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**BUSINESS**

# Metroland has shoppers' pulse

*Survey on range of shopping intentions collected*

Local businesses now have a powerful tool to connect them to shoppers who are planning to buy their products.

On behalf of Metroland Media, the Stouffville Sun-Tribune and its sister papers in York Region, Pulse Research surveyed readers and collected in-depth information about what shoppers are planning to buy in the next 12 months.

John Marling, founder of Pulse Research, described Pulse of Metroland as a prospecting tool that "gives the advertising department a direct barometer of the advertising needs of businesses. This tells you what your readers are going to buy and they're going to be buying it locally."

The purchasing intentions of Metroland readers were collected through a Pulse survey in July and compiled in August.

And while Marling noted many surveys, such as federal election polls, pull data from a sampling of between 800 and 1,600 people, more than 4,300 of our readers completed the 40-minute online survey, providing an extremely reliable sampling.

The data from 4,356 respondents applies to 516 business categories "from plumbers to financial planners," he said.

The results offer interesting details about Metroland readers:

- 3.2 per cent plan to have laser eye surgery
- 5.6 per cent say they will go to an audiology

clinic

- 10.5 per cent need an electrician
- 16.9 per cent are planning to call a handyman
- 42.3 per cent say they will shop in a bookstore
- 24.9 per cent say they will start using or will change their auto insurance provider
- 13.5 per cent plan to have shoes repaired
- 8.7 per cent need a tune-up or repair for a bicycle
- 4.9 per cent are planning to buy a bed for their dog

Ian Proudfoot, publisher and vice-president of Metroland Media in Toronto, York, Simcoe and Muskoka, is thrilled to support local businesses through this new corporate initiative.

"This is extremely valuable information for our local business owners who rely on us to reach their customers — our readers," Proudfoot said. "Knowing how many people in the market are ready and willing to spend money locally gives us the knowledge to guide our advertisers in the right direction."

Pulse of Metroland offers detailed information to businesses in each category. For example, those readers planning to shop at a furniture store in the next 12 months indicated they were intending to buy living room furniture, a mattress, area rug or other items.

Email [msepe@yrmg.com](mailto:msepe@yrmg.com) for more information

**Don't miss this!**

A breakfast meeting with guest speaker:

# John Stanton

Founder and CEO of the Running Room

**October 13, 2015 • 7:00 am to 10:30 am**

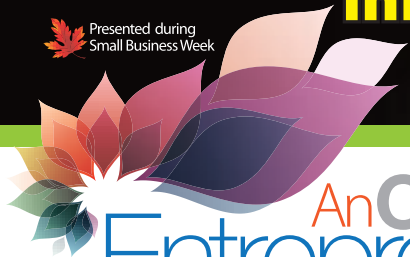
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(Lauren or Stephanie) for more information

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