

2026 COMMUNITY SURVEY

Final Report

March 20, 2026



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01 INTRODUCTION



Background and Objectives

This report presents the findings of the City of Medicine Hat's 2026 Community Survey. The primary objective of the survey is to better understand community sentiment around a variety of City topics. Ipsos has conducted this survey on the City's behalf since 2022. It is repeated every two years, allowing the City to monitor results over time.

Key research topics include:

- Quality of life
- Important local issues
- City services
- Financial planning
- Communications and customer service
- Council, Administration, and municipal operations

Insight gained by this research helps the City make important decisions regarding planning, budgeting, and service improvements.



Methodology ^(1/2)

Ipsos conducted both a **random telephone** survey and a **non-random online** survey between February 2 and 16, 2026.



TELEPHONE SURVEY

- Provides a random and representative sampling of community opinions
- All respondents are screened to confirm they are adult (18+ years) Medicine Hat residents
- Excludes households where a member works for the City and/or holds an elected position within the City



ONLINE SURVEY

- Provides all residents an opportunity to provide feedback, with residents self-selecting whether to take part or not
- Results should not be considered as representative of the entire population
- Respondents answer the same upfront screening questions as the telephone survey; however, those participating online can proceed regardless of their responses
- Maximum of three surveys per IP address accepted¹
- Promotion of the online survey was conducted by the City

¹ An exception to the IP rule was made for surveys being completed by City staff at the same location.

Due to these methodological differences, the results of the telephone survey and the online survey are reported separately. Additional details on each approach can be found on the following page.

Methodology (2/2)



TELEPHONE SURVEY

- 400 telephone interviews with adult (18+ years) Medicine Hat residents
- Conducted using numbers from cellphones (95%) and landlines (5%)
- Final data is weighted to ensure 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



ONLINE SURVEY

- 435 surveys were completed online
- No surveys were removed for exceeding the IP address limit
- Of the 435 online surveys:
 - 367 meet the same qualification criteria as the telephone survey
 - 68 would have been excluded from the telephone survey for one or more of the following reasons: non-residents, belong to households with City staff and/or elected officials, refusal to answer screening questions
- **The online results shown in this report are based on the 367 respondents who meet the same qualification 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 is applied, and no margin of error is applicable

Notes to Reader

Interpreting and Viewing 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 differences is included where applicable for the representative telephone survey. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

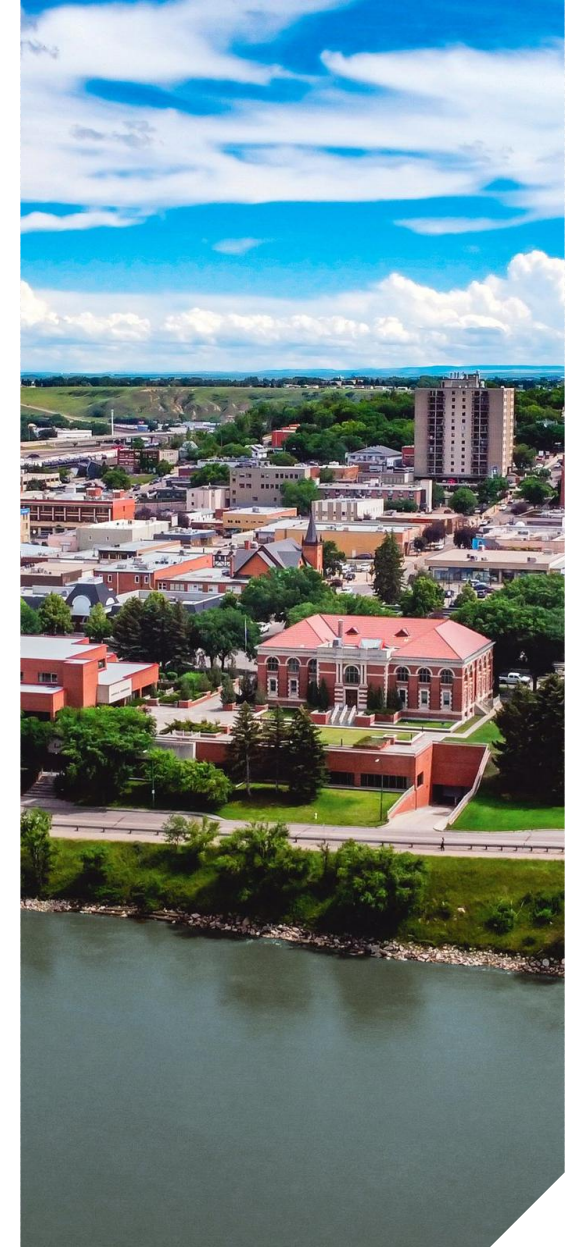
Tracking to Previous Surveys

Where possible, the representative telephone survey results have been compared to past Community Surveys to track evolving attitudes and priorities, identify emerging issues, and monitor perceptions of the City's performance in key areas.

Arrows (▲▼) are used to denote any statistically significant differences between 2026 and 2024.

Normative Comparisons

Where possible, the representative telephone survey results have been compared to Ipsos' municipal norms to provide a benchmark against which the City can evaluate its performance. These norms are based on research Ipsos has conducted in other Canadian municipalities within the past five years.



02 TELEPHONE SURVEY RESULTS



EXECUTIVE SUMMARY

Executive Summary ^(1/3)



QUALITY OF LIFE

- Perceptions of the overall quality of life in Medicine Hat today are positive (93% total good) and show directional improvement following a decline in 2024.
- Perceptions of changes in the quality of life over the past three years are mixed, with 46% of residents saying it has 'stayed the same' and 45% saying it has 'worsened'. Only 8% feel the quality of life has 'improved'. These results are consistent with those from 2024.
 - Those reporting a worsening quality of life most frequently attribute this to "it is more expensive/cost of living" (17%), "poverty/homelessness" (17%) and "City leadership/governance" (13%) on an unprompted basis.
- The overall likelihood of recommending Medicine Hat as a place to live remains strong (89% total likely), on par with past surveys.



IMPORTANT LOCAL ISSUES

- Social issues continue to be seen as the most important issue facing the community, mentioned by 37% of residents on an unprompted basis. This is up 8 percentage points from 2024 and 17 percentage points from 2022.
 - "Poverty/homelessness" is the most frequently mentioned social issue (25%).
- The economy ranks second with 20% of mentions, followed by taxation/municipal government spending (15%), municipal government services (15%), and transportation (14%). Notably, concerns regarding taxation/municipal government spending have risen by 9 percentage points since 2024, whereas mentions of municipal government services have decreased by 7 percentage points.
- Mentions of City leadership/governance spiked in 2024 but have significantly decreased this year to just 2%, marking a 19-percentage point drop from the last survey.

Executive Summary (2/3)



CITY SERVICES

- Overall satisfaction with City services remains positive (90% total satisfied) and on par with 2024.
- Satisfaction extends to the delivery of specific services, with a majority of residents saying they are satisfied with all evaluated services.
 - Services receiving the overall highest satisfaction ratings are garbage and recycling services (98%) and parks, trails, and other green space (94%).
 - The lowest scoring service is traffic management and improving the flow of traffic (67%).
- Satisfaction with most services is statistically similar to past surveys. Notable exceptions include:
 - Satisfaction with communication with residents has recovered after slipping in 2024, currently sitting at 76% (up 12 percentage points).
 - Satisfaction with traffic management and improving the flow of traffic has fallen 7 percentage points this year (67%).
 - Satisfaction with public transit has been steadily increasing over the past two surveys. While this year’s results (78%) are statistically similar to 2024, they are 11 percentage points higher than 2022.
- All the evaluated services are important to residents. Importance ratings range from a high of 99% for maintenance, cleaning, and upgrading of streets and sidewalks to a low of 71% for public transit.



FINANCIAL PLANNING

- In total, more than three-quarters (77%) of residents say they receive good value for their municipal tax dollars. While perceptions of poor value grew in 2024, there has been a directional decline in residents feeling this way this year.
- Attitudes towards balancing taxation and service delivery levels remain similar to 2024, with more residents opting for service cuts (47%) over tax increases (41%).



COMMUNICATIONS AND CUSTOMER SERVICE

- Residents continue to be interested in receiving a variety of information from the City, with the most frequently requested type of information being “City taxes/property taxes/budget” (19%).
- “Email” (38%) and “social media (X, Facebook, Instagram, etc.)” (29%) remain the best ways for the City to communicate information to residents.
- Half (50%) of residents say they personally contacted or dealt with the City or one of its employees over the last 12 months, unchanged from 2024.
- Satisfaction with the City’s customer service remains positive, with 79% of those who contacted the City saying they are satisfied with the overall service received.

Executive Summary ^(3/3)



COUNCIL, ADMINISTRATION, AND MUNICIPAL OPERATIONS

- Satisfaction with Council and Administration has largely rebounded following a decline in 2024. This year:
 - 73% say they are satisfied with the City’s municipal government, including Council and Administration as a whole, up 24 percentage points.
 - 71% say they are satisfied with Council, excluding Administration, up 29 percentage points.
 - 69% say they are satisfied with Administration, excluding Council. While not statistically significant, this is a directional increase of 4 percentage points.
- Perceptions of the City’s inclusivity efforts remain highly positive, with 82% of residents agreeing that the City fosters a community that is inclusive and accepting of all. This is consistent with past surveys.
- Perceptions of other aspects of the City’s municipal operations have improved this year after a decline in 2024.
 - The City is accountable to the community for leadership and good governance (71% agree, up 15 percentage points)
 - The City provides citizens with opportunities to have meaningful input into decision-making (67% agree, up 17 percentage points)
 - The City practices open and accessible government (64% agree, up 15 percentage points)
 - The City uses input from citizens in decision-making about City projects and services (61% agree, up 10 percentage points)
 - The City does the best it can with the money available (60% agree; while not statistically significant, this is a directional improvement of 6 percentage points)

Key Takeaways

1. Overall, residents demonstrate predominately positive views of the community and City.
2. Perceptions of the overall quality of life in Medicine Hat today are favourable. Despite this, the feeling that quality of life has worsened over the past three years persists, with this sentiment primarily attributed to concerns about affordability, poverty/homelessness, and City leadership/governance.
3. Social issues, specifically poverty/homelessness, continue to be seen as the most important issue facing the community. Concerns about social issues have been steadily growing over the past two surveys.
4. Overall satisfaction with City services remains high. While satisfaction with most services has not significantly changed from the last survey, notable exceptions include:
 - Communication with residents, which has recovered after slipping in 2024.
 - Traffic management and improving the flow of traffic, which sees a decline in satisfaction and now ranks lowest of all evaluated services.
5. Most residents continue to say they receive good value for their municipal taxes. When it comes to balancing taxation and service levels, residents prefer service cuts over tax increases, although neither option garners majority support.
6. Satisfaction with the City's customer service remains consistently positive.
7. There has been a significant rebound in perceptions of Council, Administration, and municipal operations this year following a decline in 2024. Additionally, mentions of City leadership/governance as an important local issue have also decreased notably.

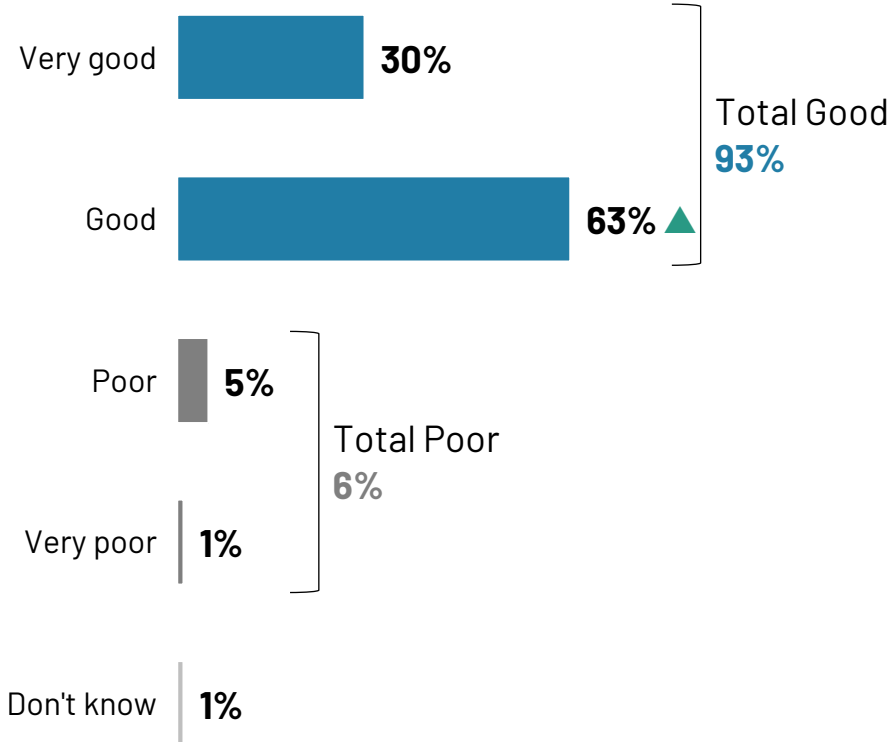


DETAILED RESULTS

QUALITY OF LIFE

Overall Quality of Life in Medicine Hat Today

- The overall quality of life in Medicine Hat continues to be perceived positively, with 93% of residents rating it as 'very good' (30%) or 'good' (63%).
- Overall perceptions of quality of life (total good) fell in 2024 but show directional improvement this year.
- Perceptions of the quality of life in Medicine Hat are on par with the municipal norm.
- 'Very good' ratings are higher among:
 - Those who are 55+ years of age (38% versus 24% of 35-54 years, 25% of 18-34 years)
 - Homeowners (35% versus 21% of renters)



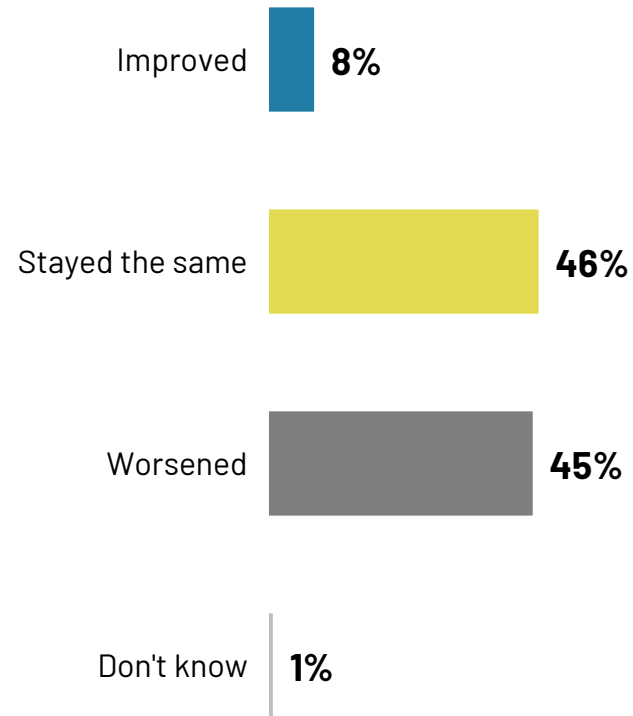
	2024	2022	NORM
Very good	35%	36%	34%
Good	55%	58%	55%
Total Good	90%	95%	89%
Poor	8%	5%	8%
Very poor	1%	<1%	2%
Total Poor	9%	5%	10%
Don't know	<1%	0%	1%

Base: All respondents – 2026 (n=400); 2024 (n=400); 2022 (n=400)
 Q3. How would you rate the overall quality of life in the City of Medicine Hat today?

▲ ▼ Significantly higher/lower than 2024.

Change in Quality of Life in Past Three Years

- Overall, 46% of residents feel that the quality of life in Medicine Hat has 'stayed the same' over the past three years.
- A nearly equal proportion (45%) say it has 'worsened', while 8% say it has 'improved'.
- This yields a net momentum score of -37 points, on par with both 2024 and the municipal norm.



NET SCORE
Improved - Worsened

2026: -37
2024: -35
2022: -26

NORM: -36

	2024	2022	NORM
Improved	10%	11%	11%
Stayed the same	43%	51%	40%
Worsened	45%	37%	47%
Don't know	2%	1%	2%

Base: All respondents - 2026 (n=400); 2024 (n=400); 2022 (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?

▲ ▼ Significantly higher/lower than 2024.

Change in Quality of Life in Past Three Years by Demographic Group ^(1/2)

- Residents between 18 and 34 years of age are more likely to say the quality of life in Medicine Hat has 'improved' over the past three years.
- Conversely, 'worsened' perceptions are higher among those who are 35-54 years of age and women.

	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18 to 34	35 to 54	55+	North of the river	South of the river & north of Seven Persons Creek	South of Seven Persons Creek & north of the highway	South of the highway
Base:	400	199	193	69*	158	173	98*	78*	106	98*
Improved	8%	7%	9%	16%	3%	8%	8%	9%	5%	8%
Stayed the same	46%	53%	41%	51%	41%	46%	50%	38%	54%	43%
Worsened	45%	39%	51%	33%	54%	46%	40%	52%	40%	48%
Don't know	1%	1%	0%	0%	1%	1%	2%	0%	0%	1%

* Small base size (<100), interpret with caution.

Base: All respondents - 2026 (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?

/ ## - Significantly higher / lower vs. Total

Change in Quality of Life in Past Three Years by Demographic Group (2/2)

- 'Improved' perceptions are also higher among those have lived in Medicine Hat for 10 years or less and renters.
- Those who have lived in Medicine Hat for 21+ years are more likely to report a worsening quality of life.

	TOTAL	NUMBER OF YEARS LIVING IN MEDICINE HAT			HOUSING TENURE		HOUSEHOLD COMPOSITION	
		10 or less	11-20	21+	Own	Rent	With Children	Without Children
Base:	400	61*	92*	246	288	108	120	279
Improved	8%	20%	4%	7%	6%	14%	7%	9%
Stayed the same	46%	58%	47%	42%	48%	39%	48%	45%
Worsened	45%	22%	47%	52%	45%	46%	45%	46%
Don't know	1%	1%	1%	0%	1%	1%	1%	1%

* Small base size (<100), interpret with caution.

Base: All respondents - 2026 (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?

/ ## - Significantly higher / lower vs. Total

Reasons Quality of Life has Worsened

(among those saying the quality of life has worsened)(coded open-ends)

- For those reporting a worsening quality of life, the two most frequently mentioned unprompted factors are “it is more expensive/cost of living” and “poverty/homelessness”, each garnering 17% of mentions.
- Another 13% cite “City leadership/governance”.
- Mentions of affordability pressures (“it is more expensive/cost of living”) have decreased by 18 percentage points this year compared to 2024, when it was the primary factor influencing perceptions of a worsening quality of life.

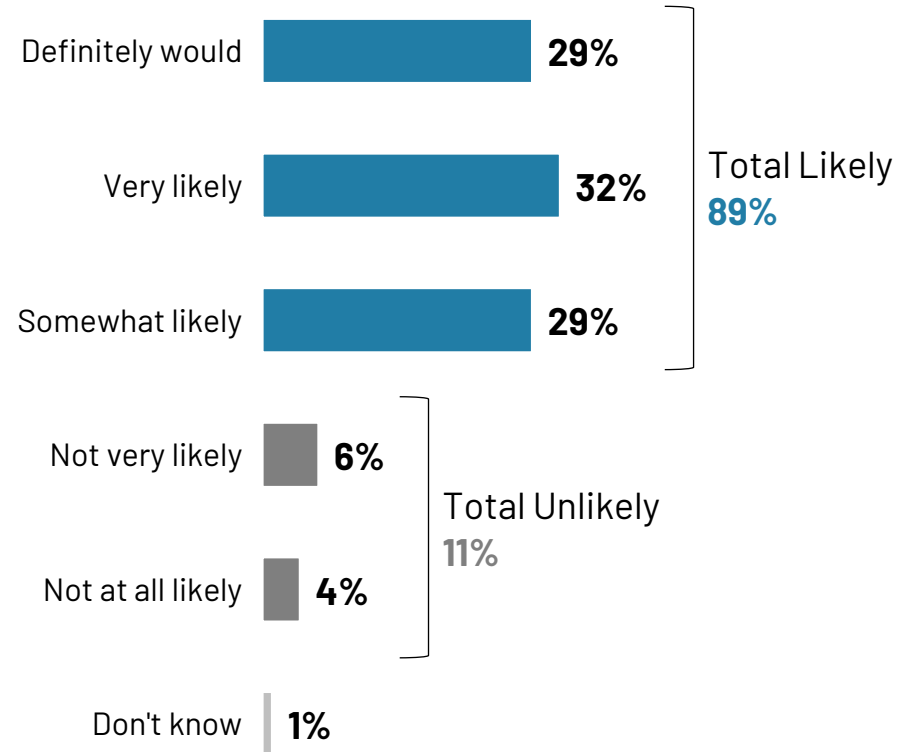
		2024	2022
It is more expensive/cost of living	17% ▼	35%	27%
Poverty/homelessness	17%	16%	3%
City leadership/governance	13%	8%	5%
Crime/public safety/policing	8%	7%	6%
Lack of economic development/ attracting business	6% ▲	1%	0%
High taxes	6%	3%	1%
Unemployment	5%	2%	8%
Heading in the wrong direction/declining	4% ▲	0%	0%
Lack of amenities/services	3%	2%	7%
Lack of housing/affordable housing	3%	3%	0%
Healthcare	3%	3%	0%
Don't know	0%	2%	1%

2026 mentions <3% not shown.
 Base: Those saying the quality of life has worsened – 2026 (n=187); 2024 (n=188); 2022 (n=152)
 Q6. Why do you think the quality of life has worsened?

▲ ▼ Significantly higher/lower than 2024.

Likelihood of Recommending Medicine Hat as a Place to Live

- The overall likelihood of recommending Medicine Hat as a place to live remains strong (89% total likely).
- This year's results are on par with past surveys.
- The overall likelihood to recommend is higher among:
 - Those who are 55+ years of age (93% versus 85% of 18-34 years, 86% of 35-54 years)
 - Those living north of the river (95% versus 80% of south of the river and north of Seven Persons Creek, 91% of south of the highway, 92% of south of Seven Persons Creek and north of the highway)
 - Homeowners (91% versus 84% of renters)



	2024	2022
Definitely would	30%	29%
Very likely	28%	29%
Somewhat likely	31%	33%
Total Likely	89%	91%
Not very likely	6%	5%
Not at all likely	5%	4%
Total Unlikely	10%	9%
Don't know	1%	<1%

Base: All respondents - 2026 (n=400); 2024 (n=400); 2022 (n=400)
 Q7. Overall, how likely are you to recommend the City of Medicine Hat as a place to live?

▲ ▼ Significantly higher/lower than 2024.

IMPORTANT LOCAL ISSUES

Important Local Issues

(coded open-ends, multiple mentions allowed)

- **Social issues** continue to be seen as the most important issue facing the community, mentioned by 37% of residents on an unprompted basis (NET mentions). Concerns over social issues are growing, with this year's results showing an 8-percentage point increase from 2024 and a 17-percentage point increase from 2022.
 - "Poverty/homelessness" is the most frequently mentioned social issue (25%).
 - Other social issues include "housing/lack of affordable housing" (8%), "drug use/addiction" (4%), "seniors' issues" (1%), and "other social mentions" (2%).
- The **economy** is the second most mentioned issue, with 20% NET mentions. This is statistically consistent with past surveys.
 - Specific economic mentions include "cost of living" (9%), "economic development" (6%), "employment/job creation" (4%), and "tourism" (1%).
- **Taxation/municipal government spending** and **municipal government services** each receive 15% NET mentions. However, they are trending in different directions, with concerns about taxation/municipal government spending on the rise (up 9 percentage points) while mentions of municipal government services have decreased (down 7 percentage points).
 - Taxation/municipal government spending includes mentions of "taxation/municipal government spending (general)" (8%) and "property taxes (increases, too high)" (7%).
 - Municipal government services includes mentions of "utilities costs" (8%), "infrastructure (unspecified)" (2%), "cleanliness of city" (2%), "keeping utilities public" (1%), and "other municipal government services" (2%).
- **Transportation** rounds out the top five issues with 14% NET mentions, consistent with past surveys.
 - Specific transportation-related issues include "condition of streets/roads" (9%), "quality/level of public transit" (2%), "traffic management" (2%), and "other transportation mentions" (1%).
- Mentions of **City leadership/governance** spiked in 2024 but have significantly decreased this year to just 2%, marking a 19-percentage point drop from the last survey.

Important Local Issues

(coded open-ends, multiple mentions allowed)

	First mention	Second mention	Total mentions	2024 Total	2022 Total
Social issues (NET)	26%	37% ▲		29%	20%
Economy (NET)	15%	20%		16%	17%
Taxation/municipal government spending (NET)	13%	15% ▲		6%	13%
Municipal government services (NET)	8%	15% ▼		22%	21%
Transportation (NET)	8%	14%		12%	10%
Parks/recreation/culture (NET)	3%	7%		5%	9%
Crime/public safety (NET)	4%	6%		6%	7%
Environment (NET)	2%	6%		4%	3%
Healthcare (NET)	3%	4%		3%	2%
Growth/development (NET)	2%	4% ▲		1%	8%
Education (NET)	1%	3%		1%	1%
City leadership/governance	1%	2% ▼		21%	3%
Other (NET)	2%	5%		5%	3%
None/nothing		11%		11%	16%
Don't know		1%		3%	4%

A "NET" is a combination of two or more mentions that cover a specific theme.
 COVID-19 removed in 2024. Mentions were 2% in 2022.

Base: All respondents - 2026 (n=400); 2024 (n=400); 2022 (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?

▲ ▼ Significantly higher/lower than 2024.

Important Local Issues by Demographic Group (1/2)

(coded open-ends, multiple mentions allowed)

- There are some notable demographic differences in the issues that are important to residents. For example, mentions of **social issues** are higher among women than men, while the **economy** is of particular importance to residents who are 35 to 54 years of age. **Transportation** mentions are higher among residents living south of the river and north of Seven Persons Creek, ranking as their second most important issue overall.

TOTAL MENTIONS	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18 to 34	35 to 54	55+	North of the river	South of the river & north of Seven Persons Creek	South of Seven Persons Creek & north of the highway	South of the highway
Base:	400	199	193	69*	158	173	98*	78*	106	98*
Social issues (NET)	37%	31%	42%	34%	41%	36%	39%	43%	34%	32%
Economy (NET)	20%	20%	20%	18%	27%	15%	22%	19%	16%	25%
Taxation/municipal gov't spending (NET)	15%	17%	13%	9%	14%	19%	16%	14%	16%	15%
Municipal government services (NET)	15%	15%	15%	15%	13%	16%	15%	16%	15%	13%
Transportation (NET)	14%	14%	14%	17%	11%	14%	14%	22%	13%	9%
Parks/recreation/culture (NET)	7%	5%	9%	8%	13%	3%	7%	8%	2%	13%
Crime/public safety (NET)	6%	6%	5%	5%	7%	5%	4%	5%	6%	8%
Environment (NET)	6%	6%	5%	4%	3%	9%	4%	7%	7%	6%
Healthcare (NET)	4%	3%	6%	0%	2%	8%	5%	1%	1%	9%
Growth/development (NET)	4%	6%	2%	4%	2%	5%	5%	3%	4%	4%
Education (NET)	3%	1%	5%	3%	1%	4%	3%	1%	2%	3%
City leadership/governance	2%	1%	3%	0%	2%	4%	1%	0%	3%	4%
Other (NET)	5%	5%	5%	3%	4%	6%	3%	5%	9%	3%

* Small base size (<100), interpret with caution.

Base: All respondents - 2026 (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?

/ ## - Significantly higher / lower vs. Total

Important Local Issues by Demographic Group (2/2)

(coded open-ends, multiple mentions allowed)

- Other demographic differences are listed below, including several differences seen by housing tenure. For example, while both homeowners and renters cite **social issues** as the most important issue overall, concerns are particularly pronounced among renters. Renters are also more likely to prioritize **transportation**, placing it as their second most important issue overall. Conversely, mentions of **taxation/municipal government spending** are higher among homeowners.

TOTAL MENTIONS	TOTAL	NUMBER OF YEARS LIVING IN MEDICINE HAT			HOUSING TENURE		HOUSEHOLD COMPOSITION	
		10 or less	11-20	21+	Own	Rent	With Children	Without Children
Base:	400	61*	92*	246	288	108	120	279
Social issues (NET)	37%	30%	40%	38%	33%	46%	39%	36%
Economy (NET)	20%	17%	29%	17%	20%	19%	27%	17%
Taxation/municipal gov't spending (NET)	15%	6%	12%	19%	19%	5%	12%	16%
Municipal government services (NET)	15%	13%	9%	18%	16%	12%	15%	14%
Transportation (NET)	14%	14%	14%	14%	11%	23%	11%	15%
Parks/recreation/culture (NET)	7%	10%	7%	7%	8%	6%	12%	5%
Crime/public safety (NET)	6%	4%	8%	5%	6%	5%	7%	5%
Environment (NET)	6%	6%	6%	6%	7%	2%	5%	6%
Healthcare (NET)	4%	1%	4%	5%	5%	3%	1%	6%
Growth/development (NET)	4%	5%	4%	3%	4%	3%	3%	4%
Education (NET)	3%	0%	5%	3%	4%	0%	1%	3%
City leadership/governance	2%	0%	1%	3%	3%	0%	1%	2%
Other (NET)	5%	6%	1%	6%	6%	3%	5%	5%

* Small base size (<100), interpret with caution.

Base: All respondents - 2026 (n=400)

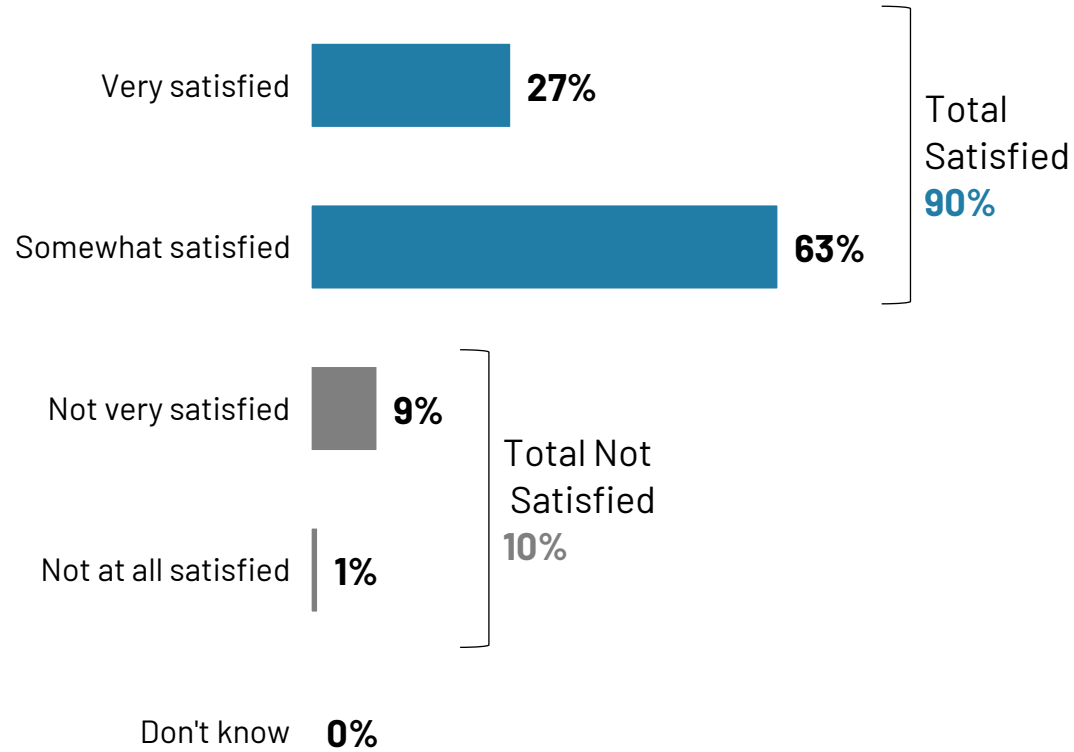
Q1. In your view, as a resident of the City of Medicine Hat, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from local leaders? Are there any other important local issues?

/ ## - Significantly higher / lower vs. Total

CITY SERVICES

Overall Satisfaction with City Services

- Overall satisfaction with City services remains positive, with nine-in-ten (90%) residents saying they are satisfied with the overall level and quality of services provided by the City (27% 'very satisfied', 63% 'somewhat satisfied').
- This is on par with 2024 but higher than the municipal norm of 84%.
- Residents living north of the river are more likely to say they are satisfied with City services overall (97% versus 78% of south of the river and north of Seven Persons Creek, 90% of south of the highway, 95% of south of Seven Persons Creek and north of the highway).



	2024	2022	NORM
Very satisfied	29%	31%	26%
Somewhat satisfied	60%	59%	58%
Total Satisfied	89%	90%	84%
Not very satisfied	9%	8%	12%
Not at all satisfied	2%	1%	3%
Total Not Satisfied	11%	9%	15%
Don't know	<1%	1%	1%

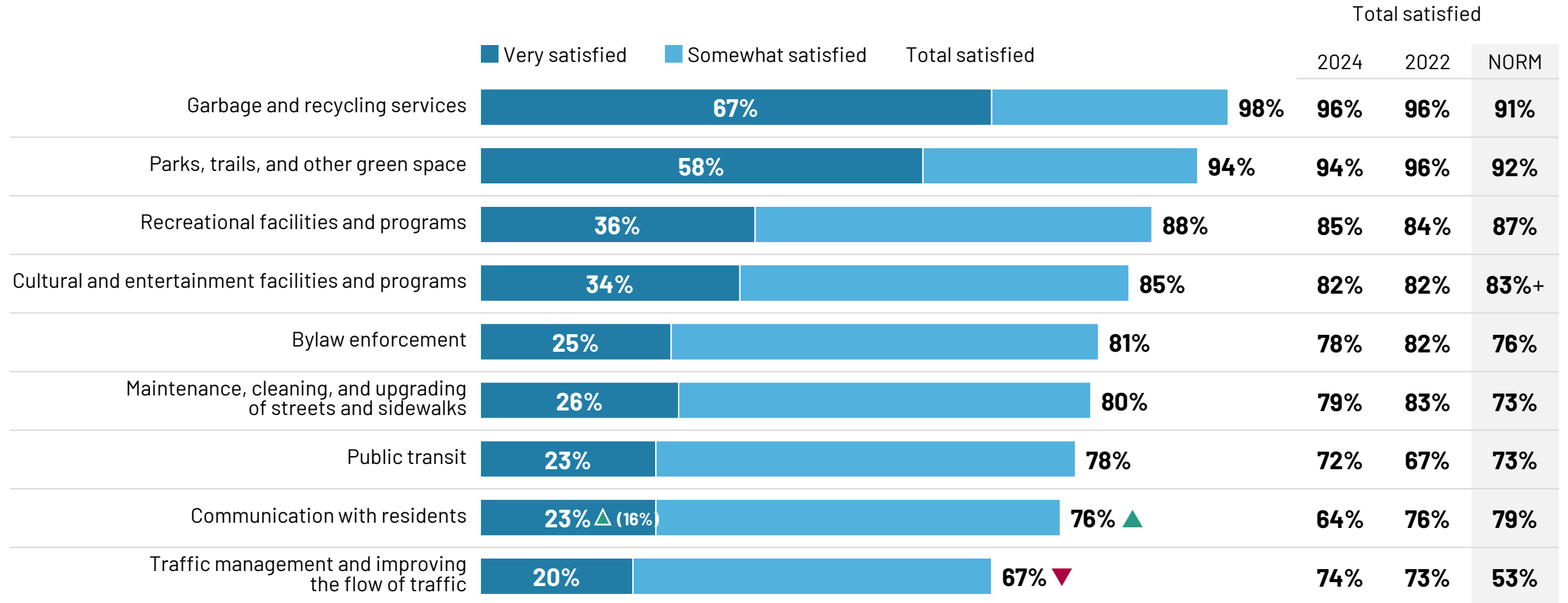
Base: All respondents - 2026 (n=400); 2024 (n=400); 2022 (n=400)
 Q9. Now, please tell me how satisfied you are with the City of Medicine Hat's services on a scale of very satisfied, somewhat satisfied, not very satisfied, not at all satisfied. The first one is the overall level and quality of services provided by the City of Medicine Hat.

▲ ▼ Significantly higher/lower than 2024.

Satisfaction with Specific City Services

- Satisfaction extends to the delivery of specific services, with a majority of residents saying they are satisfied (combined 'very/somewhat satisfied' responses) with all the evaluated services.
- Services receiving the overall highest satisfaction ratings (90% or more) are:
 - **Garbage and recycling services** (98%)
 - **Parks, trails, and other green space** (94%)
- Additionally, more than three-quarters of residents say they are satisfied with:
 - **Recreational facilities and programs** (88%)
 - **Cultural and entertainment facilities and programs** (85%)
 - **Bylaw enforcement** (81%)
 - **Maintenance, cleaning, and upgrading of streets and sidewalks** (80%)
 - **Public transit** (78%)
 - **Communication with residents** (76%)
- The lowest scoring service is **traffic management and improving the flow of traffic**, with 67% of residents saying they are satisfied.
- Satisfaction with most services is statistically similar to past surveys. Notable exceptions include:
 - While satisfaction with **communication with residents** slipped in 2024, it has recovered this year (up 12 percentage points).
 - Satisfaction with **traffic management and improving the flow of traffic** has fallen 7 percentage points this year as compared to 2024.
 - Satisfaction with **public transit** has been steadily increasing over the past two surveys. While this year's results are statistically similar to 2024, they are 11 percentage points higher than 2022.
- Compared to the municipal norm, Medicine Hat residents are more satisfied with several services, including:
 - **Garbage and recycling services** (98% Medicine Hat versus 91% norm)
 - **Maintenance, cleaning, and upgrading of streets and sidewalks** (80% Medicine Hat versus 73% norm)
 - **Traffic management and improving the flow of traffic** (67% Medicine Hat versus 53% norm)

Satisfaction with Specific City Services



+ Slightly different question wording.
 Base: All respondents – 2026 (n=400); 2024 (n=400); 2022 (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.

▲ ▼ Significantly higher/lower than 2024.

Satisfaction with Specific City Services by Demographic Group ^(1/2)

- Satisfaction (combined 'very/somewhat satisfied' responses) with specific City services varies by demographic group. For example, satisfaction with both **recreational facilities and programs** and **cultural and entertainment facilities and programs** is notably lower among those living south of the river and north of Seven Persons Creek.

TOTAL SATISFIED	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18 to 34	35 to 54	55+	North of the river	South of the river & north of Seven Persons Creek	South of Seven Persons Creek & north of the highway	South of the highway
Base:	400	199	193	69*	158	173	98*	78*	106	98*
Garbage and recycling services	98%	98%	98%	98%	99%	97%	98%	99%	99%	95%
Parks, trails, and other green space	94%	96%	93%	94%	94%	94%	95%	93%	95%	93%
Recreational facilities and programs	88%	89%	88%	82%	85%	93%	91%	77%	95%	85%
Cultural and entertainment facilities and programs	85%	84%	87%	89%	83%	85%	84%	77%	90%	87%
Bylaw enforcement	81%	81%	80%	93%	79%	75%	81%	85%	75%	83%
Maintenance, cleaning, and upgrading of streets and sidewalks	80%	81%	78%	75%	75%	86%	81%	76%	82%	77%
Public transit	78%	82%	74%	80%	76%	78%	78%	76%	77%	80%
Communication with residents	76%	75%	77%	86%	72%	73%	79%	54%	85%	77%
Traffic management and improving the flow of traffic	67%	62%	72%	74%	60%	69%	69%	60%	73%	62%

* Small base size (<100), interpret with caution.
Base: All respondents - 2026 (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.

/ ## - Significantly higher / lower vs. Total

Satisfaction with Specific City Services by Demographic Group (2/2)

- Other demographic differences are listed below. For example, satisfaction with several services, including **bylaw enforcement**, **public transit**, and **communication with residents**, is higher among those who have lived in Medicine Hat for 10 years or less.

TOTAL SATISFIED	TOTAL	NUMBER OF YEARS LIVING IN MEDICINE HAT			HOUSING TENURE		HOUSEHOLD COMPOSITION	
		10 or less	11-20	21+	Own	Rent	With Children	Without Children
Base:	400	61*	92*	246	288	108	120	279
Garbage and recycling services	98%	98%	99%	97%	98%	97%	100%	97%
Parks, trails, and other green space	94%	99%	94%	93%	94%	93%	93%	94%
Recreational facilities and programs	88%	91%	91%	86%	89%	84%	87%	88%
Cultural and entertainment facilities and programs	85%	81%	86%	86%	86%	83%	87%	85%
Bylaw enforcement	81%	90%	84%	77%	79%	86%	87%	78%
Maintenance, cleaning, and upgrading of streets and sidewalks	80%	88%	82%	76%	81%	77%	76%	81%
Public transit	78%	88%	76%	76%	75%	83%	83%	76%
Communication with residents	76%	90%	76%	71%	75%	76%	77%	75%
Traffic management and improving the flow of traffic	67%	74%	66%	66%	66%	70%	62%	69%

* Small base size (<100), interpret with caution.

Base: All respondents – 2026 (n=400)

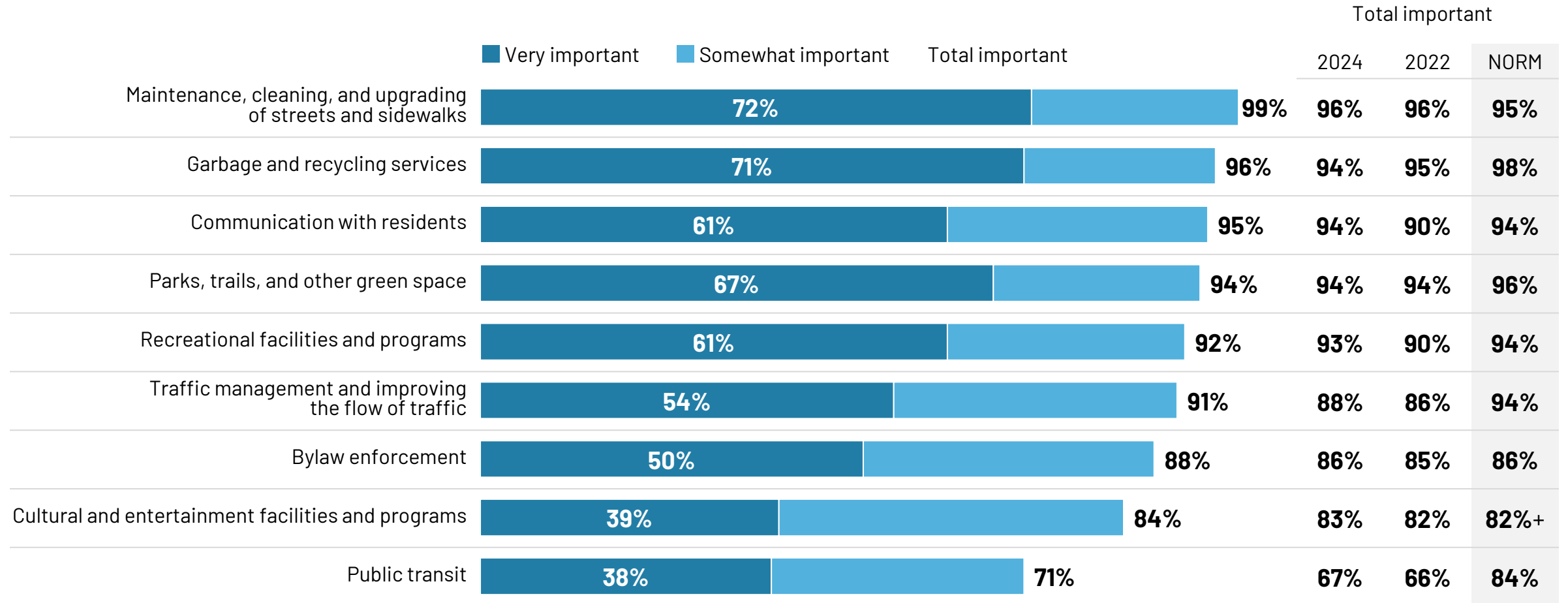
Q9. Now, please tell me how satisfied you are with the City of Medicine Hat's services on a scale of very satisfied, somewhat satisfied, not very satisfied, not at all satisfied.

/ ## - Significantly higher / lower vs. Total

Importance of Specific City Services

- All the evaluated services are important (combined 'very/somewhat important' responses) to residents.
- The overall most important (90% or more) services are:
 - **Maintenance, cleaning, and upgrading of streets and sidewalks** (99%)
 - **Garbage and recycling services** (96%)
 - **Communication with residents** (95%)
 - **Parks, trails, and other green space** (94%)
 - **Recreational facilities and programs** (92%)
 - **Traffic management and improving the flow of traffic** (91%)
- Other highly important services (80% or more) are:
 - **Bylaw enforcement** (88%)
 - **Cultural and entertainment facilities and programs** (84%)
- The overall lowest scoring service is **public transit**, with 71% of residents saying this is important.
 - Importance rises to 92% among public transit users (versus 66% of non-users).
- This year's survey results for all services align with those from 2024.
- Notably, the importance of **traffic management and improving the flow of traffic** has shown gradual growth over the past two surveys, and this year's results are 5 percentage points higher from 2022.
- While the importance attached to specific services in Medicine Hat generally mirrors the norm, there is one exception. Specifically, Medicine Hat residents are less likely to say **public transit** is important (71% Medicine Hat versus 84% norm).

Importance of Specific City Services



+ Slightly different question wording.

Base: All respondents - 2026 (n=400); 2024 (n=400); 2022 (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.

▲ ▼ Significantly higher/lower than 2024.

Importance of Specific City Services by Demographic Group (1/2)

- The importance (combined 'very/somewhat important' responses) of specific City services is largely similar by demographic group, although there are some exceptions. For example, **traffic management and improving the flow of traffic** and **bylaw enforcement** are less important to those who are 35-54 years of age.

TOTAL IMPORTANT	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18 to 34	35 to 54	55+	North of the river	South of the river & north of Seven Persons Creek	South of Seven Persons Creek & north of the highway	South of the highway
Base:	400	199	193	69*	158	173	98*	78*	106	98*
Maintenance, cleaning, and upgrading of streets and sidewalks	99%	98%	99%	99%	98%	99%	98%	96%	100%	100%
Garbage and recycling services	96%	96%	96%	97%	93%	97%	98%	94%	95%	94%
Communication with residents	95%	94%	97%	98%	93%	94%	93%	96%	95%	96%
Parks, trails, and other green space	94%	94%	93%	94%	93%	94%	94%	92%	94%	95%
Recreational facilities and programs	92%	92%	92%	95%	94%	89%	92%	90%	94%	92%
Traffic management and improving the flow of traffic	91%	91%	92%	94%	85%	94%	94%	89%	90%	92%
Bylaw enforcement	88%	86%	91%	93%	82%	89%	88%	89%	88%	87%
Cultural and entertainment facilities and programs	84%	81%	88%	90%	82%	82%	82%	79%	88%	84%
Public transit	71%	65%	77%	77%	68%	69%	71%	69%	74%	65%

* Small base size (<100), interpret with caution.

Base: All respondents - 2026 (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.

/ ## - Significantly higher / lower vs. Total

Importance of Specific City Services by Demographic Group (2/2)

- The importance of specific City services is also largely similar by number of years living in Medicine Hat, housing tenure, and household composition. The one exception is **public transit**, which is less important to those who have lived in Medicine Hat for 21+ years.

TOTAL IMPORTANT	TOTAL	NUMBER OF YEARS LIVING IN MEDICINE HAT			HOUSING TENURE		HOUSEHOLD COMPOSITION	
		10 or less	11-20	21+	Own	Rent	With Children	Without Children
Base:	400	61*	92*	246	288	108	120	279
Maintenance, cleaning, and upgrading of streets and sidewalks	99%	99%	100%	98%	99%	97%	99%	98%
Garbage and recycling services	96%	100%	95%	95%	95%	98%	96%	96%
Communication with residents	95%	96%	96%	94%	95%	94%	96%	94%
Parks, trails, and other green space	94%	100%	90%	93%	95%	90%	95%	93%
Recreational facilities and programs	92%	96%	94%	90%	92%	91%	94%	91%
Traffic management and improving the flow of traffic	91%	92%	90%	92%	91%	93%	89%	92%
Bylaw enforcement	88%	92%	91%	85%	88%	87%	84%	89%
Cultural and entertainment facilities and programs	84%	88%	87%	82%	84%	84%	84%	84%
Public transit	71%	79%	77%	66%	68%	75%	68%	72%

* Small base size (<100), interpret with caution.

Base: All respondents - 2026 (n=400)

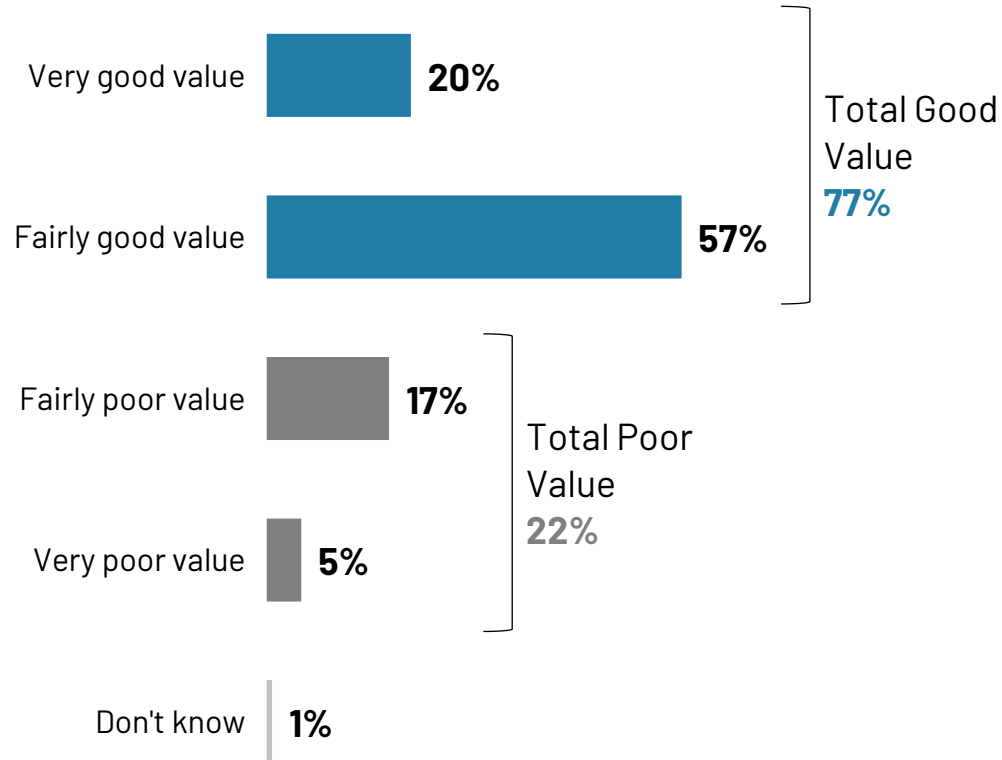
Q8. I am going to read a list of services provided to you by the City of Medicine Hat. Please rate how important each one is to you on a scale of very important, somewhat important, not very important, not at all important.

/ ## - Significantly higher / lower vs. Total

FINANCIAL PLANNING

Value for Tax Dollars

- Most (77%) residents say they receive good value for their municipal tax dollars overall.
- While perceptions of poor value grew in 2024, there has been a directional decline in residents feeling this way this year.
- Perceptions of value for taxes in Medicine Hat are on par with the municipal norm.
- Total good value is higher among:
 - Those living south of Seven Persons Creek & north of the highway (86% versus 69% of south of the river and north of Seven Persons Creek, 70% of south of the highway, 84% of north of the river)
 - Those who have lived in Medicine Hat for 20 years or less (85% of 10 years or less and 81% of 11-20 years versus 74% of 21+ years)



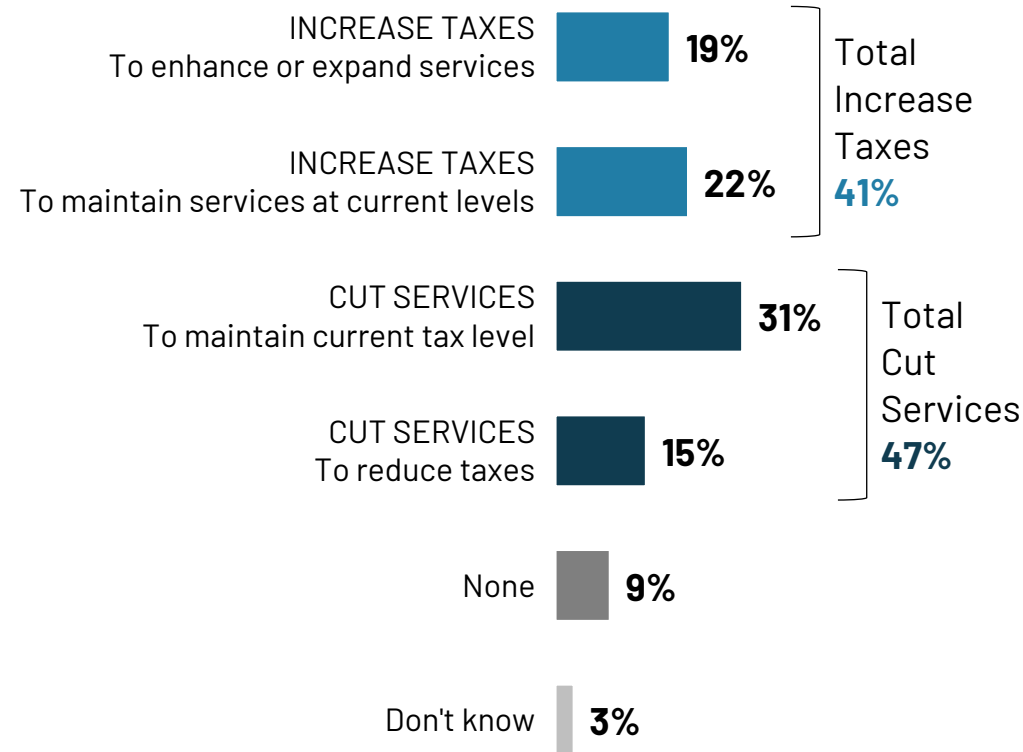
	2024	2022	NORM
Very good value	17%	19%	18%
Fairly good value	55%	59%	58%
Total Good Value	73%	78%	76%
Fairly poor value	17%	14%	16%
Very poor value	9%	6%	7%
Total Poor Value	26%	20%	23%
Don't know	1%	2%	1%

Base: All respondents - 2026 (n=400); 2024 (n=400); 2022 (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?)

▲ ▼ Significantly higher/lower than 2024.

Balancing Taxation and Service Delivery Levels

- Attitudes towards balancing taxation and service delivery levels remain similar to 2024, with more residents opting for service cuts (47%) over tax increases (41%). However, neither option is chosen by a majority of residents.
- These results are different from the municipal norm, which shows an overall preference for tax increases (48%) over service cuts (39%).



	2024	2022	NORM
INCREASE TAXES To enhance or expand services	15%	16%	17%
INCREASE TAXES To maintain services at current levels	24%	29%	31%
Total Increase Taxes	38%	45%	48%
CUT SERVICES To maintain current tax level	25%	26%	23%
CUT SERVICES To reduce taxes	19%	16%	15%
Total Cut Services	44%	42%	38%
None	13%	10%	10%
Don't know	5%	4%	4%

Base: All respondents - 2026 (n=400); 2024 (n=400); 2022 (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?

▲ ▼ Significantly higher/lower than 2024.

Balancing Taxation and Service Delivery Levels by Demographic Group

- Those living south of the highway are more likely to opt for a reduction in services.

	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18 to 34	35 to 54	55+	North of the river	South of the river & north of Seven Persons Creek	South of Seven Persons Creek & north of the highway	South of the highway
Base:	400	199	193	69*	158	173	98*	78*	106	98*
Total increase taxes	41%	38%	44%	39%	39%	43%	40%	47%	43%	34%
Total cut services	47%	49%	44%	50%	48%	44%	46%	41%	44%	57%

- Service cuts are also more likely to be preferred by those who have lived in Medicine Hat for 11-20 years.

	TOTAL	NUMBER OF YEARS LIVING IN MEDICINE HAT			HOUSING TENURE		HOUSEHOLD COMPOSITION	
		10 or less	11-20	21+	Own	Rent	With Children	Without Children
Base:	400	61*	92*	246	288	108	120	279
Total increase taxes	41%	40%	32%	44%	43%	37%	39%	42%
Total cut services	47%	47%	58%	42%	45%	49%	50%	45%

* Small base size (<100), interpret with caution.

Base: All respondents - 2026 (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?

/ ## - Significantly higher / lower vs. Total

COMMUNICATIONS AND CUSTOMER SERVICE

Information Needs

(coded open-ends, multiple mentions allowed)

- Residents continue to be interested in receiving a variety of information from the City.
- On an unprompted basis, the most frequently requested type of information is related to “City taxes/property taxes/budget” (19%), a priority that has remained consistent across all surveys.
- Following this, residents say they are interested in receiving “transparent/open/fact-based information” (12%), “community updates/what’s new” (12%), and information related to “community planning/land use/new developments” (10%).
- Notably, nearly three-in-ten (28%) residents indicate no immediate need for information, with 26% saying “none/nothing” and 2% saying “don’t know”.

		2024	2022
City taxes/property taxes/budget	19%	16%	20%
Transparent/open/fact-based information	12%	13%	5%
Community updates/what's new	12% ▲	6%	2%
Community planning/land use/new developments	10%	8%	11%
Roads/transportation/transit	9%	6%	4%
Opportunities for public engagement	7% ▲	2%	2%
Online information	6% ▲	1%	1%
Community events/special events	5%	2%	2%
Parks/recreation/arts/culture	4%	2%	2%
City services/programs	4% ▼	8%	4%
Media mentions	4% ▲	0%	<1%
Information (unspecified)	3%	4%	3%
Public/Council meetings	3%	2%	3%
Utilities costs	3%	5%	3%
None/nothing	26%	25%	30%
Don't know	2% ▼	6%	7%

2026 mentions <3% not shown.

Base: All respondents - 2026 (n=400); 2024 (n=400); 2022 (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?

▲ ▼ Significantly higher/lower than 2024.

Preferred Methods of Communication

(coded open-ends, multiple mentions allowed)

- “Email” remains the best way for the City to communicate information, mentioned by 38% of residents on an unprompted basis.
- “Social media (X, Facebook, Instagram, etc.)” is also popular, garnering 29% of mentions.
- These mirror the top two communication preferences from 2024 as well as the municipal norm.
- Notably, requests to receive information via “text” have increased 5 percentage points this year.
- Conversely, mentions of “television” have dropped 6 percentage points.

	2024	2022	NORM
Email  38%	35%	30%	42%
Social media (X, Facebook, Instagram, etc.)  29%	28%	20%	23%
City website  15%	15%	14%	15%
Mail  14%	16%	10%	17%
Newspaper  14%	12%	17%	17%
Radio  11%	8%	14%	5%
Newsletter/pamphlet/flyer/brochure  11%	10%	10%	10%
Text  8% ▲	3%	4%	5%
Telephone  6%	5%	6%	5%
Television  6% ▼	12%	12%	4%
City meetings (Council, public hearings, etc.)  4%	3%	2%	2%
Internet (unspecified)  3%	5%	5%	4%
None/nothing  1%	3%	3%	
Don't know  2%	2%	3%	

2026 mentions <3% not shown.
 Base: All respondents – 2026 (n=400); 2024 (n=400); 2022 (n=400)
 Q13. What methods would be best for the City of Medicine Hat to communicate information to you? Any others?

▲ ▼ Significantly higher/lower than 2024.

Preferred Methods of Communication by Age

(coded open-ends, multiple responses allowed)

- Preferred methods of communication vary by age. For example, residents who are 35+ years prefer “email” above all other methods. Conversely, those who are 18-34 identify “social media” as their top choice for receiving information from the City.

TOP 10 MENTIONS	TOTAL	AGE		
		18 to 34	35 to 54	55+
Base:	400	69*	158	173
Email	38%	34%	48%	34%
Social media (X, Facebook, Instagram, etc.)	29%	40%	30%	21%
City website	15%	6%	20%	16%
Mail	14%	9%	19%	14%
Newspaper	14%	7%	6%	23%
Radio	11%	10%	11%	13%
Newsletter/pamphlet/flyer/brochure	11%	14%	9%	11%
Text	8%	15%	6%	5%
Telephone	6%	4%	5%	7%
Television	6%	4%	4%	8%

* Small base size (<100), interpret with caution.

Base: All respondents – 2026 (n=400)

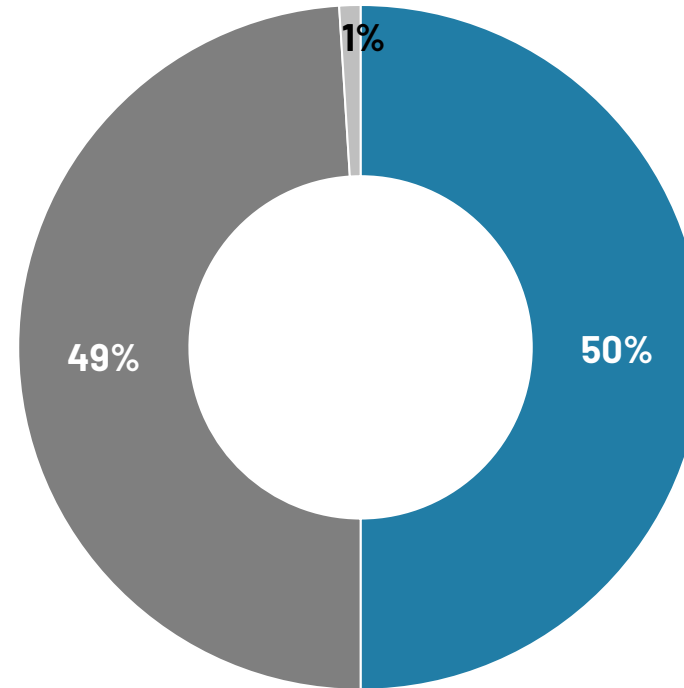
Q13. What methods would be best for the City of Medicine Hat to communicate information to you? Any others?

/ ## - Significantly higher / lower vs. Total

Contacted City in Last 12 Months

- Half (50%) of residents say they personally contacted or dealt with the City or one of its employees over the last 12 months.
- Claimed contact is unchanged from 2024. However, it is above the norm of 41%.
- Residents living south of the river and north of Seven Persons Creek are more likely to say they have contacted or dealt with the City over the last 12 months (62% versus 41% of south of Seven Persons Creek and north of the highway, 44% of south of the highway, 54% of north of the river).

■ Yes
 ■ No
 ■ Don't know



% Yes	
2024	50%
2022	43%
NORM	41%

Base: All respondents – 2026 (n=400); 2024 (n=400); 2022 (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?

▲ ▼ Significantly higher/lower than 2024.

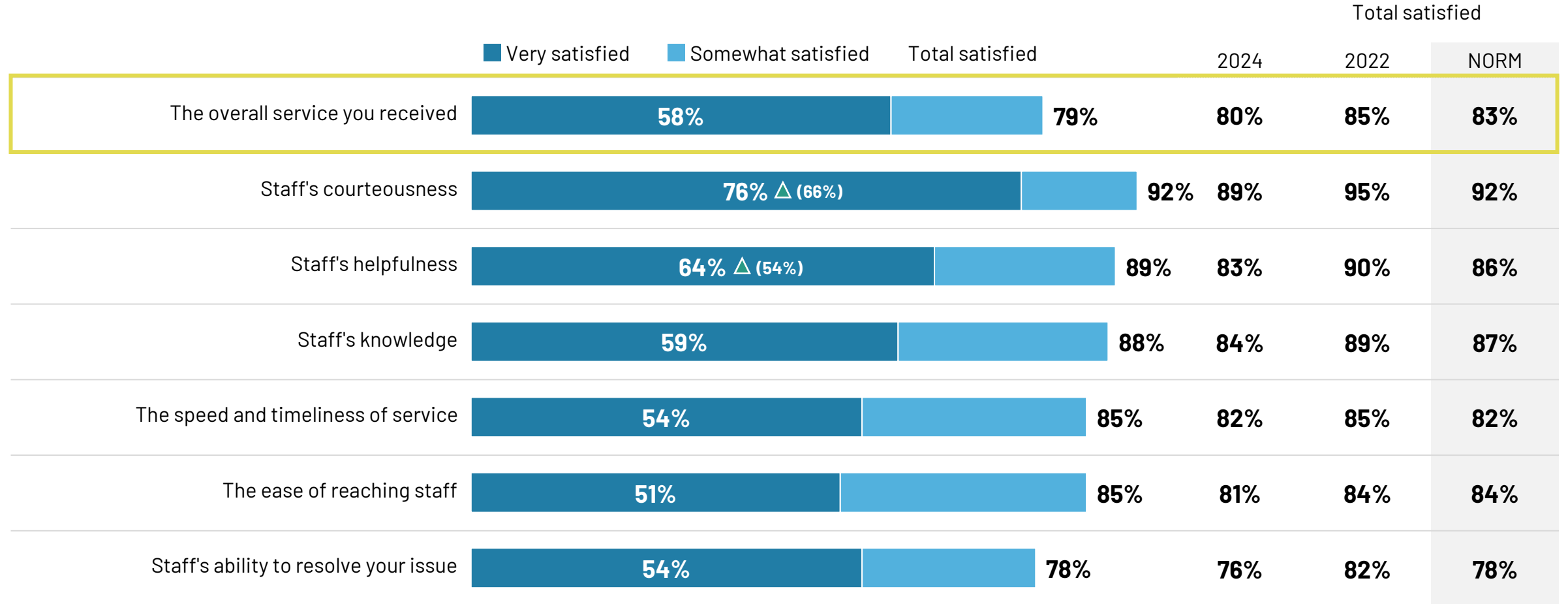
Satisfaction with Customer Service

(among those saying they contacted the City in the last 12 months)

- Satisfaction with the City's customer service remains positive.
- Overall, 79% of those who contacted the City in the last 12 months say they are satisfied with **the overall service received**, including 58% saying 'very satisfied' and 21% saying 'somewhat satisfied'.
- Looking at specific service elements shows that residents continue to be the most satisfied with **staff's courteousness** (92%).
- Additionally, more than eight-in-ten say they are satisfied with:
 - **Staff's helpfulness** (89%)
 - **Staff's knowledge** (88%)
 - **The speed and timeliness of service** (85%)
 - **The ease of reaching staff** (85%)
- The one attribute scoring relatively lower is **staff's ability to resolve issue**, with 78% saying they are satisfied.
- This year's results are statistically similar with 2024.
- However, there has been a directional improvement in satisfaction with **staff's helpfulness**, which had declined in 2024.
- Satisfaction with customer service in Medicine Hat is similar to the municipal norm.

Satisfaction with Customer Service

(among those saying they contacted the City in the last 12 months)



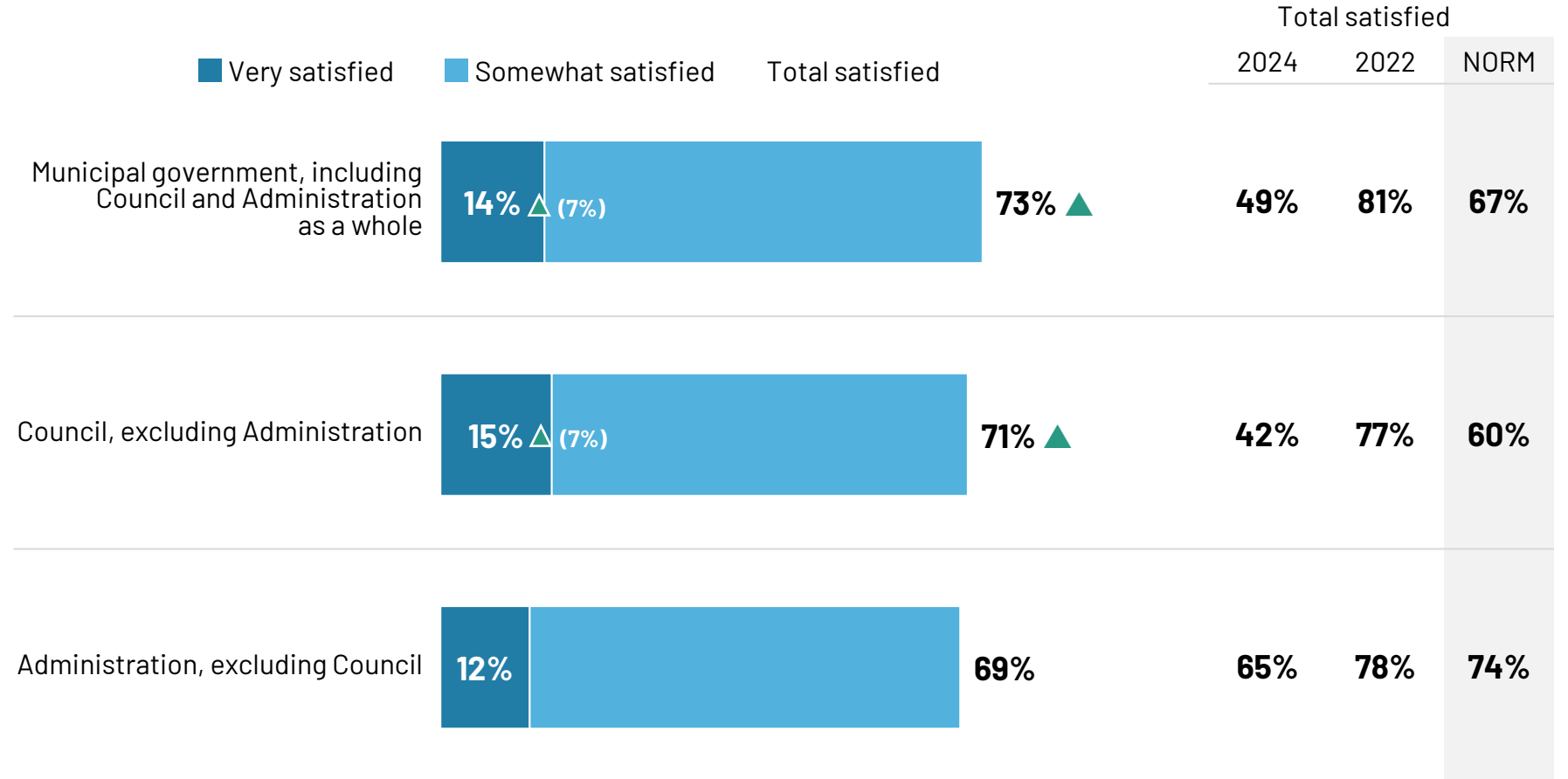
Base: Those saying they contacted the City in the last 12 months - 2026 (n=201); 2024 (n=203); 2022 (n=171)
 Q15. Thinking of your most recent contact experience, how satisfied are you with ...?

Δ ∇ Significantly higher/lower than 2024.

COUNCIL, ADMINISTRATION, AND MUNICIPAL OPERATIONS

Satisfaction with Council and Administration

- Satisfaction with Council and Administration has largely rebounded following a decline in 2024.
- This year, 73% of residents say they are satisfied with the City's **municipal government, including Council and Administration as a whole**. This is up 24 percentage points from 2024 and surpasses the municipal norm of 67%.
- A total of 71% say they are satisfied with **Council, excluding Administration**, up 29 percentage points. This is also higher than the municipal norm of 60%.
- Satisfaction with **Administration, excluding Council** is at 69%, showing directional improvement from 2024 but still slightly below the municipal norm of 74%.
- Despite these gains, satisfaction levels have not yet reached the highs recorded in 2022.



Base: All respondents - 2026 (n=400); 2024 (n=400); 2022 (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?

\blacktriangle \blacktriangledown Significantly higher/lower than 2024.

Satisfaction with Council and Administration by Demographic Group

- Satisfaction with municipal government as a whole is *lower* among those aged 35 to 54 years and those living south of the river and north of Seven Persons Creek.

TOTAL SATISFIED	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18 to 34	35 to 54	55+	North of the river	South of the river & north of Seven Persons Creek	South of Seven Persons Creek & north of the highway	South of the highway
Base:	400	199	193	69*	158	173	98*	78*	106	98*
Municipal government, including Council and Administration as a whole	73%	72%	75%	78%	68%	75%	75%	64%	78%	75%
Council, excluding Administration	71%	68%	76%	69%	68%	76%	73%	60%	79%	71%
Administration, excluding Council	69%	70%	69%	78%	70%	64%	74%	63%	70%	67%

- Satisfaction with Administration is higher among those who have lived in Medicine Hat for 10 years or less.

TOTAL SATISFIED	TOTAL	NUMBER OF YEARS LIVING IN MEDICINE HAT			HOUSING TENURE		HOUSEHOLD COMPOSITION	
		10 or less	11-20	21+	Own	Rent	With Children	Without Children
Base:	400	61*	92*	246	288	108	120	279
Municipal government, including Council and Administration as a whole	73%	83%	71%	72%	74%	73%	73%	74%
Council, excluding Administration	71%	73%	69%	72%	74%	67%	67%	73%
Administration, excluding Council	69%	80%	68%	66%	68%	75%	70%	69%

* Small base size (<100), interpret with caution.
Base: All respondents - 2026 (n=400)

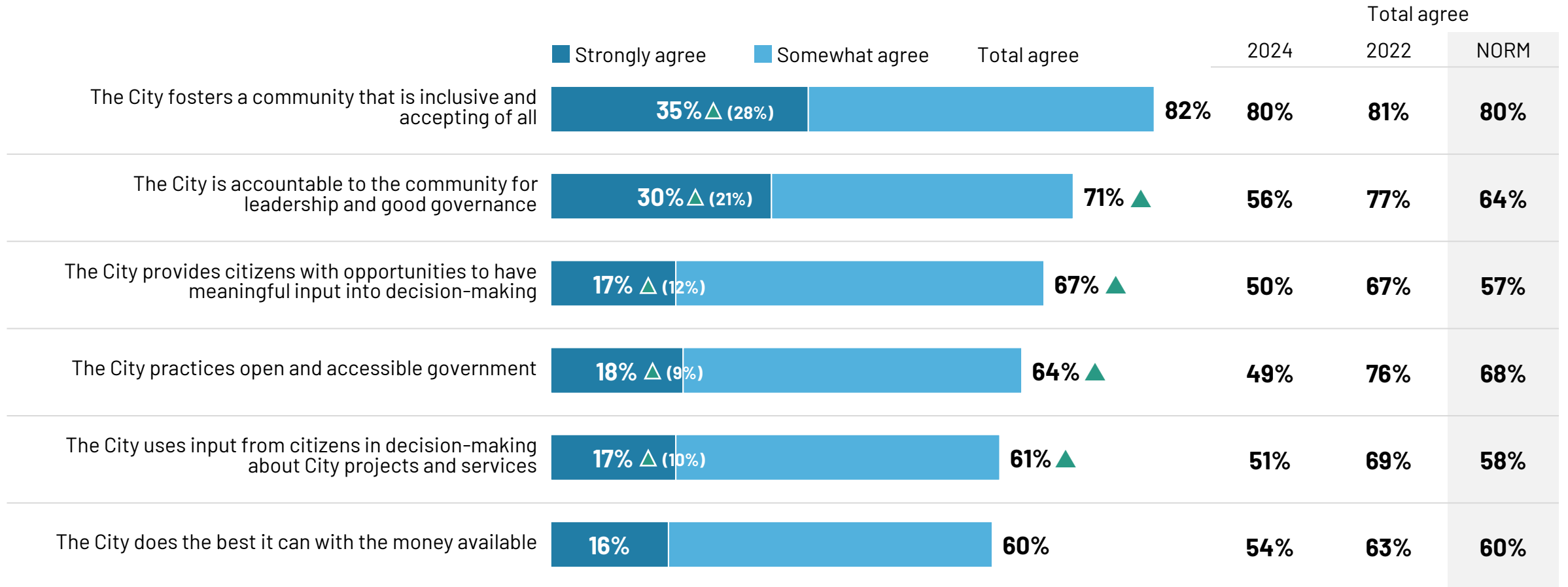
Q16. Taking everything into account, how satisfied are you with the way the City of Medicine Hat's ... is going about running the community?

/ ## - Significantly higher / lower vs. Total

Perceptions of Municipal Operations

- Perceptions of the City's inclusivity efforts remain highly positive, with 82% of residents agreeing (combined 'strongly/somewhat agree' responses) that **the City fosters a community that is inclusive and accepting of all**. This is consistent with past surveys.
- Perceptions of other aspects of the City's municipal operations have improved this year after a decline in 2024.
 - **The City is accountable to the community for leadership and good governance** (71% agree, up 15 percentage points)
 - **The City provides citizens with opportunities to have meaningful input into decision-making** (67% agree, up 17 percentage points)
 - **The City practices open and accessible government** (64% agree, up 15 percentage points)
 - **The City uses input from citizens in decision-making about City projects and services** (61% agree, up 10 percentage points)
 - **The City does the best it can with the money available** (60% agree; while not statistically significant, this is a directional improvement of 6 percentage points)
- This year's results are on par with or exceed the municipal norm. Notably, items where agreement is higher in Medicine Hat as compared to the norm are:
 - **The City is accountable to the community for leadership and good governance** (71% Medicine Hat versus 64% norm)
 - **The City provides citizens with opportunities to have meaningful input into decision-making** (67% Medicine Hat versus 57% norm)

Perceptions of Municipal Operations



Base: All respondents - 2026 (n=400); 2024 (n=400); 2022 (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.

Δ ∇ Significantly higher/lower than 2024.

Perceptions of Municipal Operations by Demographic Group (1/2)

- Residents who are 35 to 54 years of age are generally *less likely* to demonstrate positive views of the City's municipal operations.
- Those living south of the river and north of Seven Persons Creek are *less likely* to agree that **the City is accountable to the community for leadership and good governance**.

TOTAL AGREE	TOTAL	GENDER		AGE			NEIGHBOURHOOD			
		Man	Woman	18 to 34	35 to 54	55+	North of the river	South of the river & north of Seven Persons Creek	South of Seven Persons Creek & north of the highway	South of the highway
Base:	400	199	193	69*	158	173	98*	78*	106	98*
The City fosters a community that is inclusive and accepting of all	82%	85%	82%	85%	83%	80%	81%	78%	88%	82%
The City is accountable to the community for leadership and good governance	71%	72%	69%	77%	60%	75%	75%	58%	76%	72%
The City provides citizens with opportunities to have meaningful input into decision-making	67%	69%	67%	76%	62%	66%	67%	66%	66%	65%
The City practices open and accessible government	64%	65%	63%	77%	57%	62%	66%	55%	69%	65%
The City uses input from citizens in decision-making about City projects and services	61%	65%	59%	71%	53%	62%	61%	56%	62%	59%
The City does the best it can with the money available	60%	63%	58%	64%	50%	63%	58%	52%	64%	59%

* Small base size (<100), interpret with caution.

Base: All respondents - 2026 (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.

/ ## - Significantly higher / lower vs. Total

Perceptions of Municipal Operations by Demographic Group (2/2)

- Perceptions of the City's public engagement efforts, specifically regarding providing citizens with opportunities for input into decision-making and the usage of citizens' input, are higher among residents who have lived in Medicine Hat for 10 years or less.

TOTAL AGREE	TOTAL	NUMBER OF YEARS LIVING IN MEDICINE HAT			HOUSING TENURE		HOUSEHOLD COMPOSITION	
		10 or less	11-20	21+	Own	Rent	With Children	Without Children
Base:	400	61*	92*	246	288	108	120	279
The City fosters a community that is inclusive and accepting of all	82%	85%	83%	81%	84%	79%	85%	82%
The City is accountable to the community for leadership and good governance	71%	79%	70%	69%	70%	73%	67%	72%
The City provides citizens with opportunities to have meaningful input into decision-making	67%	83%	67%	63%	65%	72%	63%	69%
The City practices open and accessible government	64%	74%	64%	61%	62%	68%	63%	65%
The City uses input from citizens in decision-making about City projects and services	61%	81%	63%	55%	58%	68%	56%	63%
The City does the best it can with the money available	60%	67%	60%	57%	59%	59%	57%	61%

* Small base size (<100), interpret with caution.

Base: All respondents - 2026 (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.

/ ## - Significantly higher / lower vs. Total

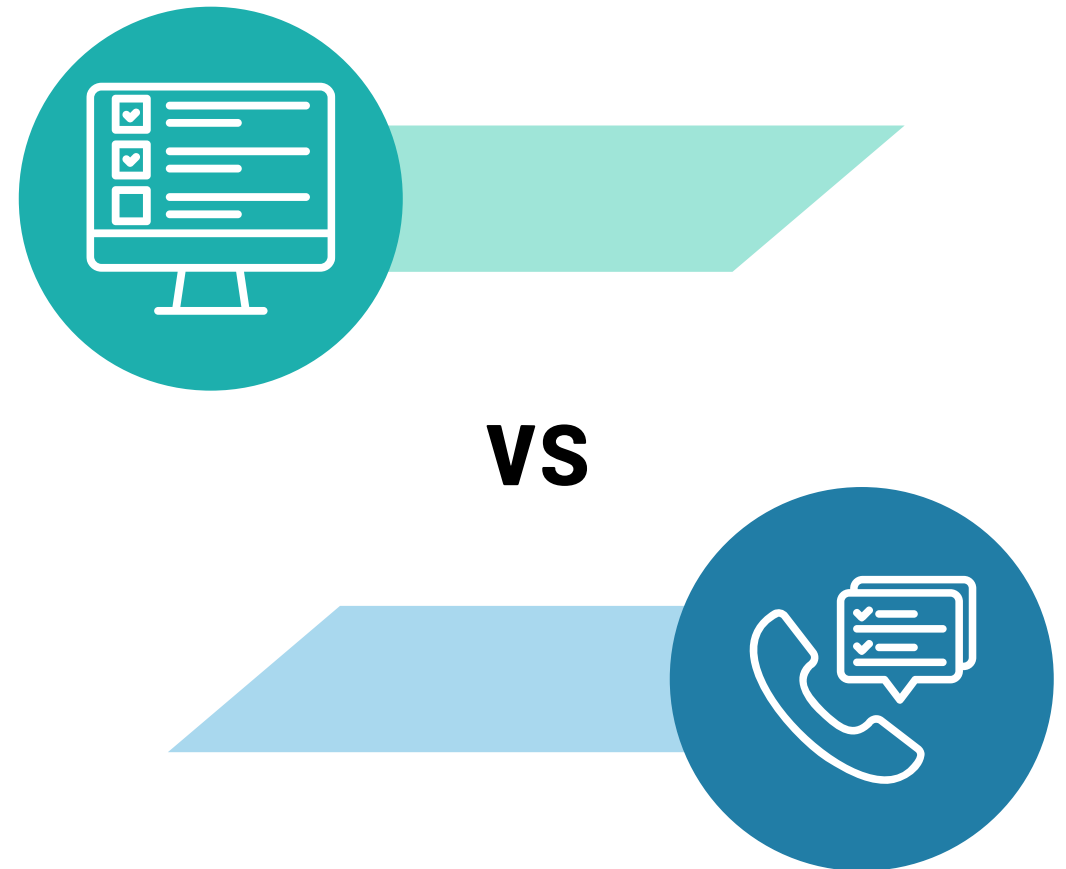
03 APPENDIX: ONLINE SURVEY RESULTS

EXECUTIVE SUMMARY

Executive Summary

Comparison of Online to Telephone

- Overall, online survey respondents provide lower ratings than telephone survey respondents on most measures.
- For online survey respondents, the number one local issue is taxation/municipal government spending. This is different from the telephone survey, where social issues top the list.
- Online survey respondents are more likely to have contacted the City in the last 12 months, indicating an overall higher level of civic involvement than telephone survey respondents.
- While a majority of telephone survey respondents demonstrate a positive view of Council, Administration, and municipal operations, only a minority of online survey respondents feel this way.



Comparison of Online to Telephone for Key Survey Metrics ^(1/2)

	ONLINE	TELEPHONE
Overall Quality of Life	80% total good	93% total good
Change in Quality of Life in Past Three Years	68% worsened	45% worsened
Likelihood of Recommending Medicine Hat as a Place to Live	75% total likely	89% total likely
Important Local Issues (Top 3)	Taxation/municipal government spending (27%) Economy (24%) Social issues (21%)	Social issues (37%) Economy (20%) Taxation/municipal government spending (15%) Municipal government services (15%)
Overall Satisfaction with City Services	71% total satisfied	90% total satisfied
Value for Taxes	49% total good value	77% total good value
Balancing Taxation and Service Delivery Levels	29% total increase taxes 54% total cut services	41% total increase taxes 47% total cut services
Contacted City in Last 12 Months	63% yes	50% yes
Satisfaction with Overall Customer Service	65% total satisfied	79% total satisfied

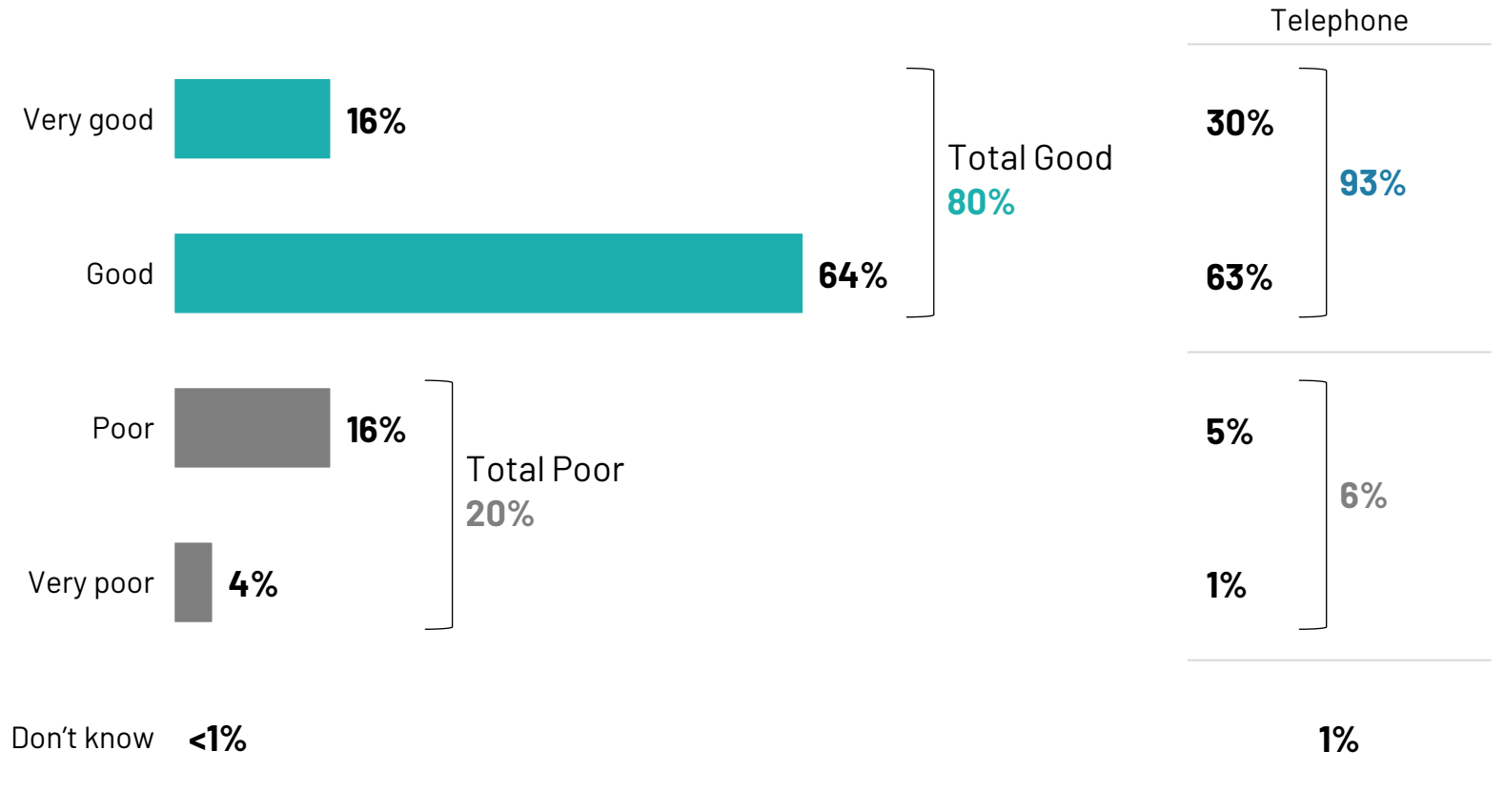
Comparison of Online to Telephone for Key Survey Metrics ^(2/2)

	ONLINE	TELEPHONE
Satisfaction with Council and Administration		
Municipal government as a whole	36% total satisfied	73% total satisfied
Council, excluding Administration	45% total satisfied	71% total satisfied
Administration, excluding Council	32% total satisfied	69% total satisfied
Perceptions of Municipal Operations		
The City fosters a community that is inclusive and accepting of all	53% total agree	82% total agree
The City is accountable to the community for leadership and good governance	40% total agree	71% total agree
The City practices open and accessible government	29% total agree	64% total agree
The City provides citizens with opportunities to have meaningful input into decision-making	27% total agree	67% total agree
The City does the best it can with the money available	25% total agree	60% total agree
The City uses input from citizens in decision-making about City projects and services	20% total agree	61% total agree

QUALITY OF LIFE

Overall Quality of Life in Medicine Hat Today

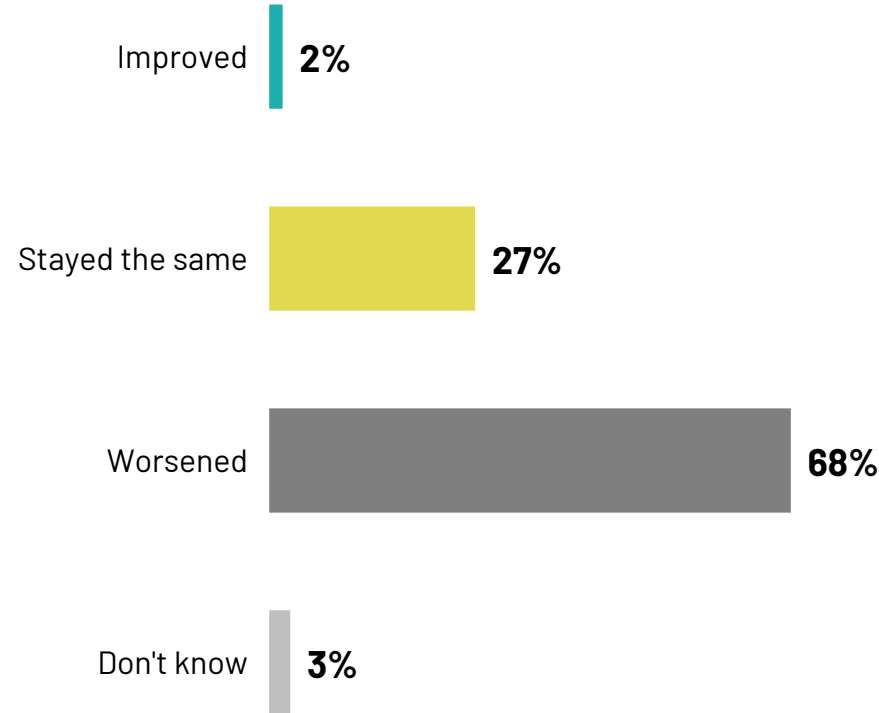
- In total, 80% of online survey respondents rate the overall quality of life in Medicine Hat today as good.
- This includes 16% saying 'very good' and 64% saying 'good'.
- Perceptions of the overall quality of life are lower among those participating online versus the telephone.



Base: All respondents – Online (n=367); Telephone (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

- More than two-thirds (68%) of online survey respondents feel that the quality of life in Medicine Hat has 'worsened' over the past three years.
- Another 27% say it has 'stayed the same', while 2% say it has 'improved'.
- This yields a net momentum score of -66 points.
- Online survey respondents are more likely than those participating via the telephone to say the quality of life in Medicine Hat has 'worsened' over the past three years.



NET SCORE
Improved - Worsened

Online: -66

Telephone: -37

Telephone

8%

46%

45%

1%

Base: All respondents - Online (n=367); Telephone (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)(verbatim responses online, coded open-ends telephone)

- Only 10 online survey respondents say the quality of life in Medicine Hat has 'improved' over the past three years.
- Given the small sample size, the results to the follow up question asking why they think the quality of life has improved cannot be coded. Instead, the verbatim responses have been provided.



Always evolving.

City has become more recreation centered.

Community space is cleaner, effort is being made around safety.

In our area of the city, drug use and crime has somewhat decreased.

New restaurants, better snow removal, better Council.

Overall cost to quality of life relative to the provincial average.

Started out money back into parks and pathways.

Transportation and jobs.

We still have the lowest taxes compared to other cities of the same size in Alberta.

Don't know.

Telephone Top 3 Reasons

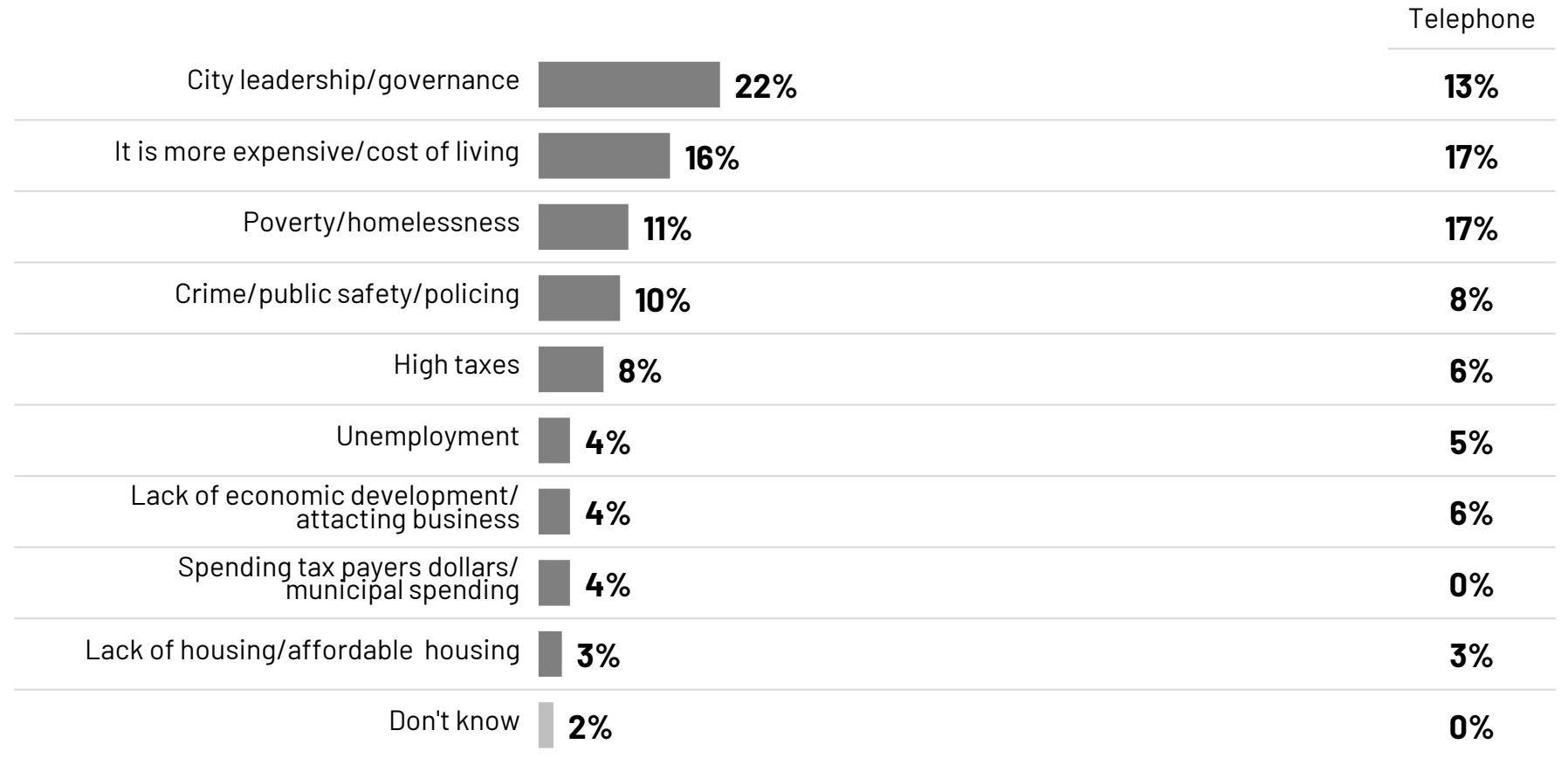
City leadership/ governance	15%
Good amenities/services (unspecified)	13%
The people living in Medicine Hat	12%

* Very small base size (<50), interpret with extreme caution.
Base: Those saying the quality of life has improved - Online (n=10)*; Telephone (n=29)*
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 worsened)(coded open-ends)

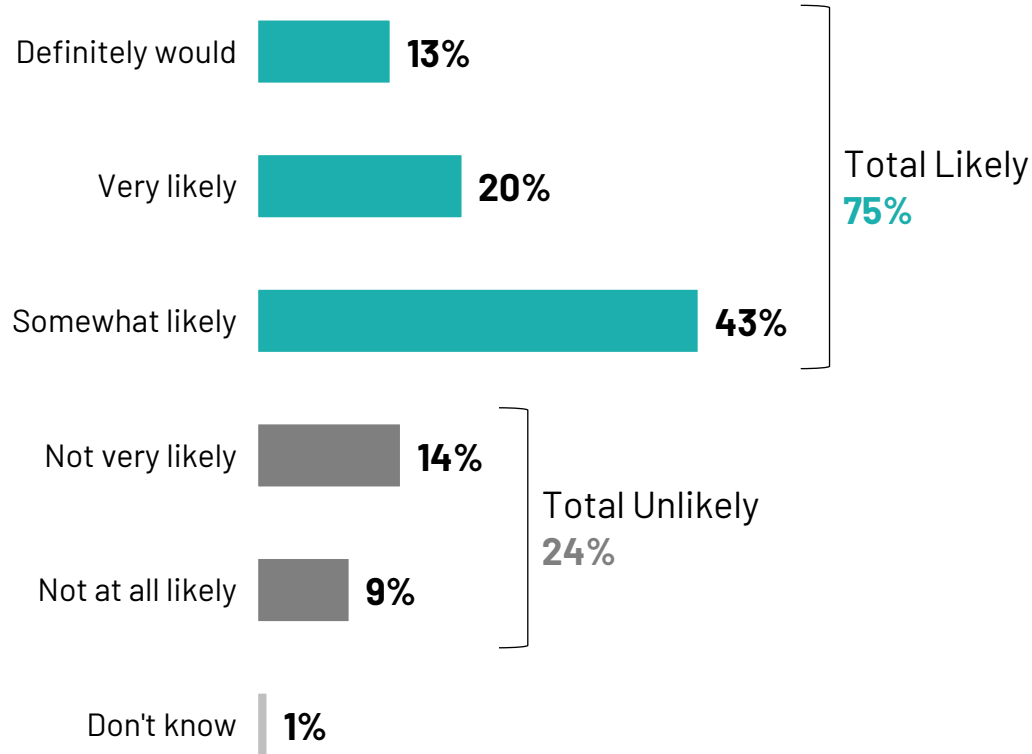
- Online survey respondents who feel the quality of life in Medicine Hat has 'worsened' over the past three years attribute this to a variety of reasons.
- The most frequently mentioned unprompted factor is "City leadership/governance" (22%).
- Other reasons include "it is more expensive/cost of living" (16%), "poverty/homelessness" (11%), and "crime/public safety/policing" (10%).
- These generally mirror the top responses provided by telephone survey respondents, although mentions of City leadership/governance are slightly higher among those participating online.



2026 online mentions <3% not shown.
 Base: Those saying the quality of life has worsened – Online (n=251); Telephone (n=187)
 Q6. Why do you think the quality of life has worsened?

Likelihood of Recommending Medicine Hat as a Place to Live

- Three-quarters (75%) of online survey respondents say they are likely to recommend Medicine Hat as a place to live.
- This includes 13% saying 'definitely would', 20% saying 'very likely', and 43% saying 'somewhat likely'.
- The likelihood of recommending Medicine Hat as a place to live is lower among online survey respondents as compared to those participating via the telephone.



Base: All respondents - Online (n=367); Telephone (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

(coded open-ends, multiple mentions allowed)

- In the online survey, **taxation/municipal government spending** is identified as the most important local issue, garnering 27% of unprompted mentions. This contrasts with the telephone survey, where social issues are the prevailing concern.
- Other important issues for online survey respondents are the **economy** (24%) and **social issues** (21%).

	■ First mention	■ Second mention	Total mentions	Telephone
Taxation/municipal government spending (NET)	21%	27%		15%
Economy (NET)	16%	24%		20%
Social issues (NET)	15%	21%		37%
Transportation (NET)	10%	12%		14%
Municipal government services (NET)	9%	12%		15%
Crime/public safety (NET)	6%	8%		6%
City leadership/governance	6%	8%		2%
Growth/development (NET)	5%	7%		4%
Environment (NET)	2%	5%		6%
Parks/recreation/culture (NET)	2%	4%		7%
Healthcare (NET)	1%			4%
Education (NET)	0%			3%
Other (NET)	3%	7%		5%
None/don't know		5%		12%

A "NET" is a combination of two or more mentions that cover a specific theme. COVID-19 removed in 2024. Mentions were 0% online and 2% telephone in 2022.

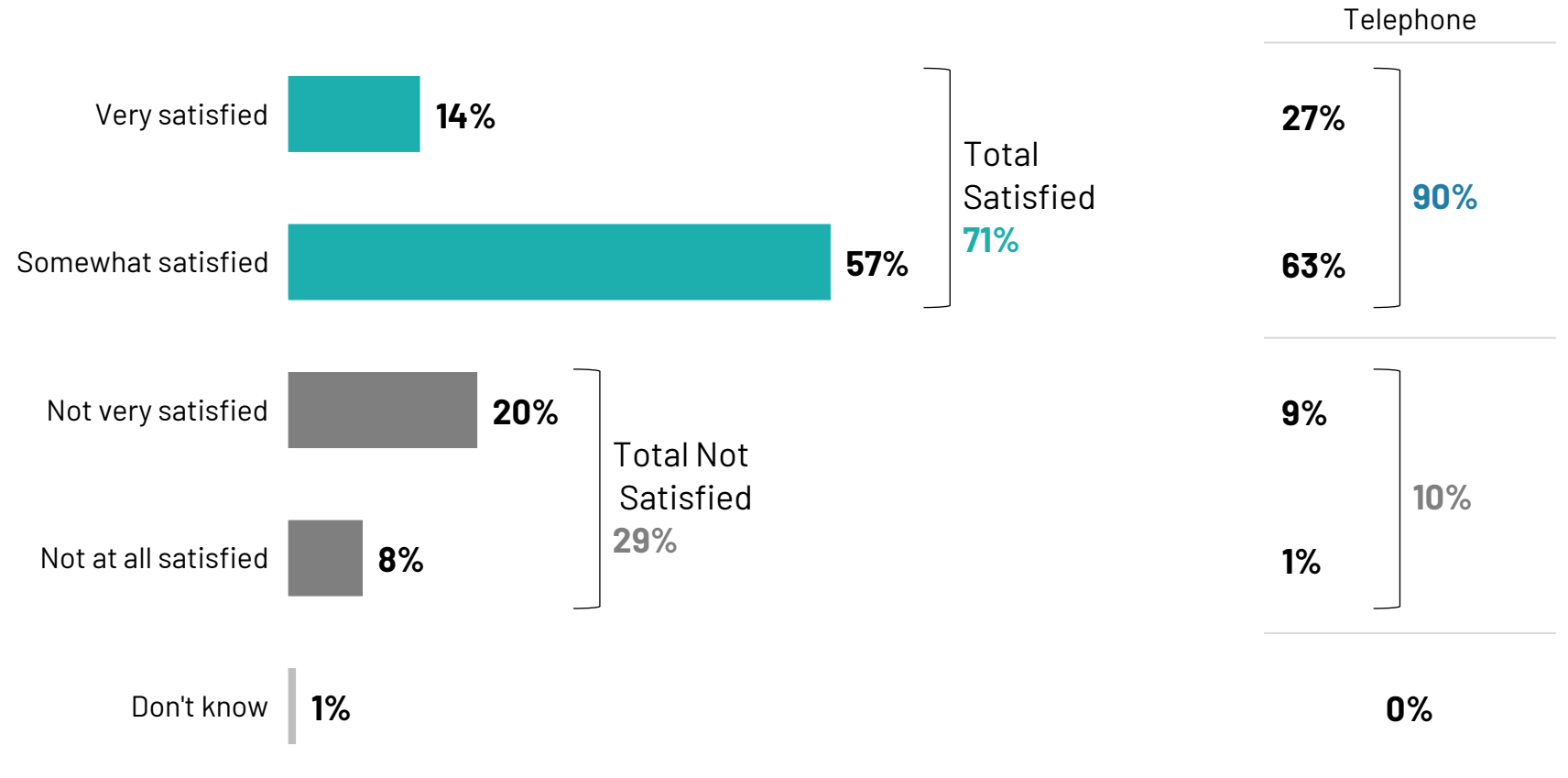
Base: All respondents - Online (n=367); Telephone (n=400)

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

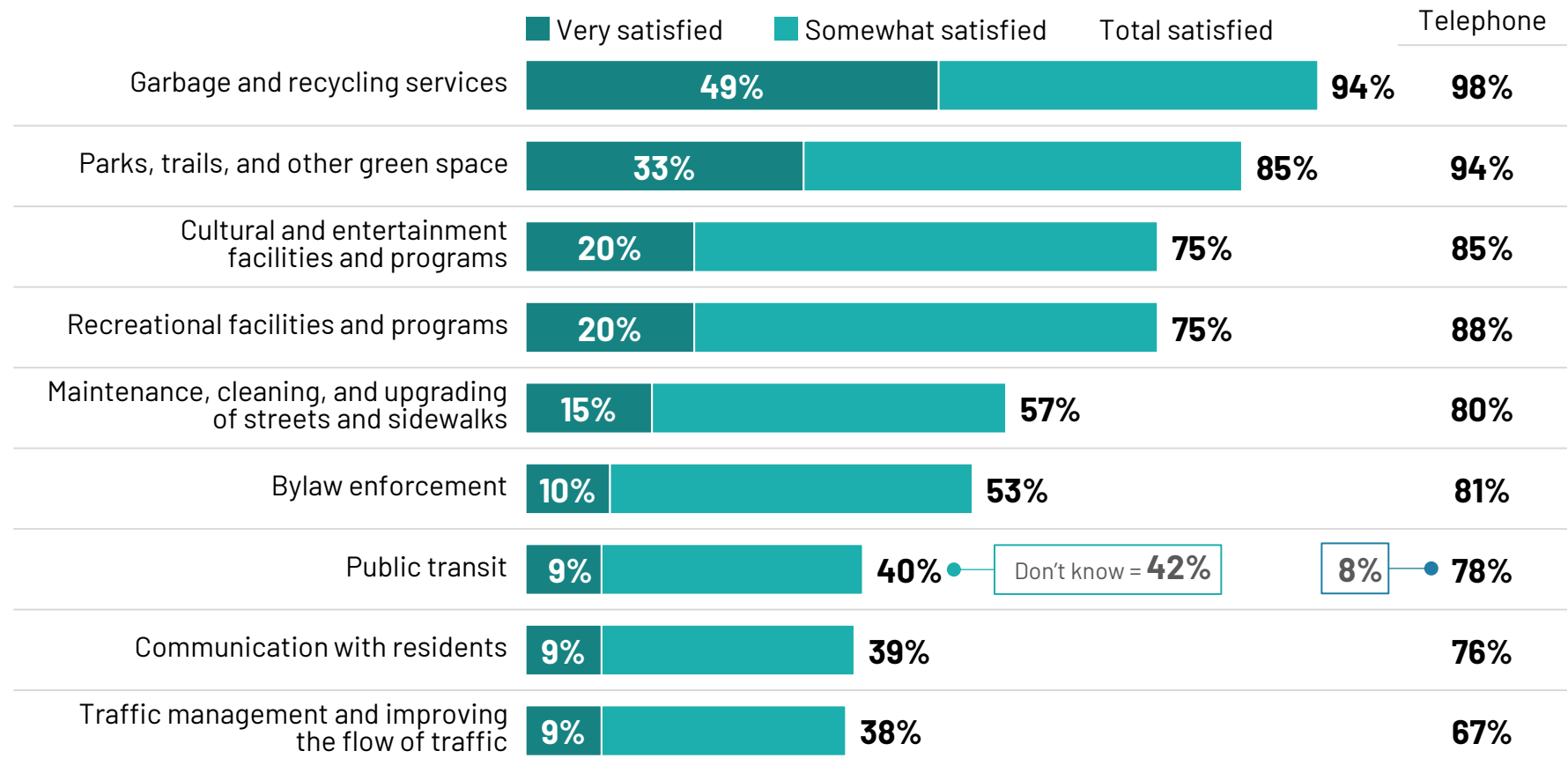
- Most (71%) online survey respondents say they are satisfied with the overall level and quality of City services.
- This includes 14% saying 'very satisfied' and 57% saying 'somewhat satisfied'.
- Overall satisfaction with City services is lower among online survey respondents than telephone survey respondents.



Base: All respondents – Online (n=367); Telephone (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

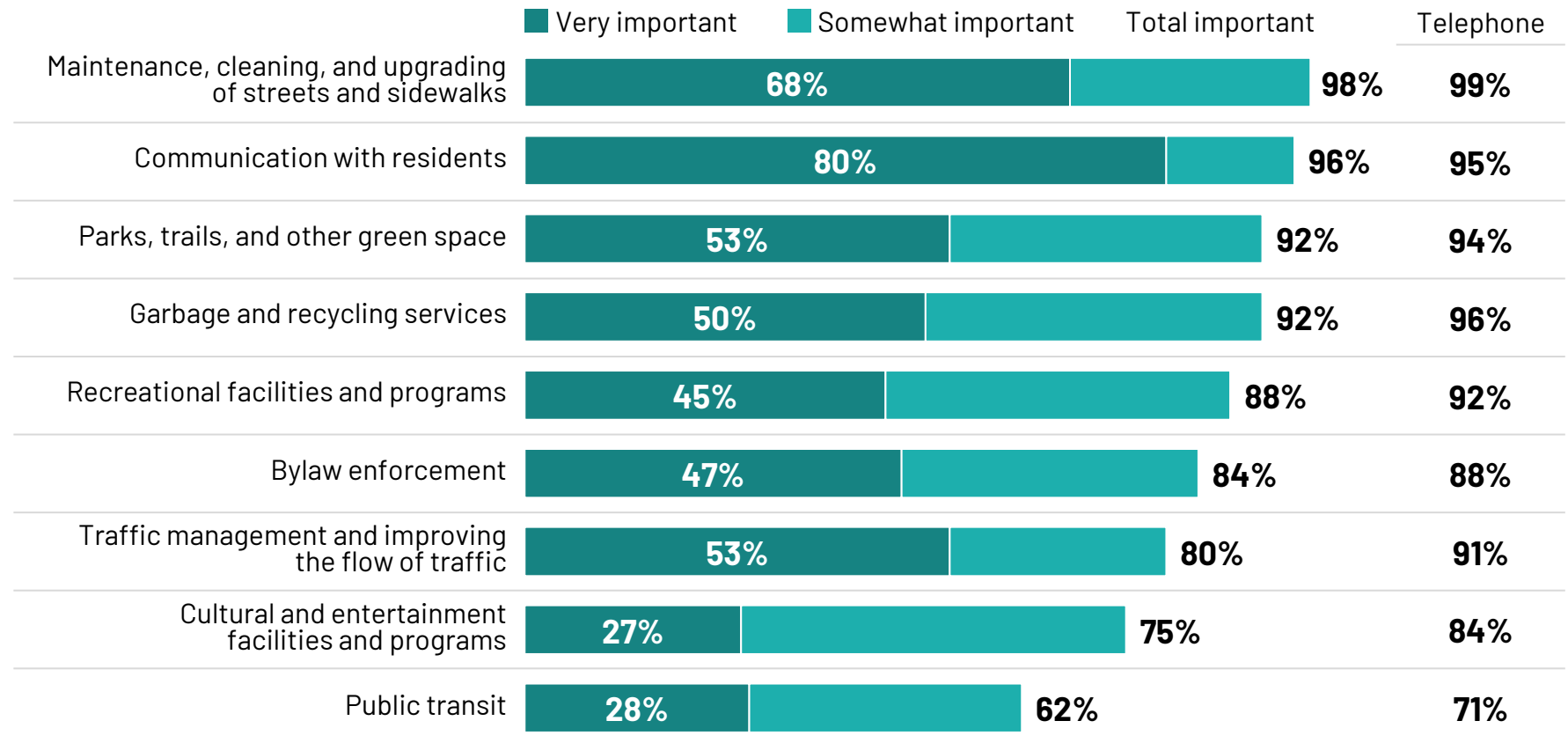
- Of the evaluated services, online survey respondents show the highest satisfaction with **garbage and recycling services** at 94% total satisfied.
- Conversely, **communication with residents** (39%) and **traffic management and improving the flow of traffic** (38%) score the lowest in satisfaction.
- While **public transit** also rates lower (40%), only 18% say they are dissatisfied. Rather, a large percentage (42%) are unsure how to evaluate their satisfaction, likely due to a lack of familiarity with this service.
- Satisfaction with specific City services is lower among online survey respondents as compared to those participating via the telephone.



Base: All respondents - Online (n=367); Telephone (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

- All the evaluated services are important to online survey respondents.
- Importance ranges from a high of 98% for **maintenance, cleaning, and upgrading of streets and sidewalks** to a low of 62% for **public transit**.
- Compared to telephone survey respondents, those participating online attach less importance to **traffic management and improving the flow of traffic, cultural and entertainment facilities and programs, and public transit**.

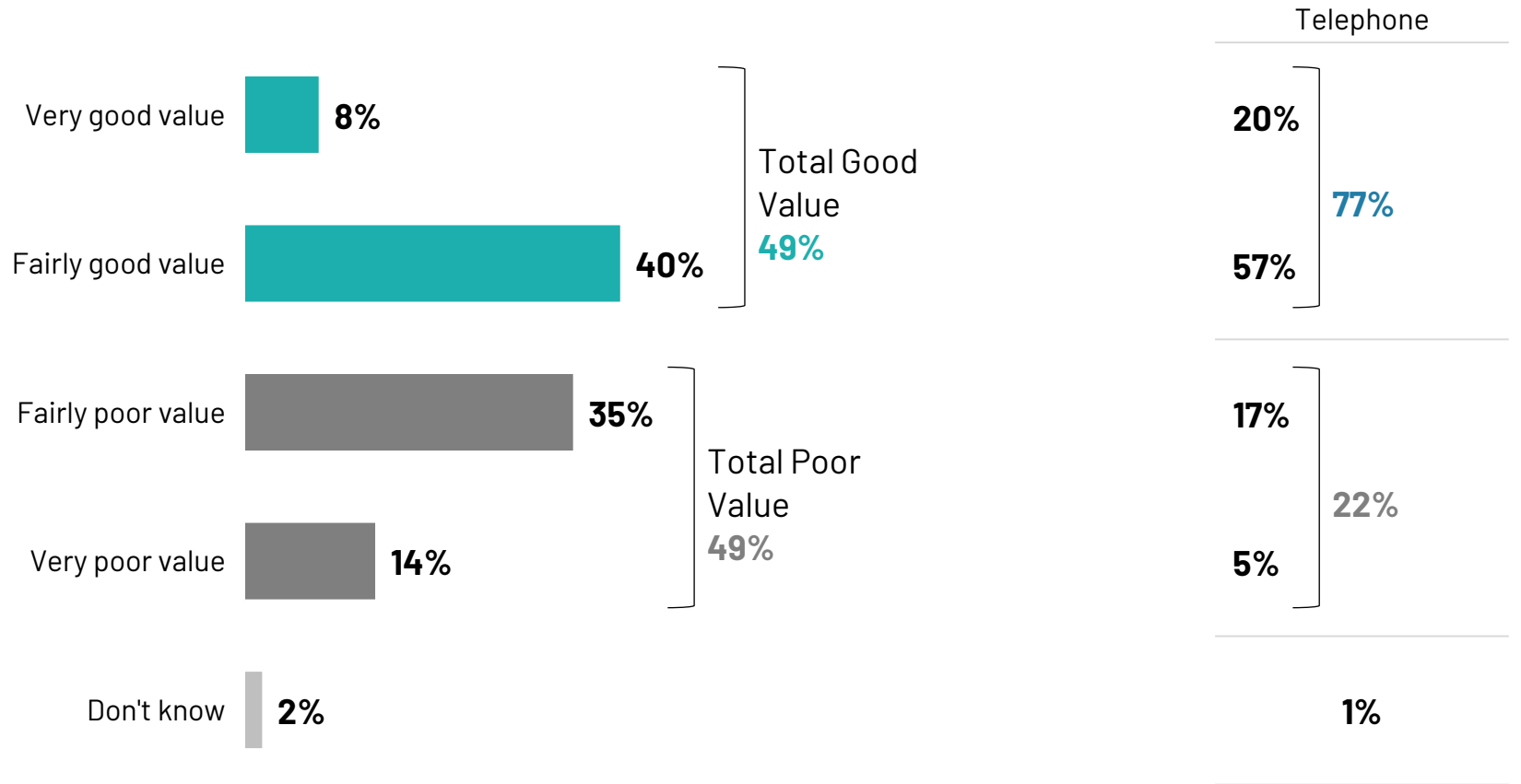


Base: All respondents – Online (n=367); Telephone (n=400)
 Q8. I am going to read a list of services provided to you by the City of Medicine Hat. Please rate how important each one is to you on a scale of very important, somewhat important, not very important, not at all important.

FINANCIAL PLANNING

Value for Taxes

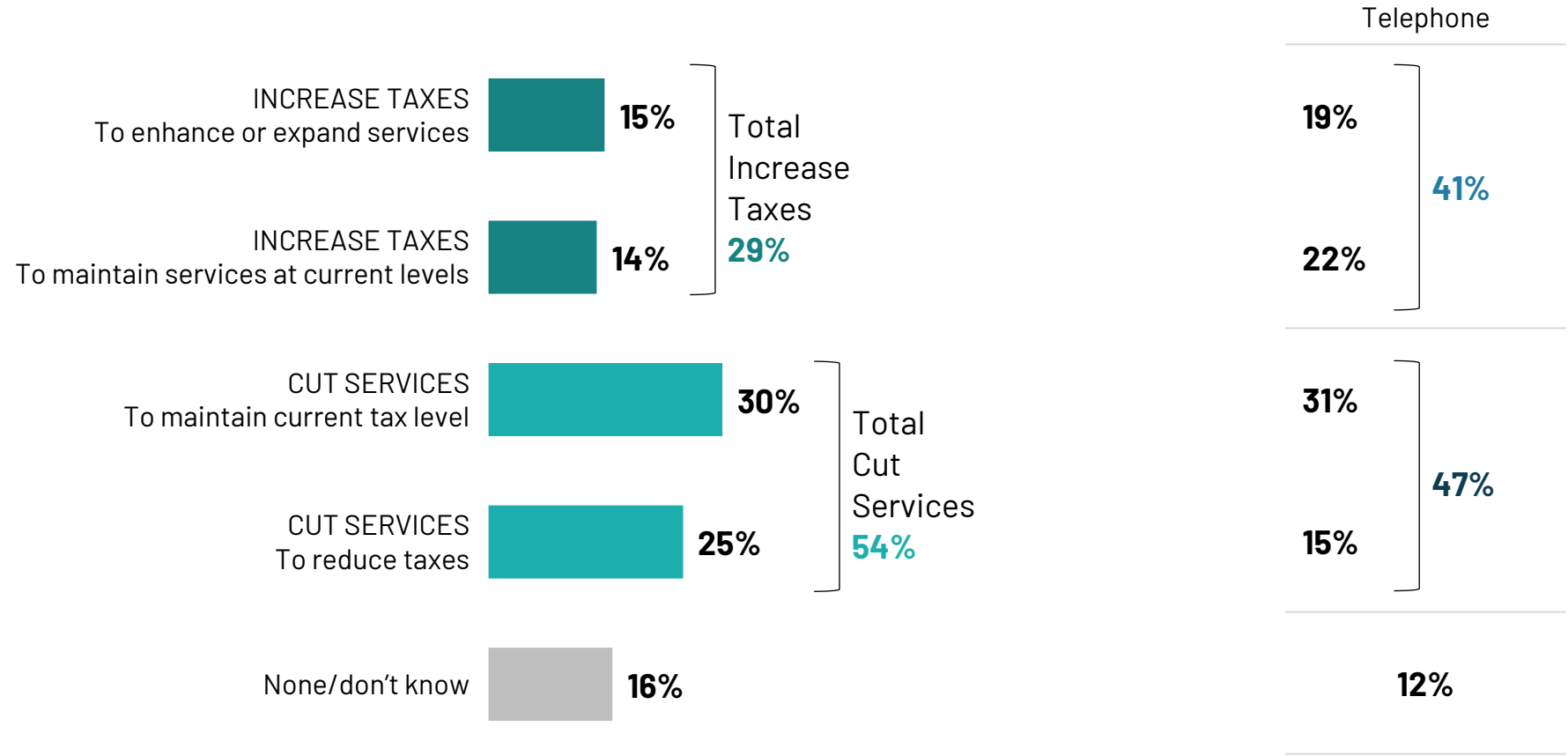
- Perceptions of value for taxes among online survey respondents are mixed, with 49% saying they receive good value and 49% saying they receive poor value.
- This is different from the telephone survey, where a majority say they receive good value for the taxes they pay to the City.



Base: All respondents – Online (n=367); Telephone (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

- When it comes to balancing taxation and service delivery levels, online survey respondents prefer service cuts (54%) over tax increases (29%).
- While telephone survey respondents share this sentiment, it is more strongly felt among online survey participants.



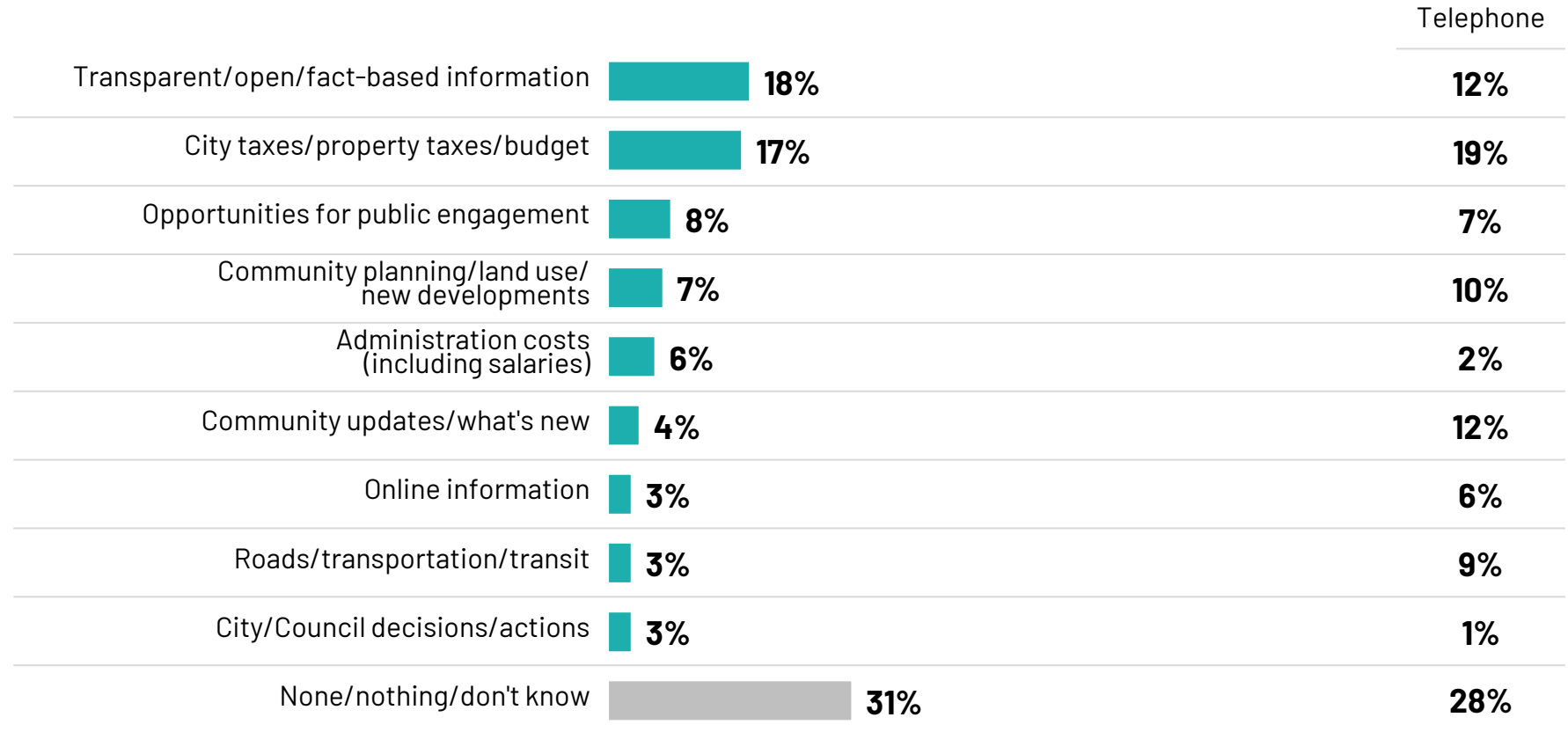
Base: All respondents – Online (n=367); Telephone (n=400)
 Q11. Municipal property taxes are the primary way to pay for services provided by the City of Medicine Hat. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery 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

(coded open-ends, multiple mentions allowed)

- Online survey respondents show the greatest interest in receiving “transparent/open-fact based information” from the City, accounting for 18% of mentions on an unprompted basis.
- This is closely followed by information related to “City taxes/property taxes/budget” (17%).
- These were also among the top information requests in the telephone survey.



2026 online mentions <3% not shown.

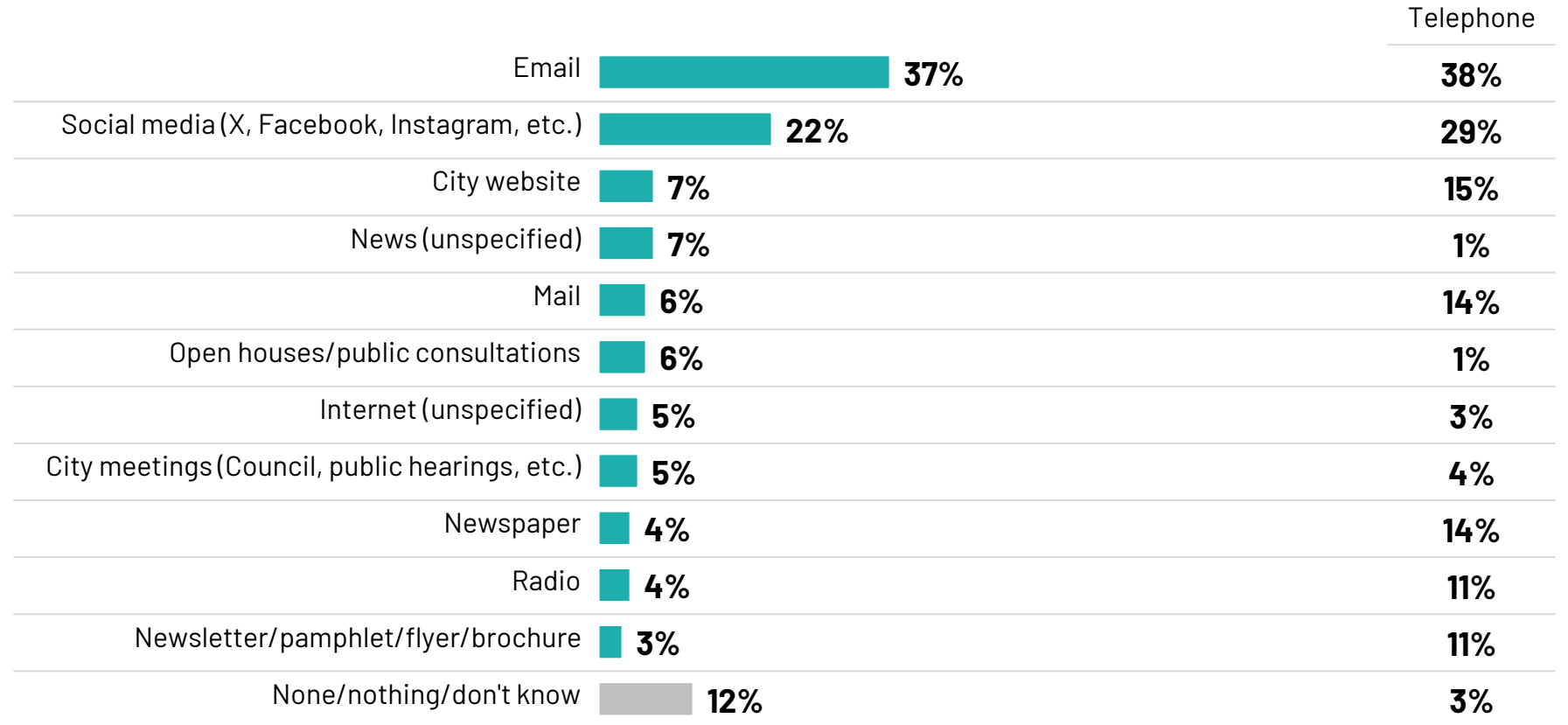
Base: All respondents – Online (n=367); Telephone (n=400)

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

(coded open-ends, multiple mentions allowed)

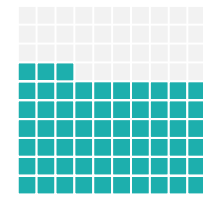
- Online survey respondents identify “email” as the most preferred method for receiving information from the City, mentioned by 37% on an unpromoted basis.
- “Social media (X, Facebook, Instagram, etc.)” is the second preferred communication channel, with 22% of mentions.
- These were also the two channels mentioned the most frequently by telephone survey respondents.



2026 online mentions <3% not shown.
 Base: All respondents – Online (n=367); Telephone (n=400)
 Q13. What methods would be best for the City of Medicine Hat to communicate information to you? Any others?

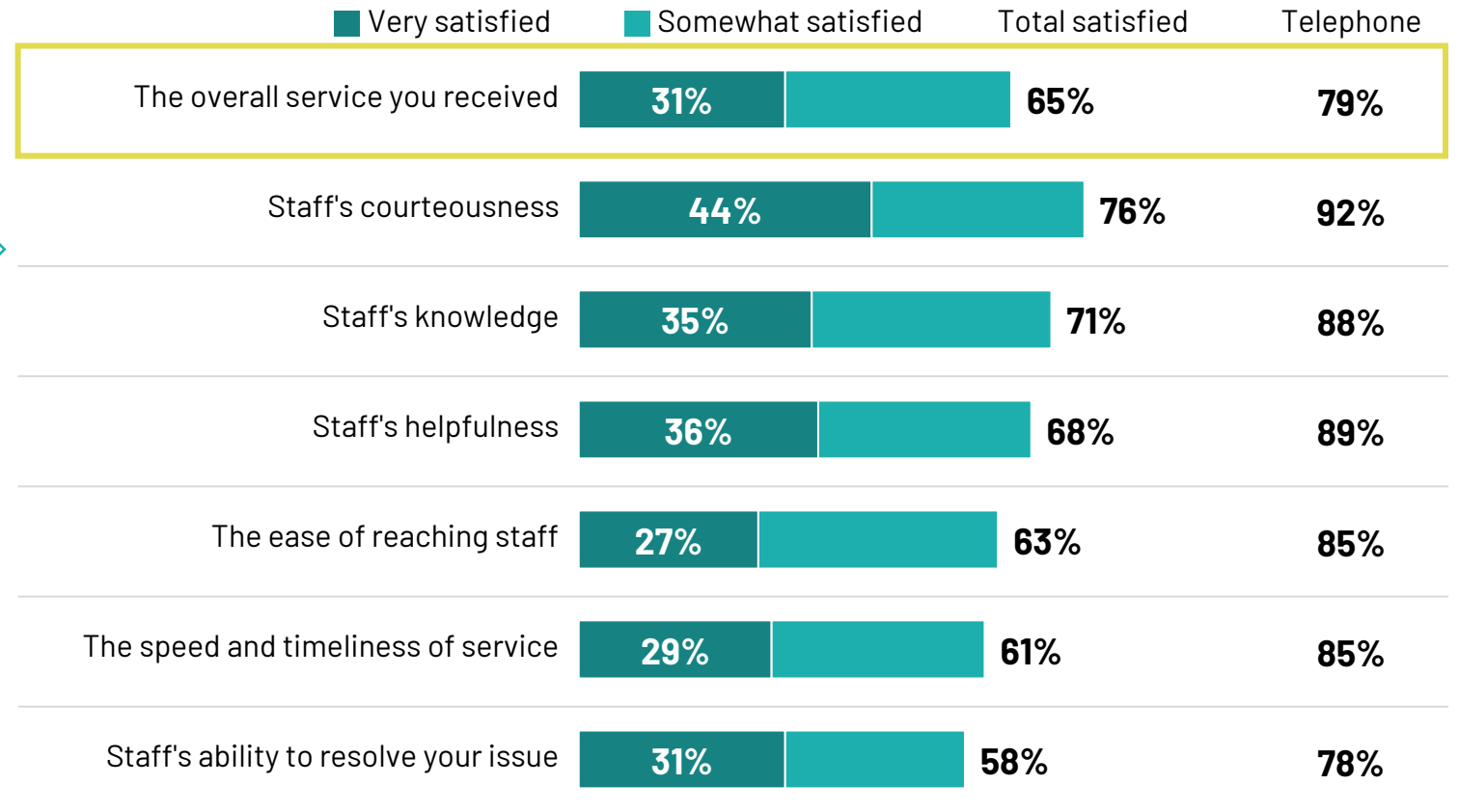
Contacted City in Last 12 Months and Satisfaction with Customer Service

- More than six-in-ten (63%) online survey respondents say they contacted or dealt with the City in the last 12 month.
- This is higher than the telephone survey, indicating an overall higher level of civic involvement among online survey respondents.
- Among online survey respondents who contacted the City, 65% say they are satisfied with **the overall service received**.
- Satisfaction with the City's customer service is lower among online survey respondents compared to those participating via the telephone.



63% Yes

Telephone
50%



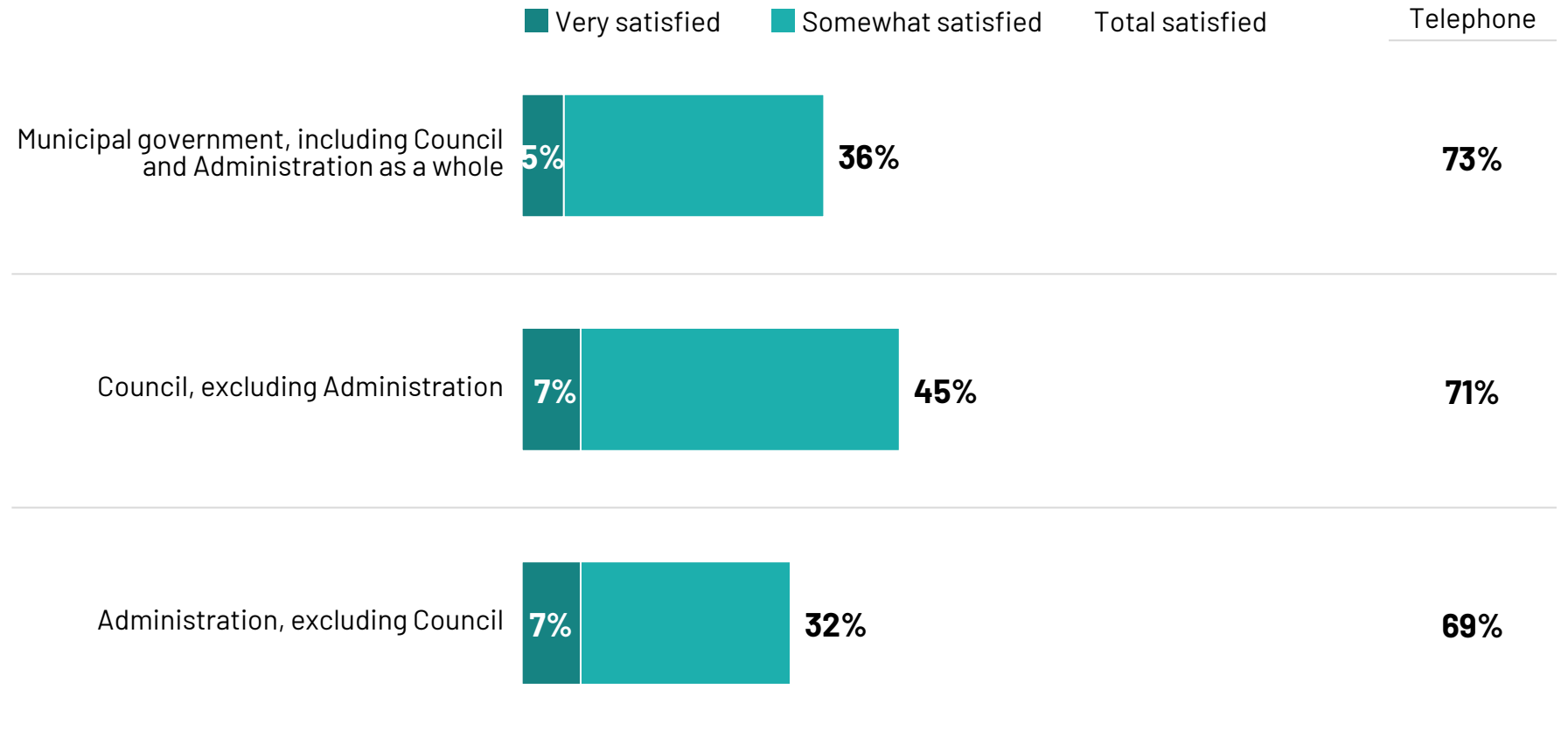
Base: All respondents - Online (n=367); Telephone (n=400)
Q14. In the last 12 months, have you personally contacted or dealt with the City of Medicine Hat or one of its employees?

Base: Those saying they contacted City of Medicine Hat in past 12 months - Online (n=231); Telephone (n=201)
Q15. Thinking of your most recent contact experience, how satisfied are you with ...?

COUNCIL, ADMINISTRATION, AND MUNICIPAL OPERATIONS

Satisfaction with Council and Administration

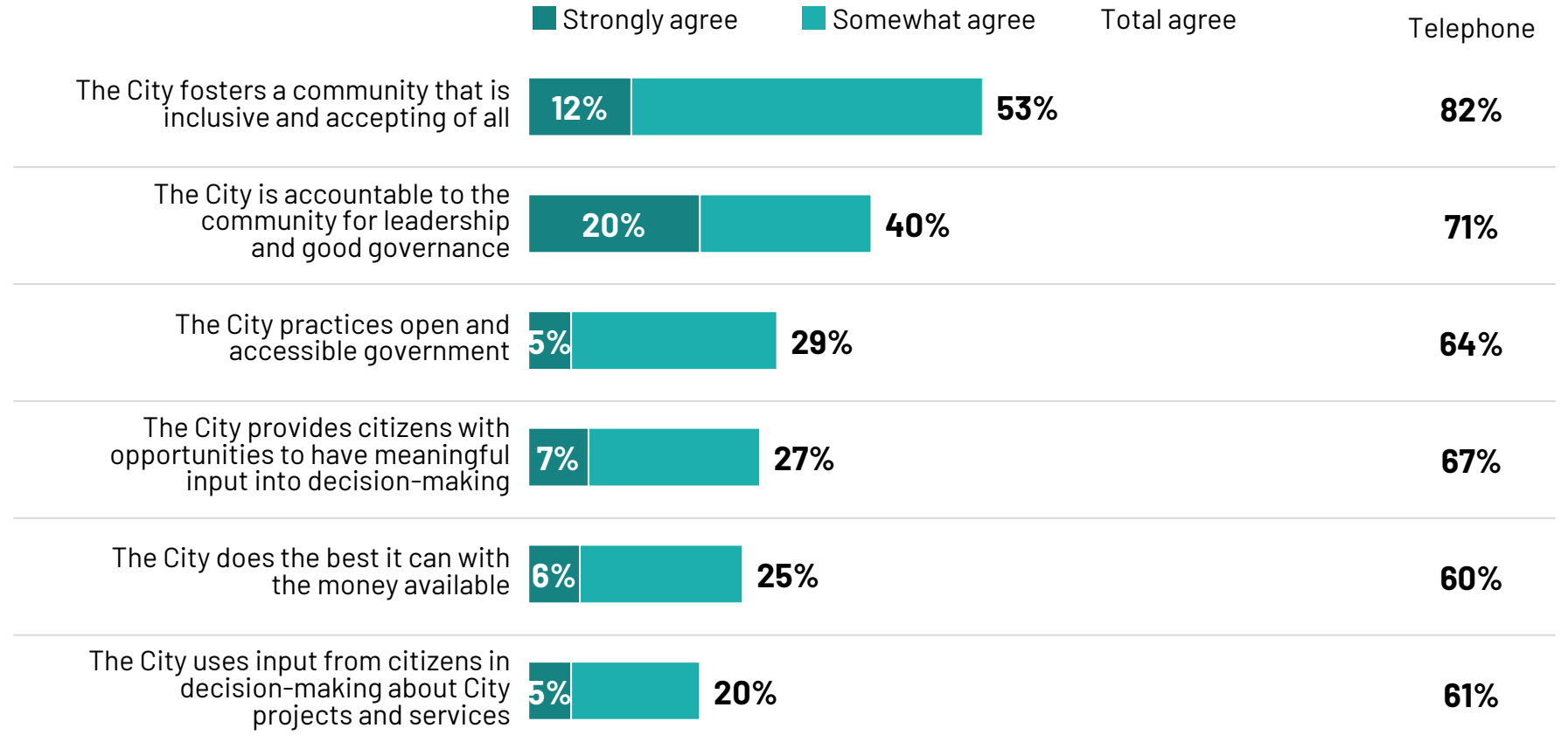
- Only a minority of online survey respondents express satisfaction with how Council and Administration are running the community, demonstrating notably more negative attitudes compared to telephone survey respondents.
- In total, 36% of online survey respondents say they are satisfied with the City's **municipal government, including Council and Administration as a whole**.
- Satisfaction is higher for **Council** (45%) than for **Administration** (32%).



Base: All respondents - Online (n=367); Telephone (n=400)
 Q16. Taking everything into account, how satisfied are you with the way the each of the following is going about running the community?

Perceptions of Municipal Operations

- Online survey respondents are generally critical of the City's municipal operations, expressing notably more negative views than telephone survey respondents.
- Just over half (53%) of online survey respondents agree that **the City fosters a community that is inclusive and accepting of all.**
- Perceptions of other aspects of the City's municipal operations are more negative, with the overall lowest rating given to **the City uses input from citizens in decision-making about City projects and services** (20% agree).



Base: All respondents – Online (n=367); Telephone (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.

04 APPENDIX: SAMPLE CHARACTERISTICS



Sample Characteristics

	Phone Unweighted (n=400)	Phone Weighted (n=400)	Online Unweighted (n=367)
GENDER			
Man	50%	47%	37%
Woman	48%	51%	59%
Non-binary	1%	1%	<1%
Prefer to self describe	1%	1%	0%
Prefer not to answer	<1%	<1%	4%
AGE			
18-34	17%	25%	5%
35-54	40%	31%	32%
55+	43%	44%	60%
HOUSEHOLD COMPOSITION			
With children	30%	28%	18%
Without children	70%	72%	78%
Prefer not to answer	<1%	<1%	4%
AREA OF CITY LIVE IN			
North of the river	25%	24%	30%
South of the river & north of Seven Persons Creek	20%	20%	16%
South of Seven Persons Creek & north of the highway	27%	27%	26%
South of the highway	25%	24%	22%
Prefer not to answer	5%	5%	7%

	Phone Unweighted (n=000)	Phone Weighted (n=400)	Online Unweighted (n=367)
YEARS LIVING IN MEDICINE HAT			
10 years or less	15%	17%	16%
11 to 20 years	23%	23%	12%
21+ years	62%	60%	68%
Prefer not to answer	<1%	<1%	4%
Average # of years	29.1	28.4	32.4
PUBLIC TRANSIT USAGE			
Once a week or more often	7%	8%	3%
At least once a month but not weekly	3%	3%	2%
Less than once a month but at least yearly	7%	7%	5%
Rarely or never use public transit	83%	81%	85%
Prefer not to answer	0%	0%	5%
HOUSING TENURE			
Own	72%	69%	88%
Rent	27%	30%	9%
Prefer not to answer	1%	1%	3%