

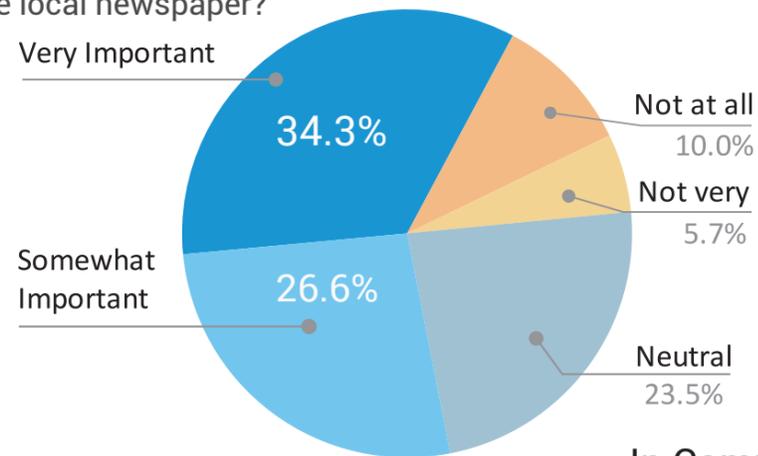
# How Geography Impacts Media Access, Usage and Engagement



Alberta Communities: Population <100,000

## Importance of Supporting Newspaper Advertisers

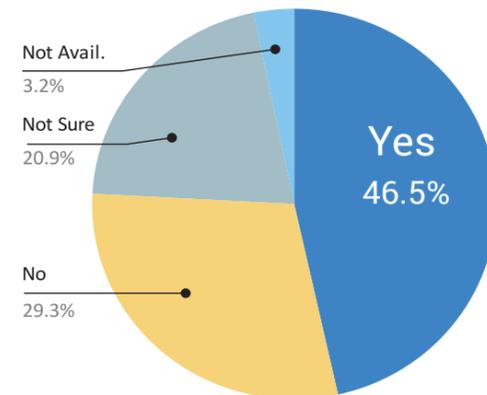
How important is it to buy from companies that advertise in the local newspaper?



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)

In Communities <100,000 people said they **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?



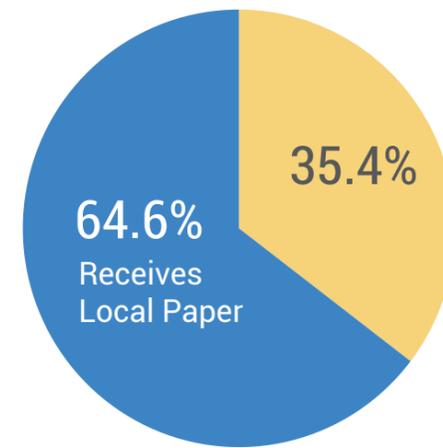
For more information on the 2021 Totum Research Media Study contact AdCanada Media Inc. [info@adcanadamedia.ca](mailto:info@adcanadamedia.ca)

# How Geography Impacts Media Access, Usage and Engagement



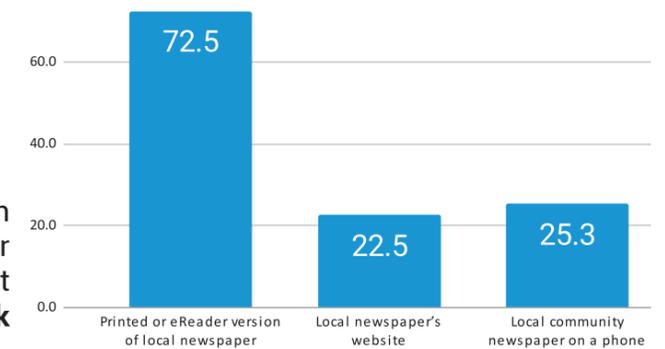
Alberta Communities: Population <100,000

## Receipt of and Readership of the Community Newspaper



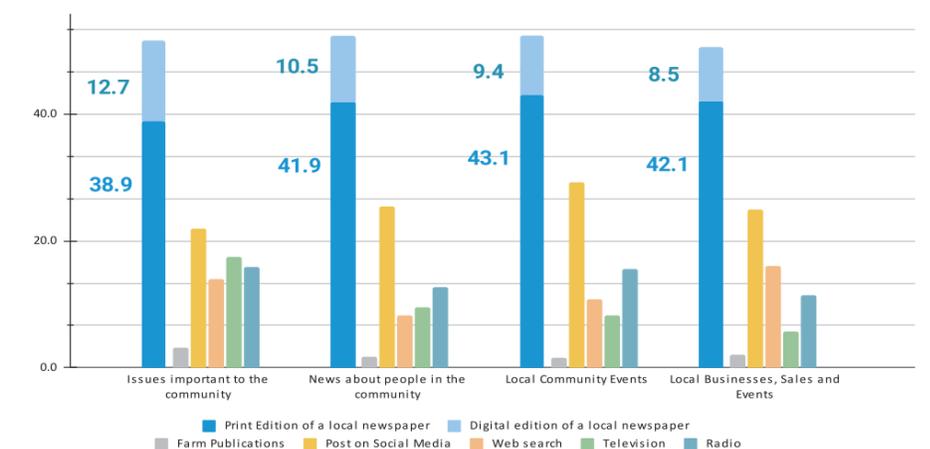
14.7% via Subscription | 8.8% via Newsstand  
28.3% via Free Delivery | 12.8% via Free Pickup

**78%** 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



**64%** of respondents 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

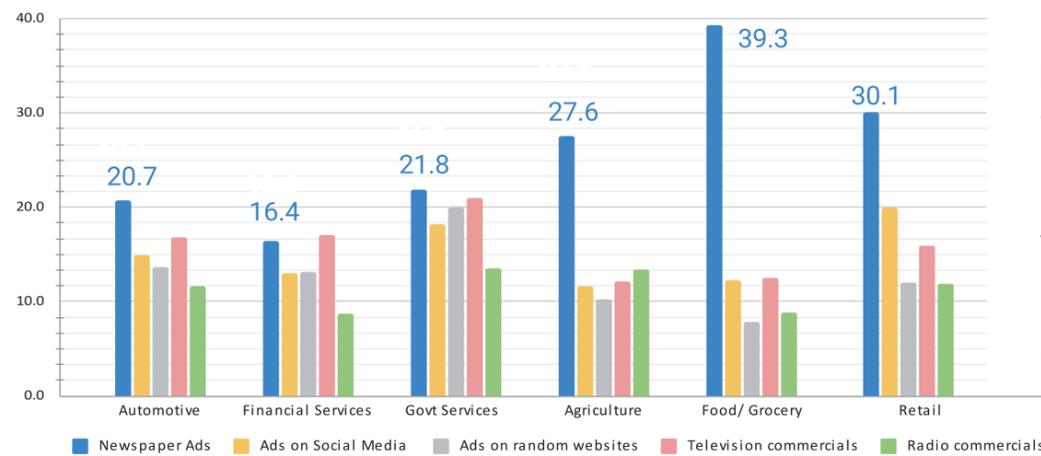
# How Geography Impacts Media Access, Usage and Engagement



Alberta Communities: Population <100,000

## Community Newspaper Advertising

Media in which Ads Inspire Action

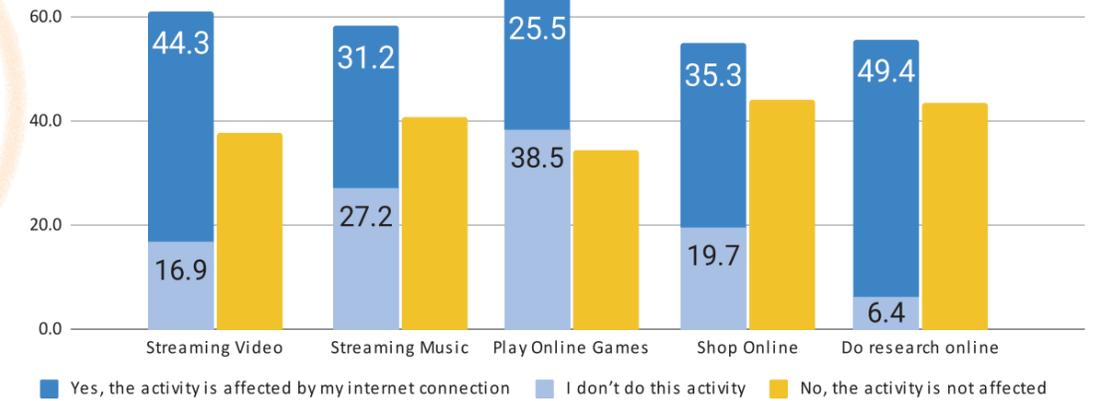


Ads in their Community Newspapers were **more likely to inspire action**

These actions include seek more info, visit a store in-person or online or make a purchase

**25%** of respondents in Communities >100,000 report "No Internet" or "Internet Tied to Data Usage"

## Internet: Connection Methods and Impact

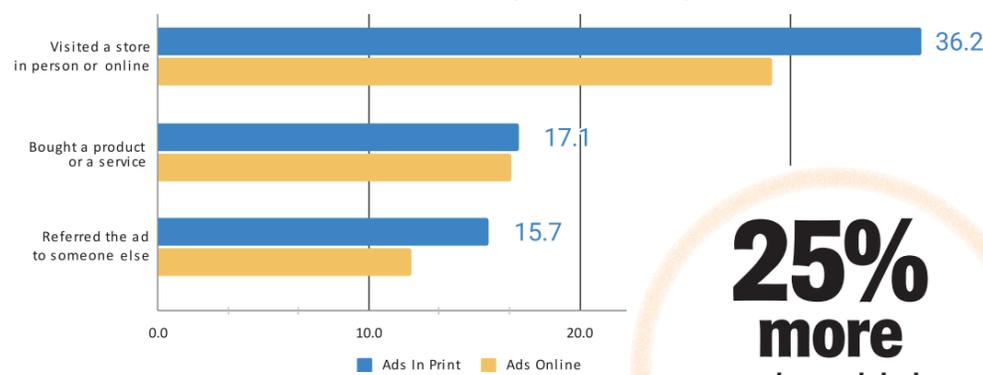


Households access the internet using various connection methods, including wired, satellite, mobile, even dial-up. The quality of internet connection often **limits many of their online activities**

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)

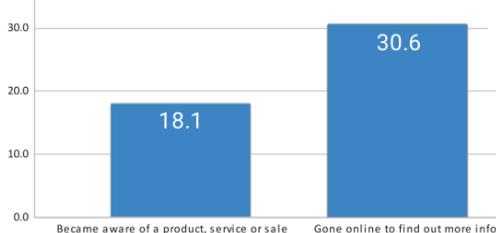


Actions taken after seeing Advertising



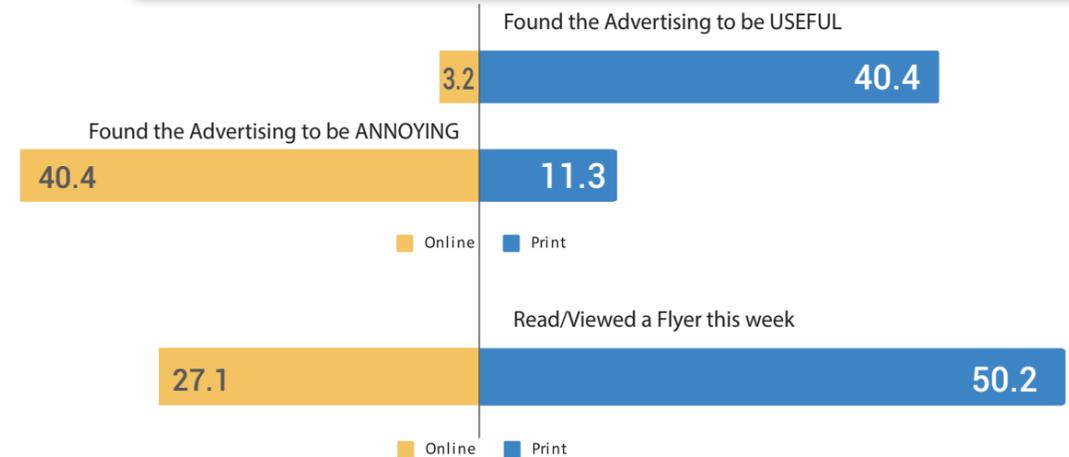
**25% more** people said they visited a store after seeing an ad in print versus an ad online

Other actions taken include



**60%** of respondents admitted they do not respond well to online advertisements, saying they "never" or only "accidentally" click on ads

## Feelings about Advertising



The combined population living in Alberta communities pop. <100,000 was 974,348, nearly 1/4 of Alberta's total population (2016 Census)

The aggregated population of adults 18+ in Alberta communities under 100,000 pop. is 974,348 (2016 Census)

In Alberta communities pop. <100,000 classification the average number of Readers per Household is 1.37