



## Edmontonians encouraged to fill out Edmonton Census online

*Watch for a postcard in the mail*

March 31, 2015

Starting Friday, April 1, Edmontonians can count themselves in – online. Online access to the Edmonton 2016 Census begins at 8 a.m. and will be available 24 hours a day until the end of April.

Edmontonians need a Secure Access Code to complete the census. A postcard displaying an access code and directions on how to enter household census information online has been mailed to every residence in the city.

"The online census is an easy way for residents to complete the census at a time that is convenient for them," explains Laura Kennedy, Director of Elections and Corporate Information. "It's quick, easy, private and there's no need to answer your door."

The online census asks each household questions on a range of topics: the number of residents in the home, the primary language spoken in the home, whether the dwelling is rented or owned, approximate range that matches household income, how the household typically obtains information about City services and how their household would like to receive information about City services in the future.

The census questionnaire also asks for demographic information about the residents: gender, birth month and year, marital status, Canadian citizenship, school residency, employment status, how long the resident has lived at this location, previous residence if living in dwelling for less than one year, their mode of transportation from home to work, primary sector of employer, highest educational achievement and intersection nearest the workplace.

"Accurate census information is vital to delivering City services," said Kennedy. "With reliable numbers, we can more accurately plan for the services, facilities and infrastructure citizens need. It also ensures that the City of Edmonton receives appropriate funding from other orders of government."

Answering the questions will take only a few minutes and can be done from a computer, tablet or mobile phone.

### **Door-to-door census**

Starting April 15, Census workers start door-to-door collection of census data from households that have not completed the census online.

"For the first time, the census will be completely paperless," said Kennedy, "with census workers gathering information on tablets. It's quicker and more accurate."

The information collected is confidential and stored in a secure database located in Canada. All questions will be asked of households as they were on April 1, 2016, ensuring data consistency with the previous census.

Online access to the census will end April 30, 2016 at 8 p.m.

Residents can find out more about the census at [www.edmonton.ca/census](http://www.edmonton.ca/census).

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