



Geo-Targeting using Client-Supplied Custom Geographies

Electoral ridings matched to applicable coverage areas

adwest

The agency for Elections Canada required information that would allow them to assign community newspapers to the appropriate electoral district(s). Federal Electoral Boundaries for all three prairies provinces were supplied to AdWest by Elections Canada. They were then layered against community newspaper coverage areas. AdWest's use of GIS technology allowed us to aggregate data for each individual electoral district including: Newspaper circulation by riding, population 18+ by coverage area and riding, riding by newspapers served and riding by newspaper served and voter turnout from previous election.

Figure 1

Federal Electoral Boundaries for all three prairies provinces supplied by Elections Canada and layered against community newspaper coverage areas.

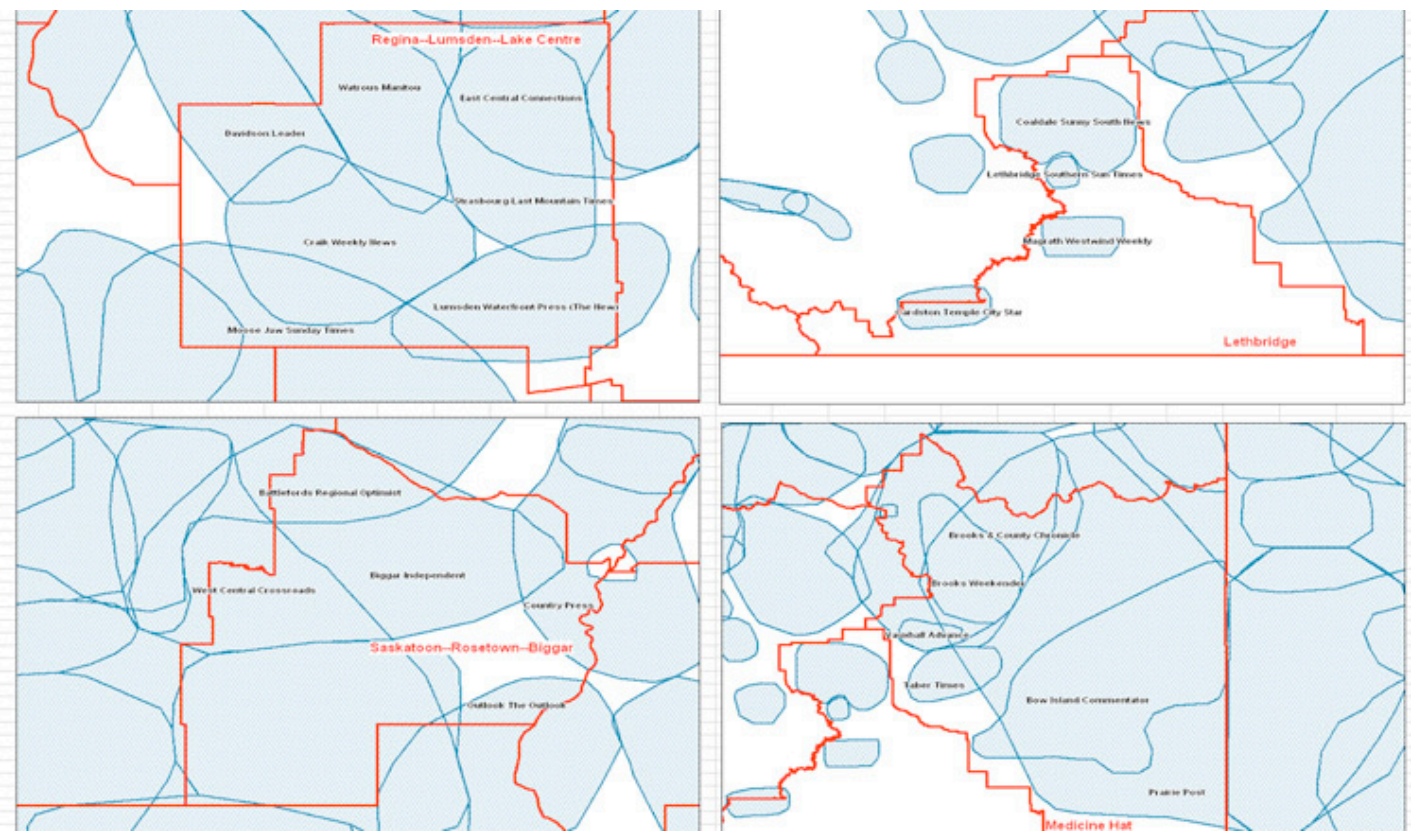


Figure 2

GIS maps prepared for each individual electoral district and underpinned with data: Newspaper circulation by riding, population 18+ by coverage area and riding, riding by newspapers served and riding by newspaper served and voter turnout from previous election.

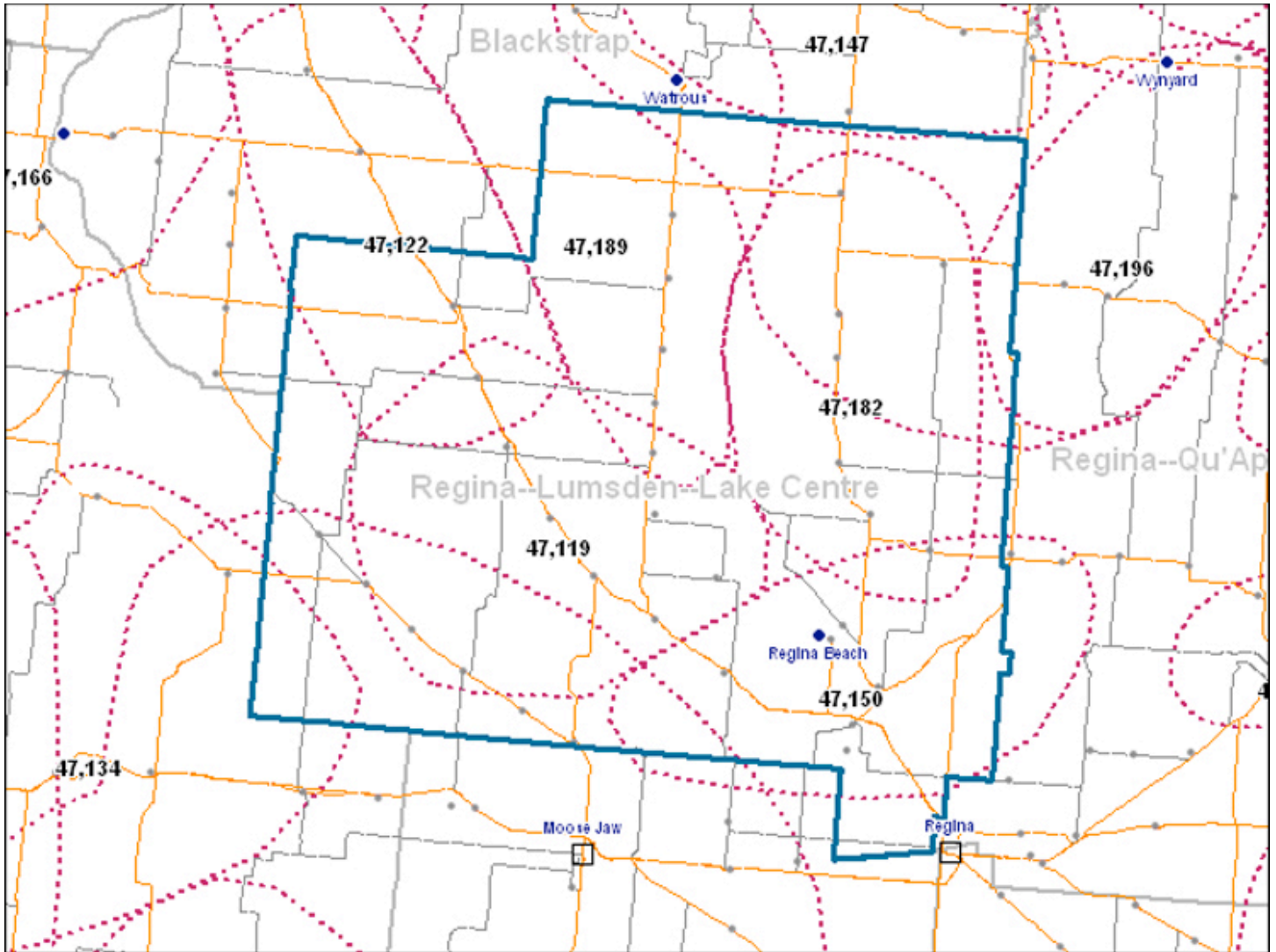
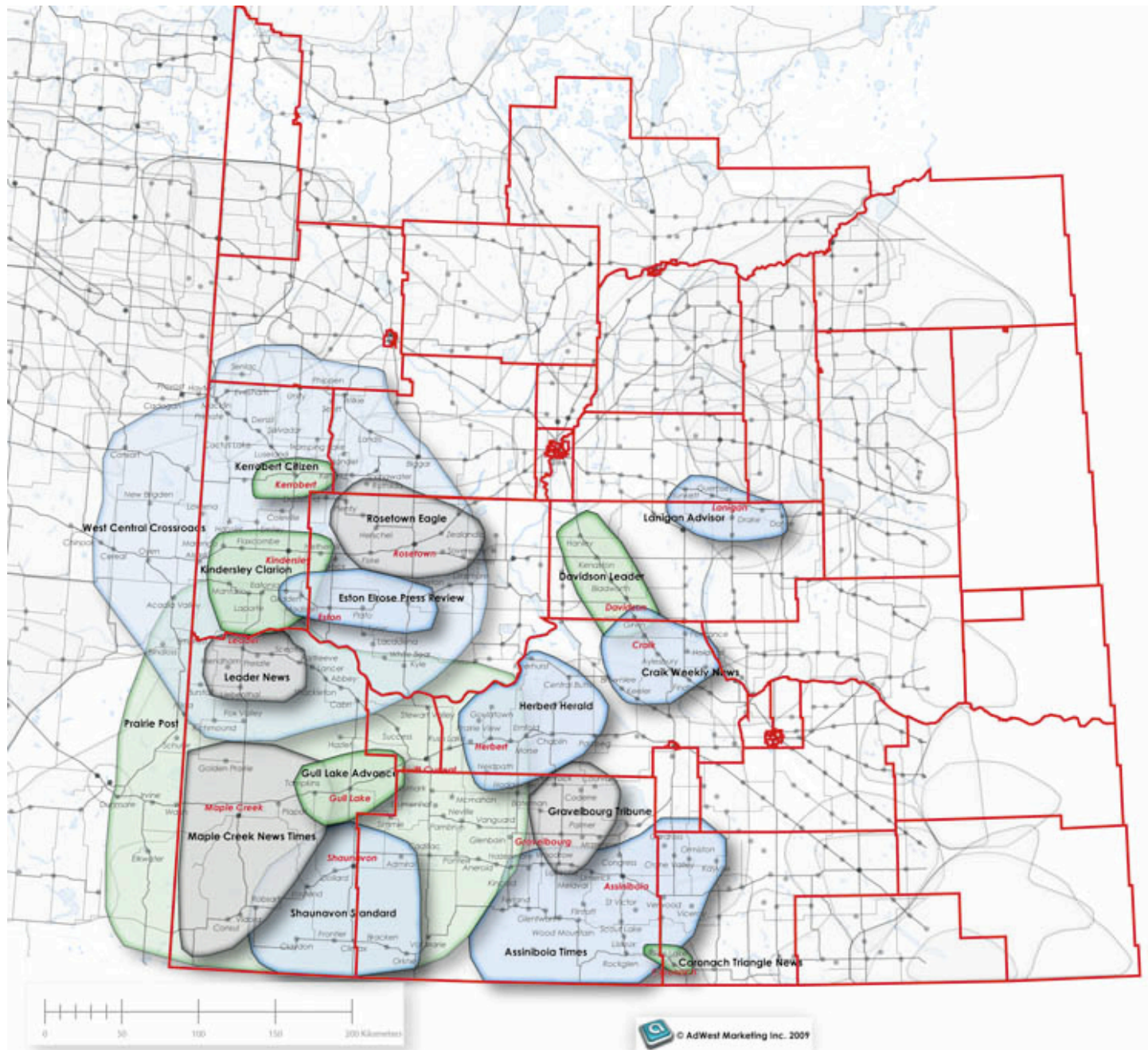


Figure 3

Individual maps by region prepared for client presentation.



For more information, or for help with your own project, please contact AdWest at info@adwest.ca