

In Mississauga who is No. 1 with PENETRATION? The Mississauga Times

reaches

14.6% more households

than any other newspaper

In March, 1975, Adcom Research Limited undertook a survey to determine readership of The Mississauga Times. 202 telephone interviews were completed among respondents who received The Mississauga Times, or The Mississauga News, or both newspapers. Qualified respondents were 50% male/50% female, aged 18 or over. The sampling method used was random with substitution. A qualifying question was given to ensure respondents did not confuse the two newspapers.

Survey Highlights

Out of the total sample of 202

1 - 14.6% more respondents received The Mississauga Times than The Mississauga News

2 - 77% of The Times readers kept their last copy easily accessible in the home for more than 3 days.

3 - 63% of The Times readers spend more than 30 minutes reading The Times

4 - 68% of The Times readers said their spouse read The Times each week

5 - 24% of The Times readers said another adult in the household read The Times each week.

6 - Cumulative adult weekly readership is 2.1 readers per copy. Including readers under age 18, weekly readership cumulates to 2.6 readers per copy.

7 - 80% of The Times readers said they read local advertising all the time or sometimes

Greater Penetration - More Readership ...

The Times readership profile:

- 60% have total family income exceeding \$15,000
- 76% have total family income exceeding \$10,000
- 42% have attended or completed college/university
- 82% are married
- 41% hold executive/professional or white collar positions
- 72% live in a detached home
- 52% are between 18 and 35 years of age

circulation 55,000



*Mississauga's largest
circulation newspaper.*