



## 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.

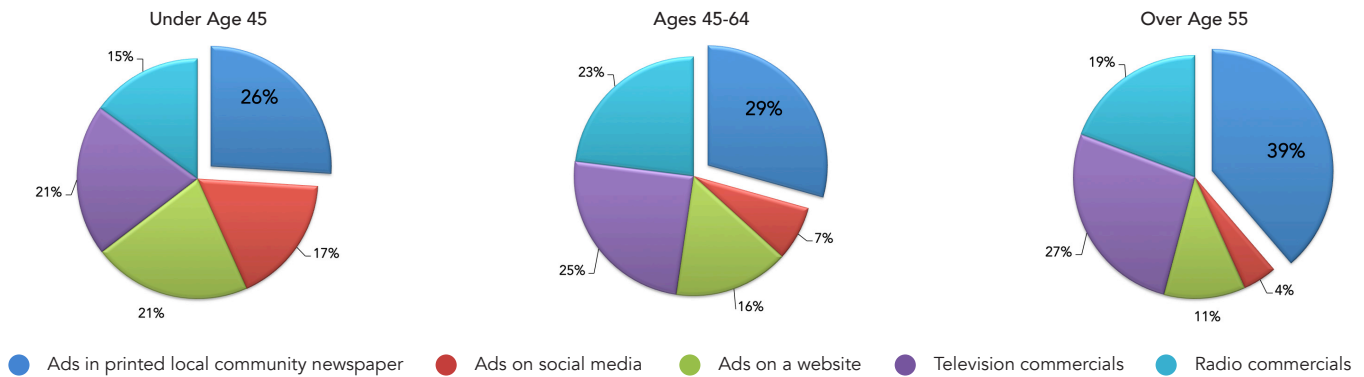
## MEDIA THAT INSPIRES ACTION:

Store Visit, Website Visit, Seek More Information, Purchase

## DEMOGRAPHICS: AGE



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

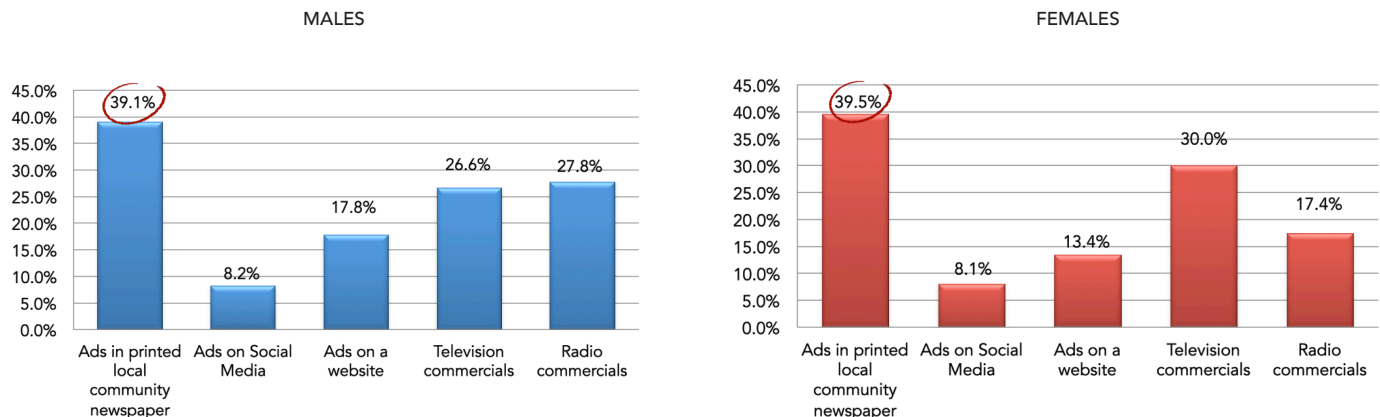


In all age groups, ads in community newspapers are MOST likely to inspire action.

## DEMOGRAPHICS: GENDER



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



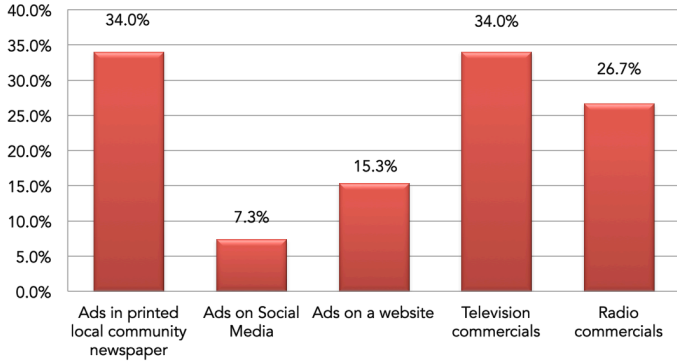
Both males and females feel MOST inspired to take action after seeing an ad in a printed community newspaper.

# COMMUNITY SIZE

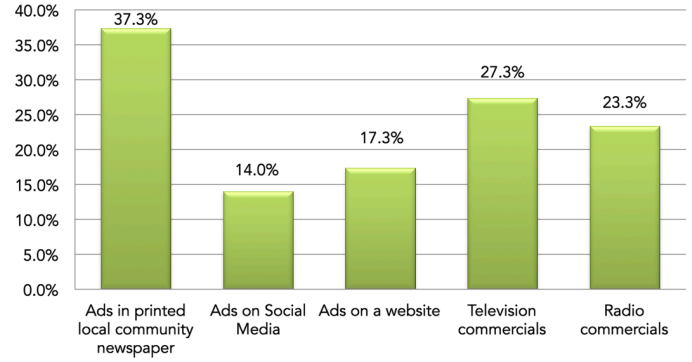


**MEDIA THAT INSPIRES ACTION:** Store Visit, Website Visit, Seek More Information, Purchase

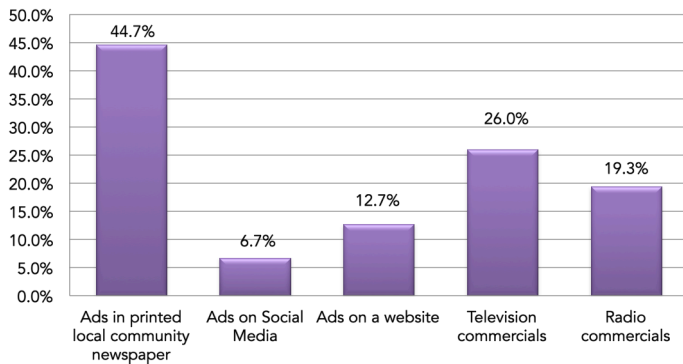
**HAMLETS: Under 1,000 Pop.**



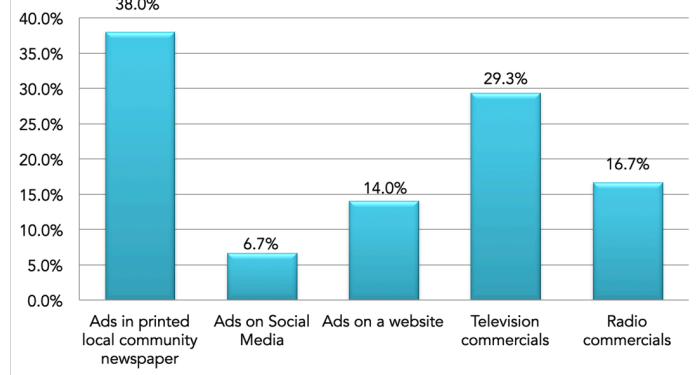
**VILLAGES: 1,000 - 5,000 Pop.**



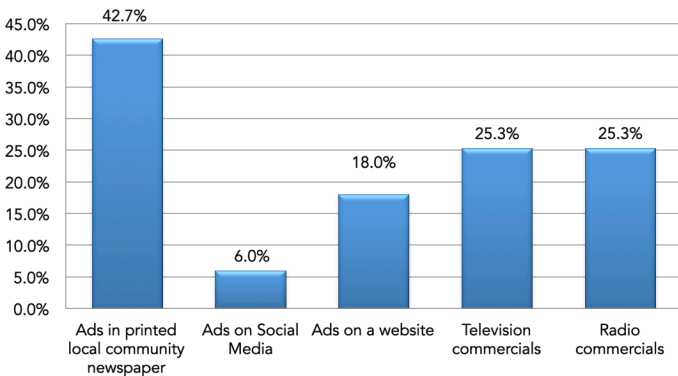
**TOWNS: 5,000 - 10,000 Pop.**



**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](http://adcanadamedia.ca)

