

King residents want to shop locally, survey says

Almost 80 per cent of King residents try to shop locally whenever possible, according to the results of the recent ShopKING survey conducted by King Township's Economic Development Office.

However, many of them rarely or never shop in King City (44.1 per cent), Nobleton (51.8 per cent) or Schomberg (57.6 per cent). The reason? More than 70 per cent said the main reason they don't shop locally is because the goods and services they need are not available.

"Your voice has been heard," said Mayor Steve Pellegrini. "We're pleased that residents want to shop locally. Now we have to continue working hard at attracting businesses that will provide the goods and services residents currently have to leave King to get."

More than 57 per cent of respondents agreed with the statement businesses in King do not sell the products and services they need. However, the overwhelming majority said they would make use of local shops and services if they were available.

For full survey results visit the "Start or Expand a Business" section of the King website.

"The survey was a good way for us to capture data on people's local shopping habits," said King Township's Economic Development Officer Jamie Smyth. "We will use the results as we continue to work on attracting and retaining businesses we know King residents are seeking and are a long term and viable fit for King."

In all, 523 residents completed the survey over the course of the eight weeks it was open for response from mid-January to mid-March. The survey was a direct outcome of the village revitalization forum held late last year. The King Township Economic Development officer met with key business stakeholders from King City, Nobleton and Schomberg, who were asked about their villages. One of the items discussed was how to better understand the goods and services needs of King Township residents.