

*Totum Research Inc*

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

## THE PRAIRIES

Community Type:

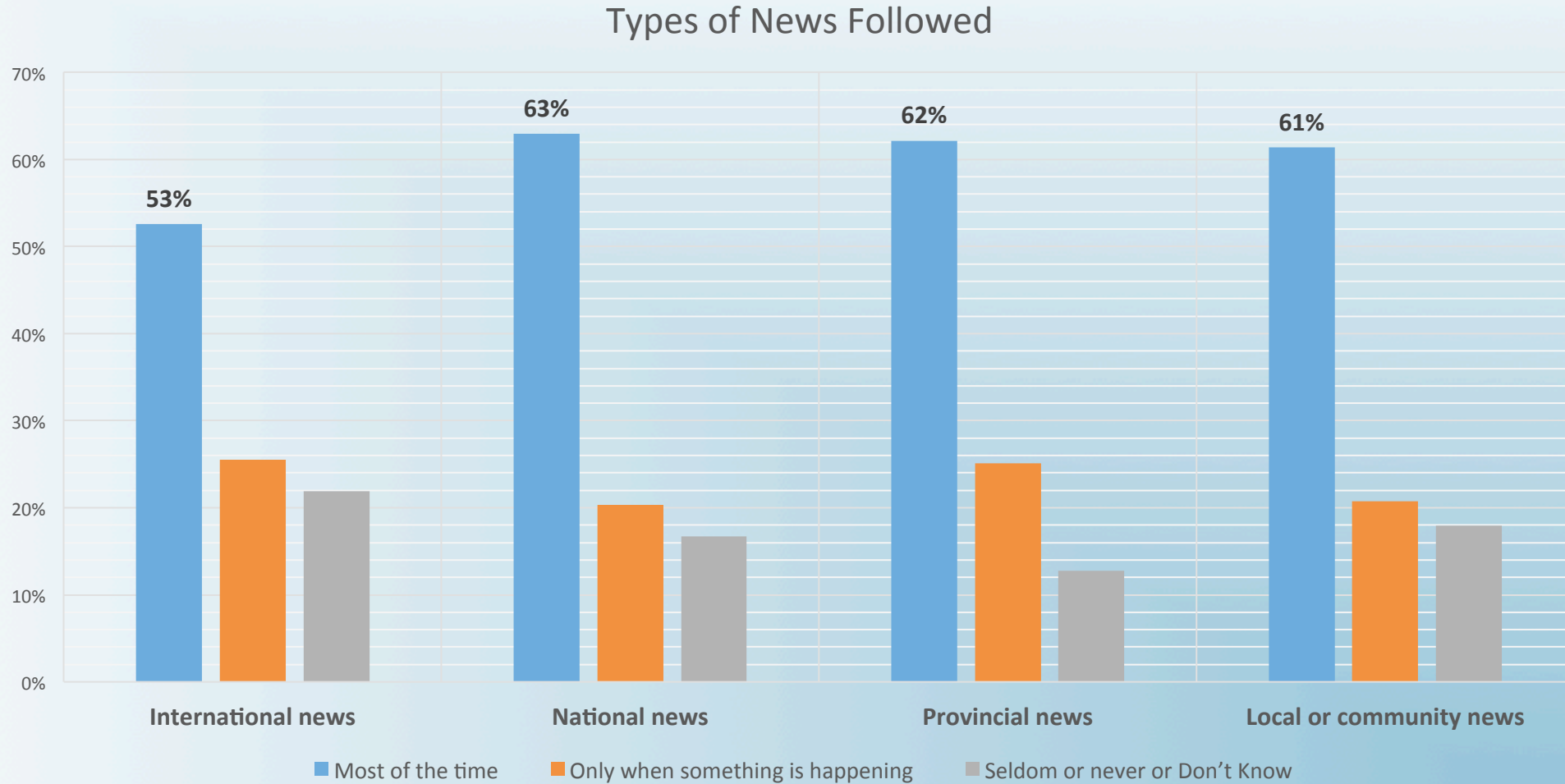
**VILLAGES AND TOWNS (5,000-10,000 Population)**

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



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



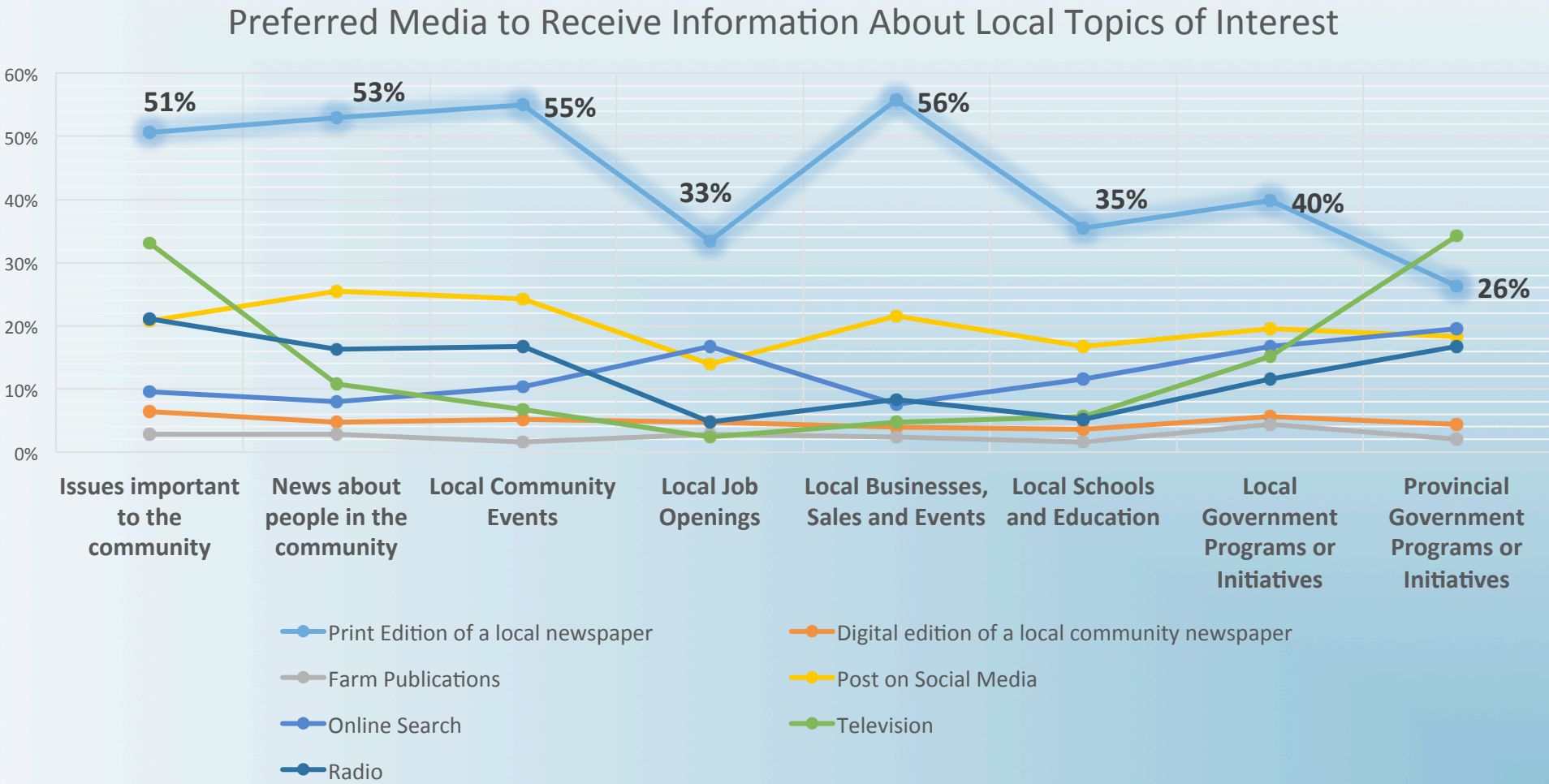
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***Prairies: Villages and Towns (5,000-10,000 Population)***

**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**



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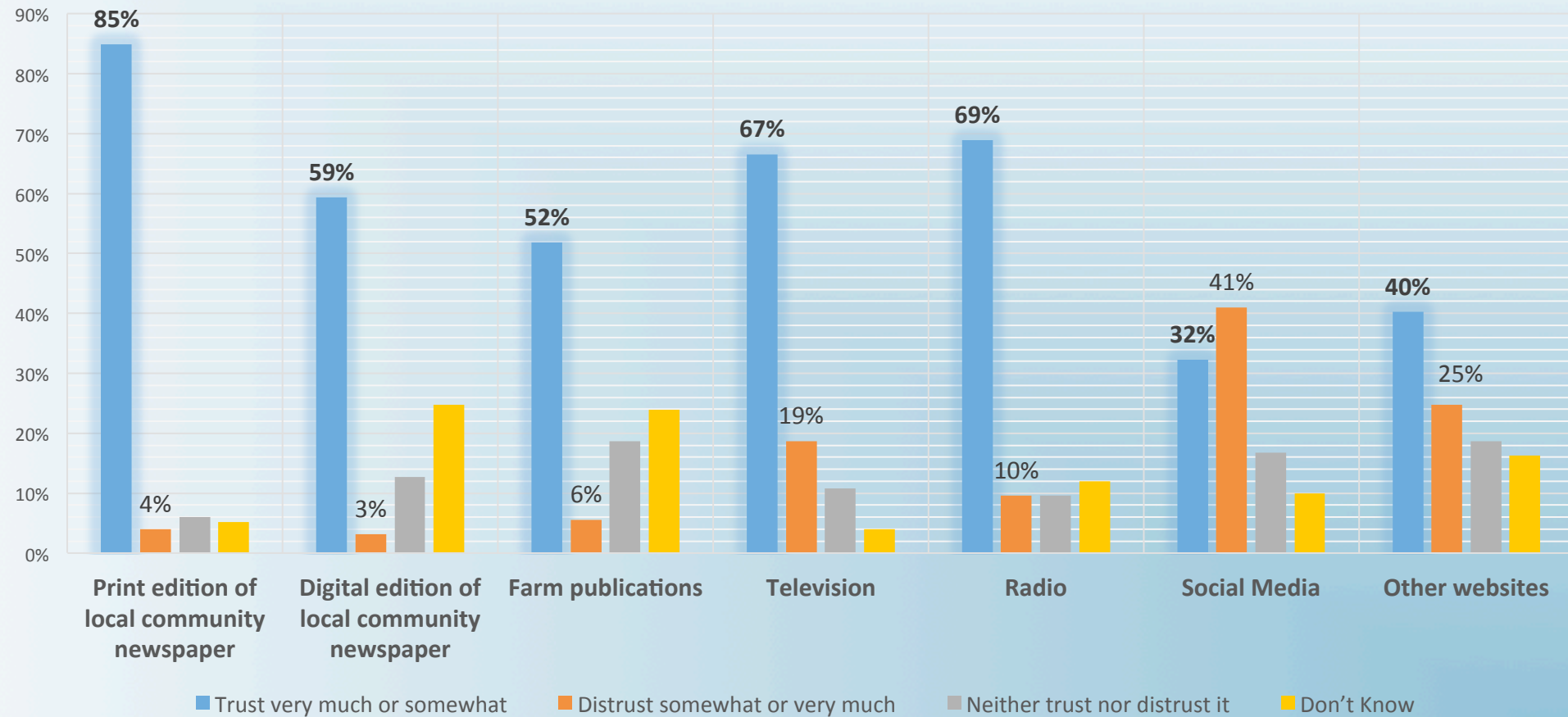




**Prairies:** Villages and Towns (5,000-10,000 Population)

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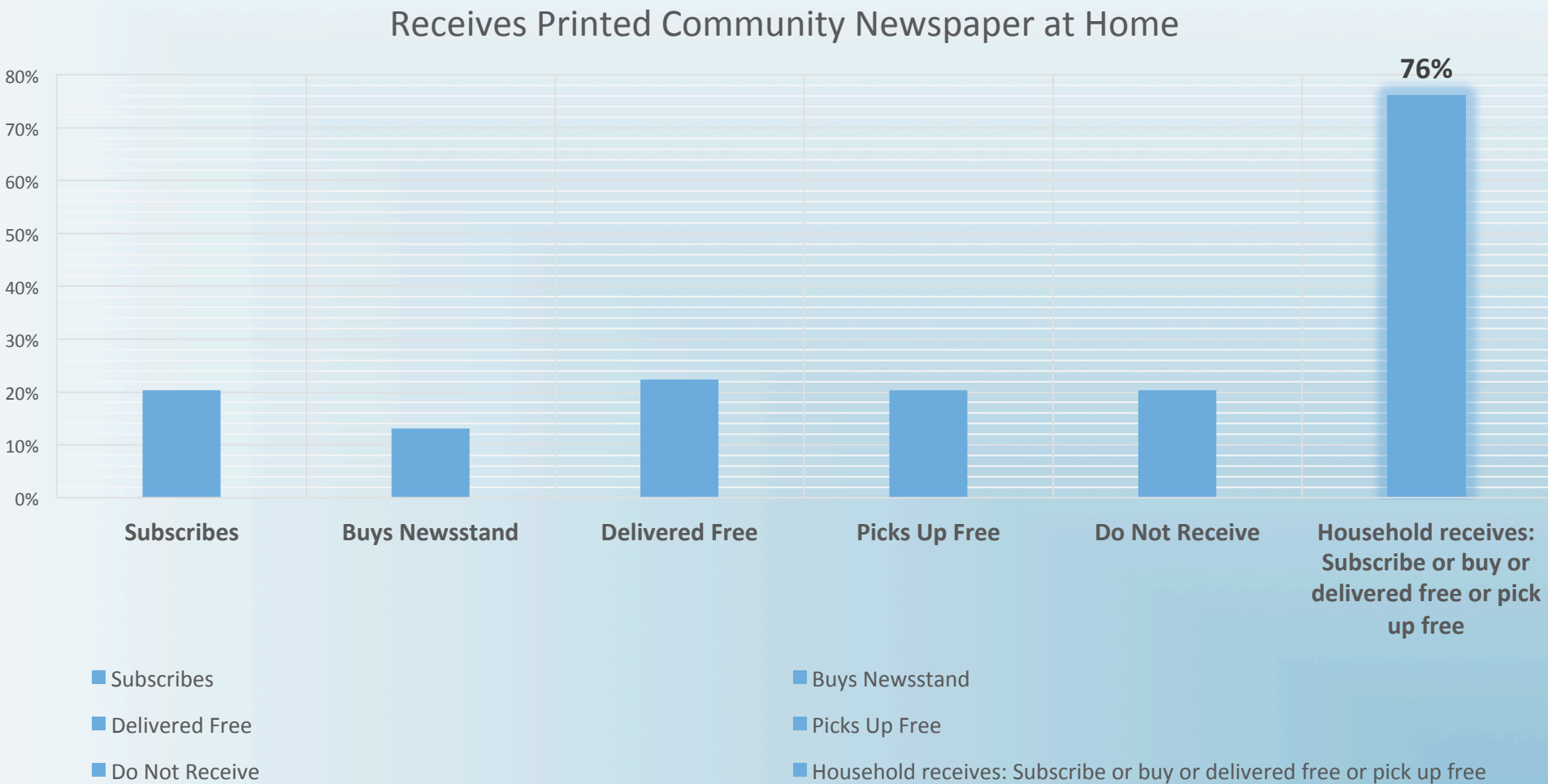
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***Prairies:** Villages and Towns (5,000-10,000 Population)*

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



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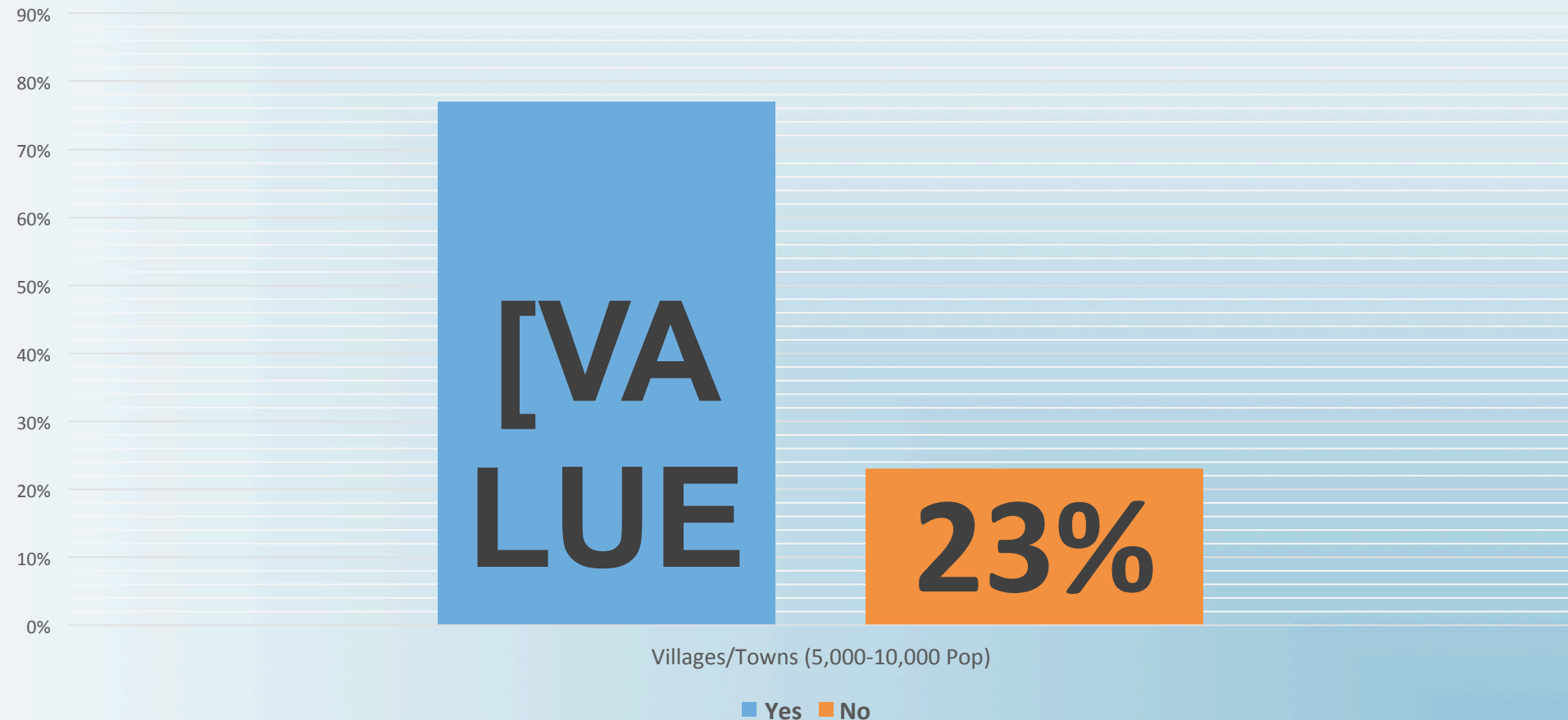
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**Prairies:** Villages and Towns (5,000-10,000 Population)

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

## 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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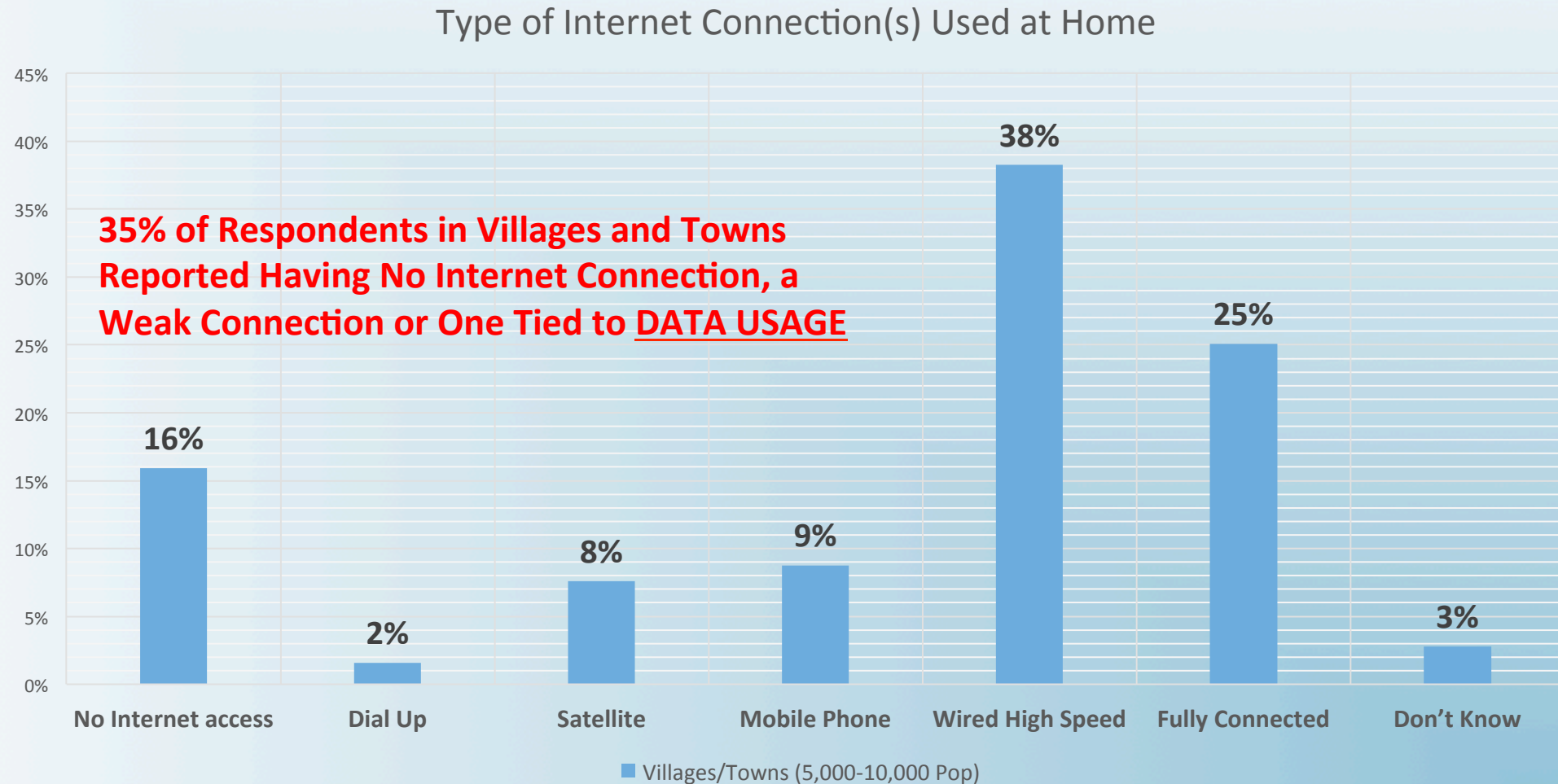


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**Prairies:** Villages and Towns (5,000-10,000 Population)

**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**



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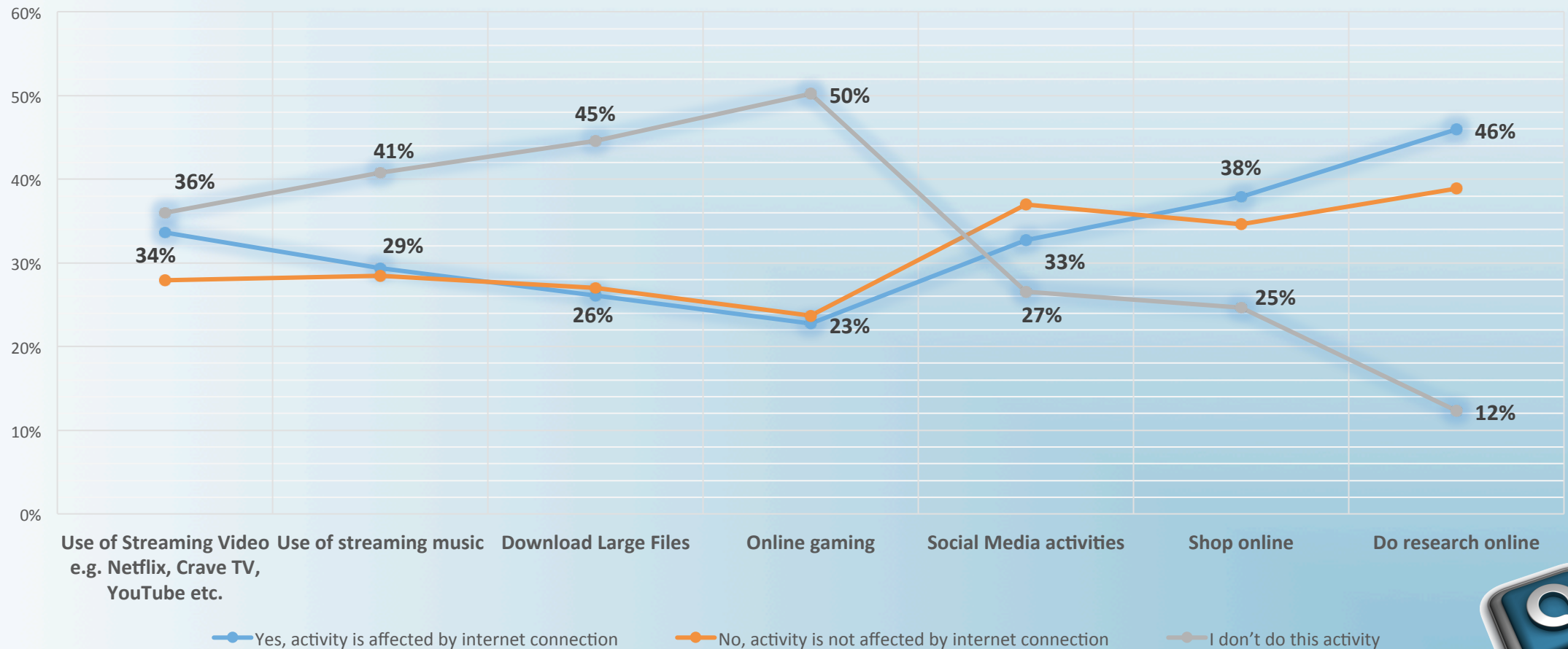


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## **Prairies:** Villages and Towns (5,000-10,000 Population)

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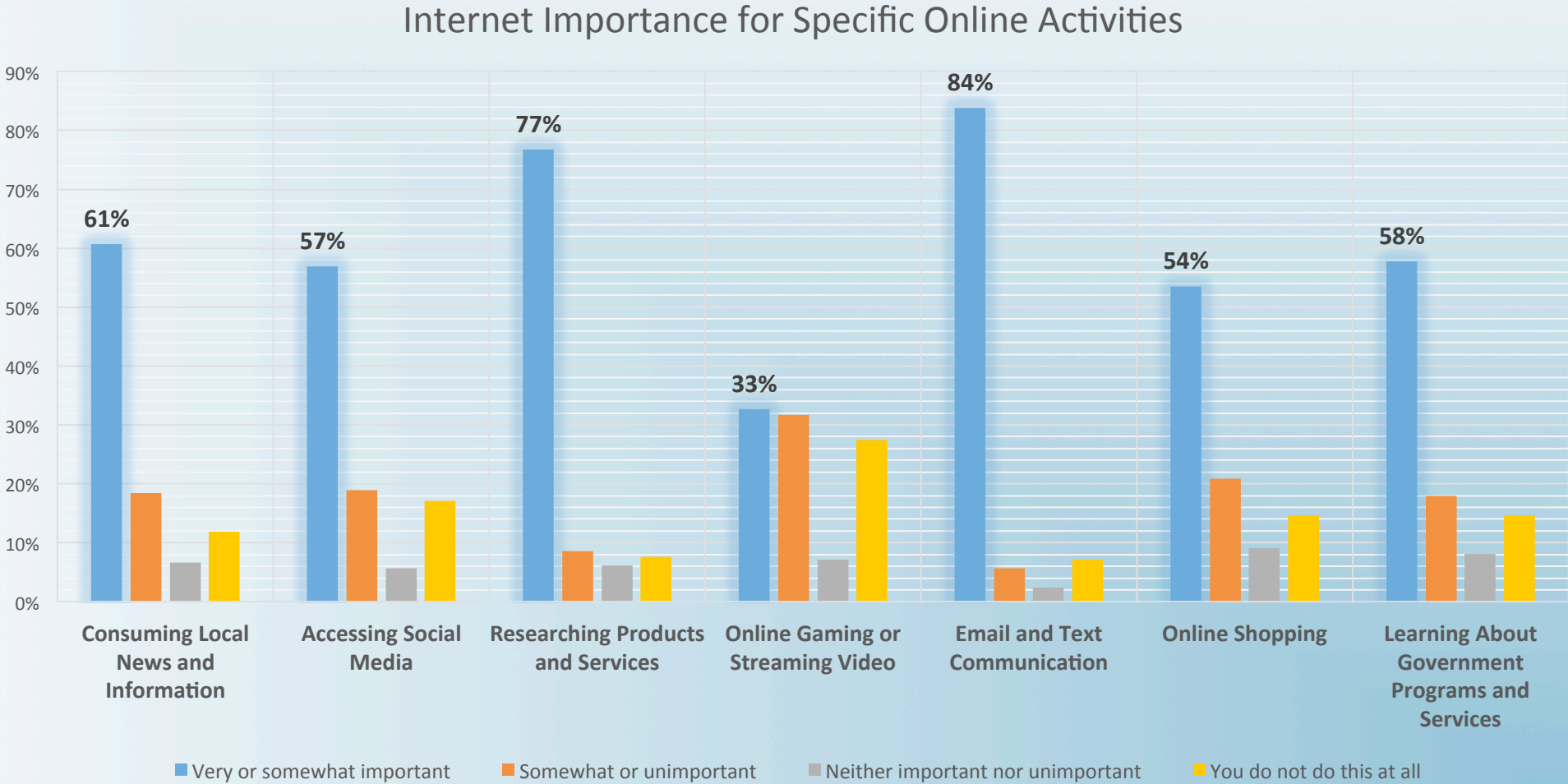
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***Prairies: Villages and Towns (5,000-10,000 Population)***

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



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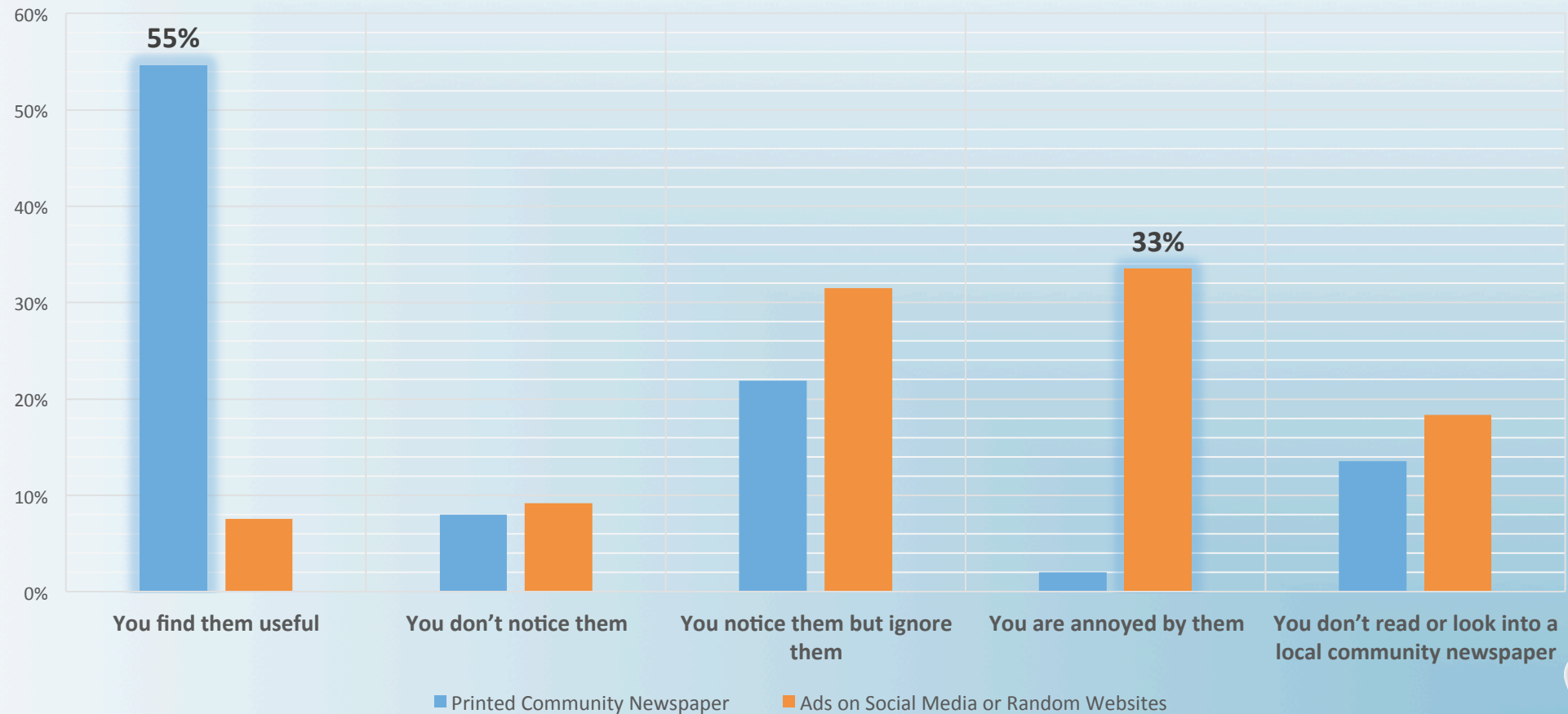
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**Prairies:** Villages and Towns (5,000-10,000 Population)

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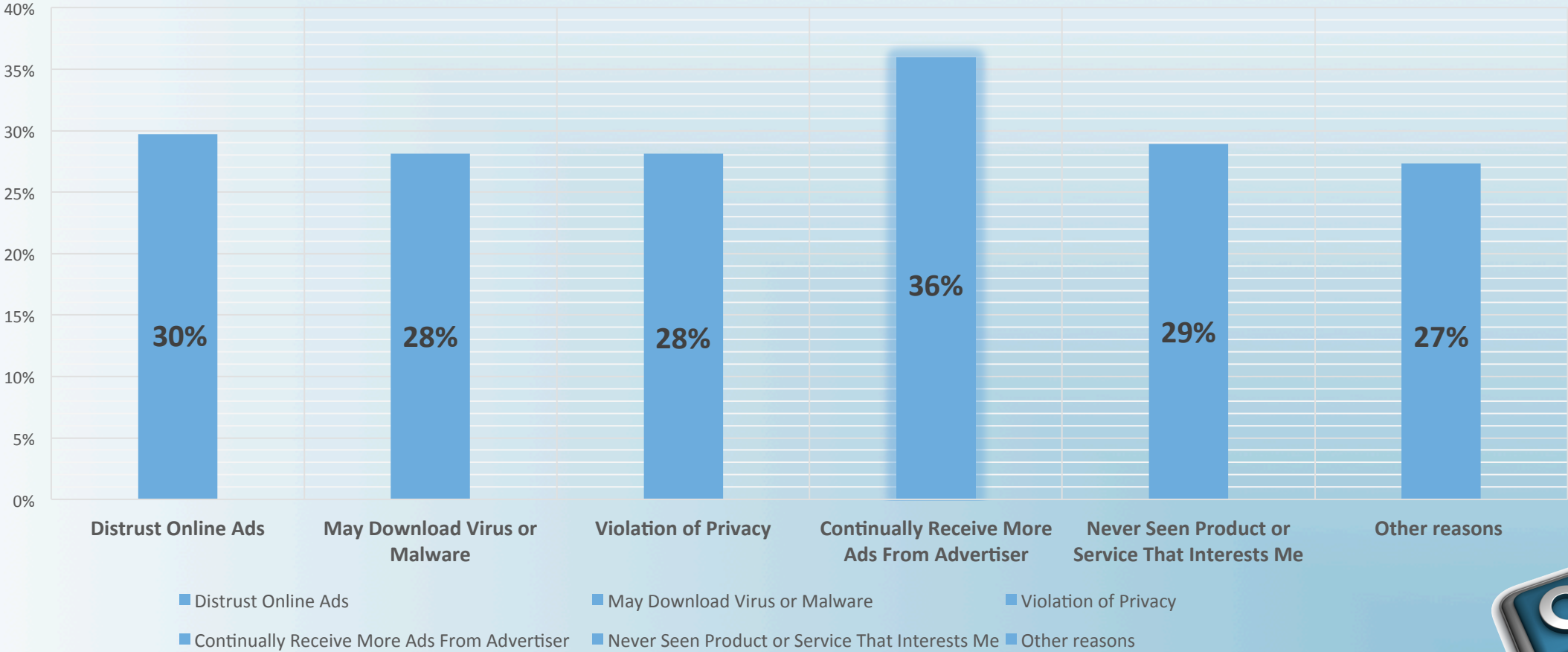
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**Prairies:** Villages and Towns (5,000-10,000 Population)

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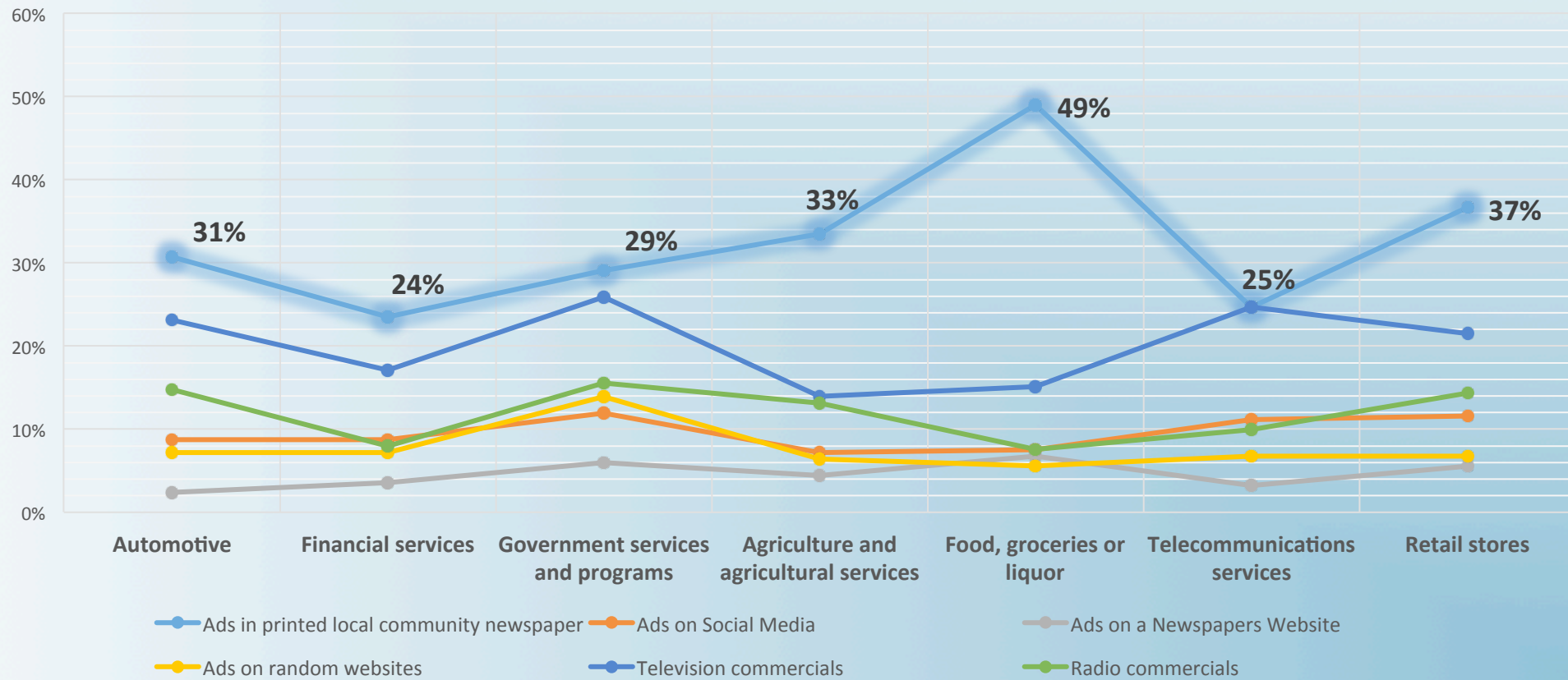
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**Prairies:** Villages and Towns (5,000-10,000 Population)

**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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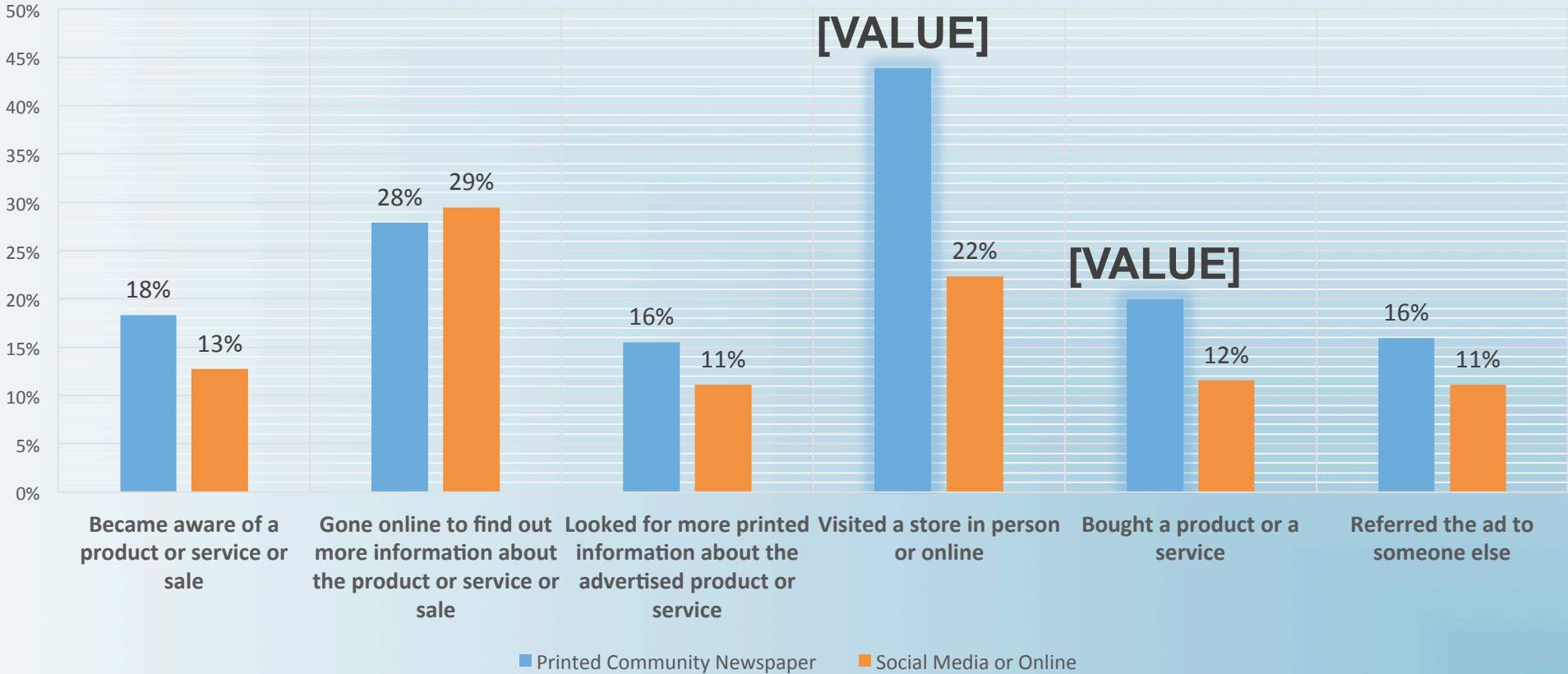


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**Prairies:** Villages and Towns (5,000-10,000 Population)

**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



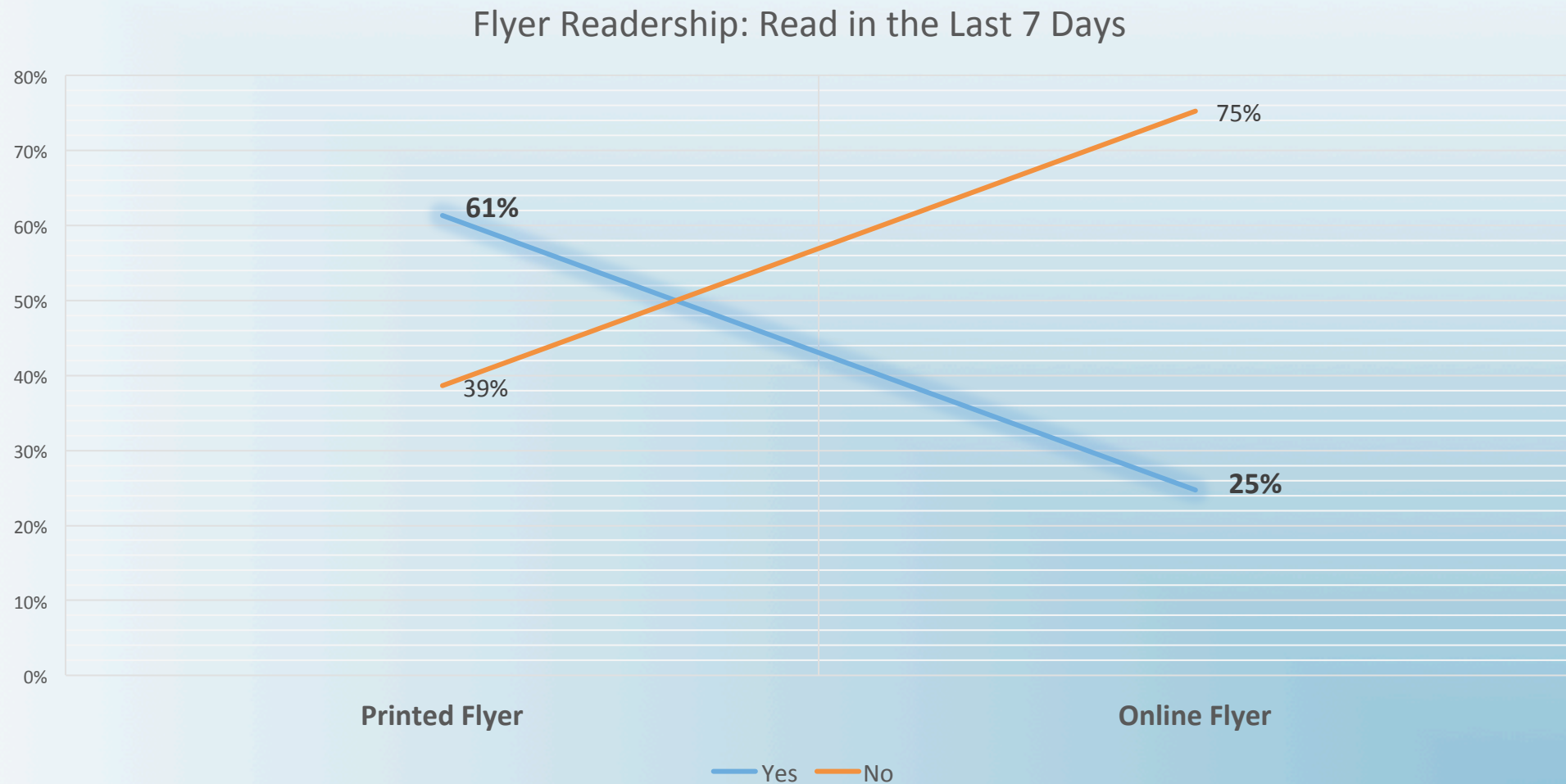
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**61% of Respondents Indicated Having Looked Into a Printed Flyer in the Last 7 Days. 25% Said They'd Looked At an Online Flyer in the Past Week**



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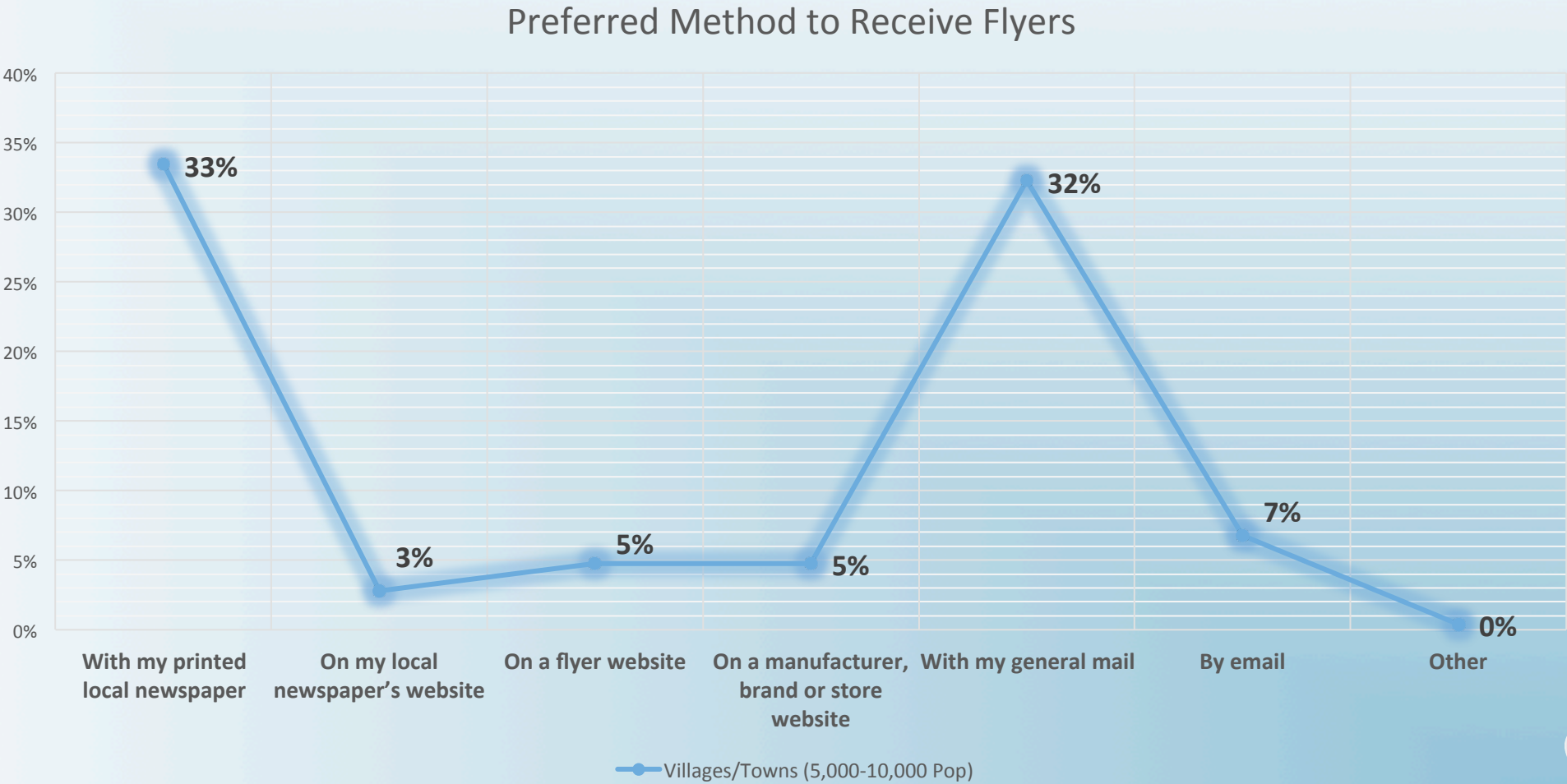


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**Prairies:** Villages and Towns (5,000-10,000 Population)

**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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