

2026 Resident Satisfaction Survey Report

August 2026





Y Station Communications & Research

Y Station is an Edmonton based market research and communications firm with decades of experience with projects related to research, evaluation, strategic communications, and public engagement. You can visit our website to find out more about our company: <https://www.ystation.ca/>

We are pleased to provide the following internal report detailing the 2026 Resident Satisfaction Survey results in collaboration with the Morinville project team.



Executive Summary



Overview

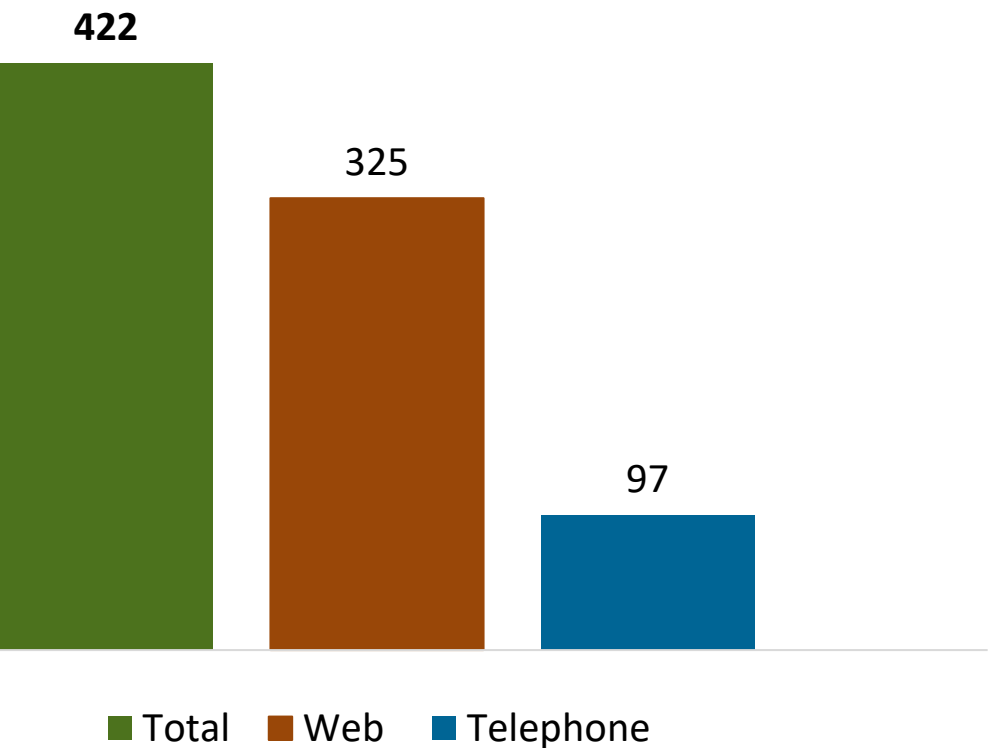
- Morinville contracted Y Station Communications & Research to conduct their 2026 Resident Satisfaction Survey.
- The survey was conducted from June 18 to July 30, 2026, using a multi-mode approach:
 - **Mail-to-web survey:** 3,431 postcard invitations were mailed to households in Morinville, each containing 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 (n=422) were collected. The data collected was weighted by age and gender* to ensure better community representation.

*All data (percentages, sample sizes, and counts) in this report uses the weighted data, unless otherwise stated. These weighting factors were applied to ensure better representation with the underlying population – reducing biases. However, we cannot ensure this sample is completely free from bias (all surveys have some degree of bias). These summarized weights are not whole numbers and are rounded up to the nearest whole number/per cent in this report. As such, provided counts can sometimes appear larger than the 422 surveys collected or what appears to be the same number of responses have different associated percentages (in the case of the open-ended themes) due to the differing demographic profiles (and associated weighting) of respondents.

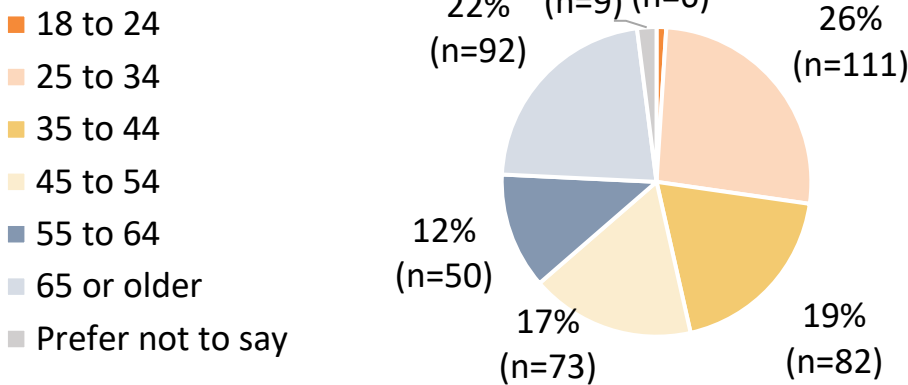
Overview - Demographics

- The following figures present a brief demographic summary of the 422 (n=422) responses collected:

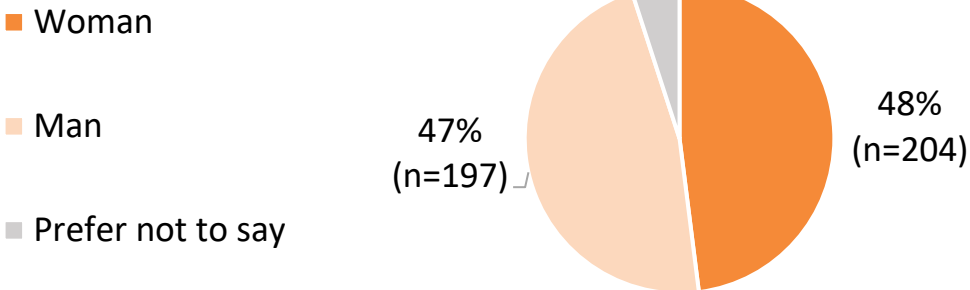
Responses by Survey Mode*



Age



Gender

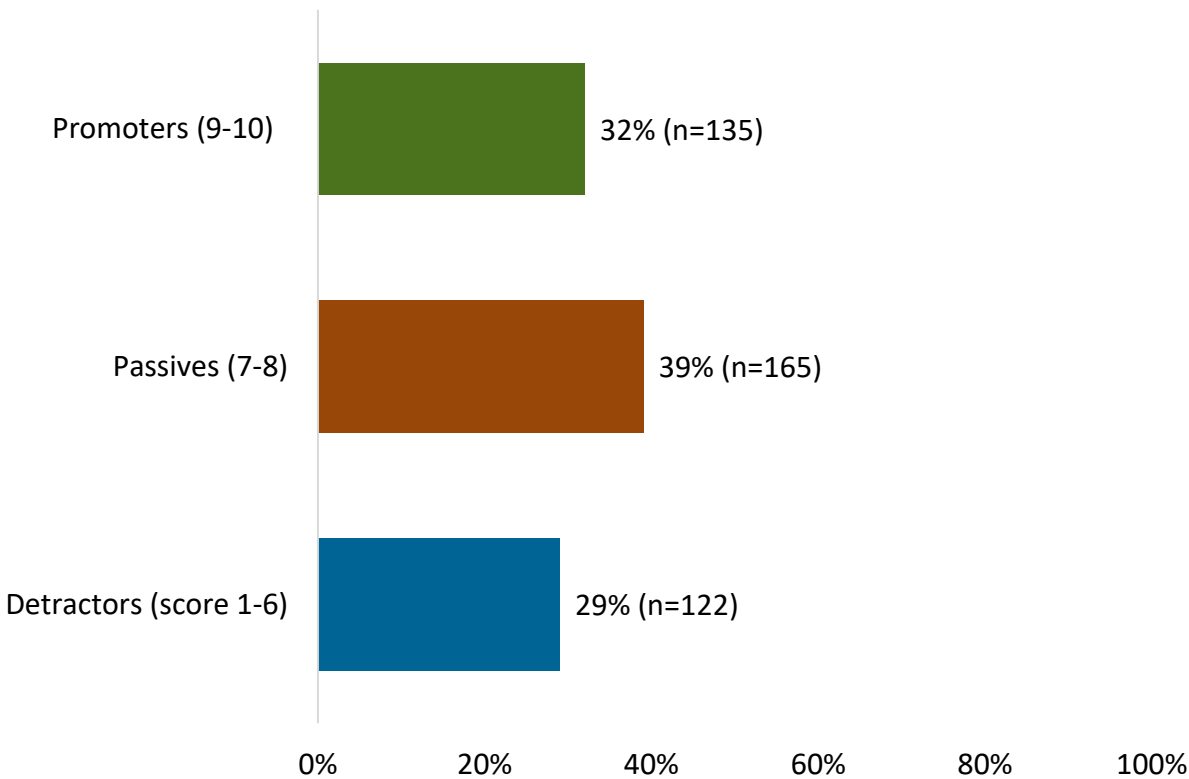


*These are the unweighted responses. After weighting the data, our sample is 67 and 355 for telephone and mailout, respectively.

Overview

- The following figures present a brief of the 422 (n=422) responses collected:

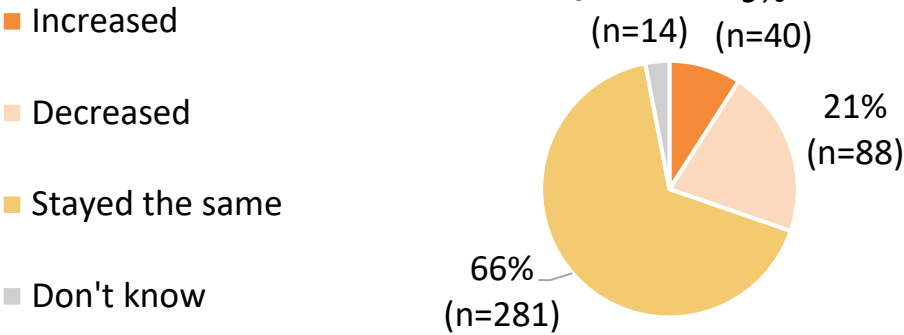
Recommend Morinville as a Place to Live*



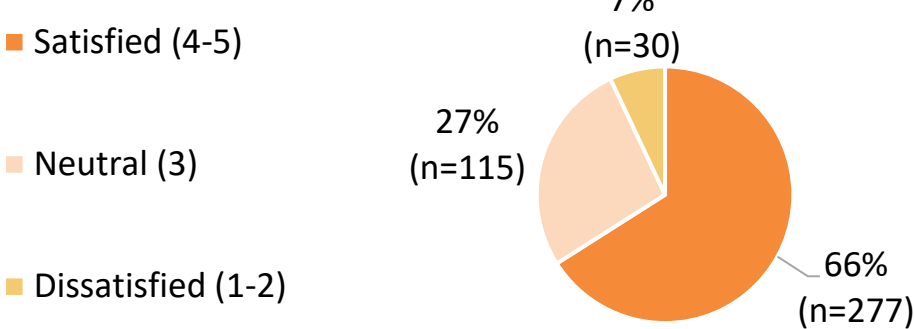
These are the weighted responses. Total, n=422.

*For more information about net promoter scores (NPS) you can visit [this website](#).

Quality of Life in Morinville (Past 12 months)



Satisfaction with Quality of Life in Morinville

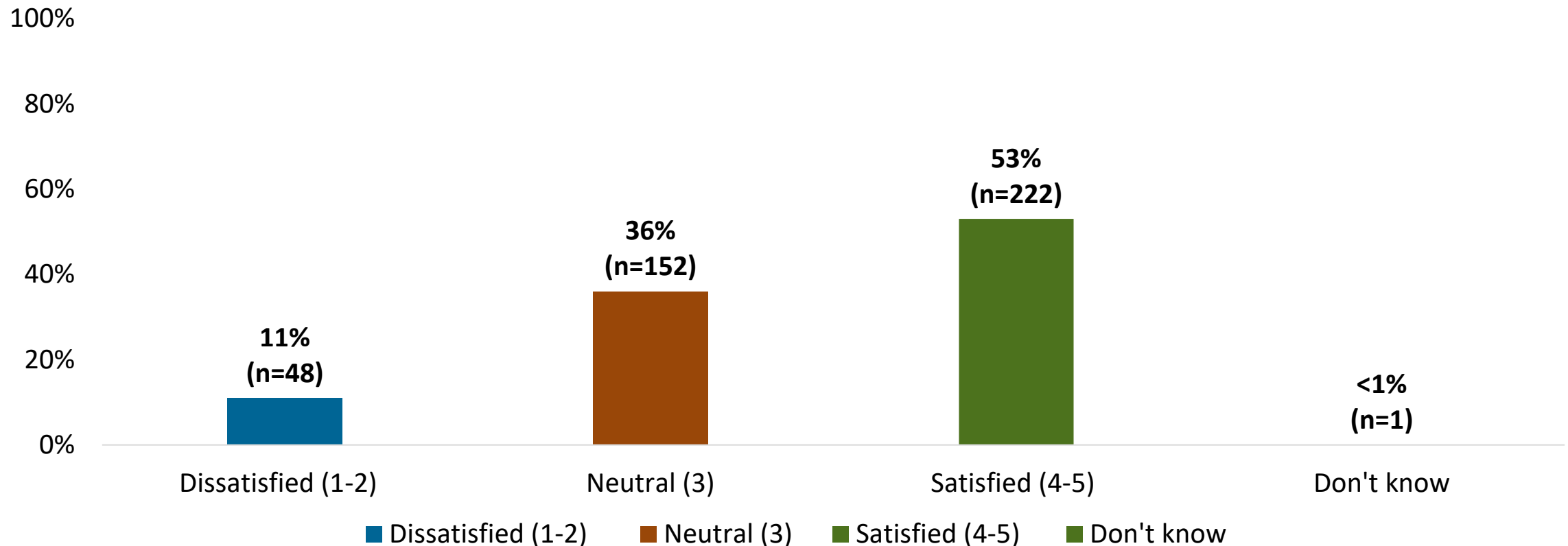


Quality of Life

- The top factors contributing to a person's **increase** in quality of life (n=40) over the past 12 months included:
 - Morinville is growing/population is increasing (22%, n=9),
 - Good snow and ice removal services (17%, n=7), and
 - Good store/shopping/business/restaurant options (16%, n=6).
- The top factors contributing to a person's **decrease** in quality of life (n=88) over the past 12 months included:
 - High/unaffordable taxes/tax increase concerns (48%, n=42),
 - Lack of/poor snow removal services (27%, n=23), and
 - Lack of/poor road maintenance and repairs/road conditions are poor/too many potholes (19%, n=16)

Overall Satisfaction with Municipal Services, Facilities, and Programs

Considering all of the services, facilities, and events/programs that Morinville offers, how would you rate your overall satisfaction?



Executive Summary



2026 Satisfaction versus Importance with Morinville's services, facilities, and programs



Note: Axes set at 3.72 mean satisfaction rating; 3.90 mean importance rating
Scale: 1="not at all important/very dissatisfied"; 5="very important/satisfied"

1. Winter road and sidewalk maintenance

2. Summer road and sidewalk maintenance

3. Economic development

4. Emergency services

5. Utility services

6. Garbage, organics, and recycling collection

7. Parks, trails, and open spaces

8. Bylaw enforcement

9. Children and youth cultural, recreation, and fitness programming

10. GFL Outdoor Multisport Recreation Facility

11. Outdoor recreation

12. Morinville-produced events

13. Wellbeing, support, and referral services

14. Morinville Leisure Centre

15. Adult cultural, recreation, and fitness programming

16. Town Hall resident front counter services

17. Morinville Community Cultural Centre (MCCC)

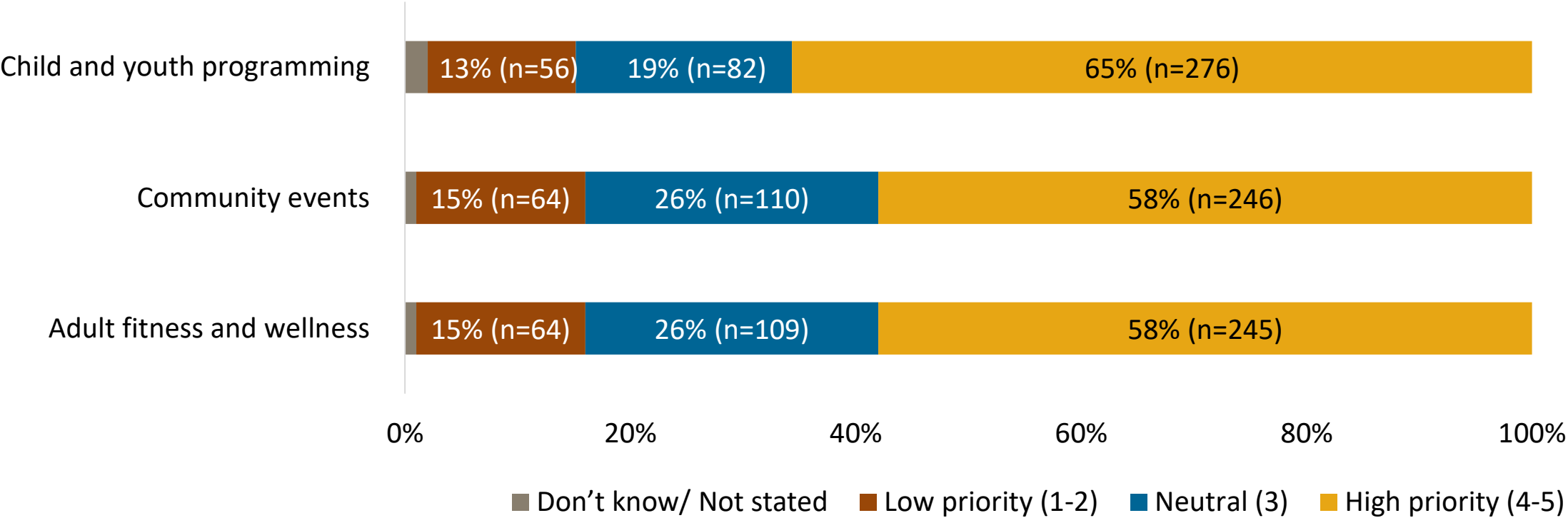
Communications

- 69% of respondents (292 residents) indicated there was nothing preventing them from participating in programs, services, and events organized by Morinville.
- Respondents primarily use Morinville's website (55%, 233 responses) or Morinville's social media (26%, 100 responses) as their main source to gather information on Morinville and its services.
- Many (57%, 239 responses) of the respondents trust the information coming from official Morinville platforms. 27% (112 responses) are neutral and 13% (57 responses) disagree with this statement.
- Similarly, 57% (241 responses) of respondents know where to find reliable information from Morinville. 26% (111 responses) are neutral and 15% (62 responses) disagree with this statement.
- However, more could potentially be done to demonstrate how Morinville communicates openly as only 32% (136 responses) agree with this statement whereas 31% (131 responses) are neutral and 20% (86 responses) disagree. Similarly, only 26% (110 responses) of respondents agree Morinville is transparent about how it makes decisions and reports back to the community, 34% (144 responses) are neutral, and 29% (121 responses) dissatisfied.

Future Needs and Priorities

- In terms of the future needs and priorities for Morinville, following areas emerged as high priorities amongst respondents:

Future Needs – Areas of high priority



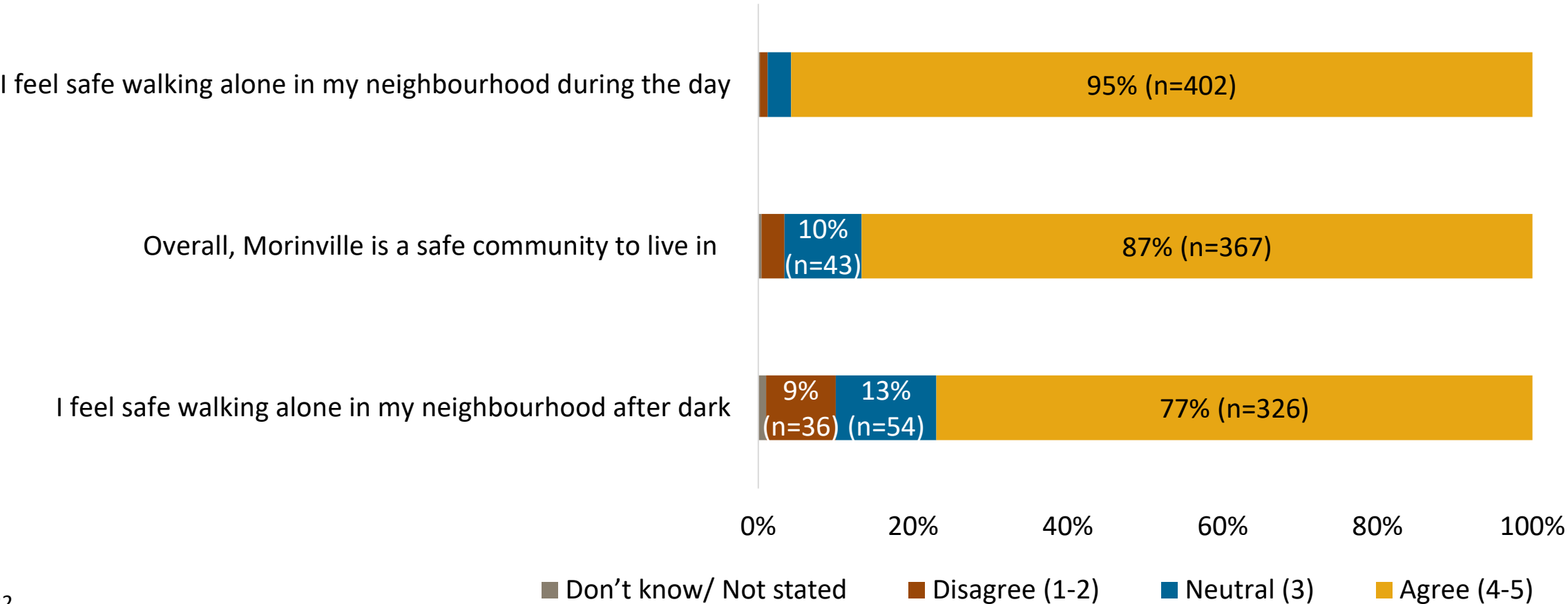
Total, n=422
Data labels for responses 5% or less not shown.

Public Engagement

- 38% (159 responses) of respondents indicated they participated in a public engagement opportunity with Morinville in the past 12 months.
- Of those who participated in a public engagement event in the past 12 months (n=159), 47% (75 responses) were satisfied with the opportunities for public engagement, 34% (53 responses) were neither satisfied nor dissatisfied, and 18% (28 responses) were dissatisfied.
- Of those who have **not** participated in any public engagement opportunities with Morinville in the past 12 months (n=245), 24% (58 responses) indicated there is something preventing them from participating. The top barriers mentioned included (n=58):
 - Lack of free time/too busy (40%, 23 responses),
 - Lack of public awareness/advertising of public engagement opportunities (31%, 18 responses), and
 - Having a physical disability/mobility limitations (13%, 8 responses).

Safety

Perceptions with Safety



Total, n=422
Data labels for responses 5% or less not shown.

Subgroup Results

- Overall trends between telephone and web responses were fairly consistent. However, there were, occasionally, notable differences (10% or greater) observed between responses collected over web compared to telephone. These differences often corresponded to differences also observed between age groups. For example, seniors programming was rated as a high priority for 70% of telephone respondents compared to only 53% of those via web. Unsurprisingly, those who are 55+ were more likely to rate this as a priority (76%) compared to younger respondents (43-47%).
- Women were often more likely to rate many Morinville services, facilities, and programs as important compared to men.

Recommendations

The following recommendations reflect some considerations from the 2026 survey experience that may help strengthen participation and data quality in future iterations:

- **Survey timing:** Consider avoiding June and July to reduce potential impact of summer travel, vacation, and other seasonal activities that may hamper a resident's ability to participate.
- **Survey length:** Consider examining the survey results this year to help determine what may benefit from being refined or removed entirely in future iterations. With the survey currently taking 20-25 minutes on average, reducing the survey length to 12-15 minutes will result in less respondent fatigue.
- **Demographics:** Consider adding a question regarding whether a respondent identifies as having a disability and/or having mobility issues. This may be worth measuring and using in analysis.

Recommendations (Continued)

The following recommendations reflect some considerations from the 2026 survey experience that may help strengthen participation and data quality in future iterations:

- **Postcard mail-out:** The mail-out methodology with unique PINS was effective this year, however overall response was lower than anticipated. Given the 2026 survey field period coincided with the Canada Day long weekend, the federal census, and followed a significant year of public engagement activities in 2025 (including the Municipal Development Plan and Election), response rates may have been affected by timing and engagement fatigue. For future surveys consider testing a second reminder postcard, and more prominently highlighting the survey incentive during the field period to reinforce awareness and encourage additional participation.
- **Telephone responses:** Telephone was used as a targeted top-up for this survey. If greater telephone responses are desired in future surveys, this would need to be incorporated in the methodology and project scope from the outset.

Study Background and Methodology



Study Background

- In support of Morinville's commitment to gather representative and reliable feedback from residents to inform municipal decision-making, service delivery, and future planning, Morinville conducted a Resident Satisfaction Survey.
- A survey was designed in collaboration between Y Station, the Morinville project team, and leadership.
- The survey covers topics concerning, but not limited to:
 - A resident's quality of life
 - Importance/use/satisfaction with specific Morinville services, facilities, and programs
 - Overall satisfaction with Morinville services, facilities, and programs
 - Priorities, public engagement, and communications
 - Overall scores (e.g. likelihood to recommend Morinville as a place to live)
- Residents who completed the survey, as thanks for participating, were offered an opportunity to opt-in a draw to potentially win one of three Morinville prize packs (including passes to the Morinville Leisure Centre).

Data Collection

- Data collection was carried out from June 18 to July 30, 2026.
- The general population survey was conducted using a mail-to-web approach through postcard invitations, in combination with support through random telephone dialing in Morinville.
- A total of 3,431 postcards were sent out. Each household invited to participate through the postcard received a unique household PIN to access the online survey. Additional survey links were provided, upon request, in instances where more than one household member desired to complete the survey.

Data Collection – Calling

- A total of 1,632 unique telephone records/numbers were called. Telephone records were called up to five times, depending on the call disposition.* 4,397 calls were made during data collection. Telephone calls also helped to remind respondents to complete the online survey (for those that preferred to complete the survey online).
- The final disposition of each of the records sourced for the project is as follows:
 - Completed the survey – **97 records (6%)**
 - Reminded (prefers to complete the survey online/email request) – **53 records (3%)**
 - Ineligible (e.g. do not live in Morinville, number belongs to a business/organization) – **183 records (11%)**
 - Refusal (declined to participate) – **242 records (15%)**
 - Potentially eligible respondents/active numbers, but not reached (e.g. no answer/answering machine/respondent not available)* – **696 records (43%)**
 - Non-active numbers (fax/data line, not in service, etc.) – **361 records (22%)**

*Records called up to five times were potentially eligible respondents/active numbers, but not reached (e.g. no answer, answering machine, respondent not available).

Results Achieved

- A total of 422 responses (n=422) were collected. In other words, 422 households completed the survey. 97 responses were received via telephone and 325 responses were received via web/mailout.* The survey took slightly under 20 minutes to complete on average via web and over 25 minutes to complete via telephone.
- Four (n=4) responses were received from households already represented in the above dataset. To not overrepresent any single household, these four responses have not been included in this report, but those responses will be provided to Morinville as a separate data file.
- The unique PIN methodology strengthens data quality by linking online responses to invited households and reducing the potential for duplicate, ineligible, or otherwise unverified responses.

*These are the unweighted responses. After weighting the data, our sample is 67 and 355 for telephone and mailout, respectively.

Analysis

- Telephone and mail-out results were combined as a single dataset due to the household level approach and the associated PINs used with the mail-out. In addition, only a few noteworthy differences were observed between the two survey modes. Where there were differences observed, this often corresponded to differences also observed by age and had consistent trends. Combining the two sources did not substantially influence the overall findings. Nonetheless, results have also been split by survey mode for all questions in this report for transparency.
- The data in this report is weighted by age and gender, using Statistics Canada's 2021 Census data for Morinville, to improve the alignment of the survey sample with population characteristics. Results are based on the full sample size (n=422) and based on weighted data, unless otherwise stated.
- Additional subgroup analysis (beyond survey mode) was applied assessing 13 different subgroups. Notable differences between subgroups have been provided in this report (often in the notes section of each relevant slide).

Analysis

- The 13 different subgroups assessed include:
 1. Age (18-34 vs 35-54 vs 55+)
 2. Gender (woman vs man)
 3. Household composition 1 (single with/without children vs married with/without children vs more than 2 adults)
 4. Household composition 2 (children in household vs no children in household)
 5. Household composition 3 (seniors in household vs no seniors in household)
 6. Household size (1 person vs 2 people vs 3+ people)
 7. Employment status (working FT/PT vs not employed/homemaker/student vs retired)
 8. Length of residence in Morinville (less than 10 years vs 10+ years)
 9. Morinville business owner/operator (Morinville business owner/operator vs not)
 10. Quality of life over the past 12 months (increased vs decreased vs stayed the same)
 11. Public engagement participation (yes vs no)
 12. Satisfaction with quality of life (low vs neutral vs high)
 13. Likelihood to recommend Morinville as a place to live (1-6 scores vs 7-8 scores vs 9-10 scores)

How to Read this Report



How to Read this Report



To ensure results are interpreted correctly, please keep the following in mind:

- "Sample size (n=xxx)" indicates the number of respondents who answered a question. This can also indicate the number of responses provided.
- All questions will have a base of n=422 (when examining the total responses across all modes), except in instances where a question was asked only for a particular group. In these instances, a base statement, as per industry standard, is provided in each corresponding slide detailing who was asked the question.

How to Read this Report (continued)



To ensure results are interpreted correctly, please keep the following in mind:

- Percentages shown in this report are weighted to align the survey sample with Morinville's population. As such, each respondent is assigned a weight based on how they responded to the gender and age demographic questions. This is done to correct demographic imbalances and reduce bias. For example, 18–34-year-olds were underrepresented in the survey compared to the Morinville population and, as such, 18-34-year-olds who participated were often assigned a weight greater than one. Conversely, those who were 55+ were overrepresented compared to the Morinville population and, as such, 55+ respondents were often assigned a weight less than one. What this means when interpreting this report:
 - **Closed ended questions:** Percentages reflect responses to predefined answer options. The provided percentages are altered based on the data weighting. Therefore, the provided percentages in this report will **not** match summaries of the (unweighted) raw data file.
 - **Open ended questions:** One respondent's answer may be coded into two or more themes if it contains multiple ideas. Because each respondent's contribution is weighted, themes with a similar number of respondents may display different percentages depending on the demographic composition of respondents who mentioned each theme.

How to Read this Report (continued)



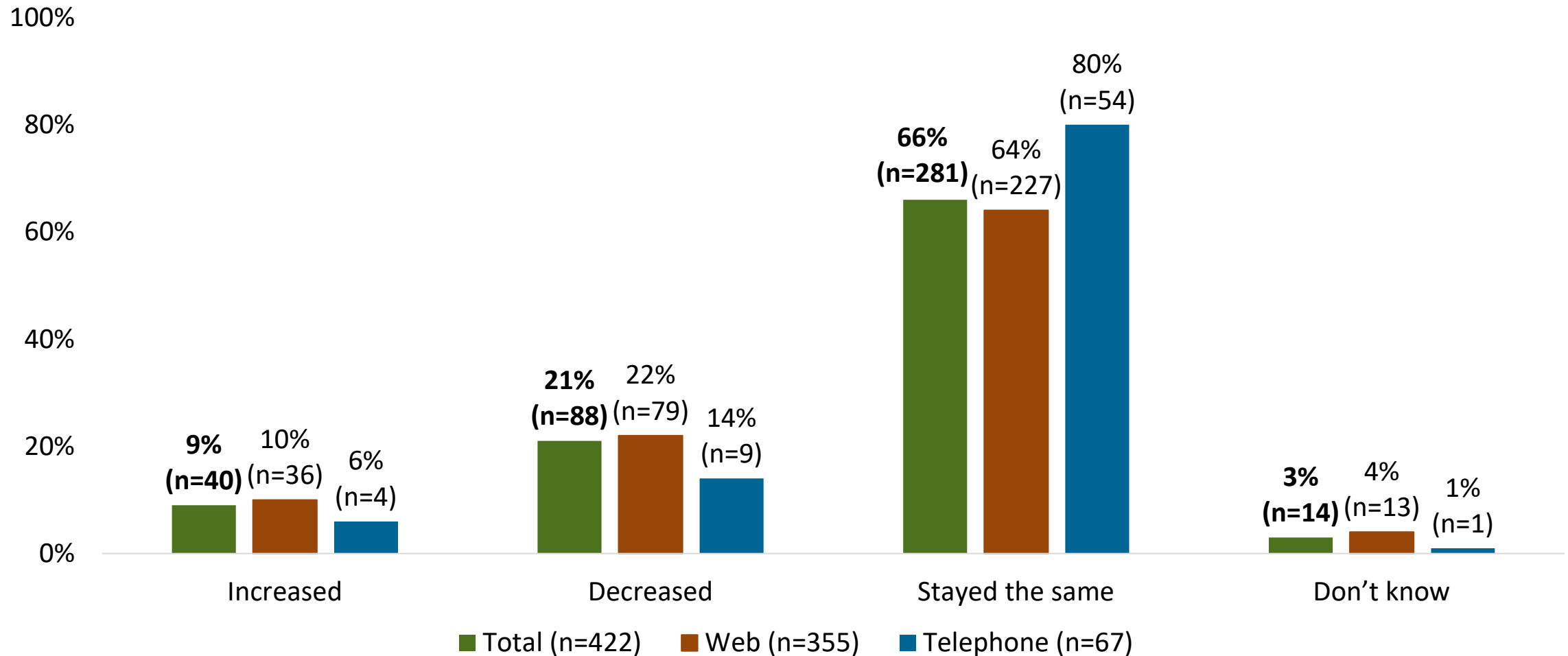
To ensure results are interpreted correctly, please keep the following in mind:

- Percentages in this report may not always add up to 100% due to rounding to the nearest whole number or multiple responses recorded (for specific questions, where indicated). Similarly, due to the weighting, number of responses are not whole numbers and may not add up to 422 due to rounding.
- “Other responses” have been provided in the notes section of each relevant slide.

Results



Over the past 12 months, would you say the quality of life in Morinville has....?



Reasons for Increase in Quality of Life

Theme (Top Responses)	Percentage of Respondents		
	Total (n=40)	Web (n=36)	Telephone (n=4)
Town is growing/population is increasing (general)	22% (n=9)	22% (n=8)	20% (n=1)
Good snow and ice removal services (general)	17% (n=7)	18% (n=7)	-
Good store/shopping/business/restaurant options (general)	16% (n=6)	14% (n=5)	39% (n=1)
Good Town events/activities/festivals (general)	12% (n=5)	13% (n=5)	-
Good Town Council/Mayor/Town is well managed (general)	9% (n=4)	6% (n=2)	41% (n=2)
Other responses (less than 9%)	39% (n=15)	37% (n=14)	55% (n=2)
Don't Know/Not Stated	15% (n=6)	17% (n=6)	-

Base: respondents who mentioned their quality of life in Morinville has “increased” over the past 12 months.

Multiple responses recorded.

Reasons for Decrease in Quality of Life

Theme (Top Responses)	Percentage of Respondents		
	Total (n=88)	Web (n=79)	Telephone (n=9)
High/unaffordable taxes/tax increase concerns (general)	48% (n=42)	53% (n=42)	8% (n=1)
Lack of/poor snow removal services (general)	27% (n=23)	27% (n=21)	22% (n=2)
Lack of/poor road maintenance and repairs/road conditions are poor/too many potholes	19% (n=16)	15% (n=12)	48% (n=4)
Lack of/poor Town services/facilities/amenities (general)	18% (n=16)	19% (n=15)	5% (n=1)
Lack of/poor lighting (ex. Street lights, walking path lighting, etc)	9% (n=8)	10% (n=8)	-
Other responses (less than 9%)	65% (n=57)	66% (n=51)	55% (n=7)
Don't Know/Not Stated	6% (n=5)	6% (n=5)	-

Base: respondents who mentioned their quality of life in Morinville has “decreased” over the past 12 months.

Multiple responses recorded.

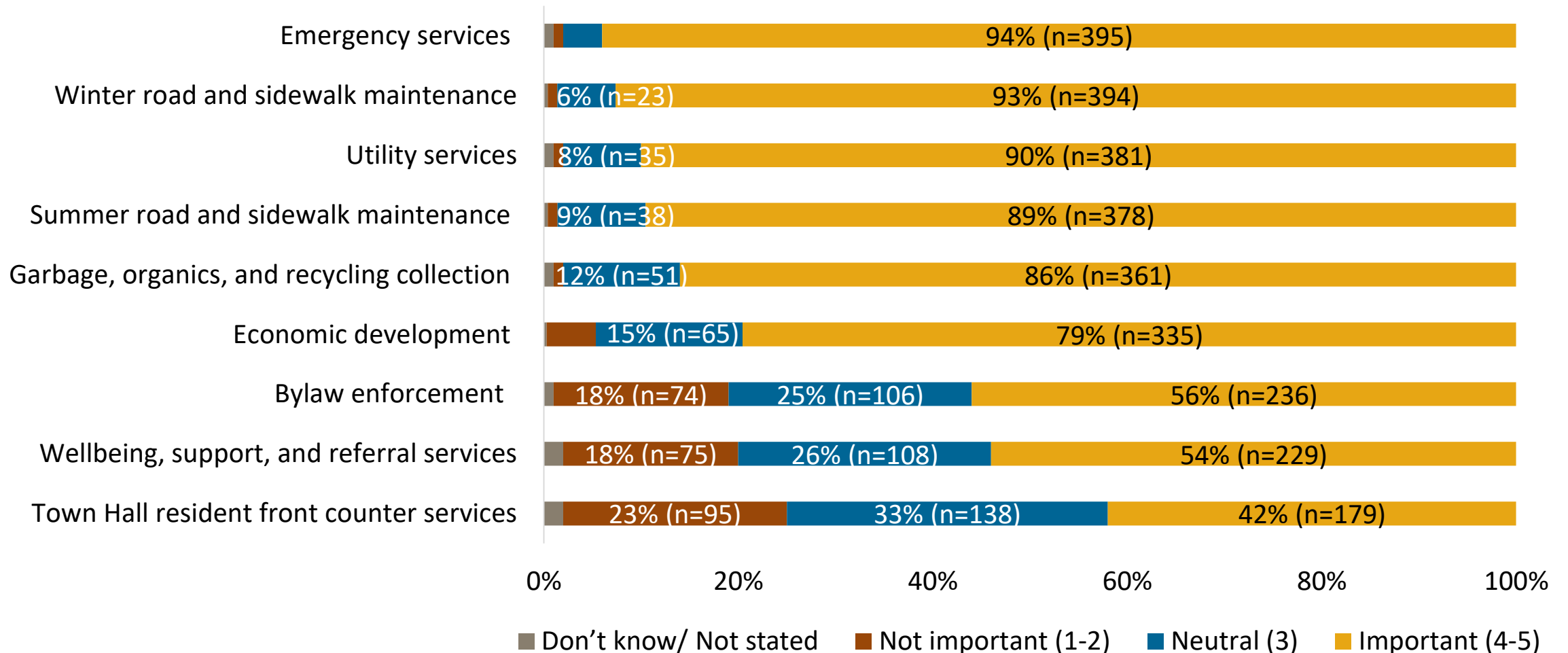
Municipal Services



Importance of Municipal Services



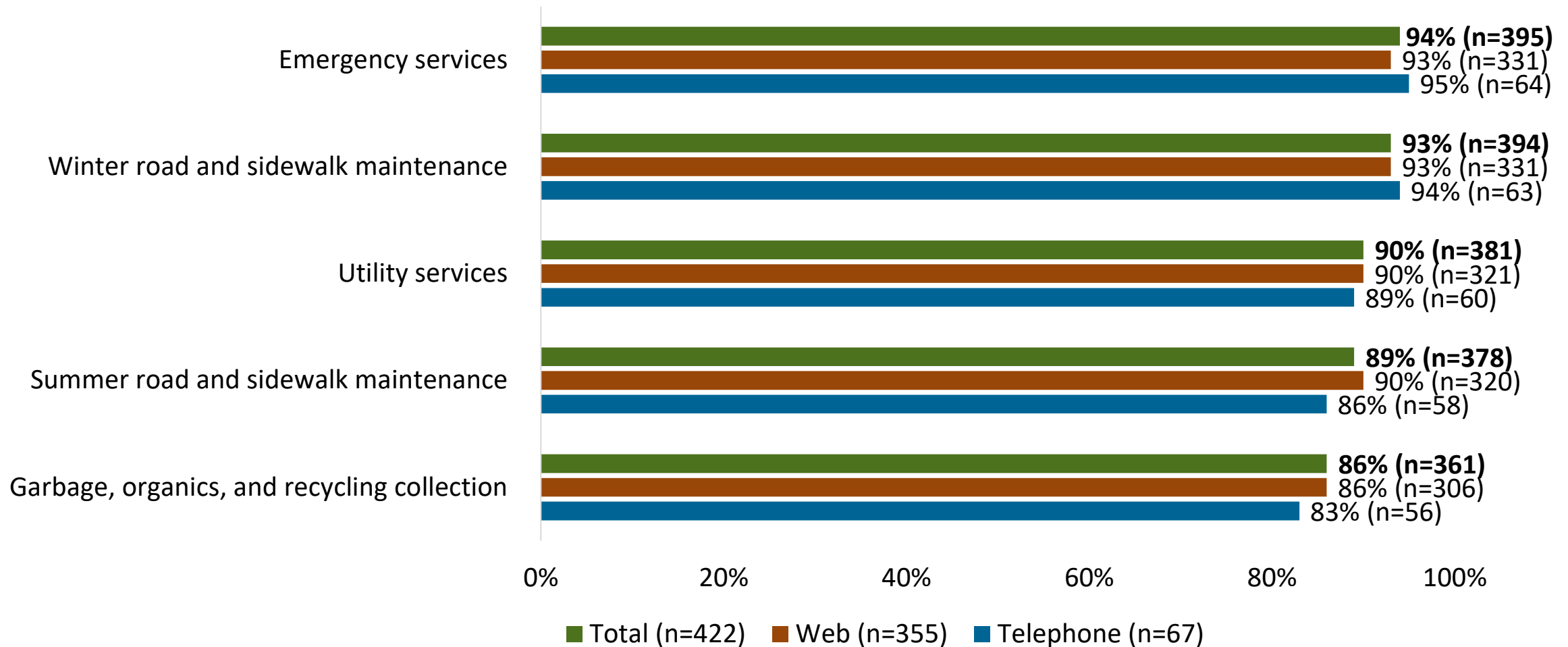
How **important** are each of the following to you as a resident of Morinville?



Importance of Municipal Services



How **important** are each of the following to you as a resident of Morinville?



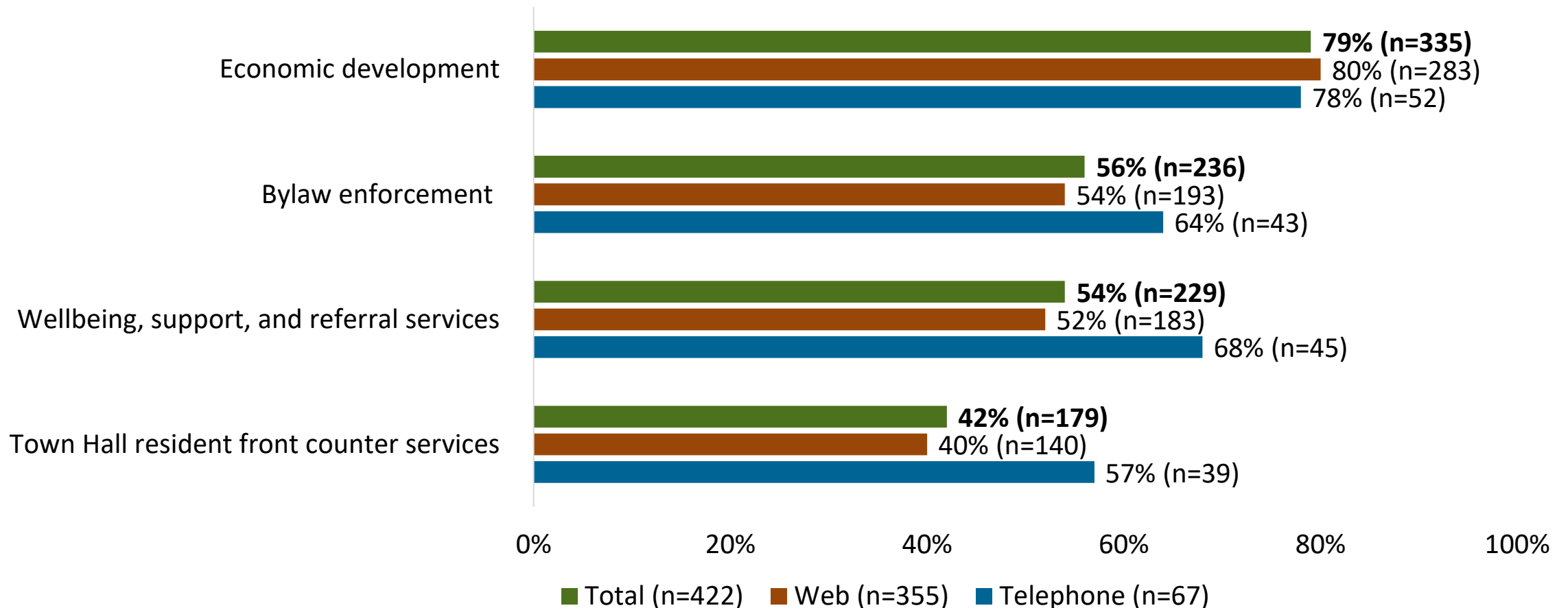
Results continued on next slide.

Respondents who rated each municipal service as important/very important (4-5).

Importance of Municipal Services



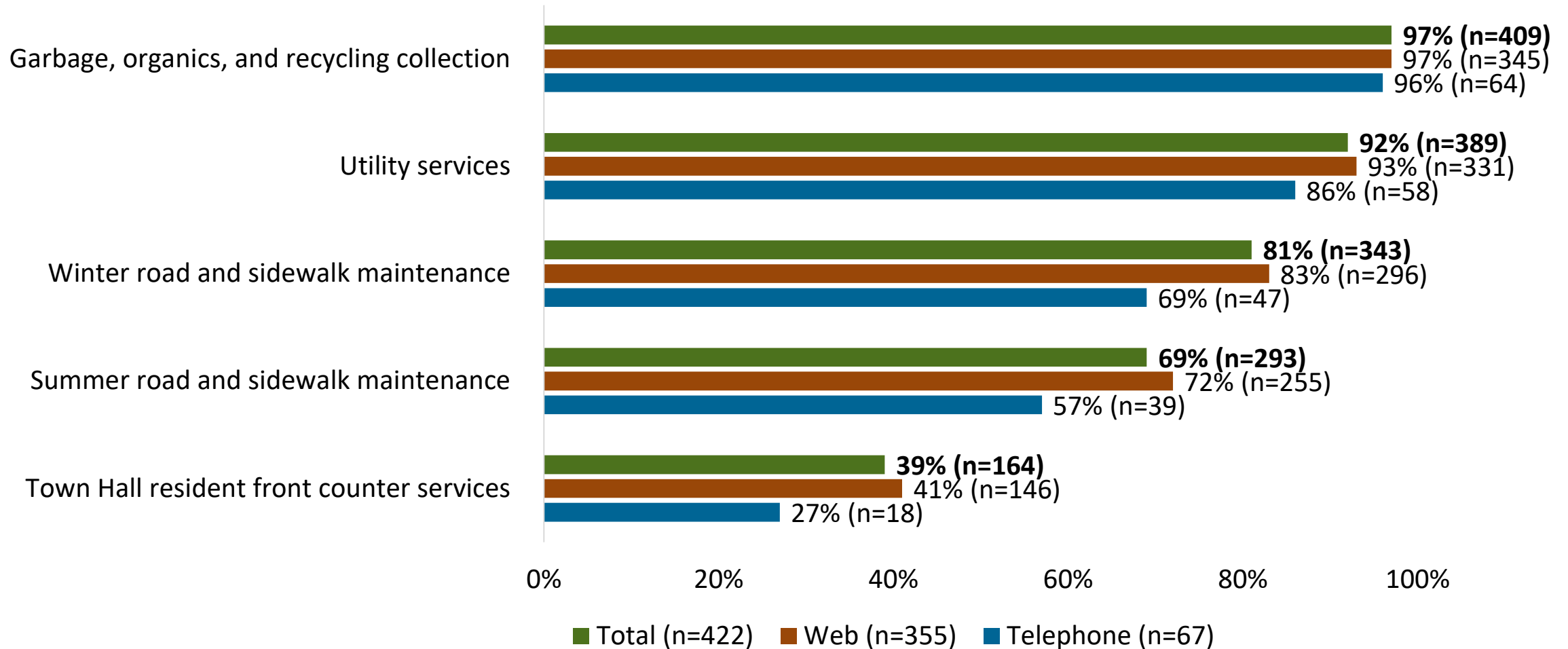
How **important** are each of the following to you as a resident of Morinville?
(continued)



Use of Municipal Services



Did you use the following service, facility, or program in the past 12 months?



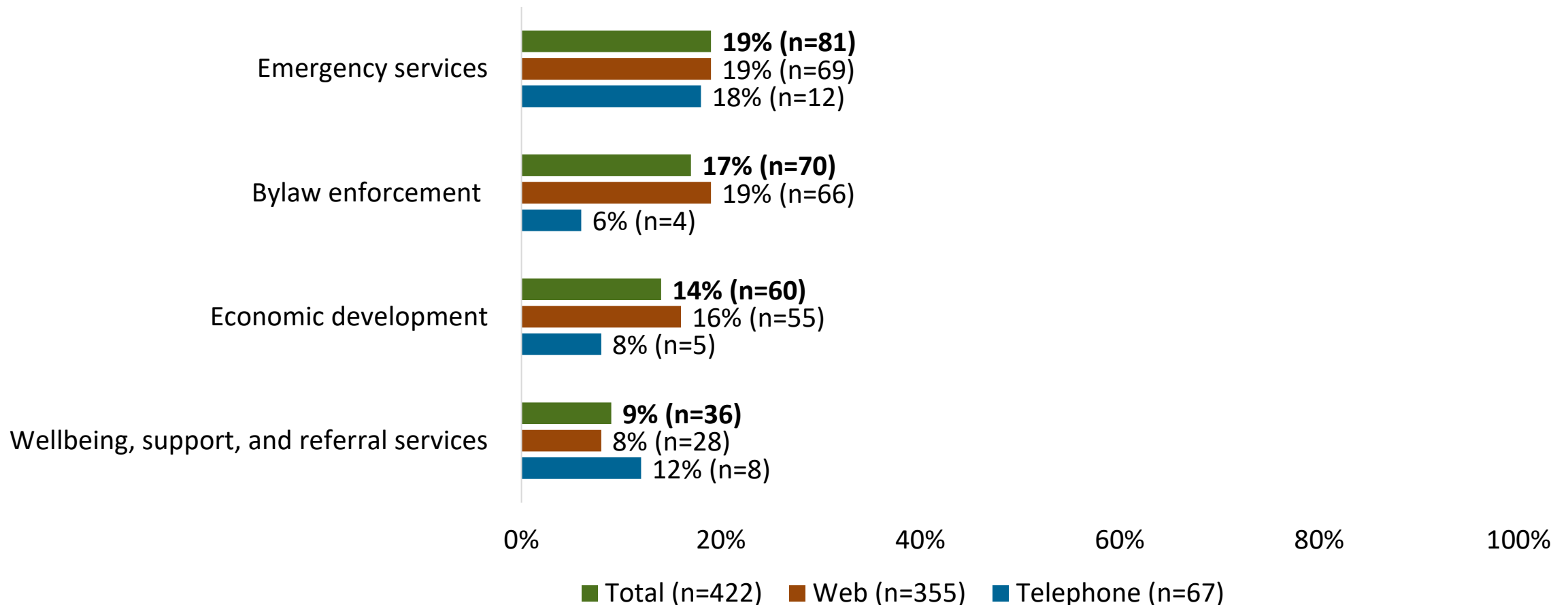
Results continued on next slide

Respondents that replied "yes" to using each municipal service/facility/program in the past 12 months.

Use of Municipal Services



**Did you use the following service, facility, or program in the past 12 months?
(continued)**

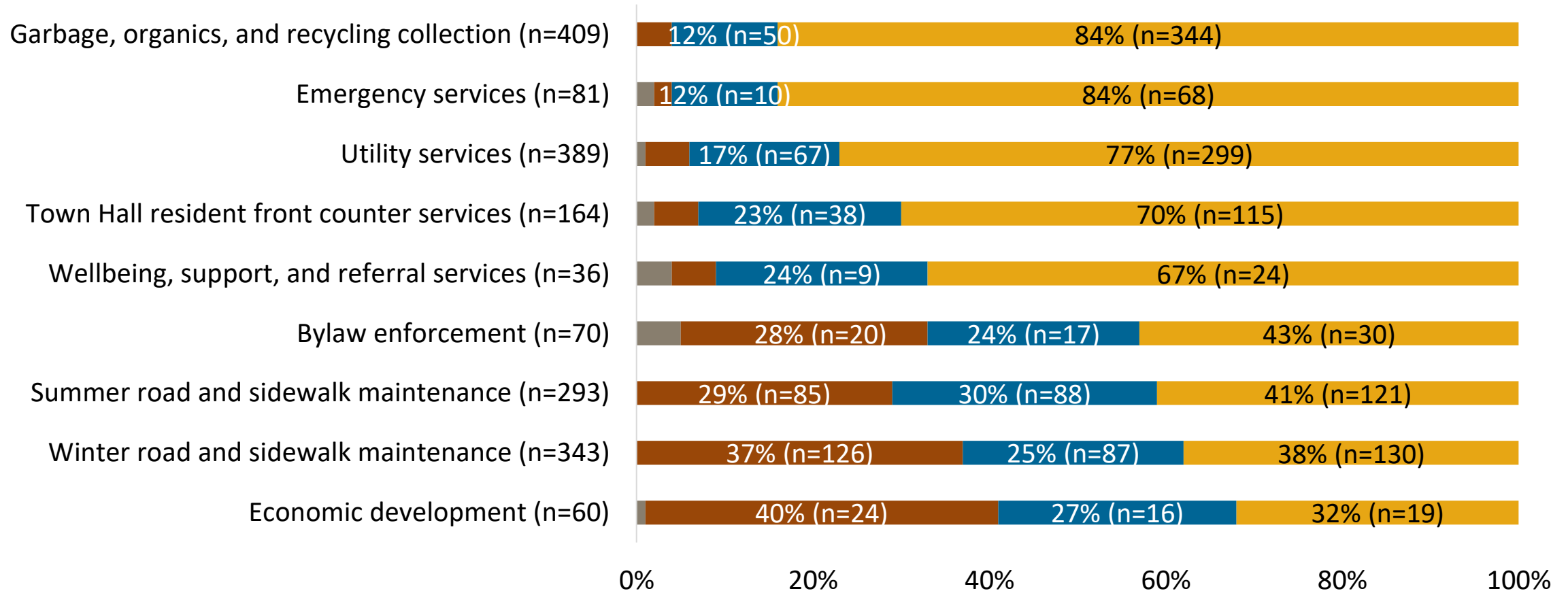


Respondents that replied “yes” to using each municipal service/facility/program in the past 12 months.

Satisfaction with Municipal Services



How would you rate your **satisfaction** with the following?



■ Don't know/ Not stated ■ Dissatisfied (1-2) ■ Neutral (3) ■ Satisfied (4-5)

Total, n=36-409

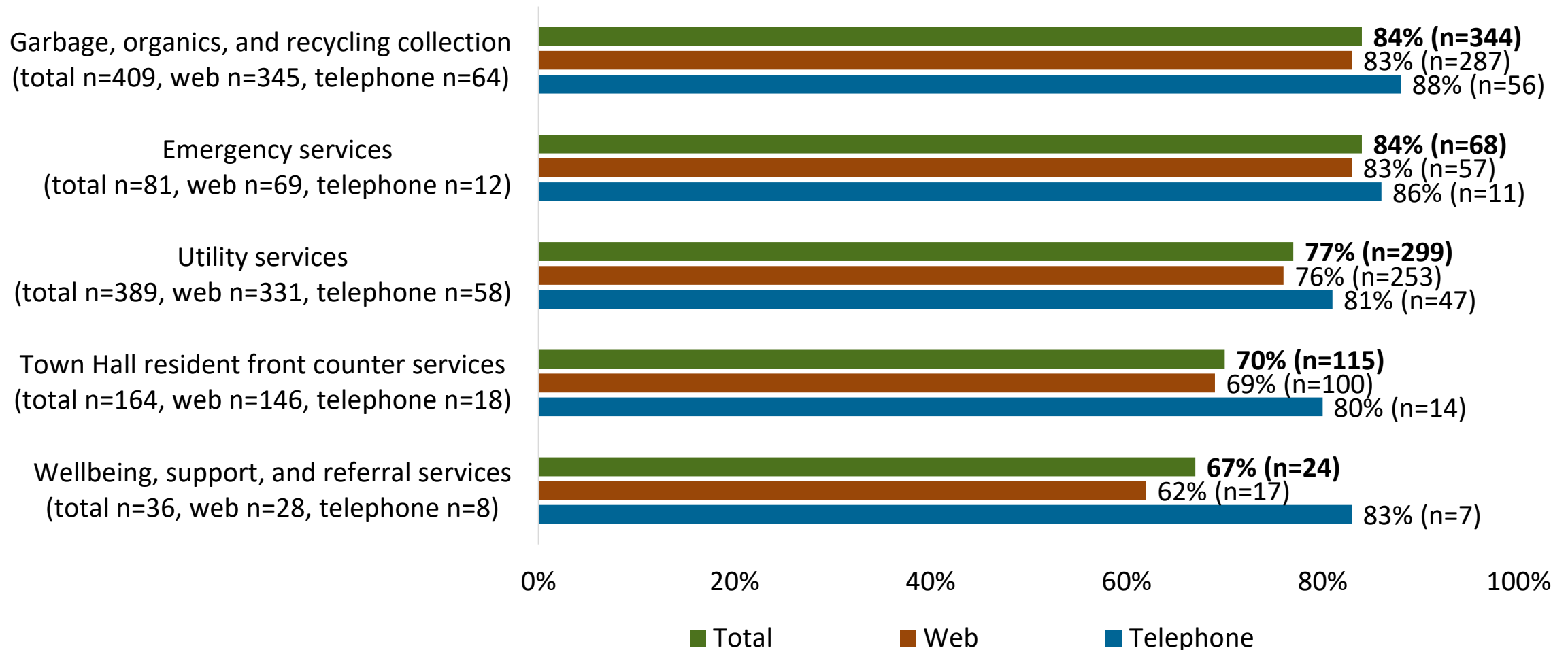
Base: respondents who used each municipal service, facility, or program in the past 12 months

Data labels for responses 5% or less not shown.

Satisfaction with Municipal Services



How would you rate your **satisfaction** with the following?



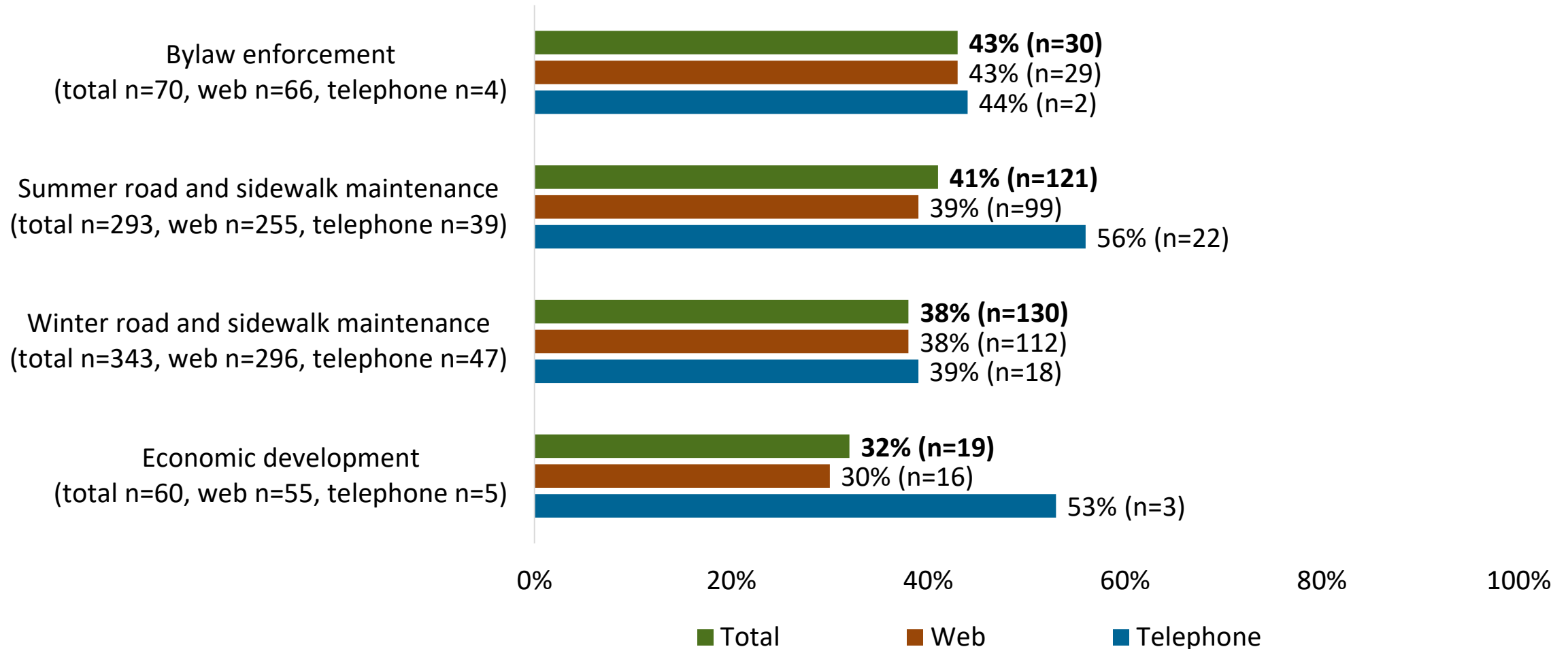
Respondents that have rated each municipal service as satisfied/very satisfied (4-5). Results continued on next slide.

Base: respondents who used each municipal service/facility/program in the past 12 months.

Satisfaction with Municipal Services



How would you rate your **satisfaction** with the following? (continued)



Respondents that have rated each municipal service as satisfied/very satisfied (4-5).
Base: respondents who used each municipal service/facility/program in the past 12 months.

Reasons for **dissatisfaction** with emergency services

Theme (Top Responses)	Percentage of Respondents		
	Total (n=2)	Web (n=1)	Telephone (n=1)
Poor/slow response time to emergencies (general)	100% (n=2)	100% (n=1)	100% (n=1)

Dissatisfaction



Reasons for dissatisfaction with bylaw enforcement

Theme (Top Responses)	Percentage of Respondents		
	Total (n=20)	Web (n=18)	Telephone (n=2)
Lack of/poor bylaw enforcement/are not consistently enforcing bylaws (general)	28% (n=6)	28% (n=5)	29% (n=1)
Traffic safety related concerns (ex. Dangerous driving, speeding, etc)	21% (n=4)	23% (n=4)	-
Lack of on-street parking bylaw enforcement	21% (n=4)	23% (n=4)	-
Lack of/poor animal and wildlife control (general)	18% (n=4)	16% (n=3)	42% (n=1)
Noise pollution related concerns (general)	9% (n=2)	10% (n=2)	-
Rude/not friendly officers	5% (n=1)	5% (n=1)	-
Lack of bylaw officer patrols/presence in the community (general)	3% (n=1)	-	29% (n=1)
Don't Know/Not Stated	7% (n=1)	8% (n=1)	-

Multiple responses recorded.

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

Reasons for **dissatisfaction** with summer road and sidewalk maintenance

Theme (Top Responses)	Percentage of Respondents		
	Total (n=85)	Web (n=74)	Telephone (n=11)
Lack of/poor road maintenance and repairs/road conditions are poor/too many potholes	81% (n=69)	80% (n=59)	90% (n=10)
Lack of/poor sidewalk maintenance and repairs/sidewalks are uneven/cracked/in poor condition	28% (n=24)	28% (n=21)	32% (n=3)
Lack of/poor weed control services	8% (n=7)	9% (n=7)	-
Lack of/poor lighting (ex. Street lights, walking path lighting, etc)	2% (n=2)	2% (n=2)	-
Don't Know/Not Stated	1% (n=1)	1% (n=1)	-

Multiple responses recorded.

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

Reasons for dissatisfaction with winter road and sidewalk maintenance

Theme (Top Responses)	Percentage of Respondents		
	Total (n=126)	Web (n=109)	Telephone (n=17)
Lack of/poor road and sidewalk snow removal/maintenance services (general)	63% (n=79)	62% (n=68)	67% (n=11)
Roads and sidewalks are not cleared frequently/often enough	29% (n=37)	30% (n=33)	22% (n=4)
Lack of clearing snow on residential side roads/streets	8% (n=10)	8% (n=9)	6% (n=1)
Poor/inconvenient snow removal schedule/timeline	1% (n=1)	1% (n=1)	-
Don't Know/Not Stated	2% (n=3)	2% (n=2)	5% (n=1)

Multiple responses recorded.

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

Reasons for dissatisfaction with garbage, organics, and recycling collection

Theme (Top Responses)	Percentage of Respondents		
	Total (n=15)	Web (n=13)	Telephone (n=2)
Are not recycling enough items/materials/do not accept enough items	33% (n=5)	29% (n=4)	55% (n=1)
Lack of waste collection services in my area	24% (n=4)	25% (n=3)	22% (n=1)
Poor/inconvenient waste collection schedule	20% (n=3)	20% (n=3)	22% (n=1)
Waste collection bins are too small	9% (n=1)	11% (n=1)	-
Garbage bins are not emptied properly	7% (n=1)	9% (n=1)	-
Waste collection services are too costly/expensive	6% (n=1)	7% (n=1)	-

Multiple responses recorded.

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

Reasons for **dissatisfaction** with wellbeing, support, and referral services

Theme (Top Responses)	Percentage of Respondents		
	Total (n=2)	Web (n=2)	Telephone (n=0)
Difficulty making appointments/appointment scheduling related issues	55% (n=1)	55% (n=1)	-
Don't Know/Not Stated	45% (n=1)	45% (n=1)	-

Reasons for dissatisfaction with utility services

Theme (Top Responses)	Percentage of Respondents		
	Total (n=19)	Web (n=15)	Telephone (n=4)
Utility services are too expensive/costly	58% (n=11)	49% (n=7)	88% (n=4)
Utility service staff are poor/unhelpful/inexperienced	25% (n=5)	33% (n=5)	-
Payments take too long to process	12% (n=2)	16% (n=2)	-
Poor/slow response times	11% (n=2)	5% (n=1)	31% (n=1)
Poor water quality	7% (n=1)	9% (n=1)	-
Poor water and sewer infrastructure	3% (n=1)	-	12% (n=1)
Don't Know/Not Stated	3% (n=1)	4% (n=1)	-

Multiple responses recorded.

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

Reasons for **dissatisfaction** with Town Hall resident front counter services

Theme (Top Responses)	Percentage of Respondents		
	Total (n=8)	Web (n=7)	Telephone (n=1)
Poor/slow response times/takes too long to receive a response to my inquiry	36% (n=3)	24% (n=2)	100% (n=1)
Poor/inconvenient hours of Town Hall operation	29% (n=2)	34% (n=2)	-
Don't Know/Not Stated	36% (n=3)	42% (n=3)	-

Dissatisfaction



Reasons for dissatisfaction with economic development

Theme (Top Responses)	Percentage of Respondents		
	Total (n=24)	Web (n=24)	Telephone (n=1)
Lack commercial business growth/retail stores/shopping variety (general)	39% (n=9)	39% (n=9)	-
Lack of clothing stores	15% (n=4)	14% (n=3)	100% (n=1)
Too many empty commercial lots/vacant businesses	10% (n=2)	10% (n=2)	-
Lack of restaurants/places to eat and drink	10% (n=2)	10% (n=2)	-
Too many unsavory/undesirable businesses in Town (ex. Liquor stores, cannabis stores, vape shops, etc)	9% (n=2)	9% (n=2)	-
Lack of/poor local economic development (general)	9% (n=2)	10% (n=2)	-
Lack of hotels/lodging accommodations	6% (n=1)	6% (n=1)	-
Other responses (less than 5%)	6% (n=2)	7% (n=2)	-
Don't Know/Not Stated	17% (n=4)	17% (n=4)	-

Multiple responses recorded.

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

Municipal Facilities

Morinville Civic Hall & Community Library



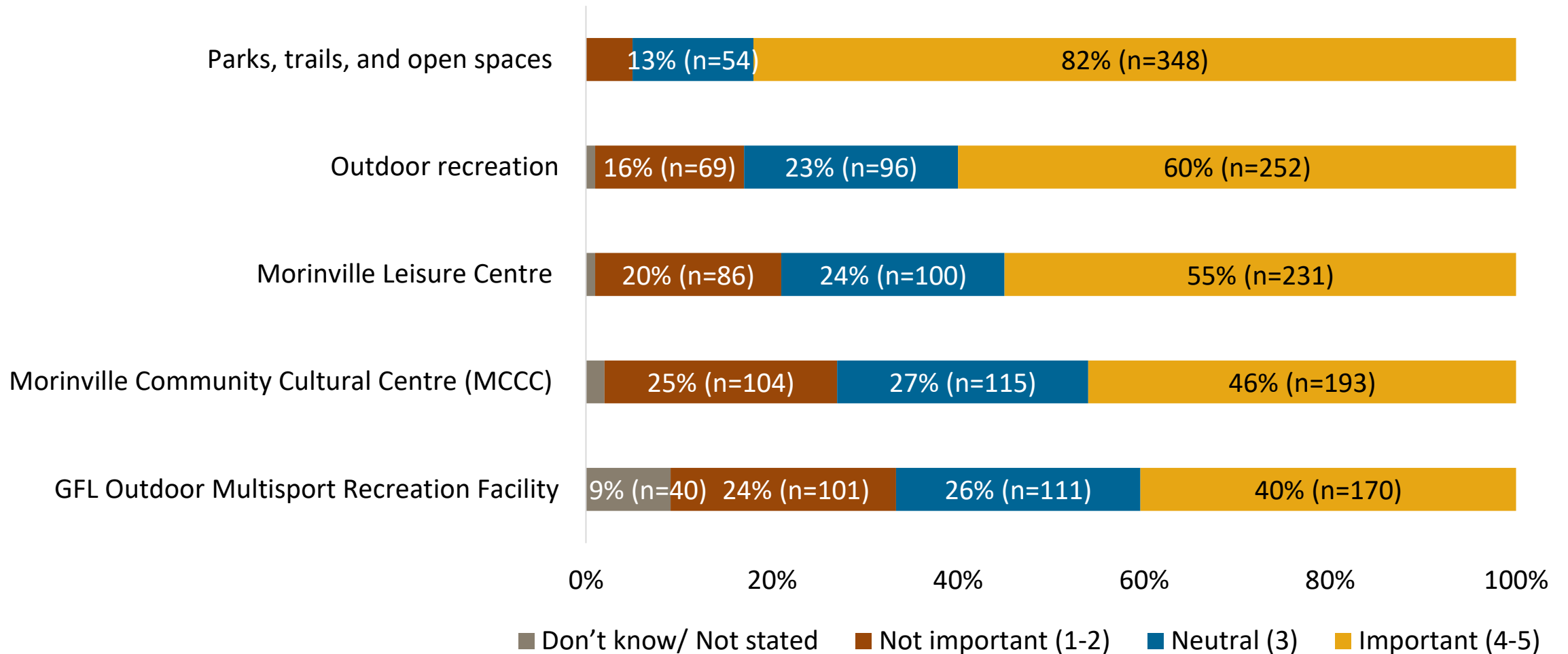
Morinville

5 - 100 Avenue

Importance of Municipal Facilities



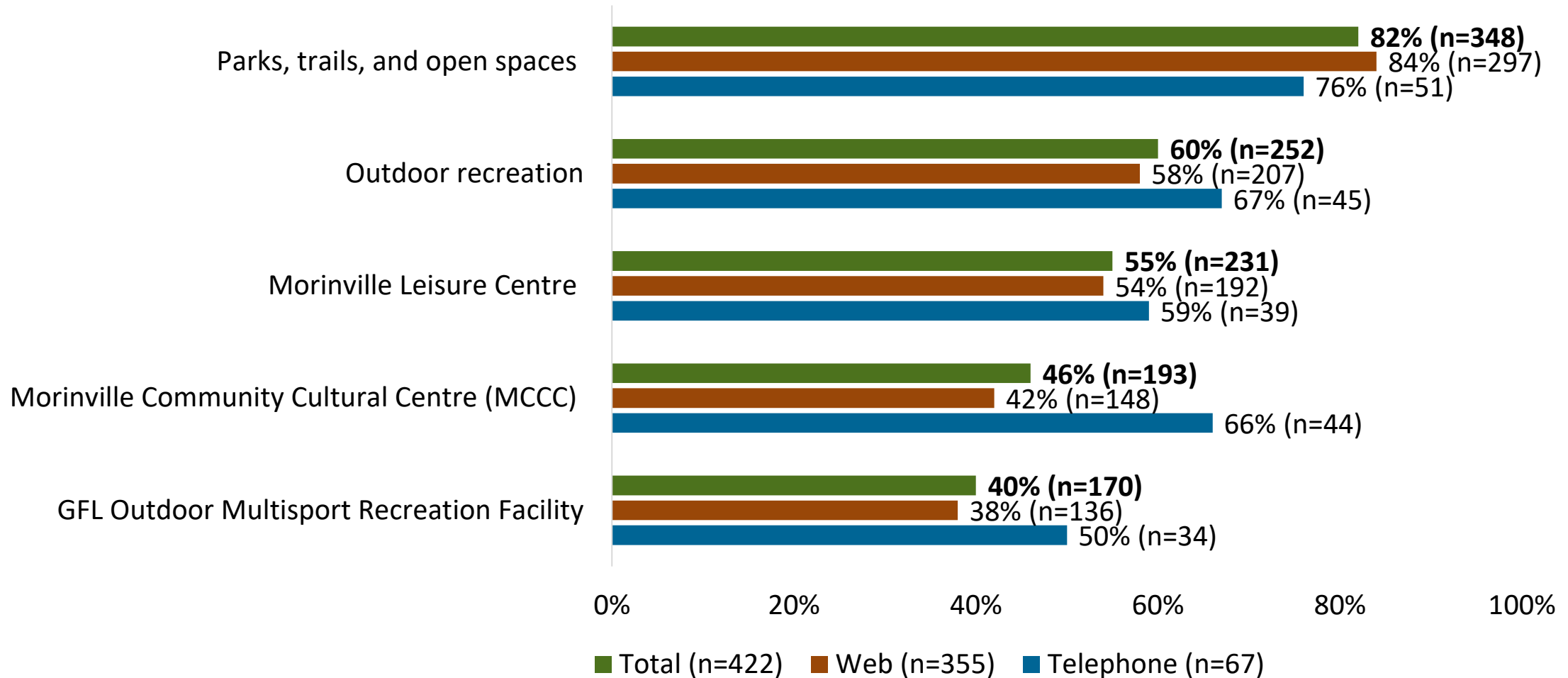
How **important** are each of the following to you as a resident of Morinville?



Importance of Municipal Facilities



How **important** are each of the following to you as a resident of Morinville?

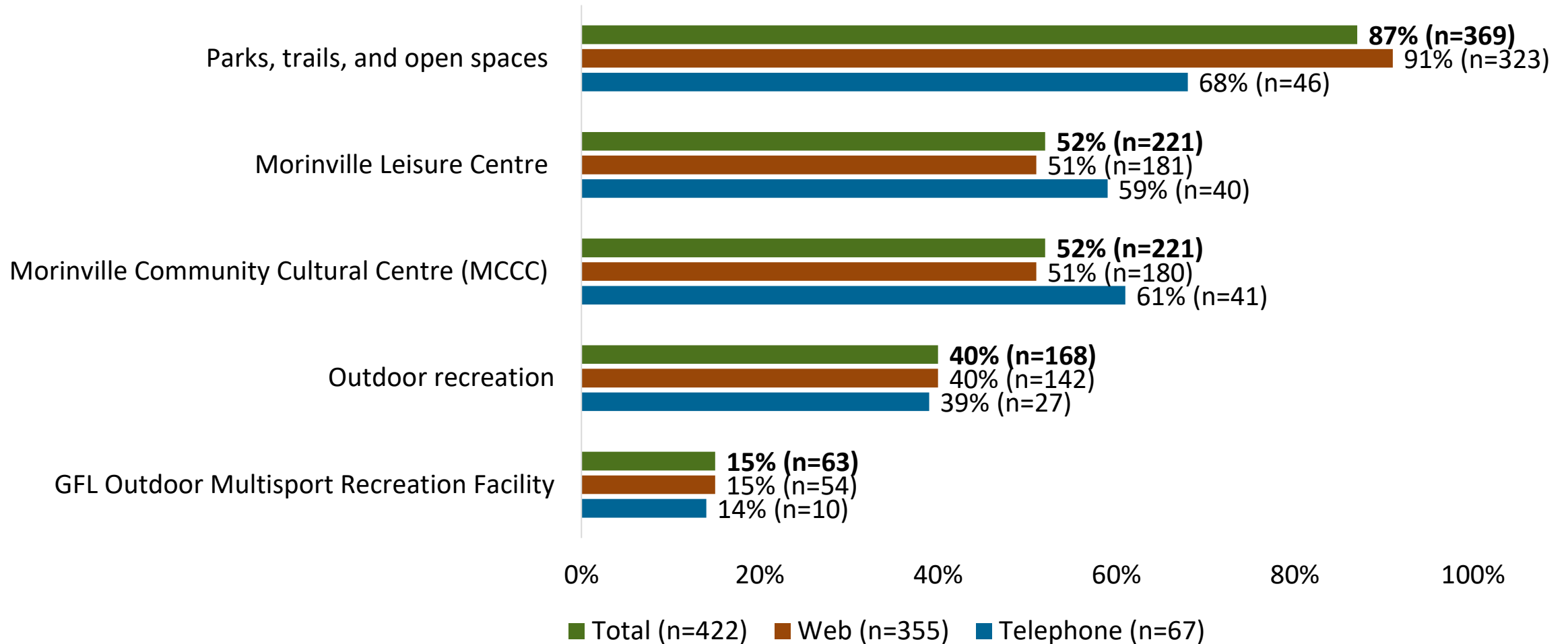


Respondents who rated each municipal facility as important/very important (4-5).

Use of Municipal Facilities



Did you use the following service, facility, or program in the past 12 months?

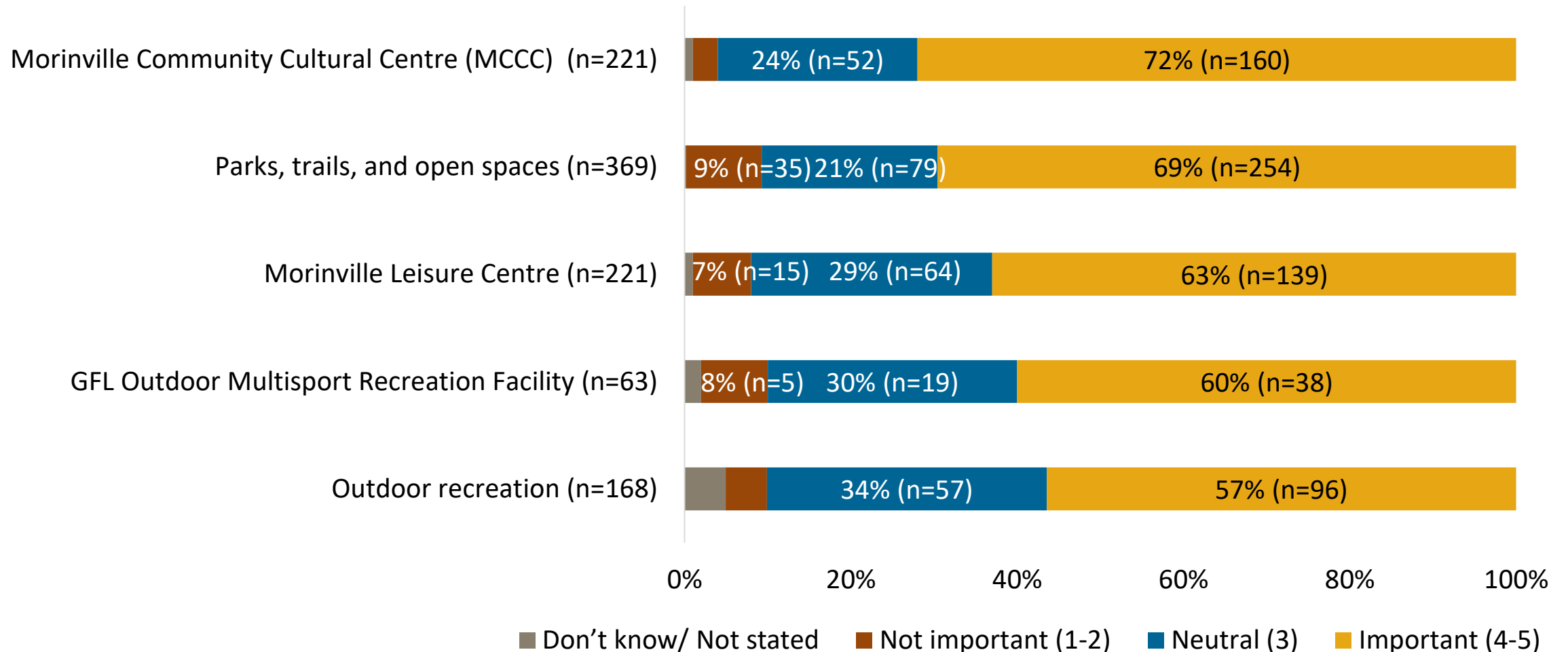


Respondents that replied “yes” to using each municipal service/facility/program in the past 12 months.

Satisfaction with Municipal Facilities



How would you rate your **satisfaction** with the following?



Total, n=63-369

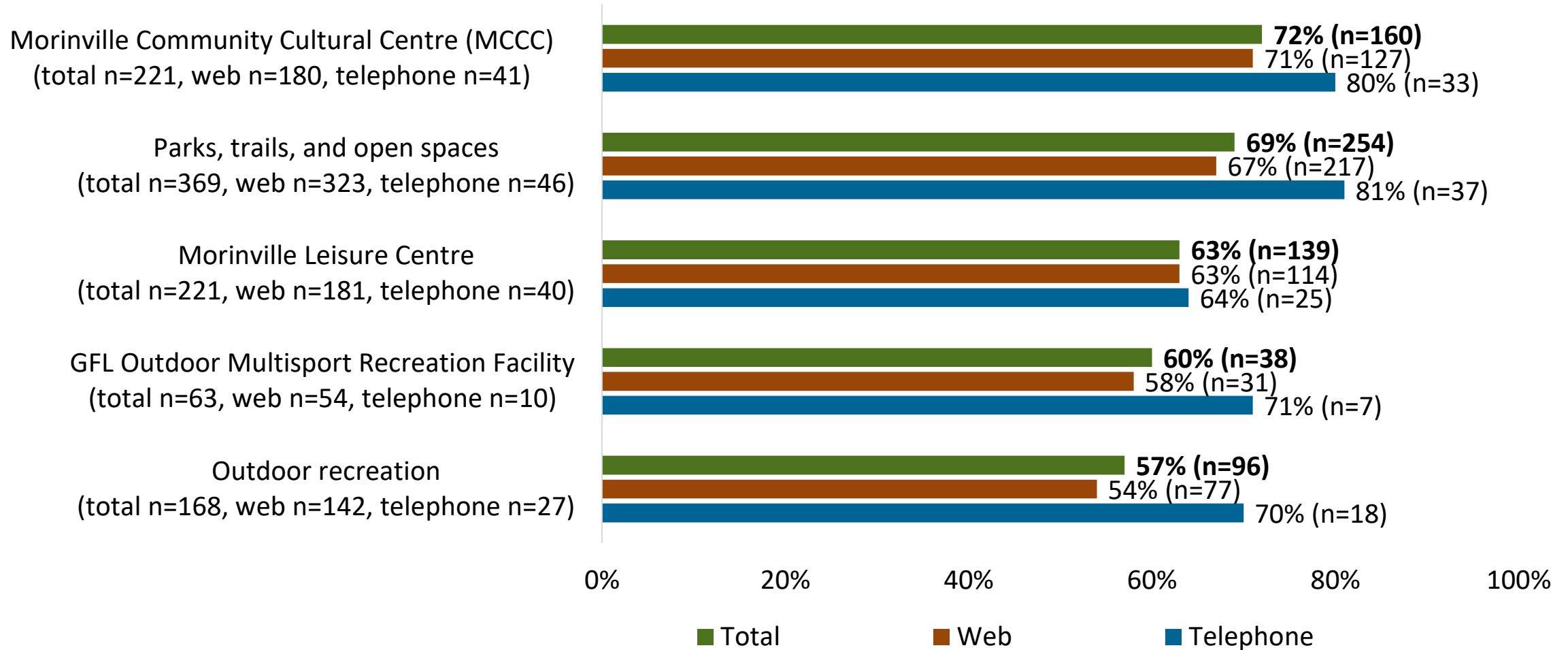
Base: respondents who used each municipal service, facility, or program in the past 12 months

Data labels for responses 5% or less not shown.

Satisfaction with Municipal Facilities



How would you rate your **satisfaction** with the following?



Respondents that have rated each municipal facility as satisfied/very satisfied (4-5).
Base: respondents who used each municipal service/facility/program in the past 12 months.

Dissatisfaction



Reasons for **dissatisfaction** with Morinville Community Cultural Centre (MCCC)

Theme (Top Responses)	Percentage of Respondents		
	Total (n=7)	Web (n=5)	Telephone (n=2)
Lack of parking space availability	18% (n=1)	26% (n=1)	-
Lack of/poor activities, programs and services	17% (n=1)	24% (n=1)	-
Difficulty accessing activities, programs and services	12% (n=1)	-	42% (n=1)
Staff are unfriendly/rude	12% (n=1)	-	42% (n=1)
Facility is in debt	10% (n=1)	-	35% (n=1)
Facility fees are too costly/expensive	10% (n=1)	14% (n=1)	-
Other responses (less than 10%)	24% (n=3)	24% (n=2)	23% (n=1)
Don't Know/Not Stated	17% (n=1)	24% (n=1)	-

Multiple responses recorded.

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

Dissatisfaction



Reasons for dissatisfaction with Morinville Leisure Centre

Theme (Top Responses)	Percentage of Respondents		
	Total (n=15)	Web (n=12)	Telephone (n=3)
Lack of swimming pool/aquatic facility	49% (n=7)	50% (n=6)	43% (n=1)
It is underbuilt/does not meet the community needs (general)	25% (n=4)	16% (n=2)	57% (n=2)
Lack of indoor play area/childminding services	19% (n=3)	20% (n=2)	16% (n=1)
Lack of equipment in fitness centre	18% (n=3)	24% (n=3)	-
Lack of locker/changing rooms	18% (n=3)	24% (n=3)	-
Lack of year-round ice surface	15% (n=2)	20% (n=2)	-
Poor/inconvenient hours of facility operation	15% (n=2)	12% (n=1)	28% (n=1)
Other responses (less than 10%)	46% (n=7)	54% (n=6)	16% (n=1)

Multiple responses recorded.

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

Dissatisfaction



Reasons for dissatisfaction with parks, trails, and open spaces

Theme (Top Responses)	Percentage of Respondents		
	Total (n=35)	Web (n=34)	Telephone (n=1)
Lack of walking trails/poor trail system connectivity/trails are too short	39% (n=14)	40% (n=14)	-
Lack of/poor park and green space maintenance/upkeep (general)	27% (n=10)	25% (n=9)	100% (n=1)
Lack of trees/not enough trees in parks and open spaces	22% (n=8)	22% (n=8)	-
Lack of/poor walking trail lighting	22% (n=8)	22% (n=8)	-
Lack of parks/green spaces/open public spaces	20% (n=7)	20% (n=7)	-
Lack of seating/benches/picnic tables/places to sit	4% (n=1)	4% (n=1)	-
Don't Know/Not Stated	1% (n=1)	2% (n=1)	-

Multiple responses recorded.

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

Dissatisfaction



Reasons for dissatisfaction with GFL Outdoor Multisport Recreation Facility

Theme (Top Responses)	Percentage of Respondents		
	Total (n=5)	Web (n=4)	Telephone (n=1)
Splash park is too small	26% (n=1)	-	100% (n=1)
Poor spending on splash park/is an underutilized amenity	10% (n=1)	13% (n=1)	-
Don't Know/Not Stated	64% (n=3)	87% (n=3)	-

Dissatisfaction



Reasons for dissatisfaction with outdoor recreation

Theme (Top Responses)	Percentage of Respondents		
	Total (n=8)	Web (n=6)	Telephone (n=1)
Lack of outdoor recreation facilities and fields	53% (n=4)	43% (n=3)	100% (n=1)
Lack of/poor maintenance/upkeep/cleanliness (general)	47% (n=4)	57% (n=2)	-
Need upgrading/expansion	35% (n=3)	43% (n=3)	-
Lack of public washroom facilities	18% (n=1)	21% (n=1)	-
Don't Know/Not Stated	18% (n=1)	21% (n=1)	-

Multiple responses recorded.

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

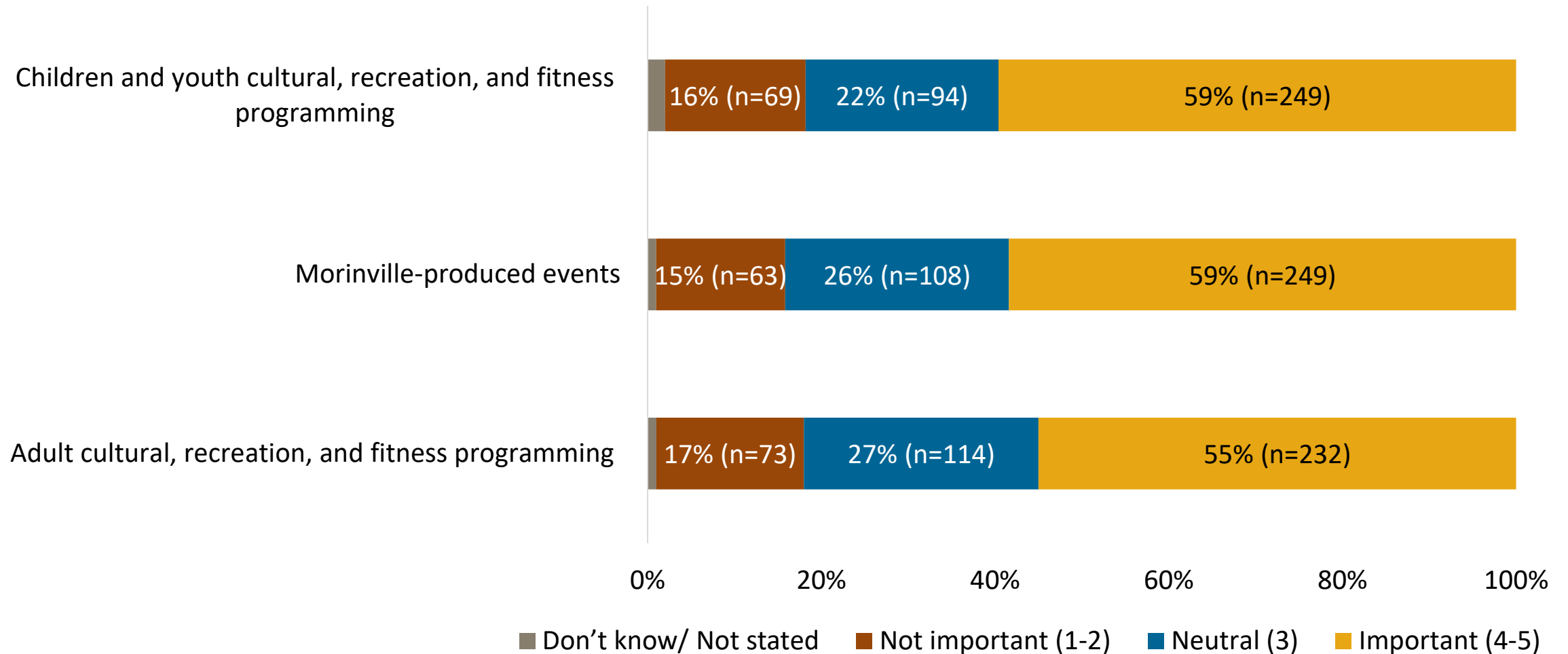
Municipal Programs



Importance of Municipal Programs



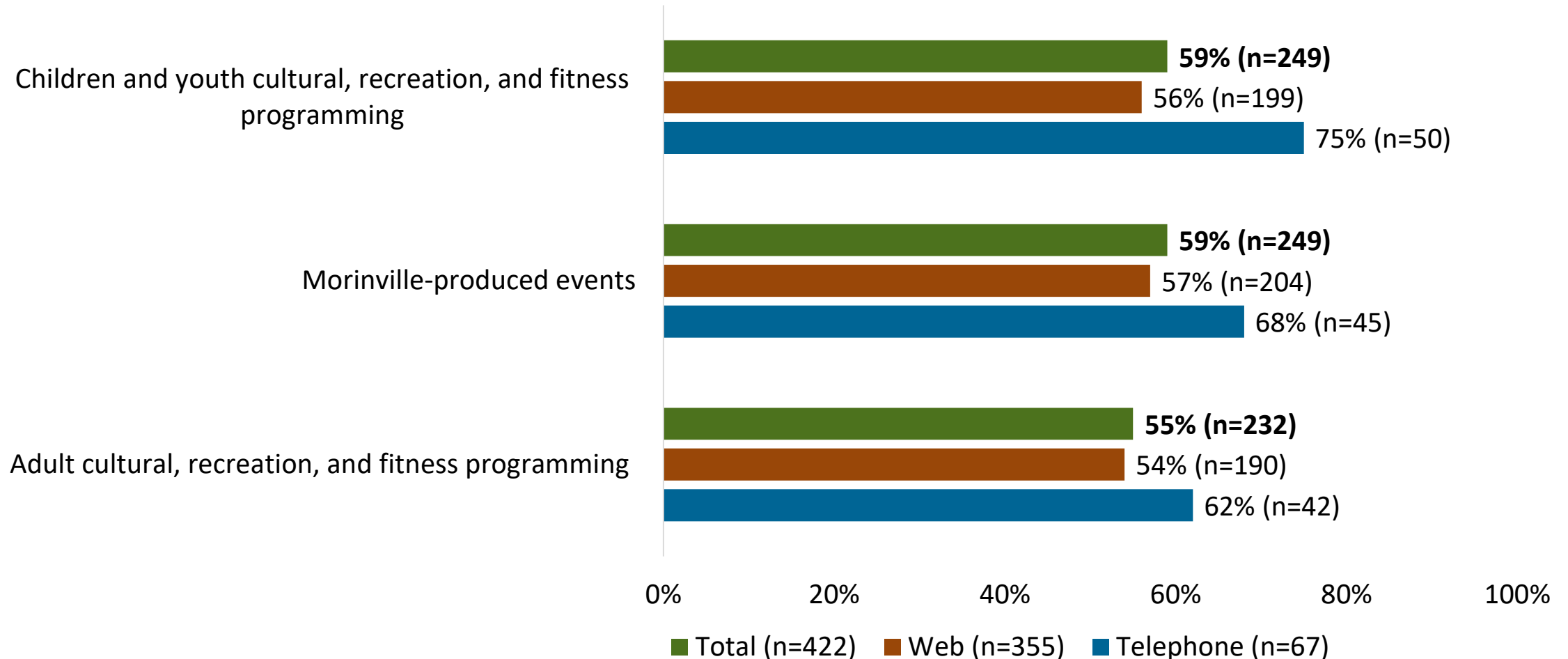
How **important** are each of the following to you as a resident of Morinville?



Importance of Municipal Programs



How **important** are each of the following to you as a resident of Morinville?

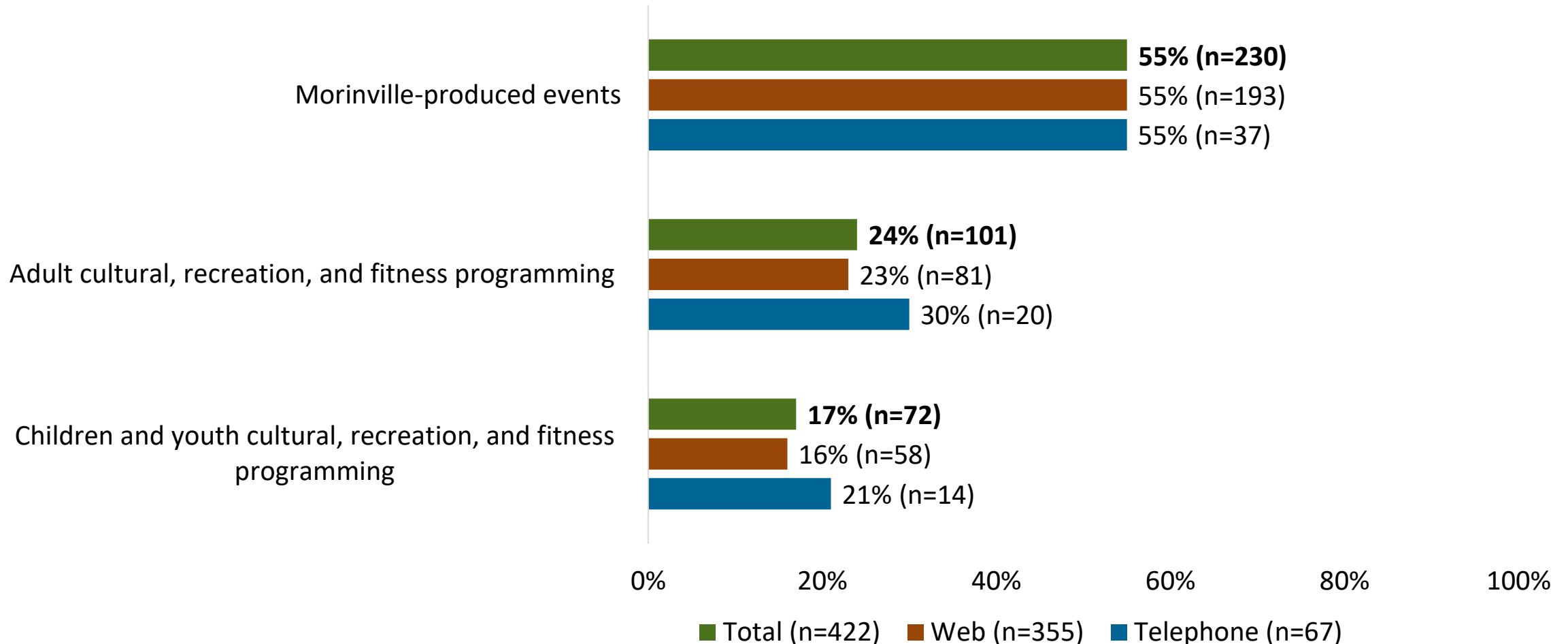


Respondents who rated each municipal program as important/very important (4-5).

Use of Municipal Programs



Did you use the following service, facility, or program in the past 12 months?

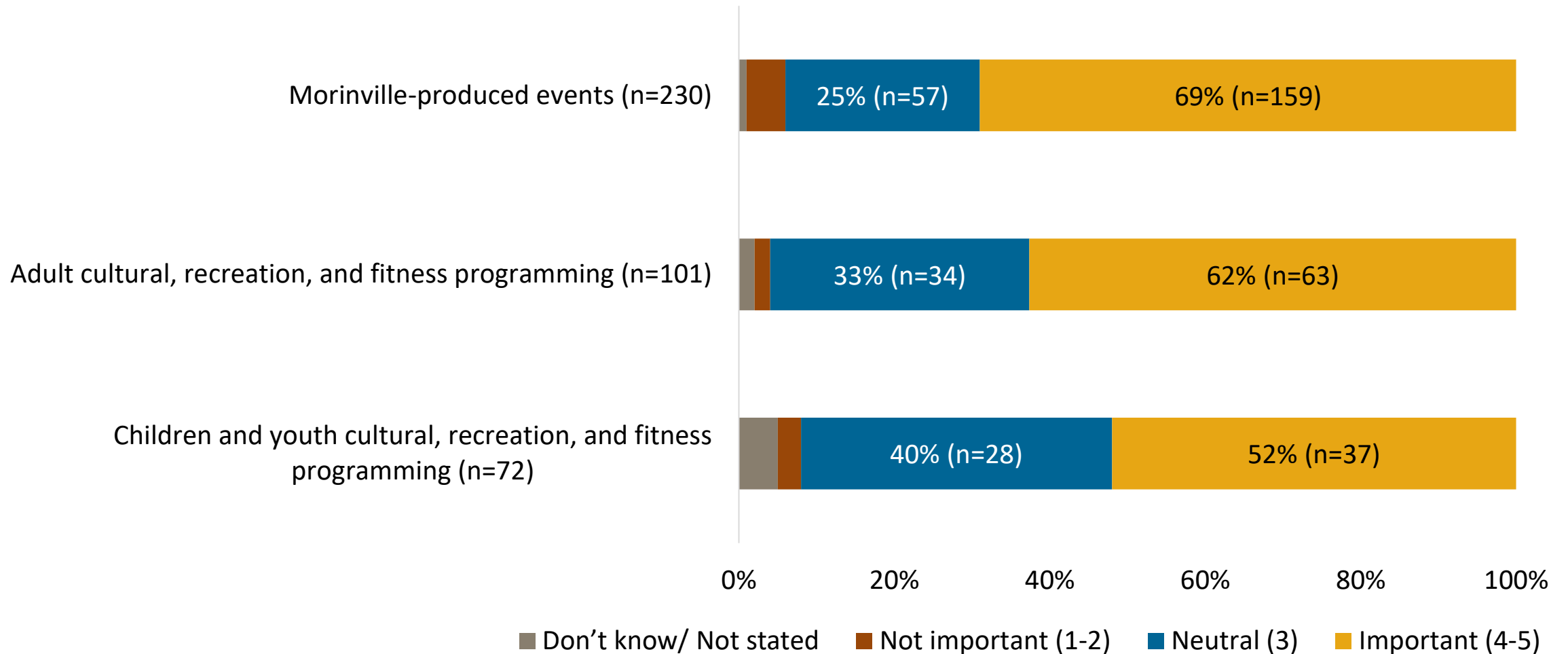


Respondents that replied “yes” to using each municipal service/facility/program in the past 12 months.

Satisfaction with Municipal Programs



How would you rate your **satisfaction** with the following?



Total, n=72-230

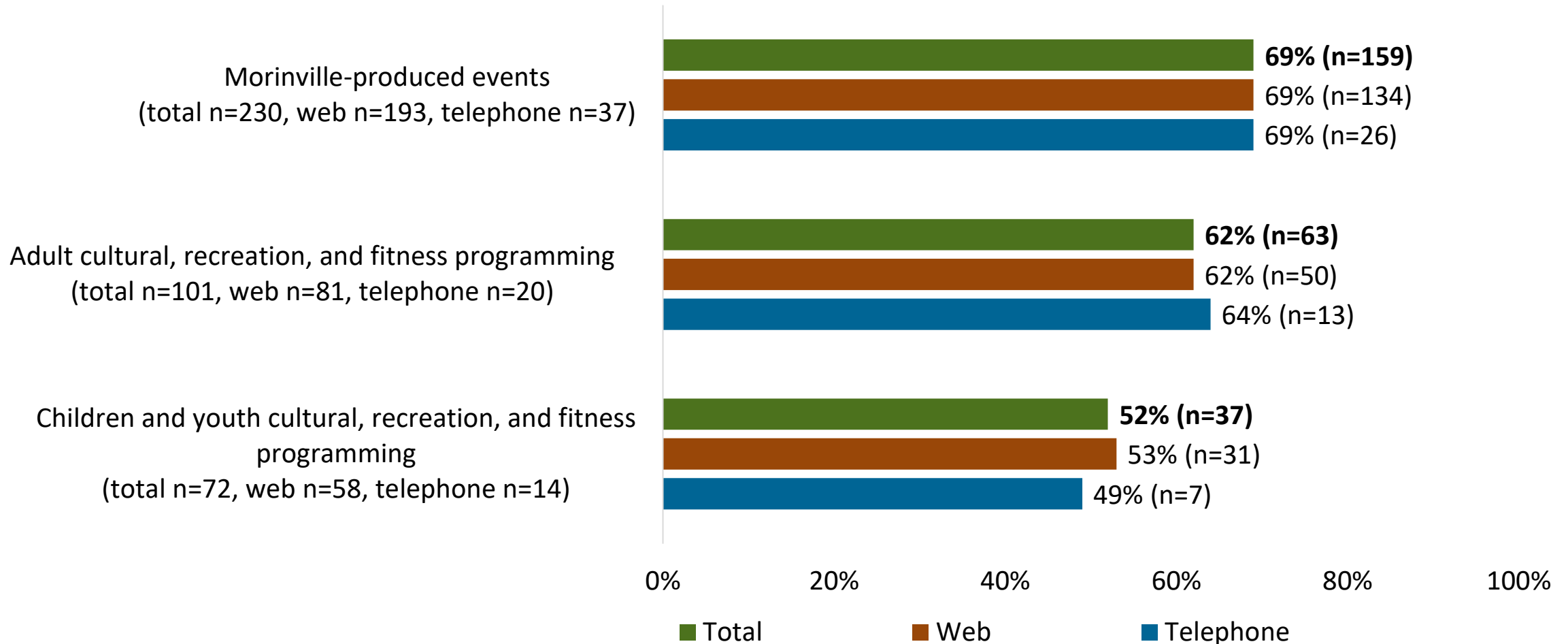
Base: respondents who used each municipal service, facility, or program in the past 12 months

Data labels for responses 5% or less not shown.

Satisfaction with Municipal Programs



How would you rate your **satisfaction** with the following?



Respondents that have rated each municipal program as satisfied/very satisfied (4-5).
Base: respondents who used each municipal service/facility/program in the past 12 months.

Reasons for dissatisfaction with Morinville-produced events

Theme (Top Responses)	Percentage of Respondents		
	Total (n=12)	Web (n=11)	Telephone (n=1)
Lack variety/repetitive	31% (n=4)	34% (n=4)	-
Lack of public awareness/advertising of local events	19% (n=2)	21% (n=2)	-
Lack of local events and festivals (general)	16% (n=2)	8% (n=1)	100% (n=1)
Poor/bad weather (general)	9% (n=1)	9% (n=1)	-
Lack of events for adults/young adults	8% (n=1)	8% (n=1)	-
Don't Know/Not Stated	25% (n=3)	27% (n=3)	-

Multiple responses recorded.

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

Dissatisfaction



Reasons for **dissatisfaction** with children and youth cultural, recreation, and fitness programming

Theme (Top Responses)	Percentage of Respondents		
	Total (n=2)	Web (n=2)	Telephone (n=0)
Program was cancelled due to low enrollment	60% (n=1)	60% (n=1)	-
Lack of children and youth program variety	40% (n=1)	40% (n=1)	-

Dissatisfaction



Reasons for dissatisfaction with adult cultural, recreation, and fitness programming

Theme (Top Responses)	Percentage of Respondents		
	Total (n=2)	Web (n=2)	Telephone (n=0)
Lack of adult recreational program variety	100% (n=2)	100% (n=2)	-

Base: respondents who used each municipal service/facility/program in the past 12 months and rated each municipal program as dissatisfied/very dissatisfied (1-2).

Service Summaries



Importance Summary



Mean **Importance** for Municipal Services

Municipal Services	Mean		
	Total (n=412-421)	Web (n=344-354)	Telephone (n=66-67)
Emergency services	4.70	4.69	4.74
Winter road and sidewalk maintenance	4.65	4.64	4.66
Utility services	4.56	4.56	4.55
Summer road and sidewalk maintenance	4.47	4.48	4.38
Garbage, organics, and recycling collection	4.42	4.43	4.37
Economic development	4.24	4.26	4.15
Bylaw enforcement	3.61	3.58	3.78
Wellbeing, support, and referral services	3.58	3.50	4.01
Town Hall resident front counter services	3.29	3.23	3.61

Importance Summary



Mean **Importance** for Municipal Facilities

Municipal Facilities	Mean		
	Total (n=382-422)	Web (n=318-355)	Telephone (n=64-67)
Parks, trails, and open spaces	4.25	4.29	4.05
Outdoor recreation	3.63	3.60	3.76
Morinville Leisure Centre	3.51	3.48	3.66
Morinville Community Cultural Centre (MCCC)	3.26	3.16	3.78
GFL Outdoor Multisport Recreation Facility	3.27	3.22	3.52

Importance Summary



Mean **Importance** for Municipal Programs

Municipal Programs	Mean		
	Total (n=413-420)	Web (n=346-352)	Telephone (n=67)
Morinville-produced events	3.64	3.60	3.84
Children and youth cultural, recreation, and fitness programming	3.64	3.55	4.14
Adult cultural, recreation, and fitness programming	3.52	3.47	3.81

Satisfaction Summary



Mean **Satisfaction** for Municipal Services

Municipal Services	Mean		
	Total (n=35-409)	Web (n=26-345)	Telephone (n=4-64)
Emergency services	4.40	4.37	4.56
Garbage, organics, and recycling collection	4.30	4.26	4.52
Utility services	4.10	4.06	4.31
Town Hall resident front counter services	3.97	3.94	4.18
Wellbeing, support, and referral services	3.82	3.74	4.07
Bylaw enforcement	3.27	3.28	3.06
Summer road and sidewalk maintenance	3.11	3.06	3.43
Winter road and sidewalk maintenance	2.94	2.93	3.03
Economic development	2.83	2.76	3.53

Base: respondents who used each municipal service/facility/program in the past 12 months and excluding don't know responses.

Satisfaction Summary



Mean **Satisfaction** for Municipal Facilities

Municipal Facilities	Mean		
	Total (n=62-368)	Web (n=53-322)	Telephone (n=10-46)
Morinville Community Cultural Centre (MCCC)	4.00	3.95	4.23
Parks, trails, and open spaces	3.85	3.79	4.25
Morinville Leisure Centre	3.80	3.77	3.93
Outdoor recreation	3.72	3.67	3.93
GFL Outdoor Multisport Recreation Facility	3.70	3.67	3.86

Base: respondents who used each municipal facility/program in the past 12 months and excluding don't know responses.

Satisfaction Summary



Mean **Satisfaction** for Municipal Programs

Municipal Programs	Mean		
	Total (n=68-228)	Web (n=54-193)	Telephone (n=14-35)
Morinville-produced events	3.87	3.84	4.00
Adult cultural, recreation, and fitness programming	3.87	3.87	3.89
Children and youth cultural, recreation, and fitness programming	3.62	3.62	3.66

Base: respondents who used each municipal service/facility/program in the past 12 months and excluding don't know responses.

Satisfaction vs Importance (Total)

2026 Satisfaction versus Importance with Morinville's services, facilities, and programs



Note: Axes set at 3.72 mean satisfaction rating; 3.90 mean importance rating
Scale: 1="not at all important/very dissatisfied"; 5="very important/satisfied"

1. Winter road and sidewalk maintenance

2. Summer road and sidewalk maintenance

3. Economic development

4. Emergency services

5. Utility services

6. Garbage, organics, and recycling collection

7. Parks, trails, and open spaces

8. Bylaw enforcement

9. Children and youth cultural, recreation, and fitness programming

10. GFL Outdoor Multisport Recreation Facility

11. Outdoor recreation

12. Morinville-produced events

13. Wellbeing, support, and referral services

14. Morinville Leisure Centre

15. Adult cultural, recreation, and fitness programming

16. Town Hall resident front counter services

17. Morinville Community Cultural Centre (MCCC)

Satisfaction vs Importance (Web)

2026 Satisfaction versus Importance with Morinville's services, facilities, and programs



Note: Axes set at 3.68 mean satisfaction rating; 3.87 mean importance rating
Scale: 1="not at all important/very dissatisfied"; 5="very important/satisfied"

1. Winter road and sidewalk maintenance

2. Summer road and sidewalk maintenance

3. Economic development

4. Emergency services

5. Utility services

6. Garbage, organics, and recycling collection

7. Parks, trails, and open spaces

8. Bylaw enforcement

9. Children and youth cultural, recreation, and fitness programming

10. GFL Outdoor Multisport Recreation Facility

11. Outdoor recreation

12. Morinville-produced events

13. Wellbeing, support, and referral services

14. Morinville Leisure Centre

15. Adult cultural, recreation, and fitness programming

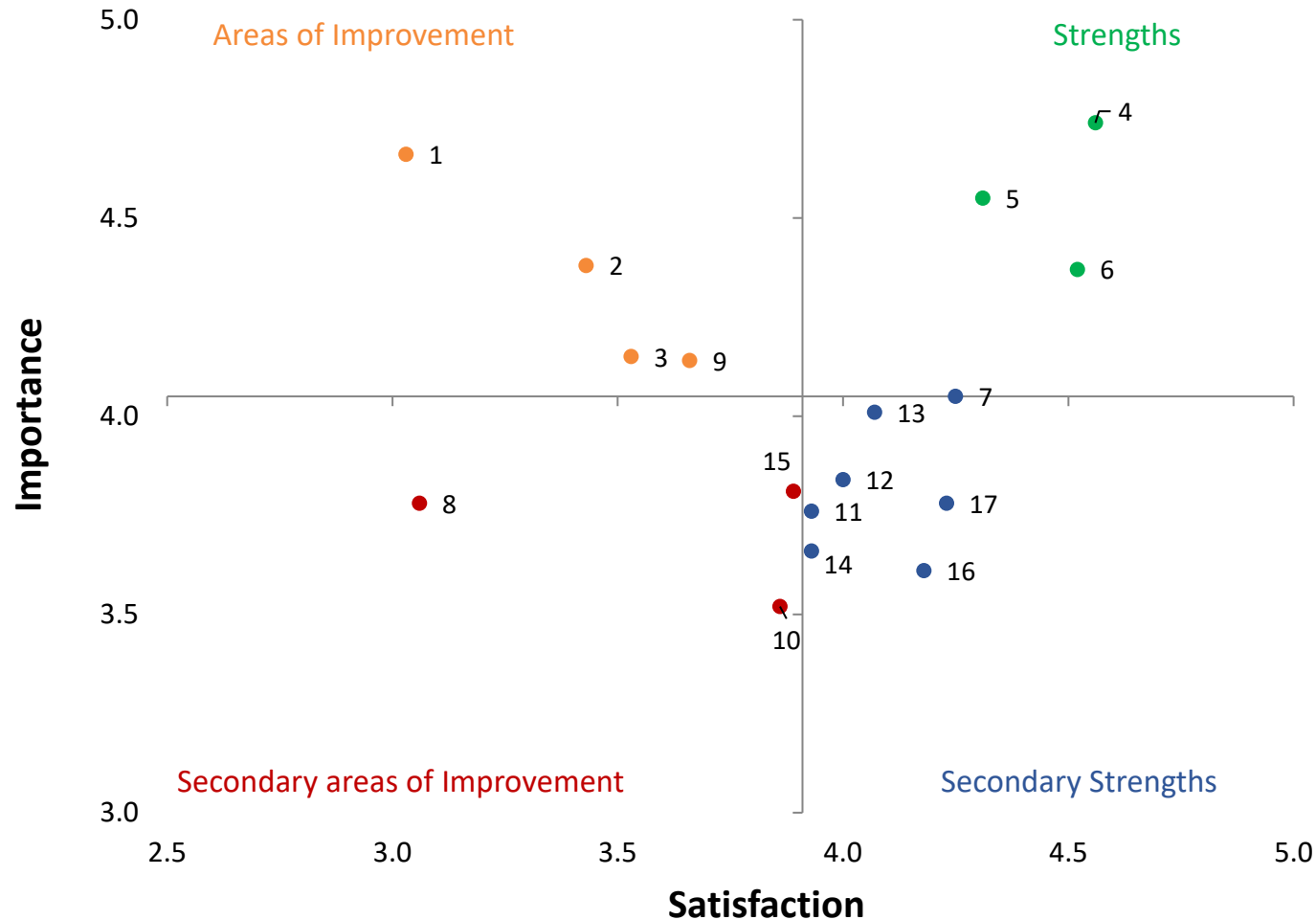
16. Town Hall resident front counter services

17. Morinville Community Cultural Centre (MCCC)

Satisfaction vs Importance (Telephone)



2026 Satisfaction versus Importance with Morinville's services, facilities, and programs



Note: Axes set at 3.91 mean satisfaction rating; 4.05 mean importance rating
Scale: 1="not at all important/very dissatisfied"; 5="very important/satisfied"

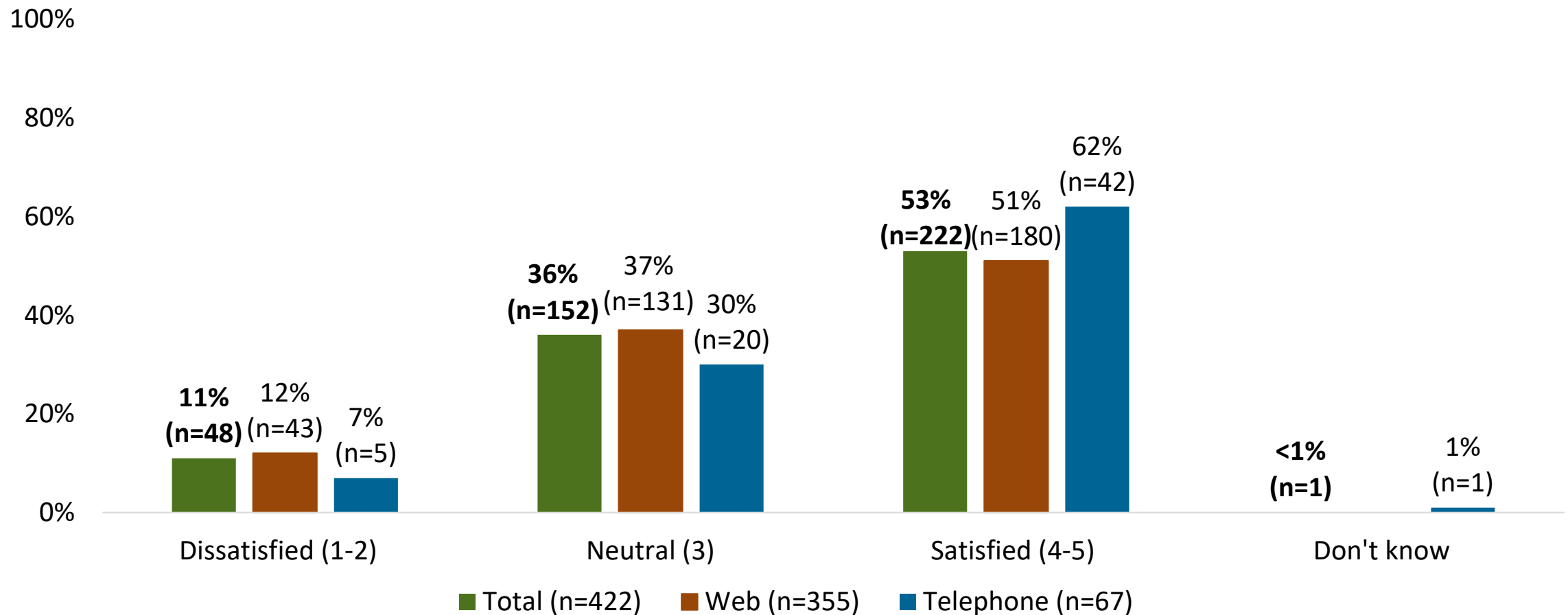
1. Winter road and sidewalk maintenance
2. Summer road and sidewalk maintenance
3. Economic development
4. Emergency services
5. Utility services
6. Garbage, organics, and recycling collection
7. Parks, trails, and open spaces
8. Bylaw enforcement
9. Children and youth cultural, recreation, and fitness programming
10. GFL Outdoor Multisport Recreation Facility
11. Outdoor recreation

12. Morinville-produced events
13. Wellbeing, support, and referral services
14. Morinville Leisure Centre
15. Adult cultural, recreation, and fitness programming
16. Town Hall resident front counter services
17. Morinville Community Cultural Centre (MCCC)

Overall Satisfaction



Considering all of the services, facilities, and events/programs that Morinville offers, how would you rate your overall **satisfaction**?



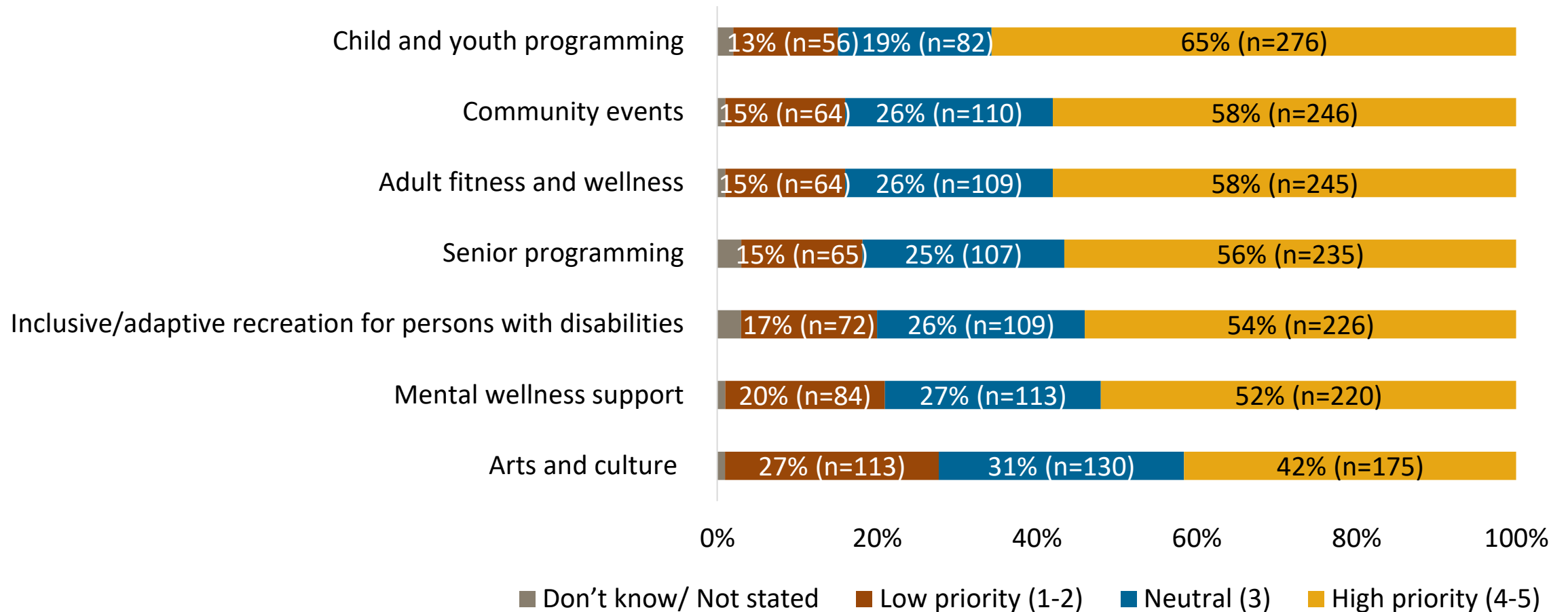
Priorities, Engagement, and Communications



Future Needs and Priorities



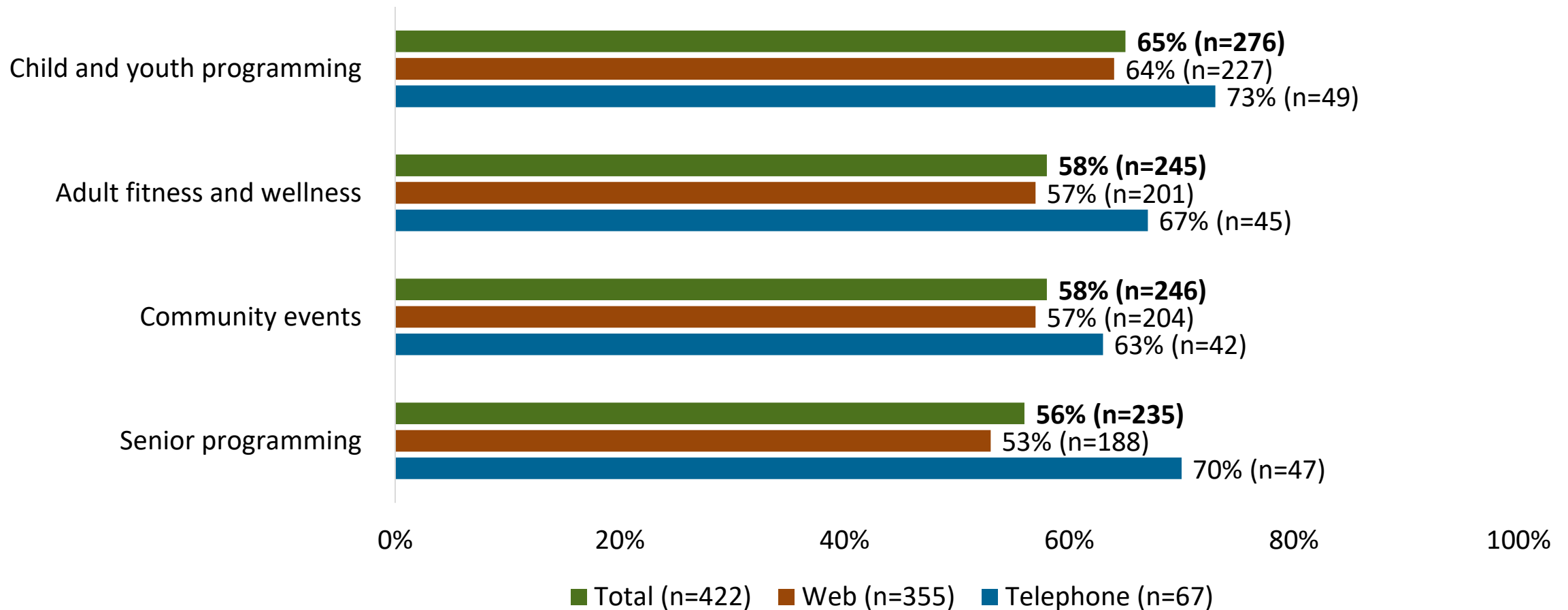
Looking at the future needs of residents, please rate the priority of each of the following areas for Morinville?



Future Needs and Priorities



Looking at the future needs of residents, please rate the priority of each of the following areas for Morinville?



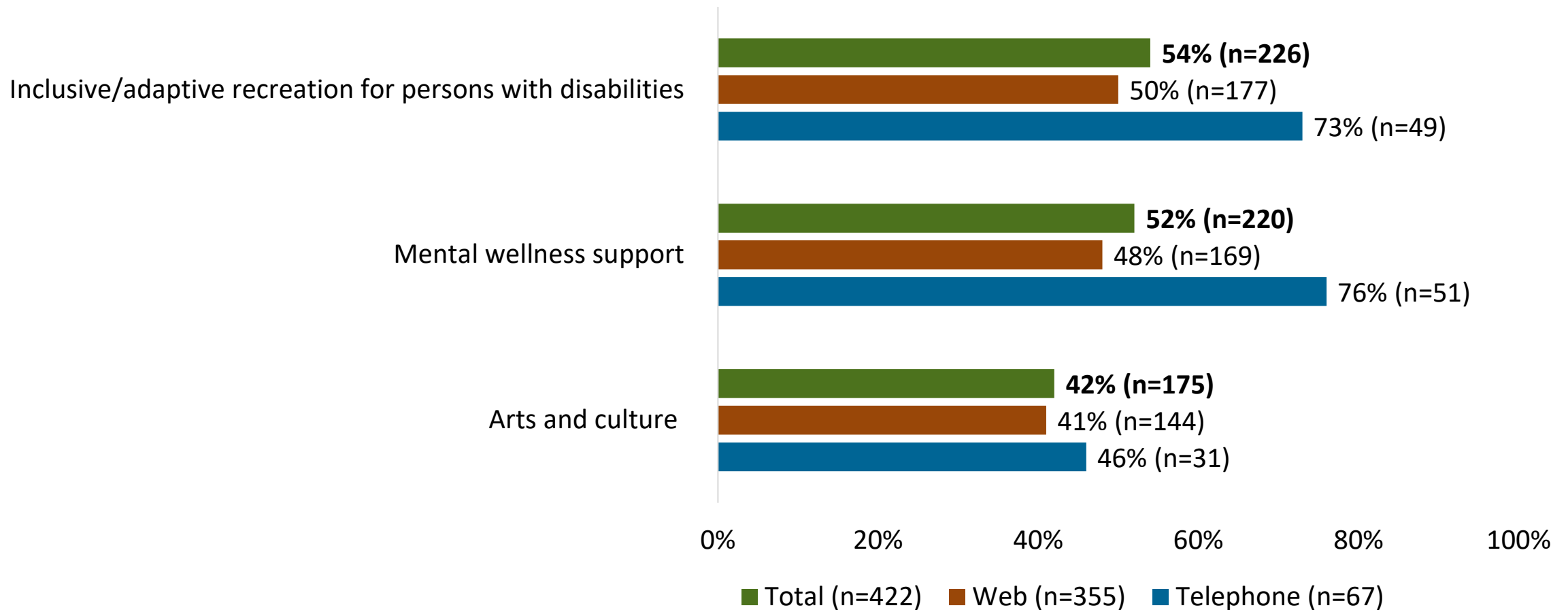
Results continued on next slide.

Respondents who rated each of the areas as high priority (4-5) for Morinville's future needs.

Future Needs and Priorities



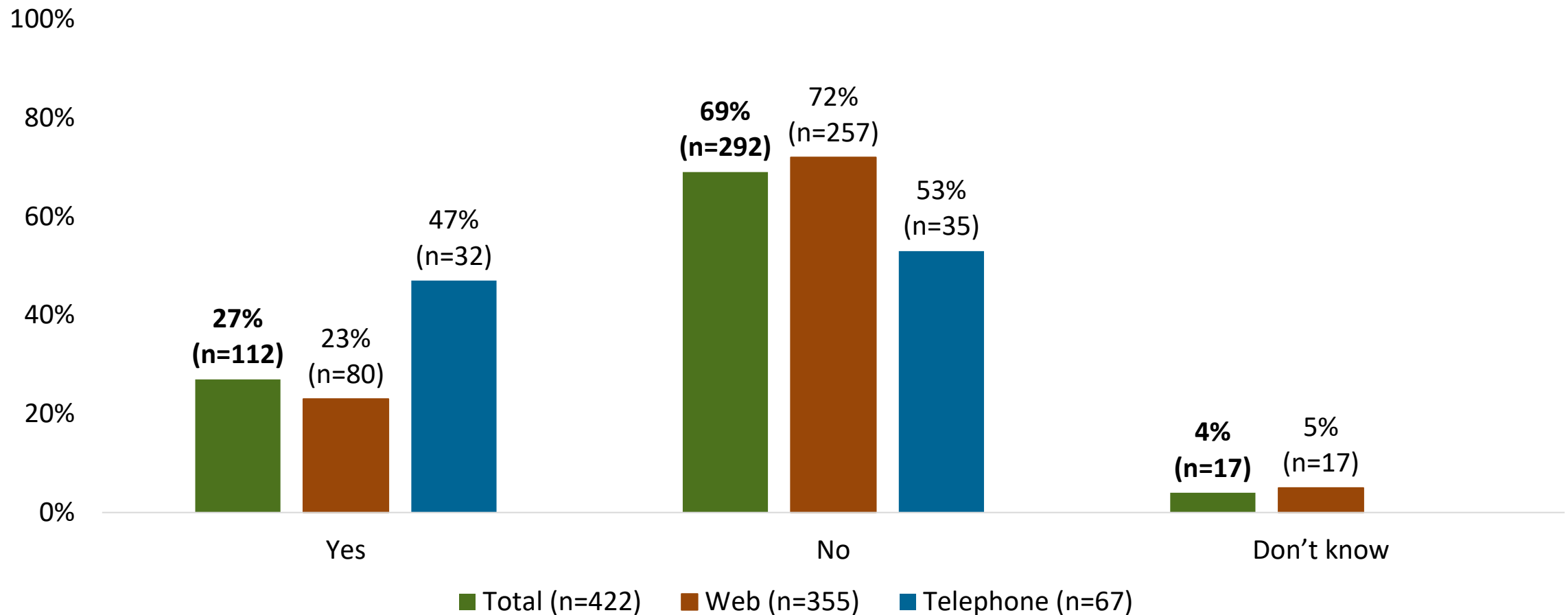
Looking at the future needs of residents, please rate the priority of each of the following areas for Morinville? (continued)



Respondents who rated each of the areas as high priority (4-5).

Barriers to Participation

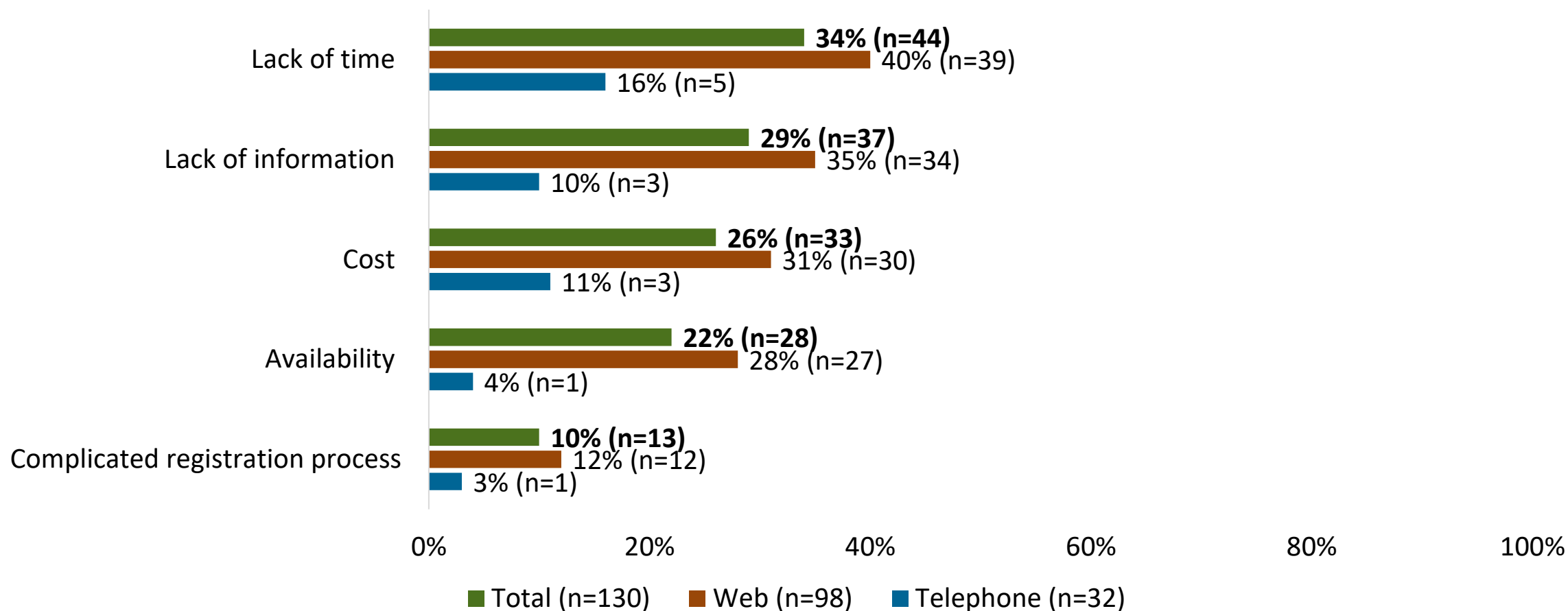
Is there anything preventing you from participating in programs, services, and events organized by Morinville?



Barriers to Participation



What is preventing you from participating in programs, services, and events organized by Morinville?

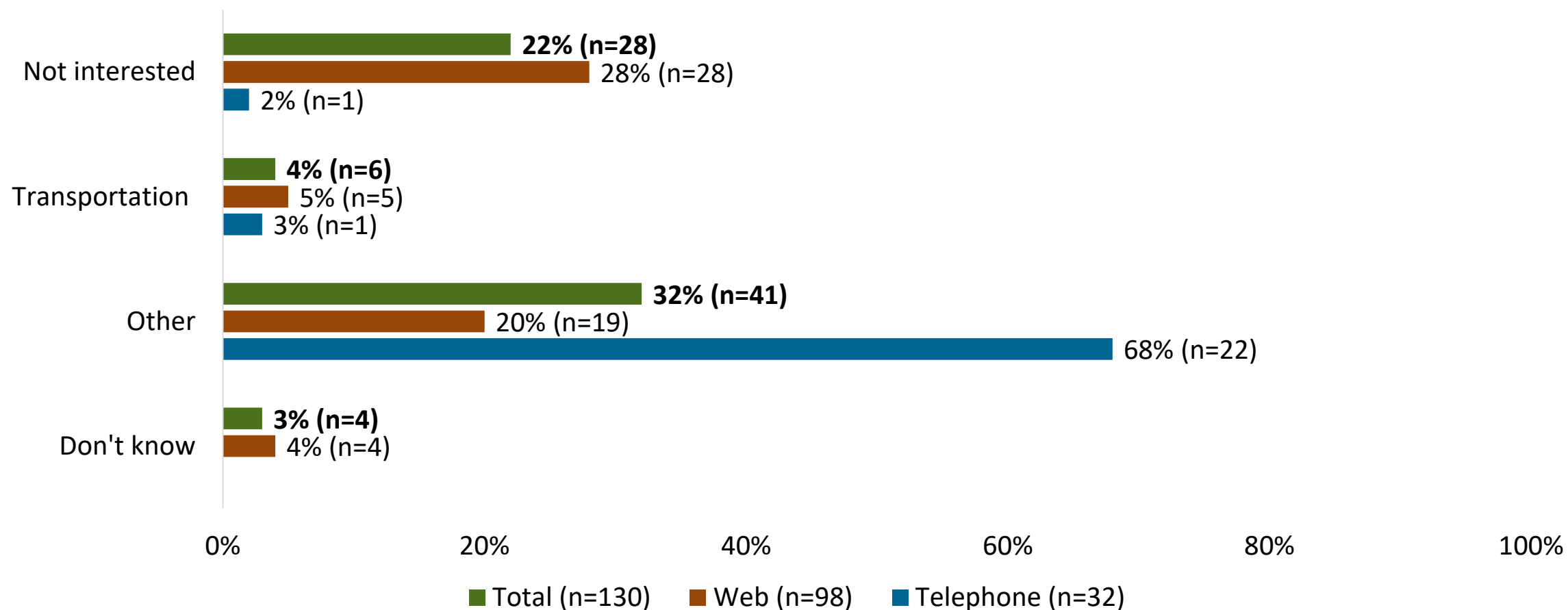


Base: respondents that replied “yes” or “don’t know” to anything preventing them from participating in programs, services, and events organized by Morinville.
Select all that apply. Results continued on next slide.

Barriers to Participation



What is preventing you from participating in programs, services, and events organized by Morinville? (continued)

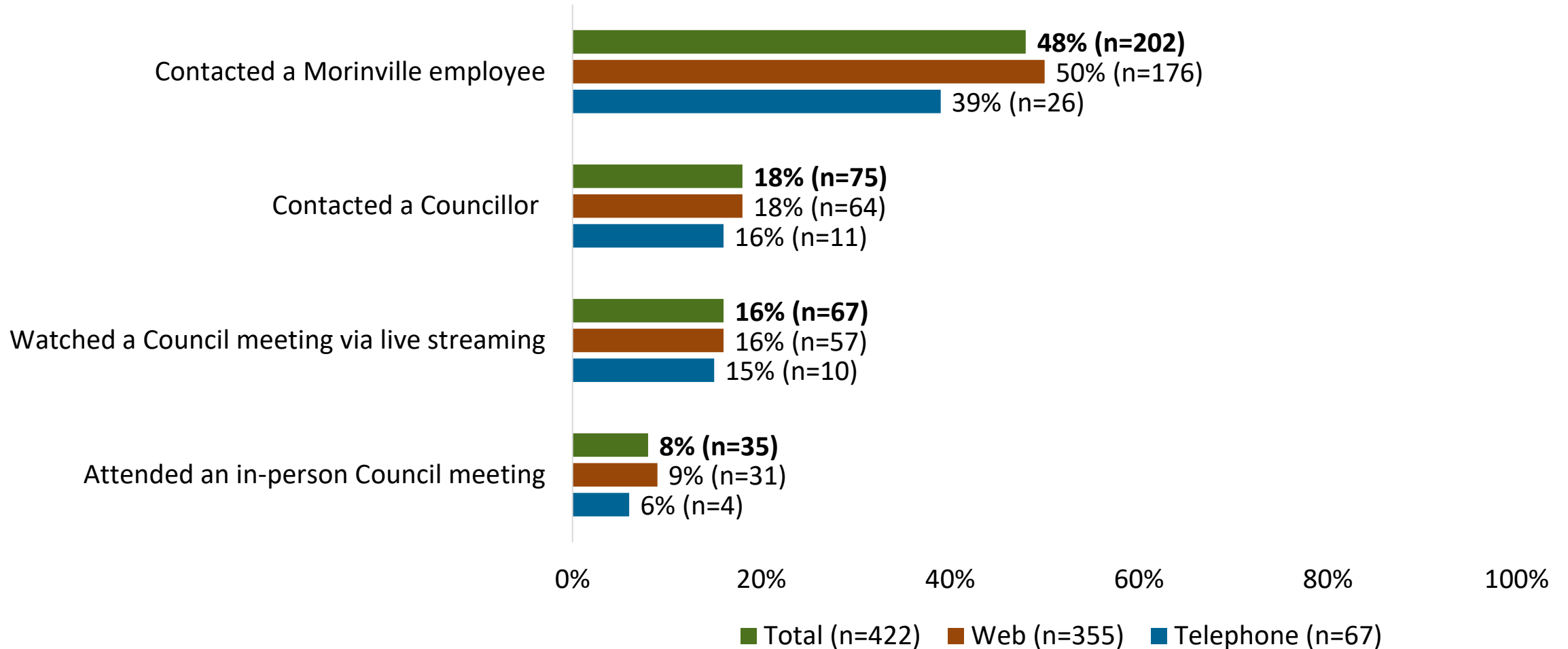


Base: respondents that replied "yes" or "don't know" to anything preventing them from participating in programs, services, and events organized by Morinville.
Select all that apply.

Communications and Public Engagement

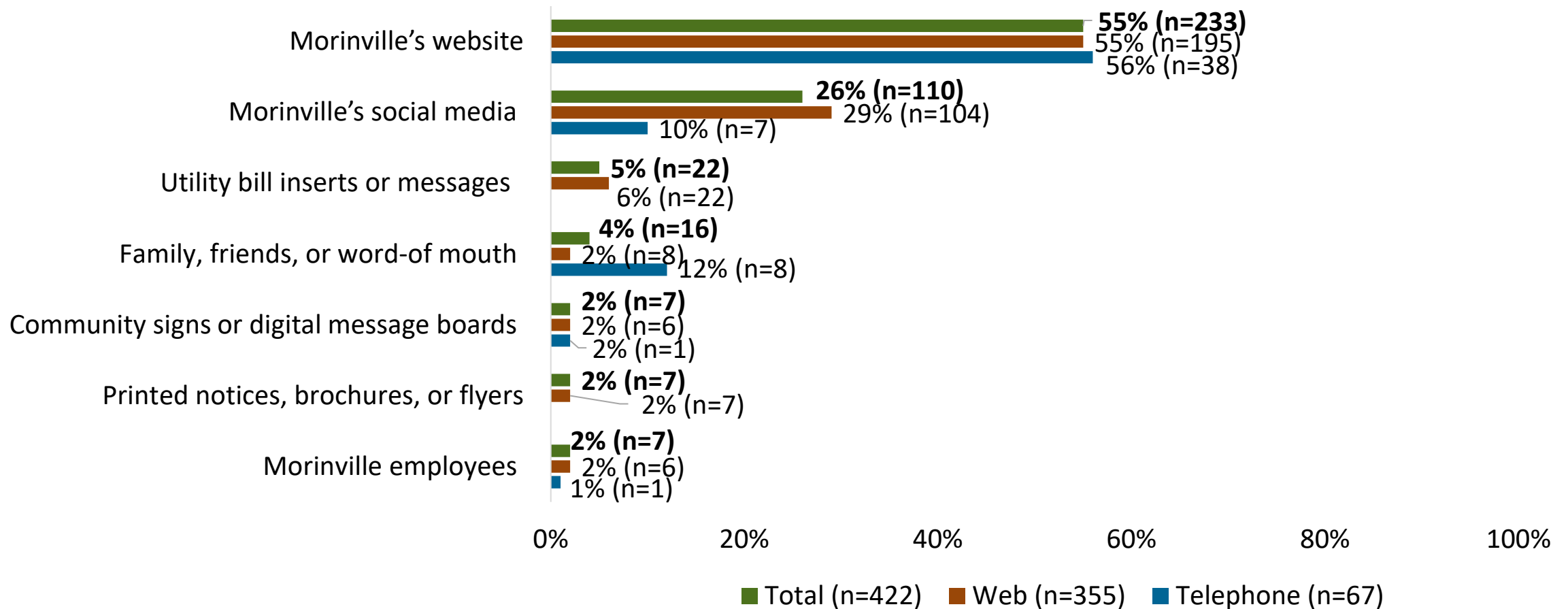


In the past 12 months have you...?



Respondents who replied “yes” to having participated or engaged with the following communications and public engagement activities in the past 12 months.

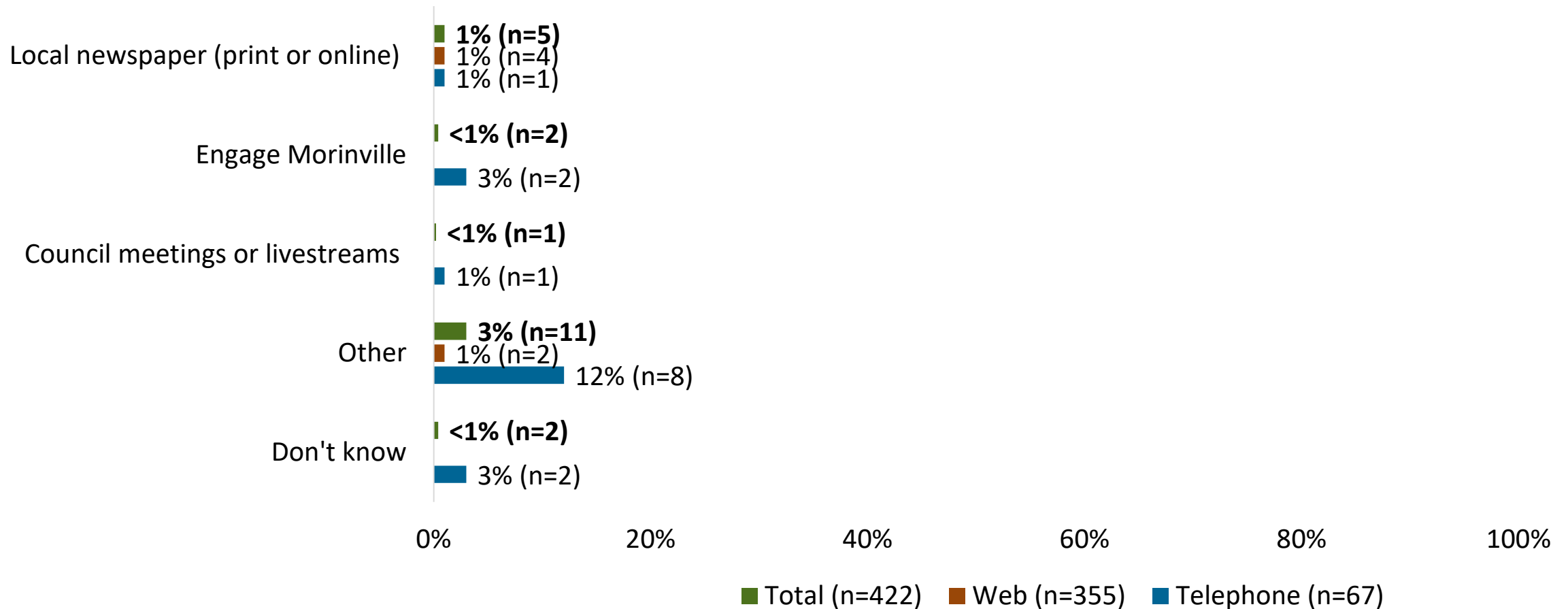
In general, when you need to get information on Morinville and its services, what is your main source of information?



Single response.

Results continued on the next slide.

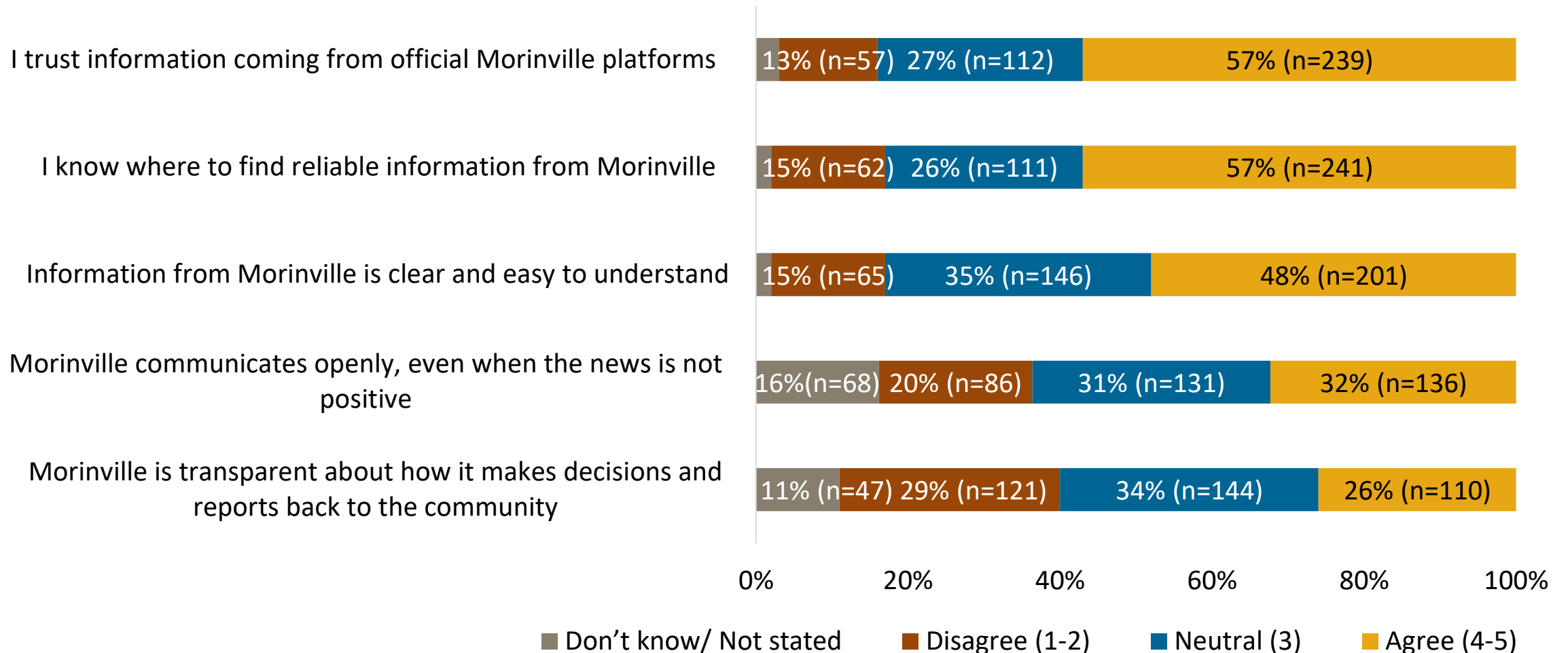
In general, when you need to get information on Morinville and its services, what is your main source of information? (continued)



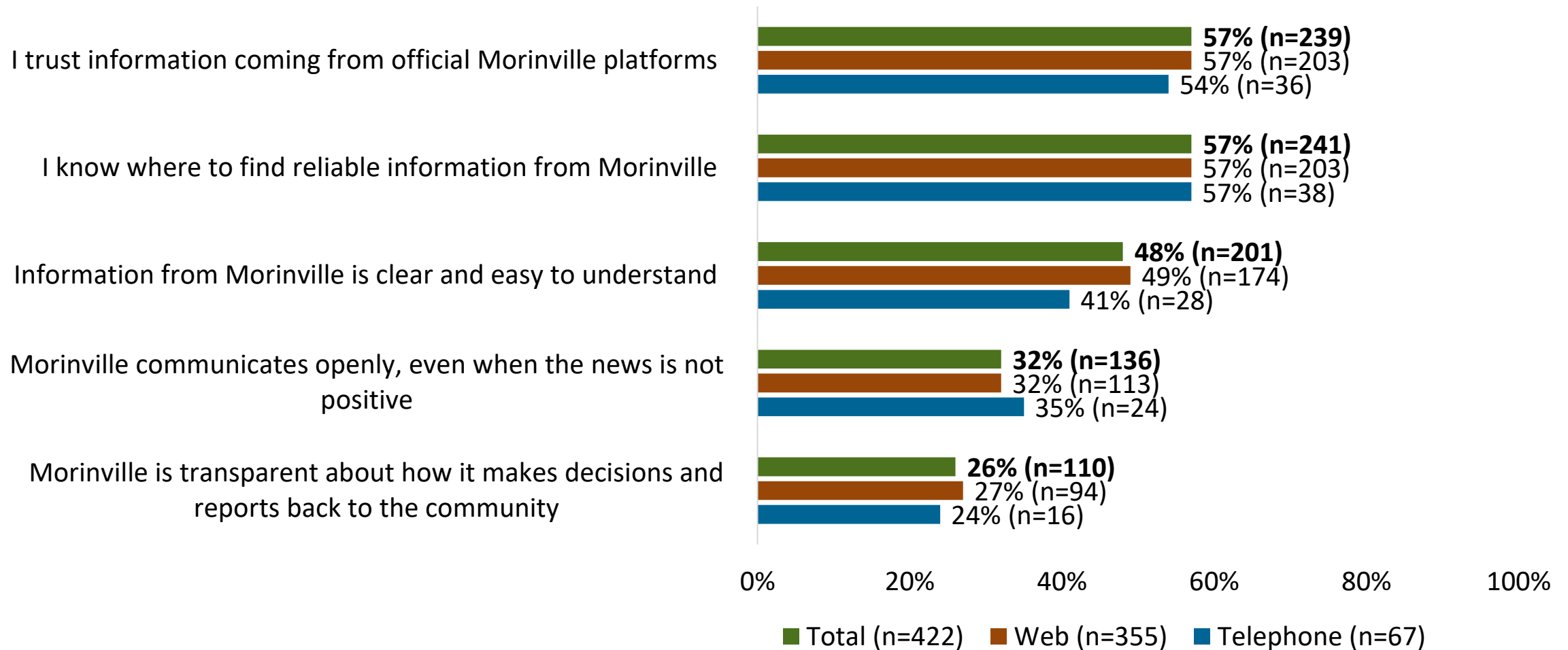
Communications and Public Engagement



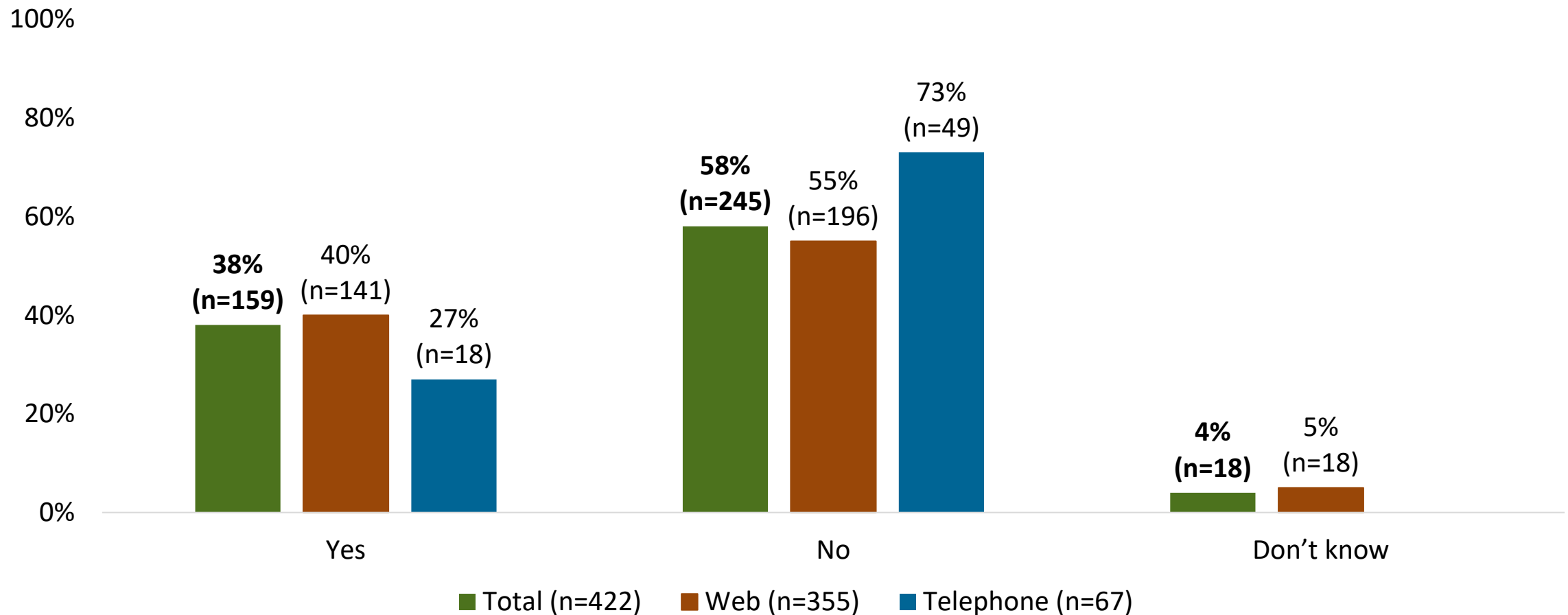
To what extent do you agree or disagree with the following statements?



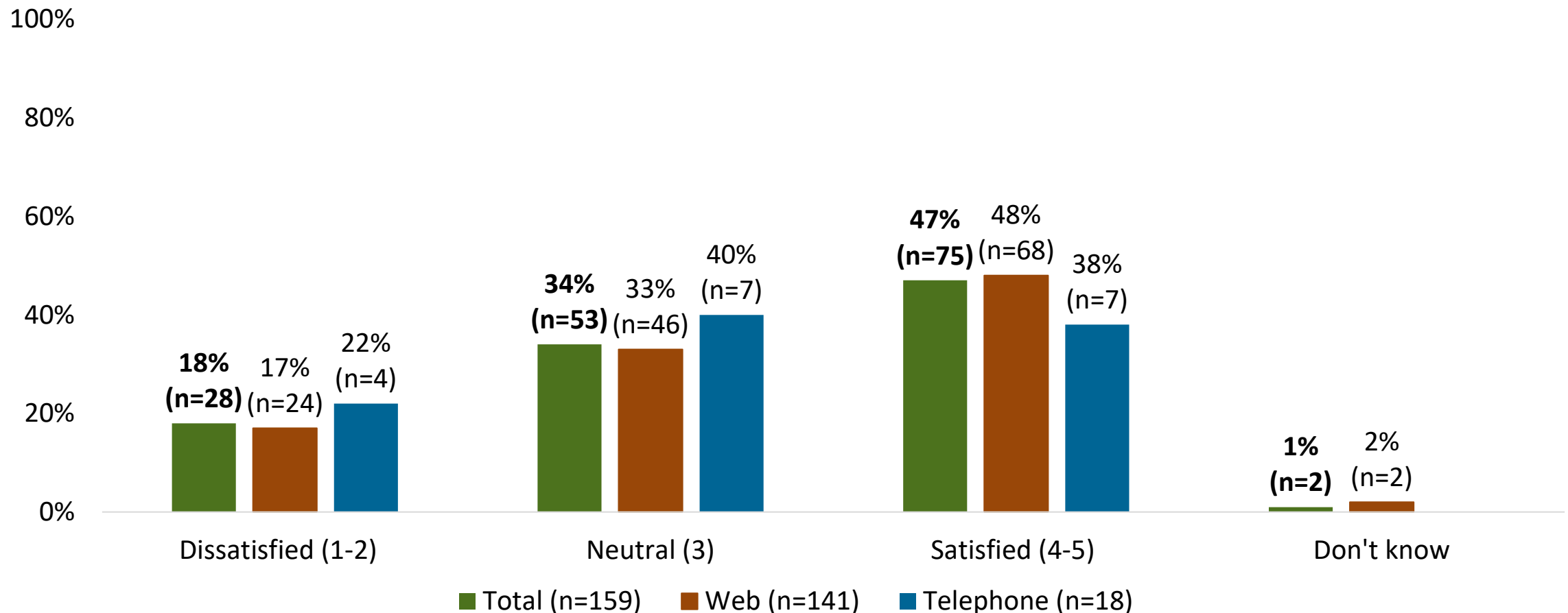
To what extent do you agree or disagree with the following statements?



In the past 12 months, did you participate in any public engagement opportunities with Morinville?

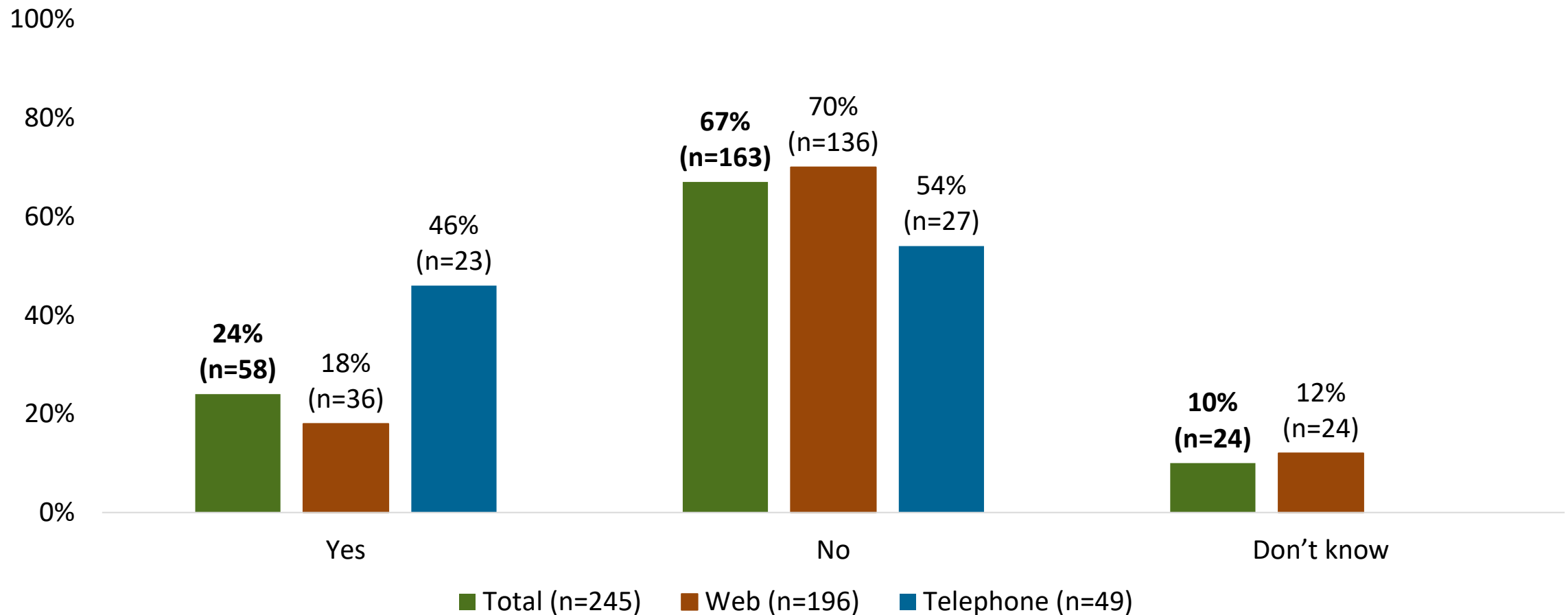


How **satisfied** are you with the opportunities for public engagement in Morinville – to provide input and share your comments on topics that matter to you?



Base: respondents that replied “yes” to participating in any public engagement opportunities with Morinville in the past 12 months.

Is there anything preventing you from participating in any public engagement opportunities provide by Morinville?



Base: respondents that replied "no" to participating in any public engagement opportunities with Morinville in the past 12 months.

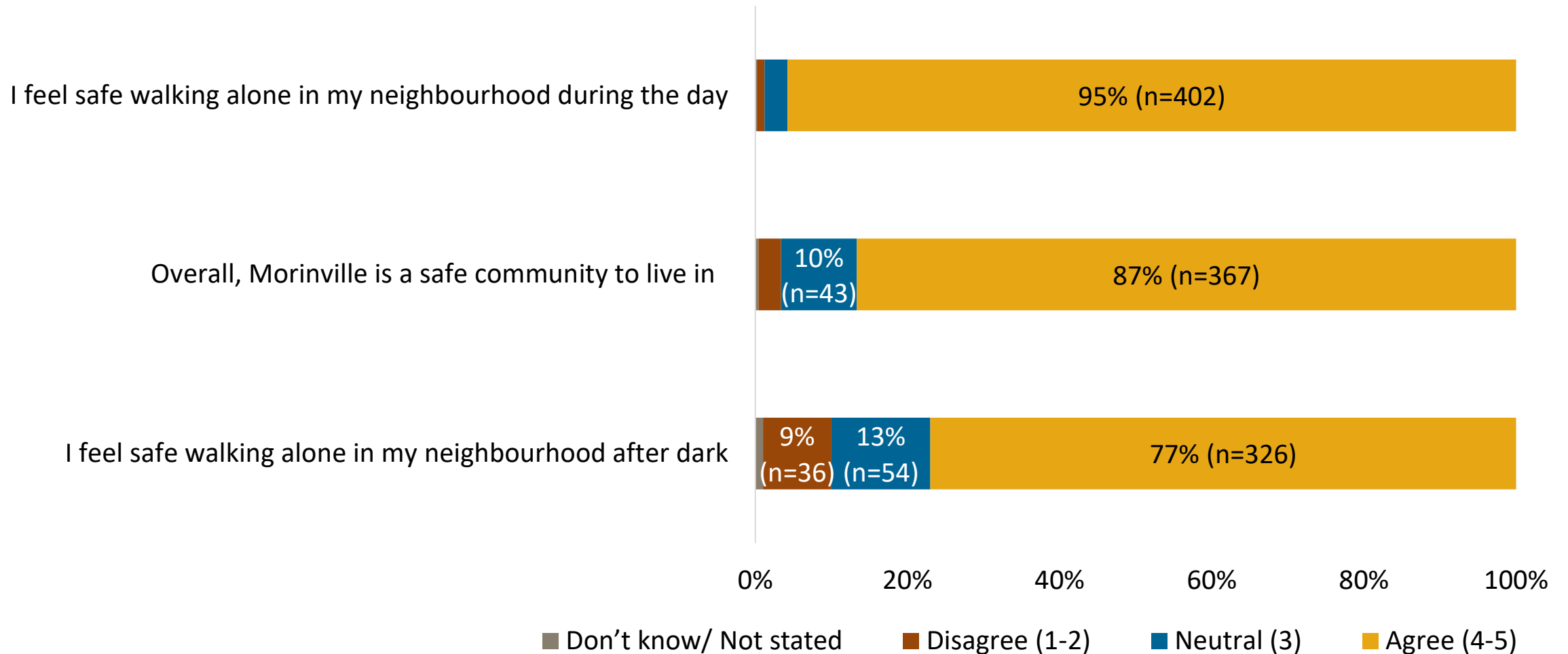
Barriers to participation in public engagement opportunities provided by Morinville

Theme (Top Responses)	Percentage of Respondents		
	Total (n=58)	Web (n=36)	Telephone (n=23)
Lack of free time/too busy (general)	40% (n=23)	45% (n=16)	32% (n=7)
Lack of public awareness/advertising of public engagement opportunities (general)	31% (n=18)	38% (n=14)	20% (n=4)
I have a physical disability/mobility limitations (general)	13% (n=8)	2% (n=7)	31% (n=7)
Personal health/medical related reasons	5% (n=3)	-	12% (n=3)
Other responses (less than 5%)	13% (n=7)	17% (n=5)	6% (n=1)

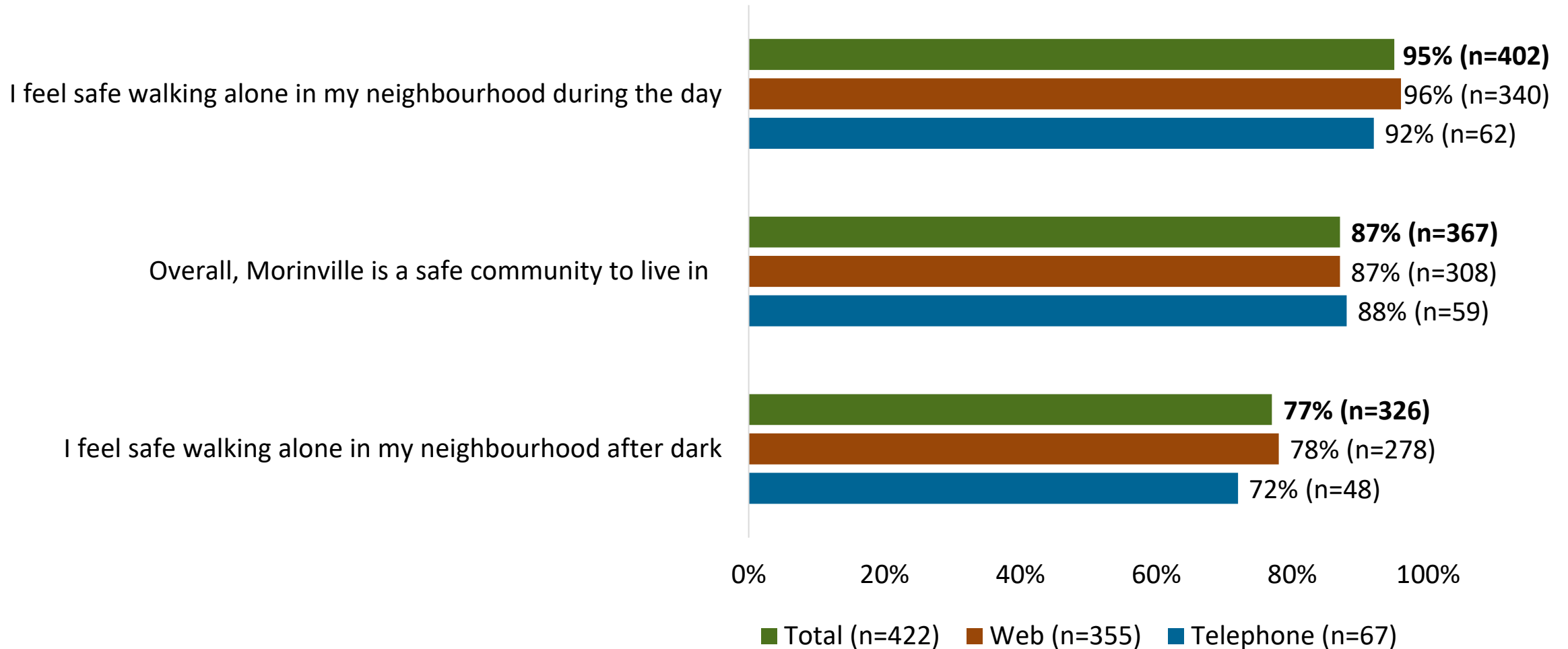
Safety & Other Scores



To what extent do you agree or disagree with the following statements?



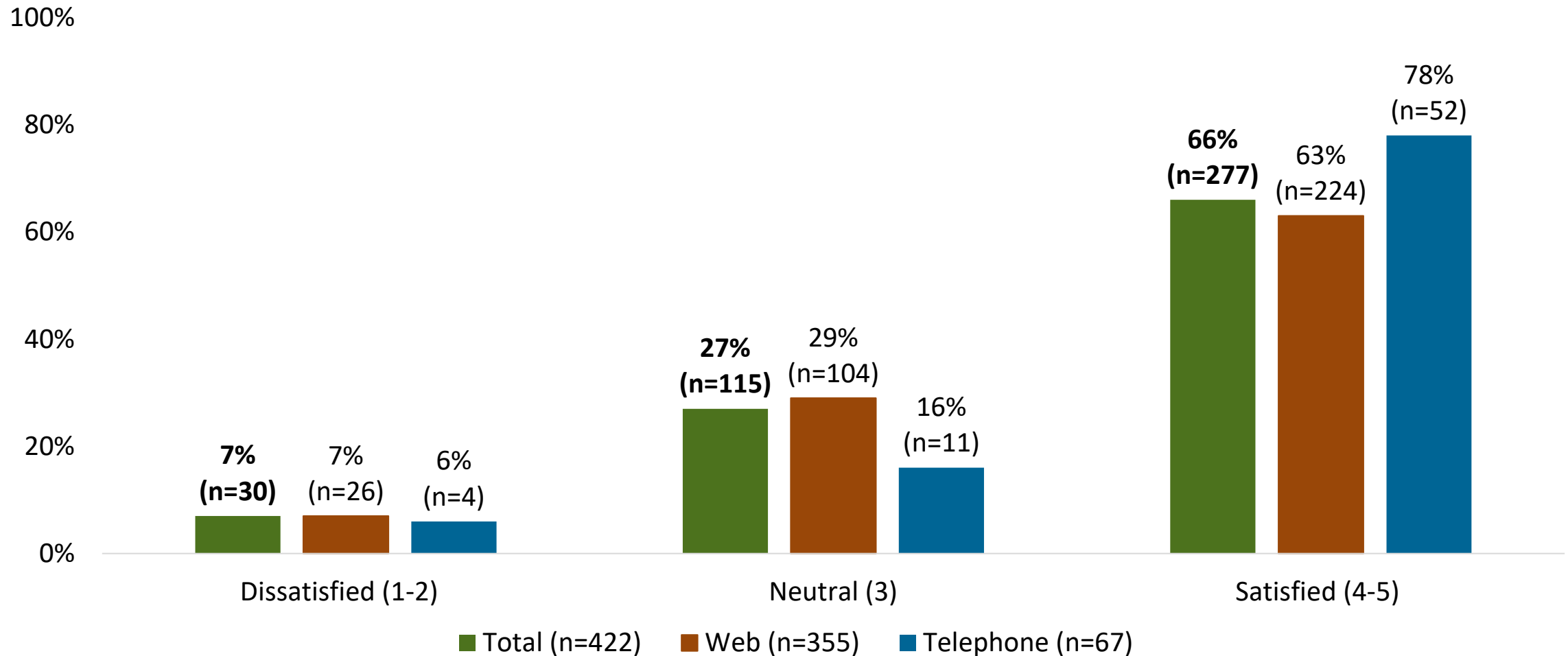
To what extent do you agree or disagree with the following statements?



Overall Ratings



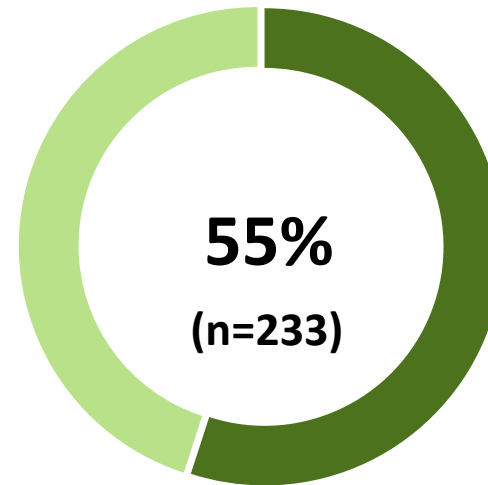
Considering everything, how **satisfied** are you with the quality of life in Morinville?



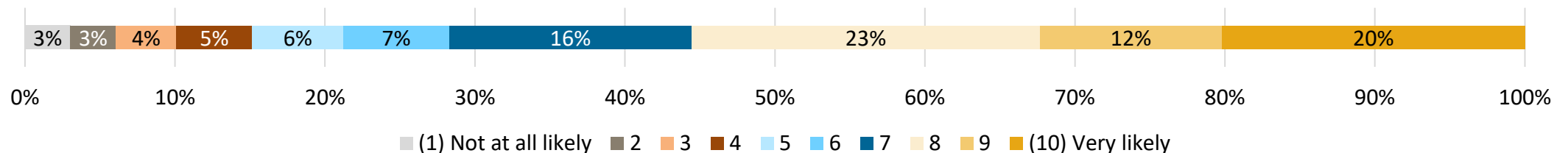
How likely are you to recommend Morinville as a place to live?

- **Promoters (score 9-10):** 32% (135 responses) of residents are highly satisfied and enthusiastic about life in Morinville, thus, actively encourage others to move there.
- **Passives (score 7-8):** 39% (165 responses) of residents are satisfied but not strongly attached and are therefore not likely to actively recommend Morinville.
- **Detractors (score 1-6):** 29% (122 responses) of residents are dissatisfied with life in Morinville, and their experiences discourage them from recommending Morinville.

Total (n=422)



55% (233 responses) of Morinville residents were likely (8-10 ratings) to recommend Morinville as a place to live.



Using a 1-10 scale, where 1 means "not at all likely" and 10 means "very likely".

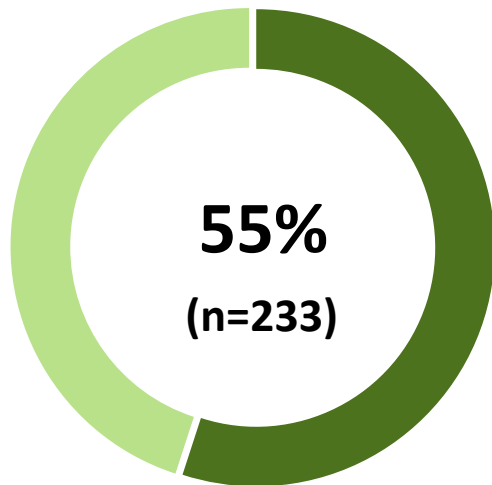
*For more information about net promoter scores (NPS) you can visit [this website](#).

Overall Ratings

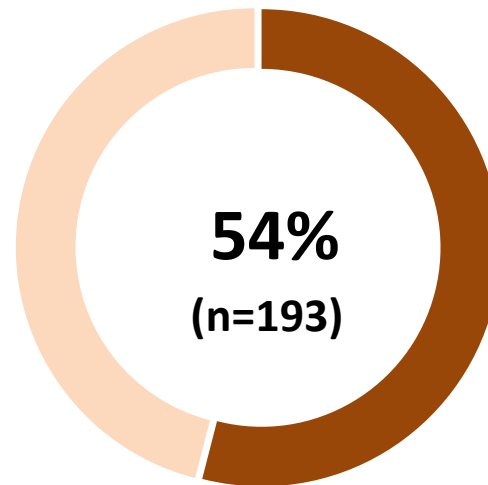


How likely are you to recommend Morinville as a place to live? (8-10 ratings)

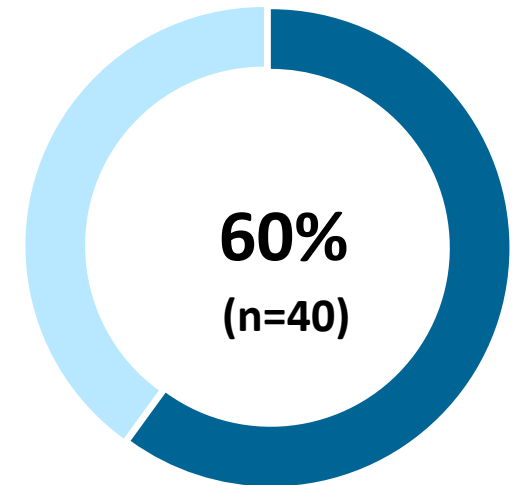
Total (n=422)



Web (n=355)



Telephone (n=67)



Overall Ratings



Reasons for being less likely to recommend Morinville as a place to live

Themes (Top Responses)	Percentage of Respondents		
	Total (n=122)	Web (n=104)	Telephone (n=18)
High/unaffordable taxes/tax increase concerns (general)	40% (n=48)	42% (n=43)	29% (n=5)
Lack of shopping/stores/retail business/restaurant variety (general)	22% (n=27)	20% (n=21)	38% (n=7)
Lack of/poor Town services/facilities/amenities (general)	12% (n=14)	11% (n=12)	13% (n=2)
Lack of/poor recreational programs/services/facilities (general)	7% (n=9)	7% (n=7)	9% (n=2)
Lack of/poor snow and ice removal services (general)	7% (n=9)	7% (n=7)	11% (n=2)
Other responses (less than 7%)	60% (n=74)	60% (n=63)	61% (n=11)
Don't Know/Not Stated	12% (n=15)	13% (n=14)	8% (n=1)

Base: respondents who provided reasons for not recommending Morinville as a place to live by providing a rating of 1-6 (on a scale of 1-10 where 1 means “not at all likely” and 10 means “very likely”). Multiple responses recorded.

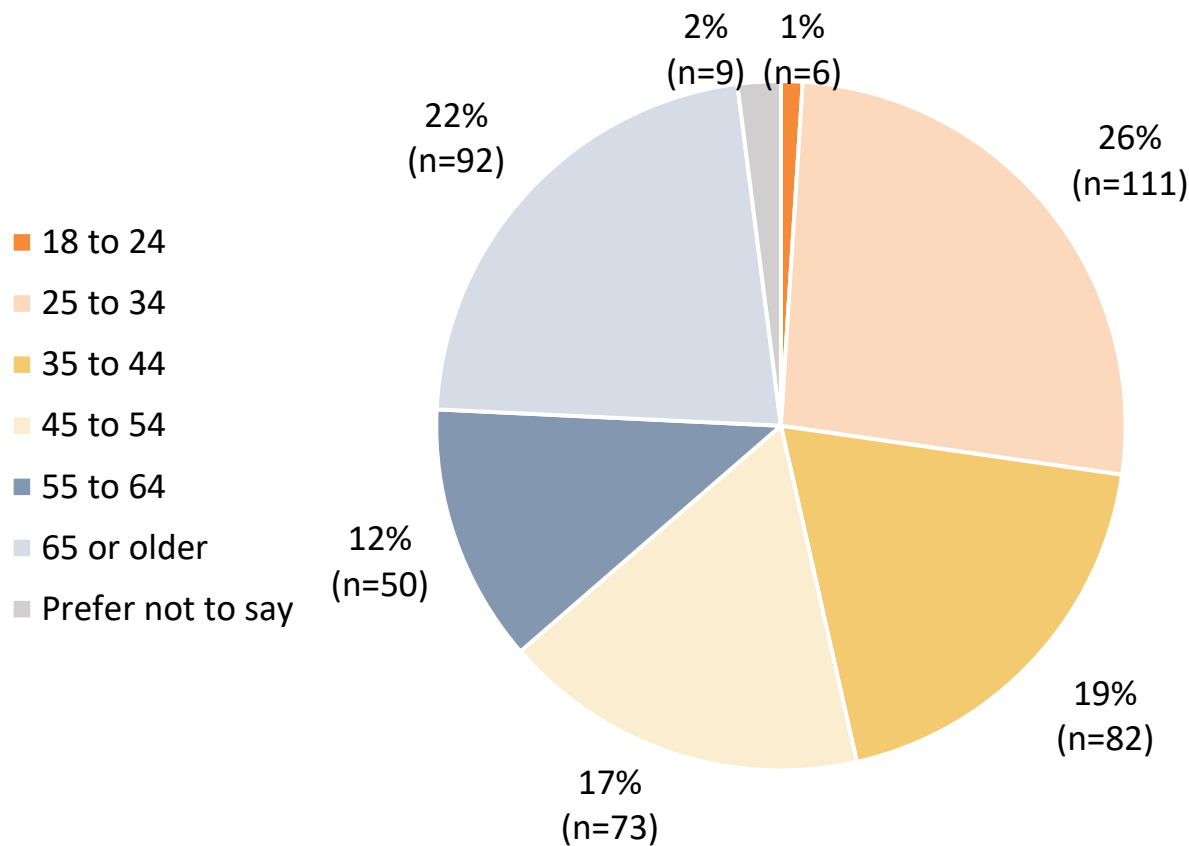
Do you have any additional comments or suggestions regarding Morinville's services, communication, community priorities, or future direction?

Themes (Top Responses)	Percentage of Respondents		
	Total (n=422)	Web (n=355)	Telephone (n=67)
Taxes are too high/keep increasing/need to lower taxes (general)	8% (n=36)	10% (n=34)	3% (n=2)
Need a swimming pool/aquatic facility	8% (n=36)	9% (n=30)	8% (n=5)
Need more retail stores/commercial development/shopping centres/more restaurant variety	8% (n=34)	9% (n=30)	5% (n=3)
Improve/increase snow and ice removal services (general)	5% (n=19)	5% (n=16)	4% (n=3)
Other responses (less than 5%)	53% (n=225)	53% (n=188)	55% (n=37)
None/no additional comments	36% (n=153)	35% (n=125)	41% (n=28)
Don't Know/Not Stated	10% (n=41)	11% (n=40)	2% (n=2)

Demographics

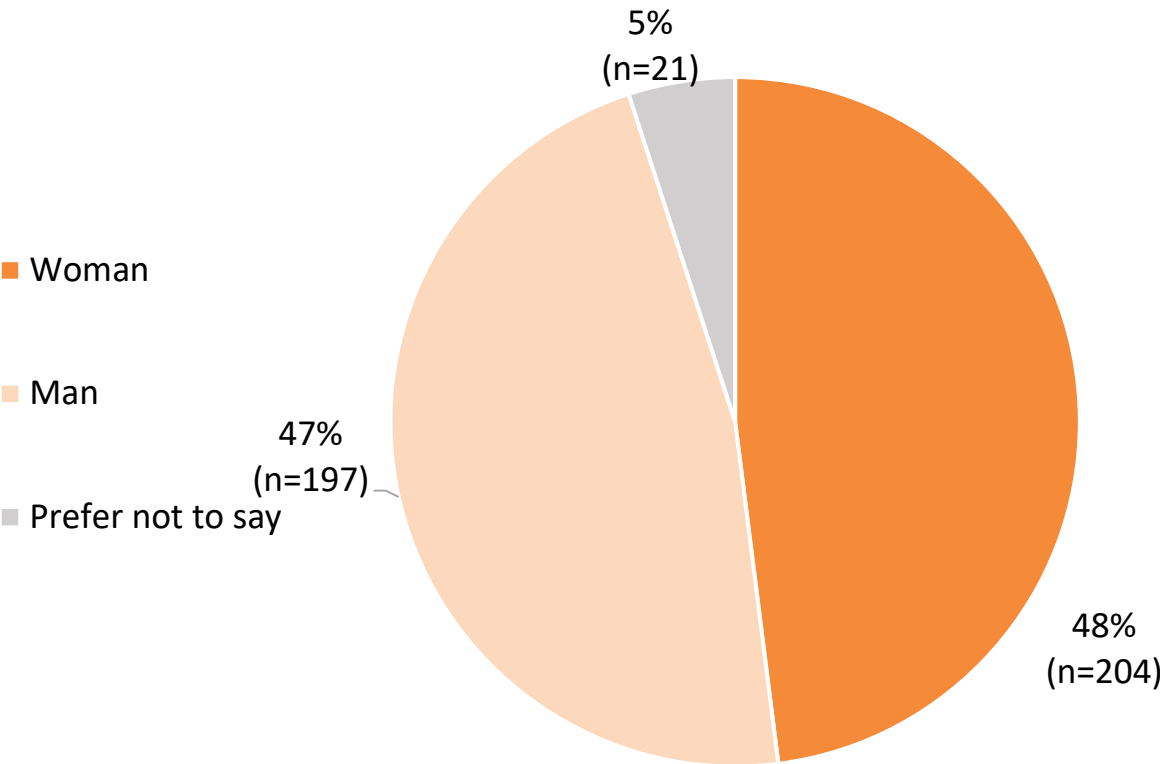


Which of the following groups includes your age?



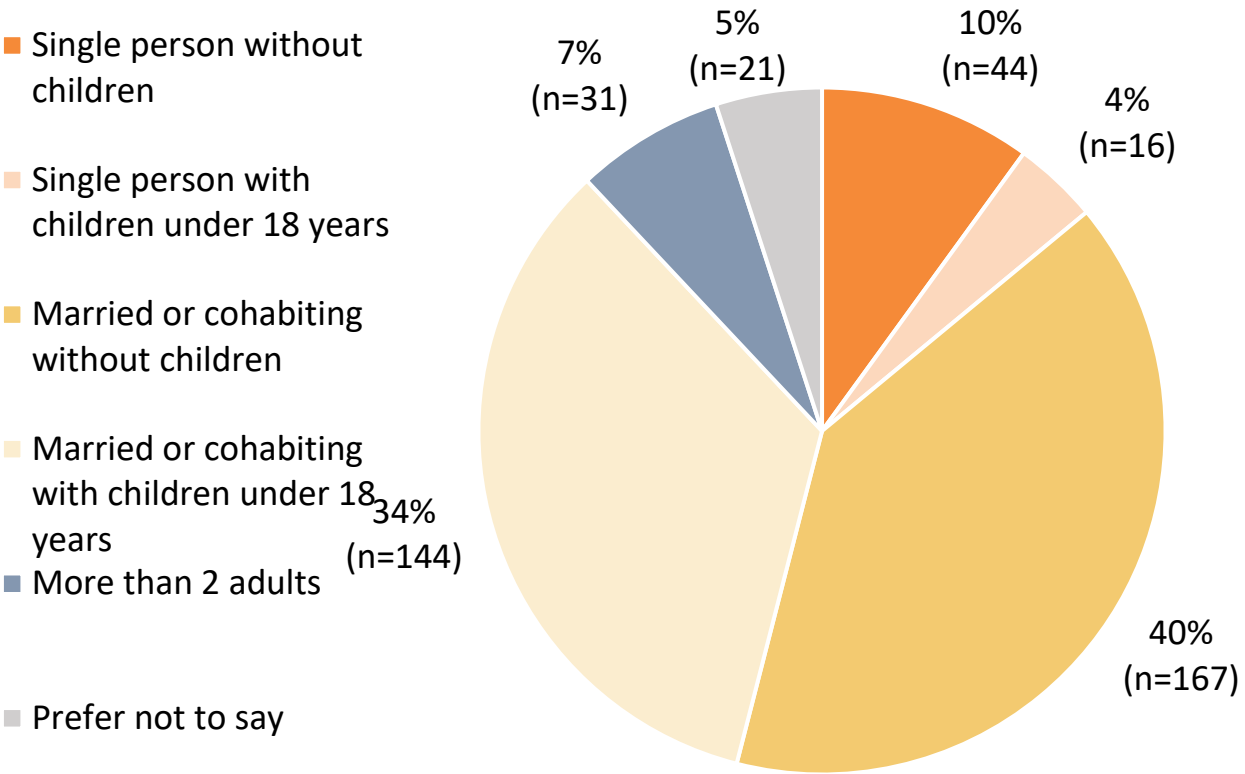
	Percentage of Respondents		
	Total (n=422)	Web (n=355)	Telephone (n=67)
18 to 24	1% (n=6)	2% (n=6)	0%
25 to 34	26% (n=111)	31% (n=108)	3% (n=2)
35 to 44	19% (n=82)	22% (n=77)	7% (n=5)
45 to 54	17% (n=73)	18% (n=63)	14% (n=10)
55 to 64	12% (n=50)	11% (n=38)	18% (n=12)
65 or older	22% (n=92)	15% (n=53)	57% (n=38)
Prefer not to say	2% (n=9)	3% (n=9)	0%

Which of the following best describes your gender identity?



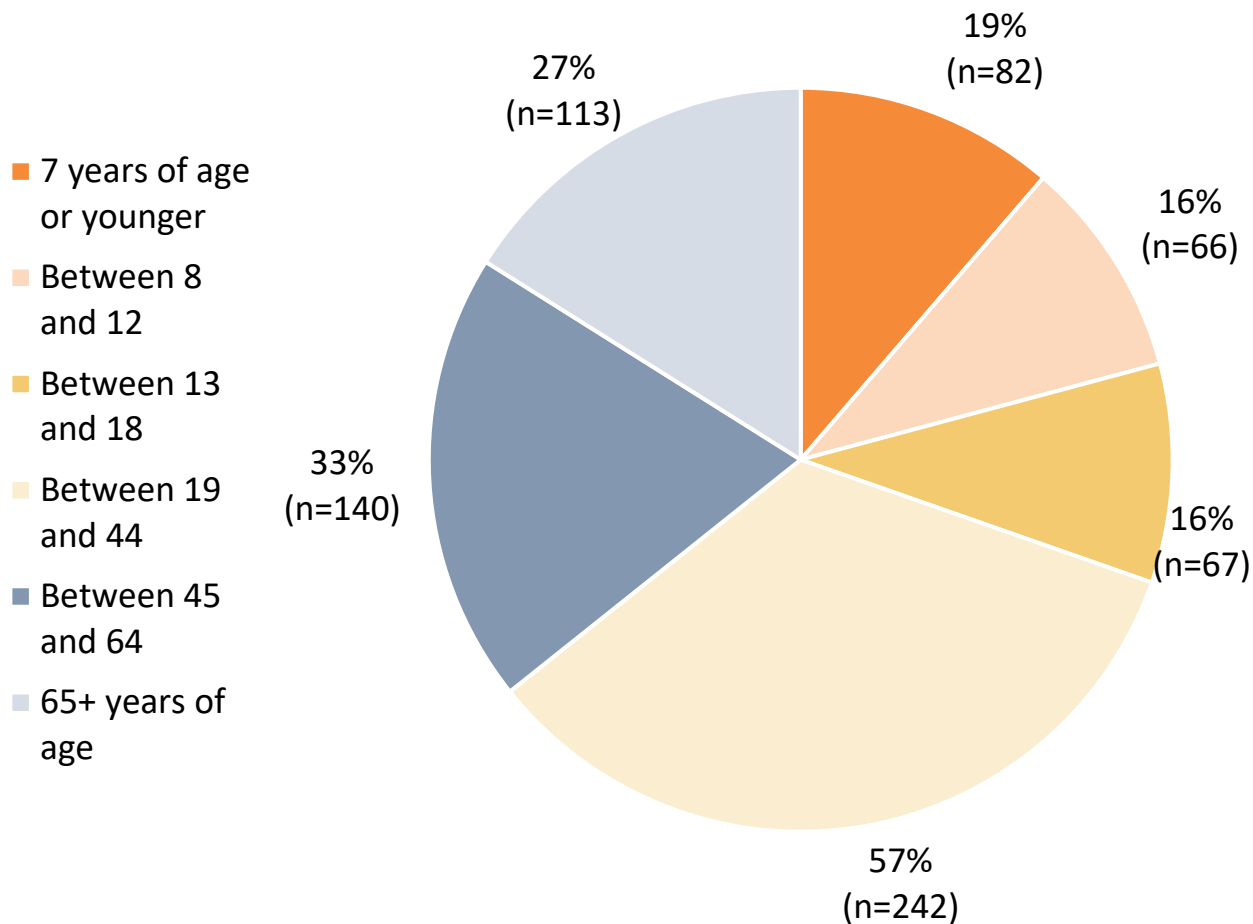
	Percentage of Respondents		
	Total (n=422)	Web (n=355)	Telephone (n=67)
Woman	48% (n=204)	48% (n=169)	52% (n=35)
Man	47% (n=197)	46% (n=164)	48% (n=32)
Non-binary/Non-conforming/Genderqueer	0%	0%	0%
Prefer to self-disclose	0%	0%	0%
Prefer not to say	5% (n=21)	6% (n=21)	0%

Which of the following best describes your household composition?



	Percentage of Respondents		
	Total (n=422)	Web (n=355)	Telephone (n=67)
Single person without children	10% (n=44)	8% (n=29)	21% (n=14)
Single person with children under 18 years	4% (n=16)	4% (n=14)	3% (n=2)
Married or cohabiting without children	40% (n=167)	38% (n=134)	49% (n=33)
Married or cohabiting with children under 18 years	34% (n=144)	38% (n=134)	16% (n=11)
More than 2 adults	7% (n=31)	7% (n=23)	11% (n=7)
Prefer not to say	5% (n=21)	6% (n=21)	0%

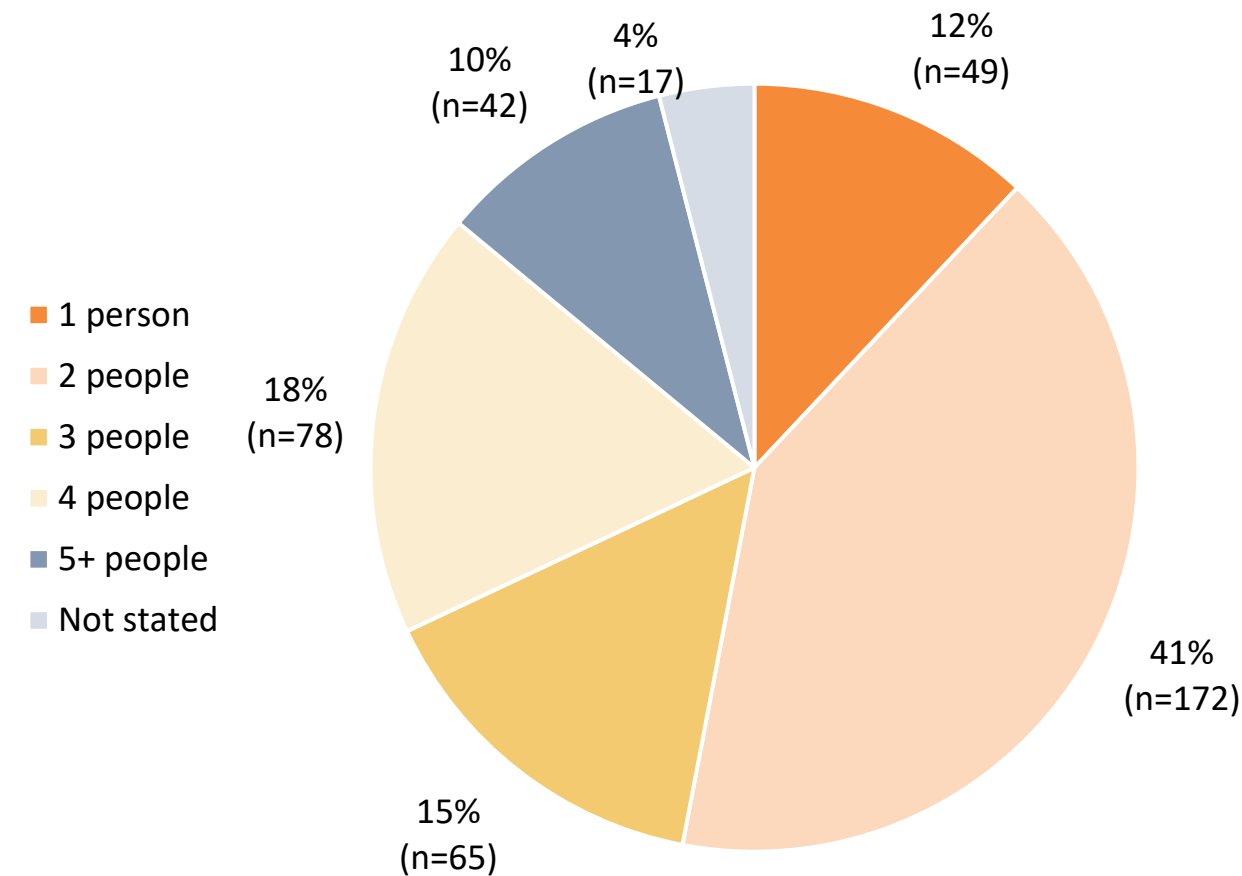
Including yourself, how many people in each of the following age groups live in your household?*



	Percentage of Respondents		
	Total (n=422)	Web (n=355)	Telephone (n=67)
7 years of age or younger	19% (n=82)	23% (n=80)	2% (n=1)
Between 8 and 12	16% (n=66)	16% (n=58)	11% (n=8)
Between 13 and 18	16% (n=67)	16% (n=58)	13% (n=9)
Between 19 and 44	57% (n=242)	64% (n=226)	22% (n=15)
Between 45 and 64	33% (n=140)	33% (n=117)	35% (n=24)
65+ years of age	27% (n=113)	19% (n=68)	66% (n=44)

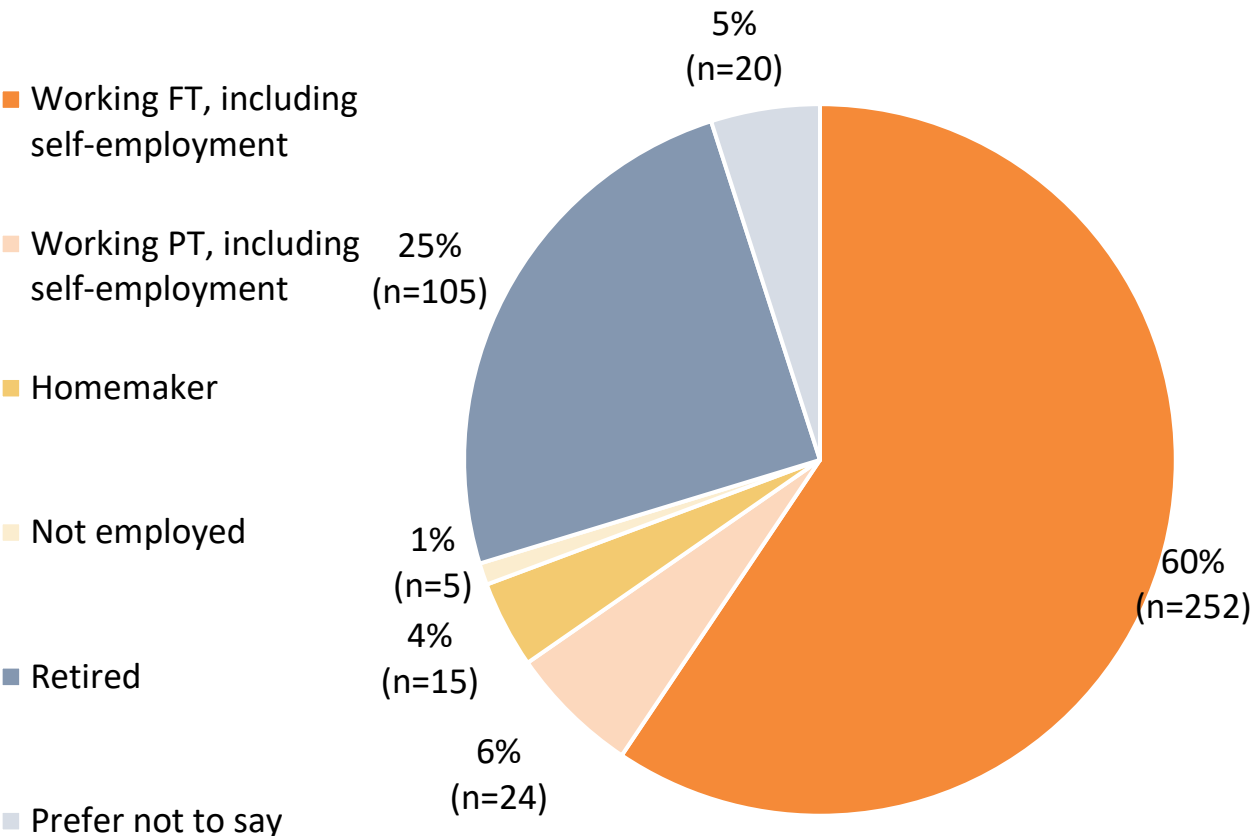
n=422
*Per cent of survey respondents with one or more household members belonging to the applicable age category.

Total Household Size



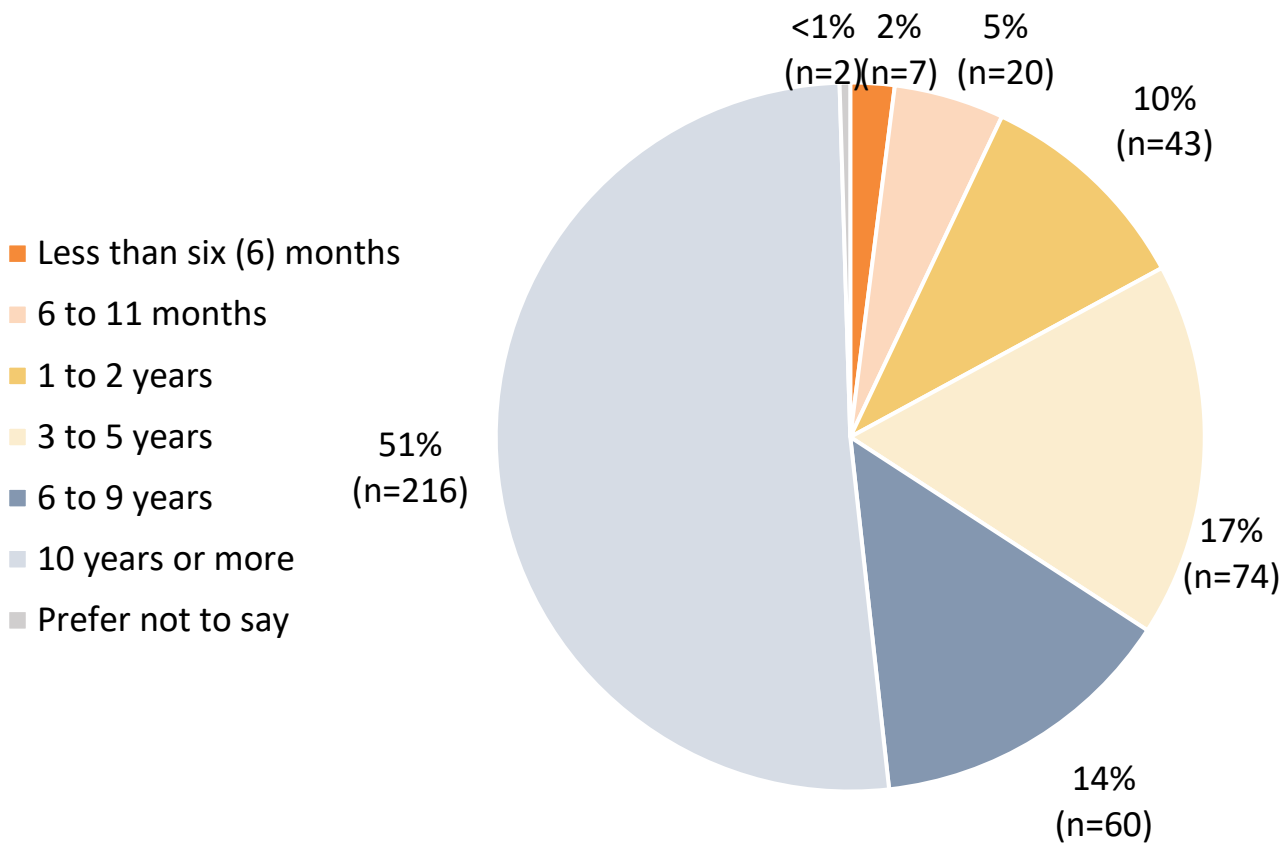
	Percentage of Respondents		
	Total (n=422)	Web (n=355)	Telephone (n=67)
1 person	12% (n=49)	10% (n=35)	21% (n=14)
2 people	41% (n=172)	39% (n=137)	52% (n=35)
3 people	15% (n=65)	16% (n=57)	12% (n=8)
4 people	18% (n=78)	20% (n=73)	8% (n=5)
5+ people	10% (n=42)	11% (n=38)	6% (n=4)
Not stated	4% (n=17)	4% (n=16)	1% (n=1)
Mean size:	2.76	2.86	2.25

What is your current employment status?



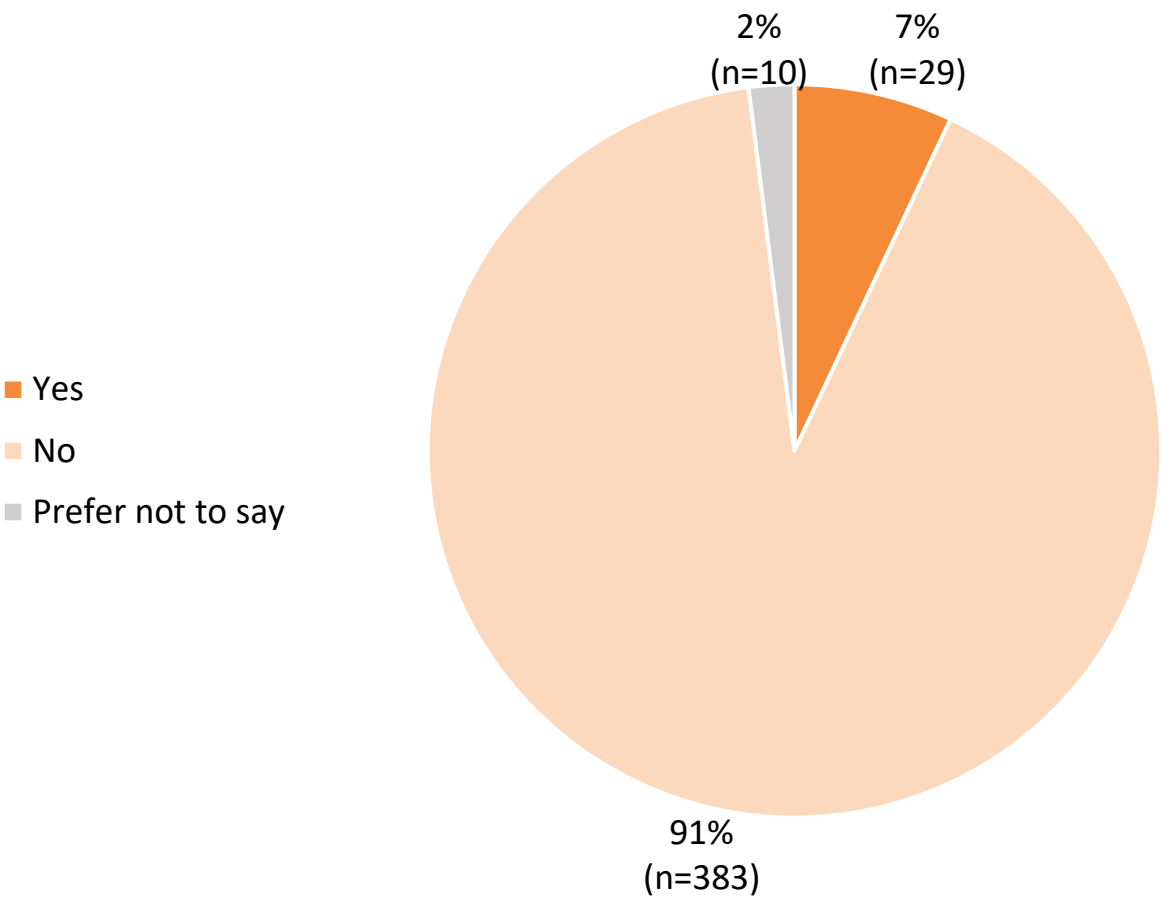
	Percentage of Respondents		
	Total (n=422)	Web (n=355)	Telephone (n=67)
Working full time, including self-employment	60% (n=252)	66% (n=234)	27% (n=18)
Working part time, including self-employment	6% (n=24)	6% (n=22)	3% (n=2)
Homemaker	4% (n=15)	4% (n=12)	4% (n=3)
Not employed	1% (n=5)	1% (n=2)	5% (n=3)
Retired	25% (n=105)	18% (n=64)	61% (n=41)
Student	0%	0%	0%
Prefer not to say	5% (n=20)	6% (n=20)	0%

How long have you lived in Morinville?



	Percentage of Respondents		
	Total (n=422)	Web (n=355)	Telephone (n=67)
Less than six (6) months	2% (n=7)	2% (n=7)	0%
6 to 11 months	5% (n=20)	6% (n=20)	0%
1 to 2 years	10% (n=43)	12% (n=43)	0%
3 to 5 years	17% (n=74)	20% (n=70)	5% (n=3)
6 to 9 years	14% (n=60)	15% (n=54)	9% (n=6)
10 years or more	51% (n=216)	45% (n=158)	86% (n=58)
Prefer not to say	<1% (n=2)	1% (n=2)	0%

Do you own/operate a business in Morinville?



	Percentage of Respondents		
	Total (n=422)	Web (n=355)	Telephone (n=67)
Yes	7% (n=29)	8% (n=27)	2% (n=2)
No	91% (n=383)	89% (n=317)	98% (n=66)
Prefer not to say	2% (n=10)	3% (n=10)	0%