

28 February 2023

## 2023 Census media advisory

**This advisory provides key information the public needs to complete the census.**

**FOR AREAS AFFECTED BY CYCLONE GABRIELLE – THERE WILL BE MORE TIME TO DO THE CENSUS. THERE WILL BE MORE INFORMATION ABOUT WHAT CENSUS WILL LOOK LIKE LATER, AFTER CENSUS DAY.**

### INFORMATION FOR MEDIA

There is information on the census website to assist you with communicating about the census:

1. Find all our national and regional census media releases here:  
[www.census.govt.nz/2023-census-news/](http://www.census.govt.nz/2023-census-news/)
2. We will post media backgrounders on specific subjects at:  
[www.census.govt.nz/fact-sheets/](http://www.census.govt.nz/fact-sheets/)
3. Freely use 2023 Census photos in your stories (attributing the photos to “2023 Census, Stats NZ”): [www.census.govt.nz/photos/](http://www.census.govt.nz/photos/)
4. Contact us on [census.communications@stats.govt.nz](mailto:census.communications@stats.govt.nz) or call 027 208 7771.

### INFORMATION FOR THE PUBLIC

#### Key dates

Census Day is **Tuesday, 7 March 2023**. Everyone staying overnight in Aotearoa New Zealand on Census Day must complete the census.

Census collectors will begin visiting households from **mid-February**.

If you have not got your census pack by the **start of March**, call the public helpline on 0800 CENSUS (0800 236 787).

After Census Day, census collectors will follow up with people and households who have not completed the census. If your dwelling receives a reminder letter but has completed the census, please ignore the letter. You have done what you need to do.

## Census collections: What to expect

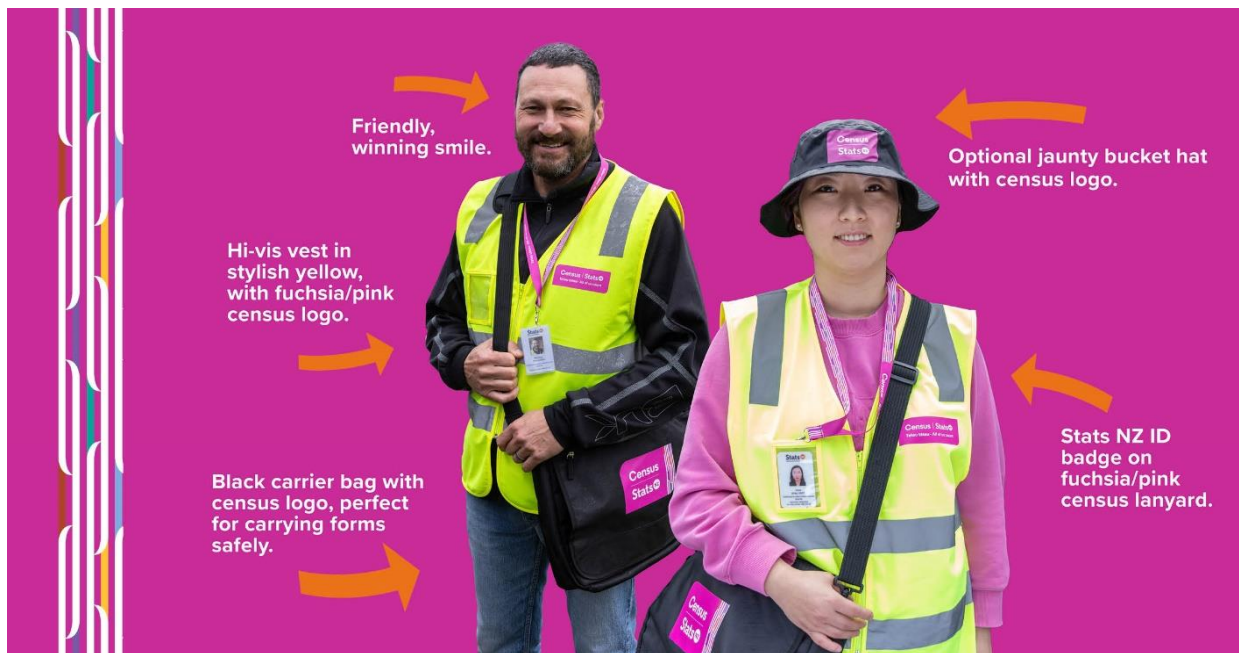
The collection period for the 2023 Census is underway, which means a census pack will be delivered to your household so you can do your part and complete your census forms.

From 27 February, households will also receive a reminder letter, with a new access code. This code and the code provided in the census pack are both unique to your household. Choose one of these codes to do your census forms online.

## What does a census collector look like?

Census collectors will be out in the community for several few weeks. Collectors are people from your community, who are there to support you to take part in the 2023 Census.

Census collectors will wear branded uniforms like the ones in the image below. They will also carry a Stats NZ ID with their name, a photo, and an ID number.



Here are a few things to look out for to identify a legitimate census collector:

- A Stats NZ ID badge on a fuchsia/pink census lanyard (that hangs around their neck), with photo, name, and a unique ID number.
- Yellow hi-vis vest, with a fuchsia/pink census logo. (Some may be wearing a vest without the logo, but the logo will be present everywhere else.)
- Black carrier bag with census logo.
- In some cases, a bucket hat with census logo.

Not sure if a census collector is the real deal? You can call 0800 CENSUS (0800 236 787).

## Census support events and locations

You can find face-to-face support to complete your census forms at more than 700 community locations and hundreds of events throughout New Zealand.

A list of all events and locations is available on the census website:

[www.census.govt.nz/census-support](http://www.census.govt.nz/census-support)

You don't have to bring anything with you to these locations or events. Teams will have everything you need to complete the 2023 Census.

## What is in a census pack?

A census pack will come to your dwelling (the place where you live or stay). It will be either include:

- a letter with an access code, which lets you do the census online
- a letter with an access code AND paper census forms.

No matter where you live, you can choose to do the census online or on paper.

1. If you get paper forms, you can still choose to do the census online.
2. If you do not get paper forms but would like them, you can order them for free by calling 0800 CENSUS (0800 236 787) or via the census website at [www.census.govt.nz](http://www.census.govt.nz).

## When do you fill out your census forms?

You can complete your census forms as soon as you get them. You fill out the forms for where you will be staying overnight on Tuesday 7 March 2023.

You can also wait and fill them out on census night.

If you are not sure if you have completed the census, or if you have any questions, contact 0800 CENSUS (0800 236 787).

## Information about how to do the census

The census website is a rich source of information to help you do the census.

There is also information available in 26 languages other than English, te reo Māori, and New Zealand Sign Language.

The website is fully bilingual English and te reo Māori.

There is information in a range of formats to support different people in the community to participate:

1. New Zealand Sign Language videos
2. Easy Read – in English and te reo Māori
3. Audio files

4. Braille
5. Large Print

You can find these at: [www.census.govt.nz/alternate-formats/](http://www.census.govt.nz/alternate-formats/)

There is a new iwi map to help people answer the iwi affiliation question:

[www.census.govt.nz/iwi-map/](http://www.census.govt.nz/iwi-map/)

### **Tips for doing the census online**

Once you start each form, keep going until you finish it. For your privacy and security, you cannot save an unfinished form, and each form will 'time out' if you leave it for 20 minutes.

If you close your browser, you will need to start that form again.

You will see a question mark icon next to many of the census questions online. Tap or click on this for extra context about the question, and tips for answering it.

You can also find similar details about each question on this website.

[www.census.govt.nz/how-to-do-the-census/how-to-do-the-census-online/](http://www.census.govt.nz/how-to-do-the-census/how-to-do-the-census-online/)

### **Tips for completing your paper census forms**

When you fill in paper forms:

- use a blue or black pen
- write in CAPITAL LETTERS
- use the Guide Notes
- you can write your answers in English or te reo Māori
- if you make a mistake, draw a line through the incorrect text and rewrite your answer, even if it does not fit within the space.

[www.census.govt.nz/how-to-do-the-census/how-to-do-the-census-on-paper/](http://www.census.govt.nz/how-to-do-the-census/how-to-do-the-census-on-paper/)

### **What happens to your data?**

- The goal of the 2023 Census is to deliver high quality data.
- Census information is protected and kept safe from the moment you submit your response.
- Using the information collected through the census, Stats NZ produces the official count of how many people and dwellings there are in New Zealand, and population, social, and economic statistics at a national, regional, community and small population group level. This includes data for iwi about their people and communities.

- Census data is made available for the benefit of everyone. It is released on the Stats NZ website and direct to researchers and iwi who contact us to request data.
- We do not identify individuals in published statistics or research. Your personal information is never shared with any individual, group, or organisation. This includes government organisations like the Ministry for Social Development, Kainga Ora, the Police, or Inland Revenue.