



2021 Budget Research

Summary Report

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Background & Methodology

In December 2020, Edmonton City Council will discuss the 2021 budget, which will help determine the property tax levy for next year. The City recognizes that the COVID 19 pandemic has put financial stress on many households and businesses. Council will be considering options related to the tax levy that would affect programs and services. This study invited residents, business owners and property owners to share their input on these potential changes and help Council make these important decisions.

The survey was made available on edmonton.ca/surveys between November 4-15. Responses were crowdsourced through numerous communications channels. These sources include social media promotion, email invite to external relations stakeholders and an invite was sent to Edmonton Insight Community members.

In total, 4,400 responses were received to the study.

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Analysis

The survey data is reported with respect to...

- Opinion of residents of Edmonton overall
- Opinion of specific audiences, namely,
 - Those who own a residential property in Edmonton
 - Those who rent a residential property in Edmonton
 - Those who own a commercial property in Edmonton
 - Those who manage a business in Edmonton

Additionally, the data has also been analysed in the context of economic impact of COVID-19 and the perspectives of those who have been adversely impacted.

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Executive Summary

Overall Financial Situation

Half of respondents (50%) indicate their financial situation has stayed the same over the last 12 months but a large number (42%) indicate their situation has become worse. A very small proportion (6%) indicate their financial situation has become better. Among those who indicate their financial condition has become worse:

- 88% of respondents indicate the COVID-19 pandemic has negatively impacted their finances.
- They are also not positive that the next 12 months will improve their financial situation with only 12% indicating their situation will become better. Just under half (44%) indicate their situation will actually become worse and 42% think it will stay the same.

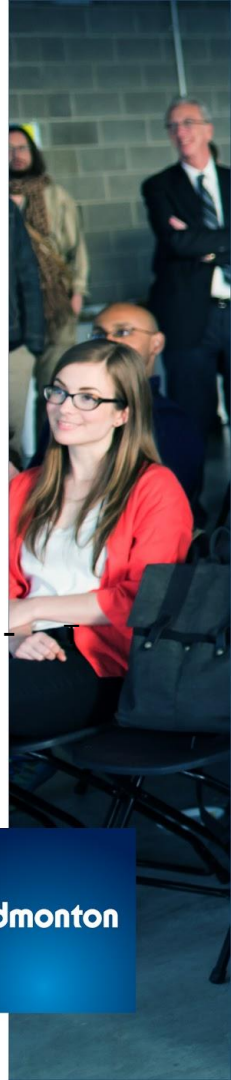
Tax levy tolerance

- Maintaining the current tax levy for 2021 (0% increase) is preferred by 45% of respondents followed by 31% who would like to see an increase to the tax levy and a further 17% who would like to see the tax levy decrease.
- Those who have seen their financial situation become worse would like to see a tax levy decrease.
- Compared to residential property owners and renters, commercial property owners and those who manage a business are more likely to indicate that a tax levy decrease is desired.
- Of those how would like to see an increase in the tax levy, 26% indicate a 1% increase in tax levy is acceptable. Of those whose would like to see a tax levy decrease, 57% indicate a 2% or more decrease in tax levy is acceptable

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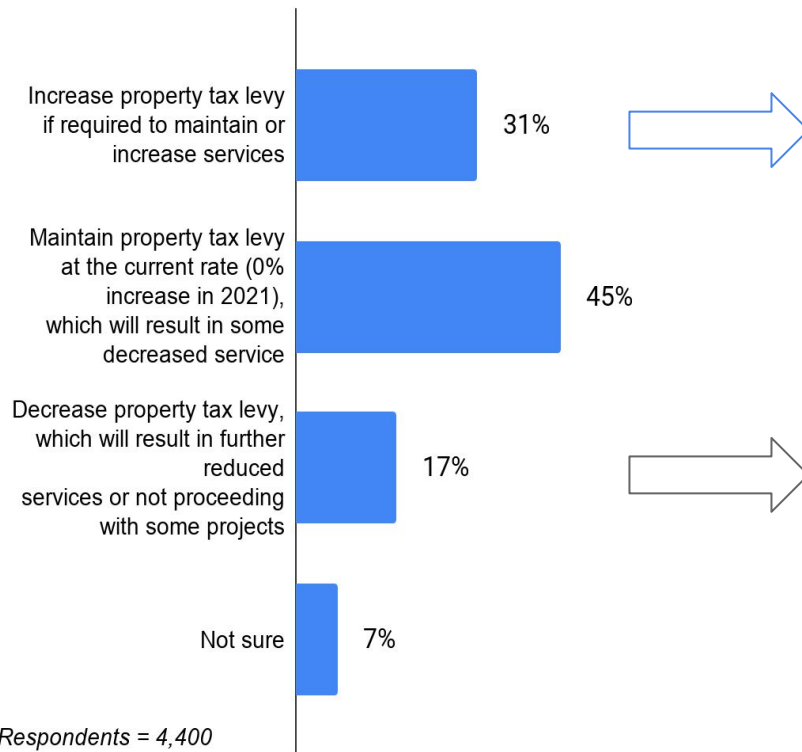


Detailed Results

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Tax Levy Tolerance



26% indicate a
1% increase in tax levy is
acceptable
(1,358 respondents who want an increase)

57% indicate a
2% or more decrease in tax levy is
acceptable
(752 respondents who want a decrease)

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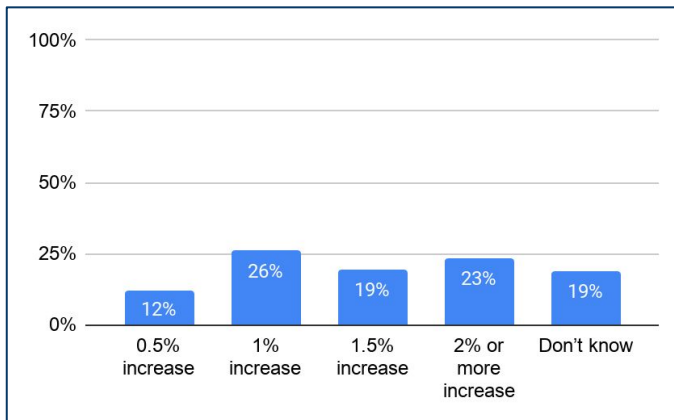
QB1. Municipal property taxes are the primary way to pay for services and programs (e.g. fire rescue, transit, roads, snow removal, parks and recreation centres) provided by The City of Edmonton. Which of the following best describes your opinion regarding municipal property taxes for 2021? QB3. You mentioned that you would like the taxes to be increased. What is an acceptable tax levy increase for the City of Edmonton to consider for 2021? QB4. You mentioned that you would like the taxes to be decreased. What is an acceptable tax levy decrease for the City of Edmonton to consider for 2021?



Tax Levy Tolerance - Range

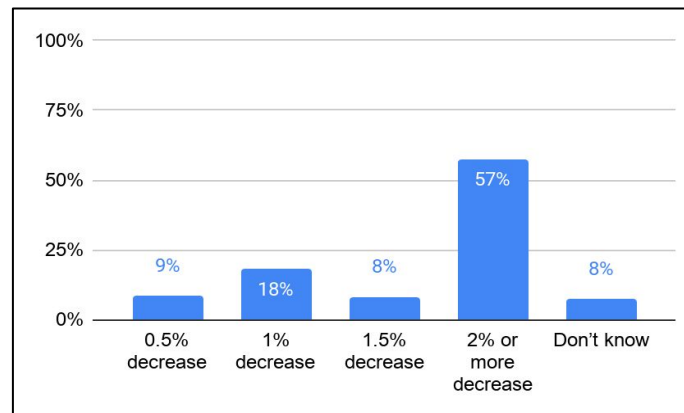
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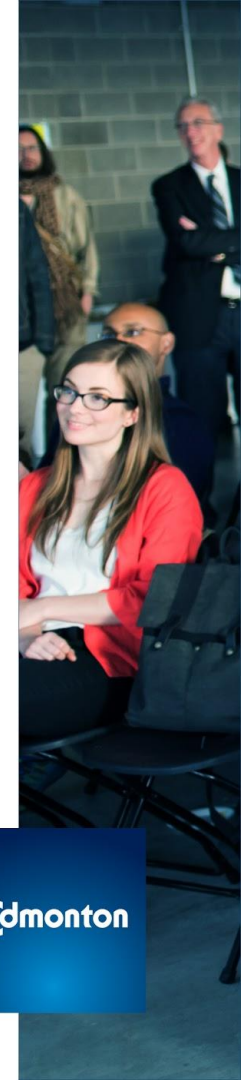
(752 respondents who want a decrease)



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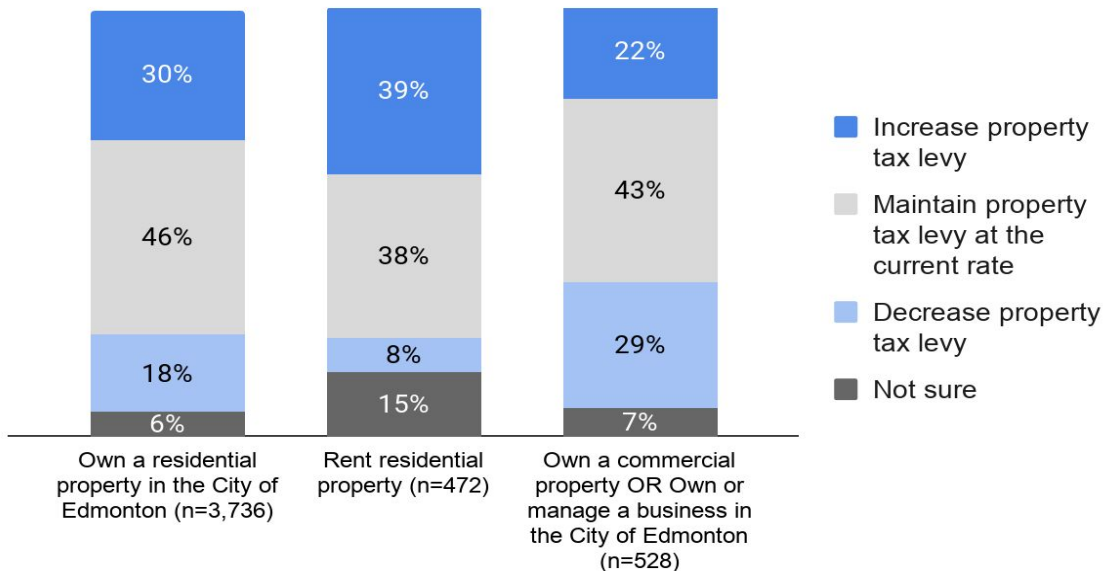
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QB3. You mentioned that you would like the taxes to be increased. What is an acceptable tax levy increase for the City of Edmonton to consider for 2021?
QB4. You mentioned that you would like the taxes to be decreased. What is an acceptable tax levy decrease for the City of Edmonton to consider for 2021?



Tax Levy Tolerance by Audience

Tolerance for a tax levy increase is lower among commercial property owners and business owners/managers.

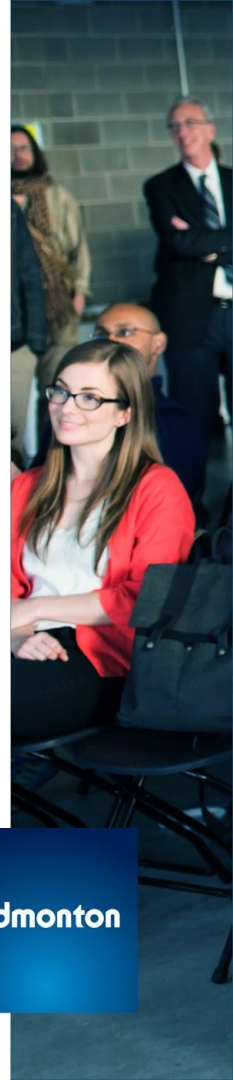


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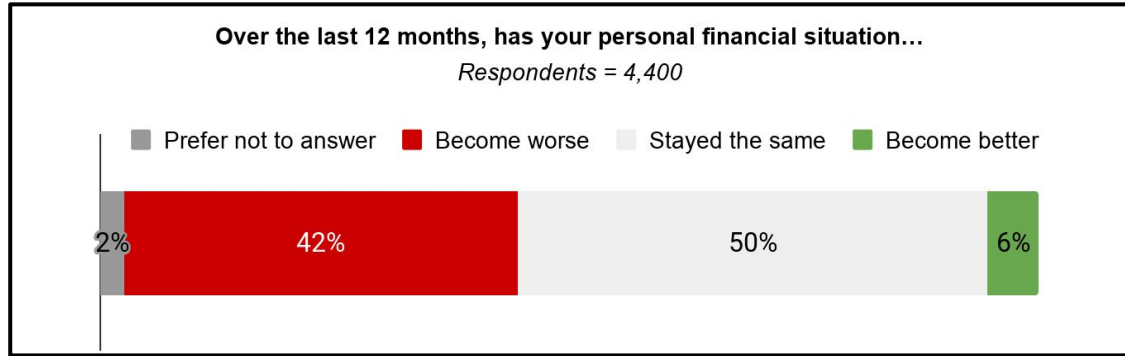
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QB1. Municipal property taxes are the primary way to pay for services and programs (e.g. fire rescue, transit, roads, snow removal, parks and recreation centres) provided by The City of Edmonton. Which of the following best describes your opinion regarding municipal property taxes for 2021?



Financial Situation Over the Last 12 months



Among those who said their financial situation has become worse

88% indicate personal finances been negatively impacted by the COVID-19 pandemic

(1,859 respondents)

Think their personal financial situation in the next 12 months will:

1. Become worse (44%)
2. Stay the same (42%)
3. Become better (12%)

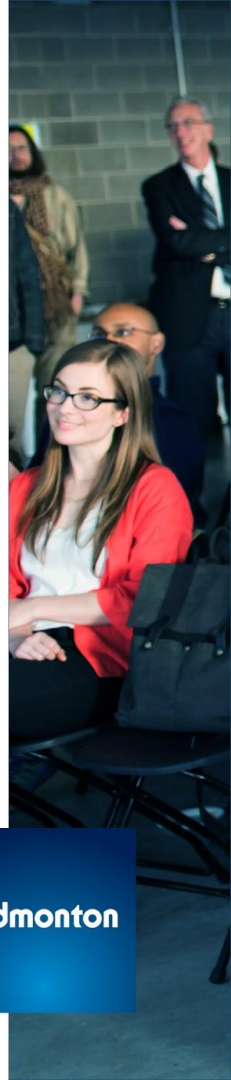
(1,859 respondents)

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QB5a. Over the last 12 months, has your personal financial situation... QB5b. Have your personal finances been negatively impacted by the COVID-19 pandemic? QB5c. How do you think your personal financial situation will change in the next 12 months?



Financial situation - GBA+ lens

The following groups are more likely to indicate that their personal financial situation has become worse in the past 12 months (no particular order):

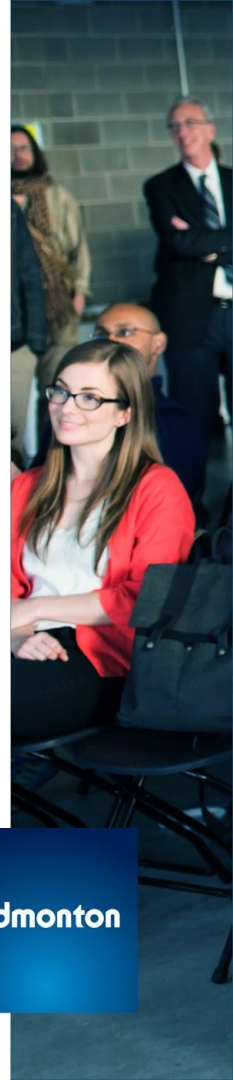
- Persons with disabilities
- Indigenous
- New Canadians (less than 5 years)
- Gender minorities (Two-Spirit, Transgender, Non-binary)
- Working part-time or unemployed
- Own a commercial property OR own/manage a business in Edmonton

Respondents whose personal financial situation has become worse are more likely to indicate that they would like to see a decrease in tax levy in 2021.

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Demographics

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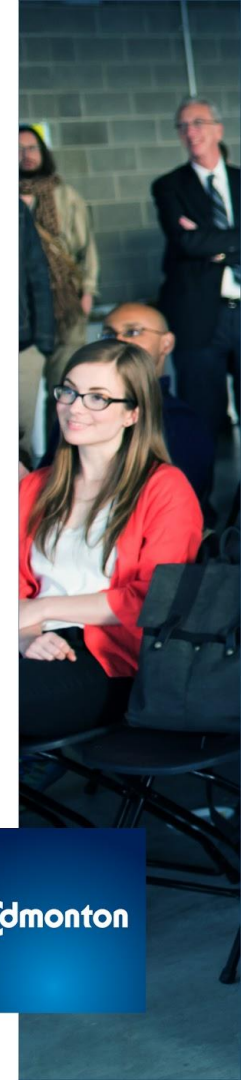
Property/Business owner	n=4,400
Own a residential property in the City of Edmonton (this includes residential properties for rent with under four units)	85%
Own a commercial property in the City of Edmonton (this includes residential properties for rent with four or more units)	2%
Live in Edmonton	77%
Own or manage a business in the City of Edmonton	12%
Prefer not to answer	1%
Own/Rent	n=4,400
Own	88%
Rent	11%
Prefer not to answer	1%

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Employment status	n=4,400
Employed full-time (30+ hours a week)	54%
Employed part-time (0-30 hours a week)	8%
Homemaker	2%
Post-secondary student	1%
High School Student	0%
Unemployed	5%
Permanently unable to Work	1%
Retired	22%
Other (Specify)	5%
Prefer not to answer	2%
City of Edmonton employee	n=4,400
Yes	8%
No	90%
Prefer not to answer	2%

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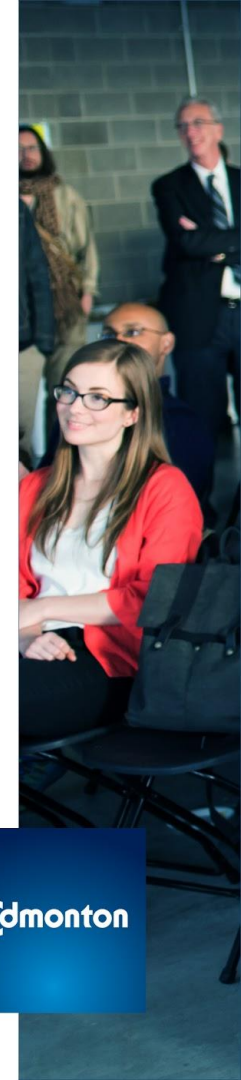
Gender	n=4,400
Female	49%
Male	45%
Non-binary	1%
Transgender	0%
Two-Spirit	0%
Another gender not listed above	0%
I prefer not to answer	5%
Member of...	n=4,400
Visible minority	9%
Persons with disabilities	6%
Indigenous	2%
New to Canada (less than 5 years)	1%
Other (please specify)	6%
None of the above	77%

Age	n=4,400
Under 18 years old	0%
18-24 years old	1%
25-34 years old	15%
35-44 years old	22%
45-54 years old	18%
55-64 years old	21%
65 to 74 years old	16%
75+ years old	4%
I prefer not to answer	3%
Children in household	n=4,400
Yes	27%
No	73%

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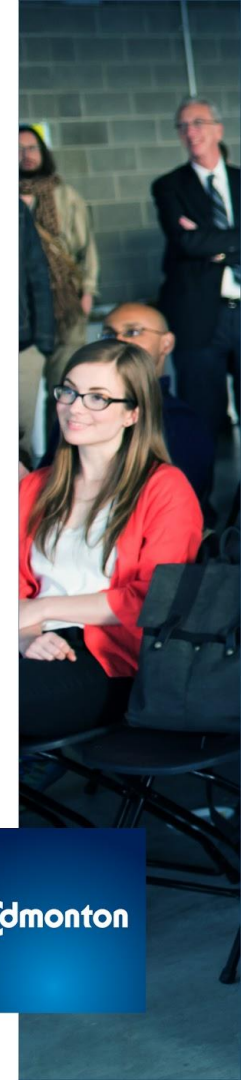


Ward	n=4,400
1	7%
2	7%
3	4%
4	5%
5	7%
6	11%
7	6%
8	12%
9	8%
10	10%
11	8%
12	6%
I do not live in Edmonton	0%
Prefer not to answer	7%

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Questions?

E-mail research@edmonton.ca for more information, or visit www.edmonton.ca/surveys

Interested in the Edmonton Insight Community?

Go to www.edmontoninsightcommunity.ca to join or learn more.

Looking for Data?

Visit data.edmonton.ca to find this and other City of Edmonton data on the Open Data Portal.

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