

# 2025 Budget Survey Results

## Public Opinion Research

Prepared by Corporate Research

*November 2025*



**SHARE** YOUR VOICE  
**SHAPE** OUR CITY

**Edmonton**

# Table of Contents

Context & Methodology	<a href="#"><u>3</u></a>
Main Findings	<a href="#"><u>5</u></a>
Detailed Results	<a href="#"><u>6</u></a>
Survey Demographics	<a href="#"><u>11</u></a>

# Context & Methodology

- The City of Edmonton conducted public opinion research to understand Edmontonians' financial situations, and their opinion on potential adjustments to City services, user fees and the annual property tax increase.
- An online survey was conducted on Edmonton Insight Community between October 27 and November 2, 2025. A total of 666 respondents completed the survey. Survey respondents are reflective\* of age, gender, income and regional proportions of Edmontonians.
- A margin of error is not reported as the study used non-probability sampling. If the study was conducted using probabilistic sampling, margin of error for a sample of 666 would be  $\pm 3.8$  per cent.
- Note that 2025 is year two of the survey; a similar survey was conducted in 2024. Results are tracked in the report wherever applicable. The full report for 2024 survey results can be found [here](#).

**\* More details on methodology can be found on the next page.**

# Detailed Methodology

- Rigorous public opinion research methodologies and controls were implemented for this study to ensure the samples accurately reflect the demographics of Edmontonians in terms of gender (female, male), age (18-34, 35-54, 55+), five geographical quadrants (NE, NW, SE, SW and Central) and income (under \$60,000, \$60,000 - \$99,999, \$100,000 - \$149,999, \$150,000+).
- This survey was shared with about 3700 members of the Edmonton Insight Community (EIC), instead of all members of the EIC. A stratified sampling approach was adopted using 2021 Census data from Statistics Canada, existing demographic information of the EIC members, and historical response rates on the EIC. Quotas were set by gender, age and quadrant.
- After the survey was closed, data was weighted using 2021 Census data from Statistics Canada to match the Edmonton population. All weighting factors were between 0.5 and 2.3 as a result of precise sampling.

# Main Findings

- Few respondents (24 per cent) support a higher than 6.4% tax increase to keep current services and user fees. This is similar to the 2024 survey result.
- 40 per cent support keeping the currently approved tax increase of 6.4% with some service reductions and user fee increases, and a similar proportion (42 per cent) support lowering the currently approved tax increase of 6.4% with more significant service reductions and user fee increases.
- The majority of survey respondents (59 per cent) indicate that their financial situation has become more challenging, compared to the same time last year. This is similar to the 2024 survey result at 61 per cent.
- About half (51 per cent) of the respondents think their financial situation will become more challenging in the next 12 months. This is similar to the 2024 survey result at 50 per cent.

## Survey Preamble

The City has 70 services, such as fire rescue and transit. You can view a list of services [here](#). The City pays for these services through a number of revenue sources, including:

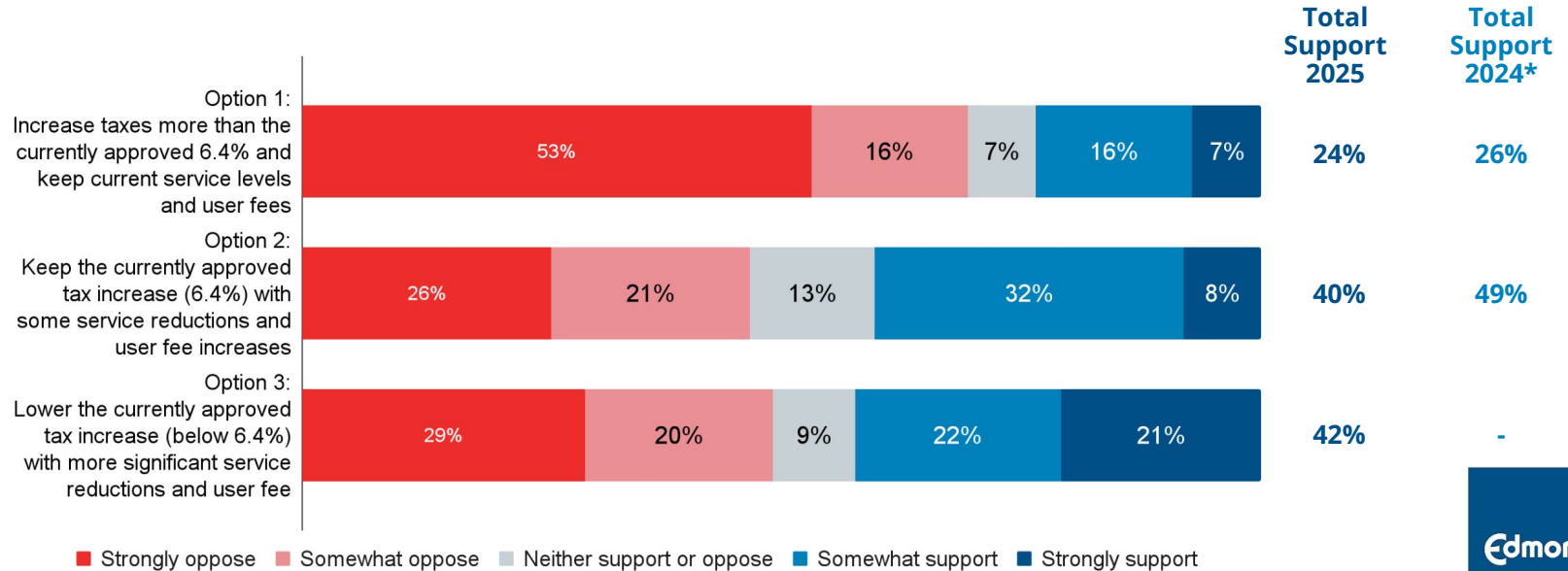
- **Property taxes**, which fund over half of the City's operating costs.
- **User fees**, which are designed to partially recover costs from people who directly use the service. These include admissions for attractions and City facilities, transit fares and development permits.

The City is managing inflationary pressures and a rapidly growing population, which means it's costing more to deliver the same services. The changing service needs of Edmontonians are also impacting the City's costs and revenues. These challenges are much larger than was forecast when the budget was developed in 2022 and mean the City is delivering services beyond what the current budget can support. You can read more [here](#).

The City's budget challenges are complex and require a combination of revenue increases (i.e. property taxes and user fees) and service reductions. This past spring, Council approved a 6.4% increase for 2026. This fall City Administration will additionally propose some service reductions and user fee increases as part of ongoing efforts to bring the City's higher operating costs in line with its revenues.

# Support of Potential Adjustments

40 per cent support Option 2 to keep the currently approved tax increase with some service reductions and user fee increases. A similar proportion (42 per cent) support Option 3 to lower the currently approved tax increase with more significant service reductions and user fee increases.

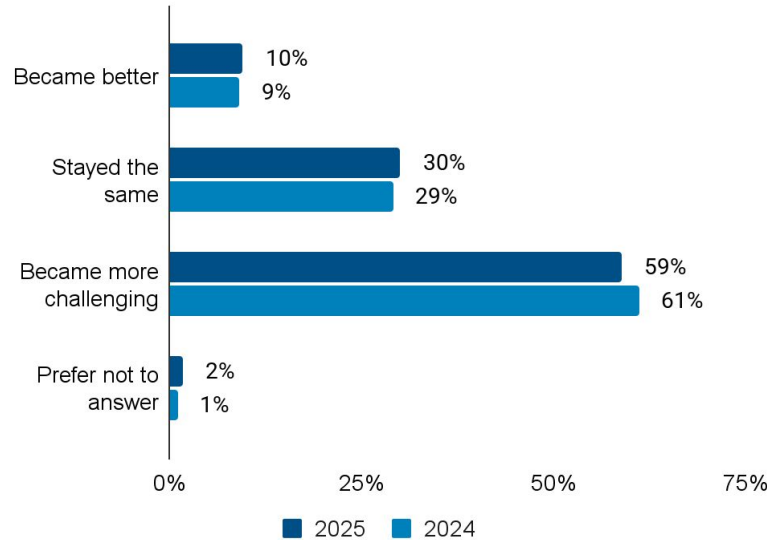


Note: Per cent figures are rounded to nearest whole number. Component figures shown may not sum to 100% or net totals.

Q1: Council will discuss service changes for 2026, as well as a property tax increase of 6.4%. Thinking about what would be best for your household, to what extent do you support or oppose the following options? Base: All respondents (2025 n=666; 2024 n=528)

\*In 2024, question was worded differently and only Option 1 and Option 2 were presented

# Current Household Financial Situation



Similar to 2024,

- the majority (59 per cent) of survey respondents indicate that their financial situation has become more challenging, compared to the same time last year.
- The top reason that contributed to a more challenging financial situation is increased cost of living or inflation.

	2025	2024
<b>Reasons for more challenging financial situation</b>	<i>n=375</i>	<i>n=310</i>
Increased cost of living/inflation	95%	93%
Higher housing costs (rent or mortgage)	52%	55%
Increased healthcare expenses	35%	31%
Job loss or reduced work hours	33%	23%
Reduced income from investments/savings	23%	16%
Other	20%	23%

Note: Per cent figures are rounded to nearest whole number. Component figures shown may not sum to 100% or net totals.

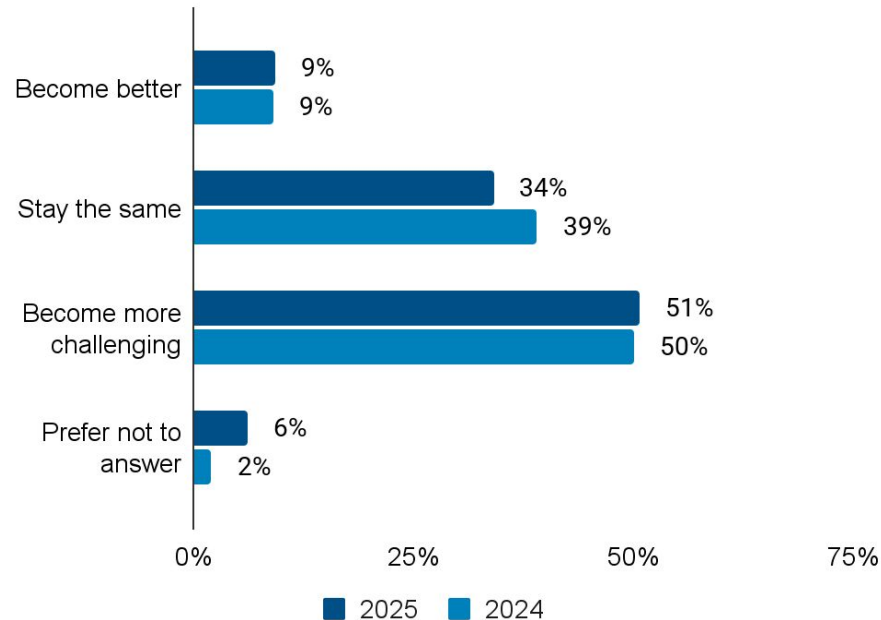
Q2: Compared with the same time last year, has your household's financial situation... Base: All respondents (2025 n=666; 2024 n=528)

Q3: What reasons contributed to a more challenging financial situation for your household? Choose all that apply.

Base: Respondents with more challenging financial situation (2025 n=375; 2024 n=310)

# Household Financial Situation (Next 12 Months)

Similar to 2024, about half (51 per cent) of the respondents think their financial situation will become more challenging in the next 12 months.



Note: Per cent figures are rounded to nearest whole number. Component figures shown may not sum to 100% or net totals.

Q4: How do you think your household's financial situation will change in the next 12 months? Base: All respondents (2025 n=666; 2024 n=528)

# Other Comments

<b>Potential solutions</b>	<b>18%</b>
<i>Focus on services with the most impact to residents</i>	7%
<i>Innovate/look for other revenue streams</i>	6%
<i>Improve efficiency of how Administration works (duplication of positions, project spending, staff reduction, etc.)</i>	5%
<i>Cut services/make tough choices</i>	4%
<i>Increase user fees</i>	1%
<i>Prioritize projects</i>	<1%
<b>Do not increase taxes</b>	<b>13%</b>
<i>Financial struggles</i>	8%
<i>Don't raise taxes/can't afford a tax increase</i>	6%
<i>Lower the taxes/tax is already too high</i>	2%

<b>The City should manage finances responsibly</b>	<b>11%</b>
<i>Reduce spending</i>	9%
<i>Not satisfied with City's spending priorities</i>	8%
<b>Find service efficiencies</b>	<b>5%</b>
<i>Not happy with how certain services or their funding works</i>	2%
<i>Do not reduce services as the most vulnerable needs them</i>	2%
<b>Other orders of government should do their part</b>	<b>2%</b>
<b>Willing to pay more taxes</b>	<b>1%</b>
<b>Reduce Council compensation</b>	<b>1%</b>
<b>Others</b>	<b>7%</b>
<b>No answer/no comment</b>	<b>59%</b>

Note: Per cent figures are rounded to nearest whole number. Component figures shown may not sum to 100% or net totals.  
 Q5: Is there anything else you'd like to share on this topic? Base: All respondents (2025 n=666)



# Survey Demographics

# Survey Demographics

<b>Gender</b>	<b>Unweighted 2025; n=666</b>	<b>Weighted Final 2025; n=666</b>	<b>Census Proportions</b>
Woman	47%	51%	51%
Man	53%	49%	49%
<b>Region</b>	<b>Unweighted 2025; n=666</b>	<b>Weighted Final 2025; n=666</b>	<b>Census Proportions</b>
Northwest	15%	17%	17%
Northeast	19%	17%	17%
Central	12%	13%	13%
Southwest	34%	33%	33%
Southeast	18%	20%	20%

# Survey Demographics

<b>Age</b>	<b>Unweighted 2025; n=666</b>	<b>Weighted Final 2025; n=666</b>	<b>Census Proportions</b>
18 to 34 years old	31%	32%	32%
35 to 54 years old	40%	36%	36%
55+ years old	29%	32%	32%
<b>Annual household income</b>	<b>Unweighted 2025; n=666</b>	<b>Weighted Final 2025; n=666</b>	<b>Census Proportions</b>
Under \$60,000	14%	28%	30%
\$60,000 to \$99,999	22%	25%	26%
\$100,000 to \$149,999	26%	21%	22%
\$150,000 or more	33%	21%	22%
I prefer not to answer/other	5%	5%	Not applicable

# Survey Demographics

	2025
<b>Residence</b>	<b>n=666</b>
Live in Edmonton	100%
Own residential property in Edmonton	78%
Own commercial property in Edmonton	2%
<b>Length of Time in Edmonton</b>	<b>n=666</b>
Less than 3 years	3%
3 to less than 5 years	2%
5 to less than 10 years	10%
10+ years	85%
<b>Identify as...</b>	<b>n=666</b>
Racialized/visible minority	13%
Persons with disabilities	10%
Indigenous	2%
New to Canada (less than 5 years)	<1%
Born outside Canada	8%
2SLGBTQIA+	10%
Other	5%
None of the above	59%
Prefer not to answer	1%

	2025
<b>Employment Status</b>	<b>n=666</b>
Employed full-time	56%
Employed part-time	7%
Student	7%
Unemployed/unable to work	4%
Homemaker	2%
Retired	20%
Other	4%
<b>City Employee</b>	<b>n=666</b>
Yes	9%
No	88%
No answer	3%
<b>Children in household</b>	<b>n=666</b>
Yes	23%
No	77%
No answer	<1%
<b>Business Owner</b>	<b>n=666</b>
Yes	8%
No	92%

# About Corporate Research

Corporate Research is a centralized team within the City Manager's Office, Chief Communications Officer Branch, that supports all market research and public opinion research work for the entire organization.

Our team provides full service market research and public opinion research consultancy, manage corporate tools such as the [Edmonton Insight Community](#) which is City's online survey panel of 25,000 Edmontonians, provide education and training on research best practices, and advance corporate research standards. We utilize statistically relevant methodologies, providing robust insights, and support unbiased data driven decision making. Online/phone/mail-in/intercept surveys and focus group discussions are the most commonly used methods and techniques by the City.

Corporate Research is a [corporate member](#) of the Canadian Research Insights Council (CRIC), committing to ethical and high-quality research. Our practice is aligned with industry-leading standards such as the ICC/ESOMAR Code and the CRIC's Public Opinion Research Standards.

**Have questions?**

We're here to help.

Email: [research@edmonton.ca](mailto:research@edmonton.ca)



[edmonton.ca/surveys](https://edmonton.ca/surveys)



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