

**Framework Analytics Inc.**  
**2023 Medicine Hat Policing and Community Safety Survey**  
**Presentation to the Medicine Hat Police Commission**  
**February 21, 2024**

Framework™



# Agenda / Discussion Outline

---

- 1 Project Objectives & Research Overview
- 2 Survey Results
- 3 Summary Findings
- 4 Q & A





# 1 Objectives

## Primary Research Expectations

- The inter period performance of the police service.
- How police personnel are perceived to conduct themselves while performing their duties.
- The involvement of police officers with their community and its citizens.
- Public perceptions regarding safety and security in the community.
- Recommendations for improvement.
- Citizens' level of satisfaction.
- Citizens' level of trust and confidence.

## Additional Research Expectations

- Accuracy & Reliability
- Communications / Awareness
- Content areas:
  - General Safety;
  - Road Safety;
  - Uniformed Patrol and Traffic Sections;
  - Criminal Investigation;
  - Trust and Confidence;
  - Medicine Hat Police Commission;
  - Demographics.





# 1 Research Overview

- Sample Survey vs. Census / Online Survey
- Telephone based survey
- Field Period: October 16, 2023, through to November 3, 2023
- Margin of Error: +- 4.9%, 19 times out of 20
- Spoke to >1% of Medicine Hat households

Responses	Population
Population (Province of Alberta, 2022, Regional Dashboard)	65,949
Population (Statistics Canada, 2021)	63,260
Households (Extrapolated)	28,727
Proportion	1.4%
Completes	400
Margin of Error:	4.9%





# 1 Framework's Credentials – Research and Strategy

- 25 year track record / over 1,000 research projects completed
- Recipient of numerous awards
- Many national member-based organizations as clients
- Majority of projects come from referrals from past clients. Or repeat business
- Strong experience set in both sample surveys and online censuses
- Analytics and reporting partner for very large organizations, including Gallagher and Brookfield
- Former team members have gone on to senior leadership roles at some of the largest analytics and consulting firms in the world
- Recently completed a decade long research project with mathematics professors from Western University and WLU
- Largest comprehensive datasets on REALTOR® behaviour in Canada
- Proprietary new home development databases



**Recognized Track Record**





# Agenda / Discussion Outline

---

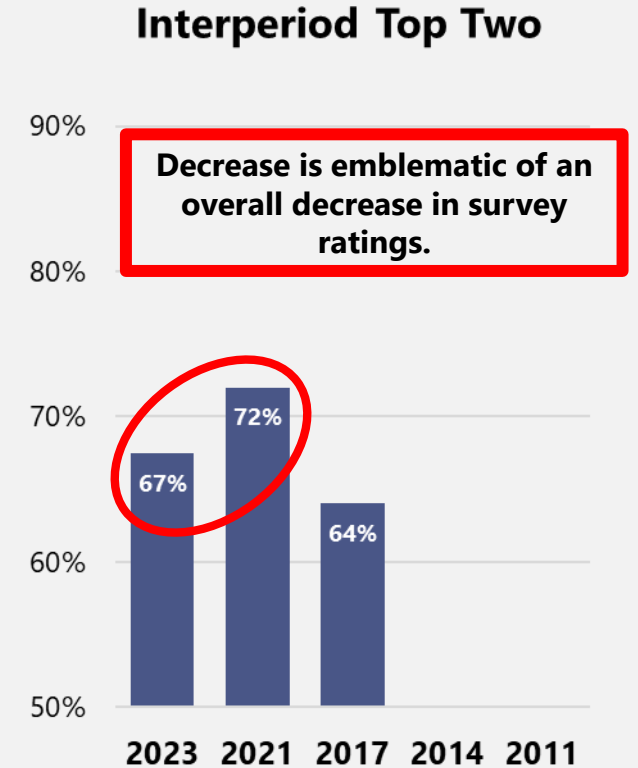
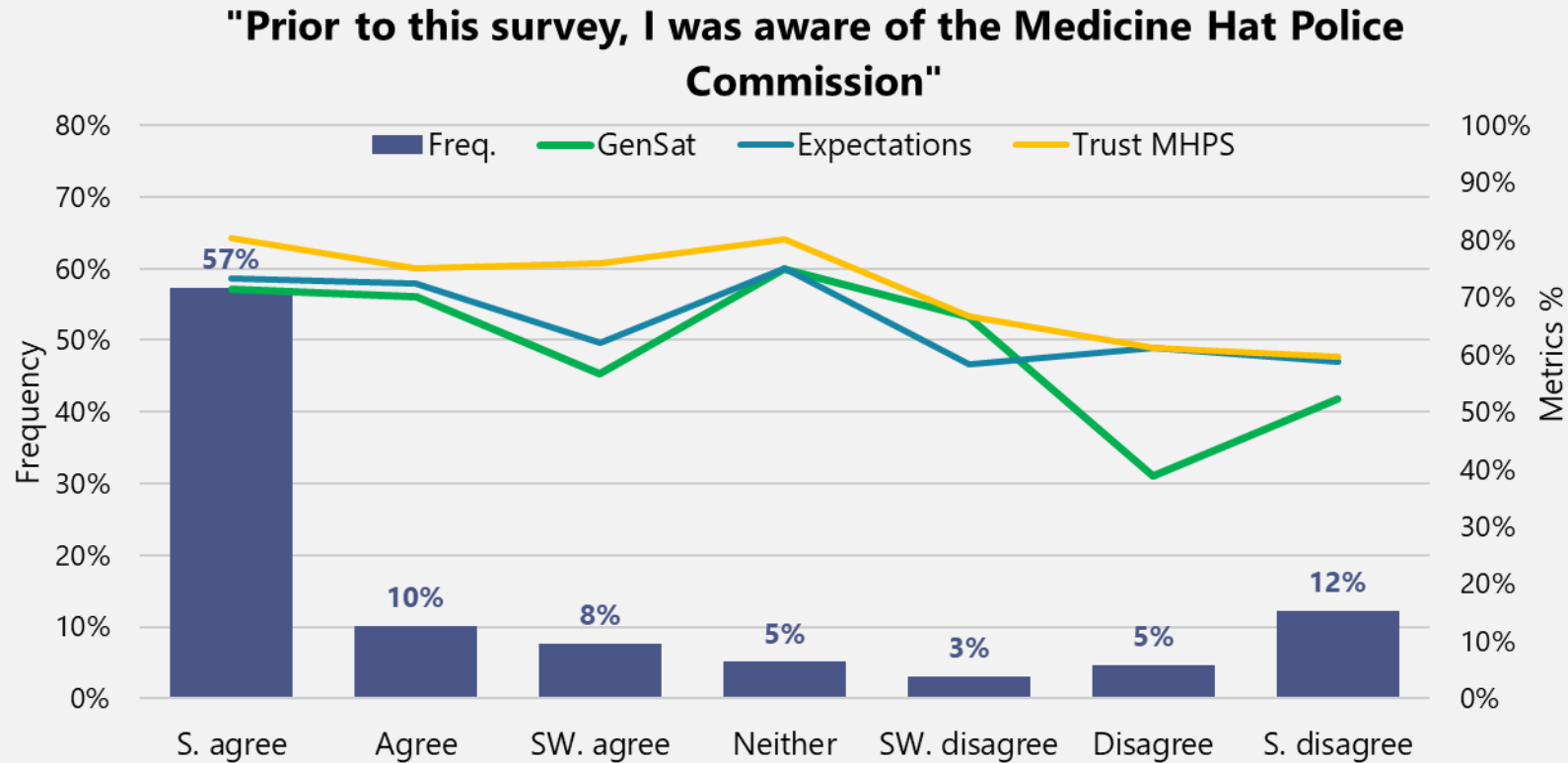
- 1 Project Objectives & Research Overview
- 2 Survey Results
- 3 Summary Findings
- 4 Q & A





## 2 Top Line Finding: Awareness levels are consistent with broader response patterns

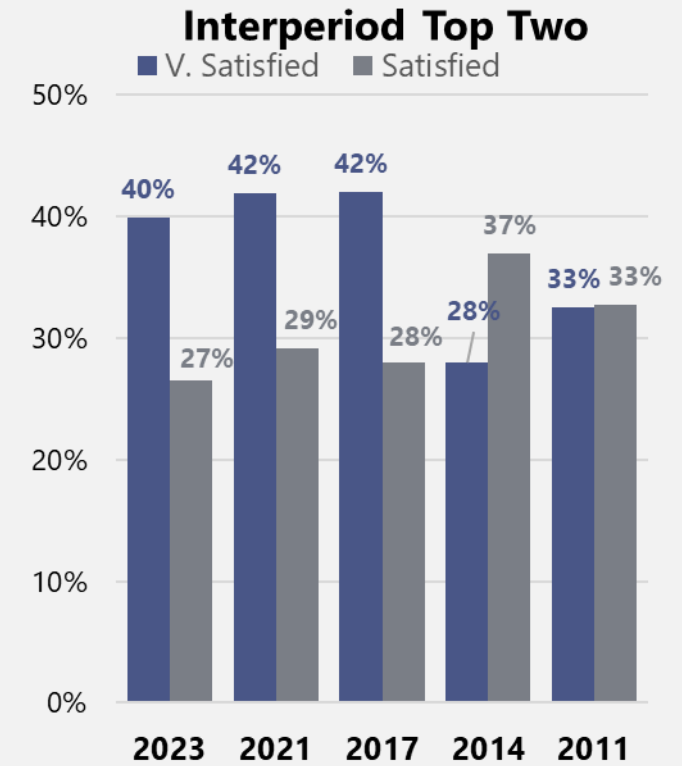
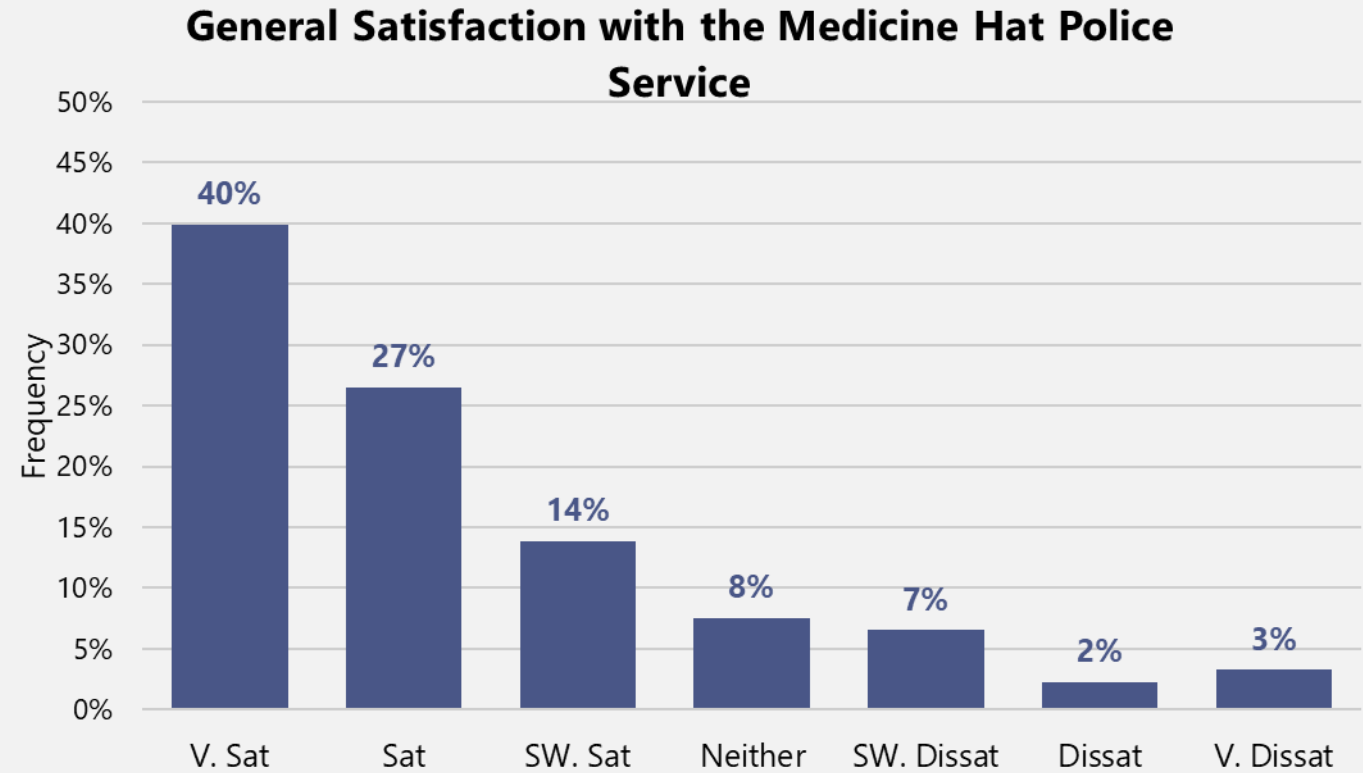
**Q38: Please tell us how strongly you agree or disagree with the following statements. Prior to this survey, I was aware of the Medicine Hat Police Commission**





2 **Top Line Finding: GenSat has dropped by 5% which is within the MoE and is consistent with the overall average.**

**Q06: Please indicate how satisfied or dissatisfied you are in general with the Medicine Hat Police Service.**

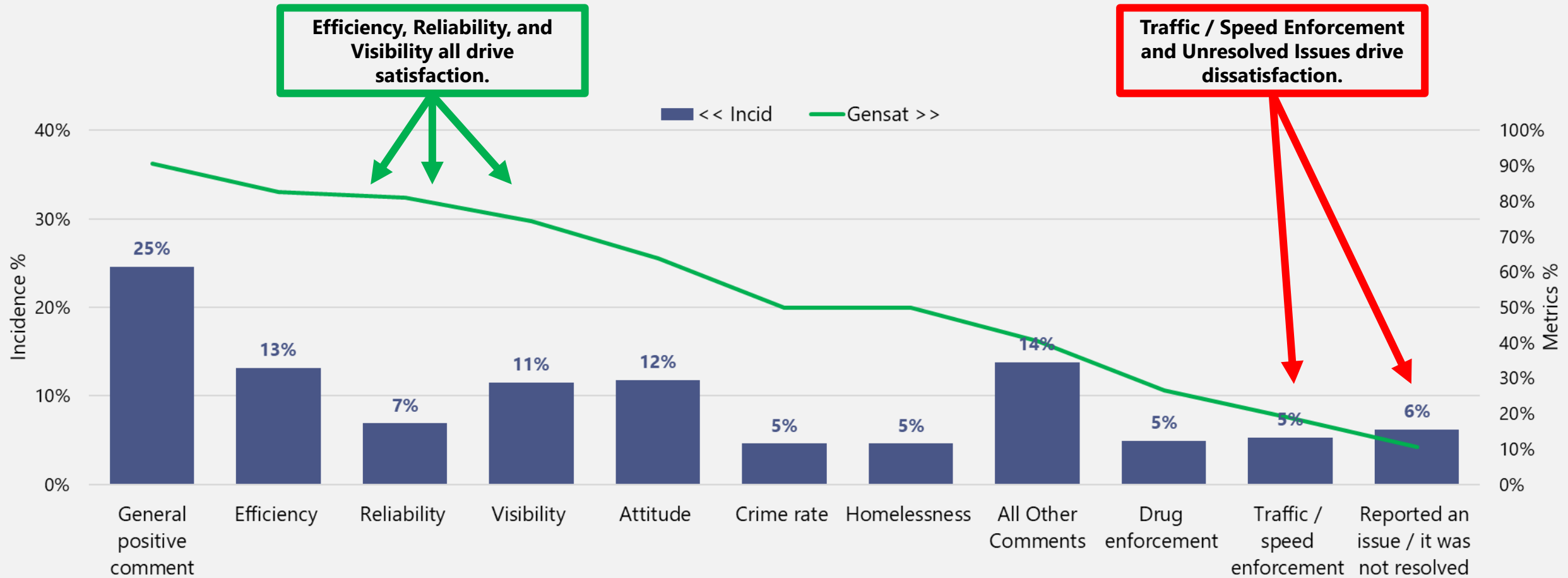


**Average GenSat= 67.6%**  
**2023 GenSat= 66.4%**





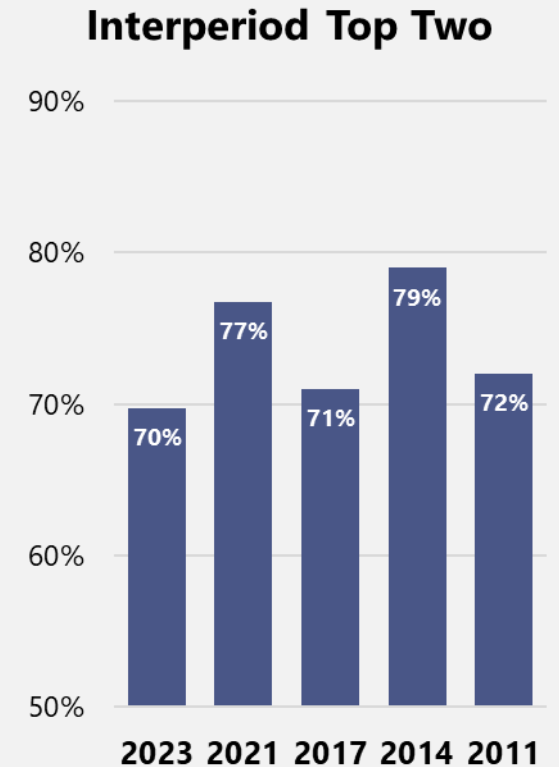
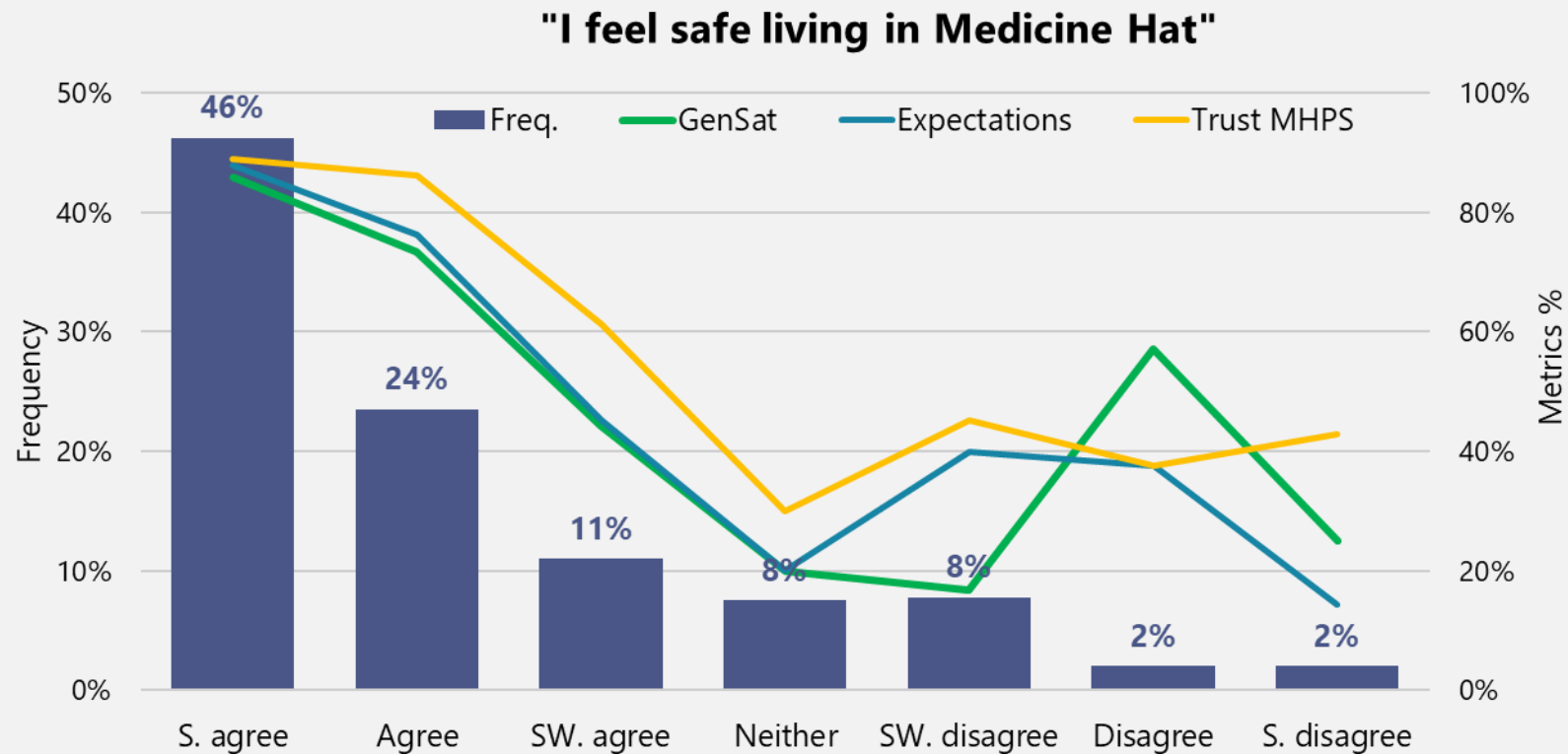
## Satisfaction / Dissatisfaction Drivers





## 2 Top Line Finding: Feeling safe is strongly correlated with General Satisfaction

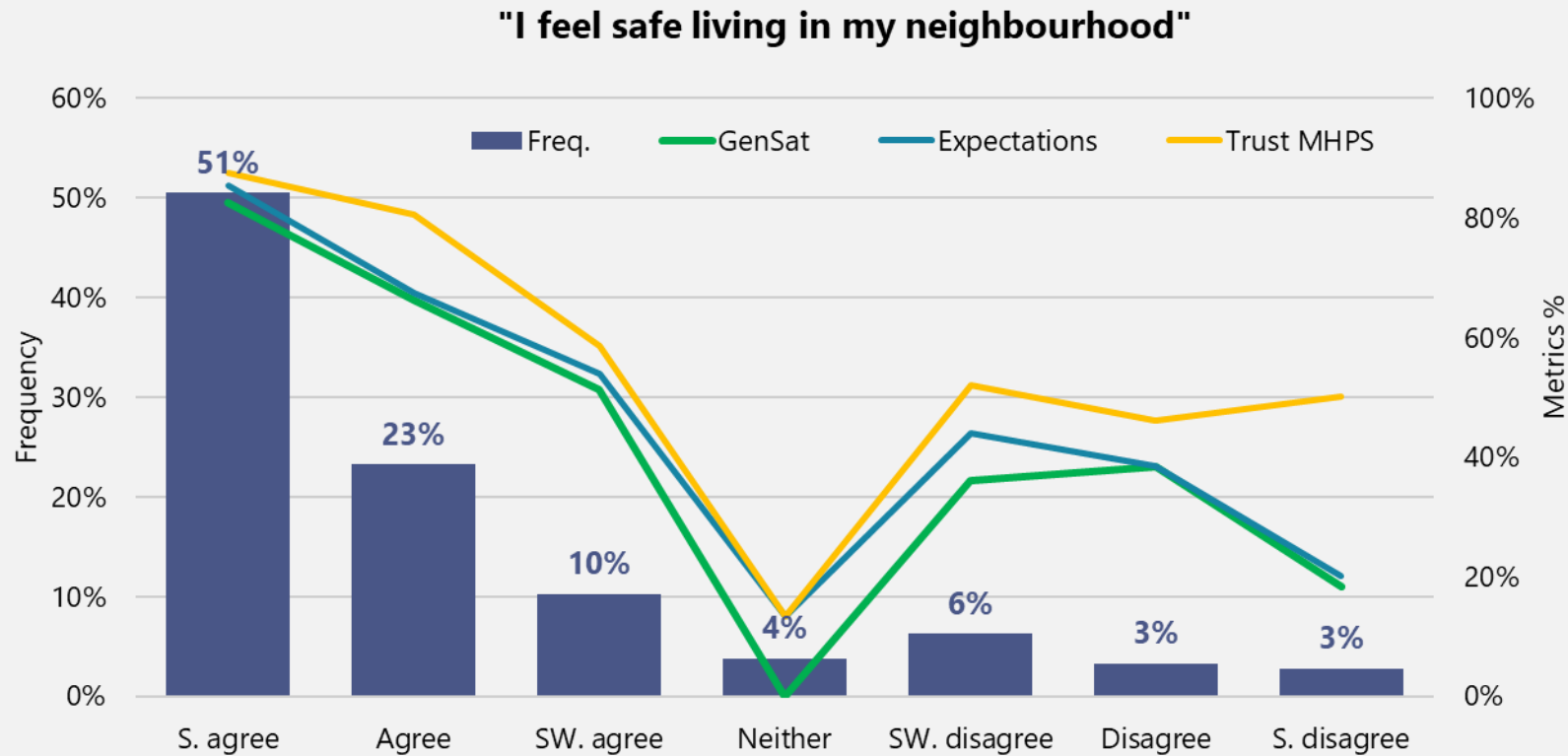
**Q01: Please tell us how strongly you agree or disagree with each of the following statements: "I feel safe living in Medicine Hat"**



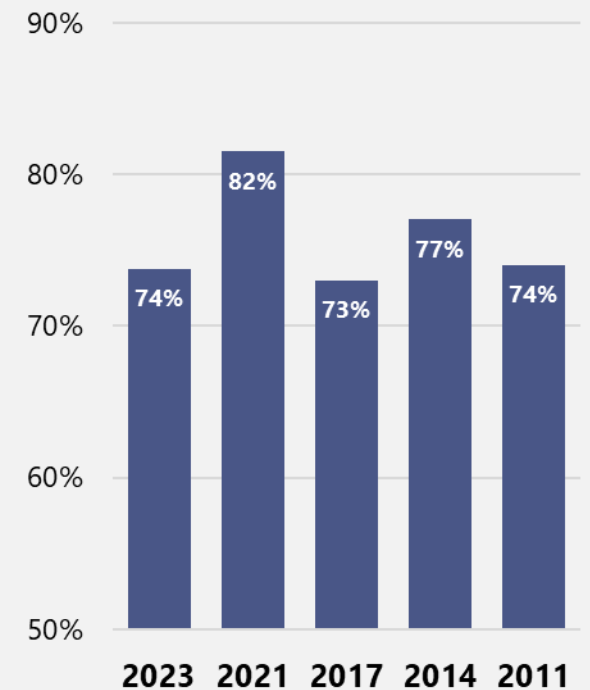


## Top Line Finding: Citizens feel safer in their communities than in Medicine Hat in general

**Q02: Please tell us how strongly you agree or disagree with each of the following statements: "I feel safe living in my neighbourhood"**



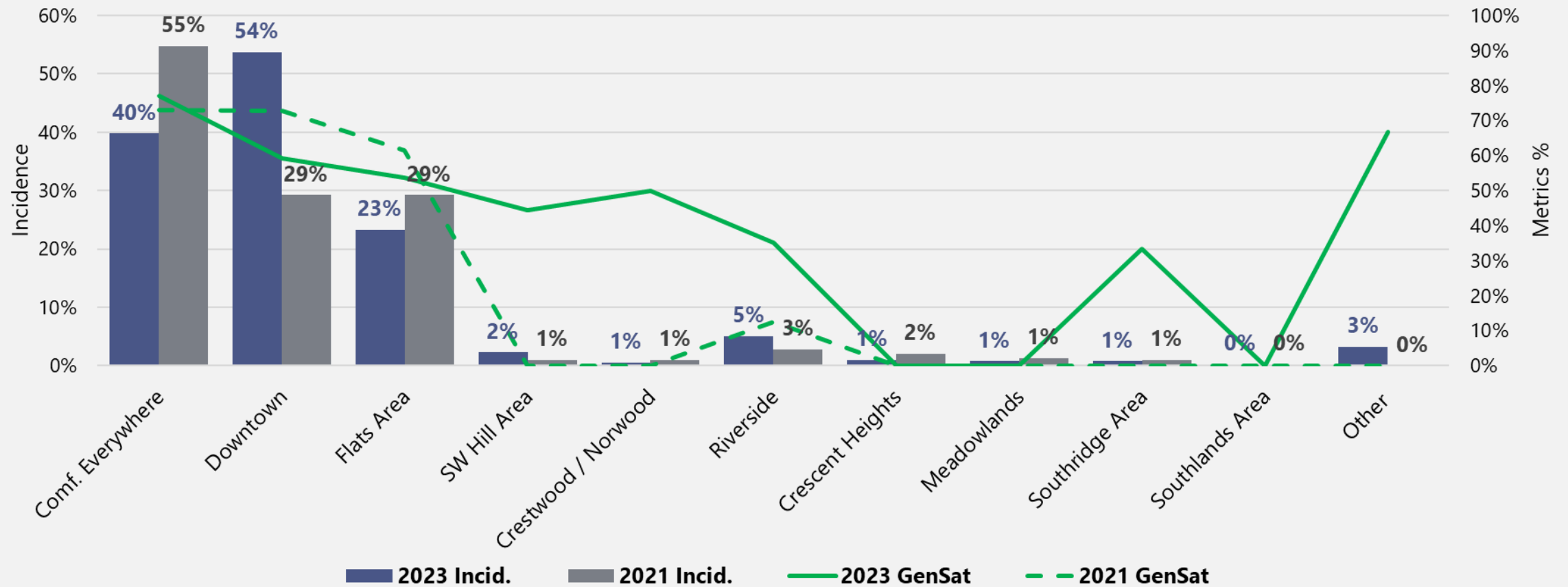
### Interperiod Top Two





## 2 Top Line Finding: Being comfortable everywhere has dropped by 15%

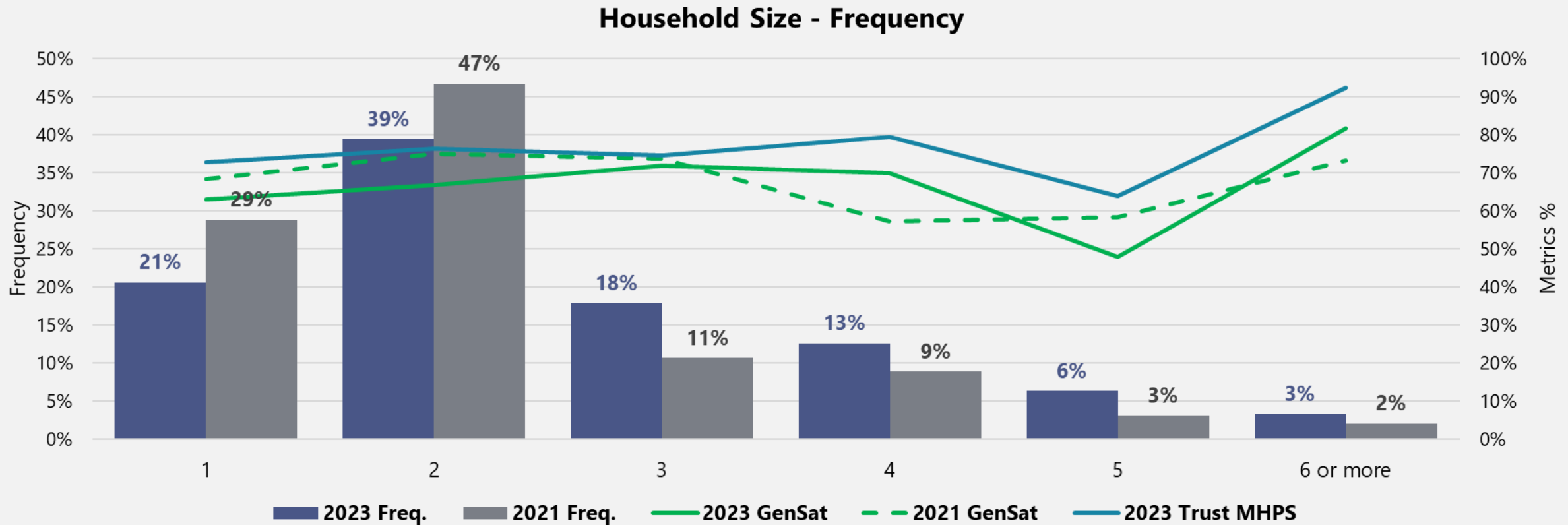
**Q03: Are you uncomfortable or afraid of going into one or more areas of Medicine Hat? If so, which areas of Medicine Hat do you avoid? (Select all that apply.)**





## 2 Top Line Finding: General Satisfaction is consistent among household size

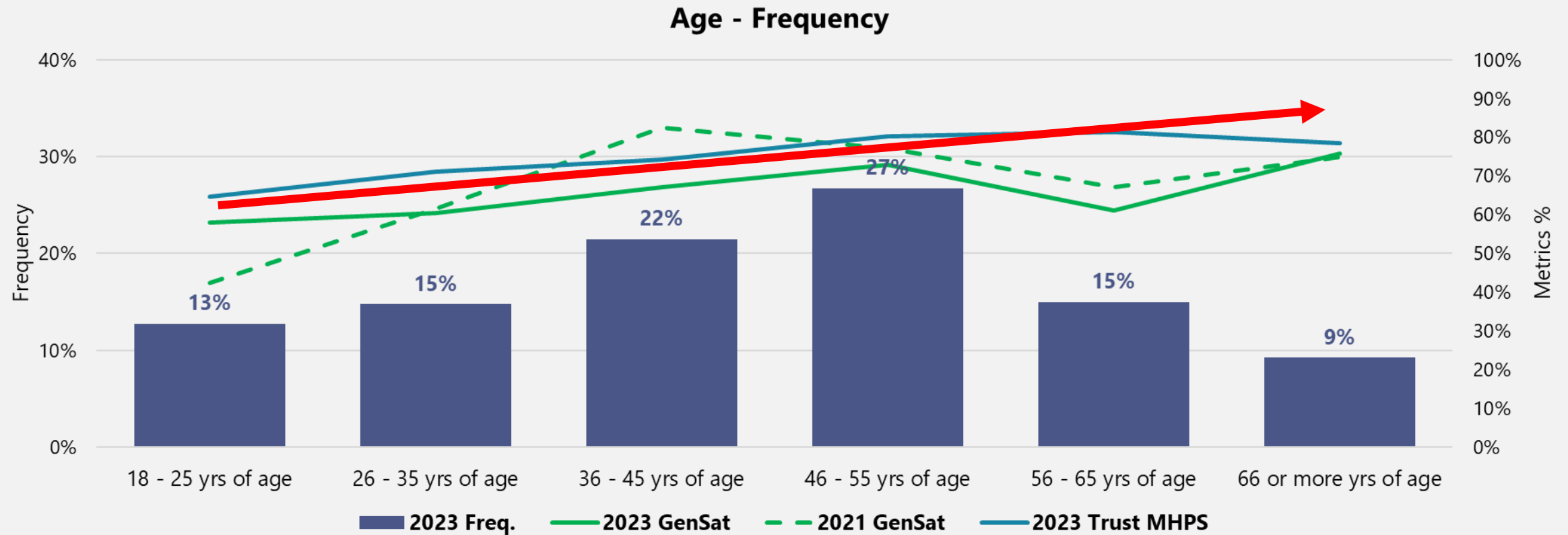
Q42: Please tell us how many people live in your household





## Top Line Finding: General Satisfaction increases with age

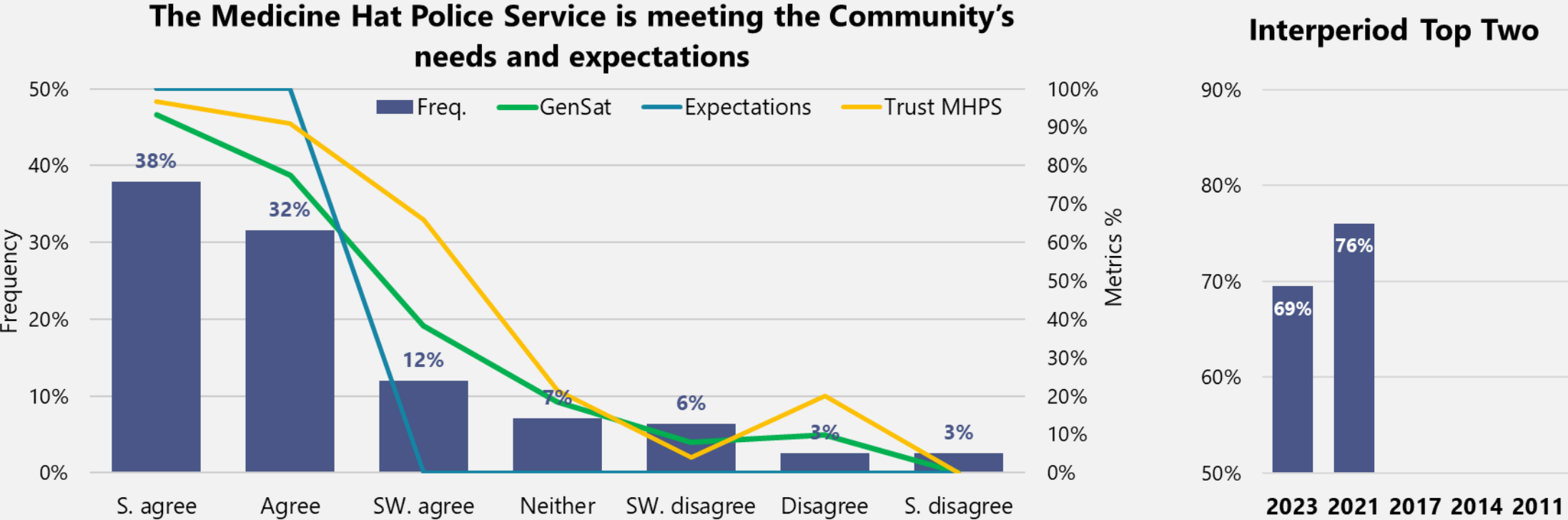
Q43: Please tell us which age range you fall into.





# Top Line Finding: 69% (Top Two) and 81% (Top Three) agree that the Medicine Hat Police Service is meeting the Community's needs and expectations

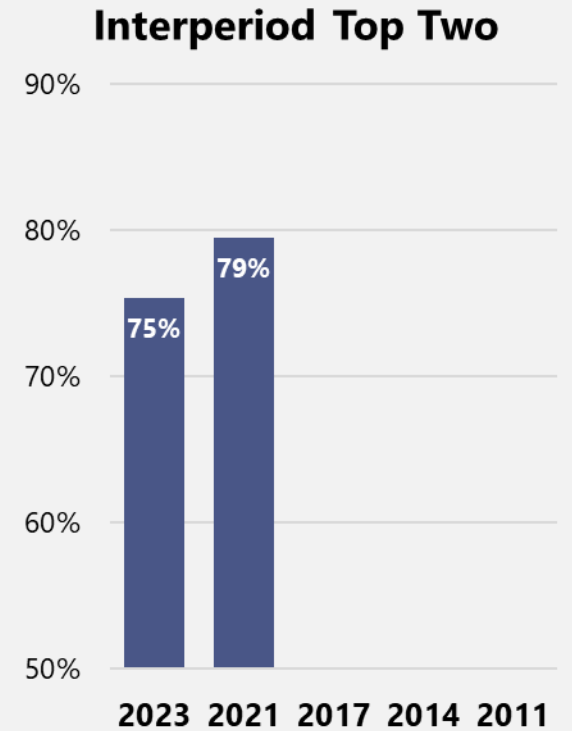
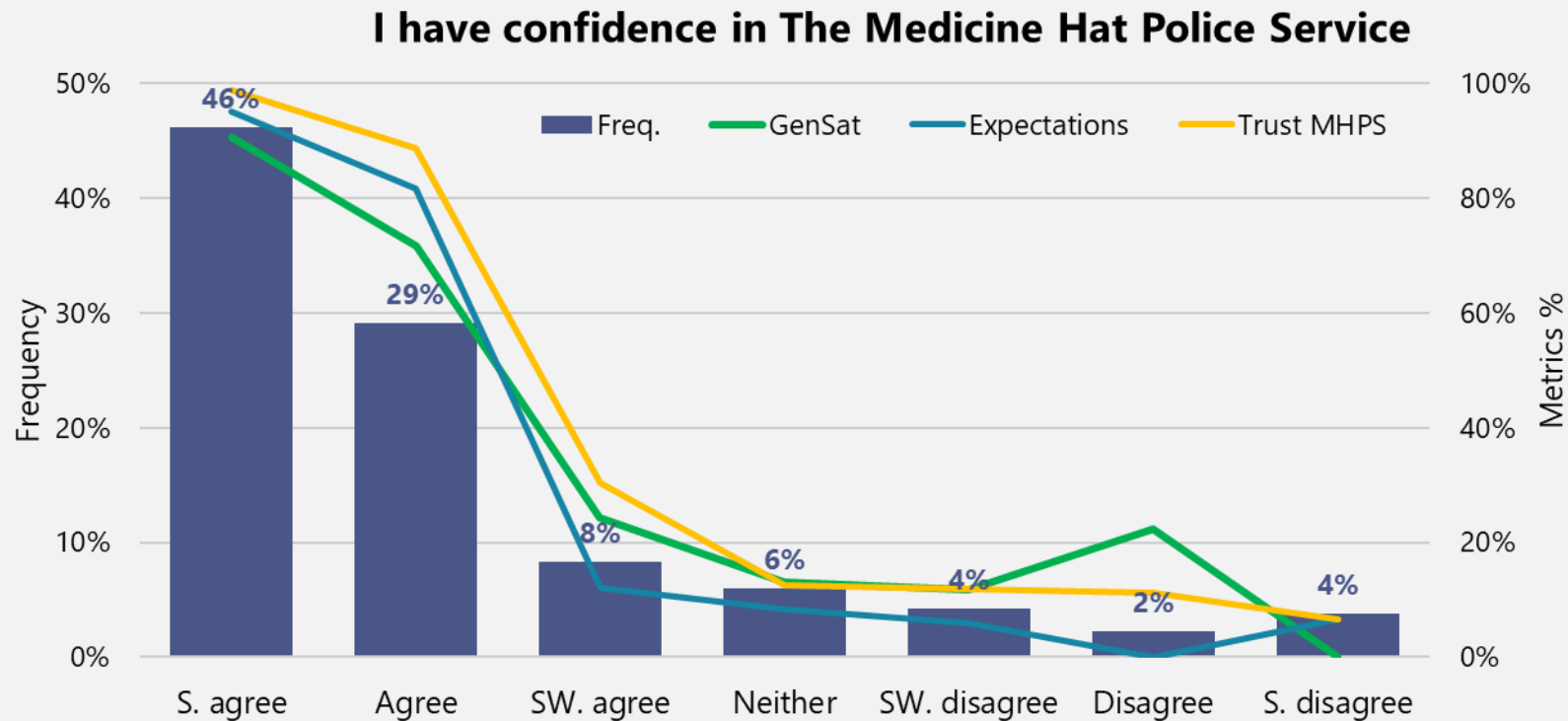
Q34: Please tell us how strongly you agree or disagree with each of the following statements: "I believe the Medicine Hat Police Service is meeting the Community's needs and expectations"





## 2 Top Line Finding: Confidence in The Medicine Hat Police Service is steady

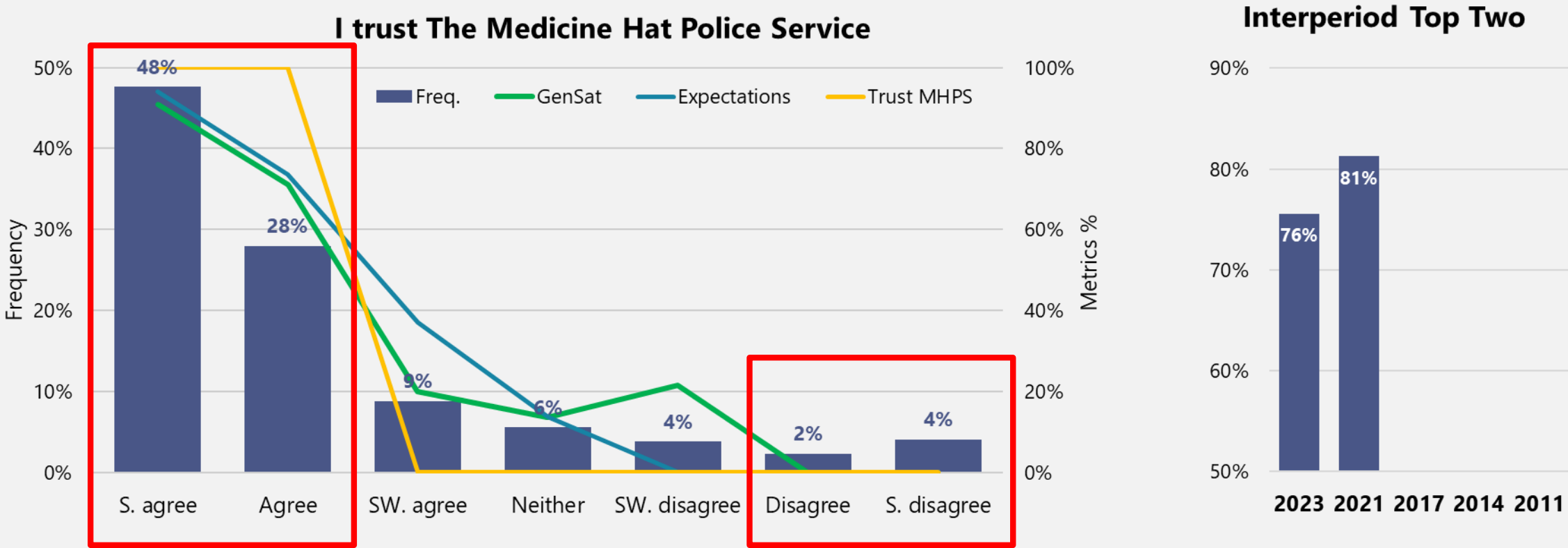
**Q35: Please tell us how strongly you agree or disagree with each of the following statements: "I have confidence in The Medicine Hat Police Service"**





# Top Line Finding: Trust in The Medicine Hat Police Service remains high, despite a small drop

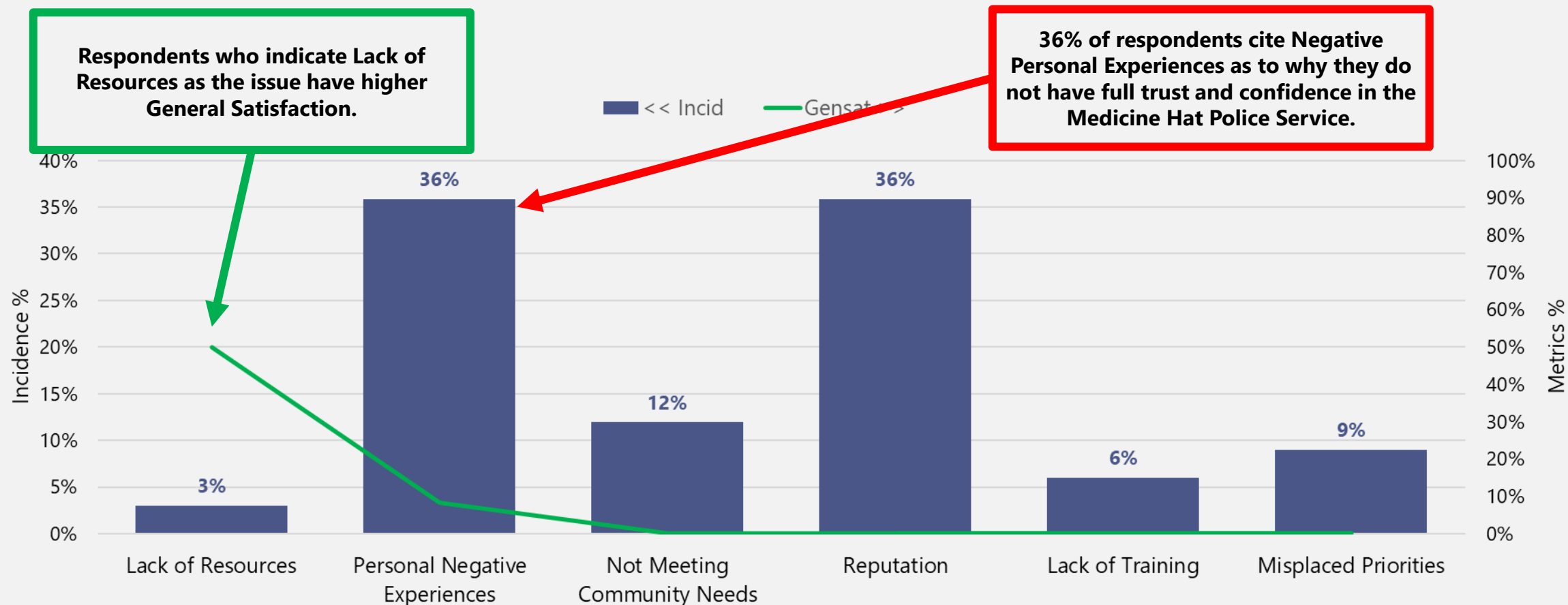
**Q36: Please tell us how strongly you agree or disagree with each of the following statements: "I trust The Medicine Hat Police Service"**





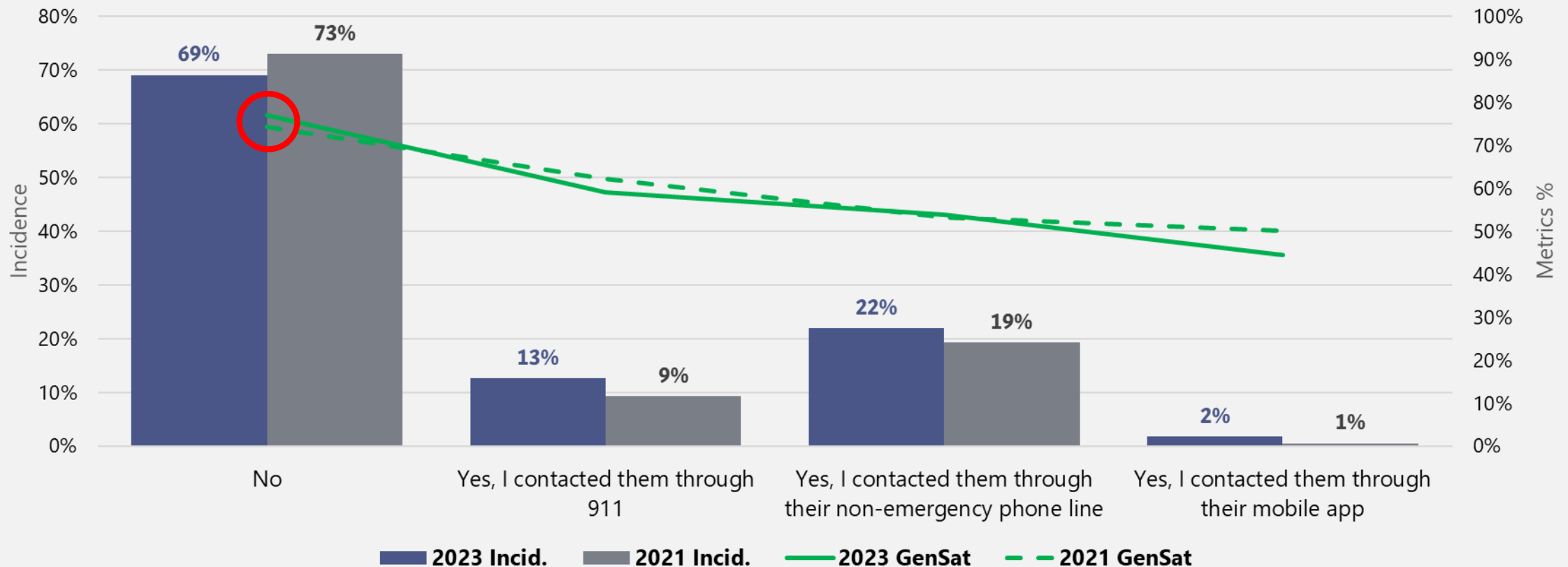
## Top Line Finding: Reputation and negative personal experiences drive lack of trust and confidence, among those who are not satisfied

**Q37: In the previous question, you indicated that you do not have full trust and confidence in the Medicine Hat Police Service's ability to meet the community's needs and expectations. Please tell us why that is.**





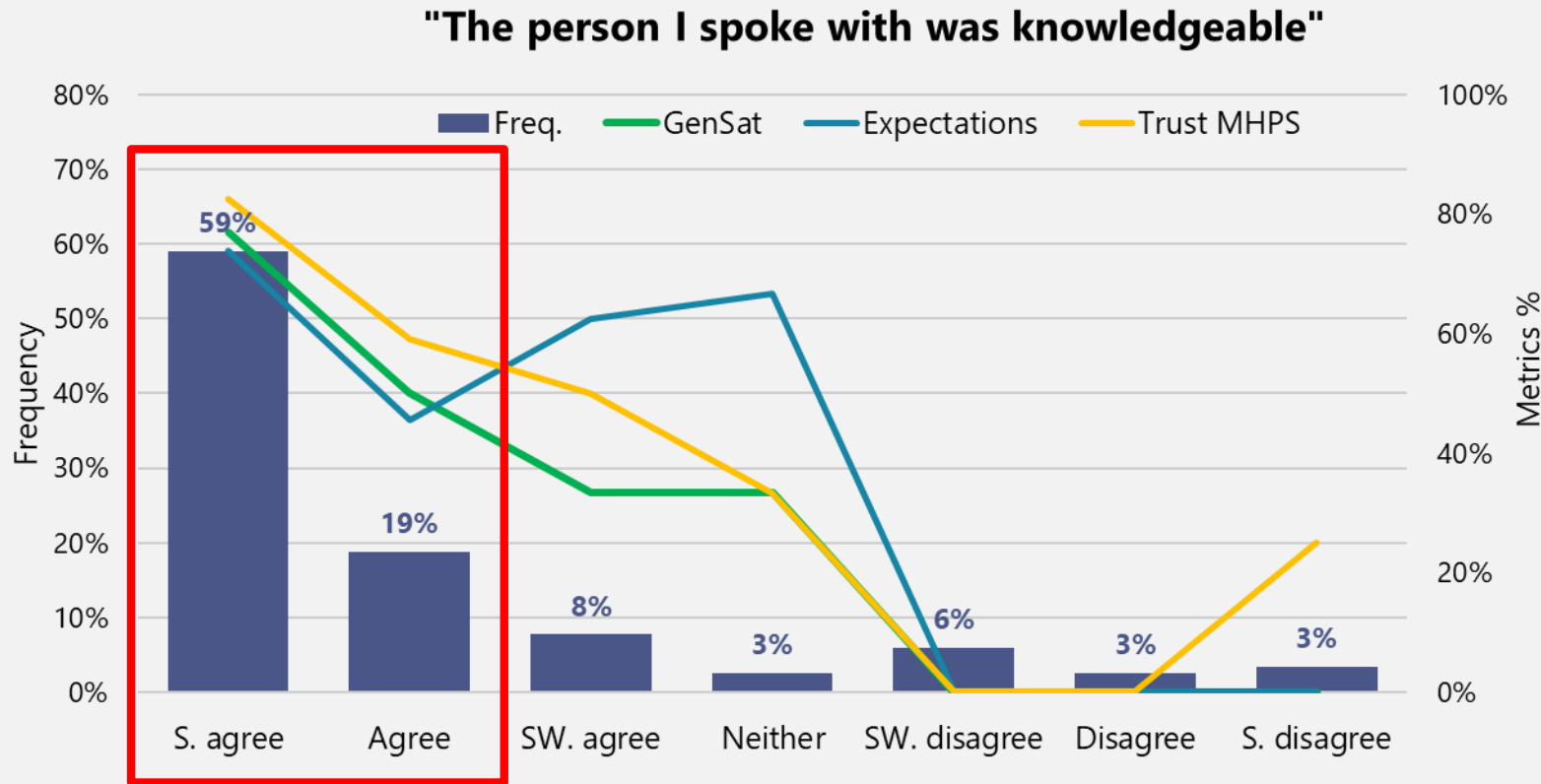
**Q04: In the past 24 months, have you contacted the Medicine Hat Police Service through 911, their non-emergency phone line, or their online app? (Please choose all that apply.)**



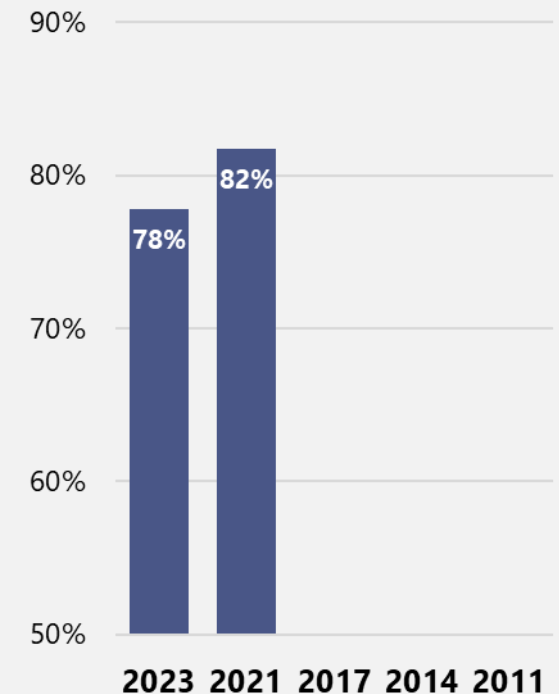


## 2 Top Line Finding: Scores for knowledgeable contact remain high

**Q08: Previously, you indicated that you have contacted the Medicine Hat Police Service in the past 24 months. When thinking about that contact, how strongly do you agree or disagree with each of the following elements of how that contact was dealt with? "The person I spoke with was knowledgeable"**



### Interperiod Top Two

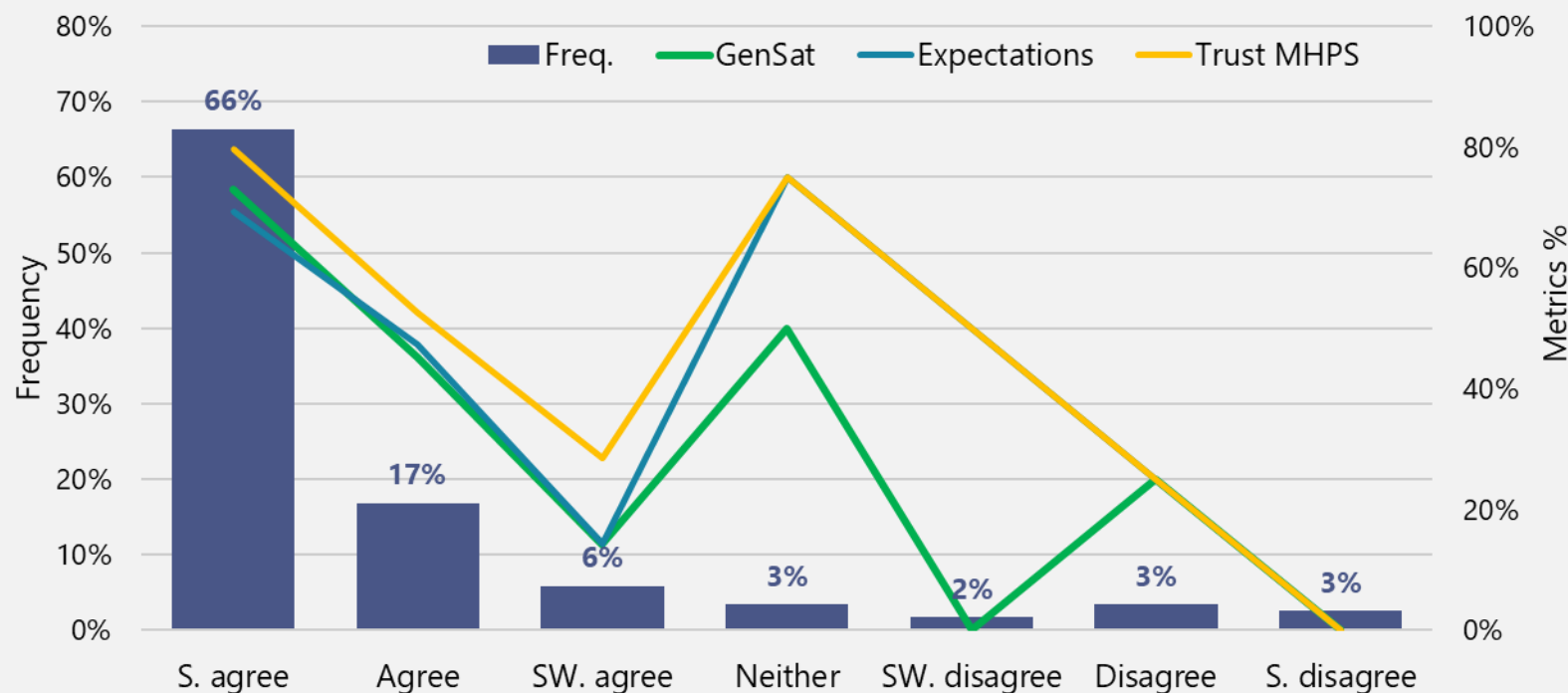




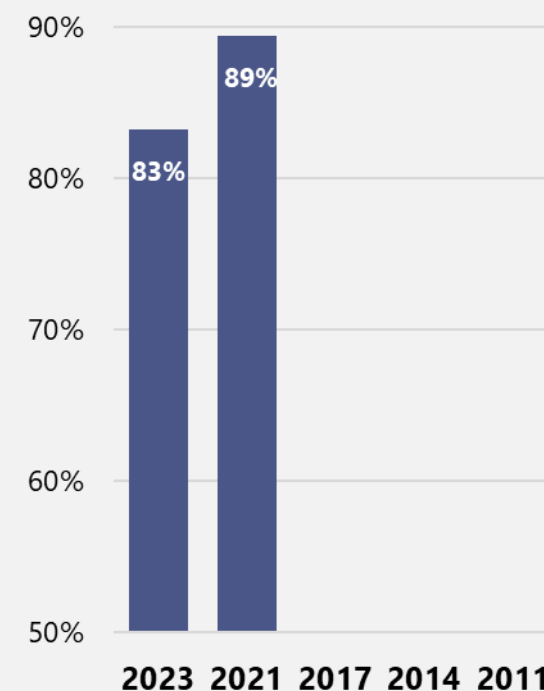
## Top Line Finding: Scores for professional contact remain high

**Q09: Previously, you indicated that you have contacted the Medicine Hat Police Service in the past 24 months. When thinking about that contact, how strongly do you agree or disagree with each of the following elements of how that contact was dealt with? "The person I spoke with was professional"**

**"The person I spoke with was professional"**



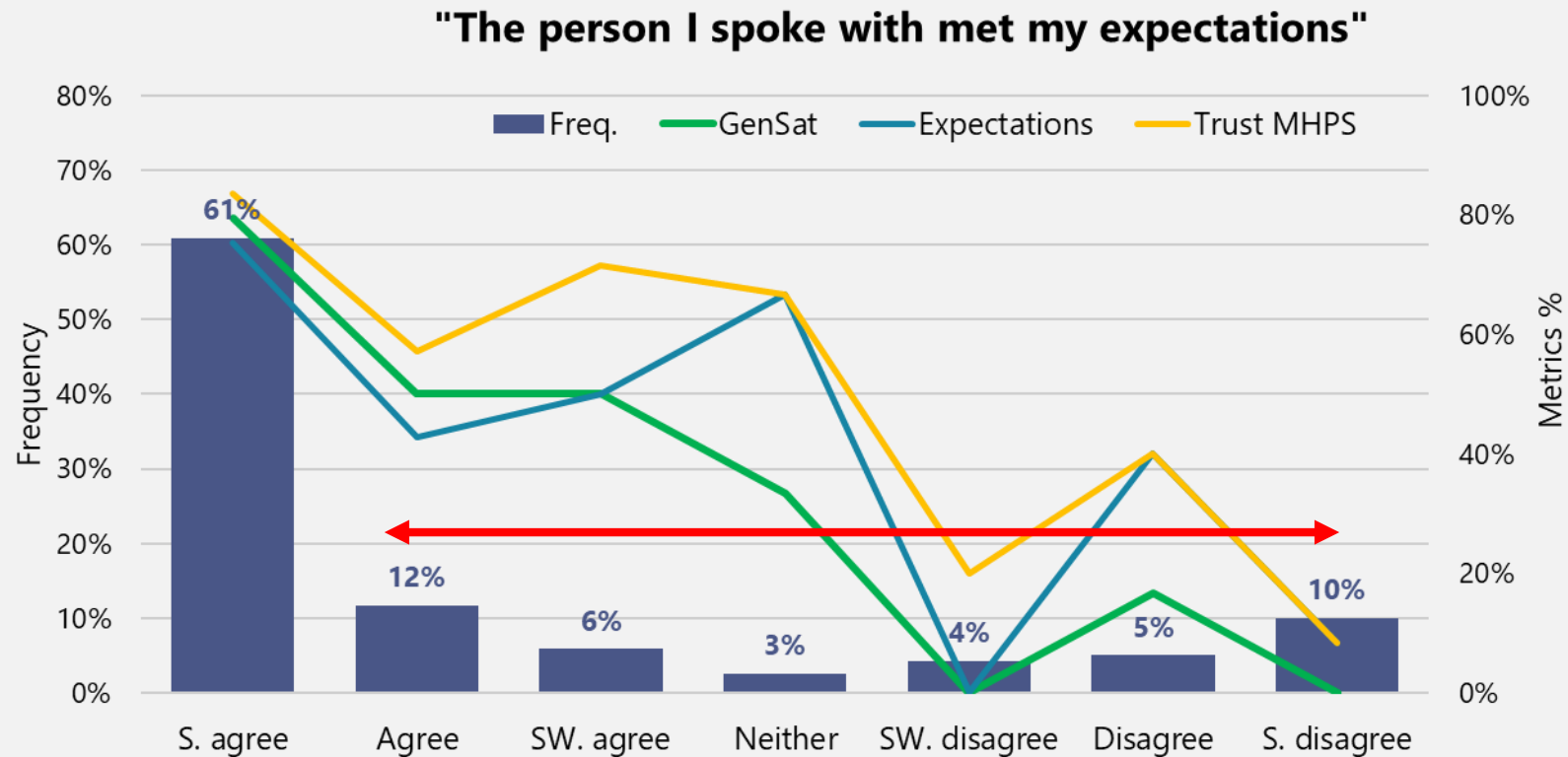
**Interperiod Top Two**



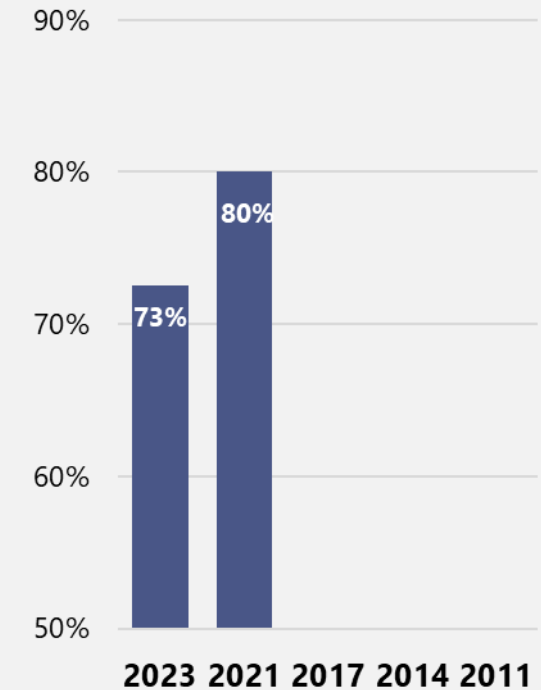


## Top Line Finding: Scores for meets expectations remain high

**Q10: Previously, you indicated that you have contacted the Medicine Hat Police Service in the past 24 months. When thinking about that contact, how strongly do you agree or disagree with each of the following elements of how that contact was dealt with? "The person I spoke with met my expectations"**



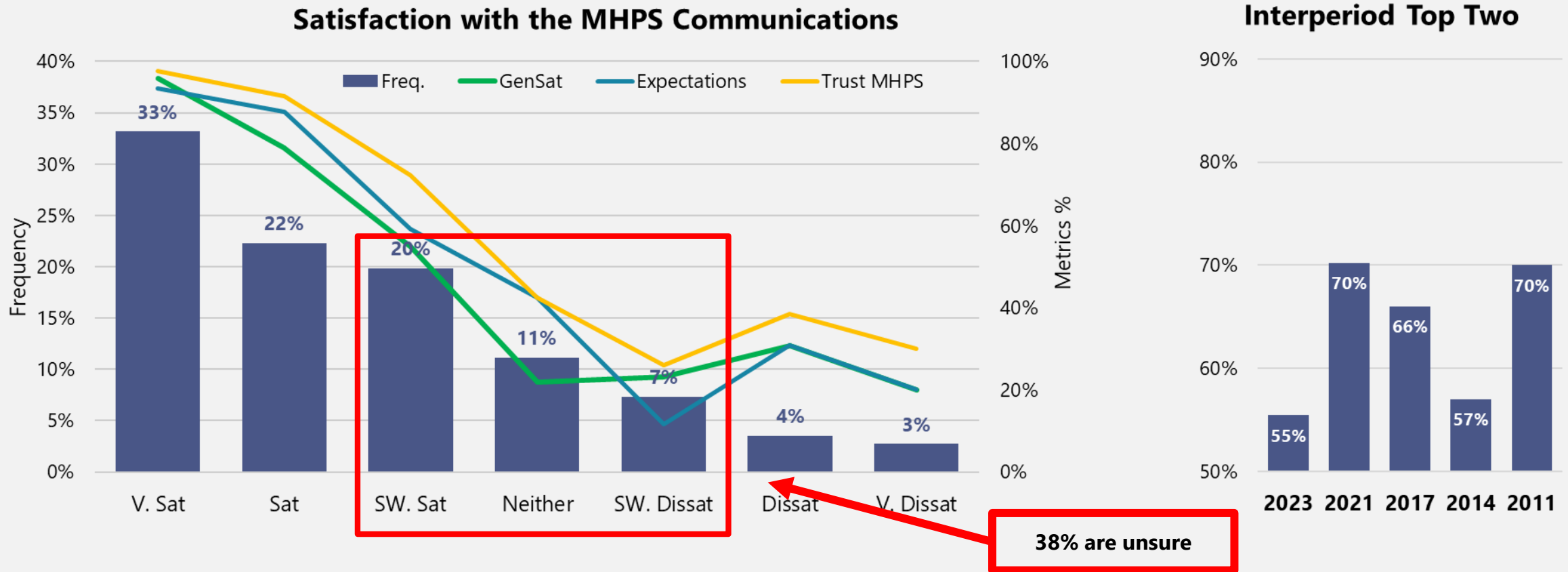
### Interperiod Top Two





## Top Line Finding: Communication satisfaction may have dropped due to lack of awareness

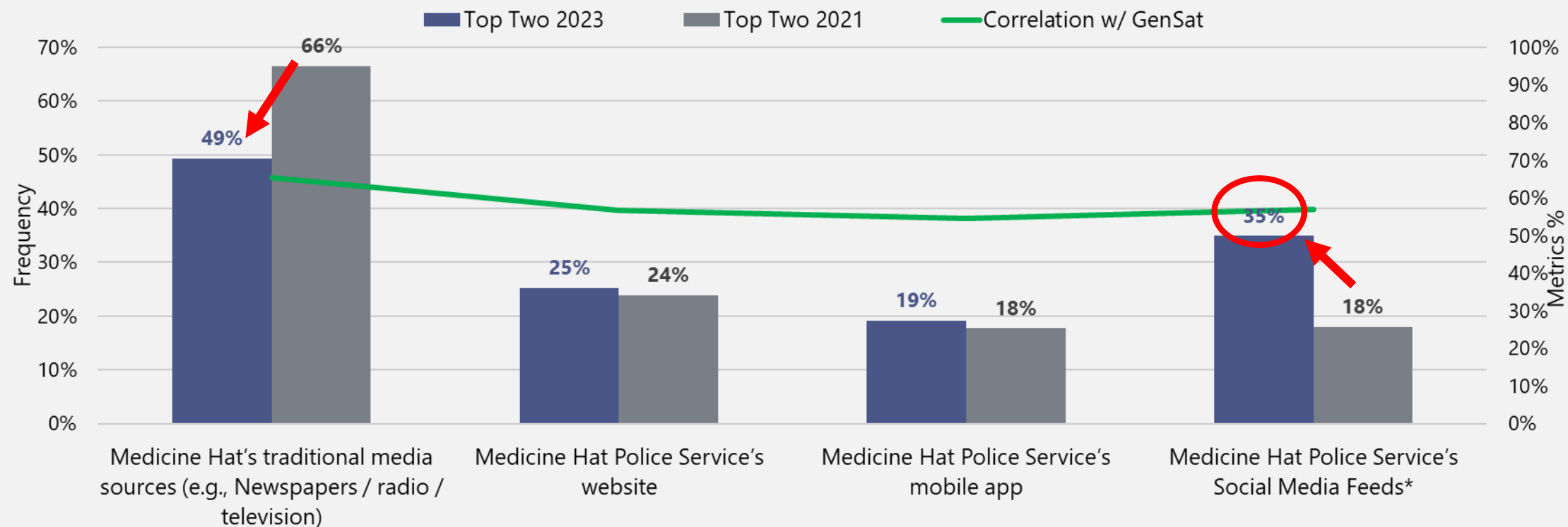
**Q11: Please indicate how satisfied you are in general with the Medicine Hat Police Service's communications with the community.**





# Top Line Finding: Use of traditional media has significantly decreased

Q12-Q15: Please indicate how likely it is that you would use the following Medicine Hat Police Service's communication tools consistently.



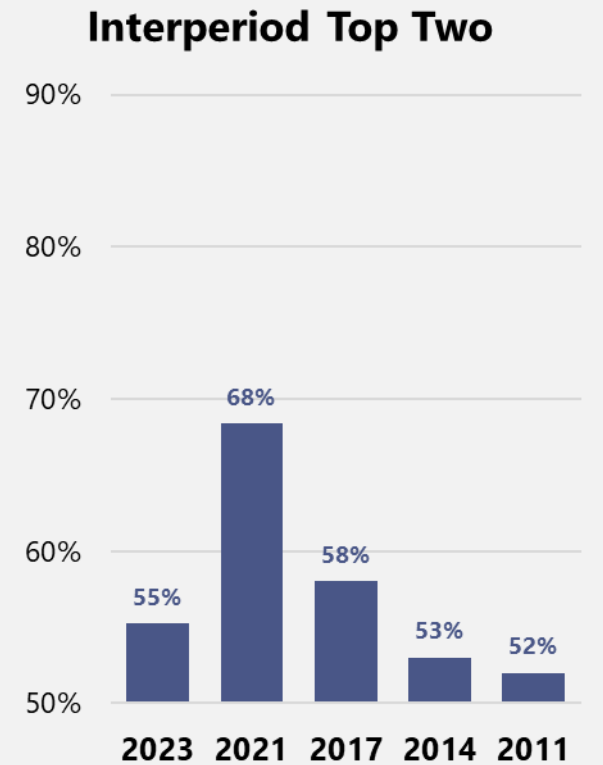
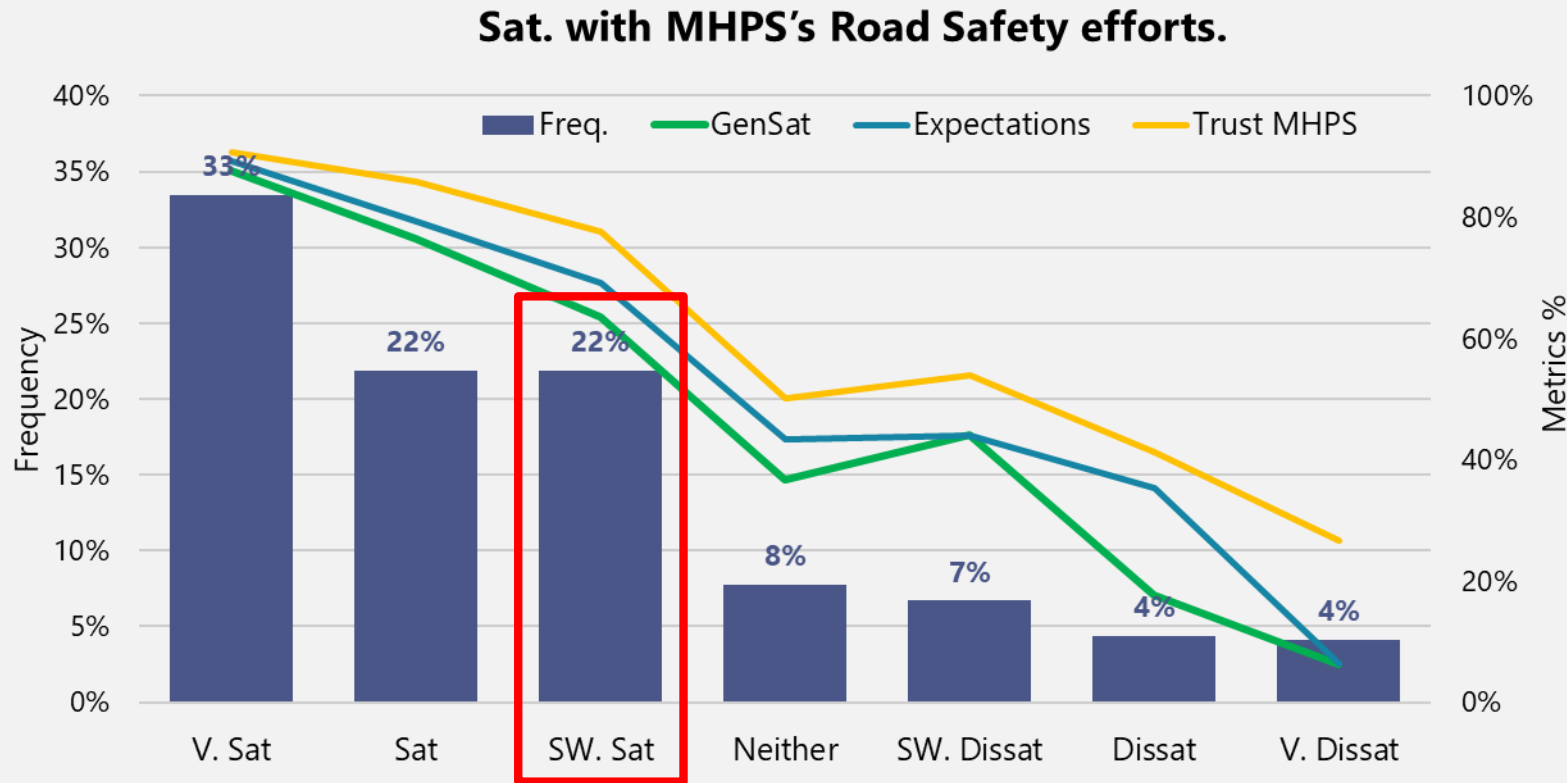
\*Option significantly changed, 2021 is an average from Facebook, Twitter, and Instagram feeds





## 2 Top Line Finding: Satisfaction with road safety efforts has decreased

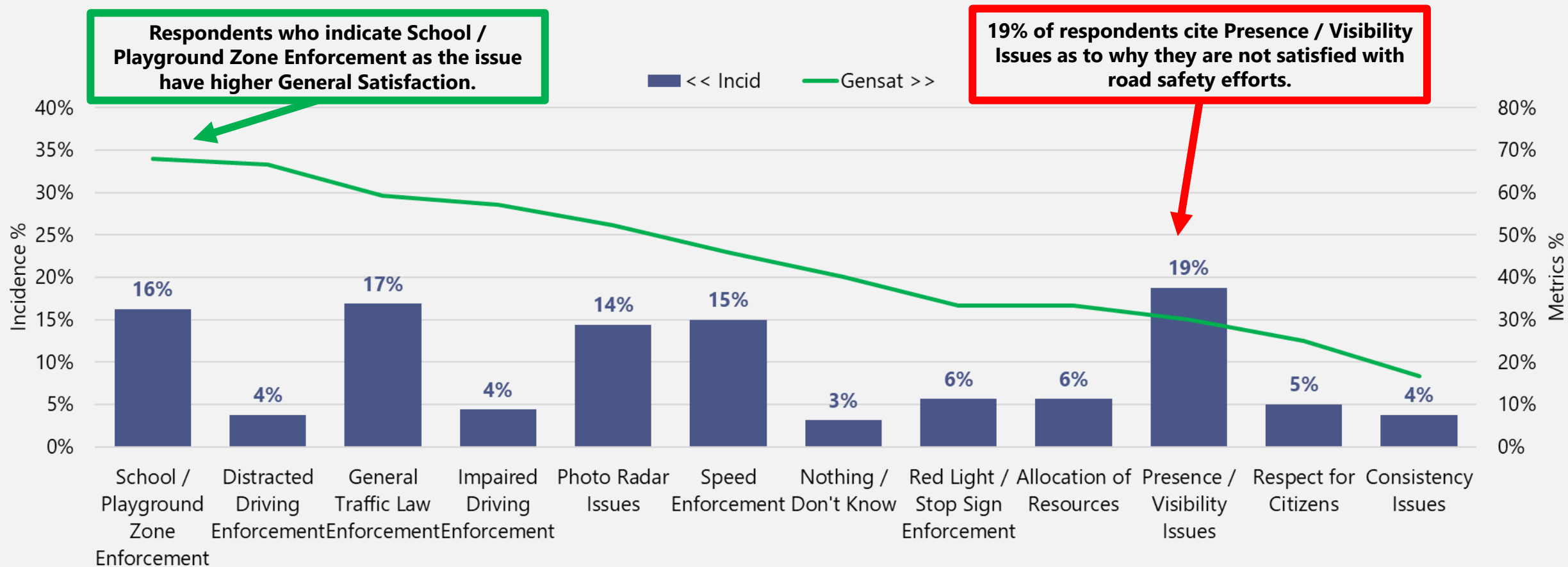
Q16: Please indicate how satisfied you are with the Medicine Hat Police Service's Road Safety efforts.





## 2 Top Line Finding: Presence / Visibility drive dissatisfaction with road safety efforts

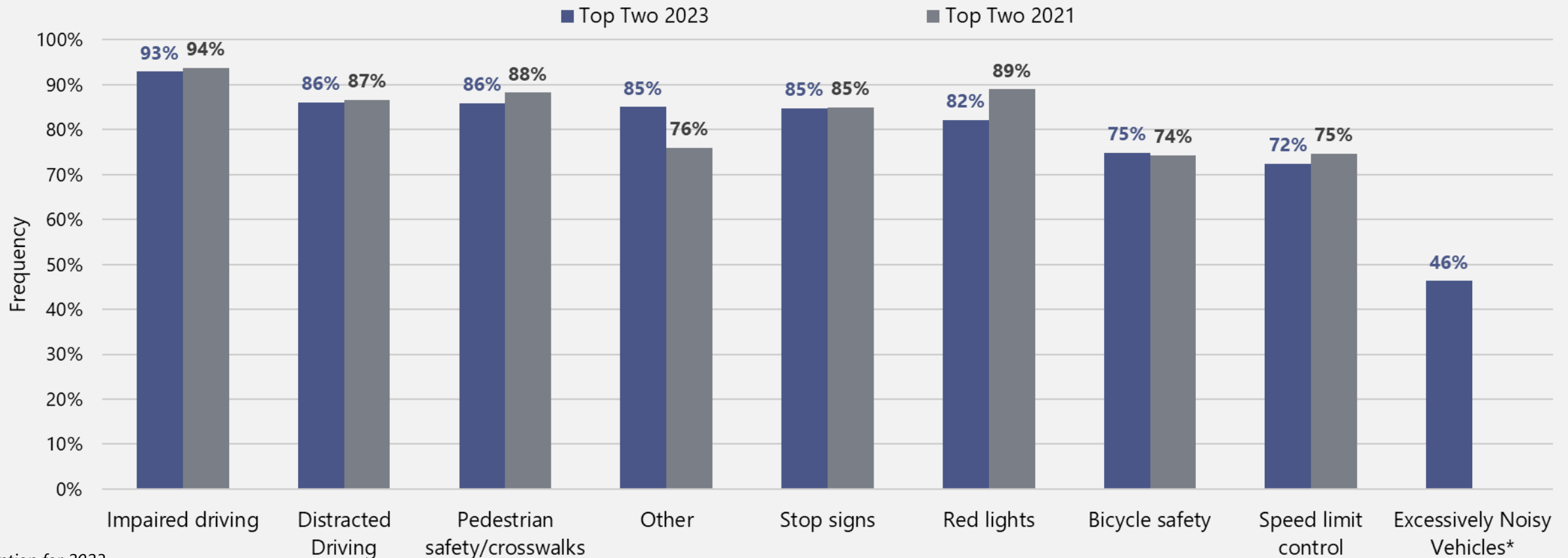
**Q17: You have indicated that you are neither satisfied nor very satisfied with the Medicine Hat Police Service's Road Safety efforts. Please tell us why you are not satisfied in this area.**





## 2 Top Line Finding: Road safety priorities are consistent with previous years

**Q18-Q26: Please tell us which areas of Road Safety are important to you and your family, using a scale of 1 to 7, where 1 is very important and 7 is very unimportant.**



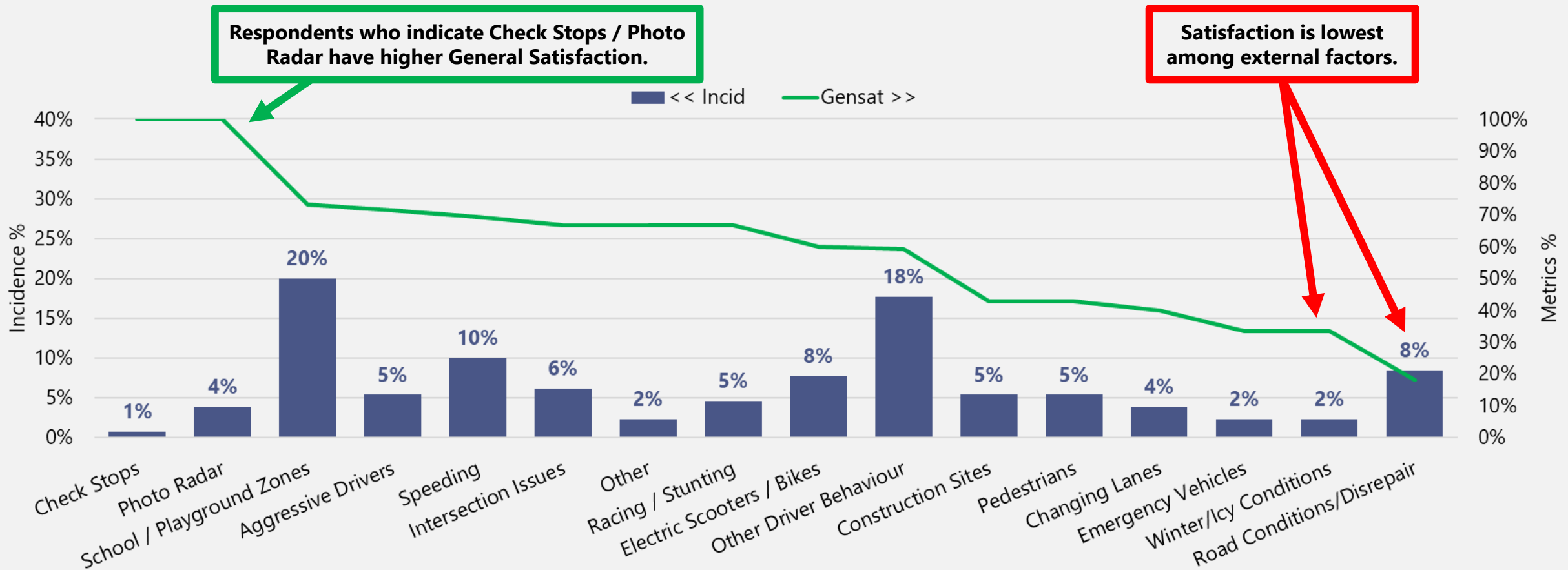
\*New option for 2023





## 2 Top Line Finding: 20% of respondents indicated School / Playground Zones are also important to them

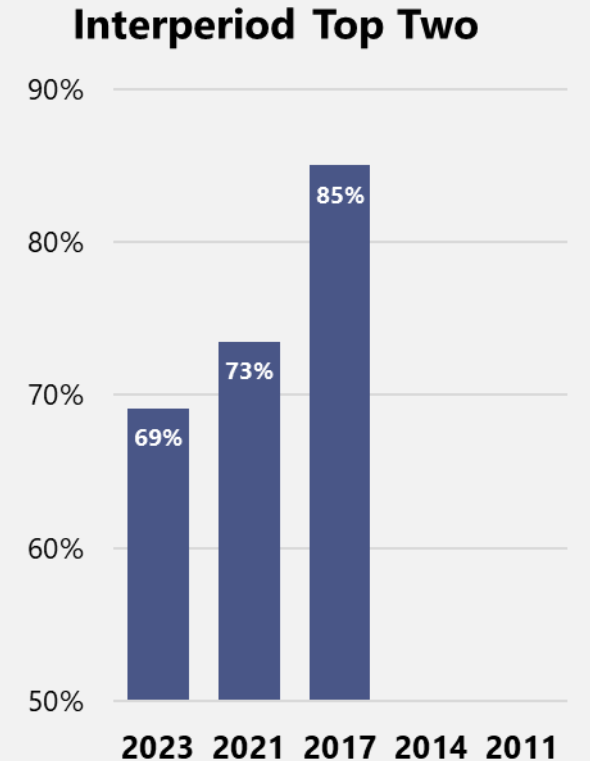
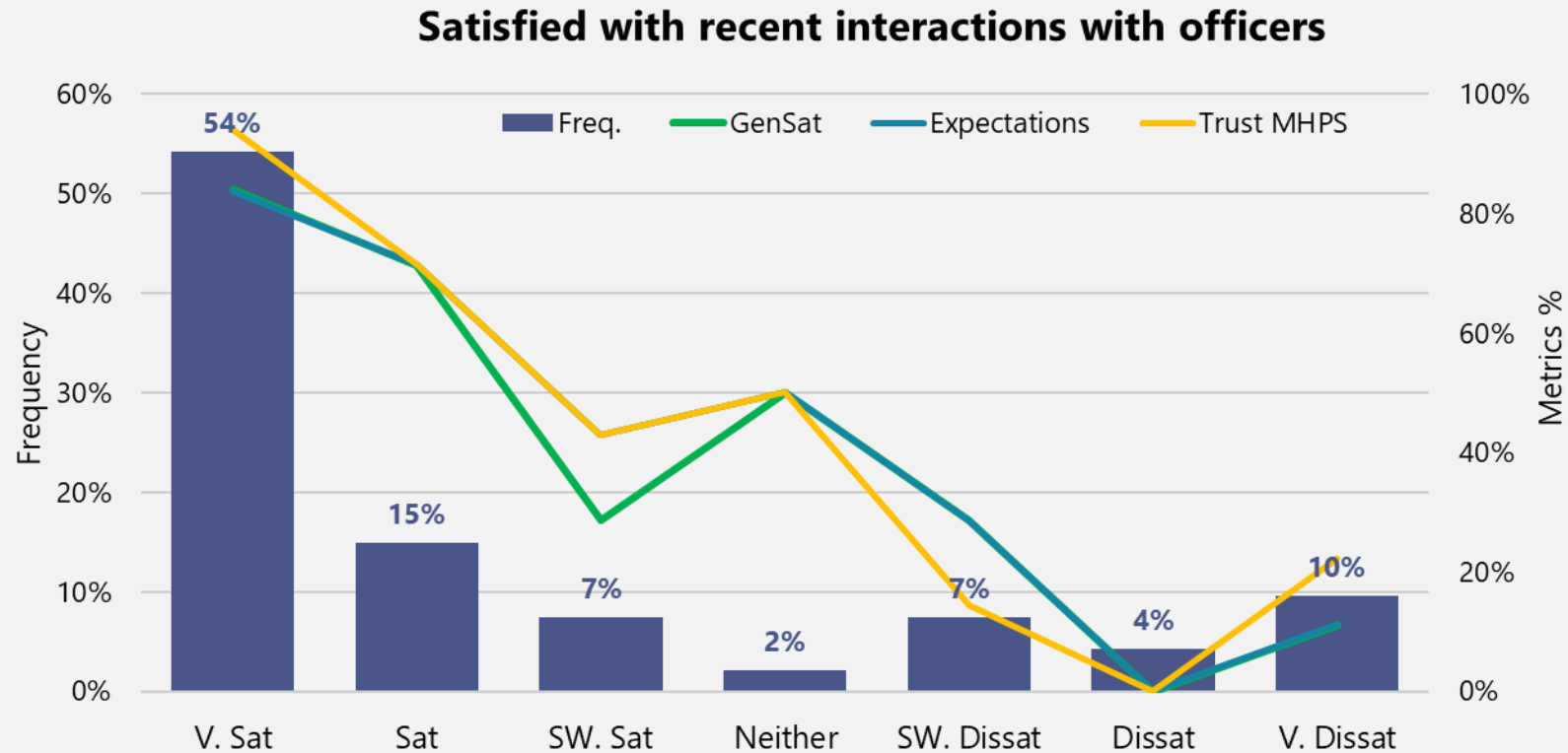
Q27: In the previous question, you indicated there is some other element of road safety which is important to you but was not in that question. Please tell us the element of road safety that you believe is missing.





## 2 Top Line Finding: Satisfaction with officer interaction has steadily declined

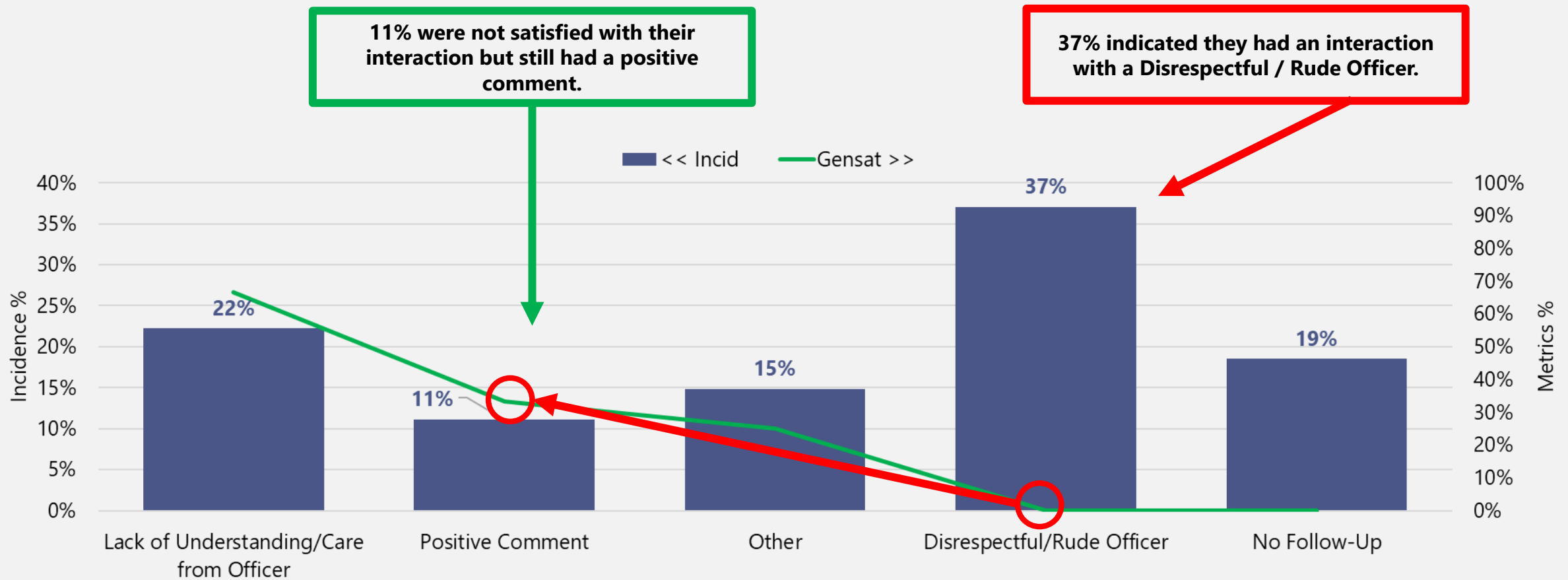
**Q30: Please indicate how satisfied you are with your recent interaction with a patrol police officer or a traffic enforcement police officer.**





## 2 Top Line Finding: A positive and respectful attitude correlates with satisfaction

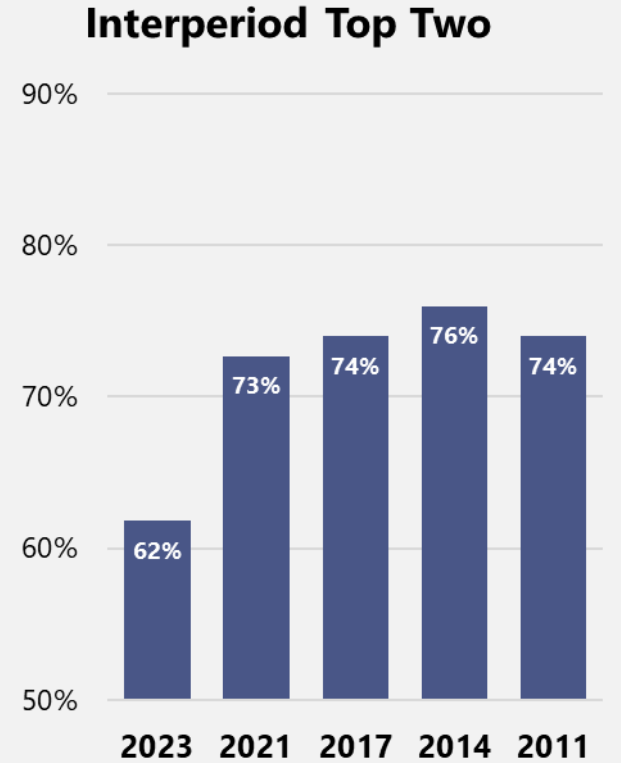
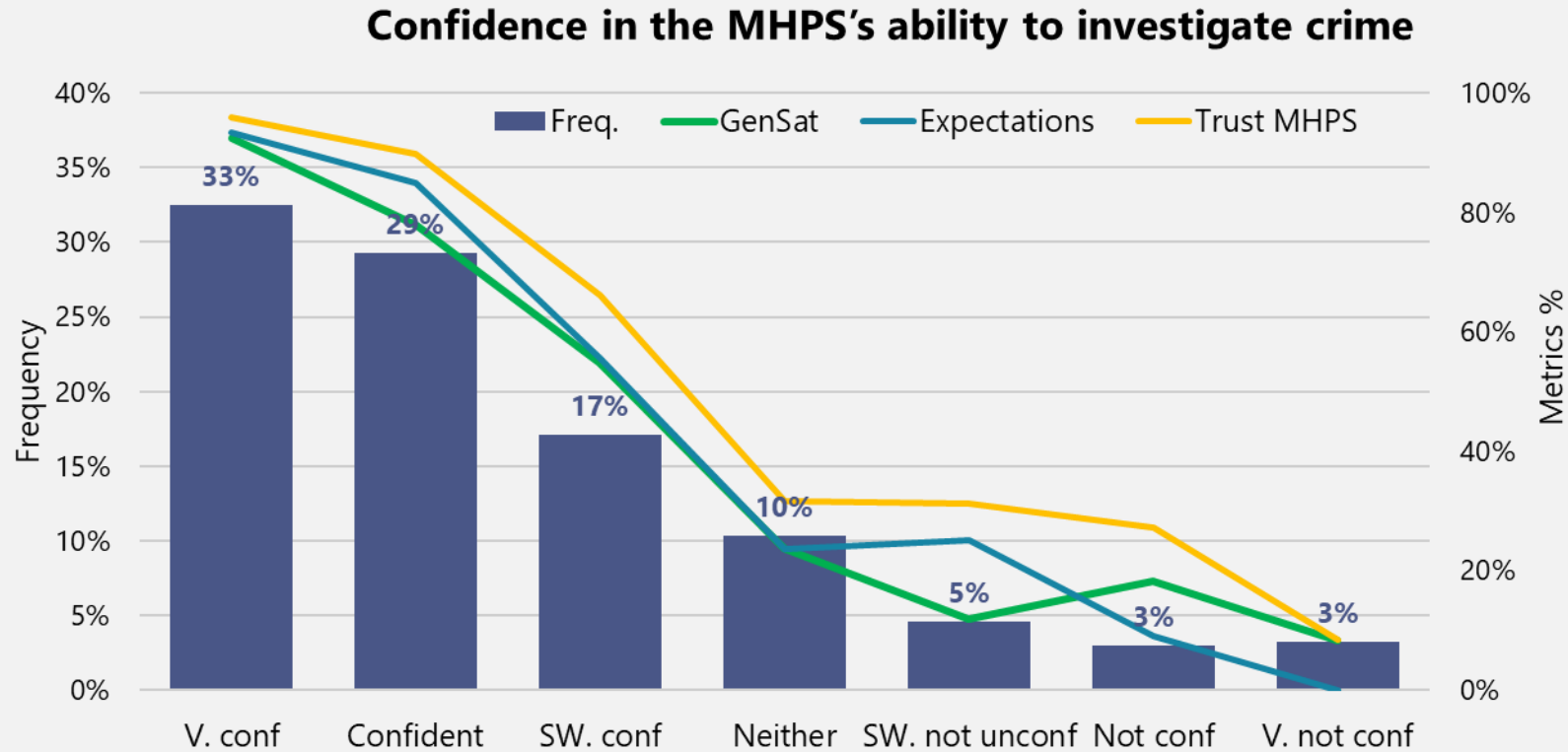
**Q31: In the previous question, you indicated that you are {{Q30}} with your recent interaction with a patrol police officer or a traffic enforcement police officer. Please tell us why you are not satisfied.**





## 2 Top Line Finding: Declines in confidence may be due to external factors

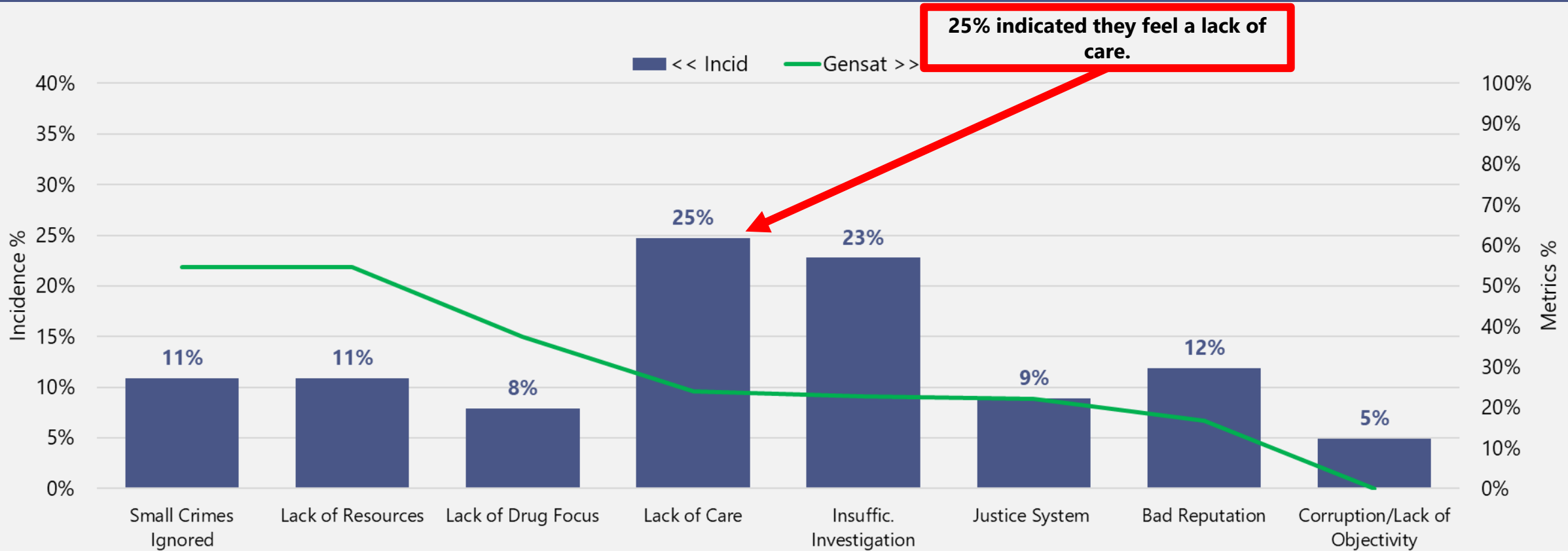
Q32: Please indicate how confident you are with the Medicine Hat Police Service's ability to investigate crime.





## Top Line Finding: 34% site a lack of resources or insufficient investigation as the cause of their lack of confidence

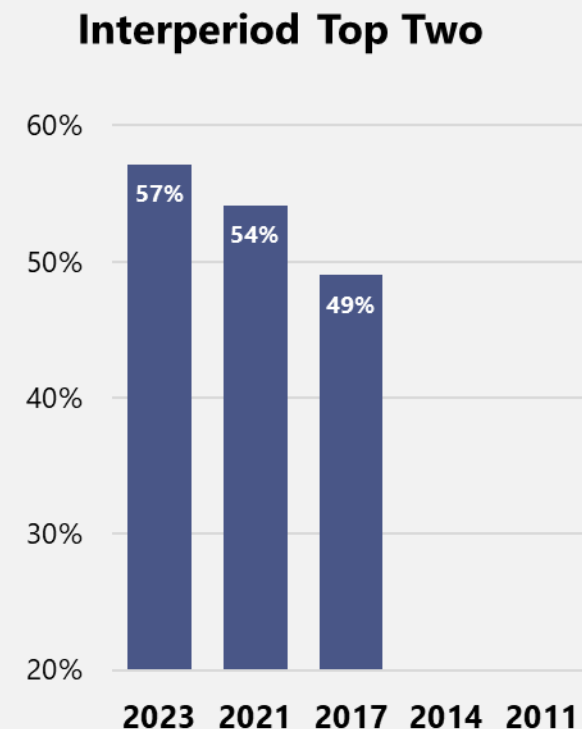
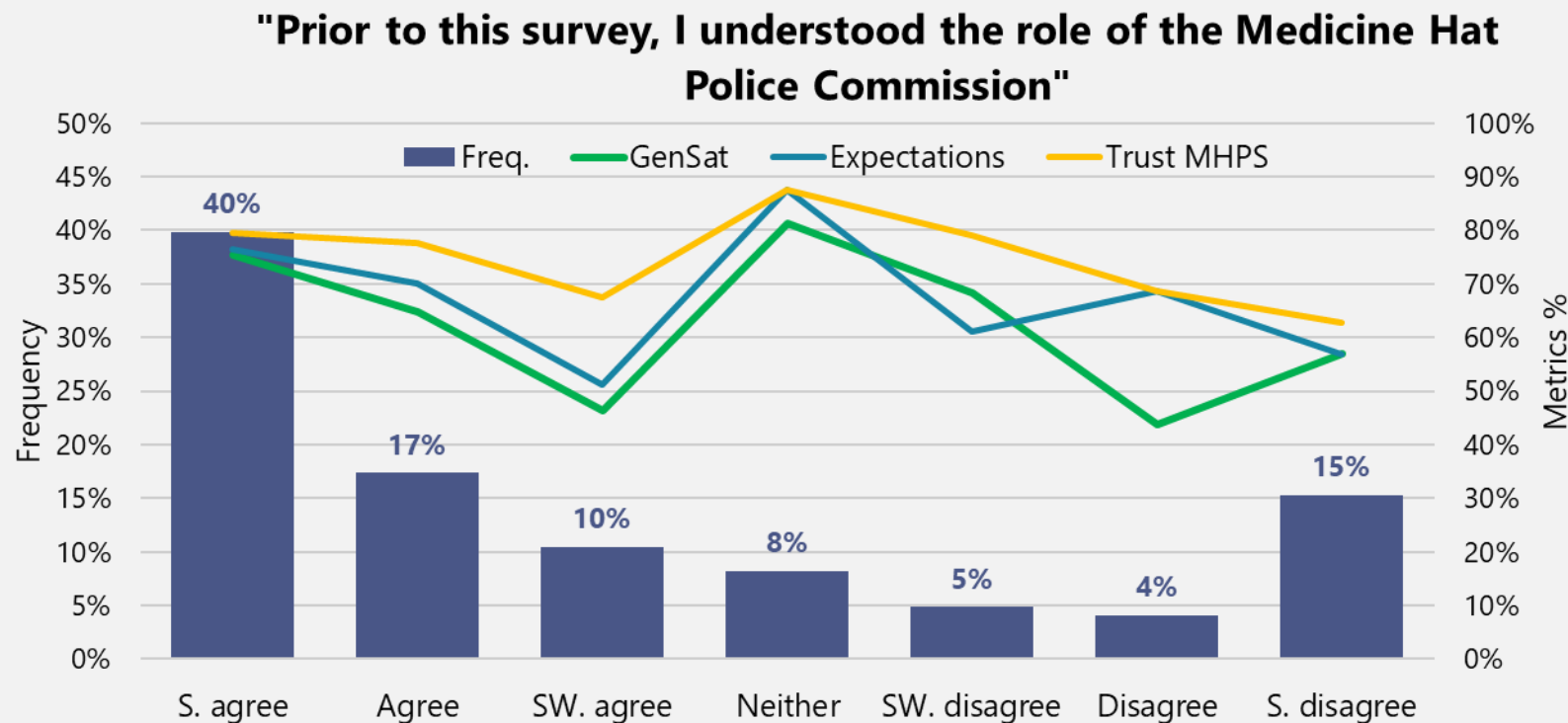
Q33: In the previous question, you indicated that you are {{Q32}} with the Medicine Hat Police Service's ability to investigate crime. Please tell us why you lack confidence in the Medicine Hat Police Service's ability to investigate crime.





## 2 Top Line Finding: Understanding of the Commission's role has increased

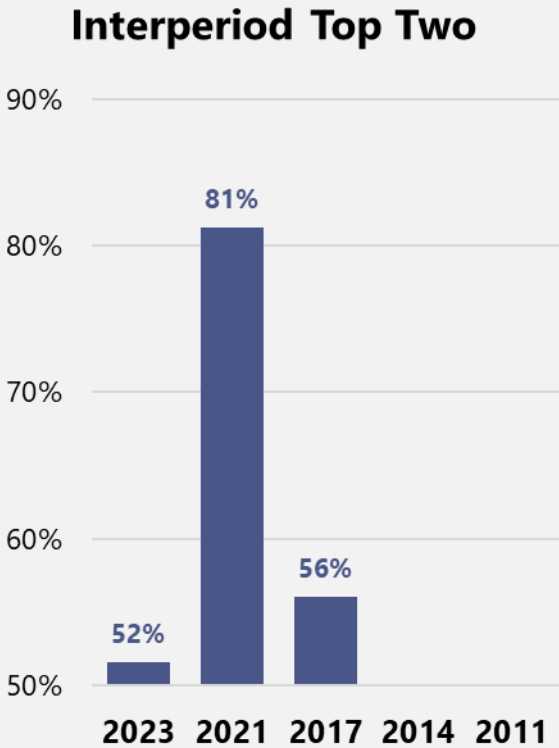
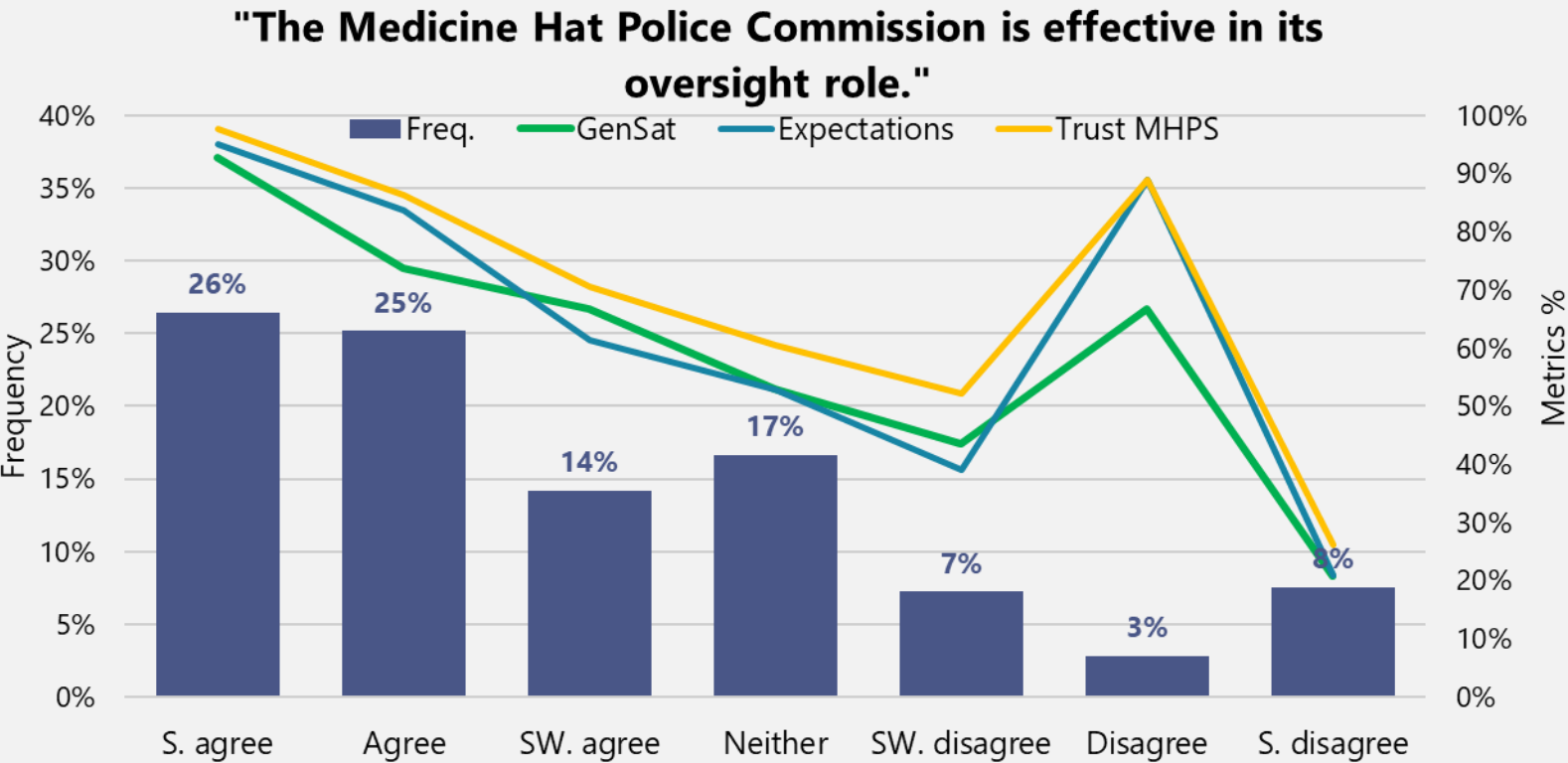
**Q39: Please tell us how strongly you agree or disagree with the following statements. Prior to this survey, I understood the role of the Medicine Hat Police Commission**





# Top Line Finding: The perception of the effectiveness of the Commission has significantly decreased

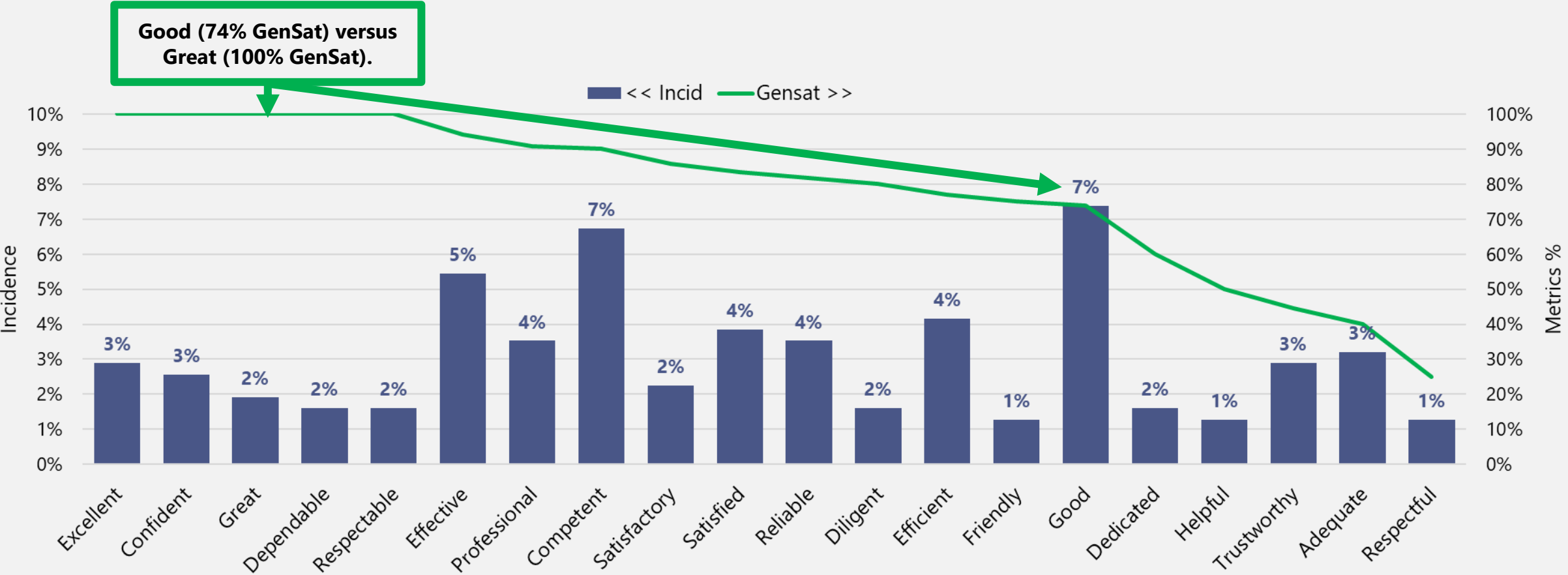
**Q40: Please tell us how strongly you agree or disagree with the following statement: The Medicine Hat Police Commission is effective in its oversight role.**





# Top Line Finding: The core branding of the Medicine Hat Police Service is diffuse and inconsistent

Q48: Finally, if you could use one word to describe the Medicine Hat Police Service, what would that one word be?





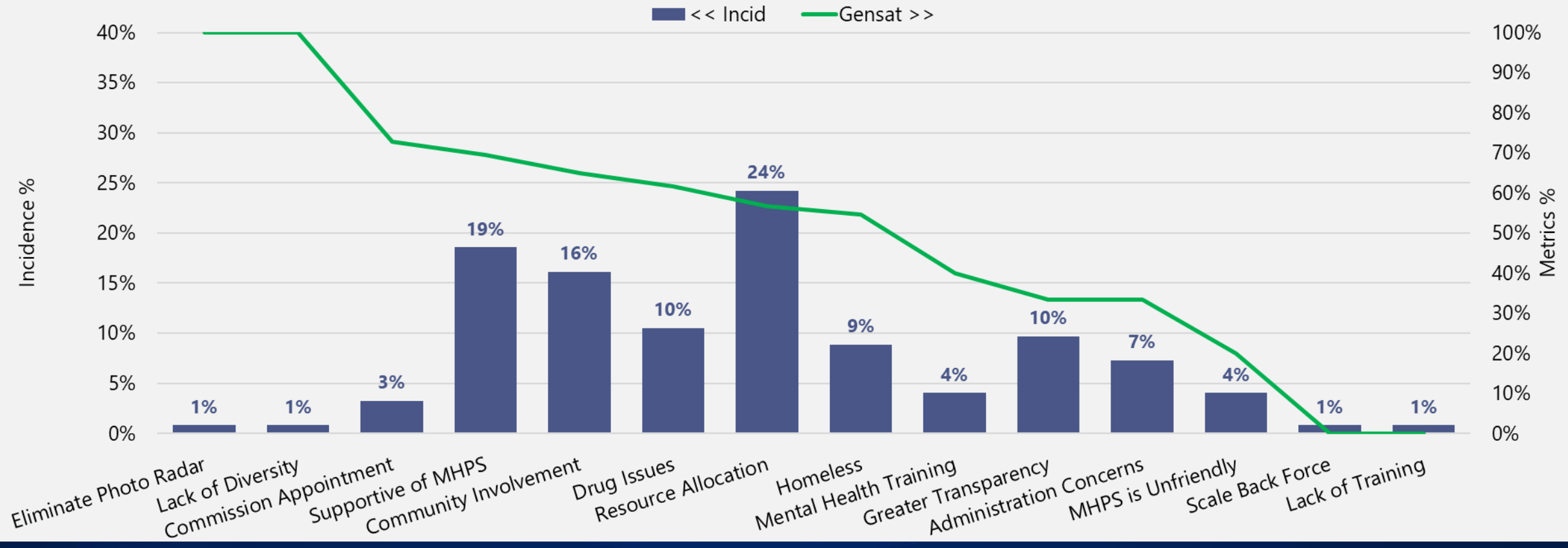
2

**Q48: Finally, if you could use one word to describe the Medicine Hat Police Service, what would that one word be?**





**Q49: Is there anything that this survey has not covered (positive or constructive) that you think is important for the Medicine Hat Police Commission to know?**





# Agenda / Discussion Outline

---

- 1 Project Objectives & Research Overview
- 2 Survey Results
- 3 Summary Findings
- 4 Q & A





### 3 Summary Findings – Top 3 Strength Findings

Research Objectives	Key Metric	Summary Findings
The performance of the police service.	<b>66%</b>	The performance of the Medicine Hat Police Service is strong. While overall General Satisfaction dropped in 2023 there are external factors, such as economic uncertainty and the opioid crisis that likely contributed to the drop.
How police personnel are perceived to conduct themselves while performing their duties.	<b>79%</b>	<p>The perceptions of police are informed by many factors, most of which are positive. If respondents to the survey make mention of factors such as efficiency, visibility, or reliability, their general satisfaction with the police service is over 79%.</p> <p>If respondents mentioned traffic or speed enforcement, having reported an issue that was not resolved, drug enforcement, crime rate, or homelessness, then the overall satisfaction with the police service tends to be below 50%</p>
The involvement of police officers with their community and its citizens.	<b>83%</b>	Being knowledgeable, professional, and meeting expectations have continuously high scores. 83% of respondents agree with the statement "The person I spoke with was professional".





### 3 Summary Findings – Top 3 Areas to Watch

Research Objectives	Key Metric	Summary Findings
Recommendations for improvement.	71%	<p>The areas that correlate with overall satisfaction include:</p> <ul style="list-style-type: none"> <li>▪ Having trust in the police service</li> <li>▪ Feeling safe in Medicine Hat</li> <li>▪ Knowledge &amp; professionalism</li> </ul> <p><b>There is some correlation between overall satisfaction and demographics.</b></p>
Public perceptions regarding safety and security in the community.	70%	<p>70% of citizens agree with the statement "I feel safe living in Medicine Hat", <b>a decrease of 7% since 2021.</b></p> <p>74% of respondents agree with the statement "I feel safe living in my neighbourhood", a decrease of 8% since 2021.</p> <p>The areas of Medicine Hat where people feel uncomfortable going into are downtown and the flats area. The level of not being comfortable for those two areas has increased significantly since 2021, (54% versus 29% for downtown). It should also be mentioned that 40% of respondents are comfortable everywhere in Medicine Hat, a decrease of 15% since 2021.</p> <p>Safety has a 77% correlation with General Satisfaction, meaning that if someone feels unsafe they are less likely to be satisfied.</p>
Communications with the community.	55%	<p>Overall satisfaction with the Medicine Hat Police Service's communications with the community has dropped to 55%. This may be due to lack of awareness rather than the actual communications.</p>





# Agenda / Discussion Outline

---

- 1 Project Objectives & Research Overview
- 2 Survey Results
- 3 Summary Findings
- 4 Q & A





**Framework Analytics Inc.**  
**2023 Medicine Hat Policing and Community Safety Survey**  
**Presentation to the Medicine Hat Police Commission**  
**February 21, 2024**

Framework<sup>TM</sup>