

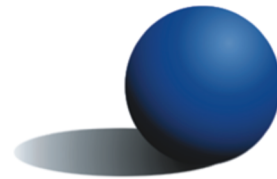
Usage and Engagement Survey: July/August 2021

How Geography Impacts Media Access, Usage and Engagement

Alberta Medium Size Cities: Population 50,000-100,000

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



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- **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

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1.

Receipt and Readership of the Local Community Newspaper

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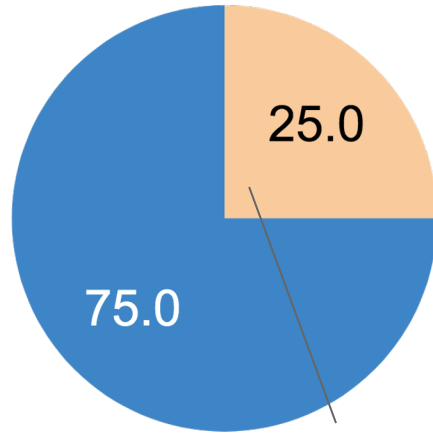
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Alberta Medium Size Cities: Population 50,000-100,000

75% of respondents in communities pop. 50,000-100,000 access their community paper in some form in a typical week.

Medium size cities

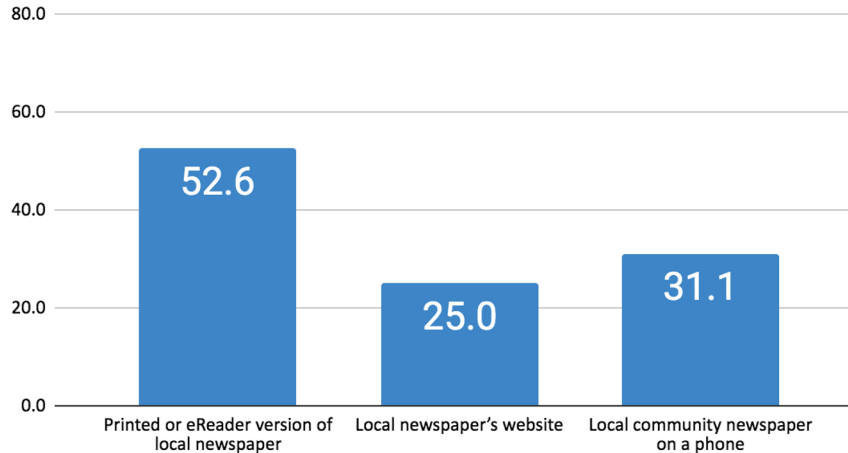
Reads Local Paper



Does not read

How the newspaper is read

Medium size cities



Q5-6

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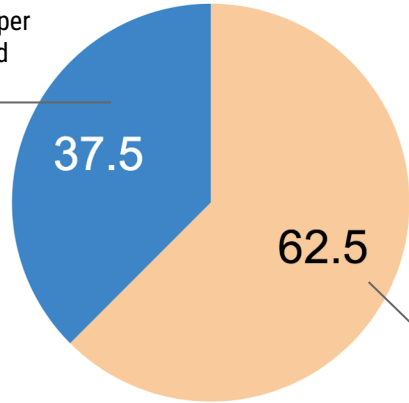
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Alberta Medium Size Cities: Population 50,000-100,000

38% of respondents in communities pop. 50,000-100,000 reported receiving a printed community paper in their home in the last 7 days.

Medium Size Cities

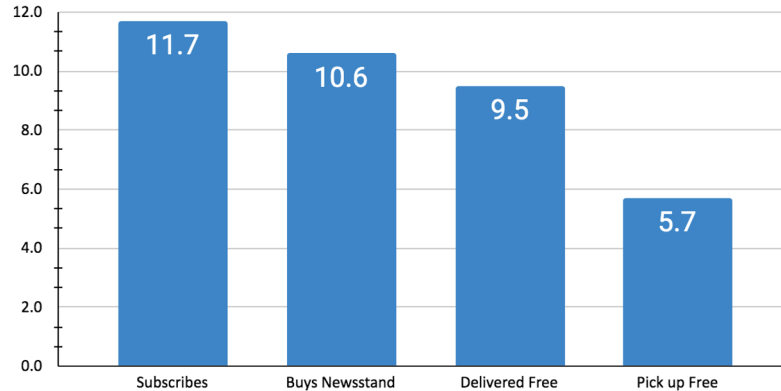
Receives Paper
In Household



Does not
receive

How papers are received

Medium Cities



Q4

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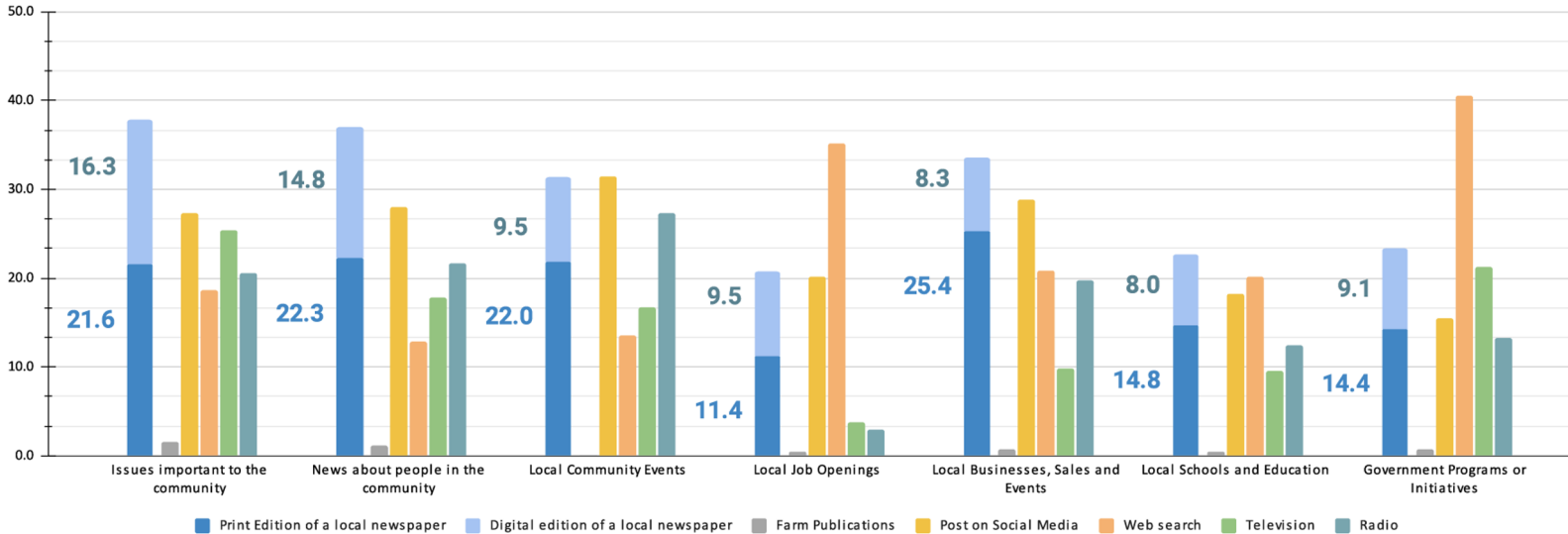
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Alberta Medium Size Cities: Population 50,000-100,000

In Medium-Sized Cities, Community Newspapers remain a preferred platform to receive information on most topics of interest

Preferred Media to Receive Information about Local Topics:

Med. City



Q3

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

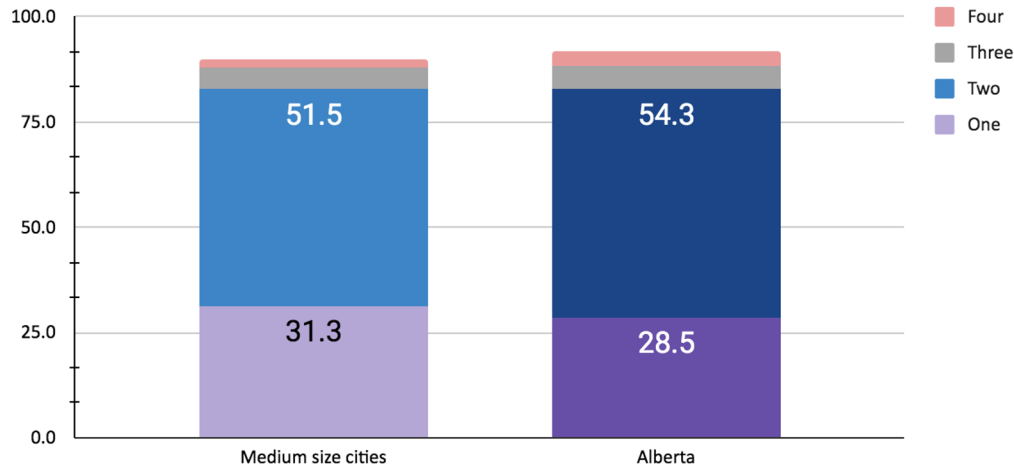
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Alberta Medium Size Cities: Population 50,000-100,000

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

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



Q8

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2.

Internet Connection Type and Impact on Online Activities

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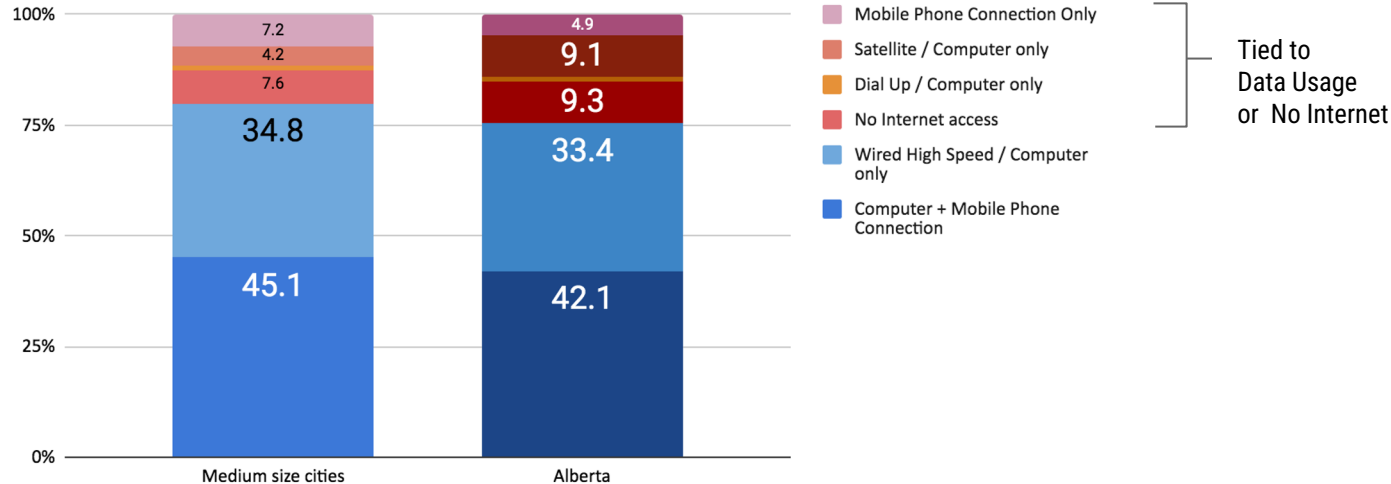


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Alberta Medium Size Cities: Population 50,000-100,000

Respondents access the internet in various ways with **20%** of the households reporting either **No Internet or Internet tied to Data Usage**

Home Internet Connection Type



Q10

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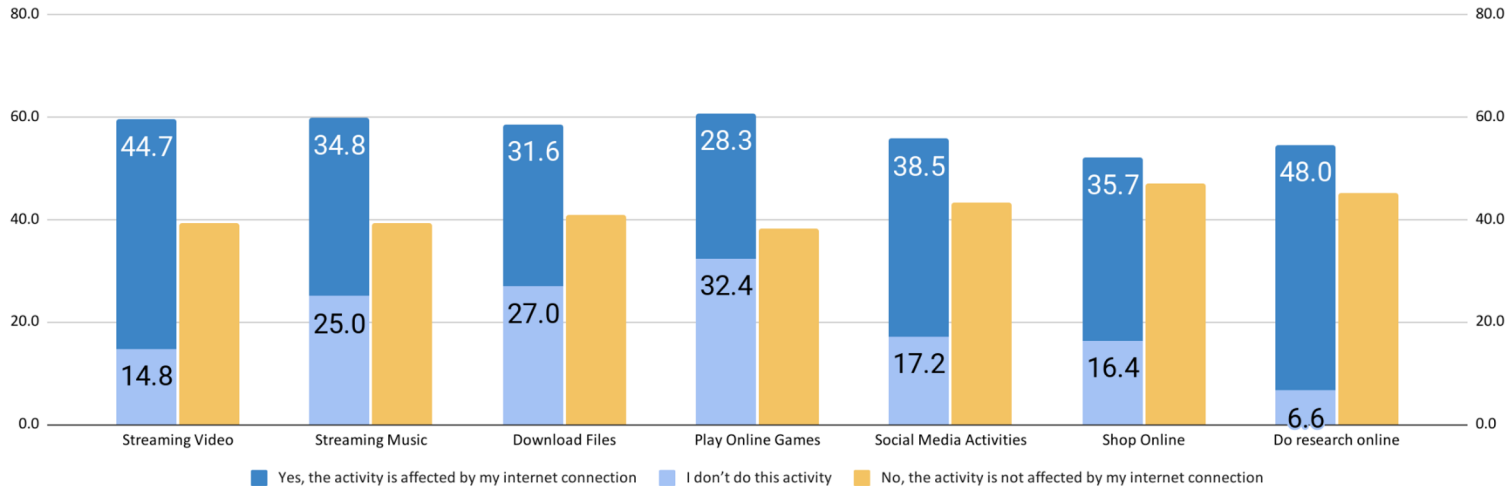
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Alberta Medium Size Cities: Population 50,000-100,000

Respondents in communities pop. 50,000-100,000 say that their quality of internet service at home affects many of their online activities

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

Medium size city



Q11

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

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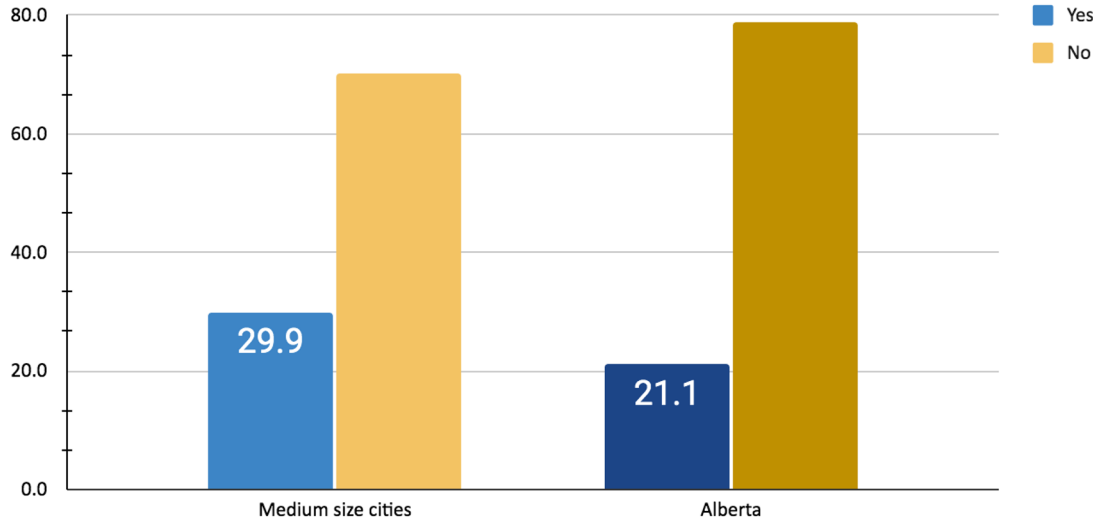


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Alberta Medium Size Cities: Population 50,000-100,000

Respondents in communities pop. 50,000-100,000, were more likely to be visiting a newspaper's web site for **posted stories/content** than in smaller measured communities

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



Q9

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3.

Advertising - Print, Online and Flyers

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

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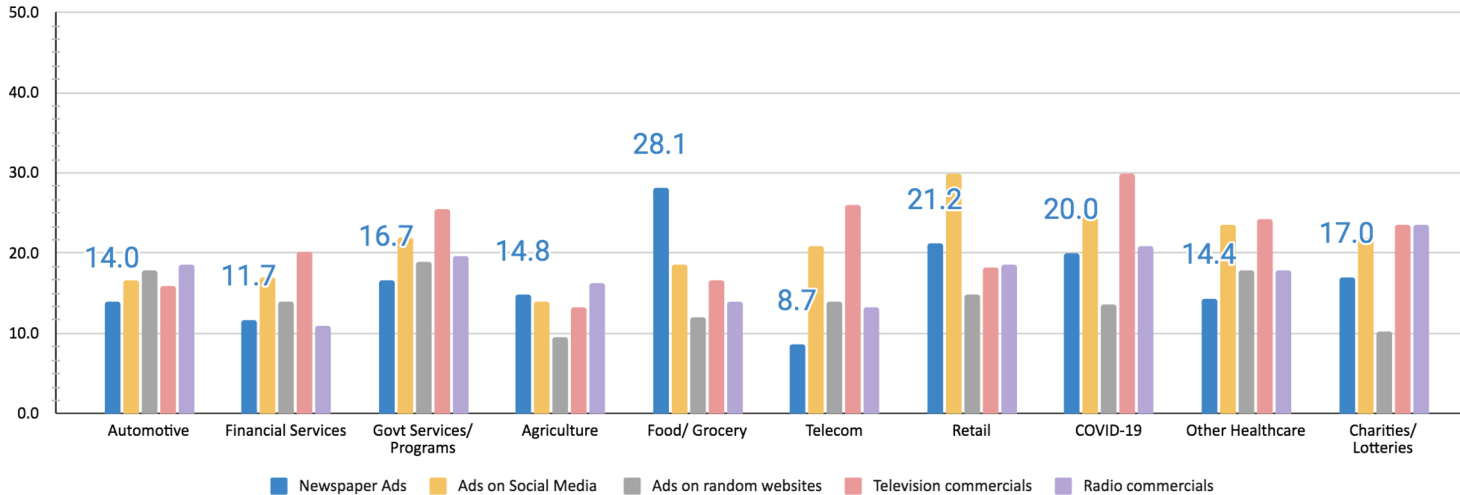
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Alberta Medium Size Cities: Population 50,000-100,000

In communities pop. 50,000-100,000, respondents indicated that while newspaper ads did inspire action the levels of 'Inspire' were lower than in smaller communities.

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

Medium Sized City



Q18

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

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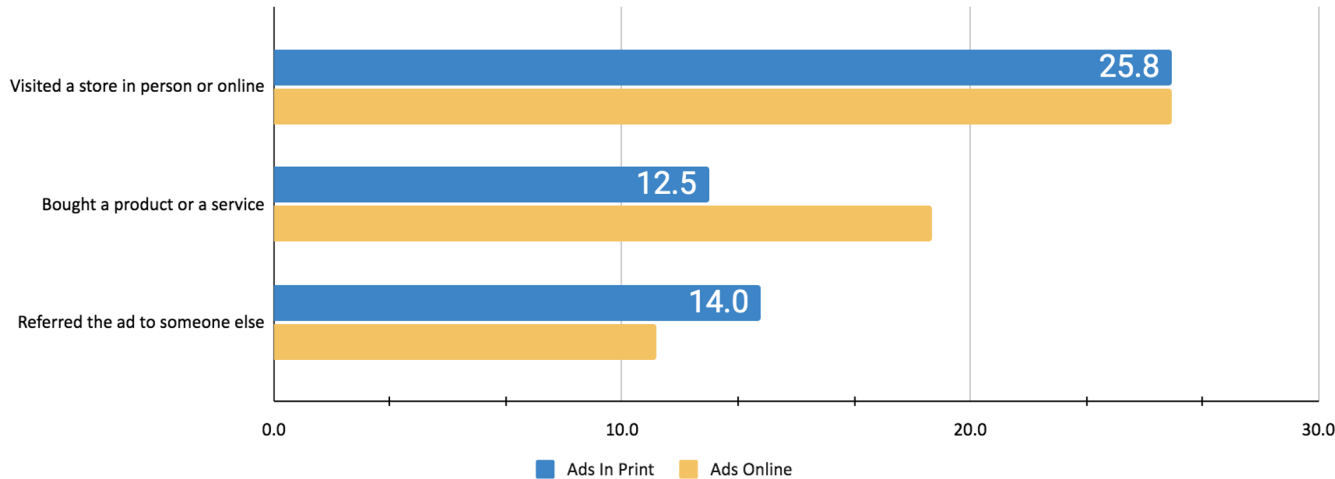


Alberta Medium Size Cities: Population 50,000-100,000

Ads in Local Community Newspapers were **just as likely** to inspire a visit, a purchase or a referral than ads on websites or social media

Actions taken after seeing advertising

Medium Sized Cities



Q19-20

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

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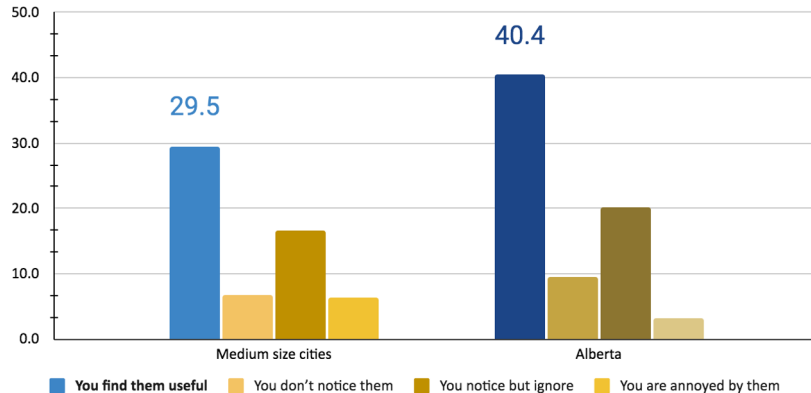


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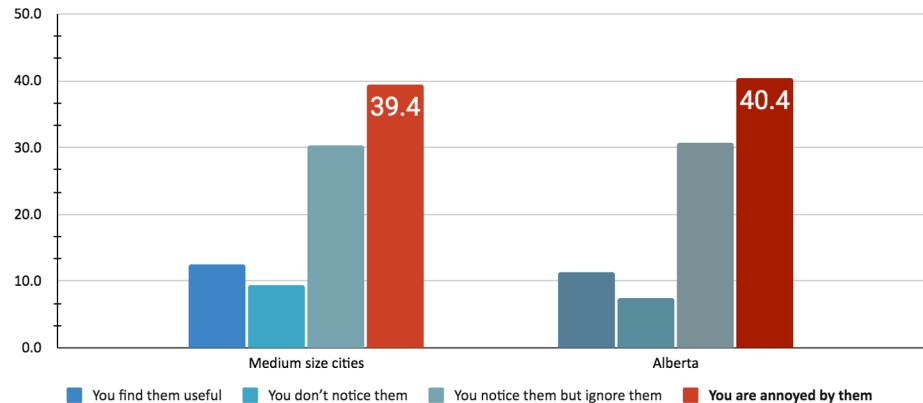
Alberta Medium Size Cities: Population 50,000-100,000

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

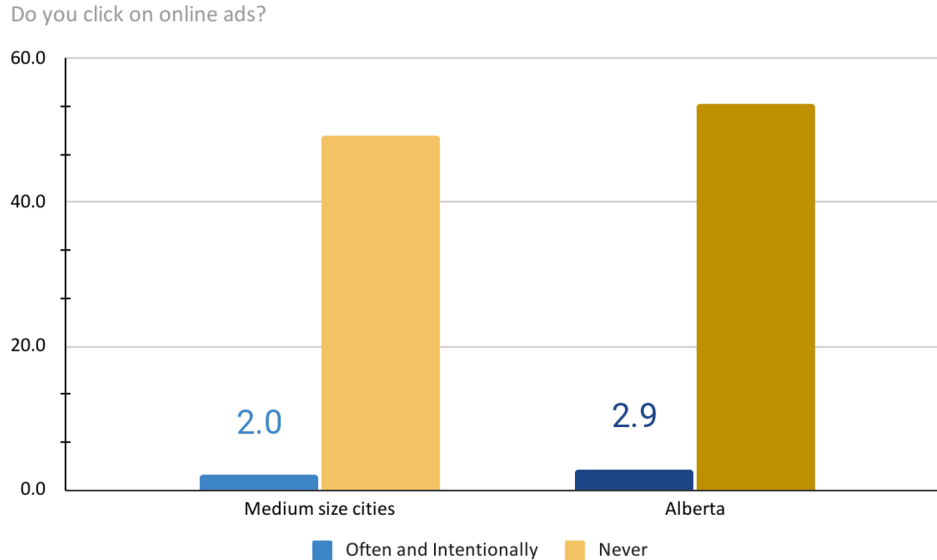
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Alberta Medium Size Cities: Population 50,000-100,000

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



Q17-18

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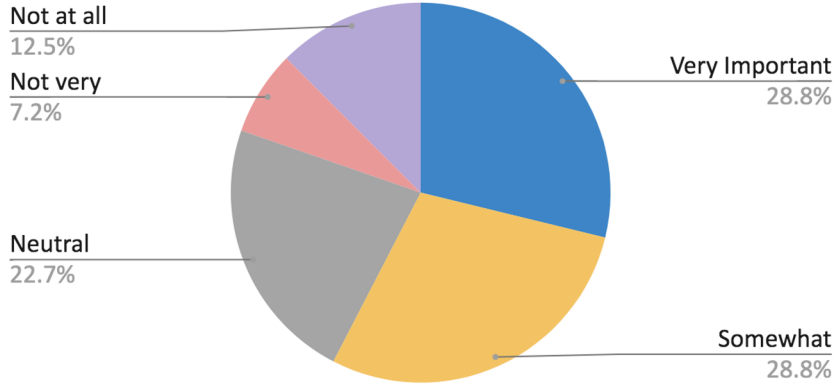


Alberta Medium Size Cities: Population 50,000-100,000

The majority of respondents indicated it is important to be supporting companies that advertise in the local newspaper. They also said that will be more likely to buy from companies that advertise in the local printed newspaper in the future.

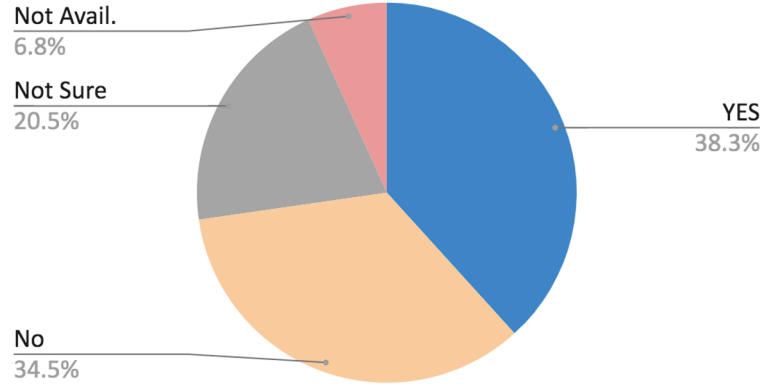
How important is it to buy from companies that advertise in your local newspaper?

Medium size cities



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

Medium size cities



Q25-26

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

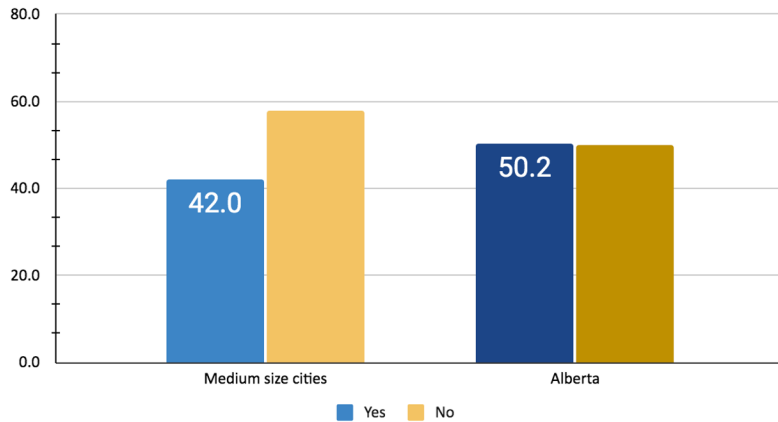
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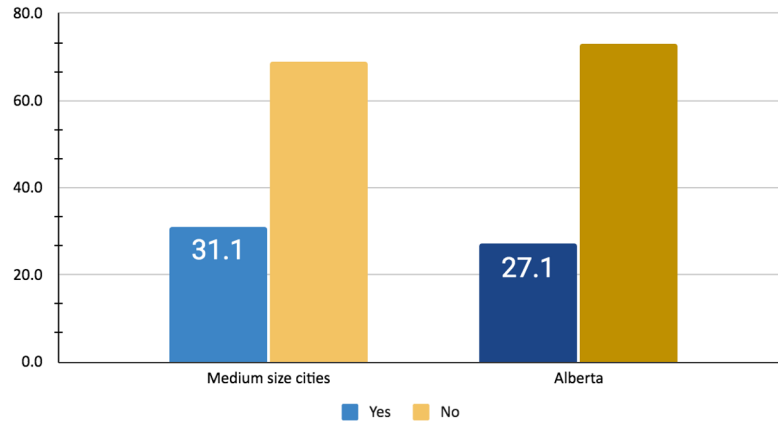
Alberta Medium Size Cities: Population 50,000-100,000

Printed flyer readership in Medium-Sized Cities remains strong.

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

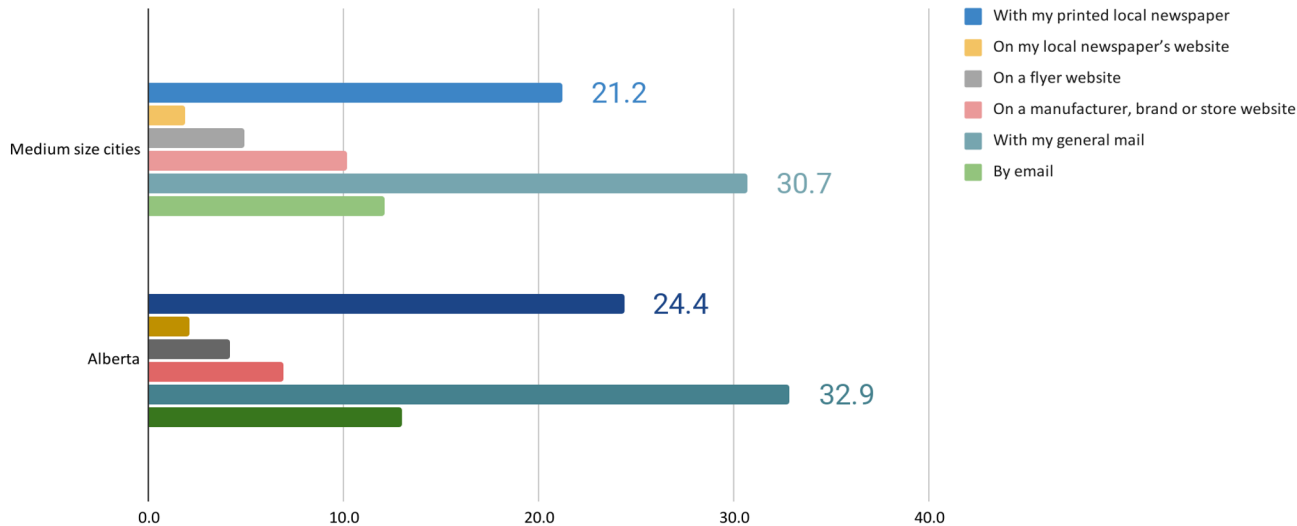
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Alberta Medium Size Cities: Population 50,000-100,000

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

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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

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Margin of Error

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



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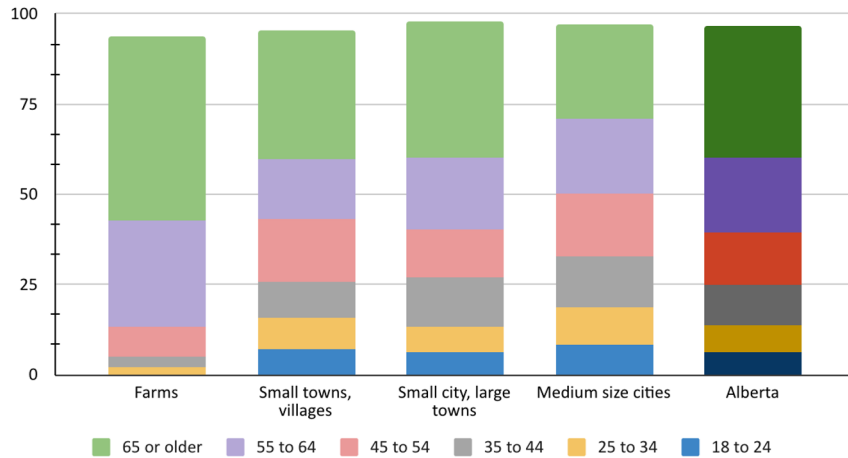
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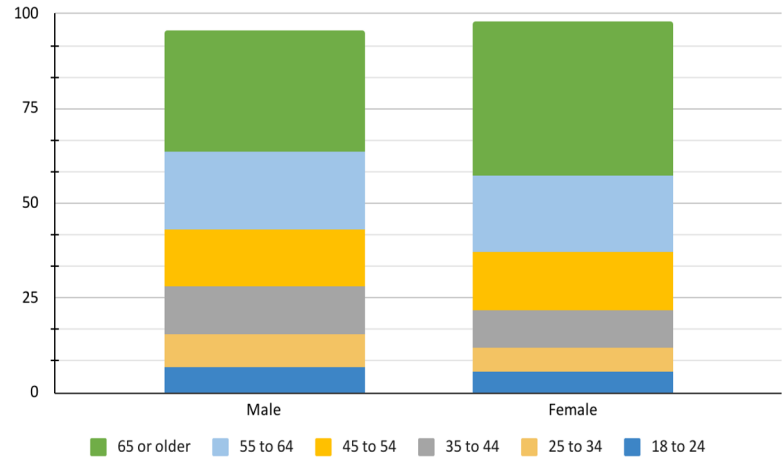
Study Details

Participants by Age

Age Groups



Male and Female



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

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