

HaltonSearch.com

# Please fill out Metroland 2005 Readership Survey

## Discovery Day


**SATURDAY  
NOVEMBER 6**  
11am - 3pm

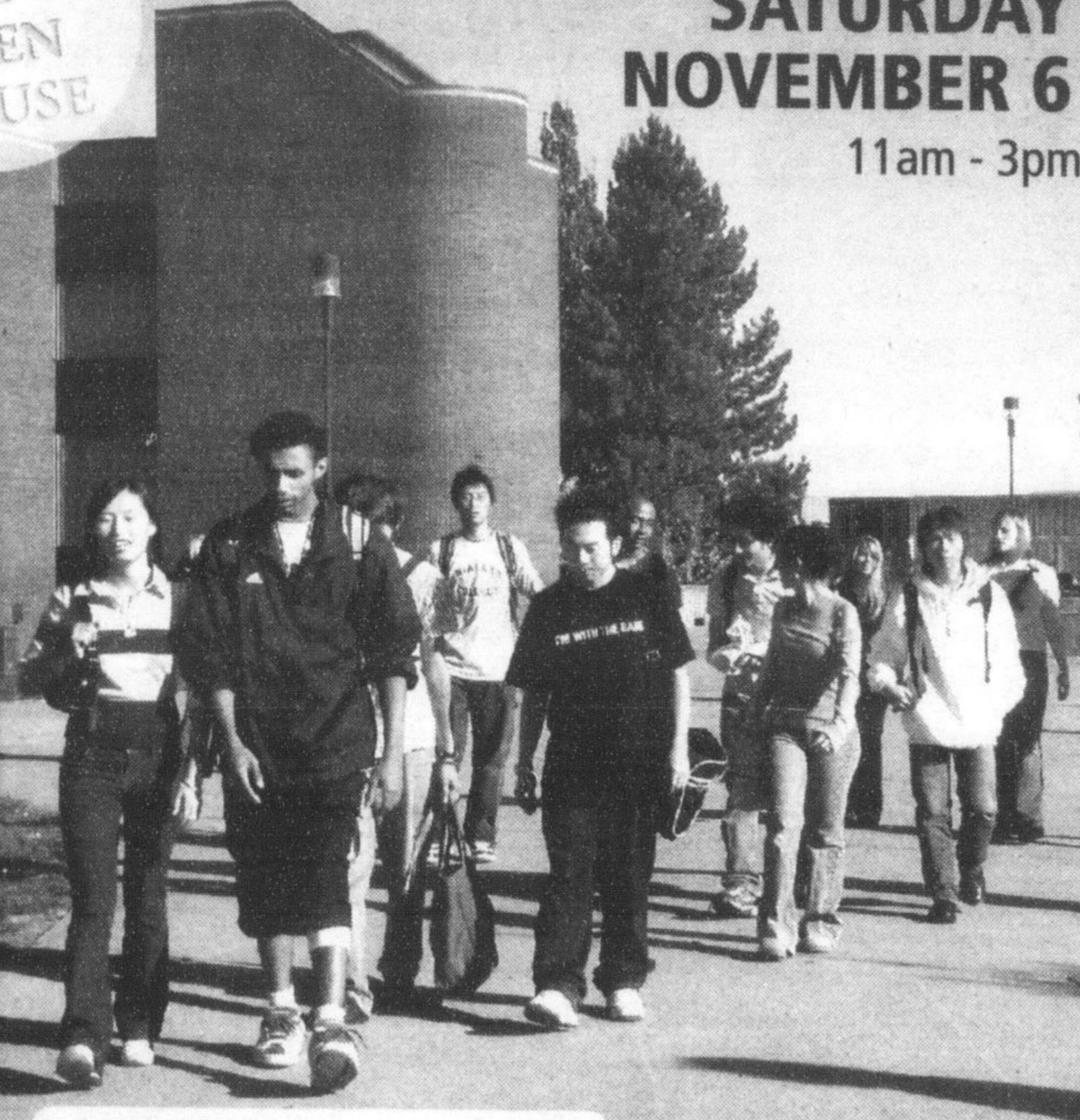
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How would you like to get paid to do some reading and a bit of writing?

Soon several hundred families in Milton will receive a copy of the Metroland 2005 Readership Study.

Homes have been selected at random across town to receive the 88-question survey, which seeks information about where residents get their news and shopping information, and also their current buying habits and intended purchases.

People receiving the study have been sent a \$2 coin to thank them for their time and to encourage them to promptly return the questionnaire.

The eighth bi-annual study is being conducted across southern and south-central Ontario by Kubas Consultants of Toronto. It's

being done on behalf of Metroland Printing, Publishing and Distributing Ltd., which owns The Champion and a host of other community newspapers and monthly periodicals and magazines.

About 20,000 readership surveys will be sent across the Metroland market.

Champion advertising director Wendy McNab said the Readership Study is an important tool in many ways.

"It's designed to tell us who's receiving the paper and who's actually reading it," she said. "What we're also trying to know is where we stand against other media in the market, consumers' purchasing behaviour, demographics, as well as their lifestyle and recreational activities."

"Ultimately it is for ourselves to help our clients make wise purchasing decisions when it comes to making their advertising investment."

She said the study's results are made available to the paper's advertisers. Copies of the study's findings should be ready by late February or early March.

Ms McNab said the rate of return for past studies is in the 40 to 50 per cent range, with The Champion at the high end traditionally.

"The studies have always shown that Milton residents rely heavily on The Champion for their local news and shopping information," she noted.

"It also shows what a healthy, vibrant, growing market Milton is."

## Sleeman president speaks to Chamber

The Milton Chamber of Commerce celebrated small business achievement last week with a special breakfast event at Glencairn Golf Club.

Keynote speaker Rick Knudson, president and chief operating officer of Sleeman Breweries, detailed how small businesses grow first into success stories and then into industry leaders.

He also discussed Sleeman's product lines and marketing aims.

"Sleeman is a perfect example of how small entrepreneurial companies with innovative ideas can grow into industry leaders," said Halton MPP Ted Chudleigh, who also attended the event.

"The Ontario PC Party understands that a competitive tax structure attracts entrepreneurial small

business investment, which strengthens our economy and brings jobs. We simply can't afford to kill small business with high taxes."

Mr. Chudleigh congratulated small businesses across the province for maintaining Ontario's economic strength through job creation spurred by innovation.

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The privacy of your health information is important.

On November 1, 2004, the Personal Health Information Protection Act, 2004 (PHIPA) comes into effect.

The act:

- Creates rules for the collection, use and sharing of personal health information by doctors, hospitals, pharmacists and other healthcare providers;
- Gives you the right to request access to your own health records from your healthcare provider;
- Gives you the right to determine how your personal health information can be used;
- Gives you the right to request corrections to your health records if the information is inaccurate.

If you believe that any individual or organization that provides you with healthcare is not following the rules of PHIPA, you may complain to the Information and Privacy Commissioner.

For more information:

Call our INFOline at 1-800-461-2036

TTY: 1-800-387-5559

Visit: [www.health.gov.on.ca](http://www.health.gov.on.ca)

