

WHY DO WE NEED THE LONG-FORM CENSUS?

ASK A BUSINESS...



Information from the long form census is the only reliable, detailed source of information about Canadians. Where we live, how old we are, what languages we speak, our incomes, employment, housing, and other key factors.

This information helps business owners and investors make key decisions like:

- Where should new businesses go? What about plant expansions?
- Will the market, labour force and housing in a particular community support a new venture?

Businesses, marketers and economic developers depend on long form census data to determine how their investment in community will be influenced by labour force and work force balance, education and occupations of residents, housing costs and income levels and commuting times. Without the basic foundation information that the long form census provides, they won't be able to conduct much of the research that allows them to make sound business decisions.

Business research and planning, without long form census information, goes against the key business maxim that "If you can't measure it, you can't do it." Without this accurate information, Canadian businesses will be less efficient and less competitive – meaning jobs and investment will go elsewhere. We need the long form census. **Our future economy depends on it.**

That's why a growing number of business organizations have called on the Government of Canada to bring back the long form census, including:

- Canadian Chamber of Commerce
- Canadian Economics Association
- Canadian Federation of Independent Business
- Canadian Institute of Actuaries
- Canadian Marketing Association
- Atlantic Provinces Economics Council
- BC Chamber of Commerce
- Ontario Chamber of Commerce
- Quebec Federation of Chambers of Commerce
- Toronto Board of Trade
- Vancouver Board of Trade
- Burlington Board of Trade
- Surrey Board of Trade
- Canadian Association for Business Economics
- Canadian Restaurant and Food Services Association
- Economic Development Association of B.C.
- Marketing Research and Intelligence Association
- Residential and Civil Construction Alliance of Ontario
- Don Drummond (Former Chief Economist, TD Bank)

THEN ACT!

- **Contact your Member of Parliament**, and demand their active opposition to this decision. (And let us know you've called or written!)
- **Find out more** - www.savethecensus.ca, www.ccsd.ca, www.datalibre.ca, as well as the 'Keep the Canada Census Long Form' Facebook page are great places for updates on local and national action on this issue.
- **Tell your friends** – pass this information on.
- **Get involved!**

IN OUR AREA:

If you, or your organization, want to get more involved in the campaign, please contact us at info@savethecensus.ca.

You can find your local Member of Parliament, by postal code, at <http://tinyurl.com/MPlookup>.

