



REGIONAL AUSTRALIANS & COVID-19 ACM SURVEY

- 1) The Now
- 2) The Now: Brand Feedback
- 3) What's Next?

ACM
trusted voice

SAMPLING & METHODOLOGY

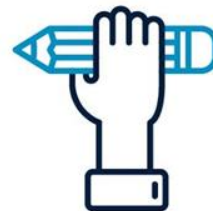


The regional Australia COVID-19 survey was conducted by Chi² Research via online links over a seven day period from 7th to 13th April 2020.

CHI SQUARED



Respondents were sourced from the Chi Squared regional insights panel and links posted into ACM regional newsletters, websites and social media pages.



In total a final sample of 10,336 Australians

9,955 regional Australians
(inc. Canberra)

381 in capital cities
(no Canberra)

Results shown in this survey are of regional Australia unless stated otherwise.

KEY RESPONSE THEMES



PRIDE

In their communities
and where they live



RESILIENCE

Their community spirit is
strong, they're using our
media to stay informed and
educated, and they are
coping well with challenges



HOPE

They believe that the
future post COVID-19
is bright



THE NOW

- 1) What are our readers thinking and feeling?
- 2) How are they consuming media?

THE NOW:

It's all about resilience



ADAPTABILITY

They're staying occupied in a number of ways while at home, in a mix of tried-and-tested as well as new and interesting ways



STAYING INFORMED

Media behaviour is heavily focused on the local and the personal and seemingly driven by the question - ***"How does the 'New Normal' affect me?"***



BRAND & GOVERNMENT EXPECTATIONS

Their feelings on how brands are behaving are a mixed bag, but trust in government is high

PROUD & RESILIENT COMMUNITIES

COPE WELL WITH CHALLENGES

"This local community copes pretty well when faced with challenges."



BRIGHT FUTURE

"This local community has a bright future."



COMMUNITY SPIRIT

"There is good local community spirit around here."



A GREAT PLACE TO LIVE

"My local community is a great place to live."



PROUD

"I feel proud to live in this local community."



Source: Chi² Research April 2020 Q: On a scale of 1 to 5 with 1 being 'strongly disagree' and 5 being 'strongly agree', please rate how you are currently feel about the following. Any agreed = 5 + 4 rating

TOP 5 **KEEPING OCCUPIED** DURING COVID-19

HOUSEHOLD DIY PROJECTS

1



ONLINE TV STREAMING E.G NETFLIX, STAN ETC

2



COOKING

3



PURSUING A HOBBY

4



FITNESS WORKOUT AT HOME

5



ACM ARE A CRUCIAL SOURCE OF TRUSTED INFORMATION

Why? Because....

96%



96% of ACM readers trust regional media, versus 57% for social media

ACM ARE A CRUCIAL SOURCE OF TRUSTED INFORMATION

Why? Because....

#1



**Regional News media has been
the #1 most used media
throughout the crisis for our
survey respondents**

ACM ARE A CRUCIAL SOURCE OF TRUSTED INFORMATION

Why? Because....

65%

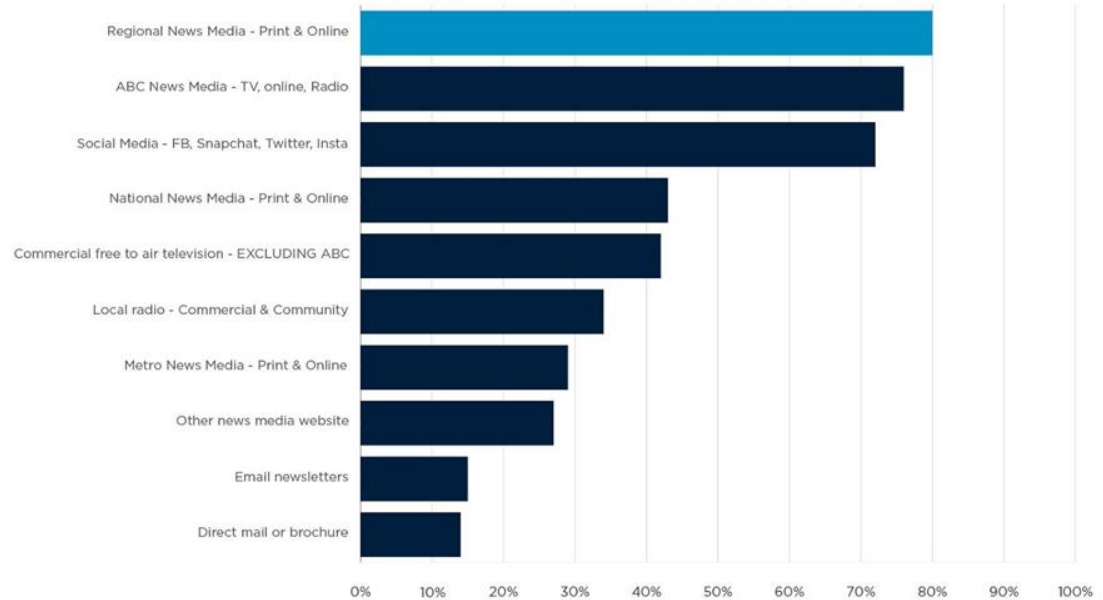


65% of ACM readers **do not read
any other metro title***

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SPECIFIC MEDIA USE IN THE LAST 4 WEEKS

1. Consumer media behaviour in the time of COVID-19 represents the need to find localised, community-focused news
1. ACM regional media provides hyper-local information via multiple channels, *(so it's understandable we come out on top)*
1. Social media scores highly because of its community creds, but trust in it is low and rightly so. This can be navigated by working with our trusted mastheads with social media presence



Chi² Research April 2020: Q8_2 - In particular, which of the following media platforms have you used in the last 4 weeks? Please select all that apply - De-duplicate reach.

THE NOW:

How is this useful to you?



HAVE YOU ADAPTED AT POINT OF SALE?

Is your product accessible regionally?
Can you get it online?
What are your delivery offerings like regionally?
Can it help with current adaptability needs/stay informed?



STAYING INFORMED

ACM provides a trusted and scalable route to consumer communication

If you have adapted, do our readers know this?



BRAND EXPECTATIONS

Tell your story in context of our hyper-localised mastheads online and in print - how do **you** serve **the readers specific region?**
Speak to the need to stay hopeful and resilient in these strange new times



THE NOW: BRAND & GOVERNMENT

How do our readers feel about the
role brands are currently playing?

PROVISION OF QUALITY INFORMATION DURING COVID-19

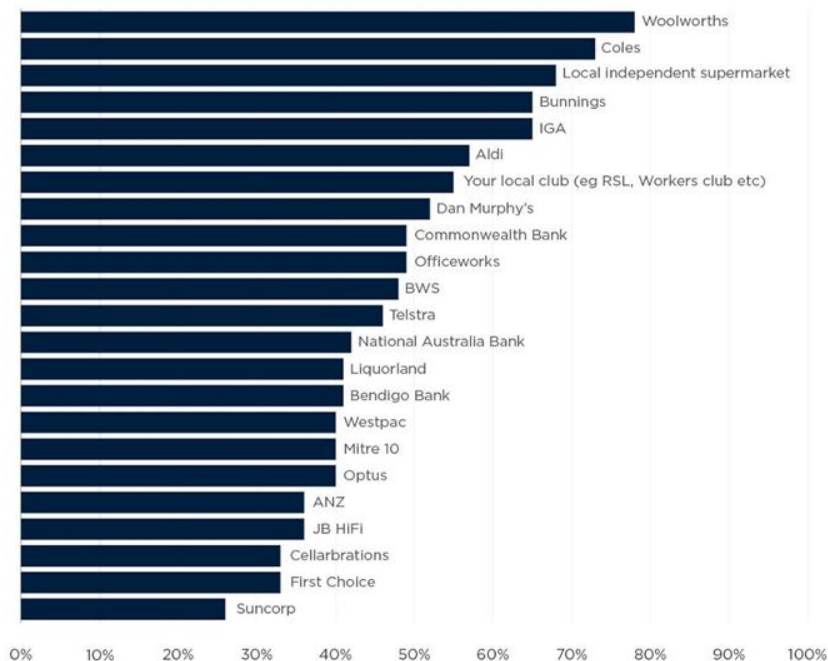
Which organisations are
doing it well?

We asked regional Australians to rank
the quality of information provided by
specific organisations during the
current COVID-19 crisis.

High quality information
= 4 or 5 rating

- Supermarkets • Hardware
- Banks • Telecommunications
- Liquor outlets

ESSENTIAL SERVICES WHO HAVE NOT STOPPED ADVERTISING ARE COMING OUT ON TOP



Source: Chi² Research April 2020 Q7: Which specific organisations are doing it best? Rate on a scale of 1 to 5 where 1 is 'supplying very low level information' and 5 is 'supplying high level information on changes' due to COVID-19. High quality information = 4 or 5 rating

SUPERMARKETS

INFORMATION QUALITY

RATING OUT OF 5 FOR INFORMATION ON CHANGES DUE TO COVID-19

1 = LOW LEVEL INFORMATION 5 = HIGH LEVEL INFORMATION

Woolworths & Coles have spent significantly with ACM this year to date and the period prior, ALDI have not.



Woolworths



coles

Coles



Local
independent
supermarkets



IGA



ALDI

ACM

Source: Chi² Research April 2020 Q7: Which specific organisations are doing it best? Rate on a scale of 1 to 5 where 1 is 'supplying very low level information' and 5 is 'supplying high level information on changes' due to COVID-19. |

GENERAL RETAIL INFORMATION QUALITY

RATING OUT OF 5 FOR INFORMATION ON CHANGES DUE TO COVID-19

1 = LOW LEVEL INFORMATION 5 = HIGH LEVEL INFORMATION

Bunnings have spent significantly with ACM on comms during, and prior to, the COVID-19 outbreak



BUNNINGS
warehouse

Bunnings



Officeworks
make bigger things happen

Officeworks



MITRE 10

Mitre 10



JB HI-FI

JB Hifi

ACM

Source: Chi² Research April 2020 Q7: Which specific organisations are doing it best? Rate on a scale of 1 to 5 where 1 is 'supplying very low level information' and 5 is 'supplying high level information on changes' due to COVID-19. |

BANKS

INFORMATION QUALITY

**NAB & COMMBANK have
spent significantly with ACM,
Suncorp have not**

RATING OUT OF 5 FOR INFORMATION ON CHANGES DUE TO COVID-19

1 = LOW LEVEL INFORMATION 5 = HIGH LEVEL INFORMATION



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Source: Chi² Research April 2020 Q7: Which specific organisations are doing it best? Rate on a scale of 1 to 5 where 1 is 'supplying very low level information' and 5 is 'supplying high level information on changes' due to COVID-19. |

LIQUOR OUTLETS

INFORMATION QUALITY

RATING OUT OF 5 FOR INFORMATION ON CHANGES DUE TO COVID-19

1 = LOW LEVEL INFORMATION 5 = HIGH LEVEL INFORMATION



Dan Murphy's



BWS



Liquorland



First Choice



Cellarbrations

ACM

Source: Chi² Research April 2020 Q7: Which specific organisations are doing it best? Rate on a scale of 1 to 5 where 1 is 'supplying very low level information' and 5 is 'supplying high level information on changes' due to COVID-19. |

TELECOMMUNICATIONS INFORMATION QUALITY

RATING OUT OF 5 FOR INFORMATION ON CHANGES DUE TO COVID-19

1 = LOW LEVEL INFORMATION 5 = HIGH LEVEL INFORMATION



Telstra



OPTUS

Optus

ACM

Source: Chi² Research April 2020 Q7: Which specific organisations are doing it best? Rate on a scale of 1 to 5 where 1 is 'supplying very low level information' and 5 is 'supplying high level information on changes' due to COVID-19. |



WHAT'S NEXT?

What are the major changes our readers think we'll see, or continue to implement, post COVID-19?

WHAT'S NEXT?

Our readers remain hopeful and positive about the future



THE GREAT OUTDOORS

On a personal level they have a renewed appreciation for the great outdoors and are also expecting a quick recovery for domestic tourism



TECHNOLOGY & INDUSTRY

They remain confident that technology will take a more positive role in our lives and they look forward to domestic manufacturing rebounding



PATRIOTISM

Community spirit is high and appreciation for first responders is understandably strong



TOP 5

POSITIVE OUTCOMES

AFTER COVID-19

1

A renewed appreciation for the outdoors and life's other simple pleasures.

2

More sophisticated and flexible use of technology.

3

Domestic manufacturing revival.

4

A new kind of patriotism towards our first responders.

5

Increase in domestic tourism.

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Source: Chi² Research April 2020 Q2 - What do you think will be the positive outcomes after COVID-19 is over?

WHAT'S NEXT?

How this is relevant to you



COMMUNICATE TO AN UNTAPPED AUDIENCE

65% of ACM readers do not read a Metro title*.

ACM offers more effective regional reach to get your message across to a largely untapped audience



REFLECT THE UNRIVALLED REGIONAL AUSTRALIAN POSITIVITY

Tap in to the sense of pride, resilience and hope that our community of readers have and think about how you as a brand or service provider can add to, or enrich it.



INVEST IN CREDIBLE LOCALISED MEDIA TO SUCCEED

We can offer hyper-localised reach at scale and we are a trusted and credible source of information for our readers - both during and before COVID-19

ACM
trusted voice

EXPLORE OUR 200 BRANDS AT
acmadcentre.com.au