

# 2022 municipal census

## Overview

# Purpose

- Present information on the 2022 municipal census process and results
- Highlight census program innovations

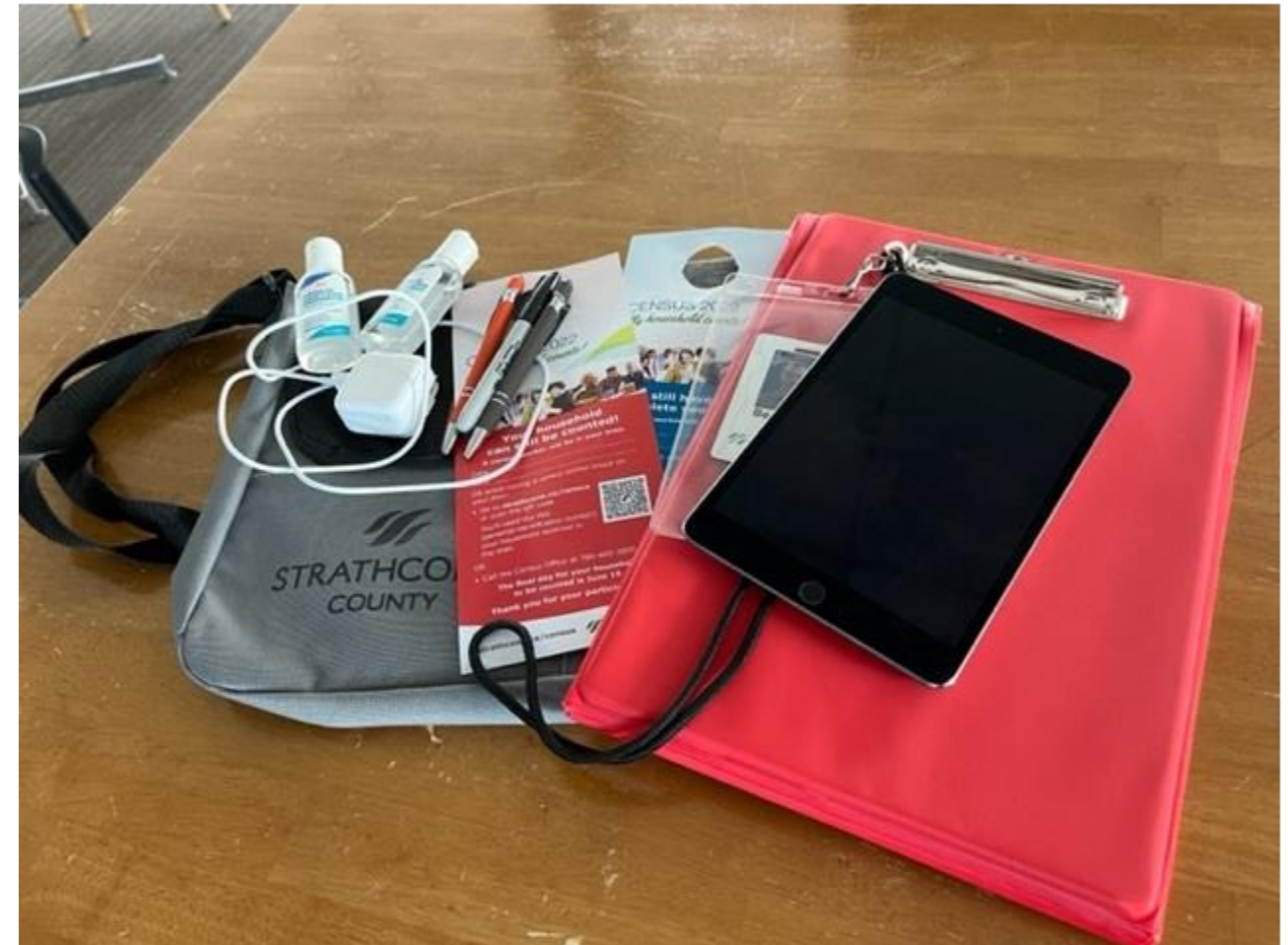
# 2022 municipal census overview



- Municipal census conducted on May 1, 2022
- 18 questions
- Completion options:
  - Online
  - Over the phone
  - Census worker visit
  - Kiosk
  - Collective dwellings (senior's residences, group homes, etc.)

# Innovations - technology

- First paperless census
- Online survey
- Census worker management app





# Innovations – door hangers

CENSUS 2022  
*My household counts!*



**Can we count on you to complete your census online?**

Go to [strathcona.ca/census](https://strathcona.ca/census) or scan the QR code.



You'll need the PIN (personal identification number) your household received in the mail.


OR

Call the Census Office at 780-400-3800.

**Thank you for your participation!**


[strathcona.ca/census](https://strathcona.ca/census) 

CENSUS 2022  
*My household counts!*



**Will you please complete your census online to avoid having a census worker knock on your door?**

- Go to [strathcona.ca/census](https://strathcona.ca/census) or scan the QR code



You'll need the PIN (personal identification number) your household received in the mail.

OR

- Call the Census Office at 780-400-3800.


**A census worker will be in your area:**

Date \_\_\_\_\_

Time \_\_\_\_\_

OR avoid having a census worker knock on your door:

- Go to [strathcona.ca/census](https://strathcona.ca/census) or scan the QR code




You'll need the PIN (personal identification number) your household received in the mail.


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- Call the Census Office at 780-400-3800.

**Thank you for your participation!**

[strathcona.ca/census](https://strathcona.ca/census) 

CENSUS 2022  
*My household counts!*



**You still have time to complete your census!**


**A census worker will be in your area:**

Date \_\_\_\_\_

Time \_\_\_\_\_

OR avoid having a census worker knock on your door:

- Go to [strathcona.ca/census](https://strathcona.ca/census) or scan the QR code




You'll need the PIN (personal identification number) your household received in the mail.

OR

- Call the Census Office at 780-400-3800.

**Thank you for your participation!**

[strathcona.ca/census](https://strathcona.ca/census) 

CENSUS 2022  
*My household counts!*



**Your household can still be counted!**

**A census worker will be in your area:**

Date \_\_\_\_\_

Time \_\_\_\_\_

OR avoid having a census worker knock on your door:

- Go to [strathcona.ca/census](https://strathcona.ca/census) or scan the QR code



You'll need the PIN (personal identification number) your household received in the mail.

OR


- Call the Census Office at 780-400-3800.

**The final day for your household to be counted is June 19.**

**Thank you for your participation!**

[strathcona.ca/census](https://strathcona.ca/census) 


CENSUS 2022  
*My household counts!*



**TIME IS RUNNING OUT!**

**Will you please complete your census online to avoid having a census worker knock on your door?**

- Go to [strathcona.ca/census](https://strathcona.ca/census) or scan the QR code



You'll need the PIN (personal identification number) your household received in the mail.

OR

- Call the Census Office at 780-400-3800.

**A census worker will be in your area:**

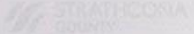
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**We need your household count.**

**Please complete by June 22.**

Address: \_\_\_\_\_

PIN: \_\_\_\_\_



# Innovations - communications



CENSUS 2022

Census Office, 140, 501 Festival Avenue, Sherwood Park AB

Phone 780-400-3800

MAILINGADDRESS  
MAILINGCITY, MAILINGPROV  
MAILINGPC

Hello

Can we count on you to complete your Strathcona County census online? Why? Completing the census online is easy and saves all of us money!

**Will you please complete the census online starting May 1?**

→ Go to [strathcona.ca/census](http://strathcona.ca/census) and click 'Census 2022'

OR

→ Scan the QR code

→ Enter your PIN to log in

PIN



The PIN number is case sensitive, unique and is assigned to *CIVIC\_ADDRESS*

OR

→ Call us to provide your census information at 780-400-3800

Monday to Friday, from 9 a.m. to 7 p.m.  
Weekends 12 noon to 5 p.m.  
May 1 - 13

After May 13, one of our census workers will visit homes to collect information from those households who have not responded. Online and phone-in options will remain open. Will you please use these options to avoid having a census worker 'knocking' on your door?

Your census information supports your County in the planning of programs and services. All information collected remains confidential. No personal information, such as your name, is asked for in the census.

Can we count on you? Thank you so much for your participation.

**Strathcona County Census Team**

*My household counts!*



2001 Sherwood Drive  
Sherwood Park, Alberta T8A 3W7

CENSUS 2022  
Complete Online



Response required by May 13



CENSUS 2022  
Complete Online

Response required by May 13

*My household counts!*





# Innovations – census worker supplies



# Achievements

- Census modernization goal of paperless census
- Reduced staffing levels through efficiencies
- Increased our online/over the phone response rate
- Online survey kept open during census collection





# Results

# Strathcona County's current population

100,362

# Population of 5 largest Alberta municipalities

Municipality	Most recent municipal census		2021 federal census			
	Population	Ranking	Population	Ranking		
<b>City of Calgary</b>	1,285,711 (2019)	1	1,306,784	1		
<b>City of Edmonton</b>	972,223 (2019)	2	1,010,899	2		
<b>City of Lethbridge</b>	101,482 (2019)	3	98,406	5		
<b>City of Red Deer</b>	101,002 (2019)	4	100,844	3		
<b>Strathcona County</b>	100,326 (2022)	5	99,225	4		

# Census population results

Area	2022 population	2018 population	% growth
Strathcona County	100,362	98,381	2%
Urban	73,000	71,332	2.3%
Rural	27,362	27,049	1.1%



# Census population results

Ward	2022 population	2018 population	% growth
1	13,764	13,606	1.2%
2	14,271	14,542	-1.9%
3	11,797	11,865	-0.1%
4	19,940	18,041	10.5%
5	9,882	9,412	5%
6	9,442	9,296	1.6%
7	8,322	8,341	-0.2%
8	12,944	13,278	-2.5%

# Data release timeline

Item	Where to find it	Date
High-level results summary	<a href="https://strathcona.ca/census">strathcona.ca/census</a>	September 13, 2022
Detailed report (downloadable)	<a href="https://strathcona.ca/census">strathcona.ca/census</a>	October 7, 2022
Mapping applications	<a href="https://strathcona.ca/census">strathcona.ca/census</a>	October 31, 2022

# Thank you