

News Engagement, Types of News Followed and Favourite Sources for Local News by Community Size and Type

One of the goals of the study was to try and determine the level of engagement with the news and understand how that engagement varied according to the size and location of the community one lives. Respondents were also asked about their favourite sources for local news and information. It was discovered that people in all community types are spending more time with the news than they did two years ago with local news being the most sought information.

Types of News Followed:	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5K	5K-10K	10K-50K	50K-100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
FOLLOW INTERNATIONAL NEWS:													
Most of the time	49.9%	46.9%	46.4%	52.2%	47.9%	51.8%	55.1%	44.7%	19.1%	23.0%	46.4%	49.9%	59.3%
Only when something is happening	33.8%	37.9%	32.2%	29.8%	36.0%	34.9%	31.8%	35.8%	56.7%	55.0%	36.0%	40.5%	22.9%
Seldom or Never	8.2%	6.2%	10.3%	10.1%	10.4%	7.0%	5.3%	11.1%	20.2%	15.3%	12.9%	6.3%	4.9%
Not stated	8.1%	8.9%	11.1%	7.9%	5.8%	6.4%	7.9%	8.3%	4.0%	6.8%	4.7%	3.3%	13.0%
FOLLOW NATIONAL NEWS:													
Most of the time	67.3%	71.0%	62.1%	68.0%	64.0%	67.9%	72.5%	62.0%	26.6%	41.4%	60.6%	70.3%	76.9%
Only when something is happening	23.8%	24.7%	24.0%	24.3%	27.1%	23.2%	19.5%	28.2%	55.0%	40.9%	30.6%	24.5%	14.5%
Seldom or Never	5.0%	2.0%	8.1%	4.8%	7.1%	4.7%	3.8%	6.2%	14.4%	12.5%	6.7%	3.7%	2.7%
Not stated	3.9%	2.2%	5.8%	2.9%	1.8%	4.2%	4.2%	3.7%	4.0%	5.2%	2.1%	1.5%	5.9%
FOLLOW LOCAL NEWS:													
Most of the time	76.1%	79.4%	75.0%	79.4%	66.9%	73.8%	78.5%	73.8%	48.7%	61.6%	73.7%	78.0%	81.5%
Only when something is happening	16.2%	13.6%	16.1%	12.0%	26.9%	19.2%	14.3%	18.0%	46.2%	20.6%	17.2%	18.1%	10.6%
Seldom or Never	4.1%	2.0%	6.1%	4.8%	4.1%	3.6%	3.5%	4.7%	2.9%	11.7%	8.0%	2.5%	2.2%
Not stated	3.6%	4.9%	2.7%	3.8%	2.1%	3.5%	3.8%	3.5%	2.2%	6.1%	1.1%	1.4%	5.7%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
N=1,015

Time Personally Spent With News, Compared to 2 Years Ago:	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5K	5K-10K	10K-50K	50K-100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
More time per day	21.4%	21.9%	18.2%	17.1%	28.9%	24.8%	20.9%	21.8%	30.9%	23.6%	20.4%	22.0%	20.0%
About the same amount of time	69.2%	72.8%	68.5%	73.3%	64.9%	66.1%	72.9%	65.5%	48.9%	62.5%	65.5%	68.1%	74.7%
Less time per day	9.2%	5.3%	12.9%	9.6%	6.2%	8.9%	6.2%	12.3%	20.2%	13.9%	13.6%	9.9%	5.1%
Not stated	0.2%	0.0%	0.4%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.0%	0.5%	0.0%	0.2%

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Favourite Source for Local News and Information:	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5K	5K-10K	10K-50K	50K-100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
Blog about your local community	1.1%	1.3%	2.1%	0.3%	1.1%	0.8%	0.5%	1.7%	1.7%	2.8%	0.0%	1.0%	1.1%
Your city or town's website	1.1%	0.5%	1.7%	2.2%	0.5%	0.7%	1.1%	1.2%	3.7%	1.0%	1.1%	2.1%	0.4%
Local printed community newspaper	43.2%	53.8%	55.0%	46.5%	44.2%	31.2%	43.5%	42.8%	23.4%	27.7%	37.5%	44.3%	49.5%
Local community newspaper website	3.4%	2.5%	2.5%	3.7%	6.3%	4.2%	4.0%	2.9%	3.5%	5.5%	5.8%	4.1%	1.8%
Local store website	0.2%	0.0%	0.0%	0.4%	0.0%	0.3%	0.0%	0.4%	0.0%	1.7%	0.5%	0.0%	0.0%
Local radio station	23.8%	19.2%	22.5%	26.6%	31.6%	24.9%	23.8%	23.8%	21.8%	31.8%	29.8%	23.8%	20.2%
Social media e.g. Facebook, Twitter, Myspace	3.7%	5.8%	3.0%	2.8%	5.5%	3.7%	1.9%	5.5%	31.6%	8.9%	3.6%	2.7%	0.5%
Local TV station	23.8%	18.1%	13.8%	19.8%	11.4%	33.0%	26.1%	21.5%	16.1%	16.3%	19.4%	23.7%	27.7%
Other	1.5%	2.2%	1.0%	2.6%	0.9%	1.0%	1.9%	1.2%	0.0%	2.8%	3.2%	0.7%	1.3%
None of the above	5.0%	7.0%	3.1%	3.2%	5.9%	5.9%	5.0%	5.0%	0.0%	6.2%	4.8%	4.4%	5.7%

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Of Those Who Report Having a Favourite Source, How Well Does the Source Provide Info You Need:	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5K	5K-10K	10K-50K	50K-100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
Net: ALL/MOST	63.5%	52.1%	59.8%	61.9%	65.2%	70.7%	60.6%	66.3%	62.0%	69.6%	63.2%	63.4%	62.7%
ALL of the information	16.6%	14.1%	16.7%	15.1%	15.7%	18.2%	14.1%	19.0%	16.8%	19.3%	14.2%	15.5%	17.6%
MOST of the information	46.9%	38.0%	43.1%	46.8%	49.5%	52.5%	46.6%	47.2%	45.2%	50.3%	49.0%	47.9%	45.0%
SOME of the information	29.1%	38.6%	32.6%	29.6%	27.2%	23.1%	33.1%	25.1%	35.1%	24.4%	30.7%	29.2%	28.5%
NOT MUCH of the information	4.9%	5.3%	5.1%	5.2%	5.8%	4.5%	4.4%	5.4%	0.0%	4.2%	6.1%	5.4%	4.8%
NONE of the information	0.4%	0.0%	0.7%	0.0%	1.1%	0.5%	0.2%	0.6%	0.0%	0.0%	0.0%	0.5%	0.5%
Not stated	2.2%	4.0%	1.9%	3.3%	0.7%	1.1%	1.7%	2.6%	2.9%	1.8%	0.0%	1.4%	3.5%

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N=965