Totum *Research Inc*

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

THE PRAIRIES

Community Type:

FARMS

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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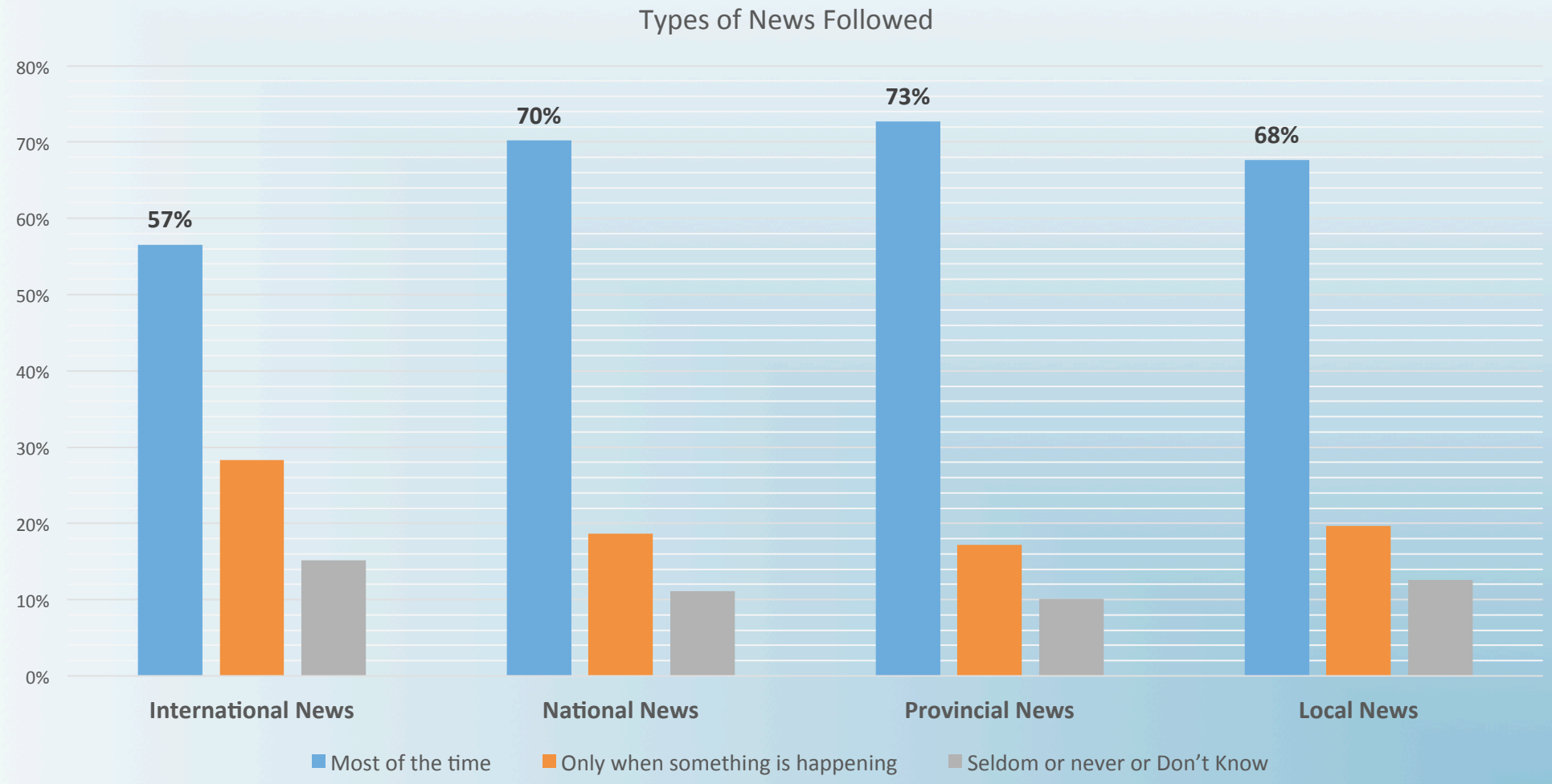
***Prairies**: Farms*

Farm Respondents Indicated That They Follow All Types of News



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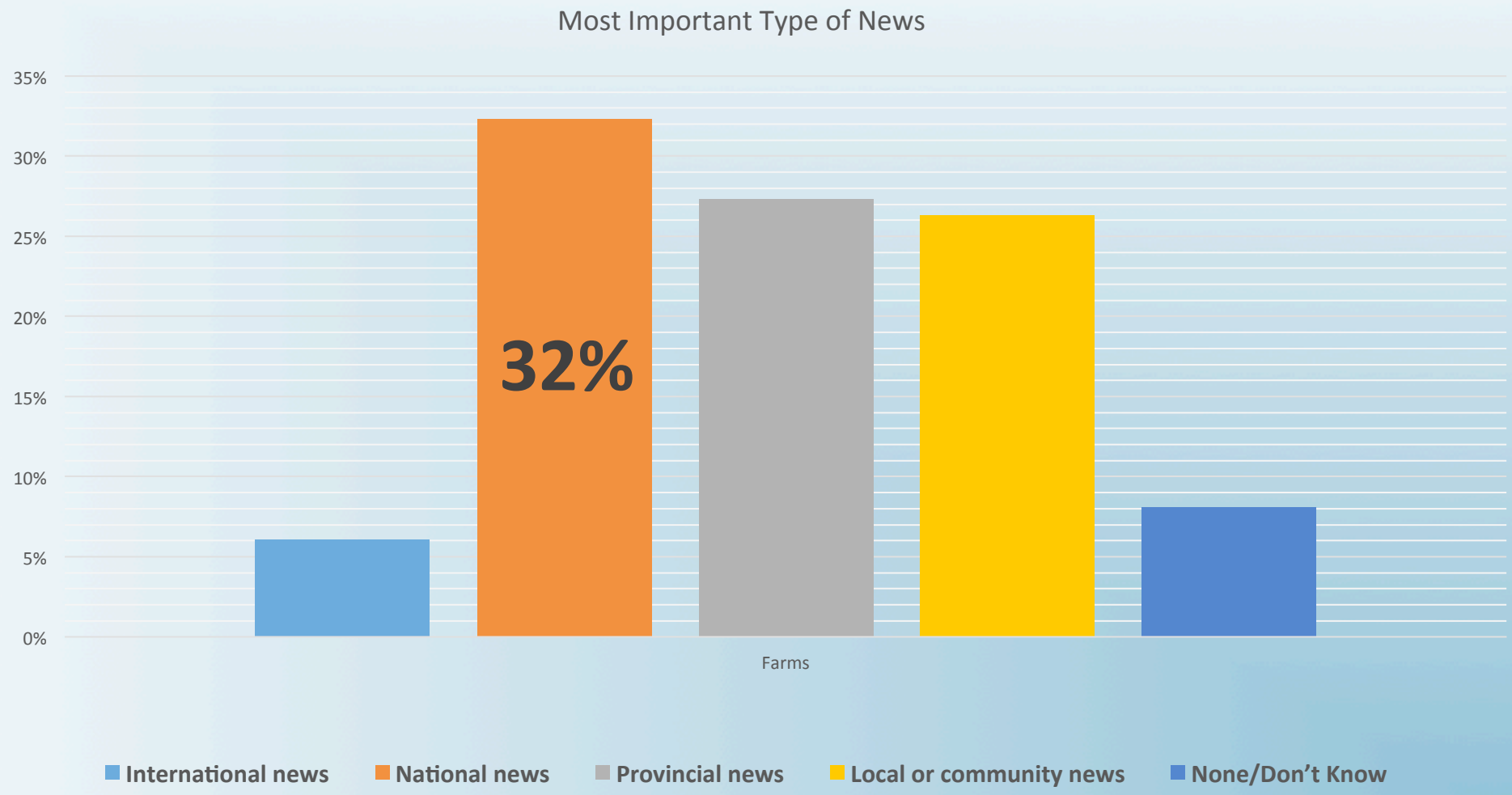
***Prairies**: Farms*

National News Tends to be Favoured by Individuals on Farms



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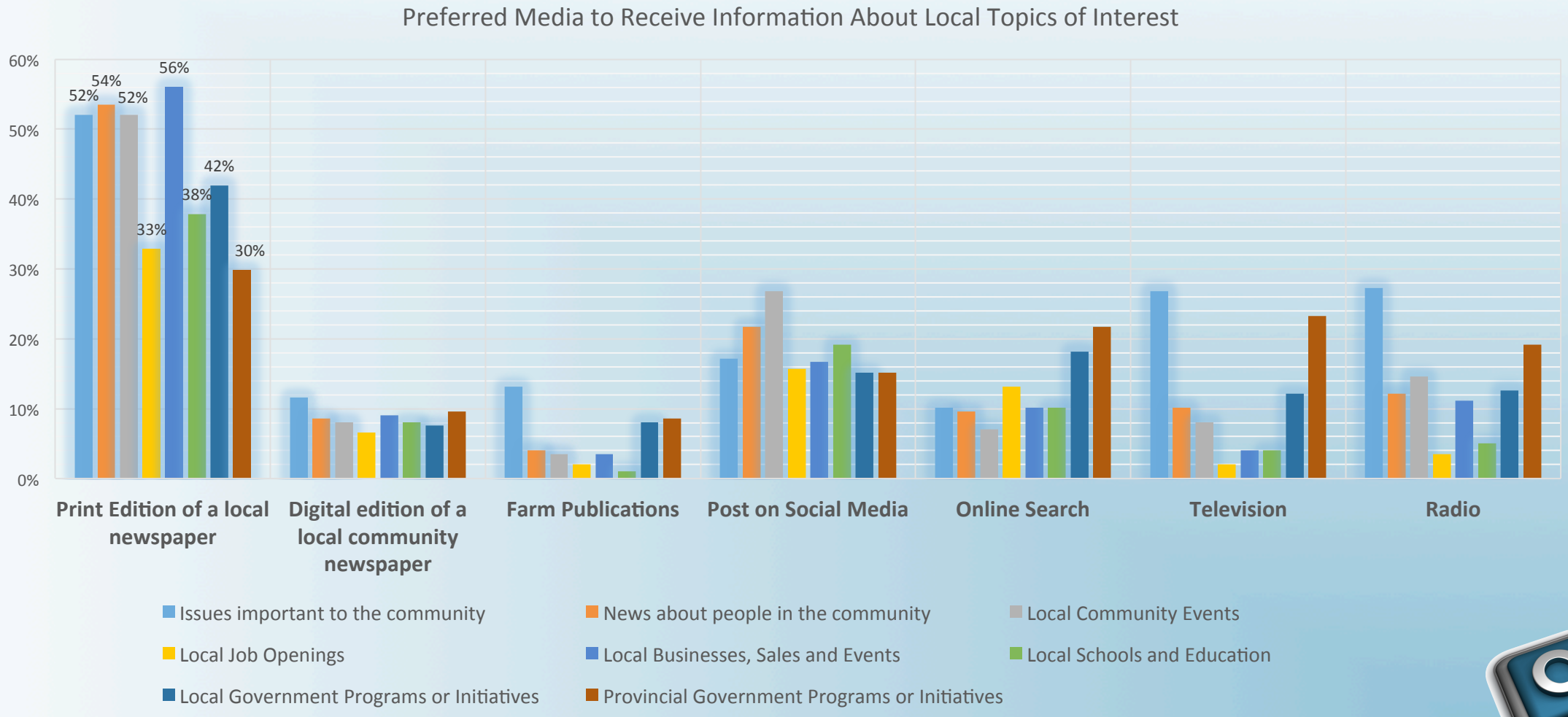
According to Farm Respondents, Printed Community Newspapers Are the Preferred Platform For Receiving Information About ALL Local Topics of Interest



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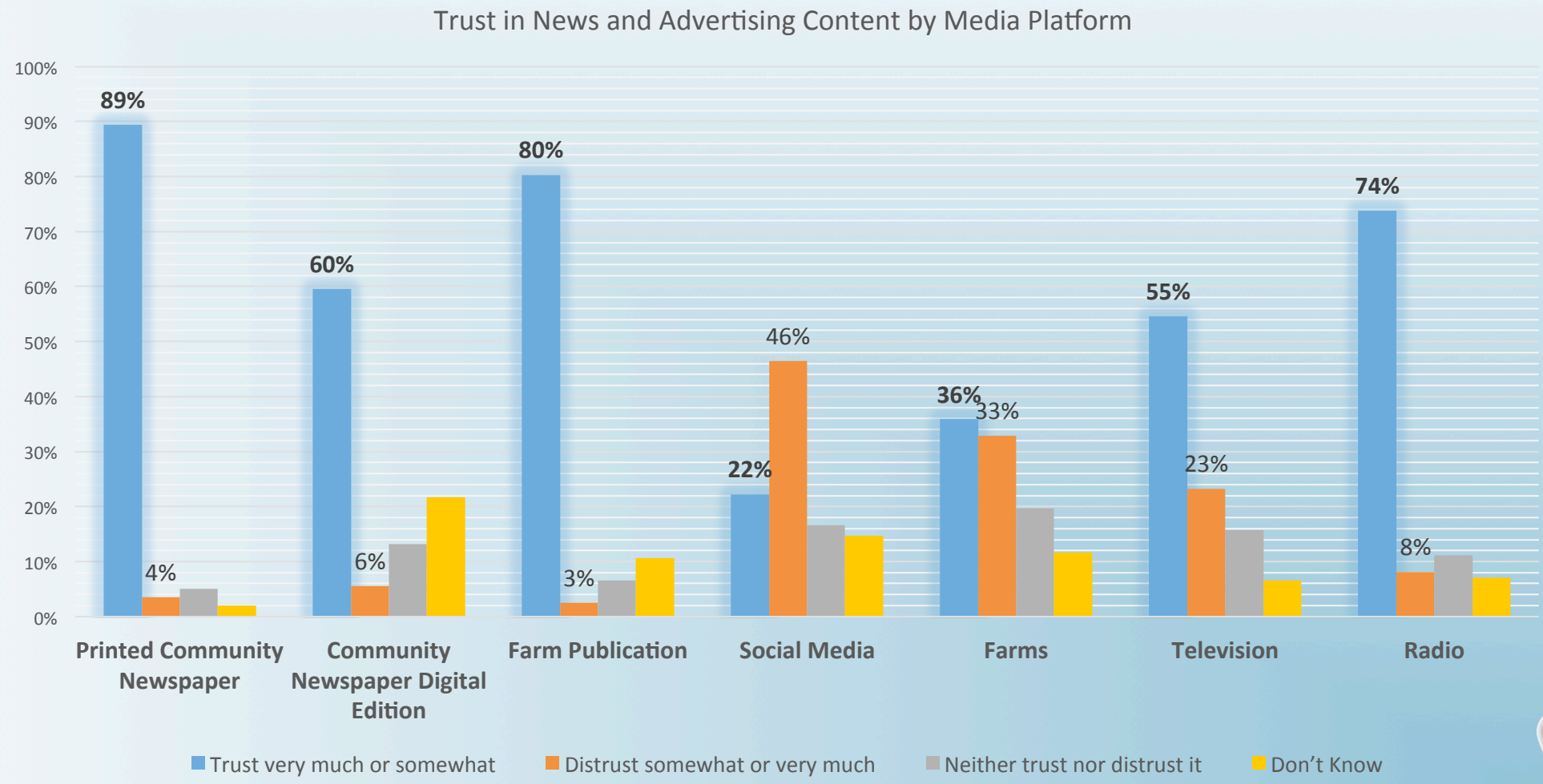
Printed Community Newspapers Are The Most Trusted Platform for News/Ad Content, Online/Social Media, The Least Trusted



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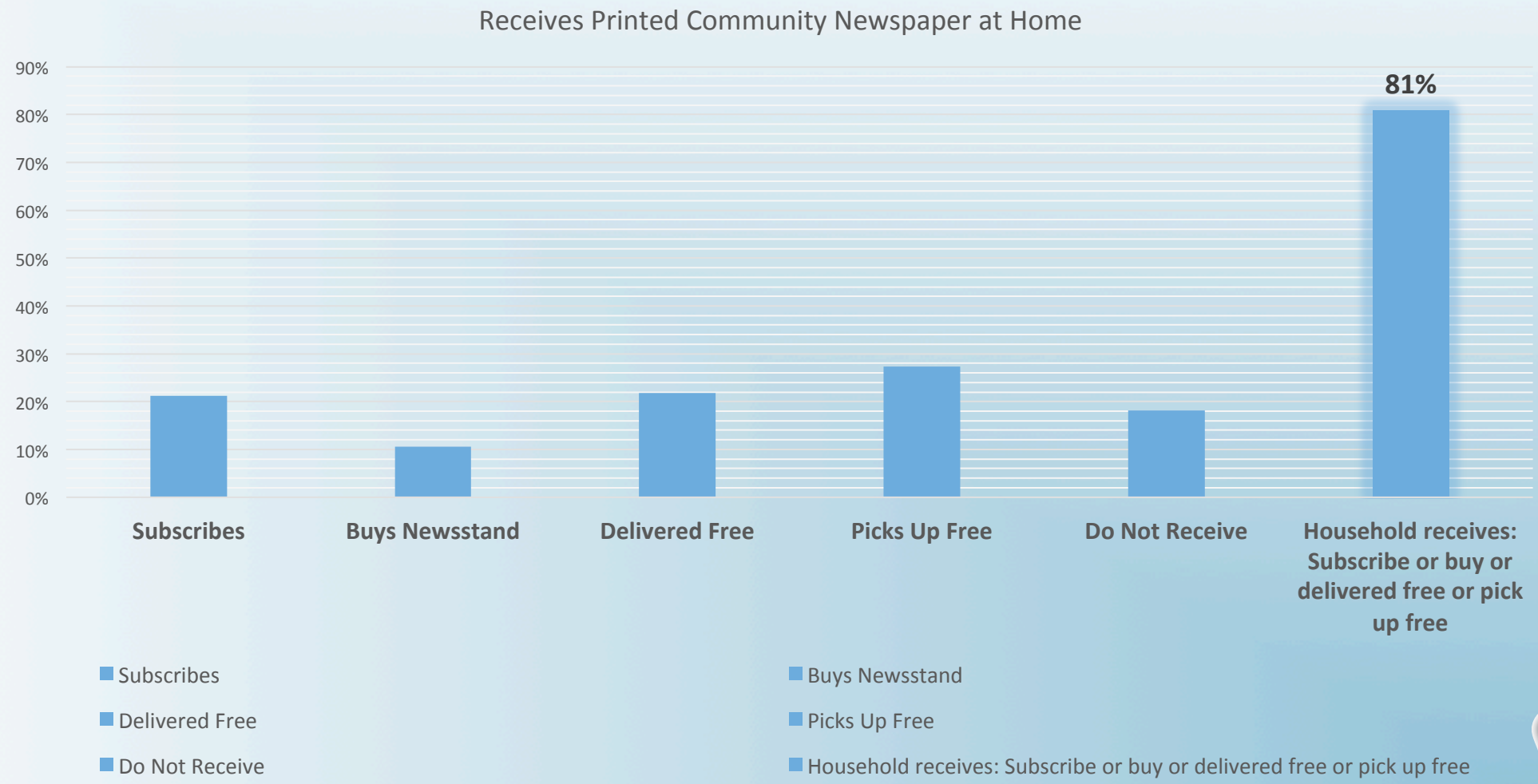
***Prairies**: Farms*

81% of Farm Households on the Prairies Reported Receiving a Printed Community Newspaper Each Week



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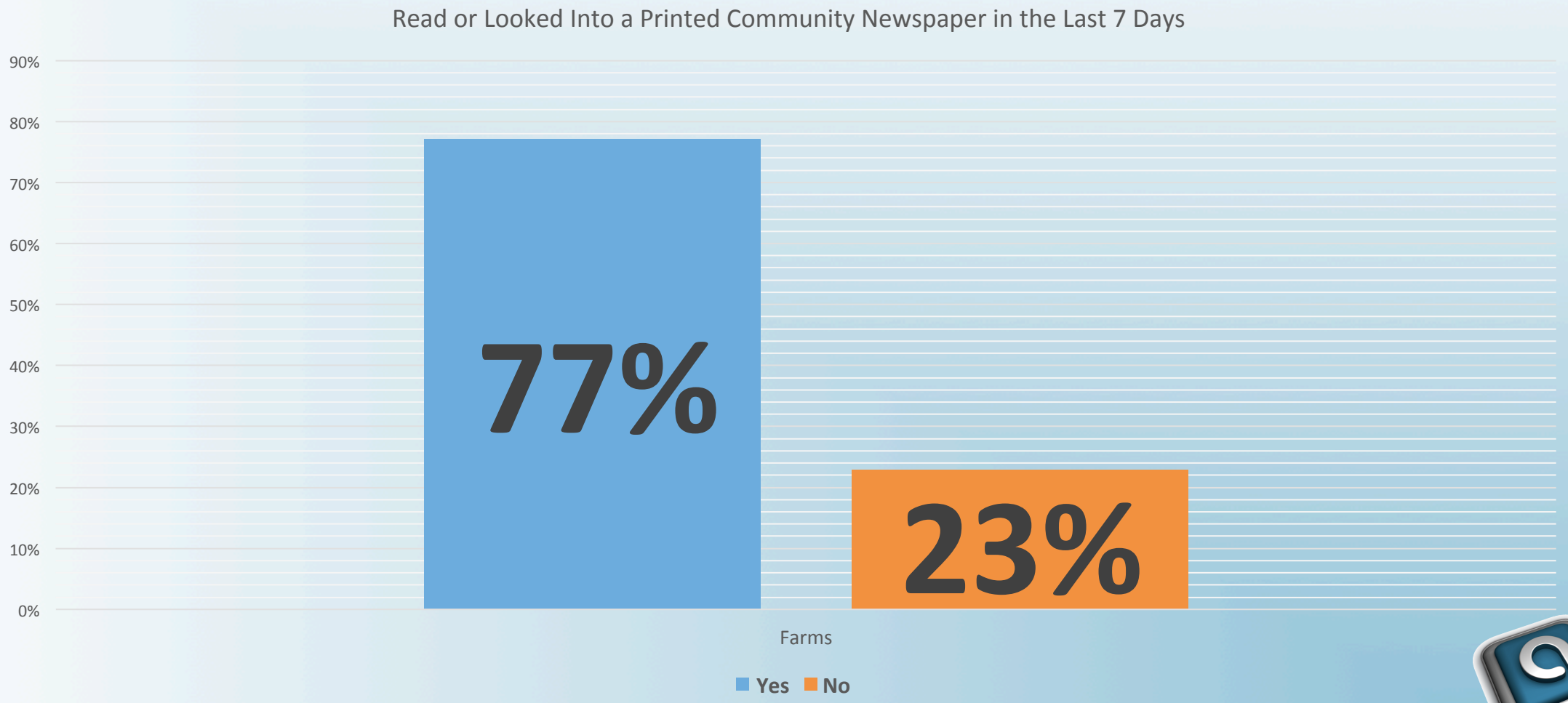
***Prairies**: Farms*

Over Three Quarters of Farm Respondents Who Received a Printed Community Newspaper Reported Having Read or Looked Into it in the Last Week



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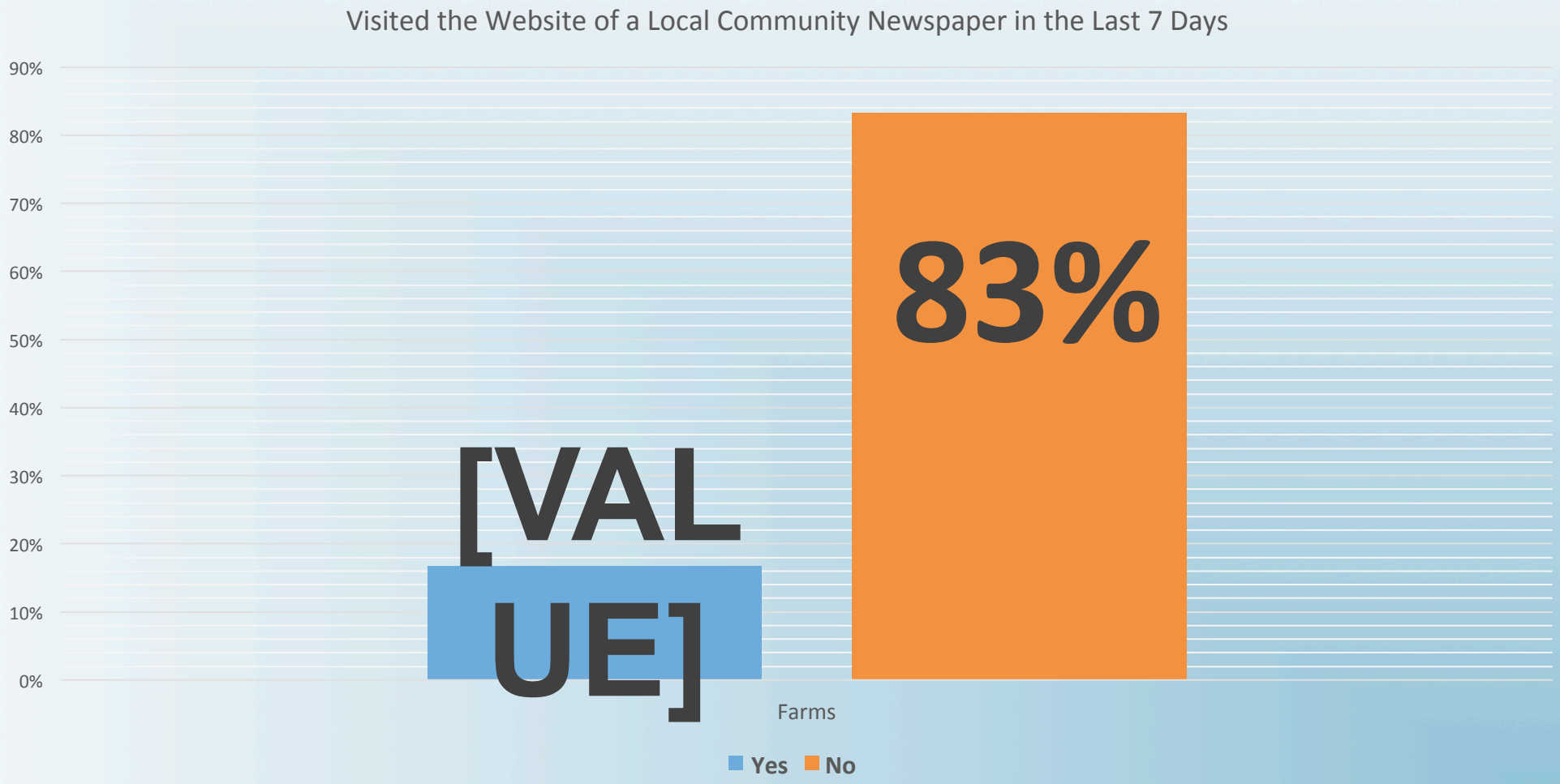
Over 8 in 10 Farm Respondents Said They Haven't Visited a Local Community Newspaper Website in the Last 7 Days



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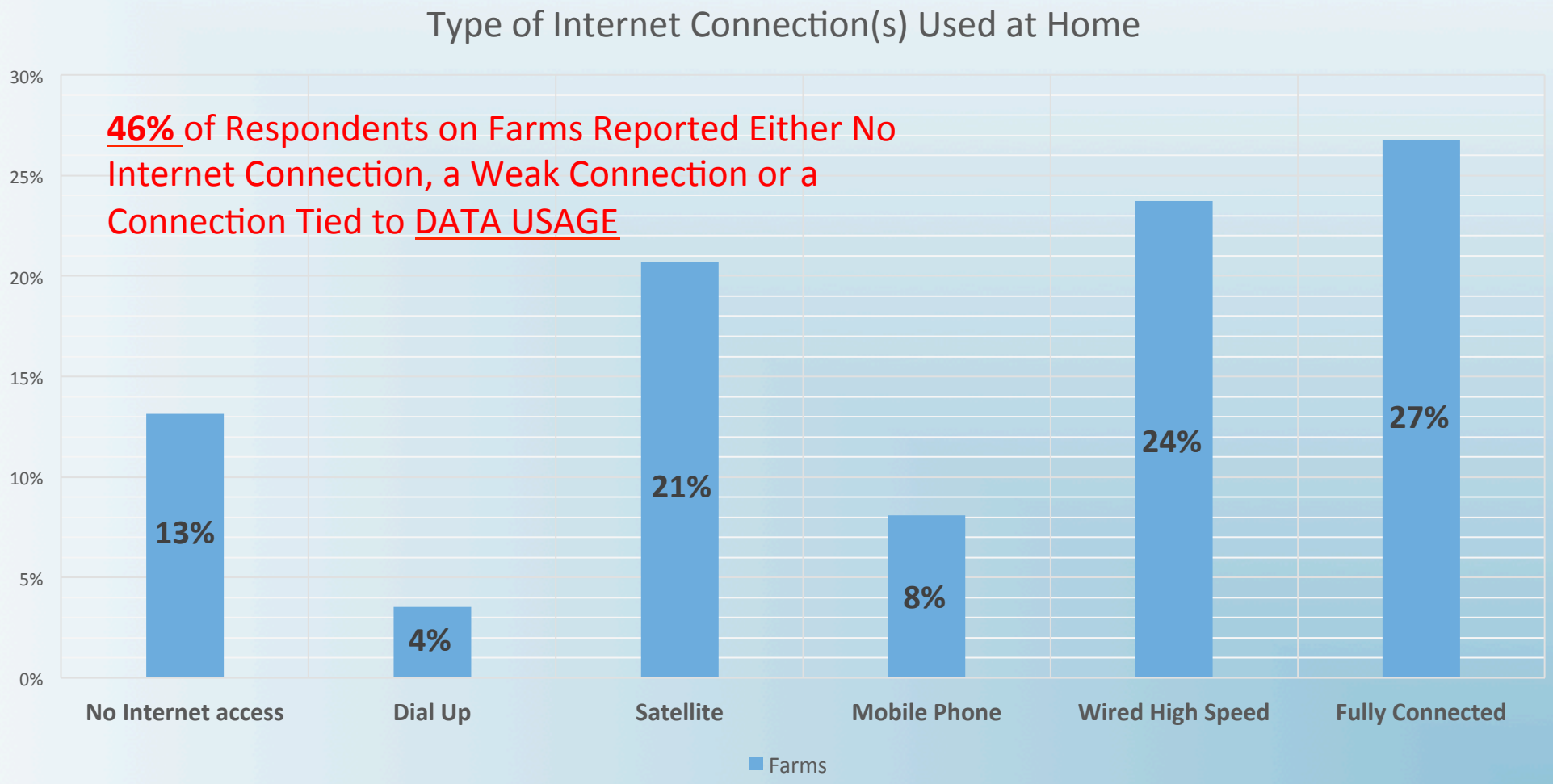
30% of Respondents on Farms Said Their Primary Internet Connection Was Tied to Data Usage. 17% Indicated a Dial-Up Connection or No Connection at All



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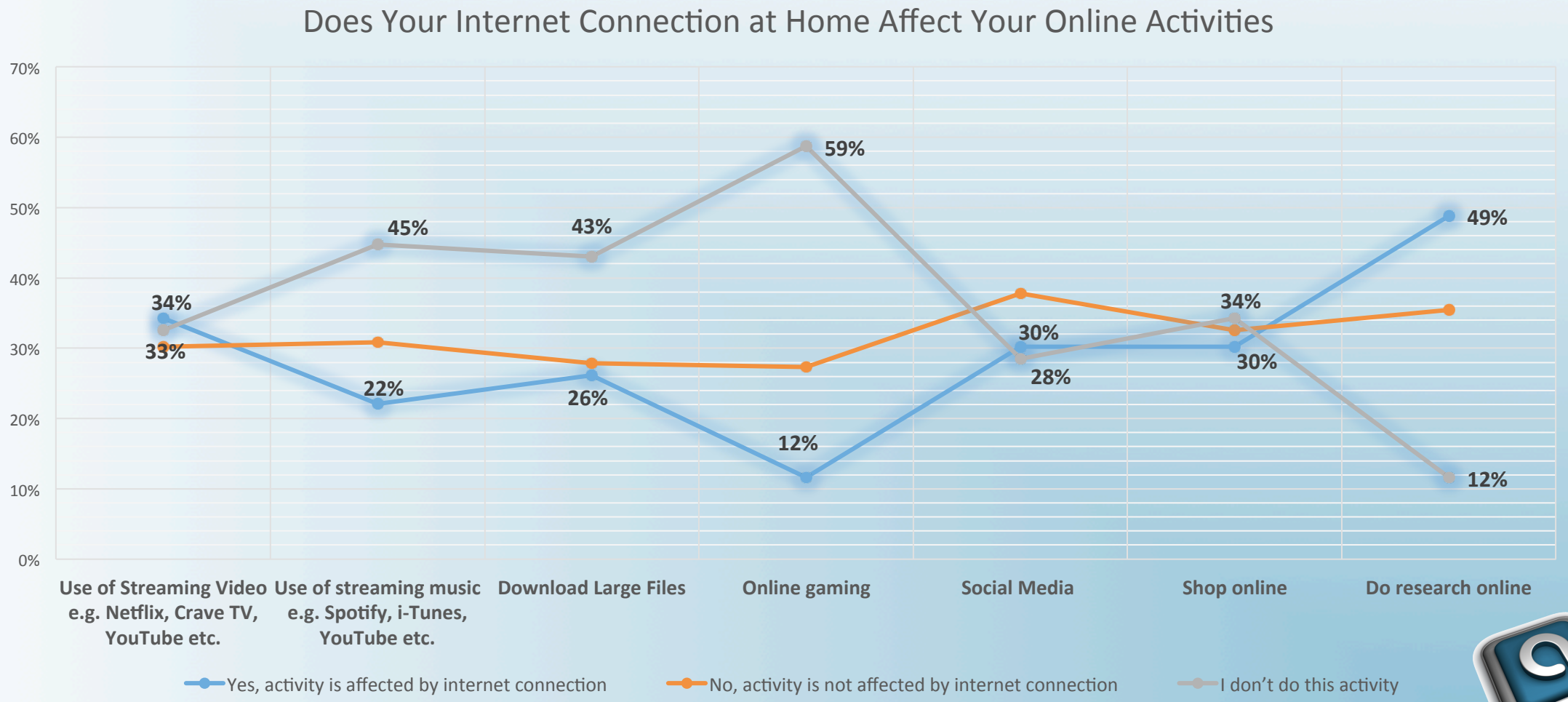
Half of Farm Respondents Said Their Ability to Do Research Online Was Impacted by Their Internet Connection. Most Online Activities Were Affected to Some Degree by Connection Type



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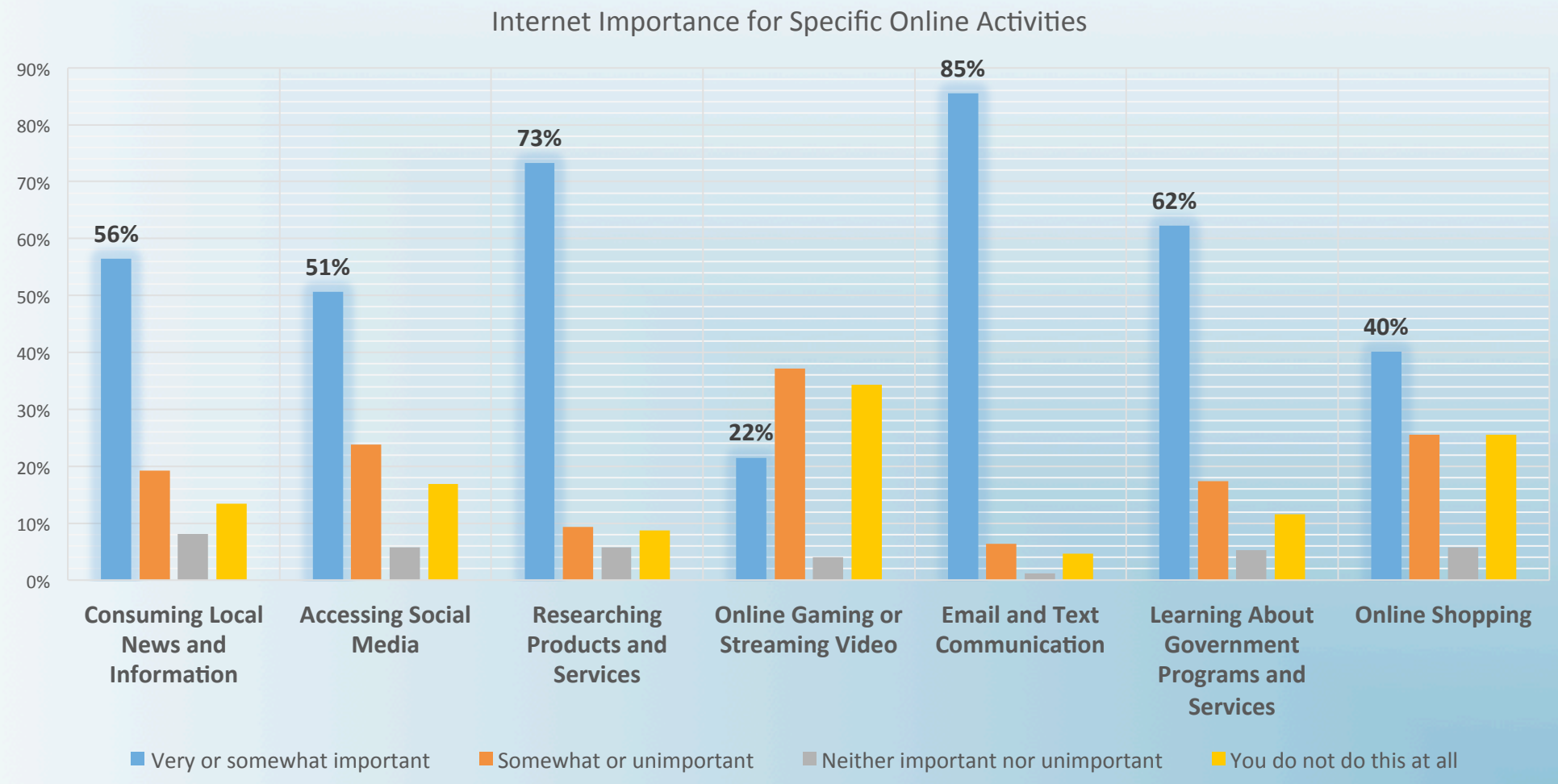
Farm Respondents Said Email/Communication Was the Activity That the Internet Was Most Important For. 51% Said the Internet Was Important for Social Media Activities



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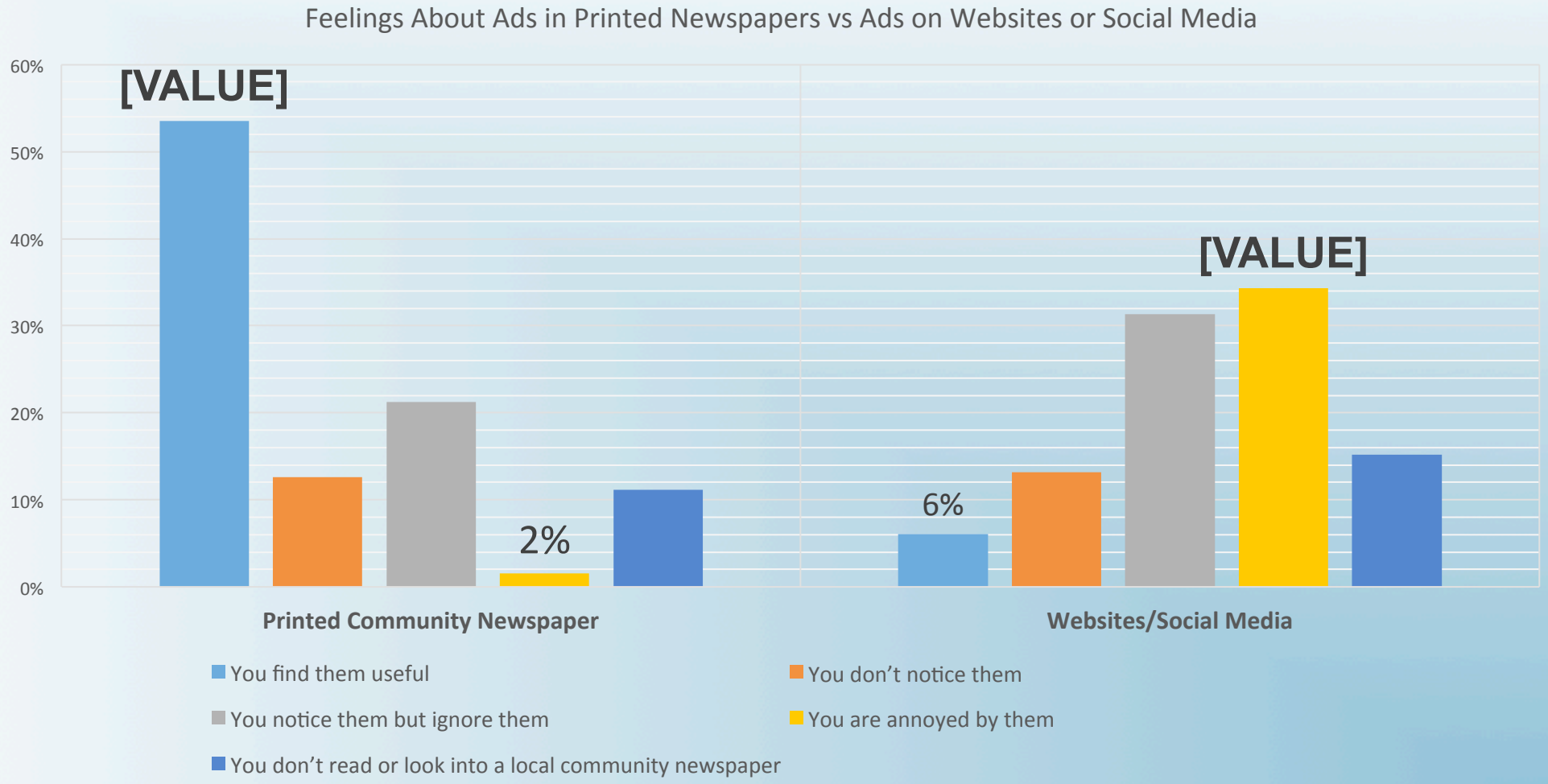
Respondents Indicated They Found Ads in Printed Community Newspapers 9X More Useful Than Ads in Social Media/Online. Two-Thirds of Respondents Either Don't Notice Online Ads or are ANNOYED BY THEM



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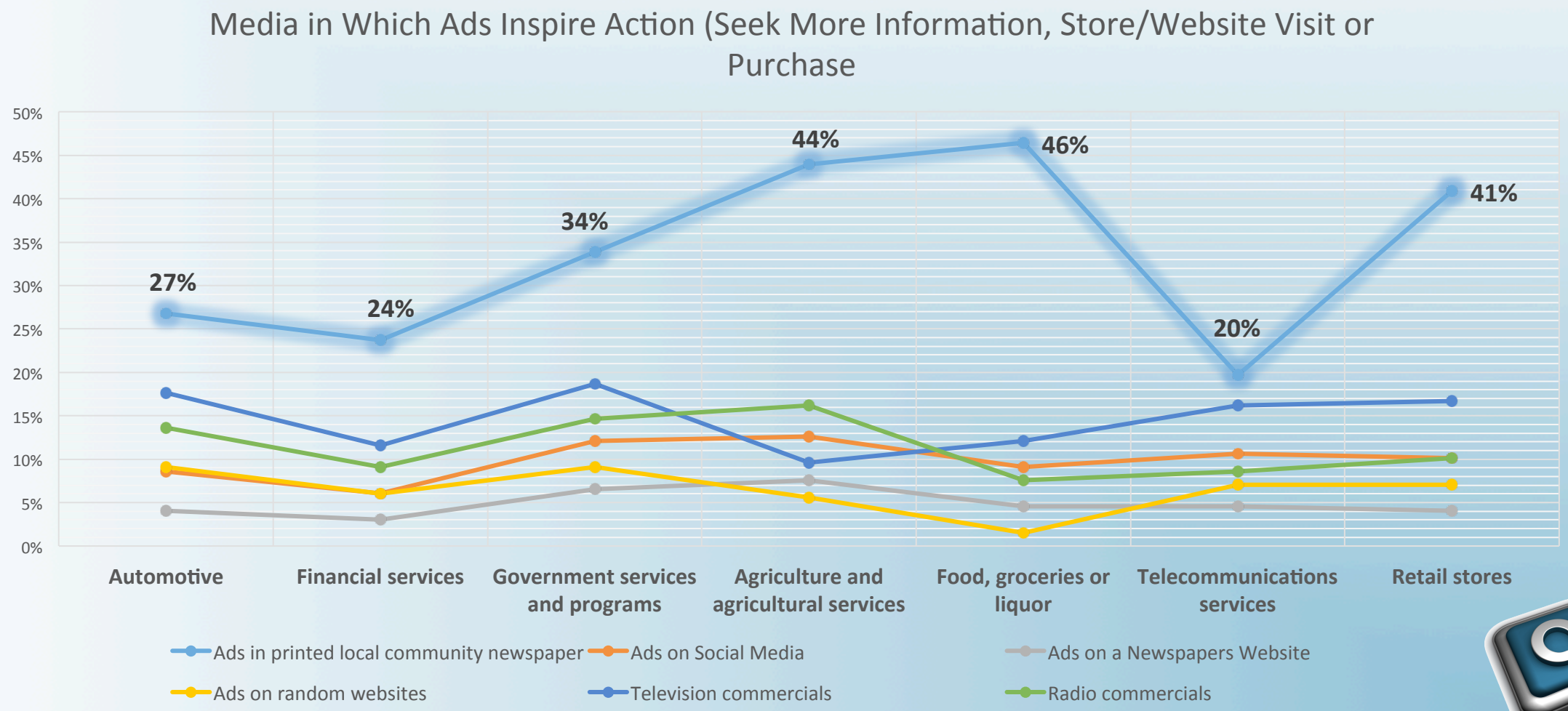
Across All Measured Sectors, Farm Respondents Found Ads in Printed Community Newspapers to be the Most Likely to Inspire Action. Ads On Social Media, Random Websites AND Community Newspaper Sites WERE GENERALLY THE LEAST LIKELY to Inspire Action



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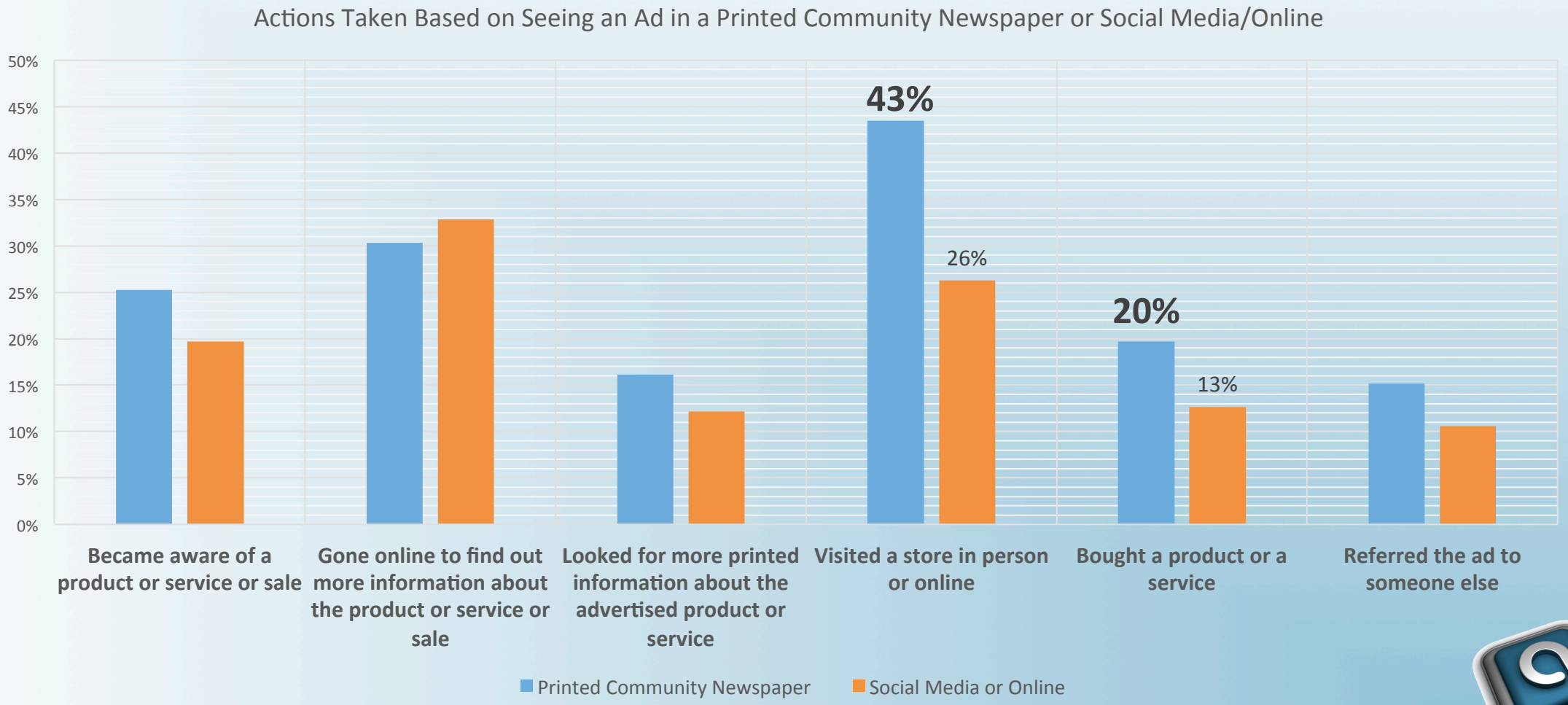
Farm Respondents Were More Likely to Driven to Visit a Store In-Person or Online Based on Seeing an Ad in a Printed Community Newspaper Than a Social Media or Online Ad



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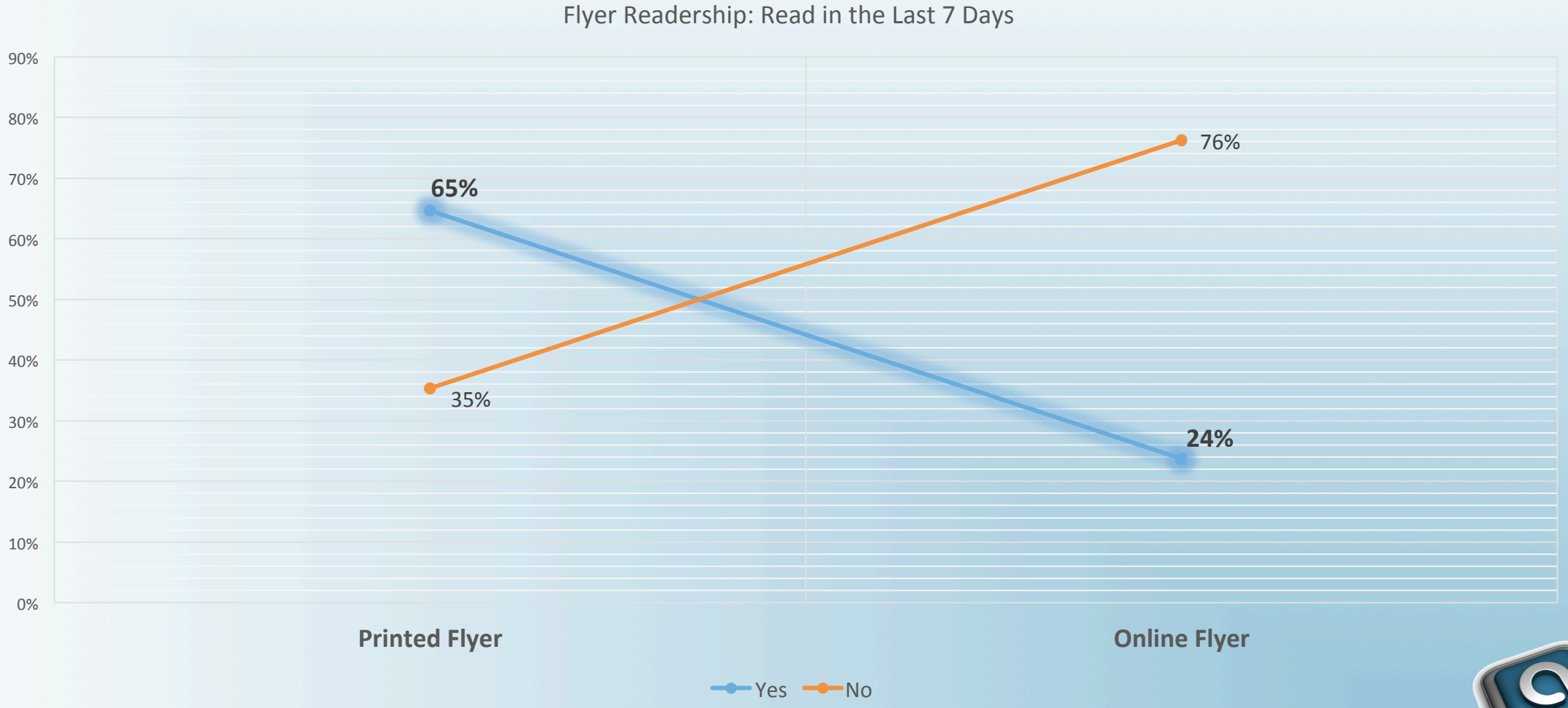
Two-Thirds of Farm Respondents Indicated Having Looked Into a Printed Flyer in the Last 7 Days. 24% Said They'd Looked At an Online Flyer in the Past Week



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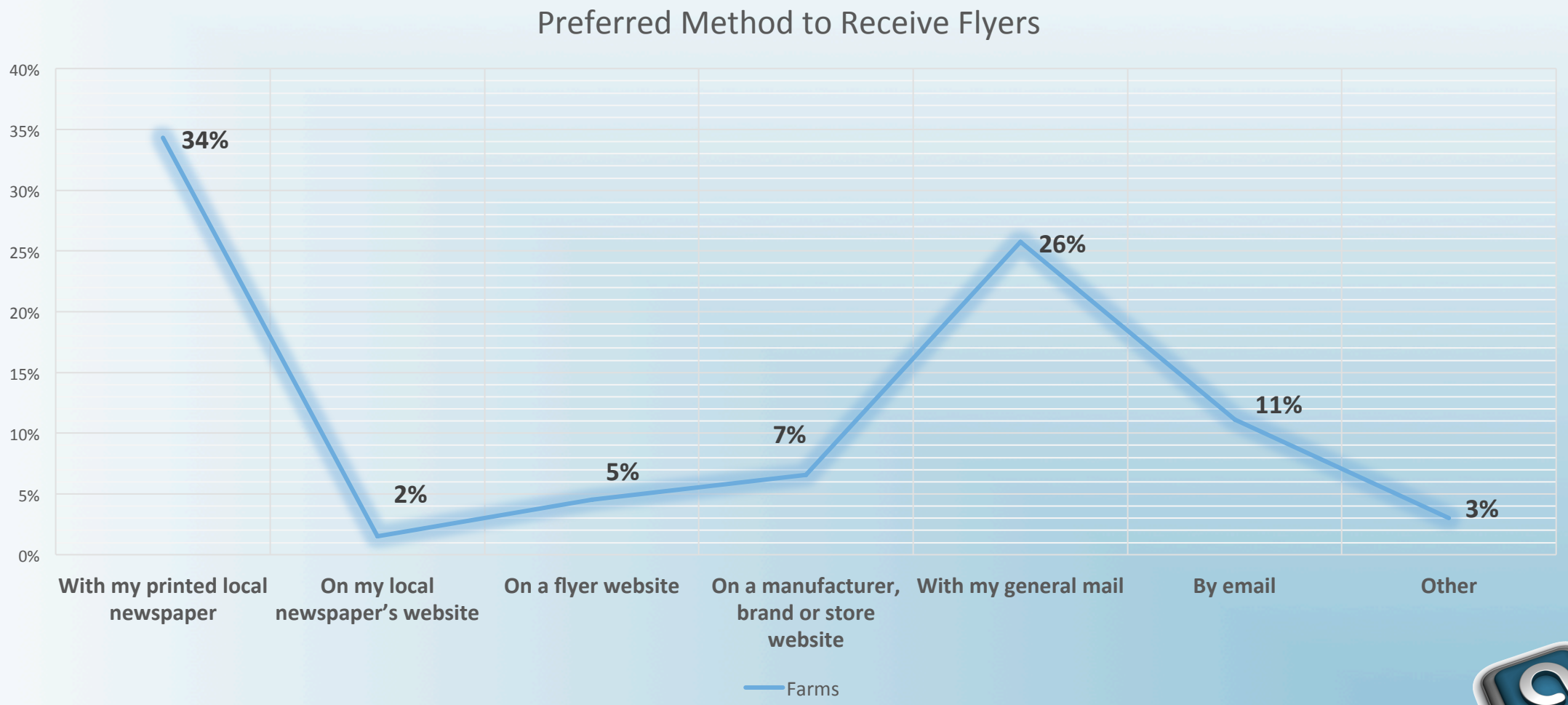
The Majority of Farm Respondents Overall Indicated a Preference for Receiving Flyers With Their Printed Local Newspaper



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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 = ±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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