



**For Immediate Release:** 07.23.04

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**Residents urged to participate in Village opinion survey**

Anyone receiving an early evening call over the next few weeks with area code 303 on the caller ID is urged to pick up. The call may be from the Colorado-based Aspen Media & Market Research, which will be surveying residents by telephone to help Village policy makers better understand residents' priorities for government action and their opinions on the quality of life and public services.

Researchers will contact randomly selected Oak Park households on behalf of the Village over a period of about three weeks, beginning the week of July 26. Information will be gathered from 800 residents. The sample of Village adults is large enough to provide a scientifically valid assessment of the views of the total population of Oak Park with a 3.5 percent margin of error.

Each survey should take only about 15 minutes to complete, and identities of individuals who participate will not be taken by researchers.

“Residents who can take the time to participate will be doing a great service for the community,” said Village Manager Carl Swenson. “The findings of this research will provide important information for planning how best to allocate municipal resources in the future.”

The Village contracted with an independent firm, the National Research Center, Inc. (NRC) of Boulder, Colorado, to develop the survey and report the results. NRC is utilizing its affiliate, Aspen Media & Market Research, to conduct the calls.

Through its collaboration with the International City Managers Association, NRC has developed a national database of community surveys and survey questions, which will allow the Village to compare results and benchmark residents' satisfaction with services in similar communities in Illinois and across the country.

The Village conducted a similar survey in September 2000 and its results are posted at [www.oak-park.us](http://www.oak-park.us) – mouse over the news tab, scroll down to special reports, and then look for the link along the left margin.

For more information about the upcoming survey, call 358.5770 or email [village@oak-park.us](mailto:village@oak-park.us).

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