Totum *Research Inc*

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

PRAIRIES

Measured Communities:

1) Farms
2) Farms/Hamlets: <1,000 Population
3) Villages/Towns: 1,000-10,000 Population
4) Cities: 10,000-100,000 Population
5) Overall: Communities <100,000 Population

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

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PRAIRIES

Ads on Platforms Most Likely to Inspire Action (In-Person Store Visit, Online Store Visit or Purchase) by Sector:

1) Automotive Ads
2) Financial Services Ads
3) Government Programs and Services Ads
4) Agriculture Ads
5) Food and Grocery Ads
6) Telecommunications Services Ads
7) Retail Store Ads

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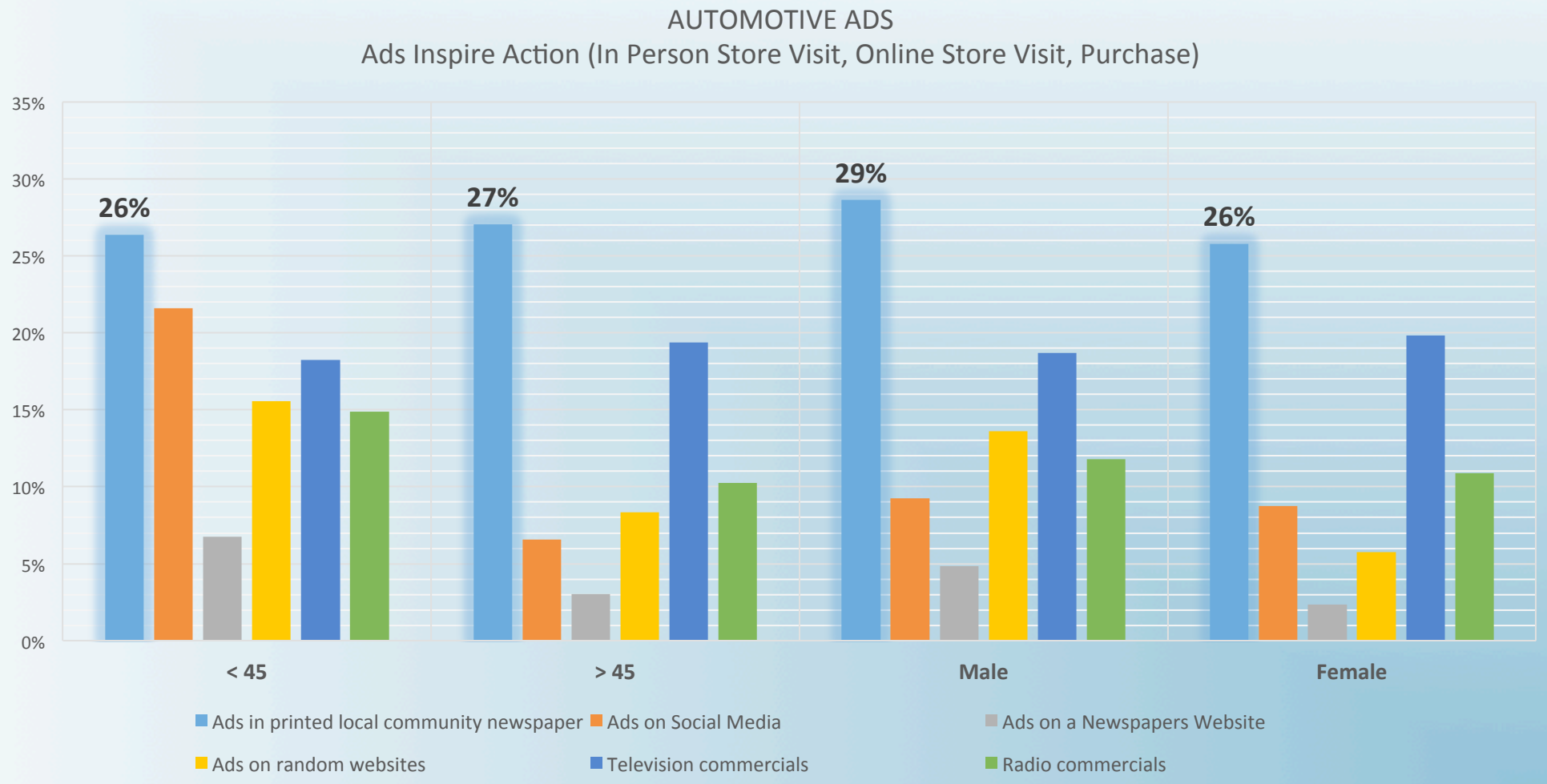
***PRAIRIES**: Communities Under 100,000 Population*

Automotive Ads in Printed Community Newspapers Were Significantly Likely to Inspire Action Than Ads on Any Other Platform



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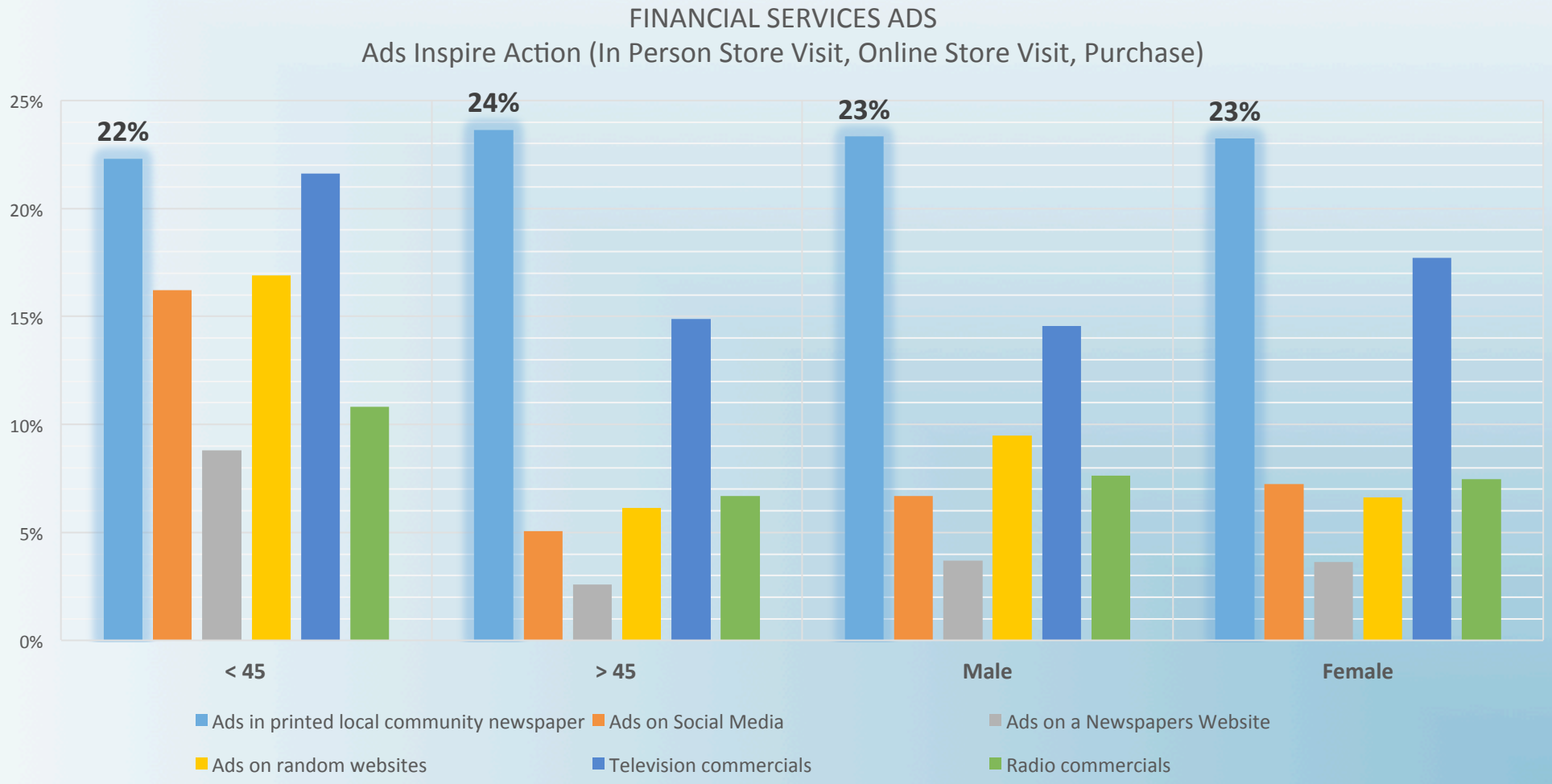
***PRAIRIES**: Communities Under 100,000 Population*

Financial Services Ads in Traditional Media, Particularly Printed Community Newspapers Were Most Likely to be Inspiring Action Amongst Respondents in All Age Categories



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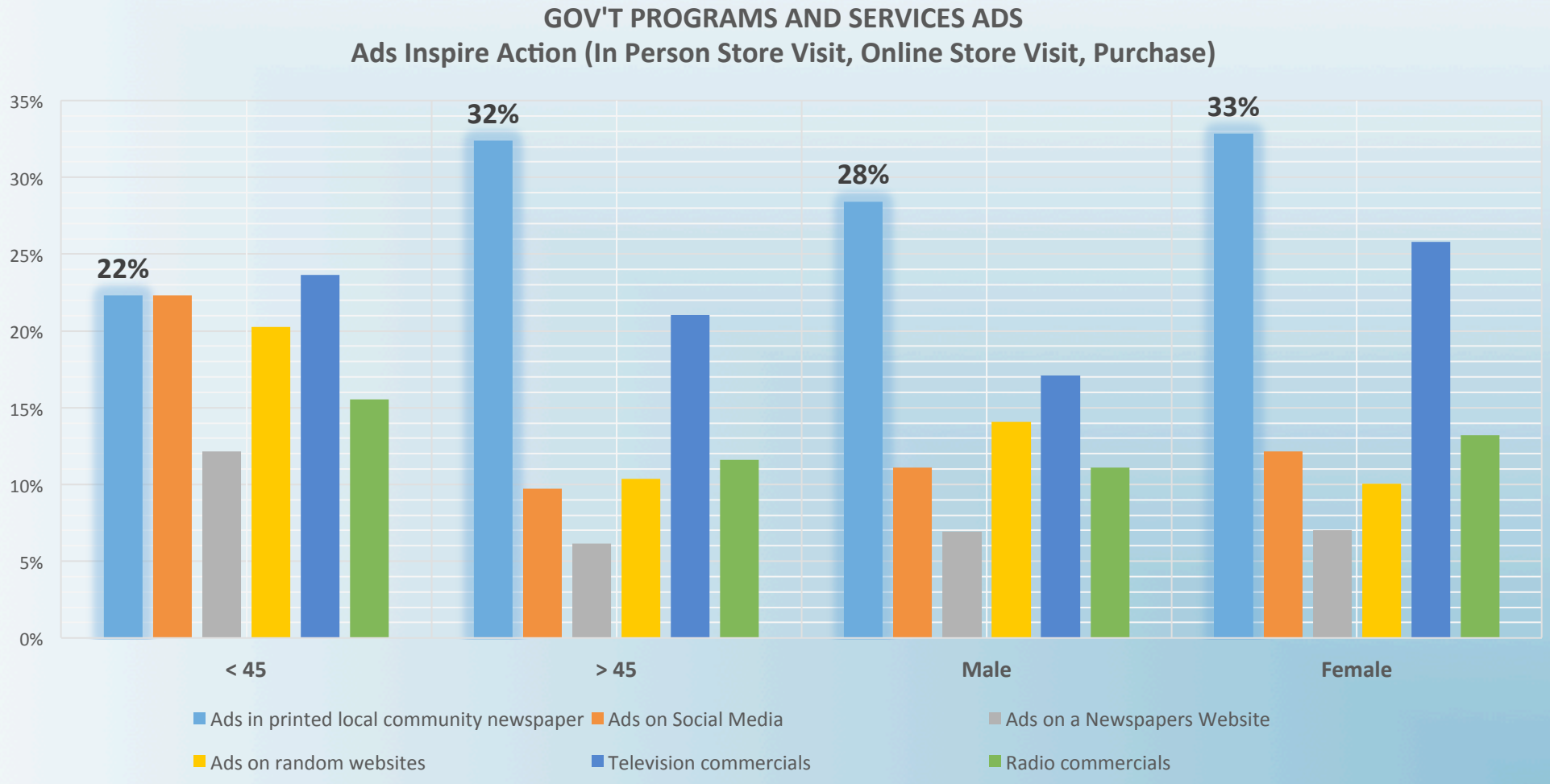
***PRAIRIES**: Communities Under 100,000 Population*

Ads in Printed Community Newspapers Inspired the Most Action Across All Age Categories Than Any Other Media Platform Relative to Ads for Government Programs and Services



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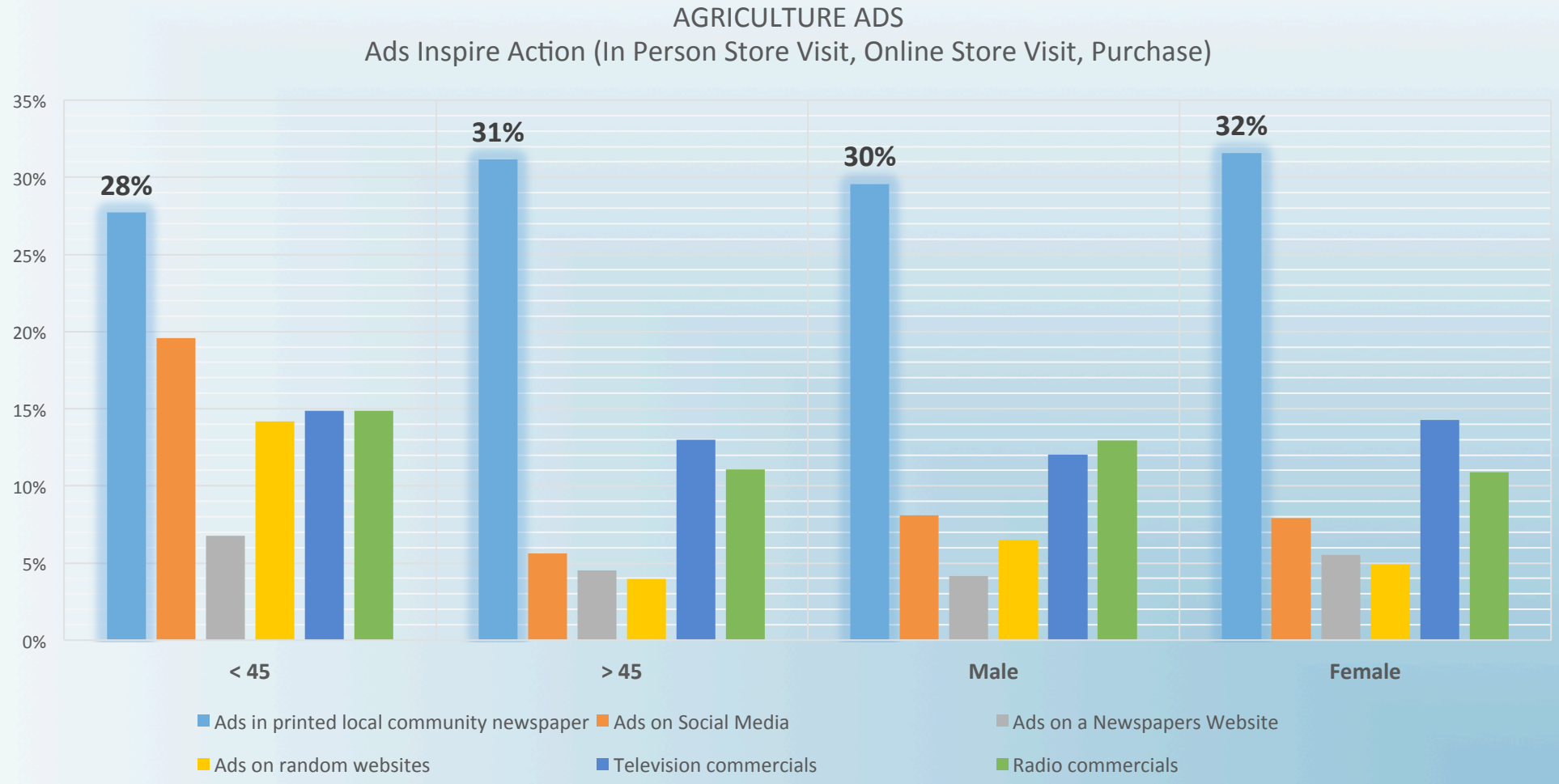
***PRAIRIES**: Communities Under 100,000 Population*

Agriculture Ads Placed in Community Newspapers Inspired Significant More Action Than Ads on ALL OTHER PLATFORMS Including Radio



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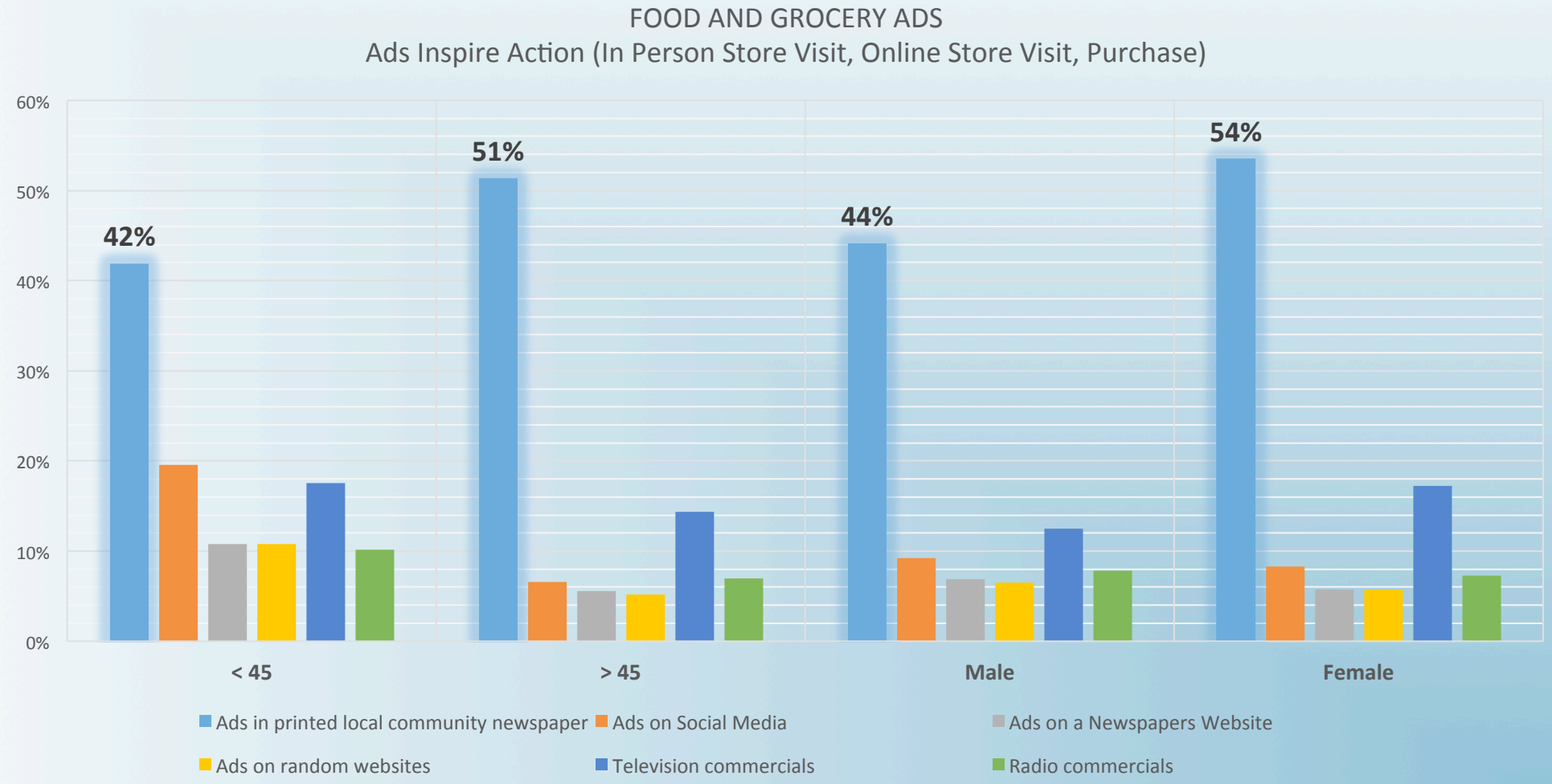
***PRAIRIES**: Communities Under 100,000 Population*

While Ads in Printed Community Newspapers Inspired the Most Action Across Virtually Every Sector, They Inspired the Most Action Amongst Respondents in the FOOD AND GROCERY Sector



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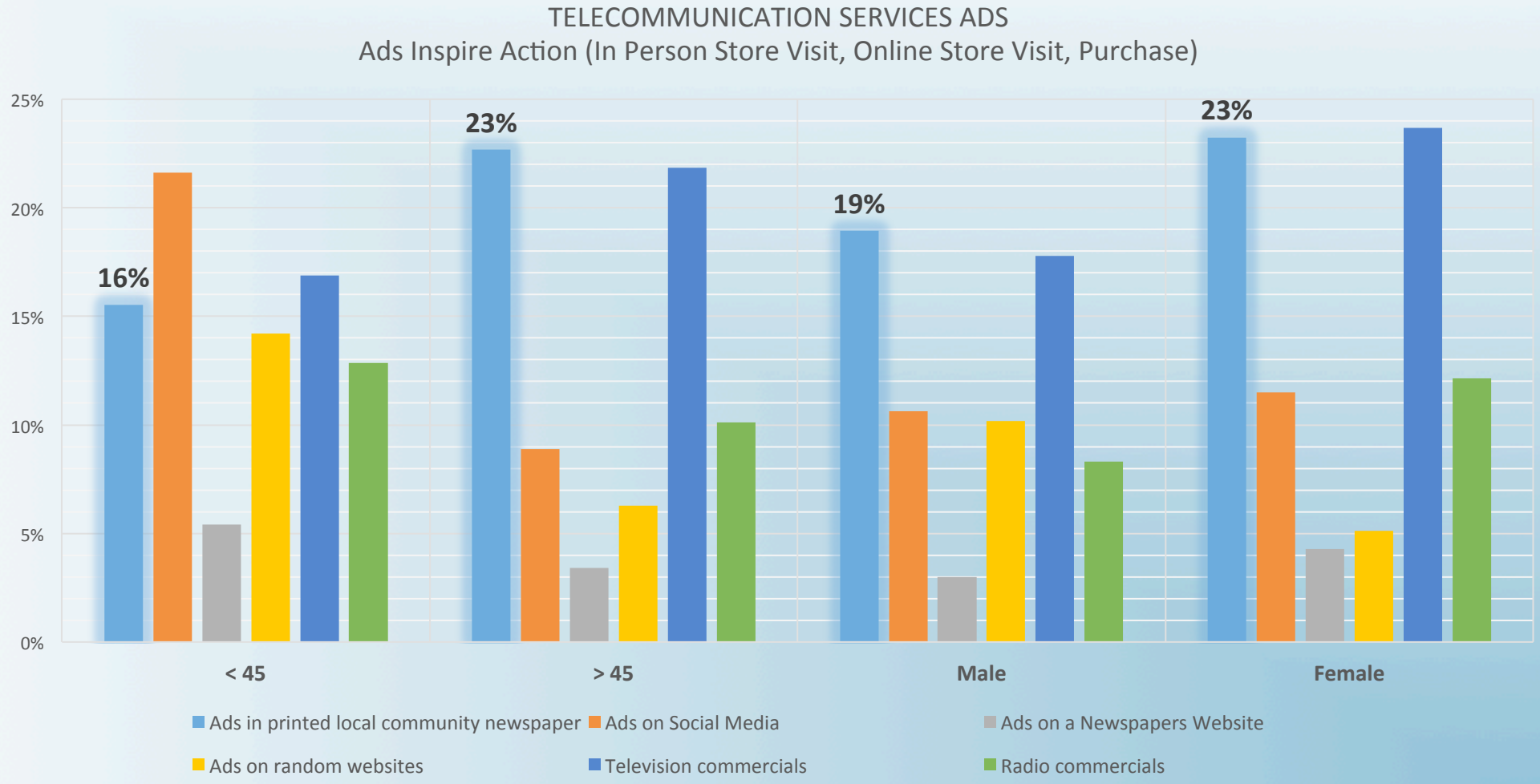
***PRAIRIES**: Communities Under 100,000 Population*

Platforms Where Telecommunications Services Ads Inspire Action Were the Most Evenly Distributed Between Measured Media



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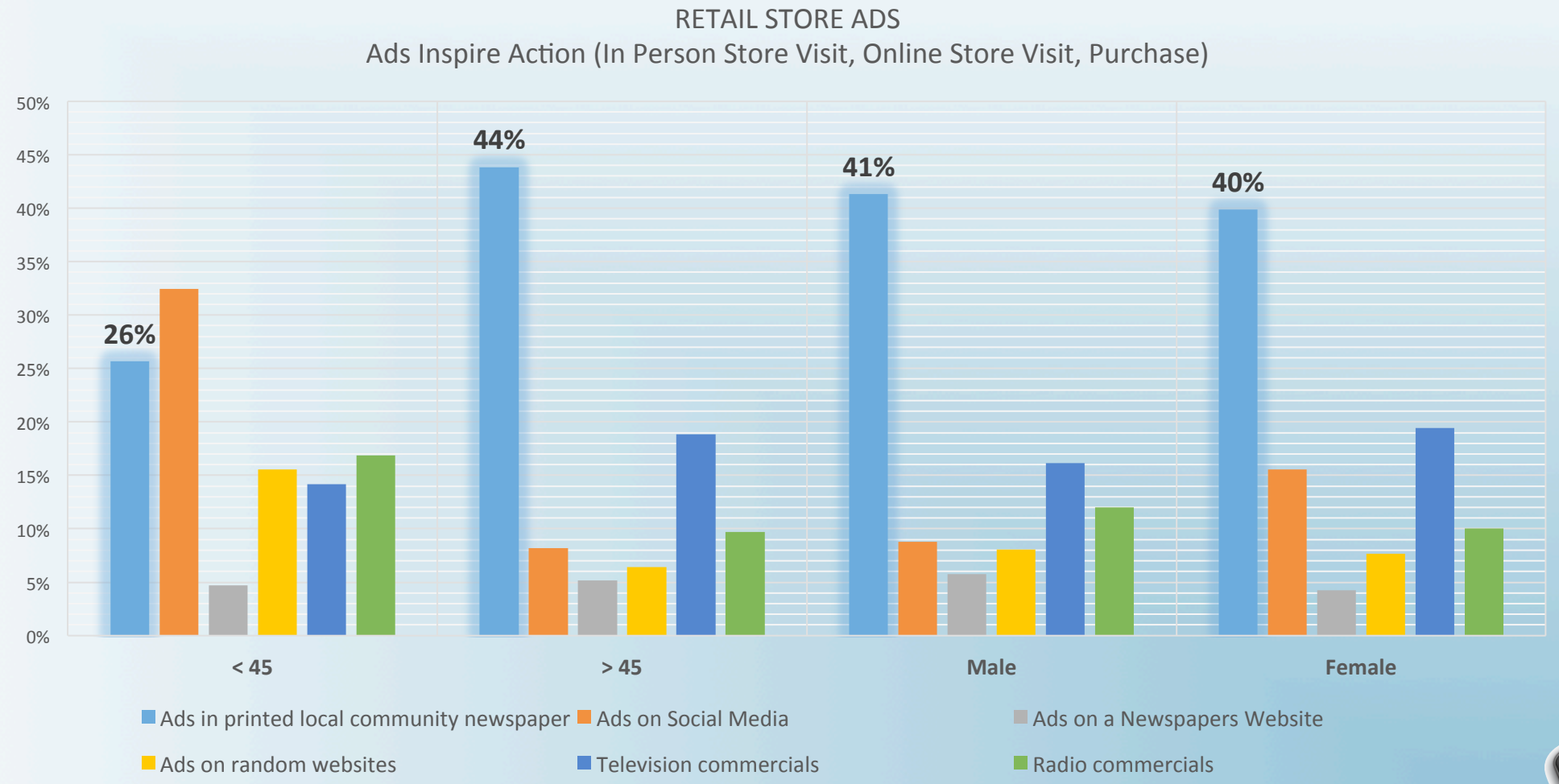
***PRAIRIES**: Communities Under 100,000 Population*

Overall, Ads For Retail Stores Were Most Likely to Inspire Action When Placed in Community Newspapers.



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Study Details

Interview Timing
December 2019/January 2020

CATI Interviews
Market Pulse

Study Management
Totum Research

Geographic Coverage

AB Communities <100K
SK Communities <100K
MB Communities <100K
Plus Active Farmers

Margin of Error
900 Interviews = ±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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