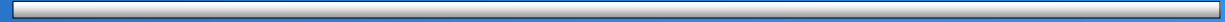


Totum *Research Inc*



Media Usage Study Top Line Results

**Prepared for the Alberta Weekly Newspapers
Association**

December 2019



Definitions

In this report, the following definitions of community are used:

- **Farm**: Adults actively involved in farm management, irrespective of whether they live on the farm or not (91 respondents)
- **Hamlet/Village**: Adults living in communities of less than 5,000 people (58 respondents)
- **Town**: Adults living in communities of 5,000 to 10,000 people (100 respondents)
- **Small City**: Adults living in communities of 10,000 to 50,000 people (95 respondents)
- **Medium City**: Adults living in communities of 50,000 to 100,000 people (58 respondents)



Key Findings

General Comment

- For virtually all of the areas covered, local community newspapers are the preferred method of communication. In some instances the absolute numbers among residents of hamlets and villages are lower than in other communities.
- This is most likely due to there being no local community newspaper directly serving some of these communities.

About News

- People in all communities follow news.
- International and national news are followed most closely in larger communities.
- Farmers and those in smaller communities are more concerned than others with provincial and local news.
- Most respondents claimed to follow local news most of the time.



Key Findings

About News (ctd.)

- While men and women follow most news types equally avidly, women are more likely to follow local news more than men do.
- Older people are more likely than younger ones to follow all kinds of news.
- Local news is most important to those in larger communities.
- The time spent with news is unchanged or increasing slightly compared with 2 years ago.
- The printed local community newspaper is the preferred source for all local information including news about people, events, jobs, businesses or sales and schools.
- The printed local community newspaper is also the preferred medium for information about local government programs and initiatives.



Key Findings

About News (ctd.)

- In smaller communities the printed local community newspaper is the preferred source for information about provincial government programs and initiatives.
- For information about federal government programs and initiatives, television and web search are the preferred media followed by the printed local community newspaper.
- In all the communities surveyed, the printed local community newspaper is the most trusted medium for news and advertising.
- Also in all communities, between a third and half of respondents distrust news and advertising in social media.



Key Findings

Community Newspapers and Their Websites

- In all measured communities, half or more of the respondents receive the printed local community newspaper. On farms and in smaller communities the level of receipt is much higher.
- People living on farms and in smaller communities are most likely to pick up the printed local community newspaper at a newsstand etc., while those living in cities are more likely to get it delivered to their homes free of charge.
- At least three or every four respondents read a typical issue of the printed local community newspaper weekly.
- Older people tend to read longer than younger people do. The average time spent reading the printed local community newspaper is between 19 and 22 minutes per issue.
- Younger people spend less time with it than do older folks.
- The typical issue has an average of 2 readers per household, but this declines in larger communities.
- 10% or more visit the local community newspaper's website website weekly spending about 20 minutes on the site.



Key Findings

Digital Media

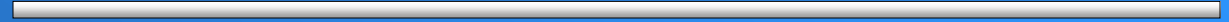
- **Between 12% and 18% of respondents have weak or no internet access.**
- **The lack of internet access is highest among farmers and residents of villages and hamlets.**
- **While significant numbers of people are involved in various online activities, for many of these activities half or more say their internet connection impacts their level of involvement.**
- **Irrespective of community size, the most important activities for people with internet connection are email, texting and researching products and services.**
- **The vast majority of online participants spend 15 minutes per day or less on any one activity.**
- **The only exception to this is social media, for which participants spend between 30 and 40 minutes per day.**



Key Findings

Advertising

- 40% or more of the respondents in most community sizes tested find ads in the printed local community newspaper useful.
- By contrast, at least 6 of 10 respondents either ignore or are annoyed by ads on websites.
- While 50% of respondents or fewer occasionally click on digital ads intentionally, half or more say they occasionally do this accidentally.
- A quarter or more of respondents use an ad blocker to avoid digital advertising.
- Many reasons were given for respondents avoiding clicking on digital ads.
- Ads in the printed local community newspaper were said to be more likely than ads in other media to inspire action for all the products and services tested.
- In particular, ads in the printed local community newspaper produced more action than did online ads in every respect except going online for more information.
- Only one in six respondents intentionally click online ads to the online store.
- Consumers prefer to receive flyers with their local printed newspaper.

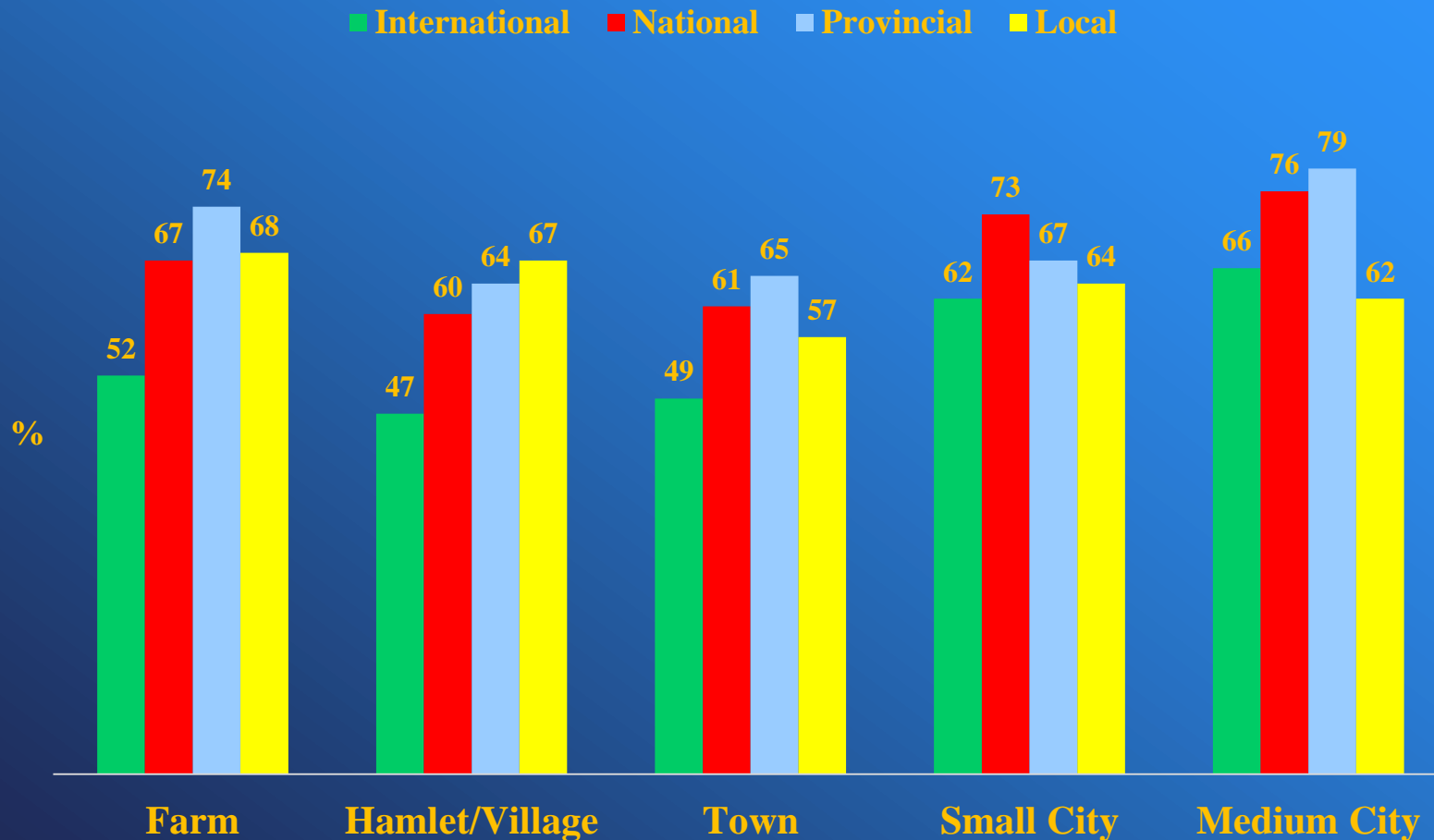


Involvement With News



Coverage of News is High in All Communities – Especially Provincial and Local News

Type of News Followed Most Of The Time



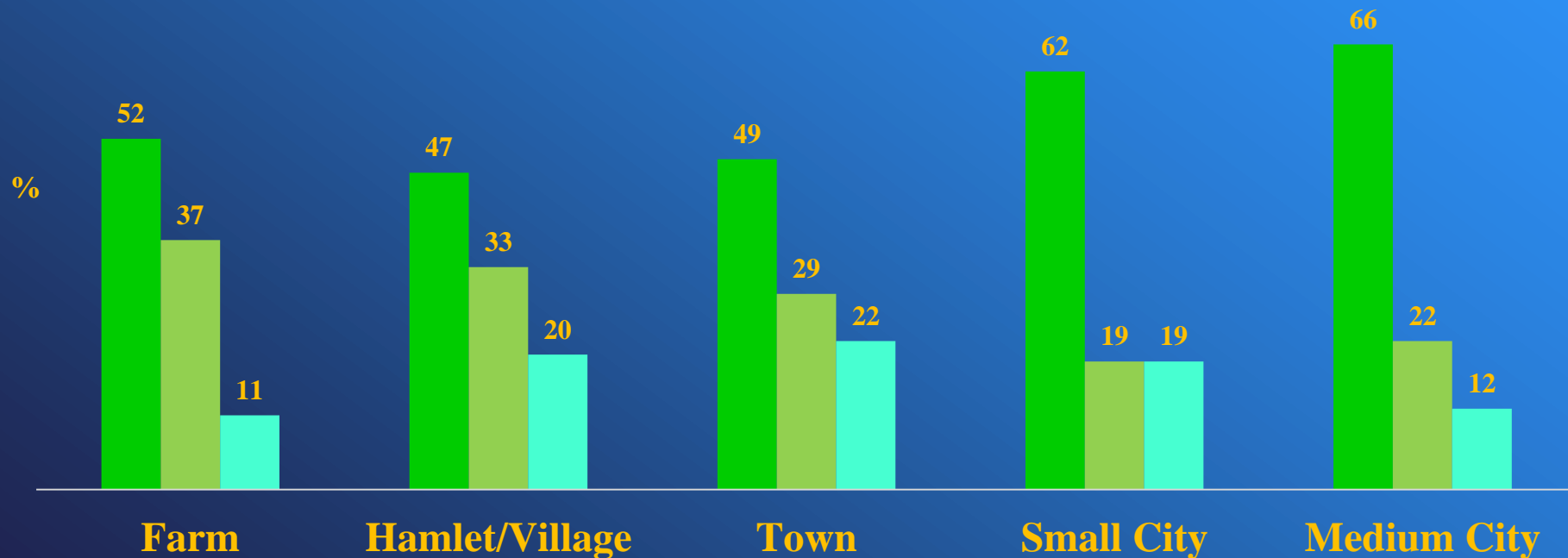
Q. How much do you personally follow each of these types of news?



City Dwellers Follow International News Most Avidly

Amount International News Followed

■ Most of the time ■ Only when something is happening ■ Seldom/Never

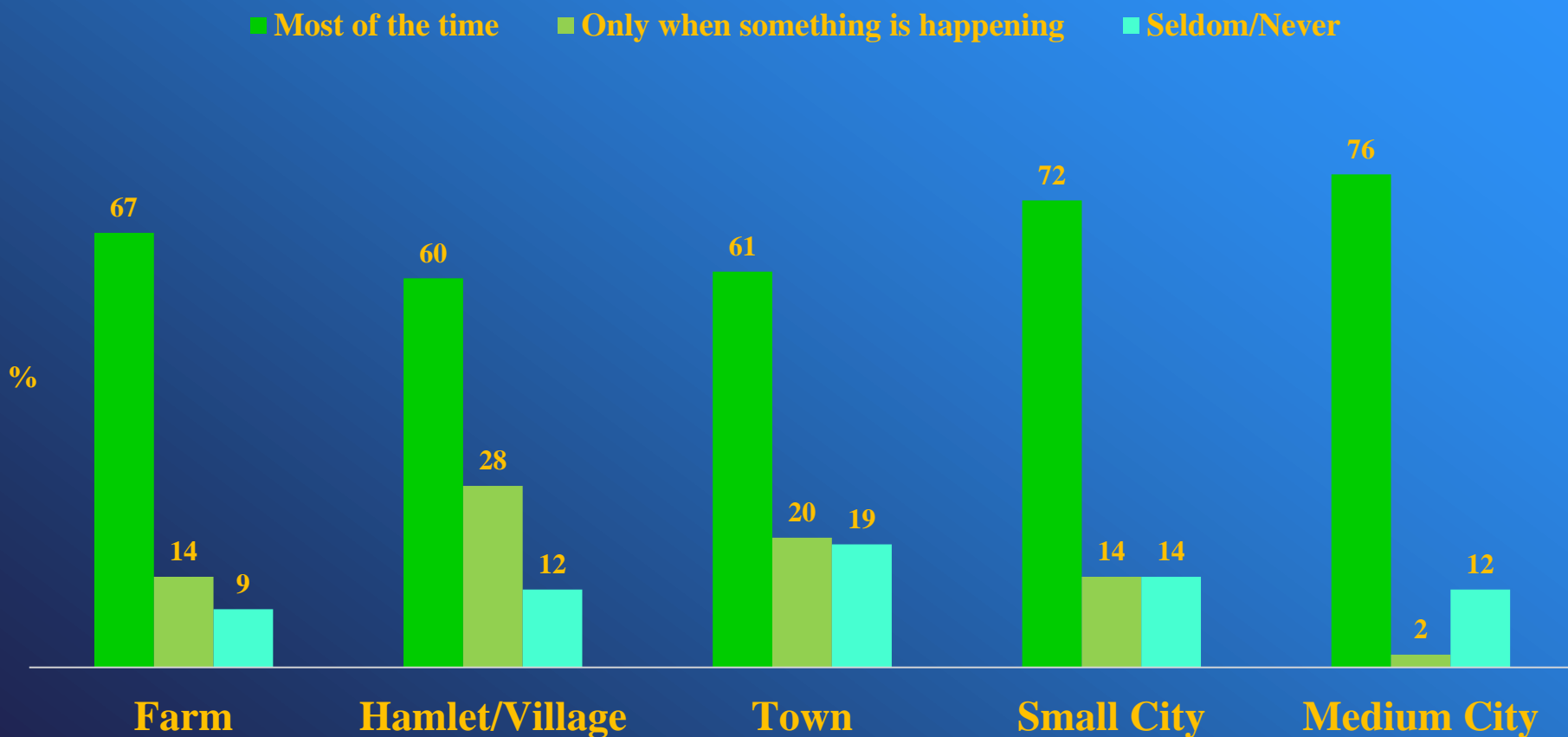


Q. How much do you personally follow each of these types of news?



City People Follow National News Most Avidly

Amount National News Followed

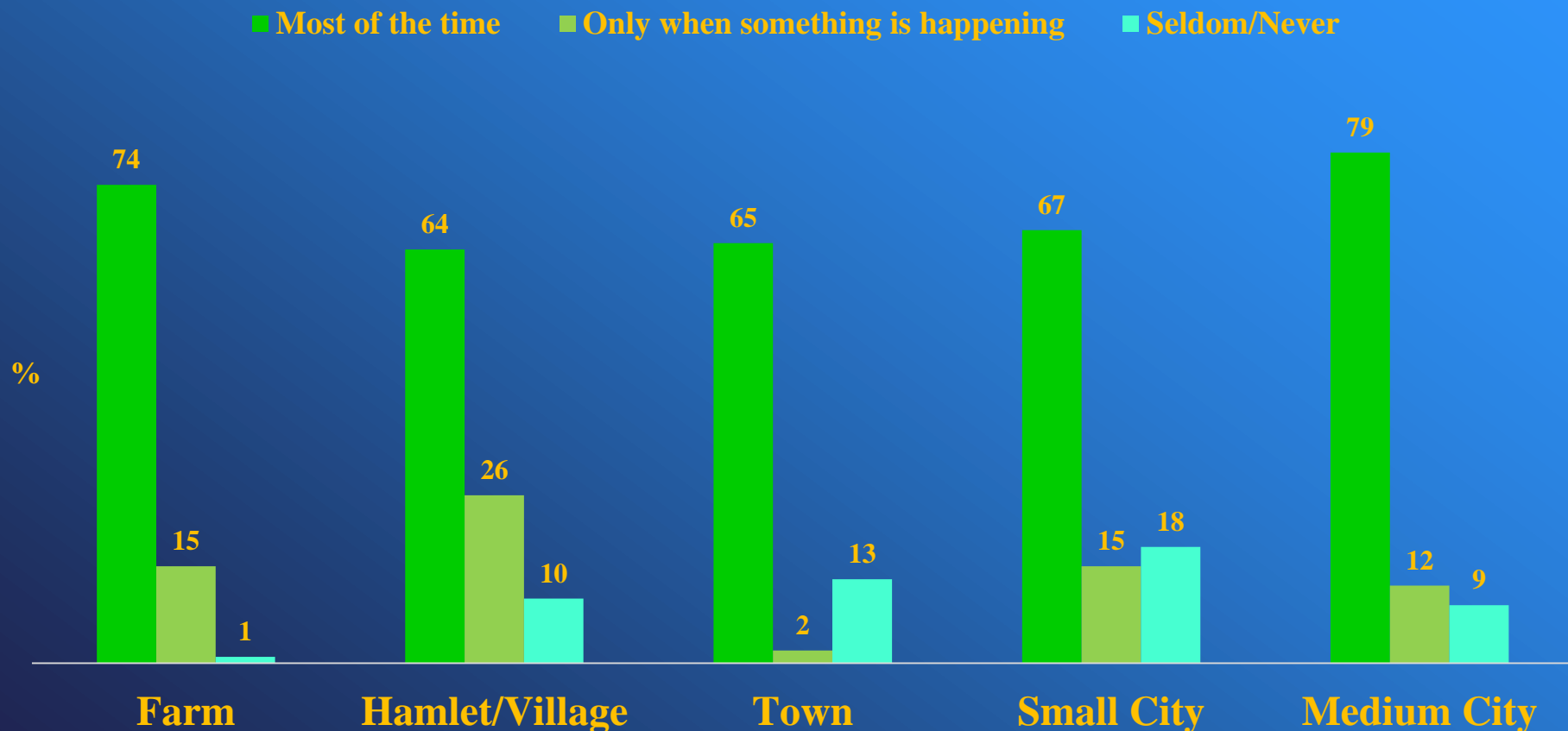


Q. How much do you personally follow each of these types of news?



Provincial News is Followed Avidly Especially by Farmers

Amount Provincial News Followed



Q. How much do you personally follow each of these types of news?



People in All Community Sizes Follow Local News Most of the Time

Amount Local News Followed

■ Most of the time ■ Only when something is happening ■ Seldom/Never



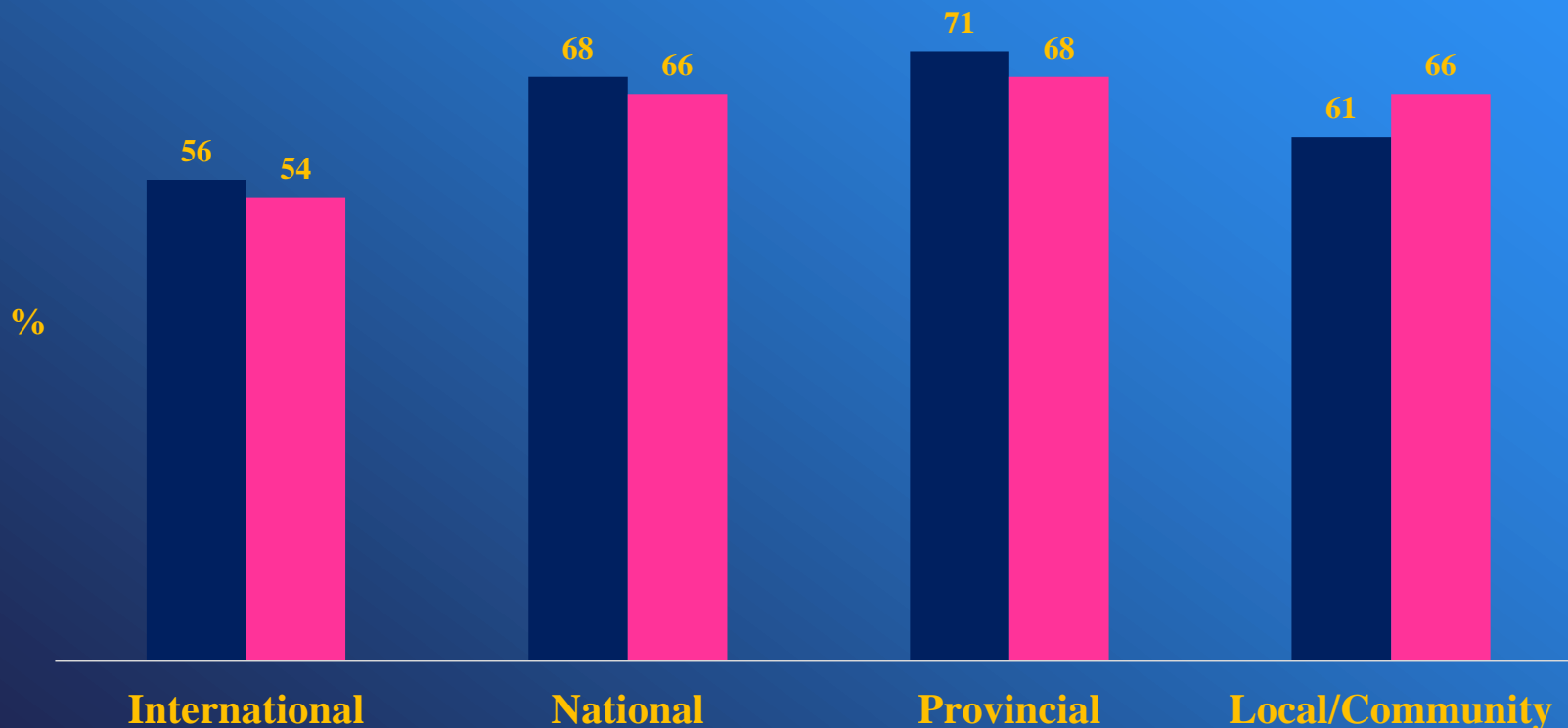
Q. How much do you personally follow each of these types of news?



Women Follow Local News Somewhat More Than Men; All Other News Types are Followed Equally By the Genders.

Type of News Followed Most Of The Time

■ Men ■ Women



Q. How much do you personally follow each of these types of news?

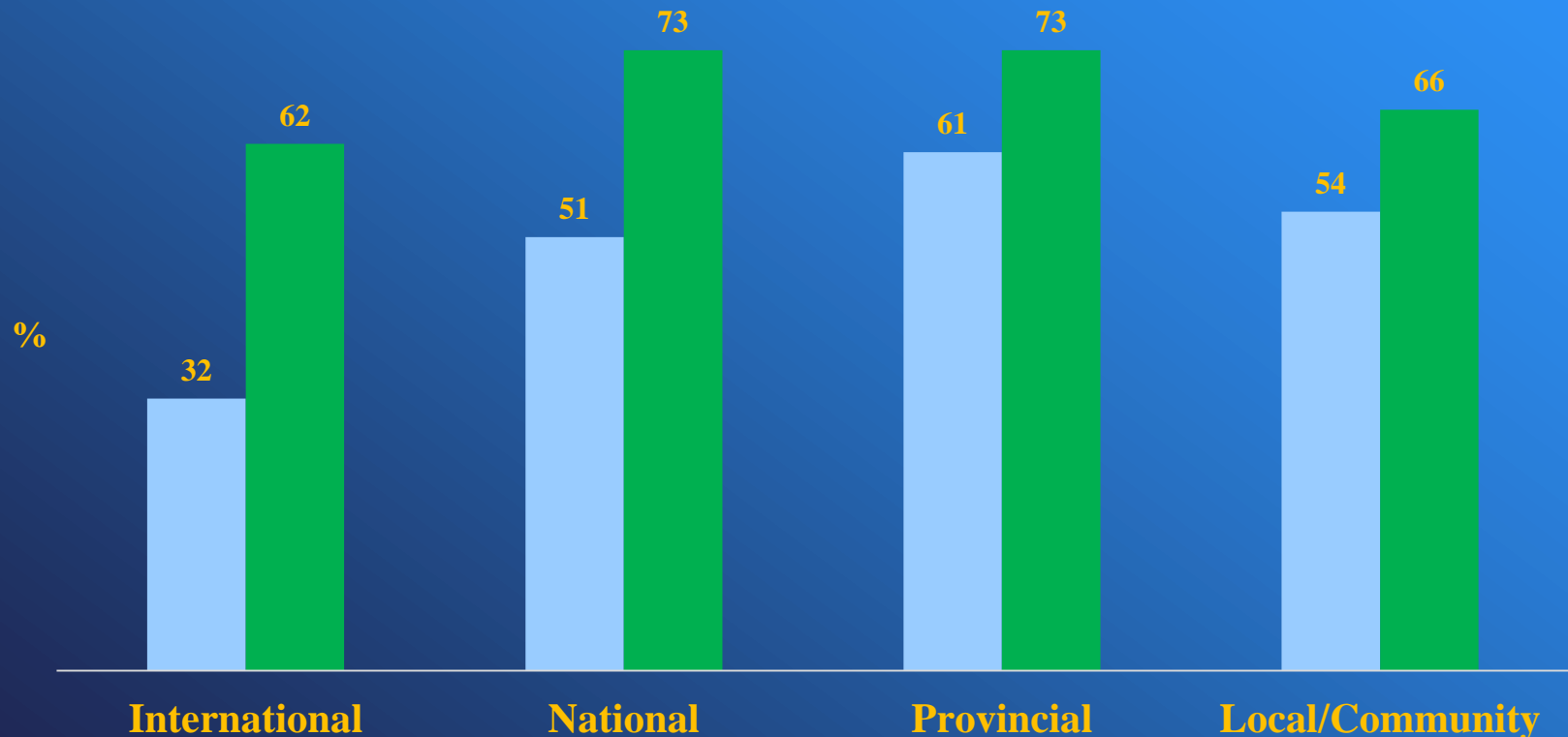
Totum Research, Adults 18+ in Alberta, January 2020



Older People Are More Likely to Follow Each Type of News More Often Than Younger People

Type of News Followed Most Of The Time

■ Under 45 ■ 55 or Older



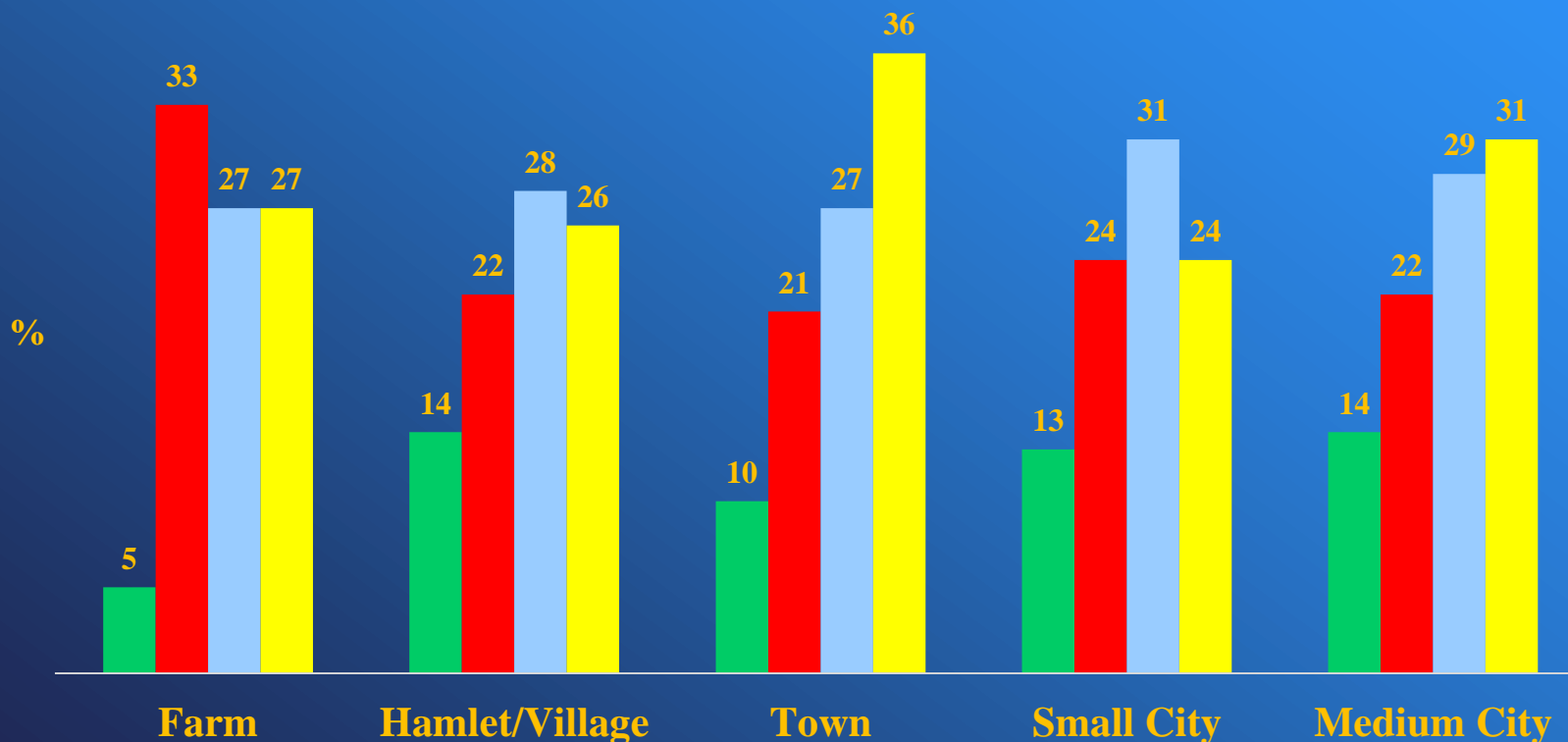
Q. How much do you personally follow each of these types of news?



While National and Provincial News are Most Important for Rural Dwellers, Local News is Primary for Those in Larger Communities

Most Important Type of News

■ International ■ National ■ Provincial ■ Local



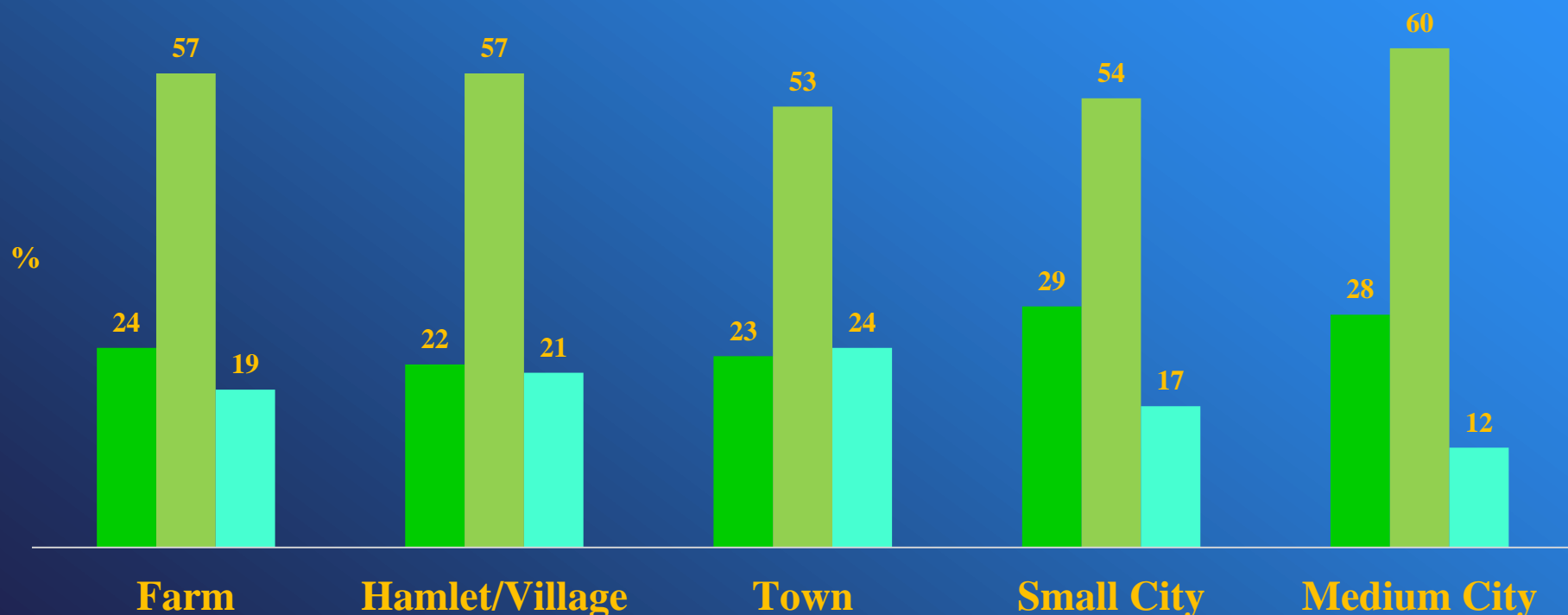
Q. How much do you personally follow each of these types of news?



Most People Spend About the Same Amount, or More Time, Per Day With News Than 2 Years Ago

Amount of Time Spent With News Vs. 2 Years Ago

■ More Time ■ Same ■ Less Time



Q. Given the number of ways to receive news these days, would you say you spend more time, about the same amount of time or less time per day with news than you did two years ago?



In All But Medium Cities, The Printed Local Community Newspaper is the Preferred Medium for *Issues Important to the Community*

Preferred Medium for Issues Important to Community	Farm	Hamlet/ Village	Town	Small City	Medium City
Local community newspaper - print	53%	53%	56%	45%	34%
Local community newspaper – digital	9%	9%	9%	11%	12%
Farm publication	11%	9%	1%	-	-
Social media post	20%	24%	17%	17%	36%
Web search	10%	14%	9%	6%	17%
Television	20%	21%	28%	35%	24%
Radio	25%	21%	18%	21%	38%

Q. Please tell me which of the following media is your preferred medium to receive this type of information.



In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *News About People in the Community*

Preferred Medium for News About People in Community	Farm	Hamlet/ Village	Town	Small City	Medium City
Local community newspaper - print	57%	47%	54%	49%	40%
Local community newspaper – digital	7%	3%	5%	12%	12%
Farm publication	5%	3%	2%	-	2%
Social media post	23%	33%	22%	16%	31%
Web search	9%	9%	7%	5%	7%
Television	12%	9%	10%	14%	17%
Radio	12%	21%	27%	15%	31%

Q. Please tell me which of the following media is your preferred medium to receive this type of information.



In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *Local Community Events*

Preferred Medium for News About People in Community	Farm	Hamlet/ Village	Town	Small City	Medium City
Local community newspaper - print	53%	48%	64%	55%	38%
Local community newspaper – digital	8%	3%	5%	5%	9%
Farm publication	4%	5%	-	1%	3%
Social media post	29%	29%	24%	23%	31%
Web search	7%	7%	5%	5%	5%
Television	11%	3%	4%	13%	10%
Radio	13%	19%	19%	14%	34%

Q. Please tell me which of the following media is your preferred medium to receive this type of information.



In All But Medium Cities, The Printed Local Community Newspaper is the Preferred Medium for *Local Job Openings*

Preferred Medium for News About People in Community	Farm	Hamlet/ Village	Town	Small City	Medium City
Local community newspaper - print	40%	38%	36%	26%	16%
Local community newspaper – digital	7%	7%	4%	7%	9%
Farm publication	1%	3%	-	2%	2%
Social media post	13%	14%	16%	11%	16%
Web search	12%	24%	15%	19%	26%
Television	-	5%	2%	3%	5%
Radio	5%	12%	3%	4%	12%

N.B. Between a third and half of the respondents felt none of the listed media were preferred for job openings, possibly because of skepticism that such openings exist.

Q. Please tell me which of the following media is your preferred medium to receive this type of information.



In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *Local Businesses, Sales and Events*

Preferred Medium for News About People in Community	Farm	Hamlet/ Village	Town	Small City	Medium City
Local community newspaper - print	48%	43%	54%	54%	48%
Local community newspaper – digital	8%	5%	3%	5%	14%
Farm publication	3%	2%	-	2%	2%
Social media post	20%	17%	19%	17%	22%
Web search	8%	17%	8%	11%	16%
Television	5%	2%	8%	5%	12%
Radio	14%	10%	11%	7%	19%

Q. Please tell me which of the following media is your preferred medium to receive this type of information.



In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *Local Schools and Education*

Preferred Medium for News About People in Community	Farm	Hamlet/ Village	Town	Small City	Medium City
Local community newspaper - print	42%	29%	43%	37%	36%
Local community newspaper – digital	8%	3%	3%	6%	9%
Farm publication	1%	2%	1%	-	2%
Social media post	22%	24%	14%	8%	26%
Web search	7%	10%	14%	15%	14%
Television	5%	3%	5%	7%	12%
Radio	4%	9%	5%	7%	14%

Q. Please tell me which of the following media is your preferred medium to receive this type of information.



In All Communities, The Printed Local Community Newspaper is the Preferred Medium for *Local Government Programs or Initiatives*

Preferred Medium for News About People in Community	Farm	Hamlet/ Village	Town	Small City	Medium City
Local community newspaper - print	38%	41%	44%	40%	40%
Local community newspaper – digital	8%	5%	4%	9%	17%
Farm publication	7%	5%	1%	-	2%
Social media post	15%	19%	18%	16%	26%
Web search	20%	22%	19%	21%	24%
Television	16%	10%	13%	18%	17%
Radio	12%	12%	6%	11%	19%

Q. Please tell me which of the following media is your preferred medium to receive this type of information.



In Smaller Communities, The Printed Local Community Newspaper is the Preferred Medium for *Provincial Government Programs or Initiatives*

Preferred Medium for News About People in Community	Farm	Hamlet/ Village	Town	Small City	Medium City
Local community newspaper - print	26%	29%	28%	24%	22%
Local community newspaper – digital	9%	5%	4%	8%	10%
Farm publication	7%	3%	-	-	-
Social media post	19%	24%	18%	20%	34%
Web search	23%	24%	21%	26%	28%
Television	18%	21%	37%	31%	22%
Radio	15%	17%	11%	12%	16%

Q. Please tell me which of the following media is your preferred medium to receive this type of information.



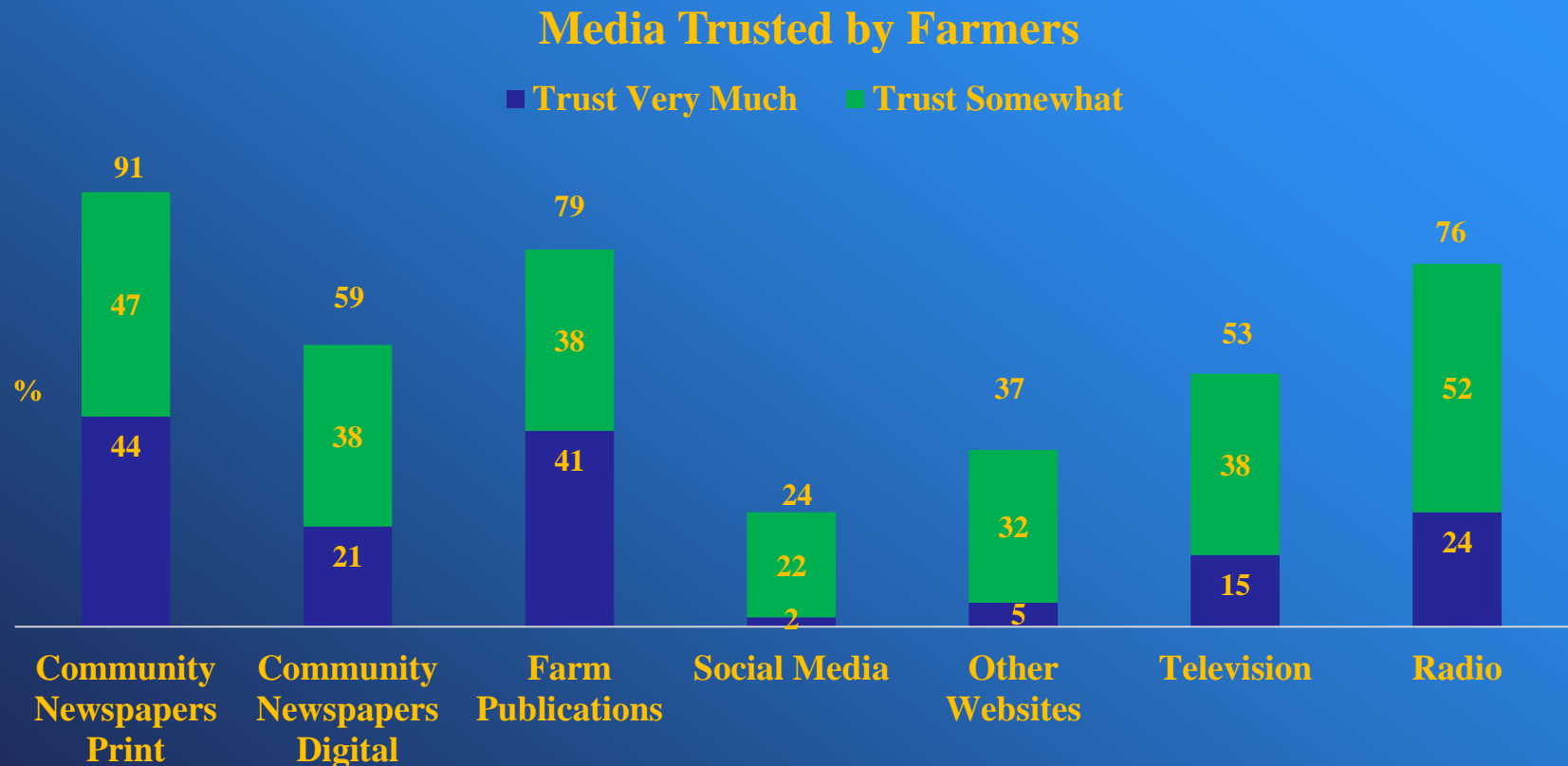
In All Communities, The Printed Local Community Newspaper Follows TV and Web Search as the Preferred Medium for *Federal Government Programs or Initiatives*

Preferred Medium for News About People in Community	Farm	Hamlet/ Village	Town	Small City	Medium City
Local community newspaper - print	18%	31%	22%	17%	24%
Local community newspaper – digital	8%	5%	4%	8%	16%
Farm publication	9%	5%	-	-	3%
Social media post	15%	17%	15%	14%	31%
Web search	24%	22%	25%	29%	33%
Television	24%	24%	38%	37%	31%
Radio	13%	12%	11%	9%	12%

Q. Please tell me which of the following media is your preferred medium to receive this type of information.



Printed Community Newspapers and Farm Publications Are the Most Trusted Media Among Farmers

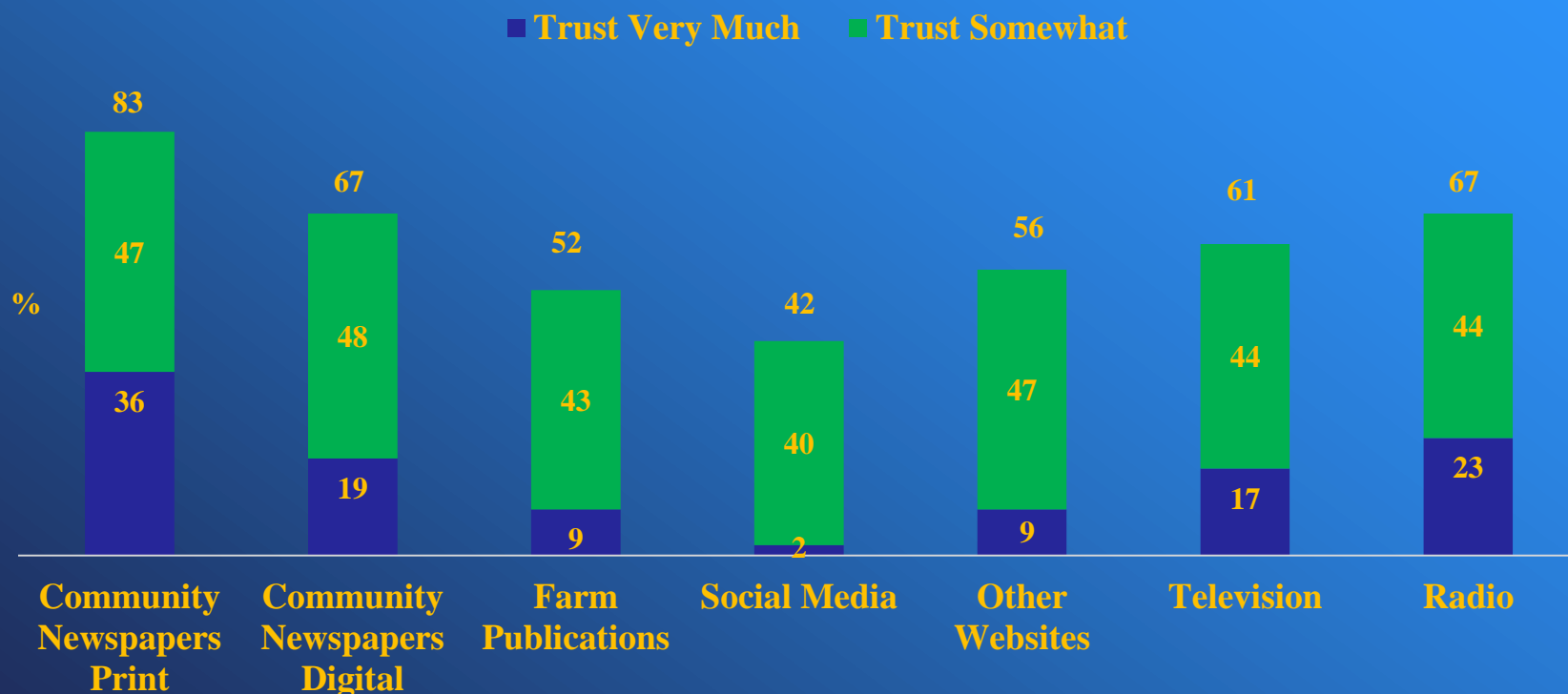


Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.



Printed Community Newspapers and Radio Are the Most Trusted Media Among Village/Hamlet Dwellers

Media Trusted by Village/Hamlet Community



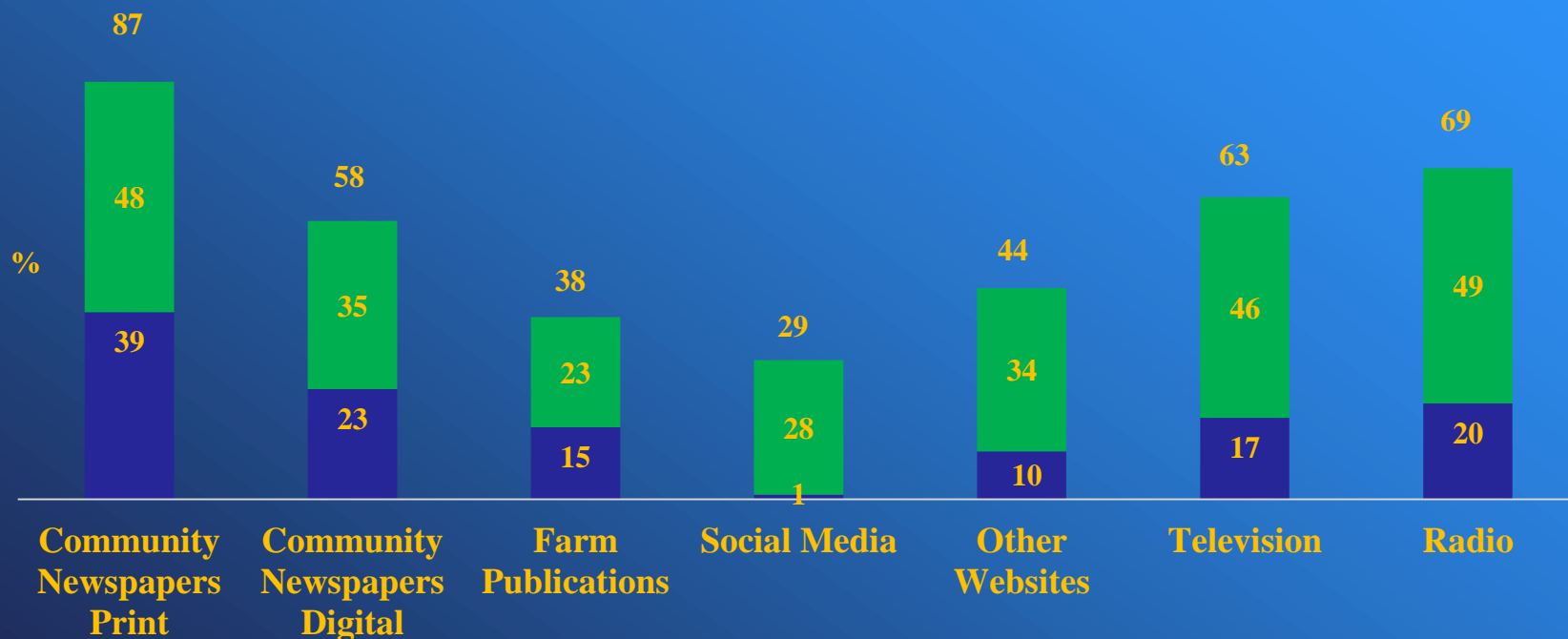
Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.



Printed Community Newspapers and Radio Are the Most Trusted Media Among People Living in Towns

Media Trusted by Town Dwellers

■ Trust Very Much ■ Trust Somewhat



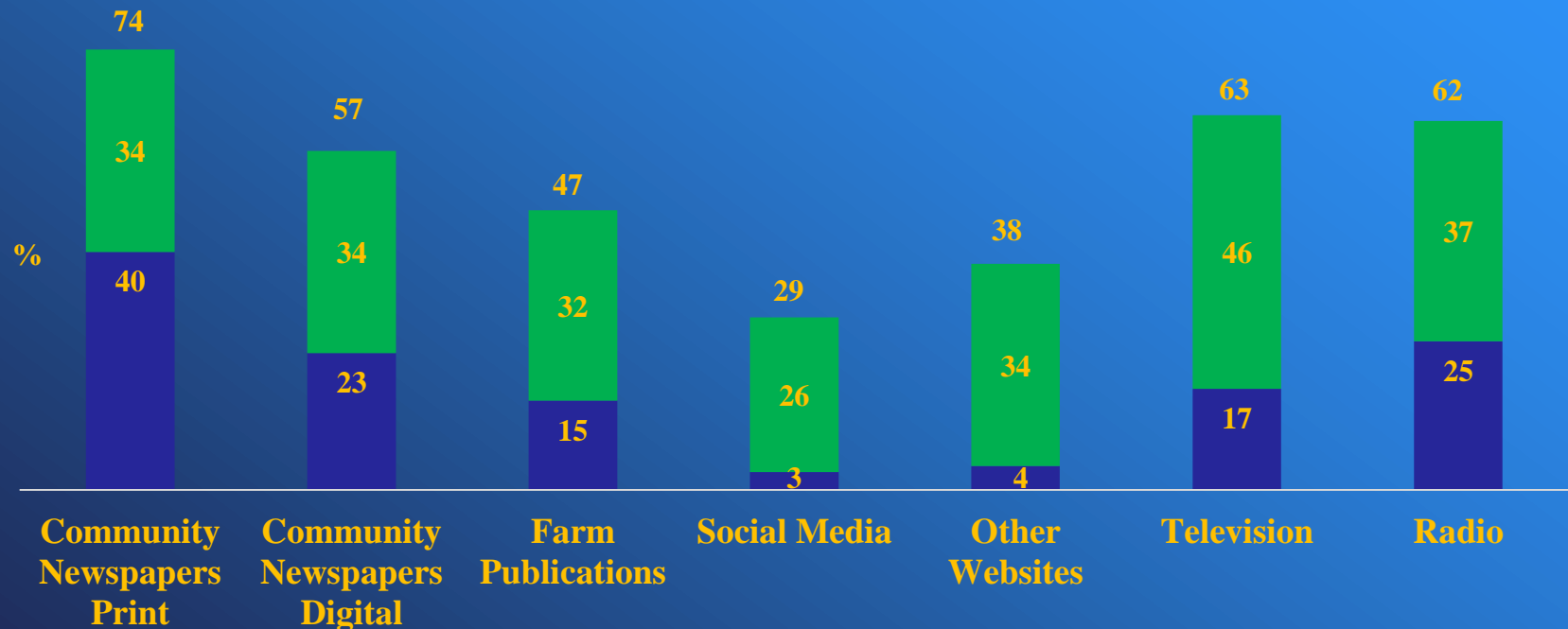
Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.



Printed Community Newspapers Are the Most Trusted Media Among People Living in Small Cities

Media Trusted by Small City Residents

■ Trust Very Much ■ Trust Somewhat



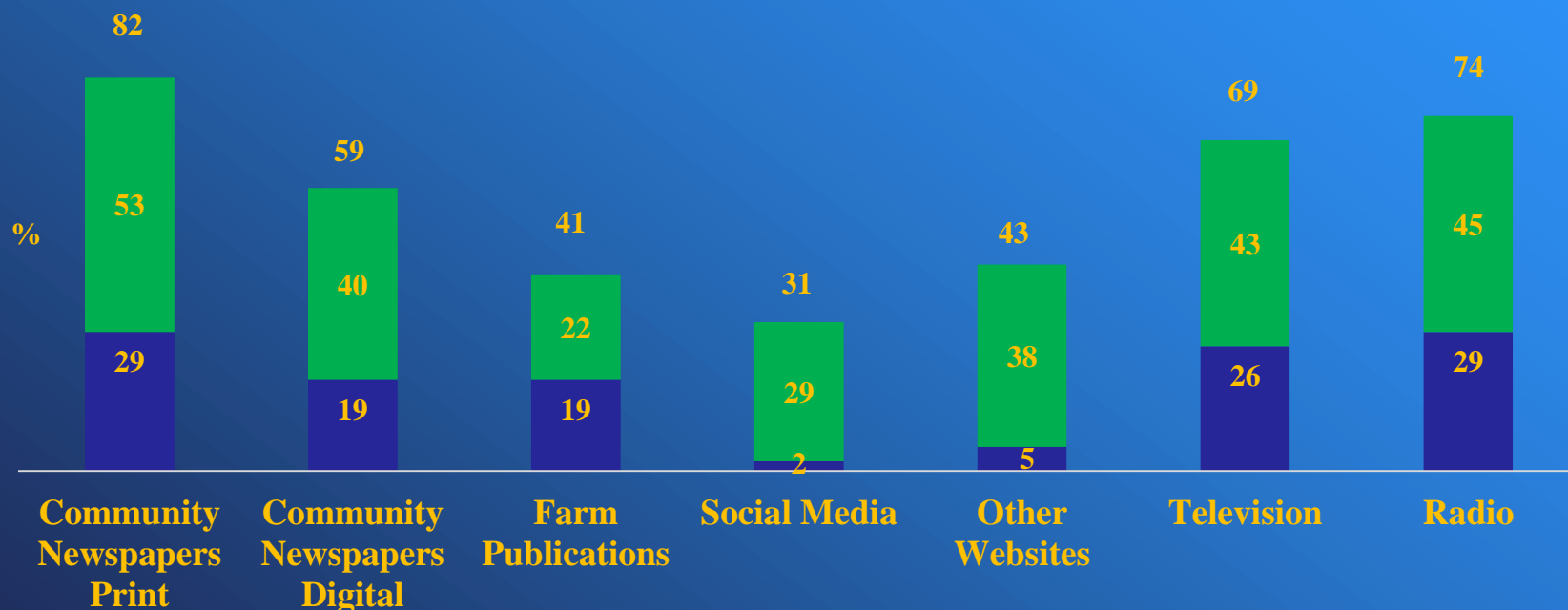
Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.



Printed Community Newspapers Are the Most Trusted Media Among People Living in Medium Cities

Media Trusted by Medium City Residents

■ Trust Very Much ■ Trust Somewhat

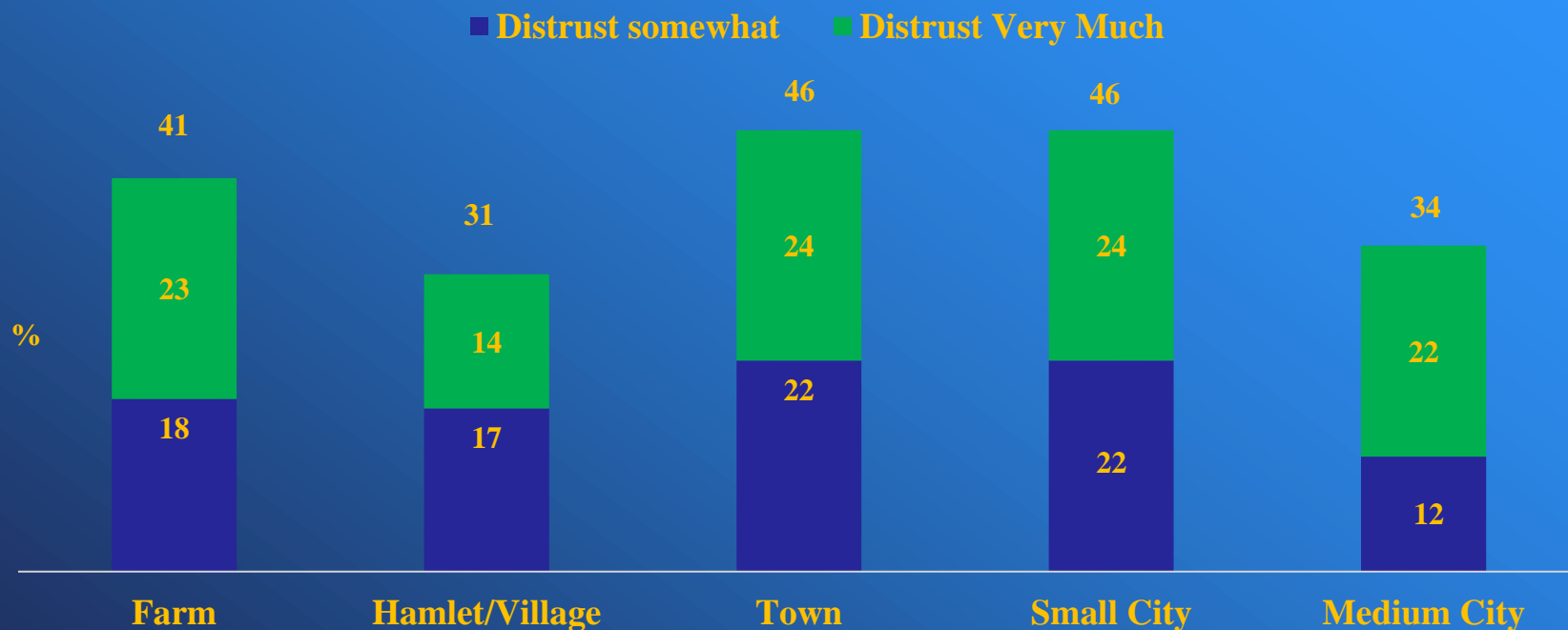


Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.



Between a Third and Half of Respondents Distrust News and Advertising in Social Media

Distrust News and Advertising on Social Media



Q. For each medium's news and advertising, please tell me whether you trust it very much, somewhat, neither trust nor distrust it, distrust it somewhat or distrust it very much.

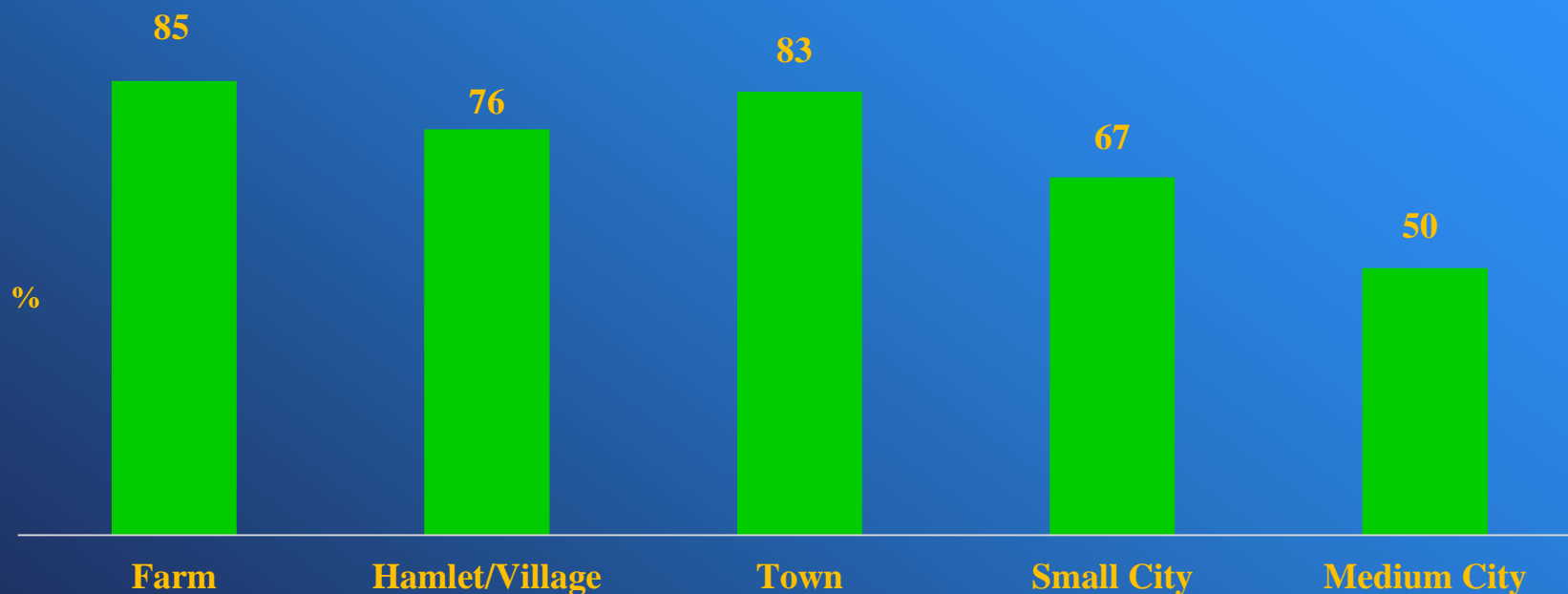


Local Community Newspapers and Their Websites



At Least Half of Respondents Receive a Printed Local Community Newspaper. Receipt is Much Higher in Farms, Hamlets/Villages and Towns.

Household Receipt of Printed Community Newspaper

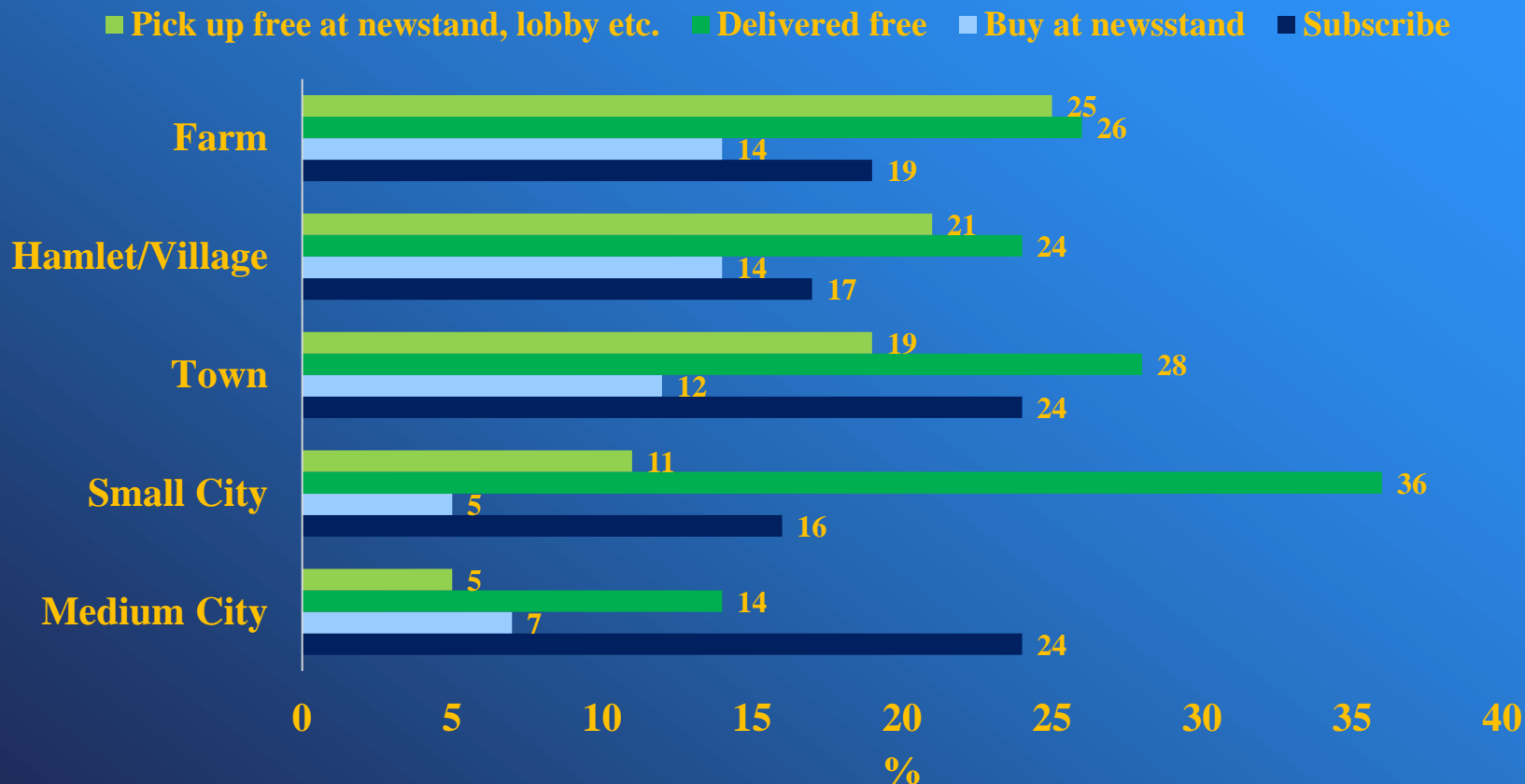


Q. Please tell me which of the following is true for your household.



Farmers and Those Living in Smaller Communities are Most Likely to Pick Up The Local Community Newspaper at a Newsstand etc.; Those in Cities Tend to Subscribe or Get It Delivered Free

How Printed Community Newspaper Obtained

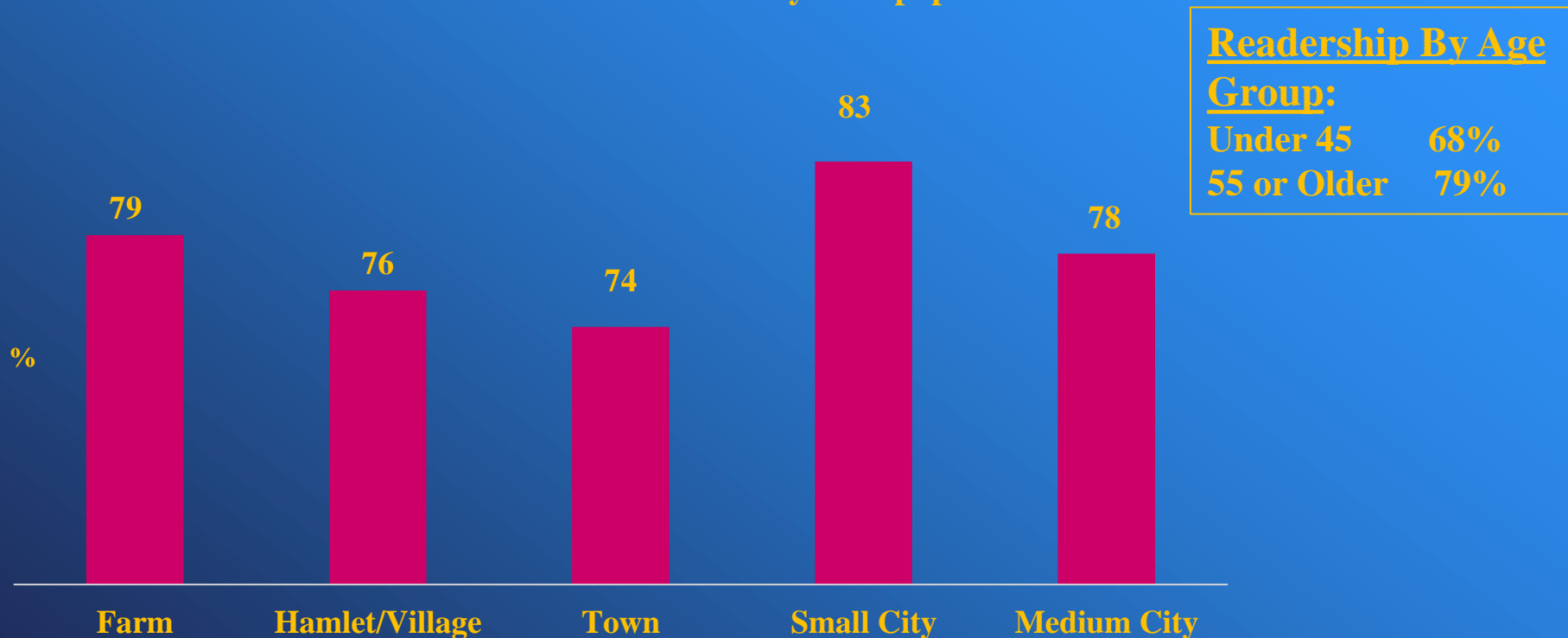


Q. Please tell me which is true for your household.



Three-Quarters or More of Those Receiving a Printed Local Community Newspaper Read or Look Into It Weekly. Readership is Higher in Larger Communities and Among Older People.

Read or Looked Into Printed Community Newspaper Past Week



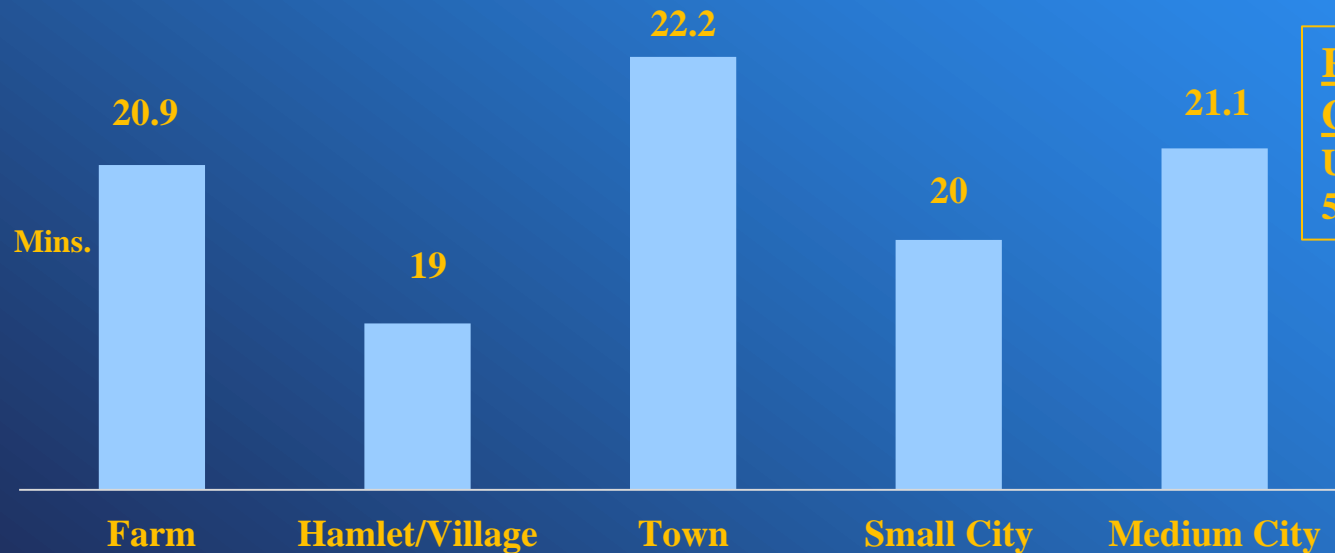
Q. Please tell me which of the following is true for your household.

Q. Have you personally read or looked into the printed version of a local community newspaper in the past week?



Readers of Printed Local Community Newspapers Spend an Average of 19 to 22 Minutes Reading a Typical Issue.

Average Time Spent Reading Printed Community Newspaper



Reading Time By Age

Group:

Under 45	17.0 mins.
55 or Older	21.5 mins.

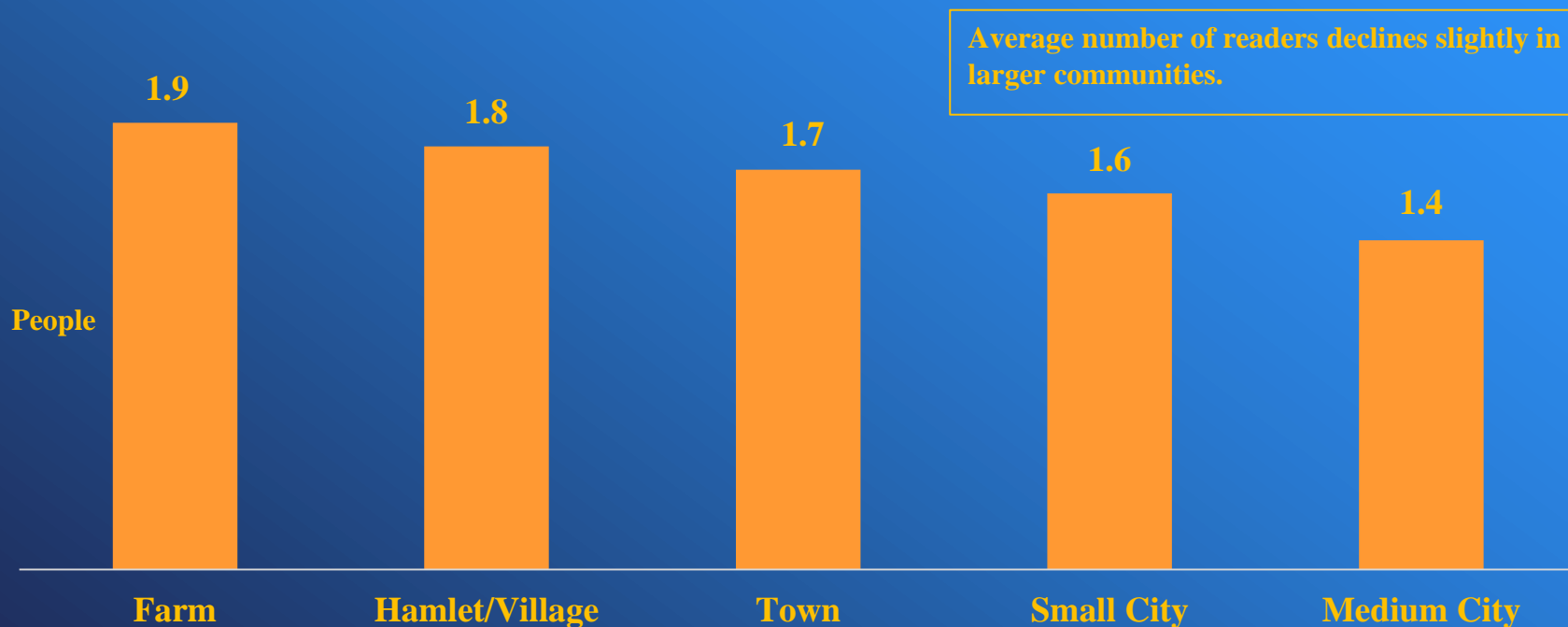
Q. Please tell me which of the following is true for your household.

Q. How much time do you personally spend on average reading or looking into each edition of a printed local community newspaper?



Almost Two Household Members Read or Look Into a Typical Issue of the Printed Community Newspaper.

Average Household Readers of Printed Community Newspaper



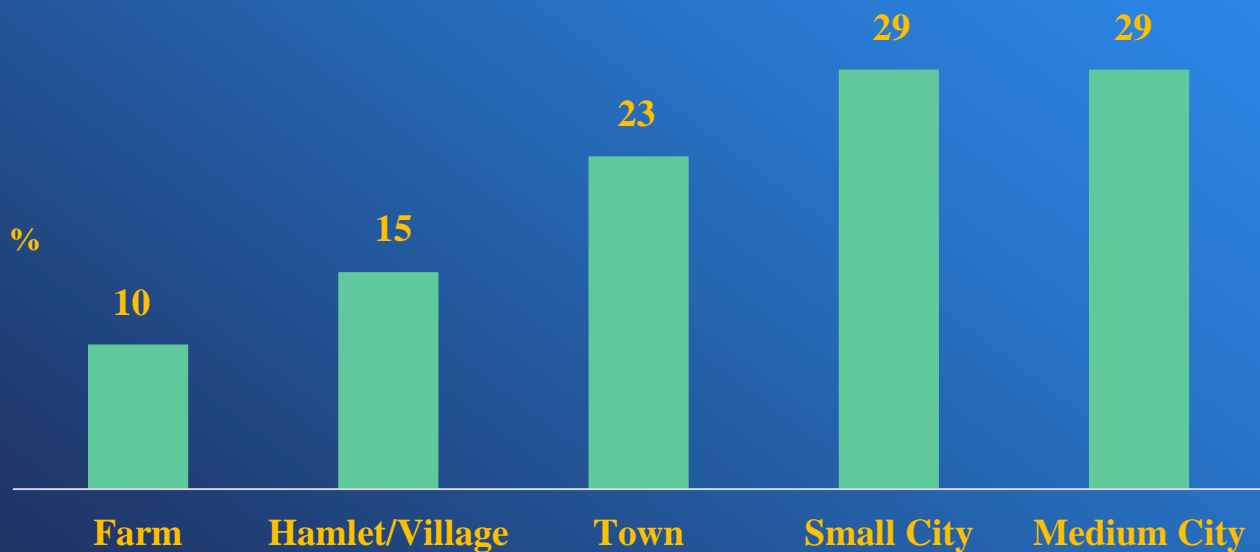
Q. Please tell me which of the following is true for your household.

Q. And how many people in your household would typically read or look into each edition of a printed local community newspaper?



More Than One in Ten Respondents Visit the Website of Their Local Community Newspaper in a Typical Week. In Cities and Among Younger People the Percentage is Even Higher.

Visit Website of Community Newspaper in Typical Week



Website Visits By Age Group:

Under 45	33%
55 or Older	17%

Q. Please tell me which of the following is true for your household.

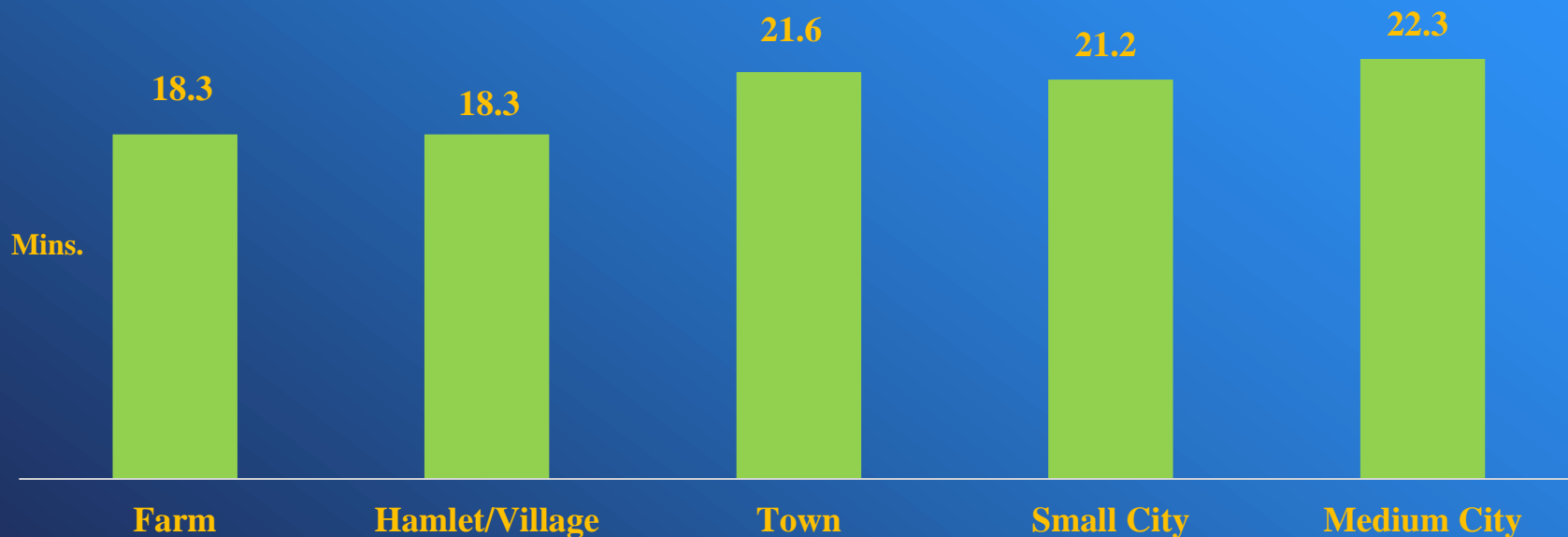
Q. Do you personally visit the website of your local community newspaper in a typical week?



People Who Access the Website of Their Local Community Newspaper Spend About 20 Minutes On the Site Per Week.

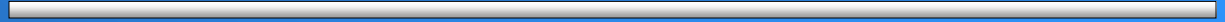


Average Time Spent On Community Newspaper Website



Q. Please tell me which of the following is true for your household.

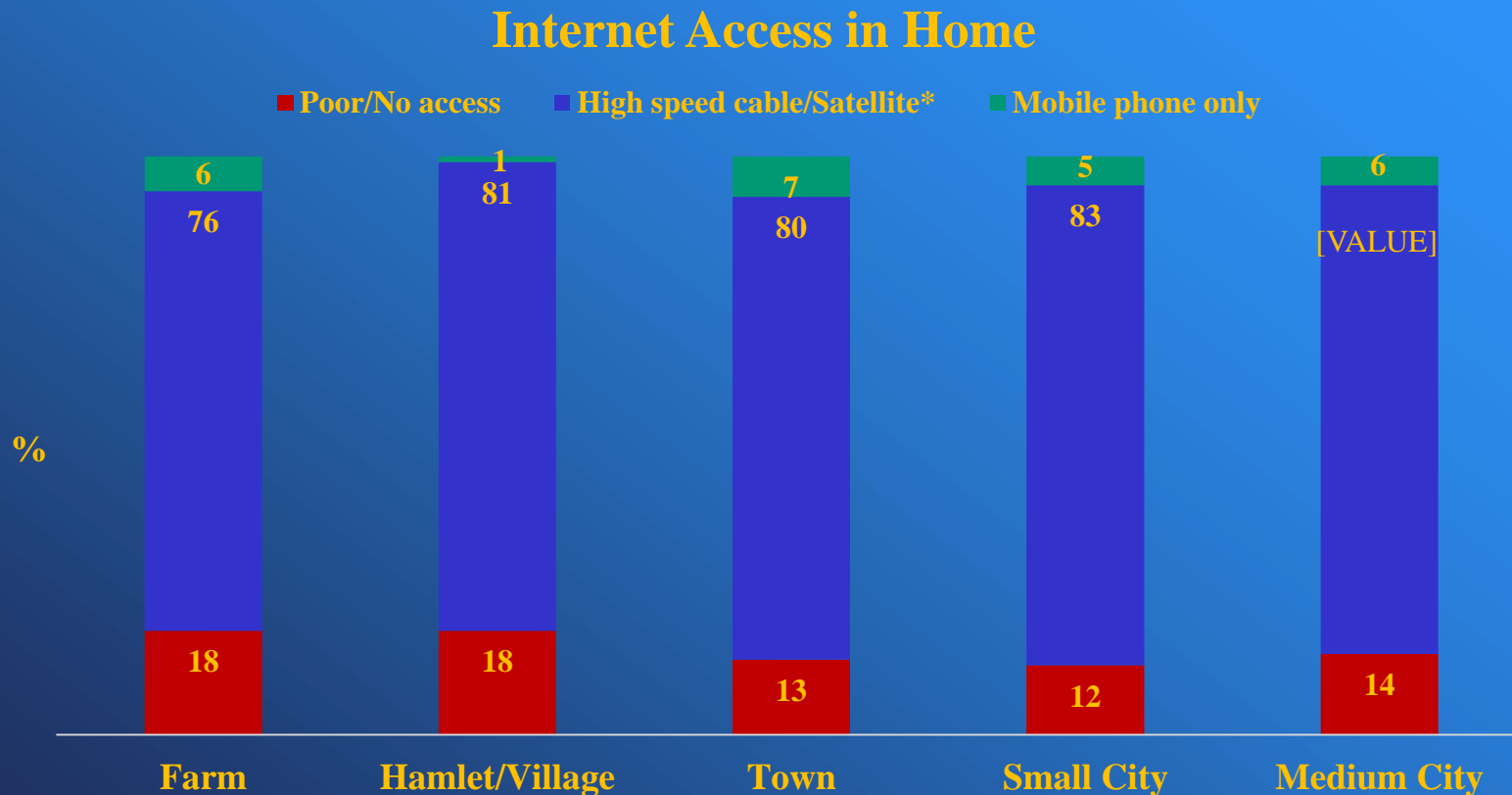
Q. How much time do you personally spend on average reading or looking into the local community newspaper's website in a typical week?



Digital Media



Between 12% and 18% of Homes Have Poor or No Access to the Internet



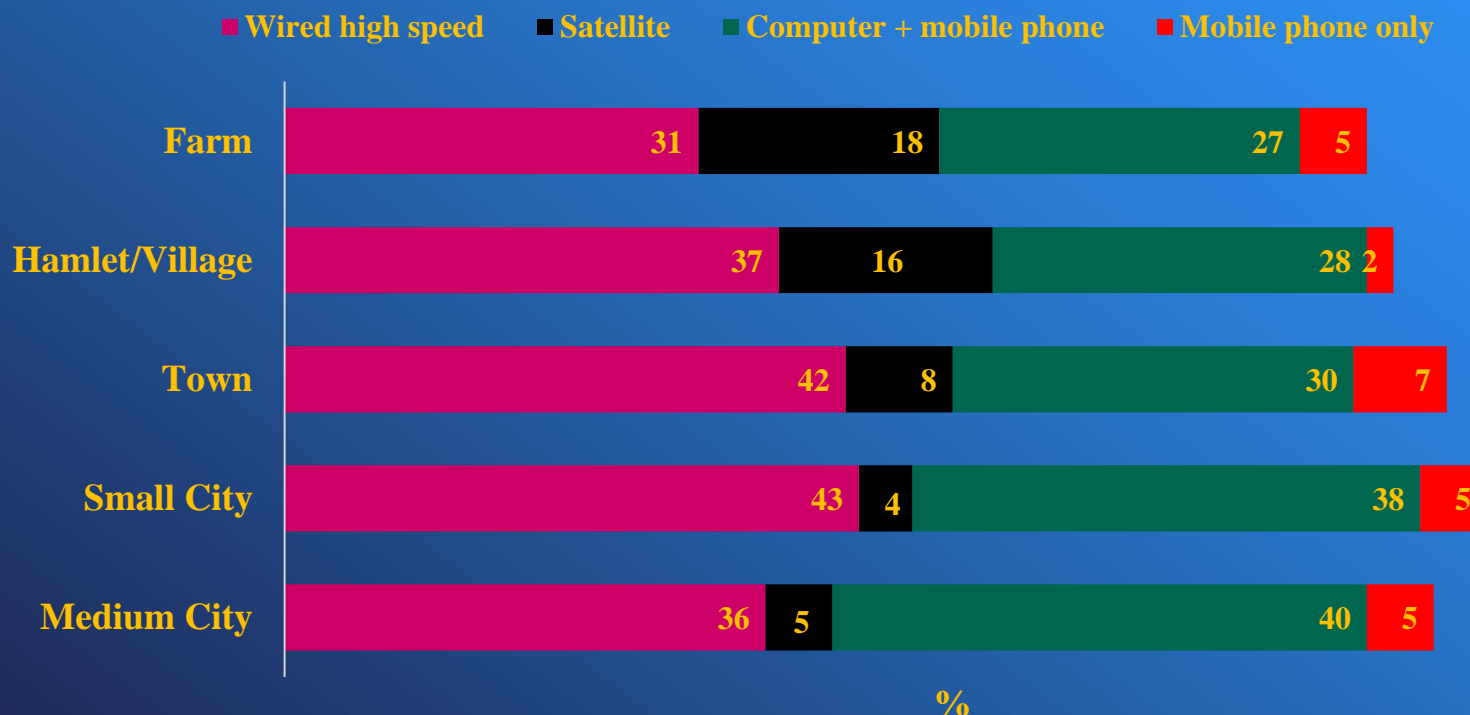
* Includes those with both high speed computer and mobile phone access

Q. Please tell me which of the following best describes your internet connection at home.



Most Respondents Use Wired High Speed or Satellite Connections to Access the Internet

Type of Internet Access

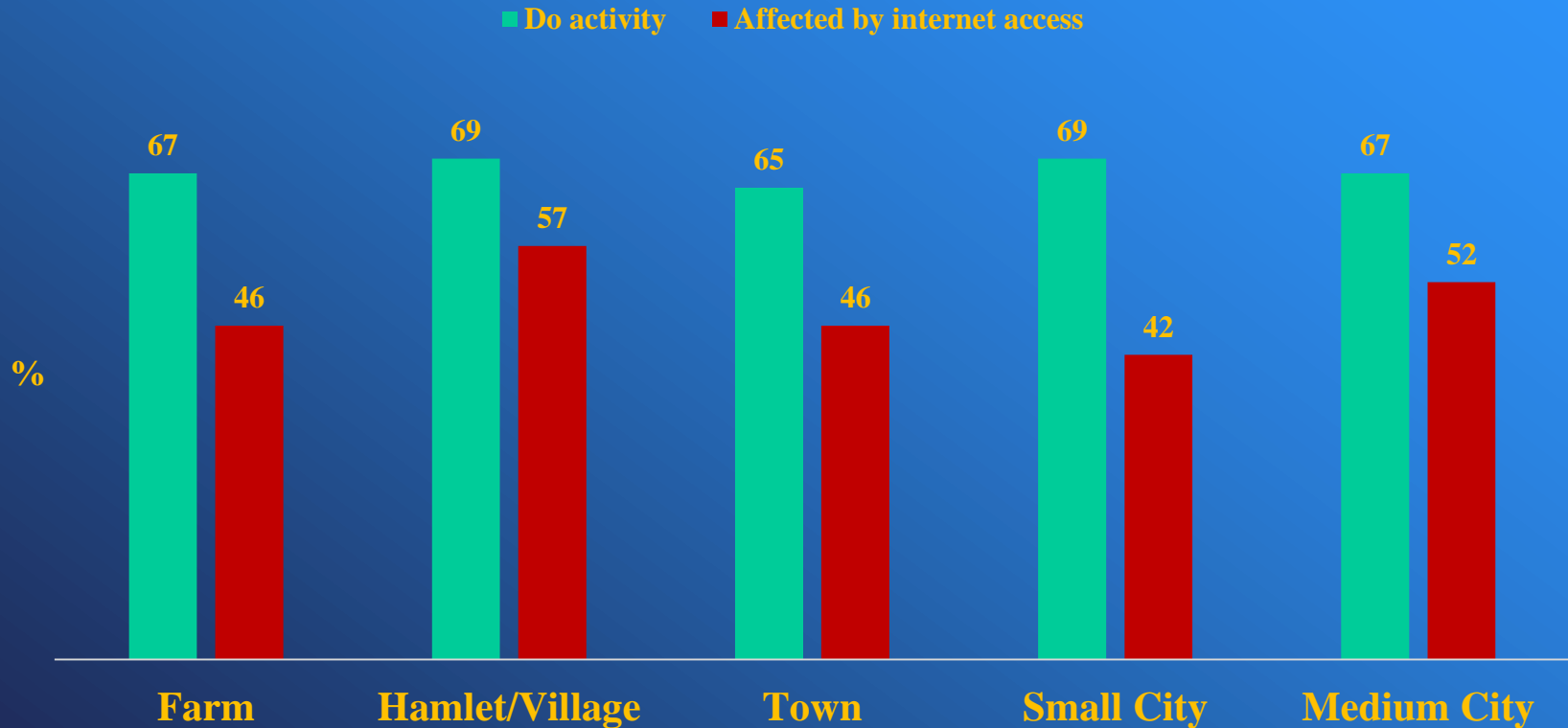


Q. Please tell me which of the following best describes your internet connection at home.



Two-Thirds of Respondents With Internet Connection Use Streaming Video and About Half of Them Say Their Connection Impacts How They Use the Internet for This

Impact of Internet Access on Use of Streaming Video



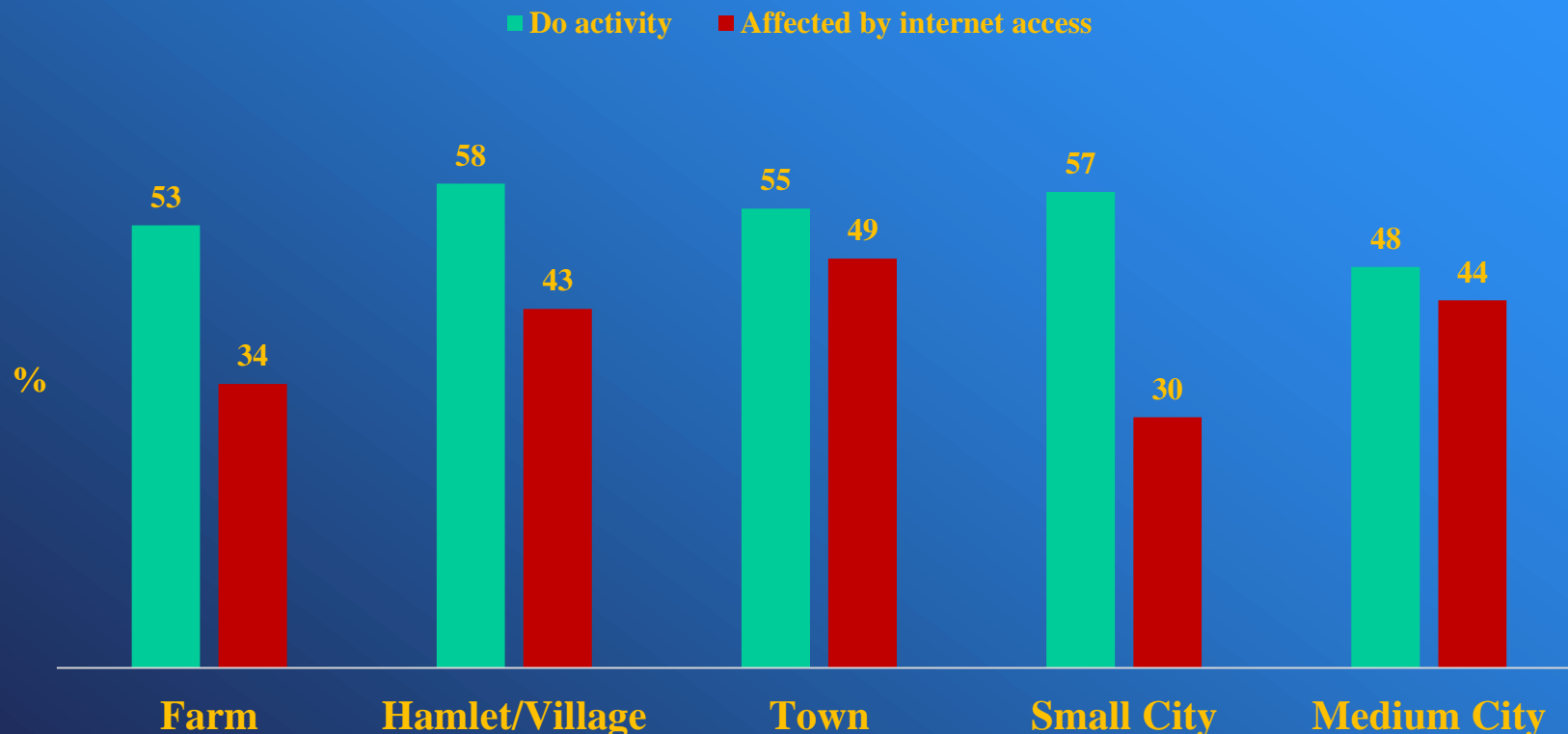
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



Half or More Respondents With Internet Connection Use Streaming Music and Many of Them Say Their Connection Impacts How They Use the Internet for This

Impact of Internet Access on Use of Streaming Music



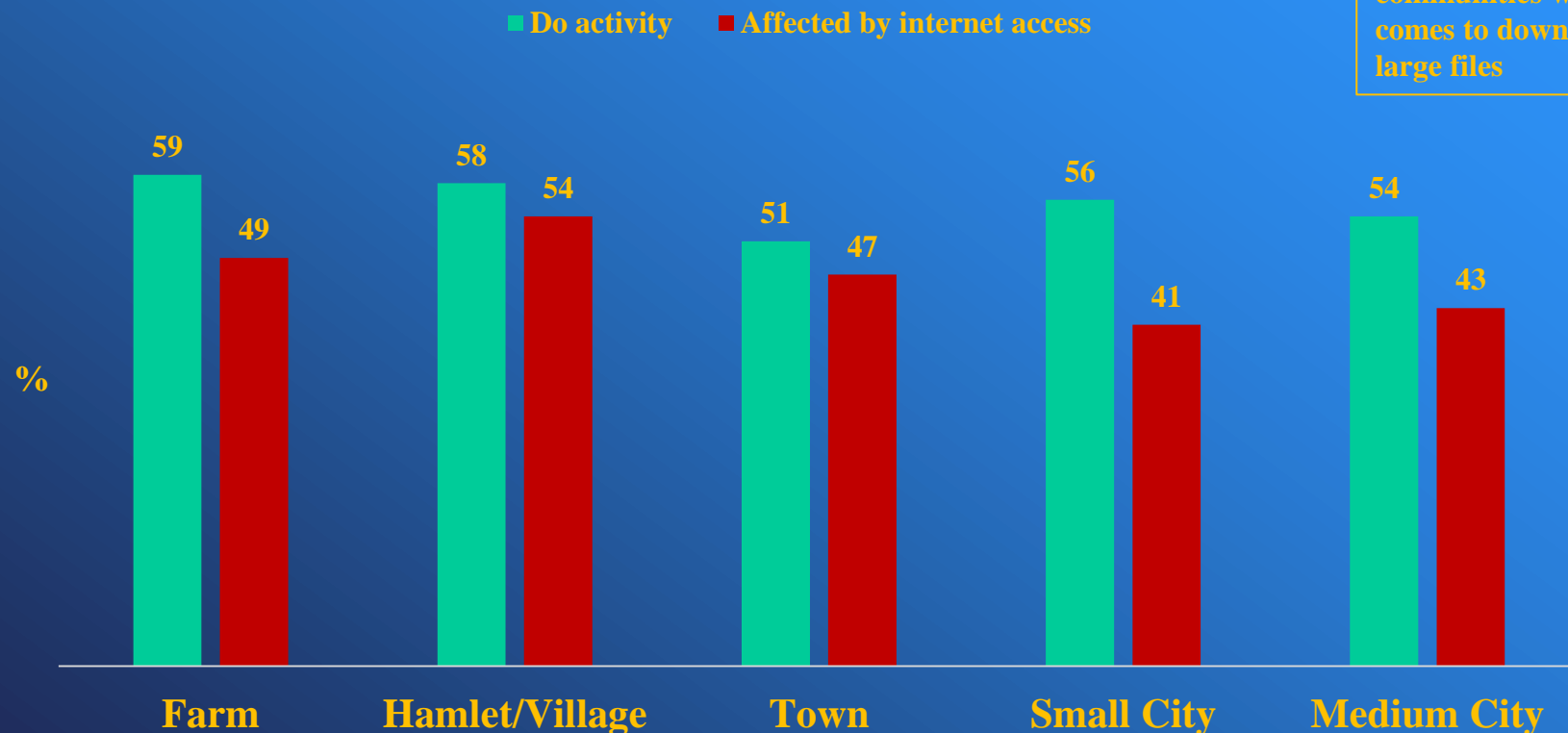
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



Between Half and 60% of Respondents With Internet Connection Download Large Files and Many of Them Say Their Connection Impacts How They Use the Internet for This

Impact of Internet Access on Downloading Large Files



Internet speed is more of an issue in smaller communities when it comes to downloading large files

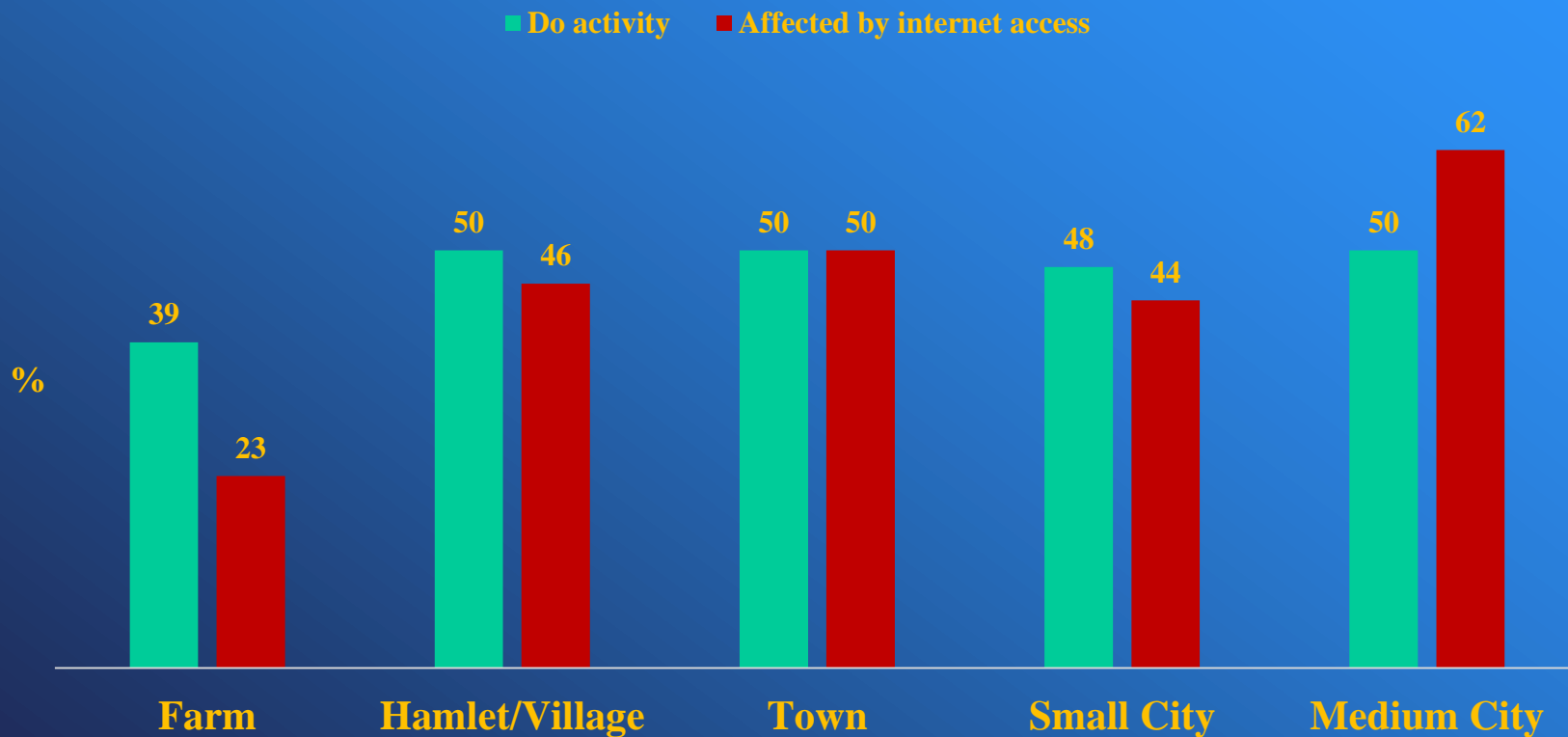
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



Between 40% and 60% of Respondents With Internet Connection Play Online Games Many Say Their Connection Impacts How They Use the Internet for This

Impact of Internet Access on Playing Online Games



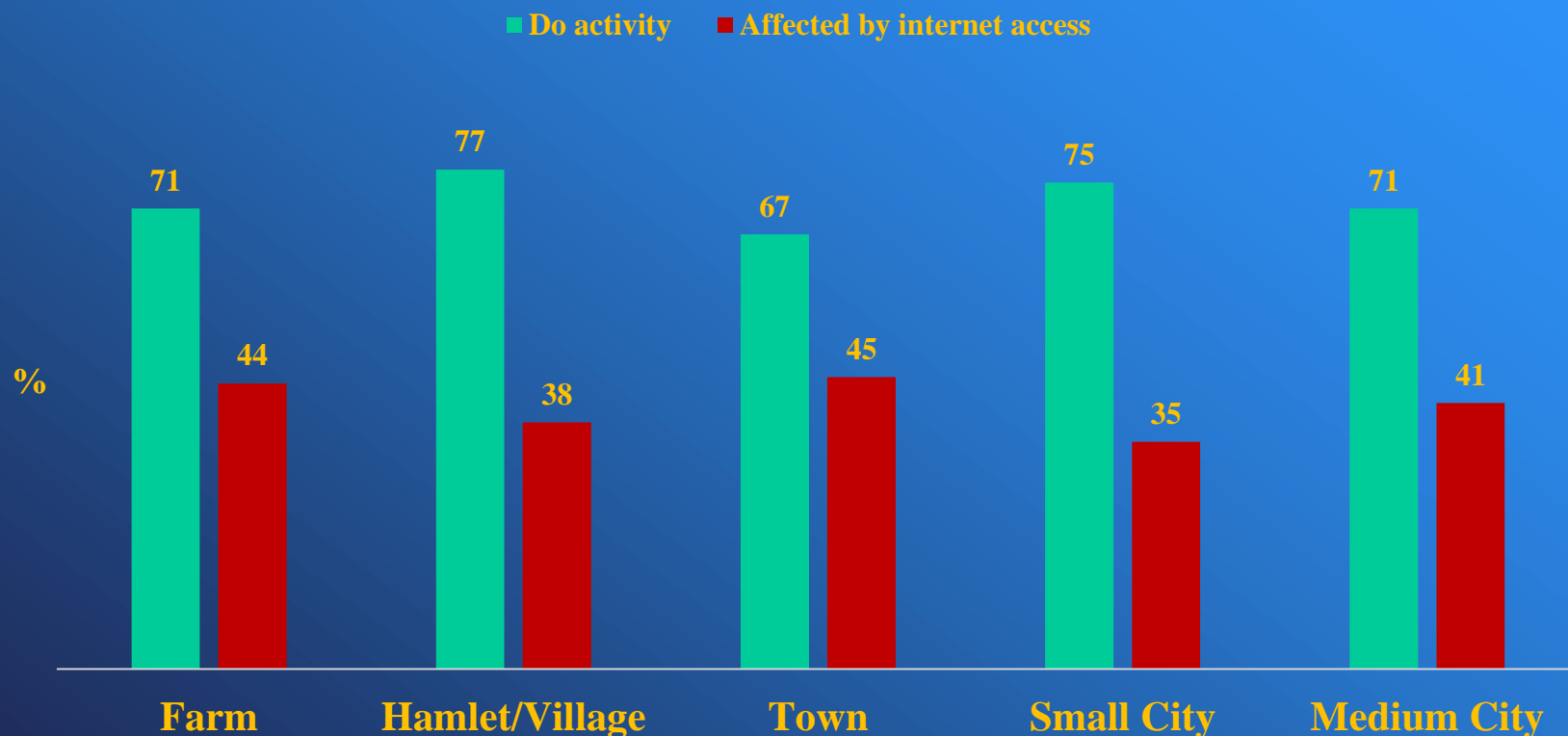
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



Between Two-Thirds and Three-Quarters of Respondents Participate in Social Media Activities and Many of Them Say Their Connection Impacts How They Use the Internet for This

Impact of Internet Access on Social Media Activities



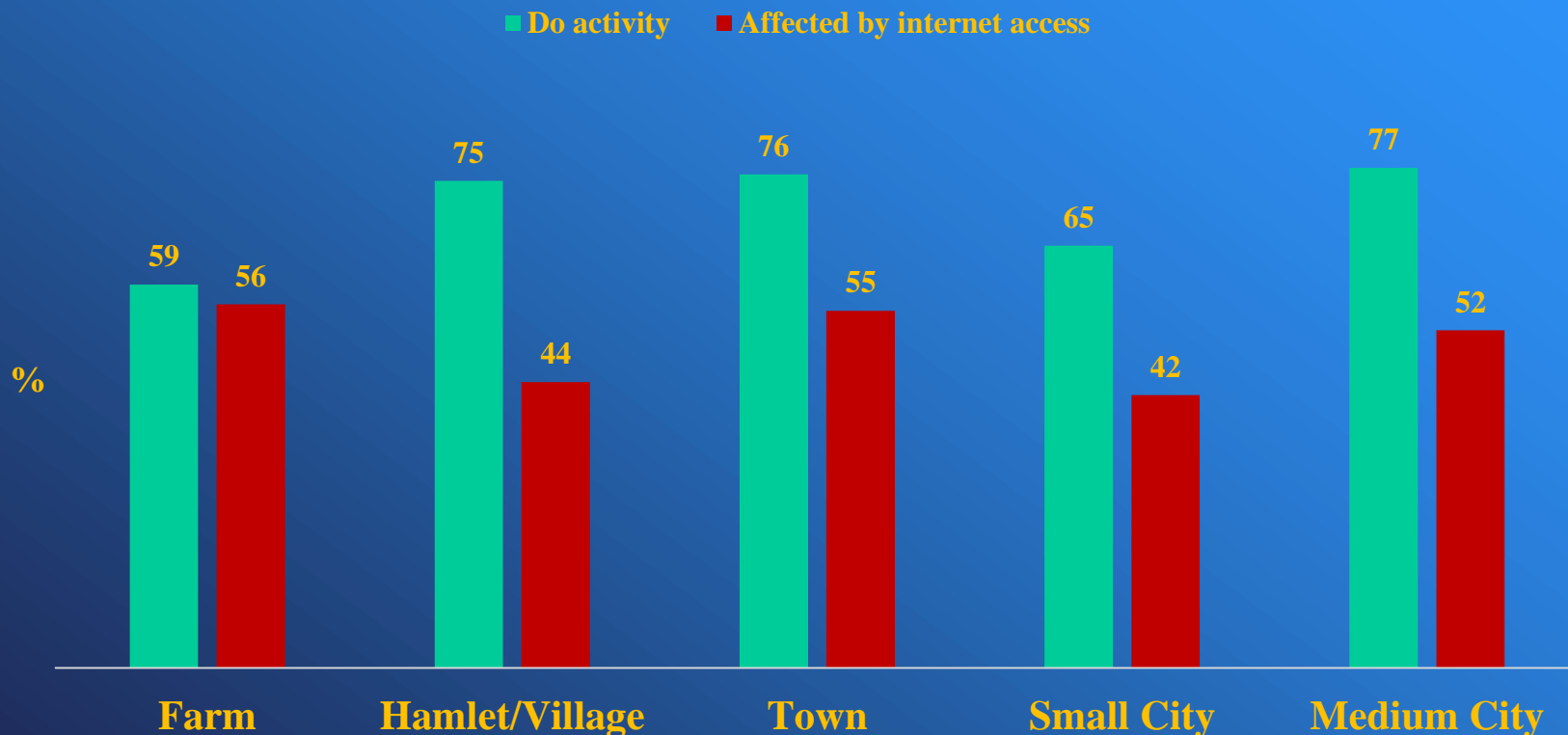
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



Between 6 In 10 and Three-Quarters of Respondents With Internet Connection Shop Online and More Than 40% of Them Say Their Connection Impacts How They Use the Internet for This

Impact of Internet Access on Shopping Online



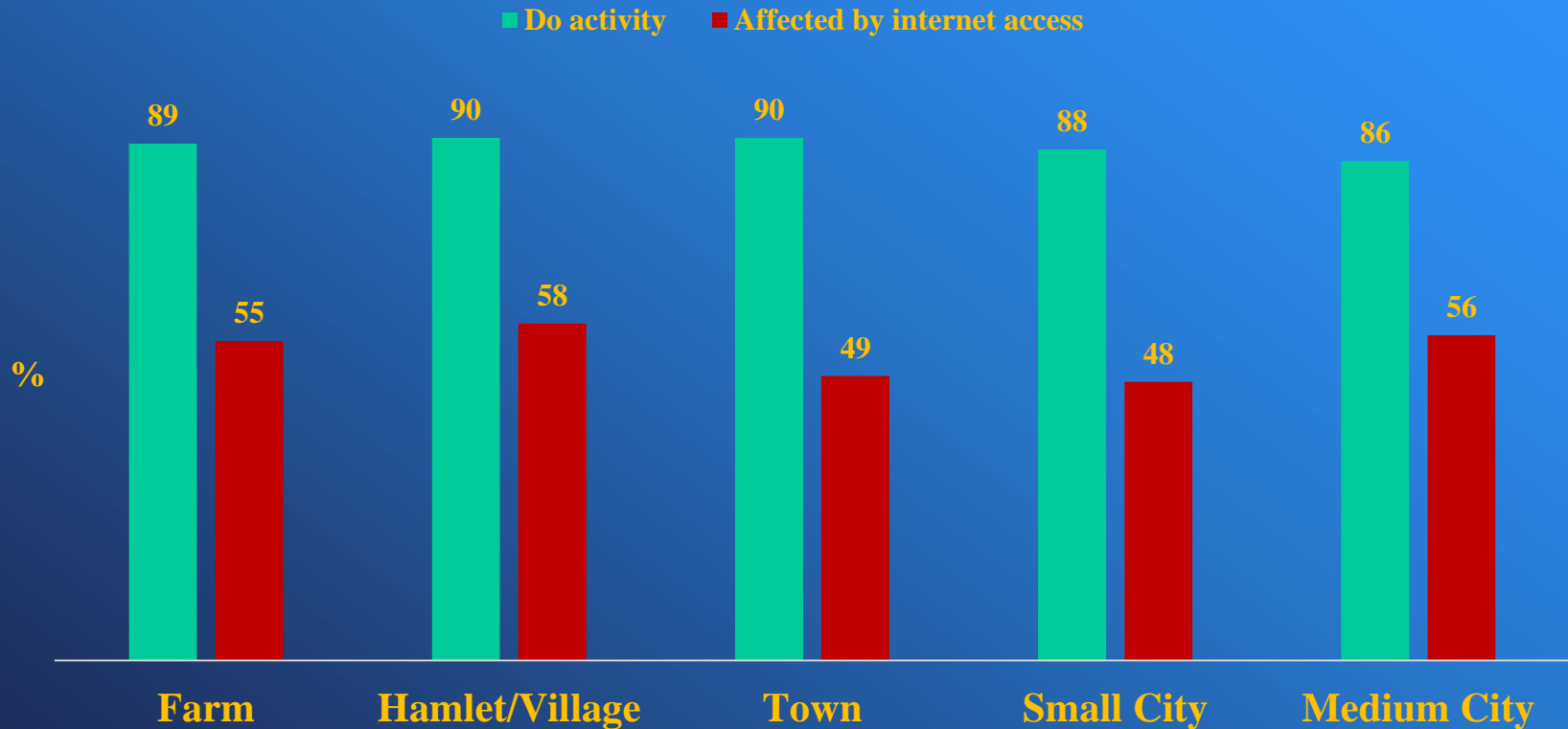
Q. Please tell me which of the following best describes your internet connection at home.

Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



90% of Respondents With Internet Connection Do Research Online and Half or More of Them Say Their Connection Impacts How They Use the Internet for This

Impact of Internet Access on Doing Research Online



Q. Please tell me which of the following best describes your internet connection at home.

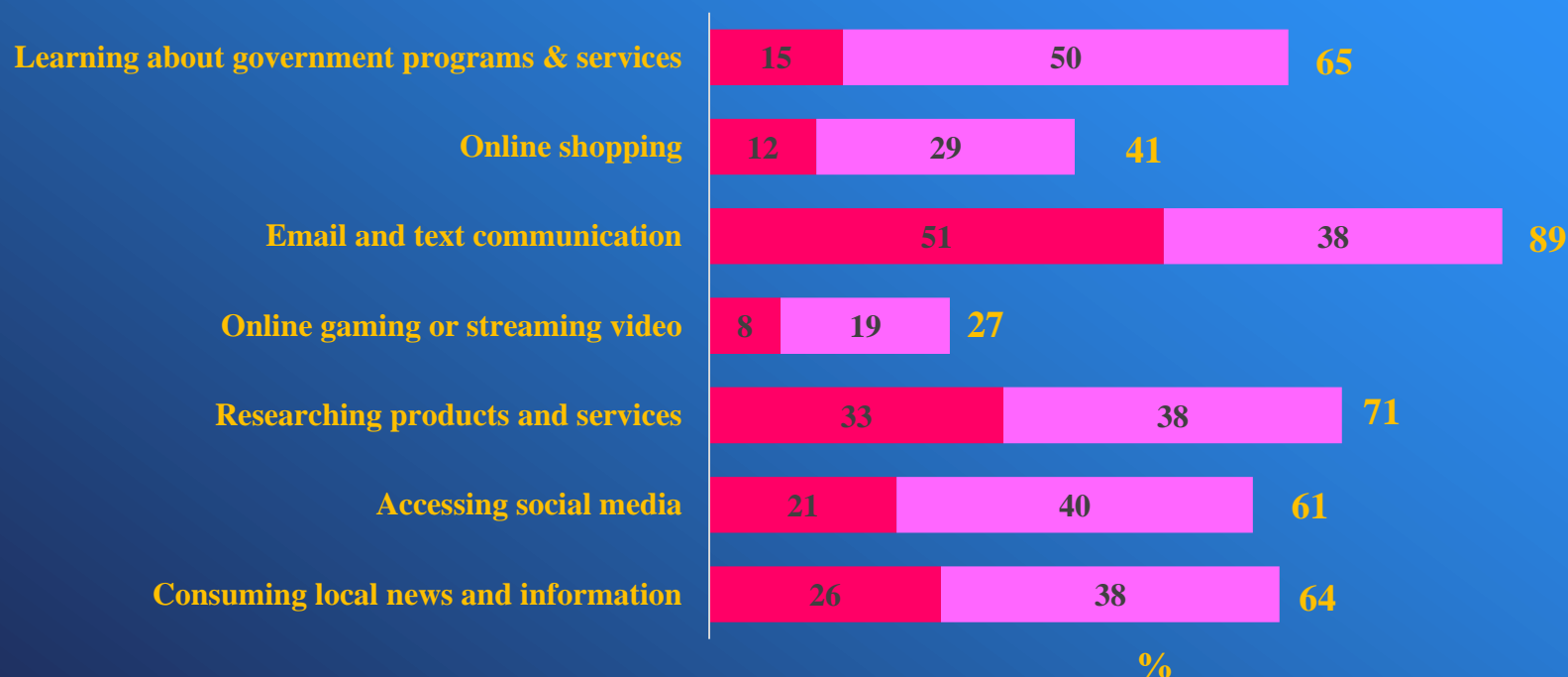
Q. Does your internet connection type at home affect how you use the internet for each of the following activities?



Farmers With Online Access Say Email, Texting and Researching Products and Services Are the Most Important Online Activities for Them

Farmers: Internet is Important For:

■ Very Important ■ Somewhat important



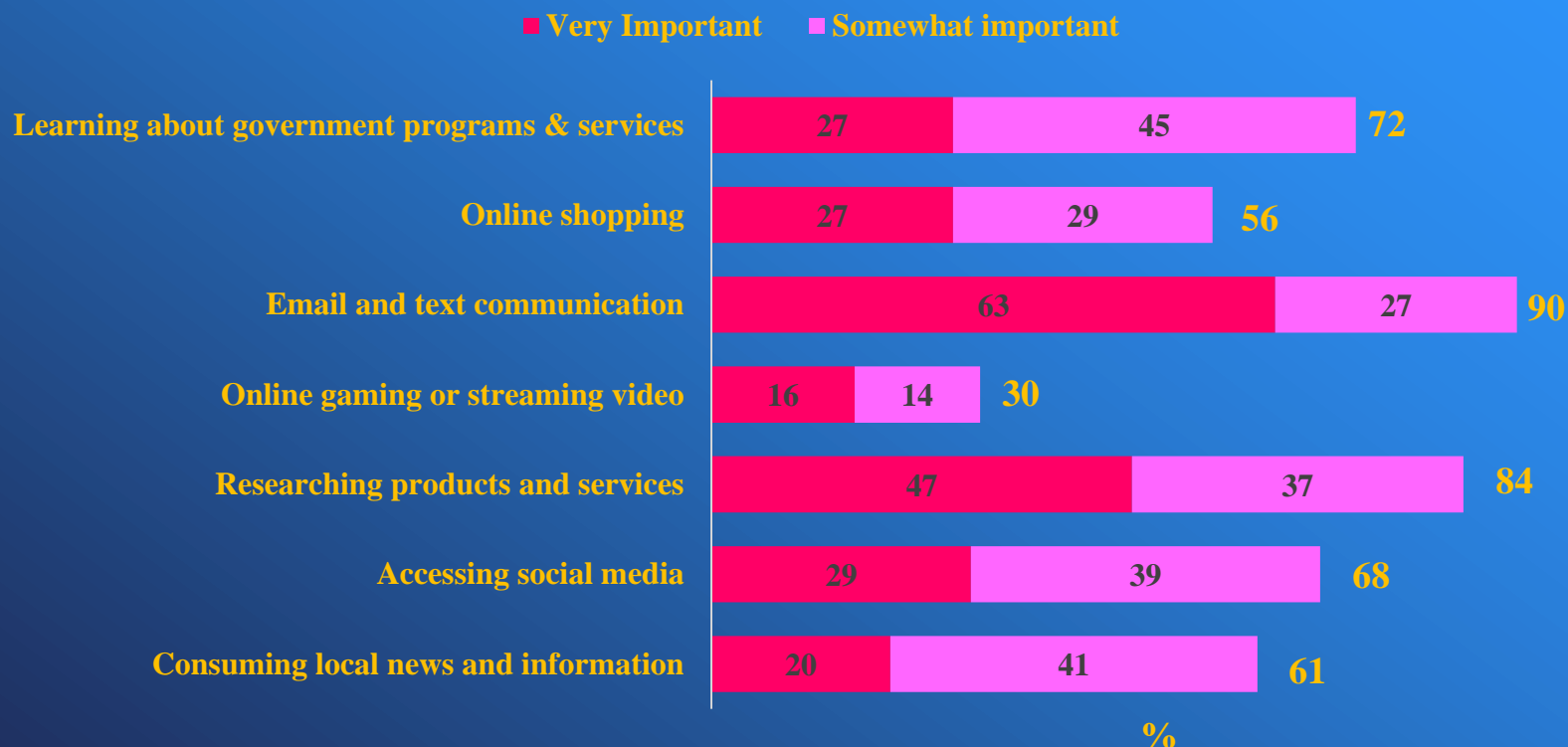
Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally.
For ___ is the internet very important, somewhat important, neither important nor unimportant, somewhat unimportant or very unimportant?



People With Online Access Living in Hamlets/Villages Say Email, Texting and Researching Products and Services Are the Most Important Online Activities for Them

Hamlet/Village Dwellers: Internet is Important For:



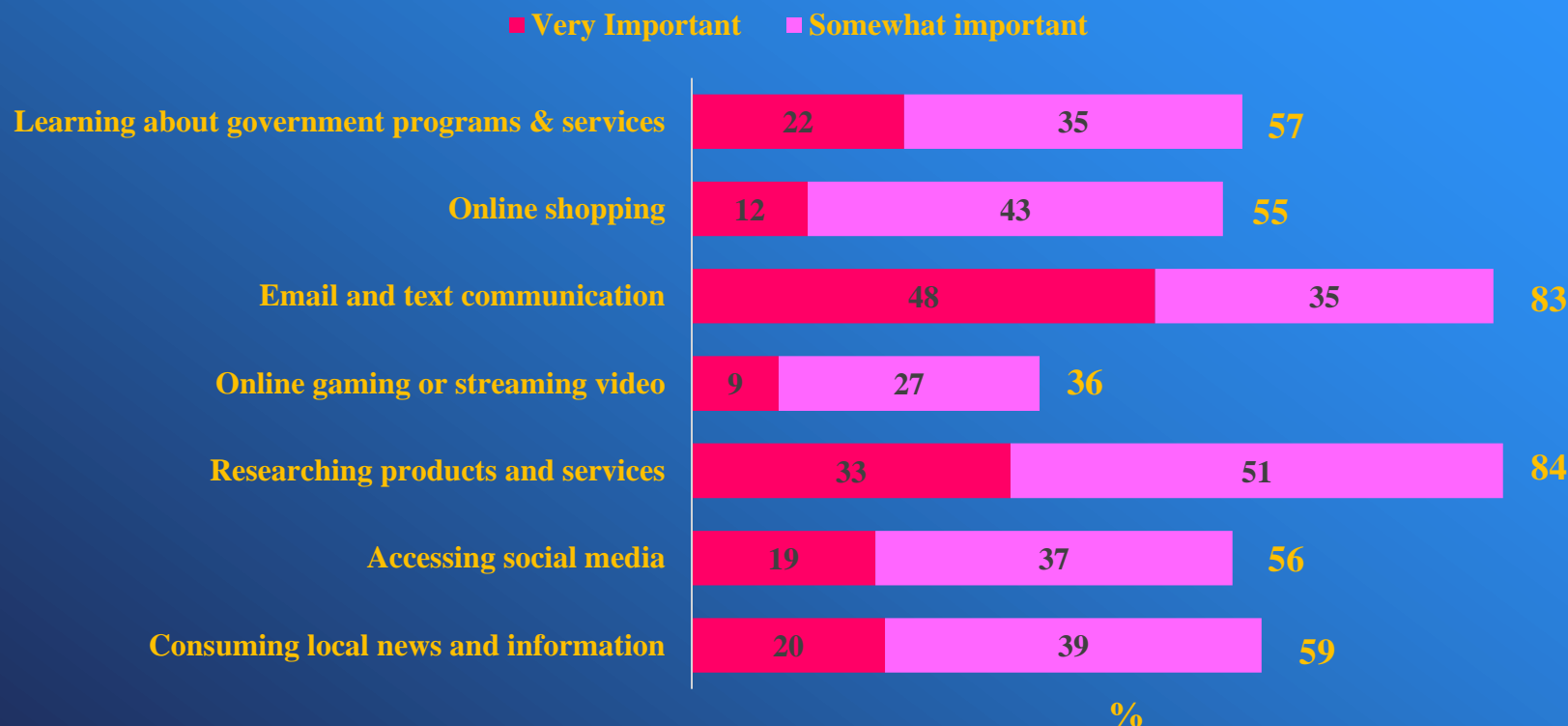
Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally.
For ___ is the internet very important, somewhat important, neither important nor unimportant, somewhat unimportant or very unimportant?



People With Online Access Living in Towns Say Email, Texting and Researching Products and Services Are the Most Important Online Activities for Them

Town Dwellers: Internet is Important For:



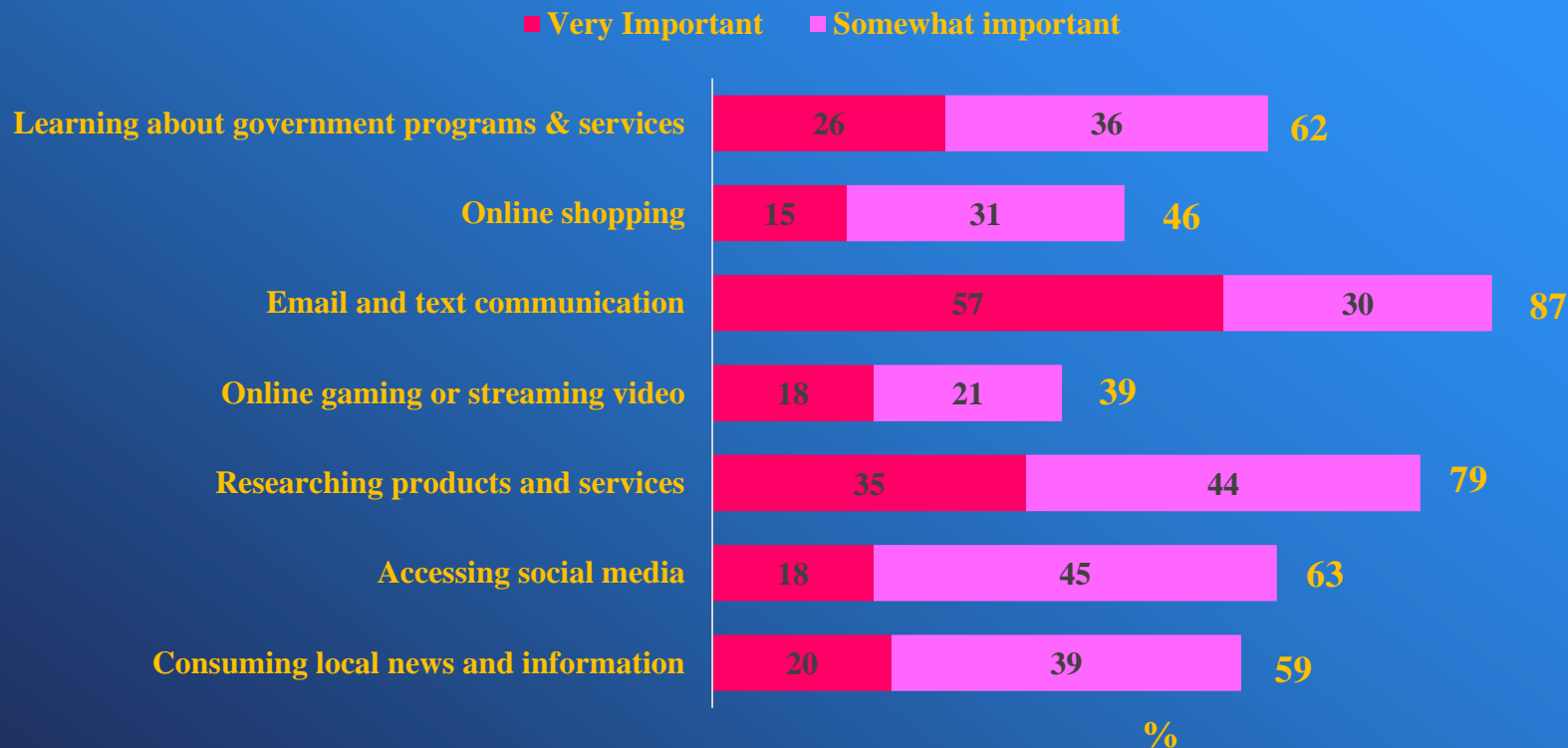
Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally.
For ___ is the internet very important, somewhat important, neither important nor unimportant, somewhat unimportant or very unimportant?



People With Online Access Living in Small Cities Say Email, Texting and Researching Products and Are the Most Important Online Activities for Them

Small Cities People: Internet is Important For:



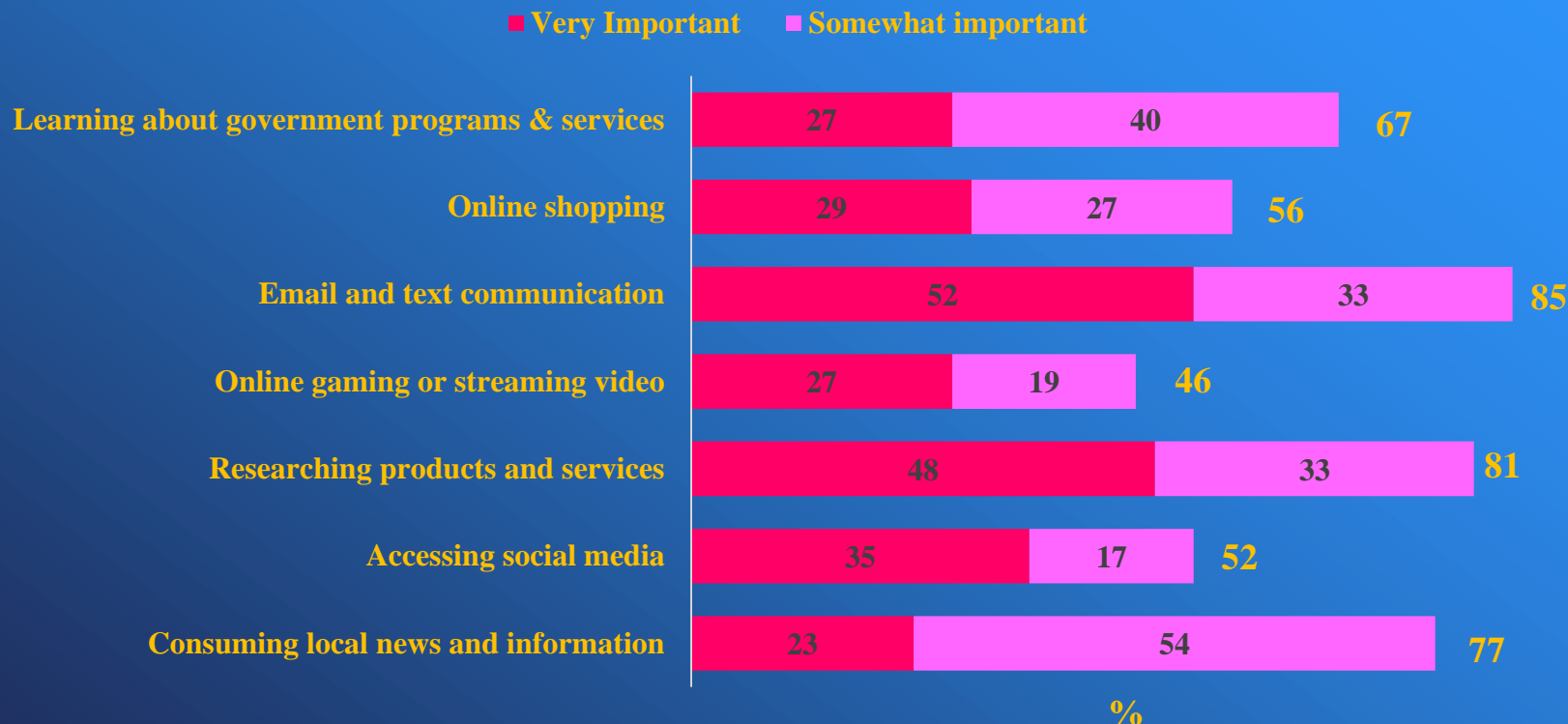
Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally.
For ___ is the internet very important, somewhat important, neither important nor unimportant, somewhat unimportant or very unimportant?



People With Online Access Living in Medium Cities Say Email, Texting, Researching Products and Services and Consuming Local News Are the Most Important Online Activities For Them

Medium City Residents: Internet is Important For:



Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally.
For ___ is the internet very important, somewhat important, neither important nor unimportant, somewhat unimportant or very unimportant?



In All Communities, The Vast Majority of Internet Users Spend Less Than 15 Minutes a Day on Each of the Listed Activities. The Major Exception is Social Media.

Spend 15 minutes or Less Per Day Using Internet For:	Farm	Hamlet/ Village	Town	Small City	Medium City
Local news and information	67%	58%	58%	51%	50%
Social media activities	45%	33%	36%	32%	43%
Research on products/services	49%	37%	53%	55%	45%
Research on local government programs	78%	85%	82%	81%	73%
Research on provincial government programs	81%	71%	86%	81%	67%
Research on federal government programs	82%	89%	88%	81%	71%
Shopping online	73%	63%	82%	69%	69%

Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally. (Don't do activity at all.)

Q. How much time do you personally spend on each of these activities on a typical day?



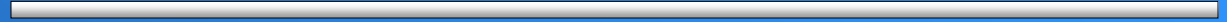
In All Communities, Social Media Activities Dominate the Time People Spend in Online Activities.

Average Minutes Spent Per Day Using Internet For:	Farm	Hamlet/ Village	Town	Small City	Medium City
Local news and information	22.0	25.9	26.1	26.4	32.2
Social media activities	33.3	39.1	41.0	41.9	43.8
Research on products/services	22.6	27.0	27.5	24.8	31.1
Research on local government programs	15.8	14.1	14.9	14.4	19.7
Research on provincial government programs	15.4	14.4	15.0	16.2	18.3
Research on federal government programs	15.3	13.7	14.6	16.8	17.0
Shopping online	21.4	20.6	17.3	19.3	20.2

Q. Please tell me which of the following best describes your internet connection at home.

Q. Please tell me how important each of these activities is for you personally. (Don't do activity at all.)

Q. How much time do you personally spend on each of these activities on a typical day?



Advertising



40% or More of the Residents of Most Communities Included Find Advertising in the Local Community Newspaper Useful.

Reactions to Advertisements in Local Community Newspaper:	Farm	Hamlet/ Village	Town	Small City	Medium City
Find them useful	45%	38%	58%	46%	40%
Don't notice them	14%	17%	10%	12%	10%
Notice but ignore them	27%	21%	24%	19%	26%
Annoyed by them	1%	7%	-	6%	2%
Don't read or look into local community newspaper	12%	17%	8%	17%	22%

Q. In general, which of the following statements best describes how you feel about ads in your local community newspaper?



At Least 6 of 10 Residents in Most Measured Communities Either Ignore or Are Annoyed by Advertisements on Websites.

Reactions to Advertisements on Websites:	Farm	Hamlet/ Village	Town	Small City	Medium City
Find them useful	5%	17%	5%	11%	12%
Don't notice them	13%	10%	11%	11%	10%
Notice but ignore them	32%	34%	32%	29%	33%
Annoyed by them	33%	22%	35%	35%	40%
Never access internet	16%	16%	17%	15%	5%

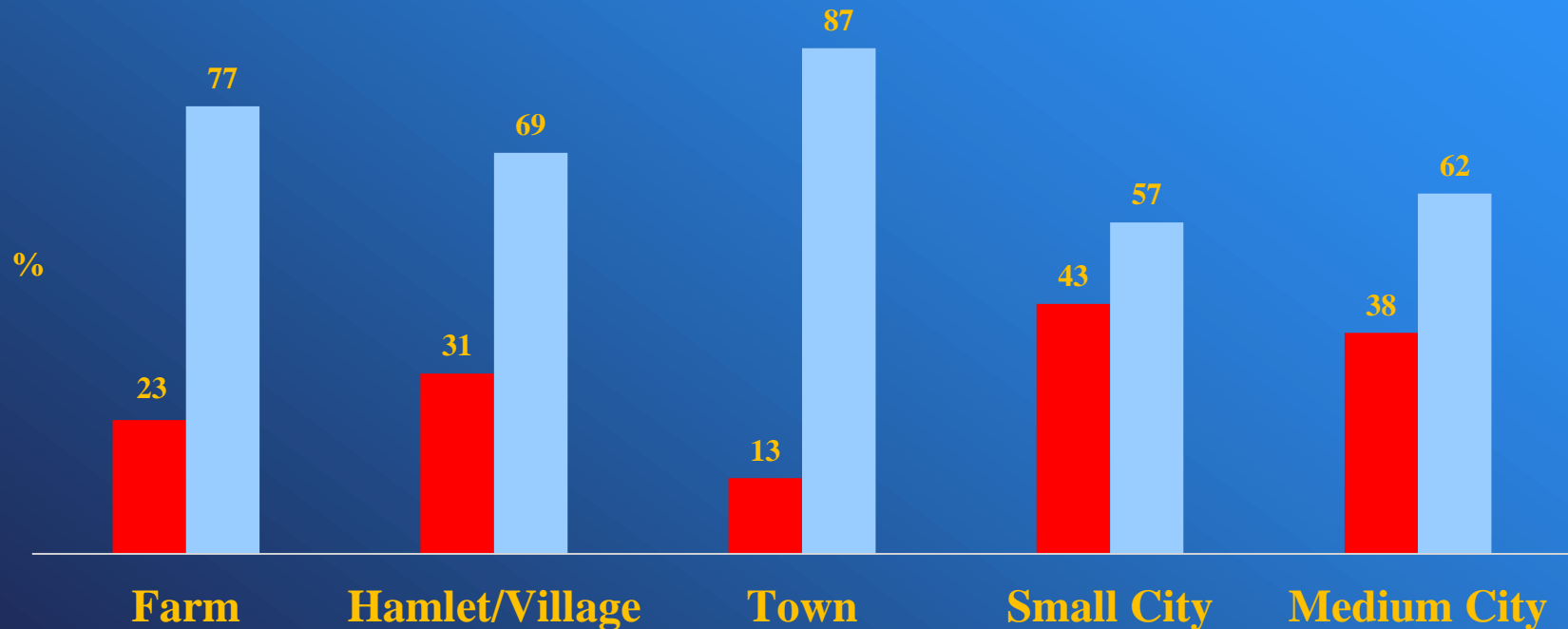
Q. In general, which of the following statements best describes how you feel about ads on websites?



In Most Communities, a Quarter or More of All Respondents Use Ad Blockers On Their Devices

Usage of Ad Blockers

■ Use Ad Blocker ■ Do Not Use



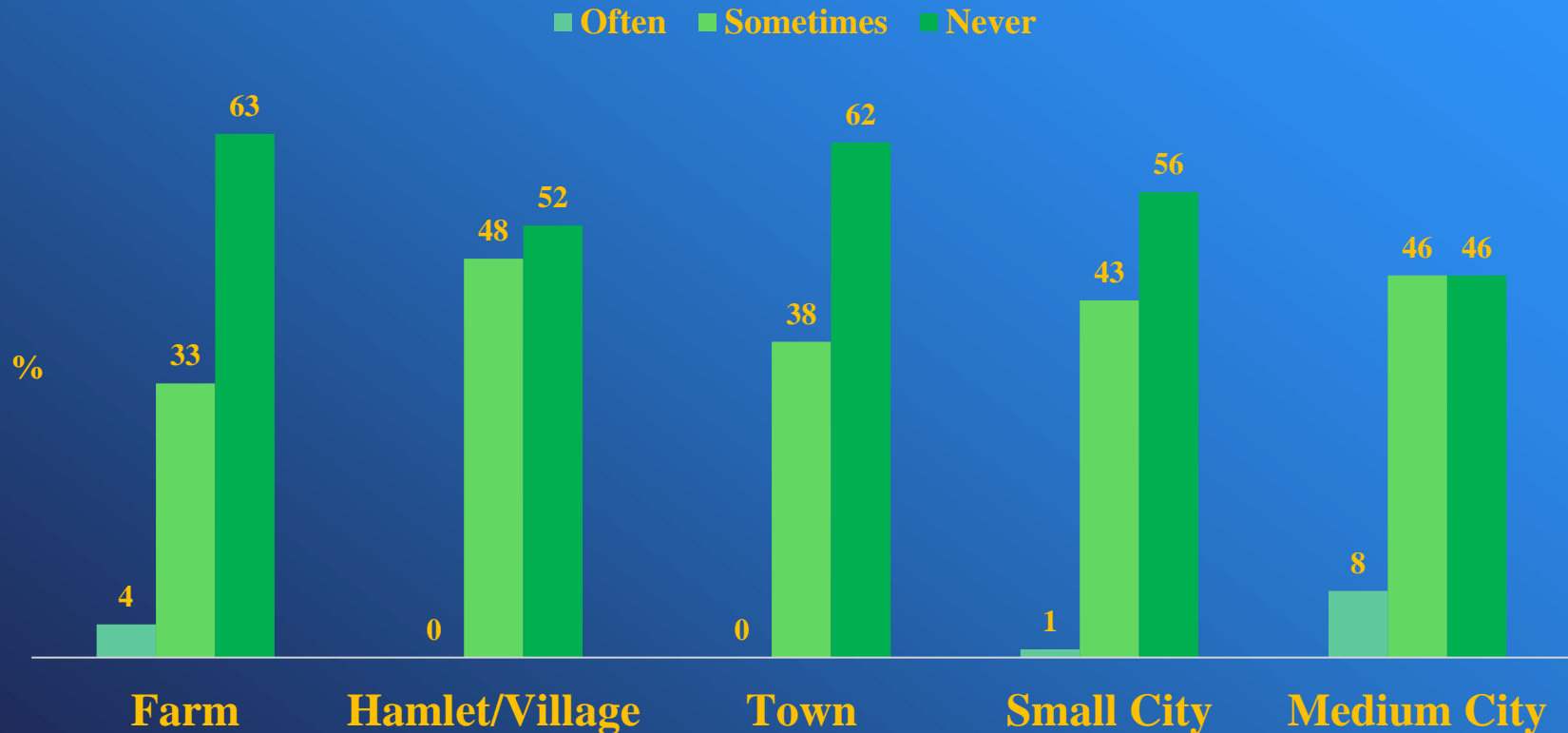
Q. Please tell me which of the following best describes your internet connection at home.

Q. Do you use an ad blocker on any of the devices you use to access the internet?



Most People Say They Never Intentionally Click on Digital Ads to Learn About a Product or Service

Intentionally Click on Ads on Computer, Tablet or Phone



Q. Please tell me which of the following best describes your internet connection at home.

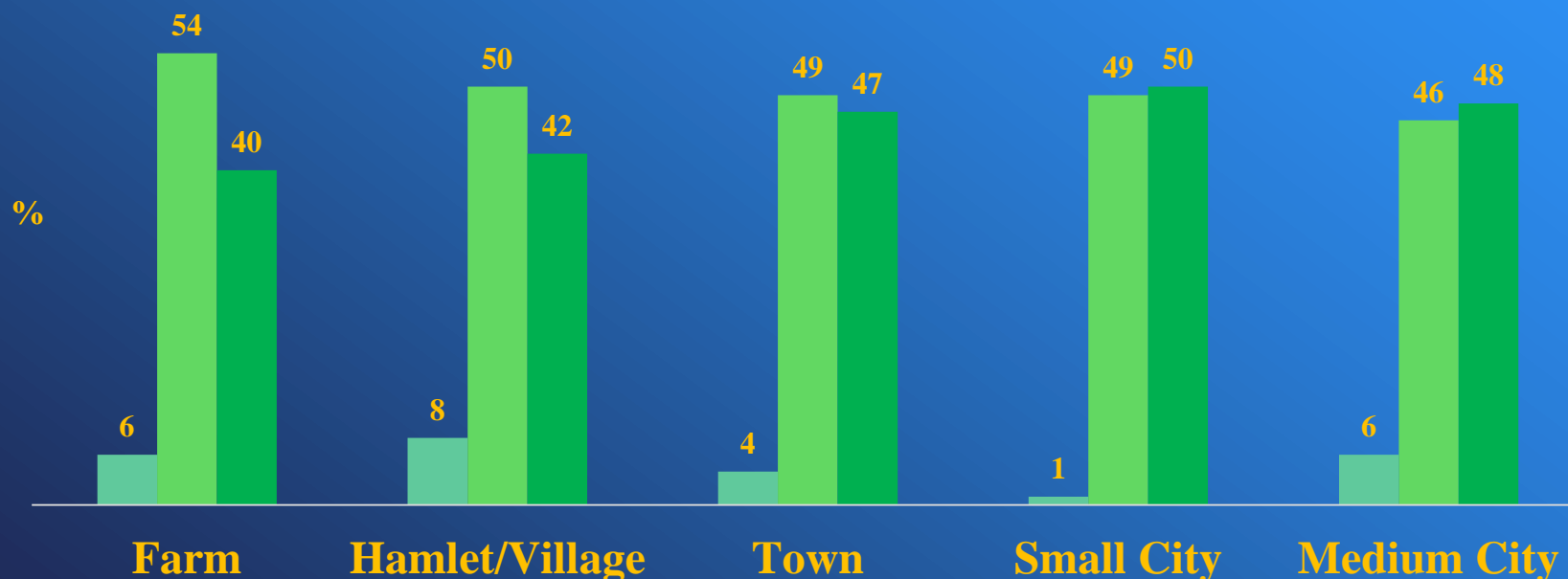
Q. Which of the following best describes how often you intentionally click on ads on your computer, tablet or phone to learn more about a product or service?



Half or More Respondents Say They Accidentally Click on Digital Ads Sometimes or Often

Accidentally Click on Ads on Computer, Tablet or Phone

■ Often ■ Sometimes ■ Never/Don't Know



Q. Please tell me which of the following best describes your internet connection at home.

Q. And which describes how often you accidentally click on ads on your computer, tablet or phone?



People Have Many Reasons For Not Clicking on Digital Ads

Reasons For Not Clicking on Digital Ads:



Q. Which of the following best describes how often you intentionally click on ads on your computer, tablet or phone to learn more about a product or service?

Q. Why do you not click on ads on your computer, tablet or phone?



Automotive Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

Automotive

Most Likely to Inspire Action:	Farm	Hamlet/ Village	Town	Small City	Medium City
Ads in printed local community newspaper	26%	36%	31%	24%	21%
Ads on social media	10%	10%	10%	14%	10%
Ads on a newspaper website	4%	3%	2%	3%	5%
Ads on random websites	12%	10%	6%	15%	10%
Television commercials	13%	10%	26%	18%	19%
Radio Commercials	12%	10%	12%	11%	16%

Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?



Financial Services Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

Financial Services

Most Likely to Inspire Action:	Farm	Hamlet/ Village	Town	Small City	Medium City
Ads in printed local community newspaper	24%	24%	23%	25%	19%
Ads on social media	7%	10%	11%	7%	9%
Ads on a newspaper website	4%	3%	7%	4%	3%
Ads on random websites	5%	17%	9%	9%	10%
Television commercials	9%	14%	19%	14%	22%
Radio Commercials	11%	7%	7%	5%	9%

Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?



Government Services and Programs Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

Government Services and Programs

Most Likely to Inspire Action:	Farm	Hamlet/ Village	Town	Small City	Medium City
Ads in printed local community newspaper	32%	25%	33%	37%	31%
Ads on social media	13%	14%	15%	18%	16%
Ads on a newspaper website	5%	5%	9%	7%	12%
Ads on random websites	10%	17%	13%	14%	16%
Television commercials	12%	14%	24%	16%	21%
Radio Commercials	12%	14%	11%	8%	14%

Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?



Agriculture and Agricultural Services Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

Agriculture and Agricultural Services

Most Likely to Inspire Action:	Farm	Hamlet/ Village	Town	Small City	Medium City
Ads in printed local community newspaper	46%	40%	34%	25%	24%
Ads on social media	15%	9%	6%	11%	3%
Ads on a newspaper website	8%	7%	4%	2%	5%
Ads on random websites	3%	7%	4%	7%	2%
Television commercials	8%	14%	12%	14%	12%
Radio Commercials	14%	10%	13%	7%	12%

Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?



Food, Grocery or Liquor Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

Food, Groceries or Liquor

Most Likely to Inspire Action:	Farm	Hamlet/ Village	Town	Small City	Medium City
Ads in printed local community newspaper	49%	53%	47%	58%	41%
Ads on social media	11%	9%	9%	8%	16%
Ads on a newspaper website	4%	7%	9%	6%	3%
Ads on random websites	1%	7%	5%	11%	9%
Television commercials	9%	9%	17%	15%	21%
Radio Commercials	8%	10%	8%	7%	12%

Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?



Telecommunications Services Ads in the Local Community Newspaper and TV Are Most Likely to Inspire Action By Respondents.

Telecommunications Services

Most Likely to Inspire Action:	Farm	Hamlet/ Village	Town	Small City	Medium City
Ads in printed local community newspaper	13%	21%	24%	18%	19%
Ads on social media	11%	17%	11%	16%	12%
Ads on a newspaper website	3%	3%	4%	4%	-
Ads on random websites	8%	10%	7%	12%	9%
Television commercials	19%	17%	27%	18%	22%
Radio Commercials	8%	14%	8%	9%	14%

Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?



Retail Store Ads in the Local Community Newspaper Are Most Likely to Inspire Action By Respondents.

Retail Stores

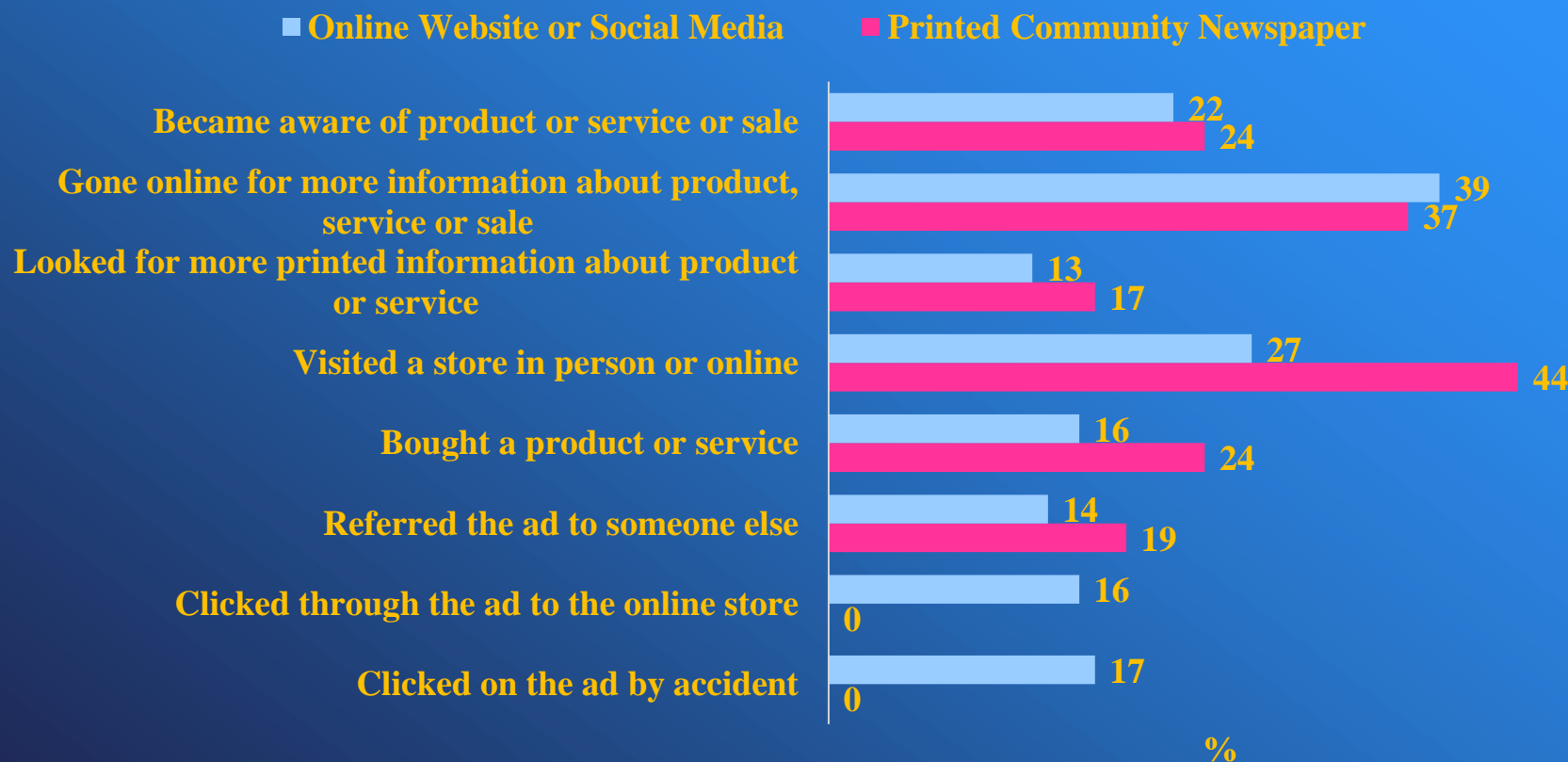
Most Likely to Inspire Action:	Farm	Hamlet/ Village	Town	Small City	Medium City
Ads in printed local community newspaper	43%	34%	36%	45%	38%
Ads on social media	10%	14%	12%	16%	14%
Ads on a newspaper website	2%	7%	3%	6%	7%
Ads on random websites	7%	7%	8%	11%	9%
Television commercials	15%	17%	22%	18%	16%
Radio Commercials	10%	14%	14%	12%	14%

Q. For each of the products and services I will mention, please tell me which media contain ads most likely to inspire action by you by, for example, visiting a store or dealer, asking for more information, visiting a website, purchasing a product or service etc.?



Ads in the Local Community Newspapers Produce More Activity Than Online Among Consumers in Every Virtually Every Respect, While Only 1 in 6 Click Online Ads Intentionally

Action Taken After Seeing an Ad



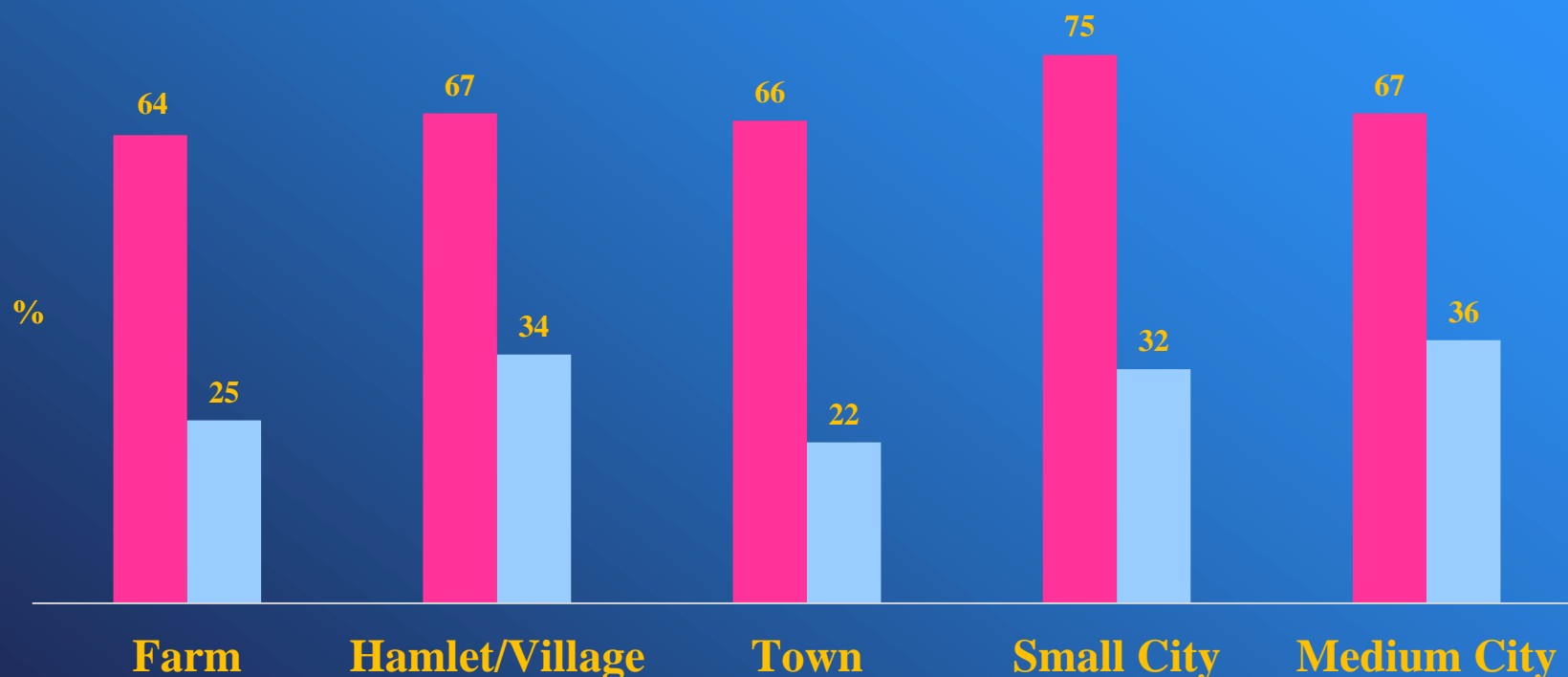
Q. Which of the following actions have you taken as a result of seeing an ad in your local community newspaper/online either on a website or social media?



People in All Communities Are Much More Likely to Look Into Printed Than Online Flyers

Looked Into Flyers in Past Week

■ Printed Flyers ■ Online Flyers



Q. Have you personally looked into a printed flyer in the past week?

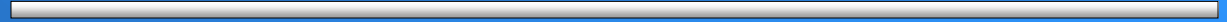
Q. Have you personally looked into an online flyer in the past week?



Most People Prefer to Receive Flyers With Their Local Printed Newspaper.

Preferred Method to Receive Flyers:	Farm	Hamlet/ Village	Town	Small City	Medium City
With my printed local newspaper	40%	31%	37%	34%	31%
On my local newspaper's website	2%	3%	4%	5%	7%
On a flyer website	3%	7%	3%	4%	5%
On a manufacturer, brand or store website	9%	7%	4%	2%	2%
With my general mail	24%	26%	31%	23%	28%
By email	12%	14%	4%	12%	17%
Other	2%	3%	-	6%	2%
Prefer not to get flyers at all	8%	9%	17%	14%	9%

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



Community and Demographics



Nine of Ten Respondents Rate Their Community Excellent or Good as a Place to live.

Rating of Community

As a Place to Live, Community Is:	Farm	Hamlet/ Village	Town	Small City	Medium City
Excellent	56%	52%	43%	52%	43%
Good	31%	34%	42%	39%	45%
Fair	8%	12%	13%	5%	10%
Poor	4%	2%	-	3%	-
Don't Know	1%	-	2%	1%	2%

Q. Overall, how would you rate your community as a place to live?



Province and Gender

Province and Gender:	Farm	Hamlet/ Village	Town	Small City	Medium City
<u>Province:</u>					
Alberta	100%	100%	100%	100%	100%
<u>Gender:</u>					
Male	57%	55%	51%	49%	50%
Female	42%	43%	48%	51%	50%
Refused	1%	2%	1%	-	-

Q. In which province or territory do you live?

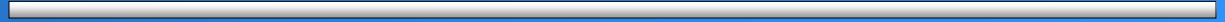
Gender recorded, not asked



Age Group

Age Group:	Farm	Hamlet/ Village	Town	Small City	Medium City
18 – 24	1%	2%	3%	1%	3%
25 – 34	5%	3%	7%	3%	5%
35 - 44	8%	16%	16%	9%	10%
45 – 54	19%	10%	12%	24%	16%
55 - 64	25%	40%	23%	24%	24%
65 and older	41%	27%	37%	35%	41%
Refused	1%	2%	2%	3%	-
AVERAGE (Years)	61.9	59.2	59.0	60.6	60.9

Q. In which of the following age groups do you belong?



Technical Details



Study Details

Interview Timing

December 2019/January 2020

CATI Interviews

Market Pulse

Study Management

Totum Research

Geographic Coverage

Alberta Communities <100K

Plus Active Farmers

Margin of Error

400 Interviews = $\pm 4.9\%$

At 95% confidence level

400 Adult Canadians Interviewed

100 Farm

100 Small Town/Village (<10K population)

100 Small city/Large Town (10K – 50K population)

100 Medium City (50K to 100K population)

Random Household Selection

Alberta 400 Interviews

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