

## WHY DO WE NEED THE LONG-FORM CENSUS?

# ASK YOUR MAYOR...



The information compiled from the compulsory 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, disabilities, housing, health, and other key factors. Analyzing this information helps our city make critical decisions such as:

- What are the needs of our community?
- What type of public transit design do we need?
- How do we determine the child-care subsidy formula?
- Which are the neighborhoods with a higher concentration of recent immigrants?
- Does our community need expanded programs for seniors or summer camps for children?
- What are the needs of our labour force?

Cities, towns, and municipalities depend on long form census data to determine what program funding they can anticipate from other levels of government. Without accurate statistics, cash-strapped municipalities will experience greater difficulty in accessing transfer funds from the provincial and federal governments. Similarly, without the basic foundation information that the long form census provides, cities won't be able to make informed investments in neighborhoods and communities such as employment and job skills training, child care, recreation services or planning for roads, buses, or other transportation strategies.

## IN OUR AREA:

If you, or your organization, want to get more involved in the campaign, please contact us at [info@savethecensus.ca](mailto:info@savethecensus.ca).

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

**That's why a majority of provinces, and a growing list of over thirty municipalities and associations of municipalities, representing over 90% of Canadians have called on the Government of Canada to bring back the long form census, including:**

- Federation of Canadian Municipalities
- City of Brampton
- City of Burnaby
- City of Calgary
- City of Charlottetown
- City of Edmonton
- City of Fredericton
- City of Greater Sudbury
- City of Montreal
- City of Ottawa
- City of Red Deer
- City of Toronto
- City of Vancouver
- City of Victoria
- Regional Municipality of Halton
- Regional Municipality of Waterloo
- Town of Caledon
- Town of Halton Hills
- Town of Smith Falls
- Association of Ontario Municipalities
- Northwest Ontario Municipal Association

## THEN ACT!

- **Contact your Member of Parliament**, and demand their active opposition to this decision. (And let us know you've called!)
- **Find out more** - [www.savethecensus.ca](http://www.savethecensus.ca), [www.ccsd.ca](http://www.ccsd.ca), [www.datalibre.ca](http://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!**

