



Totum *Research Inc*

AdWest Marketing Inc.

Media Usage Survey

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Introduction

AdWest is a joint initiative of not-for-profit community newspapers associations on the prairies, operating as the dedicated research and planning support bureau for the industry.

AdWest products and services are designed to simplify the media planning process through:

- Development of cutting edge research and tools built with GIS technology
- Maintenance of accurate and consistent media information in an online environment
- Marketing and industry awareness
- Market/Newspaper recommendations
- Campaign proposals and placement service liaison

The management of AdWest have invited Totum Research Inc., one of Canada's leading media research organizations, to conduct a survey to determine similarities and differences of media reliance and usage among people living in different sized communities in the areas serviced by member newspapers. The results of this survey are presented in this report.

The detailed objectives of this survey and full technical details about the methodology employed are included in the Technical Report later in the document.

Key Findings

The major purpose of this study was to determine similarities and differences of media reliance and usage among people living in different sized communities. The results show that, while people in the Prairies and northern areas of Canada have many similar interests, they differ substantially in where they go to access the information they need. This is especially true with respect to where they go for local information.

The major differences occur between those living in larger cities and their suburban areas and those living in smaller communities. Respondents living in villages and rural areas differed from all the rest in a couple of crucial areas and some differences were also established between those living in cities of any size and the inhabitants of towns, villages and rural areas.

A summary of the major differences is shown below:

Similarities Between Community Media Reliance And Usage

People in different sized communities are similar in the following ways:

- They are equally interested in international, national and local news
- They spend about the same amount of time with news as they did 2 years ago.
- They spend the same amount of time with local community newspapers as they did 2 years ago although how much time that is differs by community size.
- They all rely on TV mostly for local weather forecasts and federal and provincial politics, campaigns and services.
- They all rely mostly on TV and, to a slightly lesser extent, radio for local breaking news.
- They all rely mostly on radio, and to a lesser extent on TV, for local traffic information.
- They all rely on multiple sources including the printed local community newspaper for information about health services, taxes and federal and provincial government activities and services.
- They have little interest in zoning, building and development and social services.

- When they share news with friends or family it is mostly from traditional media like newspapers, television and radio.
- They trust, feel connected to and are inspired to action most by these same traditional media.
- They are most likely to ignore ads on TV which they believe is the medium carrying the most annoying ads.
- As a result they would prefer TV carried no advertising.
- They dislike ads dominating the front page of newspapers.
- They do not pay to get local information from any source other than newspapers.
- They do not have apps that access local community information nor do they get news alerts about the local community on their cell phones.
- The information they get on their mobile devices significantly more often than any other is weather reports.
- They do not get or share local information online.
- And finally, in all these areas, seniors are significantly less likely than other people to have or use electronic devices including computers.

Differences Between Larger Cities And Smaller Communities

People living in smaller communities differ from those in larger cities and their suburbs in the following ways:

- They are more likely to receive a printed local community newspaper either by subscription or free.
- They are significantly more likely to source local information from the printed community newspaper at least weekly.
- The printed community newspaper is their favourite source of local information.
- The printed local community newspaper is much more likely to be their principal source of information about:
 - Restaurants, clubs and bars
 - Other local businesses
 - Community or neighbourhood events
 - Local arts and culture
 - Local job openings
 - Local housing and real estate
 - Local schools and education
 - Local crime
 - Local politics, campaigns and programs

- Other local government activities and services
 - Social services
 - Public notices
- The printed local community paper replaces the daily newspaper or its website for the following:
 - Sharing news
 - Providing news that is trusted.
 - Feeling connected to.
 - Inspiring action.
 - Noticing advertisements.
 - Finding ads for local stores and services.
 - Containing ads that inspire purchase.
 - They believe significantly more often that the local community newspaper is a source of pride for the community.
 - They get most of their information about activities in the community from the local newspaper.
 - Significantly more of them would prefer that the community newspaper remain in printed format.
 - Most of them feel that they would miss information that is important to them if they missed an issue of the community newspaper.
 - A higher percentage of them are solely reliant on the printed local newspaper for information about the community.
 - They believe that the loss of the local newspaper would have an impact in the community.
 - They are more likely not to have access to the internet or email.
 - They tend to know most or all of their neighbours by name.

Differences Between Village Or Rural Residents And All Others

- They are more likely to follow local news "most of the time".
- They use their cell phones only to make or receive phone calls.
- They tend to have lived in the community for longer.

Differences Between Residents Of Any Size City And Those In Smaller Communities

- They use their mobile devices (Cell phones and/or tablet computers) significantly more to access information about anything.

Detailed Results

Definitions

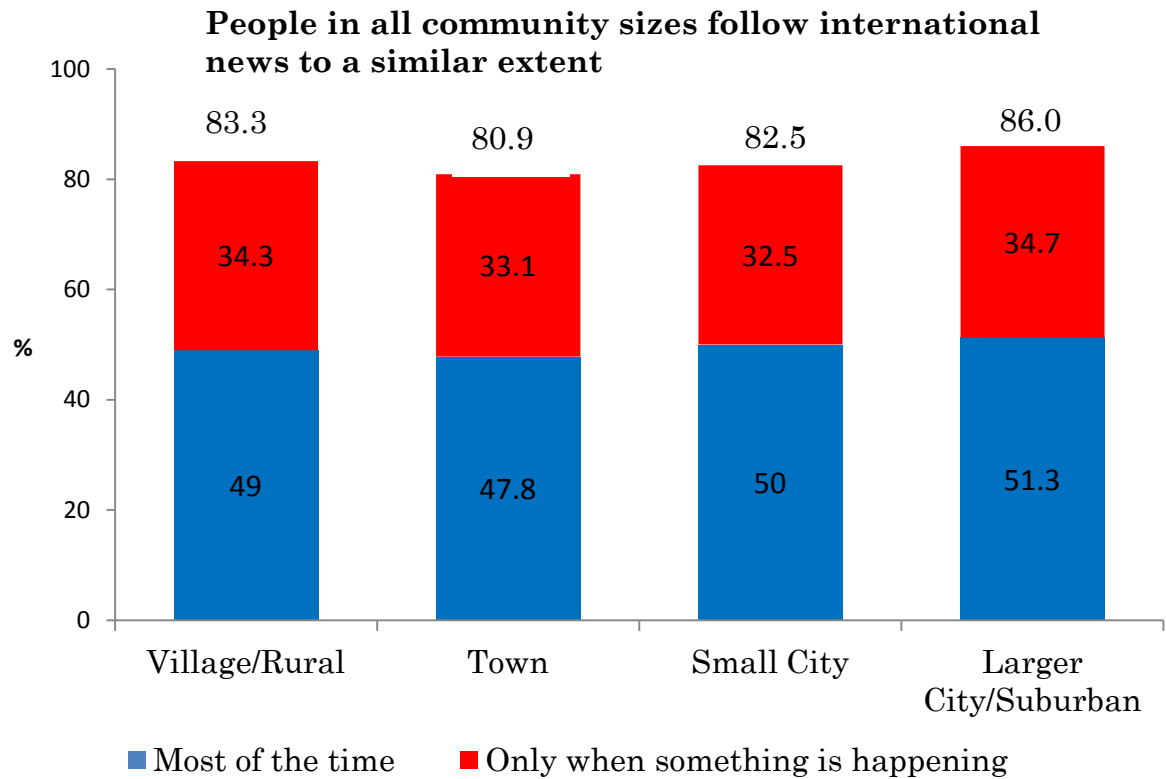
Throughout this report the following definitions are used for community sizes:

Village/Rural	- 4,999 or fewer people
Town	- 5,000 to 9,999 people
Small City	- 10,000 to 49,999 people
Large City/Suburban	- 50,000 or more people

About News

Extent Of Following International News

(Base: All respondents = 1,015)

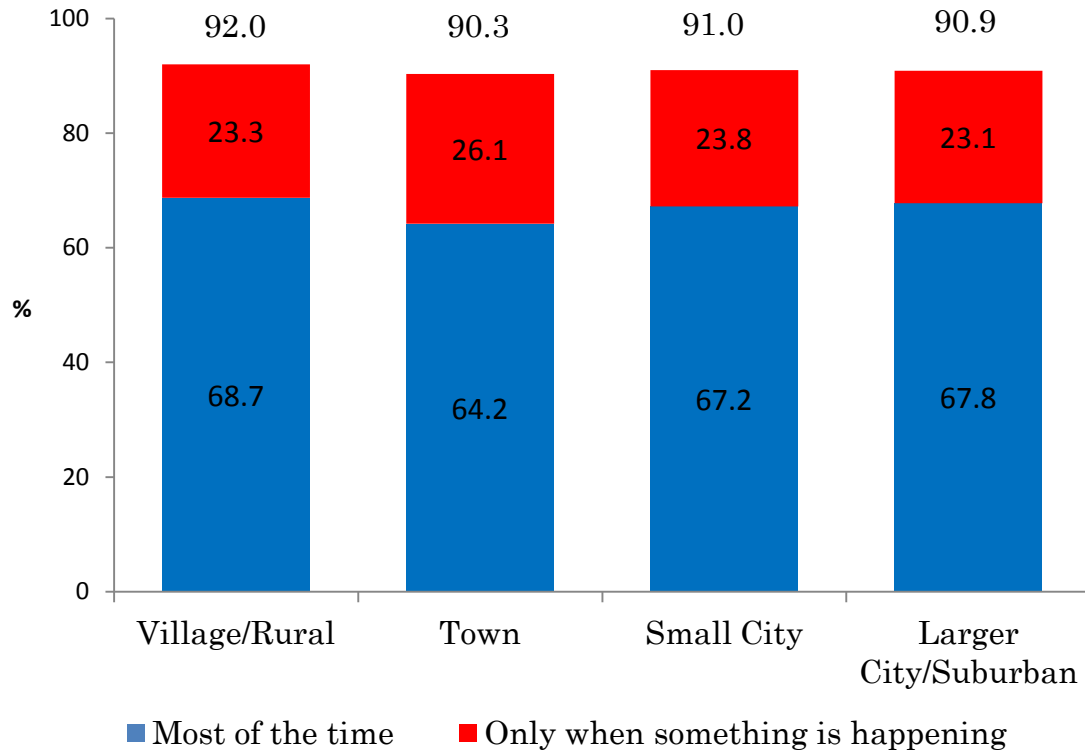


Men are somewhat more likely to follow international news than are women and those who receive a local community newspaper are more likely to follow international news than those who don't get one. Interest in international news peaks in the 55 to 64 age group.

Extent Of Following National News

(Base: All respondents = 1,015)

People in all community sizes follow national news to a similar extent

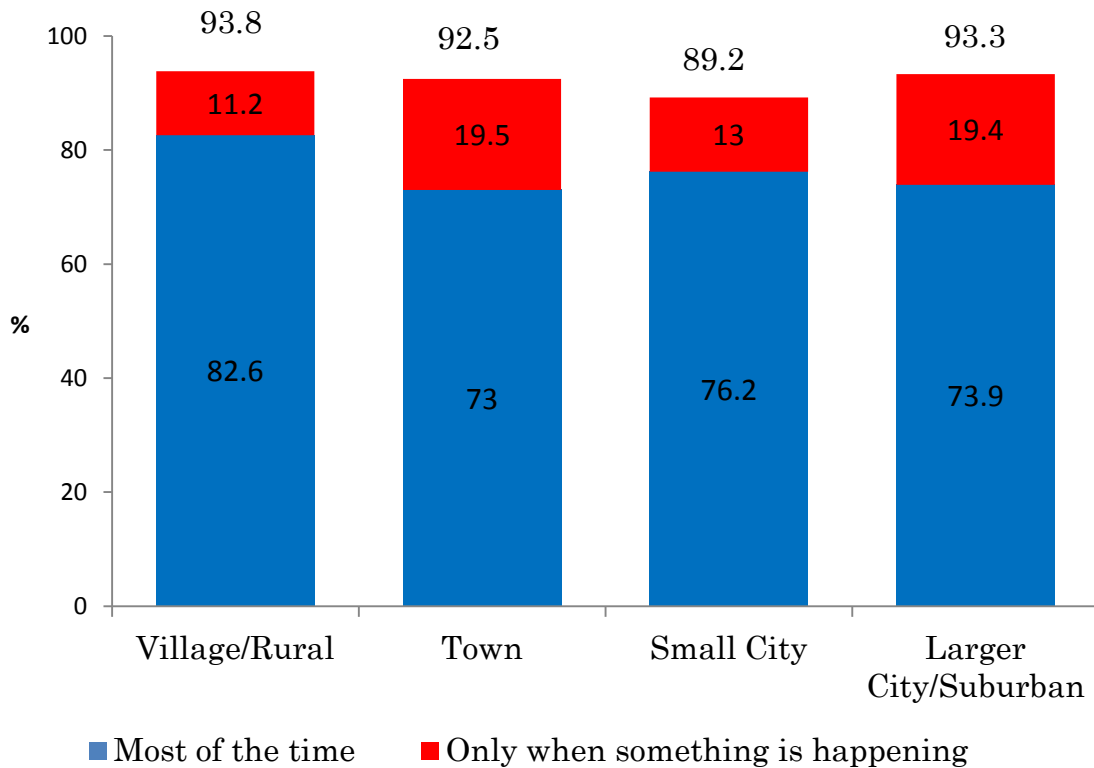


Interest in national news is highest among those over 45 years old. It is especially high among those aged 55-64. Men are more likely than women to follow national news "most of the time".

Extent Of Following Local News

(Base: All respondents = 1,015)

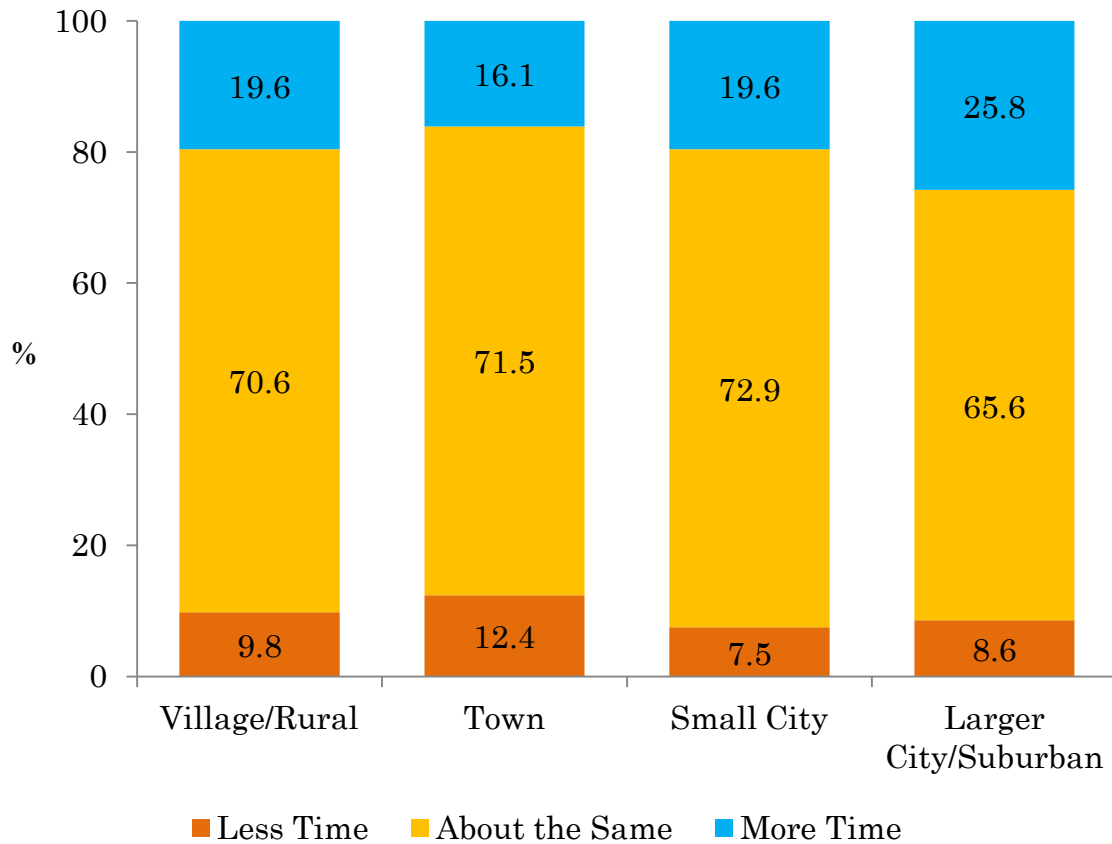
While similar percentages people in all communities follow local news, those in villages and rural areas do so most of the time to a greater extent than do those in larger communities.



Given the high number of people saying they follow local news, no significant differences appear among the demographic groups. However, claims to follow local news "most of the time" increases significantly with increasing age of respondents.

Amount Of Time Spent With News Compared With 2 Years Ago
(Base: All respondents = 1,015)

On balance people are spending the same amount of time with news as 2 years ago



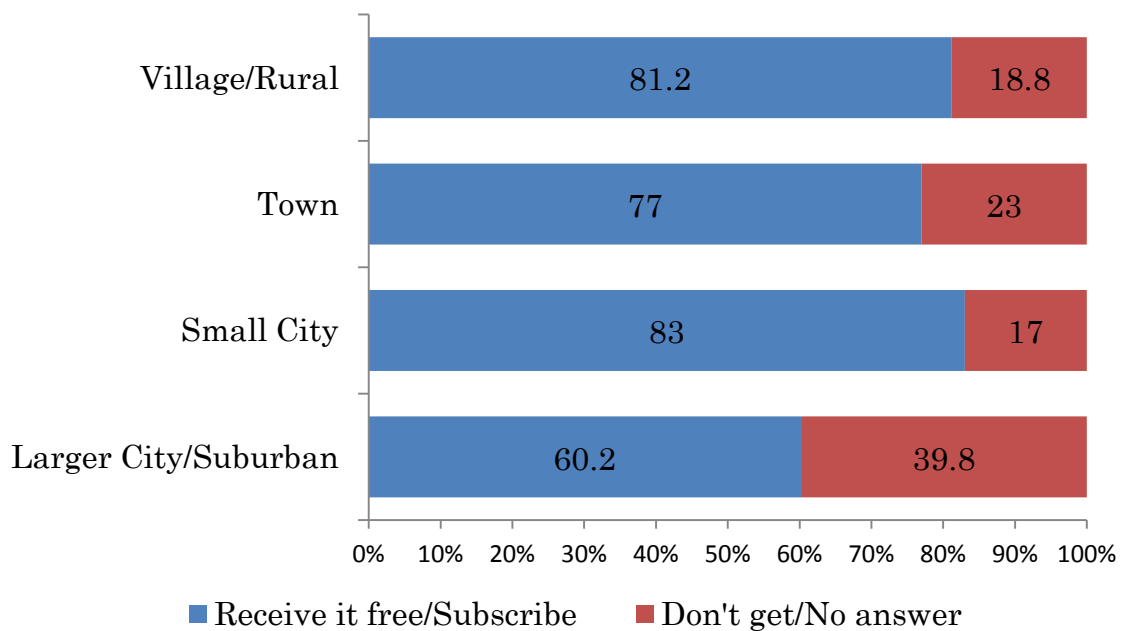
Residents of larger cities and suburban areas were somewhat more likely than others to say they spend more time with news than they did 2 years ago. This was especially true for those under 35 years of age.

About Local Community Newspapers

Receipt Of Printed Local Community Newspaper

(Base: All respondents = 1,015)

Significantly higher percentages of those living in communities smaller than larger cities or their suburban areas receive a local community newspaper

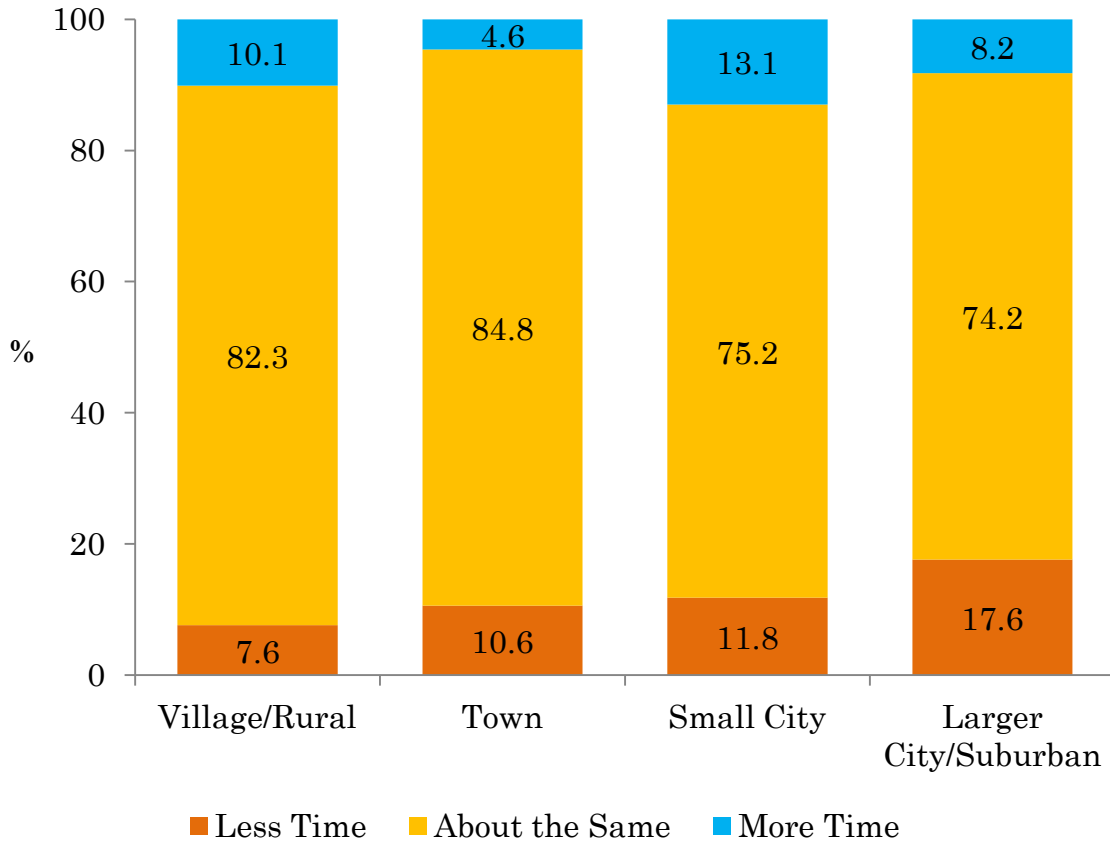


People in small cities were more likely than others to say they receive the printed local community newspaper free while those in towns, villages and rural areas were equally split between those receiving it free and those subscribing to it. The older respondents were, the more likely they were to claim receipt of the printed version of their local community newspaper.

Amount Of Time Spent With Printed Community Newspaper Compared With 2 Years Ago

(Base: All recipients of newspaper = 740)

On balance people are spending the same amount of time with the printed local community newspaper as 2 years ago



Slightly more people in rural areas, villages and small cities claimed to have spent more rather than less time with the printed local community newspaper than they did two years ago while the reverse was true for those in larger cities and suburban areas. Manitobans were especially likely to have said they spend more time with the printed community newspaper today than they did two years ago.

About Local Information

Sources Accessed Once A Week Or More Often For Local Information

(Base: All respondents = 1,015)

For people living outside of larger cities and their suburban areas the printed version of the local community newspaper is the most frequently used source of local information.

<u>Source Local Information Once a Week or More:</u>	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
	%	%	%	%
Printed local community newspaper	74.1	74.1	80.1	56.4
Website of local community newspaper	10.1	10.9	19.1	16.1
Word of mouth	65.0	60.5	60.2	46.6
Local radio broadcast	59.7	56.8	60.6	67.7
Website of local radio station	5.8	8.0	9.1	6.7
Local TV news broadcast	57.8	50.2	58.3	63.8
Website of local TV station	6.8	9.0	12.1	11.7
Internet search engine	28.6	32.6	38.6	38.5
Person or organization on social networking site	15.5	17.6	20.0	18.7
Local print newsletter	19.5	16.7	23.3	13.5
Community website	6.0	9.9	13.1	6.6
Email newsletter or listserv	5.8	6.7	6.8	7.8
Blog about community	3.4	3.2	3.3	2.4

People over 55 years of age are more likely than others to source local information from the printed version of the local community newspaper once a week or more. Surprisingly a quarter of all people who do not receive the local community newspaper still look at it once a week or more for local information. Another 50% of non-recipients also get local news from it though less frequently.

Favourite Source For Local Information

(Base: All respondents = 1,015)

For people living outside of larger cities and their suburban areas the printed version of the local community newspaper is by far the favourite source of local information.

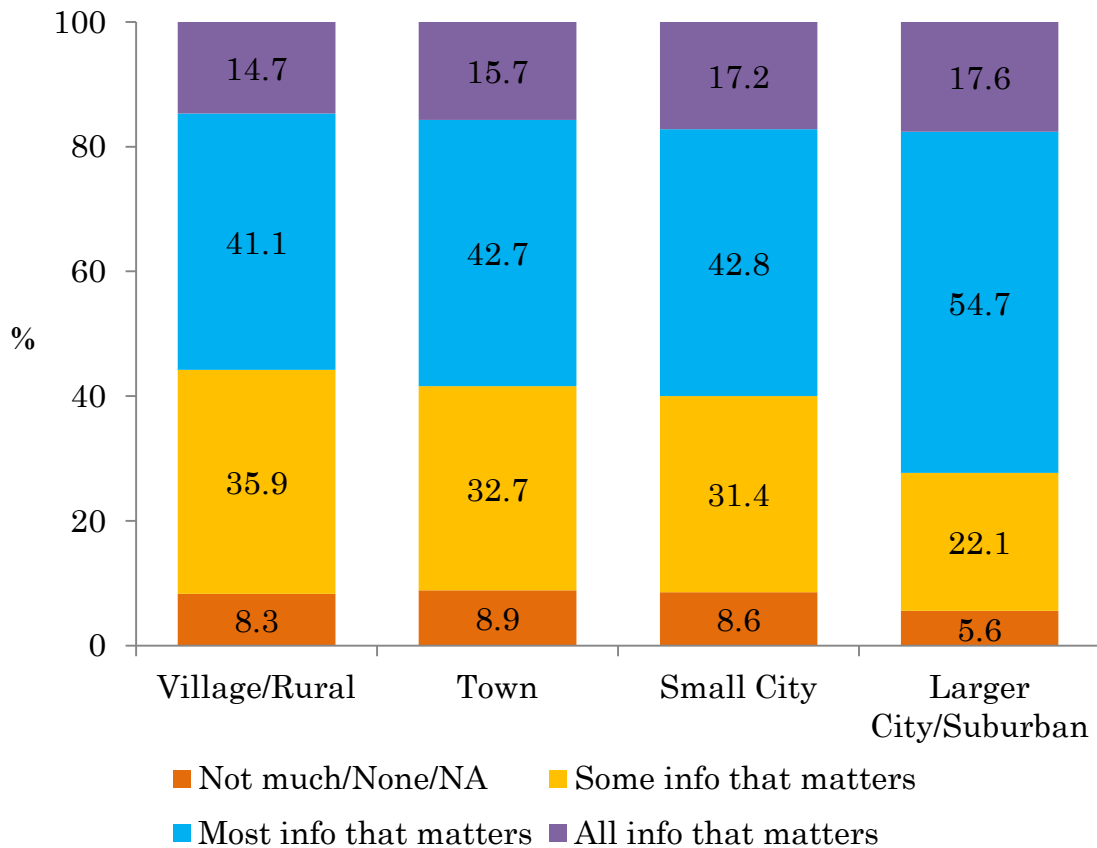
	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source Local Information Once a Week or More:</u>	%	%	%	%
Printed local community newspaper	54.4	58.3	47.1	27.6
Local radio station	19.2	21.8	25.2	26.3
Local TV station	19.1	10.3	20.0	34.8
Social media	4.0	3.9	3.3	3.7
Local community newspaper website	2.8	2.9	3.1	4.3
Blog about local community	1.0	1.6	1.3	0.7
City or town's website	0.8	1.1	2.2	0.7
Local store website	-	-	0.4	0.4
Other	1.4	2.3	1.8	1.1
None of them	6.1	3.3	3.2	6.2

Albertans and those over 55 years of ages were more likely than others to say the printed version of their local community newspaper was their favourite source of local information. Among those who do not receive the community newspaper 16% nevertheless said it was their favourite source.

How Well Favourite Source Provides Local Information

(Base: All with a favourite source of local information = 965)

Most people said their favourite source provides all or most of the local information they need. This was especially true in the larger cities.



There were no noticeable demographic or regional difference in the way this question was answered.

About Information Sources For Local Topics

Source Relied On For Information About Local Restaurants, Clubs Or Bars
(Base: All respondents = 1,015)

For people living outside of larger cities and their suburban areas the printed version of the local community newspaper is by far the source relied on most for information about local restaurants, clubs or bars.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	26.8	27.9	27.8	12.3
Daily newspaper or its website	6.1	2.3	10.7	18.2
Radio	8.2	16.2	17.2	15.6
TV	5.4	5.2	7.8	10.8
Social media	8.3	3.4	8.1	11.4
Store website	1.0	1.7	5.5	11.6
City/Town website	1.8	4.0	2.3	4.2
Other	6.1	13.6	10.1	12.1
Never seek this info	38.0	37.8	33.1	34.6
No answer	17.3	8.7	11.3	6.0

Multiple responses accepted

Women were more likely than men to say they rely on the printed local community newspaper for information about local restaurants, clubs or bars. Manitobans and those aged 45-54 were especially reliant on the community paper for this information.

Source Relied On For Information About Other Local Businesses

(Base: All respondents = 1,015)

For people living outside of larger cities and their suburban areas the printed version of the local community newspaper is by far the source relied on most for information about other local businesses.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	38.1	40.9	37.7	17.0
Daily newspaper or its website	9.6	4.7	11.5	20.9
Radio	10.2	15.6	18.7	14.7
TV	6.6	4.3	6.9	12.1
Social media	5.8	5.5	5.1	10.8
Store website	5.1	6.6	8.2	18.2
City/Town website	1.9	6.0	3.9	2.2
Other	9.1	11.0	10.1	11.5
Never seek this info	16.2	16.5	13.9	18.8
No answer	17.6	12.3	14.8	10.0

Multiple responses accepted

People over 45 were more reliant on the printed local community newspaper for information on other local businesses than were younger respondents.

Source Relied On For Information About Community Or Neighbourhood Events

(Base: All respondents = 1,015)

For people living outside of larger cities and their suburban areas the printed version of the local community newspaper is the single-most relied on source for information about community or neighbourhood events.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	61.8	68.1	51.4	31.0
Daily newspaper or its website	8.7	7.1	14.1	27.0
Radio	21.7	26.3	31.6	19.1
TV	5.8	5.4	15.7	13.4
Social media	7.3	6.7	7.8	10.9
Store website	0.5	0.8	1.1	2.4
City/Town website	4.3	7.3	9.5	9.2
Other	10.1	7.7	7.4	6.1
Never seek this info	7.6	3.1	6.6	16.9
No answer	8.1	8.4	7.7	6.3

Multiple responses accepted

There were no demographic or regional differences in the reliance on the printed local community newspaper for information about community or neighbourhood events. Significantly almost 30% of those who do not receive a local community newspaper nevertheless said they rely on this source for information about these events.

Source Relied On For Information About Local Weather

(Base: All respondents = 1,015)

Television and radio are the sources relied on most for information about local weather irrespective of community size.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	2.4	5.7	6.8	4.1
Daily newspaper or its website	7.9	3.9	7.9	14.8
Radio	39.2	39.5	42.8	33.9
TV	54.9	42.7	52.0	59.7
Social media	9.3	10.4	5.8	8.6
Store website	4.4	4.1	4.2	6.9
City/Town website	5.3	7.4	5.3	5.2
Other	11.7	16.8	14.5	10.9
Never seek this info	5.3	1.8	2.3	0.8
No answer	7.5	6.6	7.6	3.8

Multiple responses accepted

Men more than women, residents of Saskatchewan, and those aged 45 to 64 had above average reliance of radio for local weather information.

Source Relied On For Information About Local Arts And Culture

(Base: All respondents = 1,015)

For people living outside of larger cities and their suburban areas the printed version of the local community newspaper is by far the source relied on most for information about local arts and culture.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	33.0	32.3	35.1	13.8
Daily newspaper or its website	5.0	5.3	12.6	21.4
Radio	9.8	14.0	13.9	17.6
TV	8.8	4.8	8.1	17.6
Social media	8.6	4.0	5.2	9.9
Store website	-	2.6	1.4	3.2
City/Town website	4.5	5.2	7.3	5.9
Other	7.1	7.8	5.3	6.0
Never seek this info	28.8	28.6	23.6	29.4
No answer	15.7	14.5	15.4	8.8

Multiple responses accepted

There were no real demographic or regional differences in the reliance on the printed local community newspaper for information about local arts and culture.

Source Relied On For Information About Local Breaking News

(Base: All respondents = 1,015)

TV and radio are the sources most relied on for breaking local news.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	17.6	16.5	16.2	8.8
Daily newspaper or its website	7.3	8.7	4.7	7.3
Radio	38.8	43.6	48.2	45.0
TV	46.6	43.0	35.3	55.9
Social media	7.1	8.9	7.5	9.4
Store website	-	1.8	1.7	2.1
City/Town website	4.7	4.8	4.4	4.7
Other	4.6	5.6	5.2	2.5
Never seek this info	6.3	5.3	3.0	1.9
No answer	9.4	9.0	8.6	4.5

Multiple responses accepted

Radio was claimed as the most relied on source for local breaking news by people aged 35 to 54. Radio and TV were equally highly relied upon for this news by those in Alberta and Saskatchewan, men and those aged 55 to 64.

Source Relied On For Information About Local Job Openings

(Base: All respondents = 1,015)

For people living outside of larger cities and their suburban areas the printed version of the local community newspaper is by far the source relied on most for information about local job openings.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	33.8	39.3	28.9	9.4
Daily newspaper or its website	8.0	3.7	8.7	16.0
Radio	4.2	3.9	3.8	2.1
TV	1.4	1.0	2.2	1.2
Social media	6.2	6.0	3.7	5.1
Store website	1.2	1.0	3.6	4.7
City/Town website	2.2	3.3	6.1	6.5
Other	5.1	6.0	6.3	7.1
Never seek this info	39.4	39.1	38.8	53.9
No answer	12.9	12.6	14.0	8.0

Multiple responses accepted

Not surprisingly people under 35 were the most reliant on the printed local community newspaper for information about local job openings.

About Information Sources For Local Issues

Source Relied On For Information About Local Traffic Or Transportation

(Base: All respondents = 1,015)

Radio followed by TV are the sources most relied upon for information about local traffic or transportation.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	4.4	13.6	15.7	7.0
Daily newspaper or its website	6.0	2.5	10.3	11.1
Radio	37.4	35.0	39.4	58.1
TV	23.5	12.8	21.0	31.7
Social media	6.6	5.8	3.7	7.2
Store website	-	1.2	1.4	1.3
City/Town website	3.2	5.0	4.0	9.6
Other	5.9	4.4	5.3	3.9
Never seek this info	33.0	36.5	27.0	12.4
No answer	5.3	6.3	6.6	2.4

Multiple responses accepted

People aged 45 to 64 rely more heavily than others on radio for information about local traffic or transportation.

Source Relied On For Information About Local Housing And Real Estate

(Base: All respondents = 1,015)

For people living outside of larger cities and their suburban areas the printed version of the local community newspaper is by far the source relied on most for information about local housing and real estate.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	35.3	47.1	43.3	22.2
Daily newspaper or its website	9.6	1.8	17.2	27.1
Radio	3.9	5.1	4.4	3.5
TV	2.5	2.6	2.2	4.4
Social media	5.5	2.7	7.2	6.5
Store website	4.5	7.8	6.8	7.3
City/Town website	3.8	3.0	3.4	4.6
Other	5.6	10.8	8.1	10.6
Never seek this info	35.2	29.2	35.7	34.3
No answer	9.8	7.8	7.6	5.3

Multiple responses accepted

People aged 45 to 54 were more reliant on the printed local community newspaper for information on local housing and real estate than were other respondents. 18% of those who do not receive a printed local community newspaper still claim to rely on it for this type of information.

Source Relied On For Information About Local Schools And Education

(Base: All respondents = 1,015)

For people living outside of larger cities and their suburban areas the printed version of the local community newspaper is the single-most relied on source for information about local schools and education.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	30.7	32.1	27.5	12.3
Daily newspaper or its website	4.1	3.6	9.5	12.6
Radio	12.9	8.0	8.8	6.7
TV	5.6	3.5	3.5	8.4
Social media	4.5	5.0	5.6	3.2
Store website	2.4	4.7	3.6	5.8
City/Town website	5.4	2.8	5.1	5.8
Other	7.7	6.3	7.8	5.3
Never seek this info	36.0	41.7	40.3	51.9
No answer	9.3	9.7	9.6	6.0

Multiple responses accepted

There were no demographic or regional differences in the reliance on the printed local community newspaper for information local schools and education.

Source Relied On For Information About Local Crime

(Base: All respondents = 1,015)

The printed local community newspaper is the most heavily relied on source of information about local crime for people living outside of larger cities and their suburban areas.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	44.0	59.7	45.8	19.4
Daily newspaper or its website	12.2	8.7	20.8	30.5
Radio	29.9	37.0	37.2	37.9
TV	31.4	19.1	27.3	41.7
Social media	6.3	6.1	6.0	6.6
Store website	-	0.5	0.4	0.8
City/Town website	2.1	2.9	5.8	5.1
Other	5.5	4.7	4.4	3.1
Never seek this info	11.7	11.4	12.1	11.9
No answer	5.2	2.7	3.4	3.2

Multiple responses accepted

People aged 45 to 54 were the most reliant on the printed local community newspaper for local crime information. Even one in six non-receivers of the community newspaper said they rely on this medium for crime information.

About Information Sources For Government Programs And Services

Source Relied On For Information About Federal Politics, Campaigns And Programs

(Base: All respondents = 1,015)

TV is the sources most relied upon for information about federal politics, campaigns and programs across all community sizes.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	20.7	22.2	24.5	13.7
Daily newspaper or its website	13.4	13.0	21.2	40.2
Radio	28.9	31.0	26.7	28.9
TV	62.5	62.2	58.5	60.2
Social media	6.6	7.7	5.6	9.4
Government website	11.1	6.1	12.3	14.9
Govt. Office/ Representative	3.5	4.9	4.0	6.0
Other	2.3	5.1	3.9	2.8
Never seek this info	13.9	18.9	13.7	11.2
No answer	4.1	1.7	4.7	2.2

Multiple responses accepted

People who subscribe to or receive a local community newspaper, men and those aged 65 or older are the most likely to rely on TV for information about federal politics, campaigns and programs.

Source Relied On For Information About Provincial Politics, Campaigns And Programs

(Base: All respondents = 1,015)

TV is the sources most relied upon for information about provincial politics, campaigns and programs across all community sizes.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	25.1	24.4	28.1	13.3
Daily newspaper or its website	15.6	14.1	21.5	39.6
Radio	29.8	31.6	30.4	28.8
TV	61.6	58.8	57.5	61.6
Social media	5.1	6.9	6.0	7.2
Government website	11.2	5.7	10.3	11.6
Govt. Office/ Representative	6.8	3.5	4.2	4.5
Other	4.1	2.2	4.8	2.9
Never seek this info	11.6	17.9	13.8	10.6
No answer	5.1	2.8	4.9	3.6

Multiple responses accepted

As was the case federally, people who subscribe to or receive a local community newspaper, men and those aged 65 or older are the most likely to rely on TV for information about provincial politics, campaigns and programs.

Source Relied On For Information About Local Politics, Campaigns And Programs

(Base: All respondents = 1,015)

For people living outside of larger cities and their suburban areas the printed version of the local community newspaper is the single-most relied on source for information about local politics, campaigns and programs.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	51.7	52.0	46.6	19.2
Daily newspaper or its website	10.8	11.9	17.9	40.9
Radio	22.4	32.9	32.6	34.5
TV	29.0	22.1	34.3	48.7
Social media	6.2	6.1	6.4	8.7
Government website	1.6	2.0	6.7	7.8
Govt. Office/ Representative	2.2	3.7	3.0	3.4
Other	7.2	4.8	5.7	4.4
Never seek this info	12.8	17.2	13.4	11.2
No answer	6.1	3.9	4.9	3.1

Multiple responses accepted

The printed local community newspaper was especially relied on for local politics, campaigns and programs by people aged 45 or older.

Source Relied On For Information About Health Information And Services

(Base: All respondents = 1,015)

People seek information about health services from a variety of media. Outside of the larger cities the printed local community newspaper plays a very significant role.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	28.7	31.0	26.9	10.7
Daily newspaper or its website	13.5	7.4	14.9	26.6
Radio	17.3	18.9	20.6	16.0
TV	25.5	26.1	28.6	27.7
Social media	6.8	8.6	5.5	8.2
Government website	19.8	15.9	25.4	31.8
Govt. Office/ Representative	4.6	6.7	6.7	10.5
Other	15.1	16.3	11.1	12.2
Never seek this info	10.4	13.4	11.8	11.5
No answer	7.3	3.9	6.0	2.9

Multiple responses accepted

Seniors i.e. those over 65 and the ones most in need of health information and services are more reliant than others on the printed local community newspaper for this information.

Source Relied On For Information About Taxes And Tax Issues

(Base: All respondents = 1,015)

People in all community sizes rely on a variety of sources for information about taxes and tax issues.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	19.7	20.4	20.2	7.9
Daily newspaper or its website	6.2	3.9	13.6	21.8
Radio	10.7	11.2	11.6	12.1
TV	17.2	14.8	19.4	18.6
Social media	2.7	1.9	1.7	3.6
Government website	18.0	14.8	21.7	30.5
Govt. Office/ Representative	8.4	11.6	10.7	13.1
Other	14.9	13.1	11.9	9.5
Never seek this info	19.1	27.5	18.4	18.2
No answer	10.2	10.7	8.6	6.2

Multiple responses accepted

People aged 65 or older were particularly reliant on the printed local community newspaper for information about taxes and tax issues.

Source Relied On For Information About Zoning, Building And Development

(Base: All respondents = 1,015)

More than half the people in all community sizes expressed little or no interest in information about zoning, building or development. Those that are interested rely on a variety of sources for the information.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	19.4	22.1	24.8	7.3
Daily newspaper or its website	5.0	3.9	8.9	14.4
Radio	3.0	7.2	5.0	5.2
TV	4.1	4.9	5.7	7.3
Social media	1.6	2.8	0.9	1.9
Government website	6.5	2.5	12.2	16.6
Govt. Office/ Representative	7.5	9.7	8.0	7.9
Other	7.4	4.5	3.5	3.8
Never seek this info	48.4	51.2	41.0	48.7
No answer	9.2	7.9	8.7	6.2

Multiple responses accepted

Men were more likely than women to rely on a printed local community newspaper for information about zoning, building and development.

Source Relied On For Information About Social Services

(Base: All respondents = 1,015)

More than half the people in all community sizes expressed little or no interest in information about social services e.g. housing, food and child care. Those that are interested and live in smaller communities rely more on printed community newspapers than on any other source for the information.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	17.6	17.2	20.1	6.7
Daily newspaper or its website	4.9	3.7	6.8	15.6
Radio	7.8	10.8	5.7	6.0
TV	6.1	10.3	8.9	6.5
Social media	4.8	2.9	4.5	4.4
Government website	6.8	10.8	12.7	11.3
Govt. Office/ Representative	5.0	7.7	5.0	5.7
Other	5.7	4.4	5.1	4.0
Never seek this info	54.8	53.7	48.4	55.9
No answer	7.3	7.0	5.8	3.4

Multiple responses accepted

People aged 65 or older were particularly reliant on the printed local community newspaper for information about social services.

Source Relied On For Public Notices

(Base: All respondents = 1,015)

For people living outside of larger cities and their suburban areas a printed local community newspaper is the most relied on source of public notices

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	44.8	48.6	41.6	16.7
Daily newspaper or its website	12.1	7.0	16.3	33.4
Radio	20.5	24.8	21.8	23.6
TV	19.7	17.0	20.9	25.4
Social media	5.0	2.5	5.6	8.2
Government website	4.5	3.0	10.5	11.7
Govt. Office/ Representative	2.9	2.5	3.3	2.0
Other	6.6	5.7	6.7	3.3
Never seek this info	14.6	17.9	19.6	21.2
No answer	13.4	12.0	9.7	10.3

Multiple responses accepted

There were no demographic or regional differences in the people relying on a printed local community newspaper for public notices.

Source Relied On For Information About Other Federal Government Activities And Services

(Base: All respondents = 1,015)

People living in all communities rely on a variety of sources for information about other federal government activities and services.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	20.1	19.2	21.0	6.8
Daily newspaper or its website	8.9	8.1	12.8	24.9
Radio	18.7	22.1	17.6	16.7
TV	27.5	30.4	33.1	26.4
Social media	5.6	2.0	5.2	5.7
Government website	13.9	21.9	24.0	30.6
Govt. Office/ Representative	5.8	7.2	6.3	8.5
Other	7.4	5.3	5.0	5.8
Never seek this info	24.3	25.2	23.4	20.5
No answer	8.5	7.2	6.9	5.1

Multiple responses accepted

Printed local community newspapers were especially relied on by seniors for information about other federal government activities and services.

Source Relied On For Information About Other Provincial Government Activities And Services

(Base: All respondents = 1,015)

People living in all communities rely on a variety of sources for information about other provincial government activities and services.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	22.6	21.2	24.6	8.0
Daily newspaper or its website	9.4	7.7	13.8	27.4
Radio	18.4	20.3	20.2	16.6
TV	29.8	31.0	34.2	28.9
Social media	3.9	2.0	4.6	5.5
Government website	15.8	20.6	22.2	31.4
Govt. Office/ Representative	6.5	7.3	5.9	7.9
Other	6.9	5.0	4.6	4.6
Never seek this info	20.8	24.9	23.0	19.6
No answer	7.5	6.7	5.3	4.3

Multiple responses accepted

Printed local community newspapers were especially relied on by seniors for information about other provincial government activities and services.

Source Relied On For Information About Other Local Government Activities And Services

(Base: All respondents = 1,015)

The printed local community newspaper is the most heavily relied on source of information about local government activities and services by people living outside the larger cities and their suburbs.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Source relied on:</u>	%	%	%	%
Printed local community newspaper	37.5	39.2	34.2	12.1
Daily newspaper or its website	6.6	7.0	13.8	28.4
Radio	18.2	21.4	22.6	20.1
TV	18.7	19.2	24.0	26.7
Social media	5.9	3.0	6.0	6.3
Government website	11.7	15.4	17.8	27.3
Govt. Office/ Representative	6.3	7.9	7.9	7.2
Other	10.2	5.8	5.0	6.7
Never seek this info	19.1	23.4	19.9	18.6
No answer	6.0	6.1	6.5	4.0

Multiple responses accepted

Men were more reliant than women on a printed local community newspaper for information about other local government activities and services. This medium was also relied on more heavily by seniors than by younger people.

About Attitudes Toward Various Media

Media Most Likely To Share News From

(Base: All respondents = 1,015)

People share news with friends and family from all the traditional media. Outside of the larger cities and their suburbs a printed local community newspaper replaces the daily newspaper and its website in this respect.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Share news from:</u>	%	%	%	%
Printed local community newspaper	56.2	57.9	49.9	24.3
Daily newspaper or its website	18.4	15.6	29.1	49.1
Radio	44.4	47.0	50.2	49.7
TV	55.0	54.0	56.1	62.5
Social media	15.7	13.6	15.8	18.7
City/Town website	6.1	9.6	11.0	9.4
Store website	1.1	1.8	4.2	4.9
None of them	11.3	10.0	9.7	8.1

Multiple responses accepted

People aged 45 to 54 expressed more likelihood to share news from a local community newspaper with friends and family than did those in other age groups. 20% of those who do not receive or subscribe to a printed local community newspaper nevertheless said they were likely to share news from this source with others.

Media Most Likely To Trust Information From

(Base: All respondents = 1,015)

People trust information from all the traditional media. Outside of the larger cities and their suburbs a printed local community newspaper replaces the daily newspaper and its website in this respect.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Most likely to trust:</u>	%	%	%	%
Printed local community newspaper	48.8	44.6	45.4	19.3
Daily newspaper or its website	17.3	13.2	23.1	42.3
Radio	35.6	37.7	42.8	42.5
TV	44.0	46.0	46.9	52.7
Social media	3.6	3.5	4.4	6.5
City/Town website	9.5	12.5	15.3	17.6
Store website	1.8	1.2	1.4	4.8
None of them	16.3	18.5	16.7	17.0

Multiple responses accepted

People in Saskatchewan were more trusting of information from printed local community newspapers than were those in other provinces covered by the survey. Those under 45 years of age were particularly trusting of the information they get from this medium.

Media Feel Most Connected To

(Base: All respondents = 1,015)

People feel connected all the traditional media. Outside of the larger cities and their suburbs a printed local community newspaper replaces the daily newspaper and its website in this respect.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Most connected to:</u>	%	%	%	%
Printed local community newspaper	32.5	31.8	30.5	9.8
Daily newspaper or its website	12.1	8.1	18.8	34.0
Radio	27.6	26.5	35.3	34.7
TV	39.0	35.0	41.0	50.9
Social media	8.6	5.8	7.0	8.7
City/Town website	1.3	4.5	1.9	3.4
Store website	-	0.6	1.4	1.4
None of them	16.4	16.6	16.0	11.8

Multiple responses accepted

There were no demographic or regional differences in the percentages of respondents claiming to feel most connected to a printed local community newspaper.

Media That Sometimes Inspire Action Based On Information Received

(Base: All respondents = 1,015)

Forty percent of people in all community sizes said none of the media would inspire them to take action based on information they contain. Among those who would feel inspired to take action the traditional media were most likely to inspire such action with printed local community newspapers replacing daily news papers and their websites in smaller urban and rural areas.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Inspire action:</u>	%	%	%	%
Printed local community newspaper	29.9	31.8	31.9	10.0
Daily newspaper or its website	8.4	8.0	16.2	28.1
Radio	22.3	20.5	28.3	25.4
TV	23.4	21.5	28.9	32.7
Social media	8.5	9.6	10.5	8.6
City/Town website	1.6	3.5	4.6	4.4
Store website	-	0.6	1.7	2.1
None of them	41.3	41.1	36.8	40.0

Multiple responses accepted

There were no demographic or regional differences in the percentages of respondents claiming to sometimes feel inspired to take action based on information they have received from a printed local community newspaper.

About Involvement With Advertisements In Various Media

Media Most Likely To Notice The Ads In

(Base: All respondents = 1,015)

People living outside the larger cities and their suburbs were most likely to notice ads appearing in printed local community newspapers.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Notice ads in:</u>	%	%	%	%
Printed local community newspaper	65.9	70.1	58.9	32.8
Daily newspaper or its website	20.4	12.2	30.0	48.1
Radio	21.4	20.8	21.8	25.3
TV	35.0	32.8	29.5	41.9
Social media	5.6	5.8	5.1	7.1
City/Town website	1.0	1.6	4.0	1.8
Store website	3.6	4.3	5.2	10.5
None of them	12.1	13.4	16.0	15.1

Multiple responses accepted

People aged over 45 expressed more likelihood to notice ads in a local community newspaper than did those who are younger. Almost a third of those who do not receive or subscribe to a printed local community newspaper nevertheless said they notice ads in them.

Media Most Likely To Have Ads Ignored

(Base: All respondents = 1,015)

Sixty percent of respondents said they did not ignore ads in any of the listed media. That said, TV was the medium most likely to have ads that are ignored.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Ignore ads in:</u>	%	%	%	%
Printed local community newspaper	11.6	11.4	11.4	10.2
Daily newspaper or its website	11.9	12.3	9.6	18.6
Radio	16.3	14.3	18.0	20.0
TV	25.7	18.7	25.3	25.9
Social media	17.7	21.4	20.0	18.8
City/Town website	9.4	10.5	9.9	10.6
Store website	11.4	11.1	7.9	10.5
None of them	43.9	42.4	42.1	38.3

Multiple responses accepted

People under 45 years of age were more likely than older respondents to say they ignore ads appearing in a printed local community newspaper.

Best Place To Find Advertising For Local Stores And Services

(Base: All respondents = 1,015)

Outside of the larger cities and their suburbs printed local community newspapers were overwhelmingly the media thought best to find advertising for local stores or services.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Best for local stores and services:</u>	%	%	%	%
Printed local community newspaper	67.8	67.8	64.2	34.1
Daily newspaper or its website	13.6	6.0	21.3	43.8
Radio	14.4	23.2	19.7	14.7
TV	7.9	8.1	6.3	12.5
Social media	3.8	4.4	4.5	4.3
City/Town website	1.3	5.6	3.2	2.6
Store website	5.4	7.1	5.3	17.3
None of them	15.3	13.1	12.2	13.9

Multiple responses accepted

There were no demographic or regional differences in the percentages of respondents saying printed local community newspapers were the best source of advertising for local stores and services. Even a third of those who do not get the newspapers believed this.

Media That Contain Ads More Likely To Inspire Purchases

(Base: All respondents = 1,015)

Almost sixty percent of people in all community sizes said they would be inspired to purchase an advertised product or service. Newspapers generally - local community ones in areas outside the larger cities and their suburbs and daily newspapers in the larger cities - were more likely to contain such ads than were other media.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Provoke purchases:</u>	%	%	%	%
Printed local community newspaper	35.8	32.3	41.8	17.2
Daily newspaper or its website	11.1	5.2	10.8	31.7
Radio	6.6	9.8	7.9	8.8
TV	7.5	11.5	9.1	15.5
Social media	4.5	4.4	3.1	1.9
City/Town website	-	1.0	0.3	1.1
Store website	3.9	6.5	4.8	12.1
None of them	45.9	48.4	41.3	40.4

Multiple responses accepted

There were no demographic or regional differences in the percentages of respondents saying a printed local community newspaper contained ads that make them more likely to purchase.

Media That Contain Annoying Ads

(Base: All respondents = 1,015)

Television was overwhelmingly thought to be the medium most likely to contain annoying ads.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Contain annoying ads:</u>	%	%	%	%
Printed local community newspaper	5.7	9.0	5.3	6.6
Daily newspaper or its website	5.9	11.1	5.6	12.9
Radio	24.3	18.7	19.4	24.1
TV	41.6	42.9	41.6	46.1
Social media	16.8	14.1	14.4	17.1
City/Town website	4.4	2.1	2.6	4.4
Store website	4.3	4.4	2.6	7.0
None of them	38.3	43.4	40.0	32.6

Multiple responses accepted

The impression that television contains annoying ads was held across the demographic and regional spectrum.

Media That People Would Rather Contain No Advertising

(Base: All respondents = 1,015)

While half the respondents were tolerant of advertising in all media, television was the one that most mentioned as the one they would prefer had no advertising content.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Rather had no ads:</u>	%	%	%	%
Printed local community newspaper	4.5	6.8	5.7	6.9
Daily newspaper or its website	3.5	4.4	4.4	7.5
Radio	14.0	12.1	17.1	21.9
TV	30.4	32.0	32.8	36.6
Social media	11.9	14.7	12.5	14.2
City/Town website	5.1	7.9	8.3	9.5
Store website	3.1	4.4	2.1	4.3
None of them	49.8	50.4	48.0	41.7

Multiple responses accepted

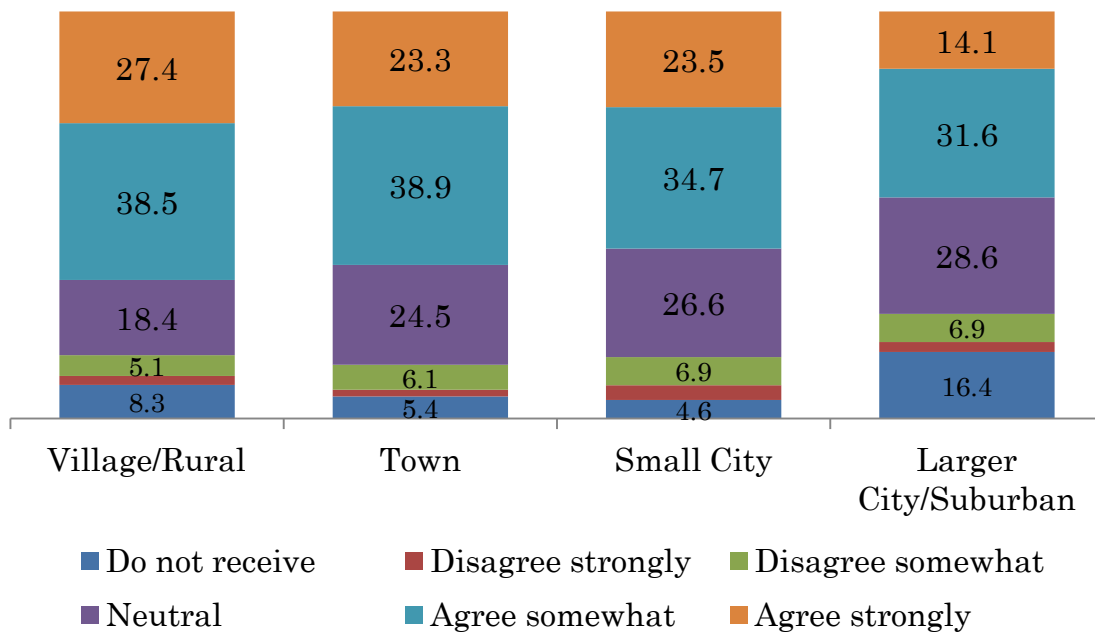
Recipients of printed local community newspapers were more likely to say they would prefer no advertising on television than were those who do not receive these newspapers.

About Local Community Newspaper

Agreement That Local Community Newspaper Is Source Of Pride For Community

(Base: All respondents = 1,015)

The smaller the community size the greater the percentage of citizens who say the local printed newspaper is a source of pride for the community

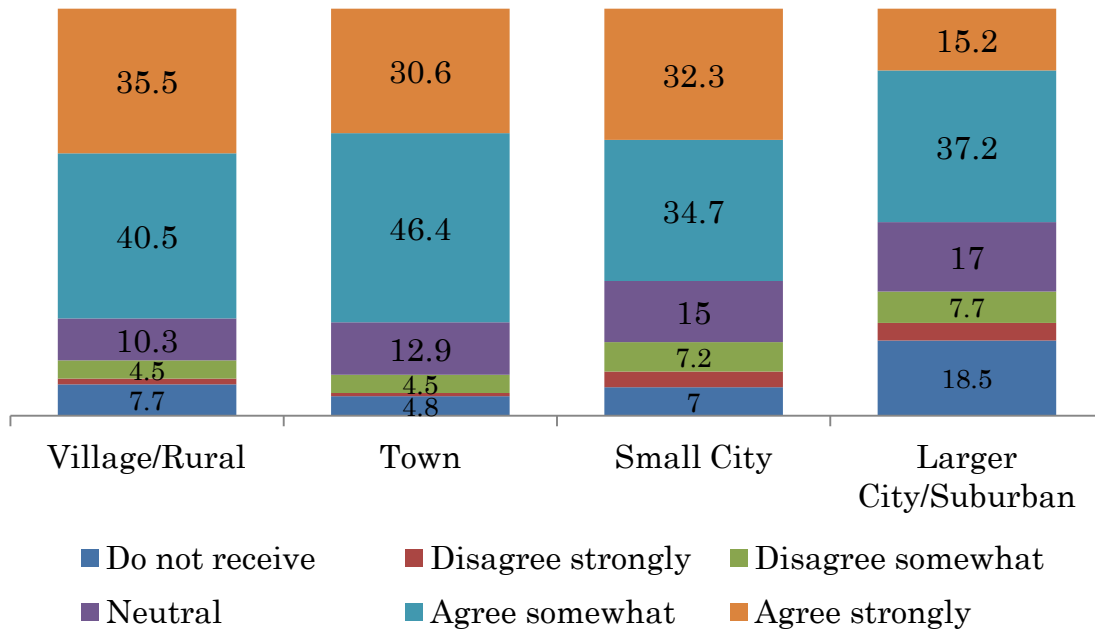


There were no demographic or regional differences in the way the printed community newspaper was rated on this characteristic. Almost a third of those who do not receive a printed local community newspaper nevertheless said it is a source of pride for their community.

Agreement I Get Most Information About The Activities In My community From Local Newspaper

(Base: All respondents = 1,015)

The smaller the community size the greater the percentage of citizens who say they get most of the information about the activities in their community from the local newspaper

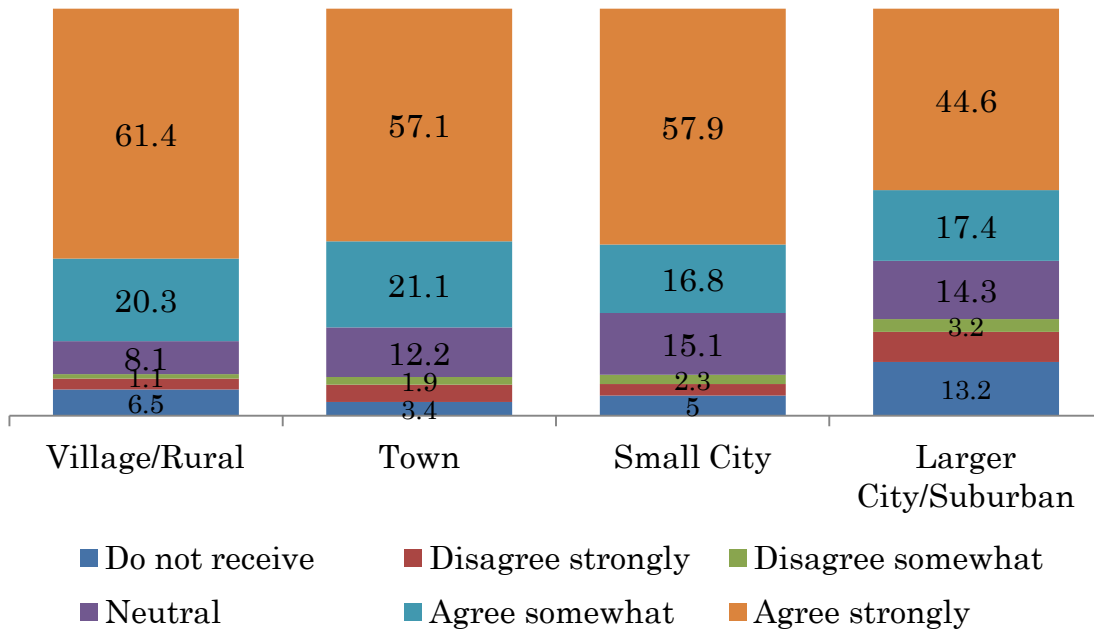


People over 55 years of age agree most strongly that they get most of the information about the activities in their community from the local paper. 35% of those who do not receive a printed local community newspaper nevertheless said it is the source of most of this type of information for them.

Agreement That I Would Much Prefer That My Local Newspaper Remain In Printed Form

(Base: All respondents = 1,015)

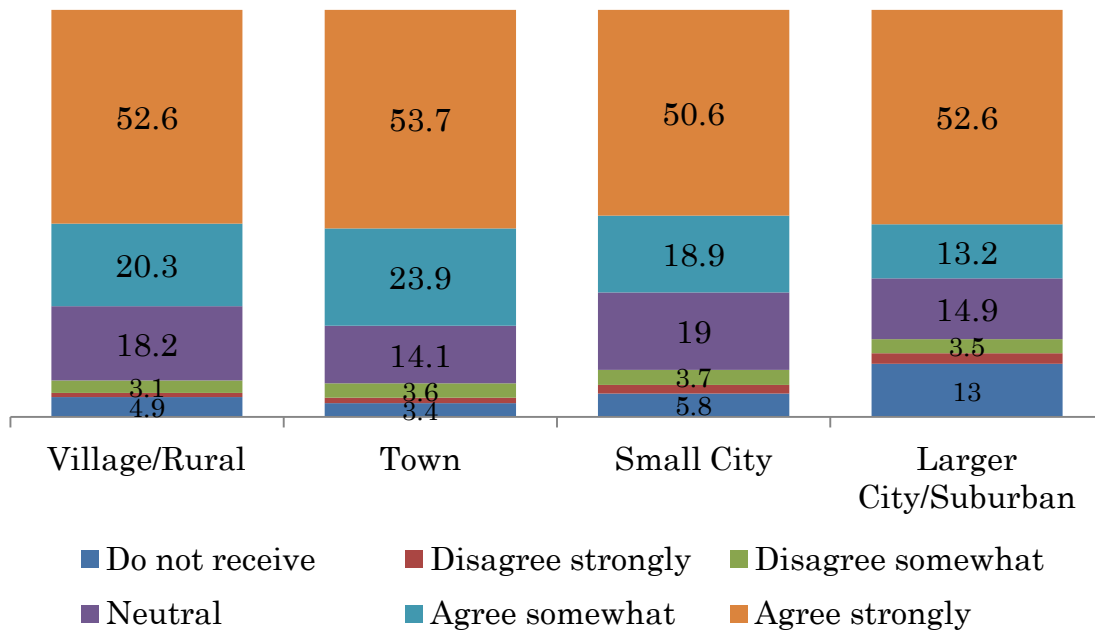
The smaller the community size the more people would prefer that the local newspaper remain in printed form as opposed to an online format if given the choice.



People 65 and older were strongest in the desire to keep the local newspaper in printed format. Almost 45% of those who do not receive a printed local community newspaper nevertheless also preferred the paper printed.

Agreement That Ads Dominating Front Page Of Newspaper Are Disliked
 (Base: All respondents = 1,015)

There is strong agreement across all community sizes that it is disliked when ads dominate the front page of the newspaper.

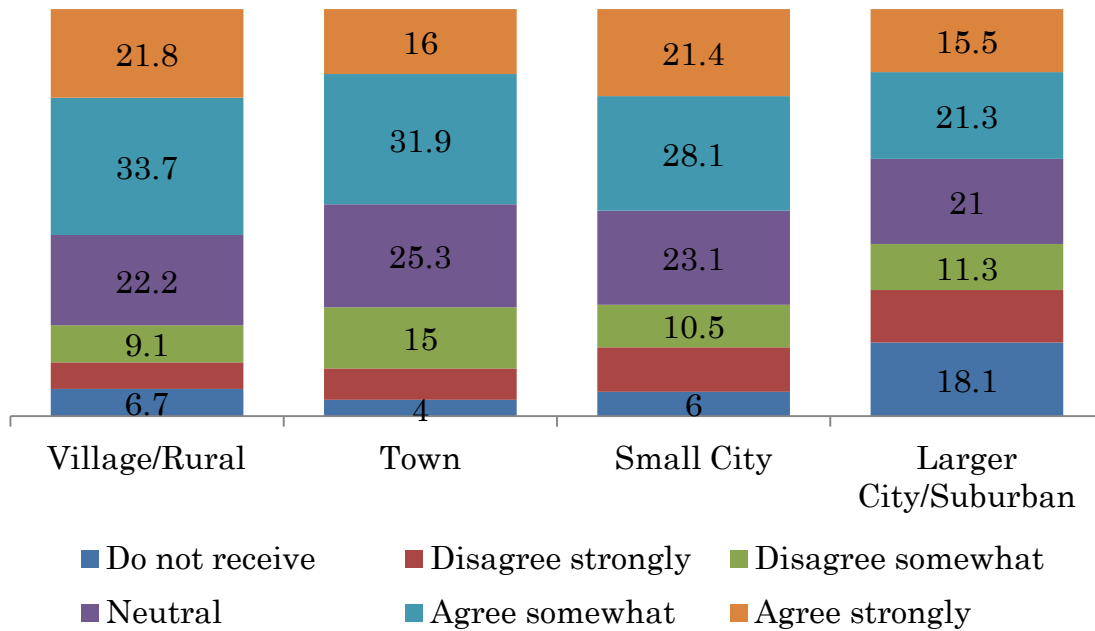


Men dislike ads dominating the front page of the newspaper more strongly than do women.

Agree If I Miss An Issue Of The Local Newspaper I Feel I Am Missing News That Is Important To Me

(Base: All respondents = 1,015)

The smaller the community size the more people agree that missing an issue of the local printed newspaper would cause them to feel they were missing news that is important to them.

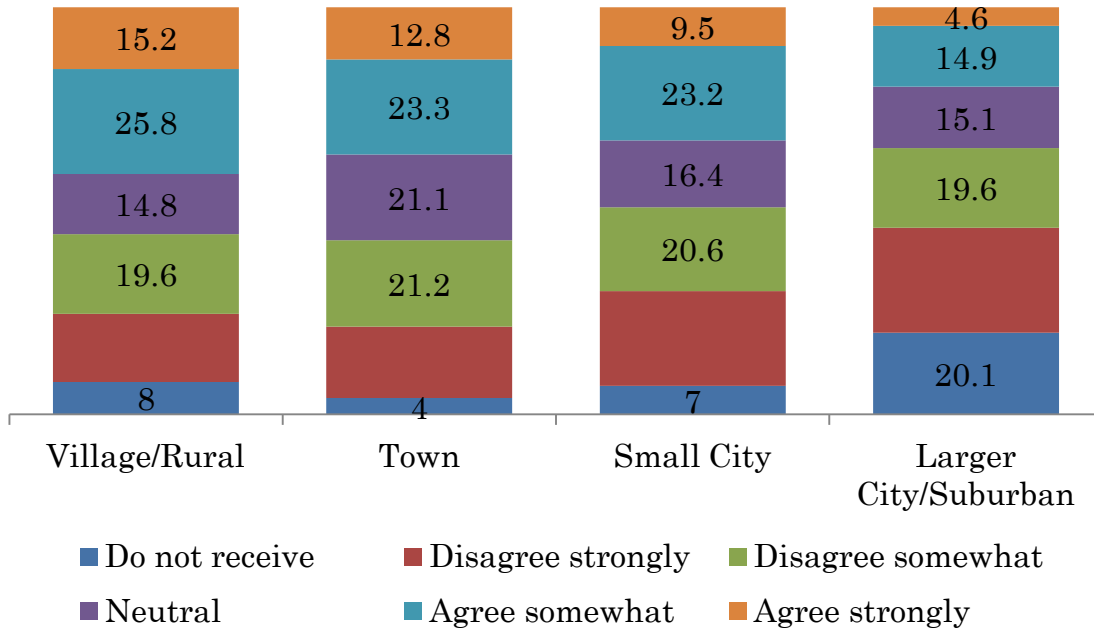


The belief that missing an issue of the printed local newspaper would cause them to miss news that is important to them was more strongly held by women than by men. People in Saskatchewan and those over 65 years of age also held this opinion more strongly than did others.

Agree My Newspaper Is The Only Source I Use For Information About My Community

(Base: All respondents = 1,015)

The smaller the community size the more people are solely reliant on the local printed newspaper for information about their community.

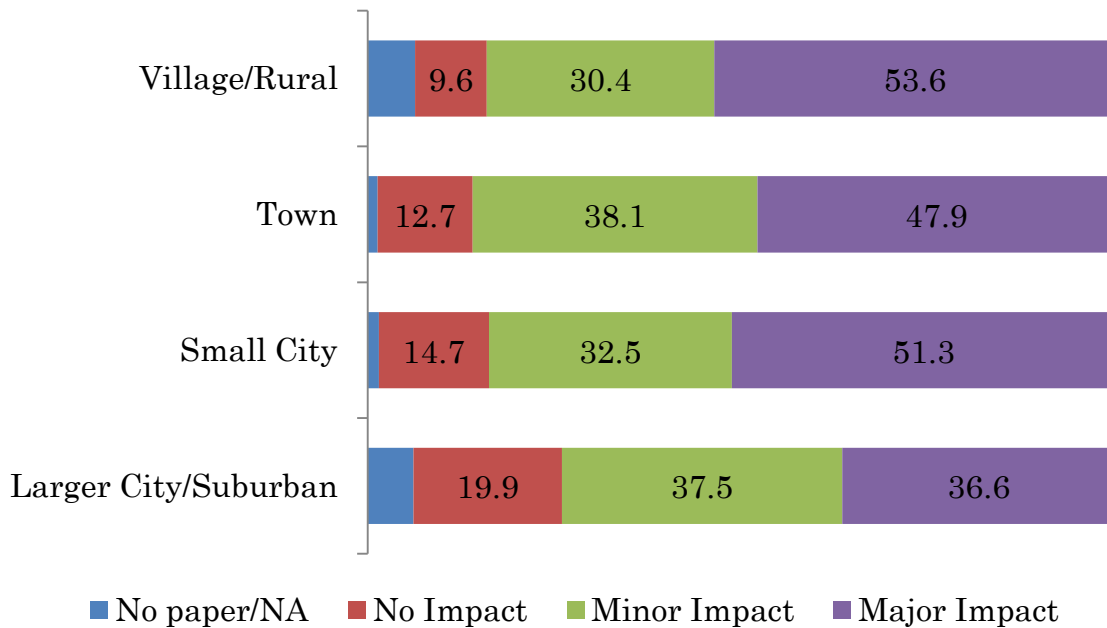


Sole reliance on the local printed newspaper for information about the community was strongest among those 65 or older. People in Manitoba agreed with this somewhat less than did others.

Perceived Impact Of Loss Of Local Newspaper On Community

(Base: All respondents = 1,015)

People outside of larger cities and their suburbs were more likely to believe that the loss of their local printed newspaper would have an impact on their community than were those living in larger communities.



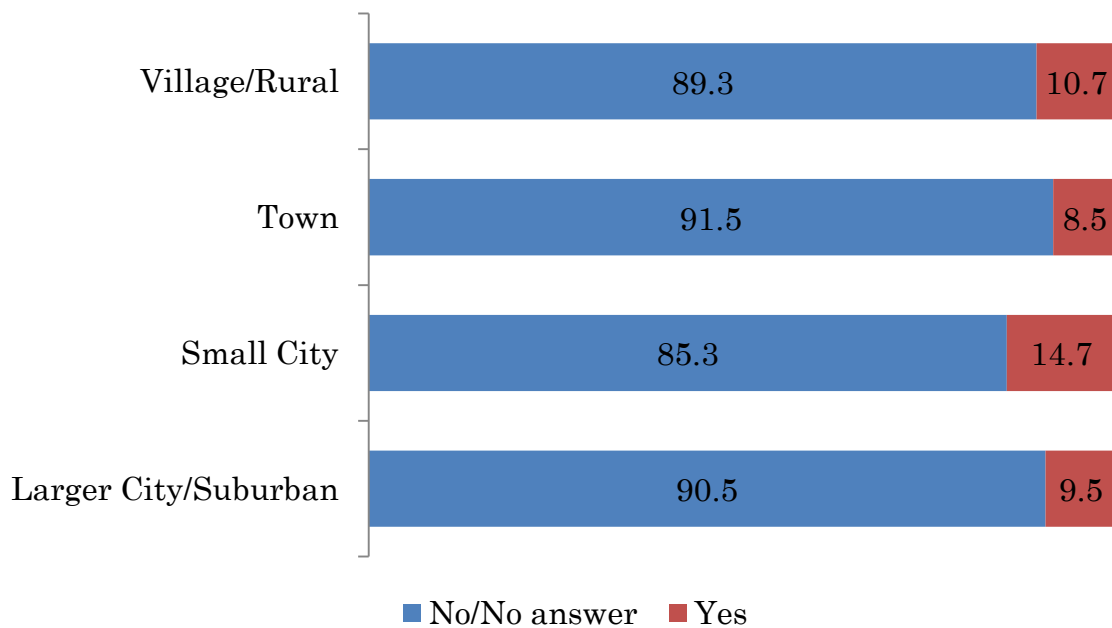
People under 45 and those living in Manitoba were less likely than others to feel the loss of the local printed community newspaper would have an impact on their community. Among those who do not receive a local printed newspaper, more than half felt its loss would impact their community (20% major impact; 36% minor impact).

About Online And Mobile Media

Whether Pay To Get Local Information Or News From Source Other Than Printed Newspaper

(Base: All respondents = 1,015)

Very few people in any size community claimed to pay for local information or news from a source other than a printed newspaper. This included websites, blogs and other online sources.

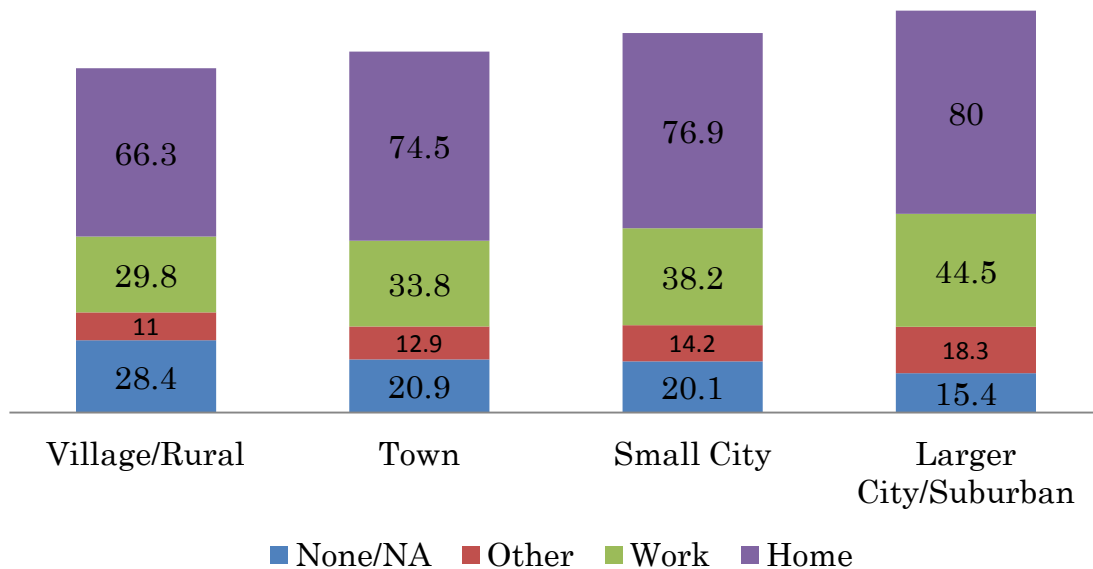


Men were more likely than women to pay for local information or news from a source other than a printed local community newspaper.

Locations In Which Internet Or Email Ever Used

(Base: All respondents = 1,015)

The smaller the community size the more people do not have access to the Internet or email at all. Among those that do have access, the majority in all communities have it at home.

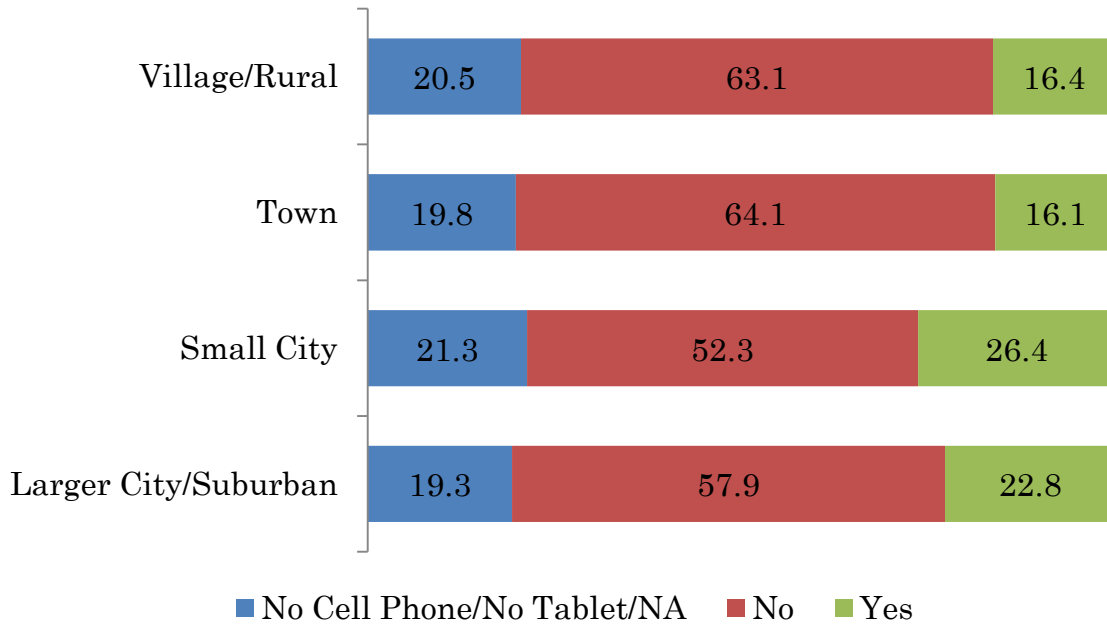


Those that subscribe to or receive a printed local community newspaper free are more likely to have no access to the Internet or email than are those who do not receive a local newspaper. People over 65 are significantly less likely than younger people to access either the Internet or email.

Whether Have Apps That Access Local Community Information

(Base: All respondents = 1,015)

Very few people in any size community claimed to have apps that help them get information about their local community. Among those that do the incidence was significantly higher in cities of any size than among those in smaller communities.

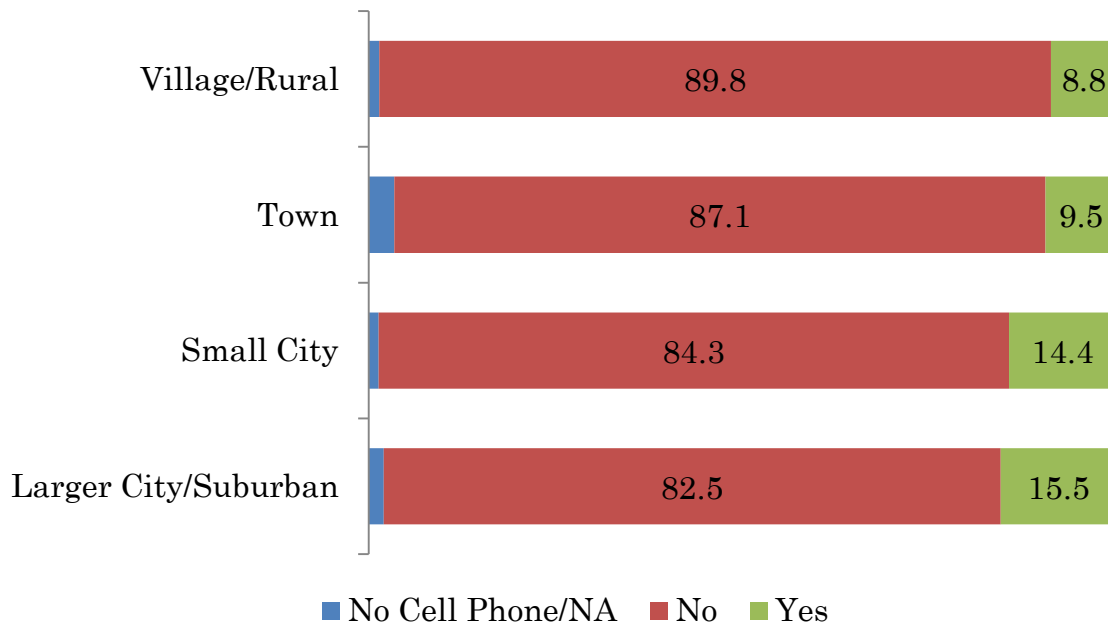


Younger respondents were the more likely than older ones to have apps that access information about their communities.

Whether Get News Alerts About Local Community On Cell Phone, By Text Or Email

(Base: Owners of cell phones and/or tablets = 811)

Very few people in any size community claimed to have get news alerts about their local community on their cell phones. Among those that do the incidence was significantly higher in cities of any size than among those in smaller communities.

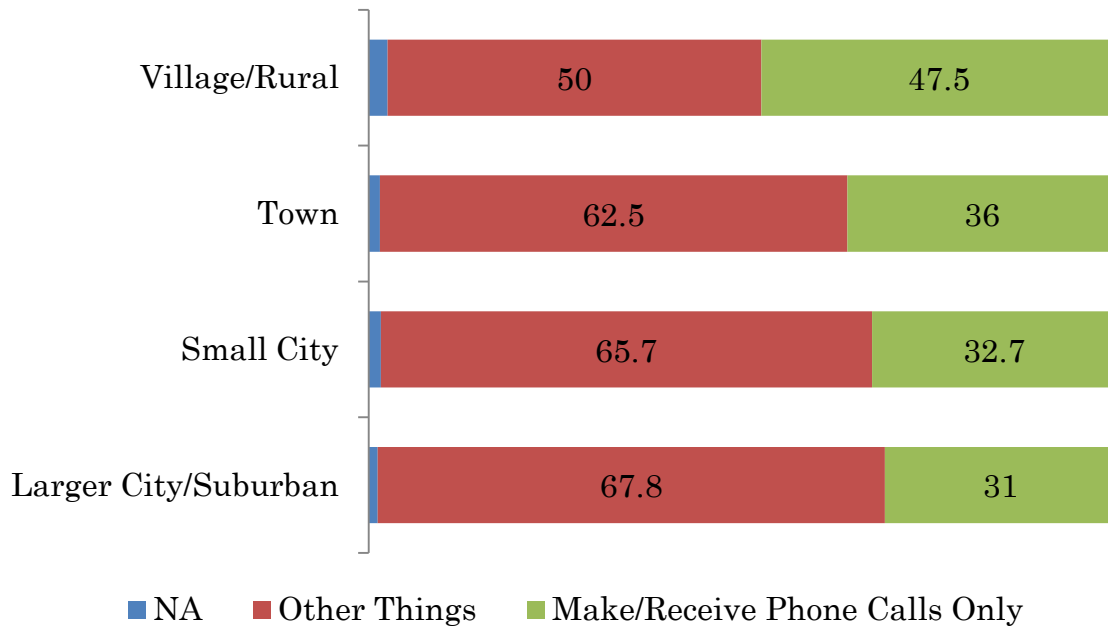


People who do not receive a printed local community newspaper and those aged 35 to 54 were more likely than others to receive community news alerts on the cell phones than were others.

What Cell Phone Is Used For

(Base: Owners of cell phones = 795)

The smaller the community, the more likely its citizens were to use their cell phones to make and receive phone calls only.



People who do receive a printed local community newspaper, residents of Saskatchewan and those over 65 years of age were more likely than others to use their cell phones to make and receive phone calls only.

Purposes For Which Cell Phones Or Tablets Are Used

(Base: Owners of cell phones and/or tablets = 811)

People in cities of any size are more likely to use their mobile devices to access all types of information than are those in towns, villages and rural areas. By far the most significant usage of mobile devices other than to make or receive phone calls, is to check weather reports.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Cell Phone/Tablet Used To:</u>	%	%	%	%
Go online for info about local community	25.8	27.2	40.6	41.8
Get info about local traffic or transportation	22.6	17.1	22.3	33.5
Find out about local govt. programs or services	15.3	12.7	22.7	23.5
Find out about provincial govt. programs or services	15.5	15.1	22.5	19.9
Find out about federal govt. programs or services	13.1	14.8	19.4	18.1
Check local sports scores or get local sports updates	16.0	26.0	30.7	27.0
Check local weather reports	53.7	63.9	66.3	65.0
Find local restaurants or other local businesses	22.2	19.3	25.8	42.8
Get or use coupons or discounts from local stores or businesses	13.6	16.2	10.9	24.3
None mentioned	38.6	35.3	29.6	30.1

Multiple responses accepted

Residents of Saskatchewan were significantly less likely than those in the other test areas to use their cell phones or tablets for any of the listed purposes. Usage of mobile devices for any of the above was more prevalent among younger than older people - 56% of those over 65 did not mention using a mobile device for any of the purposes listed.

Type Of Internet Connections At home

(Base: All respondents = 1,015)

While residents of larger communities are more likely to have internet connection via cable TV modem, those in less populated communities are more likely to connect via satellite or more outdated technologies. Almost one in five residents of villages and rural areas said they did not have an internet connection of any kind in the home.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Connections at home:</u>	%	%	%	%
Dial-up telephone line	14.1	15.6	11.8	10.5
DSL-enabled phone line	18.1	27.3	28.4	22.7
Cable TV modem	9.3	22.0	39.5	47.8
Cellular or mobile connection	20.5	22.7	27.9	25.0
Fibre-optic connection	5.0	6.2	9.4	7.0
Satellite	24.8	19.1	11.0	7.0
Don't know/no answer	14.4	14.4	11.7	9.1
Don't have internet connection	18.3	10.8	11.7	9.9

Multiple responses accepted

Almost one of every four respondents aged 65 or older claimed to have not connection to the internet at all.

Things Ever Done To Get And/Or Share Local Information Online

(Base: Those with internet connection = 852)

The majority of respondents in this survey did not get or share local information online. Those in cities were somewhat more likely than those in smaller communities to have participated in these activities.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Things done online:</u>	%	%	%	%
Contributed to online discussion or message board about local community	4.4	6.7	10.4	8.4
Customized home page to include favourite local info or news sources or topics	6.8	8.2	17.3	10.5
Emailed link to local news story or video to someone you know	19.6	21.6	26.4	28.0
Tagged or categorized online local news content	6.1	6.4	6.7	6.7
Contributed own article, opinion piece, picture or video about local community to a news site	8.1	10.7	6.4	4.0
Commented on a local news story or local blog read online	7.8	8.2	13.9	11.9
Posted news or info about local community on social networking site like Facebook	13.2	13.7	17.1	14.9
Posted news or info about local community on social networking site like Twitter	0.6	2.6	3.4	3.4
Posted news or info about local community on another social networking site	2.9	1.4	2.9	2.4
None mentioned	64.0	60.2	55.7	57.2

Multiple responses accepted

Younger people were more likely to participate in online news sharing than were older folks. Only a quarter of those over 65 had any involvement at all.

Activities In Past 30 Days As Result Of Seeing Ads On a Website

(Base: All respondents = 1,015)

Half or more of the respondents claimed to have taken some action as a result of seeing online ads in the past 30 days. Activity grew with increasing community size and almost a third of those living in towns, villages and rural areas said they had no access to a computer.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Done after seeing ads online:</u>	%	%	%	%
Became aware of a product or service	24.2	24.6	26.8	33.9
Clicked on ad to learn more	25.5	22.5	28.0	30.0
Used online search to learn more about the product or service	40.3	45.1	42.2	43.6
Bought something as advertised	18.0	16.1	19.1	19.9
Referred the ad to someone else	9.1	8.7	10.9	10.3
Visited a store or showroom	15.6	16.4	23.6	18.7
ANY ACTIVITY ABOVE	49.2	52.7	55.1	56.8
Generally ignore ads on websites	33.7	37.5	38.8	39.3
No computer or tablet/NA	29.5	28.8	21.3	18.9

Multiple responses accepted

Those that do not receive a printed local community newspaper were more likely to take action after seeing online ads than were those who do get the newspaper. There was a distinct decrease in this type of action with increasing ages of respondents.

About The Community Lived In

Community Size

(Base: All respondents = 1,015)

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Community size:</u>	%	%	%	%
Large City (100K+ pop.)	-	-	-	53.1
Suburb of large city	-	-	-	4.4
Medium city (50K to 99.9K pop.)	-	-	-	42.5
Small city (10K to 49.9K pop.)	-	-	100.0	-
Town (5K to 9.9K pop.)	-	100.0	-	-
Village (1K to 4.9K pop.)	39.9	-	-	-
Rural area (less than 1K pop.)	35.9	-	-	-
Farm	24.2	-	-	-

Time Lived in Community

(Base: all respondents = 1,015)

People living in villages or rural areas tend to have been living there somewhat longer than was true for people in larger communities.

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Time in community:</u>	%	%	%	%
Less than 1 year	0.4	-	1.0	0.6
1 to 5 years	6.3	4.8	5.3	4.1
6 to 10 years	6.2	7.5	11.9	13.4
11 to 20 years	14.5	19.2	21.4	15.7
More than 20 years	46.3	51.7	47.6	49.3
All your life	26.3	16.8	12.7	16.8
Average (years)	31.2	26.5	23.2	25.1

Know Names Of Neighbours Living Close By

(Base: All respondents = 1,015)

The smaller the community size the more people are likely to know the names of all the neighbours living close by.



People who receive a printed local community newspaper were more likely to know all their neighbours by name than were those who do not receive a community newspaper. Residents of Saskatchewan and those aged 45 to 54 were especially likely to know their neighbours by name.

Rating Of Community Lived In

(Base: All respondents = 1,015)

People living in villages or rural areas and those living in larger cities and their suburbs were more likely than others to rate their communities as excellent.



There were no demographic or regional differences in the way people rated their community.

Region and Demographics

Region

(Base: All respondents - 1,015)

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Region:</u>	%	%	%	%
Alberta	53.9	70.7	37.3	72.6
Saskatchewan	18.2	11.9	36.5	9.3
Manitoba	26.4	17.4	23.3	18.1
Nunavut and NWT	1.6	-	2.9	-

Demographics

(Base: All respondents = 1,015)

	Community			
	Village/ Rural	Town	Small City	Larger City/Suburban
<u>Gender:</u>	%	%	%	%
Male	41.8	54.5	52.3	51.1
Female	58.2	45.5	47.7	48.9
<u>Age:</u>				
18 to 24	-	2.7	1.5	-
25 to 34	4.3	4.5	2.3	4.2
35 to 44	5.3	6.4	8.5	9.5
45 to 54	13.1	17.1	19.5	18.7
55 to 64	23.5	27.7	23.6	28.3
65 or older	53.8	41.7	44.6	39.4

Technical Report

A brief review of the survey methodology is contained in the following pages.

Objectives

The detailed objectives of this study were to establish similarities and differences between residents of Prairie cities, towns and village/rural areas in terms of the following:

1. Involvement with local, national and international news.
2. Receipt and readership of printed local community newspapers.
3. Usage of, and preference for, various sources of local community information both in general and for specific topics and issues.
4. Reliance on various sources for specified government programs and services.
5. Involvement with the advertising contents of various media..
6. Affinity with local community newspapers.
7. Usage of the Internet, cell phones and tablet computers.
8. Familiarity with neighbours.
9. Sample demographics.

Method

The following is a brief outline of the methodology employed.

The survey was conducted using a self-completion methodology with all respondents receiving their questionnaires by mail with a business -reply envelope in which to return them. A \$2 coin was included in the mailing as an incentive to complete the questionnaire.

The sample was selected by SM Research, a sampling specialist. A total of 5,000 addresses were selected in Alberta, Saskatchewan, Manitoba, Nunavut and the North West Territories. The sample was split into 1,000 addresses in each of the following community sizes - under 5,000, 5,000 to 10,000, 10,000 to 50,000, 50,000 to 100,000 and over 100,000 people. The envelopes and letters were personally addressed to the head of each household as determined by the SM Research lists. However, the covering letter prominently asked the recipient to have the questionnaire completed by “the person in your household who is 18 years of age or older and will be the next one to celebrate a birthday”. This is a standard method for randomly selecting respondents in mailed research.

The sample was balanced in the tabulation process to represent the geography of the test region in the correct proportions, i.e.

Manitoba	21%
Saskatchewan	18%
Alberta	60%
Nunavut/NWT	1%

The questionnaires were mailed in late November 2013. Responses were closed on January 10, 2014.

The total response for this survey was:

	Total	Community Size				
		<5K	5K-10K	10K-50K	50K-100K	!00K+
Questionnaires mailed	5,000	1,000	1,000	1,000	1,000	1,000
Undeliverable	737	263	192	141	80	61
Net mailing	4,263	737	808	859	920	939
Completions	1,015	186	206	204	187	232
Unusable responses and refusals	13	3	4	3	2	1
Response rate – at January 10, 2014	23.8%	25.2%	25.5%	23.7%	20.3%	24.7%
Received after January 10, 2014	11	1	3	3	1	3

The maximum margin of error for 1,015 responses is $\pm 3.1\%$ at the 95% confidence level. For 200 responses it is $\pm 6.9\%$ at the 95% confidence level.

Questionnaire

The self-completion questionnaire was 8 pages in length. The package including label and covering letter was personalized. All selected respondents received the mailing only in English. A \$2 coin was included as was a business-reply envelope addressed to Totum Research Inc.

A copy of the questionnaires and covering letter used are included in the appendix to this report.

Appendix

Questionnaires

Covering Letter



Totum Research Inc
 70 Romfield Circuit
 Thornhill, Ontario
 L3T 3H6

Media Usage Survey

6-1

Please respond by circling the number(s) on the right of the answer(s) you choose or by circling the number(s) in the grid that best represent your response.

1. Which of the following best describes the community in which you live?
 Please circle only ONE answer.

<i>A large city (100,000 or more population)</i>	7-1
<i>A suburb of a large city</i>	-2
<i>A medium city (50,000 to 99,999 population)</i>	-3
<i>A small city (10,000 to 49,999 population)</i>	-4

<i>A town (5,000 to 9,999 population)</i>	-5
<i>A village (1,000 to 4,999 population)</i>	-6
<i>A rural area (less than 1,000 population)</i>	-7
<i>A farm</i>	-8

2. And how long have you lived in this community?

<i>Less than 1</i>	8-1	<i>11 to 20 years</i>	-4
<i>1 to 5 years</i>	-2	<i>More than 20 years</i>	-5
<i>6 to 10 years</i>	-3	<i>All your life</i>	-6

3. Do you happen to know the names of your neighbours who live close to you?

<i>Yes, know them all</i>	9-1
<i>Yes, know only some</i>	-2
<i>No, don't know any</i>	-3
<i>Do not have neighbours close</i>	-4

4. Please indicate how much you follow international, national and local news. Please circle ONE answer for EACH type of news.

	Most of the time	Only when something is happening	Seldom or Never
<i>I follow international news closely</i>	10-1	-2	-3
<i>I follow national news closely</i>	11-1	-2	-3
<i>I follow local news closely</i>	12-1	-2	-3

5. Given the number of ways to source news these days, would you say you personally spend more time, about the same amount of time or less time per day with news than you did two years ago?

<i>More time per day</i>	13-1
<i>About the same amount of time</i>	-2
<i>Less time per day</i>	-3

6. Does your household receive or subscribe to the print version of a local community newspaper?

<i>Yes, receive it free</i>	14-1
<i>Yes, subscribe to it</i>	-2
<i>No, don't get printed local community newspaper</i>	-3 GO TO QUESTION 8

7. Would you say you personally spend more time, about the same amount of time or less time with your printed local community newspaper than you did two years ago?

<i>More time</i>	15-1
<i>About the same amount of time</i>	-2
<i>Less time</i>	-3

8. Listed below are some different sources where you can get information about your local community. Please indicate how often you use each source for local information. Please circle ONE answer for EACH source.

Circle source for information					
Every day	Few times a week	Once a week	Few times a month	Less often	Never

<i>Print version of local community newspaper</i>	16-1	-2	-3	-4	-5	-6
<i>Website of local community newspaper</i>	17-1	-2	-3	-4	-5	-6
<i>Local television news broadcast</i>	18-1	-2	-3	-4	-5	-6
<i>Website of local television station</i>	19-1	-2	-3	-4	-5	-6
<i>Local radio broadcast</i>	20-1	-2	-3	-4	-5	-6
<i>Website of local radio station</i>	21-1	-2	-3	-4	-5	-6
<i>Another website devoted to your community</i>	22-1	-2	-3	-4	-5	-6
<i>Blog about your community</i>	23-1	-2	-3	-4	-5	-6
<i>Person or organization you follow on social networking site i.e. Facebook, Twitter, Myspace etc.</i>	24-1	-2	-3	-4	-5	-6
<i>Email newsletter or listserv about your community</i>	25-1	-2	-3	-4	-5	-6
<i>Print newsletter about your community</i>	26-1	-2	-3	-4	-5	-6
<i>Word of mouth from friends, family etc.</i>	27-1	-2	-3	-4	-5	-6
<i>Internet search engine e.g. Google, Bing etc.</i>	28-1	-2	-3	-4	-5	-6

9. Which of the following would you say is your favourite source for LOCAL news and information? Please circle only ONE answer.

<i>Blog about your local community</i>	29-1	<i>Local radio station</i>	-6
<i>Your city or town's website</i>	-2	<i>Social media e.g. Facebook, Twitter,</i>	-7
<i>Local printed community</i>	-3	<i>Local TV station</i>	-8
<i>Local community newspaper</i>	-4	<i>Other (Specify)</i>	-9
<i>Local store website</i>	-5	<i>None of the above</i>	-0
			GO TO QUESTION 11

10. Thinking of your favourite LOCAL news and information source, how well would you say it gives you the information you need? Please circle only ONE answer.

<i>It gives you ALL of the information that matters to you</i>	30-1
<i>It gives you MOST of the information that matters to you</i>	-2
<i>It gives you SOME of the information that matters to you</i>	-3
<i>It gives you NOT MUCH of the information that matters to you</i>	-4
<i>It gives you NONE of the information that matters to you</i>	-5

11. Which of the listed sources do you rely on for information about each of the following local **topics**? You may circle more than one source for each topic.

Rely on information about topics from								
City/ Town Website	Printed Local Community Newspaper	Daily Newspaper or its Website	Radio	TV	Store Website	Social Media	Other	Never seek this info.

Local restaurants, clubs or bars	31-1	-2	-3	-4	-5	-6	-7	-8	-9
Other local businesses	32-1	-2	-3	-4	-5	-6	-7	-8	-9
Community or neighbourhood events	33-1	-2	-3	-4	-5	-6	-7	-8	-9
Local weather	34-1	-2	-3	-4	-5	-6	-7	-8	-9
Local arts and culture	35-1	-2	-3	-4	-5	-6	-7	-8	-9
Local breaking news	36-1	-2	-3	-4	-5	-6	-7	-8	-9
Local job openings	37-1	-2	-3	-4	-5	-6	-7	-8	-9

12. And which of the listed sources do you rely on for information about each of the following local **issues**? You may circle more than one source for each issue.

Rely on information about issues from								
City/ Town Website	Printed Local Community Newspaper	Daily Newspaper or its Website	Radio	TV	Store website	Social Media	Other	Never seek this info.

<i>Local traffic or transportation</i>	38-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Local housing and real estate</i>	39-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Local schools and education</i>	40-1	-2	-3	-4	-5	-6	-7	-8	-9
<i>Local crime</i>	41-1	-2	-3	-4	-5	-6	-7	-8	-9

13. And which of the listed sources do you rely on for information about each of the following **government programs and services**? You may circle more than one source for each program or service.

Rely on information about government programs and services from ...								
Government Website	Printed Local Community Newspaper	Daily Newspaper or its Website	Radio	TV	Govt. Office/ Representative	Social Media	Other	Never seek this info.

<i>Federal politics, campaigns and programs</i>	42-1	-2	-3	-4	-5	-6	-7	-8	-9
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<i>Provincial politics, campaigns and programs</i>	43-1	-2	-3	-4	-5	-6	-7	-8	-9
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<i>Local politics, campaigns and programs</i>	44-1	-2	-3	-4	-5	-6	-7	-8	-9
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<i>Health information and services</i>	45-1	-2	-3	-4	-5	-6	-7	-8	-9
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<i>Taxes and tax issues</i>	46-1	-2	-3	-4	-5	-6	-7	-8	-9
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<i>Zoning, building and development</i>	47-1	-2	-3	-4	-5	-6	-7	-8	-9
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<i>Social services e.g. housing, food and child care</i>	48-1	-2	-3	-4	-5	-6	-7	-8	-9
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<i>Public notices</i>	49-1	-2	-3	-4	-5	-6	-7	-8	-9
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<i>Other federal government activities and services</i>	50-1	-2	-3	-4	-5	-6	-7	-8	-9
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<i>Other provincial government activities and services</i>	51-1	-2	-3	-4	-5	-6	-7	-8	-9
--	------	----	----	----	----	----	----	----	----

<i>Other local government activities and services</i>	52-1	-2	-3	-4	-5	-6	-7	-8	-9
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14. To which of the listed sources do you think each statement applies? You may circle more than one source for each statement.

Statement applies to these sources								
City/Town Website	Printed Local Community Newspaper	Daily Newspaper or its Website	Radio	TV	Store website	Social Media	None of them	
<i>I am likely to share news from this source with my friends and family</i>	53-1	-2	-3	-4	-5	-6	-7	-8
<i>I am likely to trust information from this source</i>	54-1	-2	-3	-4	-5	-6	-7	-8
<i>I feel most connected to this source</i>	55-1	-2	-3	-4	-5	-6	-7	-8
<i>I sometimes feel inspired to take action based on information I receive from this source</i>	56-1	-2	-3	-4	-5	-6	-7	-8

15. Now we'd like to find out more about your involvement with the advertisements in the media. Please tell us which sources each of the following statements applies to. You may circle more than one source for each statement.

Statement applies to these sources								
City/Town Website	Printed Local Community Newspaper	Daily Newspaper or its Website	Radio	TV	Store Website	Social Media	None of them	
<i>I usually notice the ads in this source</i>	57-1	-2	-3	-4	-5	-6	-7	-8
<i>I generally ignore the ads in it</i>	58-1	-2	-3	-4	-5	-6	-7	-8
<i>It is the best place to find advertising for local stores or services</i>	59-1	-2	-3	-4	-5	-6	-7	-8
<i>The ads it contains make me more likely to purchase</i>	60-1	-2	-3	-4	-5	-6	-7	-8
<i>It contains annoying ads</i>	61-1	-2	-3	-4	-5	-6	-7	-8
<i>I'd rather it contained no ads at all</i>	62-1	-2	-3	-4	-5	-6	-7	-8

16. Thinking about the websites you visit on a computer or tablet, which of the following have you done in the past 30 days as a result of seeing an advertisement on a website? Please circle all that apply.

<i>Became aware of a product or service</i>	63-1
<i>Clicked on the ad to learn more</i>	-2
<i>Used an online search to learn more about the product or</i>	-3
<i>Bought something as advertised</i>	-4

<i>Referred the ad to someone you know</i>	-5
<i>Visited a store or a showroom</i>	-6
<i>I generally ignore ads that appear on websites</i>	-7
<i>I do not have/use a computer or tablet</i>	-8

17. Please tell us how much you agree or disagree with each of the following statements about your local printed community newspaper. Please circle one answer for each statement.

	Agree strongly	Agree somewhat	Neutral	Disagree somewhat	Disagree strongly	Do not receive a local printed community newspaper
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<i>My local newspaper is a source of pride for the community</i>	64-1	-2	-3	-4	-5	-6
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<i>I get most of the information about the activities in my community from the local newspaper</i>	65-1	-2	-3	-4	-5	-6
--	------	----	----	----	----	----

<i>I would much prefer that my local newspaper remain in printed form as opposed to an online-only format if given the choice</i>	66-1	-2	-3	-4	-5	-6
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<i>I don't like it when ads dominate the front page of the newspaper</i>	67-1	-2	-3	-4	-5	-6
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<i>If I miss an issue of the local newspaper I feel I am missing news that is important to me</i>	68-1	-2	-3	-4	-5	-6
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<i>My newspaper is the only source I use for information about my community</i>	69-1	-2	-3	-4	-5	-6
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18. Thinking just about your local community newspaper, if it no longer existed would that have a major impact, a minor impact or no impact at all on your ability to keep up with information and news about your local community?

Losing the local community newspaper would have:

<i>A MAJOR impact</i>	70-1
<i>A MINOR impact</i>	-2
<i>NO impact at all</i>	-3
<i>Have no local community</i>	-4

19. Apart from a paid subscription for delivery of a printed newspaper, do you currently pay to get local information or news from any other source, including a website, blog or other online source?

<i>Yes</i>	71-1	<i>No</i>	-2
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20. Please indicate in which of the following locations you ever use the internet or email. Please check all that apply.

Use internet or email from:

<i>Home</i>	72-1
<i>Work</i>	-2
<i>Other (please specify)</i>	-3
<i>None</i>	-4

21. On your cell phone or tablet computer do you happen to have any software applications or “apps” that help you get information about your local community?

<i>Yes</i>	73-1
<i>No</i>	-2
<i>Do not have a cell phone or tablet</i>	-3 GO TO QUESTION 25

22. Do you ever get news alerts about your local community sent to your cell phone by text or email?

<i>Yes</i>	74-1
<i>No</i>	-2
<i>Do not have a cell phone</i>	-3 GO TO QUESTION 24

23. Do you only use your cell phone to make and receive phone calls or do you sometimes use it for other things like texting, email, using apps or accessing the internet?

<i>Use cell phone only to make or receive phone</i>	75-1
<i>Also use it for other things</i>	-2

24. For which of the following purposes do you ever use your cell phone or tablet computer? Please circle ALL THAT APPLY.

Use cell phone or tablet computer to:

<i>Go online for information or news about your local</i>	76-1
<i>Get information about local traffic or public transportation</i>	-2
<i>Find out about local government programs or services</i>	-3
<hr/>	
<i>Find out about provincial government programs or services</i>	-4
<i>Find out about federal government programs or services</i>	-5
<i>Check local sports scores or get local sports updates</i>	-6
<hr/>	
<i>Check local weather reports</i>	-7
<i>Find local restaurants or other local businesses</i>	-8
<i>Get or use coupons or discounts from local stores or</i>	-9

25. Which of the following internet connections do you have at home?

<i>Dial-up telephone line</i>	77-1
<i>DSL-enabled phone line</i>	-2
<i>Cable TV modem</i>	-3
<i>Cellular or mobile connection</i>	-4
<hr/>	
<i>Fibre optic connection e.g. FIOS, T-1</i>	-5
<i>Satellite</i>	-6
<i>Don't know which connection we have</i>	-7
<i>Don't have internet connection</i>	-8 GO TO QUESTION 27

26. Please indicate which of the following you have ever done to get and/or share local information online. Please circle ALL THAT APPLY.

<i>Contributed to an online discussion or message board about your local</i>	78-1
<i>Customized your home page to include favourite local information or local news</i>	-2
<i>Emailed a link to a local news story or news video to someone you know</i>	-3
<i>Tagged or categorized online local news content</i>	-4
<hr/>	
<i>Contributed your own article, opinion piece, picture or video about your local</i>	-5
<i>Commented on a local news story or local blog you read online</i>	-6
<i>Posted news or information about your local community on a social networking</i>	-7
<i>Posted news or information about your local community on a social networking</i>	-8
<i>Posted news or information about your local community on another social</i>	-9

27. Overall, how would you rate your community as a place to live?

<i>Excellent</i>	207-1	<i>Fair</i>	-3
<i>Good</i>	-2	<i>Poor</i>	-4

28. In which province or territory do you live?

<i>Alberta (AB)</i>	208-1	<i>Nunavut NU)</i>	-4
<i>Saskatchewan (SK)</i>	-2	<i>Northwest Territories</i>	-5
<i>Manitoba (MB)</i>	-3		

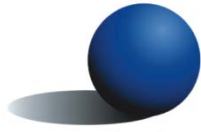
29. Please indicate your gender.

<i>Male</i>	209-1	<i>Female</i>	-2
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30. In which of the following age groups do you belong?

<i>18 to 24</i>	210-1	<i>45 to 54</i>	-4
<i>25 to 34</i>	-2	<i>55 to 64</i>	-5
<i>35 to 44</i>	-3	<i>65 or older</i>	-6

THANK YOU FOR PARTICIPATING IN OUR SURVEY



Totum *Research Inc*

Dear

A Toonie for your thoughts!

PLEASE GIVE THIS PACKAGE TO THE PERSON IN YOUR HOUSEHOLD WHO IS 18 OR OLDER AND WILL BE THE NEXT TO CELEBRATE A BIRTHDAY.

Totum Research Inc. is a Canadian survey company specializing in measuring the consumption of, and reactions to various media. At present we have been asked to find out the reactions of Canadians to various sources of local and national information.

Your household is one of a small group selected from all of the households in the Prairies and Northern Territories to take part in our survey. Because you'll be representing your fellow citizens, we hope you'll take a few minutes to complete the questionnaire enclosed with this letter. By completing the survey and returning it to us in the reply-paid envelope, you'll help our clients to understand how you receive and pass on information even better.

We have enclosed a Toonie so you can buy yourself a coffee while you fill out the questionnaire. Or perhaps you would prefer to use the coin to brighten the day of a child you know. Either way, we'd really welcome your contribution. We do not ask you to disclose your name so you can be assured your response will be **completely anonymous**.

Please feel free to contact me at (905)731-6531 or email me at heimann@totum.com if you have any questions or concerns about this survey.

Thanks for your help!

Claude Heimann

President