

Totum *Research Inc*

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

PRAIRIES

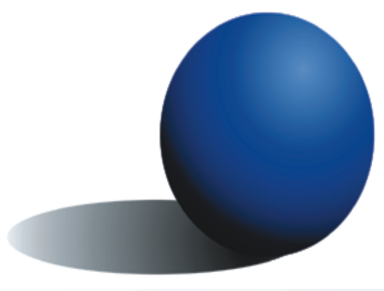
Measured Communities:

- 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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- 1) Internet Connection Used at Home
- 2) Online Activities Impacted by Home Internet Connection

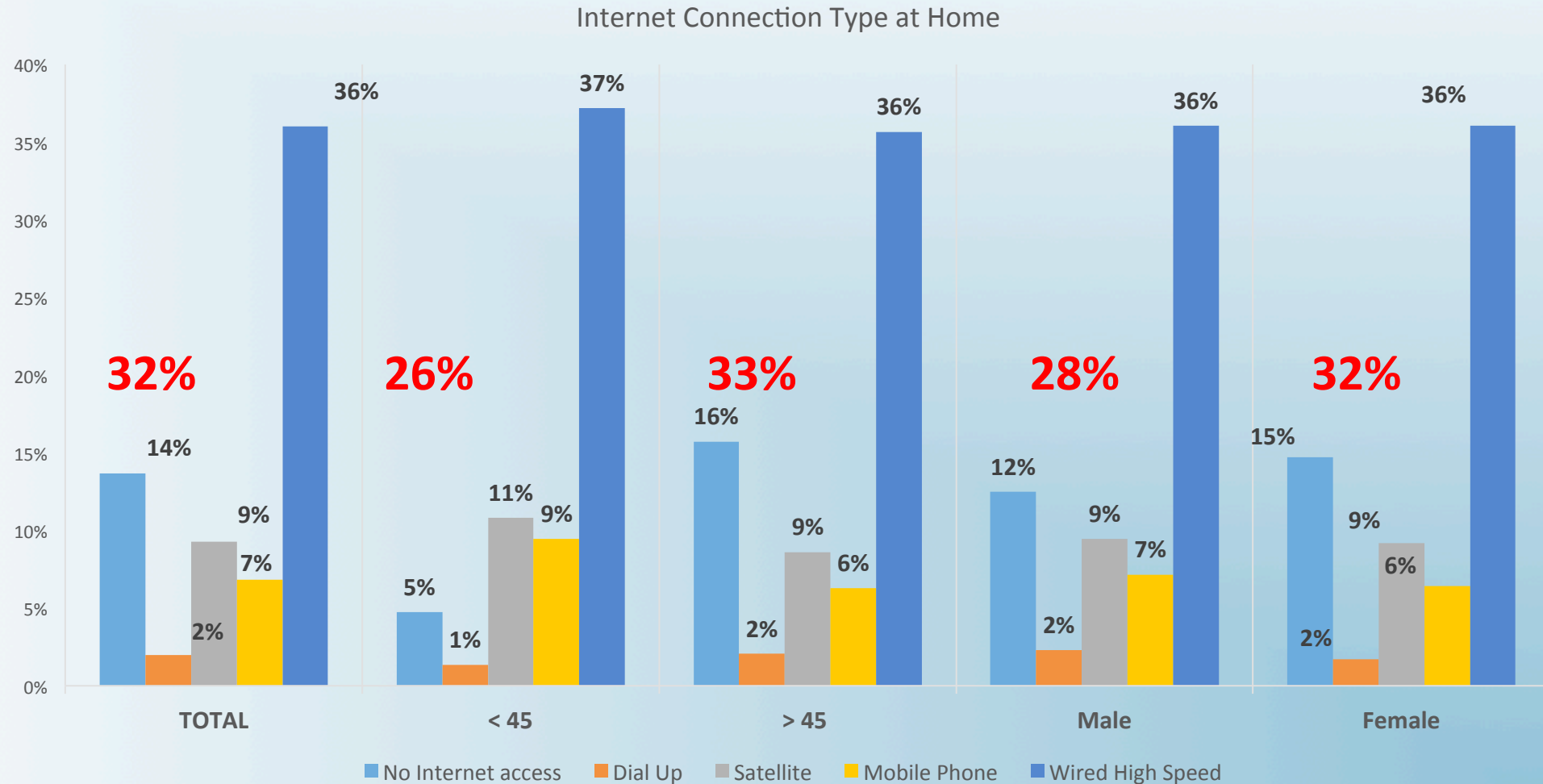
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PRAIRIES: Communities Under 100,000 Population

Respondents Access the Internet in a Variety of Ways But One Quarter to One Third of Respondents Indicated Either No Internet Connection or a Connection Linked to DATA USAGE



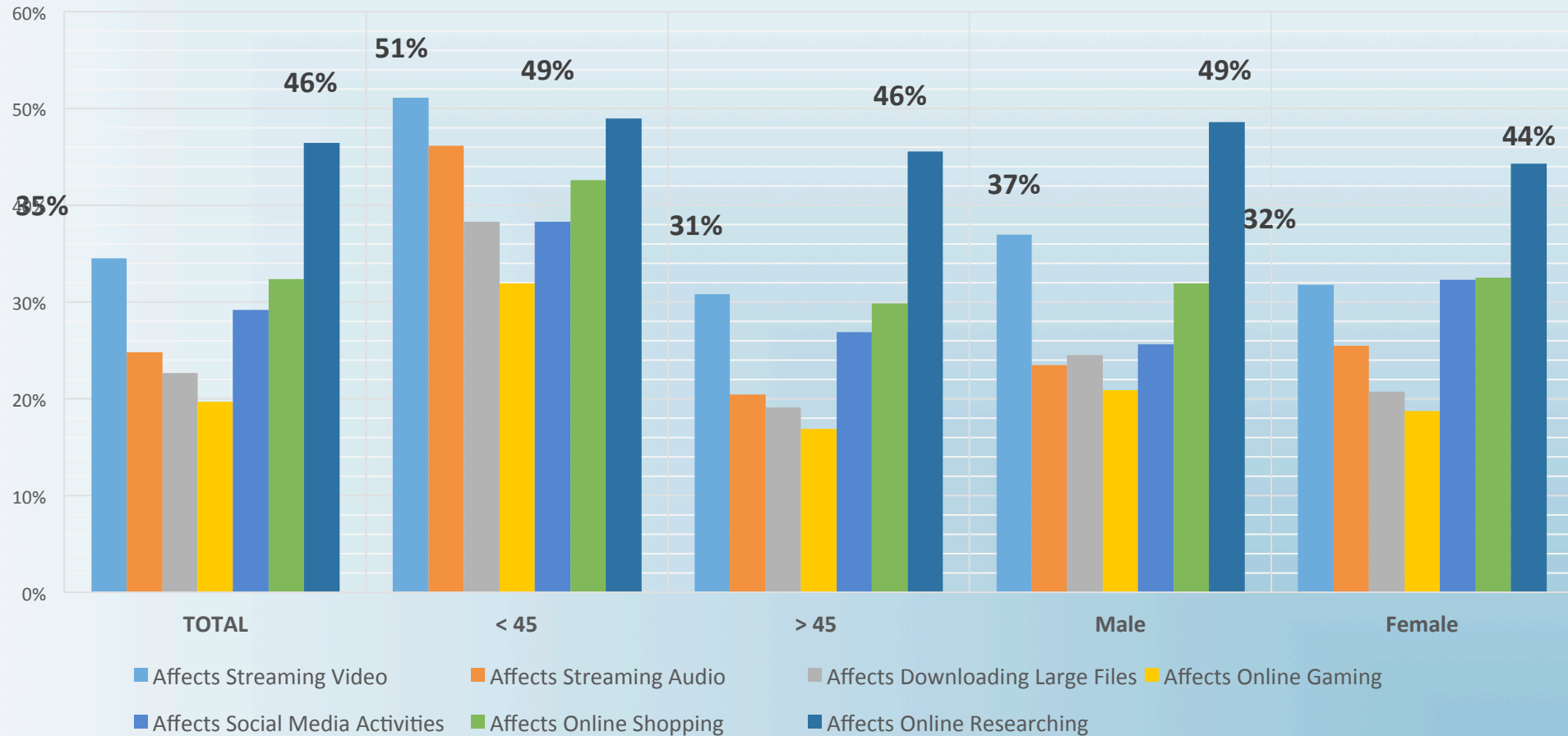
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PRAIRIES: Communities Under 100,000 Population

Respondents Indicated That Their Internet Connection Affected Most Internet Activities With Researching, Streaming Video and Online Shopping The Most Affected

Does Your Internet Connection at Home Affect Your Online Activities



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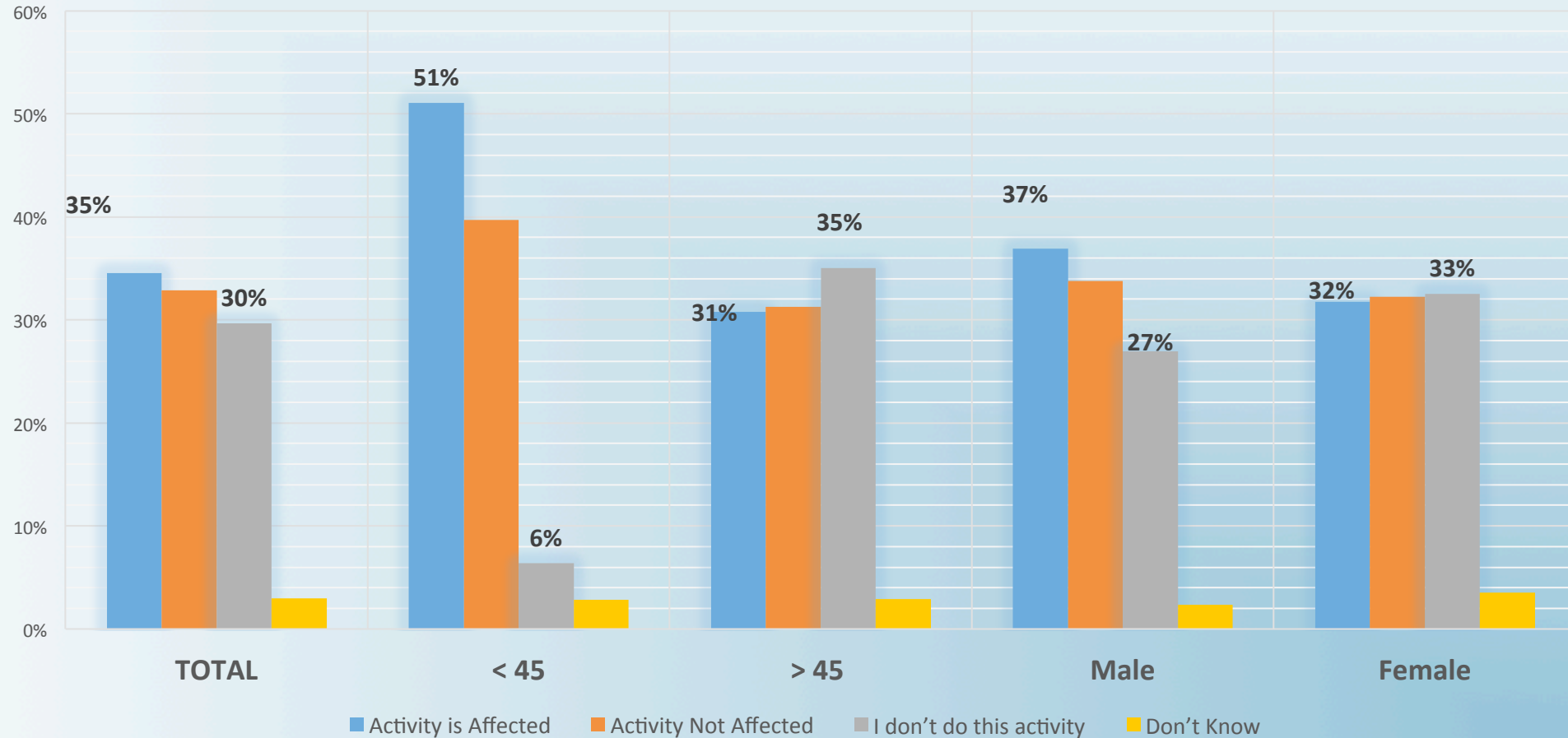


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PRAIRIES: Communities Under 100,000 Population

Over 50% of Respondents Under 45 Indicated That Their Internet Connection Affected Their Ability to Stream Online Video

Internet Connection Affects: Streaming Video



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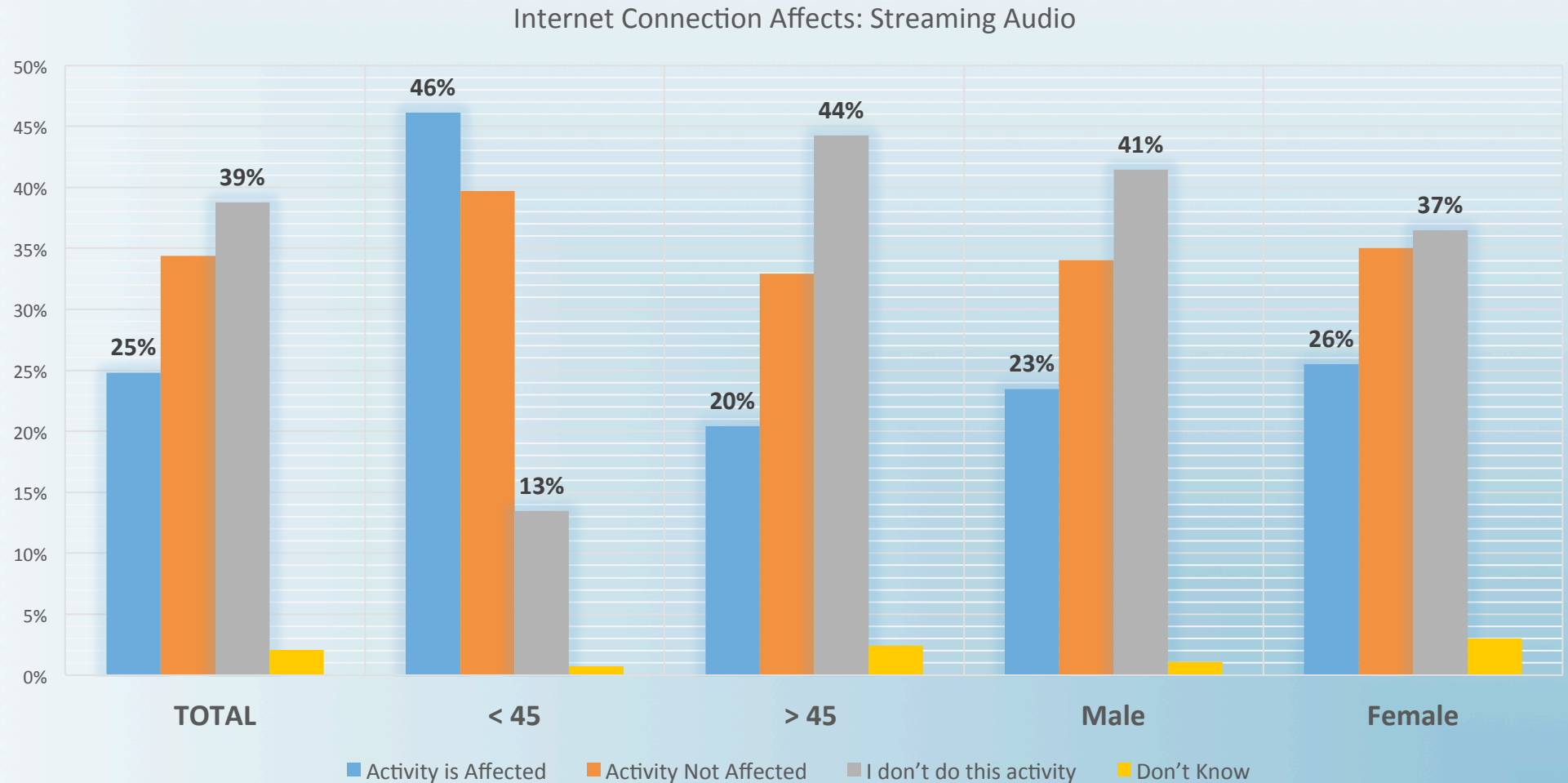
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59% of Adults Under 45 Indicated Their Internet Connection at Home Affected Their Ability to Stream Online Audio. 64% of Adults 45+ Were Impacted by Their Internet Connection With This Activity.



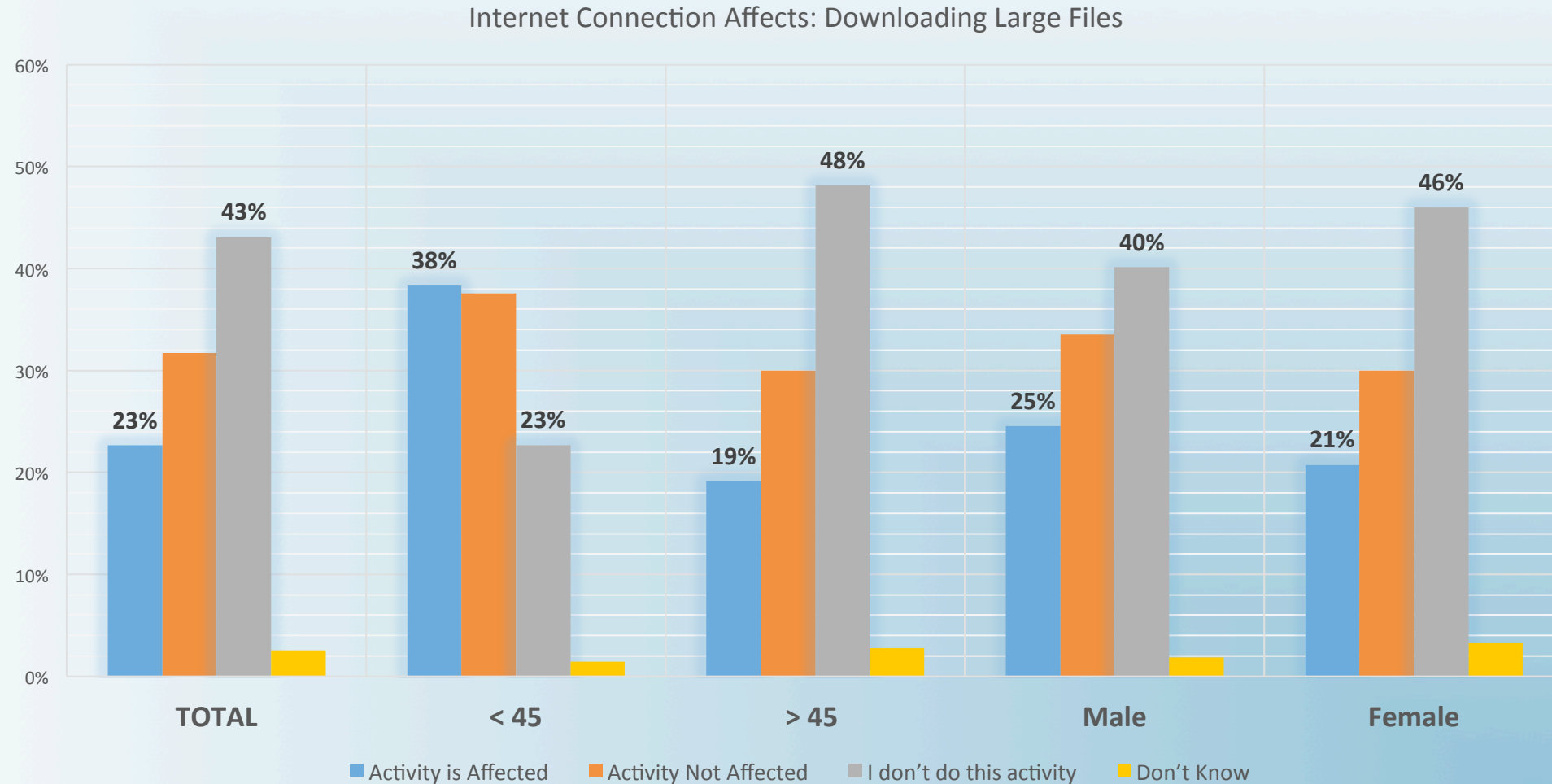
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38% of Adults Under 45 Said That Downloading Large Files Was Affected by Their Internet Connection



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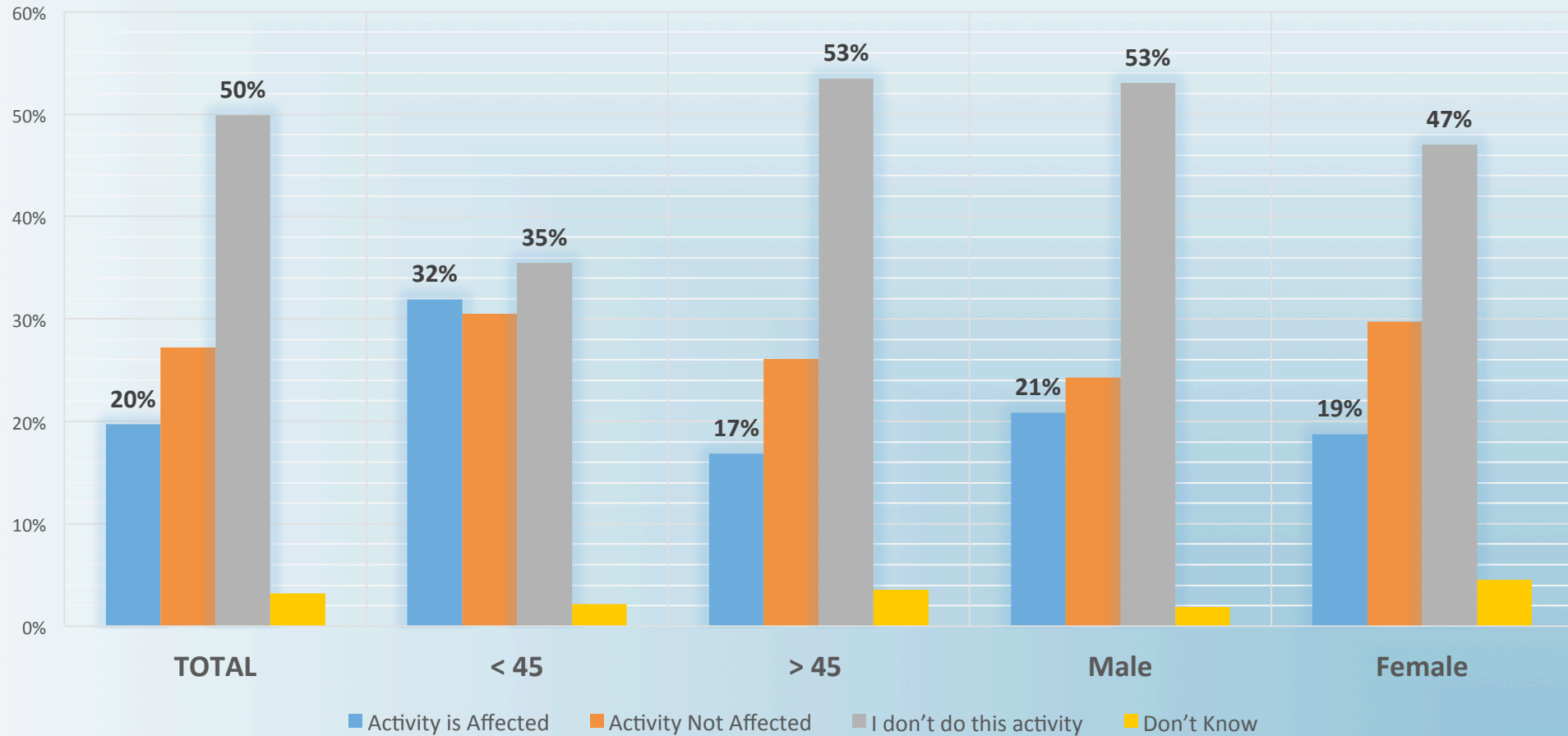


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PRAIRIES: Communities Under 100,000 Population

A Majority of Respondents Over 45 Don't Play Online Games. 17% of Those That Do Say The Activity is Affected by Their Internet Connection

Internet Connection Affects: Online Gaming

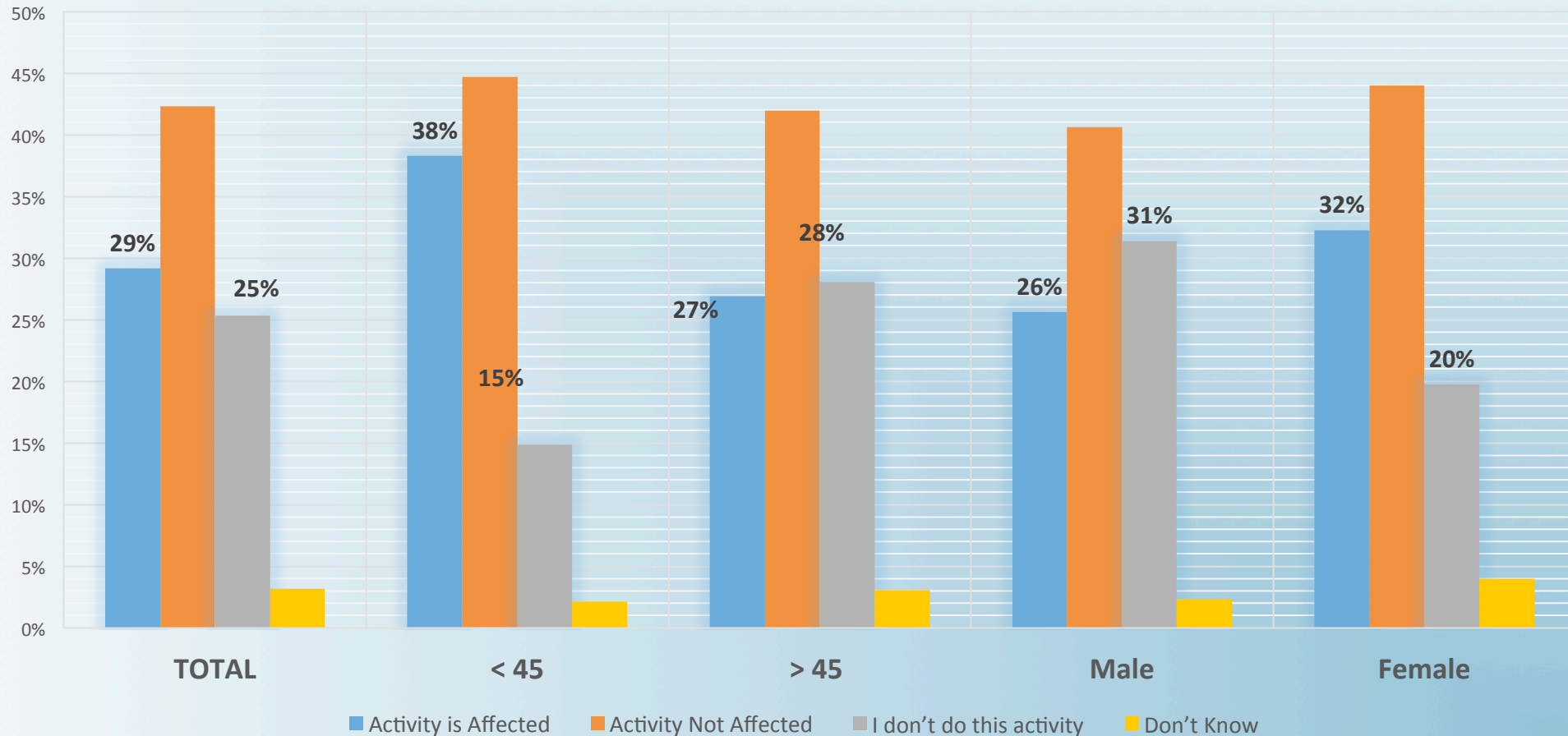


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Just Under One-Third of Respondents Indicated That Social Media Activities Were Affected by Their Internet Connection at Home. Slightly More Than One-Third of People Under 45 Were Affected

Internet Connection Affects: Social Media Activities



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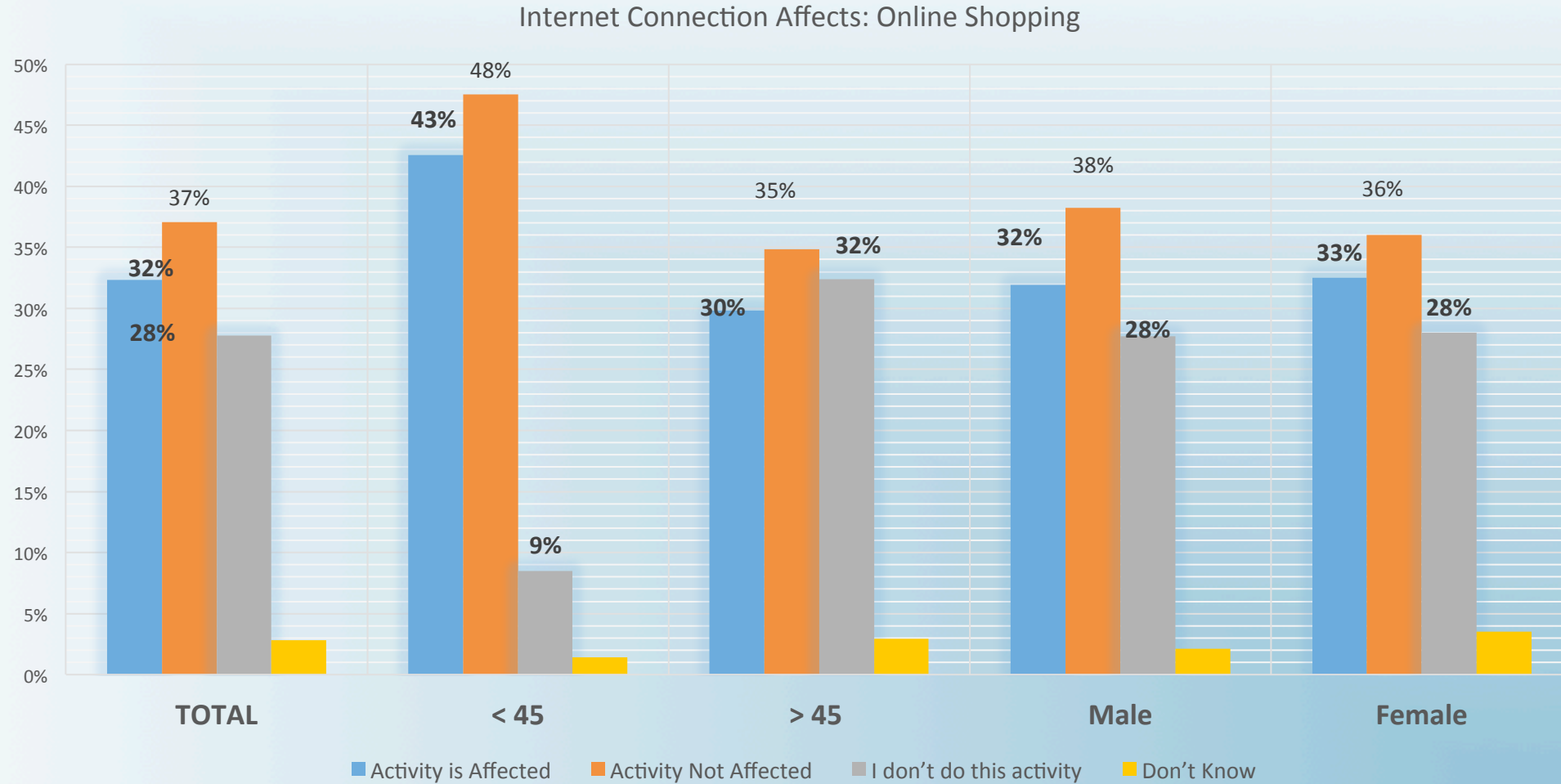
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**Of All Activities Online, Online Shopping Was One of the Most Affected by the Home Internet Connection.
Over 30% of Respondents Said the Activity Was Affected**



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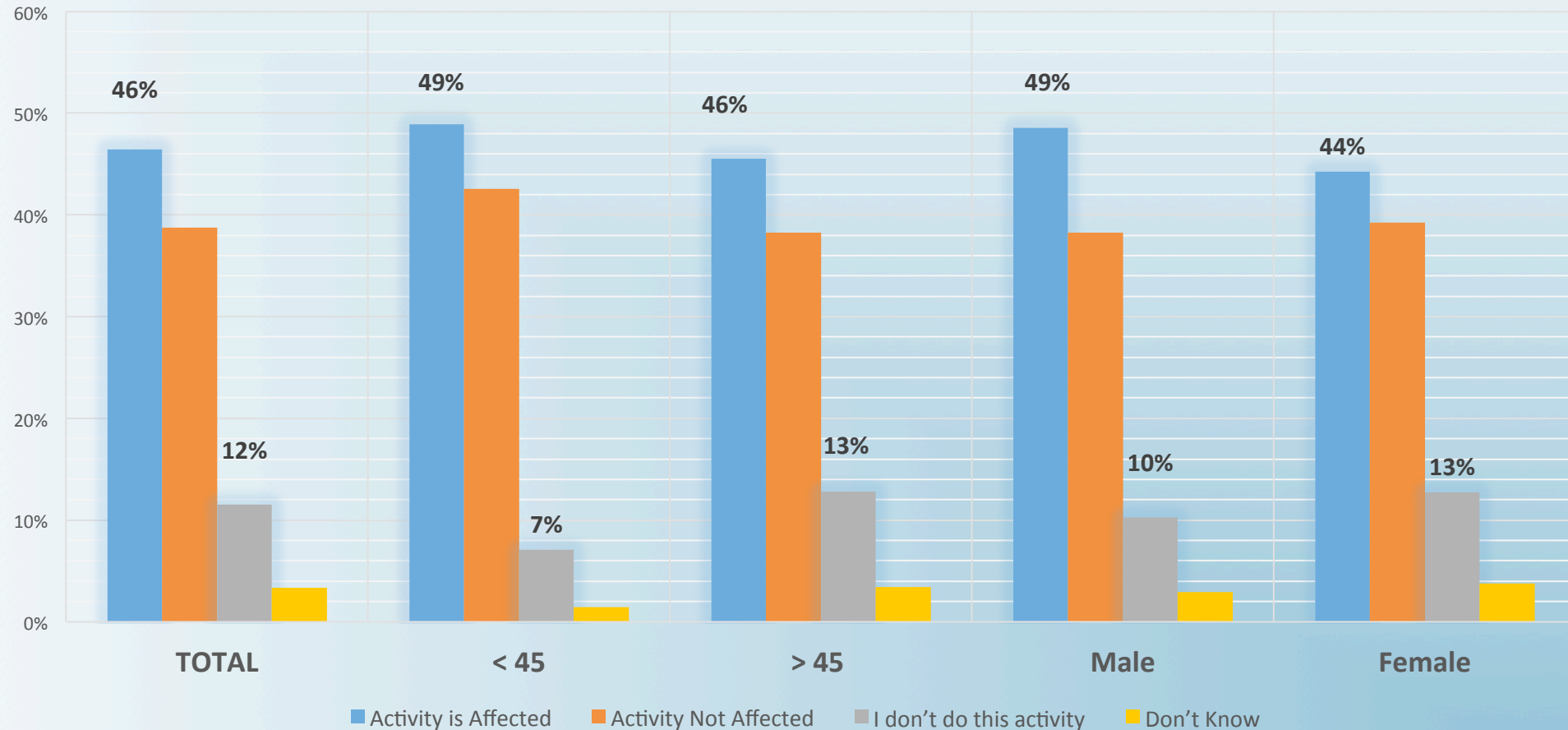


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Of All Activities Online, Research Was the MOST Affected by the Home Internet Connection With Nearly Half of Respondents Were Affected

Internet Connection Affects: Research



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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 = $\pm 3.3\%$
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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