

# Sturgeon County Budget Survey

## Report Draft



June 2025



# Contents

---

<u>Background &amp; Methodology</u>	3
<u>Executive Summary</u>	7
<u>Detailed Findings: Overall Perception</u>	10
<u>Detailed Findings: Tax Value Perception</u>	12
<u>Detailed Findings: Service Levels and Satisfaction</u>	15
<u>Detailed Findings: Future Directions</u>	18
<u>Detailed Findings: Engagement with the County</u>	20
<u>Segments</u>	23
<u>Respondent Profile</u>	31
<u>Appendix</u>	34

---

# **BACKGROUND & METHODOLOGY**

# Background & Methodology



## Background

Sturgeon County gathered input from residents on programs and services offered by the County as well as community outcomes and the strategic priorities needed to achieve them. These results will help inform the 2026 budget decisions and guide future planning priorities.



## How was this research conducted?

- Approximately 8,570 residents of Sturgeon County received an invitation to participate through postal mail, a unique link per household was provided in this letter.
- An open web link version of the survey was provided by Sturgeon County through their website, social media channels, and/or promoted in local publications and notices. Three participants completed the survey via open link; the results of the open link are not included in this report.
- To participate in the survey respondents were required to be residents of Sturgeon County and at least 18 years old.



## Who participated in this research?

- Mailout survey.
  - 673 respondents with a response rate of 8%.
- Research was conducted between April 15<sup>th</sup> and May 13<sup>th</sup>.




## Census Frame

- Data was weighted to population data based on age (Canada Census 2021) and district.
- Probabilistic samples of this size have a margin of error  $\pm 3.6\%$ , at a 95% confidence level for the survey results (smaller among subgroups of the total).

# Interpreting the Results



## Segment comparisons

- For segment differences, if the reported percentages differ by 5% or more from the comparison group or are deemed relevant from a research perspective, the results are highlighted with a rectangle .
- Segments with base sizes less than 50 are excluded from segment comparisons.
- Differences among the following segments were highlighted where applicable:
  - Age
  - Households with children
  - Operating a business
  - Own commercial, industrial, or agricultural property
  - Employment status
  - Income group



## Analysis

- Data for which the base of respondents is less than 30 are not reported.
- Data for which the base of respondents is equal or less than 50 are noted as “small base”.
- To simplify reporting, chart labels for values under 3% may not be shown.
- Values shown may not sum to the shown total, sub-total, or nets due to rounding.

# Weighting



## Representativeness

Weighting was used to better represent the population and reduce non-response bias.

- Results are weighted using rake weighting (also known as rim weighting) to match the County’s age population counts from the 2021 Canadian Census\* as well as division.
- Weights ranged between 0.6 and 2.5 and have an overall weighting efficiency of 85%.
- Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).
- The tables below show the proportion of survey respondents versus that of the population:

Age group	Survey	Population
18 to 44	26%	41%
45 to 64	51%	39%
65+	23%	20%

Division	Survey	Population
Division 1	19%	17%
Division 2	32%	24%
Division 3	18%	19%
Division 4	10%	12%
Division 5	15%	20%
Division 6	6%	9%

\*Statistics Canada. Table 98-10-0023-01 Age (in single years), average age and median age and gender: Canada, provinces and territories, census divisions, census subdivisions and dissemination areas  
<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=9810002301>  
Sturgeon County Confidential

# EXECUTIVE SUMMARY

# Summary

Overall satisfaction with Sturgeon County as a place to live is high

- The vast majority (91%) of residents are satisfied.

Perceived value for tax dollars presents an opportunity for improvement

- Fewer than half of residents (45%) feel they receive good value for the taxes they pay.
- Residents suggest improving road and infrastructure maintenance, increasing tax affordability, and ensuring more efficient garbage collection and snow removal to enhance the perceived value of municipal services.

Resident involvement with the County decision-making could be strengthened

- Perceptions of engagement are low, with less than one-third (29%) of residents feeling involved with the County’s decision-making. To address this, residents recommend more active listening and engagement from the County, keeping them properly informed, and a stronger focus on their needs.
- Notably, engagement is one area where residents would accept a lower service level, and current dissatisfaction remains relatively low (11%).



Key metrics	
91%	Are Satisfied overall with Sturgeon County.
45%	Agree that they receive good value from their taxes.
29%	Agree that they feel engaged with Sturgeon County and its decision-making processes.

Minimizing future tax increases is the top priority, followed by investing in roads and maintaining the County’s financial sustainability.

## Programs and Services

- Residents are satisfied with winter road maintenance (65%) and summer road maintenance (53%). Despite this, many still support increased service levels for both summer (50%) and winter (47%) road maintenance, highlighting these as ongoing priority areas.
- Programs such as agricultural services and community, family, youth, and seniors’ services show lower overall usage and demand for increased service but remain important to specific groups of residents.
- Residents are more open to reducing service levels for community events and wildlife management, which receive lower overall support, though these services also vary in importance by group.

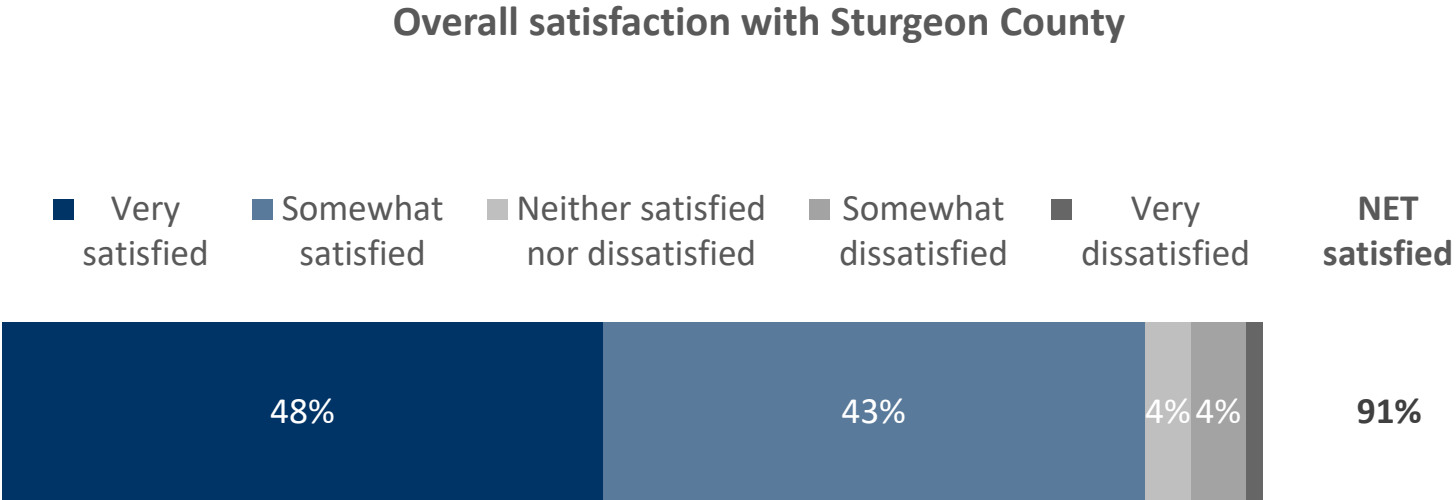


# Detailed Findings

# Overall Perceptions

# Overall Satisfaction with Sturgeon County

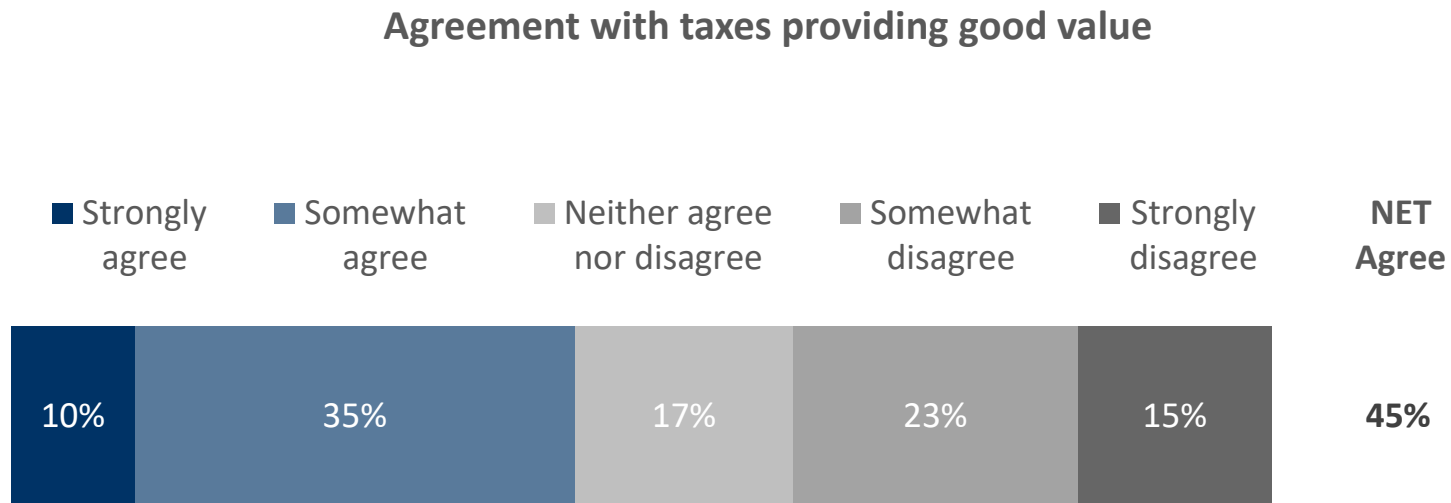
A strong 91% of residents are satisfied with the County, with nearly half (48%) being *very* satisfied.



# **Tax Value Perceptions**

# Perceived Value for Taxes Paid

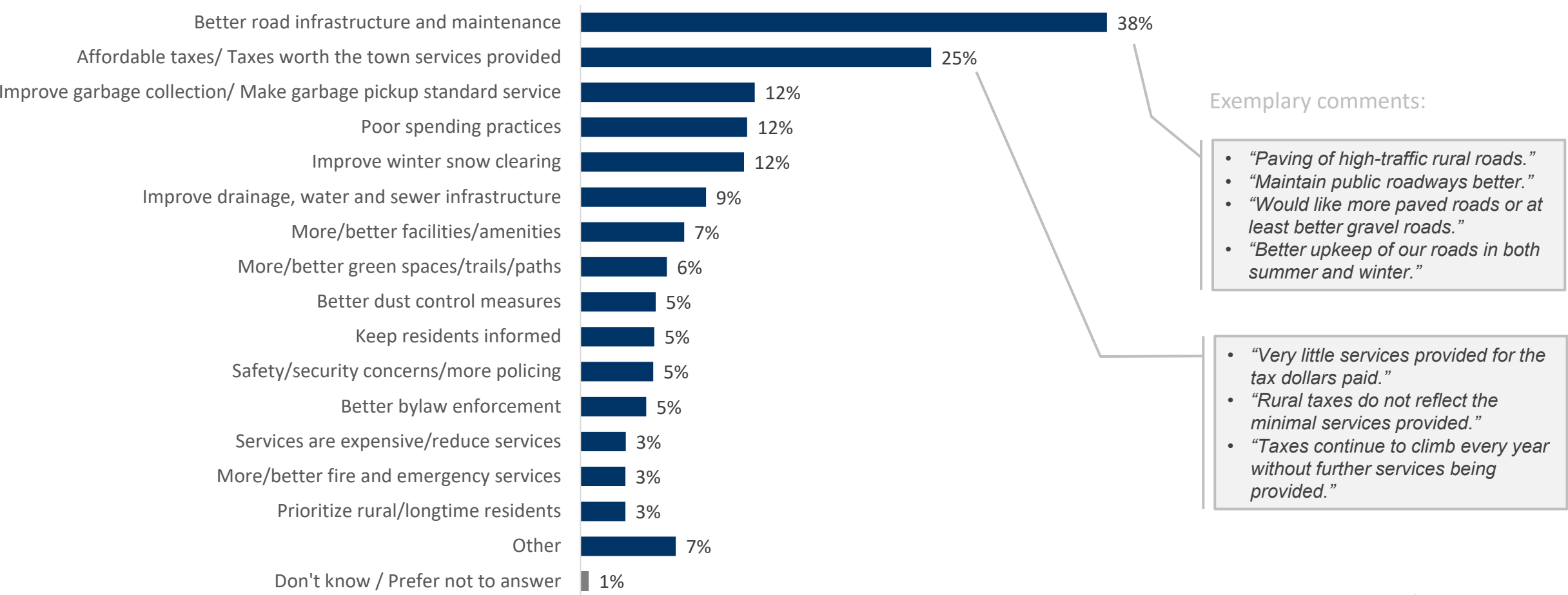
Just under half of the residents (45%) agree they receive good value from the taxes when it comes to the program and services they receive, over one third (38%) disagree.



# Suggestions for Improving Value for Tax Dollars

Residents identified different ways to improve the perceived value of their taxes, with 38% calling for better road and infrastructure maintenance and 25% wanting taxes to feel more affordable and more closely tied to the services provided. Additional suggestions included improved garbage collection, more efficient use of tax dollars, and better snow removal.

Suggestions for improving value for tax dollars

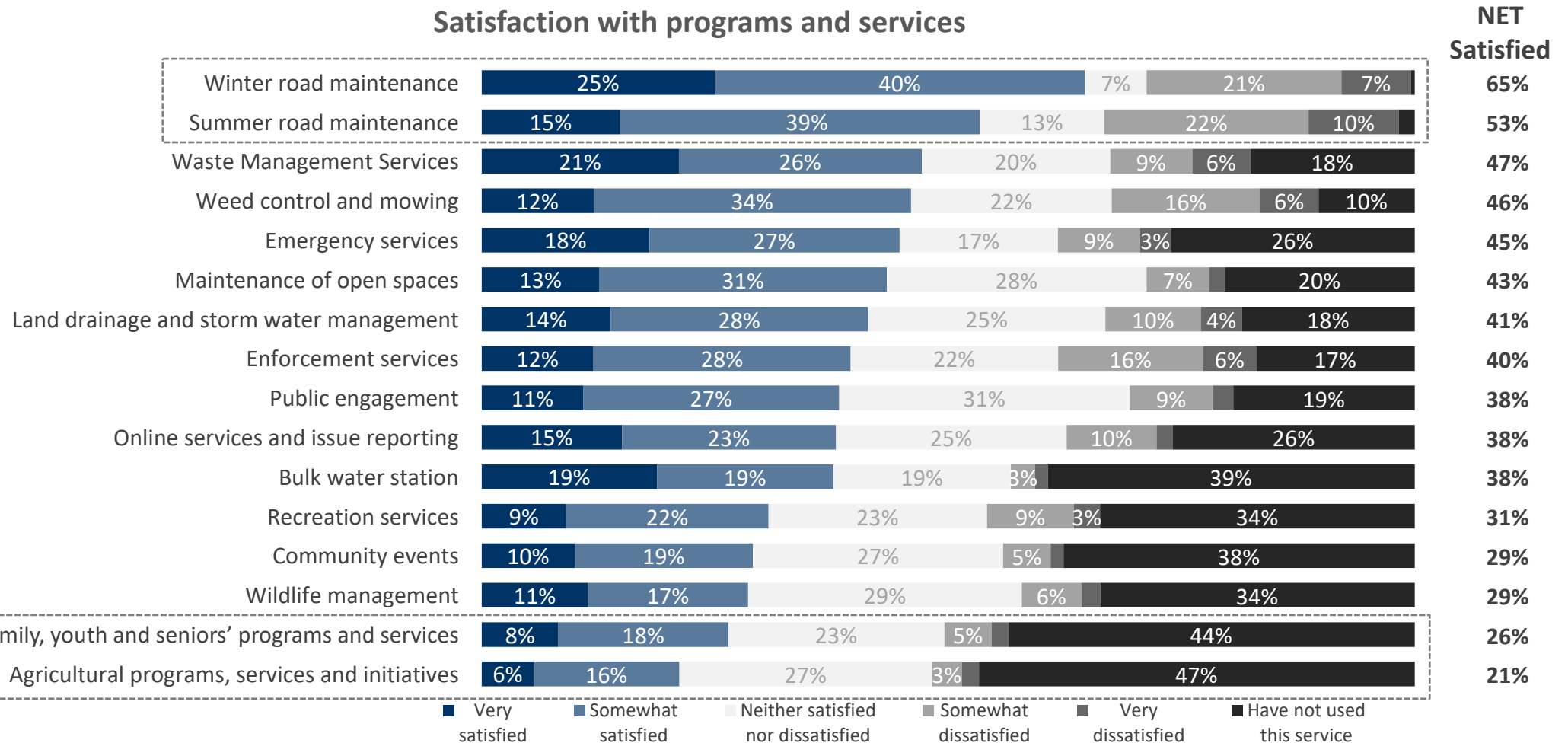


# **Service Levels and Satisfaction**

# Satisfaction with Services

Most Sturgeon County residents report satisfaction with winter road maintenance (65%) and summer road maintenance (53%). Meanwhile, programs such as agricultural services (47%) and community, family, youth, and seniors' programs (44%) are underutilized, with more than two in five residents indicating they have not used them.

Satisfaction with programs and services

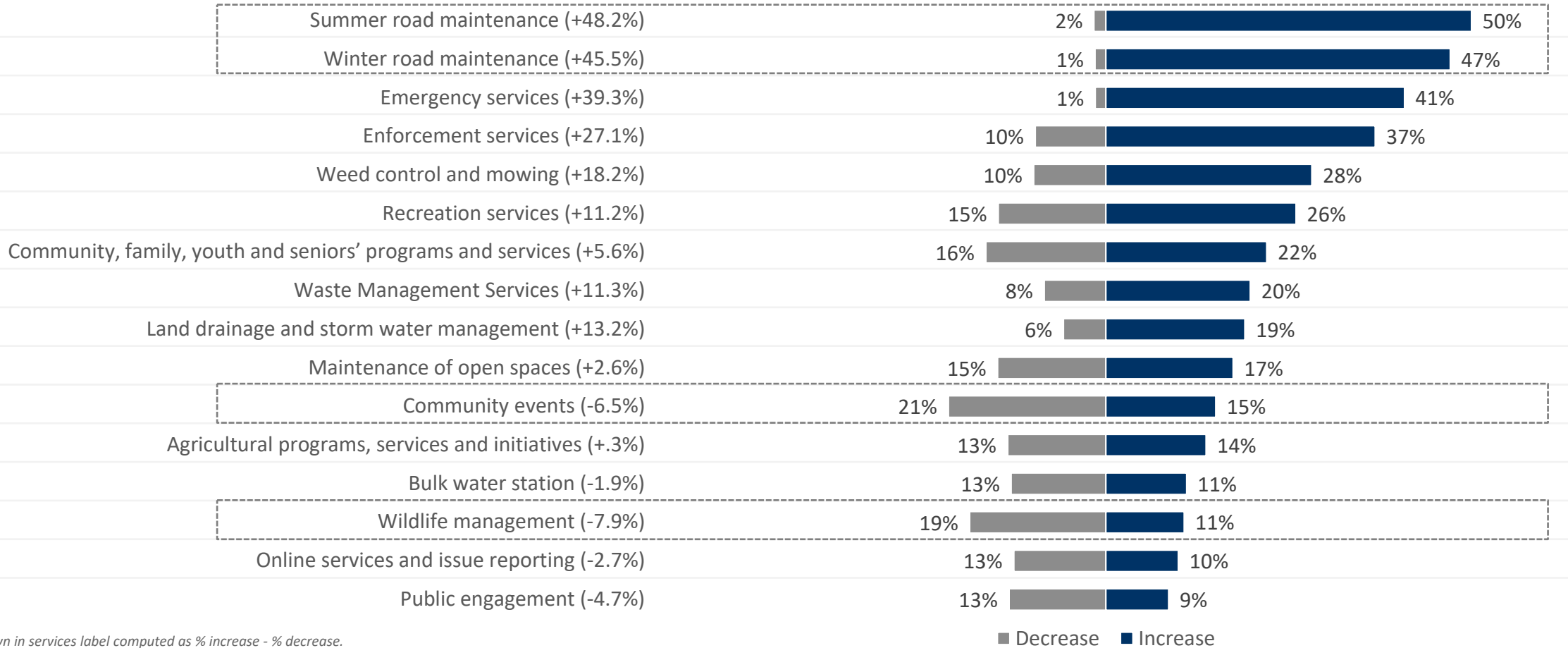




# Support for Increased / Decreased Service Levels

Residents largely support **increased** service levels for both summer (50%) and winter (47%) road maintenance. In contrast, they are most open to **reducing** services in areas like community events (21%) and wildlife management (19%).

Resident support for increased / decreased services and programs



Index shown in services label computed as % increase - % decrease.  
Q2a – Please select the programs or services for which you would support increased service levels, understanding that this may impact costs. (Base: 641)  
Q2b – Please select the programs or services for which you would support decreased service levels, understanding that this may impact costs. (Base: 641)  
Sturgeon County Confidential

# Future Directions

# Community Priorities

When asked to rank their top priorities, residents ranked minimizing future tax increases as the highest priority (35%), followed by investing in new and improved roads (16%) and ensuring the County’s long-term financial sustainability (14%).

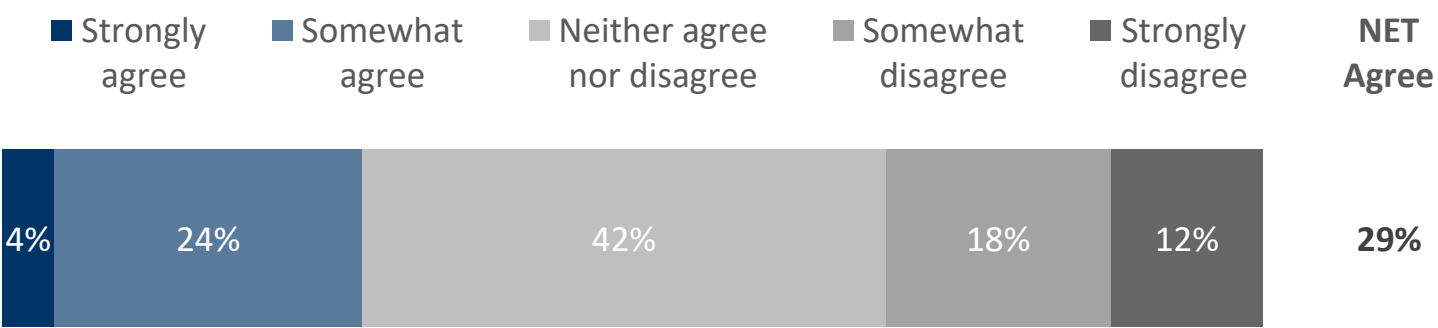
Top ranked community priorities			
Rank	%Top 1	%Top 3	
1	35%	67%	Minimize tax increases in the future
2	16%	45%	Invest in new and improved roads
3	14%	48%	Maintain the County's long-term financial sustainability
4	11%	38%	Improve community safety
5	7%	20%	Invest in new public amenities
6	6%	25%	Attract new jobs and investment to generate community revenue
7	5%	12%	Enhance environmental practices
8	3%	10%	Support landowners in developing new communities
9	3%	12%	Beautification of the community
10	1%	8%	Modernize County services through online and digital technologies

# Engagement with the County

# Engagement with the County

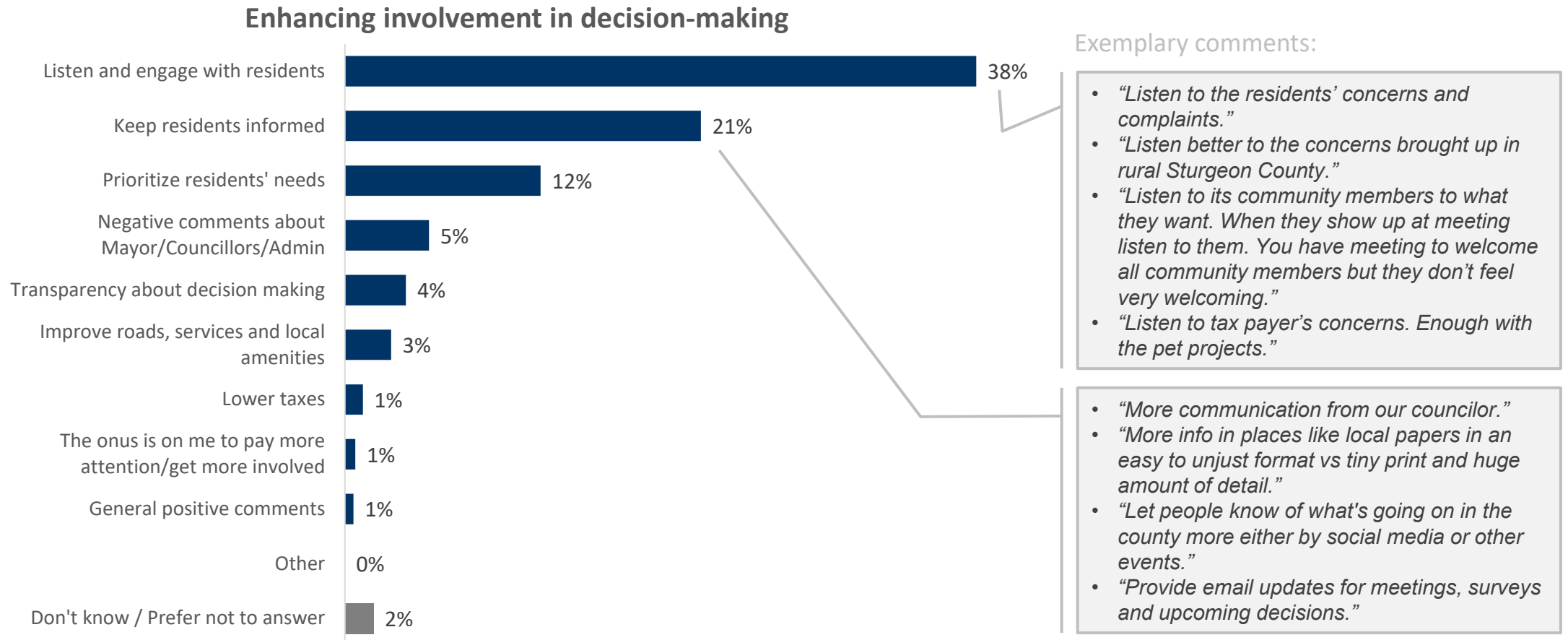
Fewer than one-third of residents (29%) agree that they feel engaged with the County and its decision-making process, while a similar proportion (30%) say they do not feel engaged.

Agreement with feeling engaged with Sturgeon County



# How to Improve Engagement?

To help residents feel more involved in decision-making, the top suggestion is more direct listening and engagement (38%). This is followed by improved communication to keep residents informed (21%) and a greater focus on meeting residents' needs (12%).



# SEGMENTS

# Segment differences (Division)

Division 4 reports the lowest scores across key indicators, including overall satisfaction (85%), perceived value for taxes (29%), and feeling engaged with the County (16%). Perceived good value for taxes is highest in Division 2 (55% vs. 45% total), and feelings of engagement are strongest in Division 1 (39% vs. 29% total). Division 3 ranked improved safety as a priority higher than other divisions.

Key metrics	Total	Division 1	Division 2	Division 3	Division 4	Division 5	Division 6
<b>Satisfaction &amp; Engagement</b>	(n=673)	(n=130)	(n=212)	(n=124)	(n=67)	(n=100)	(n=40)*
Overall satisfaction with the County ( <i>Very + somewhat satisfied</i> )	91%	91%	93%	88%	85%	92%	96%
Get good value from taxes ( <i>Strongly + somewhat agree</i> )	45%	50%	55%	38%	29%	45%	42%
Feel engaged with the County ( <i>Strongly + somewhat agree</i> )	29%	39%	33%	27%	16%	28%	18%
<b>Key community outcomes and strategic priorities</b> ( <i>Ranked by importance, 1 = Most important</i> )	(n=502)	(n=101)	(n=161)	(n=90)	(n=48)*	(n=72)	(n=30)*
Minimize tax increases in the future	1	1	1	1	1	1	1
Maintain the County's long-term financial sustainability	2	2	2	4	2	2	3
Invest in new and improved roads	3	4	3	3	3	3	2
Improve community safety	4	3	4	2	4	4	5
Attract new jobs and investment to generate community revenue	5	5	6	5	5	5	4
Invest in new public amenities	6	6	5	6	6	6	6
Enhance environmental practices	7	9	8	8	7	7	8
Beautification of the community	8	7	7	9	10	8	10
Modernize County services through online and digital technologies	9	8	9	7	8	10	7
Support landowners in developing new communities	10	10	10	10	9	9	9

\* Note: Small base size, interpret with caution

Q1 – Overall, how satisfied are you with Sturgeon County as a place to live? | Q5a – Please indicate whether you agree or disagree with the following statement. I get good value from the taxes I pay when it comes to the programs and services I receive.

Q5b – I feel engaged with Sturgeon County and its decision-making processes. | Q4 – From the list below, click or tap on the most important priority first, then continue ranking the rest in order of importance

Sturgeon County Confidential



# Segment differences (Division)

Residents in Divisions 4 and 6 expressed a strong interest in increased summer road maintenance. For Division 6 residents in particular, emergency and waste management services are also considered highly important. Division 5 residents place greater value on community programs and services compared to those in other divisions. Division 2 residents prioritize maintaining open spaces, while residents in Division 1 prioritize enforcement services more than other divisions.

Increase Sturgeon County Program and Service Level	Total (n=641)	Division 1 (n=126)	Division 2 (n=204)	Division 3 (n=116)	Division 4 (n=63)	Division 5 (n=93)	Division 6 (n=39)*
Summer road maintenance	50%	47%	40%	54%	64%	45%	64%
Winter road maintenance	47%	48%	42%	47%	49%	50%	49%
Emergency services	41%	46%	37%	45%	39%	32%	53%
Enforcement services	37%	47%	34%	38%	31%	31%	41%
Weed control and mowing	28%	34%	30%	24%	26%	24%	32%
Recreation services	26%	22%	30%	22%	23%	31%	25%
Community, family, youth and seniors' programs and services	22%	14%	21%	21%	15%	33%	25%
Waste Management Services	20%	18%	19%	21%	18%	15%	32%
Land drainage and storm water management	19%	21%	20%	14%	18%	19%	21%
Maintenance of open spaces	17%	23%	28%	10%	9%	12%	17%
Community events	15%	14%	15%	14%	8%	18%	19%
Agricultural programs, services and initiatives	14%	9%	8%	13%	17%	18%	23%
Bulk water station	11%	7%	6%	10%	20%	16%	11%
Wildlife management	11%	18%	9%	9%	4%	12%	9%
Online services and issue reporting	10%	10%	9%	11%	6%	11%	13%
Public engagement	9%	13%	11%	7%	5%	8%	2%

\* Note: Small base size, interpret with caution

Q2a – Please select the programs or services for which you would support increased service levels, understanding that this may impact costs.

Sturgeon County Confidential

# Segment differences (Division)

Support is strongest for increasing service levels in summer road maintenance, especially in Divisions 4 and 6. Emergency services are also a priority, particularly in Division 6. Residents in Division 1 favour increased service levels for weed control and mowing, while showing support for reduced investment in agricultural programs and the bulk water station.

Change Index for Program and Service Level (Calculated as % increase less % decrease)	Total (n=641)	Division 1 (n=126)	Division 2 (n=204)	Division 3 (n=116)	Division 4 (n=63)	Division 5 (n=93)	Division 6 (n=39)*
Summer road maintenance	+48%	+45%	+39%	+52%	+60%	+44%	+64%
Winter road maintenance	+45%	+47%	+41%	+44%	+49%	+48%	+49%
Emergency services	+39%	+46%	+36%	+43%	+38%	+29%	+53%
Enforcement services	+27%	+31%	+26%	+32%	+27%	+18%	+32%
Weed control and mowing	+18%	+28%	+22%	+18%	+13%	+12%	+10%
Land drainage and storm water management	+13%	+11%	+16%	+10%	+15%	+14%	+13%
Waste Management Services	+11%	+8%	+13%	+11%	+12%	+10%	+11%
Recreation services	+11%	+9%	+13%	+3%	+5%	+21%	+15%
Community, family, youth and seniors' programs and services	+6%	-2%	+0%	+5%	0%	+20%	+13%
Maintenance of open spaces	+3%	+5%	+18%	-9%	-9%	-3%	+7%
Agricultural programs, services and initiatives	+0%	-10%	-6%	+1%	+4%	+8%	+15%
Bulk water station	-2%	-17%	-9%	+2%	+12%	+9%	-4%
Online services and issue reporting	-3%	0%	-1%	-3%	-5%	-5%	-4%
Public engagement	-5%	+1%	-1%	-6%	-10%	-5%	-15%
Community events	-6%	-9%	-13%	-4%	-17%	+5%	0%
Wildlife management	-8%	+1%	-6%	-15%	-11%	-5%	-17%

\* Note: Small base size, interpret with caution. Index shown in services label computed as % increase - % decrease.

Q2a – Please select the programs or services for which you would support increased service levels, understanding that this may impact costs.

Q2b – Please select the programs or services for which you would support decreased service levels, understanding that this may impact costs.

Sturgeon County Confidential

# Segment differences (Age, Children in household, & Employment Status)

Residents aged 65 and older are more likely than other age groups to feel they receive good value for their taxes. Satisfaction with the County, perceptions of engagement, and views on priority areas are fairly consistent across residents, regardless of age, employment status, or whether they have children in their household.

Key metrics	Total	Age			Children in Household		Employment Status	
		18 to 44	45 to 64	65 or older	Yes	No	Working	Not working
<b>Satisfaction &amp; Engagement</b>	(n=673)	(n=173)	(n=336)	(n=155)	(n=225)	(n=435)	(n=446)	(n=201)
Overall satisfaction with the County ( <i>Very + somewhat satisfied</i> )	91%	93%	89%	90%	94%	89%	91%	90%
Get good value from taxes ( <i>Strongly + somewhat agree</i> )	45%	46%	40%	51%	46%	45%	44%	49%
Feel engaged with the County ( <i>Strongly + somewhat agree</i> )	29%	31%	26%	27%	32%	27%	29%	29%
<b>Key community outcomes and strategic priorities</b> ( <i>Ranked by importance, 1= Most important</i> )	(n=502)	(n=148)	(n=253)	(n=97)	(n=182)	(n=313)	(n=351)	(n=138)
Minimize tax increases in the future	1	1	1	1	1	1	1	1
Maintain the County's long-term financial sustainability	2	2	2	2	2	2	2	2
Invest in new and improved roads	3	3	3	4	3	3	3	3
Improve community safety	4	4	4	3	4	4	4	4
Attract new jobs and investment to generate community revenue	5	6	5	5	6	5	5	5
Invest in new public amenities	6	5	6	6	5	6	6	6
Enhance environmental practices	7	7	8	8	8	7	8	7
Beautification of the community	8	8	7	9	7	9	7	9
Modernize County services through online and digital technologies	9	9	9	7	9	8	9	8
Support landowners in developing new communities	10	10	10	10	10	10	10	10

Q1 – Overall, how satisfied are you with Sturgeon County as a place to live? | Q5a – Please indicate whether you agree or disagree with the following statement. I get good value from the taxes I pay when it comes to the programs and services I receive.

Q5b – I feel engaged with Sturgeon County and its decision-making processes. | Q4 – From the list below, click or tap on the most important priority first, then continue ranking the rest in order of importance.

Sturgeon County Confidential

# Segment differences (Age, Children in household, & Employment Status)

Residents aged 18 to 44, as well as households with children, show stronger support for expanding recreation services and community events. In contrast, residents aged 65 and older place greater importance on enforcement services, while those aged 45 to 64 are more likely to prioritize increased winter road maintenance.

Increase Sturgeon County Program and Service Levels	Total (n=641)	Age			Children in Household		Employment Status	
		18 to 44 (n=169)	45 to 64 (n=324)	65 or older (n=141)	Yes (n=221)	No (n=408)	Working (n=433)	Not working (n=185)
Summer road maintenance	50%	50%	52%	44%	51%	50%	51%	47%
Winter road maintenance	47%	41%	53%	49%	41%	51%	46%	48%
Emergency services	41%	40%	42%	40%	40%	41%	40%	41%
Enforcement services	37%	30%	39%	47%	35%	39%	36%	39%
Weed control and mowing	28%	25%	30%	31%	26%	30%	29%	26%
Recreation services	26%	36%	21%	17%	37%	18%	27%	22%
Community, family, youth and seniors' programs and services	22%	25%	19%	21%	26%	19%	21%	26%
Waste Management Services	20%	19%	18%	25%	19%	20%	20%	19%
Land drainage and storm water management	19%	20%	17%	22%	20%	19%	18%	23%
Maintenance of open spaces	17%	20%	14%	20%	17%	18%	18%	17%
Community events	15%	22%	11%	9%	21%	11%	16%	12%
Agricultural programs, services and initiatives	14%	18%	12%	9%	15%	13%	16%	7%
Bulk water station	11%	9%	13%	13%	9%	13%	11%	10%
Wildlife management	11%	8%	11%	17%	8%	13%	9%	14%
Online services and issue reporting	10%	8%	9%	16%	8%	11%	9%	11%
Public engagement	9%	7%	9%	12%	7%	10%	8%	10%

# Segment differences (Income, Business Ownership, & Own Property)

Residents with household incomes under \$80K, as well as those who own or operate a business, are less likely to feel engaged with the County or believe they receive good value for their taxes. In contrast, higher-income residents are more likely to view their tax contributions as delivering good value.

Key metrics	Total	Household Income			Own or Operate a Business		Own Commercial, Industrial, or Agricultural Property	
		Under \$80k	\$80k to under \$150k	\$150k or more	Yes	No	Yes	No
<b>Satisfaction &amp; Engagement</b>	(n=673)	(n=78)	(n=183)	(n=233)	(n=129)	(n=524)	(n=137)	(n=520)
Overall satisfaction with the County ( <i>Very + somewhat satisfied</i> )	91%	92%	93%	95%	89%	91%	88%	92%
Get good value from taxes ( <i>Strongly + somewhat agree</i> )	45%	30%	46%	54%	40%	47%	36%	48%
Feel engaged with the County ( <i>Strongly + somewhat agree</i> )	29%	19%	31%	33%	19%	31%	21%	31%
<b>Key community outcomes and strategic priorities</b> ( <i>Ranked by importance, 1= Most important</i> )	(n=502)	(n=50)*	(n=141)	(n=195)	(n=89)	(n=400)	(n=92)	(n=403)
Minimize tax increases in the future	1	1	1	1	1	1	1	1
Maintain the County's long-term financial sustainability	2	3	2	2	2	2	3	2
Invest in new and improved roads	3	2	3	3	3	3	2	3
Improve community safety	4	4	4	4	4	4	4	4
Attract new jobs and investment to generate community revenue	5	5	5	6	5	5	5	5
Invest in new public amenities	6	6	6	5	6	6	6	6
Enhance environmental practices	7	8	7	9	7	8	8	8
Beautification of the community	8	7	9	7	10	7	10	7
Modernize County services through online and digital technologies	9	10	8	8	8	9	7	9
Support landowners in developing new communities	10	9	10	10	9	10	9	10

\* Note: Small base size, interpret with caution

Q1 – Overall, how satisfied are you with Sturgeon County as a place to live? | Q5a – Please indicate whether you agree or disagree with the following statement. I get good value from the taxes I pay when it comes to the programs and services I receive.

Q5b – I feel engaged with Sturgeon County and its decision-making processes. | Q4 – From the list below, click or tap on the most important priority first, then continue ranking the rest in order of importance

Sturgeon County Confidential

# Segment differences (Income, Business Ownership, & Own Property)

Residents with lower household incomes, as well as those who operate a business or own commercial, industrial, or agricultural property, express a stronger desire for increased summer and winter road maintenance. Agricultural programs and services are also seen as more important by business owners and non-residential property owners.

Increase Sturgeon County Program and Service Levels	Total (n=641)	Household Income			Own or Operate a Business		Own Commercial, Industrial, or Agricultural Property	
		Under \$80k (n=71)	\$80k to under \$150k (n=176)	\$150k or more (n=225)	Yes (n=124)	No (n=500)	Yes (n=130)	No (n=499)
Summer road maintenance	50%	64%	55%	46%	63%	47%	59%	48%
Winter road maintenance	47%	54%	46%	42%	56%	45%	53%	45%
Emergency services	41%	38%	42%	38%	38%	42%	31%	44%
Enforcement services	37%	35%	38%	34%	39%	36%	40%	36%
Weed control and mowing	28%	37%	25%	27%	33%	27%	32%	27%
Recreation services	26%	16%	31%	31%	26%	26%	13%	30%
Community, family, youth and seniors' programs and services	22%	22%	25%	21%	24%	22%	16%	24%
Waste Management Services	20%	21%	23%	16%	19%	20%	11%	21%
Land drainage and storm water management	19%	24%	17%	21%	23%	19%	22%	19%
Maintenance of open spaces	17%	23%	19%	16%	14%	18%	10%	20%
Community events	15%	15%	18%	18%	12%	16%	6%	17%
Agricultural programs, services and initiatives	14%	18%	20%	10%	25%	10%	29%	10%
Bulk water station	11%	15%	12%	8%	13%	10%	13%	10%
Wildlife management	11%	10%	12%	8%	11%	11%	10%	11%
Online services and issue reporting	10%	13%	12%	6%	12%	9%	7%	10%
Public engagement	9%	5%	12%	6%	9%	8%	6%	9%

# RESPONDENT PROFILE

# Demographics

<i><b>Age</b></i>	<b>Weighted %</b>	<b>Unweighted %</b>
18 to 24	1%	<1%
25 to 34	13%	8%
35 to 44	28%	18%
45 to 54	17%	22%
55 to 64	22%	29%
65 or older	20%	23%

<i><b>Division</b></i>	<b>Weighted %</b>	<b>Unweighted %</b>
Division 1	17%	19%
Division 2	24%	32%
Division 3	19%	18%
Division 4	12%	10%
Division 5	20%	15%
Division 6	9%	6%



# Demographics

<i><b>Employment Status</b></i>	<b>%</b>
Working Full-time	65%
Working Part-time	7%
On leave	1%
Homemaker	3%
Student	0%
Retired	24%
Not employed	<1%

<i><b>Children under 18 in Household</b></i>	<b>%</b>
Yes	41%
No	59%

<i><b>Rent or Own residence</b></i>	<b>%</b>
Own	98%
Rent	2%

<i><b>Household Income</b></i>	<b>%</b>
<\$20,000	1%
\$20,000 to \$39,999	2%
\$40,000 to \$59,999	5%
\$60,000 to \$79,999	7%
\$80,000 to \$99,999	13%
\$100,000 to \$124,999	14%
\$125,000 to \$149,999	12%
\$150,000 or more	47%

<i><b>Own or operate business</b></i>	<b>%</b>
Yes	20%
No	80%

<i><b>Own commercial, industrial, or agricultural property</b></i>	<b>%</b>
Yes	21%
No	79%


# APPENDIX


# Online Survey

<b>Research sponsor</b>	Sturgeon County
<b>Research/data collection supplier</b>	Advanis
<b>Population represented</b>	Residents of Sturgeon County over the age of 18
<b>Completed surveys</b>	673 completed surveys
<b>Mode of data collection</b>	Web
<b>Source of sample</b>	Provided by Sturgeon County
<b>Description of sample</b>	Census
<b>Sample design</b>	Letter mail invitation
<b>Start and end dates of data collection</b>	April 15th and May 13 <sup>th</sup>
<b>Strategies used to gain cooperation</b>	Mentions that individual results are kept anonymous and confidential
<b>Margin of sampling error if probabilistic sample</b>	±3.6%, with a 95% confidence level for overall results
<b>Is data weighted?</b>	Yes; by age (Canada census 2021) and County division
<b>Contact for more information</b>	Sandra Olarte (solarte@advanis.net)
<b>Survey text</b>	See following slides

# Survey draft

Sturgeon County Budget Survey





Sturgeon County residents, **share your thoughts and have your say** by completing this **5-10 minute survey**.

Sturgeon County is seeking your input to inform its 2026 budget and future strategic planning process.

Please click on the **"Start the survey"** button below to continue.

Participation is voluntary, and you can withdraw at any time. To ensure your confidentiality, the third-party vendor Advanis Inc. has been hired to ensure only aggregated results are shared. There will be no way for anyone to tie the responses you provide back to you. Your answers will remain anonymous and the information you provide will be administered according to the requirements of the Privacy Act, the Access to Information Act, and any other pertinent legislation.

The information collected in this survey is for the purpose of shaping the 2026 budget and future strategic planning for Sturgeon County and is collected under the authority of section 33 (c) of the Freedom of Information and Protection of Privacy Act. If you have any questions about the collection and use of this information, please contact the Sturgeon County Access and Privacy Advisor at 9613 - 100 Street, Morinville, Alberta, T8R 1L9 (780) 939.4321 or foip@sturgeoncounty.ca.

This survey is registered with the Canadian Research Insights Council's (CRIC) Research Verification Service. The project verification number is: 20250314-AD106. Click [here](https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en/20250314-AD106) (<https://www.canadianresearchinsightscouncil.ca/rvs/home/?lang=en/20250314-AD106>) and enter the verification number to verify the legitimacy of this survey.

© 2025 Privacy Policy (<https://advanis.net/privacy-policy/english/>) CRIC Pledge (<https://www.canadianresearchinsightscouncil.ca/wp-content/uploads/2020/09/CRIC-Pledge-to-Canadians.pdf>)

Sturgeon County Confidential

SCREENERS

S1

Please read each question and statement carefully.

To begin, how old are you?

Your responses are confidential and will be grouped with those from other participants. To make sure we are talking to a cross-section of residents, we need to get a little information about your background.

☐

1

17 or younger

☐

2

18 to 24

☐

3

25 to 34

☐

4

35 to 44

☐

5

45 to 54

☐

6

55 to 64

☐

7

65 or older

☐

8

Prefer not to answer

S2

Show if Age not disclosed (S1 = Prefer not to answer)

In order to be eligible for this survey, please confirm that you are 18 years old or older.

☐

1

Yes

☐

2

No

☐

3

Prefer not to answer

T1

Show if Under 18 years ((S1 = 1) OR (S2 = 2, Prefer not to answer))

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

S3

Are you a resident of Sturgeon County?

☐

1

Yes

☐

2

No

☐

3

Prefer not to answer

T2

Show if Not Resident (S3 = 2, Prefer not to answer)

Unfortunately, you do not meet the eligibility requirements to complete this survey. To participate, you must be a resident of Sturgeon County. Thank you for your time.

Sturgeon County Confidential

Main survey

Overall Satisfaction

Q1

Overall, how satisfied are you with Sturgeon County as a place to live?

- ☐ 1 Very satisfied
- ☐ 2 Somewhat satisfied
- ☐ 3 Neither satisfied nor dissatisfied
- ☐ 4 Somewhat dissatisfied
- ☐ 5 Very dissatisfied
- ☐ 6 I have not used this service
- ☐ 9 Don't know

Programs and Services

Q2Int

In the next two questions, you'll see a list of sixteen **programs and services** offered by Sturgeon County that could be adjusted to meet resident expectations. Please note, this is not a complete list of all programs and services provided by the County.

If you need more details about a specific program or service, please click or tap the corresponding info button **\*\***.

To continue, please click or tap the arrow at the bottom right of your screen.

Q2a

Please select the programs or services for which you would support **increased** service levels, understanding that this may **impact costs**.

Select all that apply

- ☐ 1 **Community events **\*\*** \***  
**\*\*** major planned events with a high public profile held annually, such as County Bount, Winterfest, etc.
- ☐ 2 **Emergency services **\*\*** \***  
**\*\*** e.g. fire response, emergency response to motor vehicle collisions and disaster services
- ☐ 3 **Community, family, youth and seniors' programs and services **\*\*** \***  
**\*\*** social supports, grants to non-profits, recreation and well-being programs, creating community connections
- ☐ 4 **Summer road maintenance **\*\*** \***  
**\*\*** paving, repairs, dust suppression and gravel road maintenance
- ☐ 5 **Winter road maintenance **\*\*** \***  
**\*\*** snow and ice control services - plowing, sanding, and salting
- ☐ 6 **Wildlife management **\*\*** \***  
**\*\*** monitoring and controlling of wildlife in residential and agricultural areas
- ☐ 7 **Land drainage and storm water management **\*\*** \***  
**\*\*** ditches, storm sewers, and culvert maintenance
- ☐ 8 **Maintenance of open spaces **\*\*** \***  
**\*\*** parks, trails, playgrounds, and dog parks

Sturgeon County Confidential

- ☐ 9 **Enforcement services **\*\*** \***  
**\*\*** peace officer, traffic control, domestic animal control, bylaw enforcement
- ☐ 10 **Bulk water station **\*\*** \***  
**\*\*** supply and maintenance of bulk water stations
- ☐ 11 **Recreation services **\*\*** \***  
**\*\*** access to facilities in neighboring municipalities and CFB Edmonton, sports camps, rock climbing, pickleball, paint night
- ☐ 12 **Public engagement **\*\*** \***  
**\*\*** support the planning and delivery of opportunities for the public to provide feedback on community needs and inform Council decision making
- ☐ 13 **Weed control and mowing **\*\*** \***  
**\*\*** ditches, parks, natural areas and other County owned properties
- ☐ 14 **Online services and issue reporting **\*\*** \***  
**\*\*** e.g. fire permits, dog licenses, recreation program registration, and hazardous tree, wildlife, road, and weed & vegetation maintenance concerns
- ☐ 15 **Waste Management Services **\*\*** \***  
**\*\*** curbside collection, recycling, Roseridge Service
- ☐ 16 **Agricultural programs, services and initiatives **\*\*** \***  
**\*\*** 100-Year Farm Family recognition, conservation programs such as ALLUS Sturgeon, tree seedling sales program, specialty rental equipment, Environmental Farm Plan (EFP) support, and agricultural education
- ☐ 9 **Prefer not to answer**

Levels marked with \* are randomized, \*\* info button

Q2b Only items not selected in Q2a (increase) will show in Q2b.

Please select the programs or services for which you would support **decreased** service levels, understanding that this may **impact costs**.

Select all that apply

- ☐ 1 **Community events **\*\*** \***  
**\*\*** major planned events with a high public profile held annually, such as County Bount, Winterfest, etc.
- ☐ 2 **Emergency services **\*\*** \***  
**\*\*** e.g. fire response, emergency response to motor vehicle collisions and disaster services
- ☐ 3 **Community, family, youth and seniors' programs and services **\*\*** \***  
**\*\*** social supports, grants to non-profits, recreation and well-being programs, creating community connections
- ☐ 4 **Summer road maintenance **\*\*** \***  
**\*\*** paving, repairs, dust suppression and gravel road maintenance
- ☐ 5 **Winter road maintenance **\*\*** \***  
**\*\*** snow and ice control services - plowing, sanding, and salting
- ☐ 6 **Wildlife management **\*\*** \***  
**\*\*** monitoring and controlling of wildlife in residential and agricultural areas
- ☐ 7 **Land drainage and storm water management **\*\*** \***  
**\*\*** ditches, storm sewers, and culvert maintenance
- ☐ 8 **Maintenance of open spaces **\*\*** \***  
**\*\*** parks, trails, playgrounds, and dog parks
- ☐ 9 **Enforcement services **\*\*** \***  
**\*\*** peace officer, traffic control, domestic animal control, bylaw enforcement
- ☐ 10 **Bulk water station **\*\*** \***  
**\*\*** supply and maintenance of bulk water stations
- ☐ 11 **Recreation services **\*\*** \***  
**\*\*** access to facilities in neighboring municipalities and CFB Edmonton, sports camps, rock climbing, pickleball, paint night
- ☐ 12 **Public engagement **\*\*** \***  
**\*\*** support the planning and delivery of opportunities for the public to provide feedback on community needs and inform Council decision making
- ☐ 13 **Weed control and mowing **\*\*** \***  
**\*\*** ditches, parks, natural areas and other County owned properties
- ☐ 14 **Online services and issue reporting **\*\*** \***  
**\*\*** e.g. fire permits, dog licenses, recreation program registration, and hazardous tree, wildlife, road, and weed & vegetation maintenance concerns

Sturgeon County Confidential

- ☐ 15
- Waste Management Services \*\* \*  
\*? curbside collection, recycling, Roseridge Service
- ☐ 16
- Agricultural programs, services and initiatives \*\* \*  
\*? 100-Year Farm Family recognition, conservation programs such as ALLUS Sturgeon, tree seedling sales program, specialty rental equipment, Environmental Farm Plan (EFP) support, and agricultural education
- ☐ -8
- Prefer not to answer

Levels marked with \* are randomized, \*\* info button.

Q3  
Now, please rate your satisfaction with the following Sturgeon County programs or services:

1.
- Community events \*\* \*  
\*? major planned events with a high public profile held annually, such as County Bounty, Winterfest, etc.
2.
- Emergency services \*\* \*  
\*? e.g. fire response, emergency response to motor vehicle collisions and disaster services
3.
- Community, family, youth and seniors' programs and services \*\* \*  
\*? social supports, grants to non-profits, recreation and well-being programs, creating community connections
4.
- Summer road maintenance \*\* \*  
\*? paving, repairs, dust suppression and gravel road maintenance
5.
- Winter road maintenance \*\* \*  
\*? snow and ice control services - plowing, sanding, and salting
6.
- Wildlife management \*\* \*  
\*? monitoring and controlling of wildlife in residential and agricultural areas
7.
- Land drainage and storm water management \*\* \*  
\*? ditches, storm sewers, and culvert maintenance
8.
- Maintenance of open spaces \*\* \*  
\*? parks, trails, playgrounds, and dog parks
9.
- Enforcement services \*\* \*  
\*? peace officers, traffic control, domestic animal control, bylaw enforcement
10.
- Bulk water station \*\* \*  
\*? supply and maintenance of bulk water stations
11.
- Recreation services \*\* \*  
\*? access to facilities in neighboring municipalities and CFB Edmonton, sports camps, rock climbing, pickleball, paint night
12.
- Public engagement \*\* \*  
\*? support the planning and delivery of opportunities for the public to provide feedback on community needs and inform Council decision making
13.
- Weed control and mowing \*\* \*  
\*? ditches, parks, natural areas and other County owned properties
14.
- Online services and issue reporting \*\* \*  
\*? e.g. fire permits, dog licenses, recreation program registration, and hazardous tree, wildlife, road, and weed & vegetation maintenance concerns
15.
- Waste Management Services \*\* \*  
\*? curbside collection, recycling, Roseridge Service
16.
- Agricultural programs, services and initiatives \*\* \*  
\*? 100-Year Farm Family recognition, conservation programs such as ALLUS Sturgeon, tree seedling sales program, specialty rental equipment, Environmental Farm Plan (EFP) support, and agricultural education

Levels marked with \* are randomized

- ☐ 1
- Very satisfied
- ☐ 2
- Somewhat satisfied
- ☐ 3
- Neither satisfied nor dissatisfied
- ☐ 4
- Somewhat dissatisfied
- ☐ 5
- Very dissatisfied
- ☐ 6
- I have not used this service
- ☐ -8
- Prefer not to answer

Sturgeon County Confidential

Priorities

Priorities

Q4Int  
Sturgeon County has identified ten key community outcomes and the strategic priorities needed to achieve them over time. We would like your input on which of these priorities are the most important to you.

To continue, please click or tap the arrow at the bottom right of your screen.

Q4  
From the list below, click or tap on the most important priority first, then continue ranking the rest in order of importance.

Use the arrows to change the order or click the 'X' to remove a priority.

- ☐
- Invest in new public amenities \*\* \*  
\*? e.g. buildings, open space, trails, and recreation infrastructure
- ☐
- Invest in new and improved roads \*
- ☐
- Attract new jobs and investment to generate community revenue \*
- ☐
- Improve community safety \*
- ☐
- Modernize County services through online and digital technologies \*
- ☐
- Enhance environmental practices \*\* \*  
\*? keep our agricultural lands, municipal lands, and water clean for current and future generations
- ☐
- Maintain the County's long-term financial sustainability \*\* \*  
\*? e.g. low debt levels and sufficient financial reserves
- ☐
- Minimize tax increases in the future \*
- ☐
- Support landowners in developing new communities \*
- ☐
- Beautification of the community \*

Levels marked with \* are randomized, \*\* info button

Sturgeon County Confidential

Value and Engagement

Value

Q5a

Please indicate whether you agree or disagree with the following statement.

I get good value from the taxes I pay when it comes to the programs and services I receive.

- ☐ 1 Strongly agree
- ☐ 2 Somewhat agree
- ☐ 3 Neither agree nor disagree
- ☐ 4 Somewhat disagree
- ☐ 5 Strongly disagree

Qa5neg Show if Does not agree with value for taxes (Q5a = 3,4,5)

What specific changes or improvements would make you feel that you are getting better value for your tax dollars?

Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

☐ -8 Prefer not to answer

Qa5pos Show if Agree with value for taxes (Q5a = 1,2)

Why do you feel your taxes provide good value through the services you receive?

Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

☐ -8 Prefer not to answer

Sturgeon County Confidential

Engagement

Q5b

Please indicate whether you agree or disagree with the following statement.

I feel engaged with Sturgeon County and its decision-making processes.

- ☐ 1 Strongly agree
- ☐ 2 Somewhat agree
- ☐ 3 Neither agree nor disagree
- ☐ 4 Somewhat disagree
- ☐ 5 Strongly disagree

Qb5pos Show if Agree with feeling engaged (Q5b = 1,2)

What types of opportunities or interactions have helped you feel engaged with the County?

Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

☐ -8 Prefer not to answer

Qb5neg Show if Does not agree with feeling engaged (Q5b = 3,4,5)

What can Sturgeon County do to help you feel more involved in the decision-making process?

Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

☐ -8 Prefer not to answer

Sturgeon County Confidential

## Survey End

### Demographics

#### Q6

Do you have any additional comments or suggestions for Sturgeon County Council to consider for the 2026 budget or the programs and services provided by the County?

*Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.*

---

---

---

---

☐ -8 I don't have additional suggestions

#### D1

To better understand the diverse views and needs of residents, these final few questions will help us analyze the data by sub-groups.

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

- ☐ 1 Yes  
☐ 2 No  
☐ -8 Prefer not to answer

#### D2

Do you own or rent your current place of residence in Sturgeon County?

- ☐ 1 Own  
☐ 2 Rent  
☐ -8 Prefer not to answer

#### D3a

Do you own or operate a **business** in Sturgeon County?

- ☐ 1 Yes  
☐ 2 No  
☐ -8 Prefer not to answer

Sturgeon County Confidential

#### D3b

Do you own **commercial, industrial, or agricultural property** in Sturgeon County?

- ☐ 1 Yes  
☐ 2 No  
☐ -8 Prefer not to answer

#### D4

Which of the following **best** describes your current employment status?

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

#### D5

Which of the following categories **best** describes your total household income before taxes in 2024?

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

#### EndWeb

Thank you very much for your participation in this important study. Your time and feedback are greatly appreciated by Sturgeon County!

Should you have any additional questions, please contact: [budgetsurvey@sturgeoncounty.ca](mailto:budgetsurvey@sturgeoncounty.ca)

You will be redirected shortly to the Sturgeon County Budget 2025 website.

Sturgeon County Confidential





*[www.advanis.net](http://www.advanis.net)*

**Contact:**

Sandra Olarte, MSc, CAIP

*Senior Statistician / Research Consultant*

E: [solarte@advanis.net](mailto:solarte@advanis.net)

**Edmonton | Waterloo | Montréal**