

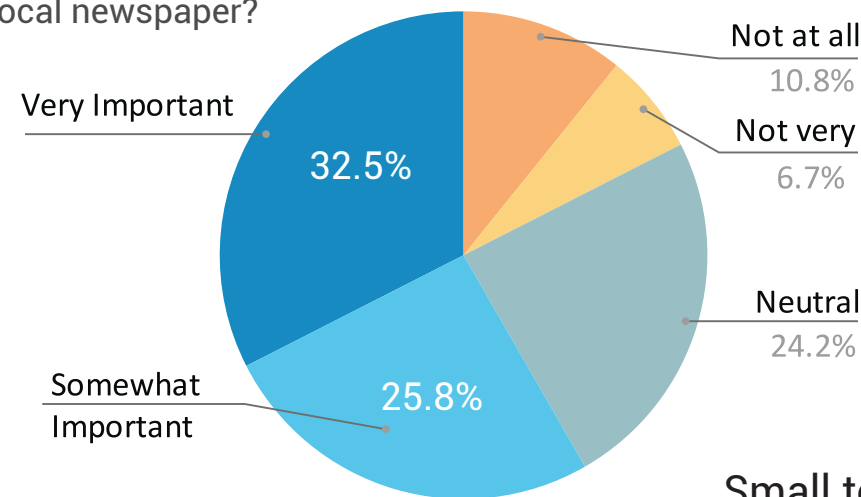
How Geography Impacts Media Access, Usage and Engagement



Small Towns/Villages - Population <10,000

Importance of Supporting Newspaper Advertisers

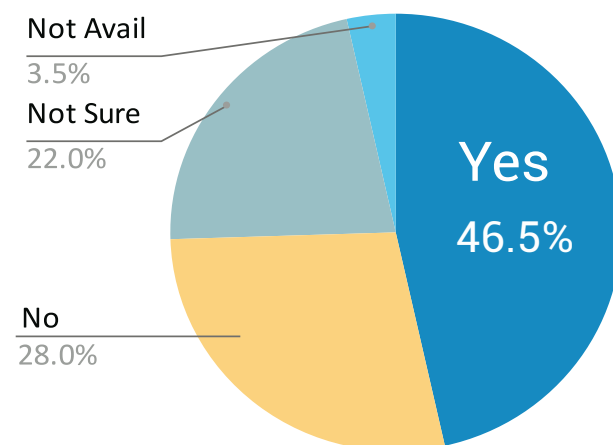
How important is it to buy from companies that advertise in the local newspaper?



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 towns/villages 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?



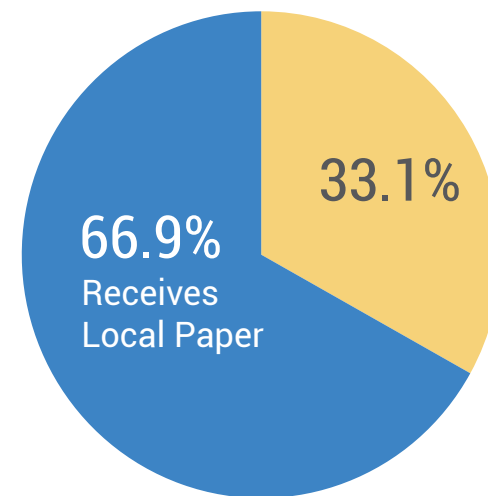
For more information on the 2021 Totum Research Media Study contact AdCanada Media Inc. info@adcanadamedia.ca

How Geography Impacts Media Access, Usage and Engagement



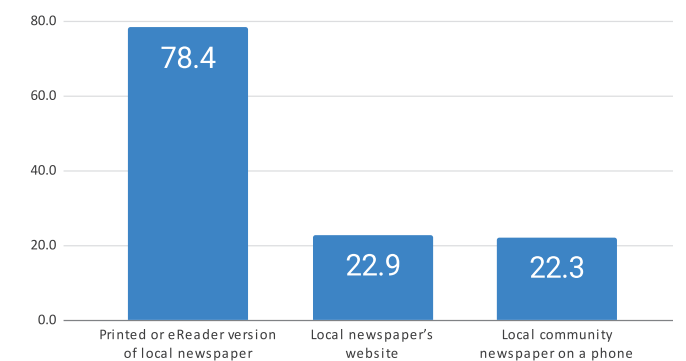
Small Towns/Villages - Population <10,000

Receipt of and Readership of the Community Newspaper



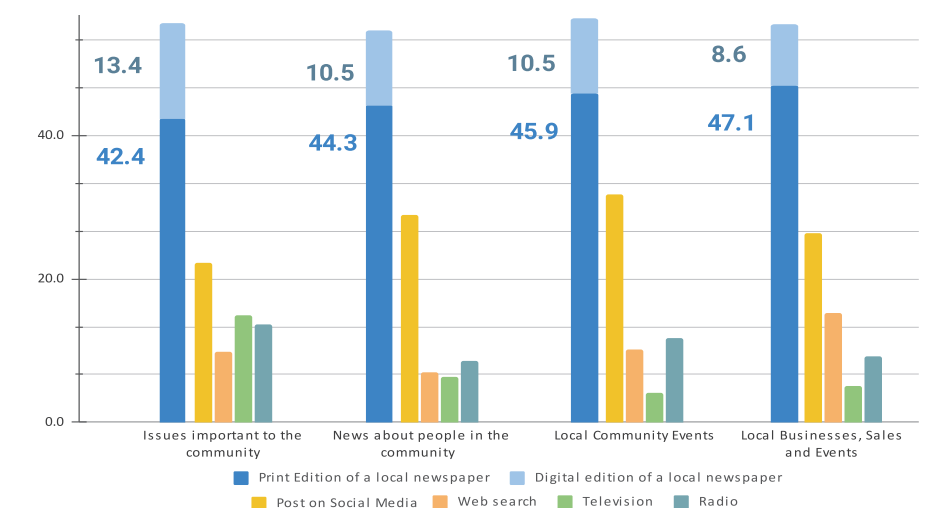
17.2% via Subscription | 14.3% via Newsstand
23.9% via Free Delivery | 11.5% via Free Pickup

78% 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



66%

of respondents in small towns 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.



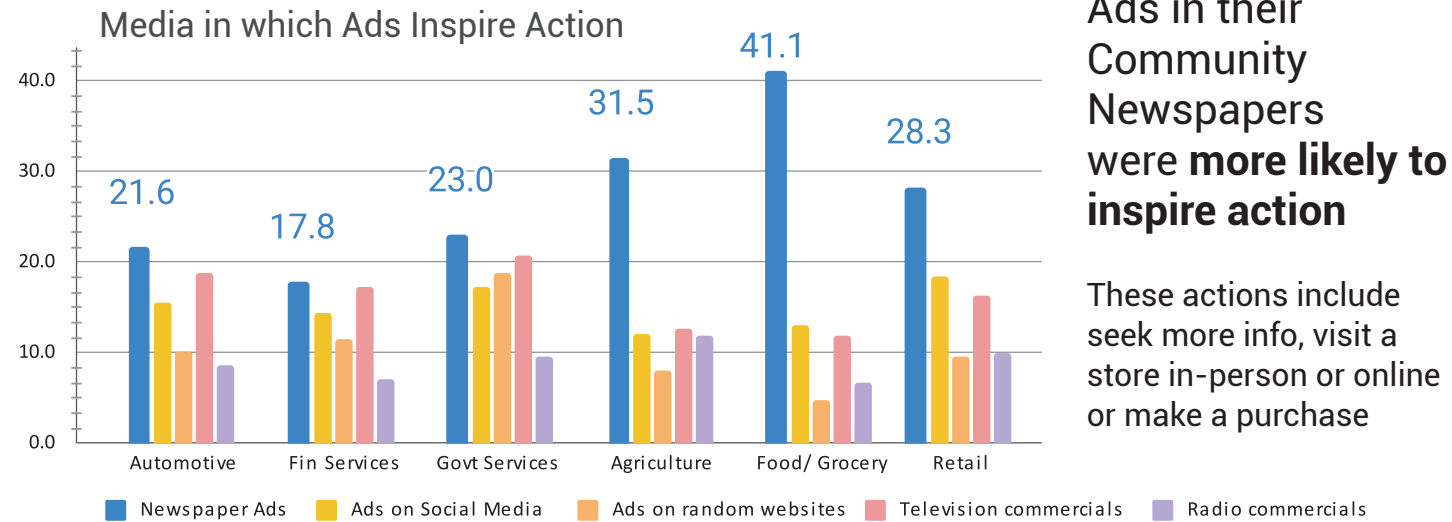
How Geography Impacts Media Access, Usage and Engagement: July/August 2021
Totum Research: Interview timing July/August 2021. Random sample adults 18+ using Computer Assisted Telephone Interview (CATI) method with a margin of error of +/- 3.1% at 95% confidence level with 1005 interviews

How Geography Impacts Media Access, Usage and Engagement

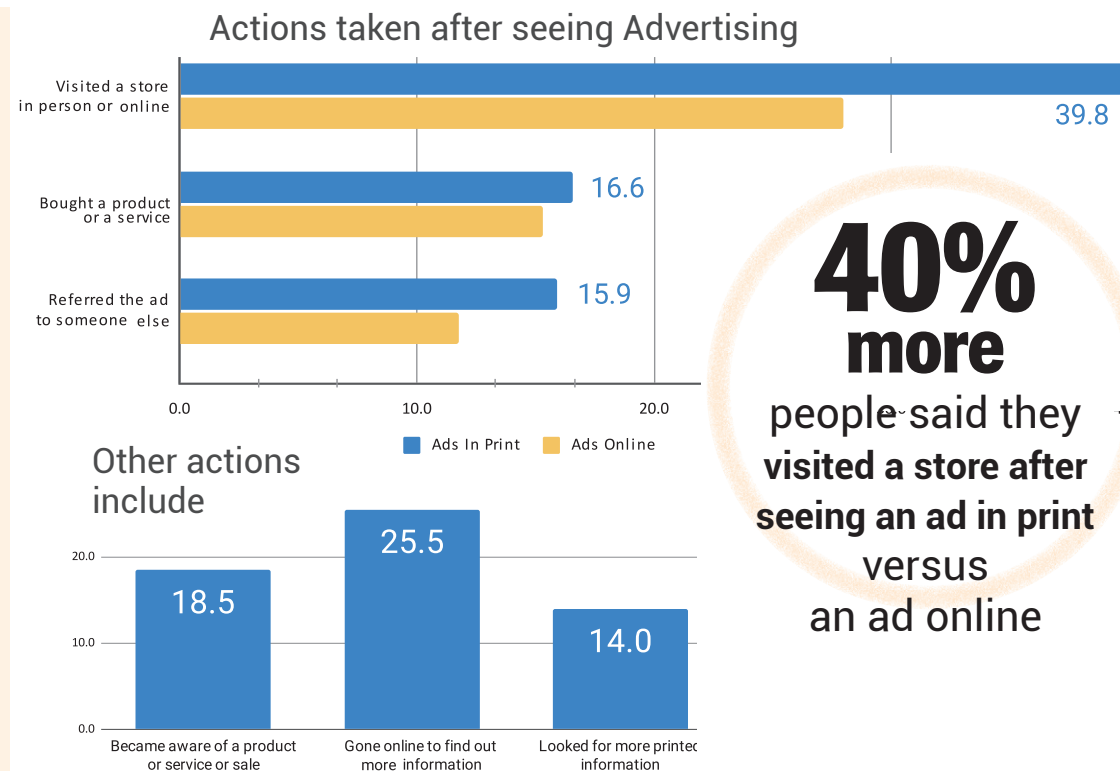


Small Towns/Villages - Population <10,000

Community Newspaper Advertising



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)

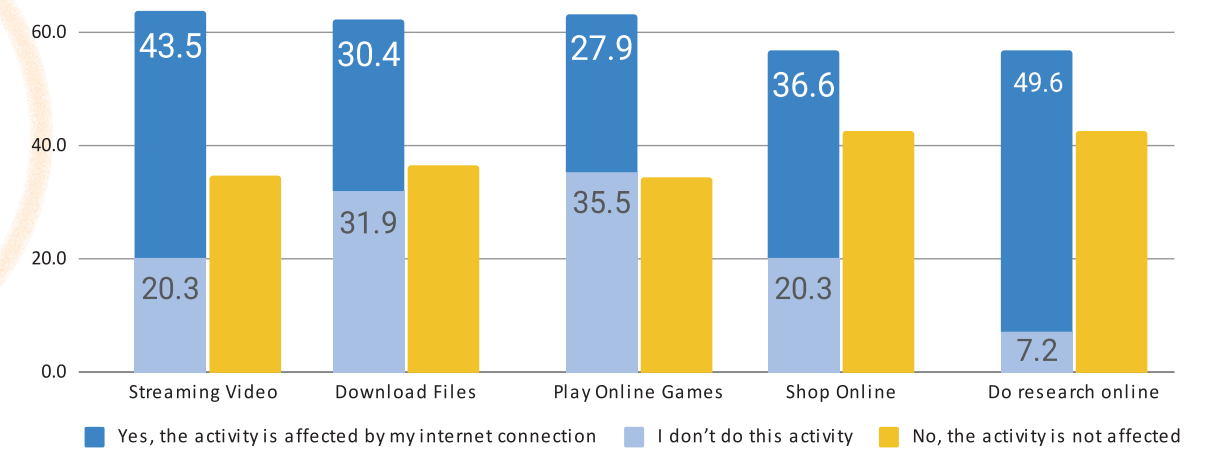


40% more people said they visited a store after seeing an ad in print versus an ad online

23%

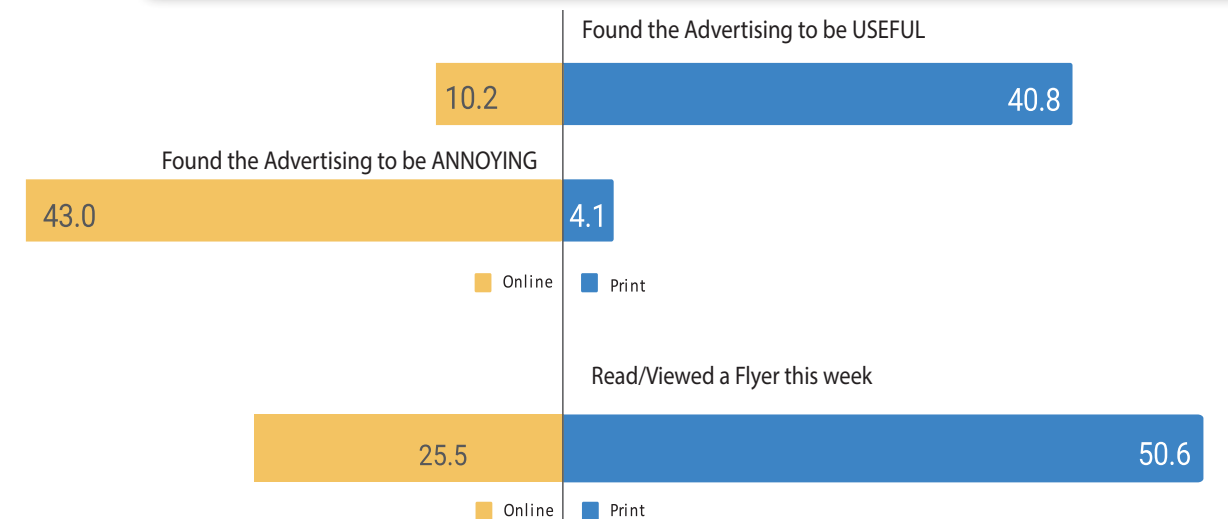
of small towns' respondents report "No Internet" or "Internet Tied to Data Usage"

Internet: Connection Methods and Impact



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



55%

of respondents admitted they do not respond well to online advertisements, saying they "never" or only "accidentally" click on ads

Alberta had 619 communities under 10,000 population in Small Towns/Villages (2016 Census)

The aggregated population of adults 18+, living in these Small Towns/Villages communities is 319,000 (2016 Census)

In Small Towns/Villages the average number of Readers per Household was 1.42