

Three steps to identifying official census enumerators

(NC) The census is happening this May! That means that, come May 31, enumerators will be out in full force knocking on doors across the country for those who have not yet completed their questionnaire. While about 54 per cent of Canadians complete their census questionnaires online, many others choose to mail in paper copies and a small portion answer questions with an enumerator at the door.

To confirm the identity of the enumerator at your door, follow these three steps:

1. **Check for an identification card.** Every enumerator will have an ID that features the Statistics Canada image, along with his or her name, employment number and photo.
2. **Only let enumerators inside your home if you feel comfortable doing so.** No one is required to let an enumerator into their home. Remember to ask for ID first. If you have concerns, you can call the Census Help Line at 1-855-700-2016 to verify an enumerator's identity, Monday to Friday from 8:30 a.m. to 8:00 p.m. and from 8:30 a.m. to 4:30 p.m. on weekends. The help line offers services in many languages.
3. **Be prepared for a possible follow-up call.** If a telephone follow-up call to a particular household is necessary, the enumerator will identify himself or herself clearly over the phone. If you are uncomfortable, call the help line for assistance.

Although some Canadians may be reluctant to answer the door for an enumerator, it is mandatory for all Canadians to complete the census. The information collected is completely confidential and secure, and your identity will never be shared with anyone.

Census information is translated into data that are used to drive improvements to every aspect of our society and economy, from roads and infrastructure to programs and services for all Canadians.