

2024 Budget Survey Council Presentation

Research Conducted by



July 11th, 2023

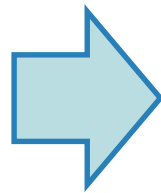
Background and Methodology



Statistically Valid



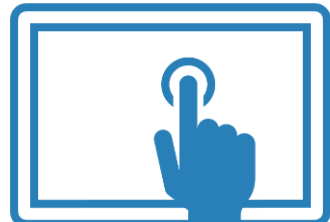
or



or



or



n=575

MoE $\pm 4.1\%$

95% confidence

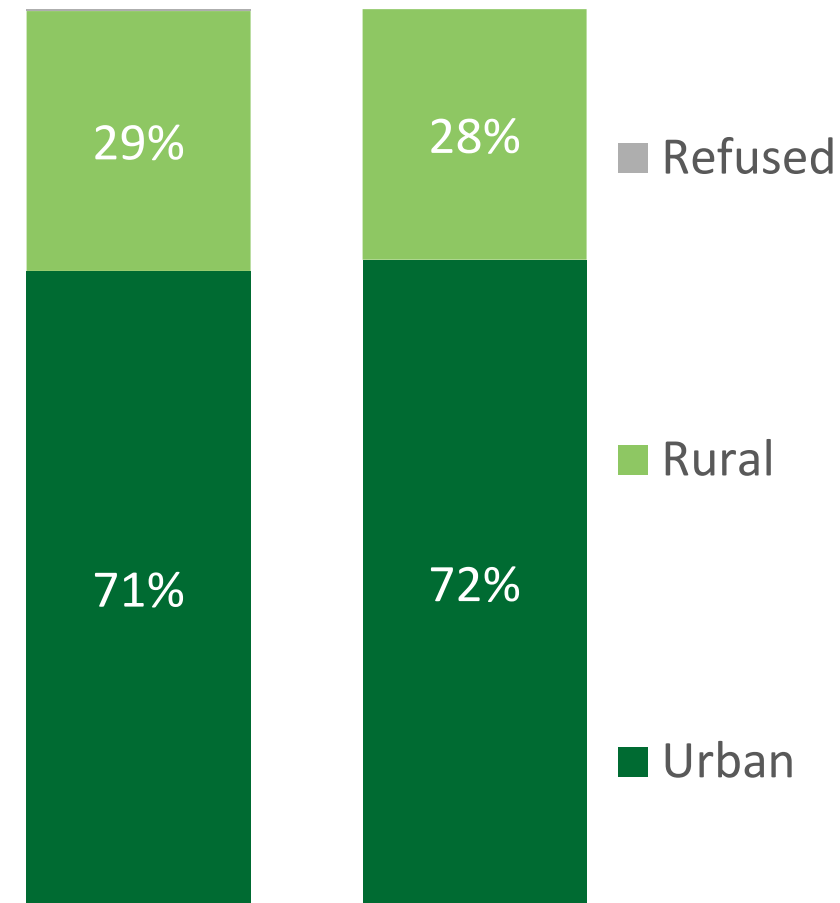


Open web link

n=945

Data Representativeness

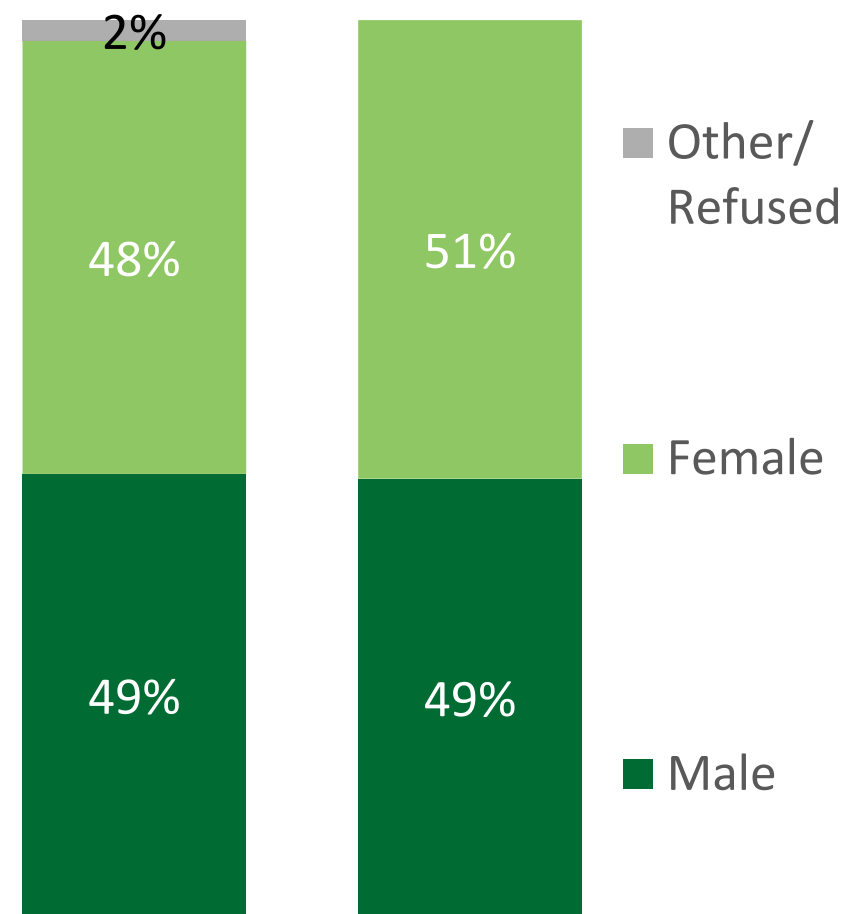
Region



Unweighted
Sample %

Population %

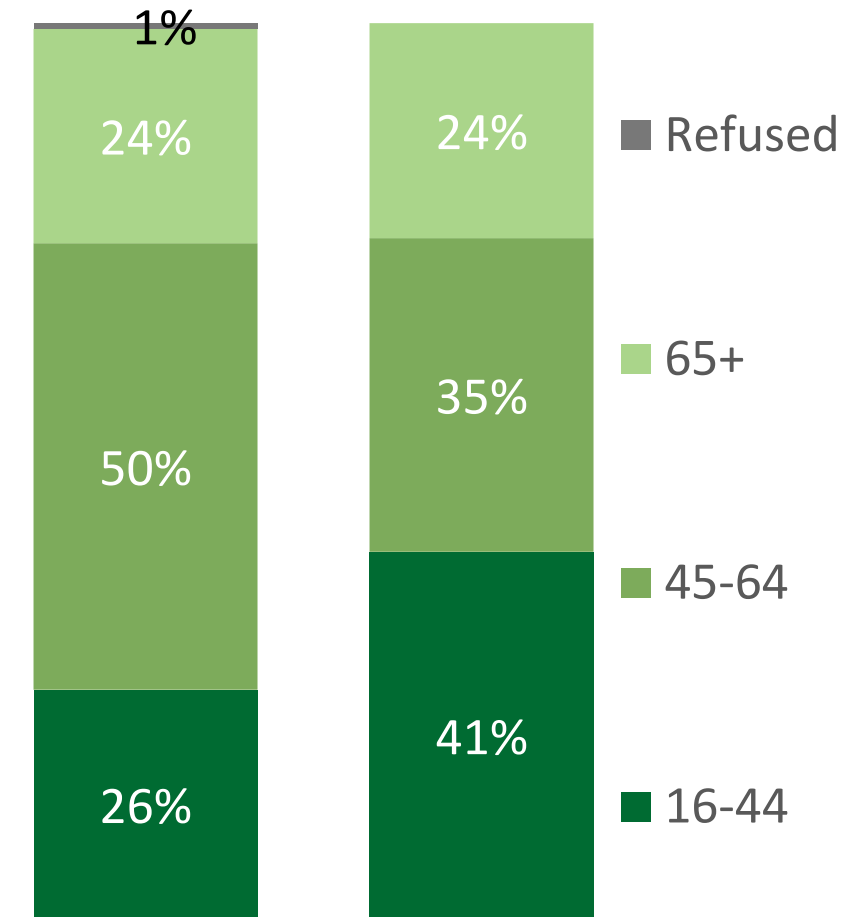
Gender



Unweighted
Sample %

Population %

Age



Unweighted
Sample %

Population %

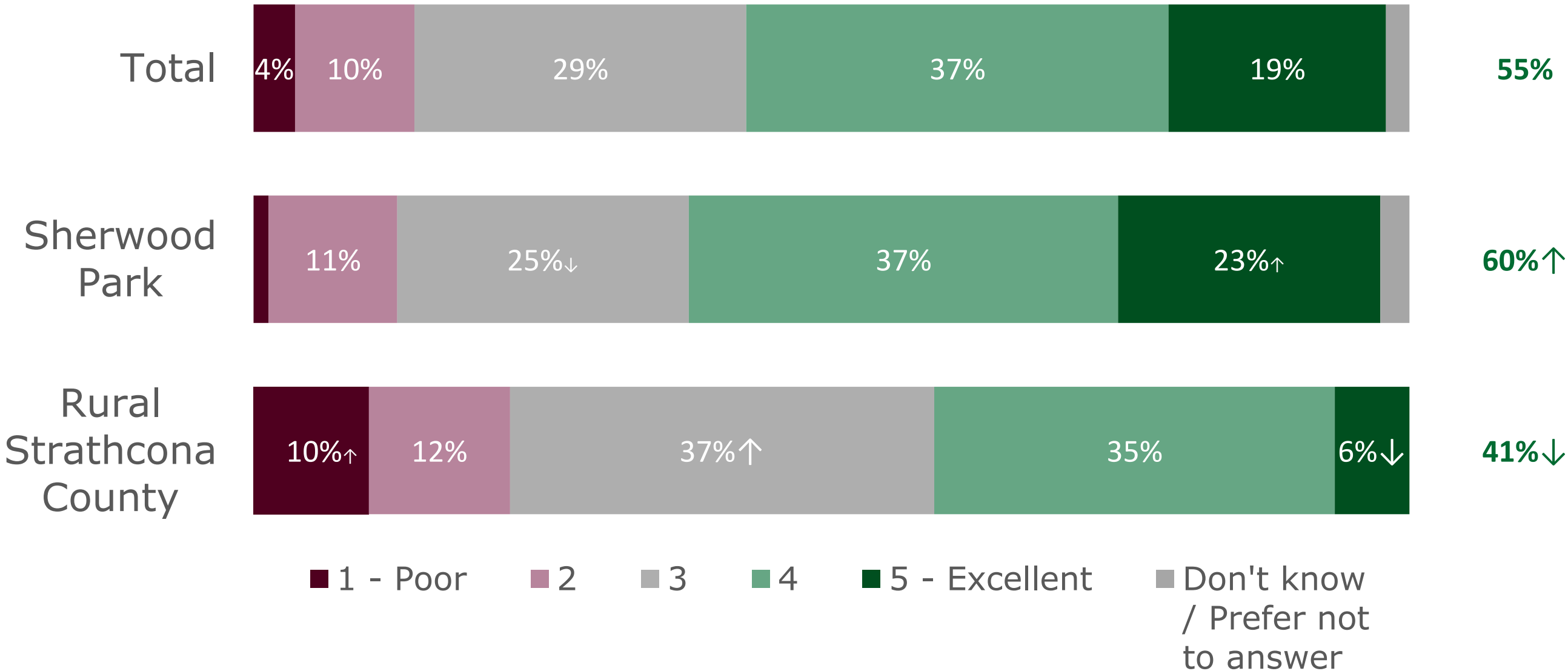
2024 BUDGET SURVEY



Main Findings

Value from Services

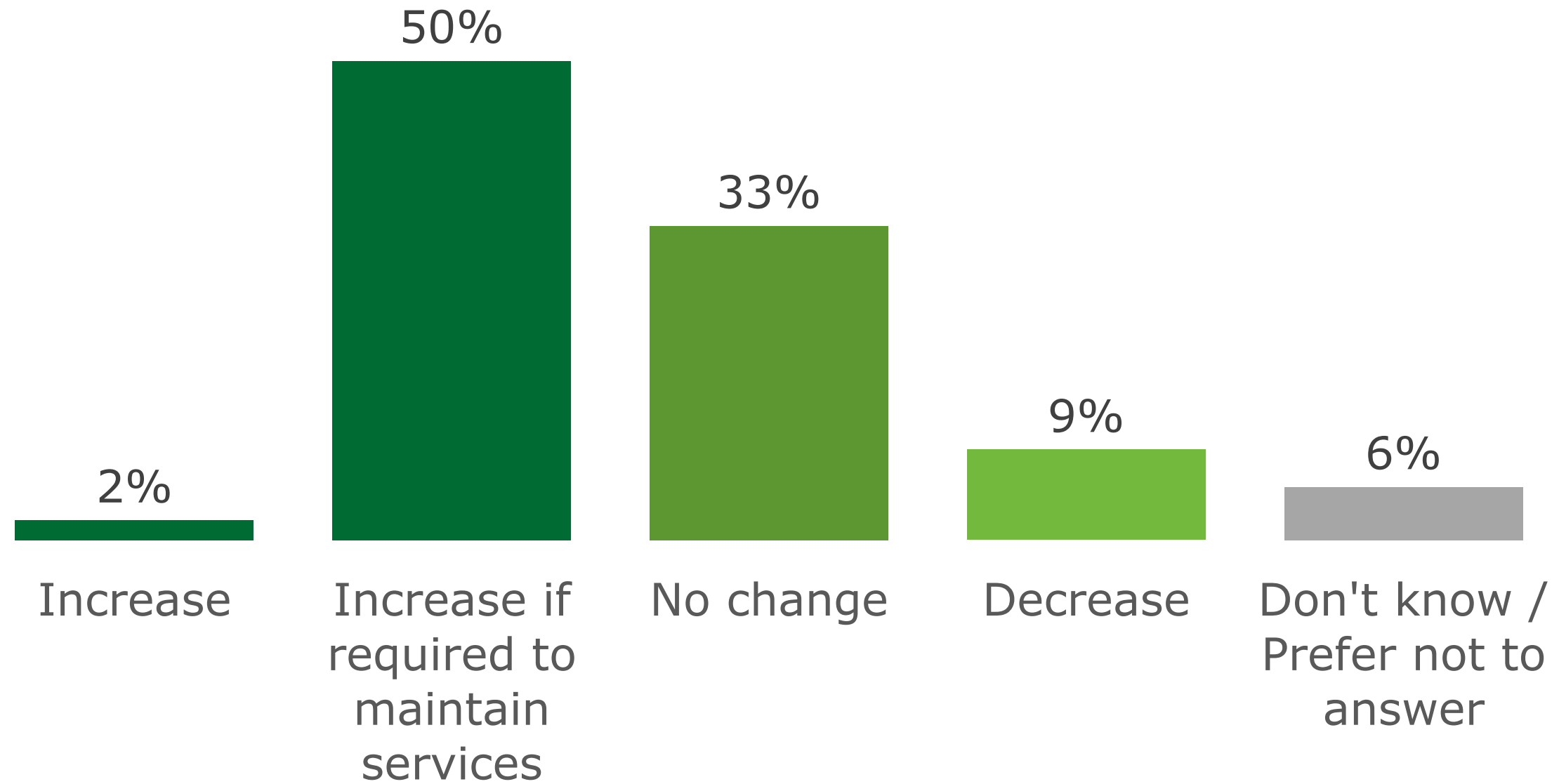
Top 2
(5 or 4)



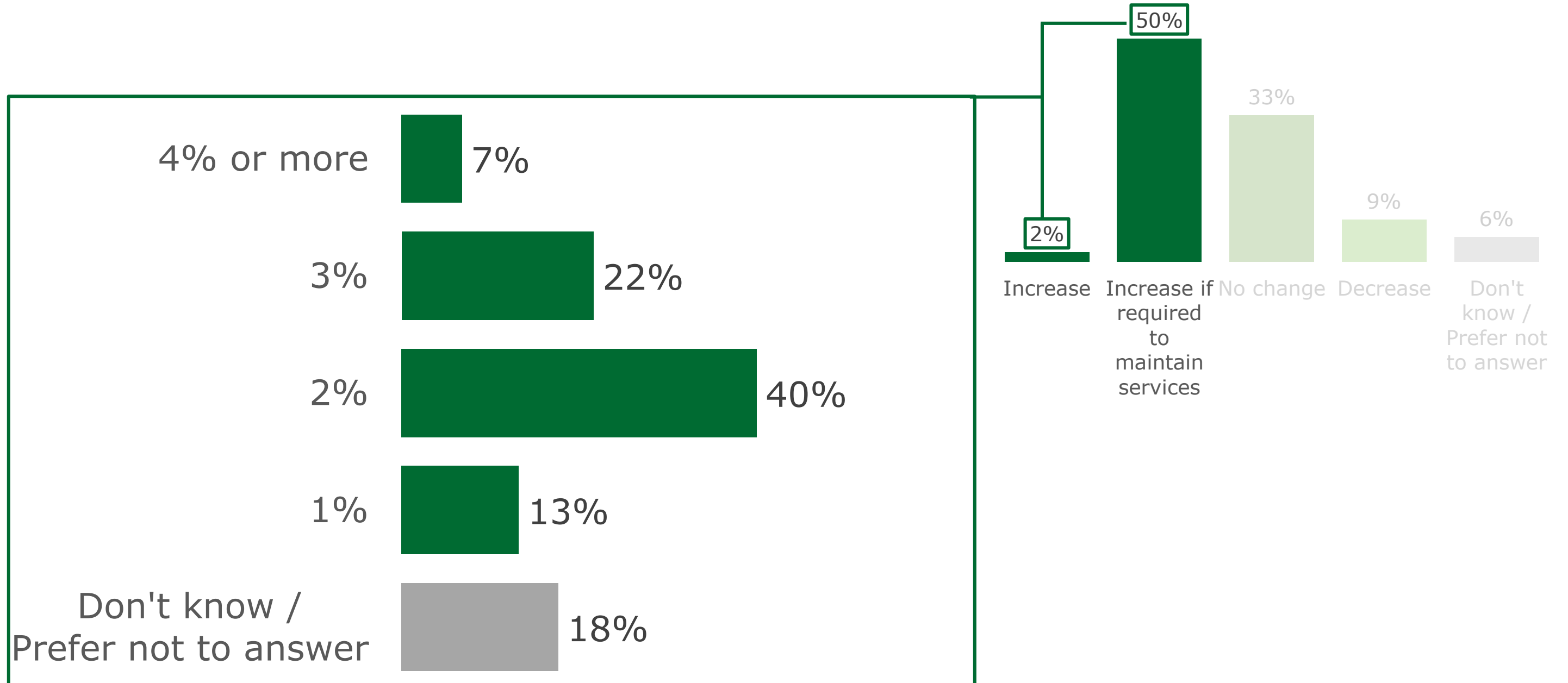
Change in Financial Situation

			Next 12 months			
			Will become better	Will stay the same	Will become worse	Prefer not to answer
			11%	56%	28%	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%

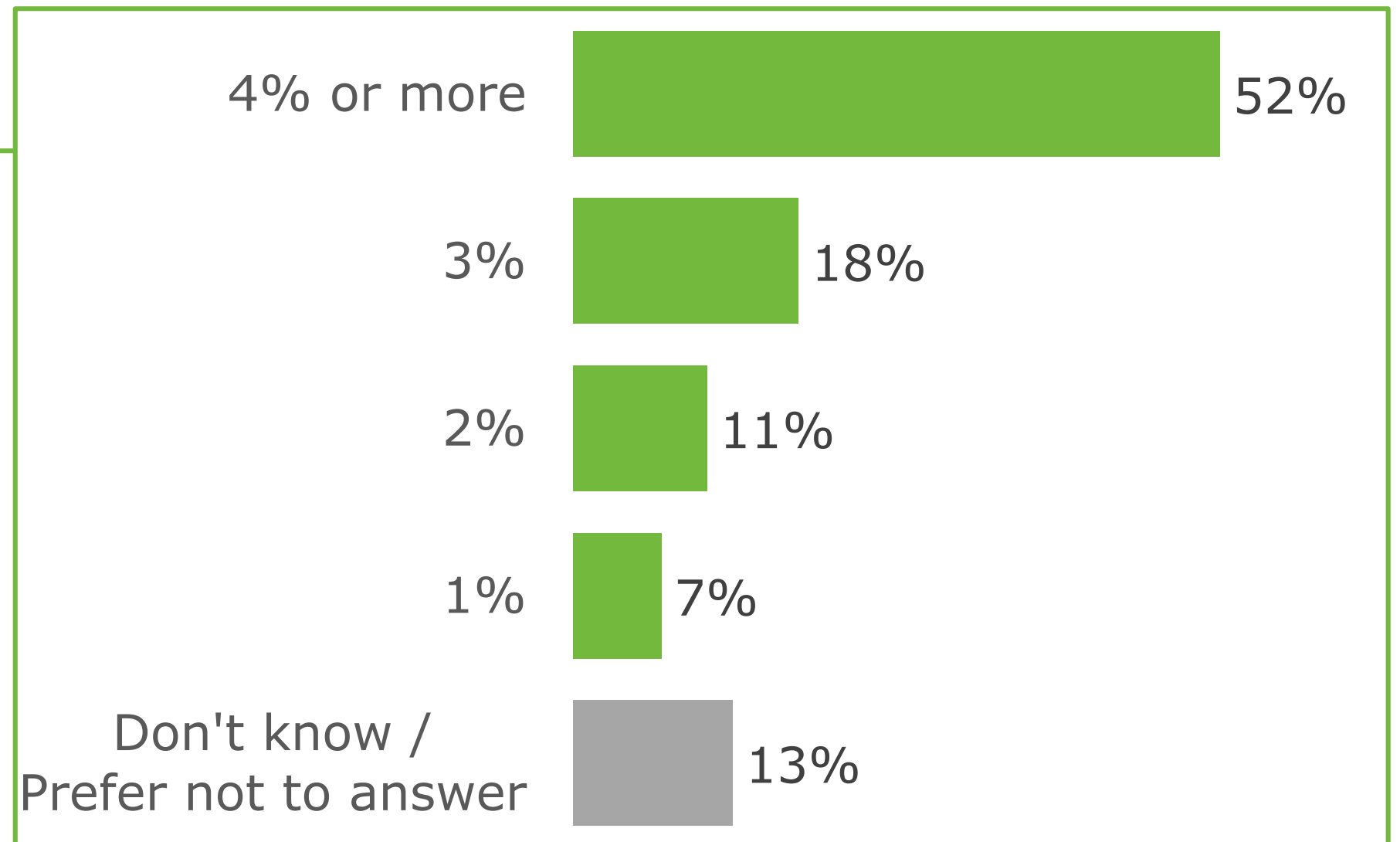
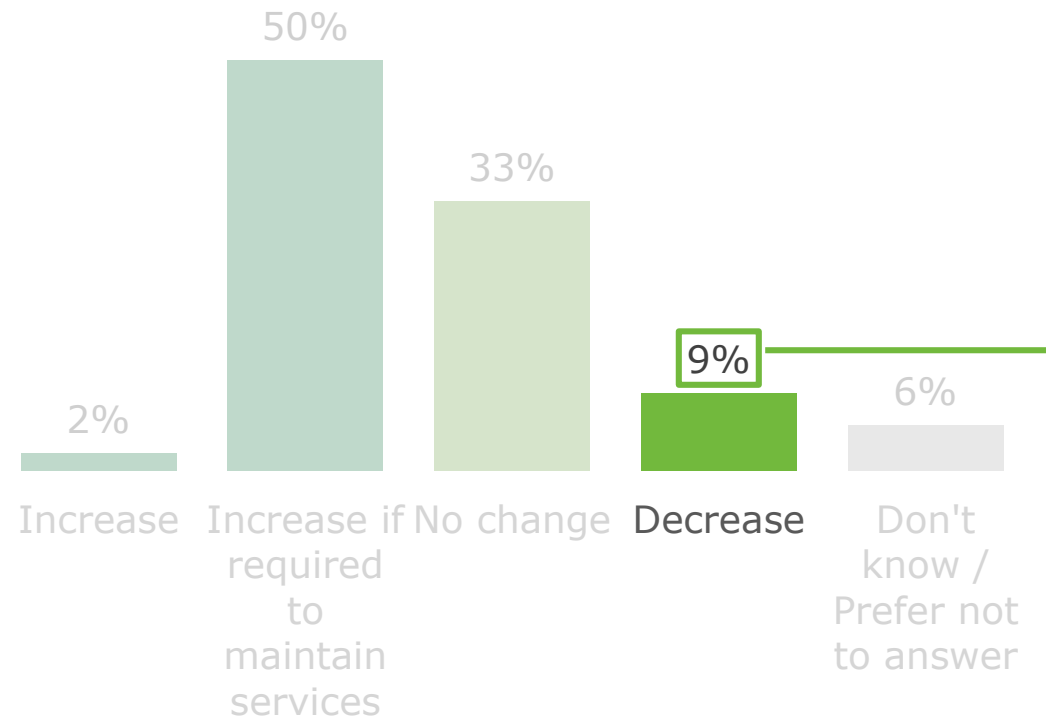
Budget Preferences



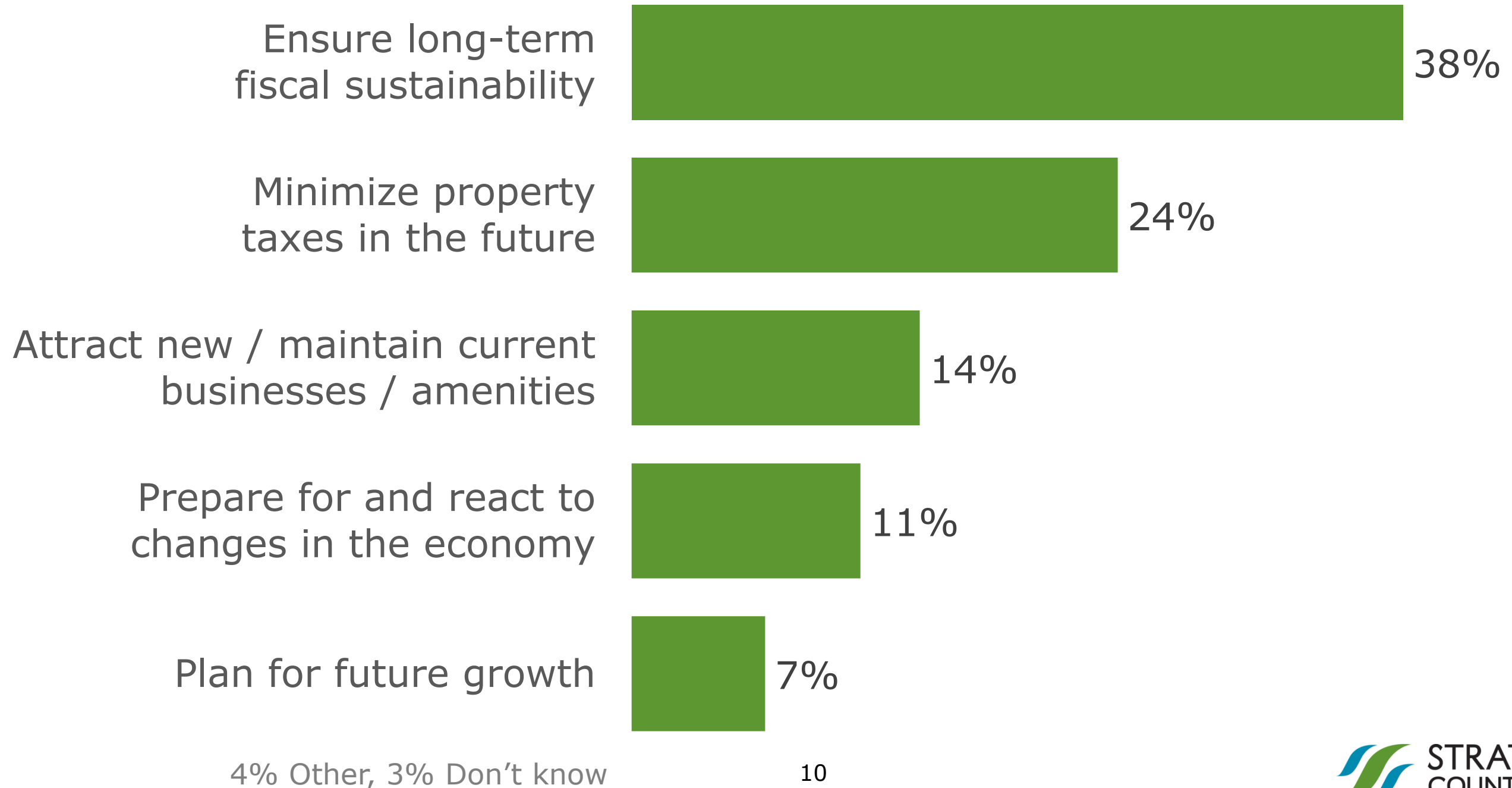
Preferred Increase



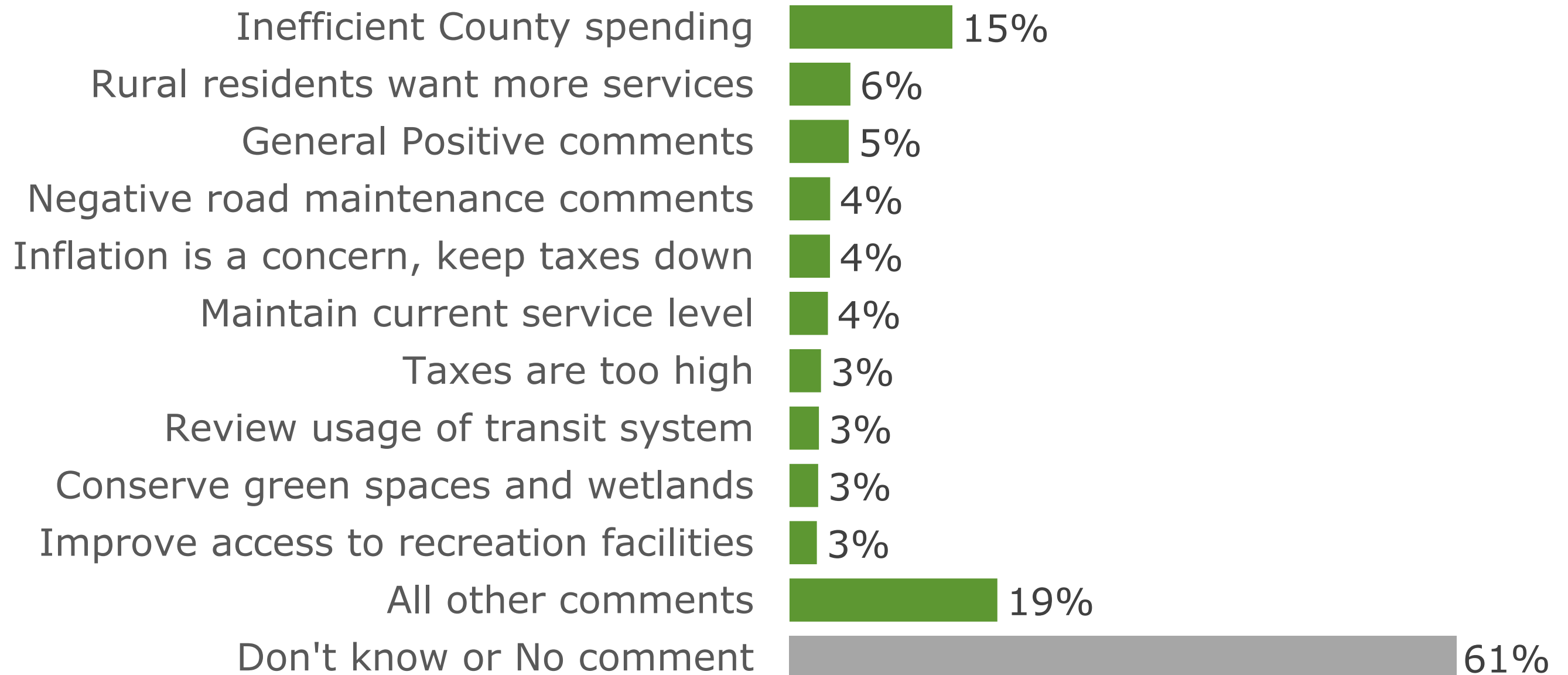
Preferred Decrease



Budget Priorities



Additional Comments

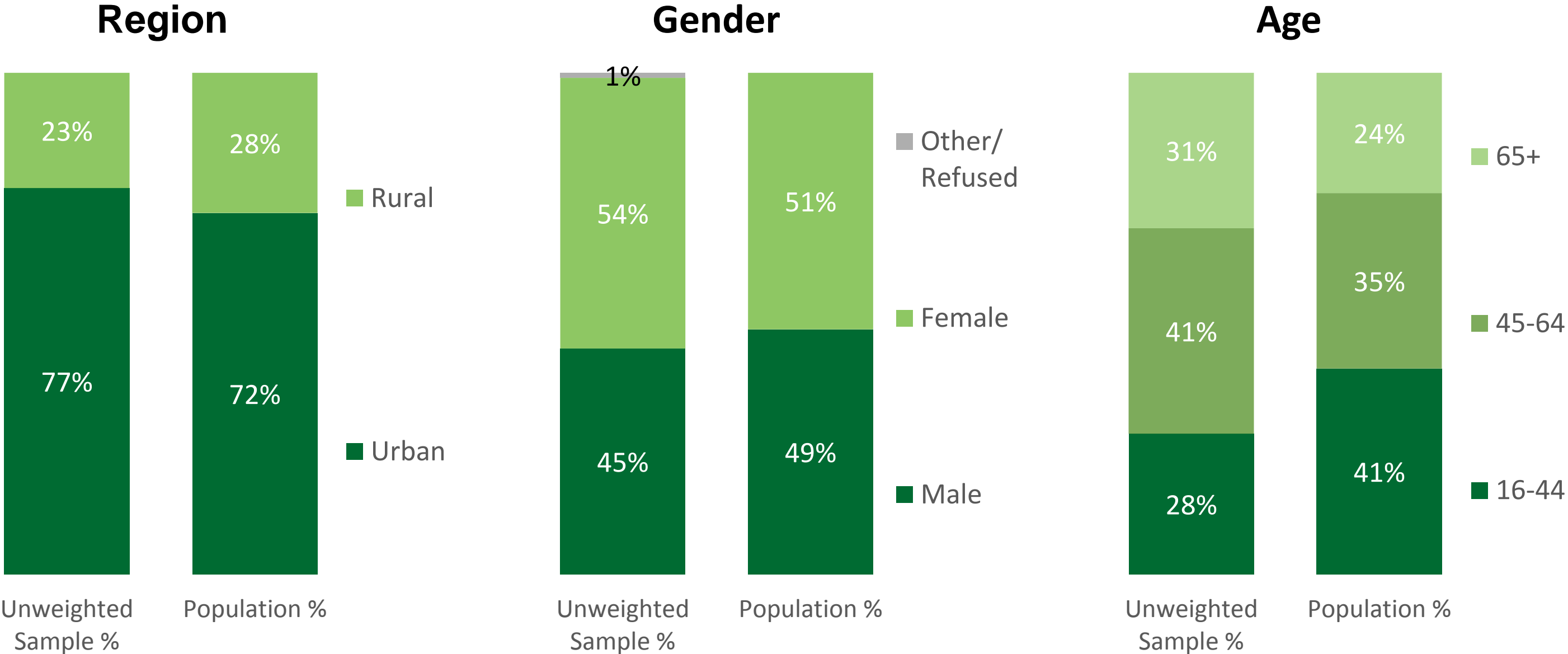


2024 BUDGET SURVEY



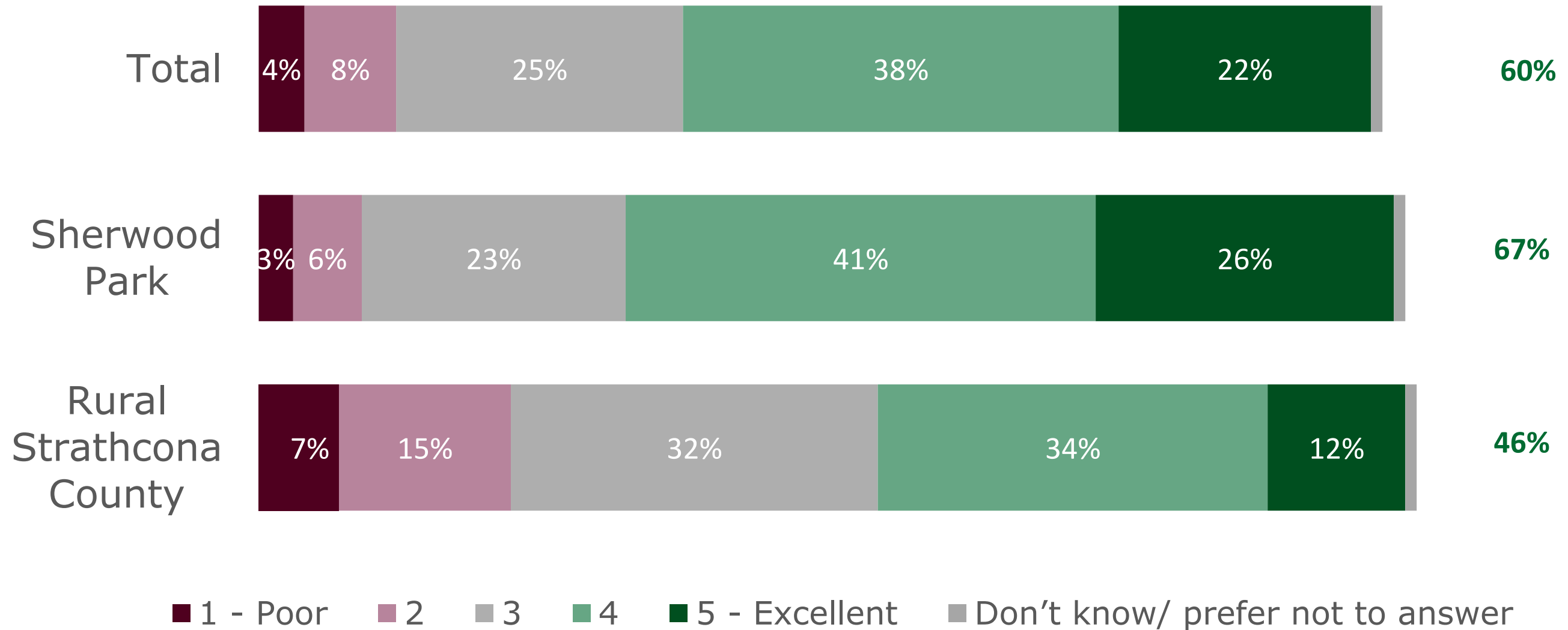
Public Web Survey Results

Data Representativeness – Web Results



Value from Services – Web Results

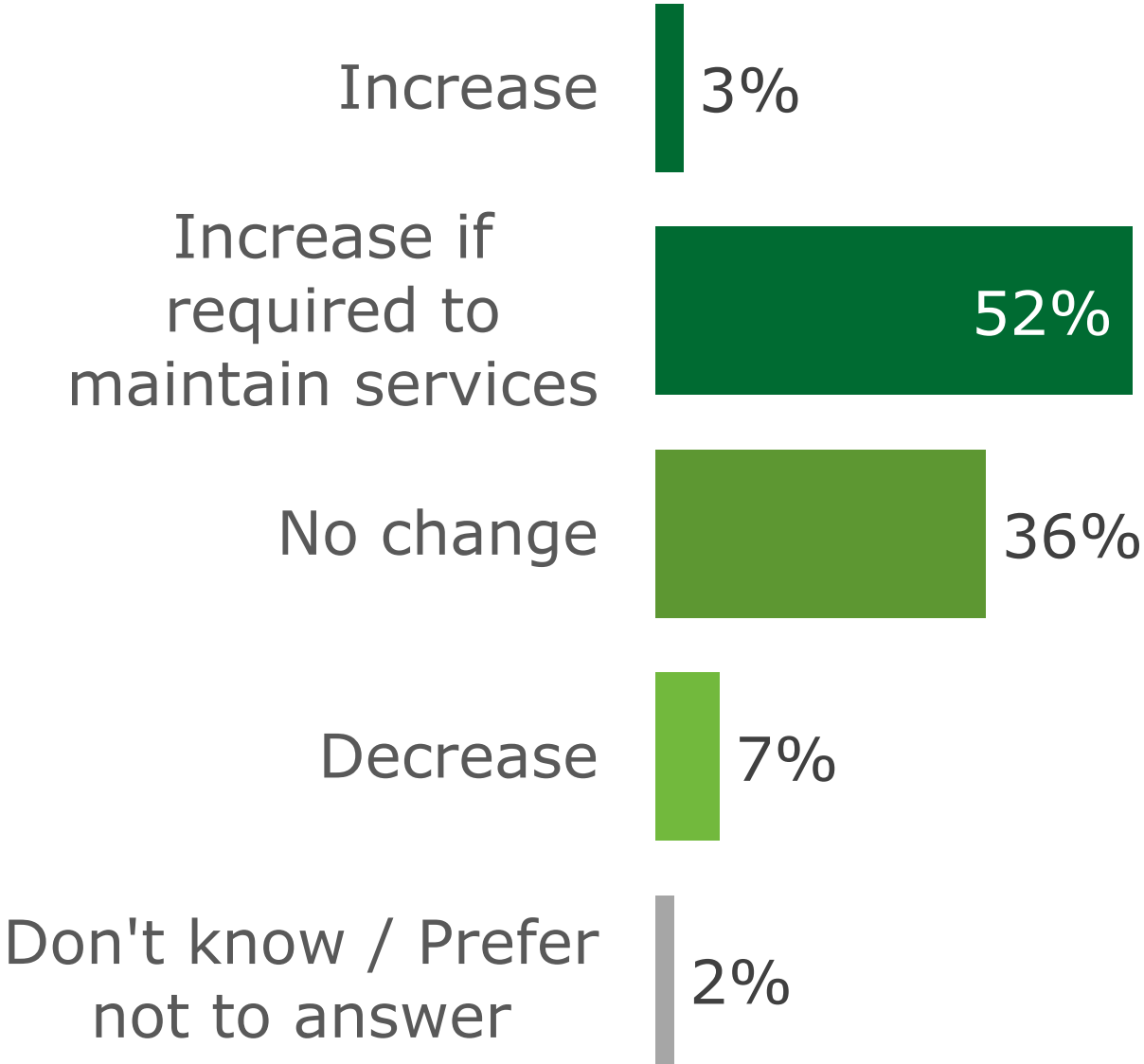
Top 2
(5 or 4)



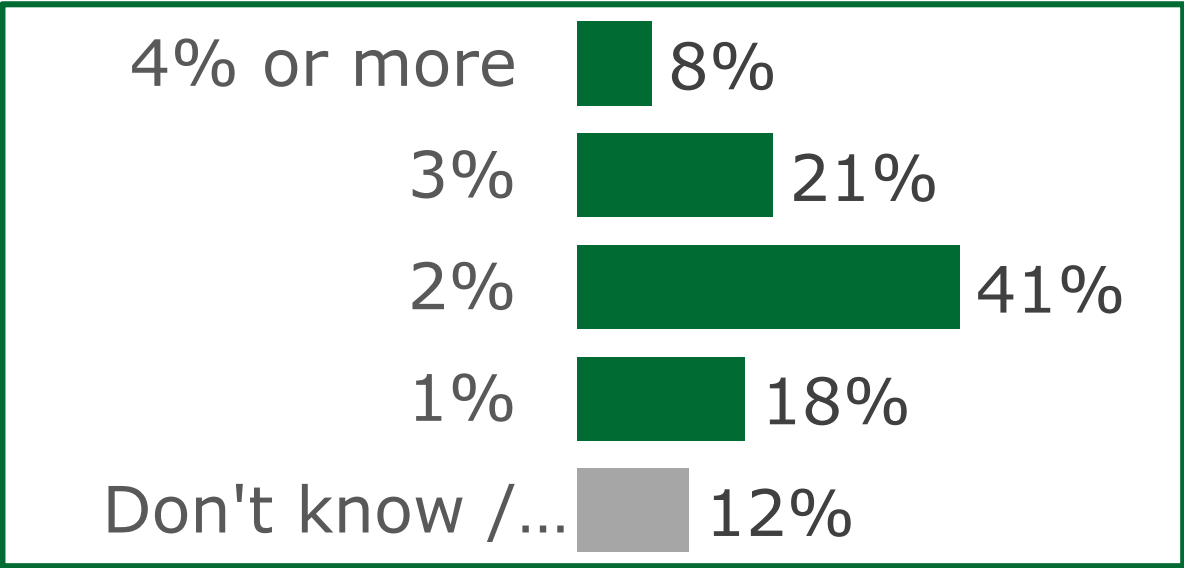
Change in Financial Situation – Web Results

			Next 12 months			
			Will become better	Will stay the same	Will become worse	Prefer not to answer
			10%	58%	28%	3%
Previous 12 months	Has become better	7%	3%	4%	0%	0%
	Has stayed the same	47%	3%	37%	7%	0%
	Has become worse	42%	4%	17%	21%	1%
	Prefer not to answer	4%	0%	0%	0%	2%

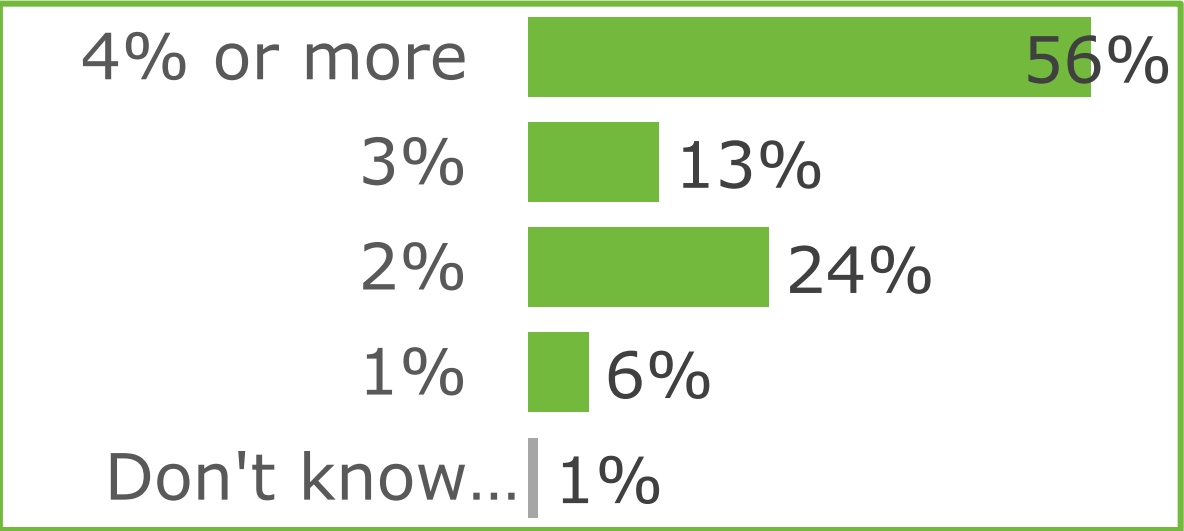
Budget Preferences – Web Results



Base: 945

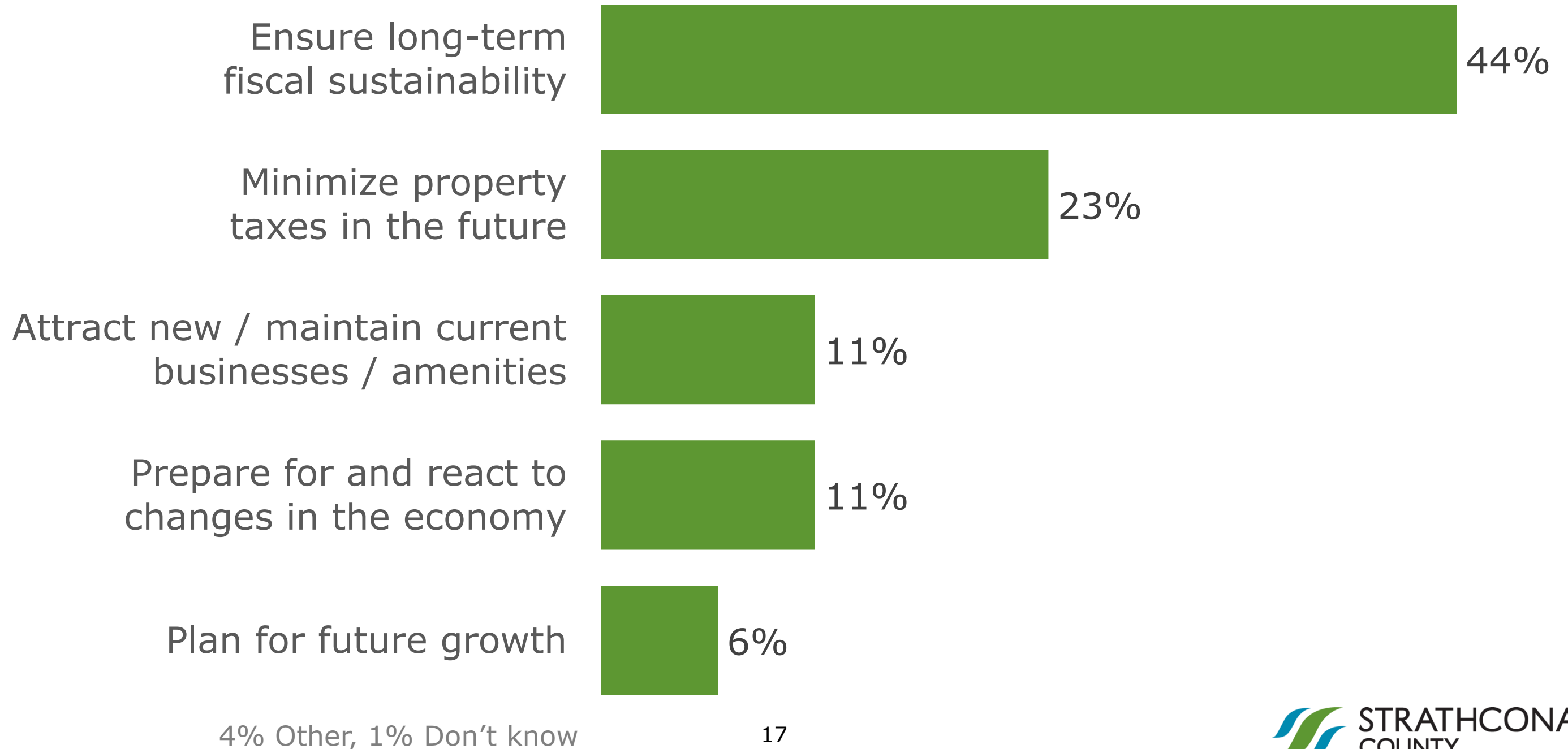


Base: 516, those who indicated a preference for increased taxes



Base: 70, those who indicated a preference for increased taxes

Budget Priorities – Web Results



Additional Comments – Web Results

- Top Mentions
 - Inefficient County Spending: **18%**
 - General Positive Comments: **6%**
 - Don't take on new large projects: **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%**

Key Takeaways

- 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.
- 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.
- Results are very consistent between the statistically valid telephone recruitment method and the public web link recruitment method.



Questions?



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