

Totum *Research Inc*

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

THE PRAIRIES

Community Type:

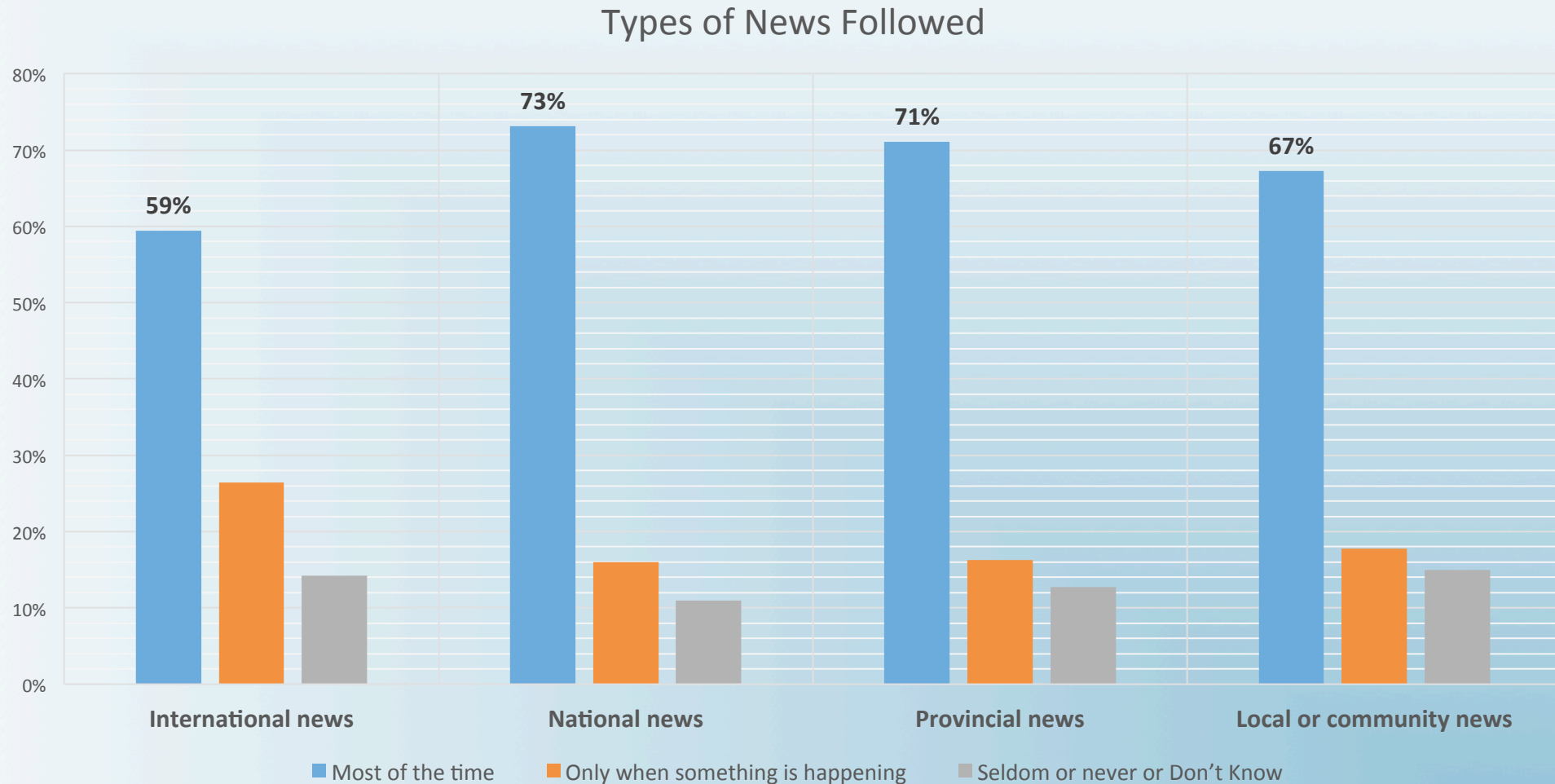
CITIES (10,000-100,000 Population)

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



adcanada
MEDIA INC.
Formerly AdWest Marketing

City Respondents Indicated That They Follow All Types of News Most of the Time



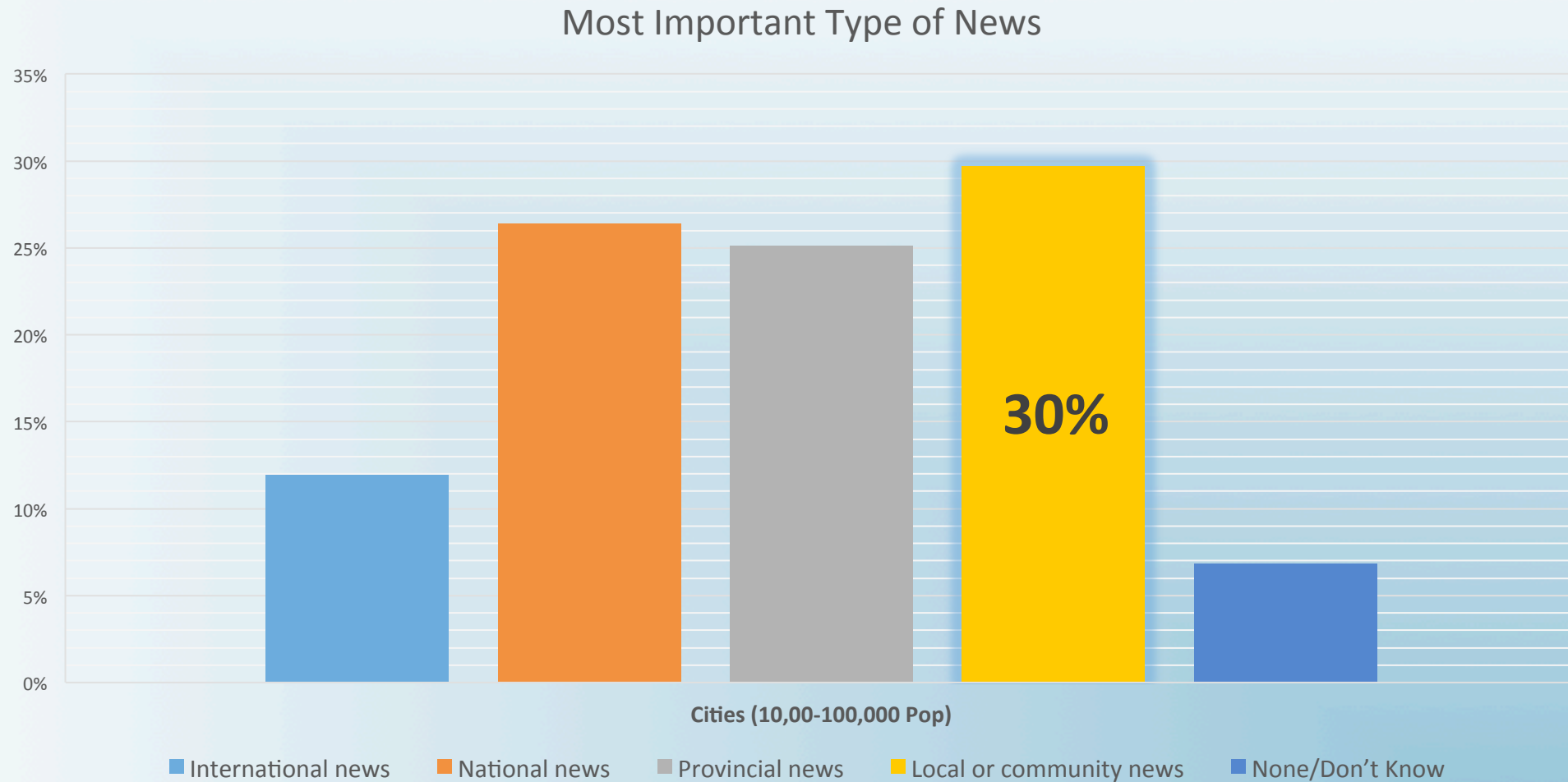
How Geography Impacts Media Access, Usage and Engagement: January 2020

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



Prairies: Cities (10,000-100,000 Population)

Local Community News Tends to be Favoured by Individuals Living in Cities



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

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

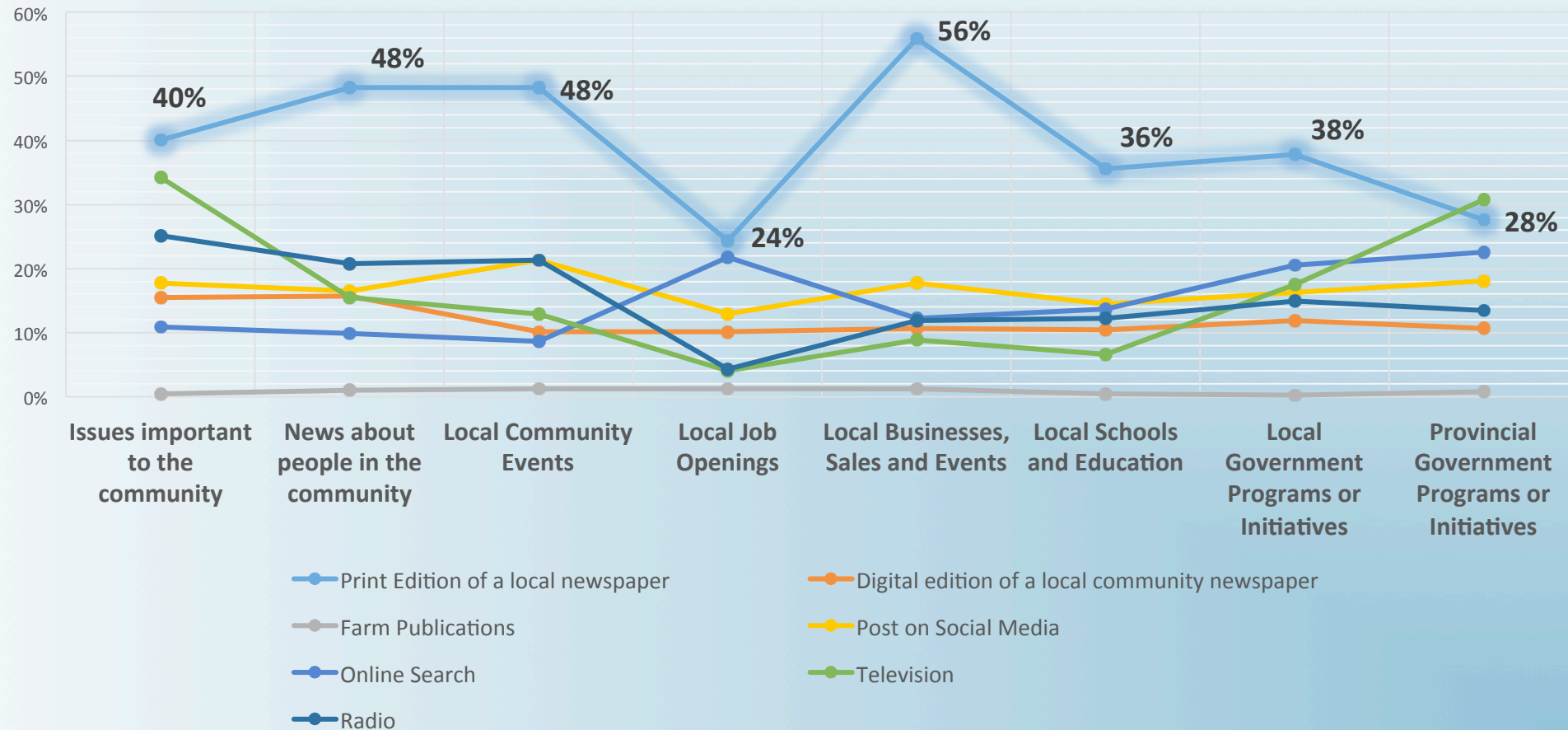


adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 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



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

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

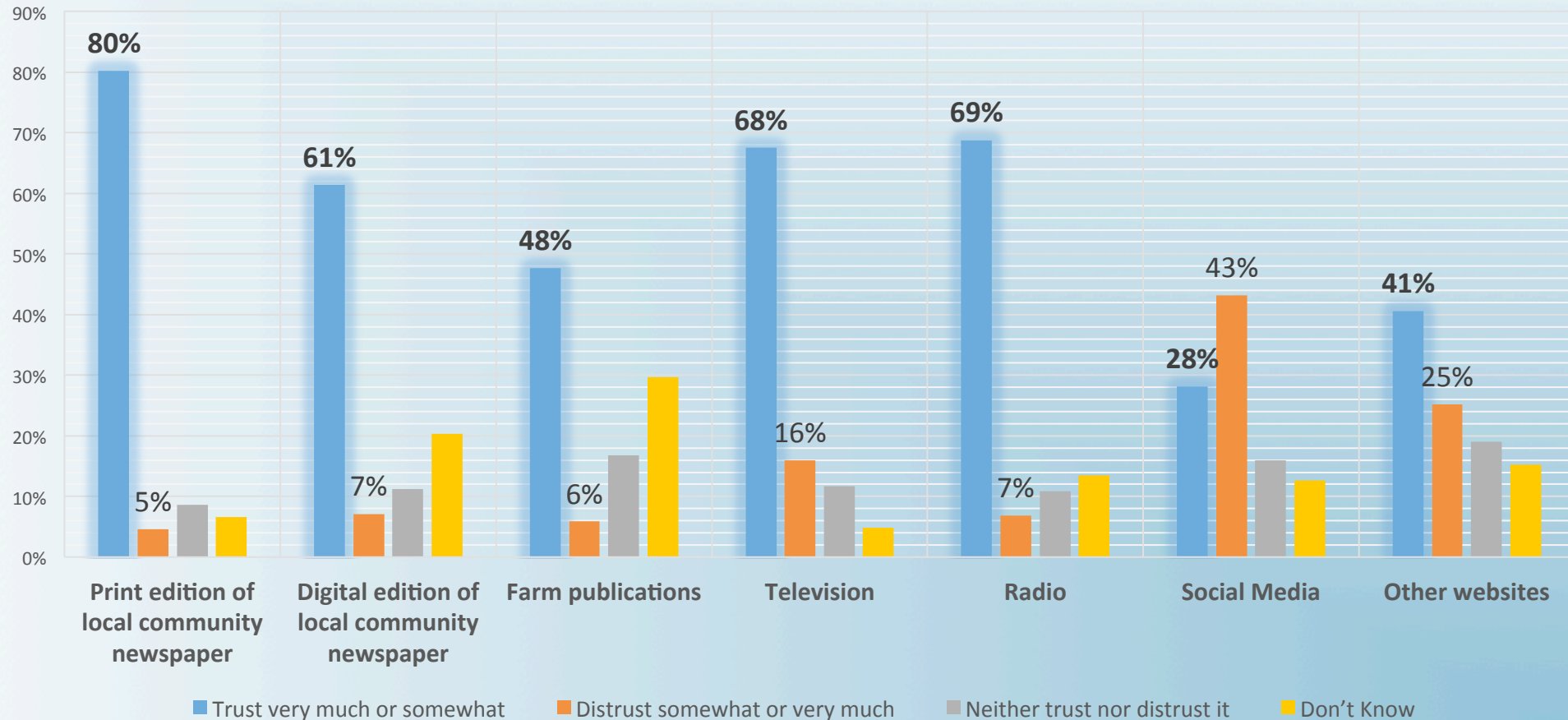


adcanada
 MEDIA INC.
 Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

Printed Community Newspapers Are The Most Trusted Platform for News/Ad Content. Online/Social Media, the Least Trusted. Traditional Media in General is More Trusted Than Online Media

Trust in News and Advertising Content by Media Platform



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

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

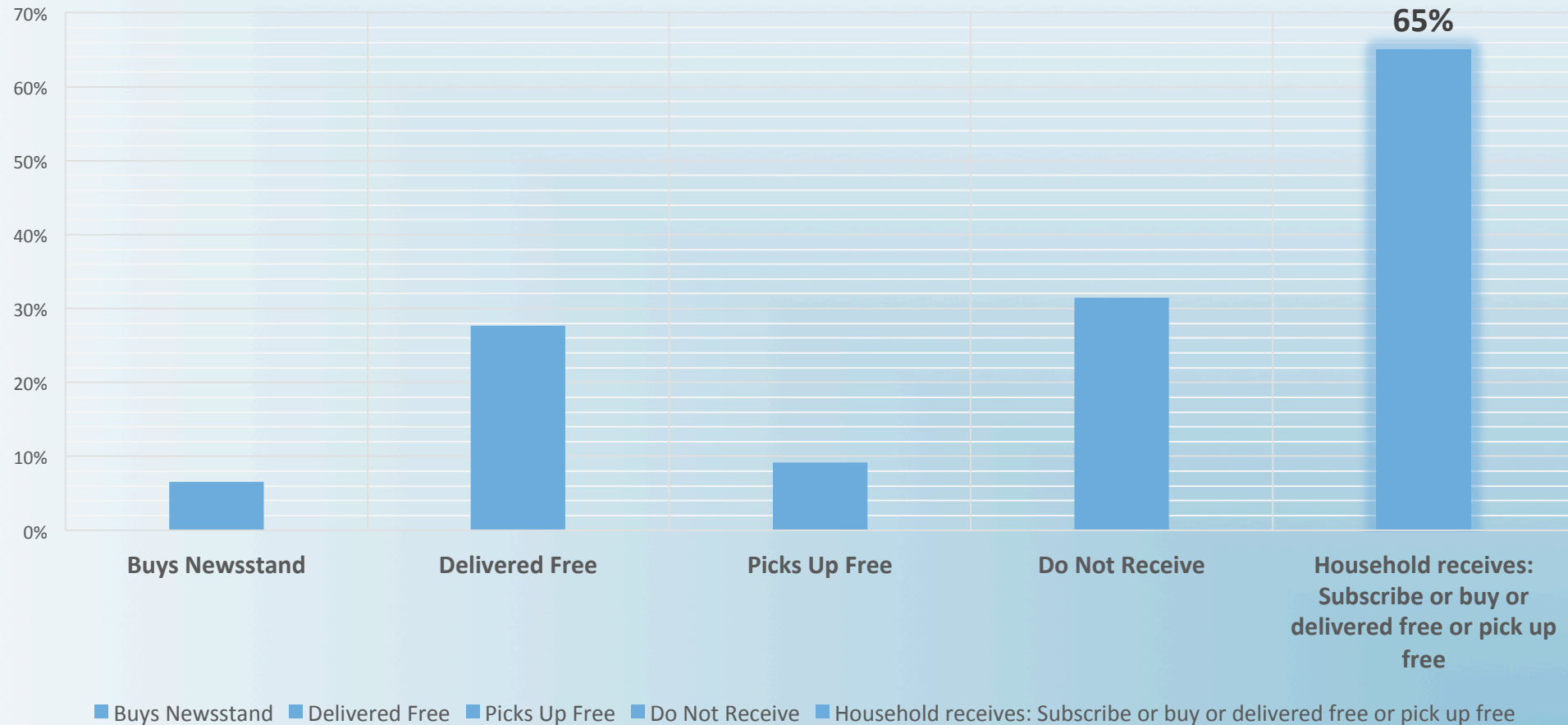


adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

Two-Thirds of Respondents in Cities Report Receiving a Printed Community Newspaper Each Week

Receives Printed Community Newspaper at Home



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

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

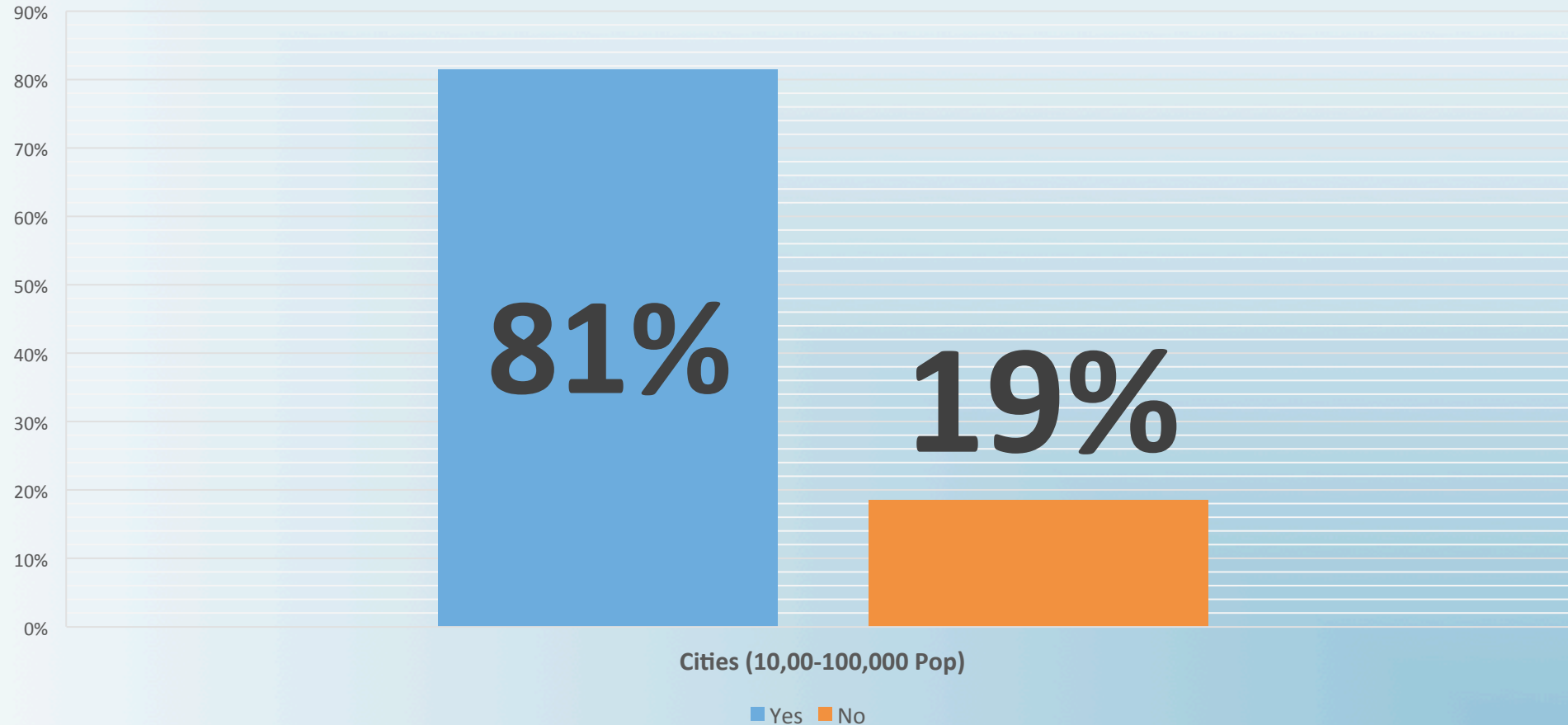


adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

8 in 10 of Respondents Who Received a Printed Community Newspaper in the Last 7 Days Report Having Read or Looked Into It

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



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

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

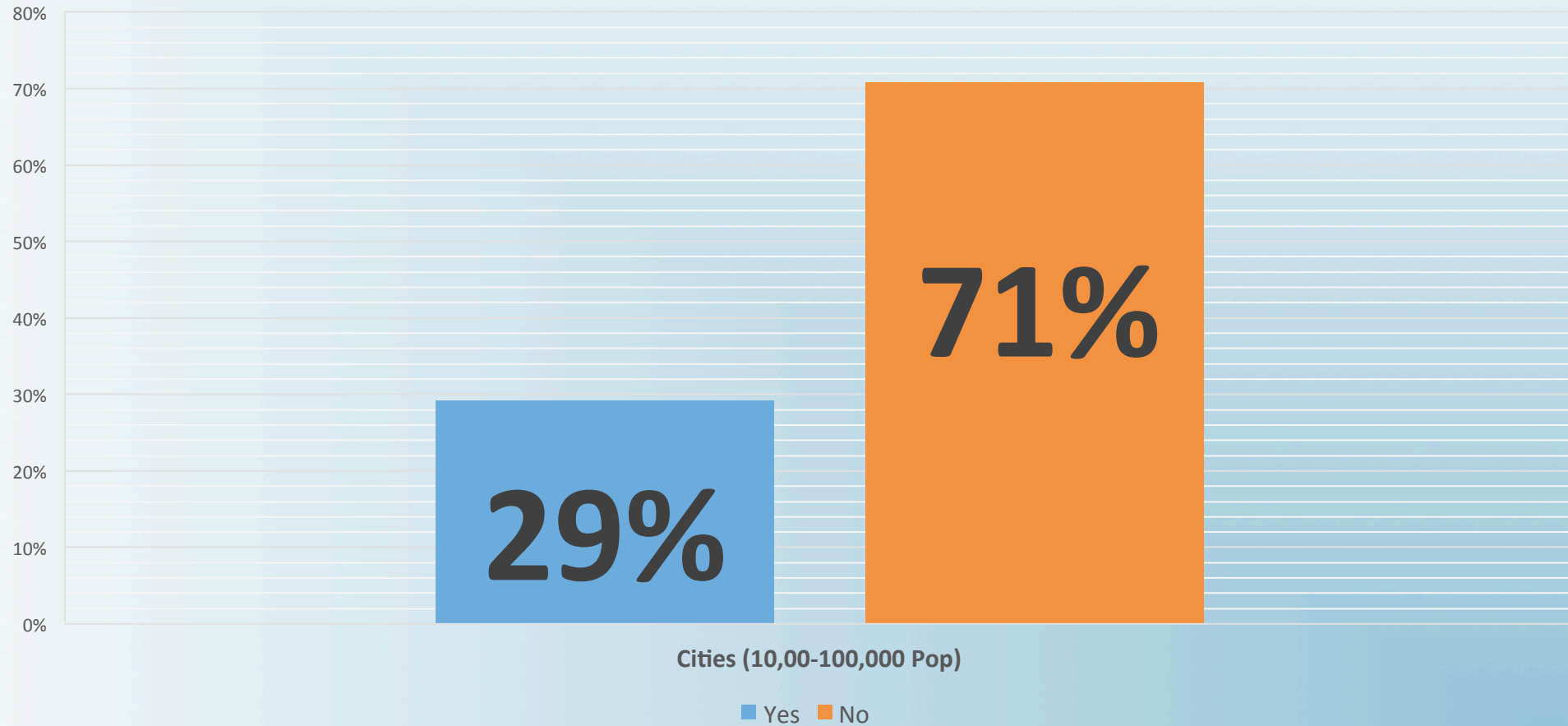


adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

71% of Respondents in Cities Said They Haven't Visited a Local Community Newspaper Website in the Last 7 Days

Visited the Website of a Local Community Newspaper in the Last 7 Days



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

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

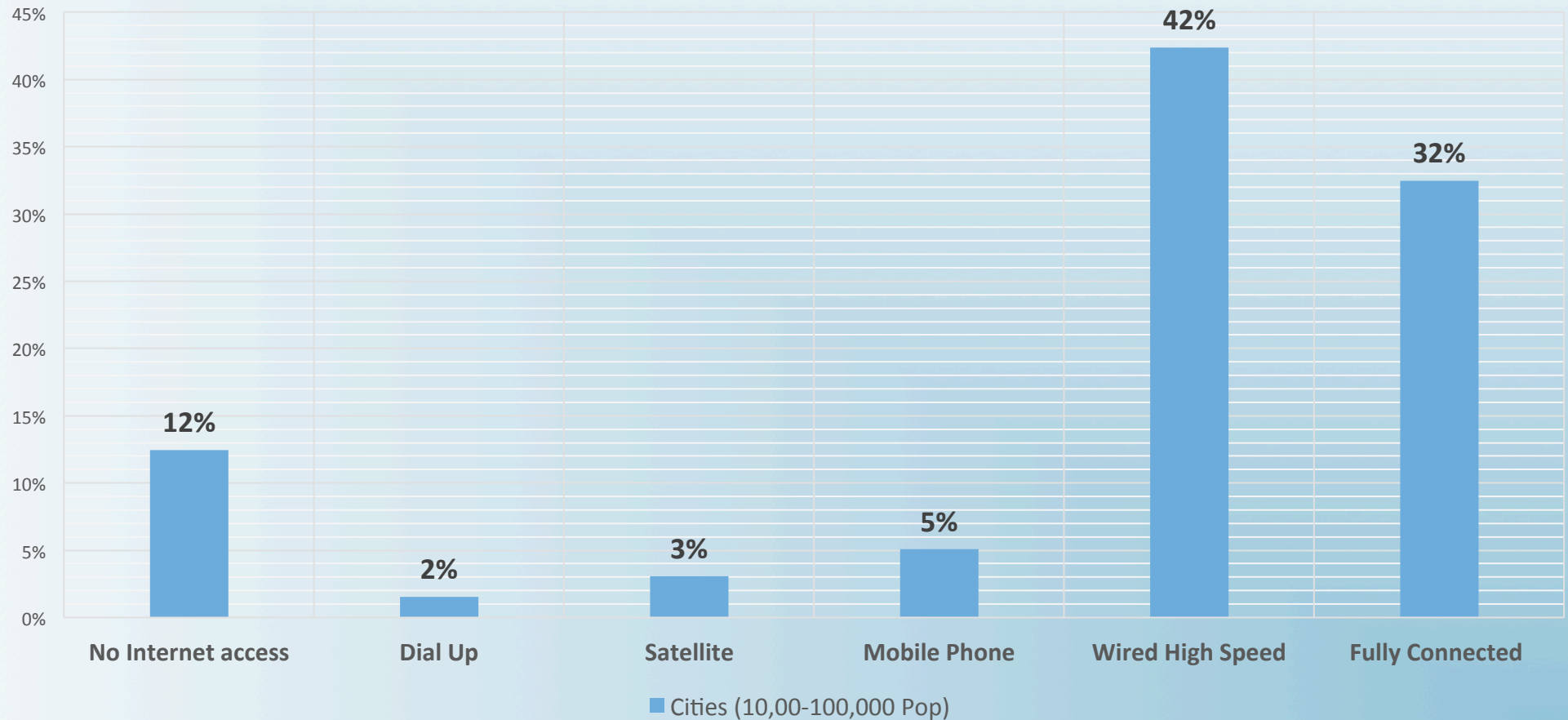


adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

One-Third of City Respondents Report Being 'Fully Connected' to the Internet With Both a High Speed Home Internet Connection and a Mobile Phone Connection

Type of Internet Connection(s) Used at Home



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

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

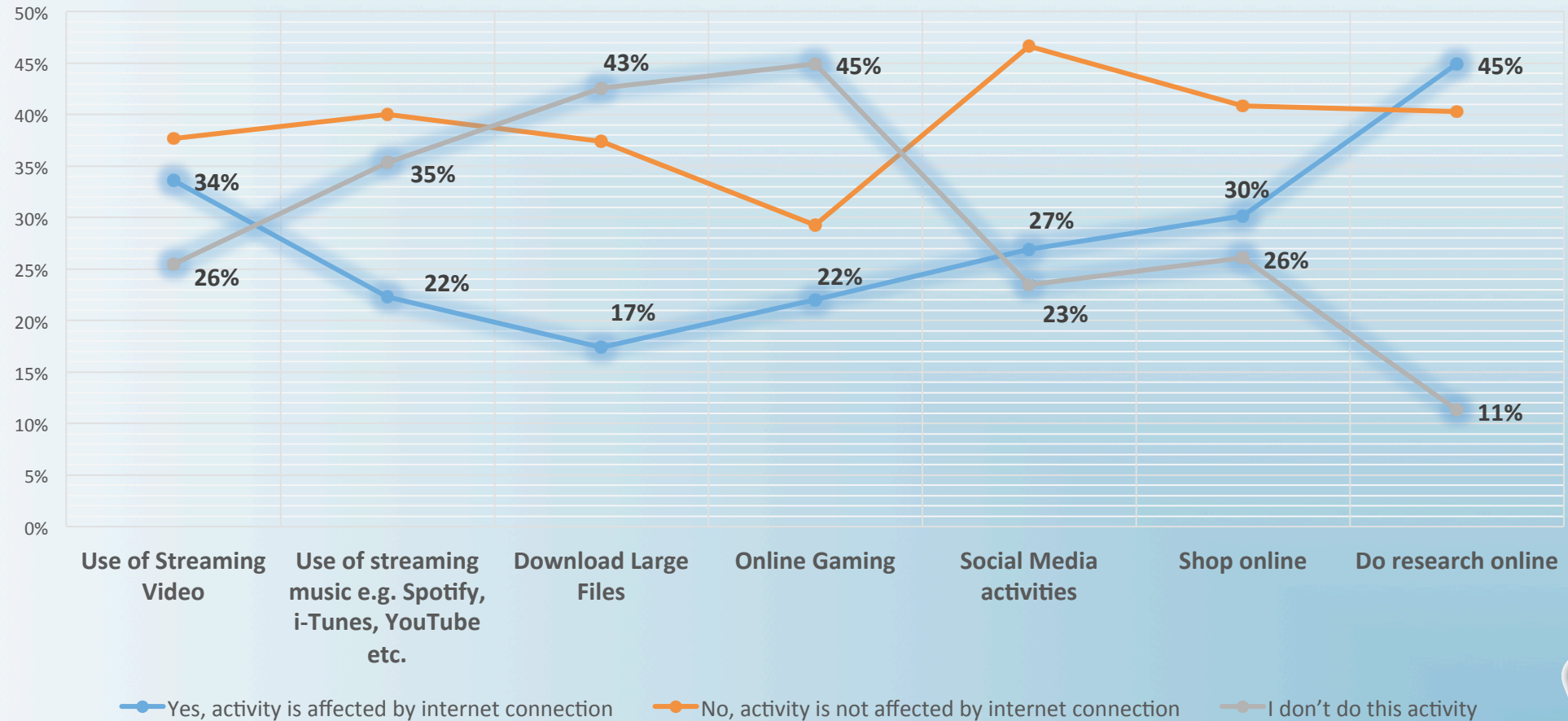


adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

In Spite of Being Fully Connected, a Significant % of Respondents Indicated That Their Connection Affected Several Online Activities

Does Your Internet Connection at Home Affect Your Online Activities



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

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

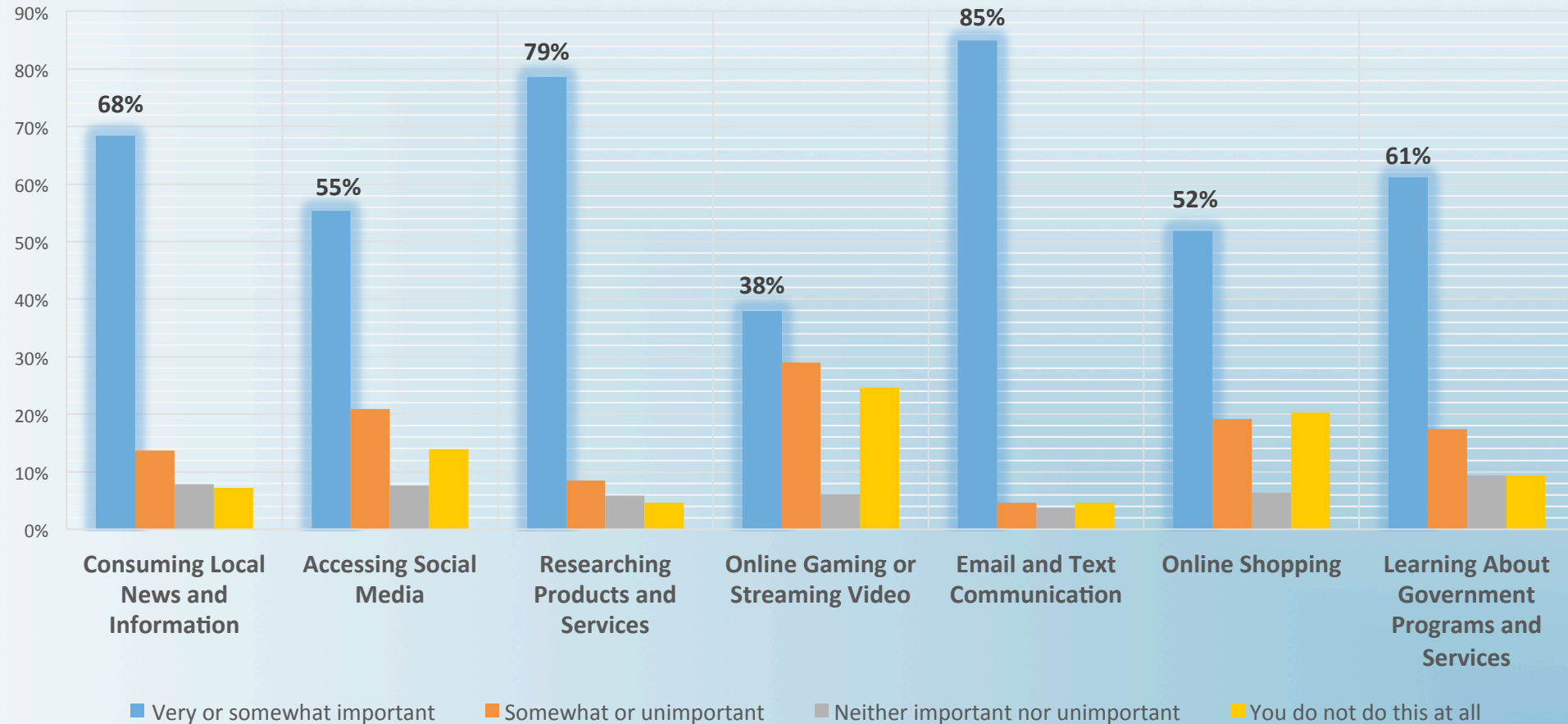


adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

Respondents Said the Internet Was Important to Them For Several Online Activities. Just Over Half Said it Was Important for Social Media Activities

How Important is the Internet to You to Perform Specific Online Activities



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

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

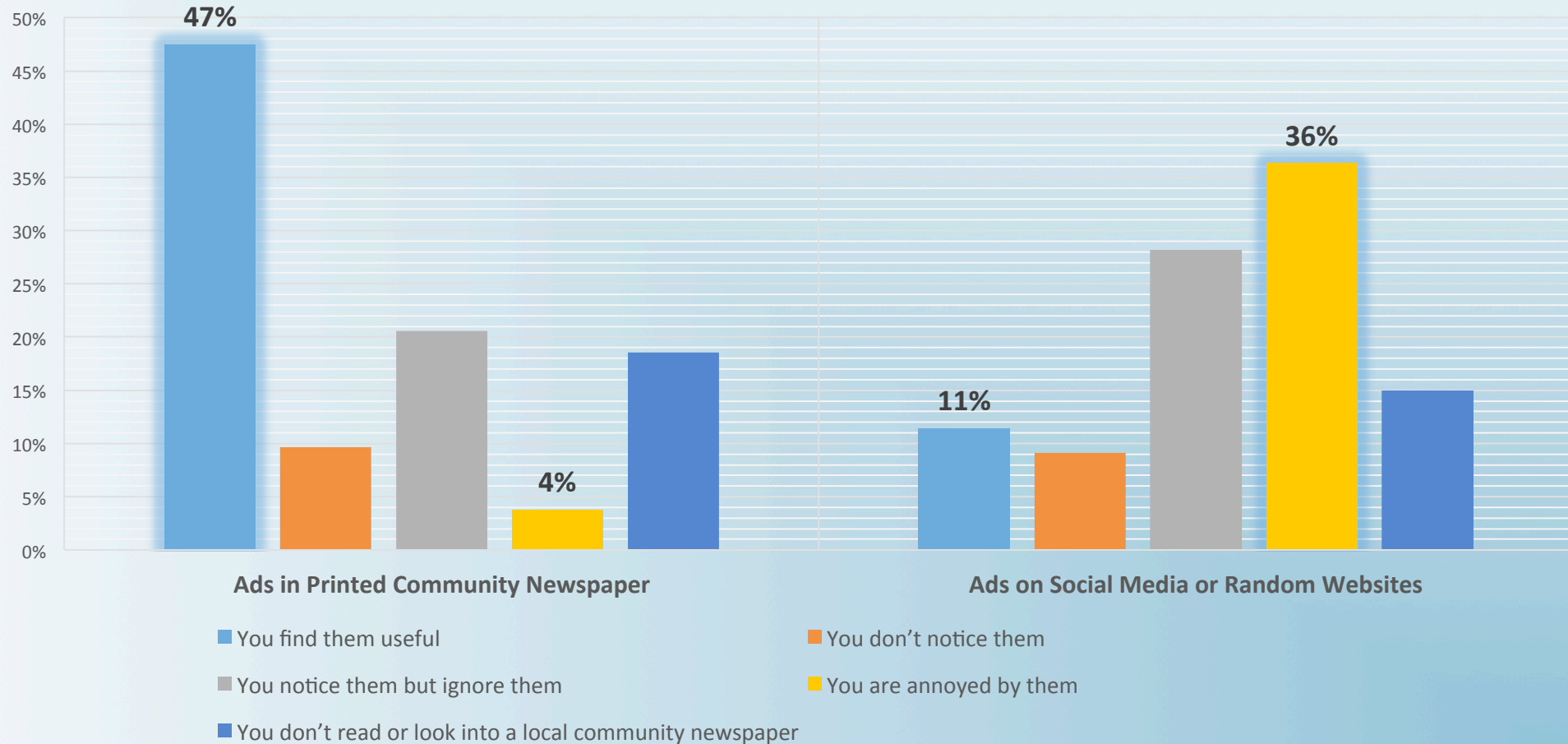


adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

Nearly Half of Respondents Said They Found Ads in Printed Newspapers to be USEFUL. Over One-Third of Said They Were Annoyed by Ads on Social Media or Random Websites

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



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

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

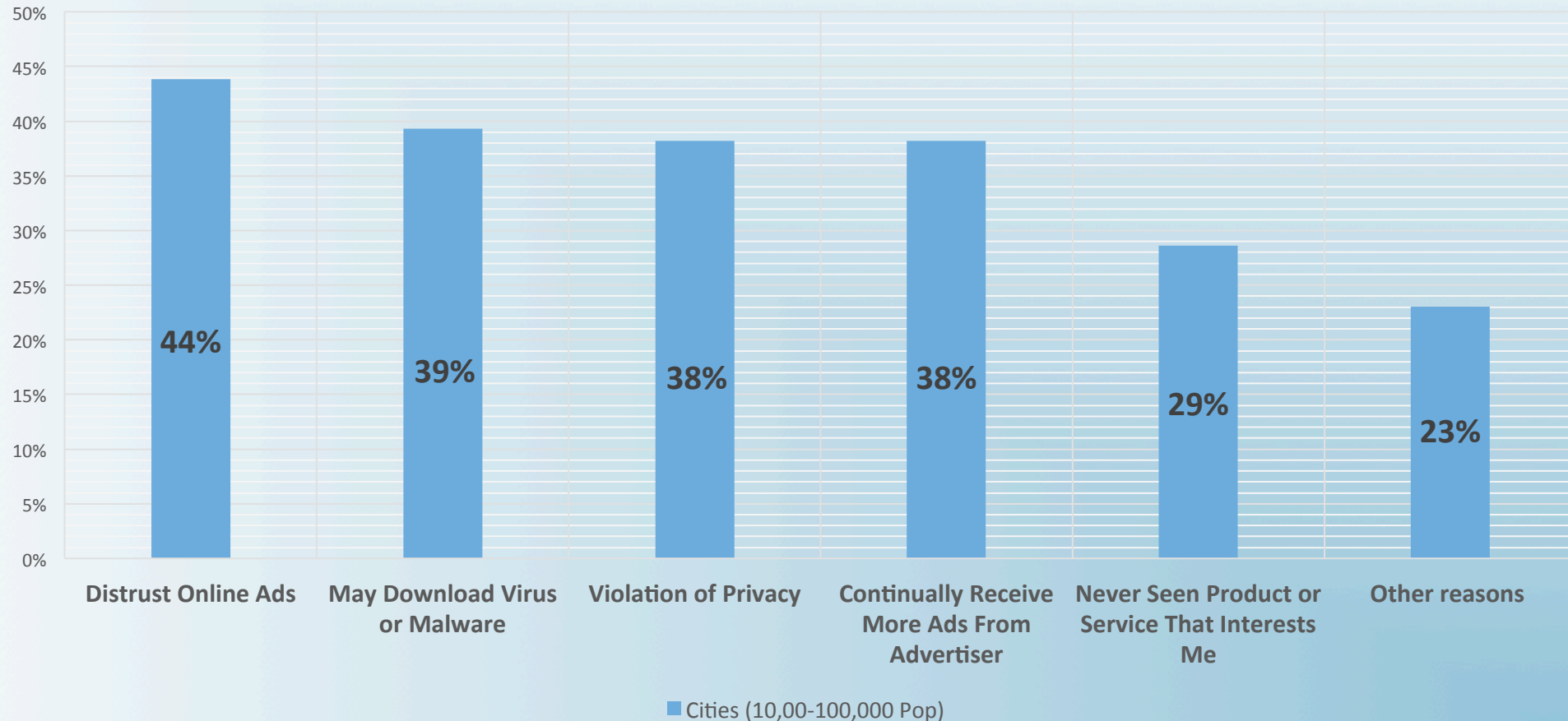


adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

Distrust of Online Ads Was Given as the Main Reason by 44% of Respondents for Not Clicking on Ads on Social Media or Random Websites

Reasons For Not Clicking on Ads on Websites or Social Media



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

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

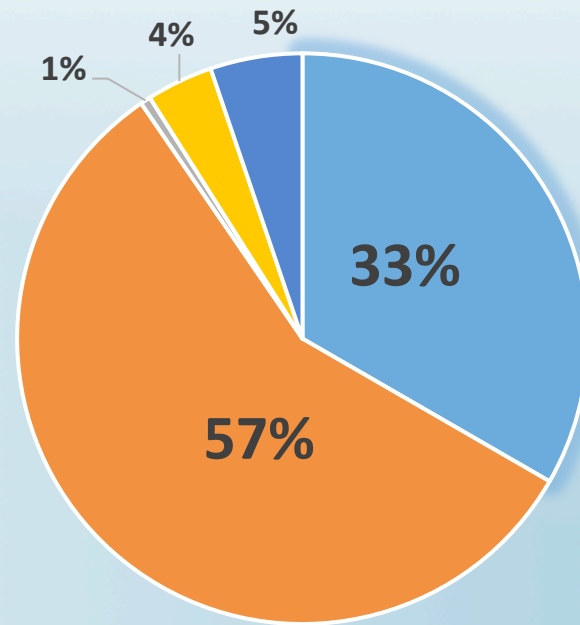


adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

One-Third of Respondents in Cities Said They Used an AdBlocker on a Device to Block Ads

Use an AdBlocker on a Device to Block Ads



- Yes, use ad blocker
- Do not access internet
- Don't Know

- No, do not use ad blocker
- Do not own a device to access the Internet

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

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

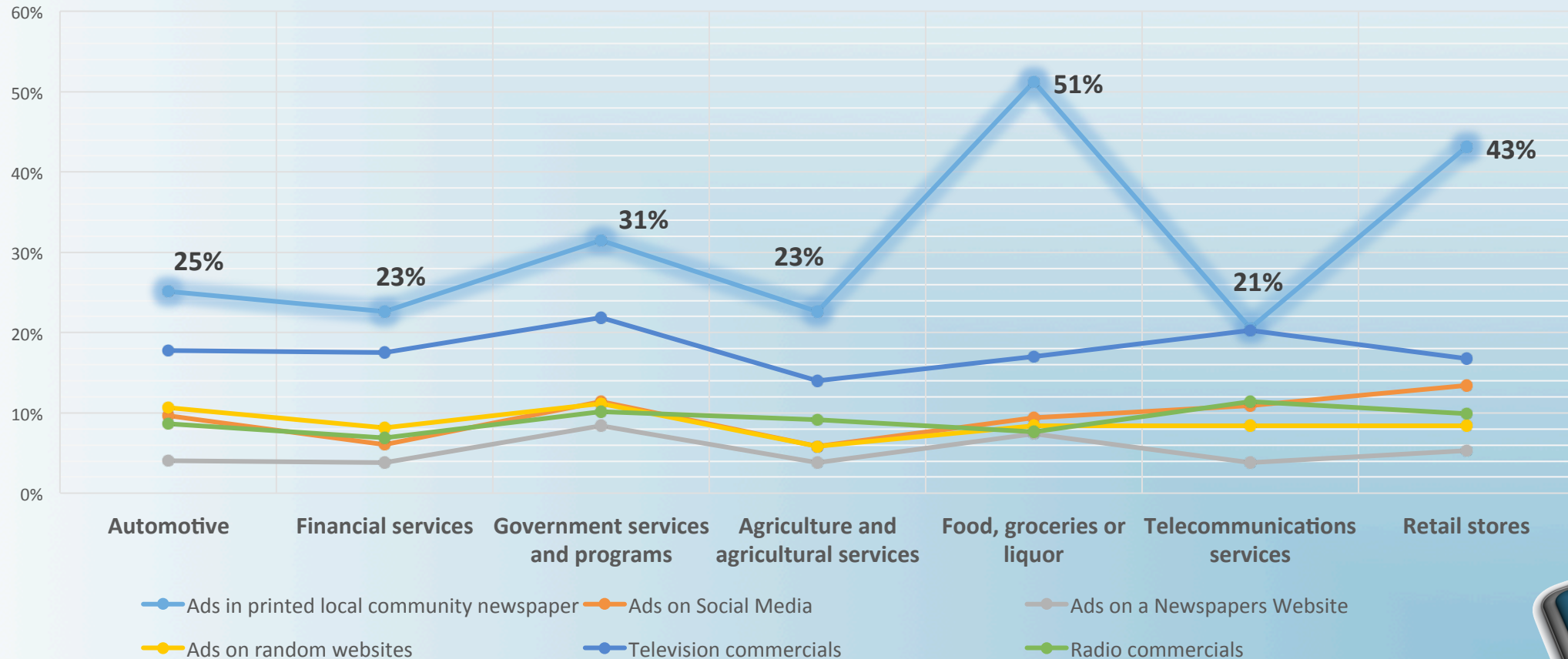


adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

Across All Measured Sectors, Respondents in Cities 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)



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

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

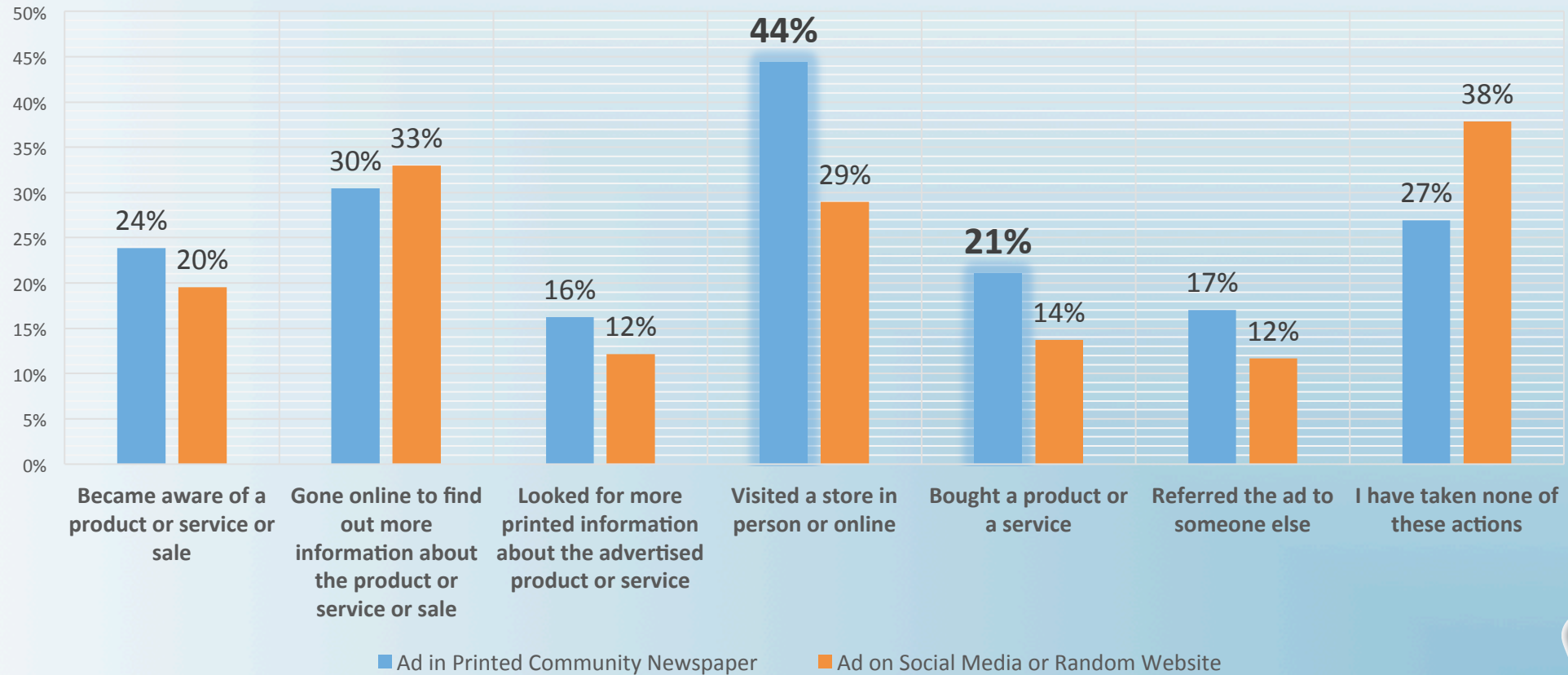


adcanada
 MEDIA INC.
 Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

Ads in Printed Community Newspapers are MORE LIKELY to be Driving an In-Person or Online Store Visit Than Ads on Social Media or a Random Website. Ads in Printed Newspapers Also More Likely to be Inspiring a Purchase of a Product or Service

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



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

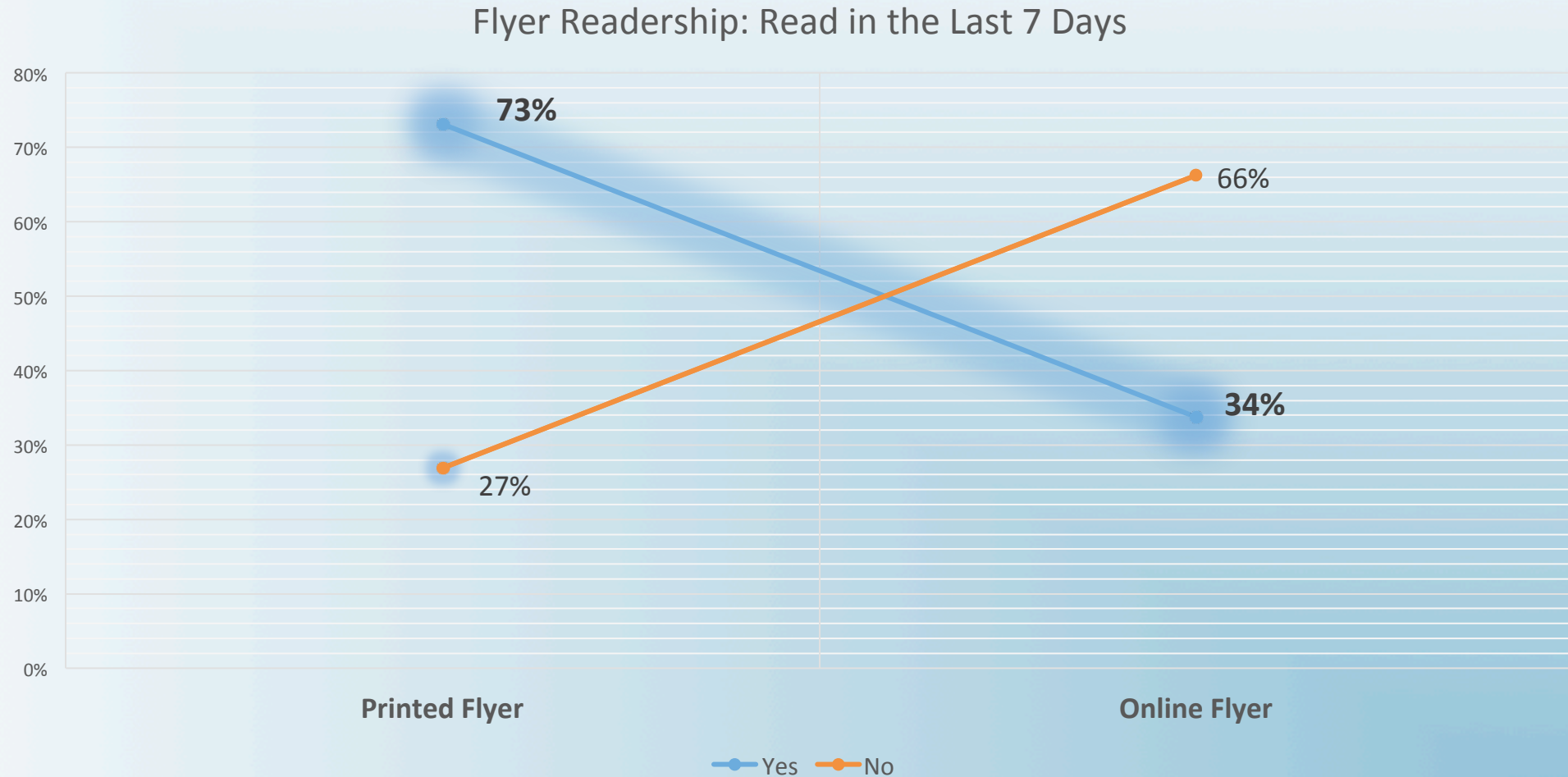
Totum Research: Interview timing Dec. 2019/Jan. 2020. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.3% at 95% confidence level with 900 interviews



adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

73% of Respondents in Cities Indicated Having Looked Into a Printed Flyer in the Last 7 Days. Just Over One-Third Said They'd Looked At an Online Flyer in the Past Week



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

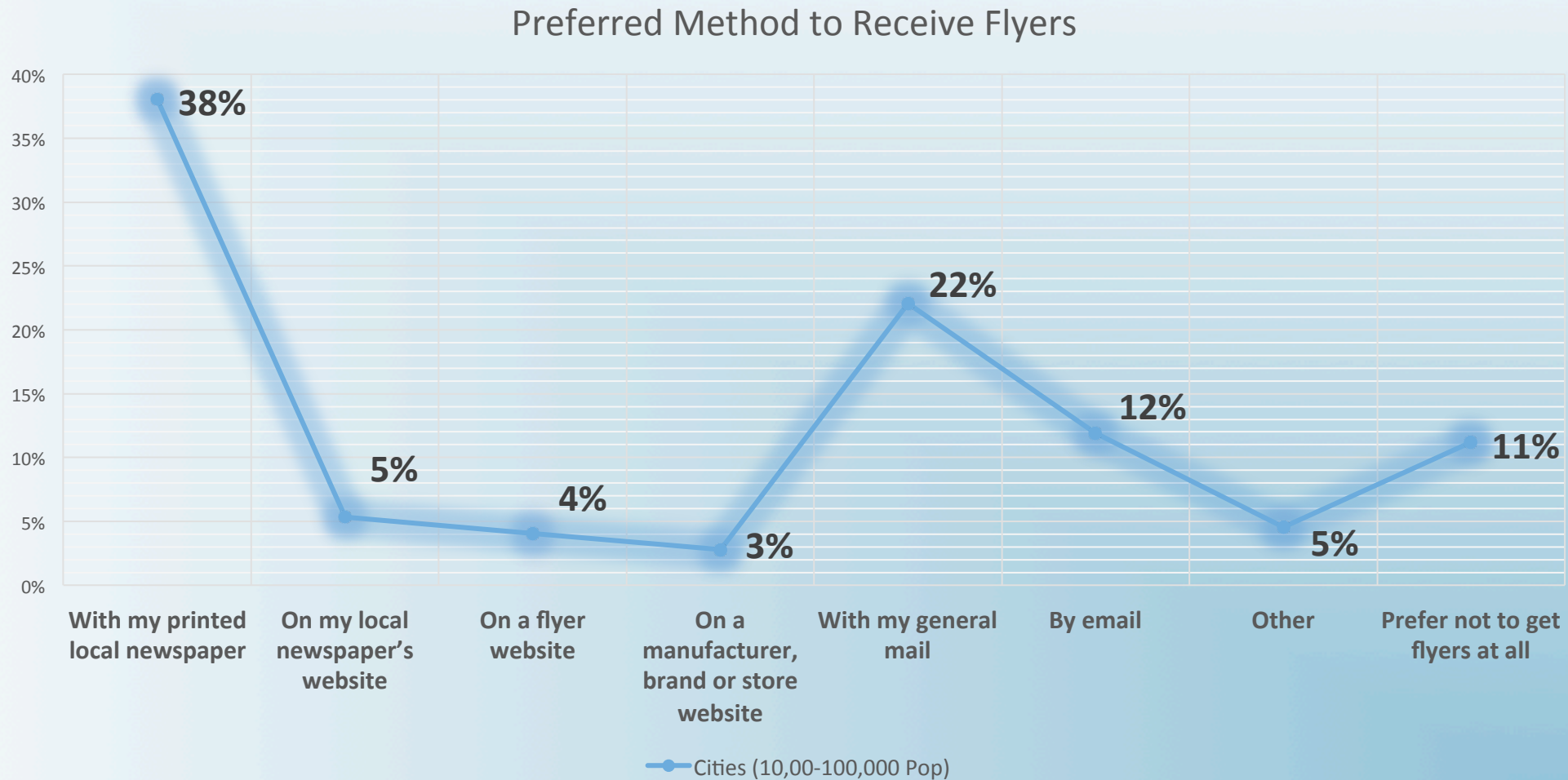
Totum Research: Interview timing Dec. 2019/Jan. 2020. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.3% at 95% confidence level with 900 interviews



adcanada
MEDIA INC.
Formerly AdWest Marketing

Prairies: Cities (10,000-100,000 Population)

The Majority of Respondents in Cities Indicated a Preference for Receiving Flyers With Their Printed Local Newspaper



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

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



adcanada
MEDIA INC.
Formerly AdWest Marketing

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.

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

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



adcanada
MEDIA INC.
Formerly AdWest Marketing