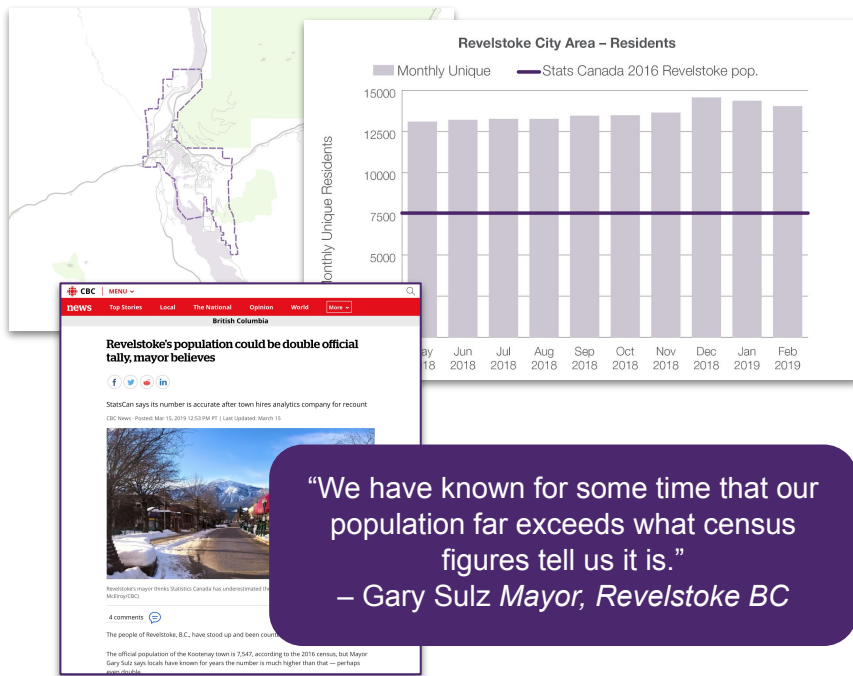


# Economic Development

## Revelstoke BC: Analysis of transient resident populations



“We have known for some time that our population far exceeds what census figures tell us it is.”  
— Gary Sulz Mayor, Revelstoke BC

### Challenge

Traditional Census methods only accounted for permanent residents, and only counted during the spring shoulder season. Revelstoke estimated double the seasonal working population.

### Solution

On a monthly basis TELUS Insights calculated the resident population of Revelstoke based on the network usage during that month.

### Result

This methodology confirmed Revelstokes estimate. The information provided a trendline of population fluctuation over the year that serves infrastructure planning and supports federal and provincial funding applications.