

## 2018 Municipal Census Challenges

Connecting and informing residents was the most significant challenge:

- The on-line response rate was 51.8% (up slightly from the 2015 census which was 50.8%)
- 48.2% of households did not respond to the on-line census
- Door-to-door census collection captured another 37.7% of the households
- Clean up census collection captured an additional 8.4% households
- 2.2 % (809) households did not respond to any method of collection
- 11% of the census workers dropped out before completing their assigned areas. This was largely due to the inability to connect with the resident and when they did they often encountered resistance
- Residents were unwilling to answer their doors
- General distrust of government, persons asking questions at their door, and concerns for security of personal information

Method of collection and technology:

- With the use of a combined on-line and paper process, we are unable to maintain one master file from the creation of the address list to the completion of census data collection.
- Unable to monitor, review and check for quality assurance of the data until the end of June
- Significant resources are utilized to continually manually review, re-organize and track paper census forms and maps
- On-line portal cannot be left open once census workers are in the field which minimizes the impact of the most expensive communication tool i.e. the PIN letter mailed to every household in Strathcona County