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# Champion readership at all-time high, according to recent survey

Readership of The Canadian Champion is at an all-time high, according to a recently-released 2005 market survey.

Done by Kubas Consultants, an independent market research organization, the bi-annual survey indicates a much higher readership of community newspapers compared to Toronto's dailies.

"I am very pleased with the readership level of The Champion. It is at an all-time high. This is a reflection of the community's involvement and affinity with the paper," said Champion Publisher Ian Oliver.

"As always, we feel very privileged to be serving such a wonderfully community-minded town as Milton."

The 2005 survey shows 91 per cent of adults over age 18 read an issue of The Canadian Champion in the last week.

An even higher 93 per cent read at least one of the past four issues.

The Champion, which now has a circula-

tion of 20,768, uses the survey as a means of measuring readership — high levels of which can be attributed to "the wonderful job that our carriers do in getting The Champion to every home in Milton," Mr. Oliver said.

It's good news for the newspaper and provides valuable information.

"The extremely high level of readership in turn means high response levels for advertisers, which allows us to invest back in the product. It's a very positive cycle," Mr. Oliver said.

The newspaper also uses the study as a tool to measure market trends for itself and its customers.

"We make modifications to our publications to make sure we are aligned with the needs of our customers, both readers and advertisers. We can also provide advertisers with valuable market information not only related to the market, but also to local trends specifically related to their area of business," Mr. Oliver said.

Readers spend an average of 22.7 minutes with the paper when they pick it up and have varied interests.

So what are our readers interested in? The highest levels of interest are in local and regional news, with readers keen to see coverage of health and environmental issues.

Readers are also interested in outdoor recreation and restaurants and dining.

Advertisers will be happy to hear that 93 per cent of respondents said they were interested in shopping information — 85 per cent indicated interest in real estate

while 91 per cent said advertising flyers and store circulars are useful.

The survey found that readers are both women (52 per cent) and men (48 per cent), the majority of whom are aged 50 and up.

Most have post-secondary education and work either full or part time, are married or co-habiting, have children, own their own home and have a household income of more than \$75,000.

According to readers, the most highly-rated community services include the fire department, police, hospital facilities, parks and recreation and garbage collection.

When it comes to sports activities, readers work out at home, golf, bicycle, camp and boat.

On their off time, Champion readers say they entertain friends, rent videos, dine out, read, garden, eat out and go to the movies.

Readers use retail shopping venues to a great extent, shopping at hardware and building supply stores, grocery, department and drug stores, shopping centres, other retail shops, sporting goods and electronics stores as well as home furnishings, footwear and craft and hobby shops.

This time around, the 2005 survey showed readers' shopping information comes from store flyers, The Champion and then catalogues.

Given highest marks by readers is The Champion's real estate, shopping and advertising information and sports coverage.

**MILTON** **THE CORPORATION OF THE TOWN OF MILTON** **Milton Online**

TTY: 905-878-1657 905-878-7252 www.milton.ca

**RECONSTRUCTION OF THOMPSON ROAD (3RD LINE) FROM DERRY ROAD TO LOUIS ST. LAURENT AVENUE**

**NOTICE OF PUBLIC OPEN HOUSE**

As identified through the Milton Phase 1 (Bristol Survey) Secondary Plan, Thompson Road needs to be widened and improved. The existing two-lane roadway will be widened to an urban section. Currently, the Town is proposing to construct road improvement on the section of Thompson Road from Derry Road to Louis St. Laurent Avenue in the year 2005.

A Public Information Centre has been scheduled for:

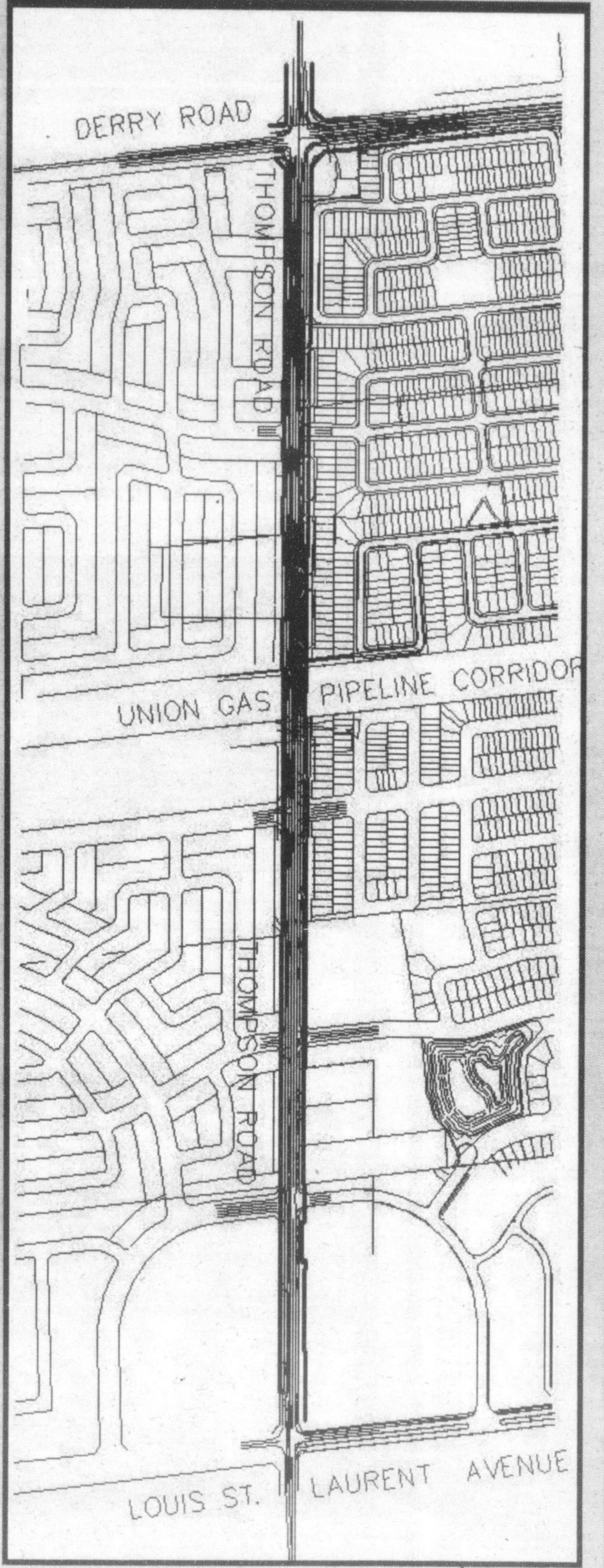
**Wednesday July 6 2005 at the Milton Memorial Arena at 77 Thompson Road South in the Lions Hall on the second floor between the hours of 6:30pm and 9:30pm to present information on the road reconstruction project.**

The purpose of this Public Information Centre is to allow interested members of the public an opportunity to review the design drawings and discuss issues or concerns with the project team.

If you have any questions about this project, please contact:

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Fax: (905) 876-5029  
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**The Dance Shoppe Ltd.**

775 Main St. East, Milton  
**905-878-1488**  
(across from the GO Station)  
www.thedanceshoppe.com

**Summer Dance Camp Registration**

**THURSDAY JULY 7<sup>TH</sup>**  
From 6PM TO 9PM  
at the studio.

**Summer Dance Camp Dates**

Ages 5 to 12yrs.  
July 11<sup>TH</sup> to 15<sup>TH</sup>  
Aug 8<sup>TH</sup> to 12<sup>TH</sup>  
9am to 5pm

Early drop-off and late pick-up available  
Cost: only \$150.00 plus GST

**Competitive Dance Company Try-outs / Workshop**

Mini Company - July 11<sup>th</sup> to 15<sup>th</sup>  
and/or Aug 8<sup>th</sup> to 12<sup>th</sup>

Junior / Inter / Senior - July 16<sup>th</sup> and 17<sup>th</sup>  
and/or Aug 13<sup>th</sup> and 14<sup>th</sup>

If you would like to compete for The Dance Shoppe's award winning Competitive Dance Team, you must attend one of the Try-outs / Workshops!!

