

## 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.

Maximum margin of error for 750 completions is  $\pm 3.6\%$ .

#### **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.

Top Line Results

# COMMUNITIES <50,000 POPULATION

Typical Community Newspaper Markets

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

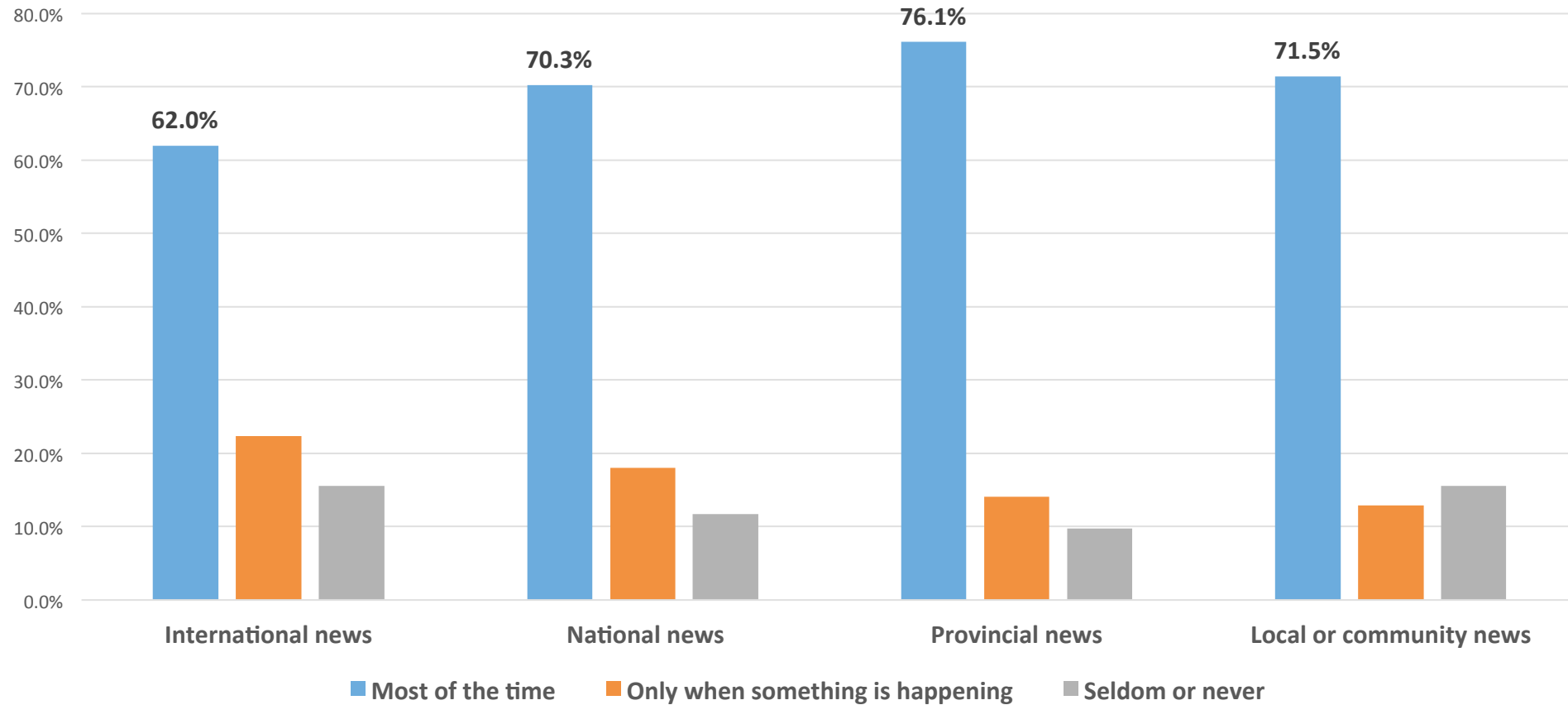
COMMUNITY NEWSPAPERS *RESULTS*



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# NEWS REMAINS A STRONG PLATFORM WITH RESPONDENTS INDICATING THEY FOLLOW MOST TYPES OF THE NEWS 'MOST OF THE TIME'

FOLLOW SPECIFIC NEWS TYPES...



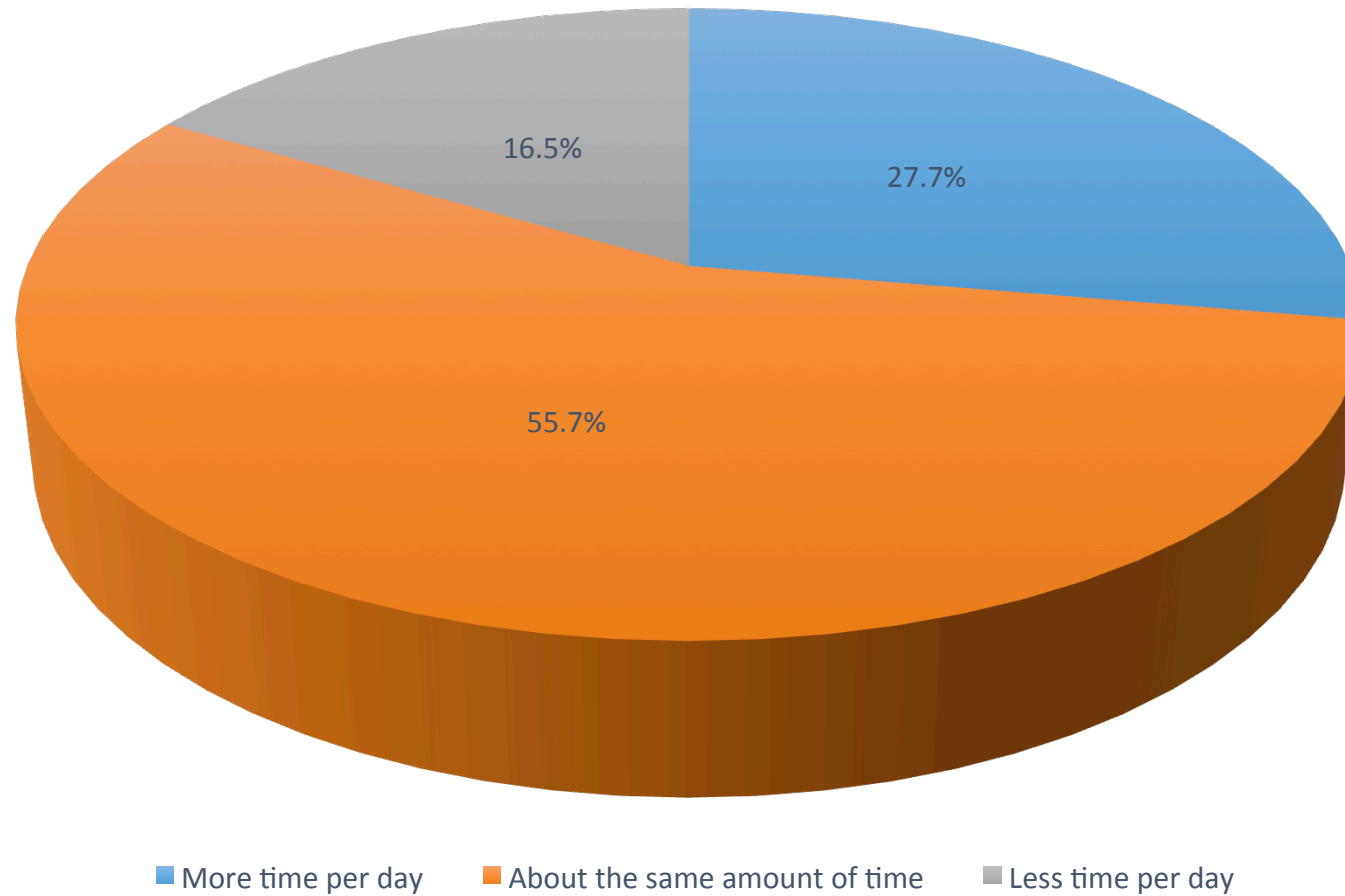
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## COMMUNITY NEWSPAPERS RESULTS



**84% OF RESPONDENTS INDICATE SPENDING AT LEAST AS MUCH TIME WITH THE NEWS AS THEY DID TWO YEARS AGO.  
NEARLY 28% REPORT SPENDING MORE TIME WITH NEWS**

## TIME SPENT WITH NEWS COMPARED TO TWO YEARS AGO



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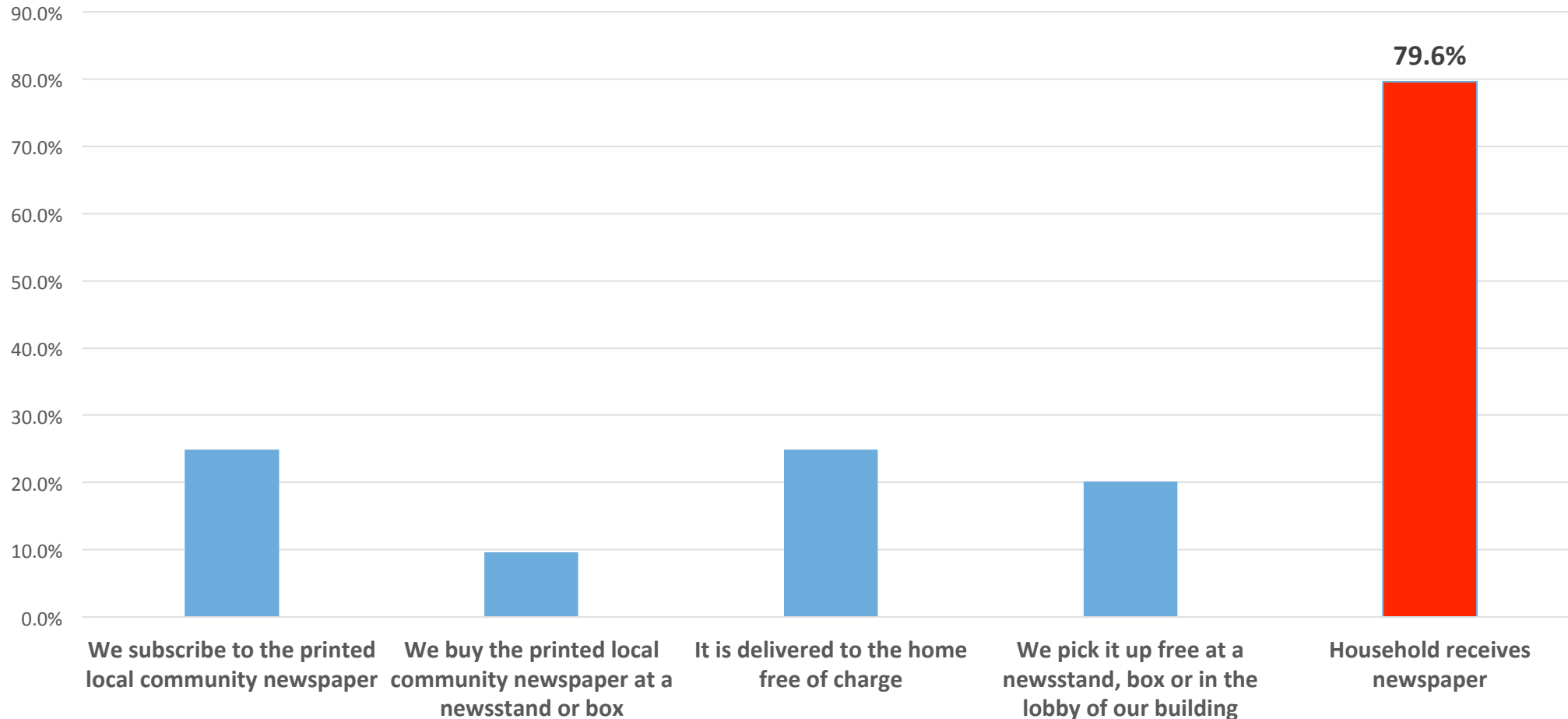
# COMMUNITY NEWSPAPERS *RESULTS*



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# IN 2018, 8 IN 10 HOUSEHOLDS IN COMMUNITIES 50,000 POPULATION AND LESS REPORT RECEIVING A PRINTED COMMUNITY NEWSPAPER AT HOME

Printed Community Newspaper Receivership



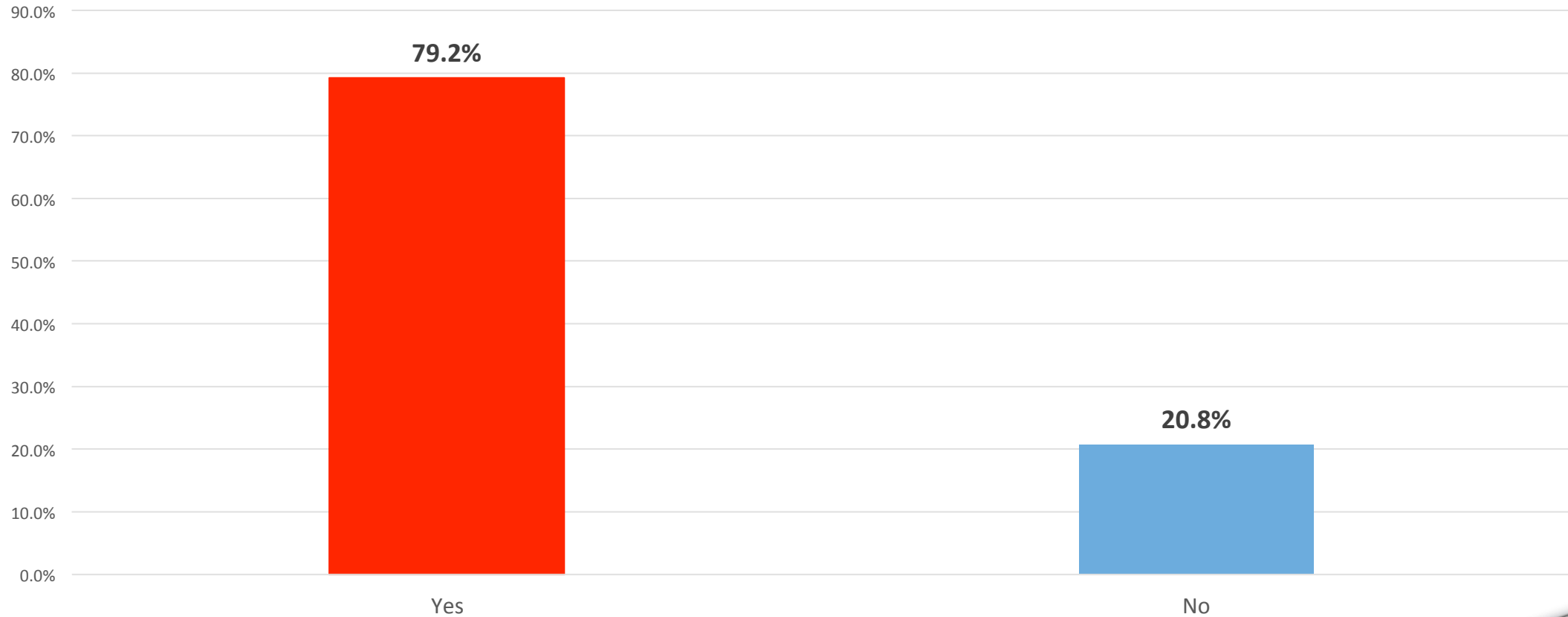
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## COMMUNITY NEWSPAPERS RESULTS



# READERSHIP OF PRINTED COMMUNITY NEWSPAPERS IN NON-METROPOLITAN MARKETS IS NEARLY 80%

Have You Personally Read or Looked In To a Printed Community Newspaper in the Last Week



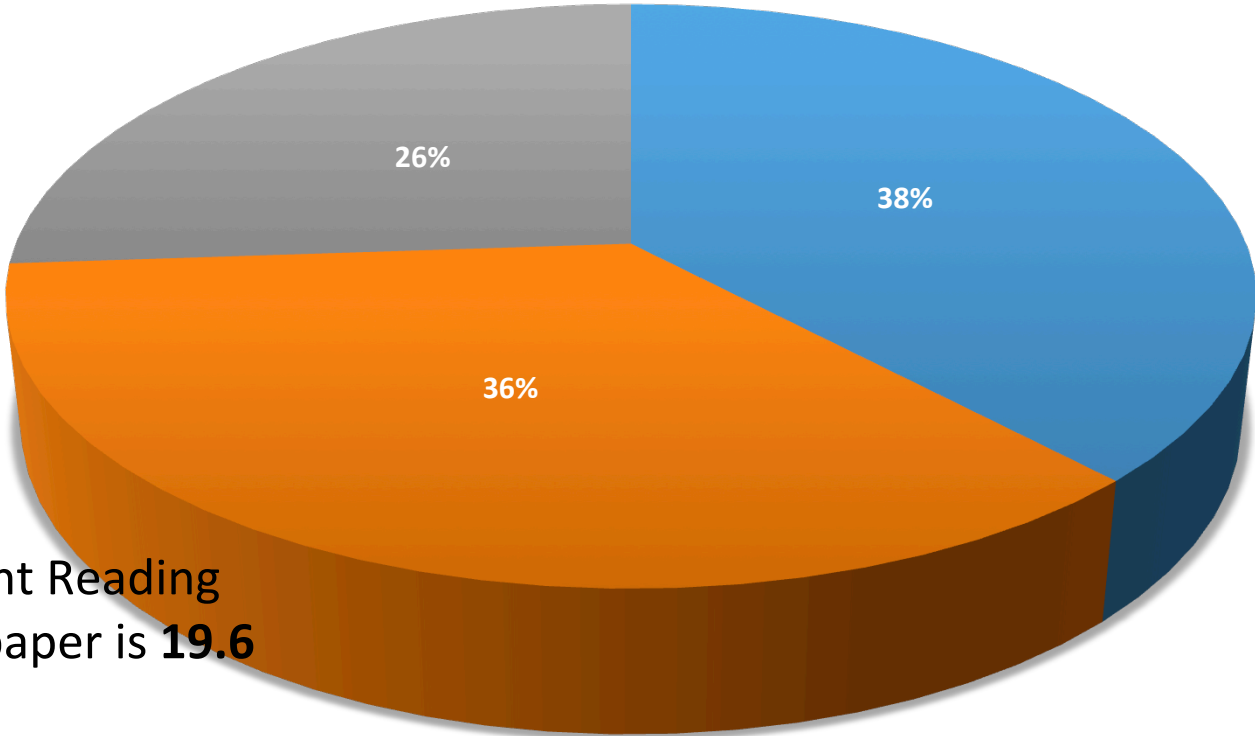
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## COMMUNITY NEWSPAPERS *RESULTS*



# 62% of Respondents Report Spending at Least 15 Minutes Reading Their Printed Community Newspaper Each Week

### Time Spent Reading Per Week



Average Time Spent Reading the Printed Newspaper is **19.6 Minutes**

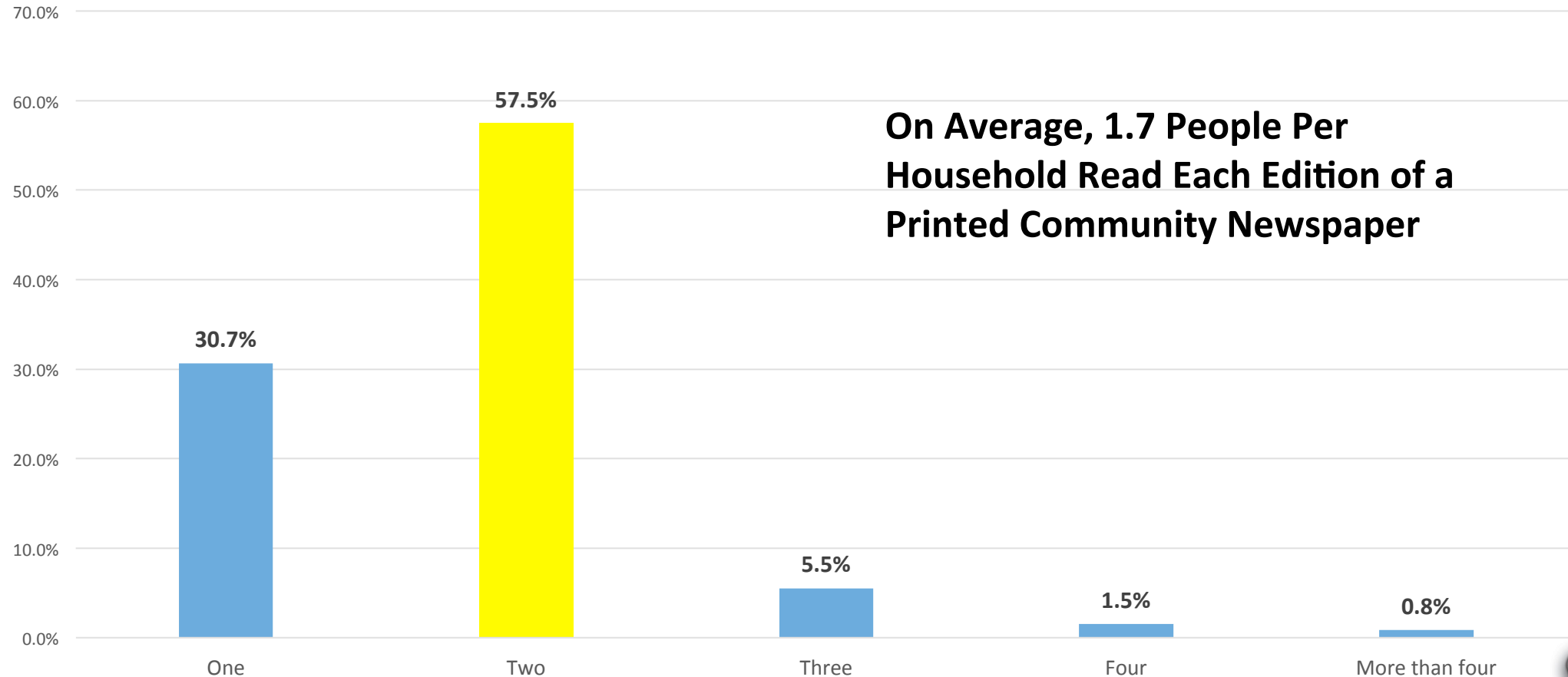
■ 15 mins or less   ■ 16-30 mins   ■ More than 30 minutes





# In Over Half of Households, Two People Read the Printed Community Newspaper Each Week

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



**On Average, 1.7 People Per Household Read Each Edition of a Printed Community Newspaper**

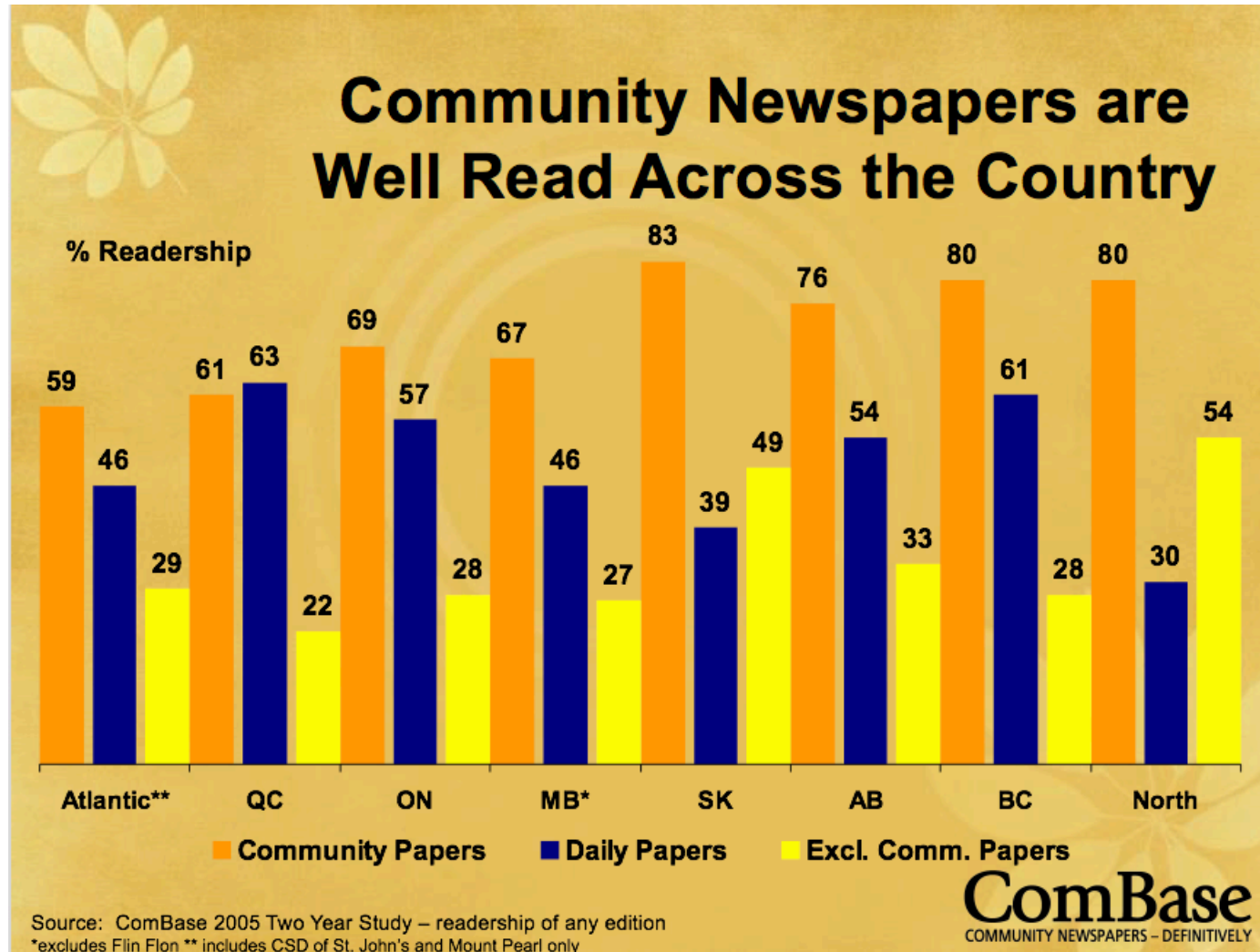
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**COMMUNITY NEWSPAPERS RESULTS**



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



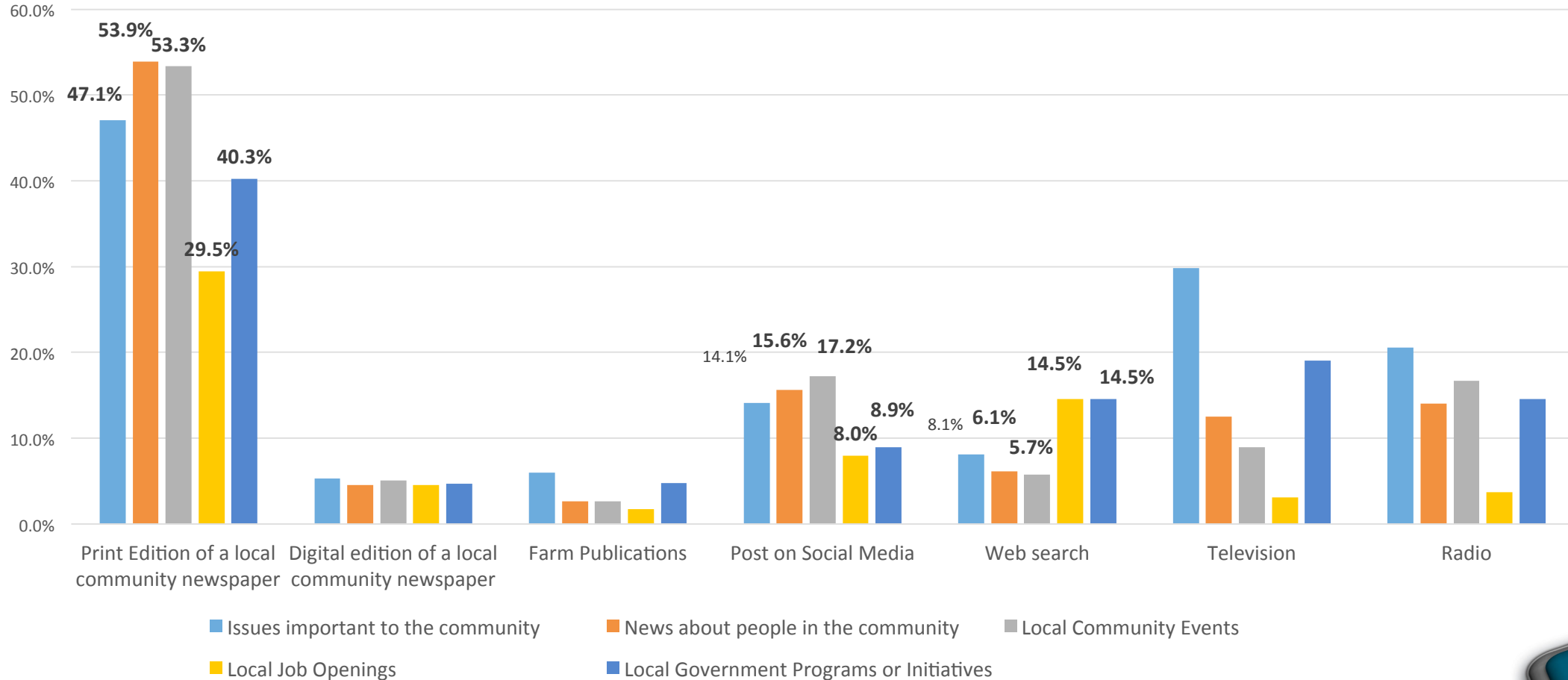
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# COMMUNITY NEWSPAPERS RESULTS



# PRINTED LOCAL COMMUNITY NEWSPAPERS ARE THE PREFERRED MEDIA TO RECEIVE INFORMATION ABOUT TOPICS HAVING LOCAL RELEVANCE TO THEM

Preferred Media to Receive Specific Types of Information



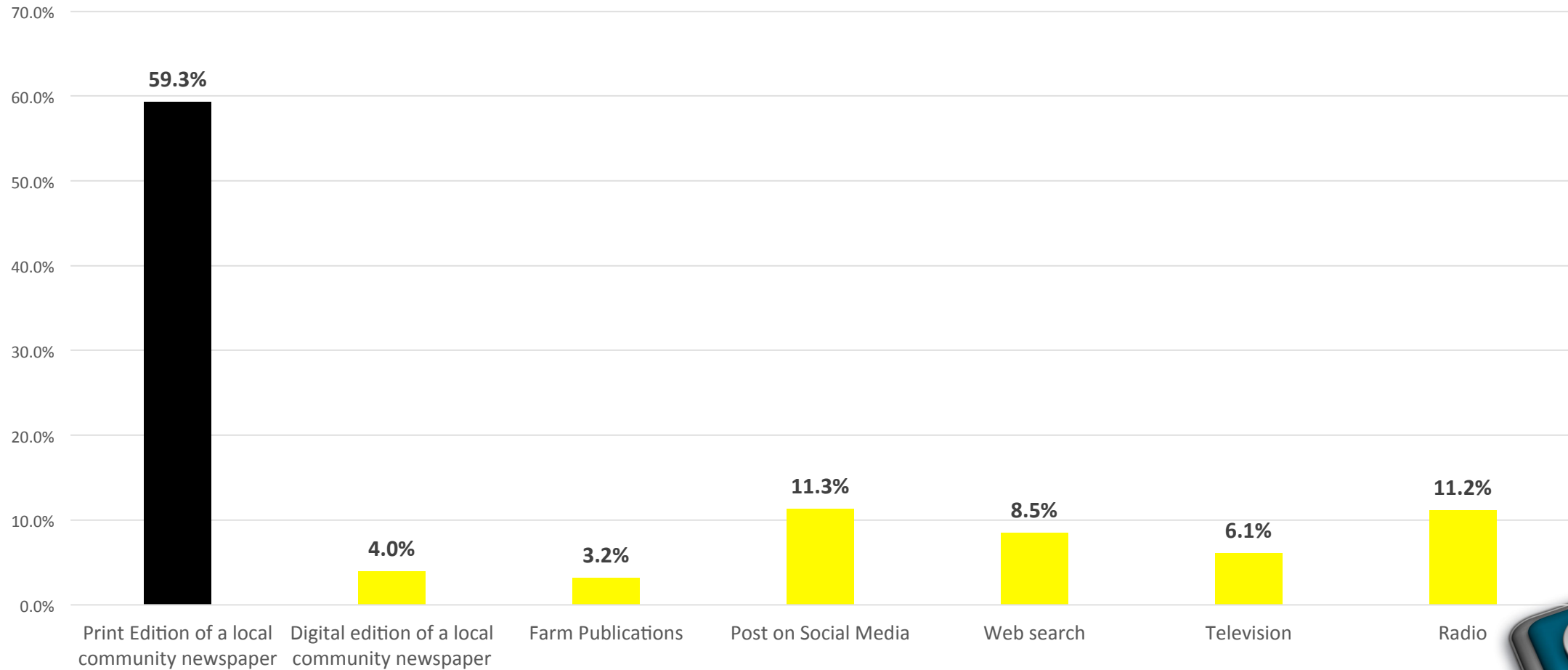
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## COMMUNITY NEWSPAPERS RESULTS



# MORE RESPONDENTS PREFERRED TO RECEIVE INFORMATION ABOUT LOCAL BUSINESSES, SALES AND EVENTS **THAN ALL OTHER PLATFORMS COMBINED**

Preferred Media to Receive Information About Local Businesses, Sales and Events



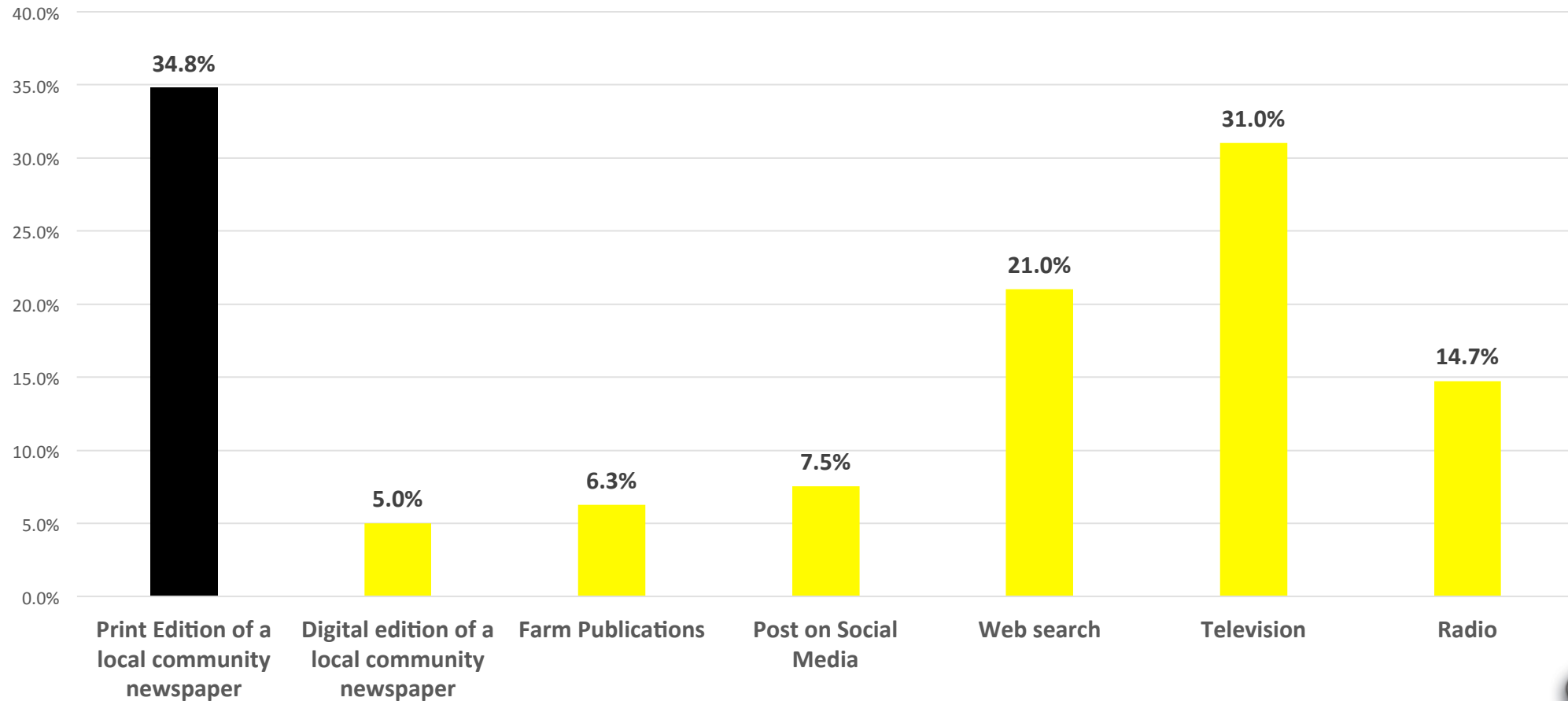
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## COMMUNITY NEWSPAPERS *RESULTS*



# THE PRINT EDITION OF A LOCAL COMMUNITY NEWSPAPER IS ALSO THE PREFERRED SOURCE FOR LEARNING ABOUT PROVINCIAL GOVERNMENT PROGRAMS AND INITIATIVES

Preferred Media to Receive Information on Provincial Gov't Programs or Initiatives

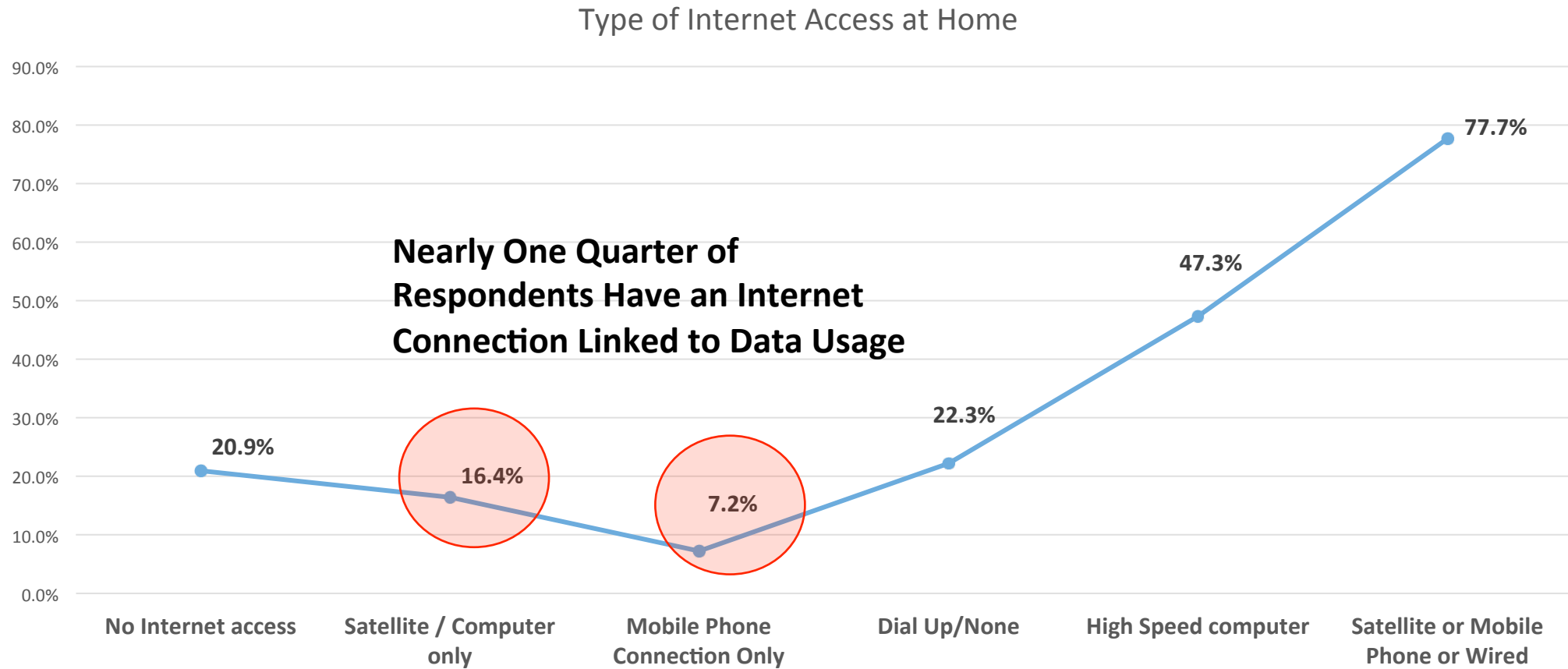


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## COMMUNITY NEWSPAPERS *RESULTS*



# Most Households Indicate Some Form of High Speed Internet Access, Although the Type of Service Varies



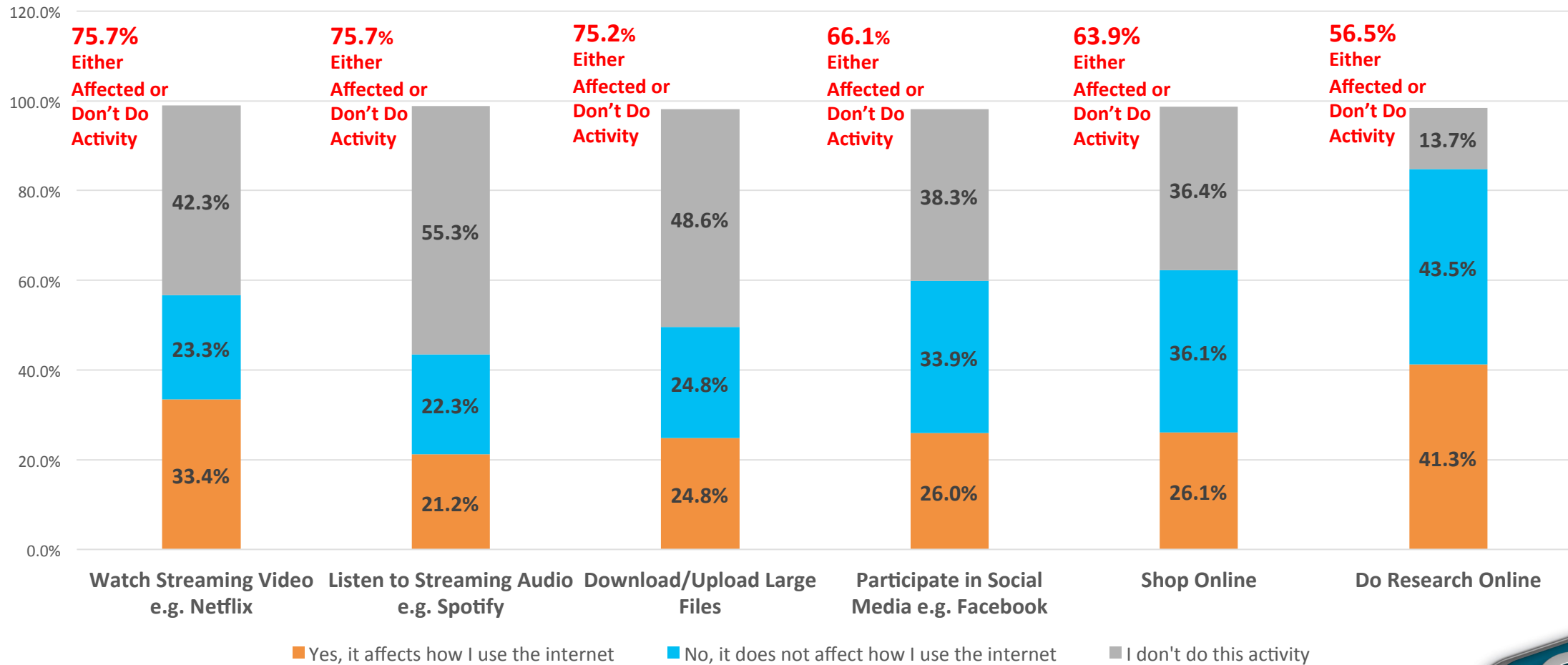
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## COMMUNITY NEWSPAPERS RESULTS



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

## Does Your Internet Connection At Home Affect Certain Online Activities



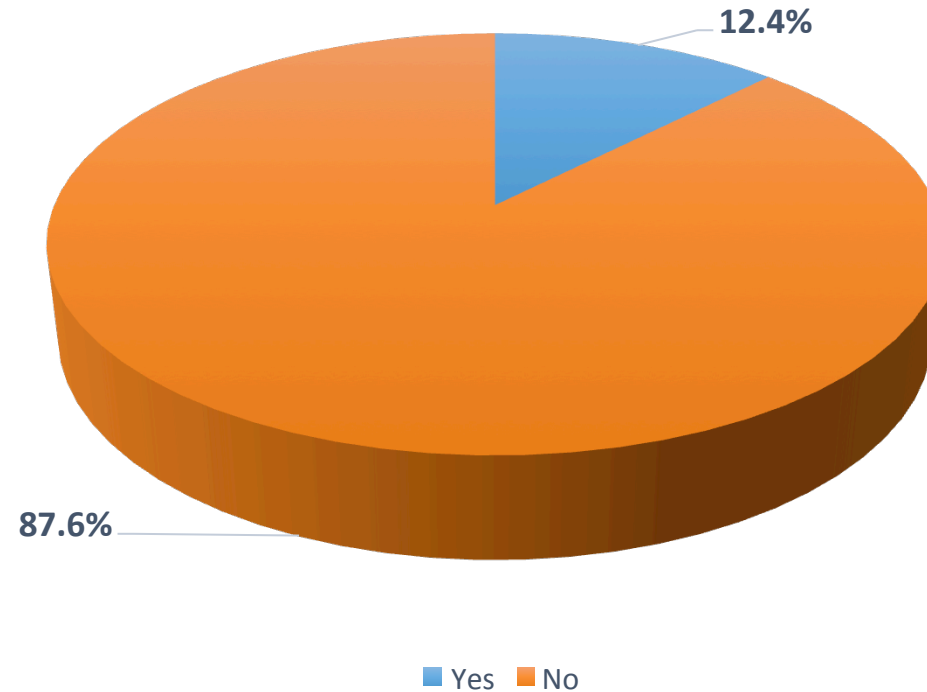
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# COMMUNITY NEWSPAPERS RESULTS



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

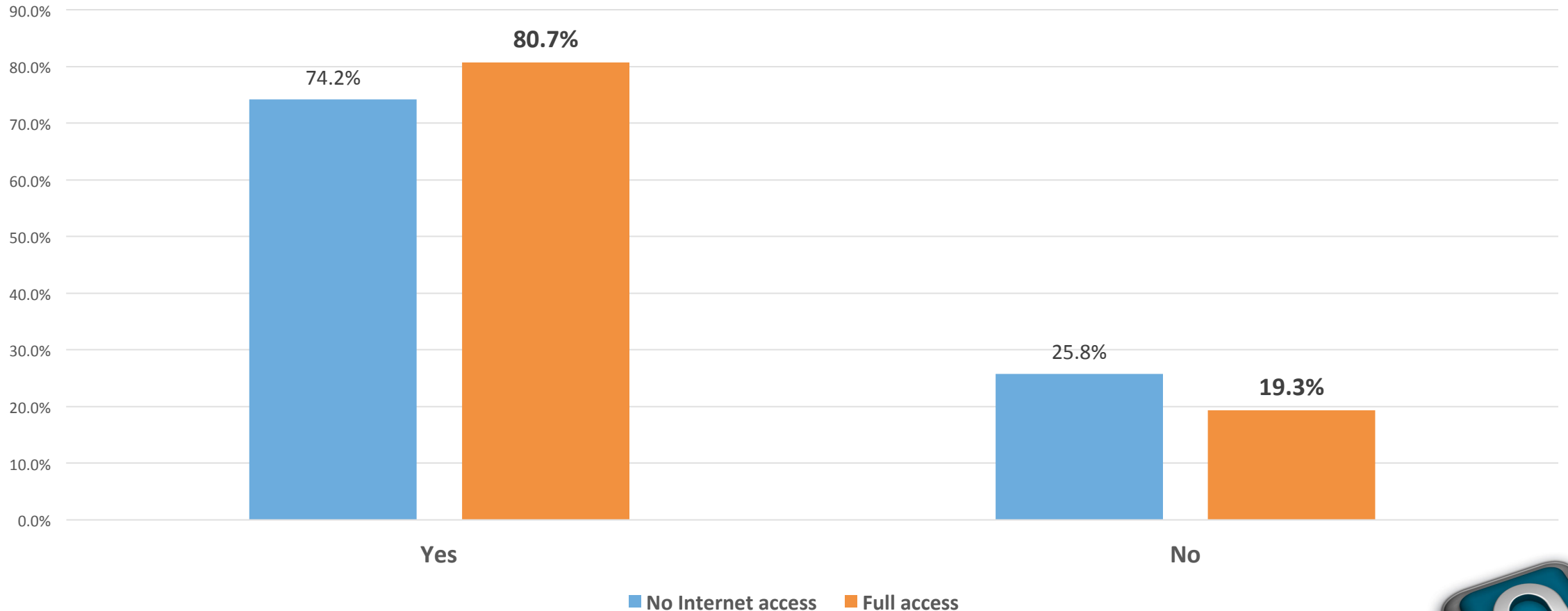
Have you Personally Visited the Website of a Local Community Newspaper in the Last Week?





# People With Internet Access Are Actually **MORE LIKELY** to Have Read or Looked Into a Printed Community Newspaper in the Last Week Than People Without Internet Access

Read or Looked Into A Printed Community Newspaper in the Last Week by Internet Access at Home



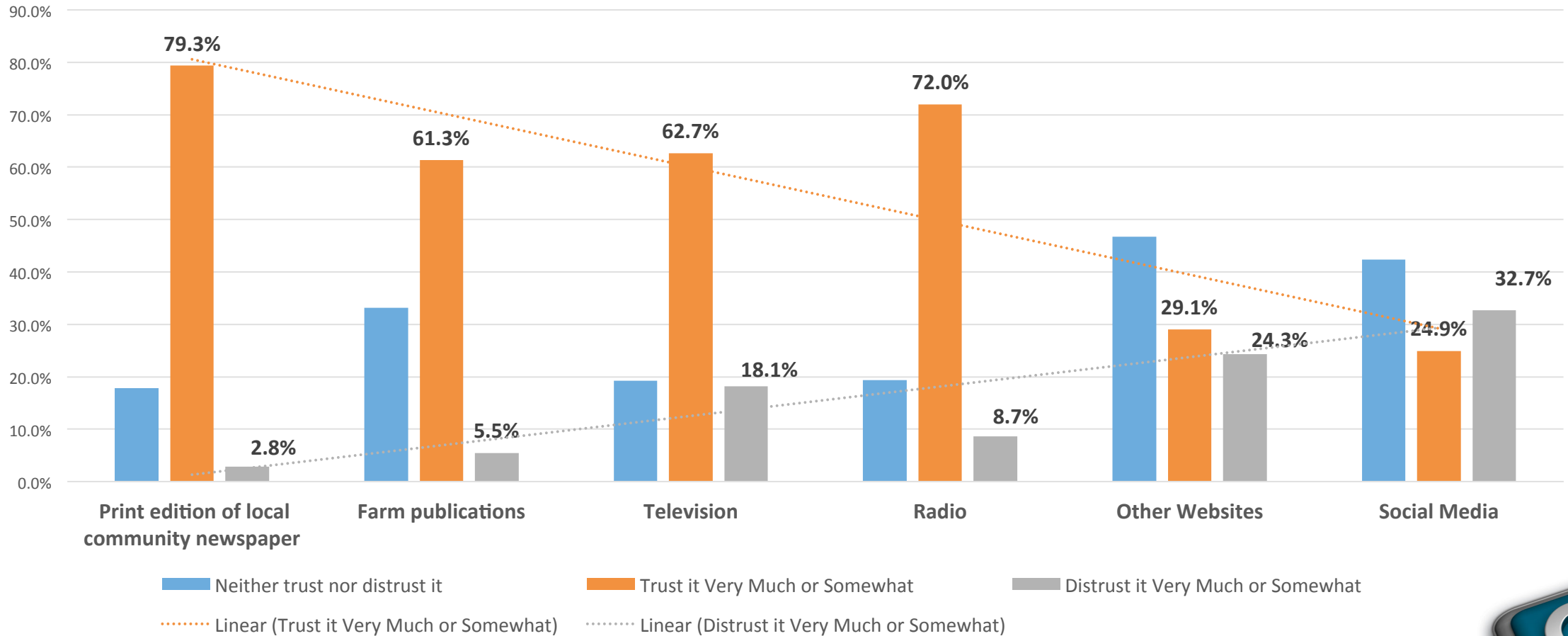
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## COMMUNITY NEWSPAPERS *RESULTS*



# Respondents 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



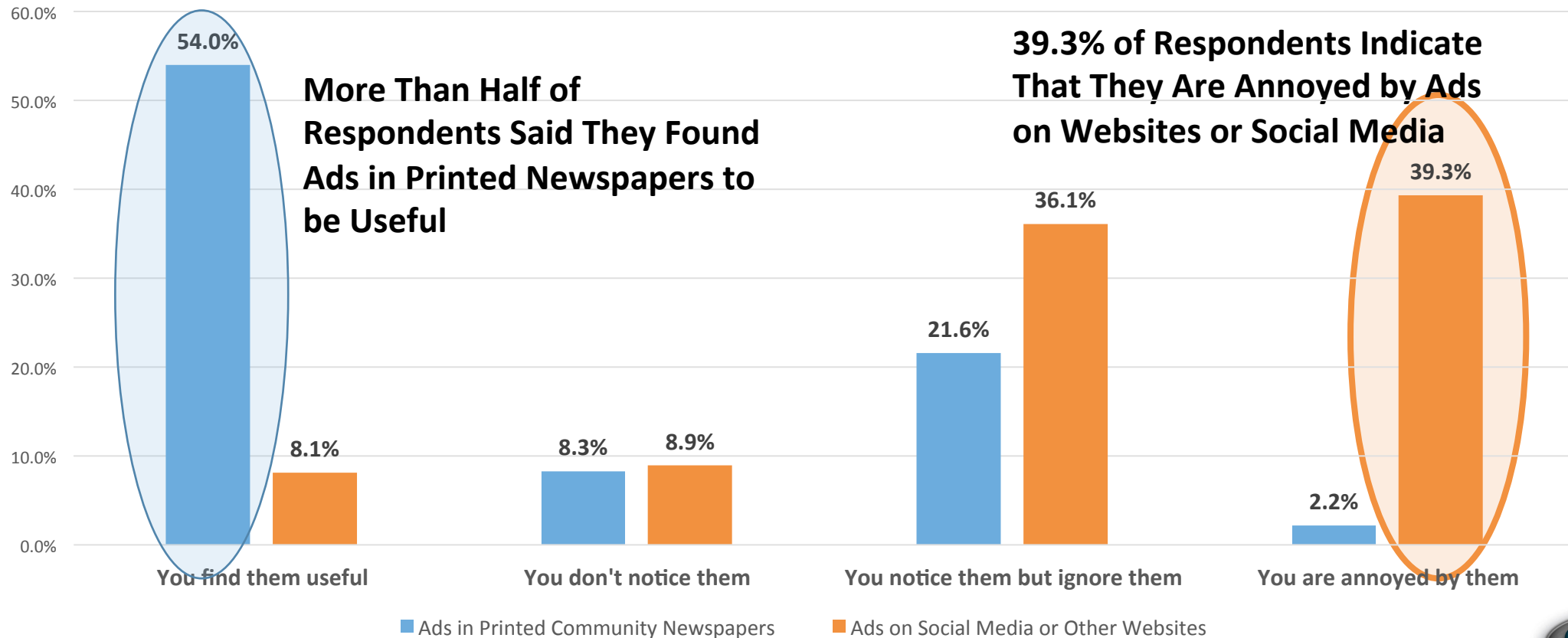
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## COMMUNITY NEWSPAPERS *RESULTS*



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

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



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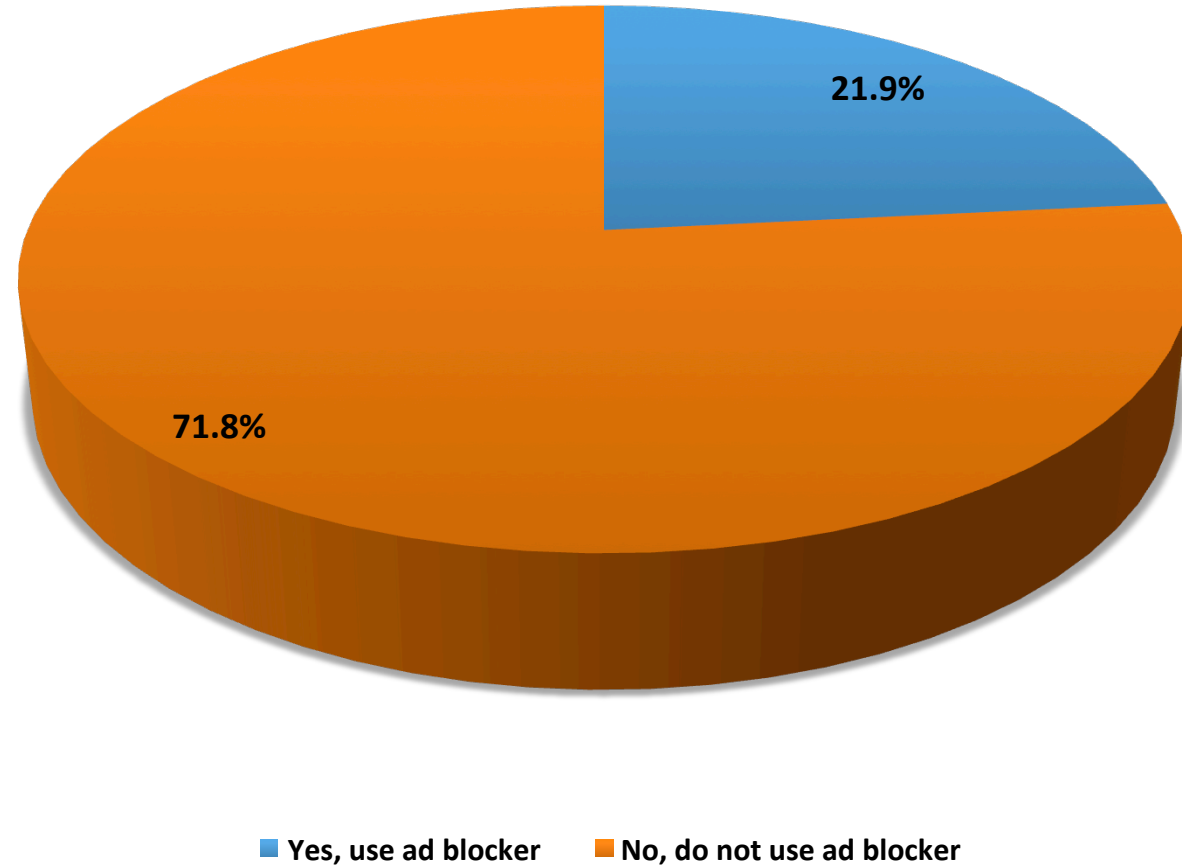
## COMMUNITY NEWSPAPERS RESULTS



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# One Out of Every Five Respondents Indicated That They Have an AdBlocker Installed on a Device to Block Unwanted Ads

Use of AdBlockers on Devices to Block Ads



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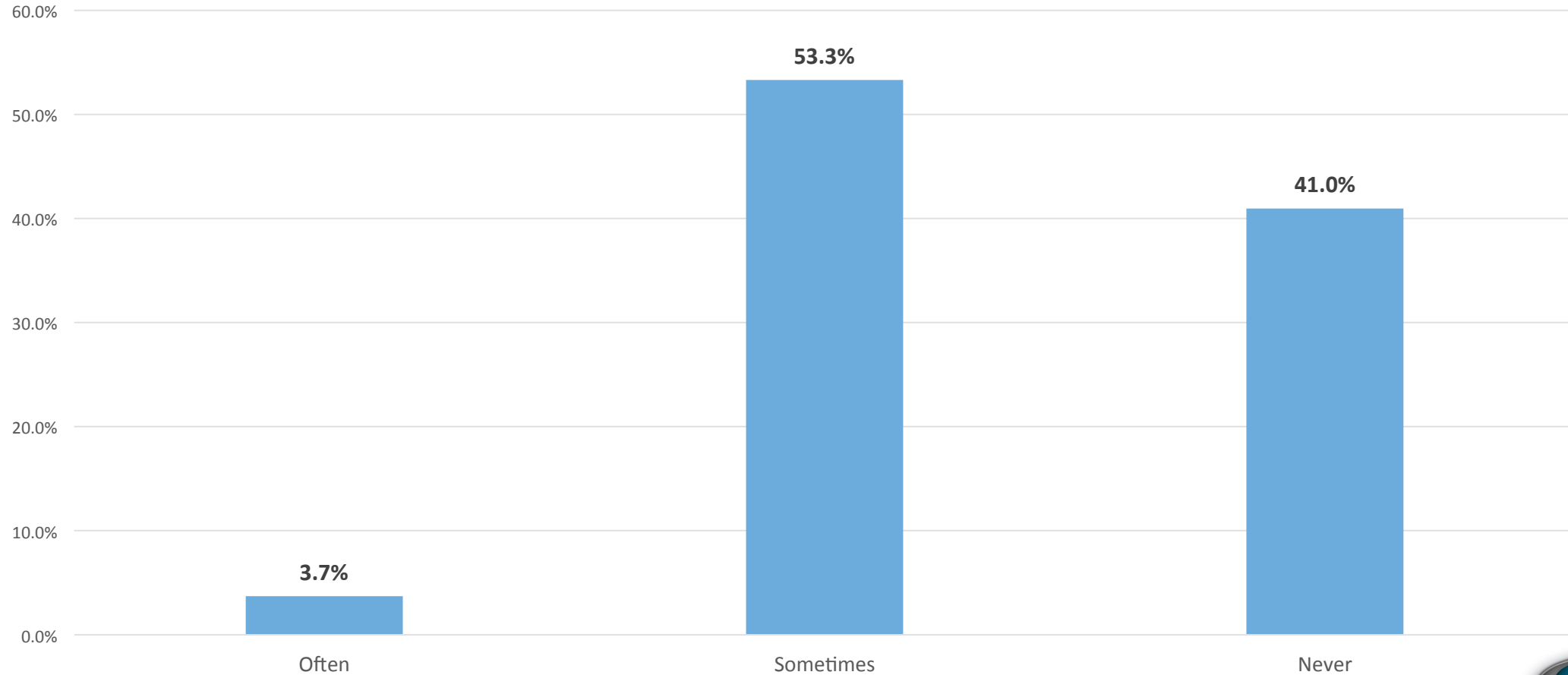
## COMMUNITY NEWSPAPERS *RESULTS*



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# More Than Half of People Admit to Clicking on Ads on Websites Accidentally

How Often Would You Say You Have Clicked on an Ad on Your Computer, Phone or Tablet Accidentally?



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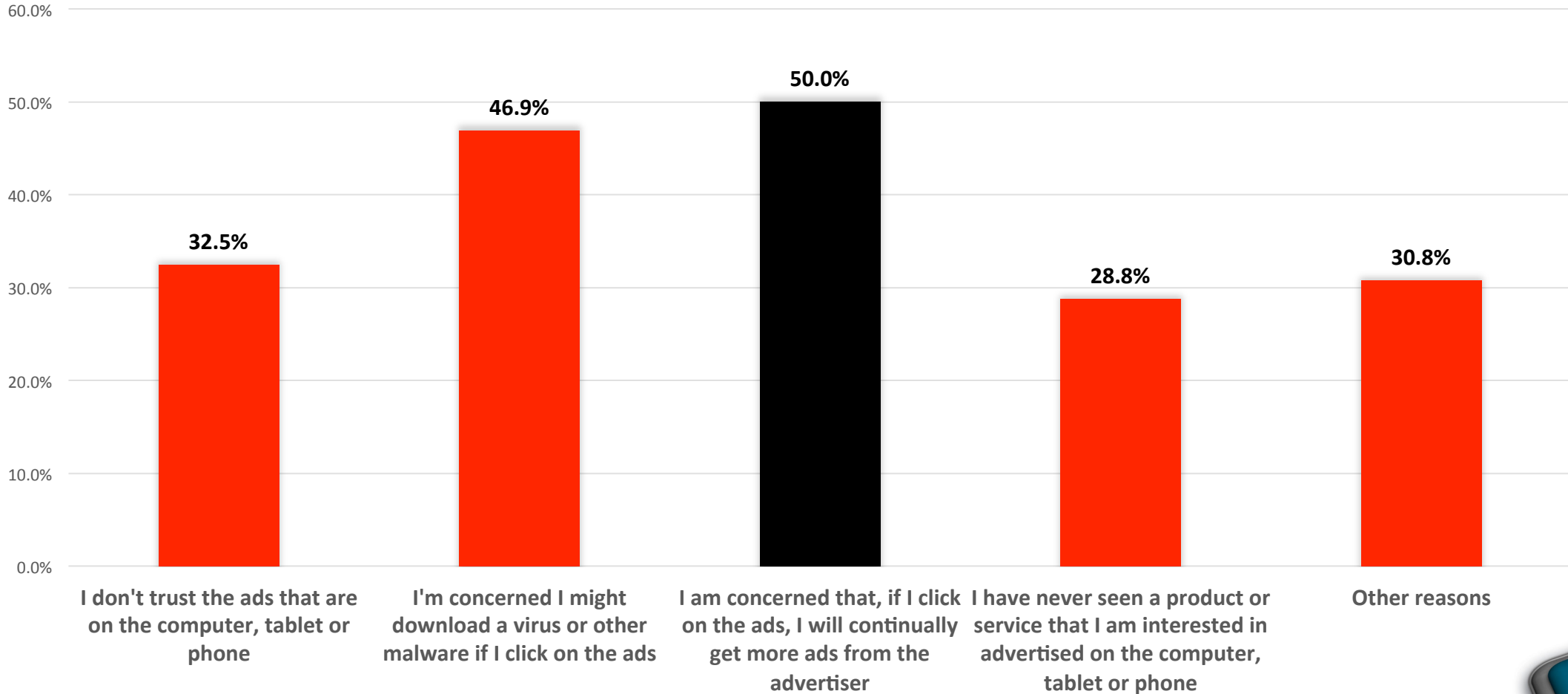
## COMMUNITY NEWSPAPERS *RESULTS*



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# The Main Reason Given For Not Clicking on Ads Was Over Concerns About Getting More Ads From the Advertiser

## REASONS FOR NOT CLICKING ADS



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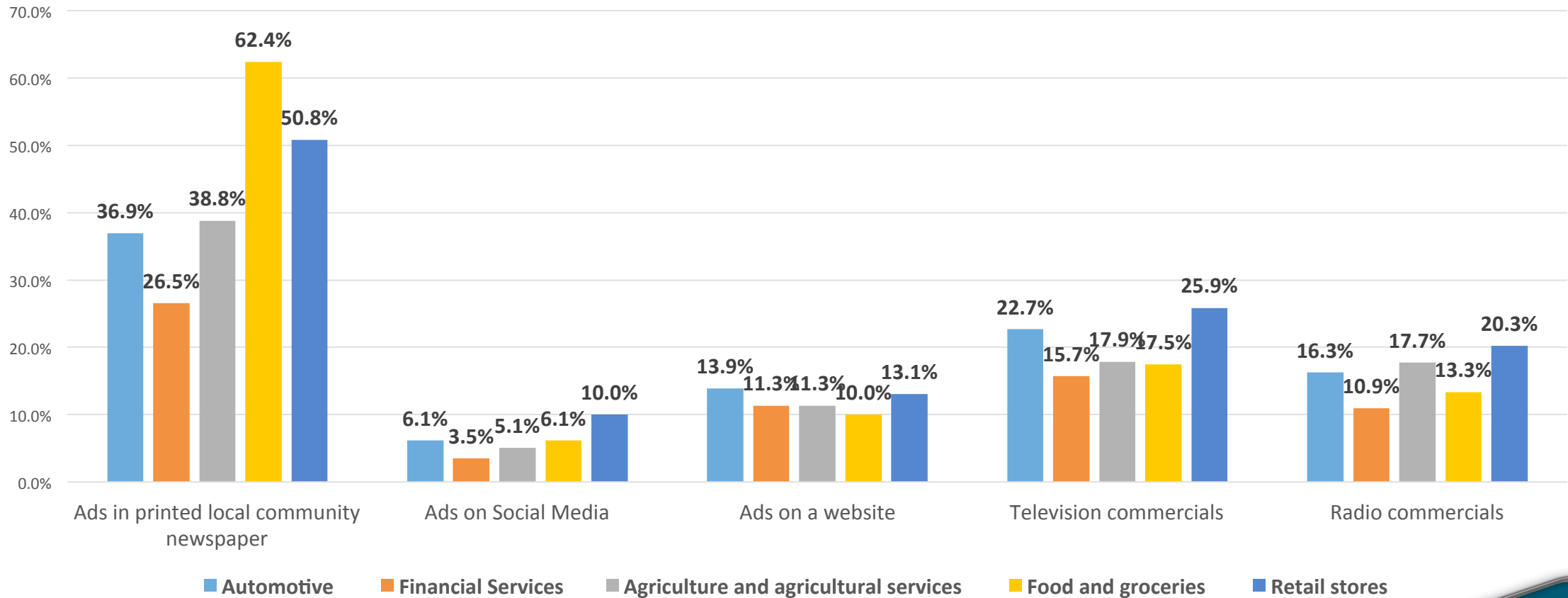
# COMMUNITY NEWSPAPERS RESULTS



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# Across All Sectors, 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 Likely to Inspire Action (In-Person Store Visit, Purchase Decision) by Sector



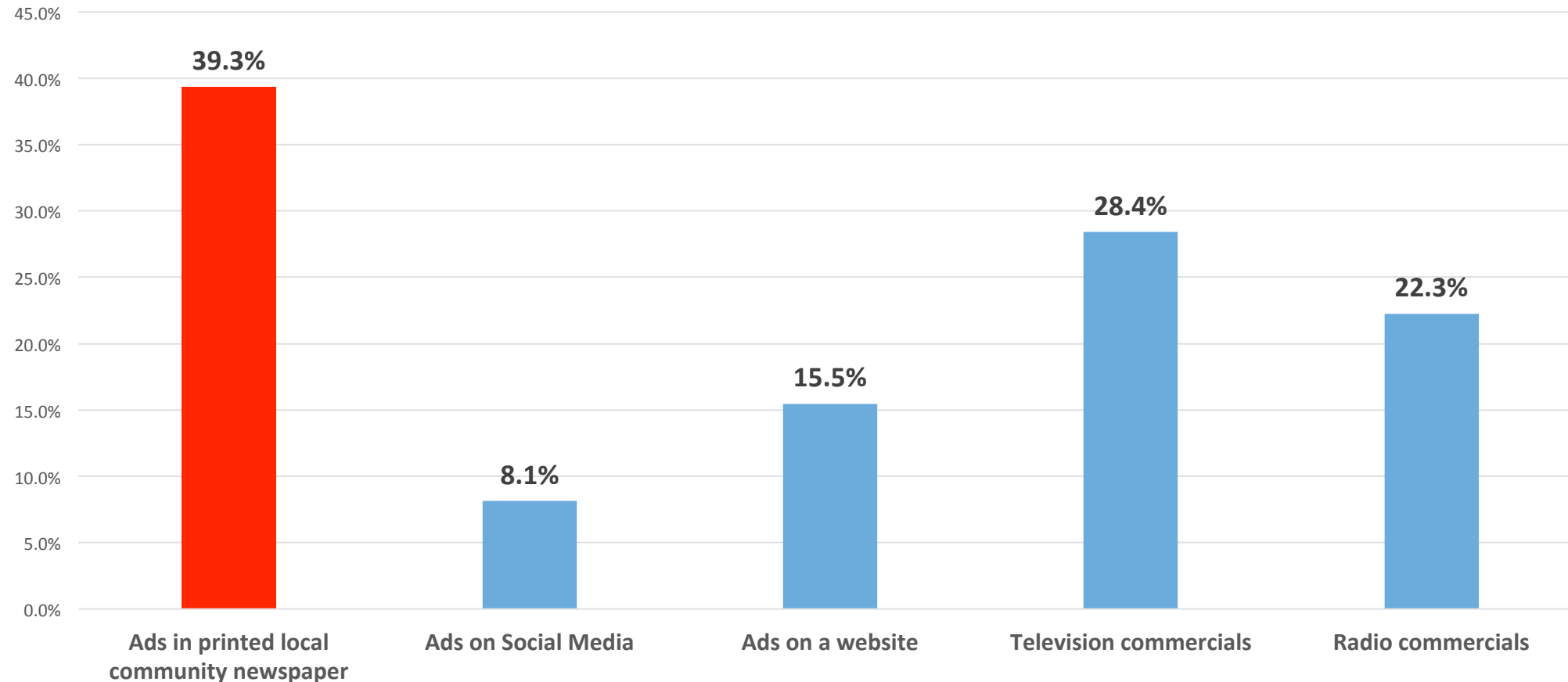
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## COMMUNITY NEWSPAPERS *RESULTS*



# Including GOVERNMENT PROGRAMS AND SERVICES

Media Containing Ads Most Likely to Inspire Action (Visit a Store/Dealer, Website, Seek More Information, Make a Purchase): GOVERNMENT PROGRAMS AND SERVICES



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## COMMUNITY NEWSPAPERS *RESULTS*

