

# 2021 Saskatchewan Media Usage Report

insightrix®

## Answering Your Advertising Questions



## 2021 SASKATCHEWAN MEDIA USAGE REPORT

Following the success of the 2018 and 2020 syndicated series, Insightrix has launched the **2021 Saskatchewan Media Usage Report – Answering Your Advertising Questions**. This report updates the essential statistics needed to understand the behaviours and perceptions of online and digital activities in Saskatchewan.

Insightrix syndicated research has been at the forefront of providing actionable insights on the changing population in Saskatchewan.

The 2021 Saskatchewan Media Usage Report benchmarks are considered a baseline for businesses interested in the Saskatchewan marketplace. Since 2016, Insightrix has completed several waves of syndicated research on this topic – including expanding the study scope to Western Canada (i.e., British Columbia, Alberta, Saskatchewan, and Manitoba). This year, we have done an additional wave of research focusing on the Saskatchewan population and their online and digital behaviours.

It is critical to keep to date on marketing and advertising statistics to stay relevant. Whether you are focused on marketing, advertising or understanding your competitive advantage in Saskatchewan, we have actionable insights critical to your business staying ahead.



Our syndicated reports are available for purchase in an 'off-the-shelf' approach – relevant research when you need it. Contact us for more information on this report and other available syndicated reports.

### WHATS NEW FOR 2021?

In addition to our trended study, Insightrix has added a new section on **media viewing shifts due to the pandemic**. The Insightrix Young Adult Panel members were invited to provide their thoughts on this topic. The report addresses insights coming directly from this group of bright Gen Z and Millennials. Other new topics include:

- ✓ Adoption of subscriptions to avoid ads (i.e., YouTube Premium)
- ✓ Resonance of ads showing life during the pandemic
- ✓ Updated consumer perceptions of behaviour shifts due to COVID-19

### WHAT TOPICS ARE INCLUDED IN THE 2021 REPORT?

This report answers many critical questions important for advertisers to keep up with the latest marketing trends. Below is a description of what questions were asked in 2021.

- ✓ The rise of the subscription model and the way Saskatchewan residents consume streamed media
- ✓ Devices used, including type of the devices and how often.
- ✓ Views on advertising, including the most trusted forms of media and the advertisement themes that resonate within Saskatchewan.
- ✓ Online shopping habits including factors of influence, percentage of online vs local, and biggest frustrations.
- ✓ Social media behaviours, including frequency and top platforms used
- ✓ The impact of COVID-19 and its impact on consumer behaviours in Saskatchewan