

Totum *Research Inc*

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

PRAIRIES

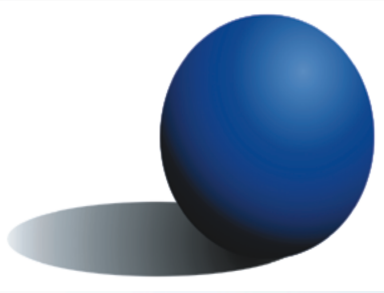
Measured Communities:

- 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 +/- 43.3% at 95% confidence level with 900 interviews



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1) Trust in News and Advertising Content by Print and Online Platforms

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

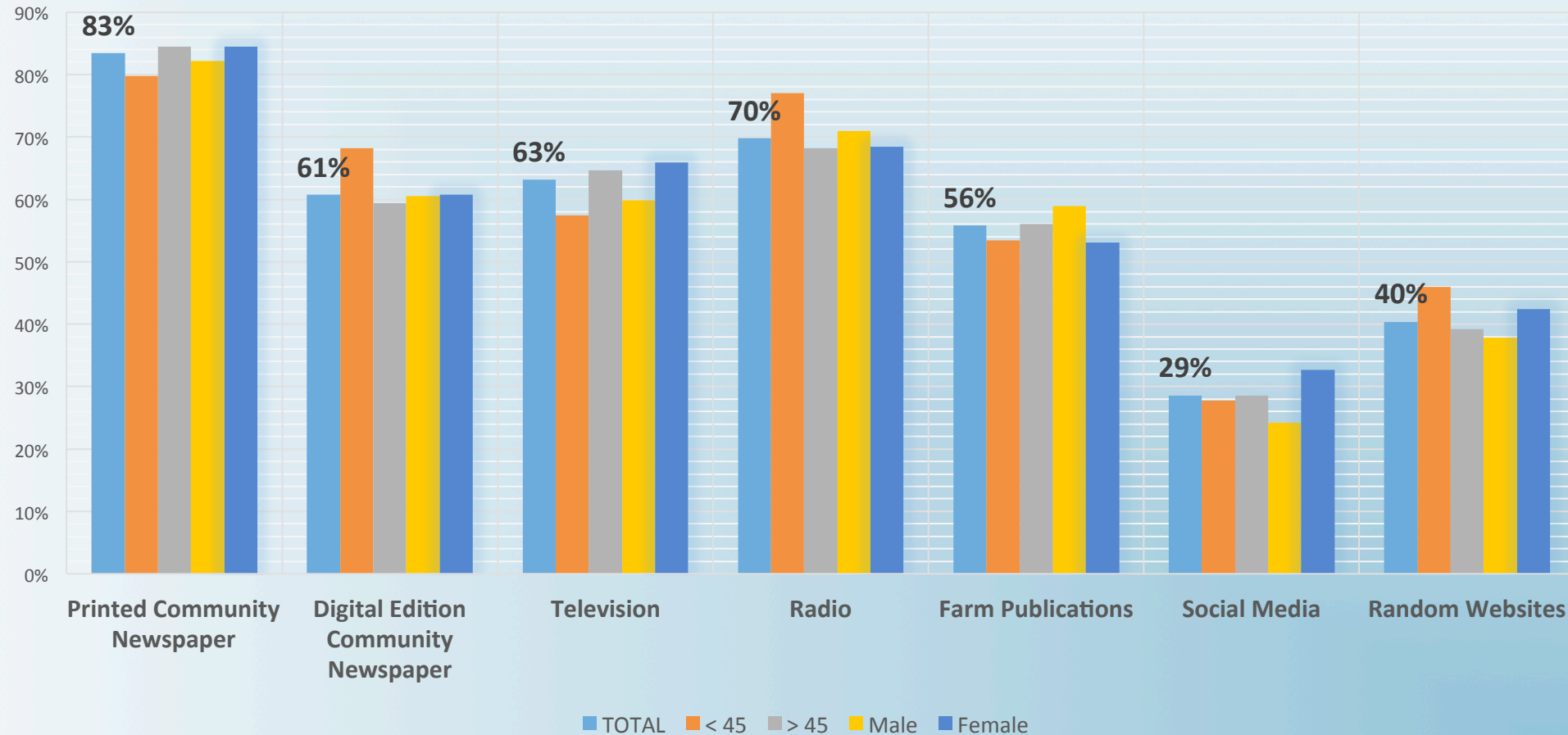


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PRAIRIES: Communities Under 100,000 Population

Overall, Traditional Media Platforms and in Particular, Printed Community Newspapers Are The Most Trusted Platform for News/Ad Content

TRUST: Platform Trusted 'Somewhat or Very Much'



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Totum Research: Interview timing Dec. 2019/Jan. 2020. 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

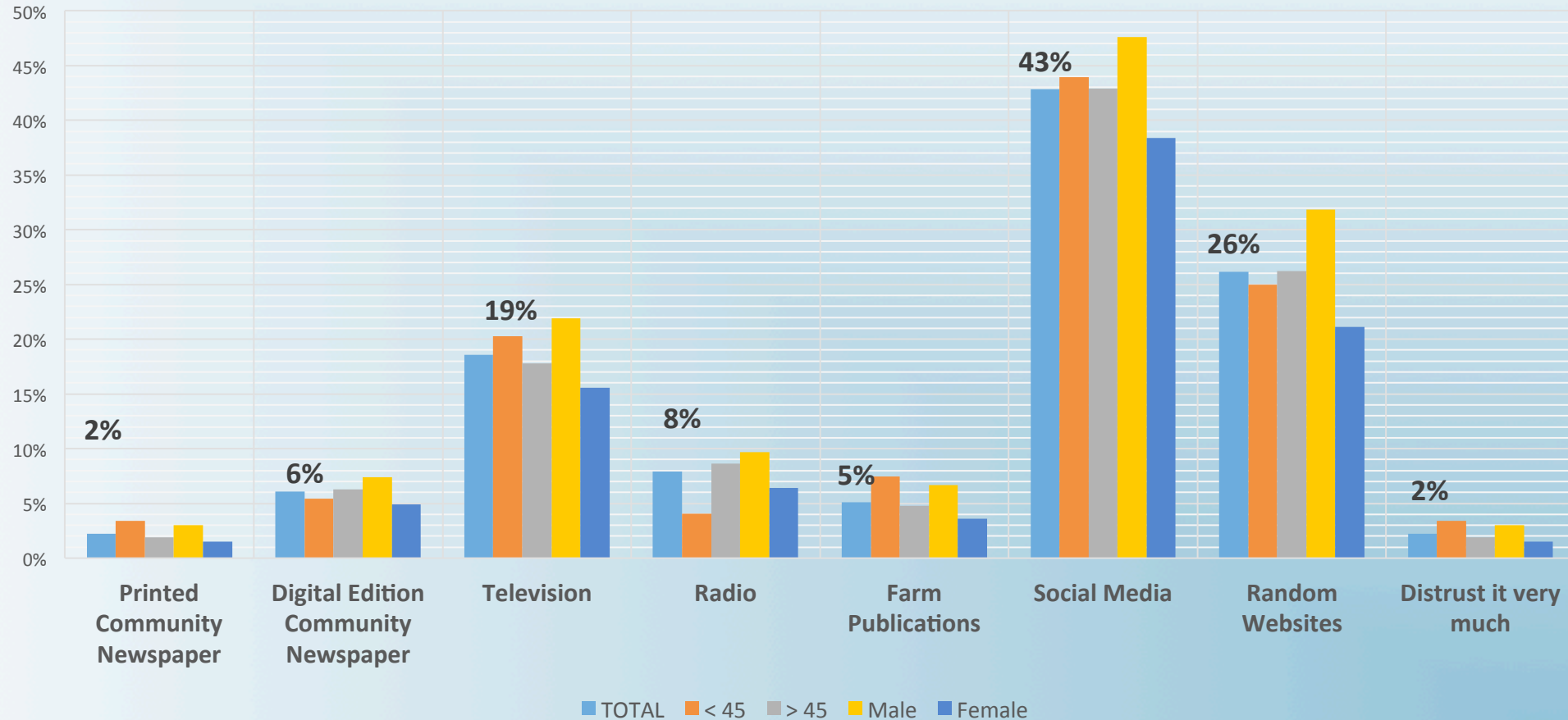


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PRAIRIES: Communities Under 100,000 Population

Overall, Online Media Platforms and in Particular, Social Media Are The Most Distrusted Platform for News/Ad Content

TRUST: Platform DISTRUSTED 'Somewhat or Very Much'



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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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