

2022 COMMUNITY SURVEY

City of Medicine Hat

Final Report

June 30, 2022

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INTRODUCTION

1

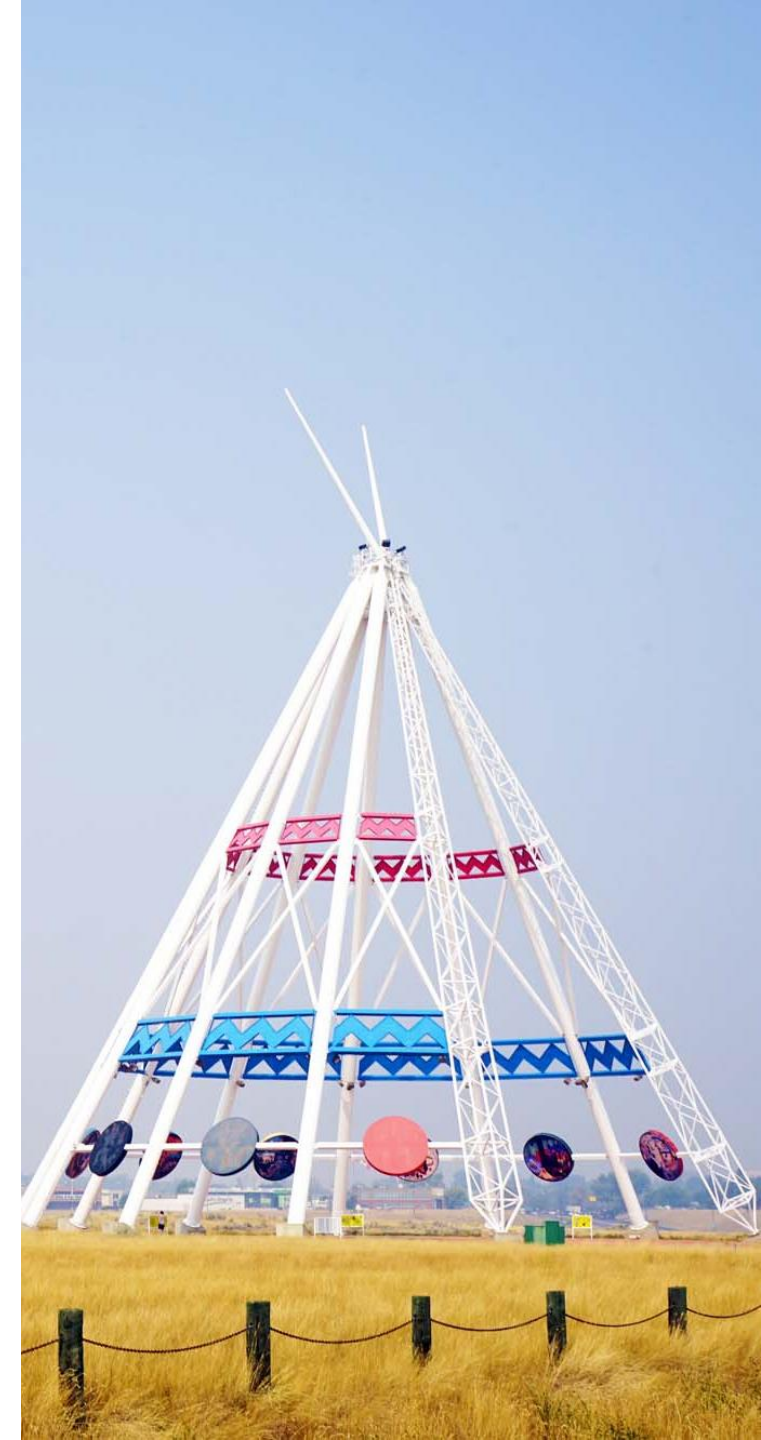
Background and Objectives

This report presents the findings of the City of Medicine Hat's 2022 Community Survey. This is the first Community Survey conducted by the City of Medicine Hat. It is intended to provide a baseline measure of community sentiment around a variety of topics and will be repeated every two years to monitor how perceptions are changing.

Key research topics include:

- Quality of life
- Important local issues
- Importance of and satisfaction with City services
- Value for taxes and balancing taxation and service delivery levels
- Communications and customer service
- Council, Administration, and municipal operations

Insight gained by this research will help the City of Medicine Hat make important decisions regarding planning, budgeting, and service improvements.



Methodology

Ipsos conducted both a **telephone** survey and an **online** survey.

Telephone Survey



- The telephone survey provides a random and representative sampling of community opinions.
- A total of 400 adult (18+ years) Medicine Hat residents were interviewed by telephone between May 4 and 22, 2022.
- Interviewing was conducted on both cellphones (70%) and landlines (30%). A screening question was included at the start of the survey to confirm residency in Medicine Hat.
- Households with members who work for the City and/or with elected officials of the City were excluded from the survey.
- The final data has been weighted to ensure that the gender/age distribution reflects that of the actual population in Medicine Hat according to 2021 Canadian Census data.
- Overall results are accurate to within ± 4.9 percentage points, nineteen times out of twenty. The margin of error will be larger for sample subgroups.

Interpreting and Viewing the Results

Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Analysis of some of the statistically significant demographic results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

Where possible, the City of Medicine Hat's results have been compared to Ipsos' database of municipal norms. These norms are based on research Ipsos has conducted in other Canadian municipalities within the past five years. Normative comparisons provide additional insight, context, and benchmarks against which the City of Medicine Hat can evaluate its performance.

Methodology

Online Survey



- The online survey gave all residents an opportunity to provide their feedback. The focus on inclusiveness means that residents self-selected whether to take part or not, and the results should not be considered as representative of the population as a whole. The City was responsible for promoting the online survey to the community.
- While the online survey asked respondents the same screening questions as the telephone survey, all online respondents were allowed to continue regardless of their responses. A maximum of 3 surveys per IP address were accepted.
- In total, 298 respondents completed the online survey between May 5 and 25, 2022. After removing the surveys that exceeded the IP address limit, the final online sample size is 283, including:
 - 245 respondents who meet the same qualifying criteria as the telephone survey (Medicine Hat residents who are 18+ years of age and do not live in households with members who work for the City and/or elected officials with the City)
 - 23 respondents with a City staff member and/or elected official in the household (including 1 non-resident)
 - 7 non-residents of Medicine Hat (including 1 with a City staff member and/or elected official in the household)
 - 9 respondents who cannot be classified into one of these groups due to their refusal to answer the upfront screening questions
- **The online results shown in this report are based on the 245 respondents who meet the same qualifying criteria as the telephone survey.** Results for households with City staff/elected officials and non-residents can be found in the detailed tables for the online survey under a separate cover.
- No weighting was applied to the online data and no margin of error is applicable.

TELEPHONE SURVEY RESULTS

2

EXECUTIVE SUMMARY

Executive Summary

Quality of Life

Perceptions of overall quality of life are strong.

Half feel the quality of life has stayed the same over the past three years. Those noticing a change are more negative than positive.

The likelihood of recommending Medicine Hat as a place to live is high.

- Nearly all (95%) citizens rate the overall quality of life in Medicine Hat as 'very good' (36%) or 'good' (58%). Perceptions of overall quality of life in Medicine Hat are on par with the municipal norm.
 - Overall perceptions (combined 'very good/good' responses) are higher among those who are 55+ years of age (98% vs. 91% of 18-34 years, 92% of 35-54 years), homeowners (98% vs. 85% of renters), and those living in households without children under the age of 18 (96% vs. 90% of those with children at home).
- Half (51%) say the quality of life in Medicine Hat has 'stayed the same' over the past three years. Another 37% say 'worsened' and 11% say 'improved', yielding a net momentum score of minus 26. In comparison, the municipal norm net score is minus 13.
 - Perceptions of a 'worsened' quality of life are higher among those who are 35-54 years of age (50% vs. 30% of 18-34 years, 32% of 55+ years) and those living south of the river and north of Seven Persons Creek (45% vs. 29% of south of the highway, 39% of north of the river, 40% of south of Seven Persons Creek and north of the highway).
- Those saying the quality of life has 'improved' attribute this to a variety of factors, including "more activities/things to do" (17% coded open-ends), "economic development/more local businesses" (13%), "good amenities/services (unspecified)" (12%), and "City leadership/governance (includes mentions of Mayor and Council)" (11%).
- The main reasons for saying the quality of life has 'worsened' are "COVID-19" (29% coded open-ends) and "it is more expensive/cost of living" (27%).
- Overall, 91% of citizens say they are likely to recommend Medicine Hat as a place to live, including 29% 'definitely would', 29% 'very likely', and 33% 'somewhat likely'.
 - The overall likelihood to recommend (combined 'definitely/very/somewhat likely' responses) is higher among those who are 55+ years of age (95% vs. 84% of 18-34 years, 89% of 35-54 years).

Executive Summary

Important Local Issues

Municipal government services, social issues, and the economy are the top three local issues.

- When asked to identify important community issues on an open-ended basis, 21% of citizens mention municipal government services, 20% mention social issues, and 17% mention the economy.
 - **Municipal government services** is mainly comprised of mentions related to “utilities costs” (15%), as well as “infrastructure (unspecified)” (4%), “city cleanliness” (1%), “garbage/recycling” (1%), and “other municipal government services mentions” (2%). Mentions of municipal government services in Medicine Hat are double the municipal norm.
 - Municipal government services are more likely to be mentioned by those who are 35+ years of age (includes 25% of 55+ years and 24% of 35-54 years vs. 10% of 18-34 years), those living south of Seven Persons Creek and north of the highway (30% vs. 11% of south of the highway, 15% of south of the river and north of Seven Persons Creek, 23% of north of the river), and homeowners (25% vs. 12% of renters).
 - **Social issues** includes mentions of “drug abuse/addiction” (7%), “poverty/homelessness” (7%), “housing/lack of affordable housing” (4%), “seniors’ issues” (1%), and “other social mentions” (3%). While social issues are one of the top issues in Medicine Hat, mentions are still below the municipal norm, where it sits atop the public issue agenda.
 - Social issues are more likely to be mentioned by women (24% vs. 15% of men), younger residents (26% of 18-34 years vs. 15% of 55+ years, 21% of 35-54 years), and those who have lived in Medicine Hat for 11-20 years (26% vs. 16% of 21+ years, 23% of 10 years or less).
 - **Economy** includes mentions of “cost of living” (7%), “economic development” (4%), “employment/job creation” (4%), and “other economy mentions” (3%). The emphasis placed on the economy in Medicine Hat is higher than the municipal norm.
 - Mentions of the economy are statistically consistent across all key demographic segments.

Executive Summary

City Services

Overall satisfaction with City services is high.

Satisfaction extends to the delivery of specific services.

- Nine-in-ten (90%) citizens say they are satisfied with the overall level and quality of services provided by the City of Medicine Hat. This includes 31% saying 'very satisfied' and 59% saying 'somewhat satisfied'. Overall satisfaction with municipal services in Medicine Hat is on par with the municipal norm.
 - Satisfaction (combined 'very/somewhat satisfied' responses) is higher among those who are 55+ years of age (94% vs. 85% of 18-34 years, 88% of 35-54 years) and those living in households without children under the age of 18 (92% vs. 85% of those with children at home).
- Of the evaluated services, satisfaction is highest for *garbage and recycling services (96%)* and *parks, trails, and other green space (96%)*.
- A strong majority also say they are satisfied with *recreational facilities and programs (84%)*, *maintenance, cleaning, and upgrading of streets and sidewalks (83%)*, *cultural and entertainment facilities and programs (82%)*, and *bylaw enforcement (82%)*.
- The three services scoring relatively lower are *communication with residents (76%)*, *traffic management and improving the flow of traffic (73%)*, and *public transit (67%)*.
 - Satisfaction with *public transit* is statistically similar among public transit users (63%) and non-users (68%).
- Medicine Hat residents' satisfaction with several services is higher than the municipal norm. These include *garbage and recycling services, maintenance, cleaning, and upgrading of streets and sidewalks, bylaw enforcement, and traffic management and improving the flow of traffic*.
- Conversely, satisfaction with *communication with residents* and *public transit* in Medicine Hat is lower than average.

Executive Summary

City Services (cont.)

All the evaluated services are important to citizens.

- The most important (combined 'very/somewhat important' responses) services are *maintenance, cleaning, and upgrading of streets and sidewalks (96%), garbage and recycling services (95%), parks, trails, and other green space (94%), recreational facilities and programs (90%), and communication with residents (90%)*.
- Other highly important services are *traffic management and improving the flow of traffic (86%), bylaw enforcement (85%), and cultural and entertainment facilities and programs (82%)*.
- *Public transit* is rated comparatively lower (66%), although is still important to two-thirds of residents.
 - Importance rises to 93% among public transit users (vs. 62% of non-users).
- Compared to the municipal norm, Medicine Hat residents place less emphasis on *traffic management and improving the flow of traffic* and *public transit*. The importance of all other services is consistent with the norm.

Executive Summary

Financial Planning

Most citizens say they receive good value for their municipal tax dollars.

Opinion is split on balancing taxation and service delivery levels.

- Overall, 78% of citizens say they receive good value for their municipal tax dollars. This includes 19% saying 'very good value' and 59% saying 'fairly good value'. Medicine Hat residents' perceptions of their value for taxes are on par with the municipal norm.
 - Overall perceptions (combined 'very/fairly good value' responses) are higher among those who are 55+ years of age (83% vs. 72% of 35-54 years, 77% of 18-34 years).
 - Those who have lived in Medicine Hat for 11-20 years are *less* likely to say they receive good value for their municipal tax dollars (68% vs. 89% of 10 years or less, 80% of 21+ years).
- When given the choice between increased taxes or cut services, 45% of citizens opt for tax increases while 42% say they would prefer service cuts. Specifically, 16% say 'increase taxes to enhance or expand services' and 29% say 'increase taxes to maintain services at current levels' compared to 26% saying 'cut services to maintain current tax level' and 16% saying 'cut services to reduce taxes'. This is different from the municipal norm, which shows a clear preference for tax increases over service cuts.
 - Attitudes towards balancing taxation and service delivery levels are statistically consistent across all key demographic segments.

Executive Summary

Communications and Customer Service

City finances and community planning are the most requested types of information.

Citizens are interested in receiving information from the City via a variety of methods, with email the most preferred channel overall.

- On an unprompted basis, citizens say they are the most interested in receiving municipal information regarding “City taxes/property taxes/budget” (20%) and “community planning/land use/new developments” (11%). Notably, nearly four-in-ten (37%) indicate they have no immediate information needs, with 30% saying “none/nothing” and 7% saying “don’t know”.
 - Mentions of “City taxes/property taxes/budget” are higher among those who are 35-54 years of age (26% vs. 12% of 18-34 years, 19% of 55+ years) and homeowners (22% vs. 12% of renters).
- “Email” is the most preferred way of receiving City information, garnering 30% of mentions on an unprompted basis. The overall preference for email communications is consistent with the municipal norm.
- Other preferred communication channels include “social media (Twitter, Facebook, etc.)” (20%), “newspaper” (17%), “City website” (14%), “radio” (14%), “TV” (12%), “mail” (10%), and “newsletter/pamphlet/flyer/brochure” (10%).
- Communication preferences vary by age. For example:
 - Those <55 years are more likely to mention “email” (includes 37% of 35-54 years and 33% of 18-34 years vs. 24% of 55+ years) and “social media” (includes 34% of 35-54 years and 24% of 18-34 years vs. 9% of 55+ years).
 - Conversely, older citizens are more likely to mention “newspaper” (32% of 55+ years vs. 2% of 18-34 years, 8% of 35-54 years) and “TV” (18% of 55+ years vs. 7% of 18-34 years, 8% of 35-54 years).
 - Mentions of “City website” are higher among those who are 35+ years of age (includes 18% of 35-54 years and 17% of 55+ years vs. 6% of 18-34 years).

Executive Summary

Communications and Customer Service (cont.)

More than four-in-ten say they have contacted or dealt with the City of Medicine Hat in the last 12 months.

Satisfaction with the City's customer service is high.

- Overall, 43% of citizens say they have personally contacted or dealt with the City of Medicine Hat or one of its employees in the last 12 months. This is lower than the municipal norm; however, this difference may be at least partly attributable to COVID-19, which generally provided fewer opportunities for social interaction over the past year.
 - Claimed contact is higher among those who are 35-54 years of age (51% vs. 36% of 18-34 years, 40% of 55+ years) and those living south of Seven Persons Creek and north of the highway (50% vs. 32% of south of the highway, 43% of north of the river, 45% of south of the river and north of Seven Persons Creek).
- A strong majority (85%) of those who contacted or dealt with the City in the last 12 months say they are satisfied (combined 'very/somewhat satisfied' responses) with *the overall service received*.
- Satisfaction extends to specific elements of the City's customer service, including:
 - 95% satisfied with *staff's courteousness*
 - 90% satisfied with *staff's helpfulness*
 - 89% satisfied with *staff's knowledge*
 - 85% satisfied with *the speed and timeliness of service*
 - 84% satisfied with *the ease of reaching staff*
 - 82% satisfied with *staff's ability to resolve your issue*
- Satisfaction with the City of Medicine Hat's customer service is consistent with the municipal norm.

Executive Summary

Perceptions of Council, Administration, and Municipal Operations

Most are satisfied with the performance of Council and Administration.

Perceptions of municipal operations are favourable, particularly when it comes to inclusivity, accountability, and openness.

Perceptions around the City's public engagement and spending are comparatively lower but still positive overall.

- Overall, 81% of citizens say they are satisfied (combined 'very/somewhat satisfied' responses) with the way the City of Medicine Hat's *municipal government, including Council and Administration as a whole* is running the community, on par with the municipal norm.
 - Overall satisfaction is higher among those who are 55+ years of age (88% vs. 73% of 35-54 years, 77% of 18-34 years) and those living south of Seven Persons Creek and north of the highway as well as those living south of the highway (86% and 85% vs. 70% of south of the river and north of Seven Persons Creek, 77% of north of the river).
- Satisfaction with *Administration, excluding Council* (78%) and *Council, excluding Administration* (77%) is similar. Medicine Hat residents' satisfaction with *Council* is higher than the municipal norm.
- When it comes to perceptions of municipal operations, citizens are most likely to agree (combined 'strongly/somewhat agree' responses) that *the City fosters a community that is inclusive and accepting of all* (81%), *the City is accountable to the community for leadership and good governance* (77%), and *the City practices open and accessible government* (76%).
- Comparatively fewer (but still the majority) agree that *the City uses input from citizens in decision-making about City projects and services* (69%), *the City provides citizens with opportunities to have meaningful input into decision-making* (67%), and *the City does the best it can with the money available* (63%).
- Medicine Hat residents' perceptions of municipal operations are largely on par with the municipal norm. The one exception is around spending (*the City does the best it can with the money available*), where agreement in Medicine Hat is lower than average.

Survey Highlights

Key survey measures are largely positive.

1

- Overall Quality of Life: 95% good
- Likelihood to Recommend: 91% likely
- Overall Satisfaction with City Services: 90% satisfied
- Value for Taxes: 78% good value
- Satisfaction with Municipal Government as a Whole: 81% satisfied

2

While overall perceptions of quality of life are high, COVID-19 and the cost of living are making more see quality of life worsening versus improving.

3

Municipal government services (particularly utilities costs), social issues, and the economy lead the public issue agenda.

4

Communication with residents could be improved. Specific opportunities include but are not limited to:

- Providing more information on City finances and community planning
- Ensuring communications are conducted via the preferred channels, including email when possible
- Improving the public engagement process by offering more opportunities for input and explaining how the feedback will be used, including any other factors or considerations that play a role in shaping final decisions

5

Satisfaction with the City's customer service is high, with staff courteousness standing out as a service highlight.

6

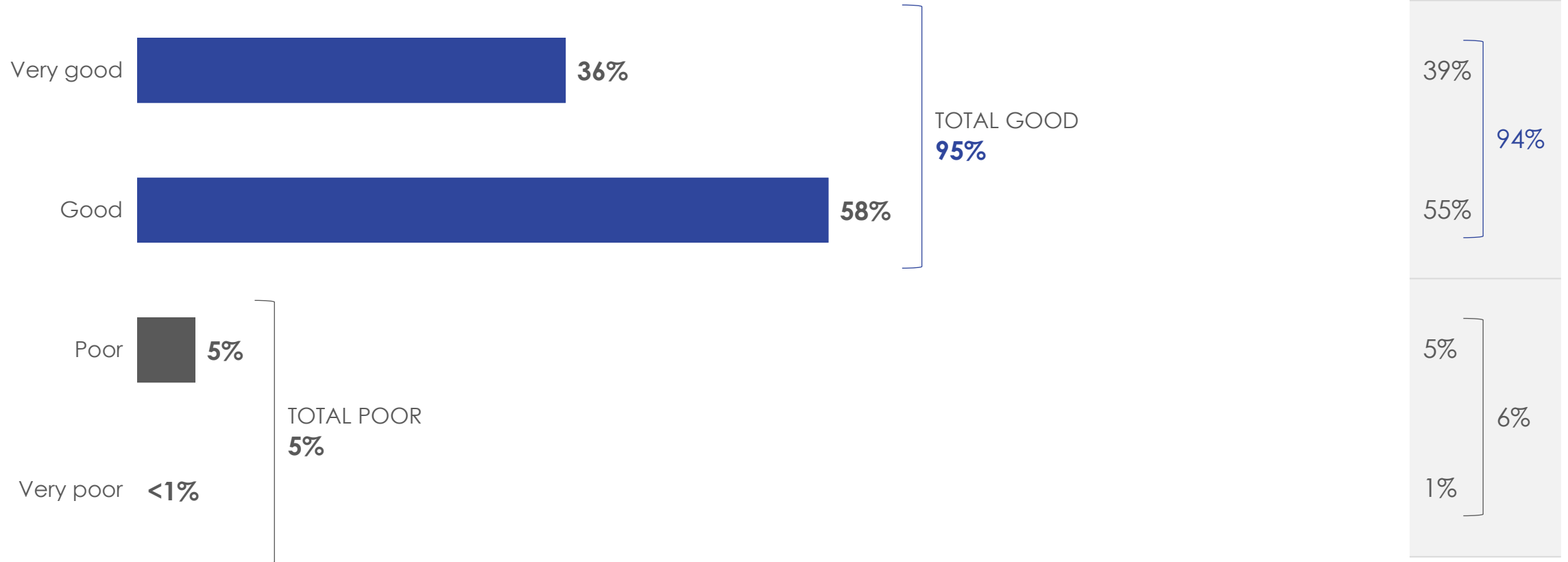
Opinion is split on balancing taxation and service delivery levels.

DETAILED RESULTS

QUALITY OF LIFE

Overall Quality of Life

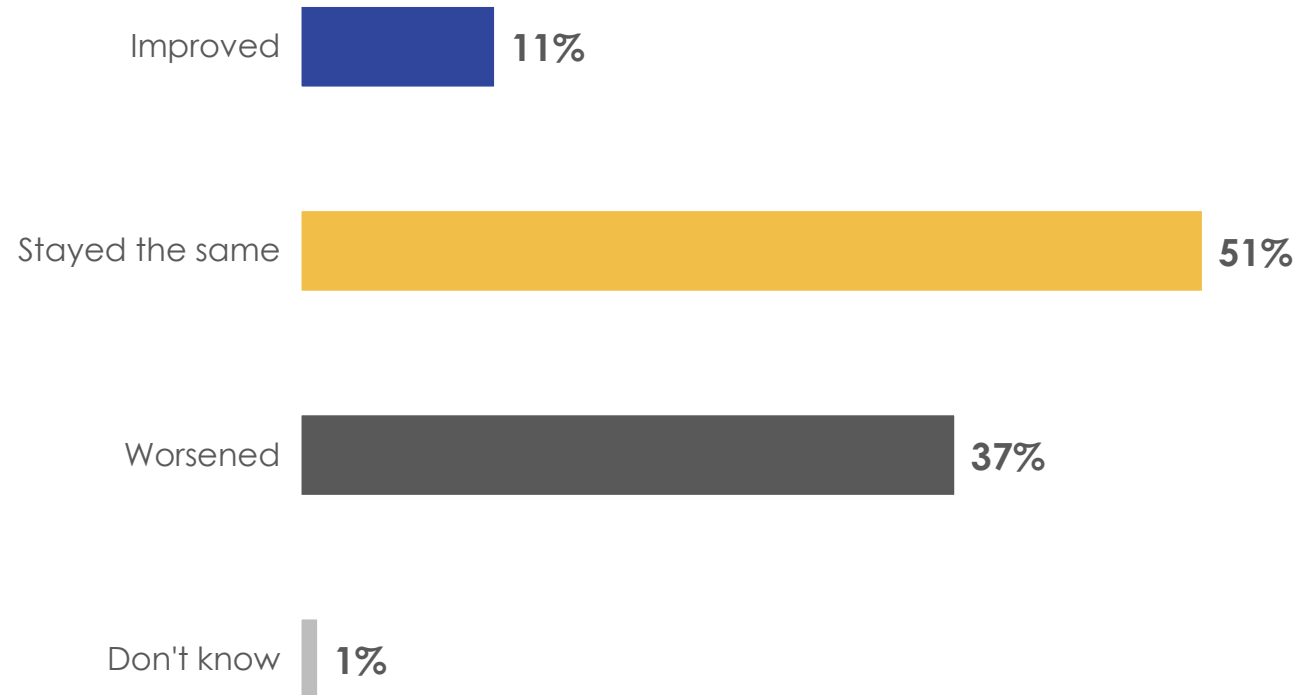
QUALITY OF LIFE IN CITY OF MEDICINE HAT



Base: All respondents (n=400)
Q3. How would you rate the overall quality of life in the City of Medicine Hat today?

Change in Quality of Life in Past Three Years

CHANGE IN QUALITY OF LIFE

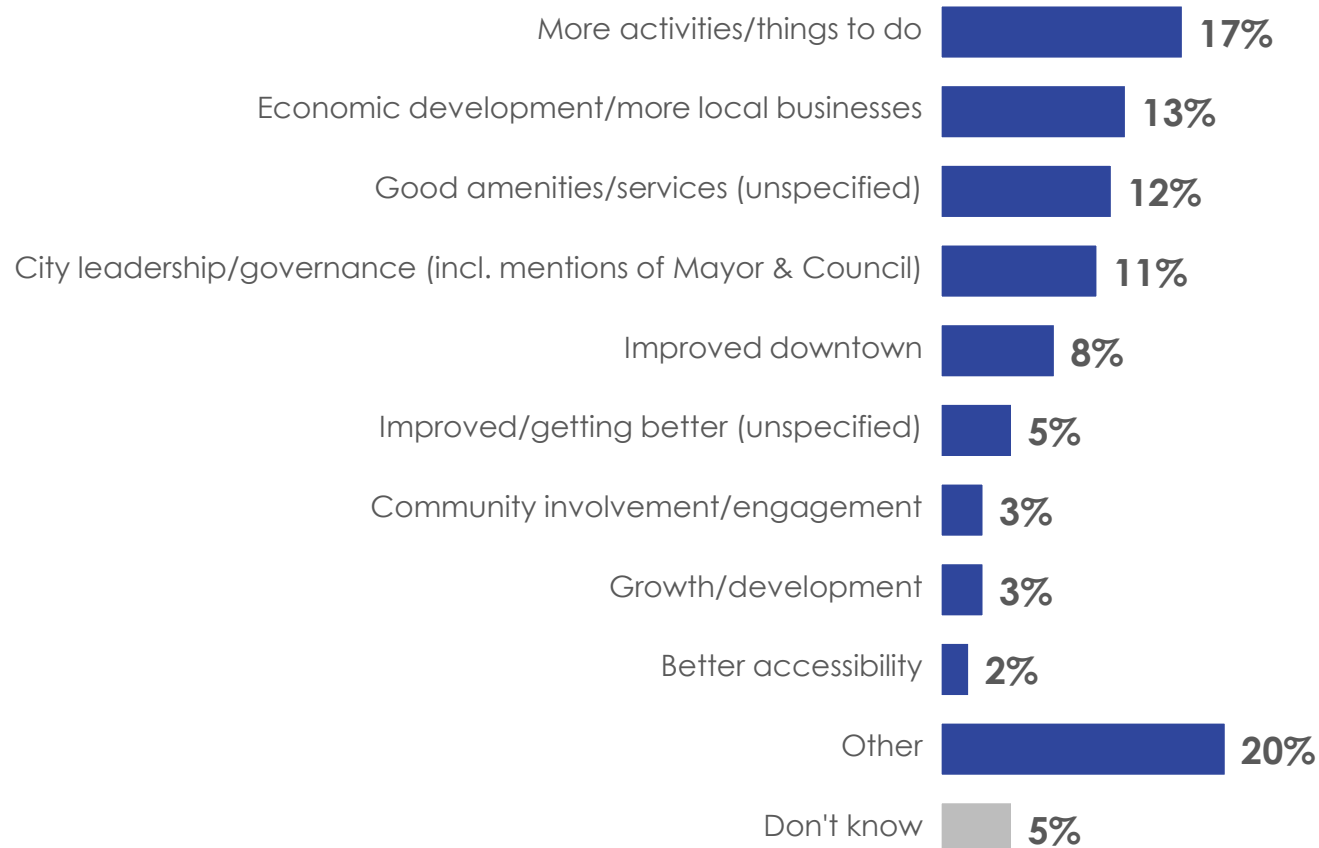


NORM
18%
49%
31%
NET SCORE: -13

Base: All respondents (n=400)
Q4. Do you feel that the quality of life in the City of Medicine Hat in the past three years has improved, stayed the same, or worsened?

Reasons Quality of Life Has Improved

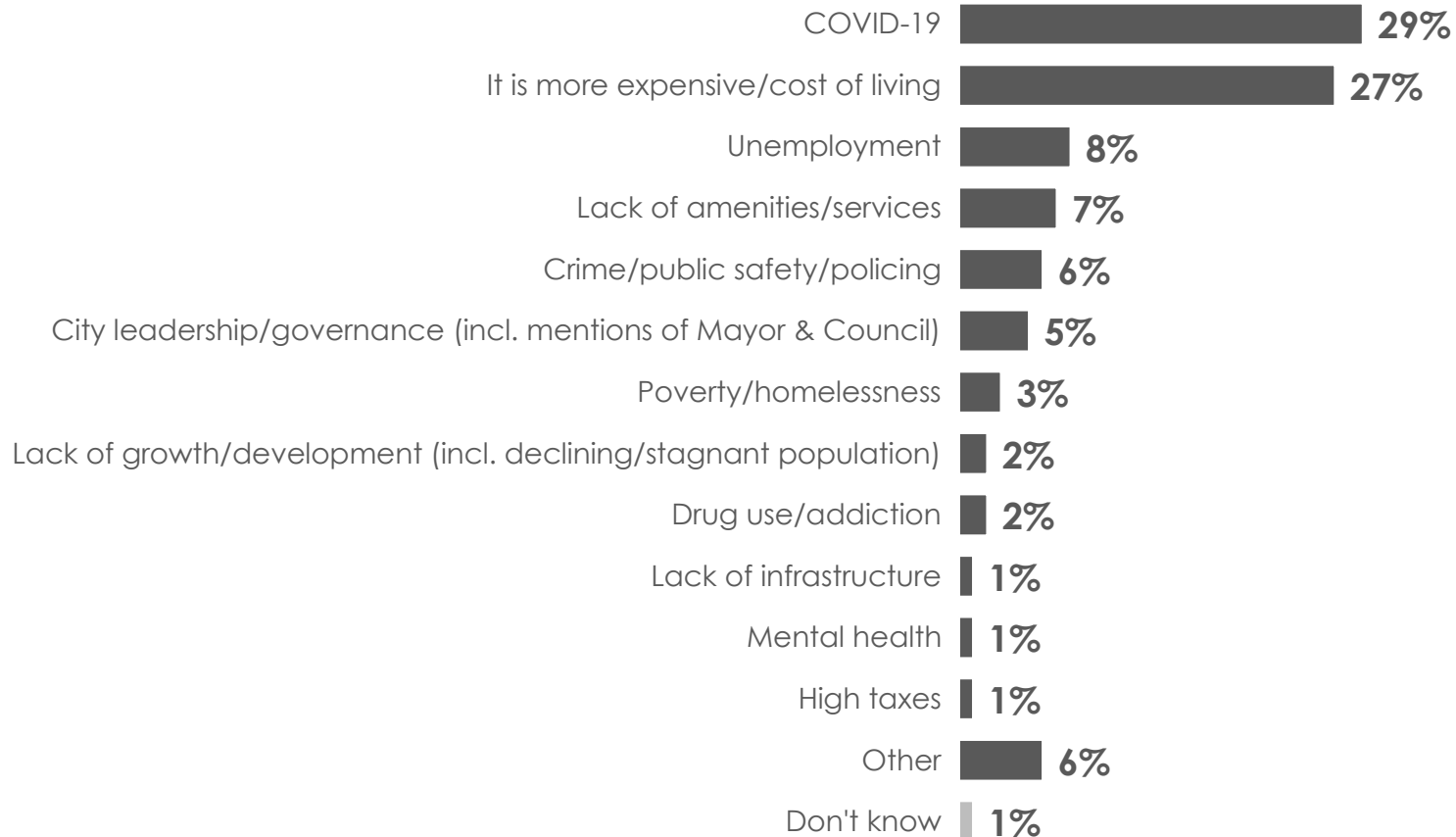
AMONG THOSE SAYING THE QUALITY OF LIFE HAS IMPROVED (CODED OPEN-ENDS)



* Small base size (<50), interpret with caution.
Base: Those saying the quality of life has improved (n=42)*
Q5. Why do you think the quality of life has improved?

Reasons Quality of Life Has Worsened

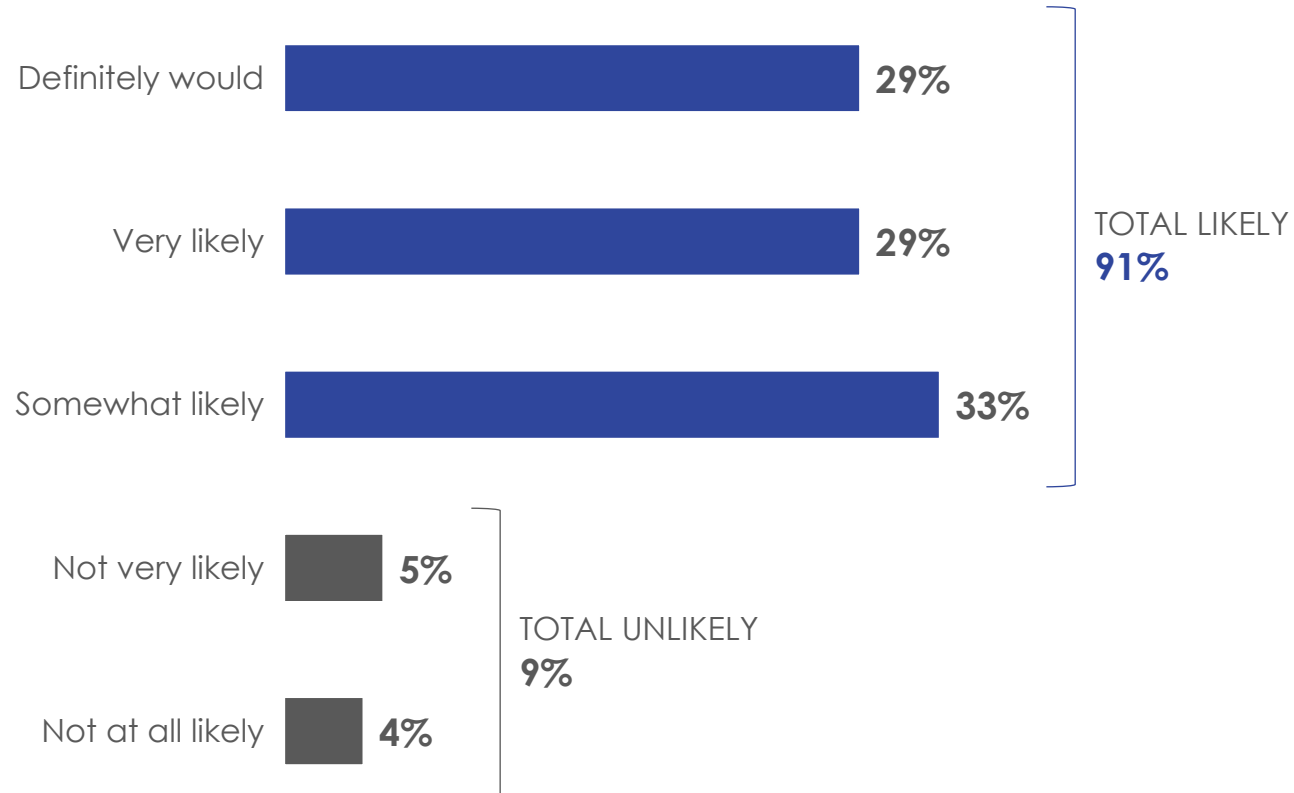
AMONG THOSE SAYING THE QUALITY OF LIFE HAS WORSENERED (CODED OPEN-ENDS)



Base: Those saying the quality of life has worsened (n=152)
Q6. Why do you think the quality of life has worsened?

Likelihood of Recommending Medicine Hat as a Place to Live

LIKELIHOOD OF RECOMMENDING



Base: All respondents (n=400)
Q7. Overall, how likely are you to recommend the City of Medicine Hat as a place to live?

IMPORTANT LOCAL ISSUES

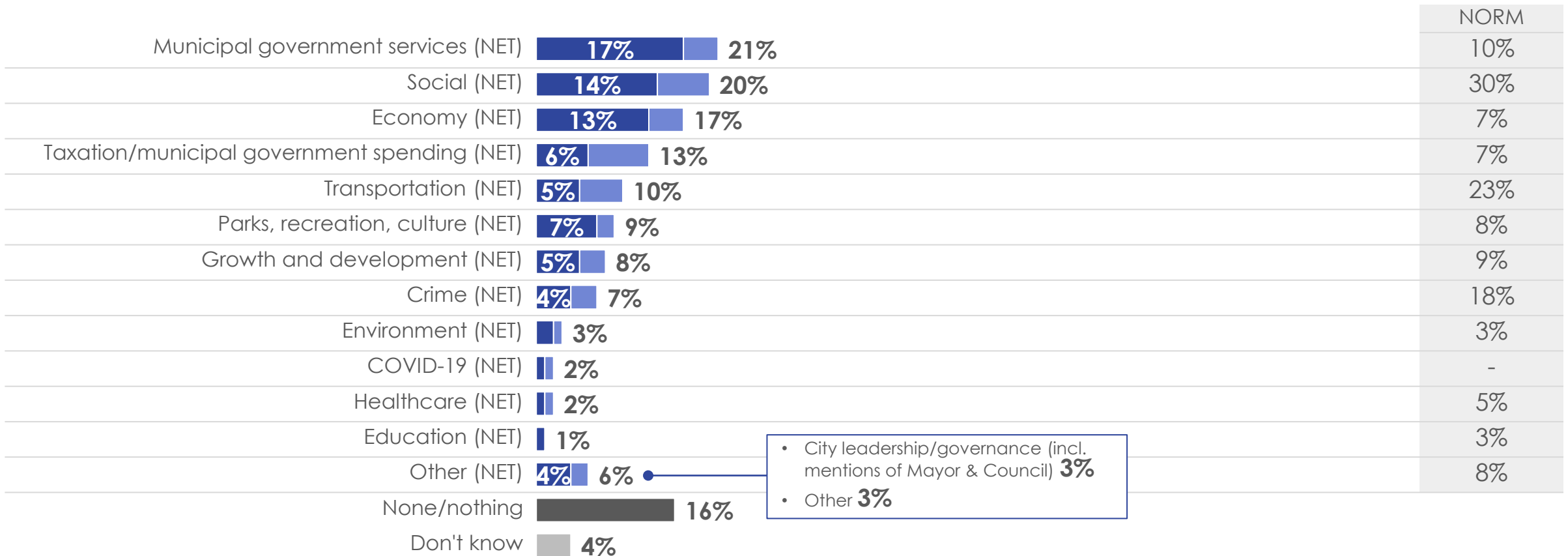
Important Local Issues

TOP-OF-MIND ISSUES (CODED OPEN-ENDS, MULTIPLE MENTIONS ALLOWED)

■ FIRST MENTION

■ SECOND MENTION

TOTAL MENTIONS



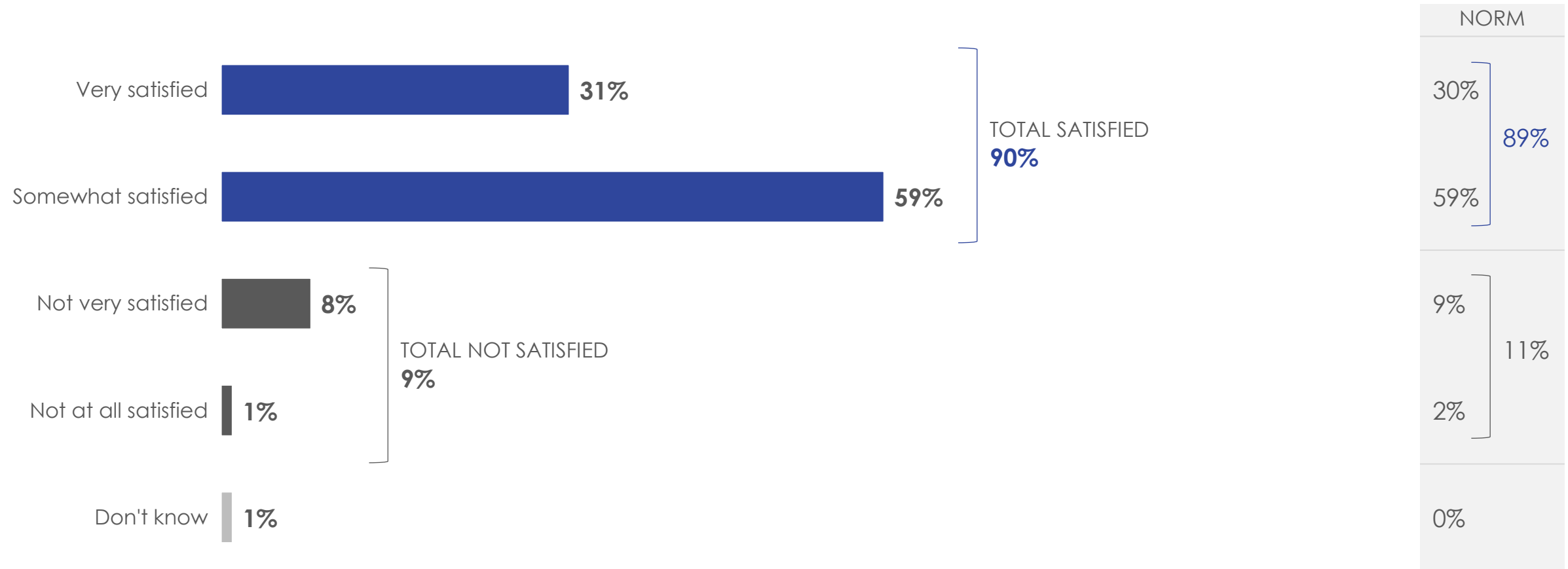
Base: All respondents (n=400)

Q1. In your view, as a resident of the City of :Medicine Hat, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from local leaders? Are there any other important local issues?

CITY SERVICES

Overall Satisfaction with City Services

SATISFACTION WITH OVERALL LEVEL AND QUALITY OF SERVICES



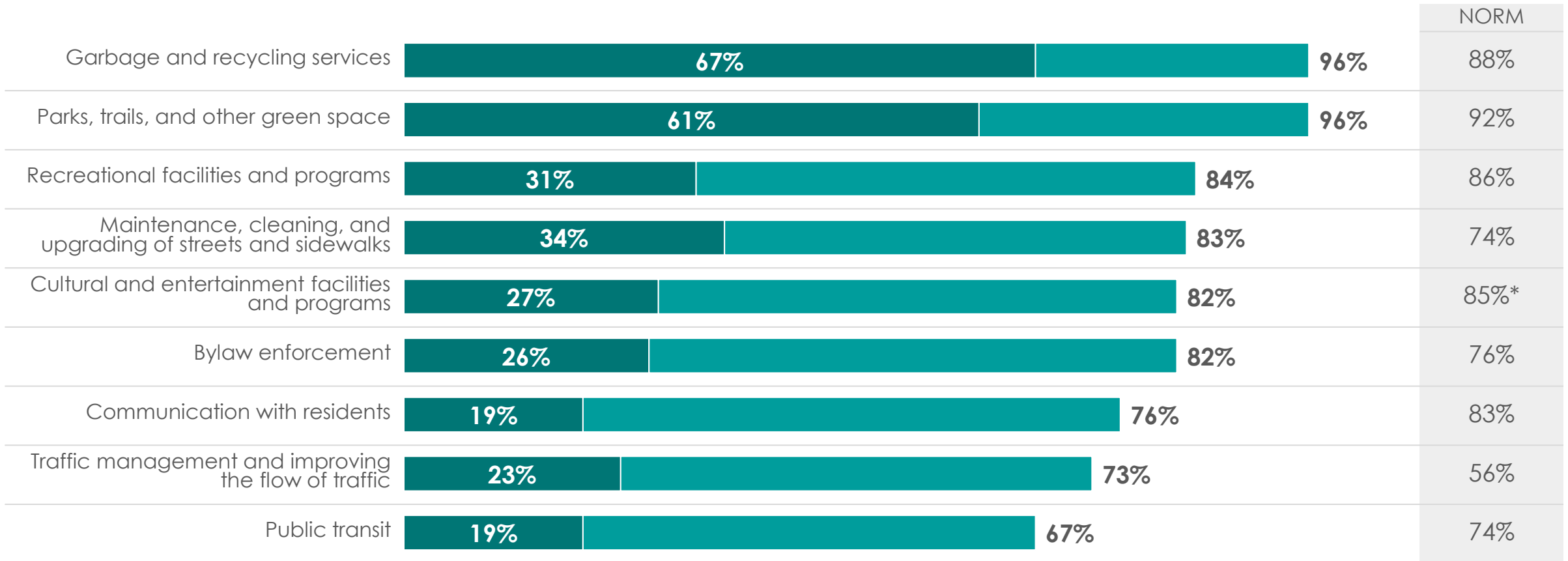
Base: All respondents (n=400)

Q9. Now, please tell me how satisfied you are with the City of Medicine Hat's services on a scale of very satisfied, somewhat satisfied, not very satisfied, not at all satisfied. The first one is the overall level and quality of services provided by the City of Medicine Hat.

Satisfaction with Specific City Services

SATISFACTION WITH CITY OF MEDICINE HAT SERVICES

■ VERY SATISFIED ■ SOMEWHAT SATISFIED TOTAL SATISFIED



* Slightly different question wording.

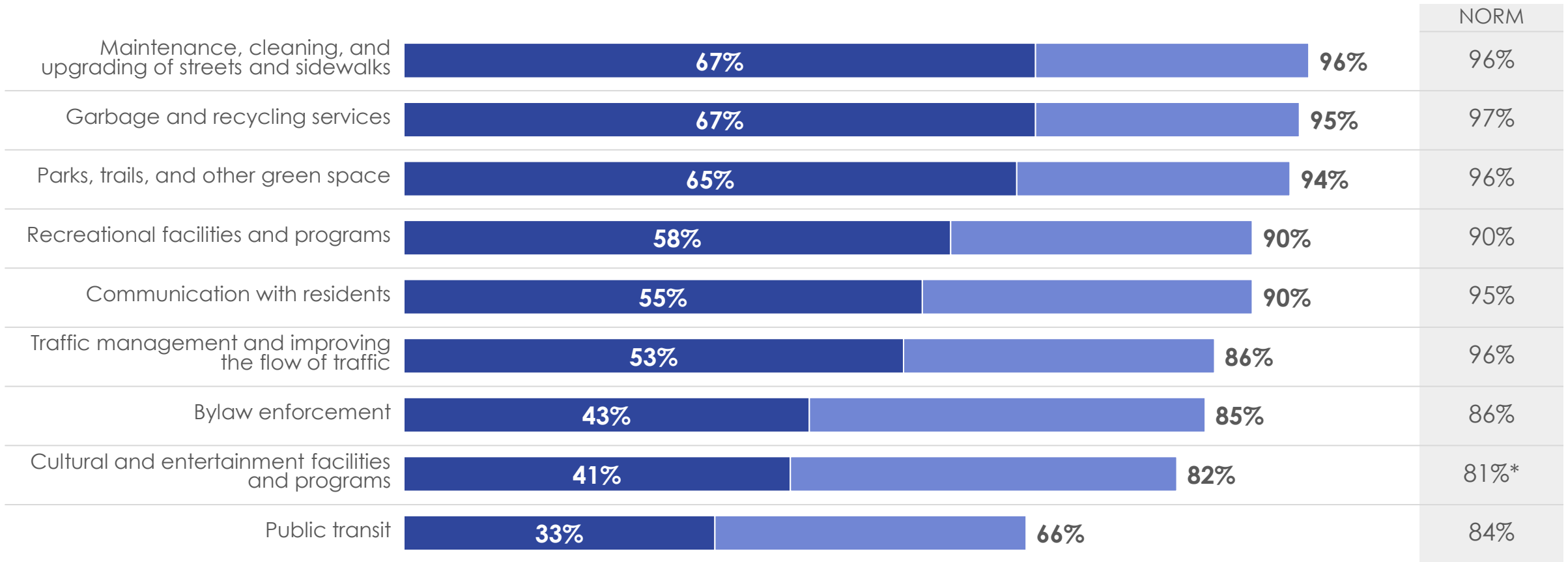
Base: All respondents (n=400)

Q9. Now, please tell me how satisfied you are with the City of Medicine Hat's services on a scale of very satisfied, somewhat satisfied, not very satisfied, not at all satisfied.

Importance of Specific City Services

IMPORTANCE OF CITY OF MEDICINE HAT SERVICES

■ VERY IMPORTANT
 ■ SOMEWHAT IMPORTANT
 TOTAL IMPORTANT



* Slightly different question wording.

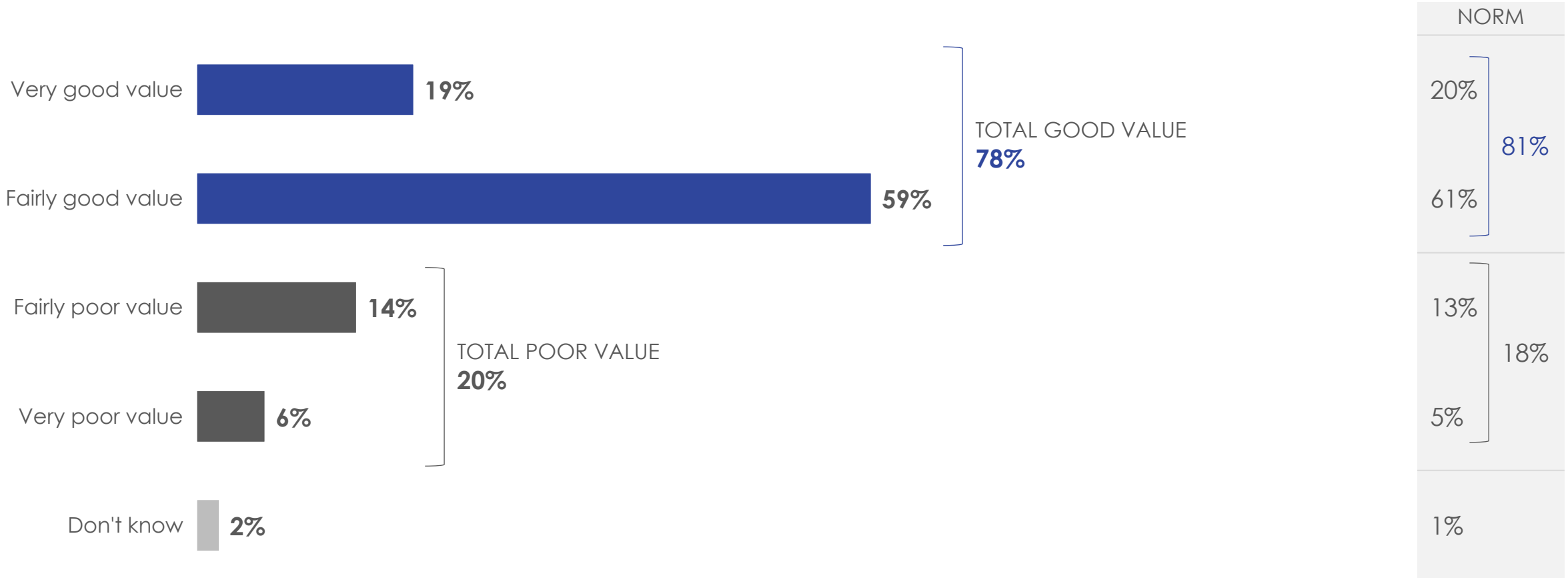
Base: All respondents (n=400)

Q8. I am going to read a list of services provided to you by the City of Medicine Hat. Please rate how important each one is to you on a scale of very important, somewhat important, not very important, not at all important.

FINANCIAL PLANNING

Value for Taxes

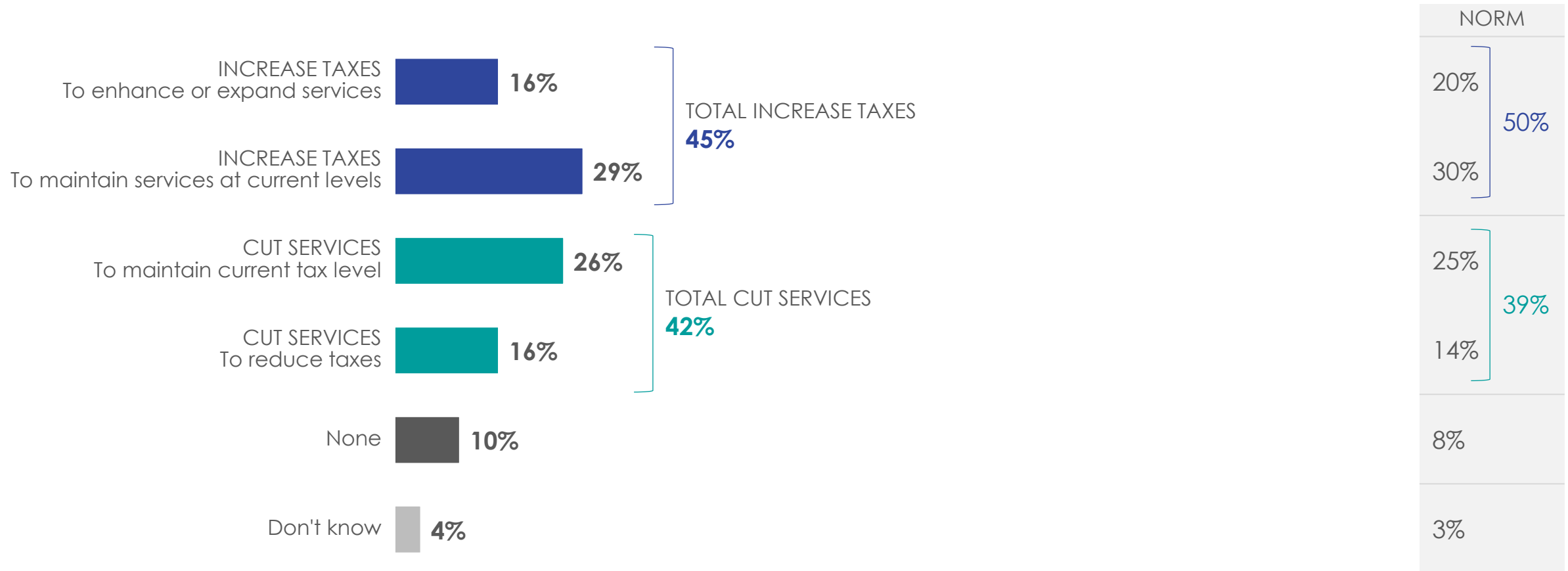
VALUE OF TAX DOLLARS FOR CITY PROGRAMS AND SERVICES RECEIVED



Base: All respondents (n=400)
 Q10. Thinking about all the programs and services you receive from the City of Medicine Hat, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

Balancing Taxation and Service Delivery Levels

INCREASE TAXES VS. CUT SERVICES



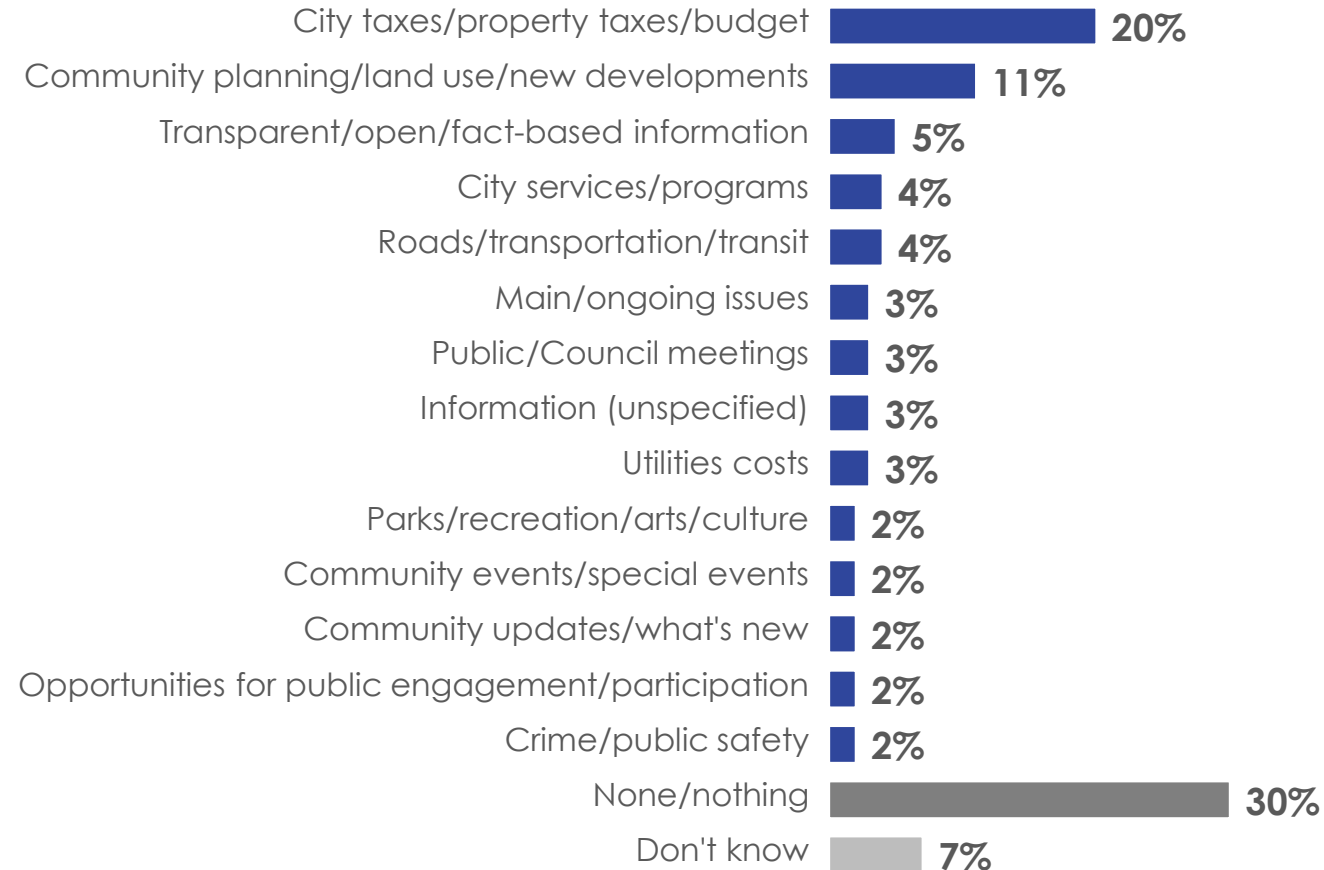
Base: All respondents (n=400)

Q11. Municipal property taxes are the primary way to pay for services provided by the City of Medicine Hat. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Medicine Hat to pursue?

COMMUNICATIONS AND CUSTOMER SERVICE

Information Needs

INFORMATION NEEDS FROM THE CITY (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



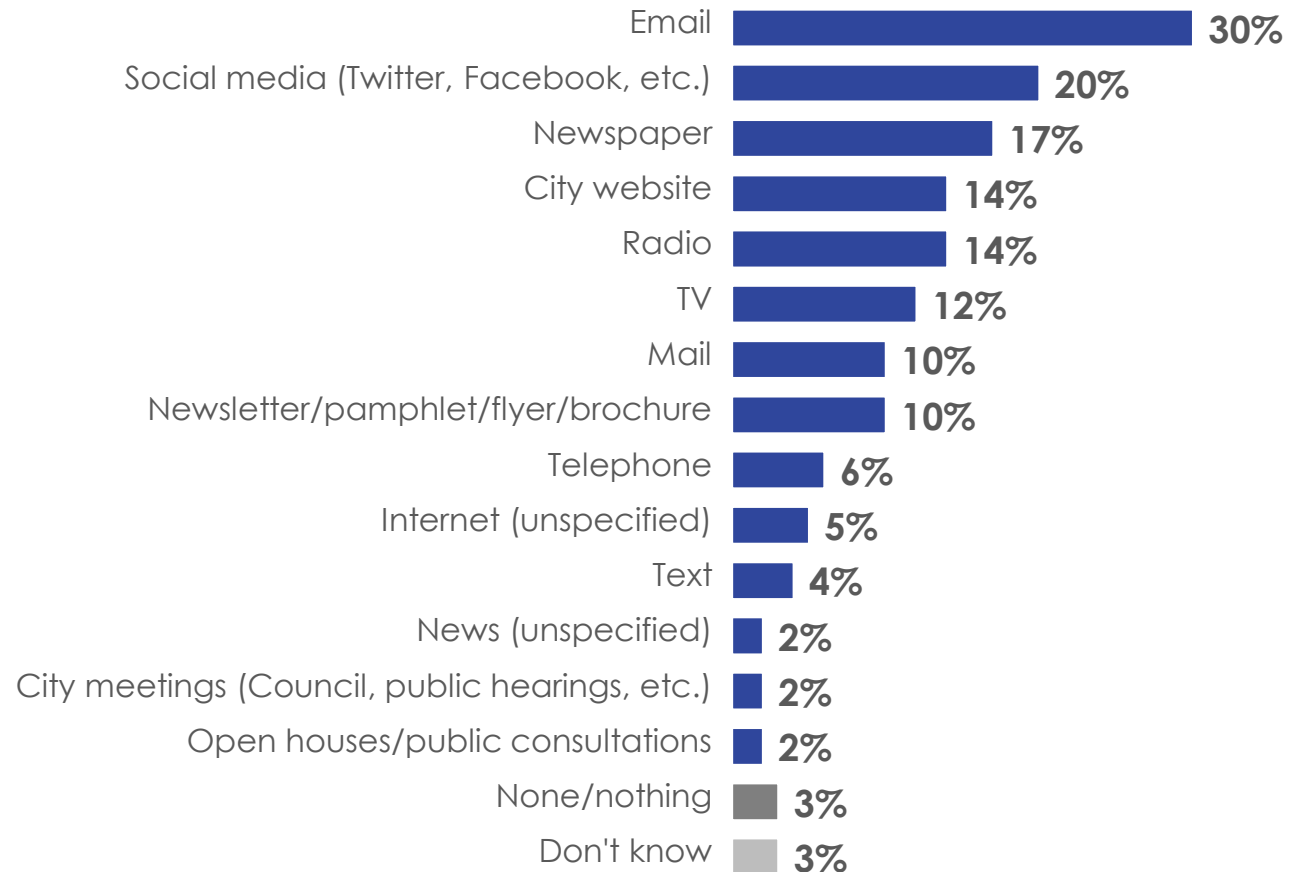
Note: Mentions <2% not shown.

Base: All respondents (n=400)

Q12. Thinking about your information needs, what kinds of information do you want the City of Medicine Hat to provide you with? Any others?

Preferred Methods of Communication

PREFERRED WAYS FOR CITY TO COMMUNICATE (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



NORM TOP MENTIONS	
Email	35%
Mail	25%
Newspaper	21%
Social media	15%
City website	13%

Note: Mentions <2% not shown.

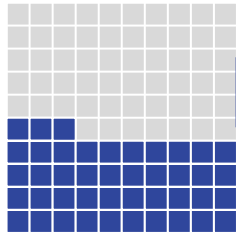
Base: All respondents (n=400)

Q13. What methods would be best for the City of Medicine Hat to communicate information to you? Any others?

Contacted City of Medicine Hat Employees

CONTACTED EMPLOYEES AND SATISFACTION WITH CUSTOMER SERVICE

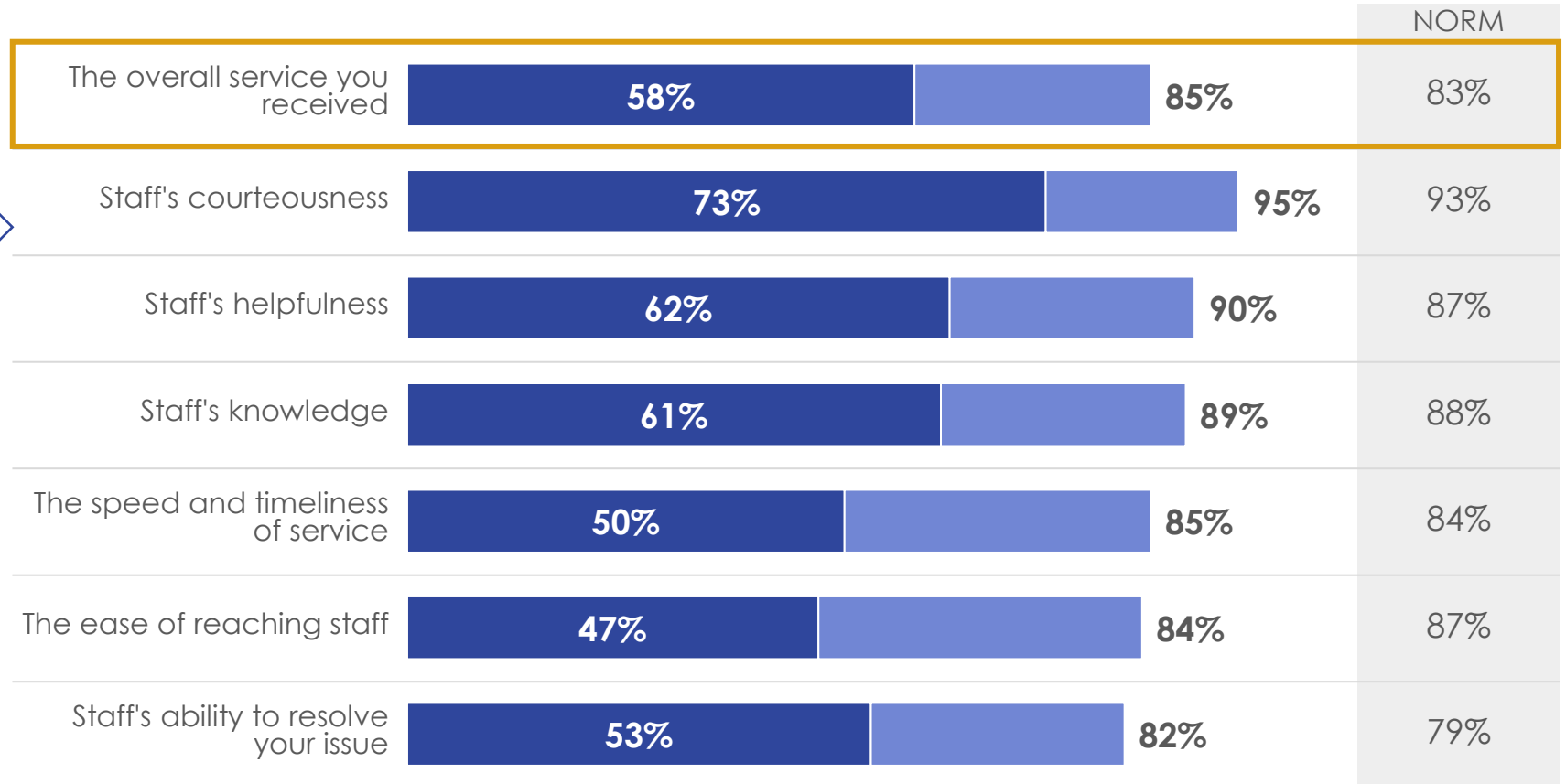
■ VERY SATISFIED
 ■ SOMEWHAT SATISFIED
 TOTAL SATISFIED



43%

YES, personally contacted/
dealt with City of Medicine
or one of its employees

NORM
YES 50%



Base: All respondents (n=400)

Q14. In the last 12 months, have you personally contacted or dealt with the City of Medicine Hat or one of its employees?

Base: Those saying they contacted City of Medicine Hat in past 12 months (n=171)

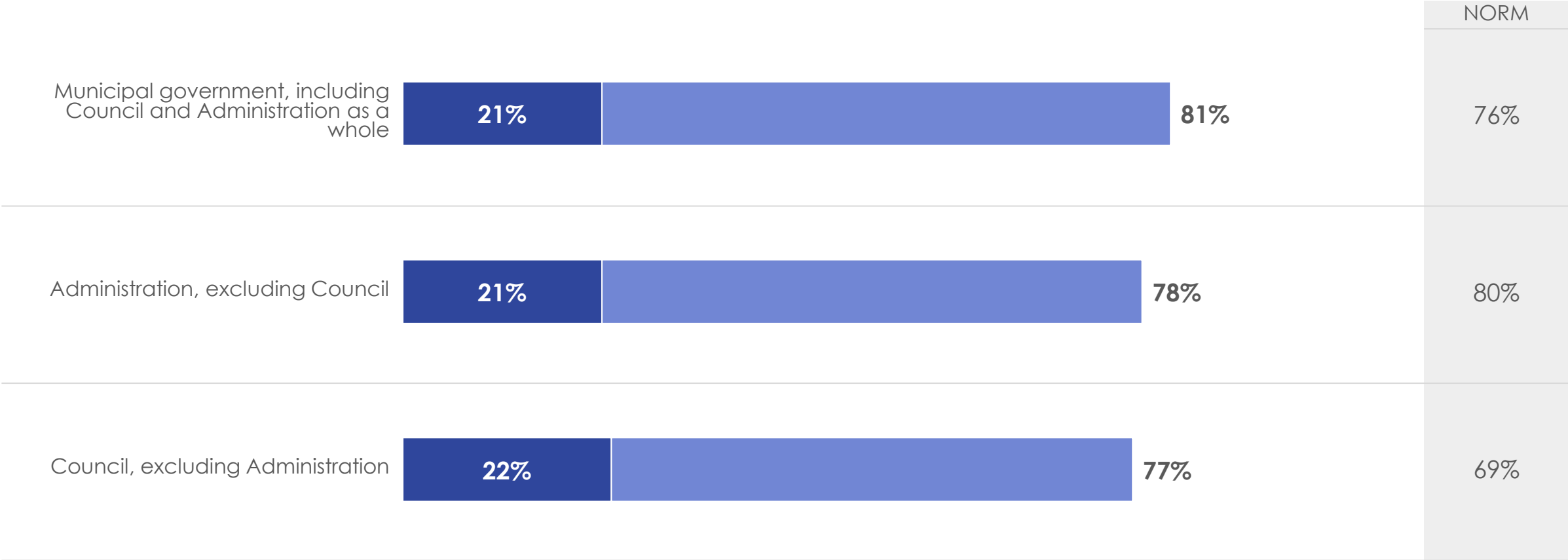
Q15. Thinking of your most recent contact experience, how satisfied are you with ...?

PERCEPTIONS OF COUNCIL, ADMINISTRATION, AND MUNICIPAL OPERATIONS

Satisfaction with Council and Administration

OVERALL SATISFACTION

■ VERY SATISFIED ■ SOMEWHAT SATISFIED TOTAL SATISFIED



Base: All respondents (n=400)
Q16. Taking everything into account, how satisfied are you with the way the City of Medicine Hat's ... is going about running the community?

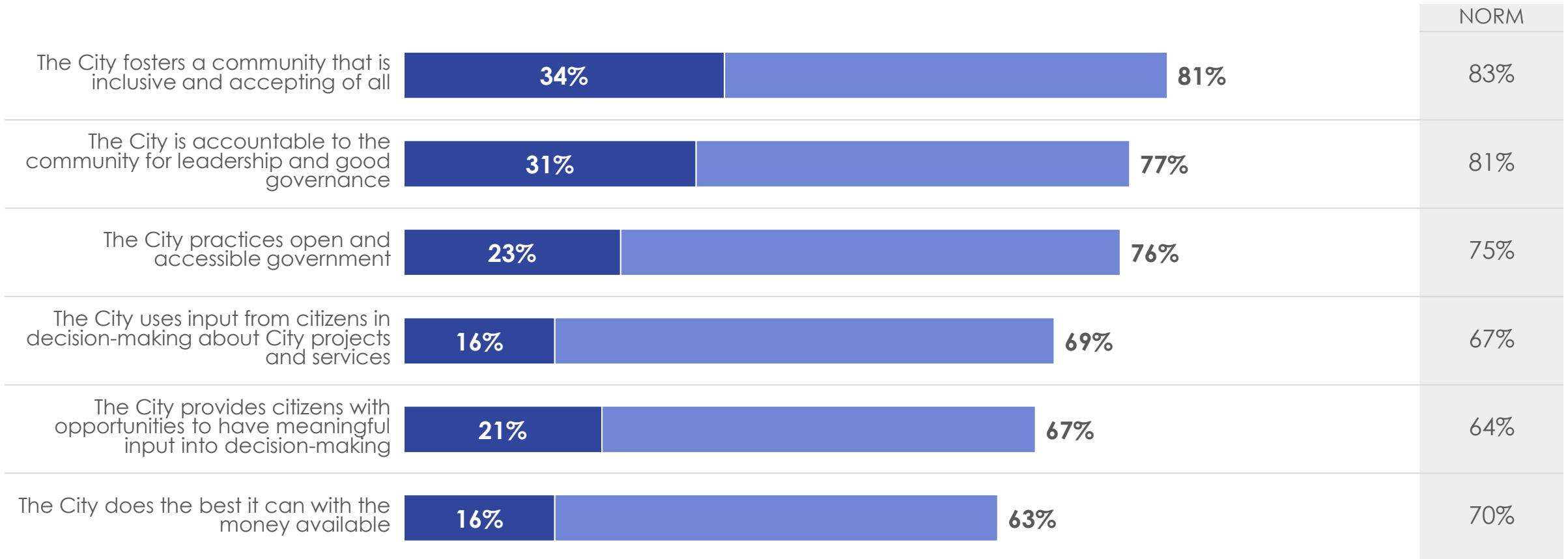
Agreement with Statements About City of Medicine Hat

LEVEL OF AGREEMENT

■ STRONGLY AGREE

■ SOMEWHAT AGREE

TOTAL AGREE



Base: All respondents (n=400)

Q17. Thinking about your personal dealings with the City of Medicine Hat, your general impressions, and anything you may have read, seen or heard, please indicate if you agree or disagree with each of the following statements.

APPENDIX: ONLINE SURVEY RESULTS

3

Summary

COMPARISON OF ONLINE TO TELEPHONE

Overall, the results of the online survey generally align with the telephone survey in terms of direction, with online respondents echoing many similar sentiments and themes as those who participated in the telephone survey.

However, online respondents tend to provide lower ratings than telephone respondents for most survey measures.

There are a few instances where the online and telephone results are notably different. These include:

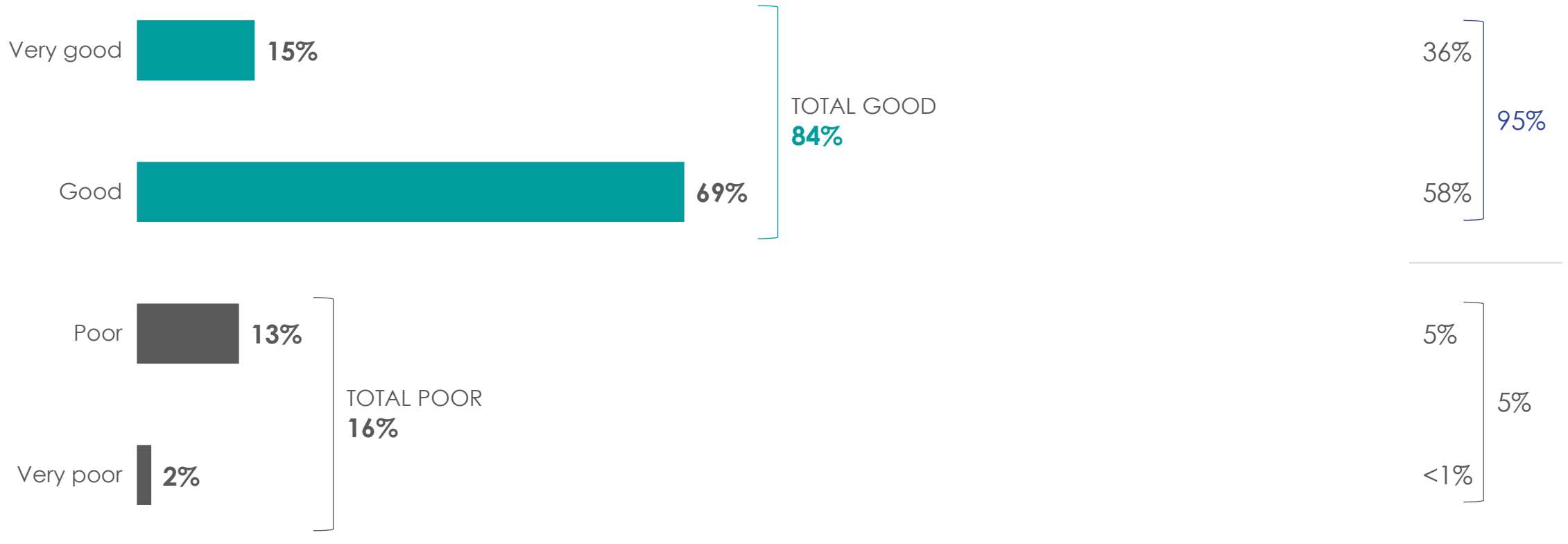
- **Change in Quality of Life:** a majority of online respondents say the quality of life in Medicine Hat has 'worsened' over the past three years, while telephone respondents are more likely to say the quality of life has 'stayed the same'. Both, however, report negative net scores overall.
- **Reasons Quality of Life has Worsened:** while the cost of living is a factor for both online and telephone, online respondents who feel the quality of life has worsened also voice concerns around crime and City leadership. Conversely, telephone respondents are more likely to mention COVID-19.
- **Satisfaction with City Services:** only one-third of online respondents say they are satisfied with *public transit*, compared to two-thirds of telephone respondents. Online respondents are more likely than telephone respondents to say they 'don't know' how to evaluate this service.
- **Preferred Methods of Communication:** online respondents place an equal emphasis on social media and email communications, while telephone respondents prefer email over all others.
- **Contact with the City:** nearly two-thirds of online respondents say they have personally contacted or dealt with the City in the last 12 months, compared to less than half of telephone respondents.
- **Satisfaction with Council and Administration:** online respondents are more satisfied with Council than Administration. This is different from the telephone survey, where satisfaction is similar for both Council and Administration.
- **Agreement with Statements about City of Medicine Hat:** while a majority of telephone respondents agree with all the evaluated statements, only a minority of online respondents agree that the City practices open and accessible government, provides citizens with meaningful opportunities for input, uses citizens' input in decision-making, and does the best it can with the money available.

QUALITY OF LIFE

Overall Quality of Life

QUALITY OF LIFE IN CITY OF MEDICINE HAT

TELEPHONE
(n=400)

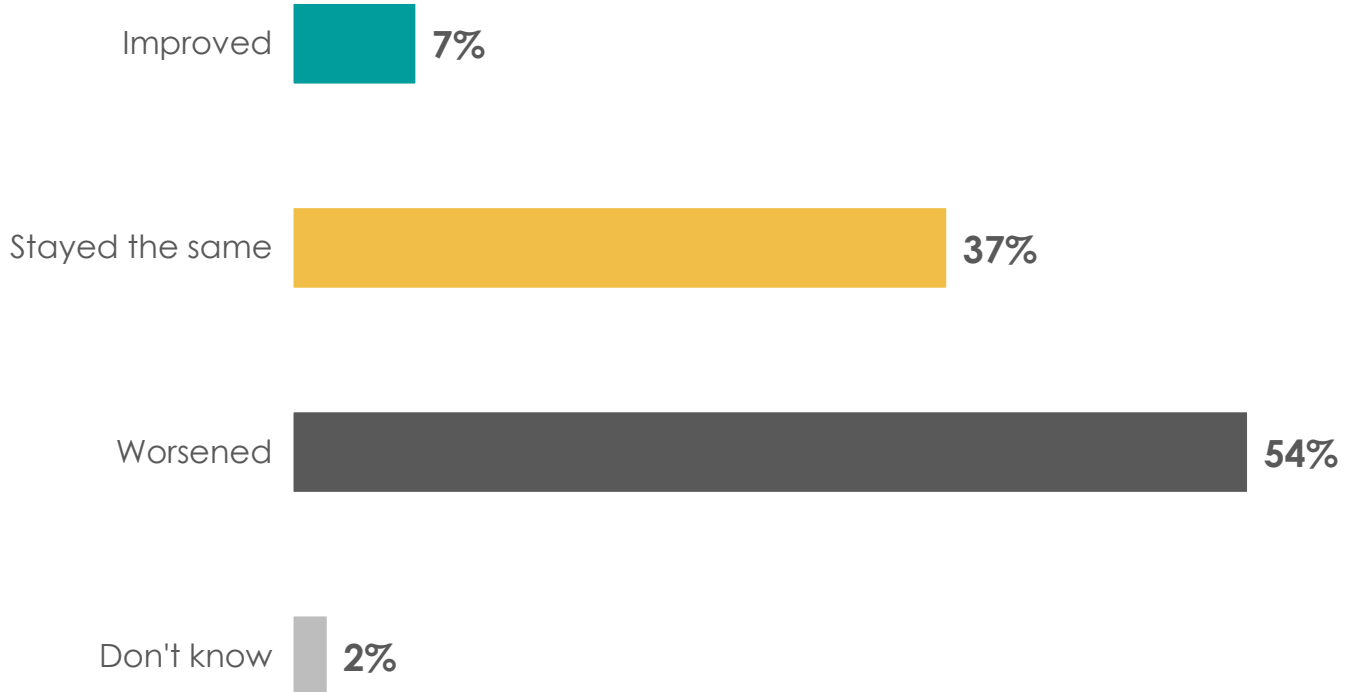


Base: All respondents (n=245)
Q3. How would you rate the overall quality of life in the City of Medicine Hat today?

Change in Quality of Life in Past Three Years

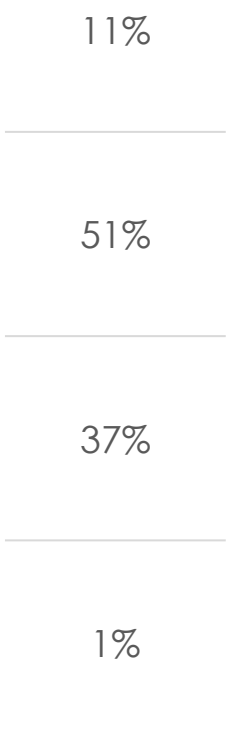
CHANGE IN QUALITY OF LIFE

TELEPHONE
(n=400)



NET SCORE
Improved - Worsened

-47



NET SCORE:
-26

Base: All respondents (n=245)
Q4. Do you feel that the quality of life in the City of Medicine Hat in the past three years has ...?



Reasons Quality of Life Has Improved

AMONG THOSE SAYING THE QUALITY OF LIFE HAS IMPROVED (CODED OPEN-ENDS)

Only 16 online respondents say the quality of life has 'improved' over the past three years. This sample size is too small for coding. Instead, the verbatim comments explaining why they feel the quality of life has 'improved' have been included below.

-  *Because they're getting more and more educated.*
-  *More things to do. New restaurants. New business.*
-  *Increased construction building has increased offerings to the city.*
-  *Corrupt officials gone.*
-  *Community connection programs.*
-  *Increased attention to wellness and livability.*
-  *So many new restaurants and businesses.*
-  *Improvement to local Arts and Culture.*
-  *Elected council who cares about the citizens, not only big business.*
-  *Calmer.*
-  *More business in the north.*
-  *Until the new council, no tax increases, stayed out of health issues, steady progress on gentle growth.*
-  *New Mayor and City Council.*
-  *Growing at a good pace.*
-  *I've been a resident for 45 years and every year there's not much to complain about, we have it really good!*
-  *Don't know.*

TELEPHONE TOP 3 MENTIONS (n=42)*	
More activities/things to do	17%
Economic development/ more local businesses	13%
Good amenities/services (unspecified)	12%

* Small base size (<50), interpret with caution.
 ** Very small base size (<25), interpret with extreme caution.
 Base: Those saying the quality of life has improved (n=16)**
 Q5. Why do you think the quality of life has improved?

Reasons Quality of Life Has Worsened

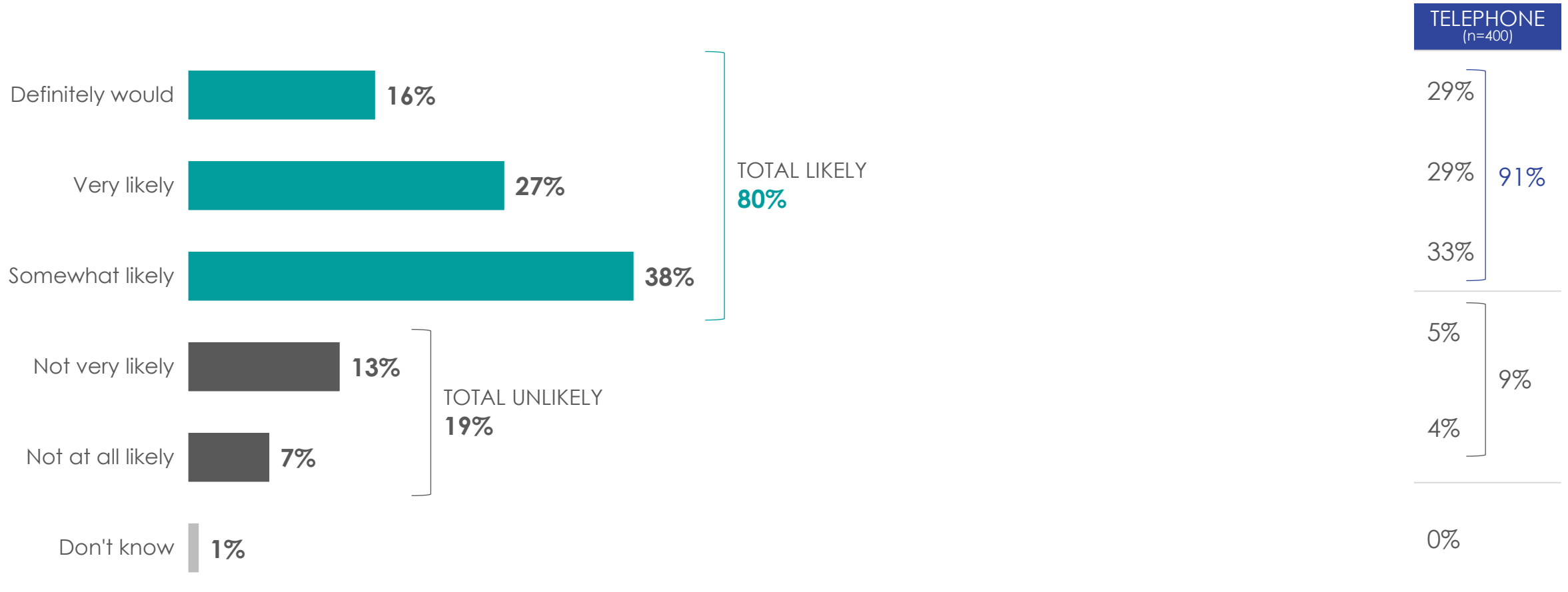
AMONG THOSE SAYING THE QUALITY OF LIFE HAS WORSENERD (CODED OPEN-ENDS)

		TELEPHONE (n=152)
It is more expensive/cost of living	20%	27%
Crime/public safety/policing	14%	6%
City leadership/governance (incl. mentions of Mayor & Council)	13%	5%
COVID-19	11%	29%
Lack of amenities/services	8%	7%
Drug use/addiction	5%	2%
Unemployment	4%	8%
Poverty/homelessness	4%	3%
High taxes	4%	1%
Lack of growth/development (incl. declining/stagnant population)	2%	2%
Mental health	2%	1%
Lack of infrastructure	1%	1%
Other	10%	6%
Don't know	4%	1%

Base: Those saying the quality of life has worsened (n=133)
Q6. Why do you think the quality of life has worsened?

Likelihood of Recommending Medicine Hat as a Place to Live

LIKELIHOOD OF RECOMMENDING



Base: All respondents (n=245)
Q7. Overall, how likely are you to recommend the City of Medicine Hat as a place to live?

IMPORTANT LOCAL ISSUES

Important Local Issues

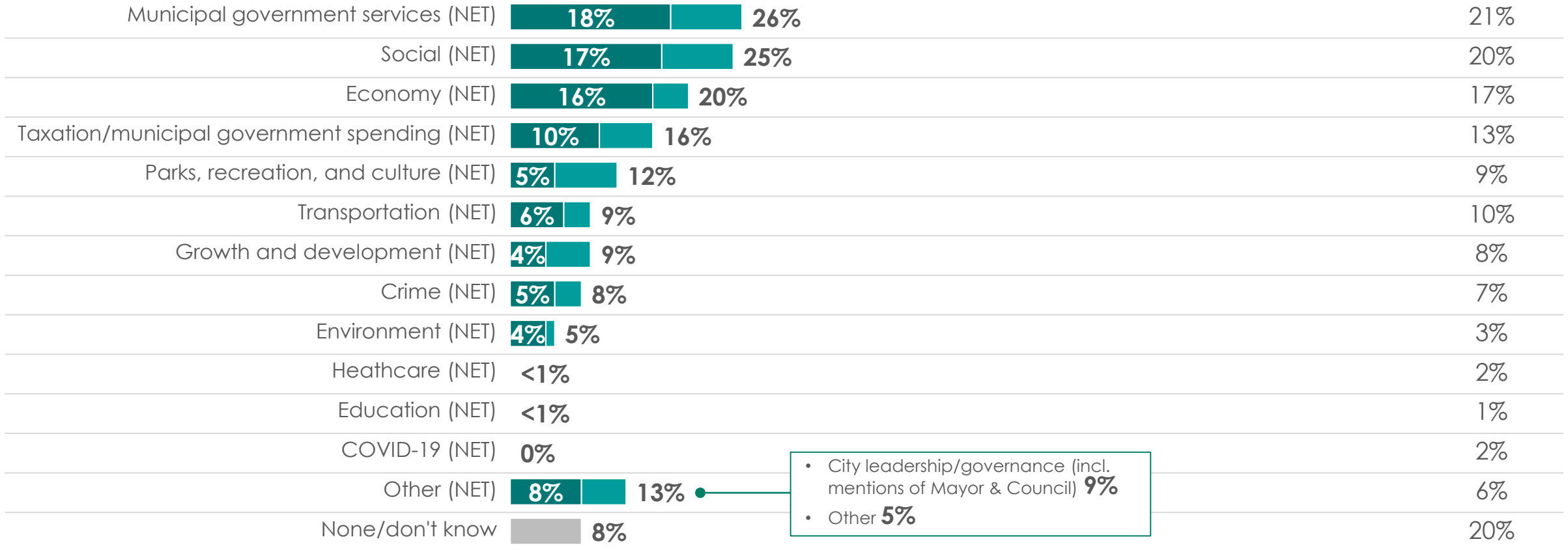
TOP-OF-MIND ISSUES (CODED OPEN-ENDS, MULTIPLE MENTIONS ALLOWED)

■ FIRST MENTION

■ SECOND MENTION

TOTAL MENTIONS

TELEPHONE
(n=400)



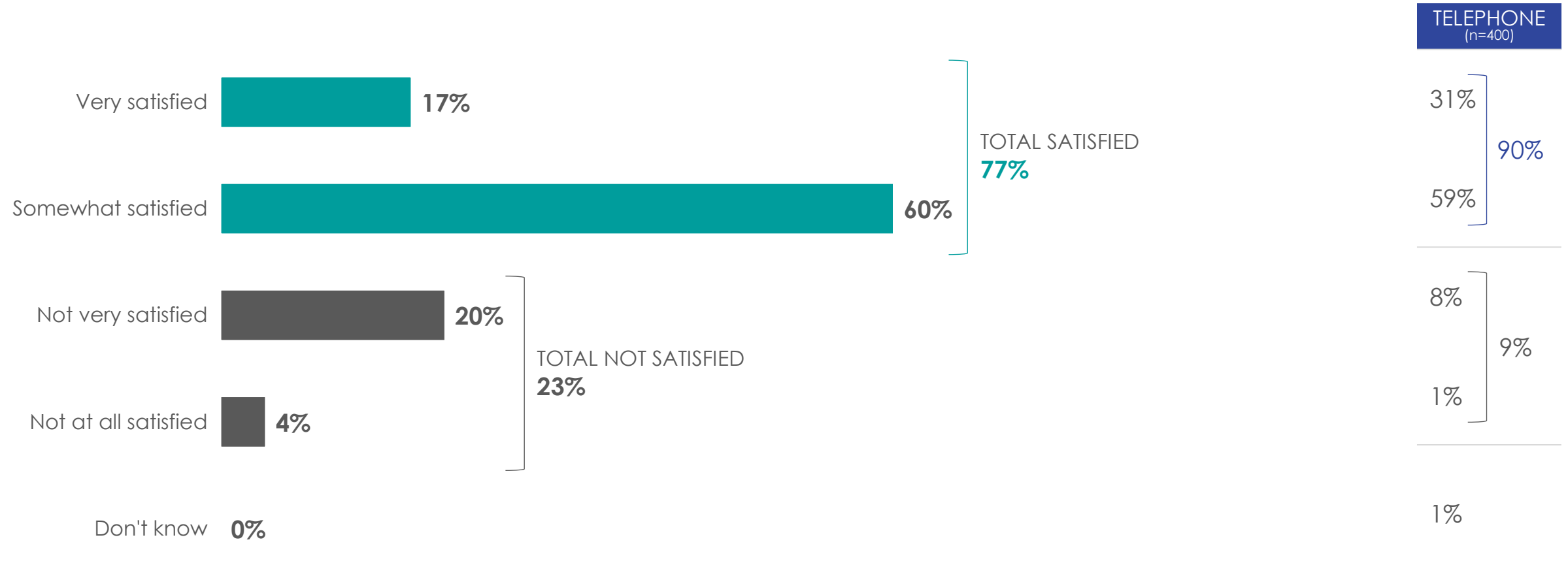
Base: All respondents (n=245)

Q1. In your view, as a resident of the City of Medicine Hat, what are the most important issues facing your community, that is the issues you feel should receive the greatest attention from local leaders?

CITY SERVICES

Overall Satisfaction with City Services

SATISFACTION WITH OVERALL LEVEL AND QUALITY OF SERVICES



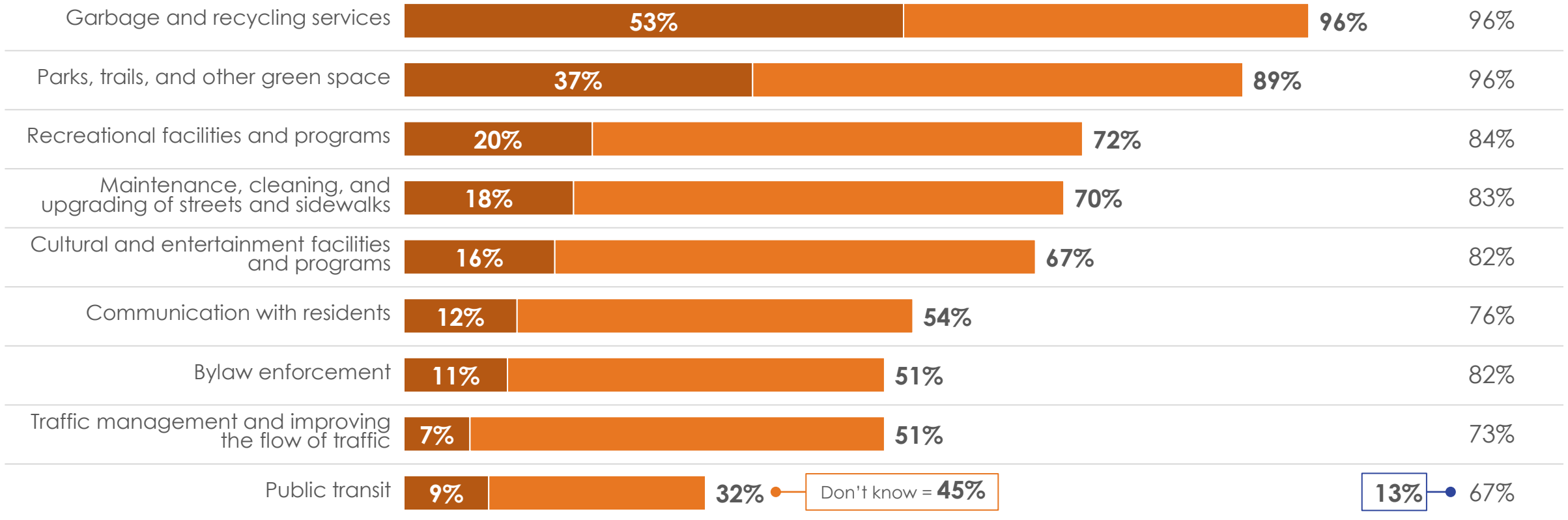
Base: All respondents (n=245)
Q9. Now, please tell me how satisfied you are with the City of Medicine Hat's services. The overall level and quality of services provided by the City of Medicine Hat.

Satisfaction with Specific City Services

SATISFACTION WITH CITY OF MEDICINE HAT SERVICES

■ VERY SATISFIED ■ SOMEWHAT SATISFIED TOTAL SATISFIED

TELEPHONE
(n=400)



Base: All respondents (n=245)
Q9. Now, please tell me how satisfied you are with the City of Medicine Hat's services.

Importance of Specific City Services

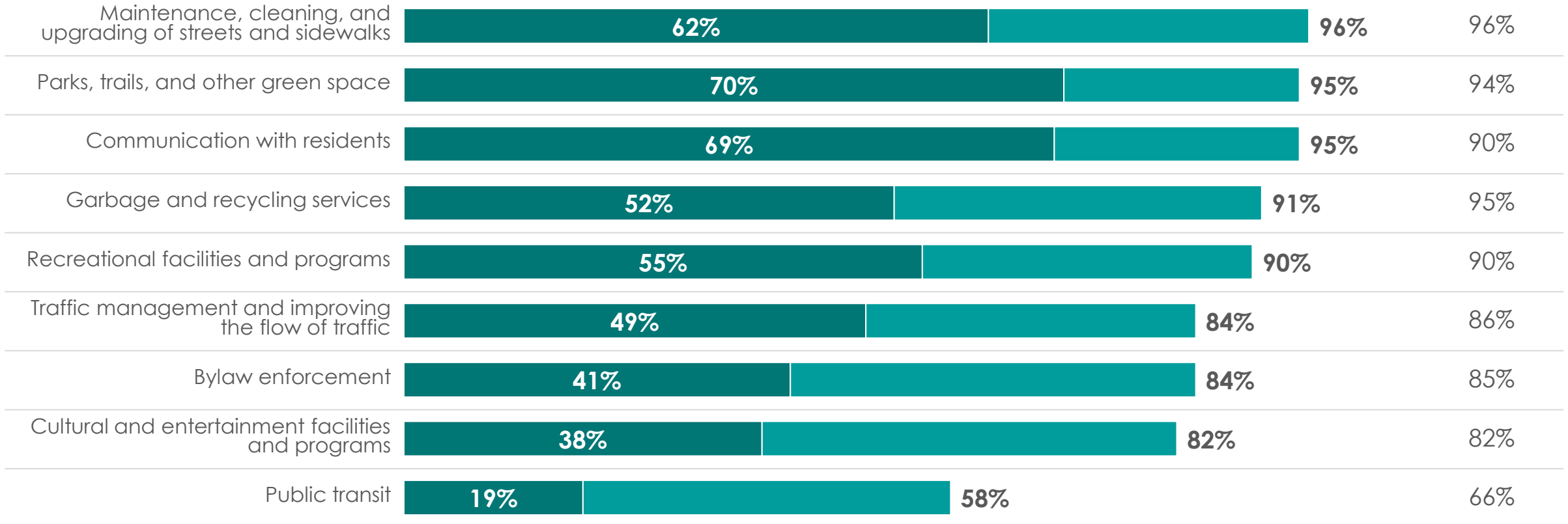
IMPORTANCE OF CITY OF MEDICINE HAT SERVICES

■ VERY IMPORTANT

■ SOMEWHAT IMPORTANT

TOTAL IMPORTANT

TELEPHONE
(n=400)



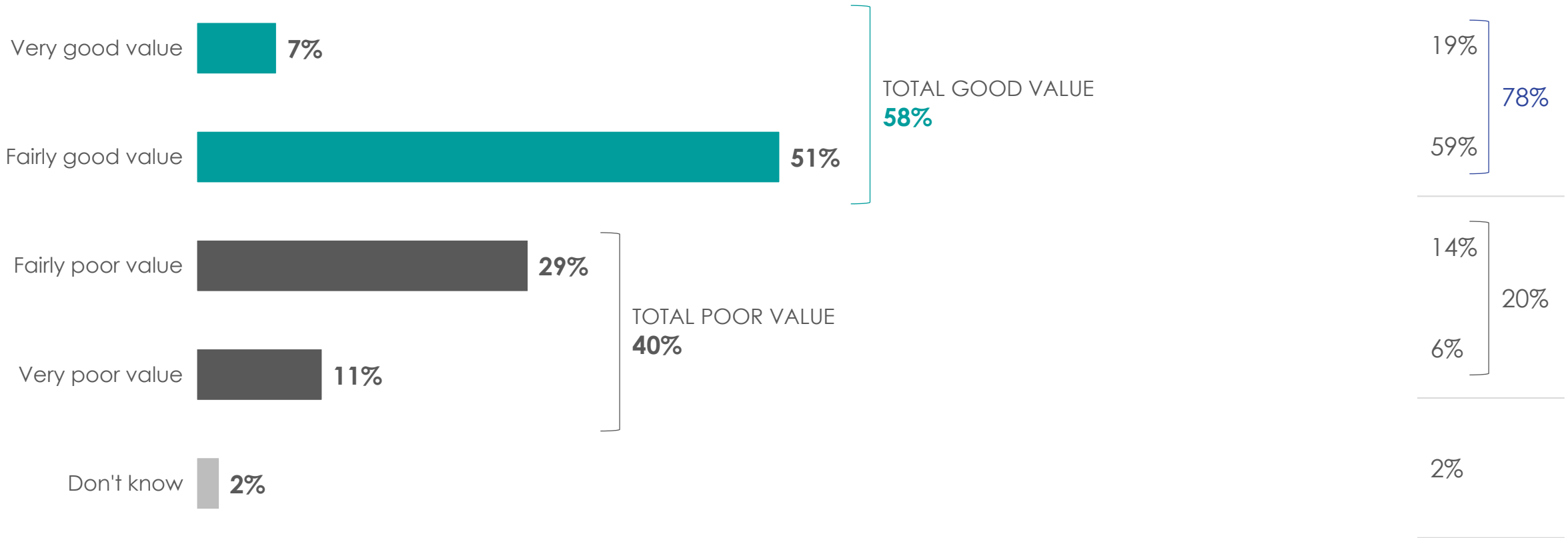
Base: All respondents (n=245)

Q8. Below is a list of services provided to you by the City of Medicine Hat. Please rate how important each one is to you.

FINANCIAL PLANNING

Value for Taxes

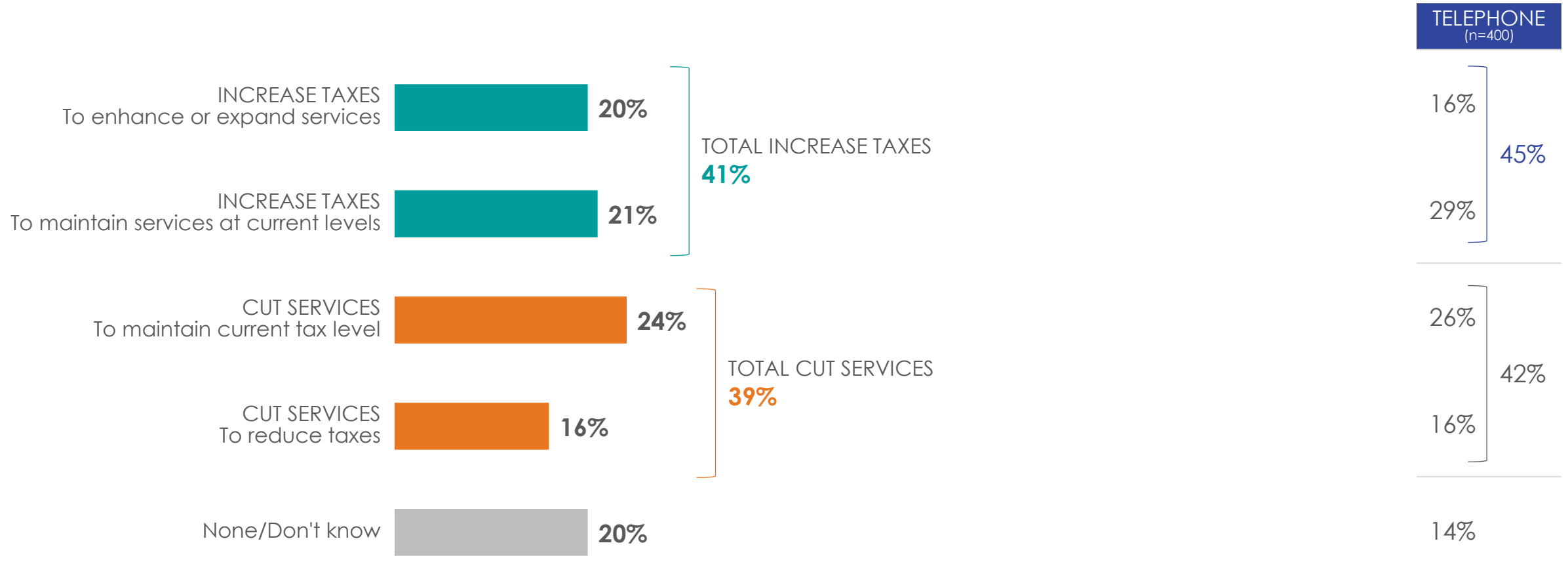
VALUE OF TAX DOLLARS FOR CITY PROGRAMS AND SERVICES RECEIVED



Base: All respondents (n=245)
 Q10. Thinking about all the programs and services you receive from the City of Medicine Hat, would you say that overall you get good value or poor value for your tax dollars?

Balancing Taxation and Service Delivery Levels

INCREASE TAXES VS. CUT SERVICES



Base: All respondents (n=245)

Q11. Municipal property taxes are the primary way to pay for services provided by the City of Medicine Hat. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Medicine Hat to pursue?

COMMUNICATIONS AND CUSTOMER SERVICE

Information Needs

INFORMATION NEEDS FROM THE CITY (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)

		TELEPHONE (n=400)
City taxes/property taxes/budget	18%	20%
Transparent/open/fact-based information	11%	5%
Community planning/land use/new developments	7%	11%
Community events/special events	6%	2%
Opportunities for public engagement/participation	6%	2%
Public/Council meetings	4%	3%
Parks/recreation/arts/culture	3%	2%
Utilities costs	3%	3%
Bylaws	2%	1%
Information (unspecified)	2%	3%
Main/ongoing issues	2%	3%
City services/programs	2%	4%
Online information	2%	1%
Service interruptions	2%	0%
None/nothing/Don't know	41%	37%

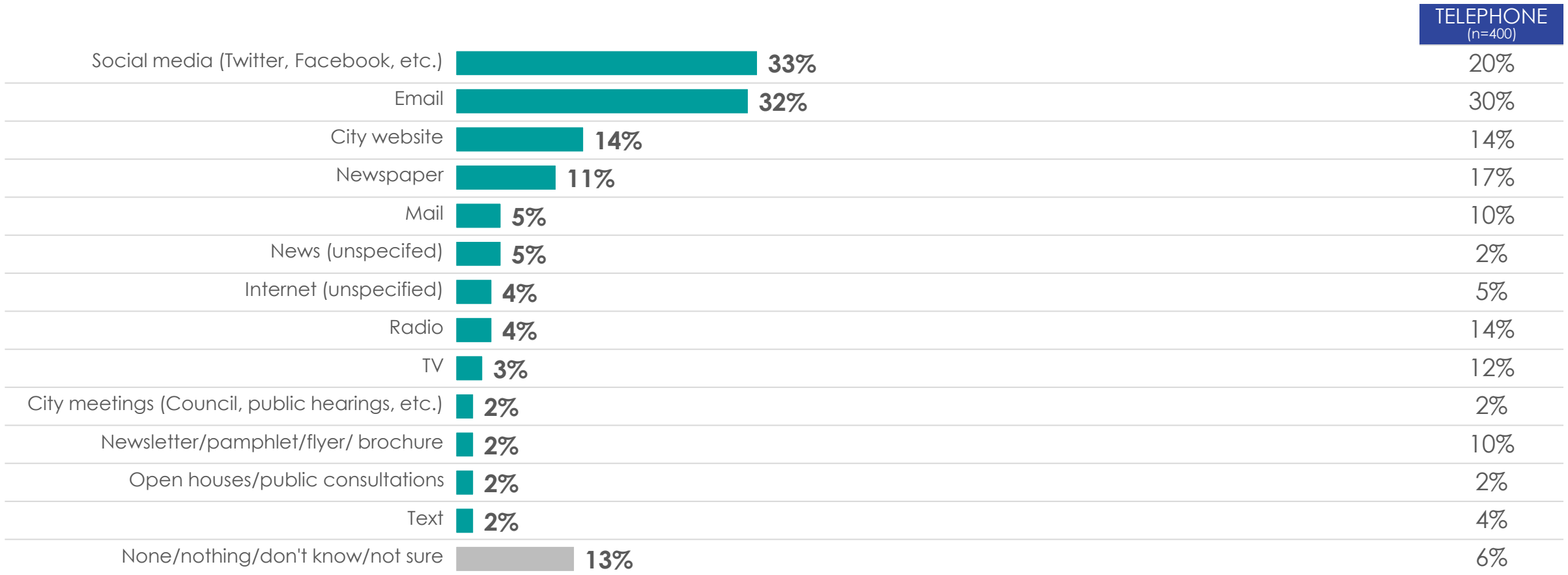
Note: Mentions <2% not shown.

Base: All respondents (n=245)

Q12. Thinking about your information needs, what kinds of information do you want the City of Medicine Hat to provide you with?

Preferred Methods of Communication

PREFERRED WAYS FOR CITY TO COMMUNICATE (CODED OPEN-ENDS, MULTIPLE RESPONSES ALLOWED)



Note: Mentions <2% not shown.

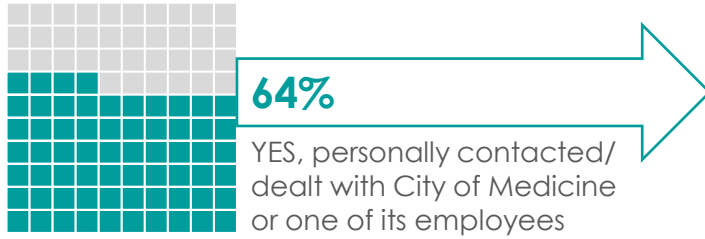
Base: All respondents (n=245)

Q13. What methods would be best for the City of Medicine Hat to communicate information to you?

Contacted City of Medicine Hat Employees

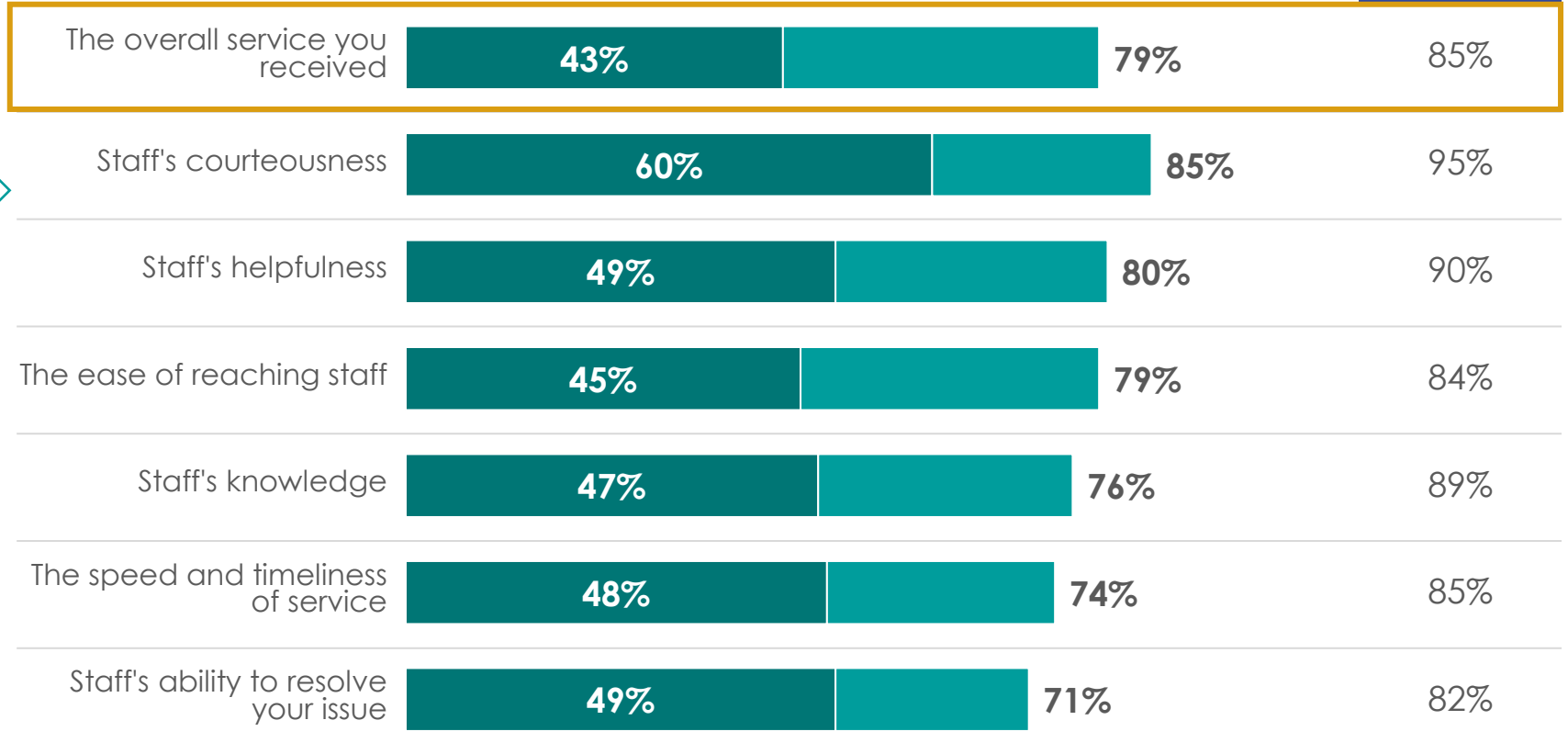
CONTACTED EMPLOYEES AND SATISFACTION WITH CUSTOMER SERVICE

■ VERY SATISFIED
 ■ SOMEWHAT SATISFIED
 TOTAL SATISFIED



TELEPHONE
 (n=400)
 YES 43%

TELEPHONE
 (n=171)



Base: All respondents (n=245)
Q14. In the last 12 months, have you personally contacted or dealt with the City of Medicine Hat or one of its employees?

Base: Those saying they contacted City of Medicine Hat in past 12 months (n=156)
Q15. Thinking of your most recent contact experience, how satisfied are you with each of the following?

PERCEPTIONS OF COUNCIL, ADMINISTRATION, AND MUNICIPAL OPERATIONS

Satisfaction with Council and Administration

OVERALL SATISFACTION

■ VERY SATISFIED ■ SOMEWHAT SATISFIED TOTAL SATISFIED

TELEPHONE
(n=400)



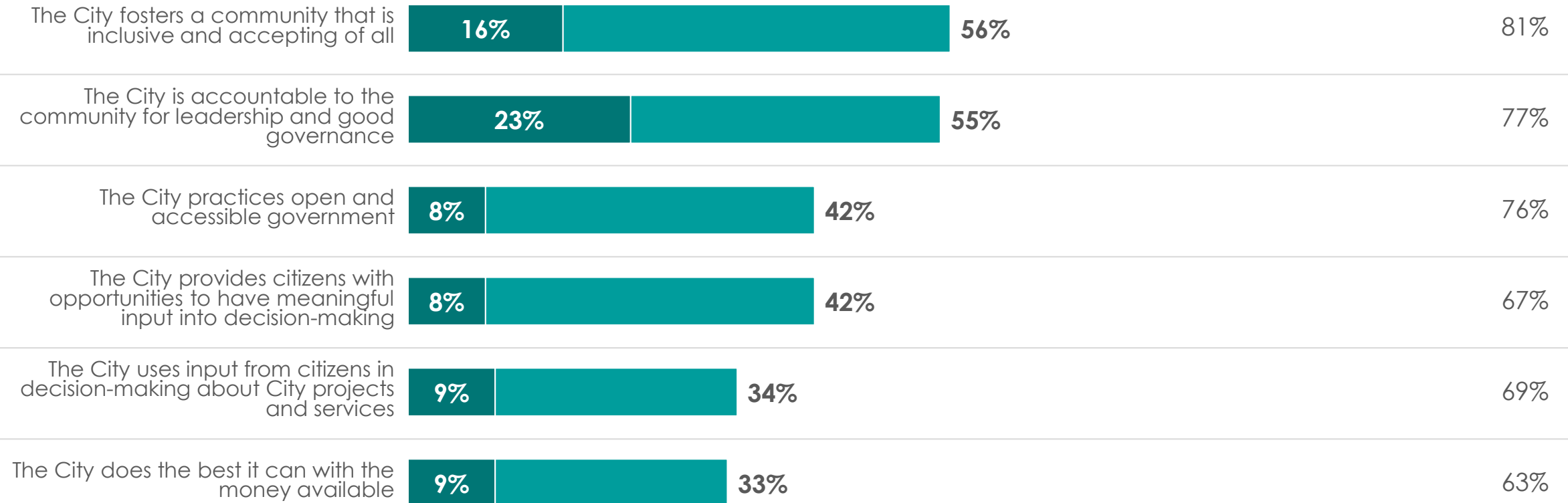
Base: All respondents (n=245)
Q16. Taking everything into account, how satisfied are you with the way the each of the following is going about running the community?

Agreement with Statements About City of Medicine Hat

LEVEL OF AGREEMENT

■ STRONGLY AGREE
 ■ SOMEWHAT AGREE
 TOTAL AGREE

TELEPHONE
(n=400)



Base: All respondents (n=245)

Q17. Thinking about your personal dealings with the City of Medicine Hat, your general impressions, and anything you may have read, seen or heard, please indicate if you agree or disagree with each of the following statements.

APPENDIX: SAMPLE CHARACTERISTICS

4

Sample Characteristics

	Phone Unweighted (n=400)	Phone Weighted (n=400)	Online Unweighted (n=245)
GENDER			
Male	44%	48%	37%
Female	56%	52%	61%
Other	0%	0%	0%
Prefer not to answer	0%	0%	2%
AGE			
18-34	21%	24%	14%
35-54	33%	31%	43%
55+	47%	44%	42%
CHILDREN <18 IN HH			
With children	28%	28%	34%
Without children	72%	71%	64%
Prefer not to answer	<1%	<1%	2%
PART OF CITY LIVE IN			
North of the river	30%	30%	30%
South of the river & north of Seven Persons Creek	19%	19%	18%
South of Seven Persons Creek & north of the highway	26%	25%	24%
South of the highway	22%	22%	24%
Prefer not to answer	4%	4%	5%

	Phone Unweighted (n=400)	Phone Weighted (n=400)	Online Unweighted (n=245)
YEARS LIVING IN MEDICINE HAT			
10 years or less	18%	18%	18%
11 to 20 years	27%	27%	21%
21+ years	56%	54%	60%
Prefer not to answer	<1%	<1%	2%
Average # of years	27.6	27.0	27.4
PUBLIC TRANSIT USAGE			
Once a week or more often	5%	5%	3%
At least once a week but not weekly	4%	4%	3%
Less than once a month but at least yearly	5%	5%	3%
Rarely or never use public transit	87%	86%	89%
Prefer not to answer	0%	0%	2%
HOME OWNERSHIP			
Own	75%	73%	84%
Rent	23%	24%	13%
Prefer not to answer	3%	3%	2%

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