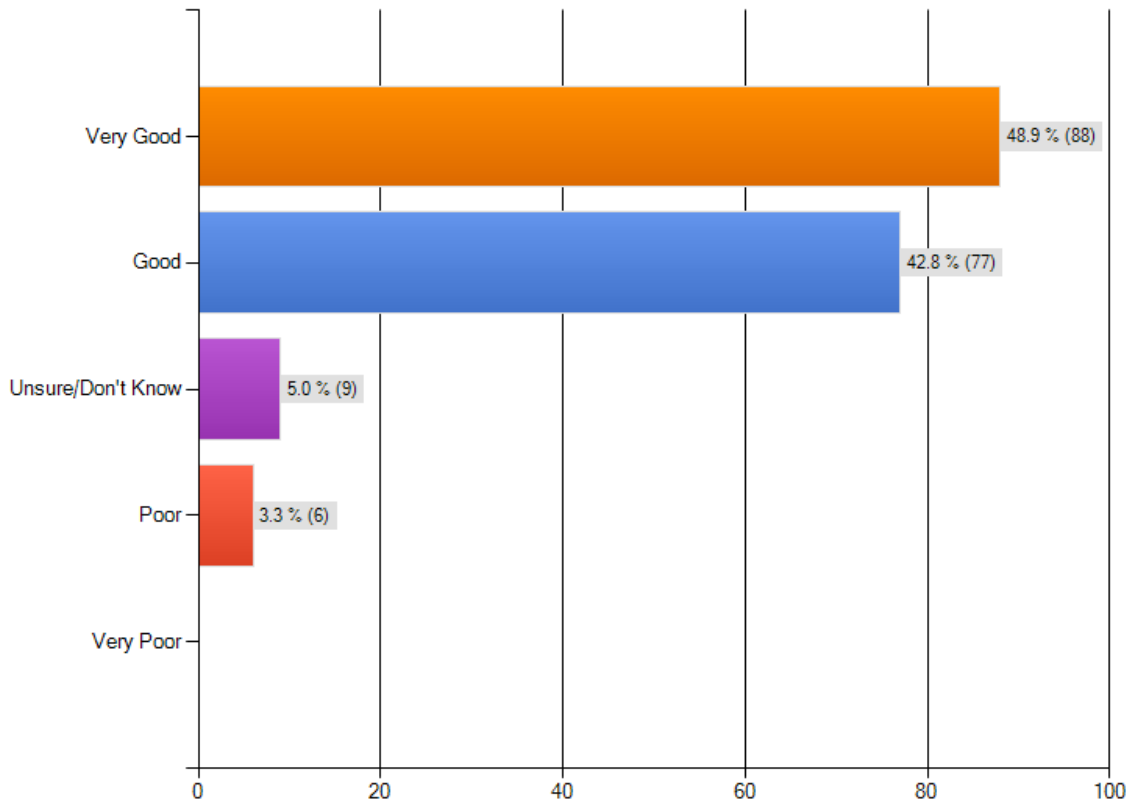


QUESTION ONE

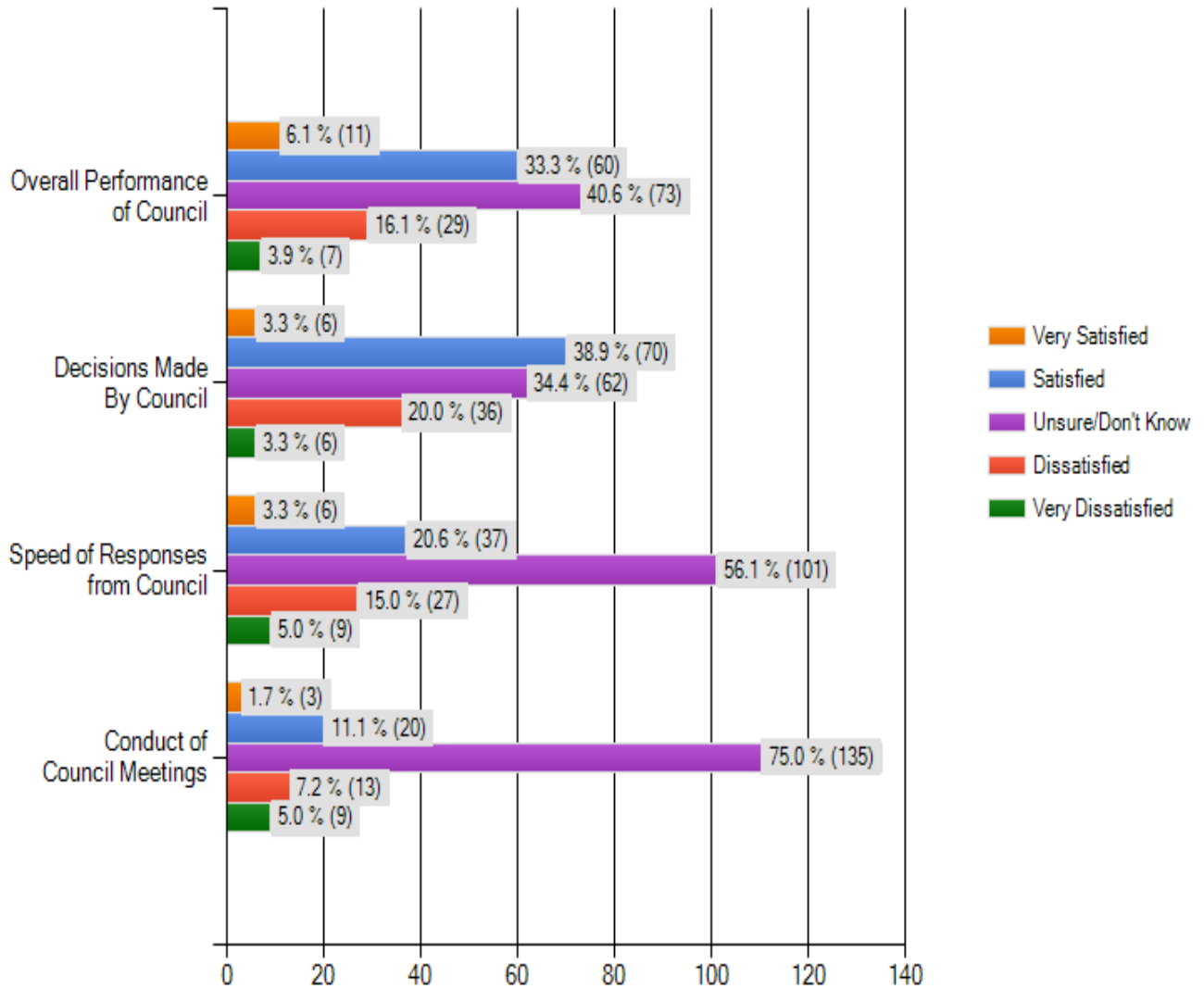
In general, how would you rate the overall quality of life in Morden?



Answer Options	Response Percent	Response Count
Very Good	48.9%	88
Good	42.8%	77
Unsure/Don't Know	5.0%	9
Poor	3.3%	6
Very Poor	0.0%	0

QUESTION TWO

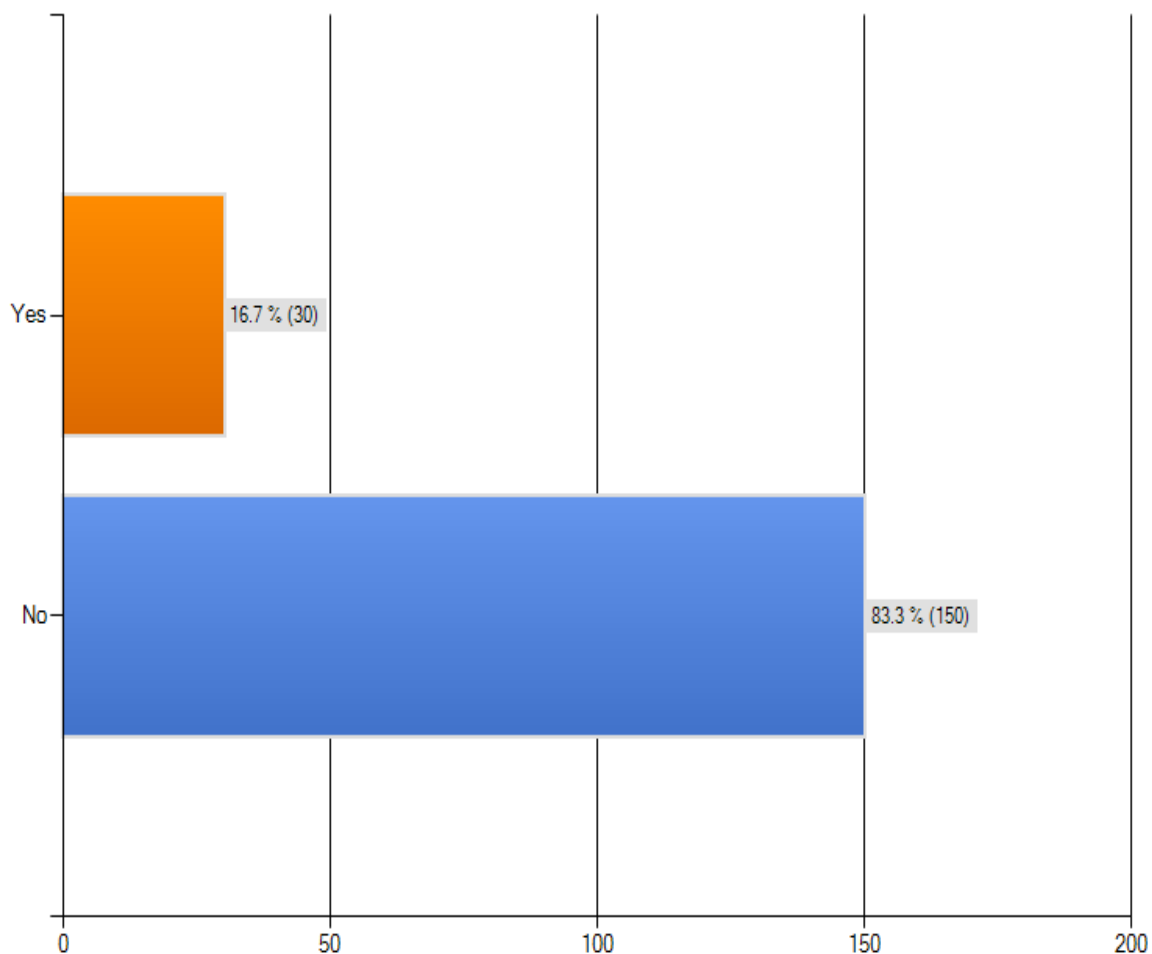
Town Council has seven elected members that meet at least twice a month to review issues, develop policies, and oversee the general direction of the Town. How would you rate your overall satisfaction in the following areas?



Answer Options	Very Satisfied	Satisfied	Unsure/Don't Know	Dissatisfied	Very Dissatisfied
Overall Performance of Council	11	60	73	29	7
Decisions Made By Council	6	70	62	36	6
Speed of Responses from Council	6	37	101	27	9
Conduct of Council Meetings	3	20	135	13	9

QUESTION THREE

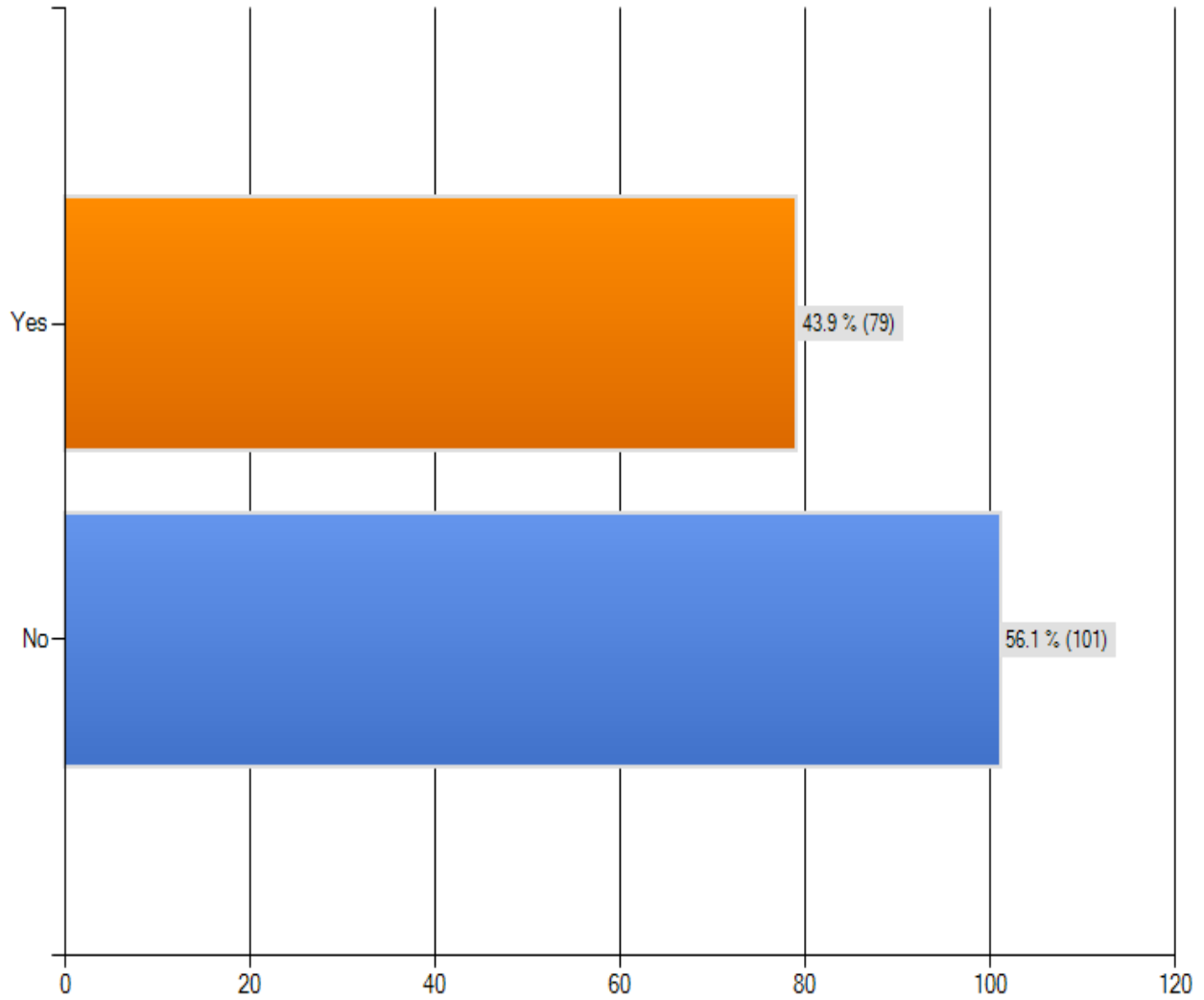
Have you attended a Council meeting in the past two years?



Answer Options	Response Percent	Response Count
Yes	16.7%	30
No	83.3%	150

QUESTION FOUR

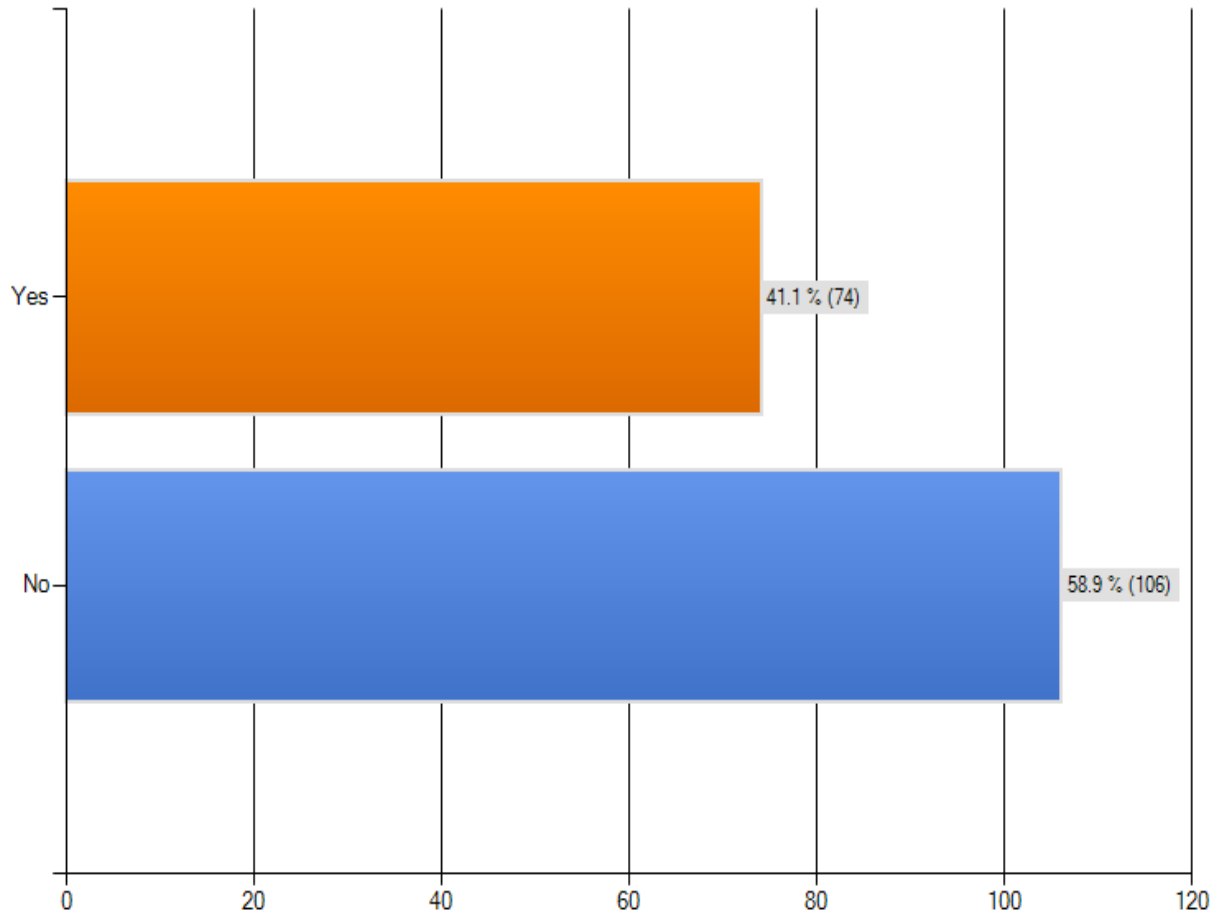
Have you contacted a member of Council in the past two years?



Answer Options	Response Percent	Response Count
Yes	43.9%	79
No	56.1%	101

QUESTION FIVE

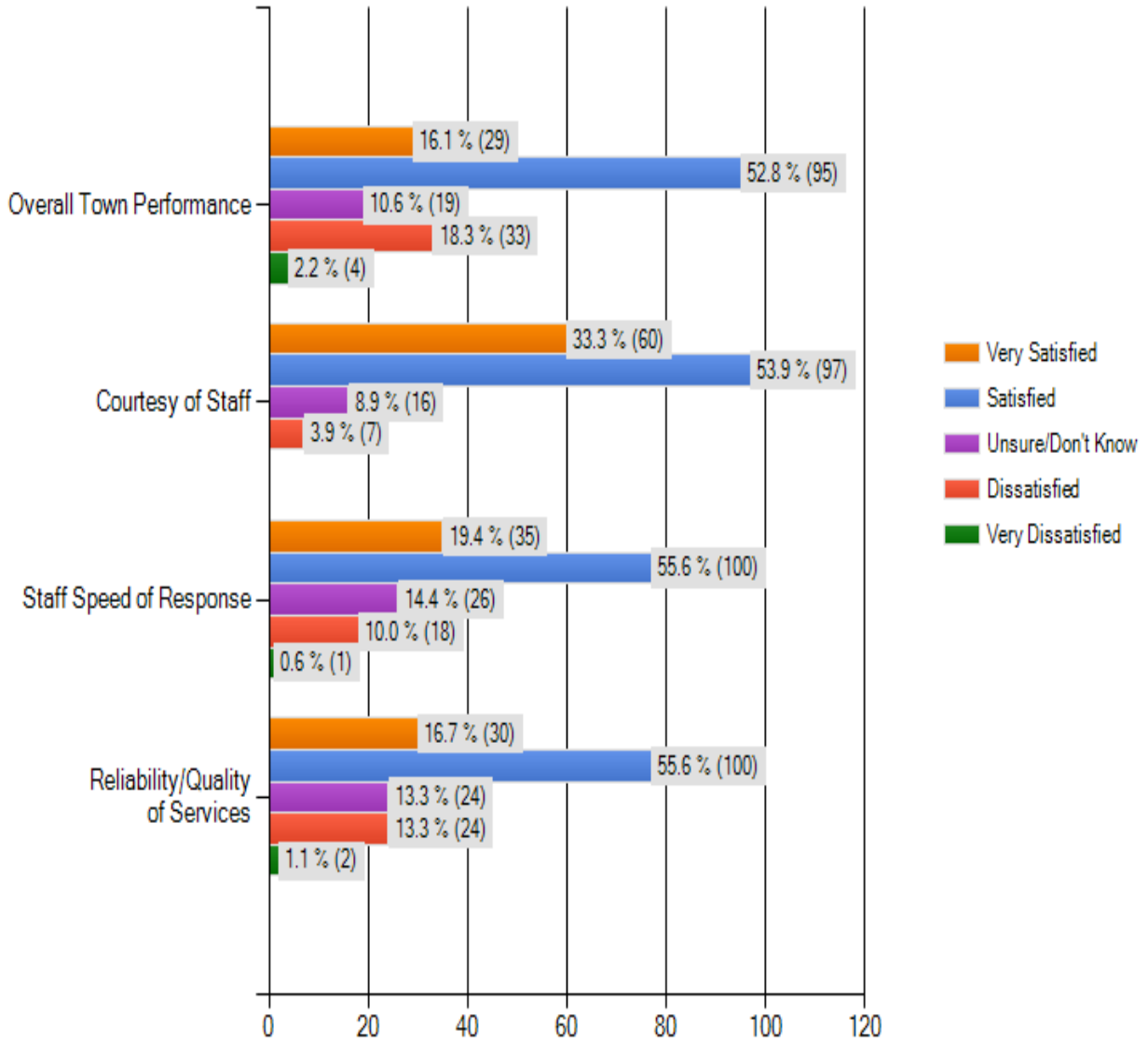
Have you reviewed Council agendas or minutes on the Town website or at Council Meetings in the past two years?



Answer Options	Response Percent	Response Count
Yes	41.1%	74
No	58.9%	106

QUESTION SIX

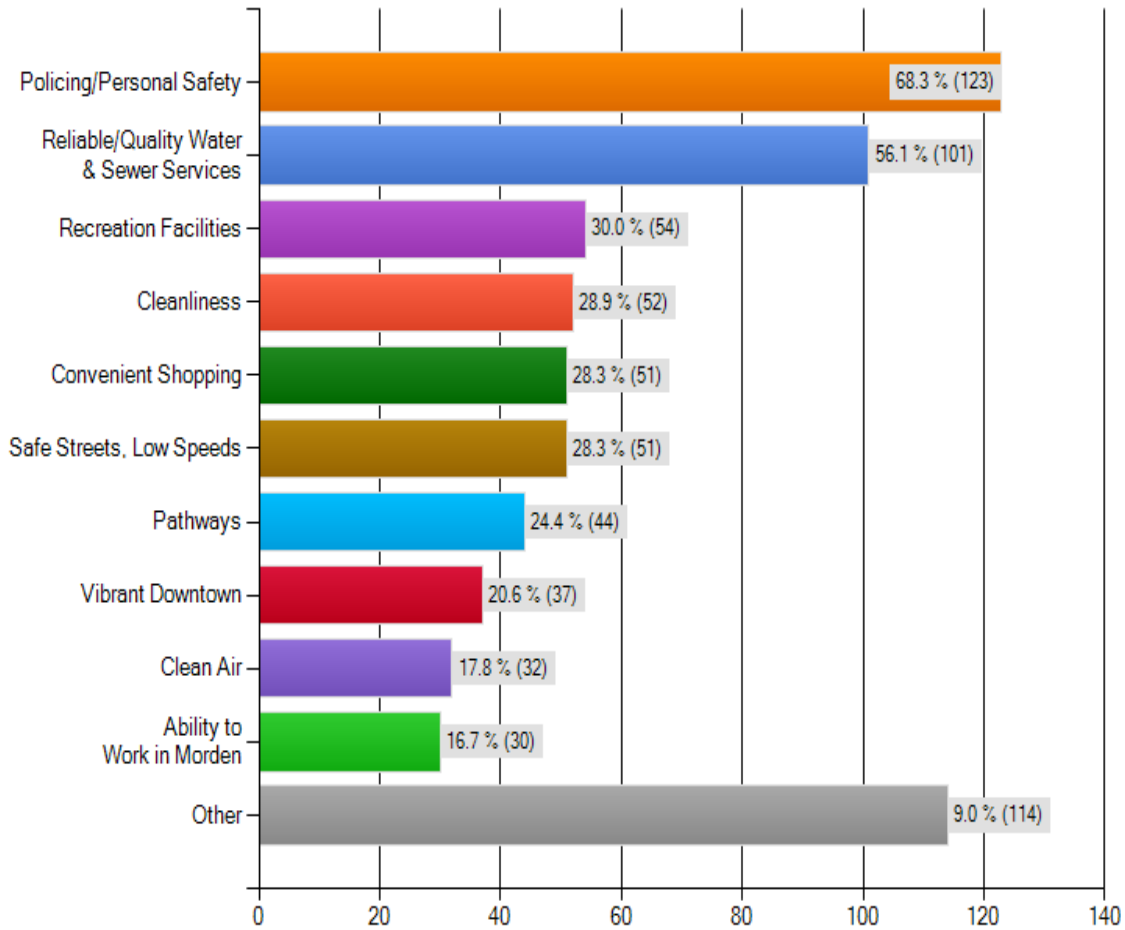
The Town of Morden is committed to excellence in customer service. If you think about your experience with the Town as a whole, how would you rate your overall satisfaction in the following areas?



Answer Options	Very Satisfied	Satisfied	Unsure/Don't Know	Dissatisfied	Very Dissatisfied
Overall Town Performance	29	95	19	33	4
Courtesy of Staff	60	97	16	7	0
Staff Speed of Response	35	100	26	18	1
Reliability/Quality of Services	30	100	24	24	2

QUESTION SEVEN

Community Lifestyle - What factors do you think are important to ensure a desirable lifestyle for you and your family? (Check the three most important to you.)



Answer Options	Response Percent	Response Count
Policing/Personal Safety	68.3%	123
Community Size	5.6%	10
Cleanliness	28.9%	52
Pathways	24.4%	44
Convenient Shopping	28.3%	51
Ability to Work in Morden	16.7%	30
Number of Town Services/Amenities	15.0%	27
Larger Residential Lots	4.4%	8
Housing Variety	6.7%	12
Reliable/Quality Water & Sewer Services	56.1%	101

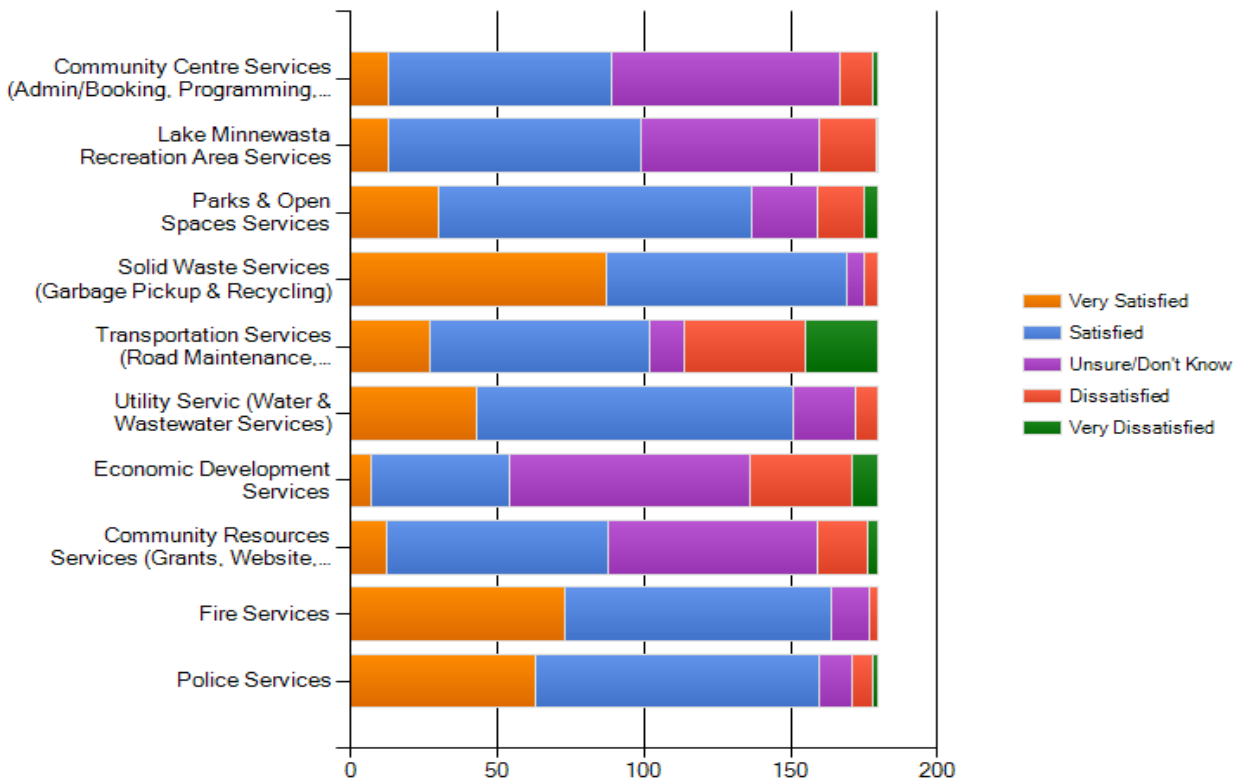
Safe Streets, Low Speeds	28.3%	51
Recreation Facilities	30.0%	54
Clean Air	17.8%	32
Parks	14.4%	26
Vibrant Downtown	20.6%	37
Diversity of Commercial Services	12.8%	23
Unique Residential Design	4.4%	8
Other (please specify)		10

Other:

- 1 Quiet neighbourhoods - elimination of off road vehicle noise.
Maintain natural habitat within town limits.
- 2 Green spaces in new residential areas.
How about better tennis courts - like Altona/Letellier. To bad you have to go to Winkler to play
- 3 tennis and while there might as well go shopping too!
- 4 An indoor pool.
We'd like to check more than three. Most beautiful town in Southern Manitoba!! Parks are
- 5 marvelous and always improving.
- 6 More crosswalks.
- 7 An indoor pool.
- 8 Tabor Home, Daycare space.
- 9 Tabor Home
- 10 Better place for seniors to live.

QUESTION EIGHT

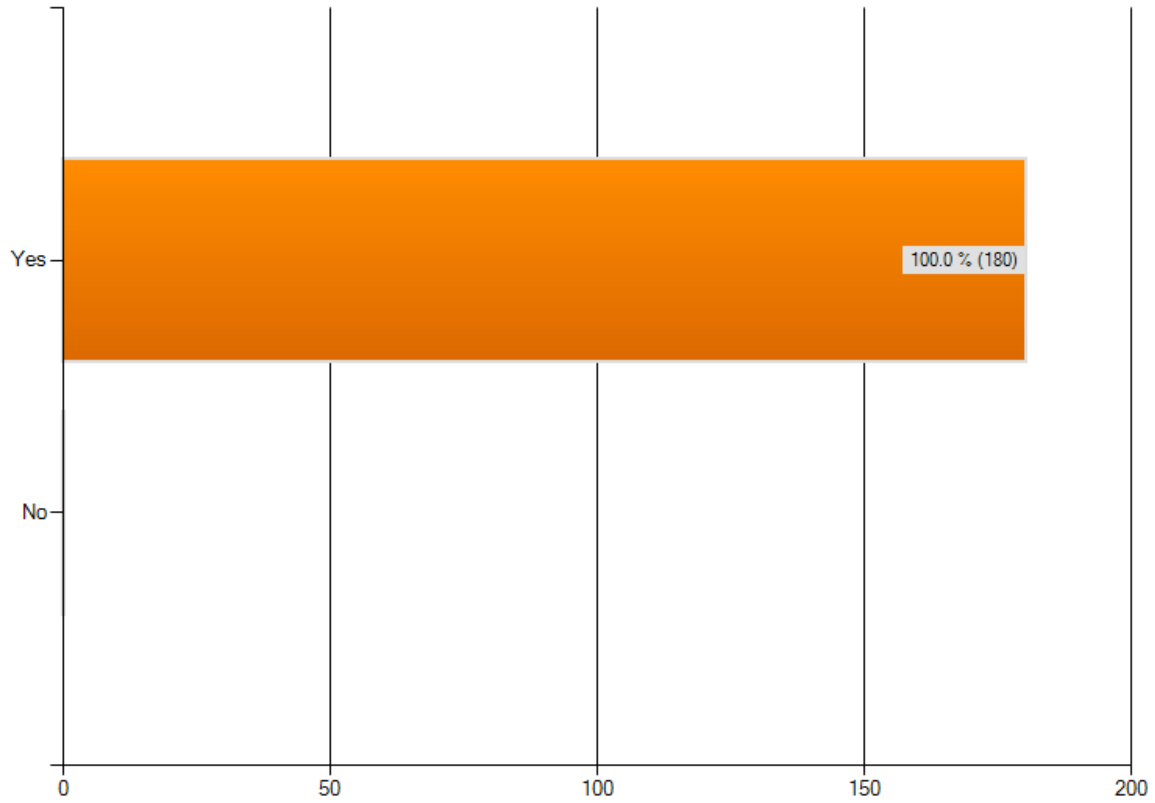
Your evaluation of present services from the following departments?



Answer Options	Very Satisfied	Satisfied	Unsure/Don't Know	Dissatisfied	Very Dissatisfied
Community Centre Services (Admin/Booking, Programming, Facilities, Catering)	13	76	78	11	2
Lake Minnewasta Recreation Area Services	13	86	61	19	1
Parks & Open Spaces Services	30	107	22	16	5
Solid Waste Services (Garbage Pickup & Recycling)	87	82	6	5	0
Transportation Services (Road Maintenance, Snow Clearing)	27	75	12	41	25
Utility Serv (Water & Wastewater Services)	43	108	21	8	0
Economic Development Services	7	47	82	35	9
Community Resources Services (Grants, Website, Newsletter, Marketing)	12	76	71	17	4
Fire Services	73	91	13	3	0
Police Services	63	97	11	7	2
By-Law Services	6	66	76	22	10
Town Office Services (Reception & Financial Services)	50	92	33	4	1

QUESTION NINE

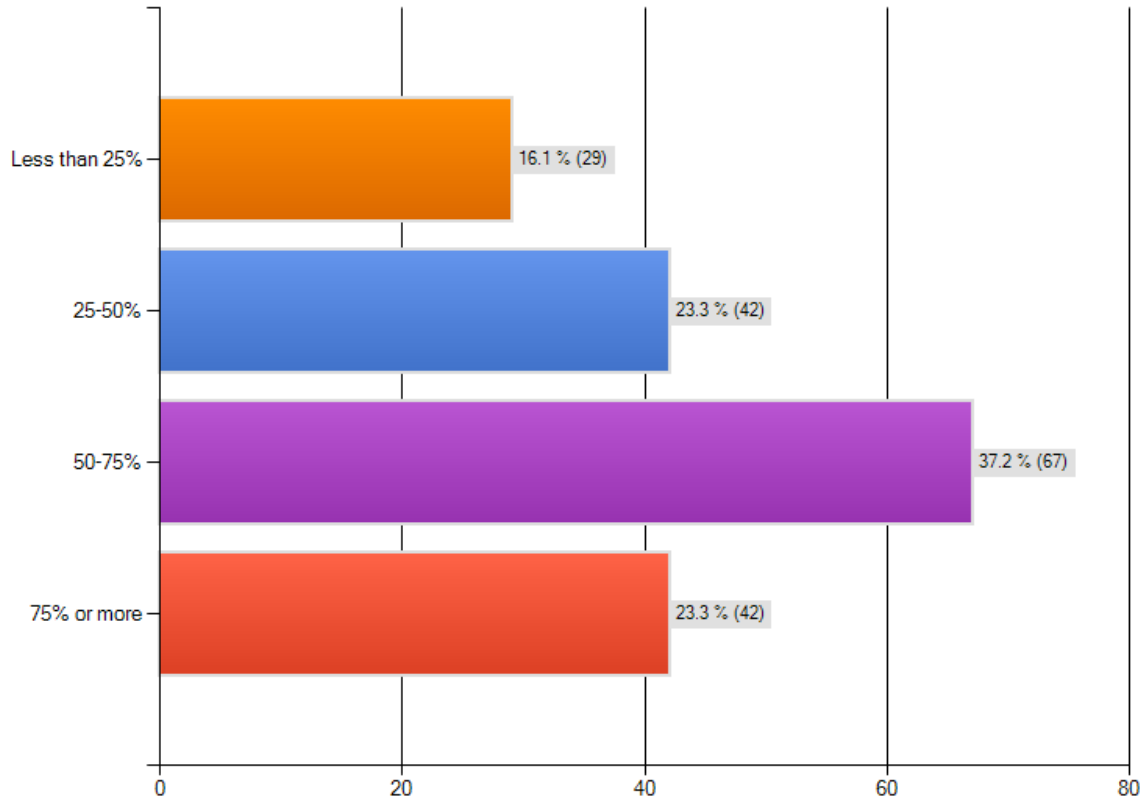
Do you use Morden businesses and services?



Answer Options	Response Percent	Response Count
Yes	100.0%	180
No	0.0%	0

QUESTION TEN

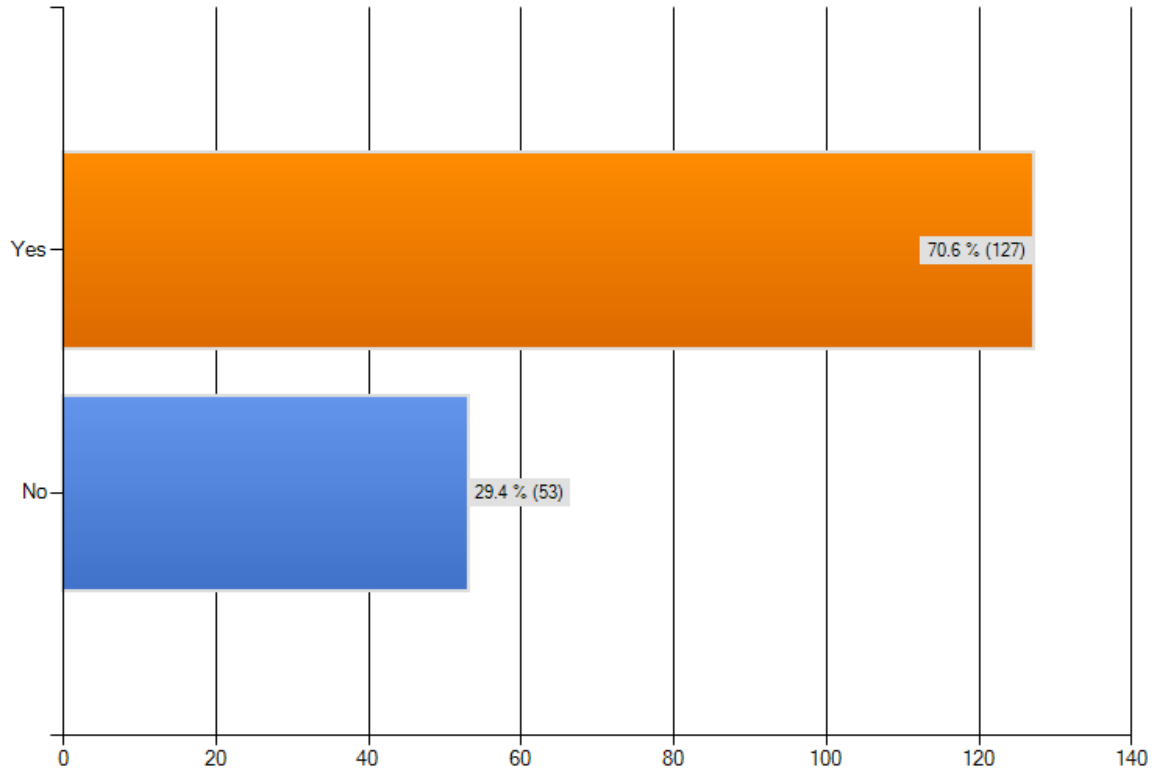
What percentages of your shopping needs are usually purchased in Morden?



Answer Options	Response Percent	Response Count
Less than 25%	16.1%	29
25-50%	23.3%	42
50-75%	37.2%	67
75% or more	23.3%	42

QUESTION ELEVEN

Do you have a particular service or shopping need that is not being met in the community?



Answer Options	Response Percent	Response Count
Yes	70.6%	127
No	29.4%	53
If 'Yes', what services or shppin needs would you like to have? (please specify)		128

- 1 Another 'Dollar Store'
- 2 Men's Store for Seniors
- 3 I'd like to have a Canadian or Princess Auto here.
Emphasis needs to be placed on attracting some more franchised businesses - this would decrease shopping in Winkler.
- 4 Automotive Parts Store
- 5 Public transport to Winkler, indoor pool and new Tabor Home
- 6 Grocery Store
- 7 More grocery diversity.
- 8 Variety store with wide variety of craft supplies.
- 9 Men's clothes, shoes, ladies clothes that are a little better quality, (but not so expensive), Hardware store that has things in stock.
- 10 Swimming pool.

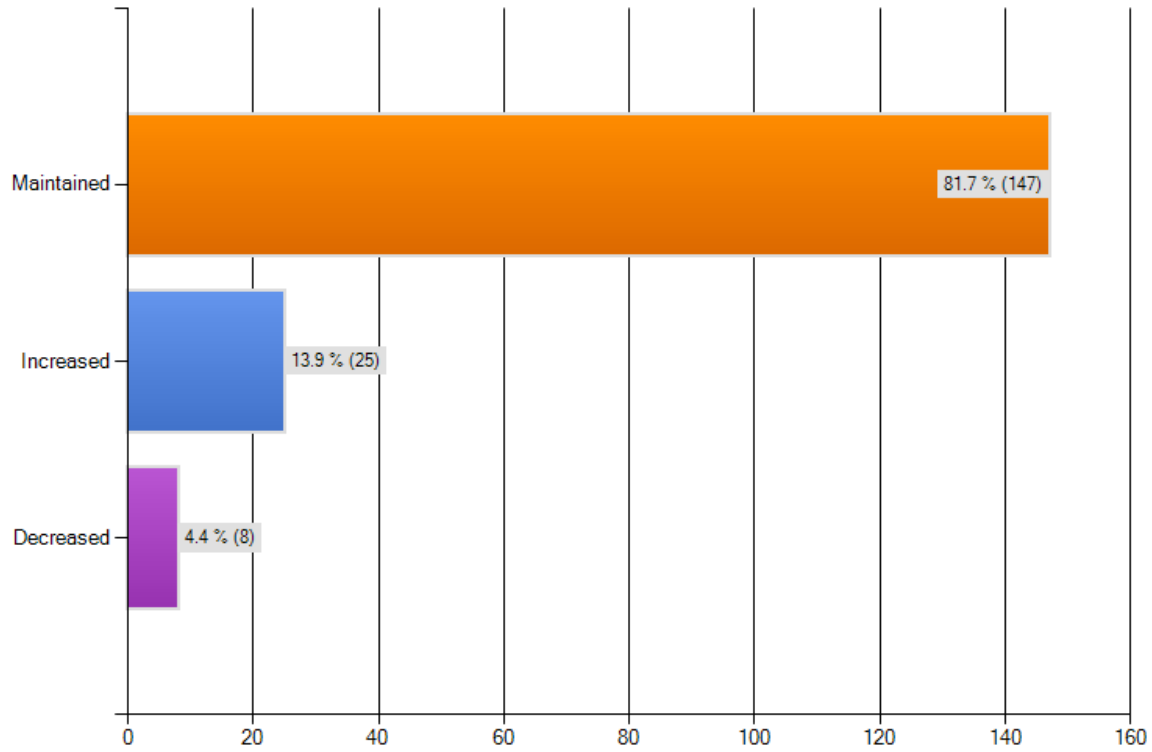
- 12 More clothing stores and more variety of stores.
- 13 Department store
- 14 Children's clothing, home decor, grocery options.
- 15 Men's Clothing, Grocery Store or 2, Perkins
- 16 Clothing, lingerie, shoes, better restaurants.
- 17 Clothing, medical, dental, supplements - special food
- 18 Grocery store, household products
- 19 Men's clothing, craft supplies, automotive bearings
- 20 We need an auto parts store in town.
- 21 Grocery Store
- 22 Clothing
- 23 Grocery Store
- 24 Clothing - Winners
- 25 We are completely ok with doing some of our shopping elsewhere.
- 26 Men's clothing, general farm supplies
- 27 Auto parts, recreation/motorsports store, crafts & fabric.
- 28 Clothing
- 29 Clothing, Dishes
- 30 Grocery Store - Co-op has outrageous prices. Giant Tiger great but too small.
- 31 Competitive Clothing and Grocery Store
- 32 Good quality shoes.
- 33 More groceries.
- 34 Indoor swimming pool.
- 35 Another grocery store, Men's store, another hardware store.
- 36 Indoor pool would be so nice, but I think the cost would be prohibitive.
- 37 A good grocery store!
- 38 More variety like Canadian Tire. Indoor swimming pool.
- 39 Clothes, shoes
Grocery competition, men's clothes, women's clothes, shoes, household, automobiles. Office supplies is almost non-existent!
- 40 is almost non-existent!
- 41 Good quality clothing shops and professionally run restaurants.
- 42 Grocery store
- 43 Grocery store - Giant Tiger is excellent but small. Co-op is not satisfactory. New car dealership.
- 44 Dollar store, craft supply, men's clothing, gas station
- 45 Grocery store, book store
- 46 Farm supply, auto supply, big box stores
- 47 Swimming pool, swimming pool, swimming pool - indoor please.
- 48 Competition to Co-op grocery shopping
- 49 Men's clothing store
- 50 Grocery store
- 51 What service do we have?
- 52 Another grocery store
- 53 Ladies clothing, shoes
- 54 All services need to improve
- 55 Sunday shopping
- 56 Clothing
- 57 Auto Parts
- 58 We only have groceries, hair, shoes, drugs and very limited clothing stores.
- 59 More hotel space like a Canad Inn on the corridor.

- 60 Dry goods, men's clothing, cars
- 61 There are many but a 2nd grocery outlet is number one.
- 62 Grocery store, open 7 days a week to possibly bring new stores to town.
- 63 Men's clothing, shoes
Between Morden/Winkler our needs are being met, but would like to see more businesses in Morden.
- 64 Not sure if this is feasible since the population of Morden would not likely support this.
- 65 More grocery options, clothing for the young/youth
- 66 More clothing and shoe stores, another grocery chain
- 67 Clothing store, auto store
- 68 Shoe store, more grocery choice
- 69 Cloths and shoes stores
- 70 Affordable variety shopping, Entertainment (Not bars)
- 71 Automotive, clothing, retail outlets.
- 72 Reasonably priced clothing for young adults.
- 73 Local food shops and restaurants.
- 74 Groceries at competitive prices.
- 75 Competitive grocery store, more diversity retail services
- 76 Men's Clothing Store
- 77 We would like another larger grocery store.
- 78 A grocery store closer to downtown Morden. I do not drive and it would be nice to have more variety.
- 79 Another grocery store
- 80 Record store
- 81 Grocery store, new Tabor Home
- 82 We need Stedman's back.
- 83 Super Store and Walmart equivalents
- 84 Competition - Grocers, Auto fuel, Automobiles
Pembina Valley needs an indoor swimming pool. Swimming is a life skill, is therapeutic and a very beneficial form of physical activity that can be enjoyed year round.
- 85
- 86 Auto parts store
- 87 Grocery option, clothing, getting away from "junky" stores.
- 88 Large food store and a seniors home.
- 89 Men's shoe store, another grocery store.
- 90 Another grocery store, just better variety in general.
- 91 Men's wear, grocery store.
- 92 Clothing store.
- 93 Safeway
- 94 Men's store and another grocery store.
- 95 Another affordable grocery store - Co-op has no competition.
- 96 Some hardware
- 97 The ability to have routine blood work/testing done at the clinic - not the hospital.
- 98 Shoes, men's clothing, grocery store, headwear, automotive etc.
- 99 Grocery store, Men's wear store
- 100 Better grocery store, men's clothing store and shoe store
- 101 More variety in groceries, Men's clothing store
- 102 Household needs - not much variety
Indoor swimming pool! Would prefer to be able to shop at a well priced, sell stocked, grocery store located in Morden - rather than going to Superstore in Winkler.
- 103
- 104 Car dealer - Honda/Acura, Theatre
- 105 Groceries, clothes, shoes - almost everything!! I would like to do all my shopping in Morden.

- 106 Women's shoes, Photo Lab
- 107 Dry cleaning, department store, indoor swimming pool, indoor soccer
- 108 Good fish restaurant, more recreational facilities - indoor swimming pool and indoor soccer.
- 109 Swimming pool - prefer indoor.
- 110 Indoor pool, better restaurants
- 111 Services for battered men
- 112 Hardware store, swimming pool
- 113 Men's clothing store
- 114 Clothing store for all ages/genders, book store
- 115 Parts store
- 116 Clothes, Food - grocery store, entertainment
- 117 Grocery store and clothing store
- 118 Decent clothing for women that aren't over 60
- 119 Swimming pool, tea house
- 120 Walmart
- 121 Grocery, music, restaurant, small engine dealer, car dealers, sporting goods.
- 122 More clothing stores, department stores
- 123 Clothing for men
- 124 Another grocery store
- 125 Competitive prices for groceries/produce, shoes, healthcare specialties
- 126 Retail clothing store - brand name
- 127 Would like to see affordable clothing and grocery stores. A shopping centre in Morden would be good.
- 128 Winkler has everything I need.

QUESTION TWELVE

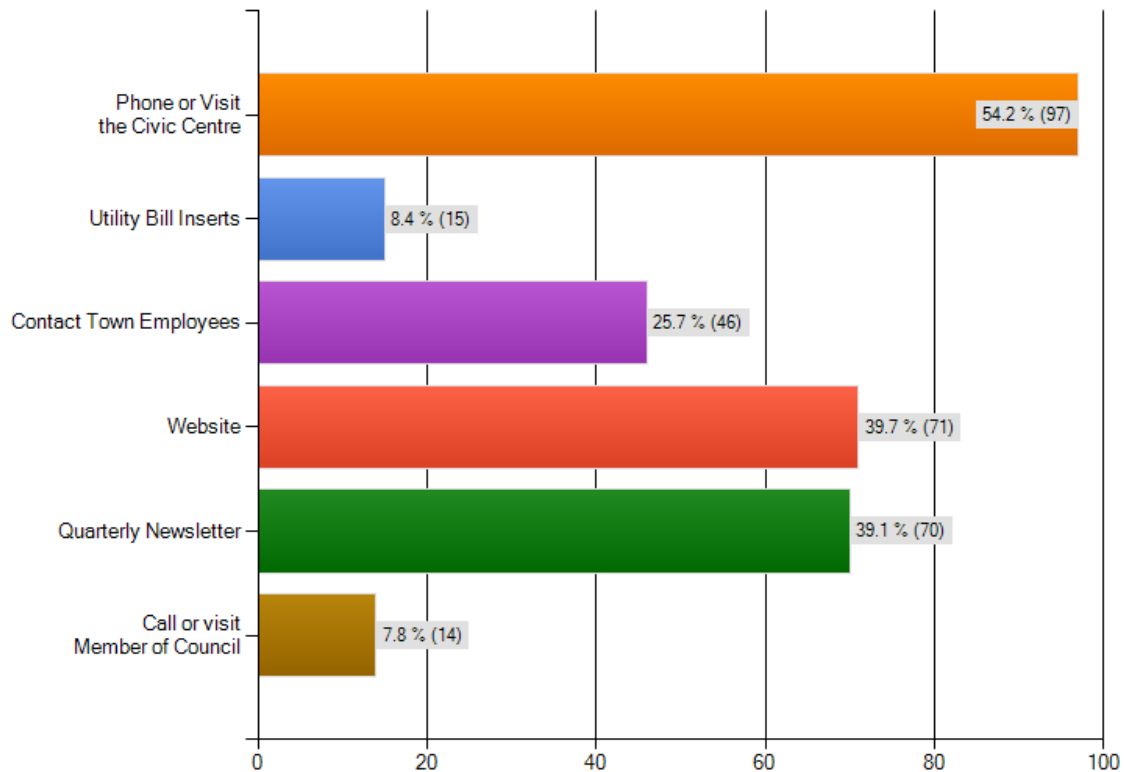
Recognizing the cost for services are normally covered through an increase in taxes, in general would you like to see the current levels of services provided by the Town of Morden increased, decreased or maintained at existing levels?



Answer Options	Response Percent	Response Count
Maintained	81.7%	147
Increased	13.9%	25
Decreased	4.4%	8

QUESTION THIRTEEN

In general, when you need to get information on Town services, what are your main sources of information?



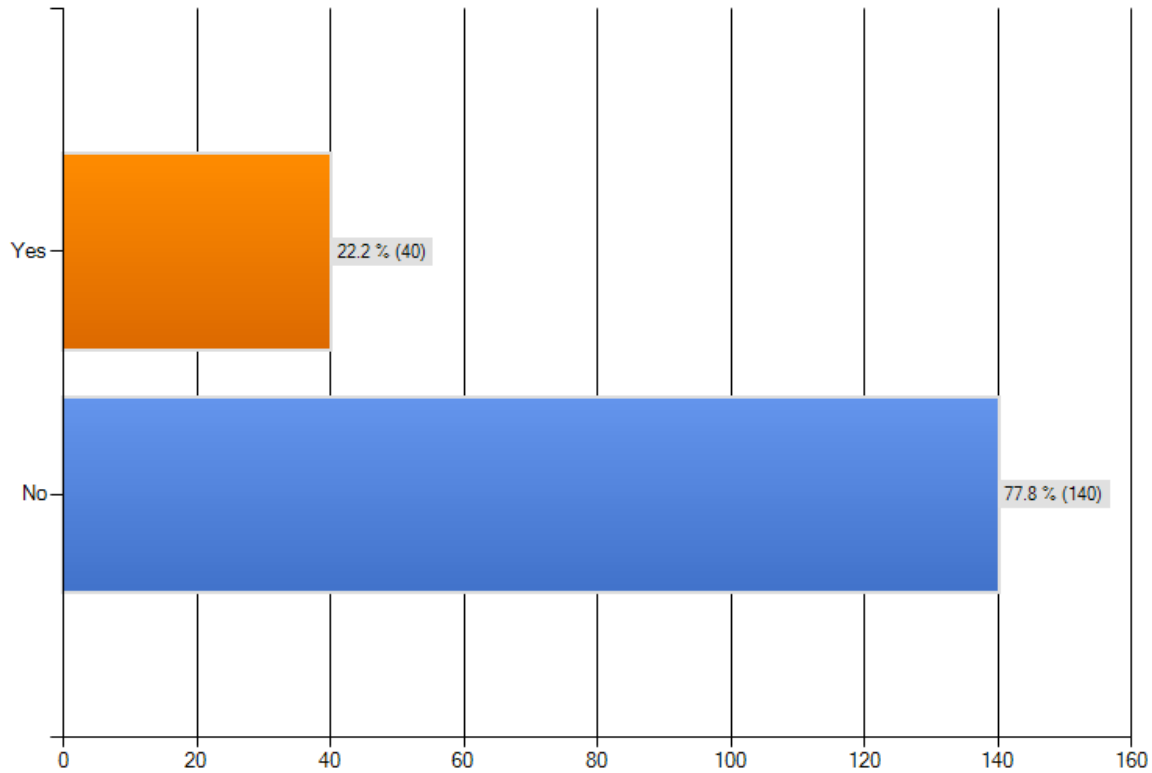
Answer Options	Response Percent	Response Count
Phone or Visit the Civic Centre	54.2%	97
Utility Bill Inserts	8.4%	15
Contact Town Employees	25.7%	46
Website	39.7%	71
Quarterly Newsletter	39.1%	70
Call or visit Member of Council	7.8%	14
Other (please specify)		12

Other:

- | | |
|-------------------------|--------------------|
| 1 Word of mouth. | 9 Radio |
| 2 Local Newspaper | 10 Radio |
| 3 Local Newspaper | 11 Radio |
| 4 Morden Times is good. | 12 Local Newspaper |
| 5 Word of mouth. | |
| 6 Word of mouth. | |
| 7 Friends & Neighbours | |
| 8 Coffee Shop | |

QUESTION FOURTEEN

Is there any specific information you would like to receive from the Town on a regular basis?



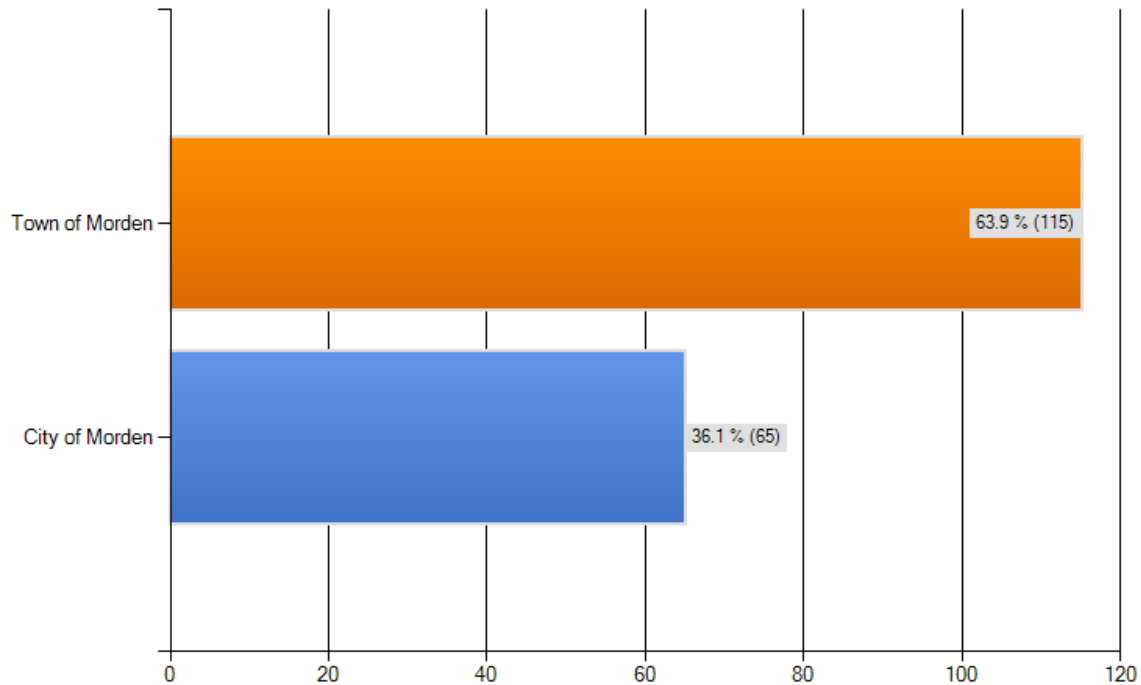
Answer Options	Response Percent	Response Count
Yes	22.2%	40
No	77.8%	140
If 'Yes' what specific information would you like to receive? (please specify)		42

- 1 More police reports of accidents and crimes.
- 2 I like the articles in the Morden Times giving information on Town activities.
- 3 Newsletter is good.
- 4 Clear information on developments being built.
- 5 Population changes - number of new people coming, demographics.
- 6 More information on new businesses and jobs that are available.
- 7 Council expenses
- 8 Police reports - Animal supervision, barking dogs, fire pits.
- 9 Any progress on new Tabor Home plans
- 10 Summary of Council Meeting in Pembina Times.
- 11 Collaboration with other communities or other groups.
- 12 A central registry of what's happening in town. (School concerts, sports events.
- 13 Quality of air
- 14 Improve the website.
- 15 A recreation report, what's available, cost etc.

- 16 What do town police do with all their time - because they are never available when called.
- 17 Newsletter is excellent.
- 18 Practical ways we can help improve our town. Not necessarily monetary.
- 19 Give us information on how much a pool costs and let us decide.
- 20 Would like to know what's really going on when its all talk and no doing.
- 21 Better information on proposed developments.
- 22 Calendar of events, website not always up to date.
- 23 The Mayor should have some telephone access.
- 24 Information specific to your neighbourhood
- 25 More detailed budget spending (specifics)
- 26 Long range planning for Town.
- 27 Where our tax money is wasted.
- 28 Weekly or monthly newsletters
There should be a wish list for Morden residents to vote on, for things we would like to see
- 29 municipal money spent on.
- 30 Land sales and rezones in plain English with map of decent size.
- 31 Honest newsletter monthly
- 32 The newsletter is nice to get, also information in the Times.
- 33 More transparency in all operations.
- 34 Where are all of our tax dollars spent?
- 35 Why are we having to pay school taxes when we are 85 - 90?
- 36 Quarterly Financial Reports
What are the police doing to protect our community. We are only 6500 people. Why do we
- 37 need so many police?
- 38 Development plans
- 39 My tax bill once every 10 years.
- 40 What efforts are being taken re: business development - fill our downtown.
- 41 The annual letter to the residents is about all we ever see.
- 42 Monthly event calendar

QUESTION FIFTEEN

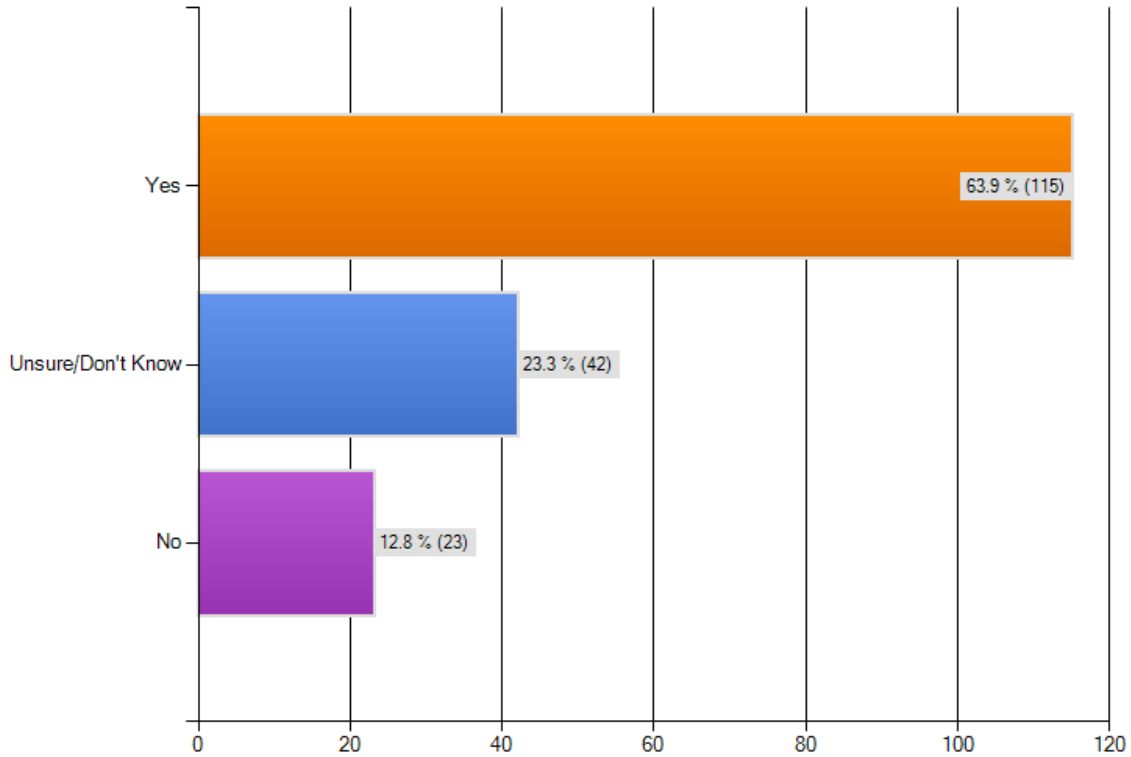
Once an urban municipality reaches a population of 7,500 it has the option of calling itself a 'city'. However, a community can retain the 'town' name regardless of the size of population. Some may say that retaining the Town of Morden name better captures the values and quality of life that residents wish to promote and represent as a community. Others may say that a 'city' title offers us more 'status' and may be more attractive to recruiting new business and commercial opportunities etc. When Morden reaches the population of 7,500 - what do you think our community name should be?



Answer Options	Response Percent	Response Count
Town of Morden	63.9%	115
City of Morden	36.1%	65

QUESTION SIXTEEN

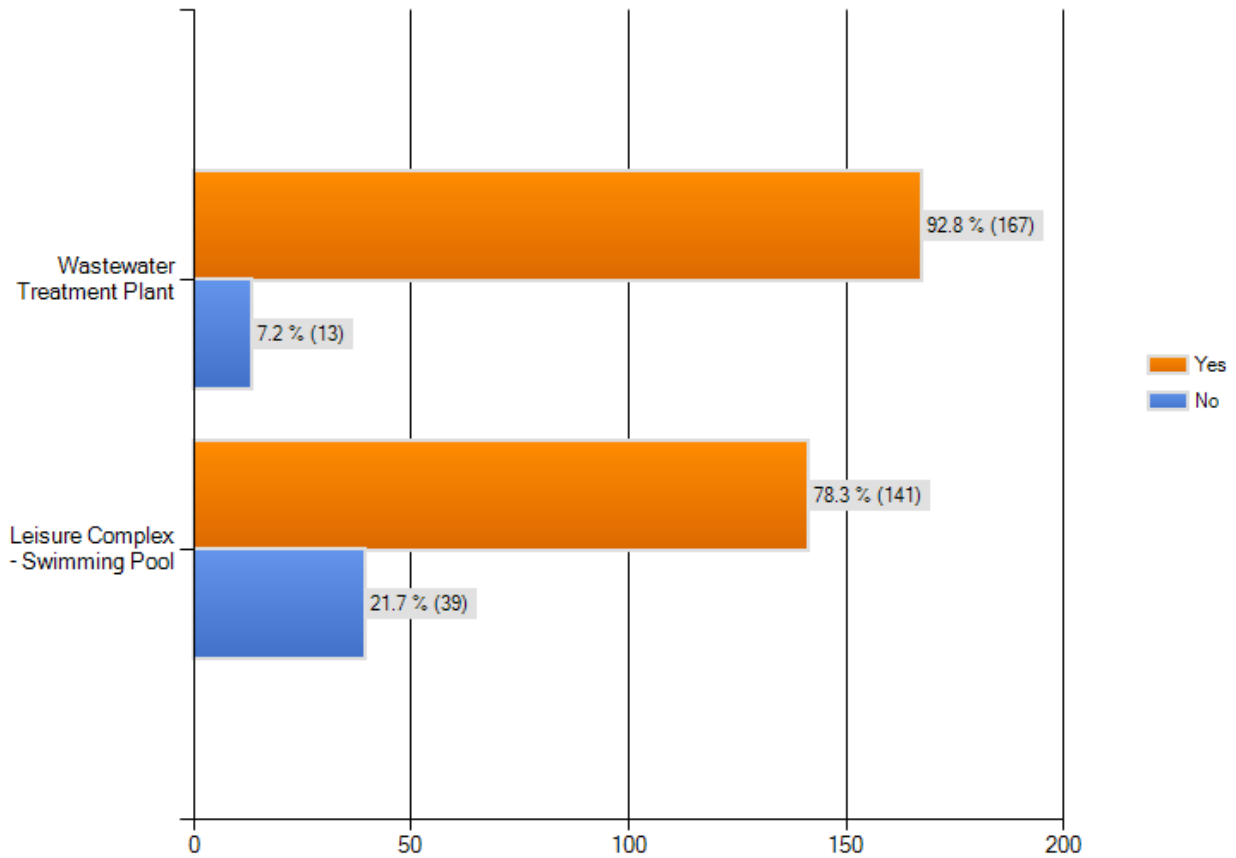
Do you agree with the Town's vision of economic development? (It focuses on local employment creation, facilitating new commercial and industrial development, encouraging home-based business growth, seeking new green industries and supporting the Downtown Revitalization.)



Answer Options	Response Percent	Response Count
Yes	63.9%	115
Unsure/Don't Know	23.3%	42
No	12.8%	23

QUESTION SEVENTEEN

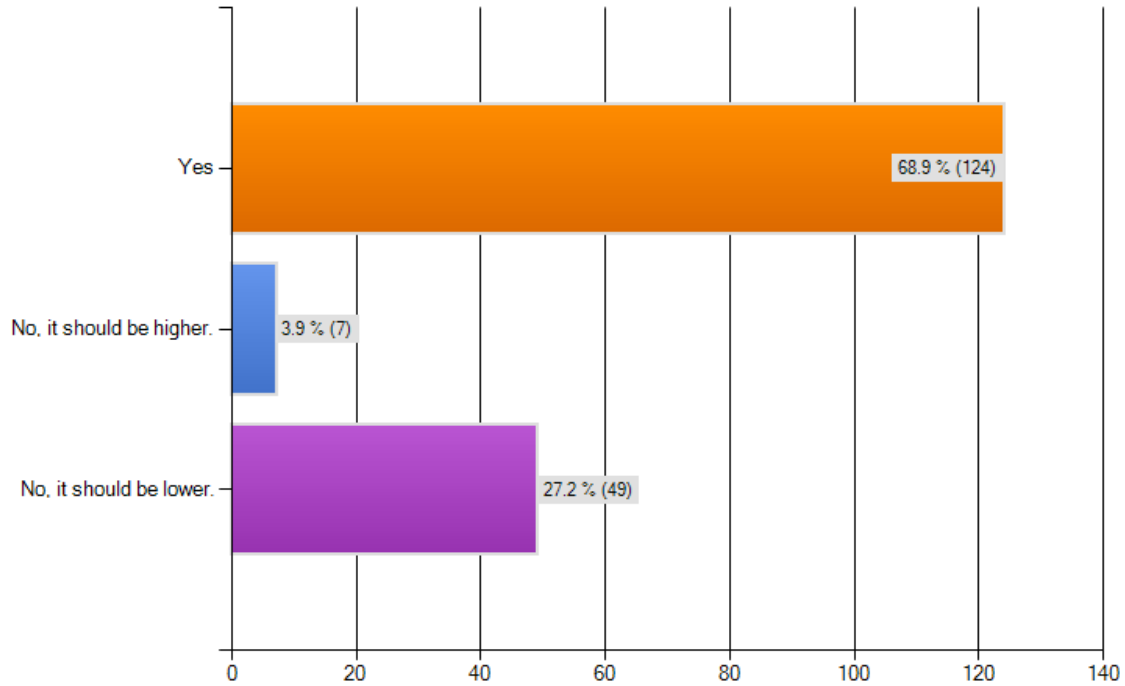
Should the Town continue to make special efforts to form partnerships with our neighbouring municipalities for the following projects?



Answer Options	Yes	No
Wastewater Treatment Plant	167	13
Leisure Complex - Swimming Pool	141	39

QUESTION EIGHTEEN

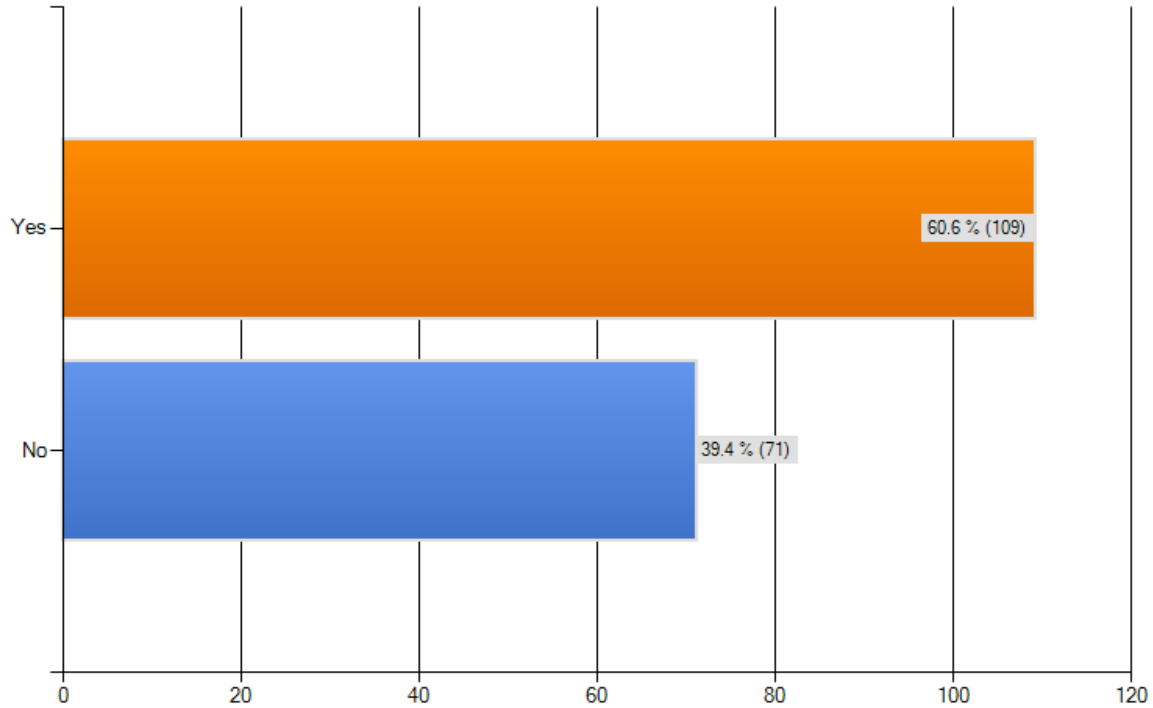
Some people believe that the number of dogs someone owns or would like to own should be restricted. Responsible pet ownership is the key to ensuring healthy pets and reducing the disturbance to neighbours. Others would argue that unrestricted dog ownership would produce a potential for an unreasonable number of canines in a neighbourhood contributing to noisy barking and unpleasant yards etc. Do you agree with the Town's current By-Law restricting the number of dogs to two (2), that a person can own and take care of in a typical residential home?



Answer Options	Response Percent	Response Count
Yes	68.9%	124
No, it should be higher.	3.9%	7
No, it should be lower.	27.2%	49

QUESTION NINETEEN

In general, the Town of Morden does not regulate cats. Some folks want cats to be licensed to identify wandering cats, some want cats leashed at all times, and some want more strict control of free roaming cats. There are many in the community who do not think cats should be licensed for various reasons. Most would note that the majority of cats are indoor animals, or that their wandering does not result in great harm to the community. Do you feel the Town should implement a mandatory cat licensing by-law?

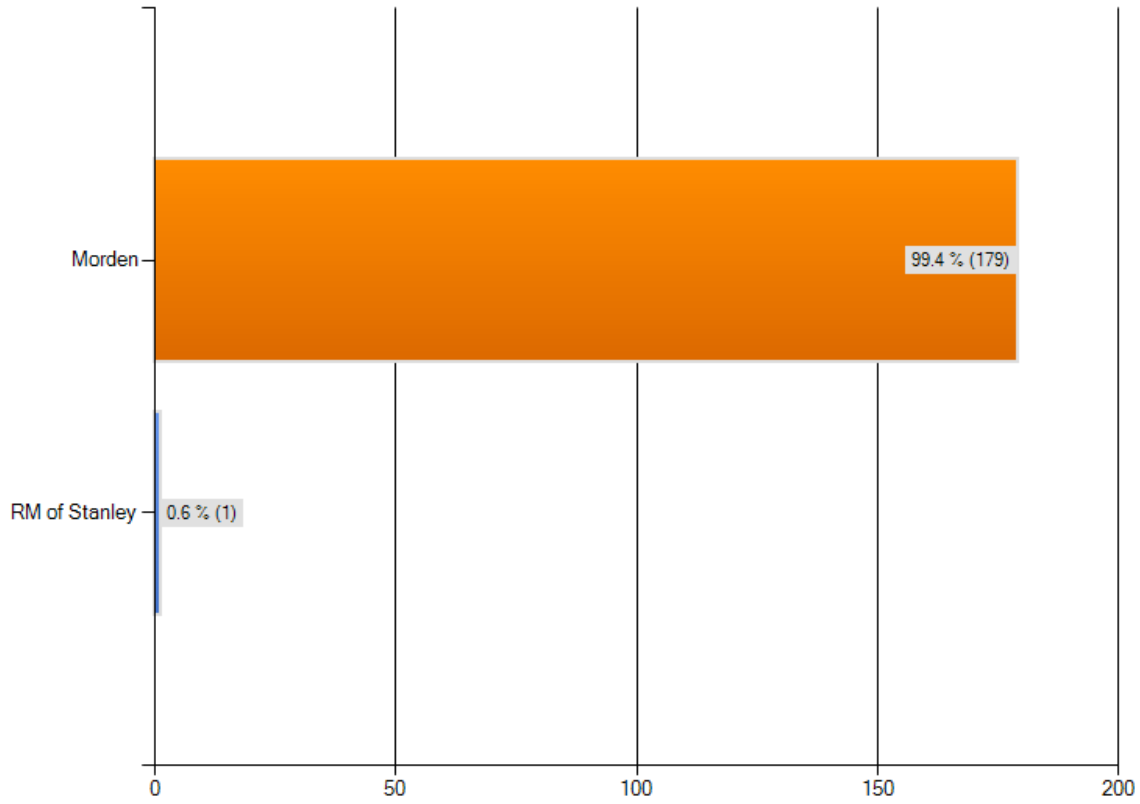


Answer Options	Response Percent	Response Count
Yes	60.6%	109
No	39.4%	71

PERSONAL INFORMATION

QUESTION ONE

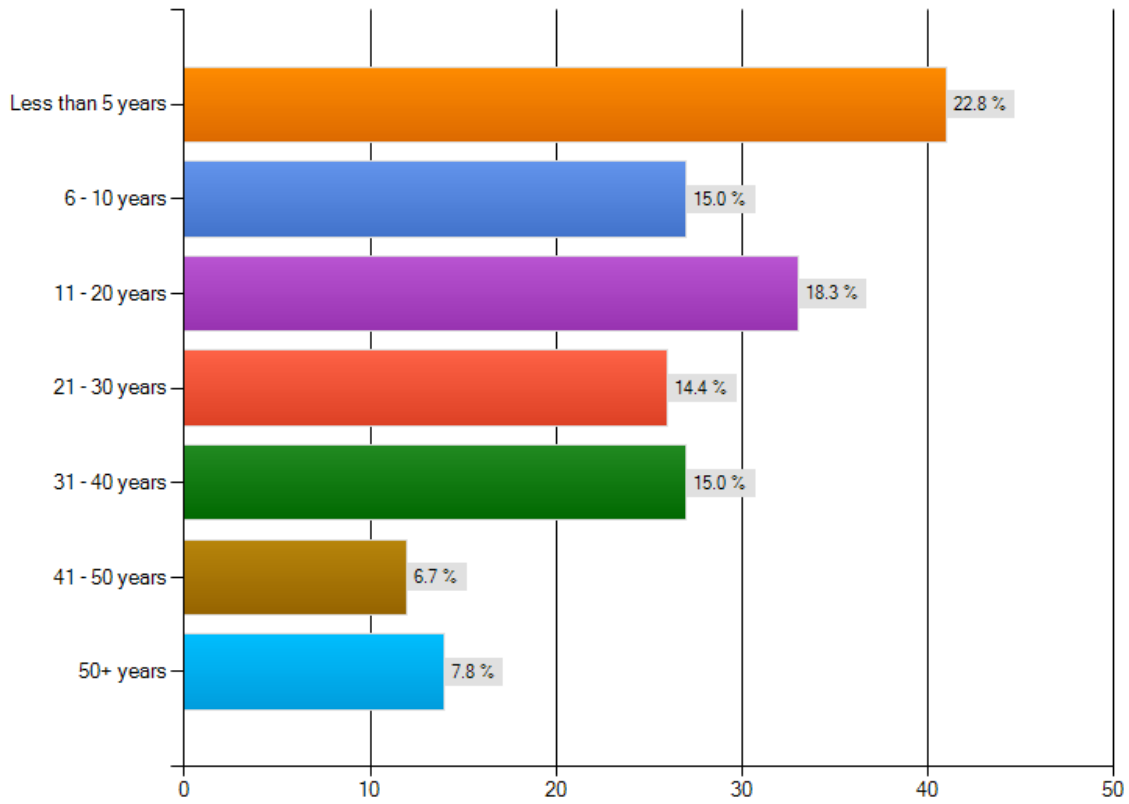
Where do you live?



Answer Options	Response Percent	Response Count
Morden	99.4%	179
RM of Stanley	0.6%	1
Other (please specify)	0%	0

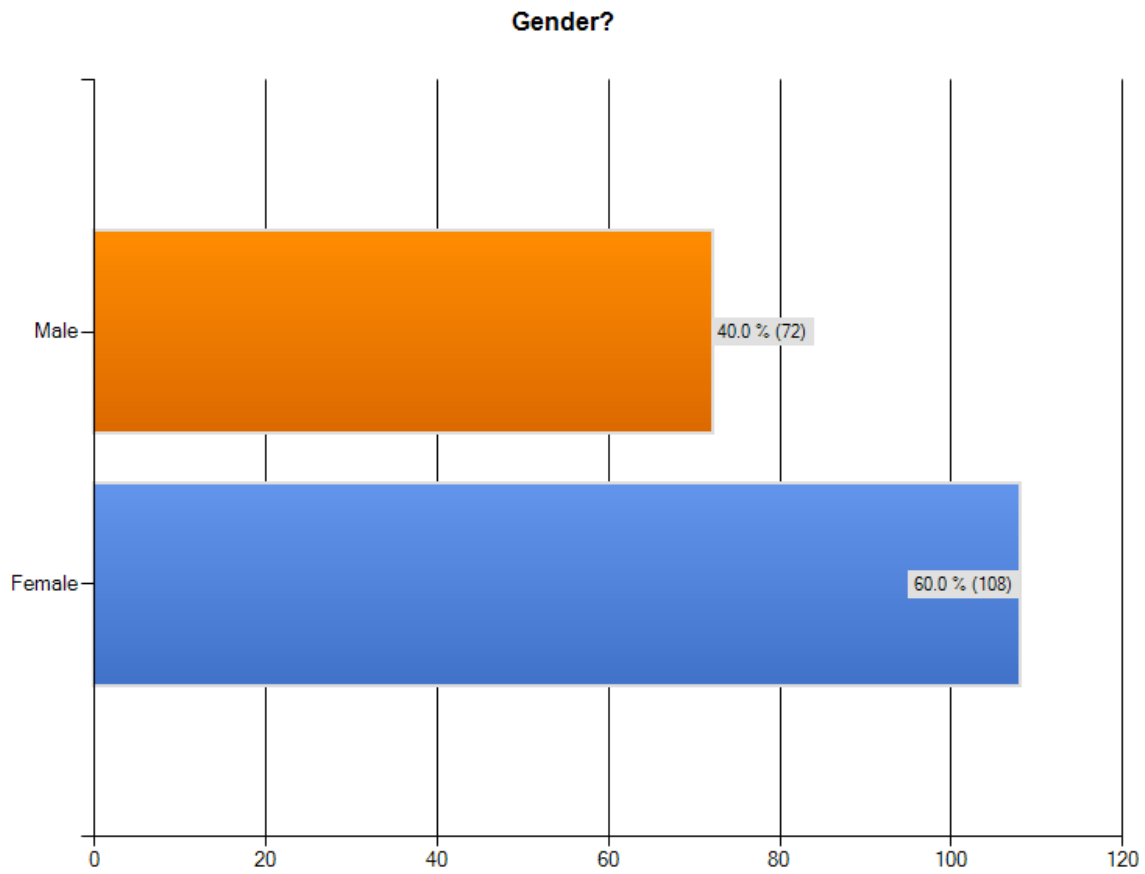
QUESTION TWO

If you live in Morden, how long have you lived here?



Answer Options	Response Percent	Response Count
Less than 5 years	22.8%	41
6 - 10 years	15.0%	27
11 - 20 years	18.3%	33
21 - 30 years	14.4%	26
31 - 40 years	15.0%	27
41 - 50 years	6.7%	12
50+ years	7.8%	14

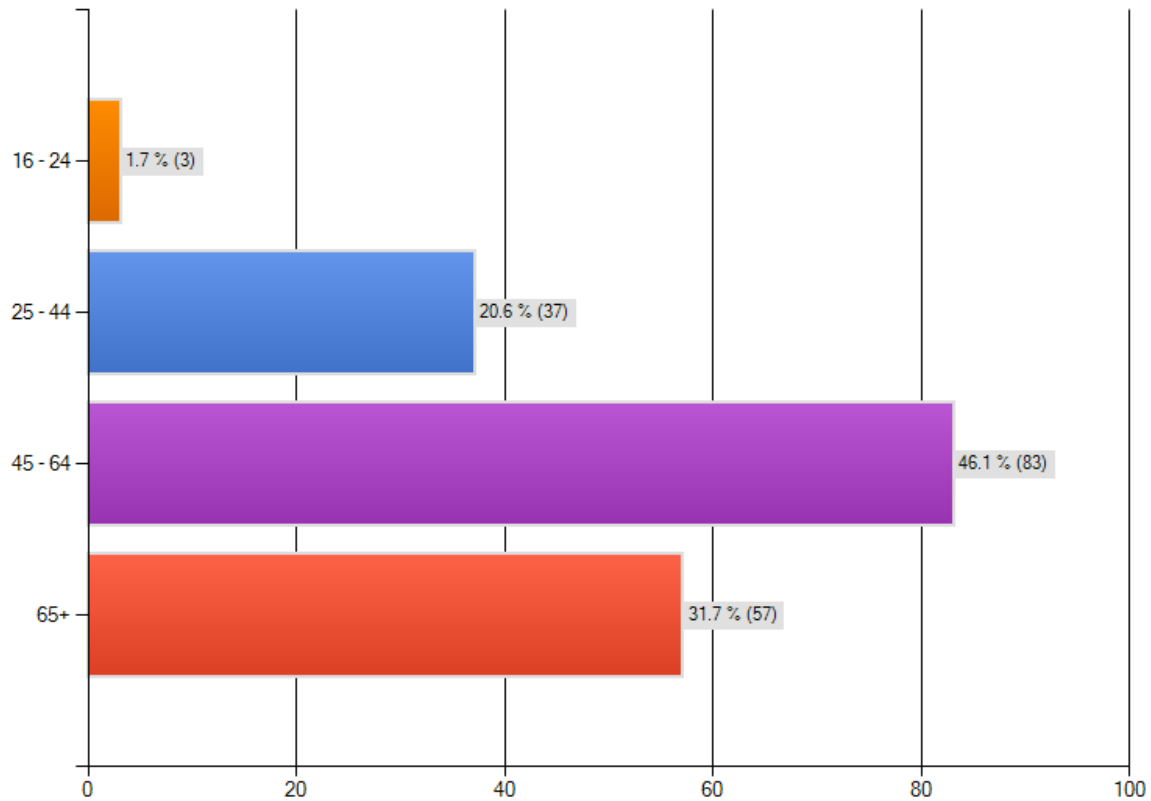
QUESTION THREE



Answer Options	Response Percent	Response Count
Male	40.0%	72
Female	60.0%	108

QUESTION FOUR

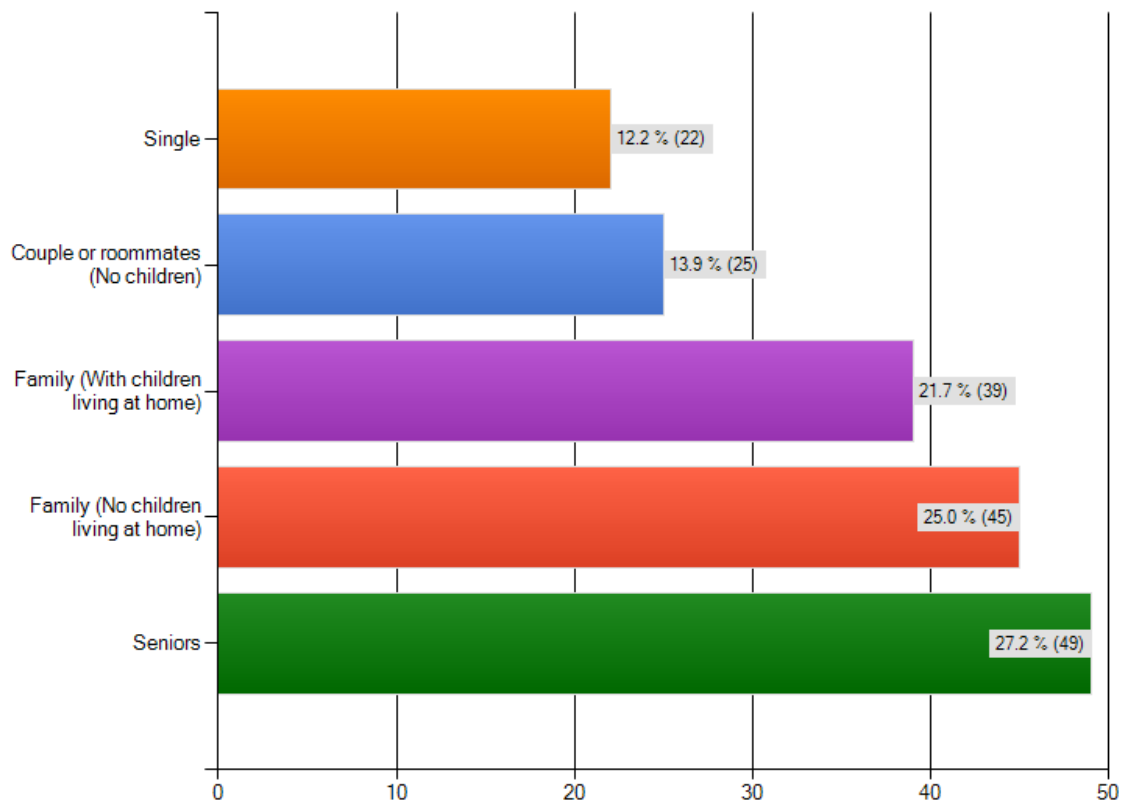
Age?



Answer Options	Response Percent	Response Count
16 - 24	1.7%	3
25 - 44	20.6%	37
45 - 64	46.1%	83
65+	31.7%	57

QUESTION FIVE

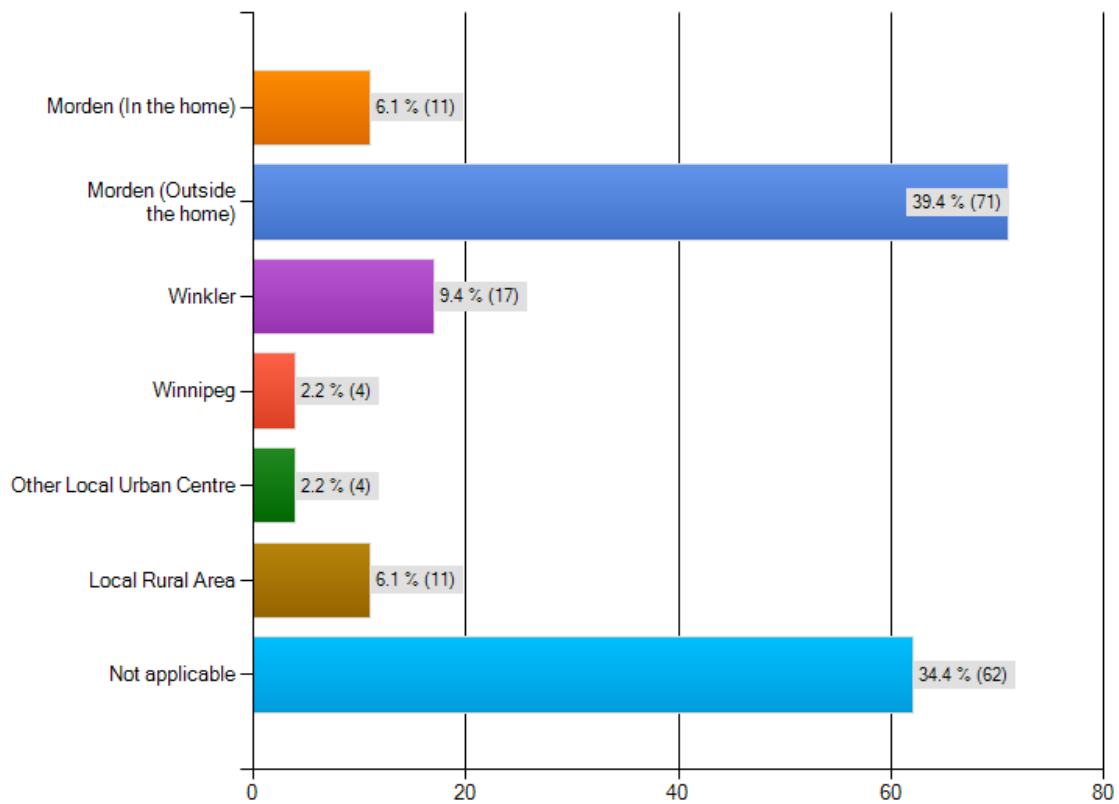
What is your household type?



Answer Options	Response Percent	Response Count
Single	12.2%	22
Couple or roommates (No children)	13.9%	25
Family (With children living at home)	21.7%	39
Family (No children living at home)	25.0%	45
Seniors	27.2%	49

QUESTION SIX

Where do you work?



Answer Options	Response Percent	Response Count
Morden (In the home)	6.1%	11
Morden (Outside the home)	39.4%	71
Winkler	9.4%	17
Winnipeg	2.2%	4
Other Local Urban Centre	2.2%	4
Local Rural Area	6.1%	11
Not applicable	34.4%	62