



CITY OF HAVRE DE GRACE

Community Survey

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Overview

RESPONDENT TOTAL:

618 Residents
402 Visitors

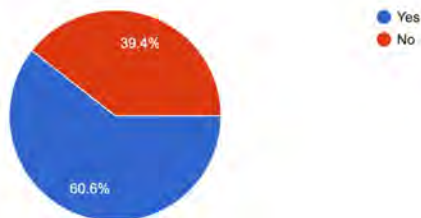
To get a better understanding of the perceptions, attitudes, and behaviors of residents and visitors, the Harvey Agency and the City of Havre de Grace launched a community survey that ran from February 17, 2023 to March 24, 2023.

The survey was promoted online through social media, city channels, and email. Postcards with a QR code were also distributed around town to various brick and mortar locations, accounting for about 8% of total responses.

With more than 1,000 respondents, we were able to get a wide-ranging view of resident and visitor perceptions and behaviors.

Are you currently a resident of Havre de Grace?

1,020 responses



Overview

RESIDENT THEMES & INSIGHTS

THE NEW GENERATION

Half of respondents have been living in Havre de Grace for 10 years or less, with roughly a third of all residents who responded saying they lived in HdG for less than 5 years.

PROXIMITY, HISTORY & THE GREAT OUTDOORS

Nearly 1 in 3 residents responding said being closer to work as well as friends and family were the primary reasons for people to choose to move to HdG. The culture and outdoor recreation were also huge motivators to move for 1 in 4 residents.

BEAUTY & THE PEACE

When asked what three words described HdG best, residents regularly referred to the city's beauty, peacefulness, and friendliness.

IN THE KNOW AND NOT

More than 70% of residents feel they're aware or very aware of entertainment and fun events going on in HdG, but nearly the same amount were less aware or totally unaware of civic/government initiatives. Those active on social media tended to be more aware overall.

MEDIA MIX

Email, Facebook, and mobile text messaging are, respectively, the most popular channels for information and communication for residents. Not surprisingly, these are also the channels people would prefer the government use to reach them with nearly 70% choosing email, 63% choosing Facebook, and 37% choosing texts.

Overview

VISITOR THEMES & INSIGHTS

REGULARS

More than 2 in 5 responding visitors say that they come to HdG either weekly or daily, with 75% saying they visit for reasons other than work.

WHAT BRINGS YOU TO TOWN?

Nearly 2 in 3 visitors responding indicated that they visit HdG for the downtown area experience. Other huge draws for visitors are culture and history, and outdoor recreation, both leading slightly higher than dining and shopping.

QUAINT, FRIENDLY & FUN

When asked what three words described HdG best, visitors regularly referred to the city as quaint and friendly. Many responding visitors also remarked that HdG is fun and picturesque.

IN THE KNOW AND NOT

More than 66% of visitors feel they're aware or very aware of entertainment and fun events going on in HdG, but nearly the same amount were less aware or totally unaware of civic/government initiatives.

MEDIA MIX

Email, Facebook, and mobile text messaging are, respectively, the most popular channels for information and communication for visitors. As with residents, visitors also indicate that these are the channels they prefer to be contacted - with 70% choosing email, 55% choosing Social Media, and 30% choosing texts.

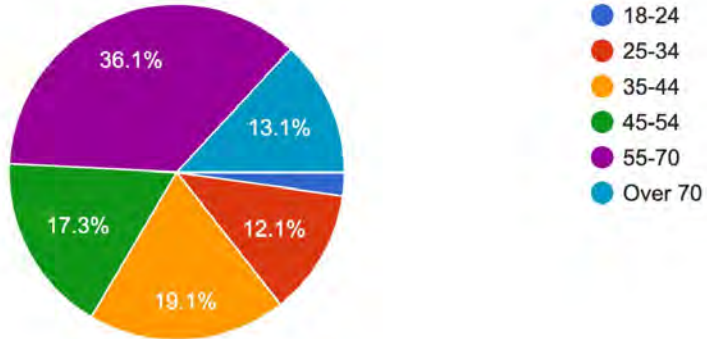
FUTURE RESIDENTS

Nearly 60% of visitors indicated that they would consider moving to HdG.

Resident Responses

What is your age? (RESIDENT)

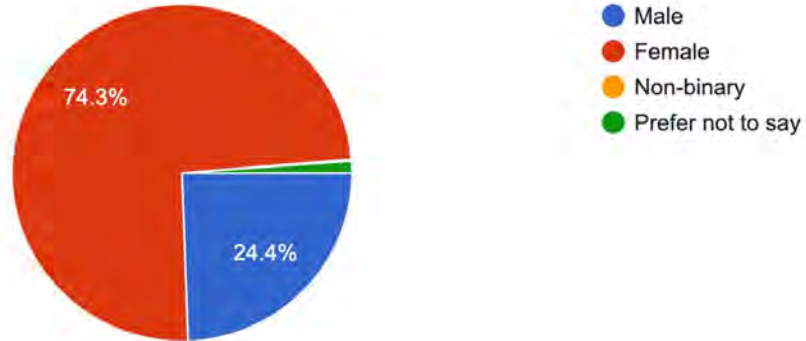
618 responses



RESIDENT RESPONDENT DEMOGRAPHICS

What is your gender? (RESIDENT)

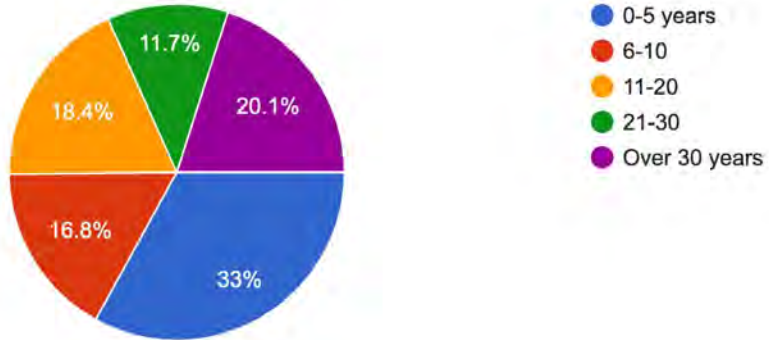
618 responses



RESIDENT RESPONDENT DEMOGRAPHICS

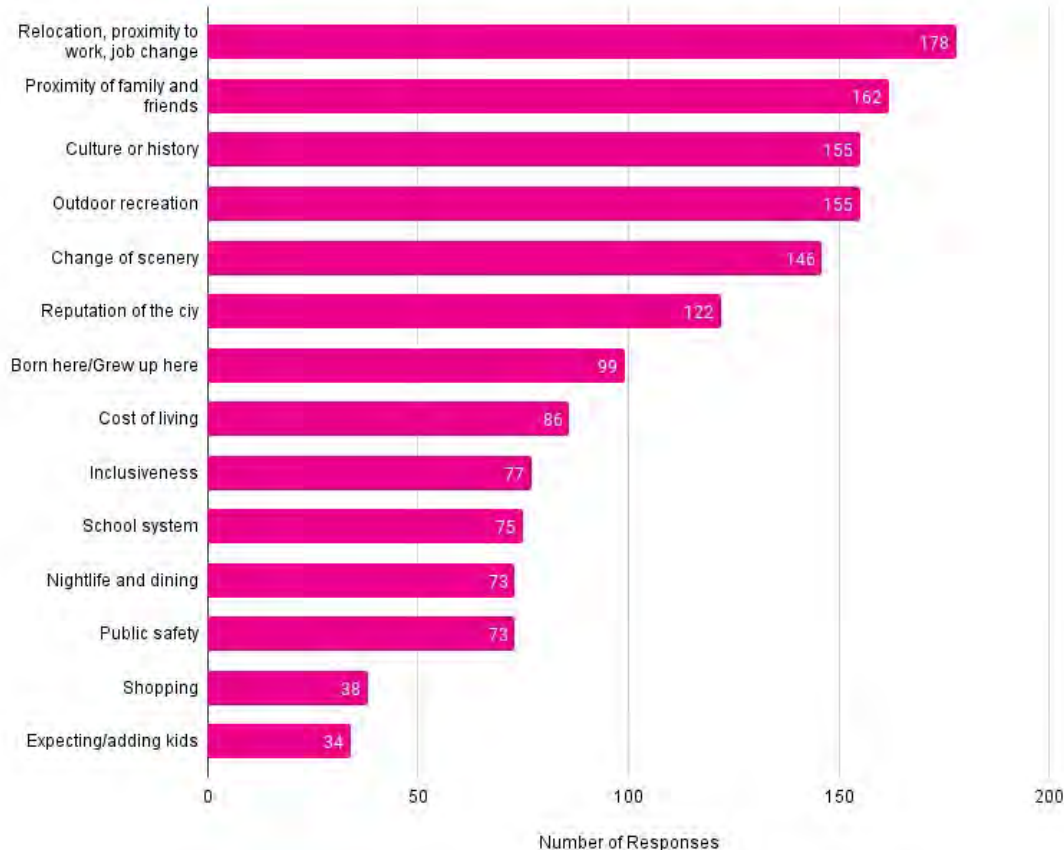
How long have you lived in Havre de Grace? (RESIDENT)

618 responses



More than 50% of residents responding to the survey have lived in Havre de Grace for over 10 years.

Why did you move to Havre de Grace? (check all that apply)



Highlights

“It was more by happenstance that I ended up here but love the area so much.” Female, 35-44

“As a kid I played softball here and I loved the town. At 22 I moved here from Aberdeen into a cute apartment.” Female, 35-44

“Being on the water of the Chesapeake; numerous community activities for all ages.” Female, 55-70

“This town is the definition of small town community feel. It’s literally a town you see in hallmark movies.” Female, 25-34

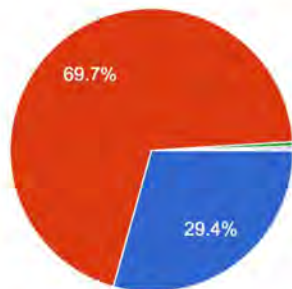
Tell us three words you would use to describe Havre de Grace.



Visitor Responses

What is your gender? (VISITOR)

402 responses

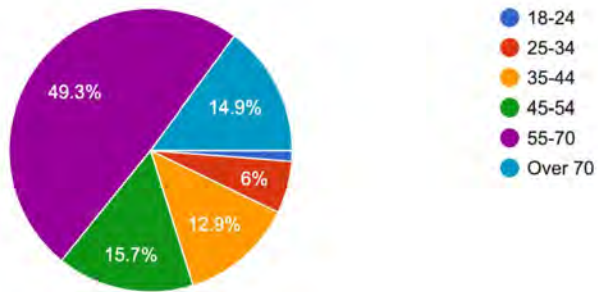


- Male
- Female
- Non-binary
- Prefer not to say

VISITOR RESPONDENT DEMOGRAPHICS

What is your age? (VISITOR)

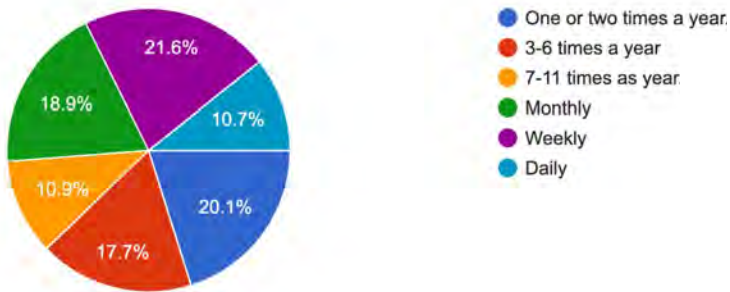
402 responses



2 in 3 visitors to Havre de Grace are 45 or older.

How often do you visit Havre de Grace? (VISITOR)

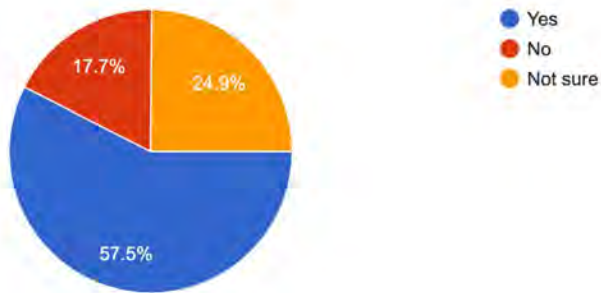
402 responses



More than 50% of visitors responding to the survey visit Havre de Grace at least monthly.

Would you ever consider locating to Havre de Grace? (VISITOR)

402 responses



Inside the Numbers

Over 70% of visitors who come to HdG consider relocating.