



2026 Budget Planning Survey General Population Survey Results

*Results weighted to ensure statistical
validity to the Cochrane Population*

Conducted by:



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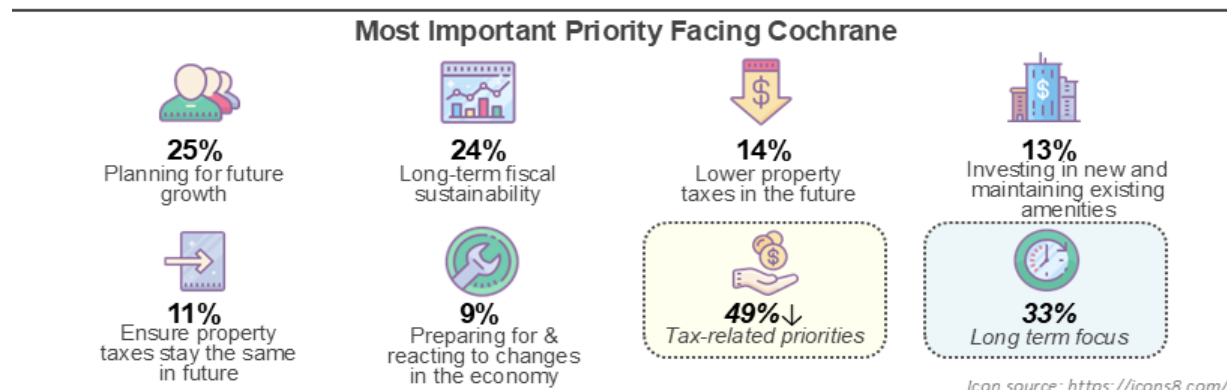
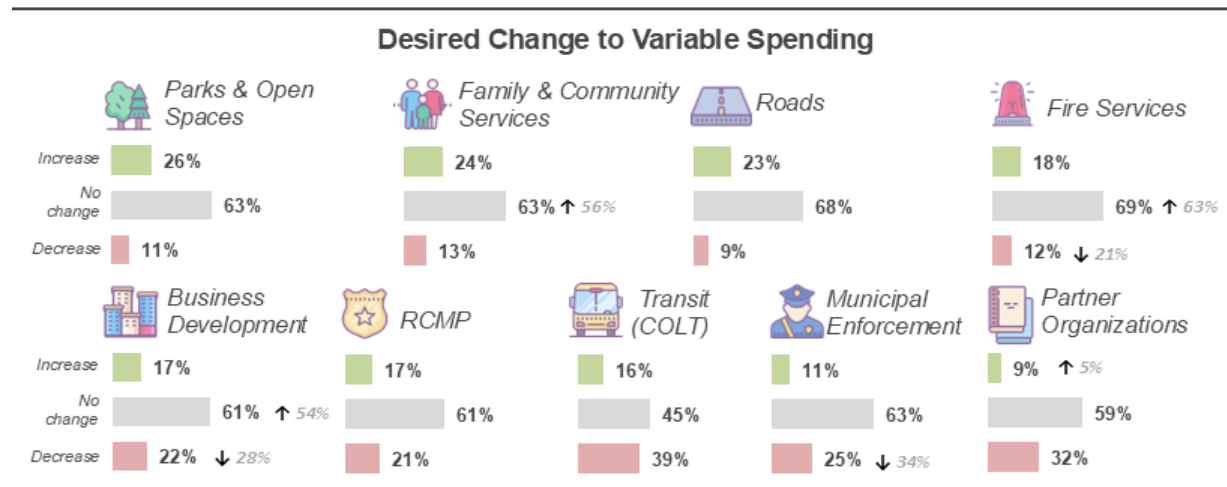
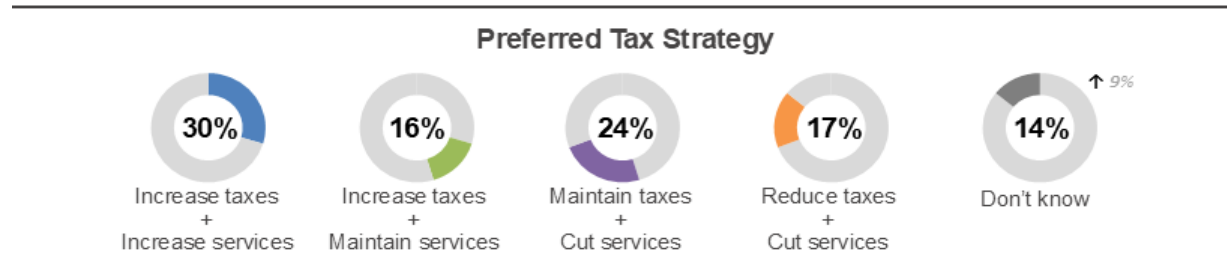
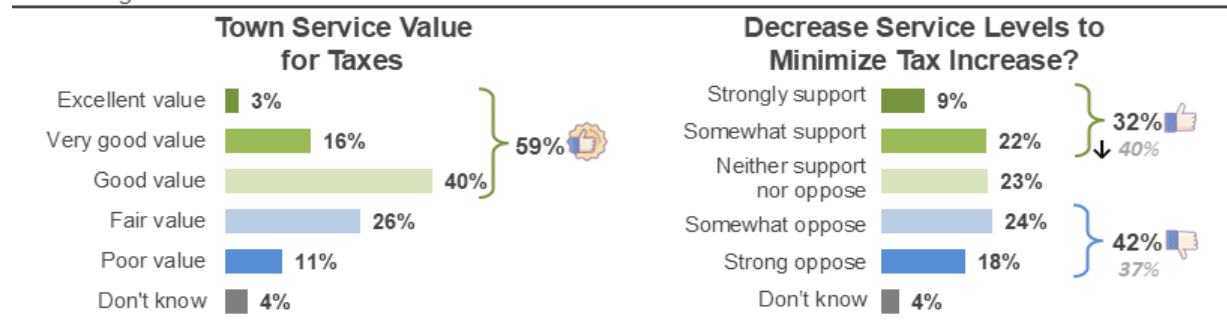
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1 Budget Planning Survey Highlights

2026 Budget Planning Survey Highlights

Survey of **825** adult Cochrane residents contacted by phone and postcard from April 2nd to May 7th, 2025, and completed the survey. Results are weighted by age. Results below may not add up exactly due to rounding.



2 Detailed Project Description

2.1 Project Background

In early 2025, the Town of Cochrane contracted Advanis to conduct the 2026 Town of Cochrane Budget Planning Survey. The primary purpose of this study is to assess the views of Town of Cochrane residents concerning the budgetary planning process for the 2026 Town budget. In total, 825 randomly selected Town of Cochrane residents aged 16 and older completed the survey between April 2nd and May 7th, 2025. All but one respondent was 18 or older.

This report outlines the results of the 2026 Town of Cochrane Budget Planning Survey. Comparisons to previous years' survey data are included where appropriate to determine any shifts in the perceptions and opinions of the Town of Cochrane residents.

2.2 Methodology

All components of the project were designed and executed in close consultation with the Town of Cochrane. A detailed description of each task of the project is outlined in the remainder of this section.

2.2.1 Project Planning

Advanis team members reviewed the documents and met with Town employees charged with leading this research to ensure total understanding of the purpose and needs of this study. Both the Town and Advanis agreed upon a research methodology and detailed work plan. To remain consistent with the previous year, few changes were made to the Budget Planning survey as detailed in the following sections.

2.2.2 Survey Design

The survey was designed to be similar to previous iterations of the survey but updated in 2025 to meet any new needs the Town may have. Advanis and the Town worked together to update the survey questions as needed. The survey was then programmed and tested, and the Town had an opportunity to review the survey online and provide additional feedback. A text version of the final questionnaire is provided in the Appendix (section 4.4).

2.2.3 Survey Population and Data Collection

Advanis acquired a random set of landline telephone numbers and used Advanis' proprietary General Population Random Sample¹ wireless numbers for the Town of Cochrane. Potential participants were contacted by telephone and recruited to complete the online survey. A link to the online survey was provided either by email or text message.

Advanis also worked with the Town to design a letter to recruit households to complete the survey. The letter instructed residents to either manually text Advanis or scan a QR code (which would text Advanis) to receive a unique link to the online survey. The Town had the addressed letters printed and delivered

¹ For more information, visit <https://www.advanis.net/general-population-random-sample-gprs>.

to every household in Cochrane. In total, 758 residents completed the survey through this recruiting approach. For comparison, 67 respondents were recruited by telephone this year. Specific details of the recruitment letter used can be found in the Appendix (section 4.5).

Although survey respondents were recruited two different ways (i.e., telephone and letter), both methodologies are considered statistically representative. Indeed, the telephone recruitment is considered a random sample, while providing a letter to every household is considered conducting a census. Furthermore, since all respondents completed the survey online, we can be confident that the methodology is sufficiently consistent with previous years to allow for trending analysis.

The Town remains cognizant of the increased use of mobile devices within our community and recognized the importance of creating a mobile friendly platform for the 2026 Budget Planning Survey in order to engage all Cochrane residents most effectively. As mentioned, the survey platform used in 2025 allowed for a mobile-optimized experience ensuring that those who chose to complete the survey on a smartphone or tablet could do so with ease. In total, 85% of surveys collected for this report were completed on a mobile device.

A pre-test of the survey was conducted on April 2, 2025. The purpose of the pre-test was to ensure the survey was functioning as intended on the survey platform by collecting a limited number of completed surveys and reviewing the results. Since data checks did not flag any concerns, the survey was fully launched (and these results are included in this report). The primary fielding dates for the remainder of residents who completed the survey was from April 8th and May 7th, 2025. In total, 825 residents completed the survey which implies a margin of error no greater than $\pm 3.4\%$ at 95% confidence.

For this analysis, weights were assigned based on the ages of residents to ensure that their representation in the Town-wide sample was proportionate to the Town of Cochrane population as determined by the 2024 Municipal Census. Specific details of the weighting scheme used can be found in the Appendix (section 4.2).

2.2.4 Survey Awareness

Survey participants were asked if they recalled seeing or hearing an advertisement for the survey. In total, 86% mentioned that they learned about the survey from the letter they received in the mail (which is significantly more than 50% in 2024). Other channels include 4% from social media, 3% from bold signs, 3% from the Town of Cochrane website, and 2% saw or heard an advertisement for the survey somewhere else. About one-in-twenty (5%) had not heard or seen any advertisements for this survey.

3 Study Findings

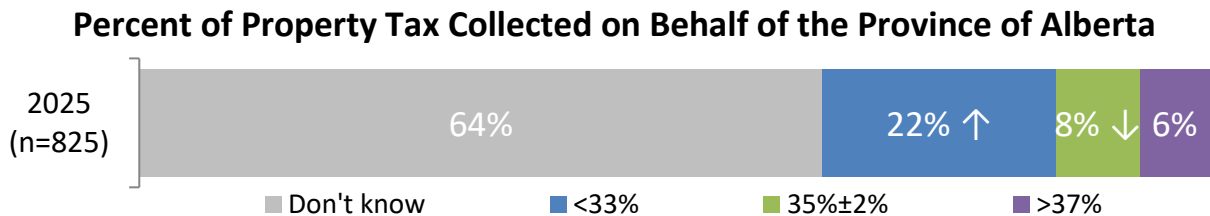
This section details the results of each specific topic in the survey. In this section, there are a few items to note:

- The term “significant” means “statistically significant at 95% confidence”.
- The analysis checked for statistical differences between the following groups:
 - Age (18 to 34 🧑, 35 to 54 👤, 55 to 64 👤, 65 or older 👤);
 - Children in household (children 👤, no children 👤);
 - Income (under \$60,000 💵, \$60,000 to \$99,999 💵, \$100,000 to \$149,999 💵, \$150,000 or more 💵);
 - Employment status (employed full/part time 🏢, on leave/homemaker/student/not employed/retired 🧑);
 - Home ownership (owning 🏠, renting 🏠);
 - Perceived value from taxes (good/very good/excellent 😊, fair/poor 😞);
 - Preference regarding decreasing services to limit tax increases (support 👍, neutral 🤔, oppose 👎); and
 - Preferred tax strategy (prefer to increase taxes 📈, prefer to cut services ✂️).
- The subgroup differences mentioned above are statistically tested in mutually exclusive groupings. For example, if a result says that it is statistically higher for those aged 18 to 34, this means that the result among those aged 18 to 34 is statistically higher than those who are not aged 18 to 34.
- To improve readability, bars with values less than 5% may not have the value shown. Actual percentages are available in separate tables.
- Results have been rounded to remove decimal places. As a result, adding up values may not exactly equal the total expected.
- The term “(VOL)” at the start of labels indicate that this level was volunteered by respondents who put text into the “other specify” level. These results are likely lower than they would have been had all respondents seen these as levels. Since these levels are volunteered by respondents each year, they are not trended year-to-year.
- For results with a base size of fewer than 30 respondents, percentages are shown. However, results should be interpreted with caution due to the small base sizes. Additionally, statistical differences are not shown if a respondent subgroup has a base size of fewer than 30 respondents.
- Note that icons used in this report are from icons8.com.

3.1 Property Tax Value

Respondents were informed that a portion of property tax is collected on behalf of the Province of Alberta and goes to pay for education. The percent of property tax that paid for education in 2024 was 35%.

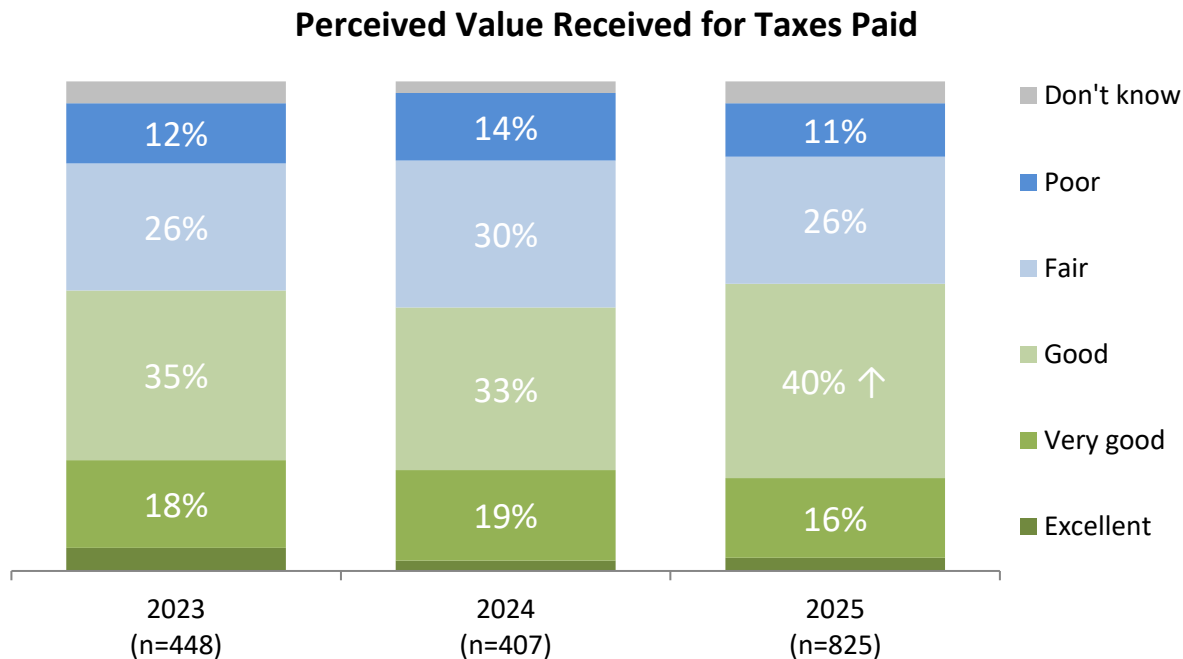
When asked what percent of property tax goes to the province, three-fifths (64%) did not know. In total, 22% of respondents believed the percent for education was between 1% and 32%, 8% believed it was between 33% and 37%, and 6% thought it was 38% or more. In comparison to prior years, less respondents accurately (within $\pm 2\%$) stated the actual amount of property tax collected on behalf of the Province of Alberta for education. This result may be because the actual amount of property tax has increased to 35% from 33% in prior years.



Values may not sum to 100% due to rounding.

No subgroups that are significantly more likely to answer in the 33% to 37% range.

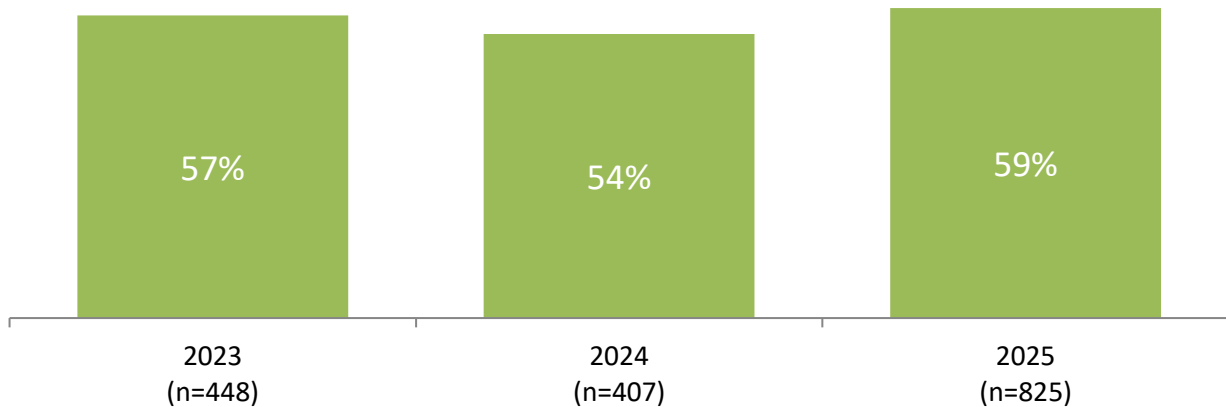
Respondents were then made aware that 35% of property taxes are collected on behalf of the province to pay for education. They were then asked what level of value they felt they received from the remaining 65% used to fund city services.



Values may not sum to 100% due to rounding. Bars missing values are less than 5%.

In 2025, 59% of respondents feel they received “good”, “very good”, or “excellent” value for their taxes which is similar to the results in prior years.

Perceived Value Received for Taxes Paid (Good, Very Good, or Excellent)

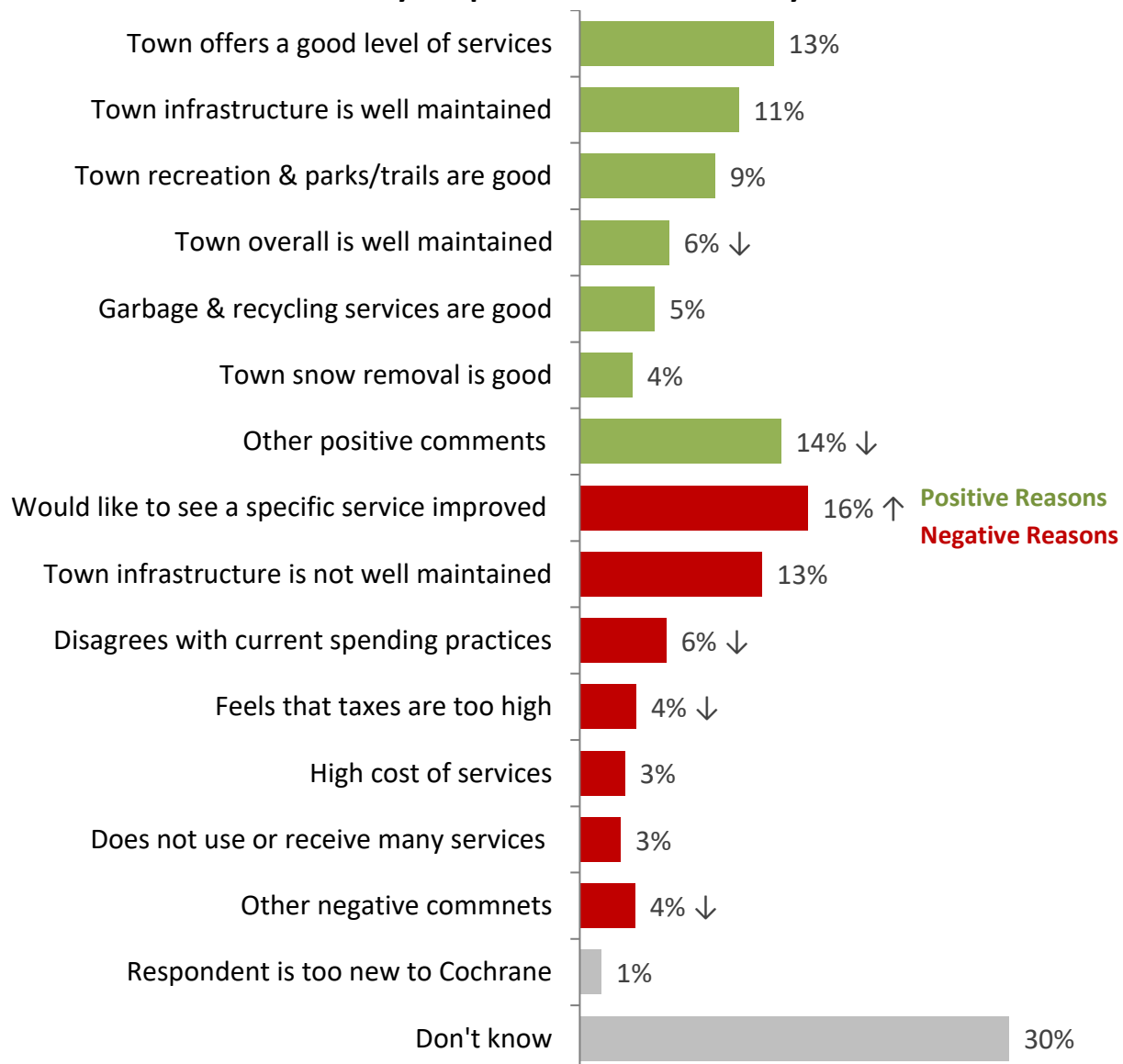


Subgroups that are significantly more likely to feel they receive “good”, “very good”, or “excellent” value include:

-  72%: Those who prefer to increase taxes;
-  66%: Those who oppose decreasing service levels to minimize tax increases;
-  66%: Those who are not employed; and
-  64%: Those with a household income greater than \$150k.

All respondents were asked the reason why they felt that way. Although multiple reasons were given, the top **positive** reasons are that the Town offers a good level of services (13%), the Town infrastructure is well maintained (11%), and Town recreation & parks/trails are good (9%). While the Town overall being well maintained (6%) is still a top four reason, significantly less feel so compared to last year (10%). The most common **negative** reasons provided by respondents are that they would like to see a specific service improved (16%, up from 11% last year) and that town infrastructure is not well maintained (13%). While disagreeing with current spending practices (6%) and feeling that taxes are too high (4%) are still in the top four negative reasons, these reasons have been mentioned by fewer respondents than last year (13% and 7% respectively in 2024).

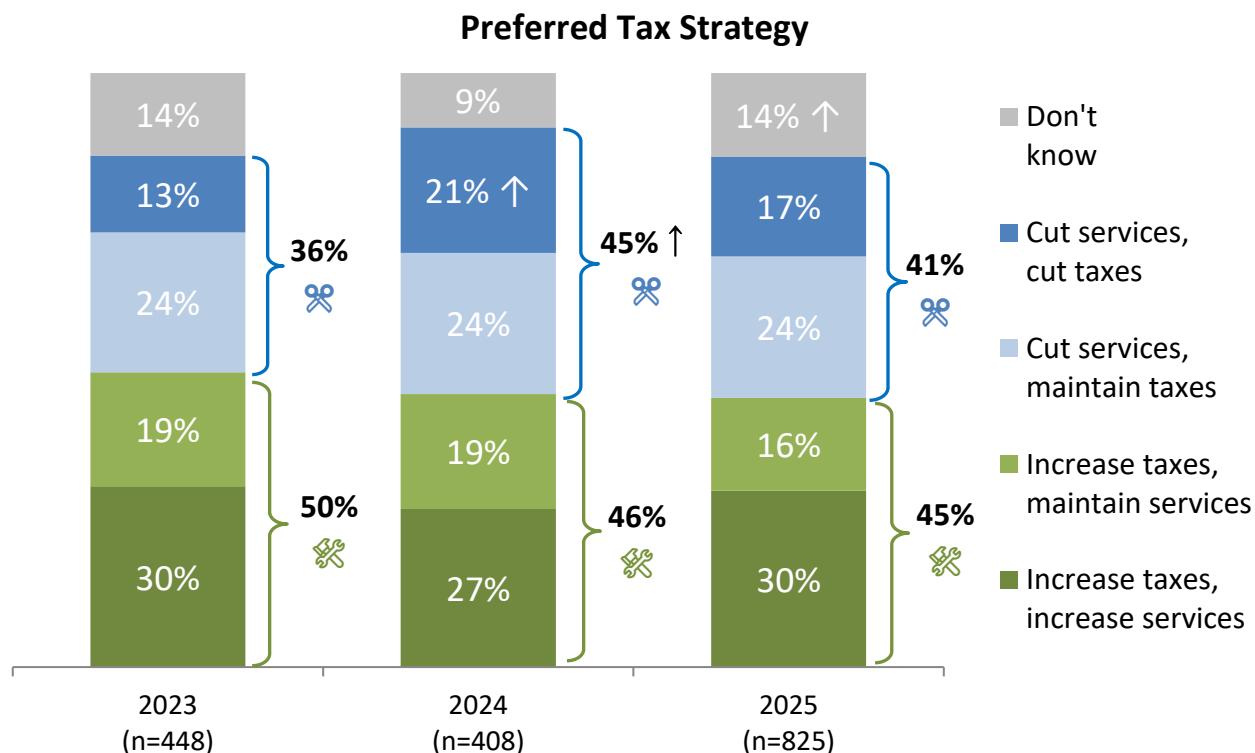
Why Respondents Feel this Way



n=600. Values may sum to more than 100% as multiple mentions were allowed.

3.2 Overall Property Tax Preference

Next, respondents were shown four different tax strategies and asked for their preference. In total, 41% of respondents prefer cutting ✂ services to maintain or reduce taxes while and 45% prefer an increase to taxes 🛠 to maintain or increase services. A further 14% could not decide on what tax strategy they preferred which is up compared to last year when only 9% answered that they don't know.

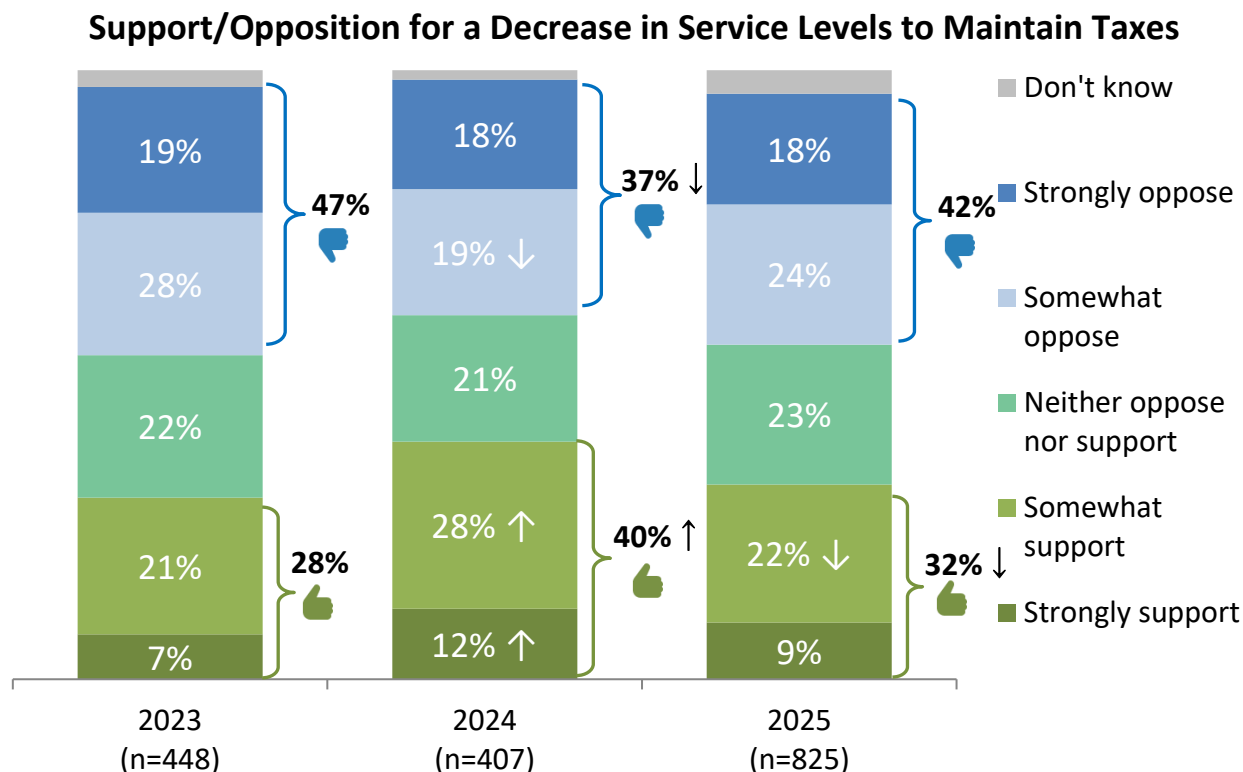


Values may not sum to 100% due to rounding.

Significant subgroup differences include those who:

Increase taxes, increase services	Increase taxes, maintain services	Cut services, maintain taxes	Cut services, cut taxes
🗨 47%: Those who oppose decreasing service levels to minimize tax increases; 💰 38%: Those who have a household income greater than \$150k; and 😊 35%: Those who receive positive value from taxes.	🗨 23%: Those who oppose decreasing service levels to minimize tax increase; 👴 23%: Those aged 65-years-old or greater; 🎓 20%: Those who are not employed; and 😊 20%: Those who receive positive value from taxes.	👍 39%: Those who support decreasing service levels to minimize tax increases; 🏠 25%: Those who own their primary residence.	👍 34%: Those who support decreasing service levels to minimize tax increases; 😞 28%: Those who receive negative value from taxes; 👤 23%: Those aged 18 to 34-years-old; and 💼 20%: Those who are employed.

The survey then asked about their support for a decrease in services levels to minimize tax increases in 2026. Compared to last year, fewer respondents support a decrease in taxes, with only one-third (32%) stating they would somewhat or strongly support a decrease in service levels to maintain taxes (which is down from 40% in 2024). In contrast, two-fifths (42%) stated they would oppose a decrease. As with prior years, around one-fifth (23%) did not indicate a preference either way.



Subgroups that are significantly more likely to **support** decreasing service levels to maintain taxes include:

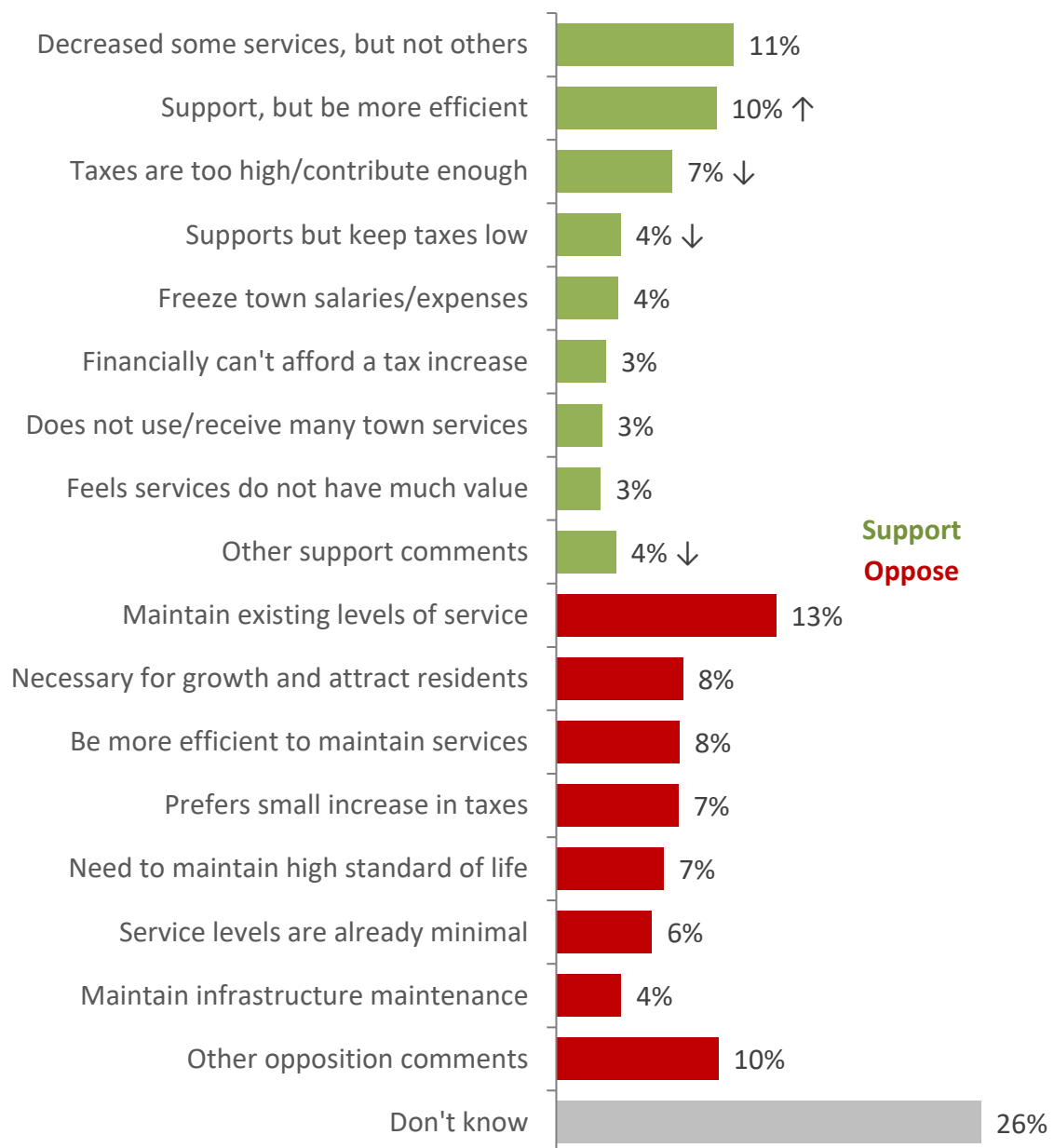
- ✂️ 57%: Those who prefer to cut taxes;
- 😞 41%: Those who receive negative value from taxes;
- 💼 34%: Those who are employed; and
- 🏠 32%: Those that own their primary residence.

Subgroups that are significantly more likely to **oppose** decreasing service levels to maintain taxes include:

- 📈 64%: Those who prefer to increase taxes; and
- 😊 47%: Those who receive positive value from taxes.

Respondents were asked why they support or oppose decreasing services levels to minimize tax increases. The top reasons among respondents who **support** decreasing service levels to minimize tax increases are that specific services could be decreased without decreasing all (11%), existing services could be maintained without raising taxes through increased efficiency (10%, up from 5% in 2024), and that taxes are too high (7%, down from 14% in 2024). The top reasons among respondents who **oppose** decreasing service levels to minimize tax increases are that they insist on maintaining existing levels of service (13%), good services attract as well as retain residents which is good for the economy and growth (8%), and that existing services could be maintained without raising taxes through increased efficiency (8%).

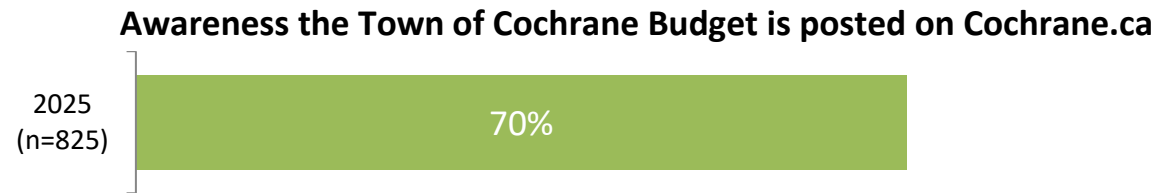
Reasons for Support/Opposition in Decreasing Service Levels to Minimize Taxes



n=608. Values may sum to more than 100% as multiple mentions were allowed.

3.3 Awareness of the Budget on the Town Website

Respondents were informed that The Town of Cochrane budget is available to the public on the Cochrane.ca website. When asked if they know of this, 69% said they are aware.



Subgroups that are significantly more likely to be aware that the budget is posted on the Town website include:

 73%: Those who prefer to increase taxes.

Respondents unaware the budget is posted on the Cochrane.ca website were asked how the Town could increase awareness. Some suggestions include:

- *"Post the link online or on the Cochrane Now app."*
- *"Email notifications to my inbox. I would read items if I received a notification about them."*
- *"Have it posted on our tax receipts."*
- *"Advertise it on Cochrane Utilities bill that gets sent to all residents."*
- *"Bill boards on major roads into and out of town."*
- *"Local radio and newspaper."*
- *"Put it on social media."*
- *"Is it clearly stated on the Town's Home Page? How about a "Did You Know" column on the web page, local paper etc."*

3.4 Adjustments to Variable Spending

The Town of Cochrane budget includes two spending categories:

- Non-discretionary spending (40%) includes items that are necessary to govern, operate and maintain the Town of Cochrane and do not vary based on the level of service provided, including:
 - Council;
 - Corporate Services, including Assessment & Tax, Communications, Customer Service, Finance, Human Resources Planning Services including Safety Codes; and
 - Planning Services, including Safety Codes, GIS, Engineering.
- Discretionary spending (60%) includes categories where spending can be increased or decreased depending on the level of service provided.

The proposed Town of Cochrane 2026 variable budget is split between the following services:

Town of Cochrane 2026 Discretionary Budget (60%)

Proposed Spending by Service

16% Fire Services

11% RCMP

10% Roads

8% Partner Organizations

7% Parks & Open Spaces

3% Transit

2% Municipal Enforcement

2% Family & Community Support Services

1% Business Development

Respondents were asked to rate their preference for how the Town should allocate funds (increase, decrease, or remain the same) for each of the services. **Overall, results show most respondents want the proportion of spending for most services to remain the same.** That said, the following services had the highest percentage of respondents requesting an **increase** in spending:

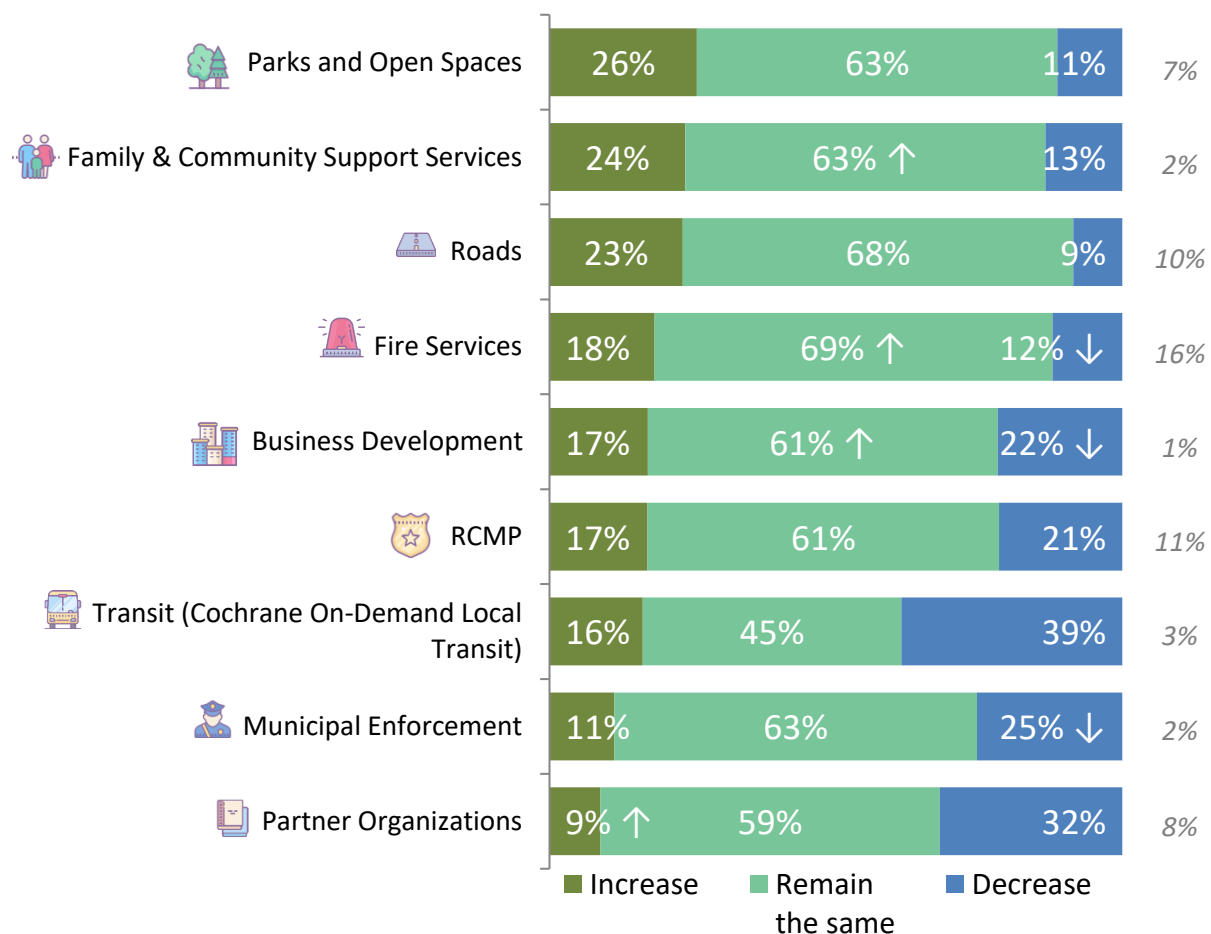
-  26%: Parks and Open Spaces;
-  24%: Family and Community Support Services; and
-  23%: Roads.

Services that had the highest percentage of respondents requesting a **decrease** in spending include:

-  39%: Transit (Cochrane On-Demand Local Transit);
-  32%: Partner Organizations; and
-  25%: Municipal Enforcement.

Comparison of Preferred Budget Adjustments for all Services

*Proposed %
of budget*



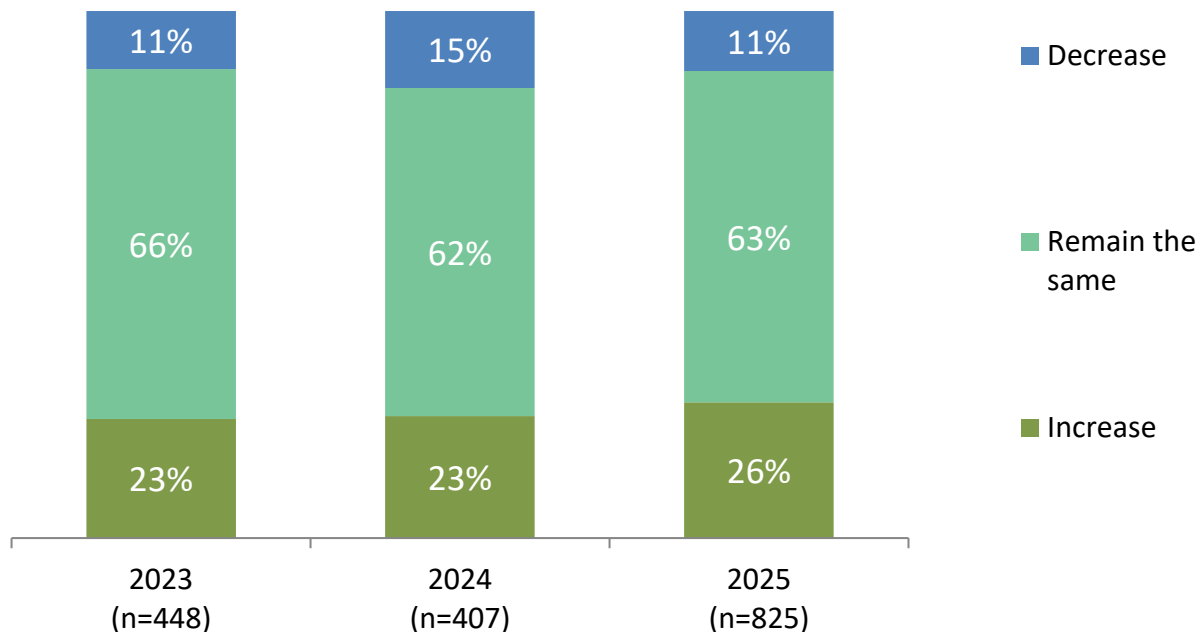
n=825. Values may not sum to 100% due to rounding.

The remainder of this section of the report explores each of these services in more detail.

3.4.1 Parks and Open Spaces (Proposed 7%)

The percentage of respondents who feel that funding for *Parks and Open Spaces* should increase was 26%. In contrast, 11% who would like funding to decrease while 63% feel funding should remain the same. These results are similar to those obtained last year.

Budget Adjustment for Parks and Open Spaces (Proposed 7%)



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want funding to **increase** include:

-  38%: Those who prefer to increase taxes;
-  34%: Those who oppose a decrease in service levels to minimize tax increases;
-  32%: Those with children in their household; and
-  32%: Those with a household income greater than \$150k.

Subgroups that are significantly more likely to want funding to **remain the same**.

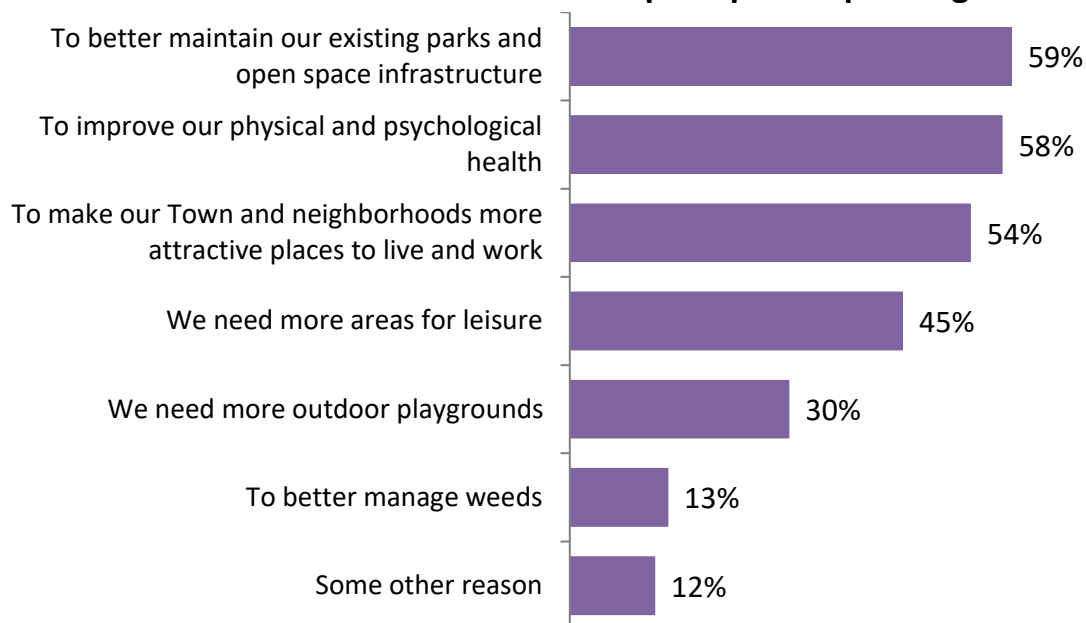
-  72%: Those aged 65-years-old or greater; and
-  68%: Those without children in their household.

Subgroups that are significantly more likely to want funding to **decrease** include:

-  20%: Those who support a decrease in service levels to minimize tax increases;
-  19%: Those who prefer to cut taxes; and
-  16%: Those who receive negative value from taxes.

Those respondents who would **increase** spending on *Parks and Open Spaces* primarily wish to better maintain existing parks and open space (59%), to improve physical and psychological health (58%), and to make the Town and neighbourhoods more attractive places to live and work (54%). These results are similar to last year.

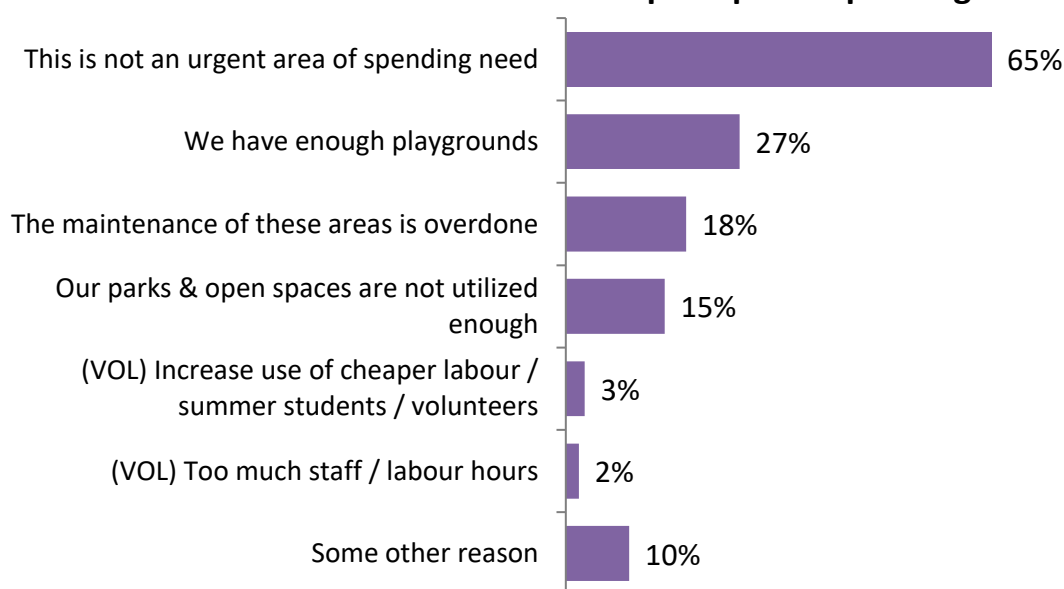
Reasons to Increase Parks and Open Spaces Spending



n=212. Values may sum to more than 100% as multiple mentions were allowed.

The majority of respondents who would **decrease** spending on *Parks and Open Spaces* mostly noted that it is not an urgent area of spending need (65%). In addition, 27% feel the town has enough playgrounds, again these results are similar to last year's.

Reasons to Decrease Parks and Open Spaces Spending

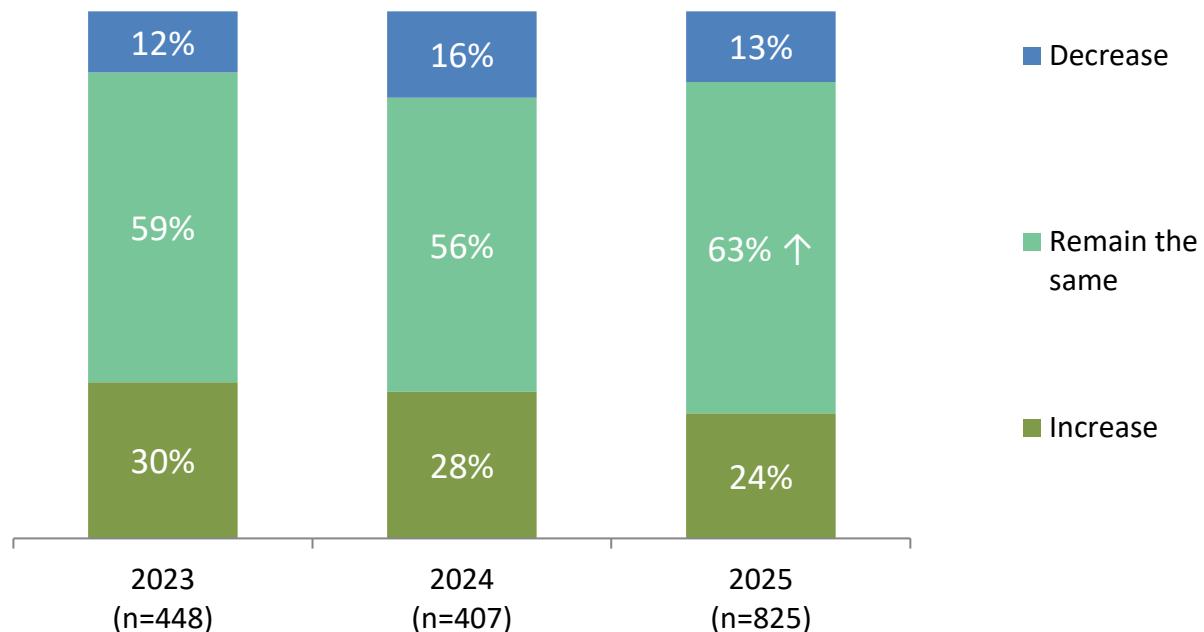


n=97. Values may sum to more than 100% as multiple mentions were allowed.

3.4.2 Family & Community Support (Proposed 2%)

Nearly two-thirds (63%) of respondents prefer to see *Family and Community Support Services* funding remain the same which is an increase compared to just over half (56%) in 2024. In contrast, about one-quarter (24%) would like funding to be increased, while 13% would prefer to see funding decrease.

Budget Adjustment for Family & Community Support (Proposed 2%)



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want an **increase** in funding include:

-  41%: Those who rent their primary residence;
-  36%: Those who prefer to increase taxes;
-  36%: Those who oppose a decrease in service levels to minimize tax increases;
-  28%: Those without children in their household; and
-  27%: Those who receive positive value from taxes.

Subgroups that are significantly more likely to want funding to **remain the same** include:

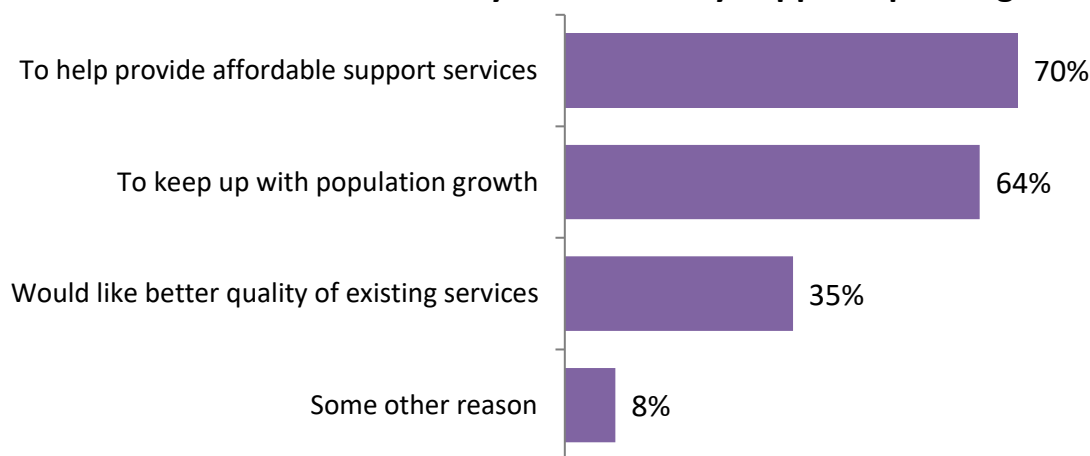
-  73%: Those aged 65-years-old or greater;
-  70%: Those who would neither support nor oppose a decrease in service levels;
-  66%: Those without children in their household; and
-  65%: Those who own their primary residence.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  22%: Those who prefer to cut taxes;
-  21%: Those who support a decrease in service levels to minimize tax increases; and
-  20%: Those who receive negative value from taxes.

Most of the respondents who would **increase** spending on *Family and Community Support Services* felt it helps provide affordable support services (70%) and that funding should keep up with population growth (64%). These results are similar to last year's results.

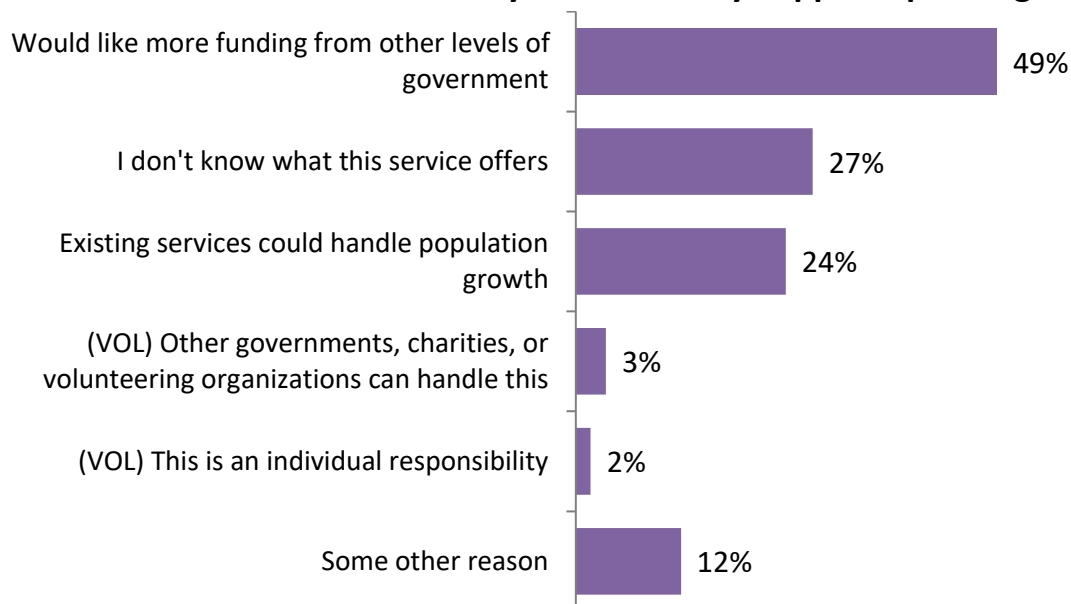
Reasons to Increase Family & Community Support Spending



n=197. Values may sum to more than 100% as multiple mentions were allowed.

Nearly half (49%) of respondents who would like funding of *Family and Community Support Services* to **decrease** stated that they would like more funding from other levels of government. In addition, around one-quarter of respondents don't know what this service offers (27%) and/or feel existing services already in place could handle population growth (24%). These results are consistent with last year's results.

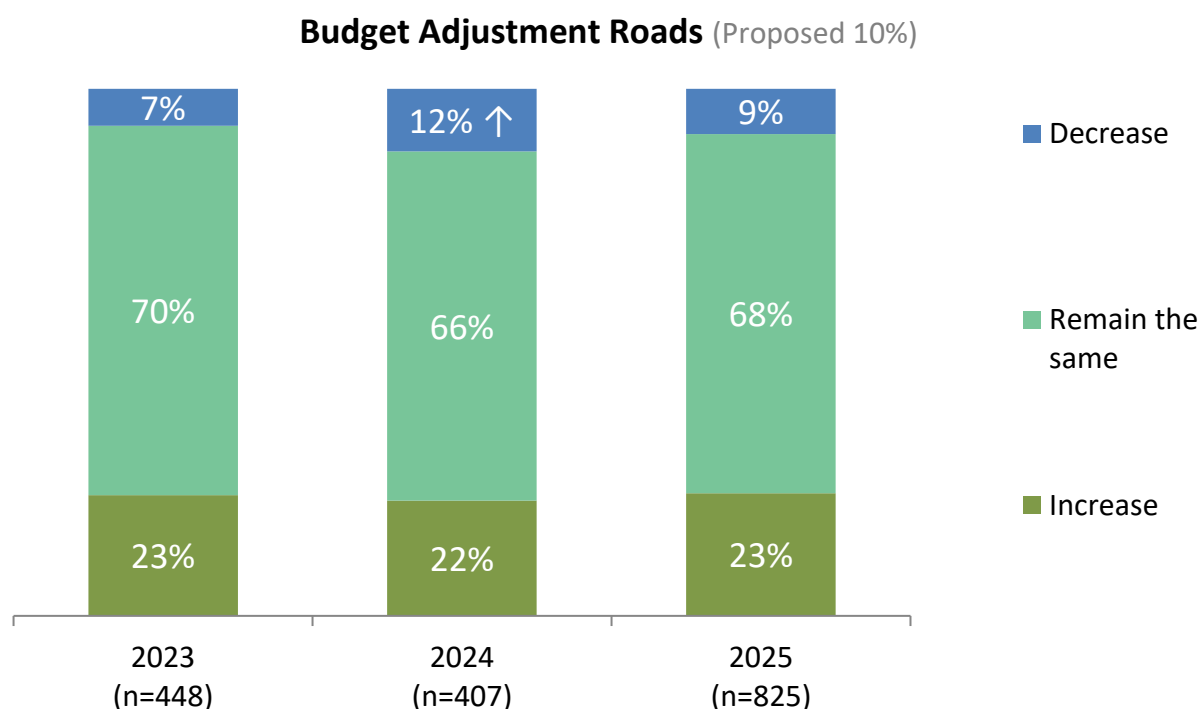
Reasons to Decrease Family & Community Support Spending



n=109. Values may sum to more than 100% as multiple mentions were allowed.

3.4.3 Roads (Proposed 10%)

Similar to results found last year, two-thirds (68%) of respondents indicated that they would keep road budgeting the same while almost one-quarter (23%) would like the budget increased, and 9% would like it to decrease.



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want an **increase** in funding include:

-  35%: Those who prefer to increase taxes;
-  31%: Those who oppose a decrease in service levels to minimize tax increases;
-  28%: Those who have a household income greater than \$150k; and
-  26%: Those who receive positive value from taxes.

Subgroups that are significantly more likely to want funding to **remain the same** include:

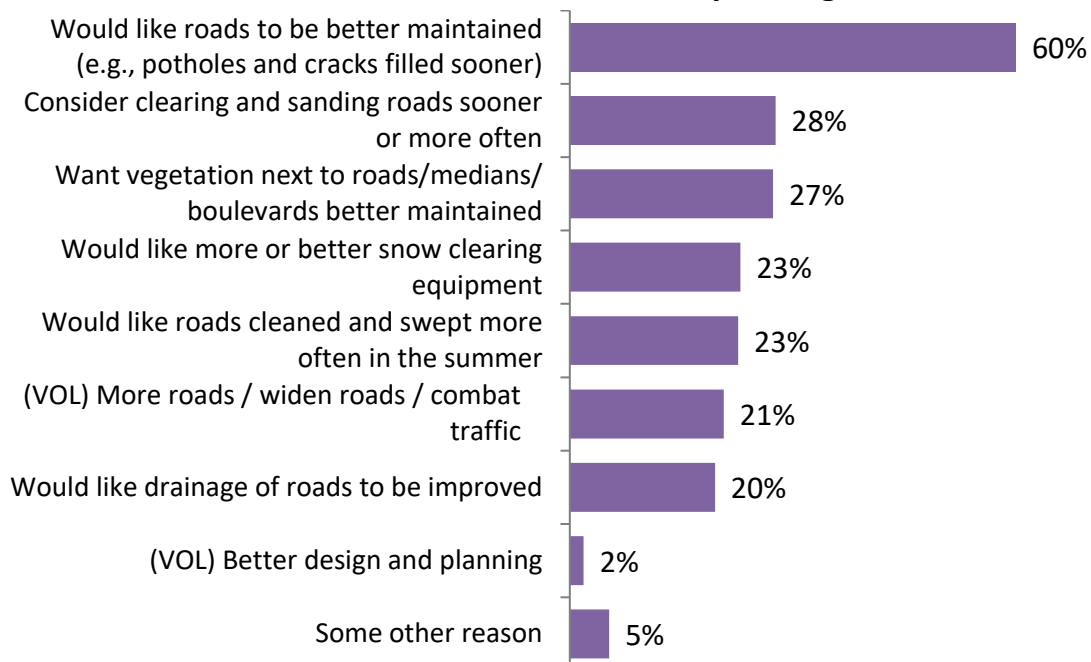
-  70%: Those who would neither support nor oppose a decrease in service levels.

Subgroups that are significantly more likely to want an **increase** in funding include:

-  17%: Those who support a decrease in service levels to minimize tax increases;
-  15%: Those who prefer to cut taxes; and
-  15%: Those who receive negative value from taxes.

When it comes to *Roads*, those who suggest an **increase** in funding did so primarily because they would like to see roads better maintained (60%). Other top mentions include that they would like the town to consider clearing and sanding roads sooner or more often (28%), and they would like vegetation next to roads, on medians, and on boulevards better maintained (27%). The results are in line with last year's findings.

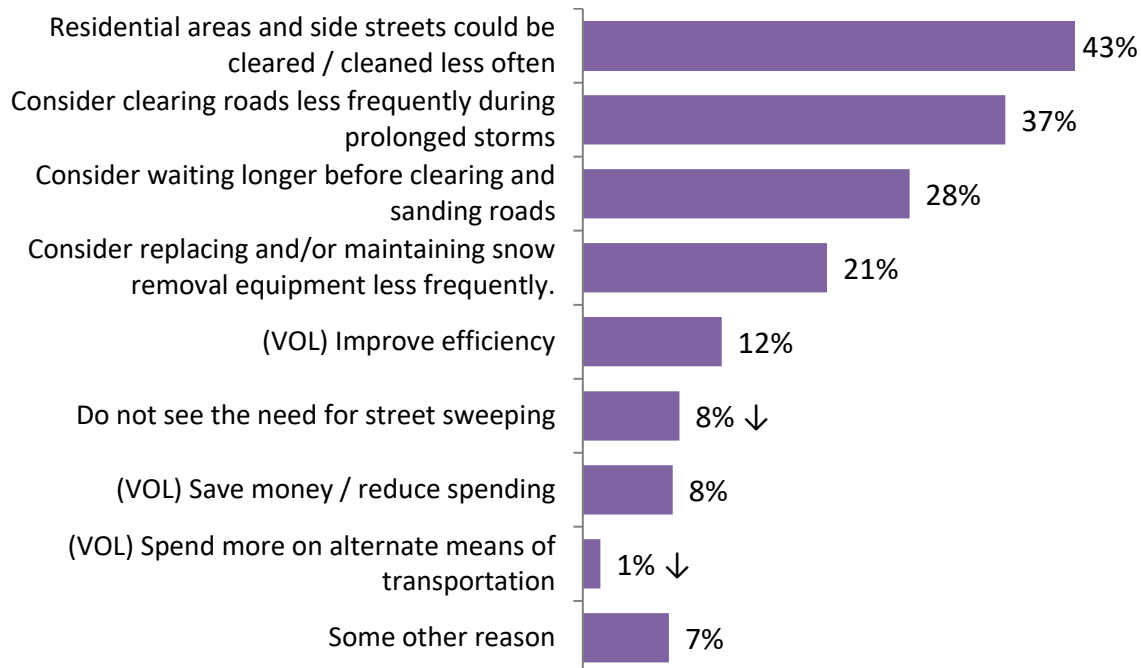
Reasons to Increase Roads Spending



n=188. Values may sum to more than 100% as multiple mentions were allowed.

Among the few respondents who felt a **decrease** in *Roads* spending was preferred, the top reasons given were residential areas and side streets could be cleared/cleaned less often (43%), consider clearing roads less frequently during prolonged storms (37%), and to consider waiting longer before clearing & sanding roads (28%). These results are also similar to last year's results.

Reasons to Decrease Roads Spending

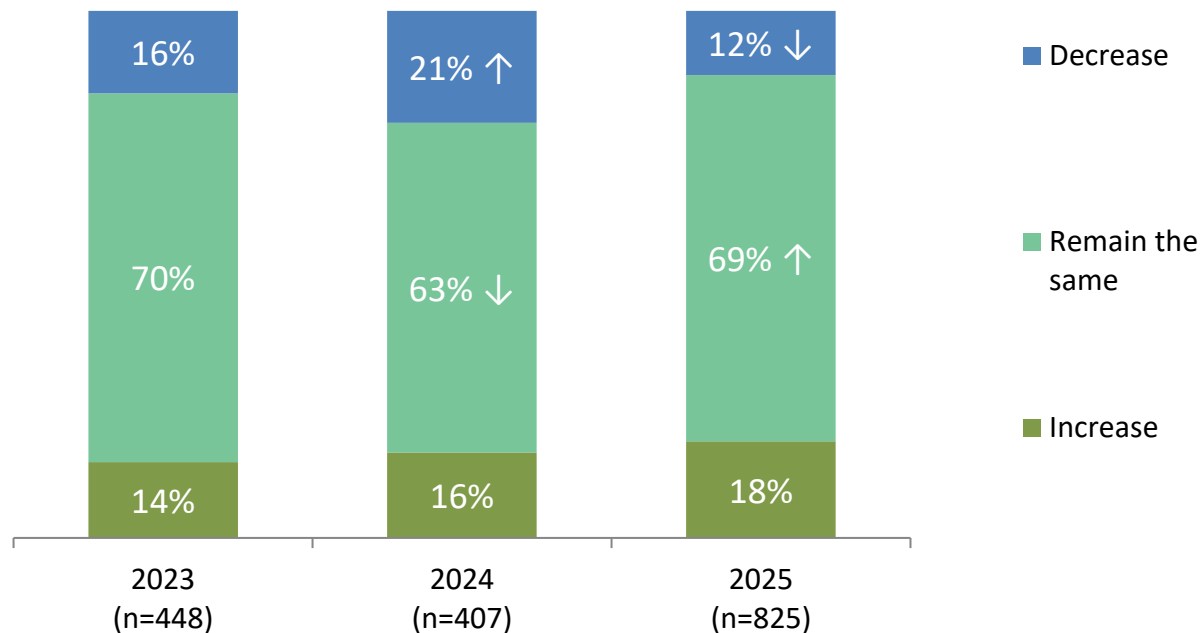


n=70. Values may sum to more than 100% as multiple mentions were allowed.

3.4.4 Fire Services (Proposed 16%)

With regards to the budget for *Fire Services*, including fire response, as well as community prevention, inspection services, and emergency preparedness, 69% (up from 63% in 2024) of respondents would like the budget to remain the same. Additionally, fewer respondents would like to see a decrease (12%, down from 21%) in the budget compared to an increase (18%, down from 16%) in the budget.

Budget Adjustment for Fire Services (Proposed 16%)



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want an **increase** in funding include:

-  25%: Those who prefer to increase taxes;
-  25%: Those who oppose a decrease in service levels to minimize tax increases;
-  24%: Those aged 65-years-old or greater; and
-  21%: Those who receive positive value from taxes.

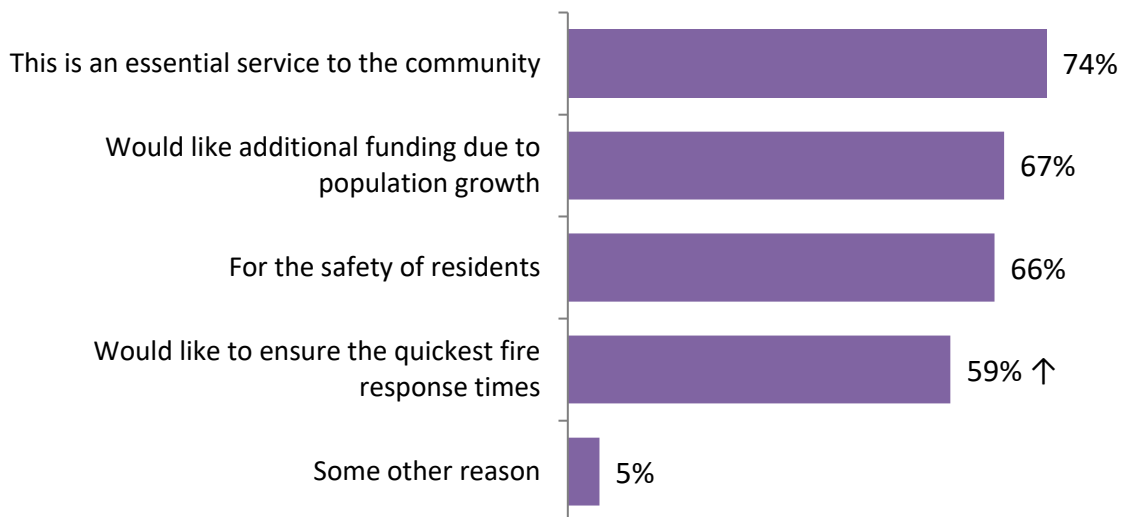
There are no subgroups significantly more likely to want funding to **remain the same**.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  19%: Those who support a decrease in service levels to minimize tax increases;
-  19%: Those who prefer to cut taxes;
-  19%: Those who receive negative value from taxes; and
-  16%: Those with children in their household.

Respondents who suggested an **increase** to spending on *Fire Services* most often explained that it is needed as an essential service to the community (74%), to handle population growth (67%), and for the safety of residents (66%). Compared to 2024, significantly more respondents (59%) would like to ensure the quickest fire response times (up from 40% in 2024).

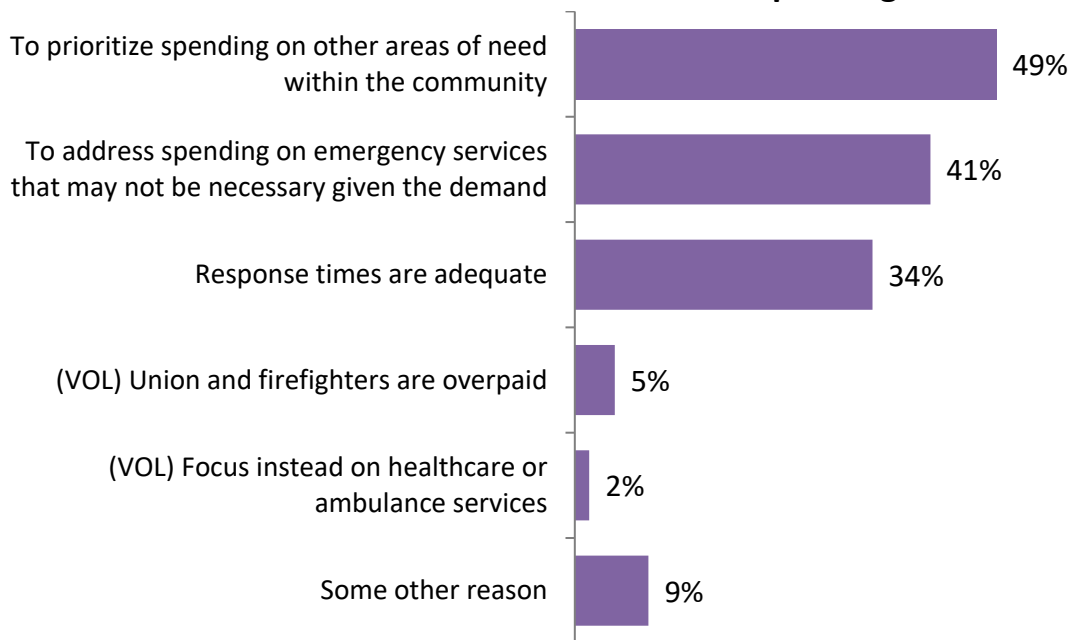
Reasons to Increase Fire Services Spending



n=152. Values may sum to more than 100% as multiple mentions were allowed.

The most common reason mentioned to **decrease** spending on *Fire Services* is to prioritize spending on other areas of the community (49%). In addition, approximately two-in-five (41%) believe spending may not be needed given the demand and one-third believe response times are adequate (34%). These results align with results obtained last year.

Reasons to Decrease Fire Services Spending

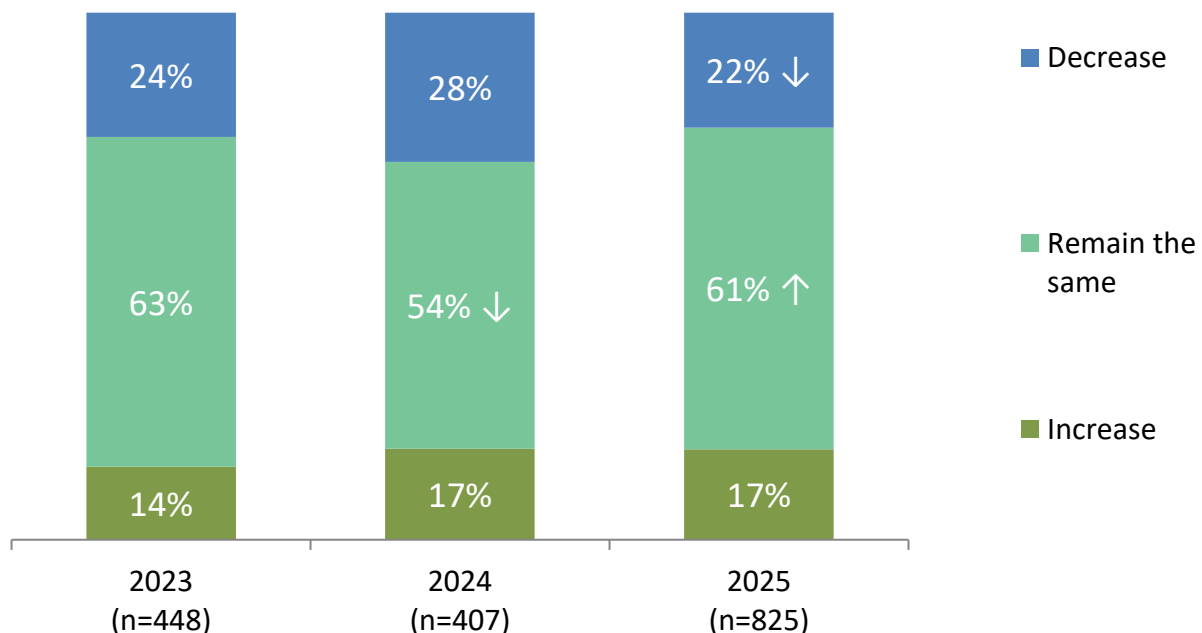


n=101. Values may sum to more than 100% as multiple mentions were allowed.

3.4.5 Business Development (Proposed 1%)

Compared to last year, more respondents suggest that spending should remain the same (61%, up from 54%) while fewer suggest decreasing the budget (22%, down from 28%). In contrast, 17% would like the budget to increase, which is the same result as last year.

Budget Adjustment for Business Development (Proposed 1%)



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want an **increase** in funding:

-  27%: Those who prefer to increase taxes;
-  24%: Those aged 18 to 34-years-old;
-  23%: Those who oppose a decrease in service levels to minimize tax increases; and
-  20%: Those who receive positive value from taxes.

Subgroups that are significantly more likely to want funding to **remain the same** include:

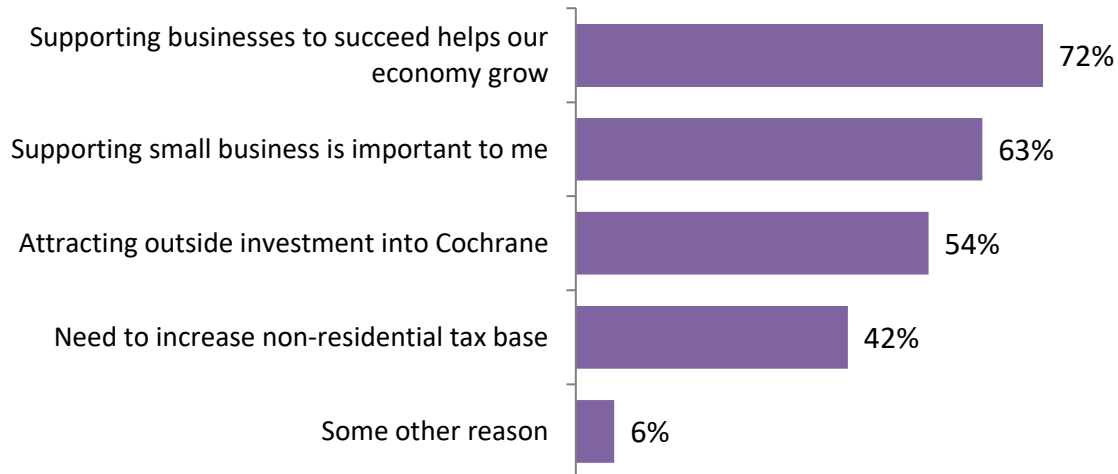
-  68%: Those aged 65-years-old or greater;

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  33%: Those who prefer to cut taxes; and
-  31%: Those who support a decrease in service levels to minimize tax increases;
-  29%: Those who receive negative value from taxes; and
-  22%: Those who own their primary residence.

The most mentioned reasons provided by respondents who suggest **increasing** spending on *Business Development* are that supporting businesses helps the economy grow (72%), that supporting small business is important to them (63%), and it attracts outside investment into Cochrane (54%). These results are consistent with results obtained last year.

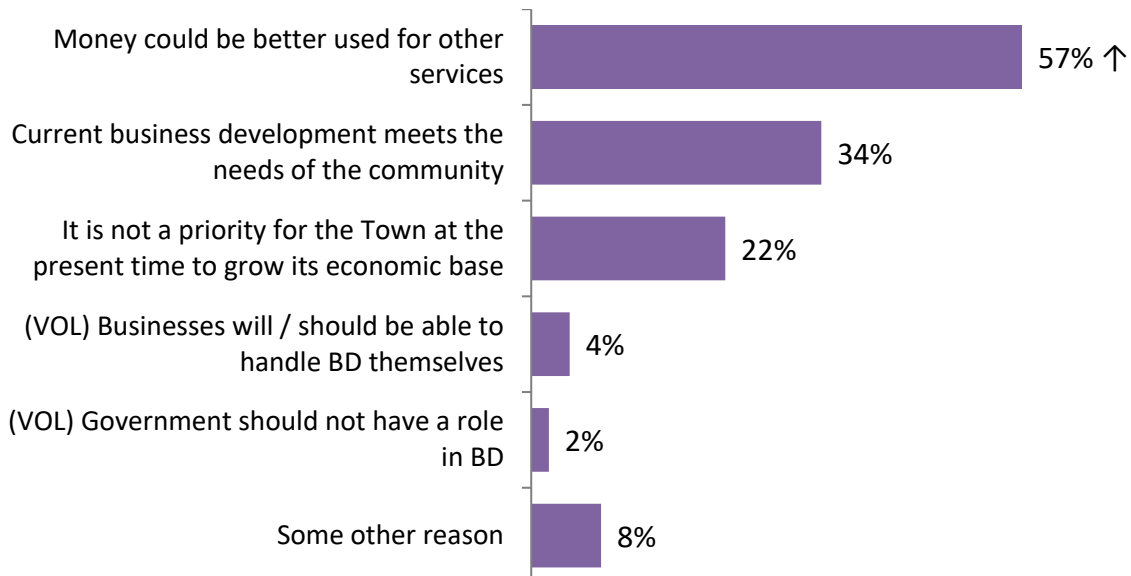
Reasons to Increase Business Development Spending



n=138. Values may sum to more than 100% as multiple mentions were allowed.

Top reasons respondents would **decrease** spending on *Business Development* are that they feel that money could be better used for other services (57%, up from 42% in 2024), current business development meets the needs of the community (34%), and because it is not a priority at present (22%).

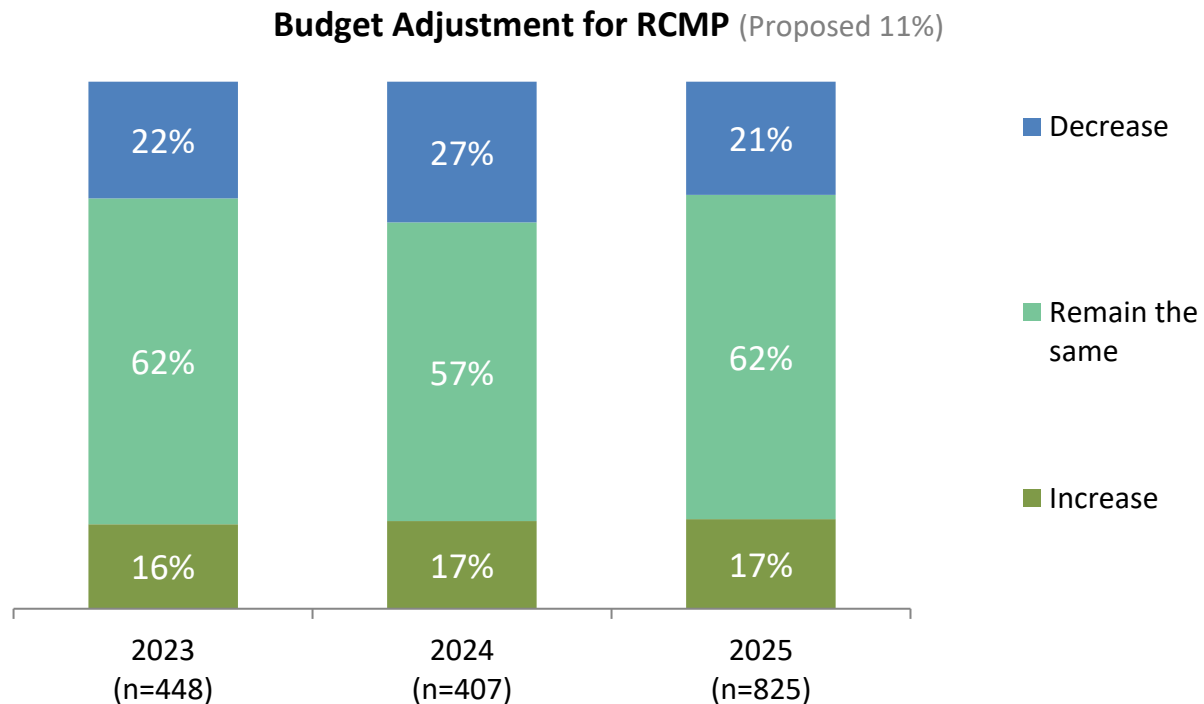
Reasons to Decrease Business Development Spending



n=178. Values may sum to more than 100% as multiple mentions were allowed.

3.4.6 RCMP (Proposed 11%)

In total, 21% of respondents feel that the budget for *RCMP* should decrease, compared to only 17% who feel that the budget should increase. The remaining 62% think that the budget should remain the same. These results are similar to those obtained last year.



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want funding to **increase** funding include:

-  29%: Those aged 65-years-old or greater;
-  24%: Those who prefer to increase taxes;
-  25%: Those who are not employed; and
-  22%: Those who oppose a decrease in service levels to minimize tax increases.

Subgroups that are significantly more likely to want funding to **remain the same** include:

-  72%: Those aged 55 to 64-years-old;
-  65%: Those who receive positive value from taxes; and
-  62%: Those who own their primary residence.

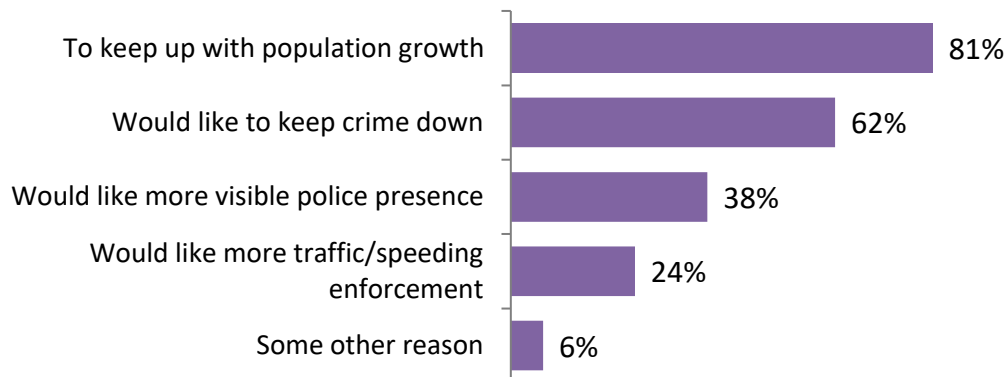
Subgroups that are significantly more likely to want a **decrease** in funding include:

-  38%: Those who rent their primary residence;
-  35%: Those aged 18 to 34-years-old;
-  30%: Those who prefer to cut taxes;
-  29%: Those who receive negative value from taxes;
-  27%: Those who support a decrease in service levels to minimize tax increases;

-  27%: Those with a household income greater than \$150k;
-  26%: Those with children in their household; and
-  25%: Those who are employed.

Among respondents who suggest an **increase** in the *RCMP* budget, the most common reasons include wanting to keep up with population growth (81%) and to keep crime down (62%). Additionally, about two out of five (38%) would like police to be more visible in the community. These trends remain stable year over year.

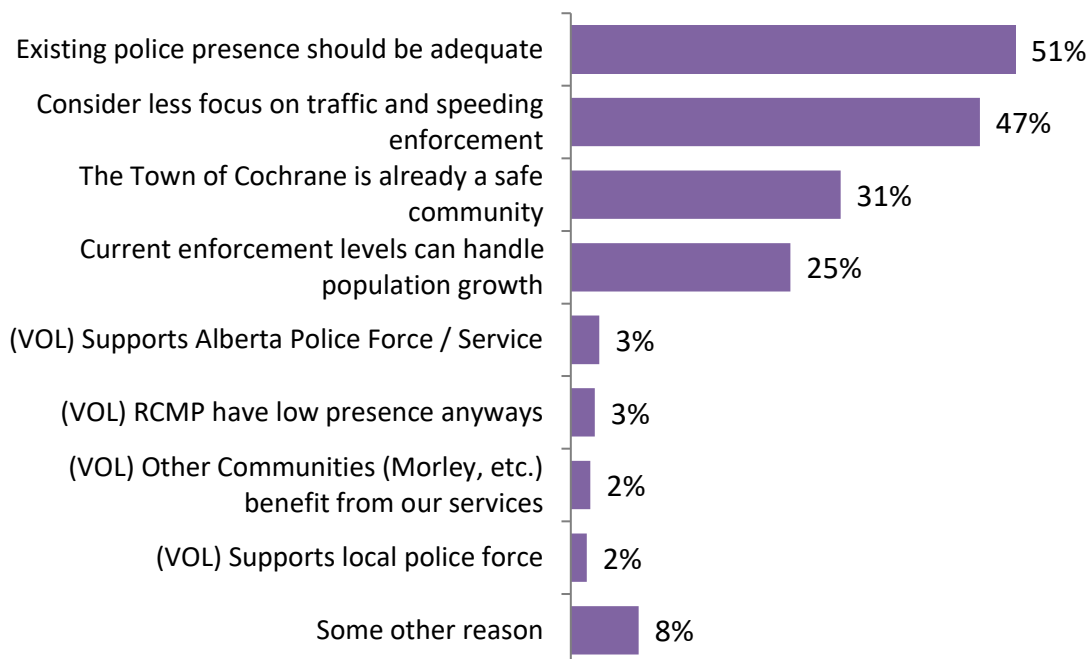
Reasons to Increase RCMP Spending



n=142. Values may sum to more than 100% as multiple mentions were allowed.

Among respondents who would like a **decrease** in funding for *RCMP*, about half (51%) mentioned existing police presence should be adequate or suggest considering less focus on traffic and speeding enforcement (47%). These were also the most common reasons found last year.

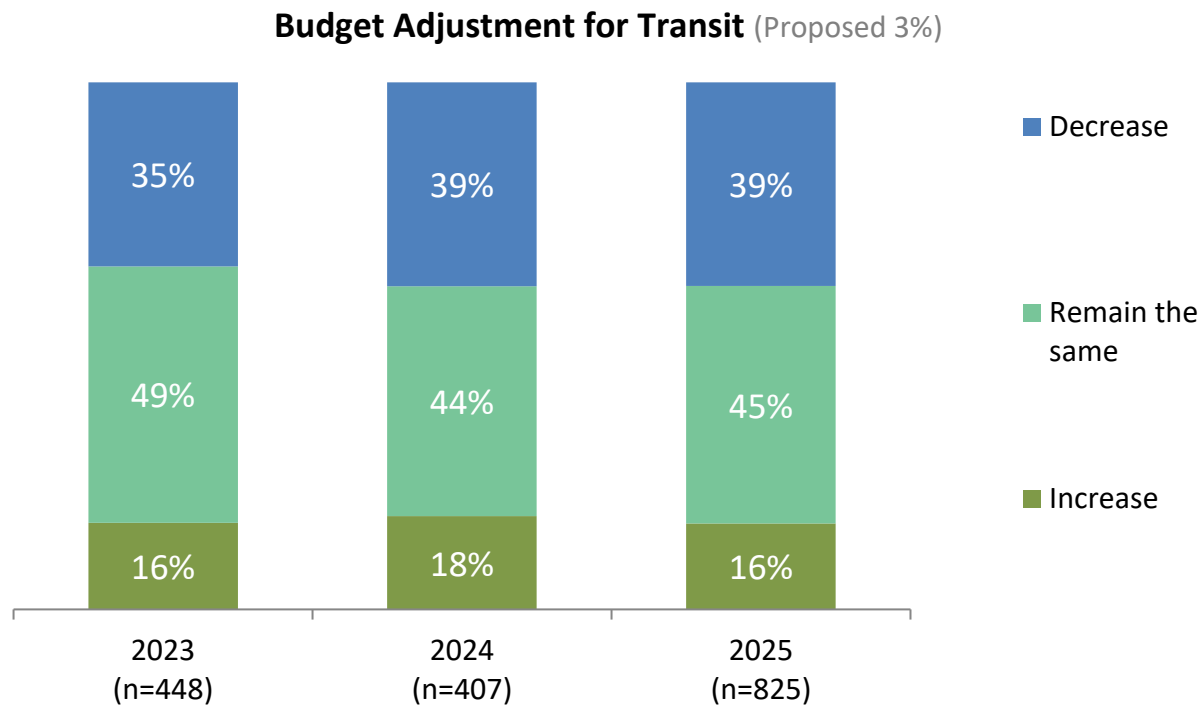
Reasons to Decrease RCMP Spending



n=174. Values may sum to more than 100% as multiple mentions were allowed.

3.4.7 Transit (Proposed 3%)

Over one-third (39%) of respondents would like to see a decrease in spending on *Transit (Cochrane On-Demand Local Transit)*. However, slightly more respondents would like to see spending remain the same (45%) while only 16% would like spending to increase. These results are similar to those found last year.



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want an **increase** in funding include:

-  27%: Those who prefer to increase taxes; and
-  26%: Those who oppose a decrease in service levels to minimize tax increases.

Subgroups that are significantly more likely to want funding to **remain the same** include:

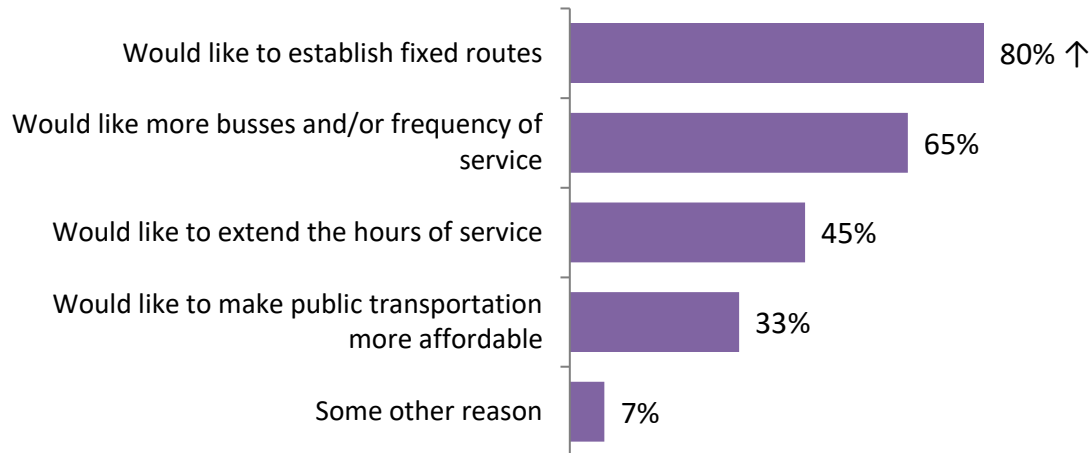
-  58%: Those age 65 or older;
-  56%: Those with a household income between \$60K and \$100K;
-  55%: Those who would neither support nor oppose a decrease in service levels;
-  52%: Those who receive positive value from taxes; and
-  50%: Those who prefer to increase taxes.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  58%: Those who prefer to cut taxes;
-  57%: Those who support a decrease in service levels to minimize tax increases;
-  51%: Those who receive negative value from taxes; and
-  42%: Those who are employed.

Around four-in-five (80%, up from 61% in 2024) of residents who would **increase** spending on *Transit* said they would like to establish fixed routes. Additional top reasons are that respondents would like to see more buses, and/or more frequent service (65%) and would like to extend hours of service (45%).

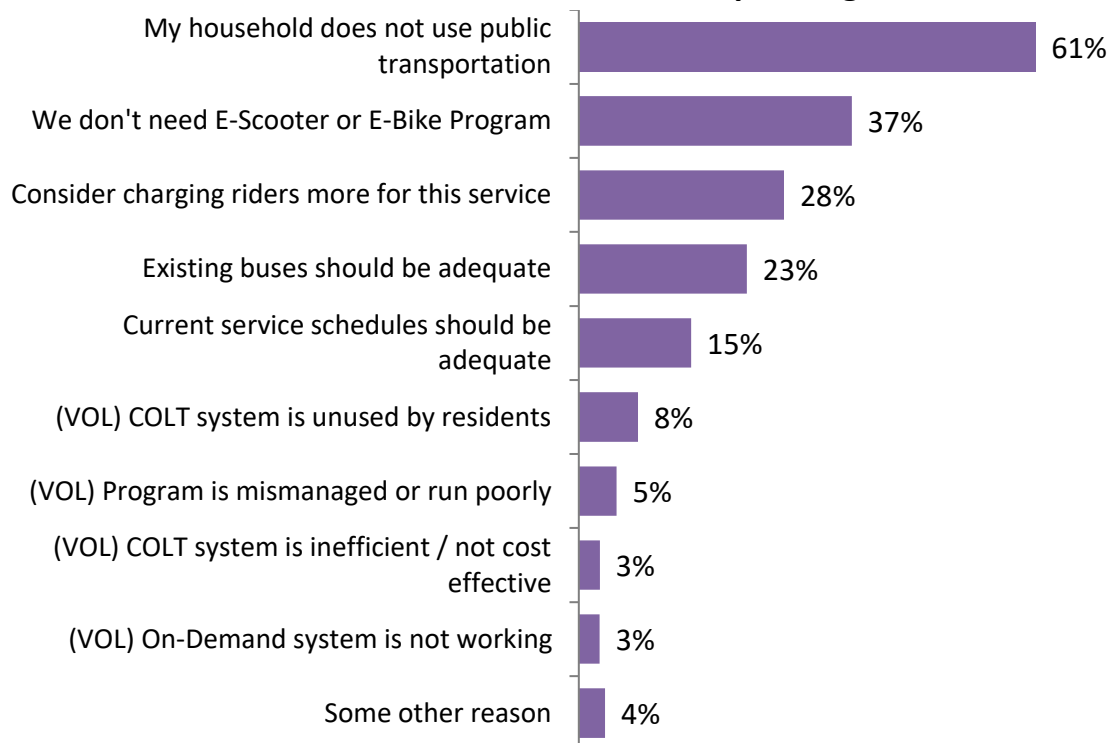
Reasons to Increase Transit Spending



n=133. Values may sum to more than 100% as multiple mentions were allowed.

A lack of personal and household use of Transit (61%) is the most common reason mentioned by respondents who suggest **decreasing** spending on *Transit*. Other common reasons include not needing the E-Scooter or E-bike program (37%) and that riders should be charged more for service (28%). Results in 2025 mirror results found in 2024.

Reasons to Decrease Transit Spending

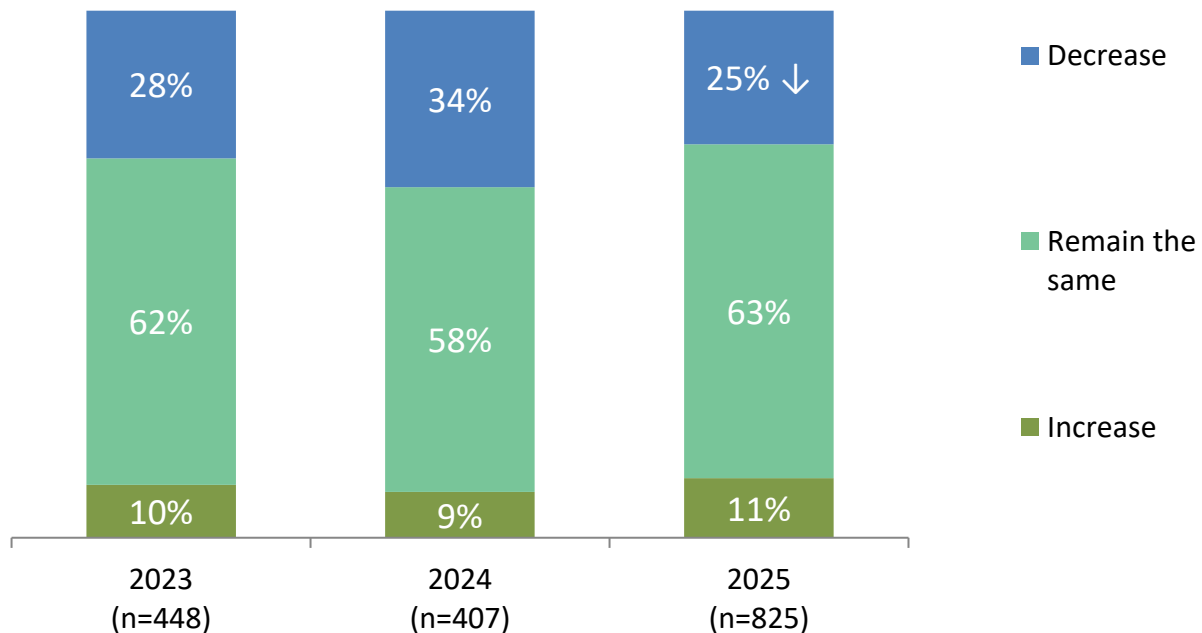


n=318. Values may sum to more than 100% as multiple mentions were allowed.

3.4.8 Municipal Enforcement Services (Proposed 2%)

One-quarter (25%, down from 34% in 2024) of respondents would like funding to decrease for *Municipal Enforcement Services*. However, fewer respondents prefer that funding increases (11%) while the majority (63%) prefer that funding remains the same.

Budget Adjustment for Municipal Enforcement Services (Proposed 2%)



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want an **increase** in funding include:

-  18%: Those aged 65-years-old or greater;
-  16%: Those who prefer to increase taxes;
-  16%: Those who oppose a decrease in service levels to minimize tax increases; and
-  13%: Those without children in their household.

Subgroups that are significantly more likely to want funding to **remain the same** include:

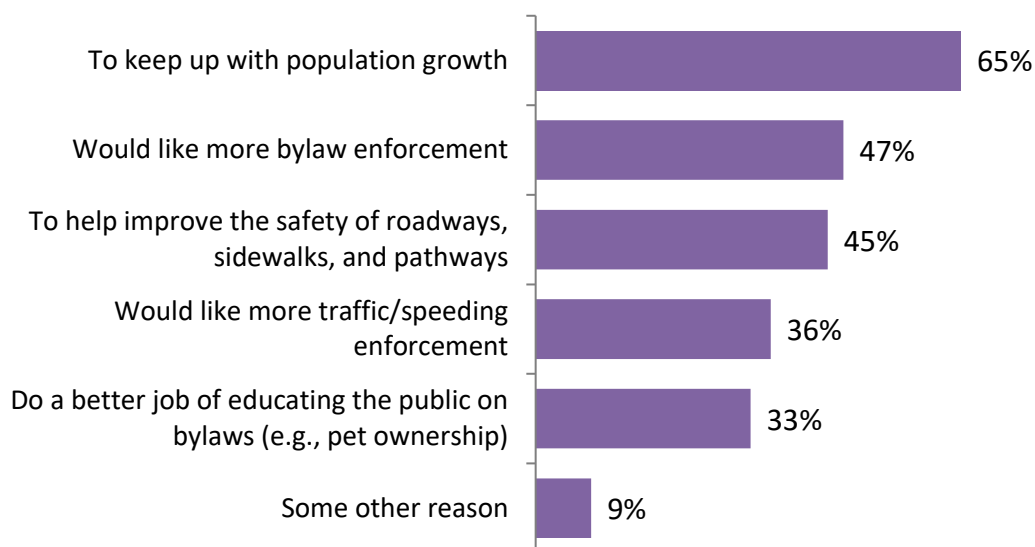
-  71%: Those aged 65-years-old or greater;
-  69%: Those who are not employed.
-  67%: Those who receive positive value from taxes.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  37%: Those who support a decrease in service levels to minimize tax increases;
-  34%: Those who prefer to cut taxes;
-  32%: Those aged 18 to 34-years-old;
-  32%: Those with children in their household;
-  31%: Those who receive negative value from taxes; and
-  30%: Those who are employed.

Respondents who suggest an **increase** in spending on *Municipal Enforcement Services* most often cited they would like to keep up with population growth (65%). Respondents also often mentioned that they would like more bylaw enforcement (47%) and that it would help improve safety of roadways, sidewalks, and pathways (45%). These results are comparable to those from the previous year.

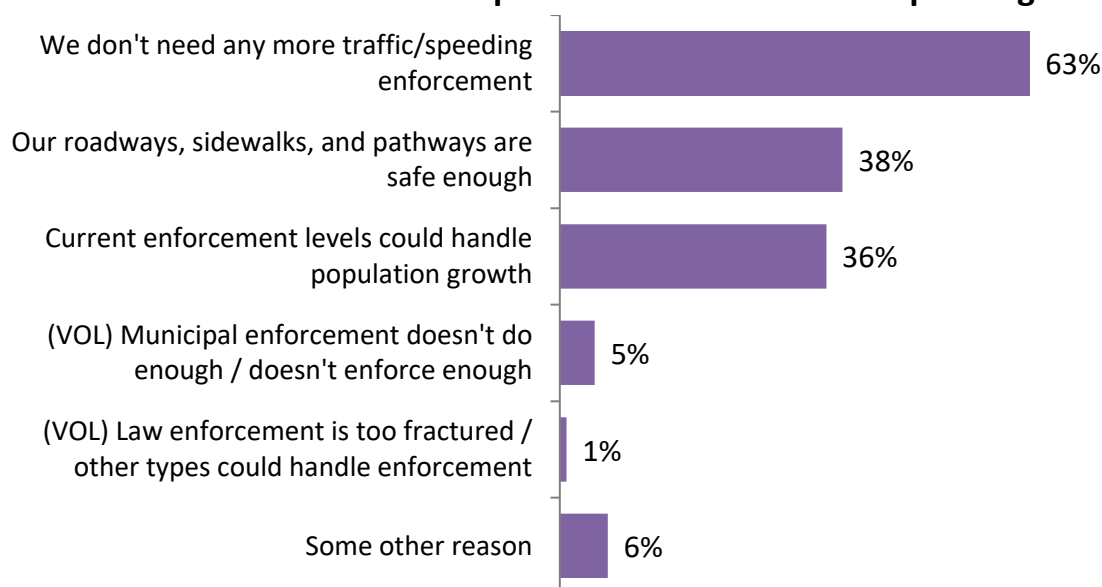
Reasons to Increase Municipal Enforcement Services Spending



n=93. Values may sum to more than 100% as multiple mentions were allowed.

Almost two-thirds (63%) respondents who would **decrease** spending on *Municipal Enforcement Services* suggested less focus on traffic and speeding enforcement. Additionally, over one-third suggest that roadways, sidewalks, and pathways are safe enough (38%) and that current enforcement levels could handle population growth (36%). Again, results are similar to those obtained last year.

Reasons to Decrease Municipal Enforcement Services Spending

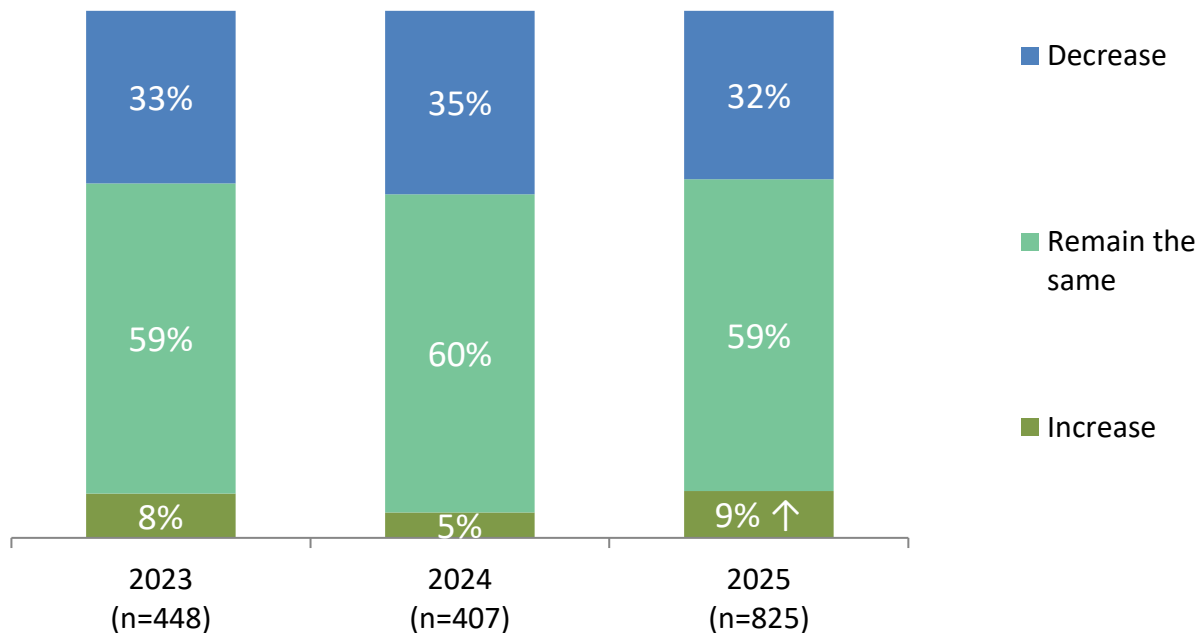


n=209. Values may sum to more than 100% as multiple mentions were allowed.

3.4.9 Partner Organizations (Proposed 8%)

Although few respondents feel that the budget for *Partner Organizations* should increase, more answered this way in 2025 compared to 2024 (9%, up from 5%). In contrast, about two-thirds (32%) feel that the budget should decrease, while the remaining 59% feel that the budget should remain the same.

Budget Adjustment for Partner Organizations (Proposed 8%)



Values may not add to 100% due to rounding. Bars missing values are less than 5%.

Subgroups that are significantly more likely to want an **increase** to funding include:

-  16%: Those who prefer to increase taxes; and
-  14%: Those who oppose a decrease in service levels to minimize tax increases.

Subgroups that are significantly more likely to want funding to **remain the same** include:

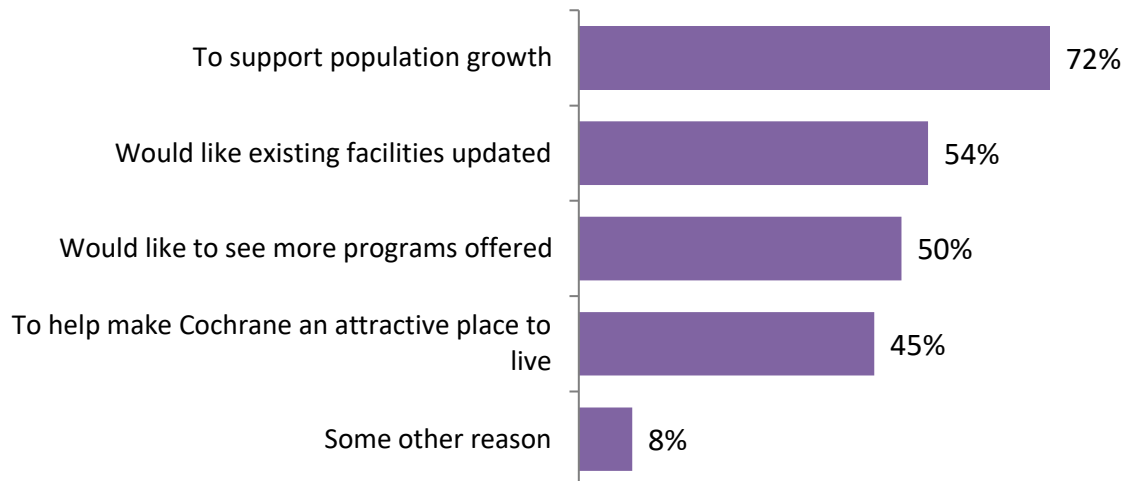
-  68%: Those who are not employed;
-  67%: Those who prefer to increase taxes;
-  67%: Those who oppose a decrease in service levels to minimize tax increases; and
-  66%: Those who receive positive value from taxes.

Subgroups that are significantly more likely to want a **decrease** in funding include:

-  50%: Those who prefer to cut taxes;
-  47%: Those who support a decrease in service levels to minimize tax increases;
-  45%: Those who receive negative value from taxes; and
-  35%: Those who are employed.

Most respondent who suggested an **increase** for *Partner Organizations* did so because they felt it was needed to support population growth (72%). Other common reasonings included that they would like facilities updated (54%) and that they would like to see more programs offered (50%). These results are statistically similar to those obtain last year.

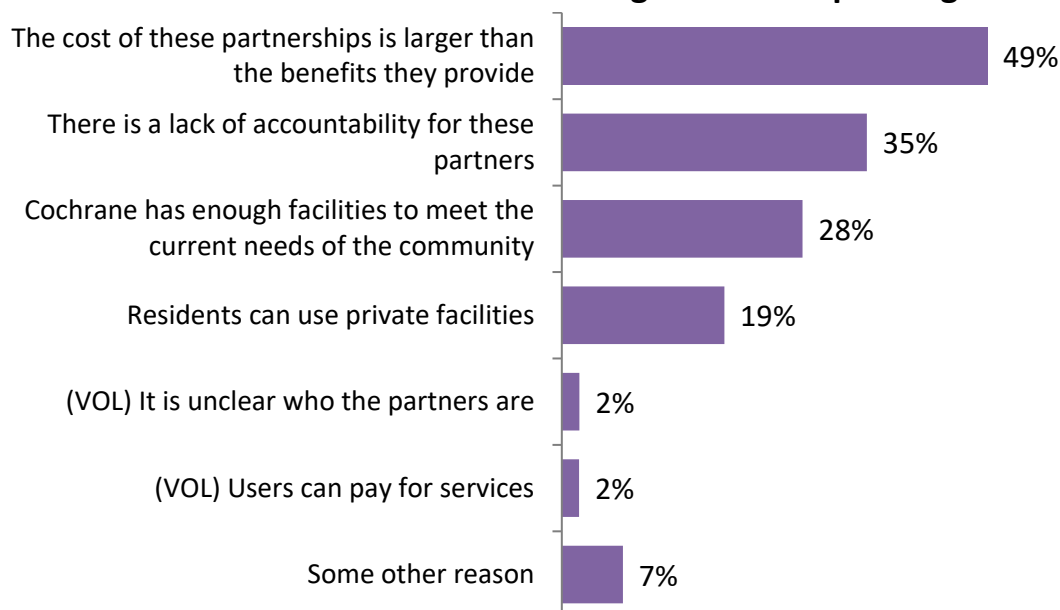
Reasons to Increase Partner Organizations Spending



n=73. Small base size – interpret with caution. Values may sum to more than 100% as multiple mentions were allowed.

Just under half (49%) of respondents who would like *Partner Organization's* budget to **decrease** said that the cost of these partnerships is larger than the benefit they provide. Additionally, about one-third (35%) mentioned that there is a lack of accountability for partners and about one-quarter (28%) say that Cochrane has enough facilities to meet the current needs of the community. Results are consistent with those found last year.

Reasons to Decrease Partner Organizations Spending

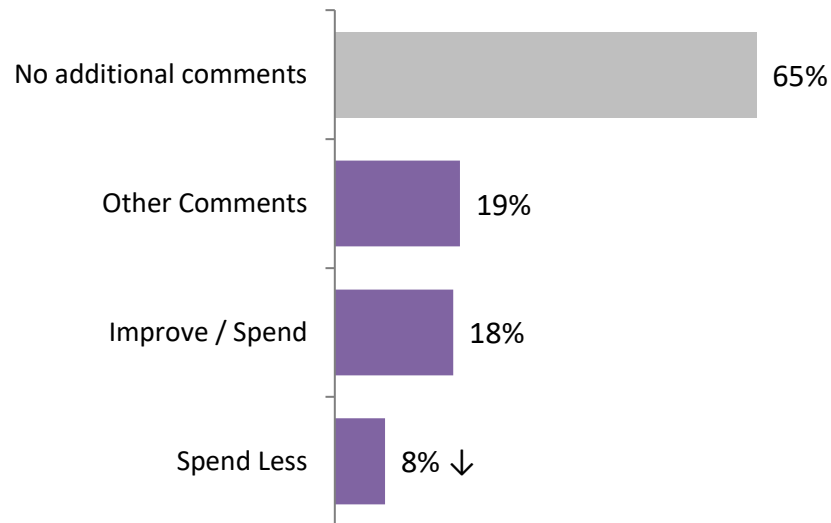


n=251. Values may sum to more than 100% as multiple mentions were allowed.

3.4.10 Other Discretionary Spending Feedback

After respondents rated their preference for how the Town should allocate spending on discretionary services, they were provided with an additional chance to offer any other feedback on spending that may not have already been covered. Given that they had just provided feedback for the ten different services categories, only 35% provided further feedback. In total, 18% reiterated that they would like spending to **increase** in general or for specific services, compared to 8% (down from 14% in 2024) who reiterated that they wanted spending to **decrease**.

Other Variable Spending Feedback

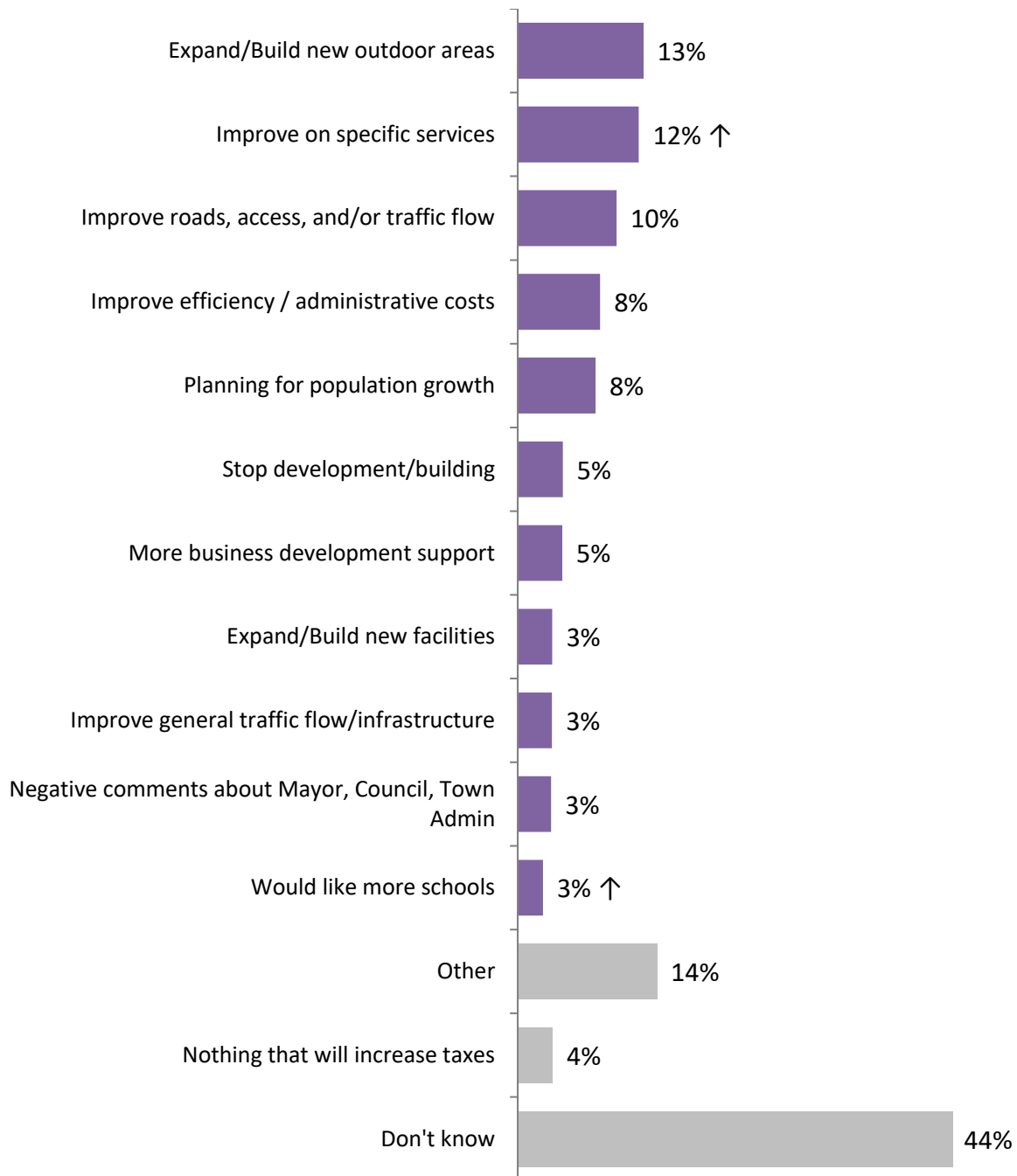


n=825. Values may sum to more than 100% as multiple mentions were allowed.

3.5 Other Projects and Priorities

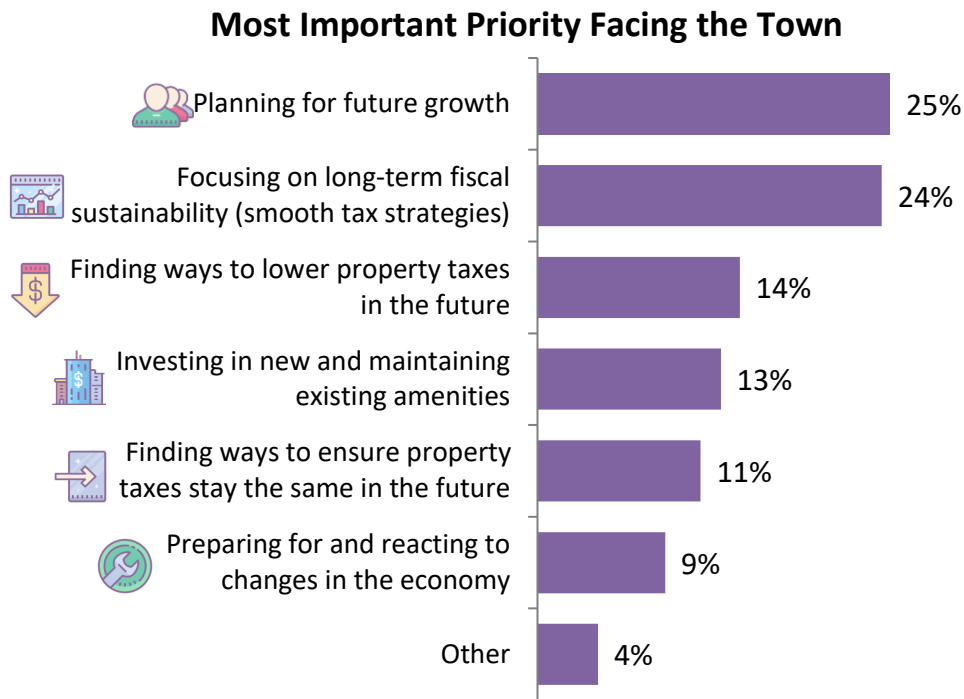
Respondents were also provided an opportunity to state other projects or goals for the Town to consider. It is important to note that over two-fifths (44%) did not know of any other projects to consider. That said, the top suggestions were expanding or building new outdoor areas (13%), improving on specific services (12%, up from 7% in 2024), improving roads/road access/traffic flow (10%), improving efficiency and costs related to administration (8%), and planning for population growth (8%).

Other Projects or Goals to Consider



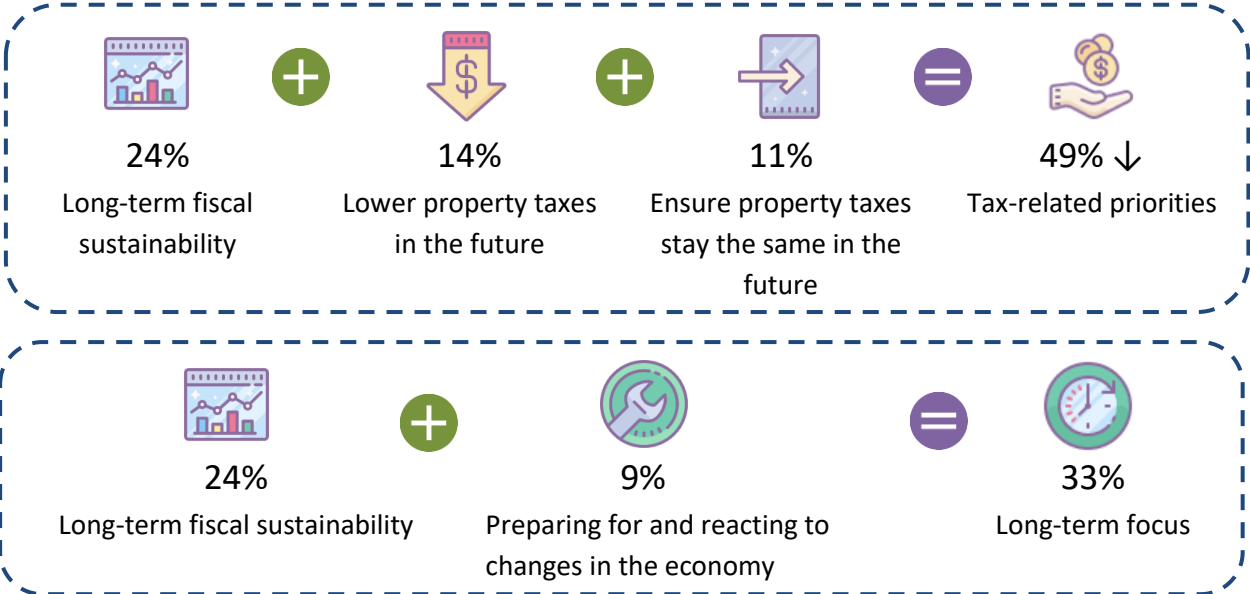
n=825. Values may sum to more than 100% as multiple mentions were allowed.

Finally, when asked about the top priority facing the Town, about one-quarter selected planning for future growth (25%) or long-term fiscal sustainability (24%). A further 14% would like the Town to find ways to lower property taxes in the future, 13% would like to invest in new and maintaining existing amenities, and 11% would like the Town to find ways to ensure property taxes stay the same in the future. A final 9% would like to prepare for changes in the economy. Priorities selected in 2025 are similar to those selected in 2024.



n=825. Values may not add to 100% due to rounding.

After grouping some of the categories, we find that 49% (down from 56% in 2024) of respondents would like the Town to prioritize the tax-related items while 33% would like the Town to adopt a long term focus.



4 Appendices

4.1 Weighted Respondent Demographics

	Percent of Respondents		
	2025 n=825	2024 n=407	2023 n=448
Age			
15 or younger	0%	0%	0%
16 or 17	<1%	0%	0%
18 to 24	2%	1%	2%
25 to 34	21%	23%	22%
35 to 44	25%	19%	21%
45 to 54	14%	19%	17%
55 to 64	15%	16%	16%
65 or older	22%	21%	21%
Prefer not to say	0%	0%	0%
Employment status			
Working full time, including self-employment	57%	53%	52%
Working part time, including self-employment	8%	8%	13%
On leave (disability, maternity, paternity, etc.)	2%	2%	2%
Homemaker	2%	4%	3%
Student	2%	1%	1%
Not employed	0%	2%	1%
Retired	25%	25%	24%
Prefer not to answer	4%	4%	4%
Household income			
Under \$20,000	0%	1%	1%
\$20,000 to \$39,999	3%	4%	3%
\$40,000 to \$59,999	4%	7%	7%
\$60,000 to \$79,999	5%	9%	9%
\$80,000 to \$99,999	9%	12%	9%
\$100,000 to \$124,999	14%	17%	12%
\$125,000 to \$149,999	13%	13%	11%
\$150,000 or more	36%	22%	31%
Prefer not to answer	15%	16%	18%
Primary residence			
Own	94%	91%	89%
Rent	5%	7%	10%
Not Applicable	1%	1%	1%
Town of Cochrane employee			
Yes	2%	1%	1%
No	94%	94%	96%
Prefer not to answer	4%	4%	4%
Children (under 18) in household			
Yes	36%	35%	41%
No	63%	64%	57%
Prefer not to answer	1%	1%	1%

Values may not add to 100% due to rounding.

4.2 Data Weighting

The data was weighted to the age characteristics of the residents of Cochrane as determined by the 2024 Municipal Census. The following outlines the weighting factors utilized in this research:

Age group	Number of completed surveys	Proportion of completed surveys	Census proportions*	Weight factor
16 to 17	1	<1%	N/A	1.00
18 to 34	142	17%	23%	1.34
35 to 54	388	47%	39%	0.83
55 to 64	128	16%	15%	0.96
65 or older	164	20%	22%	1.13
Unknown/Refused*	2	<1%	N/A	1.00

* Respondents were allowed to refuse to answer their age as long as they confirmed that they are at least 16 years old. These cases are left unweighted (i.e., with a weight of 1) and the census proportions for this group are scaled to match accordingly.

4.3 Survey Methodology Summary

Research sponsor (including all financial sponsors)	Town of Cochrane
Research/data collection supplier	Advanis
Population represented	Town of Cochrane Residents
Sample size	n=825
Mode of data collection	Telephone recruitment to an online survey Letter mail-out to households where respondents can send an SMS to receive a link to the online survey (English only)
Source of sample	- Letters to all households in Cochrane via Canada Post - Advanis General Population Random Sample, - ASDE Listed & Unlisted RDD landline numbers
Type of sample	Telephone numbers and letters to every household
Sample design	All sample contacted
Start and end dates of data collection	April 2, 2022, to May 7, 2025
Strategies used to gain cooperation	Request permission on the phone, reminders to those who agreed to do the survey Sent letter to every household City advertised that the survey would occur Draw to win a gift certificate to a local Cochrane business of your choice (valued at \$150)
Margin of sampling error for total sample	+/- 3.4 percentage points at the 95% confidence level
Is data weighted?	Yes, based on resident age to the 2021 Federal Census. See section 4.2 above for details.
Contact for more information	Patrick Kyba, pkyba@advanis.net Advanis (780) 229-1135
Survey text	See section 4.4 below

4.4 Survey

What follows is a paper version of the web survey.

Budget Planning Survey 2026

Town of Cochrane



Languages: English

Intro1



Have your say in Cochrane's budget planning process! The Town of Cochrane is committed to gathering input from citizens regarding the future planning of our community and is seeking citizen input to assist in the 2026 budget planning process.

The budget is a plan for tomorrow's Cochrane and this is your chance to share your thoughts with Town Council and Administration to help guide the 2026 budget. Doing so makes you eligible to **enter a draw to win a gift certificate to a local Cochrane business of your choice (valued at \$150).**

We want to hear from you! Press the right arrow to continue.

Please use the arrows in the bottom right of your screen to move forward and backward in the survey, do not use your browser back button. 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.

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

Intro2

Please read each question and statement carefully. Throughout the survey, information will be provided to you so that you are able to reflect and provide an informed response to the questions. Pressing this icon ***?*** when shown will provide additional information. For each question, please select the response(s) that best represents your point of view.

Survey is open until May 8, 2025.

? This is just an example info button. On future questions where this button appears, you will see additional information that you may wish to review to help inform your answers.

D1

To begin, how old are you?

- ☐ 0 15 or younger
- ☐ 1 16 or 17
- ☐ 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 say

D1a *Show if D1 Refused (D1 = 8)*

In order to be eligible for this survey, please confirm that you are over the age of 15.

- ☐ 1 You are 18 years old or older
- ☐ 2 You are 16 or 17 years old
- ☐ 3 You are 15 years old or younger

T1 *Show if Younger than 16 ((D1 = 0) OR (D1a = 3))*

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

Status Code: 503

S1

Do you live **within the town limits** of Cochrane?

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

T2 *Show if S1 Does not live in Cochrane (S1 != 1)*

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

Status Code: 502

D4

Do you own or rent your primary residence in Cochrane?

- ☐ 1 Own
☐ 2 Rent
☐ -8 Not applicable

Q0

(if D4 Owns residence (D4 = 1)) A portion of **your property tax bill** is collected on behalf of the Province of Alberta to pay for education.

To the best of your knowledge, what percent of **your property tax bill** is collected on behalf of the Province of Alberta to pay **for education**?

(if Default) A portion of **property tax** is collected on behalf of the Province of Alberta to pay for education.

To the best of your knowledge, what percent of **property tax** is collected on behalf of the Province of Alberta to pay **for education**?

After entering a value, please press the right arrow to continue.

Minimum: 1, Maximum: 99

_____ %

- ☐ -9 Don't know

Q1a

(if D4 Owns residence (D4 = 1)) In fact, of **your property tax bill** collected in 2024:

(if Default) In fact, of **property tax** collected in 2024:

- **35%** is collected *on behalf of the province* to pay for **education**.
- **65%** goes to the *Town of Cochrane* to fund **municipal services**.



Thinking about the **65%** used to fund **municipal services**, would you say you receive...?

- ☐ 1 Excellent value
☐ 2 Very good value
☐ 3 Good value
☐ 4 Fair value
☐ 5 Poor value
☐ -9 Don't know

Q1b Show if Q1a not DK (Q1a != Don't know)

(if Q1a excellent (Q1a = 1)) What is the **main reason** you feel that you receive **excellent** value?

(if Q1a verygood (Q1a = 2)) What is the **main reason** you feel that you receive **very good** value?

(if Q1a good (Q1a = 3)) What is the **main reason** you feel that you receive **good** value?

(if Q1a fair (Q1a = 4)) What is the **main reason** you feel that you receive **fair** value?

(if Q1a poor (Q1a = 5)) What is the **main reason** you feel that you receive **poor** value?

☐ -9 Don't know / No comment

Q1c Show if Q1a DK (Q1a = Don't know)

(if D4 Owns residence (D4 = 1)) Why can you not rate the value that you received from the **65%** of **your property tax bill** that goes to the *Town of Cochrane* to fund **municipal services**?

(if Default) Why can you not rate the value that you received from the **65%** of **property tax** that goes to the *Town of Cochrane* to fund **municipal services**?

☐ -9 No comment

Q2

The Town of Cochrane understands and recognizes residents' desire to keep tax increases to a minimum. In order to do this, the Town may need to consider reducing current service levels.

Would you **[oppose or support / support or oppose]** a **decrease in service levels** to minimize tax increases in 2026?

- ☐ 1 **Strongly oppose** a decrease in service levels
- ☐ 2 **Somewhat oppose** a decrease in service levels
- ☐ 3 **Neither oppose nor support** a decrease in service levels
- ☐ 4 **Somewhat support** a decrease in service levels
- ☐ 5 **Strongly support** a decrease in service levels
- ☐ -9 Don't know

To minimize the potential order affect, we will show roughly half of respondents "oppose or support" and half "support or oppose".

Q2a Show if Q2 support or oppose decrease but not neither (Q2 = 1,2,4,5)

(if Q2 stronglysupport (Q2 = 5)) Why do you say you **strongly support** a decrease in service levels to minimize tax increases in 2026?

(if Q2 stronglyoppose (Q2 = 1)) Why do you say you **strongly oppose** a decrease in service levels to minimize tax increases in 2026?

(if Q2 somewhatoppose (Q2 = 2)) Why do you say you **somewhat oppose** a decrease in service levels to minimize tax increases in 2026?

(if Q2 somewhatsupport (Q2 = 4)) Why do you say you **somewhat support** a decrease in service levels to minimize tax increases in 2026?

☐ .9 Don't know / No comment

Q3

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

- ☐ 1 Increase taxes to fund growth needs, infrastructure maintenance and improve services *
- ☐ 2 Increase taxes to maintain all existing infrastructure and services *
- ☐ 3 Cut existing services to maintain current taxes *
- ☐ 4 Cut existing services to reduce taxes *
- ☐ .9 Don't know

*Levels marked with * are randomized*

BIntro

The Town of Cochrane budget includes two spending categories:

Non-discretionary funding (40%)

includes items that are necessary to govern, operate and maintain the Town of Cochrane and do not vary based on the level of service provided:

- Council
- Corporate Services, including Assessment & Tax, Communications, Customer Service, Finance, Human Resources
- Planning Services, including Safety Codes, GIS, Engineering

The next section will not include these budget items.

Town of Cochrane 2026 Discretionary Budget (60%)

Proposed Spending by Service

16% Fire Services

11% RCMP

10% Roads

8% Partner Organizations

7% Parks & Open Spaces

3% Transit

2% Municipal Enforcement

2% Family & Community Support Services

1% Business Development

Discretionary spending (60%) includes categories where spending can be increased or decreased to impact the level of service provided. As shown below, the next section seeks your input into spending in these areas.

Press the right arrow to continue.

BInstruction

The next section looks to understand your opinions on how the **Town of Cochrane** spending should be altered (if at all). For each service, please specify if you think spending should **increase**, **remain the same**, or **decrease** in 2026. A description of each service can be found by pressing this icon: *?*. If you are asked why you made the choice you did, please let us know **all** the reasons you feel the way you do.

Have your say in your Town's budget planning process! Press the right arrow to continue.

? This is just an example info button. On future questions where this button appears, you will see additional information that you may wish to review to help inform your answers.

B1a

How would you adjust the variable spending in 2026 for **Fire Services** (proposed 16%)? *?*

? This includes Fire response, as well as community prevention and inspection services and emergency preparedness.

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

B1b Show if B1a increase fire services (B1a = 1)

Why would you increase spending on **Fire Services**? **

Please select all that apply.

** Proposed 16% of the variable budget. This includes Fire response, as well as community prevention and inspection services and emergency preparedness.

- ☐ 1 Would like additional funding due to population growth *
- ☐ 2 Would like to ensure the quickest fire response times *
- ☐ 3 This is an essential service to the community *
- ☐ 4 For the safety of residents *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B1c Show if B1a decrease fire services (B1a = 3)

Why would you decrease spending on **Fire Services**? **

Please select all that apply.

** Proposed 16% of the variable budget. This includes Fire response, as well as community prevention and inspection services and emergency preparedness.

- ☐ 1 To address spending on emergency services that may not be necessary given the demand *
- ☐ 2 To prioritize spending on other areas of need within the community *
- ☐ 3 Response times are adequate *
- ☐ 4 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B2a

How would you adjust the variable spending in **2026** for **RCMP** (proposed 11%)? **

** This includes RCMP contract and detachment administrative support.

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

B2b Show if B2a increase RCMP (B2a = 1)

Why would you increase spending on **RCMP**? **

Please select all that apply.

** Proposed 11% of the variable budget. This includes RCMP contract and detachment administrative support.

- ☐ 1 Would like to keep crime down *
- ☐ 2 To keep up with population growth *
- ☐ 3 Would like more visible police presence *
- ☐ 4 Would like more traffic/speeding enforcement *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B2c Show if B2a decrease RCMP (B2a = 3)

Why would you decrease spending on **RCMP**? **

Please select all that apply.

** Proposed 11% of the variable budget. This includes RCMP contract and detachment administrative support.

- ☐ 1 The Town of Cochrane is already a safe community *
- ☐ 2 Current enforcement levels can handle population growth *
- ☐ 3 Existing police presence should be adequate *
- ☐ 4 Consider less focus on traffic and speeding enforcement *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B3a

How would you adjust the variable spending in **2026** for **Roads** (proposed 10%)? **

** This includes street, parking lot and alleyway seasonal cleaning, sanding, snow plowing and snow removal, as well as regular street and sidewalk repairs and maintenance.

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

B3b Show if B3a increase roads (B3a = 1)

Why would you increase spending on **Roads**? **

Please select all that apply.

** Proposed 10% of the variable budget. This includes street, parking lot and alleyway seasonal cleaning, sanding, snow plowing and snow removal, as well as regular street and sidewalk repairs and maintenance.

- ☐ 2 Consider clearing and sanding roads sooner or more often *
- ☐ 3 Would like more or better snow clearing equipment *
- ☐ 9 Would like roads cleaned and swept more often in the summer *
- ☐ 6 Would like roads to be better maintained (e.g., potholes and cracks filled sooner) *
- ☐ 7 Would like vegetation next to roads, on medians, and on boulevards better maintained *
- ☐ 8 Would like drainage of roads to be improved *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B3c Show if B3a decrease roads (B3a = 3)

Why would you decrease spending on **Roads**? **

Please select all that apply.

** Proposed 10% of the variable budget. This includes street, parking lot and alleyway seasonal cleaning, sanding, snow plowing and snow removal, as well as regular street and sidewalk repairs and maintenance.

- ☐ 1 Consider clearing roads less frequently during prolonged storms *

- ☐ 2 Consider waiting longer before clearing and sanding roads *
- ☐ 3 Consider replacing and/or maintaining snow removal equipment less frequently. *
- ☐ 4 Residential areas and side streets could be cleared / cleaned less often *
- ☐ 5 Do not see the need for street sweeping *
- ☐ 6 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B4a

How would you adjust the variable spending in 2026 for **Partner Organizations** (proposed 8%)? **

** Includes organizations that are in partnership with the Town of Cochrane including Spray Lake Sawmills Centre, community grants and the Cochrane Public Library.

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

B4b Show if B4a increase partner organizations (B4a = 1)

Why would you increase spending on **Partner Organizations**? **

Please select all that apply.

** Proposed 8% of the variable budget. Includes organizations that are in partnership with the Town of Cochrane including Spray Lake Sawmills Centre, community grants and the Cochrane Public Library.

- ☐ 1 To support population growth *
- ☐ 2 To help make Cochrane an attractive place to live *
- ☐ 3 Would like to see more programs offered *
- ☐ 4 Would like existing facilities updated *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B4c Show if B4a decrease partner organizations (B4a = 3)

Why would you decrease spending on **Partner Organizations**? **

Please select all that apply.

** Proposed 8% of the variable budget. Includes organizations that are in partnership with the Town of Cochrane including Spray Lake Sawmills Centre, community grants and the Cochrane Public Library.

- ☐ 1 Cochrane has enough facilities to meet the current needs of the community *
- ☐ 2 Residents can use private facilities *
- ☐ 3 The cost of these partnerships is larger than the benefits they provide *
- ☐ 4 There is a lack of accountability for these partners *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B5a

How would you adjust the variable spending in 2026 for **Parks and Open Spaces** (proposed 7%)? **

** Includes maintaining 440 acres of parkland, 43 playgrounds, 80kms of pathway, outdoor skating rinks, as well as the maintenance of sports fields and cemeteries.

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

B5b Show if B5a increase parks (B5a = 1)

Why would you increase spending on **Parks and Open Spaces**? **

Please select all that apply.

** Proposed 7% of the variable budget. Includes maintaining 440 acres of parkland, 43 playgrounds, 80kms of pathway, outdoor skating rinks, as well as the maintenance of sports fields and cemeteries.

- ☐ 1 To better maintain our existing parks and open space infrastructure *
- ☐ 2 We need more areas for leisure *
- ☐ 3 To better manage weeds *
- ☐ 4 We need more outdoor playgrounds *
- ☐ 6 To improve our physical and psychological health *
- ☐ 7 To make our Town and neighborhoods more attractive places to live and work *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B5c Show if B5a decrease parks (B5a = 3)

Why would you decrease spending on **Parks and Open Spaces**? **

Please select all that apply.

** Proposed 7% of the variable budget. Includes maintaining 440 acres of parkland, 43 playgrounds, 80kms of pathway, outdoor skating rinks, as well as the maintenance of sports fields and cemeteries.

- ☐ 1 Our parks & open spaces are not utilized enough *
- ☐ 2 This is not an urgent area of spending need *
- ☐ 3 The maintenance of these areas is overdone *
- ☐ 4 We have enough playgrounds *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B6a

How would you adjust the variable spending in 2026 for **Municipal Enforcement** (proposed 2%)? **

** This includes enforcement of community bylaws, education to reduce violations, traffic enforcement, development compliance and creating a safer space for all residents.

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

B6b Show if B6a municipal services (B6a = 1)

Why would you increase spending on **Municipal Enforcement**? **

Please select all that apply.

** Proposed 2% of the variable budget. This includes enforcement of community bylaws, education to reduce violations, traffic enforcement, development compliance, and creating a safer space for all residents.

- ☐ 1 To help improve the safety of roadways, sidewalks, and pathways *
- ☐ 2 Do a better job of educating the public on bylaws such as those related to pet ownership *
- ☐ 3 Would like more traffic/speeding enforcement *
- ☐ 4 To keep up with population growth *
- ☐ 5 Would like more bylaw enforcement *
- ☐ 6 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B6c Show if B6a decrease municipal enforcement (B6a = 3)

Why would you decrease spending on **Municipal Enforcement**? **

Please select all that apply.

** Proposed 2% of the variable budget. This includes enforcement of community bylaws, education to reduce violations, traffic enforcement, development compliance and creating a safer space for all residents.

- ☐ 1 Our roadways, sidewalks, and pathways are safe enough *
- ☐ 2 We don't need any more traffic/speeding enforcement *
- ☐ 3 Current enforcement levels could handle population growth *
- ☐ 4 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B7a

How would you adjust the variable spending in 2026 for **Family & Community Support Services** (proposed 2%)? **

** This includes connecting people and systems, preventative and early intervention programs, affordable housing, and family resource network.

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

B7b Show if B7a increase support services (B7a = 1)

Why would you increase spending on **Family & Community Support Services**? **

Please select all that apply.

** Proposed 2% of the variable budget. This includes connecting people and systems, preventative and early intervention programs, affordable housing, and family resource network.

- ☐ 1 To help provide affordable support services *

- ☐ 2 To keep up with population growth *
- ☐ 3 Would like better quality of existing services *
- ☐ 4 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B7c Show if B7a decrease support services (B7a = 3)

Why would you decrease spending on **Family & Community Support Services**? **?

Please select all that apply.

*** Proposed 2% of the variable budget. This includes connecting people and systems, preventative and early intervention programs, affordable housing, and family resource network.

- ☐ 1 Existing services could handle population growth *
- ☐ 2 Would like more funding from other levels of government *
- ☐ 3 I don't know what this service offers *
- ☐ 4 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B8a

How would you adjust the variable spending in 2026 for **Transit (Cochrane On-Demand Local Transit)** (proposed 3%)? **?

*** This includes the COLT (Cochrane On-Demand Local Transit) services which includes the E-Scooters, E-Bikes and Rocky View Handibus.

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

B8b Show if B8a increase transit (B8a = 1)

Why would you increase spending on **Transit (Cochrane On-Demand Local Transit)**? **?

Please select all that apply.

*** Proposed 3% of the variable budget. This includes the COLT (Cochrane On-Demand Local Transit) services which includes the E-Scooters, E-Bikes and Rocky View Handibus.

- ☐ 1 Would like more busses and/or frequency of service *
- ☐ 2 Would like to establish fixed routes *
- ☐ 3 Would like to make public transportation more affordable *
- ☐ 4 Would like to extend the hours of service *
- ☐ 5 Some other reason (specify): _____
- ☐ -9 Don't know

Levels marked with * are randomized

B8c Show if B8a decrease transit (B8a = 3)

Why would you decrease spending on **Transit (Cochrane On-Demand Local Transit)?** **

Please select all that apply.

** Proposed 3% of the variable budget. This includes the COLT (Cochrane On-Demand Local Transit) services which includes the E-Scooters, E-Bikes and Rocky View Handibus

- ☐ 1 Current service schedules should be adequate *
- ☐ 2 Existing buses should be adequate *
- ☐ 3 Consider charging riders more for this service *
- ☐ 4 My household does not use public transportation *
- ☐ 5 We don't need E-Scooter or E-Bike Program *
- ☐ 6 Some other reason (specify): _____
- ☐ 9 Don't know

Levels marked with * are randomized

B9a

How would you adjust the variable spending in **2026** for **Business Development** (proposed 1%)? **

** This includes the promotion of the innovation sector, the strengthening of relationships with existing business groups, companies, and major developments, as well as proactively planning and implementing initiatives to enhance Historic Downtown Cochrane.

- ☐ 1 Increase spending (may increase taxes)
- ☐ 2 Spending should remain the same
- ☐ 3 Decrease spending (may decrease taxes)

B9b Show if B9a increase business development (B9a = 1)

Why would you increase spending on **Business Development?** **

Please select all that apply.

** Proposed 1% of the variable budget. Includes the promotion of the innovation sector, the strengthening of relationships with existing business groups, companies, and major developments, as well as proactively planning and implementing initiatives to enhance Historic Downtown Cochrane.

- ☐ 1 Supporting businesses to succeed helps our economy grow *
- ☐ 2 Attracting outside investment into Cochrane *
- ☐ 3 Supporting small business is important to me *
- ☐ 4 Need to increase non-residential tax base *
- ☐ 5 Some other reason (specify): _____
- ☐ 9 Don't know

Levels marked with * are randomized

B9c Show if B9a decrease busdev (B9a = 3)

Why would you decrease spending on **Business Development?** **

Please select all that apply.

** Proposed 1% of the variable budget. Includes the promotion of the innovation sector, the strengthening of relationships with existing business groups, companies, and major developments, as well as proactively planning and implementing initiatives to enhance Historic Downtown Cochrane.

- ☐ 1 Current business development meets the needs of the community *

- ☐ ₂ Money could be better used for other services *
- ☐ ₃ It is not a priority for the Town at the present time to grow its economic base *
- ☐ ₄ Some other reason (specify): _____
- ☐ ₋₉ Don't know

*Levels marked with * are randomized*

Q4

Thank you for your input on the Town of Cochrane's variable spending budget. Is there any additional feedback you would like to provide regarding your choices?

- ☐ ₋₈ No additional feedback

Q7

Are you aware that Cochrane posts its budget on the Cochrane.ca website?

- ☐ ₁ Yes
- ☐ ₀ No

Q8 *Show if is unaware Cochrane posts budget (Q7 = 0)*

What could the Town do to make you and others more aware that the budget is available on the Town's website?

- ☐ ₋₈ Don't know / No comment

Q5

What other projects or goals (if any) should the Town be thinking of when planning the budget for 2026 and beyond? These may result in a tax increase.

- ☐ ₋₈ Don't know / No comment

Q6

Finally, with respect to the budget process, which of the following would you say is the **most important priority** facing the Town?

- ☐ 2 Focusing on long-term fiscal sustainability (smooth tax strategies) *
- ☐ 3 Planning for future growth *
- ☐ 4 Investing in new and maintaining existing amenities *
- ☐ 5 Finding ways to lower property taxes in the future *
- ☐ 6 Finding ways to ensure property taxes stay the same in the future *
- ☐ 7 Preparing for and reacting to changes in the economy *
- ☐ 8 Other (specify): _____

*Levels marked with * are randomized*

DTxt

In order for the Town to better understand the different views and needs of citizens, this final set of questions will allow us to analyze the data by sub-groups. Please be assured that nothing will be recorded to link your answers with you or your household.

Please press the right arrow to continue.

D2 *Show if 18 or older ((D1 = 2,3,4,5,6,7) OR (D1a = 1))*

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

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

D6

Which of the following categories applies to 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
- ☐ 9 Prefer not to answer

D3

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 Not employed
- ☐ 7 Retired
- ☐ 8 Prefer not to answer

D5a *Show if D3 employed (D3 = 1,2)*

And, do you work for the Town of Cochrane?

- ☐ 1 Yes
- ☐ 2 No

D5b *Show if D3 on leave (D3 = 3)*

Immediately prior to the start of your leave, did you work for the Town of Cochrane?

- ☐ 1 Yes
- ☐ 2 No

D7GP Show if Gen Pop Survey (recruit_type = 1)

Which of the following are places that you have heard or seen advertisements promoting this survey?

Please select all that apply

- ☐ ₇ Bold signs *
- ☐ ₂ Social media *
- ☐ ₃ Town of Cochrane website *
- ☐ ₉ Letter *
- ☐ ₅ Other (specify): _____
- ☐ ₆ I have not heard or seen any advertisements promoting this survey (Exclusive)

Levels marked with * are randomized

D7S Show if Stakeholder Survey (recruit_type = 2)

How did you learn about this survey?

Please select all that apply

- ☐ ₇ Bold signs *
- ☐ ₂ Social media *
- ☐ ₃ Town of Cochrane website *
- ☐ ₉ Letter *
- ☐ ₅ Other (specify): _____

Levels marked with * are randomized

I0

Thank you for completing the survey! You now have the option to enter a randomly selected prize draw for people who have taken part in the survey. Doing so makes you eligible to **enter a draw to win a gift certificate to a local Cochrane business of your choice (valued at \$150).**

Do you wish to be entered into this draw? Your contact information will only be used for the purposes of the draw and will not be tied to your survey responses.

- ☐ ₁ Yes, I allow Advanis to provide the Town of Cochrane with my contact information should I be the winner of this draw
- ☐ ₂ No, remove me from the draw

I1

And, finally, the Town of Cochrane regularly conducts research about other topics affecting its citizens. Would you be interested in participating in future research conducted by the Town of Cochrane?

- ☐ ₁ Yes, I allow Advanis to provide the Town of Cochrane with my contact information so I may participate in future research
- ☐ ₂ No, I do not wish to participate in future research

I2 Show if I0 yes or I1 yes ((I0 = 1) OR (I1 = 1))

Please provide your contact details so that we may contact you should you be [winner of the draw or invited to future research](#).

Personal information will remain confidential and **only** be used to contact the individual who [has won the draw or is being invited to participate in future research](#). Personal information provided as part of the Town of Cochrane Budget Survey [contest and future research](#) is collected under the authority of section 33(c) of the Freedom of Information and Protection of Privacy Act.

First name: _____

Last name: _____

Email: _____

Phone number: _____

☐ -8 [\[Not interested in entering the draw or participating in future research / Not interested in entering the draw / Not interested in participating in future research\]](#)

End



Thank you very much for your participation in this important study, your time and feedback are greatly appreciated by the Town of Cochrane!

Please note that the results of this survey will be shared with Town Council during the budget planning process for [2026](#). Should you have any additional questions, please contact:

Town of Cochrane Communications
403-851-2503
communications@cochrane.ca

You will be redirected shortly to the Town of Cochrane website.

4.5 Recruitment Letter

April 2025

Town of Cochrane
101 Ranchehouse Road
Cochrane, AB T4C 2K8

RE: Help shape Cochrane's 2026 budget

Dear Cochrane resident,

Your input helps shape Cochrane's future! Last year, we partnered with a third-party consultant to ensure your feedback was representative and statistically valid. Your input directly influenced the 2025 budget, shaping decisions on staffing and funding for new projects. Read more at <https://www.letstalkcochrane.ca/budget-2025>.

Cochrane's budget is more than just numbers—it's a plan that reflects our collective priorities and helps guide decisions about the future. Now, as we prepare the 2026 budget, we want to hear from you again! Your feedback will help to guide decisions on how we should prioritize our spending moving into next year.

Complete the survey by **May 8, 2025**. **How to participate:**

To receive a link to the survey:

☒ Text "Cochrane" to 587-412-2994

☒ Scan the QR code:



As a thank-you, you'll have the chance to be entered to win a \$150 gift certificate to a local business.

Your voice matters—thank you for being part of the conversation!

For more information, please contact:

Cochrane Communications
communications@cochrane.ca
403.851.2503