

How Geography Impacts Media Access, Usage and Engagement

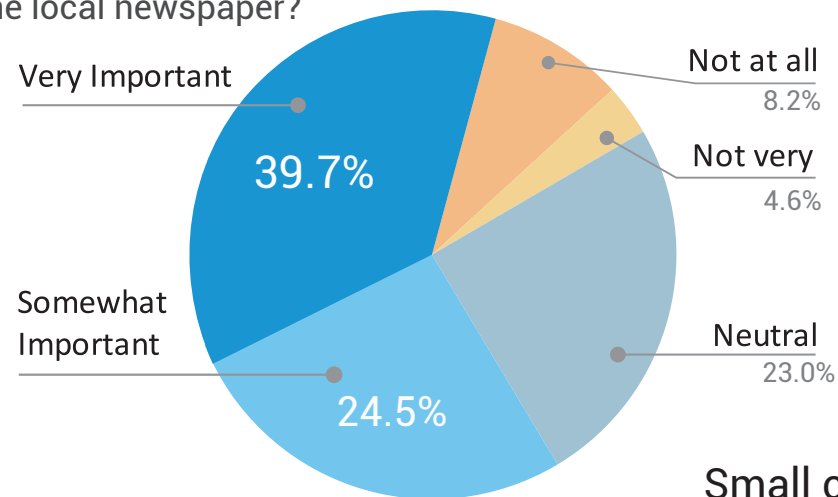
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Small Cities/Large Towns: Population 10,000-50,000

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Importance of Supporting Newspaper Advertisers

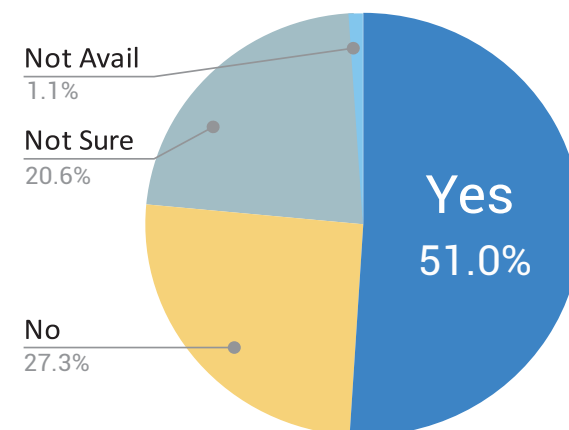
How important is it to buy from companies that advertise in the local newspaper?



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)

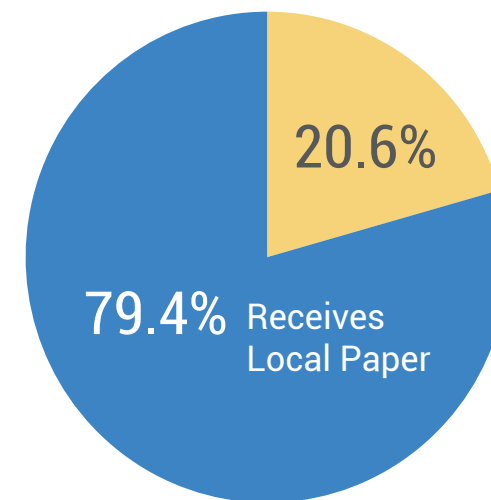
Small cities/large towns respondents value their local newspaper and its advertisers. They intend to turn that value and trust into patronage

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



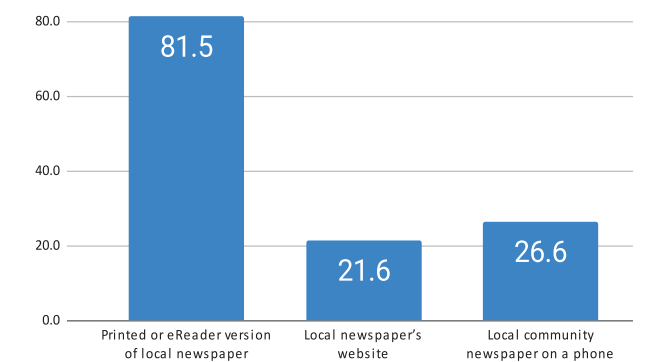
For more information on the 2021 Totum Research Media Study contact AdCanada Media Inc. info@adcanadamedia.ca

Receipt of and Readership of the Community Newspaper



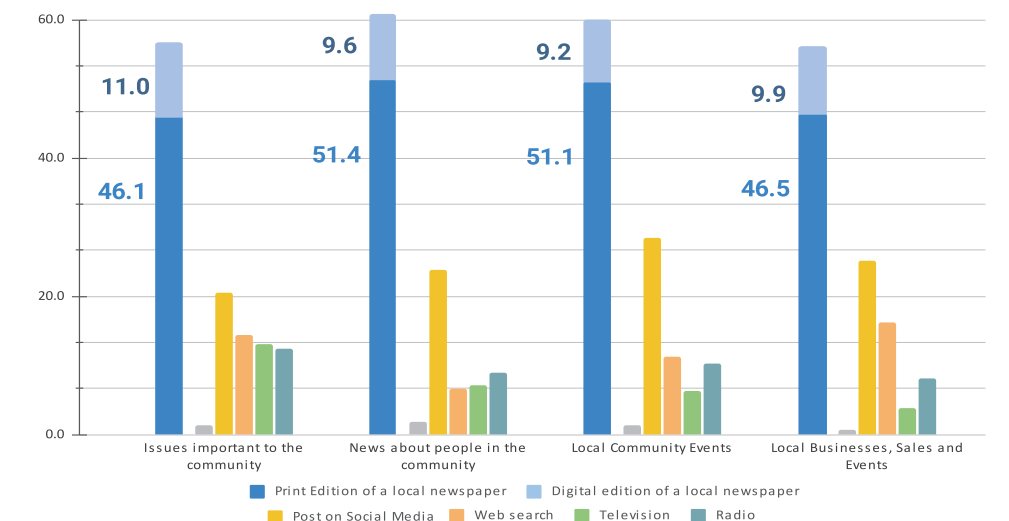
6.7% via Subscription | 1.8% via Newsstand
51.4% via Free Delivery | 19.5% via Free Pickup

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

