

Survey reveals facts on paper readership

A recent Free Press random survey revealed that the front page and the classified pages are the most widely read by both men and women.

The survey was conducted by high school teacher Boris Shean's first semester marketing students who went door-to-door to approximately 500 homes. All subdivisions and the older part of town were visited. The survey included such questions as daily newspapers and magazines read, and asked for a breakdown of individual reading habits of various pages and features in the paper, whether regularly, occasionally or never read.

At the 500 homes visited, some 350 people said the Free Press is received regularly in their home. Another 86 persons said it was not. The balance of questionnaires had to be disqualified during the tabulation by a Free Press reporter as pertinent information was not given, or filled out incorrectly.

The men tell

Of the 199 men interviewed, 44 did not receive the paper. The study showed that 132 men read the front page regularly, with 86 men reading it first. The sports pages were the next favorite among the men with 106 reading it regularly. Thirty-six men turn to this section first, with 45 men reading it second.

The next most popular among the men was the classified pages, with 86 regular male readers. Three men turn to this part of the paper first.

The coming events was next in line with 76 regular readers. Four men read this section second, and 13 read it third.

The survey was broken up into five age groups, 20-29, 30-39, 40-49, 50-59, and 60 and over.

There were 68 men interviewed in the youngest age group with 22 who didn't receive the paper. The study showed that the front page and the sports section were tied for regular readers with 37 each. In the further breakdown, 18 men read the front first, and 16 read the sports first. In each case, one person never read either page.

The next favorite was the classified pages with 28 regular readers. One man said he turned to this section first, and 12 said they read it third. The coming events were the next favorite with 17 regular readers, 18 occasional readers. Advertising and births, deaths and marriages tied for the next spot with 13 regular readers.

In the 30-39 age group, 62 were interviewed, with 14 who didn't read the paper. The front page had 42 regular readers, with 30 men reading it first. The classified ads were next in line with 27 regular readers, and two men turned to it first. Sports pages see 26 regular readers each week, with nine men turning to it first. Council news was next with 23 regular readers.

Twenty-nine men read the front page regularly in the 40-49 age bracket, with 22 men reading it first. Sports pages trailed a close second with 25 regular readers, and seven persons reading it first. The family page was the next favorite in this age group with 20 regular readers. The classified pages and council news were tied in the next spot with 18 regular readers each. Thirty-five men were interviewed in this category, with two who didn't receive the paper.

The front page was once again the forerunner in the 50-59 group, with ten regular readers. Seventeen men were interviewed, with four who do not read the paper. Eight people read this page first. The family page and classified section tied for second place with eight regular readers each, followed by a three way tie between the coming events, advertising, and birth, marriages and deaths, with 7 regular readers. Editorials had six regular readers, and the sports was tied with council news with five regular readers each.

In the 60 and over age group, 17 men were interviewed, with two who did not receive the paper. Fourteen men read the front page regularly, with eight reading it first. Thirteen men read the sports pages, editorials and coming event regularly,

followed by the family page with 12 regular readers. Of the 199 men interviewed, 37 have lived in Acton less than one year, 69 have lived here one to three years, and 87 have lived here more than three years.

Of the homes interviewed, 98 readers have home delivery, 52 papers are store bought, and seven received in the mail.

Women

The front page was the most popular among the women interviewed with 183 regular readers. Of this figure, 109 read it first. Classified section was the next most popular part of the paper among the women with 133 regular readers. Eleven women said they turned here first, 19 read it second and 22 read it third.

The family page has 134 regular readers each week, followed by the coming events and the advertising with 124 and 122 regular readers respectively.

There were 85 women in the 20-29 age group interviewed, with 21 who did not receive the paper. The front page had 48 regular readers with 24 women saying they read it first.

The births, marriages and death followed with 41 regular readers. The family page was the third most popular with 40 regular readers, with the classified section having 39 regular readers.

Eighty-five women were interviewed in the 30-39 age group, with seven who never read the paper. Of this number, 68 read the front page regularly, and 44 reading it first. The family page followed in popularity with 60 regular readers. Classified ads had 58 regular readers and the births, marriages and deaths with 46.

There were 48 women interviewed in the 40-49 age group, with ten who do not receive the paper. Once again the front page led in regular readers with 34. Twenty-three read it first. The advertising was in second place with 25 regular readers, followed by 24 regulars in the births, marriages and deaths. The editorials have 23 faithful readers.

The front and family pages were the forerunners in the 50-59 age group. There were 39 women interviewed, with four who did not read the

paper. The front had 27 regular readers with the family page having 23. Births, marriages and deaths had 20 regular readers closely followed by the editorials with 19. Coming events had 18.

Thirteen women interviewed were over 60 years of age, and only one of this age group did not receive the paper. Eleven women are regular readers of the front page, but only four read it first. The family page was the next most popular page with nine regular readers followed by the births, marriages and deaths and the coming events with eight regular readers each. Editorials and advertisements placed third with seven regular readers each.

Of the 270 women interviewed, 146 have lived in town more than three years, with 75 of them living here one to three years. Forty-five of the women have been here less than one year.

Home delivery is the most popular with 139. Papers bought in stores totalled 78, and five people receive the paper in the mail.

Papers, magazines

The Toronto Star seemed like the most popular daily paper read by local residents, with the Globe and Mail and the Sun behind by a wide margin. National Geographic, Readers Digest, Chatelaine and Playboy were the most popular magazines.

One of the main reasons the people who do not take the paper gave was they "work out of town and are not interested in Acton". Other reasons were: no time, and can't afford it.

Business biography

Kinals keeping pace with Acton's growth

Fifth of a series

Mike Kinal is, to borrow the familiar phrase, a sign of the times. He himself has not only grown with the town, but his store has also.

Owner of Acton Home Hardware, Mr. Kinal was not new to the retail business when he settled in Acton five years ago with his wife and two children, Charlie, 15, and Susan 12. For 14½ years he worked for S.S. Kresage Co. In stores all over Canada. From there he went to K Mart in Brampton where he was manager.

After commuting for a few years to Brampton from Oshawa each day, Mr. Kinal heard Mac Symon had his small hardware business up for sale in Acton. Both the Kinals love small towns and decided to buy the business.

In the five years the family has lived here, all four members have become very active in Acton and its organizations.

It was Mr. and Mrs. Kinal who originated the Santa Claus parade a few years ago, something which has been going strong ever since.

Both Mr. and Mrs. Kinal have been on the Acton Figure Skating Club executive. Mike once being president. Both children have taken lessons.

Mr. Kinal was also a manager of an all star juvenile hockey team, and on the past executive of the Wellington-Waterloo Hockey Association. Son Charlie plays hockey himself.

In addition to all this, Mr. Kinal has also been a member of the Acton Scout group committee.

He is currently a member of the Acton Y's Men and the

Chamber of Commerce. He is also on the board of management of the Business Improvement area planning for the new face-lifting of Acton's main street.

And to prove he practices what he preaches, Mr. Kinal has opened a new store adjoining the hardware business. He has gone to every effort to make sure the store



MIKE KINAL, owner of Acton Home Hardware, has made sure his store has grown with the town. Just recently he expanded his store and brought in jewellery, cards, and gifts.

complements Mill St. both inside and out. Jewellery, cards and gifts can be found in the new portion opened just two weeks ago.

Mr. Kinal is very selective about the kind of people he has working in his store. He likes to train students and keep them on for several years, rather than have a steady flow of newcomers who have to be taught, everything about the store. He feels it is better for the customer and for the student. Right now, there are five students on part-time, who are Charlie and Susan Kinal, Debbie Neely, Judy Pink and Patty Gordon. The full-time staff consists of assistant manager Wally Ella, Tony Zmija, Dodie McGilloway, Annetta Van Fleet and Norma Thornhill, who works in the new section. Mrs. Kinal does all the office work from invoices to payroll. The staff

has grown from Mr. and Mrs. Kinal and Mac Symon in just five years.

With the entire family working in the store, Mr. Kinal says, it is hard to get away on a vacation. He pointed out he has not had a holiday in several years, but shrugged his shoulders and admitted "That's what happens when you are in business for yourself!"

Severance granted

A severance was granted by the Halton Regional Land Division Committee to Robert Ballentine for land on Highway 7 near the Fourth Line. The severance, granted March 22, is for residential land. A lot levy is to be paid. The lot is about 19,000 square feet.

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Seven per cent raise for staff

Seven per cent pay increases were approved for 172 office, clerical and technical employees of Halton Region by the Region's Administration Committee Wednesday.

The adjustment is comparable to that settlement awarded to the members of IBEW. Outside workers at the region are represented by that union.

In a report to the committee, Personnel Director Dennis Camm said the region was restrained in what it could offer by the Anti-Inflation Guidelines but he felt the rates being paid were competitive.

Raises of six and seven per cent were also awarded to people in management and supervisory positions. Ceilings of \$1,600 were put on increases for positions.

During the same meeting the committee approved a suggestion by Mr. Camm that would provide for the presentation of a reproduction of the coat of arms as well as a gift worth about \$25 upon retirement. The gift could be in merchandise or cash.

Raise for chairman

Brian Fletcher, Halton Land Division Committee's new chairman, will receive a \$5,000 stipend per year.

That represents an increase of \$1,000 over the amount paid Les Preston who served as that committee's first chairman. He held the post for three years.

Mr. Preston was appointed by council to chair the committee for the first term, but Mr. Fletcher was elected chairman at a recent committee meeting.

Swing along

Swings and play equipment have gone up in the park. A sign of spring!

Closed

MP Dr. Frank Philbrooks' riding office will be closed Easter weekend until April 12.

Acton Community

HOLY WEEK SERVICE

Tuesday, April 5th
held at EVANGEL TABERNACLE
33 CHURCHILL ROAD, NORTH

7:45 pm Singalong
8:00 pm The Service

SPECIAL MUSIC BY THE TRINITY UNITED CHURCH CHOIR

Guest Speaker
Rev. W.P. Lewis from Spring Garden Church, Toronto

REFRESHMENTS WILL BE SERVED FOLLOWING THE SERVICE

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FREE BUS SERVICE:
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