

To: Chris Ross, Councillor  
From: Matthew Goudy, CAO  
Date: March 7<sup>th</sup>, 2019

Reference: 11/154/2019-142

## RE: Council Query – Census Questions

Thank you for your inquiry about the types of question to include during the Census.

The main purpose the City enumerates its residents is so it can benefit from the increase of the population when applying for grants.

In 2019, there will be many initiatives and elections campaigns that will require public engagement on local, provincial and federal fronts. In addition to elections at the provincial and federal levels, the City will be conducting a Citizen Satisfaction Survey that will focus questions on service levels and programs offered. For that reason, the Census questions only focus on finding out the number of people in Lacombe.

When analyzing the data from the last municipal census (2014), there was approximately one third of the residents that refused to answer questions regarding income level, gender, age and education. This renders a dataset of limited value. The federal census is a mandatory collection of data; therefore, it creates better datasets when analyzing community demographics for the purposes of decision making.

I hope this satisfies your inquiry – please feel free to email or call me if you'd like to discuss this matter further.

Sincerely,

FOIP Act section 17(1)

Matthew Goudy, P.Eng  
Chief Administrative Officer

