



# 2007 COMMUNITY SURVEY

## Frequently Asked Questions

The objective of the Town of Caledon's "2007 Community Survey" is to obtain input on important local issues and Town services. The results of the survey will assist the Town in planning for the future to meet the needs of its growing population. It will also be helpful in determining the Town's budget. The survey presents a valuable opportunity for our residents to speak out about important community issues.

### **Who is Ipsos Reid?**

Ipsos Reid is the largest market research and polling firm in Canada. Ipsos Reid is part of the Ipsos family of companies, the world's third largest survey research firm with over 30 years experience in conducting municipal research. Ipsos Reid has been hired as an impartial, third-party expert to conduct the survey on behalf of the Town of Caledon.

### **How was the questionnaire developed?**

The Town of Caledon has worked with Ipsos Reid to design the questionnaire. Ipsos Reid is an expert in conducting municipal research – having conducted similar surveys for more than 35 municipalities across Canada in the past year alone. The survey will be pilot tested with a small number of residents to ensure the questions are relevant and easily understood.

### **Who is being surveyed?**

Ipsos Reid will conduct the telephone survey among a random, representative sample of 600 Caledon residents. Because the process for selecting the sample is random, the Town has no control over which residents are selected to participate. At the outset of the survey, all residents will be asked if anyone in their household works for the Town of Caledon. If the answer is "yes", Ipsos Reid will discontinue the survey at that residence. This will help ensure the final results are unbiased.

### **Why should I take part in the survey?**

The results will be used to highlight good points about living in Caledon, and also those areas that can be improved. It provides residents with an opportunity to share views and opinions, helping ensure that subsequent planning is focused and relevant to the needs of residents.

### **If selected, what do I need to do and how long will it take?**

You should answer all the questions as honestly as possible. If there are any survey questions which you feel you cannot answer for any reason, please answer either 'Don't know' or 'No opinion'. The phone questionnaire should take less than 15 minutes to complete. If you are called, you may also choose to make an appointment with Ipsos Reid to call you back at a time that is more convenient for you.

### **If I am selected, who will see my survey responses?**

As an independent research company, Ipsos Reid promises that all questionnaires will be completely confidential and anonymous. They will never be linked to an individual, and no one at the Town of Caledon will ever know how you answered the survey.

### **If I participate, what happens to my completed questionnaire?**

Once you have answered the questionnaire, your responses will be aggregated with other completed questionnaires. The data will then be analyzed for trends, similarities and differences in residents' opinions. Your name will not be linked to your responses. You cannot be identified at any point.

### **Will the survey results be made available to the public?**

The results will be presented to Council during a regular Council meeting. The presentation is currently planned for November 2007.