

*Totum Research Inc*

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

## PRAIRIES

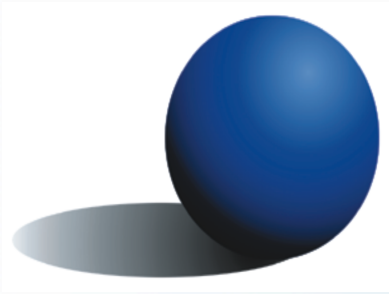
Measured Communities:

- 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

- 1) Feelings About Ads In Printed Newspapers and Social Media/Random Websites
- 2) Clicking on Ads on Social Media and Random Websites
- 3) Use of AdBlockers

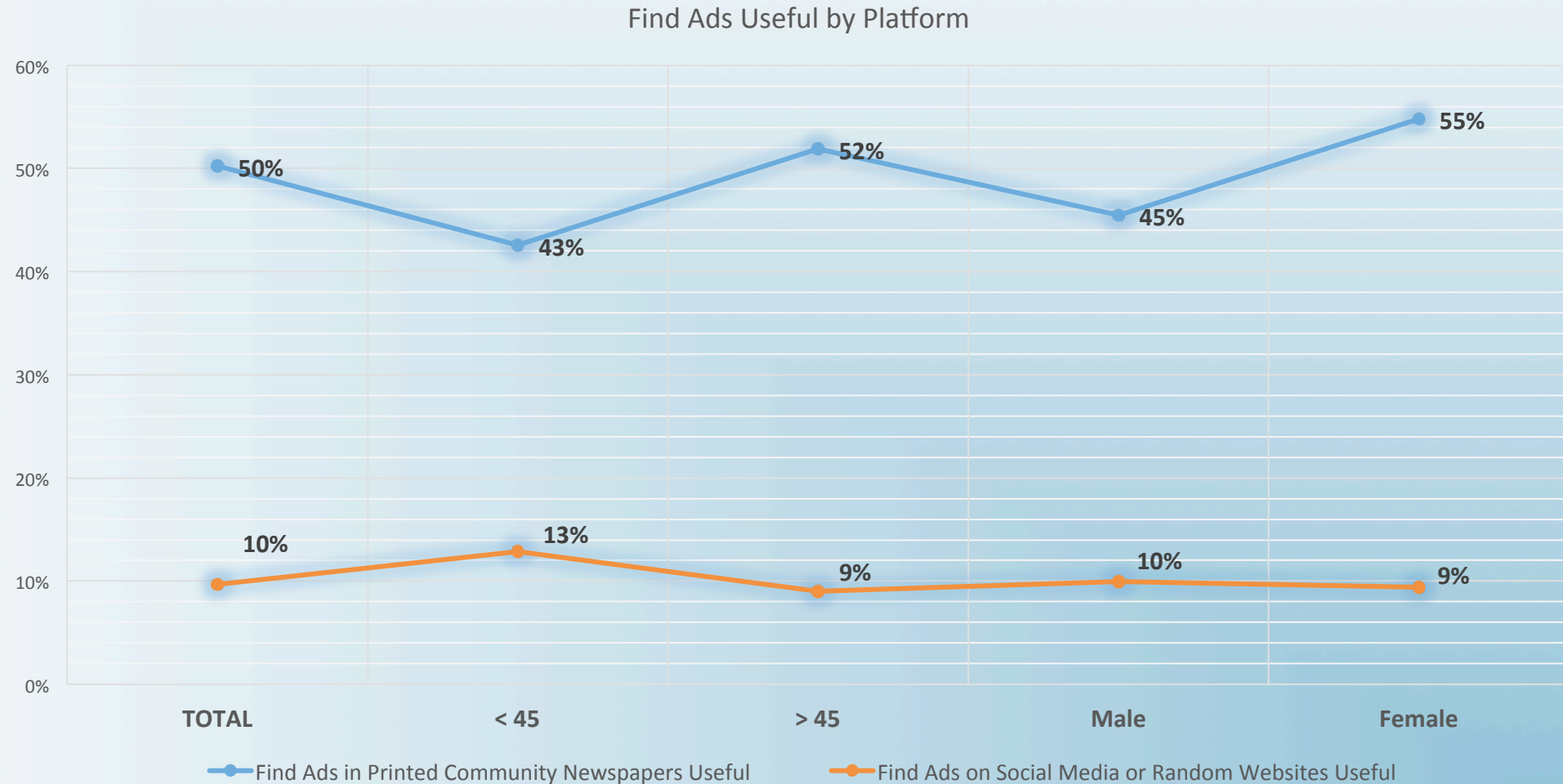
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## PRAIRIES: Communities Under 100,000 Population

**Respondents Were Between Five and Nine Times as Likely to Find Ads in Printed Community Newspapers to be USEFUL Than Ads on Social Media or Random Websites**



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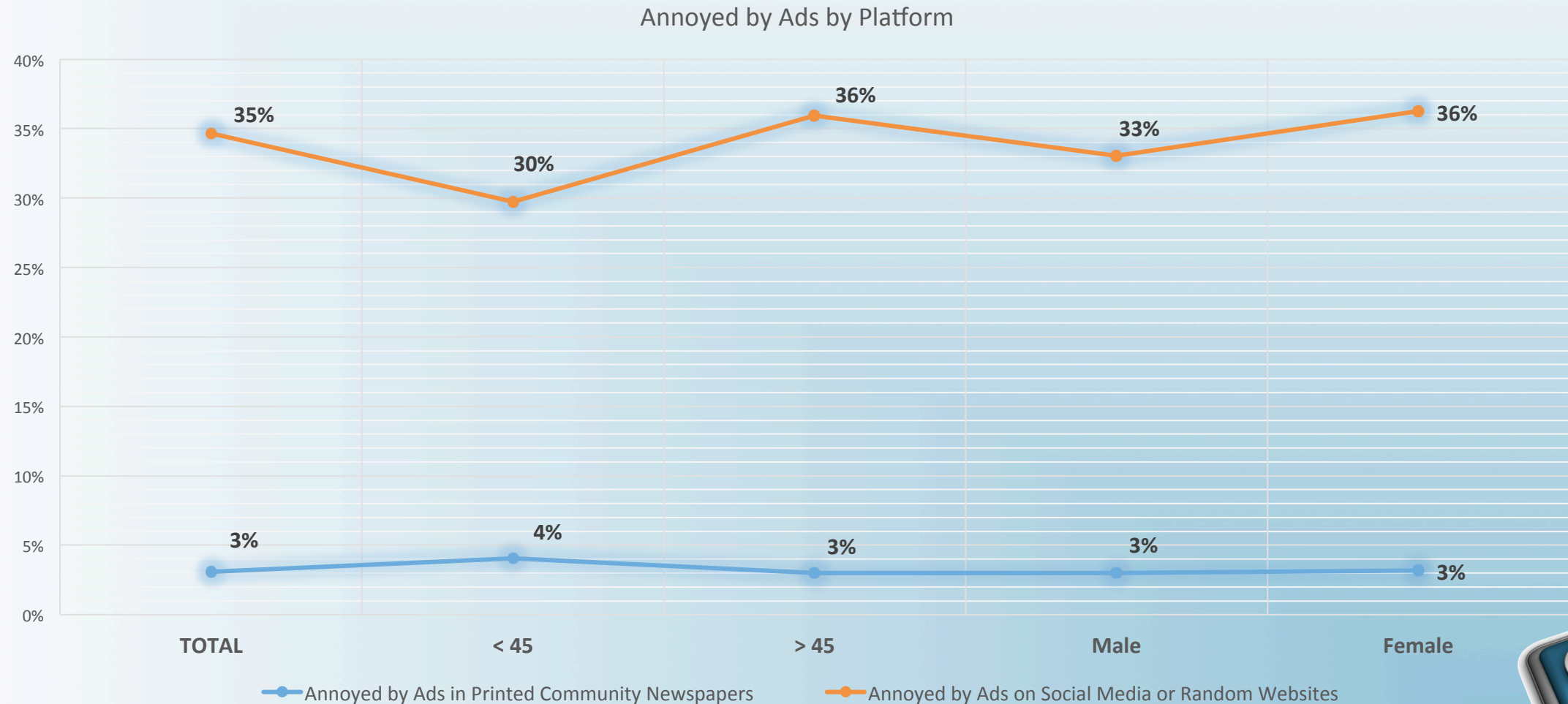
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## PRAIRIES: Communities Under 100,000 Population

**Respondents Were SIGNIFICANTLY MORE LIKELY to be ANNOYED by Ads on Social Media or Random Websites Than They Were by Ads in Printed Community Newspapers**



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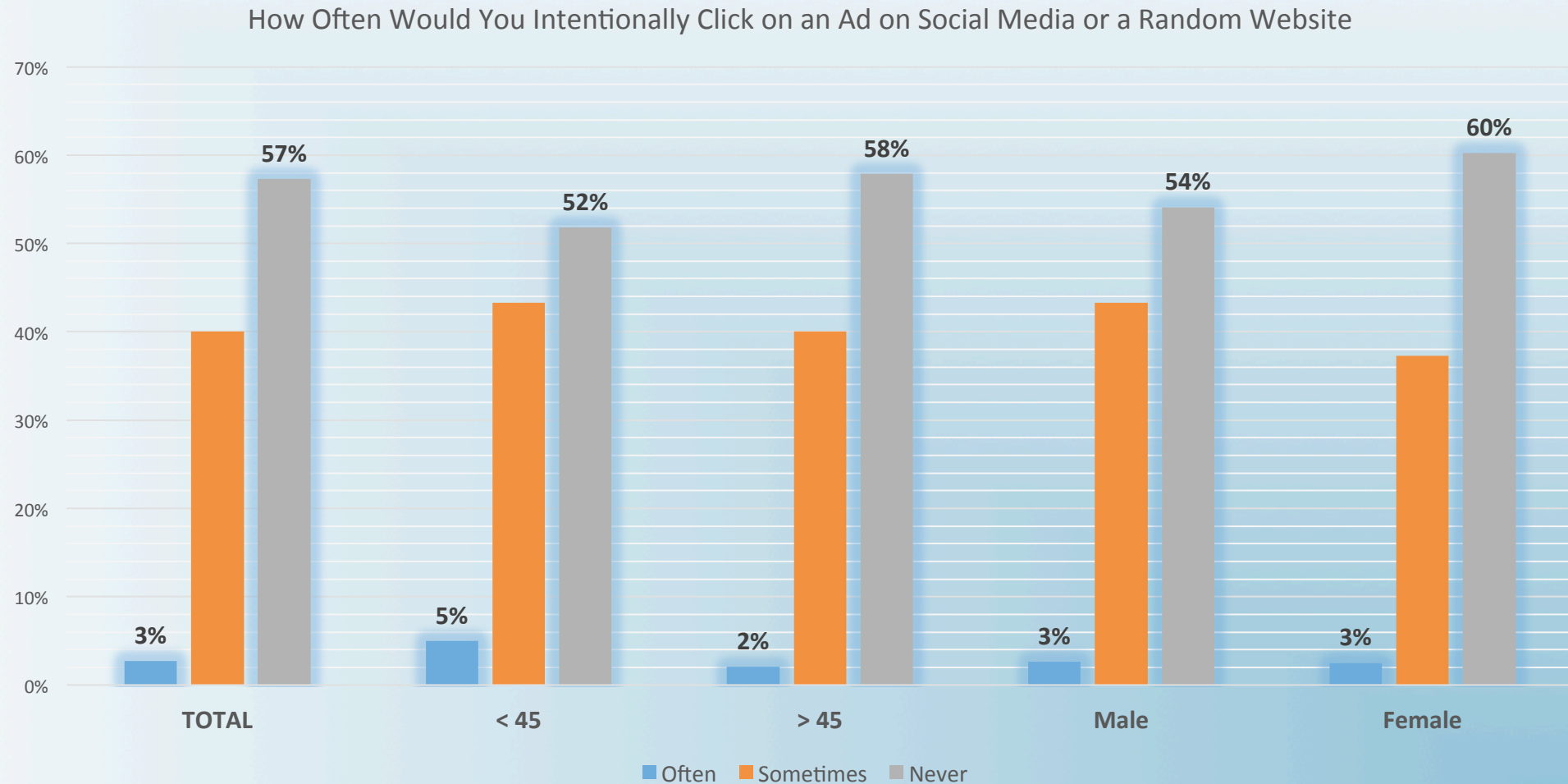
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## The Majority of Respondents Indicate That They **NEVER** Click on Ads on Social Media or Random Websites. Those That **OFTEN** Click on Online Ads Peaked at 5% With Respondents Under 45



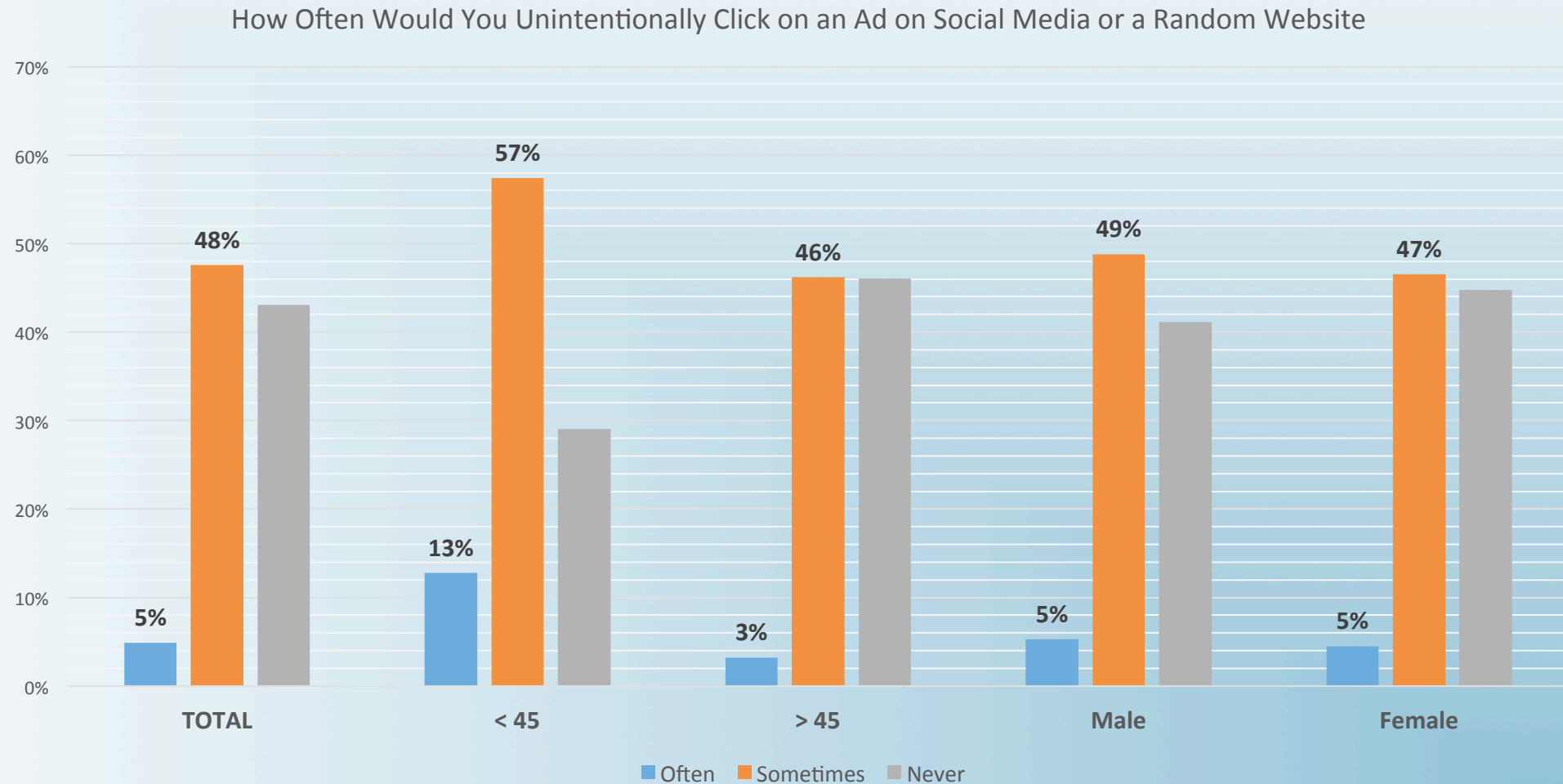
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## The Majority Respondents With Internet Access Admitted That They **SOMETIMES OR OFTEN** Click on Ads on Social Media or Random Websites Unintentionally



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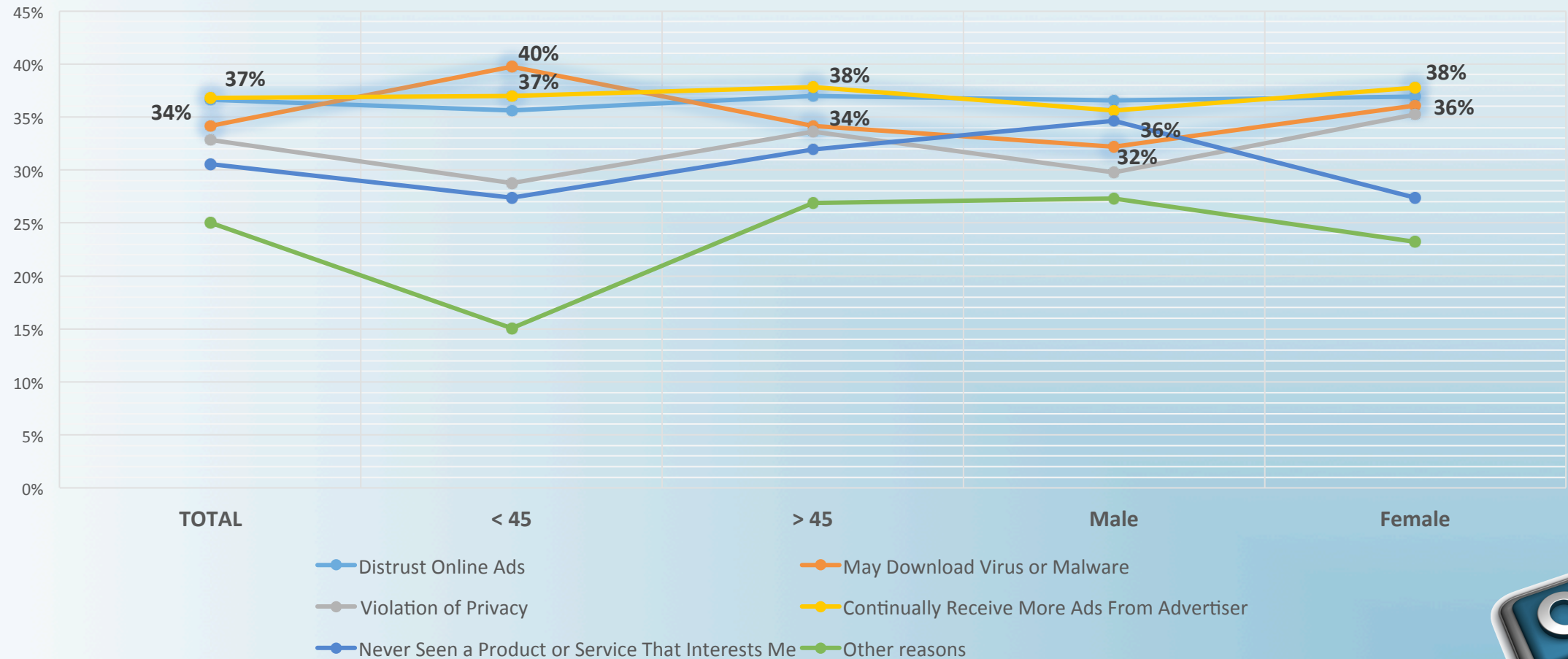


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## PRAIRIES: Communities Under 100,000 Population

**Reasons for Not Clicking on Ads on Social Media or Random Websites Varies. Respondents Under 45 Concerned About Downloading a Virus/Malware. Those Over 45 Didn't Want to Receive More Ads From Advertiser**

Reasons for Not Clicking on Ads on Social Media or Random Websites



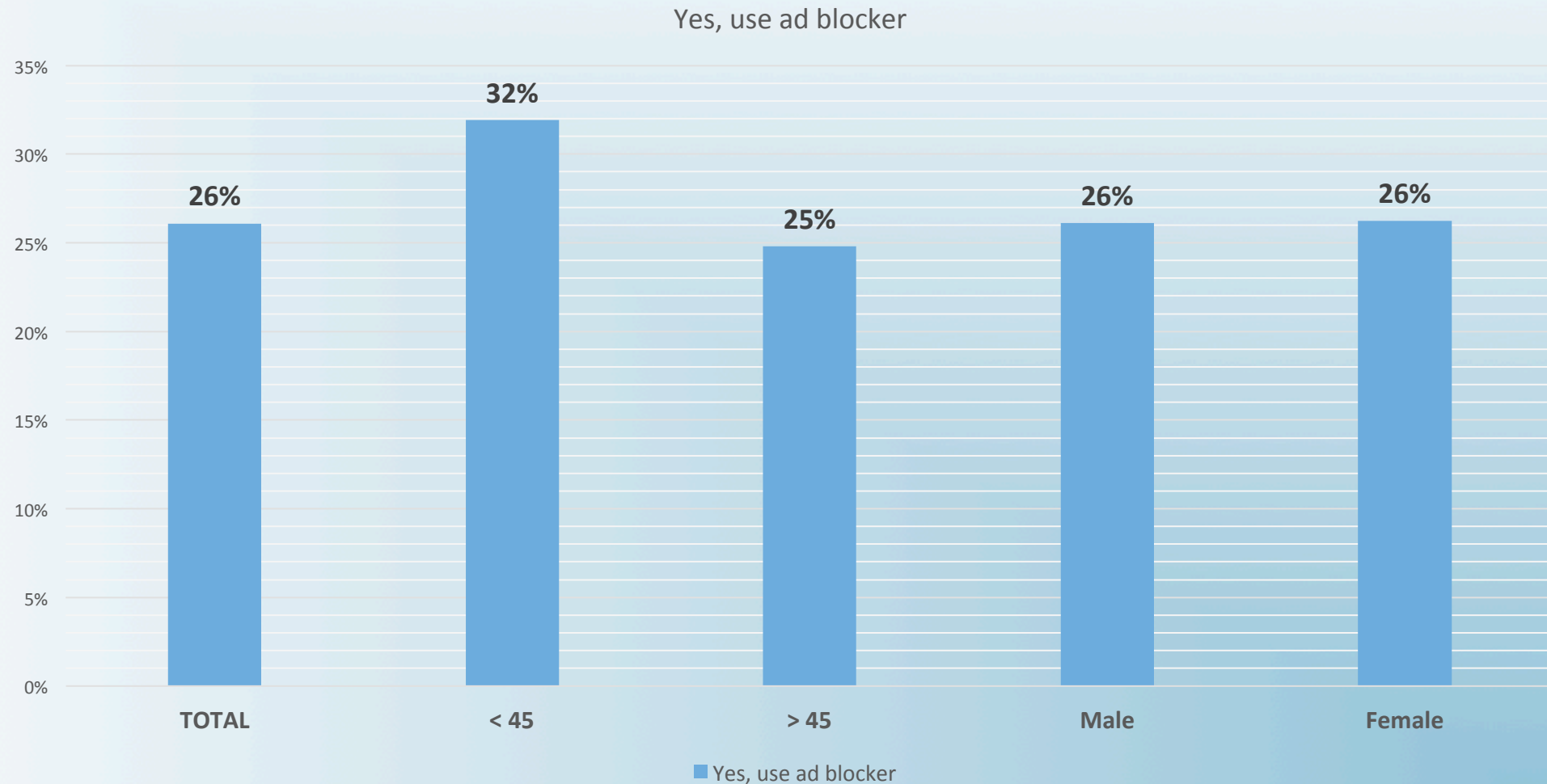
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## Nearly One-Third of Respondents Under 45 Use an AdBlocker to Block Ads on Computers and Devices. 25% of People Over 45 Said They Use an AdBlocker



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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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