

## Sources Relied on for Information About Government Services and Programs

The study also attempted to define people's interests in the programs and services offered by the various levels of government by community size and location. Once the interest levels were verified according to geography what role would media availability play in determining the sources that are used to consume the information. Ultimately the results show that the message itself plays a critical role in where people look for the information.

INDICATED SEEK INFORMATION ON GOVERNMENT PROGRAM OR SERVICES:	TOTAL	COMMUNITY SIZE					GENDER		AGE CATEGORY				
		<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
Federal Politics, Campaigns and Programs	83%	81%	79%	82%	83%	91%	87%	79%	77%	73%	82%	84%	86%
Provincial Politics, Campaigns and Programs	83%	83%	79%	82%	81%	91%	87%	79%	79%	74%	83%	85%	84%
Local Politics, Campaigns and Programs	83%	83%	79%	82%	81%	87%	86%	79%	72%	75%	82%	85%	84%
Health Information and Services	84%	84%	82%	82%	83%	88%	82%	85%	84%	91%	94%	85%	81%
Taxes and Tax Issues	72%	73%	62%	73%	72%	78%	75%	68%	70%	74%	75%	76%	67%
Building, Development and Zoning	45%	42%	41%	51%	45%	47%	52%	38%	56%	53%	48%	47%	41%
Social Services, Housing, Food, Child Care	41%	42%	36%	46%	42%	40%	43%	40%	74%	41%	32%	40%	42%
Public Notices	70%	74%	66%	74%	70%	69%	70%	70%	83%	61%	74%	73%	68%
Other Federal Government Activities	71%	67%	64%	73%	69%	78%	74%	68%	71%	67%	72%	76%	68%
Other Provincial Government Activities	73%	73%	64%	75%	70%	81%	76%	70%	77%	73%	71%	78%	70%
Other Local Government Activities	75%	76%	67%	77%	71%	82%	78%	72%	75%	76%	74%	80%	72%

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

Indicated Seek Information on Government Programs and Services: HEALTH INFORMATION AND SERVICES	TOTAL	COMMUNITY SIZE					GENDER		AGE CATEGORY				
		<5,000	5K - 10K	10K - 50K	50K - 100K	50K+	Male	Female	Under 35	35-44	45-54	55-64	65+
Government Website	25.0%	19.1%	19.9%	25.0%	27.3%	30.1%	24.1%	26.0%	33.7%	46.2%	34.8%	31.8%	12.6%
Printed Local Community Newspaper	21.8%	32.7%	28.2%	27.8%	12.3%	11.3%	20.6%	23.0%	11.6%	17.2%	15.0%	16.0%	29.8%
Daily Newspaper or its Website	17.6%	14.1%	6.7%	13.5%	26.8%	26.5%	17.0%	18.2%	26.1%	9.7%	11.6%	18.9%	19.8%
Radio	17.8%	18.9%	14.3%	20.7%	18.5%	17.8%	17.8%	17.8%	12.5%	21.1%	14.4%	19.1%	18.4%
TV	27.1%	27.9%	23.8%	25.9%	21.8%	29.1%	26.6%	27.6%	16.2%	22.1%	19.0%	25.9%	33.1%
Govt. Office/Representative	7.7%	6.4%	6.4%	5.5%	10.7%	9.8%	8.6%	6.7%	5.8%	3.5%	6.4%	9.7%	7.9%
Social Media	7.3%	5.4%	7.1%	8.9%	7.0%	7.4%	5.2%	9.5%	11.6%	6.7%	13.5%	6.5%	5.0%
Other	13.2%	14.0%	16.1%	10.0%	18.1%	13.0%	13.2%	13.3%	12.5%	18.3%	17.6%	14.0%	10.2%
Never seek this info.	11.6%	9.5%	13.4%	13.4%	11.9%	10.8%	13.0%	10.3%	16.4%	8.5%	14.0%	12.2%	10.4%
Not stated	4.7%	6.7%	5.0%	4.9%	4.9%	3.7%	5.0%	4.5%	0.0%	1.0%	1.9%	2.6%	8.3%

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

Indicated Seek Information on Government Programs and Services: TAXES AND TAX ISSUES	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+
Government Website	23.1%	16.3%	15.9%	23.2%	29.9%	29.5%	25.9%	20.3%	27.7%	43.8%	35.1%	29.7%	10.3%
Printed Local Community Newspaper	15.4%	19.8%	20.4%	20.7%	9.1%	8.6%	16.7%	14.2%	10.4%	10.5%	10.3%	10.9%	21.6%
Daily Newspaper or its Website	13.5%	7.9%	3.9%	11.8%	20.0%	21.3%	14.4%	12.6%	20.2%	4.1%	11.7%	13.6%	15.0%
Radio	11.6%	10.8%	10.1%	12.0%	9.2%	12.4%	13.7%	9.5%	10.3%	11.7%	10.2%	15.3%	10.0%
TV	17.8%	18.8%	13.2%	19.2%	10.6%	19.2%	19.8%	15.9%	15.4%	11.5%	13.2%	19.8%	19.9%
Govt. Office/Representative	11.3%	10.0%	10.2%	9.6%	14.0%	13.2%	11.8%	10.8%	15.0%	3.4%	8.9%	13.2%	12.1%
Social Media	2.7%	1.8%	2.6%	1.5%	4.8%	3.6%	1.8%	3.6%	4.7%	4.7%	2.6%	3.0%	1.9%
Other	11.8%	14.9%	12.7%	13.2%	10.2%	9.5%	12.2%	11.4%	4.6%	13.5%	12.8%	14.3%	10.4%
Never seek this info.	20.0%	16.5%	29.4%	19.3%	16.8%	17.1%	17.3%	22.7%	27.2%	19.7%	21.7%	20.8%	18.2%
Not stated	8.4%	11.0%	8.5%	7.5%	10.8%	7.7%	7.5%	9.3%	1.8%	6.0%	3.3%	3.5%	14.4%

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

Indicated Seek Information on Government Programs and Services: SOCIAL SERVICES (HOUSING, FOODS, CHILDREN)	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+
Government Website	11.0%	6.8%	3.8%	12.4%	12.4%	15.7%	12.7%	9.2%	9.0%	22.9%	14.4%	15.4%	5.1%
Printed Local Community Newspaper	16.5%	19.1%	21.3%	25.4%	11.7%	8.8%	20.3%	12.7%	20.7%	11.7%	10.6%	15.9%	19.6%
Daily Newspaper or its Website	9.3%	5.7%	3.8%	8.4%	14.6%	14.0%	11.3%	7.3%	17.1%	6.8%	7.4%	8.0%	10.5%
Radio	5.0%	4.3%	4.5%	6.6%	5.1%	4.9%	7.1%	3.0%	6.8%	6.2%	4.4%	5.4%	4.7%
TV	5.8%	5.3%	3.2%	5.5%	2.6%	7.6%	7.1%	4.6%	10.8%	3.4%	3.0%	6.0%	6.8%
Govt. Office/Representative	8.1%	7.6%	9.7%	8.0%	10.1%	7.6%	8.6%	7.6%	9.8%	14.6%	9.1%	11.2%	4.6%
Social Media	1.8%	3.1%	0.4%	2.0%	1.1%	1.8%	1.4%	2.2%	1.8%	1.1%	4.4%	1.1%	1.3%
Other	4.6%	5.2%	5.2%	3.4%	4.7%	4.7%	5.7%	3.6%	3.9%	7.4%	5.2%	6.3%	2.9%
Never seek this info.	47.3%	49.9%	49.0%	42.6%	47.5%	47.6%	41.4%	53.2%	44.2%	42.6%	49.6%	50.1%	45.9%
Not stated	7.7%	8.3%	10.5%	6.4%	7.7%	6.7%	6.4%	9.0%	0.0%	5.1%	2.5%	3.4%	13.6%

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

Indicated Seek Information on Government Programs and Services: ZONING, BUILDING AND DEVELOPMENT	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+
Government Website	10.6%	8.8%	8.3%	13.9%	10.4%	10.8%	10.4%	10.8%	17.3%	15.2%	13.0%	14.0%	6.0%
Printed Local Community Newspaper	<b>13.9%</b>	<b>19.2%</b>	<b>15.7%</b>	<b>20.0%</b>	<b>9.5%</b>	<b>8.0%</b>	<b>14.7%</b>	<b>13.2%</b>	<b>15.9%</b>	<b>14.3%</b>	<b>8.4%</b>	<b>11.7%</b>	<b>17.2%</b>
Daily Newspaper or its Website	9.2%	7.0%	3.1%	5.6%	14.6%	14.9%	10.7%	7.7%	16.2%	2.7%	5.3%	9.4%	11.1%
Radio	7.2%	8.2%	9.4%	7.2%	6.1%	5.6%	8.7%	5.6%	6.8%	10.3%	3.3%	7.7%	7.8%
TV	7.6%	10.4%	6.4%	8.2%	4.6%	6.8%	9.4%	5.9%	13.8%	7.0%	3.6%	6.5%	9.4%
Govt. Office/Representative	5.7%	6.4%	6.2%	5.5%	5.3%	5.3%	6.1%	5.4%	6.4%	2.6%	5.7%	7.0%	5.5%
Social Media	4.2%	4.3%	2.2%	6.2%	6.6%	4.3%	2.4%	6.1%	19.8%	3.4%	4.9%	3.4%	3.0%
Other	4.7%	6.4%	3.5%	4.0%	5.5%	5.0%	5.0%	4.4%	17.5%	6.4%	3.9%	4.7%	3.4%
Never seek this info.	53.5%	50.8%	58.0%	48.9%	52.5%	54.7%	52.3%	54.7%	26.1%	54.2%	66.6%	57.5%	48.8%
Not stated	5.4%	6.8%	6.4%	5.1%	6.0%	4.5%	5.2%	5.7%	0.0%	4.4%	1.5%	2.5%	9.5%

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

Indicated Seek Information on Government Programs and Services: PUBLIC NOTICES	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+
Government Website	8.4%	4.8%	3.9%	11.5%	10.3%	10.6%	7.7%	9.0%	19.3%	18.6%	11.4%	10.0%	3.2%
Printed Local Community Newspaper	<b>34.0%</b>	<b>42.0%</b>	<b>46.4%</b>	<b>46.0%</b>	<b>20.0%</b>	<b>18.6%</b>	<b>33.2%</b>	<b>34.7%</b>	<b>31.3%</b>	<b>27.2%</b>	<b>32.8%</b>	<b>32.6%</b>	<b>36.7%</b>
Daily Newspaper or its Website	20.3%	11.3%	5.5%	16.5%	34.5%	33.3%	21.9%	18.8%	22.0%	8.1%	19.1%	25.0%	20.0%
Radio	22.7%	21.4%	21.9%	22.2%	25.9%	24.0%	26.8%	18.7%	21.7%	26.2%	24.5%	28.7%	18.1%
TV	21.7%	21.5%	15.3%	21.2%	18.2%	25.2%	25.0%	18.4%	15.2%	10.3%	19.4%	27.6%	21.8%
Govt. Office/Representative	2.6%	2.7%	3.0%	1.4%	2.6%	2.9%	2.4%	2.8%	3.5%	0.0%	2.9%	3.2%	2.5%
Social Media	5.9%	7.4%	1.6%	5.7%	8.7%	7.5%	5.4%	6.4%	24.8%	6.8%	6.5%	5.9%	3.5%
Other	5.2%	8.0%	5.6%	5.4%	4.7%	3.8%	4.1%	6.4%	3.6%	4.7%	7.6%	5.3%	4.5%
Never seek this info.	18.8%	12.9%	21.1%	18.9%	18.3%	20.1%	19.4%	18.3%	13.7%	30.1%	20.7%	18.6%	16.7%
Not stated	11.1%	13.3%	13.4%	7.6%	11.8%	10.7%	10.2%	12.0%	2.9%	8.8%	5.7%	8.9%	15.8%

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

Indicated Seek Information on Government Programs and Services: OTHER FEDERAL GOVERNMENT PROGRAMS AND ACTIVITIES	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+
Government Website	24.0%	13.4%	19.1%	28.5%	28.4%	28.6%	24.4%	23.5%	22.5%	33.4%	34.8%	32.8%	13.0%
Printed Local Community Newspaper	15.1%	18.8%	21.4%	19.4%	9.1%	8.3%	15.7%	14.4%	5.8%	6.3%	11.6%	13.1%	20.1%
Daily Newspaper or its Website	15.8%	10.0%	7.2%	10.7%	22.9%	24.9%	17.6%	14.0%	9.8%	9.2%	11.6%	20.6%	16.4%
Radio	18.3%	17.6%	20.1%	17.3%	17.0%	18.1%	20.9%	15.6%	26.6%	19.1%	12.0%	19.4%	19.1%
TV	28.9%	30.2%	26.3%	32.4%	21.7%	28.0%	31.2%	26.6%	24.4%	13.9%	15.3%	31.9%	35.5%
Govt. Office/Representative	7.2%	6.3%	6.2%	6.8%	7.8%	8.3%	7.2%	7.2%	9.8%	1.3%	6.6%	9.9%	6.6%
Social Media	4.9%	4.7%	2.3%	7.4%	6.1%	5.2%	3.8%	6.1%	12.8%	5.1%	7.3%	4.7%	3.3%
Other	5.9%	7.3%	5.3%	5.0%	6.8%	6.0%	7.2%	4.5%	5.2%	7.8%	9.2%	5.9%	4.3%
Never seek this info.	22.8%	24.1%	28.1%	21.2%	24.2%	20.3%	20.1%	25.4%	29.3%	28.2%	25.6%	22.1%	20.4%
Not stated	6.6%	9.1%	7.5%	5.4%	6.5%	5.7%	6.2%	6.9%	0.0%	5.1%	2.5%	2.1%	11.8%

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

Indicated Seek Information on Government Programs and Services: OTHER PROVINCIAL GOVERNMENT PROGRAMS AND ACTIVITIES	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+
Government Website	24.0%	14.5%	18.7%	26.3%	27.1%	29.6%	25.9%	22.2%	22.4%	35.8%	36.1%	32.5%	12.4%
Printed Local Community Newspaper	17.2%	22.8%	21.8%	24.5%	8.8%	9.1%	18.8%	15.7%	3.9%	10.9%	12.8%	13.3%	23.8%
Daily Newspaper or its Website	17.0%	11.1%	7.5%	11.6%	24.5%	26.8%	18.5%	15.5%	14.2%	8.9%	11.3%	20.8%	18.8%
Radio	18.5%	17.2%	19.0%	19.7%	16.5%	18.2%	21.7%	15.3%	22.7%	19.3%	11.9%	20.7%	19.2%
TV	30.7%	33.4%	27.8%	33.8%	22.1%	29.5%	34.2%	27.2%	26.2%	16.7%	16.6%	32.4%	38.1%
Govt. Office/Representative	7.0%	7.2%	6.5%	5.6%	7.0%	7.9%	6.1%	7.9%	7.6%	1.3%	5.8%	10.0%	6.7%
Social Media	4.4%	4.1%	1.0%	6.7%	6.7%	5.0%	3.2%	5.5%	12.8%	5.1%	6.9%	4.3%	2.4%
Other	5.2%	7.1%	3.9%	4.9%	5.6%	5.1%	5.6%	4.7%	8.2%	5.5%	7.5%	6.3%	3.2%
Never seek this info.	21.5%	20.8%	27.9%	20.7%	23.5%	19.0%	19.0%	24.1%	23.2%	23.3%	27.4%	20.2%	19.5%
Not stated	5.6%	6.1%	7.8%	3.9%	6.7%	5.1%	5.4%	5.9%	0.0%	3.3%	1.4%	2.1%	10.4%

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

Indicated Seek Information on Government Programs and Services: OTHER LOCAL GOVERNMENT PROGRAMS AND ACTIVITIES	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+
Government Website	19.7%	12.2%	12.7%	20.6%	23.5%	25.8%	20.7%	18.7%	20.2%	37.1%	31.8%	25.9%	8.1%
Printed Local Community Newspaper	<b>27.4%</b>	<b>34.5%</b>	<b>40.1%</b>	<b>35.8%</b>	<b>14.7%</b>	<b>14.0%</b>	<b>31.1%</b>	<b>23.7%</b>	<b>12.4%</b>	<b>18.9%</b>	<b>20.0%</b>	<b>26.6%</b>	<b>33.7%</b>
Daily Newspaper or its Website	16.7%	7.5%	6.0%	13.9%	24.3%	27.1%	18.8%	14.6%	17.1%	8.9%	13.9%	19.8%	17.3%
Radio	20.5%	18.3%	18.8%	24.6%	22.2%	20.4%	23.5%	17.6%	14.8%	20.3%	15.0%	22.1%	22.4%
TV	23.1%	22.1%	16.3%	22.8%	15.8%	27.0%	25.0%	21.2%	17.6%	13.0%	9.8%	26.0%	28.9%
Govt. Office/Representative	7.3%	7.2%	6.6%	8.6%	5.3%	7.1%	6.9%	7.6%	7.6%	4.4%	7.9%	10.3%	5.8%
Social Media	5.6%	6.5%	2.4%	8.2%	7.2%	5.5%	4.7%	6.4%	14.5%	6.9%	9.4%	4.9%	3.2%
Other	6.9%	11.3%	4.0%	5.4%	8.7%	7.2%	6.5%	7.2%	8.2%	5.1%	10.8%	9.6%	3.9%
Never seek this info.	19.8%	18.7%	26.2%	17.6%	23.3%	18.1%	17.2%	22.4%	25.4%	20.6%	24.2%	18.0%	18.4%
Not stated	5.3%	5.0%	6.6%	5.5%	5.5%	4.8%	4.9%	5.8%	0.0%	3.3%	2.3%	1.7%	9.6%

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