

## **AdWest Marketing Inc.**

A Research Study Highlighting the Differences Between Urban and Rural Populations in Saskatchewan and Manitoba in 5 Key Geographic Segments:

How Geography Impacts Media Access, Usage and Engagement

Funded by the  
Government  
of Canada

Financé par le  
gouvernement  
du Canada

**Canada**



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750 Phone Interviews Between March 1 – March 15, 2018 Conducted by Random Sample:

- 150 Farms
- 150 Hamlets/Rural (Communities Under 1,000 Population)
- 150 Villages (1,000-5,000 Population)
- 150 Towns (5,000-10,000 Population)
- 150 Small Cities (10,000-50,000)

The survey uses a probability sample of adults 18 years of age or older. The qualifying person in the household with the most recent birthday will be selected for the interview. For the Farmers segment, the questionnaire will screen for most recent birthday among those in the household involved in farming decisions.

#### **ABOUT THE SUPPLIER:**

**Totum Research** is Canada's leading research firm specializing in the media. Since 1985, Totum has produced reliable and actionable data for a wide variety of clients ranging from national daily newspapers to small market radio stations, from million+ circulation consumer magazines to e-commerce websites and from advertising agencies to multinational corporations. Totum has conducted marketing and communications research for beverage, information technology (IT), women's products, financial institutions, automotive and government departments.

# FARMS

ADWEST MEDIA USAGE STUDY: HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE AND CONSUMPTION. TOTUM RESEARCH. MARCH 2018

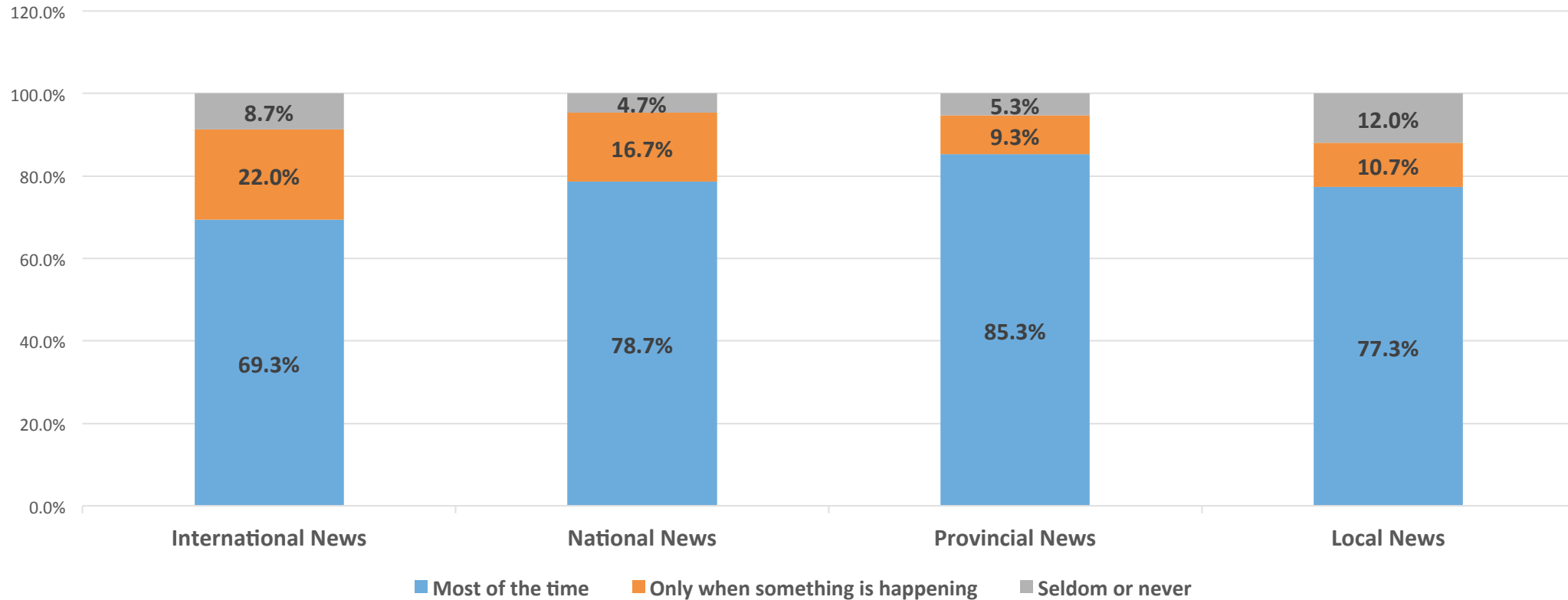
COMMUNITY NEWSPAPERS *RESULTS*



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# NEWS REMAINS A STRONG PLATFORM IN FARM HOUSEHOLDS ON THE PRAIRIES WITH THE MAJORITY FOLLOWING VARIOUS TYPES OF THE NEWS 'MOST OF THE TIME'

## Personally Follow Specific Types of News



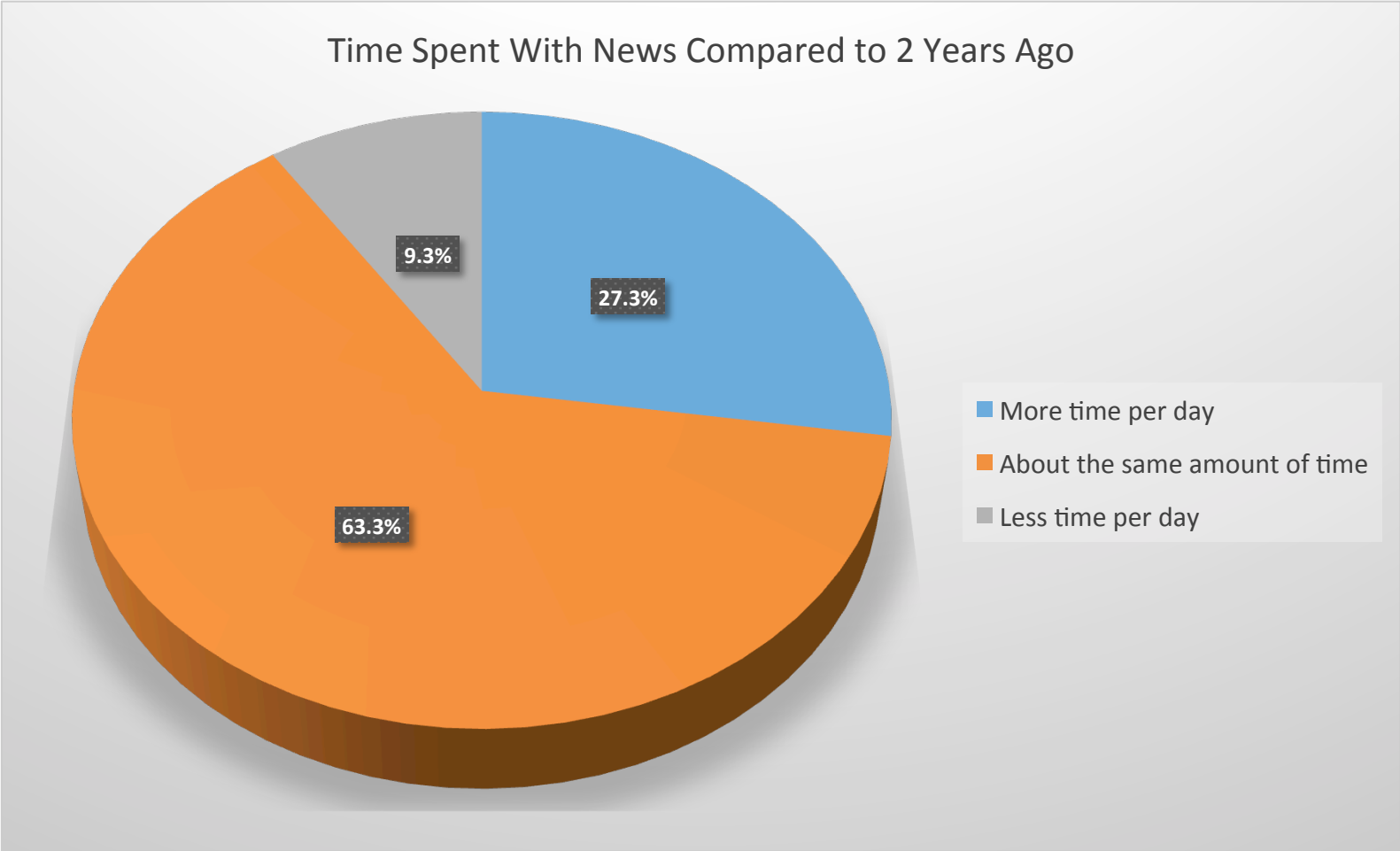
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# COMMUNITY NEWSPAPERS RESULTS



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**6 IN 10 RESPONDENTS IN FARM HOUSEHOLDS INDICATE THEY SPEND ABOUT THE SAME AMOUNT OF TIME CONSUMING NEWS AS THEY DID 2 YEARS AGO. 27% SAID THEY SPEND MORE TIME WITH NEWS THAN 2 YEARS AGO**



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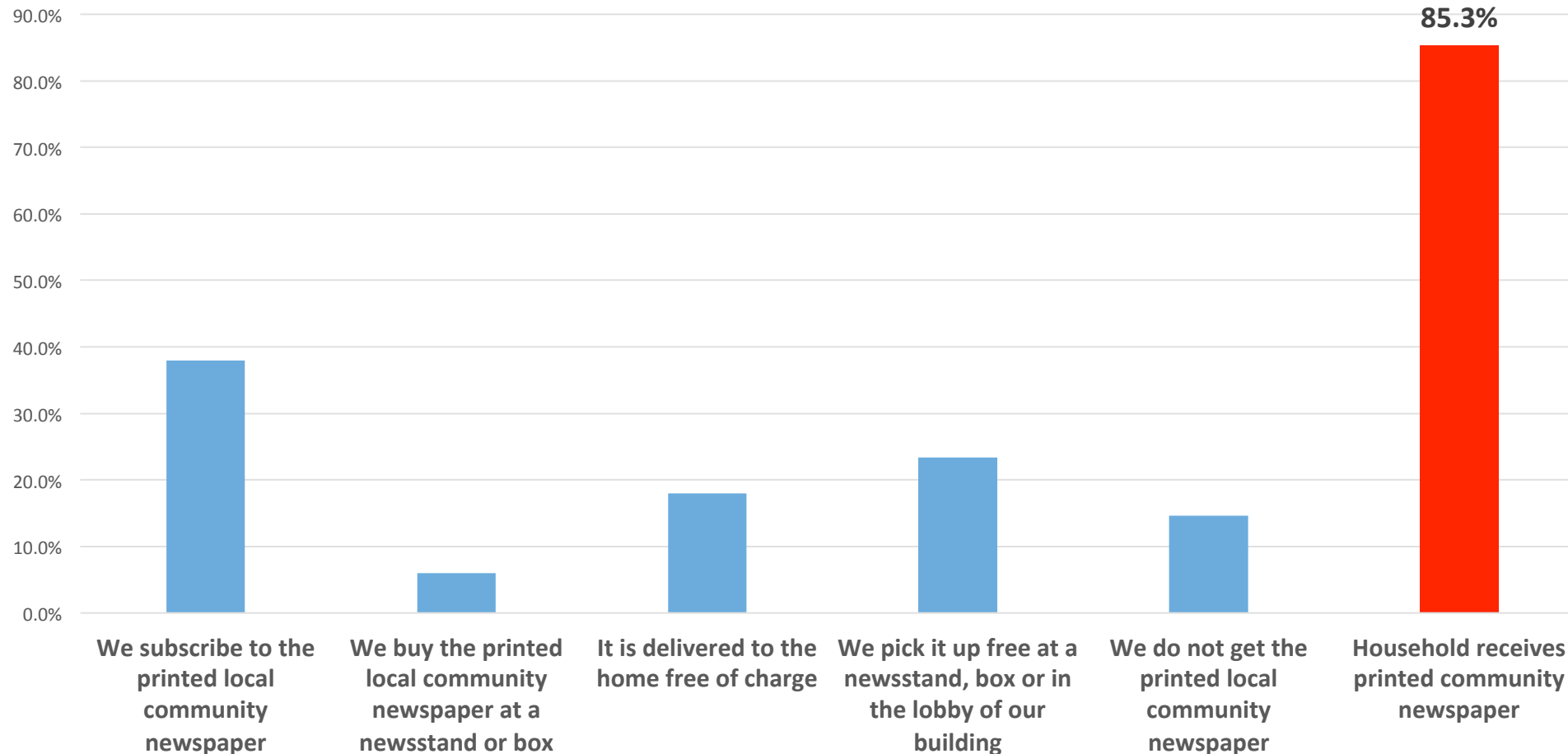
**COMMUNITY NEWSPAPERS RESULTS**



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# IN 2018, RECEIVERSHIP OF PRINTED COMMUNITY NEWSPAPERS ON FARMS IS AMONGST THE HIGHEST OF ALL COMMUNITY TYPES SAMPLED

Receivership of Printed Community Newspaper on the Farm



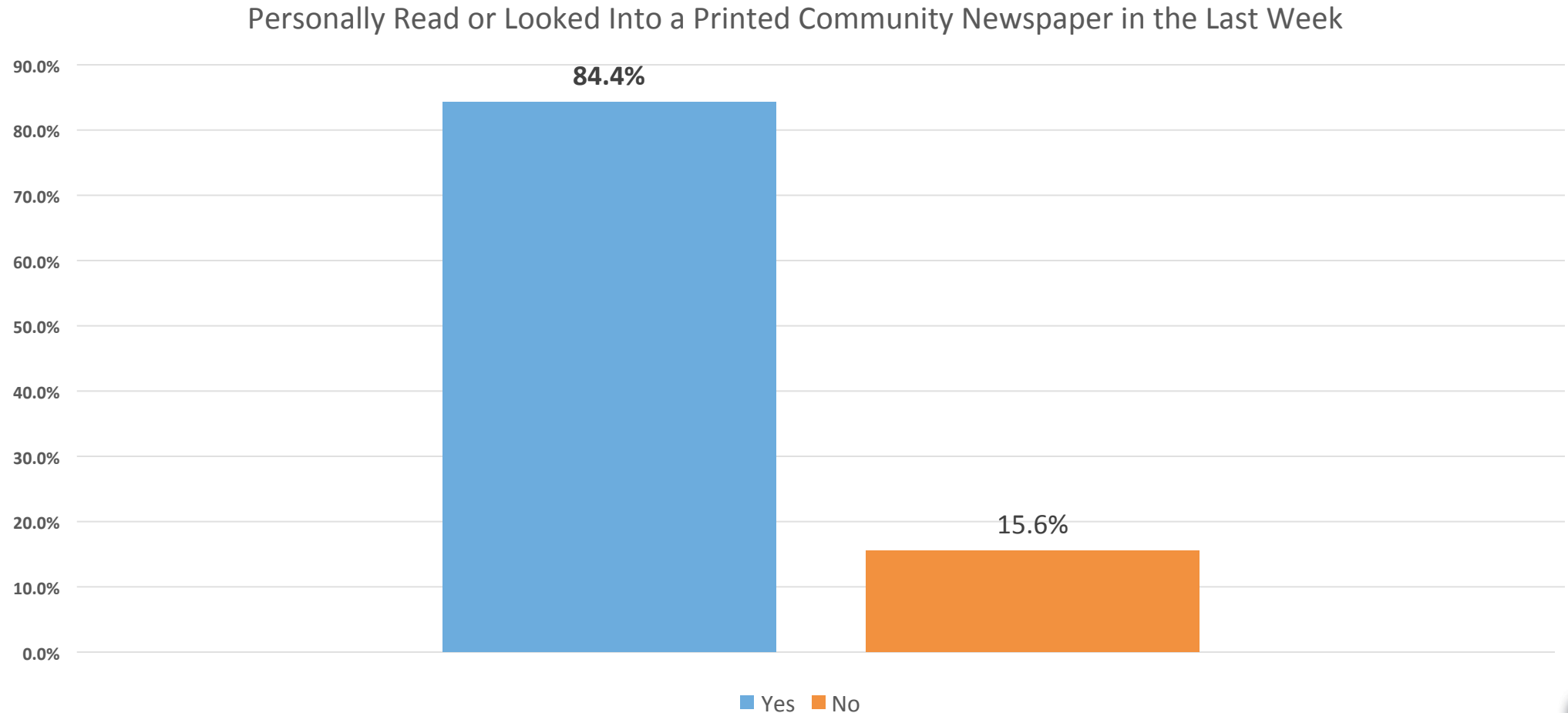
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## COMMUNITY NEWSPAPERS RESULTS



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# READERSHIP OF PRINTED COMMUNITY NEWSPAPERS IN FARM HOUSEHOLDS IS AMONGST THE HIGHEST IN ALL MEASURED COMMUNITY SIZE GROUPS



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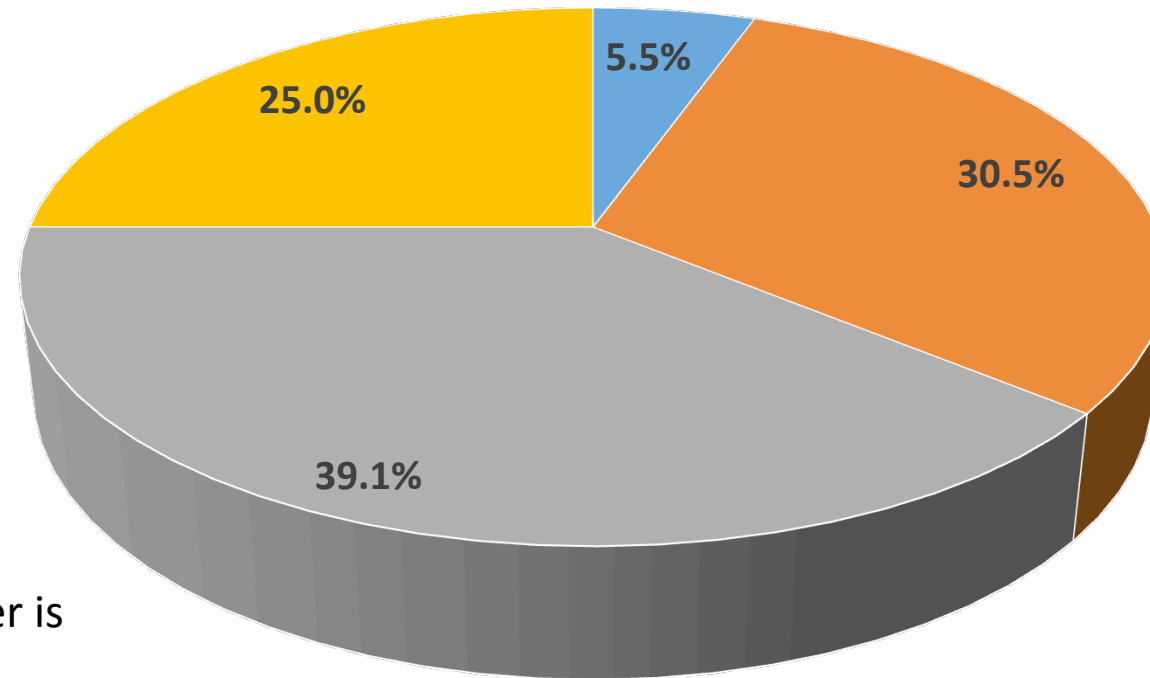
## COMMUNITY NEWSPAPERS RESULTS



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MARKET DATA | READERSHIP INFO | RESULTS

**64% of Respondents in Farm Households Spend More Than 15 Minutes Reading the Printed Community Newspaper Each Week. One Quarter of Respondents Spend More Than 30 Minutes Reading Each Week.**

Time Spent Reading Per Week



Average Time Spent Reading a Printed Community Newspaper is **20.3 Minutes**

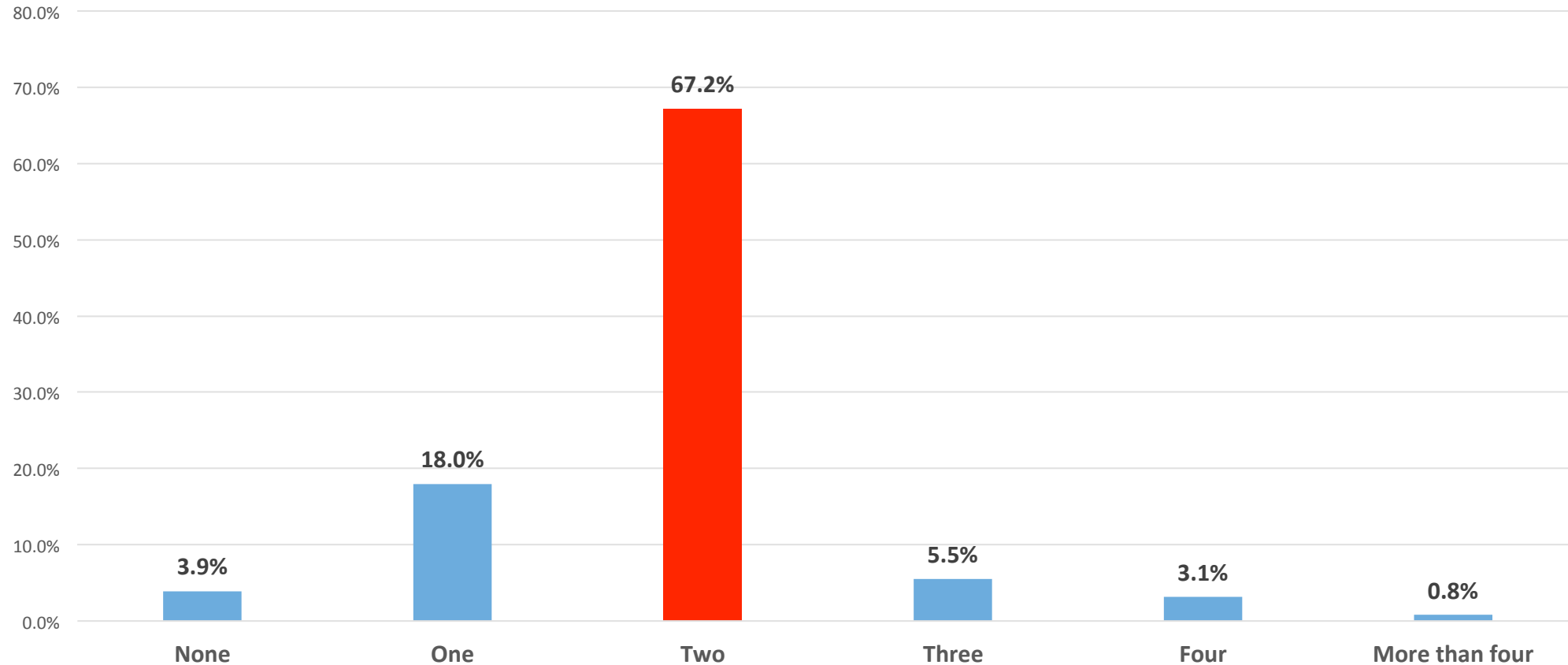
■ None ■ 15 mins or less ■ 16-30 mins ■ More than 30 minutes





**In 67% of Farm Households, the Printed Community Newspaper is Read by Two People. On Average, the Number of Readers Per Household is 1.9**

Number of Readers Per Issue by Farm Household



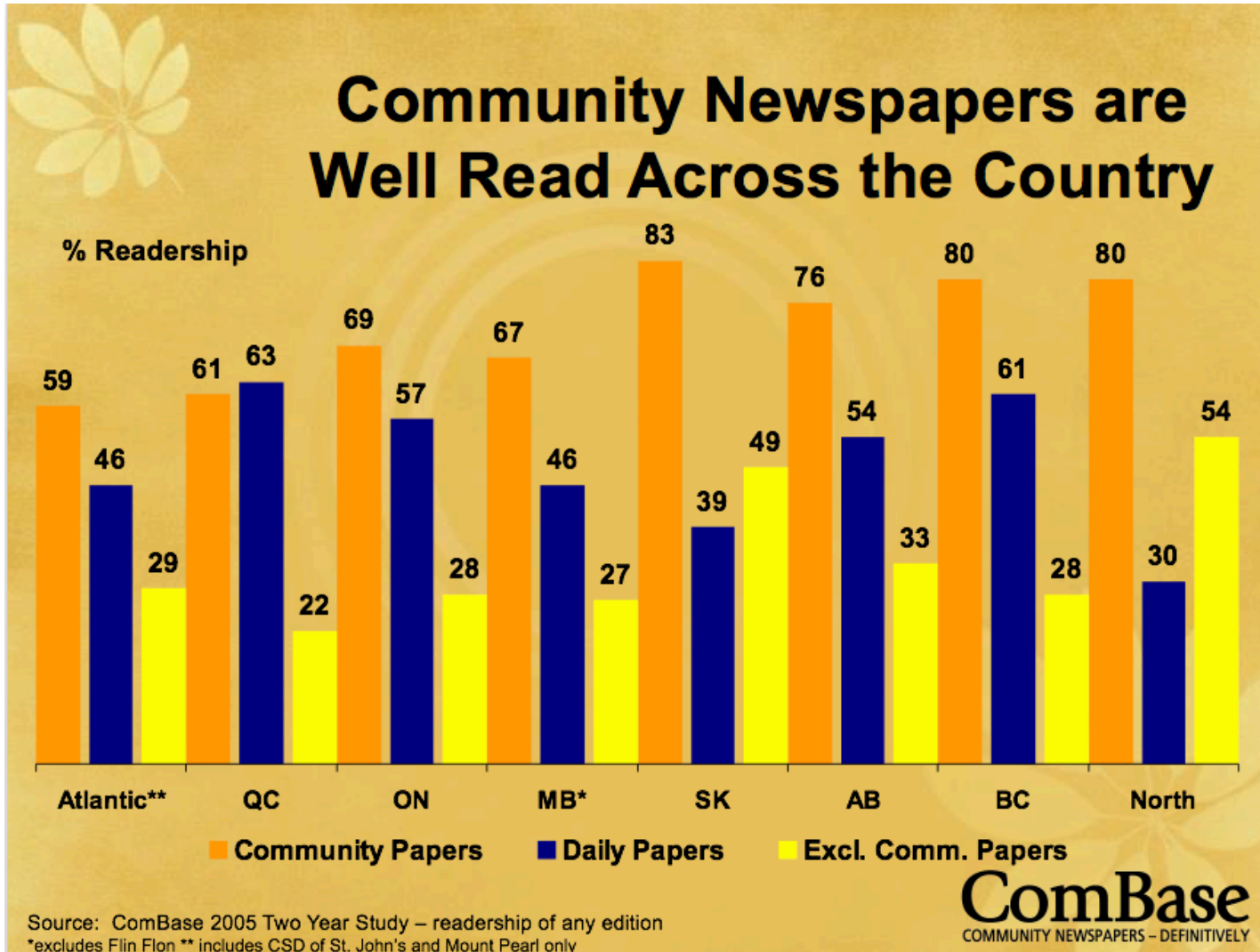
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**COMMUNITY NEWSPAPERS RESULTS**



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In 2005, the National Community Newspaper Readership Study (ComBase) Reported Readership of Community Newspapers in Saskatchewan at 83% and 67% in Manitoba. BOTH LOWER THAN the 2018 Numbers for Farm Households



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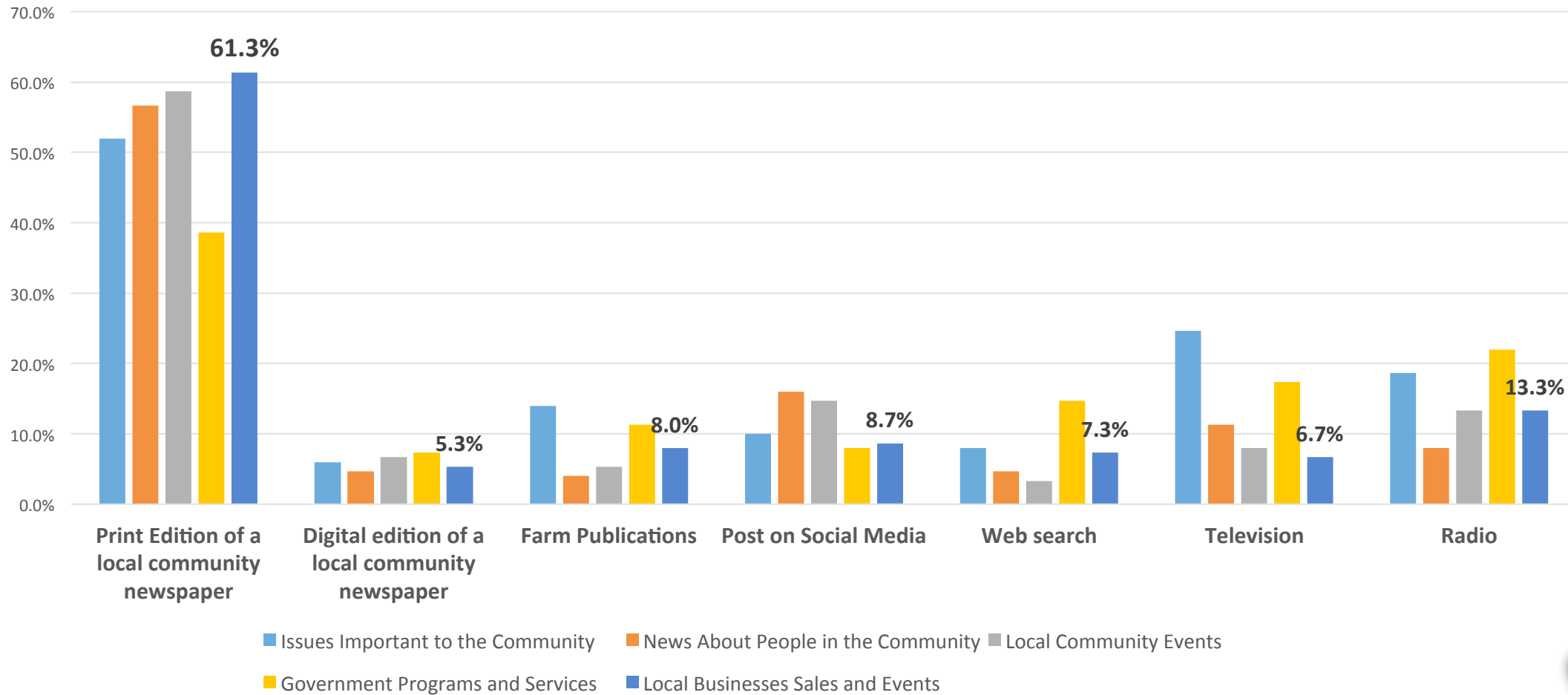
## COMMUNITY NEWSPAPERS *RESULTS*



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# On Farms, Community Newspapers Are the Preferred Media to Receive Information About All Local Issues **Including Local Businesses, Sales and Events**

Preferred Media to Receive Information About Local Topics



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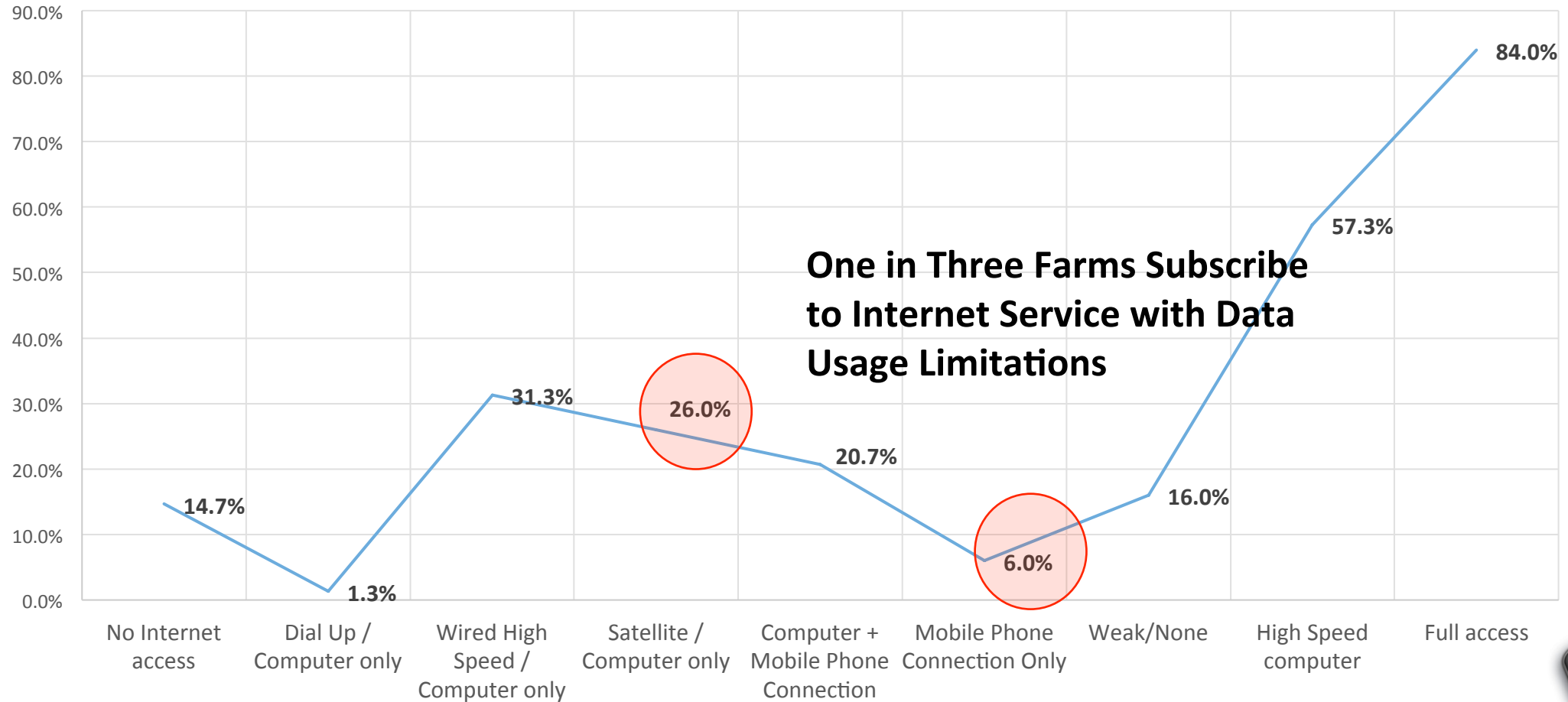
## COMMUNITY NEWSPAPERS *RESULTS*



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# Most Farm Households Indicate Some Form of Wired Internet Access, Although the Type of Service Varies

Type of Internet Access Used at Home



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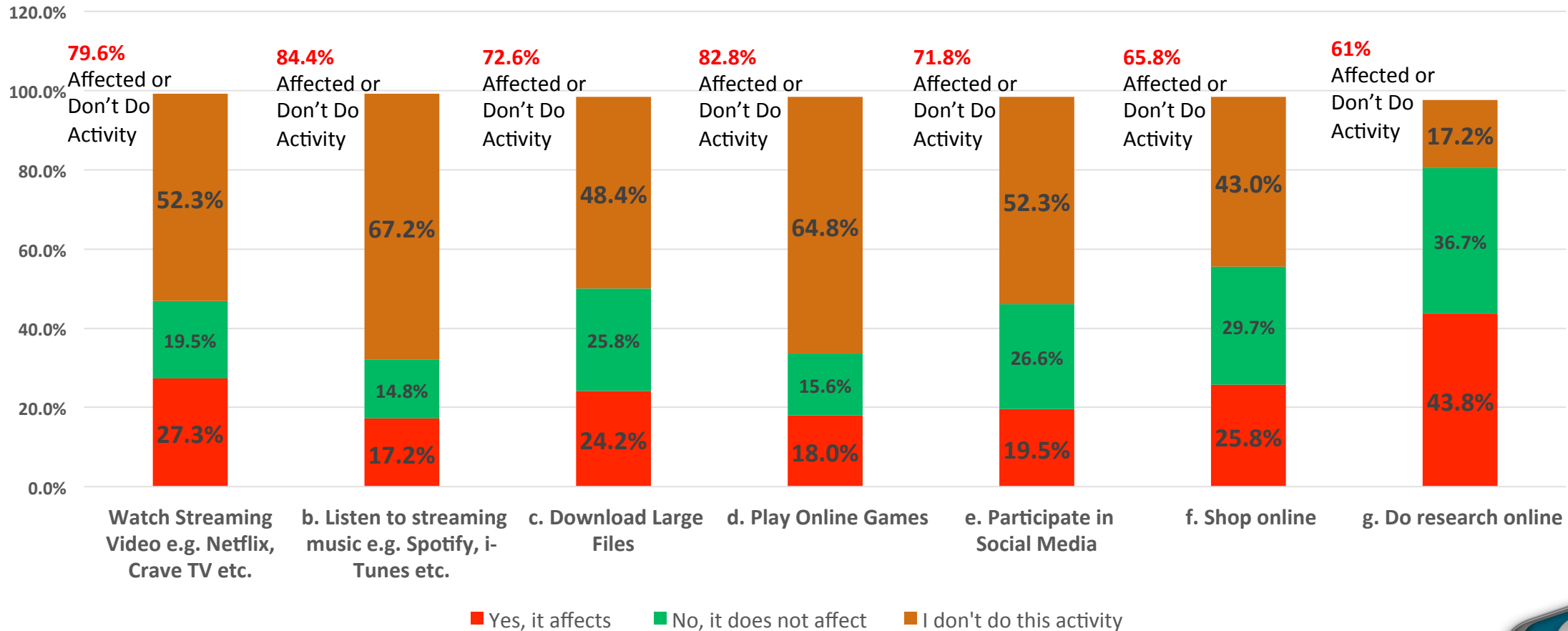
## COMMUNITY NEWSPAPERS RESULTS



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# However, Bandwidth Limits (Cost) on Certain Types of Service Can and Does Restrict Use on Some Activities

Does the Internet Connection You Have at Home Affect Certain Activities You Might Do Online



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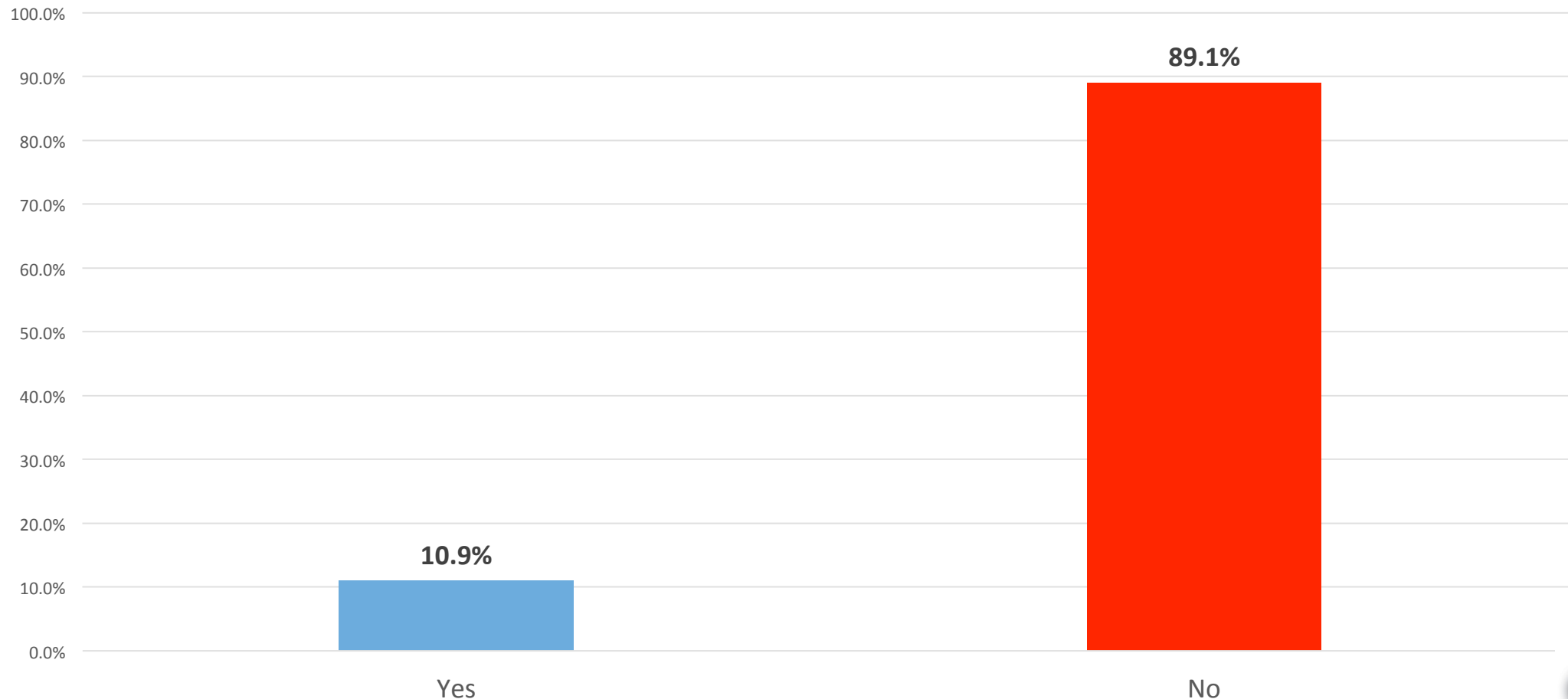
## COMMUNITY NEWSPAPERS RESULTS



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## Another Activity That Respondents in Farm Households Indicate That They Are Not Likely to be Doing, is Visiting the Website of a Local Community Newspaper

Have you Personally Visited the Website of a Local Community Newspaper in the Past Week



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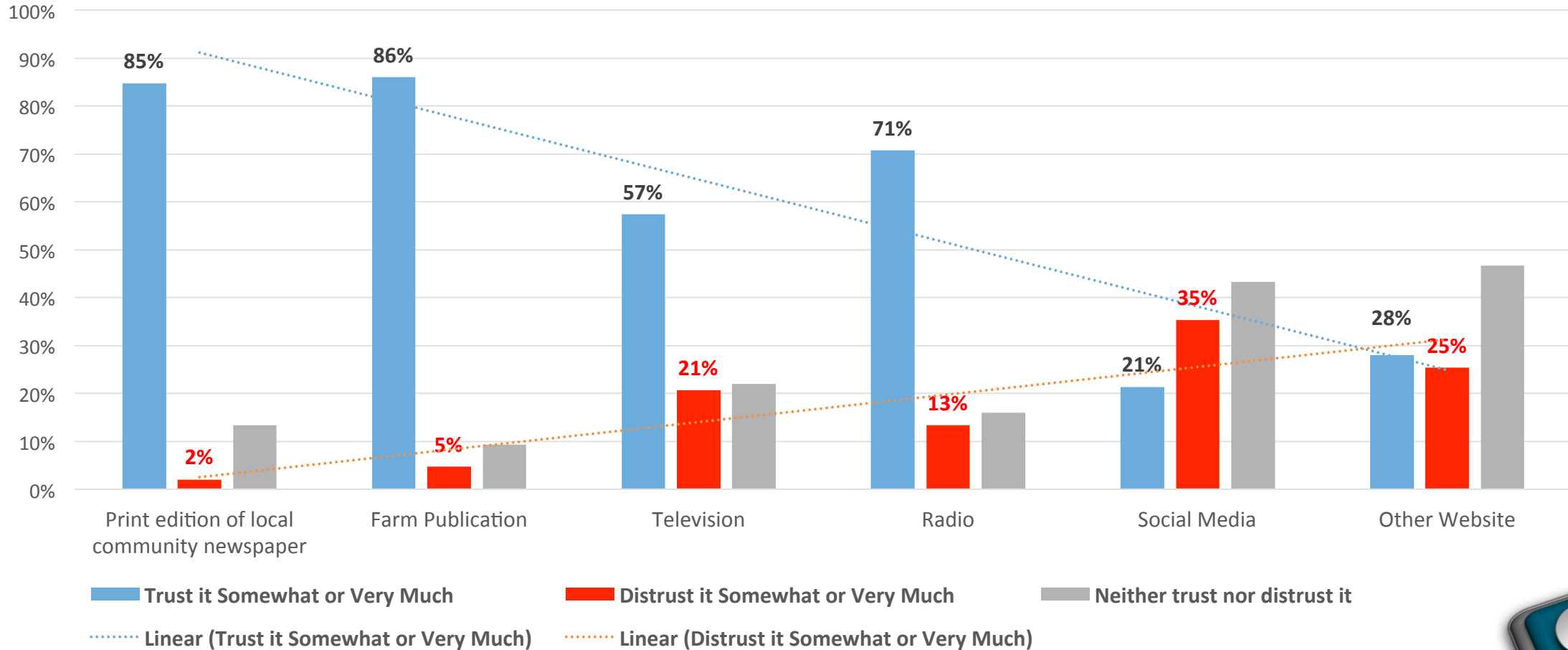
# COMMUNITY NEWSPAPERS *RESULTS*



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# Respondents in Farm Households Indicate **Significant Trust in Traditional Media** and Notable Levels of Distrust in Both Social Media and Other Websites

Trust in Media's News and Advertising Content



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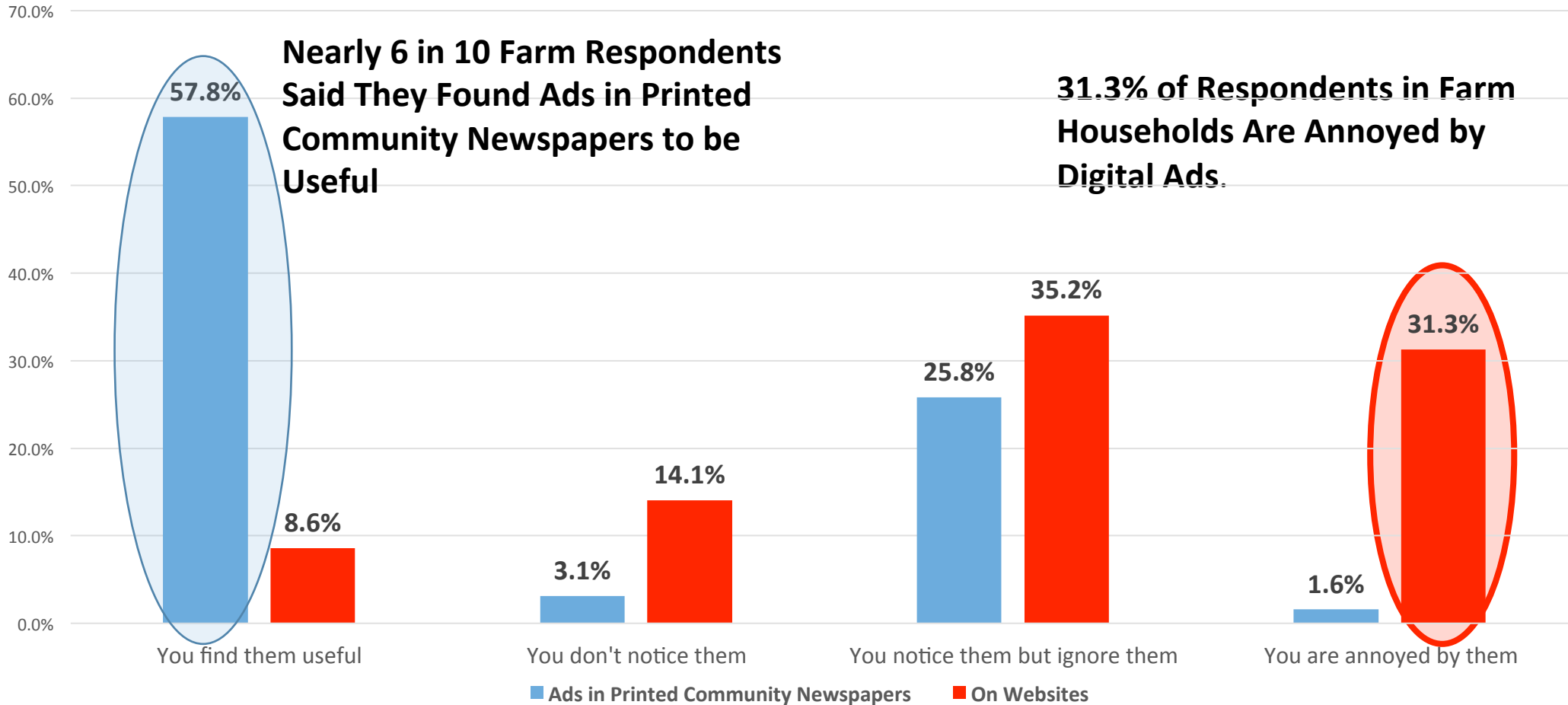
## COMMUNITY NEWSPAPERS RESULTS



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# Trust in News and Advertising Content of Printed Community Newspapers Leads to a Significantly Higher % of Respondents From Farm Households Finding Ads Useful Than Digital Forms of Advertising

How Do You Feel About Ads In Printed Community Newspapers vs Ads on Websites or Social Media



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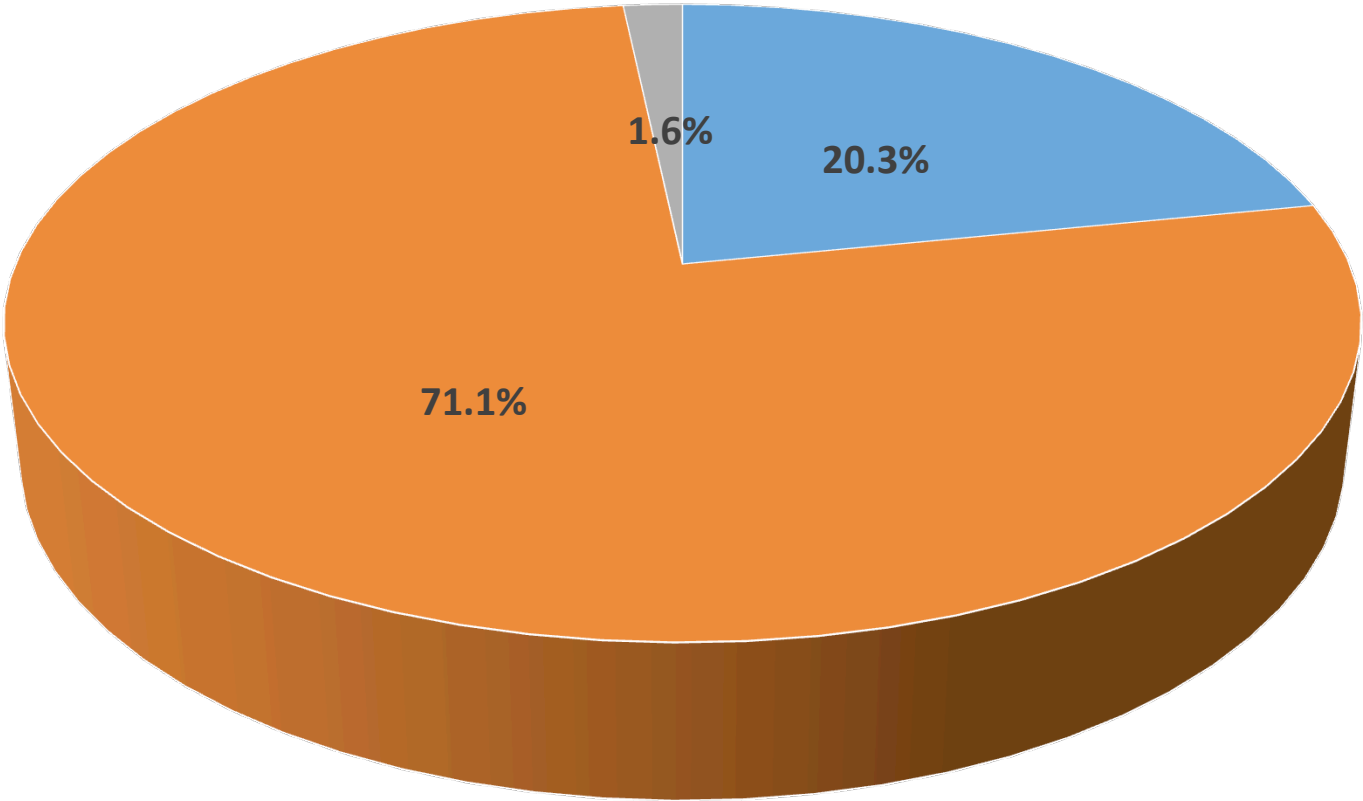


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# One in Five Farms Respond Usage of an AdBlocker on a Device to Block Online Ads

Use of AdBlockers on Devices Used to Access the Internet

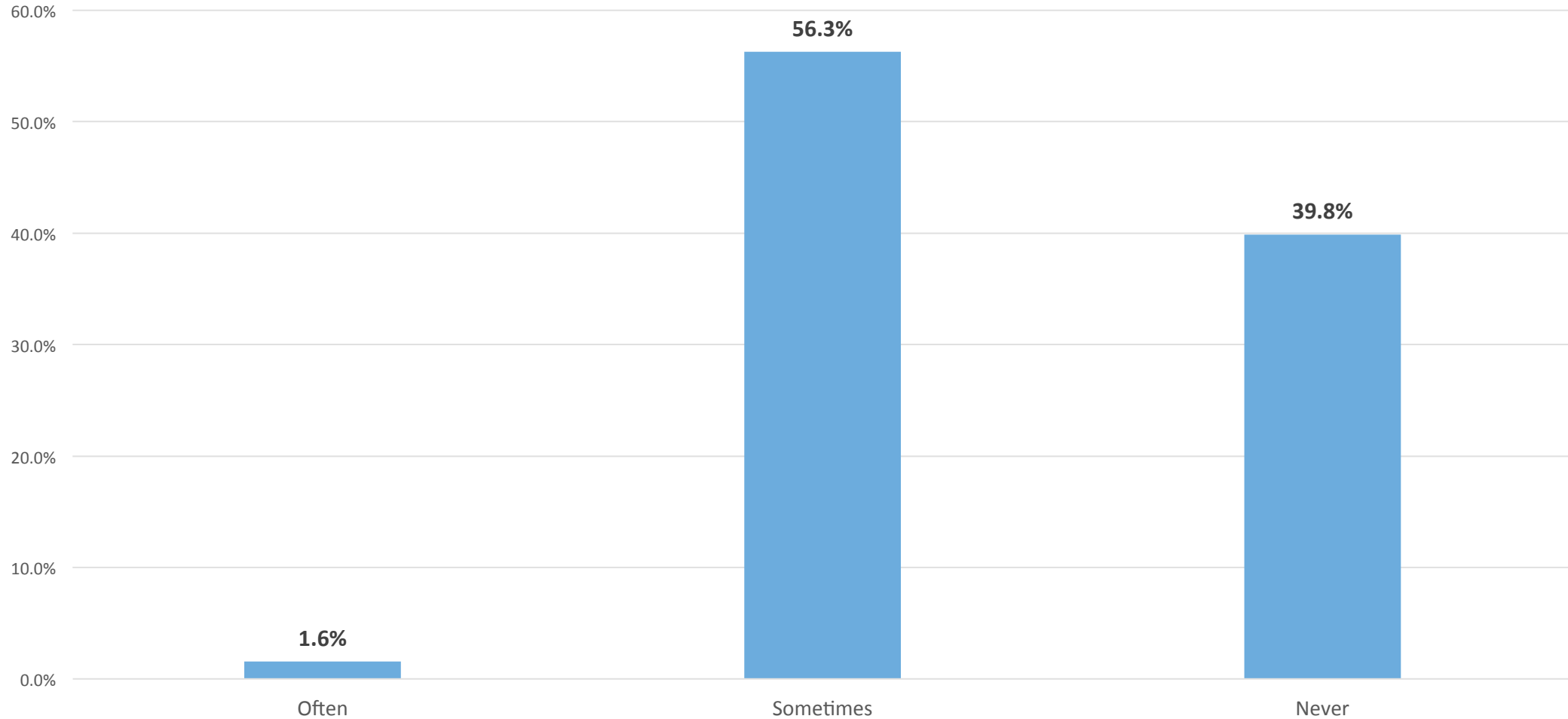


■ Yes, use ad blocker   ■ No, do not use ad blocker   ■ Do not access internet



# Over Half of Respondents Said They Accidentally Click on Ads on Their Computer, Phone or Tablet

How Often Would You Accidentally Click on Ads on Your Computer, Phone or Tablet?



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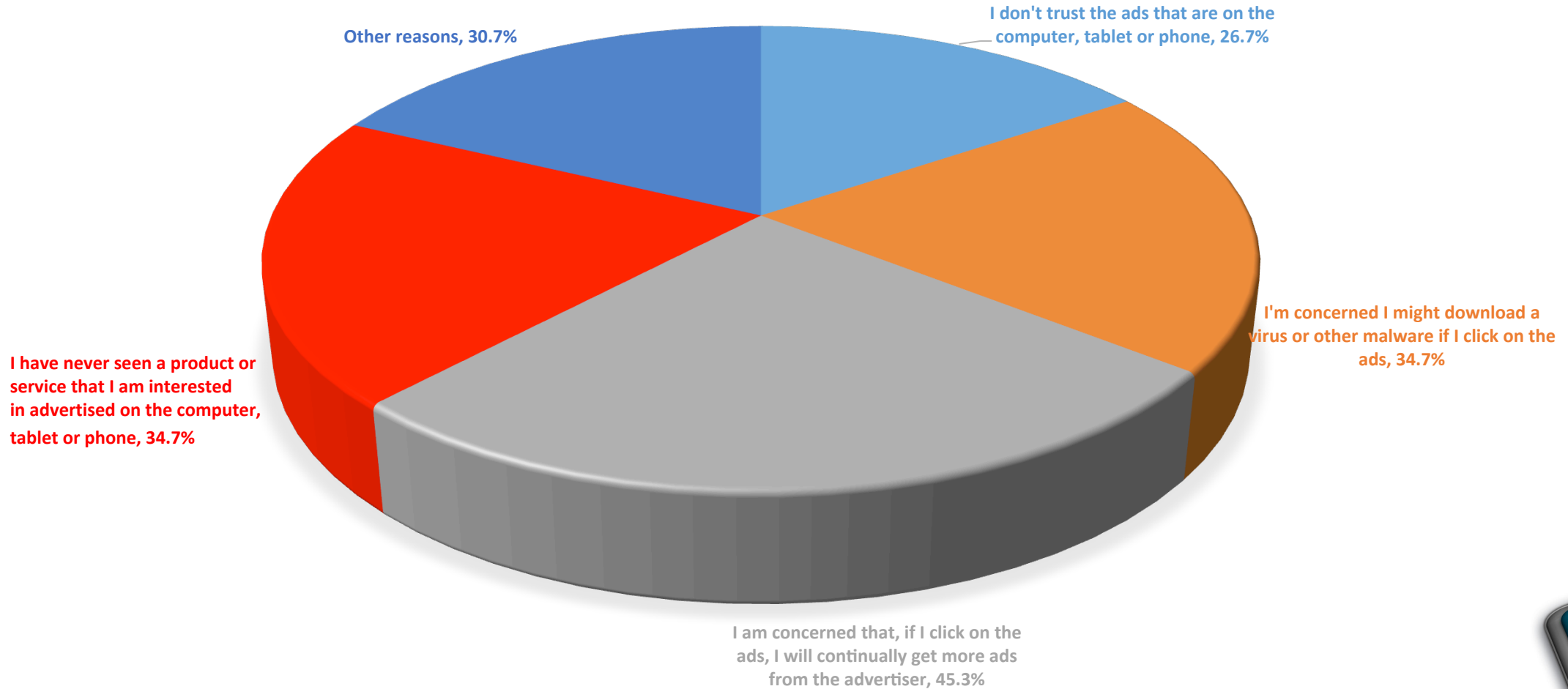
## COMMUNITY NEWSPAPERS RESULTS



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# Nearly Half of Farm Respondents Said Their Reason for Not Clicking on Ads Was That They Were Concerned About Getting More Ads

## REASONS FOR NOT CLICKING ON AN AD ON YOUR COMPUTER, TABLET OR PHONE



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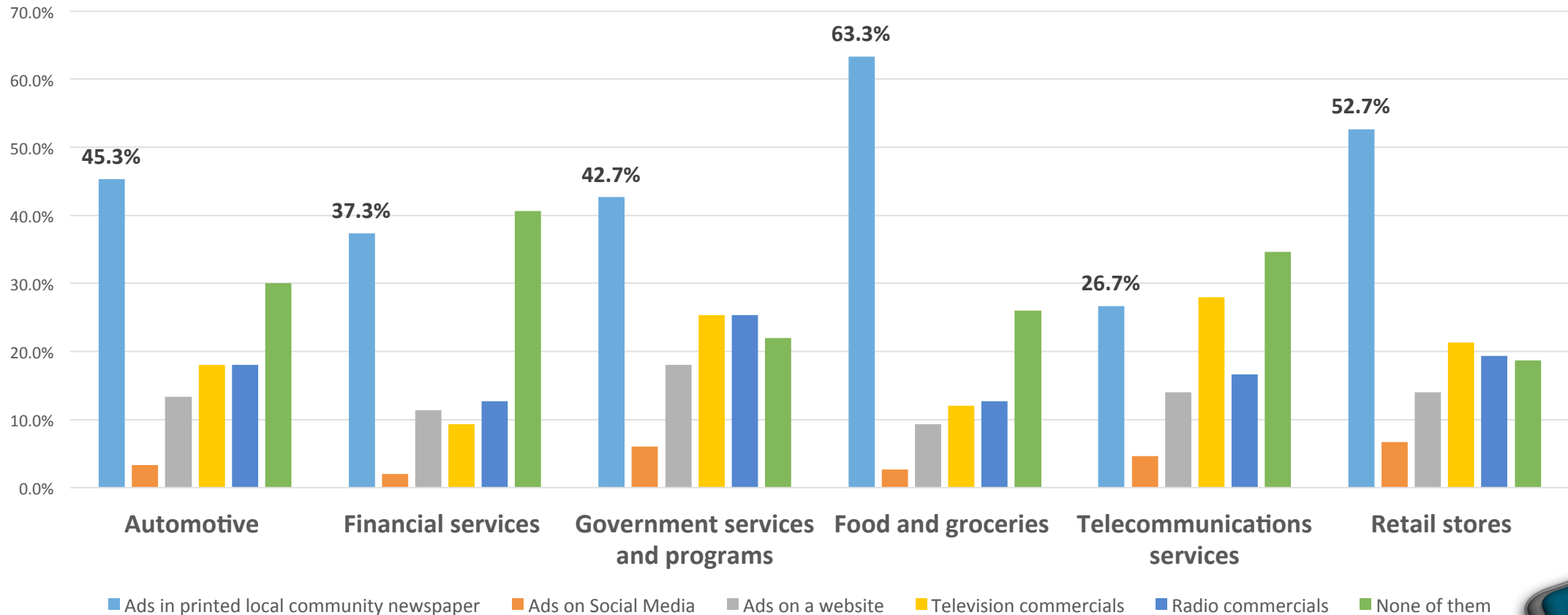
# COMMUNITY NEWSPAPERS RESULTS



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# Printed Local Community Newspaper Ads Are **More Likely to Inspire Action** Than Other Mediums and **SIGNIFICANTLY** More Likely to Inspire Action Than Both Social Media and Other Website Ads

Media Containing Ads Most Likely to Inspire Action (In-Person Store Visit, Website Visit, Purchase Decision)



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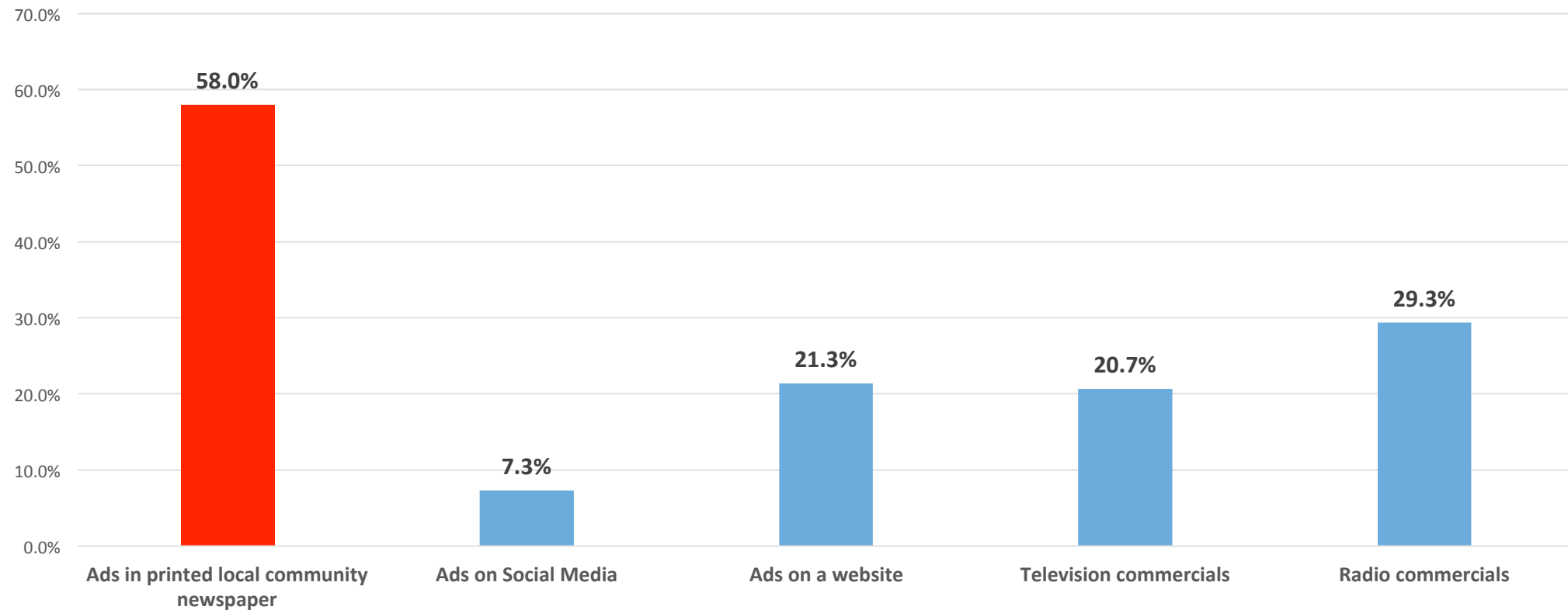
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# Including AGRICULTURE AND AGRICULTURAL SERVICES

Media Containing Ads Most Likely to Inspire Action (In-Person Store Visit, Website Visit, Purchase Decision): AGRICULTURE AND AGRICULTURE SERVICES



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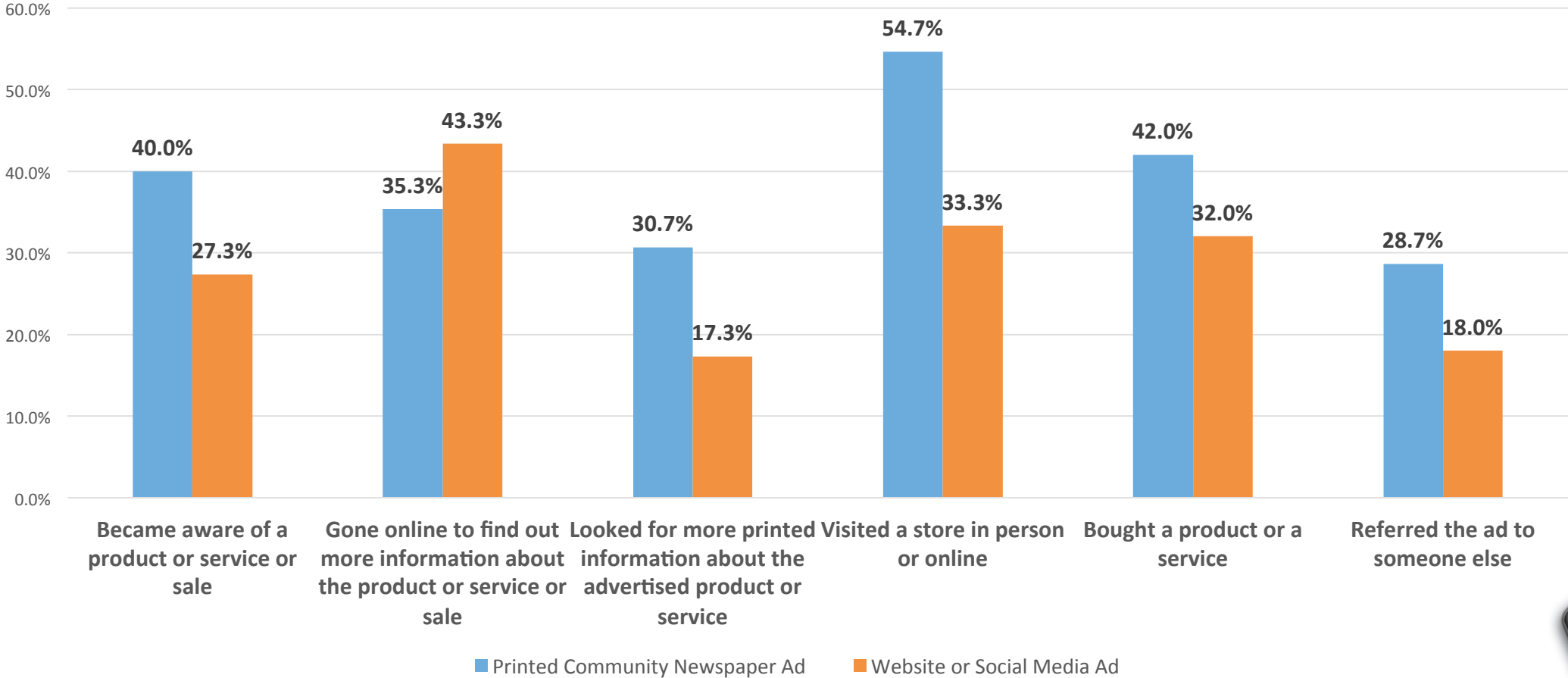
## COMMUNITY NEWSPAPERS RESULTS



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# Of Respondents Indicating They Are Inspired by Ads, **More Are Driven to Visit a Store In-Person or Online** Than By Websites or Social Media

Actions Taken as a Result of Seeing an Ad in a Printed Local Community Newspaper or Ad on a Website or Social Media



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