

# How Geography Impacts Media Access, Usage and Engagement

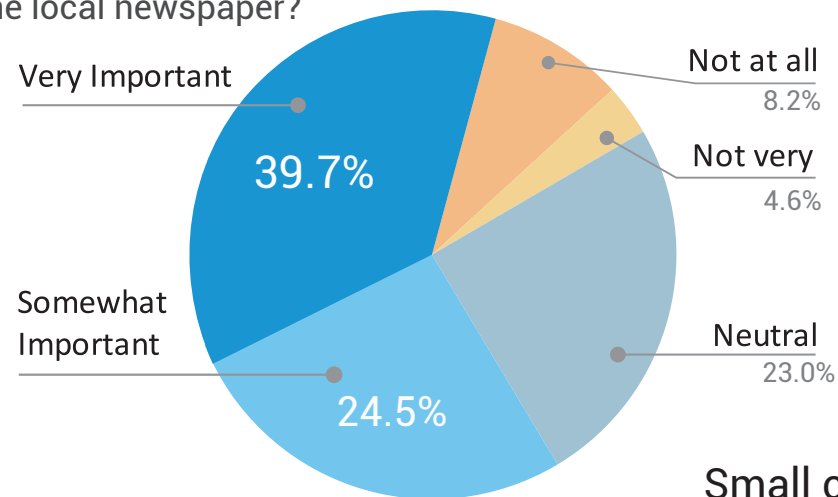
# How Geography Impacts Media Access, Usage and Engagement

Small Cities/Large Towns: Population 10,000-50,000

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## Importance of Supporting Newspaper Advertisers

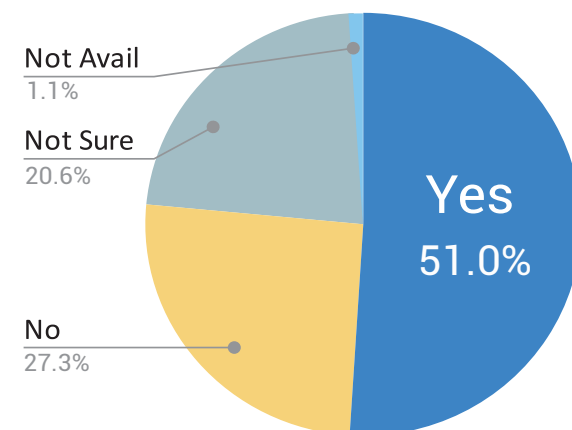
How important is it to buy from companies that advertise in the local newspaper?



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)

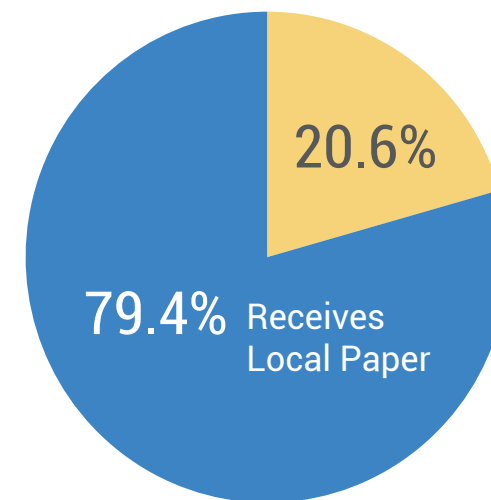
Small cities/large towns respondents value their local newspaper and its advertisers. They intend to turn that value and trust into patronage

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



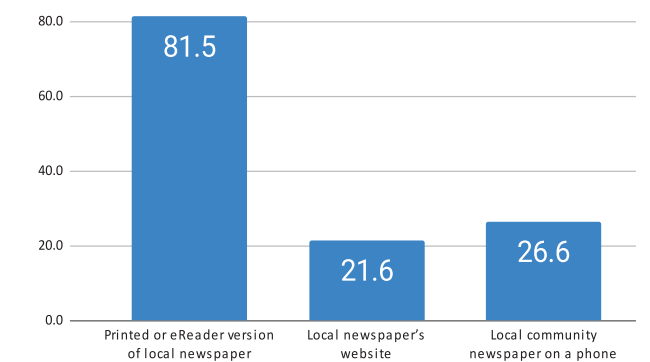
For more information on the 2021 Totum Research Media Study contact AdCanada Media Inc. [info@adcanadamedia.ca](mailto:info@adcanadamedia.ca)

## Receipt of and Readership of the Community Newspaper



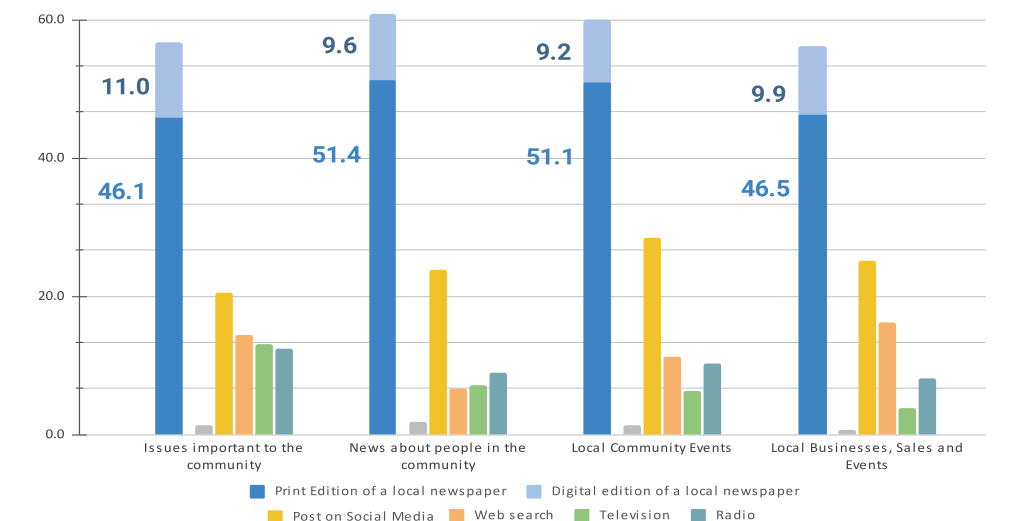
6.7% via Subscription | 1.8% via Newsstand  
51.4% via Free Delivery | 19.5% via Free Pickup

**82%** 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



**82%** of respondents in small cities 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.

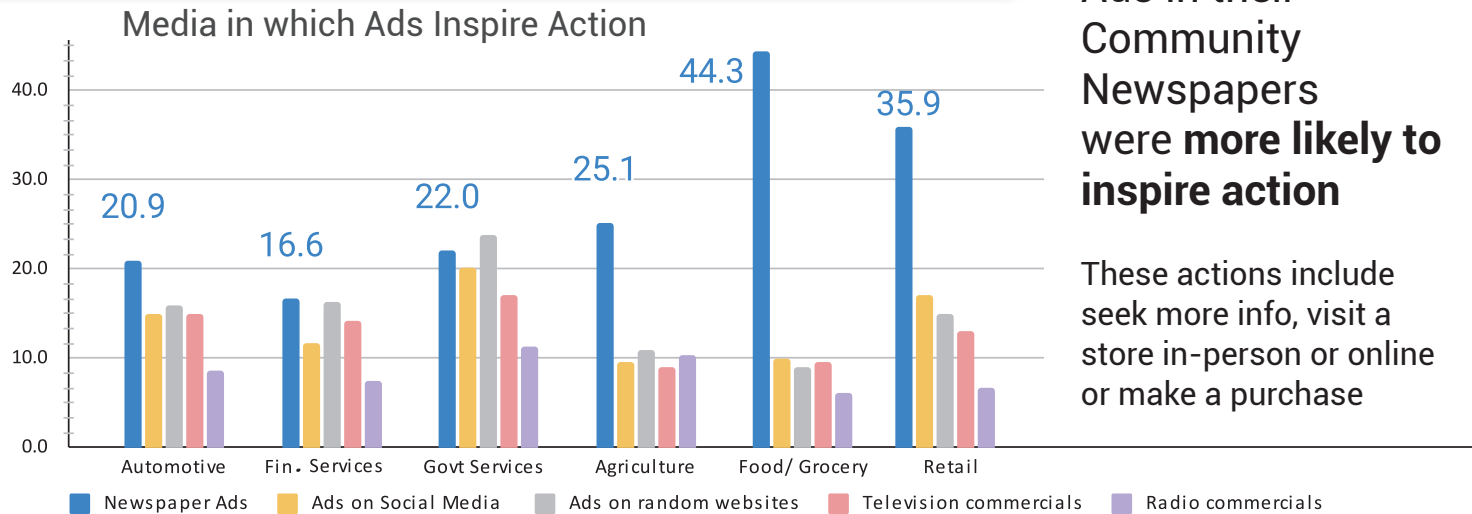


How Geography Impacts Media Access, Usage and Engagement: July/August 2021  
Totum Research: Interview timing July/August 2021. Random sample adults 18+ using Computer Assisted Telephone Interview (CATI) method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

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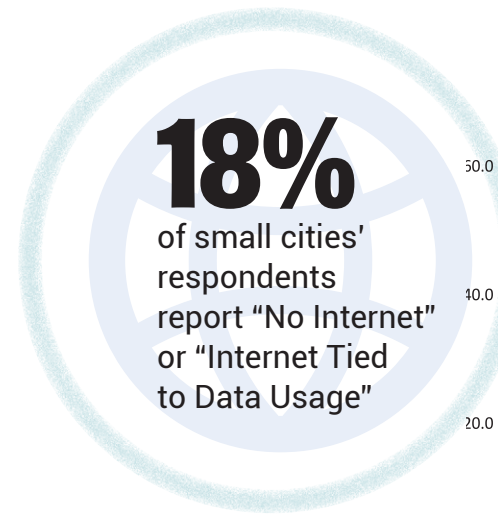
Small Cities/Large Towns: Population 10,000-50,000

## Community Newspaper Advertising

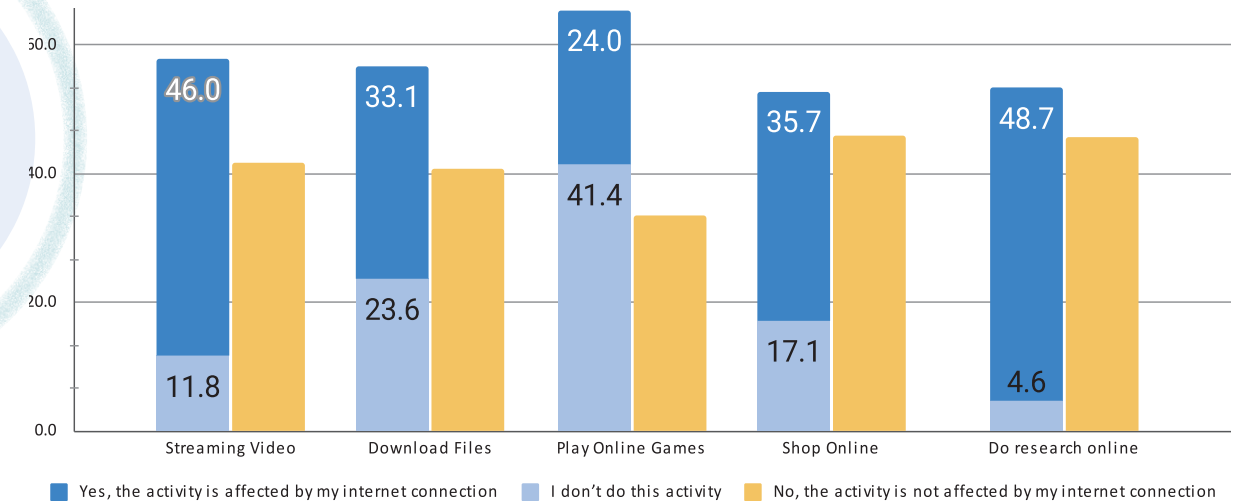


Ads in their Community Newspapers were **more likely to inspire action**

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

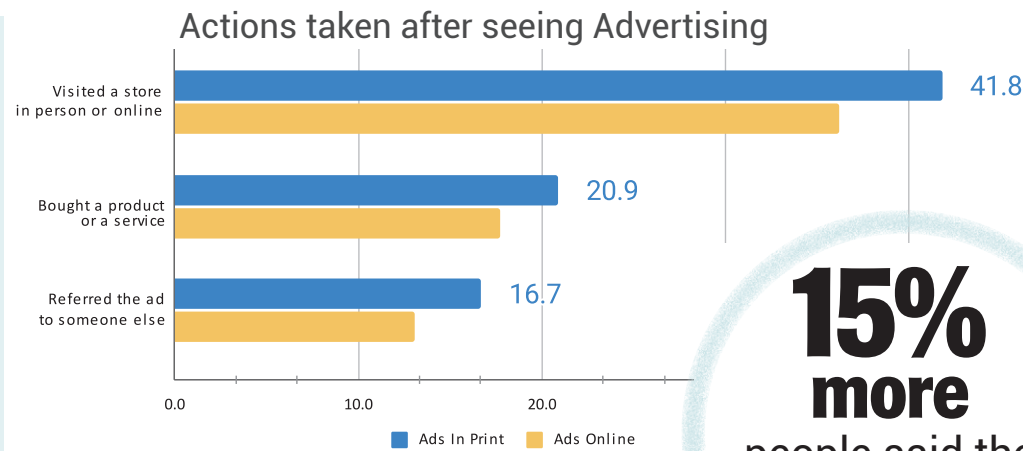


## Internet: Connection Methods and Impact

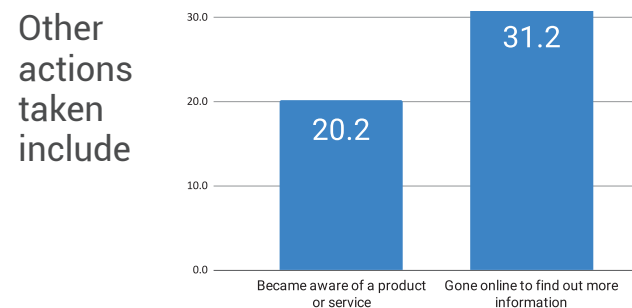


This ad motivation triggering a store visit is shared equally between Men & Women and all three polled Age Groups (Under 45, 45- 64 and 65 & Older)

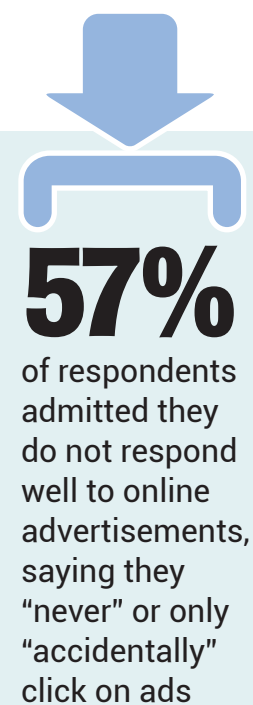
(Under 45, 45- 64 and 65 & Older)



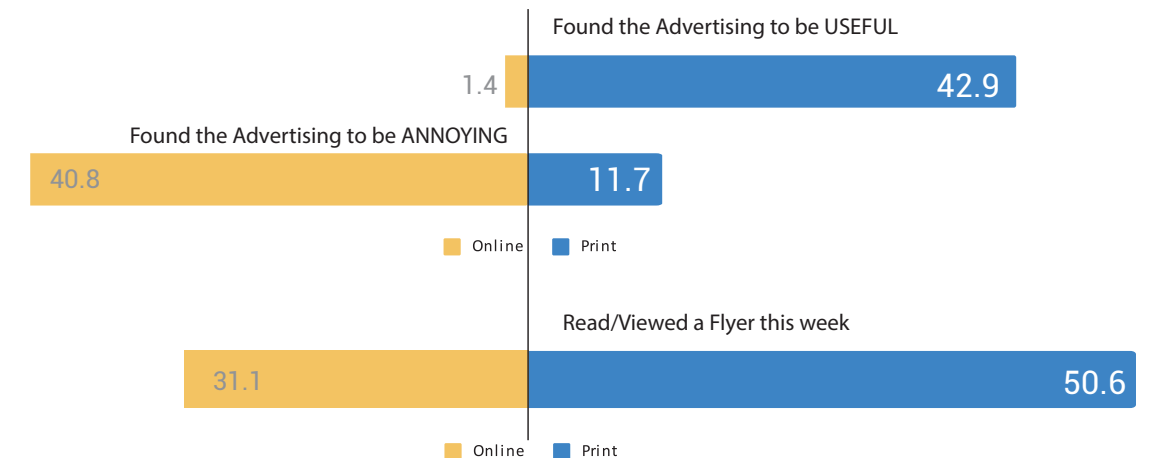
**15% more** people said they visited a store after seeing an ad in print versus an ad online



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**



## Feelings about Advertising



Alberta had 17 communities in the Small Cities/Large Towns classification 10,000-50,000 population (2016 Census)

The aggregated population of adults 18+ living in these Small Cities/Large Towns communities is 284,000 (2016 Census)

In Small Cities/Large Towns the average number of Readers per Household was 1.46