

Totum *Research Inc*

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

THE PRAIRIES

Community Type:

VILLAGES AND TOWNS (5,000-10,000 Population)

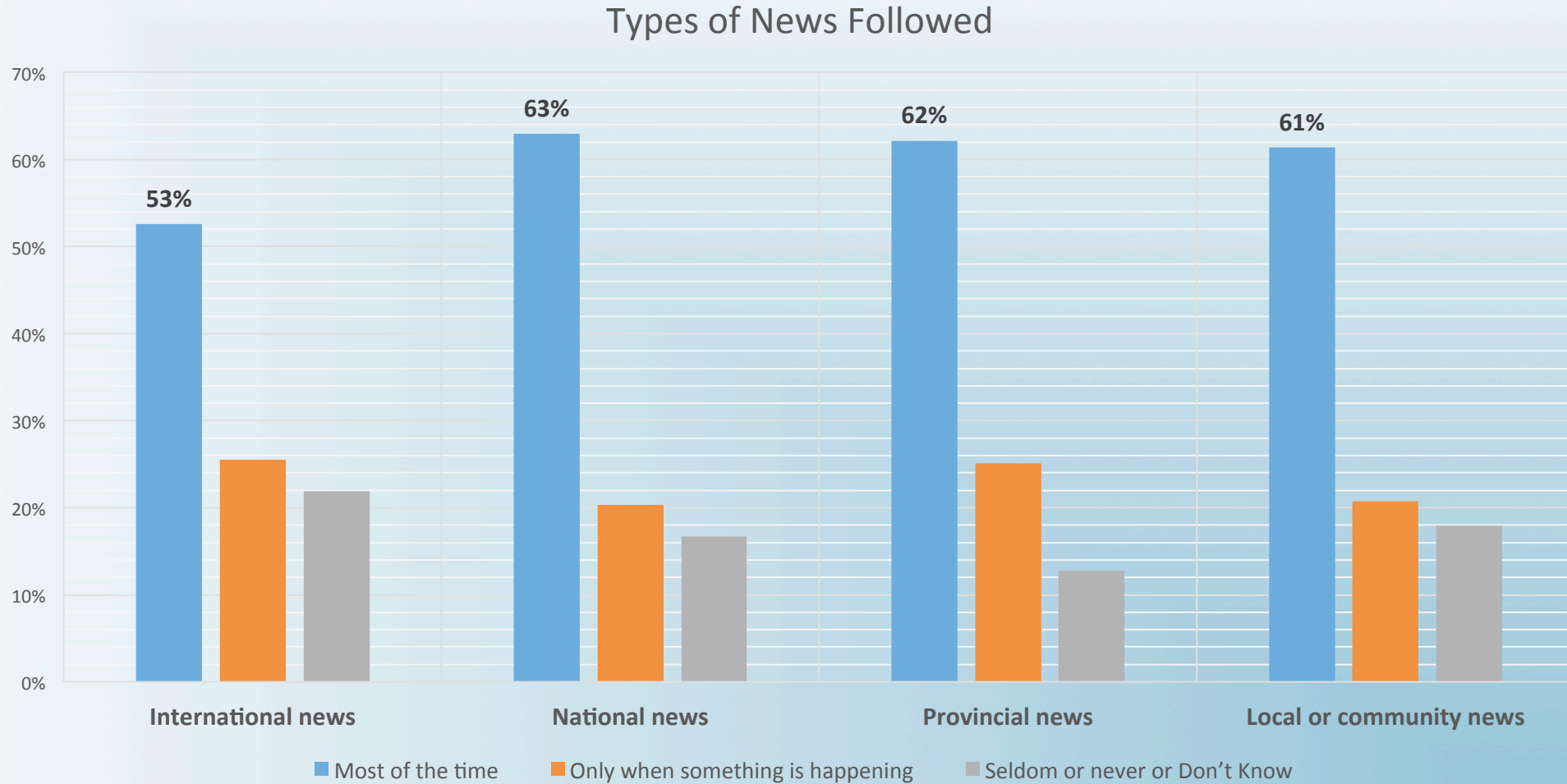
Totum Research: Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.3% at 95% confidence level with 900 interviews



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Prairies: Villages and Towns (5,000-10,000 Population)

Village/Town Respondents Indicated That They Follow All Types of News



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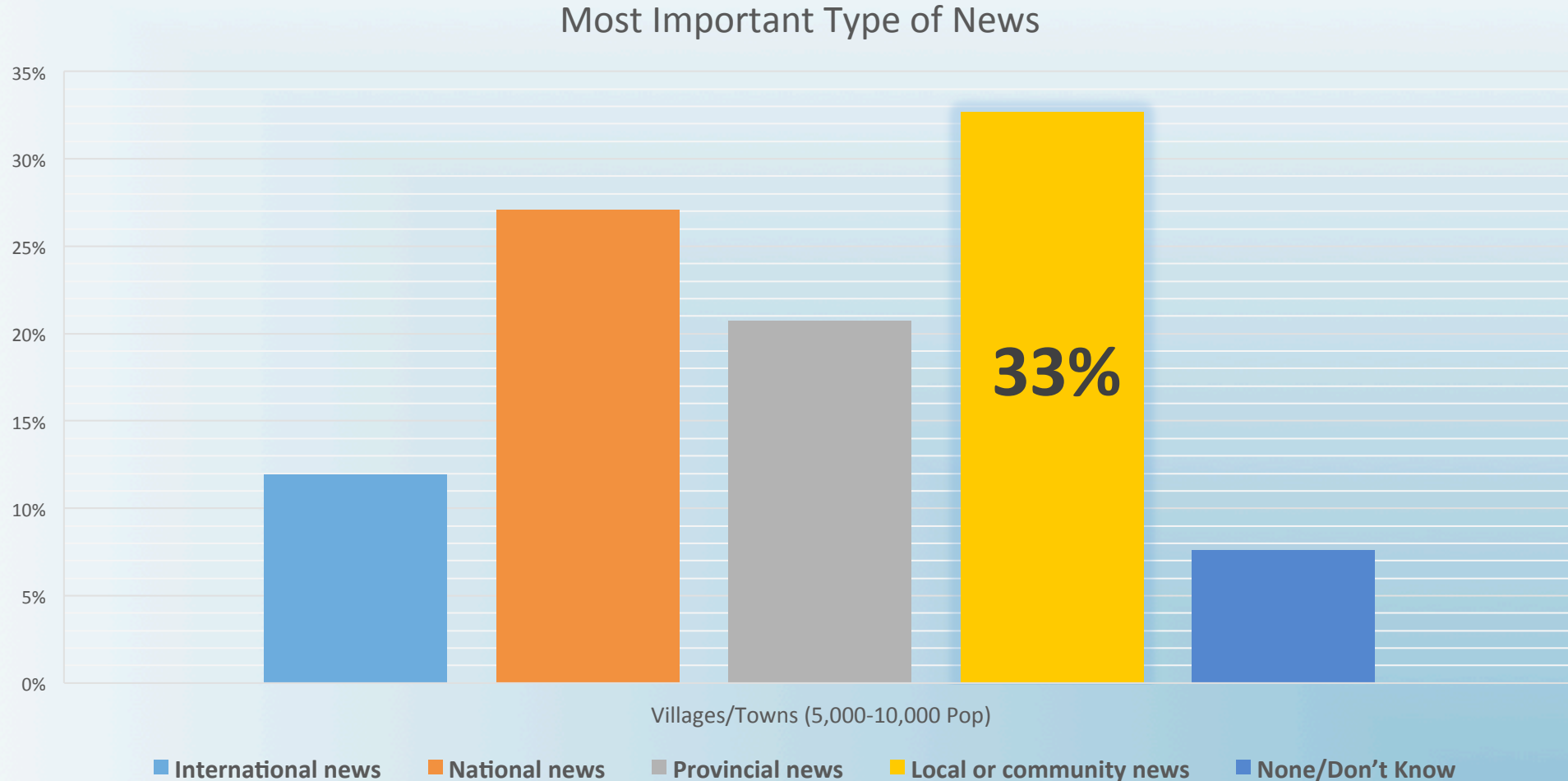
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Local Community News Tends to be Favoured by Individuals in Villages and Towns



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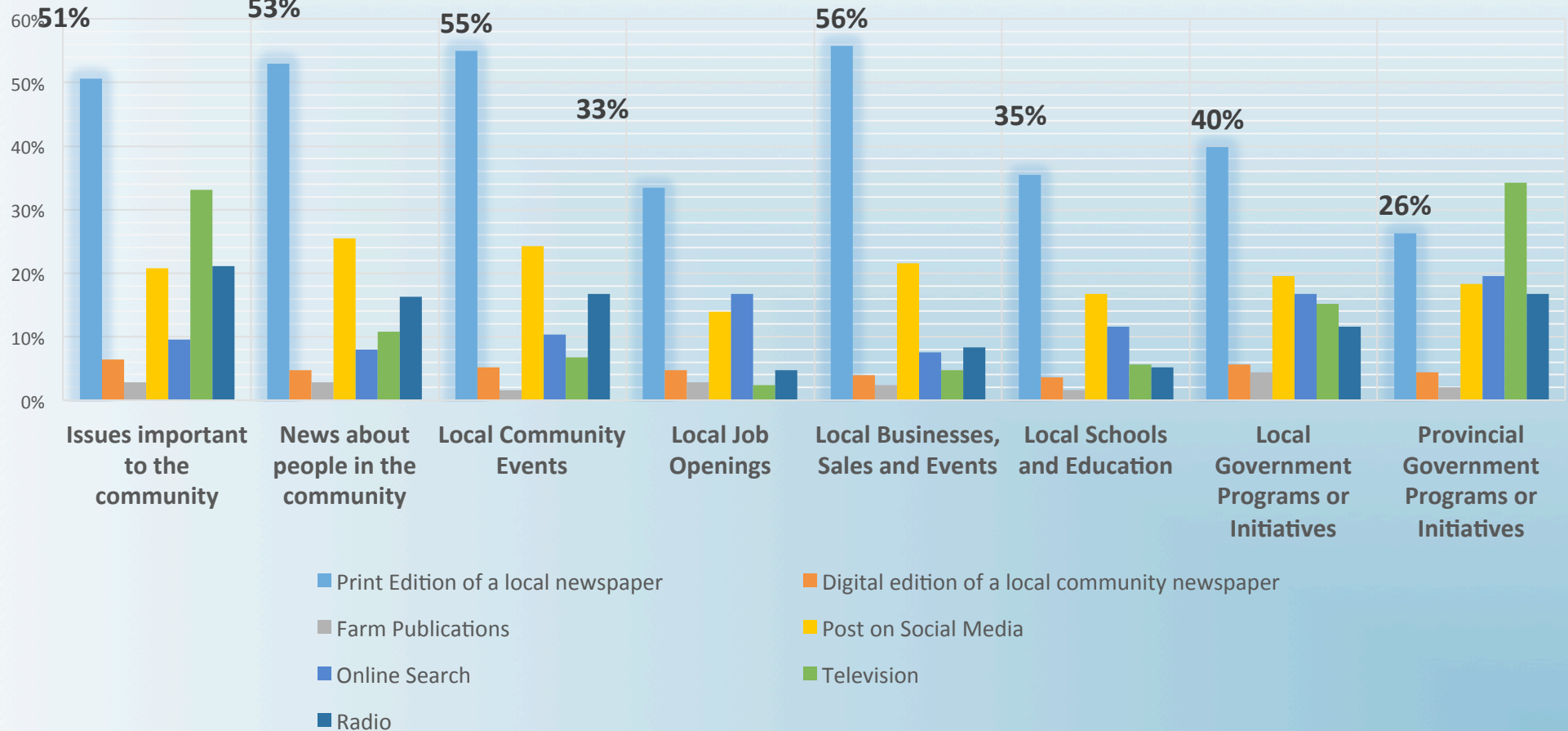


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Prairies: Villages and Towns (5,000-10,000 Population)

Printed Community Newspapers Are the Preferred Platform For Receiving Information About ALL Local Topics of Interest. Respondents Preferred Printed Newspapers and Television for Government News and Information

Preferred Media to Receive Information About Local Topics of Interest



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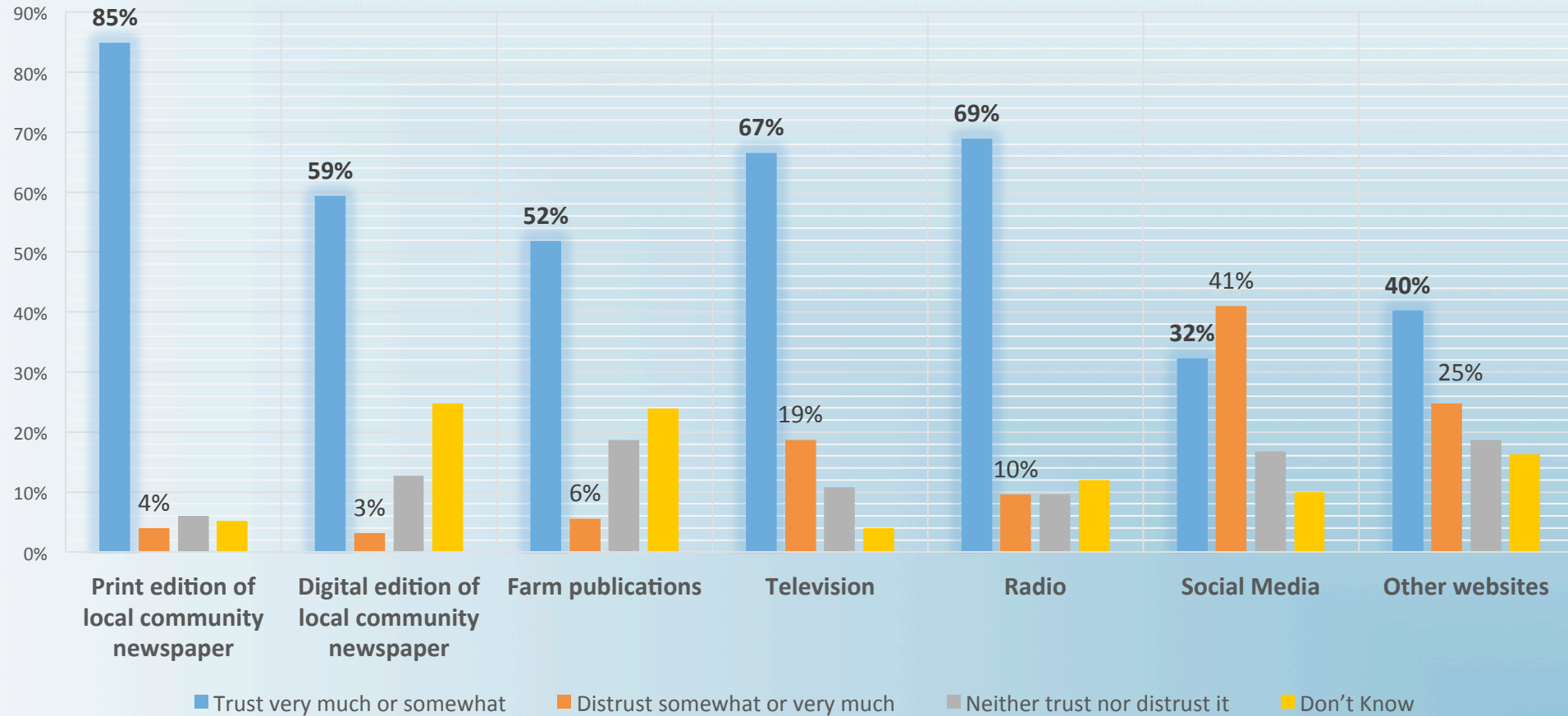


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Printed Community Newspapers Are The Most Trusted Platform for News/Ad Content. Online/Social Media, the Least Trusted

Trust in News and Advertising Content by Media Platform



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Over Three-Quarters of Village/Town Respondents Reported Receiving a Printed Community Newspaper Each Week

Receives Printed Community Newspaper at Home



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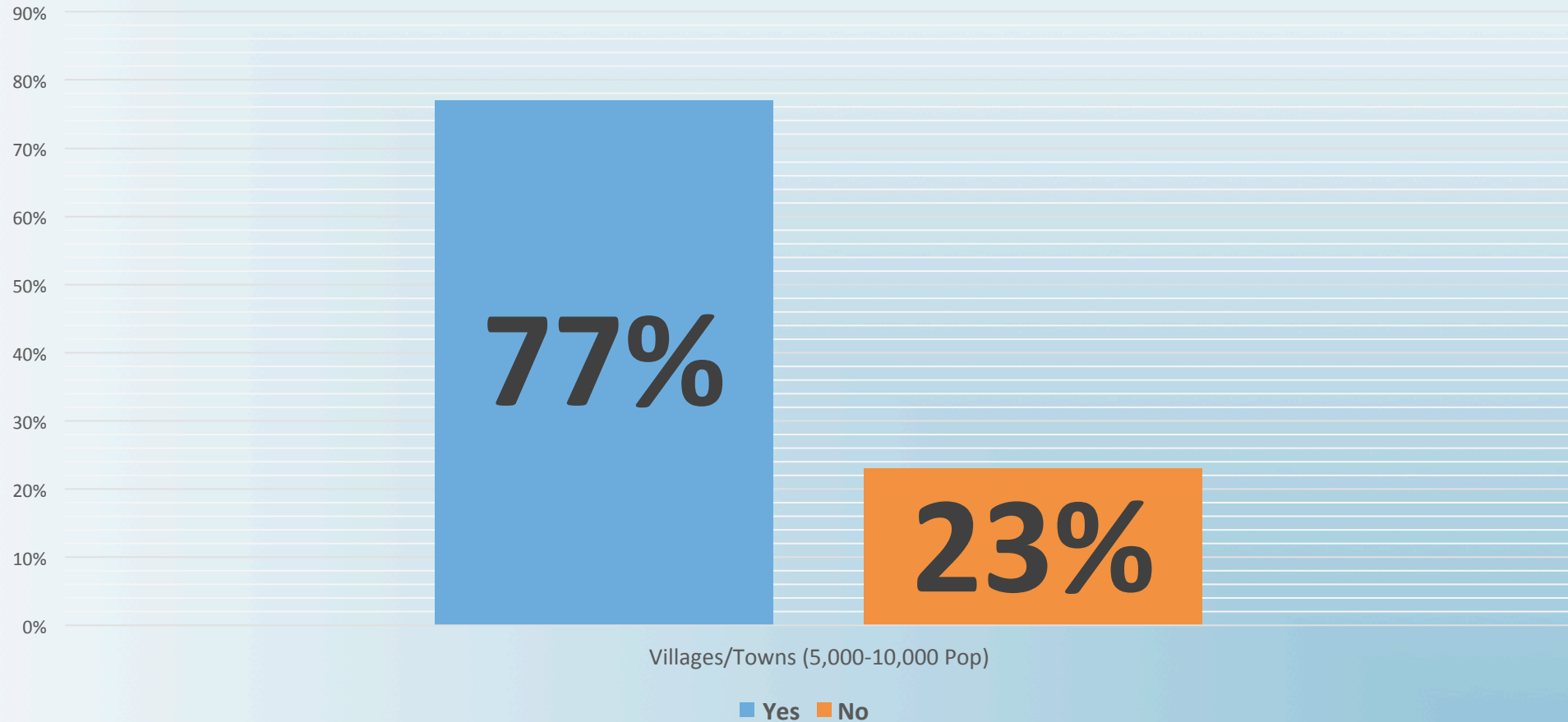
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Prairies: Villages and Towns (5,000-10,000 Population)

Over Three Quarters of Village/Town Respondents Who Receive a Printed Community Newspaper Reported Having Read or Looked Into it in the Last Week

Read or Looked Into a Printed Community Newspaper in the Last 7 Days



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Nearly 8 in 10 Village/Town Respondents Said They Haven't Visited a Local Community Newspaper Website in the Last 7 Days



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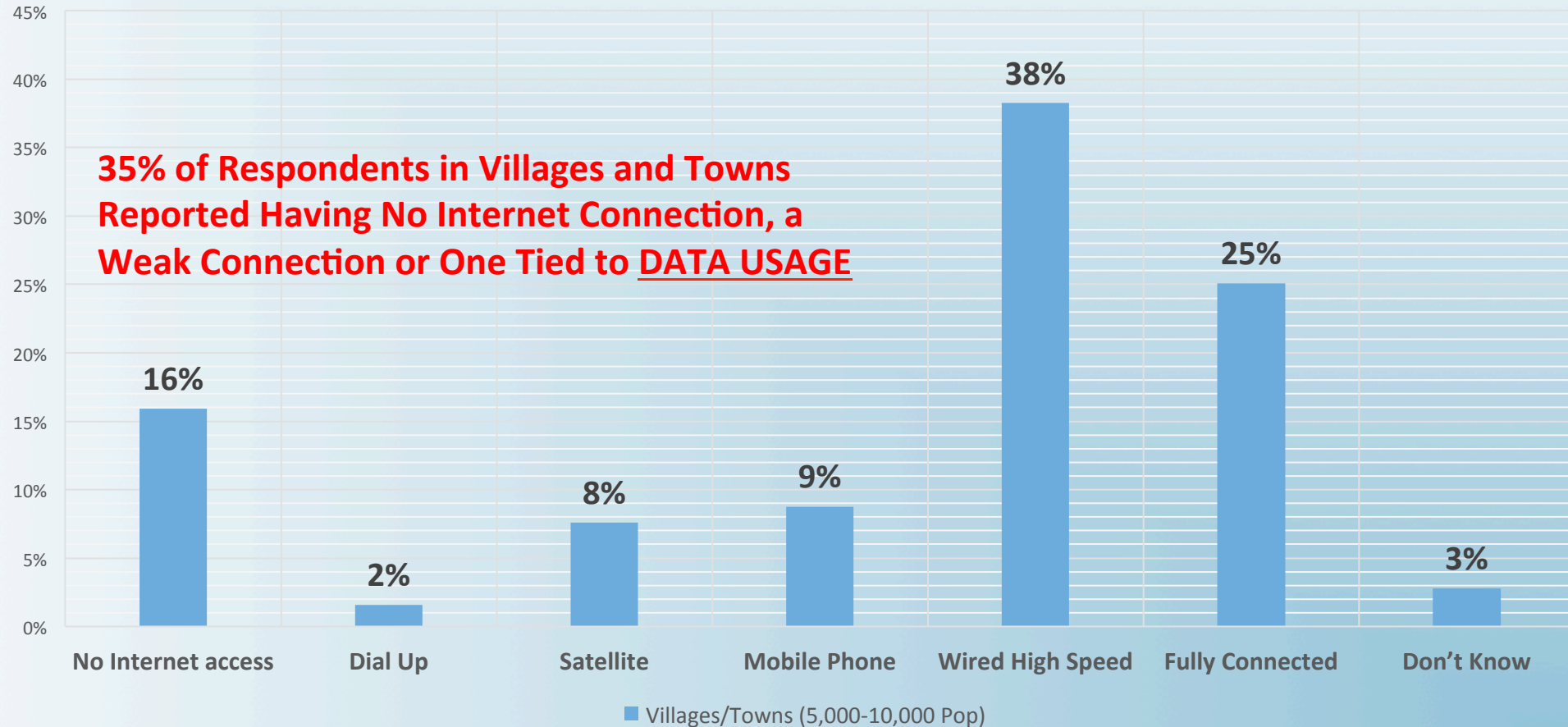


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**17% of Respondents in Villages/Towns Said Their Primary Internet Connection Was Tied to Data Usage.
18% Indicated a Dial-Up Connection or No Connection at All**

Type of Internet Connection(s) Used at Home



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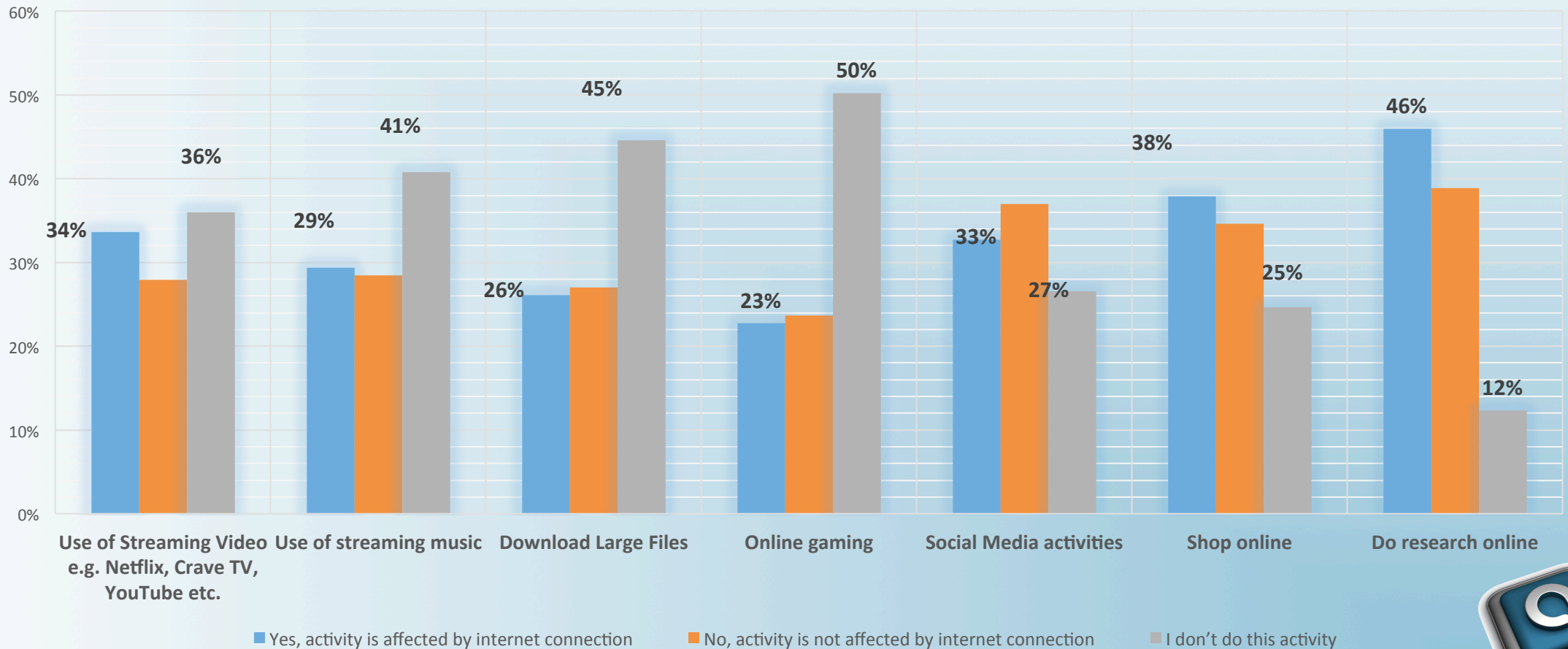


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Respondents Indicated That Several Online Activities Were Affected by Their Internet Connection at Home. Nearly 50% Said Their Connection Impacted the Ability to do Research Online

Does Your Internet Connection at Home Affect Your Online Activities



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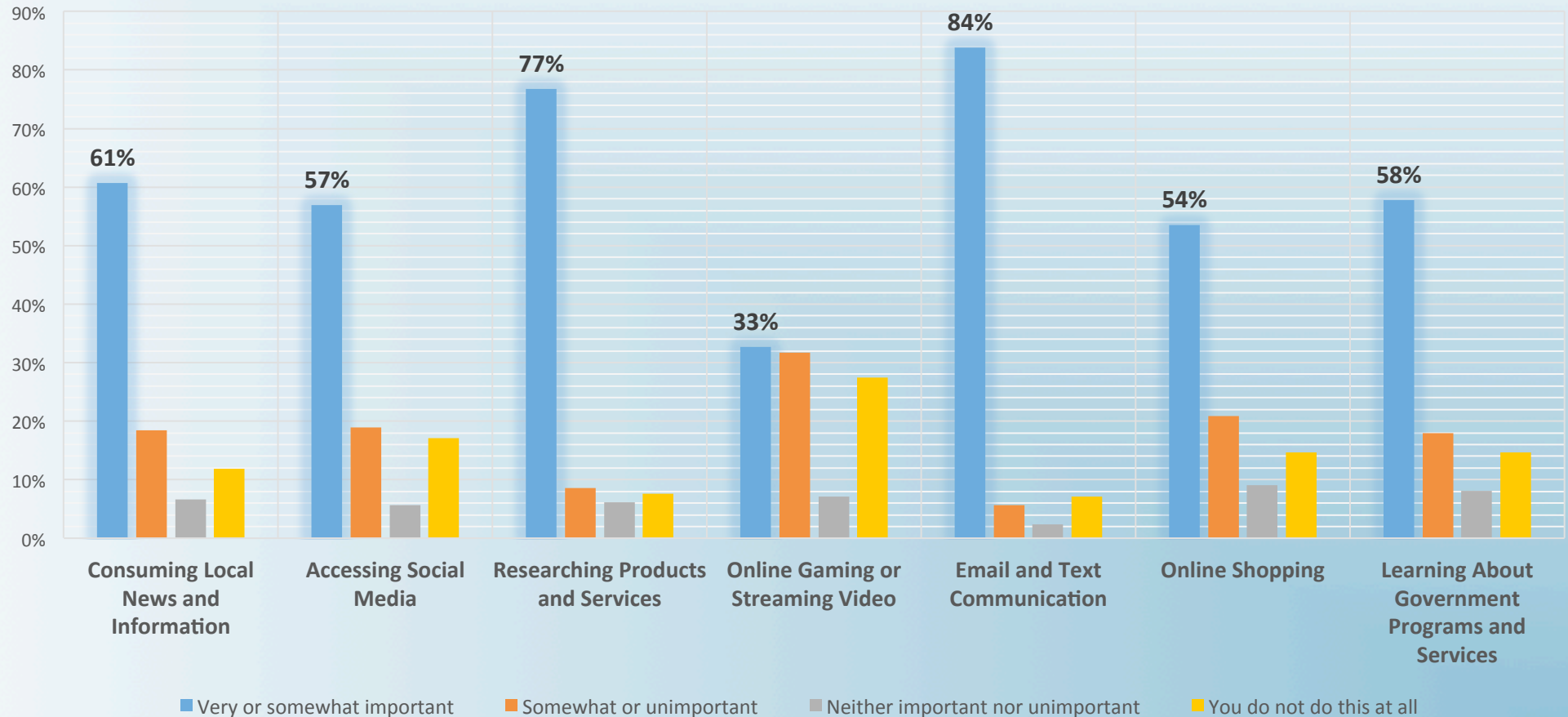


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The Internet was Important to 84% of Respondents for Email and Text Communication. 57% Said it was Important for Social Media Activities

Internet Importance for Specific Online Activities



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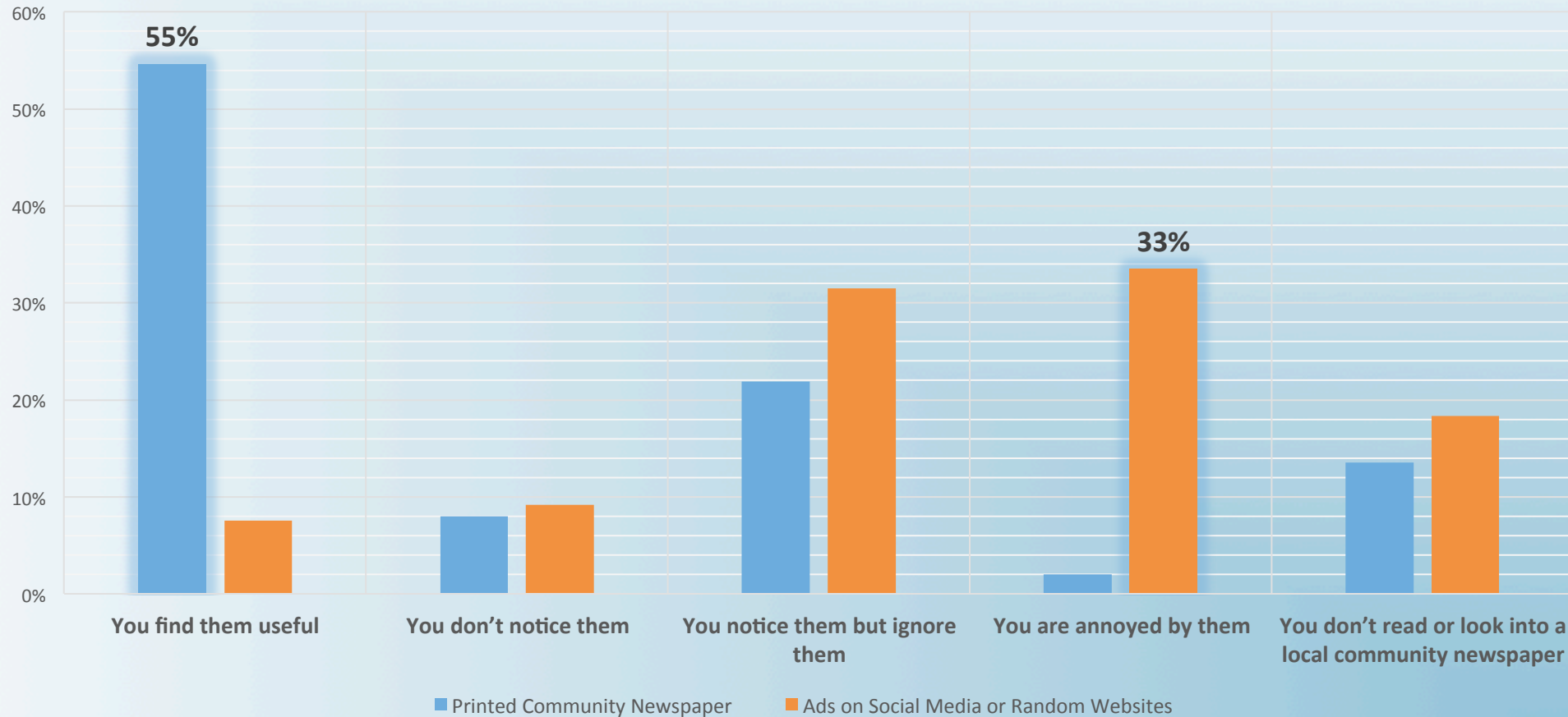


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Prairies: Villages and Towns (5,000-10,000 Population)

Over Half of Respondents Said They Found Ads in Printed Newspapers to be USEFUL. Respondents Were Most Likely to be ANNOYED by Ads on Social Media or Random Websites

Feelings About Ads in Printed Newspapers vs Ads on Websites or Social Media



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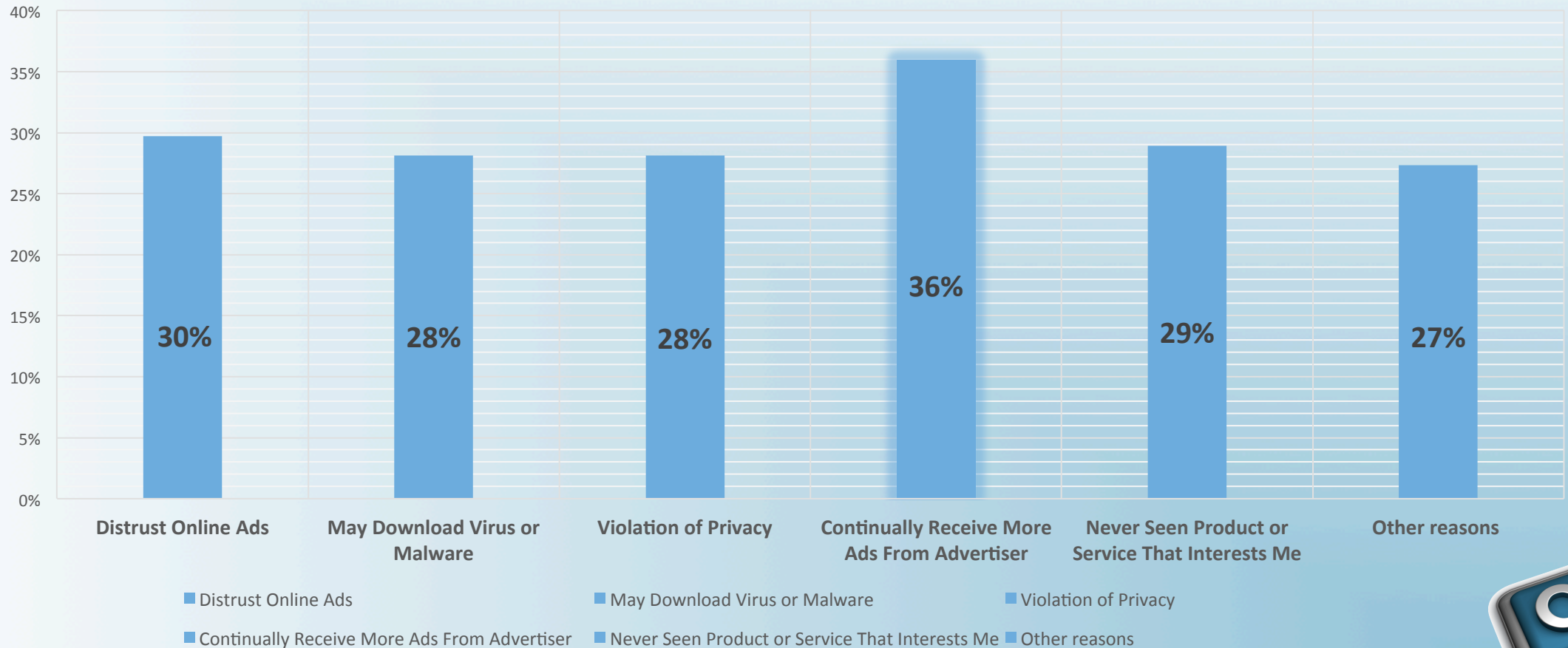


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Continually Receiving More Ads From the Advertiser was Cited by the Majority of Respondents as the Main Reason for Not Clicking on Ads on Social Media or Random Websites

Reasons For Not Clicking on Ads on Websites or Social Media



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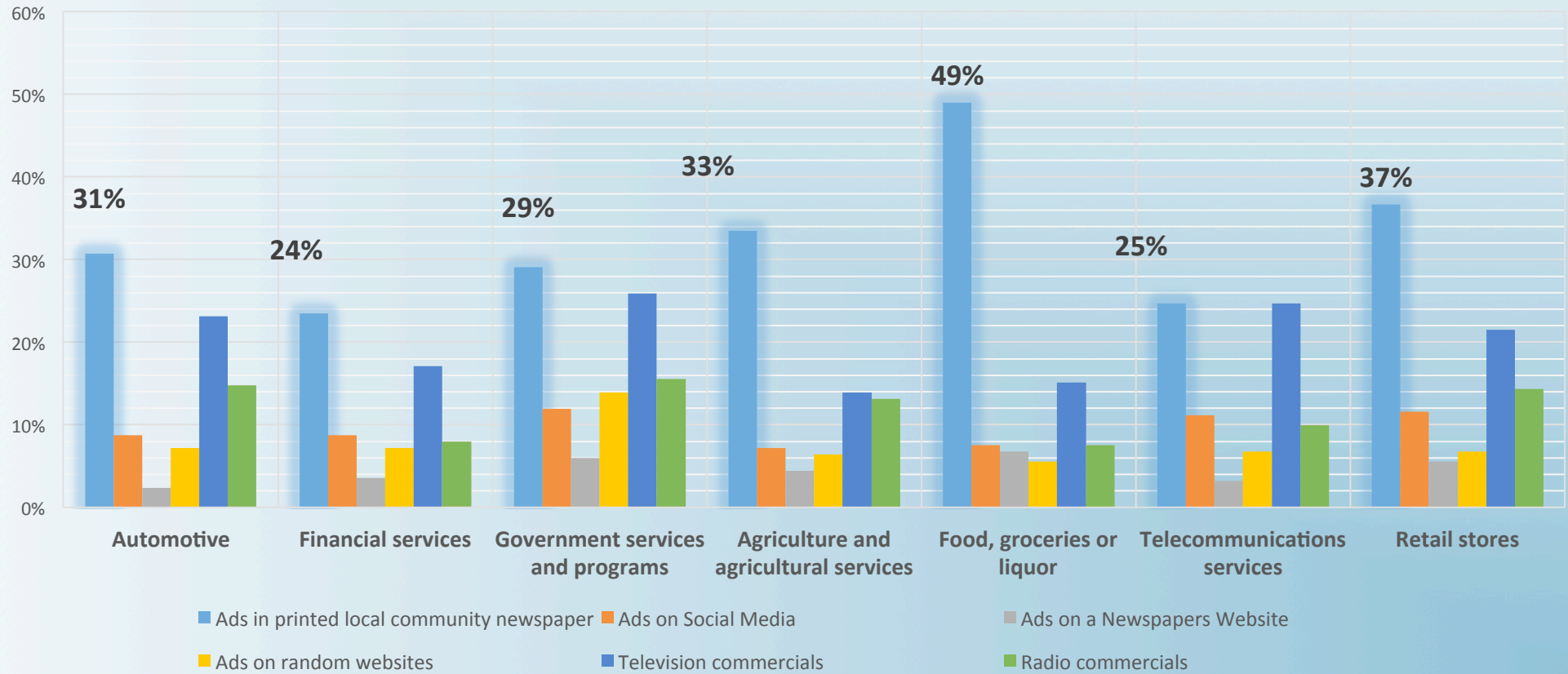


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Prairies: Villages and Towns (5,000-10,000 Population)

Across All Measured Sectors, Village/Town Respondents Found Ads in Printed Community Newspapers to be the Most Likely to Inspire Action. Online Ads WERE GENERALLY THE LEAST LIKELY to Inspire Action

Media in Which Ads Inspire Action (Seek More Information, Store/Website Visit or Purchase)



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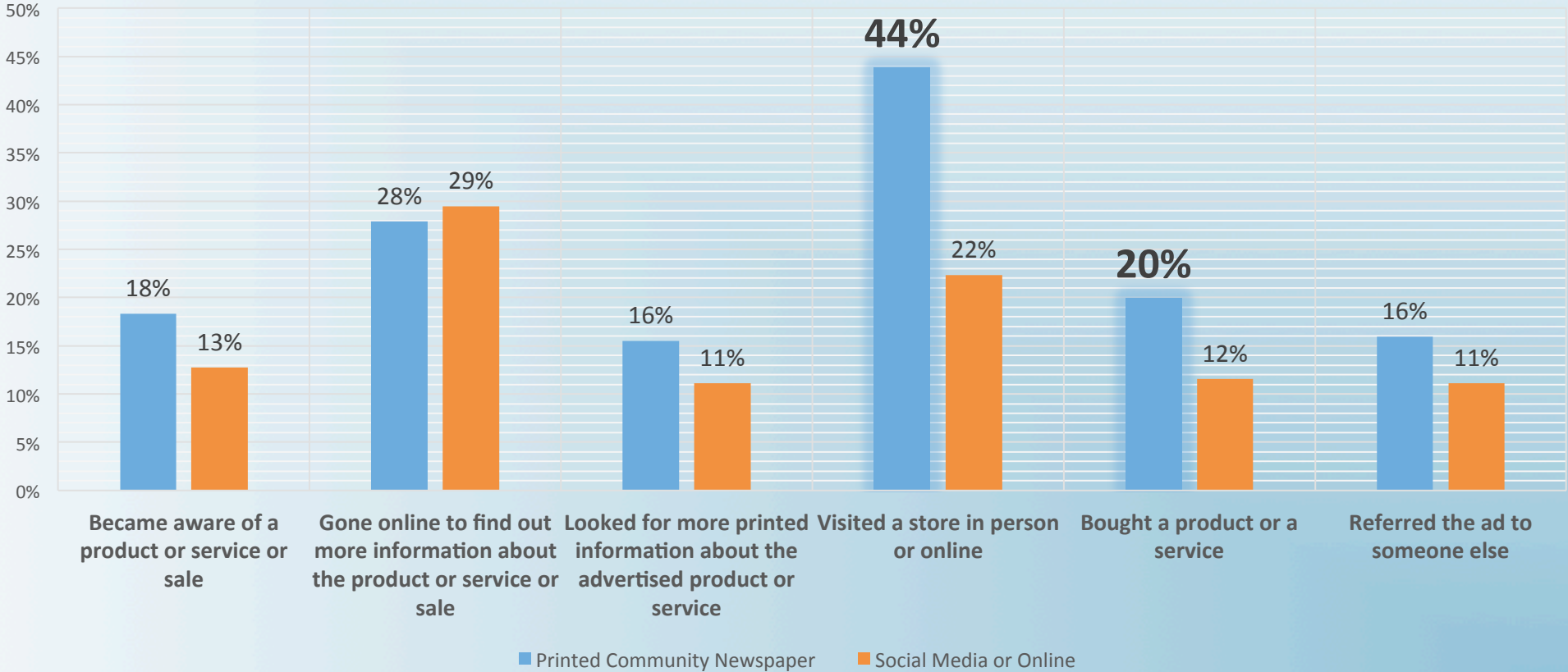


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Respondents Were Twice as Likely to be Driven to Visit a Store In-Person or Online Based on Seeing an Ad in a Printed Community Newspaper Than a Social Media or Online Ad.

Actions Taken Based on Seeing an Ad in a Printed Community Newspaper or Social Media/Online



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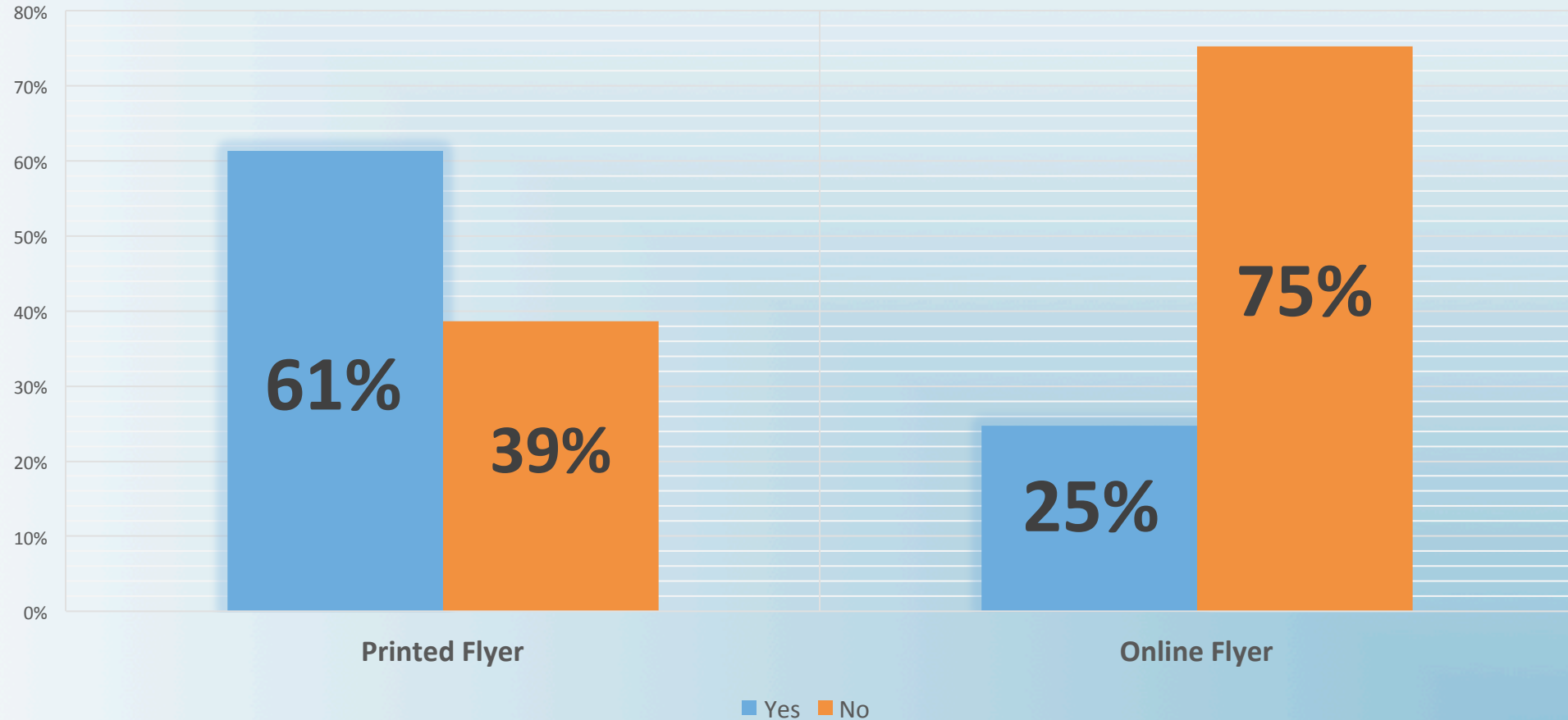
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61% of Respondents Indicated Having Looked Into a Printed Flyer in the Last 7 Days. 25% Said They'd Looked At an Online Flyer in the Past Week

Flyer Readership: Read in the Last 7 Days



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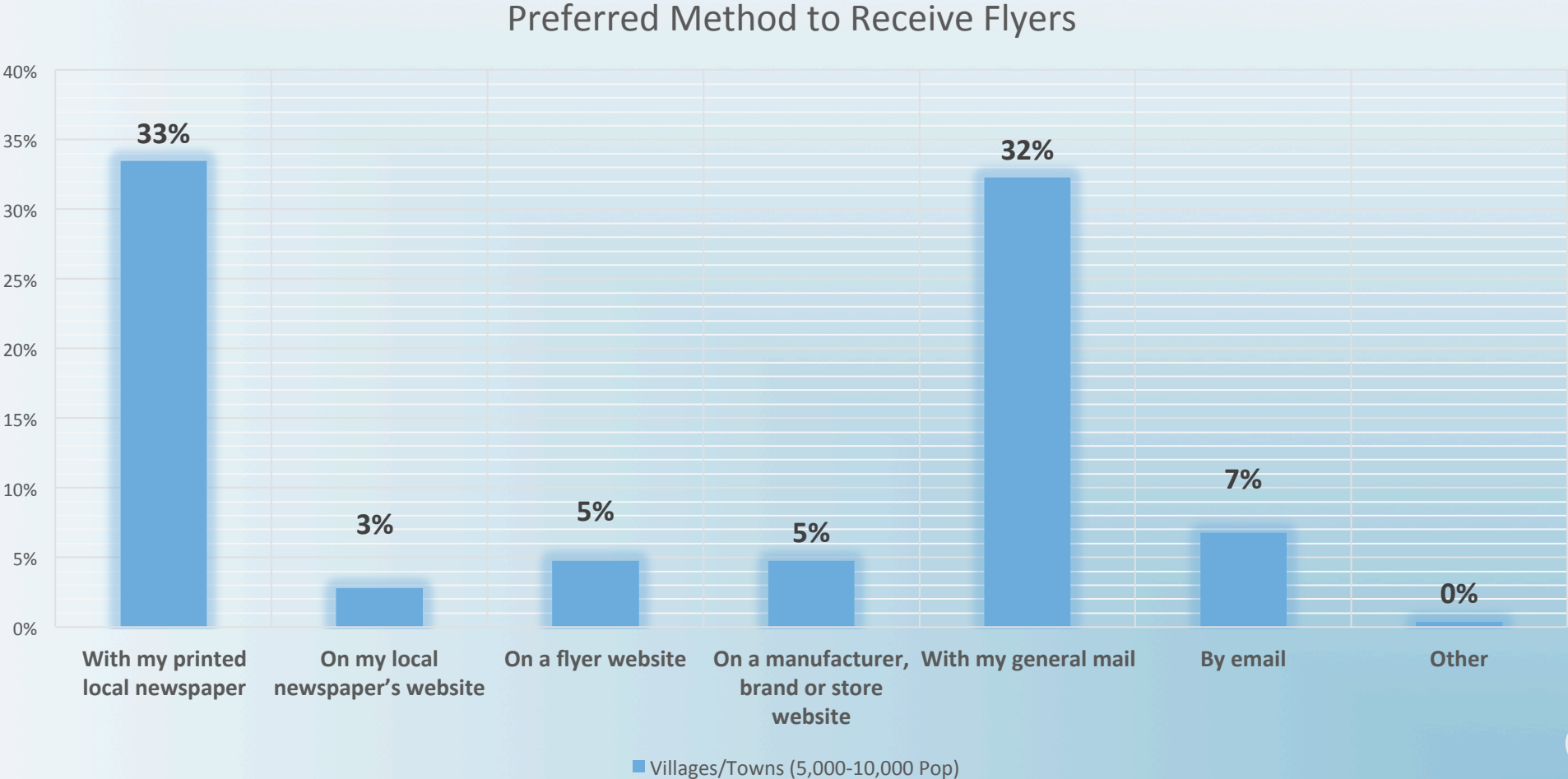
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The Majority of Village/Town Respondents Indicated a Preference for Receiving Flyers With Their Printed Local Newspaper



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Study Details

Interview Timing

December 2019/January 2020

CATI Interviews

Market Pulse

Study Management

Totum Research

Geographic Coverage

MB and SK Communities <100K

AB 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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