

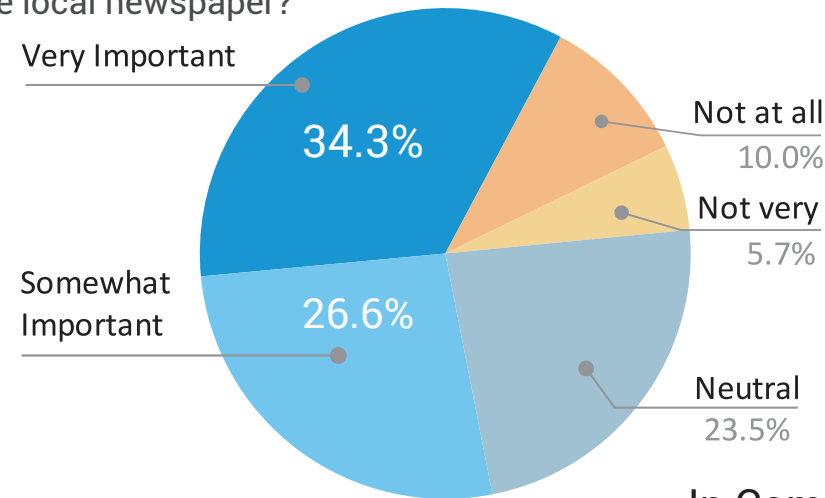
# How Geography Impacts Media Access, Usage and Engagement



Alberta Communities: Population <100,000

## Importance of Supporting Newspaper Advertisers

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

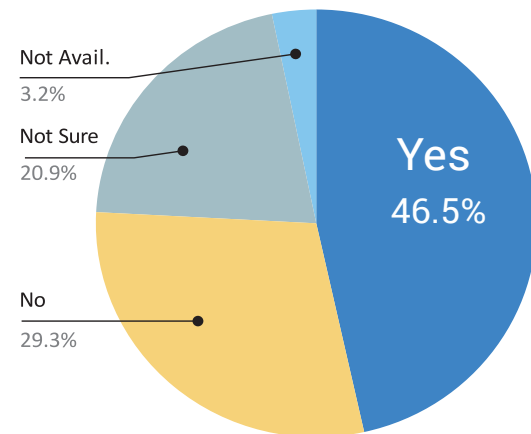


This response of value and trust was shared equally between Men & Women and all three polled age groups (Under 45, 45- 64 and 65 & older)

In Communities <100,000 people said they **value their local newspaper and its advertisers**. They intend to turn that value and trust into patronage

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

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

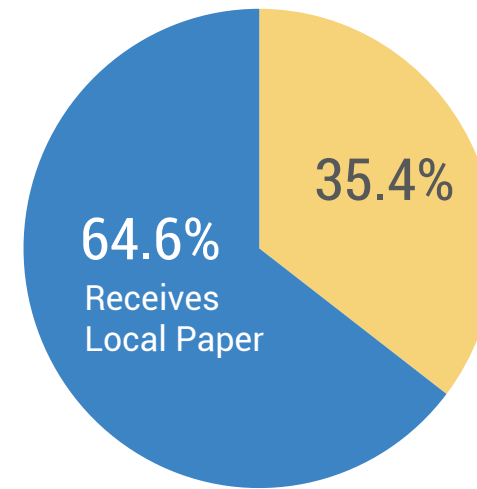


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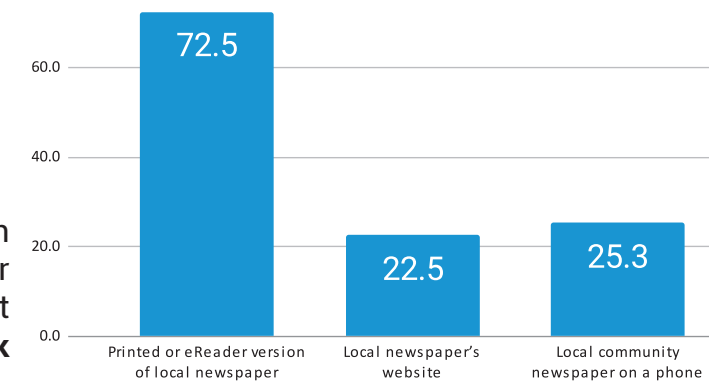
Alberta Communities: Population <100,000

## 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**

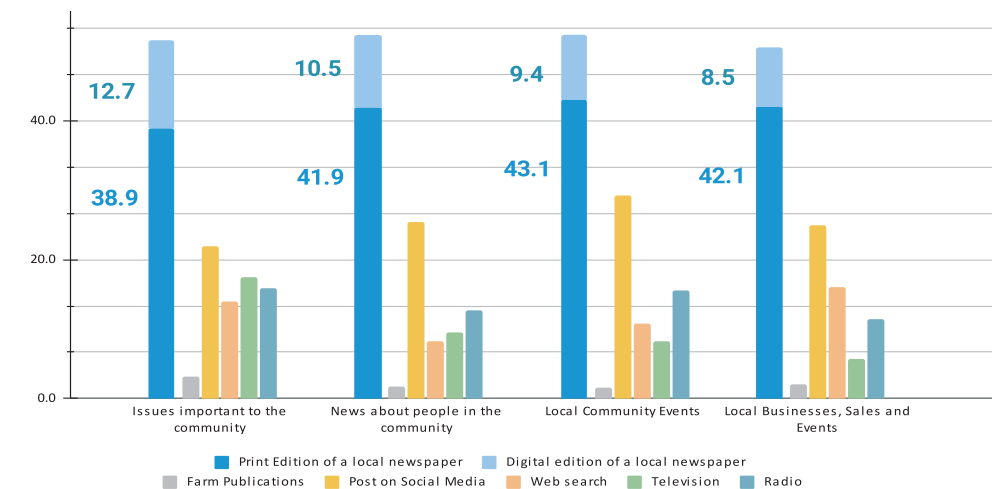


Community Newspapers are well received and remain the **preferred platform** for local topics of interest



**64%** of respondents said each edition had multiple readers in the household

## Preferred Media to Receive Information



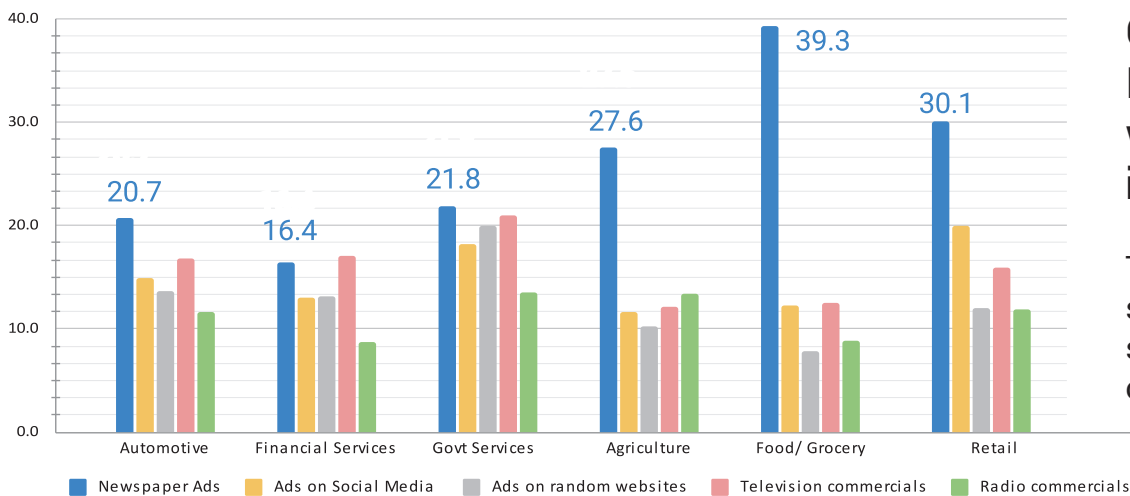
# How Geography Impacts Media Access, Usage and Engagement



## Alberta Communities: Population <100,000

### Community Newspaper Advertising

Media in which Ads Inspire Action

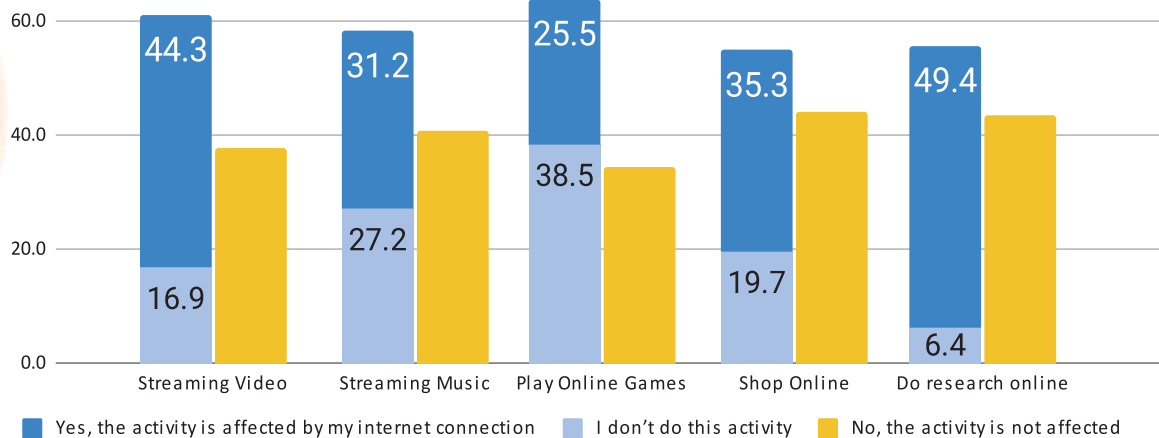


Ads in their Community Newspapers were **more likely to inspire action**

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

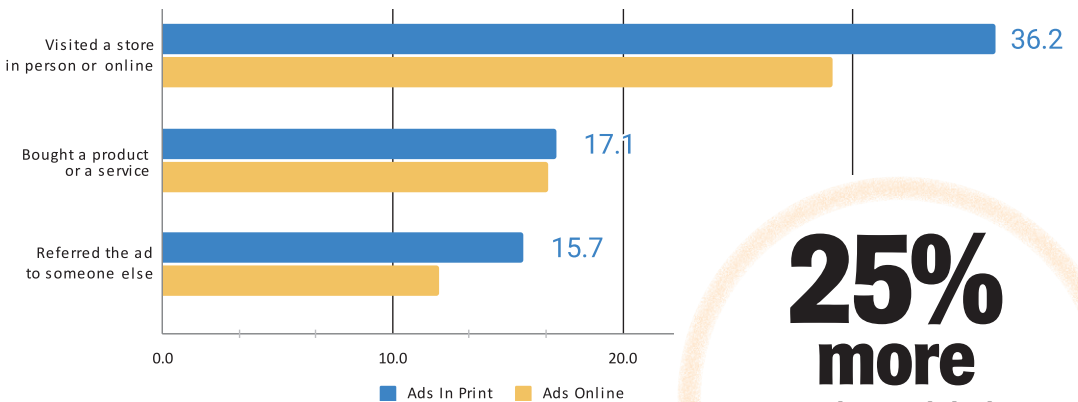


Households access the internet using various connection methods, including wired, satellite, mobile, even dial-up. The quality of internet connection often **limits many of their online activities**

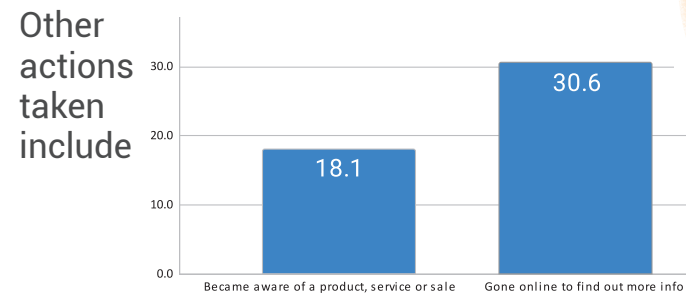
This ad motivation triggering a store visit is shared equally between Men & Women and all three polled Age Groups (Under 45, 45- 64 and 65 & Older)



Actions taken after seeing Advertising

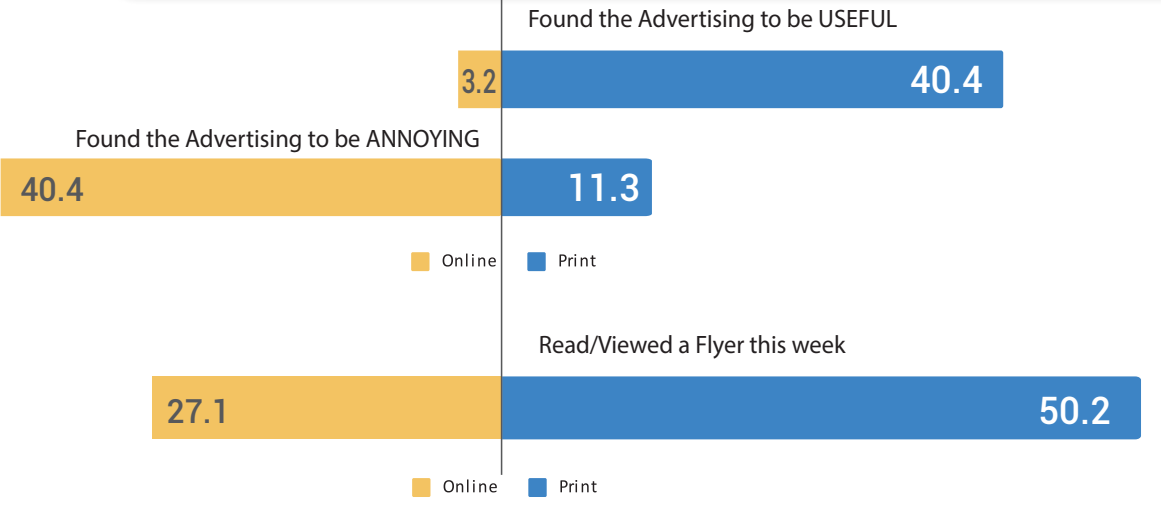


**25% more** people said they visited a store after seeing an ad in print versus an ad online



**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