



***MEDIA RELEASE***

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***FOR IMMEDIATE RELEASE***

## **City conducting annual Business & Employer Data Survey**

(Barrie, ON) – The City of Barrie is conducting its annual Business & Employer Data Survey. Beginning May 9, City employees will conduct door-to-door engagement with businesses located in the city’s commercial and industrial areas.

Data collected from this survey is used to update the City’s [online business directory](#). The information is also used to monitor economic trends, support business retention and expansion, forecast infrastructure needs, and assist with transportation planning.

Participation is voluntary and offers businesses the opportunity to grow business-to-business relationships and learn about new organizations in the area. Information not published in the online directory will be used for internal analysis.

Businesses can also fill out the survey online at [buildingbarrie.ca/BusinessDataSurvey](http://buildingbarrie.ca/BusinessDataSurvey) until September 30, 2024.

The 2023 Business & Employer Data Survey received 3,442 responses, which represents a response rate of 78.6 per cent. A total of 4,998 business locations were identified in 2023 representing 137 new business locations compared to 2022.

To find out more information about this initiative, or to review the 2023 Business & Employer Data Survey Report, visit [investbarrie.ca/BEDS](http://investbarrie.ca/BEDS).

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