

HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE & ENGAGEMENT

FACT SHEET: AUTOMOTIVE

13.1%

Radio

commercials

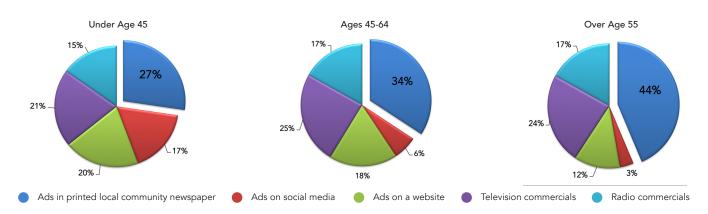
ABOUT THE STUDY

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

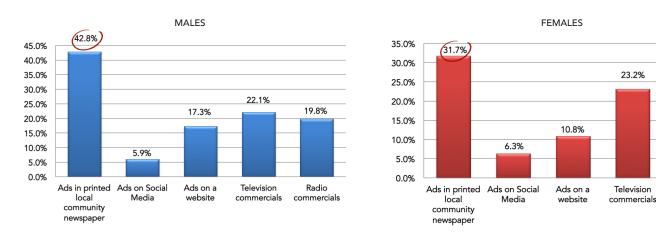


MEDIA THAT INSPIRES ACTION: Store Visit, Website Visit, Seek More Information, Purchase

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

DEMOGRAPHICS: GENDER

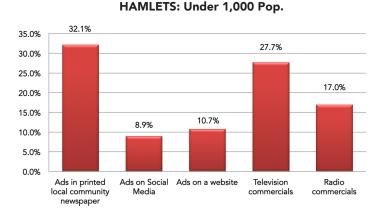
MEDIA THAT INSPIRES ACTION: Store Visit, Website Visit, Seek More Information, Purchase



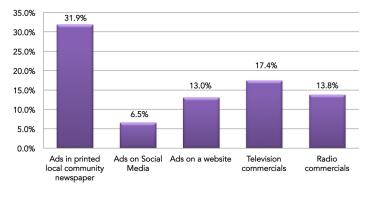
Both males and females feel MOST inspired to take action after seeing an ad in a printed community newspaper.

COMMUNITY SIZE

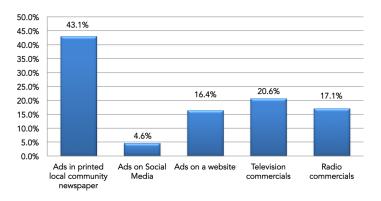
MEDIA THAT INSPIRES ACTION: Store Visit, Website Visit, Seek More Information, Purchase

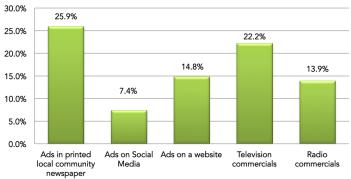


TOWNS: 5,000 - 10,000 Pop.



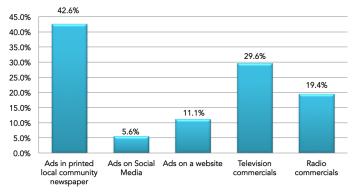
FARMS





VILLAGES: 1,000 - 5,000 Pop.

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



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

This project was produced with the financial support of the Government of Canada through the Canada Periodical Fund of the Department of Canadian Heritage. The content of this study represents the opinions of the authors and does not necessarily represent the policies or the views of the Department of Canadian Heritage of the Government of Canada. Source: Totum Research, Canadians 18+



Canadian Patrimoine Heritage canadien



Readers of Community Newspapers in Print and/or Digital Platforms, June 2018