

2011 Municipal Census

September 13, 2011



www.morinville.ca

This report presents the results of Morinville's 2011 Municipal Census that was conducted from May 2 through to June 30. Up-to-date census data helps Morinville obtain maximum per capita grants with the grant funding going towards services for residents. Census data is important to developers and businesses when deciding where to build or locate. With a close proximity to the amenities of St. Albert and Edmonton, it retains the unique characteristics of a vibrant, growing rural community developed on the foundations of its rich heritage.

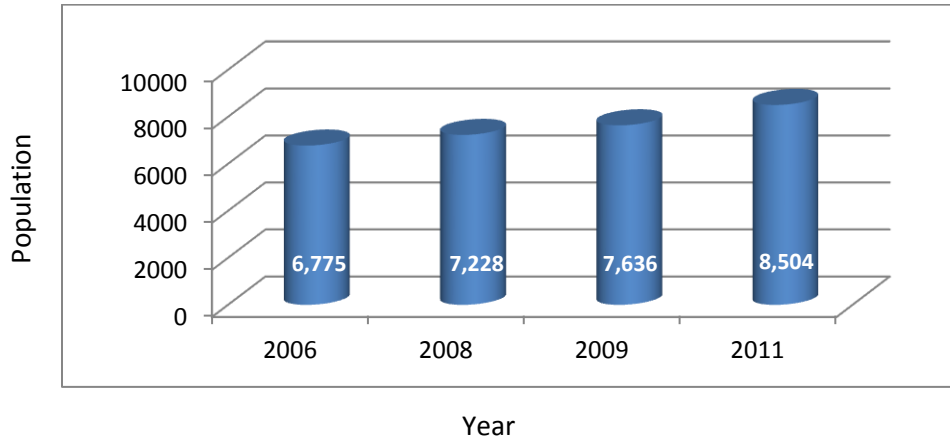
This year marks the first time residents could choose to answer the census on-line or wait for an enumerator. Overall, 38% of residents used the online option and the remaining 62% of residents were interviewed at their home by a census enumerator.

Questions asked in the 2011 census were:

- Dwelling status
- Number of residents in the home
- Dwelling type
- Home ownership
- Economic Development opportunities
- Language spoken at home
- Individual questions:
 - Year of birth
 - Gender
 - Work status
 - Student status
 - Work location
 - Work industry
 - Transportation to work
 - Education level

A total population figure of 8,504 was released on August 9, 2011, at the Regular Meeting of Council. Although response rates were high for all categories, some responses were not provided by the residents and therefore, the totals outlined could potentially be higher in some instances and will not balance.

Population growth

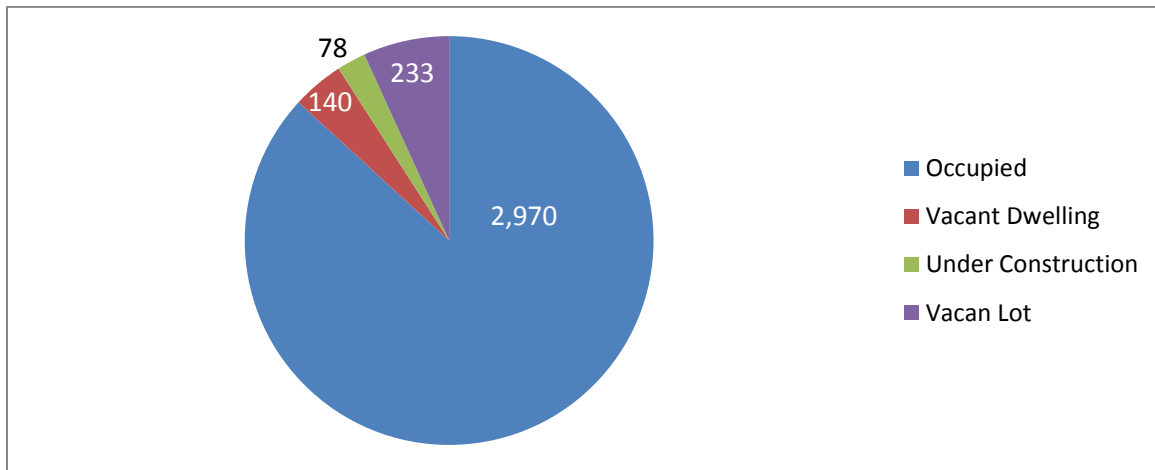


The total population in Morinville for the year 2011 is 8,504 people. There has been an increase of 867 people in Morinville since 2009, which is a growth of 11.4% in 2 years. In 2009, population was 7,636 residents; 2008, population was 7,228 residents and 2006, population was 6,775 residents.

Dwelling Status and Type

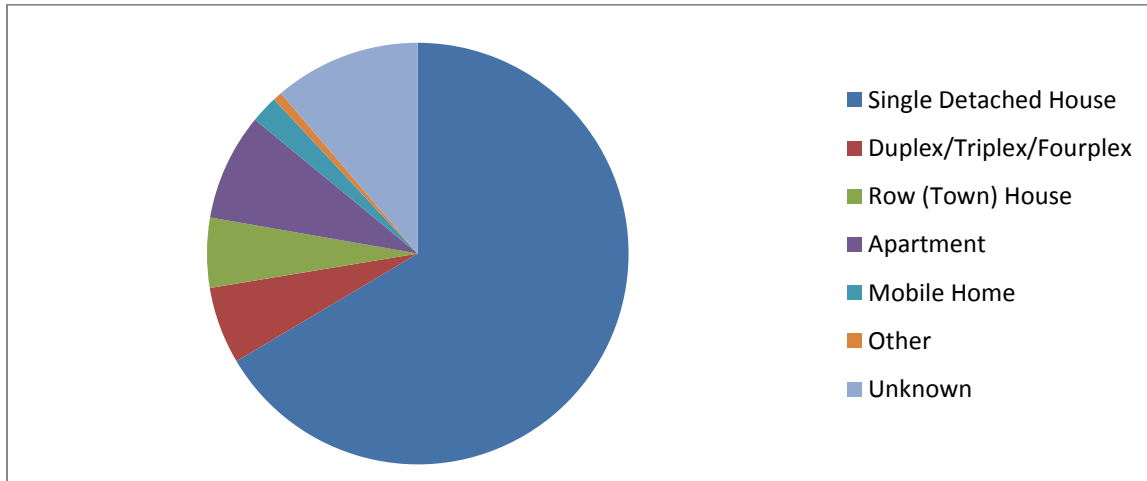
Dwellings Status

The total number of dwellings is 3,433. Of this, 2,970 are occupied, 140 vacant, 78 under construction and 233 vacant lots.



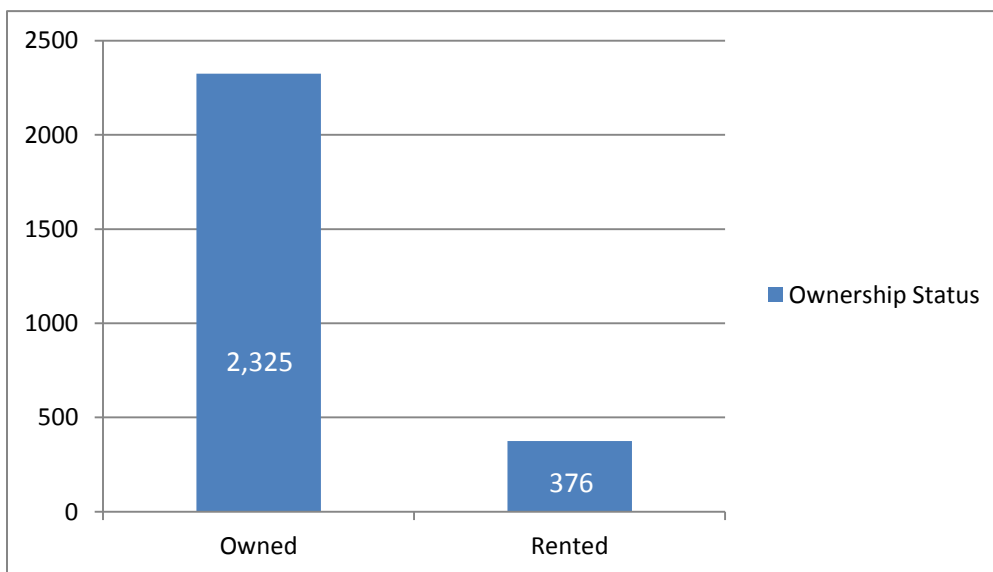
Dwelling Type

Of the 3,433 dwellings in Morinville, dwellings were broken down into the following categories: single detached house, duplex/triplex/fourplex/, row (town) house, apartment, mobile home, and other. The majority of dwellings in Morinville are single detached at (66%), unknown (11%), apartments (8%), duplex/triplex/fourplex (6%), row housing (5%), mobile home (2%), and other (1%).



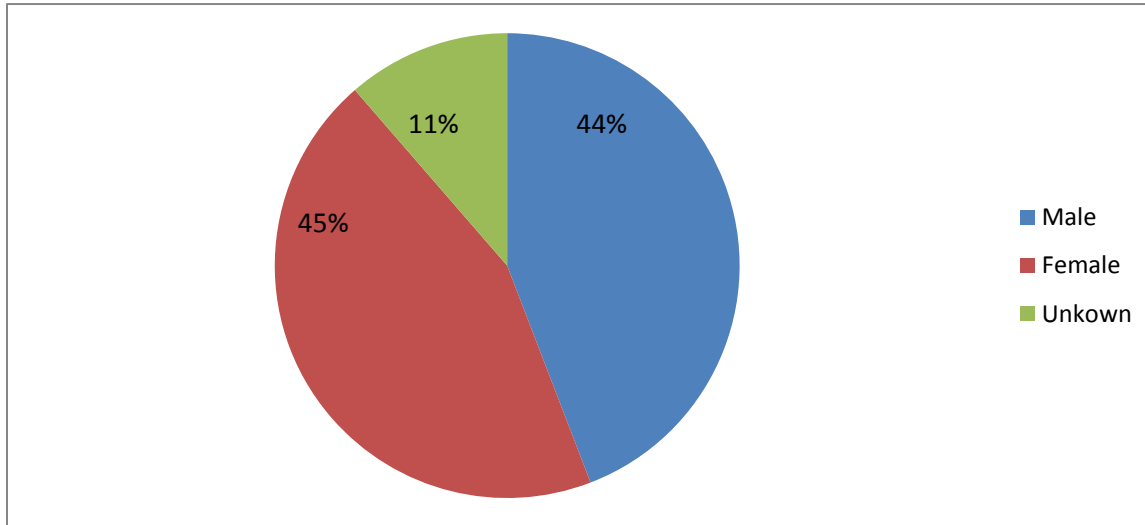
Ownership Status of Occupied Dwellings

Respondents were asked if their dwelling was owned or rented. Out of the 3,433 dwellings, approximately 67% responded that their dwelling was owned or rented. The ownership status of 732 dwellings is unknown.



Gender

The respondent was asked to identify the gender of each usual resident in the dwelling. There were 967 instances where gender was not provided.



Age Comparisons

Morinville is a young community, with a median age of 33.6, relatively unchanged from recent years.

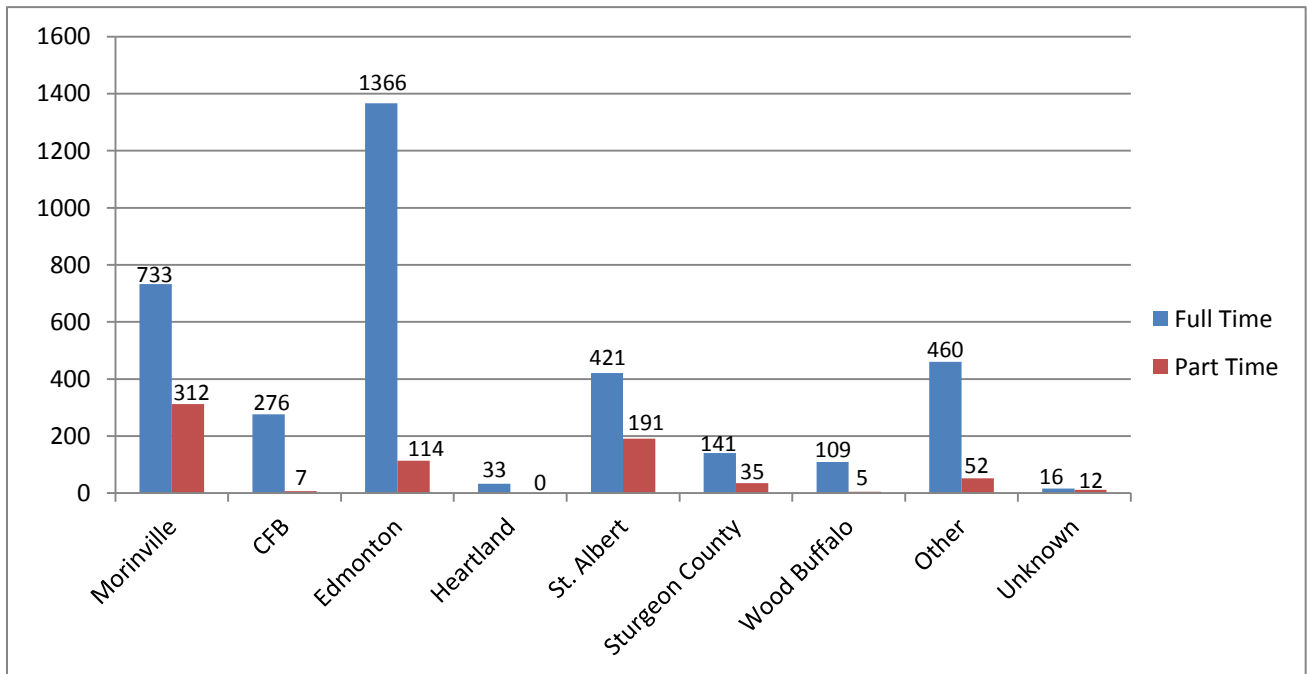
Age Groups	Number	Percentage	Gender		
			M	F	Unknown
0-4	597	8%	298	296	3
5-11	742	10%	382	357	3
12-17	608	8%	291	317	
18-24	666	9%	339	327	
25-34	1266	17%	602	664	
35-44	1063	14%	565	498	
45-54	1086	14%	532	554	
55-64	758	10%	374	384	
65-74	353	5%	170	183	
75+	160	2%	84	76	
Unknown	254	3%	121	126	7

Employment Status

Respondents were asked the resident's employment status as of May 2, 2010. The respondent had the option of picking one of the 8 working locations and from within the 8 locations, the response was further broken down into 5 classifications. The following chart reflects the responses provided for each person.

The 5 classifications and total respondents were as follows giving a total of 7,553 responses.

Full-Time	3555 (blue columns)
Part-Time	728 (red columns)
Retired	608
Homemaker	350
Unemployed	1154
Unknown Status	1158



Household

The household size in Morinville is a count of the number of people living in each dwelling. The average household size was 2.45 people per dwelling unit.

Conclusion and Lesson Learned

Following the 2011 census, enumerators gathered to discuss our successes and failures.

- Do not conduct a Municipal census along with the Federal census
- 100 households with a lengthy census form is enough
- When marking a form VOID it is not necessary to include the VOID form with package to Pivotal
- Prepare a list of only residential dwellings
- Remote signage when conducting census in subdivisions
- Could hold subdivision blitzes with a group of enumerators
- Leave the on-line portion up for longer than 2 weeks (2012 suggestion: April 2 – 27)
- Better luck during hockey playoff nights
- Better to work with more than 1 person
- 2 or more enumerators during trailer park route
- Problem address – note for future years (difficult as people move)
- Homes for sale where no answer available – contact the realtor for information
- Census call back forms – preprinted to save time

The following was noted as changes to the form for 2012:

- “Language” – not a good question
- “Work status” – add “Not able to work” option
- Clarify “Unemployed” vs “Student” (2011 enumerators were marking unemployed if a student)
- “Student” status – clarify how to fill in and whether or not filling in for everyone
- Flip the order of Industry and Location
- Work Industry – list only “Trade” / “Retail” (store; Home Hardware etc.) / “Service Industry” (restaurant; housekeeper; waiter; fast food)
- Define Heartland – where is this and what area
- Employment options: Childcare; Trucking/Transportation; Trades
- “Education” level – remove “Other” option
- “Transportation to work” – not a good question