

Pulse Check Survey: Proposed Municipal Budget 2026-2027

Results and Next Steps

Presented to: Municipal Financial Accountability Task Force

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December 2, 2025



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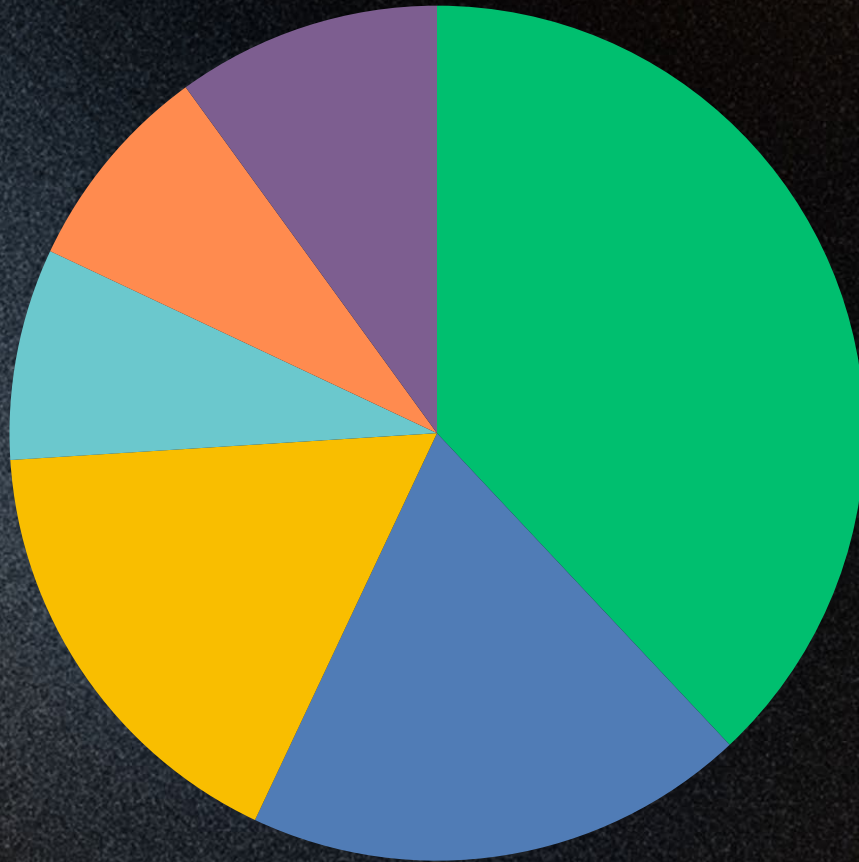
Survey Overview

Purpose: To gather business perspectives on the proposed 2026-2026 municipal budget.

Timeframe: November 14 to 27, 2025

Response: 48 responses from members across Greater Sudbury

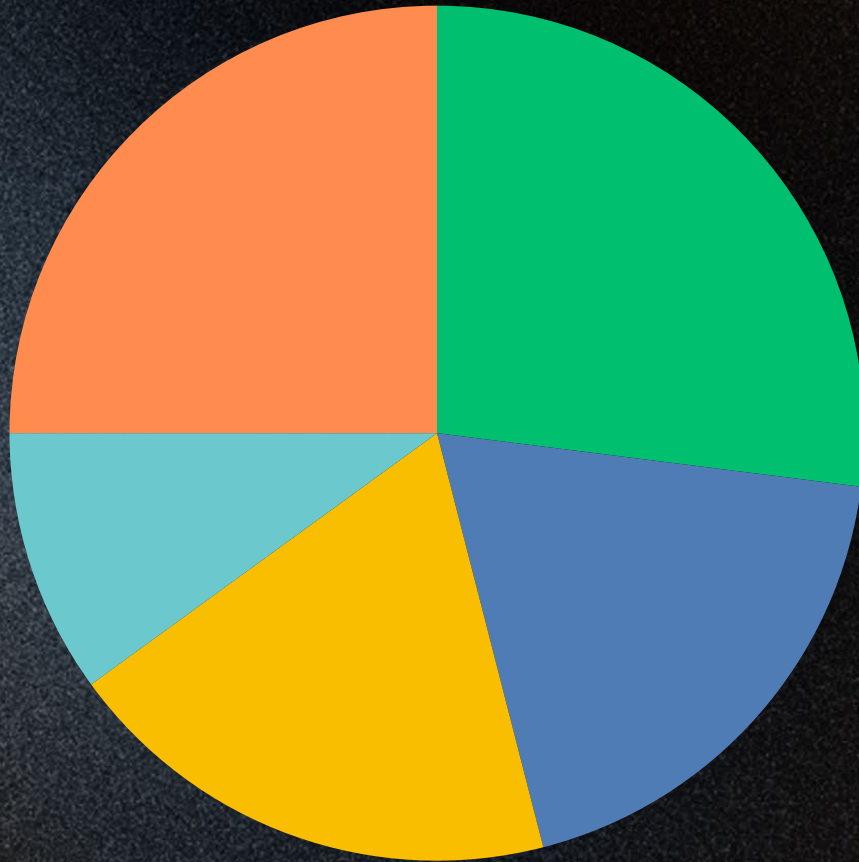
Respondent Overview: Industry



Percentage of respondents:

- Professional services: 38
- Manufacturing/industrial: 19
- Non-profit: 17
- Retail: 8
- Hospitality/tourism: 8
- Other: 10

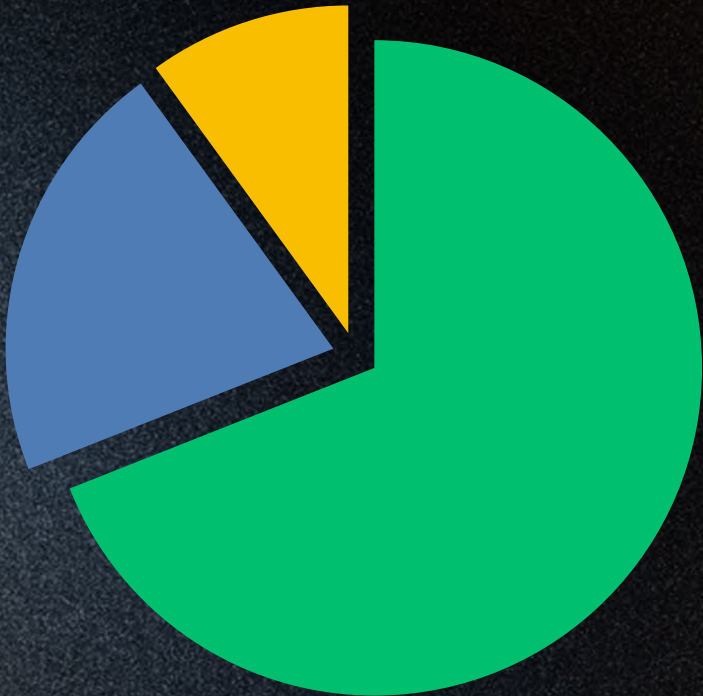
Respondent Overview: Location



Percentage of respondents:

- Downtown Sudbury: 27
- South End: 19
- New Sudbury: 19
- West End: 10
- Other areas: 25

Key Findings: Property Tax Proposal



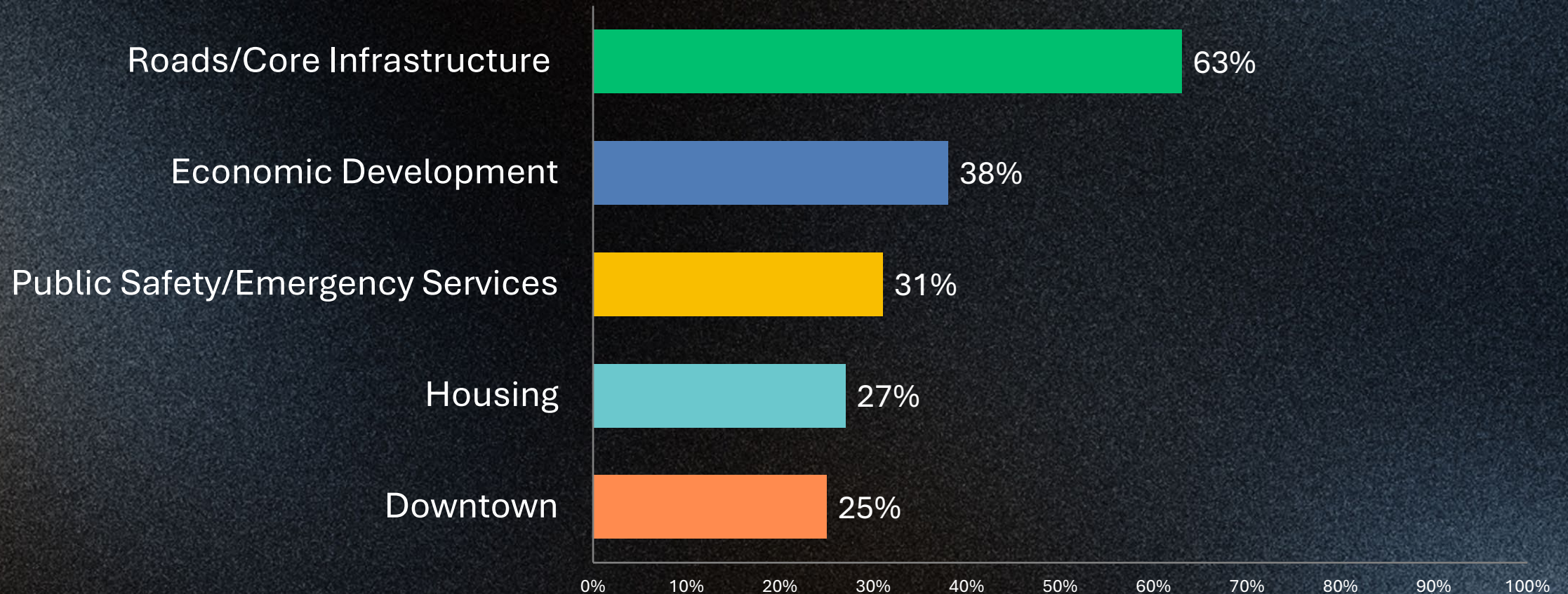
A strong majority expressed concern about the proposed property tax increase.

- Too high: 69 per cent
- Concerning but understandable: 21 per cent
- Acceptable given current pressures: 10 per cent

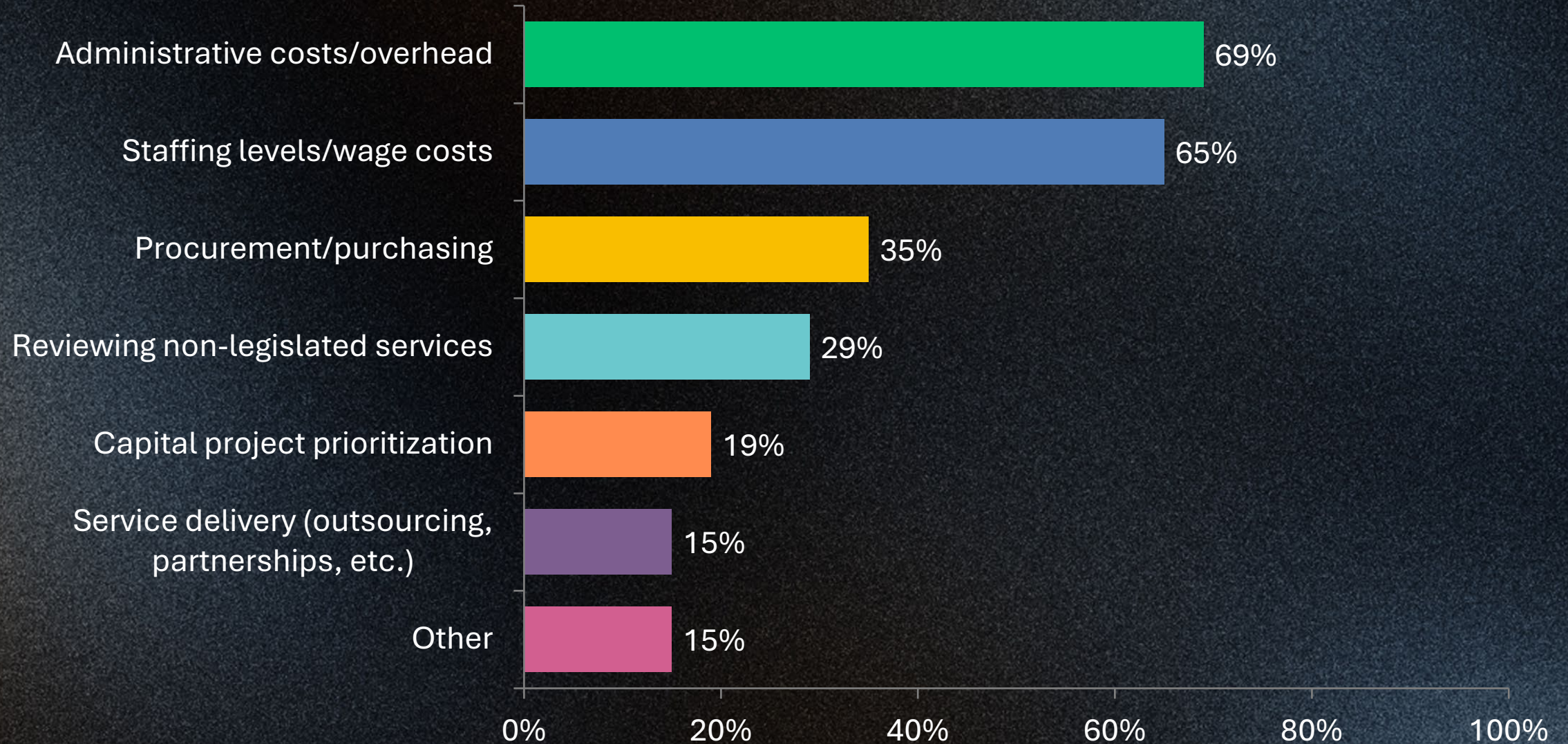
Key Findings: Investment Priorities

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What areas are most deserving of municipal investment?

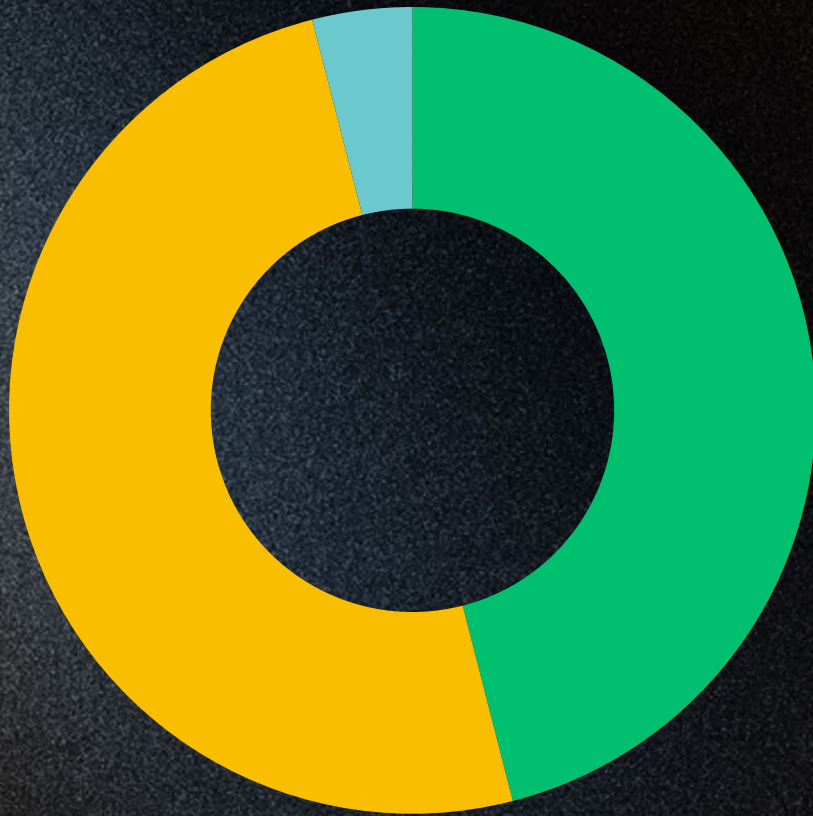


Key Findings: Opportunities for Efficiency



Key Findings: Debt Financing/Major Projects

Mixed views on debt financing for large capital projects.



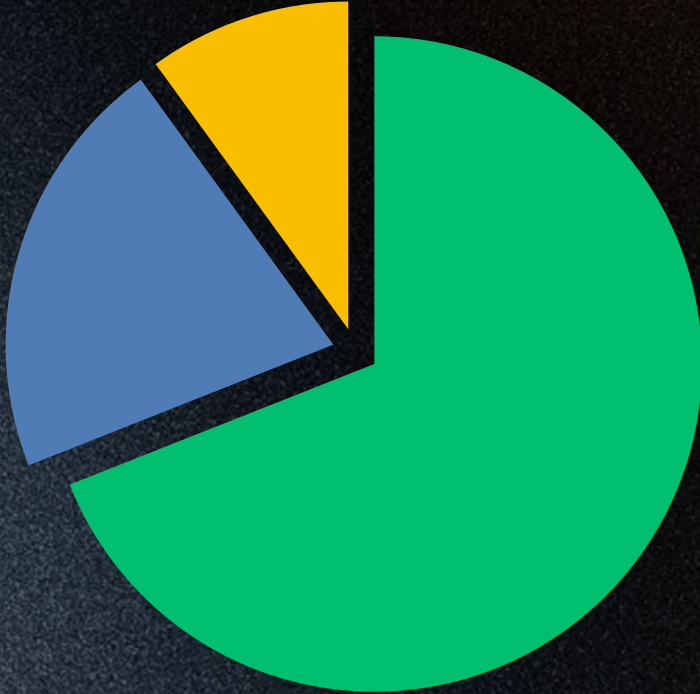
- 50 per cent have significant concerns about reliance on debt.
- 46 per cent consider it either a good way to fund major projects or reasonable as long as debt levels remain viable.
- Support for specific downtown projects and the use of debt to fund them also varied.
 - More than 60 per cent support the event centre.
 - Nearly 40 per cent support the cultural hub.

Key Findings: Business Confidence and Perceived Value

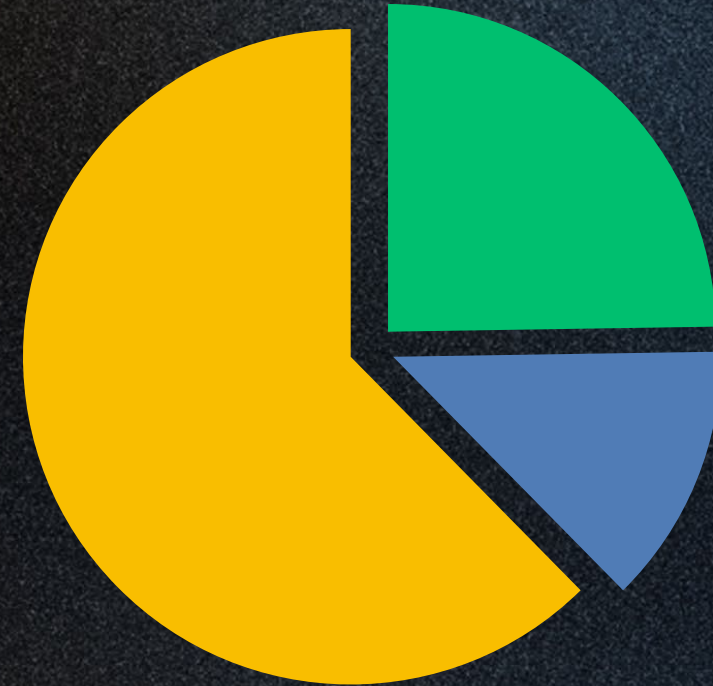
- 52 per cent feel they receive poor value for tax dollars
- 44 per cent feel very little attention has been paid to business concerns.
- 70 per cent are not confident that staffing, services and programs are being managed efficiently before taxes are raised.

Opinions are split on budget decisions related to the business environment – 50 per cent report low confidence, 44 per cent report moderate or high confidence.

Key Findings: Awareness and Participation



- Aware of budget, read some or all: 69 per cent
- Aware of budget but didn't read: 21 per cent
- Wasn't aware at all: 10%



- Responded to City's pre-budget survey: 25 per cent
- Chose not to respond: 12.5 per cent
- Wasn't aware of survey: 62.5 per cent

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