



MEDIA RELEASE

FOR IMMEDIATE RELEASE
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TOWN WILL UNDERTAKE COMMUNITY SURVEY IN SEPTEMBER

This September, the Town of Caledon will survey residents, looking for opinions about everything from customer service to communications to quality of roads... and more!

The Town of Caledon has commissioned Ipsos Reid, a professional public opinion research company, to conduct a telephone survey of its residents. From September 13-21, Ipsos Reid will randomly call residents to participate in the Town's "2007 Community Survey".

"The survey presents a valuable opportunity for our residents to speak out about important community issues and Town services," said Mayor Marolyn Morrison.

The telephone questionnaire should take less than 15 minutes to complete. Ipsos Reid will immediately identify themselves and why they are calling. In turn, you will be asked to confirm that you are a Caledon resident. If you are called, you may also choose to make an appointment with Ipsos Reid to call you back at a more convenient time. All questionnaires will be completely confidential and anonymous – no one at the Town of Caledon will ever know how an individual answered the survey.

"The results of the survey will assist us to plan for the future – to meet the needs of our growing population," commented Samuel T. Jones, Acting Chief Administrative Officer. "It will also be helpful in determining the Town of Caledon's budget priorities."

The results will be presented to Council during a regular Council meeting in November 2007. For more information about the survey, visit www.caledon.ca.

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