

Sources Relied on for Information About Local Topics of Interest

How do people's interests in different topics change across the various community types? The study isolated 11 different topics and people were asked about the sources they use to gather information about those topics. According to the results, it's clear that where you live does impact the type of information you look for and the best sources available for information on that topic.

Indicated Seek Source on LOCAL TOPIC	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
Local Restaurants, Bars and Clubs	54.0%	47.5%	49.0%	54.1%	58.0%	60.0%	51.7%	57.1%	77.5%	64.7%	69.6%	57.3%	42.4%
Other Local Businesses	70.0%	66.2%	67.7%	71.7%	67.7%	72.3%	69.2%	71.1%	89.2%	79.3%	80.5%	75.2%	59.5%
Community or Neighbourhood Events	82.0%	86.9%	82.8%	87.0%	83.6%	78.3%	81.2%	83.7%	91.2%	86.3%	86.7%	84.9%	77.8%
Local Weather	92.0%	86.0%	89.7%	92.1%	93.2%	95.1%	91.3%	92.2%	97.1%	94.8%	92.2%	96.3%	87.8%
Local Arts and Culture	60.0%	60.4%	51.5%	64.1%	57.0%	60.8%	57.0%	61.9%	73.2%	56.4%	64.3%	69.7%	50.5%
Local Breaking News	89.0%	84.0%	85.8%	89.6%	90.3%	92.6%	88.5%	89.7%	96.5%	93.8%	92.8%	92.0%	84.3%
Local Job Openings	44.0%	48.1%	47.8%	48.7%	44.0%	38.2%	41.2%	46.8%	78.4%	71.2%	62.9%	50.2%	24.5%
Local Traffic or Transportation	71.0%	59.2%	56.2%	70.2%	78.4%	83.6%	69.7%	72.4%	81.3%	72.2%	77.8%	73.2%	65.7%
Local Housing and Real Estate	61.0%	55.8%	62.2%	64.4%	62.7%	61.3%	61.9%	60.4%	84.2%	72.6%	78.0%	64.8%	47.9%
Local Schools and Education	48.0%	55.3%	50.4%	48.0%	43.1%	43.1%	45.9%	49.6%	73.3%	67.9%	59.2%	46.6%	37.6%
Local Crime	85.0%	81.3%	84.1%	85.9%	84.2%	85.5%	85.4%	83.7%	91.5%	81.2%	86.1%	88.7%	81.4%

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

Indicated Seek Source on Local Topic: RESTAURANTS, BARS AND CLUBS	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	3.2%	2.7%	3.9%	2.2%	3.2%	3.5%	2.8%	3.7%	7.5%	2.4%	4.1%	3.7%	2.3%
Printed Local Community Newspaper	21.7%	29.7%	24.6%	27.0%	14.9%	14.4%	19.9%	23.5%	19.9%	14.7%	28.0%	20.9%	21.1%
Daily Newspaper or its Website	11.1%	5.0%	5.3%	7.8%	15.8%	18.2%	12.1%	10.1%	9.6%	9.2%	8.5%	14.8%	10.5%
Radio	14.5%	9.3%	12.8%	17.3%	20.0%	16.1%	14.4%	14.5%	20.3%	19.1%	23.9%	16.8%	8.0%
TV	8.0%	6.2%	5.2%	5.2%	8.6%	11.4%	8.4%	7.5%	4.7%	5.4%	7.8%	10.3%	7.5%
Store Website	6.2%	0.9%	1.4%	7.2%	7.8%	10.3%	5.6%	6.9%	9.0%	15.2%	11.5%	8.7%	0.8%
Social Media	8.6%	8.3%	4.6%	7.4%	12.3%	11.3%	6.0%	11.2%	43.8%	19.3%	9.9%	8.4%	2.6%
Other	10.6%	7.0%	11.7%	9.6%	11.2%	12.0%	9.9%	11.3%	7.9%	16.3%	14.8%	12.2%	7.3%
Never seek this info	35.5%	34.7%	41.0%	34.2%	35.3%	33.7%	37.8%	33.2%	22.5%	32.0%	27.0%	38.3%	39.2%
Not stated	10.1%	17.8%	10.0%	11.7%	6.7%	6.3%	10.5%	9.7%	0.0%	3.3%	3.4%	4.4%	18.4%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
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Indicated Seek Source on Local Topic: OTHER LOCAL BUSINESSES	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	3.2%	2.4%	3.6%	6.4%	1.6%	1.7%	2.3%	4.0%	5.4%	5.3%	4.3%	4.6%	1.3%
Printed Local Community Newspaper	30.4%	39.8%	38.3%	38.0%	19.6%	19.0%	28.9%	32.0%	23.8%	17.0%	33.5%	28.5%	33.5%
Daily Newspaper or its Website	13.5%	7.0%	5.7%	11.2%	18.2%	21.2%	14.7%	12.3%	9.0%	10.2%	11.3%	17.9%	12.8%
Radio	14.8%	11.5%	12.7%	19.3%	20.8%	15.0%	16.3%	13.3%	17.6%	19.0%	21.0%	18.2%	9.3%
TV	8.4%	7.1%	3.2%	6.1%	11.5%	12.6%	9.3%	7.5%	6.5%	4.4%	6.9%	9.9%	9.0%
Store Website	11.1%	4.5%	7.6%	8.0%	11.4%	17.0%	10.9%	11.3%	21.2%	23.8%	17.2%	15.4%	2.8%
Social Media	7.5%	8.7%	2.4%	5.6%	10.5%	10.4%	5.4%	9.6%	32.8%	12.6%	7.7%	9.5%	2.7%
Other	10.6%	8.0%	11.9%	10.3%	12.5%	11.1%	11.1%	10.1%	12.3%	17.6%	13.6%	11.8%	7.2%
Never seek this info	16.7%	16.9%	15.9%	16.2%	19.8%	17.2%	18.7%	14.7%	9.0%	13.6%	14.9%	17.2%	18.4%
Not stated	13.2%	16.9%	16.4%	12.1%	12.5%	10.5%	12.1%	14.2%	1.8%	7.1%	4.6%	7.6%	22.1%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
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Indicated Seek Source on Local Topic: COMMUNITY EVENTS	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	7.9%	5.2%	6.6%	9.8%	11.8%	8.7%	6.1%	9.6%	15.0%	14.2%	10.5%	10.2%	3.6%
Printed Local Community Newspaper	48.7%	62.7%	62.4%	55.9%	32.1%	32.6%	47.9%	49.5%	52.4%	41.7%	49.4%	46.6%	50.5%
Daily Newspaper or its Website	16.7%	8.4%	8.1%	12.6%	25.6%	26.3%	17.9%	15.4%	7.4%	14.9%	14.6%	21.4%	16.0%
Radio	23.8%	21.3%	25.1%	33.0%	31.1%	19.8%	23.7%	23.9%	24.4%	33.9%	27.8%	26.6%	18.7%
TV	10.9%	8.0%	3.3%	13.9%	11.9%	14.5%	11.3%	10.6%	11.7%	6.2%	7.3%	10.6%	13.3%
Store Website	1.4%	0.6%	0.6%	0.8%	0.7%	2.4%	1.6%	1.1%	2.9%	1.3%	1.7%	2.9%	0.2%
Social Media	8.7%	7.5%	7.0%	7.4%	12.9%	10.6%	6.2%	11.1%	29.0%	21.7%	10.1%	9.4%	3.2%
Other	7.5%	10.8%	6.7%	8.4%	6.4%	6.2%	7.7%	7.4%	4.7%	16.4%	7.7%	8.3%	5.8%
Never seek this info	10.2%	5.8%	6.2%	6.6%	10.4%	15.6%	11.9%	8.4%	8.8%	10.4%	7.7%	11.0%	10.7%
Not stated	7.4%	7.3%	11.0%	6.4%	6.0%	6.1%	6.9%	7.9%	0.0%	3.3%	5.6%	4.1%	11.5%

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Indicated Seek Source on Local Topic: LOCAL WEATHER	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	5.6%	6.2%	7.2%	4.5%	5.3%	5.2%	5.7%	5.6%	3.6%	2.8%	7.5%	5.0%	6.0%
Printed Local Community Newspaper	4.6%	3.7%	2.5%	8.2%	4.8%	4.4%	6.1%	3.2%	6.9%	1.3%	4.9%	4.8%	4.8%
Daily Newspaper or its Website	9.9%	5.8%	6.5%	6.1%	12.2%	15.1%	10.4%	9.3%	14.7%	13.1%	9.0%	11.0%	8.4%
Radio	38.1%	35.2%	42.5%	43.9%	37.1%	34.3%	40.7%	35.5%	32.3%	32.7%	43.2%	44.7%	33.7%
TV	54.0%	56.1%	42.6%	49.4%	52.1%	61.0%	53.7%	54.2%	30.9%	31.9%	38.2%	55.5%	65.7%
Store Website	5.2%	3.4%	4.6%	4.9%	7.3%	6.5%	6.0%	4.5%	9.9%	10.7%	10.0%	6.2%	1.4%
Social Media	8.4%	7.1%	10.8%	6.6%	11.1%	8.6%	6.4%	10.4%	25.6%	17.0%	9.9%	10.5%	3.2%
Other	12.9%	13.1%	14.4%	16.1%	12.3%	10.6%	12.6%	13.3%	25.4%	32.1%	17.8%	15.1%	5.0%
Never seek this info	2.3%	6.3%	2.9%	1.5%	1.3%	0.6%	2.5%	2.1%	2.9%	1.9%	3.4%	1.0%	2.6%
Not stated	6.0%	7.7%	7.4%	6.4%	5.5%	4.3%	6.2%	5.7%	0.0%	3.3%	4.4%	2.7%	9.6%

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Indicated Seek Source on Local Topic: LOCAL ARTS AND CULTURE	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	5.8%	4.7%	4.7%	8.7%	8.6%	5.4%	3.7%	7.9%	8.3%	3.8%	8.2%	7.3%	4.0%
Printed Local Community Newspaper	26.1%	32.6%	31.0%	37.8%	14.4%	15.3%	24.7%	27.4%	22.9%	13.8%	24.7%	28.2%	27.9%
Daily Newspaper or its Website	13.1%	3.3%	6.8%	10.9%	17.6%	21.3%	14.5%	11.7%	1.8%	9.0%	14.6%	18.2%	11.4%
Radio	14.4%	9.0%	12.5%	17.7%	18.6%	16.1%	14.4%	14.5%	13.9%	25.5%	17.8%	19.6%	8.2%
TV	11.3%	10.6%	3.6%	6.8%	5.6%	17.6%	11.9%	10.7%	9.9%	14.6%	7.9%	14.0%	10.6%
Store Website	2.0%	1.2%	0.5%	3.0%	1.4%	2.6%	2.0%	2.0%	5.8%	4.4%	2.3%	2.7%	0.5%
Social Media	7.5%	9.9%	3.2%	5.8%	8.8%	9.6%	5.0%	10.0%	20.8%	9.7%	12.6%	8.6%	3.1%
Other	6.4%	8.8%	6.4%	4.8%	5.6%	6.0%	6.1%	6.6%	9.1%	6.5%	7.1%	8.1%	4.7%
Never seek this info	27.7%	23.8%	31.9%	22.3%	33.3%	29.9%	30.4%	25.0%	26.8%	36.5%	30.9%	23.3%	27.7%
Not stated	12.8%	15.8%	16.6%	13.6%	9.7%	9.3%	12.6%	13.1%	0.0%	7.1%	4.8%	7.0%	21.8%

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

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Indicated Seek Source on Local Topic: LOCAL BREAKING NEWS	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	5.0%	5.5%	4.4%	5.4%	6.3%	5.1%	5.2%	4.8%	11.7%	8.6%	5.6%	3.3%	4.6%
Printed Local Community Newspaper	13.7%	18.0%	18.0%	12.6%	15.6%	10.3%	12.8%	14.7%	20.8%	13.6%	15.3%	14.1%	12.1%
Daily Newspaper or its Website	12.1%	6.7%	5.6%	6.5%	19.0%	20.2%	13.0%	11.2%	18.8%	16.6%	13.7%	13.3%	9.2%
Radio	44.2%	33.0%	45.8%	51.6%	53.3%	44.4%	45.8%	42.6%	38.0%	52.8%	50.4%	51.7%	36.4%
TV	47.4%	44.1%	36.7%	43.8%	39.9%	55.8%	45.6%	49.1%	42.0%	30.1%	39.5%	53.0%	50.8%
Store Website	1.5%	0.8%	0.9%	2.0%	0.9%	1.9%	2.2%	0.9%	5.1%	4.8%	3.3%	1.0%	0.2%
Social Media	8.4%	10.0%	6.8%	7.2%	11.1%	9.0%	5.8%	10.9%	31.3%	25.2%	13.3%	6.6%	2.1%
Other	4.1%	5.3%	5.4%	4.5%	2.8%	2.8%	4.6%	3.6%	5.8%	7.9%	3.7%	4.3%	3.3%
Never seek this info	3.7%	6.6%	5.7%	1.1%	3.8%	2.6%	4.6%	2.7%	1.8%	2.9%	4.8%	4.5%	3.0%
Not stated	7.3%	9.4%	8.5%	9.3%	5.9%	4.8%	6.9%	7.6%	1.7%	3.3%	2.4%	3.5%	12.7%

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Indicated Seek Source on Local Topic: LOCAL JOB OPENINGS	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	4.9%	4.1%	2.3%	6.6%	9.2%	5.8%	3.1%	6.8%	10.9%	11.0%	8.8%	4.0%	2.2%
Printed Local Community Newspaper	24.3%	35.7%	36.4%	31.1%	13.7%	10.3%	22.2%	26.5%	42.7%	31.4%	31.1%	27.9%	16.3%
Daily Newspaper or its Website	10.5%	5.6%	5.8%	8.9%	16.6%	15.6%	10.8%	10.1%	15.4%	12.7%	18.3%	12.0%	5.6%
Radio	3.2%	3.9%	3.5%	4.4%	4.8%	2.3%	3.2%	3.3%	4.7%	6.4%	3.3%	3.5%	2.3%
TV	1.5%	2.8%	0.4%	0.7%	1.3%	1.8%	0.5%	2.4%	2.9%	2.8%	1.8%	0.8%	1.3%
Store Website	3.0%	1.0%	0.8%	2.8%	2.6%	5.1%	3.5%	2.6%	10.5%	7.8%	5.3%	3.5%	0.3%
Social Media	5.2%	7.5%	3.8%	4.6%	8.0%	5.1%	4.2%	6.1%	8.4%	13.7%	9.3%	5.7%	1.3%
Other	6.3%	4.5%	5.6%	8.1%	6.0%	6.5%	7.4%	5.2%	12.8%	19.3%	13.0%	5.1%	1.4%
Never seek this info	44.8%	37.9%	39.4%	39.0%	46.2%	53.0%	48.0%	41.5%	21.6%	24.4%	33.4%	46.3%	54.3%
Not stated	11.2%	14.0%	12.8%	12.3%	9.8%	8.8%	10.8%	11.7%	0.0%	4.4%	3.7%	3.5%	21.2%

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Indicated Seek Source on Local Topic: TRAFFIC AND TRANSPORTATION	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	6.1%	3.1%	5.6%	3.9%	11.0%	8.7%	4.8%	7.5%	20.4%	5.8%	7.3%	7.6%	3.4%
Printed Local Community Newspaper	9.6%	6.2%	12.7%	13.8%	11.5%	7.4%	9.0%	10.2%	6.1%	2.3%	7.2%	7.8%	13.2%
Daily Newspaper or its Website	8.4%	4.8%	4.4%	8.3%	15.2%	11.8%	7.9%	8.8%	6.4%	4.1%	7.6%	7.6%	10.1%
Radio	45.4%	31.0%	35.7%	44.7%	54.9%	56.4%	49.2%	41.6%	42.4%	52.8%	52.7%	49.7%	38.9%
TV	24.2%	23.2%	13.0%	22.7%	14.8%	31.0%	23.8%	24.6%	8.3%	15.4%	17.5%	22.8%	30.9%
Store Website	1.1%	0.8%	0.4%	1.3%	2.4%	1.4%	0.9%	1.2%	5.8%	1.3%	1.0%	1.9%	0.0%
Social Media	6.0%	6.0%	3.9%	6.4%	9.0%	6.9%	3.4%	8.6%	17.1%	6.9%	13.9%	3.8%	2.9%
Other	4.8%	5.5%	3.1%	6.7%	4.3%	4.4%	4.5%	5.1%	9.3%	11.9%	2.7%	5.7%	3.3%
Never seek this info	24.3%	34.3%	38.0%	24.0%	17.5%	13.5%	25.5%	23.1%	18.7%	25.5%	21.2%	24.7%	25.7%
Not stated	4.7%	6.5%	5.8%	5.8%	4.1%	2.9%	4.8%	4.5%	0.0%	2.3%	1.0%	2.1%	8.6%

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Indicated Seek Source on Local Topic: HOUSING AND REAL ESTATE	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	3.9%	5.1%	2.5%	3.6%	5.1%	4.2%	3.6%	4.2%	9.9%	4.5%	5.3%	5.4%	1.7%
Printed Local Community Newspaper	34.2%	34.5%	46.9%	42.1%	28.2%	23.9%	33.9%	34.5%	34.7%	23.7%	42.2%	36.2%	31.7%
Daily Newspaper or its Website	16.7%	7.7%	4.5%	15.3%	27.0%	27.2%	16.7%	16.7%	12.3%	13.0%	22.5%	20.4%	13.4%
Radio	4.1%	4.4%	4.3%	4.2%	4.9%	3.8%	4.0%	4.1%	1.8%	2.1%	4.3%	3.5%	4.9%
TV	3.2%	4.2%	1.3%	0.7%	2.4%	4.9%	3.2%	3.1%	6.3%	0.0%	2.3%	3.4%	3.6%
Store Website	6.7%	6.4%	7.4%	6.2%	7.8%	6.6%	7.8%	5.6%	19.5%	20.2%	10.4%	6.3%	1.7%
Social Media	5.8%	5.4%	3.9%	6.7%	6.5%	6.5%	6.2%	5.4%	14.6%	4.7%	13.1%	4.7%	2.8%
Other	9.0%	6.3%	8.0%	8.9%	11.5%	10.6%	10.1%	7.9%	19.7%	22.3%	12.6%	9.4%	3.8%
Never seek this info	31.6%	35.1%	28.2%	28.7%	31.1%	33.2%	31.1%	32.1%	15.8%	22.3%	18.8%	33.6%	38.7%
Not stated	7.3%	9.1%	9.6%	6.9%	6.2%	5.5%	7.0%	7.5%	0.0%	5.1%	3.2%	1.6%	13.4%

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

N=1,015

Indicated Seek Source on Local Topic: SCHOOLS AND EDUCATION	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	5.0%	6.8%	3.1%	4.2%	7.8%	5.7%	4.2%	5.8%	14.5%	14.0%	5.4%	6.1%	1.7%
Printed Local Community Newspaper	23.2%	30.8%	32.5%	26.6%	15.4%	13.8%	23.5%	22.9%	20.9%	17.1%	25.7%	23.3%	23.4%
Daily Newspaper or its Website	8.5%	3.8%	4.1%	7.1%	15.8%	13.3%	10.0%	7.0%	6.2%	7.4%	12.5%	9.8%	6.6%
Radio	8.7%	9.8%	10.7%	8.8%	8.0%	7.3%	8.4%	9.1%	9.6%	13.3%	8.5%	7.0%	8.9%
TV	5.8%	6.2%	3.3%	2.1%	4.7%	8.7%	5.1%	6.6%	8.1%	4.8%	5.8%	5.2%	6.2%
Store Website	4.4%	2.7%	4.9%	3.0%	5.9%	5.5%	3.4%	5.4%	17.8%	11.8%	10.4%	3.2%	0.0%
Social Media	4.4%	6.9%	3.9%	5.2%	3.3%	3.2%	3.8%	4.9%	6.9%	9.0%	10.4%	3.4%	1.4%
Other	6.6%	7.7%	4.8%	10.0%	6.4%	5.4%	5.5%	7.6%	9.2%	19.1%	8.5%	6.0%	3.7%
Never seek this info	44.1%	36.6%	38.1%	42.2%	51.0%	51.1%	45.7%	42.4%	26.7%	27.0%	37.1%	49.1%	48.7%
Not stated	8.2%	8.1%	11.5%	9.8%	5.9%	5.8%	8.4%	8.0%	0.0%	5.1%	3.7%	4.3%	13.7%

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

Indicated Seek Source on Local Topic: CRIME	COMMUNITY SIZE						GENDER		AGE CATEGORY				
	TOTAL	<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
City/Town Website	4.3%	2.6%	4.3%	4.3%	6.9%	4.9%	3.1%	5.4%	16.0%	10.9%	4.2%	3.4%	2.4%
Printed Local Community Newspaper	37.7%	42.9%	56.9%	47.1%	23.9%	21.5%	39.0%	36.4%	31.5%	30.2%	40.5%	37.3%	38.9%
Daily Newspaper or its Website	20.6%	10.6%	8.7%	20.9%	32.4%	30.5%	21.0%	20.1%	21.9%	14.4%	21.0%	22.2%	20.4%
Radio	35.9%	24.3%	38.6%	38.4%	43.4%	38.0%	38.9%	32.8%	23.1%	40.5%	39.2%	44.0%	30.3%
TV	32.3%	29.5%	18.7%	29.2%	23.4%	41.7%	33.6%	31.0%	28.1%	15.6%	22.2%	35.4%	37.8%
Store Website	0.5%	0.0%	0.4%	0.4%	0.0%	0.7%	0.5%	0.4%	0.0%	0.0%	2.2%	0.3%	0.0%
Social Media	6.3%	8.7%	2.5%	8.6%	9.3%	6.2%	4.0%	8.7%	32.1%	11.0%	6.9%	5.8%	2.9%
Other	4.2%	8.1%	2.5%	4.6%	2.2%	3.2%	3.7%	4.8%	7.5%	8.2%	4.2%	4.4%	3.0%
Never seek this info	11.8%	13.7%	12.1%	10.7%	12.3%	11.4%	11.3%	12.3%	8.5%	14.7%	11.6%	11.3%	12.0%
Not stated	3.6%	5.0%	3.8%	3.4%	3.5%	3.1%	3.3%	4.0%	0.0%	4.1%	2.3%	0.0%	6.6%

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