

Stony Plain Census 2008



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Table of Contents

Introduction	1
Research Methods.....	1
Results	2
<i>Dwellings</i>	2
<i>People</i>	5
<i>Opinions</i>	8
Appendix A – Calculations.....	12
Appendix B – Census Form	18

List of Figures

Figure 1. Age distribution by gender.....	6
Figure 2. Service priorities.....	10
Figure 3. Importance of services to citizens.....	11



List of Tables

Table 1. Number of forms printed and received	2
Table 2. Dwelling occupancy.....	2
Table 3. Dwelling ownership.....	3
Table 4. Length of residency in Stony Plain.....	3
Table 5. Previous residence of recent arrivals to Stony Plain	4
Table 6. Passenger vehicles in Stony Plain	4
Table 7. Gender distribution	5
Table 8. Age distribution	5
Table 9. Employment status.....	6
Table 10. Employment locations of workers	7
Table 11. Probabilities used to estimate clients of services	8
Table 12. Sample calculation of estimated client dwellings for 'Meals on Wheels'	8
Table 13. Estimated clients dwellings for services	9
Table 14. Index weights used to calculate index scores	9
Table 15. Sample index score calculation for 'developing transit links to Edmonton'	9
Table 16. Service priorities.....	10
Table 17. Importance of services to citizens.....	11
Table 18. Estimated client dwellings calculation for Meals on Wheels	12
Table 19. Estimated client dwellings calculation for Home Care	12
Table 20. Estimated client dwellings calculation for Child Care – Day Home	12
Table 21. Estimated client dwellings calculation for Child Care Centre	13
Table 22. Estimated client dwellings calculation for Organized Sports.....	13
Table 23. Index score calculation for developing transit links to Edmonton.....	13
Table 24. Index score calculation for developing local public transit	14
Table 25. Index score calculation for increasing municipal online services.....	14
Table 26. Index score calculation for developing more affordable housing	14
Table 27. Index score calculation for attracting more grocery stores	14
Table 28. Index score calculation for attracting more clothing stores.....	15
Table 29. Index score calculation for attracting more big box stores.....	15
Table 30. Index score calculation for leisure/recreation facilities.....	15
Table 31. Index score calculation for playgrounds	16
Table 32. Index score calculation for programs and services for seniors	16
Table 33. Index score calculation for programs and services for adults with disabilities	16
Table 34. Index score calculation for programs and services for children.....	17

Introduction

The Town of Stony Plain contracted Pivotal Research Inc. to process the data obtained from the municipal census for 2008. The census was conducted from May 5, 2008 until August 11, 2008, with enumeration taking place between June 1 and July 15.

This report presents the results of the census. A data file with the full results of the census, submitted to Stony Plain on August 5, 2008, allows for further data analysis.

Research Methods

Pivotal Research consulted with the Town of Stony Plain to determine what information should be collected on the census form. Two types of information were to be collected; demographic and opinion. Some demographic information was collected at the dwelling level (number of residents, occupation and ownership of the dwelling, length of residency in Stony Plain and other recent residency, number of passenger vehicles), and some was collected at the personal level (gender, date of birth, employment status and location). All opinion data was gathered at the dwelling level. The form is included in Appendix B.

Stony Plain hired enumerators to complete the forms. Pivotal Research collaborated with Stony Plain to train the enumerators in census methodology and the use of the form.

Completed census forms were delivered to Pivotal Research where they underwent a preliminary screening to check for faint pencil marks and logical inconsistencies. Then the forms were scanned to create an electronic image, which was again checked for form completion and logical consistency. Once approved, the form was committed to the database.

After all the forms had been committed to the database, several queries were employed to further clean the data. These queries checked for any logical inconsistencies missed in previous checks, and ensured that the data was of the highest possible quality. Once finalized, the data was submitted to Stony Plain in MS Excel format.



Results

The initial address list provided by Stony Plain contained 4,996 unique addresses. These addresses were merged onto the census forms and printed, along with 658 unaddressed blank forms. A total of 4,960 of the addressed forms and 402 of the blank forms were returned, as shown in Table 1.

Table 1. Number of forms printed and received

Form Type	Printed	Received
Addressed	4,996	4,960
Blank	658	402
Total	5,654	5,362

Dwellings

Number of Residents

Respondents were asked to identify how many people lived in their dwelling. The total number of residents was 11,504.

Dwelling Status

The enumerator indicated if the dwelling was occupied or not occupied. As Table 2 indicates, 94 percent of the dwellings were occupied.

Table 2. Dwelling occupancy

Response	Number	Percent
Occupied	4,521	94.0
Not Occupied	289	6.0
Subtotal	4,810	100.0
No Response	552	
Total	5,362	



Dwelling Ownership

The respondent was asked if they owned their dwelling. As Table 3 demonstrates, 78.7 percent of the dwellings were owned by their inhabitants.

Table 3. Dwelling ownership

Own Dwelling	Number	Percent
Yes	3,266	78.7
No	886	21.3
Subtotal	4,152	100.0
No Response	1,210	
Total	5,362	

Length of Residency in Stony Plain

Respondents were asked how long they had lived in Stony Plain. Table 4 shows that more than half (55.3 percent) had lived in Stony Plain for more than five years.

Table 4. Length of residency in Stony Plain

Length of Residency	Number	Percent
Less than 1 year	438	10.8
1-5 years	1,381	33.9
More than 5 years	2,253	55.3
Subtotal	4,072	100.0
No Response	1,290	
Total	5,362	



Previous Residence

The 438 citizens who had lived in Stony Plain for less than 1 year were asked for their previous place of residence. Most of these (77.3 percent) came from within Alberta, and 43.2 percent came from the Edmonton Metro Area.

Table 5. Previous residence of recent arrivals to Stony Plain

Previous Residence	Number	Percent
Edmonton Metro Area	171	43.2
Alberta	135	34.1
BC/Sask/Manitoba	30	7.6
Ontario/Quebec	19	4.8
Atlantic Canada	16	4.0
Territories	4	1.0
Outside Canada	21	5.3
Subtotal	396	100.0
No Response	42	
Total	438	

Passenger Vehicles

The total number of reported vehicles in Stony Plain is 6,989, although 1,823 dwellings did not respond to this question. Almost half of the dwellings that responded (47.4 percent) owned two passenger vehicles.

Table 6. Passenger vehicles in Stony Plain

Vehicles	Number	Percent
0	121	3.4
1	974	27.5
2	1,678	47.4
3	514	14.5
4	177	5.0
5	54	1.5
6	12	0.3
7	6	0.2
8	2	0.1
9	1	0.0
Subtotal	3,539	100.0
No Response	1,823	
Total	5,362	



People

Gender

The enumerator asked the respondent for the genders of all residents of the dwelling. Just over half the population of Stony Plain (51.5 percent) was female.

Table 7. Gender distribution

Gender	Number	Percent
Male	5,490	48.5
Female	5,832	51.5
Subtotal	11,322	100.0
No Response	19	
Total	11,341	

Year of Birth

Respondents were asked to give the year of birth of each resident in the dwelling. Responses ranged from 1905 to 2008. Twenty respondents provided only the first three digits of their year of birth. Since this was sufficient to determine their decade of birth, they are included in Table 8.

Figure 1 shows the age distribution of Stony Plain citizens by their gender.

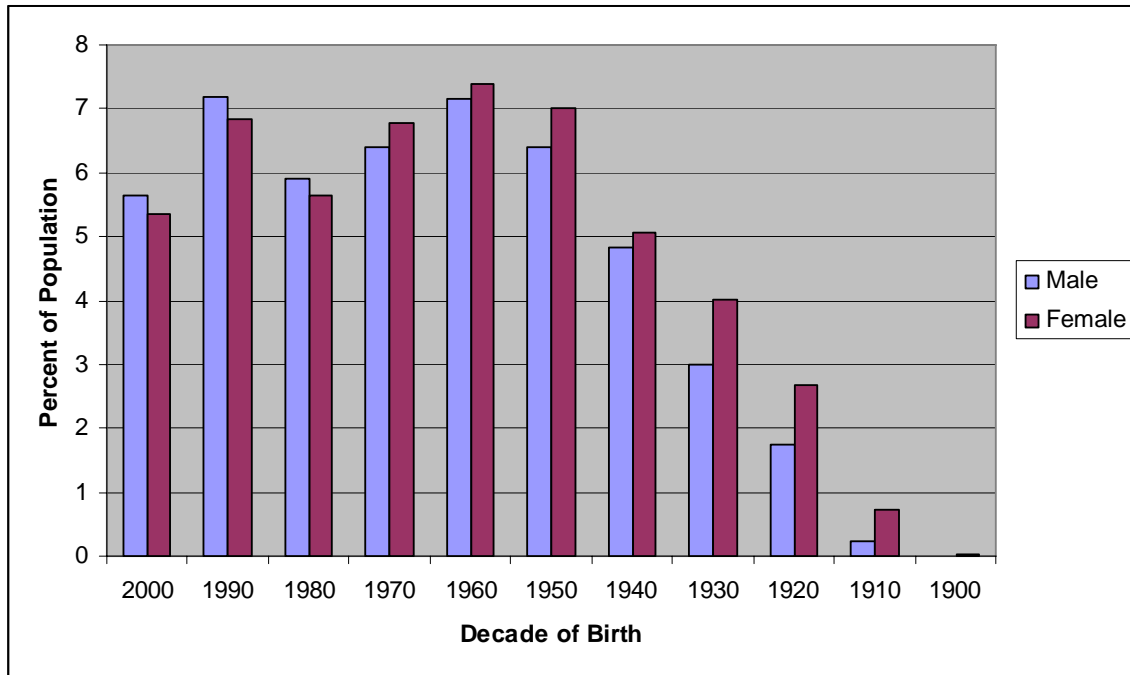
Table 8. Age distribution

Decade of Birth	Number	Percent
1900-1909	4	<1.0
1910-1919	107	1.0
1920-1929	490	4.4
1930-1939	777	7.0
1940-1949	1,092	9.9
1950-1959	1,483	13.4
1960-1969	1,606	14.5
1970-1979	1,459	13.2
1980-1989	1,275	11.5
1990-1999	1,557	14.1
2000-2008	1,217	11.0
Subtotal	11,067	100.0
No Response	140	
Unknown*	134	
Total	11,341	

*Unknowns are those who provided only '19' as the first two digits of their year of birth.



Figure 1. Age distribution by gender



Employment Status

Respondents were asked for their employment status. As shown in Table 9, 53.1 percent of citizens were employed, and 43.2 percent were employed full time.

Table 9. Employment status

Employment Status	Number	Percent
Employed Full Time	4,655	43.2
Employed Part Time	1,071	9.9
Retired	1,878	17.4
Not Employed	3,173	29.4
Subtotal	10,777	100.0
No Response	564	
Total	11,341	



Employment Location

Those who indicated they were employed full time or part time were asked where their employment was located. While the majority of part time workers (53.2 percent) were employed in Stony Plain, full time employees were more likely to be employed somewhere other (38.9 percent) than Stony Plain or Edmonton (25.8 percent and 35.3 percent respectively). Table 10 shows the number of full time and part time workers for each location.

Table 10. Employment locations of workers

Employment Location	Full Time		Part Time	
	Number	Percent	Number	Percent
Stony Plain	1,194	25.8	562	53.2
Edmonton	1,634	35.3	148	14.0
Other	1,798	38.9	346	32.8
Subtotal	4,626	100.0	1,056	100.0
No Response	29		15	
Total	4,655		1,071	



Opinions

Stony Plain was interested in gathering data on the opinions of citizens on various town services and priorities.

Estimate of Service Utilization

Respondents were asked to rate the likelihood of someone from their household using each of five services (Meals on Wheels, Home Care, Child Care – Day Home, Child Care Centre, Organized Sports) in the next two years. A five-point scale was provided, with 1 being 'very likely' and 5 being 'very unlikely'.

Since this data was collected at the dwelling level, it is not possible to estimate the number of potential clients. However, the number of dwellings with at least one potential client can be estimated using a probability model.

Each of the five points of the scale was assigned a probability, as shown in Table 13. The number of households choosing each response was multiplied by the probability, and the results were summed for each service and rounded to the closest whole number. This number is the estimated number of dwellings with at least one potential client of the service in the next two years. In this probability model, people who chose not to respond to the question on behalf of their dwelling are grouped with those who responded that they were 'very unlikely' to use the service.

The estimated client dwellings for each of the services is provided in Table 15. A sample of the calculation used to provide these estimates is provided in Table 14, and all of the calculations are provided in Appendix A.

Table 11. Probabilities used to estimate clients of services

Scale	Probability
1 – Very Likely	1.0
2	0.75
3	0.5
4	0
5 – Very Unlikely	0

Table 12. Sample calculation of estimated client dwellings for 'Meals on Wheels'

Response	Number	Probability	Potential Clients
1	50	1	50
2	32	0.75	24
3	78	0.5	39
4	97	0	0
5	3,290	0	0
No Response	1,815	0	0
Estimated Client Dwellings			113

Table 13. Estimated client dwellings for services

Service	Estimated Client Dwellings*
Meals on Wheels	113
Home Care	198
Child Care - Day Home	314
Child Care Centre	212
Organized Sports	1,065

*Estimated number of dwellings with at least one client who will use the service within the next two years.

Service Priorities

Respondents were asked how important it is that Stony Plain pursue each of seven potential activities. Using index scores, the relative importance rating of each activity illuminates what activities citizens perceive as priorities.

Index scores are calculated by assigning an appropriate 'index weight' to each possible response. Index weights were assigned as shown in Table 16. The percentage of respondents choosing each answer is multiplied by the index weight, and the products are summed to arrive at the index score. A sample calculation of an index score is provided in Table 17, and the calculations for each of the activities are included in Appendix A.

Table 14. Index weights used to calculate index scores

Scale	Index Weight
1 – Critical	100
2	75
3	50
4	25
5 – Not Important	0

Table 15. Sample index score calculation for 'developing transit links to Edmonton'

Response	Number	Percent	Index Weight	Index Score
1 – Critical	1,456	41.3%	100	41.3
2	682	19.3%	75	14.5
3	625	17.7%	50	8.9
4	225	6.4%	25	1.6
5 – Not Important	541	15.3%	0	0.0
Subtotal	3,529	100.0%		
No Response	1,833			
Index Score				66.2

The activity with the highest importance rating was 'developing more affordable housing' with a score of 70.2. The average importance rating for all seven activities was 52.0, shown in Figure 2 as a red line.

Figure 2. Service priorities

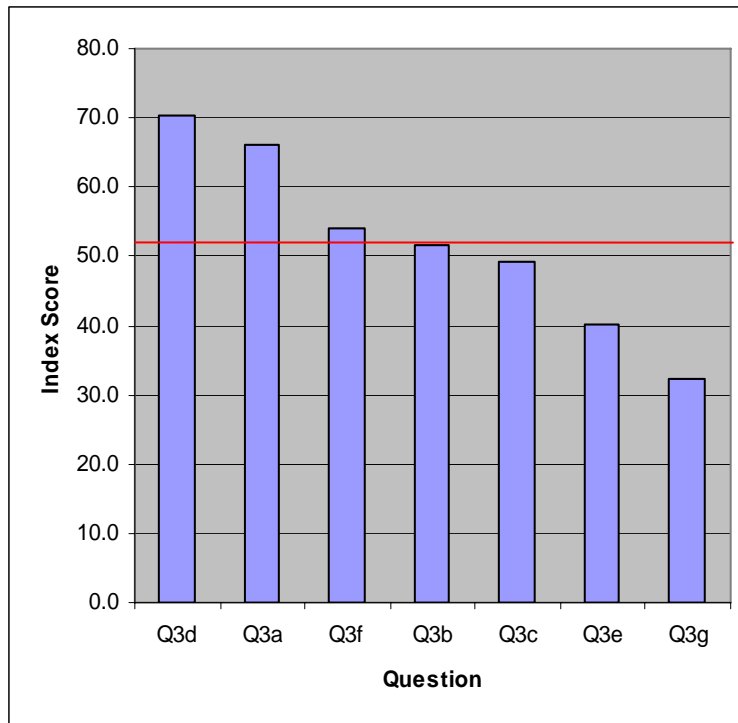


Table 16. Service priorities

Question	Service	Index Score	Number of Responses
Q3d	Developing more affordable housing	70.2	3,488
Q3a	Developing transit links to Edmonton	66.2	3,529
Q3f	Attracting more clothing stores	54.1	3,510
Q3b	Developing local public transit	51.6	3,502
Q3c	Increasing municipal online services, such as program registration and payment	49.3	3,481
Q3e	Attracting more grocery stores	40.2	3,507
Q3g	Attracting more big box stores	32.4	3,519
Average		52.0	

Importance of Services

Index scores were also calculated to compare the relative importance of municipal services to respondents. The same index weights were used as above (shown in Table 16), and the calculations are provided in Appendix A.

The service that received the highest importance rating was 'programs and services for children', which received an importance rating of 76.0. The average for all five services was 69.2, shown in Figure 3 as a red line.

Figure 3. Importance of services to citizens

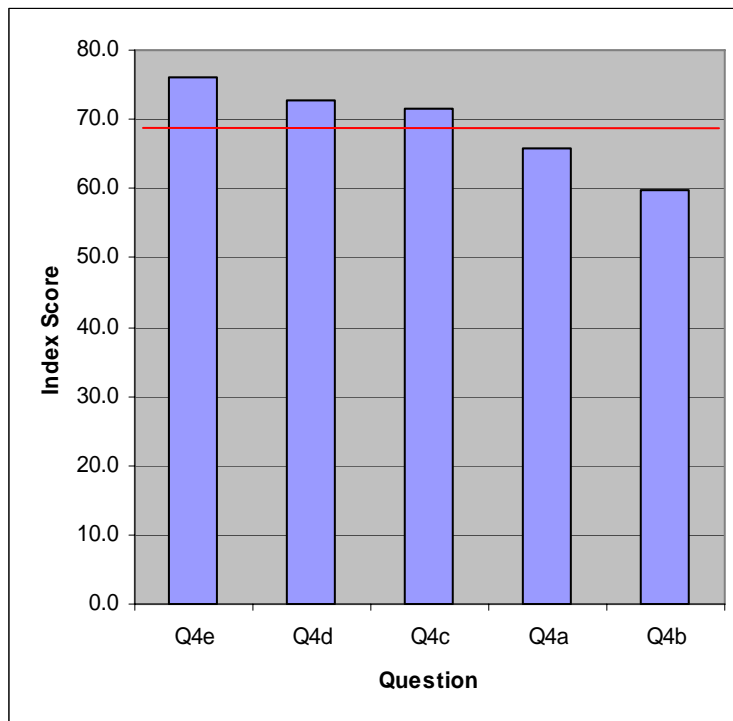


Table 17. Importance of services to citizens

Question	Service	Index Score	Number of Responses
Q4e	Programs and services for children	76.0	3,517
Q4d	Programs and services for adults with disabilities	72.9	3,514
Q4c	Programs and services for seniors	71.5	3,520
Q4a	Leisure/recreation facilities	65.9	3,526
Q4b	Playgrounds	59.9	3,517
Average		69.2	

Appendix A – Calculations

Estimated Client Dwelling Calculations

How likely is it that someone living in this house will use the following services now or in the next 2 years?

Table 18. Estimated client dwellings calculation for Meals on Wheels

Response	Number	Probability	Potential Clients
1	50	1	50
2	32	0.75	24
3	78	0.5	39
4	97	0	0
5	3,290	0	0
No Response	1,815	0	0
Estimated Client Dwellings			113

Table 19. Estimated client dwellings calculation for Home Care

Response	Number	Probability	Potential Clients
1	107	1	107
2	53	0.75	39.75
3	103	0.5	51.5
4	116	0	0
5	3,154	0	0
No Response	1,829	0	0
Estimated Client Dwellings			198

Table 20. Estimated client dwellings calculation for Child Care – Day Home

Response	Number	Probability	Potential Clients
1	215	1	215
2	69	0.75	51.75
3	94	0.5	47
4	47	0	0
5	3,094	0	0
No Response	1,843	0	0
Estimated Client Dwellings			314

Table 21. Estimated client dwellings calculation for Child Care Centre

Response	Number	Probability	Potential Clients
1	126	1	126
2	54	0.75	40.5
3	91	0.5	45.5
4	54	0	0
5	3,188	0	0
No Response	1,849	0	0
Estimated Client Dwellings			212

Table 22. Estimated client dwellings calculation for Organized Sports

Response	Number	Probability	Potential Clients
1	877	1	877
2	141	0.75	105.75
3	164	0.5	82
4	74	0	0
5	2,266	0	0
No Response	1,840	0	0
Estimated Client Dwellings			1,065

Index Score Calculations

On a scale from 1 to 5, with 1 being the most important, how important is it that Stony Plain pursue the following services?

Table 23. Priority of developing transit links to Edmonton (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	1,456	41.3%	100	41.3
2	682	19.3%	75	14.5
3	625	17.7%	50	8.9
4	225	6.4%	25	1.6
5 – Not Important	541	15.3%	0	0.0
Subtotal	3,529	100.0%		
No Response	1,833			
Index Score				66.2

Table 24. Priority of developing local public transit (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	863	24.6%	100	24.6
2	584	16.7%	75	12.5
3	767	21.9%	50	11.0
4	495	14.1%	25	3.5
5 – Not Important	793	22.6%	0	0.0
Subtotal	3,502	100.0%		
No Response	1,860			
Index Score				51.6

Table 25. Priority of increasing municipal online services (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	765	22.0%	100	22.0
2	681	19.6%	75	14.7
3	746	21.4%	50	10.7
4	274	7.9%	25	2.0
5 – Not Important	1,015	29.2%	0	0.0
Subtotal	3,481	100.0%		
No Response	1,881			
Index Score				49.3

Table 26. Priority of developing more affordable housing (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	1,637	46.9%	100	46.9
2	609	17.5%	75	13.1
3	601	17.2%	50	8.6
4	218	6.3%	25	1.6
5 – Not Important	423	12.1%	0	0.0
Subtotal	3,488	100.0%		
No Response	1,874			
Index Score				70.2

Table 27. Priority of attracting more grocery stores (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	548	15.6%	100	15.6
2	447	12.7%	75	9.6
3	718	20.5%	50	10.2
4	676	19.3%	25	4.8
5 – Not Important	1,118	31.9%	0	0.0
Subtotal	3,507	100.0%		

No Response	1,855			
Index Score				40.2

Table 28. Priority of attracting more clothing stores (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	884	25.2%	100	25.2
2	664	18.9%	75	14.2
3	804	22.9%	50	11.5
4	466	13.3%	25	3.3
5 – Not Important	692	19.7%	0	0.0
Subtotal	3,510	100.0%		
No Response	1,852			
Index Score				54.1

Table 29. Priority of attracting more big box stores (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	471	13.4%	100	13.4
2	406	11.5%	75	8.7
3	517	14.7%	50	7.3
4	430	12.2%	25	3.1
5 – Not Important	1,695	48.2%	0	0.0
Subtotal	3,519	100.0%		
No Response	1,843			
Index Score				32.4

On the same scale, how important to you are the following services?

Table 30. Importance of leisure/recreation facilities (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	1,410	40.0%	100	40.0
2	755	21.4%	75	16.1
3	540	15.3%	50	7.7
4	304	8.6%	25	2.2
5 – Not Important	517	14.7%	0	0.0
Subtotal	3,526	100.0%		
No Response	1,836			
Index Score				65.9

Table 31. Importance of playgrounds (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	1,212	34.5%	100	34.5
2	669	19.0%	75	14.3
3	605	17.2%	50	8.6
4	362	10.3%	25	2.6
5 – Not Important	669	19.0%	0	0.0
Subtotal	3,517	100.0%		
No Response	1,845			
Index Score				59.9

Table 32. Importance of programs and services for seniors (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	1,410	40.1%	100	40.1
2	938	26.6%	75	20.0
3	702	19.9%	50	10.0
4	216	6.1%	25	1.5
5 – Not Important	254	7.2%	0	0.0
Subtotal	3,520	100.0%		
No Response	1,842			
Index Score				71.5

Table 33. Importance of programs and services for adults with disabilities (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	1,474	41.9%	100	41.9
2	903	25.7%	75	19.3
3	725	20.6%	50	10.3
4	189	5.4%	25	1.3
5 – Not Important	223	6.3%	0	0.0
Subtotal	3,514	100.0%		
No Response	1,848			
Index Score				72.9



Table 34. Importance of programs and services for children (index score calculation)

Response	Number	Percent	Index Weight	Index Score
1 – Critical	1,700	48.3%	100	48.3
2	885	25.2%	75	18.9
3	551	15.7%	50	7.8
4	132	3.8%	25	0.9
5 – Not Important	249	7.1%	0	0.0
Subtotal	3,517	100.0%		
No Response	1,845			
Index Score				76.0



Appendix B – Census Form

