



2022 Tax Levy Research

Summary Report

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Background & Methodology

In November and December 2021, Edmonton City Council will discuss the 2022 budget, which will determine how much money will be collected through property taxes. Given the financial stress that the COVID-19 pandemic has put on many households and businesses, Council voted to not increase the amount of tax collected this past spring. 2022 is the last year in a four-year budget. That budget currently plans for a 1.8 per cent increase to the tax levy.

This study invited residents, business owners and property owners to reflect on their own financial situation, the programs and services offered by the City and the potential tax levy increase.

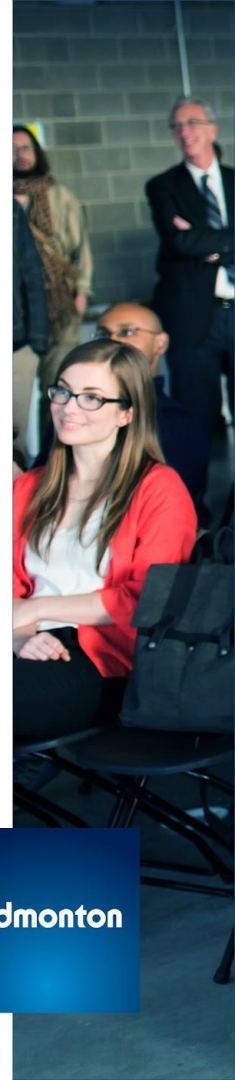
The survey was made available on edmonton.ca/surveys between November 17-24. Responses were crowdsourced through numerous communications channels. These sources include social media promotion and an invite was sent to Edmonton Insight Community members.

In total, 8,644 responses were received to the study.

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Analysis

The survey data is reported with respect to...

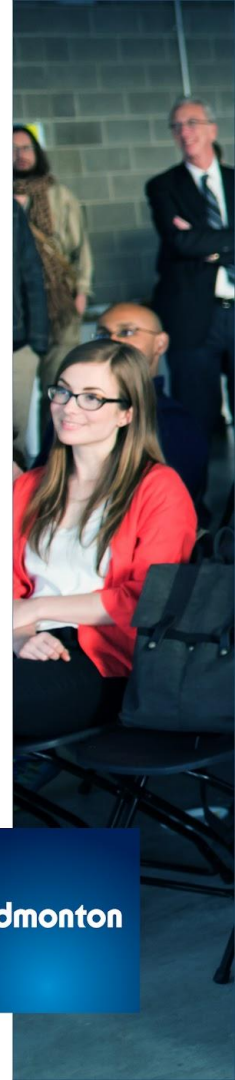
- Opinion of residents of Edmonton overall
- Opinion of specific audiences, namely,
 - Those who own a residential property in Edmonton
 - Those who rent a residential property in Edmonton
 - Those who own a commercial property in Edmonton
 - Those who manage a business in Edmonton

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

A similar proportion of respondents indicate their financial situation over the last 12 months has become worse (45%) or stayed the same (44%), followed by 8% who indicate it has become better. Among those who indicate their financial condition has become worse:

- 83% 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 9% indicating their situation will become better. Just under half (47%) indicate their situation will become worse and 41% think it will stay the same.

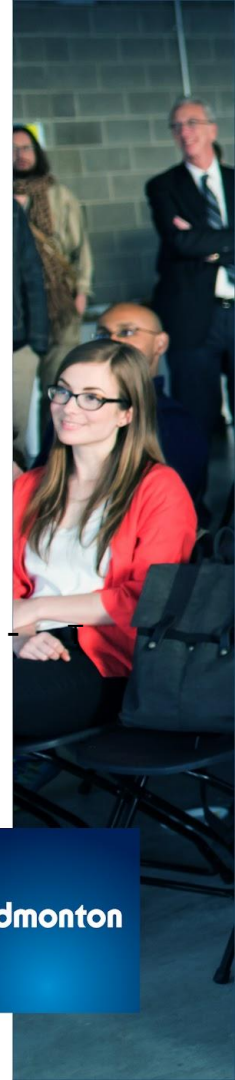
Tax Levy Tolerance

- Maintaining the current tax levy for 2022 (no tax increase) is preferred by 42% of respondents followed by 34% who would like to see an increase to the tax levy and a further 18% 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.
- Tolerance for a tax levy increase is lower among commercial property owners and business owners/managers.
- Of those how would like to see an increase in the tax levy, 22% indicate a 1% - 2% increase in tax levy is acceptable. Of those whose would like to see a tax levy decrease, 31% indicate a 3% or more decrease in tax levy is acceptable
- Of those who would like a tax increase:
 - Three-quarters want the increase to cover the increased cost of maintaining existing programs and to stay on top of maintaining infrastructure.
 - 44% would like improvement or addition in programs and services. The top mentioned services are transit, road operations and maintenance, and parks.
- Those who would like tax levy to be maintained or decreased would like service levels to be reduced and cut in recreation centres, parks, and transit.

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Detailed Results Tax Levy

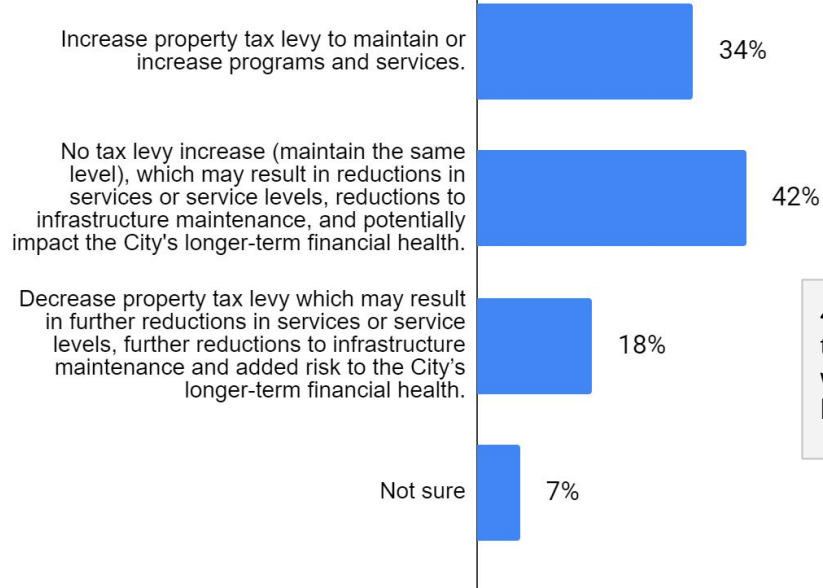
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Opinion on Property Taxes for 2022

Which of the following best describes your opinion regarding municipal property taxes for 2022?

Respondents=8,644



42% of respondents think there should be no tax levy increase, followed by 34% who would like an increase and 18% who would like a decrease in tax levy.

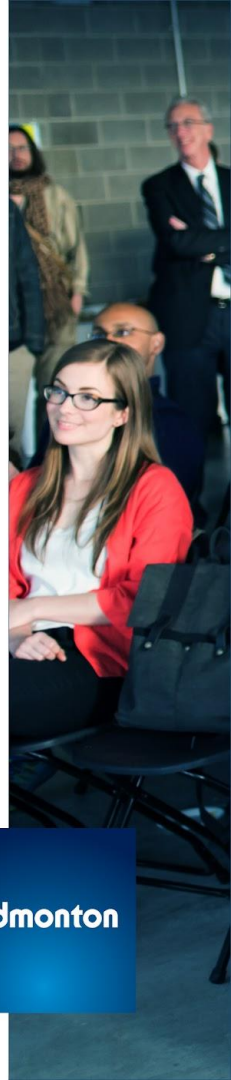
Note that the percentages may not add up to a 100% due to rounding.

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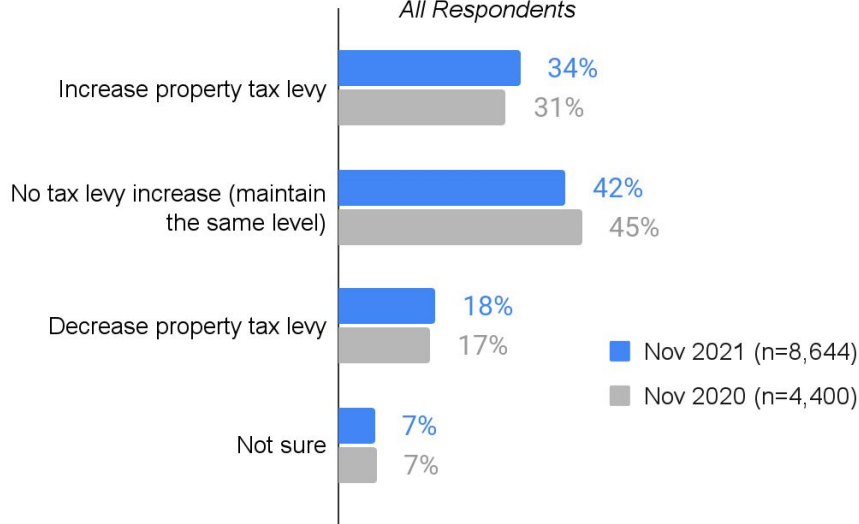
QB1. Municipal property taxes are the primary way to pay for programs and services (e.g. fire rescue services, parks, police, recreation centres, road operations and maintenance, and transit) provided by the City of Edmonton. Which of the following best describes your opinion regarding municipal property taxes for 2022?



Opinion on Property Taxes - Comparison with 2020

Which of the following best describes your opinion regarding municipal property taxes for 2022?

All Respondents



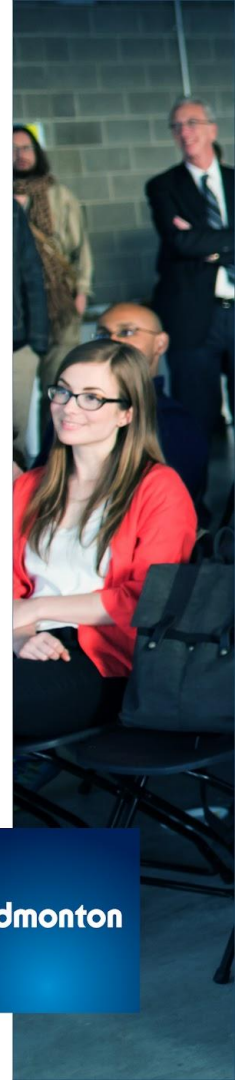
Compared to last year, respondents' opinions on property taxes remain consistent.

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QB1. Municipal property taxes are the primary way to pay for programs and services (e.g. fire rescue services, parks, police, recreation centres, road operations and maintenance, and transit) provided by the City of Edmonton. Which of the following best describes your opinion regarding municipal property taxes for 2022?



Tax Levy Tolerance

**22% indicate a
1%-2% increase in tax levy is
acceptable**

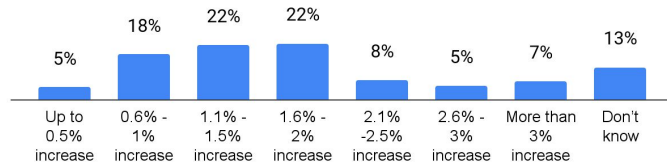
(Among 2,907 respondents who want an increase)

**31% indicate a
3% or more decrease in tax levy is
acceptable**

(Among 1,544 respondents who want a decrease)

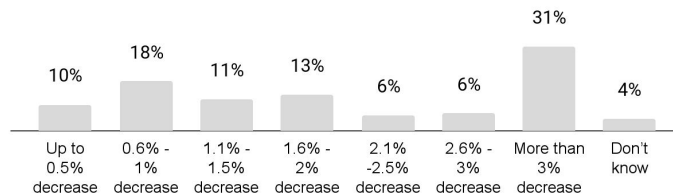
What is an acceptable tax levy increase for the City of Edmonton to consider for 2022?

Respondents who want a tax increase=2,907



What is an acceptable tax levy decrease for the City of Edmonton to consider for 2022?

Respondents who want a tax decrease=1,544



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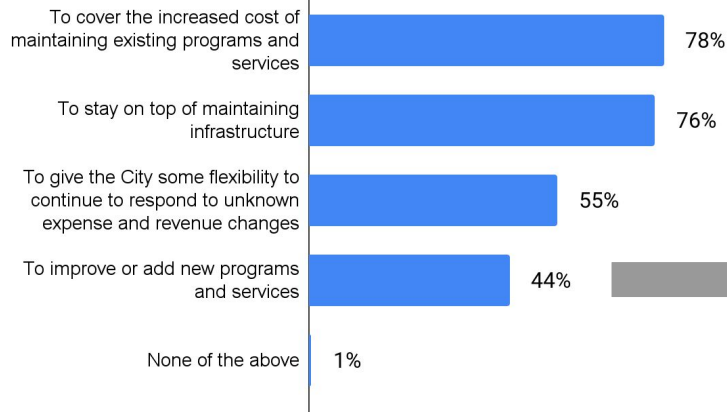
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QB3. You mentioned that you would like the taxes to be increased. What is an acceptable tax levy increase for the City of Edmonton to consider for 2022?
QB4. You mentioned that you would like the taxes to be decreased. What is an acceptable tax levy decrease for the City of Edmonton to consider for 2022?

Focus of Tax Levy Increase

What should be the focus of the increase in property tax? (Select all that apply)

Respondents who want a tax increase=2,907



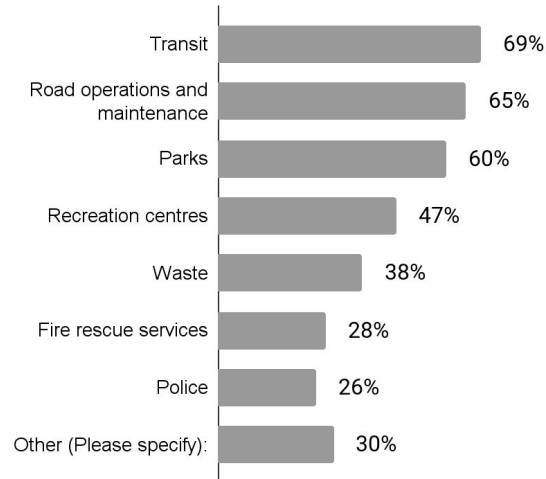
Among respondents who would like a tax increase, three-quarters want the increase to cover the increased cost of maintaining existing programs and to stay on top of maintaining infrastructure.

44% of these respondents would like improvement or addition in programs and services. The top mentioned services are transit, road operations and maintenance, and parks.

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What programs and services would you like to be improved or added?

Respondents who want services to be added or improved=1,289



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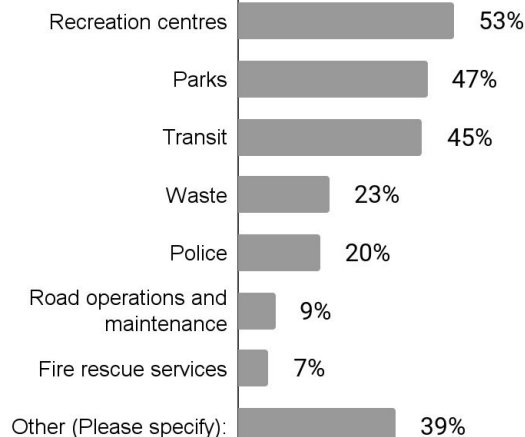
QB2A. You mentioned that you would like the taxes to be increased. What should be the focus of the increase in property tax? Select all that apply.

QB2B. What programs and services would you like to be improved or added?

Focus of Tax Levy Maintenance or Decrease

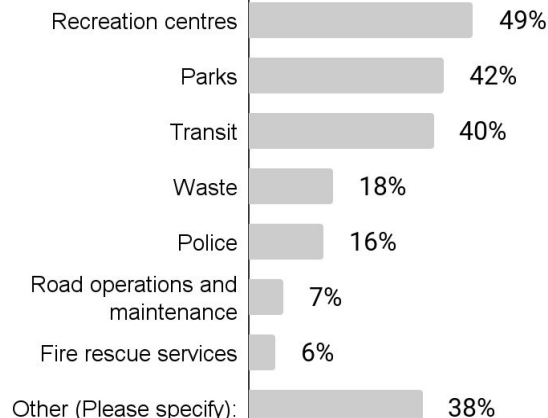
Where would you like to see reduced service levels?

Respondents who want tax levy maintenance or decrease=5,163



What programs and services would you like to be cut?

Respondents who want tax levy maintenance or decrease=5,163



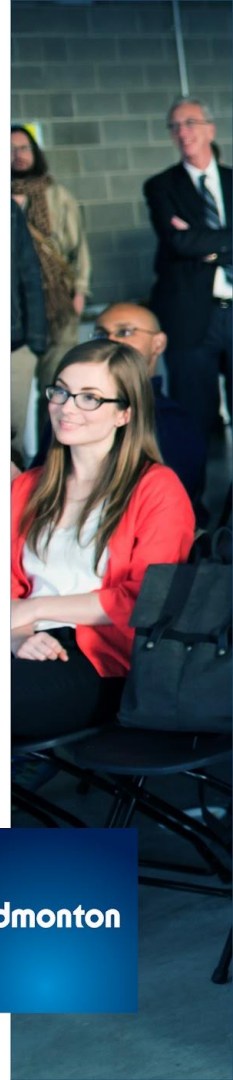
Respondents who would like tax levy to be maintained or decreased would like service levels to be reduced and cut in recreation centres, parks, and transit.

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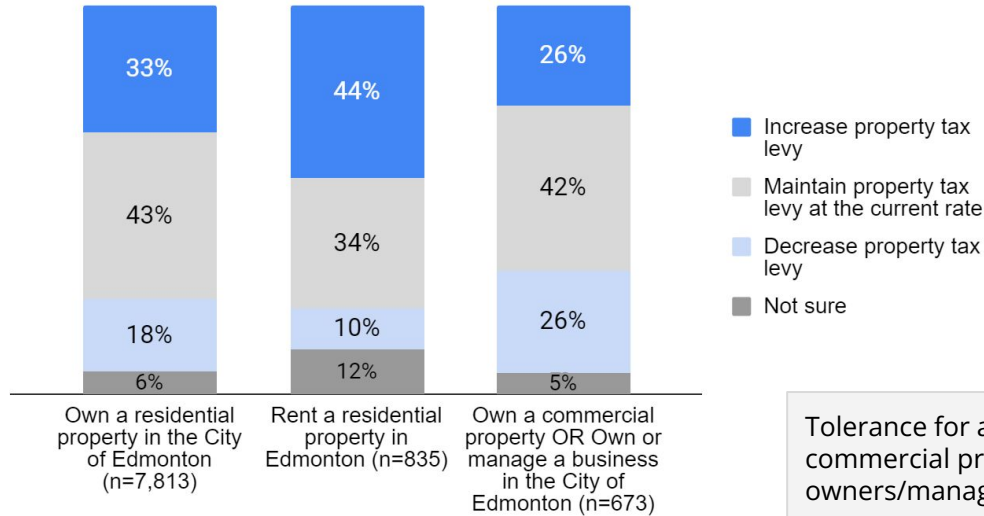
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QB2C. In order to keep the property tax levy at the current level (0% increase) or to reduce it, **service levels may need to be reduced**. Where would you like to see reduced service levels? QB2D. **Programs and services may also need to be cut** in order to keep or reduce the property tax levy. What programs and services would you like to be cut?



Opinion on Property Taxes 2022 - by Audience

Which of the following best describes your opinion regarding municipal property taxes for 2022?



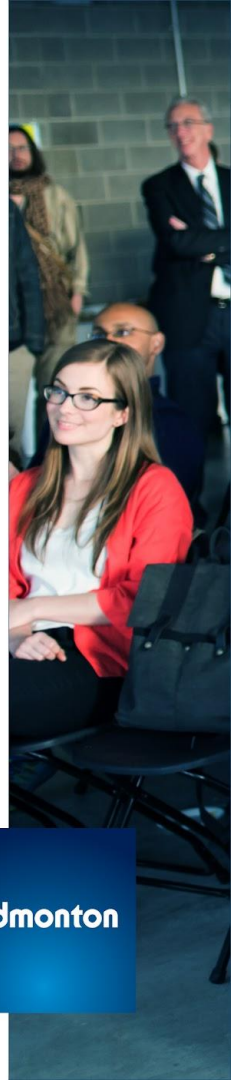
Tolerance for a tax levy increase is lower among commercial property owners and business owners/managers.

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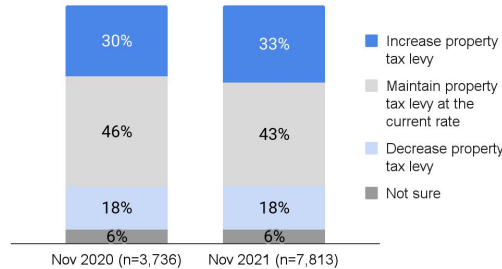
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Opinion on Property Taxes - Comparison by Audience

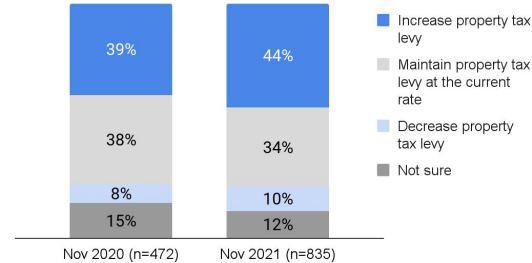
Which of the following best describes your opinion regarding municipal property taxes for 2022?

Those who own a residential property in Edmonton



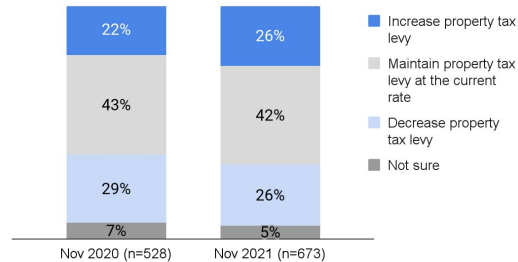
Which of the following best describes your opinion regarding municipal property taxes for 2022?

Those who rent a residential property in Edmonton



Which of the following best describes your opinion regarding municipal property taxes for 2022?

Those who own a commercial property OR own or manage a business in Edmonton



Tolerance for a tax levy increase is lower among commercial property owners and business owners/managers, consistent with last year.

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QB1. Municipal property taxes are the primary way to pay for programs and services (e.g. fire rescue services, parks, police, recreation centres, road operations and maintenance, and transit) provided by the City of Edmonton. Which of the following best describes your opinion regarding municipal property taxes for 2022?

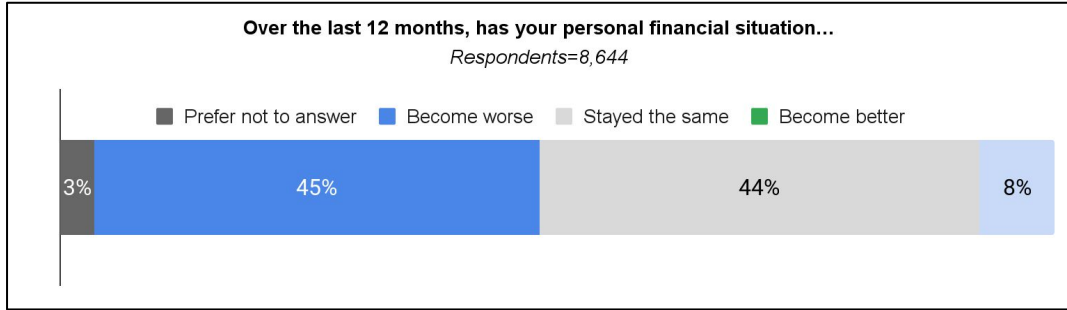


Detailed Results Financial Situation

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Financial Situation Over the Last 12 months



Among those who said their financial situation has become worse

83% indicate personal finances been negatively impacted by the COVID-19 pandemic

(3,874 respondents)

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

1. Become worse (47%)
2. Stay the same (41%)
3. Become better (9%)

(3,874 respondents)

Similar proportion of respondents indicate their financial situation over the last 12 months has become worse (45%) or stayed the same (44%), followed by 8% who indicate it has become better.

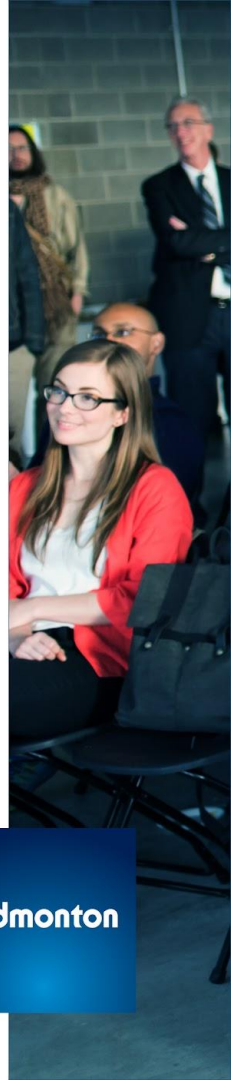
Those who have seen their financial situation become worse would like to see a tax levy decrease.

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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

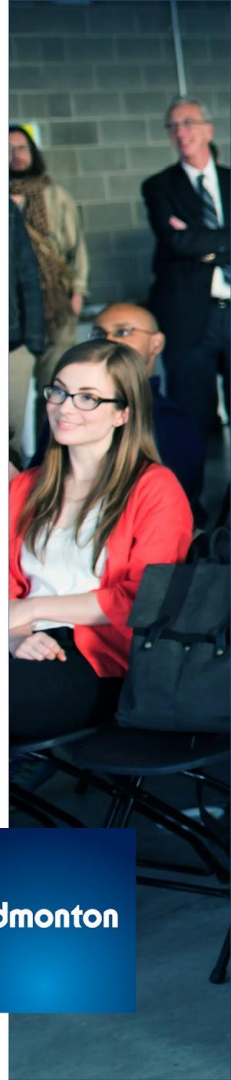
The following groups are more likely to indicate that their personal financial situation has become worse in the past 12 months (no particular order):

- Persons with disabilities
- Indigenous
- Visible minority
- Gender minorities (Two-Spirit, Transgender, Non-binary)
- Edmontonians 45-64 years of age
- Working part-time or unemployed
- Own a commercial property in Edmonton

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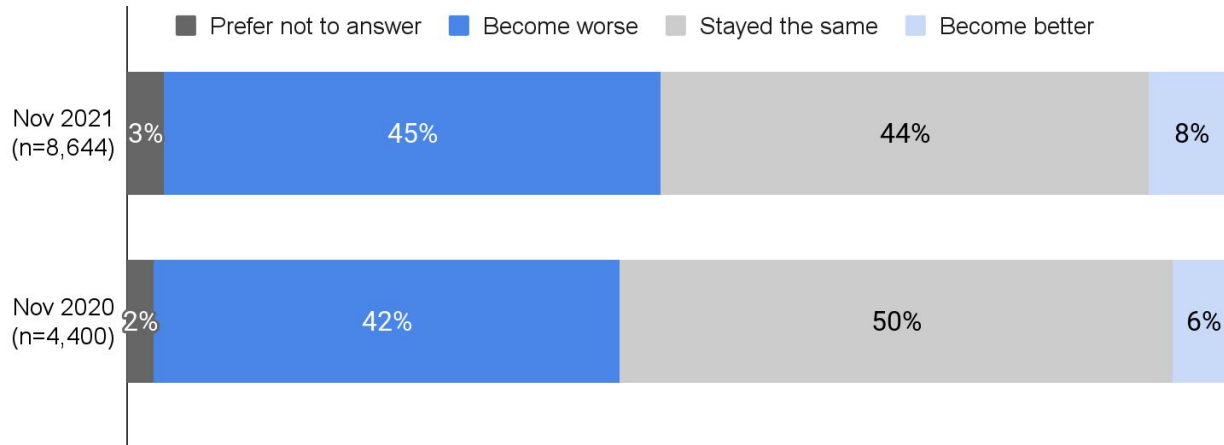
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Financial Situation - Comparison with 2020

Over the last 12 months, has your personal financial situation...

All Respondents



The financial situation of respondents has slightly changed since last year, with a decrease in those who indicate their financial situation has stayed the same, and an increase in those who say it has become worse.

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Demographics

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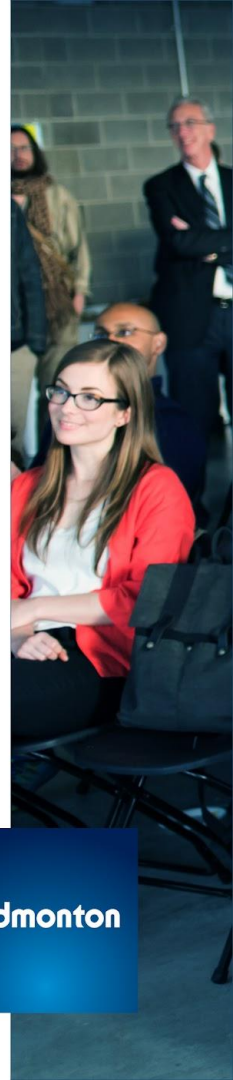
Property/Business owner	n=8,644
Own a residential property in Edmonton (this includes residential properties for rent with under four units)	90%
Rent a residential property in Edmonton	10%
Own a commercial property in the City of Edmonton (this includes residential properties for rent with four or more units)	2%
Own or manage a business in the City of Edmonton	7%
Prefer not to answer	1%
Live in...	n=8,644
The city of Edmonton	99%
Surrounding areas of Edmonton	1%
Other	0%

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Employment status	n=8,644
Employed full-time (30+ hours a week)	56%
Employed part-time (0-30 hours a week)	7%
Homemaker	1%
Post-secondary student	1%
High School Student	0%
Unemployed	3%
Permanently unable to Work	1%
Retired	22%
Other (Specify)	4%
Prefer not to answer	4%
City of Edmonton employee	n=8,644
Yes	5%
No	93%
Prefer not to answer	2%

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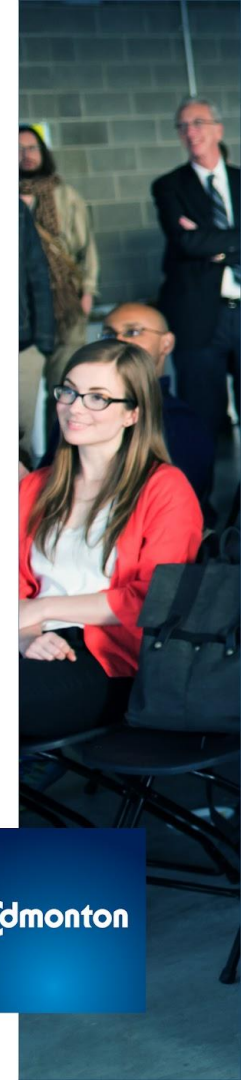


Gender	n=8,644
Female	43%
Male	48%
Non-binary	1%
Transgender	0%
Two-Spirit	0%
Another gender not listed above	0%
I prefer not to answer	8%
Member of...	n=8,644
Visible minority	11%
Persons with disabilities	5%
Indigenous	2%
New to Canada (less than 5 years)	1%
Other (please specify)	5%
None of the above	64%
Prefer not to answer	14%

Age	n=8,644
Under 18 years old	0%
18-24 years old	1%
25-34 years old	15%
35-44 years old	24%
45-54 years old	17%
55-64 years old	19%
65 to 74 years old	15%
75+ years old	4%
I prefer not to answer	5%
Children in household	n=8,644
Yes	29%
No	67%
Prefer not to answer	5%

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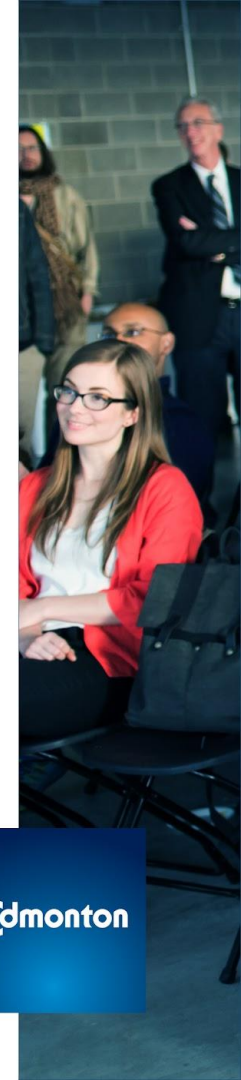
Ward	n=8,644
Anirniq	5%
Dene	4%
Ipiihkoohkanipiaohtsi	7%
Karhiio	4%
Métis	12%
Nakota Isga	6%
O-day'min	8%
papastew	10%
pihêsiwin	5%
sipiwiyiniwak	7%
Sspomitapi	3%
Tastawiyiniwak	4%
I don't know	19%
I prefer not to answer	5%

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Source of response	n=8,644
Edmonton Insight Community	56%
Online Public Web Link	44%

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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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