



# STRATHCONA COUNTY

## 2024 Budget Survey Report

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*Results weighted to ensure statistical  
validity to the Strathcona County population*

**Conducted by:**



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## 1 Detailed Project Description

### 1.1 Project Background

In early 2023, Strathcona County commissioned a survey to understand the views of residents and business and property owners in setting property taxes in relation to service levels. The survey results will help in developing 2024-2027 budgets for Council approval.

### 1.2 Methodology

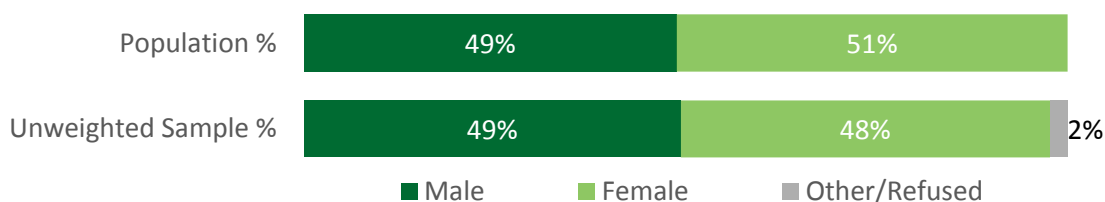
Strathcona County developed a survey which Advanis reviewed and provided feedback on. The survey was programmed and administered over the phone using computer-aided telephone interviewing (CATI) with live interviewers. Respondents with phone numbers in the Strathcona County area were randomly selected and contacted by telephone and asked to voluntarily participate in the online survey. In total, 575 statistically valid surveys were collected which have a margin of error of  $\pm 4.1\%$ , 19 times out of 20. Results are weighted as described below. An open web survey was also conducted simultaneously through County Voice, Strathcona County's public engagement platform. This open web survey was communicated through County communications channels. In total, 945 surveys were collected through the open web survey. Across the two methods, we collected 1,520 surveys.

The randomly recruited survey averaged 5.0 minutes and the open web survey averaged 4.4 minutes. Surveying was conducted from April 3 to May 7.

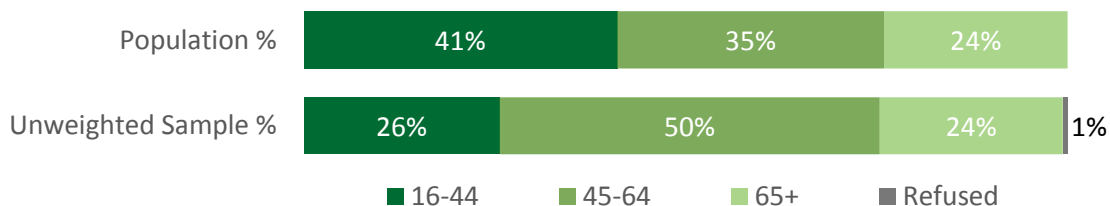
#### 1.2.1 Weighting

The 575 randomly recruited surveys include a mixture of both residents (n=476) and non-resident business owners (n=99). The survey included quotas on region (urban vs. rural), gender, and age to ensure a representative (though not exact) mix of respondents residents completed the survey.

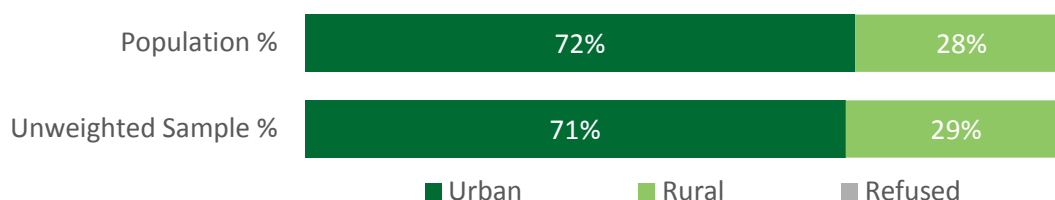
#### Representativeness of Resident Gender Demographics



#### Representativeness of Resident Age Demographics



## Representativeness of Resident Regional Demographics



To ensure representativeness, residents have been weighted to match the 2021 Canadian Census population proportions for Strathcona County with regard to age groups, gender, and residing in urban vs. rural location as well as to a 2022 estimate of mobile vs. landline telephone ownership using Statistics Canada’s 2019 Survey of Household Spending results. The weighting efficiency is 83%. Note that weighting has been applied to residents only – all non-resident business owners received a neutral weight of 1. Further information regarding weighting can be found in section 4.2.

Since surveys collected through the open online link were not administered to a random sample, a margin of error is not valid, and results are not weighted. Results from this survey is shown as a series of tables in section 4.3. Comparisons between the telephone and web sample results are made when relevant. The respondent profile of the open web survey is generally out of proportion with actual County demographics, featuring larger numbers of older respondents and retired respondents. The web sample also has a higher proportion of female and urban respondents, relative to actual County demographics.

### 1.2.2 Statistical Testing

Statistical testing has been applied to different segments of the sample to look for differences in results among different groups. Tests are performed at 95% confidence. Each segment is compared to all those not included in the segment. For example, a significant result for “Income \$110k to \$150k” means this group has answered a question statistically different than those whose income is not between \$100k and \$150k. Arrows indicate the direction of a statistically significant difference: ↑ indicates a result is higher while ↓ indicates a result is lower than the counterpart.

The analysis checked for statistical differences between the following groups:

- Age (16 to 44, 45 to 64, 65 or older);
- Gender (male, female);
- Region (Sherwood Park; Rural Strathcona County);
- Employment status (employed full/part time, not employed as a homemaker/caregiver/student/unable to work/looking for work/retired);
- Household income (under \$70,000, \$70,000 to \$109,999, \$110,000 to \$149,999, \$150,000 or more).

### 1.2.3 Interpreting Results

To improve readability, bars with values less than 5% may not have the value shown. Results have been rounded to remove decimal places. As a result, adding up values may not exactly equal the total expected (e.g., a stacked bar chart may appear to sum to 99% or 101%).

## 2 Summary of Findings

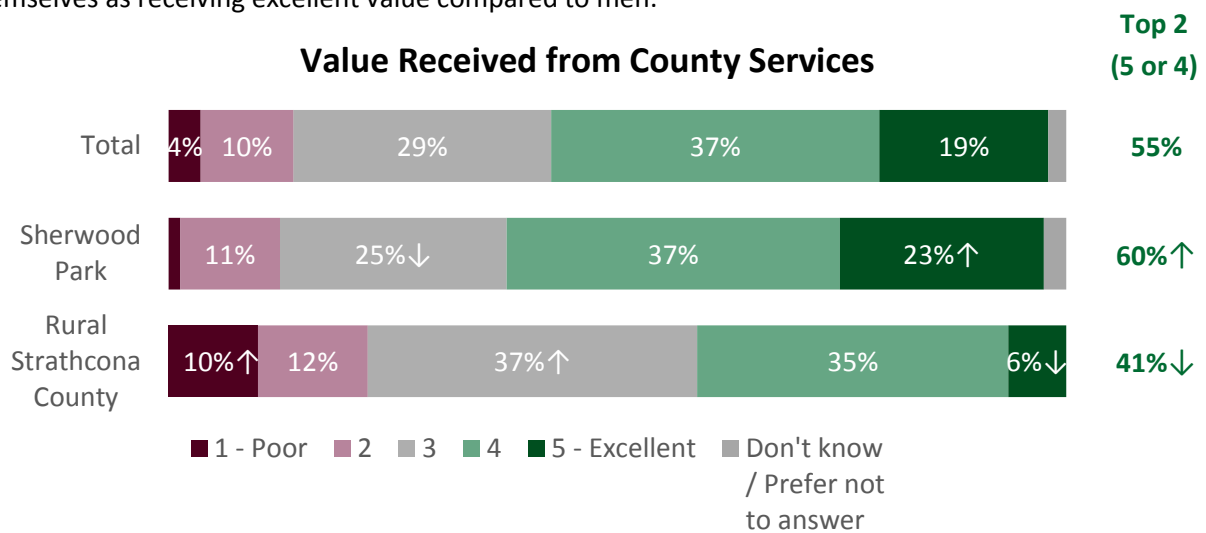
- Slightly more than half of respondents feel they receive positive value from the services they receive with moderately-high income earners, females, and Sherwood Park residents reporting the highest value.
- The vast majority of respondents believe their financial situation has stayed the same (44%) or became worse (42%) in the last 12 months. The next 12 months are expected to be similar with more than half expecting to have their financial situation remain the same.
- About half of respondents are comfortable with an increase in municipal property taxes if it is required. The majority of these suggest only a 2% increase followed by 3% increase. In contrast, about half of the 9% who suggest property tax decreases suggest a decrease of 4% or more in taxes.
- Respondents suggest prioritizing long-term fiscal sustainability and minimizing property taxes over other priorities by a large margin. While these two results are the highest, they do not necessarily align. Ensuring fiscal sustainability might require tax increases, which is counter to minimizing taxes. These divided results are also reflected in the diverse options towards tax increases or decreases.

### 3 Detailed Findings

#### 3.1 Value from Services

Just over half of respondents feel they receive positive value from County services. Note that these results are in line with the open web survey where 61% of respondents feel they receive positive value from County services. This proportion of respondents is also very similar to last year's study, where 58% indicated positive value from County services.

Sherwood Park residents are more likely to perceive themselves as receiving excellent value from County services compared to rural Strathcona County residents. Women are also more likely to perceive themselves as receiving excellent value compared to men.



q6 - What value do you receive from County services? Base: Total (n=575), Sherwood Park residents (n=337), Rural Strathcona County residents (n=138)

Other significant subgroup differences for the top 2 result include:

- Those with incomes from \$110,000 to \$149,999: 67%↑;
- Females: 62%↑;
- Males: 47%↓.

### 3.2 Financial Situation

In the past 12 months, most respondents' financial situations have stayed the same or become worse. The next 12 months are not expected to improve much as most believe their situation will either remain the same or, for over a quarter, expect their financial situation to become worse.

Change in Financial Situation			Next 12 months			
			Will become better 11%	Will stay the same 56%	Will become worse 28%	Prefer not to answer 5%
Previous 12 months	Has become better	9%	5%	4%	0%	0%
	Has stayed the same	44%	2%	34%	8%	1%
	Has become worse	42%	4%	18%	19%	1%
	Prefer not to answer	4%	0%	1%	0%	3%

q8 - Over the last 12 months, has your personal financial situation... Base: Total (n=575)

q9 - How do you think your personal financial situation will change in the next 12 months? Base: Total (n=575)

Respondents answering the open web survey match these sentiments closely with many describing their personal financial situation as staying the same (47%) or becoming worse (42%) in the last 12 months. Additionally, most respondents answering the open web survey predict their personal financial situation to stay the same (58%) or get worse (28%) in the next 12 months. The 2023 results are generally very similar to the 2022 results.

Income is a major factor with regards to financial situations:

- Those with incomes less than \$70,000 are more likely to have had their financial situation become worse (57%) over the past 12 months; and
- Those with incomes of \$150,000 or more are more likely to have said their financial situation has become better (17%) or will become better (16%).

Others who have had their financial situation become better over the past 12 months include:

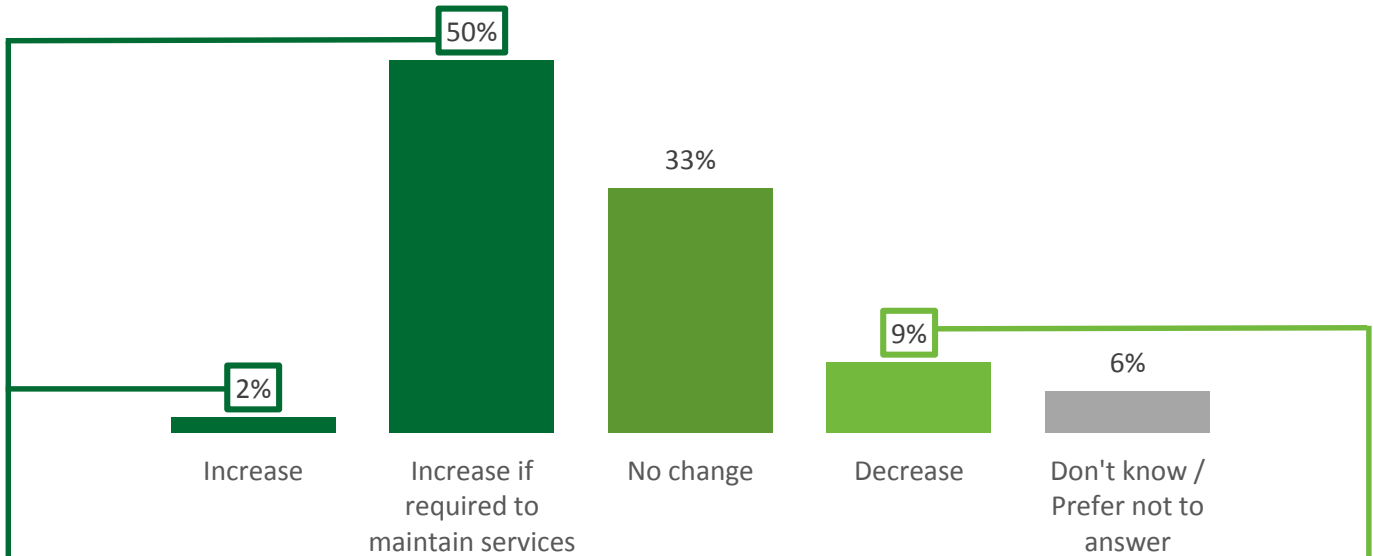
- Those who are 16 to 44 years old (16%); and
- Those who are employed (13%).

Additionally, those who are employed are more likely to believe their financial situation will become better in the next 12 months (15%).

### 3.3 Budget Preferences

About half (52%) of respondents are comfortable with an increase in property taxes, although nearly all of those suggest an increase only if required to maintain programs and services. A similar percentage of respondents answering the open web survey are comfortable with an increase in property taxes (55%). The 2023 breakdown is again broadly similar to the 2022 result.

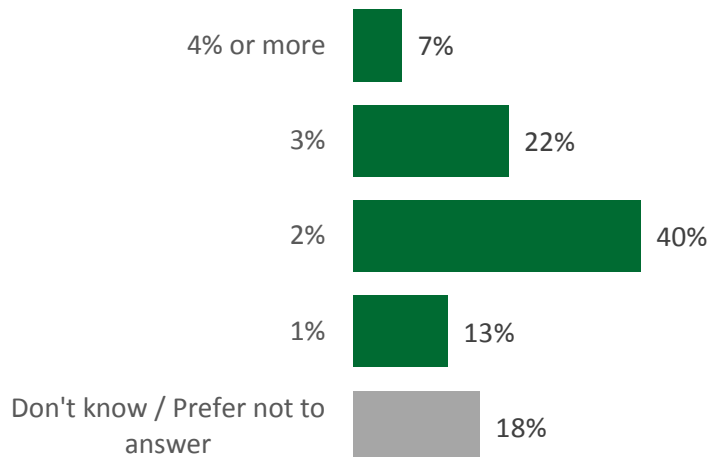
#### Preferred Change in Property Taxes



q3 - Which answer best describes your comfort level and/or preference relating to municipal property taxes for 2024? Base: Total (n=575)

Among those suggesting an increase (including in the open web link survey), most suggest an increase of 2% or less.

#### → Prefers Increase



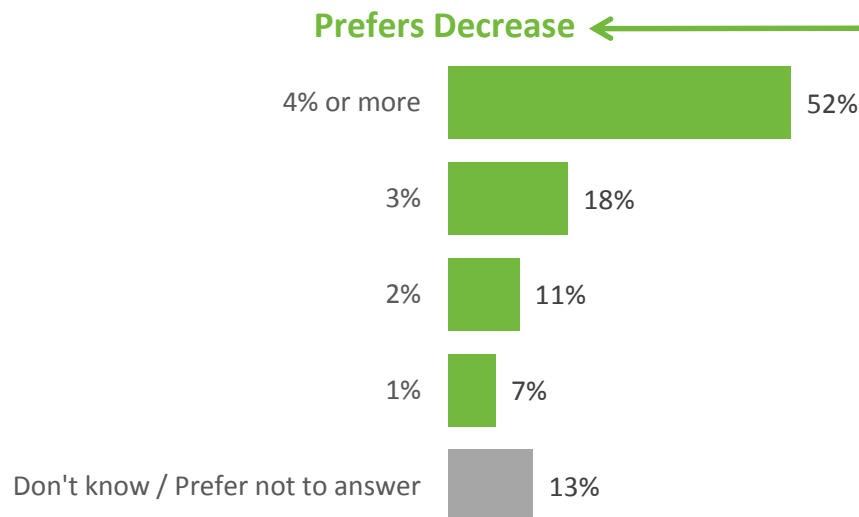
q4 - Your preference is to increase property taxes to either increase or maintain services. What is an acceptable property tax increase for Strathcona County to consider for 2024? Base: Prefers increase (n=304)



Those who are more likely to prefer a tax increase include:

- Those who are not employed (66%);
- Those with incomes from \$100,000 to \$149,999 (64%);
- Those who are 65 years old or older (62%);
- Females (60%); and
- Those who live in Sherwood Park (56%).

In contrast, about one in ten would like to see taxes decrease with most of those (including those from the open web link survey) looking for a substantial decrease of at least 4%.



q5 - Your preference is to decrease property taxes. What is an acceptable property tax decrease for Strathcona County to consider for 2024?

Base: Prefers decrease (n=49)

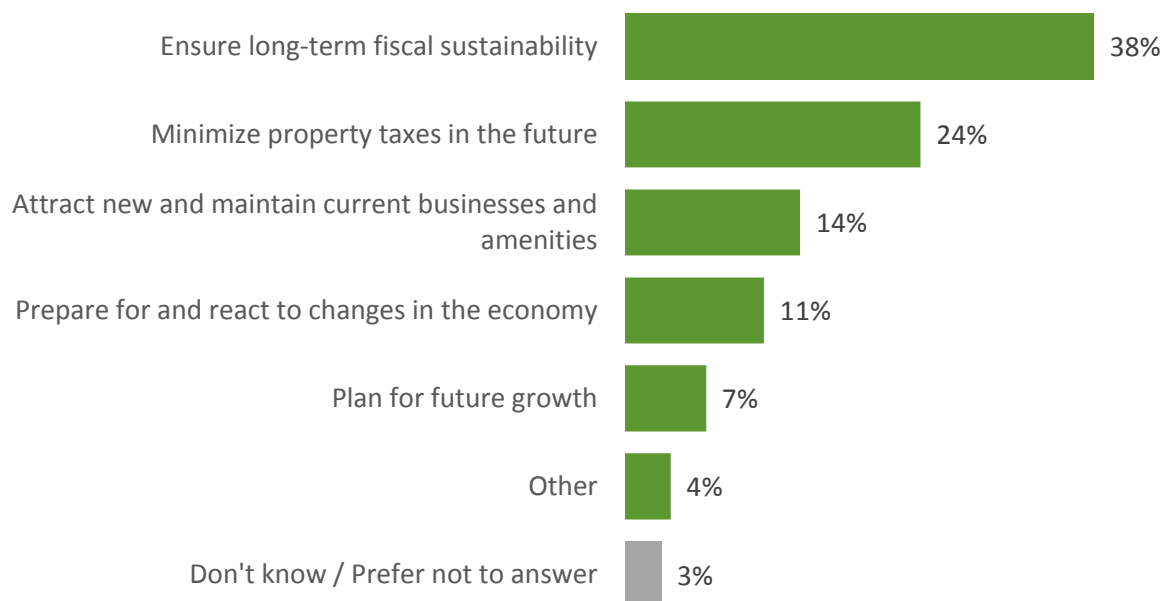
Those who are more likely to prefer a decrease include:

- Those with incomes of \$150,000 or more (14%);
- Those who are employed (13%); and
- Males (13%).

### 3.4 Budget Priorities

Ensuring long-term fiscal sustainability and minimizing property taxes in the future are the top two budget prioritizes. Respondents answering the open web survey have the same top two priorities with 44% mentioning ensuring long-term fiscal sustainability and 23% mentioning minimizing property taxes in the future. Last year's study also had these as the top two priorities, although ensuring long-term stability was chosen by 10% fewer respondents this year.

### Top Budget Priorities for the Future



q2 - As Strathcona County plans for the future, which of the following is most important to inform and shape 2024-2027 budgets and business plans? Base: Total (n=575)

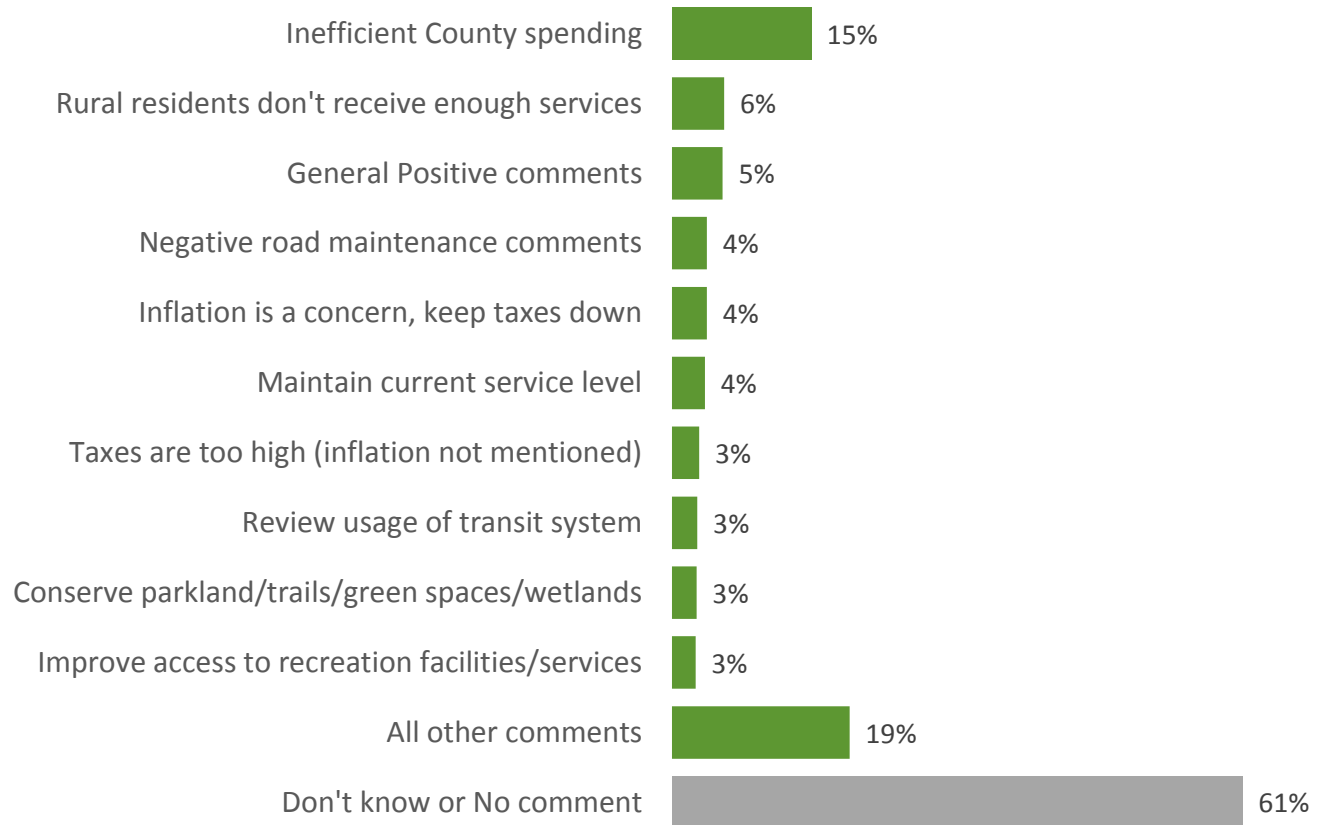
Significant subgroup differences include:

- Ensuring long-term fiscal sustainability is more important to those who are 65 or older (53%) and those who are not employed (44%);
- Minimizing property taxes in the future is more important to those who live in rural Strathcona County (33%) and those who are employed (28%); and
- Preparing for, and reacting to, changes in the economy is less important to those that are 65 or older (6%).

### 3.5 Other Comments

When asked, most respondents did not provide additional comments. Those that did had many different additional comments to provide with improving efficiency, providing more services, and general positive comments being the most common mentions. Respondents answering the open web survey are also most likely to mention inefficient county spending (18%). “All other comments” include items mentioned by 2% or fewer respondents and includes maintaining or improving RCMP and emergency services, building new facilities, positive and negative snow removal comments, suggesting not to take on new large projects, mentioning that tax increases burden fixed income households, approving of a minimal tax increase, positive road maintenance comments, improving services/programs/supports for seniors, enforcing bylaws and increasing business taxes instead of residential taxes.

### Additional Comments



q7 - Please share any additional comments on priorities, tax rates and/or services. Base: Total (n=575)

## 4 Appendices

### 4.1 Respondent Demographics

Gender	Unweighted %	Weighted %
Male	48%	47%
Female	51%	53%
Another or Non-binary	0%	0%
Unweighted base (excluding refusals)	564	

Location	Unweighted %	Weighted %
Sherwood Park	71%	72%
Rural Strathcona County	29%	28%
Neighbourhood in Sherwood Park	71%	72%
Rural Hamlet in Strathcona County	8%	8%
Rural Subdivision in Strathcona County	16%	15%
Rural area in Strathcona County that is not within a subdivision	5%	5%
Unweighted base (SC residents excluding refusals)	475	

Age	Unweighted %	Weighted %
NET 16 to 44	25%	36%
NET 45 to 64	50%	39%
NET 65+	25%	24%
16 to 24	3%	9%
25 to 34	4%	12%
35 to 44	19%	15%
45 to 54	25%	20%
55 to 64	25%	19%
65 to 74	18%	18%
75 to 84	6%	6%
85+	1%	1%
Unweighted base (excluding refusals)	570	

<b>Resident Status</b>	<b>Weighted %</b>
I am a resident of Strathcona County	83%
I own a residential property in Strathcona County	60%
I own/operate a business in Strathcona County	10%
Unweighted base	575

<b>Residence Ownership</b>	<b>Weighted %</b>
Own	89%
Rent	11%
Unweighted base (excluding refusals)	568

<b>Employment Status</b>	<b>Weighted %</b>
Employed	59%
Not Employed	40%
Work full-time	51%
Work part-time	7%
Full-time student	7%
Homemaker	3%
Caregiver of dependent children/adults	2%
Permanently unable to work	3%
Currently looking for work	1%
Retired	24%
Other	1%
Unweighted base (excluding refusals)	571

Household Income	Weighted %
NET Below \$70k	18%
NET \$70k to \$110k	23%
NET \$110k to \$150k	19%
NET \$150k or more	41%
Less than \$30,000	5%
\$30,000 to \$49,999	4%
\$50,000 to \$69,999	8%
\$70,000 to \$89,999	12%
\$90,000 to \$109,999	10%
\$110,000 to \$129,999	12%
\$130,000 to \$149,999	8%
\$150,000 to \$169,999	7%
\$170,000 and over	33%
Unweighted base (excluding refusals)	463

Values may not add to 100% due to rounding.

## 4.2 Data Weighting

Results from residents from the statistically valid survey are weighted to the region, gender, age, and phone ownership characteristics of Strathcona County residents. The following shows the weight ranges applied to each group:

Segment	Minimum Weight	Maximum Weight
<b>Region</b>		
Urban	0.49	5.87
Rural	0.55	2.75
Unknown	1.00	1.00
Business owner only	1.00	1.00
<b>Gender</b>		
Male	0.49	5.87
Female	0.59	2.75
Other/Unknown	0.70	1.25
<b>Age</b>		
16 to 34	1.00	5.87
35 to 64	0.49	1.36
65 or over	0.83	1.31
Unknown	1.00	1.00
<b>Phones Owned</b>		
Cell phone only	0.77	1.25
Both	0.49	5.87
Landline only	0.92	1.36

### 4.3 Open Web Link Results

Value Received from County Services	Unweighted %
(4,5) Top 2	61%
1 - Poor	4%
2	8%
3	25%
4	38%
5 - Excellent	22%
Don't know / Prefer not to answer	1%
Unweighted base	945

Important Budget Priorities for the Future	Unweighted %
Ensure long-term fiscal sustainability – meaning financial decisions today maintain a healthy financial position in the future	44%
Minimize property taxes in the future	23%
Attract new and maintain current businesses and amenities	11%
Prepare for and react to changes in the economy	11%
Plan for future growth	6%
Other	4%
Don't know / Prefer not to answer	1%
Unweighted base	945

Comfort Level with Changing Municipal Property Taxes	Unweighted %
NET Increase	55%
Significant increase in property taxes to increase services and manage inflation	3%
Increase property taxes, if required, to maintain services and manage inflation	52%
Maintain property taxes at the current rate (0% increase in 2024), which will result in reduced service levels	36%
Decrease property taxes, which will result in further reduced service levels	7%
Don't know / Prefer not to answer	2%
Unweighted base	945



<b>Preference to Increase Property Taxes by</b>	<b>Unweighted %</b>
1%	18%
2%	41%
3%	21%
4% or more	8%
Don't know / Prefer not to answer	12%
Unweighted base	516

<b>Preference to Decrease Property Taxes by</b>	<b>Unweighted %</b>
1%	6%
2%	24%
3%	13%
4% or more	56%
Don't know / Prefer not to answer	1%
Unweighted base	70

<b>Personal Financial Situation Over the Last 12 Months</b>	<b>Unweighted %</b>
Become better	7%
Stayed the same	47%
Become worse	42%
Prefer not to answer	4%
Unweighted base	945

<b>Personal Financial Situation Over the Next 12 Months</b>	<b>Unweighted %</b>
Become better	10%
Stay the same	58%
Become worse	28%
Prefer not to answer	3%
Unweighted base	945

<b>Additional Comments on Priorities, Tax Rates and/or Services</b>	<b>Unweighted %</b>
Inefficient County spending	18%
General positive comments	6%
Don't take on new large projects (i.e., Indoor field house/soccer center, Ag/equine facility, Hospital, etc.)	6%
Negative road maintenance comments	6%
Inflation is a concern, keep taxes down	5%
Rural residents don't receive enough services for taxes paid	4%
Improve access to recreation facilities/services (e.g., more hours, less expensive, more options, etc.)	3%
Maintain current service level	2%
Build new facilities (i.e., Indoor field house/soccer center, Ag/equine facility, Hospital, etc.)	2%
Review usage of transit system	2%
Provide more/better services/programs/supports for seniors	2%
Negative snow removal mentions	2%
Improve RCMP and Emergency services	2%
Tax increases a burden on fixed income households (i.e., Seniors, etc.)	2%
Conserve parkland/trails/green spaces/wetlands	2%
Positive snow removal mentions	2%
Taxes are too high (without any mention of inflation)	2%
Approve of a minimal tax increase	1%
Positive road maintenance comments	1%
Increase commercial/business taxes instead of residential	1%
Enforce bylaws	1%
Improve internet service/improve cellphone coverage and reception	1%
Maintain RCMP and Emergency services (Positive mentions)	1%
Other	5%
Don't know	1%
Comments about the survey itself	1%
Unweighted base	945

Gender	Unweighted %
Male	45%
Female	54%
Another or Non-binary	1%
Unweighted base (excluding refusals)	886

Location	Unweighted %
Sherwood Park	77%
Rural Strathcona County	23%
Neighbourhood in Sherwood Park	77%
Rural Hamlet in Strathcona County	4%
Rural Subdivision in Strathcona County	13%
Rural area in Strathcona County that is not within a subdivision	6%
Unweighted base (SC residents excluding refusals)	776

Age	Unweighted %
NET 16 to 44	28%
NET 45 to 64	41%
NET 65+	31%
16 to 24	2%
25 to 34	8%
35 to 44	18%
45 to 54	17%
55 to 64	24%
65 to 74	21%
75 to 84	9%
85+	1%
Unweighted base (excluding refusals)	930

<b>Resident Status</b>	<b>Unweighted %</b>
I am a resident of Strathcona County	83%
I own a residential property in Strathcona County	55%
I own/operate a business in Strathcona County	8%
Unweighted base	945

<b>Residence Ownership</b>	<b>Unweighted %</b>
Own	95%
Rent	5%
Unweighted base (excluding refusals)	917

<b>Employment Status</b>	<b>Unweighted %</b>
Employed	56%
Not Employed	43%
Work full-time	48%
Work part-time	8%
Full-time student	2%
Homemaker	2%
Caregiver of dependent children/adults	1%
Permanently unable to work	1%
Currently looking for work	1%
Retired	36%
Other	2%
Unweighted base (excluding refusals)	924

Household Income	Unweighted %
NET Below \$70k	20%
NET \$70k to \$110k	27%
NET \$110k to \$150k	23%
NET \$150k or more	31%
Less than \$30,000	4%
\$30,000 to \$49,999	5%
\$50,000 to \$69,999	11%
\$70,000 to \$89,999	14%
\$90,000 to \$109,999	13%
\$110,000 to \$129,999	12%
\$130,000 to \$149,999	12%
\$150,000 to \$169,999	8%
\$170,000 and over	23%
Unweighted base (excluding refusals)	683

#### 4.4 Survey Methodology Summary

<b>Research sponsor</b> (including all financial sponsors)	Strathcona County
<b>Research/data collection supplier</b>	Advanis
<b>Population represented</b>	Strathcona County residents and land and business owners aged 16 and older.
<b>Sample size</b>	n=575 randomly recruited n=945 open web link
<b>Mode of data collection</b>	Telephone recruit to an online survey, and open web link survey. Average survey lengths: Random recruit: 6.0 minutes, open web link: 4.4 minutes.
<b>Source of sample</b>	<ul style="list-style-type: none"> <li>- Advanis General Population Random Sample</li> <li>- ASDE Survey Sampler</li> <li>- Strathcona County advertisements</li> </ul>
<b>Type of sample</b>	Telephone numbers and advertisement views
<b>Sample design</b>	For telephone recruit only, targeted those in younger age groups
<b>Start and end dates of data collection</b>	April 3 to May 7, 2023
<b>Strategies used to gain cooperation</b>	Multiple calls made to phone numbers, reminder emails, SMS, advertisements by the County
<b>Margin of sampling error for total sample</b>	4.1%, 19 times out of 20 for randomly recruited recruit results
<b>Is data weighted?</b>	Yes, by age, gender, urban vs. rural, and phones owned. See section 0 above for details.
<b>Contact for more information</b>	Patrick Kyba, pkyba@advanis.net Advanis (780) 229-1135
<b>Survey text</b>	See section 4.5 below

#### 4.5 Survey

What follows is a paper version of the web survey.

# Budget Survey

Strathcona County



**Languages:** English



The purpose of this survey is to understand the views of residents, and business and property owners in setting property taxes in relation to service levels. The survey results will help in developing 2024-2027 budgets for Council approval.

This survey will take you approximately 3-4 minutes to complete and will be available until May 7th.

Strathcona County has contracted an independent public opinion research company, Advanis (<http://advanis.net> (<http://advanis.net>)), to conduct the 2023 Budget Survey on Strathcona County's behalf. In addition to this web survey, County residents may be randomly selected and contacted via telephone to participate in this survey from April-May 2023. Participation is entirely voluntary, and you can withdraw at any time. Your personal information is treated with the highest standards of confidentiality by Advanis. Survey answers will be grouped with other participant responses, and your personal information will only be used for the purposes stated in the survey.

This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20230321-AD455.

You can visit: <https://www.canadianresearchinsightscouncil.ca/rvs/home/> (<https://www.canadianresearchinsightscouncil.ca/rvs/home/>) to verify the legitimacy of this survey.

You can also contact Cameron Dykstra, Public Engagement and Research Analyst for concerns about the survey or Advanis [Cameron.dykstra@strathcona.ca](mailto:Cameron.dykstra@strathcona.ca) (<mailto:Cameron.dykstra@strathcona.ca>) 780-464-8252. You can also review the results of the previous year's survey [here](https://strathconacablob.blob.core.windows.net/files/files/budget_survey_2022_report_final.pdf) ([https://strathconacablob.blob.core.windows.net/files/files/budget\\_survey\\_2022\\_report\\_final.pdf](https://strathconacablob.blob.core.windows.net/files/files/budget_survey_2022_report_final.pdf)).

Press the right arrow to begin.

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This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20230321-AD455.

You can visit: <https://www.canadianresearchinsightscouncil.ca/rvs/home/> (<https://www.canadianresearchinsightscouncil.ca/rvs/home/>) to verify the legitimacy of this survey.

You can also contact Cameron Dykstra, Public Engagement and Research Analyst for concerns about the survey or Advanis [Cameron.dykstra@strathcona.ca](mailto:Cameron.dykstra@strathcona.ca) (<mailto:Cameron.dykstra@strathcona.ca>) 780-464-8252. You can also review the results of the previous year's survey [here](https://strathconac.blob.core.windows.net/files/files/budget_survey_2022_report_final.pdf) ([https://strathconac.blob.core.windows.net/files/files/budget\\_survey\\_2022\\_report\\_final.pdf](https://strathconac.blob.core.windows.net/files/files/budget_survey_2022_report_final.pdf)).

Press the right arrow to begin.

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## Q12

Which category below includes your age?

- ☐ 1 Under 16
- ☐ 2 16 to 24
- ☐ 3 25 to 34
- ☐ 4 35 to 44
- ☐ 5 45 to 54
- ☐ 6 55 to 64
- ☐ 7 65 to 74
- ☐ 8 75 to 84
- ☐ 9 85+
- ☐ -8 Prefer not to answer



**T1**      *Show if under 16 (Q12 = 1)*



Thank you for your interest in this survey. However, we require that you be at least 16 years of age to participate.

Status Code: 501

**AgeConfirm**      *Show if Refused age (Q12 = Prefer not to answer)*

To be able to participate in this survey, we require that you be at least 16 years of age. Please confirm that you are at least 16 years of age.

- ☐ <sub>1</sub>      I am **under** 16 years of age
- ☐ <sub>2</sub>      I am **at least** 16 years of age
- ☐ <sub>3</sub>      Prefer not to answer (this will terminate the survey)

**T3**      *Show if Did not confirm being at least 16 (AgeConfirm = 1,3)*



Thank you for your interest in this survey. However, we require that you be at least 16 years of age to participate.

Status Code: 503

**Q1**

Please select which of the following apply to you:

Select all that apply.

- ☐ <sub>1</sub>      I am a resident of Strathcona County
- ☐ <sub>2</sub>      I own a residential property in Strathcona County
- ☐ <sub>3</sub>      I own/operate a business in Strathcona County
- ☐ <sub>4</sub>      None of the above      *(Exclusive)*

**T2**      *Show if No affiliation with Strathcona County (Q1\_4 = 1)*



Thank you for your interest in this survey. However, we require that you live or own property in Strathcona County to participate.

Status Code: 502

## Q2

As Strathcona County plans for the future, which of the following is **most** important to inform and shape 2024-2027 budgets and business plans?

- ☐ 1 Ensure long-term fiscal sustainability – meaning financial decisions today maintain a healthy financial position in the future \*
- ☐ 2 Attract new and maintain current businesses and amenities \*
- ☐ 3 Minimize property taxes in the future \*
- ☐ 4 Prepare for and react to changes in the economy \*
- ☐ 5 Plan for future growth \*
- ☐ 6 Other (specify): \_\_\_\_\_
- ☐ 7 Don't know/prefer not to answer

*Levels marked with \* are randomized*

## Q3

Municipal property taxes are the primary way to pay for Strathcona County services and programs (e.g., fire rescue, transit, roads, snow removal, parks and recreation centres). Inflation is an economic pressure the County must address in budgeting.

Which answer **best** describes your comfort level and/or preference relating to municipal property taxes for 2024?

- ☐ 1 Significant increase in property taxes to increase services and manage inflation
- ☐ 2 Increase property taxes, if required, to maintain services and manage inflation
- ☐ 3 Maintain property taxes at the current rate (0% increase in 2024), which will result in reduced service levels
- ☐ 4 Decrease property taxes, which will result in further reduced service levels
- ☐ 5 Don't know/prefer not to answer

## Q4 *Show if increase property tax (Q3 = 1,2)*

Your preference is to **increase** property taxes to either increase or maintain services. What is an acceptable property tax increase for Strathcona County to consider for 2024?

- ☐ 1 1%
- ☐ 2 2%
- ☐ 3 3%
- ☐ 4 4% or more
- ☐ 5 Don't know/prefer not to answer

**Q5** *Show if decrease property tax (Q3 = 4)*

Your preference is to **decrease** property taxes. What is an acceptable property tax decrease for Strathcona County to consider for 2024?

- ☐ <sub>1</sub> 1%
- ☐ <sub>2</sub> 2%
- ☐ <sub>3</sub> 3%
- ☐ <sub>4</sub> 4% or more
- ☐ <sub>5</sub> Don't know/prefer not to answer

**Q6**

What value do you receive from County services?

- ☐ <sub>1</sub> 1 - Poor
- ☐ <sub>2</sub> 2
- ☐ <sub>3</sub> 3
- ☐ <sub>4</sub> 4
- ☐ <sub>5</sub> 5 - Excellent
- ☐ <sub>6</sub> Don't know/prefer not to answer

**Q7**

Please share any additional comments on priorities, tax rates and/or services.  
Please do not include any personally identifying information.

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- ☐ <sub>-8</sub> No comment

**Q8**

Over the **last 12 months**, has your personal financial situation...

- ☐ <sub>1</sub> Become better
- ☐ <sub>2</sub> Stayed the same
- ☐ <sub>3</sub> Become worse
- ☐ <sub>-8</sub> Prefer not to answer

**Q9**

How do you think your personal financial situation will change in the **next 12 months**?

- ☐ <sub>1</sub> Become better
- ☐ <sub>2</sub> Stay the same
- ☐ <sub>3</sub> Become worse
- ☐ <sub>-8</sub> Prefer not to answer

**Q10**

Finally, we have some questions for classification purposes.

What is your current employment status?

- ☐ 1 Work full-time
- ☐ 2 Work part-time
- ☐ 3 Full-time student
- ☐ 4 Homemaker
- ☐ 5 Caregiver of dependent children/adults
- ☐ 6 Permanently unable to work
- ☐ 7 Currently looking for work
- ☐ 8 Retired
- ☐ 9 Other (specify): \_\_\_\_\_
- ☐ -8 Prefer not to answer

**Q11**

Do you own or rent your current place of residence?

- ☐ 1 Own
- ☐ 2 Rent
- ☐ -8 Prefer not to answer

**Q1b** *Show if resident of Strathcona (Q1\_1 = 1)*

What part of Strathcona County do you live in?

- ☐ 1 Neighbourhood in Sherwood Park
- ☐ 2 Rural Hamlet in Strathcona County  
(Antler Lake, Ardrossan, Collingwood Cove, Half Moon Lake, Hastings Lake, Josephburg, North Cooking Lake, South Cooking Lake)
- ☐ 3 Rural Subdivision in Strathcona County
- ☐ 4 Rural area in Strathcona County that is not within a subdivision
- ☐ -8 Prefer not to answer

**Q14**

What is your annual household income before taxes?

- ☐ 1 Less than \$30,000
- ☐ 2 \$30,000 to \$49,999
- ☐ 3 \$50,000 to \$69,999
- ☐ 4 \$70,000 to \$89,999
- ☐ 5 \$90,000 to \$109,999
- ☐ 6 \$110,000 to \$129,999
- ☐ 7 \$130,000 to \$149,999
- ☐ 8 \$150,000 to \$169,999
- ☐ 9 \$170,000 and over
- ☐ -8 Prefer not to answer

**Q12a**

Do you identify yourself as...?\*?

\*? This question refers to your current gender which may be different from sex assigned at birth and may be different than what is indicated on legal documents.

- ☐ 1 Male
- ☐ 2 Female
- ☐ 3 Another or Non-binary
- ☐ -8 Prefer not to answer

**Q13a** *Show if is mobile (phone\_source = 2,3)*

Do you have a landline telephone number in your household?

Note that this does not include cell phones, numbers that are only used by a computer or fax machine, or numbers used solely for business purposes.

- ☐ 1 Yes
- ☐ 2 No
- ☐ -8 Prefer not to answer

**Q13b** *Show if is Landline (phone\_source = 1,4)*

Do you have a mobile or cellular telephone that you use for personal reasons?

- ☐ 1 Yes
- ☐ 2 No
- ☐ -8 Prefer not to answer

**Thank You**

Thank you for taking our survey! The results of this survey will be shared with Council and with the public in July of 2023.

Status Code: -1