

**2025 Budget Planning Survey**  
**General Population Survey Results**

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*Results weighted to ensure statistical  
validity to the Leduc Population*

**Conducted by:**



**ADVANIS**











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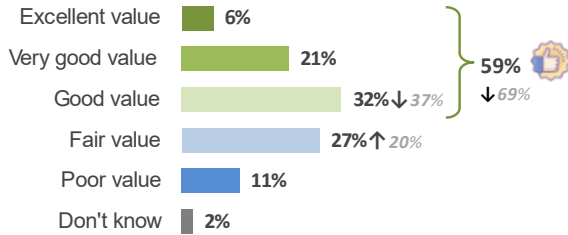
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# 1 Budget Planning Survey Highlights

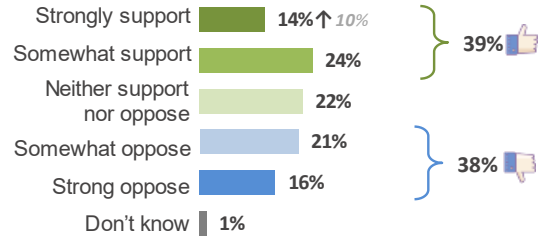
## 2025 Budget Planning Survey Highlights

Survey of 657 adult Leduc residents contacted by phone and postcard from April 29<sup>th</sup> to May 31<sup>st</sup>, 2024, and completed the survey. Results are weighted by age. Results below may not add up exactly due to rounding.

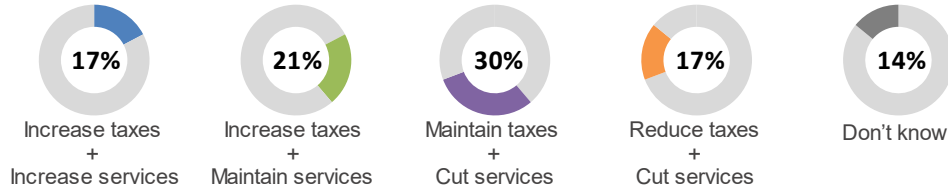
### City Service Value for Taxes (no changes)



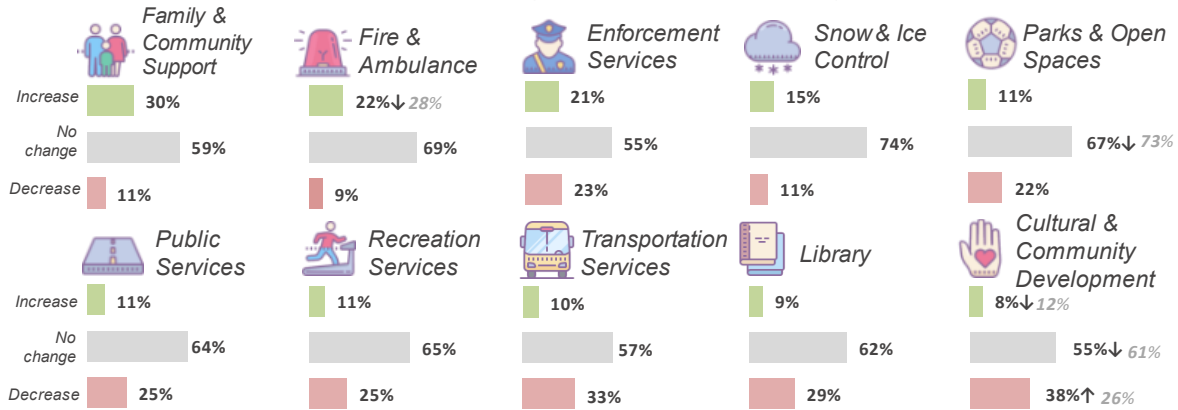
### Decrease Service Levels to Minimize Tax Increase?



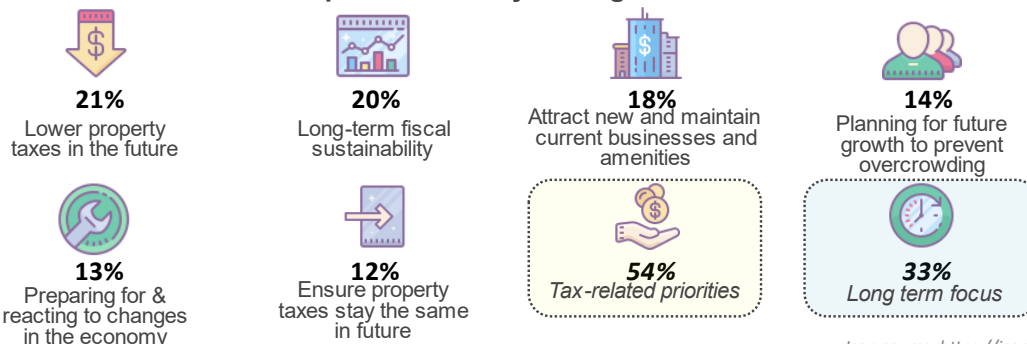
### Preferred Tax Strategy



### Desired Change to Variable Spending



### Most Important Priority Facing Leduc (no changes)

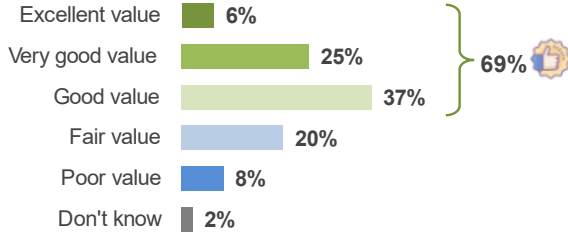


Icon source: <https://icons8.com/>

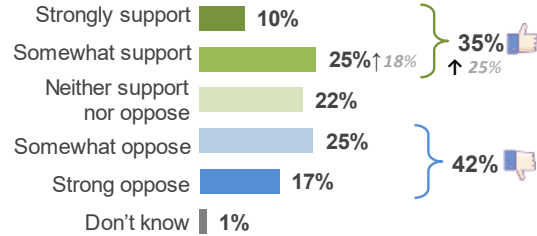
# 2024 Budget Planning Survey Highlights

Survey of 503 adult Leduc residents contacted by phone and postcard from May 1<sup>st</sup> to May 31<sup>st</sup>, 2023, and completed the survey. Results are weighted by age. Results below may not add up exactly due to rounding.

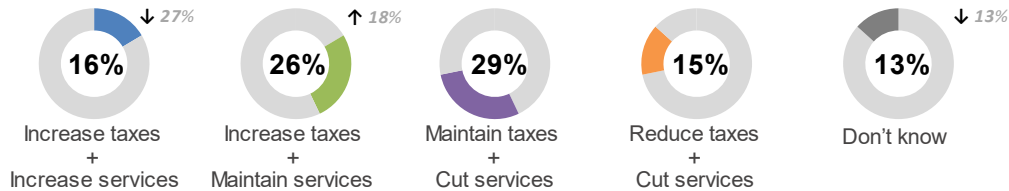
## City Service Value for Taxes (no changes)



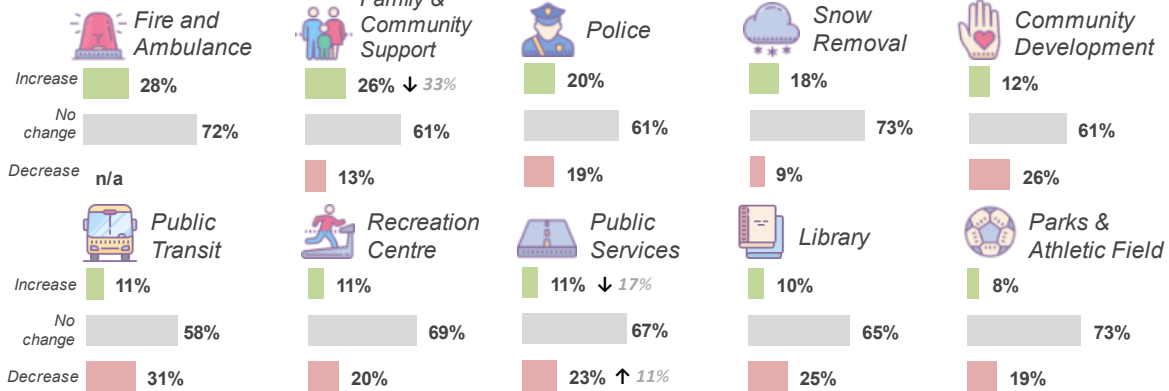
## Decrease Service Levels to Minimize Tax Increase?



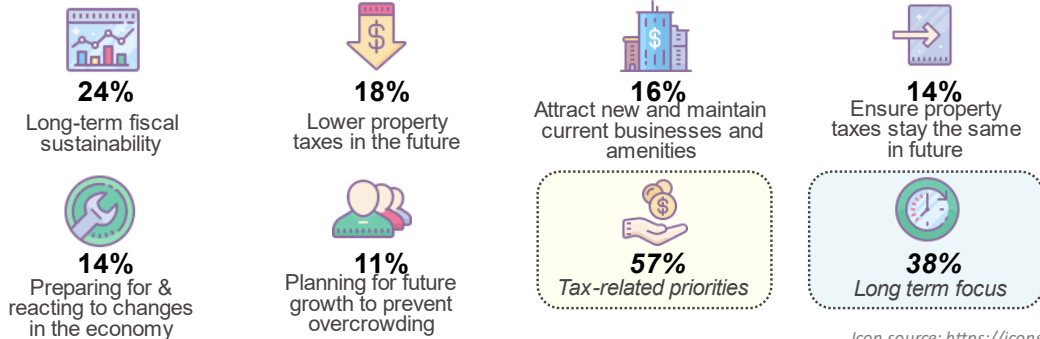
## Preferred Tax Strategy



## Desired Change to Variable Spending



## Most Important Priority Facing Leduc (no changes)



## 2 Detailed Project Description

### 2.1 Project Background

In spring 2024, the City of Leduc (“the City”) contracted Advanis to conduct the 2025 City of Leduc General Population Budget Planning Survey. The primary purpose of this study is to assess the views of City of Leduc residents concerning the budgetary planning process for the 2025 budget. In total, 657 randomly selected City of Leduc residents aged 18 and older completed the survey between April 29<sup>th</sup> and May 31<sup>st</sup>, 2024.

This report outlines the results of the 2025 General Population Budget Planning Survey. Comparisons to previous years’ survey data are included where appropriate to determine any shifts in the perceptions and opinions of Leduc residents. Note that results are not available for the year of 2020, as the survey was not administered that year due the Covid-19 pandemic.

### 2.2 Methodology

All components of the project were designed and executed in close consultation with the City of Leduc. A detailed description of each task of the project is outlined in the remainder of this section.

#### 2.2.1 Project Planning

Advanis team members reviewed the documents and met with City employees charged with leading this research to ensure total understanding of the purpose and needs of this study. Both the City and Advanis agreed upon a research methodology and detailed work plan. As with previous years, few changes were made to the Budget Planning surveys as detailed in the following sections.

As with previous years, the City wanted to attempt to capture responses from younger (16 or 17-year-old) residents of Leduc. While these younger residents were not a part of this General Population study, they were allowed to complete the Stakeholder study’s survey. However, no 16 or 17-year-old completed the Stakeholder version of the survey in 2024.

#### 2.2.2 Survey Design

The 2025 Budget Planning Survey was based on the 2024 Budget Planning Survey, which was conducted in spring 2023. As with previous years, the survey was administered online to allow graphics to be shown in the survey to respondents. This maintained consistency between years and allowed many results to be compared between years. Specific changes made to the survey included:

- Updating all dates in the survey to reflect 2024;
- Updating the percentage of property tax that went to education;
- Updating budget percentages to reflect what was is planned for 2025; and
- Allowing respondents to decrease spending on Fire & Ambulance Services (this was not an option available in prior versions of the survey).

Advanis provided the City with a draft of the survey which the City provided feedback on. Advanis incorporated this feedback and the survey was programmed and tested. The City had the opportunity to

review the survey online and provided additional feedback, which Advanis incorporated. A text version of the final questionnaire is provided in the Appendix (section 4.4).

### 2.2.3 Survey Population and Data Collection

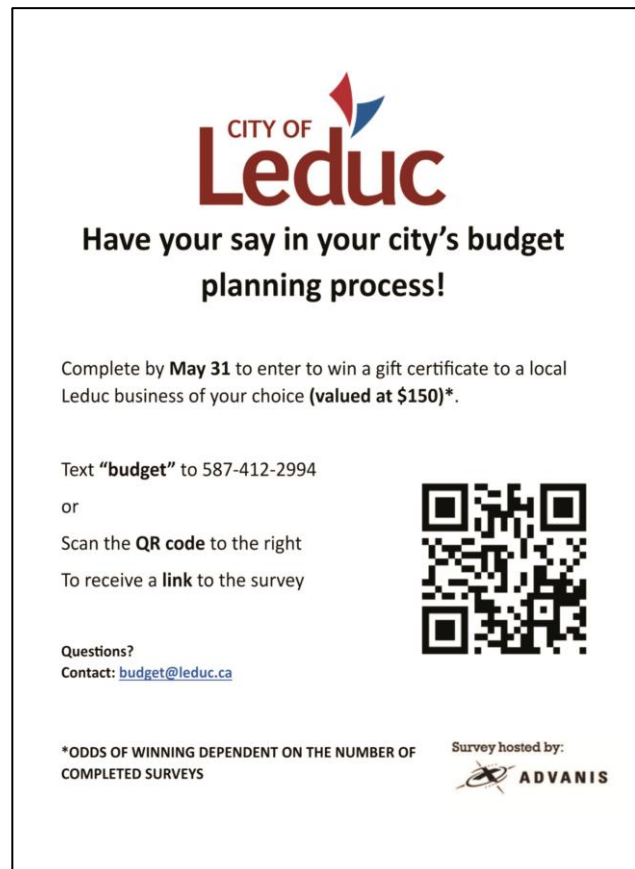
Advanis purchased a random set of landline telephone numbers and used Advanis' proprietary General Population Random Sample<sup>1</sup> wireless numbers for the City of Leduc. Potential participants were contacted by telephone and recruited to complete the online survey. A link to the online survey was provided either by email or text message.

The City also sent a postcard to every household in Leduc. The postcard included a passcode that residents could send to a phone number via text message to receive a link to the survey. In total, 468 residents completed the General Population survey through this recruiting approach.

Although survey respondents were recruited two different ways (i.e., telephone and postcard), both methodologies are considered statistically representative. Indeed, the telephone recruitment is considered a random sample, while providing a postcard to every household is considered conducting a census. Furthermore, since all respondents completed the survey online, we can be confident that the methodology is sufficiently consistent with previous years.

The City remains cognizant of the increased use of mobile devices within our community and recognized the importance of creating a mobile friendly platform for the 2025 Budget Planning Survey in order to engage all Leduc residents most effectively. As mentioned, the survey platform used in 2024 allowed for a mobile-optimized experience ensuring that those who chose to complete the survey on a smartphone or tablet could do so with ease. **In total, 85% of surveys collected for this report completed the survey on a mobile device** (compared to 77% in 2023).

A soft launch of the survey was conducted on April 29<sup>th</sup>, 2024. The purpose of the soft launch was to ensure the survey was functioning as intended on the survey platform by collecting a limited number of completed surveys and reviewing the results. Since data checks did not flag any concerns, these results were included in the final report and the survey was fully launched. The primary fielding dates for the



<sup>1</sup> For more information, visit <https://www.advanis.net/general-population-random-sample-gprs>.

remainder of respondents who completed the survey was from April 29<sup>th</sup> to May 31<sup>st</sup>, 2024. In total, 657 respondents completed the survey which implies a margin of error no greater than  $\pm 3.8\%$  at 95% confidence.

Similar to previous years, for this analysis, weights were assigned based on the ages of residents to ensure that their representation in the City-wide sample was proportionate to the City of Leduc population as determined by the 2021 Canadian Census. Specific details of the weighting scheme used can be found in the Appendix (section 4.2).

#### **2.2.4 Survey Awareness**

Survey participants were asked if they recalled seeing or hearing an advertisement for the survey. In total, 65% mentioned that they learned about the survey from the postcard they received in the mail, 9% from social media, 7% from the City of Leduc website, 5% through phone call, 5% through the local newspaper, 1% from an email, and 2% saw or heard an advertisement for the survey somewhere else. These are similar to results found in 2023 however billboard advertising was an option in 2023 while newspaper was not. However, 21% did not recall seeing or hearing an advertisement for the survey (compared to 18% in 2023).

### 3 Study Findings

This section details the results of each specific topic in the survey. In this section, there are a few things to note:

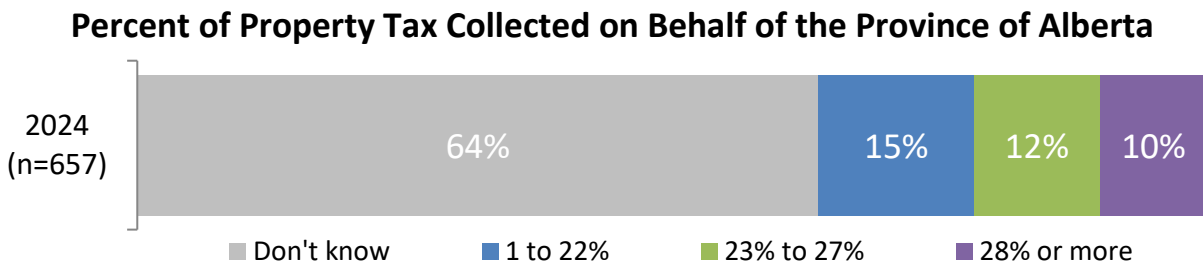
- The term “significant” means “statistically significant at 95% confidence”. Prior to 2021, statistical testing used the unweighted base in calculations. Beginning in 2021, the effective base is used in statistical testing to better control for the effects of weighting the data.
- The analysis checked for statistical differences between the following groups:
  - Age (18 to 44 👤, 45 to 54 👤, 55 to 64 👤, 65 or older 👤);
  - Children in household (children 👤👤, no children 👤👤);
  - Income (under \$60,000 💰, \$60,000 to \$99,999 💰, \$100,000 to \$149,999 💰, \$150,000 or more 💰);
  - Employment status (employed full/part time 🏢, on leave/homemaker/student/not employed/retired 🎓);
  - Home ownership (owning 🏠, renting 🏢);
  - Perceived value from taxes (good/very good/excellent 😊, fair/poor 😞);
  - Preference regarding decreasing services to limit tax increases (support 👍, oppose 👎); and
  - Preferred tax strategy (prefer to increase taxes 📈, prefer to cut services ✂️).
- The subgroup differences mentioned above are statistically tested in mutually exclusive groupings. For example, if a result says that it is statistically higher for those aged 18 to 44, this means that the result among those aged 18 to 44 is statistically higher than those who are not aged 18 to 44.
- To improve readability, bars with values less than 5% may not have the value shown. Actual percentages are available in separate tables.
- Results have been rounded to remove decimal places. As a result, adding up values may not exactly equal the total expected (e.g., stacked bar charts may not add up to exactly 100%).
- Arrows may appear on graphs that compare results over time. These indicate if the results are statistically (at 95% confidence) higher or lower than the previous year’s results.
- The term “(VOL)” at the start of labels indicate that this level was volunteered by respondents who put text into the “other specify” level. These results are likely lower than they would have been had all respondents seen these as levels. Since these levels are volunteered by respondents each year, they are not trended year-to-year.
- For results with a base size of fewer than 30 respondents, percentages are shown. However, results should be interpreted with caution due to the small base sizes. Additionally, statistical differences are not shown if a respondent subgroup has a base size of fewer than 30 respondents.
- Note that icons used in this report are from icons8.com.



### 3.1 Property Tax Value

Respondents were informed that a portion of property tax is collected on behalf of the Province of Alberta and goes to pay for education. The percent of property tax that paid for education in 2023 was 25%.

When asked what percent of property tax goes to the province, nearly two-in-three (64%, compared to 68% in 2023) did not know. 12% of respondents came close to the correct answer (compared to 10% in 2023), mentioning between '23% and 27%', while only 8% of respondents correctly identified that '25%' of property tax pays for education.



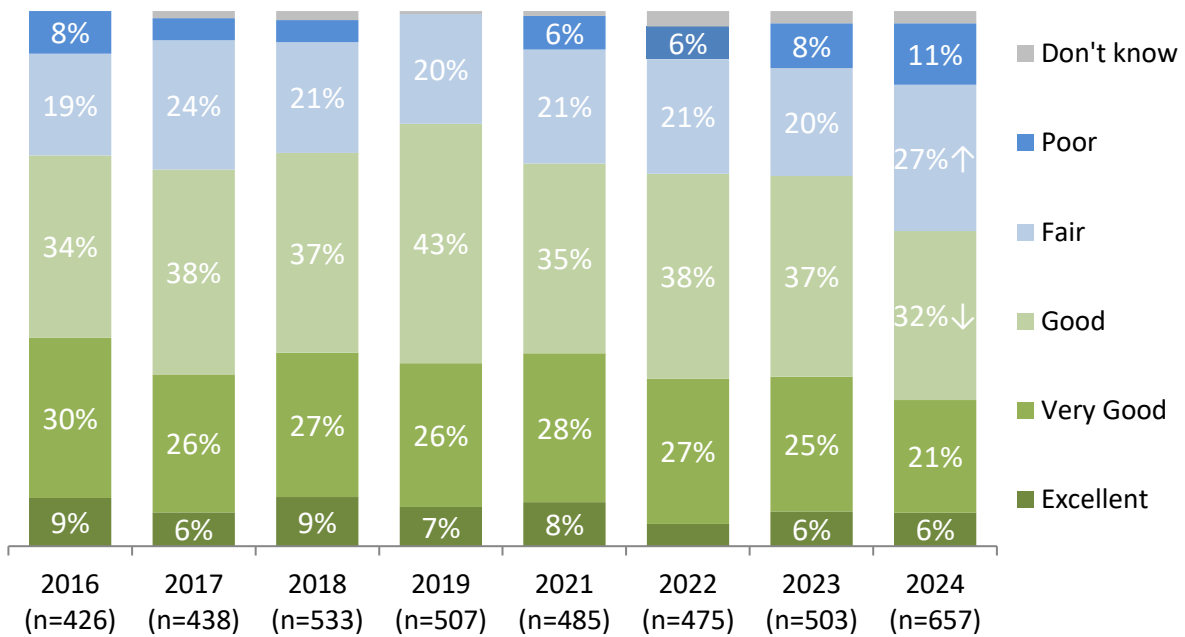
Values may not sum to 100% due to rounding. Trending is shown compared to last year.

Subgroups that are significantly more likely to answer in the 23% to 27% range include:

- 20%: Those aged 65 or older;
- 16%: Those who are employed;
- 14%: Those who do not have children in their household;
- 14%: Those who receive good/very good/excellent value from taxes; and
- 13%: Those who own their primary residence.

Respondents were then made aware that 25% of property taxes are collected on behalf of the province to pay for education. They were then asked what level of value they felt they received from the remaining 75% used to fund city services. There has been a slight shift towards less value compared to 2023.

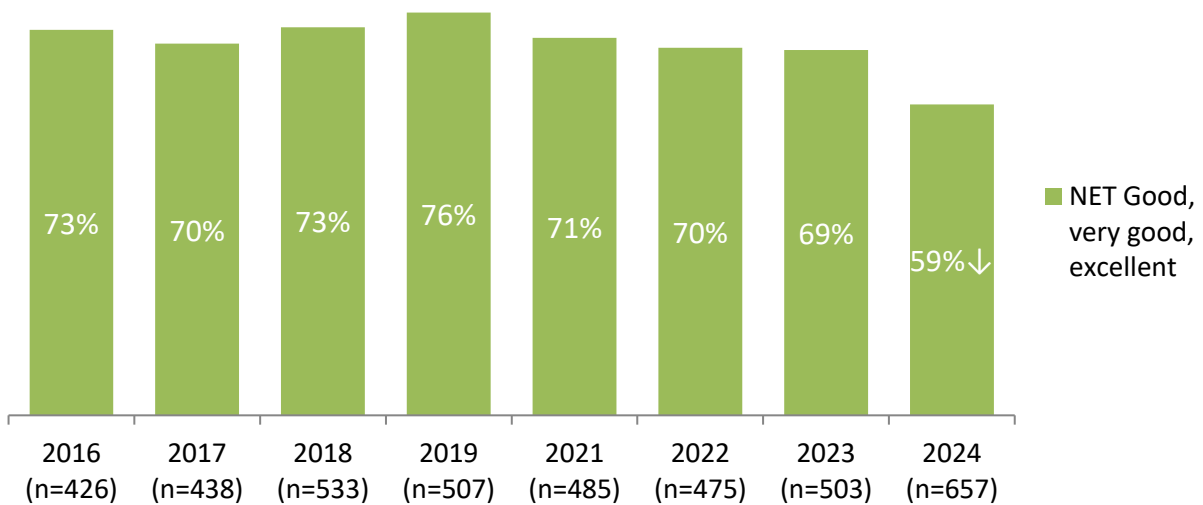
### Perceived Value Received for Taxes Paid






Values may not sum to 100% due to rounding. Bars missing values are less than 5%.

The percent of residents that feel they received “good”, “very good”, or “excellent” value for their taxes (59%) fell in 2024 when compared to the results in 2023 (69%). This continues a downward trend that started in 2019.

### Perceived Value Received for Taxes Paid (Good, Very Good, Excellent)



Subgroups that are significantly more likely to feel they receive “good”, “very good”, or “excellent” value include:

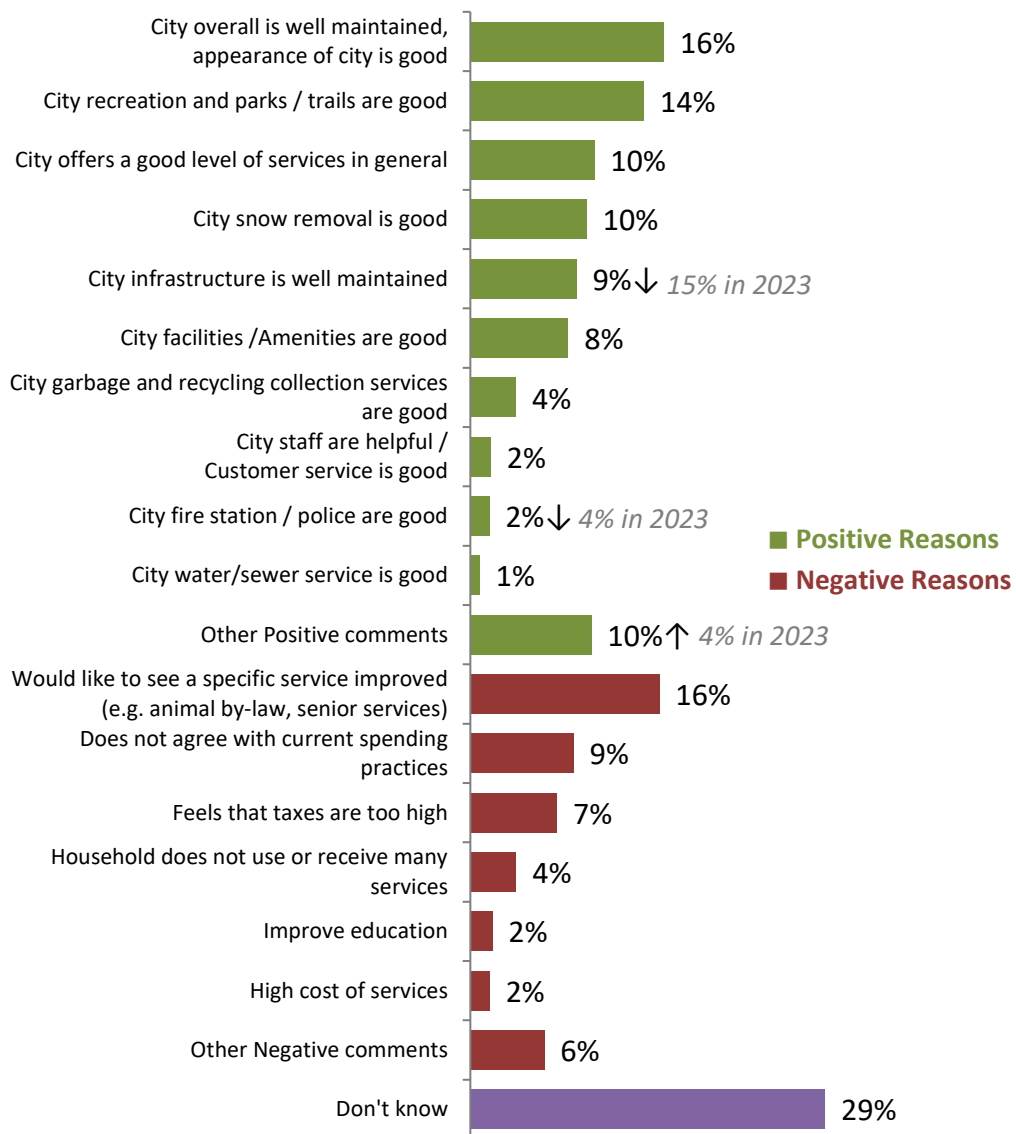
-  77%: Those who prefer to increase taxes;
-  72%: Those aged 65 or older; and
-  64%: Those who oppose a decrease in service levels to minimize tax increases.

All respondents were asked the reason why they felt that way. Given that most respondents feel that they have received “good” or better value, it is not surprising that most reasons provided are positive.

Although there were a number of different reasons mentioned, the top **positive** reasons are that the City overall is well maintained (16%), city recreation and parks/trails are good (14%), the City offers a good level of services in general (10%), and city snow removal is good (10%). City infrastructure being well maintained is mentioned by 9% of respondents which is down from 15% in 2023.



The top **negative** reason provided by 16% of respondents is the desire to see a specific service improved. Note that over one-quarter (29%) of respondents were unable to provide a reason for the value they receive.

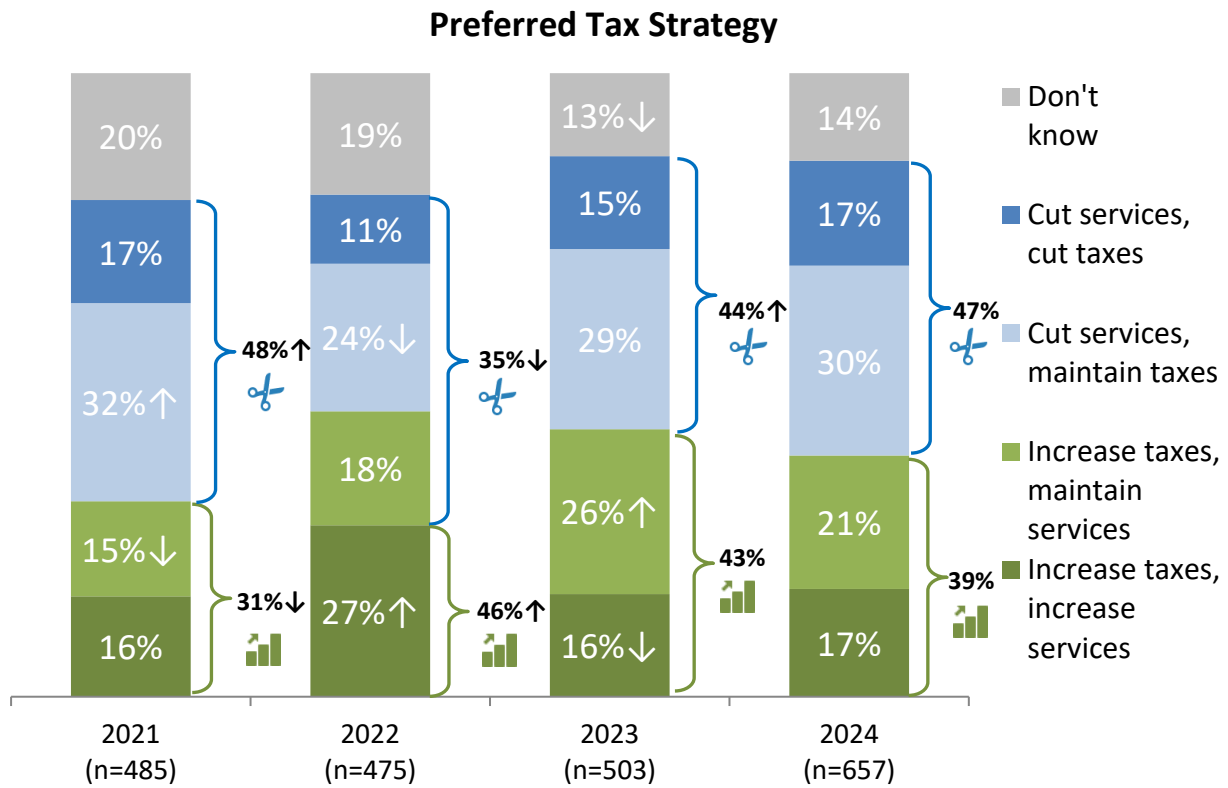
### Why Residents Feel this Way



n=657. Values may sum to more than 100% as multiple mentions were allowed.

### 3.2 Overall Property Tax Preference

Next, respondents were shown four different tax strategies and asked for their preference. 47% of respondents prefer  cutting services to maintain or reduce taxes, and 39% prefer an  increase to taxes to maintain or increase services. These results are similar to 2023.



Values may not sum to 100% due to rounding.

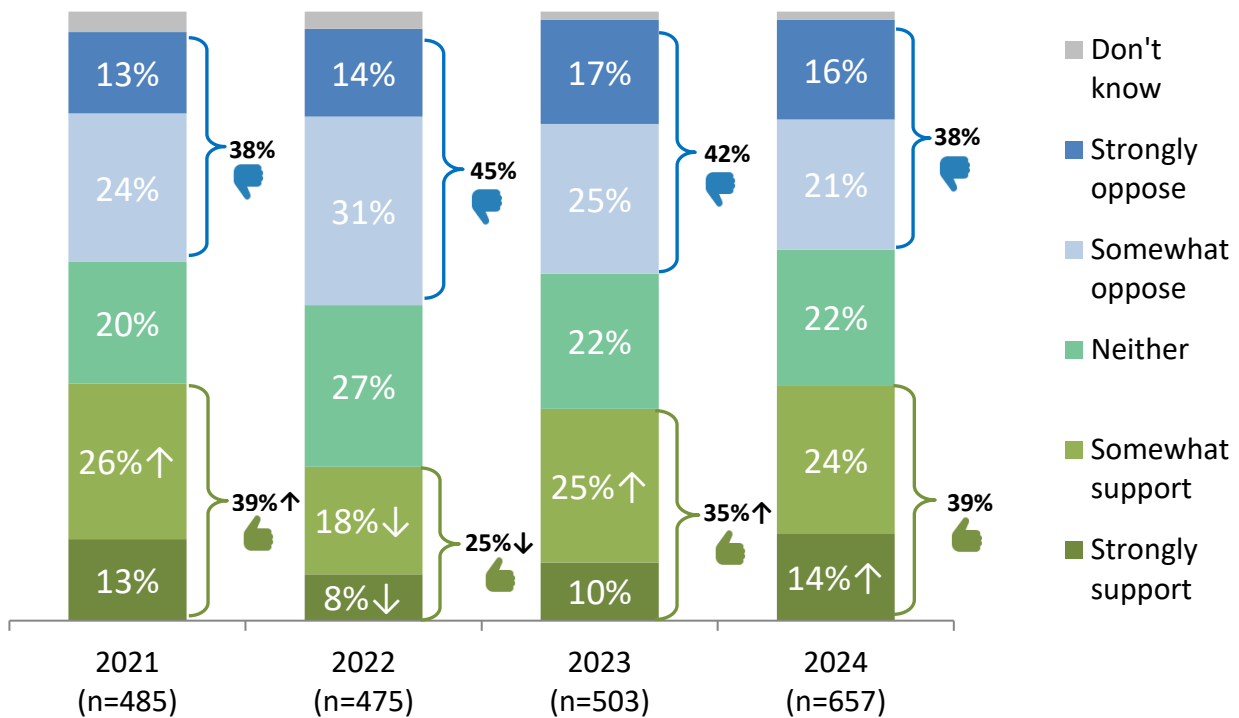
Significant subgroup differences include those who:

Increase taxes, increase services	Increase taxes, maintain services	Cut services, maintain taxes	Cut services, cut taxes
<ul style="list-style-type: none"> <li>33%: Oppose a decrease in service levels to minimize tax increases;</li> <li>22%: Are not employed; and</li> <li>20%: Receive good/very good/excellent value from taxes.</li> </ul>	<ul style="list-style-type: none"> <li>33%: Oppose a decrease in service levels to minimize tax increases;</li> <li>31%: Are aged 65 or older;</li> <li>30%: Receive good/very good/excellent value from taxes;</li> <li>29%: Have a household income of \$150k or more; and</li> <li>24%: Do not have children in their household.</li> </ul>	<ul style="list-style-type: none"> <li>46%: Support a decrease in service levels to minimize tax increases;</li> <li>36%: Receive fair/poor value from taxes; and</li> <li>32%: Own their primary residence.</li> </ul>	<ul style="list-style-type: none"> <li>31%: Support a decrease in service levels to minimize tax increases;</li> <li>24%: Receive fair/poor value from taxes; and</li> <li>21%: Are employed.</li> <li>21%: Are aged 18-44.</li> </ul>

The City is sensitive to the economic climate and residents’ desire to keep tax increases to a minimum. As such, respondents were asked for their level of support or opposition for decreasing service levels to minimize tax increases.

In 2024, nearly the same proportion of residents are supportive (39%) of a decrease in service to maintain taxes as there are who oppose a decrease in service to maintain taxes (38%). A little under one-quarter (22%) did not feel strongly either way, while 1% did not have an opinion. These results are similar to those found in 2023.

### Support/Opposition for a Decrease in Service Levels to Maintain Taxes



Values may not sum to 100% due to rounding.

Subgroups that are significantly more likely to **support** decreasing service levels to maintain taxes include:

- 63%: Those who prefer to cut services;
- 44%: Those who receive fair/poor value from taxes;
- 44%: Those who are employed; and
- 43%: Those aged 18-44.

Subgroups that are significantly more likely to **oppose** decreasing service levels to maintain taxes include:

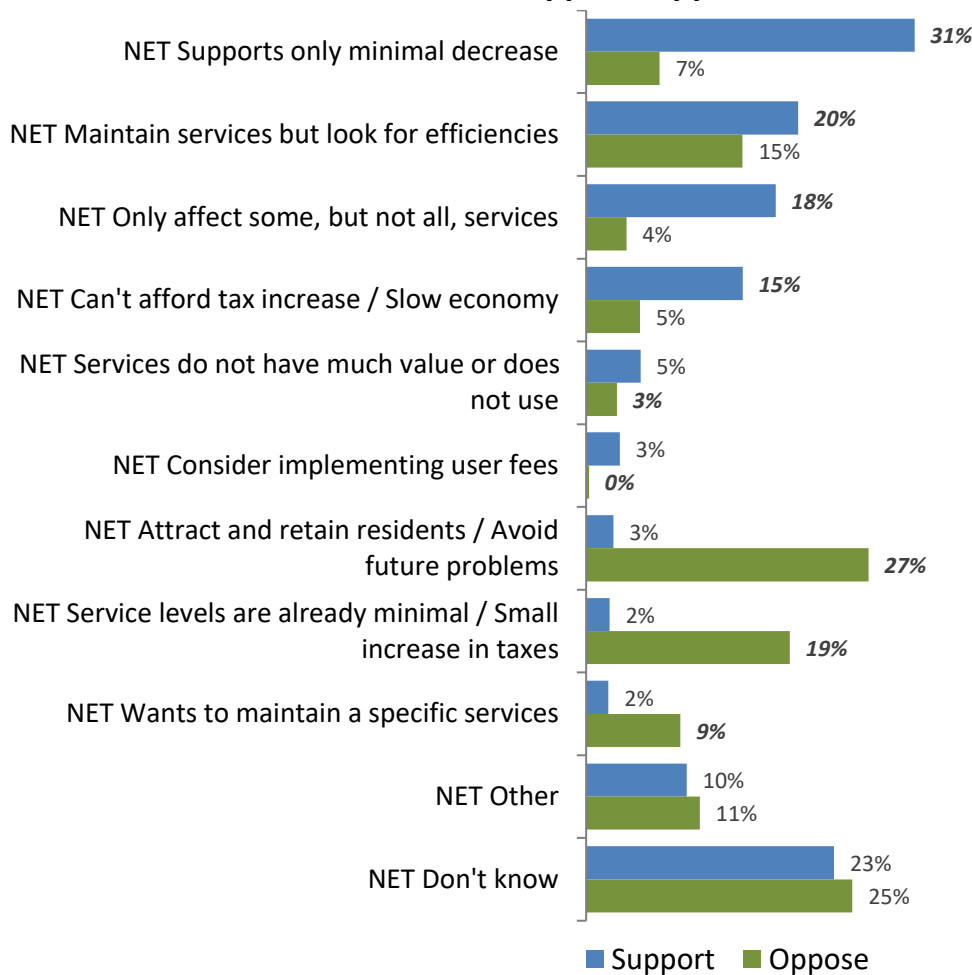
- 64%: Those who prefer to increase taxes;
- 45%: Those who are not employed; and
- 41%: Those who receive good/very good/excellent value from taxes.

In terms of why residents support or oppose decreasing service levels to minimize tax increases, those who **support** decreasing service levels would support only a minimal decrease (31%), would maintain services but look for efficiencies (20%), and would like to only affect some, but not all, services (18%).

In contrast, those who **oppose** decreasing service levels feel that services are important to attract and retain residents to avoid future problems (27%), insist service levels are already minimal (19%), and suggest maintaining services but look for efficiencies (15%).

It should be noted that 23% of those who support and 25% of those who oppose did not provide any reasons for supporting or opposing a decrease to service levels.

### Reasons for Support/Opposition



n=244 (Support), 253 (Oppose). Values may sum to more than 100% as multiple mentions were allowed. Bars with values that are **bold and italicized** are statistically higher than the other bar above/below it.

### 3.3 Adjustments to Variable Spending




The City of Leduc budget includes two spending categories:

- Fixed Spending (56%) includes items that are necessary to govern, operate and maintain the City of Leduc and do not vary based on the level of service provided, including:
  - Mayor and City Council;
  - Corporate and Legislative Services;
  - Engineering Services;
  - Planning Services;
  - Facility Services;
  - Debt Repayment; and
  - Capital Transfer.
- Variable Spending (44%) includes categories where spending can be increased or decreased depending on the level of service provided.




The proposed City of Leduc 2025 variable budget is split between the following services:



Respondents were asked to rate their preference for how the City should allocate funds (increase, decrease, or remain the same) for each of the services. **Overall, this year’s results show most residents want spending for most services to remain the same.** That said, the following services had the highest percentage of residents requesting an **increase** in spending:

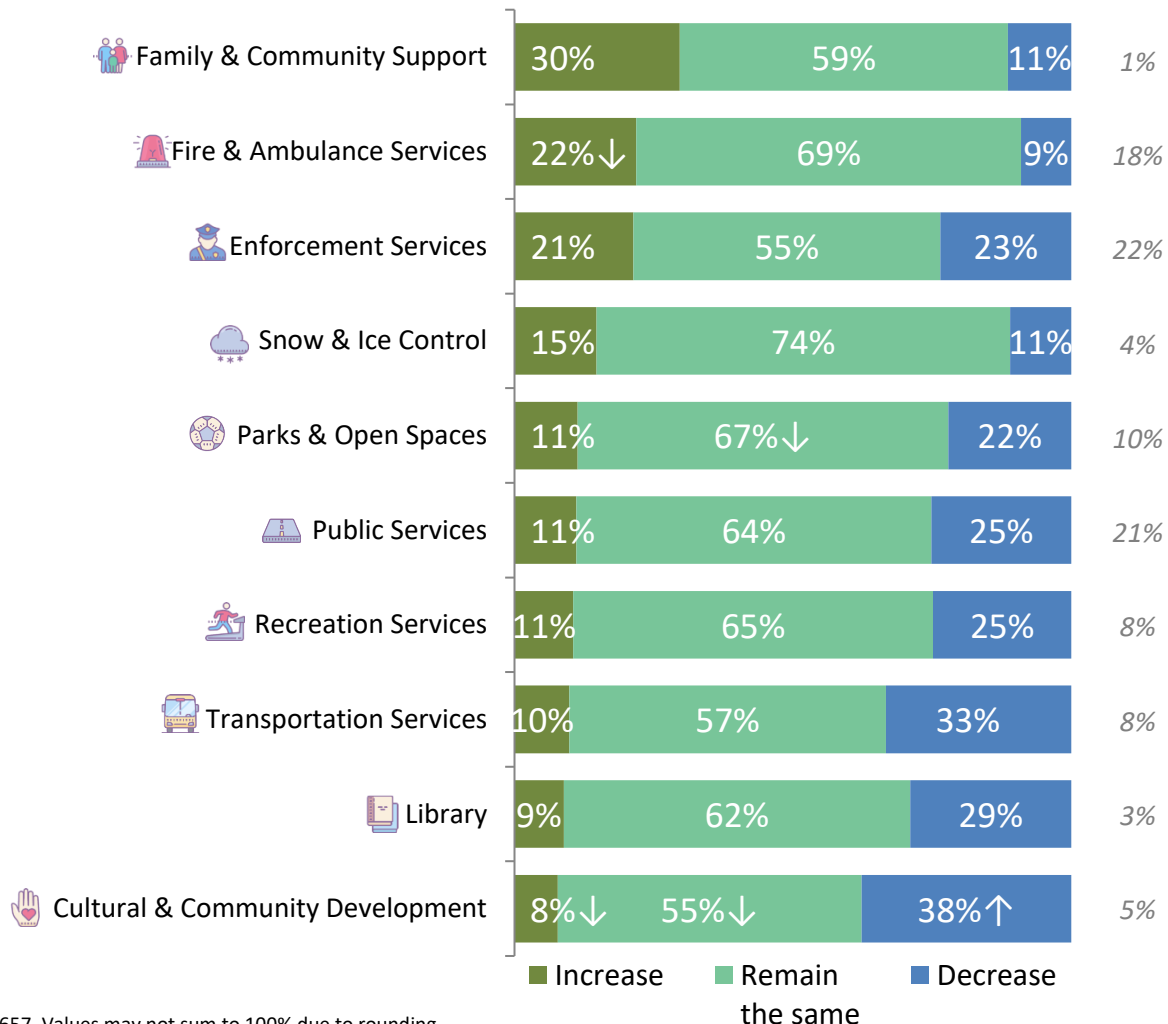
-  30%: Family and Community Support Services;
-  22%: Fire and Ambulance Services; and
-  21%: Enforcement Services.

Services that had the highest percentage of residents requesting a **decrease** in spending include:

-  38%: Cultural & Community Development;
-  33%: Transportation Services; and
-  29%: Library.

### Comparison of Preferred Budget Adjustments for all Services

*Proposed % of budget*



n=657. Values may not sum to 100% due to rounding.

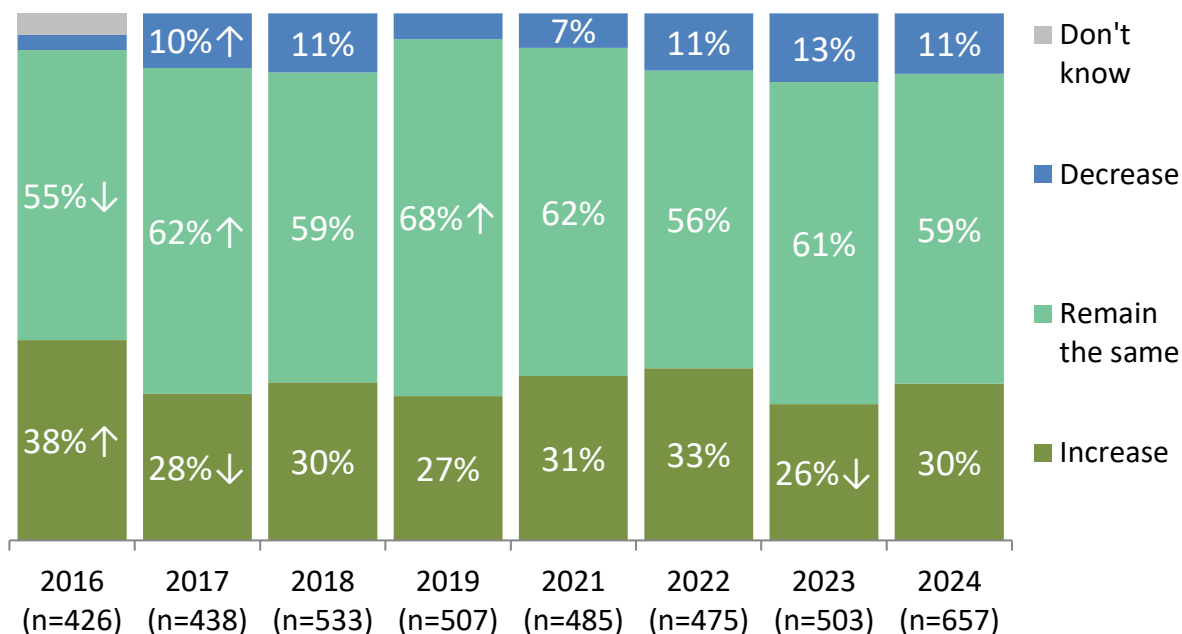
The remainder of this section of the report explores each of these services in more detail.



### 3.3.1 Family & Community Support (Proposed 1%)







Consistent with last year, about three out of five (59%) residents prefer *Family and Community Support Services* funding to remain the same. However, three-in-ten (30%) would like funding increased. On the other hand, 11% would prefer to see funding decrease. Both of these are similar to last year.

**Budget Adjustment for Family & Community Support (Proposed 1%)**





Values may not add to 100% due to rounding. Bars missing values are less than 5%.





Subgroups that are significantly more likely to want an **increase** in funding include:

-  43%: Those who oppose a decrease in service levels to minimize tax increases;
-  43%: Those who rent their primary residence;
-  41%: Those who prefer to increase taxes;
-  35%: Those who have children in their household;
-  34%: Those aged 18-44; and
-  33%: Those who receive good/very good/excellent value from taxes.

Subgroups that are significantly more likely to want funding to **remain the same** include:

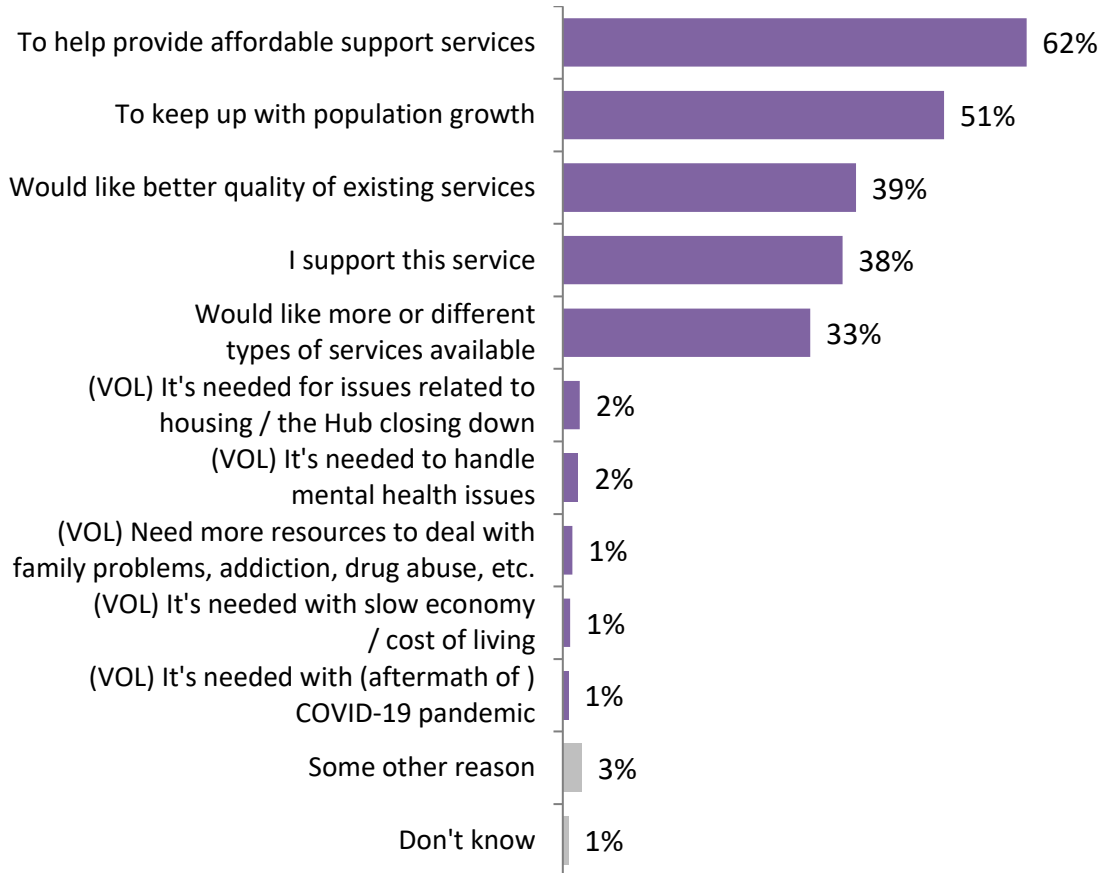
-  68%: Those aged 65 or older;
-  62%: Those who do not have children in their household.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  21%: Those aged 45-54;
-  19%: Those who support a decrease in service levels to minimize tax increases;
-  19%: Those who prefer to cut services; and
-  15%: Those who receive fair/poor value from taxes.

Most of the respondents who would **increase** spending on *Family and Community Support Services* felt that funding helps provide affordable support services (62%). About half of respondents would like to keep up with population growth (51%), and nearly four out of ten would like to improve the quality of existing services (39%) or because they support this service (38%).

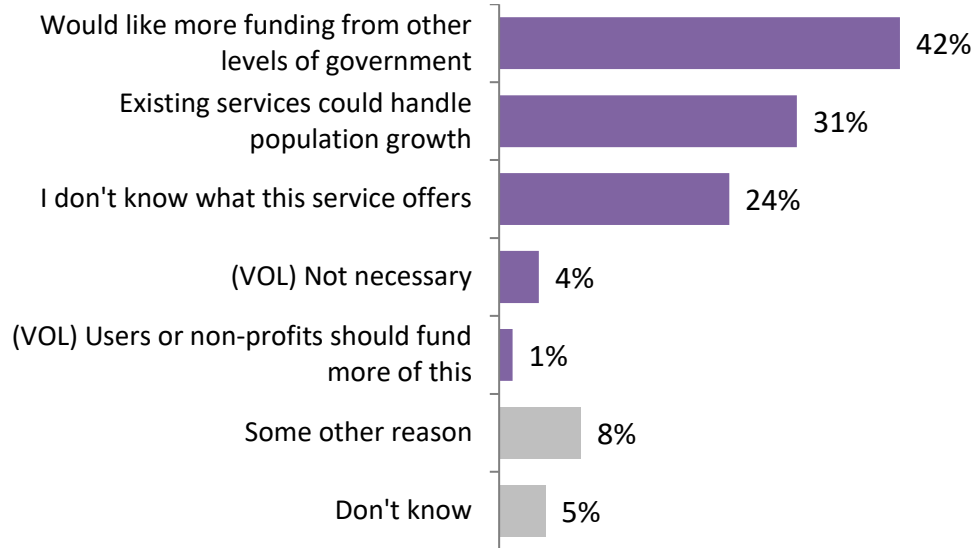
### Reasons to Increase Family & Community Support Spending



n=189. Values may sum to more than 100% as multiple mentions were allowed.

About four out of ten (42%) of respondents would like funding of *Family and Community Support Services* to **decrease** because they would like more funding from other levels of government. In addition, nearly one-third (31%) believe existing services can handle population growth and 24% don't know what this service offers.

### Reasons to Decrease Family & Community Support Spending

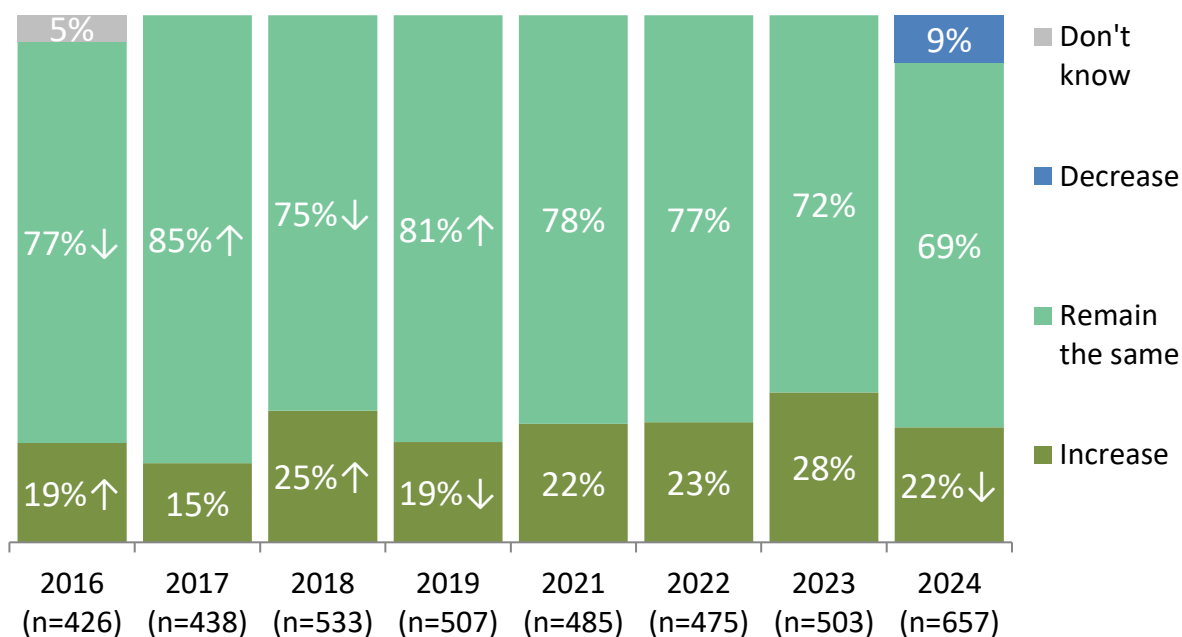


n=73. Values may sum to more than 100% as multiple mentions were allowed.

### 3.3.2 Fire and Ambulance Services (Proposed 18%)






In prior years, *Fire and Ambulance Services* were contracted services provided by the City on behalf of the Province of Alberta and could not be reduced. However, starting with the 2025 survey, the option to reduce the budget was offered. Approximately seven out of ten residents (69%) would like the budget for fire and ambulance services to remain the same which is consistent with results found last year. Additionally, 22% (down from last year) would like to see an increase in services while about one-in-ten (9%) would like spending to decrease.

**Budget Adjustment for Fire Services** (Proposed 18%)








Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want an **increase** in funding include:

-  39%: Those who rent their primary residence;
-  36%: Those aged 65 or older;
-  31%: Those who prefer to increase taxes;
-  31%: Those who oppose a decrease in service levels to minimize tax increases; and
-  29%: Those who are not employed.

Subgroups that are significantly more likely to want funding to **remain the same** include:

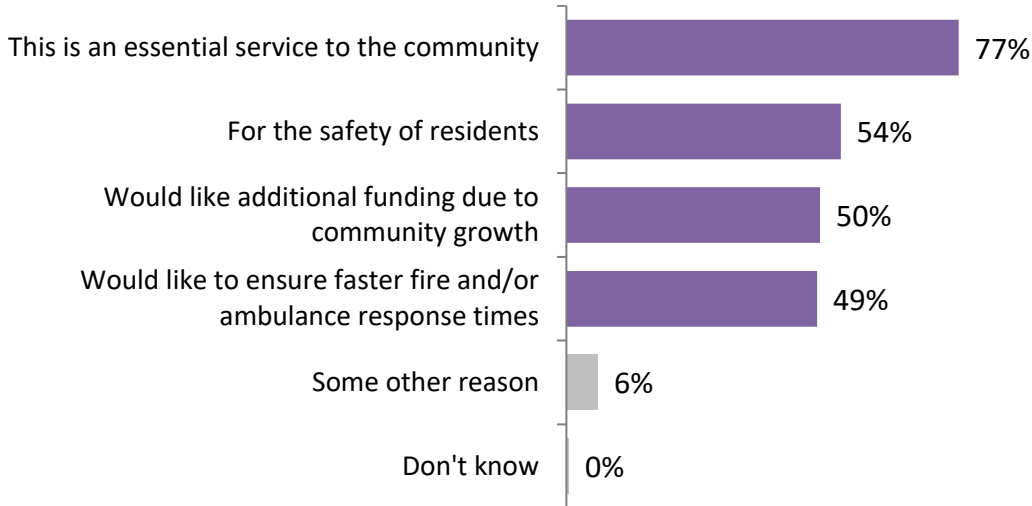
-  80%: Those aged 55-64;
-  79%: Those who support a decrease in service levels to minimize tax increases;
-  76%: Those who prefer to cut services;
-  74%: Those who receive good/very good/excellent value from taxes; and
-  72%: Those who own their primary residence.

Subgroups that are significantly more likely to want a **decrease** in funding include:

- ☹️ 15%: Those who receive fair/poor value from taxes; and
- 👍 12%: Those who support a decrease in service levels to minimize tax increases.

Respondents who would **increase** spending on *Fire and Ambulance Services* most often explained that this is an essential service to the community (77%). Additionally, one-half said they would like to guarantee the safety of respondents (54%), would like additional funding due to community growth (50%), and want to ensure the quickest response times (49%). These results are statistically consistent with the comments provided in 2023.

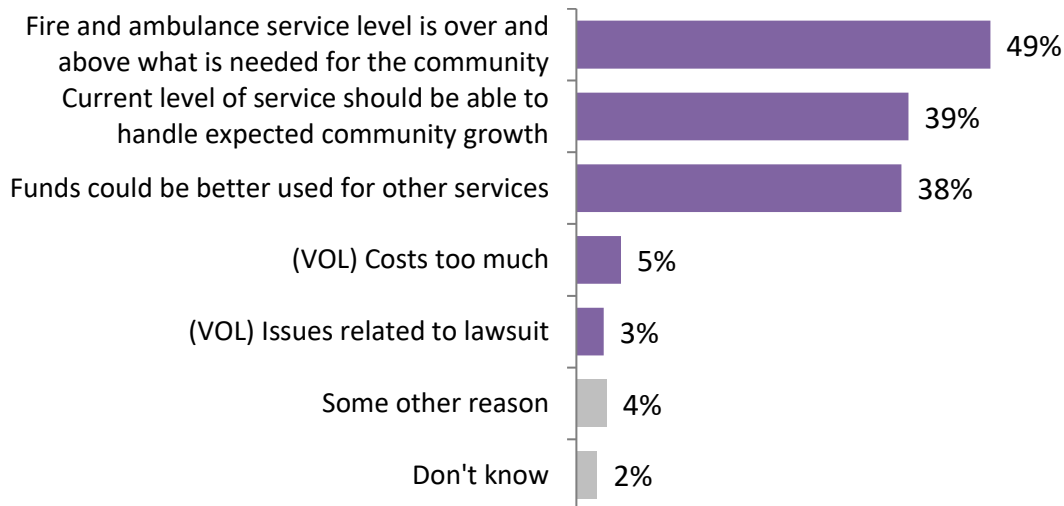
### Reasons to Increase Fire and Ambulance Services Spending



n=150. Values may sum to more than 100% as multiple mentions were allowed.

Respondents who would **decrease** spending on *Fire and Ambulance Services* mentioned that the current service level is more than needed (49%), current service should be able to handle expected population growth (39%), and that funds could be better used elsewhere (38%).

### Reasons to Decrease Fire Services Spending

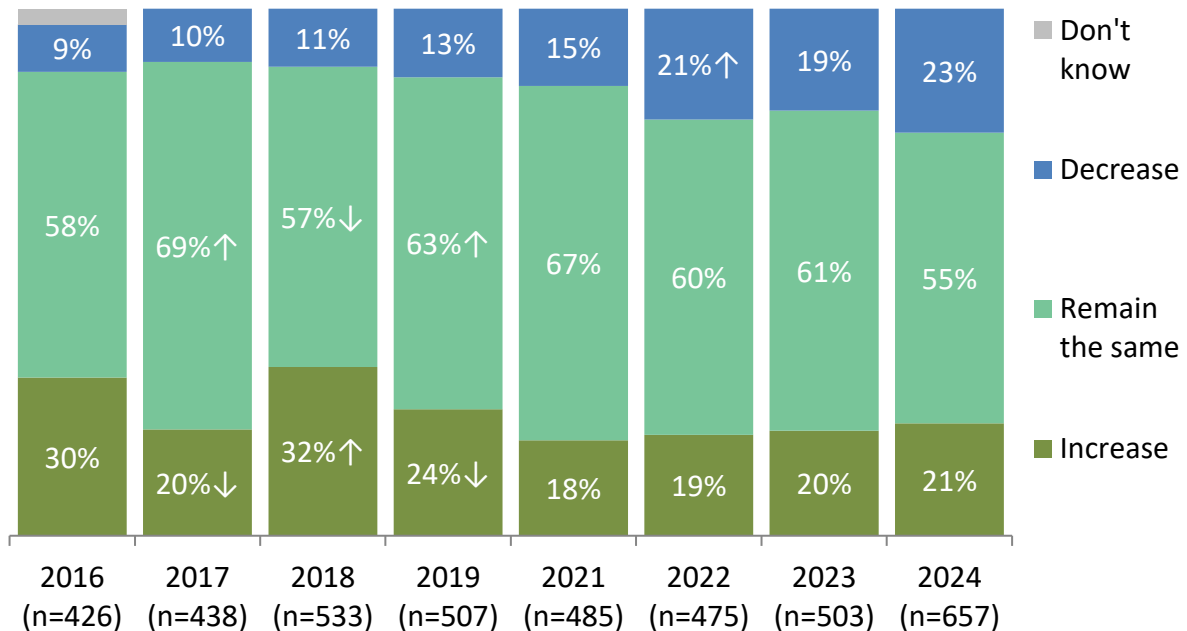


n=56. Values may sum to more than 100% as multiple mentions were allowed.

### 3.3.3 Enforcement Services (Proposed 22%)





About one-fifth (21%) of residents would like funding to increase for *Enforcement Services*. However, most residents continue to want funding to remain the same (55%), while about one-quarter (23%) would like funding to decrease. These results remain the same compared to 2023.

**Budget Adjustment for Enforcement Services (Proposed 22%)**





Values may not add to 100% due to rounding. Bars missing values are less than 5%.





Subgroups that are significantly more likely to want an **increase** in funding include:

-  35%: Those aged 65 or older;
-  32%: Those who prefer to increase taxes;
-  28%: Those who oppose a decrease in service levels to minimize tax increases; and
-  27%: Those who are not employed.

Subgroups that are significantly more likely to want funding to **remain the same** include:

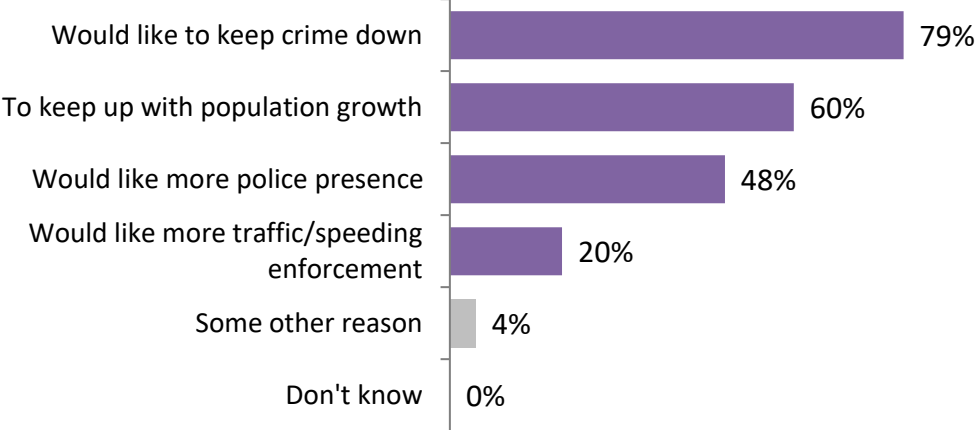
-  61%: Those who receive good/very good/excellent value from taxes.
-  60%: Those who prefer to cut services.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  33%: Those who receive fair/poor value from taxes;
-  30%: Those aged 18 to 44;
-  28%: Those who prefer to cut services; and
-  26%: Those who are employed.

Respondents who would **increase** spending on *Enforcement Services* most often explained that they would like to keep crime down (79%) and would like enforcement to keep up with population growth (60%). Moreover, nearly half of respondents mentioned they would like more police presence (48%).

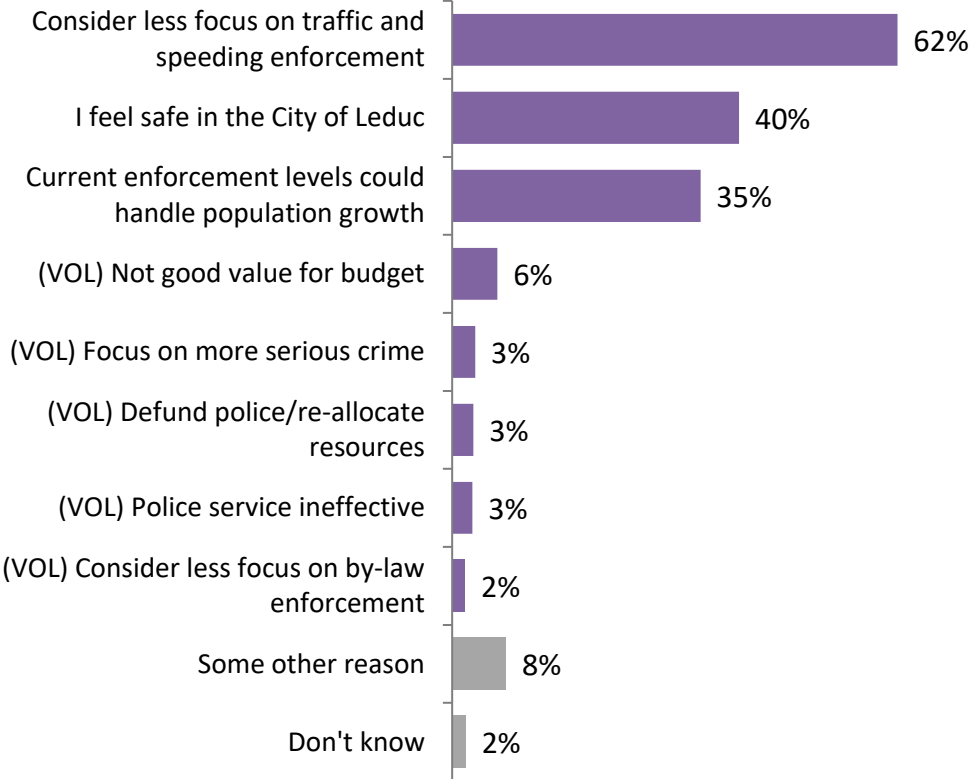
**Reasons to Increase Enforcement Services Spending**



n=154. Values may sum to more than 100% as multiple mentions were allowed.

Approximately three-fifths (62%) of respondents who would **decrease** spending on *Enforcement Services* suggested less focus on traffic and speeding enforcement, while two-fifths (40%) said they feel safe in the City. In addition, 35% said that current enforcement levels could handle population growth.

**Reasons to Decrease Enforcement Services Spending**

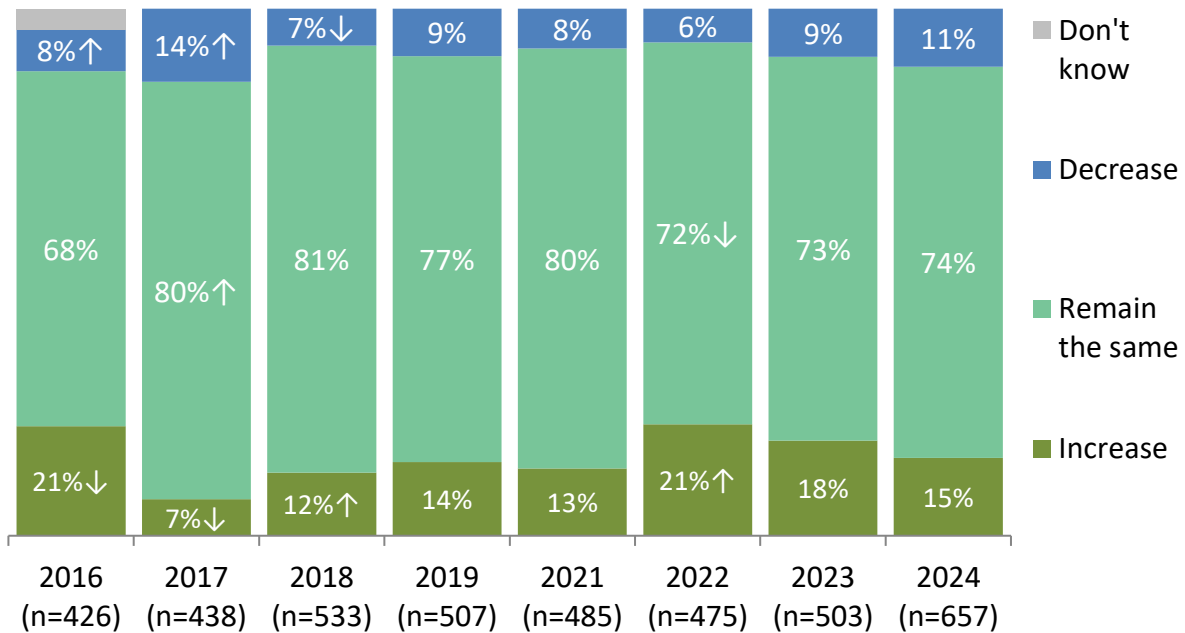


n=137. Values may sum to more than 100% as multiple mentions were allowed.

### 3.3.4 Snow & Ice Control (Proposed 4%)



About three-quarters (74%) of residents want spending on *Snow & Ice Control* to stay the same, while 15% want spending to increase and 11% want spending to decrease. These results remain statistically similar to last year.

**Budget Adjustment for Snow & Ice Control (Proposed 4%)**





Values may not add to 100% due to rounding. Bars missing values are less than 5%.




Subgroups that are significantly more likely to want an **increase** in funding include:

-  23%: Those who oppose a decrease in service levels to minimize tax increases; and
-  19%: Those aged 18-44.

Subgroups that are significantly more likely to want funding to **remain the same** include:

-  81%: Those aged 65 or older; and
-  79%: Those who receive good/very good/excellent value from taxes.

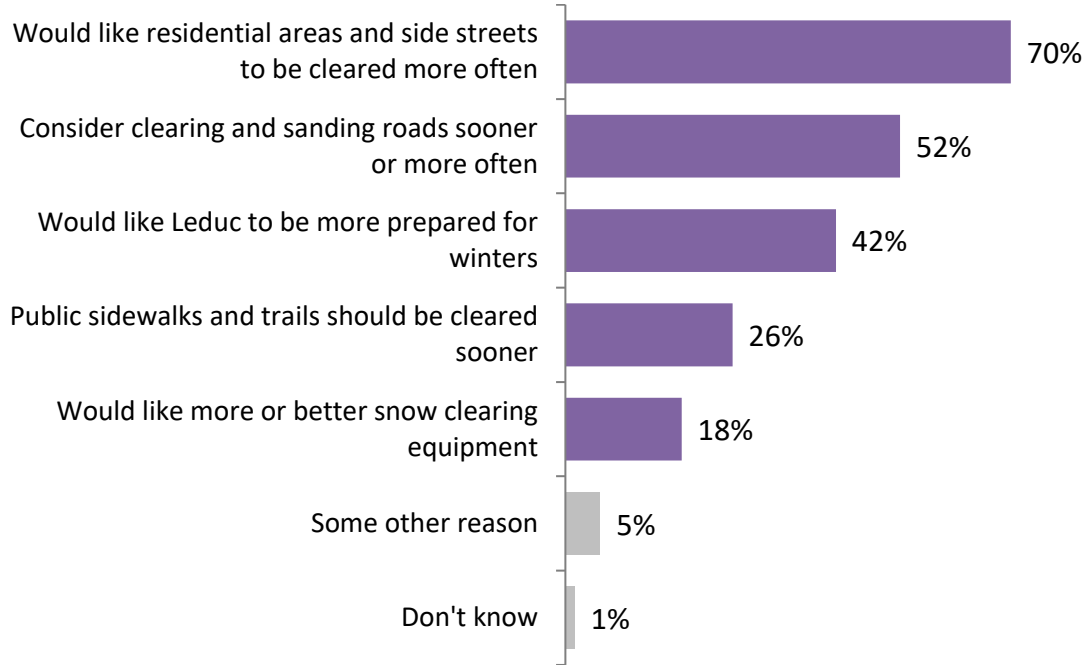
Subgroups that are significantly more likely to want a **decrease** in funding include:

-  17%: Those who prefer to cut services;
-  16%: Those who support a decrease in service levels to minimize tax increases; and
-  15%: Those who receive fair/poor value from taxes.



The most common reasons mentioned by respondents who would **increase** funding for *Snow & Ice Control* are that they would like residential areas and side streets to be cleared more often (70%), roads cleared and sanded sooner or more often (52%), and for Leduc to be more prepared for winter (42%).

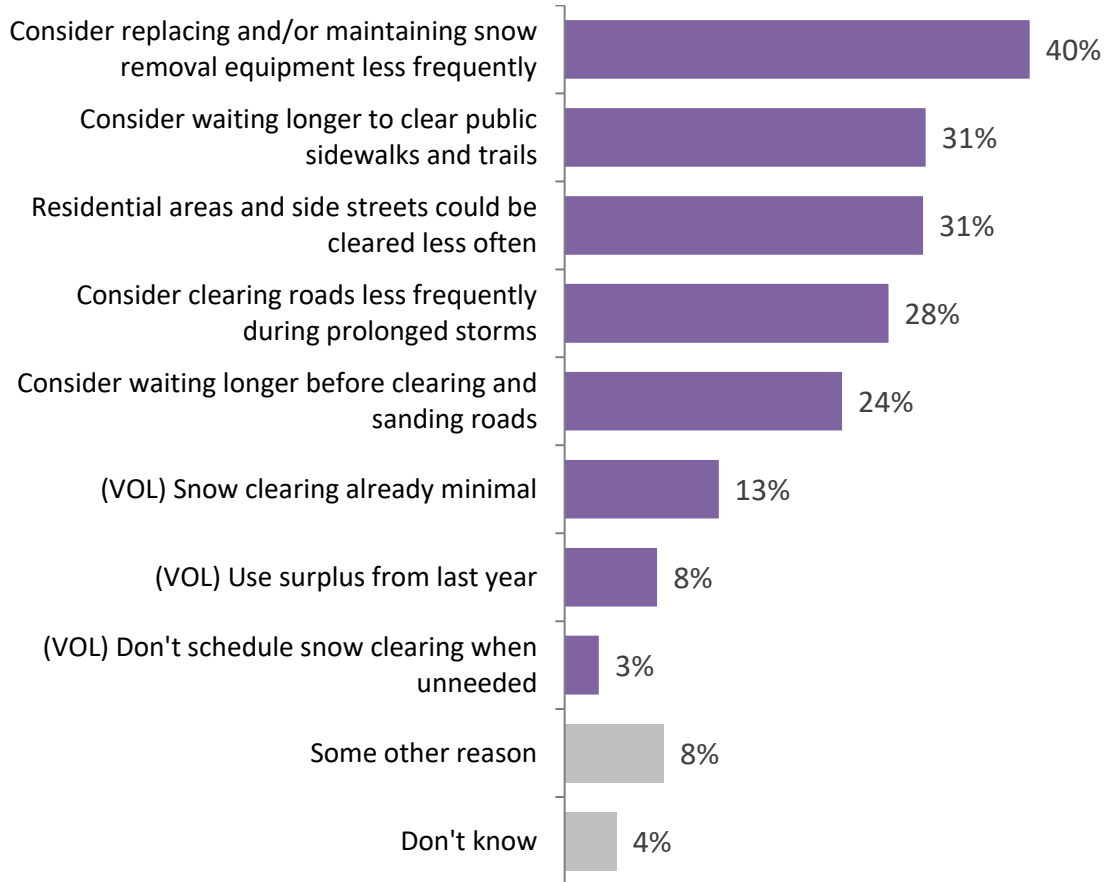
### Reasons to Increase Snow & Ice Control Spending



n=92. Values may sum to more than 100% as multiple mentions were allowed.

Among respondents who would like to **decrease** funding for *Snow Removal*, two-fifths (40%) would consider replacing or maintaining the snow removal equipment less frequently. Additionally, approximately three-in-ten suggest waiting longer to clear public sidewalks and trails (31%), residential areas and side streets could be cleared less often (31%), and to consider clearing roads less frequently during prolonged storms (28%).

### Reasons to Decrease Snow & Ice Control Spending

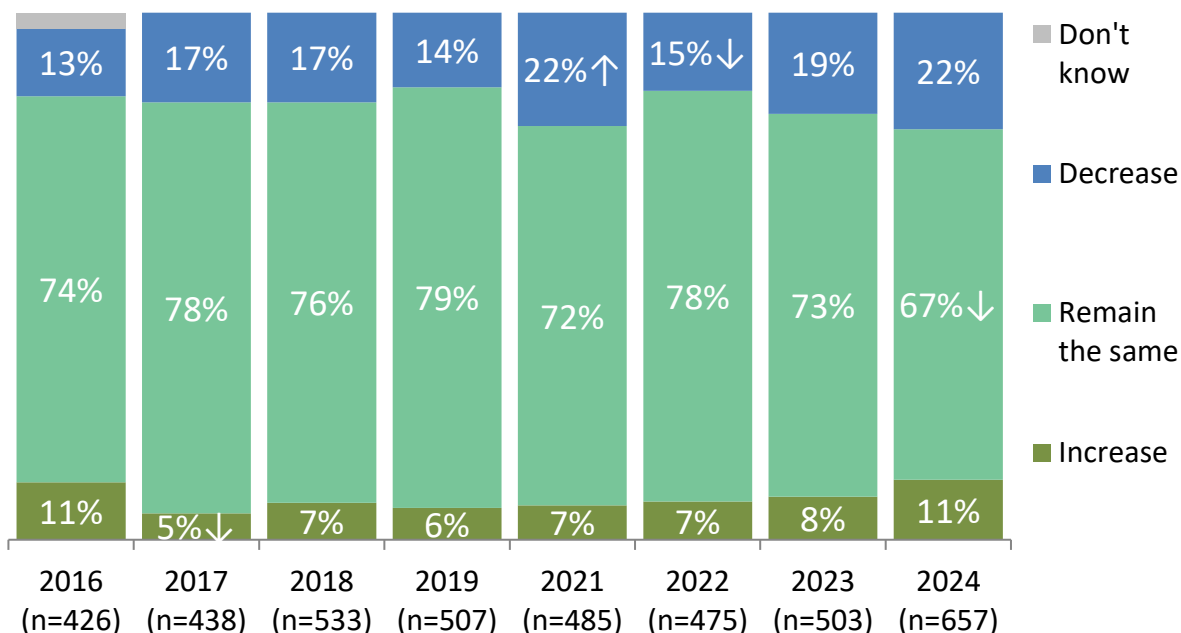


n=72. Values may sum to more than 100% as multiple mentions were allowed.

### 3.3.5 Parks & Open Spaces (Proposed 10%)





Similar to results found in 2023, 22% of residents feel that the budget for *Parks and Open Spaces* should decrease, compared to only 11% who feel that the budget should increase. However, taken together, this means that only 67% think that the budget should remain the same, which is less than last year.

**Budget Adjustment for Parks & Open Spaces (Proposed 10%)**




Values may not add to 100% due to rounding. Bars missing values are less than 5%.





Subgroups that are significantly more likely to want funding to **increase** include:

-  21%: Those who prefer to increase taxes;
-  19%: Those who oppose a decrease in service levels to minimize tax increases;
-  15%: Those who receive good/very good/excellent value from taxes; and
-  14%: Those aged 18-44.

Subgroups that are significantly more likely to want funding to **remain the same** include:

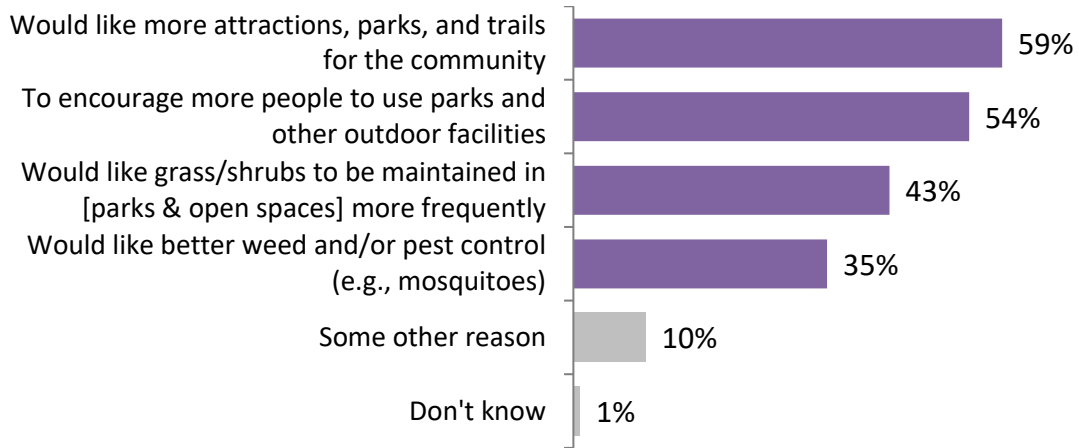
-  72%: Those who are not employed.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  35%: Those who aged 45-54;
-  34%: Those who support a decrease in service levels to minimize tax increases;
-  34%: Those who prefer to cut services; and
-  27%: Those who receive fair/poor value from taxes.

Although few respondents mentioned that they would like to **increase** spending on *Parks and Open Spaces*, the most common reasons cited are wanting more attractions, parks, and trails for the community (59%) and wanting to encourage more use of parks and other outdoor facilities (54%). These results are statistically consistent with the reasons mentioned in 2023.

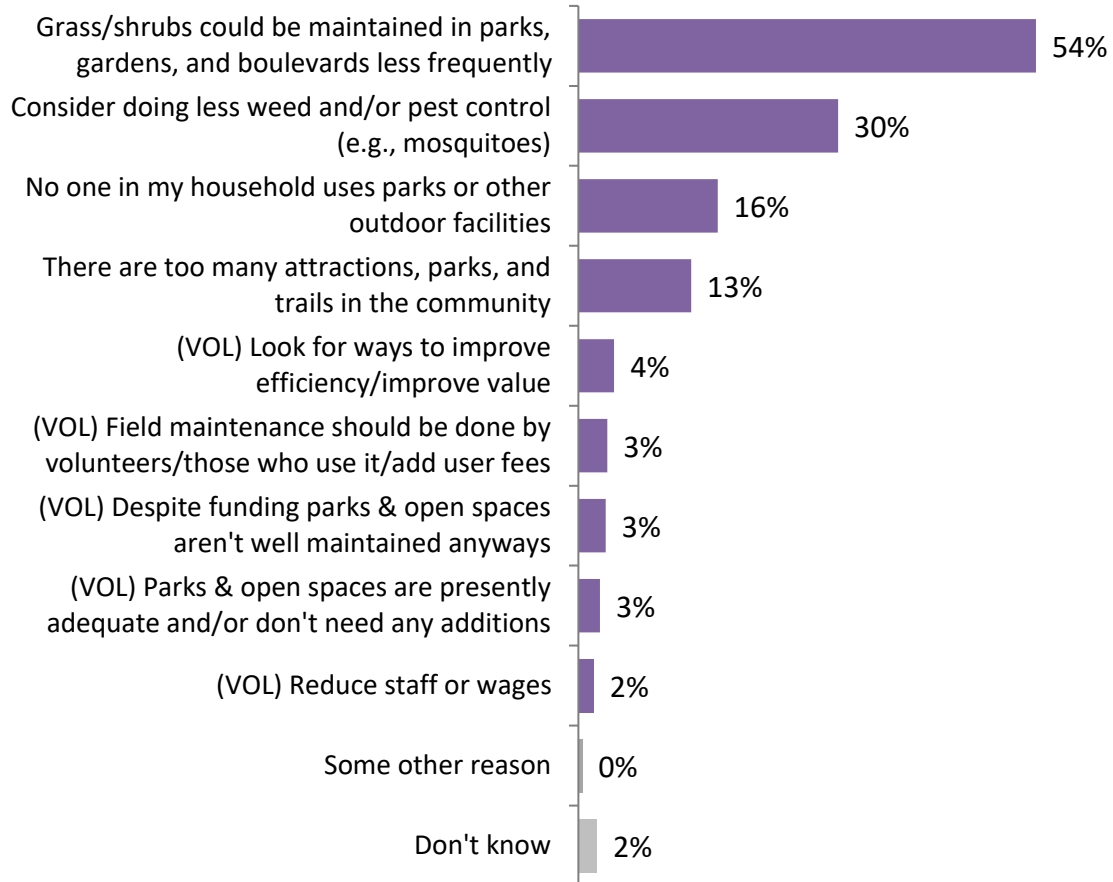
### Reasons to Increase Parks & Open Spaces Spending



n=72. Values may sum to more than 100% as multiple mentions were allowed.

Among respondents who would like a **decrease** in funding for *Parks and Open Spaces*, about half (54%) mentioned that grass and shrubs could be maintained in parks, gardens, and boulevards less frequently and nearly one-third (30%) suggest doing less weed and/or pest control. These results are statistically consistent with the comments provided in 2023.

### Reasons to Decrease Parks & Open Spaces Spending

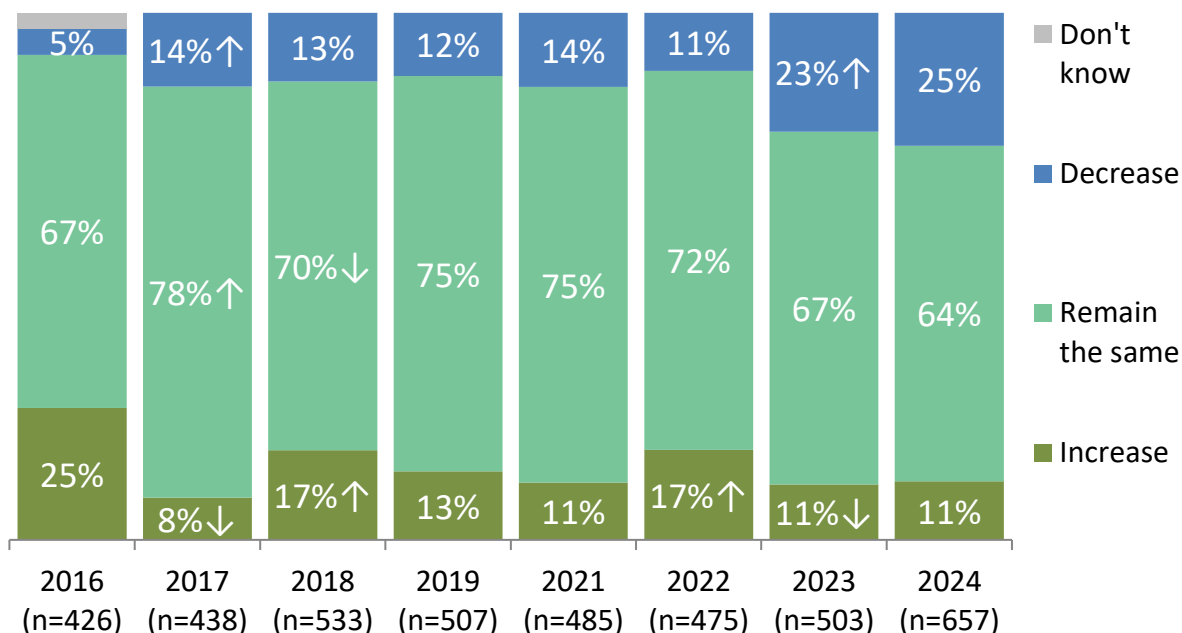


n=147. Values may sum to more than 100% as multiple mentions were allowed.

### 3.3.6 Public Services (Proposed 21%)



Residents' opinions regarding spending on *Public Services* has remained consistent with 2023 results with 11% suggesting spending increase, 25% suggesting spending decrease, and about two-thirds (64%) suggesting spending remain the same.

**Budget Adjustment for Public Services** (Proposed 21%)






Values may not add to 100% due to rounding. Bars missing values are less than 5%.




Subgroups that are significantly more likely to want funding for *Public Services* to **increase** include:

-  20%: Those who prefer to increase taxes; and
-  20%: Those who oppose a decrease in service levels to minimize tax increases.

Subgroups that are significantly more likely to want funding to **remain the same** include:

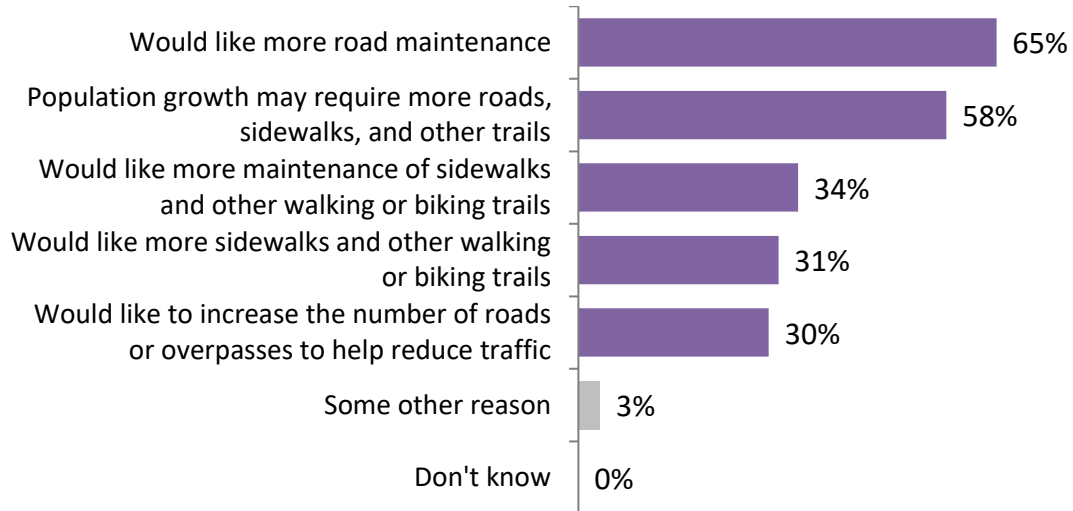
-  74%: Those who prefer to increase taxes;
-  73%: Those aged 65 or older; and
-  68%: Those who receive good/very good/excellent value from taxes.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  42%: Those who support a decrease in service levels to minimize tax increases;
-  41%: Those who prefer to cut services; and
-  32%: Those who receive fair/poor value from taxes

When it comes to *Public Services*, those who would like an **increase** in funding primarily mentioned that they would like more road maintenance (65%) and/or they believe that population growth would require more roads, sidewalks, and other trails (56%). These results are statistically consistent with the comments provided in 2023.

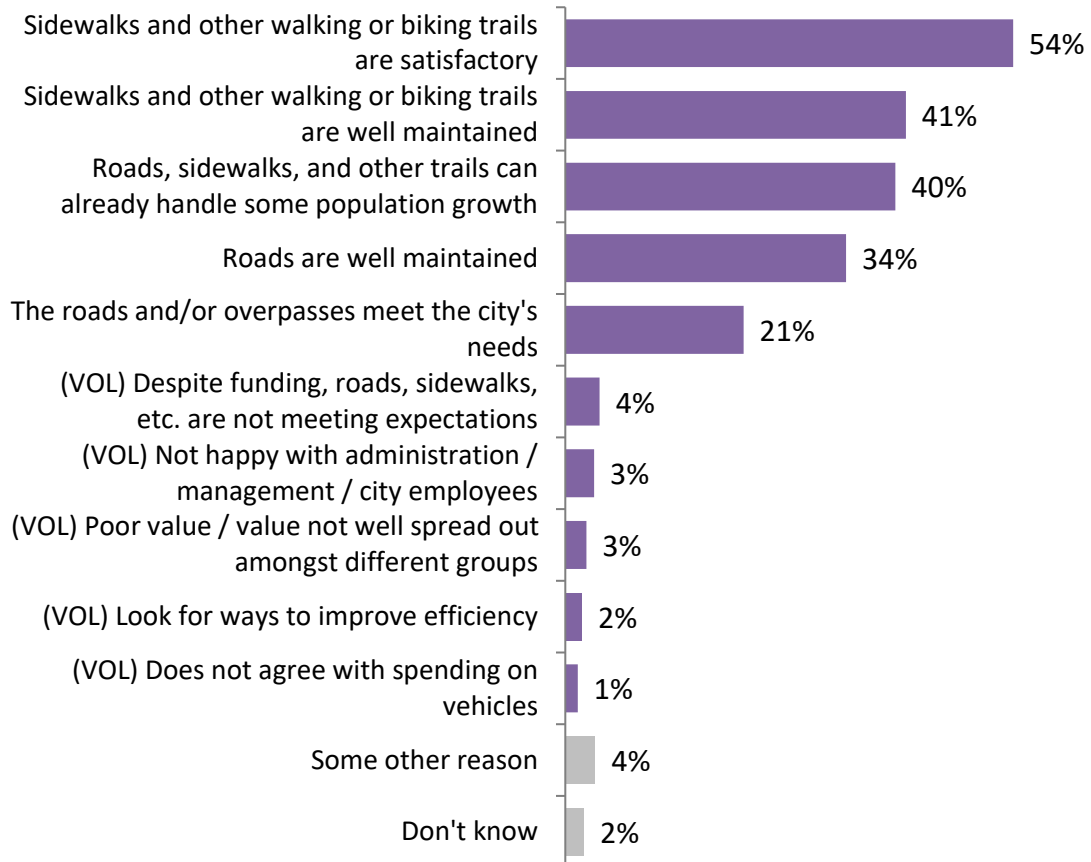
### Reasons to Increase Public Services Spending



n=73. Values may sum to more than 100% as multiple mentions were allowed.

In contrast, those respondents who suggested a **decrease** in funding for *Public Services* often mentioned that sidewalks and other trails are satisfactory (54%), they are well maintained (41%), and they can already handle population growth (40%). Again, these results are statistically consistent with the comments provided in 2023.

### Reasons to Decrease Public Services Spending



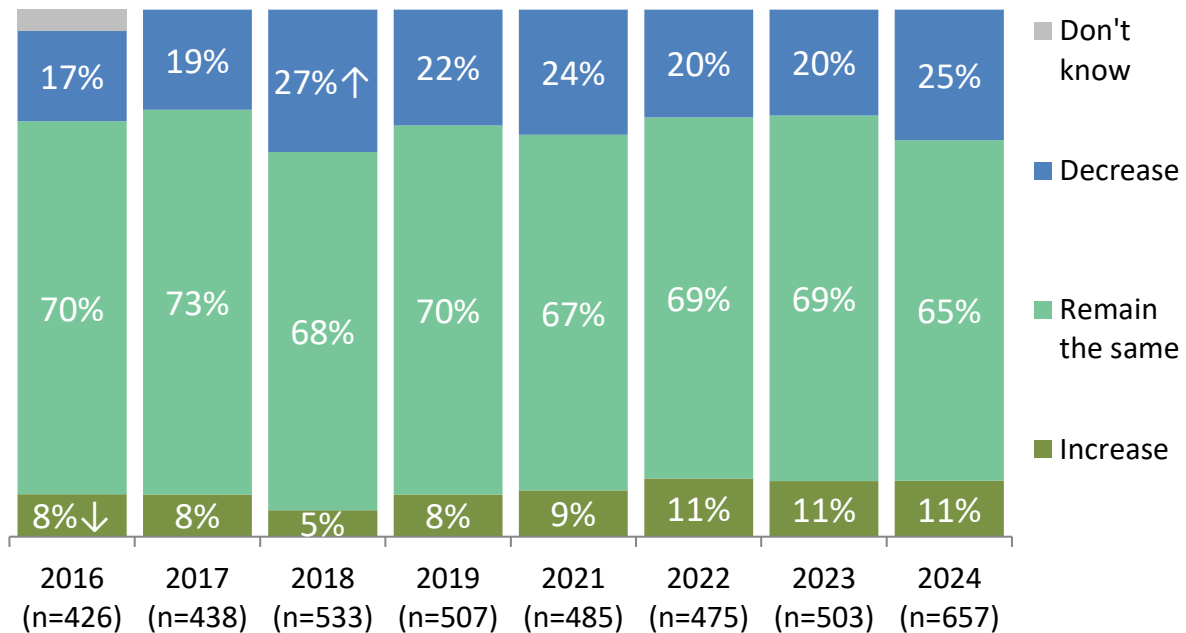
n=159. Values may sum to more than 100% as multiple mentions were allowed.



### 3.3.7 Recreation Services (Proposed 8%)





Similar to last year, one out of four (25%) residents want the *Recreation Services* funding decreased, most (66%) would like it to remain the same while 11% would like funding to be increased.

**Budget Adjustment for Recreation Services** (Proposed 8%)








Values may not add to 100% due to rounding. Bars missing values are less than 5%.







Subgroups that are significantly more likely to want an **increase** in funding:

-  19%: Those who have children in their household;
-  17%: Those who oppose a decrease in service levels to minimize tax increases;
-  15%: Those who prefer to increase taxes; and
-  15%: Those aged 18-44.

Subgroups that are significantly more likely to want funding to **remain the same** include:

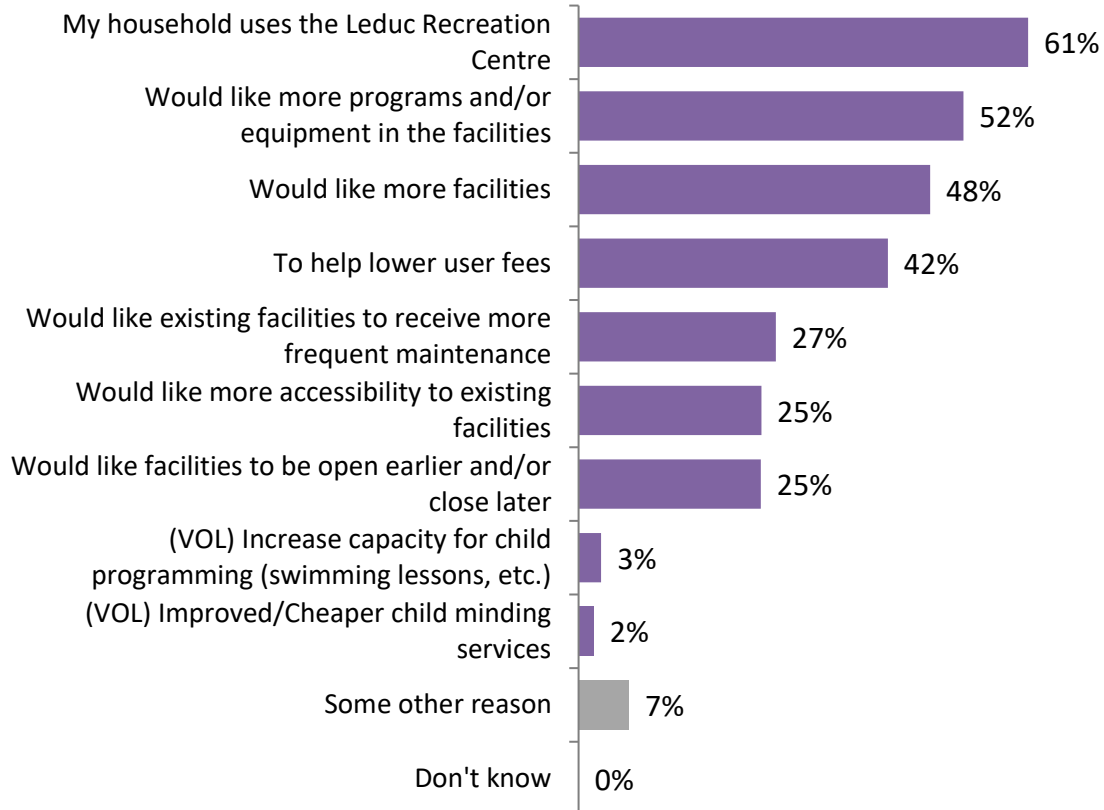
-  79%: Those aged 65 or older;
-  74%: Those aged 55-64;
-  73%: Those who prefer to increase taxes;
-  72%: Those who are not employed; and
-  70%: Those who receive good/very good/excellent value from taxes.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  38%: Those who prefer to cut services;
-  35%: Those who support a decrease in service levels to minimize tax increases;
-  35%: Those aged 45-54;
-  34%: Those who receive fair/poor value from taxes;
-  29%: Those who do not have children in their household; and
-  26%: Those who own their primary residence.

Having the household use the *Recreation Services* (61%) and wanting to see more programs and/or equipment in the facilities (52%) are the most mentioned reasons provided by respondents who would **increase** spending on *Recreation Services*. In addition, over two-in-five respondents would like more facilities (48%) and they believe the increase in spending would help lower user fees (42%). These results are statistically consistent with the comments provided last year.

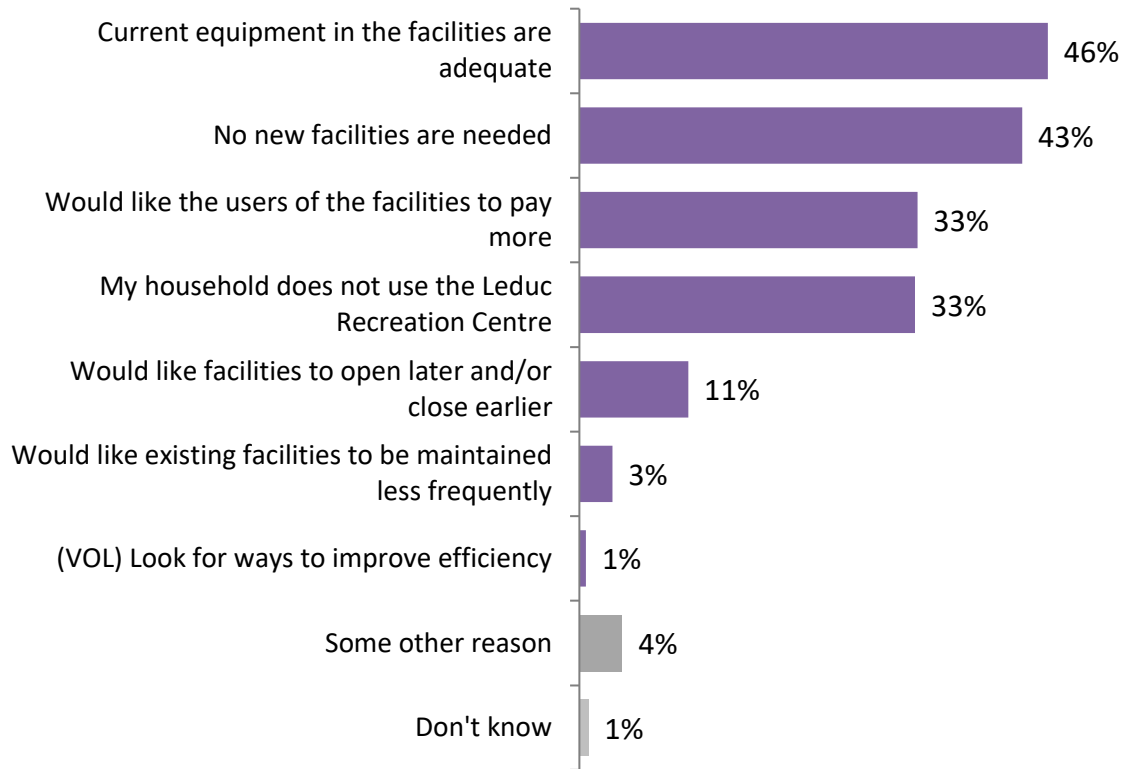
### Reasons to Increase Recreation Services Spending



n=64. Values may sum to more than 100% as multiple mentions were allowed.

Slightly more than two-in-five respondents who would **decrease** spending on *Recreation Services* say the current equipment in the facilities is adequate (46%) or feel that no new facilities are needed (43%). An additional one-third would like the users of the facilities to pay more (33%) or say their household does not use the Centre (33%). These results are statistically consistent with the comments provided in 2023.

### Reasons to Decrease Recreation Services Spending

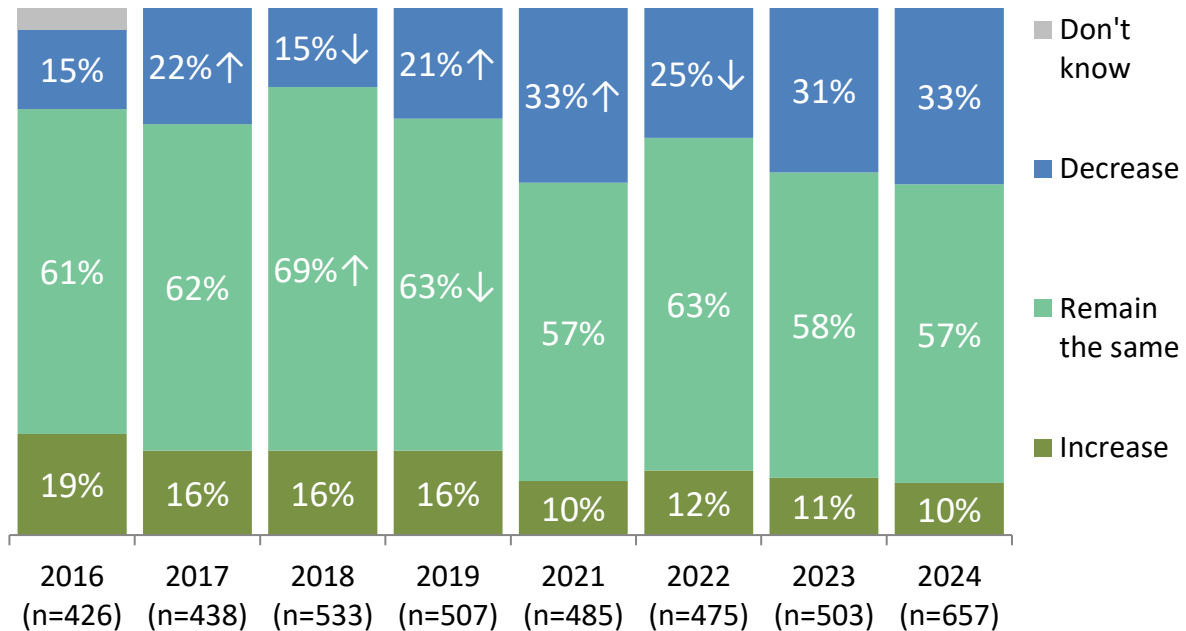


n=156. Values may sum to more than 100% as multiple mentions were allowed.

### 3.3.8 Transportation Services (Proposed 8%)





In 2024, nearly three in five residents (57%) would like the budget for *Transportation Services* to remain the same, 10% would like to see it increase, and one-third of residents (33%) would like the budget to decrease. These results are statistically similar with those provided by residents in 2023.

**Budget Adjustment for Transportation Services (Proposed 8%)**








Values may not add to 100% due to rounding. Bars missing values are less than 5%.






Subgroups that are significantly more likely to want an **increase** in funding include:

-  28%: Those who rent their primary residence;
-  17%: Those who have a household income under \$60,000;
-  16%: Those who prefer to increase taxes; and
-  16%: Those who oppose a decrease in service levels to minimize tax increases.

Subgroups that are significantly more likely to want funding to **remain the same** include:

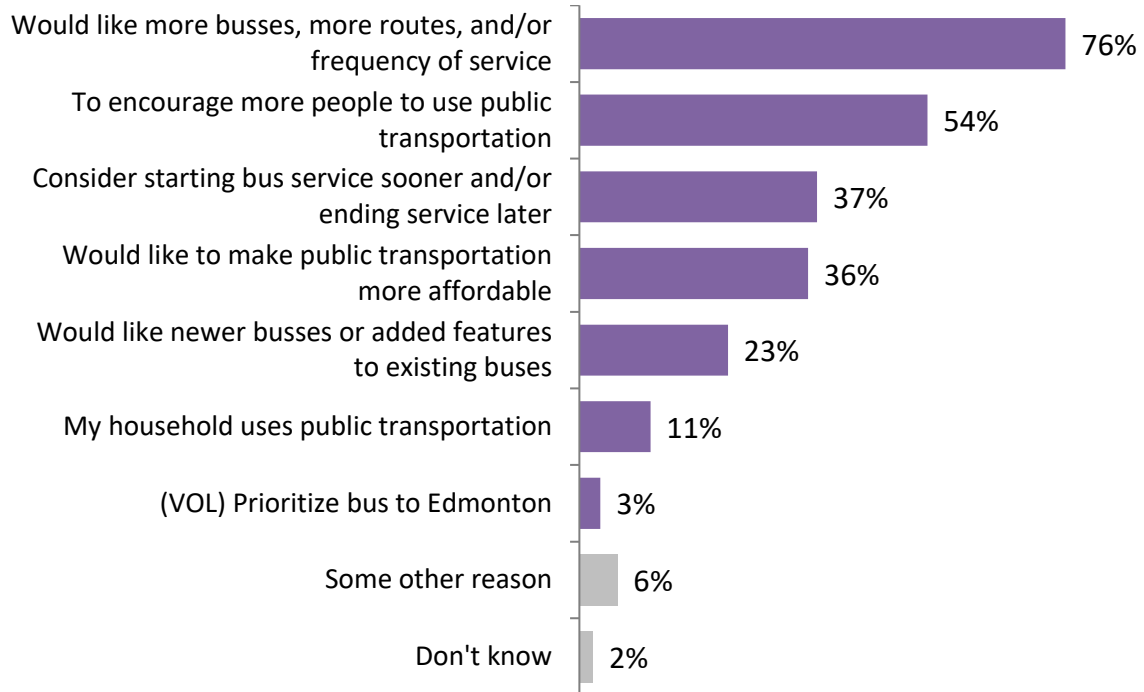
-  70%: Those aged 65 or older;
-  70%: Those aged 55-64;
-  66%: Those who prefer to increase taxes;
-  64%: Those who are not employed; and
-  64%: Those who receive good/very good/excellent value from taxes.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  49%: Those who prefer to cut services;
-  49%: Those who support a decrease in service levels to minimize tax increases;
-  45%: Those who receive fair/poor value from taxes;
-  38%: Those who are employed; and
-  38%: Those aged 18-44.

About three-quarters (76%) respondents who would **increase** spending on *Transportation Services* said they would like to see more buses, routes, and/or more frequent service. Additionally, about one-half (54%) would also like more funds to encourage more people to use public transit, while slightly more than one-third would like the City to consider starting bus service sooner or ending service later (37%) and would like to make public transit more affordable (36%). These numbers are consistent with the ones reported in 2023.

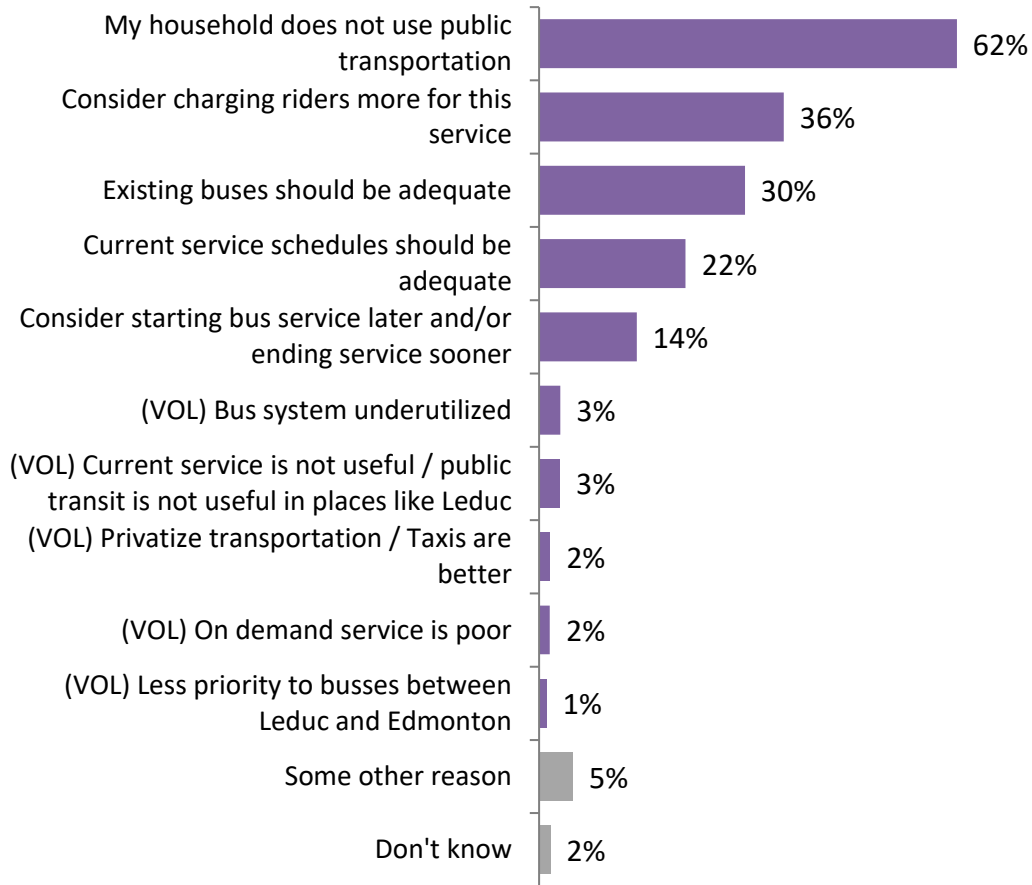
### Reasons to Increase Transportation Services Spending



n=63. Values may sum to more than 100% as multiple mentions were allowed.

A lack of personal and household use of *Transportation Services* (62%) is the most common reason mentioned by respondents who would **decrease** spending. An additional one-third suggest charging riders more for the service (36%) and feel existing buses should be adequate (30%). These answers are statistically consistent with those provided by respondents in 2023.

### Reasons to Decrease Transportation Services Spending

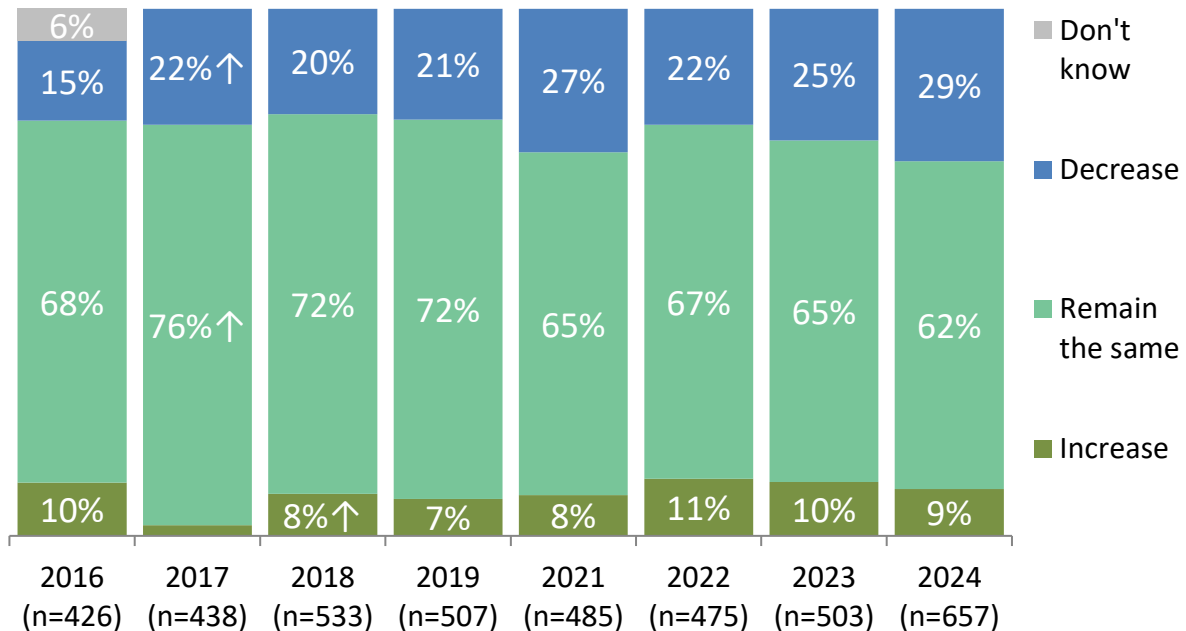


n=207. Values may sum to more than 100% as multiple mentions were allowed.

### 3.3.9 Library (Proposed 3%)




Few residents feel that the budget for Library should increase (9%). Over three-times as many (29%) feel the budget should decrease, while the remaining 62% feel the budget should remain the same. These results are similar to 2023, but is the largest proportion mentioning a decrease in recent years.

**Budget Adjustment for Library** (Proposed 3%)








Values may not add to 100% due to rounding. Bars missing values are less than 5%.






Subgroups that are significantly more likely to want an **increase** in funding include:

-  20%: Those who prefer to increase taxes;
-  16%: Those who oppose a decrease in service levels to minimize tax increases; and
-  13%: Those aged 18-44.

Subgroups that are significantly more likely to want funding to **remain the same** include:

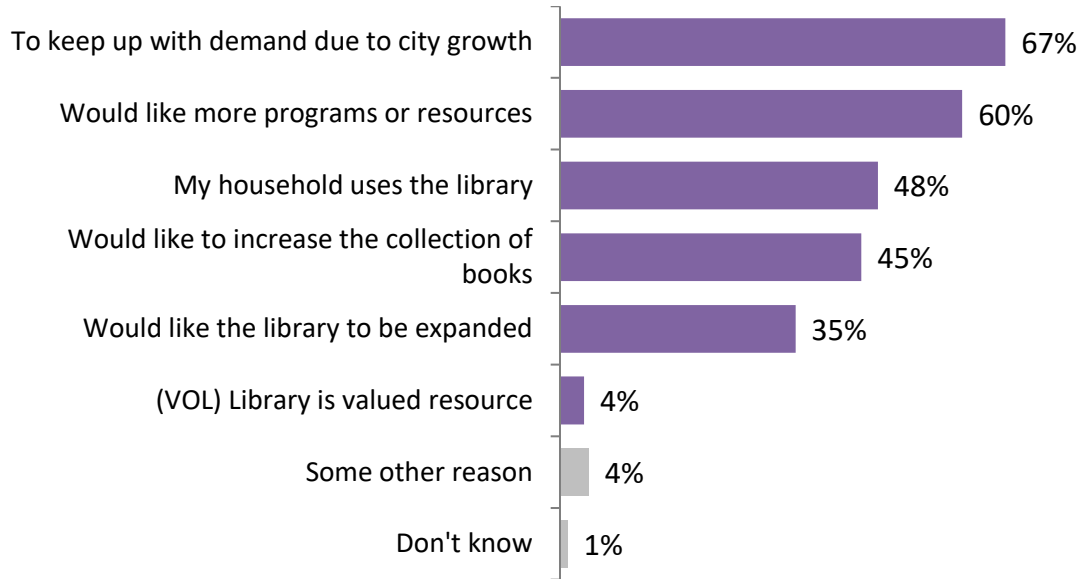
-  75%: Those aged 65 or older;
-  69%: Those who are on not employed;
-  68%: Those who prefer to increase taxes;
-  68%: Those who oppose a decrease in service levels to minimize tax increases; and
-  68%: Those who receive good/very good/excellent value from taxes.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  48%: Those aged 45-54;
-  43%: Those who support a decrease in service levels to minimize tax increases;
-  43%: Those who prefer to cut services;
-  38%: Those who receive fair/poor value from taxes; and
-  32%: Those who are employed.

The most-cited reasons for suggesting an **increase** in spending for *Library* increasing spending is to keep up with the demands for city growth (67%) and for more programs or resources (60%). In addition, 48% mention that their household uses the library and 45% would like to increase the collection of books. These results are statistically consistent with the comments provided in 2023.

### Reasons to Increase Library Spending

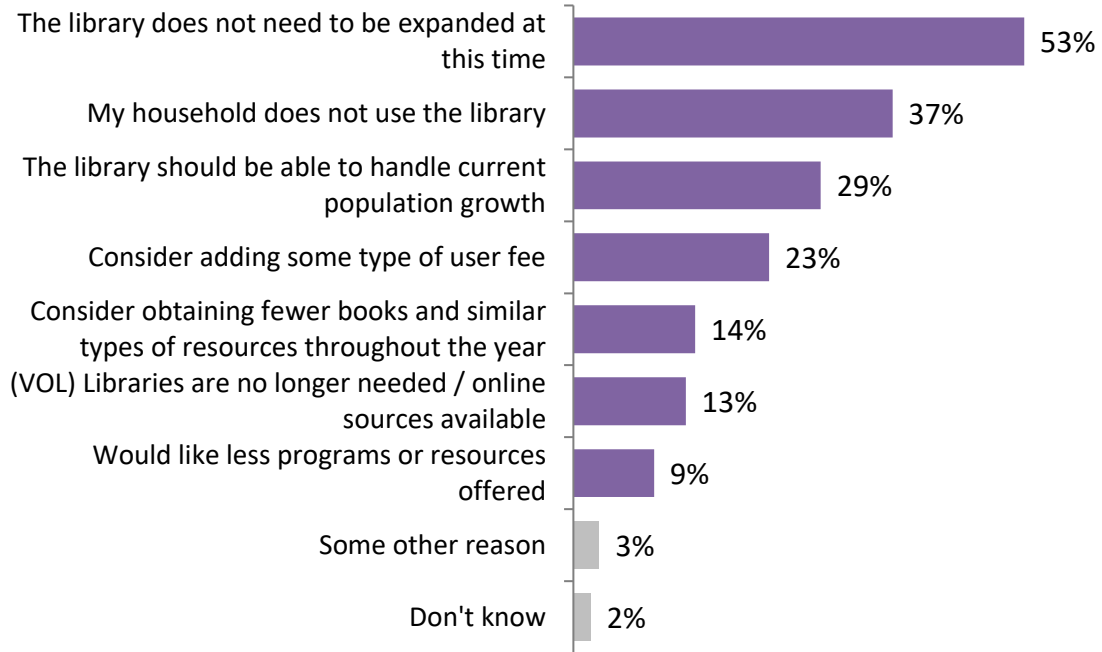


n=53. Values may sum to more than 100% as multiple mentions were allowed.



About half of those respondents who would like *Library*' budget to **decrease** said that an expansion is not needed at this time (53%). A further 37% mentioned that their household does not use the library and 29% feel that the library should already be able to handle population growth in the next year. These results are statistically consistent with the comments provided in 2023.

### Reasons to Decrease Library Spending

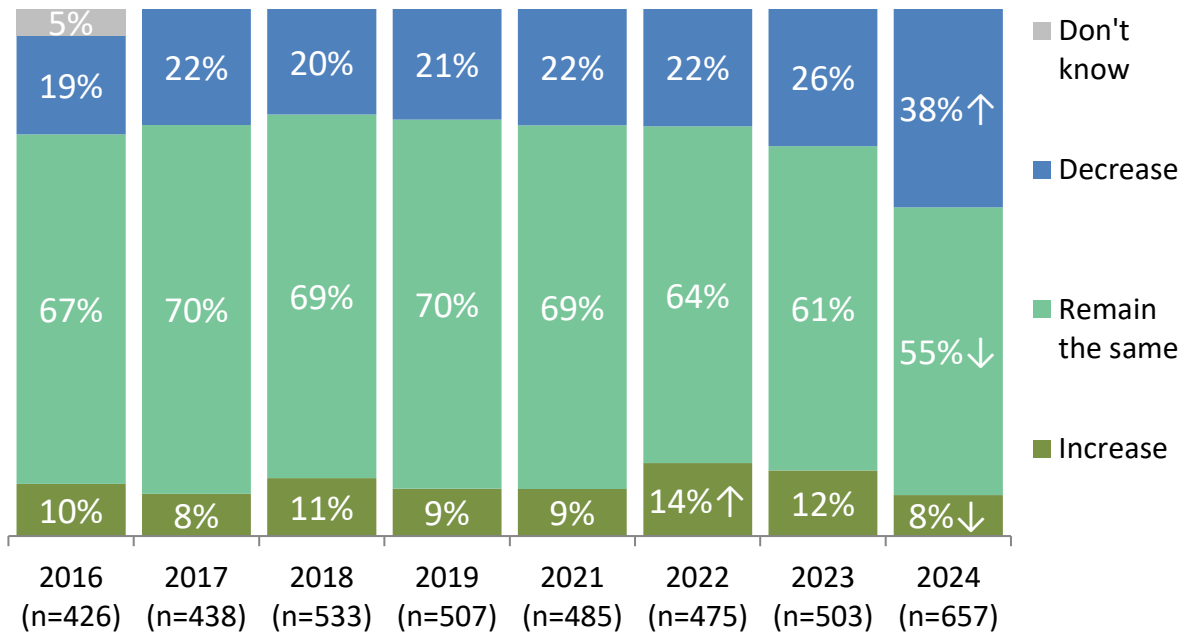


n=187. Values may sum to more than 100% as multiple mentions were allowed.

### 3.3.10 🤝 Cultural & Community Development (Proposed 5%)

Slightly less than one-in-ten (8%) of residents would like the funding for *Cultural & Community Development* to increase and slightly more than half (55%) would like spending to remain the same. Both of these results are down from 2023. In contrast, more resident (38%) would like spending to decrease compared to 2023.

**Budget Adjustment for Cultural & Community Development** (Proposed 5%)



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want funding to **increase** include:

- 📊 17%: Those who prefer to increase taxes;
- 💬 15%: Those who oppose a decrease in service levels to minimize tax increases.
- 💰 14%: Those who have a household income between \$100,000 and \$150,000; and
- 👤 12%: Those aged 18 to 44.

Subgroups that are significantly more likely to want funding to **remain the same** include:

- 👤 69%: Those aged 65 or older;
- 🎓 65%: Those who are not employed;
- 📊 62%: Those who prefer to increase taxes;
- 💬 62%: Those who oppose a decrease in service levels to minimize tax increases; and
- 😊 62%: Those who receive good/very good/excellent value from taxes.

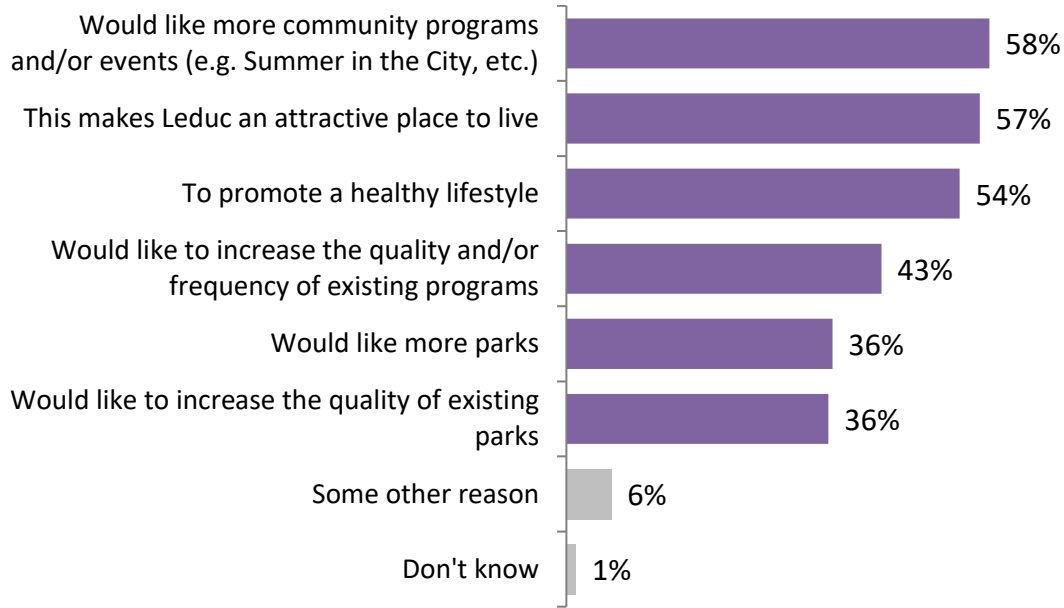
Subgroups that are significantly more likely to want a **decrease** in funding include:

- 👍 56%: Those who support a decrease in services levels to minimize tax increases;
- ✂️ 55%: Those who prefer to cut services;
- 👤 53%: Those aged 45-54;

- ☹️ 50%: Those who receive fair/poor value from taxes;
- 💼 42%: Those who are employed; and
- 🏠 39%: Those who own their primary residence.

Those respondents who would **increase** spending on *Cultural & Community Development* mentioned a number of different reasons including they would like more community programs or events (58%), to make Leduc an attractive place to live (57%), and to promote a healthy lifestyle (54%). These results are statistically consistent with those provided by respondents in 2023.

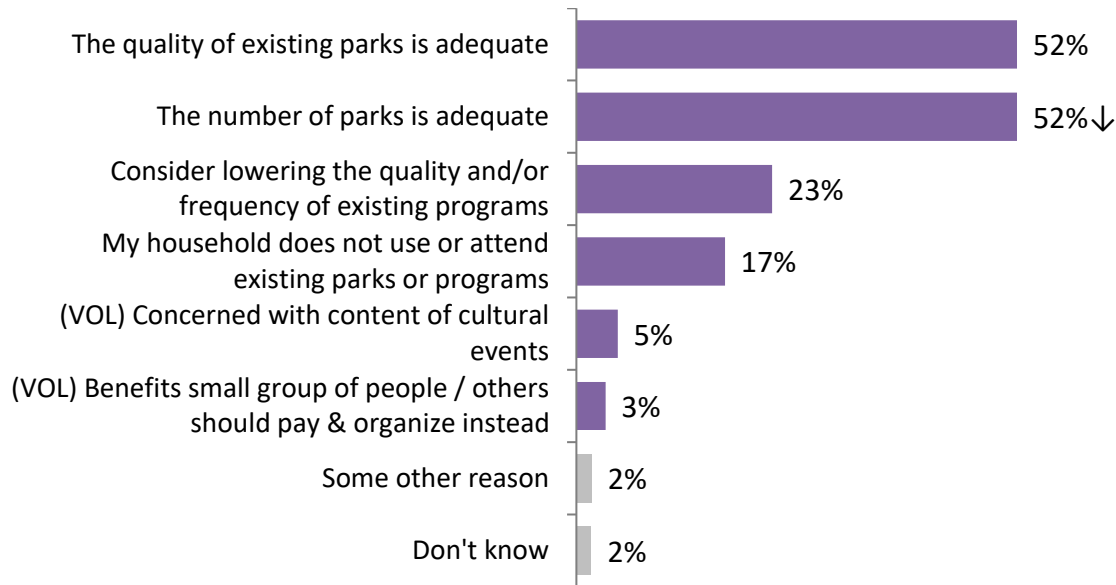
### Reasons to Increase Cultural & Community Development Spending



n=46. Values may sum to more than 100% as multiple mentions were allowed.

Respondents who would **decrease** spending on *Cultural & Community Development* mainly feel that the quality (52%) and number (52%, down from 64% in 2023) of existing parks are adequate. Other reasons include to consider lowering the quality or frequency of existing programs (23%) and because their household does not use existing parks or programs (17%).

### Reasons to Decrease Cultural & Community Development Spending

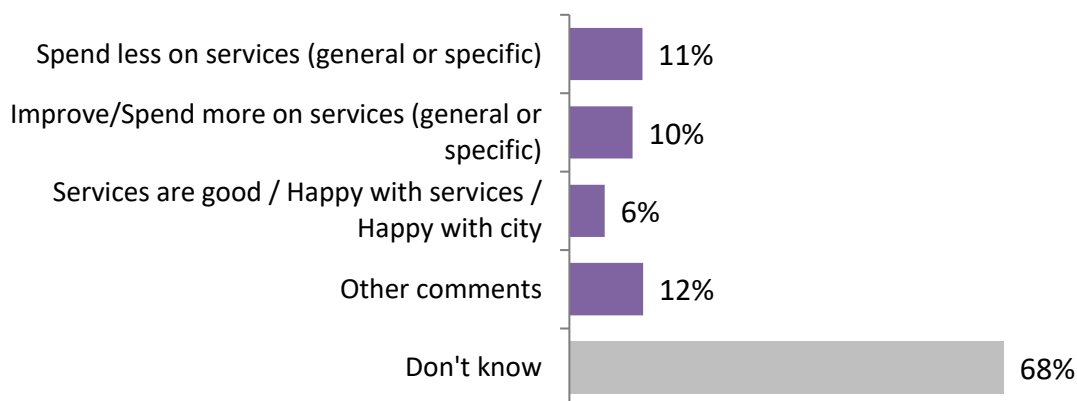


n=242. Values may sum to more than 100% as multiple mentions were allowed

### 3.3.11 Other Variable Spending Feedback

After respondents rated their preference for how the City should allocate funds, they were provided with an additional chance to offer any other feedback on spending that may not have already been covered. Given that they had just provided feedback for the ten different services categories, only 32% provided further feedback. In total, 11% reiterated that they would like spending to **decrease** in general or for specific services, compared to 10% who reiterated that they wanted spending to **increase**. These results are similar to those in 2023.

### Other Variable Spending Feedback

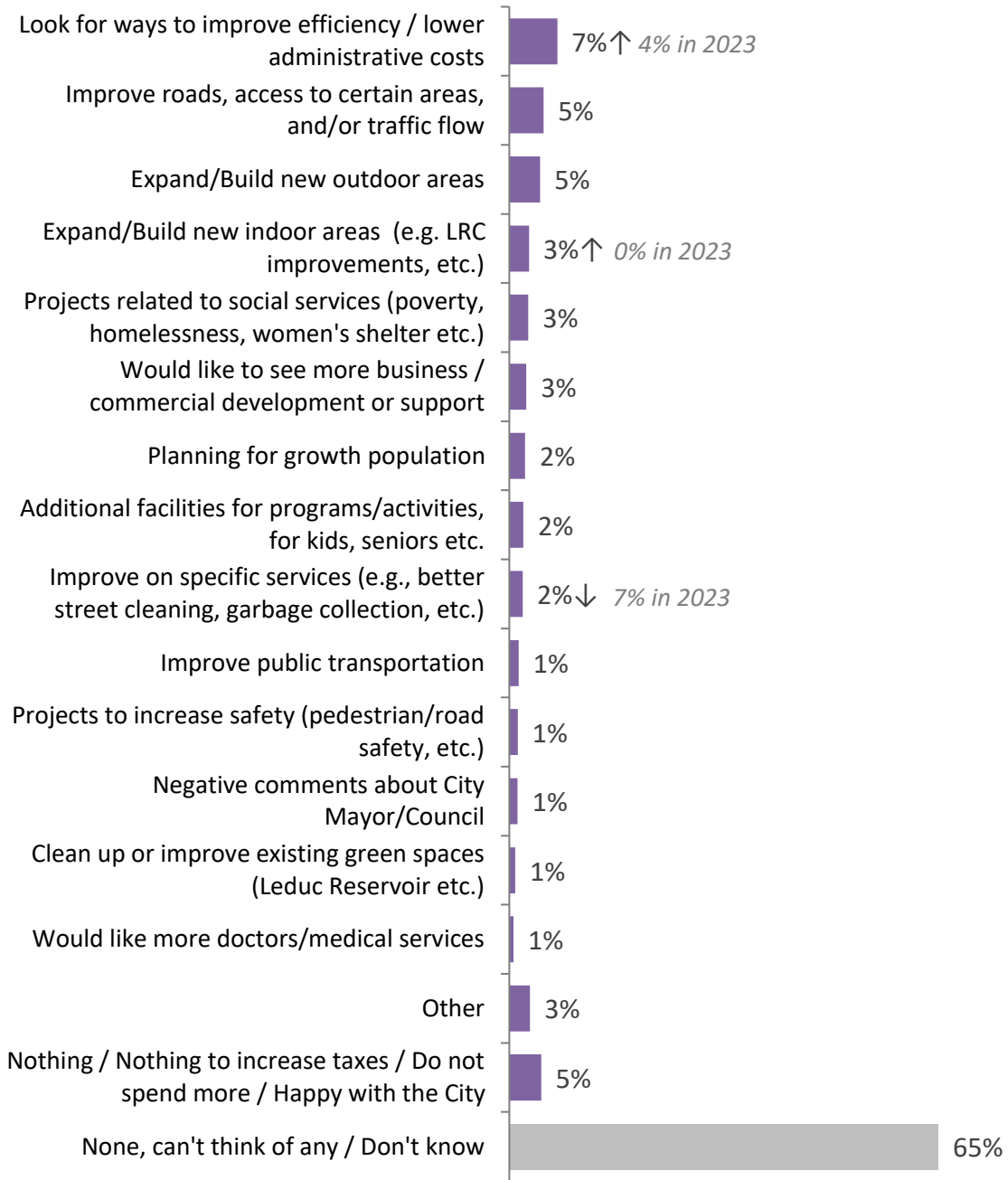


n=657. Values may sum to more than 100% as multiple mentions were allowed.

### 3.4 Other Projects and Priorities

Respondents were also provided an opportunity to state other projects or goals for the City to consider. The vast majority (65%) could not think of any other projects or goals. That said, the top suggestions were to look for ways to improve efficiency or lower administrative costs (7%, up from 4% in 2023), improve roads, access to certain areas, and/or traffic flow (5%), expand/build new outdoor areas (5%), and expand or build new outdoor areas (3%, up from 0% in 2023).

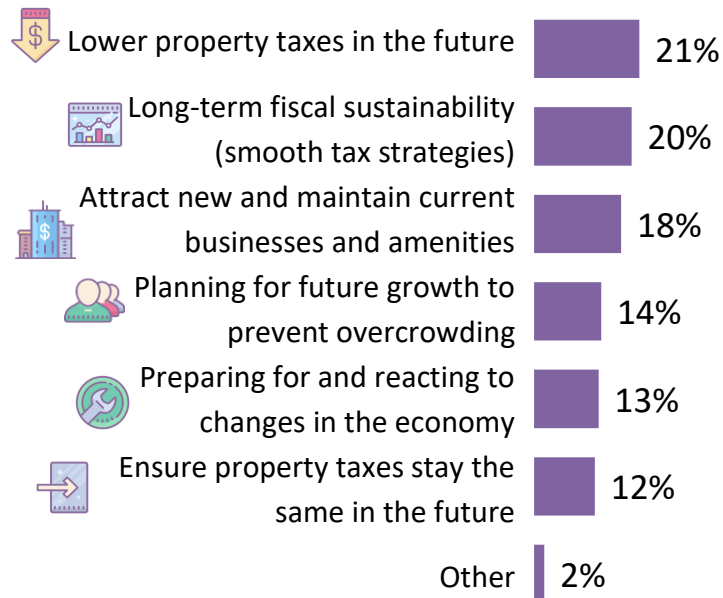
#### Other Projects or Goals to Consider



n=657 Values may sum to more than 100% as multiple mentions were allowed.

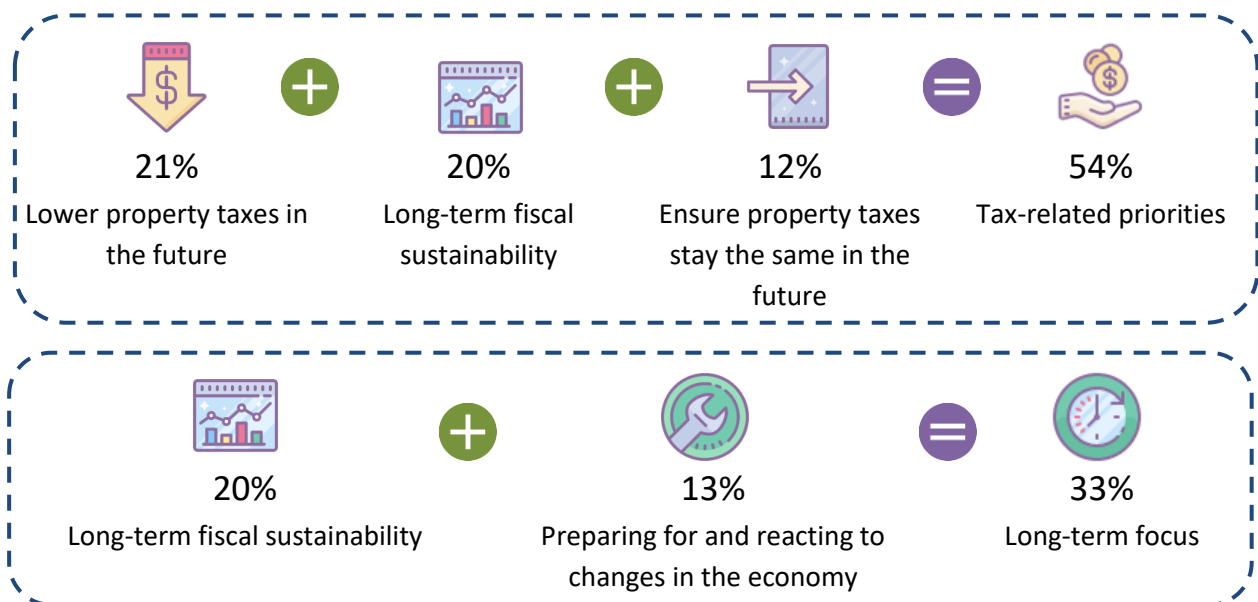
Finally, when asked about the top priority facing the City, about one-in-five (21%) would like to see a reduction in the property taxes. A further 20% would like to see long-term fiscal sustainability, while 18% would like to see the City find ways of attracting new, and maintain current, businesses and amenities, 14% would like the City to plan for future growth to prevent overcrowding, 13% would like to prepare for changes in the economy. Finally, 12% would like the City to ensure property taxes stay the same in the future.

### Most Important Priority Facing the City



n=657. Values may not add to 100% due to rounding.

After grouping some of the categories we find that 54% of residents feel tax-related goals are the most important and 33% would like the City to adopt a long term focus.



## 4 Appendices

### 4.1 Weighted Respondent Demographics

	Percent of Respondents							
	2024 n=657	2023 n=503	2022 n=475	2021 n=485	2019 n=507	2018 n=533	2017 n=438	2016 n=426
<b>Age</b>								
18 to 24 years	4%	3%	6%	10%	0%	7%	2%	6%
25 to 34 years	24%	25%	22%	18%	6%	23%	30%	26%
35 to 44 years	22%	22%	20%	20%	45%	16%	18%	18%
45 to 54 years	16%	16%	18%	18%	15%	21%	18%	19%
55 to 64 years	14%	14%	14%	14%	14%	14%	14%	15%
65 years or older	19%	19%	19%	19%	19%	18%	17%	15%
Not stated	1%	0%	1%	0%	1%	1%	1%	2%
<b>Employment status</b>								
Working full time, including self-employment (more than 30 hours/ week)	59%	54%	55%	49%	47%	51%	49%	53%
Working part time, including self-employment (30 hours per week or less)	5%	11%	8%	9%	15%	11%	14%	15%
On leave (disability, paternity, etc.)	4%	4%	5%	2%	4%	2%	4%	n/a
Homemaker	3%	4%	3%	3%	8%	6%	6%	7%
Student	2%	1%	1%	6%	0%	5%	3%	3%
Not employed	2%	2%	1%	6%	2%	2%	3%	6%
Retired	20%	20%	22%	21%	20%	18%	16%	15%
Prefer not to answer	5%	4%	5%	4%	4%	4%	5%	1%
<b>Household income</b>								
Under \$20,000	2%	2%	1%	2%	1%	2%	2%	n/a
\$20,000 to \$39,999	3%	6%	7%	8%	7%	6%	5%	n/a
\$40,000 to \$59,999	7%	9%	10%	8%	8%	10%	11%	n/a
\$60,000 to \$79,999	9%	9%	7%	18%	9%	12%	9%	n/a
\$80,000 to \$99,999	14%	12%	14%	12%	12%	11%	12%	n/a
\$100,000 to \$124,999	16%	15%	15%	10%	19%	14%	18%	n/a
\$125,000 to \$149,999	9%	8%	10%	6%	10%	10%	10%	n/a
\$150,000 or more	23%	22%	18%	20%	15%	17%	14%	n/a
Prefer not to answer	18%	18%	17%	15%	19%	19%	n/a	n/a

Primary residence									
Own	<b>88%</b>	83%	86%	80%	91%	81%	92%	89%	
Rent	<b>10%</b>	13%	10%	13%	8%	14%	7%	11%	
Not stated	<b>2%</b>	4%	4%	7%	1%	5%	1%	1%	
City of Leduc Employee?									
Yes	<b>5%</b>	3%	3%	2%	6%	5%	5%	3%	
No	<b>91%</b>	93%	93%	94%	90%	92%	90%	96%	
Not stated	<b>5%</b>	4%	5%	4%	4%	4%	5%	1%	
Children (under 18) in household?									
Yes	<b>37%</b>	39%	35%	38%	53%	45%	49%	n/a	
No	<b>62%</b>	59%	65%	61%	46%	55%	50%	n/a	
Prefer not to answer	<b>1%</b>	2%	1%	1%	1%	1%	1%	n/a	

Values may not add to 100% due to rounding.

## 4.2 Data Weighting

The data was weighted to the age characteristics of the residents of Leduc as determined by the 2021 Federal Census. The weighting efficiency is 94%. The following outlines the weighting factors utilized in this research:

Age group	Number of completed surveys	Proportion of completed surveys	Census proportions*	Weight factor
<b>18 to 34</b>	129	20%	28%	1.43
<b>35 to 54</b>	242	37%	39%	1.08
<b>55 to 64</b>	106	16%	14%	0.87
<b>65 or older</b>	174	26%	19%	0.71
<b>Unknown/Refused*</b>	6	1%	0%	1.00

\* Respondents were allowed to refuse to answer their age as long as they confirmed that they are at least 18 years old. These cases are left unweighted (i.e., with a weight of 1) and the census proportions for this group are scaled to match accordingly.



### 4.3 Survey Methodology Summary

<b>Research sponsor</b> (including all financial sponsors)	City of Leduc
<b>Research/data collection supplier</b>	Advanis
<b>Population represented</b>	City of Leduc Residents
<b>Sample size</b>	n=657
<b>Mode of data collection</b>	Telephone recruitment to an online survey Postcard mail-out to households with a phone number to send an SMS to receive a link to the online survey (English only)
<b>Source of sample</b>	<ul style="list-style-type: none"> <li>- Advanis General Population Random Sample,</li> <li>- ASDE Listed &amp; Unlisted RDD landline numbers</li> <li>- Postcards to all households in Leduc via Canada Post</li> </ul>
<b>Type of sample</b>	Telephone numbers and postcards to every household
<b>Sample design</b>	All sample contacted
<b>Start and end dates of data collection</b>	April 29 <sup>th</sup> , 2024 to May 31 <sup>st</sup> , 2024
<b>Strategies used to gain cooperation</b>	Request permission on the phone, reminders to those who agreed to do the survey Sent postcard to every household City advertised that the survey would occur
<b>Margin of sampling error for total sample</b>	±3.8 percentage points at the 95% confidence level
<b>Is data weighted?</b>	Yes, based on resident age to the 2021 Federal Census. See section 4.2 above for details.
<b>Contact for more information</b>	Patrick Kyba, pkyba@advanis.net <a href="#">Advanis</a> (780) 229-1135
<b>Survey text</b>	See section 4.4 below

### 4.4 Survey

What follows is a draft of the web survey.

# Budget Planning Survey 2025

City of Leduc



Languages: English

## Section Survey Content

Intro1, Intro2, D1, D1a, T1, S1, T2, D4, Q0, Q1a, Q1b, Q1c, Q2, Q2a, Q3, BIntro, BInstruction

### Intro1



Have your say in your city's budget planning process! The City of Leduc is committed to gathering input from citizens regarding the planning for the future of the City, as demonstrated through the Citizen Satisfaction Survey and on-going Budget Planning Surveys. In 2024, the City is seeking input from citizens to assist in the 2025 budget planning process through this survey.

The budget is a plan for tomorrow's Leduc and this is your chance to share your thoughts with City Council and Administration to help guide the 2025 budget. Doing so makes you eligible to **enter a draw to win a gift certificate to a local Leduc business of your choice (valued at \$150)**.

We want to hear from you! Press the right arrow to continue.

To ensure your confidentiality, the third-party vendor Advanis Inc. has been hired to ensure only aggregated results are shared. There will be no way for anyone to tie the responses you provide back to you.

© 2024 [Privacy Policy \(https://advanis.net/privacy-policy/english/\)](https://advanis.net/privacy-policy/english/) [CRIC Pledge \(https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf\)](https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf)

### Intro2

Please read each question and statement carefully. Throughout the survey, information will be provided to you so that you are able to reflect and provide an informed response to the questions. Pressing this icon **\*?\*** when shown will provide additional information. For each question, please select the response(s) that best represents your point of view.

### Survey is open until May 31, 2024.

\*?\* This is just an example info button. On future questions where this button appears, you will see additional information that you may wish to review to help inform your answers.

**D1**

To begin, how old are you?

- 0 15 or younger
- 1 16 or 17
- 2 18 to 24
- 3 25 to 34
- 4 35 to 44
- 5 45 to 54
- 6 55 to 64
- 7 65 or older
- 8 Prefer not to say

**D1a** Show if D1 Refused (D1 = 8)

In order to be eligible for this survey, please confirm that you are over the age of 15.

- 1 You are 18 years old or older
- 2 You are 16 or 17 years old
- 3 You are 15 years old or younger

**T1** Show if Younger than 16 ((D1 = 0) OR (D1a = 3))

Unfortunately, you do not meet the eligibility requirements to complete this survey. Thank you for your time.

Status Code: 503

**S1**

Do you live **within the city limits** of Leduc?

- 1 Yes
- 2 No
- 3 Prefer not to answer

**T2** Show if S1 Does not live in Leduc (S1 != 1)

Unfortunately, you do not meet the eligibility requirements to complete this survey. Thank you for your time.

Status Code: 502

**D4**

Do you own or rent your primary residence in the City of Leduc?

- 1 Own
- 2 Rent
- 8 Not applicable

**Q0**

(if D4 Owns residence (D4 = 1)) A portion of **your property tax bill** is collected on behalf of the Province of Alberta to pay for education.

To the best of your knowledge, what percent of **your property tax bill** is collected on behalf of the Province of Alberta to pay **for education**?

(if Default) A portion of **property tax** is collected on behalf of the Province of Alberta to pay for education.

To the best of your knowledge, what percent of **property tax** is collected on behalf of the Province of Alberta to pay **for education**?

Minimum: 1, Maximum: 99

\_\_\_\_\_ %

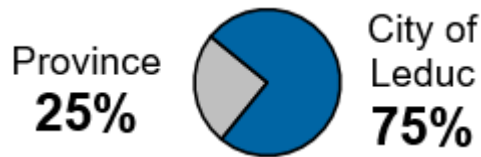
.9 Don't know

**Q1a**

(if D4 Owns residence (D4 = 1)) In fact, of **your property tax bill** collected in 2023:

(if Default) In fact, of **property tax** collected in 2023:

- **25%** is collected *on behalf of the province* to pay for **education**.
- **75%** goes to the *City of Leduc* to fund **city services**.



Thinking about the **75%** used to fund **city services**, would you say you receive...?

- 1 Excellent value
- 2 Very good value
- 3 Good value
- 4 Fair value
- 5 Poor value
- .9 Don't know

**Q1b** Show if Q1a not DK (Q1a != Don't know)

(if Q1a excellent (Q1a = 1)) What is the **main reason** you feel that you receive **excellent** value?

(if Q1a verygood (Q1a = 2)) What is the **main reason** you feel that you receive **very good** value?

(if Q1a good (Q1a = 3)) What is the **main reason** you feel that you receive **good** value?

(if Q1a fair (Q1a = 4)) What is the **main reason** you feel that you receive **fair** value?

(if Q1a poor (Q1a = 5)) What is the **main reason** you feel that you receive **poor** value?

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.9 Don't know / No comment

**Q1c** Show if Q1a DK (Q1a = Don't know)

(if D4 Owns residence (D4 = 1)) Why can you not rate the value that you received from the **75%** of **your property tax bill** that goes to *the City of Leduc* to fund **city services**?

(if Default) Why can you not rate the value that you received from the **75%** of **property tax** that goes to *the City of Leduc* to fund **city services**?

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.9 No comment

**Q2**

(if version 2 (version = 2)) The City of Leduc understands and recognizes residents' desire to keep tax increases to a minimum. In order to do this, the city may need to consider reducing current service levels.

Would you **support or oppose a decrease in service levels** to minimize tax increases in 2025?

(if Default) The City of Leduc understands and recognizes residents' desire to keep tax increases to a minimum. In order to do this, the city may need to consider reducing current service levels.

Would you **oppose or support a decrease in service levels** to minimize tax increases in 2025?

- 1 **Strongly oppose** a decrease in service levels
- 2 **Somewhat oppose** a decrease in service levels
- 3 **Neither oppose nor support** a decrease in service levels
- 4 **Somewhat support** a decrease in service levels
- 5 **Strongly support** a decrease in service levels
- .9 Don't know

*To minimize the potential order affect, we will show roughly half of respondents "oppose or support" and half "support or oppose".*

**Q2a** Show if Q2 support or oppose decrease but not neither (Q2 = 1,2,4,5)

(if Q2 strongly support (Q2 = 5)) Why do you say you **strongly support** a decrease in service levels to minimize tax increases in 2025?

(if Q2 strongly oppose (Q2 = 1)) Why do you say you **strongly oppose** a decrease in service levels to minimize tax increases in 2025?

(if Q2 somewhat oppose (Q2 = 2)) Why do you say you **somewhat oppose** a decrease in service levels to minimize tax increases in 2025?

(if Q2 somewhat support (Q2 = 4)) Why do you say you **somewhat support** a decrease in service levels to minimize tax increases in 2025?

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.9 Don't know / No comment

### Q3

Next, thinking about the City of Leduc infrastructure (public buildings, roads, etc.) and services overall, which of the following tax strategies **best represents** your preference?

- 1 Increase taxes to fund growth needs, infrastructure maintenance and improve services
- 2 Increase taxes to maintain all existing infrastructure and services
- 3 Cut existing services to maintain current taxes
- 4 Cut existing services to reduce taxes
- .9 Don't know

*To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "cut" first.*

## BIIntro

The City of Leduc budget includes two spending categories:

**Fixed Spending (56%)** includes items that are necessary to govern, operate and maintain the City of Leduc and do not vary based on the level of service provided:

- Mayor and City Council
- Corporate and Legislative Services
- Engineering Services
- Planning Services
- Facility Services
- Debt Repayment
- Capital Transfer

The next section will not include these budget items.

**Variable Spending (44%)** includes categories where spending can be increased or decreased depending on the level of service provided. As shown below, the next section seeks your input into spending in these areas. Press the right arrow to continue.

## BIInstruction

(if version 2 (version = 2)) The next section wishes to understand your opinions on how the **City of Leduc** spending should be altered (if at all). For each service, please specify if you think spending should **decrease**, **remain the same** or **increase** in 2025. A description of each service can be found by pressing this icon: **\*?\***. If you are asked why you made the choice you did, please let us know **all** the reasons you feel the way you do.

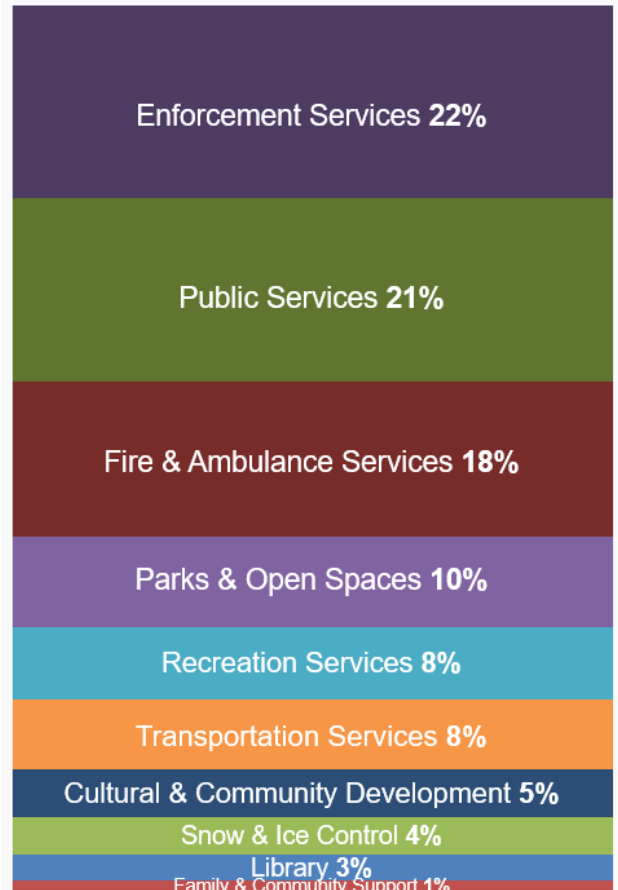
Have your say in your city's budget planning process! Press the right arrow to continue.

(if Default) The next section wishes to understand your opinions on how the **City of Leduc** spending should be altered (if at all). For each service, please specify if you think spending should **increase**, **remain the same** or **decrease** in 2025. A description of each service can be found by pressing this icon: **\*?\***. If you are asked why you made the choice you did, please let us know **all** the reasons you feel the way you do.

Have your say in your city's budget planning process! Press the right arrow to continue.

\*?\* This is just an example info button. On future questions where this button appears, you will see additional information that you may wish to review to help inform your answers.

## City of Leduc 2025 Variable Budget Proposed Net Spending by Program



## Section B1

B1a, B1b, B1c

### B1a

How would you adjust the variable spending in 2025 for **Enforcement Services** (proposed 22%)? **\*\***

**\*\*** This includes RCMP contract and detachment administrative support, community safety, animal control and other bylaw enforcement.

- 1 Increase spending (may increase taxes)
- 2 Spending should remain the same
- 3 Decrease spending (may decrease taxes)

*To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "decrease" first.*

### B1b Show if B1a increase police (B1a = 1)

Why would you increase spending on **Enforcement Services**? **\*\***

Please select all that apply.

**\*\*** Proposed 22% of the variable budget. This includes RCMP contract and detachment administrative support, community safety, animal control and other bylaw enforcement.

- 1 Would like to keep crime down \*
- 2 To keep up with population growth \*
- 3 Would like more police presence \*
- 4 Would like more traffic/speeding enforcement \*
- 5 Some other reason (specify): \_\_\_\_\_
- 9 Don't know

*Levels marked with \* are randomized*

### B1c Show if B1a decrease police (B1a = 3)

Why would you decrease spending on **Enforcement Services**? **\*\***

Please select all that apply.

**\*\*** Proposed 22% of the variable budget. This includes RCMP contract and detachment administrative support, community safety, animal control and other bylaw enforcement.

- 1 I feel safe in the City of Leduc \*
- 2 Current enforcement levels could handle population growth \*
- 4 Consider less focus on traffic and speeding enforcement \*
- 5 Some other reason (specify): \_\_\_\_\_
- 9 Don't know

*Levels marked with \* are randomized*



## Section B2

B2a, B2b, B2c

### B2a

How would you adjust the variable spending in 2025 for **Fire & Ambulance Services** (proposed 18%)?\*\*\*

\*\*\* This includes Fire and Ambulance response, rescue and patient treatment services, community prevention and inspection services and emergency preparedness.

- 1 Increase spending (may increase taxes)
- 2 Spending should remain the same
- 3 Decrease spending (may decrease taxes)

To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "decrease" first.

### B2b Show if B2a increase fire (B2a = 1)

Why would you increase spending on **Fire & Ambulance Services**? \*\*\*

Please select all that apply.

\*\*\* Proposed 18% of the variable budget. This includes Fire and Ambulance response, rescue and patient treatment services, community prevention and inspection services and emergency preparedness.

- 1 Would like additional funding due to community growth \*
- 2 Would like to ensure faster fire and/or ambulance response times \*
- 3 This is an essential service to the community \*
- 4 For the safety of residents \*
- 5 Some other reason (specify): \_\_\_\_\_
- .9 Don't know

Levels marked with \* are randomized

### B2c Show if B2a decrease fire (B2a = 3)

Why would you decrease spending on **Fire & Ambulance Services**? \*\*\*

Please select all that apply.

\*\*\* Proposed 18% of the variable budget. This includes Fire and Ambulance response, rescue and patient treatment services, community prevention and inspection services and emergency preparedness.

- 1 Current level of service should be able to handle expected community growth \*
- 3 Fire and ambulance service level is over and above what is needed for the community \*
- 4 Funds could be better used for other services \*
- 5 Some other reason (specify): \_\_\_\_\_
- .9 Don't know

Levels marked with \* are randomized

## Section B3

B3a, B3b, B3c

### B3a

How would you adjust the variable spending in 2025 for **Public Services** (proposed 21%)?\*\*\*

\*\*\* This includes maintenance of roadways, sidewalks, multi-ways, bridges, overpasses, traffic controls, including: pot hole patching, crack sealing, grading, guard repair, cleaning, dust control, and pavement marking.

- 1 Increase spending (may increase taxes)
- 2 Spending should remain the same
- 3 Decrease spending (may decrease taxes)

To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "decrease" first.

### B3b Show if B3a increase publicserves (B3a = 1)

Why would you increase spending on **Public Services**? \*\*\*

Please select all that apply.

\*\*\* Proposed 21% of the variable budget. This includes maintenance of roadways, sidewalks, multi-ways, bridges, overpasses, traffic controls, including: pot hole patching, crack sealing, grading, guard repair, cleaning, dust control and pavement marking.

- 1 Population growth may require more roads, sidewalks, and other trails \*
- 2 Would like more maintenance of sidewalks and other walking or biking trails \*
- 3 Would like more sidewalks and other walking or biking trails \*
- 4 Would like more road maintenance \*
- 5 Would like to increase the number of roads or overpasses to help reduce traffic congestion \*
- 6 Some other reason (specify): \_\_\_\_\_
- 9 Don't know

Levels marked with \* are randomized

### B3c Show if B3a decrease publicserves (B3a = 3)

Why would you decrease spending on **Public Services**? \*\*\*

Please select all that apply.

\*\*\* Proposed 21% of the variable budget. This includes maintenance of roadways, sidewalks, multi-ways, bridges, overpasses, traffic controls, including: pot hole patching, crack sealing, grading, guard repair, cleaning, dust control and pavement marking.

- 1 Roads, sidewalks, and other trails can already handle some population growth \*
- 2 Sidewalks and other walking or biking trails are well maintained \*
- 3 Sidewalks and other walking or biking trails are satisfactory \*
- 4 Roads are well maintained \*
- 5 The roads and/or overpasses meet the city's needs \*
- 6 Some other reason (specify): \_\_\_\_\_
- 9 Don't know

Levels marked with \* are randomized

## Section B4

B4a, B4b, B4c

### B4a

How would you adjust the variable spending in 2025 for **Parks & Open Spaces** (proposed 10%)? \*\*?

\*\* This includes maintenance, grass cutting, cleaning and repairs to cemetery, sports fields, tennis courts, outdoor ice rinks, skateboard parks, lakes and storm ponds, garden plots and playgrounds, parks landscaping and pest control.

- 1 Increase spending (may increase taxes)
- 2 Spending should remain the same
- 3 Decrease spending (may decrease taxes)

To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "decrease" first.

### B4b Show if B4a increase parks (B4a = 1)

Why would you increase spending on **Parks & Open Spaces**? \*\*?

Please select all that apply.

\*\* Proposed 10% of the variable budget. This includes maintenance, grass cutting, cleaning and repairs to cemetery, sports fields, tennis courts, outdoor ice rinks, skateboard parks, lakes and storm ponds, garden plots and playgrounds, parks landscaping and pest control.

- 1 Would like grass/shrubs to be maintained in parks, gardens, and boulevards more frequently \*
- 2 Would like better weed and/or pest control (e.g., mosquitoes) \*
- 3 Would like more attractions, parks, and trails for the community \*
- 4 To encourage more people to use parks and other outdoor facilities \*
- 5 Some other reason (specify): \_\_\_\_\_
- .9 Don't know

Levels marked with \* are randomized

### B4c Show if B4a decrease parks (B4a = 3)

Why would you decrease spending on **Parks & Open Spaces**? \*\*?

Please select all that apply.

\*\* Proposed 10% of the variable budget. This includes maintenance, grass cutting, cleaning and repairs to cemetery, sports fields, tennis courts, outdoor ice rinks, skateboard parks, lakes and storm ponds, garden plots and playgrounds, parks landscaping and pest control.

- 1 Grass/shrubs could be maintained in parks, gardens, and boulevards less frequently \*
- 2 Consider doing less weed and/or pest control (e.g., mosquitoes) \*
- 3 There are too many attractions, parks, and trails in the community \*
- 4 No one in my household uses parks or other outdoor facilities \*
- 5 Some other reason (specify): \_\_\_\_\_
- .9 Don't know

Levels marked with \* are randomized

## Section B5

B5a, B5b, B5c

### B5a

How would you adjust the variable spending in 2025 for **Recreation Services** (proposed 8%)? **\*?\***

\*?\*

This includes Leduc Recreation facility maintenance and operations, sports & tourism, guest services, fitness centre and track, pool services, ice skating, field house and programmed services (i.e. summer or Stay Safe! programs).

- 1 Increase spending (may increase taxes)
- 2 Spending should remain the same
- 3 Decrease spending (may decrease taxes)

To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "decrease" first.

### B5b Show if B5a increase rec centre (B5a = 1)

Why would you increase spending on **Recreation Services**? **\*?\***

Please select all that apply.

\*?\*

Proposed 8% of the variable budget. This includes Leduc Recreation facility maintenance and operations, sports & tourism, guest services, fitness centre and track, pool services, ice skating, field house and programmed services (i.e. summer or Stay Safe! programs).

- 1 Would like more accessibility to existing facilities \*
- 2 Would like more facilities \*
- 3 Would like existing facilities to receive more frequent maintenance \*
- 4 Would like more programs and/or equipment in the facilities \*
- 5 Would like facilities to be open earlier and/or close later \*
- 6 To help lower user fees \*
- 7 My household uses the Leduc Recreation Centre \*
- 8 Some other reason (specify): \_\_\_\_\_
- 9 Don't know

Levels marked with \* are randomized

### B5c Show if B5a decrease rec centre (B5a = 3)

Why would you decrease spending on **Recreation Services**? **\*?\***

Please select all that apply.

\*?\*

Proposed 8% of the variable budget. This includes Leduc Recreation facility maintenance and operations, sports & tourism, guest services, fitness centre and track, pool services, ice skating, field house and programmed services (i.e. summer or Stay Safe! programs).

- 1 No new facilities are needed \*
- 2 Would like existing facilities to be maintained less frequently \*
- 3 Current equipment in the facilities are adequate \*
- 4 Would like facilities to open later and/or close earlier \*
- 5 Would like the users of the facilities to pay more \*
- 6 My household does not use the Leduc Recreation Centre \*
- 7 Some other reason (specify): \_\_\_\_\_
- 9 Don't know

Levels marked with \* are randomized

## Section B6

B6a, B6b, B6c

### B6a

How would you adjust the variable spending in 2025 for **Snow & Ice Control** (proposed 4%)? **\*?\***

*\*?\** This includes street, parking lot and alleyway sanding, snow plowing and snow removal.

- 1 Increase spending (may increase taxes)
- 2 Spending should remain the same
- 3 Decrease spending (may decrease taxes)

*To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "decrease" first.*

### B6b Show if B6a increase snow removal (B6a = 1)

Why would you increase spending on **Snow & Ice Control**? **\*?\***

Please select all that apply.

*\*?\** Proposed 4% of the variable budget. This includes street, parking lot and alleyway sanding, snow plowing and snow removal.

- 1 Would like Leduc to be more prepared for winters \*
- 2 Consider clearing and sanding roads sooner or more often \*
- 3 Would like more or better snow clearing equipment \*
- 4 Would like residential areas and side streets to be cleared more often \*
- 5 Public sidewalks and trails should be cleared sooner \*
- 6 Some other reason (specify): \_\_\_\_\_
- .9 Don't know

*Levels marked with \* are randomized*

### B6c Show if B6a decrease snow removal (B6a = 3)

Why would you decrease spending on **Snow & Ice Control**? **\*?\***

Please select all that apply.

*\*?\** Proposed 4% of the variable budget. This includes street, parking lot and alleyway sanding, snow plowing and snow removal.

- 1 Consider clearing roads less frequently during prolonged storms \*
- 2 Consider waiting longer before clearing and sanding roads \*
- 3 Consider replacing and/or maintaining snow removal equipment less frequently \*
- 4 Residential areas and side streets could be cleared less often \*
- 5 Consider waiting longer to clear public sidewalks and trails \*
- 6 Some other reason (specify): \_\_\_\_\_
- .9 Don't know

*Levels marked with \* are randomized*

## Section B7

B7a, B7b, B7c

### B7a

How would you adjust the variable spending in 2025 for **Cultural & Community Development** (proposed 5%)? **\*?\***

**\*?\*** This includes parks (e.g. spray parks, playgrounds, off-leash areas, etc.), recreation and culture planning and development including building playgrounds, Communities in Bloom, Healthy Hearts, and Canada Day programs.

- 1 Increase spending (may increase taxes)
- 2 Spending should remain the same
- 3 Decrease spending (may decrease taxes)

*To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "decrease" first.*

### B7b Show if B7a increase community development (B7a = 1)

Why would you increase spending on **Cultural & Community Development**? **\*?\***

Please select all that apply.

**\*?\*** Proposed 5% of the variable budget. This includes parks (e.g. spray parks, playgrounds, off-leash areas, etc.), recreation and culture planning and development including building playgrounds, Communities in Bloom, Healthy Hearts, and Canada Day programs.

- 1 Would like more parks \*
- 2 Would like to increase the quality of existing parks \*
- 3 Would like more community programs and/or events (e.g. Summer in the City, etc.) \*
- 4 Would like to increase the quality and/or frequency of existing programs \*
- 5 To promote a healthy lifestyle \*
- 6 This makes Leduc an attractive place to live \*
- 7 Some other reason (specify): \_\_\_\_\_
- 9 Don't know

*Levels marked with \* are randomized*

### B7c Show if B7a decrease community development (B7a = 3)

Why would you decrease spending on **Cultural & Community Development**? **\*?\***

Please select all that apply.

**\*?\*** Proposed 5% of the variable budget. This includes parks (e.g. spray parks, playgrounds, off-leash areas, etc.), recreation and culture planning and development including building playgrounds, Communities in Bloom, Healthy Hearts, and Canada Day programs.

- 1 The number of parks is adequate \*
- 2 The quality of existing parks is adequate \*
- 3 Consider lowering the quality and/or frequency of existing programs \*
- 4 My household does not use or attend existing parks or programs \*
- 5 Some other reason (specify): \_\_\_\_\_
- 9 Don't know

*Levels marked with \* are randomized*

## Section B8

B8a, B8b, B8c

### B8a

How would you adjust the variable spending in 2025 for **Transportation Services** (proposed 8%)? **\*?\***

**\*?\*** Leduc Transit provides Leduc Assisted Transportation Service (LATS) to seniors (65+) and persons with disabilities within the City of Leduc. Leduc Transit also provides a separate inter-municipal transit service, in partnership with Leduc County, offering service that connects the Leduc and Nisku areas and also stops at the Edmonton International Airport and the Century Park LRT station in south Edmonton.

- 1 Increase spending (may increase taxes)
- 2 Spending should remain the same
- 3 Decrease spending (may decrease taxes)

*To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "decrease" first.*

### B8b Show if B8a increase transit (B8a = 1)

Why would you increase spending on **Transportation Services**? **\*?\***

Please select all that apply.

**\*?\*** Proposed 8% of the variable budget. Leduc Transit provides Leduc Assisted Transportation Service (LATS) to seniors (65+) and persons with disabilities within the City of Leduc. Leduc Transit also provides a separate inter-municipal transit service, in partnership with Leduc County, offering service that connects the Leduc and Nisku areas and also stops at the Edmonton International Airport and the Century Park LRT station in south Edmonton.

- 1 Would like more busses, more routes, and/or frequency of service \*
- 2 Would like newer busses or added features to existing buses \*
- 3 Would like to make public transportation more affordable \*
- 4 To encourage more people to use public transportation \*
- 5 Consider starting bus service sooner and/or ending service later \*
- 6 My household uses public transportation \*
- 7 Some other reason (specify): \_\_\_\_\_
- .9 Don't know

*Levels marked with \* are randomized*

### B8c Show if B8a decrease transit (B8a = 3)

Why would you decrease spending on **Transportation Services**? **\*?\***

Please select all that apply.

**\*?\*** Proposed 8% of the variable budget. Leduc Transit provides Leduc Assisted Transportation Service (LATS) to seniors (65+) and persons with disabilities within the City of Leduc. Leduc Transit also provides a separate inter-municipal transit service, in partnership with Leduc County, offering service that connects the Leduc and Nisku areas and also stops at the Edmonton International Airport and the Century Park LRT station in south Edmonton.

- 1 Current service schedules should be adequate \*
- 2 Existing buses should be adequate \*
- 3 Consider charging riders more for this service \*
- 4 My household does not use public transportation \*
- 5 Consider starting bus service later and/or ending service sooner \*
- 6 Some other reason (specify): \_\_\_\_\_
- .9 Don't know

*Levels marked with \* are randomized*

## Section B9

B9a, B9b, B9c

### B9a

How would you adjust the variable spending in 2025 for the **Library** (proposed 3%)? **\*?\***

**\*?\*** This includes the provision of children, teen and adult literary and educational programs, exam proctoring, community space for meeting and studying, internet and printing services, access to millions of print & electronic books including audiobooks and movies, and access to resources from over 150 partner libraries in Alberta.

- 1 Increase spending (may increase taxes)
- 2 Spending should remain the same
- 3 Decrease spending (may decrease taxes)

*To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "decrease" first.*

**B9b** Show if B9a increase library (B9a = 1)

Why would you increase spending on the **Library**? **\*?\***

Please select all that apply.

**\*?\*** This includes the provision of children, teen and adult literary and educational programs, exam proctoring, community space for meeting and studying, internet and printing services, access to millions of print & electronic books including audiobooks and movies, and access to resources from over 150 partner libraries in Alberta.

- 1 To keep up with demand due to city growth \*
- 2 Would like the library to be expanded \*
- 3 Would like more programs or resources \*
- 4 Would like to increase the collection of books \*
- 5 My household uses the library \*
- 6 Some other reason (specify): \_\_\_\_\_
- 9 Don't know

*Levels marked with \* are randomized*

**B9c** Show if B9a decrease library (B9a = 3)

Why would you decrease spending on the **Library**? **\*?\***

Please select all that apply.

**\*?\*** This includes the provision of children, teen and adult literary and educational programs, exam proctoring, community space for meeting and studying, internet and printing services, access to millions of print & electronic books including audiobooks and movies, and access to resources from over 150 partner libraries in Alberta.

- 1 Consider adding some type of user fee \*
- 2 The library should be able to handle current population growth \*
- 3 The library does not need to be expanded at this time \*
- 4 Would like less programs or resources offered \*
- 5 Consider obtaining fewer books and similar types of resources throughout the year \*
- 6 My household does not use the library \*
- 7 Some other reason (specify): \_\_\_\_\_
- 9 Don't know

*Levels marked with \* are randomized*



## Section B10

B10a, B10b, B10c

### B10a

How would you adjust the variable spending in 2025 for **Family & Community Support** (proposed 1%)?

**\*?\***

*\*?\* This includes family counseling and support, prevention and education regarding social issues, meals on wheels program, senior support, and homemaking services.*

- 1 Increase spending (may increase taxes)
- 2 Spending should remain the same
- 3 Decrease spending (may decrease taxes)

*To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "decrease" first.*

### B10b *Show if B10a increase fccs (B10a = 1)*

Why would you increase spending on **Family & Community Support**? **\*?\***

Please select all that apply.

*\*?\* Proposed 1% of the variable budget. This includes family counseling and support, support, prevention and education regarding social issues, meals on wheels program, senior support, and homemaking services.*

- 1 To keep up with population growth \*
- 2 To help provide affordable support services \*
- 3 Would like more or different types of services available \*
- 4 Would like better quality of existing services \*
- 5 I support this service \*
- 6 Some other reason (specify): \_\_\_\_\_
- .9 Don't know

*Levels marked with \* are randomized*

### B10c *Show if B10a decrease fccs (B10a = 3)*

Why would you decrease spending on **Family & Community Support**? **\*?\***

Please select all that apply.

*\*?\* Proposed 1% of the variable budget. This includes family counseling and support, support, prevention and education regarding social issues, meals on wheels program, senior support, and homemaking services.*

- 1 Existing services could handle population growth \*
- 2 Would like more funding from other levels of government \*
- 3 I don't know what this service offers \*
- 4 Some other reason (specify): \_\_\_\_\_
- .9 Don't know

*Levels marked with \* are randomized*

## Section MAIN2

Q4, Q5, Q6, DTxt, D2, D6, D3, D5a, D5b, D7GP, D7S, I0, I1, End

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### Q4

Thank you for your input on the City of Leduc's variable spending budget. Is there any additional feedback you would like to provide regarding your choices?

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.8 No additional feedback

### Q5

What other projects or goals (if any) should the City be thinking of when planning the budget for 2025 and beyond? These may result in a tax increase.

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.8 None/Cannot think of any

### Q6

Finally, with respect to the budget process, which of the following would you say is the **most important priority** facing the City?

- 2 Focusing on long-term fiscal sustainability \*
- 3 Planning for future growth to prevent overcrowding \*
- 4 Attract new and maintain current businesses and amenities \*
- 5 Finding ways to lower property taxes in the future \*
- 6 Finding ways to ensure property taxes stay the same in the future \*
- 7 Preparing for and reacting to changes in the economy \*
- 8 Other (specify): \_\_\_\_\_

*Levels marked with \* are randomized*

### DTxt

In order for the City to better understand the different views and needs of citizens, this final set of questions will allow us to analyze the data by sub-groups. Please be assured that nothing will be recorded to link your answers with you or your household.

Please press the right arrow to continue.

**D2** Show if 18 or older ((D1 = 2,3,4,5,6,7) OR (D1a = 1))

Are there any children under the age of 18 in your household?

- 1 Yes
- 2 No
- 3 Prefer not to answer

**D6**

Which of the following categories applies to your total household income before taxes in 2023?

- 1 Under \$20,000
- 2 \$20,000 to \$39,999
- 3 \$40,000 to \$59,999
- 4 \$60,000 to \$79,999
- 5 \$80,000 to \$99,999
- 6 \$100,000 to \$124,999
- 7 \$125,000 to \$149,999
- 8 \$150,000 or more
- 9 Prefer not to answer

**D3**

Which of the following best describes your current employment status?

- 1 Working full time, including self-employment (more than 30 hours per week)
- 2 Working part time, including self-employment (30 hours per week or less)
- 3 On leave (disability, maternity, paternity, etc.)
- 4 Homemaker
- 5 Student
- 6 Not employed
- 7 Retired
- 8 Prefer not to answer

**D5a** Show if D3 employed (D3 = 1,2)

And, do you work for the City of Leduc?

- 1 Yes
- 2 No

**D5b** Show if D3 on leave (D3 = 3)

Immediately prior to the start of your leave, did you work for the City of Leduc?

- 1 Yes
- 2 No

**D7GP** Show if Gen Pop Survey (recruit\_type = 1)

Which of the following are places that you have heard or seen advertisements promoting this survey?

Please select all that apply

- 10 Local Newspaper \*
- 2 Social media \*
- 3 City of Leduc website \*
- 9 Postcard \*
- 5 Other (specify): \_\_\_\_\_
- 6 I have not heard or seen any advertisements promoting this survey (Exclusive)

Levels marked with \* are randomized

**D7S** Show if Stakeholder Survey (recruit\_type = 2)

How did you learn about this survey?

Please select all that apply

- 10 Local Newspaper \*
- 2 Social media \*
- 3 City of Leduc website \*
- 9 Postcard \*
- 5 Other (specify): \_\_\_\_\_

Levels marked with \* are randomized

**10**

Thank you for completing the survey! You now have the option to enter a randomly selected prize draw for people who have taken part in the survey. Doing so makes you eligible to **enter a draw to win a gift certificate to a local Leduc business of your choice (valued at \$150).**

Do you wish to be entered into this draw? Your contact information will only be used for the purposes of the draw and will not be tied to your survey responses.

- 1 Yes, I allow Advanis to provide the City of Leduc with my contact information should I be the winner of this draw
- 2 No, remove me from the draw

**I1** Show if 10 yes draw (10 = 1)

Please provide your contact details[[Personal information will remain confidential and **only** be used to contact the individual who has won the draw.

Personal information provided as part of the City of Leduc Budget Survey contest is collected under the authority of section 33(c) of the Freedom of Information and Protection of Privacy Act.]] so that we may contact you should you be the winner of the draw.

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone number: \_\_\_\_\_

Not interested in entering draw

**End**



Thank you very much for your participation in this important study, your time and feedback are greatly appreciated by the City of Leduc!

Please note that the results of this survey will be shared with City Council during the budget planning process for 2025. Should you have any additional questions, please contact:

Lauren Padgham  
Manager, Financial Planning & Budgets  
City of Leduc  
780-980-7177  
budget@leduc.ca

You will be redirected shortly to the City of Leduc website.

Status Code: -1