

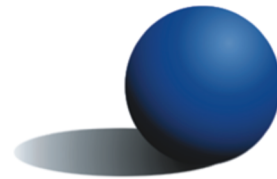
Usage and Engagement Survey: July/August 2021

How Geography Impacts Media Access, Usage and Engagement

Alberta Farms: Adults in farm management
irrespective of their own residence location (Farmers)

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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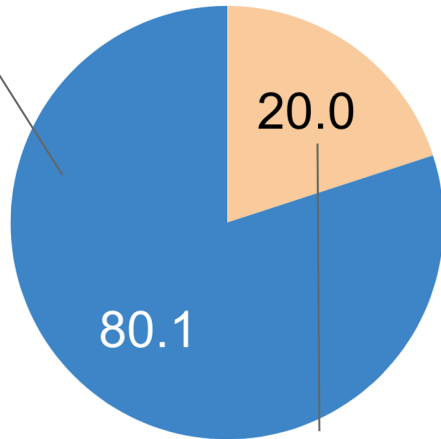
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Alberta Farms: Adults in farm management irrespective of their own residence location

80% of respondents in farm households reported receiving a printed community paper in their home in the last 7 days.

Farms

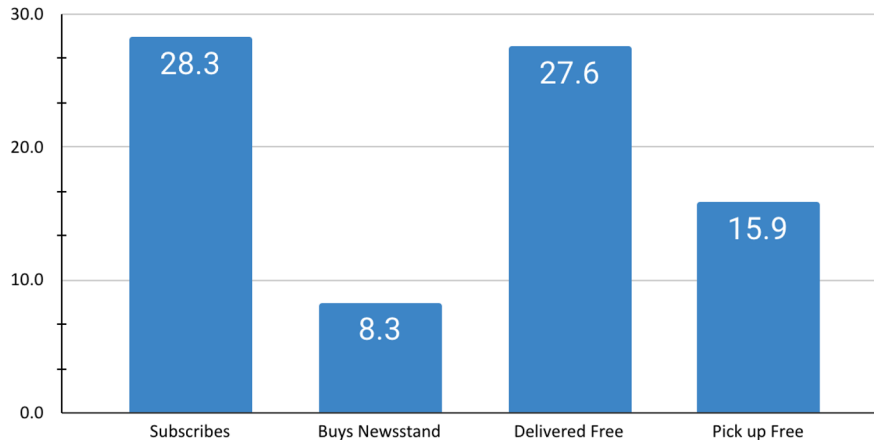
Receives Paper
In Household



Does not receive

How papers are received

Farms



Q4

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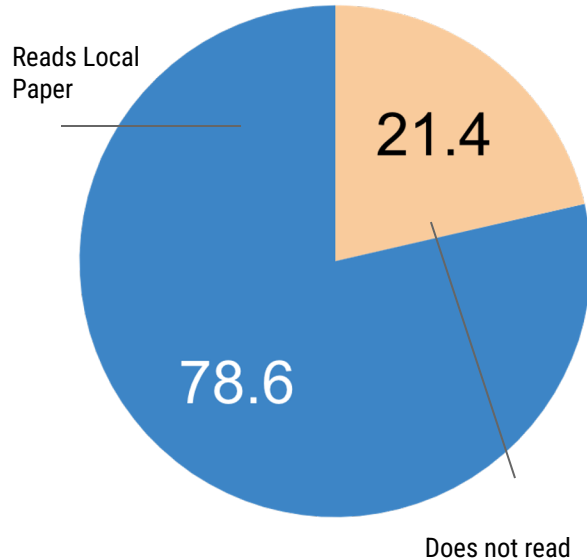
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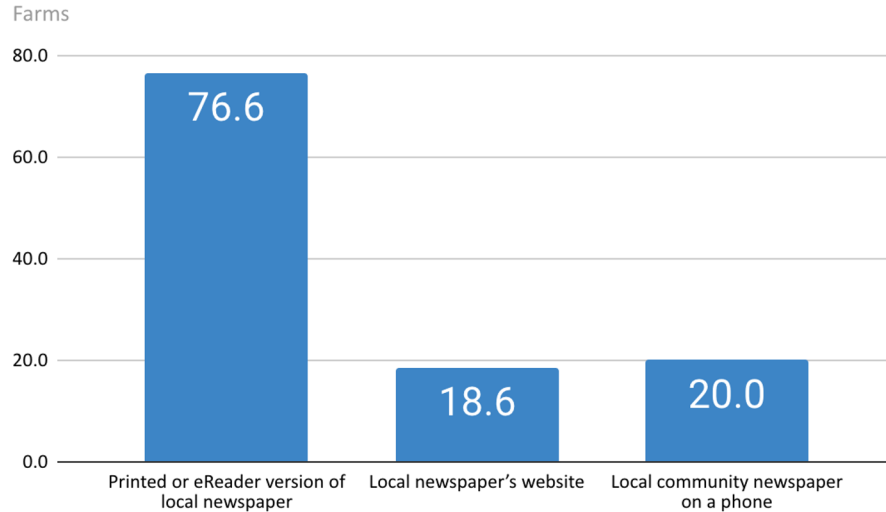
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Alberta Farms: Adults in farm management irrespective of their own residence location

79% of respondents in farming households said they access their community paper in some form in a typical week.



How the newspaper is read



Q5-6

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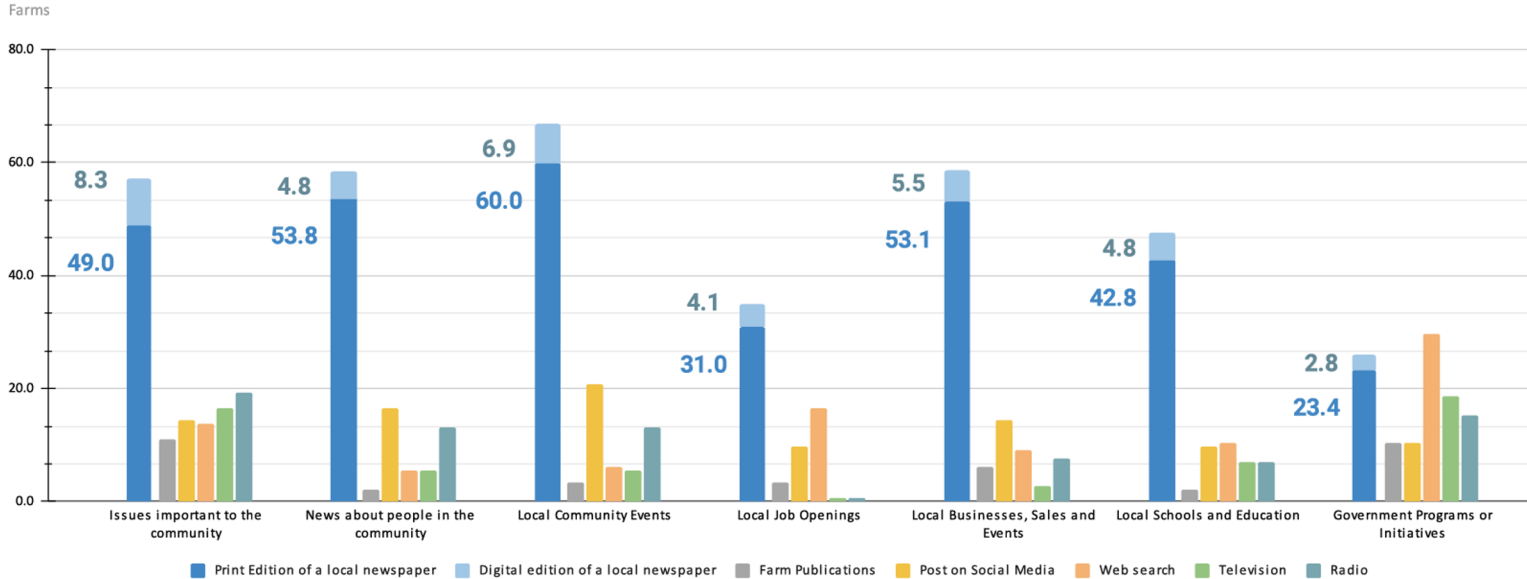


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Alberta Farms: Adults in farm management irrespective of their own residence location

In farming households, local community newspapers remain the preferred platform to receive information on most topics of interest

Preferred Media to Receive Information about Local Topics:



Q3

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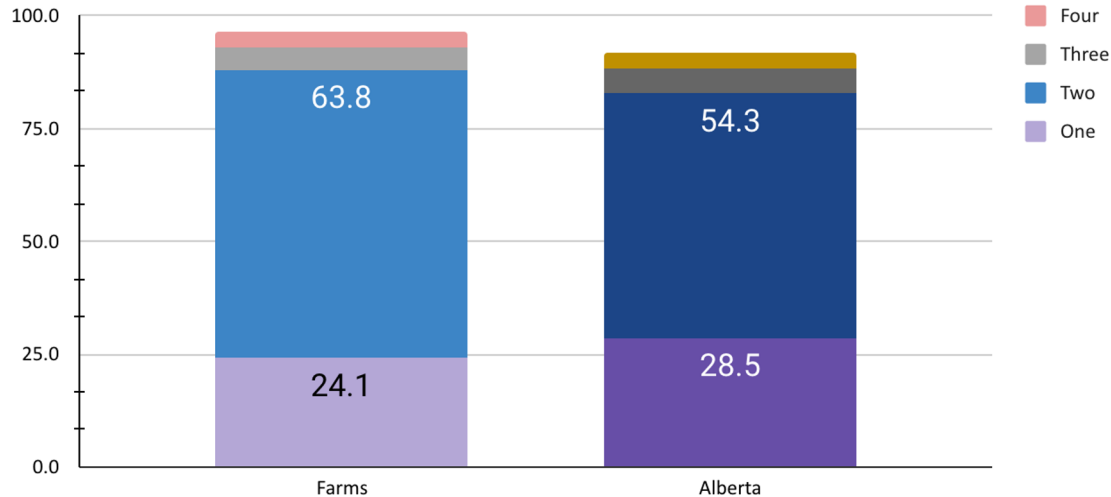
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Alberta Farms: Adults in farm management irrespective of their own residence location

Of respondents that receive their local community newspaper in print, two-thirds 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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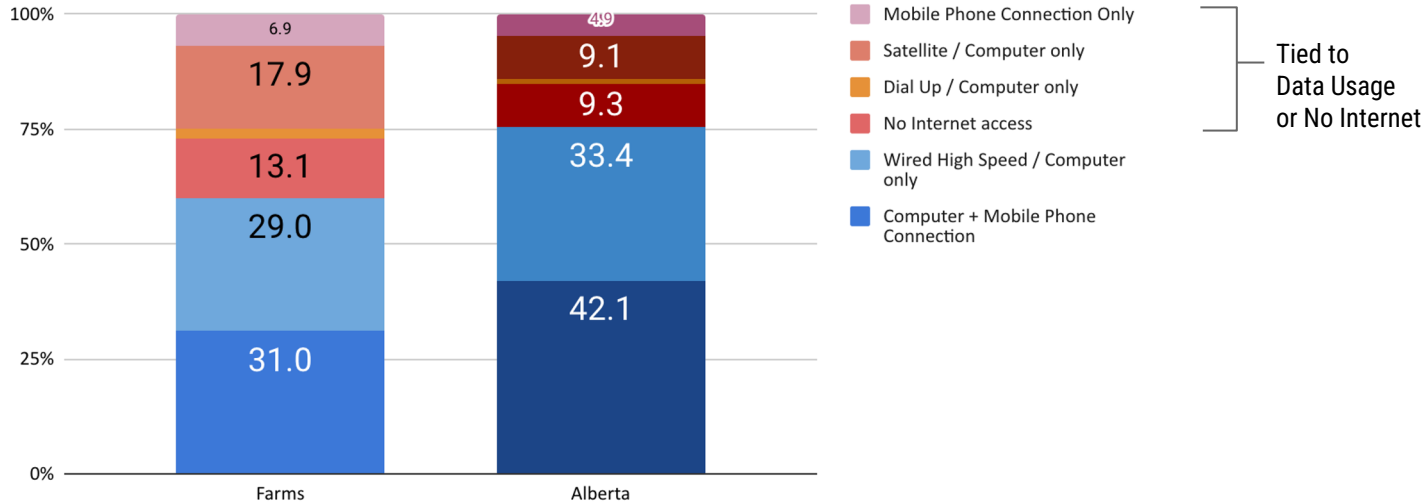


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Alberta Farms: Adults in farm management irrespective of their own residence location

Respondents access the internet in various ways, however **40%** of those in farm households reported either **No Internet Service** or **Internet tied to Data Usage**

Home Internet Connection Type



Q10

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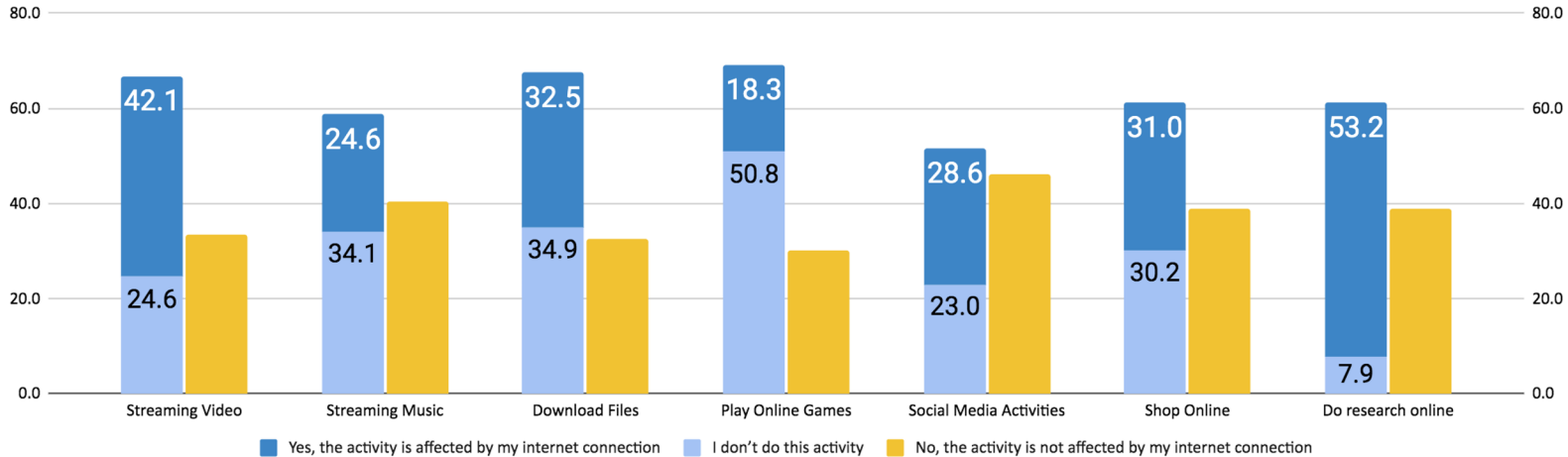
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Alberta Farms: Adults in farm management irrespective of their own residence location

Respondents in farming households say that their connection method at home impacts almost all of their online activities

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

Farms



Q11

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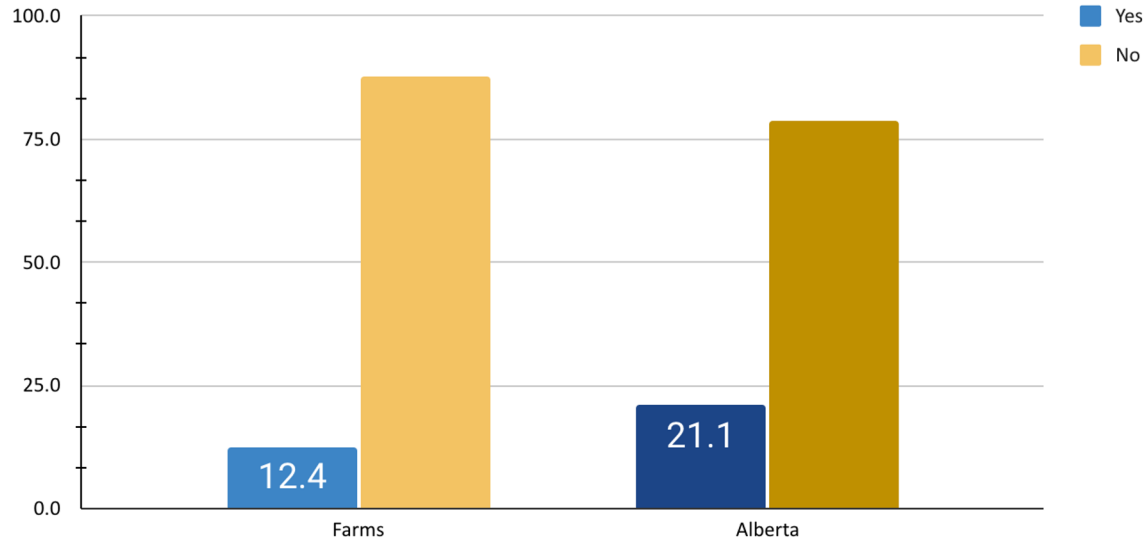


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Alberta Farms: Adults in farm management irrespective of their own residence location

12% of the respondents in the sampled farming households, indicated they visit their local newspaper's website for **posted stories/content**

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

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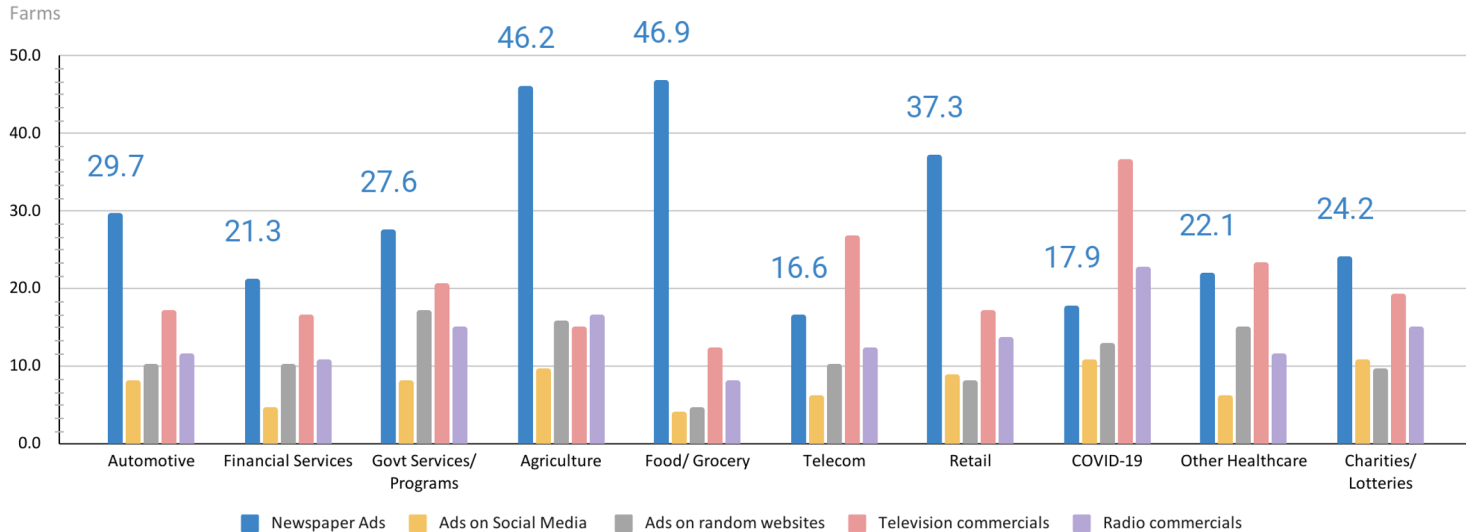


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Alberta Farms: Adults in farm management irrespective of their own residence location

In farming households, respondents indicated that **newspaper ads** were more likely to inspire action than other platforms and across most measured sectors.

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



Q18

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

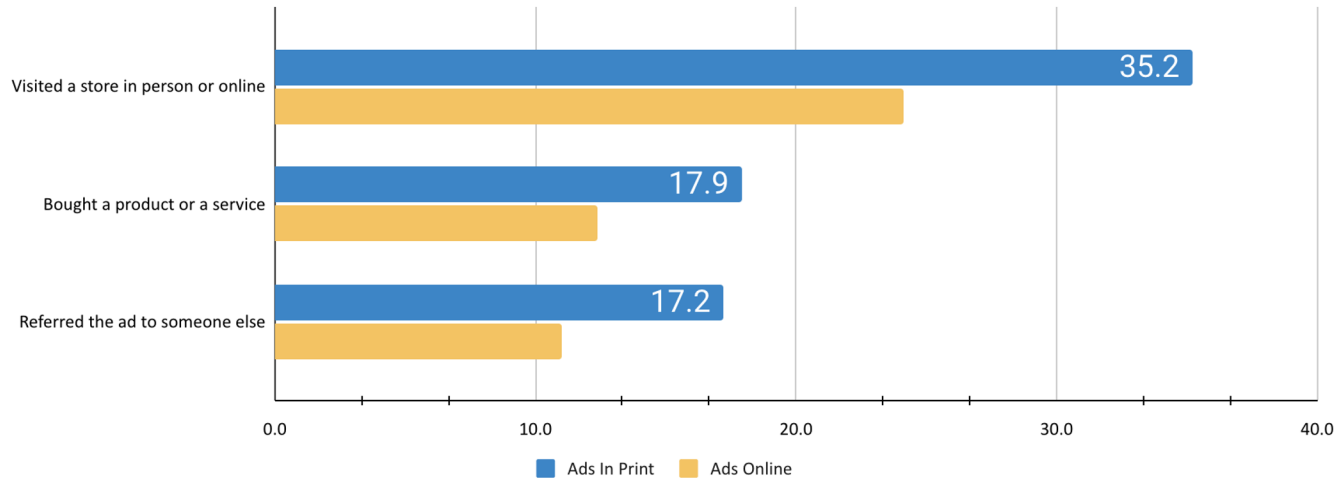
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Alberta Farms: Adults in farm management irrespective of their own residence location

Ads in Local Community Newspapers were **more likely** to be driving store and website visits than ads on websites or social media, amongst farm respondents

Actions taken after seeing advertising
Farms



Q19-20

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

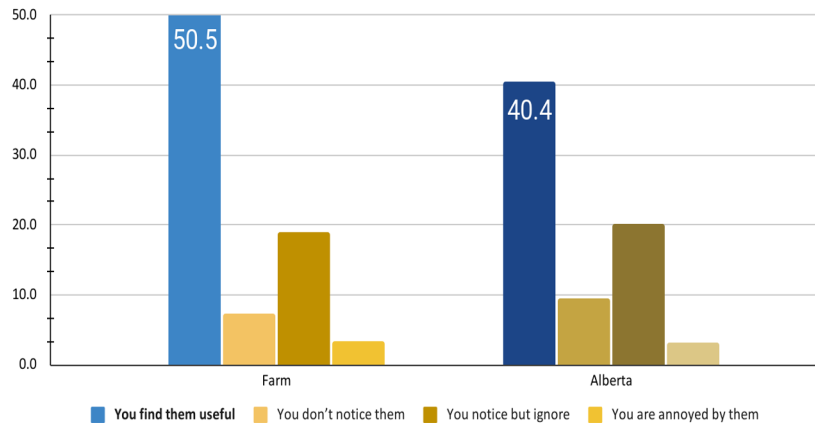
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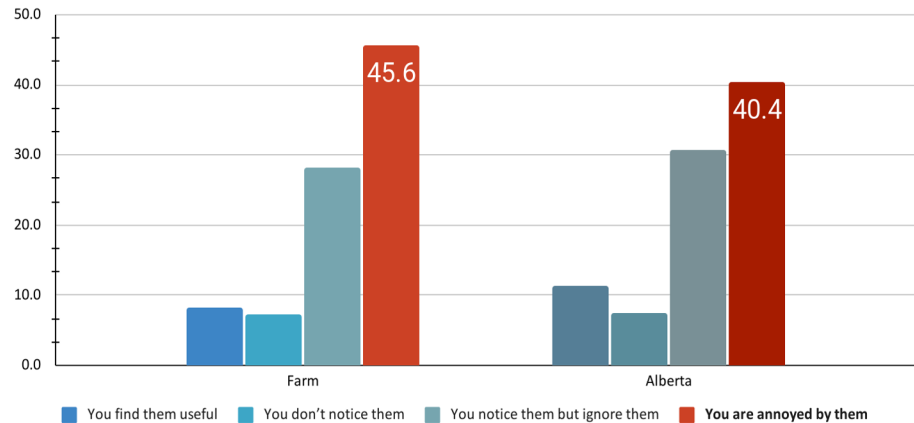
Alberta Farms: Adults in farm management irrespective of their own residence location

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



Q16

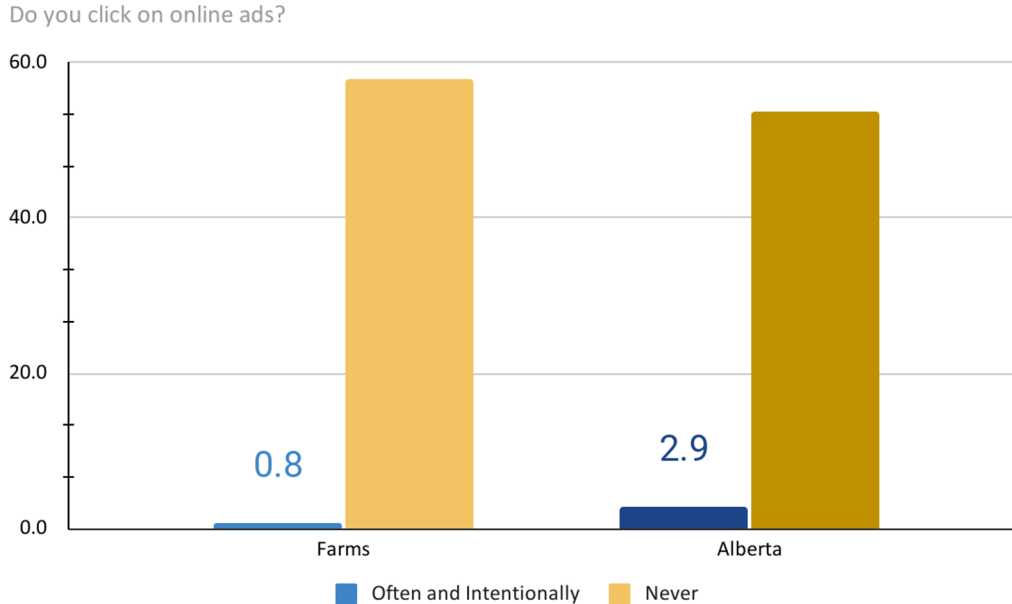
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Alberta Farms: Adults in farm management irrespective of their own residence location

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



Q17-18

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

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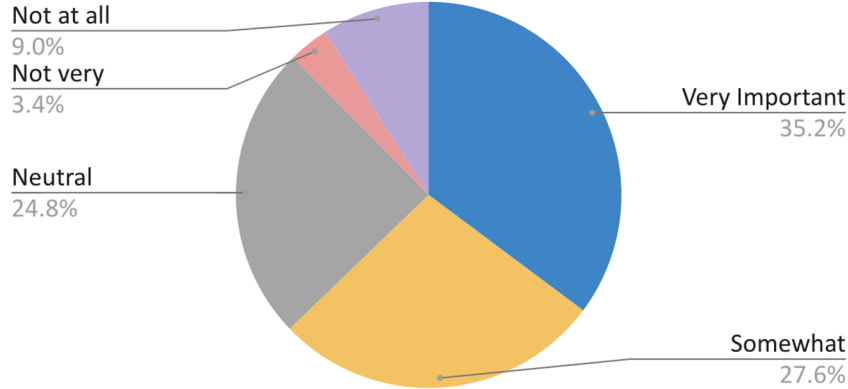


Alberta Farms: Adults in farm management irrespective of their own residence location

Two-thirds of respondents indicated that it is **somewhat or very important** to buy from companies that advertise in the local newspaper. Over half said they'd be more likely to buy from companies that advertise in the local printed newspaper in the future

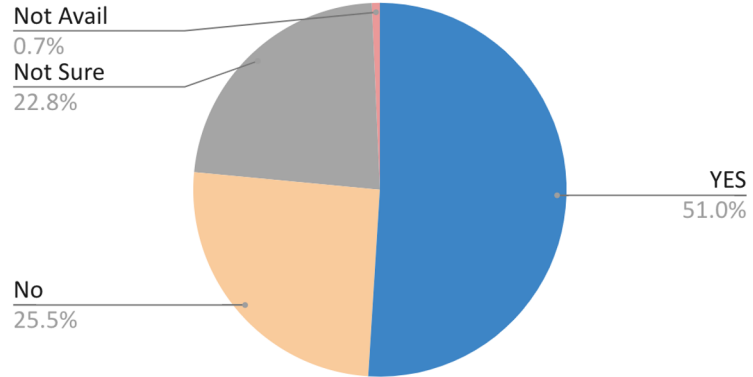
How important is it to buy from companies that advertise in your local newspaper?

Farms



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

Farms



Q25-26

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

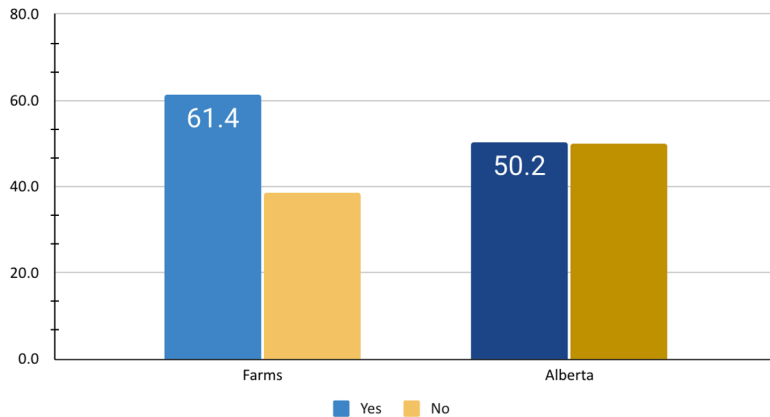
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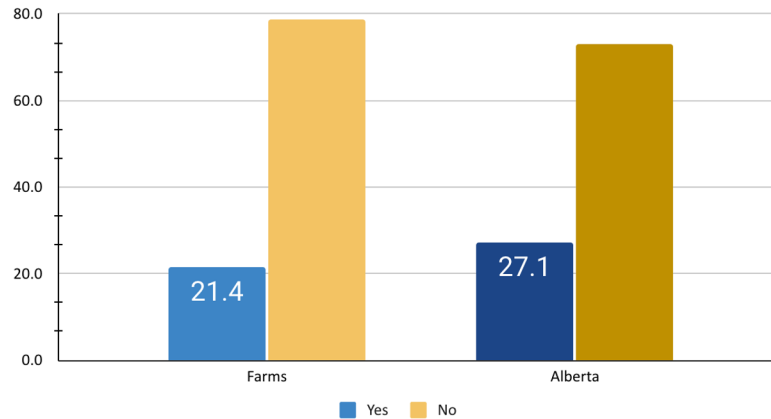
Alberta Farms: Adults in farm management irrespective of their own residence location

Printed flyer readership remains strong.
Online flyer readership is comparatively weak

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

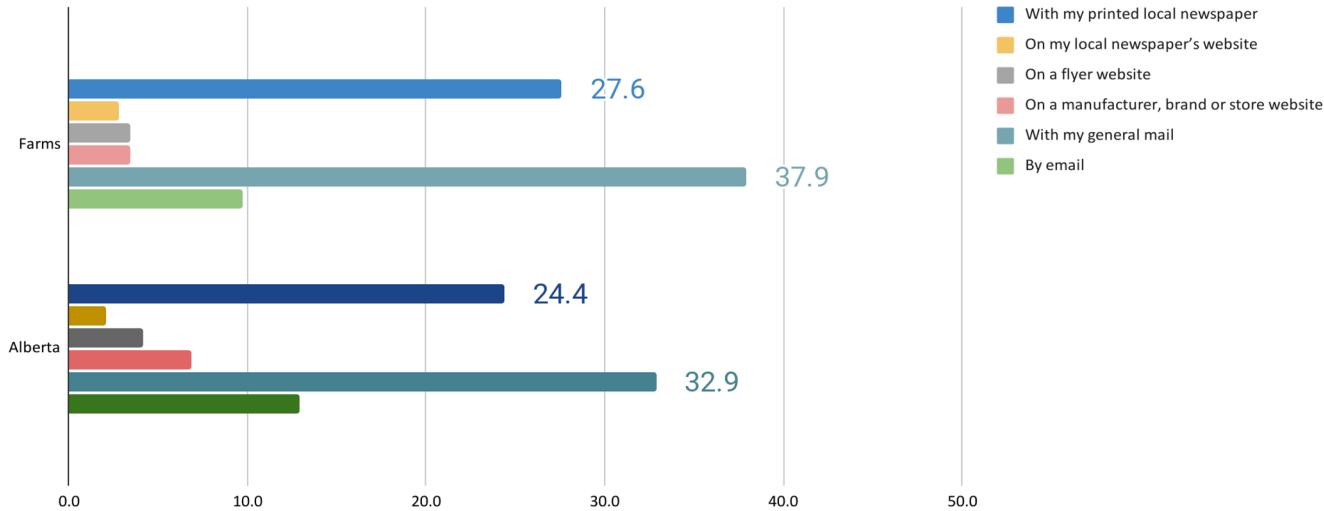
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Alberta Farms: Adults in farm management irrespective of their own residence location

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

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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)

Study Management

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Margin of Error

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



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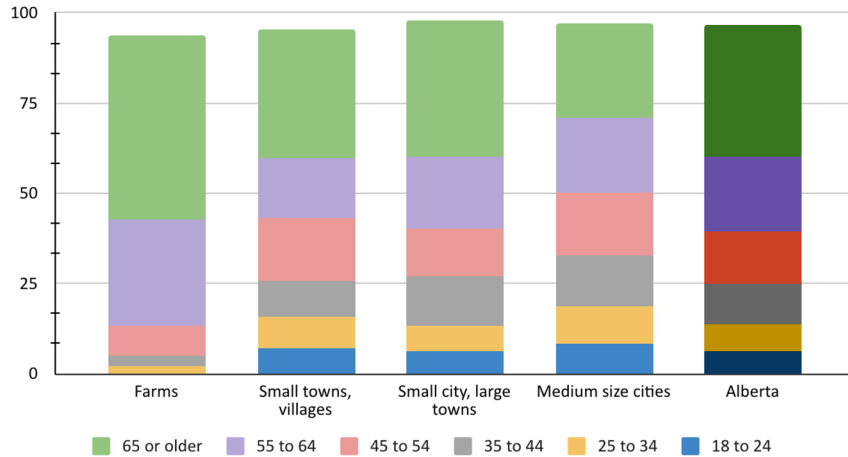
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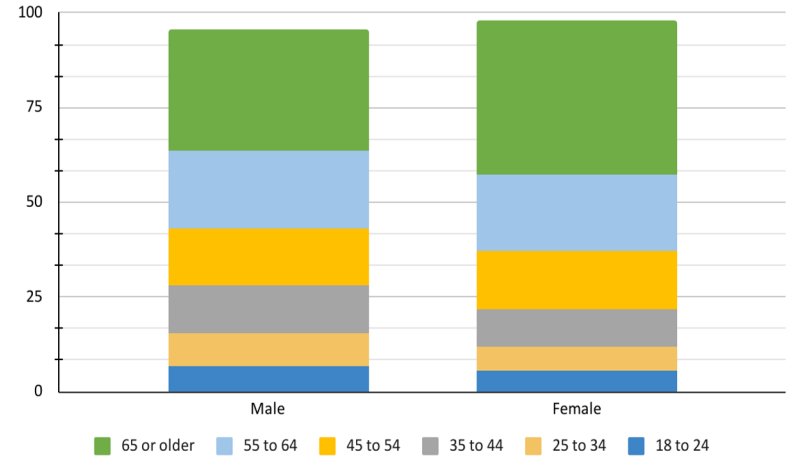
Study Details

Participants by Age

Age Groups



Male and Female



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