

# Morinville Free Press

**Publication:** Morinville Free Press

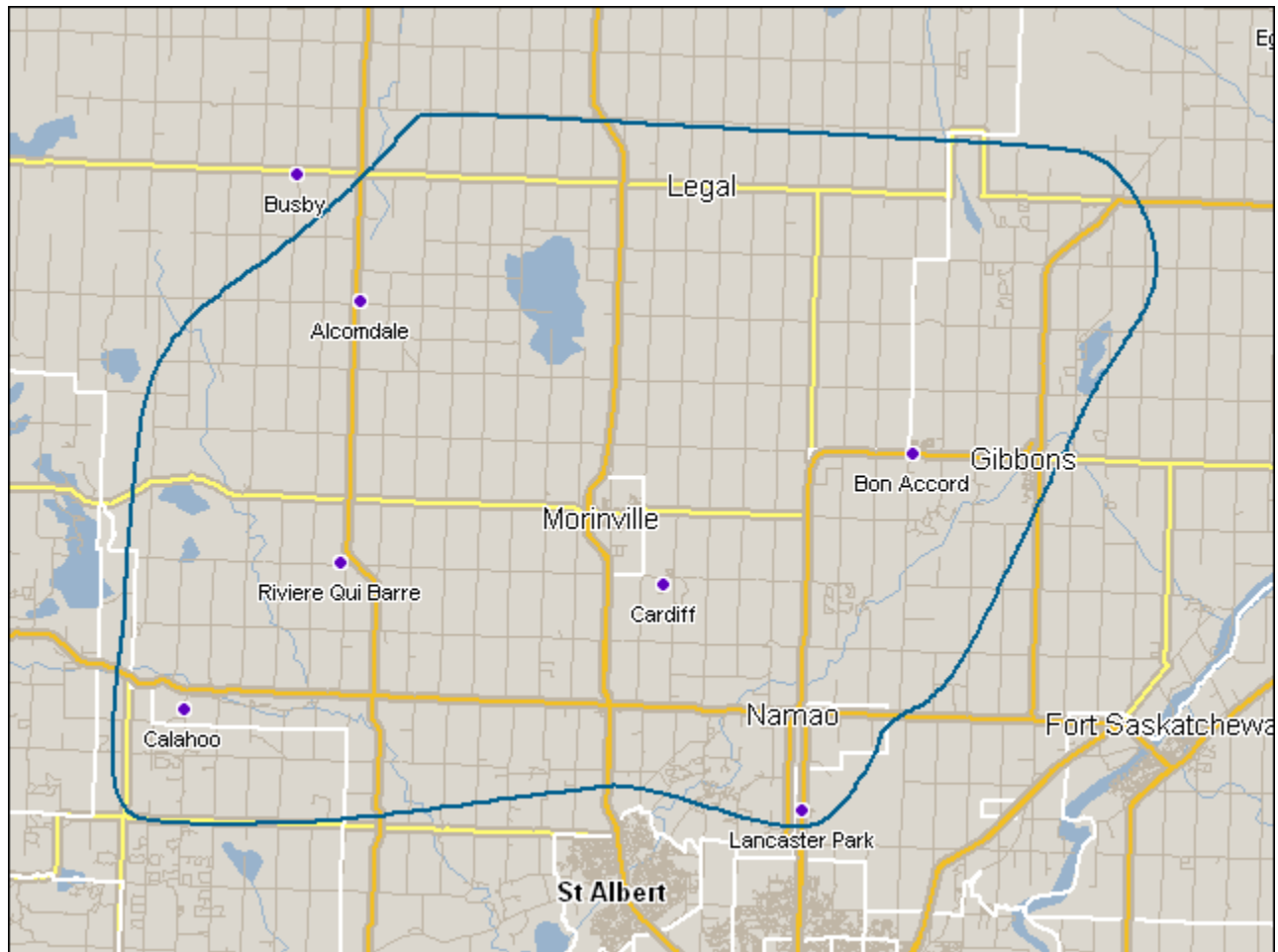
**Code:** 80148

**Market:** Morinville, AB

**Population:** 16 222

**Publishing Day:** Tuesday

**Source:** ComBase 2008 Study

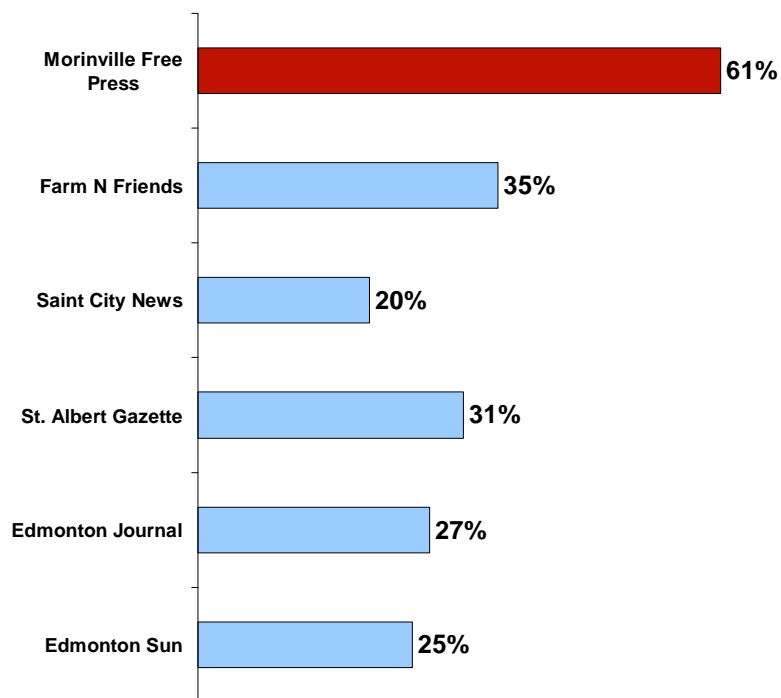


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

# Readership and Demographics

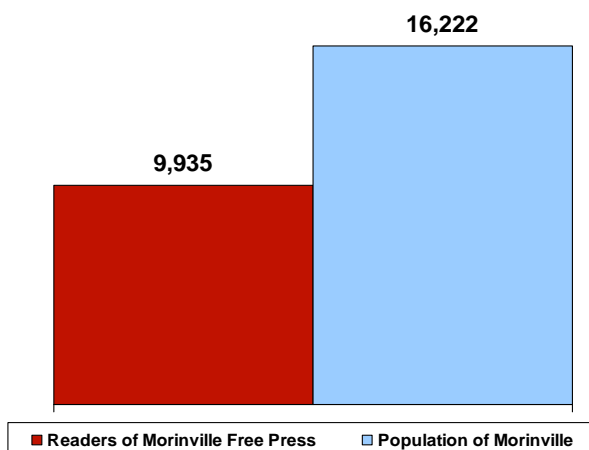
## NET READERSHIP\*

61% of Morinville adults read any of the last 4 issues of Morinville Free Press.



## NET READERS

9,935 Morinville adults read any of the last 4 issues of Morinville Free Press.



## NEWSPAPER READERSHIP

- 70% of Morinville adults read any community newspaper.
- 39% of Morinville adults read any daily newspaper.
- 36% of Morinville adults can only be reached with community newspapers.

## READER DEMOGRAPHICS: Morinville Free Press

- 68% of females read Morinville Free Press.\*

### GENDER

Male	55%
Female	68%

### AGE

18-34 years old	59%
35-49 years old	65%
50+ years old	60%

### EDUCATION

High School or less	56%
Tech. or College	70%
University +	63%

### HOUSEHOLD INCOME

<\$30K	75%
\$30-49K	51%
>\$50K	70%

### RESIDENCE

Own Residence	61%
Rent Residence	58%

### FAMILY STATUS

With children	72%
Without children	53%

\* cumulative readership - read any of the last four issues of community paper / read any of the last five weekday issues of daily newspaper

# Media Habits

## REASONS FOR READING COMMUNITY NEWSPAPERS

47% of Morinville Free Press readers said they read their community newspaper for advertising.

	Morinville Free Press Readers*	Community Newspaper Readers**
Editorial	40%	38%
Local News	89%	87%
Local Events	83%	80%
Classified	43%	43%
Real Estate	47%	46%
Jobs/Employment	39%	38%
Advertising	47%	44%
Flyers	47%	46%

\*read any of the last four issues of community newspaper  
 \*\* read any community newspaper

## READERSHIP OF FLYERS DELIVERED WITH COMMUNITY NEWSPAPERS

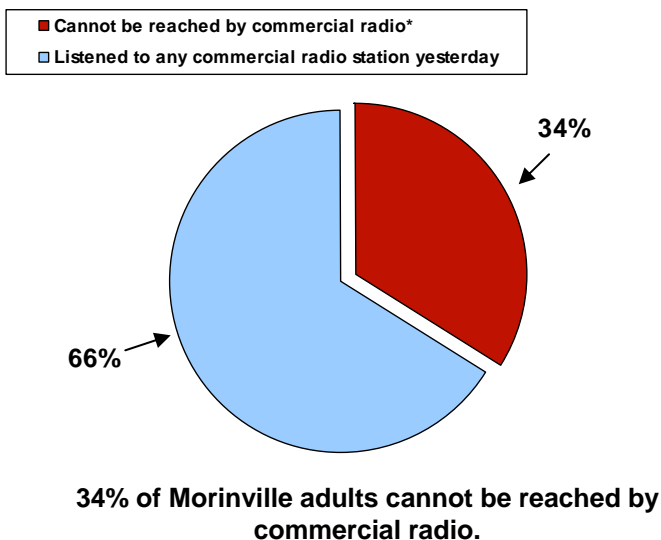
*(Read Always Or Sometimes)*

53% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

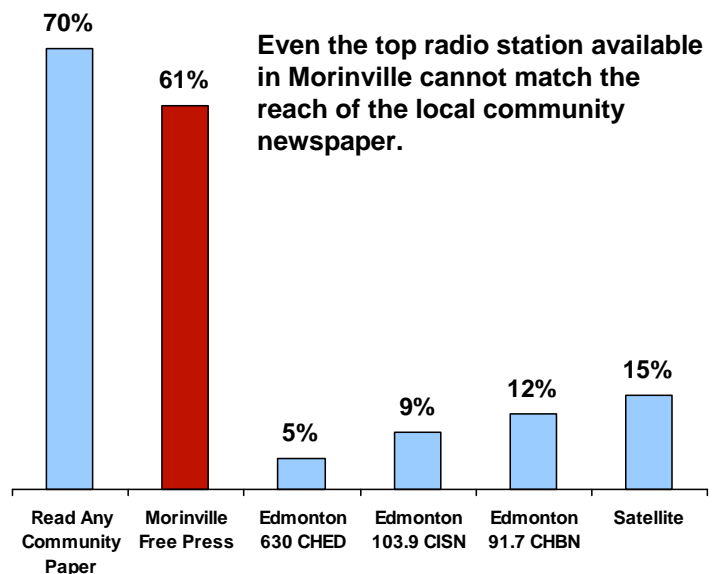
Automotive Supply or Service	53%
Computer Hardware or Software	57%
Department Stores including Clothing	75%
Drug Store or Pharmacy	69%
Fast Food Restaurant	52%
Furniture or Appliances or Electronics	77%
Grocery Store	84%
Home Improvement Store	85%
Investment or Banking Services	28%
Telecommunication and Wireless Products	31%
Other Products or Services	65%

## COMMUNITY PRINT MEDIA VS. RADIO

A newspaper is often read by more than one person and has a long shelf life. Radio is a fragmented medium requiring many ads on many stations to effectively reach the market.



\*did not listen to radio yesterday or listened to CBC only



Source: ComBase 2008