

Community Newspaper Penetration, Integration and Importance by Community Size and Type

The internet has changed the way people receive information across all community types. Another objective of the study was to determine whether or not online media consumption has come at the expense of consumption via traditional media including community newspapers. More specifically, has it changed those consumption habits in certain types of communities more than others? The results show that community newspaper receivership is strong across all community types and regions with nearly 9 in 10 respondents saying they spend at least the same amount of time with their community newspaper as they did 2 years ago.

Community Newspaper Engagement

Receive a Community Newspaper and Time Spent Compared to 2 Years Ago	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+
RECEIVERS													
Yes, Receive it For Free	37%	37%	44%	56%	17%	30%	36%	38%	41%	29%	39%	33%	39%
Yes, Subscribe to It	38%	44%	38%	29%	43%	38%	40%	37%	14%	20%	28%	38%	48%
Total Community Newspaper Receivers	75%	81%	82%	85%	60%	68%	76%	75%	55%	49%	67%	71%	87%
TIME SPENT WITH COMMUNITY NEWSPAPER COMPARED TO TWO YEARS AGO													
More Time Than 2 Years Ago	9%	8%	7%	12%	11%	10%	9%	10%	15%	7%	7%	9%	10%
About the Same Time as 2 Years Ago	78%	81%	84%	75%	76%	75%	78%	78%	61%	79%	73%	83%	78%
Less Time Than 2 Years Ago	12%	10%	10%	13%	14%	16%	13%	12%	24%	14%	20%	8%	11%
Spend At Least the Same Amount of Time as 2 Years Ago	87%	89%	91%	87%	87%	85%	87%	88%	76%	86%	80%	92%	88%
TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013 N=1,015													

Community Newspaper Statements, Level of Agreement: AGREE SOMEWHAT OR STRONGLY	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+
AGREE SOMEWHAT OR STRONGLY:													
My Local Newspaper is a Source of Pride for the Community	55.7%	64.6%	62.9%	61.2%	44.8%	45.9%	55.2%	56.4%	54.6%	47.1%	53.9%	55.0%	58.6%
I Get Most of the Information About the Activities in my Community From the Local Newspaper	65.1%	74.6%	75.2%	71.3%	51.3%	53.1%	66.5%	63.7%	49.5%	50.3%	60.0%	68.6%	69.2%
If Given the Choice, I Would Much Prefer That My Local Newspaper Remain in Printed Form As Opposed to an Online-Only Format	71.9%	78.2%	78.5%	77.0%	61.5%	63.7%	72.8%	71.1%	50.2%	59.6%	71.3%	71.3%	77.0%
I Don't Like it When Ads Dominate the Front Page of My Local Newspaper	70.2%	75.1%	71.7%	71.2%	60.7%	66.9%	73.7%	66.7%	72.7%	62.5%	69.9%	70.2%	71.4%
If I Miss an Issue of my Local Newspaper I Feel Like I'm Missing Information That is Important to Me	45.7%	54.7%	48.1%	54.5%	35.1%	36.4%	42.9%	48.3%	25.9%	27.3%	34.6%	46.9%	54.7%
TOTUM RESEARCH - Media Usage by Community Size and Type, Nov/Dec 2013 N=1,015													

Level of Agreement: MY LOCAL NEWSPAPER IS A SOURCE OF PRIDE FOR THE COMMUNITY	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+
Agree strongly	20.7%	24.9%	23.1%	28.6%	15.6%	14.0%	17.8%	23.7%	20.3%	12.8%	19.3%	21.3%	22.4%
Agree somewhat	35.0%	39.7%	39.8%	32.6%	29.2%	31.9%	37.4%	32.7%	34.3%	34.3%	34.6%	33.7%	36.2%
Neutral	22.8%	15.6%	24.4%	17.8%	24.2%	27.4%	23.3%	22.4%	23.8%	23.8%	25.3%	24.0%	20.9%
Disagree somewhat	6.4%	7.3%	3.3%	7.6%	10.1%	7.1%	7.8%	5.0%	10.0%	8.3%	5.1%	5.8%	6.6%
Disagree strongly	2.5%	1.2%	1.8%	4.9%	2.8%	2.3%	2.4%	2.6%	1.7%	3.8%	5.9%	2.0%	1.4%
Don't receive a local printed community newspaper	10.0%	8.9%	5.7%	6.1%	16.0%	14.5%	9.3%	10.8%	8.0%	15.1%	9.2%	11.3%	8.9%
Not stated	2.4%	2.5%	1.9%	2.5%	2.1%	2.7%	2.0%	2.9%	1.8%	1.7%	0.6%	1.9%	3.7%

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

Level of Agreement: I GET MOST OF THE INFORMATION ABOUT THE ACTIVITIES IN MY COMMUNITY FROM THE LOCAL NEWSPAPER	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+
Agree strongly	26.2%	30.4%	32.8%	38.9%	17.5%	15.0%	24.0%	28.3%	17.7%	19.4%	24.6%	30.8%	26.1%
Agree somewhat	38.9%	44.2%	42.4%	32.4%	33.8%	38.1%	42.5%	35.4%	31.8%	30.9%	35.4%	37.8%	43.1%
Neutral	11.1%	8.4%	10.1%	8.6%	12.6%	14.0%	11.5%	10.8%	20.6%	15.2%	13.8%	9.8%	9.1%
Disagree somewhat	6.3%	4.0%	5.3%	7.1%	7.1%	7.5%	6.2%	6.5%	4.4%	4.8%	9.2%	5.7%	6.1%
Disagree strongly	3.0%	1.6%	1.0%	3.9%	5.0%	4.2%	3.3%	2.7%	9.3%	6.3%	5.2%	3.1%	0.8%
Don't receive a local printed community newspaper	11.2%	9.4%	4.2%	7.3%	19.9%	17.3%	10.1%	12.3%	14.4%	19.9%	11.3%	11.9%	8.8%
Not stated	3.3%	2.1%	4.4%	1.9%	4.0%	3.9%	2.6%	4.0%	1.8%	3.5%	0.6%	0.8%	5.9%

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

Level of Agreement: IF GIVEN A CHOICE, I WOULD MUCH PREFER THAT MY LOCAL NEWSPAPER REMAIN IN PRINTED FORM AS OPPOSED TO AN ONLINE-ONLY FORMAT	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+
Agree strongly	53.4%	59.4%	59.0%	61.4%	41.9%	44.4%	53.5%	53.3%	34.1%	31.2%	51.5%	53.3%	60.2%
Agree somewhat	18.5%	18.8%	19.5%	15.6%	19.6%	19.3%	19.3%	17.8%	16.1%	28.4%	19.8%	18.0%	16.8%
Neutral	9.6%	6.3%	9.1%	10.4%	10.1%	10.8%	10.1%	9.1%	10.6%	14.1%	10.6%	11.9%	6.9%
Disagree somewhat	2.3%	1.5%	1.9%	2.1%	2.1%	3.0%	2.7%	1.9%	6.5%	1.3%	3.2%	2.9%	1.4%
Disagree strongly	4.8%	3.9%	2.5%	2.9%	7.8%	7.1%	5.7%	3.8%	23.3%	7.7%	7.3%	3.7%	1.9%
Don't receive a local printed community newspaper	8.2%	7.0%	3.7%	5.8%	15.6%	12.1%	6.1%	10.2%	7.6%	15.5%	6.4%	8.6%	7.4%
Not stated	3.2%	3.2%	4.3%	1.9%	2.9%	3.3%	2.6%	3.8%	1.8%	1.7%	1.2%	1.6%	5.3%

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Level of Agreement: I DON'T LIKE IT WHEN ADS SOMINATE THE FRONT PAGE OF MY LOCAL NEWSPAPER	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+
Agree strongly	52.3%	50.7%	52.0%	52.8%	47.3%	52.9%	53.6%	51.1%	60.9%	40.0%	45.2%	54.7%	55.0%
Agree somewhat	17.9%	24.4%	19.7%	18.4%	13.4%	14.0%	20.1%	15.6%	11.8%	22.5%	24.7%	15.5%	16.4%
Neutral	12.6%	9.8%	17.1%	14.0%	10.8%	10.9%	10.9%	14.3%	15.7%	11.8%	18.2%	13.0%	10.0%
Disagree somewhat	3.5%	5.6%	2.6%	3.2%	4.5%	3.2%	3.6%	3.4%	2.2%	4.7%	2.4%	3.5%	3.8%
Disagree strongly	1.9%	0.9%	1.3%	1.8%	1.2%	2.7%	1.5%	2.3%	1.8%	2.6%	1.9%	1.1%	2.3%
Don't receive a local printed community newspaper	7.9%	5.7%	3.0%	6.1%	16.9%	12.2%	7.3%	8.6%	5.8%	16.5%	5.9%	9.3%	6.7%
Not stated	3.8%	2.8%	4.2%	3.7%	5.9%	4.0%	2.9%	4.6%	1.8%	1.7%	1.8%	3.0%	5.7%

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Level of Agreement: IF I MISS AN ISSUE OF MY LOCAL NEWSPAPER I FEEL LIKE I'M MISSING INFORMATION THAT IS IMPORTANT TO ME	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+
Agree strongly	18.3%	22.0%	16.3%	25.2%	18.4%	14.5%	12.7%	23.8%	8.7%	9.5%	13.9%	17.9%	22.9%
Agree somewhat	27.4%	32.7%	31.8%	29.3%	16.7%	21.9%	30.2%	24.5%	17.2%	17.8%	20.7%	29.0%	31.8%
Neutral	19.3%	17.0%	21.6%	20.3%	13.5%	18.5%	19.3%	19.3%	19.3%	19.3%	19.3%	19.3%	19.3%
Disagree somewhat	11.3%	9.7%	12.9%	8.0%	12.7%	12.8%	12.1%	10.5%	14.9%	9.0%	17.3%	11.9%	8.6%
Disagree strongly	10.2%	8.8%	8.4%	8.0%	13.3%	12.6%	21.7%	16.8%	19.5%	22.7%	18.8%	20.0%	18.4%
Don't receive a local printed community newspaper	10.4%	7.2%	4.6%	7.0%	22.7%	16.3%	9.6%	11.2%	10.9%	22.4%	13.2%	9.5%	7.6%
Not stated	3.2%	2.5%	4.4%	2.2%	2.8%	3.4%	3.0%	3.4%	1.8%	3.5%	0.6%	1.1%	5.6%

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Impact That Losing the Local Community Newspaper Would Have on Your Ability to Keep Up With News and Information About Your Local Community	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+
A MAJOR impact	45.6%	50.7%	50.2%	53.2%	42.6%	37.6%	42.3%	48.9%	35.5%	32.2%	36.2%	46.2%	52.4%
A MINOR impact	34.9%	32.7%	35.1%	30.5%	36.5%	37.8%	38.4%	31.4%	31.1%	37.8%	43.9%	31.1%	33.5%
NO impact at all	15.3%	10.1%	12.9%	13.6%	16.3%	19.3%	15.5%	15.0%	26.5%	24.9%	18.4%	18.6%	9.1%
Have no local community newspaper	3.2%	5.5%	0.8%	2.2%	2.7%	4.0%	2.6%	3.9%	2.9%	5.1%	0.9%	2.6%	4.2%
Not stated	1.0%	1.0%	1.0%	0.5%	2.0%	1.2%	1.2%	0.8%	4.0%	0.0%	0.6%	1.5%	0.7%

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