

Medicine Hat Police Commission's 2026 Policing and Community Safety Survey

Conducted by Framework Analytics Inc.

Presentation of Results, June 17, 2026

FrameworkTM

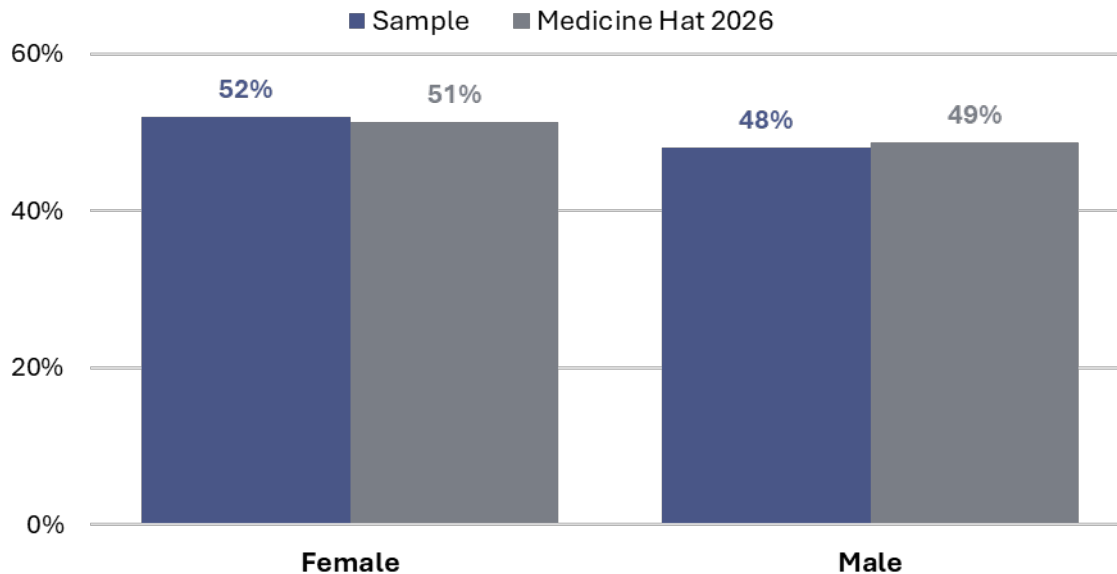
Agenda / Discussion Outline

- 1** Research Overview & Project Objectives
- 2** Overview & General Satisfaction
- 3** General Safety
- 4** Importance & Satisfaction
- 5** Trust & Confidence
- 6** Demographics
- 7** Additional Questions

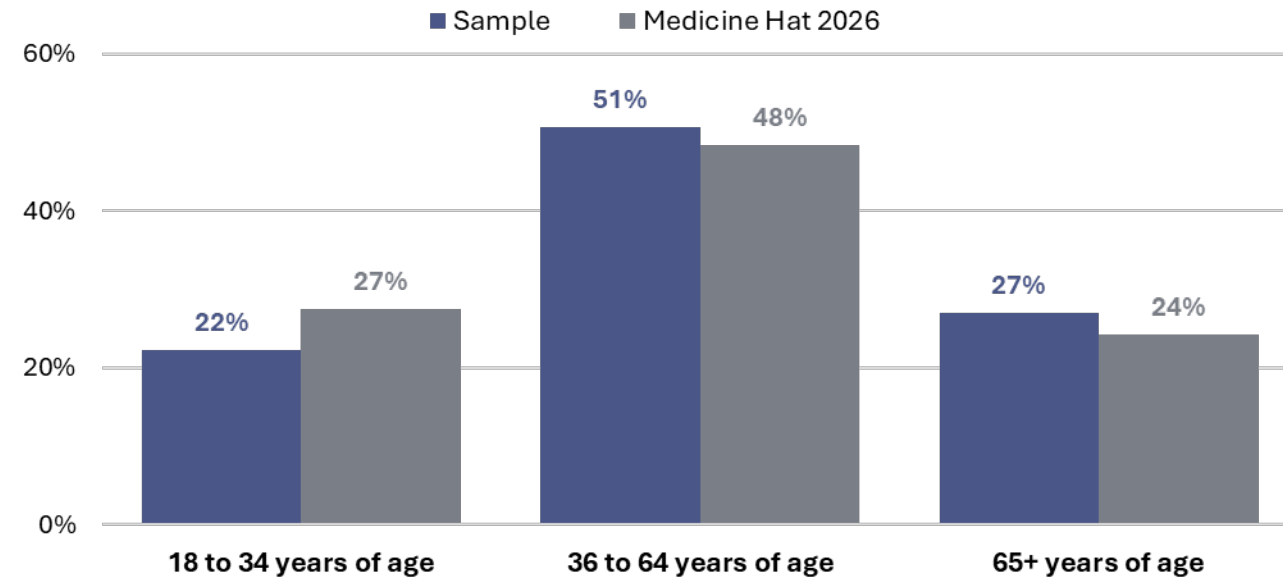
1 Research Overview, A Reliable and Accurate Sample

- Telephone based survey
- Field period: March 17, 2026 through April 10, 2026
- 400 responses
- Gender split age demographics that mirror those of Medicine Hat as determined by Stats Canada
- The data is **not** weighted
- Consistent with a Margin of Error: $\pm 5.0\%$, 19 times out of 20.

Profile of the sample vs profile of Medicine Hat, by Gender Identification



Profile of the sample vs profile of Medicine Hat, by Age



1 Objectives

To examine public perceptions in the following areas:

- *The 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*

Content Areas:

- *Road Safety*
- *Municipal Enforcement Section*
- *Criminal Investigation*
- *Uniformed Officers*
- *Policing as a whole*
- *Medicine Hat Police Commission*

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

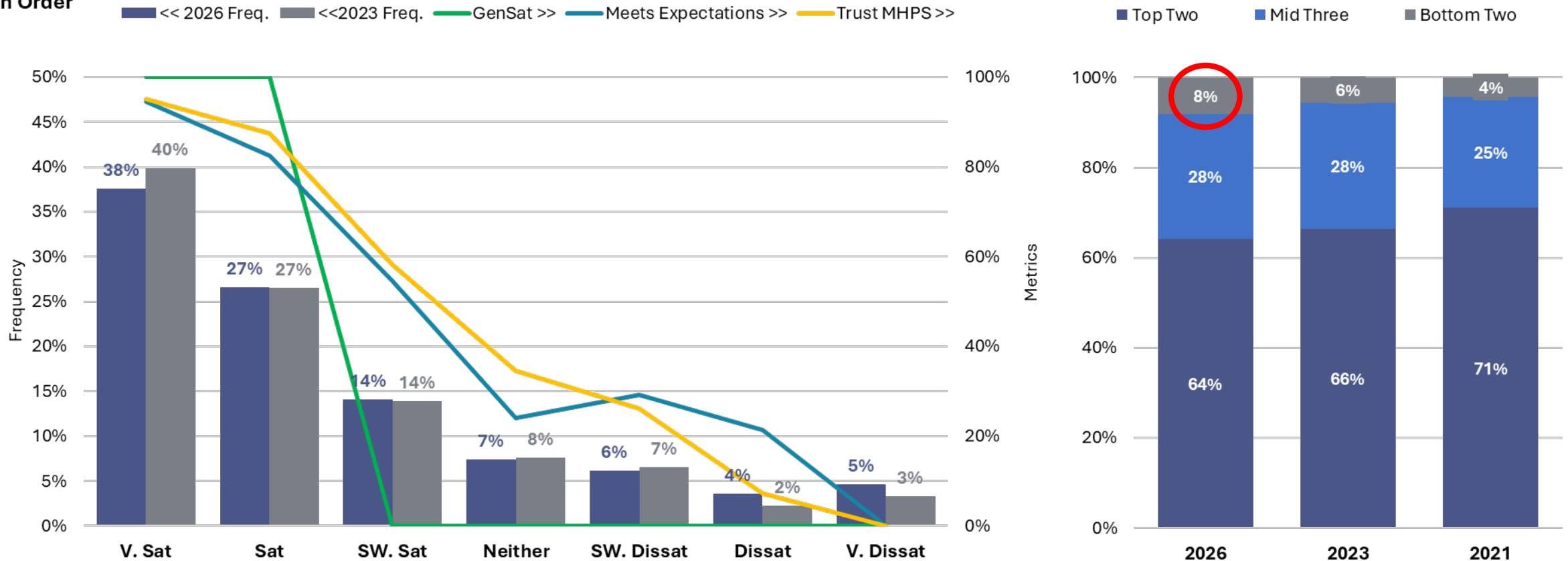
2 General Satisfaction

Key Finding

Overall satisfaction saw a slight decline, while the very dissatisfied proportion increased.

Q10. Using a scale of 1 to 7, where 1 is very satisfied and 7 is very dissatisfied, please indicate how satisfied or dissatisfied you are in general with the Medicine Hat Police Service.

In Order



2

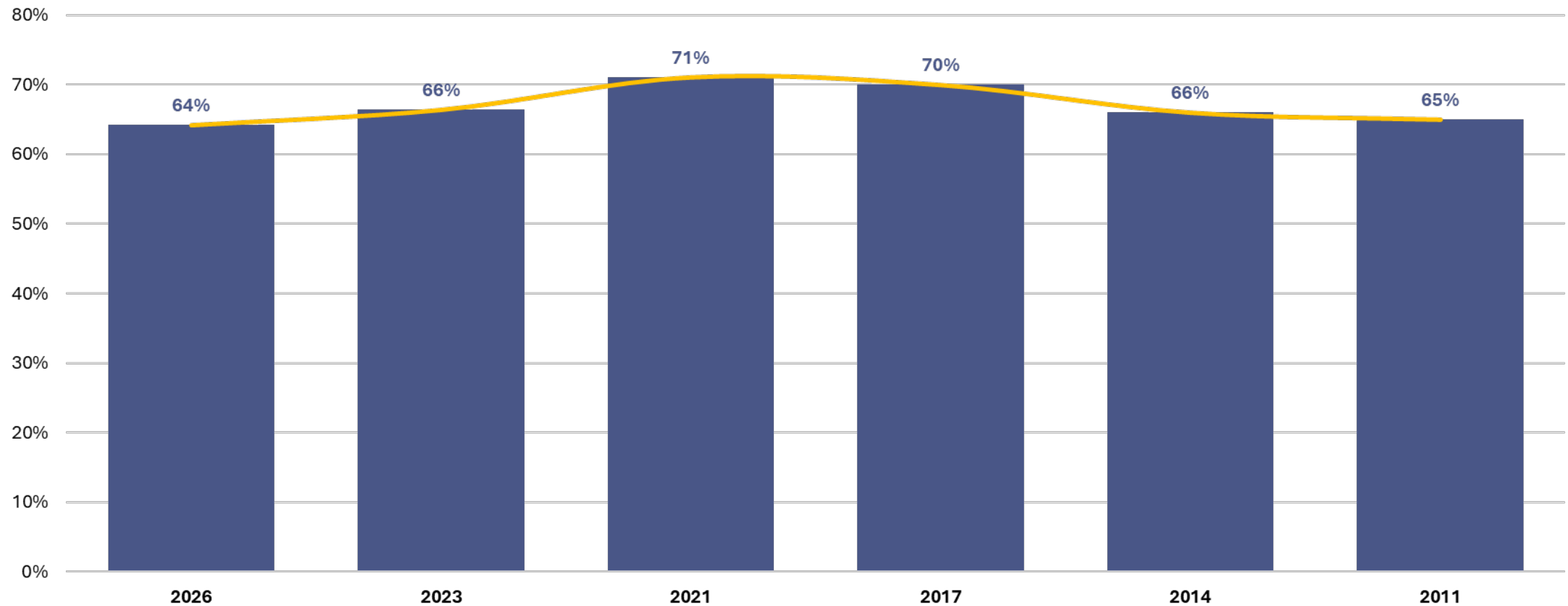
General Satisfaction

Key Finding

Overall satisfaction saw a slight decline which appears to reflect a return to the norm.

Q10. Using a scale of 1 to 7, where 1 is very satisfied and 7 is very dissatisfied, please indicate how satisfied or dissatisfied you are in general with the Medicine Hat Police Service.

Interperiod Top Two



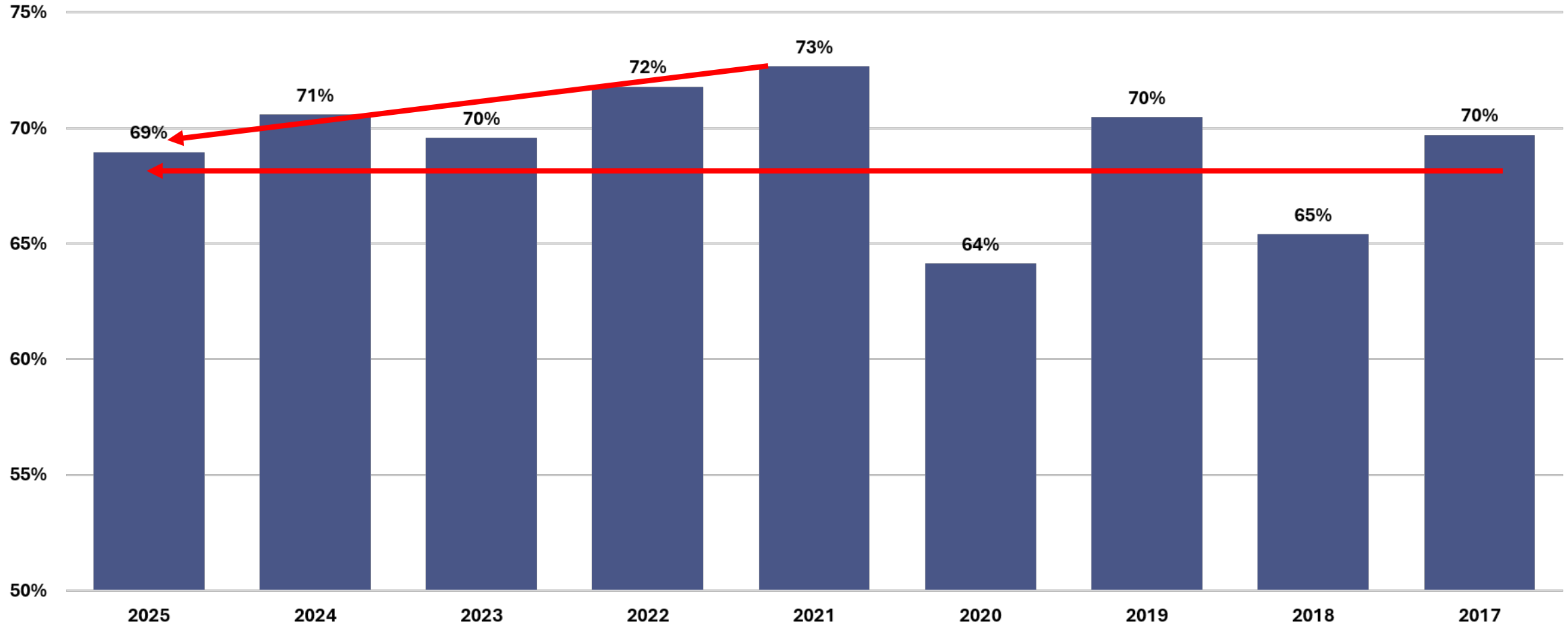
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General Satisfaction

Key Finding

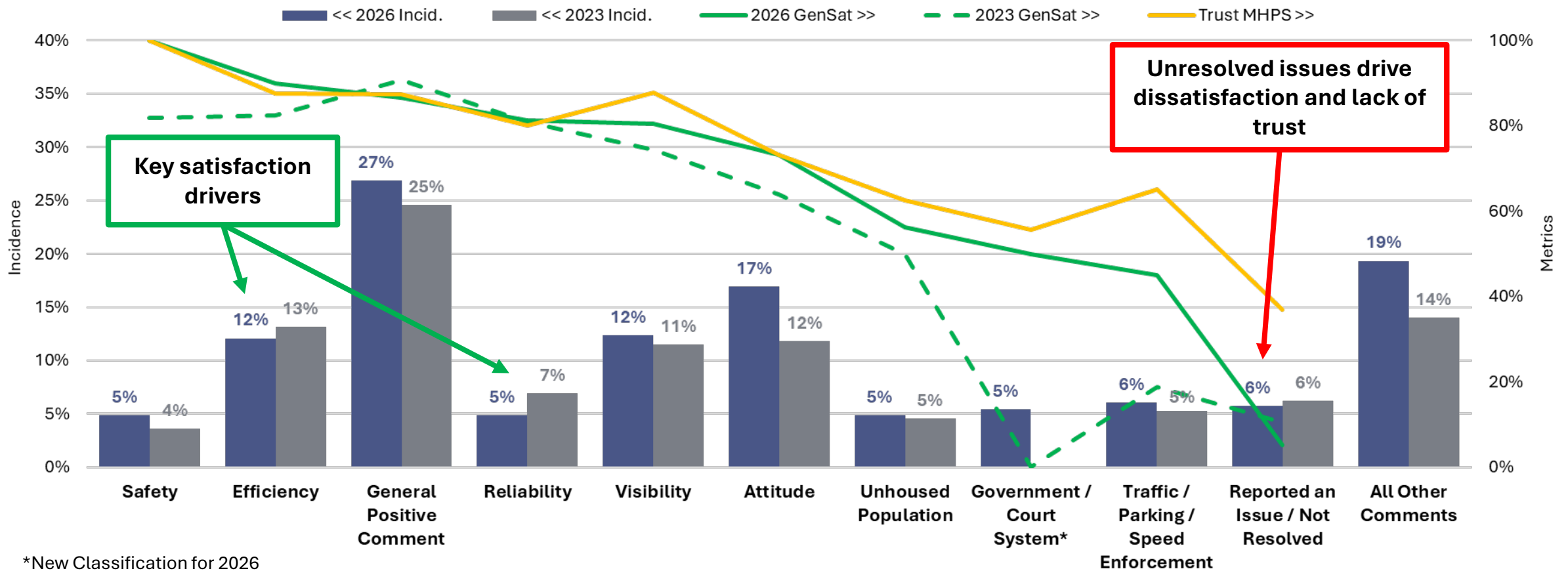
GenSat scores have been declining since the Pandemic. Is this a trend, or a 'return to the norm'?

Average General Satisfaction
'Top Two's By Year



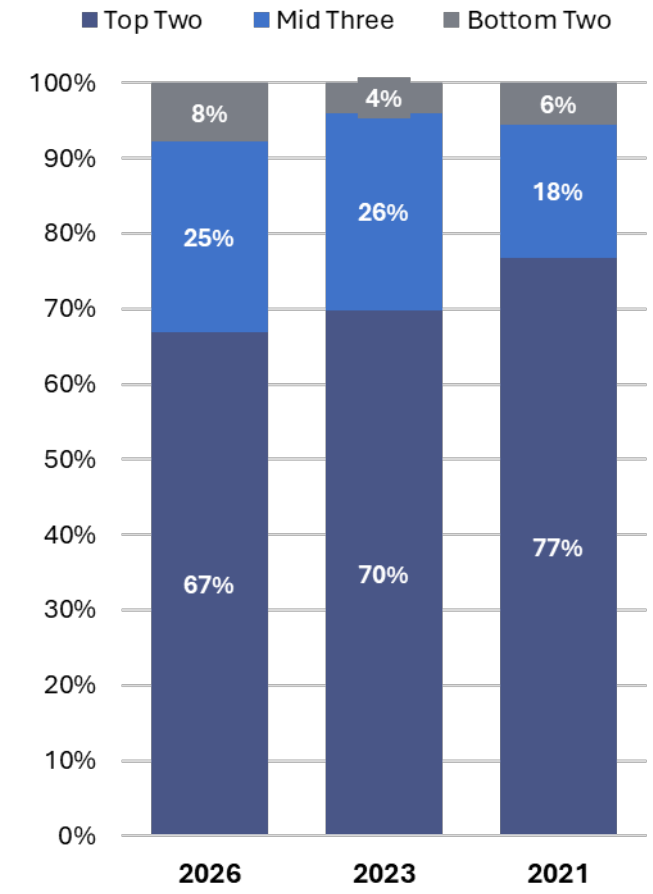
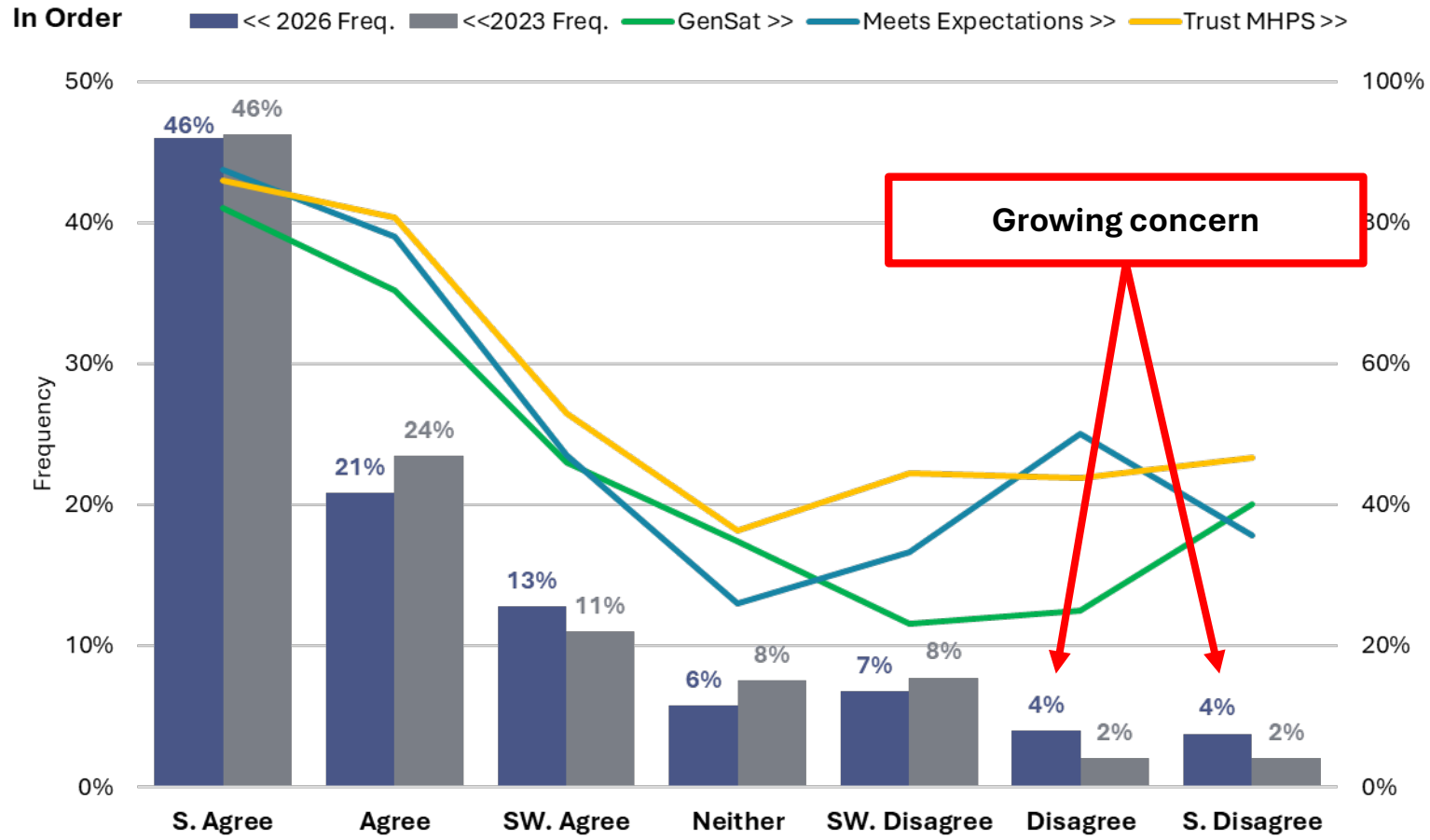
Q11. In the previous question, you have indicated that you are {{Q10}} with the Medicine Hat Police Service. Please help us better understand your response to the previous question by telling us why that is.

Top Ten Satisfaction / Dissatisfaction Drivers by GenSat



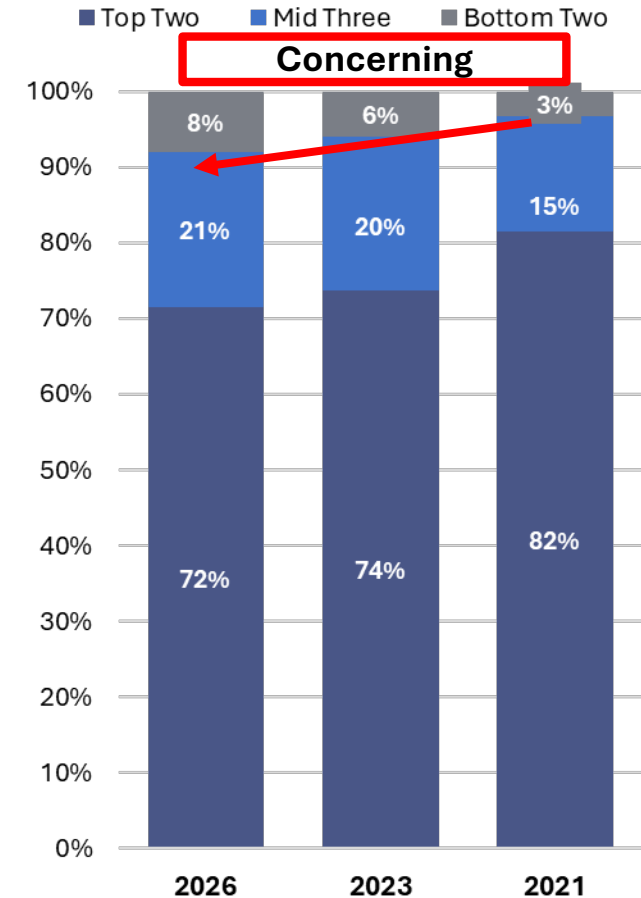
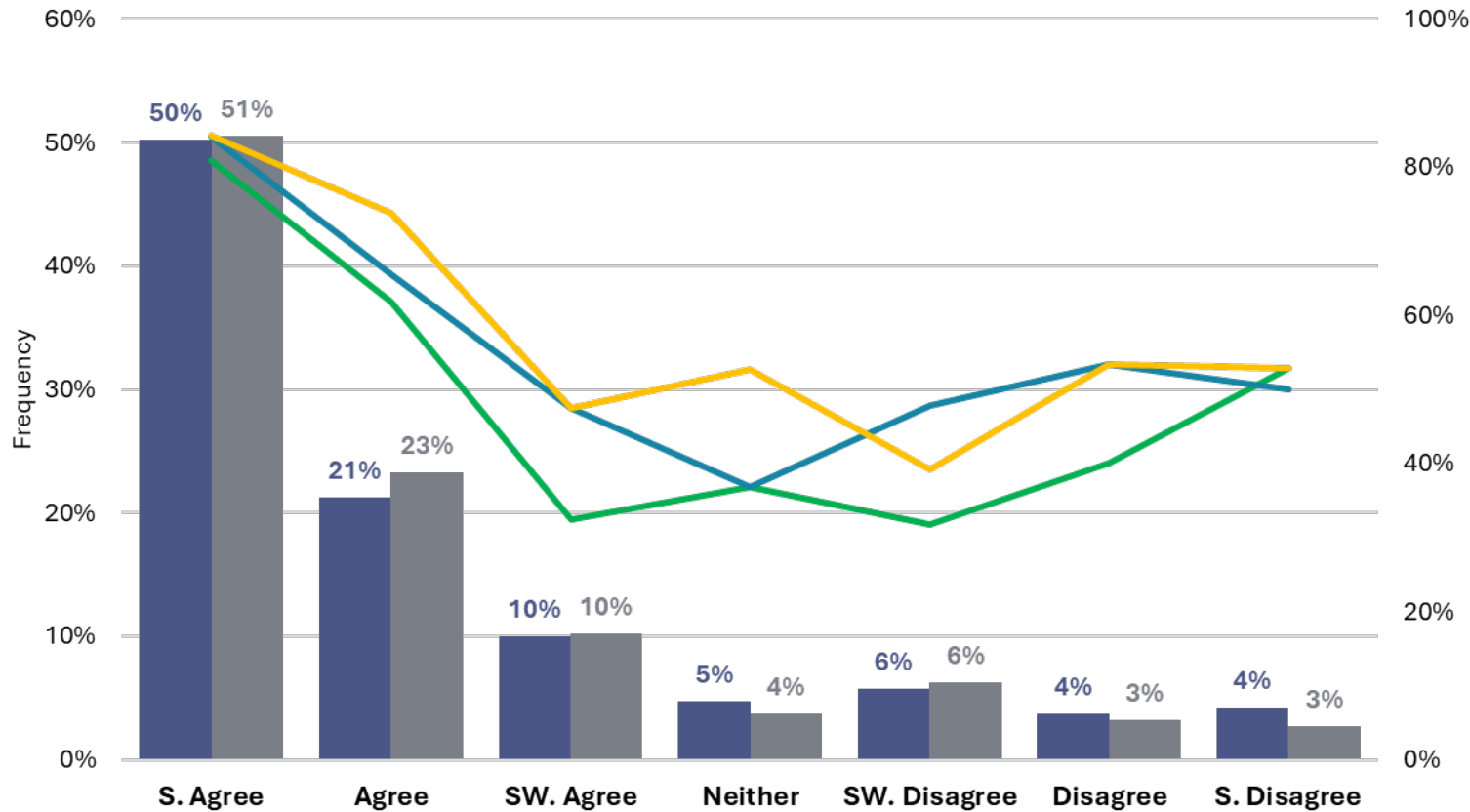
*New Classification for 2026

Q5. Please tell us how strongly you agree or disagree with each of the following statements: "I feel safe living in Medicine Hat"



Q6. Please tell us how strongly you agree or disagree with each of the following statements: "I feel safe living in my neighbourhood"

In Order << 2026 Freq. <<2023 Freq. GenSat >> Meets Expectations >> Trust MHPS >>

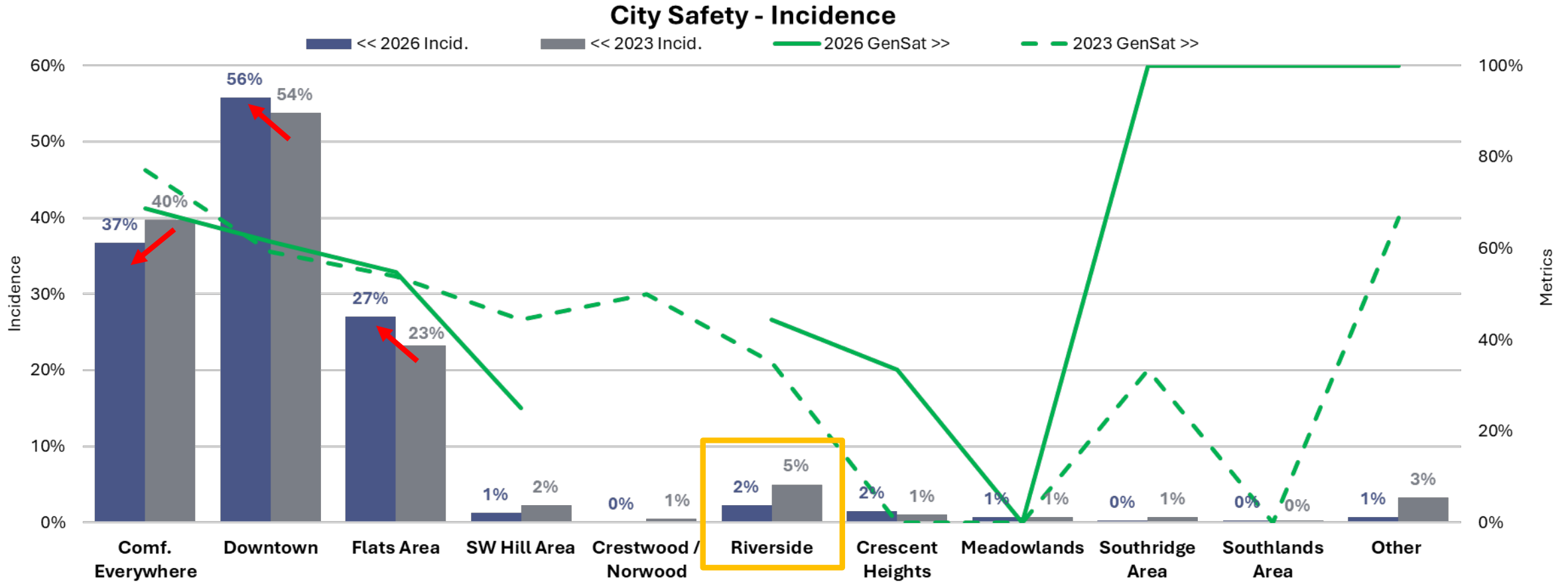


3 General Safety

Key Finding

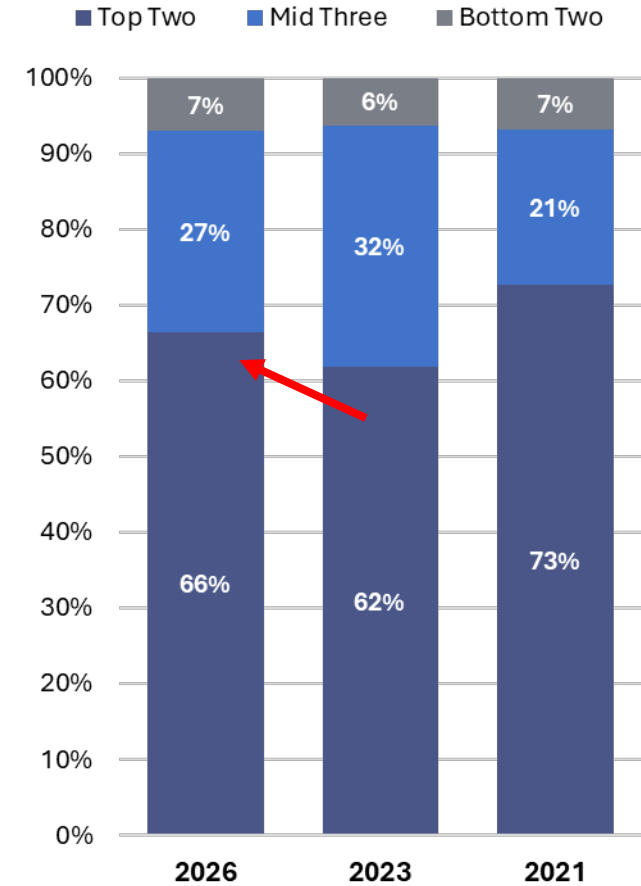
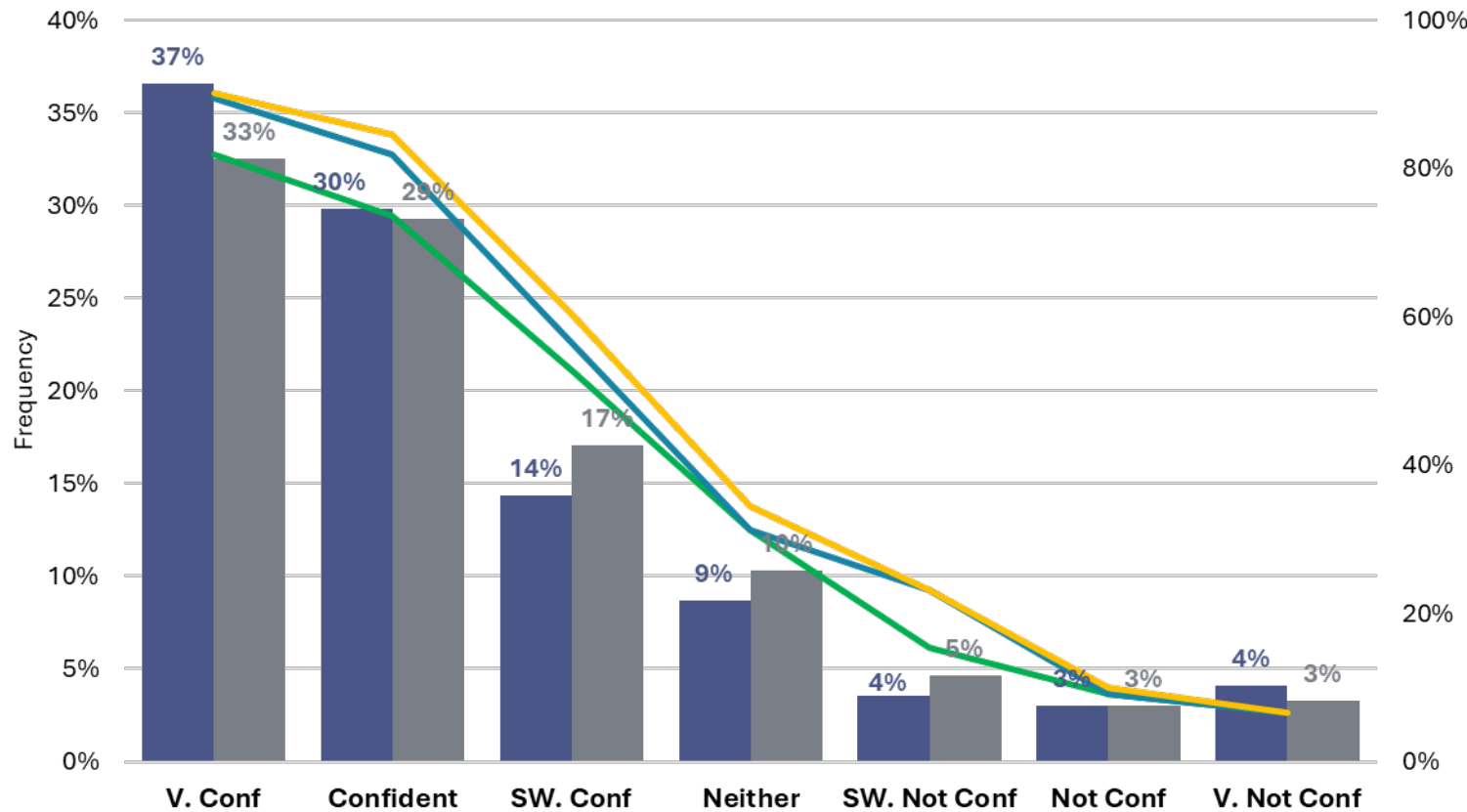
Concerns about safety in certain areas increased among respondents. Riverside saw a positive decrease of 3% (absolute) or 55% (relative).

Q7. 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.)



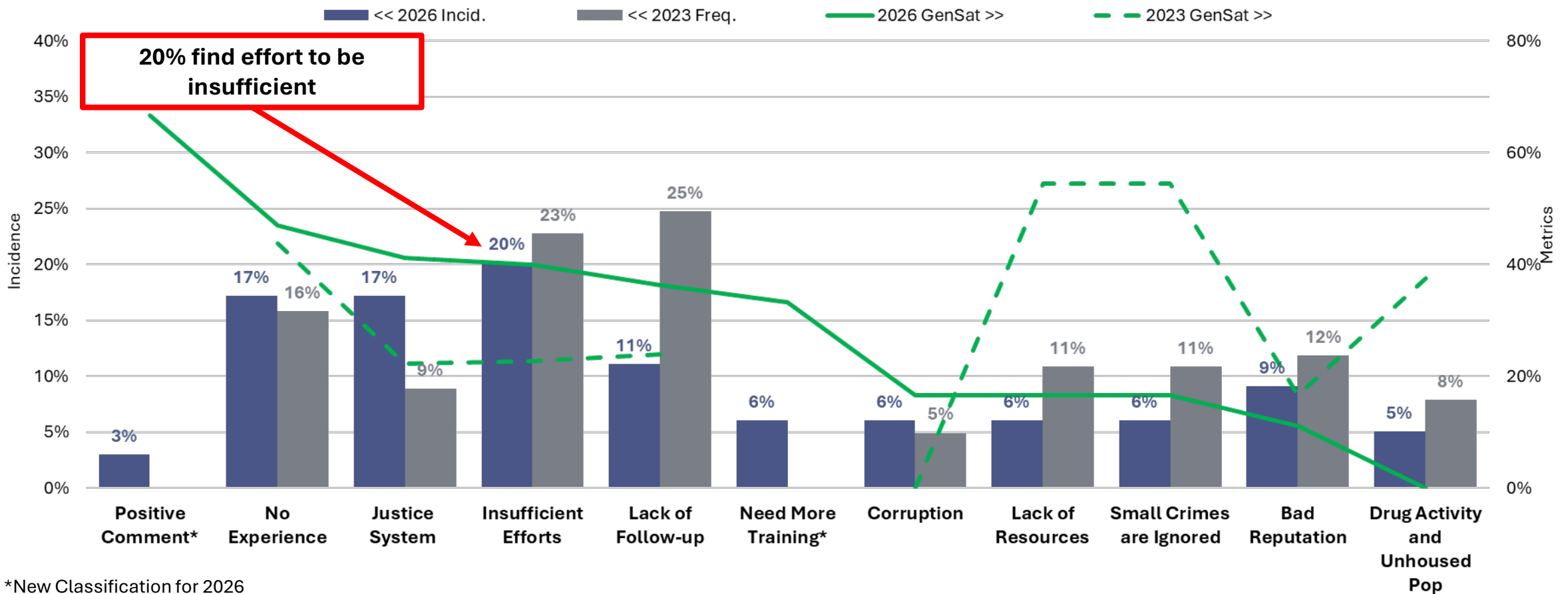
Q38. Please indicate how confident you are with the Medicine Hat Police Service's ability to investigate crime.

In Order << 2026 Freq. >> <<2023 Freq. >> GenSat >> Meets Expectations >> Trust MHPS >>



Q39. In the previous question, you indicated that you are {{Q38}} 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.

Lack of Confidence Drivers by GenSat



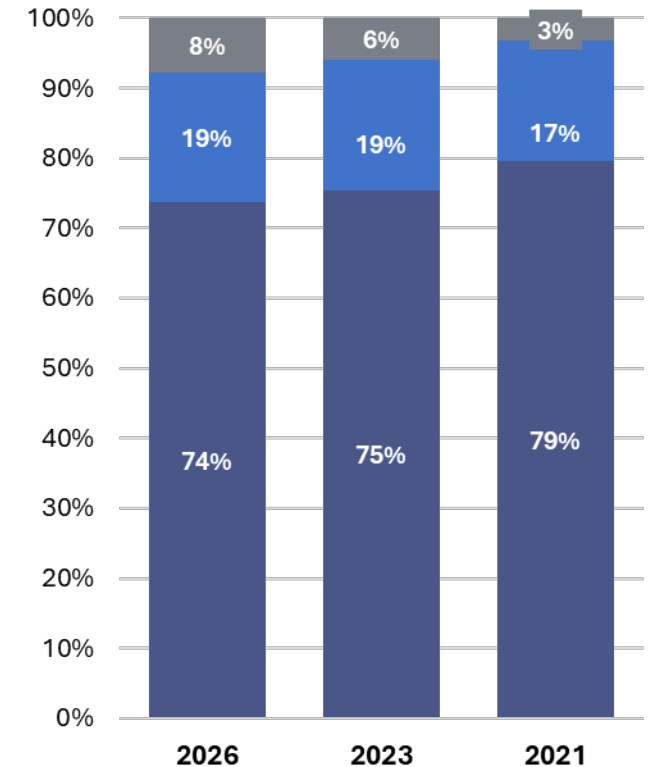
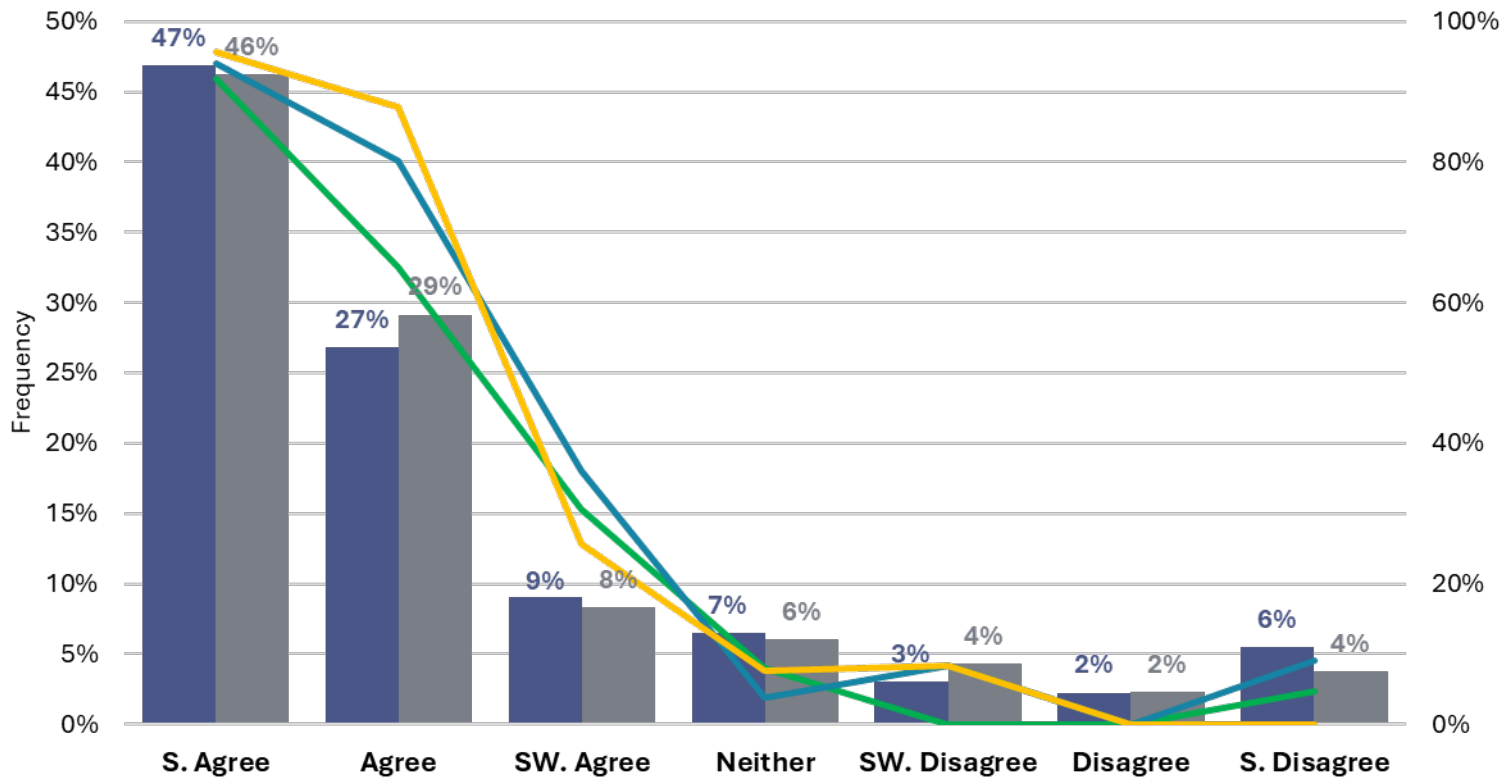
*New Classification for 2026

Q52. Please tell us how strongly you agree or disagree with each of the following statements: "I have confidence in The Medicine Hat Police Service"

In Order

<< 2026 Freq. <<2023 Freq. GenSat >> Meets Expectations >> Trust MHPS >>

■ Top Two ■ Mid Three ■ Bottom Two



5

Trust & Confidence

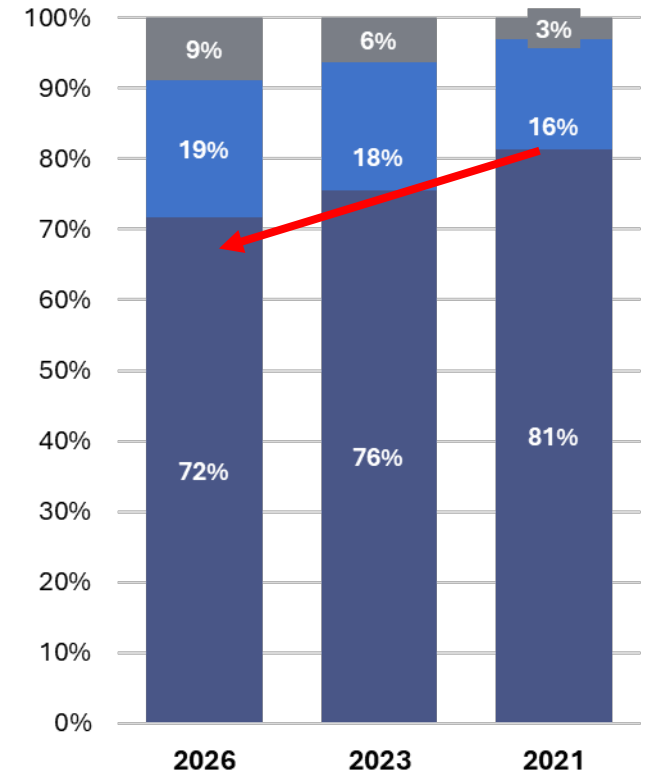
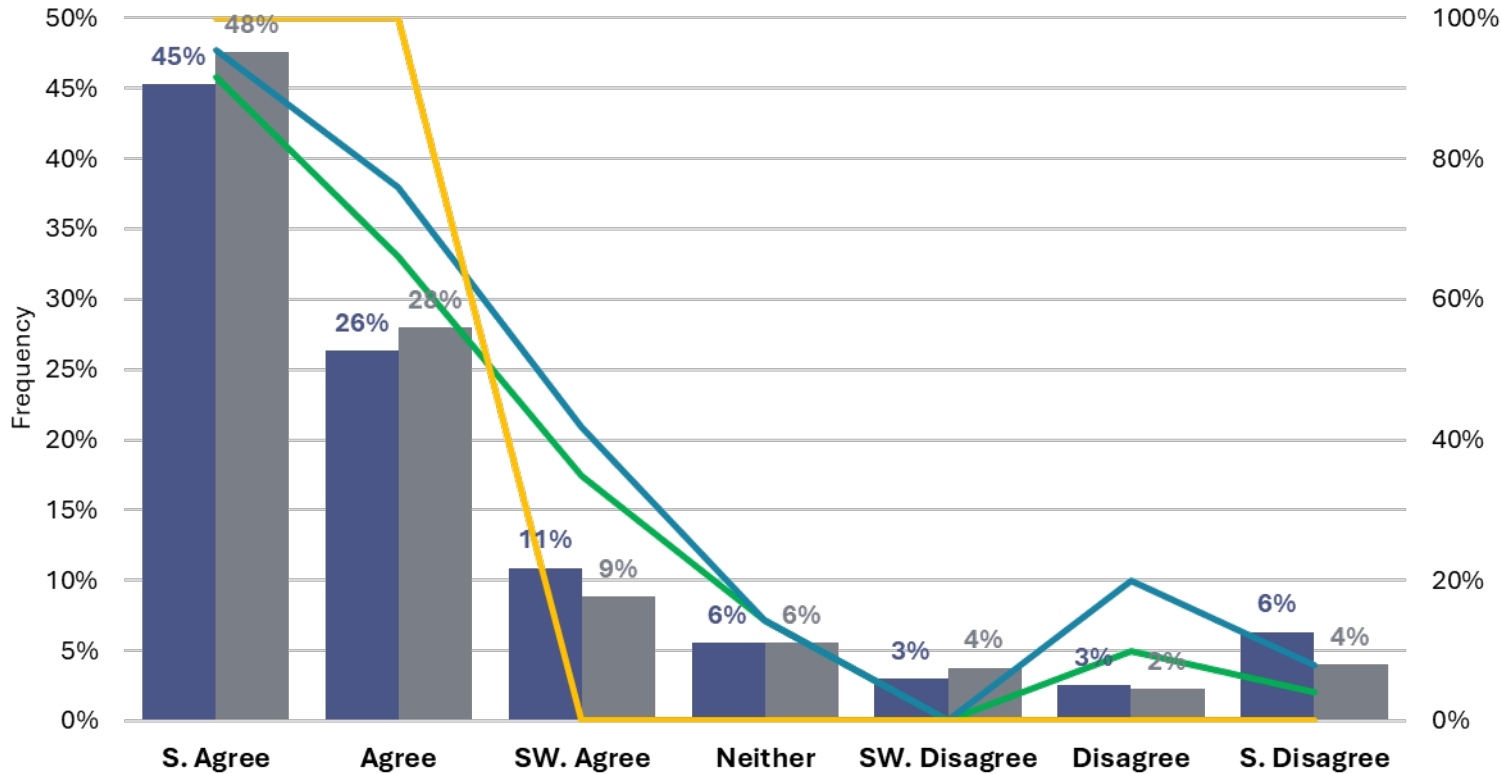
Key Finding

Overall trust has decreased from 81% in 2021 to 76% in 2023 and further to 72% in 2026, indicating a downward trend over time.

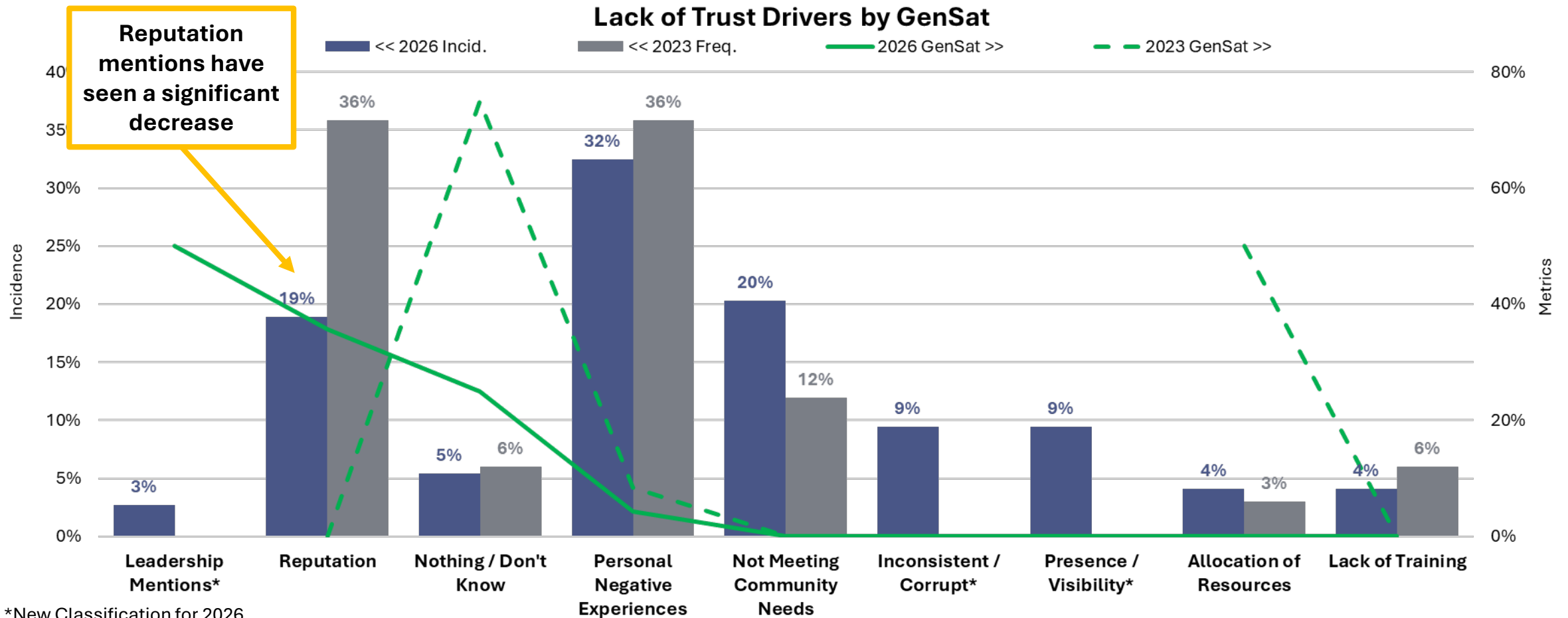
Q53. Please tell us how strongly you agree or disagree with each of the following statements: "I trust The Medicine Hat Police Service"

In Order << 2026 Freq. <<2023 Freq. GenSat >> Meets Expectations >> Trust MHPS >>

Top Two Mid Three Bottom Two



Q54. 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.

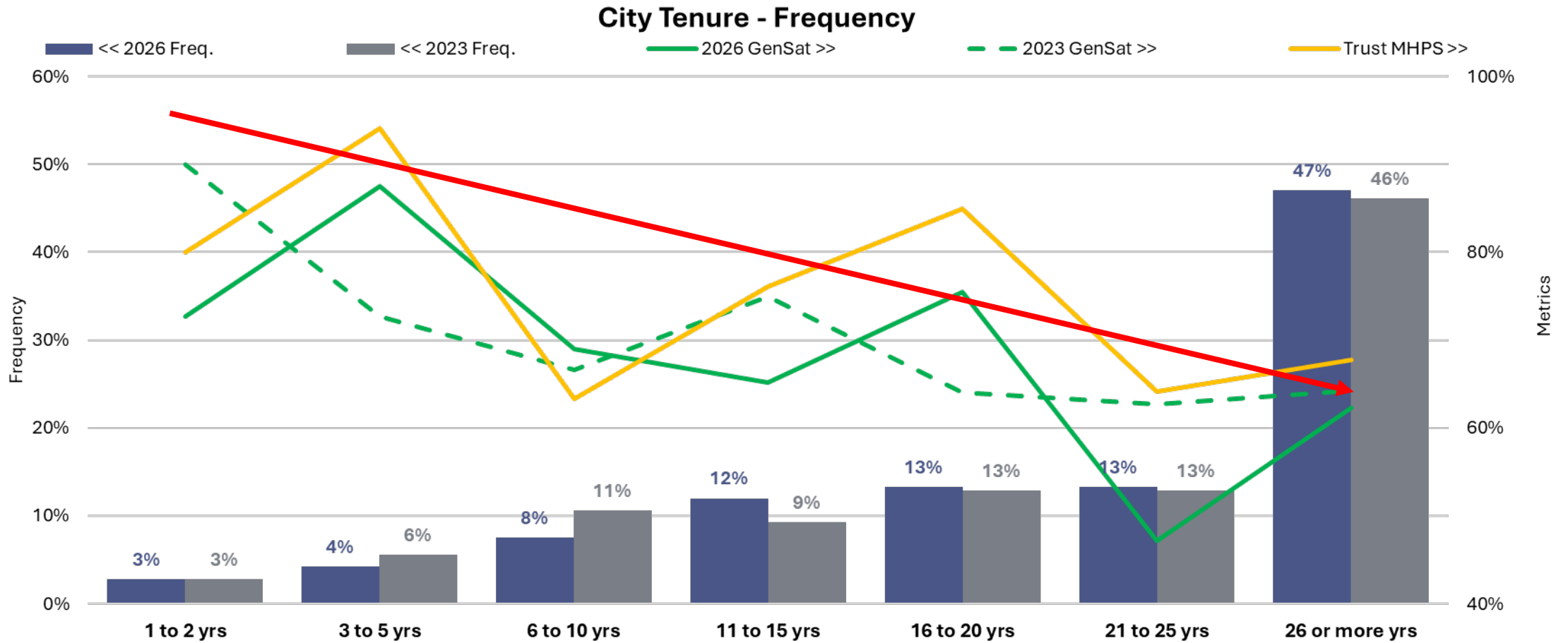


*New Classification for 2026

6 Demographics

Key Finding General Satisfaction is higher among those who have lived in Medicine Hat for a shorter amount of time.

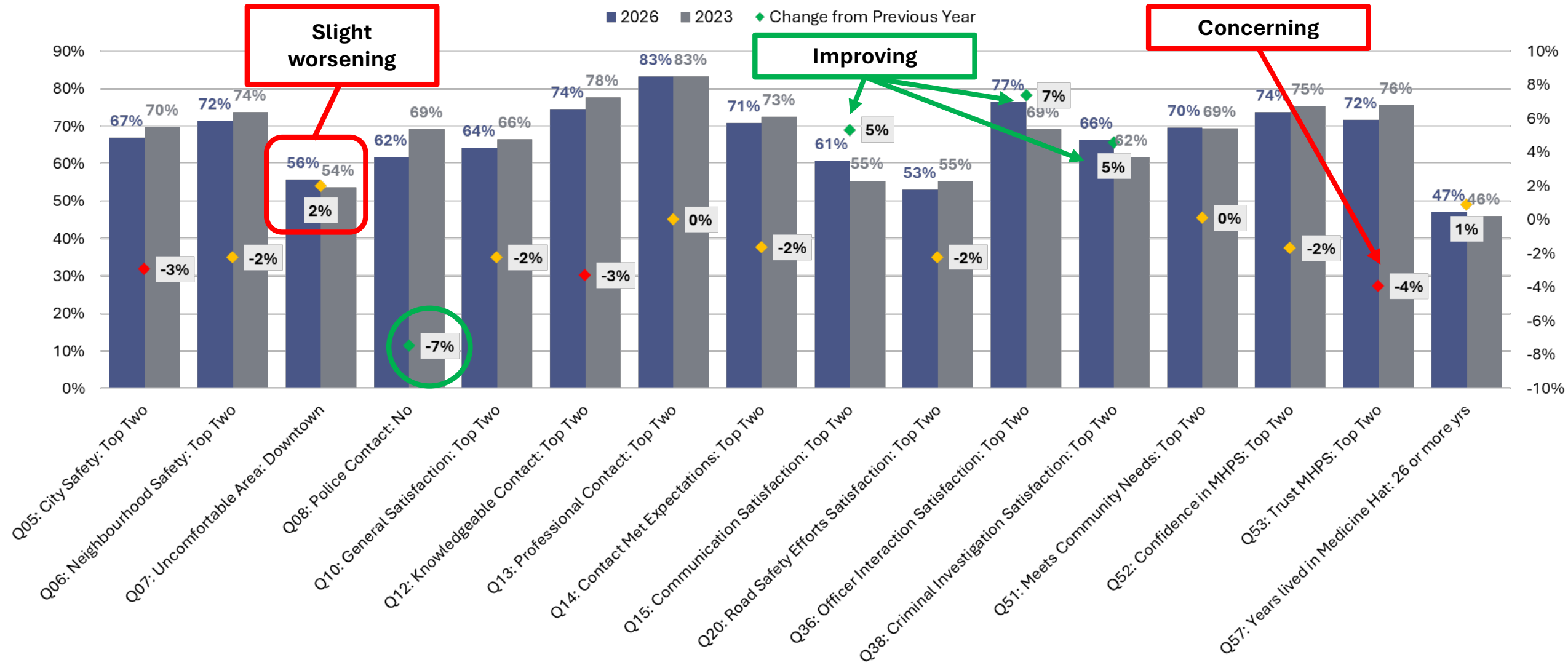
Q57. Please tell us how many years you have lived in Medicine Hat.



2 Overview

Key Finding

The majority of changes occur within the Margin of Error. Apparent negative shifts are indicative of positive trends when analyzed in the context of the question structure.



Additional Questions Covered the Following Themes:

- *Bylaw Enforcement Areas*
- *Bylaw Satisfaction*
- *Bylaw Dissatisfaction Drivers*
- *Commission Awareness*
- *Commission Effectiveness*
- *Communication Expectations*
- *Communication Satisfaction*
- *Communication Tools*
- *Social Media Feeds / Website / Mobile App*
- *Community Needs*
- *Police Contact*
- *Knowledgeable Contact*
- *Professionalism*
- *MHPS Brand*
- *Officer Interaction*
- *Uniformed Officer Interaction*
- *Uniformed Officer Interaction Dissatisfaction Drivers*
- *Road Safety*
- *Road Safety Dissatisfaction Drivers*

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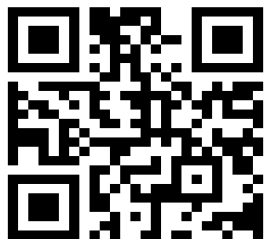
Presentation of Results, June 17, 2026

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Let's discuss how we can support your business needs.

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Framework Analytics, Turning Data into Decisions