



RESIDENT SATISFACTION SURVEY 2026

WHAT
WE
HEARD
REPORT



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Acknowledgements

Thank you to the more than 400 Morinville residents who took the time to share their thoughts in the 2026 Resident Satisfaction Survey. Your perspectives are incredibly important and will help guide Morinville when making decisions regarding our services, facilities, and programs.

Our Survey Approach

In partnership with Y Station Communications & Research, Morinville asked residents 32 questions about municipal programs, facilities, services, and priorities between June 18 and July 30, 2026. The survey was conducted using a multi-mode approach:

- **Mail-to-web survey:** Postcard invitations were mailed to households in Morinville, each containing a unique PIN to access the survey online.
- **Telephone:** Random telephone dialing was used to support the mail-to-web approach.

A total of 422 responses were collected. The data collected was weighted by age and gender to ensure better community representation. All results shown present the weighted results, unless otherwise stated.¹

This report shares the big-picture findings, and highlights what's working well, where residents want to see improvement, and what Morinville plans to do next.

At a Glance

Morinville residents feel good about life here — most say their quality of life has stayed steady or improved, and the large majority feel safe and trust the information Morinville shares.

Interestingly, snow removal services show up as both a reason that quality of life increased for some residents and a reason it decreased for others — a sign of just how much this service matters to people, even when experiences of it differ. The top areas of improvement as determined in analysis are winter road and sidewalk maintenance, followed by summer road conditions, and growing the local economy.

The pages that follow walk through both sides of this story — what's working and where Morinville is listening.



¹Responses provided in this report may not always equal 100% either due to rounding or multiple responses recorded.

1. Overall Key Findings

Quality of Life

Quality of life in Morinville has held steady for most residents (66%) in the past year.

9% of residents reported an increase in their quality of life, and 21% mentioned their quality of life decreased.

Quality of Life in Morinville (Past 12 Months)

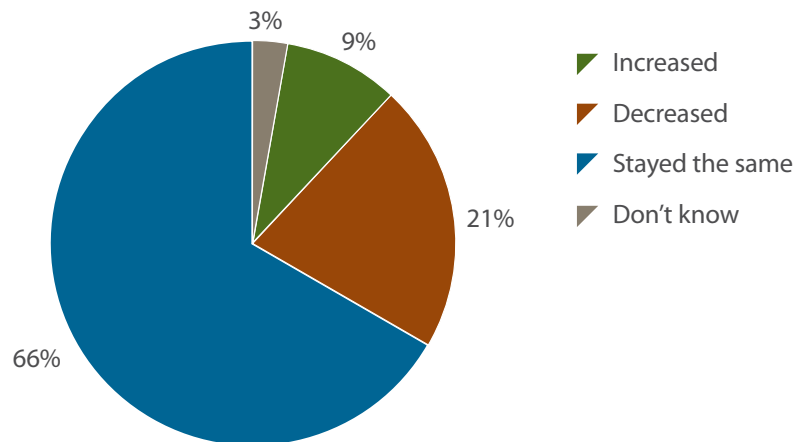


Figure: Over the past 12 months, would you say the quality of life in Morinville has....? (422 responses received)



Increase in Quality of Life

Morinville's growth and amenities are helping make life better for some residents. Residents who reported an improved quality of life over the past year most often attributed the change to Morinville's population growth and the availability of stores, businesses, and restaurants. Being content with Morinville's snow and ice removal services was also a top factor for those who indicated their quality of life has increased.



Decrease in Quality of Life

For some residents, everyday affordability and dissatisfaction with certain services are making life more challenging. Residents who felt their quality of life has declined over the past year pointed to high or unaffordable taxes and tax increases and concerns about road maintenance and repairs as contributing factors. In contrast to those who indicated their quality of life has increased, these residents also most often mentioned poor snow removal services as one of the reasons why their quality of life has decreased.

Satisfaction with Quality of Life in Morinville

Two-thirds of residents (66%) are satisfied with their quality of life in Morinville. 27% are neutral and only 7% of survey participants indicated they are dissatisfied.

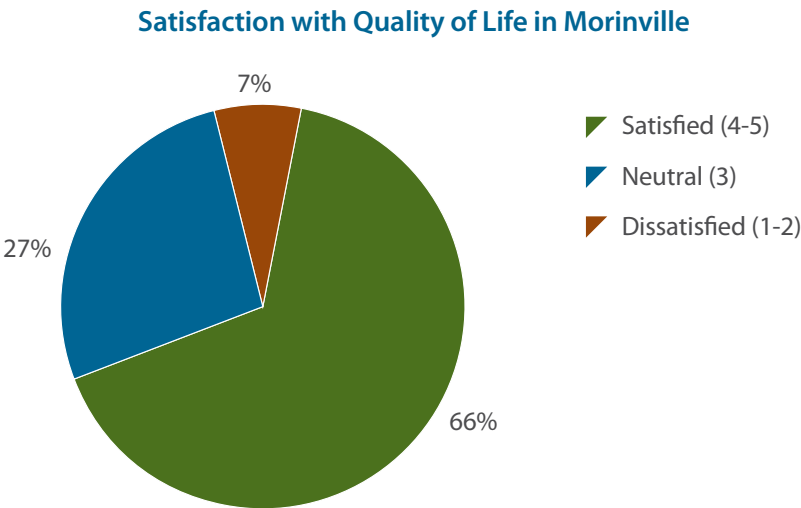


Figure: Considering everything, how satisfied are you with the quality of life in Morinville? (422 responses received)



Overall Satisfaction with Municipal Services, Facilities, and Programs

Zooming in from quality of life to the services themselves, the picture is positive. **More than half of residents (53%) are satisfied with Morinville’s offerings** — its services, facilities, and programs combined — and only one in ten are dissatisfied. Taken together, these results point to a solid overall experience with Morinville’s services, facilities, and programs

Overall Satisfaction with Municipal Services, Facilities, and Programs

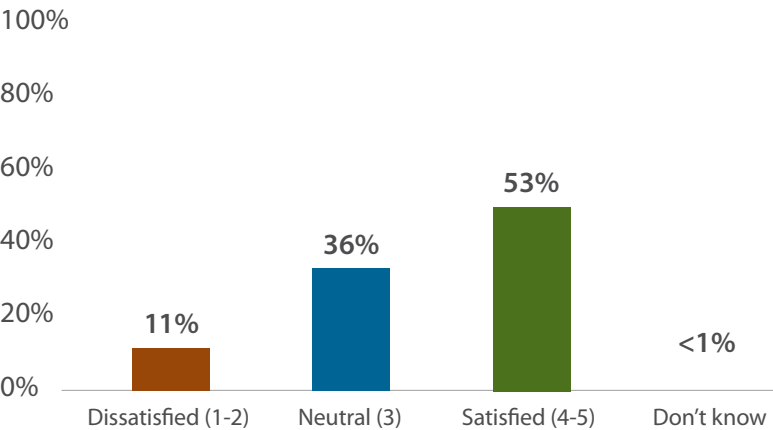
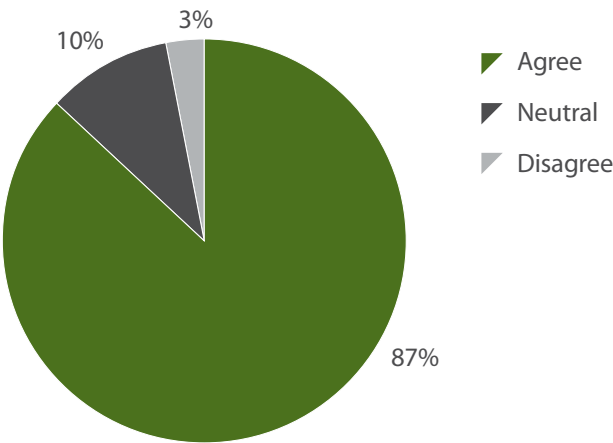


Figure: Considering all of the services, facilities, and events/programs that Morinville offers, how would you rate your overall satisfaction? (422 responses received)

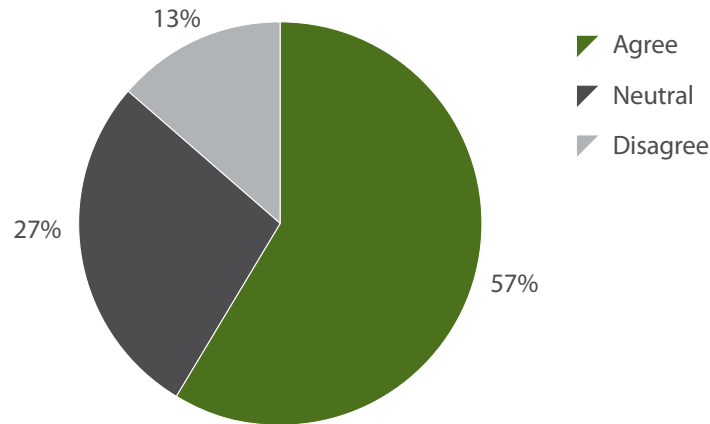
Safety

Morinville feels like a safe place to call home. Nearly nine in ten residents (87%) consider it an overall safe community to live in – one of the strongest results in the survey, highlighting safety as a defining part of the Morinville experience. 10% are neutral and 3% disagree.



Communications

Residents trust information from Morinville. Morinville’s official channels are a trusted source of information for many residents, helping keep the community informed. More than half of residents (57%) agree they trust information coming from official Morinville platforms and/or channels, while 27% are neutral and 13% disagree.



Future Priorities

Looking ahead, residents place value on **programming that supports people at different stages of life** while creating opportunities to **connect and participate in the community**. When asked to weigh in on seven different programming areas for Morinville’s future, three areas emerged as higher priorities: child and youth programming, community events, and adult fitness and wellness.

Future Needs - Areas with High Priority

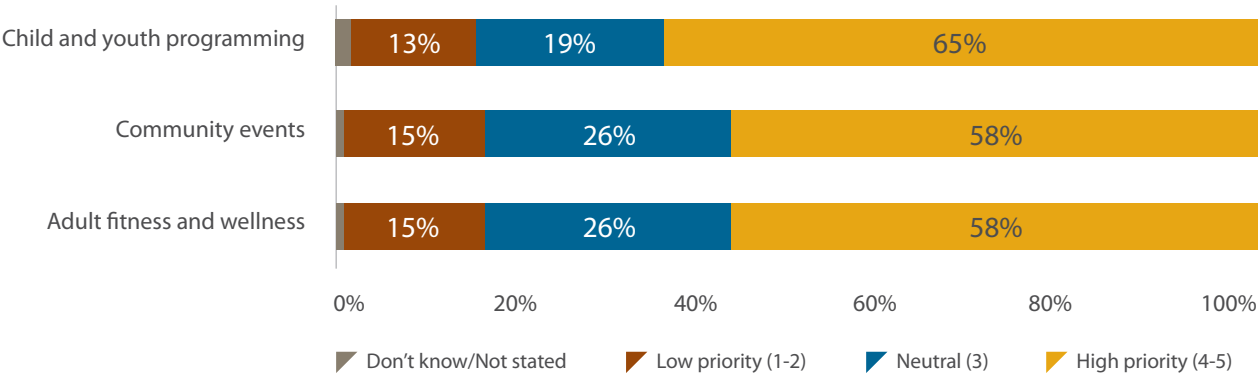


Figure: Looking at the future needs of residents, please rate the priority of each of the following areas for Morinville? (422 responses received)
Data labels for responses 5% or less not shown.

2. What Morinville is Doing Well

Residents were asked to rate their assessment of the importance of seventeen services, facilities, and programs provided in Morinville. If they used any of the services, facilities, or programs in the past twelve months, they were also asked how satisfied they were with each. **Ten out of the seventeen services were identified as areas where Morinville is doing well.** The top three services (in terms of relative importance and satisfaction) included:



Emergency Services

Emergency services is one of the things Morinville does best. Residents overwhelmingly see it as essential with 94% rating it as important and, among residents who used it in the past year, 84% were satisfied.



Utility Services

Utilities are central to daily life in Morinville. 90% of residents rated them as important and satisfaction backs that up. 77% of the residents who used utility services in the past year were satisfied with them.



Garbage, organics, and recycling collection

Waste collection rounds out the top three: 86% of residents see it as important, and it delivers, with 84% of users satisfied — highlighting that day-to-day services residents rely on most are also the ones where Morinville is performing at its best.

3. Where Morinville Can Improve

Out of the seventeen services, facilities, and programs, there were also areas that were identified as being highly important but were found to have opportunities for improvement. The following three services were identified as the top areas needing improvement, reflecting services that matter to residents, but where satisfaction has room to grow:



Winter road and sidewalk maintenance

Nearly all residents (93%) consider winter road and sidewalk maintenance **as important**. Of the **343 residents** who used it in the past 12 months, 38% were satisfied, 25% were neutral, and 37% were dissatisfied. Residents clearly have mixed experiences when it comes to this service

Of those dissatisfied with winter road and sidewalk maintenance, the top reasons provided for this dissatisfaction included:

- Lack of/poor road and sidewalk snow removal or maintenance
- Roads and sidewalks are not cleared frequently/often enough
- Lack of clearing snow on residential side roads/streets



Summer road and sidewalk maintenance

The importance of road and sidewalk upkeep carries into the summer months. **89% of residents** rate summer road and sidewalk maintenance **as important**. However, among the **293 residents** who used the service in the last year, 41% were satisfied, 30% were neutral, and 29% were dissatisfied.

Of those dissatisfied with summer road and sidewalk maintenance, the top reasons provided for this dissatisfaction included:

- Lack of/poor road maintenance and repairs, road conditions are poor, and/or too many potholes
- Lack of/poor sidewalk maintenance and repairs, sidewalks are uneven or in poor condition
- Lack of/poor weed control



Economic development²

Economic development rounds out the list — **79% of residents call it important.** Of the **60 residents** who used this service in the past 12 months, 32% were satisfied, 27% were neutral, and 40% were dissatisfied.

Of those dissatisfied with economic development, the top reasons provided for this dissatisfaction included:

- Lack of commercial business growth/retail stores/shopping variety
- Lack of clothing stores
- Too many empty commercial lots/vacant businesses



²Economic development refers to attracting new businesses and investment, supporting commercial and industrial growth, and serving as a resource and connector for local businesses, as defined in the survey.

4. What Happens Next

The feedback received from this survey is just one piece of a bigger picture. Morinville will use what residents told us here — alongside other feedback collected through additional public engagements, reports, and resident feedback opportunities — to help guide decisions about our services, programs, and facilities, and to inform the priorities we bring to Council.

Morinville's ability to influence outcomes varies by service areas. Some services are directly delivered while other outcomes are shaped by broader community, market, and economic conditions. Resident feedback will be considered alongside these findings as Morinville looks at where it can have the greatest impact.

Thank you again to everyone who participated in the resident satisfaction survey — your input makes a real difference in how Morinville plans for the future. To view the full technical report, visit morinville.ca/plans-reports-and-studies



Appendix – Who We Heard From

Here's a look at who took part, how residents responded, and a snapshot of the age and gender makeup of the 422 survey respondents.

Number of Responses by Survey Mode*

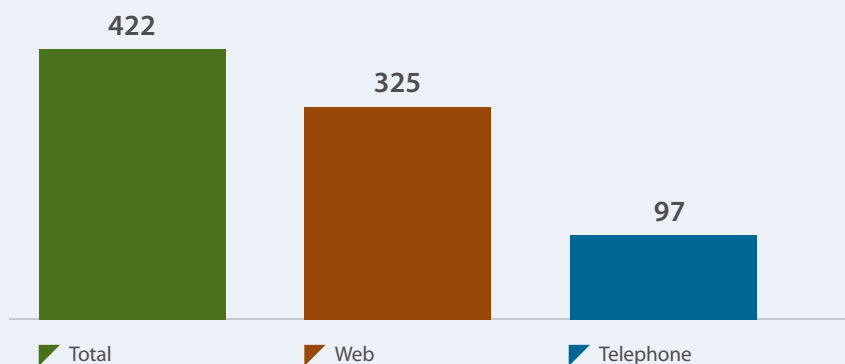


Figure: Number of responses by Survey Mode. *These are the unweighted responses.

Age

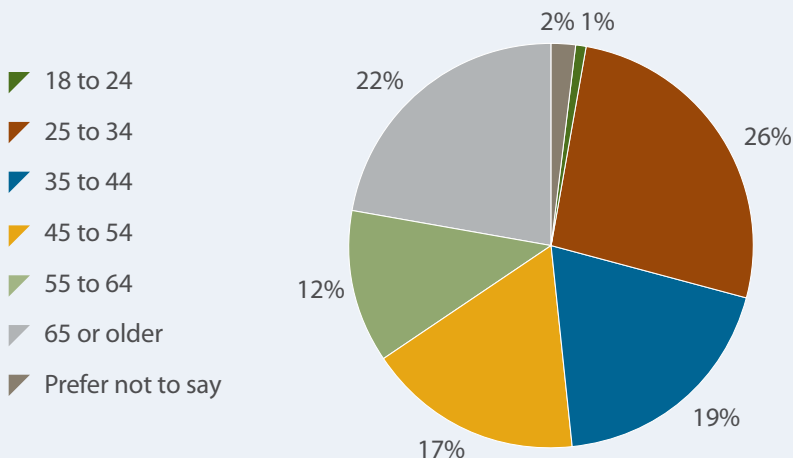


Figure: Which of the following groups includes your age? (422 responses received)

Gender

- Woman
- Man
- Prefer not to say

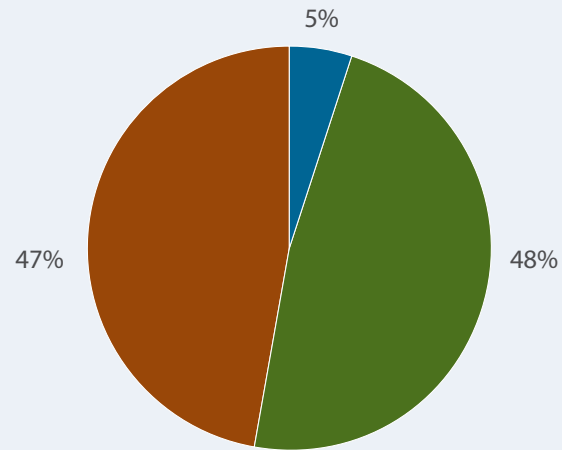


Figure: Which of the following best describes your gender identity?
(422 responses received)

