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 +/- 3.3% at 95% confidence level with 900 interviews

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PRAIRIES

1) Internet Connection Used at Home
2) Online Activities Impacted by Home Internet Connection

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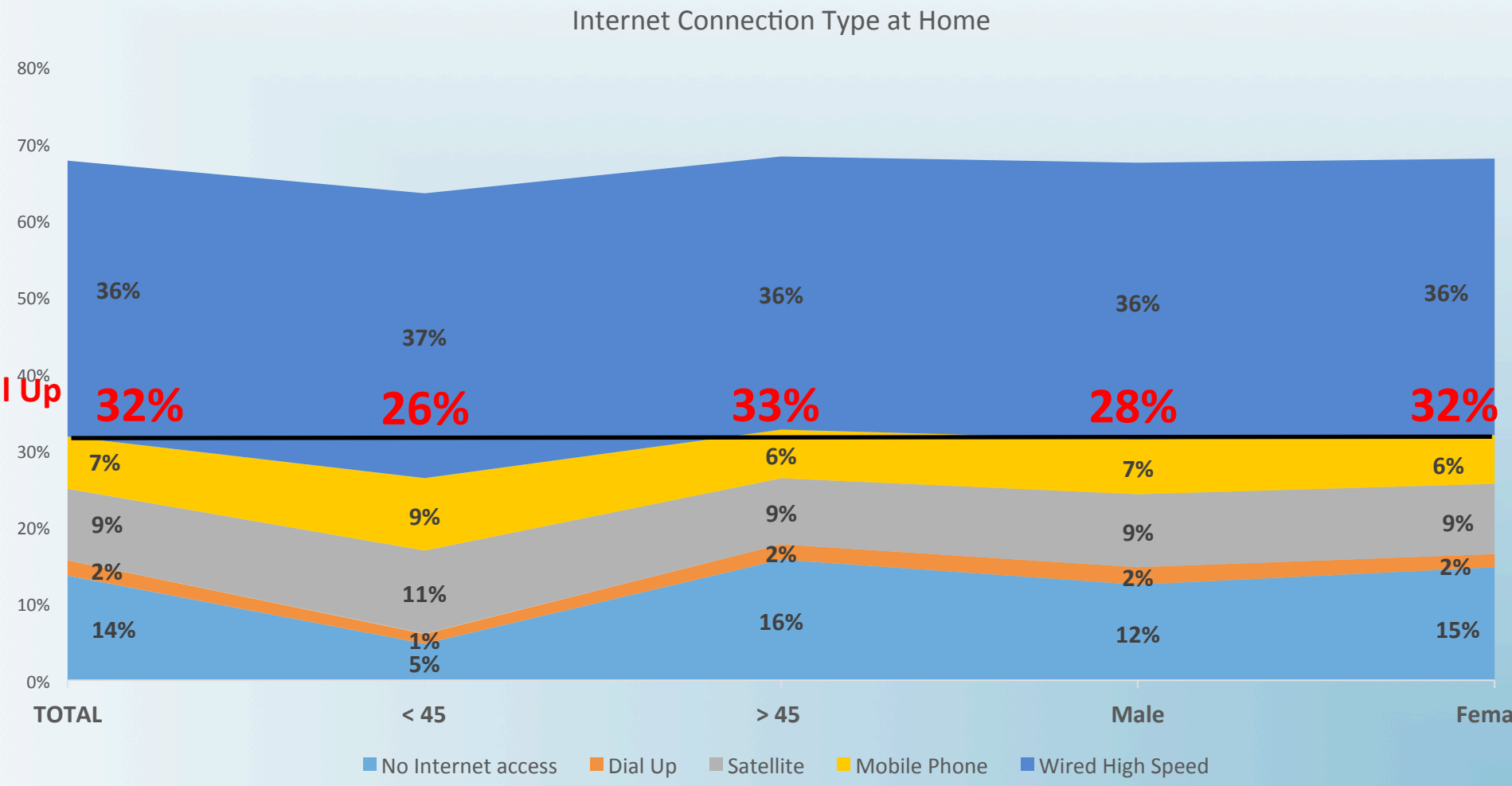
***PRAIRIES**: Communities Under 100,000 Population*

Respondents Access the Internet in a Variety of Ways But One Quarter to One Third of Respondents Indicated Either No Internet Connection or a Connection Linked to DATA USAGE

No Internet, Dial Up or Connection Linked to DATA USAGE



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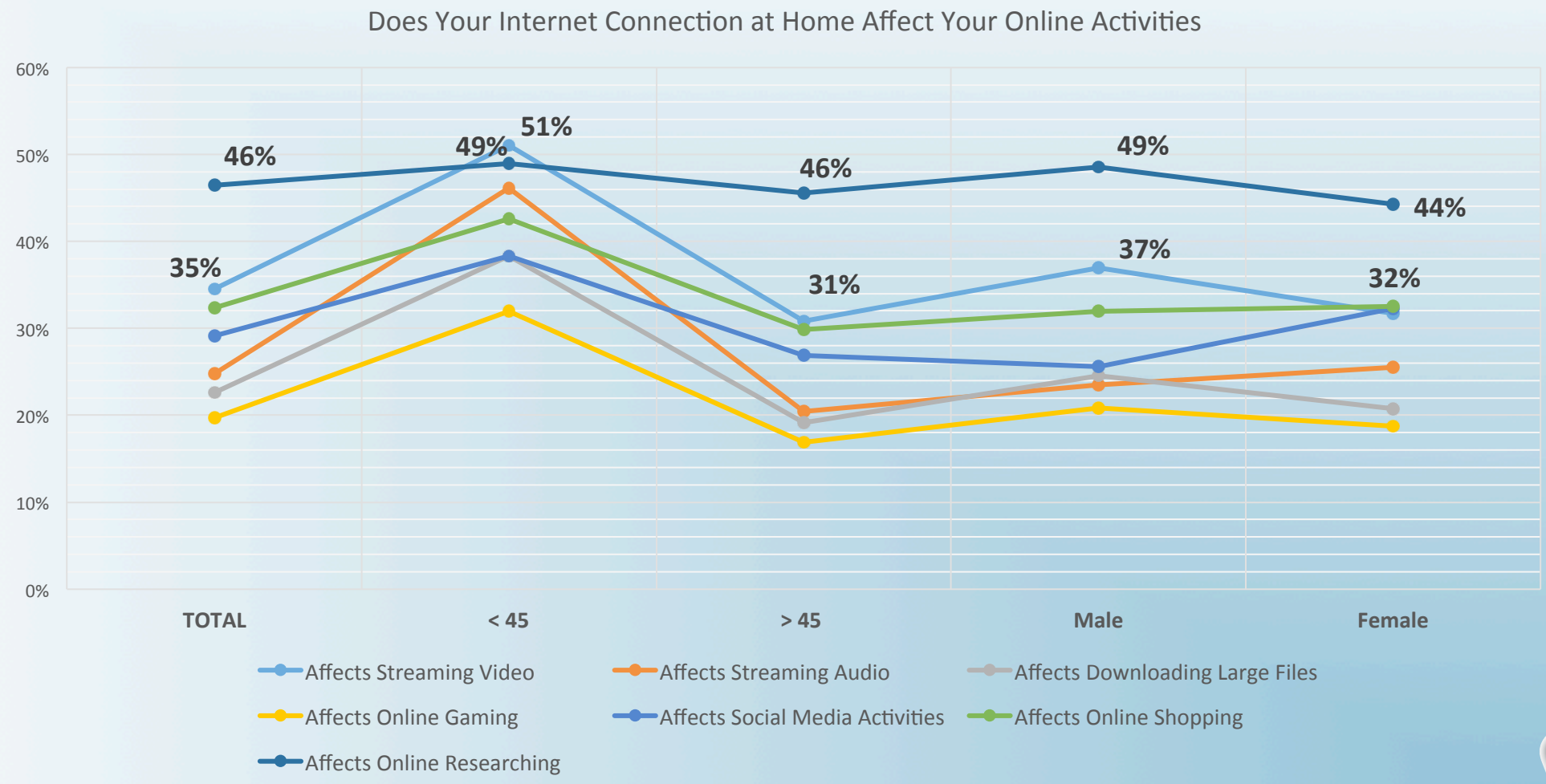
***PRAIRIES**: Communities Under 100,000 Population*

Respondents Indicated That Their Internet Connection Affected Most Internet Activities With Researching, Streaming Video and Online Shopping The Most Affected



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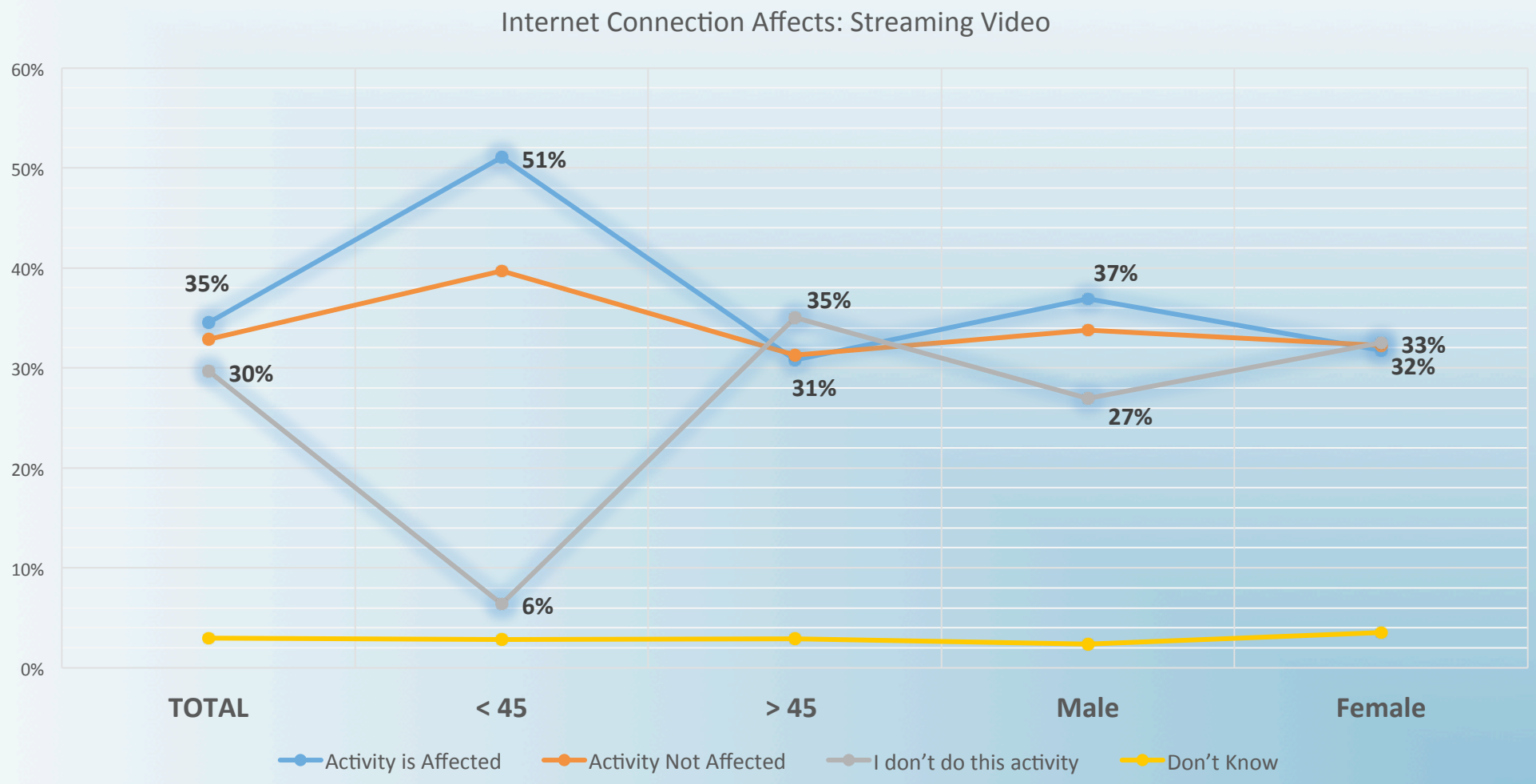
***PRAIRIES**: Communities Under 100,000 Population*

Over 50% of Respondents Under 45 Indicated That Their Internet Connection Affected Their Ability to Stream Online Video



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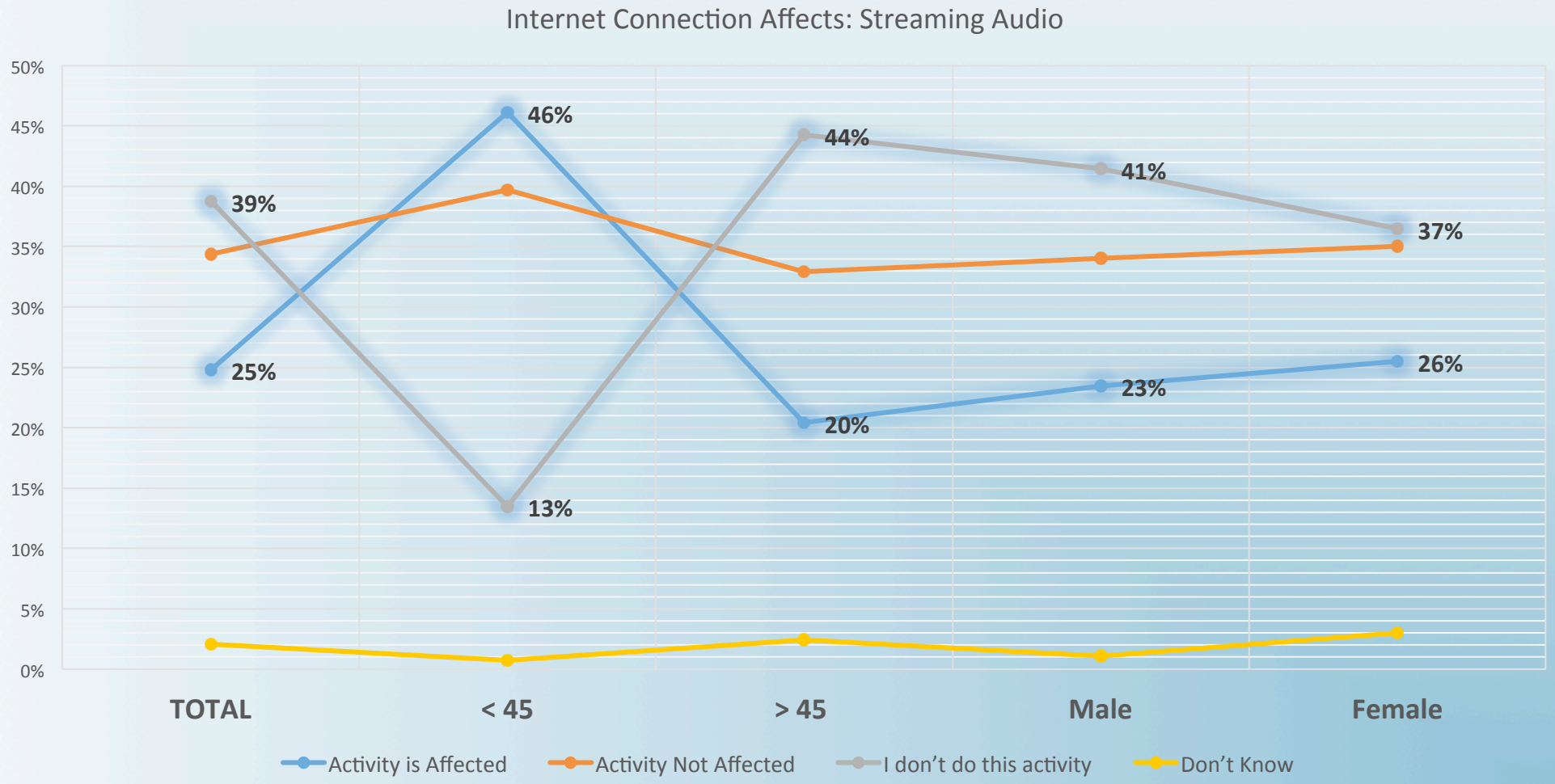
***PRAIRIES**: Communities Under 100,000 Population*

59% of Adults Under 45 Indicated Their Internet Connection at Home Affected Their Ability to Stream Online Audio. 64% of Adults 45+ Were Impacted by Their Internet Connection With This Activity.



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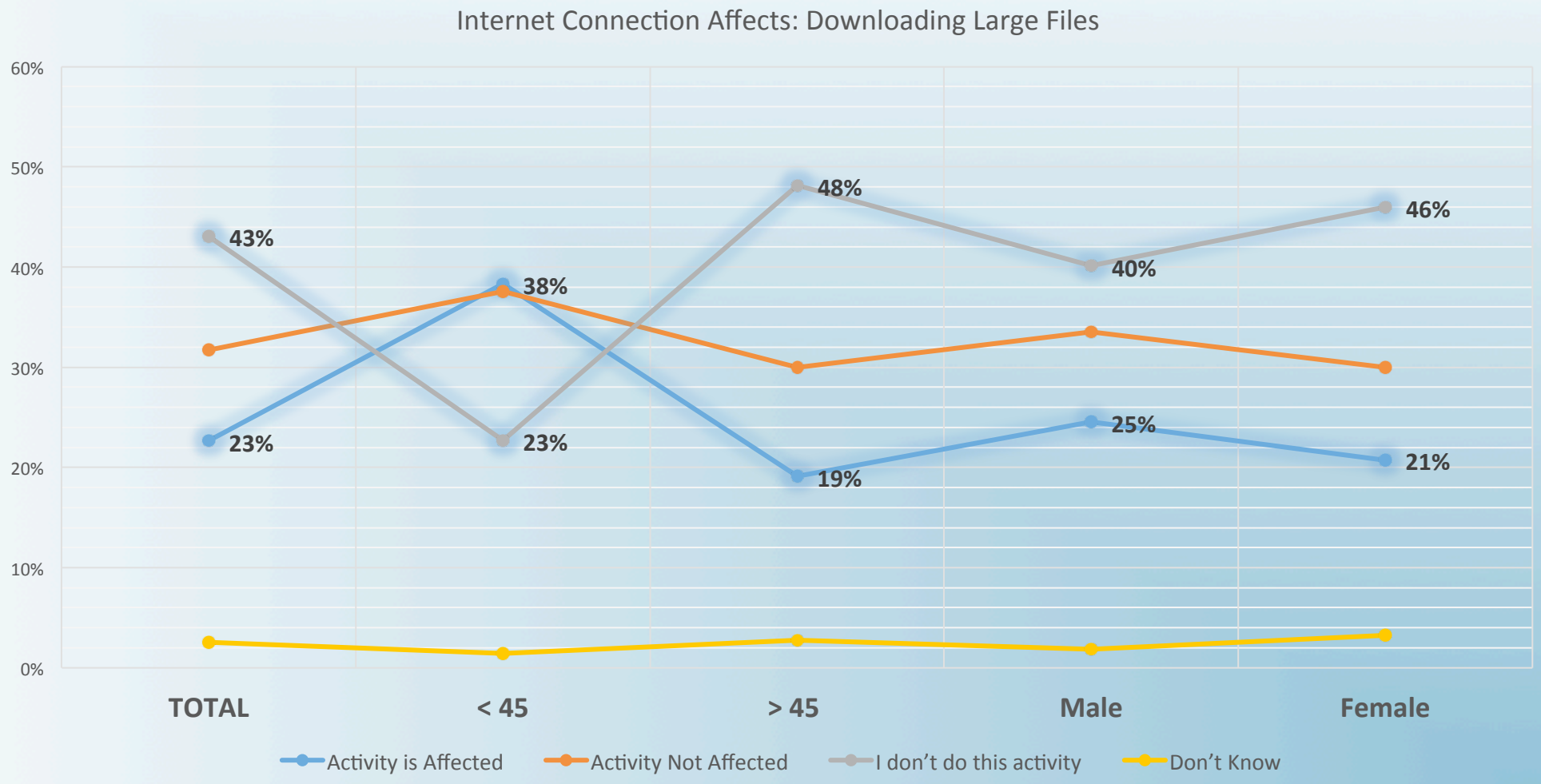
***PRAIRIES**: Communities Under 100,000 Population*

38% of Adults Under 45 Said That Downloading Large Files Was Affected by Their Internet Connection



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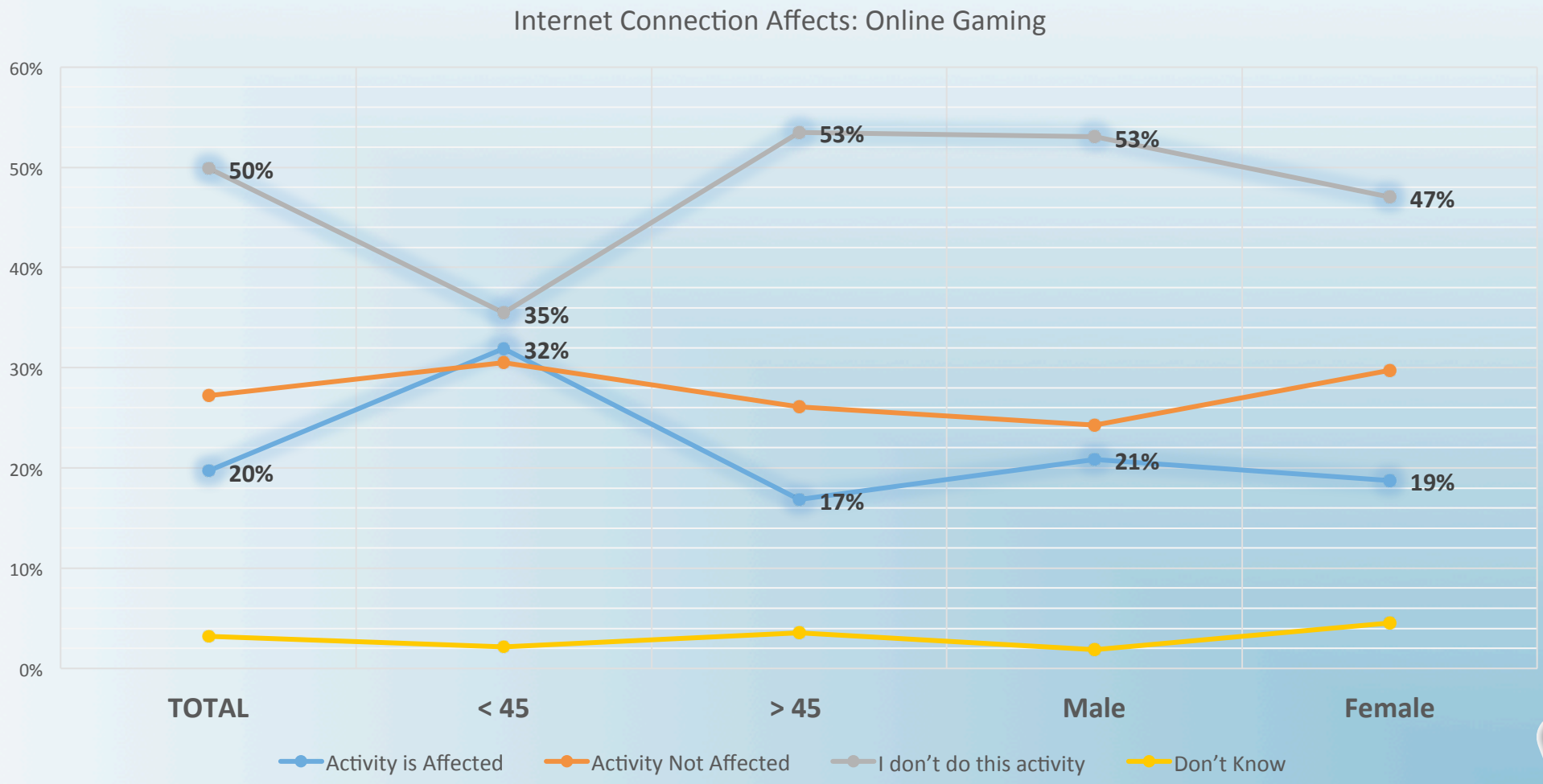
***PRAIRIES**: Communities Under 100,000 Population*

A Majority of Respondents Over 45 Don't Play Online Games. 17% of Those That Do Say The Activity is Affected by Their Internet Connection



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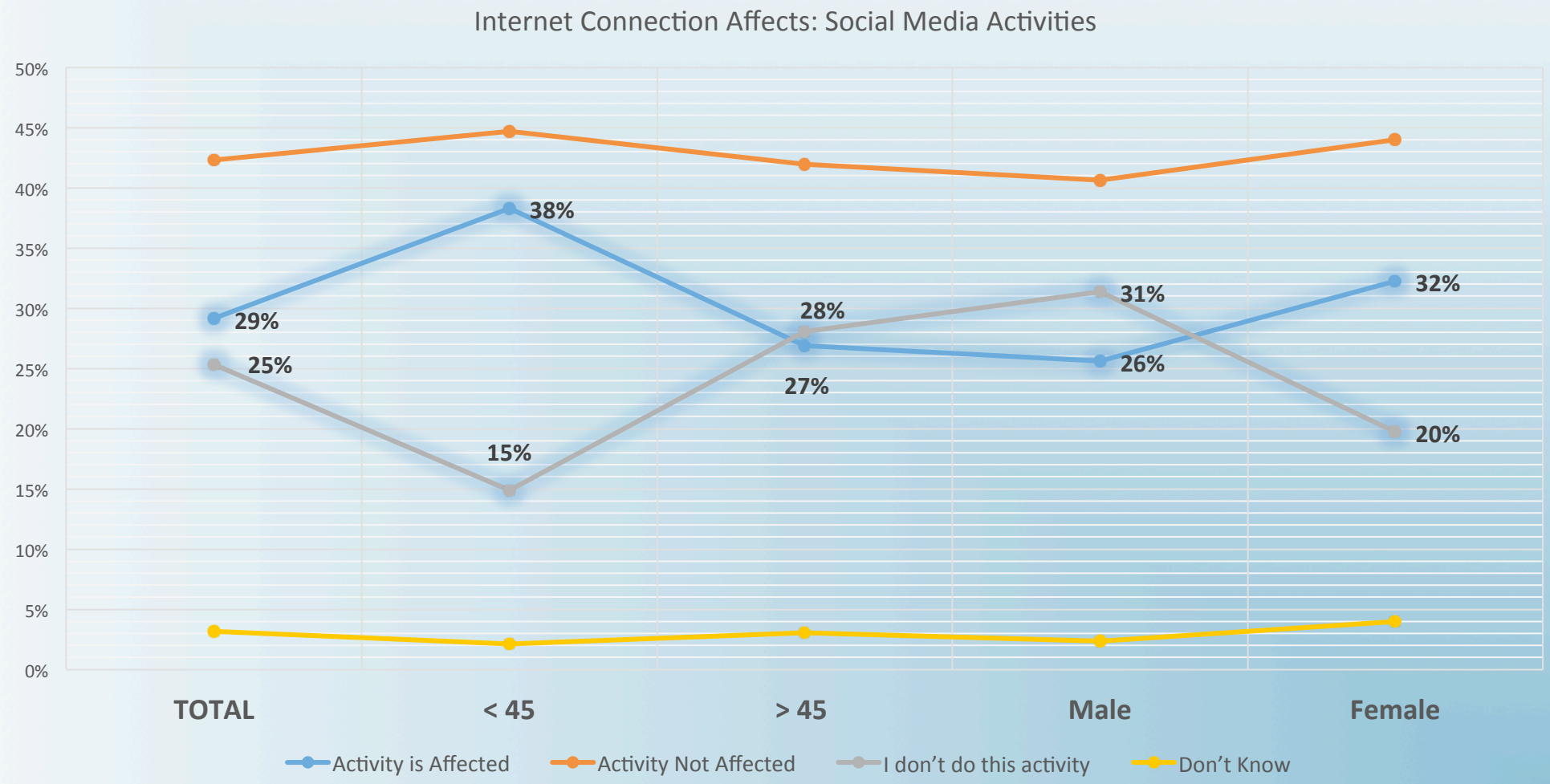
***PRAIRIES**: Communities Under 100,000 Population*

Just Under One-Third of Respondents Indicated That Social Media Activities Were Affected by Their Internet Connection at Home. Slightly More Than One-Third of People Under 45 Were Affected



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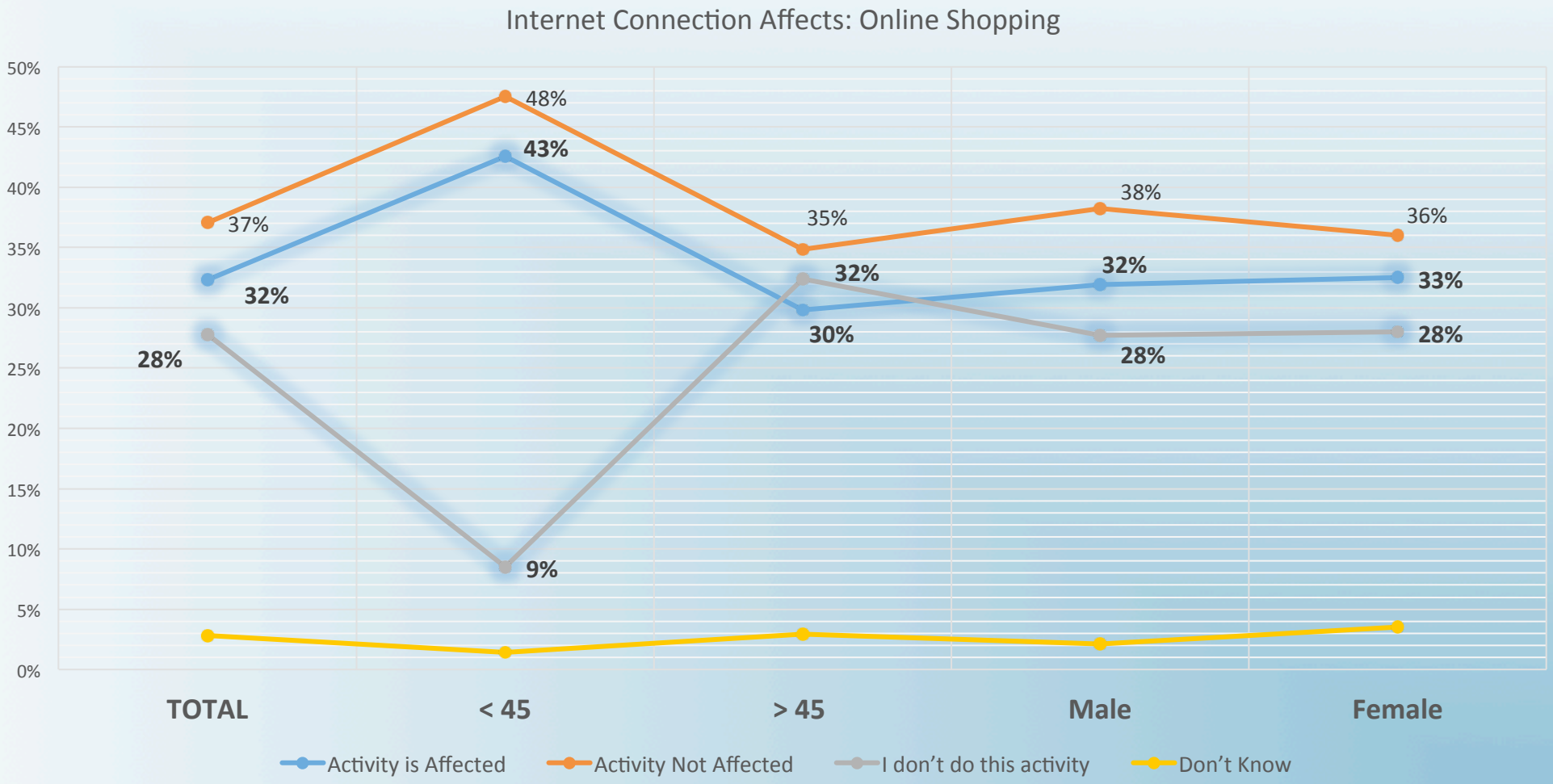
***PRAIRIES**: Communities Under 100,000 Population*

Of All Activities Online, Online Shopping Was One of the Most Affected by the Home Internet Connection. Over 30% of Respondents Said the Activity Was Affected



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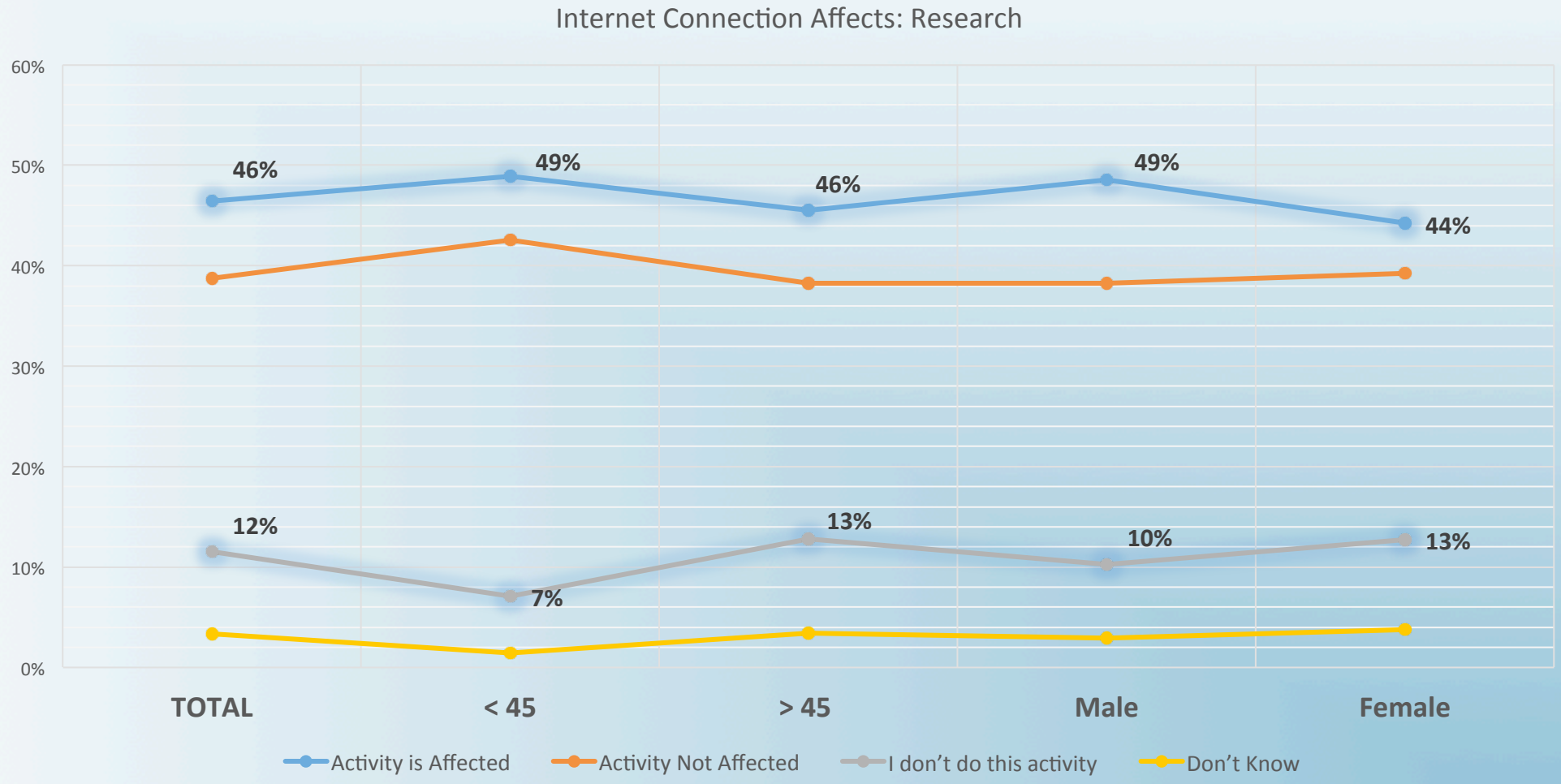
***PRAIRIES**: Communities Under 100,000 Population*

Of All Activities Online, Research Was the MOST Affected by the Home Internet Connection With Nearly Half of Respondents Were Affected



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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
900Interviews = ±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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