

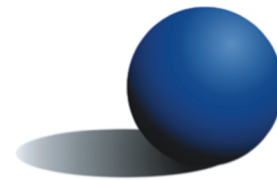
Usage and Engagement Survey: July/August 2021

How Geography Impacts Media Access, Usage and Engagement

Alberta Small Cities/Large Towns: Population 10,000-50,000

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



Totum *Research Inc*



adcanada
MEDIA INC.

1.

Receipt and Readership of the Local Community Newspaper

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



adcanada
MEDIA INC.

- **Identify the Impact That Community Size and Geography Has on Media Usage Habits**
- **Recognize how Habits May Differ for Communities of Other Sizes**

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

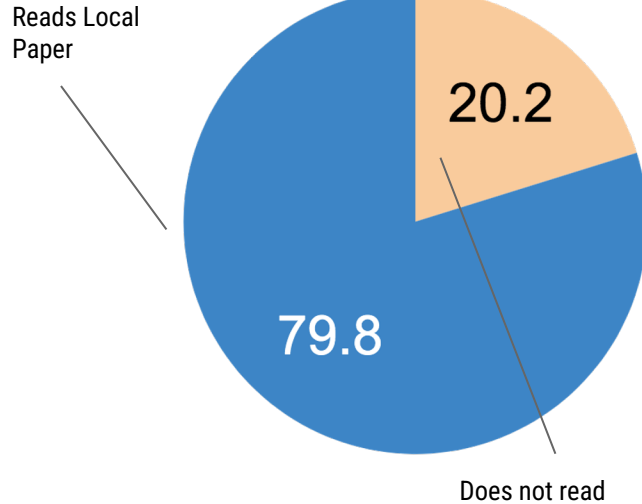
Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



Alberta Small Cities/Large Towns: Population 10,000-50,000

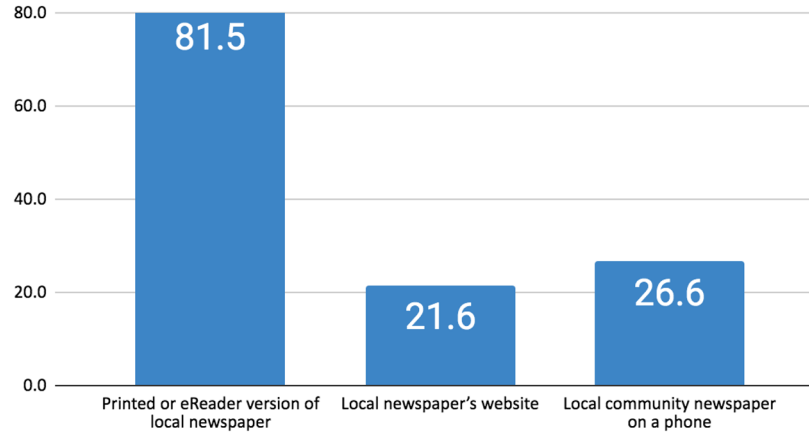
80% of communities pop. 10,000-50,000 access their local community paper in some form in a typical week.

Small city, large towns



How the newspaper is read

Small city, large towns



*Includes duplication

Q5-6

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

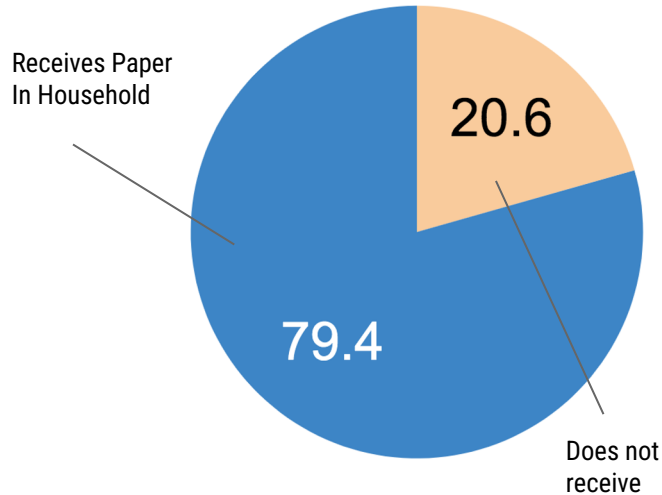
Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



Alberta Small Cities/Large Towns: Population 10,000-50,000

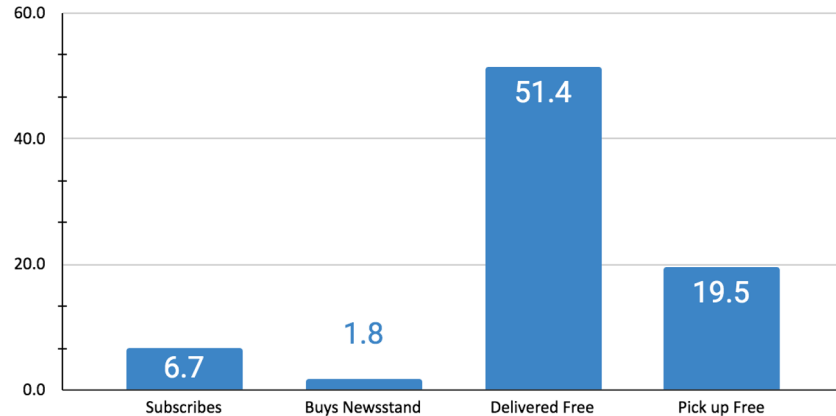
80% of respondents in communities pop.10,000-50,000 reported receiving a printed community paper in their home in the last 7 days.

Small Cities, Large Towns



How papers are received

Small City, Large Towns



Q4

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

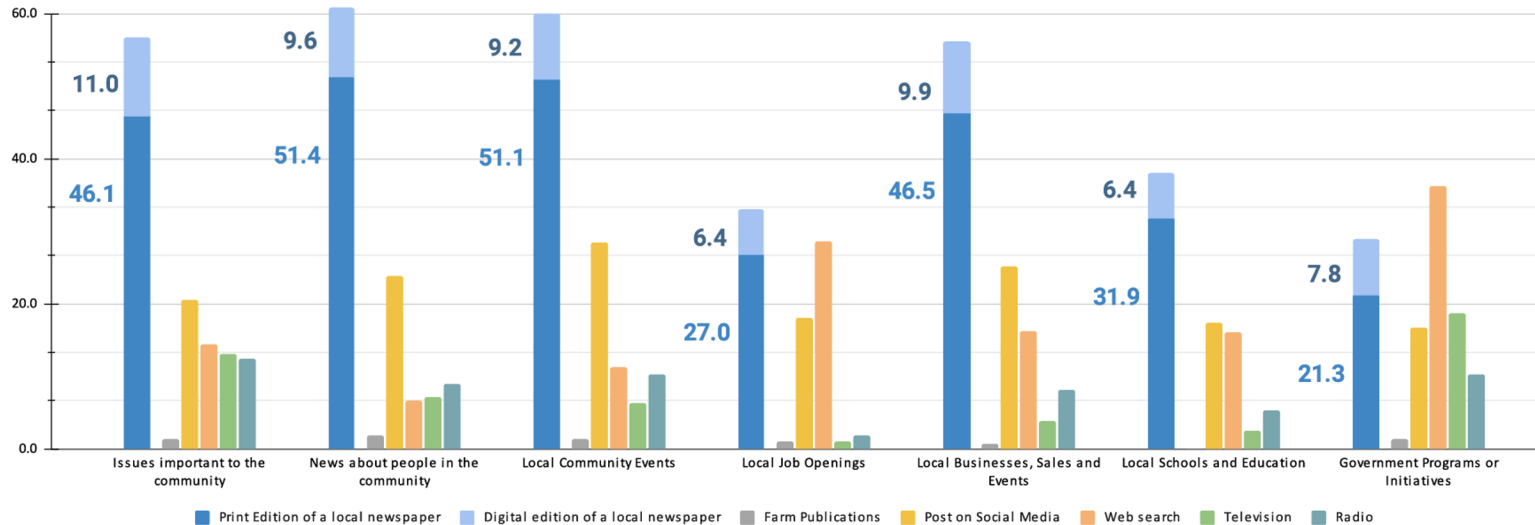


adcanada
MEDIA INC.

Alberta Small Cities/Large Towns: Population 10,000-50,000

In Small Cities/Large Towns, local community newspapers remain the preferred platform to receive information on most topics of interest

Preferred Media to Receive Information about Local Topics:



Q3

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

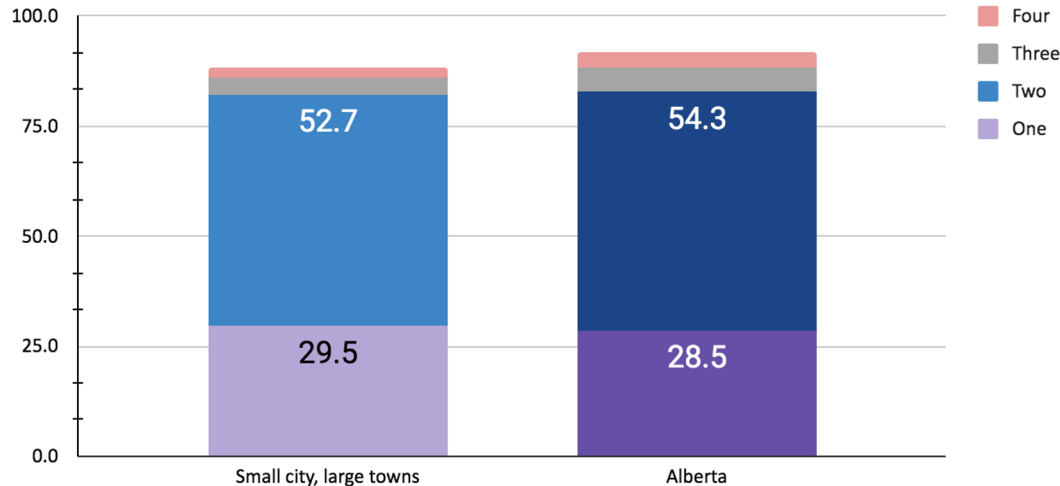
Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



Alberta Small Cities/Large Towns: Population 10,000-50,000

In households that receive their local community newspaper in print, the majority reported that each copy has at least two readers each week

Typically, how many people read your copy of the printed community newspaper?



Q8

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



adcanada
MEDIA INC.

2.

Internet Connection Type and Impact on Online Activities

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

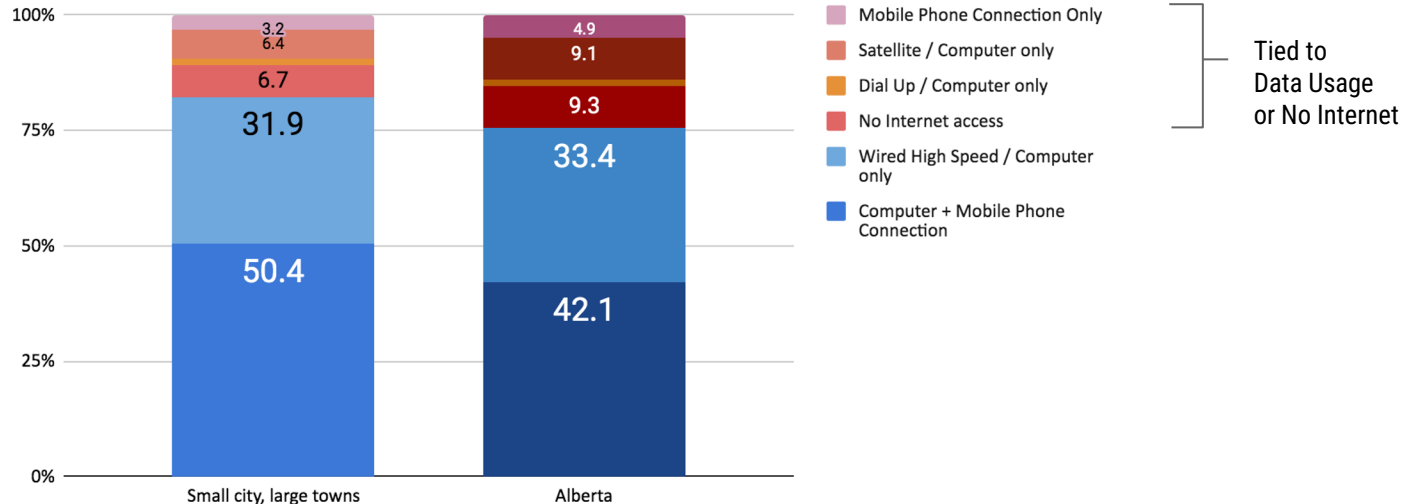


adcanada
MEDIA INC.

Alberta Small Cities/Large Towns: Population 10,000-50,000

Respondents access the internet in various ways with **18%** of the households reporting either **No Internet or Internet tied to Data Usage**

Home Internet Connection Type



Q10

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



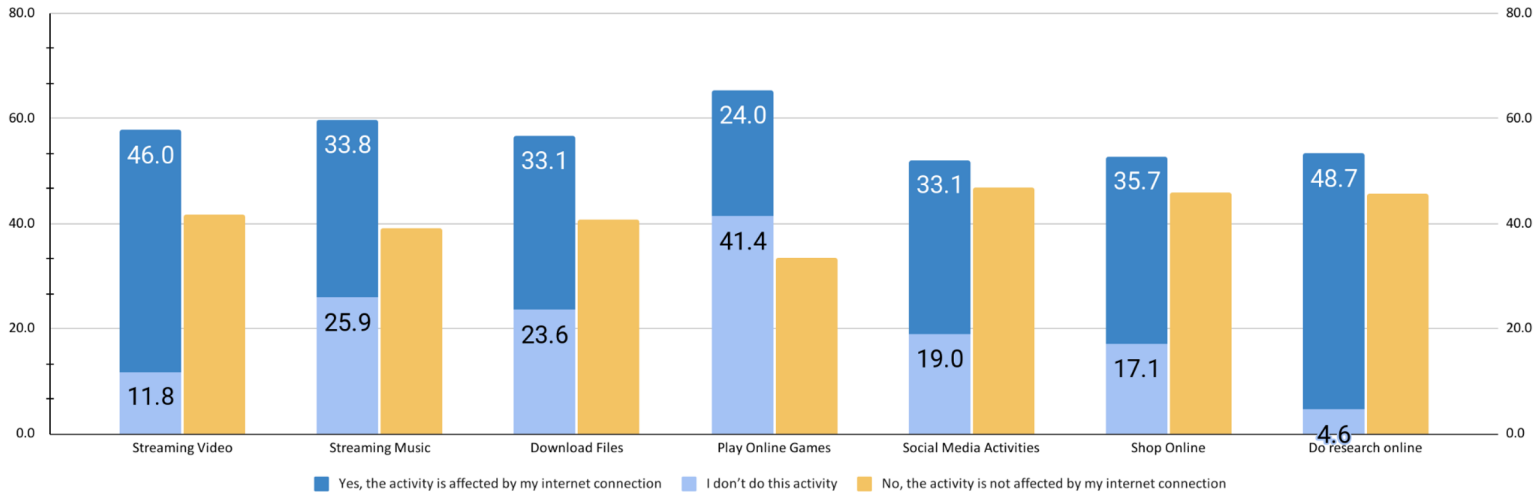
adcanada
MEDIA INC.

Alberta Small Cities/Large Towns: Population 10,000-50,000

Respondents indicated that their quality of internet connection at home impacts many of their online activities

Does your internet connection type at home affect how, or if, you use the internet for the following

Small city, large towns



Q11

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

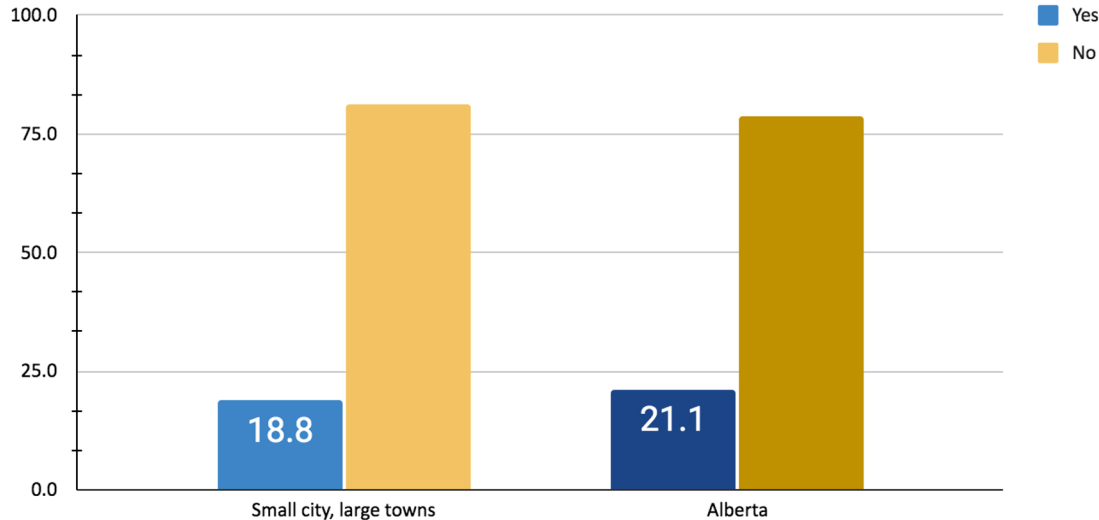


adcanada
MEDIA INC.

Alberta Small Cities/Large Towns: Population 10,000-50,000

19% of the respondents in communities pop.10,000-50,000 indicated they visit their local newspaper's website for **posted stories/content**

Do you visit the website of your local community newspaper in a typical week?



Q9

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



adcanada
MEDIA INC.

3.

Advertising - Print, Online and Flyers

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



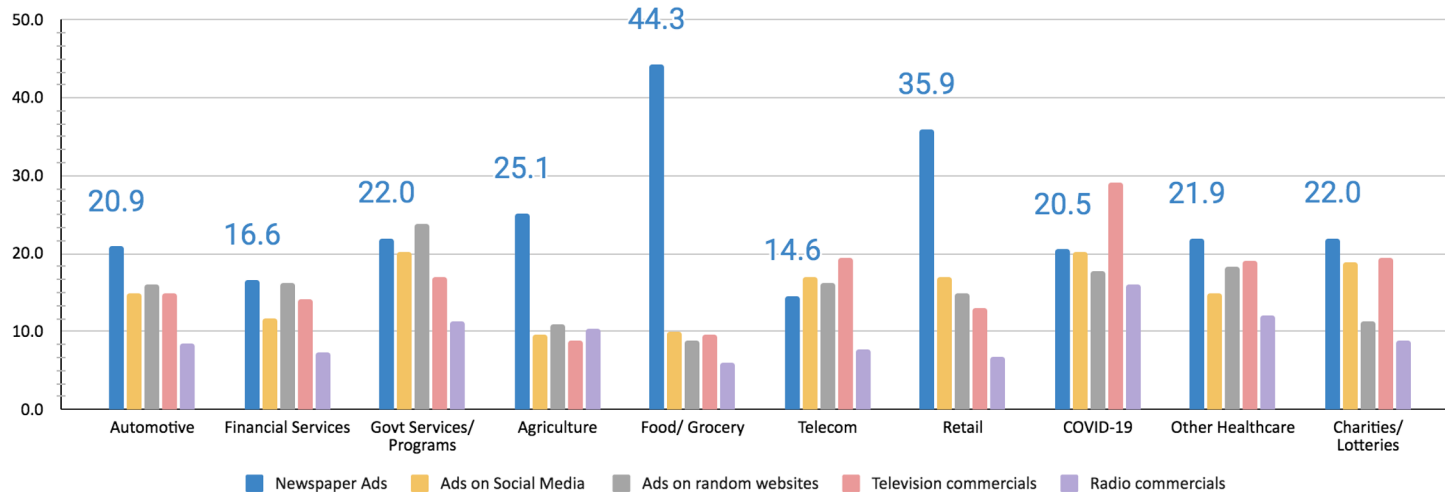
adcanada
MEDIA INC.

Alberta Small Cities/Large Towns: Population 10,000-50,000

In Small Cities/Large Towns, respondents indicated that newspaper ads were more likely to inspire action than other platforms across most sectors.

Media in which Ads Inspire Action (Seek more info, visit store or web site or make purchase)

Small city, large towns



Q18

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

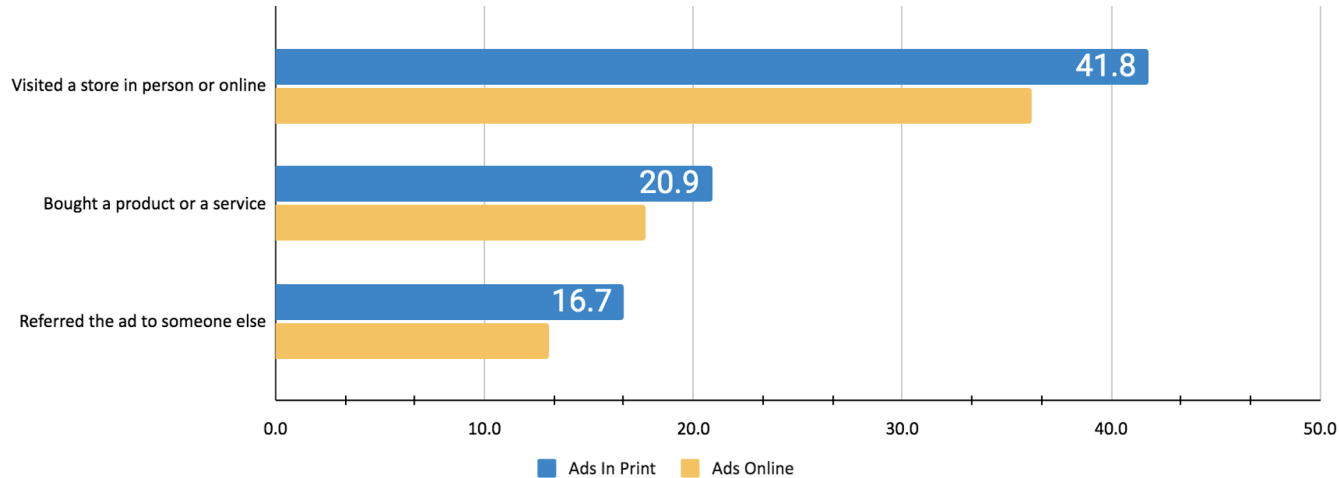


Alberta Small Cities/Large Towns: Population 10,000-50,000

Ads in local community newspapers were more likely to drive store and/or website visits than ads on websites or social media

Actions taken after seeing advertising

Small City, Large Towns



Q19-20

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

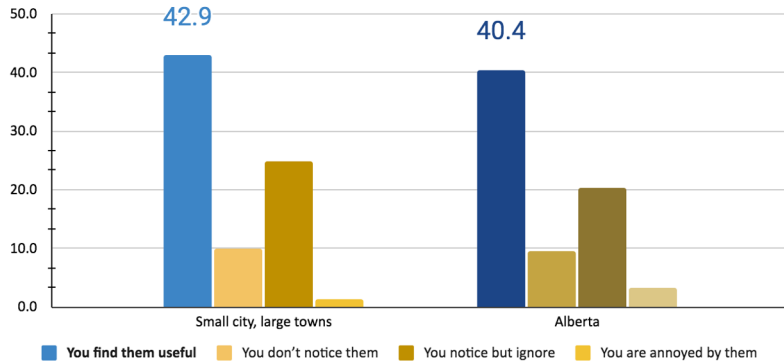


adcanada
MEDIA INC.

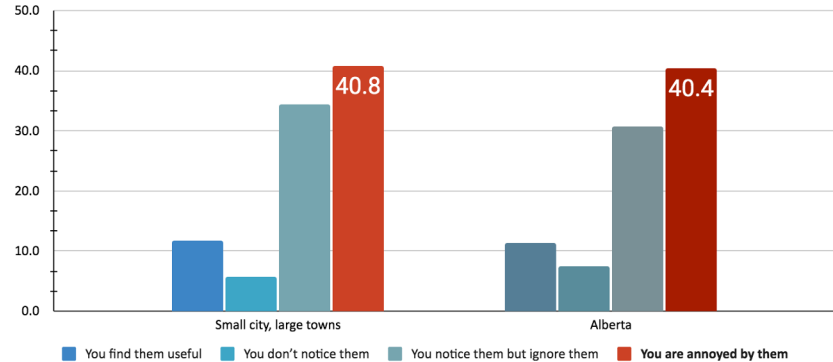
Alberta Small Cities/Large Towns: Population 10,000-50,000

Respondents indicated that they found ads in the local community newspaper to be **useful**, whereas online ads were usually ignored or considered **annoying**

Ads in Local Community Newspaper



Ads on Websites



Q16AB

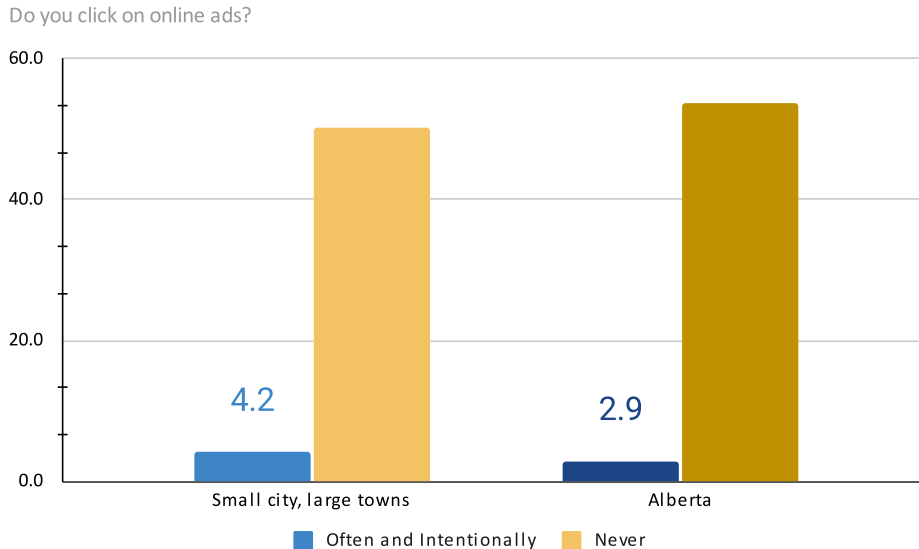
How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



Alberta Small Cities/Large Towns: Population 10,000-50,000

Respondents said that they are rarely inspired to click on online ads intentionally



Q17-18

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

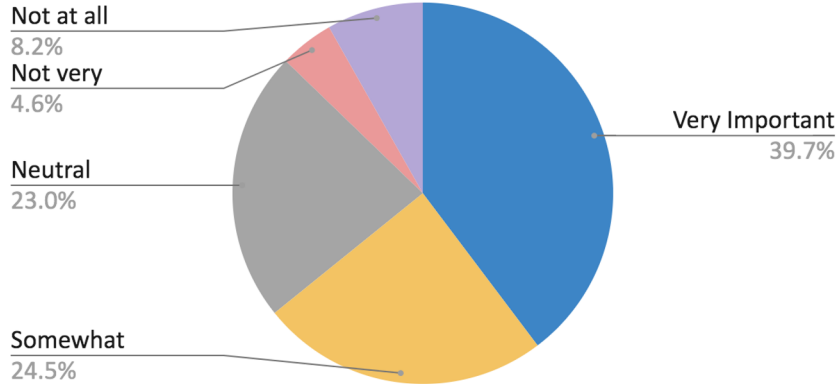


Alberta Small Cities/Large Towns: Population 10,000-50,000

Respondents indicated that they are aware of the importance of supporting companies that advertise in the local newspaper. Nearly two-thirds said it was somewhat or very important to buy from those companies and over half saying it would be more likely that they'd buy from them in the future

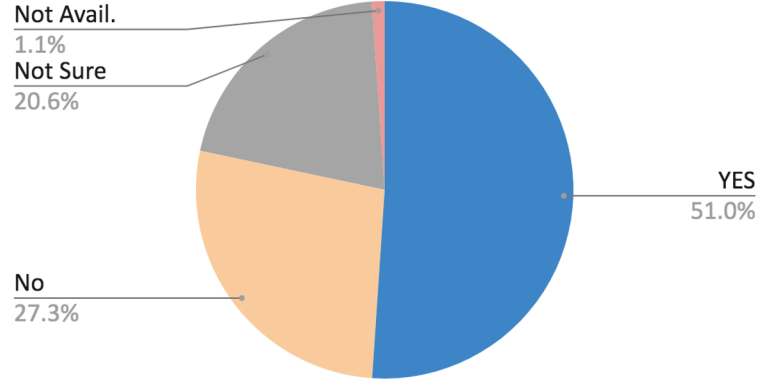
How important is it to buy from companies that advertise in your local newspaper?

Small city, large towns



Will you be more likely to buy from companies that advertise in your local newspaper in the future?

Small city, large towns



Q25-26

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

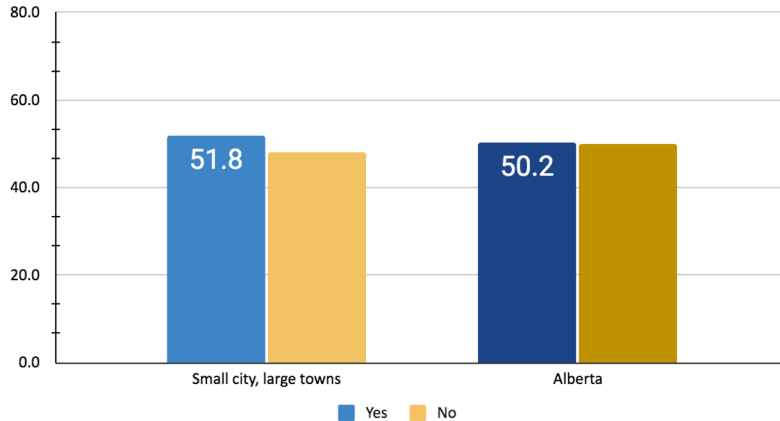


Alberta Small Cities/Large Towns: Population 10,000-50,000

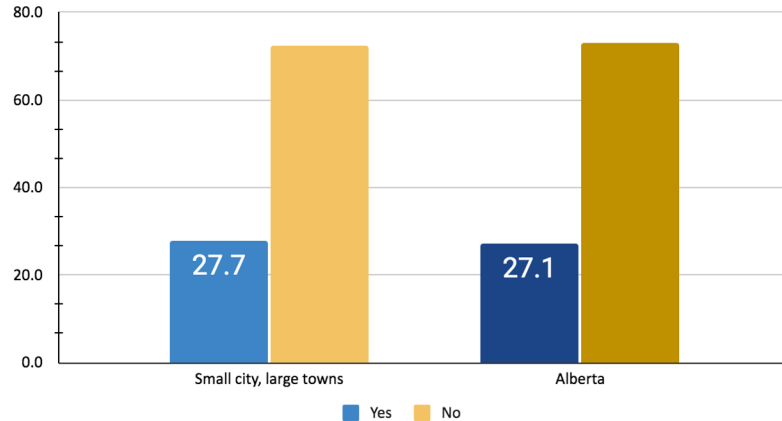
Printed flyer readership remains strong.

Online flyer readership is roughly half of engagement with printed flyers

Looked at a PRINT Flyer this week?



Looked at a ONLINE Flyer this week?



Q21-22

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

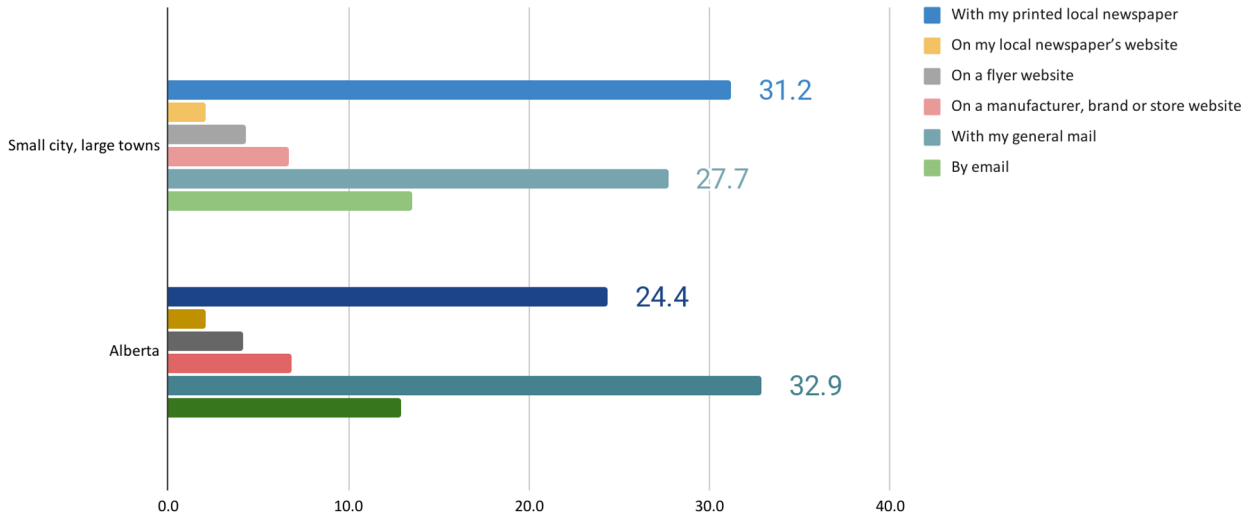
Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



Alberta Small Cities/Large Towns: Population 10,000-50,000

Respondents greatly preferred printed flyers to be delivered as part of the local printed community newspaper or in the mail with their newspaper

Which of the following is your preferred method to receive flyers?



Q23

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



Study Details

Interview Timing

July/August 2021

Computer Assisted Telephone Interview (CATI) Method

Market Pulse

Random HH Selection

Last Birthday method used to select respondent in household. No age or gender quotas.

Geographic Coverage

Alberta communities >100,000 plus farms. Data Set Includes these measured communities

- 1) Farms (145 Sample)
- 2) Small Towns/Villages <10,000 pop (314 Sample)
- 3) Small Cities/Large Towns 10-50,000 pop (282 Sample)
- 4) Medium size Cities 50,000-100,000 pop (264 Sample)
- 5) Alberta Communities <100,000 pop (1,005 Sample)

Study Management

Totum Research

Margin of Error

1005 Interviews = +/- 3.1% at 95% confidence level



adcanada
MEDIA INC.

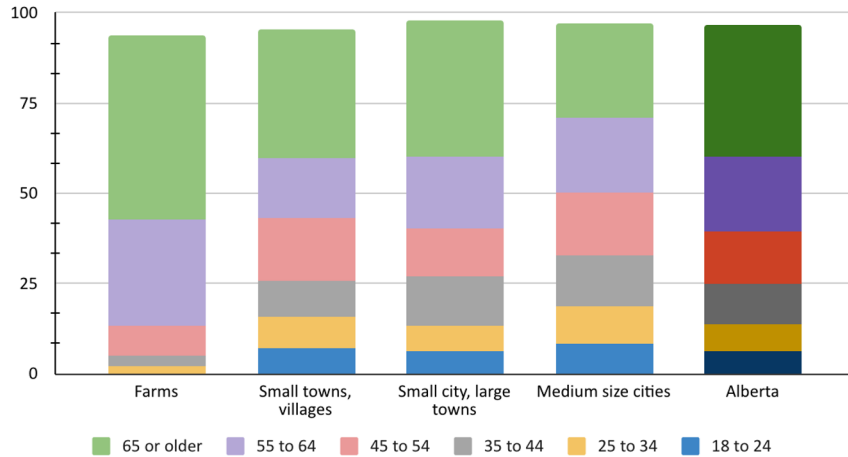
How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

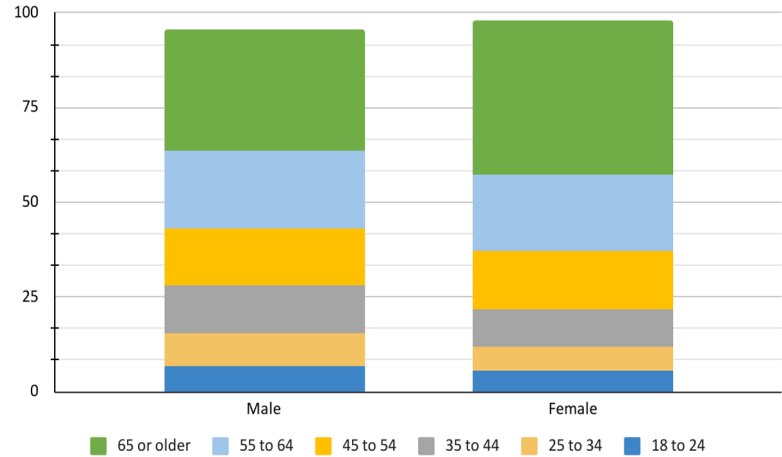
Study Details

Participants by Age

Age Groups



Male and Female



How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



adcanada
MEDIA INC.



This study **How Geography affects Media Usage** was made possible through the generous support of the **Alberta Civil Society Fund**.

www.alberta.ca/civil-society-fund.aspx

Let's further this conversation

You can find us at

@ adcanadamedia.ca

@AdCanadaMedia

How Geography Impacts Media Access, Usage and Engagement: July/August 2021

Totum Research: Interview timing July/August 2021. Random Sample Adults 18+ Using Computer Assisted Telephone Interview (CATI) Method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews



adcanada
MEDIA INC.