



ABOUT THE STUDY

Commissioned by AdWest Marketing, the How Geography Affects Media Access, Usage and Engagement study was conducted by Totum Research. Using a CATI (Computer Assisted Telephone Interview) methodology a random sample of 750 interviews were conducted with equal samples drawn from 4 distinct community sizes plus a 150 farm sample. Interviewing took place between March 1 and 15, 2018. The objective of the study was to identify what impact a community a person lives in has on media usage and engagement.

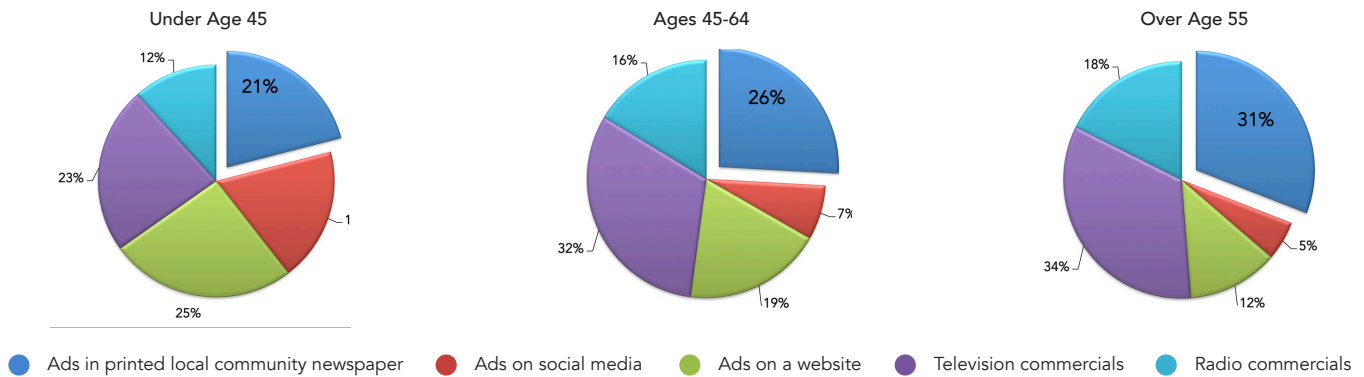
MEDIA THAT INSPIRES ACTION:

Store Visit, Website Visit, Seek More Information, Purchase

DEMOGRAPHICS: AGE



MEDIA THAT INSPIRES ACTION: Store Visit, Website Visit, Seek More Information, Purchase

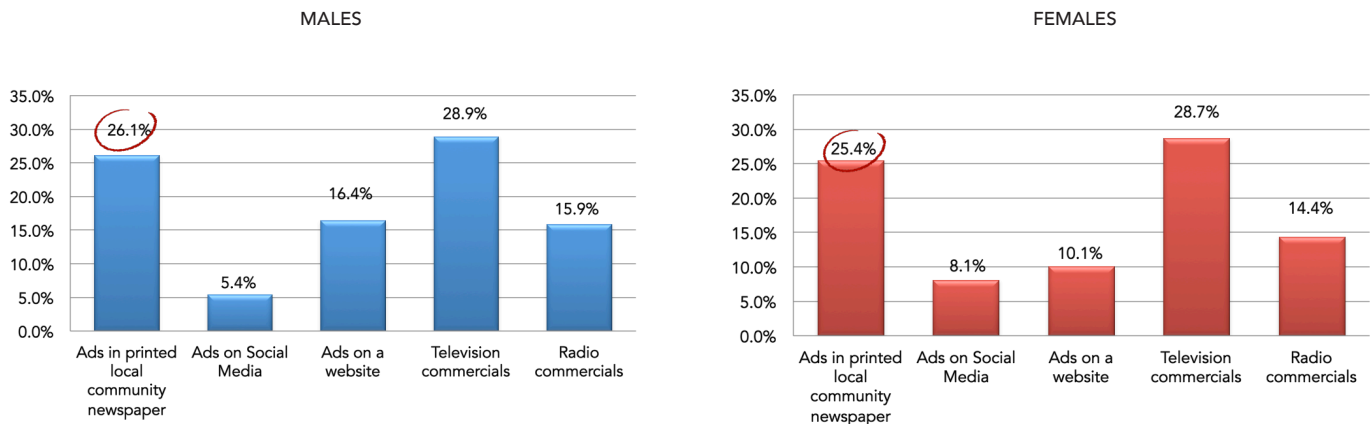


In all age groups, ads in community newspapers are MOST likely to inspire action.

DEMOGRAPHICS: GENDER



MEDIA THAT INSPIRES ACTION: Store Visit, Website Visit, Seek More Information, Purchase



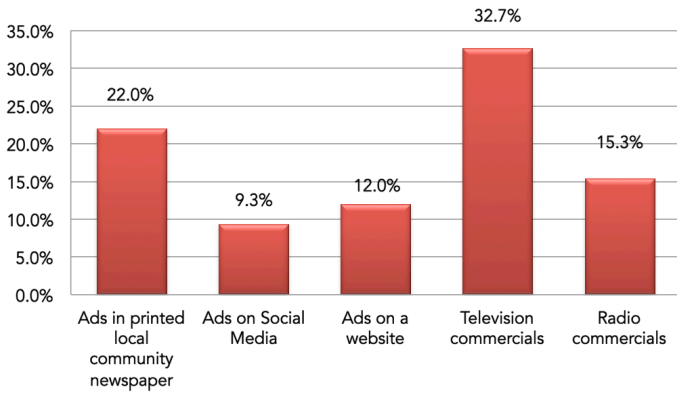
Both males and females feel MOST inspired to take action after seeing an ad in a printed community newspaper.

COMMUNITY SIZE

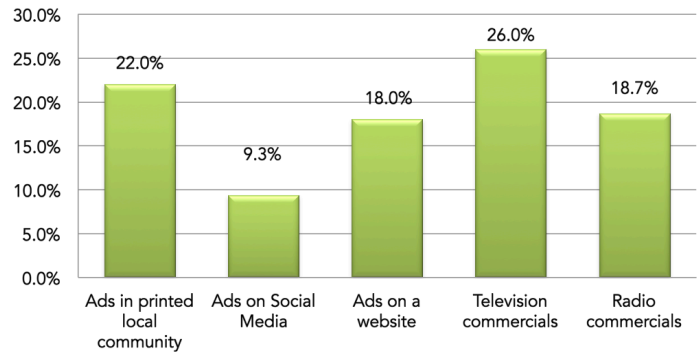


MEDIA THAT INSPIRES ACTION: Store Visit, Website Visit, Seek More Information, Purchase

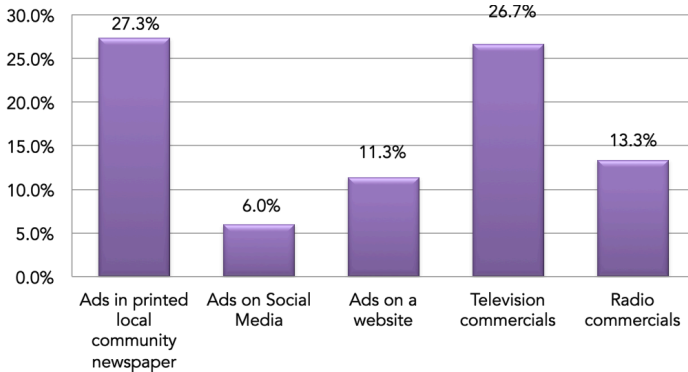
HAMLETS: Under 1,000 Pop.



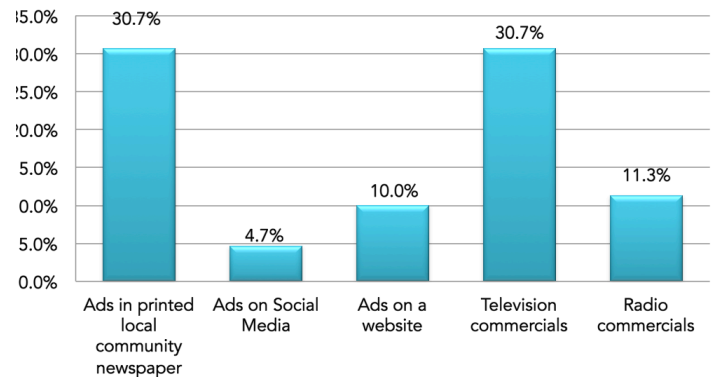
VILLAGES: 1,000 - 5,000 Pop.



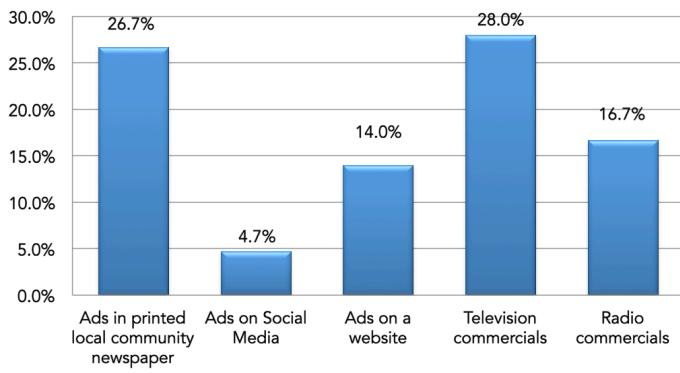
TOWNS: 5,000 - 10,000 Pop.



SMALL CITIES: Over 10,000 - 50,000 Pop.



FARMS



Across all community sizes and amongst farmers, ads in community newspapers inspire action more than any other media.

For more information on the 2018 AdWest Media Usage Study:
adcanadamedia.ca

