

# 2022 COMMUNITY SURVEY

City of Medicine Hat

PRESENTED BY:

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## OBJECTIVES

- Provide a baseline measure of community sentiment around a variety of topics
- Repeated every two years to monitor how perceptions are changing

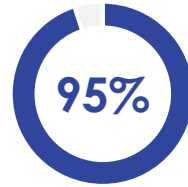
## METHODOLOGY

- Random and representative telephone survey with 400 adult (18+) Medicine Hat residents
- Conducted on both cellphones (70%) and landlines (30%)
- Fielded May 4 to 22, 2022
- Final sample weighted by gender/age
- MOE:  $\pm 4.9\%$ , 19 times out of 20
- Normative comparisons provided where possible
- Also included an online survey available to all interested residents – results reported separately



## KEY FINDING #1

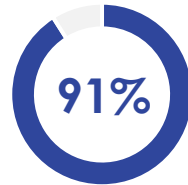
Key survey measures are largely positive.



Rate the **overall quality of life** in Medicine Hat as good

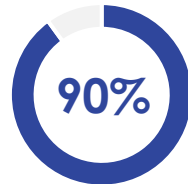
Norm

94%



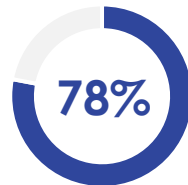
Say they are **likely to recommend** Medicine Hat as a place to live

N/A



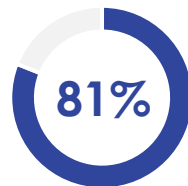
Say they are satisfied with the City's **overall level and quality of services**

89%



Say they receive good **value for their municipal taxes**

81%



Say they are satisfied with the City's **municipal government as a whole**

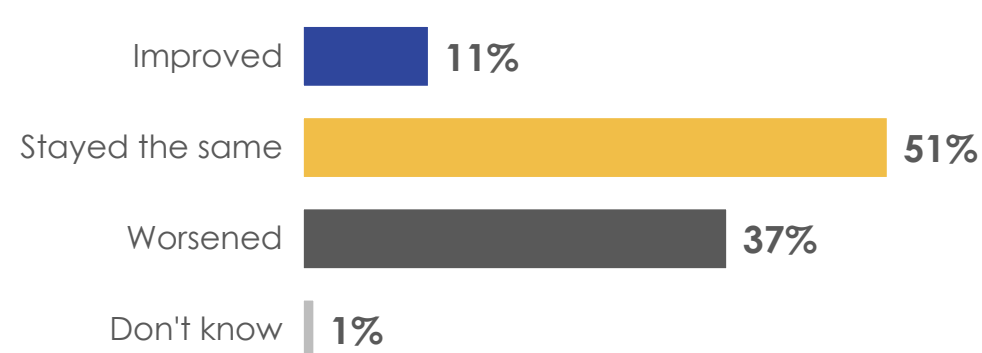
76%



## KEY FINDING #2

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

### CHANGE IN QUALITY OF LIFE (PAST THREE YEARS)



#### NET SCORE

Medicine Hat: -26  
Norm: -13

#### TOP 5 REASONS QUALITY OF LIFE HAS IMPROVED\*

More activities/things to do	17%
Economic development/more local businesses	13%
Good amenities/services	12%
City leadership/governance	11%
Improved downtown	8%

#### TOP 5 REASONS QUALITY OF LIFE HAS WORSENERD

COVID-19	29%
More expensive/cost of living	27%
Unemployment	8%
Lack of amenities/services	7%
Crime/public safety/policing	6%

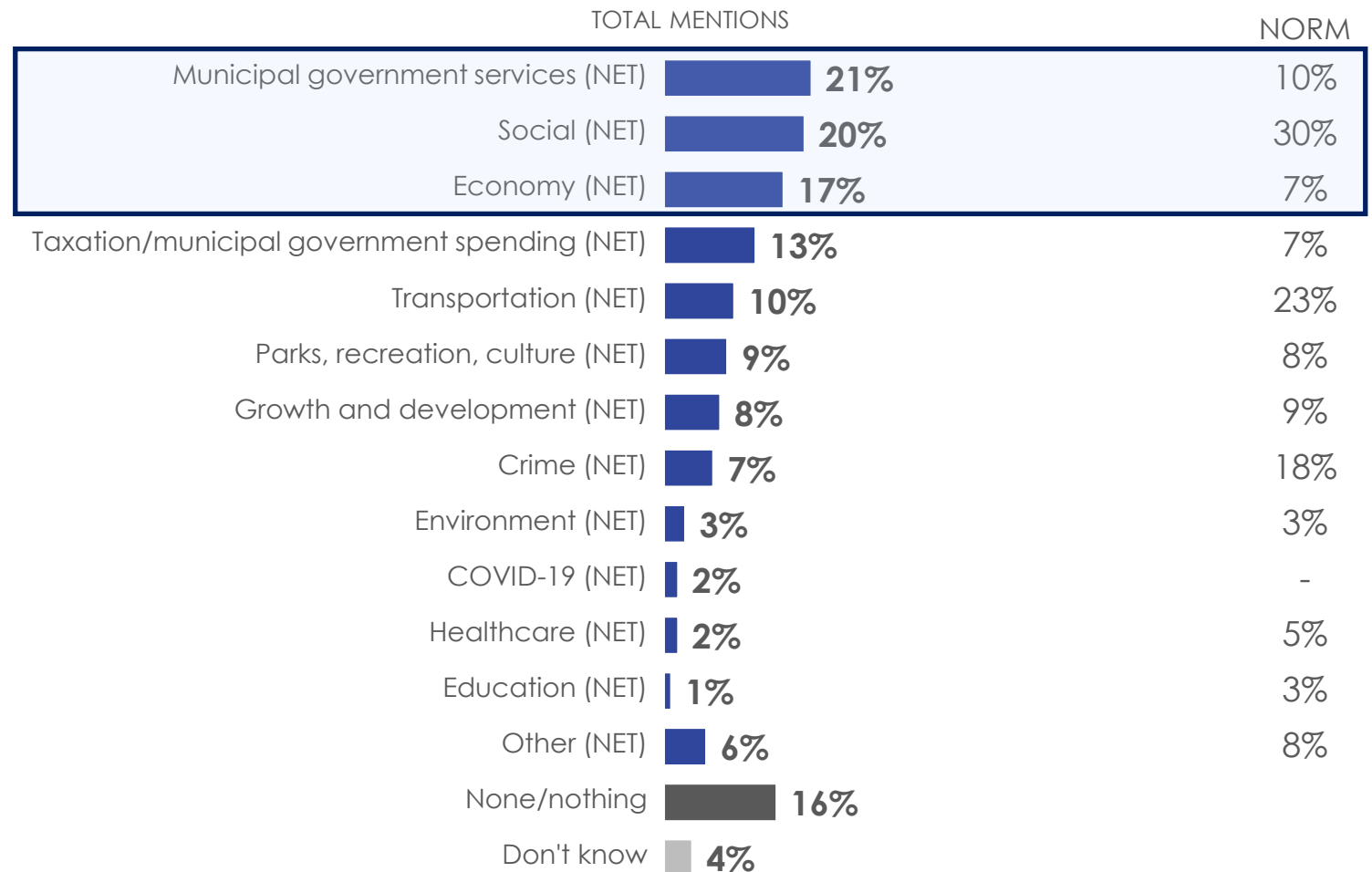
\*Small base size (<50), interpret with caution.



## KEY FINDING #3

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

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

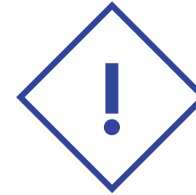




## KEY FINDING #4

Communication with residents could be improved.

90%



Say communication with residents is **important**  
(Norm: 95%)

76%



Say they are **satisfied** with communication with residents  
(Norm: 83%)

69%



Agree that the City **uses input from citizens in decision-making** about City projects and services  
(Norm: 67%)

67%



Agree that the City **provides citizens with opportunities to have meaningful input** into decision-making  
(Norm: 64%)

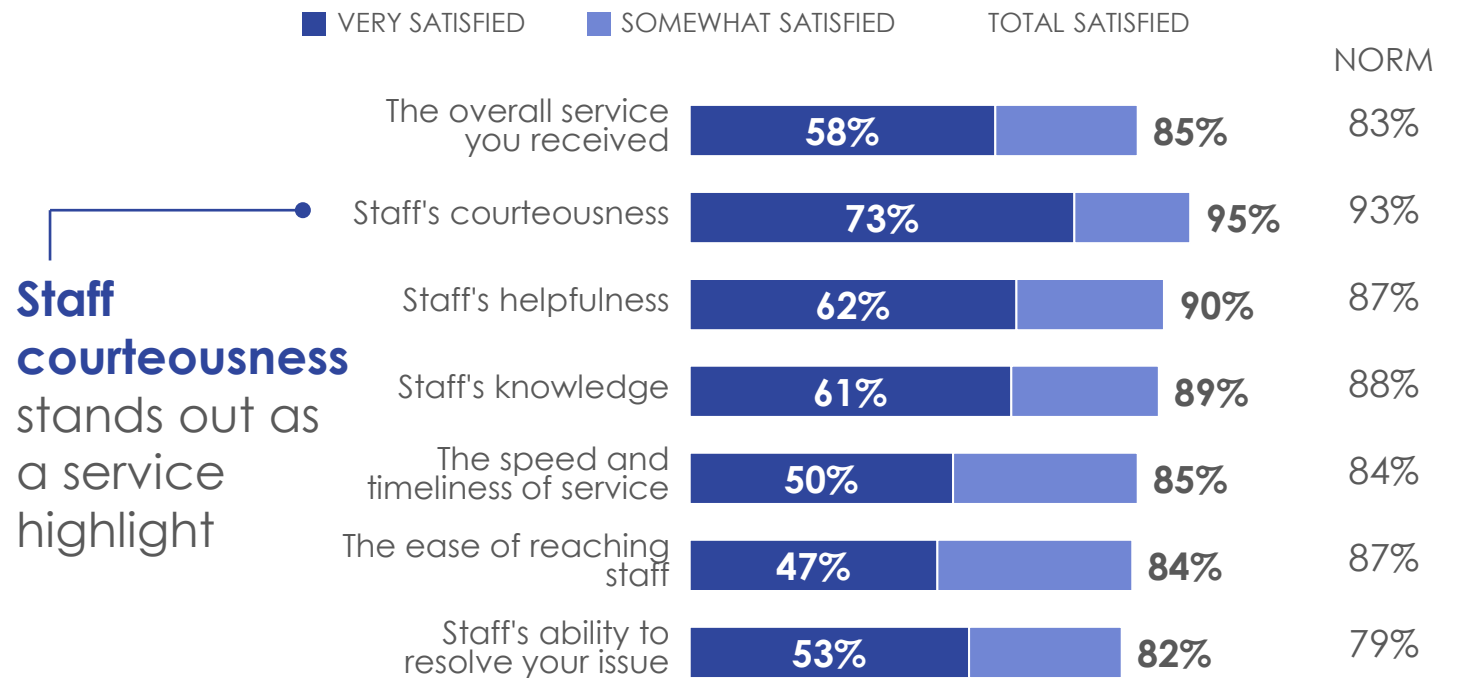


## KEY FINDING #5

Satisfaction with the City's customer service is high.

43%

Say they personally contacted or dealt with the City of Medicine Hat or one of its employees in the last 12 months  
(Norm: 50%)

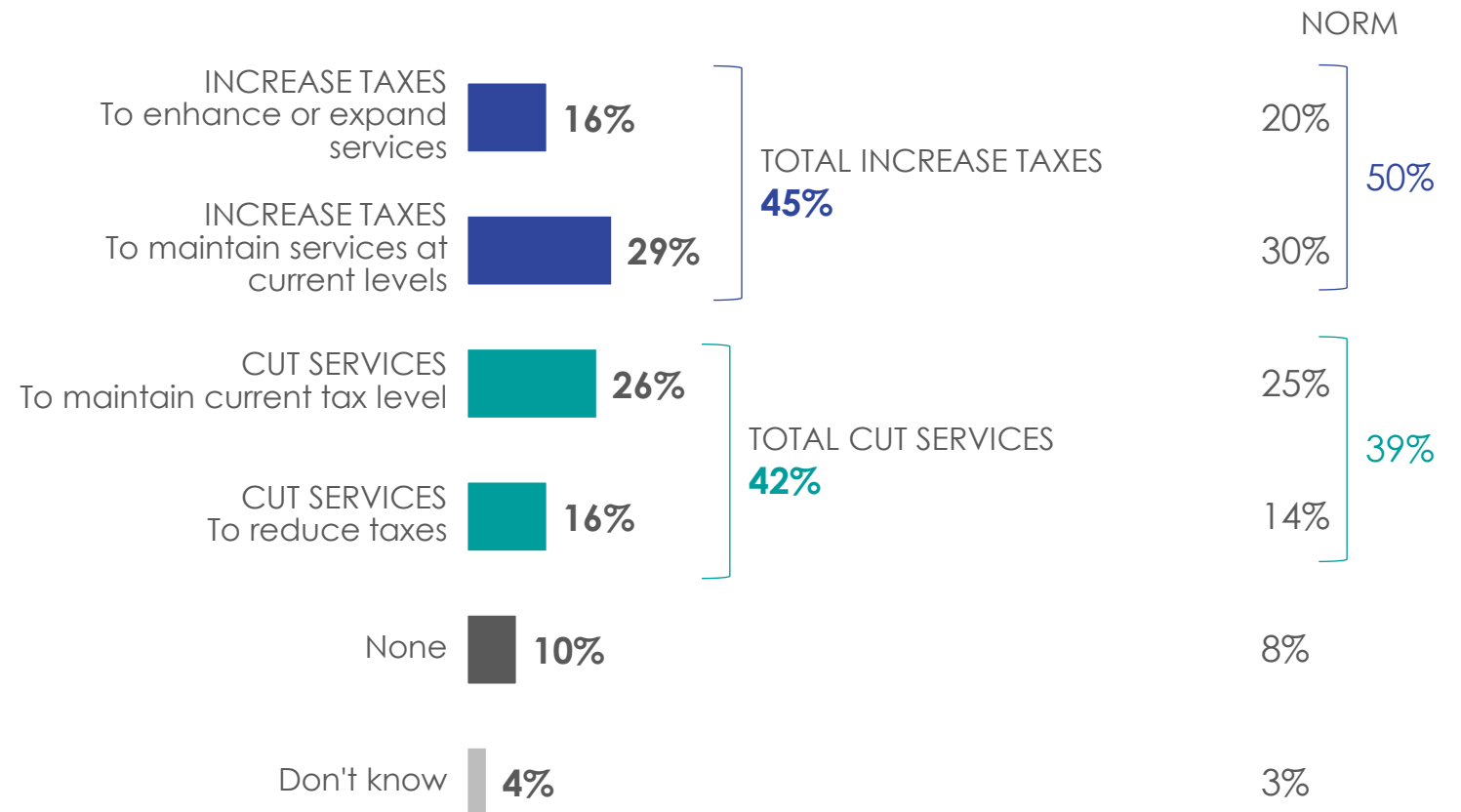




## KEY FINDING #6

Opinion is split on balancing taxation and service delivery levels.

### INCREASE TAXES VS. CUT SERVICES





# Q&A