

# THANK YOU FOR RANKING US NUMBER ONE IN THE AREA

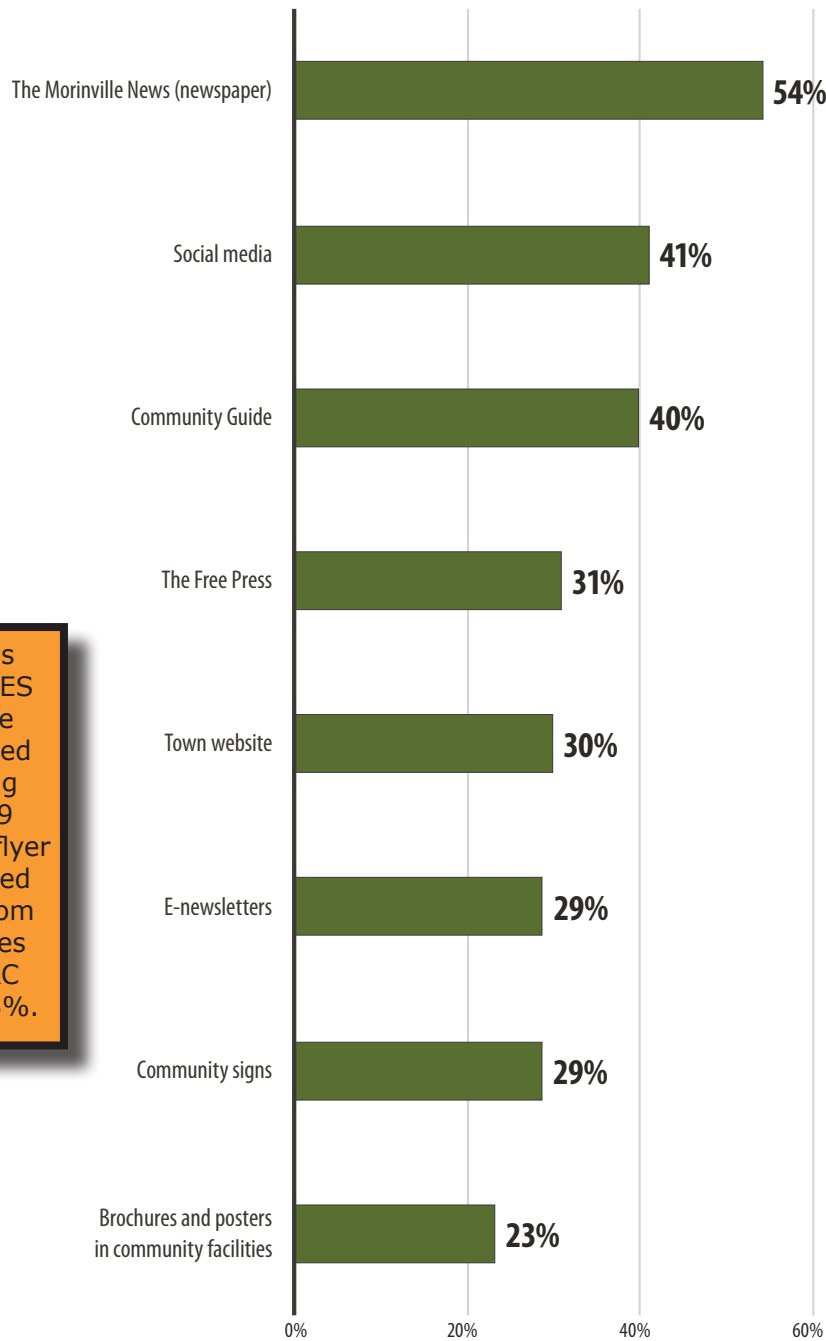
## Town and County Responses Averaged

### Communication Methods

The Morinville News (54%), social media (41%), and the community guide (40%) are recognized as the top three methods to communicate information about recreation opportunities.

Communication Methods	Town	County
The Morinville News (newspaper)	53%	59%
Social media	43%	34%
Community Guide	41%	38%
The Free Press	27%	41%
Town website	35%	19%
E-newsletters	28%	30%
Community signs	30%	27%
Brochures and posters in community facilities	24%	22%

### Communication Methods



## Town and County Responses Averaged



Town residents have spoken and shown that **The Morinville News** print edition has double the readership of **The Free Press** (MN=54% FP=27%)

Surrounding County residents have spoken and shown that **The Morinville News** print edition has a higher readership than **The Free Press** (MN=59% FP=41%)

**We're also top among those who responded online**

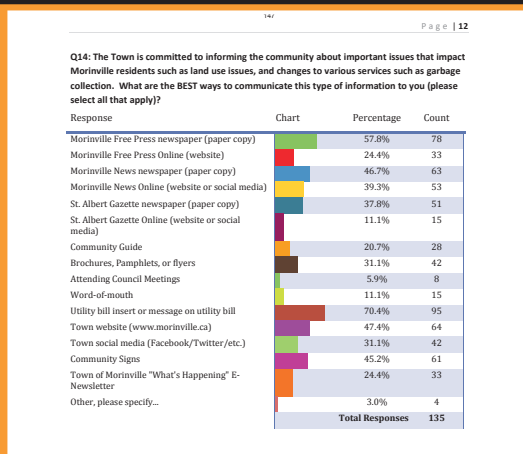
### Web Results

In the online survey, the top three best methods of communication were The Morinville News (61%), social media (57%), and Town website (50%).

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Source = Town of Morinville Sept. 13 Public Agenda Package

Also made public Sept. 13 were the results of the Town of Morinville's Satisfaction survey. The Town sent out 3200 surveys by mail and received 135 completed surveys back, 11 surveys were received via hard copy and 124 were completed online. The response rate represents a 4% response rate and should be considered less reliable than the above data.



While the results of the small sampling show our competition's print edition leads The Morinville News by a narrow 11% margin, the combined total of print and online responses show The Morinville News (86%) still surpassed The Free Press by (82.2%)



**Both Sets Of Data Show We Are And Remain Morinville's Community News Choice**