

BRIEFING

Subject: 2014 Municipal Census Detailed Results



Presented to: Council

Date: November 24, 2014

Submitted by: Darren Enns, Senior Planner

Agenda #: 7.2

That Council receive the attached 2014 Municipal Census Detailed Results as information.

BACKGROUND

Reason for Report

To present to Council the detailed results from the 2014 municipal census as committed to in the August 18, 2014 report to Council.

Summary of Issue

The municipal census officially began on June 16, 2014 and returned a final population of 9,386 residents (8,421 permanent and 965 non-permanent). Residents were asked up to 8 “person-level” questions, covering topics such as Age, Gender, Place of work, and more. In addition, 3 “dwelling-level” questions were asked regarding property tenure and private vehicle ownership.

“Person-Level Questions”	“Dwelling-Level” Questions
1. Please indicate the age of this resident	1. How many people lived in this dwelling unit on June 16, 2014, including yourself
2. Please provide the gender of this resident	2. Is this dwelling unit owner-occupied?
3. Does this person usually reside somewhere other than Banff	3. How many private motor vehicles are associated with this dwelling unit?
4. Where did this person last reside (if in Banff less than two years)?	
5. What location does this person primarily work in?	
6. Does this person have more than one job?	
7. How does this person normally get from home to work in the summer?	
8. How does this person normally get from home to work in the winter?	

The strategy behind the number and type of questions was three-fold:

1. **Asking fewer questions would lead to higher response rates;** Keep the total number of questions low in order to make the enumeration process easier. For comparison, the 2007 municipal census asked 23 questions, and the 2011 municipal census asked 21 questions. Other municipalities ask as few as 1 question (number of residents).

2. **Give priority to Council Priorities;** Give priority to topic areas which dealt with Council Priorities, notably housing and transportation.
3. **Avoid questions better asked through the federal census;** The federal census which occurs every 5 years is the default source for much of Canada's demographic information (e.g. languages spoken, income levels etc...).

In addition to the substantive questions asked above, administration was also able to extract methodological information such as the split between online / in-person responses (online = 37%, up from 12% in 2011), responses per enumerator, etc...

Response Rates

The person-level question response rate remained static between 2011 and 2014 (64% in 2011 to 66% in 2014). Response rates for specific questions varied which may have to do with their content / topic area, position within the census, or a variety of other factors. Administration believes that the direction to enumerators to focus on the number of residents per dwelling as the most critical question, may have influenced a lower response rate for other questions.

Another consideration for individual response rates is the manner in which collective dwellings are enumerated. Collective Dwellings are housing units where residents live in a communal or managed fashion, such as the Banff Centre residences or Banff Springs Hotel residences. Enumeration for these units is conducted via the property manager in order to reduce enumeration costs. This approach negates the ability to ask "person-level" questions, with the result being that over 10% of the total population who live in collective dwellings are absent from the data results. The rationale for this approach is entirely budget driven.

Note also that the flow of questions was designed to net out respondents from answering questions which were not applicable to them. For example, if you responded that your age was 14, you would not be asked how you commute to work.

Key Findings

The key findings for the census questions have been summarized in the attached "fact sheets", which are intended to provide a quick synopsis of each topic area. Comparisons to previous years are included for reference, as are response rates for each question.

IMPLICATIONS OF DECISION

Budget

The census allocated budget of \$22,500 was spent. Note that for every 1 additional resident counted, a minimum of \$60 of provincial funding is allocated to our community. Between the 2011 and 2014 censuses there was an increase of 1,142 residents which translates into a minimum funding increase of \$68,520.

Internal Resources

Administration had planned to make use of an external consultant for administering the 2014 municipal census, however opted early on in the process to manage the project internally. This placed an increased burden on staff time, however also helped substantially with identifying dwelling unit locations, which can be a challenge in a complex housing environment like Banff. Future municipal censuses will have to carefully examine the trade-offs between internal and external management of the census.

Communication

Communication efforts around the 2014 census included pre-emptive advertising in print media, social media, and the employment of “door-drops” with online completion instructions. The latter approach (as opposed to mailbox delivery) was deemed critical to the high online completion rate of 37%, which in turn helped to keep enumerator costs down.

Council Strategic Priorities

An analytical report is listed as a 3rd quarter deliverable on the Council work plan.

ATTACHMENTS

- 2014 Census Fact Sheets

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