

HOW GEOGRAPHY IMPACTS MEDIA ACCESS, USAGE & ENGAGEMENT

FACT SHEET: FOOD & GROCERIES



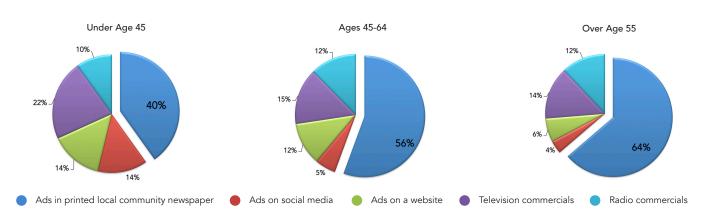
ABOUT THE STUDY

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

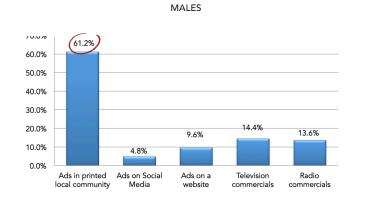


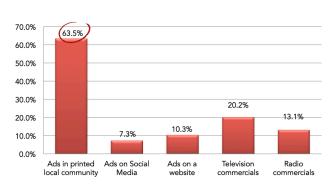
In all age groups, ads in community newspapers are MOST likely to inspire action.



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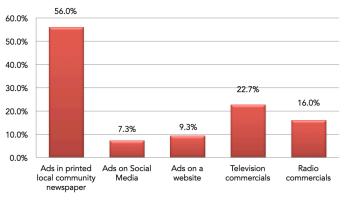


FEMALES

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

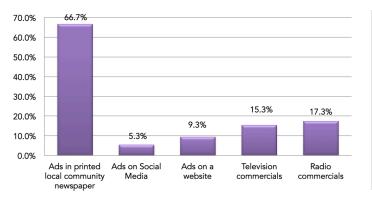
COMMUNITY SIZE 🛓

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

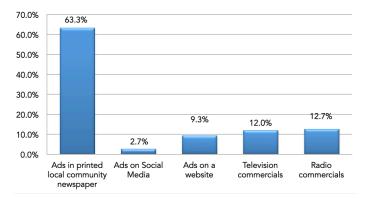


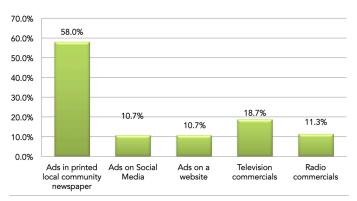
HAMLETS: Under 1,000 Pop.

TOWNS: 5,000 - 10,000 Pop.

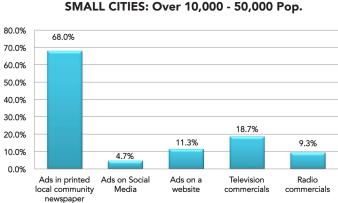


FARMS





VILLAGES: 1,000 - 5,000 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

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