2026 Budget Planning & Satisfaction Survey

General Population Survey Results

Results weighted to ensure statistical validity to the Leduc Population

Conducted by:

ADVANIS

Advanis Inc.
Suite 200, Sun Life Place
10123 99 Street
Edmonton, AB
T5J 3H1

Primary Contact:
Patrick Kyba
pkyba@advanis.net
780.229.1135

May 26, 2025

Table of Contents

1 Executive Summary

Methodology

In 2025, the City of Leduc transitioned from separate telephone Citizen Satisfaction and online Budget Planning surveys to a single online survey. This can have the effect of residents providing more critical (but honest) responses. Despite this change, resident feedback remains highly positive.

All households in Leduc received a postcard inviting them to complete the survey by sending a text message and receiving a link to the survey or by being randomly recruited by telephone. The survey aimed to collect at least 550 completed responses to ensure statistical validity. In total, 638 residents aged 16 and older completed the survey between February 27 and March 31, 2025. To ensure results accurately reflect the broader population of Leduc, data have been weighted by age and gender according to the most recent census information.

The final sample size yields a margin of error of no more than ±3.9% at the 95% confidence level. By comparison, previous years' surveys had approximately 400 respondents, resulting in a margin of error of ±4.9%. This means the results from this year's survey are likely to be more precise and closer to the true population values. Importantly, the increased precision does not introduce bias toward any particular response or question.

Quality of life and community sentiment

Perceptions of life in Leduc remain overwhelmingly positive, with 93% of residents rating their overall quality of life as good, very good, or excellent. This significantly outperforms the 2025 Alberta municipal benchmark of 82%, indicating continued strong community satisfaction and positive impact of the City's efforts to support livability.

When asked to identify the top three reasons for rating a high quality of life, respondents identify Leduc's location (being close to Edmonton and the airport) as the top factor influencing quality of life mentioned; 53% of all respondents list this reason as number one. There is also growing appreciation for the City's affordability, peacefulness, and aesthetics, while fewer (but still about 1-in-5) residents cite general services or convenience as key drivers of quality of life.

Likelihood to recommend living in Leduc

The City's Net Promoter Score (NPS) is +20 in 2025. This means that residents are more likely to recommend Leduc as a place to live than they are to criticize it.

Overall City services and satisfaction

Citizens are satisfied with the services they receive from the city with 67% of respondents feeling satisfied or very satisfied which is consistent with the Alberta benchmark of 65%. Perception of the quality of City services remains stable as most residents (79%) say service quality has stayed the same over the past year.

Specific service usage and satisfaction

Generally speaking, the questions related to spending in service categories can be seen as a proxy for satisfaction. However, for service that are provided as a public good, preference for spending is not a reliable indicator of satisfaction. For this reason, specific questions about satisfaction with City events, the library, Family & Community Support Services (FCSS), and transit were asked only of residents who use that service. For example, most respondents would like to see stable funding for transit, however when only transit users were asked about satisfaction with the service only a third of respondents were satisfied with the level of service. Satisfaction was highest for the library, followed by events and FCSS, results that are relatively consistent with desired spending on these services.

Communications: relevance and reach

A strong majority (85%) are satisfied with the relevance of City communications. Frequency ratings were also generally positive, but among those dissatisfied, nearly 90% want more frequent updates. These results are similar to 2023, suggesting either the need to increase communication or evaluate whether current efforts are using the most effective channels.

Residents prefer information that comes directly from the City, favoring email newsletters (57%), the website (45%), and direct mail (41%) over social media or newspapers. Preferences vary by age group, indicating that tailoring communication methods by audience remains important.

Perceived value for taxes and spending preferences

Perceptions of value for property taxes have stabilized, with 64% saying they receive “good” or better value—well above the Alberta benchmark of 45%. The top positive reasons include infrastructure being well maintained, snow removal, and recreation, parks, and trails. The top negative reason, cited by 20% of respondents, is the desire for a specific service to be improved.

Tax strategy preferences remain divided: half (50%) of residents prefer to cut services to reduce or maintain taxes, while about one-third (35%) prefer tax increases to maintain or expand services. Similar to last year, the most popular preference stated by 31% (vs. 30% in 2024) of respondents is to cut services and maintain taxes. Most residents favor maintaining current funding levels across each individual City service. However, snow removal (29%), road maintenance (29%), and enforcement (25%) had the most residents suggesting increased funding, while arts and culture (28%), transit (18%), and recreation (14%) had the most residents suggesting decreased funding. Top reasons for increasing budgets include concerns about crime and the importance of road maintenance. The most common reasons for cuts were lack of personal use (e.g., for transit) and lower prioritization (e.g., for arts and culture).

2 Detailed Project Description

2.1 Project Background

Prior to spring 2025, the City of Leduc ("the City") contracted Advanis to conduct the City of Leduc General Population Budget Planning Survey. For the first time, elements of the bi-annual Citizen Satisfaction Survey (last conducted in 2023) were incorporated into the study. The primary purposes of this study are now to assess the views of City of Leduc residents concerning the budgetary planning process for the 2026 budget as well as measure the perceptions and opinions of Leduc citizens regarding topics such as satisfaction with city services, overall quality of life, and communications. In total, 638 City of Leduc residents aged 16 and older completed the General Population survey between February 27th and March 31st, 2025.

Comparisons to previous years' Budget Planning survey data as well as previous years' Citizen Satisfaction Survey data are included where appropriate to determine any statistically valid shifts in the perceptions and opinions of Leduc residents. Note that Budget Survey 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. This year, major changes were made to accommodate additional questions added from the Citizen Satisfaction Survey 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. In 2025, only one 16 or 17-year-old completed the survey, which is the first time a 16 or 17-year-old has completed the General Population survey (they have participated in the previous Stakeholder surveys collected via an open web link though).

2.2.2 Survey Redesign

In 2025, the City of Leduc made the decision to streamline its citizen research efforts by combining two separate historical surveys into a single, integrated online survey. In previous years, the City conducted a yearly Budget Planning survey online and a biannual Citizen Satisfaction survey by telephone. While these surveys served distinct purposes, combining them created an opportunity to engage residents more efficiently, reduce duplication, and provide a more seamless experience for respondents.

To ensure the new combined survey met the goals of both legacy studies, Advanis worked closely with the City to review and prioritize key research objectives from each. This collaborative process informed decisions about which questions to retain, revise, or remove. The result was a refined questionnaire that captures essential insights about citizen satisfaction and budget planning priorities—while also improving survey usability and reducing respondent burden.

Some existing questions were adapted in wording or format to better suit the new online context, while others were simplified or modernized. For example, several questions that were previously administered by a live interviewer were revised to be suitable for self-completion online. These adaptations were made to ensure clarity and consistency across topics while maintaining comparability where possible.

The combined survey was conducted entirely online to take advantage of broader accessibility, cost-effectiveness, and the ability to collect responses from respondents at any time of the day. It is well-documented in survey research literature that online surveys tend to elicit more candid and accurate responses compared to interviewer-administered modes such as telephone. This is largely due to a reduction in social desirability bias; the tendency for respondents to give more socially acceptable or positive answers when speaking directly to another person. By removing the presence of an interviewer, the online format encourages greater honesty, particularly when respondents are asked for feedback or opinions on potentially sensitive topics.

Additionally, non-explicit refusal or “don’t know” type responses are often included in telephone surveys to allow interviewers to continue the interview even if a respondent chooses not to answer a specific question. In contrast, these response options are often excluded from online surveys (including this one), as their availability can lead to a higher rate of selection, which in turn can reduce the precision and usefulness of the results.

After drafting the updated survey, Advanis shared the initial version with the City for feedback to ensure it aligned with City priorities and met the City’s research needs. A revised version was programmed and tested by Advanis, and the City was given access to review and test the survey online. Additional feedback was incorporated before finalizing the instrument.

A text version of the final questionnaire is provided in the Appendix (section 4.4). While every effort was made to preserve comparability with past surveys, changes in design and methodology mean this survey would best serve as the benchmark for subsequent years vs. a tool for analysis of trends.

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[1] 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, 426 residents completed the General Population survey through this recruiting approach.

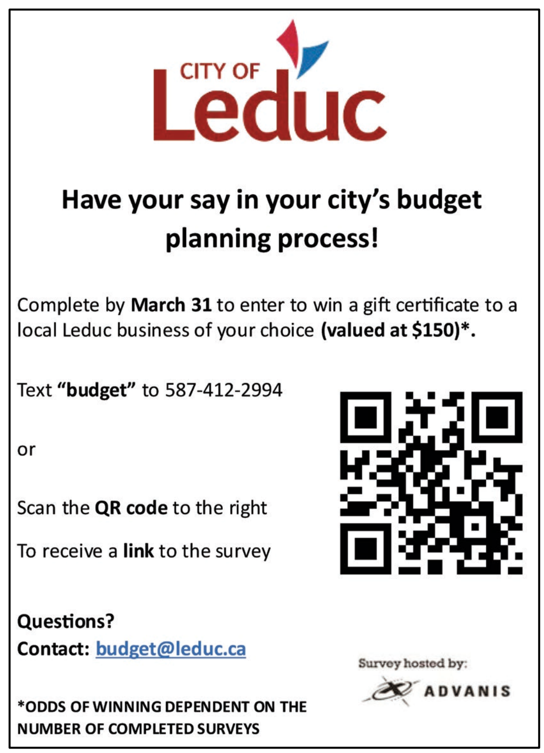
[1] For more information, visit https://www.advanis.net/general-population-random-sample-gprs.

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 2026 Budget Planning Survey in order to engage all Leduc residents most effectively. As mentioned, the survey platform used in 2025 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, 69% of surveys collected for this report completed the survey on a mobile device (compared to 75% in 2024).

A soft launch of the survey was conducted on February 27th, 2025. 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. Fielding continued until March 31st, 2025. In total, 638 respondents completed the survey which implies a margin of error no greater than ±3.9% at 95% confidence. Note that in previous years, the Budget Planning Survey was administered in May, while the Citizen Satisfaction Survey was conducted in June. The change in data collection timing for the combined 2025 survey may help explain some differences in results particularly for seasonally relevant topics such as snow removal, which may have been more top-of-mind for respondents.

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 4.1).



2.2.4 Survey Awareness

In addition to sending a postcard to every household, the survey was promoted by the City through posts on social media channels (including LinkedIn), newsletters emailed to residents, the City of Leduc website (i.e., Leduc.ca), news items set to the media, and internal websites.

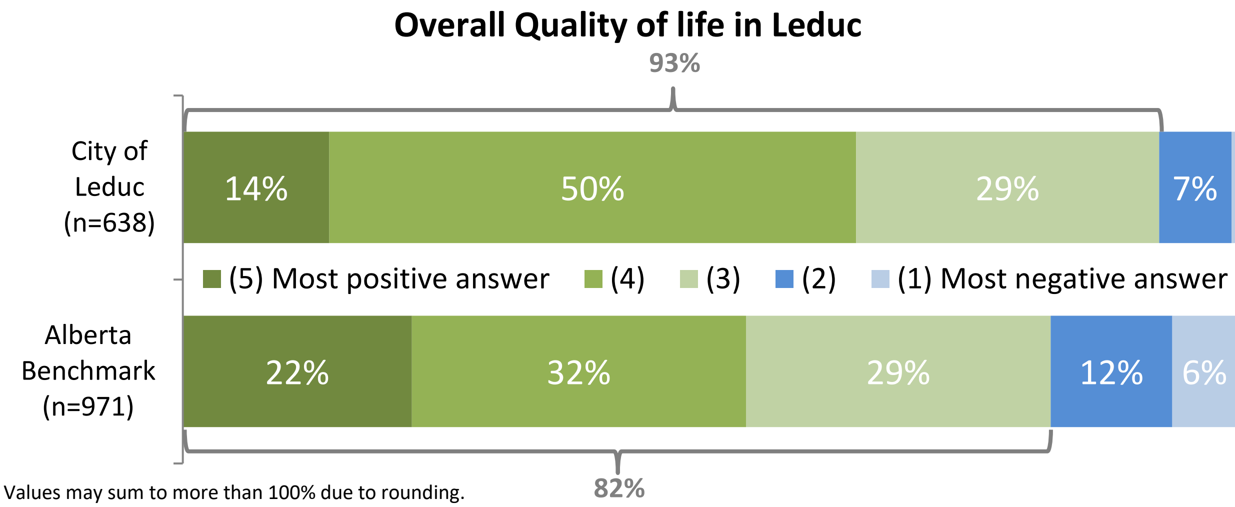
3 Study Findings

This section details the results of each specific topic in the survey. In this section, please note:

- The term "significant" means "statistically significant at 95% confidence". 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 $50k, $50k to $100k, $100k to $150k, more than $150k);
    - Employment status (employed full/part time, on leave/homemaker/student/not employed/retired);
    - Home ownership (owning, renting);
    - Perceived quality of life (very good/excellent, good/fair/poor);
    - Likelihood to recommend Leduc (promoters, passives, detractors)
    - Perceived value from taxes (good/very good/excellent, fair/poor);
    - Preferred tax strategy (prefer to increase taxes, prefer to cut services); and
    - Satisfaction with services and programs overall (5/4 on satisfaction scale, 3/2/1 on satisfaction scale)
    - Perceived change in quality of services (quality of services have increased or remained the same, quality of services have decreased).
- 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 graphs 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 where the questions have not changed between years.
- 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.

3.1 Quality of Life

Respondents began the main part of the survey with questions related to their overall quality of life. Sentiment continues to remain high with 93% rating their overall quality of life in Leduc as good, very good, or excellent. Additionally, results are very positive as an Albertan benchmark on this question for 2025 has the percent rating overall quality of life in their municipality is only 82%. These results indicate that residents of Leduc maintain a strong sense of satisfaction with their community, well above the provincial average, and that the City's efforts to support overall livability are resonating positively with the majority of residents.

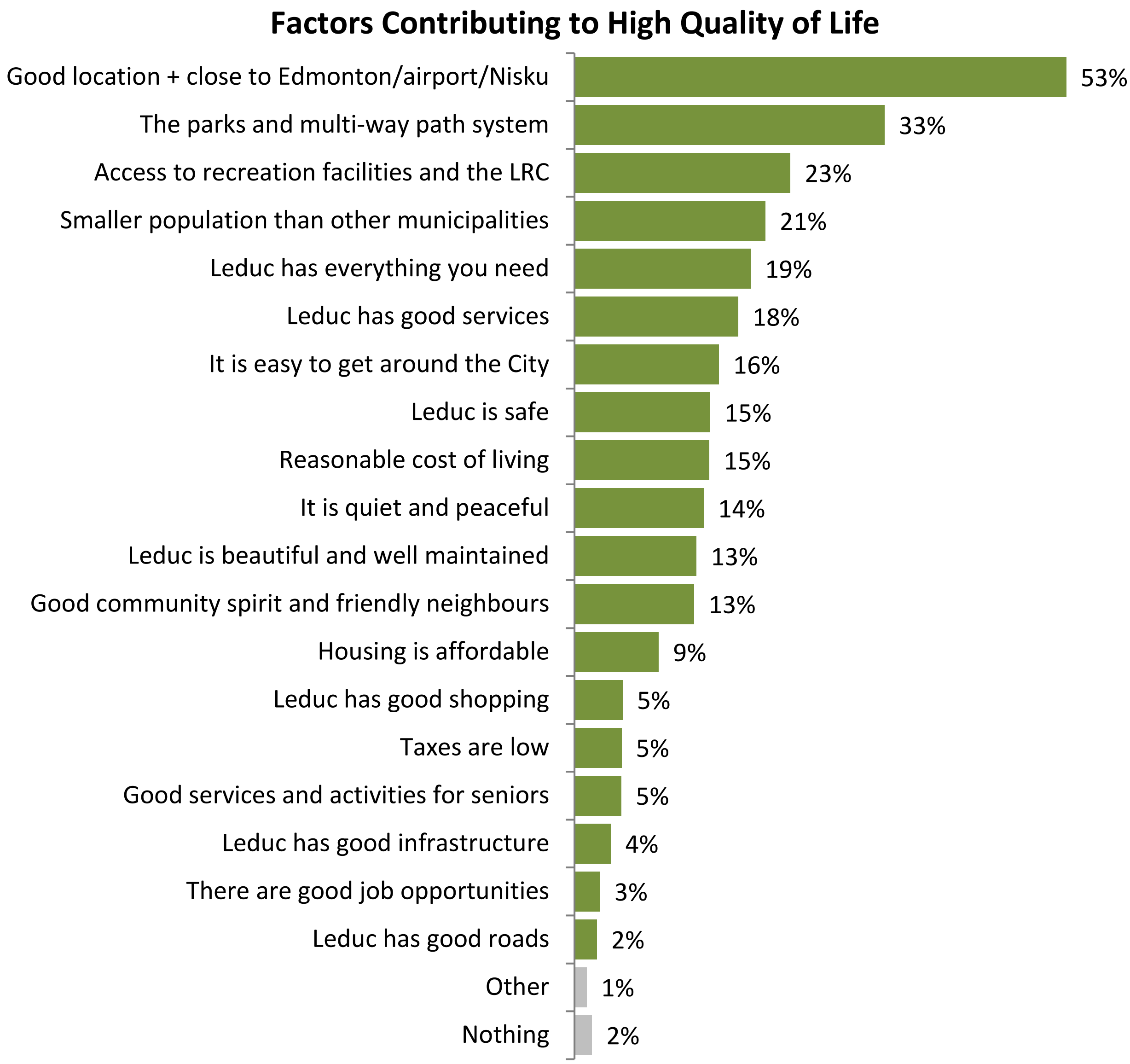


Values may sum to more than 100% due to rounding.

Subgroups that are significantly more likely to feel that the quality of life in Leduc is "good", "very good", or "excellent" include:

100%: Promoters (rated 9 or 10 for recommending others live in Leduc);
98%: Passives (rated 7 or 8 for recommending others live in Leduc);
99%: Those who rate their satisfaction with services and programs overall as high;
99%: Those with excellent/very good/good perceived value from taxes;
97%: Those aged 65 or older;
96%: Those who prefer to increase taxes; and
95%: Those who perceive an increase/stability in the quality of services.

As a follow-up, respondents were asked to identify the three most significant factors contributing to a high quality of life in the City of Leduc. More than half of residents (53%) mentioned Leduc's location, its proximity to Edmonton and the airport, as a top reason for their high quality of life. Other leading factors include the City's parks and multi-way path system (33%), and access to recreation facilities like the LRC (23%). Residents also cite "Leduc having everything [they] need" (19%), good services (18%), and a reasonable cost of living (15%) as key contributors. Finally, residents highlight the smaller population (21%), the peacefulness of the City (14%), and its beauty and maintenance (13%). These factors suggest that while core amenities remain important, growing appreciation for affordability, aesthetics, and peace and quiet are playing a role in how residents define quality of life in Leduc.

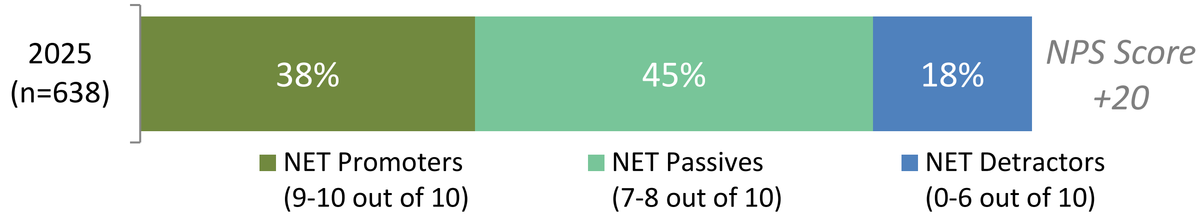


n=638. Values may sum to more than 100% as multiple mentions were allowed.

3.2 Likelihood to Recommend Leduc as a Place to Live

Residents were asked how likely they were to recommend Leduc as a place to live to a friend or family member. Using this question, we can calculate a Net Promoter Score (NPS), which is a standardized measure of overall satisfaction and loyalty. The NPS is calculated by subtracting the percentage of detractors (those who respond 0–6) from the percentage of promoters (those who respond 9–10), resulting in a score that can range from -100 to +100. In 2025, the NPS is +20 meaning many residents are enthusiastic promoters of Leduc as a place to live and that the City is doing well in fostering a positive overall reputation and quality of life.

Likelihood of Recommending Leduc as a Place to Live



Values may not add to 100% due to rounding.

Subgroups that are significantly more likely to promote Leduc as a place to live include:

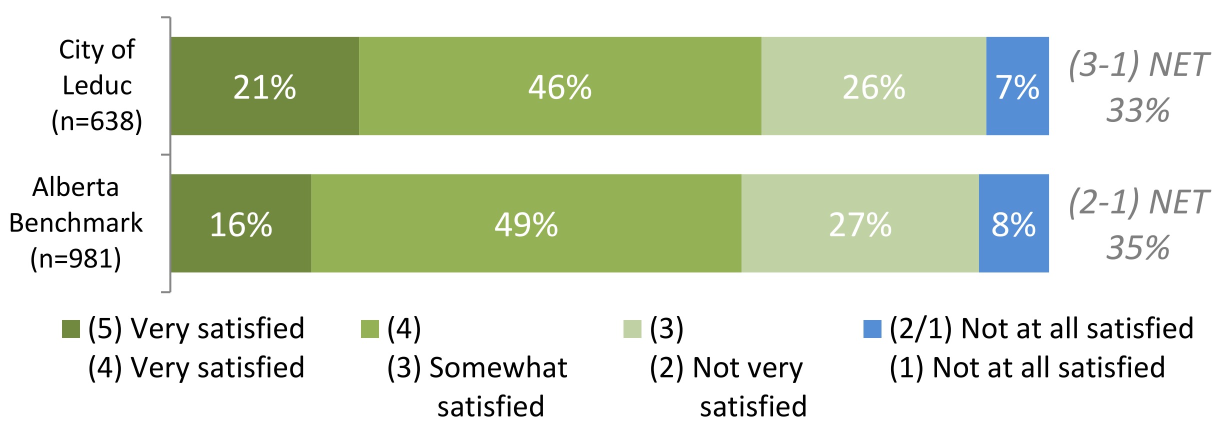
- 55%: Those with excellent/very good perceived quality of life;
- 53%: Those who prefer to increase taxes;
- 50%: Those who rate their satisfaction with services and programs overall as high;
- 50%: Those with excellent/very good/good perceived value from taxes;
- 47%: Those aged 65 or older;
- 41%: Those who perceive an increase/stability in the quality of services; and
- 41%: Those who don't have children in their household.

In particular, those preferring to increase taxes may be more likely to take pride in living in Leduc which could explain why they are more likely to be promoters. Additionally, the City might want to consider highlighting senior living in marketing material aimed at promoting living in Leduc given that seniors are more likely to be promoters.

3.3 Satisfaction with City Services

Respondents were asked how satisfied they are overall with the services and programs provided by the City. One-fifth (21%) of respondents are very satisfied with overall City services and programs and another nearly one-half (46%) rated their satisfaction as a 4 out of 5 on the scale. However, one-third (33%) rated their satisfaction as a 3 or less on the scale. Note that results to this question are similar to the 2025 Alberta benchmark where 16% are very satisfied with the quality of services in their municipality, 49% are somewhat satisfied, 27% are not very satisfied, and 8% are not at all satisfied.

Overall Satisfaction with City Services and Programs

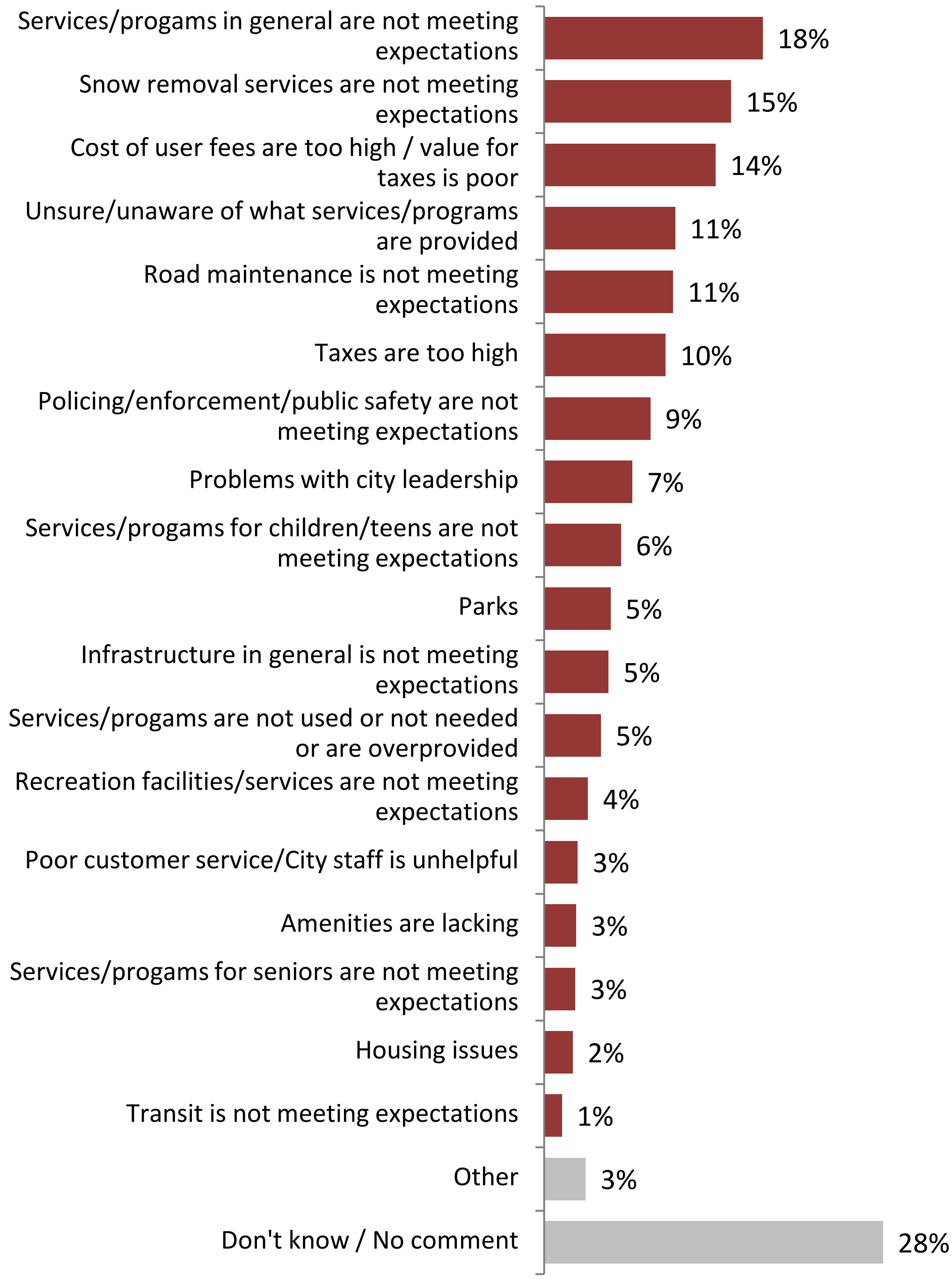


Residents who were not satisfied with City services and programs were asked why they were not satisfied. As such, it is important to understand which of the one-third of residents were more likely to not be satisfied. Subgroups that are significantly more likely to *not* be satisfied with city services overall include:

79%: Detractors (rated 0 to 6 for recommending others live in Leduc);
64%: Those with fair/poor perceived value from taxes;
61%: Those with good/fair/poor perceived quality of life;
59%: Those who perceive a decrease in the quality of services;
41%: Those who prefer to cut services; and
36%: Those who are employed.

To further understand these concerns, respondents who indicated they were not satisfied with City services were asked to explain their reasons. While over one-quarter (28%) chose not to provide a specific reason to this open-ended question, the most common themes among those who did include: services and programs not meeting expectations (18%), concerns with snow removal (15%), and feeling that the value received for user fees and taxes is poor (14%). These results suggest that dissatisfaction often relates to unmet expectations, particularly with some key service areas, which causes some to feel they are not receiving the value they would expect.

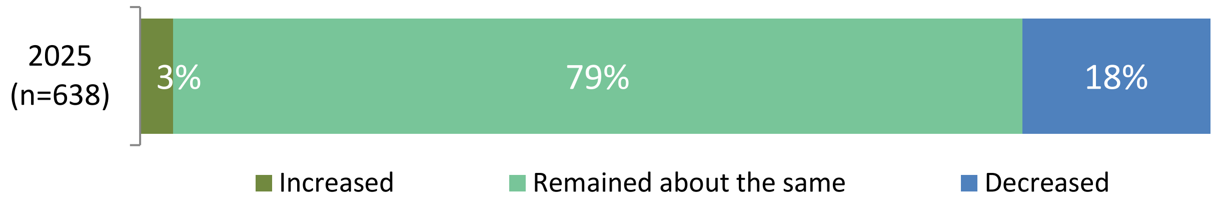
Main Reasons why Residents are Not Satisfied



n=203. Values may sum to more than 100% as multiple mentions were allowed.

Similar to previous years, the majority of residents (79%) indicated that the quality of City services has remained about the same over the past 12 months, reflecting continued consistency and reliability in service delivery. However, a greater proportion of residents reported that service quality has decreased, and fewer reported that service quality has increased, both of which may be due to the change in survey methodology.

Quality of Service Changes Compared to the Year Prior



Subgroups that are significantly more likely to feel quality of service **increased** include:

- 7%: Those who prefer to increase taxes;
- 6%: Promoters;
- 5%: Those with excellent/very good perceived quality of life;
- 5%: Those who rate their satisfaction with services and programs overall as high;
- 4%: Those who don't have children in their household; and
- 4%: Those with excellent/very good/good perceived value from taxes.

Subgroups that are significantly more likely to feel quality of service **decreased** include:

- 41%: Detractors;
- 35%: Those with fair/poor perceived value from taxes;
- 32%: Those who rate their satisfaction with services and programs overall as low;
- 32%: Those with good/fair/poor perceived quality of life;
- 24%: Those who have children in their household; and
- 21%: Those who prefer to cut services.

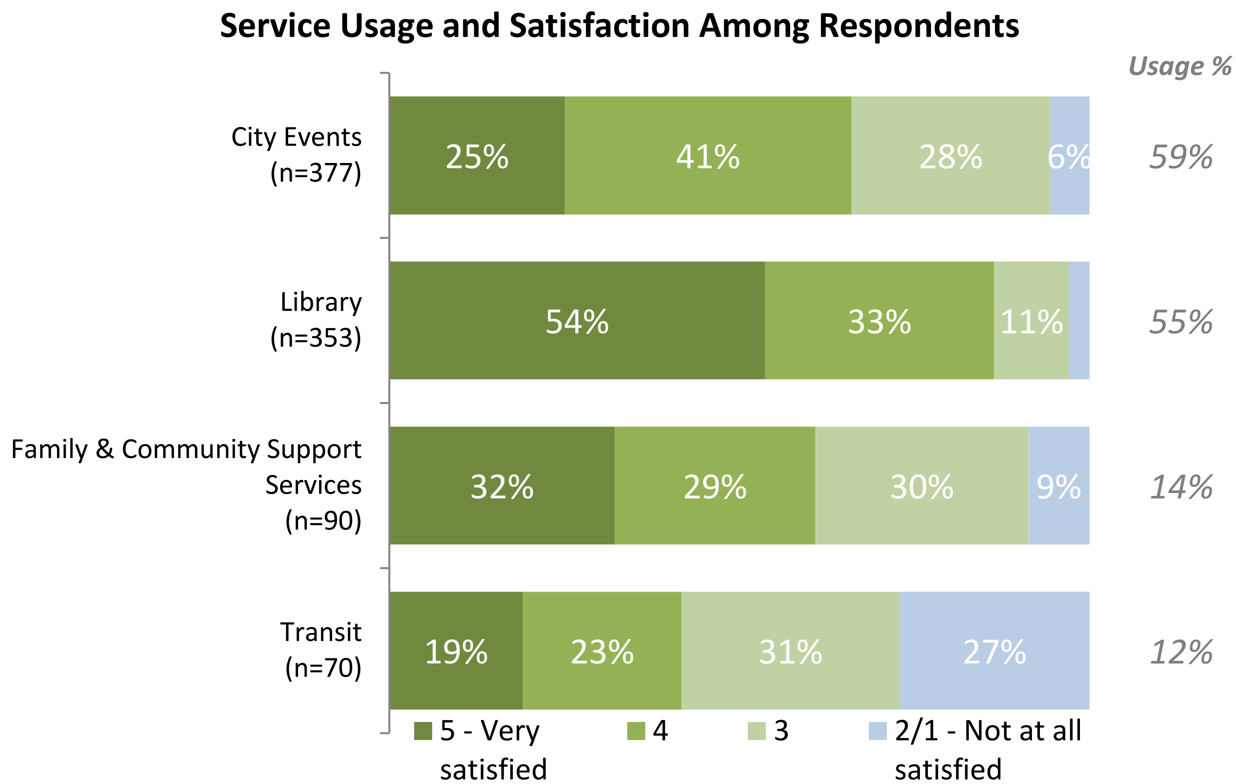
As with previous results, residents who perceive a decline in the quality of City services are often those also expressing broader concerns about life in Leduc, service satisfaction, and tax value. This suggests that perceived service quality is closely tied to overall civic sentiment and personal circumstances, such as having children at home. The City may benefit from further exploring the specific expectations and experiences of these groups with the aim to better align services with resident needs.

3.3.1 Specific Service Usage and Satisfaction

This year, the approach to measuring satisfaction with specific City services changed. In prior years, all respondents were asked to rate their satisfaction with each service, regardless of usage. This year, how residents want to fund services (increase or decrease) is considered a proxy for satisfaction.

There are services that the city provides as a public good, and satisfaction results for these services tend to skew negative when asked of the general population. In 2025, satisfaction questions were asked only of those who had used a particular service. As a result, satisfaction results for these services are not directly comparable to previous years.

Usage across programs varied with just over half of residents reported attending a City event (59%) or using the library (55%), while fewer reported using Family and Community Support Services (FCSS) (14%) or public transit (12%). Among users, satisfaction was highest with the library, followed by generally positive ratings for City events and FCSS. However, a notable 27% of transit users expressed dissatisfaction with the public transit service, suggesting there is room for improvement. Consider engaging with dissatisfied transit users as this may help identify specific service gaps or barriers, insights that could both improve public transit in Leduc for users and also inform strategies to encourage greater uptake among non-users.



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

Subgroups that are significantly more satisfied with **City Events** include:

97%: Promoters; and

97%: Those with excellent/very good/good perceived value from taxes.

Subgroups that are significantly more satisfied with the **Library** include:

100%: Those who prefer to cut services;

99%: Promoters; and

99%: Those who rate their satisfaction with services and programs overall as high.

Subgroups that are significantly more satisfied with **FCSS** include:

99%: Those who do not have children in their household; and

99%: Those who rate their satisfaction with services and programs overall as high.

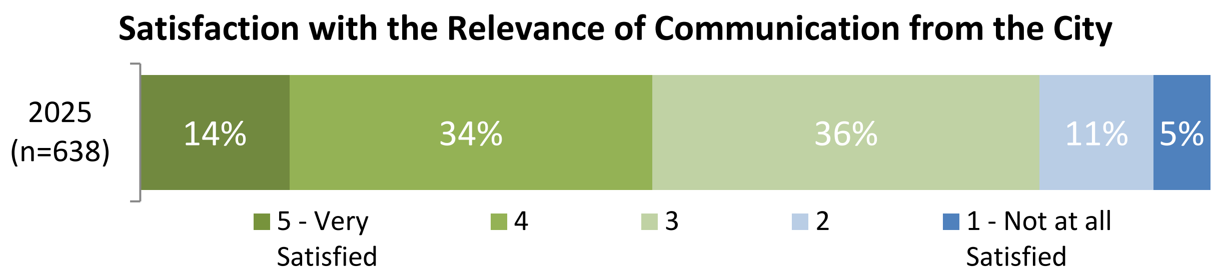
Subgroups that are significantly more satisfied with **Transit** include:

87%: Promoters.

These results generally indicate that those with more positive views of the City are more likely to be satisfied with these services. However, it may also be the case that users of these services are more likely to develop a positive view of the City as a result of their experiences. In either case, maintaining the high quality of these services is important to sustaining overall resident satisfaction and city pride.

3.4 Communication

Respondents were asked a series of questions related to communication. First, respondents were asked how satisfied they were with the relevancy of the communication they received from the City of Leduc. The vast majority (85%) are at least generally satisfied with the relevance of the communication that the City is providing, indicating that the communication department is generally doing a good job providing relevant information to residents.



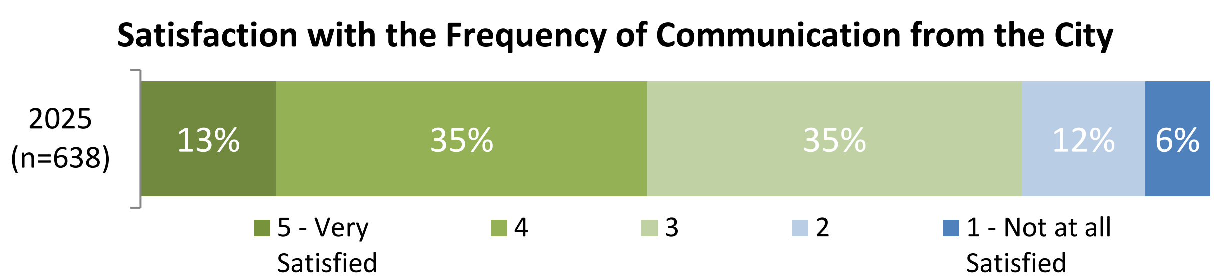
Values may not add to 100% due to rounding.

Subgroups that are significantly more satisfied with the **relevance of City communication** include:

94%: Promoters;
93%: Those who prefer to increase taxes;
92%: Those with excellent/very good/good perceived value from taxes;
92%: Those who rate their satisfaction with services and programs overall as high;
91%: Those with excellent/very good perceived quality of life; and
88%: Those who perceive an increase/stability in the quality of services.

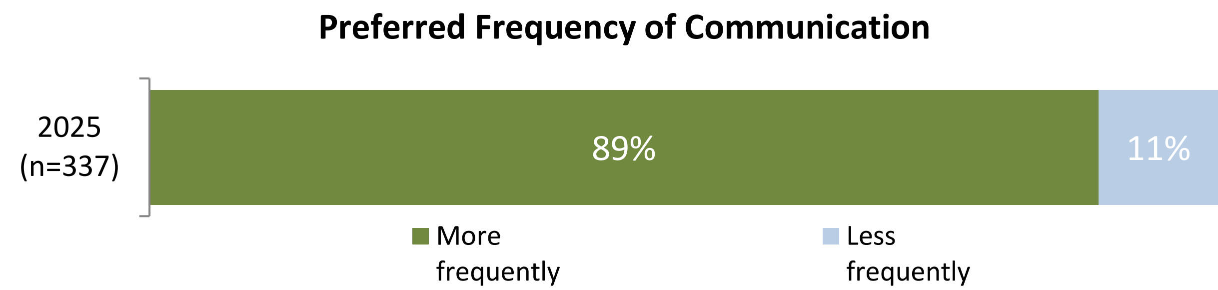
These results highlight the strong correlation between effective communication from the City and residents' positive views of living in Leduc.

When asked about the satisfaction with the frequency of the communication provided by the City, about half provided a rating of 4 or 5 on the 5-point scale shown below.



Values may not add to 100% due to rounding.

However, about half of respondents that were not satisfied with frequency of communication. The vast majority of these respondents (89%) continue to suggest that the City communicate more frequently.



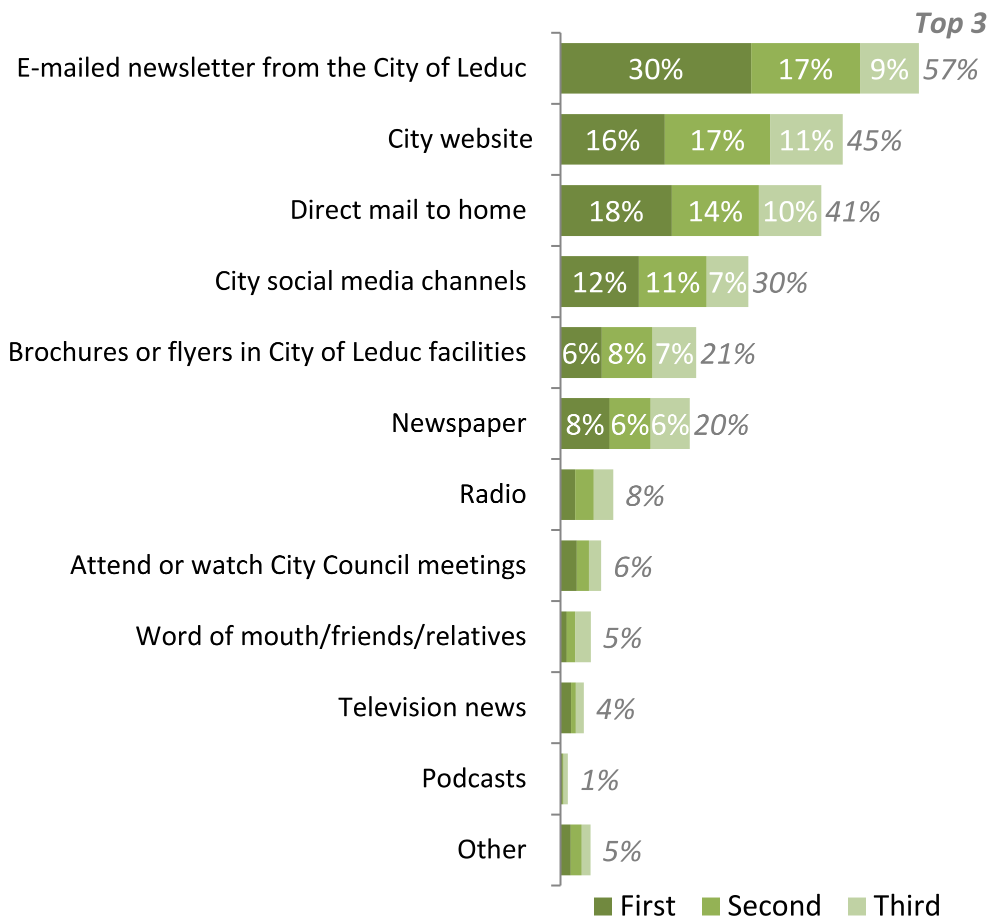
Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more satisfied with the **frequency of City communication** include:

92%: Promoters;
91%: Those with excellent/very good/good perceived value from taxes;
91%: Those who rate their satisfaction with services and programs overall as high;
89%: Those with excellent/very good perceived quality of life;
89%: Those who prefer to increase taxes;
88%: Those aged 65 or older; and
86%: Those who perceive an increase/stability in the quality of services.

When asked for the top three ways residents would like to receive information from the City, respondents primarily chose an e-mailed newsletter (57% selected), the City website (45%), and direct mail to homes (41%). Only 3 in 10 prefer using social media run by the City of Leduc and 2 in 10 prefer brochures and flyers at City of Leduc facilities. Newspapers are the most preferred third-party source with 2 in 10 preferring this format. These results suggest that residents prefer sources of information coming directly from the City and not via a third-party. It also highlights the importance of maintaining strong, well-managed, City controlled communication channels to effectively reach the community.

Ranking of Preferred Ways to Receive Information from the City on Programs, Services, and General Information

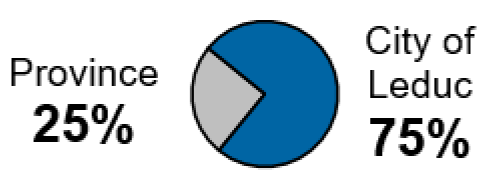


n=638. Values may not add to due to rounding. Bars missing values are less than 5%.

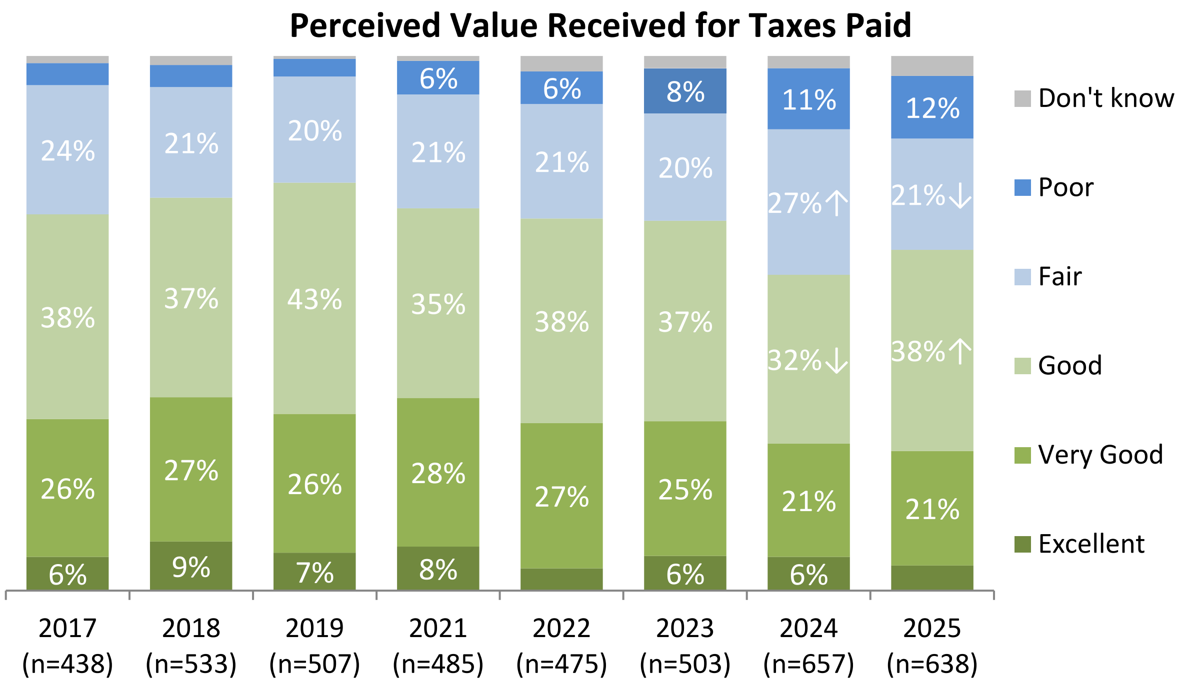
While email is the most preferred communication method across all age groups, it is mentioned most frequently by those aged 65 and older (68%). Seniors are also the most likely to prefer the City website (54%) and newspapers (38%). In contrast, residents aged 18 to 44 are more likely to mention direct mail (51%) and social media (39%) as preferred channels. These differences suggest that the most effective communication channels may vary by audience, and messaging should be tailored accordingly.

3.5 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 2024 was 25%. 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 shift in how residents rate the value they receive for their property taxes, with more selecting "good" and fewer selecting "fair" in 2025. These results are similar to what was observed in 2023, possibly suggesting a return to more positive sentiment.



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

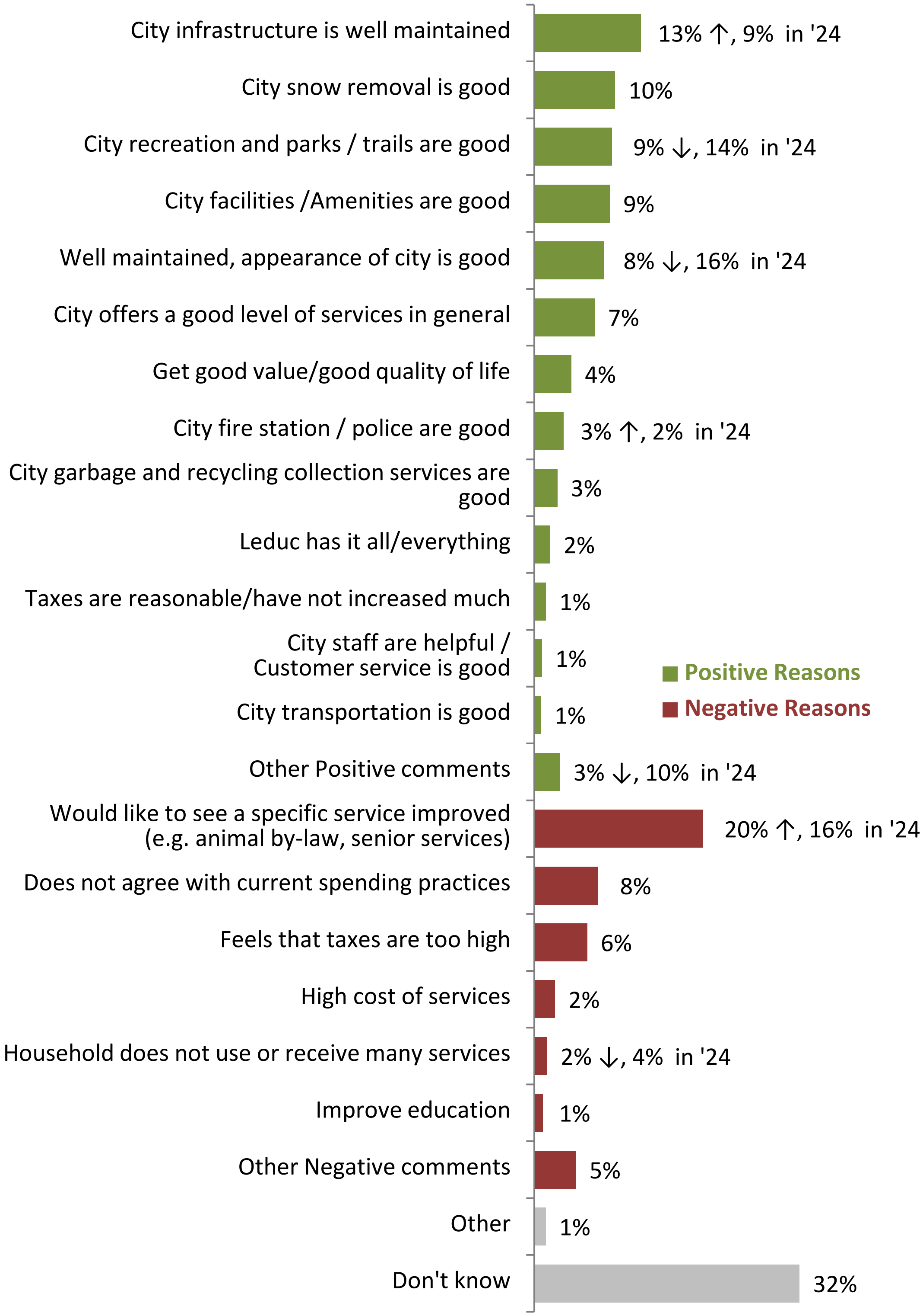
When looking at the overall proportion of residents who rated the value as "good," "very good," or "excellent," results in 2025 (64%) are again aligned with those from 2023 (69%). However, this is not a statistically significant increase from last year (59%), which again suggests a potential stabilization in residents' perceptions of value. Additionally, this result is very positive compared to the Alberta benchmark which has only 45% stating they receive "very good" or "fairly good" municipal service and program value for their property taxes.

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

- 85%: Promoters;
- 81%: Those who prefer to increase taxes;
- 80%: Those who rate their satisfaction with services and programs overall as high;
- 80%: Those with excellent/very good perceived quality of life;
- 77%: Those aged 65 or older;
- 71%: Those who perceive an increase/stability in the quality of services;
- 69%: Those who are not employed; and
- 66%: Those who own their primary residence.

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 there are more **positive** reasons including infrastructure being well maintained (13%, up from 9% in 2024), snow removal (10%), recreation, parks, and trails (9%, down from 14%), and City facilities and amenities (9%). In contrast, the top **negative** reason provided by 20% (up from 16%) of respondents is the desire to see a specific service improved. Given some respondents answered that they do not receive good value from taxes because the education system can be improved, it is important to reinforce the distinctions between municipally, provincially, and federally provided services. Note that about one-third (32%) of respondents were unable to provide a reason for the value they receive.

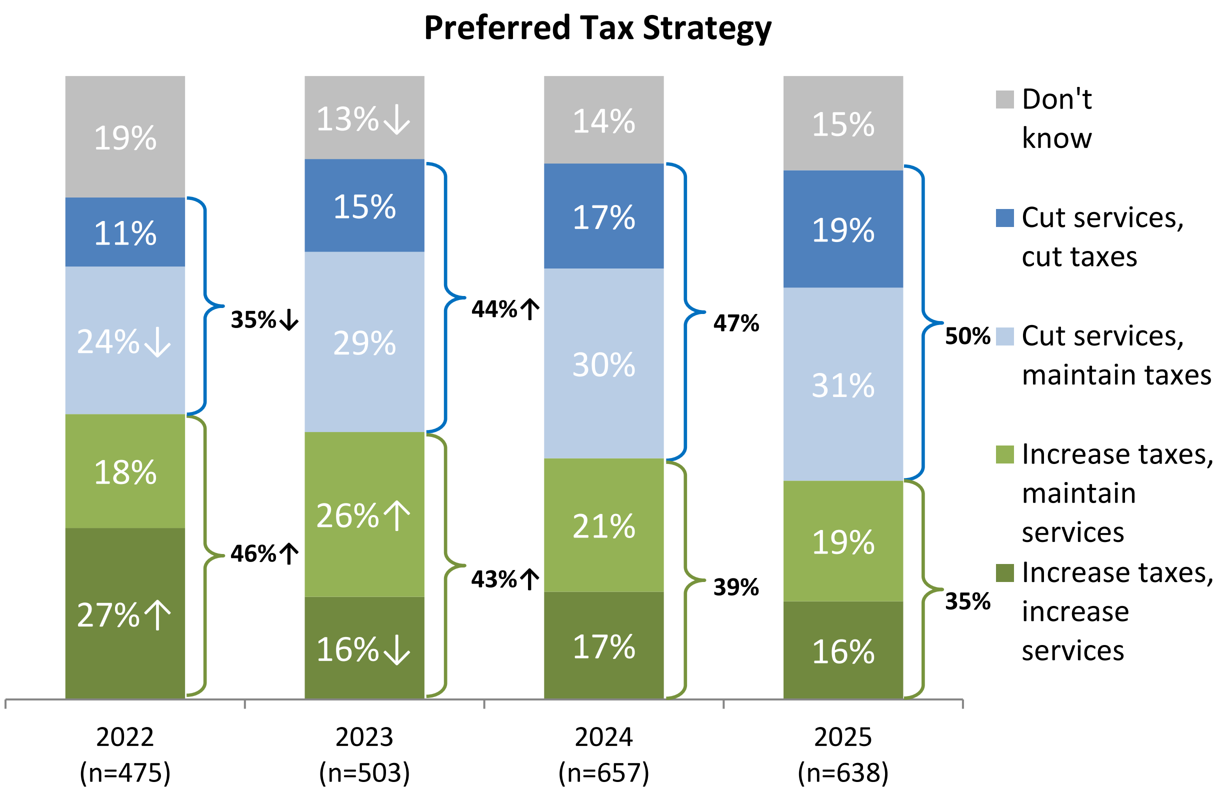
Why Residents Feel this Way



n=618. Values may sum to more than 100% as multiple mentions were allowed.

3.6 Overall Property Tax Preference

Next, respondents were shown four different tax strategies and asked for their preference. Results are similar to last year and show that half of resident would prefer a cut to services to maintain or reduce taxes while about one-third would prefer taxes increase to maintain or increase service levels.



Values may not sum to 100% or to the nets shown due to rounding.

Subgroups that are significantly more likely to want to **increase taxes and increase services** include:

- 20%: Promoters;
- 18%: Those with excellent/very good/good perceived value from taxes; and
- 18%: Those who perceive an increase/stability in the quality of services.

Subgroups that are significantly more likely to want to **increase taxes to maintain services** include:

- 33%: Are aged 65 or older;
- 29%: Promoters;
- 26%: Those who are not employed;
- 26%: Those with excellent/very good/good perceived value from taxes;
- 25%: Those who rate their satisfaction with services and programs overall as high;
- 24%: Those with excellent/very good perceived quality of life;
- 22%: Do not have children in their household; and
- 21%: Those who perceive an increase/stability in the quality of services.

Subgroups that are significantly more likely to want to **cut services to maintain taxes** include:

38%: Passives; and

34%: Those with excellent/very good/good perceived value from taxes.

Subgroups that are significantly more likely to want to **cut services to reduce taxes** include:

38%: Those with fair/poor perceived value from taxes;

35%: Detractors;

35%: Those who perceive a decrease in the quality of services

31%: Those who rate their satisfaction with services and programs overall as low;

29%: Those with good/fair/poor perceived quality of life;

25%: Those who have children in their household;

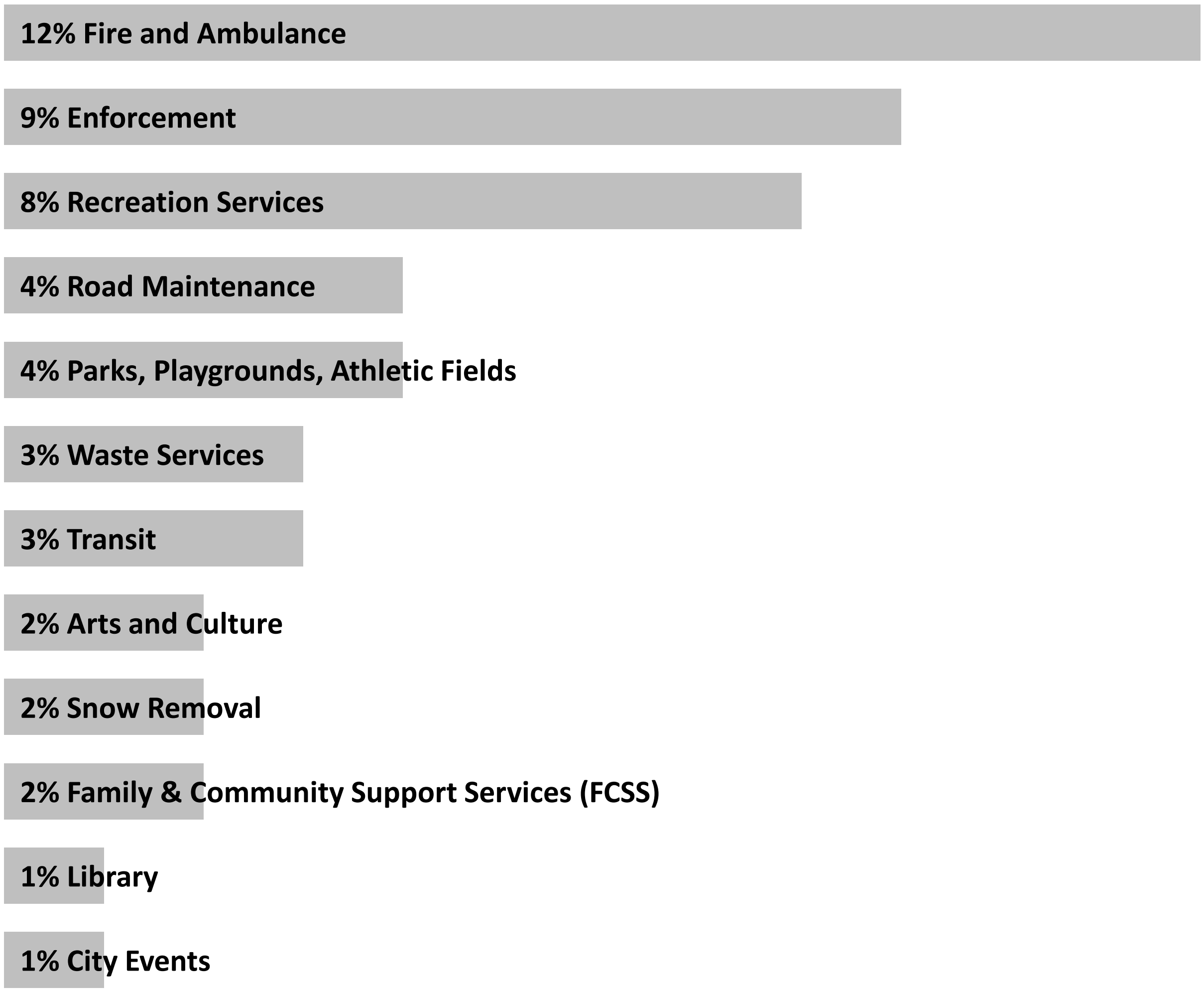
24%: Are aged 18-44; and

22%: Those who are employed.

Preferences around taxation and service levels are aligned with residents' life stages; older adults, particularly those who are retired, without children at home, and generally more satisfied with life in Leduc, are more open to paying higher taxes in exchange for maintaining or improving services. In contrast, younger, working residents, and those with children are more likely to prefer minimizing taxes, possibly due to greater financial pressures or differing service priorities. These insights suggest that the City may wish to consider a more life stage-sensitive approach to funding services, such as shifting more costs to user fees for services that primarily benefit specific groups, rather than relying solely on broad-based taxation.

3.7 Adjustments to individual Budget Items

The City of Leduc's Proposed Operating Budget is split between the following services:



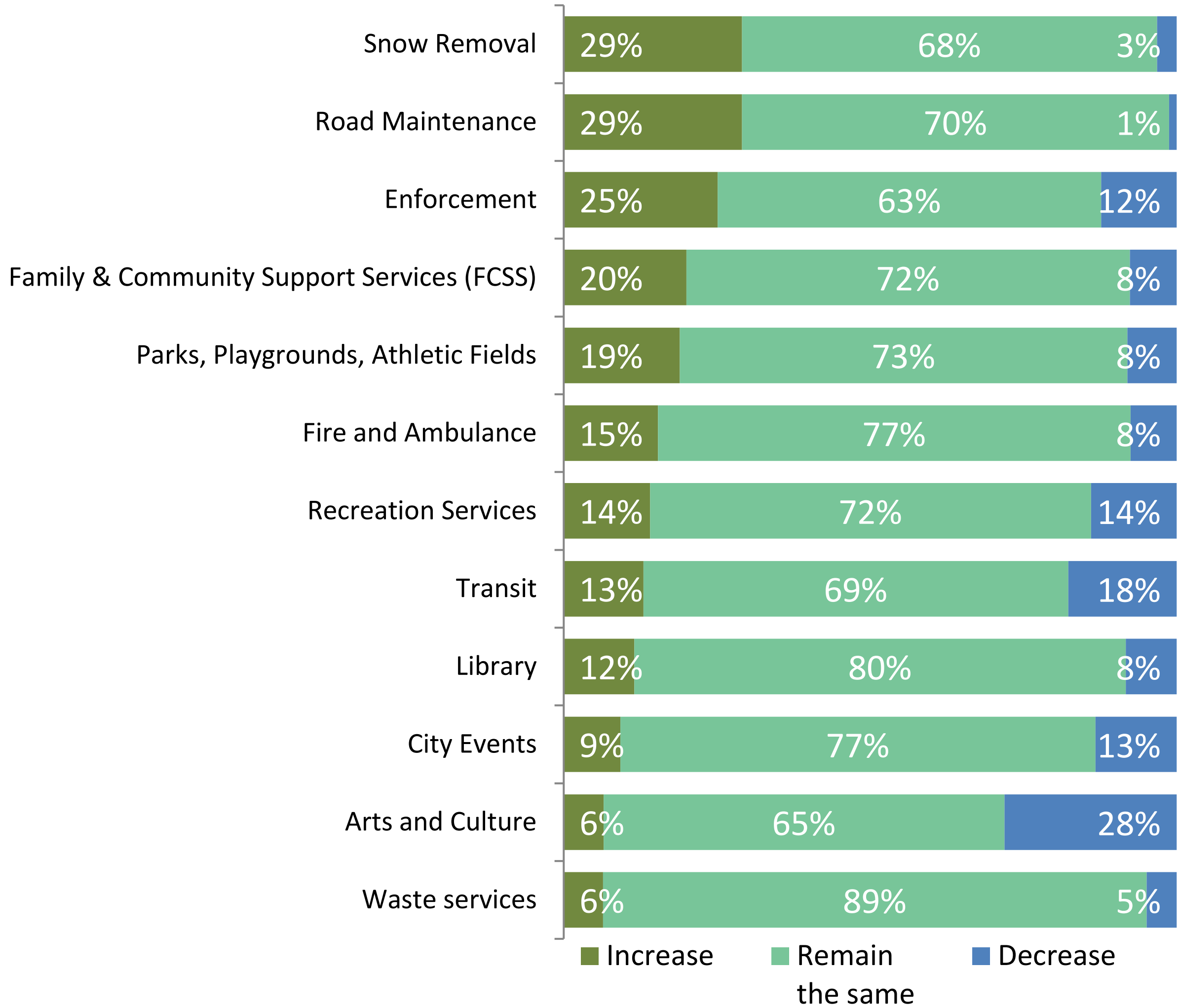
Respondents were asked which programs and services should see budgets increase (if any), and which should see budgets decrease (if any). Similar to previous years, this year's results show most residents want spending for most services to remain the same. That said, the following services had the highest percentage of residents requesting an **increase** in spending:

29%: Snow Removal;
29%: Road Maintenance; and
25%: Enforcement.

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

28%: Arts and Culture;
18%: Transit; and
14%: Recreation Services.

Comparison of Preferred Budget Adjustments for all Services



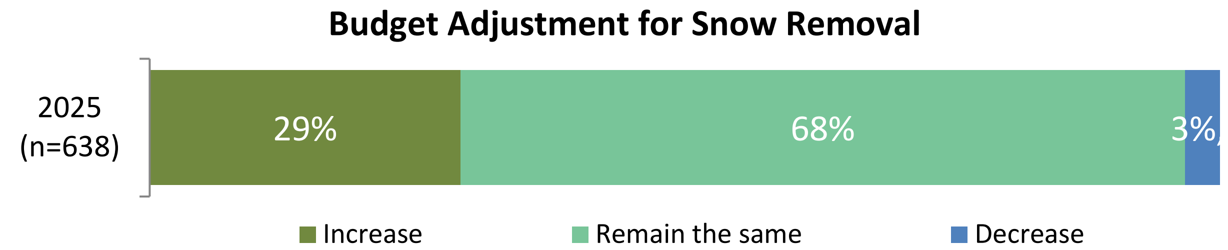
n=638. Values may not sum to 100% due to rounding.

Services were shown and respondents were asked which they would like to see have their funding increase, then any service not selected was shown and respondents were asked which they would like to see funding decrease[2]. Any service not selected was implicitly assumed that the service's funding should remain the same.

[2] Again, this was randomized so about half were first asked which services they would like to see funding decrease followed by which they would like to see funding increase.

3.7.1 Snow Removal

About two-thirds of residents would like to see the budget for *Snow Removal* to remain the same. While almost 10 times more residents (29% versus 3%) prefer increasing the budget for snow removal, there may be a seasonal effect impacting the results as the survey was conducted in March.



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:

- 38%: Those who perceive a decrease in the quality of services;
- 36%: Those with fair/poor perceived value from taxes;
- 35%: Those who rate their satisfaction with services and programs overall as low; and
- 34%: Passives.

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

- 74%: Promoters;
- 72%: Those with excellent/very good/good perceived value from taxes;
- 71%: Those who rate their satisfaction with services and programs overall as high;
- 71%: Those with excellent/very good perceived quality of life; and
- 70%: Those who perceive an increase/stability in the quality of services.

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

- 5%: Those who prefer to cut services; and
- 4%: Those who are employed.

Residents who are less satisfied with City services may view snow removal as a visible and tangible example of declining service quality, prompting their desire for increased funding. Conversely, those who are more satisfied likely see current snow removal efforts as adequate and therefore see no need for additional investment.

3.7.2 Road Maintenance

Almost no one has suggested that the Road Maintenance budget be decreased (1%) possibly due to the survey being completed in March, while about three out of ten (29%) suggest the budget increase. However, the overarching sentiment is to keep the budget the same (70%). These results closely mirror those for snow removal, which may suggest that some residents view these as similar seasonal services provided by the City; one in winter and the other in summer.

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 *Road Maintenance* to **increase** include:

38%: Those who rate their satisfaction with services and programs overall as low.

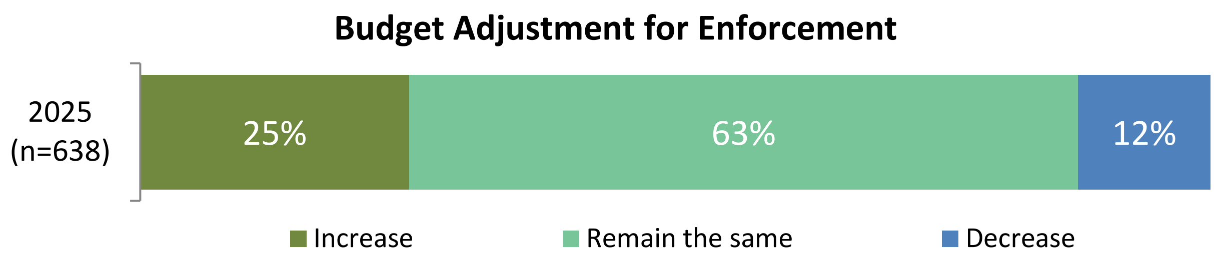
Subgroups that are significantly more likely to want funding to **remain the same** include:

74%: Those who rate their satisfaction with services and programs overall as high.

There were no subgroups where more than 1% of respondents wanted to **decrease** funding.

3.7.3 Enforcement

About two-thirds (63%) of residents would like funding for *Enforcement* to remain the same this year. This sentiment may be driven by a slight increase in concerns about community safety or a greater appreciation for the role of *Enforcement* services in maintaining public safety. Those who rent are more likely to want a decrease to funding for *Enforcement.* When prompted why they would decrease spending on services, a few held the belief that the money was not needed. And one resident feels that enforcement of laws does not necessarily translate to safer communities like investing in other services that directly improve lives and people's circumstances.



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

No subgroup is significantly more likely to want to **increase** funding. Subgroups that are significantly more likely to want funding to **remain the same** include:

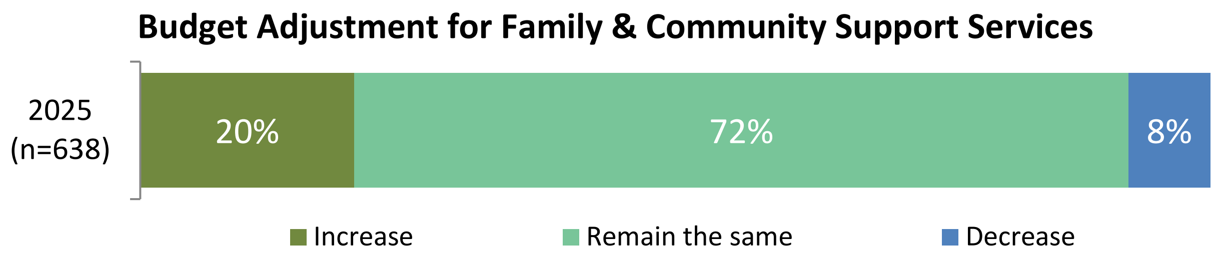
71%: Promoters;
68%: Those with excellent/very good perceived quality of life;
68%: Those who rate their satisfaction with services and programs overall as high; and
66%: Those with excellent/very good/good perceived value from taxes.

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

23%: Detractors;
22%: Those with fair/poor perceived value from taxes;
22%: Those who rent their primary residence;
21%: Those with good/fair/poor perceived quality of life;
19%: Those aged 18 to 44;
18%: Those who rate their satisfaction with services and programs overall as low; and
15% Those who are employed.

3.7.4 Family & Community Support Services

About 1-in-5 (20%) residents prefer to increase budget spending on Family & Community Support Services while 8% of residents prefer to decrease budget spending in this area. Perhaps unsurprisingly, lower income individuals and renters are most likely to suggest increasing the budget.



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 who rent their primary residence;
- 31%: Those who have a household income under $50k;
- 27%: Those who prefer to increase taxes; and
- 21%: Those who perceive an increase/stability in the quality of services.

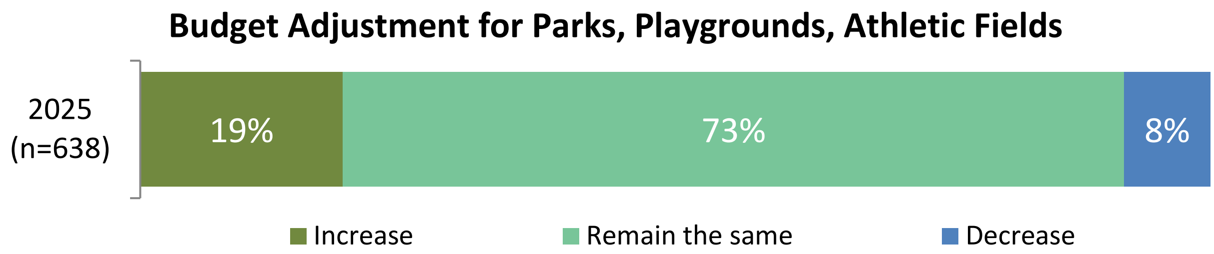
No subgroup is significantly more likely to want funding to **remain the same**.

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

- 13%: Those who rate their satisfaction with services and programs overall as low;
- 12%: Those who prefer to cut services;
- 12%: Those with fair/poor perceived value from taxes; and
- 8%: Those who own their primary residence.

3.7.5 Parks, Playgrounds, Athletic Fields

Nearly all residents would like to see the budget for *Parks, Playgrounds, and Athletic Fields* either stay the same (73%,) or increase (19%). The two budget categories where residents with children are significantly more likely to support increased funding for are *Parks, Playgrounds, and Athletic Fields*, and *Recreation Services*. While their overall satisfaction with City services is not notably different for this group from others, targeted improvements in *Parks, Playgrounds, and Athletic Fields*, and *Recreation Services* may help boost their satisfaction.



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:

31%: Those who have children in their household;

30%: Those who have a household income over $150k;

28%: Those aged 18-44;

26%: Those who prefer to increase taxes; and

21%: Those who own their primary residence.

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

84%: Those aged 55-64;

77%: Those who do not have children in their household; and

75%: Those who perceive an increase/stability in the quality of services.

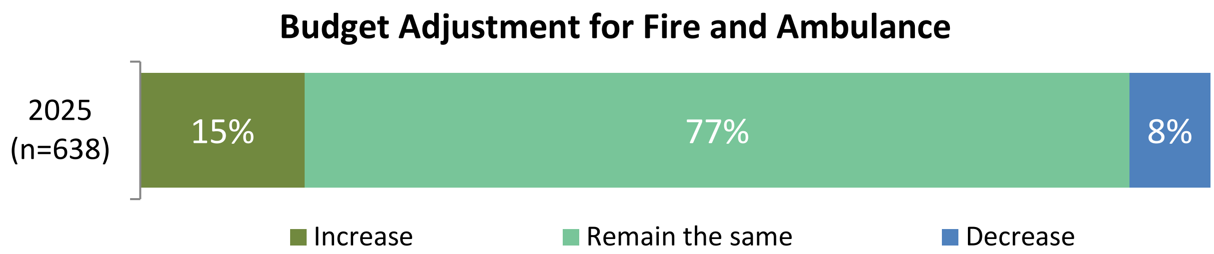
Subgroups that are significantly more likely to want a **decrease** in funding include:

10%: Those who prefer to cut services; and

9%: Those who do not have children in their household.

3.7.6 Fire and Ambulance

About three-quarters (77%) of residents would like the budget for fire and ambulance to remain the same. In addition, fewer residents suggest increasing *Fire and Ambulance* budget (15%), likely indicating residents feel that the current service levels are appropriate.



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

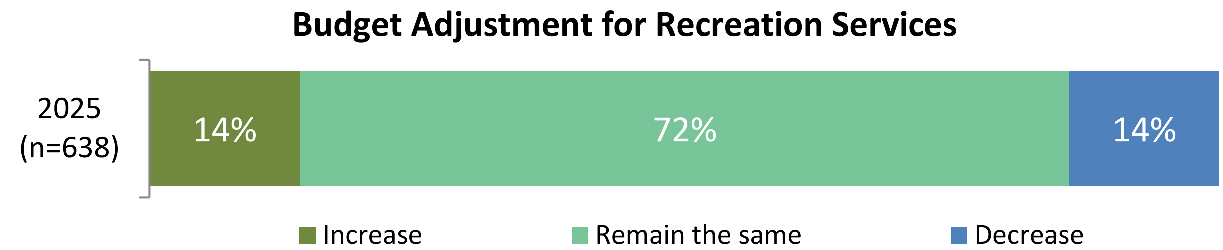
No subgroup is significantly more likely to want funding to **increase** or **remain the same**.

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

11%: Those who rate their satisfaction with services and programs overall as low; and
10%: Those who prefer to cut services.

3.7.7 Recreation Services

Nearly three-quarters (72%) of residents suggest *Recreation Services* should have the budget remain the same. Increasing the budget for recreation services would be most attractive to those with children in their households, households with income over $150,000 (those who can most afford it), and those aged 18 to 44-years-old (who are more likely to have younger children at home).



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:

23%: Those who have children in their household;
21%: Those who have a household income over $150k;
21%: Those aged 18-44;
20%: Those who prefer to increase taxes; and
16%: Those who are employed.

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

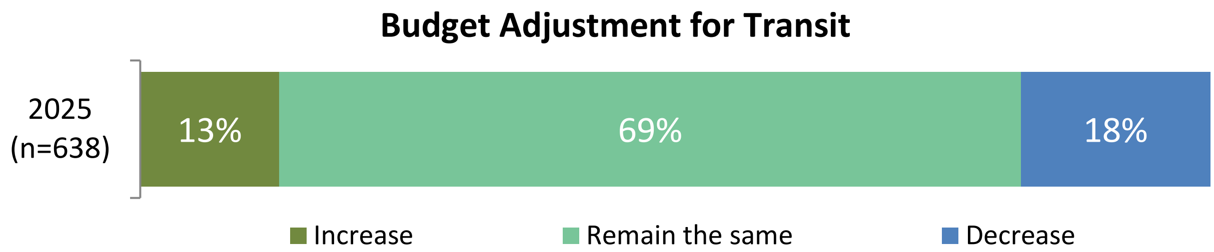
82%: Those aged 65 or older;
80%: Those who are not employed;
77%: Those who have a household income between $50k and $100k; and
74%: Those who don’t have children in their household.

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

20%: Those who prefer to cut services; and
16%: Those who are employed.

3.7.8 Transit

There are slightly more residents who feel that the *Transit* budget should decrease (18%) compared to residents who feel there should be an increase (13%). Over the past year, there have been improvements or announced improvements to transit (such as the investment in the 747 route).



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:

18%: Those who prefer to increase taxes;
16%: Those who don’t have children in their household;
15%: Those who perceive an increase/stability in the quality of services; and
14%: Those with excellent/very good/good perceived value from taxes.

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

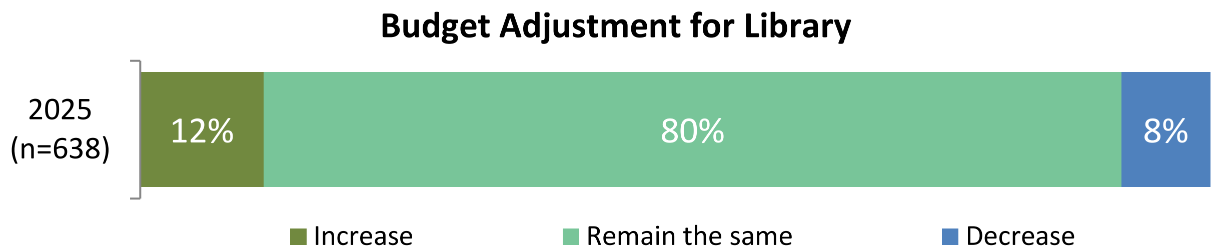
77%: Those aged 65 or older;
75%: Those who have a household income between $50k and $100k;
75%: Those who are not employed; and
74%: Promoters.

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

32%: Those who perceive a decrease in the quality of services
26%: Those who have a household income over $150k (who are unlikely to be riders);
26%: Those who have children in their household;
25%: Those with fair/poor perceived value from taxes;
25%: Those who prefer to cut services;
23%: Those who rate their satisfaction with services and programs overall as low;
23%: Those who are employed;
22%: Those aged 18-44; and
20%: Those who own their primary residence.

3.7.9 Library

As discussed earlier, just over half (55%) of residents have used the *Library* over the past year and the vast majority are satisfied with the *Library*. This likely explains why most residents suggest keeping the budget the same (80%) and very few (8%) suggest decreasing the budget. Those aged 18 to 44-years-old are more likely to want an increase in funding which may indicate younger residents have a greater interest in using improved library resources. Note that while those with children are not more likely to want to increase funding, they are more likely to use the library.



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:

19%: Those who prefer to increase taxes;

16%: Those aged 18-44; and

13%: Those who perceive an increase/stability in the quality of services.

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

83%: Those who do not have children in their household.

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

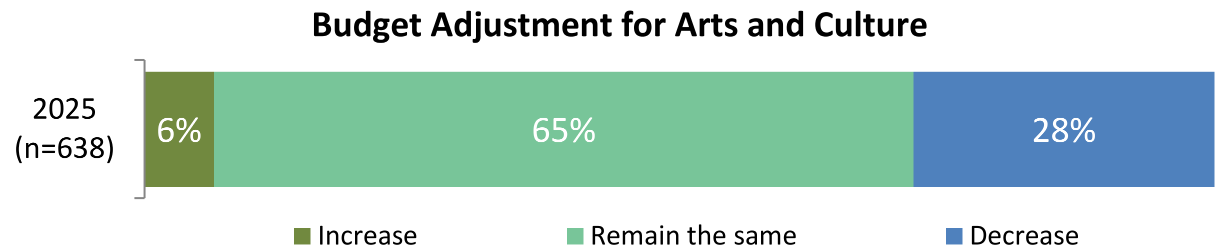
14%: Those aged 45-54;

13%: Those who prefer to cut services; and

12%: Those with good/fair/poor perceived quality of life.

3.7.10 Arts and Culture

Arts and Culture is the budget item with the greatest proportion of respondents (28%) preferring a spending decrease, particularly among those who think services in general should be cut. Just 6% of residents would support an increase in spending. However, the majority (65%) suggest keeping the budget the same as last year.



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:

7%: Those who perceive an increase/stability in the quality of services.

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

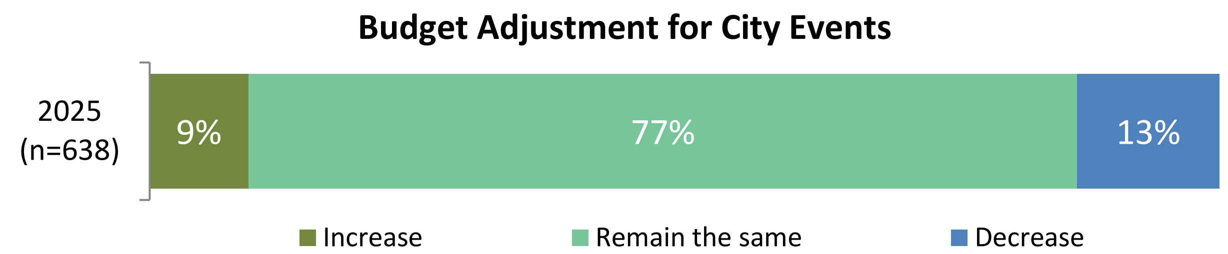
82%: Those who have a household income under $50k;
80%: Those who prefer to increase taxes;
76%: Those aged 65 or older;
74%: Promoters;
73%: Those who are not employed;
72%: Those with excellent/very good/good perceived value from taxes;
71%: Those with excellent/very good perceived quality of life;
71%: Those who rate their satisfaction with services and programs overall as high; and
68%: Those who don’t have children in their household.

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

45%: Those who prefer to cut services;
43%: Those with fair/poor perceived value from taxes;
39%: Those with good/fair/poor perceived quality of life;
38%: Those who rate their satisfaction with services and programs overall as low;
37%: Those who have children in their household;
36%: Those aged 18-44;
34%: Passives; and
33%: Those who are employed.

3.7.11 City Events

Respondents were asked whether the budget *City Events* should increase, decrease, or stay the same. Given that, as shown earlier, over half of residents have attended a *City Event* and most are satisfied with the events, it is unsurprising that about three-quarters (77%) suggest keeping the budget the same as last year. This also may explain why there are near equal proportions who suggest increasing and decreasing the budget for *City Events*.



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:

15%: Those aged 18 to 44;
13%: Those who prefer to increase taxes; and
13%: Those who rate their satisfaction with services and programs overall as low.

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

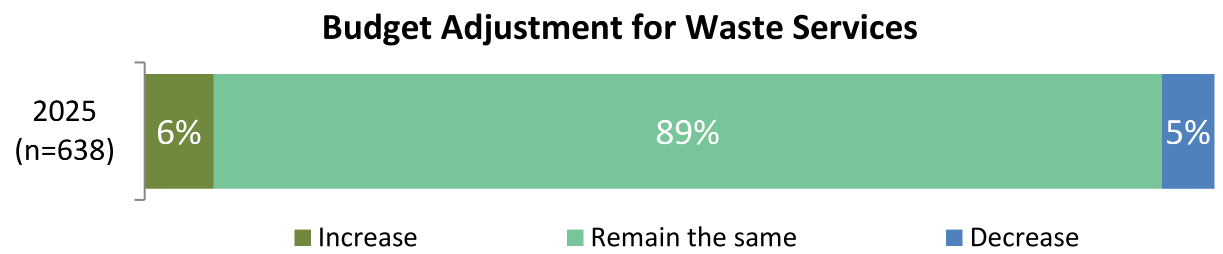
87%: Promoters;
83%: Those with excellent/very good perceived quality of life;
82%: Those with excellent/very good/good perceived value from taxes;
82%: Those who prefer to increase taxes;
82%: Those who rate their satisfaction with services and programs overall as high;
80%: Those who perceive an increase/stability in the quality of services; and
80%: Those who do not have children in their household.

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

25%: Those who perceive a decrease in the quality of services
23%: Those with fair/poor perceived value from taxes;
22%: Those with good/fair/poor perceived quality of life;
21% Detractors;
21%: Those who prefer to cut services; and
18%: Those who rate their satisfaction with services and programs overall as low.

3.7.12 Waste Services

Respondents were asked whether the budget for *Waste Services* should increase, decrease, or stay the same. Nearly all residents (89%) suggest the *Waste Services* budget should remain the same, with very few suggesting an increase (6%) or decrease (5%). This likely reflects broad satisfaction with current service levels; when garbage, recycling, and compost is collected reliably and without issue, most residents see little need for change.



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:

9%: Those aged 18 to 44.

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

92%: Those who prefer to increase taxes; and
91%: Those with excellent/very good/good perceived value from taxes.

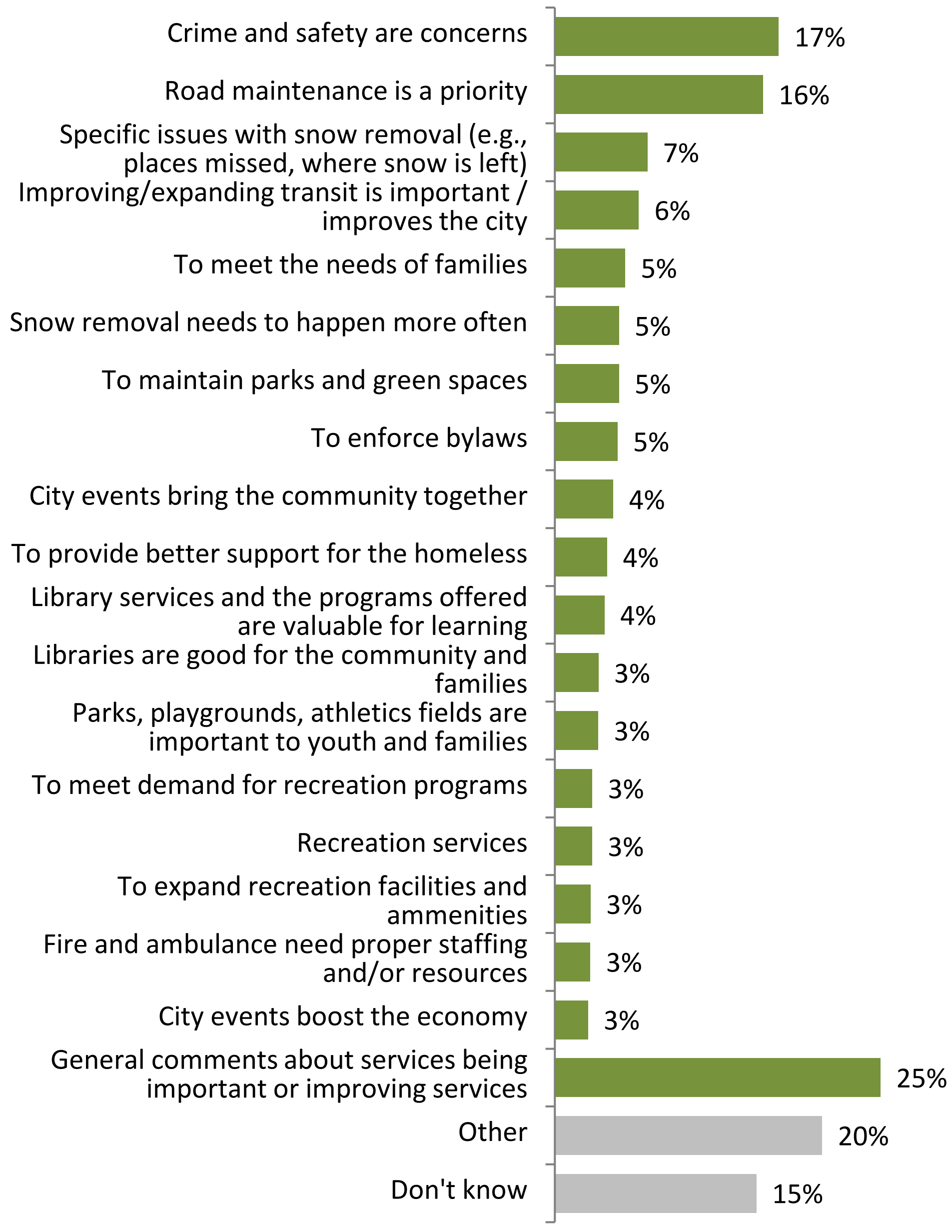
Subgroups that are significantly more likely to want a **decrease** in funding include:

8%: Those with fair/poor perceived value from taxes;
8%: Those who prefer to cut services; and
8%: Those who rate their satisfaction with services and programs overall as low.

3.8 Detailed Spending Feedback

After asking what services they preferred to see budgets increase and decrease, respondents were asked to elaborate on why they would increase or decrease these services. There were many different reasons given for why certain services should have their budgets increased with the top two being that crime and safety are a concern (17%) and road maintenance is a priority (16%).

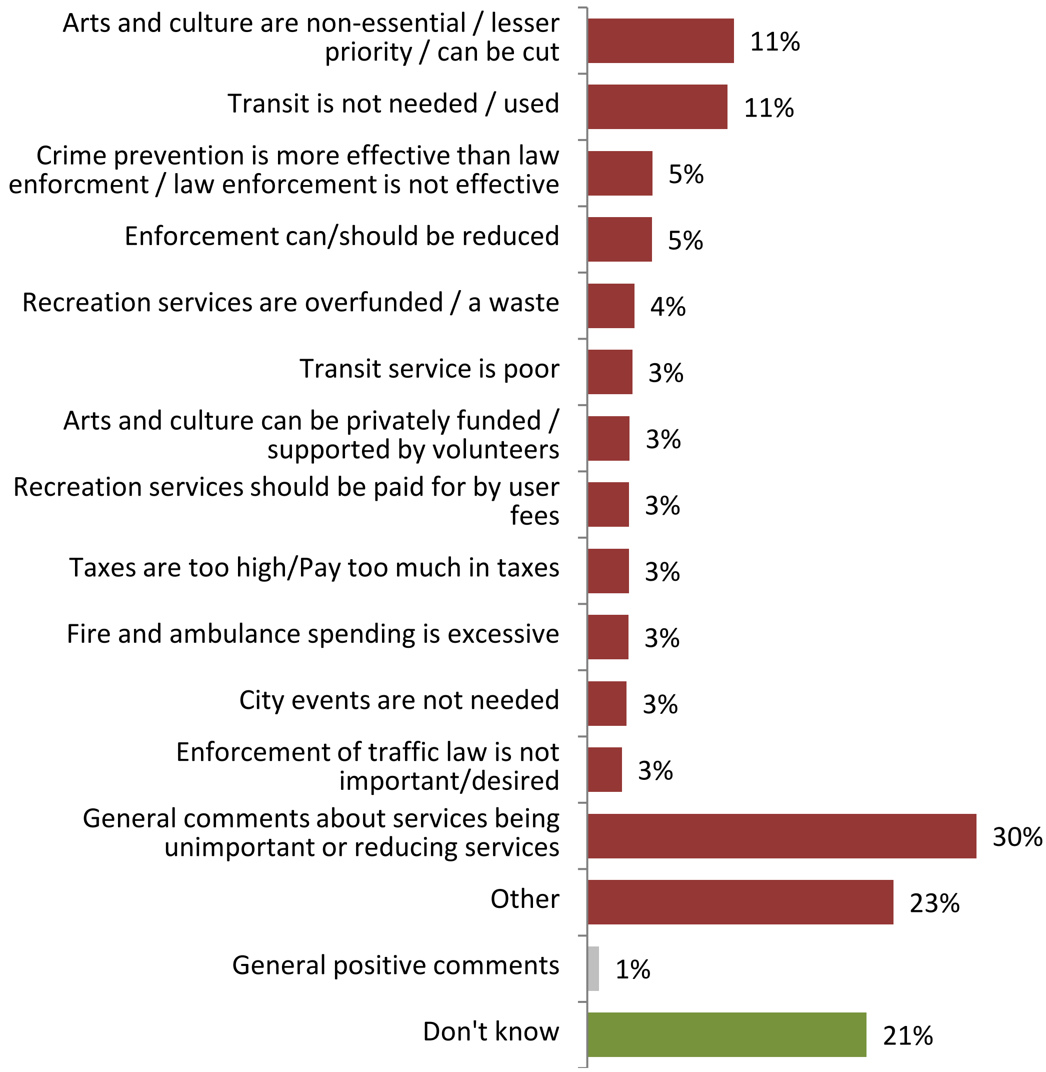
Main Reasons Residents Would Increase Service Spending



n=466. Values may sum to more than 100% as multiple mentions were allowed.

There were also many different reasons residents provided for cutting some budgets with the most common being that arts and culture are non-essential or lesser priory (11%) or that transit is not needed or used (11%).

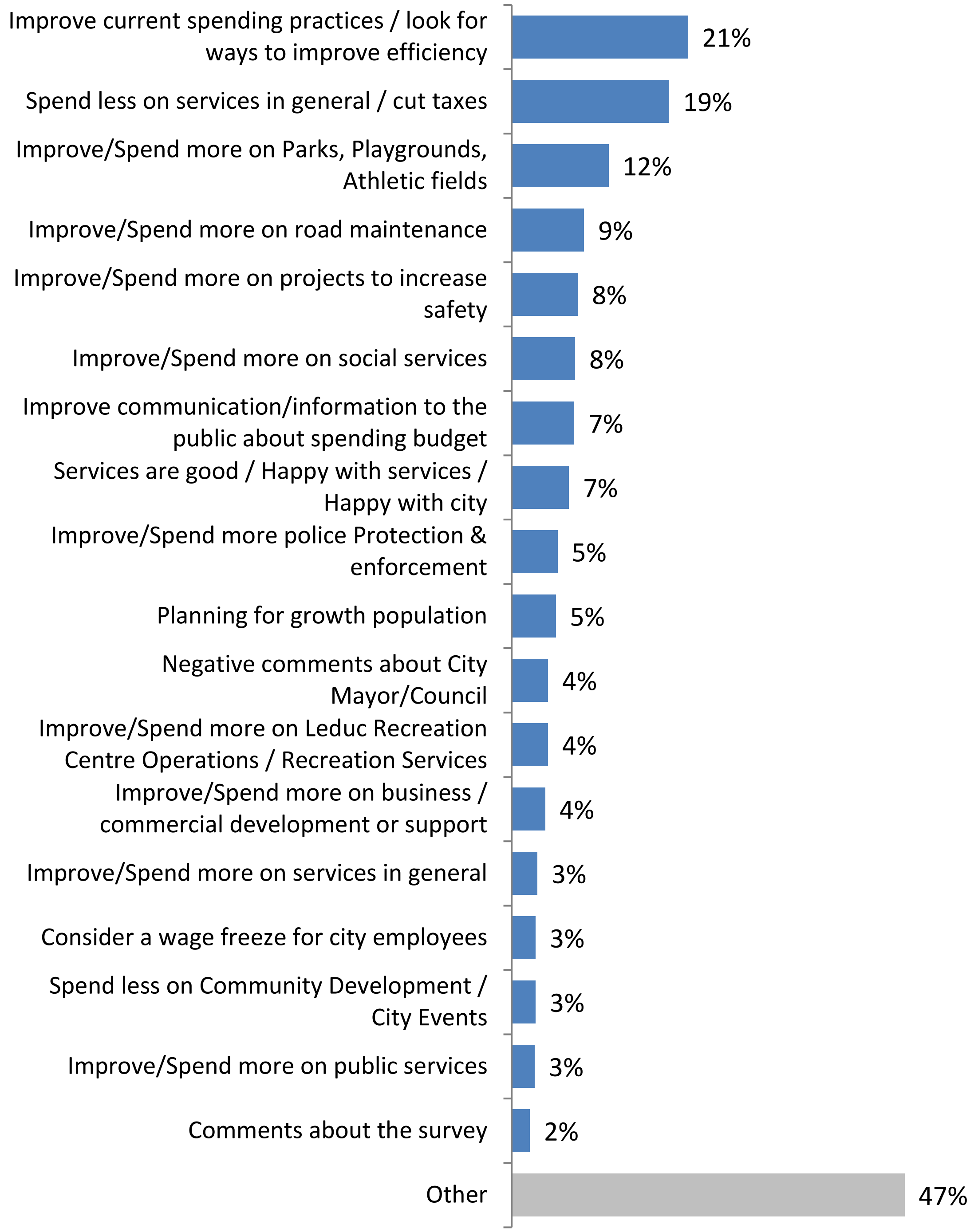
Main Reasons Residents Would Decrease Service Spending



n=378. Values may sum to more than 100% as multiple mentions were allowed.

Respondents were finally asked if they had any other additional feedback they would like to provide regarding their choices or other project or goals the City should be thinking of when planning the budget for 2026 and beyond. Many different responses were provided with the most common mentions with the most common responses being to try to improve efficiency (21%), spend less on services to cut taxes (19%), and improve parks, playgrounds, and athletic fields (12%).

Other Comments on Service Spending

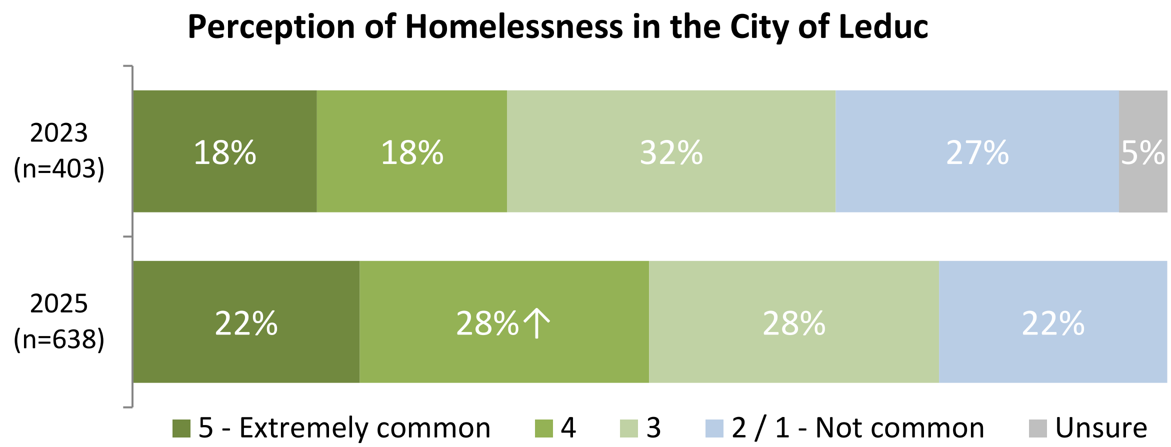


n=248 (Excluding n=389 answering none). Values may sum to more than 100% as multiple mentions were allowed.

3.9 Homelessness

In the final section of the main survey, respondents were asked questions about their perception of homelessness in the City of Leduc. These questions were part of the 2023 Citizen Satisfaction survey and were asked to determine a baseline against which the anti-stigma campaign effectiveness could be measured over time.

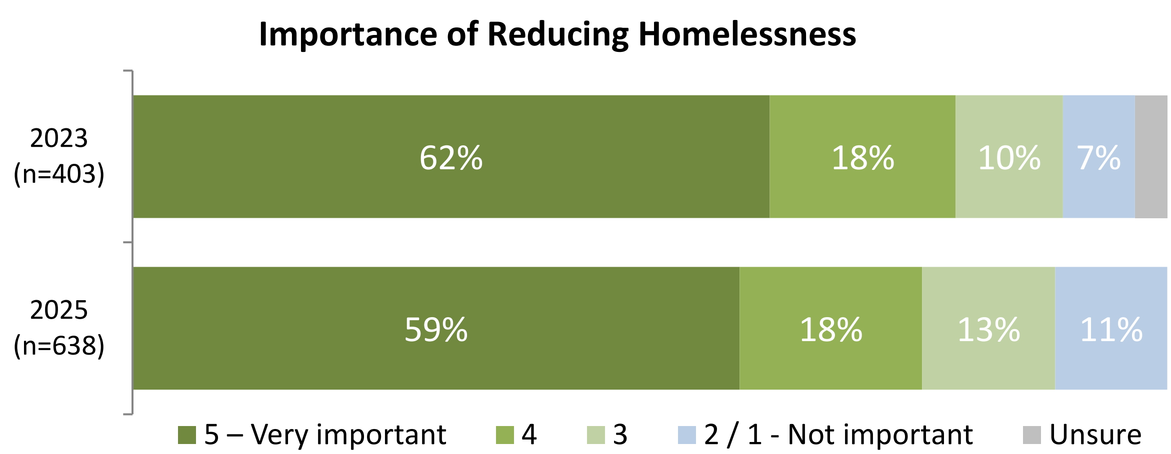
The first question was on how common respondents believe homelessness was in the City of Leduc which found that more people feel believe that homelessness is a problem (50% rated a 4 or 5 in 2025 vs. only 36% in 2024).



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

The only subgroup that is significantly more likely to think homelessness in the City of Leduc is not or less common (3 or less on the 5-point scale) are those aged 18 to 44-years-old (58% answer this way compared to 50% among the total population).

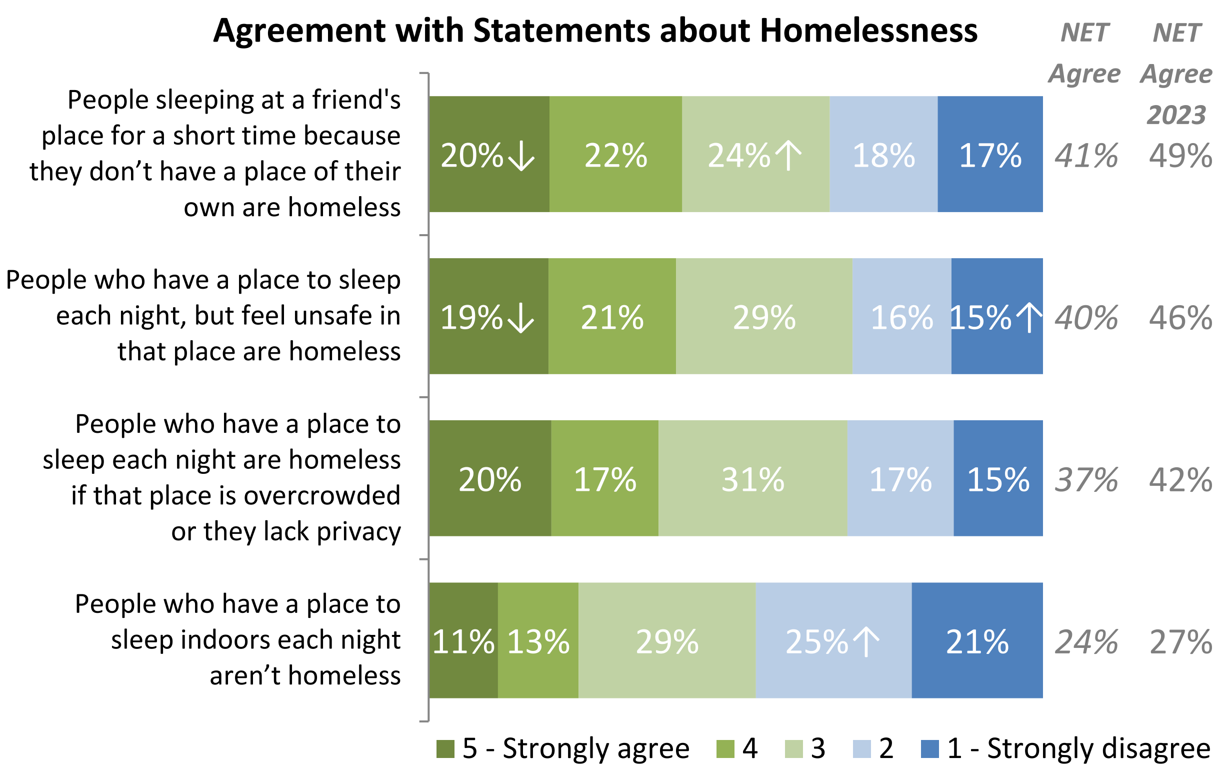
Even as homelessness may be viewed as more of a problem, this has not translated into an increase in the desire to reduce homelessness with the City. This may suggest that while awareness or visibility of homelessness has increased, residents may feel uncertain about the City's role in addressing it, view it as a complex issue beyond municipal control, or prioritize other budget areas over new investments in reducing homelessness.



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

Residents who prefer to increase taxes are more likely to state that reducing homelessness is important possibly to have more tax dollars be put towards resolving this social issue. In addition, residents who rent their primary residence also more likely to state that reducing homelessness is important. This could be the case if there are more homeless individuals spending time around rental homes.

Respondents were then asked to state whether they agreed with several statements about homelessness. Results are very similar to those found in 2023 including 41% agreeing that people sleeping at a friend's place for a short time are homeless, 40% agreeing that people who have a place to sleep and feel unsafe are homeless, 37% agreeing that people who have a place to sleep that lacks privacy are homeless, and 24% agree that those who have a place to sleep indoors each night are not homeless. These results are not statistically different from those found in 2023, demonstrating the limited impact of the anti-stigma campaign in shifting perceptions about the definition of houselessness.



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

Subgroups that are significantly more likely to agree that people sleeping at a friend's place for a short time because they don't have a place of their own include:

58%: Those who rent their primary residence; and

50%: Those who prefer to increase taxes.

Subgroups that are significantly more likely to agree that people who have a place to sleep each night, but feel unsafe in that place are homeless include:

55%: Those who rent their primary residence;

47%: Those who prefer to increase taxes;

44%: Those with excellent/very good perceived quality of life;

44%: Those with excellent/very good/good perceived value from taxes;

43%: Those who rate their satisfaction with services and programs overall as high; and

43%: Those who perceive an increase/stability in the quality of services.

Subgroups that are significantly more likely to agree that people who have a place to sleep each night are homeless if that place is overcrowded or they lack privacy include:

47%: Those who prefer to increase taxes;

45%: Those aged 65 or older;

43%: Promoters;

41%: Those with excellent/very good/good perceived value from taxes;

41%: Those who rate their satisfaction with services and programs overall as high;

40%: Those who do not have children under 18 in their household;

40%: Those with excellent/very good perceived quality of life; and

39%: Those who perceive an increase/stability in the quality of services.

Subgroups that are significantly more likely to agree that people who have a place to sleep indoors each night aren't homeless include:

28%: Those who prefer to cut services.

This data suggests that broader, more inclusive definitions of homelessness, including lacking privacy or safety, are more commonly accepted by residents who are generally satisfied with City services and who support increased investment in public programs. Renters are more likely to recognize hidden forms of homelessness, possibly reflecting greater empathy or awareness of housing insecurity.

4 Appendices

4.1 Weighted Respondent Demographics

In the tables below, all results prior to 2025 are from the Budget survey only.

	Percent of Respondents							
	2025 n=638	**2024** n=657	**2023** n=503	**2022** n=475	**2021** n=485	**2019** n=507	**2018** n=533	**2017** n=438
Age								
16 or 17 years	0%	0%	0%	0%	0%	0%	0%	0%
18 to 24 years	3%	4%	3%	6%	10%	0%	7%	2%
25 to 34 years	19%	24%	25%	22%	18%	6%	23%	30%
35 to 44 years	20%	22%	22%	20%	20%	45%	16%	18%
45 to 54 years	17%	16%	16%	18%	18%	15%	21%	18%
55 to 64 years	14%	14%	14%	14%	14%	14%	14%	14%
65 years or older	26%	19%	19%	19%	19%	19%	18%	17%
Not stated	1%	1%	0%	1%	0%	1%	1%	1%
Employment status								
Working full time, including self-employment (more than 30 hours/ week)	53%	59%	54%	55%	49%	47%	51%	49%
Working part time, including self-employment (30 hours per week or less)	9%	5%	11%	8%	9%	15%	11%	14%
On leave (disability, paternity, etc.)	3%	4%	4%	5%	2%	4%	2%	4%
Stay at home parent/spouse	3%	3%	4%	3%	3%	8%	6%	6%
Student	1%	2%	1%	1%	6%	0%	5%	3%
Not employed but looking for work	2%	2%	2%	1%	6%	2%	2%	3%
Not employed for some other reason	1%							
Retired	24%	20%	20%	22%	21%	20%	18%	16%
Prefer not to answer	3%	5%	4%	5%	4%	4%	4%	5%
Household income (previously asked with different cutoffs)								
Under $50,000	12%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
$50,000 to $99,999	28%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
$100,000 to $149,999	26%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
$150,000 to $199,999	13%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
$200,000 or more	8%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Prefer not to answer	13%	n/a	n/a	n/a	n/a	n/a	n/a	n/a

	Percent of Respondents							
	2025 n=638	**2024** n=657	**2023** n=503	**2022** n=475	**2021** n=485	**2019** n=507	**2018** n=533	**2017** n=438
Primary residence								
Own	86%	88%	83%	86%	80%	91%	81%	92%
Rent	11%	10%	13%	10%	13%	8%	14%	7%
Not stated	4%	2%	4%	4%	7%	1%	5%	1%
City Quadrant								
Northwest	29%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Southwest	14%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Northeast	19%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Southeast	37%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Other	1%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Children (under 18) in household?								
Yes – Children under 18	31%	37%	39%	35%	38%	53%	45%	49%
Yes – Adult children	13%							
No	58%	62%	59%	65%	61%	46%	55%	50%
Prefer not to answer	2%	1%	2%	1%	1%	1%	1%	1%
Parents living in household								
Yes	12%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
No	86%	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Prefer not to answer	3%	n/a	n/a	n/a	n/a	n/a	n/a	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 2023 City of Leduc Municipal Census. The weighting efficiency is 91%. The following outlines the weighting factors utilized in this research:

Quadrant	Age group	Number of completed surveys	Proportion of completed surveys	Census proportions*	Weight factor
Northwest	**18 to 34**	25	3.9%	6.7%	1.68
Northwest	**35 to 44**	31	4.9%	6.3%	1.27
Northwest	**45 to 54**	33	5.2%	4.9%	0.93
Northwest	**55 to 64**	28	4.4%	3.8%	0.86
Northwest	**65 or older**	54	8.5%	7.9%	0.91
Northwest	**16 or 17 or refused**	2	0.3%	-	1.10
Southwest	**18 to 34**	14	2.2%	3.1%	1.41
Southwest	**35 to 44**	23	3.6%	3.1%	0.84
Southwest	**45 to 54**	25	3.9%	2.8%	0.71
Southwest	**55 to 64**	20	3.1%	2.1%	0.66
Southwest	**65 or older**	21	3.3%	3.0%	0.90
Southwest	**16 or 17 or refused**	0	-	-	n/a
Northeast	**18 to 34**	14	2.2%	3.5%	1.58
Northeast	**35 to 44**	14	2.2%	2.6%	1.16
Northeast	**45 to 54**	14	2.2%	2.4%	1.07
Northeast	**55 to 64**	10	1.6%	2.8%	1.79
Northeast	**65 or older**	28	4.4%	7.5%	1.69
Northeast	**16 or 17 or refused**	0	-	-	n/a
Southeast	**18 to 34**	48	7.5%	9.2%	1.20
Southeast	**35 to 44**	71	11.1%	8.4%	0.74
Southeast	**45 to 54**	47	7.4%	7.1%	0.95
Southeast	**55 to 64**	52	8.2%	5.5%	0.67
Southeast	**65 or older**	55	8.6%	7.2%	0.82
Southeast	**16 or 17 or refused**	2	0.3%	-	0.87
Other	**18 to 34**	1	0.2%	-	1.41
Other	**35 to 44**	0	-	-	n/a
Other	**45 to 54**	1	0.2%	-	0.91
Other	**55 to 64**	2	0.3%	-	0.81
Other	**65 or older**	3	0.5%	-	1.01
Other	**16 or 17 or refused**	0	-	-	n/a

** Respondents were allowed to refuse to answer their age as long as they confirmed that they are at least 18 years old and did not indicate they live outside of Leduc. These cases are weighted in such a way that the marginal distributions of quadrant and age group match as closely as possible to the census marginal distributions.*

4.3 Survey Methodology Summary

Research sponsor (including all financial sponsors)	City of Leduc
Research/data collection supplier	Advanis
Population represented	City of Leduc Residents
Sample size	n=638
Mode of data collection	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)
Source of sample	- Advanis General Population Random Sample, - ASDE Listed & Unlisted RDD landline numbers - Postcards to all households in Leduc via Canada Post
Type of sample	Telephone numbers and postcards to every household
Sample design	All sample contacted
Start and end dates of data collection	February 27th and March 31st, 2025
Strategies used to gain cooperation	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
Margin of sampling error for total sample	±3.9 percentage points at the 95% confidence level
Is data weighted?	Yes, based on City quadrant and resident age to the 2023 City of Leduc Municipal Census. See section 4.2 above for details.
Contact for more information	Patrick Kyba, pkyba@advanis.net Advanis (780) 229-1135
Survey text	See section 4.4 below

4.4 Survey

What follows is a draft of the web survey.

Budget Planning Survey 2026

City of Leduc

Languages: English

Section Survey Content

Intro1, Intro2, D1, D1a, T1, QD, T2, Q1, Q2, Q4, Q9, Q9WHY, Q1a, Q1b, Q3, Q8, BInstruction, BC1, BCWHY1, BC2, BCWHY2, B4, S1, S2, Q12, Q44, Q13, Q38, Q39, Q40, DTxt, D6, D3, D4, Q37a, Q37c

---

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.
This year the City has consolidated the annual budget planning survey and the biannual Citizen Satisfaction survey into a single survey that will be conducted annually. This is a more cost-effective approach to gathering timely resident feedback.

This is your chance to share your thoughts about city services and how they are funded with City Council and Administration to help guide the 2026 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. If you get interrupted while doing the survey, you **can click on the same link** to pick up right where you left off.
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. Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address) in any open-ended questions you are asked as anything you enter may be shared with the City of Leduc.

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 March 31, 2025.

? 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 Age 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

QD

Which quadrant of the **City of Leduc** do you live in?

- ❍ 1 **Northwest:** (e.g., Deer Valley, Bridgeport, Leduc Estates, Lakeside Estates, West Haven, Woodbend)
- ❍ 2 **Southwest:** (e.g., Windrose, Suntree, Blackstone)
- ❍ 3 **Northeast:** (e.g., Willow Park, North Telford, South Telford, Linsford Park, Central Business District, Alexandra Park, Northwest Commercial)
- ❍ 4 **Southeast:** (e.g., Corinthia Park, South Park, Caledonia Park, Tribute, Southfork, Meadowview, Robinson)
- ❍ 5 Other
- ❍ 6 Do not live within the **City of Leduc**

T2 *Show if Does not live in Leduc (QD = 6)*

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

Status Code: 502

Q1

To start, we have some questions about living in Leduc.

In general, how would you rate the overall quality of life in the City of Leduc?

- ❍ 1 Poor
- ❍ 2 Fair
- ❍ 3 Good
- ❍ 4 Very good
- ❍ 5 Excellent

Q2

In your opinion, what would you say are the **three** most significant factors contributing to a **high quality** of life in the City of Leduc?

Select up to three items.

- ❑ 1 Access to recreation facilities and the Leduc recreation center *
- ❑ 2 Good location including being close to Edmonton, the airport, and Nisku *
- ❑ 3 Smaller population than other municipalities *
- ❑ 4 Leduc is safe *
- ❑ 5 The parks and multi-way path system *
- ❑ 6 Leduc has everything you need *
- ❑ 7 Leduc has good shopping *
- ❑ 8 Leduc has good services (e.g., snow removal, bylaw enforcement, Leduc Transit, etc.) *
- ❑ 10 Leduc has good community spirit and friendly neighbours *
- ❑ 11 Leduc has good roads *
- ❑ 12 Leduc is beautiful and well maintained *
- ❑ 13 Leduc has good infrastructure *
- ❑ 14 There are good job opportunities *
- ❑ 15 It is quiet and peaceful *
- ❑ 16 Taxes are low *
- ❑ 18 Leduc has a reasonable cost of living *
- ❑ 19 There are good services and activities for seniors *
- ❑ 20 Housing is affordable *
- ❑ 9 It is easy to get around the City *
- ❑ 96 Other (specify): ____
- ❑ 97 Nothing *(Exclusive)*

*Levels marked with * are randomized*

Q4

How likely are you to recommend Leduc as a place to live to friends or family?

- ❍ 0 0 - Not at all likely
- ❍ 1 1
- ❍ 2 2
- ❍ 3 3
- ❍ 4 4
- ❍ 5 5
- ❍ 6 6
- ❍ 7 7
- ❍ 8 8
- ❍ 9 9
- ❍ 10 10 - Extremely likely

Q9

Taking into consideration all the City of Leduc services and programs, overall how satisfied are you with the services and programs provided by the City of Leduc to residents?

❍ 1 1 - Not at all satisfied
❍ 2 2
❍ 3 3
❍ 4 4
❍ 5 5 - Very satisfied

Q9WHY *Show if not satisfied with services (Q9 = 1,2,3)*

What is the **main reason** you are not satisfied with the services and programs provided by the City of Leduc to residents?

____
____
____
____
____

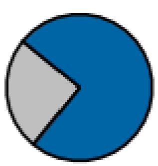
❑ -9 Don't know / No comment

Q1a

From the property tax collected in 2024:

- **25%** is collected *on behalf of the province* for **education.**
- **75%** was collected to fund **city services.**

Province 25%



City of Leduc 75%

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

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

Q1b *Show if has opinion on value received from taxes (Q1a = 1,2,3,4,5)*

(if Q1a excellent (Q1a = 5)) What is the **main reason** you feel that you receive excellent value?
(if Q1a verygood (Q1a = 4)) 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 = 2)) What is the **main reason** you feel that you receive fair value?
(if Q1a poor (Q1a = 1)) What is the **main reason** you feel that you receive poor value?

____
____
____
____
____

❑ -9 Don't know / No comment

Responses will be coded into the same levels as used last year

Q3

Next, thinking about the City of Leduc services overall and infrastructure (public buildings, roads, etc.), 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 Maintain taxes by cutting existing services
❍ 4 Reduce taxes by cutting existing services
❑ -9 Don't know

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

Q8

Thinking back over the last 12 months, would you say that the quality of service provided by the City of Leduc has...?

❍ 1 Increased
❍ 2 Remained about the same
❍ 3 Decreased

To minimize the potential order affect, we will show roughly half of respondents "increase" first and half "decrease" first in the following “B” questions.

BInstruction

This next section asks questions that will help the City understand your opinions on how the **City of Leduc’s** spending should be altered (if at all). You will be shown a question asking you to select the services where you would like to see the budget <<increaseORdecrease>>, followed by a question asking you to select the services where you would like to see the budget <<decreaseORincrease>>. A description of each service can be found by pressing this icon:***?***. You will also be asked why you would <<increaseANDORdecrease>> spending.

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.

BC1

Of the services shown, which would you suggest that council **<<increaseORdecrease>>** spending on (if any)? The percentages shown below are based on the 2026 Proposed Operating Expenses.

Select all that apply. Note that these amounts do not add up to 100% because these services only represent a portion of the City’s Operating budget.

- ❑ 2 Enforcement – **9%** of the 2026 Proposed Operating Expenses *
- ❑ 3 Fire and Ambulance – **12%** of the 2026 Proposed Operating Expenses *
- ❑ 4 Road Maintenance – **4%** of the 2026 Proposed Operating Expenses *
- ❑ 7 Snow Removal – **2%** of the 2026 Proposed Operating Expenses *
- ❑ 5 Parks, Playgrounds, Athletic fields – **4%** of the 2026 Proposed Operating Expenses *
- ❑ 6 Recreation Services – **8%** of the 2026 Proposed Operating Expenses ***?*** *
  ? LRC, Outdoor Pool, Alexandra Arena
- ❑ 11 City Events – **1%** of the 2026 Proposed Operating Expenses ***?*** *
  ? Canada Day, Volunteer Fest, etc.
- ❑ 8 Arts and Culture – **2%** of the 2026 Proposed Operating Expenses ***?*** *
  ? Maclab Centre, Dr. Woods Museum, cultural events, activities
- ❑ 12 Waste services – **3%** of the 2026 Proposed Operating Expenses ***?*** *
  ? garbage, recycling, compost
- ❑ 9 Transit – **3%** of the 2026 Proposed Operating Expenses *
- ❑ 10 Library – **1%** of the 2026 Proposed Operating Expenses *
- ❑ 1 Family & Community Support Services (FCSS) – **2%** of the 2026 Proposed Operating Expenses ***?*** *
  ? social support services
- ❑ 97 Would not **<<increaseORdecrease>>** spending on any of these services *(Exclusive)*

*Levels marked with * are randomized*

BCWHY1 *Show if change at least one service (BC1_1 = 1 OR BC1_2 = 1 OR BC1_3 = 1 OR BC1_4 = 1 OR BC1_5 = 1 OR BC1_6 = 1 OR BC1_7 = 1 OR BC1_8 = 1 OR BC1_9 = 1 OR BC1_10 = 1 OR BC1_11 = 1 OR BC1_12 = 1)*

Why would you **<<increaseORdecrease>>** spending on these services?

Only items selected in the previous question are shown in this list.

- Fire and Ambulance – **12%**
- Enforcement – **9%**
- Recreation Services – **8%*?***
- Road Maintenance – **4%**
- Parks, Playgrounds, Athletic fields – **4%**
- Waste services – **3%*?***
- Transit – **3%**
- Snow Removal – **2%**
- Arts and Culture – **2%*?***
- City Events – **1%*?***
- Library – **1%**
- Family & Community Support Services (FCSS) – **2%*?***

The percentages shown above are based on the 2026 Proposed Operating Expenses.

? LRC, Outdoor Pool, Alexandra Arena
? garbage, recycling, compost
? Maclab Centre, Dr. Woods Museum, cultural events, activities
? Canada Day, Volunteer Fest, etc.
? social support services
? LRC, Outdoor Pool, Alexandra Arena
? garbage, recycling, compost
? Maclab Centre, Dr. Woods Museum, cultural events, activities
? Canada Day, Volunteer Fest, etc.
? social support services

____
____
____
____
____

❑ -9 Don't know

BC2 *Show if not change at least one service (NOT (BC1_2 = 1) OR NOT (BC1_3 = 1) OR NOT (BC1_4 = 1) OR NOT (BC1_7 = 1) OR NOT (BC1_5 = 1) OR NOT (BC1_6 = 1) OR NOT (BC1_11 = 1) OR NOT (BC1_12 = 1) OR NOT (BC1_9 = 1) OR NOT (BC1_10 = 1) OR NOT (BC1_1 = 1) OR NOT (BC1_8 = 1))*

And of the services shown, which of the following services, **if any**, would you suggest that council **<<decreaseORincrease>>** spending on? The percentages shown below are based on the 2026 Proposed Operating Expenses.

Select all that apply. Note that these amounts do not add up to 100% because these services only represent a portion of the City's Operating budget.

- ❑ 2 Enforcement - **9%** of the 2026 Proposed Operating Expenses * *(Show if not change Enforcement NOT (BC1_2 = 1))*
- ❑ 3 Fire and Ambulance - **12%** of the 2026 Proposed Operating Expenses * *(Show if not change Fire and Ambulance NOT (BC1_3 = 1))*
- ❑ 4 Road Maintenance - **4%** of the 2026 Proposed Operating Expenses * *(Show if not change Road Maintenance NOT (BC1_4 = 1))*
- ❑ 7 Snow Removal - **2%** of the 2026 Proposed Operating Expenses * *(Show if not change Snow Removal NOT (BC1_7 = 1))*
- ❑ 5 Parks, Playgrounds, Athletic fields - **4%** of the 2026 Proposed Operating Expenses * *(Show if not change Parks Playgrounds and Athletic fields NOT (BC1_5 = 1))*
- ❑ 6 Recreation Services - **8%** of the 2026 Proposed Operating Expenses ***?*** * *(Show if not change Recreation Services NOT (BC1_6 = 1))*
  ? LRC, Outdoor Pool, Alexandra Arena
- ❑ 11 City Events - **1%** of the 2026 Proposed Operating Expenses ***?*** * *(Show if not change City Events NOT (BC1_11 = 1))*
  ? Canada Day, Volunteer Fest, etc.
- ❑ 8 Arts and Culture - **2%** of the 2026 Proposed Operating Expenses ***?*** * *(Show if not change Arts and Culture NOT (BC1_8 = 1))*
  ? Maclab Centre, Dr. Woods Museum, cultural events, activities
- ❑ 12 Waste services - **3%** of the 2026 Proposed Operating Expenses ***?*** * *(Show if not change Waste services NOT (BC1_12 = 1))*
  ? garbage, recycling, compost
- ❑ 9 Transit - **3%** of the 2026 Proposed Operating Expenses * *(Show if not change Transit NOT (BC1_9 = 1))*
- ❑ 10 Library - **1%** of the 2026 Proposed Operating Expenses * *(Show if not change Library NOT (BC1_10 = 1))*
- ❑ 1 Family & Community Support Services (FCSS) - **2%** of the 2026 Proposed Operating Expenses ***?*** * *(Show if not change FCSS NOT (BC1_1 = 1))*
  ? social support services
- ❑ 97 Would not **<<decreaseORincrease>>** spending on any of these services *(Exclusive)*

*Levels marked with * are randomized*

BCWHY2 *Show if opposite change at least one service (BC2_1 = 1 OR BC2_2 = 1 OR BC2_3 = 1 OR BC2_4 = 1 OR BC2_5 = 1 OR BC2_6 = 1 OR BC2_7 = 1 OR BC2_8 = 1 OR BC2_9 = 1 OR BC2_10 = 1 OR BC2_11 = 1 OR BC2_12 = 1)*

Why would you **<<decreaseORincrease>>** spending on these services?

Only items selected in the previous question are shown in this list.

- Fire and Ambulance – **12%**
- Enforcement – **9%**
- Recreation Services – **8%*?***
- Road Maintenance – **4%**
- Parks, Playgrounds, Athletic fields – **4%**
- Waste services – **3%*?***
- Transit – **3%**
- Snow Removal – **2%**
- Arts and Culture – **2%*?***
- City Events – **1%*?***
- Library – **1%**
- Family & Community Support Services (FCSS) – **2%*?***

The percentages shown above are based on the 2026 Proposed Operating Expenses.

? LRC, Outdoor Pool, Alexandra Arena
? garbage, recycling, compost
? Maclab Centre, Dr. Woods Museum, cultural events, activities
? Canada Day, Volunteer Fest, etc.
? social support services
? LRC, Outdoor Pool, Alexandra Arena
? garbage, recycling, compost
? Maclab Centre, Dr. Woods Museum, cultural events, activities
? Canada Day, Volunteer Fest, etc.
? social support services

____
____
____
____
____

❑ -9 Don't know

B4

Thank you for your input on the City of Leduc's budget. Is there any additional feedback you would like to provide regarding your choices or other project or goals the City should be thinking of when planning the budget for 2026 and beyond (which could require a tax increase)?

____
____
____
____
____

❑ -8 None/Cannot think of any

S1

Which of the following services, if any, have you used or attended?

Select all that apply

❑ 9 Transit *
❑ 10 Library *
❑ 1 Family & Community Support Services (FCSS) ***?*** *
? social support services
❑ 11 City Events ***?*** *
? Canada Day, Volunteer Fest, etc.
❑ 97 None of the above *(Exclusive)*

*Levels marked with * are randomized*

S2 *Show if Used at least one service (S1_1 = 1 OR S1_9 = 1 OR S1_10 = 1 OR S1_11 = 1)*

How satisfied are you with ...?

9. Transit * *(Show if uses transit (S1_9 = 1))*
10. Library * *(Show if uses library (S1_10 = 1))*
1. Family & Community Support Services (FCSS) ***?*** * *(Show if uses FCSS (S1_1 = 1))*
? social support services
11. City Events ***?*** * *(Show if uses city events (S1_11 = 1))*
? Canada Day, Volunteer Fest, etc.

*Levels marked with * are randomized*

❍ 1 1 - Not at all satisfied
❍ 2 2
❍ 3 3
❍ 4 4
❍ 5 5 - Very satisfied

Q12

Turning now to how the City of Leduc communicates with residents, how satisfied are you with...?

1. How frequently the City communicates with residents *
3. The relevance of the communication from the City *

*Levels marked with * are randomized*

❍ 1 1 - Not at all satisfied
❍ 2 2
❍ 3 3
❍ 4 4
❍ 5 5 - Very satisfied

Q44 *Show if unsastified with communication frequency (Q12_a = 1,2,3)*

Would you prefer that the City of Leduc communicated with you...?

❍ 1 More frequently
❍ 2 Less frequently

Q13

How would you **prefer** to receive information from the city on programs, services, and general information?

Rank up to three that you prefer the most

_____ Newspaper *
_____ Brochures or flyers in City of Leduc facilities *
_____ Direct mail to home *
_____ City website: www.leduc.ca *
_____ City social media channels *
_____ Attend or watch City Council meetings *
_____ Radio *
_____ Television news *
_____ Word of mouth/friends/relatives *
_____ E-mailed newsletter from the City of Leduc *
_____ Podcasts *
_____ Other (specify): ____

*Levels marked with * are randomized*

Q38

This next section asks some questions about homelessness in the City of Leduc.
How common do you think homelessness is in the City of Leduc?

❍ 1 1 - Not at all common
❍ 2 2
❍ 3 3
❍ 4 4
❍ 5 5 - Extremely common

Q39

How important do you think it is to reduce homelessness in the City of Leduc?

❍ 1 1 – Not at all important
❍ 2 2
❍ 3 3
❍ 4 4
❍ 5 5 – Very important

Q40

To what extent you agree or disagree with each of the following statements?

1. People who have a place to sleep indoors each night aren't homeless *
2. People sleeping at a friend's place for a short time because they don't have a place of their own are homeless *
3. People who have a place to sleep each night, but feel unsafe in that place are homeless *
4. People who have a place to sleep each night are homeless if that place is overcrowded or they lack privacy *

*Levels marked with * are randomized*

❍ 1 1 - Strongly disagree
❍ 2 2
❍ 3 3
❍ 4 4
❍ 5 5 - Strongly agree

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.

D6

Which of the following categories applies to your total household income before taxes in 2024?

- ❍ 1 Under $50,000
- ❍ 2 $50,000 to less than $100,000
- ❍ 3 $100,000 to less than $150,000
- ❍ 4 $150,000 to less than $200,000
- ❍ 5 $200,000 or more
- ❍ 6 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)
- ❍ 6 Not employed but looking for work
- ❍ 3 On leave (disability, maternity, paternity, etc.)
- ❍ 4 Stay at home parent/spouse
- ❍ 5 Student
- ❍ 7 Retired
- ❍ 8 Not employed for some other reason
- ❍ 9 Prefer not to answer

D4

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

- ❍ 1 Own
- ❍ 2 Rent
- ❑ -8 Not applicable

Q37a

Do you have any children under 18 or any adult children living in your household?

Select all that apply

- ❑ 1 Yes - children under 18
- ❑ 2 Yes - adult children
- ❑ 3 No *(Exclusive)*
- ❑ 9 Prefer not to answer *(Exclusive)*

Q37c

And do one or more of your parents, or any significant other's parents, live in your household?

❍ 1 Yes
❍ 2 No
❍ 9 Prefer not to answer

Section Survey End

I0, I1, End

I0

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 interested in draw (I0 = 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: ________________________________
❑ -8 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 2026. 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