

MEMORANDUM

TO: Old Town City Council
CC: Bill Mayo, City Manager
FROM: Isabelle Oechsle (Owner + Principal Planner) & Miles Jones (Community Planning Intern) – IOV Community Planning + Consulting
DATE: October 14, 2025
TOPIC: Summary of statistics from Old Town’s comprehensive plan survey

Background

The objective of the data analysis below was to better understand any major trends or demographic differences in residents, broken down by the following four primary categories: age group, homeownership (own vs rent), household size, and length of time living in Old Town.

To conduct this analysis, multiple-choice questions were matched and compared with four primary demographic categories:

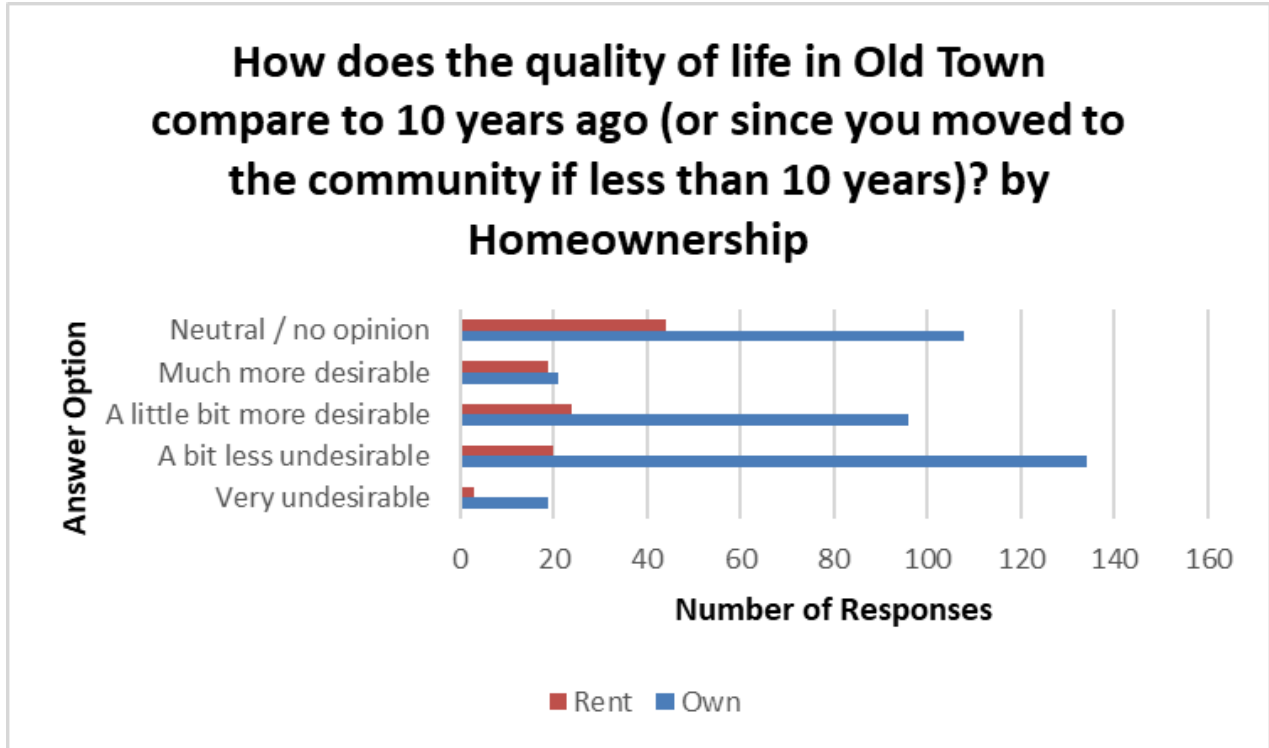
- Homeownership (own vs. rent);
- Years Living in Old Town;
- Age; and
- Household Size.

Fill-in-the-blank (short answer) questions were removed, as well as responses in which there was not a full answer to a question set (for example, a blank in the “age group” primary category or in the “Rank the importance of RSU 34 to quality of life in Old Town” multiple choice question). Each primary demographic question was matched through all multiple-choice questions individually in Excel.

This document contains 4-6 question sets deemed most interesting or unusual for each demographic category. Question sets were selected for inclusion in this memo when there were major discrepancies in answer choices in a question set between demographics, or to highlight data that is particularly interesting. The question, number of responses, a graph, and a short analysis of the data are included here. Also attached to this information package is the Excel spreadsheet with graphs and data tables for *all* question sets, including those not explicitly highlighted in this memorandum.

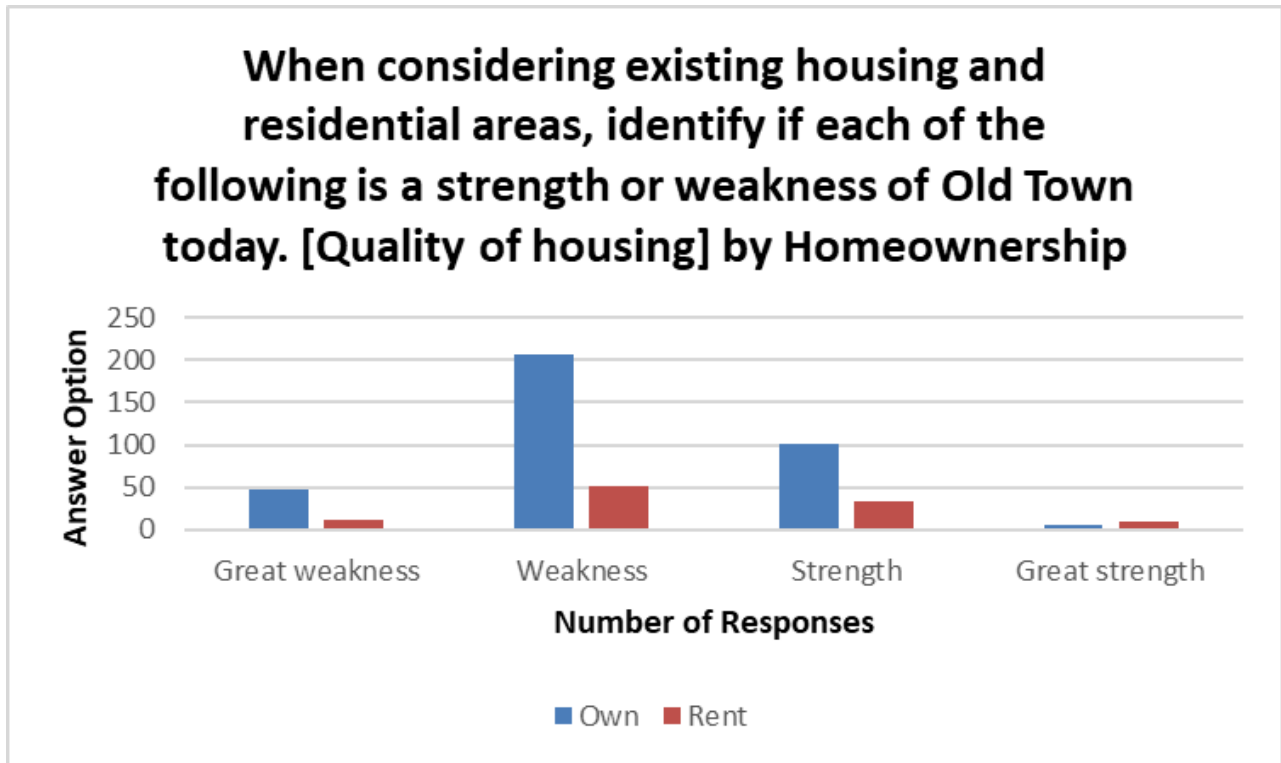
Homeownership (Own vs. Rent)

Question: How does the quality of life in Old Town compare to 10 years ago (or since you moved here, if less than 10 years ago)?



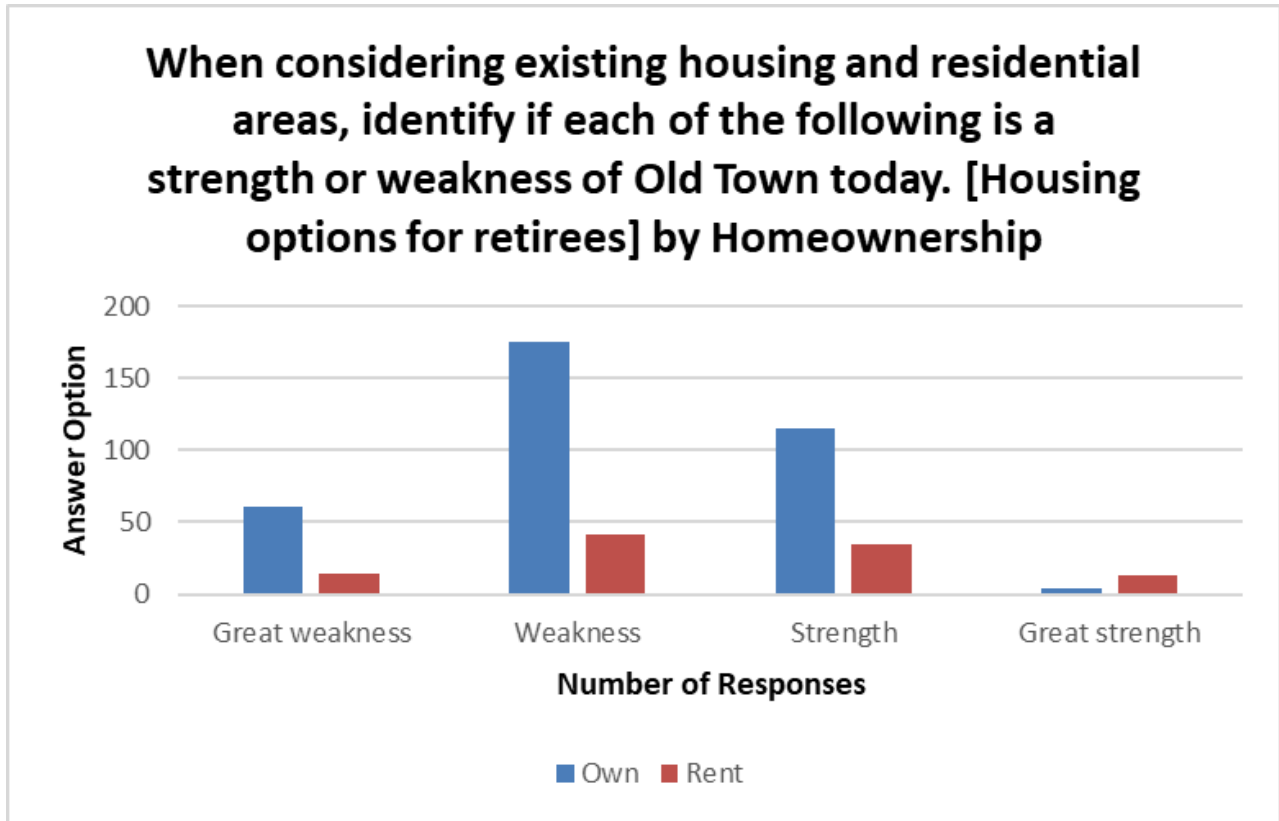
- *Data:* 378 respondents own their home, 110 rent their home
- *Analysis:* Slightly more than 40% of respondents who own their home stated that Old Town is “very” or “a bit less” undesirable, while around 30% stated that Old Town is “Much more” or “a bit more” desirable. Far more homeowners fall into the middle ranges of perceived change in desirability than in the extremes, but homeowners still appear - by 10% - to believe that Old Town is in some way less desirable than 10 years ago. Renters in general tend to view Old Town’s desirability as neutral.

Question: When considering existing housing and residential areas, identify if each of the following is a strength or weakness of Old Town today. [Quality of housing]



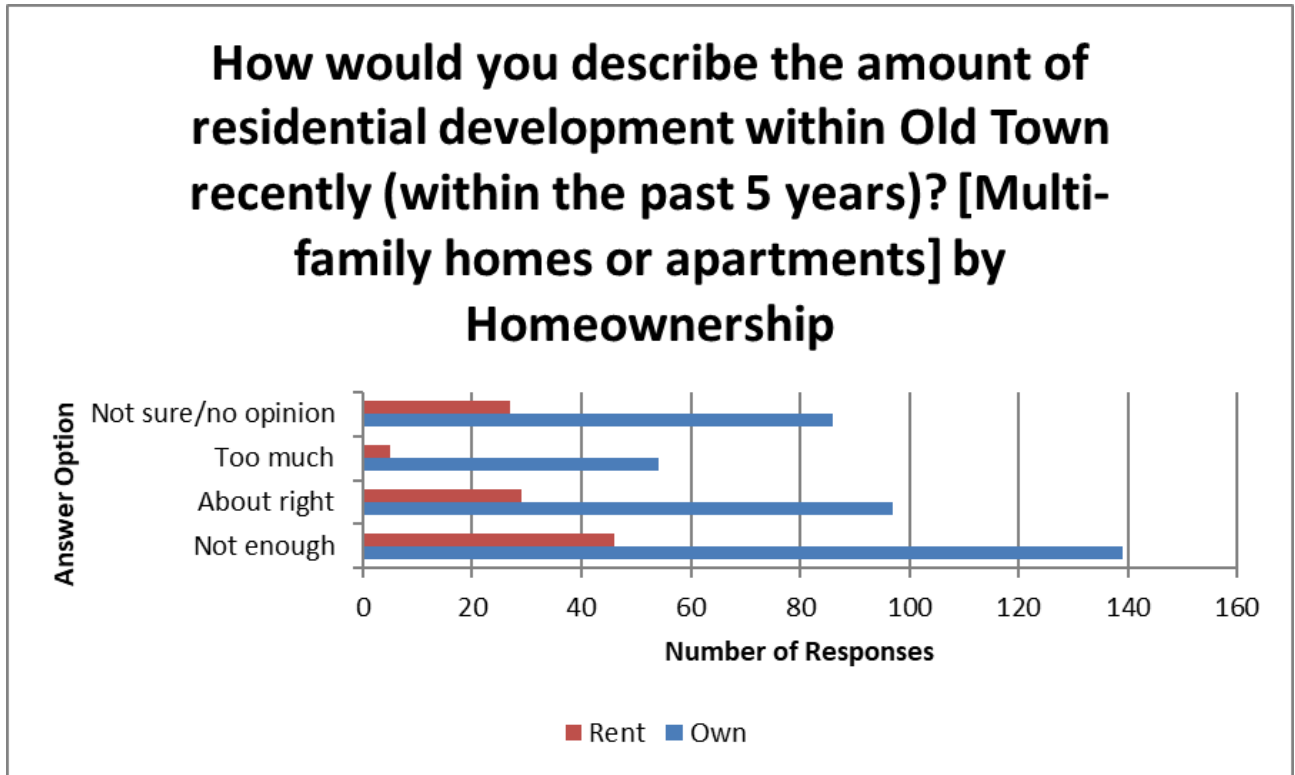
- *Data:* 360 respondents own their home, 106 rent their home.
- *Analysis:* 57% of respondents who own their home stated that the quality of housing in Old Town is a weakness, compared to only 28% who stated that quality is a strength. While there are less data points for renters, fewer - as a percentage of their total - stated that housing quality is a weakness - above 60% - while almost 40% believed that housing quality is a strength, which is significantly higher than the proportion of respondents who own their home.

Question: When considering existing housing and residential areas, identify if each of the following is a strength or weakness of Old Town today. [Housing options for retirees]



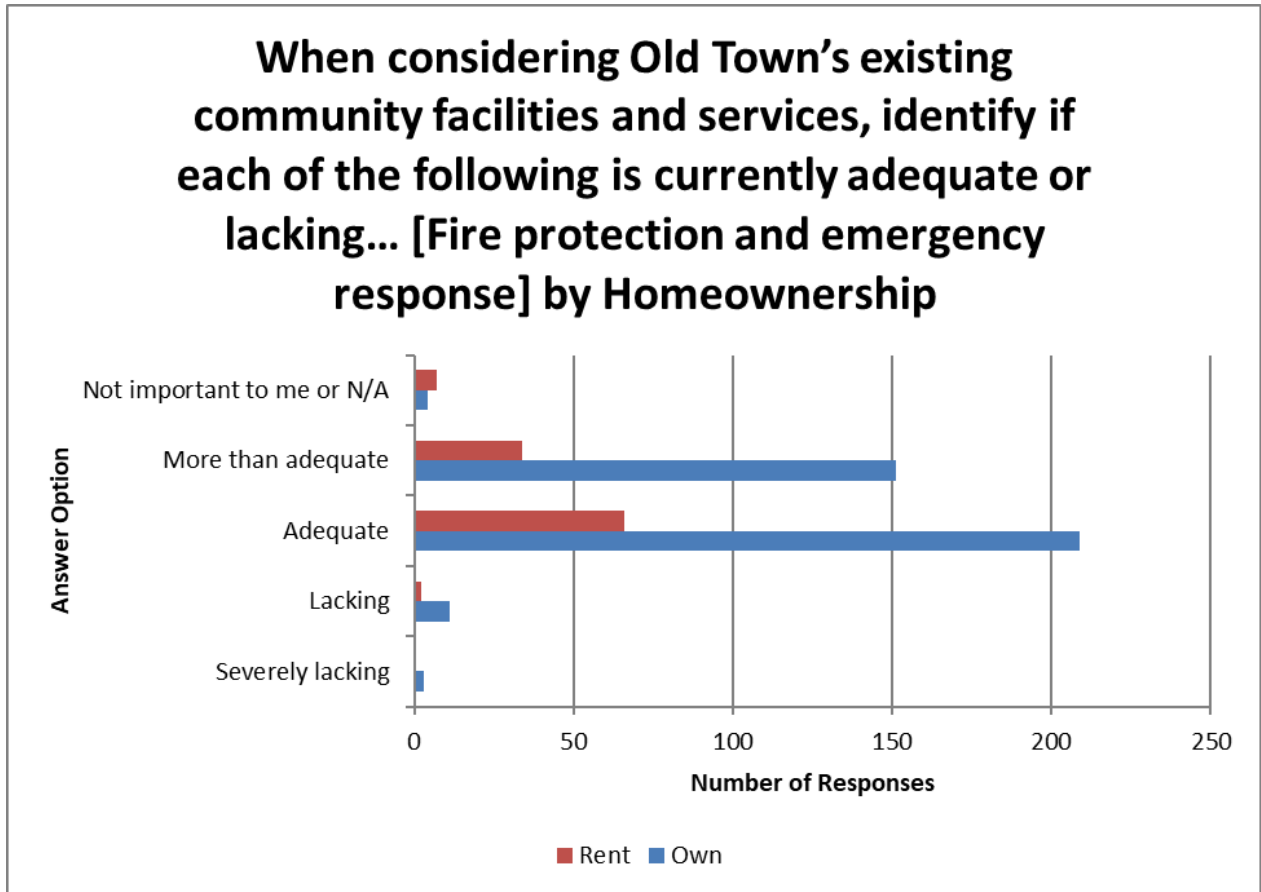
- *Data:* 355 respondents own a home, 103 rent a home.
- *Analysis:* 83% of homeowner respondents view housing options for retirees as either a weakness or a great weakness. This may indicate a lack of affordable home ownership opportunities for retirees. For renters, there is a much smaller split; only 53% of renters view options for retirees as a weakness, while 46% view it as a strength.

Question: How would you describe the amount of residential development within Old Town recently (within the past 5 years)? [Multi-family homes or apartments]



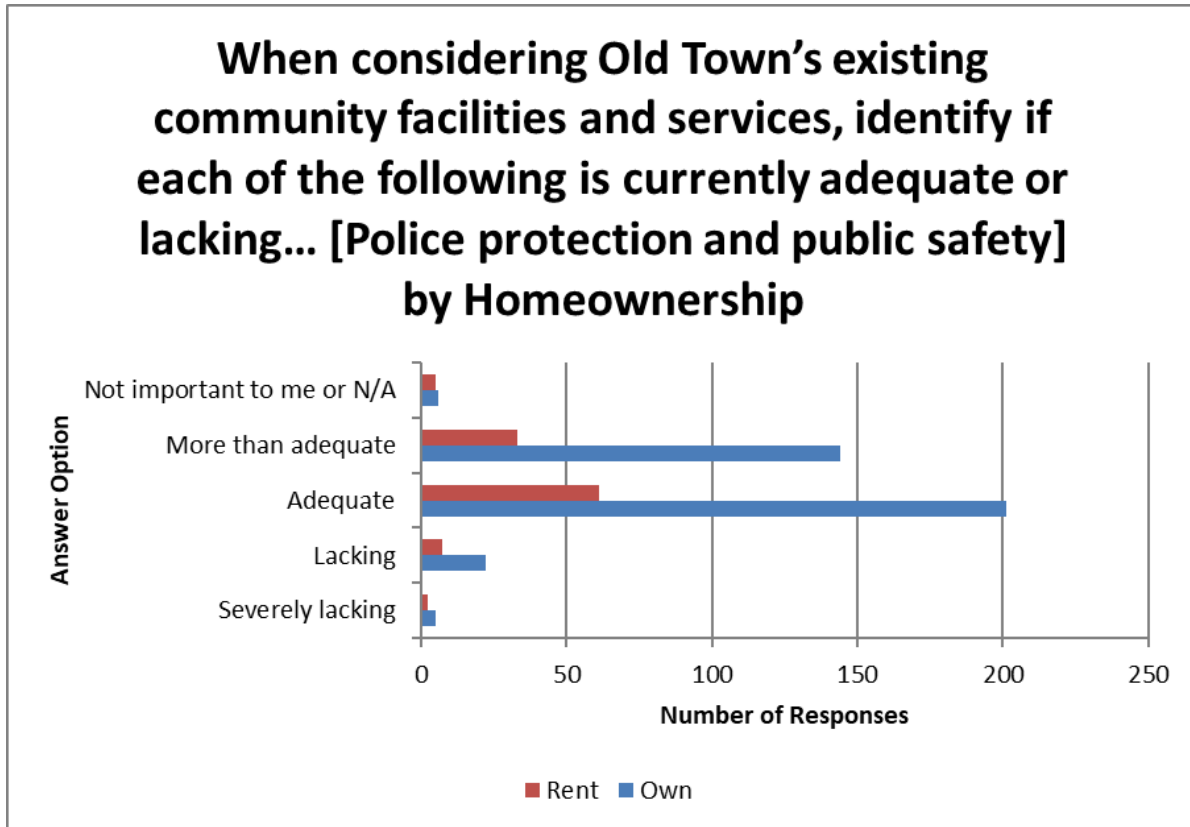
- *Data:* 376 respondents own a home, 107 rent a home.
- *Analysis:* Renters were slightly more likely than homeowners - 43% compared to 37% - to select that there had not been enough residential development over the past five years. This may be indicative of a general feeling/perception of a lack of rental units in the city. In both cases, respondents who provided a response agree that there is not enough residential development.

Question: When considering Old Town’s existing community facilities and services, identify if each of the following is currently adequate or lacking... [Fire protection and emergency response]



- *Data:* 378 respondents own a home, 109 rent a home.
- *Analysis:* Virtually all respondents selected one of the adequacy choices, with homeowners and home renters selecting adequate or more than adequate in 95% and 91% of responses, respectively.

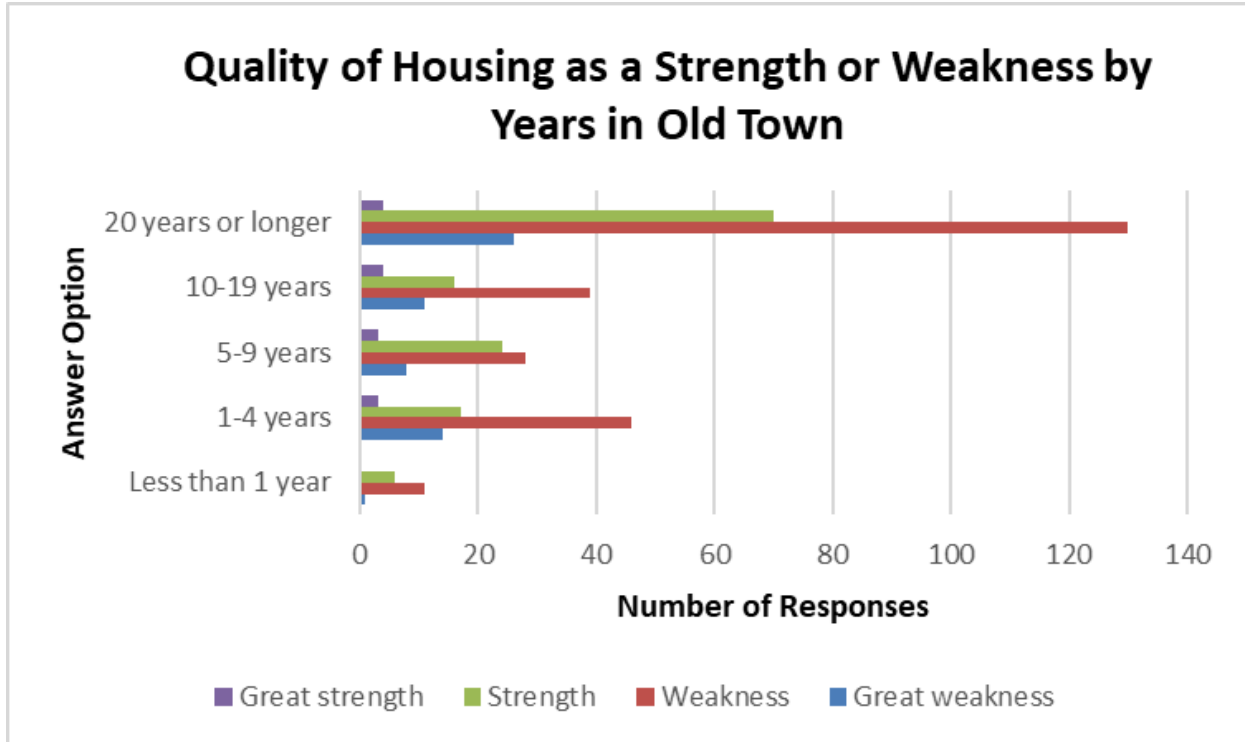
Question: When considering Old Town's existing community facilities and services, identify if each of the following is currently adequate or lacking... [Police protection and public safety]



- *Data:* 378 respondents own a home, 108 rent a home.
- *Analysis:* Respondents had a slightly higher view of public safety and police services being lacking or severely lacking than for the Fire/EMS question - 7% and 8% for owners and renters respectively - but still had an overwhelming majority selected one of the two adequacy choices, combining for 91% of owners agreeing that Fire/EMS services are either adequate or more than adequate and 87% of renters.

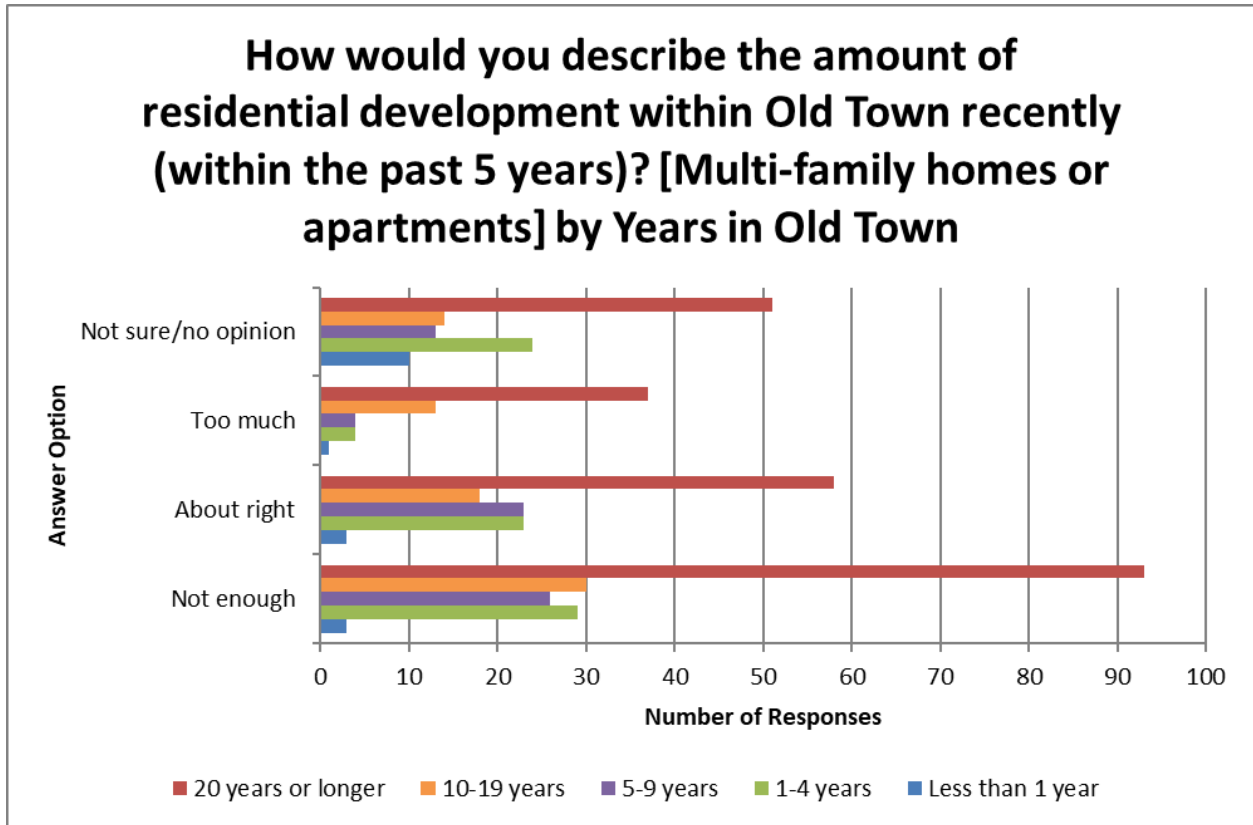
Years Living in Old Town

Question: When considering existing housing and residential areas, identify if each of the following is a strength or weakness of Old Town today. [Quality of housing]



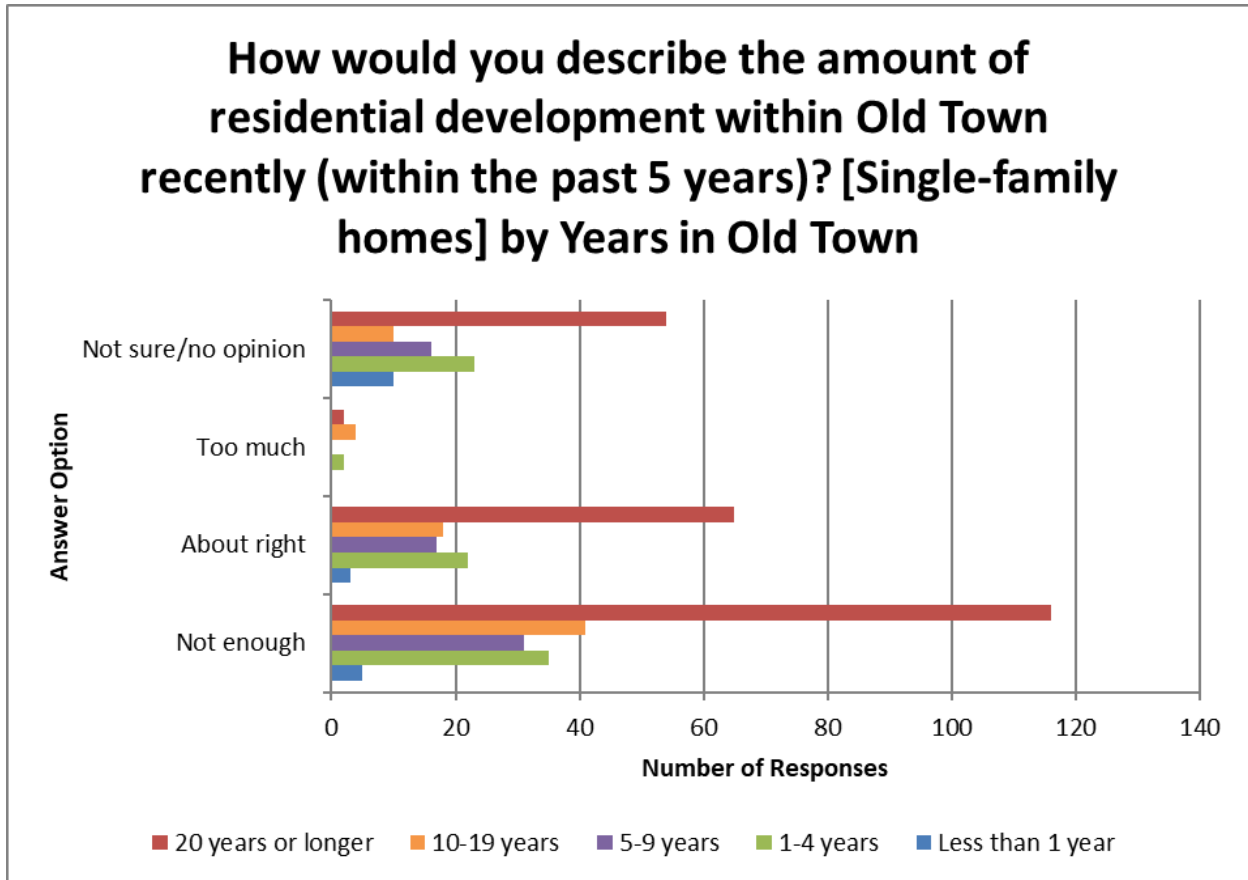
- *Data:* 18 responses for less than 1 year, 80 for 1-4, 63 for 5-9, 70 for 10-19, 230 for 20 years or longer.
- *Analysis:* Regardless of how long one has lived in Old Town, the majority of respondents agree: housing options are a weakness in Old Town. Selection of both weakness responses - weakness and great weakness - totaled between 57% and 75% for respondent groups. Residents of 5-9 years had the lowest combined weakness response rate at 57%, followed by less than one year (66%), 20 years or longer (67%), and 10-19 years (71% indicating that housing options are either a weakness or great weakness for Old Town). Residents of 1-4 years had the highest selection rate of weakness at 75%. The disparity in answers between residents who have lived here for 1-4 years and those who have been here for 5-9 years underscores a potential shift in the amount of housing options post-COVID. Likely, at the time the 5-9 group moved here (sometime between 2016 and 2020), there were more housing options available to them than for those who moved here since 2021.

Question: How would you describe the amount of residential development within Old Town recently (within the past 5 years)? [Multi-family homes or apartments]



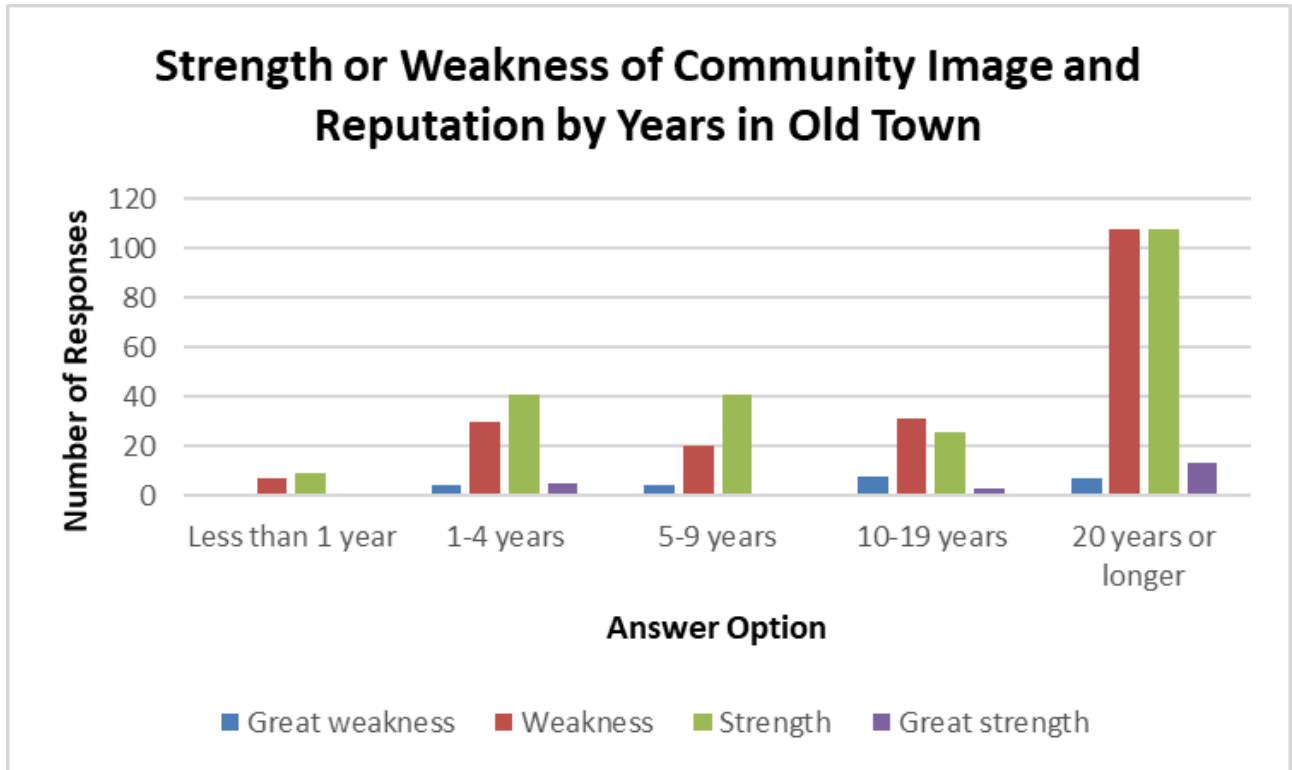
- *Data:* 17 responses for less than 1 year, 80 for 1-4, 66 for 5-9, 75 for 10-19, 239 for 20 years or longer.
- *Analysis:* All respondent groups agree that there has not been enough multi-family development over the past 5 years, but those who have been in Old Town more than 10 years had a higher percentage of responses stating that there has been too much multi-family development - 17% and 15% for 10-19 years and 20+ years, respectively. The next highest percentage of those who believe that there has been too much multi-family development is 6%, in the 5-9 year age group.

Question: How would you describe the amount of residential development within Old Town recently (within the past 5 years)? [Single-family homes]



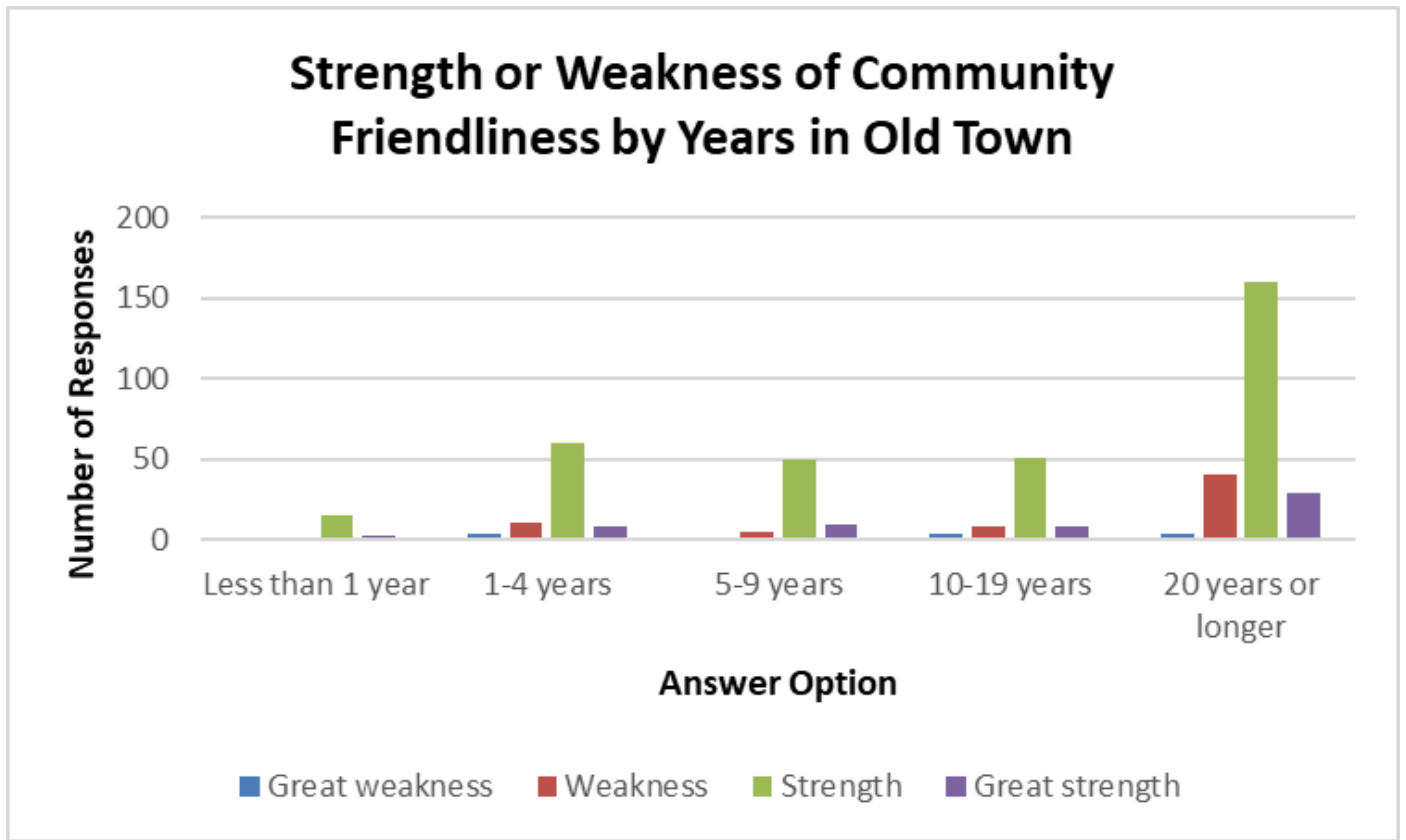
- *Data:* 18 responses for less than 1 year, 82 for 1-4, 64 for 5-9, 73 for 10-19, 237 for 20 years or longer.
- *Analysis:* All groups agree that there has been too little development of single-family homes over the past 5 years. Compared to multi-family development though, all response groups had a lower selection of “too much” development, with the highest being 5% for 10-19 years, and the lowest at 0% less than 1 year and 5-9 years.

Question: When considering Old Town’s existing image and identity, identify if each of the following is a strength or a weakness of the community today. [Community image and reputation]



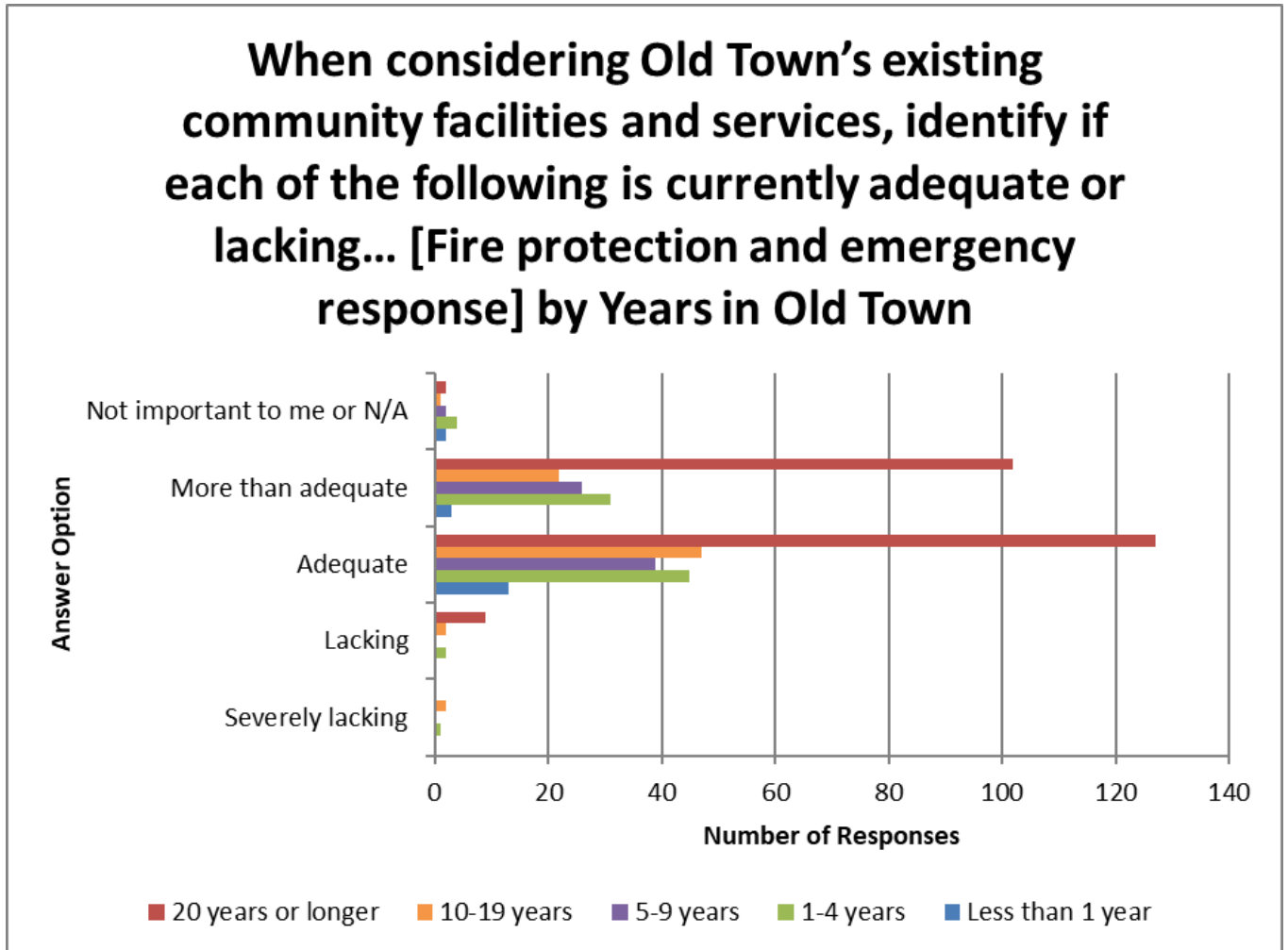
- *Data:* 17 responses for less than 1 year, 80 for 1-4, 66 for 5-9, 68 for 10-19, 236 for 20 years or longer.
- *Analysis:* Residents who have lived here for less time (less than 10 years) tend to consider Old Town’s community image and reputation as a strength or great strength, with residents living in Old Town for 5-9 years having the highest selection of strength choices at 62%. Conversely, those who have lived here for more than 10 years tend to consider the community image and reputation a weakness, with roughly 45% of the 10-19 and 20+ year groups selecting the “weakness” option. This may be indicative of an ongoing shift in the reputation of Old Town.

Question: When considering Old Town's existing image and identity, identify if each of the following is a strength or a weakness of the community today. [Community friendliness]



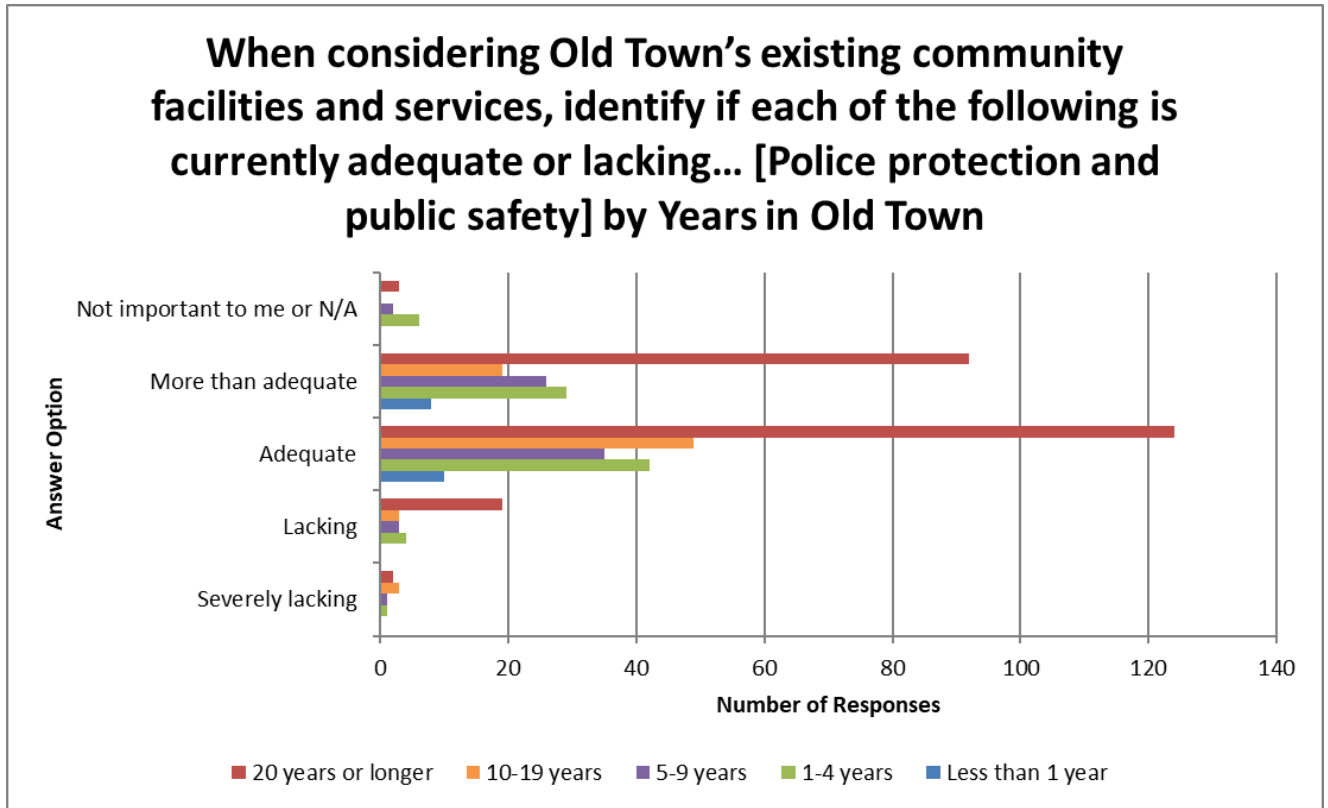
- *Data:* 19 responses for less than 1 year, 83 for 1-4, 67 for 5-9, 72 for 10-19, 234 for 20 years or longer.
- *Analysis:* All respondent categories tend to consider community friendliness as either a strength or a great strength. However, those who have lived here for 20+ years may consider community friendliness to be more of a weakness than those who have lived here for less time (19% compared to around 10% for the other groups).

Question: When considering Old Town’s existing community facilities and services, identify if each of the following is currently adequate or lacking... [Fire protection and emergency response]



- *Data:* 18 responses for less than 1 year, 83 for 1-4, 67 for 5-9, 74 for 10-19, 240 for 20 years or longer.
- *Analysis:* Residents of all categories overwhelmingly believe that fire and EMS services in Old Town are some level of adequate. Combined responses for adequate - both adequate and more than adequate - range between 88% and 97% for responses, while combined responses for lacking range between 0% and 5%.

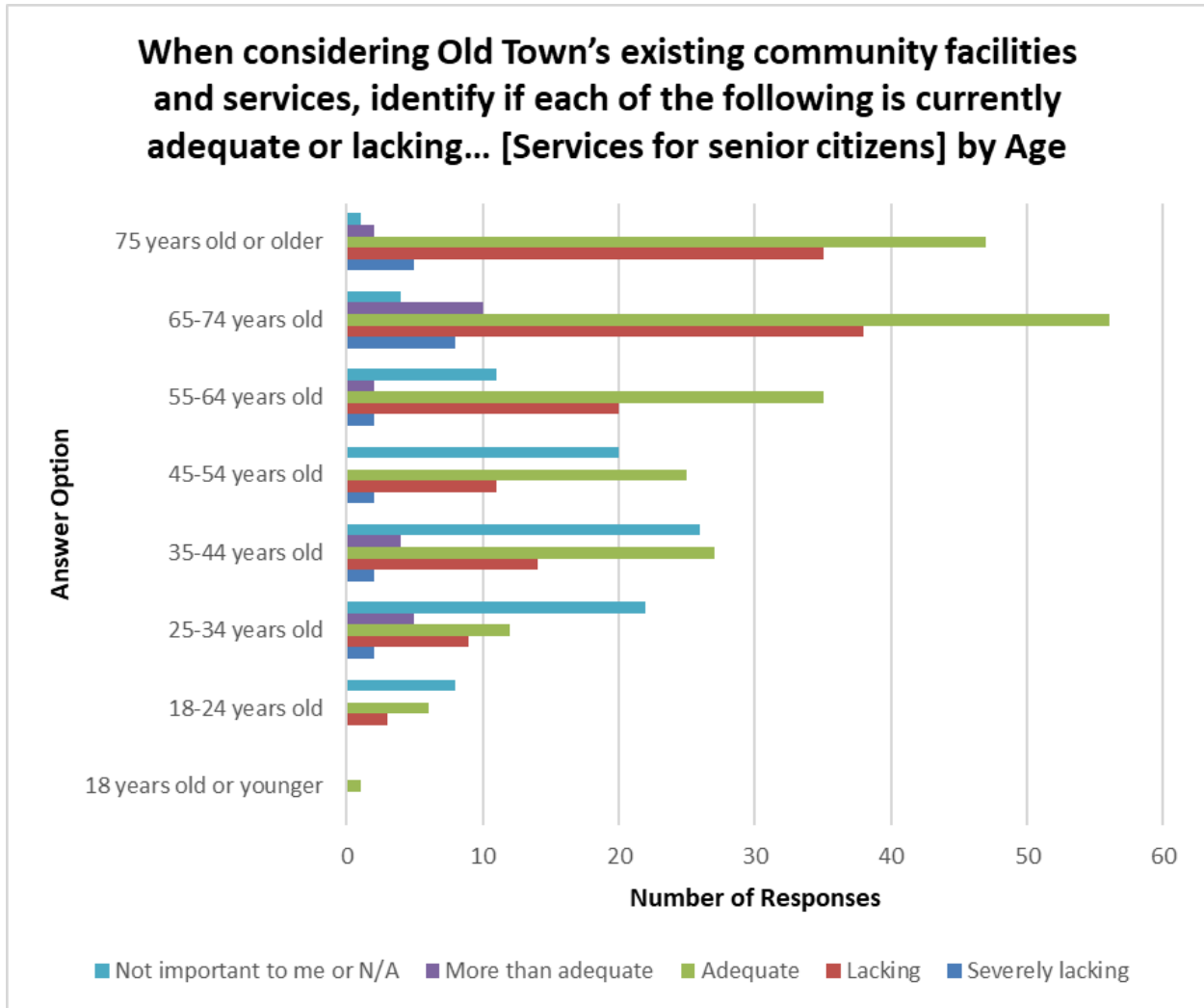
Question: When considering Old Town’s existing community facilities and services, identify if each of the following is currently adequate or lacking... [Police protection and public safety]



- *Data:* 18 responses for less than 1 year, 82 for 1-4, 67 for 5-9, 74 for 10-19, 240 for 20 years or longer.
- *Analysis:* Similar to responses on fire/EMS, respondents overwhelmingly believe that public safety is some combination of adequate. Selection of adequate or more than adequate range from 86% to 100%; selection of lacking or severely lacking is slightly higher than for fire/EMS, ranging from 0% to 8%. However, this is still an extremely low response rate, indicating that Old Town residents overwhelmingly believe that public safety is adequate.

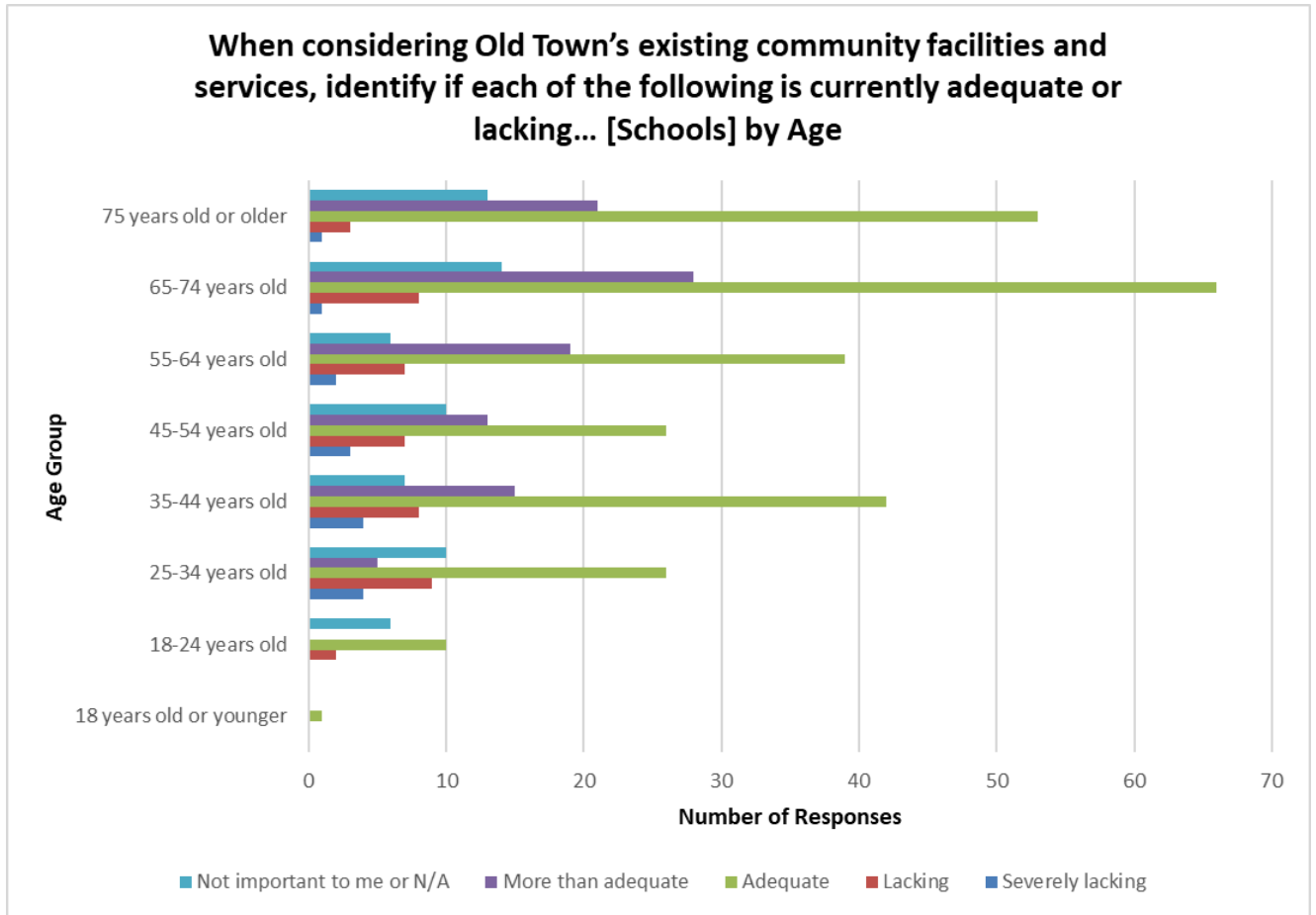
Age Group

Question: When considering Old Town’s existing community facilities and services, identify if each of the following is currently adequate or lacking... [Services for senior citizens]



- *Data:* 1 respondent 18 or younger, 17 respondents 18-24, 50 respondents 25-34, 73 respondents 35-44, 58 respondents 45-54, 70 respondents 55-64, 116 respondents 65-74, 90 respondents 75 or older.
- *Analysis:* Age groups over 55 had at least 10% higher selection of the “lacking” question option for services for senior citizens than did under 55-year-olds. However, this may be because many of those under 55 indicated that this was not important or not applicable to them.

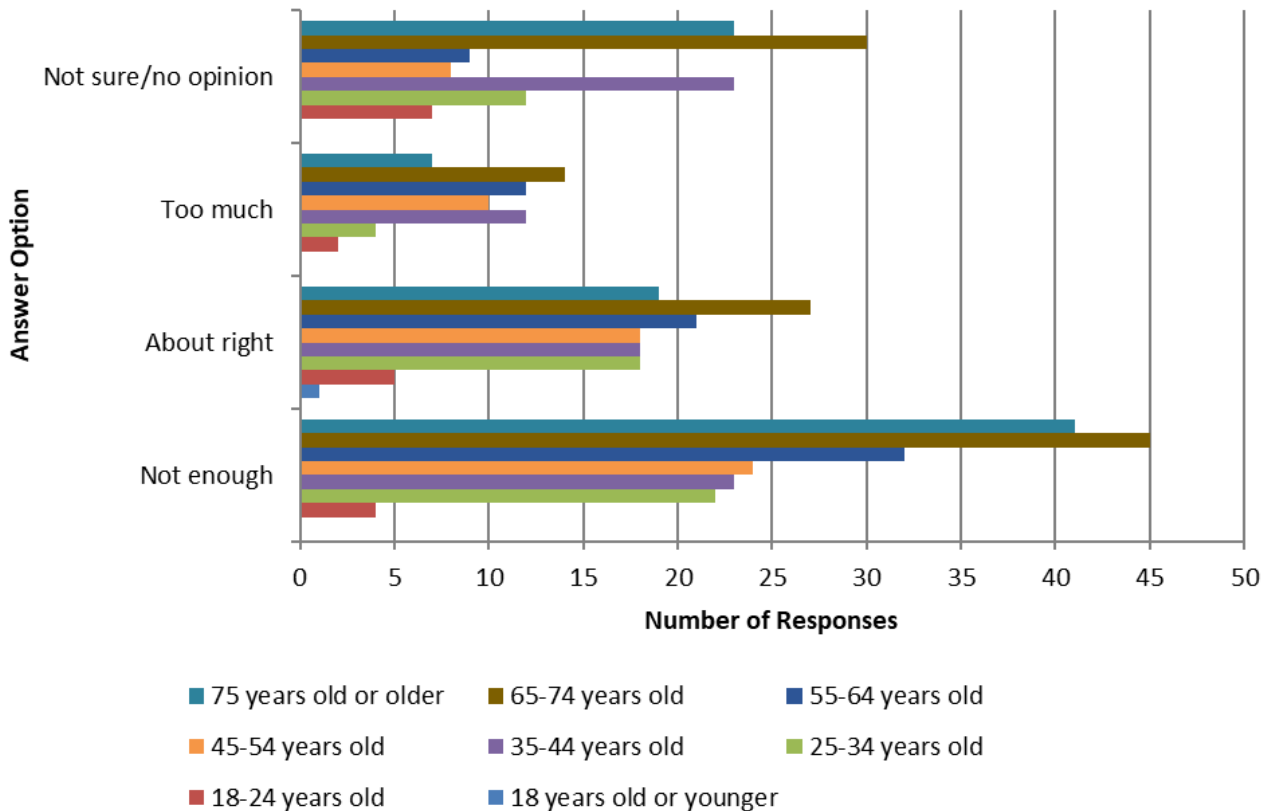
Question: When considering Old Town’s existing community facilities and services, identify if each of the following is currently adequate or lacking... [Schools]



- *Data:* 1 respondent 18 or younger, 18 respondents 18-24, 54 respondents 25-34, 76 respondents 35-44, 59 respondents 45-54, 73 respondents 55-64, 117 respondents 65-74, 91 respondents 75 or older.
- *Analysis:* Unsurprisingly, older demographics are far more likely to view schools as “adequate” than child-bearing age demographics. Ages 25-34 had a 16% selection rate for “lacking”, while ages 55-75+ had a 9%, 6% and 3% selection of “lacking”, respectively. Despite this, all age groups had a much higher proportion of “adequate” than “lacking” responses, and no “severely lacking” percentage over 7%.

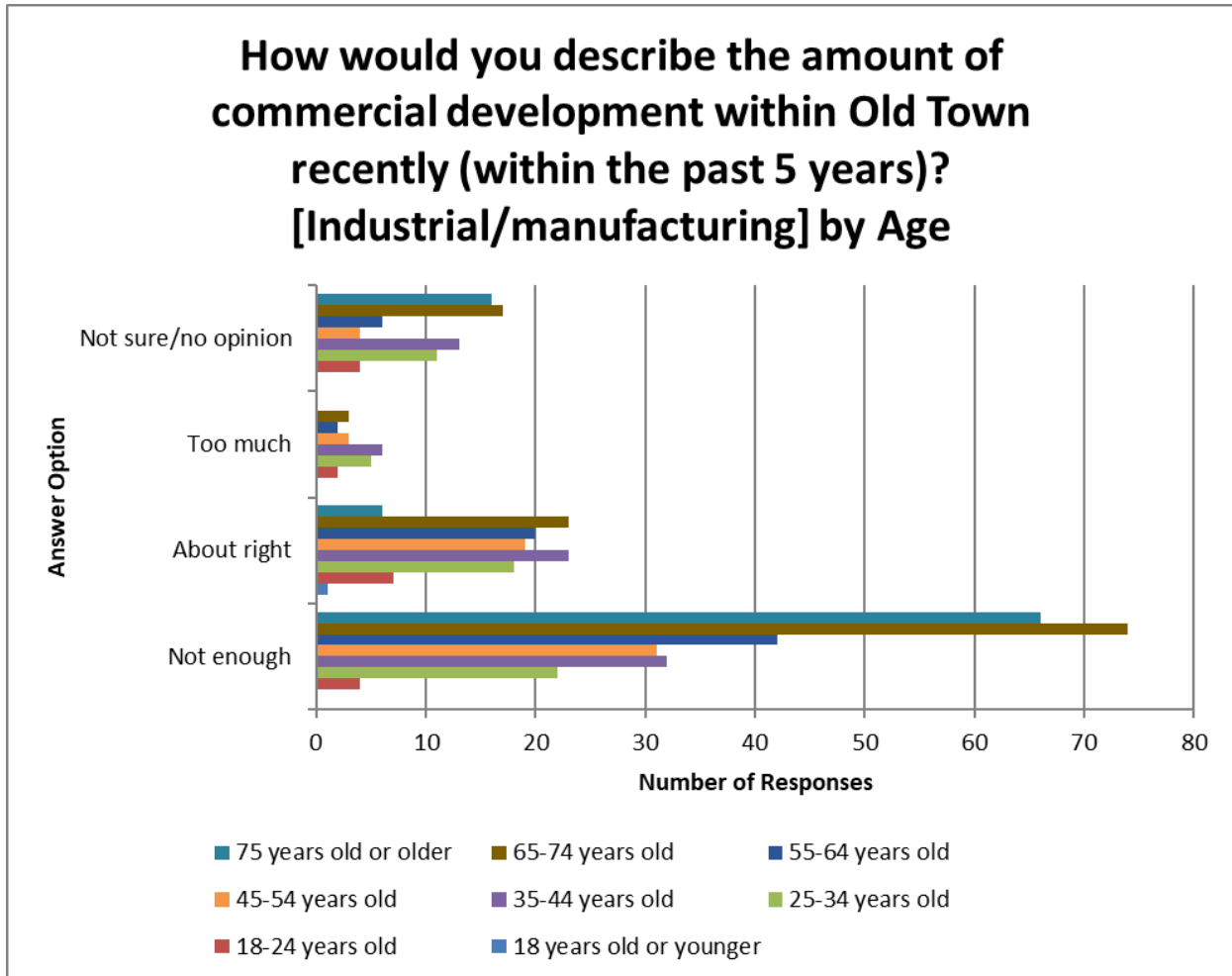
Question: How would you describe the amount of residential development within Old Town recently (within the past 5 years)? [Multi-family homes or apartments]

How would you describe the amount of residential development within Old Town recently (within the past 5 years)? [Multi-family homes or apartments] by Age



- Data:* 1 respondent 18 or younger, 18 respondents 18-24, 56 respondents 25-34, 76 respondents 35-44, 60 respondents 45-54, 74 respondents 55-64, 116 respondents 65-74, 90 respondents 75 or older.
- Analysis:* The middle homeownership age groups (35 to 74) had 15% to 16% of respondents select “too much” residential development over the past years, with residents aged 25-34 and 75+ only selecting that option 7% of the time. This is likely because these age groups are also the ones that most often choose to live in multi-family or apartment-style housing. Additionally, only ages 25-34 had more than 30% of respondents select “about right” - 32% with the next closest age group - those age 55 to 64 - selecting this option in 28% of responses.

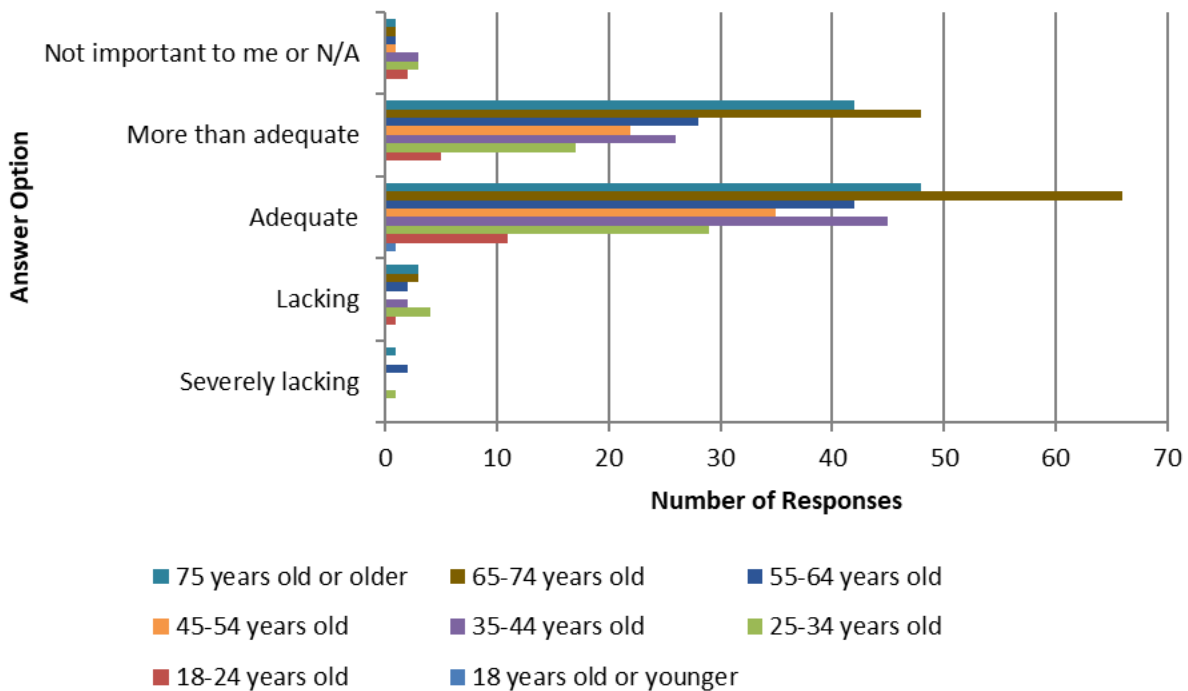
Question: How would you describe the amount of commercial development within Old Town recently (within the past 5 years)? [Industrial/manufacturing]



- Data:* 1 respondent 18 or younger, 17 respondents 18-24, 56 respondents 25-34, 76 respondents 35-44, 57 respondents 45-54, 70 respondents 55-64, 117 respondents 65-74, 88 respondents 75 or older.
- Analysis:* Opinions on industrial and manufacturing development in the “not enough” category increase with each increase in age. 23% of 18-24 year old respondents chose the “not enough” option, then 39% (25-34 year olds), 43% (35-44 year olds), 54% (45-54 year olds), 60% (55-64 year olds), 63% (65-74 year olds), and 75% (those 75 years and older) respectively. This represents a large difference in perception of Old Town’s industrial base, with those entering the workforce seemingly far less likely to see a need for additional industrial work opportunities.

Question: When considering Old Town’s existing community facilities and services, identify if each of the following is currently adequate or lacking... [Fire protection and emergency response]

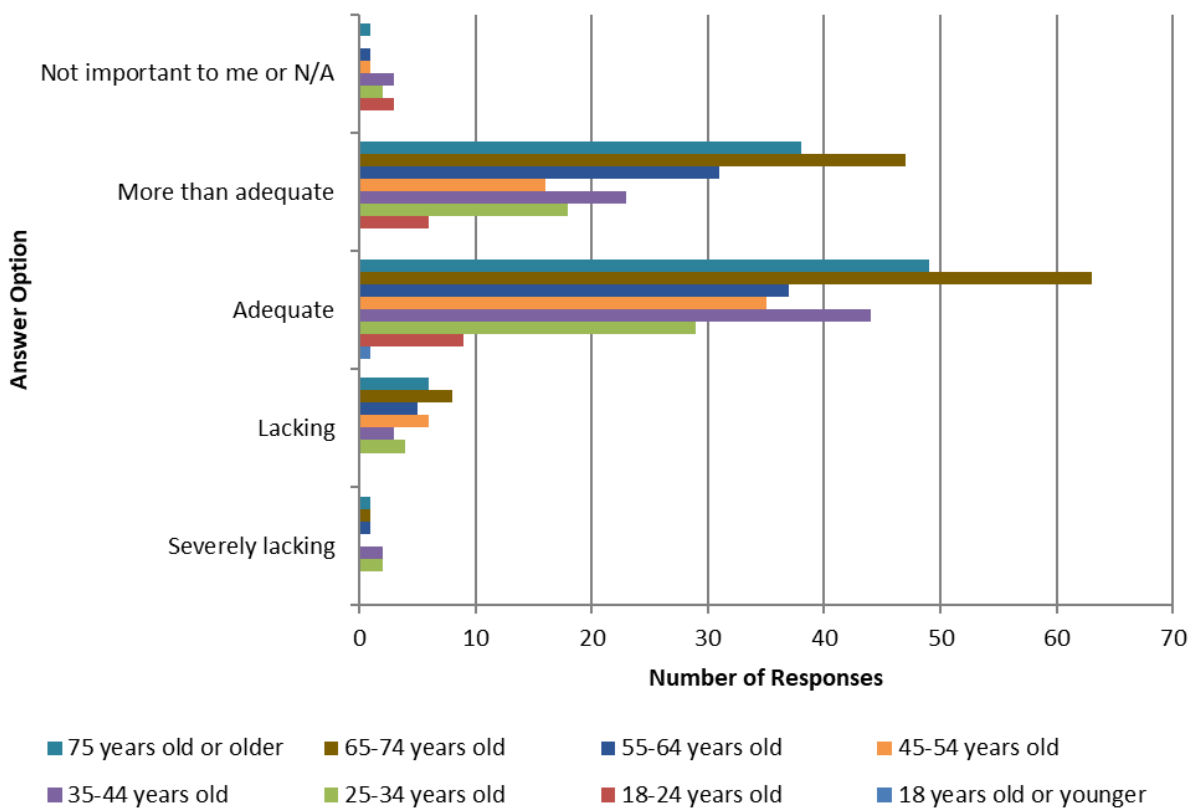
When considering Old Town’s existing community facilities and services, identify if each of the following is currently adequate or lacking... [Fire protection and emergency response] by Age



- Data:* 1 respondent 18 or younger, 19 respondents 18-24, 54 respondents 25-34, 76 respondents 35-44, 58 respondents 45-54, 75 respondents 55-64, 118 respondents 65-74, 95 respondents 75 or older.
- Analysis:* All age groups overwhelmingly indicated that fire protection and emergency response is adequate or more than adequate. All age groups had an 84% or higher selection rate, with most age groups having > 90%. 25-34 year olds had the highest selection of combined lacking responses at 9%. The age group category appears to have a higher selection rate for the lacking responses than other primary question categories, but still maintains a strong majority of respondents who believe that fire/EMS services are adequate at some level.

Question: When considering Old Town’s existing community facilities and services, identify if each of the following is currently adequate or lacking... [Police protection and public safety]

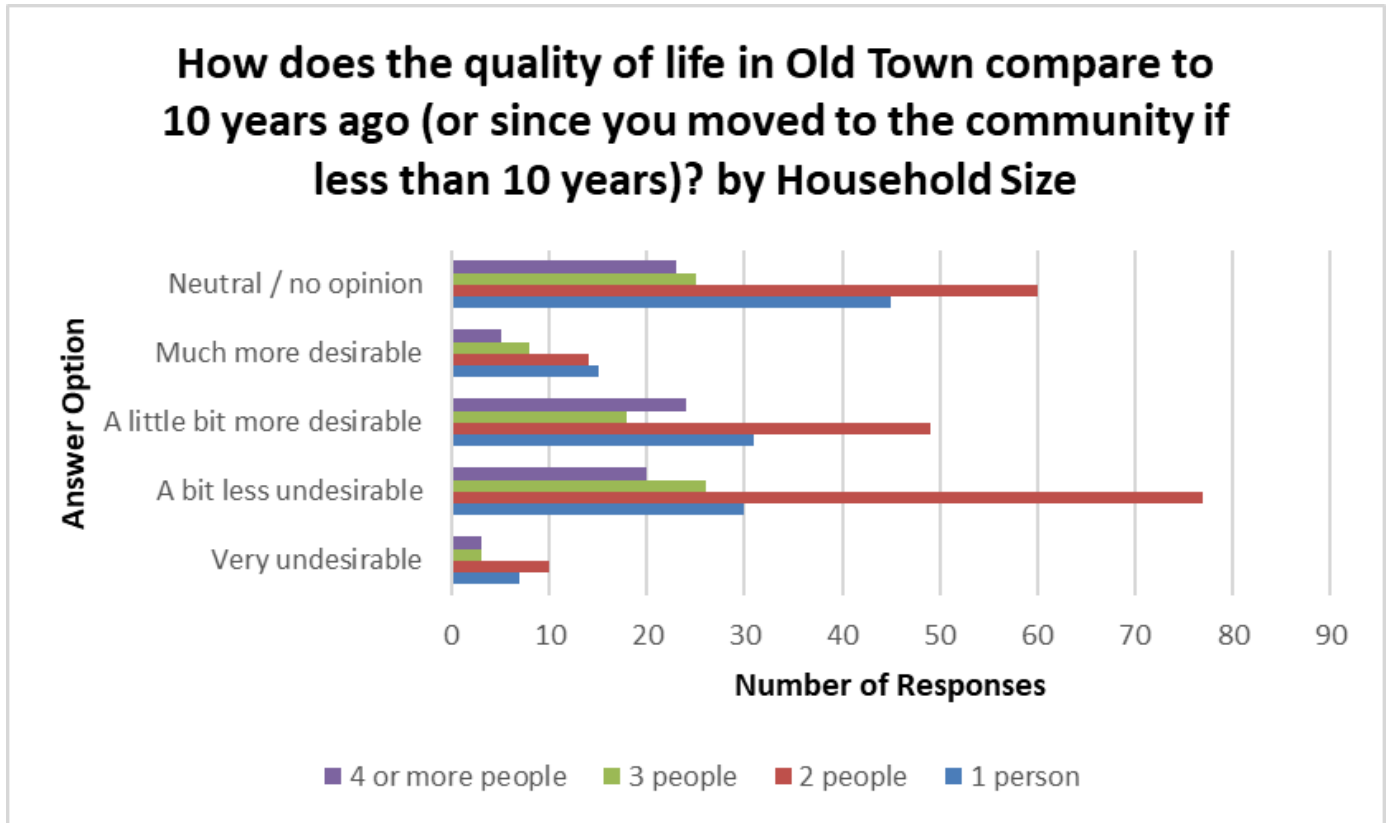
When considering Old Town’s existing community facilities and services, identify if each of the following is currently adequate or lacking... [Police protection and public safety] by Age



- *Data:* 1 respondent 18 or younger, 18 respondents 18-24, 55 respondents 25-34, 75 respondents 35-44, 58 respondents 45-54, 75 respondents 55-64, 119 respondents 65-74, 95 respondents 75 or older.
- *Analysis:* Similarly, all age categories indicate that police protection and public safety is either adequate or more than adequate, with most age groups selecting these answers 85% or more of the time. While a majority still believe these services to be adequate, 25-34 year olds tended to select lacking more than any other age group, with 83% of this group selecting lacking or severely lacking”

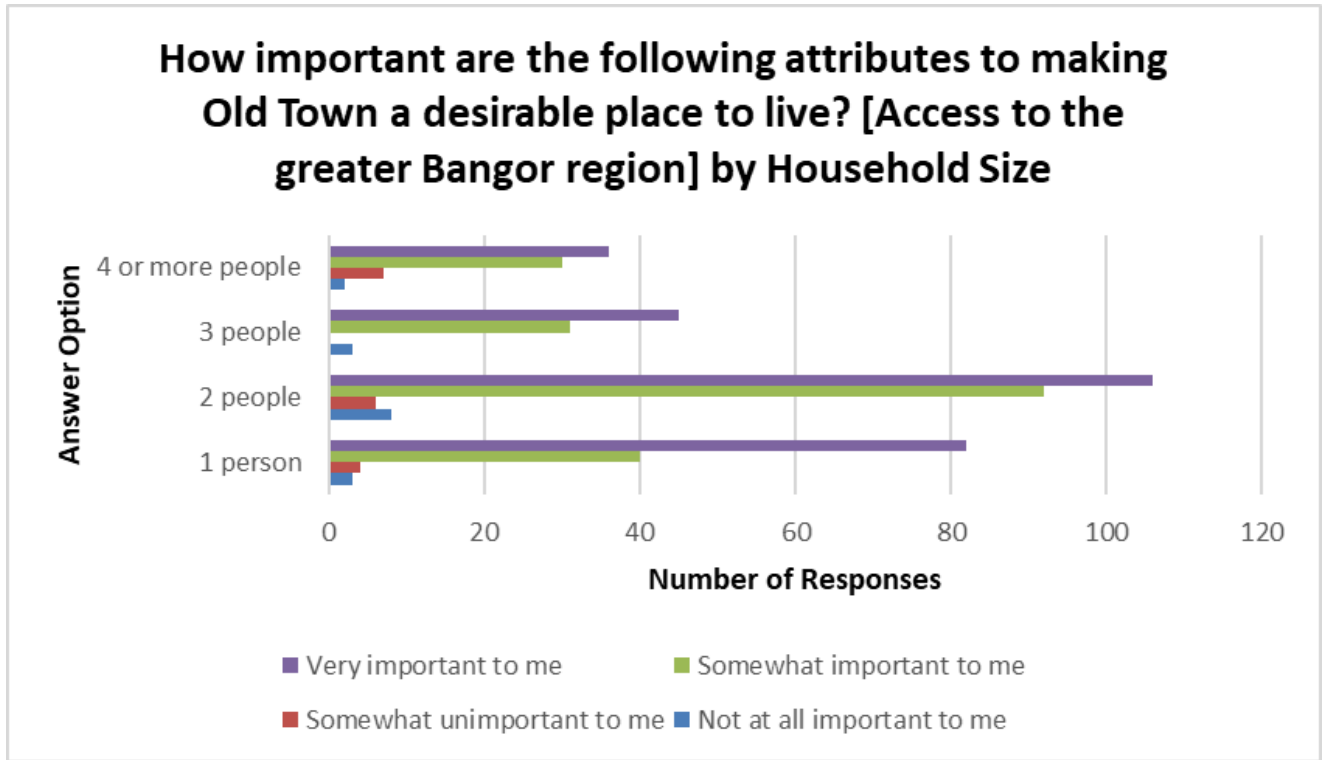
Household Size

Question: How does the quality of life in Old Town compare to 10 years ago (or since you moved to the community if less than 10 years)?



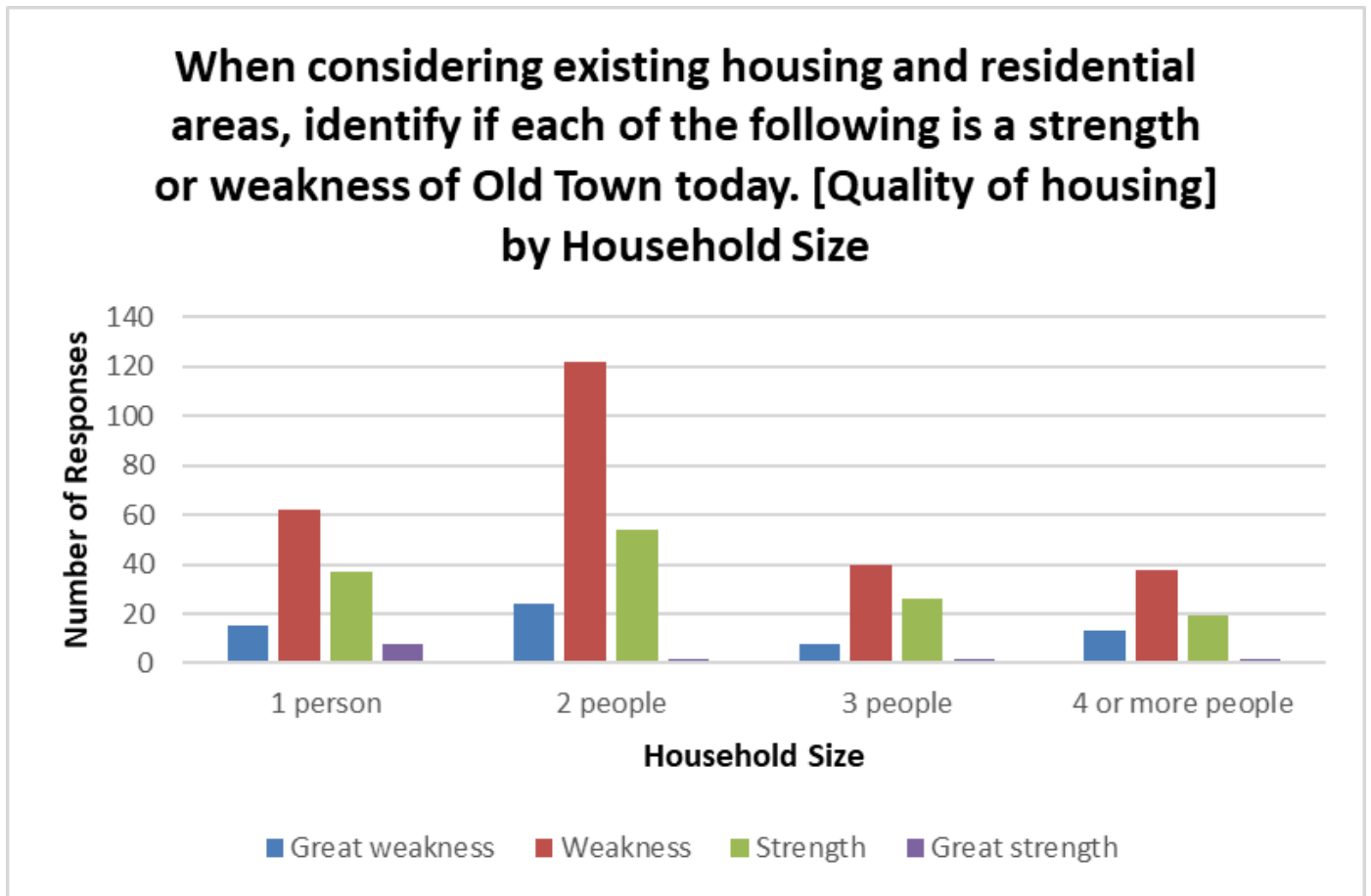
- Data:* 128 1-person household respondents, 210 2-person, 80 3-person, 75 4+ person household respondents.
- Analysis:* Households with 2 or 3 people had a higher percentage of “a bit less undesirable” selection than those with 1 or 4 or more people, with both 2 and 3 person households selecting this option 36% and 32%, respectively. Conversely, single-person and 4+ person households selected this option 23% and 26% of the time, respectively. Only households with four or more people had more than 30% of respondents select “a little bit more desirable.” This indicates that Old Town is apparently now more desirable for larger families than it may have been 10 years ago.

Question: How important are the following attributes to making Old Town a desirable place to live? [Access to the greater Bangor region]



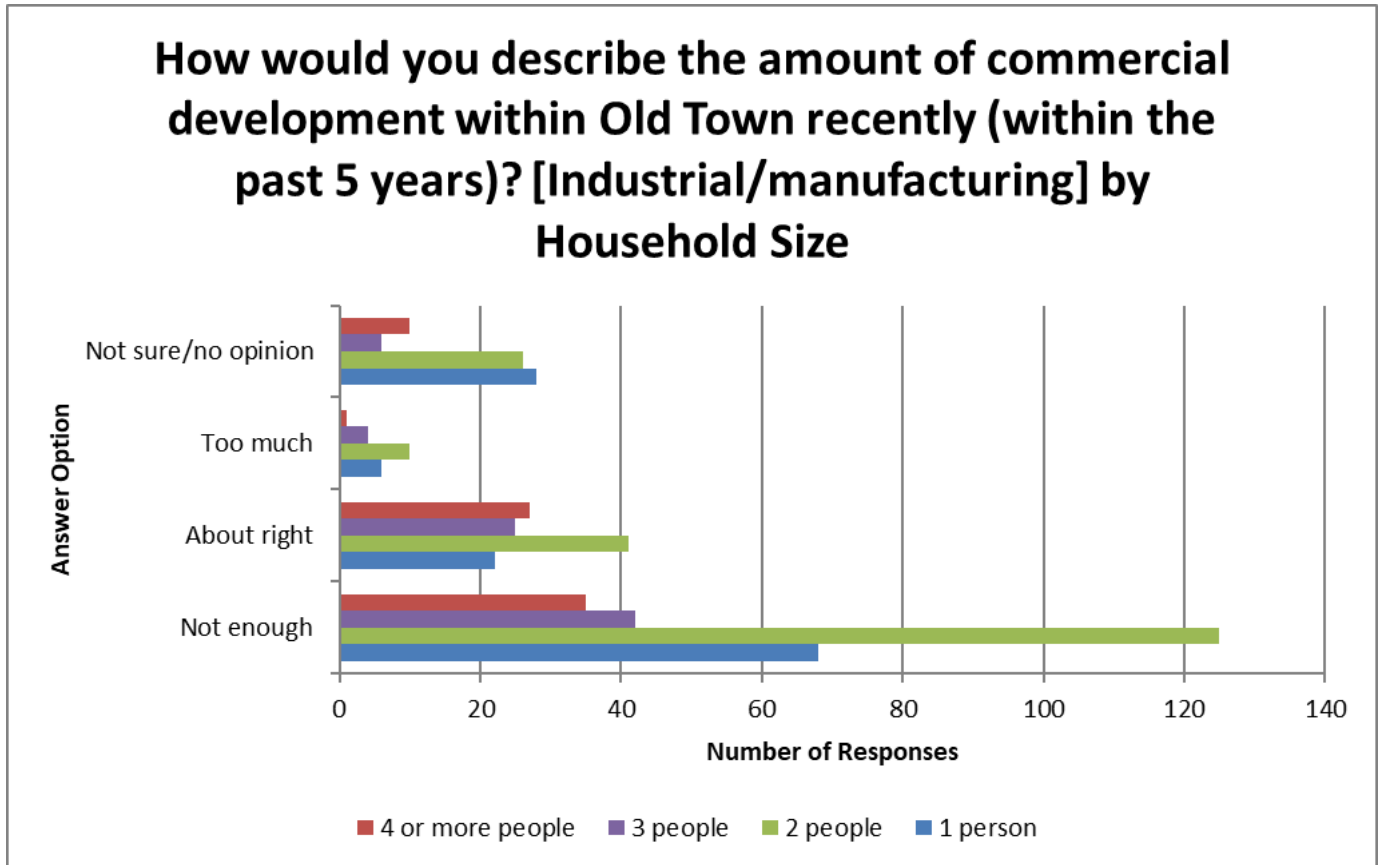
- *Data:* 129 1-person household respondents, 212 2-person, 79 3-person, 75 4+ person respondents.
- *Analysis:* Unsurprisingly, access to Bangor is extremely important to Old Town residents. The combination of “important” answer selections for each household size is as follows: 94%, 93%, 96% and 88% respectively. Households comprised of 3 people tended to view access to Bangor as less important compared to households of other sizes, with a selection rate of 3.7%. However, all household size’s selection of “not at all important” were below 4%

Question: When considering existing housing and residential areas, identify if each of the following is a strength or weakness of Old Town today. [Quality of housing]



- Data:* 122 1-person household respondents, 202 2-person, 76 3-person, 72 four or more person respondents.
- Analysis:* Quality of housing is viewed across all household sizes as a weakness. Total weakness responses (those who selected wither “weakness” or “great weakness”) is as follows: 63%, 72%, 63% and 70% for household sizes of 1, 2, 3, or 4 or more people, respectively. Thus, two-person households tend to think of the quality of Old Town’s housing stock as a weakness slightly more than other household sizes. This is important because this group also represented the vast majority of respondents to the survey.

Question: How would you describe the amount of commercial development within Old Town recently (within the past 5 years)? [Industrial/manufacturing]



- *Data:* 124 1-person household respondents, 202 2-person, 77 3-person, 73 four or more person respondents.
- *Analysis:* The percentage of selection of the “about right” option increased as household size increased, meaning that larger households tend to think that the amount of manufacturing/industrial development is about right more than smaller household sizes. In comparison, the selection of “not enough” was highest for 2-person households at 61%, followed by single and 3-person households (both at 54%), and finally 4+ person households at 47%.