

## Sources of Local News Used at Least Once per Week by Community Size and Type

Does a persons community size and location contribute to how often people seek local news and information and where they go to get it. The study determined that traditional media and specifically, the print version of the local community newspaper are strong across all community types but dominant in smaller markets.

Frequency of Use for Local News and Information AT LEAST ONCE PER WEEK:	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+
<b>TRADITIONAL NEWS SOURCES</b>													
Print Version of a Local Community Newspaper	69%	71%	78%	78%	60%	58%	70%	69%	48%	51%	66%	73%	73%
Local Television News Broadcast	59%	54%	54%	65%	47%	73%	59%	59%	41%	42%	52%	59%	66%
Local Radio Broadcast	63%	53%	61%	66%	65%	65%	65%	60%	62%	66%	73%	63%	58%
Word of Mouth From Family or Friends	56%	66%	60%	61%	60%	41%	50%	62%	70%	55%	65%	63%	48%
Print Newsletter About Your Community	18%	18%	20%	25%	10%	16%	20%	16%	14%	8%	15%	19%	20%
<b>ONLINE NEWS SOURCES</b>													
Website of a Local Community Newspaper	15%	9%	12%	18%	20%	14%	15%	14%	23%	13%	21%	13%	13%
Website of a Local Television Station	10%	6%	10%	11%	10%	14%	10%	10%	18%	11%	12%	9%	9%
Website of a Local Radio Station	7%	6%	8%	10%	6%	7%	7%	8%	13%	11%	7%	9%	5%
Another Website Devoted To Local Community News	9%	7%	10%	13%	11%	2%	8%	9%	20%	13%	9%	11%	5%
Blog About Your Community	3%	3%	5%	2%	3%	2%	3%	3%	6%	7%	3%	3%	2%
Person/Organization on a Social Networking Site	18%	15%	18%	22%	21%	16%	12%	24%	45%	34%	20%	21%	10%
Email Newsletter About Your Community	7%	5%	7%	8%	10%	5%	7%	7%	7%	1%	7%	8%	7%
Internet Search Engine (Google, Bing etc.)	35%	27%	35%	41%	35%	37%	35%	36%	57%	42%	44%	42%	25%

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

Frequency of Use for Local News and Information: LOCAL PRINTED COMMUNITY NEWSPAPER	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: Once a week or more	68.8%	71.2%	77.7%	77.6%	60.3%	59.1%	69.6%	68.0%	48.2%	51.4%	65.7%	72.6%	73.0%
Every day	17.5%	3.3%	4.9%	14.6%	37.1%	31.2%	18.7%	16.4%	4.8%	4.1%	10.7%	20.8%	22.1%
Few times a week	12.9%	10.7%	13.3%	17.6%	12.5%	11.4%	12.7%	13.2%	5.8%	9.9%	17.1%	9.0%	14.9%
Once a week	38.3%	57.2%	59.5%	45.4%	10.8%	16.5%	38.2%	38.4%	37.6%	37.4%	37.9%	42.8%	36.0%
Few times a month	6.3%	6.4%	5.8%	5.1%	7.9%	7.0%	7.2%	5.4%	11.6%	13.8%	8.3%	4.5%	4.6%
Less often	8.1%	5.9%	4.3%	2.4%	9.8%	13.6%	7.5%	8.7%	25.6%	7.5%	14.1%	7.3%	4.4%
Never	8.2%	4.8%	3.8%	6.3%	14.2%	12.8%	7.8%	8.7%	11.7%	23.7%	6.6%	9.4%	5.1%
Not stated	8.7%	11.7%	8.5%	8.6%	7.7%	7.6%	8.0%	9.3%	2.9%	3.6%	5.4%	6.2%	12.9%

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

Frequency of Use for Local News and Information: WEBSITE OF LOCAL COMMUNITY NEWSPAPER	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+
<b>Net: Once a week or more</b>	14.6%	8.6%	12.0%	18.4%	20.0%	16.7%	15.2%	14.1%	22.7%	13.1%	20.6%	12.7%	12.9%
<b>Every day</b>	4.4%	2.6%	2.8%	4.9%	8.0%	5.7%	3.0%	5.8%	1.8%	6.6%	4.4%	4.3%	4.4%
<b>Few times a week</b>	5.8%	3.6%	4.7%	8.3%	7.0%	6.0%	7.6%	4.0%	10.5%	3.6%	9.9%	5.5%	4.2%
<b>Once a week</b>	4.4%	2.3%	4.5%	5.1%	5.1%	4.9%	4.5%	4.3%	10.4%	2.8%	6.3%	2.8%	4.3%
<b>Few times a month</b>	6.0%	1.1%	3.0%	10.1%	6.2%	7.5%	7.0%	4.9%	15.5%	12.2%	9.9%	6.2%	2.2%
<b>Less often</b>	13.8%	7.7%	13.7%	16.7%	17.6%	15.0%	12.1%	15.5%	22.0%	21.7%	23.2%	17.9%	5.4%
<b>Never</b>	49.9%	61.9%	54.4%	36.4%	45.3%	49.3%	51.2%	48.7%	33.9%	47.9%	40.3%	53.9%	53.4%
<b>Not stated</b>	15.6%	20.7%	16.9%	18.4%	10.9%	11.6%	14.5%	16.8%	5.8%	5.1%	6.0%	9.3%	26.1%

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

Frequency of Use for Local News and Information: LOCAL TELEVISION NEWS BROADCAST	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+
<b>Net: Once a week or more</b>	58.9%	54.3%	53.5%	64.7%	47.2%	60.7%	58.7%	59.1%	40.9%	42.1%	52.1%	59.0%	66.4%
<b>Every day</b>	40.8%	40.5%	38.5%	43.0%	26.2%	41.1%	41.9%	39.8%	9.3%	19.4%	29.0%	40.7%	52.8%
<b>Few times a week</b>	15.4%	11.9%	13.7%	18.0%	18.2%	16.6%	14.6%	16.3%	21.6%	18.2%	19.7%	16.5%	12.0%
<b>Once a week</b>	2.6%	1.9%	1.4%	3.8%	2.8%	3.0%	2.2%	3.0%	10.0%	4.5%	3.4%	1.8%	1.7%
<b>Few times a month</b>	5.7%	5.7%	4.6%	5.5%	7.4%	6.3%	5.6%	5.8%	17.5%	16.3%	8.7%	4.3%	2.2%
<b>Less often</b>	7.4%	6.6%	9.0%	4.6%	6.7%	8.2%	6.9%	7.9%	15.6%	10.3%	8.5%	9.6%	4.3%
<b>Never</b>	18.3%	20.0%	22.4%	16.4%	28.2%	16.5%	19.3%	17.3%	24.6%	28.0%	25.6%	20.1%	12.0%
<b>Not stated</b>	9.7%	13.4%	10.4%	8.9%	10.5%	8.3%	9.5%	9.9%	1.5%	3.3%	5.1%	7.0%	15.1%

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

Frequency of Use for Local News and Information: WEBSITE OF LOCAL TELEVISION STATION	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+
<b>Net: Once a week or more</b>	10.3%	5.9%	9.9%	11.2%	9.9%	11.8%	10.4%	10.1%	18.3%	11.2%	12.4%	9.4%	8.9%
<b>Every day</b>	4.7%	3.2%	3.9%	6.1%	4.6%	5.0%	4.5%	4.9%	7.9%	5.0%	5.0%	3.2%	5.0%
<b>Few times a week</b>	4.1%	1.9%	6.0%	3.6%	2.5%	4.4%	3.9%	4.3%	2.2%	3.8%	6.2%	4.7%	3.2%
<b>Once a week</b>	1.5%	0.8%		1.5%	2.8%	2.5%	2.0%	0.9%	8.3%	2.4%	1.2%	1.4%	0.7%
<b>Few times a month</b>	3.9%	2.7%	3.2%	5.7%	2.1%	3.8%	4.0%	3.7%	12.5%	3.6%	4.5%	5.8%	1.6%
<b>Less often</b>	13.5%	10.0%	12.2%	14.7%	11.5%	14.9%	13.2%	13.7%	28.6%	23.7%	18.0%	16.0%	6.7%
<b>Never</b>	54.0%	62.0%	57.2%	47.5%	57.9%	52.1%	55.7%	52.3%	39.1%	54.3%	54.1%	56.5%	53.9%
<b>Not stated</b>	18.4%	19.3%	17.6%	20.8%	18.6%	17.4%	16.7%	20.2%	1.5%	7.2%	10.9%	12.3%	28.8%

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

Frequency of Use for Local News and Information: LOCAL RADIO BROADCAST	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+
<b>Net: Once a week or more</b>	62.5%	53.3%	61.2%	65.8%	65.2%	65.3%	65.4%	59.5%	62.4%	65.6%	73.2%	62.6%	57.6%
<b>Every day</b>	40.1%	34.6%	39.6%	42.8%	40.5%	41.4%	41.1%	39.2%	30.2%	39.6%	46.3%	42.4%	37.4%
<b>Few times a week</b>	17.9%	13.1%	17.7%	18.4%	21.3%	19.7%	19.1%	16.7%	22.4%	16.0%	22.5%	16.6%	16.7%
<b>Once a week</b>	4.5%	5.6%	3.9%	4.7%	3.5%	4.2%	5.3%	3.7%	9.8%	10.1%	4.5%	3.5%	3.5%
<b>Few times a month</b>	6.9%	5.3%	7.0%	7.0%	8.3%	7.5%	5.6%	8.2%	6.3%	9.7%	6.4%	6.8%	6.7%
<b>Less often</b>	8.0%	7.8%	9.8%	8.2%	7.0%	7.0%	7.5%	8.4%	10.4%	7.9%	7.3%	8.6%	7.6%
<b>Never</b>	14.5%	22.6%	14.7%	10.9%	11.6%	12.9%	12.7%	16.4%	21.0%	9.6%	8.5%	16.5%	15.9%
<b>Not stated</b>	8.2%	11.1%	7.3%	8.2%	7.9%	7.4%	8.8%	7.6%	0.0%	7.2%	4.6%	5.4%	12.2%

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

Frequency of Use for Local News and Information: WEBSITE OF LOCAL RADIO STATION	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+
<b>Net: Once a week or more</b>	7.3%	5.7%	7.5%	9.8%	6.3%	6.6%	6.8%	7.7%	13.3%	11.2%	7.1%	8.8%	5.1%
<b>Every day</b>	2.9%	1.5%	3.7%	3.6%	3.1%	2.7%	2.0%	3.7%	9.2%	3.4%	3.0%	3.6%	1.6%
<b>Few times a week</b>	3.0%	3.3%	3.4%	4.1%	0.8%	2.1%	2.7%	3.2%	1.9%	1.7%	3.1%	4.2%	2.5%
<b>Once a week</b>	1.4%	1.0%	0.5%	2.1%	2.4%	1.8%	2.1%	0.8%	2.2%	6.1%	1.0%	0.9%	1.0%
<b>Few times a month</b>	4.5%	1.7%	5.6%	8.9%	3.4%	3.1%	4.4%	4.6%	10.3%	9.4%	6.5%	2.8%	3.3%
<b>Less often</b>	11.2%	5.8%	14.0%	12.1%	9.7%	11.7%	12.1%	10.4%	17.0%	19.9%	21.0%	12.3%	4.6%
<b>Never</b>	59.6%	67.4%	55.8%	52.2%	63.1%	61.9%	60.6%	58.7%	59.4%	48.7%	56.1%	63.9%	60.4%
<b>Not stated</b>	17.3%	19.4%	17.1%	17.0%	17.6%	16.8%	16.1%	18.5%	0.0%	10.9%	9.3%	12.1%	26.5%

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

Frequency of Use for Local News and Information: ANOTHER WEBSITE DEVOTED TO YOUR COMMUNITY	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+
<b>Net: Once a week or more</b>	8.5%	6.5%	10.1%	13.2%	11.1%	6.3%	8.3%	8.8%	19.6%	12.8%	8.8%	10.7%	5.2%
<b>Every day</b>	2.4%	0.5%	1.9%	5.1%	3.8%	2.1%	1.7%	3.0%	12.7%	4.2%	2.5%	1.6%	1.4%
<b>Few times a week</b>	4.3%	4.1%	5.9%	6.1%	4.6%	2.8%	4.2%	4.5%	4.6%	6.2%	5.1%	7.0%	2.1%
<b>Once a week</b>	1.8%	1.9%	2.3%	2.1%	2.7%	1.4%	2.4%	1.3%	2.2%	2.4%	1.3%	2.1%	1.8%
<b>Few times a month</b>	4.8%	4.5%	4.1%	7.6%	3.3%	3.9%	5.0%	4.5%	9.4%	12.1%	5.1%	6.4%	1.9%
<b>Less often</b>	8.8%	9.2%	10.3%	10.4%	5.6%	7.2%	10.3%	7.3%	19.9%	6.3%	16.4%	8.9%	5.1%
<b>Never</b>	62.2%	62.5%	58.4%	50.8%	67.1%	69.3%	62.0%	62.3%	51.1%	61.0%	62.2%	64.3%	62.2%
<b>Not stated</b>	15.7%	17.3%	17.1%	18.0%	12.9%	13.2%	14.3%	17.0%	0.0%	7.8%	7.4%	9.6%	25.6%

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

Frequency of Use for Local News and Information: BLOG ABOUT YOUR COMMUNITY	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+
<b>Net: Once a week or more</b>	3.0%	3.2%	4.8%	1.7%	2.8%	2.6%	2.7%	3.2%	6.3%	6.5%	3.0%	3.3%	1.8%
<b>Every day</b>	0.7%	0.5%	1.1%	0.8%	1.1%	0.5%	0.7%	0.7%	4.6%	1.1%	1.0%	0.0%	0.5%
<b>Few times a week</b>	1.4%	1.4%	3.2%	0.4%	1.0%	0.9%	1.2%	1.5%	0.0%	4.1%	1.1%	1.8%	0.9%
<b>Once a week</b>	0.9%	1.3%	0.4%	0.4%	0.7%	1.2%	0.7%	1.0%	1.7%	1.3%	1.0%	1.4%	0.4%
<b>Few times a month</b>	1.2%	1.4%	1.7%	2.3%	0.4%	0.4%	1.2%	1.3%	0.0%	1.1%	2.1%	1.3%	1.1%
<b>Less often</b>	4.0%	2.8%	2.6%	6.6%	3.7%	4.0%	4.2%	3.8%	10.8%	7.0%	6.3%	4.1%	1.8%
<b>Never</b>	73.3%	71.8%	72.6%	70.1%	75.7%	75.8%	76.0%	70.6%	82.9%	72.3%	80.1%	78.9%	66.5%
<b>Not stated</b>	18.5%	20.7%	18.3%	19.3%	17.3%	17.2%	15.9%	21.0%	0.0%	13.2%	8.4%	12.5%	28.8%

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

Frequency of Use for Local News and Information: PERSON OR ORGANIZATION ON SOCIAL NETWORKING SITE	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+
<b>Net: Once a week or more</b>	18.1%	15.2%	17.7%	21.7%	20.5%	17.9%	12.2%	24.1%	45.3%	34.4%	19.7%	21.0%	10.1%
<b>Every day</b>	9.1%	11.2%	7.3%	11.4%	10.5%	8.0%	5.2%	13.0%	21.1%	13.7%	11.7%	7.5%	6.9%
<b>Few times a week</b>	6.6%	1.9%	9.4%	8.3%	5.9%	6.4%	5.1%	8.2%	19.5%	14.7%	6.6%	9.4%	2.3%
<b>Once a week</b>	2.4%	2.2%	1.0%	2.0%	4.1%	3.5%	2.0%	2.9%	4.6%	6.1%	1.5%	4.1%	0.9%
<b>Few times a month</b>	4.1%	1.9%	3.4%	2.5%	6.5%	6.0%	3.4%	4.7%	12.0%	3.4%	5.5%	6.5%	1.3%
<b>Less often</b>	5.2%	6.6%	3.6%	5.3%	2.9%	5.5%	5.2%	5.3%	12.5%	7.7%	7.9%	6.2%	2.4%
<b>Never</b>	59.7%	60.2%	60.7%	57.1%	58.5%	60.3%	66.1%	53.3%	30.2%	48.3%	60.7%	58.4%	65.3%
<b>Not stated</b>	12.8%	16.1%	14.6%	13.4%	11.5%	10.4%	13.0%	12.6%	0.0%	6.1%	6.3%	7.9%	20.9%

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

Frequency of Use for Local News and Information: EMAIL NEWSLETTER OR LISTSERV ABOUT YOUR COMMUNITY	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+
<b>Net: Once a week or more</b>	7.0%	5.1%	6.8%	7.8%	9.7%	7.4%	6.9%	7.0%	6.5%	1.3%	7.4%	7.6%	7.4%
<b>Every day</b>	1.4%	0.6%	1.3%	2.0%	2.3%	1.5%	1.5%	1.3%	0.0%	1.3%	2.6%	0.8%	1.5%
<b>Few times a week</b>	2.9%	2.0%	3.5%	3.1%	3.2%	2.8%	2.0%	3.7%	2.9%	0.0%	1.7%	4.3%	3.0%
<b>Once a week</b>	2.7%	2.5%	2.0%	2.6%	4.2%	3.2%	3.5%	1.9%	3.6%	0.0%	3.1%	2.5%	3.0%
<b>Few times a month</b>	5.9%	4.6%	5.5%	6.4%	2.8%	6.5%	7.4%	4.5%	16.3%	4.4%	8.1%	5.6%	4.5%
<b>Less often</b>	11.4%	10.5%	10.6%	14.9%	7.8%	10.6%	9.9%	13.0%	13.3%	15.5%	18.4%	13.0%	6.9%
<b>Never</b>	61.6%	63.6%	62.1%	57.5%	66.2%	62.4%	62.4%	60.7%	63.9%	70.9%	59.7%	65.8%	57.9%
<b>Not stated</b>	14.1%	16.2%	15.1%	13.4%	13.6%	13.1%	13.3%	14.9%	0.0%	7.8%	6.4%	8.0%	23.3%

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

Frequency of Use for Local News and Information: PRINT NEWSLETTER ABOUT YOUR COMMUNITY	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+
<b>Net: Once a week or more</b>	17.6%	18.1%	19.5%	24.8%	9.9%	13.0%	19.7%	15.6%	13.5%	8.0%	15.3%	19.0%	19.8%
<b>Every day</b>	2.6%	3.0%	2.4%	2.9%	2.1%	2.5%	3.6%	1.7%	1.9%	0.0%	1.6%	2.3%	3.8%
<b>Few times a week</b>	5.5%	4.7%	7.6%	8.3%	4.2%	3.5%	4.7%	6.4%	4.7%	0.0%	5.1%	5.9%	6.5%
<b>Once a week</b>	9.4%	10.4%	9.5%	13.6%	3.5%	7.0%	11.3%	7.5%	7.0%	8.0%	8.6%	10.8%	9.5%
<b>Few times a month</b>	12.4%	12.1%	10.3%	8.7%	8.8%	15.3%	13.1%	11.7%	16.0%	10.5%	13.4%	11.7%	12.4%
<b>Less often</b>	21.3%	23.0%	20.1%	18.6%	14.2%	22.5%	21.5%	21.2%	32.9%	28.6%	31.3%	18.6%	16.5%
<b>Never</b>	36.9%	32.9%	39.1%	33.1%	56.7%	39.2%	35.0%	38.8%	37.6%	44.2%	34.8%	42.7%	32.9%
<b>Not stated</b>	11.8%	13.8%	11.0%	14.7%	10.4%	10.0%	10.8%	12.8%	0.0%	8.7%	5.3%	8.1%	18.4%

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

Frequency of Use for Local News and Information: WORD OF MOUTH FROM FRIENDS, FAMILY ETC.	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+
<b>Net: Once a week or more</b>	56.1%	66.4%	59.8%	60.5%	55.9%	47.9%	49.8%	62.4%	70.0%	54.9%	64.8%	62.5%	47.6%
<b>Every day</b>	15.4%	20.5%	14.2%	19.7%	15.9%	11.9%	11.9%	18.9%	20.6%	10.8%	14.3%	17.4%	15.0%
<b>Few times a week</b>	31.1%	38.2%	36.9%	31.1%	30.6%	25.4%	28.4%	33.9%	41.5%	24.5%	38.4%	34.1%	26.6%
<b>Once a week</b>	9.5%	7.6%	8.8%	9.7%	9.4%	10.6%	9.4%	9.6%	7.9%	19.7%	12.1%	11.0%	6.0%
<b>Few times a month</b>	16.9%	11.7%	16.9%	14.3%	19.4%	20.2%	19.0%	14.8%	19.8%	27.8%	18.8%	14.4%	15.4%
<b>Less often</b>	9.6%	2.6%	7.7%	9.0%	7.8%	13.6%	12.7%	6.5%	6.8%	6.8%	7.6%	10.9%	10.3%
<b>Never</b>	4.7%	4.8%	2.7%	3.7%	3.9%	6.2%	5.7%	3.8%	3.4%	3.3%	2.3%	4.9%	6.0%
<b>Not stated</b>	12.7%	14.4%	12.8%	12.4%	13.0%	12.1%	12.9%	12.5%	0.0%	7.2%	6.4%	7.3%	20.7%

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

Frequency of Use for Local News and Information: INTERNET SEARCH ENGINE EX. GOOGLE, BING, ETC.	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+
<b>Net: Once a week or more</b>	35.4%	27.4%	34.8%	41.3%	34.7%	36.2%	34.6%	36.2%	57.4%	42.2%	43.9%	42.2%	24.5%
<b>Every day</b>	14.6%	11.5%	15.0%	17.7%	17.1%	14.3%	15.9%	13.3%	36.7%	14.1%	15.1%	18.3%	10.1%
<b>Few times a week</b>	14.8%	12.0%	15.2%	15.3%	12.8%	15.5%	13.0%	16.6%	13.2%	21.3%	18.4%	19.2%	9.8%
<b>Once a week</b>	6.0%	4.0%	4.6%	8.4%	4.8%	6.4%	5.6%	6.3%	7.6%	6.8%	10.5%	4.7%	4.6%
<b>Few times a month</b>	11.2%	11.2%	7.5%	9.1%	13.2%	14.0%	12.2%	10.2%	16.9%	17.7%	16.9%	11.6%	6.9%
<b>Less often</b>	9.2%	6.3%	10.7%	10.6%	5.8%	9.0%	9.2%	9.3%	8.0%	11.7%	16.2%	8.6%	6.5%
<b>Never</b>	32.5%	41.9%	33.5%	26.8%	34.2%	30.8%	32.3%	32.7%	17.7%	22.2%	17.1%	30.2%	43.2%
<b>Not stated</b>	11.7%	13.2%	13.5%	12.2%	12.1%	10.0%	11.8%	11.7%	0.0%	6.1%	5.8%	7.4%	18.9%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013  
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