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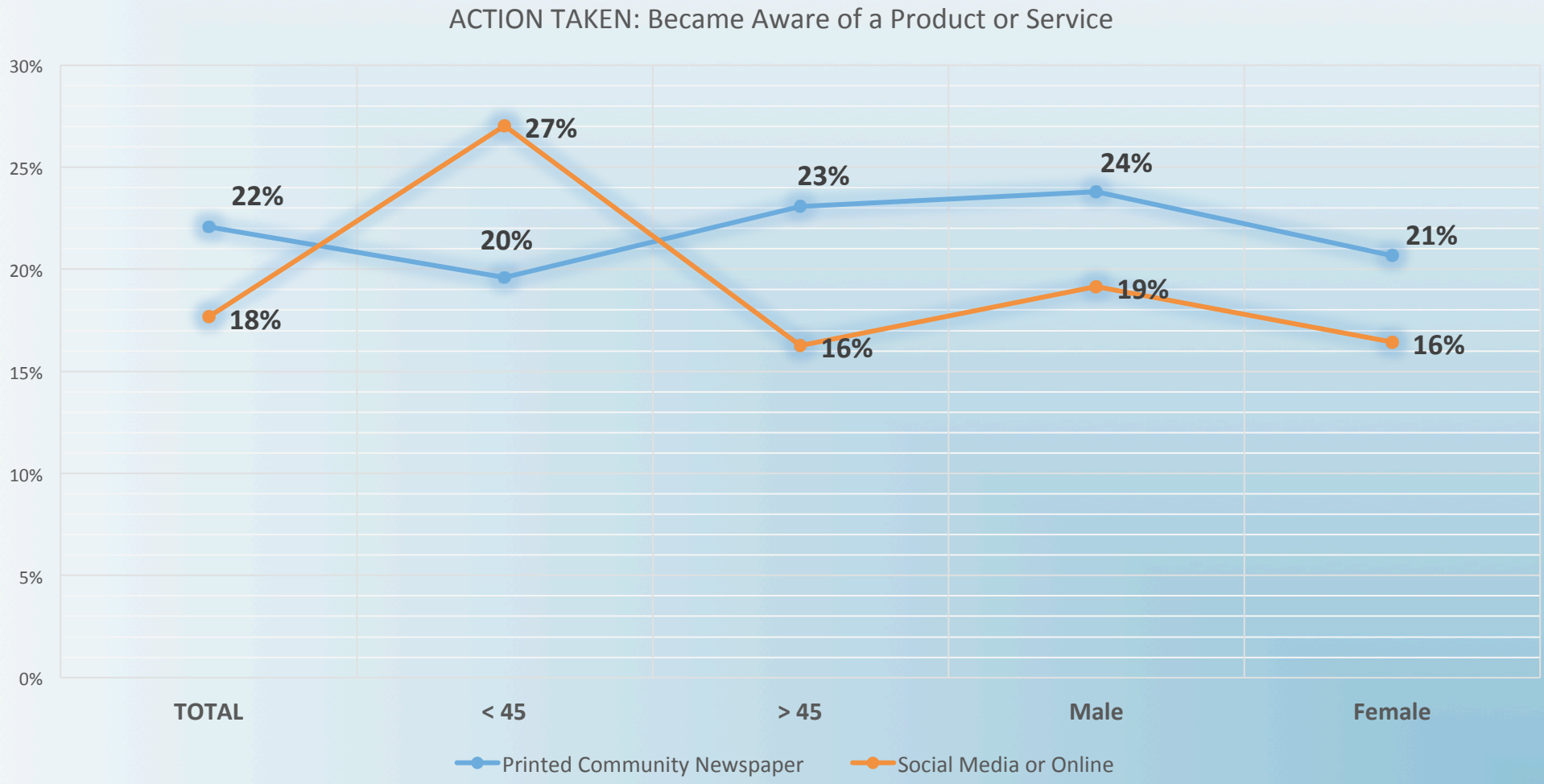
***PRAIRIES**: Communities Under 100,000 Population*

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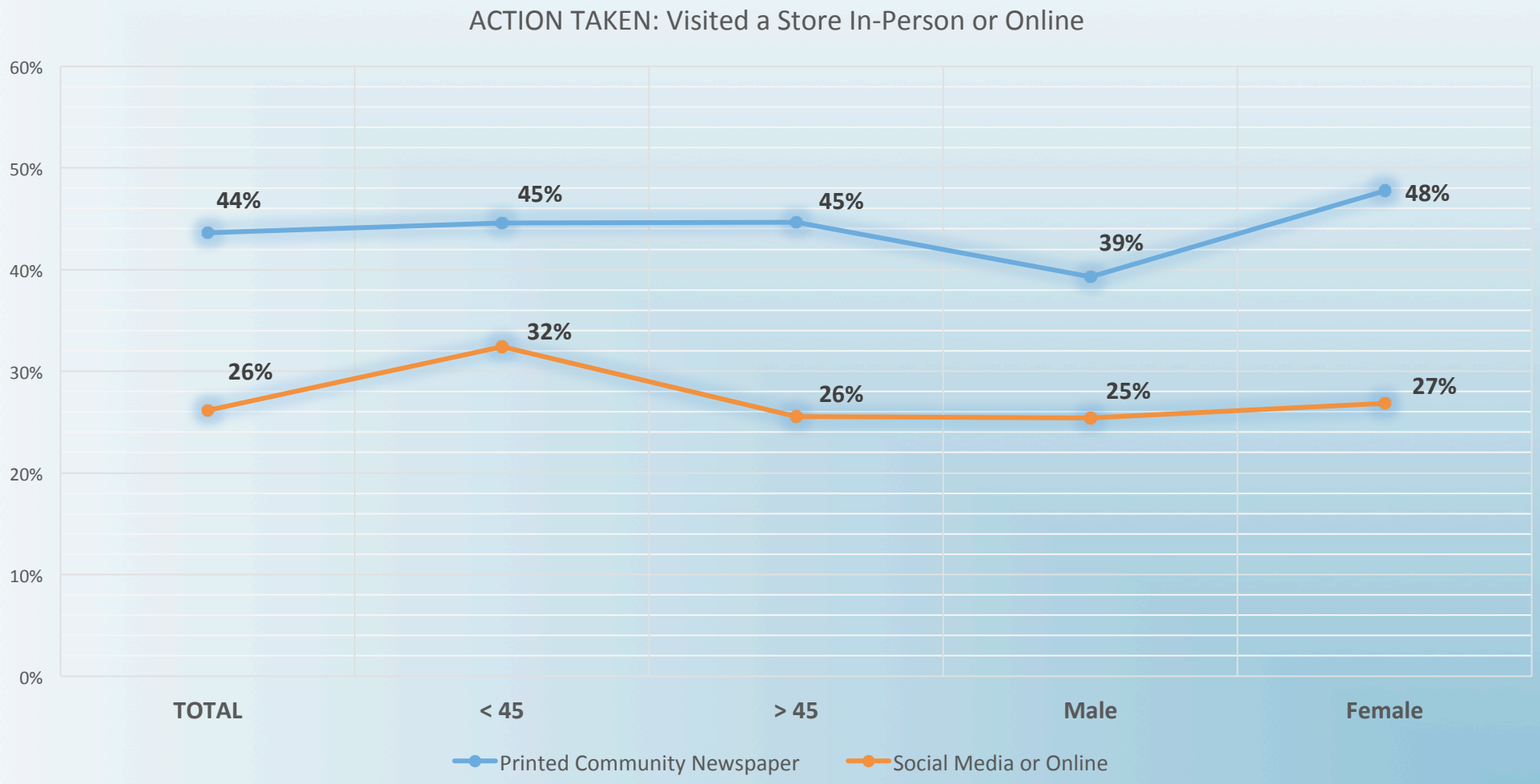
***PRAIRIES**: Communities Under 100,000 Population*

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



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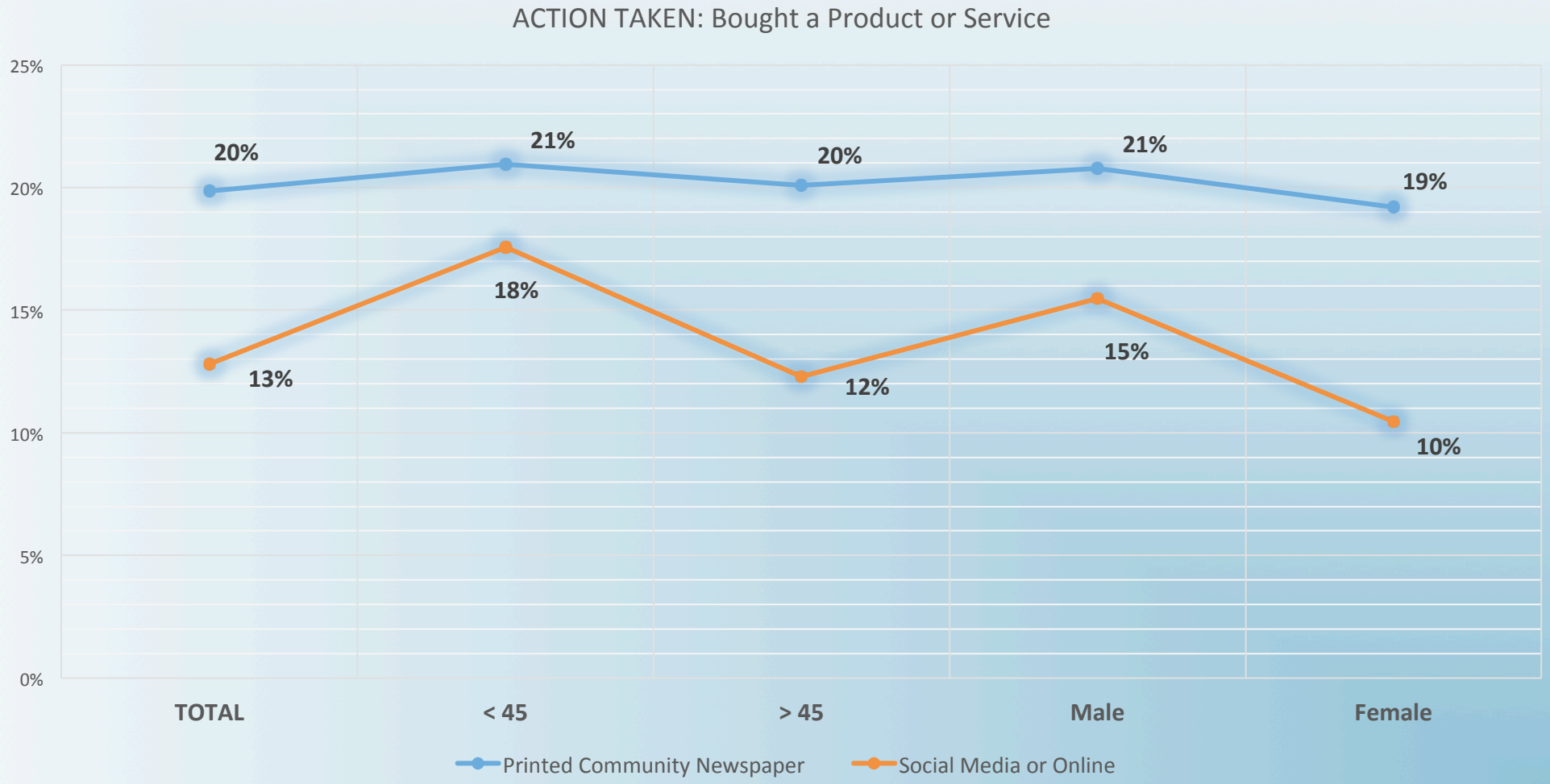
***PRAIRIES**: Communities Under 100,000 Population*

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



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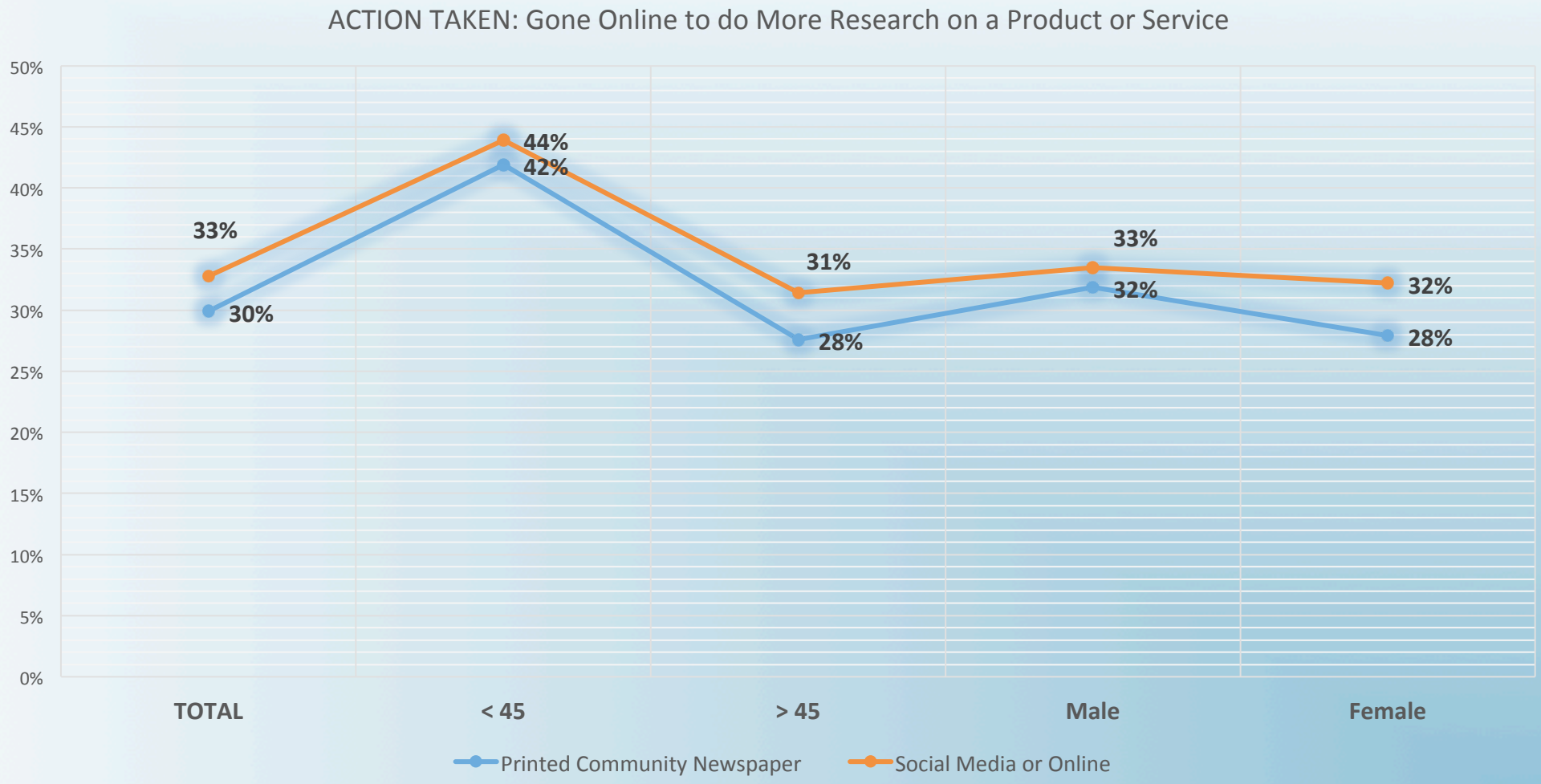
***PRAIRIES**: Communities Under 100,000 Population*

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



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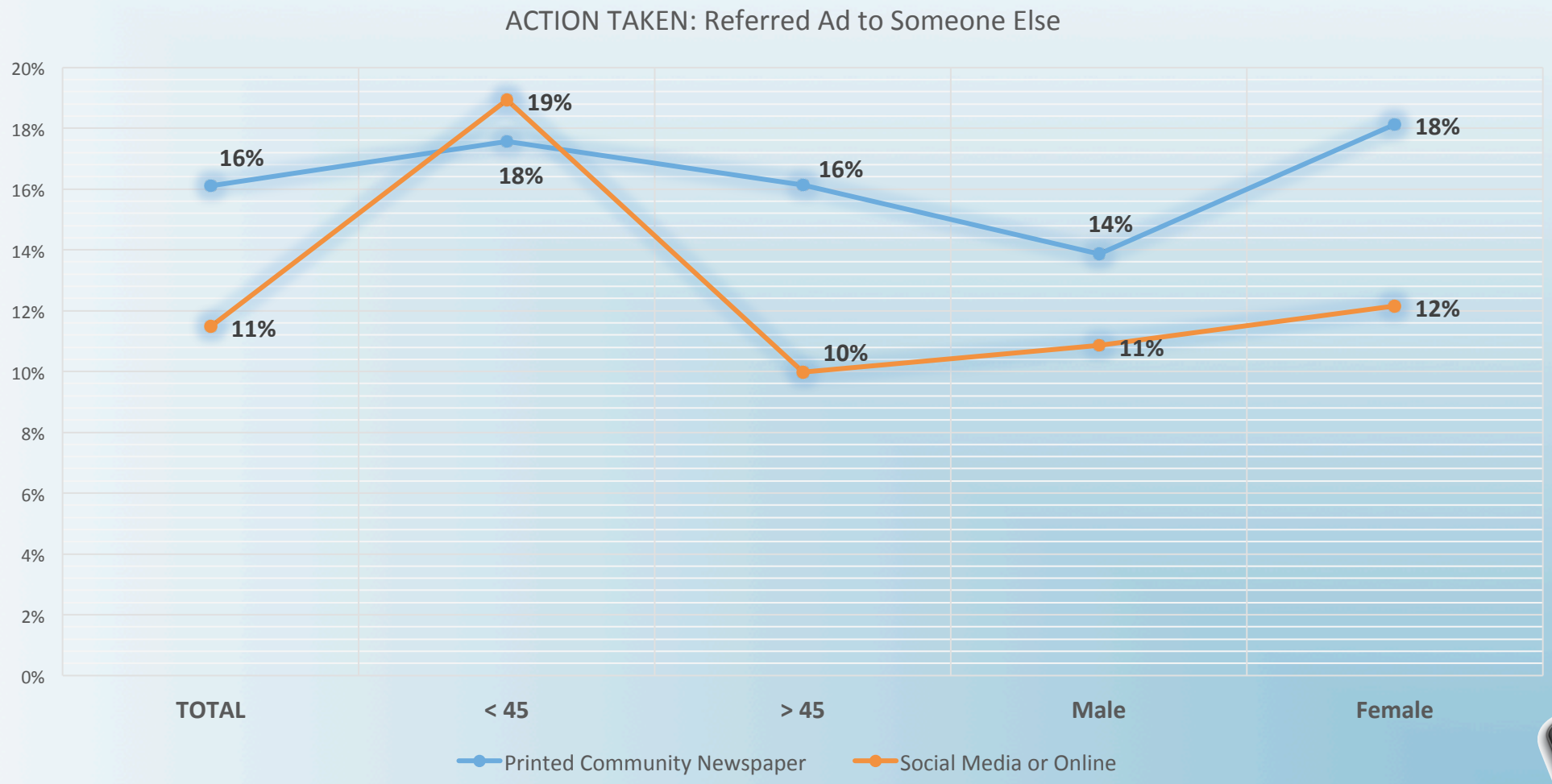
***PRAIRIES**: Communities Under 100,000 Population*

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 = ±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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