

Online/Mobile Access and Usage by Community Size and Type (Total Sample)

Another priority for this study was to learn more about how electronic media is used in various types of communities. In doing so, consideration needed to be given to a number of factors that influence how people are 'connected.' The study needed to quantify the various internet connection methods used across all communities and only when that connection was established, we were able to learn more about what people do online and most importantly, what they can't do online. Not surprisingly, the results confirmed that people in smaller communities have fewer options for going online leading to different usage of the internet than people living in more heavily populated communities.

Type of Internet Connection Used at Home:	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+
Dial-up telephone line	12.5%	17.2%	14.2%	9.3%	13.7%	11.1%	14.2%	10.7%	2.2%	5.1%	5.1%	13.2%	17.3%
DSL-enabled phone line	23.8%	21.7%	23.5%	28.2%	23.0%	22.8%	30.4%	17.3%	34.7%	37.5%	31.2%	27.7%	15.1%
Cable TV modem	33.2%	13.4%	19.4%	38.9%	42.6%	45.6%	34.2%	32.3%	24.9%	35.5%	39.1%	36.3%	29.6%
Cellular or mobile connection	24.3%	26.5%	18.5%	30.6%	21.8%	23.3%	25.5%	23.1%	41.2%	30.2%	28.5%	27.2%	18.2%
Fibre optic connection e.g. FIOS, T-1 etc.	7.0%	5.7%	6.2%	9.0%	8.5%	7.0%	7.3%	6.7%	8.7%	8.4%	9.3%	10.0%	3.9%
Satellite	13.8%	19.9%	19.9%	15.5%	8.6%	7.4%	13.6%	14.0%	14.7%	7.9%	11.2%	17.0%	13.9%
Don't know which connection we have	8.0%	9.3%	9.2%	8.7%	8.5%	6.5%	5.4%	10.6%	9.8%	7.2%	10.8%	8.3%	6.6%
Don't have internet connection	12.3%	15.6%	16.8%	9.6%	9.5%	9.9%	10.6%	14.0%	4.0%	1.0%	2.0%	7.1%	22.2%
Not stated	3.8%	5.2%	4.7%	3.2%	2.4%	2.9%	3.6%	3.9%	0.0%	1.1%	1.0%	0.7%	7.5%

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

Actions Taken in the Past 30 Days as a Result of Seeing an Ad on a Website:	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+
Net: Took Any activity	54.1%	46.2%	55.4%	57.7%	54.7%	55.0%	55.0%	53.2%	79.7%	76.2%	71.5%	62.6%	35.6%
Became aware of a product or service	28.6%	22.9%	23.3%	30.2%	31.3%	32.7%	28.4%	28.7%	51.9%	40.7%	39.6%	34.5%	16.1%
Clicked on the ad to learn more	27.3%	27.1%	22.9%	29.0%	26.5%	28.8%	27.4%	27.2%	31.4%	35.5%	32.2%	36.9%	17.8%
Used an online search to learn more about product	42.8%	40.3%	45.8%	45.9%	39.5%	40.9%	44.7%	41.0%	66.1%	66.3%	56.7%	51.4%	25.7%
Bought something as advertised	18.6%	16.3%	18.3%	20.0%	23.4%	19.1%	18.0%	19.3%	29.2%	25.1%	26.1%	24.3%	10.1%
Referred the ad to someone you know	9.9%	9.5%	8.9%	11.8%	11.8%	9.7%	8.7%	11.1%	15.0%	14.0%	12.5%	13.1%	5.8%
Visited a store or a showroom	18.8%	18.5%	15.0%	23.3%	22.1%	18.7%	19.1%	18.5%	35.8%	28.0%	23.7%	24.5%	10.1%
I generally ignore ads that appear on websites	37.6%	34.1%	35.6%	39.4%	40.9%	39.3%	40.7%	34.7%	39.0%	37.9%	45.2%	41.2%	32.4%
I do not have/use a computer or tablet	18.5%	26.9%	20.3%	15.8%	14.7%	15.5%	18.1%	19.0%	2.2%	1.1%	4.5%	9.2%	34.4%
Not stated	4.9%	4.7%	6.9%	3.6%	3.6%	4.7%	4.5%	5.3%	1.8%	1.1%	2.0%	2.7%	8.4%

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

Incidence of Paying to Get Local News and Information Online:	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+
Yes	10.8%	9.8%	9.4%	12.3%	13.8%	11.1%	13.6%	7.9%	6.3%	4.7%	12.1%	14.0%	9.9%
No	87.8%	88.5%	89.5%	87.4%	82.8%	86.7%	84.8%	90.7%	92.0%	95.3%	87.4%	85.1%	87.7%
Not stated	1.5%	1.7%	1.1%	0.3%	3.4%	2.1%	1.6%	1.4%	1.7%	0.0%	0.6%	0.9%	2.4%

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Locations Internet and Email is Used:	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+
Home	75.4%	67.9%	71.9%	79.9%	78.6%	78.1%	76.7%	74.1%	94.8%	95.6%	91.6%	84.5%	58.0%
Work	38.1%	27.2%	36.3%	40.9%	43.2%	42.1%	39.7%	36.4%	61.6%	72.9%	67.8%	50.4%	10.4%
Other	14.9%	9.2%	11.5%	17.7%	22.1%	17.5%	14.8%	15.0%	32.0%	24.0%	24.8%	16.3%	6.7%
None	17.7%	24.9%	19.7%	15.5%	14.6%	14.8%	15.8%	19.6%	1.8%	2.1%	1.4%	8.3%	34.2%
Not stated	2.5%	3.4%	3.1%	1.1%	3.9%	2.6%	2.8%	2.3%	1.7%	0.0%	1.1%	0.9%	4.6%

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

Have Used "Apps" on Cell Phone/ Tablet To Receive Local Community Information	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+
Yes	21.1%	14.6%	17.8%	29.0%	21.3%	21.7%	21.6%	20.6%	37.4%	40.3%	31.0%	25.0%	9.8%
No	58.8%	63.3%	62.6%	53.1%	60.5%	57.7%	61.7%	55.9%	62.6%	53.1%	61.6%	61.3%	56.8%
Do not have a cell phone or tablet computer	17.9%	20.2%	17.8%	15.6%	14.2%	18.1%	14.2%	21.6%	0.0%	5.5%	6.3%	12.8%	29.5%
Not stated	2.2%	1.9%	1.8%	2.3%	4.0%	2.5%	2.5%	2.0%	0.0%	1.1%	1.0%	0.9%	3.9%

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

Have Received "News Alerts" in Local Community to Cell Phone/Tablet <small>BASE: Cell Phone/Tablet Owners</small>	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+
Yes	12.8%	10.8%	8.8%	13.9%	12.7%	15.1%	11.9%	13.8%	14.1%	22.0%	20.7%	8.1%	9.6%
No	85.3%	87.0%	89.5%	85.1%	84.7%	82.5%	85.7%	84.7%	85.9%	78.0%	78.1%	91.3%	86.3%
Do not have a cell phone	0.7%	1.7%	0.0%	0.5%	0.6%	0.9%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	2.0%
Not stated	1.2%	0.5%	1.7%	0.4%	2.0%	1.6%	1.6%	0.7%	0.0%	0.0%	1.3%	0.6%	2.1%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
N=811

Online/Mobile Access and Usage by Community and Type <small>BASE: Cell Phone/Tablet Owners</small>	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+
Go online for information or news about your local community	35.6%	25.5%	25.5%	44.6%	38.8%	40.3%	33.4%	37.9%	73.4%	59.9%	48.8%	37.4%	14.9%
Get information about local traffic or public services	25.8%	22.5%	15.7%	26.7%	28.0%	31.8%	23.9%	27.8%	49.3%	44.7%	35.3%	24.4%	13.3%
Find out about provincial government programs or services	18.7%	18.8%	15.7%	18.5%	20.5%	20.3%	18.5%	19.0%	32.7%	30.5%	26.0%	20.1%	8.5%
Find out about federal government programs or services	16.8%	15.0%	15.0%	16.2%	19.4%	18.6%	17.6%	15.9%	33.1%	26.3%	24.0%	19.3%	5.9%
Check local sports scores or get local sports updates	25.3%	17.5%	24.1%	31.2%	20.6%	26.2%	31.0%	19.1%	45.3%	43.0%	30.1%	27.3%	13.7%
Check local weather reports	62.7%	55.8%	59.7%	68.3%	66.2%	64.3%	61.1%	64.4%	92.5%	94.1%	78.2%	66.7%	38.6%
Find local restaurants or other local businesses	30.5%	20.6%	21.3%	26.5%	34.9%	41.0%	28.1%	33.0%	69.4%	61.3%	41.3%	32.7%	9.1%
Get or use coupons or discounts from local stores or businesses	17.5%	16.9%	14.2%	10.6%	23.2%	22.9%	13.4%	22.1%	51.1%	36.6%	21.1%	16.9%	6.0%
None mentioned	32.7%	38.4%	36.5%	27.2%	31.8%	31.1%	34.3%	31.0%	5.8%	3.6%	17.0%	29.1%	55.5%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
N=811

Actions Taken To Share Local Information Online <small>BASE: Those Who Have Internet Connection</small>	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+
Contributed to an online discussion or message board about your local community	7.8%	5.2%	6.8%	10.2%	8.4%	8.1%	7.3%	8.4%	21.3%	15.8%	9.7%	7.6%	3.1%
Customized your home page to include favourite local information or local news	11.0%	7.0%	10.0%	18.2%	9.6%	9.6%	11.6%	10.4%	26.0%	14.6%	10.3%	12.0%	7.7%
Emailed a link to a local news story or news video to someone you know	24.9%	20.8%	18.8%	31.4%	24.4%	26.2%	24.6%	25.2%	51.2%	39.8%	33.6%	24.6%	13.0%
Tagged or categorized online local news content	6.5%	7.6%	4.1%	8.5%	7.1%	6.3%	6.6%	6.5%	24.5%	15.2%	10.1%	3.4%	2.3%
Contributed your own article, opinion piece, picture or video about your local community	6.5%	8.7%	8.7%	7.8%	3.2%	4.1%	6.3%	6.8%	11.6%	2.2%	7.7%	6.7%	6.0%
Commented on a local news story/blog you read online	11.0%	9.1%	8.3%	15.7%	13.6%	10.5%	10.1%	11.8%	19.7%	20.5%	17.2%	6.4%	7.5%
Posted news or information about your local community on Facebook	14.9%	15.8%	11.6%	17.2%	18.2%	14.9%	9.6%	20.4%	52.0%	31.0%	22.2%	11.3%	4.4%
Posted news or information about your local community on Twitter	2.7%	1.3%	1.9%	4.0%	2.2%	3.1%	3.8%	1.7%	9.2%	7.8%	6.1%	1.1%	0.0%
Posted news or information about your local community on another social networking	2.4%	2.4%	2.5%	2.9%	2.3%	2.2%	2.7%	2.2%	9.1%	2.9%	5.4%	1.6%	0.4%
None mentioned	58.6%	62.7%	63.6%	51.2%	59.6%	58.5%	58.8%	58.4%	26.4%	40.3%	46.5%	61.1%	72.5%

TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013
N=852