



# Citizen Satisfaction & Budget Planning

*Survey Report*



June 26, 2026



# Content

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# 1

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## Background & Methodology



# Methodology



## Methodology

Online survey among City of Leduc residents 18 years of age or older: n=535.

Respondents were recruited through a mail-to-web approach.

Postcards with QR codes and unique PINs were mailed to all households through a mail drop.



## When

Data collection from March 2<sup>nd</sup> to April 7<sup>th</sup>, 2026



## Margin of Error

For comparison purposes, a probability sample of n=535 yields a margin of error no greater than  $\pm 4.2\%$  (19 times out of 20) for the total City of Leduc sample.



## Weighting

Results were weighted according to **age and city quadrant** according to the 2023 City of Leduc Municipal Census in order to ensure a representative sample of the population.

# Methodology



## Significant Differences

Data in **green** / **red** indicates a significantly **higher** / **lower** proportion relative to the total.



## Rounded Data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



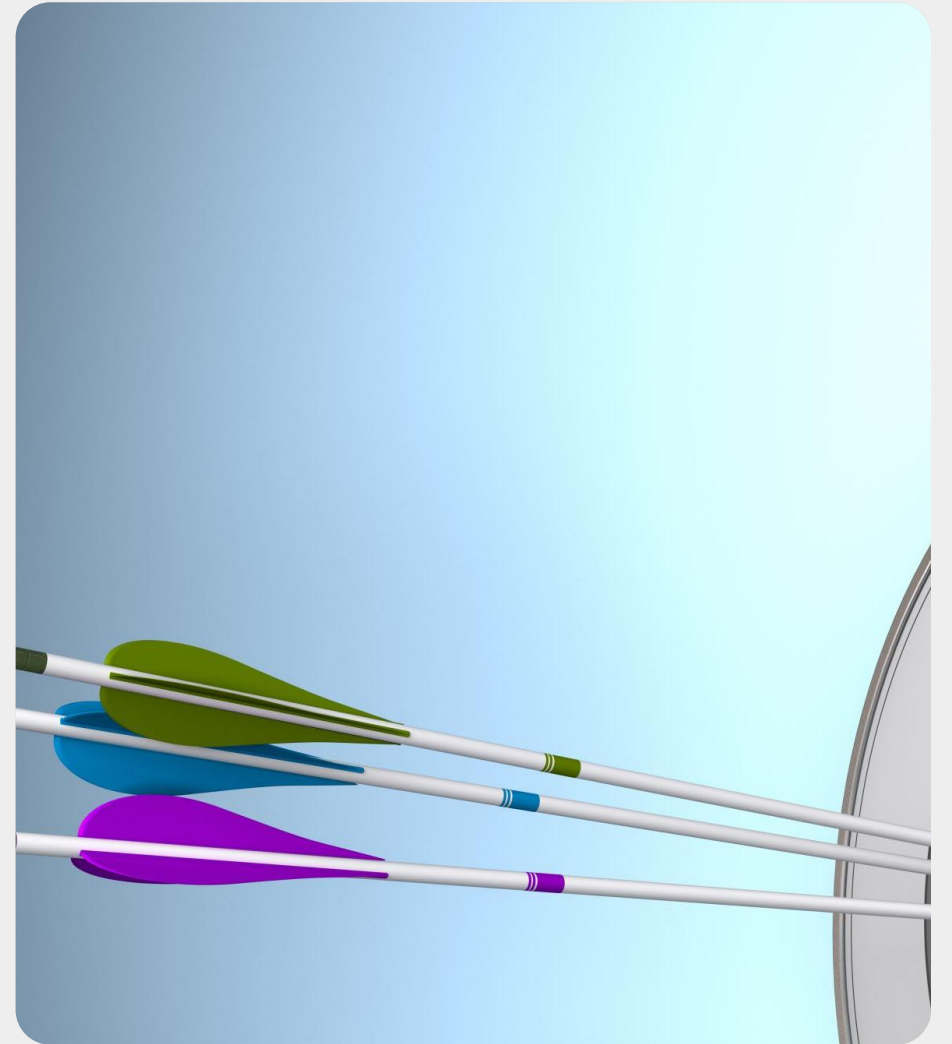
## Comparability Note

The 2026 survey establishes a new baseline for future measurement. To better align with the City's current information needs, both the survey methodology (mail-to-web only) and portions of the questionnaire were updated. Because these changes affect comparability with previous waves, trend analysis is not presented in this report.

# 2

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## Summary of Findings



## Key Findings

Leduc residents are positive about quality of life, but more cautious about service value, taxes, and service performance.

### 1. Quality of life is a major strength

- Residents rate quality of life in Leduc very positively, with strong results across most demographic groups. Location, parks, pathways, and outdoor amenities are central to how residents define quality of life.

### 2. Overall service satisfaction is positive and exceeds the provincial benchmark

- A majority of residents are satisfied with the services and programs provided by the City. Overall satisfaction exceeds the provincial benchmark, indicating the City is performing well relative to other Alberta municipalities. While positive, service satisfaction remains more measured than residents' very strong perceptions of quality of life, suggesting opportunities to further strengthen confidence in service delivery.

### 3. Value for taxes is a pressure point

- Residents are closely split on whether they receive good value for their municipal tax dollars. Concerns are tied to both affordability and visible service delivery, especially snow removal (note: heavy snow fall during fielding window), road maintenance, and perceptions of cost.

### 4. Residents are divided on taxes versus service cuts

- There is no clear public consensus on whether the City should increase taxes or reduce/maintain taxes through service cuts. However, keeping taxes low is the most common factor influencing budget choices.

### 5. Core services matter most to reputation and confidence

- Emergency response, parks and green spaces, athletic fields, snow removal, roads, and sidewalk maintenance play a large role in shaping perceptions of the City.

### 6. Communication is a practical improvement opportunity

- Fewer than half of residents are satisfied with the City's communication frequency and relevance, and dissatisfied residents clearly want more frequent communication. Email newsletters, the City website, direct mail, and social media are the preferred channels.

**Executive takeaway:** Leduc is viewed as a strong place to live, but residents are focused on affordability, visible service performance, and value for taxes; Council's best path forward is to protect core services, target improvements to known friction points, and communicate budget trade-offs clearly.

## Strategic Conclusions and Recommendations

The strongest path forward is targeted improvement, not broad service expansion.

Leduc performs well on overall quality of life, and residents are broadly positive about many City services. However, the results also highlight opportunities to strengthen perceptions of service delivery and value for taxes, alongside continued sensitivity to affordability. While these findings are not unique to Leduc, they reflect broader pressures facing municipalities across Alberta.

Residents are not asking for a single, simple direction. They want taxes kept as low as possible, but they also expect reliable core services, safe communities, maintained infrastructure, and recreation and outdoor spaces that support quality of life.

The strongest strategy for Council is therefore a disciplined approach: protect core service performance, target improvements to visible service gaps, avoid broad service expansion unless clearly justified, and strengthen communication about the value residents receive for their tax dollars.

### 1. **Protect core service performance**

- Prioritize reliability in services that residents see as essential: fire and enforcement response, snow and ice control, road maintenance, sidewalks, parks, green spaces, and basic recreation infrastructure. These services are closely tied to trust, satisfaction, and perceptions of value.

### 2. **Be cautious with broad service expansion**

- The budget trade-off results show strong sensitivity to tax increases. New or expanded services should be selective and clearly connected to resident need, risk reduction, service reliability, or growth pressure.

### 3. **Focus improvement on visible service gaps**

- Snow removal, road maintenance, transit frequency and coverage, enforcement, and community support services show signs of dissatisfaction, friction, or unmet expectations. These are priority areas for service review, process improvement, communication, or expectation-setting.

### 4. **Improve access and awareness for services valued once used**

- Recreation programs, arts and culture, events, aquatics, and facilities appear to be more appreciated by residents who use them. Before assuming major new investment is required, the City should focus on awareness, access, participation, and reducing barriers to use.

### 5. **Strengthen the value-for-taxes narrative**

- Residents need a clearer line of sight between taxes paid, services delivered, and service standards. Communication should explain what residents receive, what trade-offs are required, and what service impacts would result from different budget choices.

### 6. **Make communication a service improvement priority**

- More frequent, relevant communication is a low-risk, high-value opportunity. The City should prioritize email newsletters, the website, direct mail, and targeted social media as the core communication mix.

## What This Means for Council

Residents are asking Council to balance affordability with reliable core service delivery.

### What Council should take from the results

Residents view Leduc as a strong place to live but are more cautious about the value they receive for their tax dollars and the performance of some visible services. The results suggest Council should avoid both extremes: broad service expansion would be difficult to justify in a tax-sensitive environment, while broad reductions could undermine confidence in core services.

The most defensible path is a disciplined budget strategy focused on protecting essential services, addressing specific service gaps, and communicating more clearly about the value residents receive. Council decisions should be framed around service reliability, affordability, growth pressure, and the trade-offs residents will experience.

#### 1. This is not a mandate for across-the-board cuts

- Although residents are highly tax-sensitive, they also value emergency response, roads, parks, recreation spaces, and growth-related service capacity. Cutting too deeply into core services could create dissatisfaction and reputational risk.

#### 2. This is not a mandate for broad expansion either

- Residents are cautious about tax increases, and service expansion does not automatically generate public support. Expansion should be limited to areas with a strong business case, clear resident need, or a direct connection to service reliability.

#### 3. Core services should be treated as “confidence services”

- Emergency response, snow removal, road maintenance, sidewalks, parks, and green spaces are not just operational services. They shape whether residents feel the City is well managed.

#### 4. Value is about both cost and visible performance

- Residents judge value through what they can see and experience. Snow clearing, road conditions, service responsiveness, recreation access, and communication all influence whether taxes feel justified.

#### 5. Communication can reduce pressure on the budget conversation

- Residents may not always understand what services cost, what taxes fund, or what trade-offs Council is making. Clearer communication can help residents connect budget decisions to service outcomes.

#### 6. The Council decision lens should be: protect, fix, explain

- Protect essential services. Fix known friction points. Explain trade-offs clearly and consistently.

# 3

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Detailed Results 



# 3.1

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## Detailed Results

**3.1 Citizen Satisfaction** 

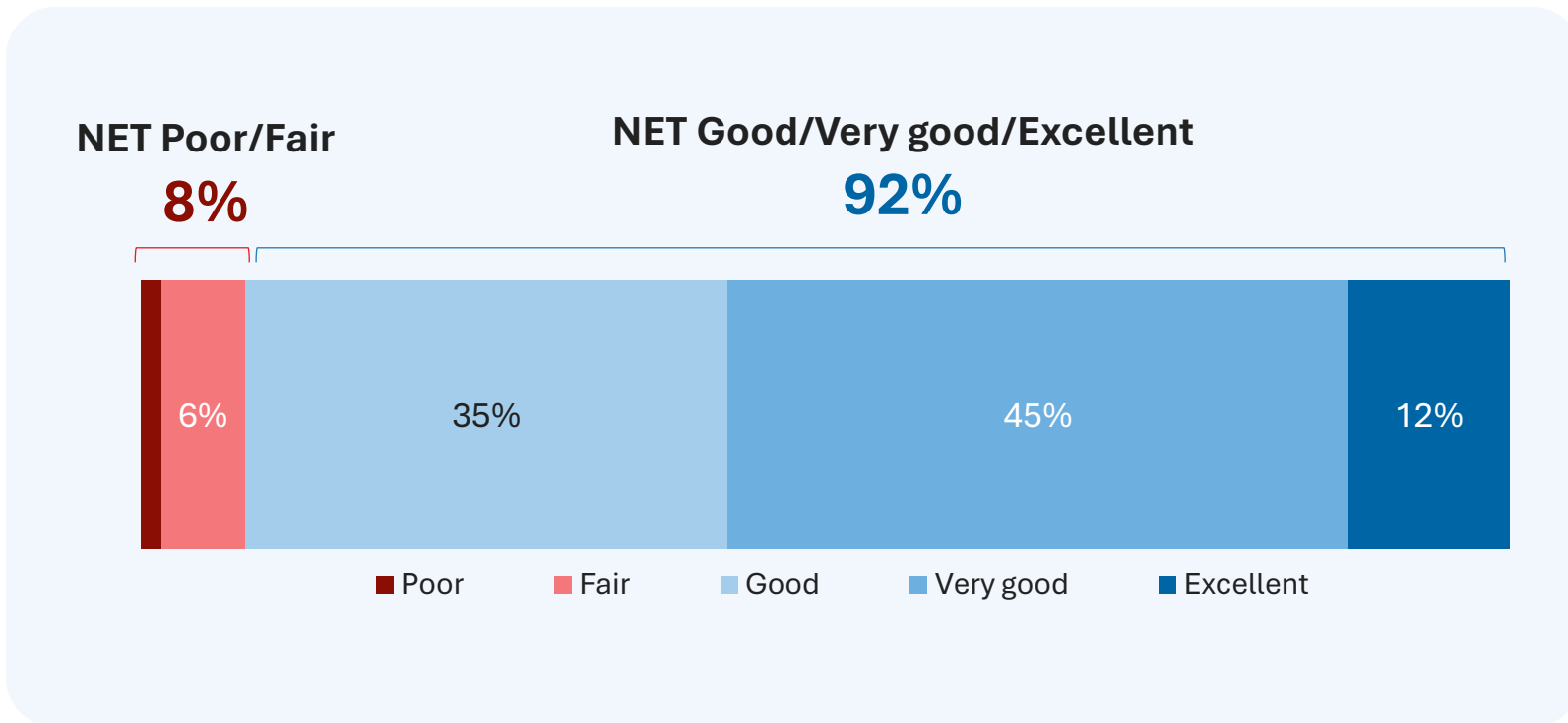
3.2 Budget & Value

3.3 Service Drivers & Budget Trade-offs

3.4 Communication & Information

## Quality of Life in Leduc is Strong

Perceptions of quality of life are overwhelmingly positive, with most residents rating their experience as good or better, and very few expressing negative views. Overall sentiment is not only strong, but also higher than the provincial benchmark, reinforcing Leduc’s relative strength on this measure.



Alberta Benchmark

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?  
Base: All respondents (n=535). Figures 1% or less not labelled.

## Overall Quality of Life in Leduc

### By Demographics

Perceptions of quality of life are consistently positive across all demographic groups, with little variation by homeownership or household composition. Differences are more evident by age: older residents report the strongest sentiment, while mid-aged residents are somewhat less positive and more likely to express lower ratings.

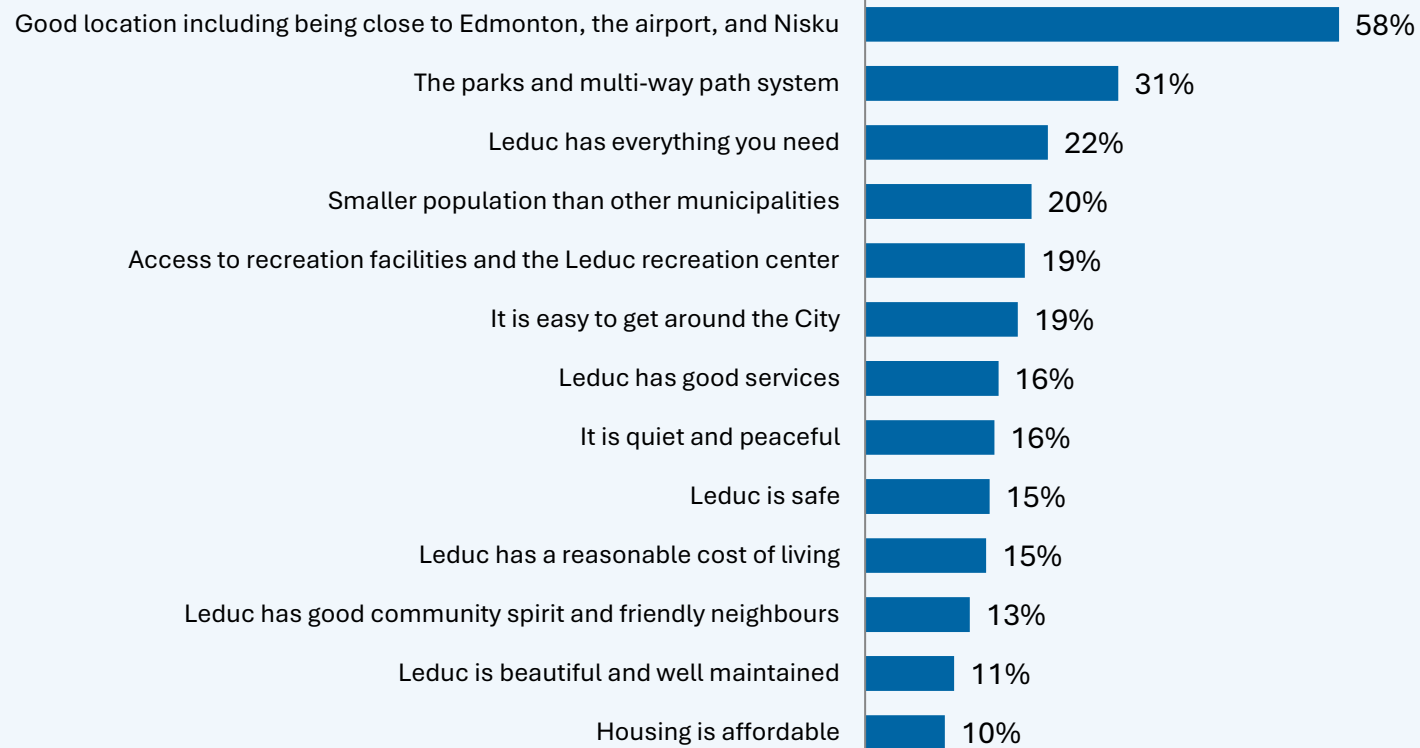
% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	535	52	210	273	162	79	55	236	476	50	191	331
<b>NET Good/Very good/Excellent (3-5)</b>	<b>92%</b>	93%	88%	96%	91%	90%	95%	94%	93%	93%	92%	94%
Excellent	12%	10%	11%	15%	10%	13%	12%	13%	13%	7%	10%	13%
Very good	45%	46%	39%	52%	47%	53%	38%	46%	46%	45%	43%	48%
Good	35%	38%	38%	30%	35%	25%	45%	35%	34%	40%	39%	33%
<b>NET Poor/Fair (1-2)</b>	<b>8%</b>	7%	12%	4%	9%	10%	5%	6%	7%	7%	8%	6%
Fair	6%	3%	10%	4%	9%	4%	3%	5%	6%	5%	8%	5%
Poor	1%	3%	1%	-	-	6%	2%	1%	1%	2%	-	1%

**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?  
Base: All respondents.

%/% statistically significantly higher/lower than general population

## Location and Outdoor Amenities Anchor Quality of Life

Quality of life in Leduc is primarily driven by its location and access to outdoor amenities, with proximity to key destinations standing out clearly as the top factor. Parks and pathways form a strong secondary pillar, while no other single factor emerges as dominant, pointing to a more distributed set of supporting contributors.



**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?  
Base: All respondents (n=535). Responses receiving <10% not shown.

## Factors Contributing to Quality of Life in Leduc

### By Demographics

Key drivers of quality of life are broadly consistent across demographics, with location remaining the top factor for all groups. Some secondary differences emerge: older residents place more emphasis on parks and services, while younger residents are more likely to value quiet and affordability. Renters and those with children show greater emphasis on accessibility and amenities, but overall, patterns remain stable across the population.

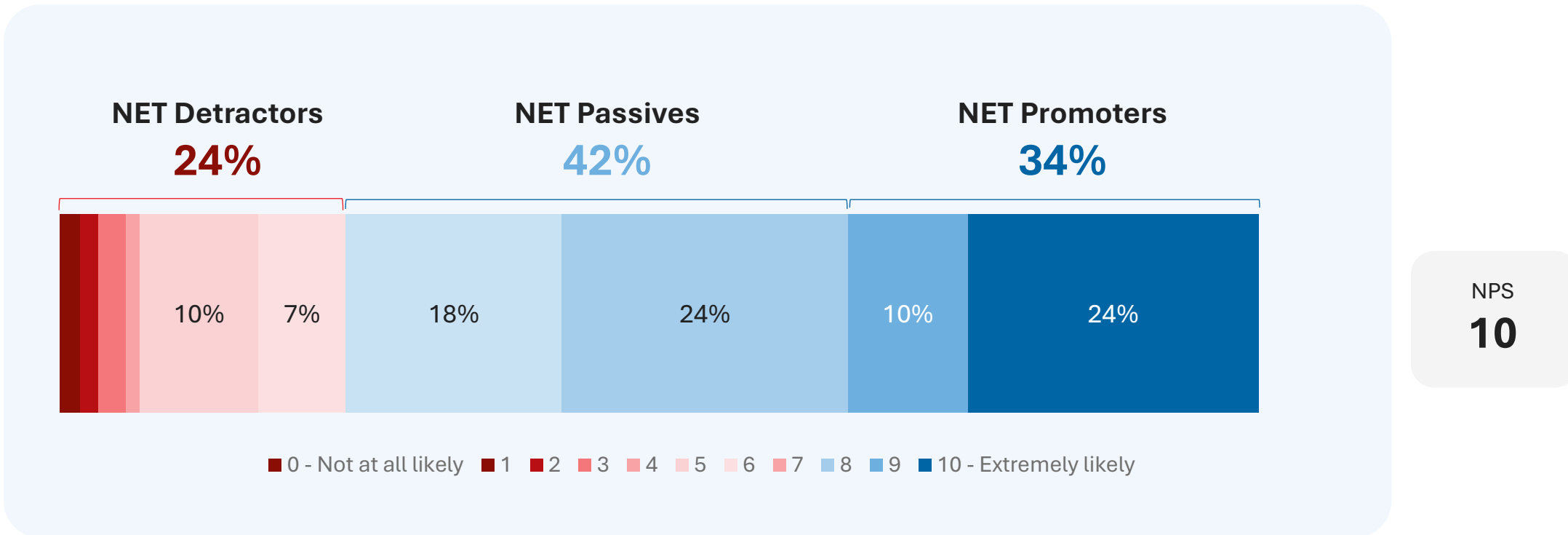
% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	535	52	210	273	162	79	55	236	476	50	191	331
Good location including being close to Edmonton, the airport, and Nisku	58%	56%	57%	61%	56%	57%	64%	56%	59%	50%	58%	58%
The parks and multi-way path system	31%	23%	31%	38%	36%	32%	20%	31%	30%	37%	26%	36%
Leduc has everything you need	22%	29%	18%	21%	21%	15%	30%	22%	24%	11%	21%	24%
Smaller population than other municipalities	20%	16%	27%	16%	16%	17%	24%	22%	20%	25%	23%	19%
Access to recreation facilities and the Leduc recreation center	19%	15%	19%	24%	22%	24%	15%	18%	19%	22%	25%	16%
It is easy to get around the City	19%	18%	22%	15%	19%	18%	25%	16%	16%	35%	19%	18%
Leduc has good services	16%	11%	13%	25%	20%	8%	13%	19%	18%	8%	10%	22%
It is quiet and peaceful	16%	24%	14%	11%	17%	15%	12%	17%	15%	17%	22%	11%
Leduc is safe	15%	20%	16%	11%	18%	14%	7%	18%	16%	8%	15%	16%
Leduc has a reasonable cost of living	15%	22%	14%	10%	8%	24%	21%	13%	17%	-	17%	14%
Leduc has good community spirit and friendly neighbours	13%	6%	15%	16%	8%	14%	18%	13%	12%	22%	11%	14%
Leduc is beautiful and well maintained	11%	10%	13%	9%	12%	16%	9%	9%	9%	27%	9%	12%
Housing is affordable	10%	13%	12%	5%	10%	10%	9%	10%	9%	11%	12%	9%

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?  
Base: All respondents.

%/% statistically significantly higher/lower than general population

## Recommendation is Positive, but with Many Neutral Voices

More residents are likely to recommend Leduc than not, but enthusiasm is moderate rather than strong. A large share of residents are neutral, and the proportion of strong advocates is balanced by a notable group of detractors, indicating room to strengthen advocacy.



Q3. How likely are you to recommend Leduc as a place to live to friends or family?  
 Base: All respondents (n=535). Figures 2% or less not labelled.

## Likelihood to Recommend Leduc as a Place to Live

### By Demographics

Likelihood to recommend is strongest among older residents and those in the southwest, who are more likely to be promoters and report higher overall scores. In contrast, residents in the northeast stand out as less positive, with fewer promoters, more detractors, and a negative overall score. Renters also show weaker sentiment, driven by a higher share of detractors, while other groups remain more in line with the overall results.

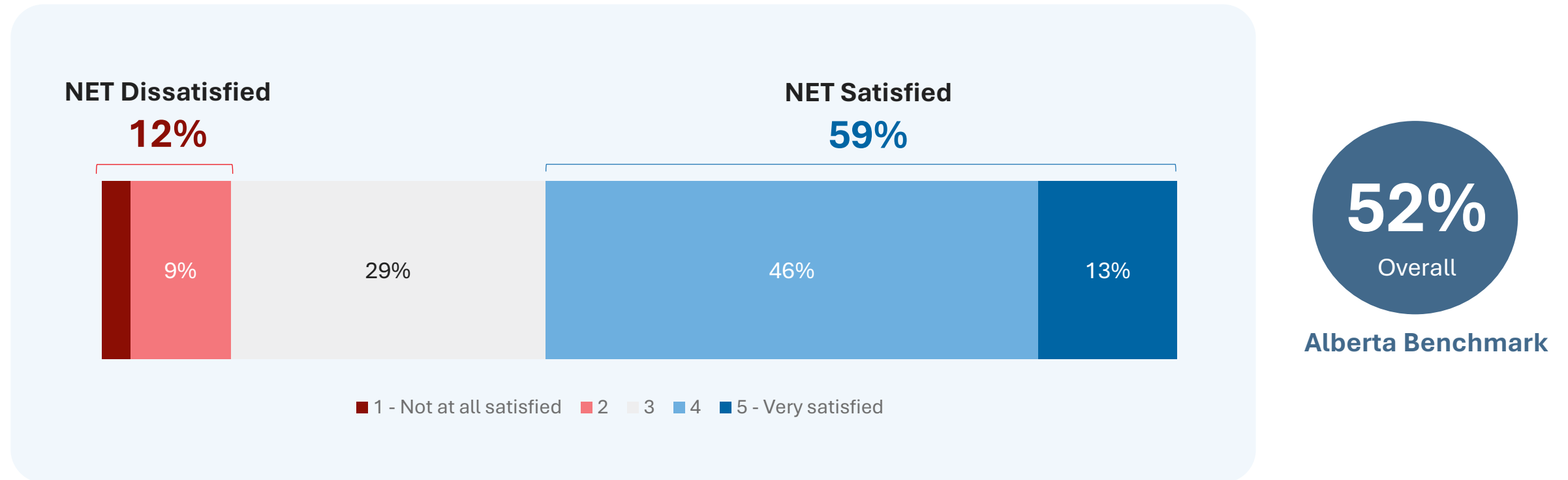
% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	535	52	210	273	162	79	55*	236	476	50	191	331
<b>NET Promoters (9-10)</b>	<b>34%</b>	30%	31%	42%	33%	49%	22%	36%	35%	34%	32%	37%
<b>NET Passives (7-8)</b>	<b>42%</b>	49%	43%	35%	45%	31%	50%	40%	43%	31%	45%	41%
<b>NET Detractors (0-6)</b>	<b>24%</b>	21%	26%	24%	22%	20%	29%	24%	22%	35%	23%	22%
<b>NPS</b>	<b>10</b>	9	5	18	11	29	-7	12	13	-1	9	14

**Q3.** How likely are you to recommend Leduc as a place to live to friends or family?  
Base: All respondents.

%/% statistically significantly higher/lower than general population

## Majority of Residents Satisfied with City Services

The majority of residents are satisfied with City services, with overall satisfaction exceeding the provincial benchmark. A sizeable middle group remains neutral, while a notable minority express dissatisfaction, suggesting there is an opportunity to strengthen overall perceptions of service delivery.



**Q4.** 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?  
Base: All respondents (n=535). Figures 3% or less not labelled.

## Overall Satisfaction with City Services

### By Demographics

Satisfaction with City services is generally consistent across groups, but stands out as higher among older residents, who are more likely to report positive views and less likely to be dissatisfied. Homeowners also report stronger satisfaction, while renters show lower satisfaction and higher dissatisfaction. Other demographic differences are relatively modest.

% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	535	52*	210	273	162	79*	55*	236	476	50*	191	331
<b>NET Satisfied (4-5)</b>	<b>59%</b>	54%	55%	68%	57%	60%	54%	63%	61%	47%	61%	58%
Neutral (3)	29%	29%	33%	25%	31%	23%	31%	28%	29%	32%	31%	29%
<b>NET Dissatisfied (1-2)</b>	<b>12%</b>	16%	12%	8%	12%	17%	15%	9%	10%	22%	8%	13%

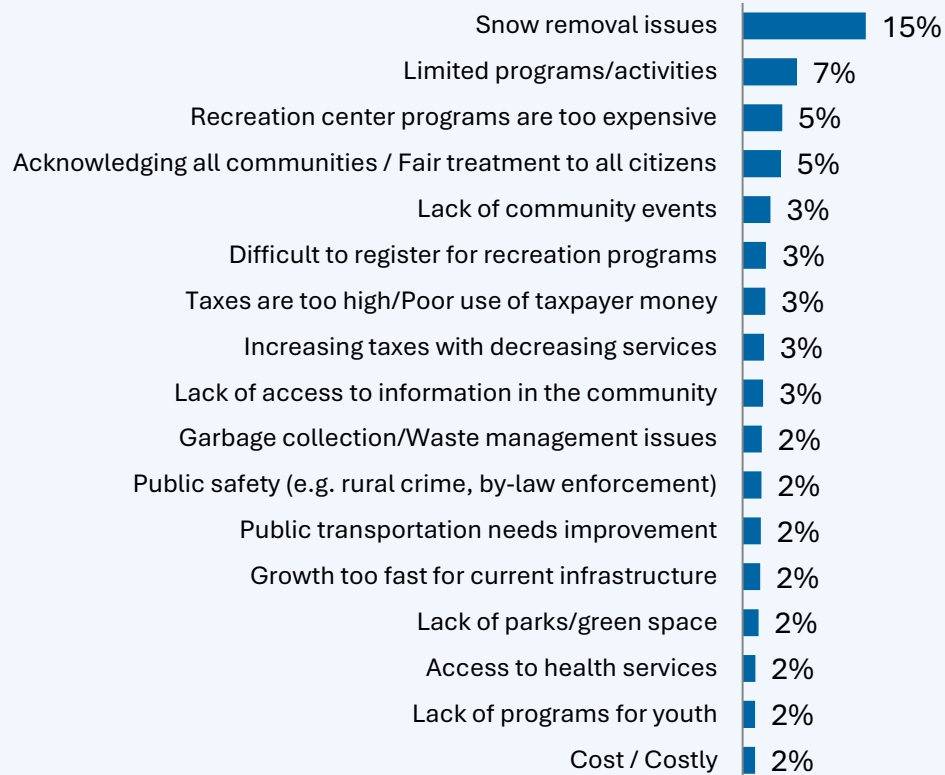
**Q4.** Taking into consideration all the City of Leduc services and programs, overall how satisfied are you with the services and programs provided by the City of Leduc to residents?

Base: All respondents. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

## Dissatisfaction Driven by Specific Service Gaps, Led by Snow Removal

No single issue dominates dissatisfaction (among dissatisfied residents), but snow removal stands out as the most frequently cited concern. Beyond this, feedback is fragmented across a range of smaller issues, including programs, affordability, and access, indicating dissatisfaction is driven by a mix of specific service gaps rather than a single systemic problem.



**Q4a.** What is the main reason you are not satisfied with the services and programs provided by the City of Leduc to residents? [CODED]

Base: Respondents who were dissatisfied with city services (n=203). Responses receiving <2% not shown.

Open-ended responses not tracked.

## Reasons for Dissatisfaction with City Services

### By Demographics

Reasons for dissatisfaction are fairly dispersed across demographic groups, with no broad pattern emerging. Snow removal is a more prominent concern in the southwest, while some younger residents more often cite limited programs or difficulty registering for recreation programs. A few other differences appear across age, region, and household type, but overall the results suggest dissatisfaction is shaped by a mix of localized and group-specific concerns rather than one consistent issue across the population.

% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	203	23*	93	87	61	35*	21*	84	174	23*	73	122
Snow removal issues	15%	18%	11%	17%	12%	34%	11%	13%	19%	-	9%	16%
Limited programs/activities	7%	11%	6%	2%	8%	5%	5%	8%	6%	13%	9%	5%
Recreation center programs are too expensive	5%	-	11%	-	2%	4%	3%	5%	4%	4%	9%	2%
Acknowledging all communities / Fair treatment to all citizens	5%	7%	4%	3%	2%	-	13%	4%	2%	16%	2%	6%
Lack of community events	3%	6%	2%	2%	1%	2%	-	8%	4%	-	8%	<1%
Difficult to register for recreation programs	3%	7%	1%	-	-	4%	11%	0%	4%	-	7%	-
Taxes are too high/Poor use of taxpayer money	3%	-	3%	5%	3%	2%	2%	3%	3%	-	1%	2%
Increasing taxes with decreasing services	3%	-	4%	3%	3%	2%	-	4%	3%	-	4%	1%
Lack of access to information in the community	3%	-	1%	8%	3%	4%	2%	2%	3%	2%	2%	3%
Garbage collection/Waste management issues	2%	4%	2%	1%	6%	2%	-	1%	3%	-	4%	1%

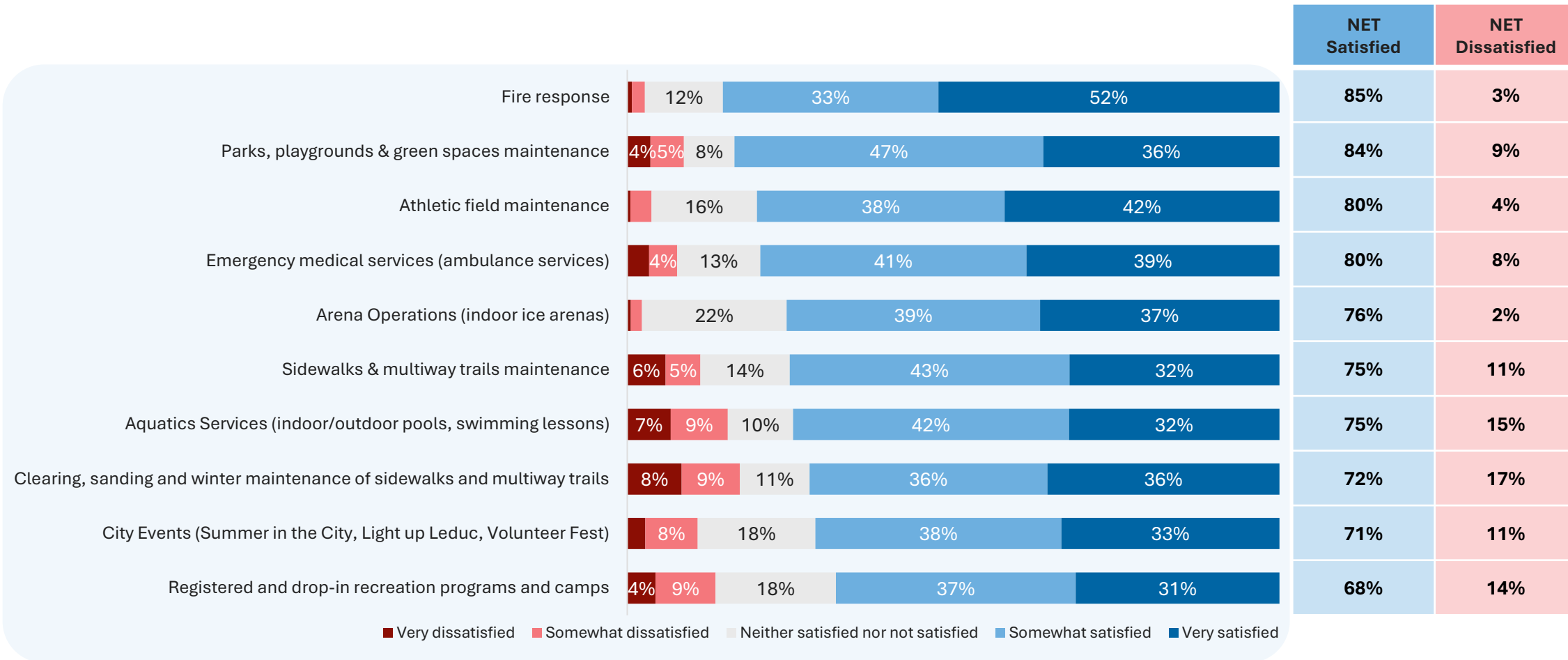
Q4a. What is the main reason you are not satisfied with the services and programs provided by the City of Leduc to residents? [CODED]

Base: Respondents who were dissatisfied with city services. \*Small base size, interpret with caution. Top 10 statements shown.

%/% statistically significantly higher/lower than general population

## Satisfaction with Specific City Services

Among those who provided a rating, satisfaction is strongest for fire response, parks and green spaces, athletic fields, and emergency medical services, all of which receive net satisfaction of 80% or higher. Recreation and facility-related services are also generally well-rated, while winter maintenance of sidewalks and multiway trails shows somewhat higher dissatisfaction.



**Q5.** How satisfied are you with the City of Leduc's performance in each of the following areas?  
 Base: All respondents (n=248-501). Excluding I don't know/not available. Figures 3% or less not labelled.

## Satisfaction with Specific City Services (cont.)

### By Demographics

Among those that provided a rating. Satisfaction is generally consistent across demographic groups. Notable differences include higher satisfaction among residents aged 55+ for City events and winter maintenance of sidewalks and multiway trails, lower satisfaction among residents aged 35–54 for aquatics, and higher satisfaction among northwest residents for winter sidewalk and multiway trail maintenance. Small subgroup results should be interpreted with caution.

% Satisfied	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
	n= <b>248-501</b>	20-47*	114-200	114-254	73-147*	34-75*	24-52*	116-224	218-452	24-40*	116-181	122-308
Fire response	<b>85%</b>	92%	82%	83%	87%	77%	93%	84%	88%	70%	85%	85%
Parks, playgrounds & green spaces maintenance	<b>84%</b>	90%	80%	82%	86%	76%	91%	80%	84%	82%	83%	84%
Athletic field maintenance	<b>80%</b>	84%	77%	83%	88%	81%	62%	82%	83%	57%	83%	77%
Emergency medical services (ambulance services)	<b>80%</b>	80%	75%	84%	84%	69%	91%	76%	82%	61%	75%	83%
Arena Operations (indoor ice arenas)	<b>76%</b>	59%	81%	80%	84%	67%	72%	73%	77%	66%	76%	79%
Sidewalks & multiway trails maintenance	<b>75%</b>	74%	72%	79%	78%	71%	71%	77%	76%	69%	80%	73%
Aquatics Services	<b>75%</b>	83%	<b>68%</b>	77%	78%	74%	72%	75%	76%	65%	76%	74%
Clearing, sanding and winter maintenance of sidewalks and multiway trails	<b>72%</b>	72%	67%	<b>78%</b>	<b>81%</b>	67%	66%	71%	72%	76%	76%	72%
City Events (Summer in the City, Light up Leduc, Volunteer Fest)	<b>71%</b>	64%	69%	<b>80%</b>	78%	69%	69%	69%	<b>75%</b>	47%	72%	72%
Registered and drop-in recreation programs and camps	<b>68%</b>	63%	67%	75%	74%	66%	62%	68%	67%	69%	64%	76%

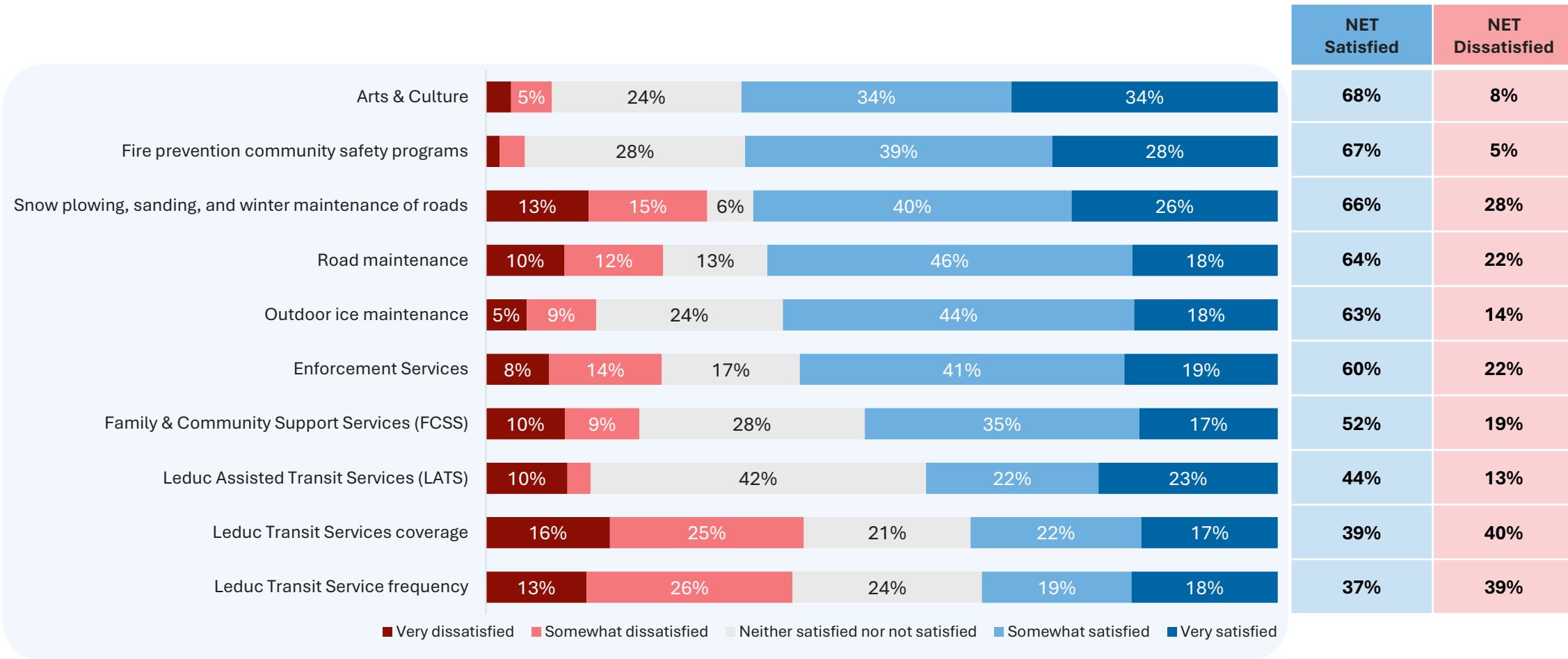
Q5. How satisfied are you with the City of Leduc's performance in each of the following areas?

Base: All respondents. Excluding I don't know/not available. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

## Satisfaction with Specific City Services (cont.)

Among those that provided a rating. Satisfaction is more mixed among the remaining services. Arts and culture, fire prevention, snow removal, road maintenance, outdoor ice maintenance, and enforcement all receive majority satisfaction, but dissatisfaction is higher for roads, snow removal, and enforcement. Transit coverage and transit frequency are the clearest pressure points, with satisfaction and dissatisfaction nearly balanced.



**Q5.** How satisfied are you with the City of Leduc's performance in each of the following areas?  
 Base: All respondents (n=248-501). Excluding I don't know/not available. Figures 3% or less not labelled.

## Satisfaction with Specific City Services (cont.)

### By Demographics

Among those that provided a rating. Lower-rated services show more demographic variation. Residents aged 55+ are more satisfied with arts and culture, snow removal, and transit coverage, while residents aged 35–54 are less satisfied with snow removal and enforcement. Southeast residents report lower satisfaction with Leduc Assisted Transit Services and transit coverage, and renters report lower satisfaction with road maintenance. Small subgroup results should be interpreted with caution.

% Satisfied	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
	n= <b>93-533</b>	6-52*	44-210	43-271	24-160*	14-79*	12-55*	42-236	78-476	11-48*	40-191	49-329
Arts & Culture	68%	54%	68%	78%	68%	56%	65%	74%	71%	48%	67%	71%
Fire prevention community safety programs	67%	75%	66%	64%	72%	63%	68%	64%	70%	47%	69%	65%
Snow plowing, sanding, and winter maintenance of roads	66%	71%	58%	72%	76%	56%	67%	63%	65%	77%	63%	71%
Road maintenance	64%	61%	62%	71%	69%	59%	61%	65%	69%	37%	66%	65%
Outdoor ice maintenance	63%	72%	57%	60%	50%	55%	82%	64%	64%	54%	66%	63%
Enforcement Services	60%	72%	53%	58%	60%	54%	70%	59%	61%	62%	60%	63%
Family & Community Support Services (FCSS)	52%	54%	48%	56%	65%	48%	46%	49%	54%	43%	61%	47%
Leduc Assisted Transit Services (LATS)	44%	30%	43%	55%	64%	49%	62%	21%	44%	57%	40%	51%
Leduc Transit Services coverage	39%	22%	37%	53%	50%	41%	40%	24%	40%	34%	40%	39%
Leduc Transit Service frequency	37%	31%	35%	46%	49%	43%	32%	28%	38%	35%	41%	33%

Q5. How satisfied are you with the City of Leduc's performance in each of the following areas?

Base: All respondents. Excluding I don't know/not available. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

# 3.2

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## Detailed Results

3.1 Citizen Satisfaction

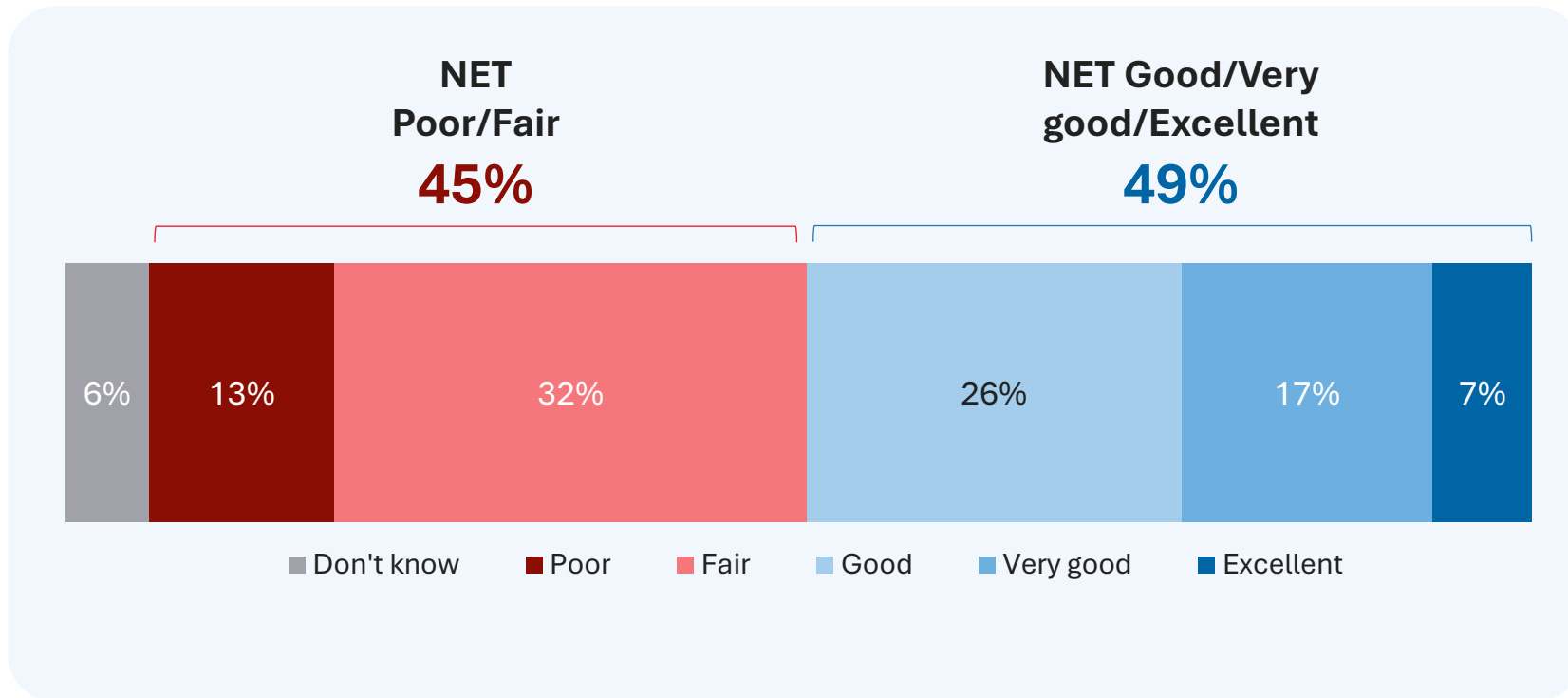
**3.2 Budget & Value** 

3.3 Service Drivers & Budget Trade-offs

3.4 Communication & Information

## Perceived Value Exceeds the Provincial Benchmark, but Resident Views are Mixed

Residents are closely split on whether they receive good value for their property tax dollars. While perceptions of value exceed the provincial benchmark, the results indicate mixed views overall, with similar proportions rating value positively and negatively. This suggests an opportunity to strengthen residents' understanding of the value they receive from City services.



Alberta Benchmark

**Q6.** From the property tax collected in 2025: 27% was collected on behalf of the province for education (26%) and regional housing (1%). 73% was collected to fund City of Leduc services. Thinking about the 73% used to fund city services, would you say you receive...?  
Base: All respondents (n=535).

## Perceived Value of City Services for Property Taxes

### By Demographics

Perceptions of value vary across groups, with older residents more likely to feel they receive good value and less likely to rate it poorly. Younger and mid-aged residents are more negative by comparison. Households without children also are more positive, while differences across regions and homeownership are relatively limited.

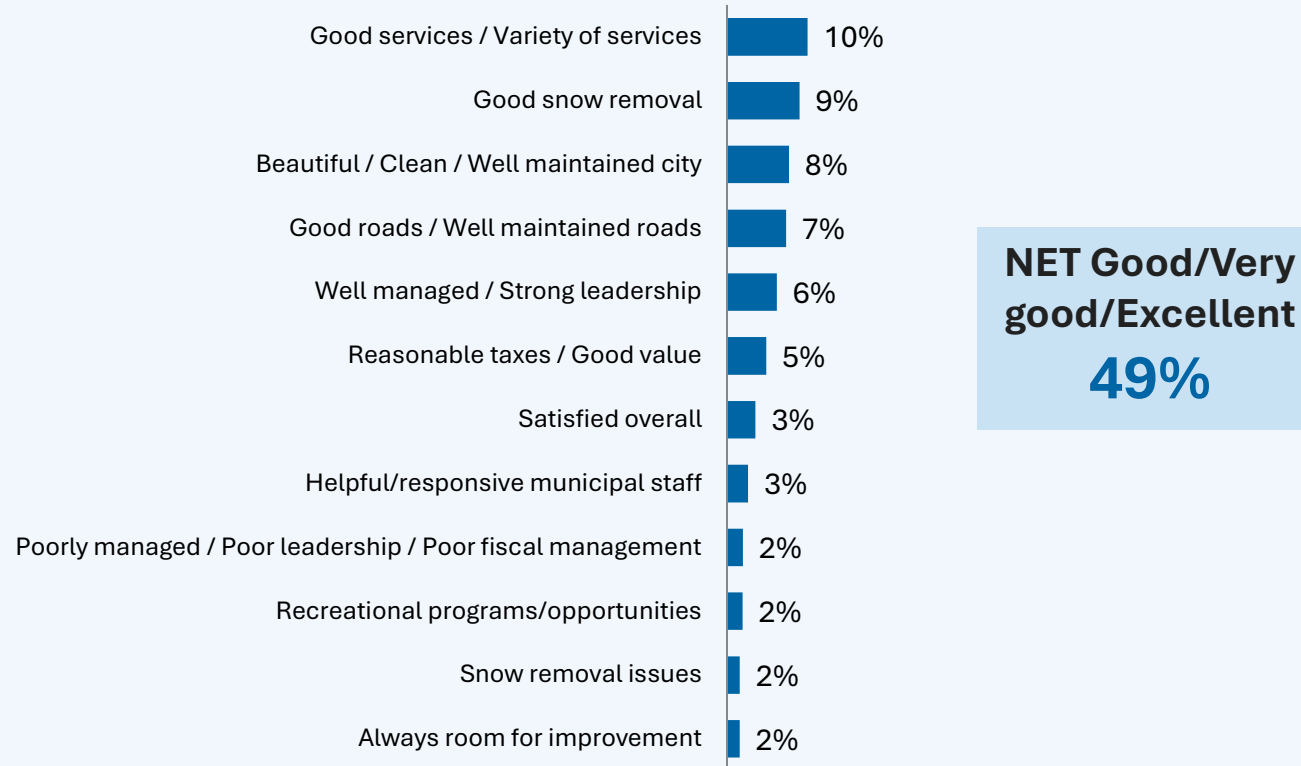
% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	535	52	210	273	162	79	55	236	476	50	191	331
<b>NET Good/Very good/Excellent (3-5)</b>	<b>49%</b>	42%	44%	62%	53%	42%	48%	50%	51%	46%	44%	55%
Excellent	7%	3%	7%	9%	8%	5%	5%	8%	7%	5%	7%	7%
Very good	17%	12%	17%	22%	19%	21%	19%	13%	18%	11%	15%	20%
Good	26%	27%	20%	30%	27%	17%	24%	29%	25%	30%	22%	29%
<b>NET Poor/Fair (1-2)</b>	<b>45%</b>	51%	49%	35%	40%	50%	44%	46%	46%	36%	50%	39%
Fair	32%	40%	30%	28%	27%	32%	38%	34%	33%	25%	36%	30%
Poor	13%	11%	19%	7%	13%	19%	6%	13%	12%	11%	15%	9%
Don't know	6%	7%	6%	4%	7%	7%	8%	3%	4%	18%	6%	6%

**Q6.** From the property tax collected in 2025: 27% was collected on behalf of the province for education (26%) and regional housing (1%). 73% was collected to fund City of Leduc services. Thinking about the 73% used to fund city services, would you say you receive...?  
Base: All respondents.

%/% statistically significantly higher/lower than general population

## Positive Value Driven by Services and City Maintenance (*Good/Very good/Excellent ratings*)

Perceptions of good value are driven by a mix of factors, led by the quality and variety of services, along with snow removal and overall city upkeep. No single factor dominates, suggesting positive perceptions are built on a combination of service delivery, infrastructure, and general city maintenance.



**Q6b.** What is the main reason you feel that you receive Good/Very good/Excellent value? [CODED]

Base: Respondents who indicate they receive Good/Very good/Excellent value for taxes (n=284). Responses receiving <2% not shown. Open-ended responses not tracked.

## Reasons for Perceived Value of City Services (*Good/Very good/Excellent*)

### By Demographics

Reasons for positive value perceptions are broadly consistent across demographics, with services, snow removal, and city upkeep cited across most groups. Some minor variations appear by age and region, but no clear or consistent pattern emerges.

% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	<b>284</b>	23*	95	166	91	37	32*	123	256	26*	84	198
Good services / Variety of services	<b>10%</b>	4%	12%	11%	12%	13%	9%	8%	11%	-	12%	9%
Good snow removal	<b>9%</b>	8%	14%	5%	7%	3%	15%	10%	10%	3%	9%	9%
Beautiful / Clean / Well maintained city	<b>8%</b>	8%	6%	8%	11%	4%	5%	7%	8%	2%	5%	9%
Good roads / Well maintained roads	<b>7%</b>	8%	6%	8%	3%	2%	17%	8%	8%	-	7%	7%
Well managed / Strong leadership	<b>6%</b>	4%	5%	8%	8%	13%	5%	3%	6%	10%	6%	6%
Reasonable taxes / Good value	<b>5%</b>	7%	4%	4%	4%	2%	2%	8%	4%	9%	4%	6%
Satisfied overall	<b>3%</b>	4%	3%	3%	5%	7%	-	3%	4%	3%	3%	4%
Helpful/responsive municipal staff	<b>3%</b>	-	-	6%	1%	6%	4%	2%	3%	-	1%	3%
Poorly managed / Poor leadership / Poor fiscal management	<b>2%</b>	-	3%	2%	3%	3%	2%	1%	2%	4%	1%	3%
Recreational programs/opportunities	<b>2%</b>	-	3%	2%	1%	-	2%	3%	2%	3%	3%	1%
Snow removal issues	<b>2%</b>	-	2%	2%	2%	2%	-	2%	2%	-	2%	1%
Always room for improvement	<b>2%</b>	4%	-	2%	1%	2%	-	2%	2%	2%	2%	1%

**Q6b.** What is the main reason you feel that you receive Good/Very good/Excellent value? [CODED]

Base: All respondents. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

## Perceived Value Concerns Center on Costs and Core Services (*fair/poor ratings*)

Concerns about value are primarily tied to snow removal and perceptions of high taxes or poor value for money. Secondary issues focus on service delivery and infrastructure, including road maintenance and perceptions of management. Overall, feedback points to a mix of cost-related concerns and expectations around core service performance driving lower value perceptions.



**Q6b.** What is the main reason you feel that you receive Poor/Fair value? [CODED]

Base: Respondents who indicate they receive Poor/Fair value for taxes(n=224). Responses receiving <2% not shown. Open-ended responses not tracked.

## Reasons for Perceived Value of City Services (*fair/poor*)

### By Demographics

Drivers of lower value perceptions differ across groups. Snow removal concerns are more pronounced among older residents and in the southwest, while concerns about high taxes are more prominent in the northwest. Perceptions of poor management are higher among renters. Other differences are scattered and smaller in scale, reinforcing that value concerns are not driven by a single, consistent issue across all groups.

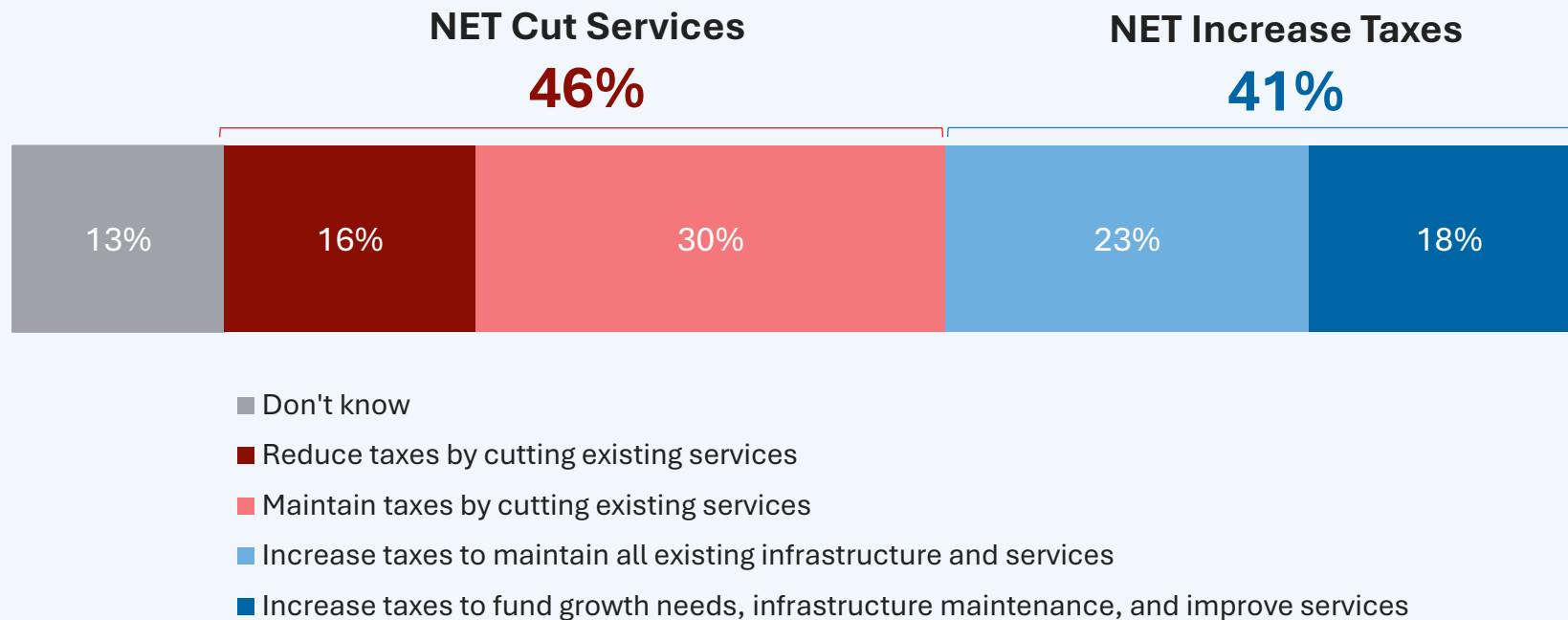
% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	<b>224</b>	26*	103	95	60	38	20*	104	204	14*	96	118
Snow removal issues	<b>16%</b>	10%	18%	21%	11%	37%	11%	14%	18%	4%	10%	23%
High taxes / Poor value	<b>14%</b>	10%	18%	12%	28%	9%	-	14%	14%	10%	19%	9%
Poorly managed / Poor leadership / Poor fiscal management	<b>10%</b>	3%	13%	12%	16%	13%	5%	7%	8%	21%	11%	10%
Road maintenance issues / Bad roads	<b>7%</b>	10%	7%	4%	4%	9%	5%	9%	7%	9%	7%	4%
Lack of services / Quality of services decreasing	<b>4%</b>	-	5%	7%	5%	6%	-	4%	4%	-	3%	4%
Lack of community events/programs	<b>4%</b>	9%	1%	1%	-	-	11%	4%	4%	-	3%	5%
Beautiful / Clean / Well maintained city	<b>3%</b>	9%	-	-	-	-	11%	2%	4%	-	7%	-
Issues with recreational facilities/programs	<b>2%</b>	3%	2%	2%	-	-	-	6%	3%	-	1%	2%
Always room for improvement	<b>2%</b>	4%	2%	1%	-	9%	-	2%	3%	-	4%	1%
Good snow removal	<b>2%</b>	6%	-	-	-	-	11%	-	-	20%	-	4%
More transportation options needed / More public transit	<b>2%</b>	3%	2%	1%	-	2%	-	5%	2%	-	2%	2%
Recreation center fees too high	<b>2%</b>	-	4%	-	-	-	-	2%	2%	-	3%	1%

**Q6b.** What is the main reason you feel that you receive Poor/Fair value? [CODED]  
Base: All respondents. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

## Residents Split on Tax vs. Service Trade-Offs

Residents are divided on how to balance taxes and services, with slightly more leaning toward reducing or maintaining taxes through service cuts than increasing taxes. However, support for increasing taxes is substantial, indicating no clear consensus and a community split on preferred approach.



Q7. 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?  
Base: All respondents (n=535).

## Preferred Tax Approach for City Services

### By Demographics

While residents overall remain split, support for increasing taxes is higher among younger residents, renters, and those without children. In contrast, families with children and those in the southwest are more likely to favour cutting or maintaining taxes through service reductions.

% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	535	52*	210	273	162	79*	55*	236	476	50*	191	331
<b>NET Increase taxes</b>	<b>41%</b>	47%	<b>32%</b>	45%	39%	33%	53%	40%	40%	50%	<b>32%</b>	<b>49%</b>
Increase taxes to fund growth needs, infrastructure maintenance, and improve services	<b>18%</b>	21%	15%	18%	20%	15%	14%	19%	16%	<b>33%</b>	16%	20%
Increase taxes to maintain all existing infrastructure and services	<b>23%</b>	26%	<b>17%</b>	28%	18%	18%	<b>39%</b>	21%	25%	16%	<b>16%</b>	<b>29%</b>
<b>NET Cut services</b>	<b>46%</b>	47%	51%	<b>39%</b>	48%	57%	36%	46%	47%	37%	<b>55%</b>	<b>38%</b>
Maintain taxes by cutting existing services	<b>30%</b>	30%	33%	26%	27%	36%	25%	33%	31%	23%	<b>36%</b>	<b>25%</b>
Reduce taxes by cutting existing services	<b>16%</b>	17%	18%	13%	21%	21%	10%	13%	16%	14%	19%	13%
Don't know	<b>13%</b>	<b>6%</b>	17%	16%	13%	10%	11%	14%	13%	13%	13%	13%

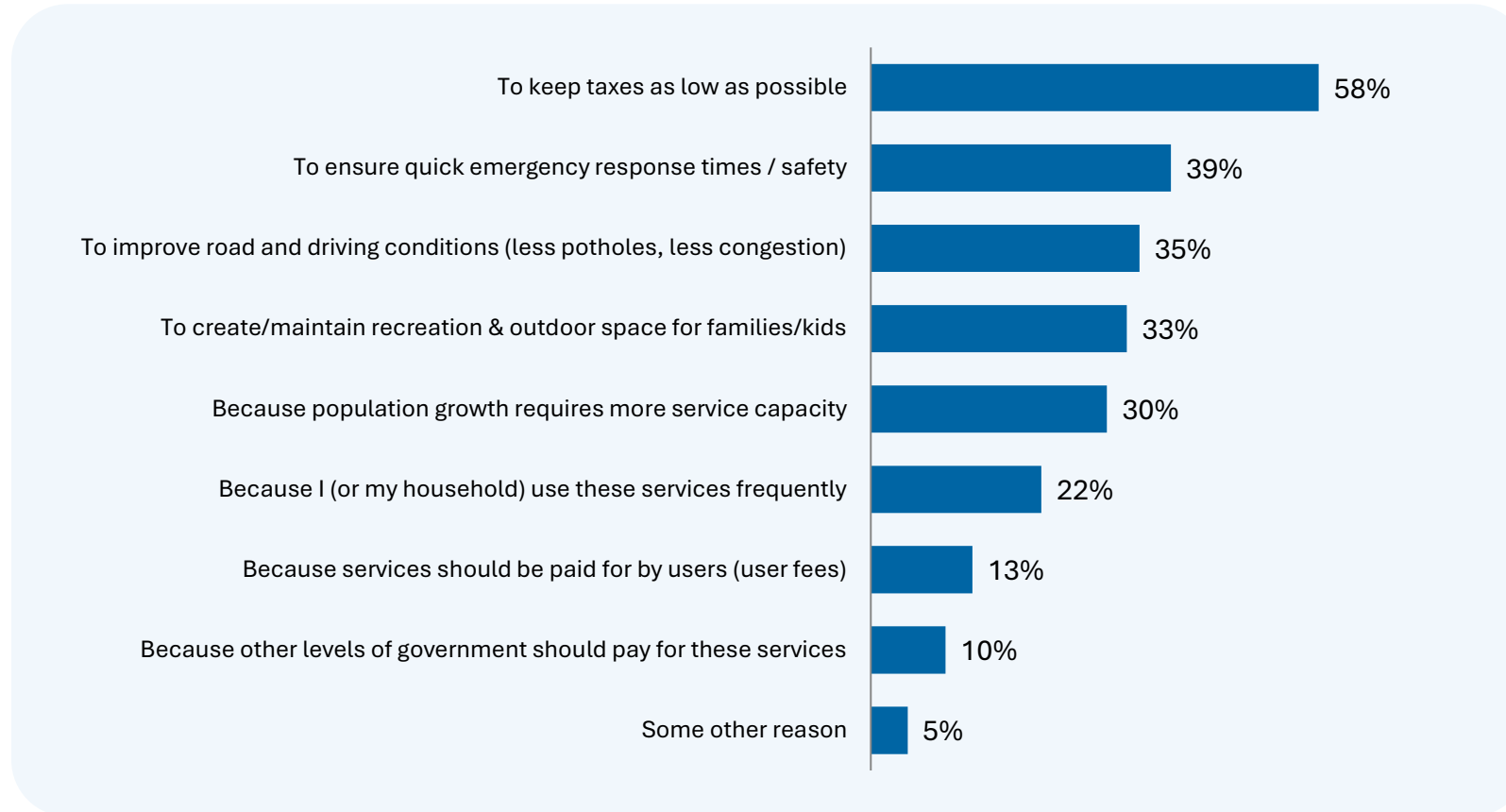
**Q7.** Next, thinking about the City of Leduc services overall and infrastructure (public buildings, roads, etc.), which of the following tax strategies best represents your preference?

Base: All respondents. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

## Reasons Influencing Budget Choices

Keeping taxes as low as possible is the leading factor influencing budget choices. However, residents also weigh emergency response, road conditions, recreation and outdoor spaces, and population growth, showing that budget decisions are shaped by both affordability and expectations for core service delivery.



**Q10.** Which of the following reasons influenced your budget choices today?

Base: All respondents (n=535). None/nothing (<1%), don't know/no opinion (2%) and responses receiving <5% not shown.

## Reasons Influencing Budget Choices

### By Demographics

Tax affordability is a consistent influence across most groups. Service-specific priorities vary more: emergency response is more influential among residents aged 55+ and northeast residents, recreation and outdoor spaces are more influential among renters and households with children, and younger residents are more likely to be influenced by frequent household use of services.

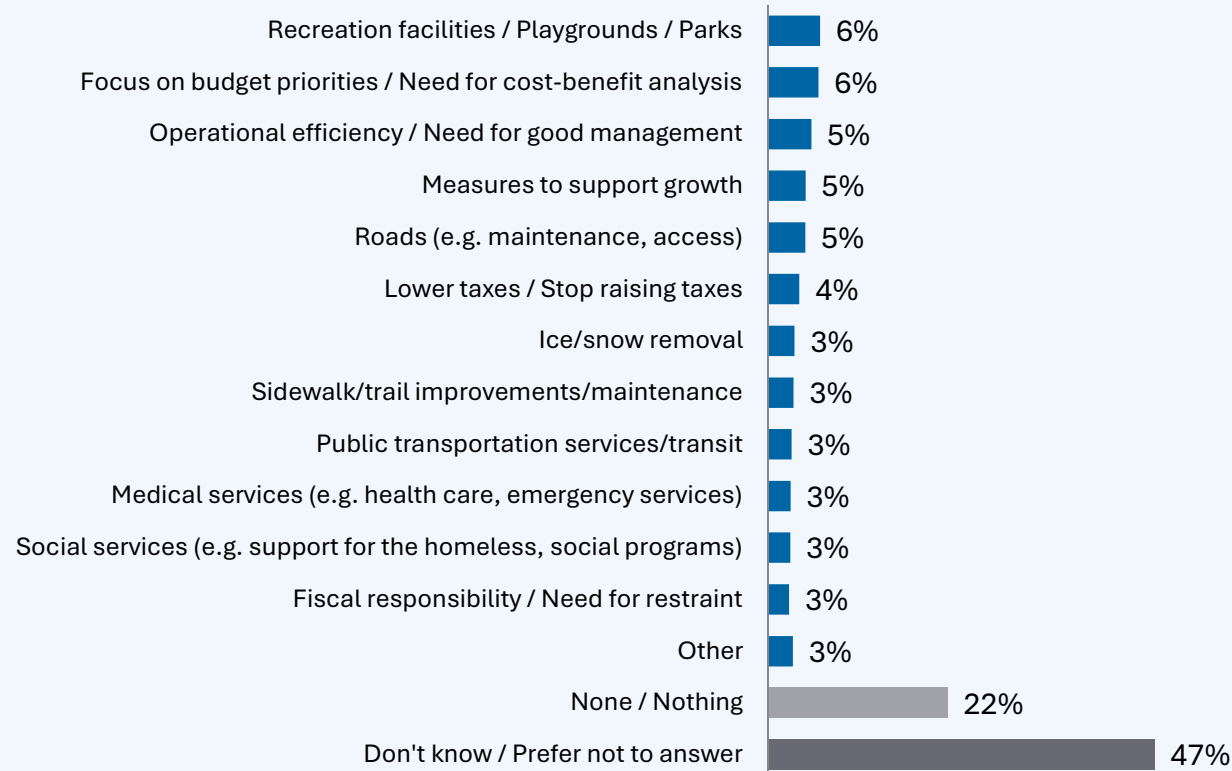
% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	535	52*	210	273	162	79*	55*	236	476	50*	191	331
To keep taxes as low as possible	58%	54%	59%	59%	58%	61%	49%	60%	59%	42%	60%	55%
To ensure quick emergency response times / safety	39%	36%	35%	46%	37%	25%	53%	39%	39%	39%	38%	41%
To improve road and driving conditions (less potholes, less congestion)	35%	42%	32%	31%	30%	31%	42%	37%	35%	39%	25%	40%
To create/maintain recreation & outdoor space for families/kids	33%	41%	32%	27%	28%	30%	40%	34%	31%	49%	41%	28%
Because population growth requires more service capacity	30%	24%	32%	34%	30%	31%	21%	36%	31%	30%	29%	33%
Because I (or my household) use these services frequently	22%	32%	20%	16%	26%	32%	9%	22%	22%	29%	26%	20%
Because services should be paid for by users (user fees)	13%	8%	15%	16%	16%	14%	7%	14%	14%	7%	16%	11%
Because other levels of government should pay for these services	10%	10%	12%	7%	9%	10%	11%	9%	10%	7%	13%	7%
Some other reason	5%	13%	2%	1%	<1%	2%	15%	4%	5%	3%	5%	5%

Q10. Which of the following reasons influenced your budget choices today?  
Base: All respondents. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

## Missing Services or Trade-Offs in Scenarios

Most residents did not identify a specific missing service or trade-off. Among those who did, responses were spread across recreation and parks, budget prioritization, operational efficiency, growth, and roads. No single issue emerged as a dominant omission, suggesting the scenarios generally captured the main budget considerations.



**Q11.** Are there any services, projects, or trade-offs you feel are missing from the budget scenarios? [CODED]  
 Base: All respondents (n=535). Responses receiving <3% not shown.

## Missing Services or Trade-Offs in Scenarios

### By Demographics

Missing-service comments were limited across demographic groups and did not reveal a major omitted priority. Younger residents were more likely to say they did not know or preferred not to answer, while residents aged 35–54 were somewhat more likely to mention lower taxes. Overall, subgroup differences are modest and should be interpreted cautiously.

% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
	n= 535	52*	210	273	162	79*	55*	236	476	50*	191	331
Recreation facilities / Playgrounds / Parks	6%	3%	9%	6%	5%	6%	8%	7%	7%	5%	9%	4%
Focus on budget priorities / Need for cost-benefit analysis	6%	5%	8%	5%	6%	12%	5%	4%	5%	9%	4%	6%
Operational efficiency / Need for good management	5%	5%	5%	6%	6%	5%	2%	7%	5%	8%	4%	5%
Measures to support growth	5%	4%	5%	5%	5%	4%	1%	7%	5%	-	7%	3%
Roads (e.g. maintenance, access)	5%	7%	4%	3%	3%	6%	5%	5%	5%	3%	4%	3%
Lower taxes / Stop raising taxes	4%	2%	6%	3%	4%	5%	1%	5%	4%	1%	6%	2%
Ice/snow removal	3%	3%	3%	3%	3%	1%	5%	4%	4%	-	3%	3%
Sidewalk/trail improvements/maintenance	3%	7%	1%	2%	3%	9%	1%	2%	3%	-	3%	2%
Public transportation services/transit	3%	5%	3%	2%	<1%	-	8%	4%	3%	2%	5%	2%
Medical services (e.g. health care, emergency services)	3%	5%	2%	2%	2%	1%	5%	3%	2%	7%	2%	3%
Social services (e.g. support for the homeless, social programs)	3%	6%	1%	1%	2%	1%	5%	3%	2%	9%	2%	3%
Fiscal responsibility / Need for restraint	3%	2%	2%	4%	5%	-	-	3%	3%	-	3%	2%
Other	3%	1%	3%	4%	4%	3%	1%	3%	3%	3%	3%	3%
None / Nothing	22%	15%	25%	24%	21%	25%	18%	24%	22%	19%	19%	24%
Don't know / Prefer not to answer	47%	60%	42%	42%	49%	46%	57%	41%	47%	54%	46%	48%

Q11. Are there any services, projects, or trade-offs you feel are missing from the budget scenarios? [CODED]

Base: All respondents. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

# 3.3

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## Detailed Results

3.1 Citizen Satisfaction

3.2 Budget & Value

**3.3 Service Drivers & Budget Trade-offs** 

3.4 Communication & Information

# What the Results Suggest About Resident Expectations

How service performance and budget priorities shape resident perceptions of satisfaction

## **1. Core service reliability has the greatest influence on overall confidence in the City**

Driver analysis shows that satisfaction is most strongly shaped by the performance of essential services such as:

- snow and ice control
- roads and sidewalks
- fire and emergency services

The budget trade-off analysis also shows residents are least tolerant of reductions in these areas, suggesting they represent minimum expected service standards.

## **2. Experience-based services build satisfaction among users, but do not always generate broad support for expansion**

Recreation, arts, culture, events, and some community services are more strongly influenced by direct experience and participation.

Residents who use these services tend to value them more positively, but conjoint results suggest residents are more cautious about expanding these services if associated with higher taxes.

## **3. Residents prefer maintaining reliable service delivery over broad service expansion**

The conjoint analysis shows strong sensitivity to property tax increases and a consistent preference for maintaining current service levels.

The combined results suggest the strongest strategy is:

- protecting core service reliability
- improving user experience where friction exists
- targeting investments where they clearly improve satisfaction or reduce risk

## How to Read This Section

The analysis uses three lenses to show how services shape satisfaction and budget preferences.

### 1. Experience vs. performance drivers

This shows whether overall satisfaction is more strongly associated with:

- **Experience:** whether residents had experience with, recalled, or had an opinion about a service
- **Performance:** how residents rated the service itself

#### How to read it:

Performance-heavy services require strong execution. Experience-heavy services require access, awareness, participation, and a positive user journey.



### 2. Experience gap

This compares overall satisfaction between residents who experienced or had an opinion about a service and those who did not.

#### How to read it:

A positive gap suggests the service may be underappreciated until used. A negative gap suggests potential friction, unmet expectations, or a difficult service experience.



### 3. Budget trade-offs

This shows how residents respond to changes in service levels and property taxes.

#### How to read it:

Positive values increase preference. Negative values reduce preference. “Maintain” or “no change” is the baseline.

Results should be interpreted as directional associations, not proof that a service directly causes higher or lower satisfaction.

## Service Drivers of Satisfaction and Budget Trade-Offs

Services vary in whether satisfaction is driven by direct experience or perceived performance

### **What Driver Analysis is:**

The driver analysis shows that resident satisfaction is shaped by two related but distinct factors: whether residents have direct experience with a service, and how well that service is perceived to perform. This distinction is important because not all services influence satisfaction in the same way. Some services are “performance-critical” and affect overall satisfaction when they fail to meet expectations. Others are “experience-driven” and tend to build satisfaction primarily among residents who use or interact with them. The budget trade-off results add a second lens by showing which service changes residents are most willing, or least willing, to support.

### **What it tells us:**

The analysis separates two ways municipal services shape overall satisfaction. The horizontal axis shows the relative importance of having experienced or recalled a service, while the vertical axis shows the relative importance of the service rating itself. Services positioned higher on the chart are more performance-driven: satisfaction is influenced by how well the service is perceived to work. Services positioned farther to the right are more experience-driven: satisfaction depends more heavily on whether residents have used or interacted with the service.

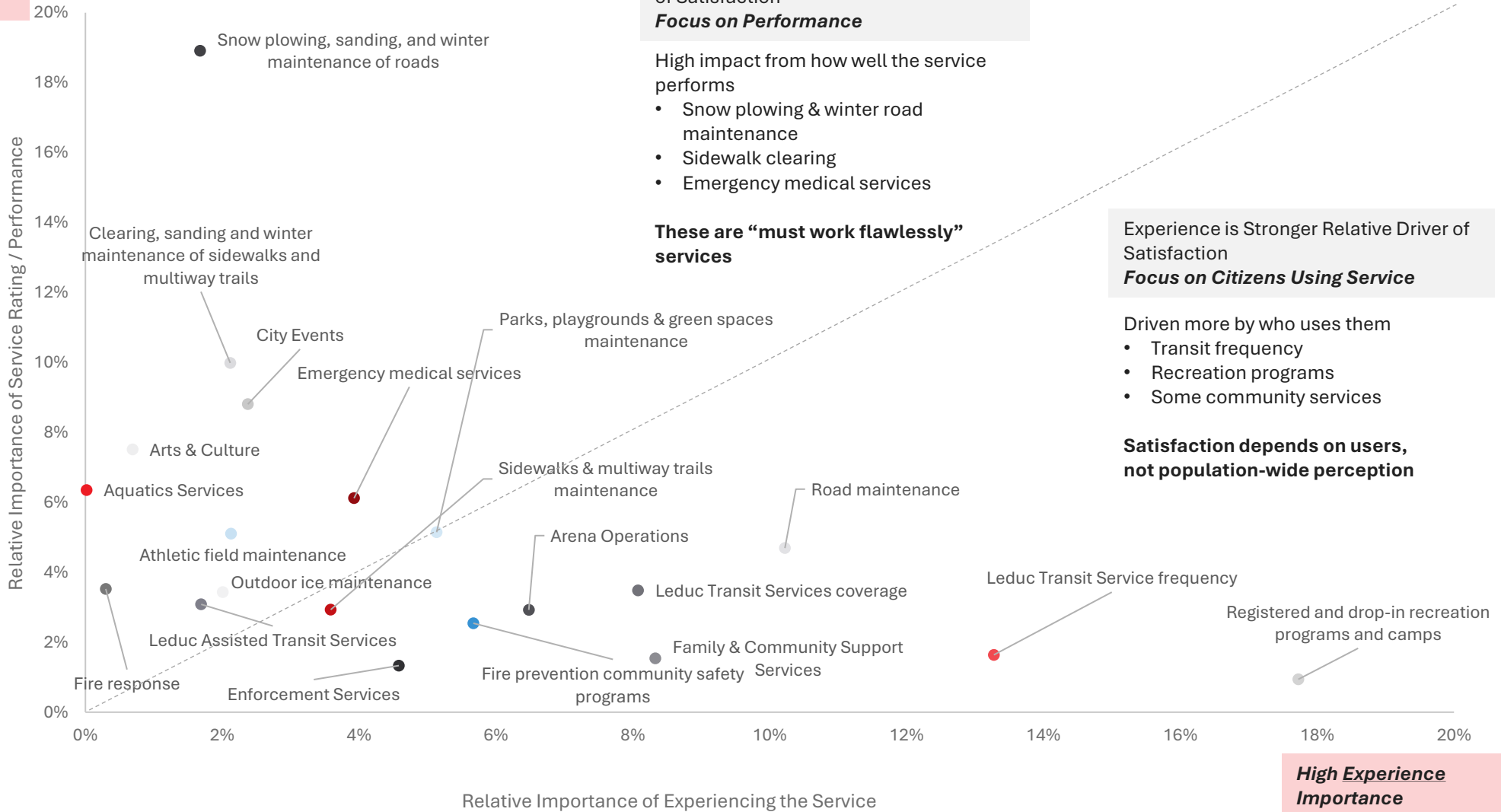
This distinction is important because it points to different management strategies. Performance-driven services, such as snow plowing, winter road maintenance, sidewalk clearing, and emergency medical services, function as “must work” services. Residents expect these services to be reliable, and weak performance can have an outsized effect on overall satisfaction.

By contrast, services such as transit frequency, recreation programs, and some community services are more experience-driven. For these services, the satisfaction impact depends more on residents’ actual use of the service. The strategic focus is therefore not only service quality, but also access, awareness, participation, and ensuring that the user experience is positive.

# Experience and performance influence satisfaction in different ways

**Key takeaway:** Core infrastructure and emergency services are judged primarily on performance. Recreation, transit, and community services depend more on direct resident experience.

**High Performance Importance**



**High Experience Importance**

## What went into the Driver Analysis: Relative importance of experience and performance by service area

Performance-heavy services need reliability and execution. Experience-heavy services need access, awareness, and a better user journey.

### **What this means for service planning:**

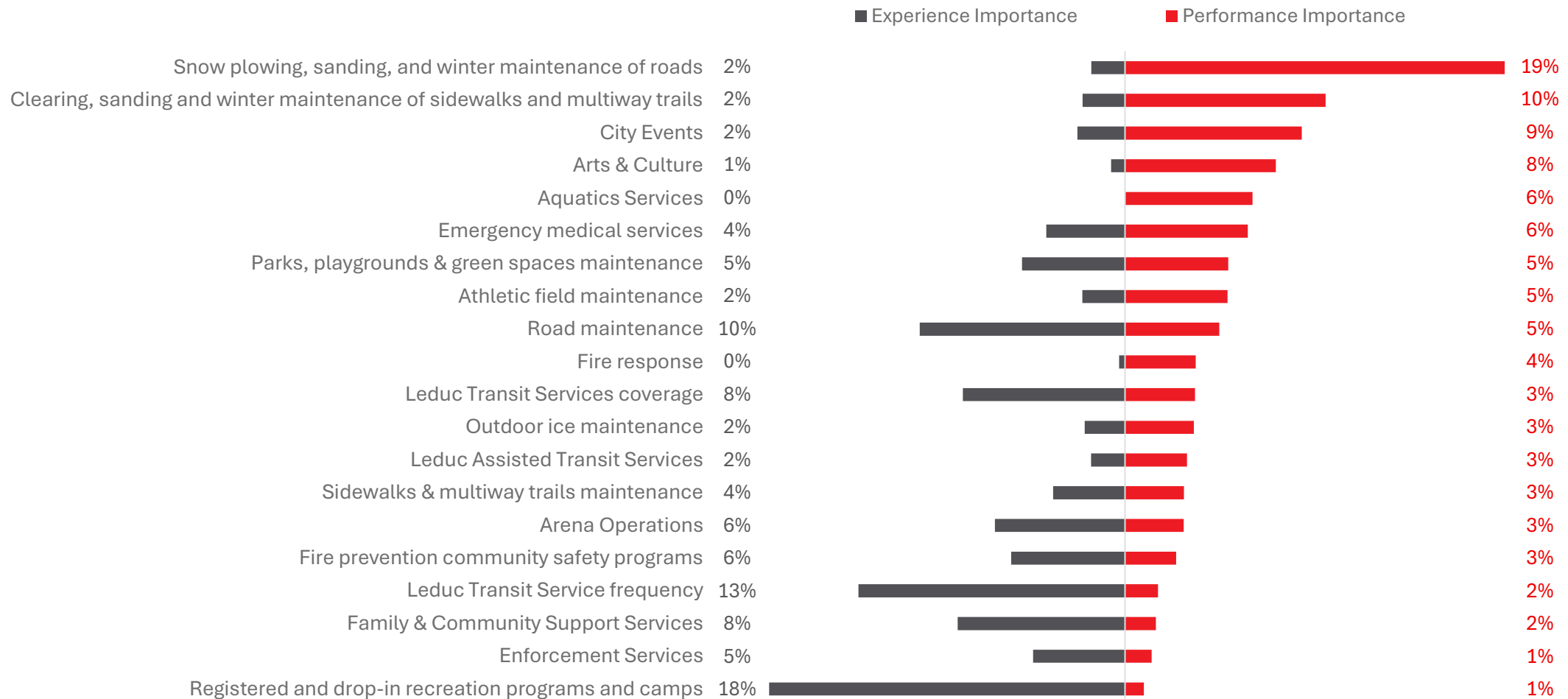
The comparison of experience importance and performance importance reinforces that services do not all influence satisfaction in the same way. Snow plowing, winter road maintenance, sidewalk clearing, road maintenance, and emergency services are more performance-sensitive. For these services, satisfaction is driven by the quality, consistency, and reliability of delivery.

Recreation programs, transit frequency, transit coverage, and some community services show a stronger experience component. These services are more dependent on who uses them and how residents experience them. For these areas, improving satisfaction may require increasing awareness, improving access, reducing barriers to use, and strengthening the quality of the interaction residents have with the service.

The implication is that the City should not apply the same improvement strategy across all services. For performance-heavy services, the focus should be execution quality. For experience-heavy services, the focus should be participation, access, communication, and user experience.

## Relative importance of experience and performance by service area (cont.)

Bars to the left show experience importance; bars to the right show performance importance. Both represent relative importance, not positive or negative satisfaction.



## What went into the Driver Analysis: Experience vs No Experience (Satisfaction Gap)

Direct experience can either increase or reduce overall satisfaction

### **How to read the satisfaction gap:**

The satisfaction gap compares overall satisfaction among residents who experienced or had an opinion about a service with residents who did not experience the service or had no opinion. Positive gaps indicate services where experience is associated with higher overall satisfaction. Negative gaps indicate services where experience is associated with lower overall satisfaction.

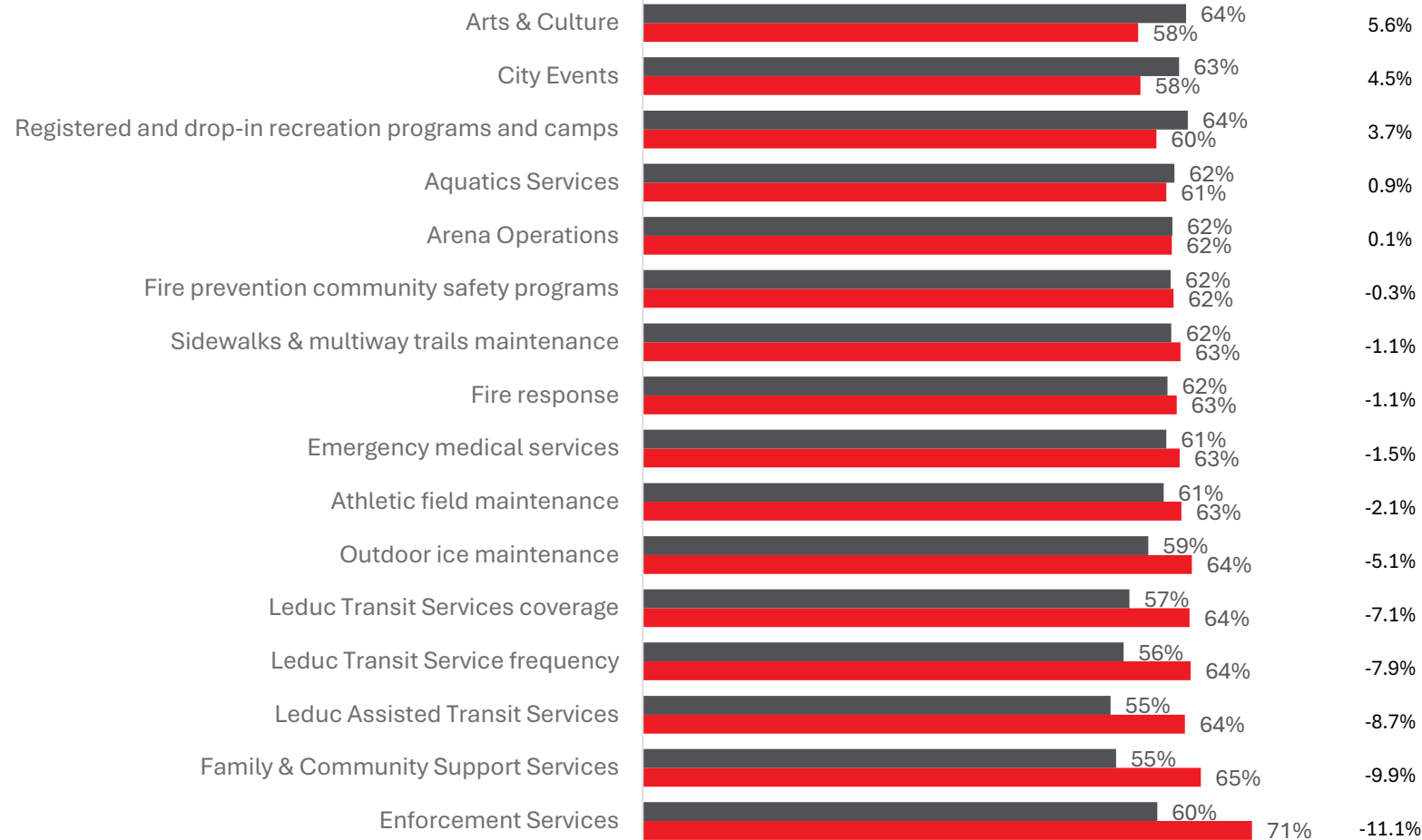
Several services show a positive experience effect. Arts and culture, City events, recreation programs, aquatics, and arena operations are viewed more positively among residents who have experienced them. These services appear to be underappreciated by non-users and may deliver more value once residents participate in them.

Other services show a negative experience gap. Enforcement services, Family and Community Support Services, assisted transit, transit frequency, and transit coverage are associated with lower overall satisfaction among those with experience or an opinion. This does not necessarily mean the services cause dissatisfaction, but it does signal potential friction points, unmet expectations, or difficult service interactions that may be affecting resident perceptions.

# Experience vs No Experience (Satisfaction Gap) (cont.)

Overall Satisfaction (% Top-2) by Having Experience or Not

■ Experience/Had an opinion    ■ Did not experience or had no opinion



**Positive gap services (experience increases satisfaction)**

- Arts & culture
- Recreation programs
- Some facilities

These services are underappreciated until used

**Negative gap services are associated with lower overall satisfaction among those with experience or an opinion**

- Enforcement services
- Community support
- Transit services

Likely require user-experience review, service clarity, or expectation management

**GAP**

**Experience = positive impact**

**GAP** represents the difference in overall satisfaction by whether citizens experienced or recalled the experience.

Higher values represent experiences associated with higher satisfaction. Negative values represent experiences associated with lower satisfaction

## What went into the Driver Analysis: Impact of Positive Experiences on Overall Satisfaction

Positive service experiences are most powerful when they occur in reputation-defining services

### **What it tells us:**

Among people who had a positive service experience, which services are most associated with higher overall satisfaction?

Positive experiences do not carry the same weight across all services. The analysis shows that residents who report positive experiences with fire response, parks and green spaces, athletic field maintenance, and emergency medical services are among the most likely to report high overall satisfaction with the City.

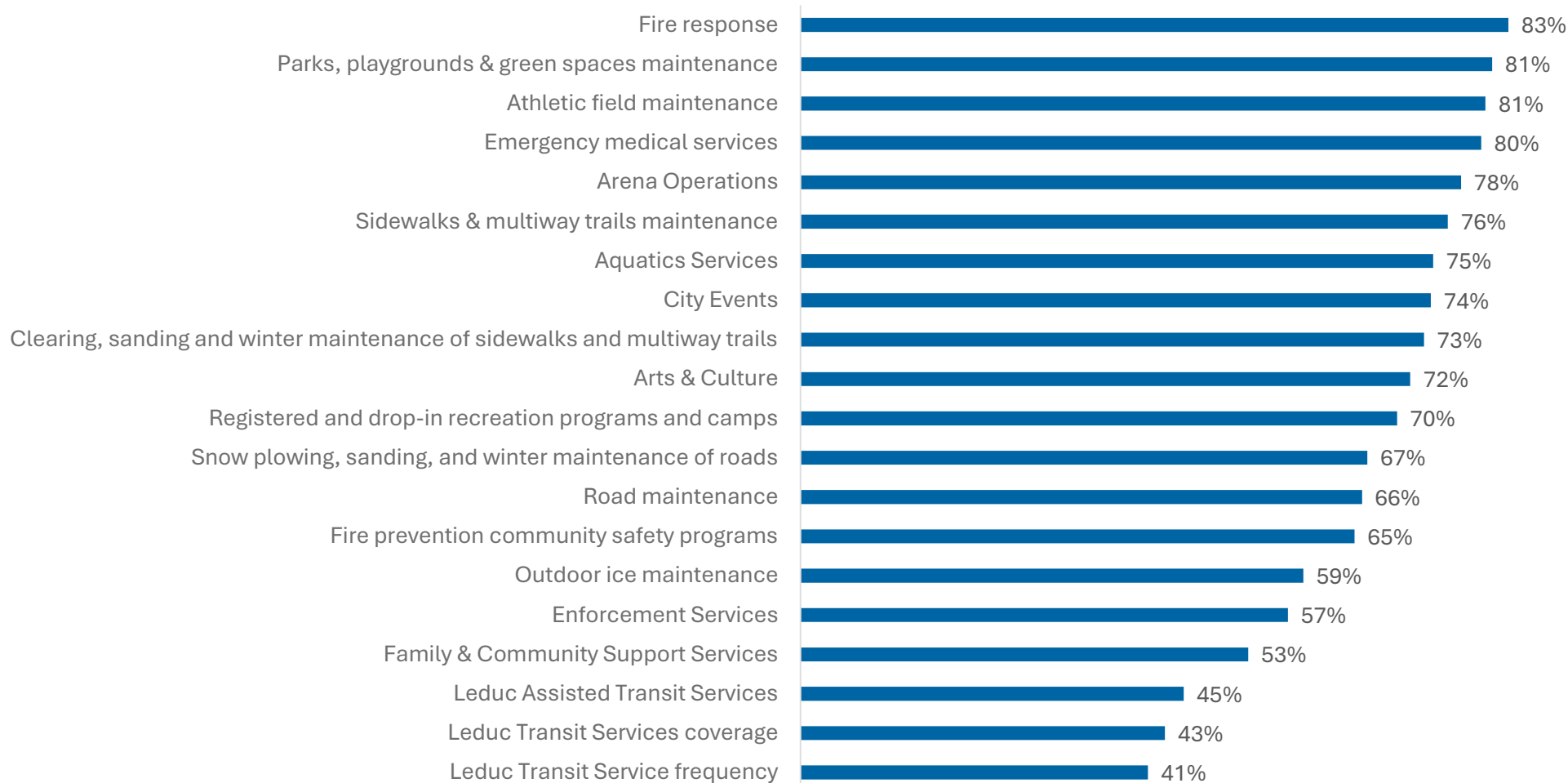
These services can be understood as reputation-defining services. They shape broader confidence in the City because they are visible, essential, or strongly connected to safety and quality of life. Maintaining strong performance in these areas is therefore important not only for service-specific satisfaction, but also for the City's overall reputation.

At the lower end of the chart, positive experiences with transit-related services and some support services are less strongly associated with overall satisfaction. This suggests that even where users rate these services positively, broader satisfaction may still be affected by service expectations, access issues, frequency, coverage, or the nature of the interaction residents have with the service.

## Impact of Positive Experiences on Overall Satisfaction

Fire, emergency services, parks, green spaces, and athletic fields have city-wide reputational importance. Positive experiences in these areas are especially valuable.

% Top-2 Overall Satisfaction Among Citizens with Positive Service Experience



Citizens with a positive service experience (rating the service Top-2) have HIGHER overall satisfaction with City.

**Strongest drivers of city-wide satisfaction**

- Fire response
- Parks & green spaces
- Athletic fields
- Emergency services

These are **reputation-defining services**

Citizens with a positive service experience (rating the service Top-2) have LOWER overall satisfaction with City.

# Budget Trade-offs: Summary Results of Discrete Choice

The driver analysis identifies what shapes satisfaction; the discrete choice analysis shows how residents respond to service and tax changes.

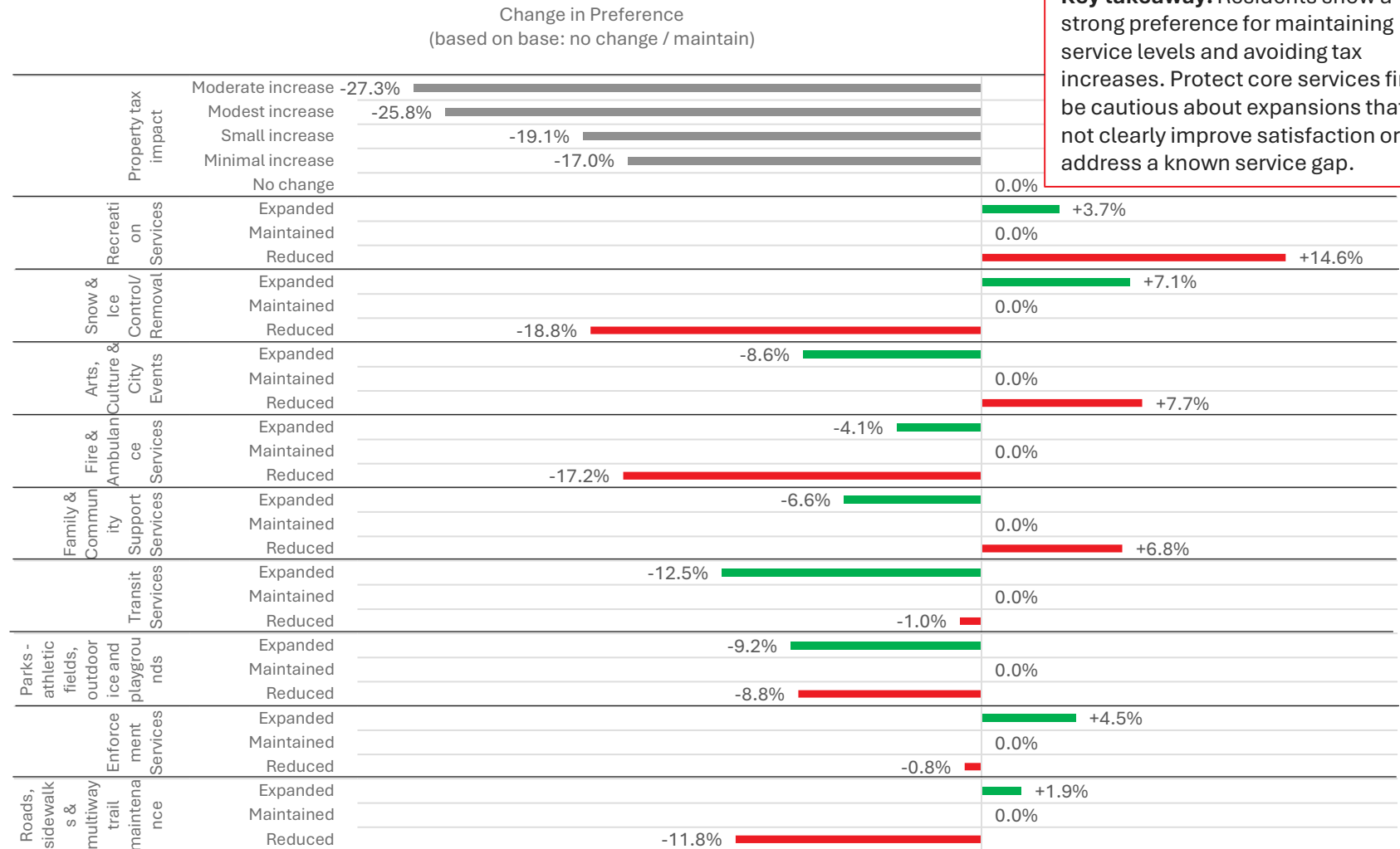
### What it tells us:

The discrete choice results show strong resistance to property tax increases. Maintaining current service levels is generally safer than either reducing services or expanding services in ways that require additional taxation. The steep negative response to modest and moderate tax increases suggests that residents are highly sensitive to affordability and cautious about service expansion if it comes with higher taxes.

The results also show that not all service changes are viewed equally. Reductions to core services such as snow and ice control, fire and ambulance services, and core infrastructure are more likely to reduce support. These are services where residents appear to have minimum acceptable expectations. Falling below those expectations creates reputational and satisfaction risk.

At the same time, expansions are not universally rewarded. Some service expansions produce limited gains in support, and in certain categories, expansion may even reduce support if residents associate it with higher cost or lower budget priority. This reinforces the importance of prioritizing improvements that protect core service reliability, address known friction points, or increase value without simply increasing service levels across the board.

**Key takeaway:** Residents show a strong preference for maintaining service levels and avoiding tax increases. Protect core services first; be cautious about expansions that do not clearly improve satisfaction or address a known service gap.



## Budget Trade-offs: Budget implications from the service-change analysis

### Residents are tax-sensitive

- Even small increases reduce support; moderate increases are strongly opposed.

### Maintain is the lowest-risk position

- Residents generally prefer current service levels over reductions or expansions.

### Core services should be protected

- Roads, snow and ice control, fire, emergency services, and basic parks/recreation infrastructure carry higher reduction risk.

### Expansion should be selective

- Some services are valued by users but do not generate broad support for incremental funding increases.

### Some services have threshold expectations

- Residents may not reward expansion, but may penalize reductions below acceptable levels.

## Strategic Implications

What should we do with all this information?

### What it tells us:

Taken together, the results suggest a disciplined approach to service planning.

The City should protect core service performance, improve the resident experience where direct users report lower satisfaction, and increase access to services that are valued more once used.

Given strong tax sensitivity, service expansion should be targeted and justified by clear evidence of need, satisfaction impact, or risk reduction.

### Conclusion

Overall, the analysis suggests that resident satisfaction is best supported by protecting core service performance, improving the experience of services where users report lower satisfaction, and increasing access to services that are more positively viewed once used.

The budget trade-off results reinforce the need for discipline: residents are resistant to tax increases and generally prefer maintaining current service levels.

As a result, the strongest budget strategy is not broad expansion, but targeted investment in core service reliability, user-experience improvements, and communication that helps residents understand the value of services they may not directly use.

Service type	Services included	What the results suggest	Strategic response
<b>Protect and execute</b>	Snow and ice control, road maintenance, sidewalk clearing, fire and emergency services	Satisfaction depends heavily on perceived performance; reductions are risky	Maintain reliability, set clear service standards, communicate performance clearly
<b>Fix experience friction</b>	Transit, assisted transit, enforcement, Family and Community Support Services	Direct experience is associated with lower overall satisfaction	Review user experience, clarify expectations, reduce process friction, improve communication
<b>Increase access and awareness</b>	Arts and culture, events, recreation programs, aquatics, facilities	Experience is associated with higher satisfaction; non-users may undervalue these services	Improve awareness, participation, and access before assuming major new funding is needed
<b>Maintain thresholds</b>	Parks, recreation basics, infrastructure-related services	Residents may not strongly reward expansion but may penalize reductions	Avoid cuts below acceptable service levels; target improvements where gaps are clear

# 3.4

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## Detailed Results

3.1 Citizen Satisfaction

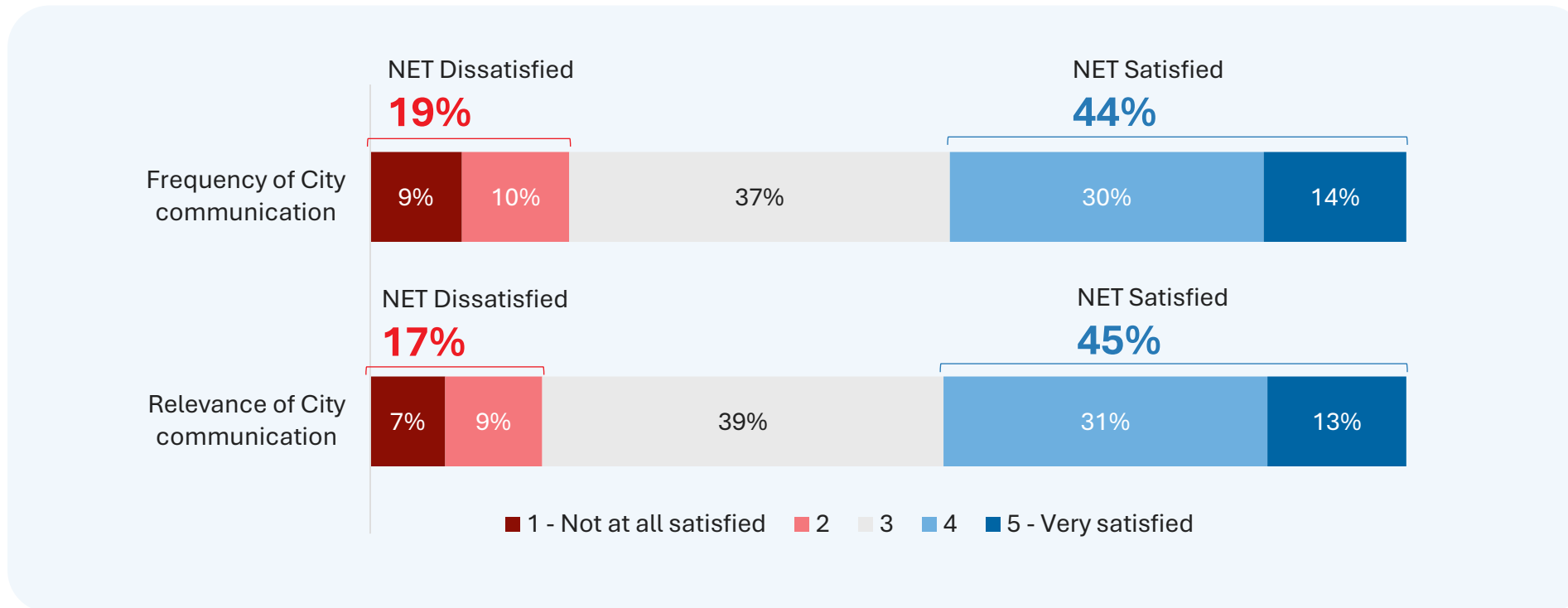
3.2 Budget & Value

3.3 Service Drivers & Budget Trade-offs

**3.4 Communication & Information** 

## Communication Satisfaction Shows Room to Improve

Fewer than half of residents are satisfied with the frequency and relevance of the City's communication. At the same time, a large share remain neutral and nearly one in five are dissatisfied, suggesting an opportunity to strengthen both the effectiveness and reach of resident communications.



Q12. Turning now to how the City of Leduc communicates with residents, how satisfied are you with...?  
 Base: All respondents (n=535). \*\*\*\*quality in 2023

# Satisfaction with City Communication

## By Demographics

Satisfaction with City communication is lower among renters, who are less satisfied with both frequency and relevance and more likely to be dissatisfied. Regionally, the northeast reports lower satisfaction with relevance, while the southwest reports stronger results. Older residents tend to be somewhat more satisfied, but overall differences by age are modest.

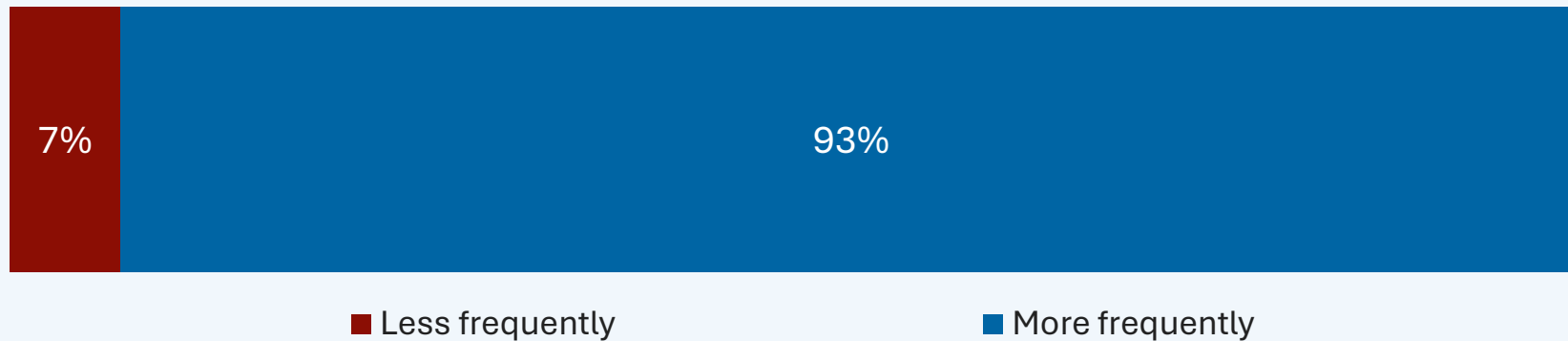
% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	535	52*	210	273	162	79*	55*	236	476	50*	191	331
Frequency of communication												
<b>NET Satisfied (4-5)</b>	<b>44%</b>	44%	42%	46%	46%	42%	38%	45%	46%	33%	48%	42%
Neutral (3)	37%	41%	36%	35%	32%	35%	46%	37%	37%	37%	32%	40%
<b>NET Dissatisfied (1-2)</b>	<b>19%</b>	15%	23%	19%	22%	23%	16%	18%	18%	30%	20%	18%
Relevance of communication												
<b>NET Satisfied (4-5)</b>	<b>45%</b>	42%	42%	49%	43%	50%	36%	48%	47%	30%	50%	42%
Neutral (3)	39%	41%	41%	34%	42%	32%	46%	36%	37%	50%	33%	44%
<b>NET Dissatisfied (1-2)</b>	<b>17%</b>	17%	17%	17%	15%	19%	19%	17%	16%	20%	17%	14%

Q12. Turning now to how the City of Leduc communicates with residents, how satisfied are you with...?  
 Base: All respondents. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

## Strong Demand for More Frequent Communication

Among those dissatisfied with current communication, there is an overwhelming preference for more frequent updates. Very few residents are looking for less communication, clearly indicating a direction for improvement.



# Preferred Communication Frequency

## By Demographics

Preference for more frequent communication is nearly universal across all demographic groups, with minimal variation by age, region, or household type. Very few residents prefer less frequent communication, reinforcing a clear and consistent expectation.

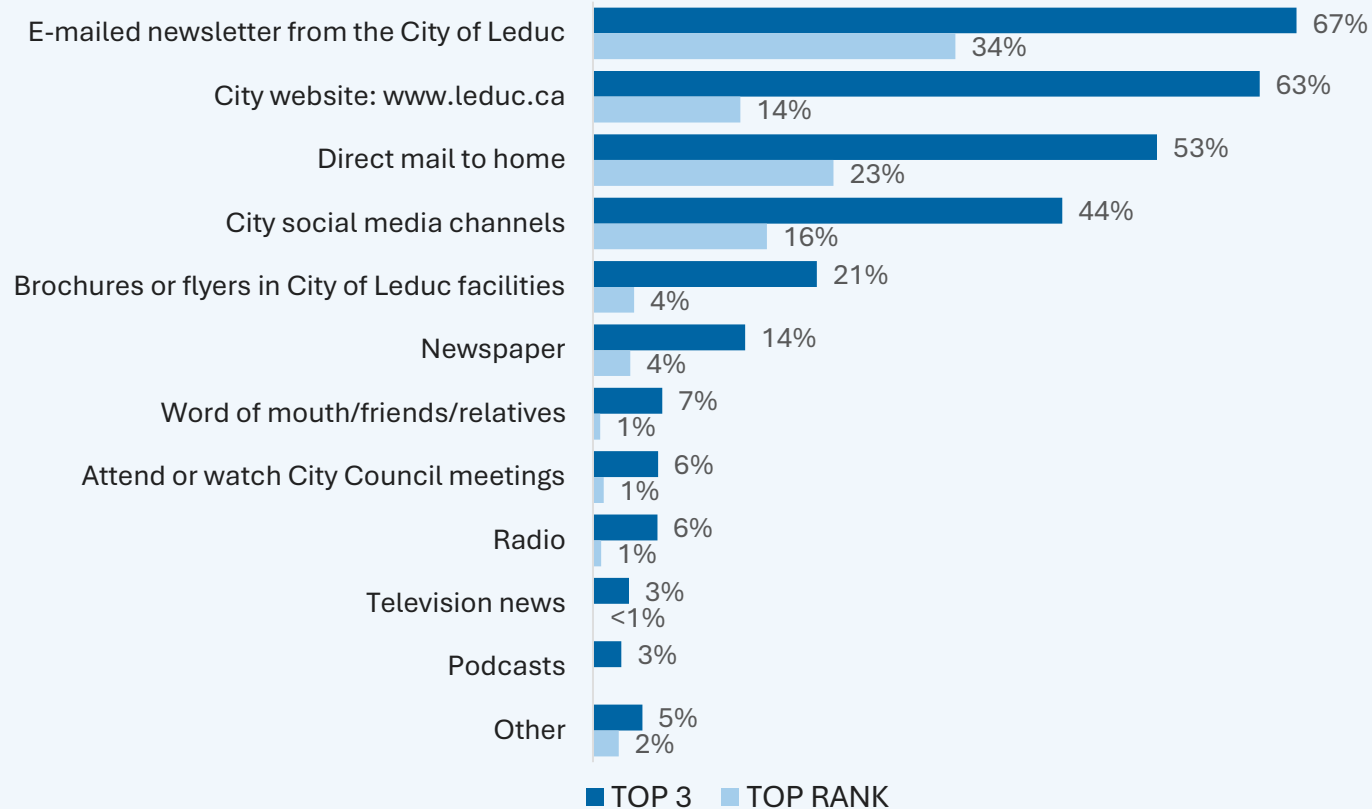
% Selected	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	<b>296</b>	28*	122	146	90	44	32*	129	256	34*	104	182
More frequently	<b>93%</b>	91%	92%	96%	97%	86%	92%	95%	93%	91%	94%	94%
Less frequently	<b>7%</b>	9%	8%	4%	3%	14%	8%	5%	7%	9%	6%	6%

**Q13.** Would you prefer that the City of Leduc communicated with you...?  
 Base: All respondents. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

## Digital and Direct Channels Lead Communication Preferences

Residents show a clear preference for direct and digital communication channels, led by the City's email newsletter and website. Direct mail and social media also play an important supporting role, while traditional channels such as newspapers, radio, and television are preferred by comparatively fewer residents.



**Q14.** How would you prefer to receive information from the City on programs, services, and general information?  
Base: All respondents (n=535).

## Preferred Channels for City Information

### By Demographics

The City's email newsletter and website are the top preferred channels across all major demographic groups. Some secondary differences emerge: younger residents are more likely to prefer direct mail and social media, while older residents are less likely to favour social media and more likely to prefer newspapers. Regionally, the northeast shows especially strong preference for the City website, but overall channel preferences remain broadly consistent.

% Selected (Top 3 Ranked)	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	535	52*	210	273	162	79*	55*	236	476	50*	191	331
E-mailed newsletter from the City of Leduc	67%	64%	67%	69%	68%	73%	69%	61%	68%	65%	66%	68%
City website: www.leduc.ca	63%	60%	62%	67%	65%	54%	72%	60%	63%	59%	59%	67%
Direct mail to home	53%	64%	51%	47%	55%	54%	44%	56%	54%	48%	59%	50%
City social media channels	44%	52%	52%	29%	35%	46%	57%	46%	43%	53%	50%	40%
Brochures or flyers in City of Leduc facilities	21%	19%	19%	25%	18%	20%	21%	24%	21%	23%	21%	22%
Newspaper	14%	8%	13%	21%	12%	14%	13%	17%	14%	17%	14%	15%
Word of mouth/friends/relatives	7%	14%	5%	2%	11%	12%	-	4%	5%	14%	6%	5%
Attend or watch City Council meetings	6%	3%	7%	8%	10%	4%	4%	6%	6%	5%	5%	7%
Radio	6%	5%	7%	6%	8%	7%	1%	7%	6%	5%	6%	6%
Television news	3%	3%	3%	4%	1%	4%	8%	3%	4%	3%	1%	5%
Podcasts	3%	4%	1%	3%	3%	7%	1%	2%	3%	3%	4%	2%
Other	5%	3%	5%	5%	5%	1%	7%	5%	5%	3%	6%	3%

Q14. How would you prefer to receive information from the City on programs, services, and general information?  
Base: All respondents. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

# 4

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Respondent Profile 



# Respondent Profile

## City of Leduc Residents

### Age

	Total (n=535)
18-34	28%
35-54	39%
55+	33%

### Region

	Total (n=535)
Southeast	37%
Northwest	29%
Northeast	19%
Southwest	14%

### Household Income

	Total (n=535)
Under \$50,000	10%
\$50,000 to less than \$100,000	29%
\$100,000 to less than \$150,000	23%
\$150,000 to less than \$200,000	11%
\$200,000 or more	13%
Prefer not to answer	14%

### Home Ownership

	Total (n=535)
Own	85%
Rent	13%

### Children in Household

	Total (n=535)
Yes - children under 18	35%
Yes - adult children	10%
No	56%
Prefer not to answer	3%

### Parents in Home

	Total (n=535)
Yes	6%
No	91%
Prefer not to answer	3%

### Employment Status

	Total (n=535)
Working full time, including self-employment (more than 30 hours per week)	60%
Working part time, including self-employment (30 hours per week or less)	7%
Not employed but looking for work	3%
On leave (disability, maternity, paternity, etc.)	2%
Stay at home parent/spouse	2%
Retired	19%
Not employed for some other reason	1%
Prefer not to answer	6%

# 5

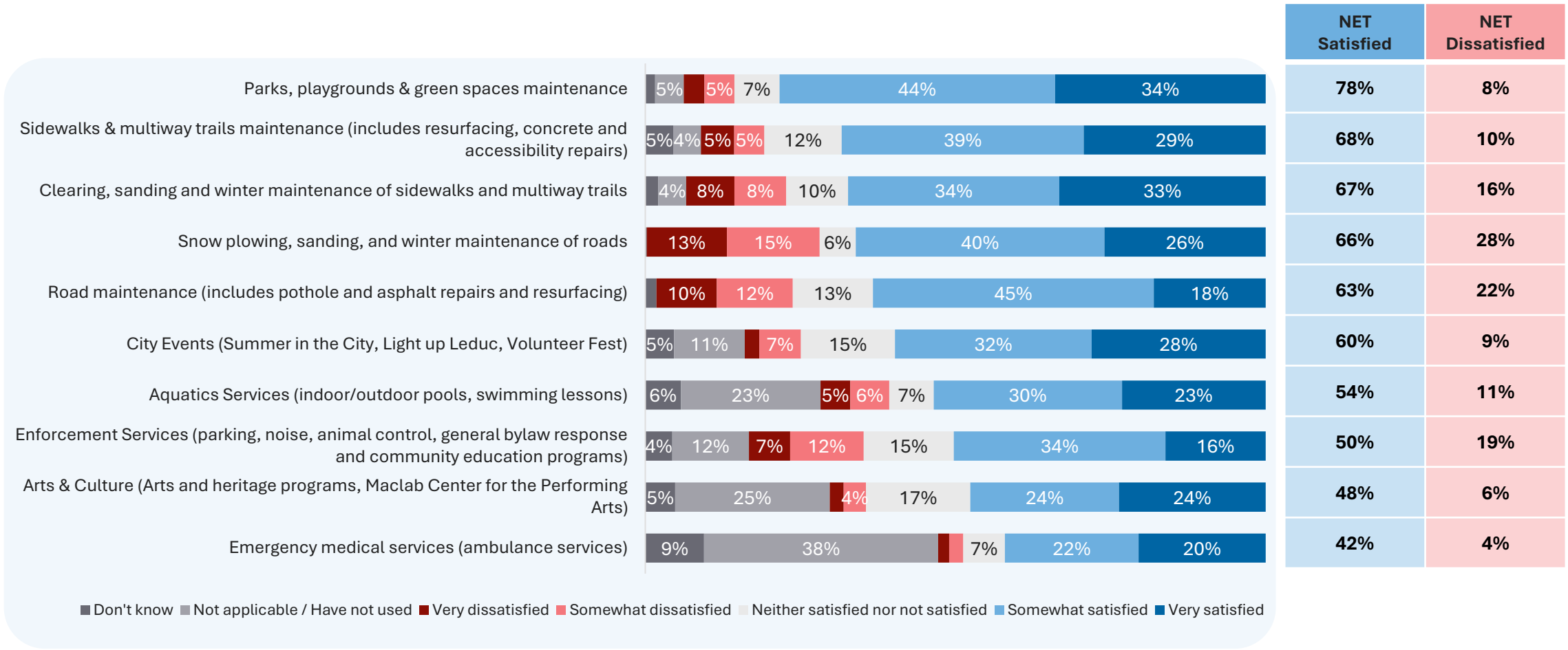
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Appendix 



# Satisfaction with Specific City Services

Including “Not Applicable” and “Don’t know” responses



**Q5.** How satisfied are you with the City of Leduc's performance in each of the following areas?  
 Base: All respondents (n=535). Figures 3% or less not labelled.

## Satisfaction with Specific City Services (cont.)

### By Demographics

Including “Not Applicable” and “Don’t know” responses

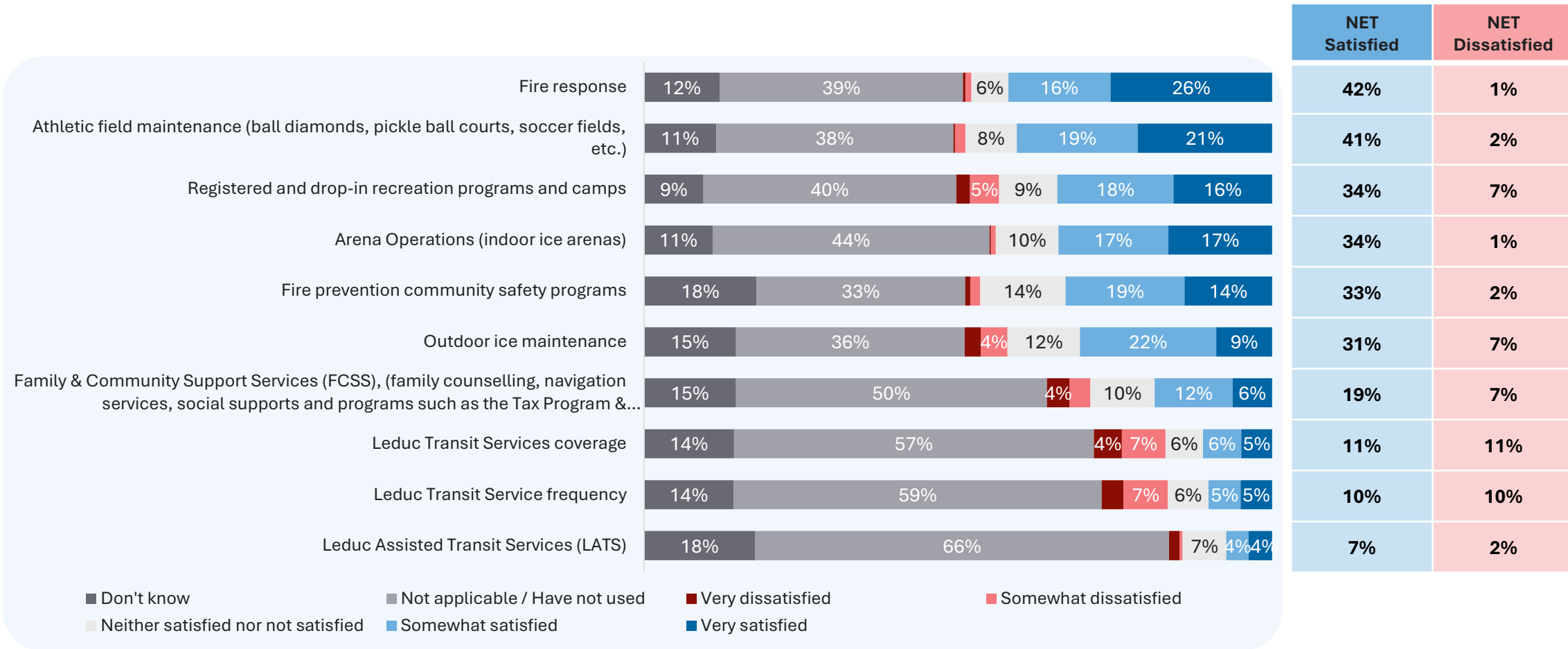
% Satisfied	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	535	52*	210	273	162	79*	55*	236	476	50*	191	331
Parks, playgrounds & green spaces maintenance	78%	85%	76%	76%	78%	72%	87%	76%	79%	73%	82%	76%
Sidewalks & multiway trails maintenance (includes resurfacing, concrete and accessibility repairs)	68%	65%	66%	73%	66%	68%	68%	71%	71%	54%	75%	65%
Clearing, sanding and winter maintenance of sidewalks and multiway trails	67%	65%	64%	73%	71%	63%	63%	68%	69%	60%	71%	67%
Snow plowing, sanding, and winter maintenance of roads	66%	71%	58%	72%	75%	56%	67%	63%	65%	75%	63%	71%
Road maintenance (includes pothole and asphalt repairs and resurfacing)	63%	59%	62%	69%	67%	58%	61%	64%	68%	35%	66%	63%
City Events (Summer in the City, Light up Leduc, Volunteer Fest)	60%	56%	59%	63%	66%	57%	59%	57%	64%	37%	67%	56%
Aquatics Services (indoor/outdoor pools, swimming lessons)	54%	55%	54%	51%	52%	56%	52%	55%	56%	41%	69%	42%
Enforcement Services (parking, noise, animal control, general bylaw response and community education programs)	50%	59%	44%	50%	52%	42%	59%	49%	50%	56%	48%	53%
Arts & Culture (Arts and heritage programs, Maclab Center for the Performing Arts)	48%	37%	47%	58%	48%	38%	50%	50%	51%	31%	49%	48%
Emergency medical services (ambulance services)	42%	33%	39%	53%	43%	37%	47%	41%	44%	28%	41%	43%

Q5. How satisfied are you with the City of Leduc's performance in each of the following areas?  
Base: All respondents. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

## Satisfaction with Specific City Services (cont.)

Including “Not Applicable” and “Don’t know” responses



Q5. How satisfied are you with the City of Leduc's performance in each of the following areas?  
 Base: All respondents (n=535). Figures 3% or less not labelled.

## Satisfaction with Specific City Services (cont.)

### By Demographics

Including “Not Applicable” and “Don’t know” responses

% Satisfied	Total	Age			Region				Home Ownership		Children in Household	
		18-34	35-54	55+	NW	SW	NE	SE	Own	Rent	NET Yes	No
n=	535	52*	210	273	162	79*	55*	236	476	50*	191	331
Fire response	42%	43%	40%	43%	42%	41%	52%	37%	42%	38%	44%	40%
Athletic field maintenance (ball diamonds, pickle ball courts, soccer fields, etc.)	41%	33%	48%	38%	41%	46%	23%	49%	43%	20%	50%	32%
Registered and drop-in recreation programs and camps	34%	31%	38%	32%	37%	32%	24%	38%	34%	27%	45%	26%
Arena Operations (indoor ice arenas)	34%	22%	44%	33%	38%	31%	27%	36%	35%	28%	45%	25%
Fire prevention community safety programs	33%	30%	35%	33%	34%	35%	38%	27%	35%	20%	37%	30%
Outdoor ice maintenance	31%	39%	32%	22%	21%	27%	41%	34%	31%	30%	35%	28%
Family & Community Support Services (FCSS), (family counselling, navigation services, social supports and programs such as the Tax Program & Recreation Access Program)	19%	21%	17%	18%	22%	17%	18%	18%	19%	17%	25%	14%
Leduc Transit Services coverage	11%	5%	12%	15%	17%	10%	11%	6%	11%	12%	11%	11%
Leduc Transit Service frequency	10%	7%	11%	12%	15%	10%	9%	7%	10%	11%	11%	9%
Leduc Assisted Transit Services (LATS)	7%	3%	8%	9%	8%	9%	11%	4%	7%	8%	7%	8%

Q5. How satisfied are you with the City of Leduc's performance in each of the following areas?  
Base: All respondents. \*Small base size, interpret with caution.

%/% statistically significantly higher/lower than general population

## Our services

### Leger

Marketing research and polling

### Customer Experience (CX)

Strategic and operational customer experience consulting services

### Leger Analytics (LEA)

Data modelling and analysis

### Leger Opinion (LEO)

Panel management

### Leger Communities

Online community management

### Leger Digital

Digital strategy and user experience

### International Research

Worldwide Independent Network (WIN)

**300**  
employees

**185**  
consultants

**8**  
offices

MONTREAL | QUEBEC |  
TORONTO | WINNIPEG  
EDMONTON | CALGARY |  
VANCOUVER | NEW YORK

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