

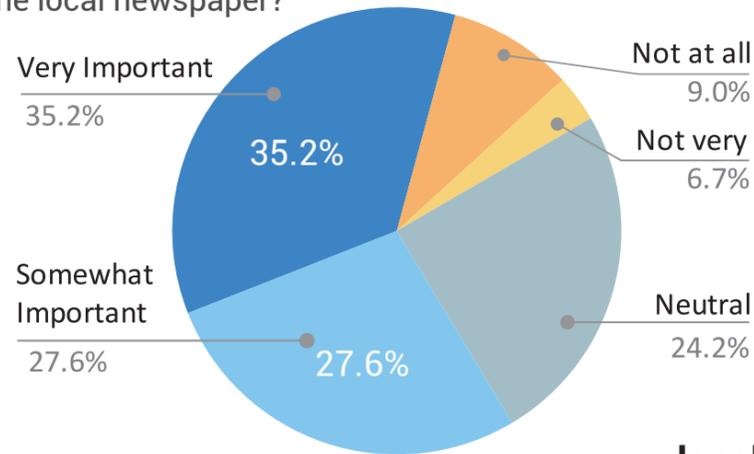
How Geography Impacts Media Access, Usage and Engagement



Farms

Importance of Supporting Newspaper Advertisers

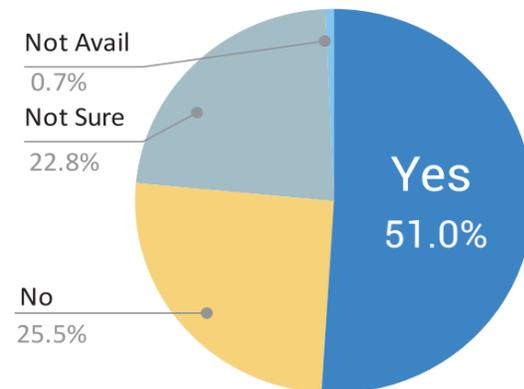
How important is it to buy from companies that advertise in the local newspaper?



This response of value and trust was shared equally between Men & Women and all three polled age groups (Under 45, 45- 64 and 65 & older)

Farm respondents **value their local newspaper and its advertisers.** They intend to turn that value and trust into patronage

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



For more information on the 2021 Totum Research Media Study contact AdCanada Media Inc. info@adcanadamedia.ca

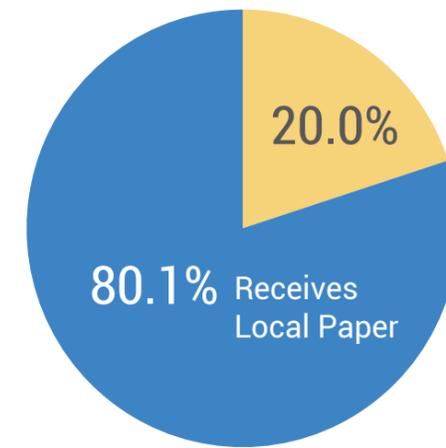
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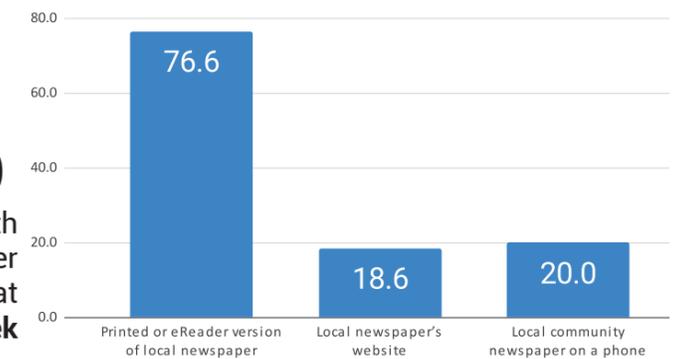
Adults in farm management irrespective of their own residence location

Receipt of and Readership of the Community Newspaper



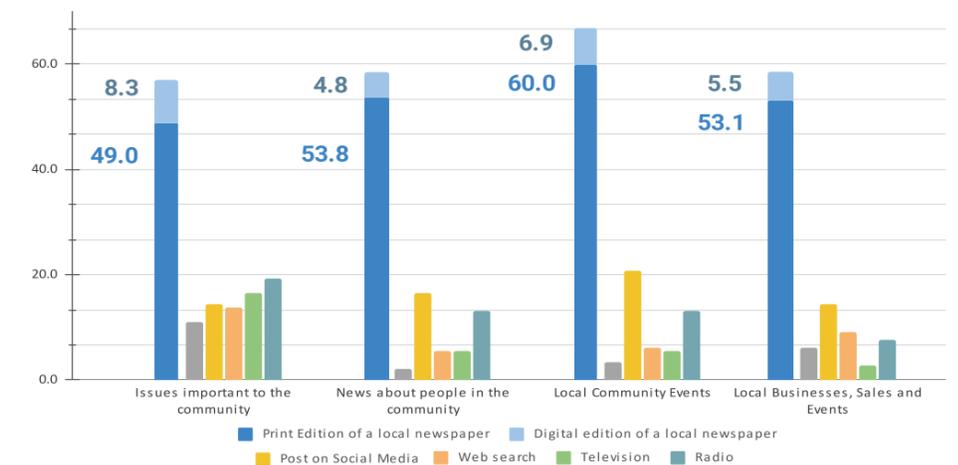
28.3% via Subscription | 8.3% via Newsstand
27.6% via Free Delivery | 15.9% via Free Pickup

77% Engage with their local paper in some format **every week**



Community Newspapers are well received and remain the **preferred platform** for local topics of interest

Preferred Media to Receive Information



72% of respondents on farms said each edition had multiple readers in the household



This study How Geography Impacts Media Access, Usage and Engagement was made possible through the generous support of the Alberta Civil Society Fund.



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

How Geography Impacts Media Access, Usage and Engagement



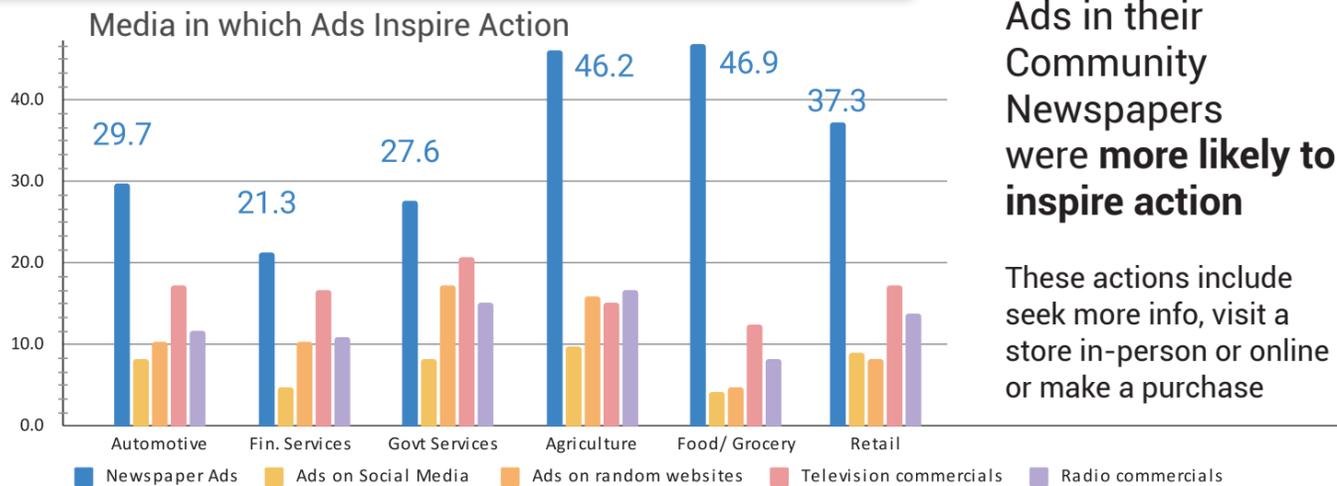
Farms

Group includes Adults in farm management irrespective of their own residence location



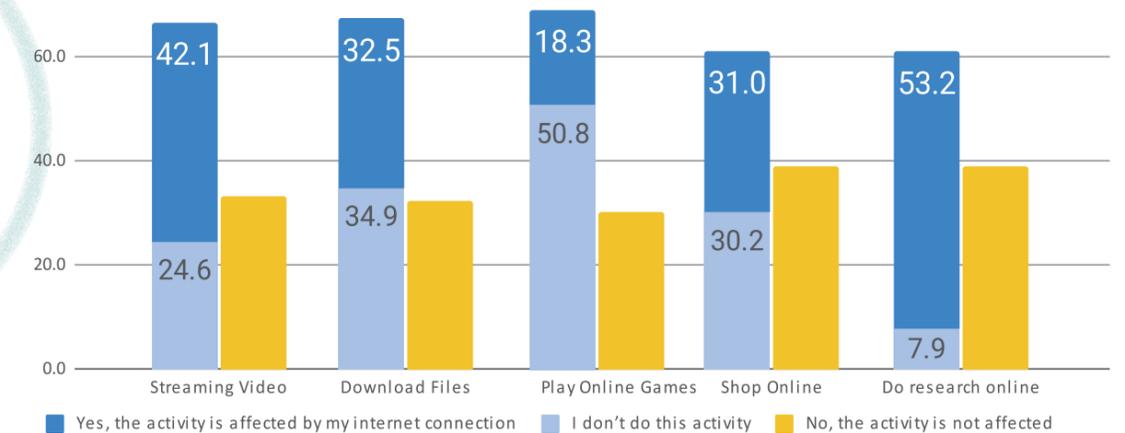
Farms

Community Newspaper Advertising



40% of farms' respondents report "No Internet" or "Internet Tied to Data Usage"

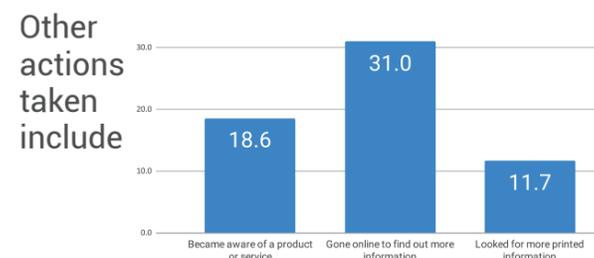
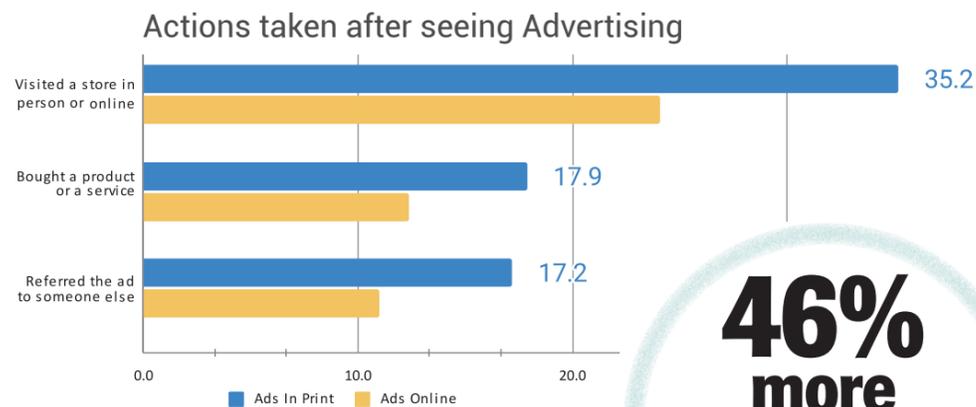
Internet: Connection Methods and Impact



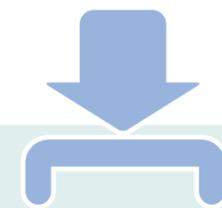
Households access the internet using various connection methods, including wired, satellite, mobile, even dial-up. The quality of internet connection often **limits many of their online activities**

This ad motivation triggering a store visit is shared equally between Men & Women and all three polled Age Groups

(Under 45, 45- 64 and 65 & Older)

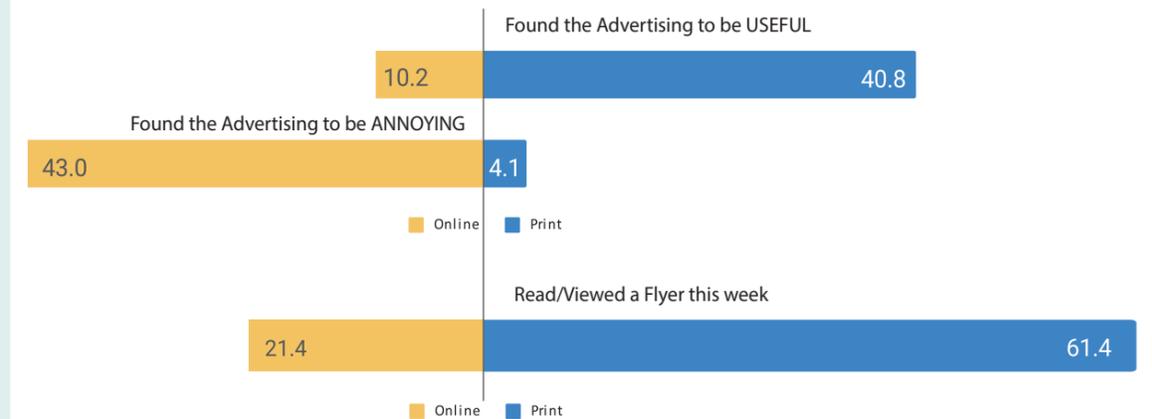


46% more people said they visited a store after seeing an ad in print versus an ad online



61% of respondents admitted they do not respond well to online advertisements, saying they "never" or only "accidentally" click on ads

Feelings about Advertising



Alberta had 40,638 farms with a total Farm Population of 85,525 (2016 Census)

The aggregated population of adults 18+ responsible for farm management in Alberta is 85,525 (2016 Census)

In the Farms classification the average number of Readers per Household was 1.66