

July 2026

REPORT ON 2026 COMMUNITY SURVEY

Prepared for the Lethbridge Police Service by PRA Inc.



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EXECUTIVE SUMMARY

Overall perceptions of the Lethbridge Police Service are positive

- **Residents appear to be satisfied with Lethbridge Police Service**, most notably 85% are satisfied with Lethbridge Police Service in 2026, which is the highest to date (ranging from 78% to 84% over time).

Other perceptions of Lethbridge Police Service increasing

- In addition to overall perceptions being higher, there were also positive changes in perceptions in other areas, such as **the job Lethbridge Police Service is doing policing the community** (91% in 2026 versus 85% in 2024), **meeting expectations** (88% in 2026 versus 83% in 2024), **professionalism of Lethbridge Police Service** (90% in 2026 versus 85% in 2024), and that **Lethbridge Police Service is adequately staffed** (64% in 2026 versus 55% in 2024).

Majority feel safe in their community and more are feeling safer than a year ago

- Overall, 83% say they feel safe in Lethbridge, which is up from 70% last year. In addition, 22% feel **more safe** than they did a year ago, up from 13%, and 16% feel **less safe** down from 31%.

Residents lean toward more community policing with a focus on crime prevention

- In 2026, the majority of residents are satisfied with the level of **community policing**, with 55% indicating Lethbridge Police Service should be doing about the same, compared to 35% who say they should be doing more in this area, and only 5% who say they should be doing less. In terms of specific areas for more policing, **crime prevention** ranks as the highest priority at 65%, while **traffic enforcement** ranks last at 37%. In addition, the three biggest priority areas continue to be **drug crime** (77%), **crimes against persons** (68%), and **property crime** (64%).

SECTION 1: BACKGROUND AND METHODOLOGY

BACKGROUND AND METHODOLOGY

- An annual survey of citizens is conducted to assess their satisfaction with the Lethbridge Police Service and their perceptions of crime and public safety in the community. For the 2026 survey, Lethbridge Police Service hired PRA Inc.
- A total of 400 Lethbridge citizens aged 18 years and over were interviewed by telephone between July 2 and 17, 2026. The sample included both landlines (~35%) and cell phone numbers (~65%). The margin-of-error for this telephone survey of 400 adults is +/- 4.9%, 19 times out of 20. The margin-of-error is higher for sub-populations analyzed in these results.
- For this study, the sample is weighted to the general population data for Lethbridge to correct for differences in age, gender, and income. Proportions in this report are weighted. For a profile of respondents, please see Appendix A.
- Where applicable and available, this report compares the results of the 2026 survey with the results of previous citizen satisfaction surveys.

REPORT NOTES

- The percentages shown for questions report may not add up to exactly 100%, due to rounding.
- Value labels less than 3% for categories may not be shown in graphs for readability.
- All differences between groups have a p-value of less than .001, unless otherwise stated.
- For some questions, changes five percentage points or greater from the previous year are shown using the following symbols: ↓ for decreases of five percentage points or greater and ↑ for increases of five percentages points or greater.

SECTION 2:

PERCEPTIONS OF LETHBRIDGE POLICE SERVICE

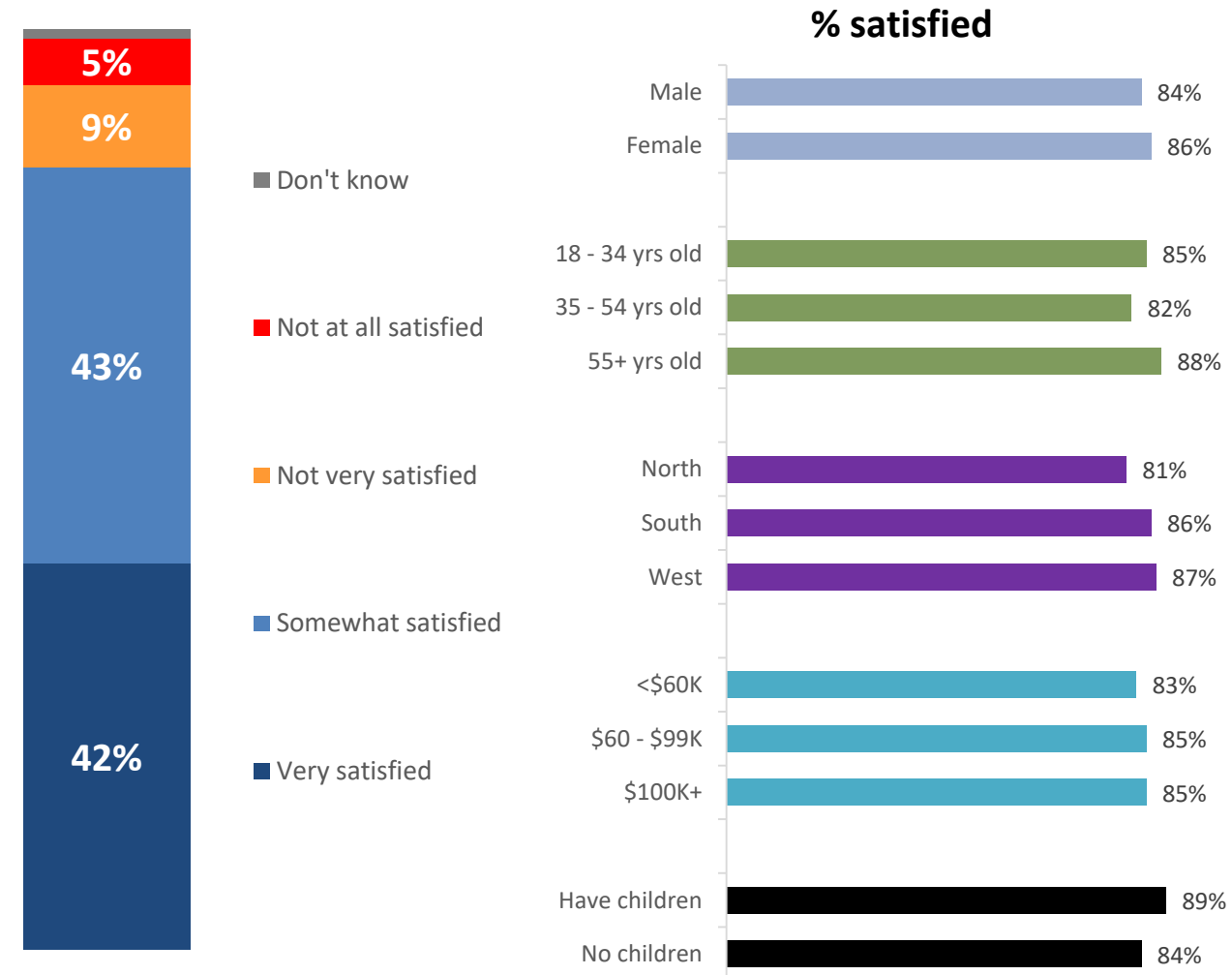
OVERALL SATISFACTION WITH LETHBRIDGE POLICE SERVICE

Q1. Taking everything into account, including your own personal experience and anything you may have read, seen or heard, how satisfied are you with the services provided by the Lethbridge Police Service overall?

- Overall, more than 8 in 10 residents are satisfied with the Lethbridge Police Service, including 42% who are very satisfied.

DEMOGRAPHIC INSIGHTS

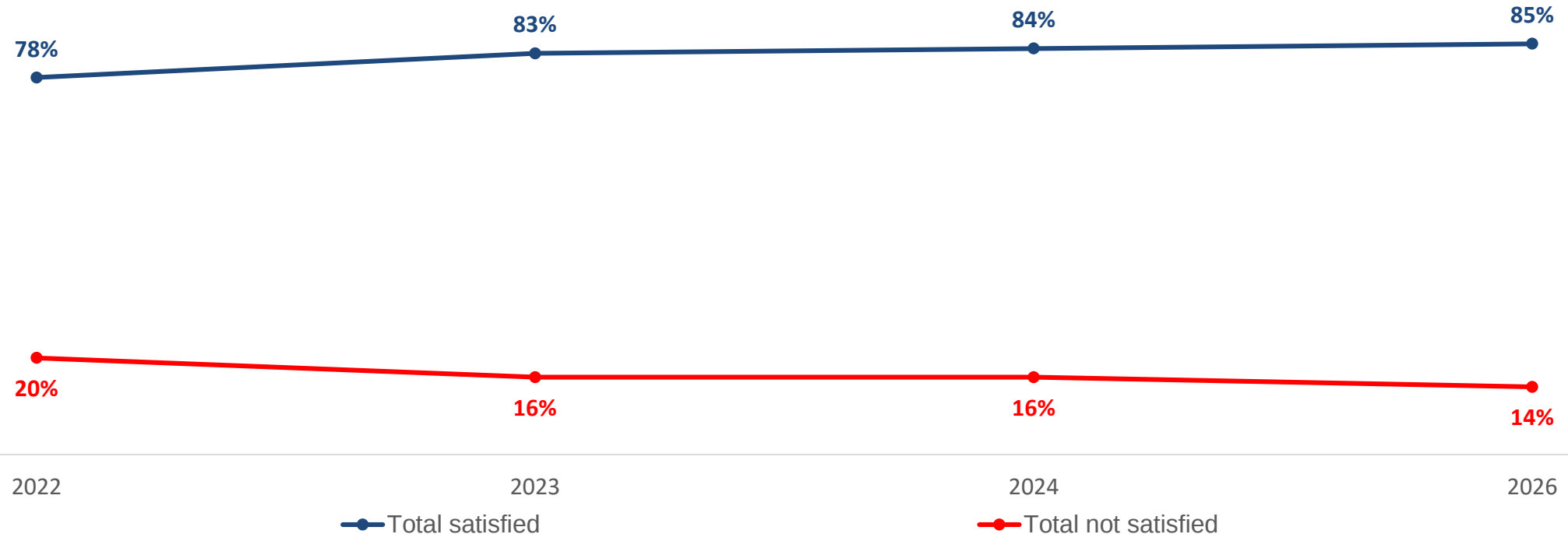
- There is also some evidence to suggest that those living in the west or south are more satisfied than those living in the north, although this difference is not statistically significant.



OVERALL SATISFACTION WITH LPS OVER TIME

Q1. Taking everything into account, including your own personal experience and anything you may have read, seen or heard, how satisfied are you with the services provided by the Lethbridge Police Service overall?

- Results indicate a slightly positive shift in perceptions of Lethbridge Police Service over the past four surveys, with the current year results reaching the highest point to date.



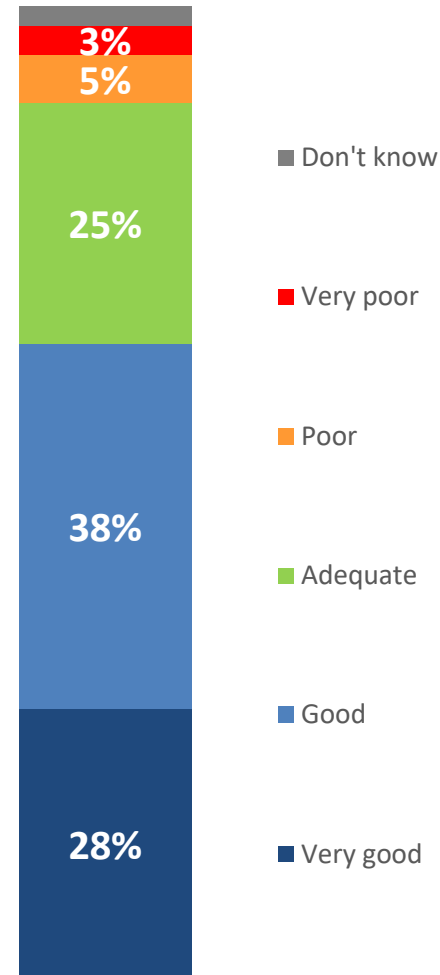
JOB LETHBRIDGE POLICE SERVICE IS DOING POLICING COMMUNITY

Q2. How would you rate the job the Lethbridge Police Service is doing in policing the community?

- In terms of rating the job the Lethbridge Police Service is doing policing the community, over 9 in 10 say Lethbridge Police Service is doing at least an adequate job. This includes 28% who say it is doing a very good job.

DEMOGRAPHIC INSIGHTS

- There is very little difference among groups, with the proportion rating the Lethbridge Police Service as adequate or higher ranging from 88% to 94%.



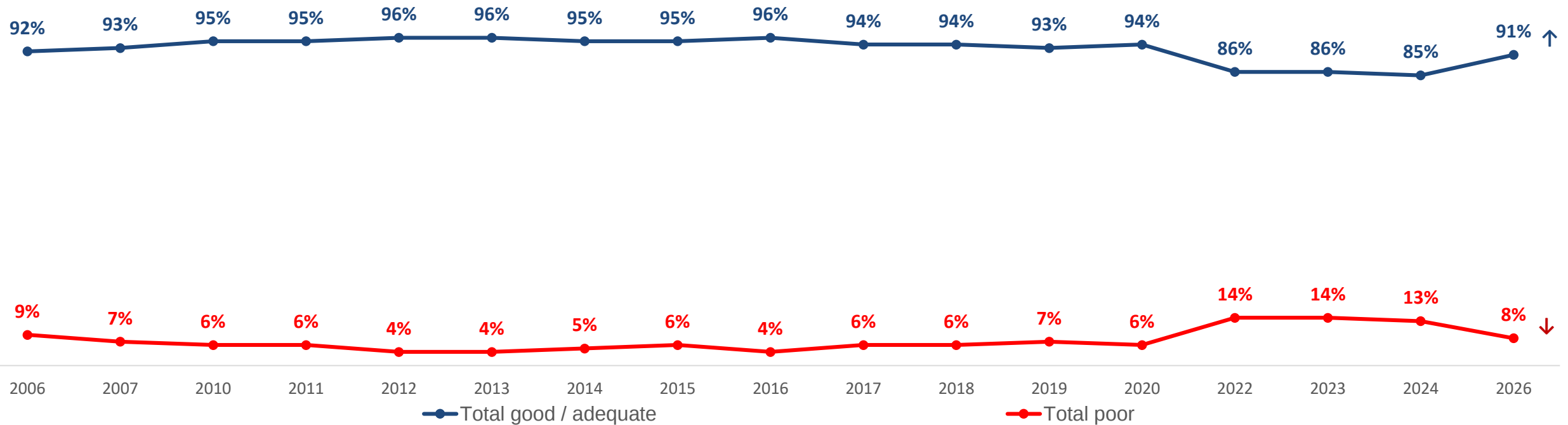
% adequate or higher



JOB LPS IS DOING POLICING COMMUNITY OVER TIME

Q2. How would you rate the job the Lethbridge Police Service is doing in policing the community?

- After seeing a decline in ratings in 2022, the proportion who say Lethbridge Police Service is doing an adequate job or higher increased by six points from last year to 91%.



REASONS FOR DOING GOOD JOB POLICING COMMUNITY

Q3. What is the main reason why you say the Lethbridge Police Service is doing a GOOD job in policing the community?
(BASE: Those who rated the Lethbridge Police Service good or very good in policing the community; n = 264)

- For residents who rated Lethbridge Police Service good or very good, when asked to explain their response two themes were most common (mentioned by more than 10%) - *being satisfied/not having any issues* and *having a visible presence in the community*.
- Compared to the previous year there are slight changes. The largest changes from 2024 are an increase in *Lethbridge Police Service having a visible presence in the community*, and a decrease in residents mentioning that *Lethbridge Police Service is doing the best they can/have a difficult job*.

	2022	2023	2024	2026
Satisfied/no issues	17%	9%	17%	17%
Have a visible presence in community	11%	12%	10%	15%↑
Fast/quick to respond	12%	10%	12%	10%
Keep community/public safe	6%	12%	9%	9%
Low/reduction in crime rate	11%	7%	4%	7%
Doing the best they can/difficult job	6%	18%	15%	5%↓
Positive personal experience with LPS	-	-	-	5%
Addressing drug activities	5%	2%	2%	4%
Professional	2%	6%	5%	3%
Heard good things/positive word of mouth	1%	2%	3%	3%
Dealing with homeless population well	-	-	-	3%
Don't know	6%	1%	12%	14%

REASONS FOR DOING POOR JOB POLICING COMMUNITY

Q4. What is the main reason why you say the Lethbridge Police Service is doing a POOR job in policing the community?

(BASE: Those who rated the Lethbridge Police Service poor or very poor in policing the community; n = 31)*

- For residents who rated Lethbridge Police Service poor or very poor, when asked to explain their response the most common reasons were *having a poor personal experience with Lethbridge Police Service or Lethbridge Police Service is focused on the wrong things*.
- There are many changes year over year; however, because of the small sample (~ 30 respondents) changes should be interpreted with caution.

	2022	2023	2024	2026
Poor personal experience	-	-	14%	21%↑
Focused on wrong things	-	-	-	21%↑
Slow response time	10%	9%	6%	11%↑
Not a visible presence in community	-	-	7%	9%
Poor enforcement of laws/regulations	8%	7%	4%	9%↑
Not doing enough to address drug activities	8%	8%	13%	5%↓
Are not keeping community/public safe	-	-	7%	5%
Calls ignored/not answered	9%	14%	5%	3%
Corruption	4%	3%	3%	10%↑

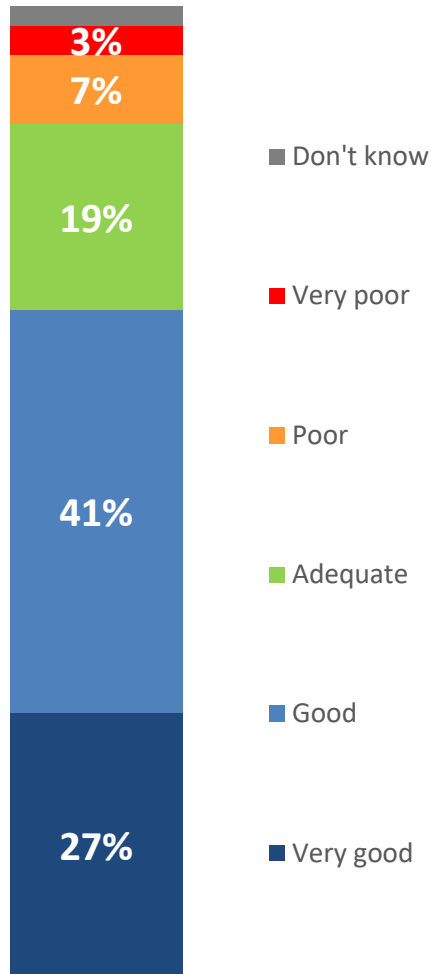
MEETING EXPECTATIONS ABOUT KEEPING LETHBRIDGE SAFE

Q5A. How would you rate the Lethbridge Police Service in each of the following areas - Meeting your expectations about what the police should be doing to keep Lethbridge a safe and secure place to live and work?

- When asked how well Lethbridge Police Service is doing meeting their expectations about what the police should be doing to keep Lethbridge safe and secure, almost 9 in 10 say LPS is doing at least an adequate job. This includes 27% who say it is doing a very good job.

DEMOGRAPHIC INSIGHTS

- There are only slight differences among demographic groups, with the proportion rating adequate or higher ranging narrowly from 85% to 90%.



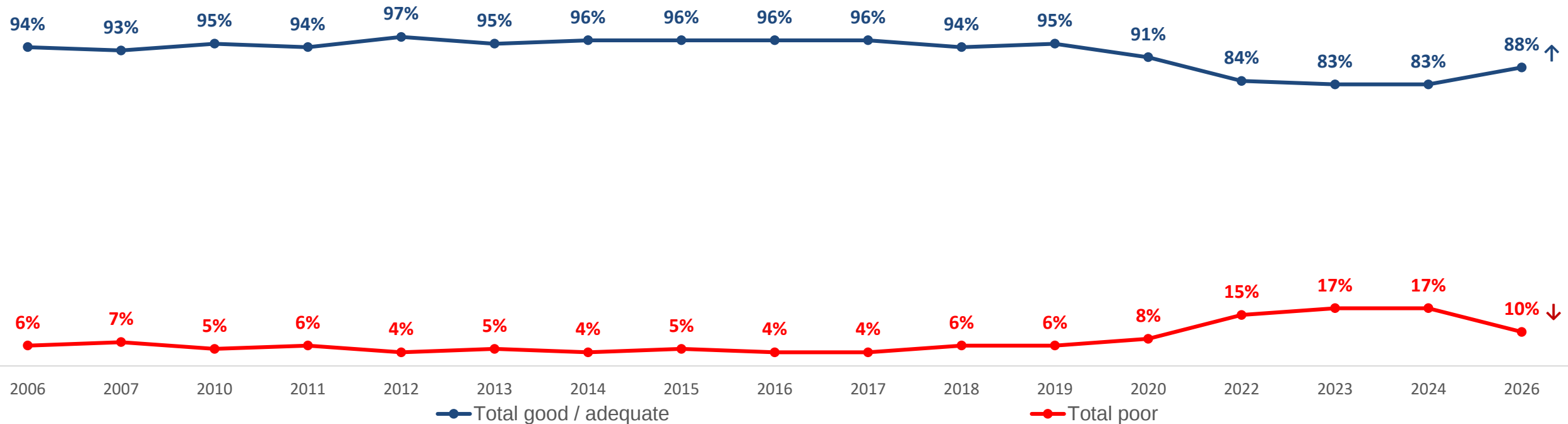
% adequate or higher



MEETING EXPECTATIONS OVER TIME

Q5A. How would you rate the Lethbridge Police Service in each of the following areas - Meeting your expectations about what the police should be doing to keep Lethbridge a safe and secure place to live and work?

- After seeing a decline in positive ratings from 2019 to 2024, ratings have increased from a low of 83% to 88% in 2026; however, this proportion is still below ratings from 2020 and earlier.



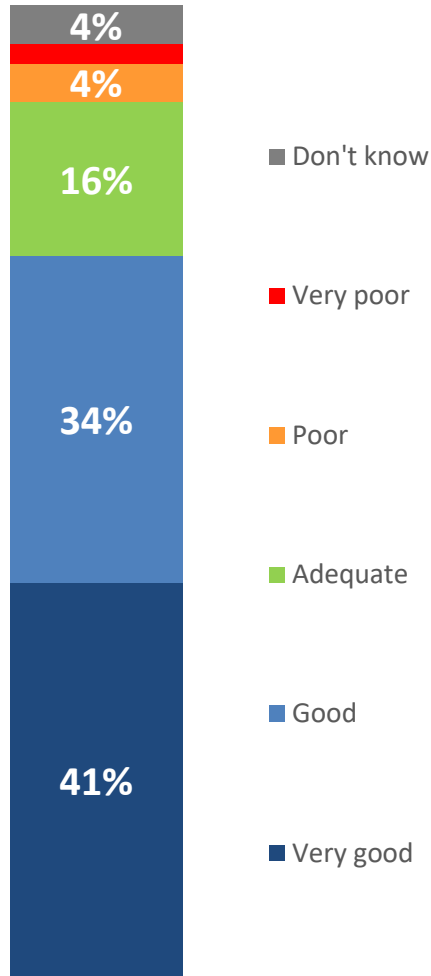
LEVEL OF PROFESSIONALISM OF LPS PERSONNEL

Q5B. How would you rate the Lethbridge Police Service in each of the following areas - Level of professionalism of Lethbridge Police Service personnel?

- Around 9 in 10 rate the level of professionalism of Lethbridge Police Service personnel as at least adequate, including 41% who rate it as very good.

DEMOGRAPHIC INSIGHTS

- Similar to other ratings, there are only marginal differences among demographic groups, with results ranging from 89% to 94%.



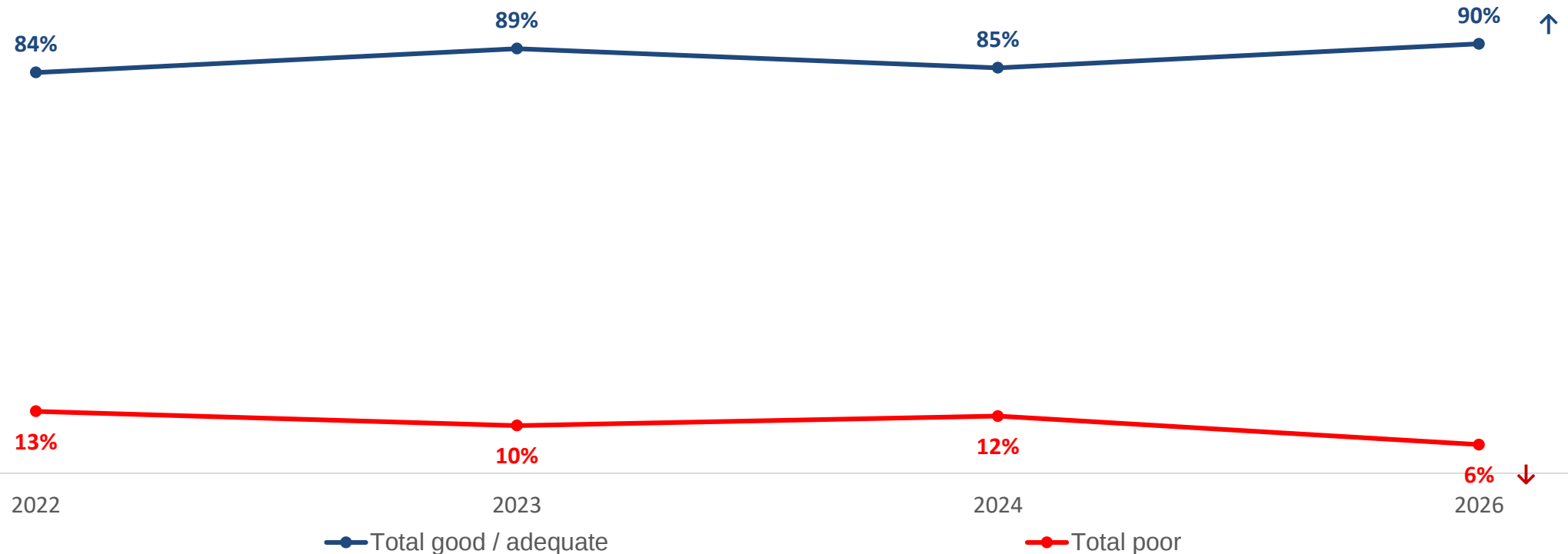
% adequate or higher



LEVEL OF PROFESSIONALISM OF LPS PERSONNEL OVER TIME

Q5B. How would you rate the Lethbridge Police Service in each of the following areas - Level of professionalism of Lethbridge Police Service personnel?

- After seeing a decrease in 2024 in terms of ratings of Lethbridge Police Services' professionalism, positive/adequate ratings increased by five percentage points in 2026 to 90%, which is the highest to date.



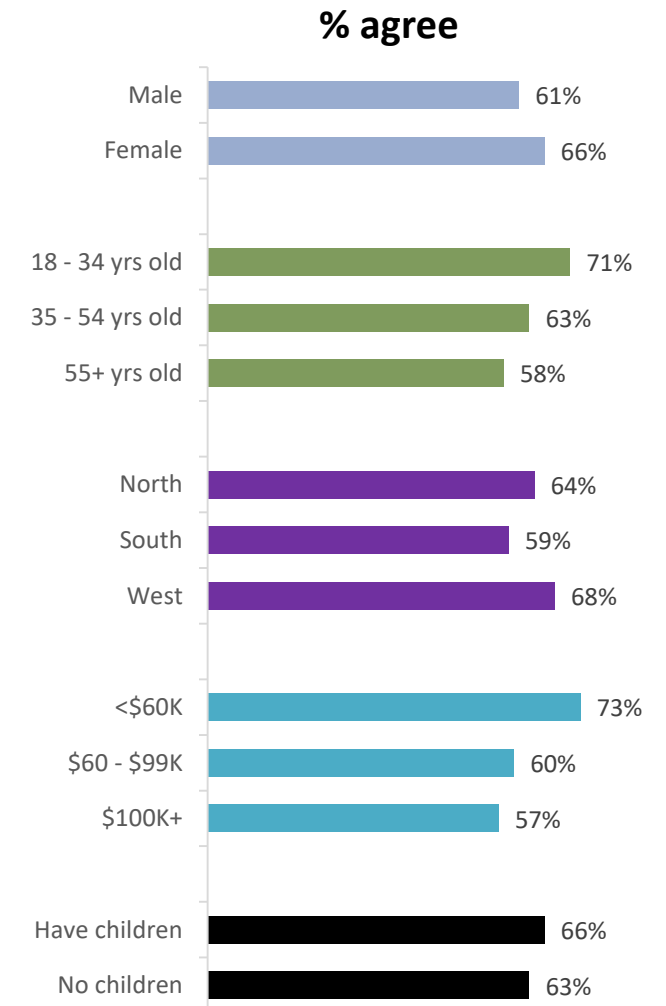
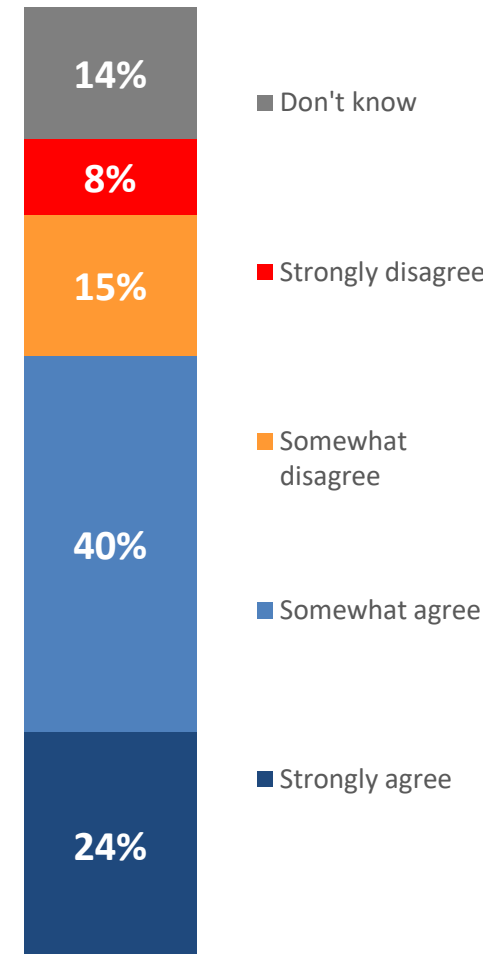
AGREEMENT THAT LPS IS ADEQUATELY STAFFED

Q6. Do you agree or disagree that the Lethbridge Police Service is adequately staffed to respond to calls for service and provide a safe community?

- Residents are about three times more likely to agree than disagree that Lethbridge Police Service is adequately staffed to respond to calls for service and provide a safe community – 64% vs 23%.

DEMOGRAPHIC INSIGHTS

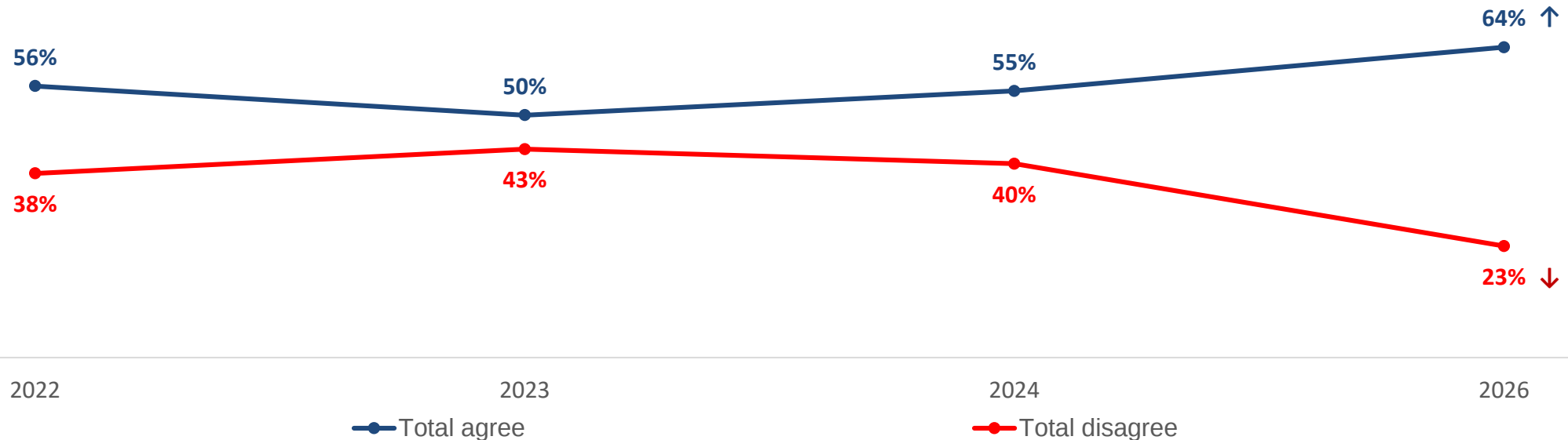
- Although not statistically different, there is some evidence to suggest that those 18 to 34 and in the lowest income households are more likely than their counterparts to believe that Lethbridge Police Service is adequately staffed, as both of these groups have above 70% who agree.



AGREEMENT THAT LPS IS ADEQUATELY STAFFED OVER TIME

Q6. Do you agree or disagree that the Lethbridge Police Service is adequately staffed to respond to calls for service and provide a safe community?

- Agreement that the Lethbridge Police Service is adequately staffed has increased over the past two surveys, with the current proportion who agree increasing by nine points to 64%, which is the highest to date.



SECTION 3:

CONTACT WITH LETHBRIDGE POLICE SERVICE

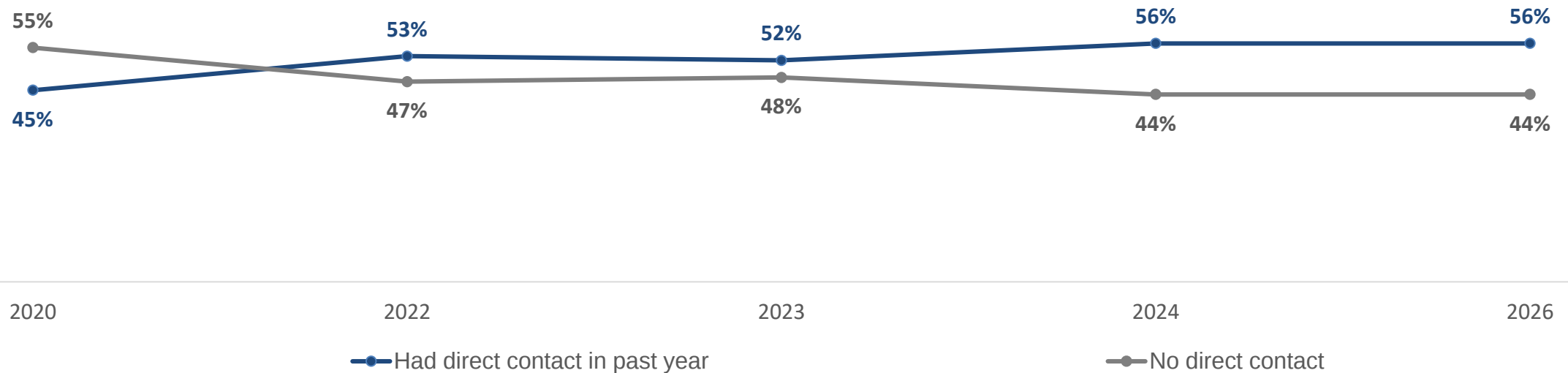
CONTACT WITH LPS IN PAST YEAR OVER TIME

Q8. Have you had direct contact with a Lethbridge Police Service officer in the past year? This could be in-person, face-to-face, telephone, or online, for any reason.

- Over the past three surveys, the majority of residents say they have had direct contact with Lethbridge Police Service in the past year, including 56% this year.

DEMOGRAPHIC INSIGHTS

- Younger residents are more likely to have had contact with Lethbridge Police Service in the past year, declining from 73% of those 18 to 34 to 40% of those 55 and older.



SECTION 4:

PERCEPTIONS OF COMMUNITY SAFETY

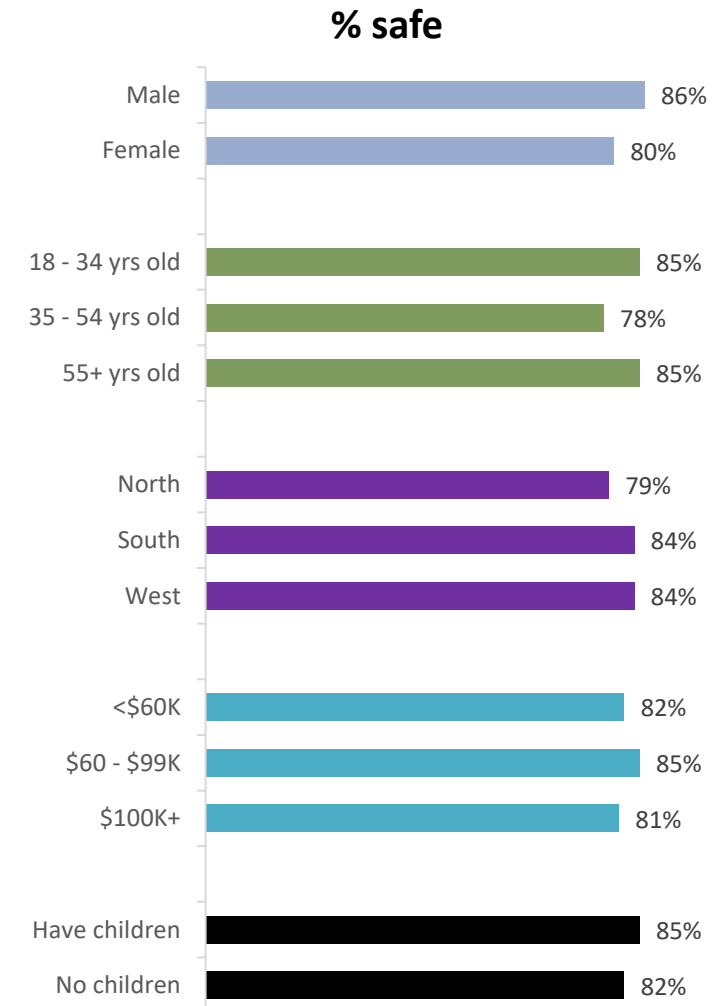
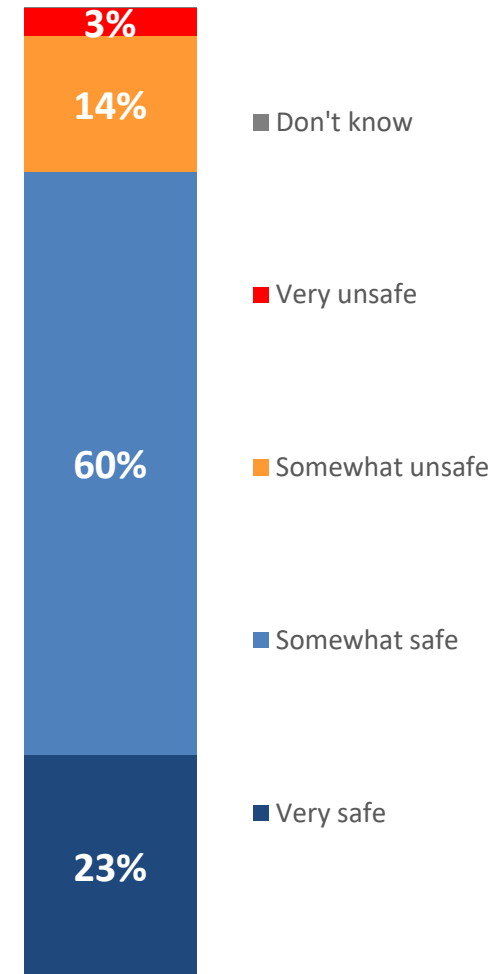
PERCEPTION OF OVERALL SAFETY IN LETHBRIDGE

Q9. Overall, would you describe Lethbridge as a very safe, somewhat safe, somewhat unsafe, or very unsafe community?

- Over 8 in 10 residents say that Lethbridge is at least a somewhat safe community, with 23% rating it as very safe.

DEMOGRAPHIC INSIGHTS

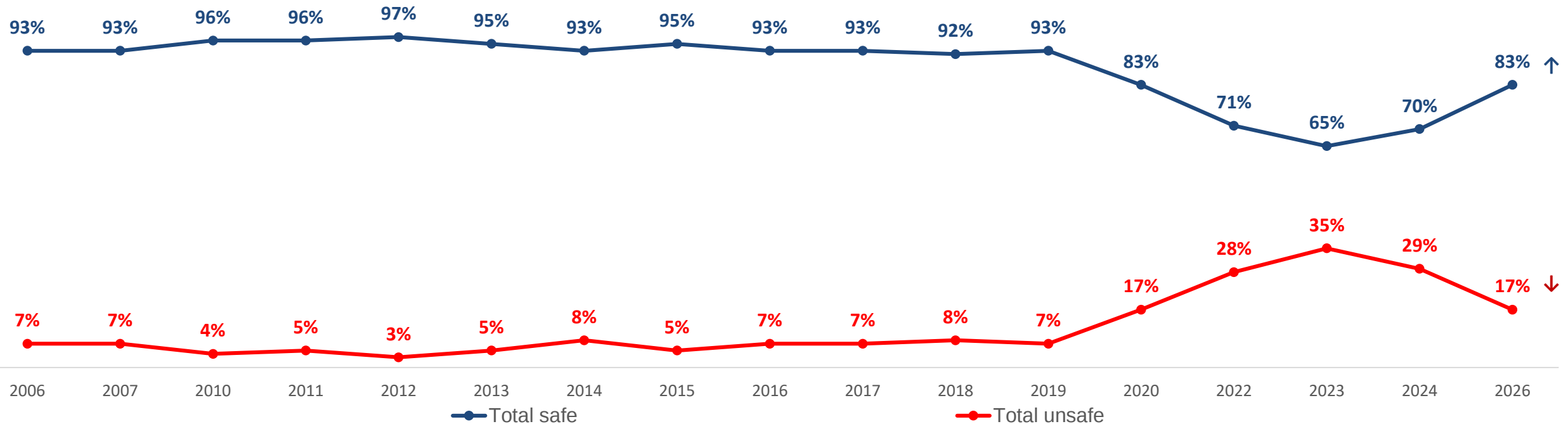
- Results are very similar among groups, with the proportion rating Lethbridge as safe ranging narrowly from 78% to 86%.



PERCEPTION OF OVERALL SAFETY IN LETHBRIDGE OVER TIME

Q9. Overall, would you describe Lethbridge as a very safe, somewhat safe, somewhat unsafe, or very unsafe community?

- After seeing a decline in ratings for safety from 2020 to 2023, perceptions of safety rose over the past two surveys, to 83% in 2026 (up 13 points from 2024); however, this proportion is still well below ratings from 2006 to 2019.



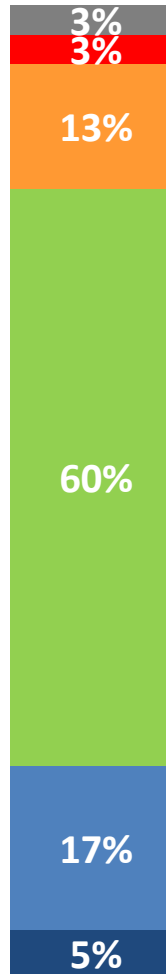
CHANGE IN COMMUNITY SAFETY IN PAST 12 MONTHS

Q10. Over the past 12 months, do you think Lethbridge has become more safe, less safe, or has there been no change?

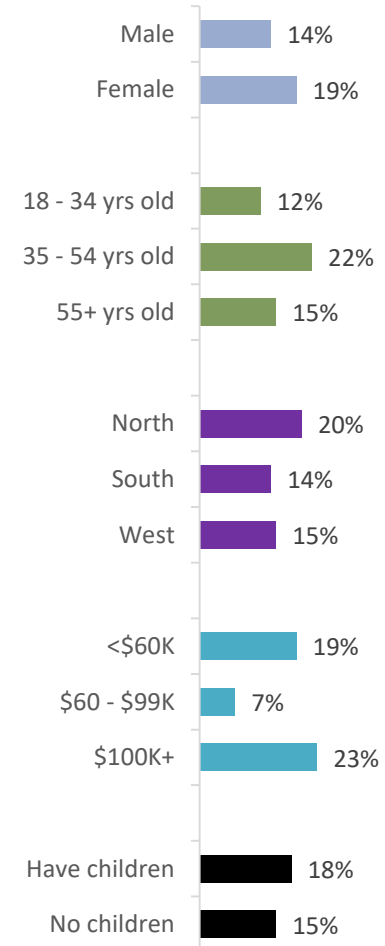
- More residents believe that Lethbridge has become more safe than less safe over the past 12 months by a ratio of about 3:2 (22% versus 16%).

DEMOGRAPHIC INSIGHTS

- Those 35 to 54, those living in north Lethbridge, and those households earning over \$100,000 annually are most likely to believe that Lethbridge has become **less safe** over the past 12 months than their counterparts, with at least 20% saying it has become less safe, although these differences are not statistically significant.



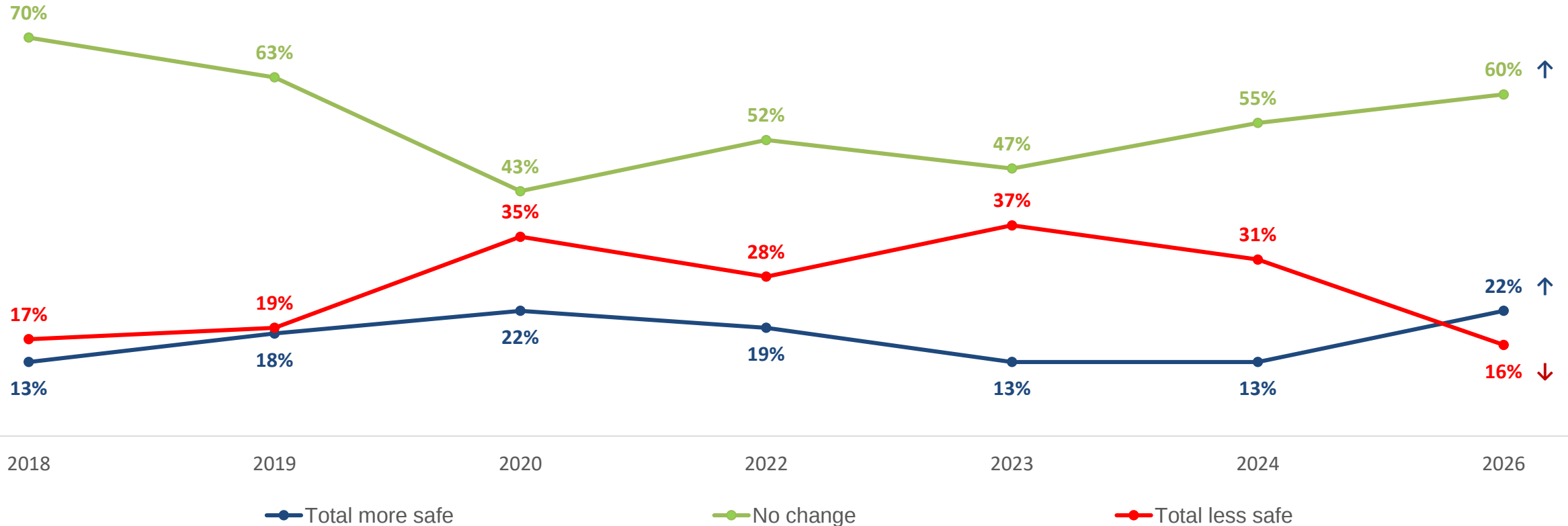
% less safe



CHANGE IN COMMUNITY SAFETY IN PAST 12 MONTHS OVER TIME

Q10. Over the past 12 months, do you think Lethbridge has become more safe, less safe, or has there been no change?

- As compared to 2024, in 2026 there is a 15-point decrease in those who say Lethbridge has become less safe, offset by a 9-point increase for those who say it has become more safe, and a 5-point increase in those who say there has been no change in safety over the past 12 months.



REASONS LETHBRIDGE HAS BECOME LESS SAFE

Q11. Why do you think Lethbridge has become less safe?

(BASE: Those who said Lethbridge has become less safe in the past 12 months; n = 65)

- Amongst those who said Lethbridge has become less safe in the past 12 months, three reasons tend to dominate: *drugs/addictions*, *crime increasing*, and *homelessness*.
- Compared to 2024, there was an increase in comments related to *drugs/addictions*.

	2022	2023	2024	2026
Drugs/addictions	48%	53%	35%	41%↑
Crime increasing	29%	26%	29%	31%
Homelessness	14%	36%	24%	22%
Feel unsafe/Decline in public safety	19%	6%	3%	7%
Racial overtones	-	-	9%	6%
Police not enforcing laws	6%	8%	5%	6%
Not enough police/staffing issues	14%	8%	8%	5%
City growth/increased population	9%	6%	6%	4%
Poor policing	-	-	-	3%
Don't know	1%	1%	5%	8%

SECTION 5: PRIORITIES

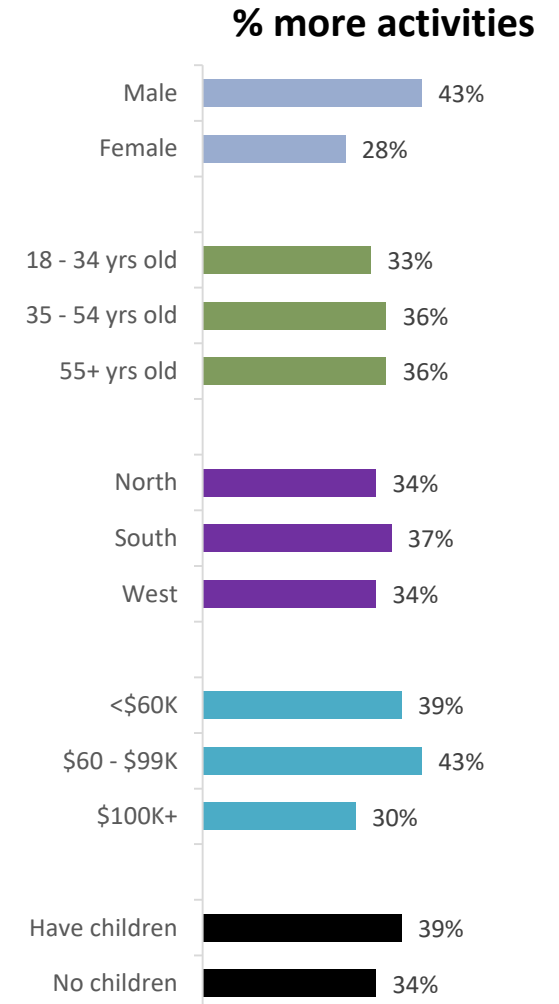
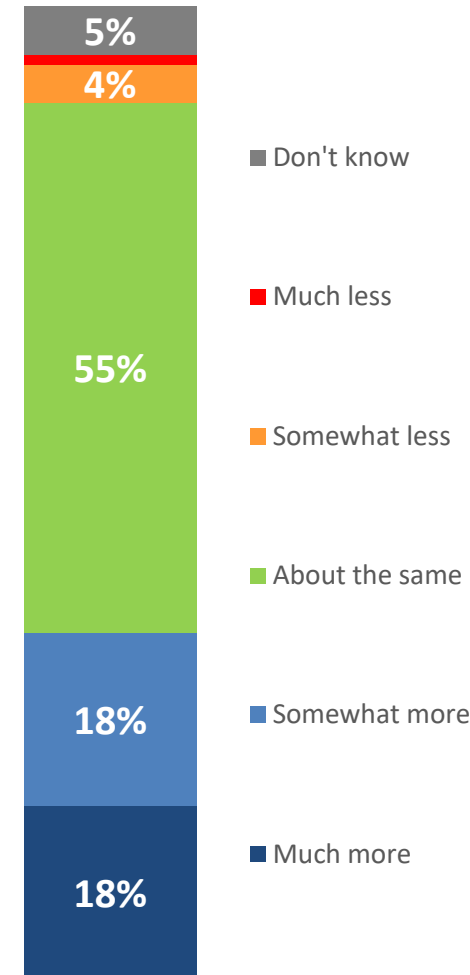
CHANGES IN COMMUNITY POLICING ACTIVITIES

Q7. As part of their regular duties, Lethbridge Police Service officers engage in community policing activities such as making regular foot and bicycle patrols and meeting with community groups, business owners and other residents. Do you think Lethbridge Police Service officers should be doing more, about the same, or less of these types of community policing activities while on duty?

- More residents believe that Lethbridge Police Service should be doing more community policing activities by a ratio of 7:1 (35% versus 5%), while 55% say they should be doing about the same amount.

DEMOGRAPHIC INSIGHTS

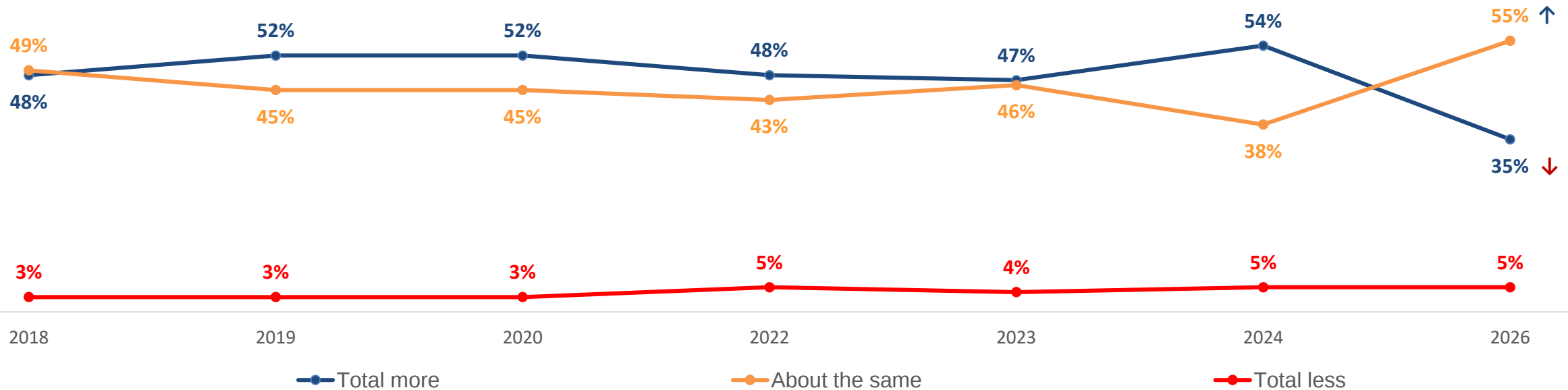
- Men are more likely than women to say the Lethbridge Police Service should be doing more community policing activities, although this difference is not statistically different.
- There is also some evidence that those in the highest income group are less likely than those in lower income groups to say the Lethbridge Police Service should be doing more activities, although this is not significant.



CHANGES IN COMMUNITY POLICING ACTIVITIES OVER TIME

Q7. As part of their regular duties, Lethbridge Police Service officers engage in community policing activities such as making regular foot and bicycle patrols and meeting with community groups, business owners and other residents. Do you think Lethbridge Police Service officers should be doing more, about the same, or less of these types of community policing activities while on duty?

- Compared to 2024, there was a marked decrease in those who wanted Lethbridge Police Service to do more community policing activities. In fact, the proportion who want more community policing is the lowest to date. This was offset by an increase in those who said Lethbridge Police Service should be doing about the same amount.



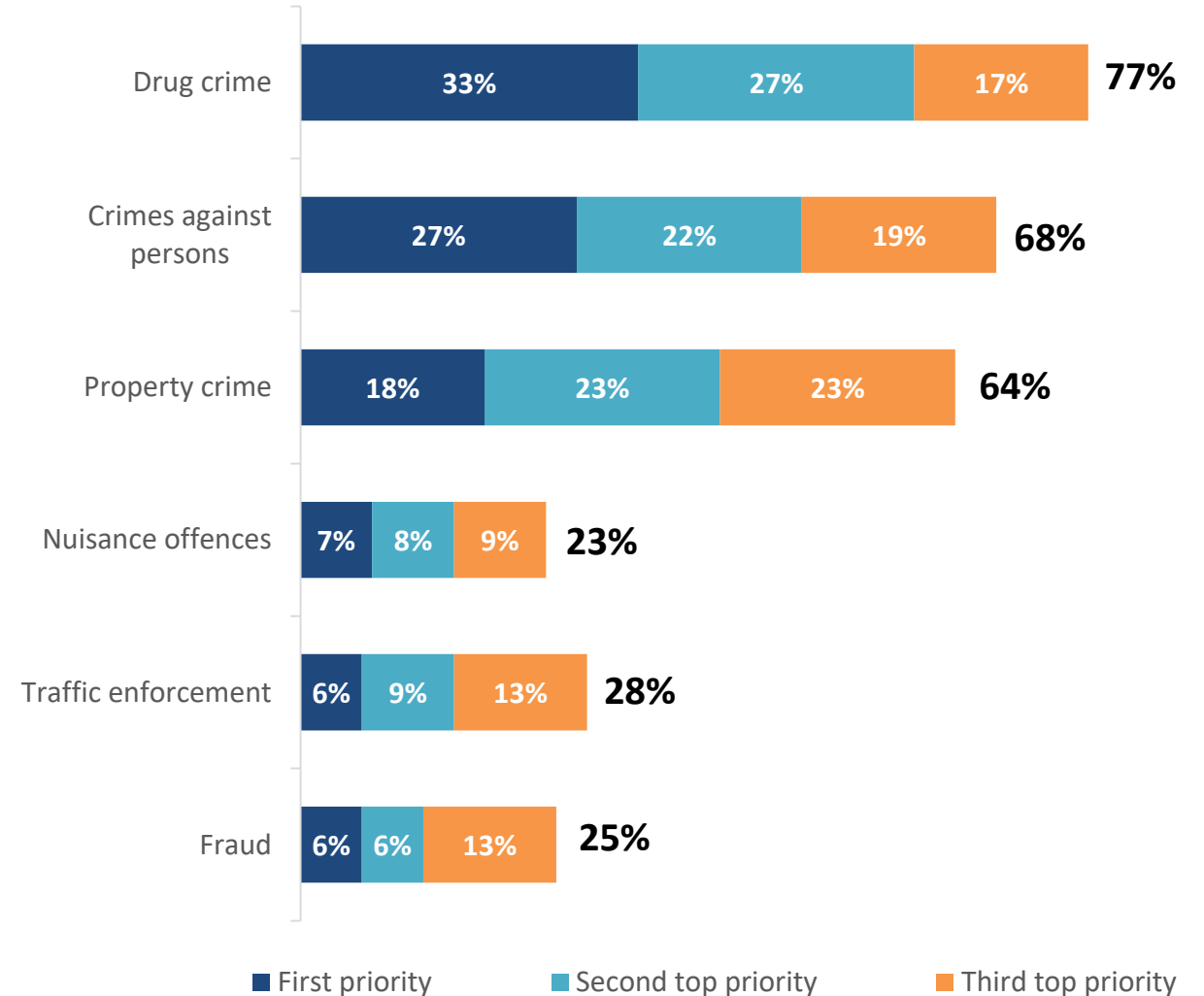
TOP PRIORITIES FOR LPS OVER NEXT FOUR YEARS

Q12. Which of the following is your top priority for the Lethbridge Police Service to devote greater effort to over the next four years?

- When asked to rate their top three priorities amongst six options, three priorities stand out amongst the rest: *drug crime*, *crimes against persons*, and *property crime*, with each selected as a top three priority by more than 6 in 10.
- Within those top three, *drug crime* does seem to have the highest priority with 33% rating it as their top priority.

DEMOGRAPHIC INSIGHTS

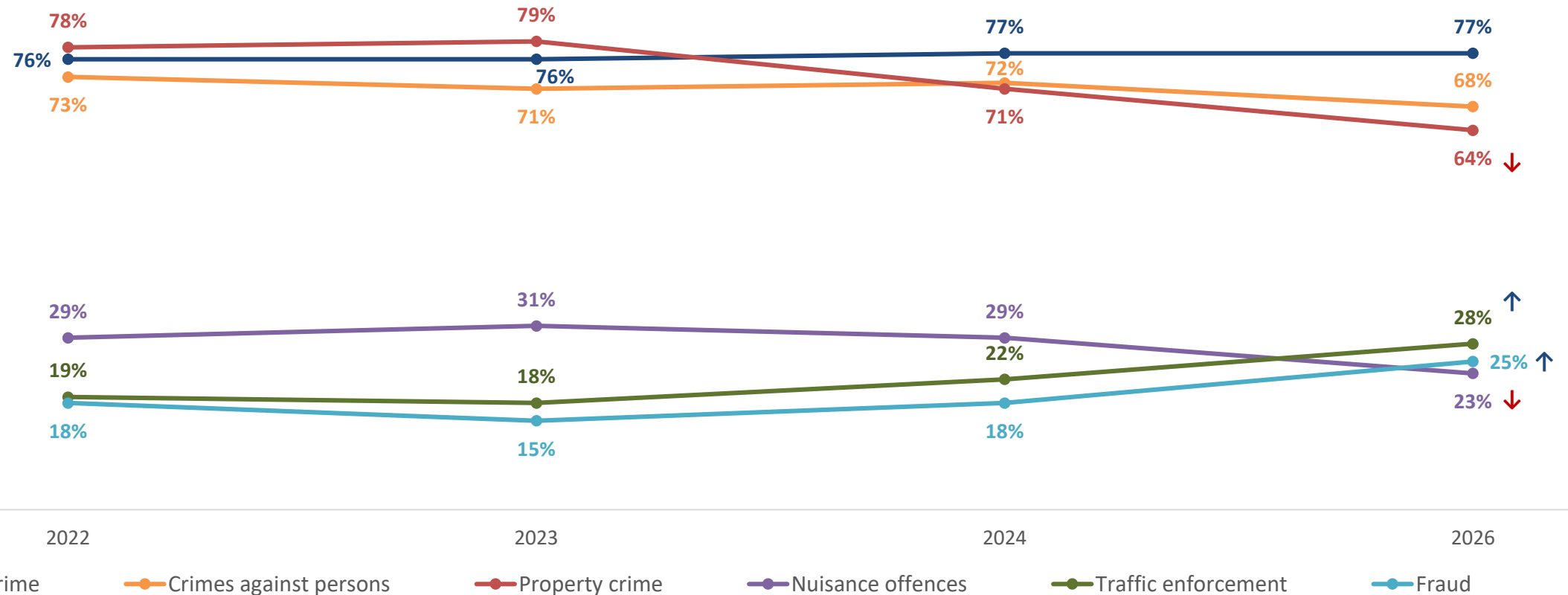
- Although there are no statistically significant differences between groups, there are some notable differences.
- Residents in the highest income households rate *property crimes*, *crimes against persons*, and *drug crime* as a higher priority than those in lower income households, while those in the lowest income households rate *fraud* as a higher priority.
- Residents in west Lethbridge rate *crimes against persons* and *drug crime* as a higher priority than those in north or south, while those in south Lethbridge rate *traffic enforcement* as a higher priority.



TOP PRIORITIES FOR LPS OVER NEXT FOUR YEARS OVER TIME

Q12. Which of the following is your top priority for the Lethbridge Police Service to devote greater effort to over the next four years?

- Over the past three years, there has been a clear separation in the top three priorities from the bottom three. This year saw a seven-percentage point decrease in *property crime* and a six-percentage point decrease in *nuisance offences* being selected as a top three priority, while *fraud* increased by seven-percentage points and *traffic enforcement* increased by six-percentage points.



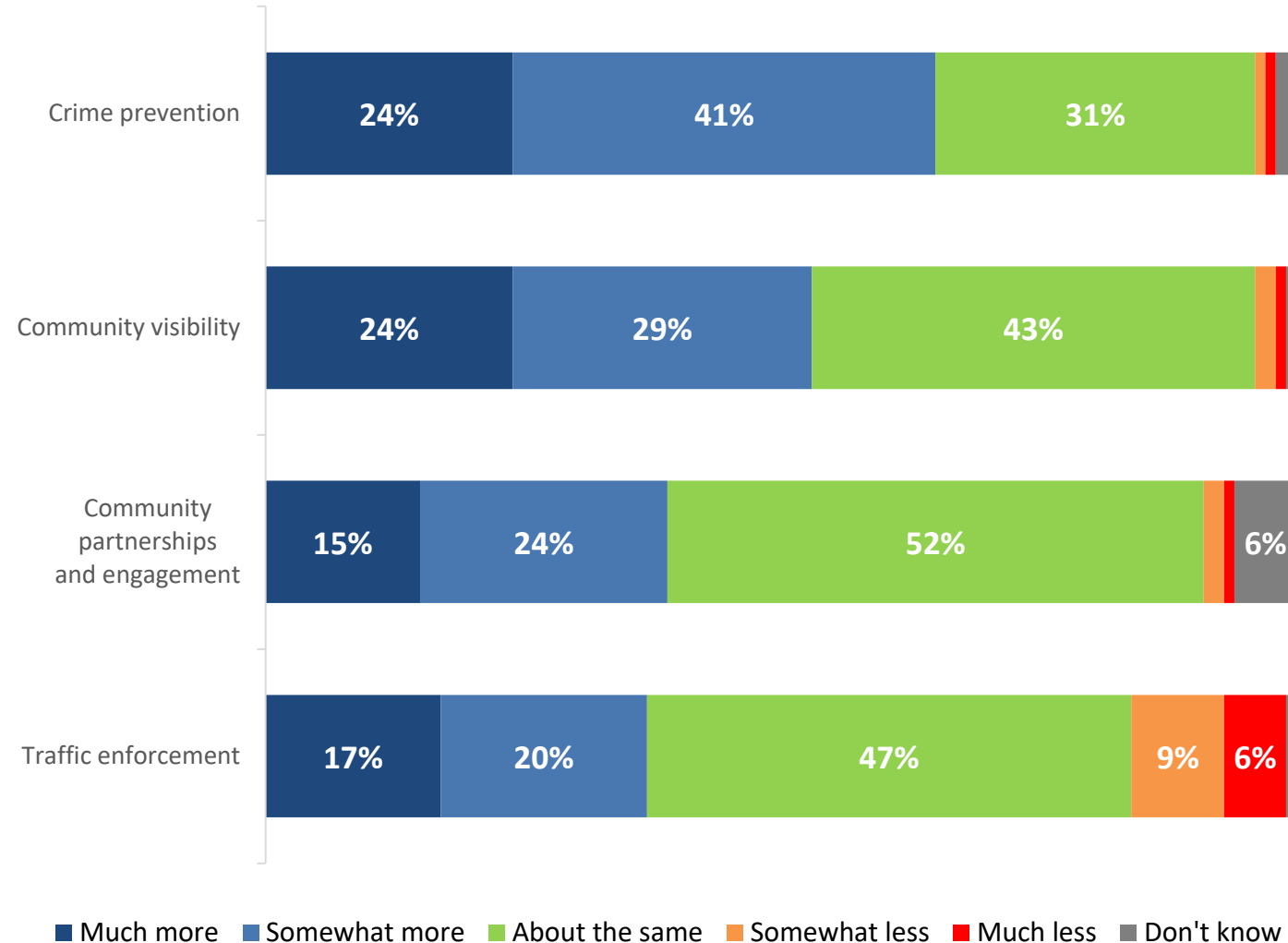
DESIRED CHANGES IN POLICING ACTIVITIES

Q13. The Lethbridge Police Service is looking for recommendations from the community about how to improve its performance and services in meeting residents' expectations and concerns. Keeping in mind that like all public services, the Lethbridge Police Service must prioritize what services are delivered based on the limited resources that are available, do you think the Lethbridge Police Service should be doing more, about the same, or less of each of the following policing activities? (Is that much or somewhat more/less?)

- Amongst four policing activities, residents put greater emphasis on wanting to see more efforts on *crime prevention* and *community visibility* relative to the other two. With that being said, for all four activities, a higher percentage indicate they would like more than less efforts in each area.

DEMOGRAPHIC INSIGHTS

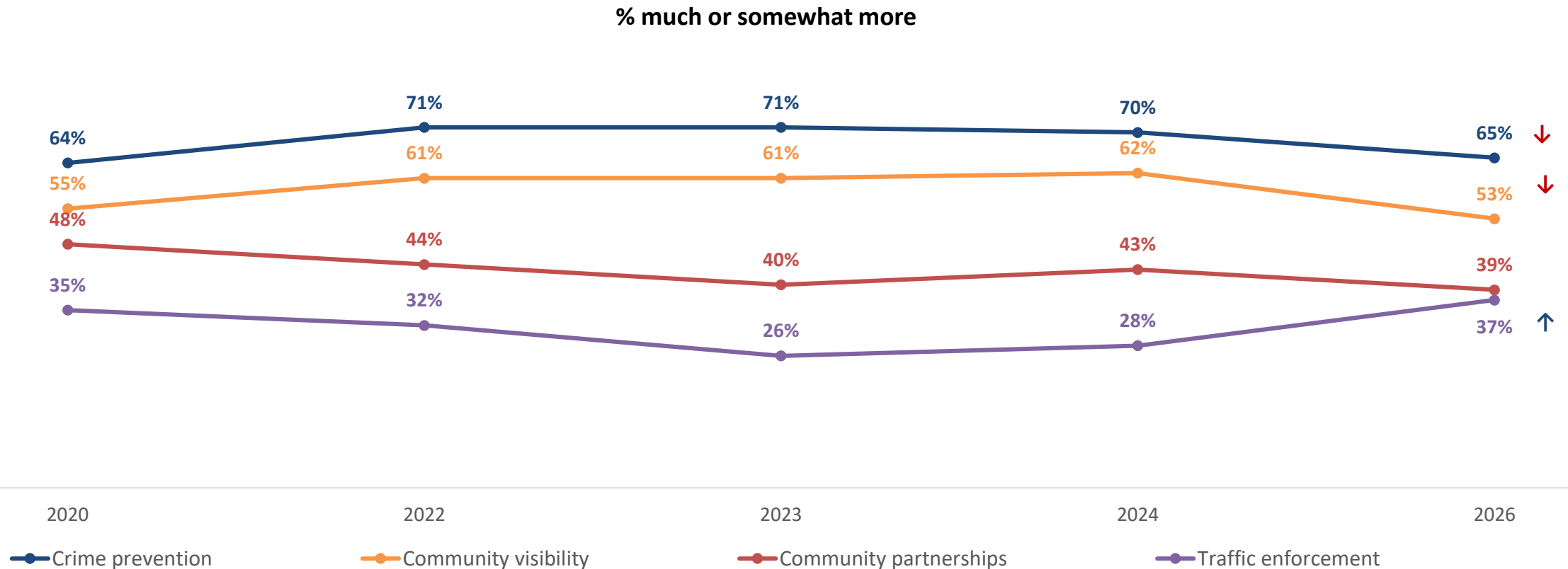
- Residents 35 to 54, those with children under 18, and those in the highest income households would like to see less *traffic enforcement* than their counter parts.



MORE POLICING ACTIVITIES OVER TIME

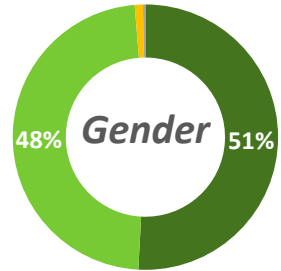
Q13. The Lethbridge Police Service is looking for recommendations from the community about how to improve its performance and services in meeting residents' expectations and concerns. Keeping in mind that like all public services, the Lethbridge Police Service must prioritize what services are delivered based on the limited resources that are available, do you think the Lethbridge Police Service should be doing more, about the same, or less of each of the following policing activities? (Is that much or somewhat more/less?)

- Compared to 2024, residents would like to see less policing activities in three of the four areas, with *community visibility* seeing the biggest drop from 62% to 53%. Conversely, residents would like to see more *traffic enforcement*, increasing from 28% to 37%.

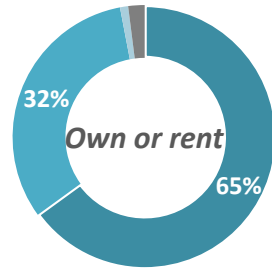


APPENDIX A: DEMOGRAPHIC PROFILE

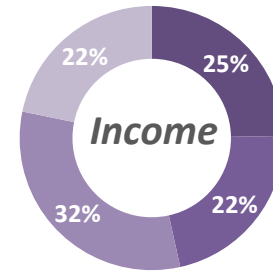
DEMOGRAPHIC PROFILE OF RESPONDENTS



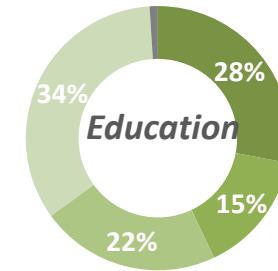
- Male
- Female
- Other gender identity
- Don't know



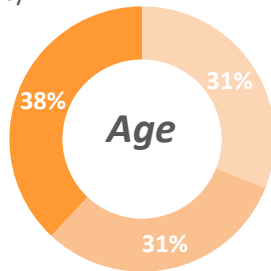
- Own
- Rent
- Live with family
- Don't know



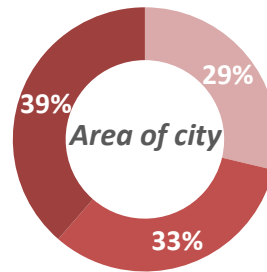
- <\$60K
- \$60K to <\$100K
- \$100K+
- Don't know



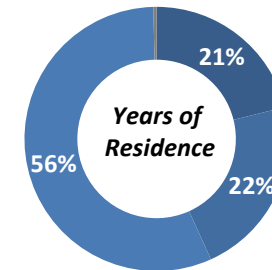
- High school or less
- Some post-secondary
- College/trade school grad
- University grad
- Don't know



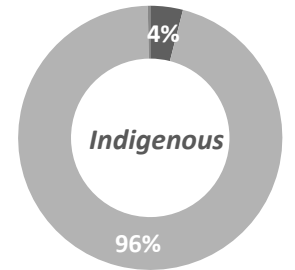
- 18 to 34
- 35 to 54
- 55 or older
- Don't know



- North
- South
- West



- 10 years or less
- 11 to 20 years
- 21+ years
- Don't know



- Indigenous
- Not Indigenous
- Don't know