

## 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**

**adwest**  
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.

# TOWNS (5,000-10,000 POPULATION)

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

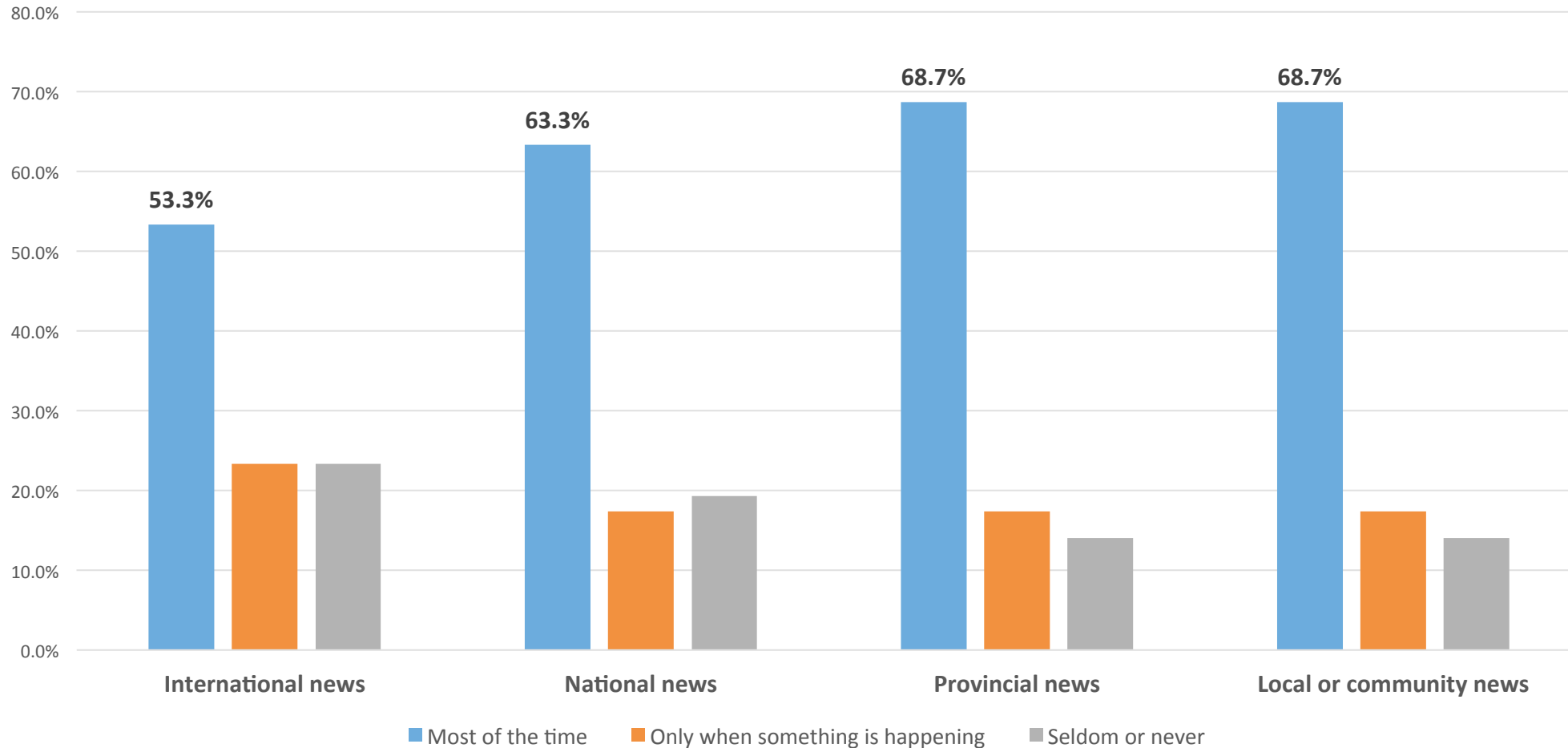
COMMUNITY NEWSPAPERS *RESULTS*



**adwest**  
MARKET DATA | READERSHIP INFO | RESULTS

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

Personally Follow Specific Types of News



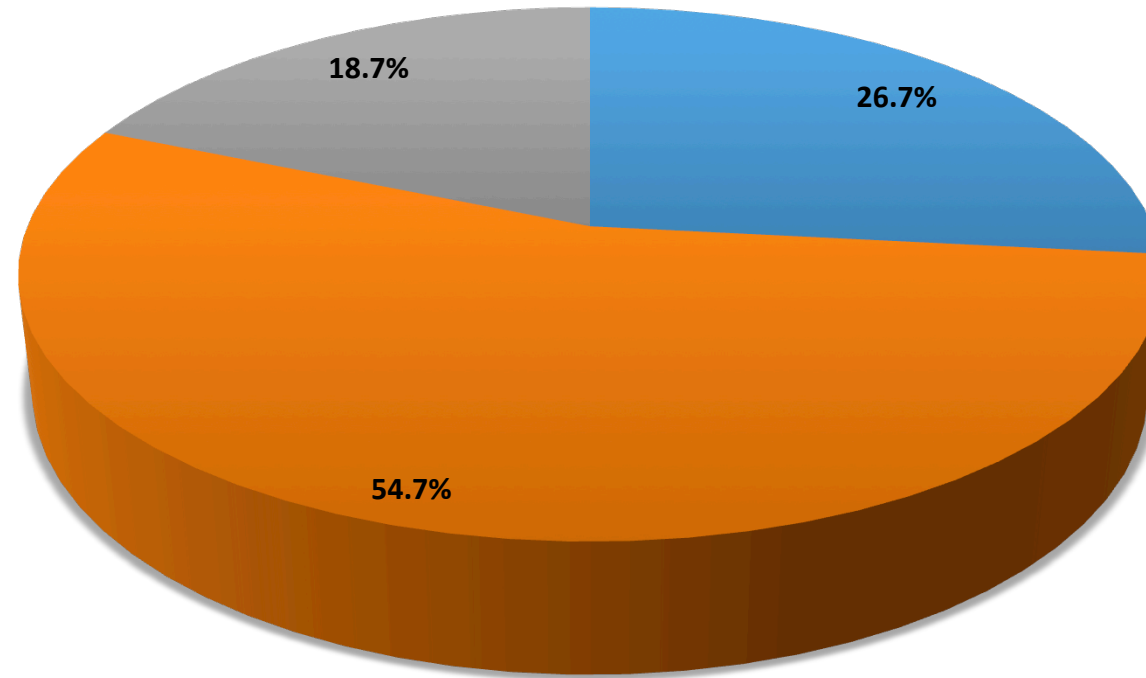
ADWEST MEDIA USAGE STUDY: HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE AND CONSUMPTION. TOTUM RESEARCH. MARCH 2018

## COMMUNITY NEWSPAPERS RESULTS

**adwest**  
MARKET DATA | READERSHIP INFO | RESULTS

**THE MAJORITY OF RESPONDENTS IN TOWNS INDICATE THEY SPEND ABOUT THE SAME AMOUNT OF TIME CONSUMING NEWS AS THEY DID 2 YEARS AGO. 27% SAID THEY ACTUALLY SPEND MORE TIME WITH NEWS TODAY**

Time Spent With News Compared to Two Years Ago

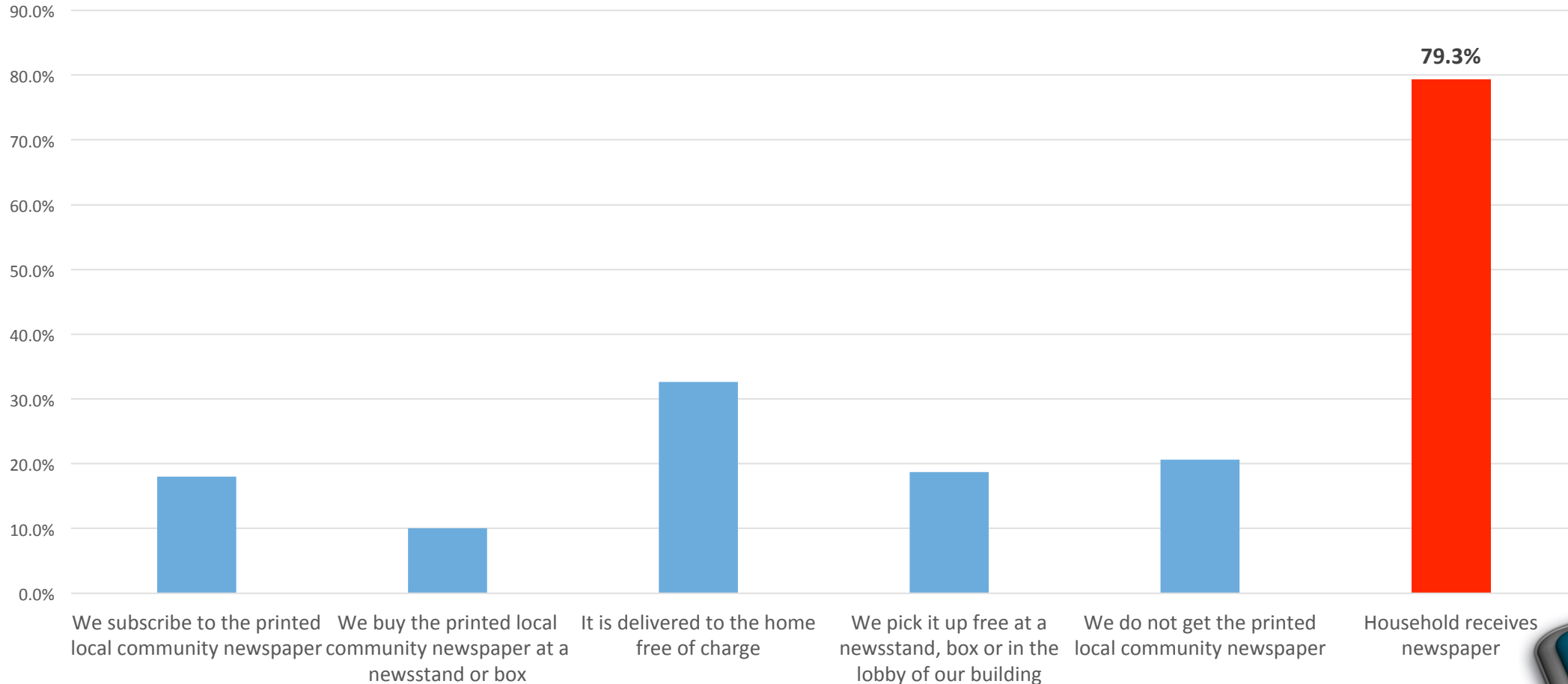


■ More time per day   ■ About the same amount of time   ■ Less time per day



# IN 2018, NEARLY FOUR IN FIVE HOUSEHOLDS IN TOWNS RECEIVE A PRINTED LOCAL COMMUNITY NEWSPAPER

## Receivership of Local Printed Community Newspapers

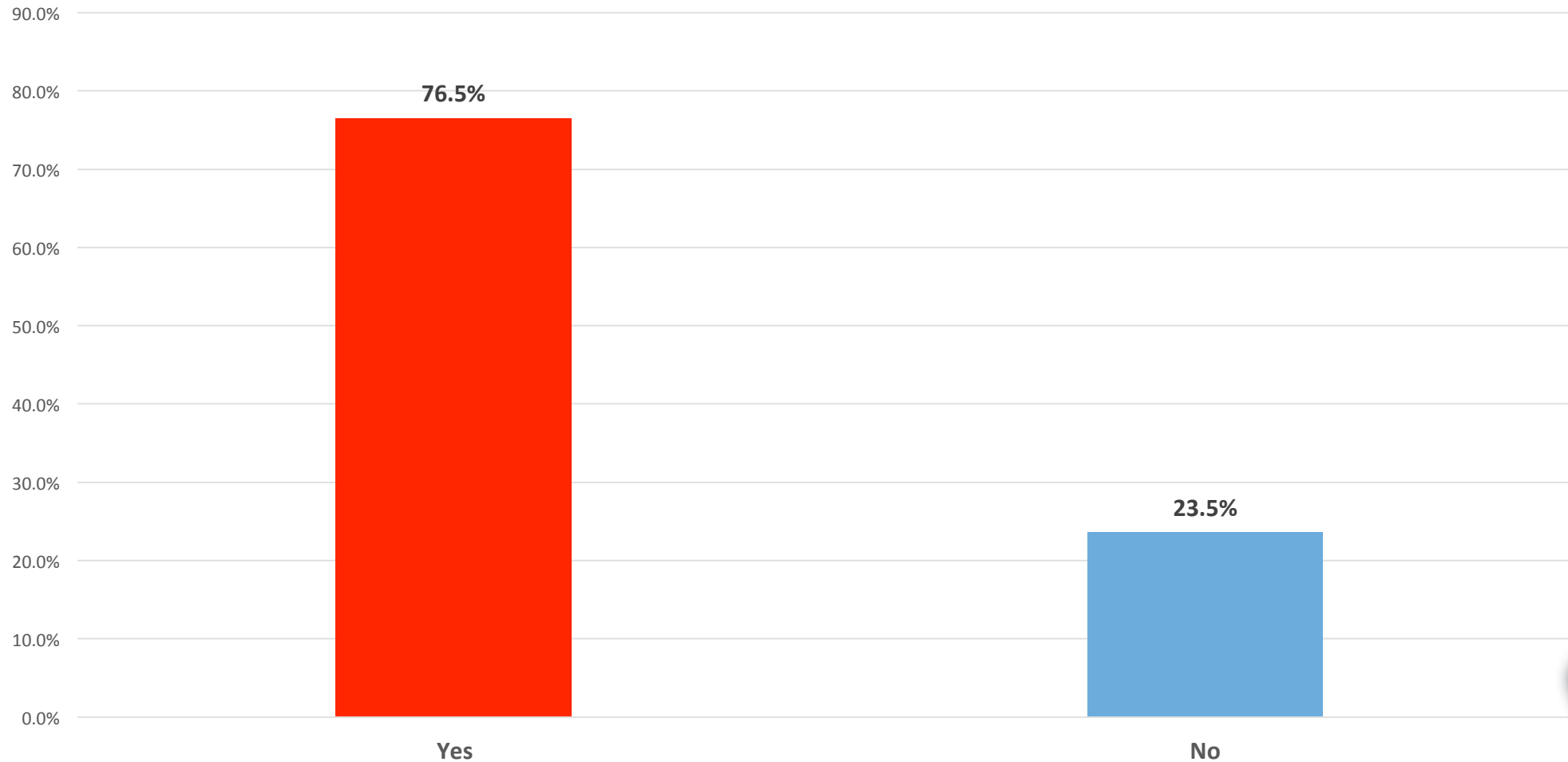


ADWEST MEDIA USAGE STUDY: HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE AND CONSUMPTION. TOTUM RESEARCH. MARCH 2018

## COMMUNITY NEWSPAPERS *RESULTS*

# OVER THREE-QUARTERS OF RESPONDENTS IN TOWNS SAID THEY READ OR AT LEAST LOOKED INTO A PRINTED COMMUNITY NEWSPAPER IN THE LAST WEEK

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



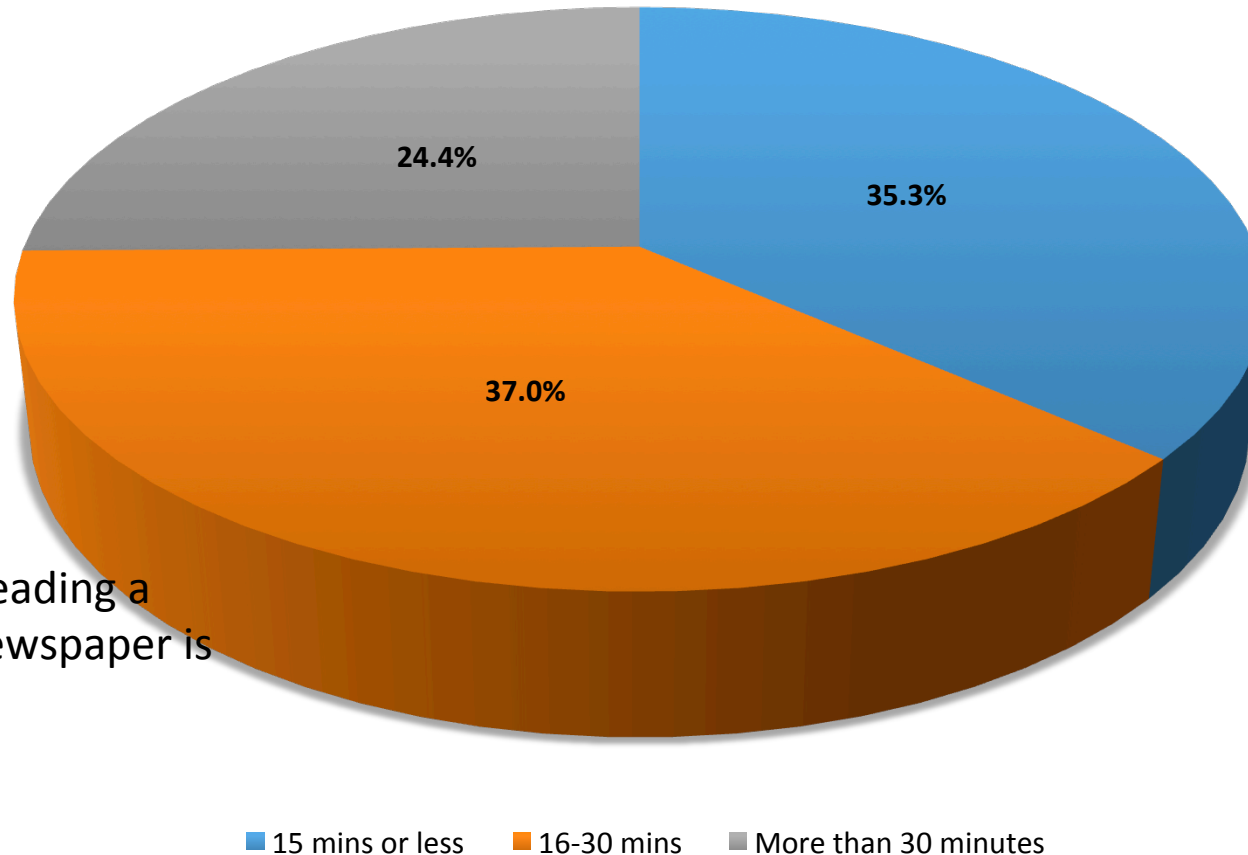
ADWEST MEDIA USAGE STUDY: HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE AND CONSUMPTION. TOTUM RESEARCH. MARCH 2018

## COMMUNITY NEWSPAPERS *RESULTS*

**adwest**  
MARKET DATA | READERSHIP INFO | RESULTS

**61% of Respondents Towns Spend More Than 15 Minutes Reading the Printed Community Newspaper Each Week. Nearly One Quarter Spend More Than 30 Minutes Reading Each Week.**

Time Spent Reading Per Week



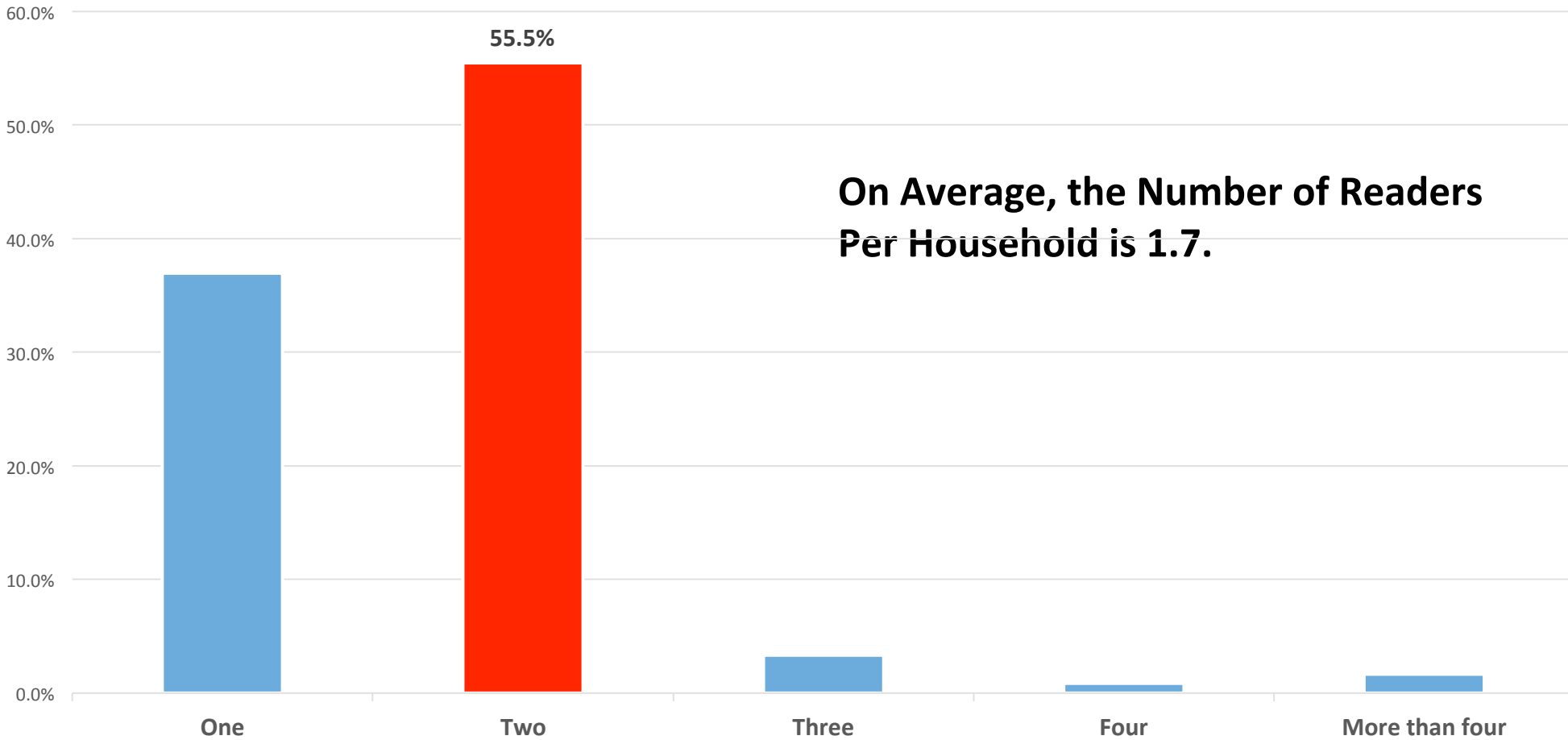
Average Time Spent Reading a Printed Community Newspaper is **18.5 Minutes**





# In Over Half of Households in Towns, the Printed Community Newspaper is Read by Two People.

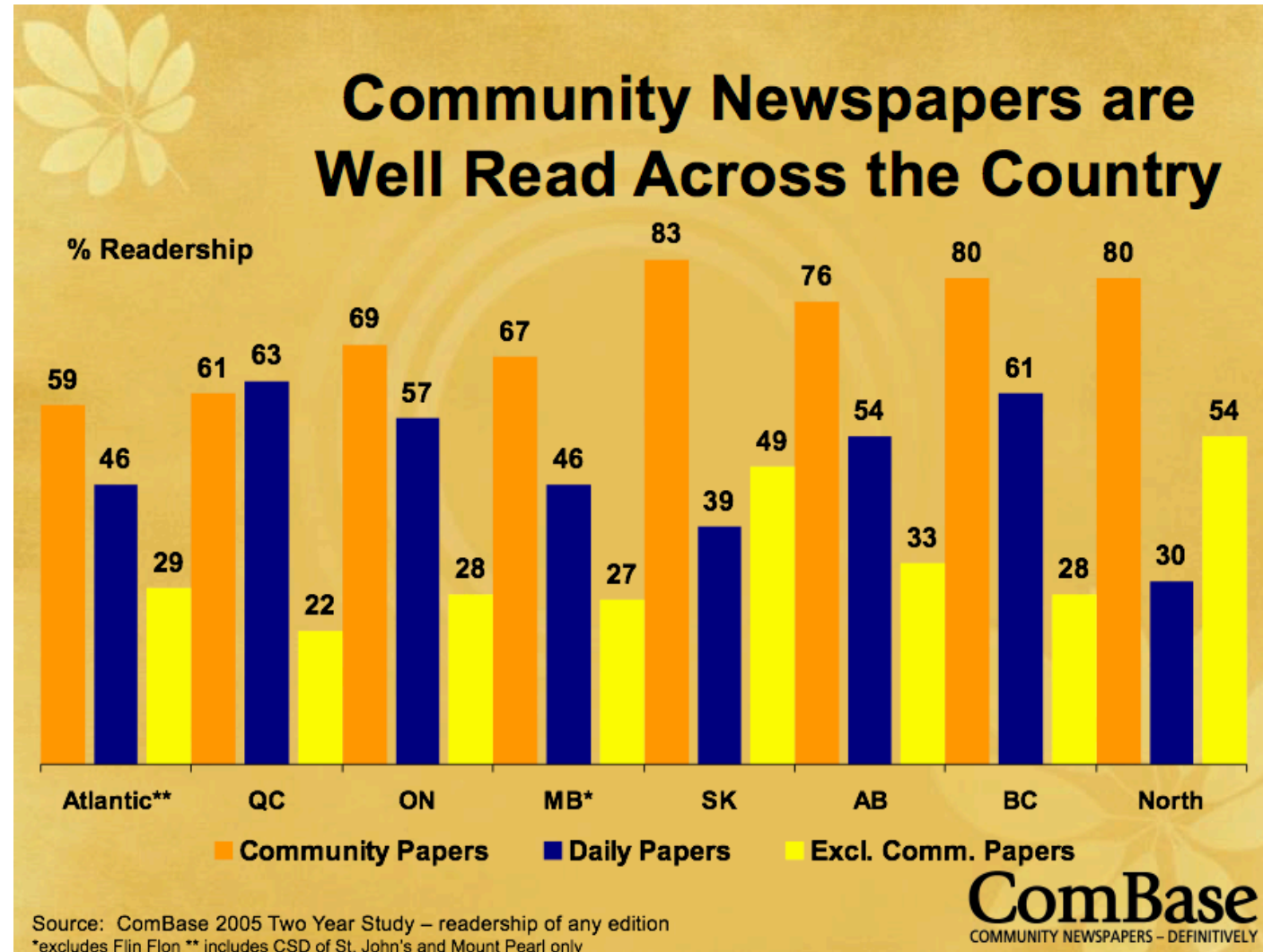
Number of People in the Household Who Typically Read or Look Into a Printed Community Newspaper Each Week



**On Average, the Number of Readers Per Household is 1.7.**



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

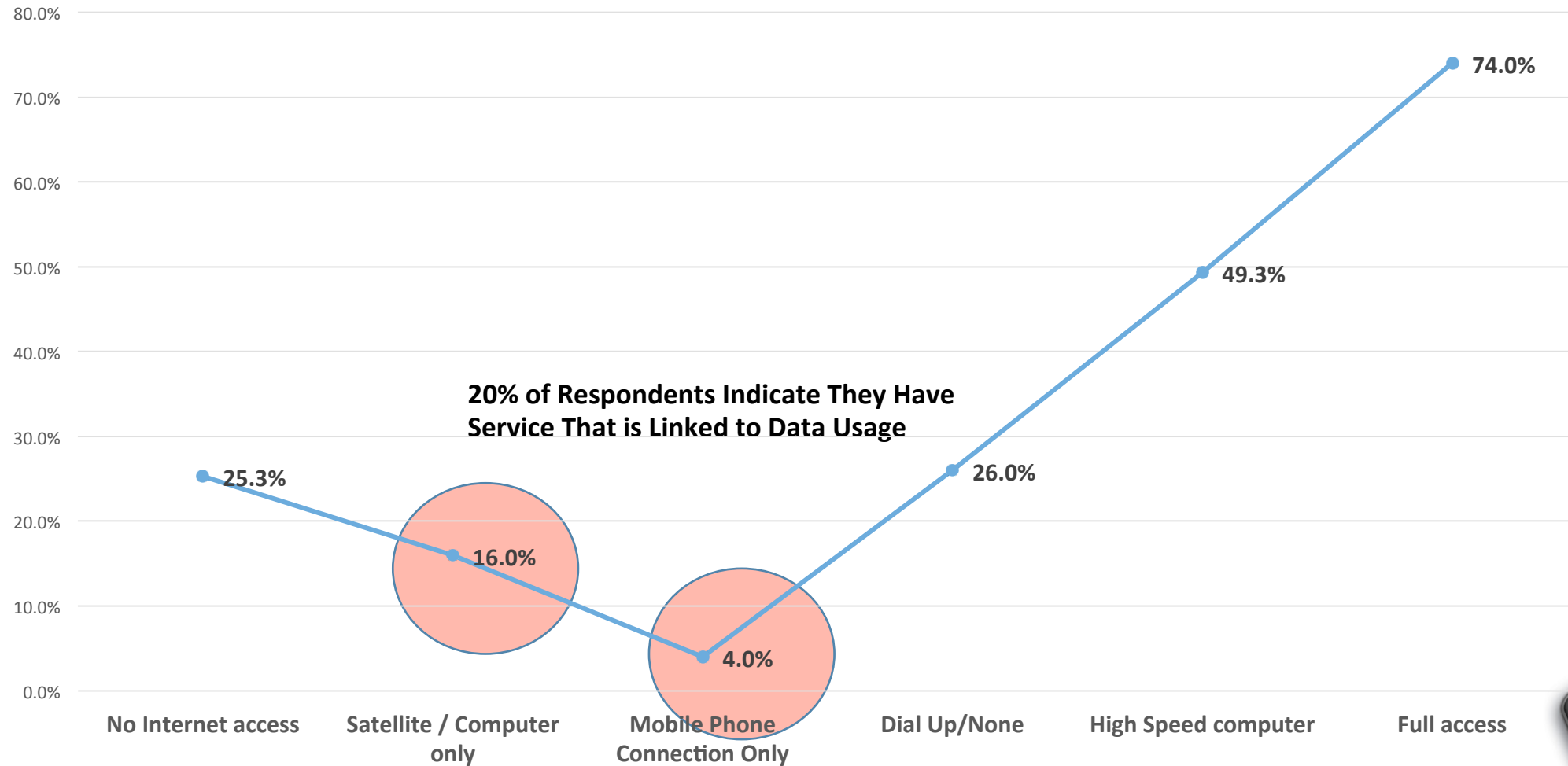


ADWEST MEDIA USAGE STUDY: HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE AND CONSUMPTION. TOTUM RESEARCH. MARCH 2018

COMMUNITY NEWSPAPERS **RESULTS**

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

Type of Internet Connection at Home



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

## COMMUNITY NEWSPAPERS RESULTS

**adwest**  
MARKET DATA | READERSHIP INFO | RESULTS

# 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

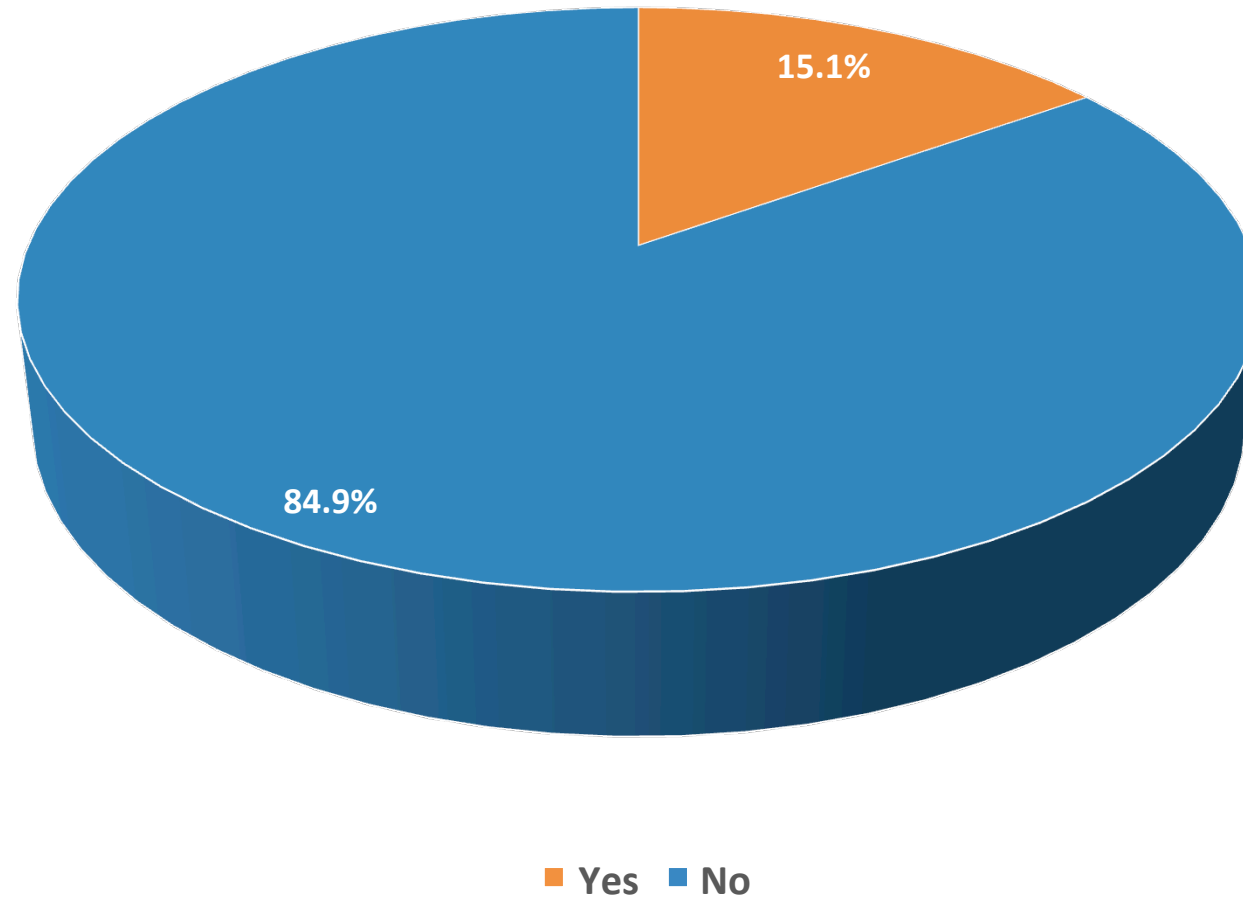


ADWEST MEDIA USAGE STUDY: HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE AND CONSUMPTION. TOTUM RESEARCH. MARCH 2018

## COMMUNITY NEWSPAPERS RESULTS

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

Have you Personally Looked at the Website of a Local Community Newspaper in the Last Week



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

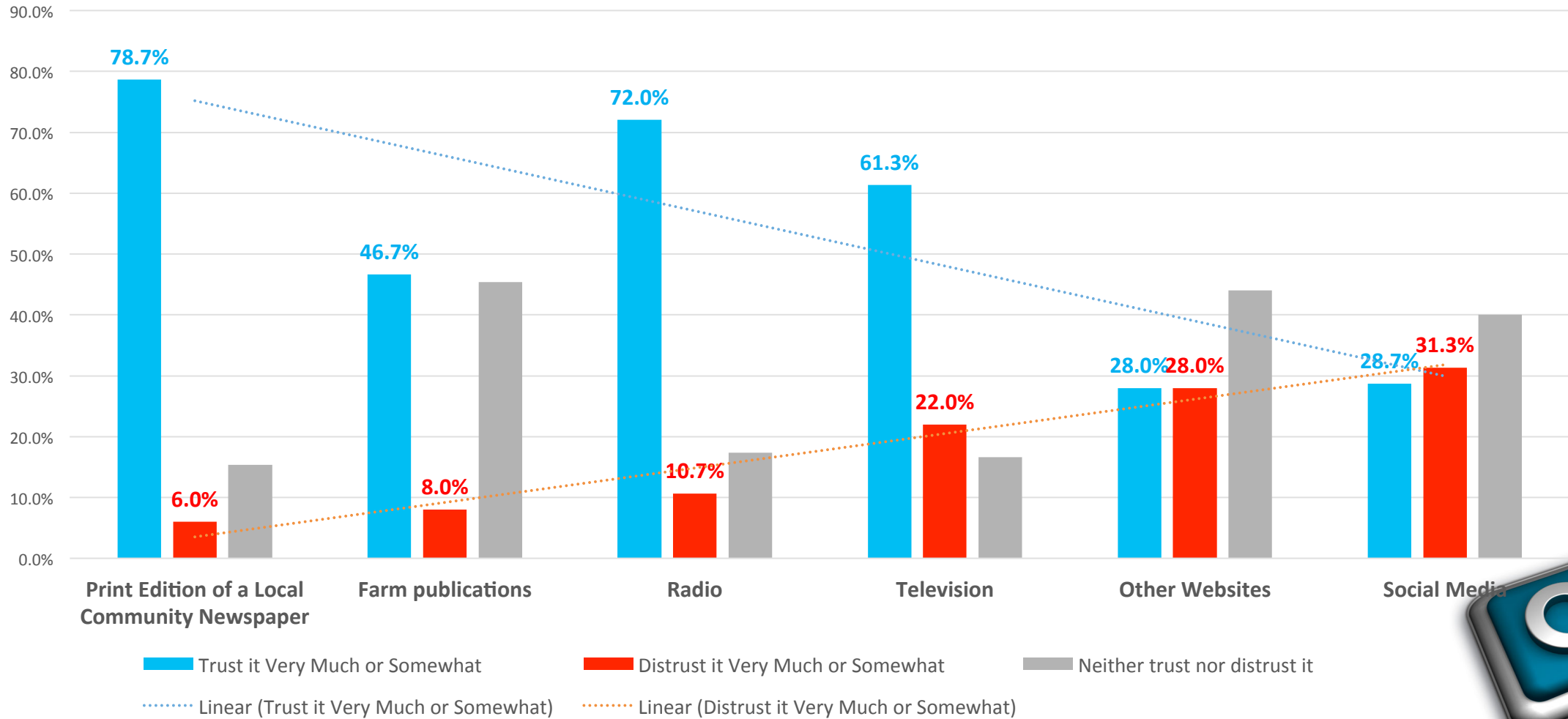
# COMMUNITY NEWSPAPERS *RESULTS*



**adwest**  
MARKET DATA | READERSHIP INFO | RESULTS

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

Trust in Media Platforms

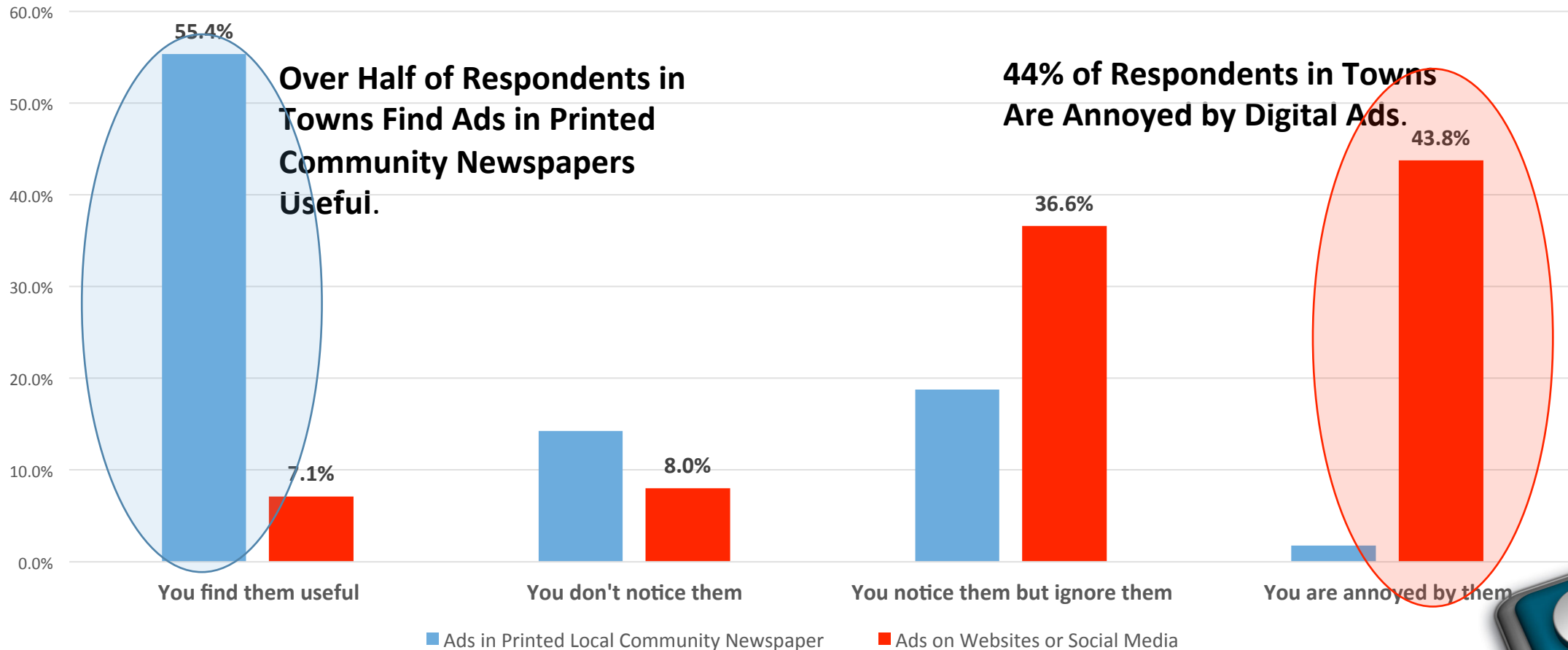


ADWEST MEDIA USAGE STUDY: HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE AND CONSUMPTION. TOTUM RESEARCH. MARCH 2018

## COMMUNITY NEWSPAPERS *RESULTS*

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

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



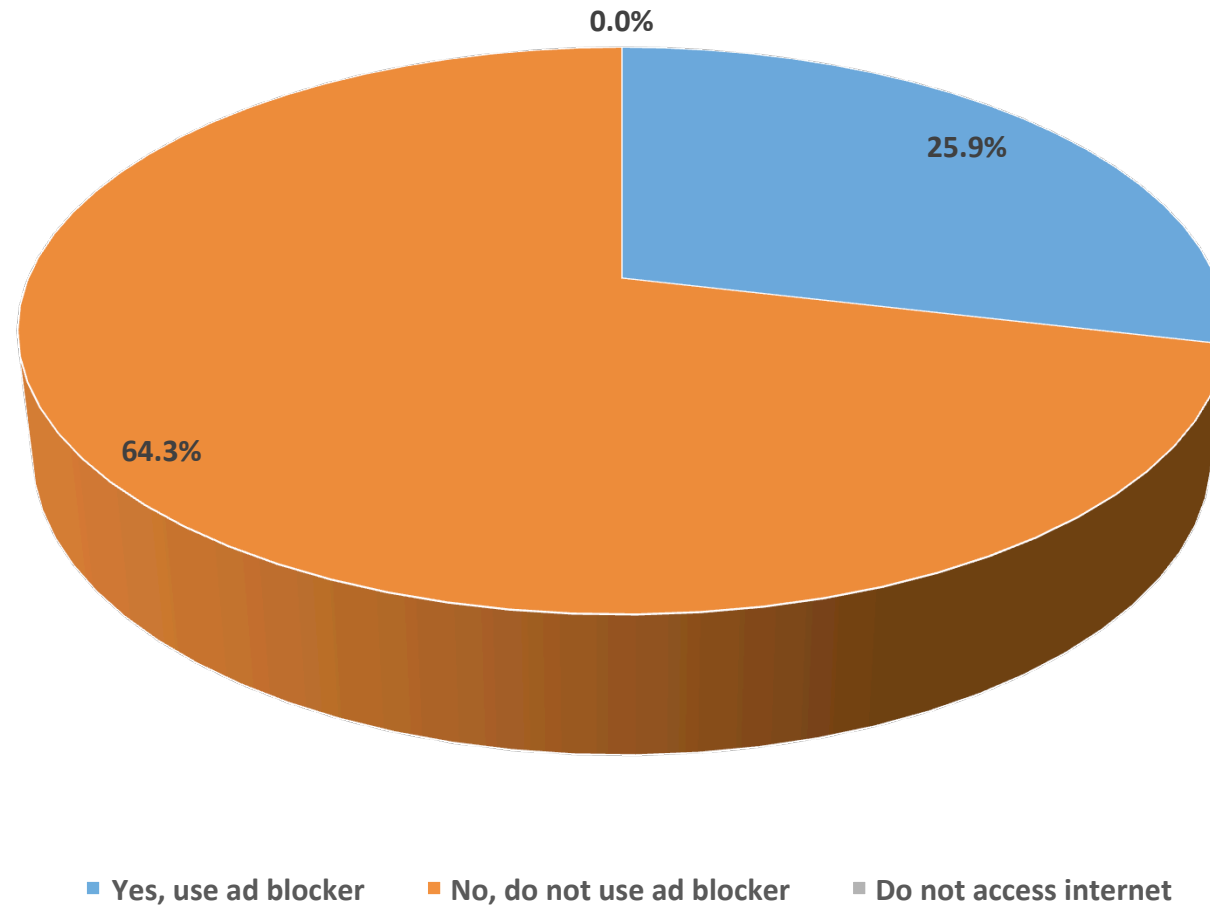
ADWEST MEDIA USAGE STUDY: HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE AND CONSUMPTION. TOTUM RESEARCH. MARCH 2018

## COMMUNITY NEWSPAPERS RESULTS

**adwest**  
MARKET DATA | READERSHIP INFO | RESULTS

**Over One Quarter** of Respondents in Towns Report Usage of an AdBlocker on a Device to Block Online Ads. 10% Either Don't Know or Don't Own a Device to Access the Internet

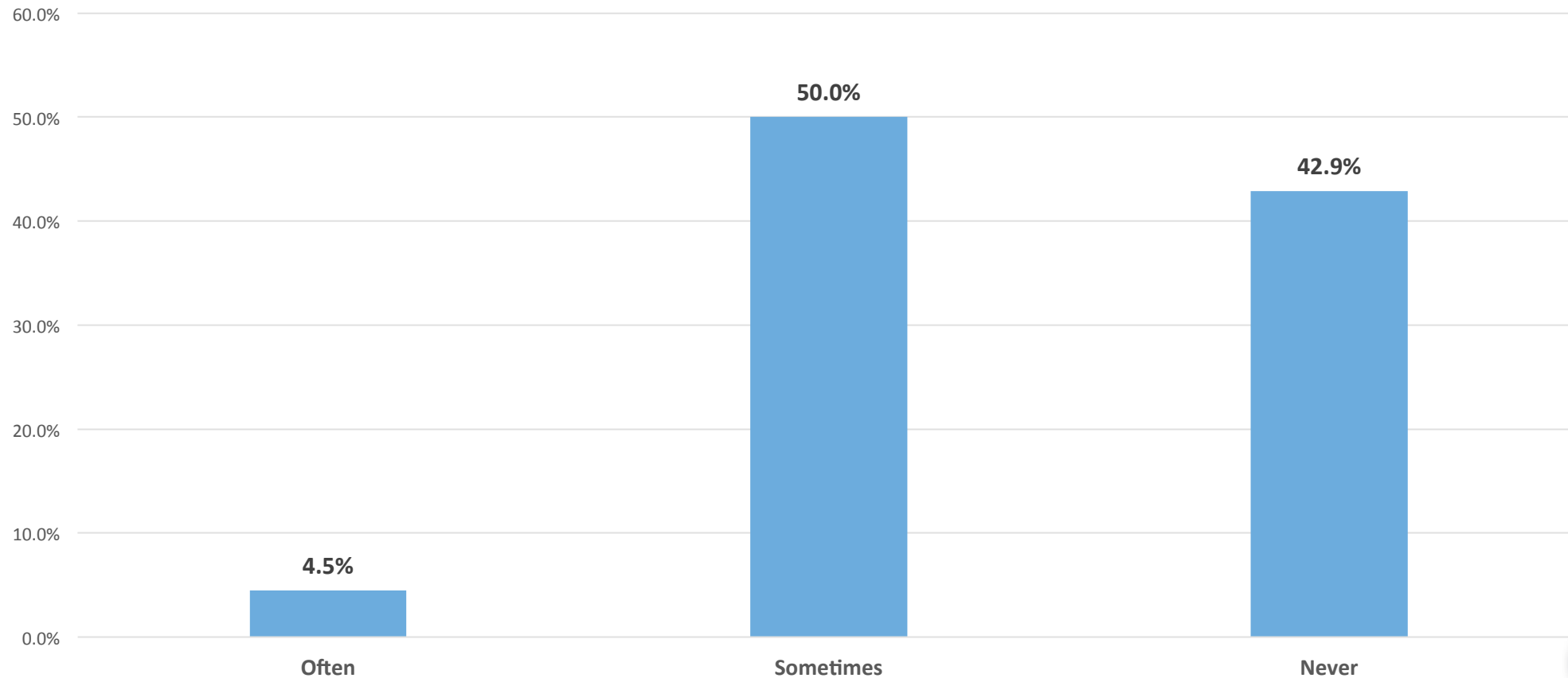
Use of AdBlockers on Devices to Access the Internet





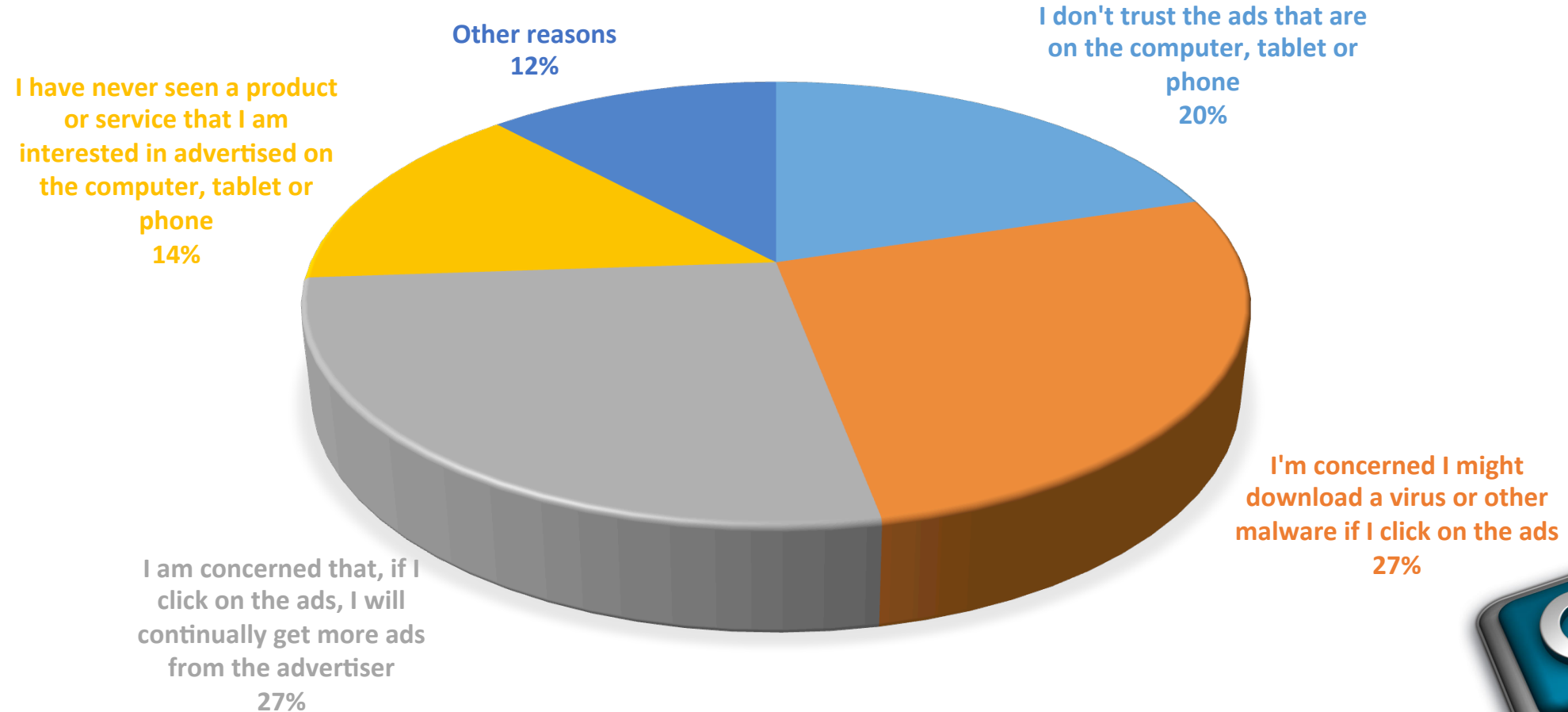
# Over Half of Respondents Said They Accidentally Click on Ads on Their Computer, Phone or Tablet

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



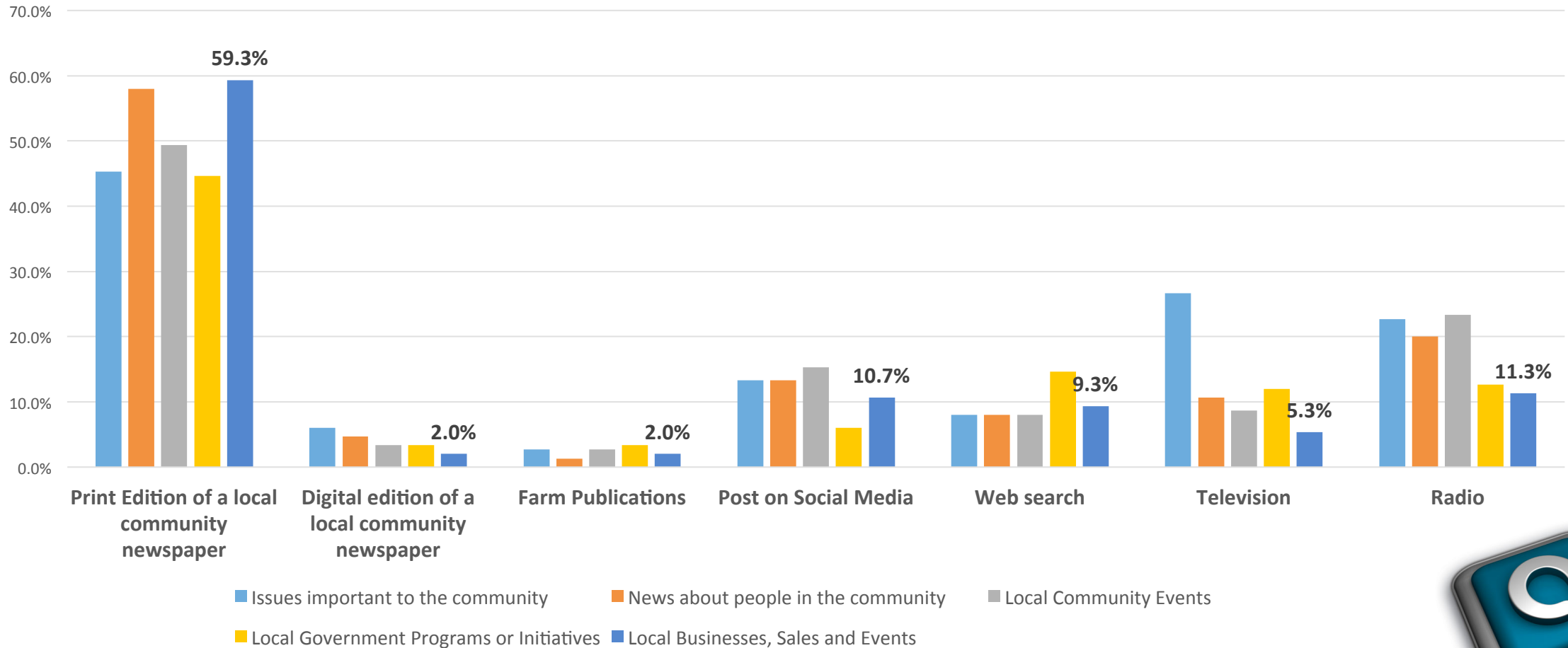
# Concern Over Receiving More Ads From the Advertiser and Downloading a Virus Were the Main Reasons Given for NOT CLICKING on Ads on Websites, Phones or Tablets

## REASONS FOR NOT CLICKING ON ADS



# In Towns, Printed 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

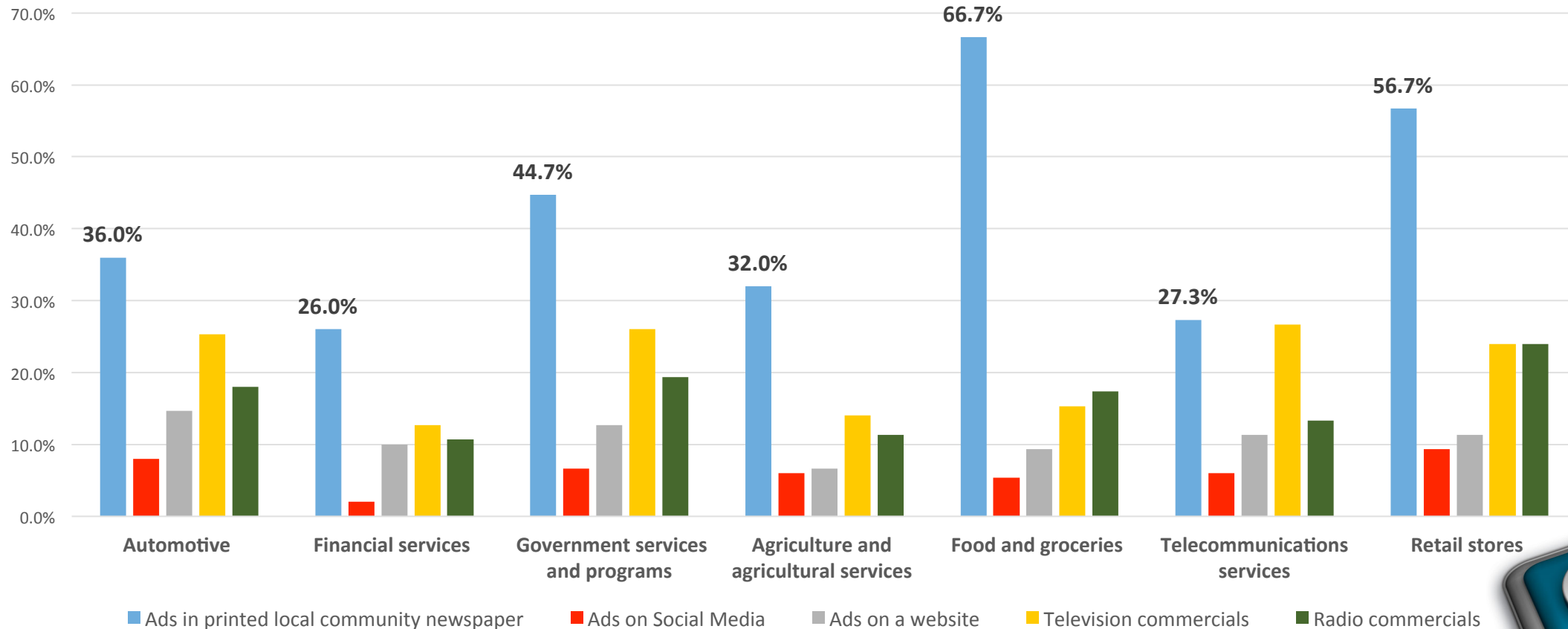


ADWEST MEDIA USAGE STUDY: HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE AND CONSUMPTION. TOTUM RESEARCH. MARCH 2018

## COMMUNITY NEWSPAPERS RESULTS

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

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



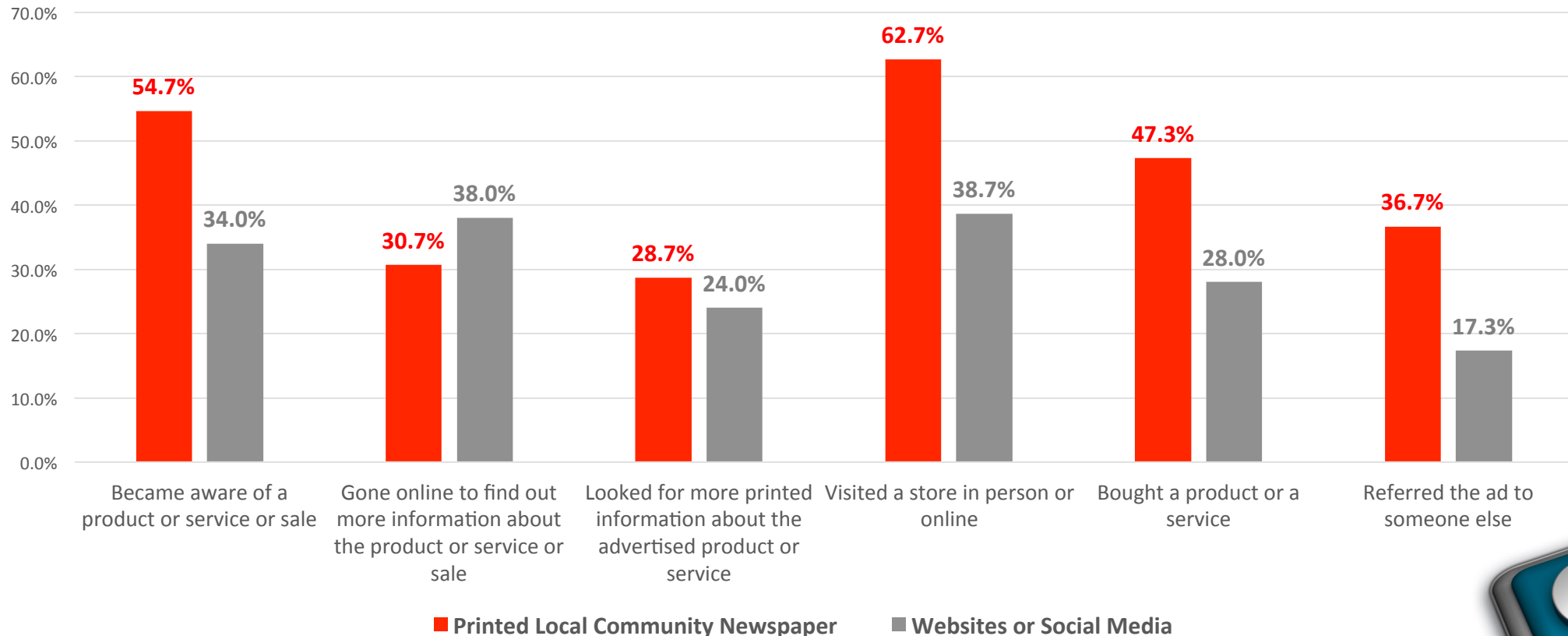
ADWEST MEDIA USAGE STUDY: HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE AND CONSUMPTION. TOTUM RESEARCH. MARCH 2018

## COMMUNITY NEWSPAPERS *RESULTS*

**adwest**  
MARKET DATA | READERSHIP INFO | RESULTS

# Of Respondents Indicating They Are Inspired by Ads, More Are Driven to Visit a Store In-Person or Online 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



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

## COMMUNITY NEWSPAPERS RESULTS

**adwest**  
MARKET DATA | READERSHIP INFO | RESULTS