

District of Parry Sound

SOCIAL SERVICES ADMINISTRATION BOARD

September 13, 2010

Honourable Tony Clement
Minister of Industry Canada
MP for Parry Sound-Muskoka
235 Queen Street
Ottawa, ON
K1A 0H5

Dear Minister Clement,

Re: Long-Form Census Questionnaire

As a Municipal Service Manager in Ontario, the District of Parry Sound Social Services Administration Board (PSDSSAB or the Board) knows first-hand the importance of the mandatory long-form census questionnaire.

In the past, data from the long-form questionnaire has been used to inform program and policy decisions in the District of Parry Sound. The data allows us to ensure that program investments – often with federal money – are targeted toward the populations who need them the most.

Municipal Service Managers use this data to:

- Identify local workforce development trends
- Monitor changing family demographics
- Understand trends in migration and immigration
- Determine affordable housing needs for their community
- Plan for services for children and their families

I recognize that your government is proposing changes that would see the long-form questionnaire distributed to more homes across the country, but completing it becomes voluntary. The voluntary nature of the new form will compromise the quality of the data and will not accurately reflect the socio-economic or population diversity demographics that municipalities use to shape their programs.

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