

Town of Stony Plain
2015 Municipal Census Summary Report
Final Report

August 18, 2015



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1.0 METHODOLOGY

1.1 Census Background

In 2015, the Town of Stony Plain commissioned Banister Research and Consulting Inc. (Banister Research) to carry out the municipal census by gathering data from the residents of the Town. Specifically, the purpose of the 2015 Census was to determine:

- Total population of Stony Plain;
- Gender of each resident; and
- Age of each resident.

Prior to the commencement of the census, the Legislative Services Manager, on behalf of the Mayor of Stony Plain, sent an application letter to the Minister of Municipal Affairs (dated March 5, 2015) requesting approval to use methods other than door-to-door enumeration for the census. In a letter dated March 24, 2015, the Minister of Municipal Affairs approved the Town's application.

Banister Research sourced "The Municipal Census Training Manual – Guidelines for Conducting a Municipal Census", this being the Province of Alberta's Census Training Manual. All processes used in the 2015 Stony Plain Census were designed based on the guidance provided in this Manual, including the role of the census coordinator, the role of the enumerator, materials required for conducting a census, methods of covering enumeration areas, census forms, callback forms, and managing unforeseen circumstances.

1.2 Data Collection Activities

Banister Research received a database of residences from the Town of Stony Plain. Personal Identification Numbers (PINs) were electronically generated and assigned to each residence. Census notification letters along with the PINs were mailed out to each of the addresses listed in the database on March 26, 2015 from the Banister Research Call Centre. Additional mail outs for apartments and rural areas were conducted as needed to ensure all residences received PINs. Addresses not in the database were identified by Enumerators and added to the list of residences throughout the duration of the Census. At the end 7,161 residences were included in the database. Data collection occurred between April 1st and June 30th, 2015. Residents of Stony Plain had three (3) options by which they could provide their census information:

- Through a web-based data collection portal;
- In-bound by telephone (by calling into the Banister Research Call Centre); and
- Onsite, via door-to-door enumerator.

All in-person, onsite, and phone-in data were subject to 100% double data entry verification to ensure the highest quality of data possible. Throughout the process, Banister Research maintained respondent confidentiality.

The various data collection opportunities became active on the following dates:

- The web link was launched on April 1st and closed on June 30th, 2015;
- The in-bound telephone line was activated on April 1st and closed on June 30th, 2015; and
- Door-to-door enumeration was conducted between April 15 and June 10th, 2015.

To submit their census information, residents had to follow the steps listed below for each option:

1.2.1 The Web Based Option

1. Using the unique PIN found on the census notification letter and/or callback card, residents would log into the web based data collection portal designed and hosted by Banister Research.
2. Once successfully logged in, residents were asked to confirm that the address on the screen was indeed their mailing address. If the resident indicated the address listed was incorrect, the session would be terminated and the resident was asked to call into Banister Research to rectify the problem.
3. Once the mailing address was confirmed, residents would proceed by answering the two census questions and submitting their information.
4. Once the census questions were completed, residents were given the opportunity to respond to an optional quality assurance question. - see Appendix A for survey instrument.

1.2.2 The Telephone In-bound Option

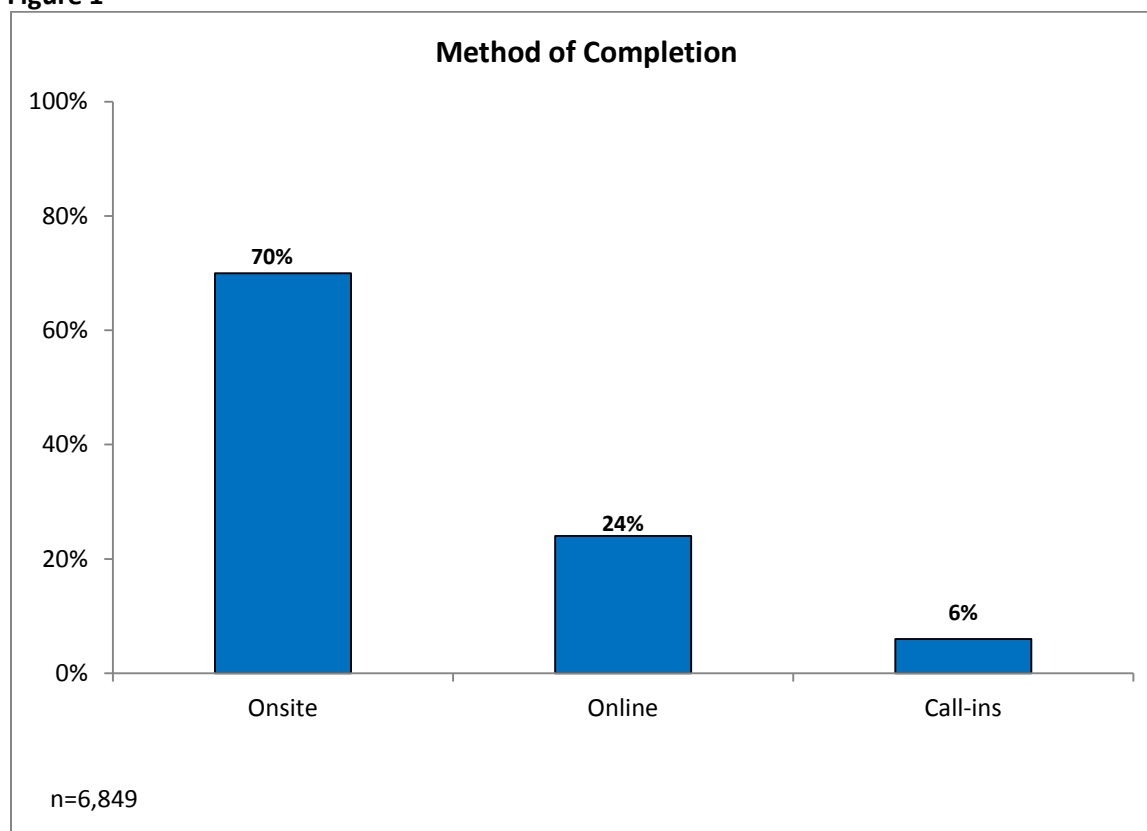
1. Residents were able to call in to the Banister Research Census Line and provide their PIN number to a Banister Research telephone interviewer.
2. The Banister Research interviewer would then look up the address associated to the PIN and confirm the address with the resident on the phone.
3. Once address was confirmed the interviewer would record the resident's census information on a census form, which would then be entered onto an internal census web-link.
4. Once the census questions were completed, residents were given the opportunity to respond to an optional quality assurance question. - see Appendix A for survey instrument.

1.2.3 Door-to-Door Option

1. A team of Stony Plain Residents were hired as enumerators by Banister Research, and visited all households that had not provided their census information on the web or via the telephone.
2. Enumerators were allocated specific enumeration areas and daily targets depending on the size of the area.
3. All completed forms were data entered into an internal census web-link, which locked out all completed records. Updated forms were printed as required.
4. Door to door enumerators were also tasked with noting any vacant homes or empty lots. This information was used to update the database.
5. All residents were visited at least 3 times, in many cases up to 4 or 5 times.

Seventy percent (70%) of respondents completed the census onsite through door-to-door enumeration, 24% provided their information via the web-based portal, and 6% of Stony Plain respondents called the Census Line (in-bound) to submit their information. See Figure 1, below.

Figure 1



1.2.4 Completion Rate

Based on the total residences in the database a 95.6% (n=6,849) response rate was achieved. The response rate was calculated using refusals (n=7 residences), vacant residences (n=838 – these were confirmed by our door-to-door enumerators), and residences that completed the census (n=6,004). Refer to Table 1, on the following two pages for a breakdown of the number of dwellings that participated in the census by enumeration zone.

Table 1

Census Participation by Enumeration Zone – Residence Count							
Enumeration Zone	Refused	Vacant	Completed Census	Completed Overall	Incomplete	Total Dwellings	Percentage Complete of Zone
47 Ave Crossing	1	1	39	41	6	47	87%
49 Ave Commercial Corridor	-	9	92	101	14	115	88%
Annexed Area (Rural)	-	32	32	64	3	67	96%
Barth & Gosset Manor	-	1	53	54	11	65	83%
Brickyard	-	87	-	87	-	87	100%
Brookview	-	3	120	123	8	131	94%
Cedar Brae 1	-	4	46	50	4	54	93%
Cedar Brae II	1	4	51	56	5	61	92%
Country Plains Estates	-	-	43	43	-	43	100%
Cove Properties	-	-	113	113	13	126	90%
Creekside Point	-	-	17	17	-	17	100%
Elmwood Court	-	1	21	22	-	22	100%
Fairhaven Place	-	2	20	22	-	22	100%
Fairways	-	5	361	366	10	376	97%
Folkstone Place	-	1	32	33	-	33	100%
Forest Green	-	18	443	461	18	479	96%
Genesis on the Lakes	-	132	37	169	-	169	100%
Graybiar	-	8	256	264	6	270	98%
Graybriar Green	-	12	71	83	9	92	90%
Heritage Court	-	3	35	38	-	38	100%
Heritage Estates	1	2	118	121	1	122	99%
High Park	-	1	238	239	-	239	100%
Homesteads	1	18	104	123	15	138	89%

Census Participation by Enumeration Zone – Residence Count Continued							
Enumeration Zone	Refused	Vacant	Completed Census	Completed Overall	Incomplete	Total Dwellings	Percentage Complete of Zone
Jutland Ridge	-	1	81	82	8	90	91%
Lake Westerra	-	131	530	661	16	677	98%
Meridian Cove	-	8	140	148	9	157	94%
Meridian Heights	-	18	366	384	46	430	89%
Meridian Meadows	2	-	225	227	7	234	97%
North Business Park	-	2	-	2	-	2	100%
Old Town	-	34	448	482	20	502	96%
Paxton Place	-	2	29	31	7	38	82%
Rosenthal Estates	-	-	11	11	1	12	92%
Sandstone Estates	-	-	5	5	-	5	100%
Silverstone	-	54	62	116	1	117	99%
South Business Park	-	13	63	76	4	80	95%
South Creek	-	144	95	239	3	242	99%
Southridge	-	1	260	261	1	262	100%
St. Andrews	-	2	302	304	-	304	100%
Station 33	-	7	57	64	10	74	86%
Station 33 Ph II	-	5	95	100	29	129	78%
Stonegate Place	-	1	21	22	-	22	100%
Stony Creek	-	-	30	30	-	30	100%
Sun Meadows	-	38	16	54	-	54	100%
Sunrise Village	-	-	46	46	1	47	98%
The Glens	1	6	194	201	6	207	97%
Whispering Waters	-	2	47	49	10	59	83%
Willow Park	-	9	317	326	1	327	100%
Woodlands	-	16	222	238	9	247	96%
Grand Total	7	838	6,004	6,849	312	7,161	95.6%

1.3 Data Analysis and Project Documentation

Banister Research provided the Client with a complete census data file in Excel format, as specified in the project proposal. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers or missing information. A copy of the instrument used for onsite data collection is provided in Appendix A.

2.0 QUALITY ASSURANCE

Banister Research conducted verification phone calls for quality assurance purposes between June 11 and June 12. Ten percent (10%, n=725) of total dwellings in the database were phoned to meet the quality assurance parameters set by the province. Contact information was gathered voluntarily from residents through the online data collection portal, in-bound phone calls and by enumerators during the enumeration process. Only those individuals who gave their permission to be contacted, were phoned for verification of data collected. A total of 725 verification calls were conducted with a 98.9% confirmation of accurate data collected. Of the households with incorrect data three (n= 3, 0.4%) had an incorrect address, five (n=5, 0.7%) had incorrect household information. See Table 5, below.

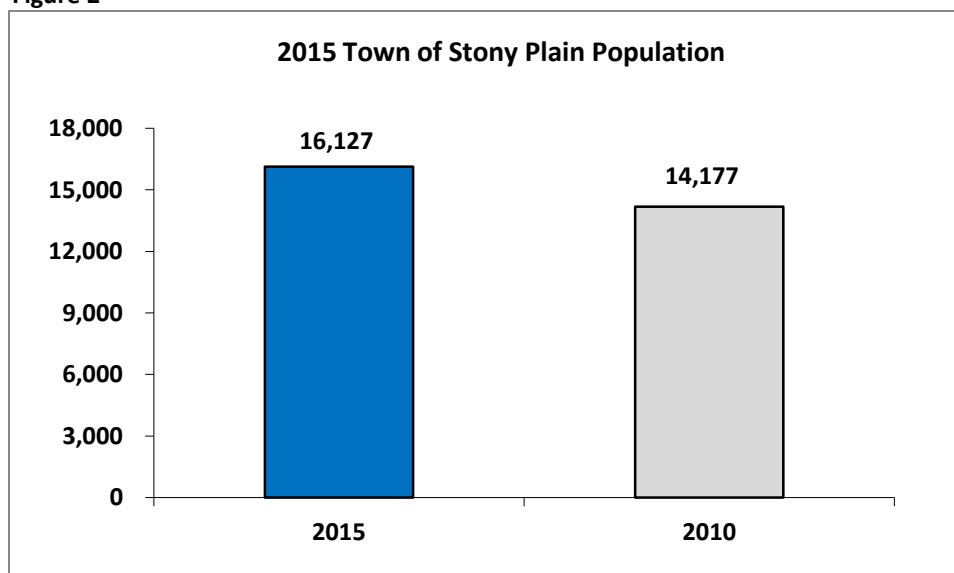
Table 5

Verification Phone Calls		
	Count	Percent
Verification Calls made	725	100.0%
Correct Data	717	98.9%
Incorrect Data	8	1.1%
Incorrect Address	3	0.4%
Incorrect Household Information	5	0.7%

3.0 SUMMARY OF 2015 TOWN OF STONY PLAIN RESULTS

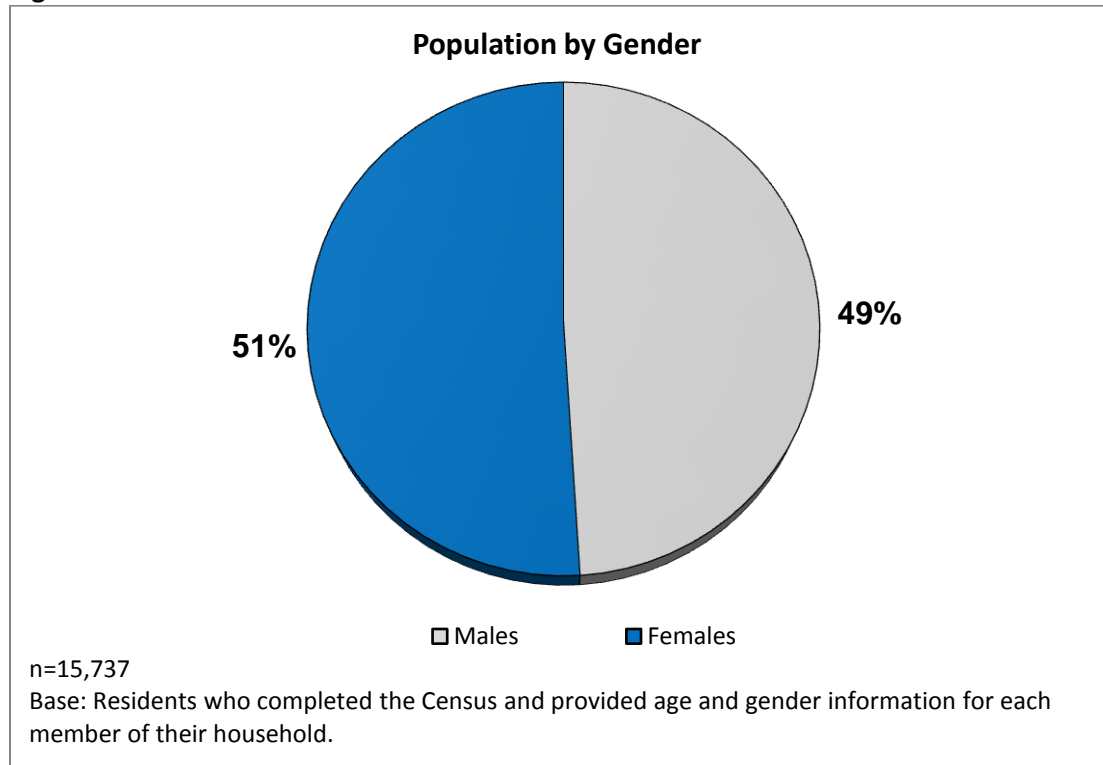
As illustrated in Figure 2, below, there was a 13.75% increase in the population of Stony Plain, from 14,177 reported in 2010, to 16,127 recorded in 2015.

Figure 2



Residents who completed the Census were asked about the age and gender of each member of the household. Two percent (2%, n=390) refused to provide that information. Of the residents that provided gender information (n=15,737), 49% were male while 51% were female. See Figure 3, below.

Figure 3



For a breakdown of gender by enumeration zone see Table 2, below and on the following page.

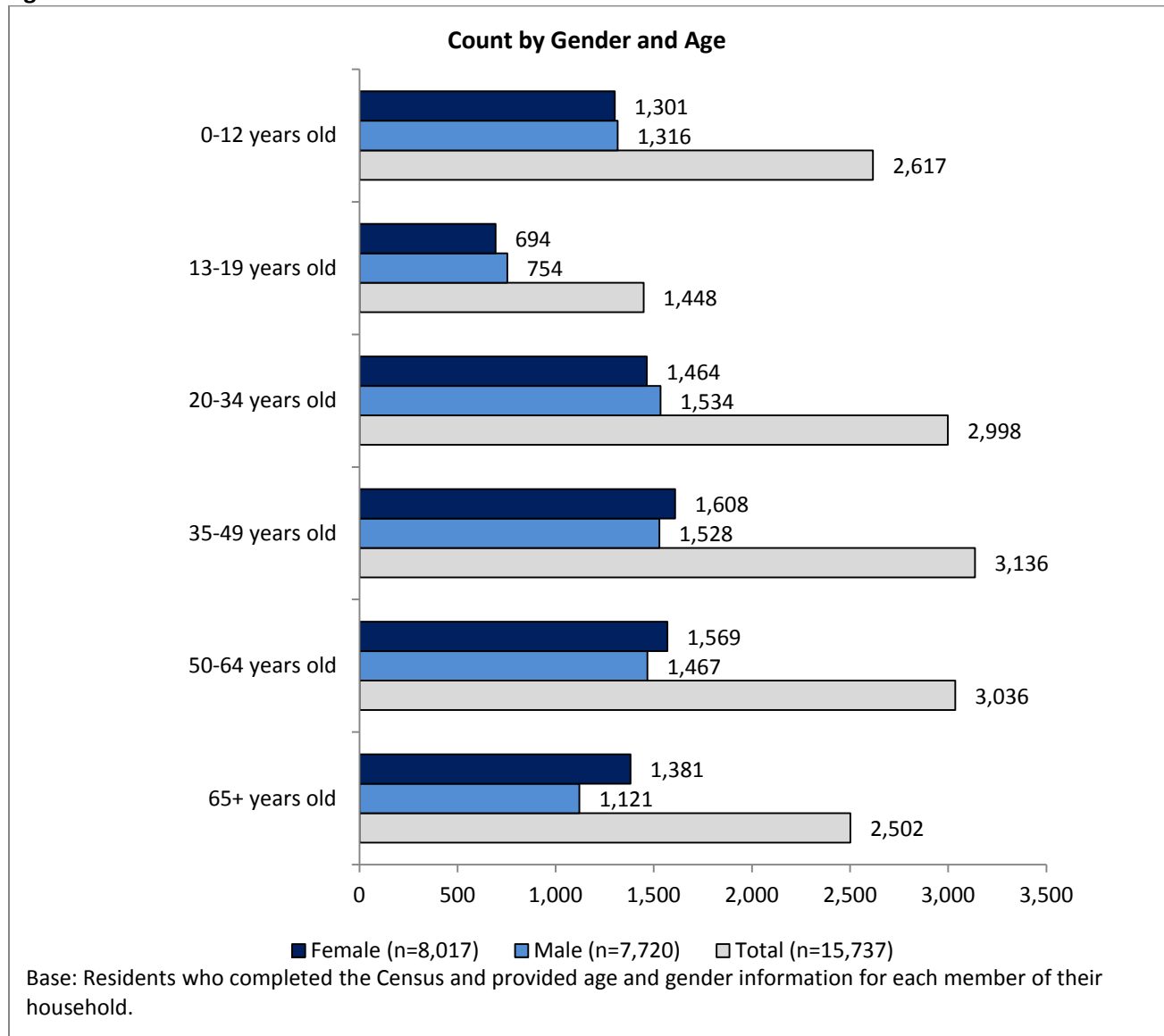
Table 2

Gender By Enumeration Zone		
Enumeration Zone	Males (number of residents)	Females (number of residents)
47 Ave Crossing	28	41
49 Ave Commercial Corridor	90	91
Annexed Area (Rural)	41	28
Barth & Gosset Manor	39	47
Brickyard	-	-
Brookview	173	191
Cedar Brae 1	33	38
Cedar Brae II	32	43
Country Plains Estates	71	63
Cove Properties	59	102
Creekside Point	16	20
Elmwood Court	16	15
Fairhaven Place	9	17
Fairways	523	486
Folkstone Place	28	28
Forest Green	567	573
Genesis on the Lakes	52	57
Graybiar	350	350
Graybriar Green	61	84
Heritage Court	23	27
Heritage Estates	161	158
High Park	358	370
Homesteads	100	105
Jutland Ridge	70	107
Lake Westerra	790	817
Meridian Cove	229	212
Meridian Heights	491	480
Meridian Meadows	205	228
North Business Park	-	-
Old Town	643	770
Paxton Place	42	36
Rosenthal Estates	20	14
Sandstone Estates	3	10
Silverstone	106	93
South Business Park	68	103
South Creek	119	126

Gender By Enumeration Zone- Continued		
Enumeration Zone	Males (number of residents)	Females (number of residents)
Southridge	375	340
St. Andrews	441	445
Station 33	48	42
Station 33 Ph II	89	94
Stonegate Place	14	13
Stony Creek	52	36
Sun Meadows	13	14
Sunrise Village	25	40
The Glens	294	277
Whispering Waters	53	67
Willow Park	394	445
Woodlands	306	274
Grand Total	7,720	8,017

A total count of 15,737 residents provided the gender and age of members of their household. Of those who provided this information, there are 8,017 females and 7,720 males in total. For the breakdown of the total number of residents by age and gender please see Figure 4, below.

Figure 4



For a breakdown of gender and age in the Town of Stony Plain, see Table 3, below and on the following page.

Table 3

Age and Gender Distribution 2015						
	Number of Residents (n=15,737)	Percent of Residents (n=15,737)	Number of Male (n=7,720)	Number of Female (n=8,017)	Percent of Males (n=7,720)	Percent of Females (n=8,017)
0 to 2 years	574	4%	274	300	4%	4%
3 to 4 years	419	3%	218	201	3%	3%
5 to 7 years	667	4%	343	324	4%	4%
8 to 9 years	381	2%	176	205	2%	3%
10 to 12 years	576	4%	305	271	4%	3%
13 to 14 years	457	3%	236	221	3%	3%
15 to 19 years	991	6%	518	473	7%	6%
20 to 24 years	938	6%	485	453	6%	6%
25 to 29 years	949	6%	483	466	6%	6%
30 to 34 years	1111	7%	566	545	7%	7%
35 to 39 years	1088	7%	524	564	7%	7%
40 to 44 years	1107	7%	533	574	7%	7%
45 to 49 years	941	6%	471	470	6%	6%
50 to 54 years	1131	7%	548	583	7%	7%
55 to 59 years	1028	7%	498	530	6%	7%
60 to 64 years	877	6%	421	456	5%	6%
65 to 69 years	730	5%	351	379	5%	5%
70 to 74 years	589	4%	278	311	4%	4%

Age and Gender Distribution 2015						
	Number of Residents (n=15,737)	Percent of Residents (n=15,737)	Number of Male (n=7,720)	Number of Female (n=8,017)	Percent of Males (n=7,720)	Percent of Females (n=8,017)
75 to 79 years	458	3%	209	249	3%	3%
80 to 84 years	356	2%	152	204	2%	3%
85+ years	369	2%	131	238	2%	3%
Total	15,737	100%	7,720	8,017	100%	100%

For a breakdown of age by enumeration zone in the Town of Stony Plain, see Table 4, below and on the next page.

Table 4

Age by Enumeration Zone – Number of Residents						
Enumeration Zone	0-12 years old (n=2,617)	13-19 years old (n=1,448)	20-34 years old (n=2,998)	35-49 years old (n=3,136)	50-64 years old (n=3,036)	65 years old and over (n=2,502)
47 Ave Crossing	11	5	32	7	10	4
49 Ave Commercial Corridor	35	13	67	31	24	11
Annexed Area (Rural)	5	6	12	6	24	16
Barth & Gosset Manor	-	-	15	10	26	35
Brickyard	-	-	-	-	-	-
Brookview	96	39	107	79	28	15
Cedar Brae 1	-	1	2	4	20	44
Cedar Brae II	-	-	12	5	21	37
Country Plains Estates	18	21	12	36	37	10
Cove Properties	4	4	28	17	35	73
Creekside Point	6	2	5	8	11	4
Elmwood Court	-	-	-	-	2	29
Fairhaven Place	1	-	-	1	3	21
Fairways	211	92	167	249	207	83
Folkstone Place	-	-	1	2	11	42
Forest Green	180	109	253	228	249	121
Genesis on the Lakes	21	15	22	28	15	8
Graybiar	113	77	141	150	145	74
Graybiar Green	20	7	49	31	25	13
Heritage Court	-	-	-	1	5	44
Heritage Estates	49	33	56	59	79	43
High Park	118	109	95	173	172	61
Homesteads	15	9	35	28	31	87
Jutland Ridge	36	6	40	26	34	35

Age by Enumeration Zone – Number of Residents Continued						
Enumeration Zone	0-12 years old (n=2,617)	13-19 years old (n=1,448)	20-34 years old (n=2,998)	35-49 years old (n=3,136)	50-64 years old (n=3,036)	65 years old and over (n=2,502)
Lake Westerra	378	182	302	436	235	74
Meridian Cove	119	42	137	100	36	7
Meridian Heights	184	82	211	207	171	116
Meridian Meadows	25	21	46	62	103	176
North Business Park	-	-	-	-	-	-
Old Town	161	85	179	216	259	513
Paxton Place	20	5	16	20	12	5
Sandstone Estates	5	3	4	-	1	-
Silverstone	55	15	63	36	28	2
Rosenthal Estates	4	8	-	6	11	5
South Business Park	21	7	30	21	37	55
South Creek	62	26	95	46	14	2
Southridge	105	79	128	146	161	96
St. Andrews	138	105	181	175	210	77
Station 33	10	5	30	12	14	19
Station 33 Ph II	26	8	64	30	32	23
Stonegate Place	-	-	-	1	6	20
Stony Creek	18	9	9	30	16	6
Sun Meadows	-	-	4	3	14	6
Sunrise Village	-	-	-	-	5	60
The Glens	102	49	110	84	136	90
Whispering Waters	25	11	31	34	13	6
Willow Park	147	81	112	191	162	146
Woodlands	73	77	95	101	146	88
Total	2,617	1,448	2,998	3,136	3,036	2,502

APPENDIX A
CENSUS ONSITE FORM



2015 Municipal Census

Visit #	Date	Time

Enumerators ID:		Enumeration Area:	
PIN:		Enumeration Name:	
Apt: «Apt»			
Address: «Address»			
Street: «Street»			
Postal Code: «PostalCode»			
Building Name: «Building»			

1. As of April 1, 2015, how many people usually reside in this household?

2. How many people in this household fall into the following categories?

Age (years)	Number of Males	Number of Females
0-2		
3-4		
5-7		
8-9		
10-12		
13-14		
15-19		
20-24		
25-29		
30-34		
35-39		
40-44		
45-49		
50-54		
55-59		
60-64		
65-69		
70-74		
75-79		
80-84		
85+		
Total		

Would you be able to participate in a quality assurance phone call?

1. Yes ____ 2. No ____

If yes, please record your phone number and the first name of the person to speak with.

Phone number: _____ Contact first name: _____

Those are all the questions I have. Thank you!

Enumerator Initials

«Record»