



# 2018 Resident Survey

RESULTS

JUNE 22, 2018

Banister Research Ltd.

# Study Background & Methodology

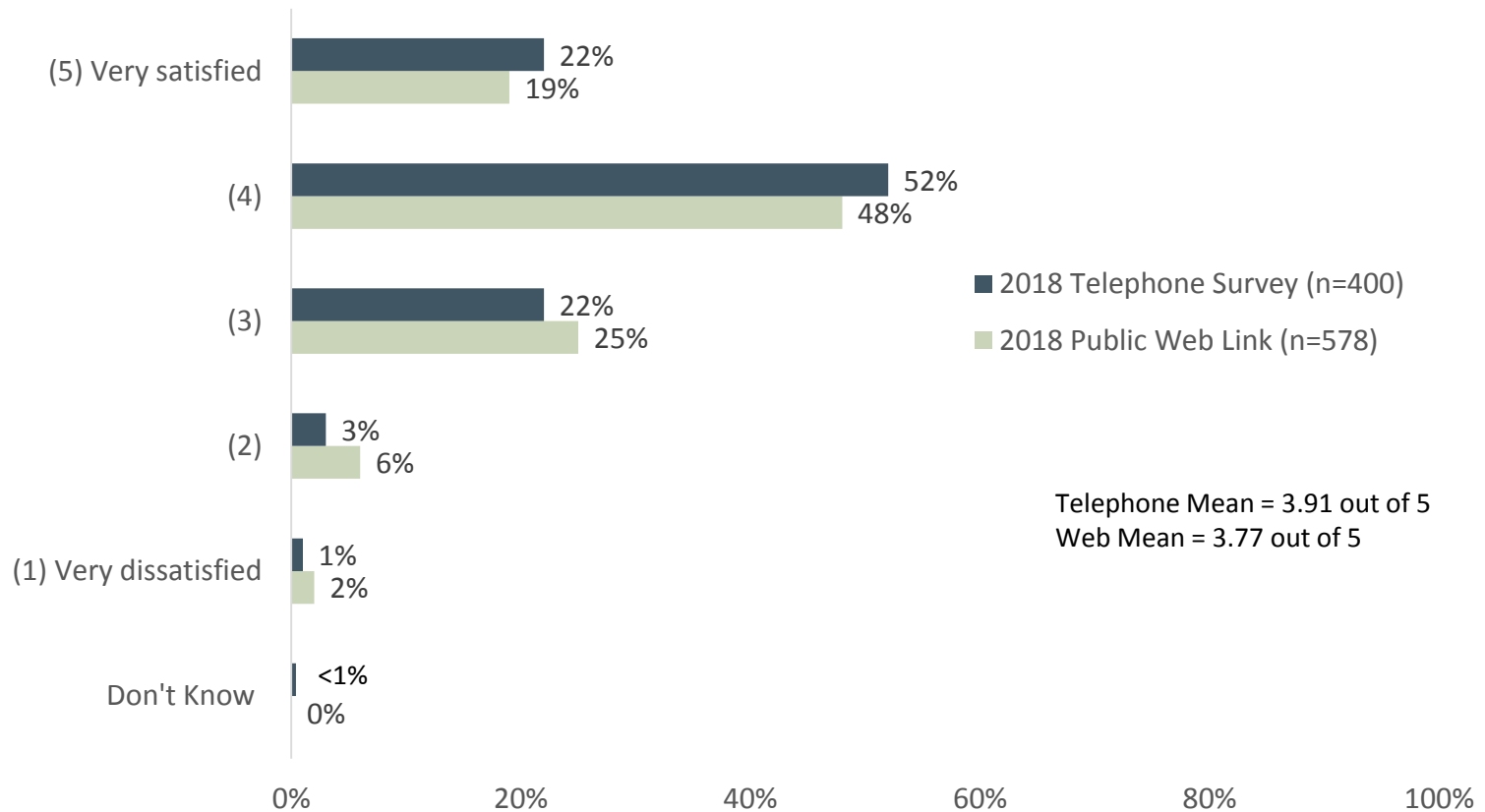
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In 2018, the Town of Morinville contracted Banister Research Limited to conduct community-related research with residents and stakeholders. The research included:

- (1) A **telephone survey**, for which 400 randomly-selected residents aged 18 and older were interviewed via telephone (responses were collected from May 14 to June 11, 2018).
  - The response rate provides a margin of error no greater than  $\pm 4.8\%$  at the 95% confidence level, or 19 times out of 20.
  - To ensure proper representation, the results were weighted for age.
- (2) A **public engagement opportunity**, available to all residents and stakeholders via an open survey link (n=578 responses were collected from May 14 to June 10, 2018).
  - While the results from the two opportunities are presented, the telephone survey is considered random and statistically reliable. Both had a diverse mix of respondents, in terms of age, gender, and other socioeconomic factors. In 2017, a similar survey was conducted using this methodology. Wherever applicable, comparisons to this data have been provided.

# Overall Quality of Life

Q. How would you rate your satisfaction with regards to your overall quality of life in Morinville?



# Overall Quality of Life

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Q. In your opinion, what would you say are the three most significant factors contributing positively to your quality of life in Morinville?

(Top Responses)

## Telephone Survey (n=400)

- Small town feel – 37%
- Schools/educational facilities – 19%
- Is quiet/peaceful, in general – 17%
- Town services/amenities/facilities, in general – 16%
- Residents are kind/friendly/nice, in general – 16%

## Public Web Link (n=400)

- Small town feel – 34%
- Residents are kind/friendly/nice, in general – 22%
- Is quiet/peaceful, in general – 19%

# Overall Quality of Life

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Q. What would you say are the three most significant factors that contribute to a lower quality of life in Morinville?

(Top Responses)

## Telephone Survey (n=400)

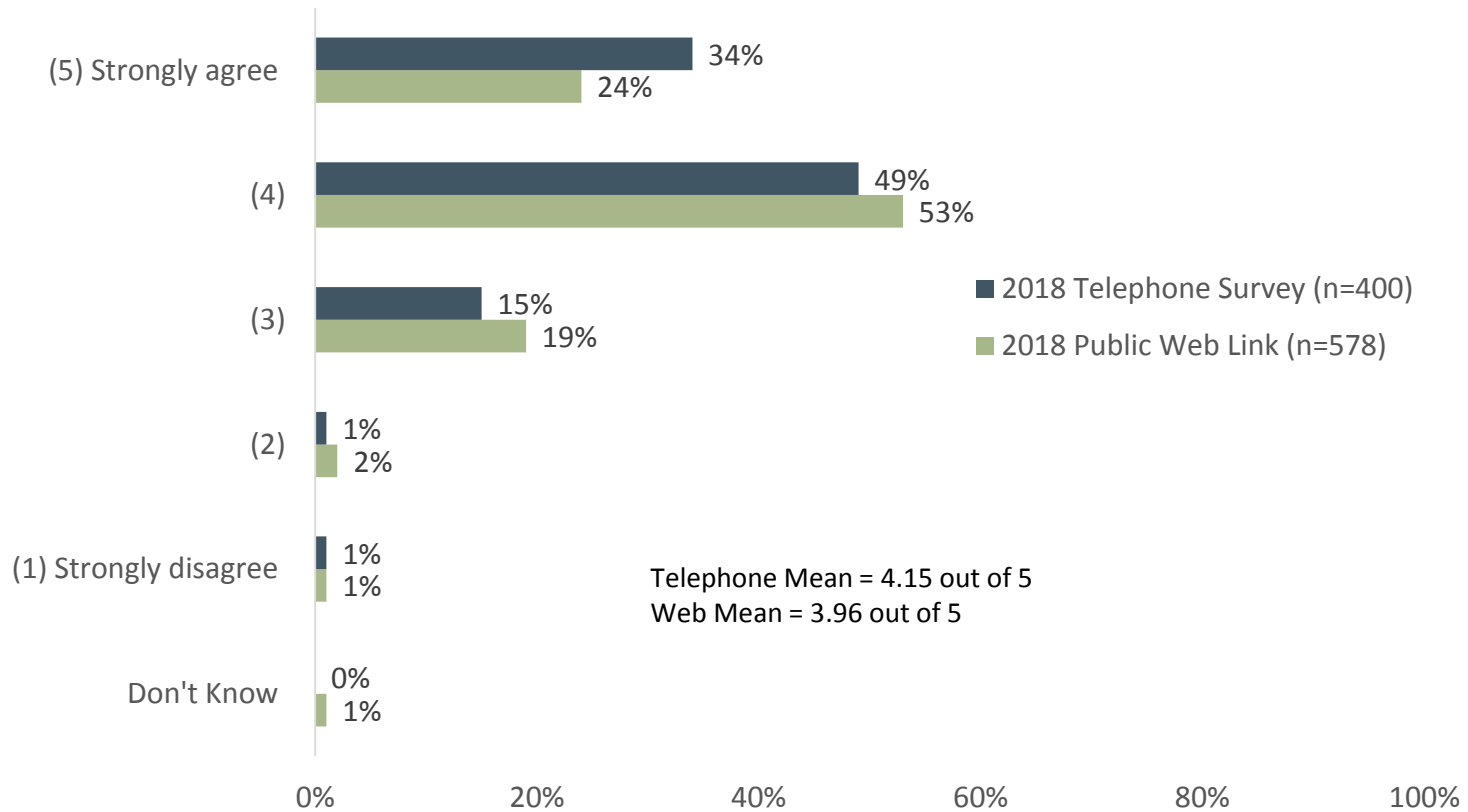
- Lack of shopping/store/retail business/restaurant variety – 21%
- Lack of recreational facilities/programs/activities – 20%
- High/unaffordable taxes – 13%

## Public Web Link (n=400)

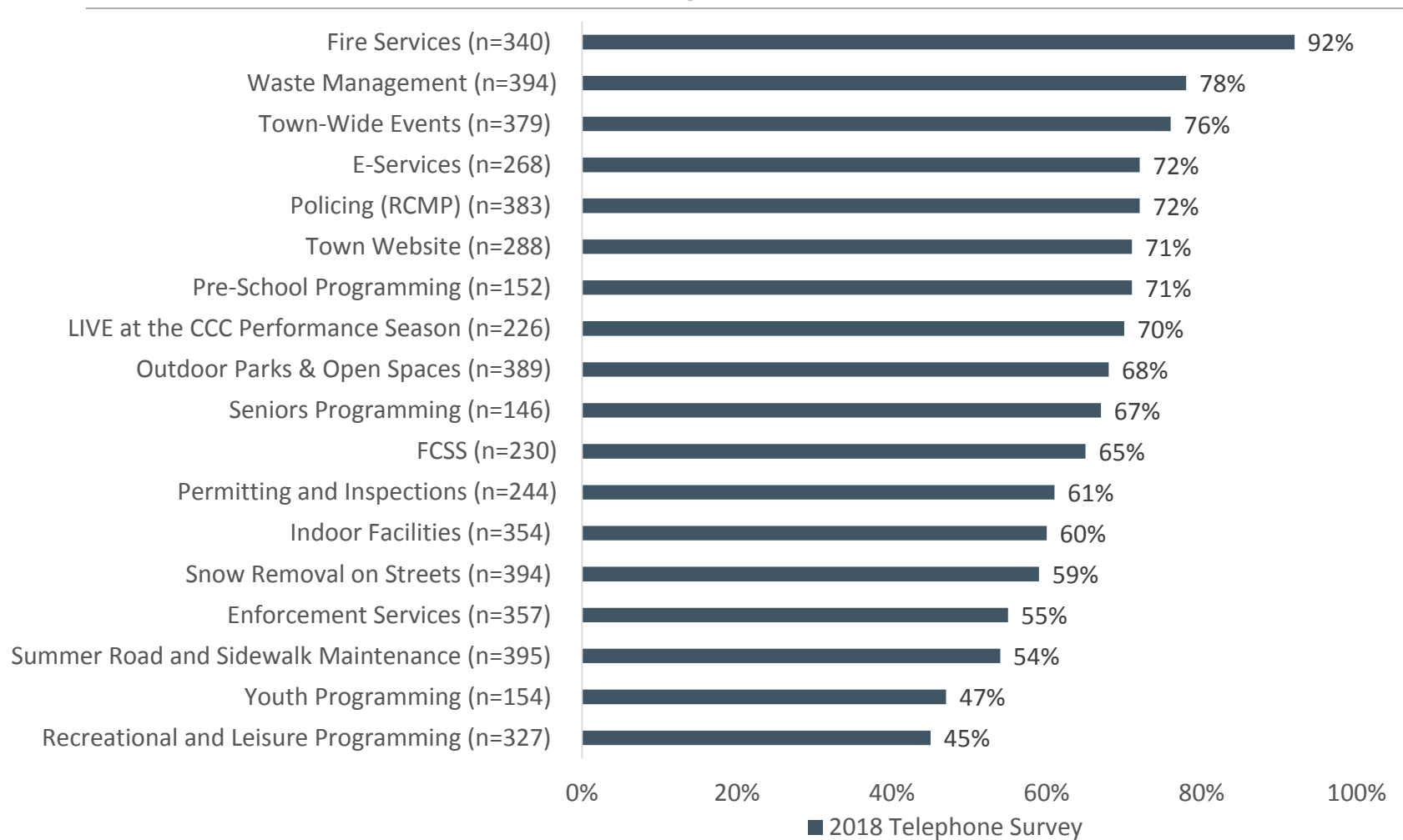
- Lack of shopping/store/retail business/restaurant variety – 36%
- Lack of recreational facilities/programs/activities – 29%
- High/unaffordable taxes – 20%

# Safety

Q. How strongly do you agree that Morinville is a safe community to live in?

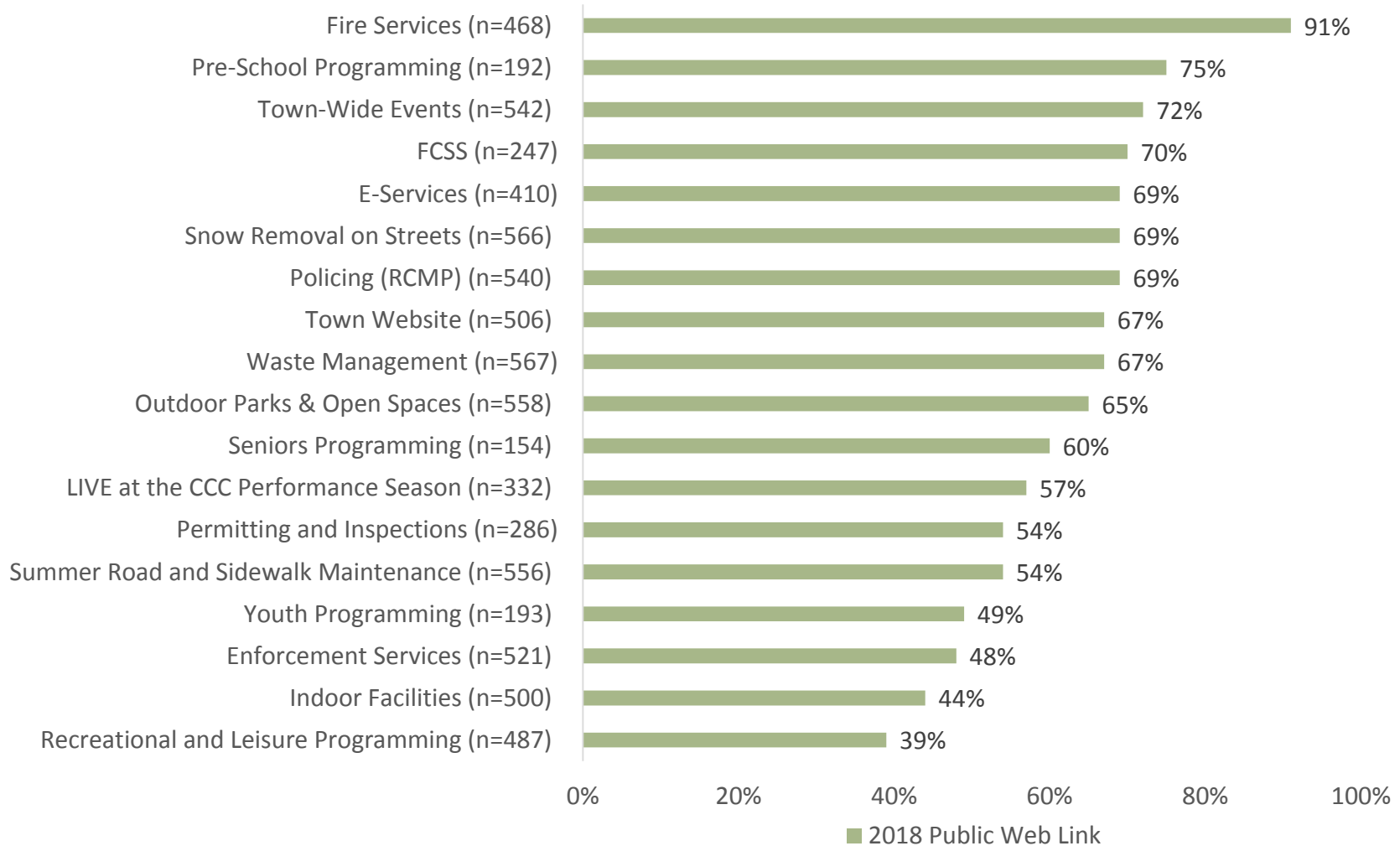


# Satisfaction with Programs, Services and Facilities\* (Telephone)



\*Percentage of respondents satisfied with each (ratings of 4 or 5 out of 5; excluding don't know/not applicable responses)

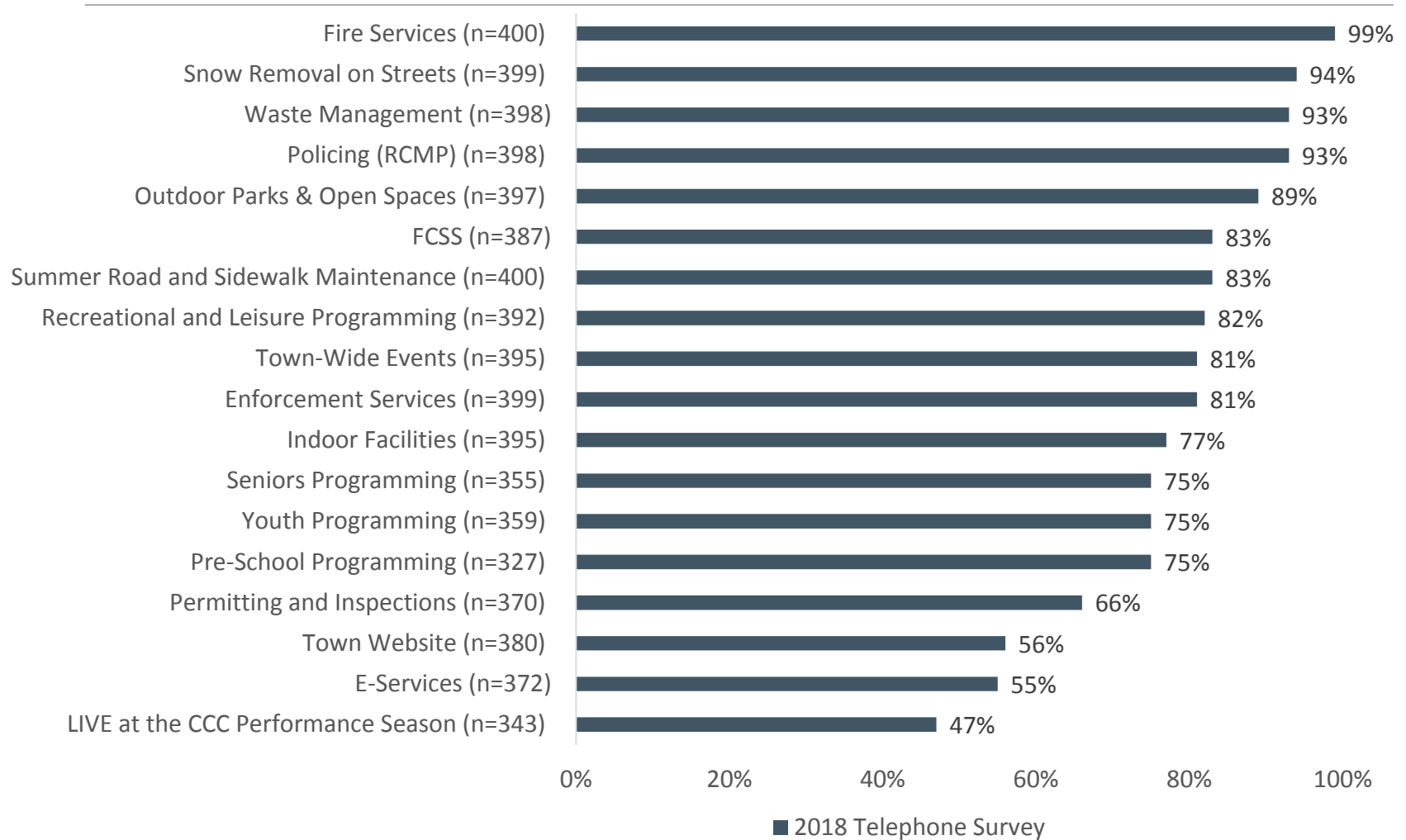
# Satisfaction with Programs, Services and Facilities\* (Public Web Link)



\*Percentage of respondents satisfied with each (excluding don't know/not applicable responses)

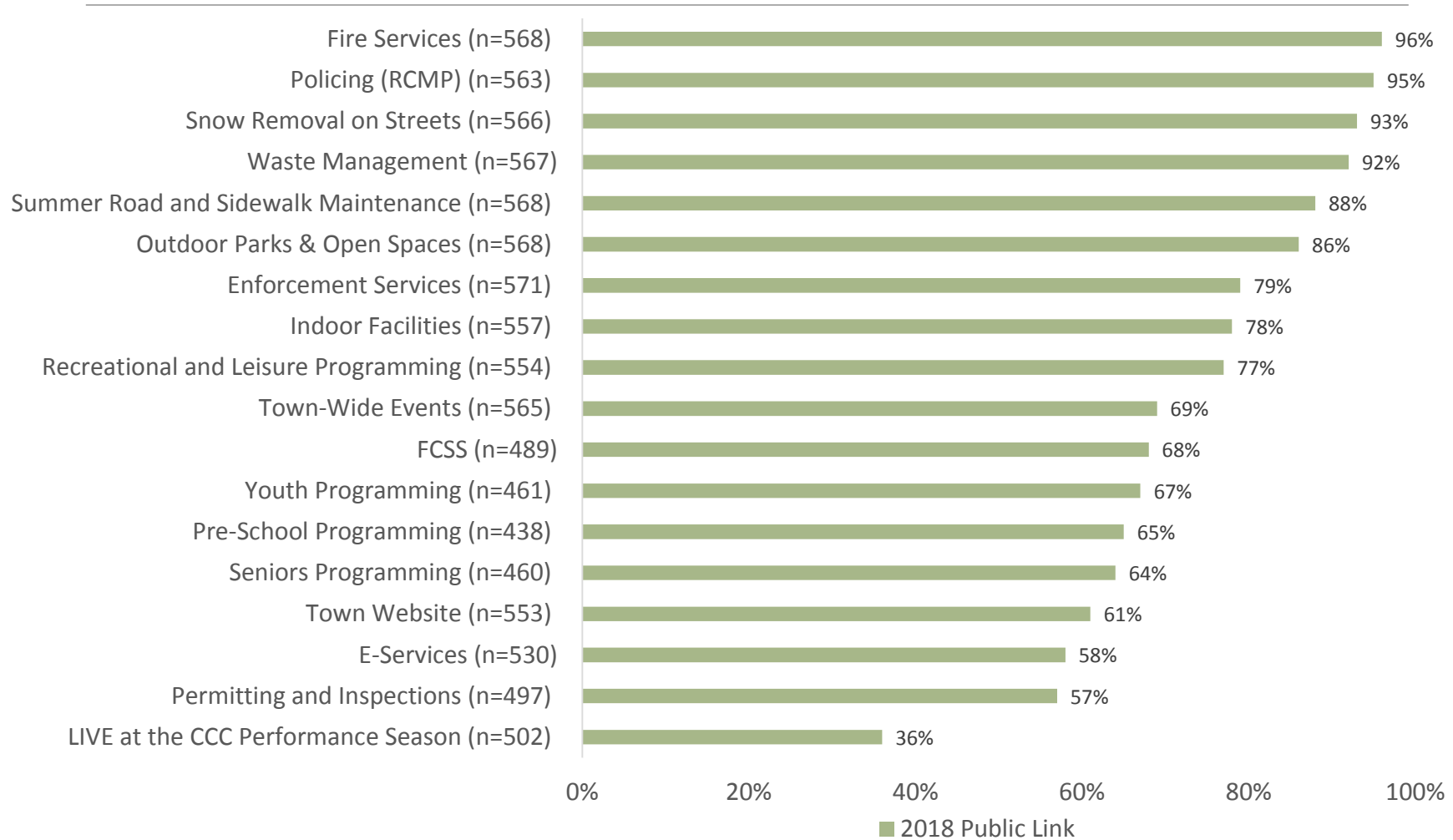


# Importance of Programs, Services and Facilities\* (Telephone)



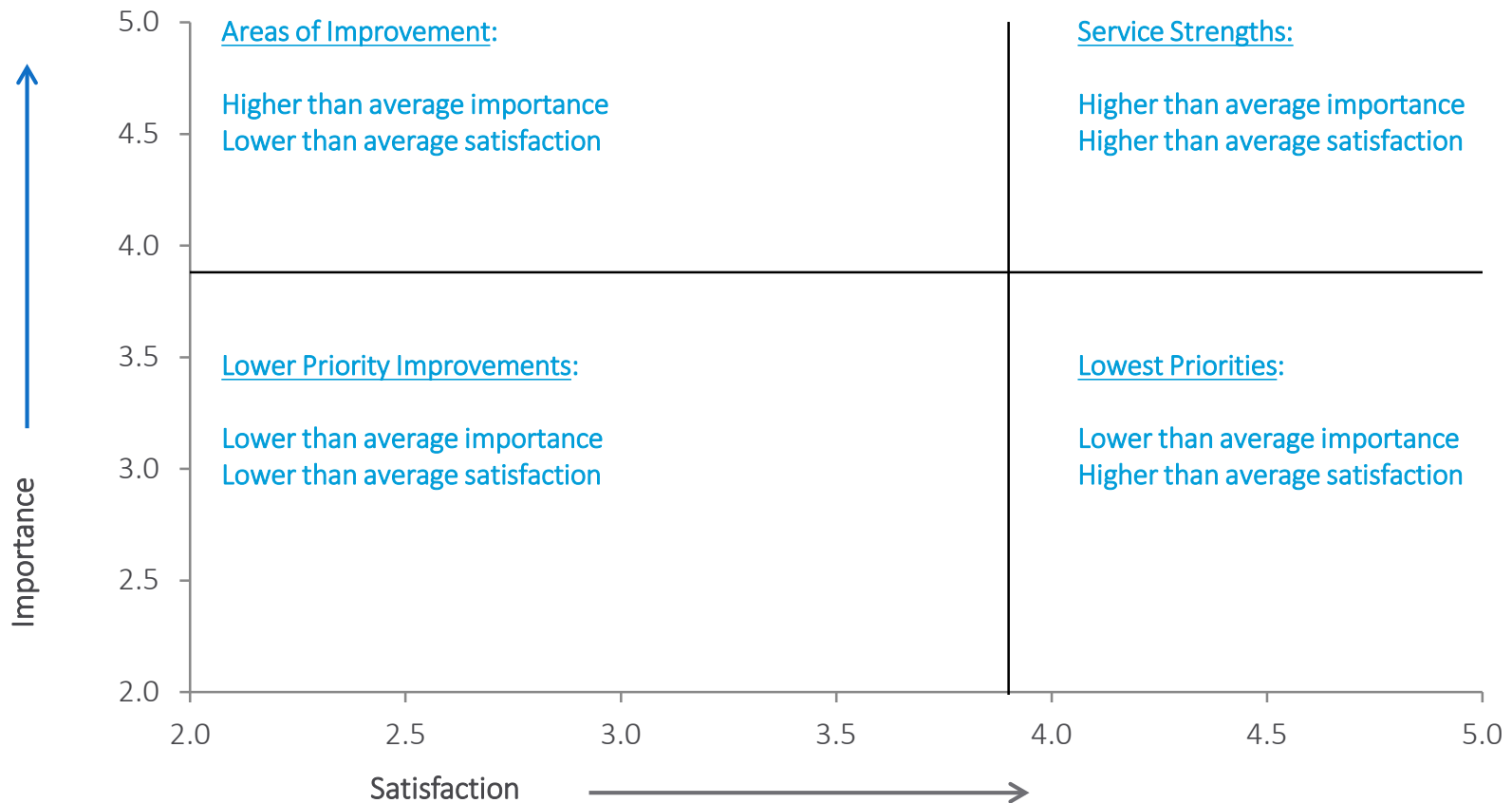
\*Percentage of respondents who rated each as important (ratings of 4 or 5 out of 5; excluding don't know responses)

# Importance of Programs, Services and Facilities\* (Public Web Link)

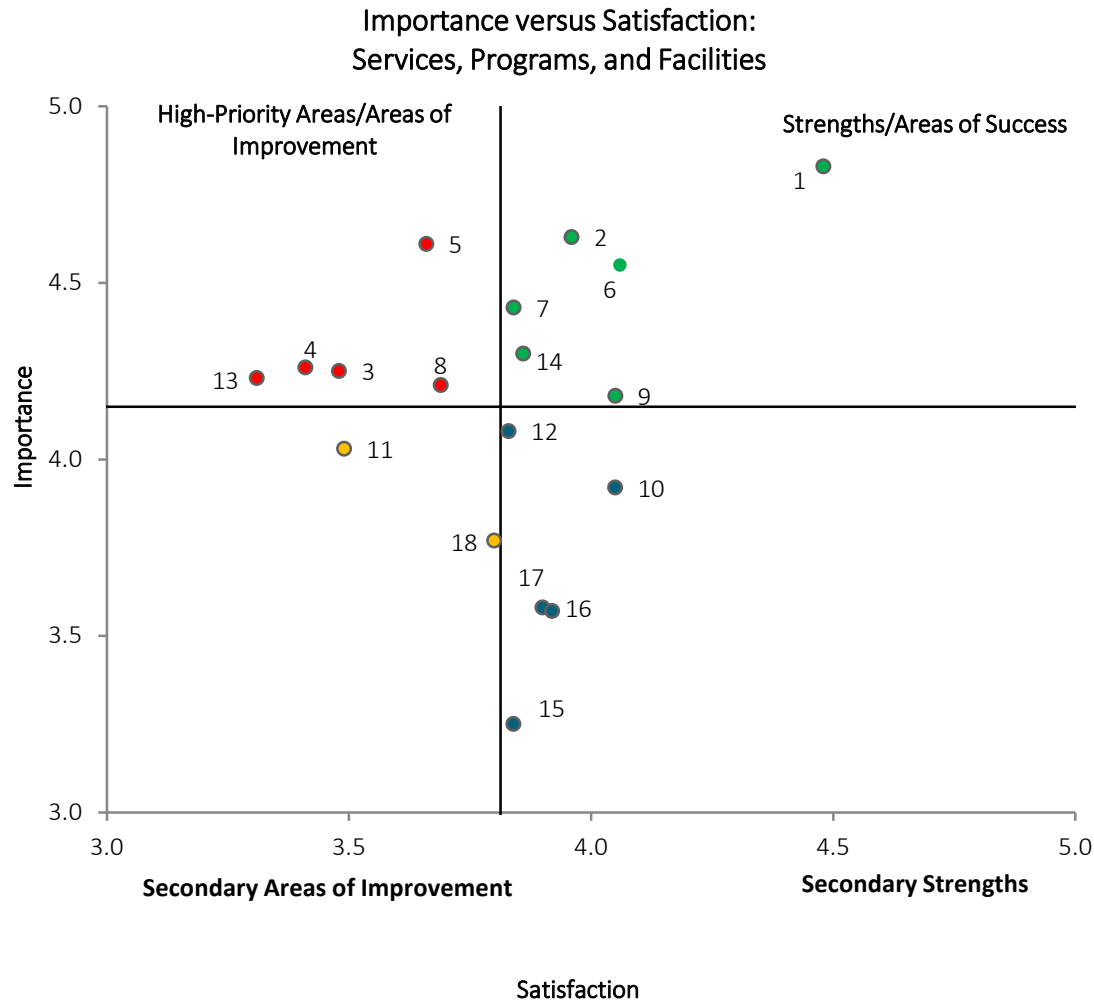


\*Percentage of respondents who rated each as important (ratings of 4 or 5 out of 5; excluding don't know responses)

# Satisfaction Versus Importance



# Satisfaction Versus Importance (Telephone)



1. Fire Services
2. Policing (RCMP)
3. Enforcement Services
4. Summer Road and Sidewalk Maintenance
5. Snow Removal on Streets
6. Waste Management
7. Outdoor Parks & Open Spaces
8. Indoor Facilities
9. Town-Wide Events
10. Pre-School Programming
11. Youth Programming
12. Seniors Programming
13. Recreational and Leisure Programming
14. Family and Community Support Services (FCSS)
15. LIVE at the CCC Performance Season
16. Town Website
17. E-Services
18. Permitting and Inspections

# Satisfaction Versus Importance (Web)



1. Fire Services
2. Policing (RCMP)
3. Enforcement Services
4. Summer Road and Sidewalk Maintenance
5. Snow Removal on Streets
6. Waste Management
7. Outdoor Parks & Open Spaces
8. Indoor Facilities
9. Town-Wide Events
10. Pre-School Programming
11. Youth Programming
12. Seniors Programming
13. Recreational and Leisure Programming
14. Family and Community Support Services (FCSS)
15. LIVE at the CCC Performance Season
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# Key Strengths and Areas For Improvement

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## Key Strengths

### Telephone Survey

- Fire Services
- Policing
- Waste Management
- Outdoor Parks & Open Spaces
- Family and Community Support Services (FCSS)

### Public Web Link

- Fire Services
- Policing
- Snow Removal on Streets
- Waste Management
- Outdoor Parks & Open Spaces

## Areas For Improvement

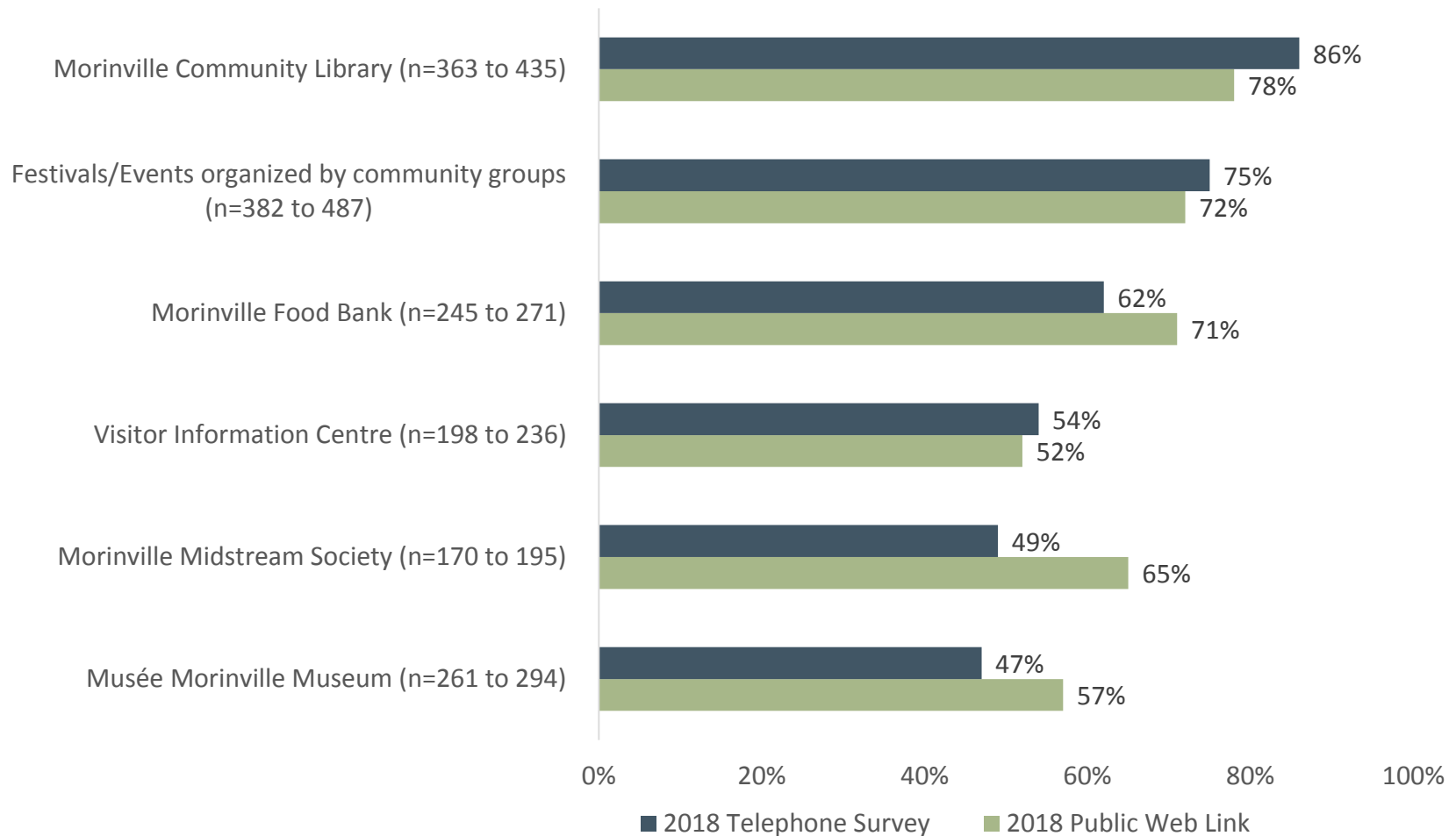
### Telephone Survey

- Enforcement Services
- Summer Roads and Sidewalk Maintenance
- Snow Removal on Streets
- Indoor Facilities
- Recreational and Leisure Programming

### Public Web Link

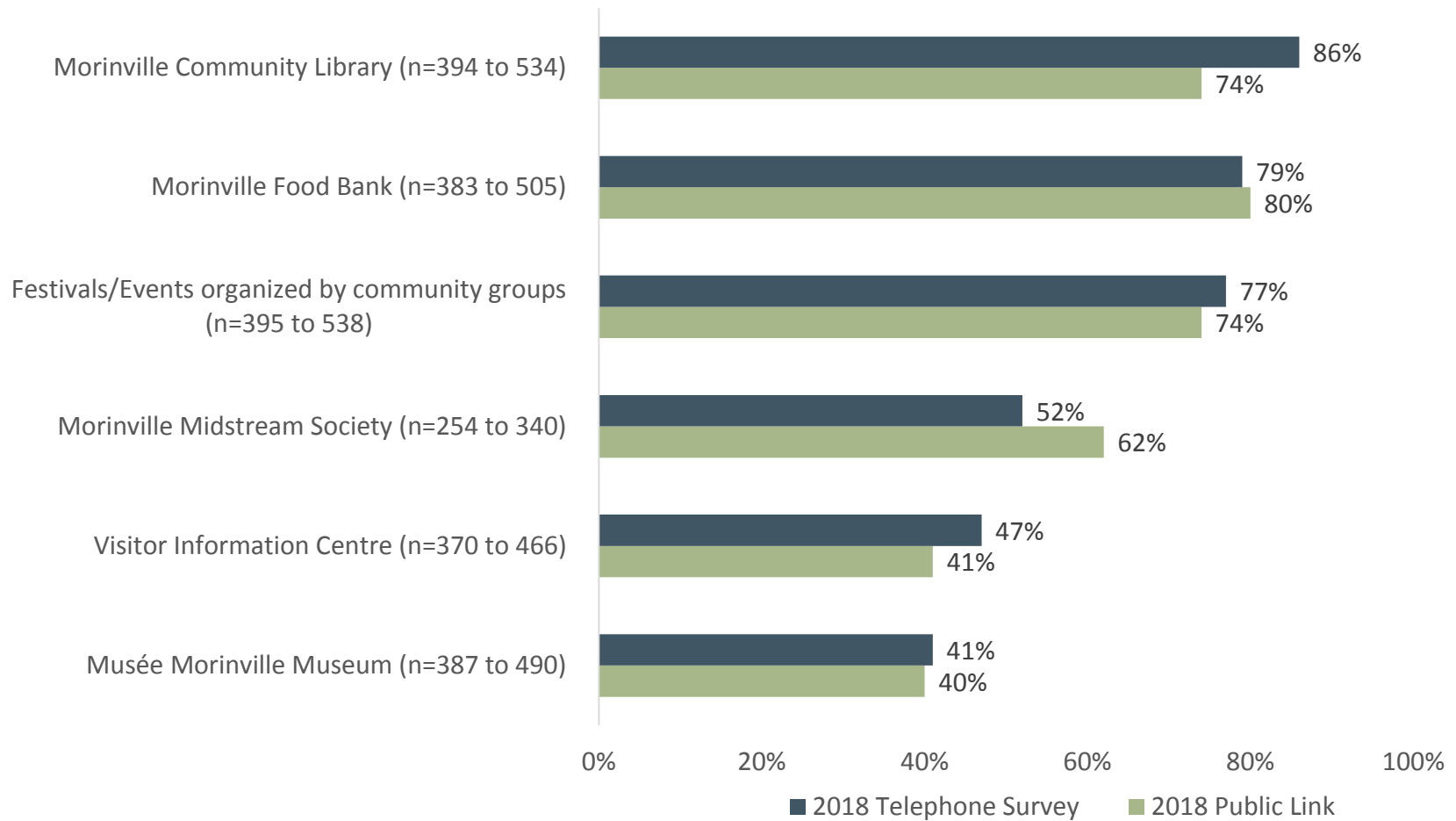
- Enforcement Services
- Summer Roads and Sidewalk Maintenance
- Indoor Facilities
- Recreational and Leisure Programming

# Satisfaction with Municipally Funded, Services and Facilities\*



\*Percentage of respondents satisfied with each (ratings of 4 or 5 out of 5; excluding don't know responses)

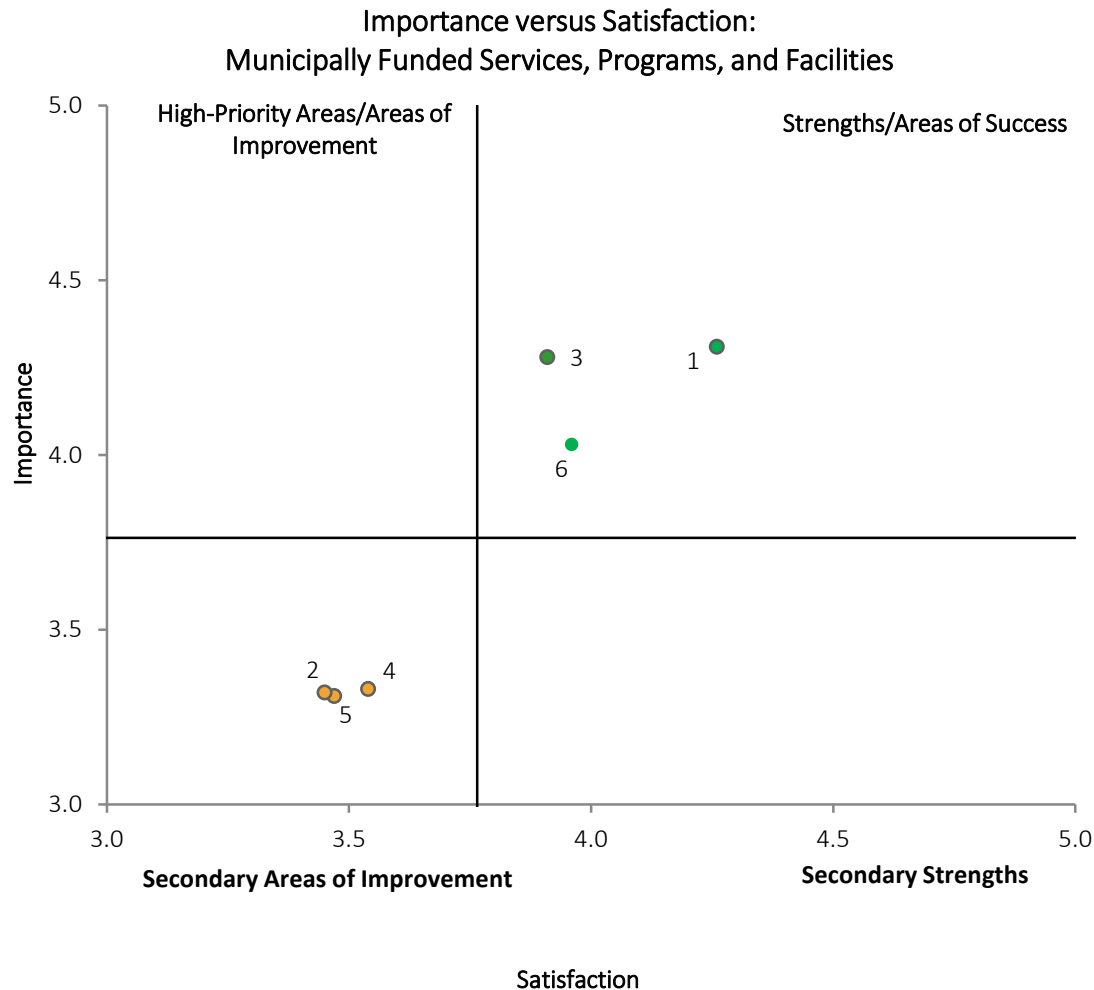
# Importance of Municipally Funded, Services and Facilities\*



\*Percentage of respondents who rated each as important (ratings of 4 or 5 out of 5; excluding don't know responses)



# Satisfaction Versus Importance (Telephone)



1. Morinville Community Library
2. Musée Morinville Museum
3. Morinville Food Bank
4. Morinville Midstream Society
5. Visitor Information Centre
6. Festivals/Events organized by community groups

# Satisfaction Versus Importance (Web)



1. Morinville Community Library
2. Musée Morinville Museum
3. Morinville Food Bank
4. Morinville Midstream Society
5. Visitor Information Centre
6. Festivals/Events organized by community groups

# Key Strengths and Areas For Improvement

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## Key Strengths

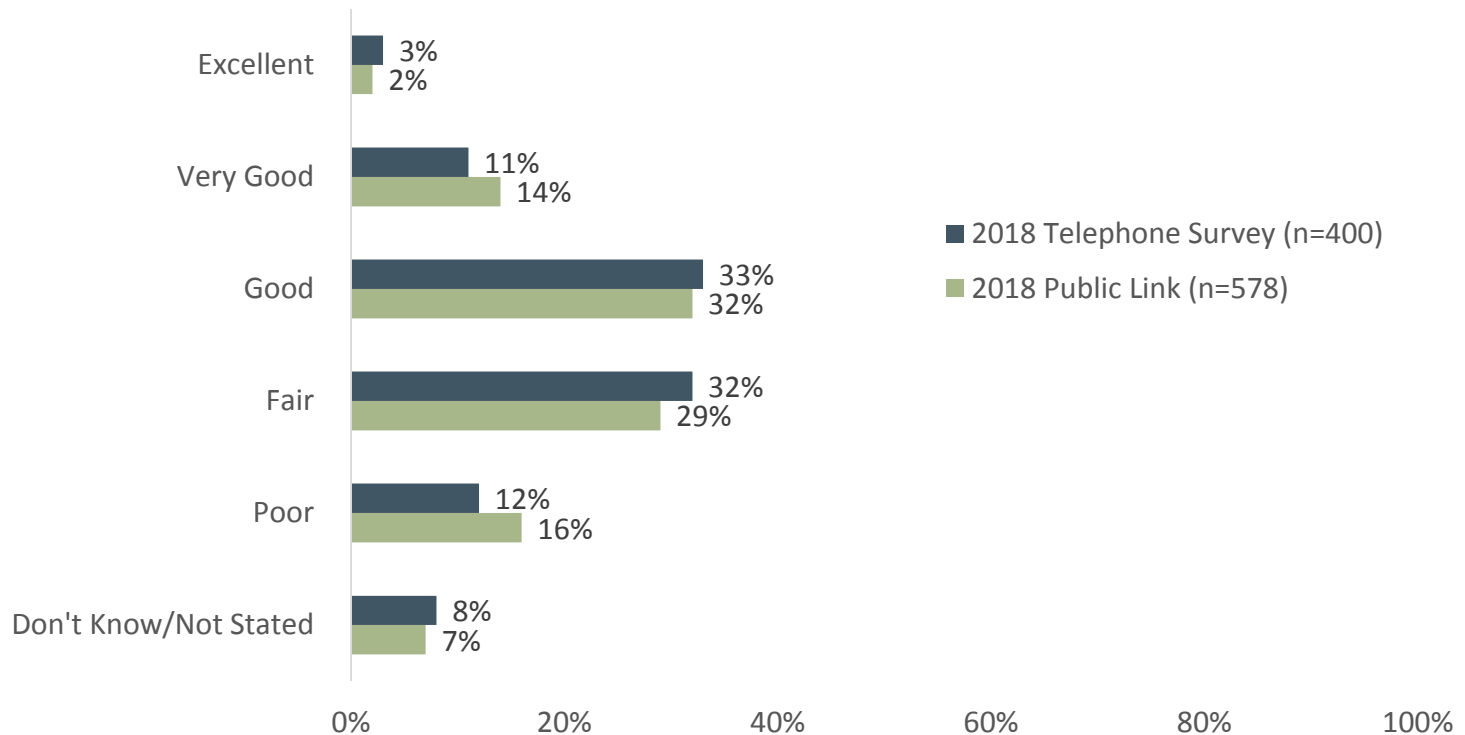
### **Telephone Survey and Public Web Link**

- Morinville Community Library
- Morinville Food Bank
- Festivals/Events organized by community groups

There were no Primary Areas For Improvement

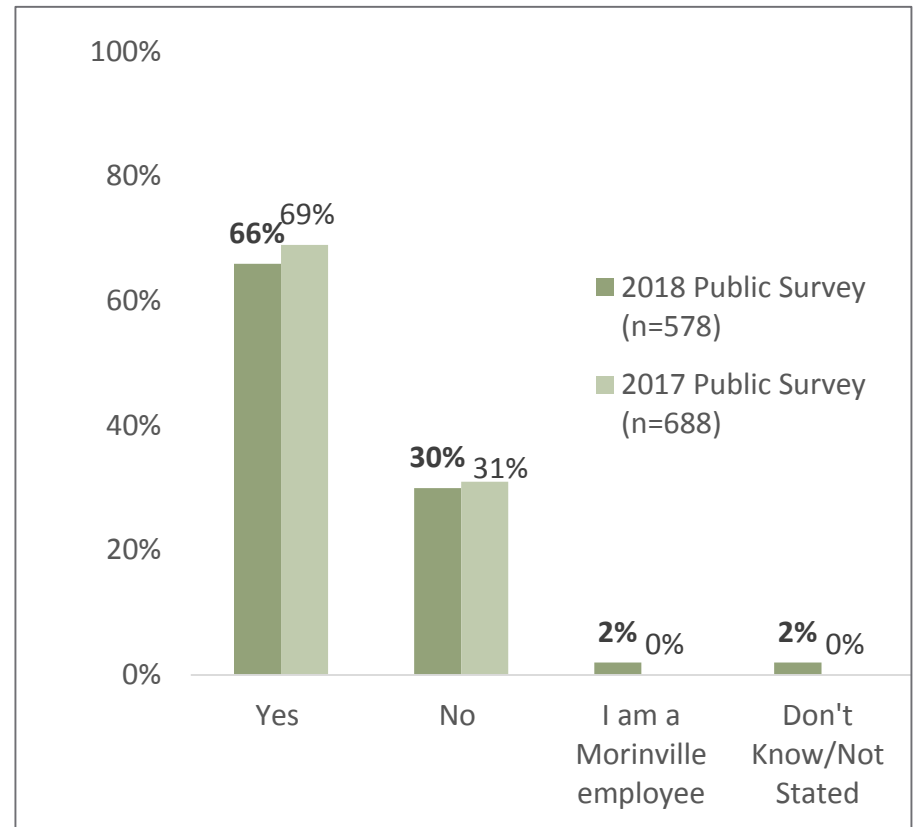
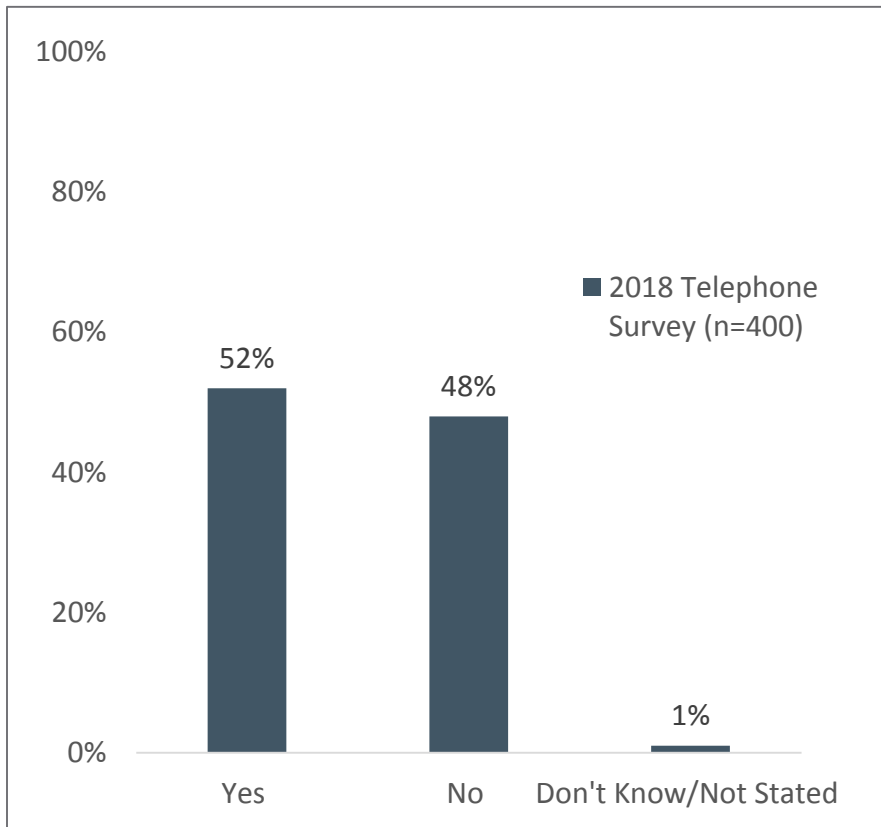
# Property Taxes

Q. Thinking about the amount of your tax bill that pays for municipal services, what value would you say you receive for your tax dollars?



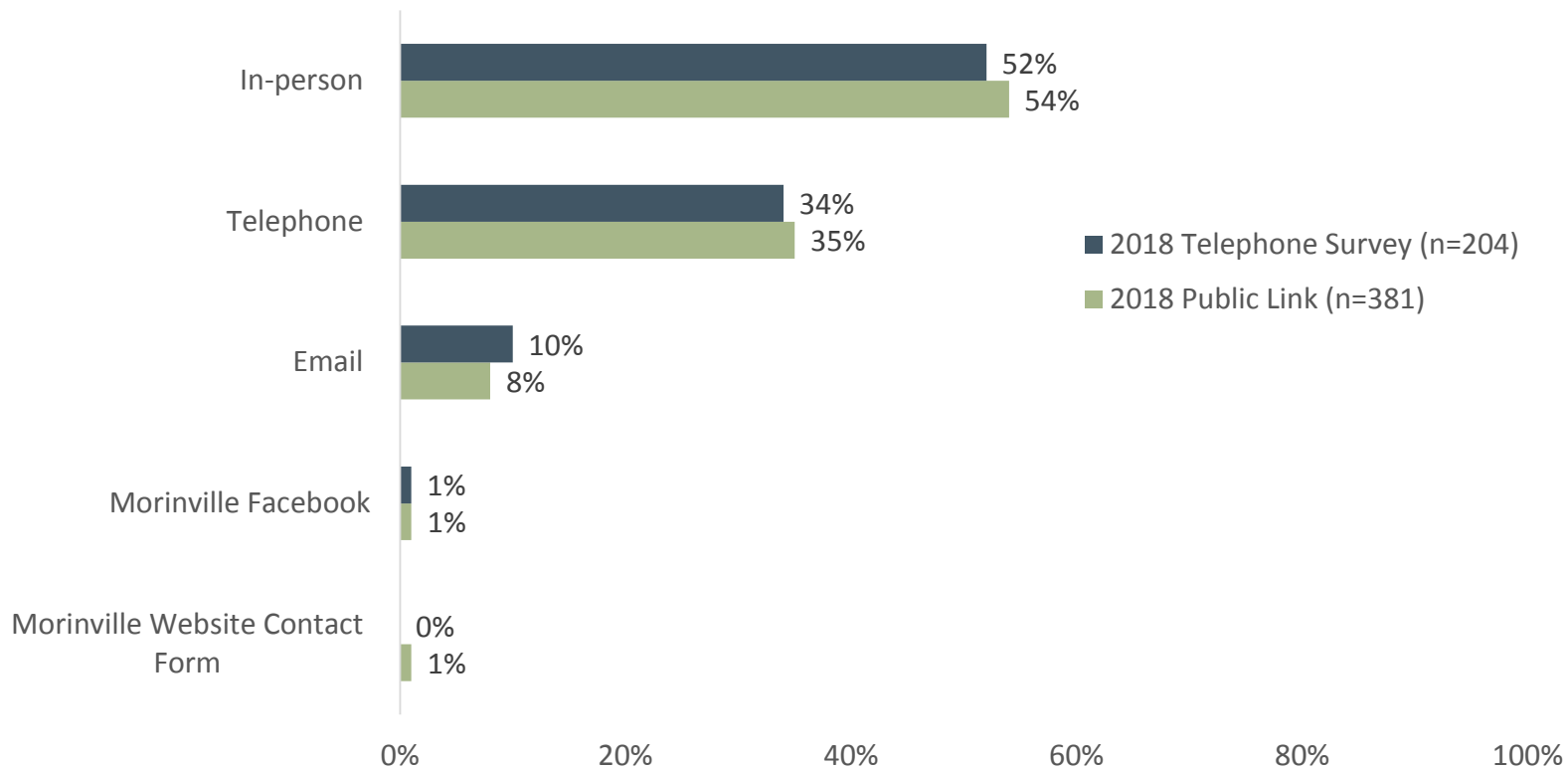
# Morinville Employees

Q. In the past 12 months, have you been in contact with a Morinville employee?



# Morinville Employees

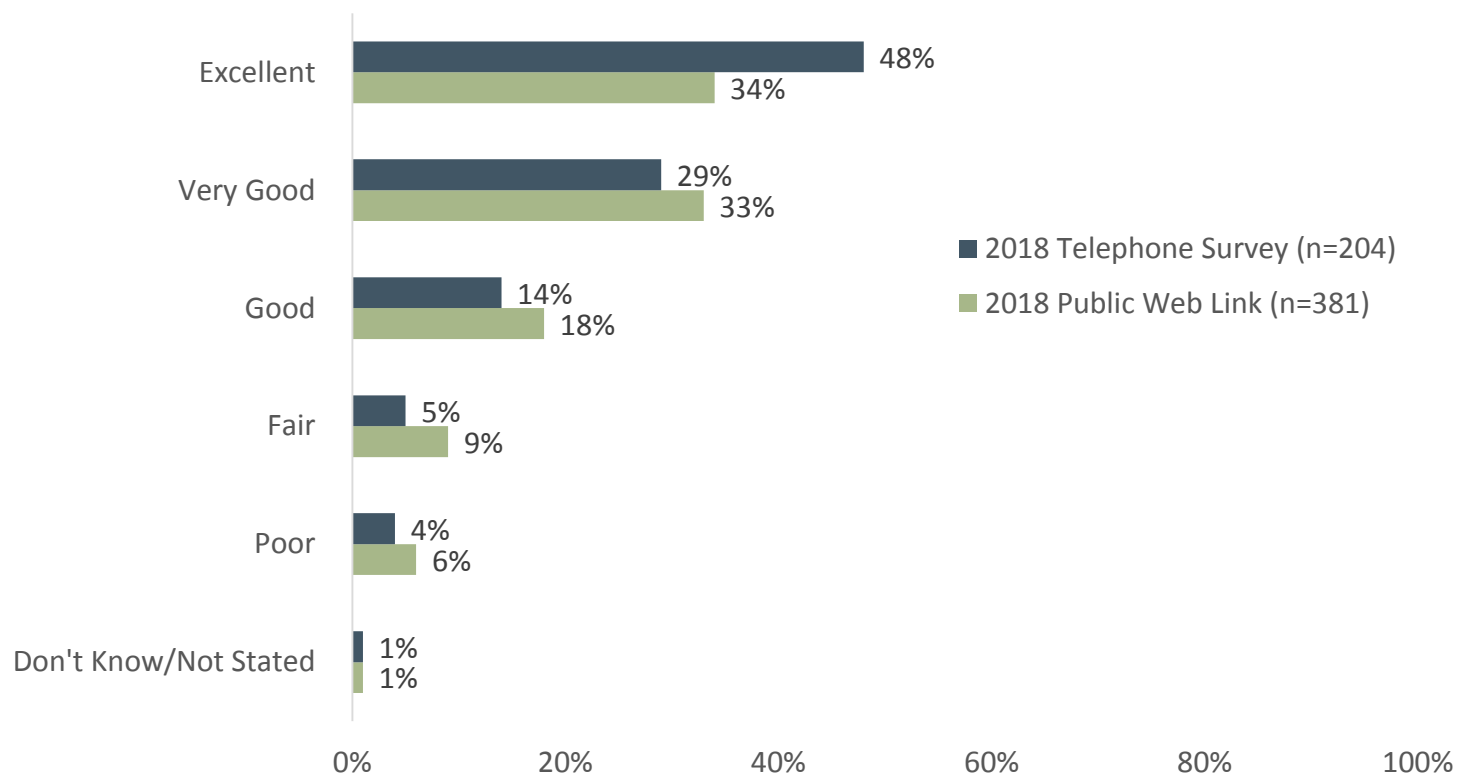
Q. How did you last contact a Morinville employee?



Base: Respondents who have had contact with a Town of Morinville employee in the past 12 months

# Morinville Employees

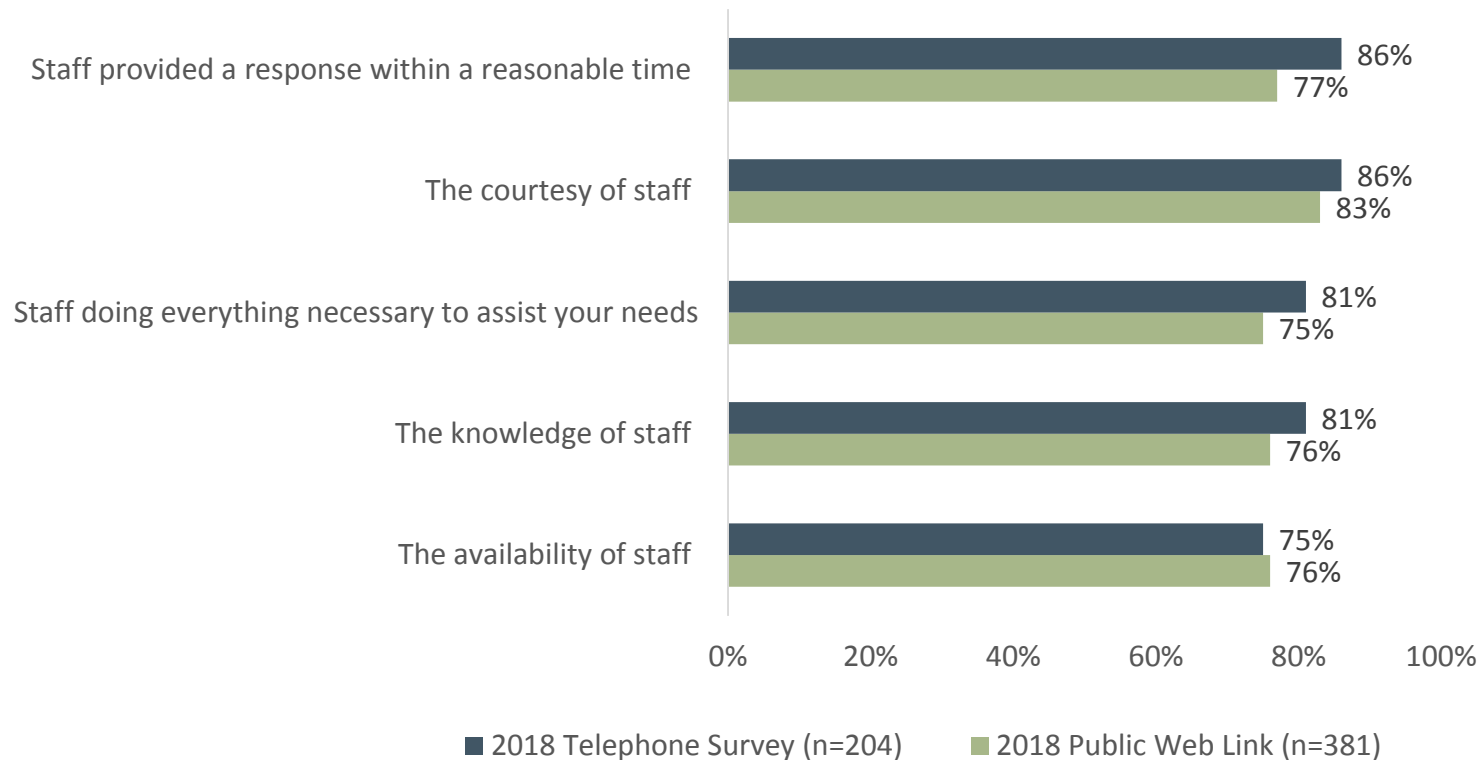
Q. Thinking of your latest contact with the Town of Morinville, how would you rate the customer service you received?



Base: Respondents who have had contact with a Town of Morinville employee in the past 12 months

# Satisfaction With Employees\*

Q. How satisfied were you with...?



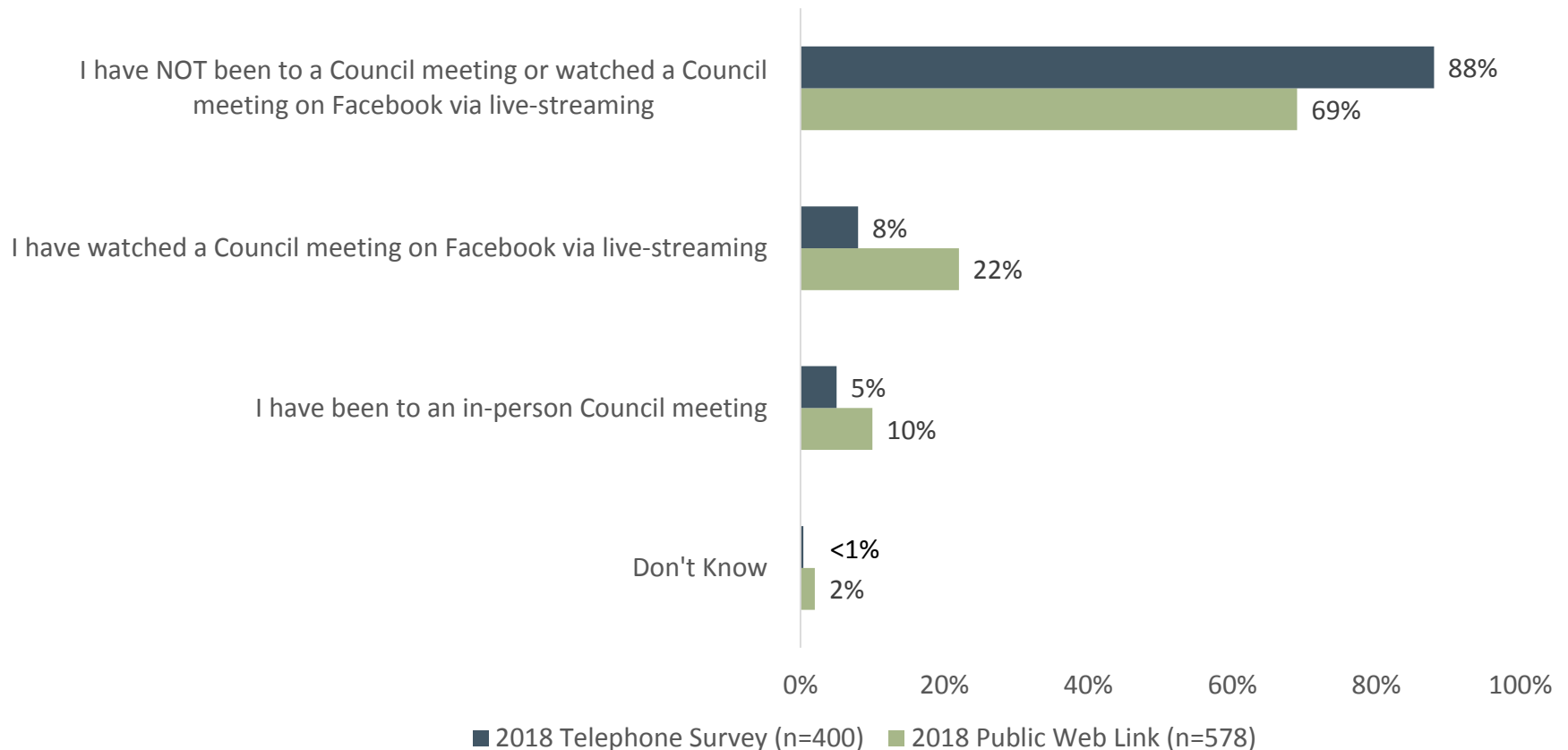
\*Percentage of respondents who were satisfied with each aspect (ratings of 4 or 5 out of 5)

Base: Respondents who have had contact with a Town of Morinville employee in the past 12 months



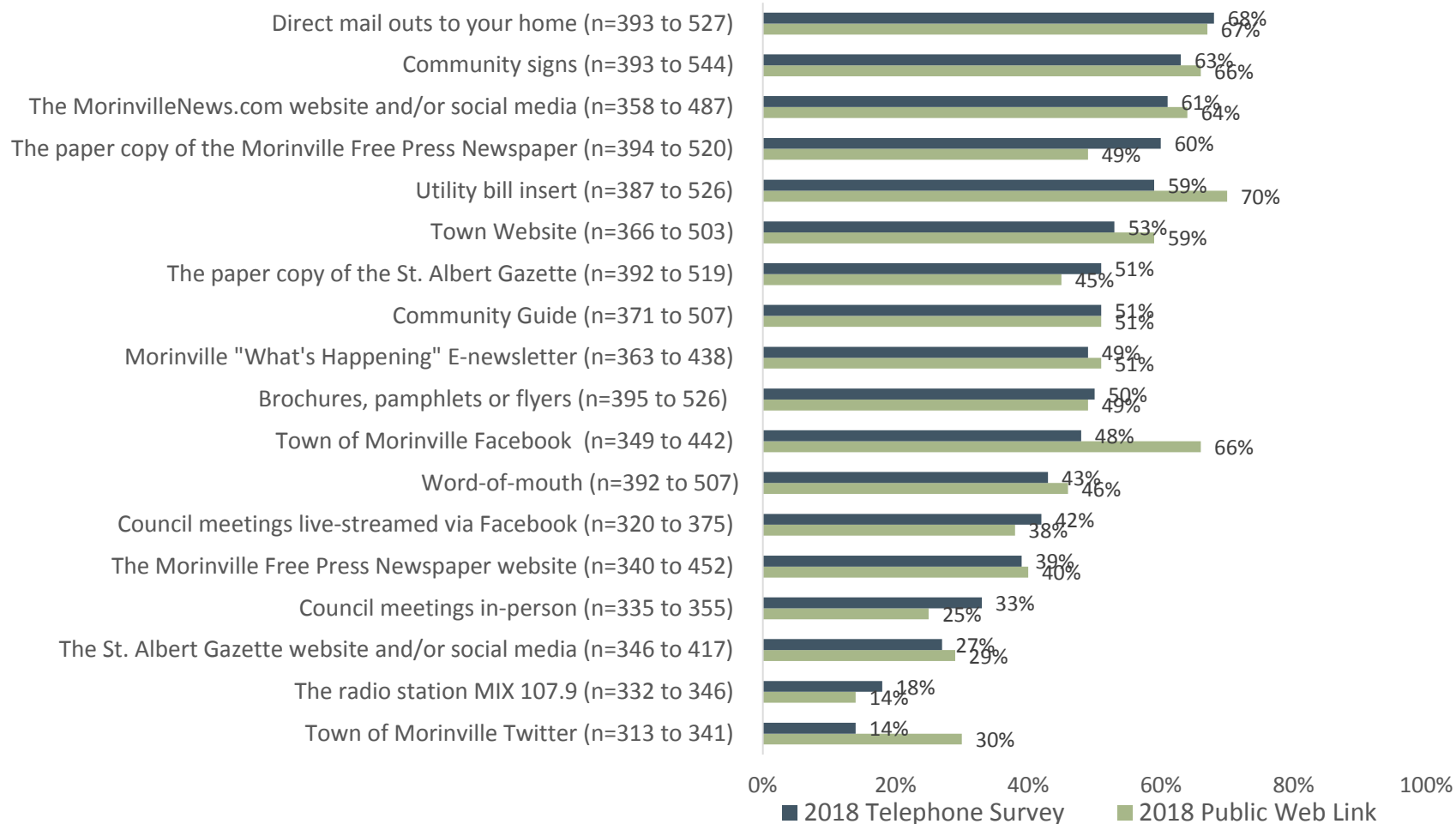
# Morinville Council Meetings

Q. In the past 12 months, have you attended or watched a Morinville Council meeting?



# Morinville Communication Methods\*

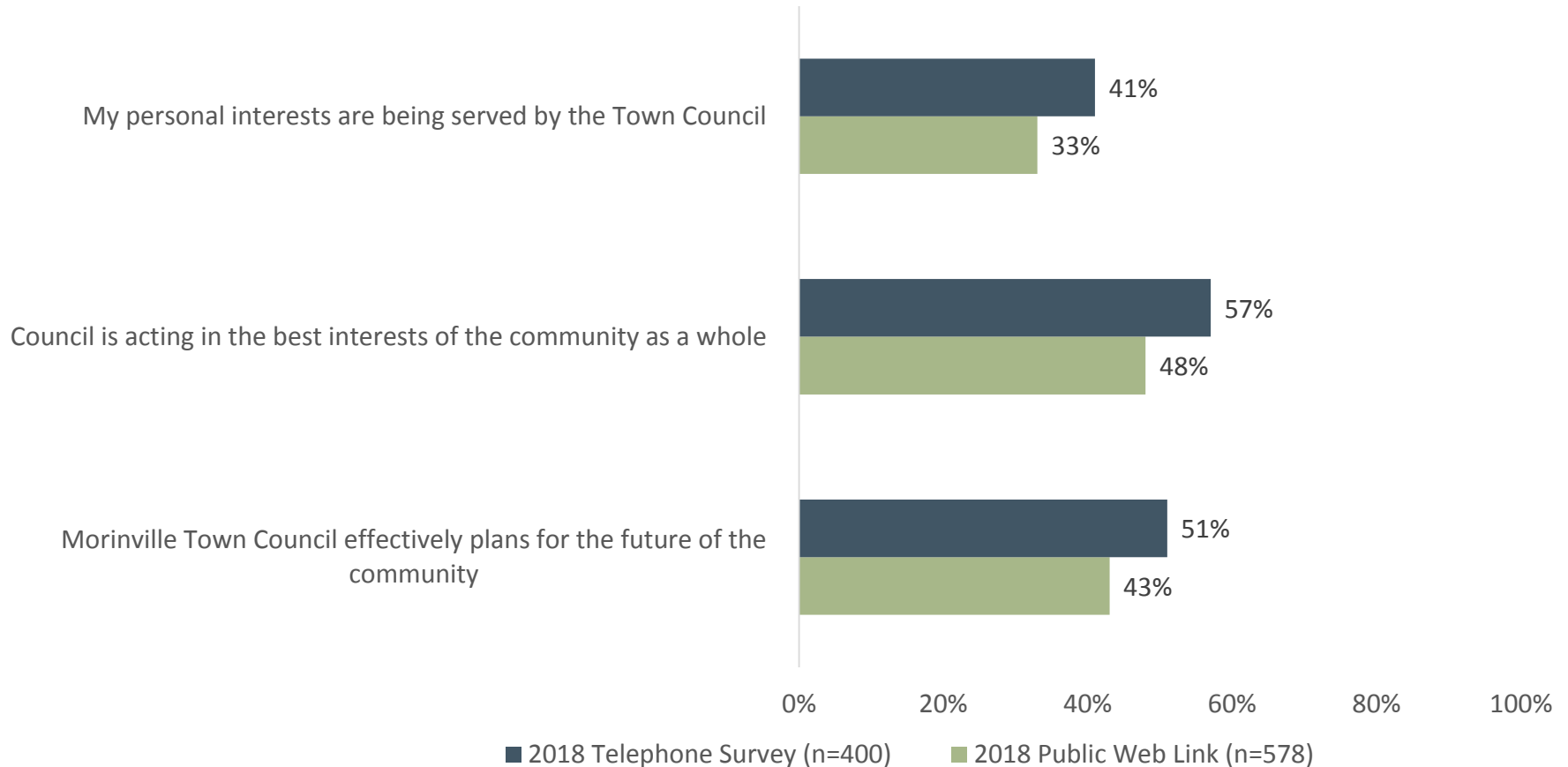
Q. Please rate the effectiveness of each communication method:



\*Percentage of respondents who rated each method as effective (ratings of 4 or 5 out of 5 (excluding don't know responses))

# Municipal Leadership

## Agreement with statements regarding municipal leadership\*



\*Percentage of respondents who agreed with each statement (ratings of 4 or 5 out of 5)

# Final Comments

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Q. Do you have any final comments or suggestions for the Town of Morinville regarding topics in this survey?

(Top Responses)

## Telephone Survey (n=400)

- Need more recreational facilities/programs – 4%
- Need to lower taxes – 4%
- Need more Town services/amenities – 2%
- Need to attract more shopping/businesses – 2%

## Public Web Link (n=578)

- Need more recreational facilities/programs – 3%
- Need to lower taxes – 2%
- Need to improve road conditions – 2%
- Need more efficient Town Council – 2%
- Need to attract more shopping/businesses – 2%
- Improve communication with residents – 2%
- Improve traffic flow/management – 2%

# Sub-Segment Findings

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Those who lived in Morinville for 10 years or less were significantly more likely to agree that Morinville is a safe place to live.

Females were significantly more likely to be satisfied with the following:

- Enforcement Services
- Town-Wide Events
- LIVE at the CCC Performance Season
- Town Website
- Morinville Community Library
- Morinville Food Bank
- Morinville Midstream Society

Those aged 55 and older were significantly more likely to rate the value they receive for their tax dollars as “very good” or “excellent”

# Key Findings

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The majority of respondents were satisfied with their overall quality of life in Morinville (74% phone, 67% web), citing the small town feel, friendly residents, and peaceful atmosphere as factors contributing to their satisfaction.

Fire Services, Policing, Waste Management, and Outdoor Parks and Open Spaces were seen as key strengths across both methodologies.

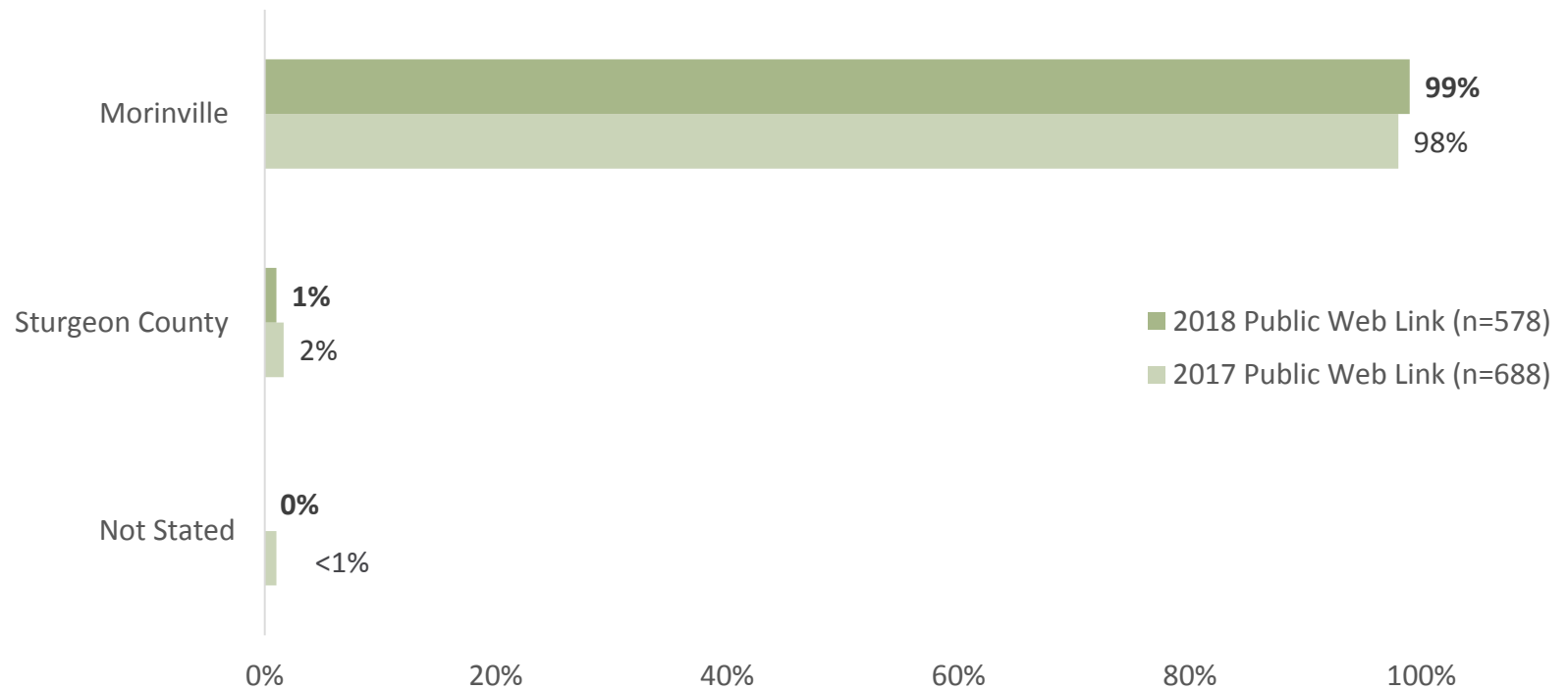
The Morinville Community Library, Food Bank, and Festivals/Events organized by community groups were also key strengths across both methodologies.

Nearly half of respondents (48% for both phone and web), rated the value they receive for their tax dollars as “good”, “very good”, or “excellent”.

The majority of those who contacted a Morinville Employee rated their latest contact as “good”, “very good”, or “excellent” (91% phone, 85% web).

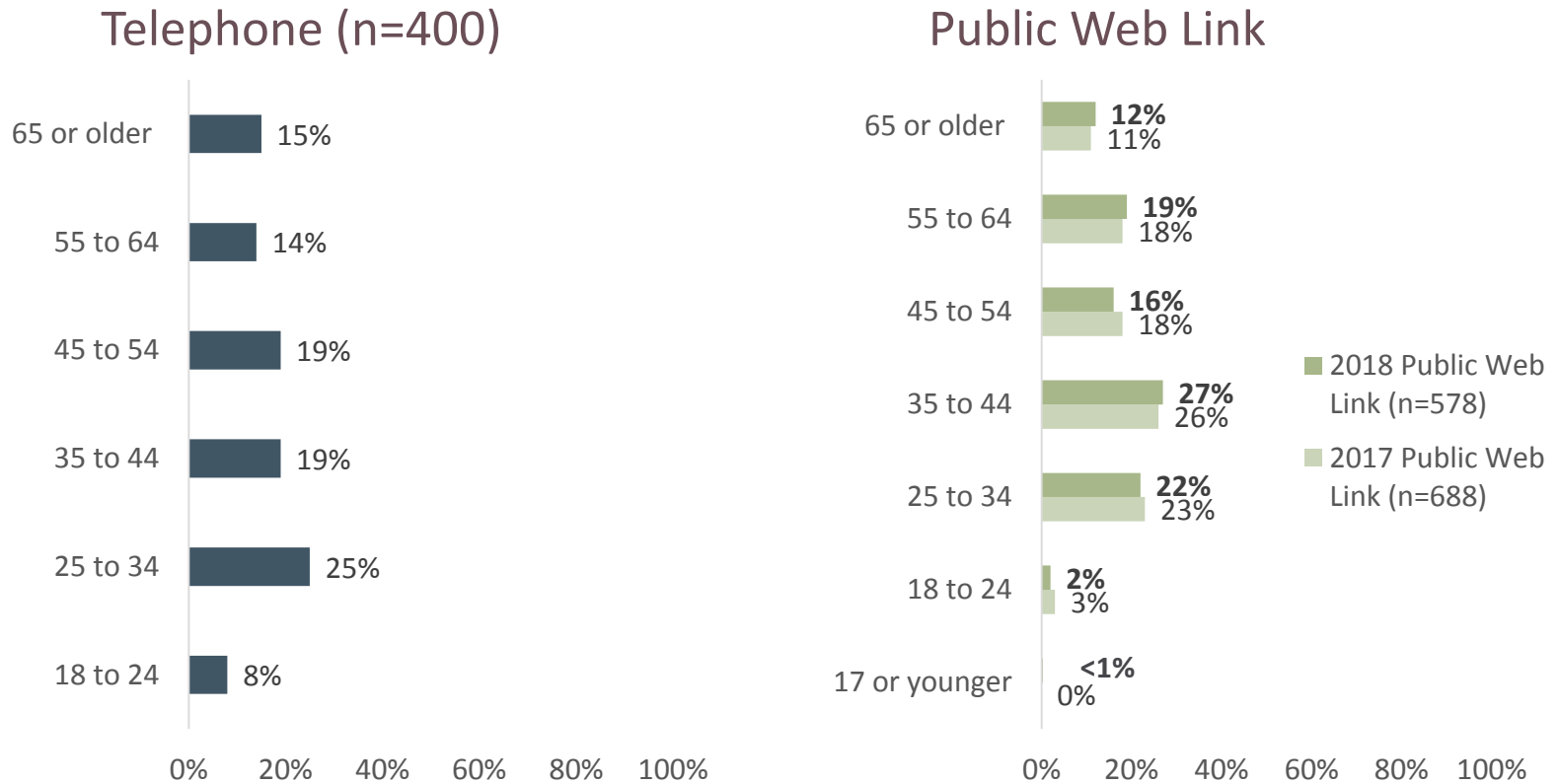
# Respondent Demographics

Q. Where do you reside? (Web only)



# Respondent Demographics

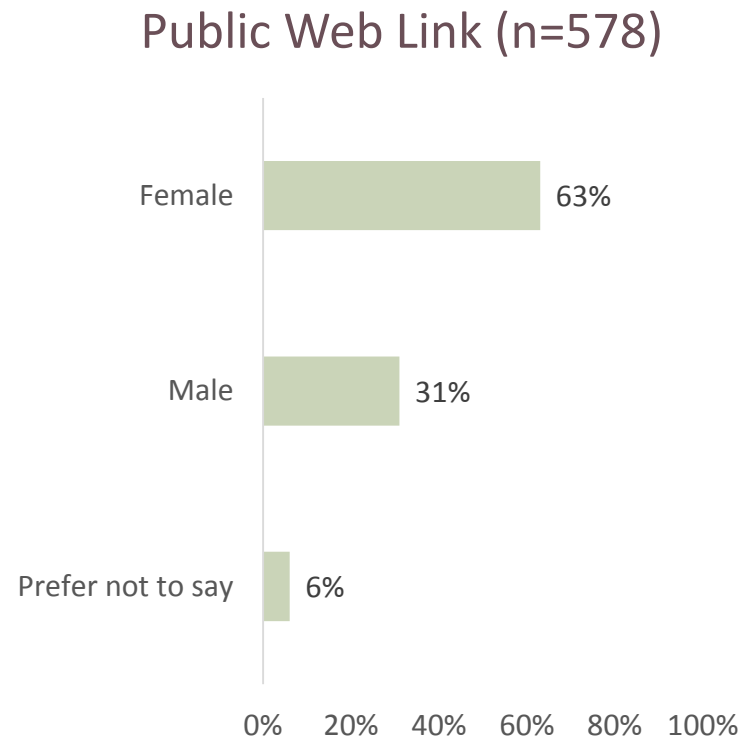
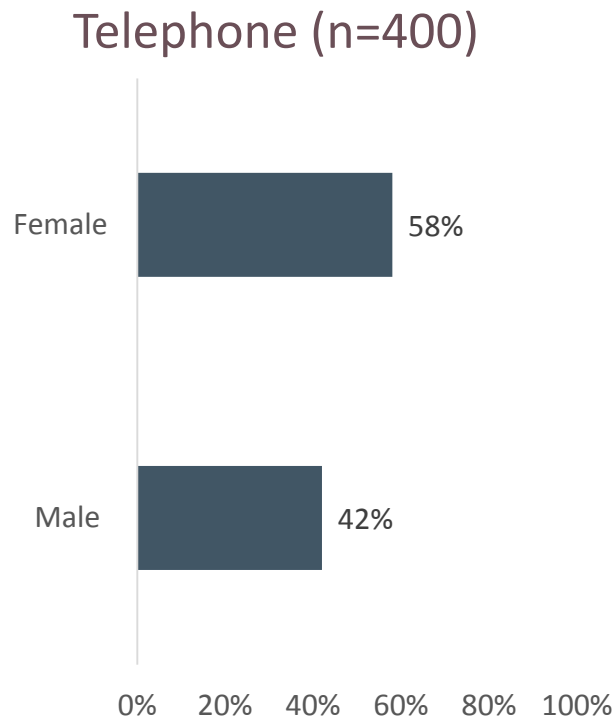
Q. How old are you?





# Respondent Demographics

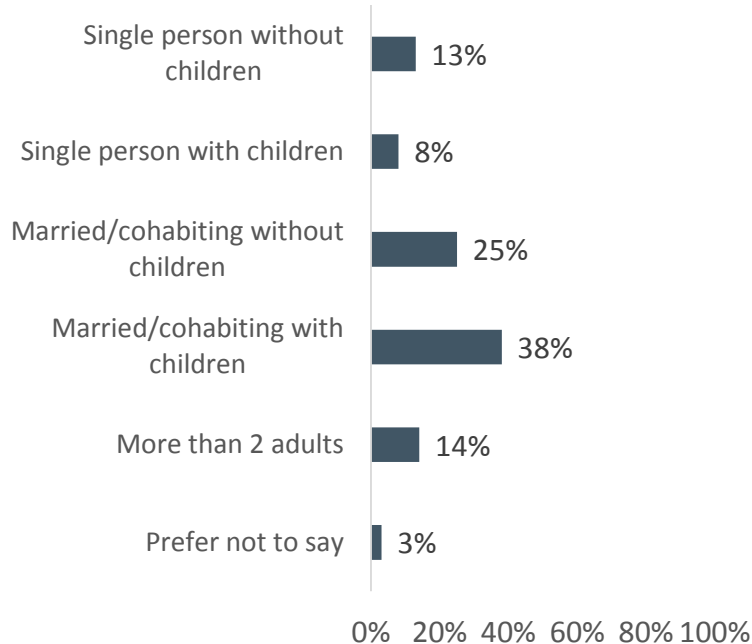
## Q. Gender



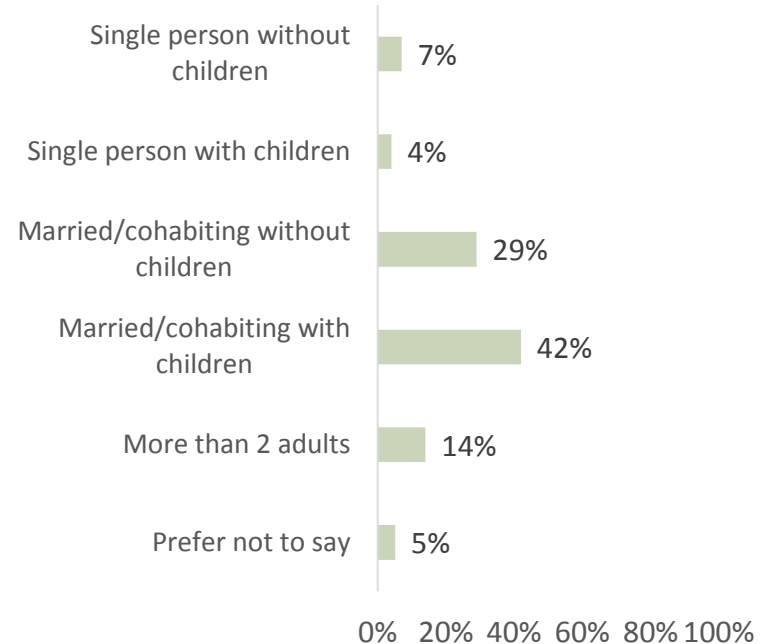
# Respondent Demographics

Q. Which of the following best describes your household composition?

Telephone (n=400)



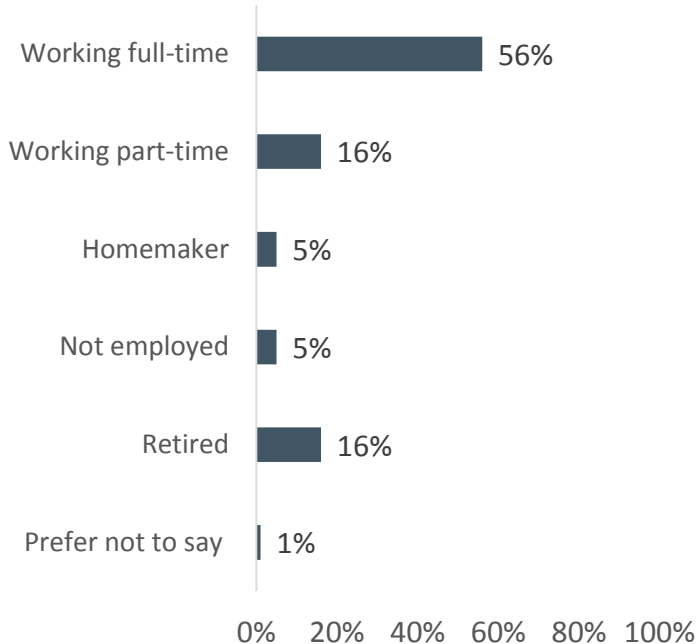
Public Web Link (n=578)



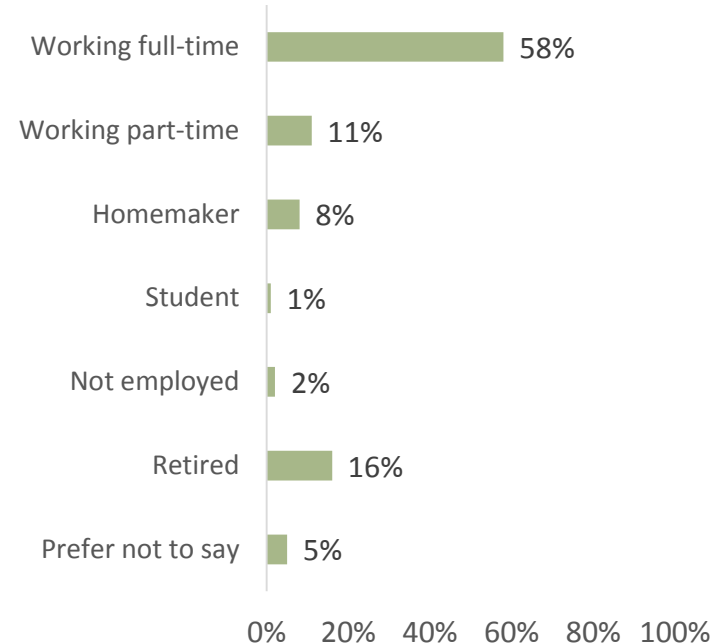
# Respondent Demographics

Q. What is your current employment status?

Telephone (n=400)



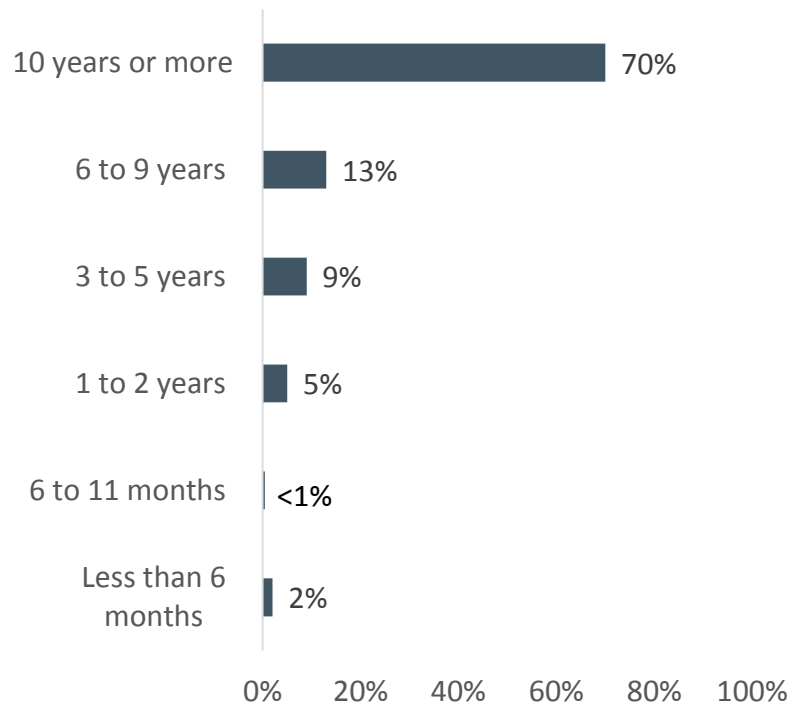
Public Web Link (n=578)



# Respondent Demographics

Q. How long have you lived in Morinville?

Telephone (n=400)



Public Web Link

