

Town of Amherst

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

MR# 2010006

DATE: 20 January 2010

RE: Municipal Survey for the Town of Amherst

The Town of Amherst is pleased to announce that a telephone survey will be done on a random sampling of up to 300 adult residents in our community. This survey is being carried out by Ipsos Reid and will take place between January 28 and February 10.

The survey takes about 10 minutes to complete. It will provide the Town with valuable information on the physical activity levels of our citizens, barriers to participation and what services the Town may be able provide to increase physical activity rates, particularly for inactive people. Questions will also be asked about physical activity for children and youth. Responses are anonymous and individual results will not be used in any way.

The survey is sponsored in cooperation with the Department of Health Promotion and Protection.

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