

Morden Times

Publication: Morden Times

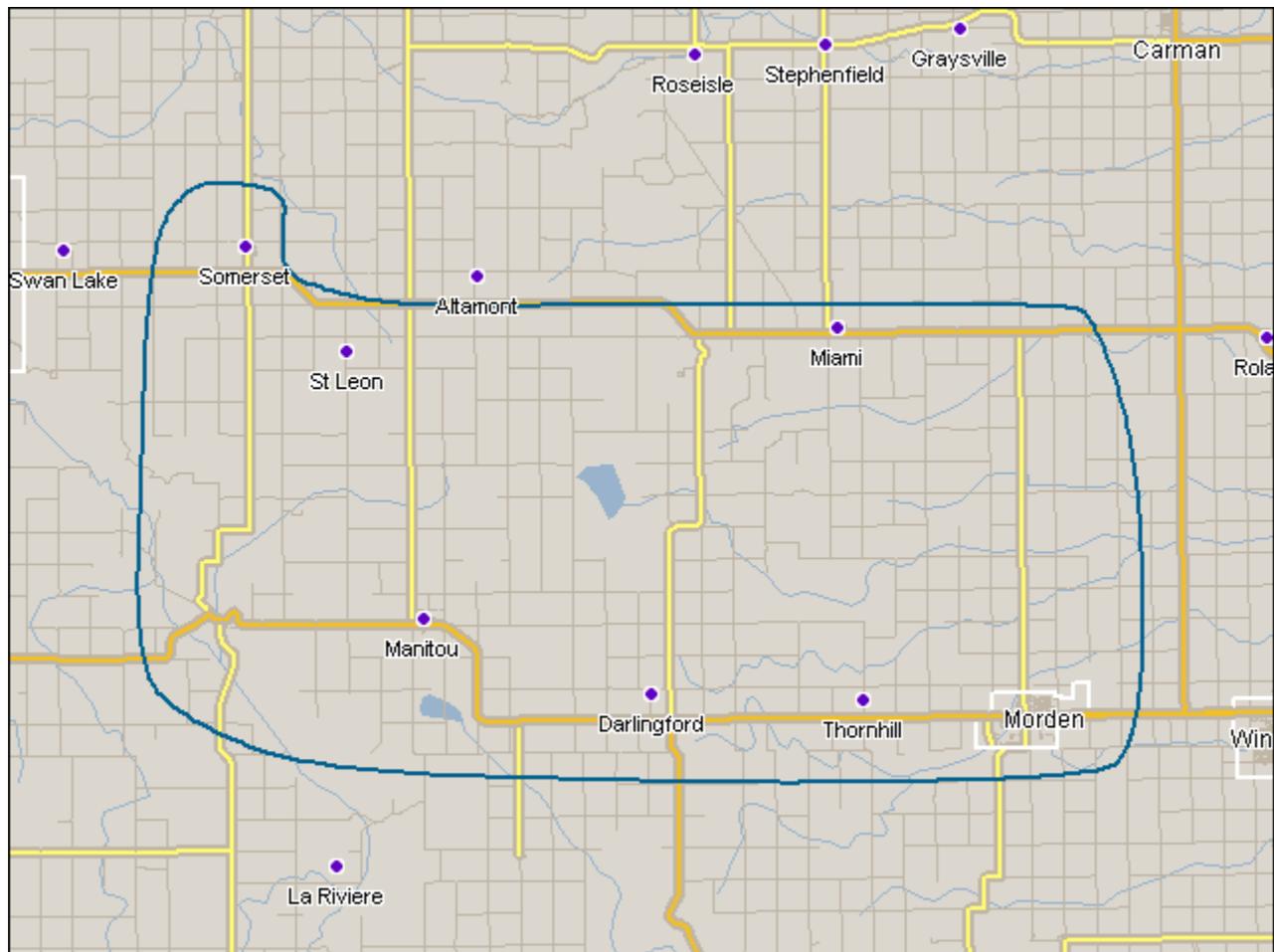
Code: 60043

Market: Morden, MB

Population: 7 949

Publishing Day: Friday

Source: ComBase 2008/2009 Study

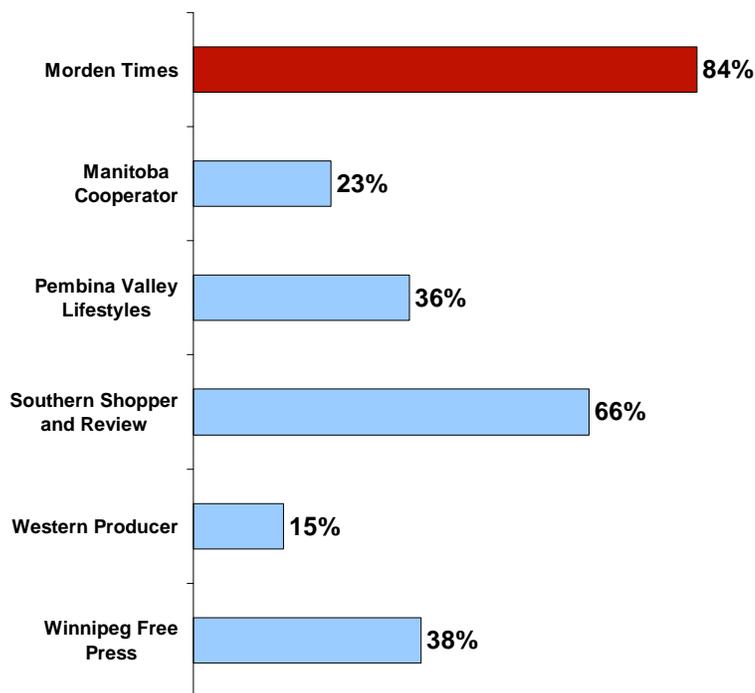


The measurement geography is based on data from Market Analyzer at a minimum 45% household penetration for controlled circulation papers and a minimum 30% household penetration for paid papers.

Readership and Demographics

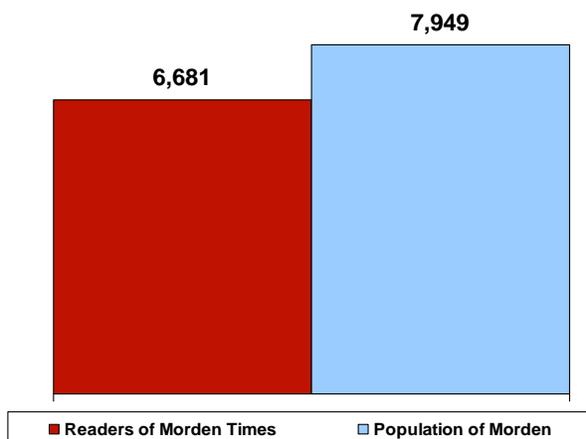
NET READERSHIP*

84% of Morden adults read any of the last 4 issues of Morden Times.



NET READERS

6,681 Morden adults read any of the last 4 issues of Morden Times.



NEWSPAPER READERSHIP

- 92% of Morden adults read any community newspaper.
- 44% of Morden adults read any daily newspaper.
- 50% of Morden adults can only be reached with community newspapers.

READER DEMOGRAPHICS: Morden Times

- 83% of females read Morden Times.*

GENDER

Male	85%
Female	83%

AGE

18-34 years old	86%
35-49 years old	94%
50+ years old	76%

EDUCATION

High School or less	81%
Tech. or College	85%
University +	90%

HOUSEHOLD INCOME

<\$30K	82%
\$30-49K	88%
>\$50K	92%

RESIDENCE

Own Residence	85%
Rent Residence	78%

FAMILY STATUS

With children	92%
Without children	78%

* 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

26% of Morden Times readers said they read their community newspaper for advertising.

	Morden Times Readers*	Community Newspaper Readers**
Editorial	30%	30%
Local News	80%	79%
Local Events	55%	57%
Classified	50%	52%
Real Estate	20%	21%
Jobs/Employment	27%	27%
Advertising	26%	30%
Flyers	27%	28%

*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)

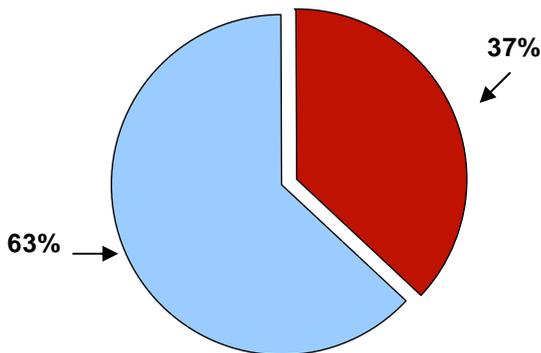
38% of community newspaper readers always or sometimes read Automotive flyers delivered in their community newspaper.

Automotive Supply or Service	38%
Computer Hardware or Software	36%
Department Stores including Clothing	61%
Drug Store or Pharmacy	58%
Fast Food Restaurant	38%
Furniture or Appliances or Electronics	64%
Grocery Store	75%
Home Improvement Store	64%
Investment or Banking Services	27%
Telecommunication and Wireless Products	25%
Other Products or Services	57%

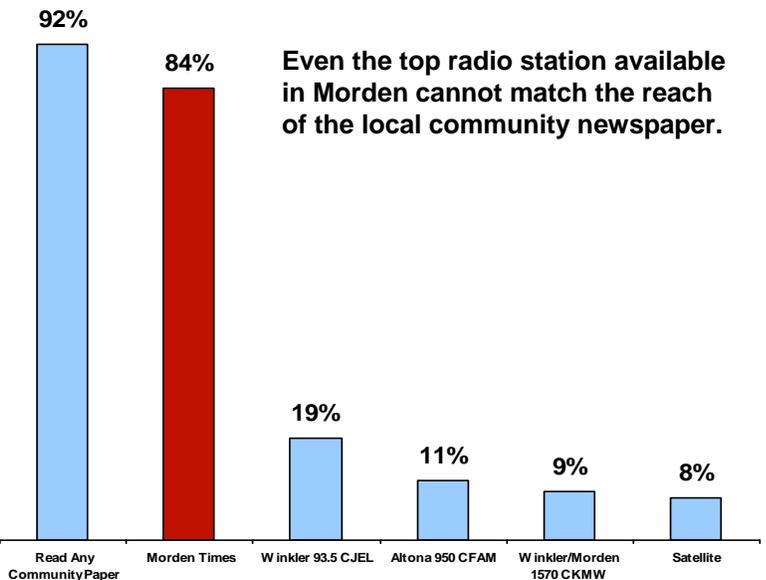
COMMUNITY PRINT MEDIA VS. RADIO

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.

■ Cannot be reached by commercial radio*
 ■ Listened to any commercial radio station yesterday



37% of Morden adults cannot be reached by commercial radio.



Even the top radio station available in Morden cannot match the reach of the local community newspaper.

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