



# 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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Confidential

## Table of Contents

<b>1</b>	<b>Detailed Project Description .....</b>	<b>3</b>
1.1	Project Background.....	3
1.2	Methodology.....	3
1.2.1	Weighting.....	3
1.2.2	Statistical Testing .....	4
1.2.3	Interpreting Results.....	5
<b>2</b>	<b>Summary of Findings .....</b>	<b>5</b>
<b>3</b>	<b>Detailed Findings.....</b>	<b>6</b>
3.1	Value from Services .....	6
3.2	Financial Situation.....	7
3.3	Budget Preferences.....	10
3.4	Budget Priorities .....	12
3.5	Other Comments.....	13
<b>4</b>	<b>Appendices.....</b>	<b>14</b>
4.1	2024 Respondent Demographics.....	14
4.2	Data Weighting .....	17
4.3	Survey Methodology Summary.....	18
4.4	Online Survey Results.....	18
4.5	Survey.....	23

# 1 Detailed Project Description

## 1.1 Project Background

In early 2024, Strathcona County commissioned a survey to understand the perspectives of residents and business and property owners on setting property taxes in relation to service levels. The survey results will help in developing 2025-2028 budgets for Council approval. This is the second year this study has been completed via the below methodology.

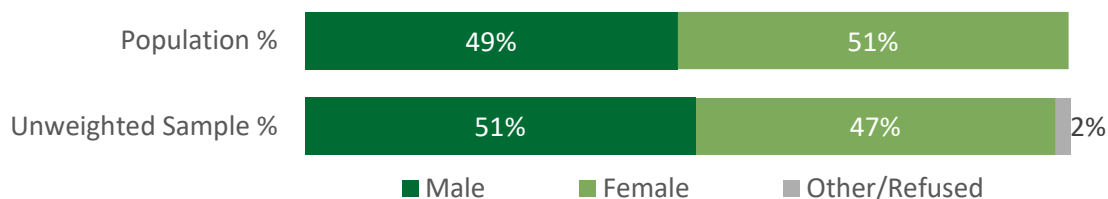
## 1.2 Methodology

Strathcona County worked with Advanis to review and update the previously administered survey to meet current needs. 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, 532 statistically valid surveys were collected which have a margin of error of  $\pm 4.2\%$ , 19 times out of 20. Results are weighted as described below. Surveying was conducted from April 29 to May 23, 2024 and averaged 5.5 minutes in length. 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, 845 surveys were collected through the open web survey. Across the two methods, we collected 1,377 surveys. We also solicit feedback on County Voice’s digital tools. This report will largely report on the statistically valid version of the survey, with comparisons to the online survey version where interesting differences are present. The full results of the online survey can be found in appendix 4.4.

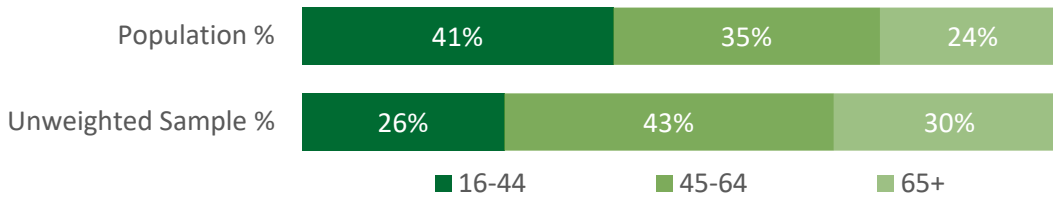
### 1.2.1 Weighting

The 532 randomly recruited surveys include a mixture of both residents (n=461) and non-resident business owners (n=71). The survey included quotas on region (urban vs. rural), gender, and age to ensure a representative (though not exact) mix of respondents completed the survey.

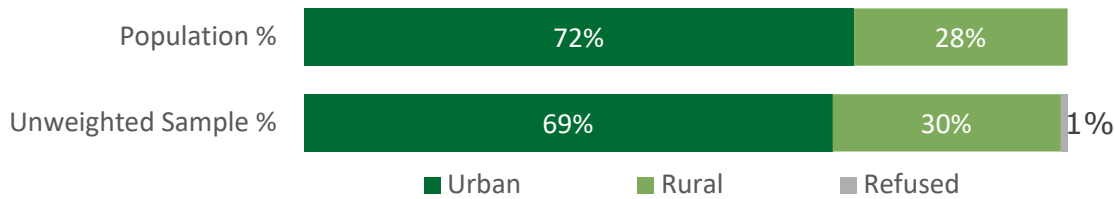
### Representativeness of Resident Gender Demographics



### Representativeness of Resident Age Demographics



### Representativeness of Resident Regional Demographics



To ensure representativeness, residents have been weighted to match the 2022 Strathcona County Municipal Census by age groups, gender, and residing in urban vs. rural location. Residents have also been weighted by a 2022 estimate of mobile vs. landline telephone ownership using Statistics Canada’s 2023 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.

#### 1.2.2 Statistical Testing

Statistical testing has been applied to segments of the sample to look for differences between groups in the 2024 results as well as between 2023 and 2024. 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 \$110k and \$150k. Arrows indicate the direction of a statistically significant difference: ↑ indicates a result is higher than its counterparts while ↓ indicates a result is lower than its counterparts.

The analysis checked for statistical differences between the following groups:

- Year (2023, 2024);
- Age (16 to 44, 45 to 64, 65 or older);
- Gender (male, female);
- Region (Sherwood Park, Rural Strathcona County);
- Employment status (employed including full and part time, not employed including those that are homemakers/caregivers/students/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 3% 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%).

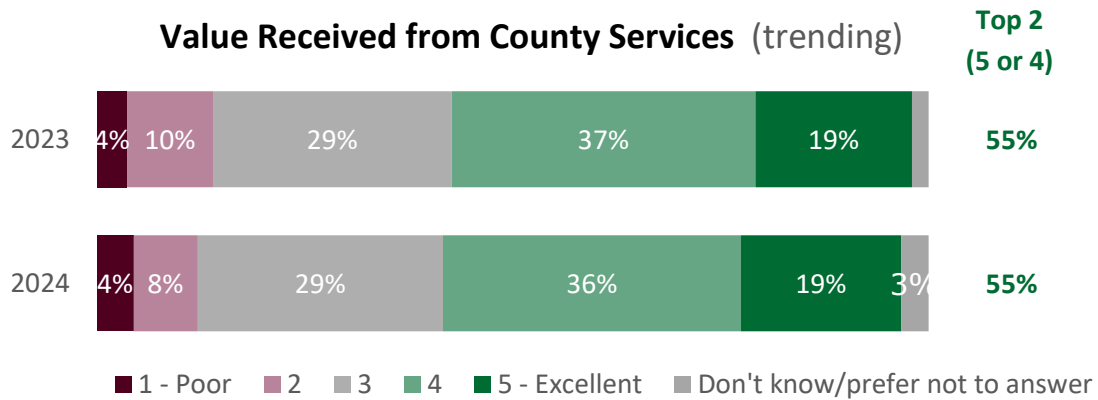
## 2 Summary of Findings

- Just over half of respondents reported receiving positive value from County services, in line with results from last year. More Sherwood Park residents report receiving positive value from County services than rural residents living outside of urban Sherwood Park.
- Also similar to last year, most respondents found that their finances had either not changed or had become worse. Most are expecting their finances to remain the same in the upcoming year while about one-quarter expect their financial situation to worsen in the next 12 months.
- The top two financial concerns mentioned by residents are the cost of groceries and food and the cost of utilities. Of particular note, about one-quarter of rural County residents expressed concerns for the cost of transportation. This is a new question for this year.
- More than half of respondents prefer an increase in property tax if it means that services are maintained, which is similar to responses obtained in 2023. Of those comfortable with an increase in taxes, most would prefer an increase between 2% and 3%. In contrast, of the one-in-ten respondents that would prefer a decrease in property tax, about one-half suggest a decrease of 5% or more.
- The top budget priorities for the upcoming budget mentioned are to ensure long-term fiscal sustainability and to minimize property taxes in the future.

### 3 Detailed Findings

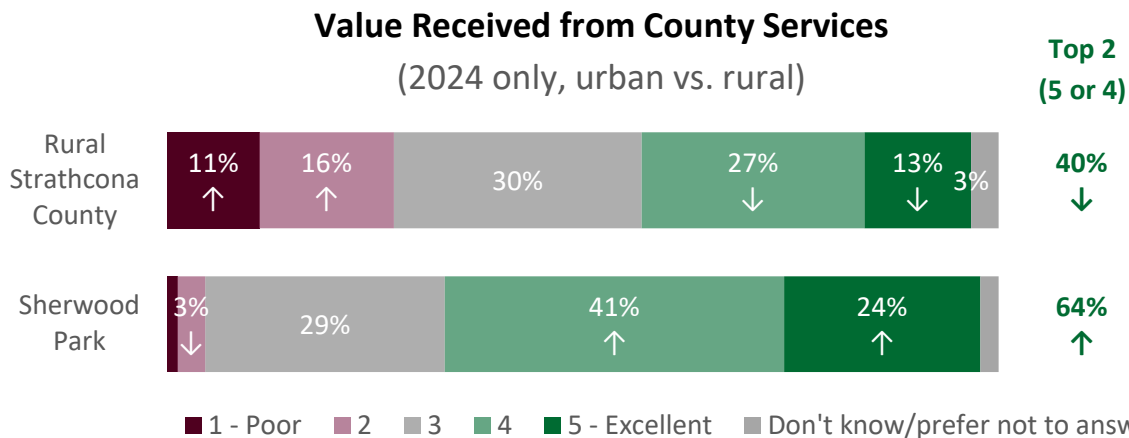
#### 3.1 Value from Services

Consistent with results from 2023, just over half of respondents feel they receive positive value from County services. Online respondents were more likely to leave a neutral rating (36%) by comparison.



q6 - What value do you receive from County services? Base: 2023 (575), 2024 (532)

The majority of Sherwood Park residents (64%) receive positive value from these services, with 24% reporting the value as excellent. This is higher than rural residents where 40% feel they receive positive value overall and only 13% who feel they receive excellent value.



q6 - What value do you receive from County services? Base: 2024; Sherwood Park residents (n=319), Rural Strathcona County residents (n=138)

Other significant subgroup differences for the top 2 result include:

- Those aged 16 to 44: 62%↑;
- Those aged 45 to 64: 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. Online respondents expressed similar concerns, with a somewhat higher number expressing things have gotten worse in the past 12 months (44%) and expect things to get worse (32%).

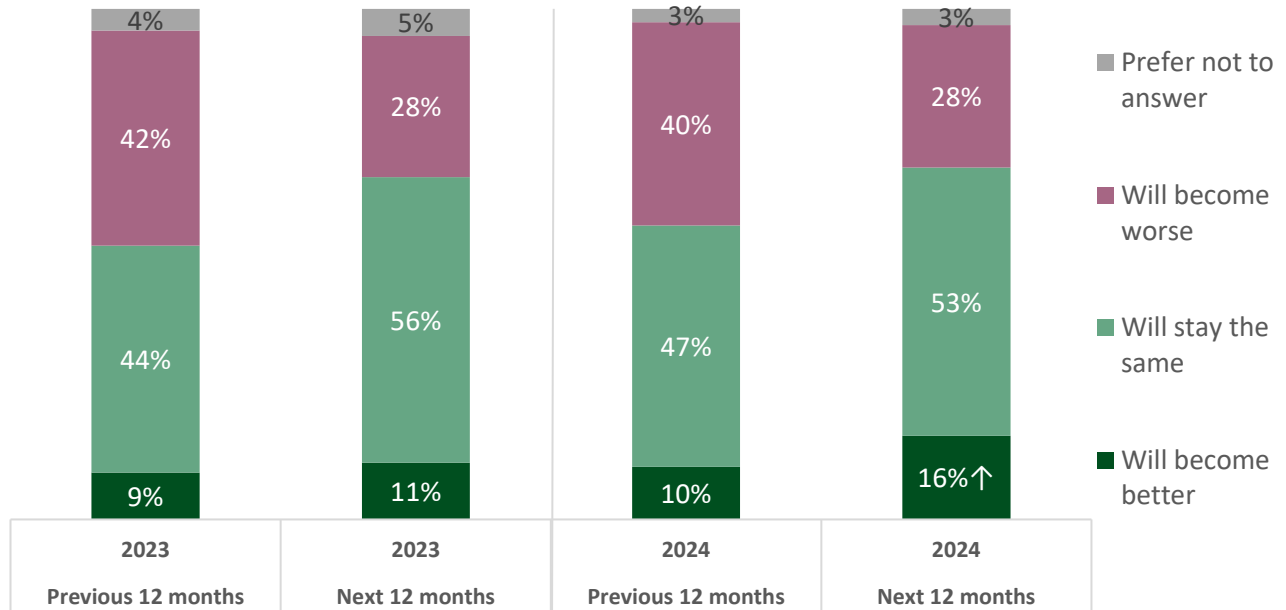
Change in Financial Situation			Next 12 months			
			Will become better 16%	Will stay the same 53%	Will become worse 28%	Prefer not to answer 3%
Previous 12 months	Has become better 10%		5%	5%	0%	0%
	Has stayed the same 47%		6%	32%	7%	1%
	Has become worse 40%		5%	14%	20%	1%
	Prefer not to answer 3%		0%	1%	0%	1%

q8 - Over the last 12 months, has your personal financial situation... Base: Total (n=532)

q9 - How do you think your personal financial situation will change in the next 12 months? Base: Total (n=532)

Financial changes in the past 12 months were similar to what respondents reported in 2023, with most experiencing no financial situation change or a negative financial change. Unfortunately, in 2023, only 28% of respondents thought that their financial situation would become worse in the next 12 months but in 2024, 40% indicated that their financial situation had become worse. Despite this, 2024 respondents are slightly more positive about the coming 12 months than those in 2023 with 16% expecting their financial situation to become better (compared to only 11% in 2023). Again, we find that 28% of respondents expect their situation to become worse while the majority (53%) expect their situation to remain the same.

### Change in Financial Situation (trending)



q8 - Over the last 12 months, has your personal financial situation... Base: Total 2024 (n=532), Total 2023 (n=575)

q9 - How do you think your personal financial situation will change in the next 12 months? Base: Total 2024 (n=532), Total (n=575)

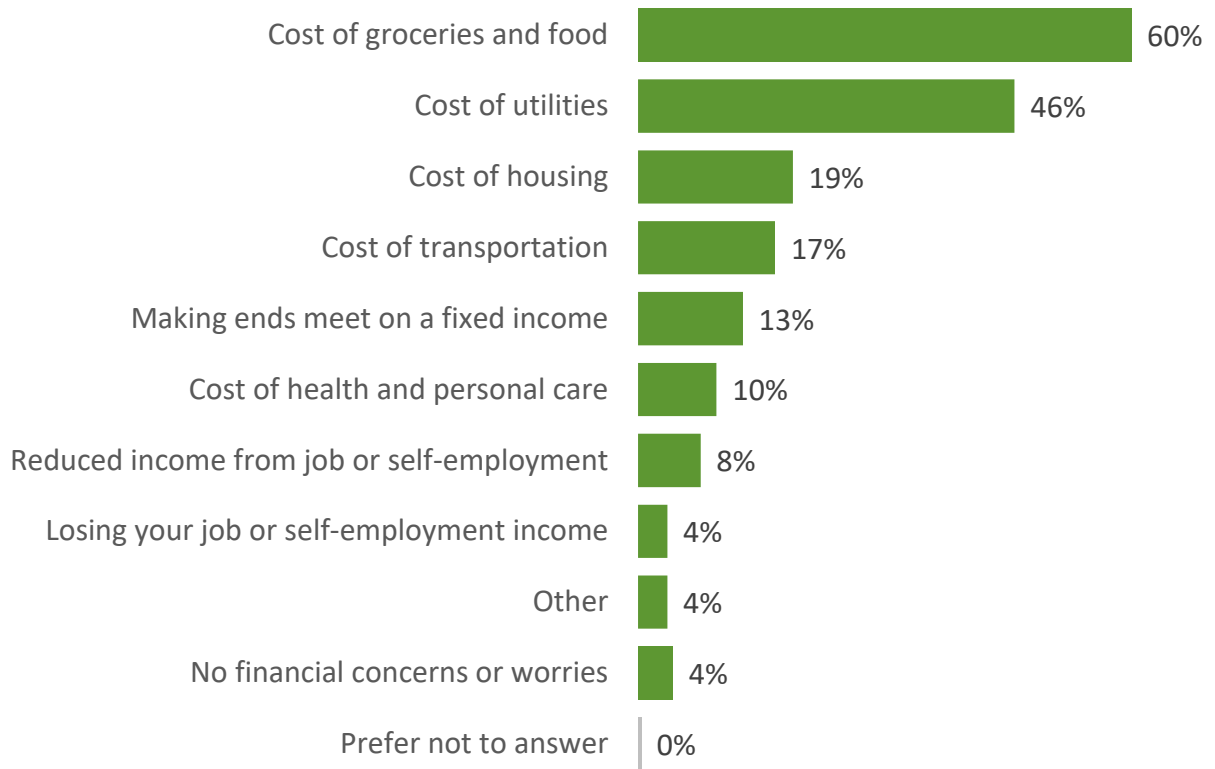
Age, gender, employment, and household income all play a role in respondents' financial situations over the past 12 months and their outlook on finances in next 12 months:

- Those who are 16 to 44 years old reported a better financial situation over the past 12 months (17%) and are more likely to expect an improved financial situation in the next 12 months (27%).
- Those who are 45 to 64 years old reported a worse financial situation over the past 12 months (46%) and are more likely to expect a worse financial situation in the next 12 months (34%).
- Those who are 65 years old or older were more likely to report their financial situation has stayed the same over the past 12 months (61%) and more likely to expect their situation to remain the same over the next 12 months (69%).
- Males are more likely to report their financial situation over the past 12 months improved (13%) and expect their financial situation to continue to improve over the next 12 months (22%).
- Females are more likely to report their financial situation will stay the same over the next 12 months (61%).
- Those who are employed are more likely to have had their financial situation improve over the past 12 months (14%) and to continue to improve over the next 12 months (19%).
- Those who are not employed are more likely to have had their financial situation stay the same over the past 12 months (57%) and continue to stay the same over the next 12 months (63%).
- Those with household incomes of \$150,000 or more are more likely to have had their financial situation improve over the past 12 months (16%) and expect their situation to continue to improve over the next 12 months (25%).
- Those with household incomes between \$110,000 to \$149,999 are more likely to expect their financial situation to remain the same over the next 12 months (66%).



New in 2024, respondents were asked what their two biggest financial concerns are over the next 12 months. The top concerns include the cost of groceries and food (60%) and cost of utilities (46%). These were closely matched by the online sample results.

### Two Biggest Financial Concerns



Q13 - Thinking about your personal financial situation, what are your two biggest concerns or worries for the next 12 months? Base: Total (n=532)

Groups who are more concerned about the cost of groceries and food include:

- Females (66%); and
- Those who are employed (66%).

Groups who are more concerned about the cost of utilities include respondents aged 45- to 64-year-old (53%). Those who are more concerned about the cost of housing include:

- Those aged 16 to 34 years old (34%); and
- Those who are employed (24%).

Groups who are more concerned with the cost of transportation include rural respondents (26%). Those who are more concerned with making ends meet on a fixed income include:

- Those aged 65 years old or older (26%);
- Those who are not employed (25%); and
- Those with incomes less than \$70,000 per year (22%).

Groups who are more concerned with the cost of health and personal care include:

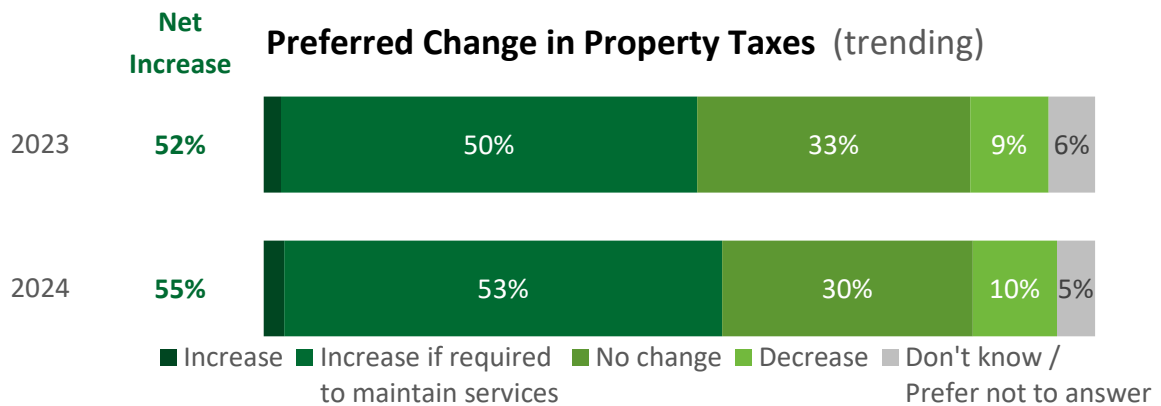
- Those aged 65 years old or older (21%); and
- Those who are not employed (18%).

Groups who are more concerned with the reduced income from their job include:

- Males (11%); and
- Those who are employed (10%).

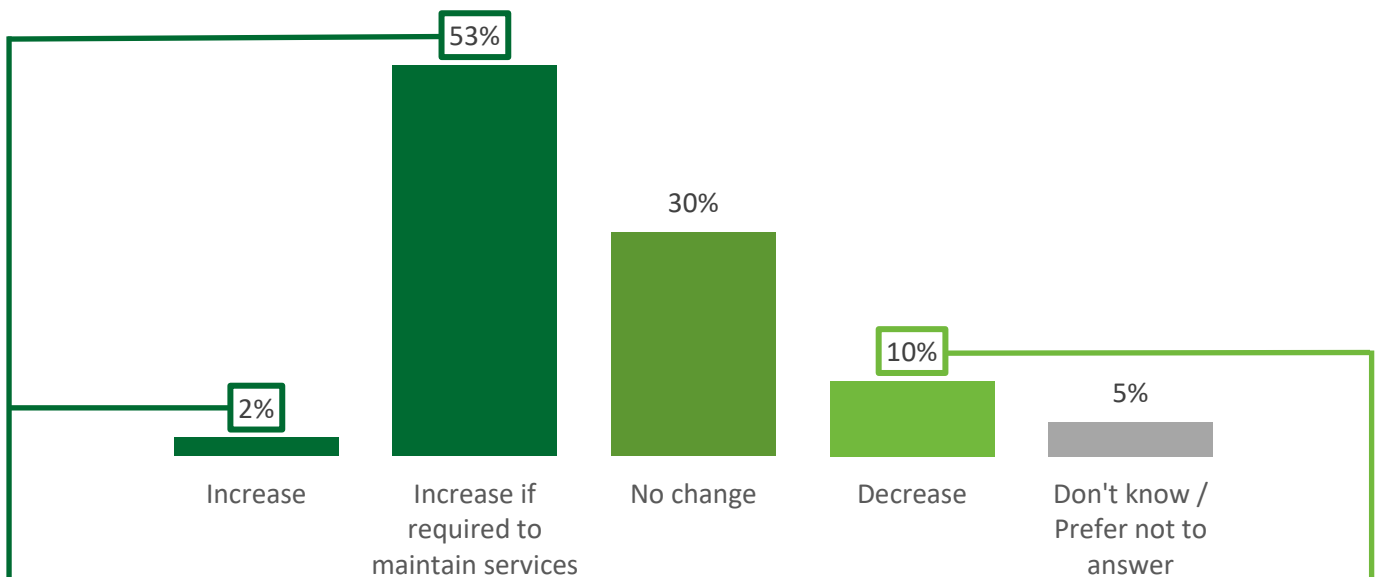
### 3.3 Budget Preferences

Slightly more than half of Strathcona residents and business property owners prefer a property tax increase if it means services will be maintained (53%) and overall, 55% are comfortable with an increase in property tax. One-in-ten (10%) would prefer taxes decrease. These results are similar to last year's results. Online respondents were somewhat more likely to prefer no change in tax rates (36%).



q3 - Which answer best describes your comfort level and/or preference relating to municipal property taxes for [next year]? Base: Total 2024 (n=532), Total 2023 (n=575)

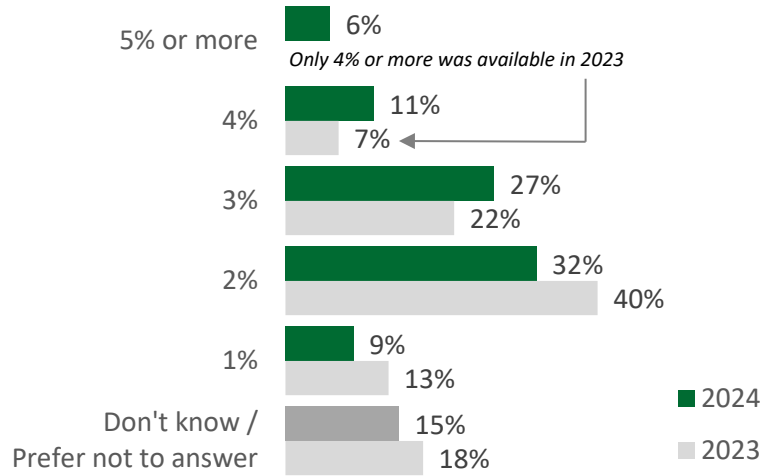
### Preferred Change in Property Taxes (2024 only)



q3 - Which answer best describes your comfort level and/or preference relating to municipal property taxes for [next year]? Base: Total (n=532)

Of those suggesting a property tax increase, most would prefer an increase of 2% to 3%. These results are similar to those found in 2023 and broadly similar to the online sample result.

→ **Prefers Increase**



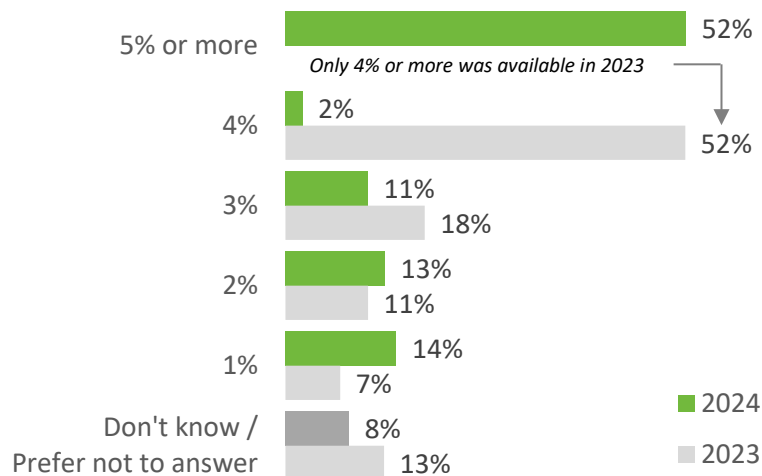
q4 - Your preference is to increase property taxes to either increase or maintain services. What is an acceptable property tax increase for Strathcona County to consider for [next year]? "5% or more" added in 2024. Base: Prefers increase 2024 (n=296), Prefers increase 2023 (n=304)

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

- Those who are 65 years old or older (74%);
- Those who are not employed (69%);
- Those living in Sherwood Park (64%); and
- Females (61%).

Of the one-in-ten that would prefer to have property taxes decrease, more than half would like to see taxes be reduced by 5% or more – the maximum they could choose in the survey. Results are similar to those obtained in 2023. This is an identical distribution of responses to the online sample.

**Prefers Decrease** ←



q5 - Your preference is to decrease property taxes. What is an acceptable property tax decrease for Strathcona County to consider for [next year]? "5% or more" added in 2024. Base: Prefers decrease 2024 (n=46), Prefers decrease 2023 (n=49)

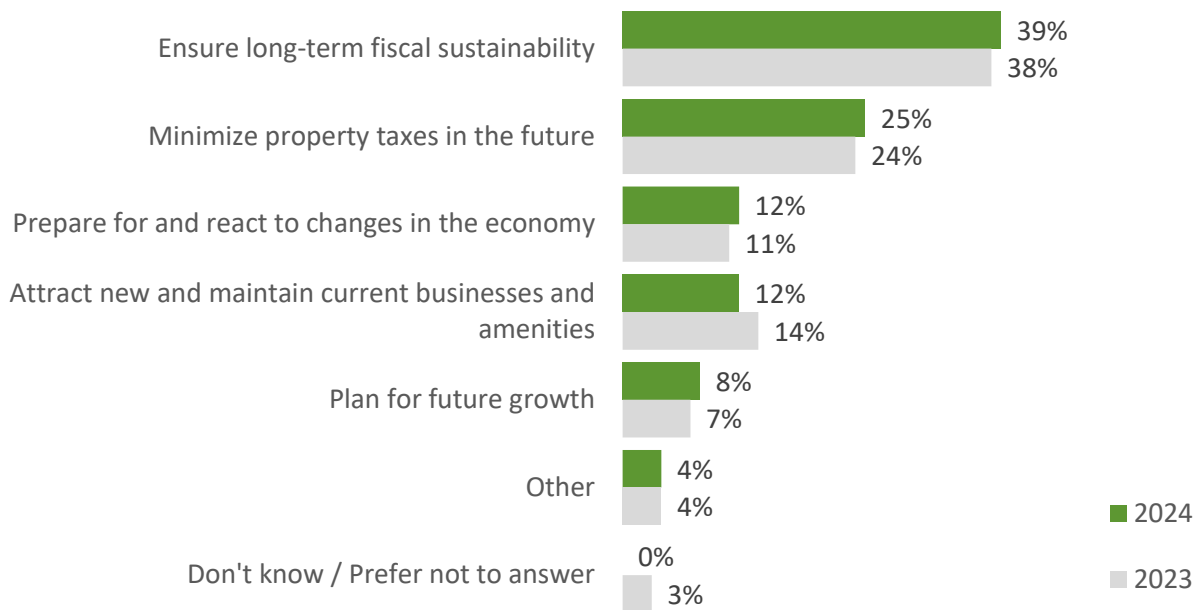
Those who are more likely to prefer a tax decrease include:

- Rural Strathcona residents (17%);
- Those between the ages of 16 and 44 (15%);
- Those that are employed (14%); and
- Males (14%).

### 3.4 Budget Priorities

As Strathcona County shapes the budget for 2025-2028, respondents would like the County to prioritize long-term fiscal sustainability (39%) and minimizing property taxes in the future (25%). Budget priorities are virtually identical in 2024 as in 2023. These are the same priorities for the online sample, although the online sample was somewhat more likely to choose the 2<sup>nd</sup> choice priority – minimize property taxes in the future (31%).

#### Top Budget Priorities for the Future



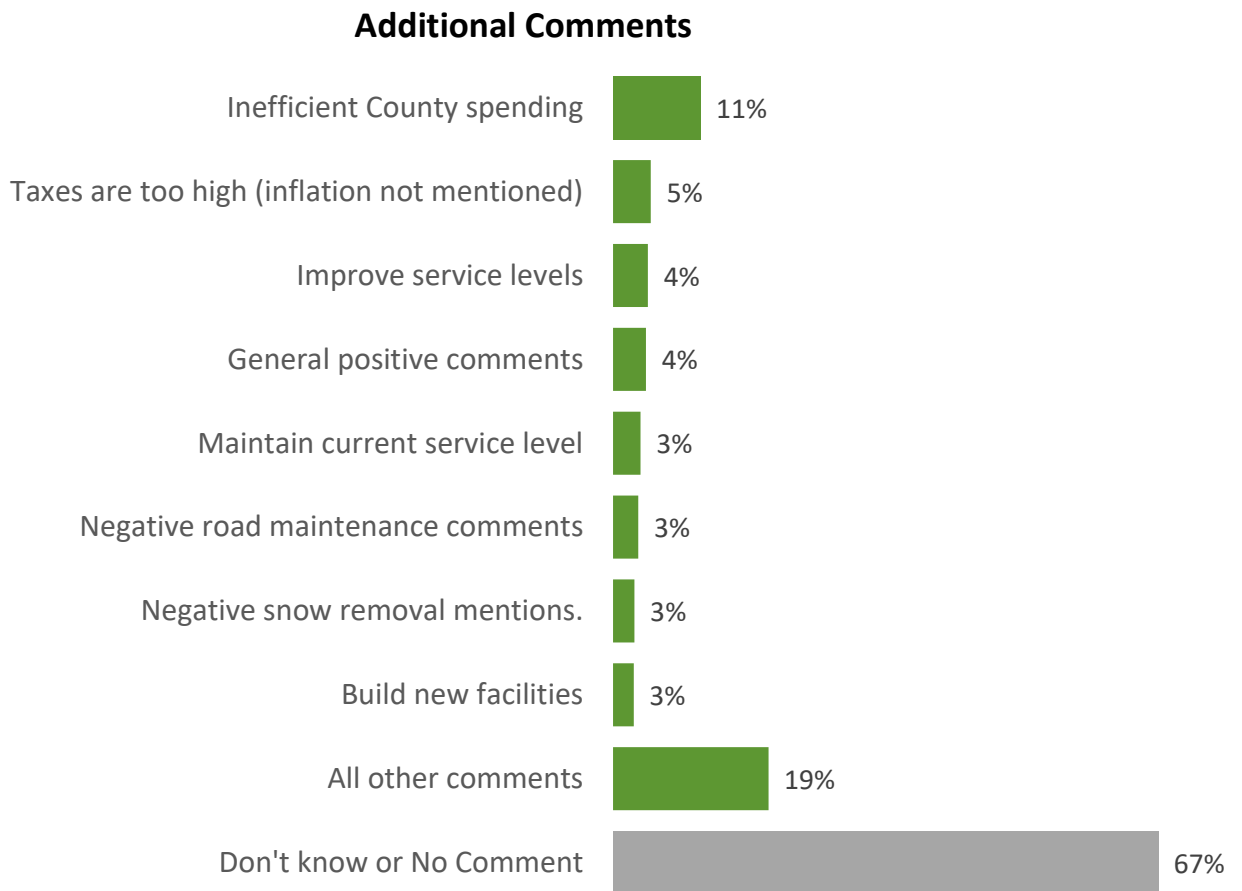
q2 - As Strathcona County plans for the future, which of the following is most important to inform and shape [the next four years] budgets and business plans? Base: Total 2024 (n=532), Total 2023 (n=575)

Significant subgroup differences include:

- Ensuring long-term fiscal sustainability is more important to those who are 65 or older (48%) and those who are not employed (47%); and
- Minimizing property taxes in the future is more important to those who live in rural Strathcona County (34%).

### 3.5 Other Comments

When asked if respondents had any additional priorities, two-thirds (67%) did not. That said, the most common comment from respondents was with regards to inefficient county spending (11%). Other more common comments included taxes being too high, a desire for improved service levels, and other general positive comments about Strathcona County. Answers given by 2% of respondents or fewer are aggregated and shown as “All other comments”. These comments include tax increases being a burden on fixed income households, a disinterest in the County starting large new projects, reserving trails and greenspaces, reviewing the usage of the transit system, and interest in increasing commercial business taxes instead of residential taxes.



q7 - Please share any additional comments on priorities, tax rates and/or services. Base: Total (n=532)

## 4 Appendices

### 4.1 2024 Respondent Demographics

Gender	Unweighted %	Weighted %
Male	52%	49%
Female	48%	51%
Another or non-binary	1%	1%
Unweighted base (excluding refusals)	526	

Location	Unweighted %	Weighted %
Sherwood Park	70%	72%
Rural Strathcona County	30%	28%
Neighbourhood in Sherwood Park	70%	72%
Rural Hamlet in Strathcona County	6%	7%
Rural Subdivision in Strathcona County	17%	15%
Rural area in Strathcona County that is not within a subdivision	7%	6%
Unweighted base (SC residents excluding refusals)	457	

Age	Unweighted %	Weighted %
NET 16 to 44	25%	36%
NET 45 to 64	45%	39%
NET 65+	30%	24%
16 to 24	3%	6%
25 to 34	8%	16%
35 to 44	14%	14%
45 to 54	23%	20%
55 to 64	22%	19%
65 to 74	21%	17%
75 to 84	8%	7%
85+	1%	1%
Unweighted base	532	

<b>Resident Status</b>	<b>Weighted %</b>
I am a resident of Strathcona County	87%
I own a residential property in Strathcona County	60%
I own/operate a business in Strathcona County	10%
Unweighted base	532

<b>Residence Ownership</b>	<b>Weighted %</b>
Own	89%
Rent	11%
Unweighted base (excluding refusals)	517

<b>Employment Status</b>	<b>Weighted %</b>
Employed	65%
Not Employed	32%
Work full-time	56%
Work part-time	9%
Full-time student	2%
Homemaker	2%
Caregiver of dependent children/adults	0%
Permanently unable to work	1%
Currently looking for work	3%
Retired	24%
Other	3%
Unweighted base (excluding refusals)	521

Household Income	Weighted %
NET Below \$70k	20%
NET \$70k to \$110k	26%
NET \$110k to \$150k	18%
NET \$150k or more	35%
Less than \$30,000	4%
\$30,000 to \$49,999	8%
\$50,000 to \$69,999	9%
\$70,000 to \$89,999	12%
\$90,000 to \$109,999	14%
\$110,000 to \$129,999	9%
\$130,000 to \$149,999	9%
\$150,000 to \$169,999	9%
\$170,000 and over	26%
Unweighted base (excluding refusals)	444

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	0.61	2.36
Rural	0.55	2.11
Unknown	0.53	1.90
Business owner only	1.00	1.00
<b>Gender</b>		
Male	0.53	2.20
Female	0.59	2.36
Other/Unknown	0.92	1.03
<b>Age</b>		
16 to 34	0.92	2.36
35 to 64	0.53	1.19
65 or over	0.54	1.04
<b>Phones Owned</b>		
Cell phone only	0.54	1.19
Both	0.53	2.36
Landline only	0.62	1.04

### 4.3 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=532 randomly recruited
<b>Mode of data collection</b>	Telephone recruit to an online survey. Average online survey length: 5.5 minutes
<b>Source of sample</b>	<ul style="list-style-type: none"> <li>- Advanis General Population Random Sample</li> <li>- ASDE Survey Sampler</li> </ul>
<b>Type of sample</b>	Telephone numbers
<b>Sample design</b>	Targeted those in younger age groups
<b>Start and end dates of data collection</b>	April 29 to May 23, 2024
<b>Strategies used to gain cooperation</b>	Multiple calls made to phone numbers, reminder emails and SMS
<b>Margin of sampling error for total sample</b>	4.2%, 19 times out of 20
<b>Is data weighted?</b>	Yes, by age, gender, urban vs. rural, and phones owned. See section 4.2 above for details.
<b>Contact for more information</b>	Patrick Kyba, pkyba@advanis.net Advanis (780) 229-1135
<b>Survey text</b>	See section 4.4 below

### 4.4 Online Survey Results

Values may not add to 100% due to rounding.

Gender	Counts	%
Male	291	33%
Female	563	66%
Base	854	

Location	Counts	%
Sherwood Park	640	78%
Rural Strathcona County	172	21%

Neighbourhood in Sherwood Park	640	78%
Rural Hamlet in Strathcona County	41	5%
Rural Subdivision in Strathcona County	93	11%
Rural area in Strathcona County that is not within a subdivision	38	5%
Prefer not to answer	7	1%
<b>Base</b>	<b>819</b>	

<b>Age</b>	<b>Counts</b>	<b>%</b>
NET 16 to 44	307	37%
NET 45 to 64	327	40%
NET 65+	162	20%
16 to 24	22	3%
25 to 34	99	12%
35 to 44	186	23%
45 to 54	149	18%
55 to 64	178	22%
65 to 74	120	15%
75 to 84	39	5%
85+	3	<1%
Prefer not to answer	23	3%
<b>Base</b>	<b>819</b>	

<b>Resident Status</b>	<b>Counts</b>	<b>%</b>
I am a resident of Strathcona County	792	93%
I own a residential property in Strathcona County	382	45%
I own/operate a business in Strathcona County	64	7%
<b>Base</b>	<b>854</b>	

<b>Residence Ownership</b>	<b>Counts</b>	<b>%</b>
Own	741	91%

Rent	46	6%
Prefer not to answer	29	4%
Base	816	

Employment Status	Counts	%
Employed	510	62%
Not Employed	287	35%
Work full-time	450	55%
Work part-time	60	7%
Full-time student	11	1%
Homemaker	26	3%
Caregiver of dependent children/adults	9	1%
Permanently unable to work	6	1%
Currently looking for work	16	2%
Retired	217	27%
Other	2	<1%
Prefer not to answer	20	2%
Base	819	

Household Income	Counts	%
NET Below \$70k	122	15%
NET \$70k to \$110k	149	18%
NET \$110k to \$150k	124	15%
NET \$150k or more	226	28%
Less than \$30,000	27	3%
\$30,000 to \$49,999	30	4%
\$50,000 to \$69,999	65	8%
\$70,000 to \$89,999	79	10%
\$90,000 to \$109,999	70	9%
\$110,000 to \$129,999	70	9%

\$130,000 to \$149,999	54	7%
\$150,000 to \$169,999	62	8%
\$170,000 and over	164	20%
Prefer not to answer	198	24%
<b>Base</b>	<b>444</b>	

Values may not add to 100% due to rounding.

<b>Value for services</b>	<b>Counts</b>	<b>%</b>
NET low value	88	11%
Net neutral	288	36%
NET high value	410	51%
1 – Low value	20	2%
2	68	8%
3	288	36%
4	273	34%
5—High value	137	17%
Prefer not to answer	19	2%
<b>Base</b>	<b>805</b>	

<b>Past 12 months financial circumstance</b>	<b>Counts</b>	<b>%</b>
Become better	63	8%
Stayed the same	375	45%
Become worse	359	44%
Prefer not to answer	29	4%
<b>Base</b>	<b>826</b>	

<b>Next 12 months financial circumstance</b>	<b>Counts</b>	<b>%</b>
Become better	79	10%
Stayed the same	445	54%
Become worse	268	32%

Prefer not to answer	34	4%
Base	826	

Past 12 months financial circumstance	Counts	%
Losing your job or self-employment income	45	6%
Reduced income from job or self-employment	48	6%
Making ends meet on a fixed income	147	18%
Cost of groceries and food	474	58%
Cost of utilities (electricity, water etc.)	439	53%
Cost of transportation (fuel, public transportation, personal vehicles etc.)	102	12%
Cost of housing (rent, mortgage etc.)	132	16%
Cost of health and personal care	61	7%
Other: please specify	45	6%
None of the above	23	3%
Base		

Budget Priorities	Counts	%
Ensure long-term fiscal sustainability – meaning financial decisions today maintain a healthy financial position in the future	324	38%
Attract new and maintain current businesses and amenities	76	9%
Minimize property taxes in the future	260	31%
Prepare for and react to changes in the economy	80	9%
Plan for future growth	75	9%
Other	29	3%
Don't Know/Prefer Not to Answer	9	1%
Base	853	

Budget Preferences	Counts	%
Significant increase in property taxes to increase services and manage inflation	18	2%

Increase property taxes, if required, to maintain services and manage inflation	390	46%
Maintain property taxes at the current rate (0% increase in 2025), which will result in reduced service levels	313	37%
Decrease property taxes, which will result in further reduced service levels	93	11%
Don't Know/Prefer Not to Answer	36	4%
<b>Base</b>	<b>850</b>	

<b>Increase property taxes</b>	<b>Counts</b>	<b>%</b>
1%	55	14%
2%	123	30%
3%	114	28%
4%	41	10%
5% or more	28	7%
Don't Know/Prefer Not to Answer	47	12%
<b>Base</b>	<b>408</b>	
<b>Decrease property taxes</b>		
1%	15	16%
2%	11	12%
3%	13	14%
4%	1	1%
5% or more	49	53%
Don't Know/Prefer Not to Answer	4	4%
<b>Base</b>	<b>93</b>	

**4.5 Survey**

What follows is a paper version of the web survey.

# Budget Survey

Strathcona County



Languages: English



Decision-makers need your feedback to help develop a budget that balances the basics we must do to keep our community functioning with the extra things that our residents are asking for in order to reach our vision of being Canada's most livable community. 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 2025-2028 budgets for Council approval. There are more opportunities to leave feedback on [County Voice \(http://countyvoice.strathcona.ca/2025-budget\)](http://countyvoice.strathcona.ca/2025-budget). There will also be future opportunities to provide feedback in the Fall of 2024.

This survey will take you approximately 5 minutes to complete and will be available until May 24th.

Strathcona County has contracted an independent public opinion research company, Advanis (<http://advanis.net> (<http://advanis.net>)), to conduct the 2024 Budget Survey on Strathcona County's behalf. 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: 20240326-AD386.

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/2024_budget_survey_report.pdf) ([https://strathconacablob.blob.core.windows.net/files/files/2024\\_budget\\_survey\\_report.pdf](https://strathconacablob.blob.core.windows.net/files/files/2024_budget_survey_report.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. If you wish to provide input, feel free to access

<https://survey.alchemer.eu/s3/90706535/2025-Budget-Survey>  
(<https://survey.alchemer.eu/s3/90706535/2025-Budget-Survey>).

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.

- 1 I am **under** 16 years of age
- 2 I am **at least** 16 years of age
- 3 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. If you wish to provide input, feel free to access

<https://survey.alchemer.eu/s3/90706535/2025-Budget-Survey>

(<https://survey.alchemer.eu/s3/90706535/2025-Budget-Survey>).

Status Code: 503

### Q1

Please select which of the following apply to you:

Select all that apply.

- 1 I am a resident of Strathcona County
- 2 I own a residential property in Strathcona County
- 3 I own/operate a business in Strathcona County
- 4 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 2025-2028 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 2025?

- 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 2025), 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 2025?

- 1 1%
- 2 2%
- 3 3%
- 4 4%
- 6 5% 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 2025?

- 1 1%
- 2 2%
- 3 3%
- 4 4%
- 6 5% or more
- 5 Don't know/prefer not to answer

**Q6**

What value do you receive from County services?

- 1 1 - Poor
- 2 2
- 3 3
- 4 4
- 5 5 - Excellent
- 6 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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-8 No comment

**Q8**

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

- 1 Become better
- 2 Stayed the same
- 3 Become worse
- 8 Prefer not to answer

**Q9**

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

- 1 Become better
- 2 Stay the same
- 3 Become worse
- 8 Prefer not to answer

**Q13**

Thinking about your personal financial situation, what are your **two biggest concerns or worries** for the next 12 months?

*Select up to two items*

- 1 Losing your job or self-employment income \*
- 2 Reduced income from job or self-employment \*
- 3 Making ends meet on a fixed income \*
- 4 Cost of groceries and food \*
- 5 Cost of utilities (electricity, water etc.) \*
- 6 Cost of transportation (fuel, public transportation, personal vehicles etc.) \*
- 7 Cost of housing (rent, mortgage etc.) \*
- 8 Cost of health and personal care \*
- 9 Other (specify): \_\_\_\_\_
- 10 You have no financial concerns or worries (Exclusive)
- 8 Prefer not to answer

*Levels marked with \* are randomized*

**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

**ThankYou**



Thank you for taking our survey! The results of this survey will be shared with Council and with the public in July of 2024. If you would like to provide more feedback, please visit [countyvoice.strathcona.ca/2025-budget](http://countyvoice.strathcona.ca/2025-budget) (<http://countyvoice.strathcona.ca/2025-budget>).

Status Code: -1