

## AdWest Marketing Inc.

A Research Study Highlighting the Differences Between  
Urban and Rural Populations in Manitoba and Saskatchewan  
in five key geographic segments:

*How Geography Impacts Media Access, Usage and  
Engagement*

Funded by the  
Government  
of Canada

Financé par le  
gouvernement  
du Canada

Canada



COMMUNITY NEWSPAPERS *RESULTS*

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MARKET DATA | READERSHIP INFO | RESULTS

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.

# HAMLETS AND RURAL AREAS (UNDER 1,000 POPULATION)

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

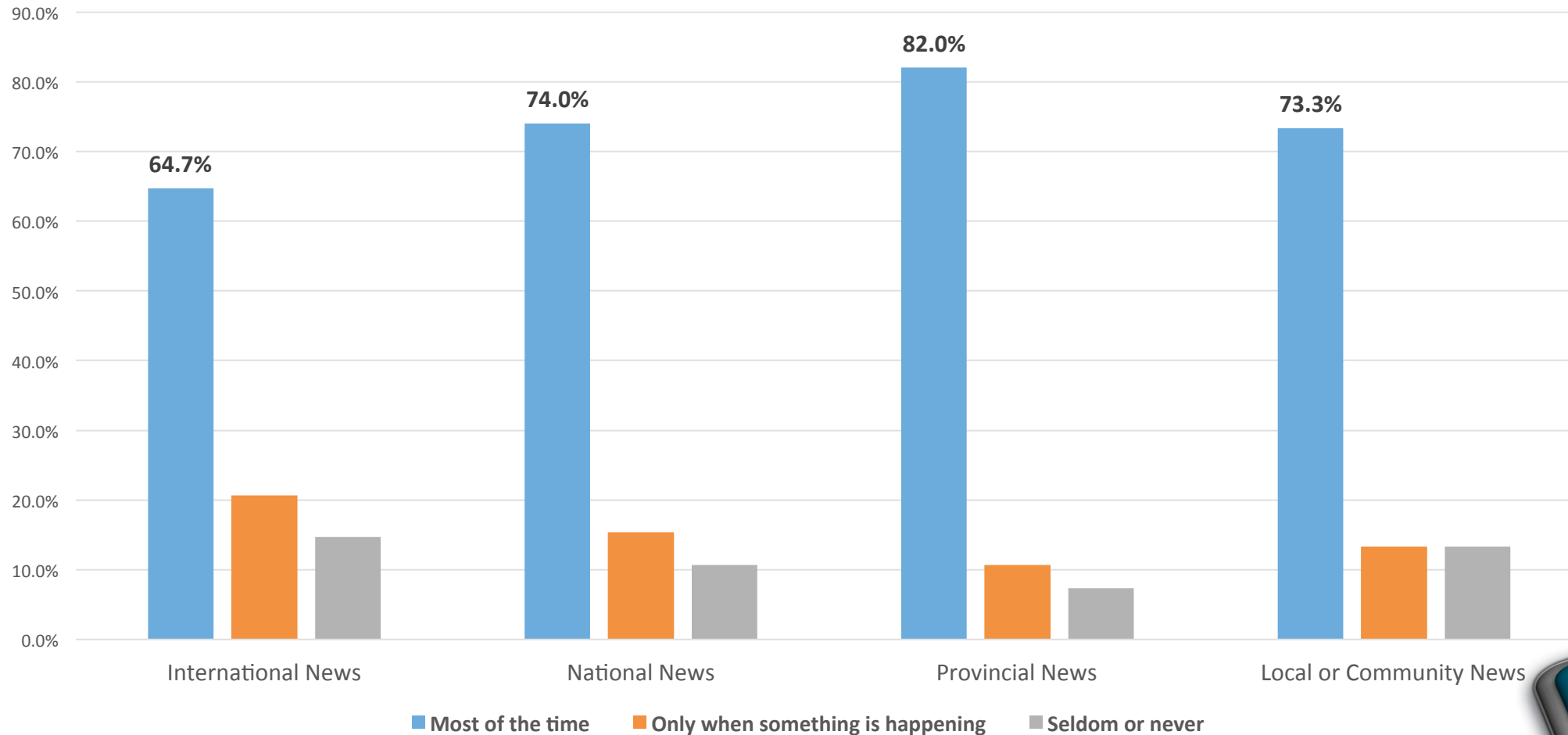
COMMUNITY NEWSPAPERS *RESULTS*



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# NEWS REMAINS A STRONG PLATFORM WITH RESPONDENTS IN HAMLETS AND RURAL AREAS INDICATING THEY FOLLOW MOST TYPES OF THE NEWS 'MOST OF THE TIME'

Personally Follow Specific Types of News

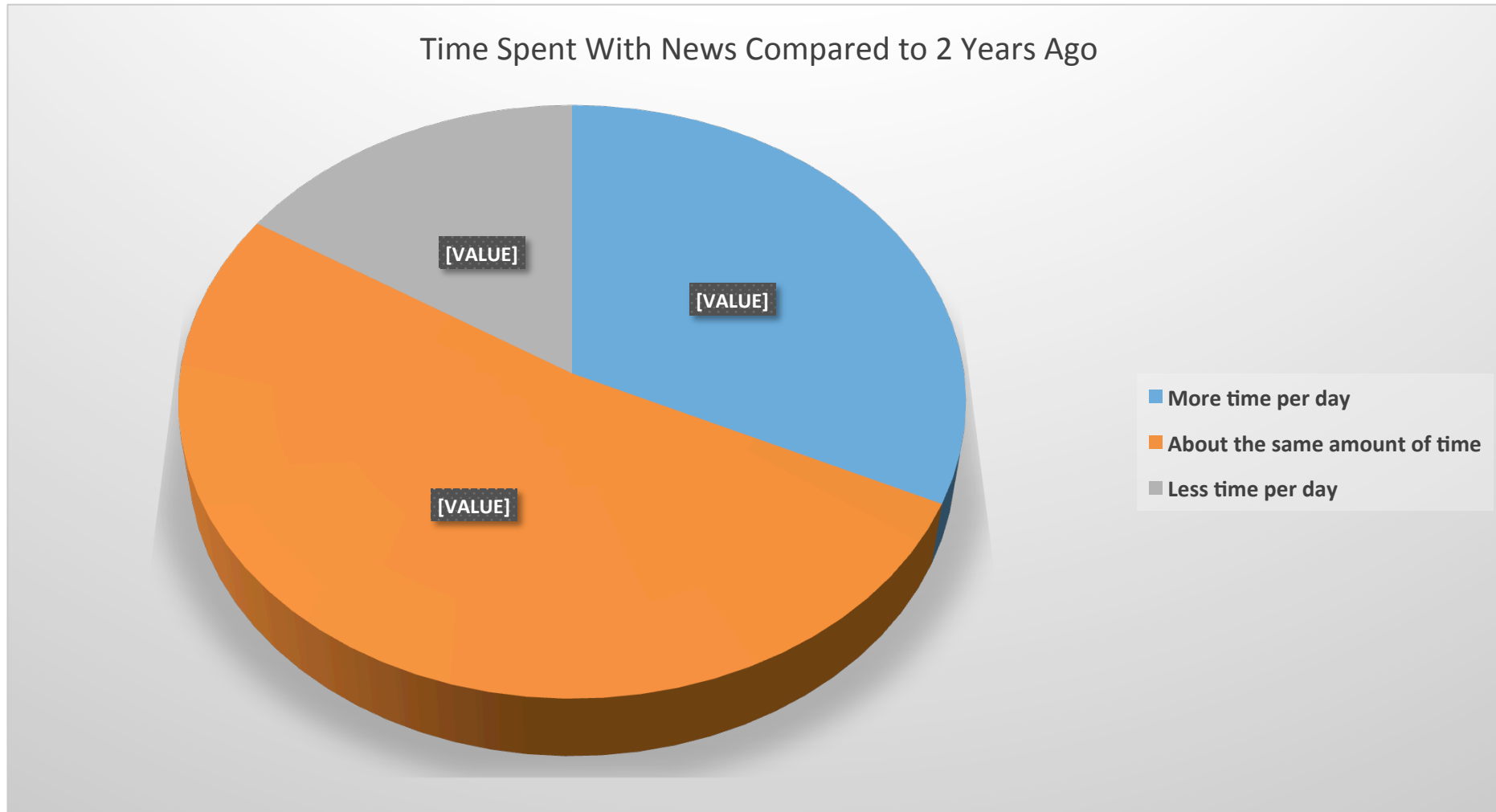


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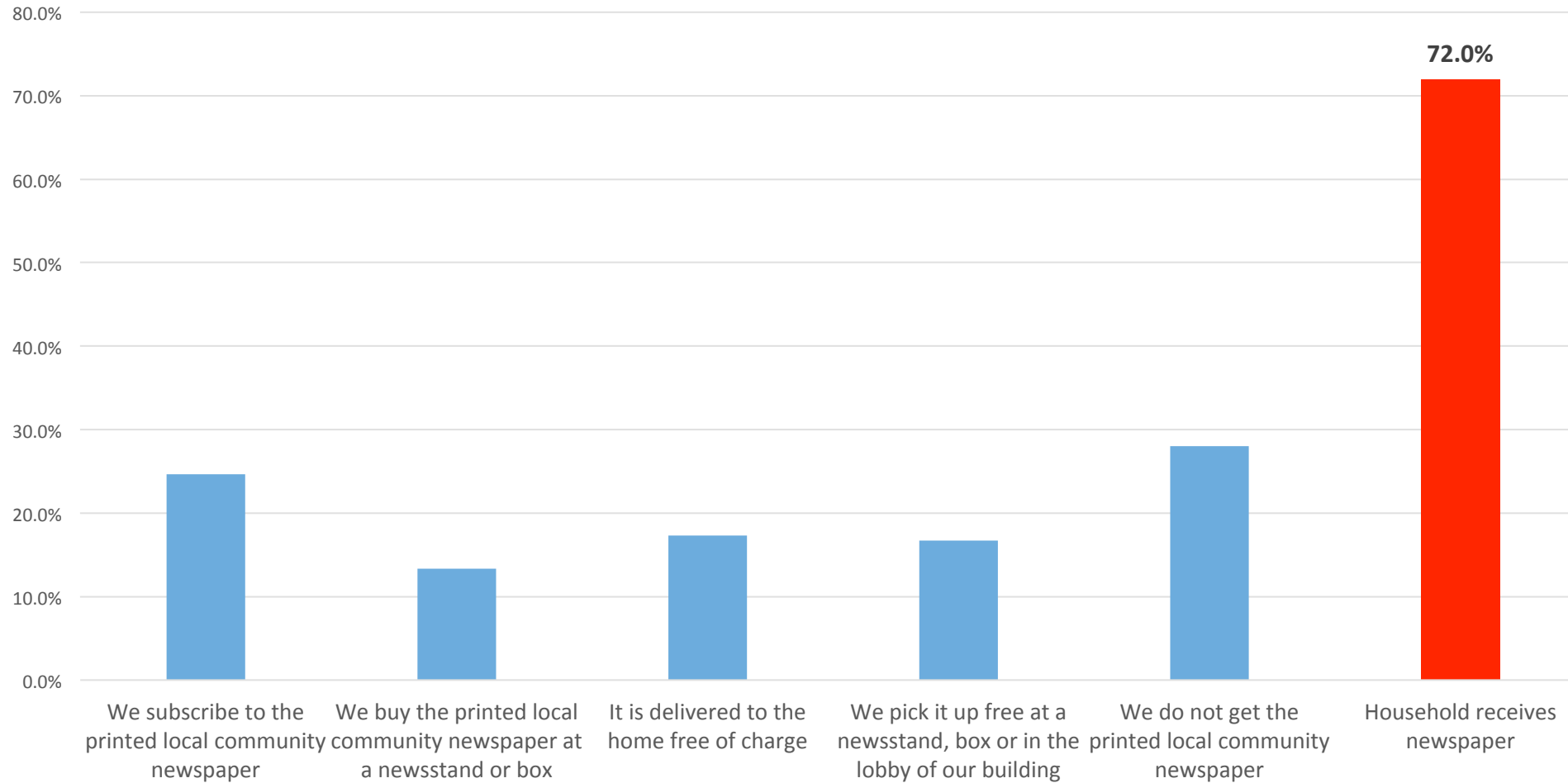
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THE MAJORITY OF RESPONDENTS IN HAMLETS AND RURAL AREAS INDICATE THEY SPEND ABOUT THE SAME AMOUNT OF TIME CONSUMING NEWS AS THEY DID 2 YEARS AGO. **32% HOWEVER THEY SPEND MORE TIME WITH NEWS TODAY**



# IN 2018, RECEIVERSHIP OF PRINTED COMMUNITY NEWSPAPERS IN HAMLETS AND RURAL AREAS REMAINS HIGH

## Receivership of Printed Local Community Newspapers

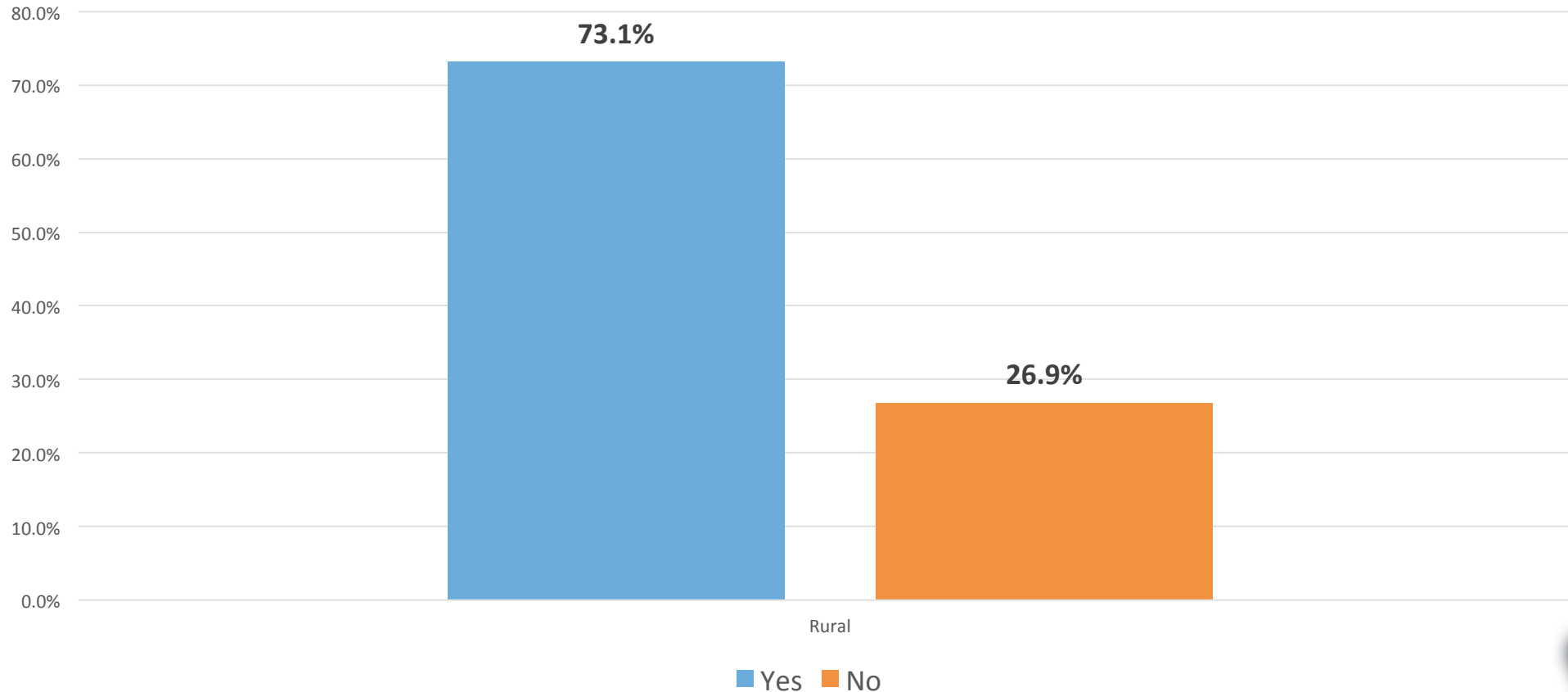


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## COMMUNITY NEWSPAPERS *RESULTS*

# NEARLY THREE QUARTERS OF RESPONDENTS IN HAMLETS AND RURAL AREAS SAID THEY READ OR AT LEAST LOOKED INTO A PRINTED COMMUNITY NEWSPAPER IN THE LAST WEEK

Have you Personally Read or Looked Into a Printed Local Community Newspaper in the Last Week



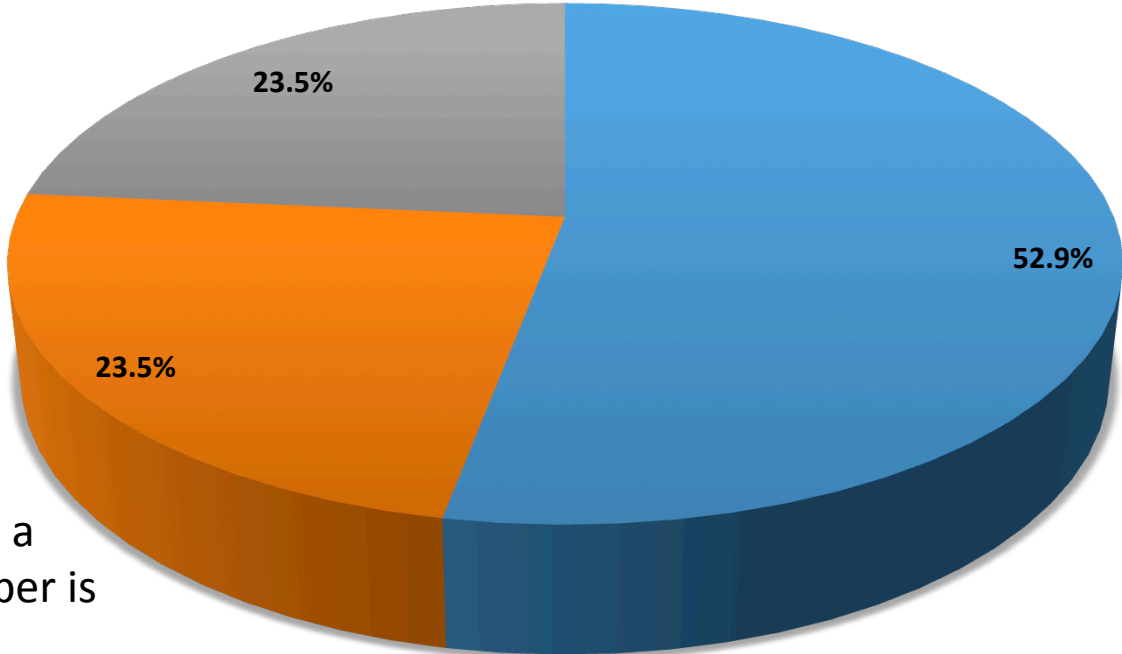
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## COMMUNITY NEWSPAPERS *RESULTS*

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**47% of Respondents in Hamlets and Rural Areas Spend More Than 15 Minutes Reading the Printed Community Newspaper Each Week. Nearly 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 **17.9 Minutes**

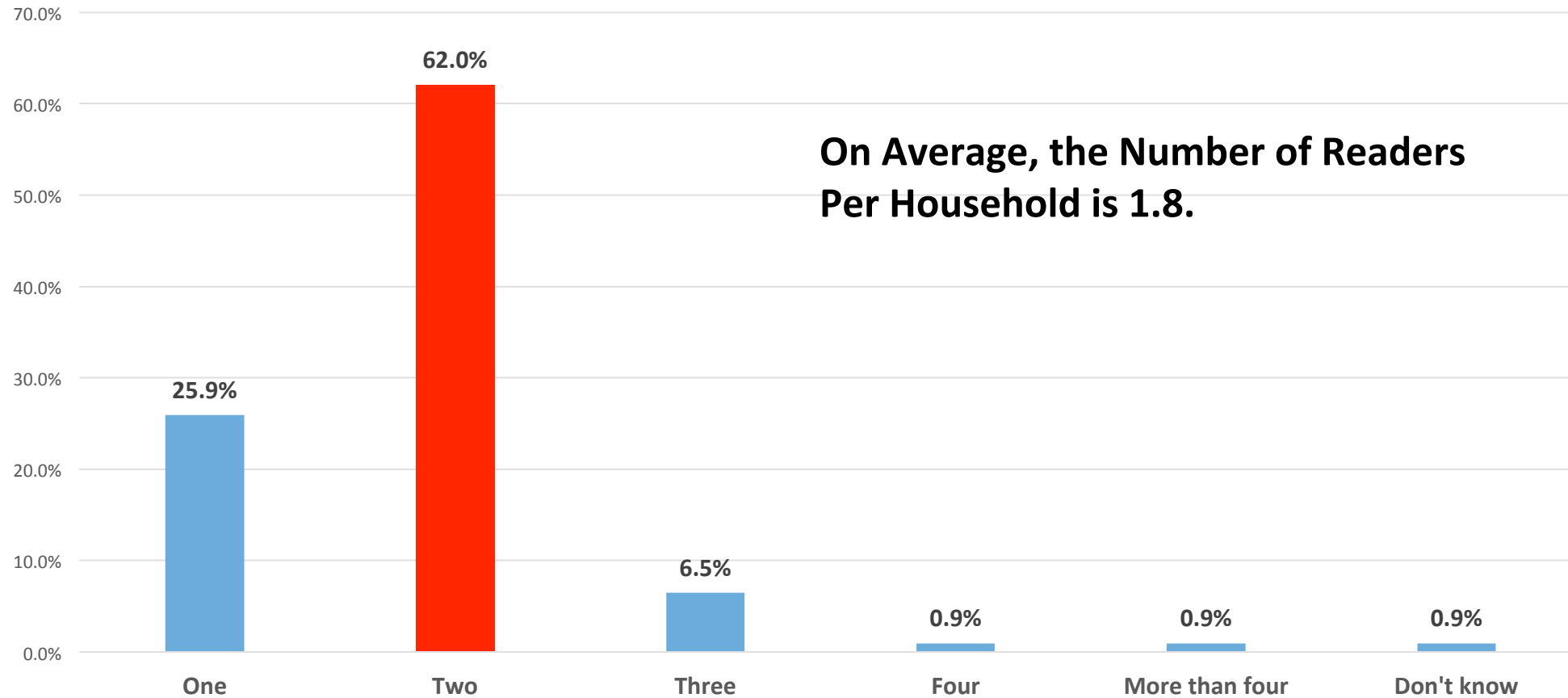
■ 15 mins or less ■ 16-30 ■ More than 30 minutes



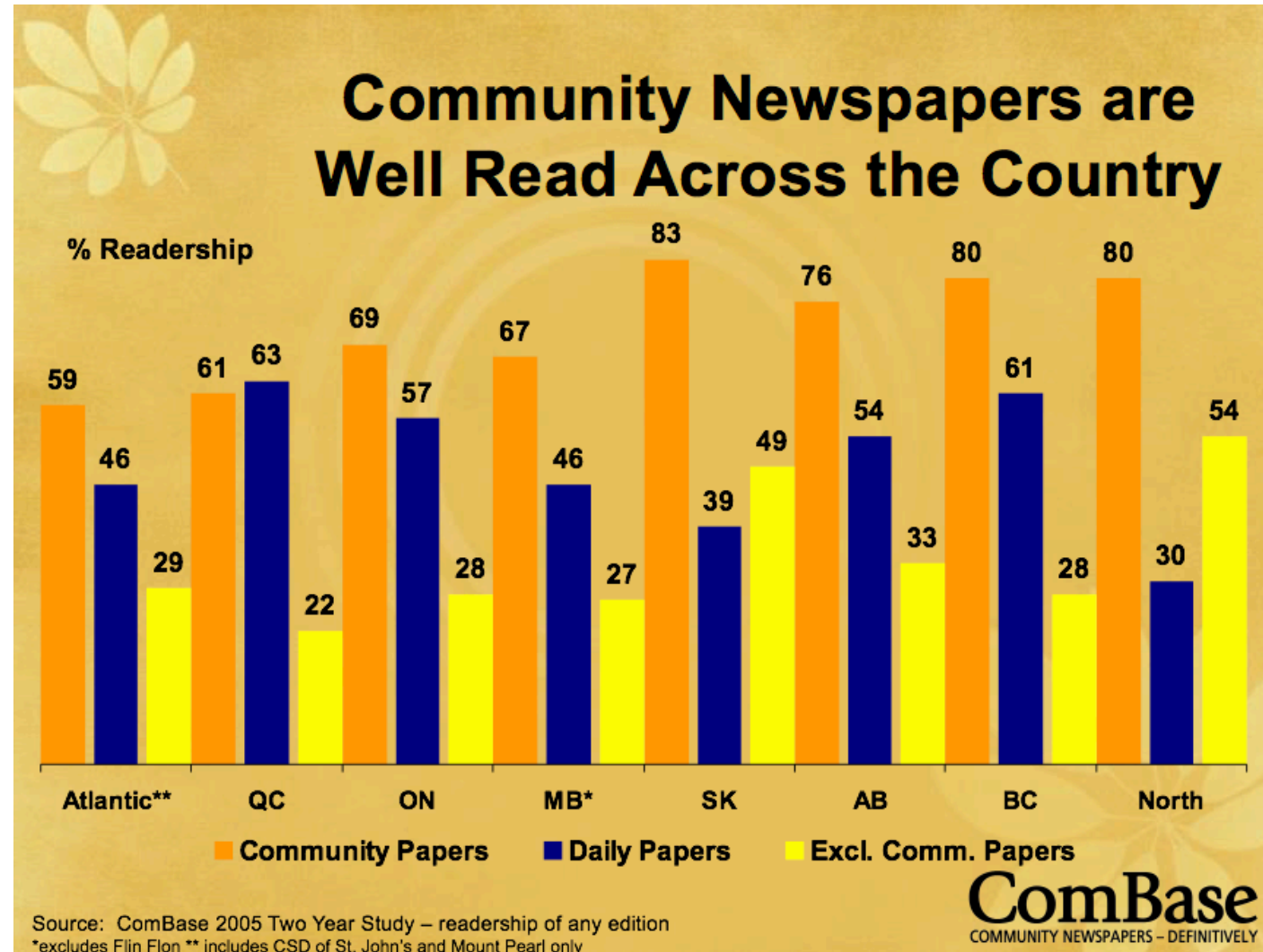


# In 62% of Households in Hamlets and Rural Areas, the Printed Community Newspaper is Read by Two People.

Number of People in the Household Who Typically Read or Look Into a Printed Community Newspaper Each Week



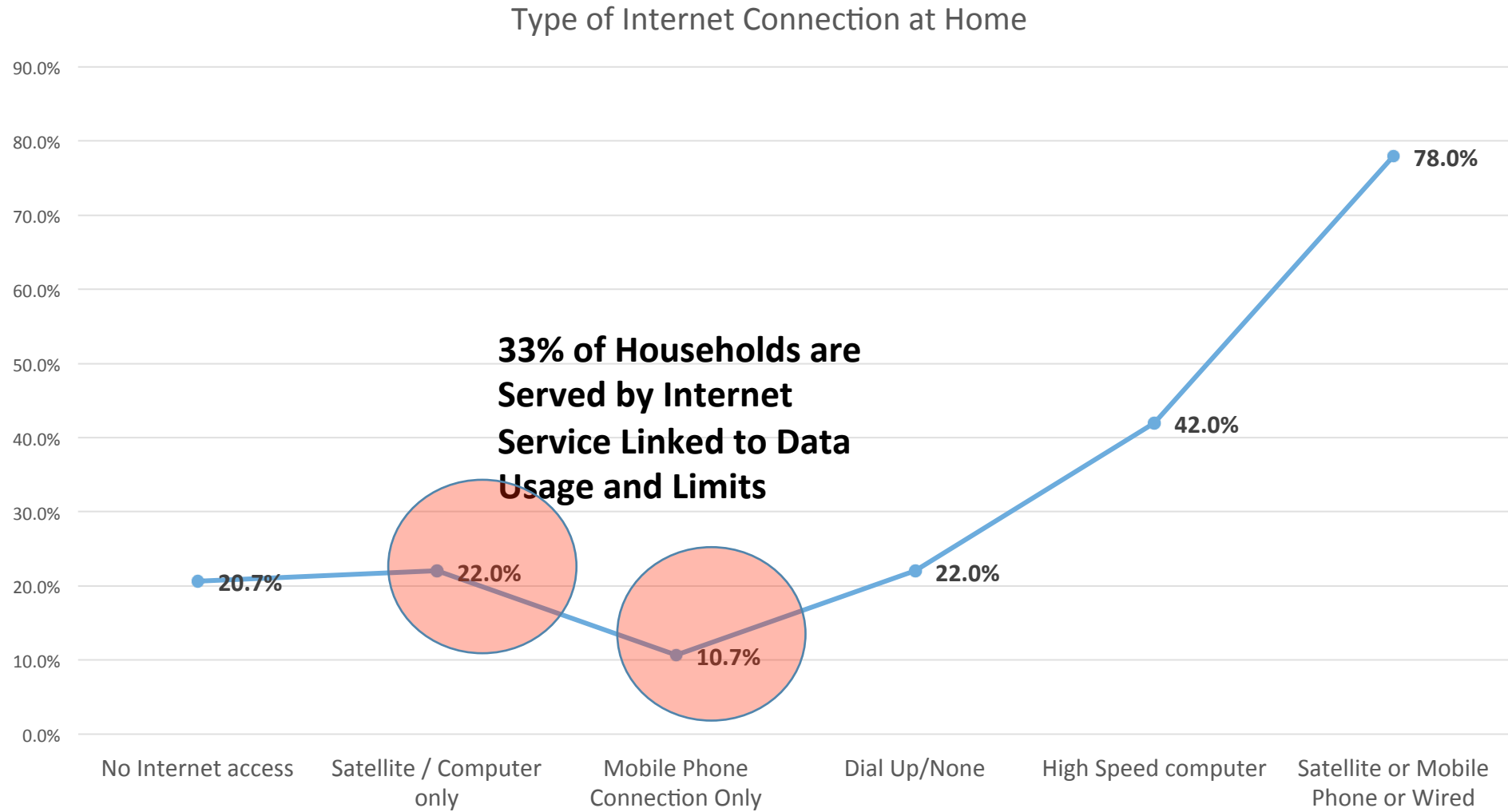
In 2005, the National Community Newspaper Readership Study (ComBase) Reported Readership of Community Newspapers in Saskatchewan (83%) and Manitoba (67%)



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# Most Households in Hamlets and Rural Areas Indicate Some Form of Internet Access, Although the Type of Service Varies



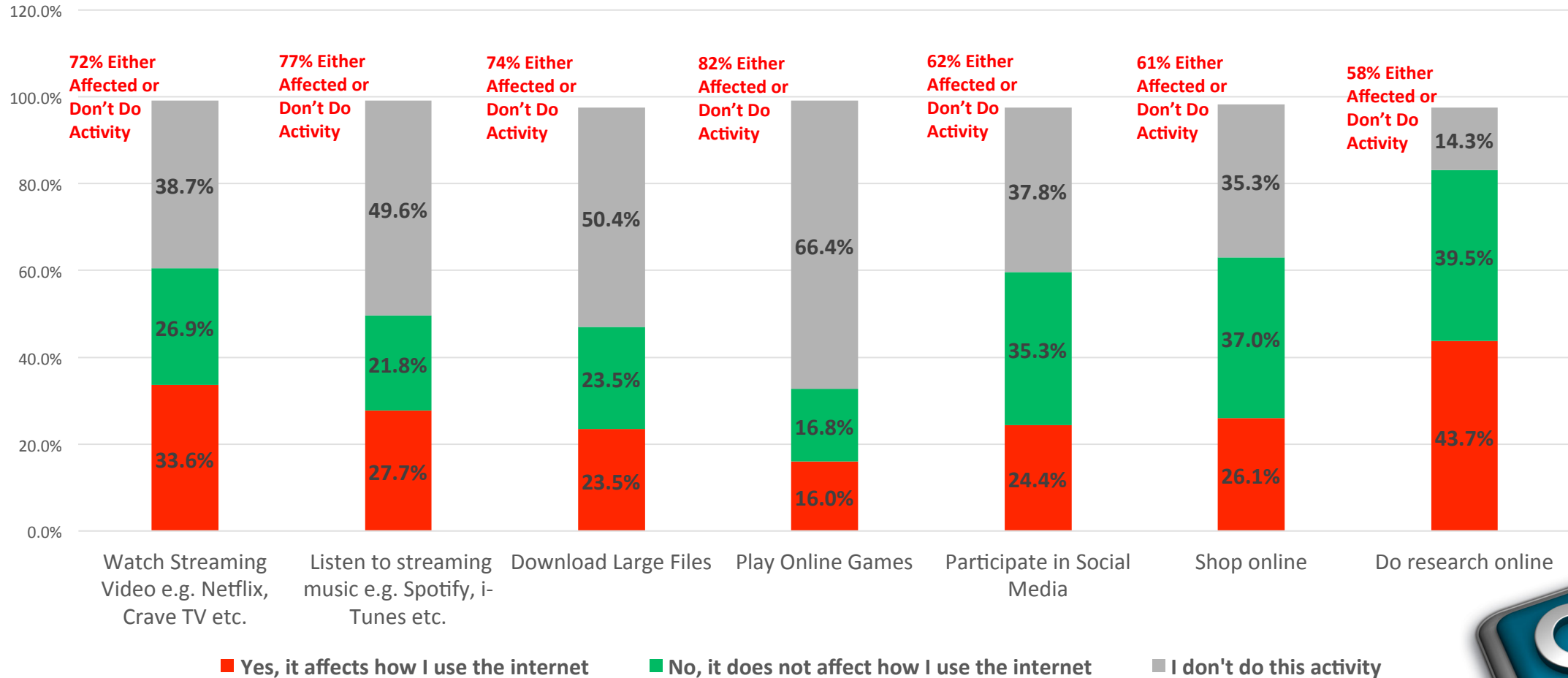
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# However, Bandwidth Limits(Cost) on Certain Types of Service Can and Does Restrict Use on Some Activities

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

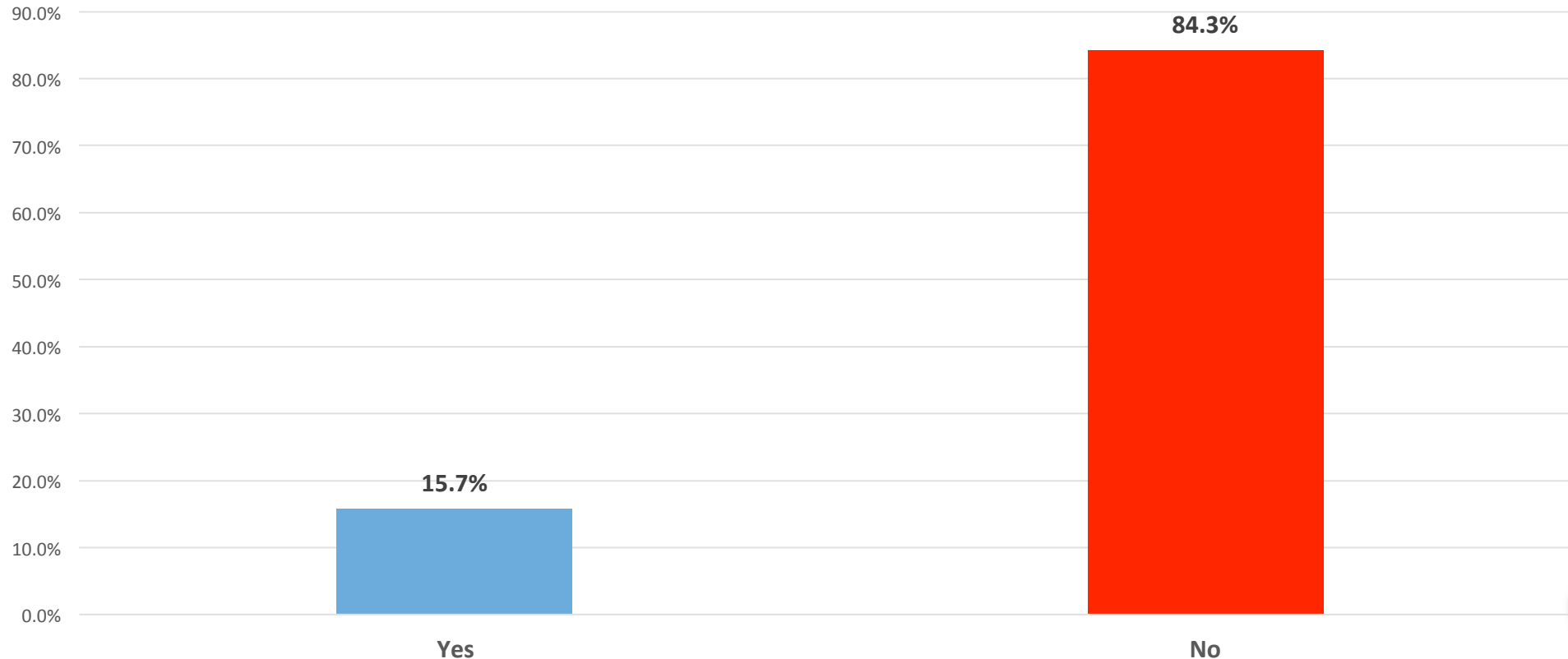


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# Another Activity That Respondents in Hamlets and Rural Households Indicate That They Are Not Likely to be Doing, is Visiting the Website of a Local Community Newspaper

Have You Personally Visited the Website of a Local Community Newspaper in the Last Week



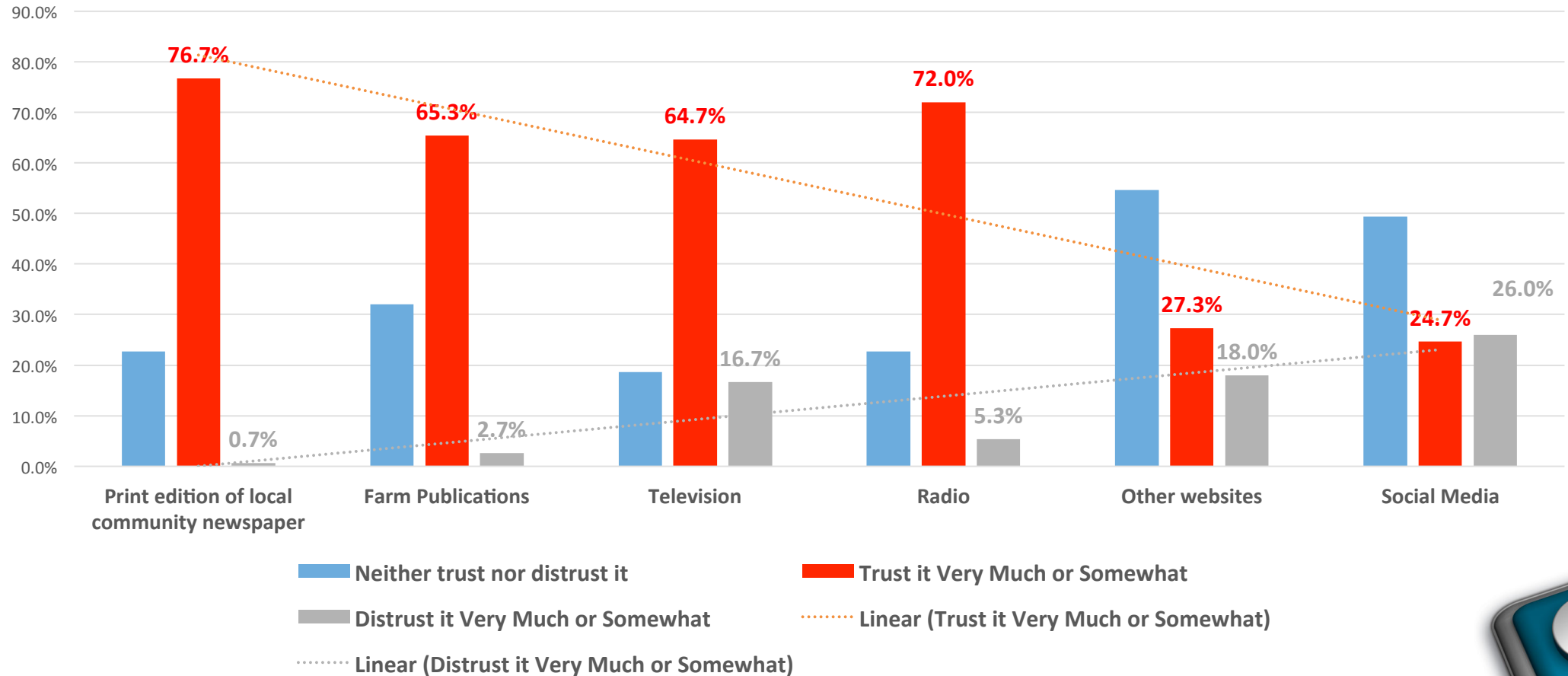
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# Respondents in Hamlets and Rural Areas Indicate Significant Trust in Traditional Media and **Notable Levels of Distrust** in Both Social Media and Other Websites

Trust in Platforms News and Advertising Content

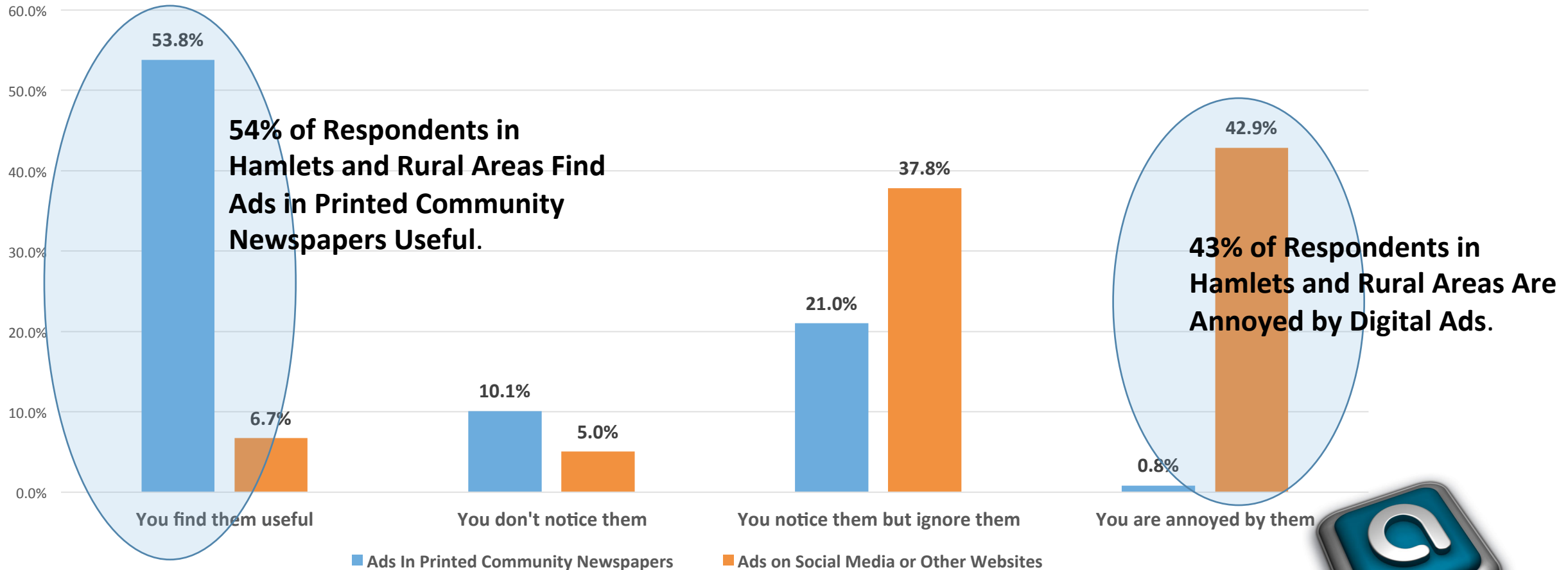


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## COMMUNITY NEWSPAPERS *RESULTS*

# Trust in News and Advertising Content Leads to a **Significantly Higher % of Respondents Of Households in Hamlets and Rural Areas Finding Ads in Printed Local Community Newspapers Useful Than Digital Forms of Advertising**

How Do You Feel About Ads In Printed Community Newspapers VS Ads Online



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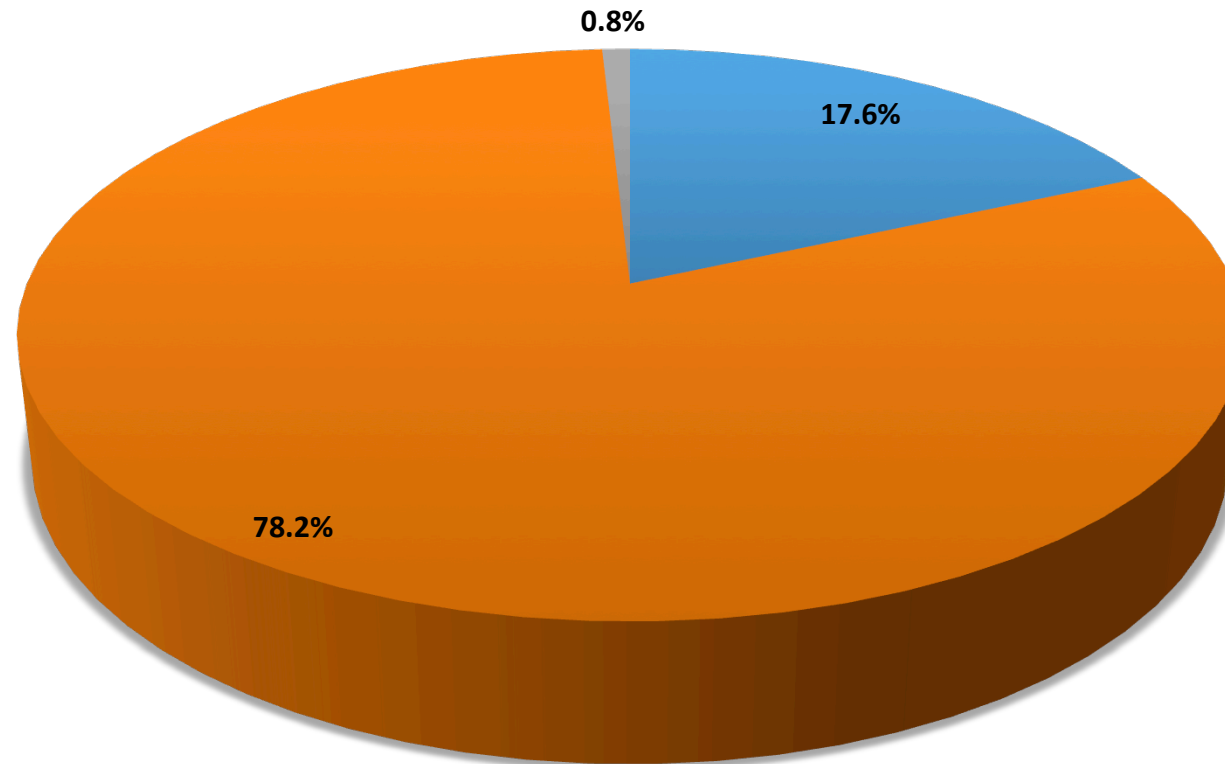
## COMMUNITY NEWSPAPERS RESULTS



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# Nearly One in Five Households in Hamlets and Rural Areas Report 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

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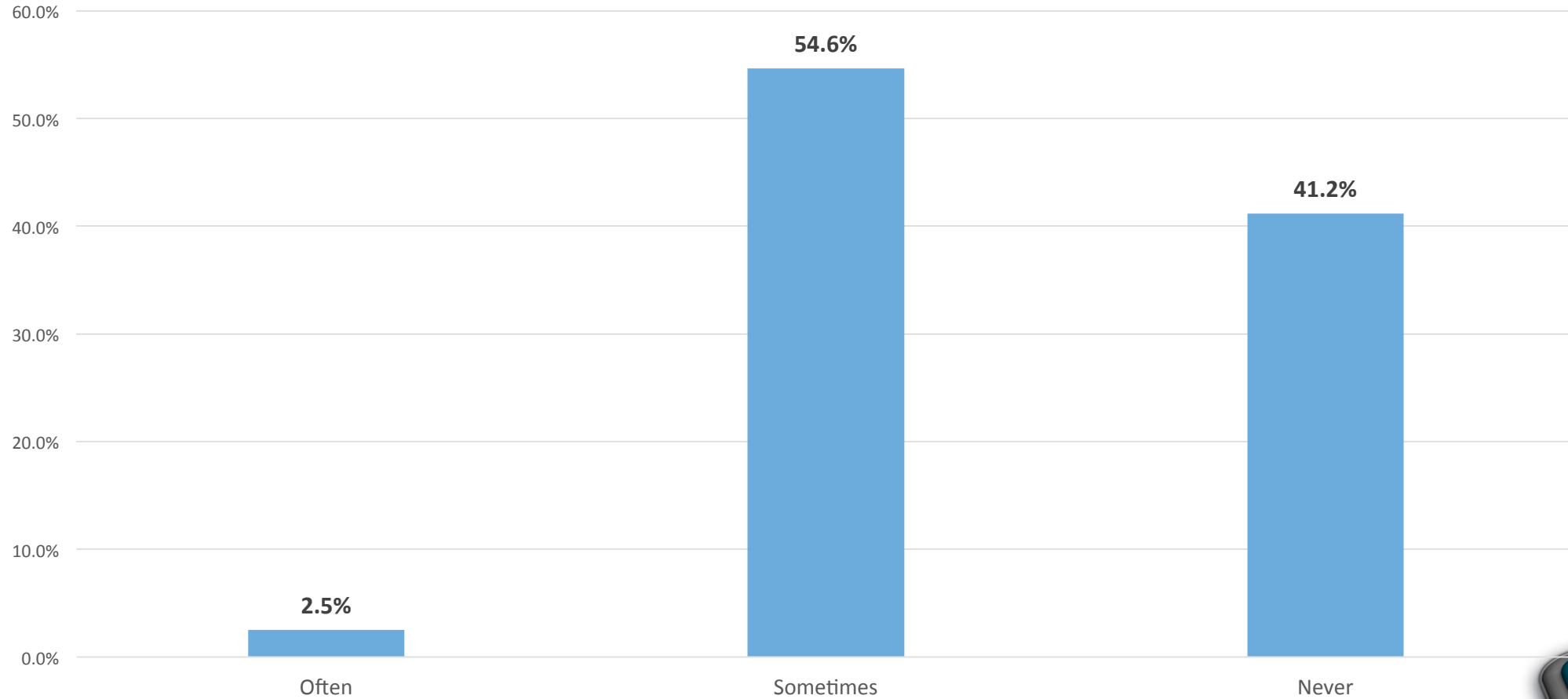


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# 57% of Respondents Said They Accidentally Click on Ads on Their Computer, Phone or Tablet

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



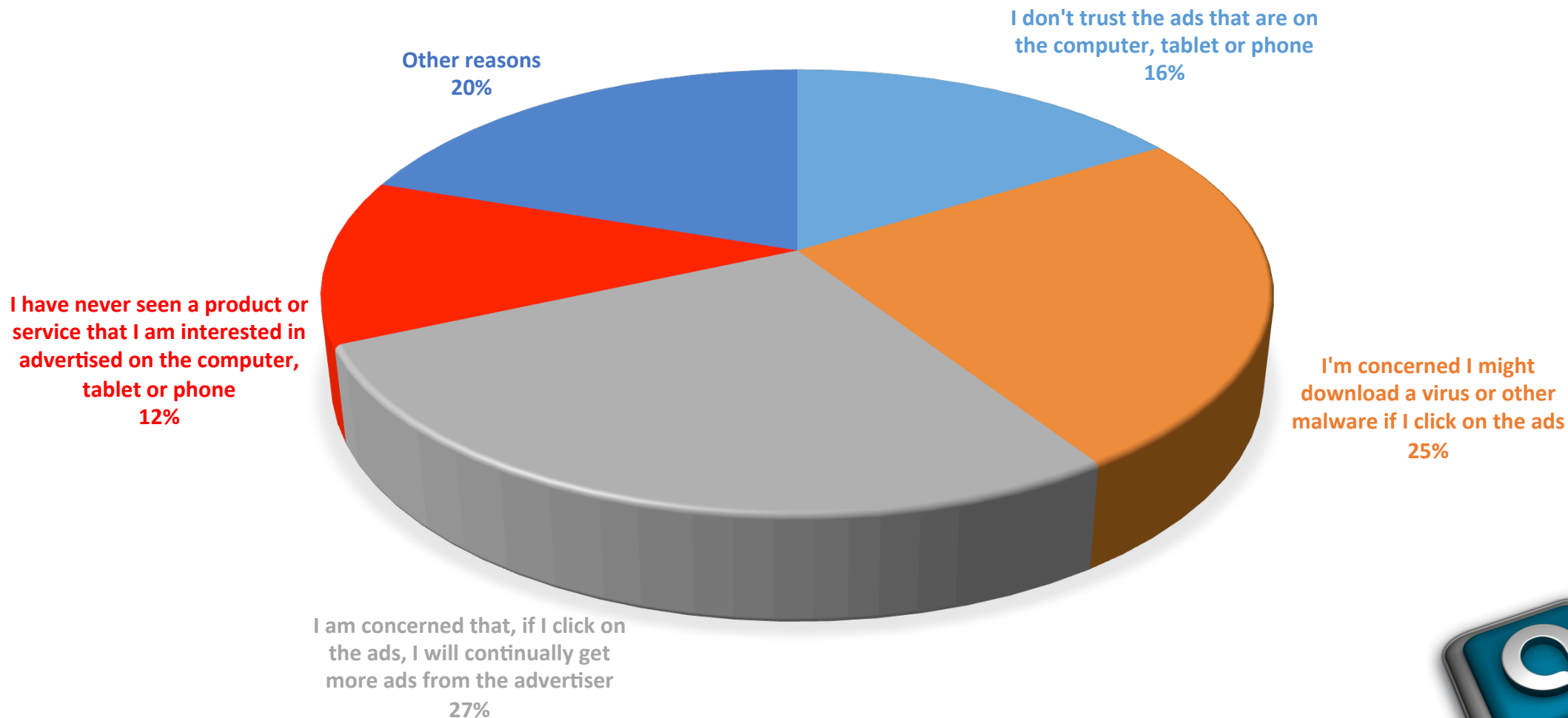
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# The Majority of Respondents in Hamlets and Rural Areas Are Concerned About Getting More Ads From the Advertiser if They Click on an Ad

## REASONS FOR NOT CLICKING ADS

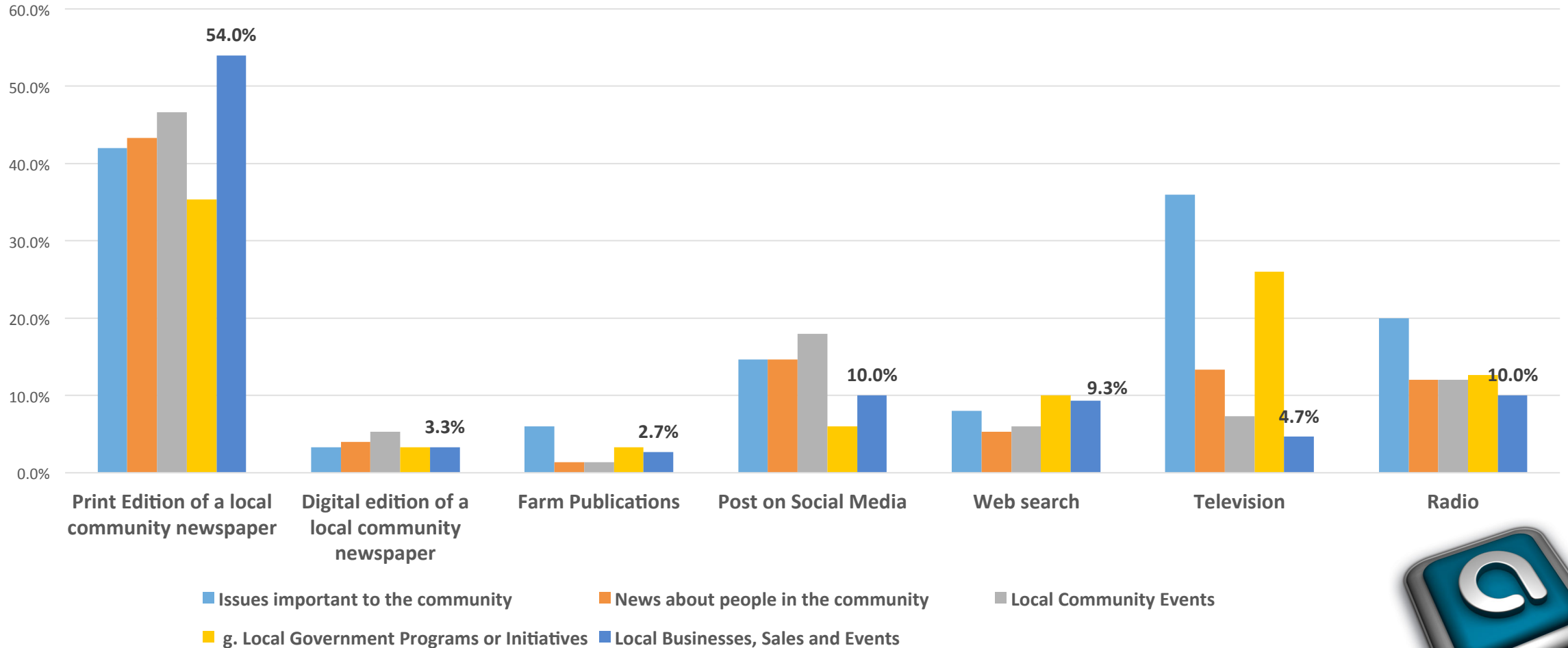


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# In Hamlets and Rural Areas, Community Newspapers Are the Preferred Media to Receive Information About All Local Issues **Including Local Businesses, Sales and Events**

Preferred Media to Receive Information on Specific Types of Information

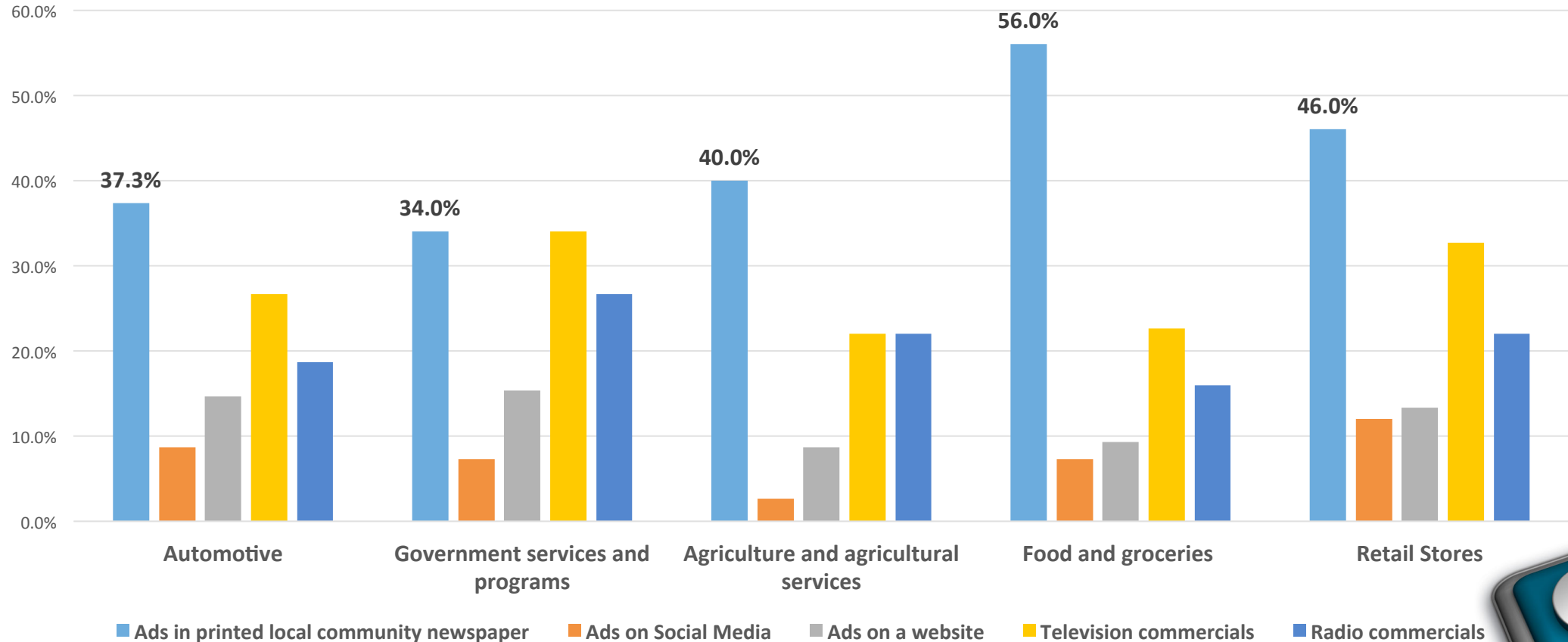


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# In Hamlets and Rural Areas, Ads in Printed Local Community Newspapers Are **More Likely** to Inspire Action Than Other Mediums and **SIGNIFICANTLY** more Likely to Inspire Action Than Both Social Media and Other Website Ads

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

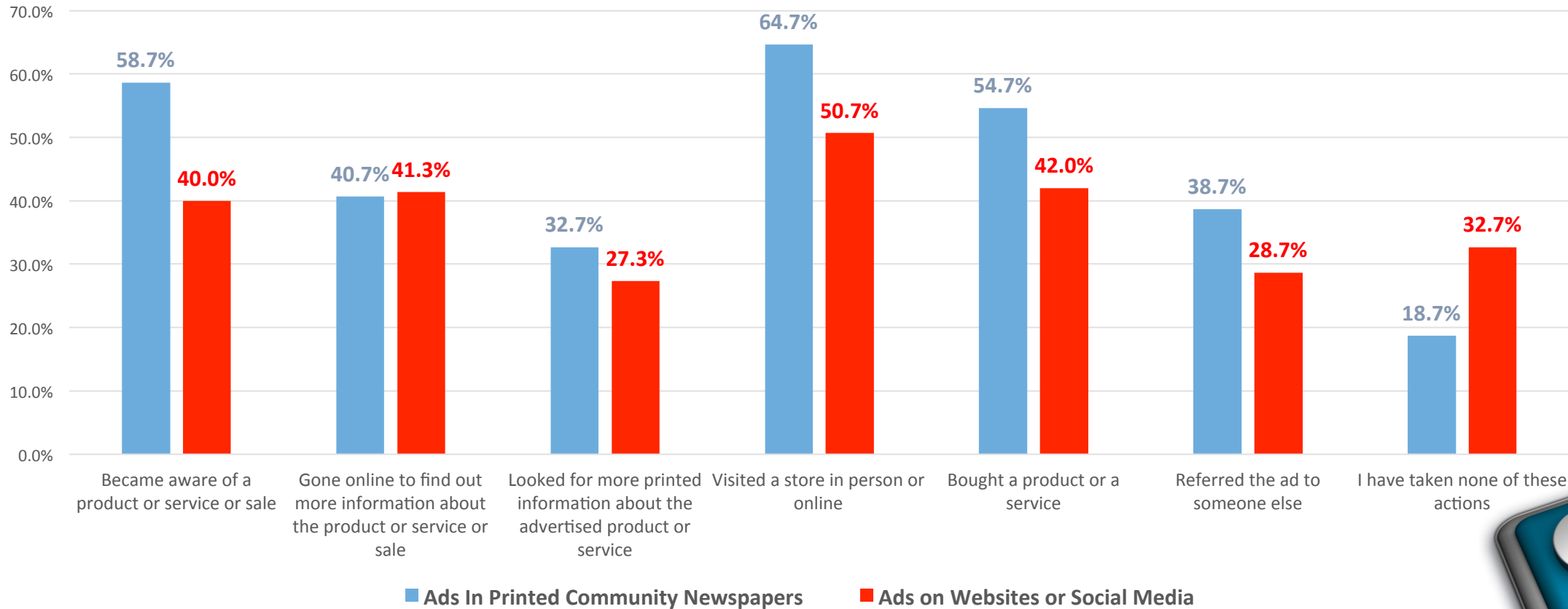


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## COMMUNITY NEWSPAPERS *RESULTS*

# Of Respondents Indicating They Are Inspired by Ads, More Are Driven to Purchase a Product or Service by an Ad in a Printed Community Newspaper Than Any Action Inspired by an Online Ad

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



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