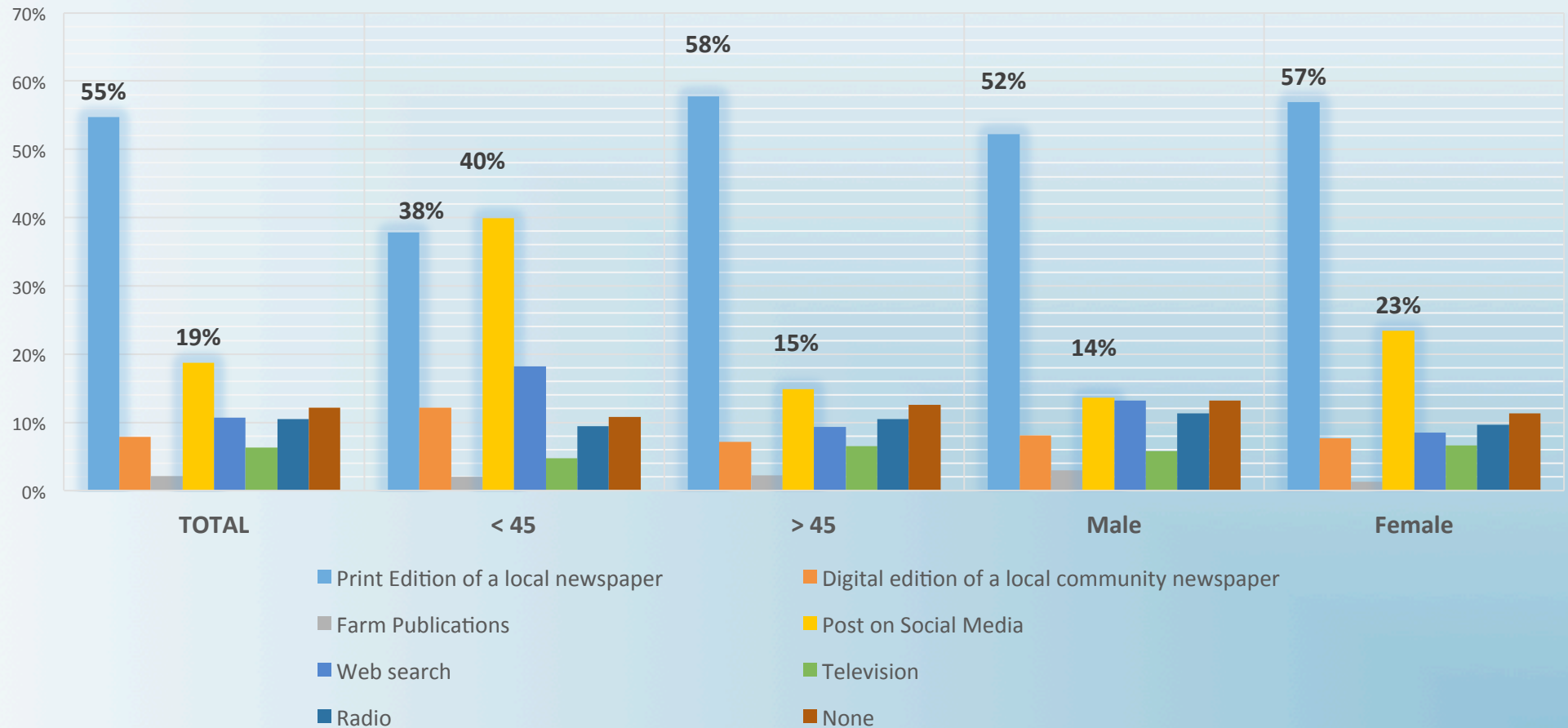


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PRAIRIES: Communities Under 100,000 Population

Overall, Printed Community Newspapers the Preferred Platform to Receive Information on LOCAL BUSINESSES, SALES AND EVENTS. Respondents Under 45 Preferred Printed Community Newspapers and Social Media Posts

Preferred Media to Receive Information on Topic: LOCAL BUSINESSES, SALES AND EVENTS



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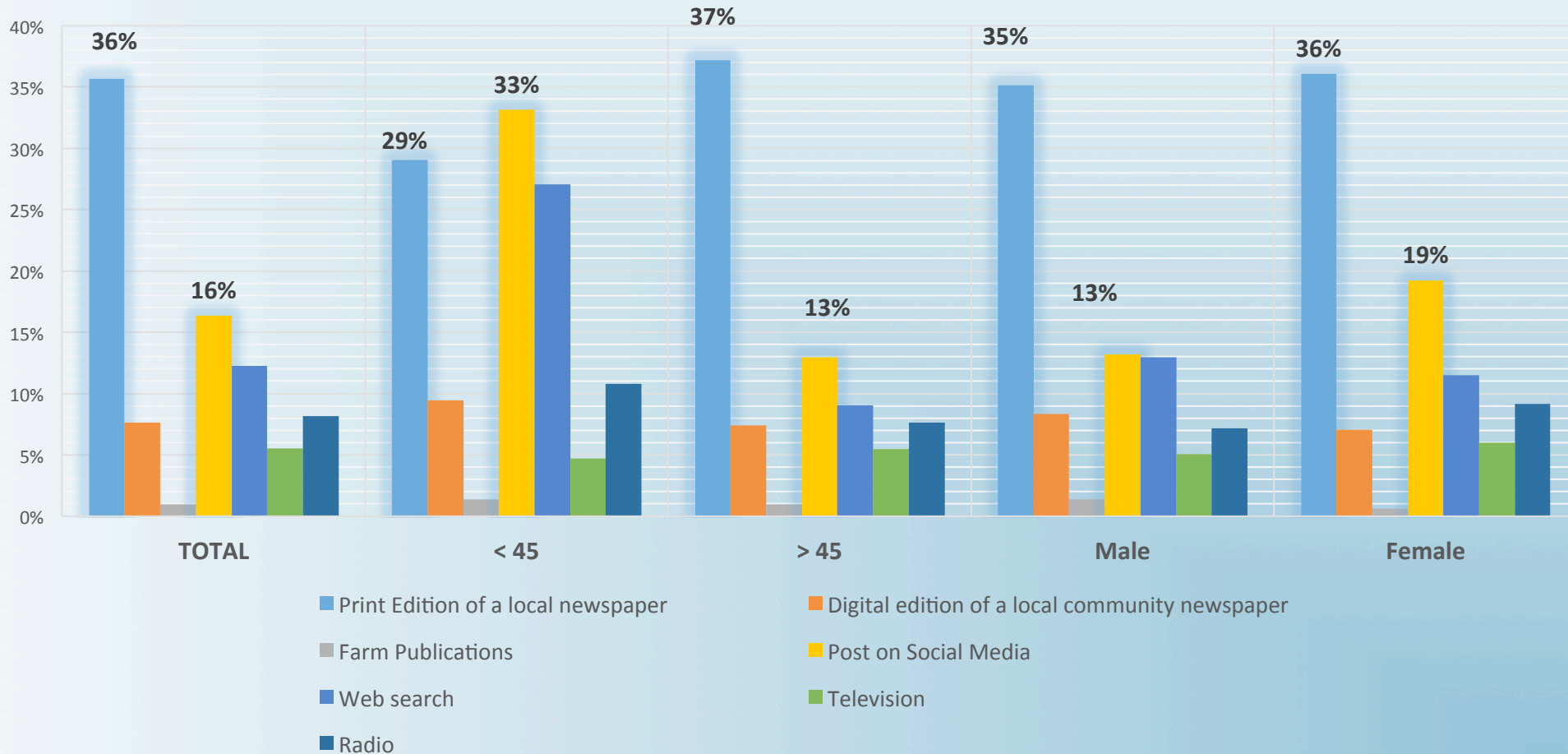
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Printed Community Newspapers the Preferred Platform to Receive Information on LOCAL SCHOOLS AND EDUCATION

Preferred Media to Receive Information on Topic: LOCAL SCHOOLS AND EDUCATION



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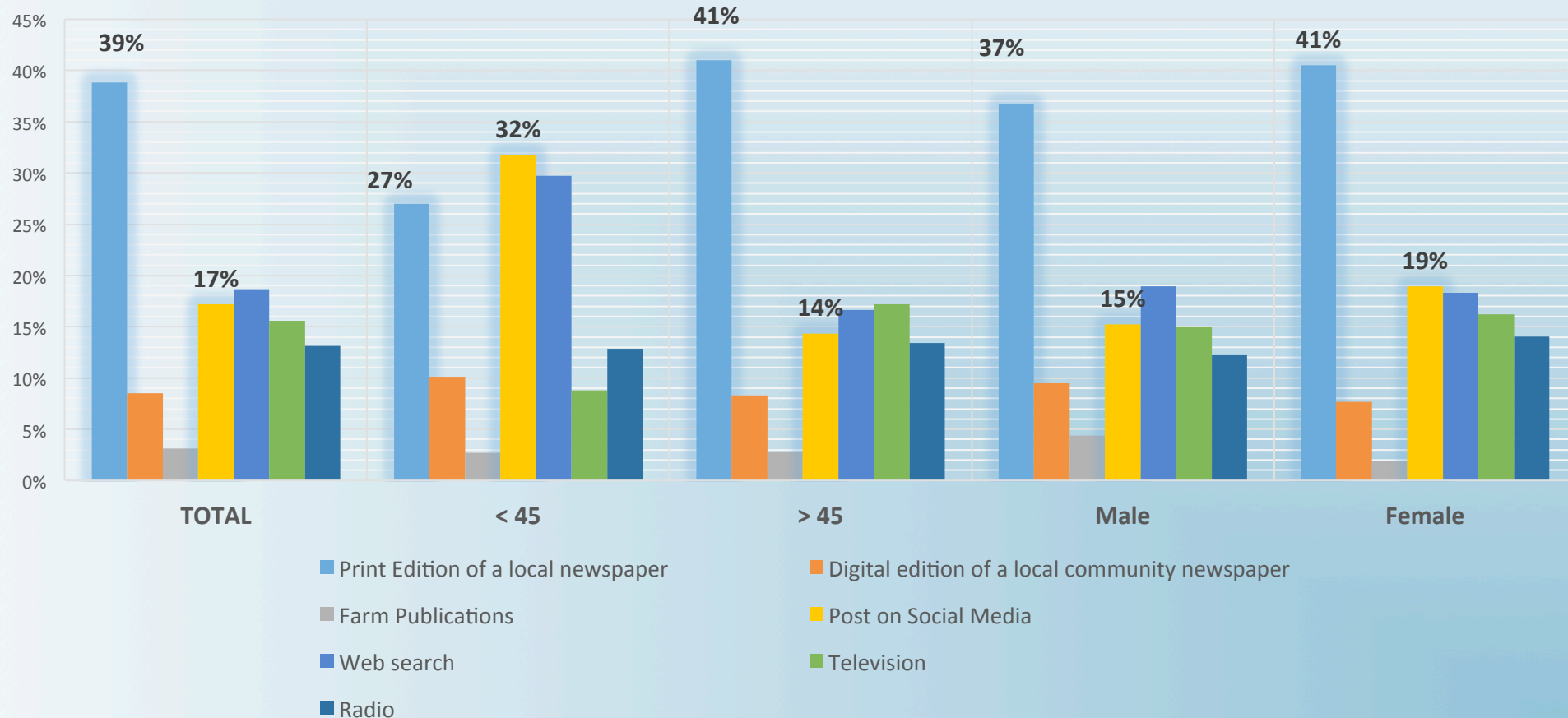
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PRAIRIES: Communities Under 100,000 Population

Overall, Printed Community Newspapers the Preferred Platform to Receive Information on LOCAL GOVERNMENT PROGRAMS AND INITIATIVES

Preferred Media to Receive Information on Topic: LOCAL GOVERNMENT PROGRAMS AND INITIATIVES



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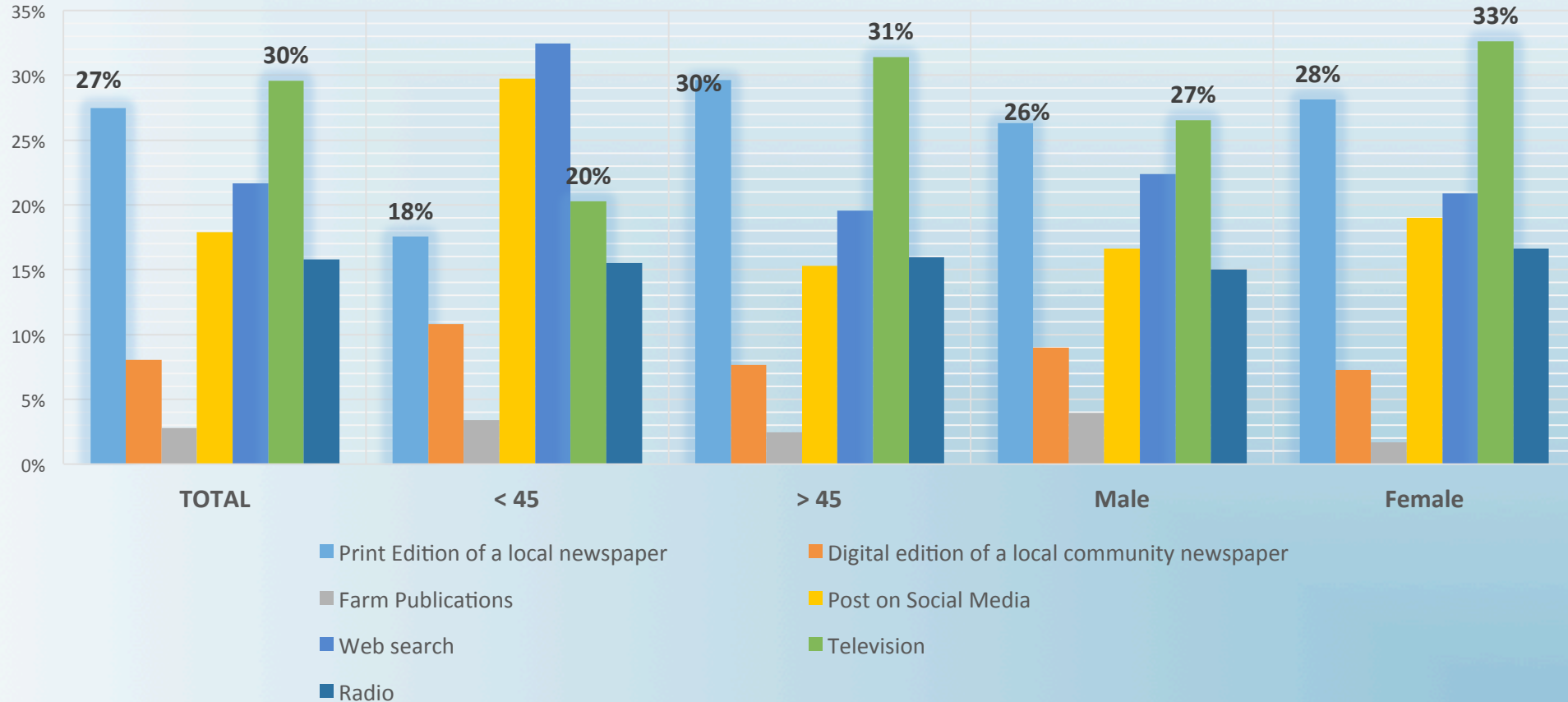
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Printed Community Newspapers and Television Were Respondents Preferred Media Platforms to Receive Information on Provincial Government Programs and Initiatives

Preferred Media to Receive Information on Topic: **PROVINCIAL GOVERNMENT PROGRAMS AND INITIATIVES**



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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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