

Usage and Engagement Survey: July/August 2021

# How Geography Impacts Media Access, Usage and Engagement

Alberta: Markets Under 100,000 Population

**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



Totum *Research Inc*



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## Objectives

- **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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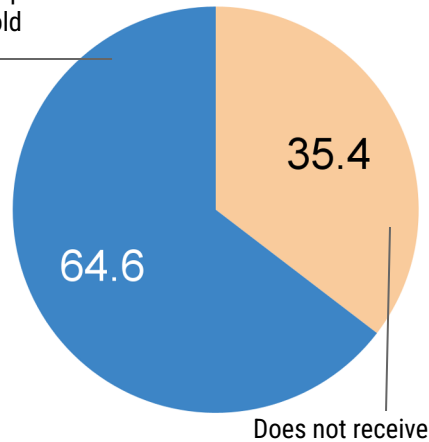


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## Alberta: Communities Under 100,000 Population

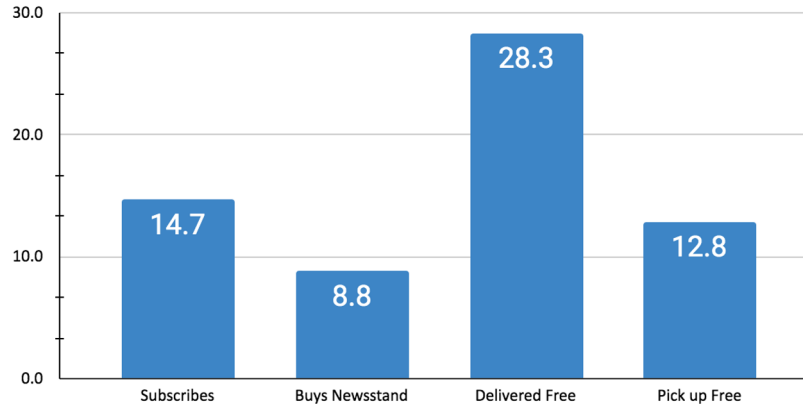
65% of households in Alberta communities under 100,000 population reported receiving a printed community paper in their home in the last 7 days.

Receives Paper  
In Household



How papers are received

Alberta Overall



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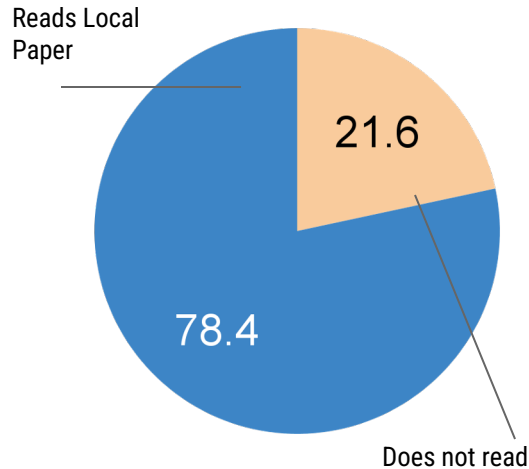


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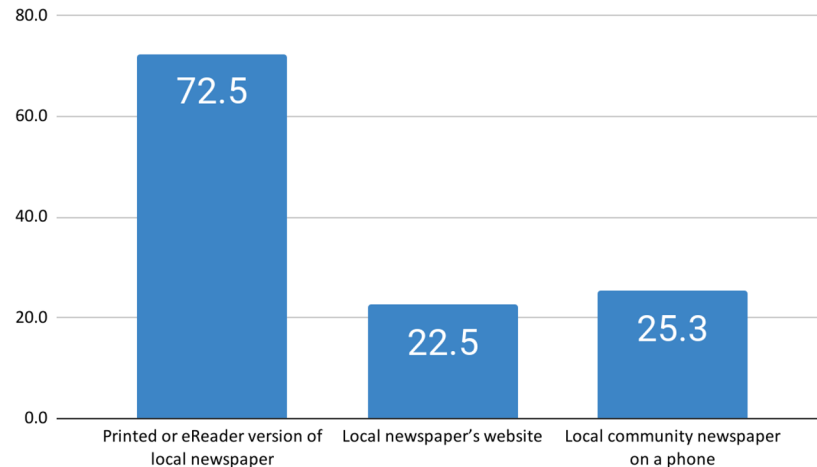
# Alberta: Communities Under 100,000 Population

78% of households in Alberta access their community paper in some form in a typical week.

(Printed Newspaper and/or Newspaper Website and/or F-Reader version and/or Tablet/Phone)



How the newspaper is accessed



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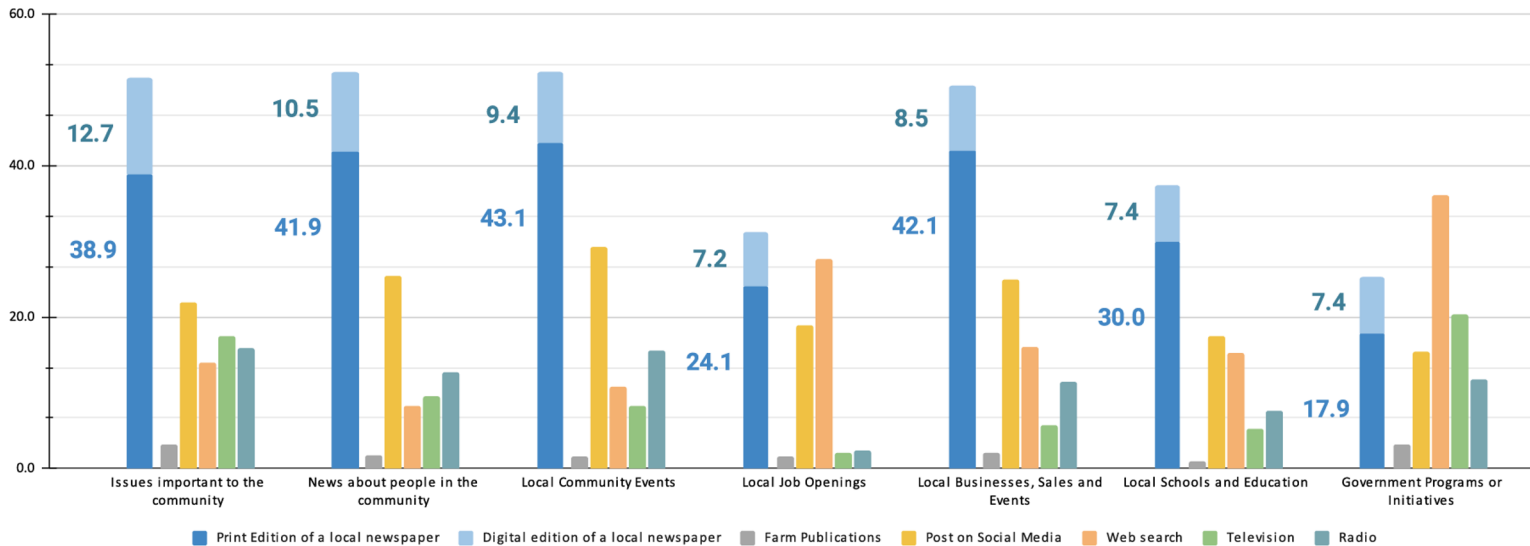


# Alberta: Communities Under 100,000 Population

Local Newspapers are the preferred platform to receive information on almost all local topics of interest with respondents in communities under 100,000 pop

Preferred Media to Receive Information about Local Topics:

Alberta Overall



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

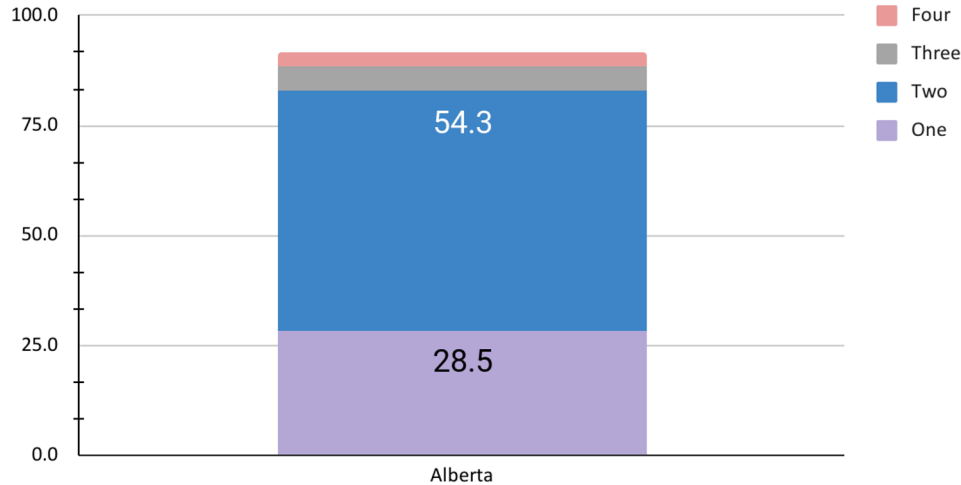
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## Alberta: Communities Under 100,000 Population

In households that receive their 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?



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# 2.

## Internet Connection Type and Impact on Online Activities

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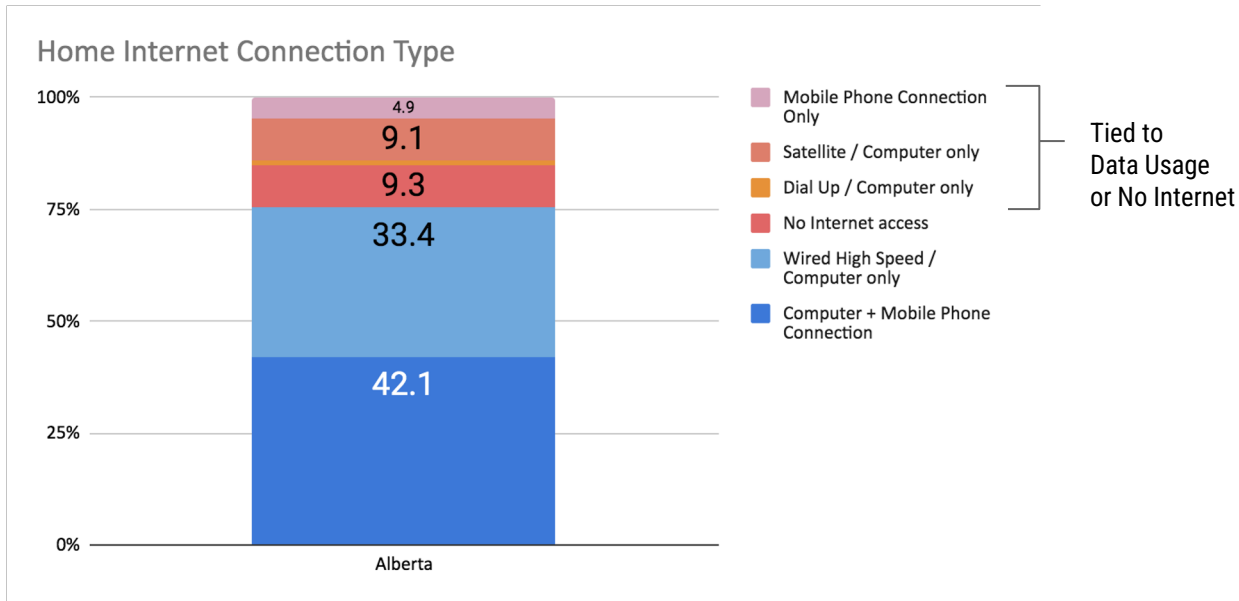


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# Alberta: Communities Under 100,000 Population

Respondents access the internet in various ways with **one-quarter** reporting **No Internet or their Internet is tied to Data Usage**



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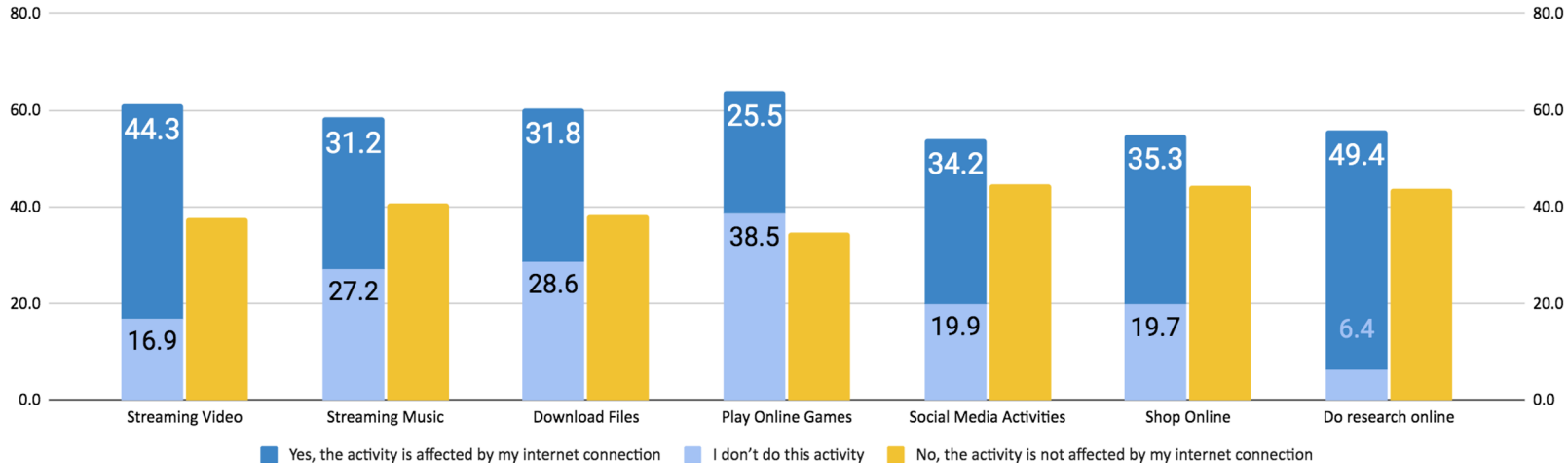


# Alberta: Communities Under 100,000 Population

## Majority of respondents said that the quality of internet connection at home affects most of their online activities

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

Alberta Overall



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

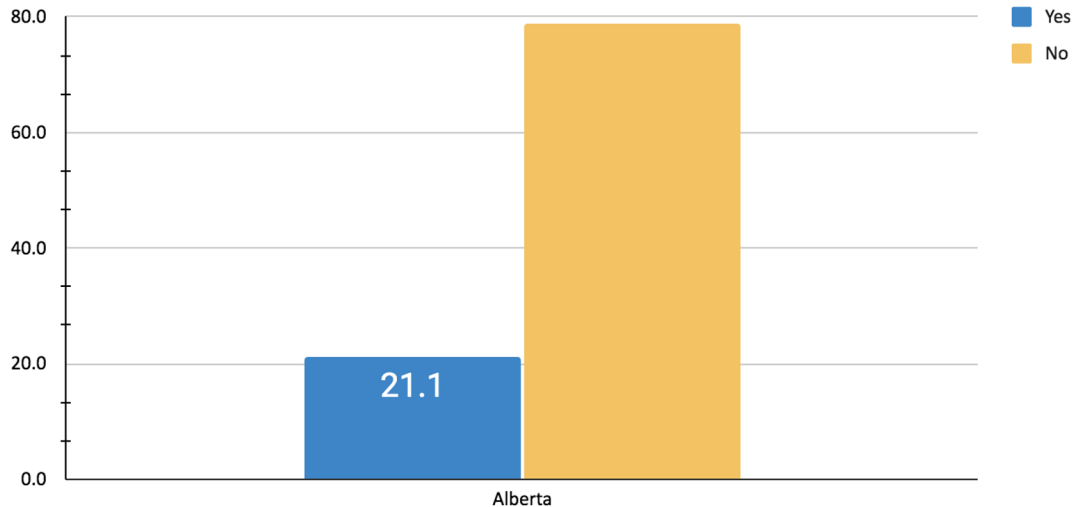
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## Alberta: Communities Under 100,000 Population

21% of the respondents in communities under 100K pop indicated that they'd visited their local newspaper's website for their **posted stories/content** in the last week

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



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

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# 3.

## Advertising - Print, Online and Flyers

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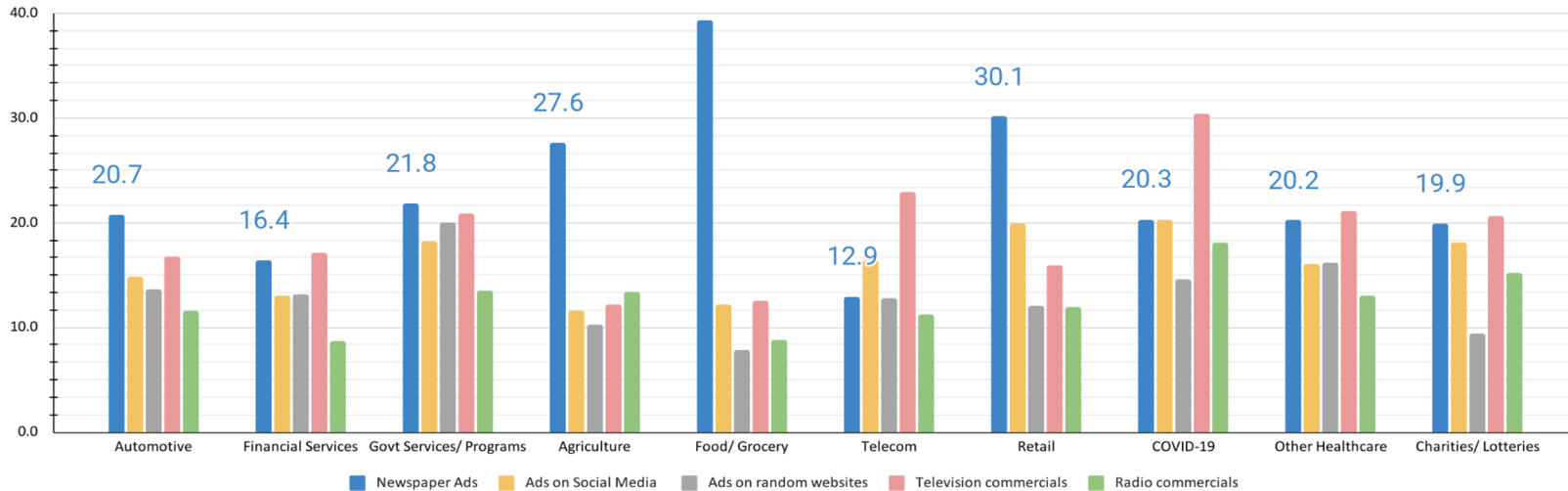
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# Alberta: Communities Under 100,000 Population

Newspaper Ads performed very well across all measured sectors, and in most sectors 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)



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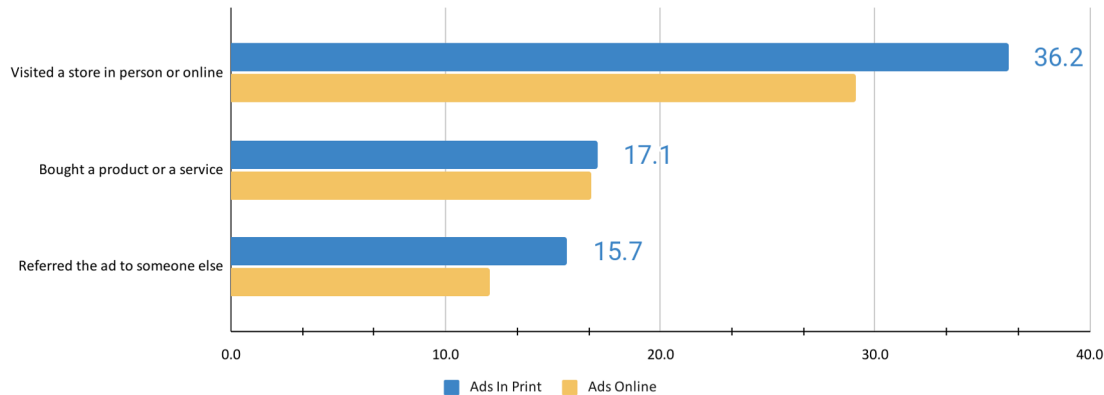


# Alberta: Communities Under 100,000 Population

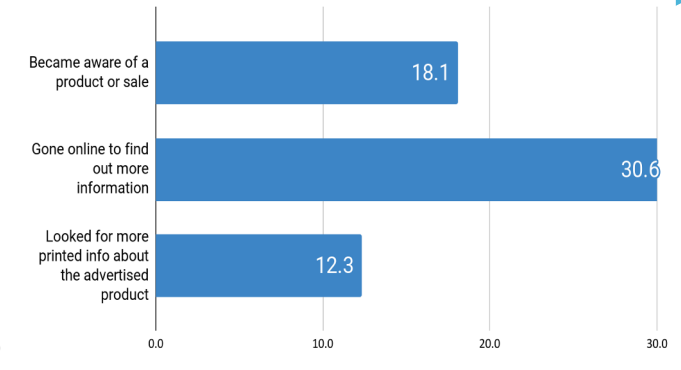
Respondents in Communities <100,000 said ads in local newspapers were more likely to inspire an in-person or online store visit than ads on websites or social media

## Actions taken after seeing advertising

Alberta Overall



## Other actions included:



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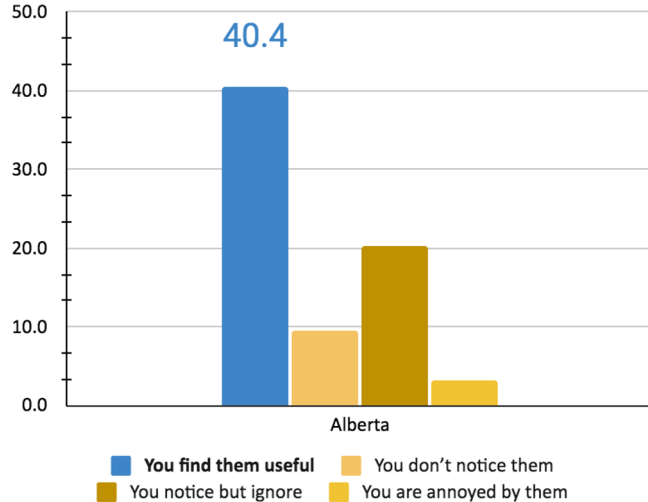


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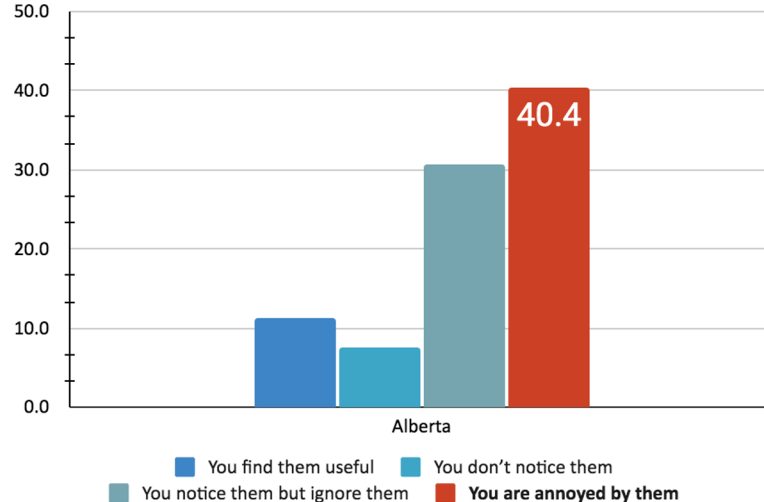
# Alberta: Communities Under 100,000 Population

Across all community sizes, 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



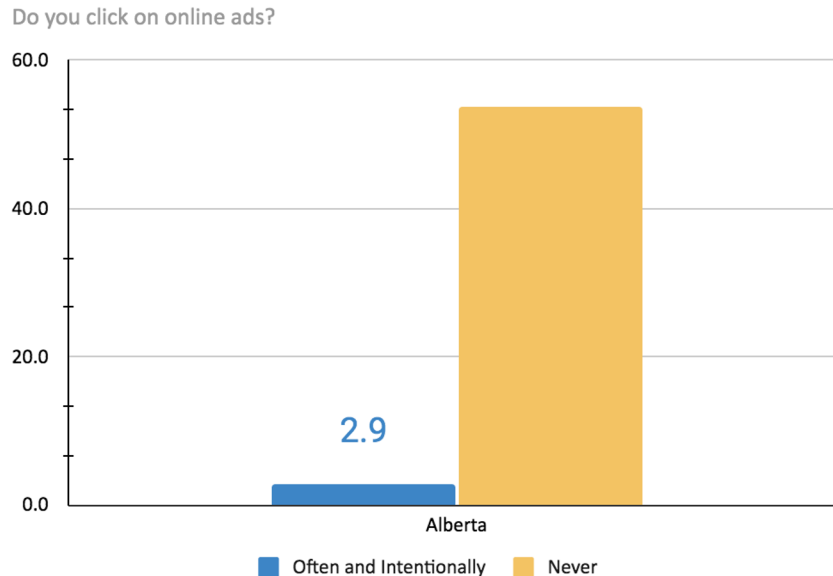
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## Alberta: Communities Under 100,000 Population

Overall, less than 3% of respondents in communities less than 100,000 population were inclined to often or intentionally click on online ads.



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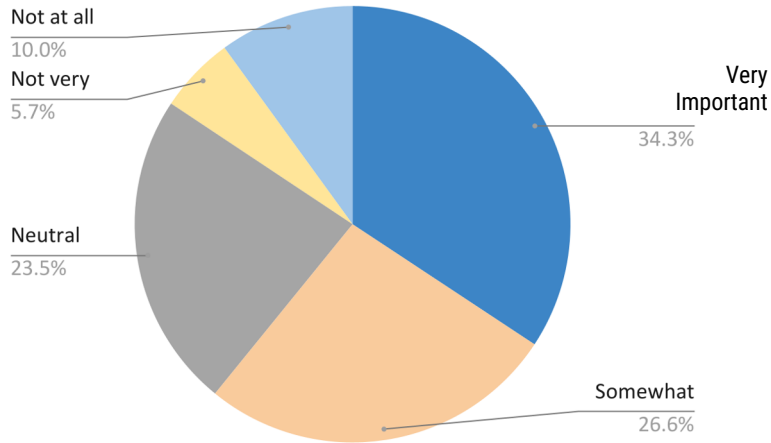
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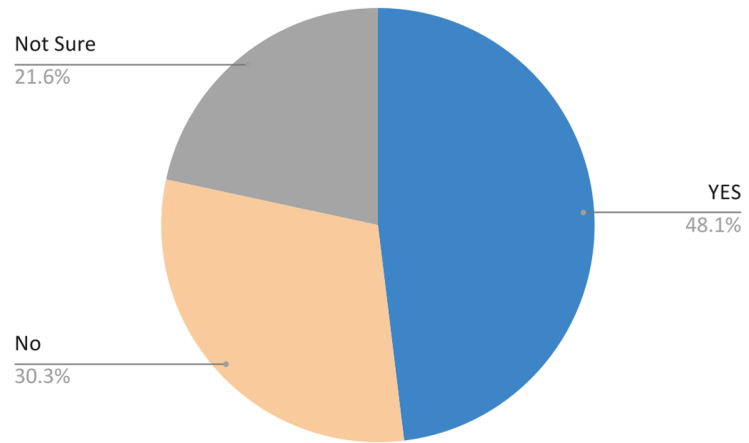
# Alberta: Communities Under 100,000 Population

Respondents understand the importance of supporting 'local'. Across all markets, the majority of respondents indicated it was 'Very Important' to buy from companies that advertise in 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 it is to buy from companies that advertise in your local community newspaper?



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



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

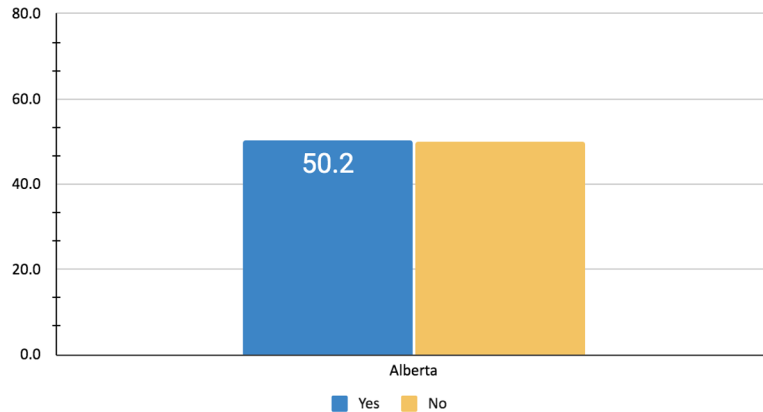
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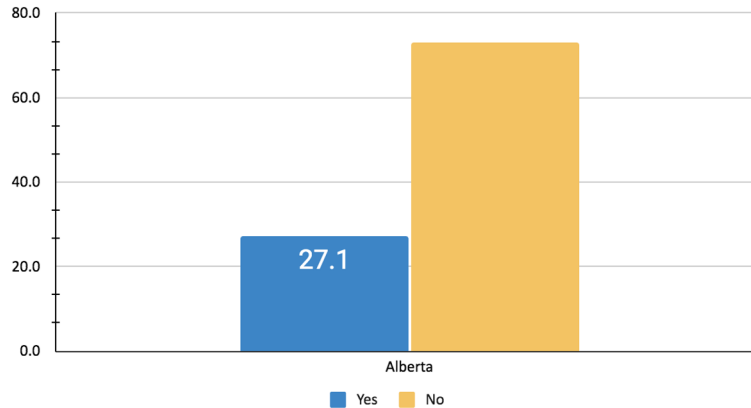
# Alberta: Communities Under 100,000 Population

Printed flyer readership remains strong. Online flyer readership occurs at roughly half of print levels.

Looked at a PRINT Flyer this week?



Looked at a ONLINE Flyer this week?



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

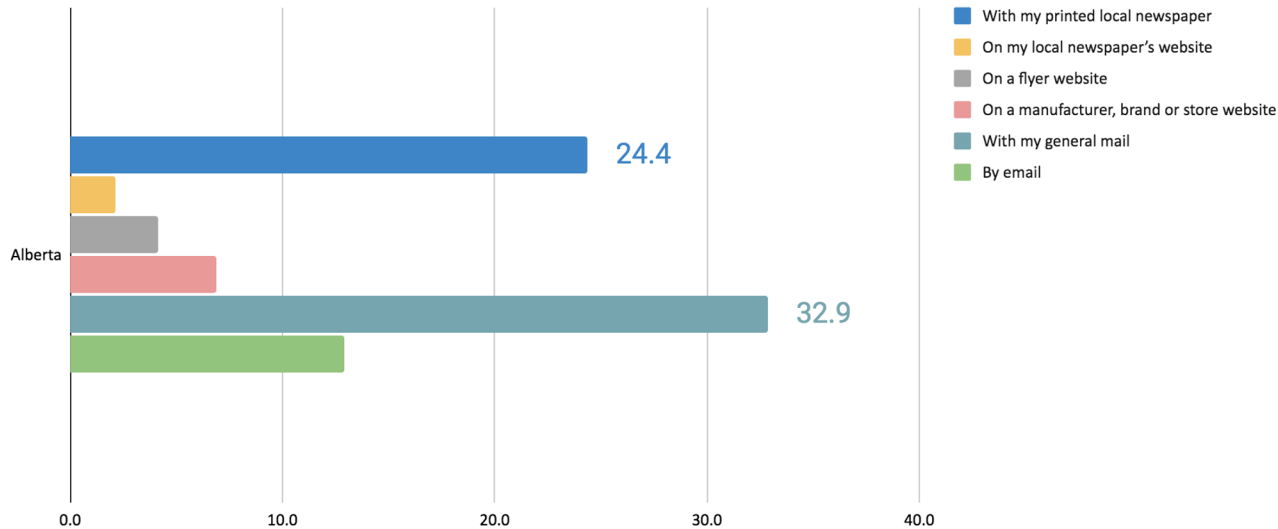
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# Alberta: Communities Under 100,000 Population

Respondents greatly preferred printed flyers to be delivered as part of the local printed community newspaper or in the general mail with their newspaper

Which of the following is your preferred method to receive flyers?



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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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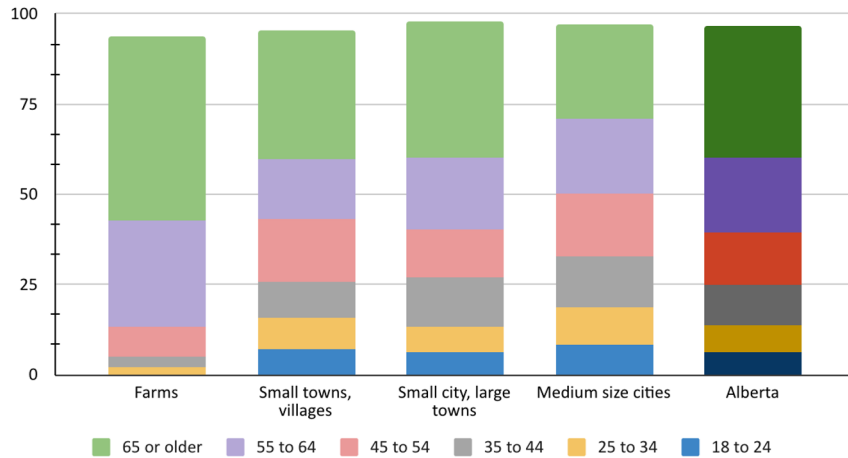
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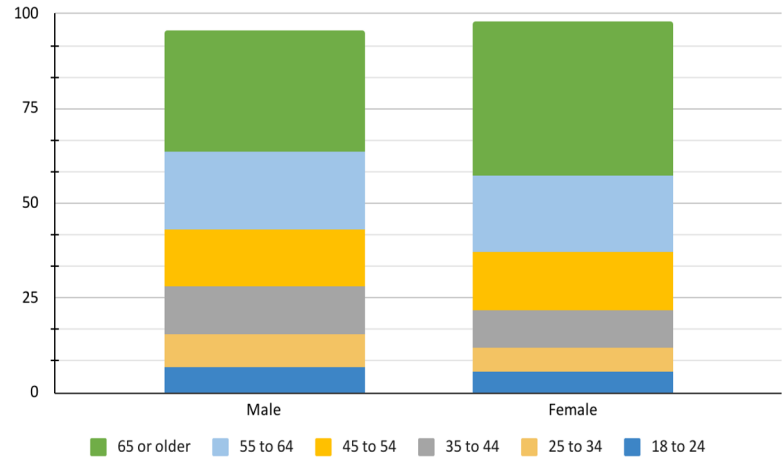
# Study Details

## 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**.

[www.alberta.ca/civil-society-fund.aspx](http://www.alberta.ca/civil-society-fund.aspx)

## Let's further this conversation

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