

Usage and Engagement Survey: July/August 2021

How Geography Impacts Media Access, Usage and Engagement

Alberta Small Towns/Villages: Population <10,000

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**

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1.

Receipt and Readership of the Local Community Newspaper

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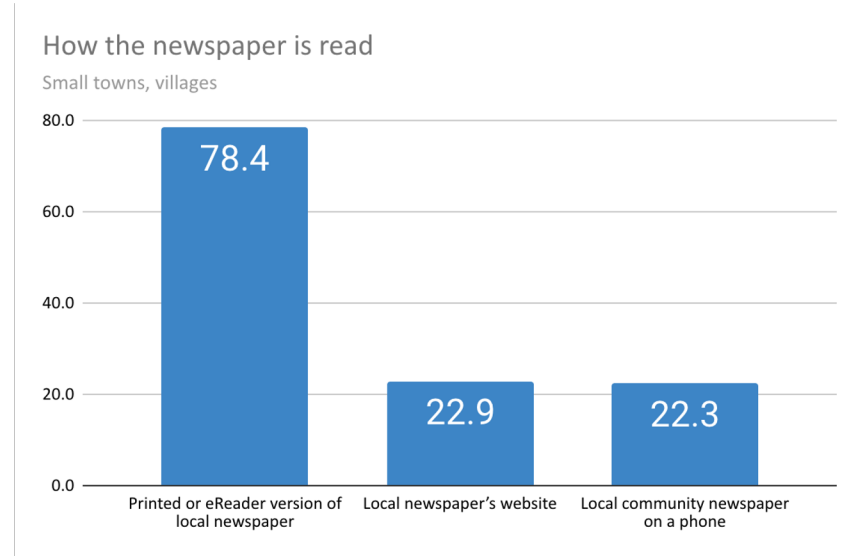
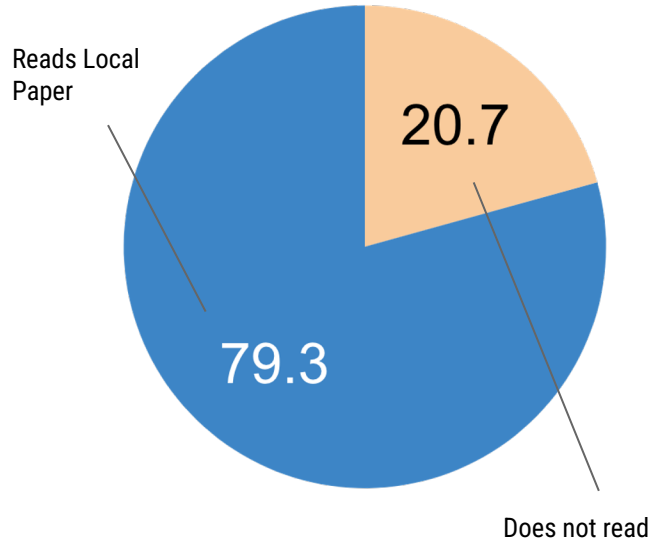


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Alberta Small Towns/Villages: Population <10,000

Almost 80% of respondents in Small Towns/Villages read their local community paper in some form in a typical week. The majority in print or E-Reader form

Small towns, villages



Q5-6

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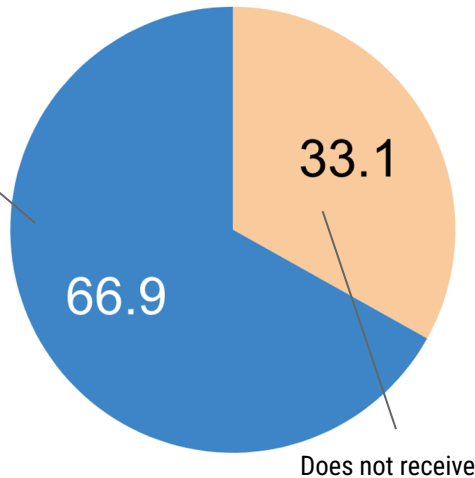
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Alberta Small Towns/Villages: Population <10,000

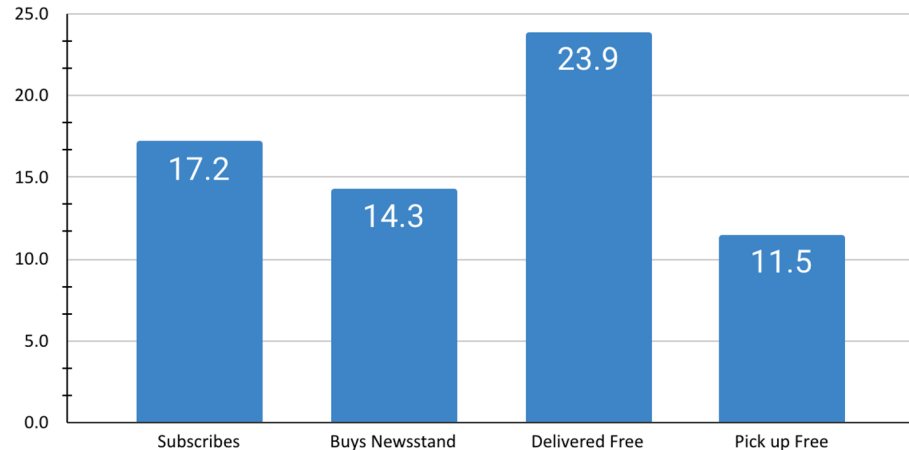
67% of respondents in communities pop.<10,000 reported receiving a printed community paper in their home in the last 7 days.

Small Towns, Villages
Receives Paper
In Household



How papers are received

Small Towns, Villages



Q4

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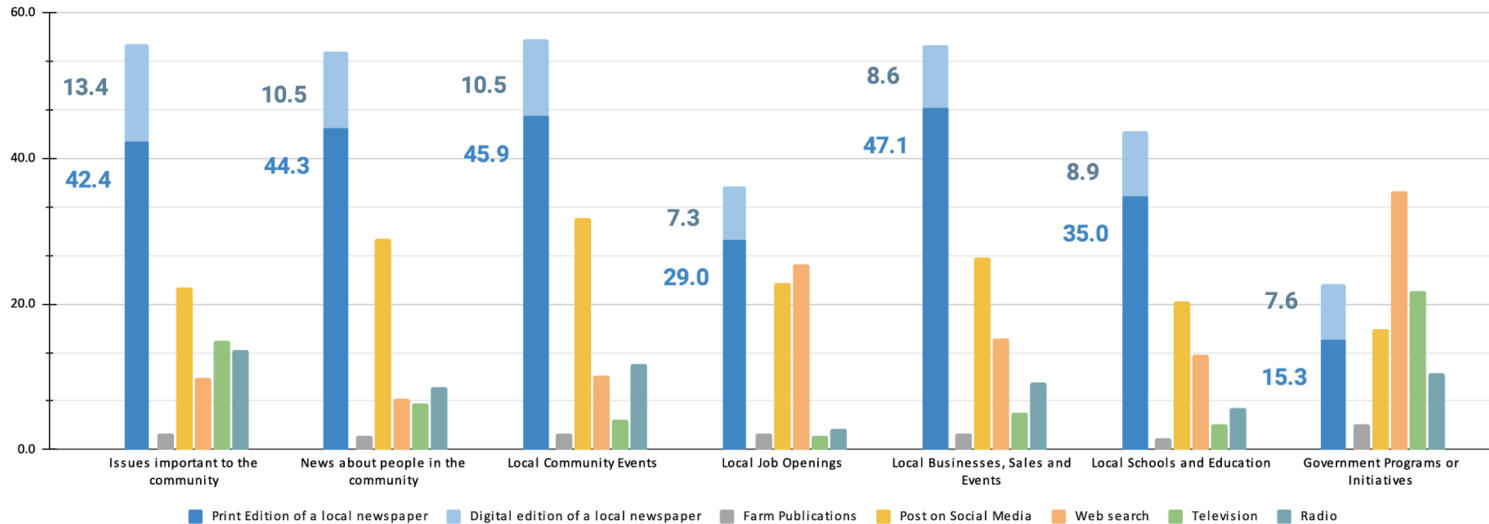
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Alberta Small Towns/Villages: Population <10,000

In communities pop.<10,000 study participants said that **local 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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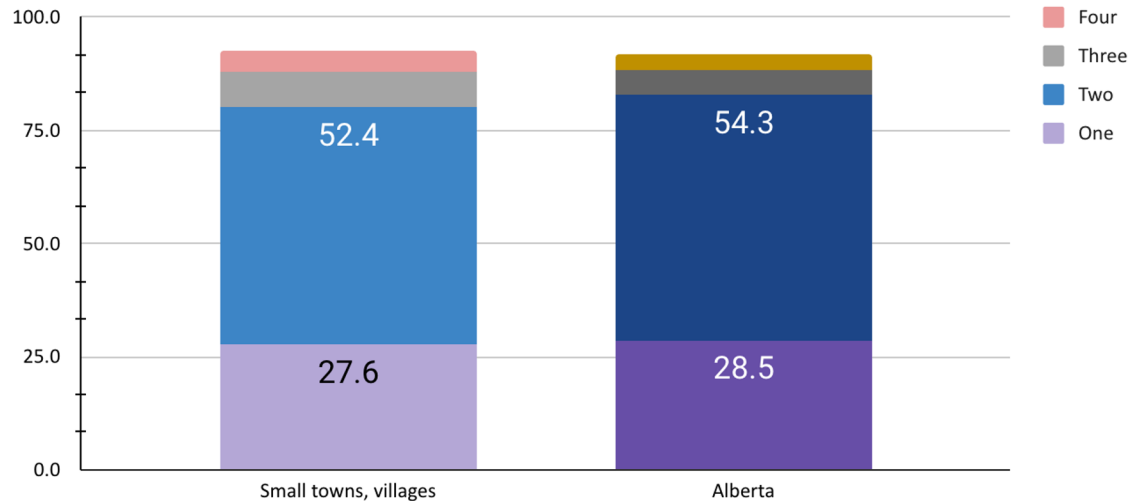
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Alberta Small Towns/Villages: Population <10,000

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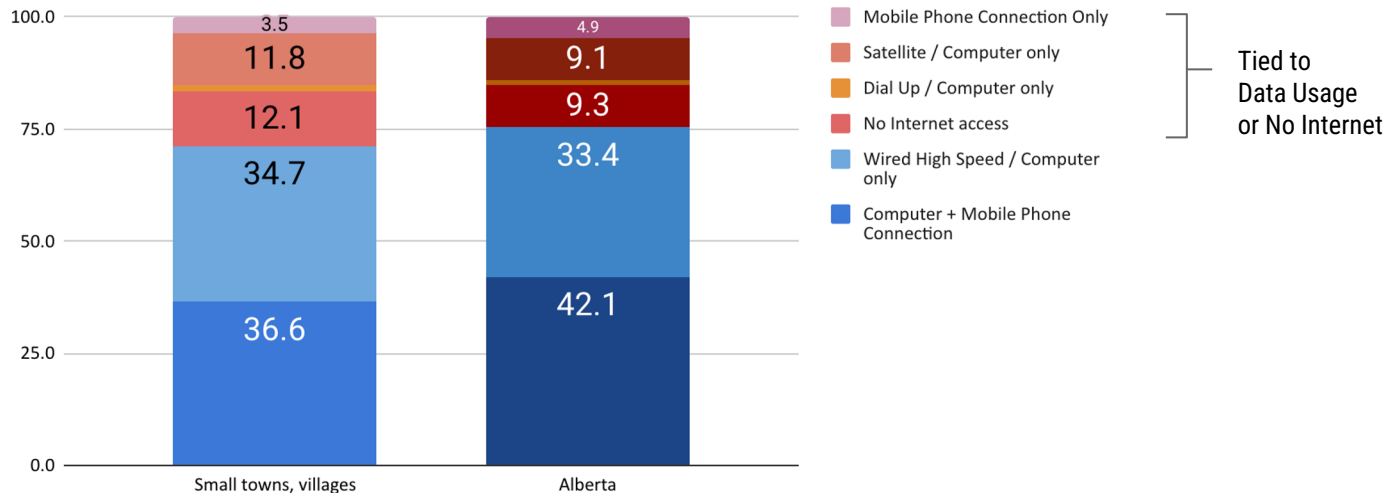


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Alberta Small Towns/Villages: Population <10,000

Respondents access the internet in various ways with **just over 27%** of town/village households reporting either **No Internet or Internet tied to Data Usage**

Home Internet Connection Type



Q10

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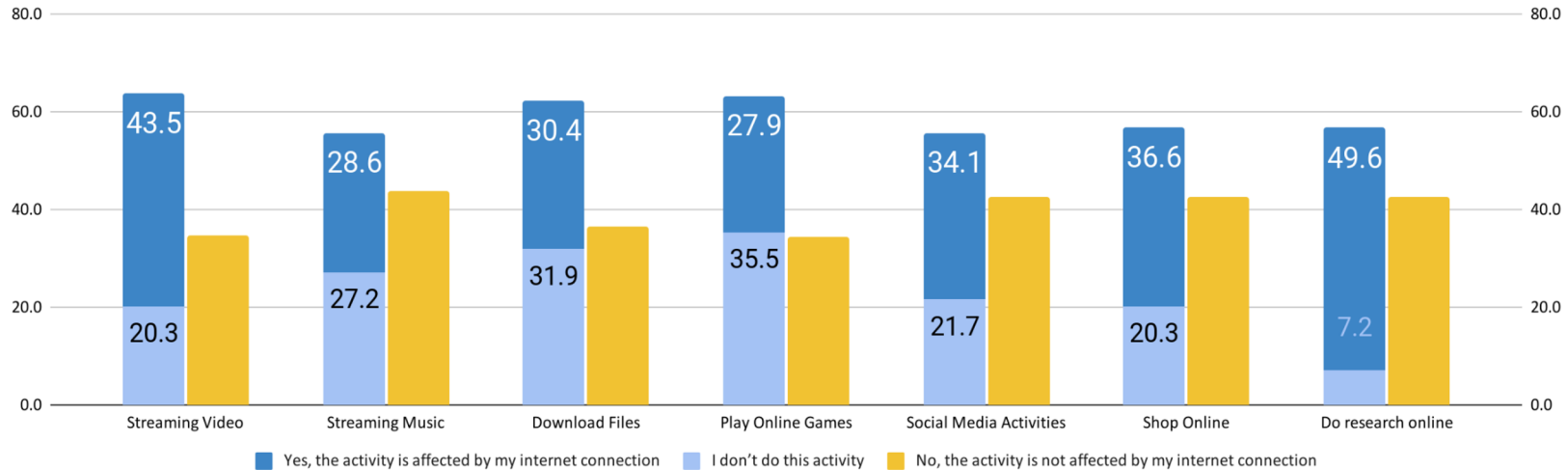
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Alberta Small Towns/Villages: Population <10,000

With high levels of data-oriented connection methods, respondents said that their service quality of internet connection at home affected most of their online activities

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

Small Town, Villages



Q11

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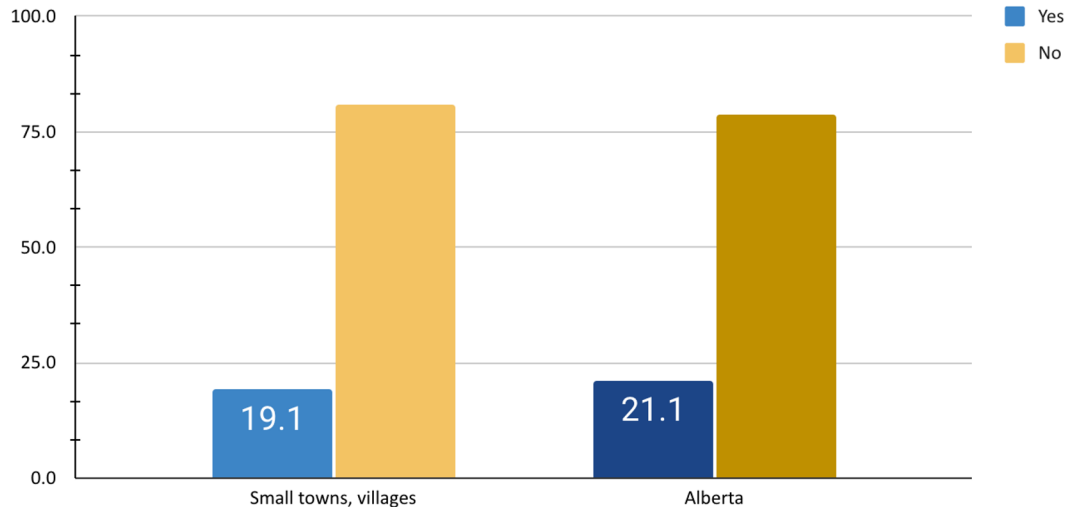


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Alberta Small Towns/Villages: Population <10,000

19% of the respondents in communities pop.<10,000 indicated they'd visited their local newspaper's website in the last week 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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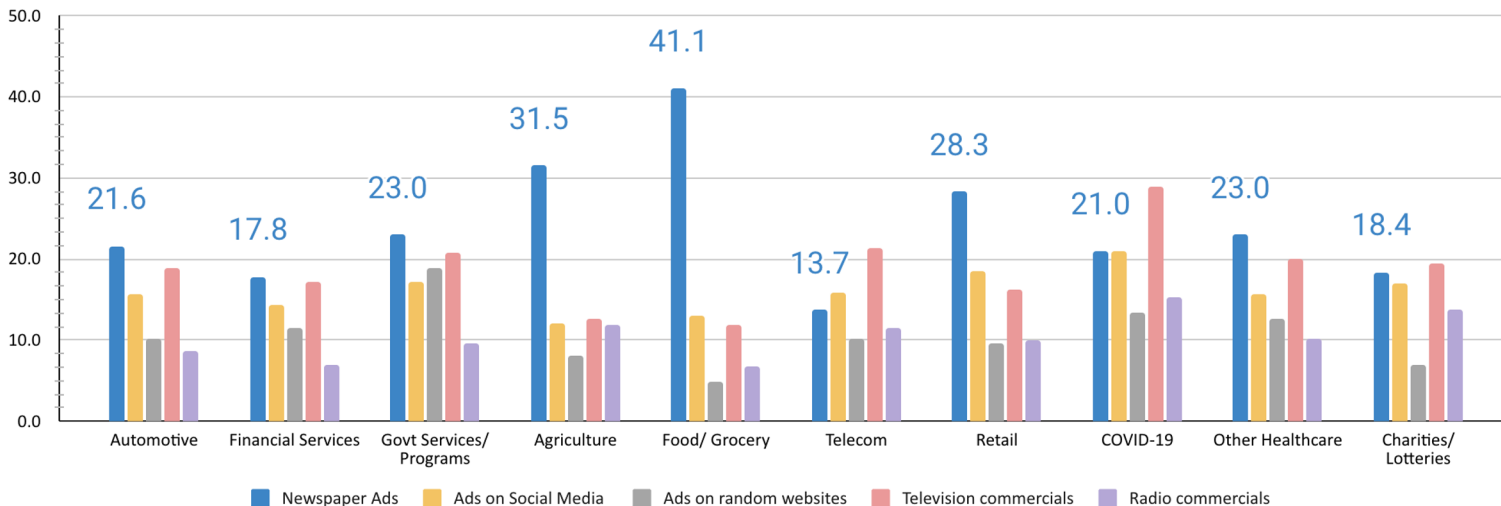
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Alberta Small Towns/Villages: Population <10,000

In communities pop.<10,000, respondents indicated that **across almost all sectors**, newspaper ads were **more likely to inspire action** than other platforms.

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

Small Town, Villages



Q18

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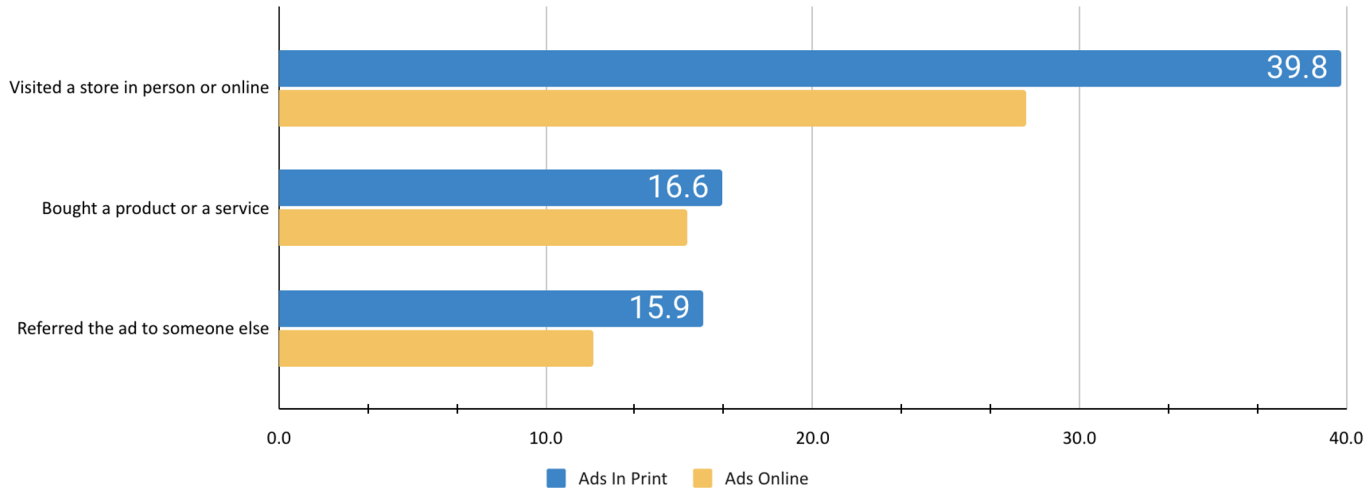


Alberta Small Towns/Villages: Population <10,000

Ads in newspapers were bigger drivers of in-person or online store/website visits than online ad platforms

Actions taken after seeing advertising

Small Towns, Villages



Q19-20

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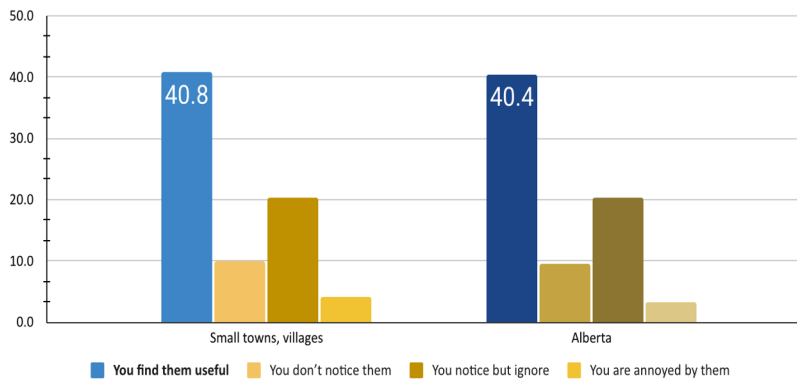


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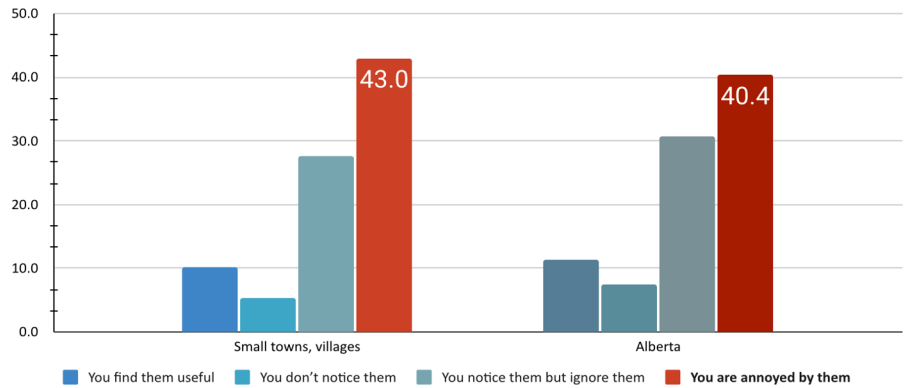
Alberta Small Towns/Villages: Population <10,000

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



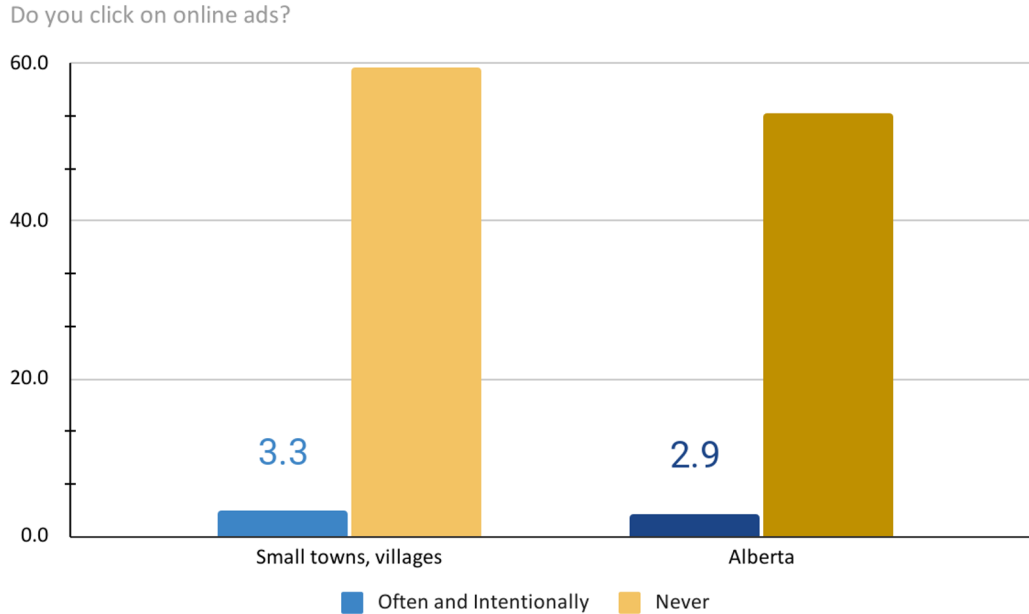
Q16
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Alberta Small Towns/Villages: Population <10,000

Respondents rarely felt inspired to click on online ads intentionally



Q17-18

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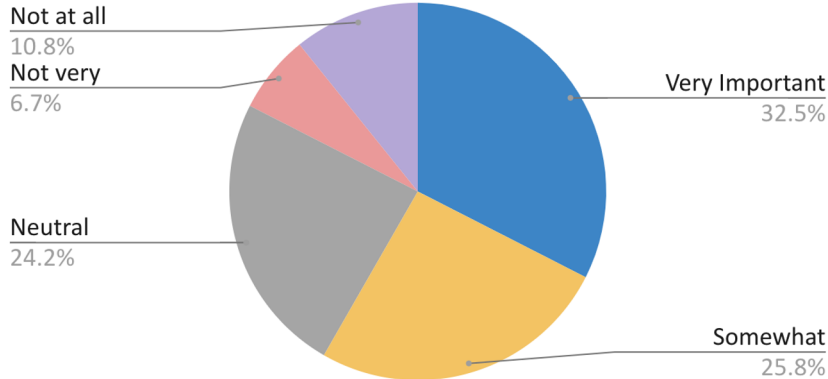


Alberta Small Towns/Villages: Population <10,000

The majority of respondents recognized the importance of supporting companies that advertise in the the local newspaper. Nearly half said they'd be more likely to buy from companies that advertise in the local printed newspaper in the future

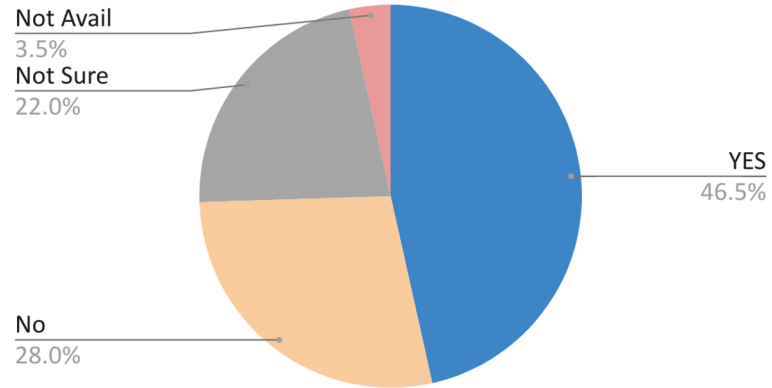
How important is it to buy from companies that advertise in your local newspaper?

Small towns, villages



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

Small towns, villages



Q25-26

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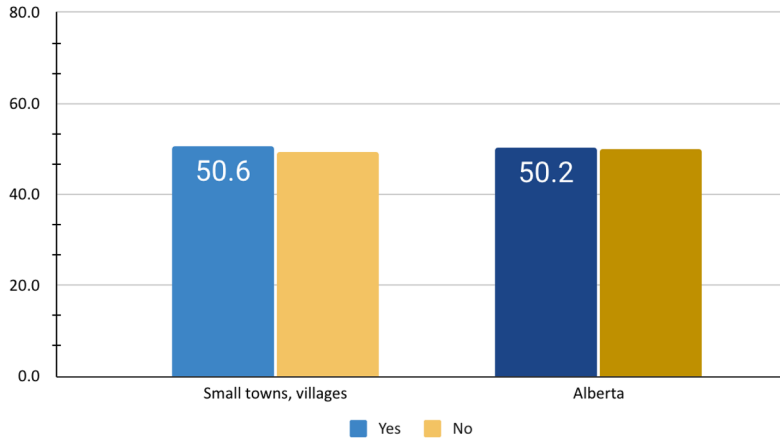
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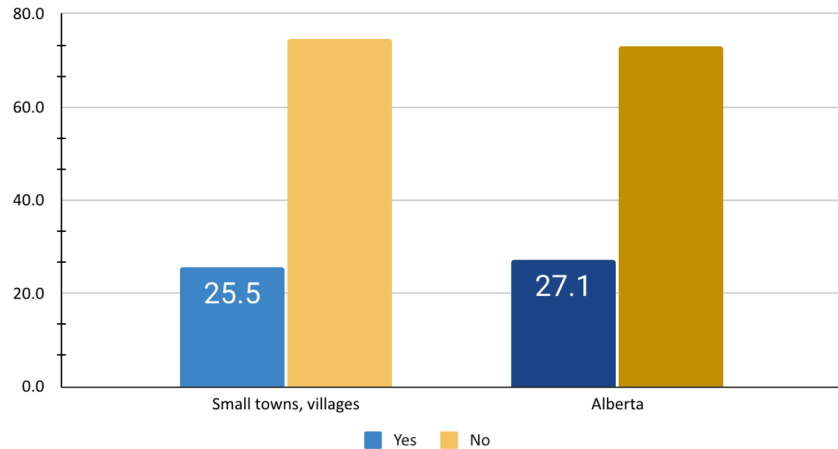
Alberta Small Towns/Villages: Population <10,000

Printed flyer readership remains strong amongst respondents.
Online flyer readership is roughly half the levels of the printed flyer

Looked at a PRINT Flyer this week?



Looked at a ONLINE Flyer this week?



Q21-22

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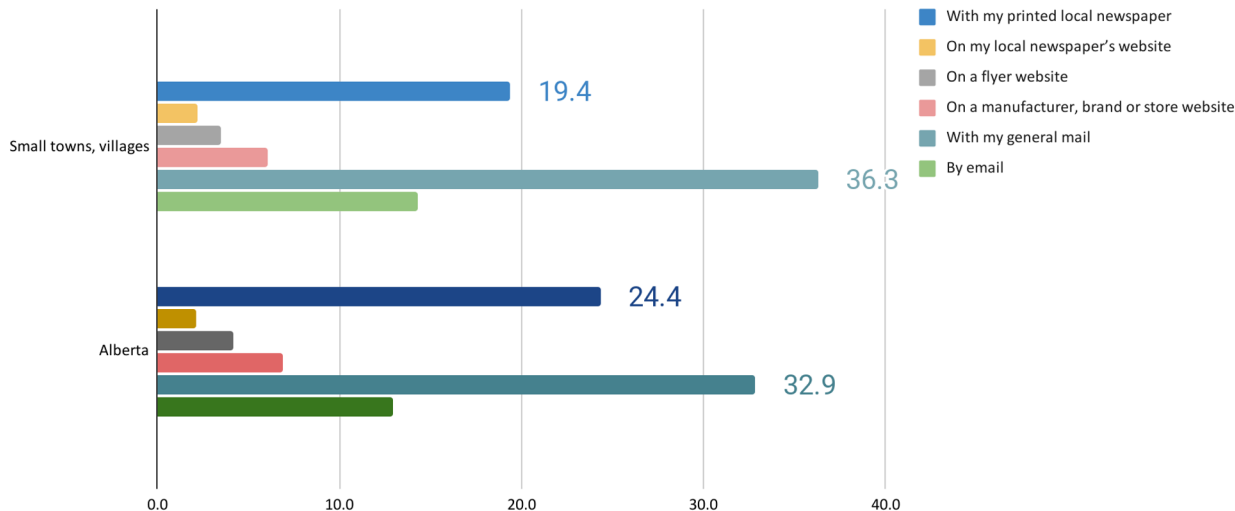
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Alberta Small Towns/Villages: Population <10,000

Respondents preferred printed flyers to be delivered with their general mail or the printed 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)
- 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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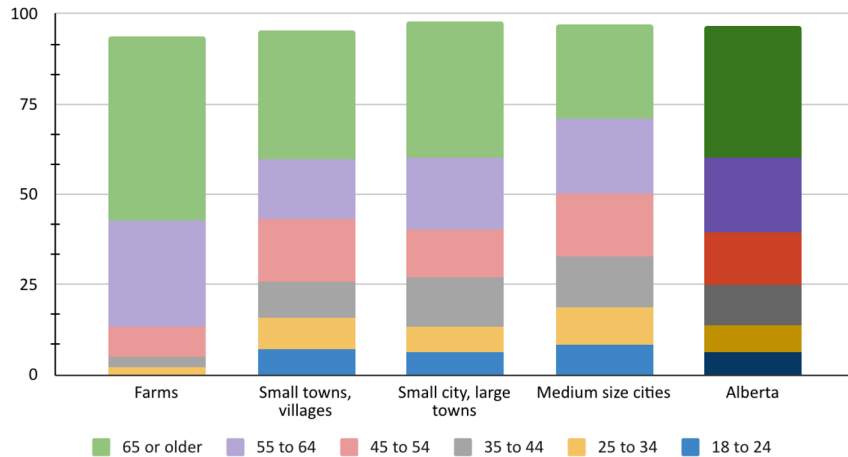
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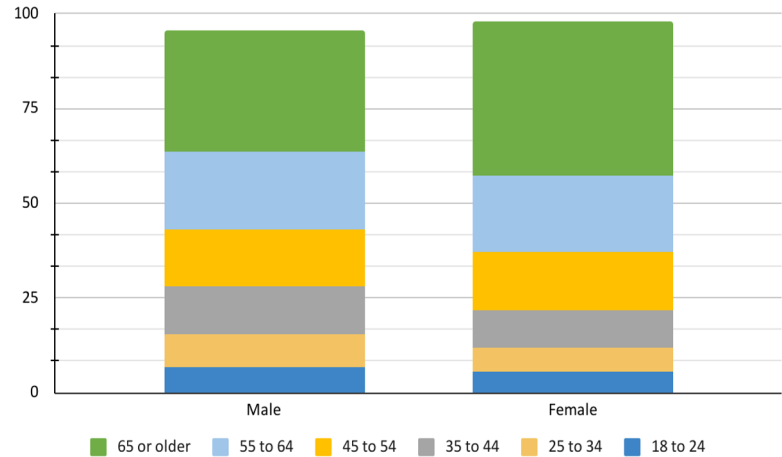
Study Details

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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