



## **News Release – For Immediate Release Monday, November 5, 2012**

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### **County Releases Population Estimates**

At this morning's County Council meeting, CAO Bill Rogan announced that the County of Grande Prairie's 2012 population is estimated at 21,157.

Rogan said that though they experienced challenges in collecting data from some households, requiring the County to estimate population for households missed, the census confirms that they are on the right track in creating a climate for growth.

"This growth has been on the County's radar over the past several years," said Rogan. "Our priority is to make sure we are being proactive to address the challenges and take advantage of the opportunities that accompany this rate of growth."

Approximately 10 percent of County residents were not enumerated. Rogan cited a number of reasons including enumerators who became ill, inclement weather this past spring, and the inability for enumerators to connect with some residents.

Despite this challenge, Rogan said that data acquired from the census will be valuable internally as well as externally for organizations such as schools. The County also included a questionnaire with the 2012 census, which will provide additional insight about its residents.

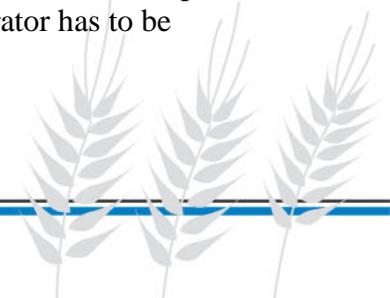
Information gathered from the questionnaire will be available this December.

To obtain its population estimate the County used the following formula: 2.68 (average residents per household) multiplied by the number of households that were not enumerated (based on the new Rural Addressing system). Actual census counts were added to that estimate to obtain a total population estimate of 21,157.

Rogan said the challenges faced in gathering data reflect the need to look for new alternatives for future census and respond to changing times.

Said Rogan: "Residents are busy and are not as accessible as they have been in the past. As well, we just don't have ready access to a workforce if an enumerator has to be replaced on short notice."

The County's population in 2006 was 17,929.





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