

Community Satisfaction Survey

Quantitative Report

Town of Oakville

April 2026



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Methodology

Method	CATI (Computer Aided Telephone Interview) and CAWI (Computer Aided Web Interview)
Criteria for Participation	Residents of Oakville who are 18 years of age or older
Sample Size	CATI: n = 808 / CAWI: n = 590
Average Length	CATI: 18.4 min / CAWI: 15.5 min
Margin of Error	CATI: $\pm 3.4\%$
Fieldwork Dates	February 2 – 23 (CATI) 24 (CAWI), 2026
Additional Notes	<p>CATI sample was drawn using random digit dialing (RDD) among Town of Oakville residents and a mix of landline and cell phone sample was used (73% cellphone / 27% landline).</p> <p>CATI results throughout this report have been statistically weighted by age and gender to ensure that the sample reflects the target population according to 2021 Census data.</p> <p>CAWI data was collected through an open link hosted on the Town of Oakville's website. The sample from CAWI consist of only self-selected respondents, who have chosen to take part in the survey on their own accord, and all having computer access and internet connection. Due to this fact, CAWI data is reported separately as it is affected by self-selection bias and cannot be representative of Oakville demographics.</p>

Research Objectives

- ❑ Forum Research Inc. is pleased to present the Town of Oakville with the results of the 2026 Community Satisfaction Survey.
- ❑ Specific areas explored in the research include (but are not limited to):
 - ❑ Satisfaction with the government of the Town of Oakville, overall livability of the Town, top-of-mind issues in need of attention;
 - ❑ Perceptions of Town attributes and services, including satisfaction and drivers of satisfaction;
 - ❑ Prioritization of the issues and initiatives the Town should address in the future;
 - ❑ Perceptions of value for tax dollar and views towards property tax, user fees, and overall budget decisions;
 - ❑ Preferred communication needs and interaction with the Town.

Reporting Considerations

TOP2 / BTM2

Top 2 (TOP2) and Bottom 2 (BTM2) reference to the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied,” while a grouping of “not satisfied” (BTM2) may be the combined result of “not very satisfied” and “not at all satisfied.”

Rounding

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

Multi-mentions

In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., “*What are the qualities or features of the Town of Oakville that make it livable and vibrant?*”), it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question.

Reporting Considerations

Significance Testing

Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments have been shown in demographic breakout slides.

85%

B

Denotes the percentage which is **significantly higher** than the segment with the corresponding letter. Each segment is denoted with letters (e.g., A, B, C, etc.). If the letter “A” appears under the response of a certain segment, this indicates that the response of that segment is significantly higher than the response of the segment denoted with the letter “A”.

Please note that statistical differences have been indicated where they exist.

Significant differences between 2024 and 2026 results have been identified using the margin of error ($\pm 3.4\%$).

Benchmark Data

Comparisons to other municipalities have been included where possible.

Tracking Data

Tracking data has been included where possible. Please note that data prior to 2022 comes from surveys conducted by another vendor. Caution should be used in comparing 2026 data with the previous surveys.



Key Findings

Key Findings

Livability

Overall, perceptions of livability have continued to remain strong in 2026.

- The large majority of residents (82%) agree that Oakville is a better place to live than most areas in the GTA. Residents are also more likely to say they would recommend the Town of Oakville as a place to live to friends and colleagues than say they would not. *(slide 17, slide 20-21)*

Residents continue to feel positive about the local government, quality of life in Oakville, and its qualities that make it livable and vibrant, though land use planning is an increasing concern.

- The large majority (TOP2: 82%) continue to feel positive about the government of the Town of Oakville in 2026. *(slide 14)*
- Around 3 in 4 residents (TOP2: 77%) are satisfied with the efforts the Town of Oakville Government makes to protect the environment. *(slide 16)*
- Nearly half (49%) said the quality of life in Oakville has stayed the same in the last 2 years, and about 1 in 10 (7%) said it has become better. *(slide 24)*
- Small town, community, and family atmosphere (17%), recreation programs, facilities, and services (15%), and parks (15%) are top qualities that make Oakville vibrant and livable. *(slide 19)*
- When asked what the most important issue facing the Town of Oakville is, residents mentioned land use planning (18%), traffic congestion (11%), and crime or public safety (10%). *(slide 29)*

Key Findings

Satisfaction with the Town Attributes and Services

Residents continue to express high levels of satisfaction with the Town's services and attributes...

- 9 in 10 residents (TOP2: 90%) expressed overall satisfaction with the quality of services provided by the Town. *(slide 31)*
- The specific services residents were most satisfied with were parks and green spaces (TOP2: 94%), fire services (TOP2: 90%), and public library services (TOP2: 89%). Residents were least satisfied with public transit (TOP2: 60%), and winter road and sidewalk maintenance (TOP2: 70%). *(slide 33-34)*
- The majority of residents (TOP2: 86%) were also satisfied with their sense of belonging with the community. *(slide 35)*

...but there is room for improvement.

- An analysis was done to determine how a specific service impacted and contributed to residents' overall service satisfaction levels. *(slide 37-40)*
- Findings from this analysis show that town roads and sidewalks, and municipal enforcement are primary areas of improvement.
- In addition, 4 services positioned in the secondary areas for improvement that may require special attention in the long-term include: (1) availability of parking, (2) winter road and sidewalk maintenance, (3) availability of online services, and (4) public transit.
 - In 2024, municipal enforcement, and availability of online services were primary areas for improvement. As of 2026, municipal enforcement remains a primary area for improvement, however the availability of online services has since become a secondary area for improvement.

Key Findings

Priorities and Planning

Residents continue to enjoy visiting green spaces such as parks and trails in the Town.

- In the past 12 months, nearly 9 in 10 (TOP2: 88%) reported regularly visiting a green space, park, or trail. Use of green spaces has been consistent throughout all survey waves. *(slide 42)*

Resident's priorities for growth and planning focus on the protection of character and sustainability in the Town.

- As it relates to growth and land use planning, protecting the character of existing neighbourhoods (36%) continues to be residents' top consideration, mentioned by over a third of respondents. Sustainable development is now the second most important consideration, moving up from third in 2024. *(slide 43)*

Key Findings

Taxation

Residents continue to receive good value for their tax dollars, and would increase taxes though user fees in order to maintain service levels or add new services and facilities.

- Considering the programs and services provided by the Town, around four-fifths of residents (TOP2: 81%) said they receive good value for their tax dollars. *(slide 45)*
- When asked about their preference for an increase or decrease in taxes or user fees, 65% opted for an increase in order to maintain service levels or add new services and facilities. Compared to 2024, there has been a 7-percentage point increase in residents who prefer an increase in taxes or user fees (from 58% to 65%). Of those residents, 70% preferred increase to user fees (up from 61% in 2024) while 27% preferred increase to property taxes (down from 27% in 2024). *(slide 48)*

Information and Service Usage

Residents report positive experiences from their most recent interaction with the Town.

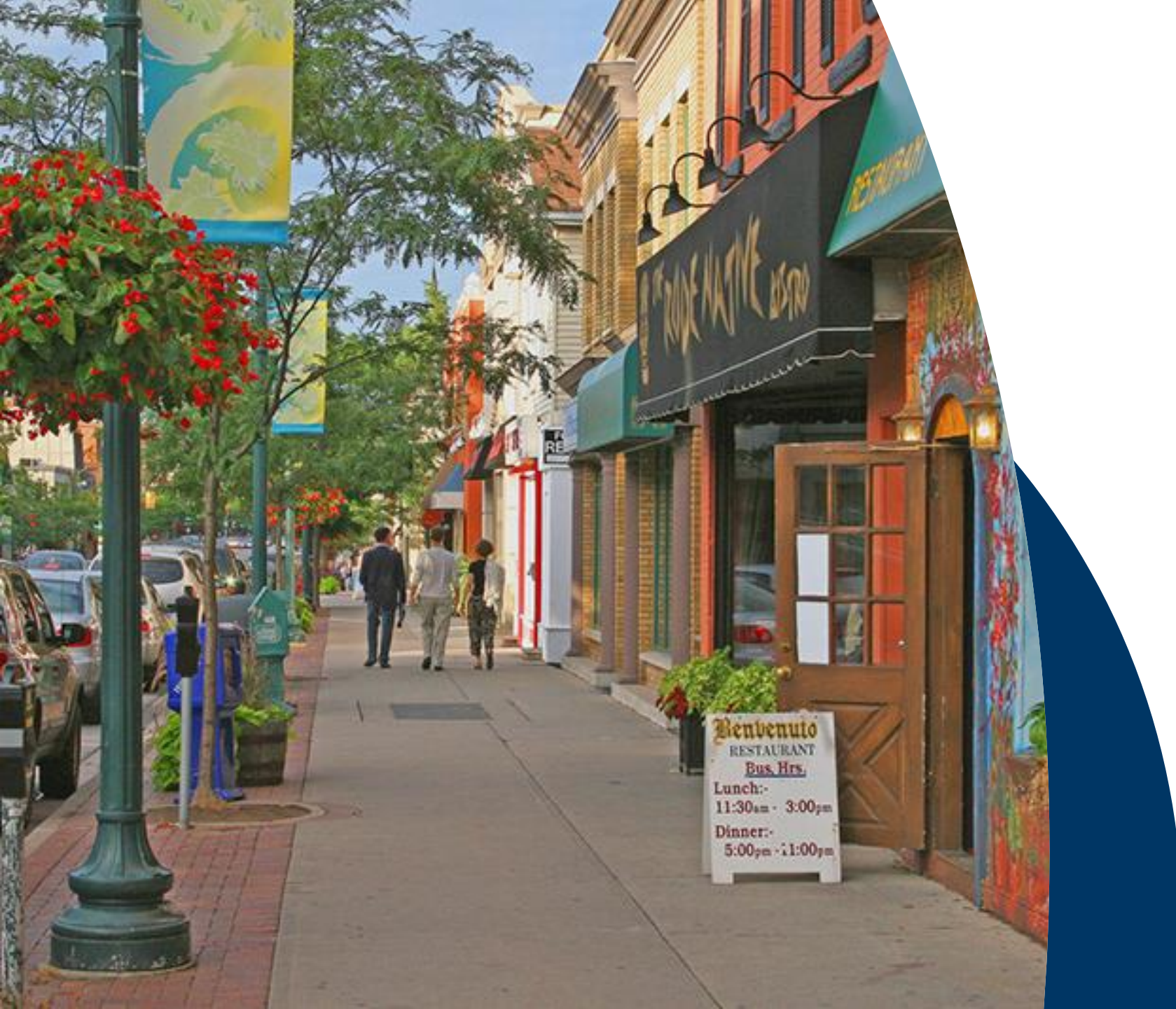
- Considering their most recent contact with the Town, 9 in 10 residents (TOP2: 91%) are satisfied with the respectfulness of the employees, consistent with previous years. *(slide 50)*

The Town's website is the platform that residents report using the most to find information about the town, and they are satisfied with their experience on the website.

- The majority of residents (55%) use the Town's website to find information about the Town of Oakville, followed by the internet (12%), and social media (7%). *(slide 51)*
 - Of those who use the Town's website, the majority (TOP2: 87%) are satisfied with their experience. *(slide 51)*



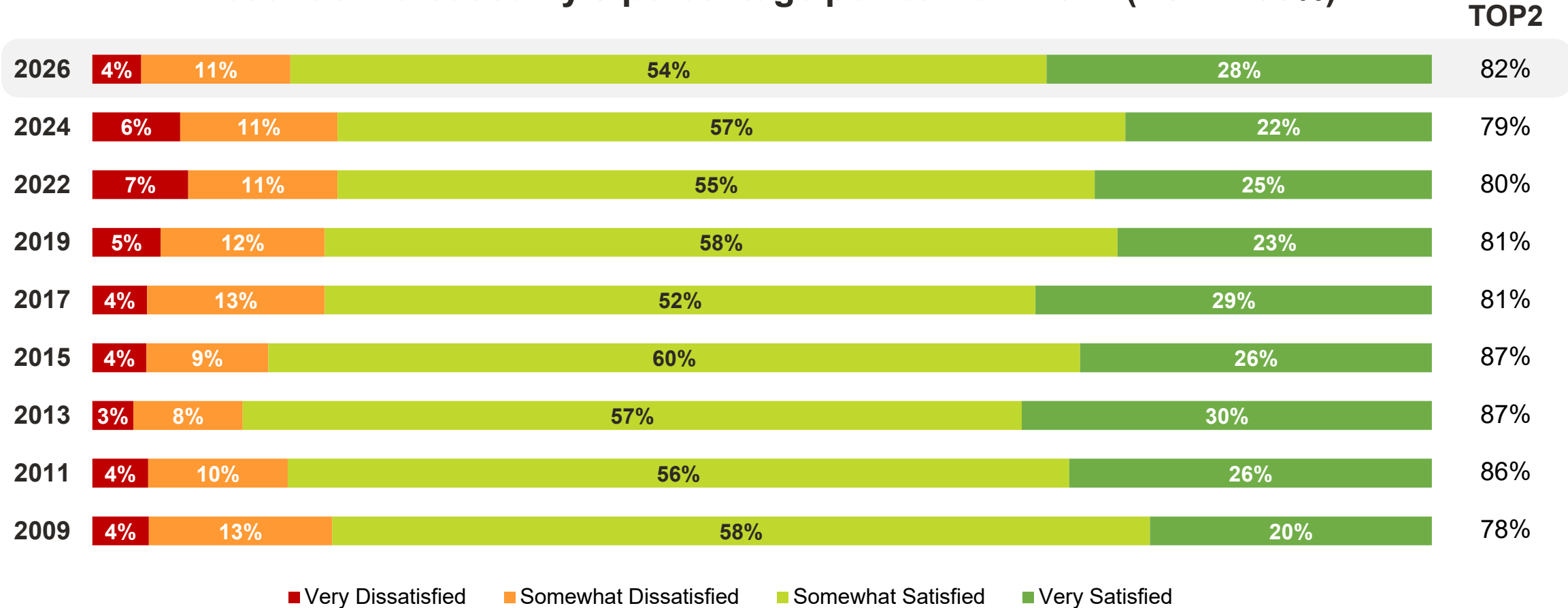
Detailed Findings



Livability

Satisfaction with the Town of Oakville Government

Around 4 in 5 of residents (TOP2: 82%) are satisfied with the Town of Oakville Government. TOP2 satisfaction level remained stable since 2017. Online satisfaction is lower at 72% (TOP2), but has increased by 9 percentage points from 2024 (TOP2: 63%).



■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Somewhat Satisfied
 ■ Very Satisfied

Note: Visual excludes "Don't know"
Q2. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the government of the Town of Oakville? (i.e., staff, Council, services)
Sample Size: n=808
Base: All respondents (CATI)

Satisfaction with the Town of Oakville Government

Demographic Breakouts

Younger residents (ages 18 – 34; TOP2: 89%), those without a disability (TOP2: 84%), and newer residents (9 years or less; TOP2: 92%) are significantly more likely to be satisfied with the Town of Oakville's government compared to middle-aged residents (35 – 54; TOP2: 78%), those with a disability (TOP2: 72%), and long-term residents (10 years or more or all their life; TOP2: 72%-82%).

		Age			Disability		Residency in Oakville		
	Total	18 – 34	35 – 54	55+	With Disability	No Disability	9 years or less	10 years or more	All their life
		A	B	C	D	E	F	G	H
N=	808	164	314	308	92	689	119	571	107
TOP2 Satisfied	82%	89%	78%	84%	72%	84%	92%	82%	72%
		B				D	GH		

Q2. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the government of the Town of Oakville?

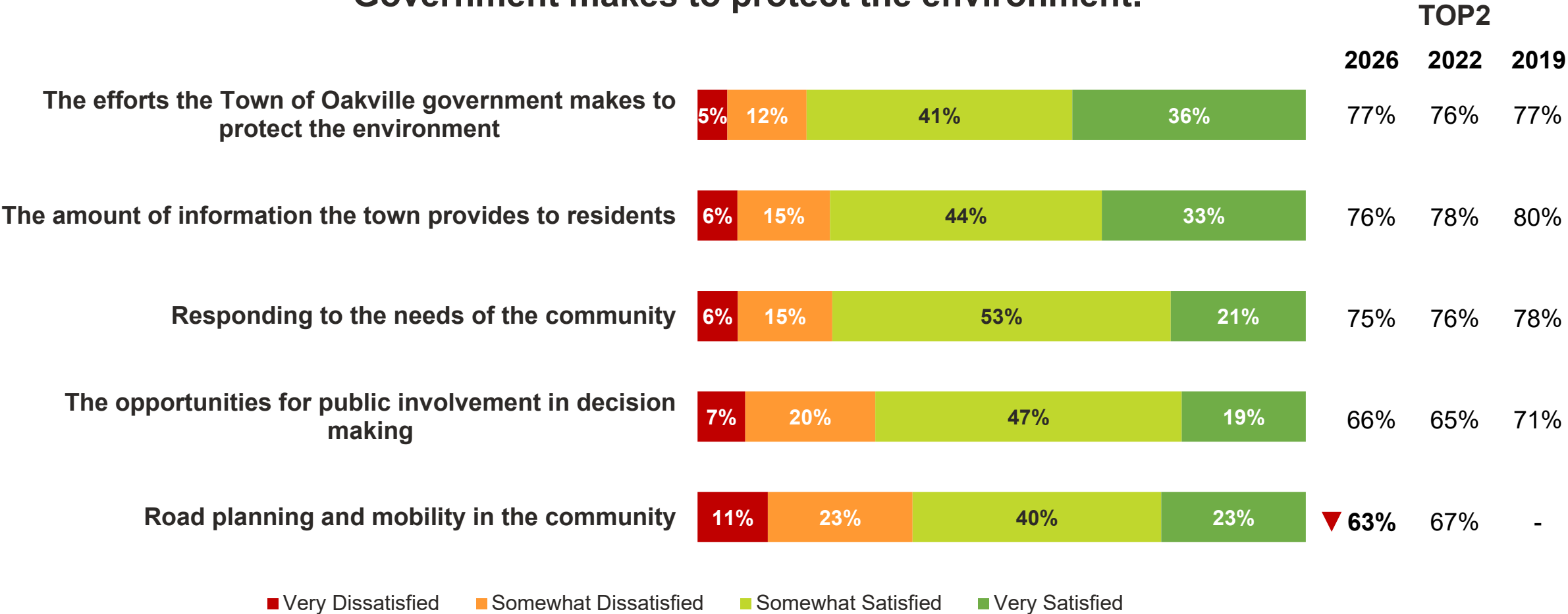
Sample Size: n=808
Base: All respondents (CATI)

28% Letter denotes significantly higher percentage than the segment with the corresponding letter



Satisfaction with the Town of Oakville Attributes

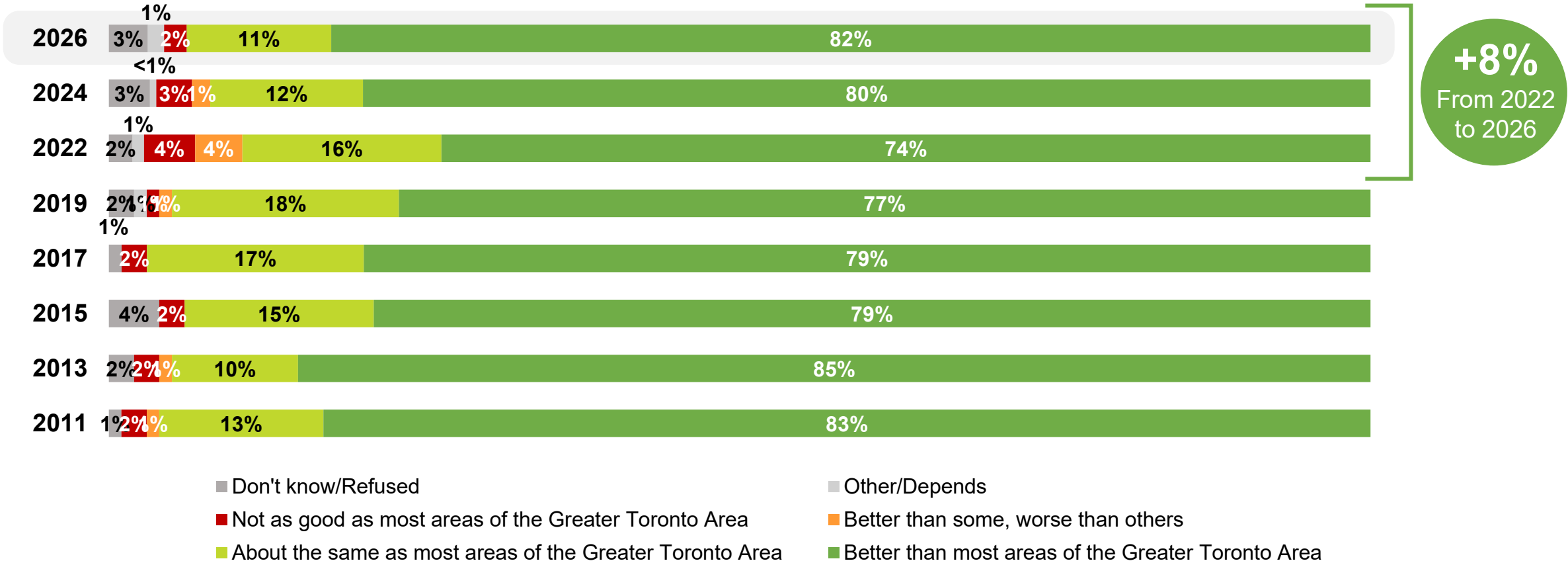
Around 3 in 4 residents (TOP2: 77%) are satisfied with the efforts the Town of Oakville Government makes to protect the environment.



Note: Visual excludes “Don’t know” and “Not applicable”
NEWQ6. I am going to read a list of attributes about the Town of Oakville. For each one, please tell me if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the town for each one.
Sample Size: n=808
Base: All respondents (CATI)

Livability in Oakville Compared to rest of GTA

Around 4 in 5 residents (82%) think that Oakville is better than most areas of the GTA in terms of livability.



Q4. Thinking about Oakville as a place to live, would you say that living in Oakville is generally...
 Sample Size: n=808
 Base: All respondents (CATI)

Livability in Oakville Compared to rest of GTA

Demographic Breakouts

Residents who have lived in Oakville for 10 years or more (85%), households with children (87%), higher-income residents earning \$125K+ (91%), and those with postgraduate education (88%) are significantly more likely to say that Oakville is better than most areas in the GTA compared to lifelong residents (69%), households without children (80%), those earning between \$30K and \$125K (73%–81%), and individuals with a high school education or less, or a college diploma (73%–77%).

		Residency in Oakville			Children		Income			
	Total	9 years or less	10 years or more	All their life	Household with children	Household without children	\$30K or less	\$30K – \$70K	\$70K – \$125K	\$125K+
		A	B	C	D	E	F	G	H	I
N=	808	119	571	107	260	511	39	85	153	286
Better than most areas of the GTA	82%	79%	85%	69%	87%	80%	90%	73%	81%	91%
			C		E					GH

		Education					Ward						
	Total	Elem./ Some H.S./ Comp. H.S	Some College/ Tech./ Uni.	Comp. College/ Tech.	Comp. Uni.	Comp. Post Grad.	1	2	3	4	5	6	7
		J	K	L	M	N	O	P	Q	R	S	T	U
N=	808	90	54	130	313	190	109	131	119	150	145	89	65
Better than most areas of the GTA	82%	73%	72%	77%	86%	88%	89%	78%	76%	88%	80%	84%	81%
						JL	PQ			Q			

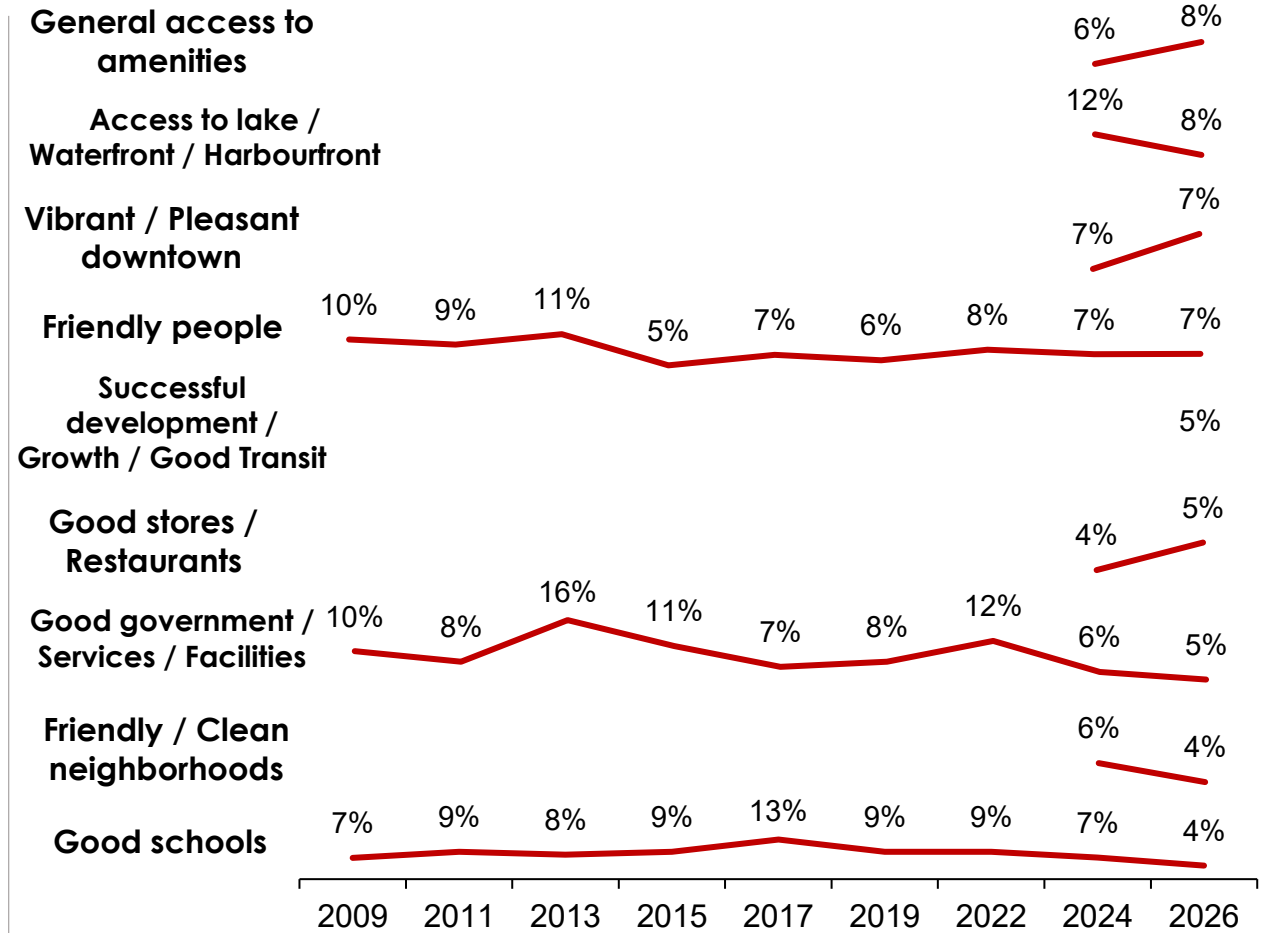
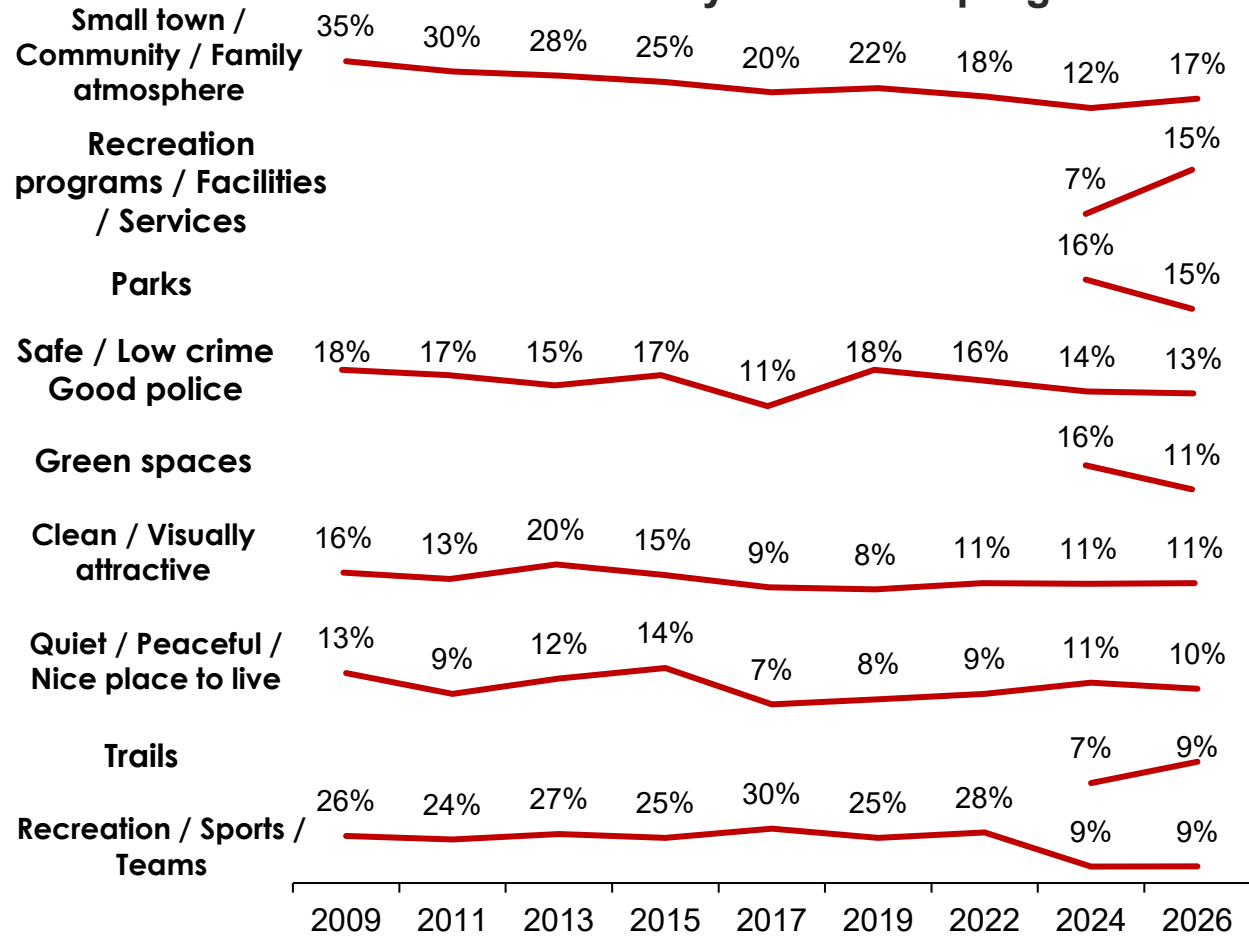
Q4. Thinking about Oakville as a place to live, would you say that living in Oakville is generally...
 Sample Size: n=808
 Base: All respondents (CATI)

28% Letter denotes significantly higher percentage than the segment with the corresponding letter
 C



Qualities that make Oakville Vibrant and Livable

The small town/ community/ family atmosphere (17%) is a top quality which makes Oakville vibrant and livable, followed by recreation programs/ facilities/ programs (15%), and parks (15%).



Note: Visual shows mentions with 4% and higher, and excludes "other", "don't know", "none of the above", and "refused"

Note: Prior to 2024, this question was worded as "What are the qualities or features of the Town of Oakville that make it livable?"

Q3. What are the qualities or features of the Town of Oakville that make it livable and vibrant?
[Open-ended, accept up to 3 mentions]

Sample Size: n=808

Base: All respondents (CATI)

Note: Beginning in 2024, new codes were introduced to provide greater specificity and capture emerging themes from open-ended responses. As a result, some categories are not directly comparable to data prior to 2024. For example, 'Parks/Recreation/Sports/Teams' (2009-2022) cannot be accurately compared to 'Recreation programs / Facilities / Services' in the current wave



Net Promoter Score (NPS) Analysis

Net Promoter Score = Promoters – Detractors



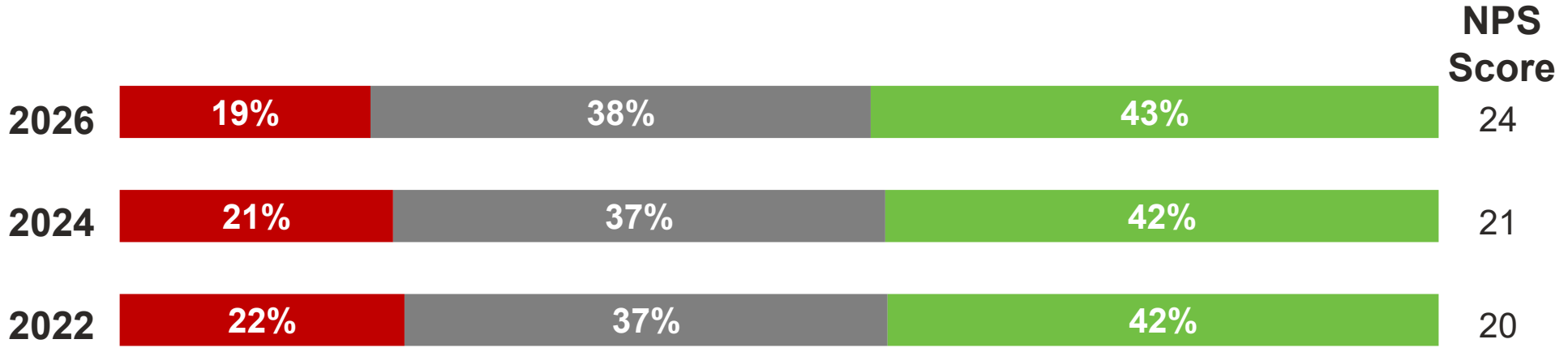
Question: *How likely would you be to recommend The Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.*

- The Net Promoter Score (NPS) assesses the willingness of residents to promote Oakville. The NPS was measured by asking residents to rate their likelihood of recommending Oakville as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.
- Based on the score provided, residents were classified as Promoters, Passives, or Detractors of Oakville.
- A Net Promoter Score (NPS) is calculated by subtracting the detractors from the promoters, which provides a net score for the proportion of residents promoting Oakville.

Recommending the Town of Oakville

Net Promoter Score (NPS) Analysis

A positive NPS of 24 indicates that residents of Oakville are more likely to say they would recommend the Town than they would not. The NPS score has gradually increased since 2022 (+20 to +24). The online NPS has also improved, rising from 12 in 2024 to 22.



$$\text{Net Promoter Score (2026 Phone)} = 43 - 19 = 24$$

**Municipal
Average
% Detractors**
27%

**Municipal
Average
% Passives**
39%

**Municipal
Average
% Promoters**
35%

**Municipal
Average
NPS Score**
8

NPS: How likely would you be to recommend the Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not at all likely, and 10 is extremely likely.

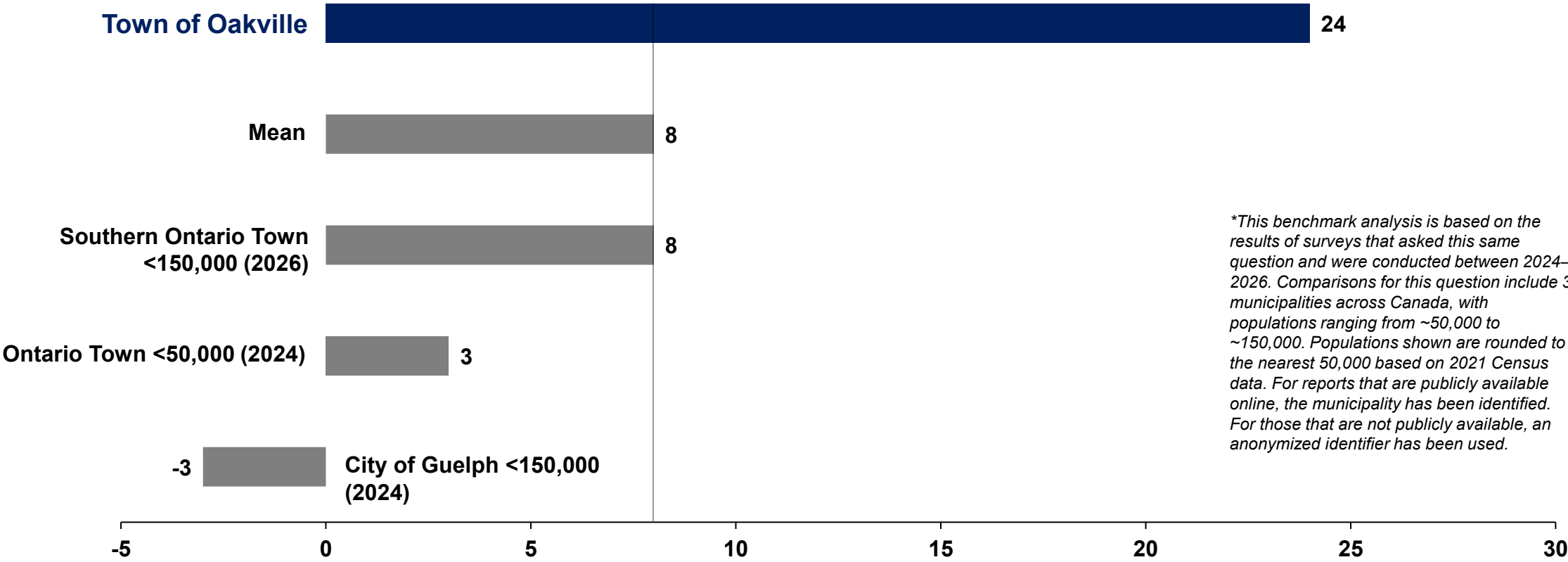
Sample Size: n=807

Base: All respondents (CATI)

Recommending the Town of Oakville

Benchmark Comparison

Oakville's NPS (+24) is higher than the municipal benchmark average (+8)



**This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2024–2026. Comparisons for this question include 3 municipalities across Canada, with populations ranging from ~50,000 to ~150,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data. For reports that are publicly available online, the municipality has been identified. For those that are not publicly available, an anonymized identifier has been used.*

NPS: How likely would you be to recommend the Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not at all likely, and 10 is extremely likely.
Sample Size: n=808
Base: All respondents (CATI)



Recommending the Town of Oakville

Demographic Breakouts - 1

Residents who have lived in Oakville for 10 years or more (47%), those aged 35 and older (43%–52%), particularly those 55+ (52%), and females (47%) are significantly more likely to be promoters compared to residents who have lived in Oakville for 9 years or less or their entire life (31%–34%), those aged 18 to 34 (26%), individuals aged 35 to 54 (43%), and males (38%).

	Total	Residency in Oakville			Age			Gender		Education				
		9 years or less	10 years or more	All their life	18 – 34	35 – 54	55+	Male	Female	Elem./ Some H.S./ Comp. H.S	Some College/ Tech./ Uni.	Comp. College/ Tech.	Comp. Uni.	Comp. Post Grad.
		A	B	C	D	E	F	G	H	I	J	K	L	M
N=	808	119	571	107	164	314	308	379	410	90	54	130	313	190
Promoters	43%	34%	47%	31%	26%	43%	52%	38%	47%	34%	32%	41%	47%	45%
			AC			D	DE		G					
Passives	38%	47%	37%	33%	47%	39%	32%	42%	35%	30%	39%	42%	36%	43%
					F									
Detractors	19%	19%	16%	35%	27%	18%	15%	20%	18%	36%	29%	17%	17%	12%
				B	F					KLM	M			

NPS: How likely would you be to recommend the Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not at all likely, and 10 is extremely likely.

Sample Size: n=807

Base: All respondents (CATI)

28%
C Letter denotes significantly higher percentage than the segment with the corresponding letter



Recommending the Town of Oakville

Demographic Breakouts - 2

Retired residents (53%), those who work outside the Halton Region (50%), residents without a vehicle (51%), and those living in Ward 7 (56%) are significantly more likely to be promoters compared to working residents (42%), those employed within Halton Region (36%), residents who own a vehicle (40%), and those living in Ward 5 (36%).

		Employment				Work Location		Vehicle Ownership		Ward						
	Total	Working	Student	Unempl oyed	Retired	Halton region	Other Region	Yes	No	1	2	3	4	5	6	7
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
N=	808	465	43	75	191	252	209	556	197	109	131	119	150	145	89	65
Promoters	43%	42%	11%	38%	53%	36%	50%	40%	51%	43%	40%	42%	46%	36%	46%	56%
					A		E		G							M
Passives	38%	39%	52%	43%	31%	39%	37%	41%	30%	34%	39%	45%	35%	42%	34%	31%
								H								
Detractors	19%	19%	37%	18%	16%	25%	13%	19%	19%	23%	21%	13%	18%	22%	21%	13%
						F										

Note: Letters have been reset for this slide to simplify display and should only be referenced within the same demographic group in this slide.

NPS: How likely would you be to recommend the Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not at all likely, and 10 is extremely likely.

Sample Size: n=807

Base: All respondents (CATI)

28%
C

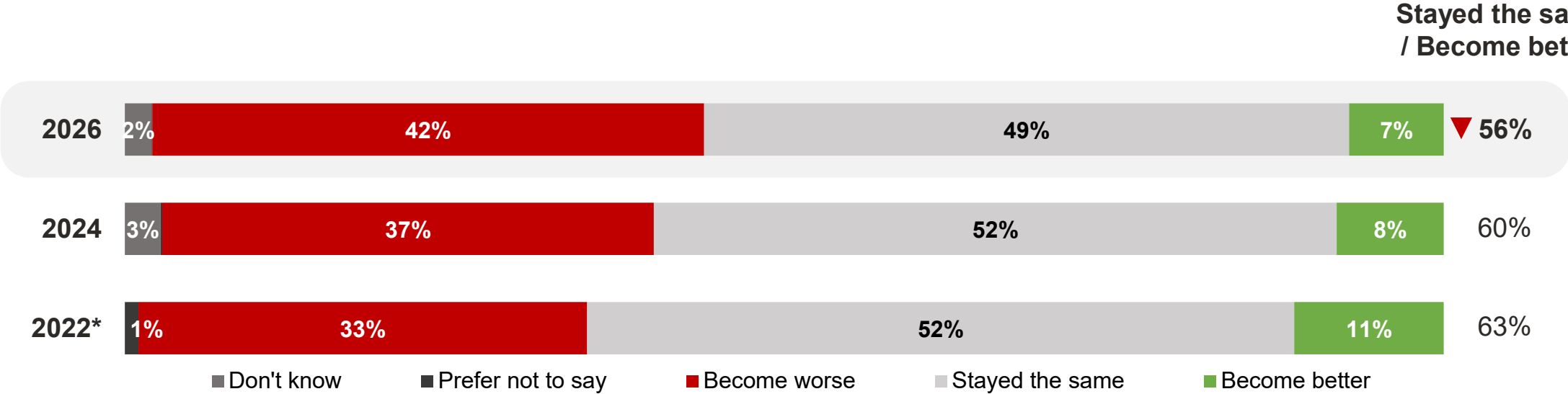
Letter denotes significantly higher percentage than the segment with the corresponding letter



FORUM
RESEARCH

Change in Quality of Life

While nearly half of residents (49%) say quality of life has stayed the same and 7% say it has improved, the proportion who feel it has worsened (42%) has continued to rise, increasing by 5 percentage points since 2024 and continuing an upward trend observed since 2022.



Municipal Average
% Become worse
40%

Municipal Average
% Stayed the same
49%

Municipal Average
% Become better
9%

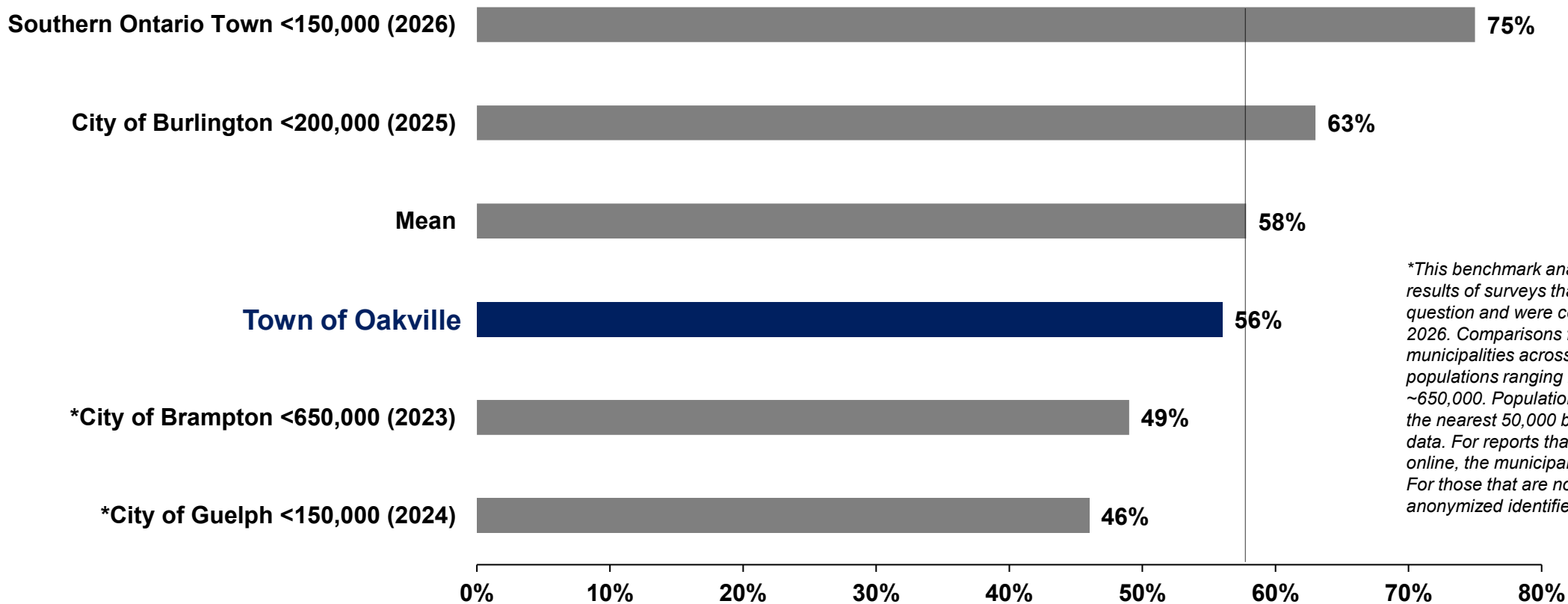
Municipal Average
% Stayed the same / Become better
58%

*Note: respondents were asked about their quality of life in the past three years in the 2022 survey.
 QL. In your opinion, within the past two years, has the quality of life in the Town of Oakville...
 Sample Size: n= 808
 Base: All respondents (CATI)

Change in Quality of Life

Benchmark Comparison

56% of Oakville residents stated the quality of life in Oakville has become better or stayed the same in the last 2 years - which is consistent with the average benchmark score (58%).



**This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2023–2026. Comparisons for this question include 4 municipalities across Canada, with populations ranging from ~150,000 to ~650,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data. For reports that are publicly available online, the municipality has been identified. For those that are not publicly available, an anonymized identifier has been used.*

*Note: respondents were asked how their quality of life has changes in the past few years, please interpret with caution.

QL. In your opinion, within the past two years, has the quality of life in the Town of Oakville...

Sample Size: n= 808

Base: All respondents (CATI)

Change in Quality of Life

Demographic Breakouts - 1

Residents who have lived in Oakville for 9 years or less (15%), those aged 35 and older (8%–9%), and individuals with a college education (15%) are significantly more likely to say that quality of life in the Town of Oakville has improved compared to lifelong residents (2%), those aged 18 to 34 (2%), and individuals with a university education (5%).

		Residency in Oakville			Age			Education				
	Total	9 years or less	10 years or more	All their life	18 – 34	35 – 54	55+	Elem./ Some H.S./ Comp. H.S	Some College/ Tech./ Uni.	Comp. College/ Tech.	Comp. Uni.	Comp. Post Grad.
		A	B	C	D	E	F	I	J	K	L	M
N=	808	119	571	107	164	314	308	90	54	130	313	190
Become better	7%	15%	7%	2%	2%	9%	8%	6%	5%	15%	5%	6%
		C				D	D			L		
Stayed the same	49%	59%	48%	42%	56%	43%	53%	60%	60%	38%	48%	49%
							E	K	K			
Become worse	42%	18%	44%	56%	38%	46%	38%	31%	35%	45%	45%	41%
			A	A								

QL. In your opinion, within the past two years, has the quality of life in the Town of Oakville...

Sample Size: n= 808

Base: All respondents (CATI)

Change in Quality of Life

Demographic Breakouts - 2

Working residents (47%), as well as those living in Ward 2 (47%) and Ward 5 (49%), are significantly more likely to say that quality of life in the Town of Oakville has worsened compared to residents who are unemployed (26%) or retired (36%), and those living in Ward 1 (31%).

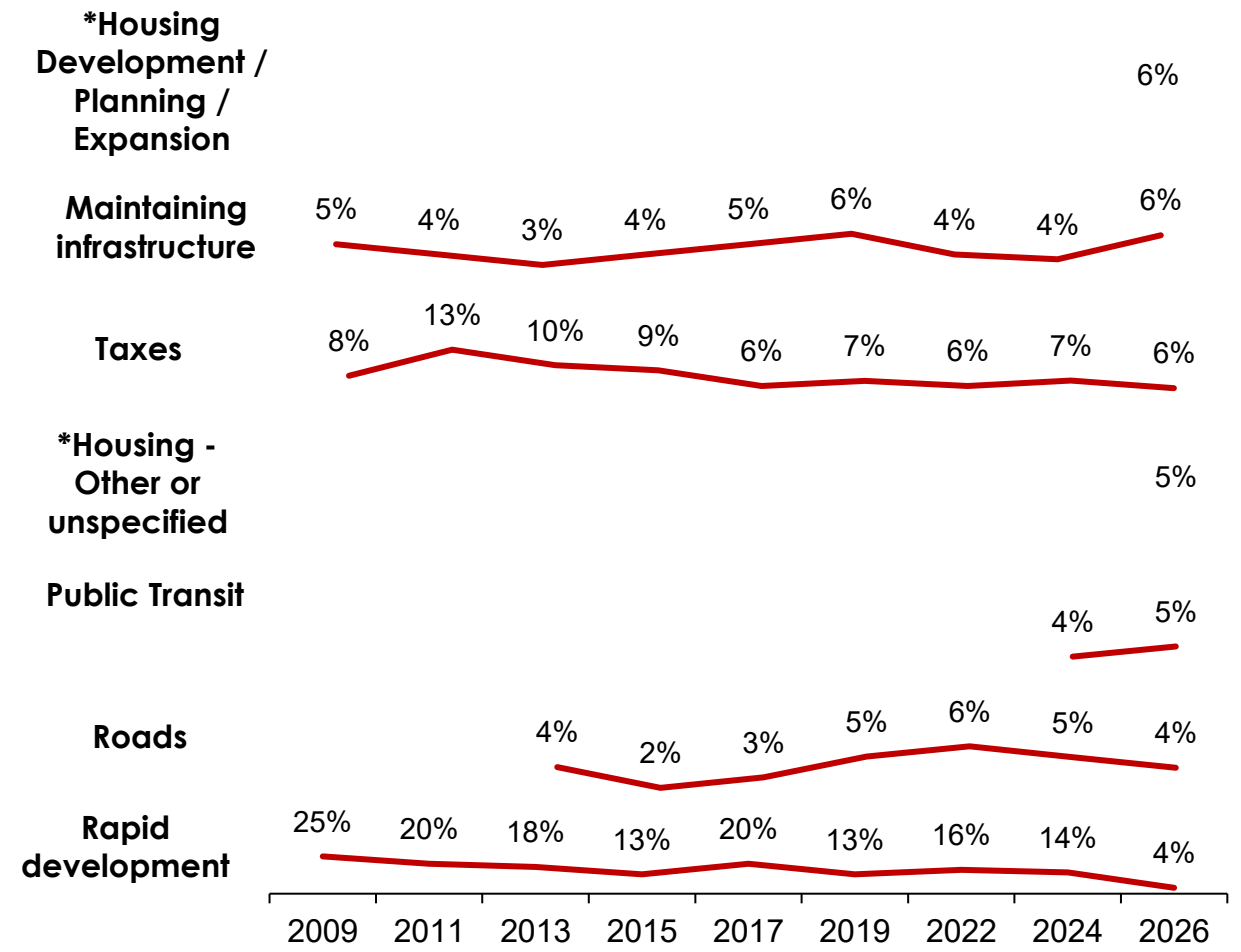
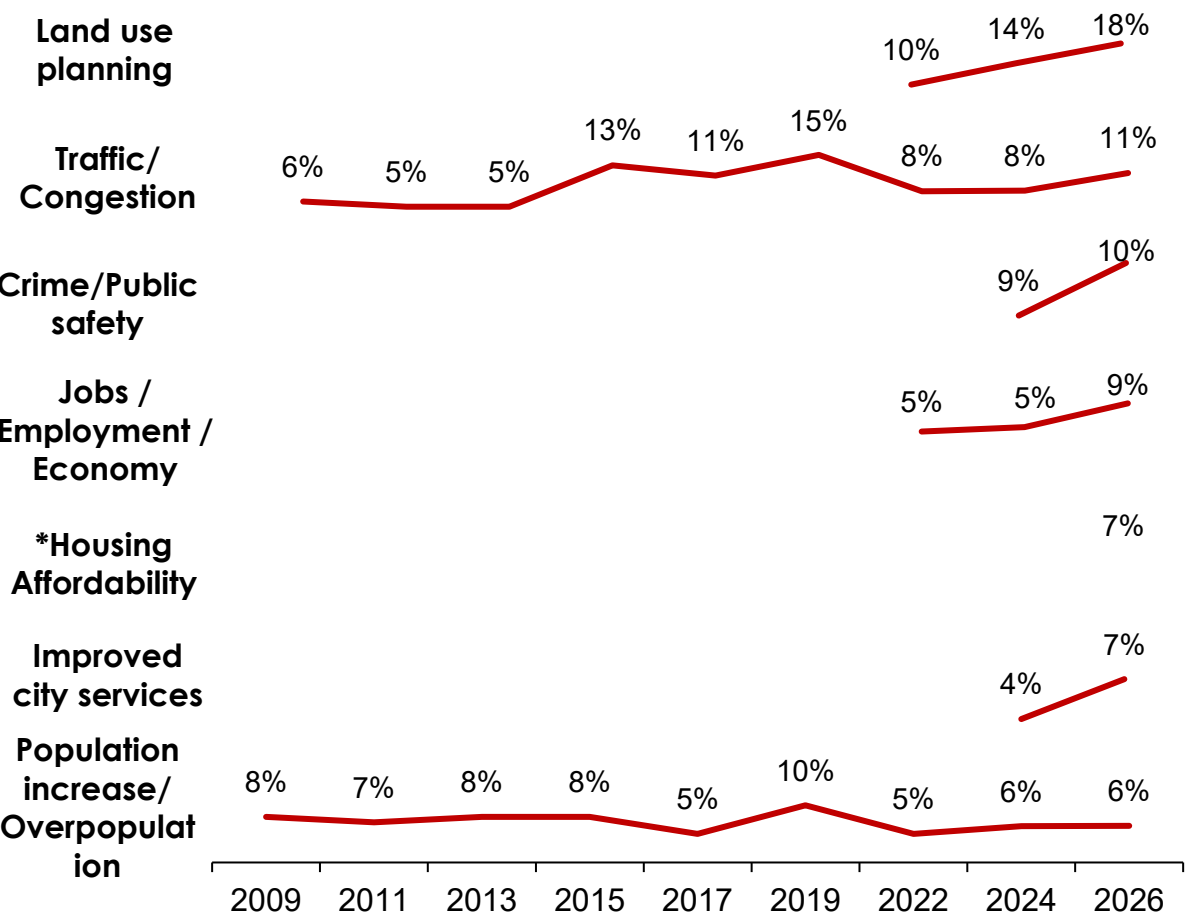
		Employment				Ward						
	Total	Working	Student	Unemploy ed	Retired	1	2	3	4	5	6	7
		A	B	C	D	E	F	G	H	I	J	K
N=	808	465	43	75	191	109	131	119	150	145	89	65
Become better	7%	6%	4%	9%	9%	7%	8%	7%	4%	6%	12%	11%
Stayed the same	49%	46%	44%	56%	55%	61%	45%	53%	54%	40%	45%	43%
Become worse	42%	47%	44%	26%	36%	31%	47%	40%	40%	49%	40%	44%
		CD					E			E		

Note: Letters have been reset for this slide to simplify display and should only be referenced within the same demographic group in this slide.

QL. In your opinion, within the past two years, has the quality of life in the Town of Oakville...
Sample Size: n= 808
Base: All respondents (CATI)

Issue Agenda

Land use planning (18%), traffic and congestion (11%), and crime and public safety (10%) are the three top of mind issues for Oakville residents.



Note: Visual shows mentions with 4% and higher, and excludes “other”, “don’t know”, “none of the above”, and “refused”
 Q1. In your opinion, what is the single most important issue facing the Town of Oakville today?
 [Open-ended, accept up to 3 mentions]
Sample Size: n=808
Base: All respondents (CATI)

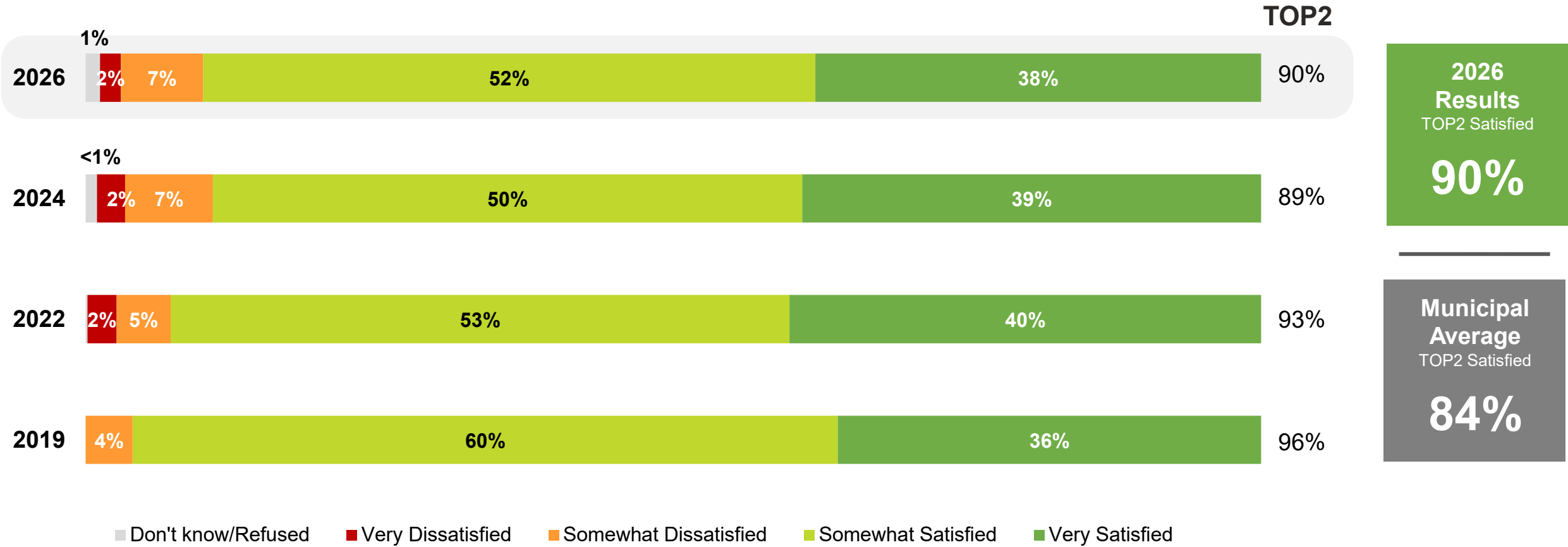
*To better understand ‘affordable housing’, the top issue in 2022 and 2024, housing-related mentions from 2026 were reviewed and re-coded to provide more detailed insight into residents’ specific concerns



Satisfaction with the Town Services & Attributes

Overall Satisfaction with the Quality of Services

9 in 10 residents (TOP2: 90%) are satisfied with the overall quality of the services provided by the Town of Oakville. Satisfaction is consistent with 2024 results.

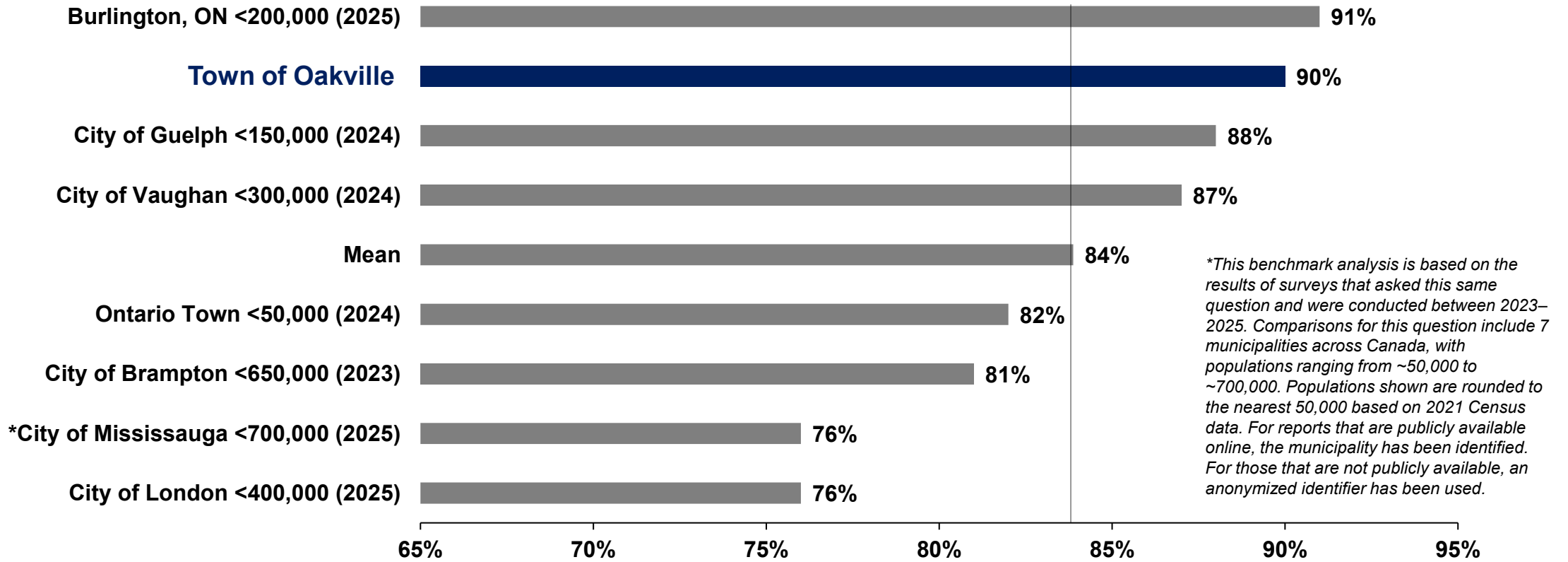


Q8. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the level and quality of services provided by the Town of Oakville?
 Sample Size: n=808
 Base: All respondents (CATI)

Overall Satisfaction with the Quality of Services

Benchmark Comparison

Oakville's overall satisfaction with the quality of services provided (TOP2: 90%) is higher than the benchmark average (TOP2: 84%).



*Note: respondents were asked to rate their overall satisfaction with the quality of services on a scale of 1-10 which was then grouped as very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied for reporting, interpret with caution.

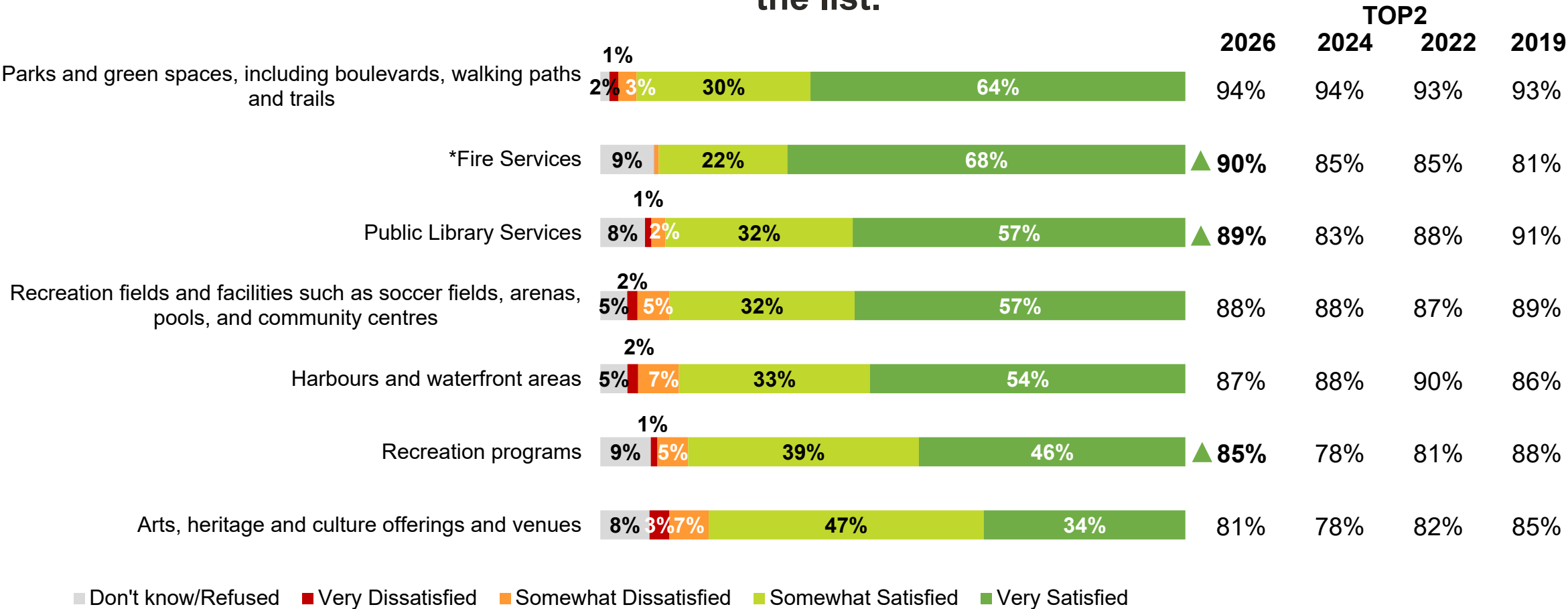
Q8. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the level and quality of services provided by the Town of Oakville?

Sample Size: n=808

Base: All respondents (CATI)

Satisfaction with the Town Services

Residents expressed high satisfaction levels with various service areas, where parks & green spaces (TOP2: 94%), fire services (TOP2: 90%) and public library services (TOP2: 89%) topped the list.



*Note: Fire services was called emergency services in survey waves prior to 2024.

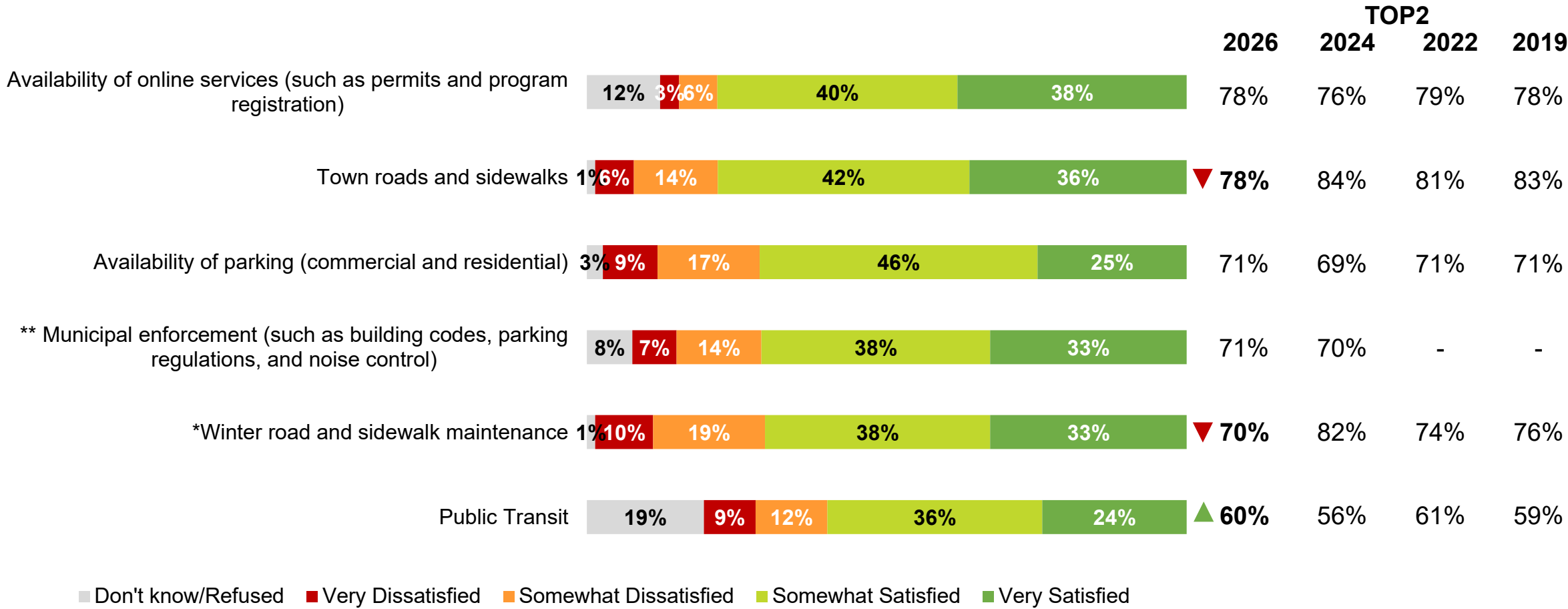
Q6. Using the same scale, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town of Oakville on each of the following services?

Sample Size: n=808

Base: All respondents (CATI)

Satisfaction with the Town Services (con't)

Public transit (TOP2: 60%) and winter road and sidewalk maintenance (TOP2: 70%) were the services that residents were least likely to feel satisfied with.



**Note: Municipal enforcement services was added in 2024 so there is no data available from previous survey waves.

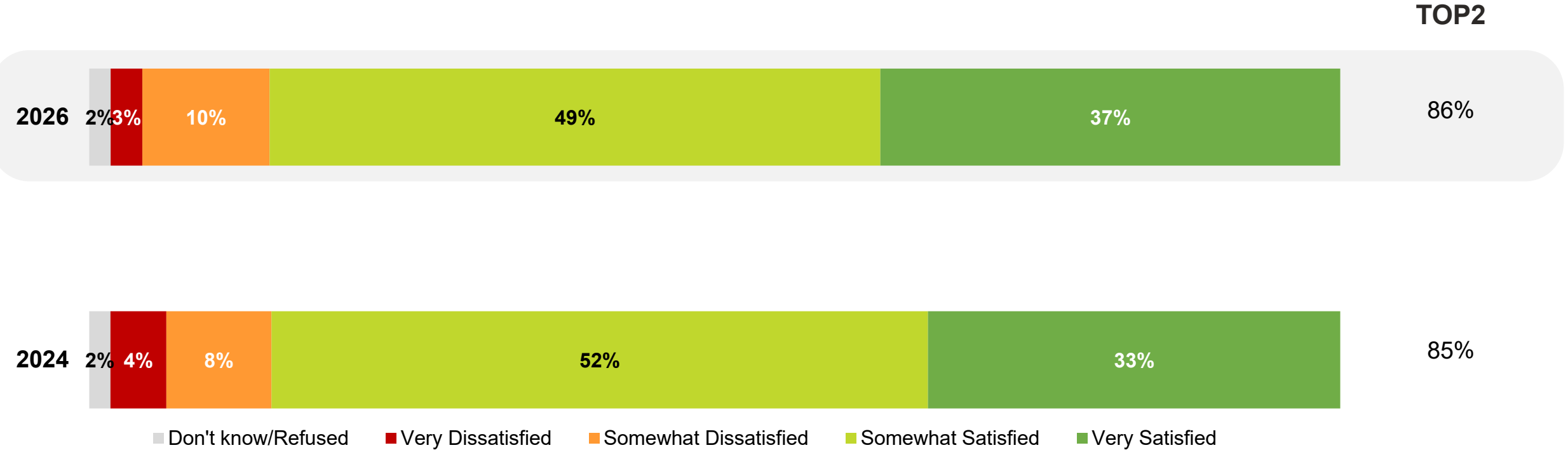
Q6. Using the same scale, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town of Oakville on each of the following services?

Sample Size: n=808

Base: All respondents (CATI)

Satisfaction with Sense of Belonging with the Community

The majority of residents (TOP2: 86%) remain satisfied with their sense of belonging with the community.



Q5. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with your sense of belonging with the community?

Sample Size: n=808

Base: All respondents (CATI)



Gap Analysis

Interpreting the Gap Analysis

The Gap analysis shows the difference between how satisfied residents are with each Town service and the impact of the services to residents' overall service satisfaction.

- **Satisfaction scores** are plotted vertically (along the Y-axis). They represent overall stated satisfaction (TOP2%) with each of the individual Town services.
- **Impact on overall satisfaction scores** are plotted horizontally across the bottom of the chart (along the X-axis). They are based on a statistical method called regression analysis that determines how a specific service ("independent variable") contributes to residents' overall satisfaction with the services ("dependent variable"). Impact on overall satisfaction can also be referred to as perceived importance.

As a result of the analysis, town services have distributed among four areas:

1. Primary Areas for Improvement:

Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If the Town can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with Town services.

2. Secondary Areas for Improvement:

Services that have relatively low impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

3. Primary Areas for Maintenance:

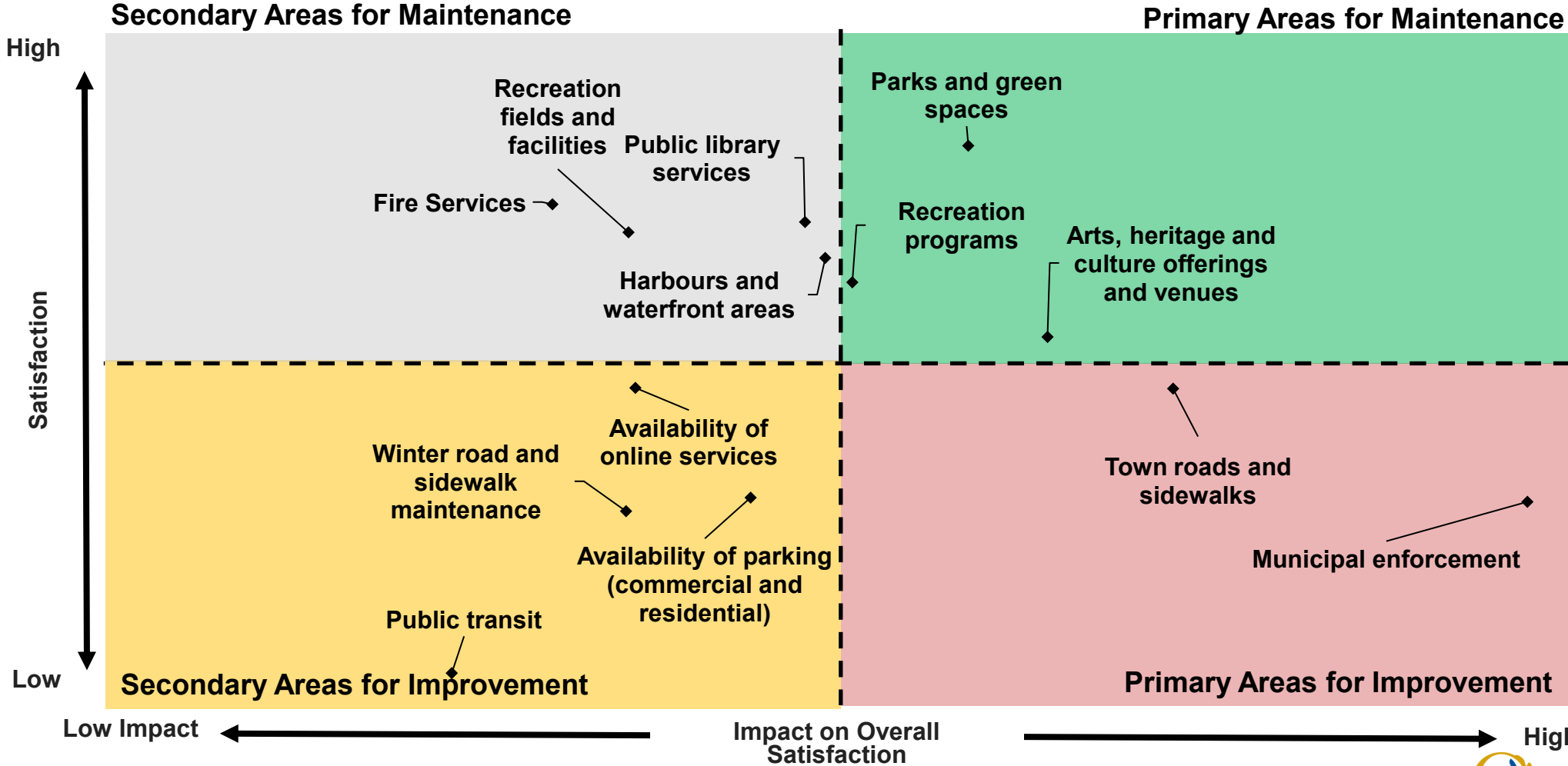
Services that have relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current level of service and satisfaction.

4. Secondary Areas for Maintenance:

Services with lower impact on overall satisfaction but high individual satisfaction scores. The focus here should also be to maintain current satisfaction levels.

Gap Analysis – Town Services

Town roads and sidewalks and municipal enforcement are the services to consider as a primary areas for improvement. Availability of parking, winter road and sidewalk maintenance, availability of online services, and public transit are secondary areas for improvement.



In 2024, **municipal enforcement**, and **availability of online services** were primary areas of improvement (**red box**). As of 2026, **municipal enforcement** remains a primary area for improvement, however the **availability of online services** has since become a secondary area for improvement.

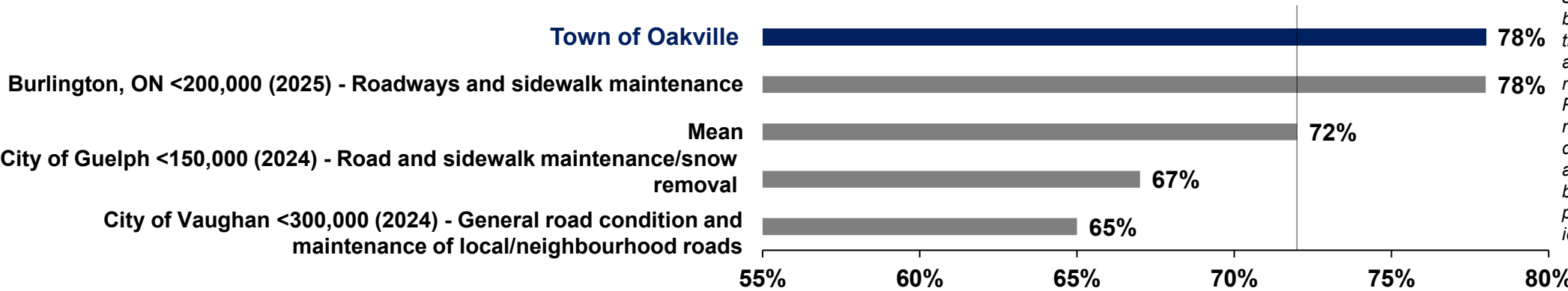
--- indicates mean

Satisfaction with Town Services

Benchmark Comparison

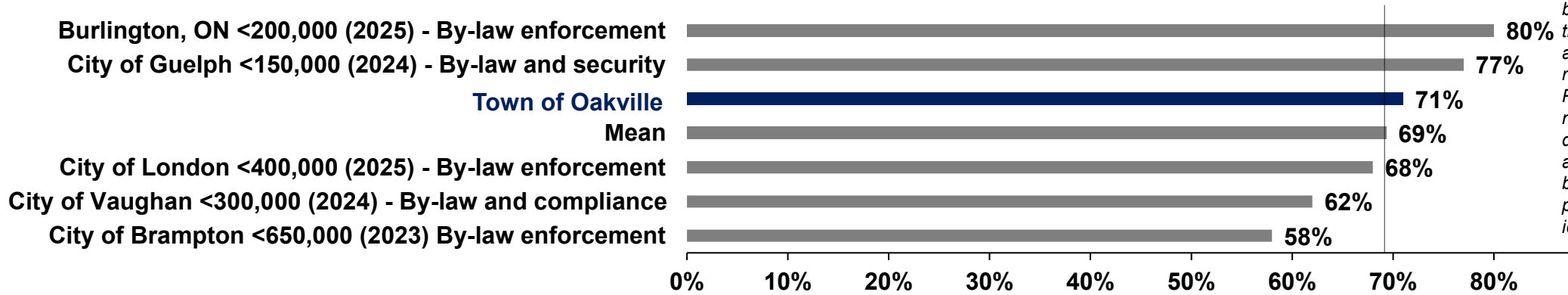
Oakville’s satisfaction with Town roads and sidewalks (TOP2: 78%) is higher than the benchmark average (TOP2: 72%), while satisfaction with municipal enforcement (TOP2: 71%) is modestly higher than the benchmark (TOP2: 69%).

Town Roads and Sidewalks



**This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2023–2025. Comparisons for this question include 3 municipalities across Canada, with populations ranging from ~150,000 to ~300,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data. For reports that are publicly available online, the municipality has been identified. For those that are not publicly available, an anonymized identifier has been used.*

Municipal Enforcement



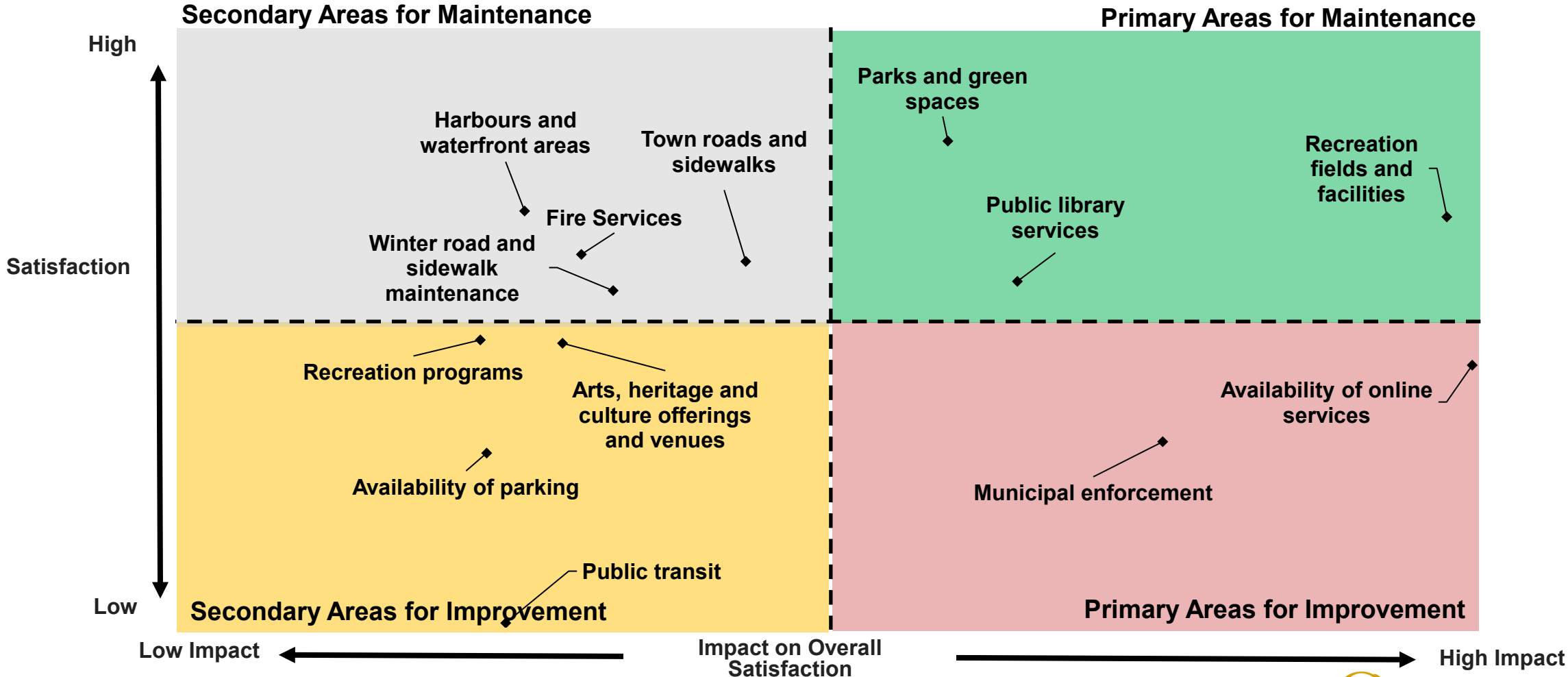
**This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2023–2025. Comparisons for this question include 5 municipalities across Canada, with populations ranging from ~150,000 to ~650,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data. For reports that are publicly available online, the municipality has been identified. For those that are not publicly available, an anonymized identifier has been used.*

Q8. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the level and quality of services provided by the Town of Oakville?
 Sample Size: n=808
 Base: All respondents (CATI)



Gap Analysis – Town Services (2024)

In 2024, Availability of online services and municipal enforcement were the services to consider as primary areas for improvement. Heritage and culture offerings and venues, public transit, availability of parking, and recreation programs were secondary areas for improvement. Heritage and culture offerings and venues, public transit, availability of parking, and recreation programs were secondary areas for improvement.



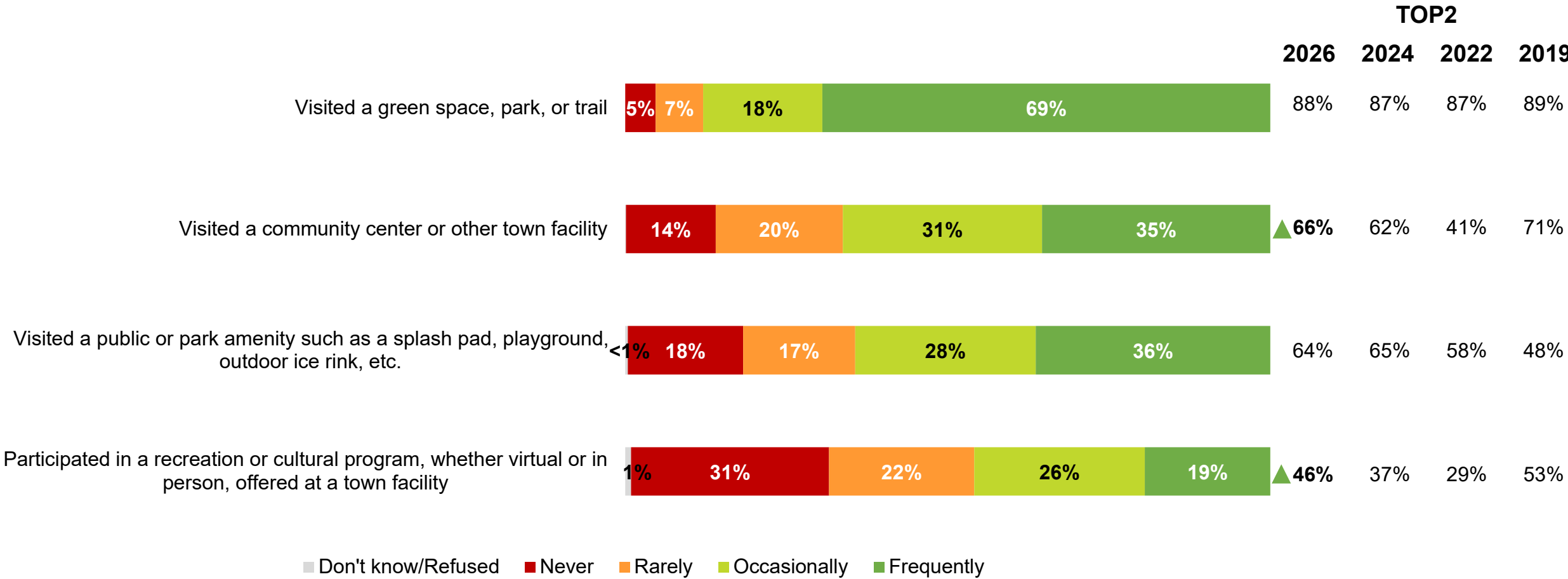
--- indicates mean



Priorities and Planning

Frequency of Activities in the Last 12 Months

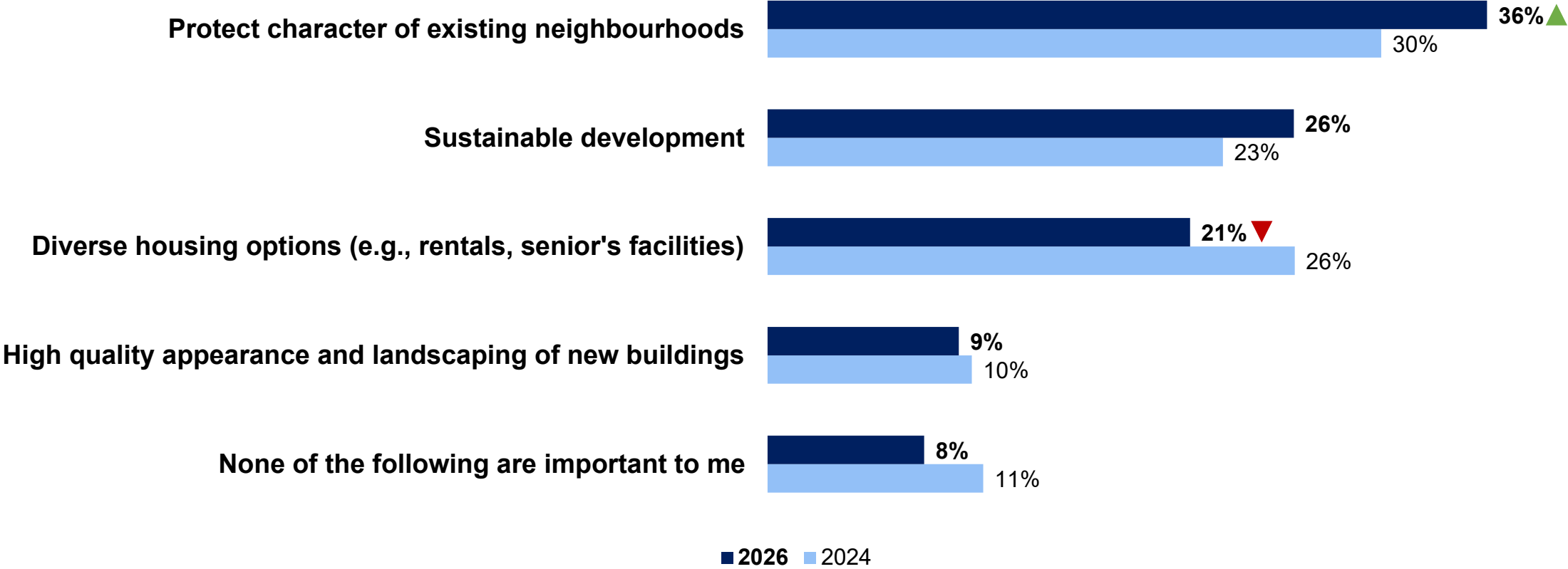
Nearly 9 in 10 residents (TOP2: 88%) regularly visited green space, park, or trail in the past 12 months.



Q54. Within the past 12 months, how often have you or someone in your household done each of the following activities?
 Sample Size: n=808
 Base: All respondents (CATI)

Important Considerations for Growth and Land Use Planning

As it relates to growth and land use planning, protecting the character of existing neighbourhoods (36%) continues to be residents' top consideration, mentioned by over one-third of respondents. Sustainable development is now the second most important consideration, moving up from third in 2024.



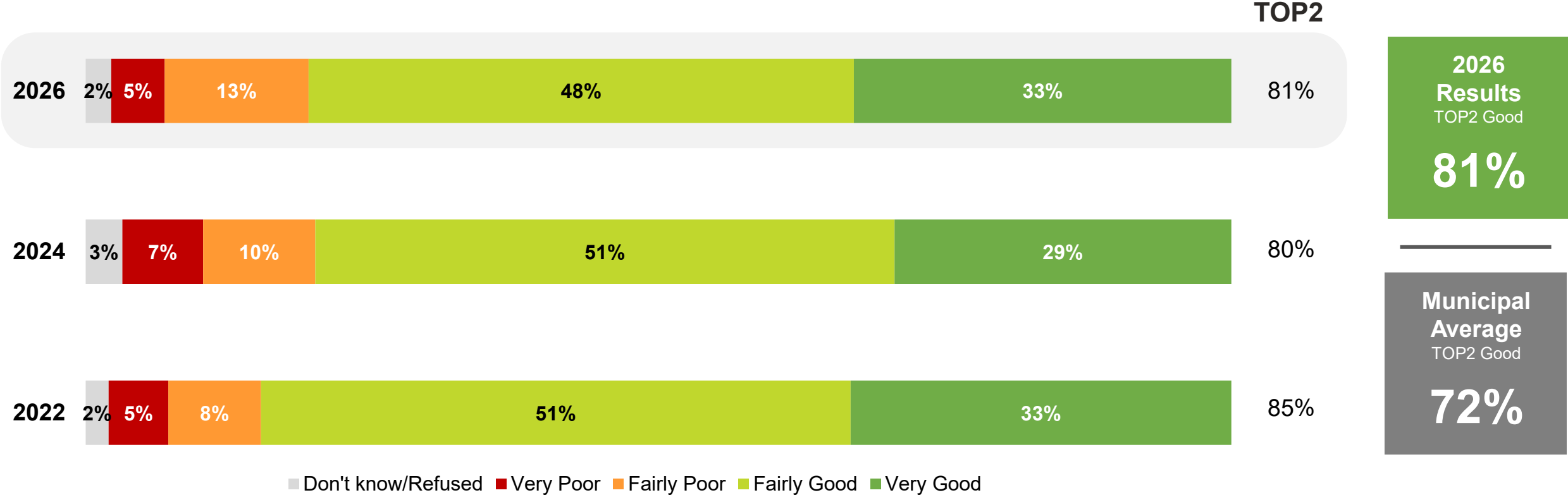
NEWQ1. As it relates to growth and land use planning, what, if anything, is most important to you?
Sample Size: n=808
Base: All respondents (CATI)



Taxation

Value for Tax Dollars

Around four-fifths of residents (TOP2: 81%) think they receive an overall good value for their tax dollars considering the programs and services provided by the Town.

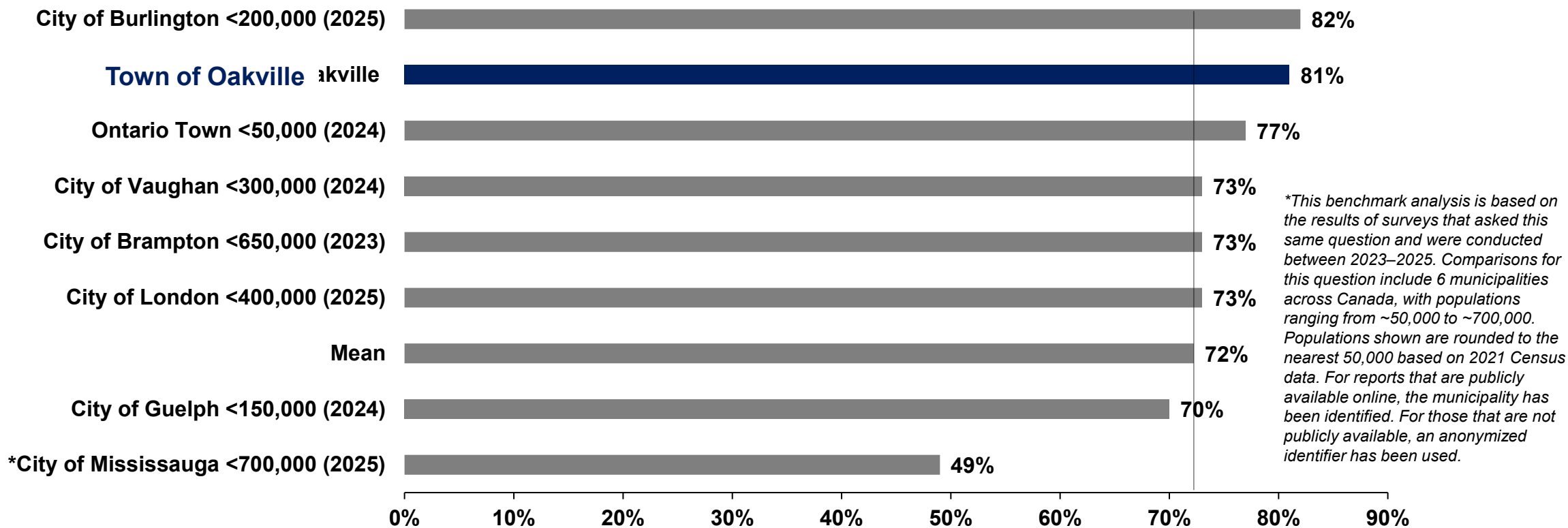


Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
 Sample Size: n=808
 Base: All respondents (CATI)

Value for Tax Dollars

Benchmark Comparison

With the majority of residents (TOP2: 81%) saying they receive good value for their tax dollars, the Town of Oakville ranked above the average rating of value for tax dollars (TOP2: 72%).



*Note: respondents were asked to rate their overall value for tax dollars on a scale of 1-10 which was then grouped as very good, fairly good, fairly poor, or very poor for reporting, interpret with caution.

Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?

Sample Size: n=808

Base: All respondents (CATI)

Value for Tax Dollars

Demographic Breakouts

Residents who have lived in Oakville for 9 years or less (91%), those aged 55 and older (87%), retired residents (88%), individuals without a vehicle (90%), and those with household incomes between \$30K and \$70K (90%) are significantly more likely to say they receive good value for their tax dollars (TOP2) compared to residents who have lived in Oakville for 10+ years or their entire life (76%–79%), those aged 18 to 54 (72%–79%), working residents (79%), individuals who own a vehicle (77%), and those with household incomes of \$125K or more (79%).

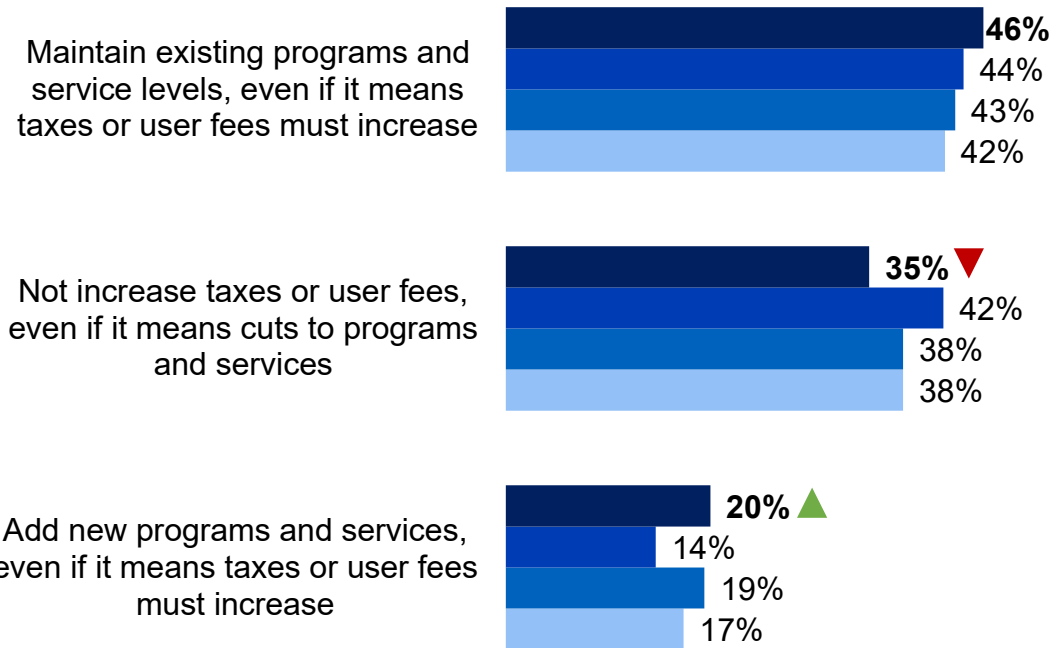
	Total	Residency in Oakville			Age			Employment				Vehicle Ownership		Income			
		9 years or less	10 years or more	All their life	18 – 34	35 – 54	55+	Working	Student	Unemployed	Retired	Yes	No	\$30K or less	\$30K – \$70K	\$70K – \$125K	\$125K+
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
N=	808	119	571	107	164	314	308	465	43	75	191	556	197	39	85	153	286
TOP2	81%	91%	79%	76%	72%	79%	87%	79%	76%	76%	88%	77%	90%	82%	90%	84%	79%
		BC					DE				G		K		P		

Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
 Sample Size: n=808
 Base: All respondents (CATI)

Balance of Services and Taxation

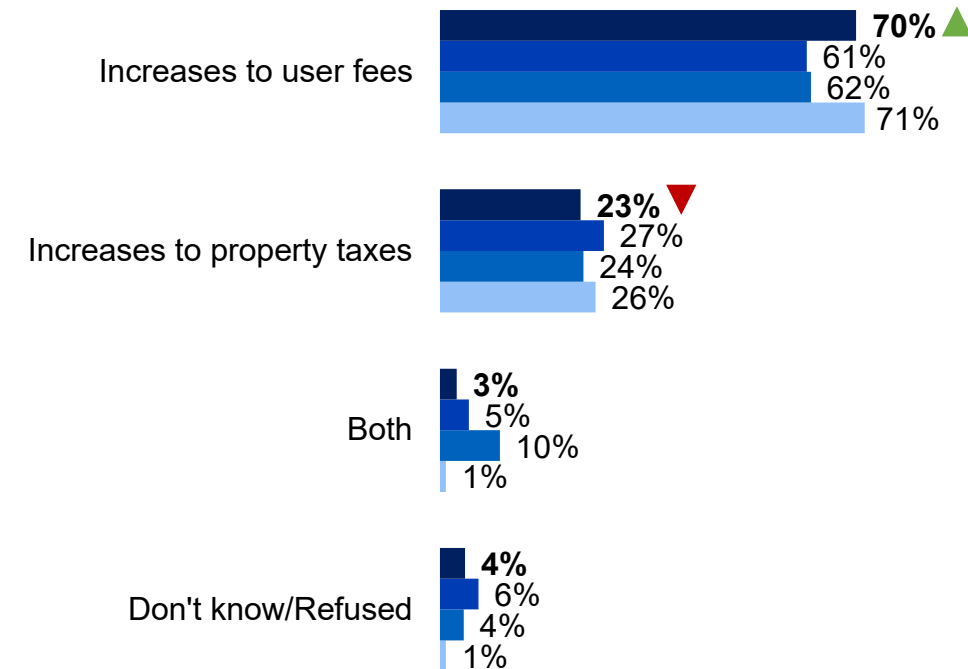
Compared to the 2024 survey results (58%), there has been an increase of 7 percentage points in the proportion of residents who preferred either maintaining service levels or adding services and facilities (65%), even if it means an increase in taxes or user fees. Of those residents, 70% preferred increase to user fees (up from 61% in 2024) while 27% preferred increase to property taxes (down from 27% in 2024).

Increase or Decrease in Taxes or User Fees



■ 2026 ■ 2024 ■ 2022 ■ 2019

Increase User Fees or Property Taxes



■ 2026 ■ 2024 ■ 2022 ■ 2019

65%
of respondents
preferred an increase
in taxes or user fees

Q52a. Which of the following statements best reflects your view?
Sample Size: n=808
Base: All respondents (CATI)

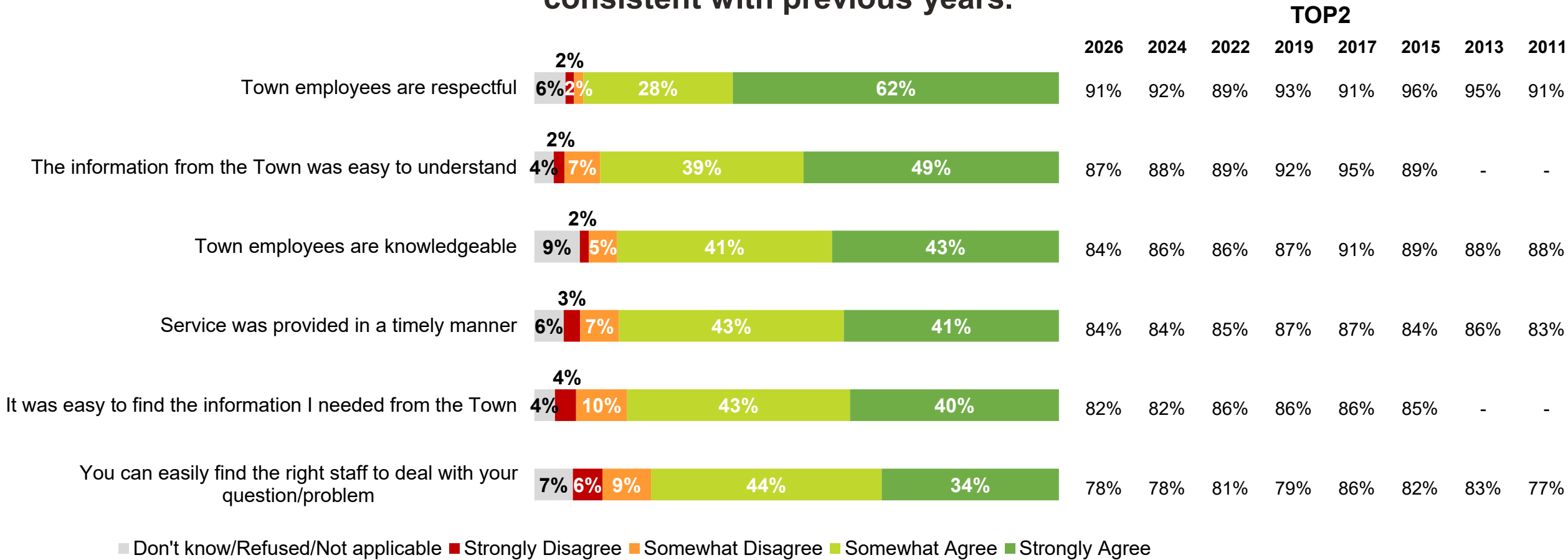
Q52b. And if maintaining service levels/adding services and facilities meant an increased cost to provide those services, which would you prefer?
Sample Size: n=527
Base: Respondents who said the City should add new services and facilities or maintain existing service levels (CATI)



Information and Service Usage

Town Contact Service Evaluations

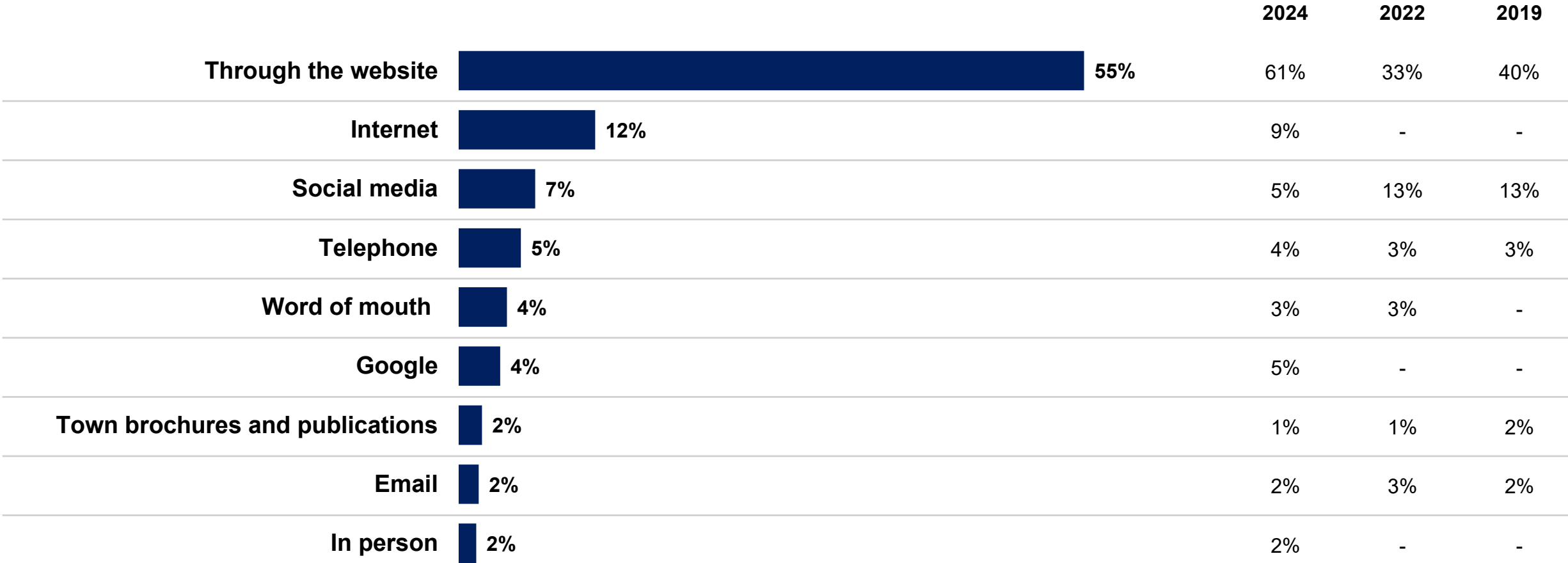
Considering their dealings with the Town, over 9 in 10 residents (TOP2: 91%) are satisfied with the respectfulness of the employees. Overall, satisfaction with Town contact services remains consistent with previous years.



*Note: respondents were asked to base their response on their most recent interaction with the Town in the reports prior to 2024.
Q57. When dealing with the Town of Oakville, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?
Sample Size: n=808
Base: All respondents (CATI)

Finding Town Information

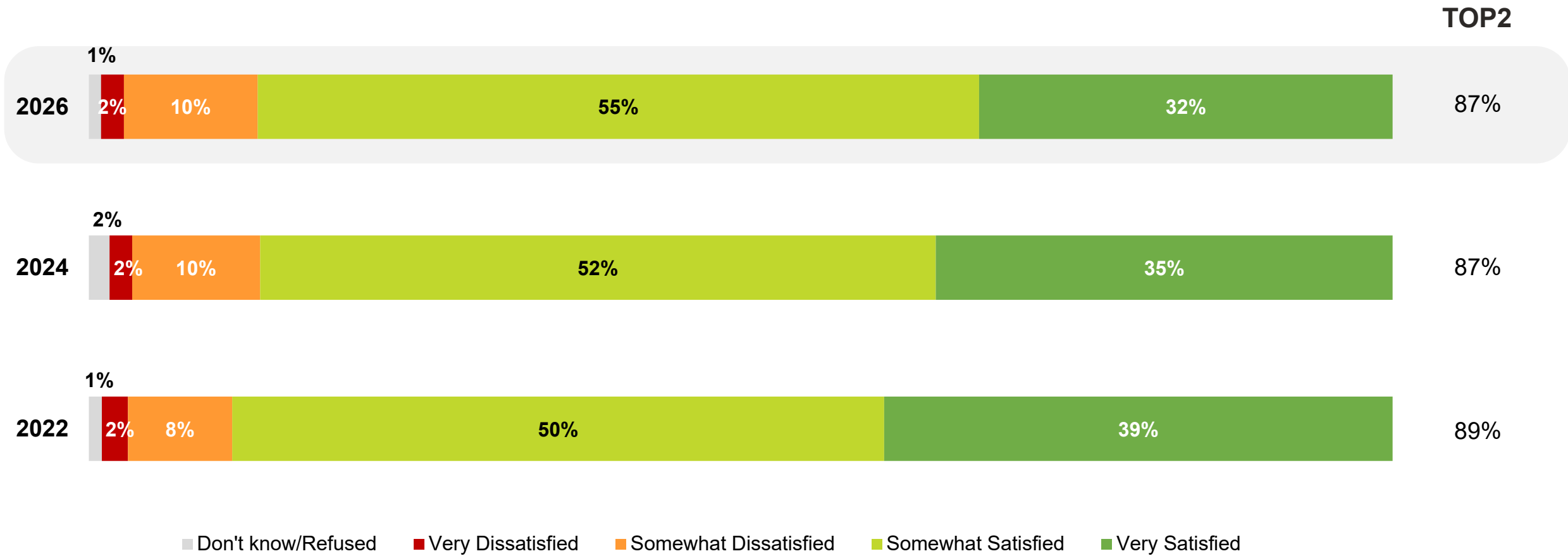
The majority of residents (55%) use the Town’s website to find information about the Town of Oakville. Use of the Town’s website has increased by 28 percentage points since 2022.



*Note: visual shows mentions with 2% and higher, and excludes “other”, “don’t know”, and “refused”
 Q63. How do you most often find information about the Town of Oakville? [options not read, accept 1 mention]
 Sample Size: n=808
 Base: All respondents (CATI)

Satisfaction with Town's Website

The majority of residents (TOP2: 87%) who have used the Town's website were satisfied with their experience using it, consistent with 2024 results (TOP2: 87%).



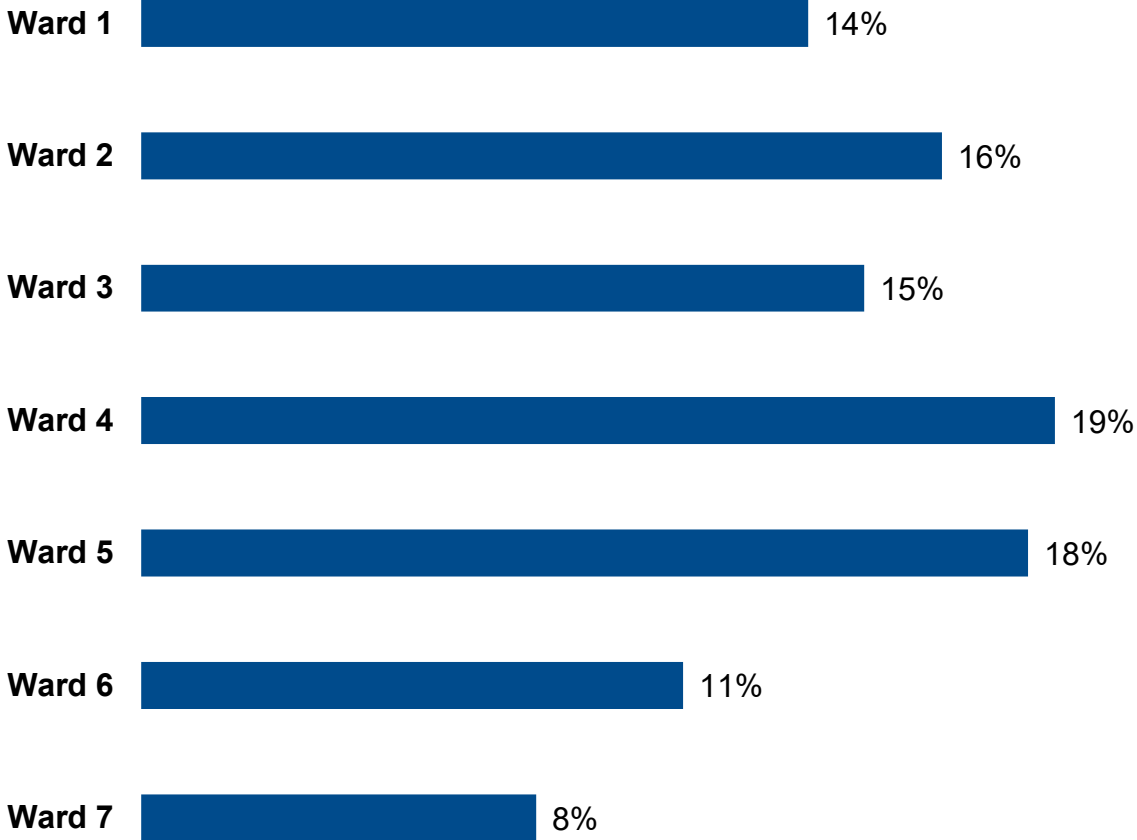
Z6. You selected the Town of Oakville's website as a way you find information about the town. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with your experience using the Town's website?
 Sample Size: n=444
 Base: Respondents who used the Town of Oakville website (CATI)



Demographics

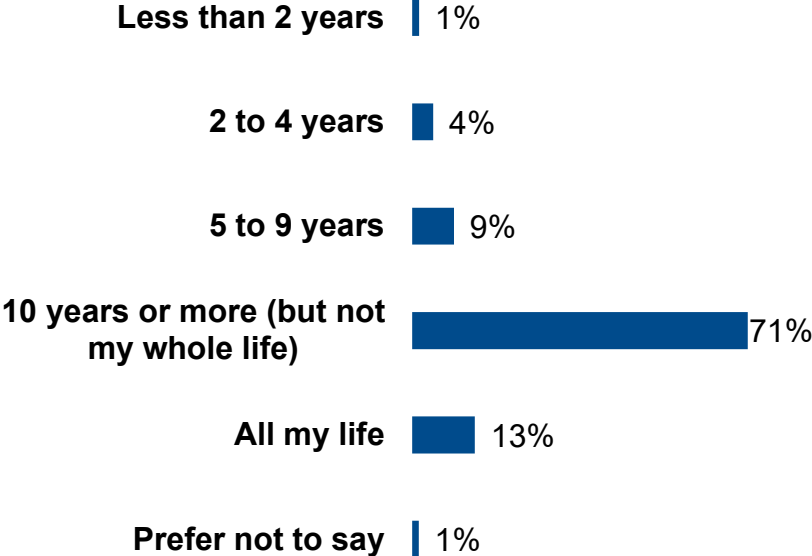
Respondent Profile

Ward Currently Living in

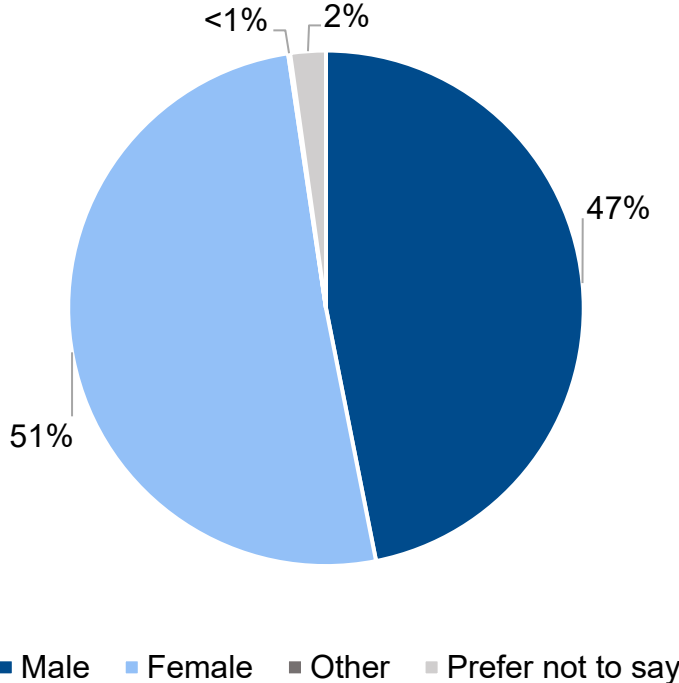


Respondent Profile

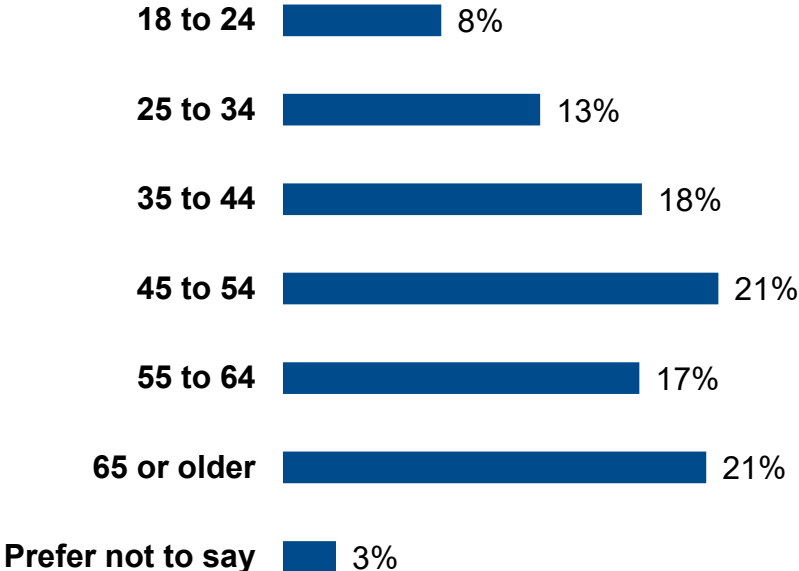
Years lived in Oakville



Gender

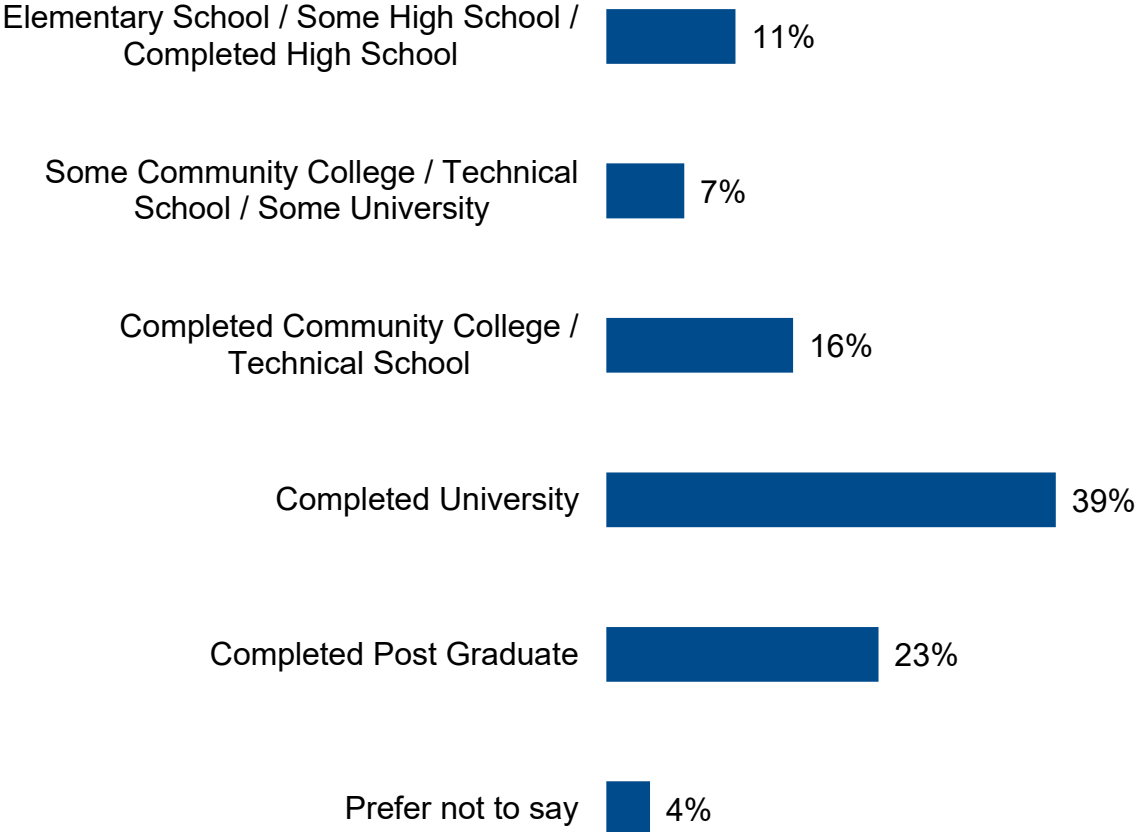


Age

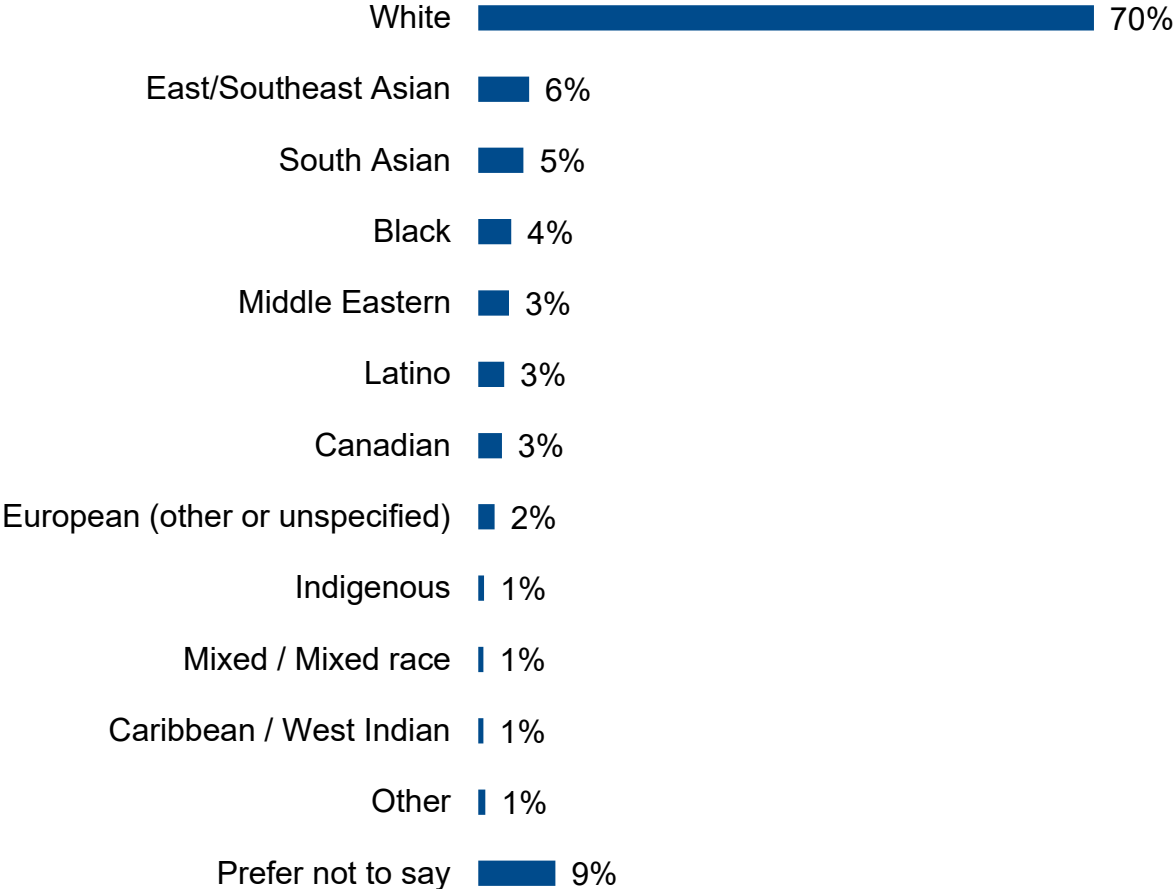


Respondent Profile

Education

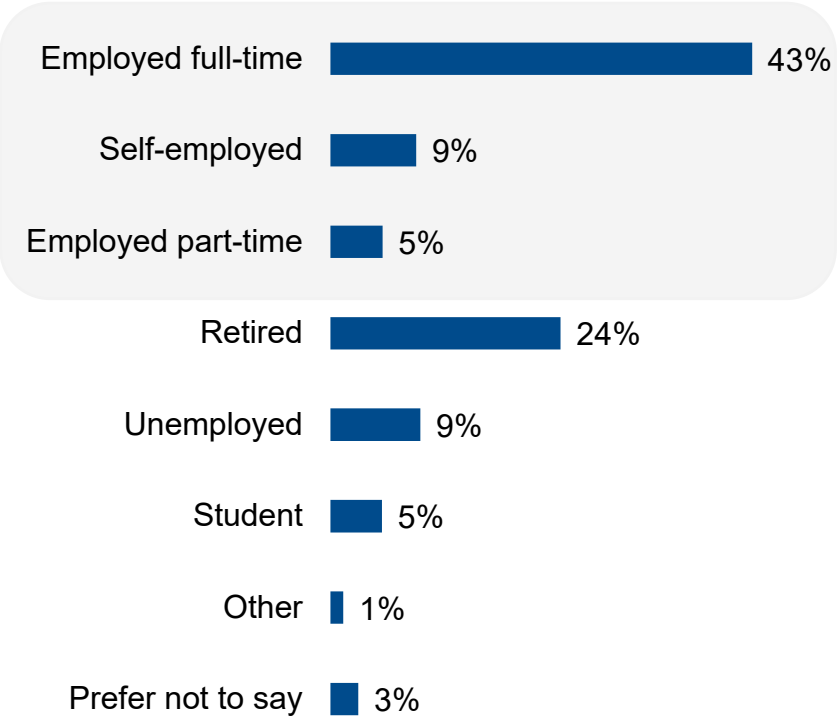


Ethnicity



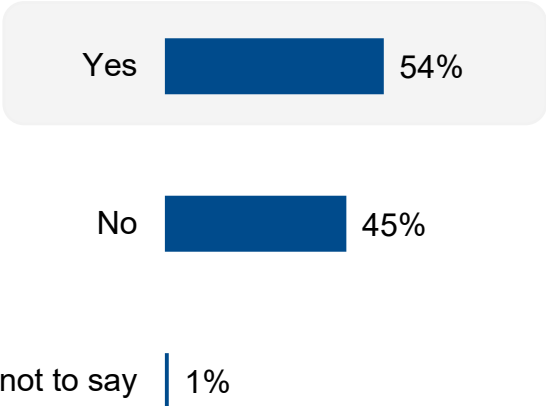
Respondent Profile

Employment Status

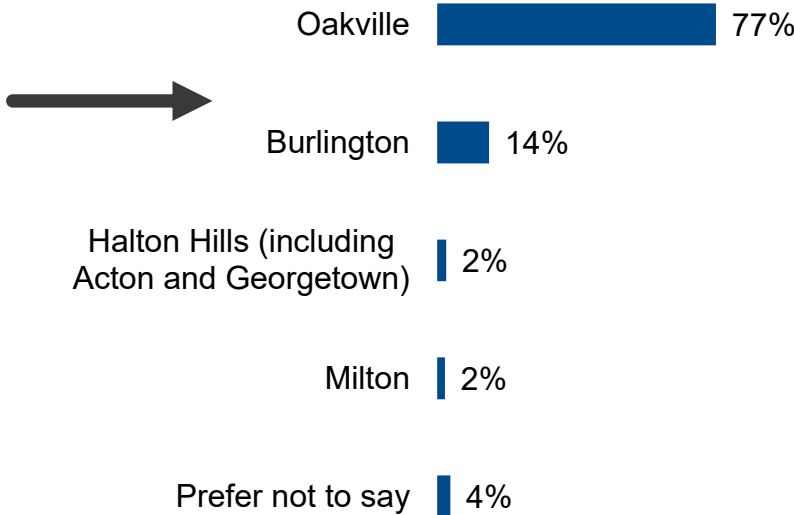


**58%
Employed**

Working in Halton Region

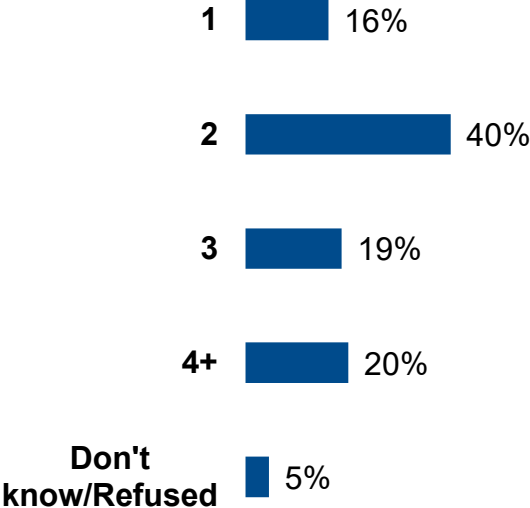


Cities Working in

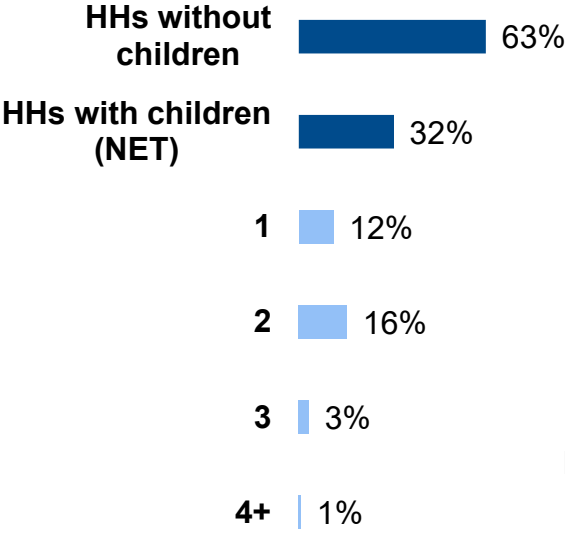


Respondent Profile

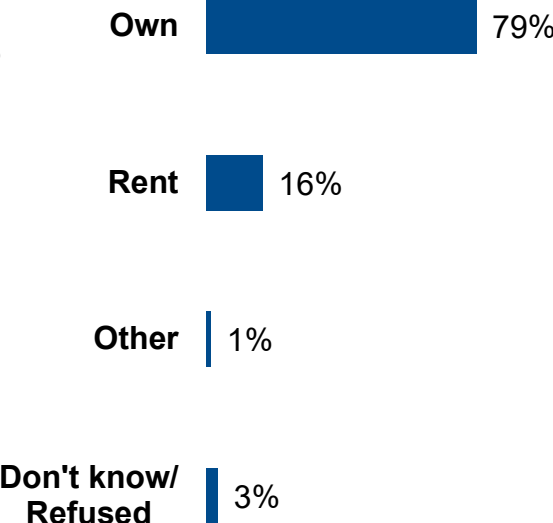
Number of Adults in the Household



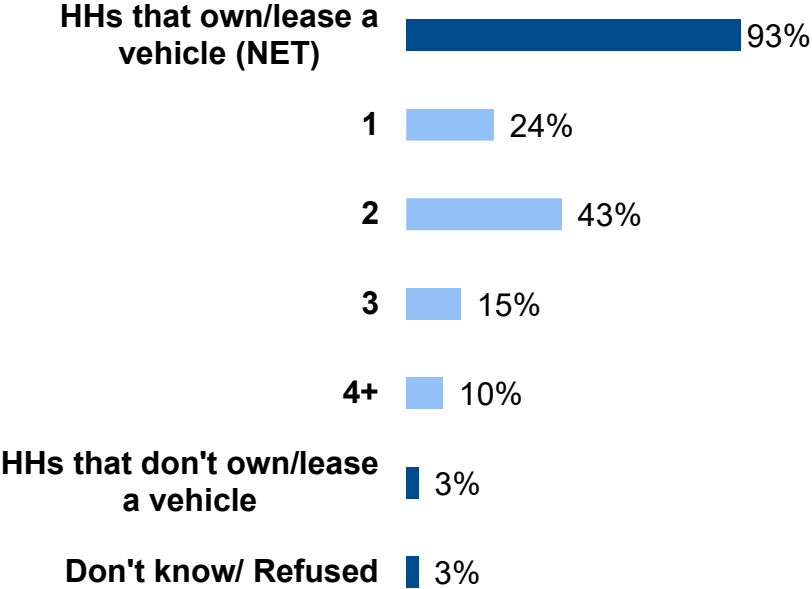
Number of Children in the Household



Home Ownership

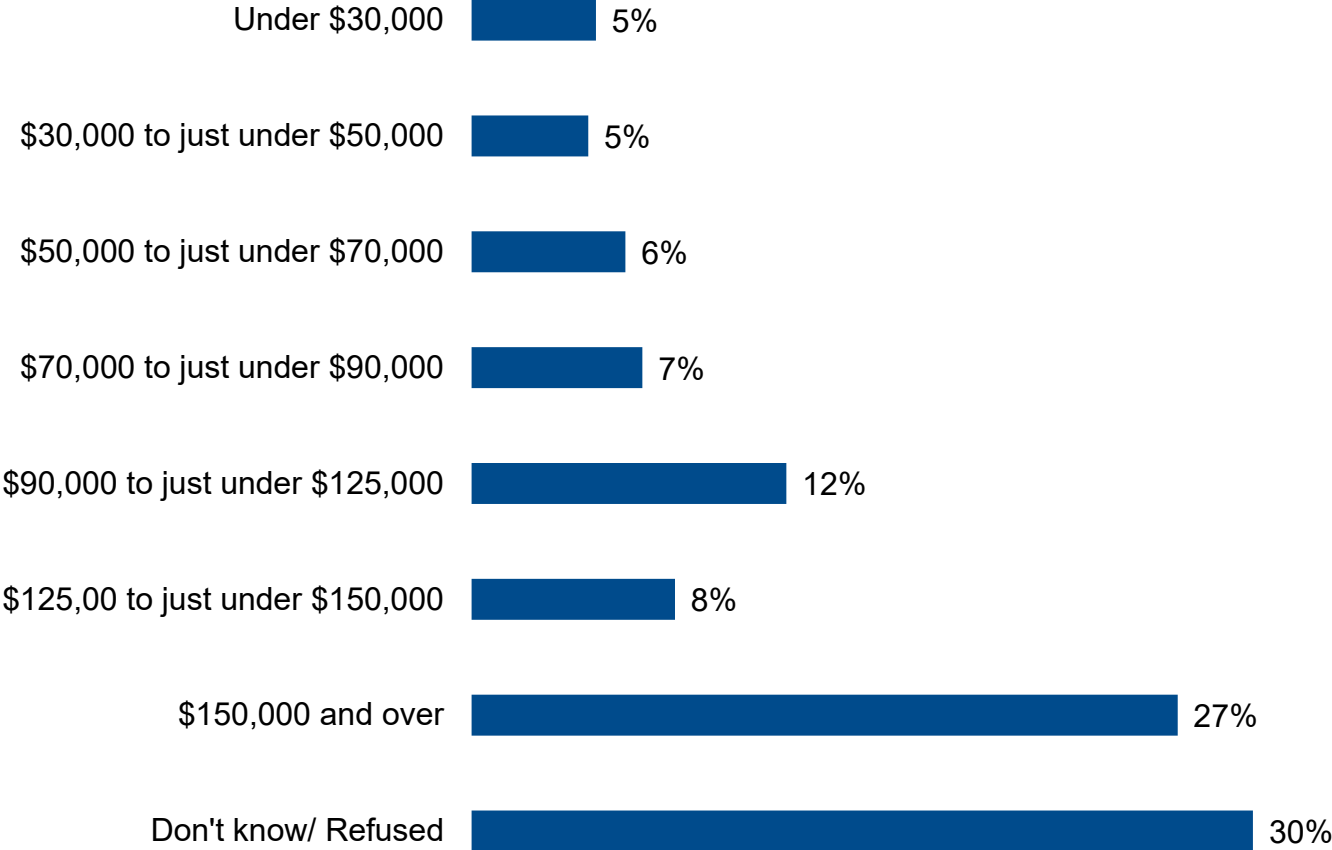


Car Ownership

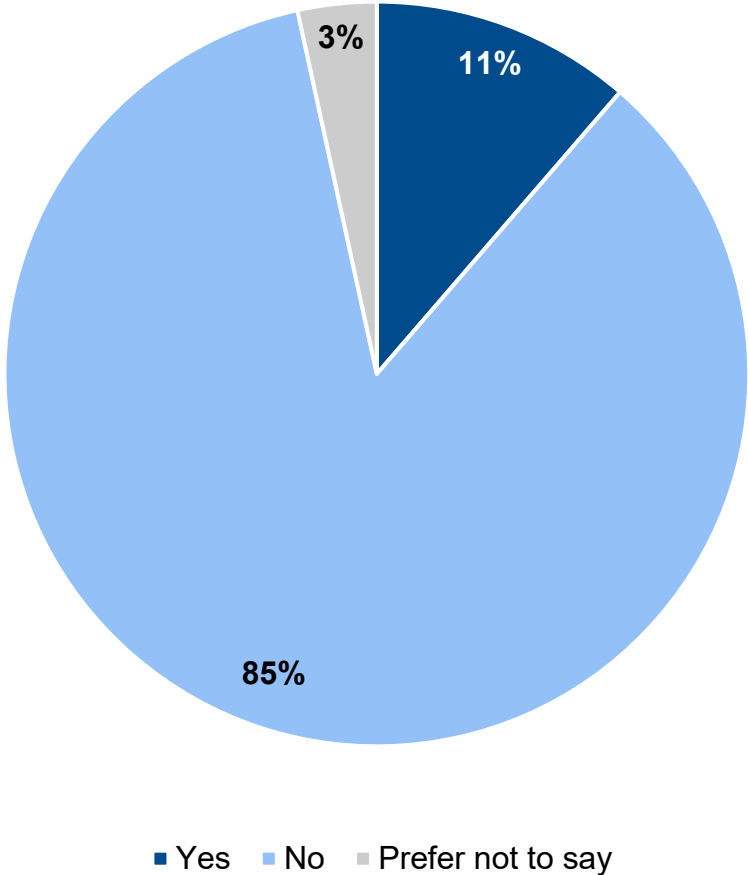


Respondent Profile

Household Income



Disability



Respondent Profile

Age	Forum Survey 2026 (u/w)	Forum Survey 2026 (w/t)	StatsCan Census (2021)
18 to 24	4%	8%	8%
25 to 34	5%	13%	13%
35 to 44	6%	18%	18%
45 to 54	15%	22%	22%
55 to 64	19%	18%	18%
65 and older	50%	21%	21%
Gender			
Male	49%	48%	48%
Female	51%	52%	52%
Income			
Under \$30,000	7%	7%	8%
\$30,000 to just under \$50,000	8%	7%	8%
\$50,000 to just under \$70,000	10%	9%	9%
\$70,000 to just under \$90,000	12%	10%	9%
\$90,000 to just under \$125,000	19%	18%	15%
\$125,00 to just under \$150,000	10%	11%	9%
\$150,000 and over	34%	39%	42%

Education	Forum Survey 2026 (u/w)	Forum Survey 2026 (w/t)	StatsCan Census (2021)
Elementary School / Some High School / Completed High School	12%	12%	9%
Some Community College / Technical School / Some University	7%	7%	-
Completed Community College / Technical School	17%	17%	49%
Completed University	40%	40%	34%
Completed Post Graduate	24%	24%	8%
Household			
Own	82%	81%	78%
Rent	13%	17%	22%
Adults Household Size			
1	24%	17%	18%
2	47%	42%	28%
3	16%	20%	19%
4+	13%	21%	35%
Employment			
Employed (full-time, part-time, self-employed)	40%	59%	58%
Unemployed	6%	10%	8%
Not in the labour force (student, retired)	54%	31%	35%

Note: CATI results throughout this report have been statistically weighted by age and gender only. Gender and age percentages from the 2021 Census data represent residents 20 years of age and older. Income, education, and employment percentages represent residents 15 years of age and older. Prefer not to answer was excluded from the calculation.

StatsCan Sources: Statistics Canada. Census Profile, 2021Census

Respondent Profile

Ward	Forum Survey 2026 (u/w)	Forum Survey 2026 (w/t)	StatsCan Census (2021)
Ward 1	16%	14%	15%
Ward 2	17%	16%	14%
Ward 3	17%	15%	13%
Ward 4	15%	19%	24%
Ward 5	16%	18%	18%
Ward 6	11%	11%	13%
Ward 7	8%	8%	3%

Ethnicity	Forum Survey 2026 (u/w)	Forum Survey 2026 (w/t)	StatsCan Census (2021)
White	81%	76%	57%
East/Southeast Asian	4%	6%	16%
Middle Eastern	3%	3%	6%
South Asian	4%	5%	14%
Black	4%	4%	3%
Latino	2%	3%	2%
Mixed / Mixed race	<1%	1%	-
Indigenous	1%	1%	-
European (other or unspecified)	2%	2%	-
Canadian	4%	3%	-
Caribbean / West Indian	<1%	1%	-

Note: CATI results throughout this report have been statistically weighted by age and gender only. Ward percentages are from the Town of Oakville proposal (2021). Ethnicity percentages is from the 2021 Census Profile. Prefer not to answer was excluded from the table.

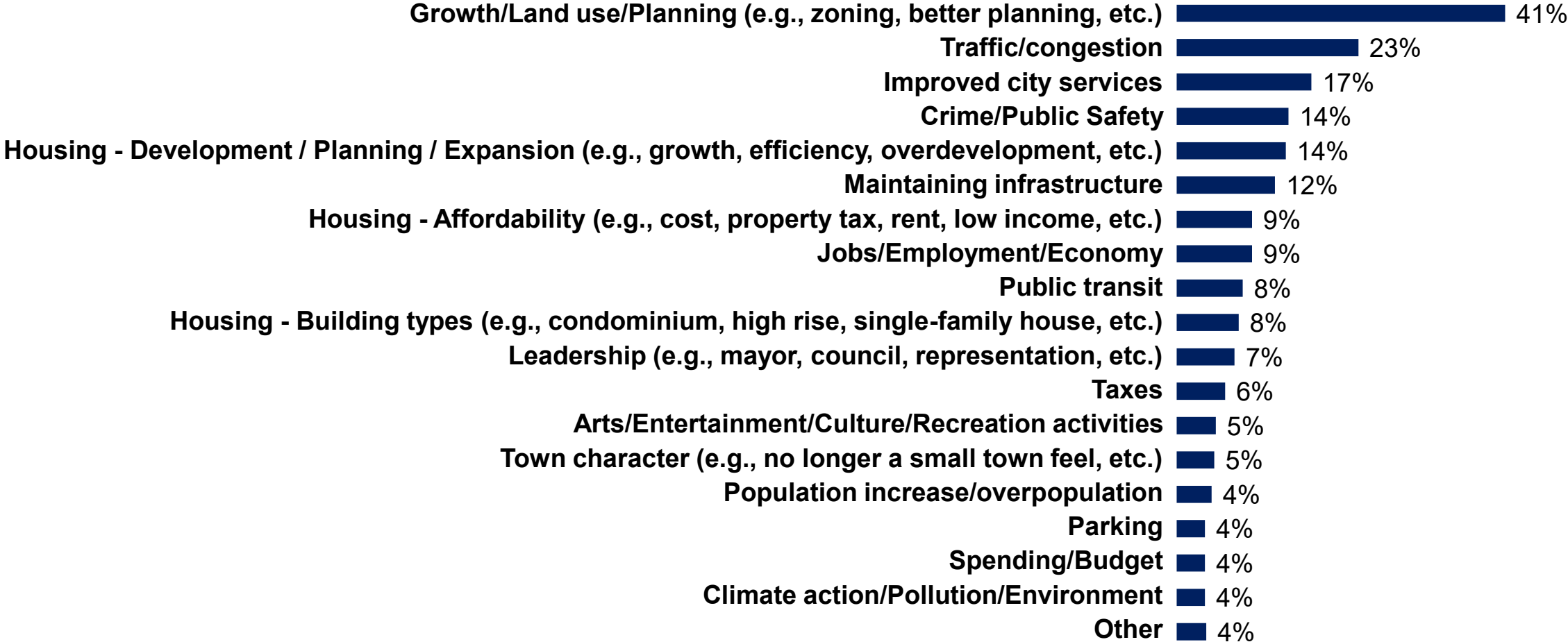
StatsCan Sources: Statistics Canada. Census Profile, 2021 Census



Online Self-Selected Survey Results

Issue Agenda

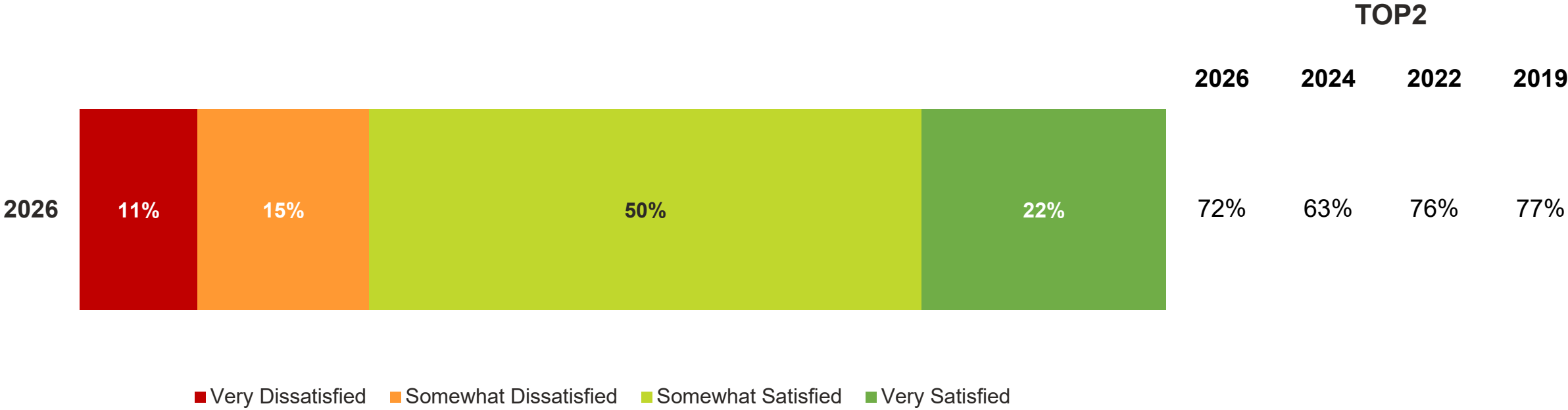
The most stated issues facing the Town of Oakville were on land growth, use or planning (41%). Traffic or congestion (23%) was also a frequently-cited issue among residents.



Note: Visual excludes mentions <4%, “Don’t know” and “Prefer not to say”
Q1. In your opinion, what is the single most important issue facing the Town of Oakville today? [Open-ended; accept up to 3 responses]
Sample Size: n=590
Base: All respondents (CAWI)

Satisfaction with the Town of Oakville Government

Around 7 in 10 residents (TOP2: 72%) are satisfied with the Town of Oakville Government. TOP2 satisfaction has increased by 9 percentage points since 2024.



Note: Visual excludes “Don’t know” and “Prefer not to say”

Q2. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the government of the Town of Oakville (i.e., staff, Council, services)?

Sample Size: n=590

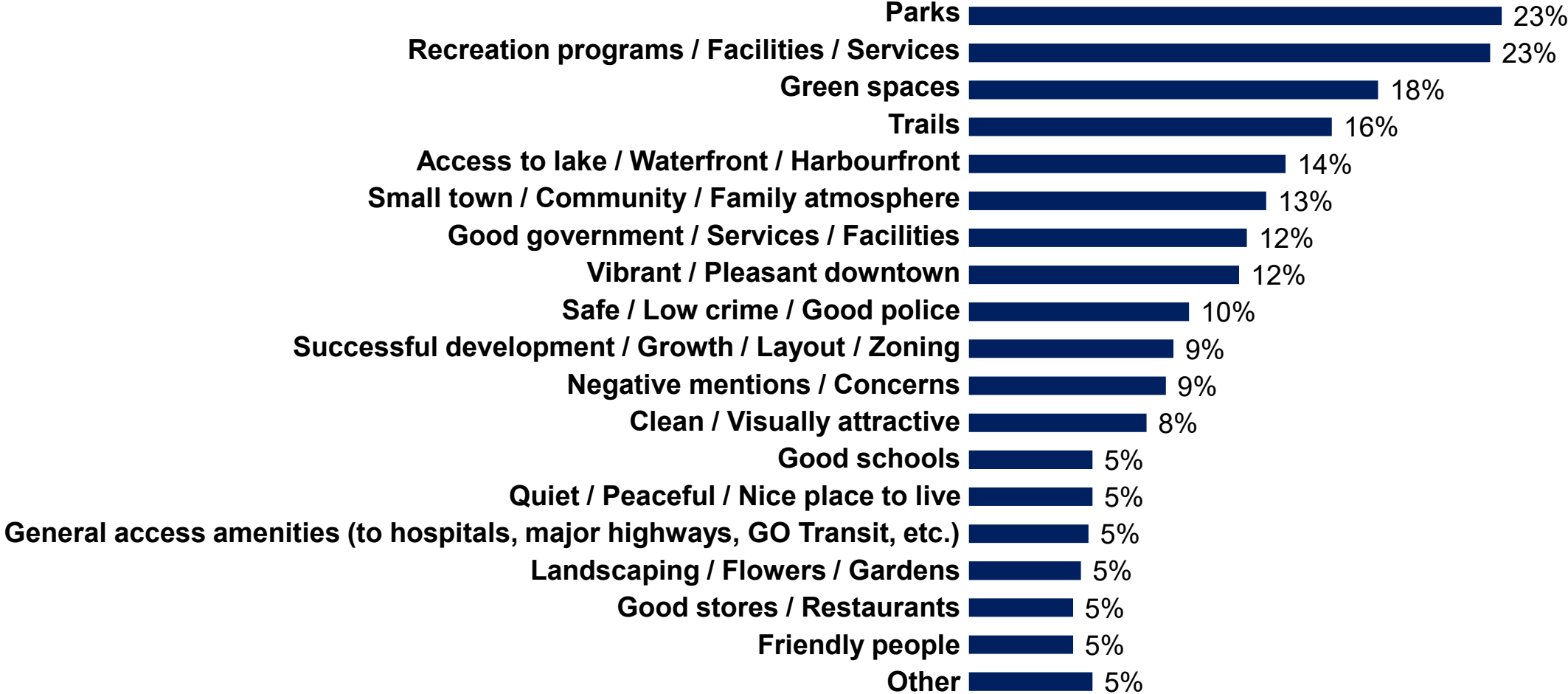
Base: All respondents (CAWI)



**FORUM
RESEARCH**

Qualities that make Oakville Vibrant and Livable

The most cited qualities that make Oakville livable and vibrant were parks (23%) and recreation programs, facilities or services (23%).

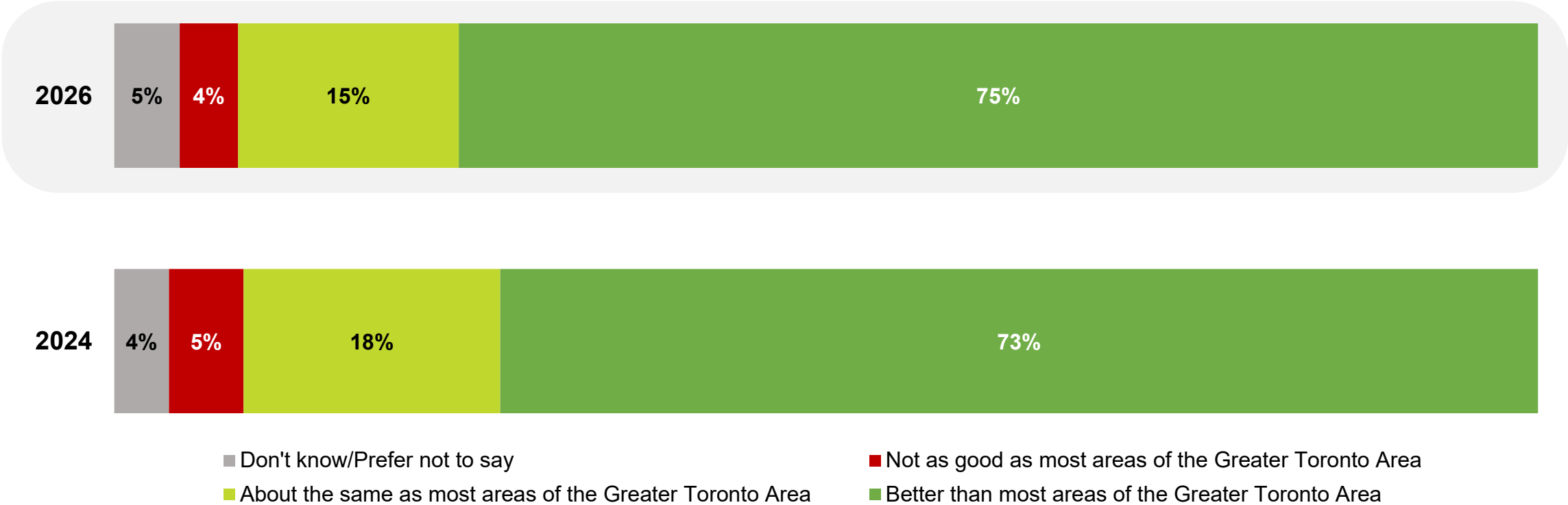


Note: Visual excludes mentions <5%, “None, “Don’t know” and “Prefer not to say” **Note:** Question has been updated to ‘livable and vibrant’ from ‘livable’ starting 2024.
Q3. What are the qualities or features of the Town of Oakville that make it livable and vibrant? [Open-ended; accept up to 3 responses]
Sample Size: n=590
Base: All respondents (CAWI)



Livability in Oakville Compared to rest of GTA

Three quarters of residents (75%) think that Oakville is better than most areas of the GTA in terms of livability. This is consistent with 2024 (73%).

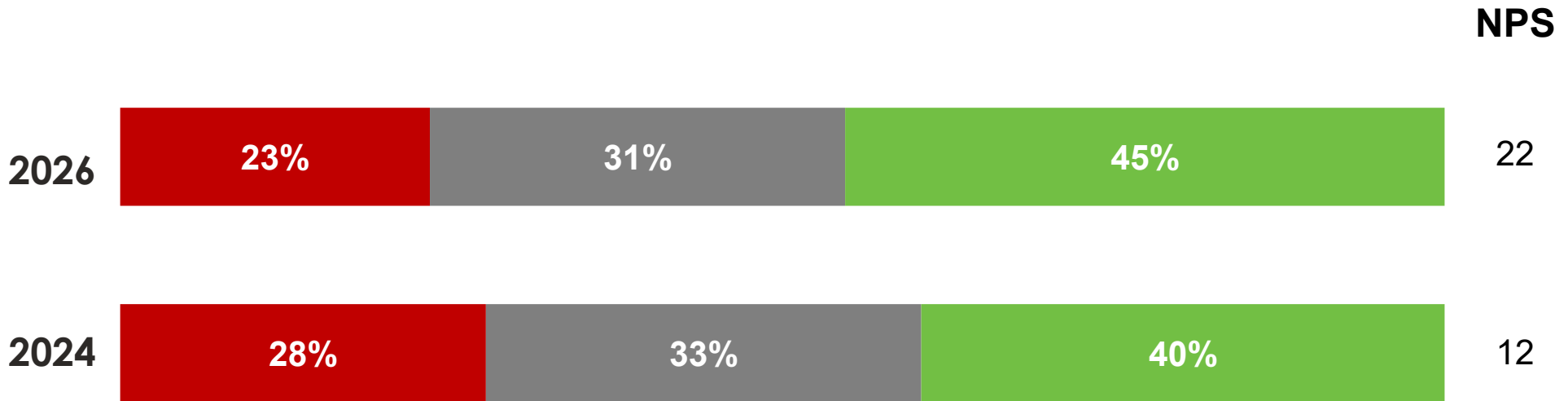


Q4. Thinking about Oakville as a place to live, would you say that living in Oakville is generally...
Sample Size: n=590
Base: All respondents (CAWI)

Recommending the Town of Oakville

Net Promoter Score (NPS) Analysis

A positive NPS of 22 indicates that residents of Oakville are more likely to say they would recommend the Town than they would not. NPS has increased by 10 points since 2024 (12).



$$\text{Net Promoter Score (2026 Online)} = 45 - 23 = 22$$

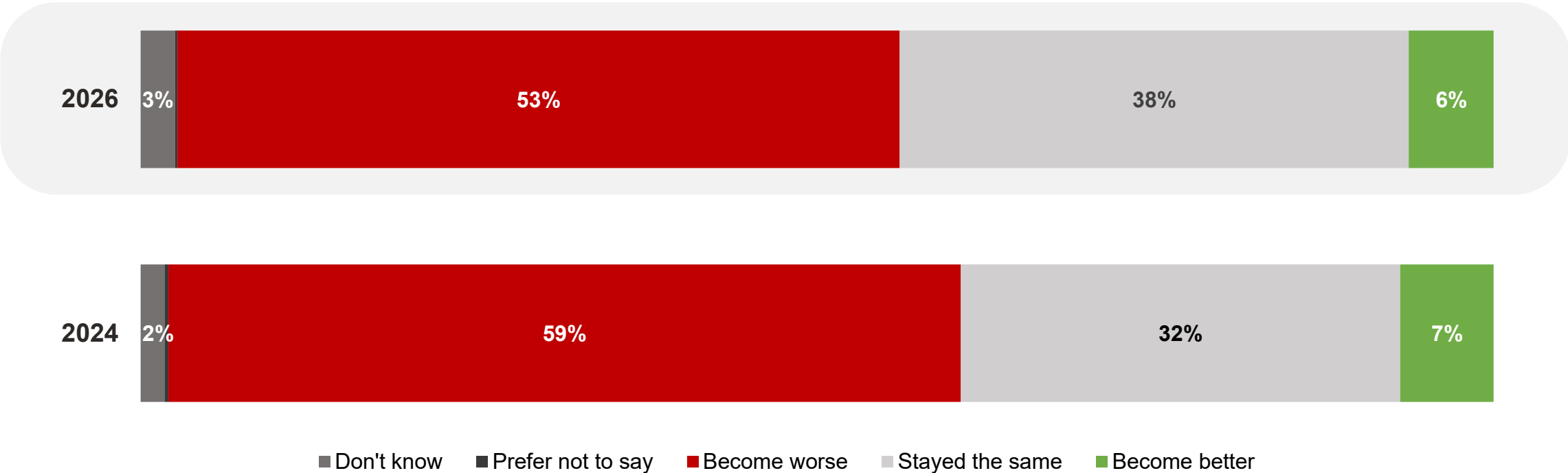
NPS: How likely would you be to recommend the Town of Oakville as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not at all likely, and 10 is extremely likely.

Sample Size: n=590

Base: All respondents (CAWI)

Change in Quality of Life

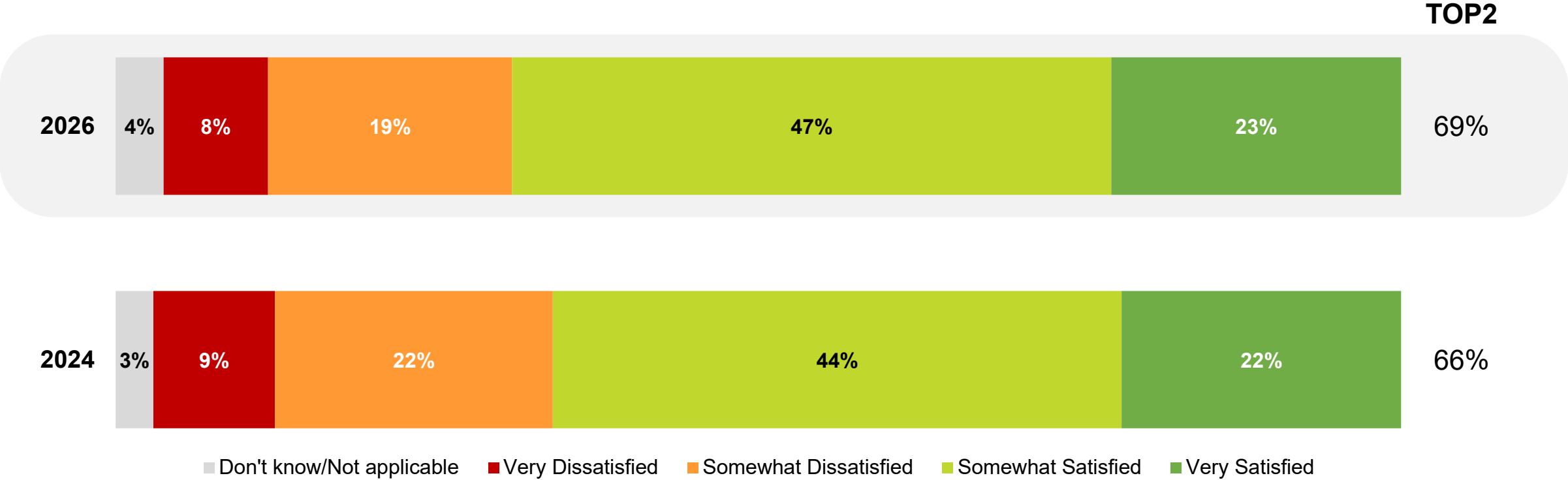
While almost 1 in 10 residents (6%) think the quality of life in Oakville has become better in the past 2 years, nearly 2 in 5 (38%) say it stayed the same and more than half (53%) say it has become worse. The proportion of residents saying that quality of life stayed the same has slightly increased since 2024 (32%), while the proportion of those saying it became worse slightly declined since 2024 (53%).



*Note: respondents were asked about their quality of life in the past three years in the 2022 survey.
QL. In your opinion, within the past two years, has the quality of life in the Town of Oakville...
Sample Size: n= 590
Base: All respondents (CAWI)

Satisfaction with Sense of Belonging with the Community

Nearly 7 in 10 residents (TOP2: 69%) are satisfied with their sense of belonging with the community, consistent with 2024 (TOP2: 66%).

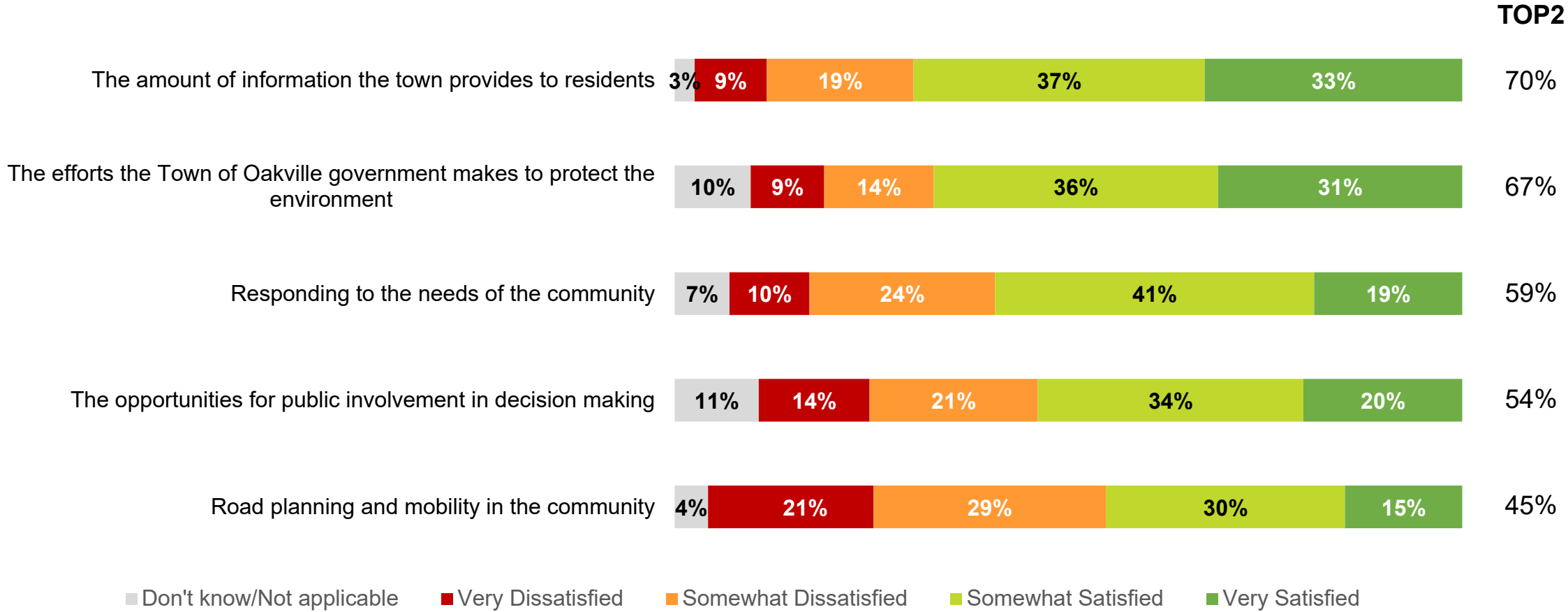


Q5. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with your sense of belonging with the community?

Sample Size: n=590
Base: All respondents (CAWI)

Satisfaction with the Town Attributes

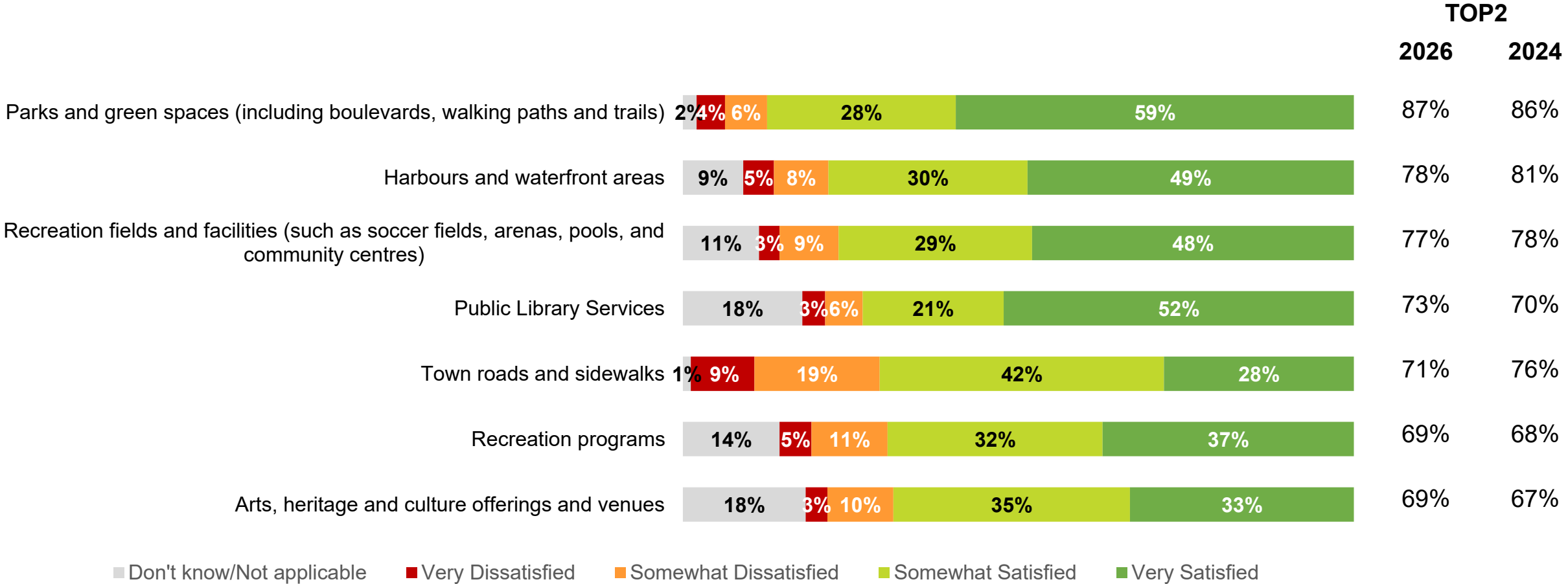
While more than half of residents are satisfied with nearly all the attributes of the Town of Oakville, residents reported the highest satisfaction with the amount of information it provides to its residents (TOP2: 70%).



NEWQ6. For each of the attributes, please indicate if you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Town.
Sample Size: n=590
Base: All respondents (CAWI)

Satisfaction with the Town Services

Residents continue to express high satisfaction levels with various service areas, with parks & green spaces (TOP2: 87%) and harbours & waterfront areas (TOP2: 78%) still topping the list.

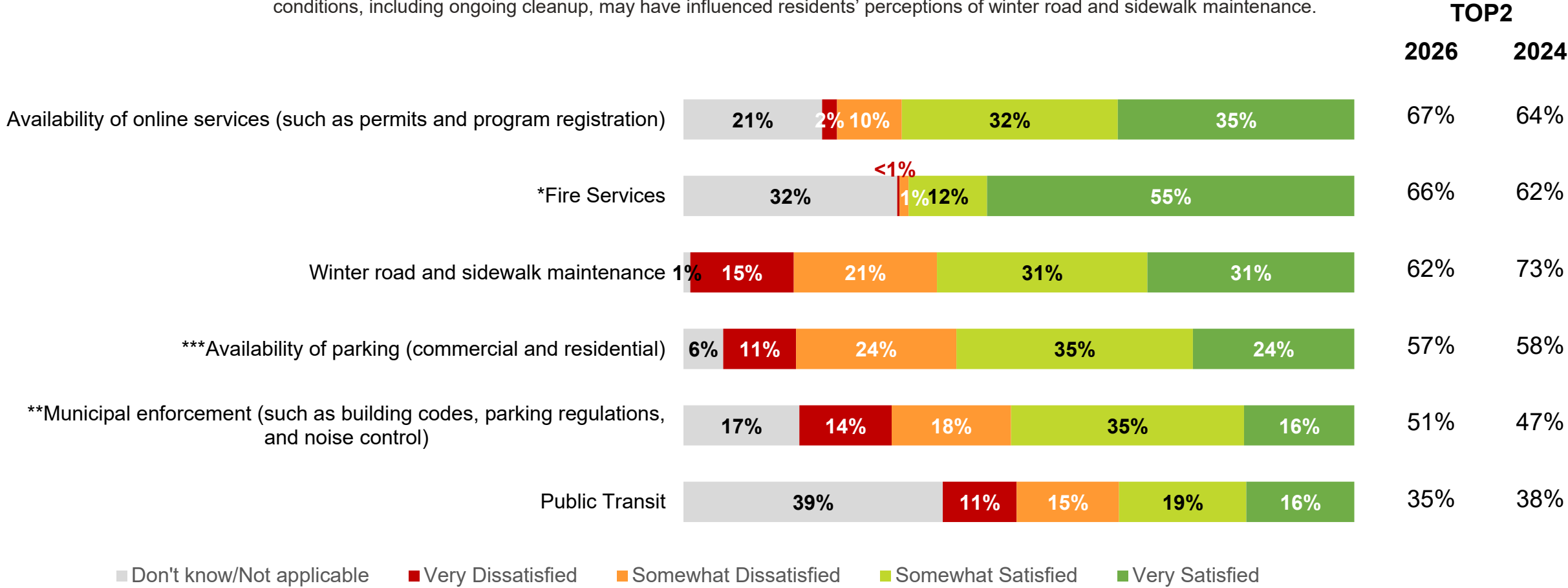


Q6. Using the same scale, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town of Oakville on each of the following services?
 Sample Size: n=590
 Base: All respondents (CAWI)

Satisfaction with the Town Services (con'd)

Public transit (TOP2: 35%) continue to be the service residents were least likely to feel satisfied with, with satisfaction scores having slightly decreased compared to 2024 (TOP2: 38%).

*Fieldwork took place between February 2–23, following a major late-January snowstorm (~50 cm) and during a second storm on February 18 involving snow and freezing rain. These conditions, including ongoing cleanup, may have influenced residents' perceptions of winter road and sidewalk maintenance.



*Note: Fire services was called emergency services in survey waves before 2024.

**Note: In previous waves, this was "Availability of parking".

Q6. Using the same scale, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the performance of the Town of Oakville on each of the following services?

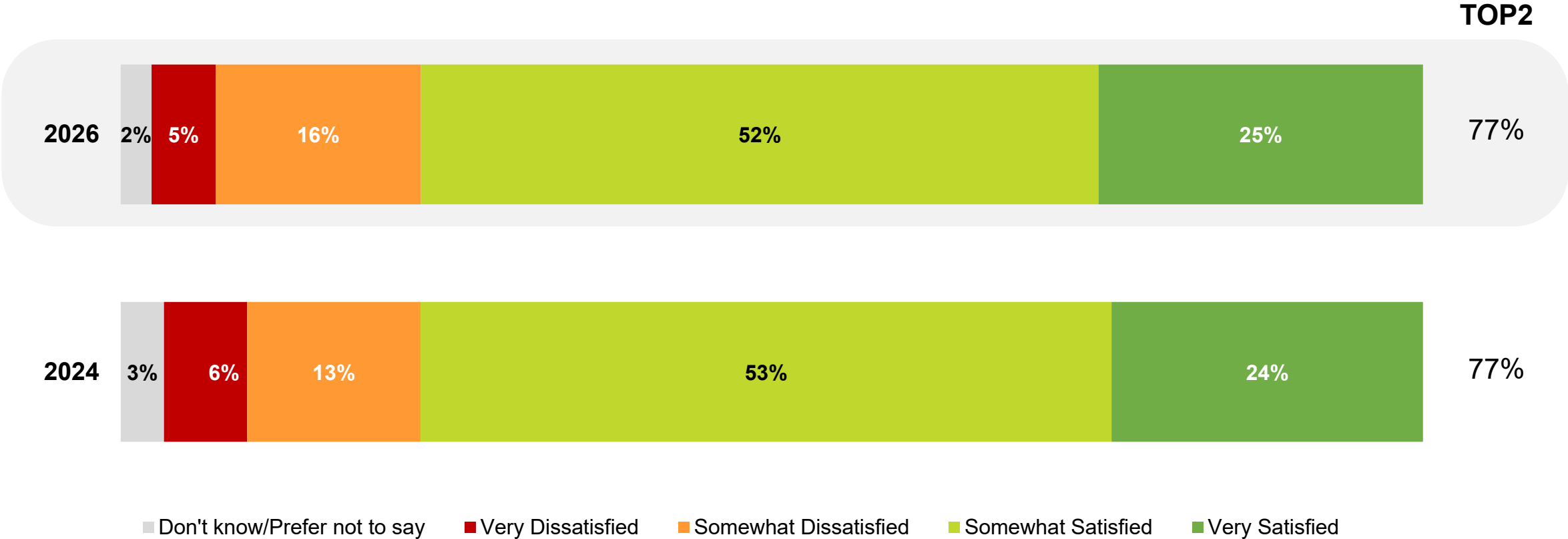
Sample Size: n=590

Base: All respondents (CAWI)



Overall Satisfaction with the Quality of Services

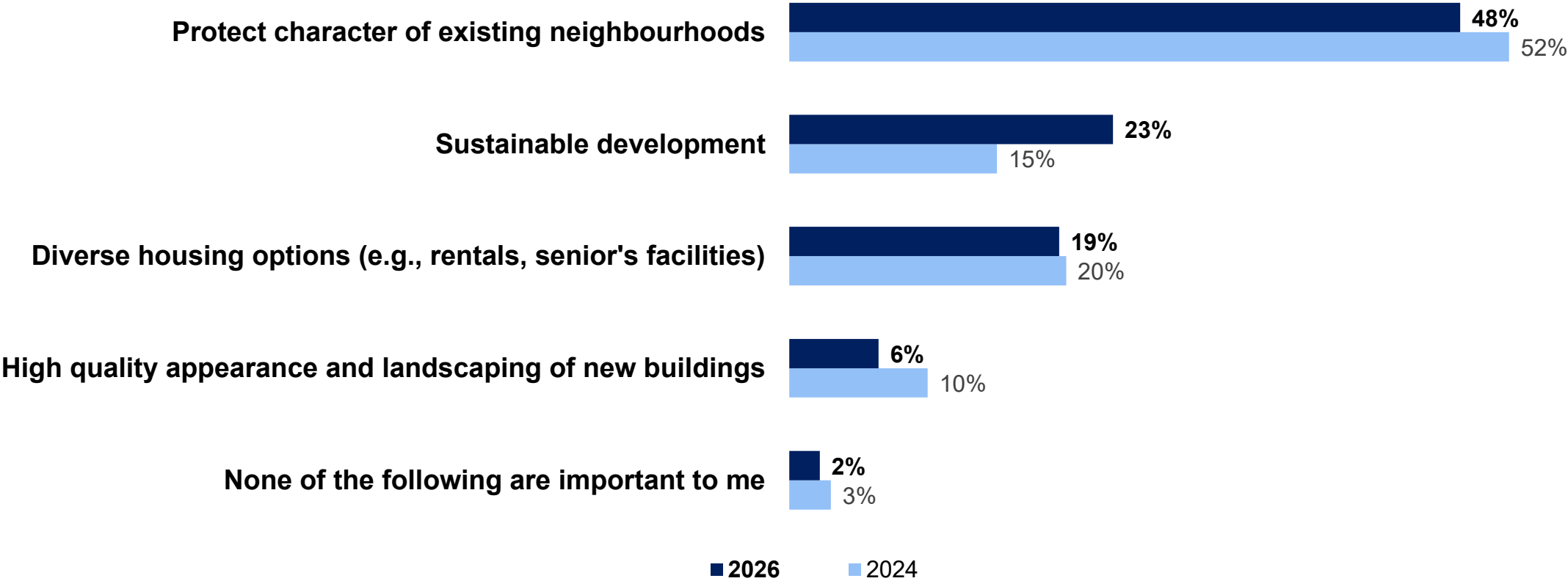
Over 3 in 4 residents (TOP2: 77%) are satisfied with the overall quality of the services provided by the Town of Oakville. Satisfaction scores remain unchanged since 2024 (TOP2: 77%).



Q8. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the level and quality of services provided by the Town of Oakville?
Sample Size: n=590
Base: All respondents (CAWI)

Important Considerations for Growth and Land Use Planning

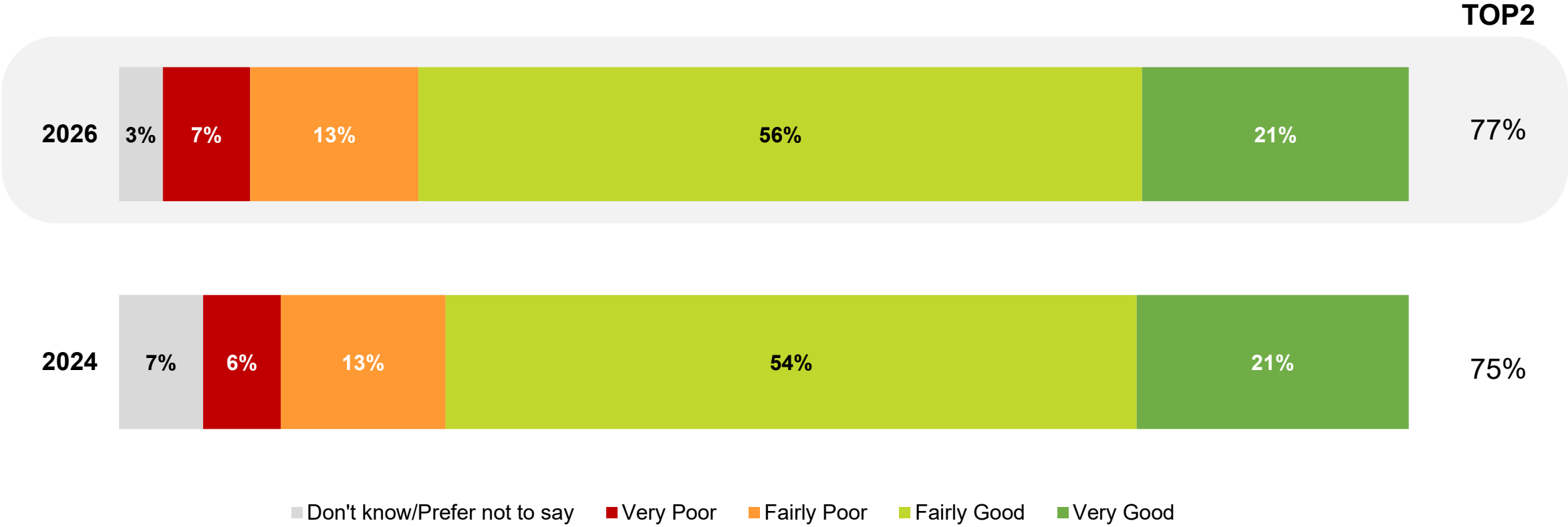
As it related to growth and land use planning, protecting the character of existing neighbourhoods (48%) was mentioned by nearly half of the residents as most important to them, a slight decrease since 2024 (52%).



NEWQ1. As it relates to growth and land use planning, what, if anything, is most important to you?
Sample Size: n=590
Base: All respondents (CAWI)

Value for Tax Dollars

Around 3 in 4 residents (TOP2: 77%) think they receive overall a good value for their tax dollars considering the programs and services provided by the Town, consistent with 2024 (TOP2: 75%).

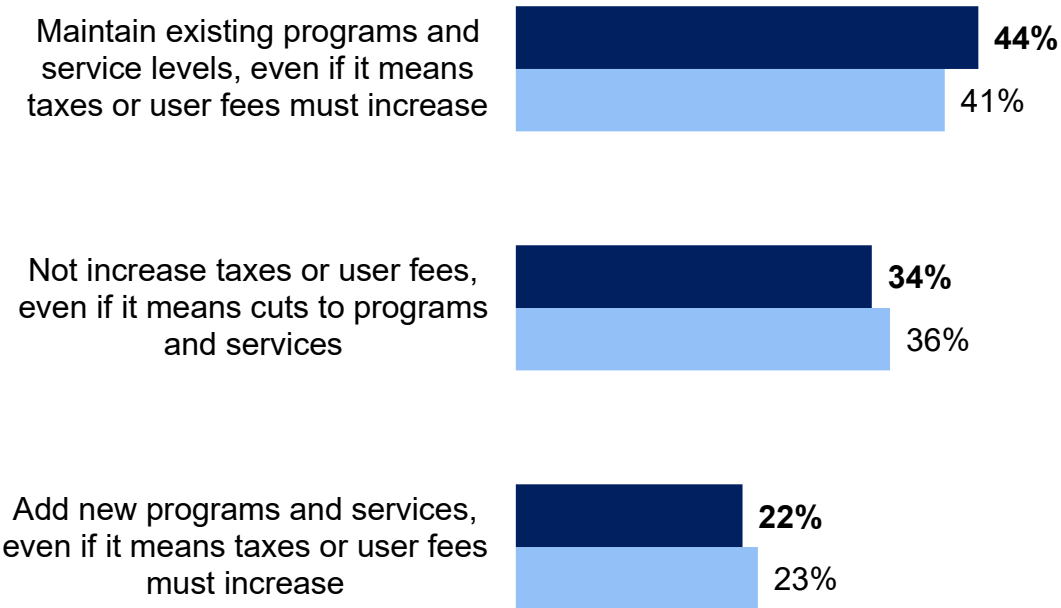


Q7. Thinking about the programs and services you receive from the Town of Oakville, would you say that, overall, you receive very good, fairly good, fairly poor, or very poor value for tax dollars?
Sample Size: n=590
Base: All respondents (CAWI)

Balance of Services and Taxation

Two thirds of residents (66%) still prefer maintaining service levels or adding services and facilities, even if it means an increase in taxes or user fees. Of those residents, 52% preferred increase to user fees, a slight increase since 2024 (47%). Meanwhile 13% preferred increase to property taxes, consistent with 2024 (14%). Lastly, the proportion of residents preferring a combination of user fees or property taxes (26%) slightly declined since 2024 (32%).

Increase or Decrease in Taxes or User Fees

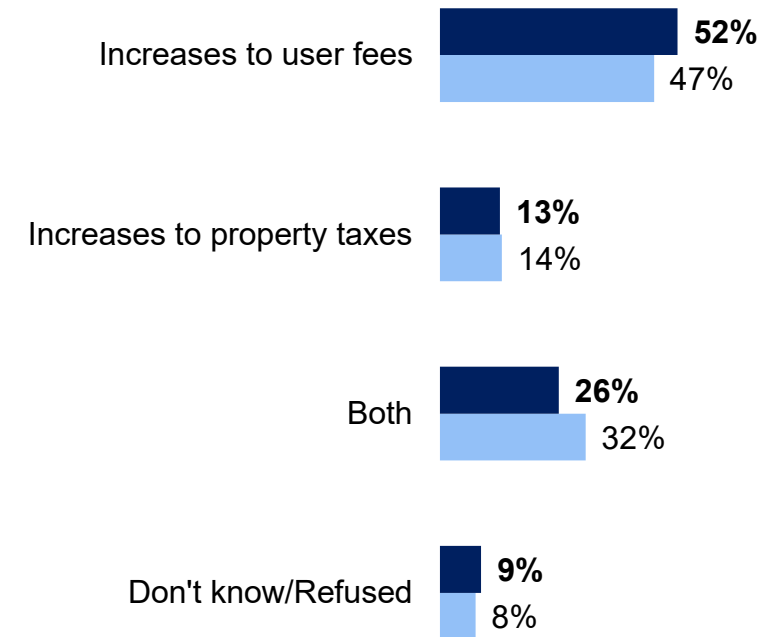


■ 2026 ■ 2024

66%
of respondents
preferred an increase
in taxes or user fees



Increase User Fees or Property Taxes



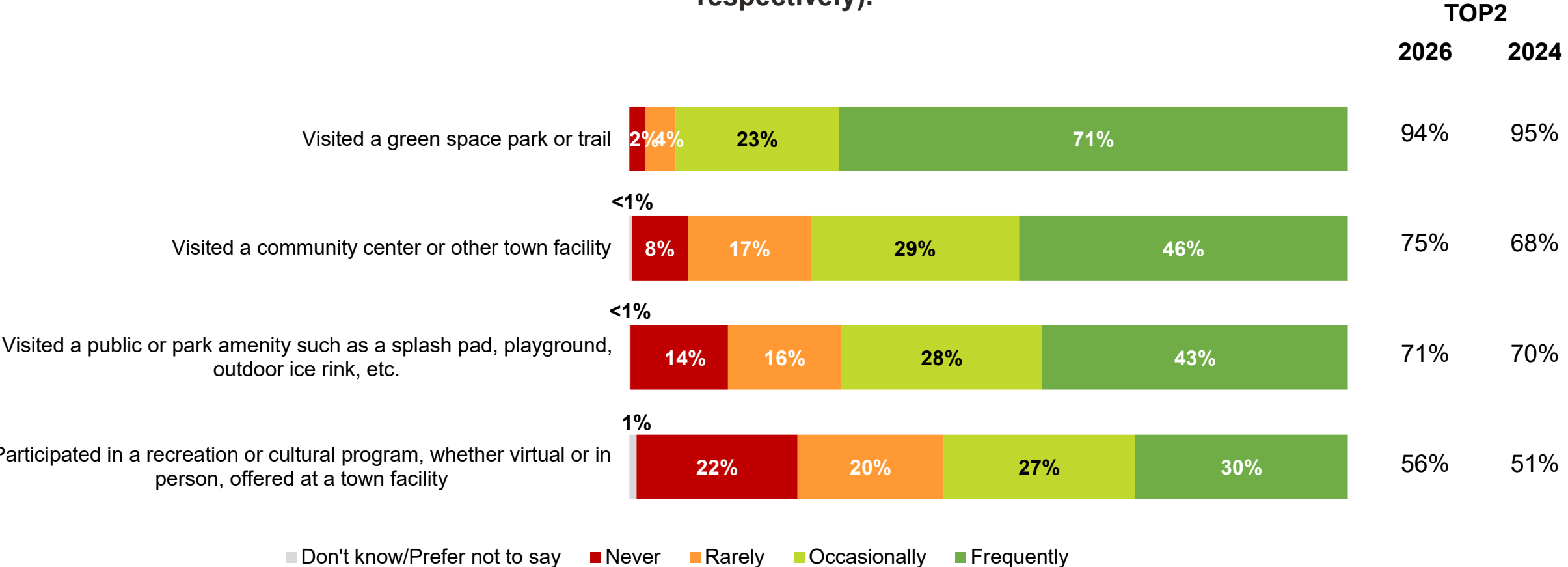
■ 2026 ■ 2024

Q52a. Which of the following statements best reflects your view?
Sample Size: n=590
Base: All respondents (CAWI)

Q52b. And if maintaining service levels/adding services and facilities meant an increased cost to provide those services, which would you prefer?
Sample Size: n=389
Base: Respondents who said the City should add new services and facilities or maintain existing service levels (CAWI)

Frequency of Activities in the Last 12 Months

The majority of residents (TOP2: 94%) continue to regularly visit green spaces/parks/trails in the past 12 months, consistent with 2024 (TOP2: 95%). Visiting a community center or other town facility (TOP2: 75%) and participating in a recreation or cultural program (TOP2: 56%) have seen increased resident activity compared to 2024 (TOP2: 68%, 51%, respectively).



*Note: The question asked in the 2024 survey was “Within the past 12 months, how often have you done each of the following activities?”. Interpret results with caution.

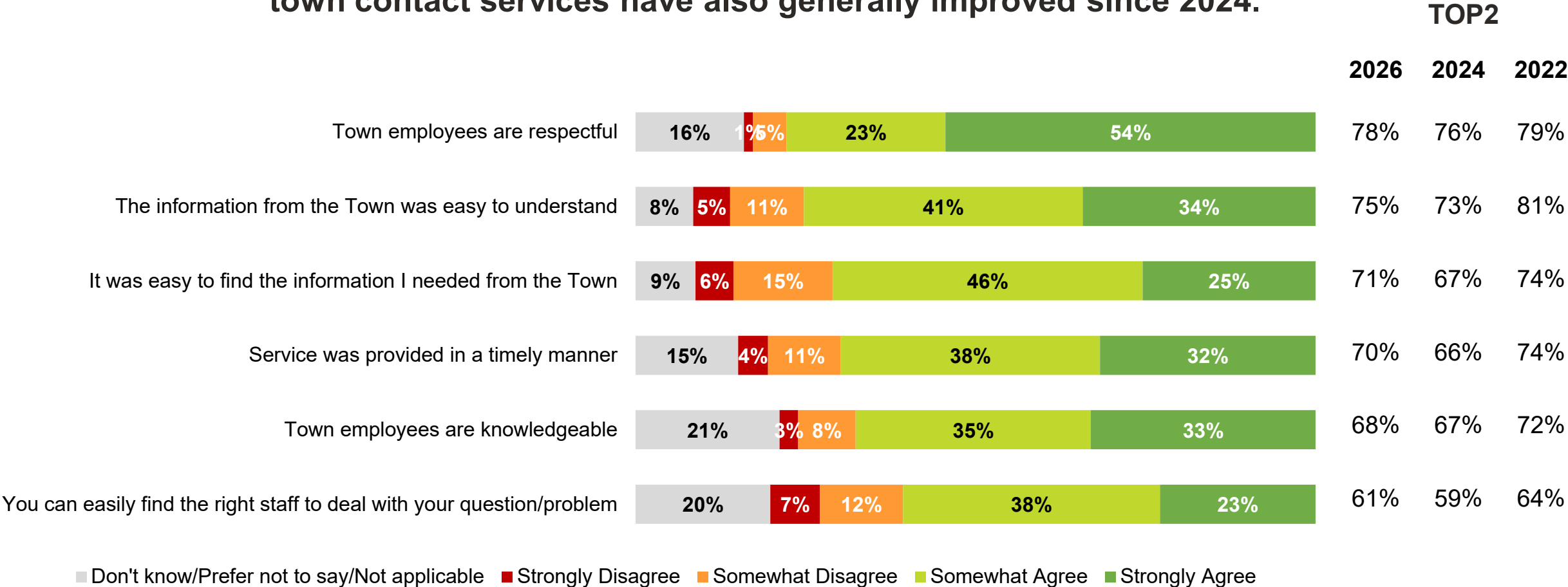
Q54. Within the past 12 months how often have you or someone in your household done each of the following activities? Please rate your frequency using a scale of frequently, occasionally, rarely, or never.

Sample Size: n=590

Base: All respondents (CAWI)

Town Contact Service Evaluations

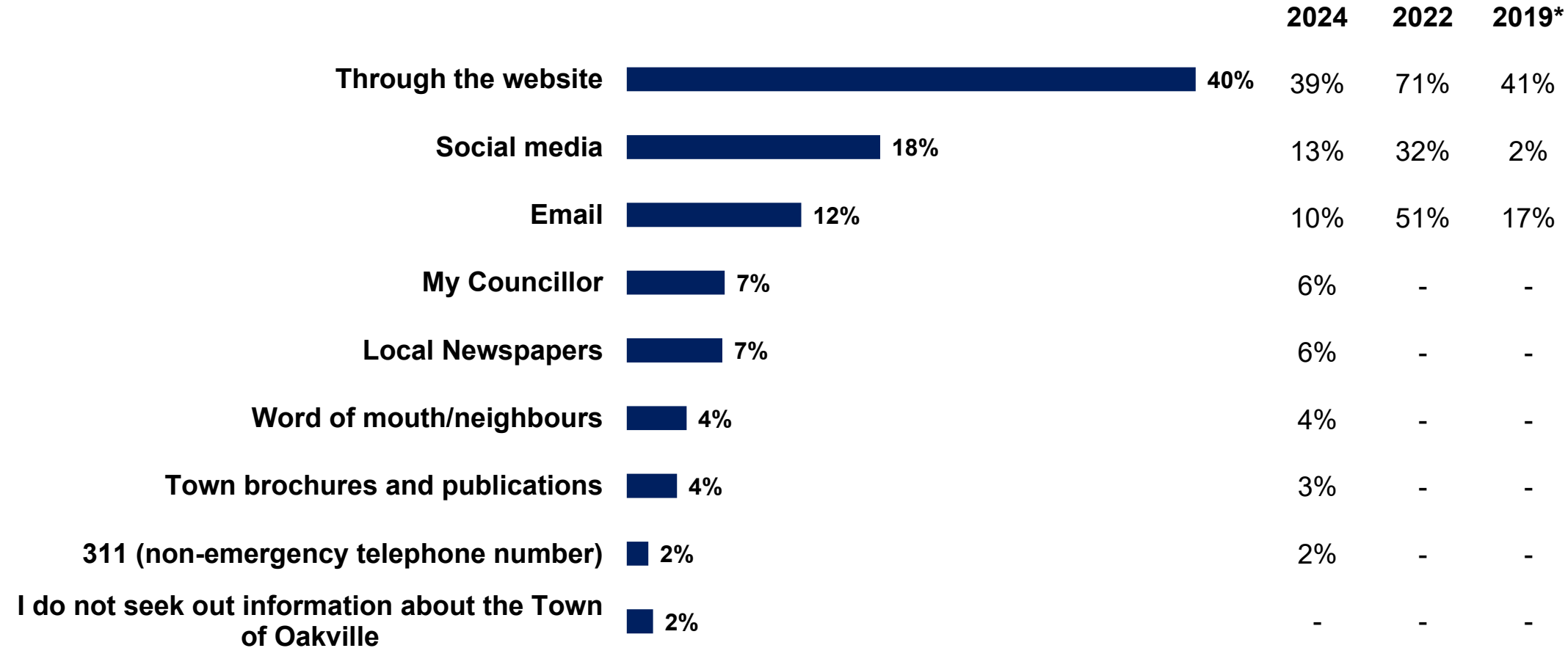
When dealing with the Town, nearly 4 in 5 residents (TOP2: 78%) are satisfied with the respectfulness of the employees, consistent with 2024 (TOP2: 76%). Satisfaction scores with other town contact services have also generally improved since 2024.



*Note: Respondents were asked to base their response on their most recent interaction with the Town in the 2022 report.
Q57. When dealing with the Town of Oakville, do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements?
Sample Size: n=590
Base: All respondents (CAWI)

Finding Town Information

2 in 5 residents (40%) use the Town’s website to find information about the Town of Oakville, remaining consistent with 2024 (39%). More residents are also turning to social media (18%) as an information source since 2024 (13%).



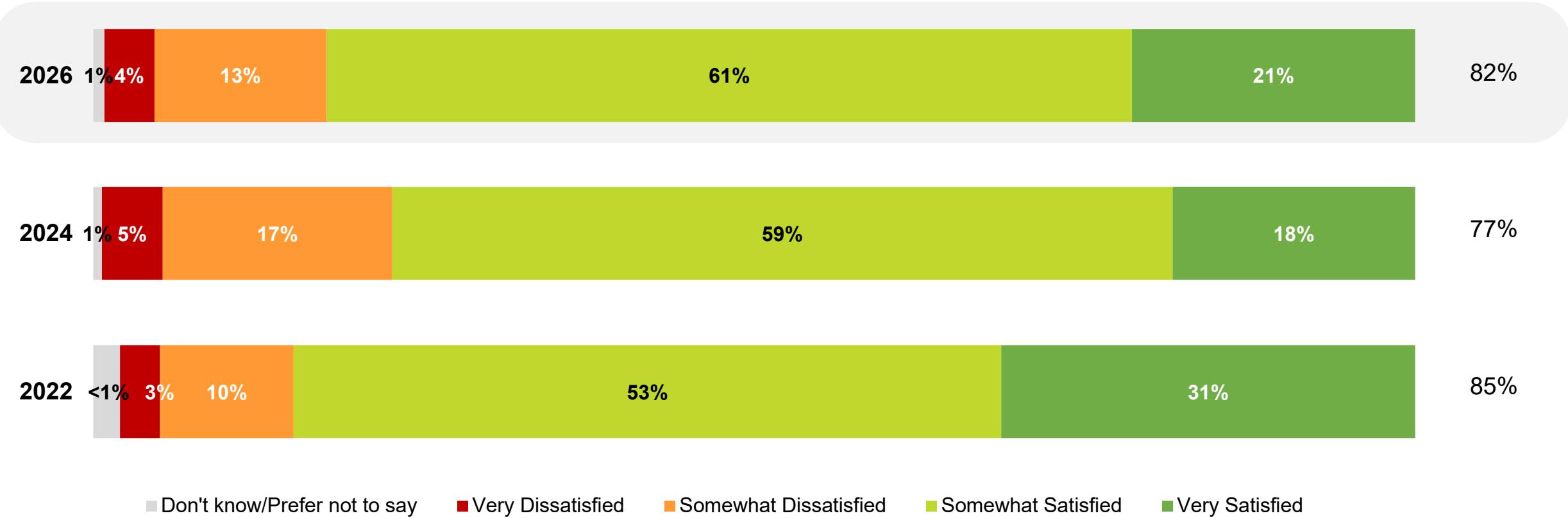
*The question in the 2019 survey was slightly different: *In the past two years, have you interacted with the Town of Oakville or visited its website for any reasons? If so, how did you first contact the Town?* Please interpret with caution.

*Note: Visual shows mentions with 2% and higher, and excludes “somewhere else”, “don’t know”, and “prefer not to say”
Q63. How do you most often find information about the Town of Oakville?
Sample Size: n=590
Base: All respondents (CAWI)

Satisfaction with Town's Website

Around 4 in 5 residents (TOP2: 82%) who have interacted with the Town using the Town's website were satisfied with their experience using it, a slight improvement since 2024 (TOP2: 77%).

TOP2



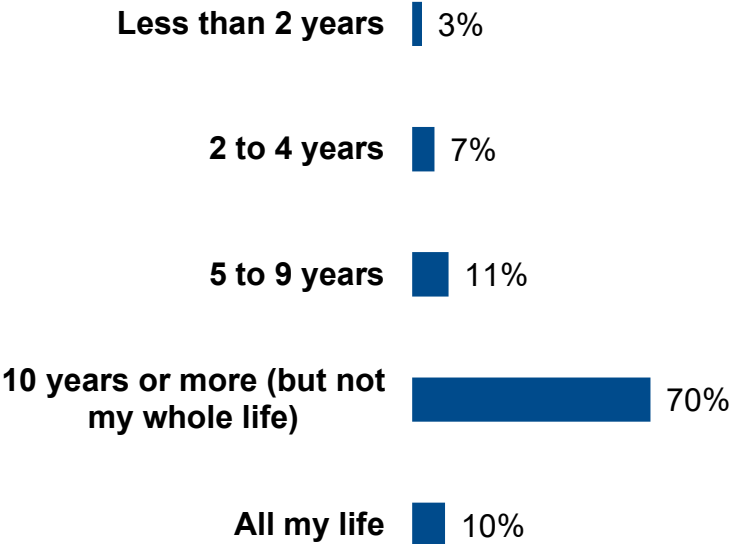
Z6. You selected the Town of Oakville's website as a way you find information about the town. Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with your experience using the Town's website?
 Sample Size: n=238
 Base: Respondents who used the Town of Oakville website (CAWI)



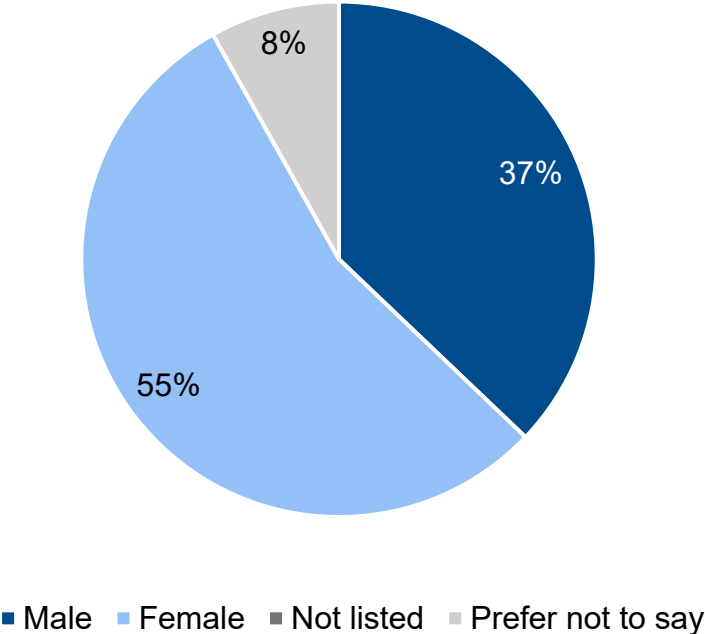
Demographics

Respondent Profile

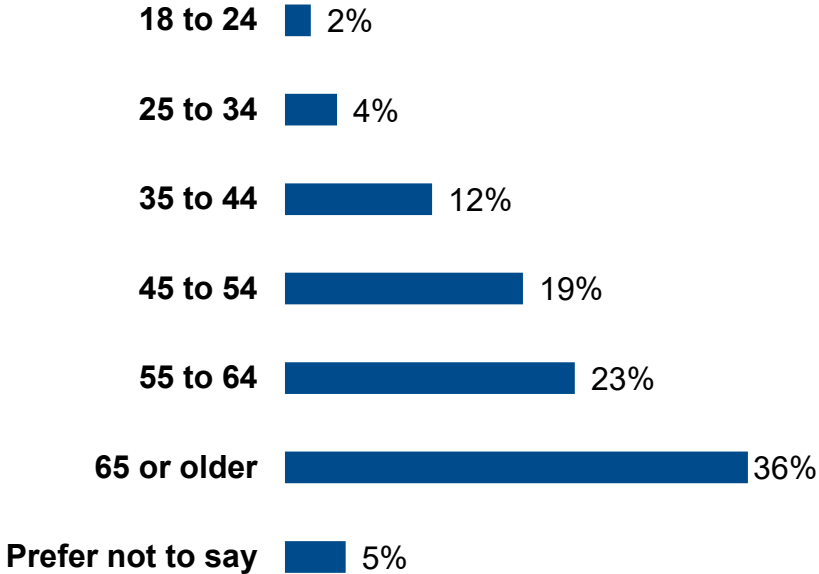
Years lived in Oakville



Gender

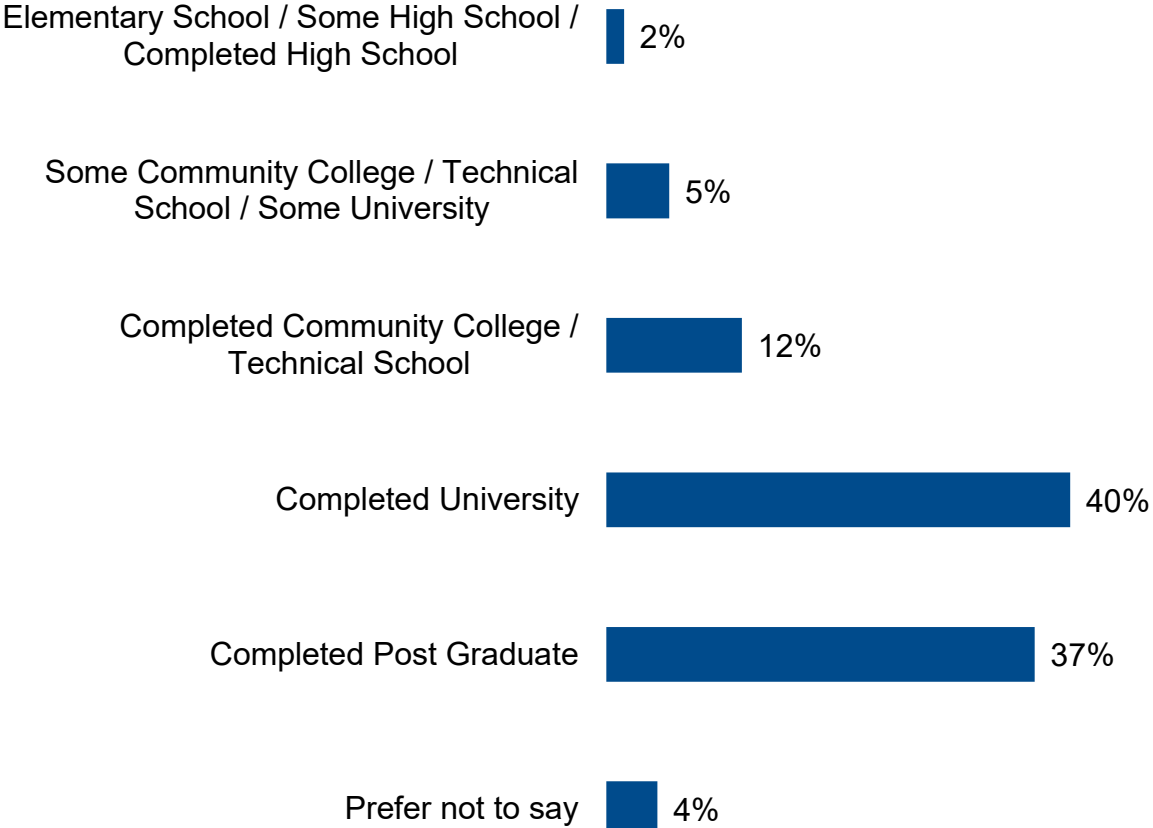


Age

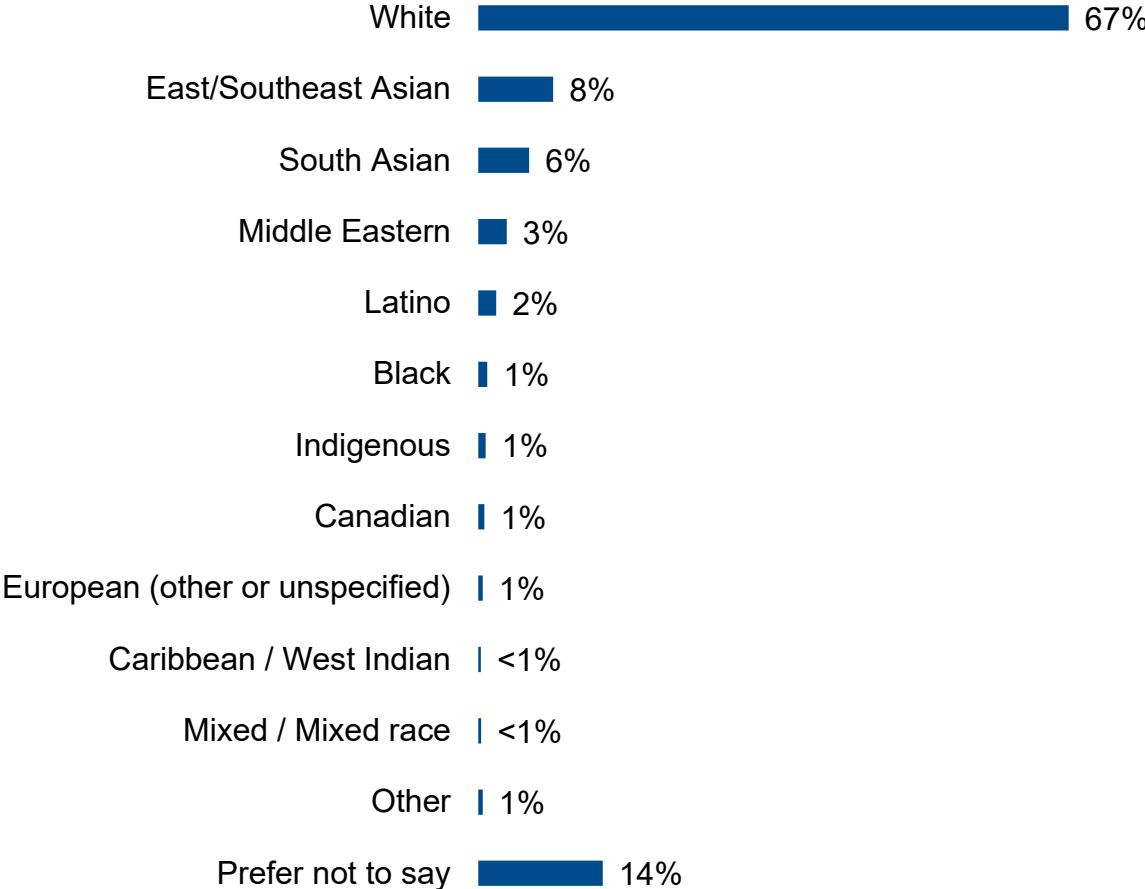


Respondent Profile

Education

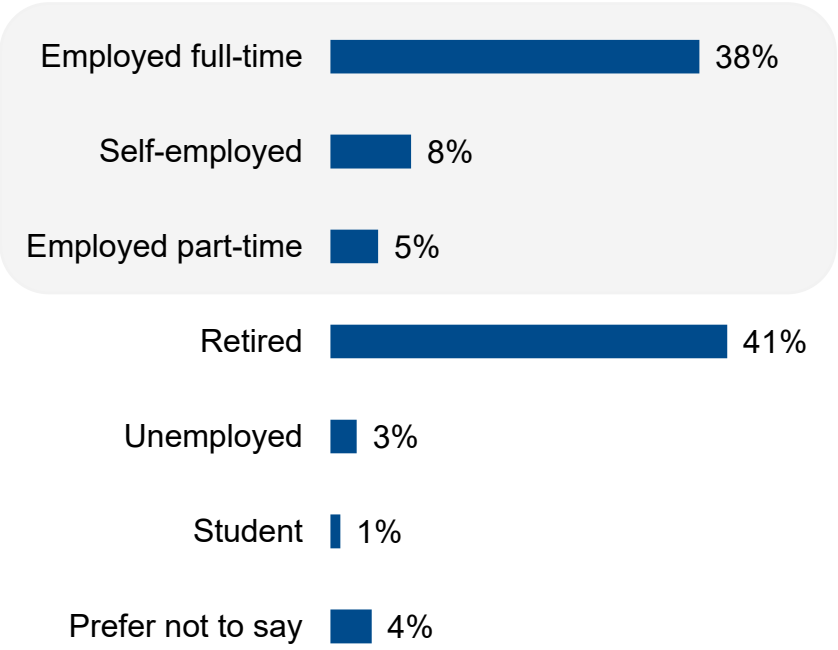


Ethnicity

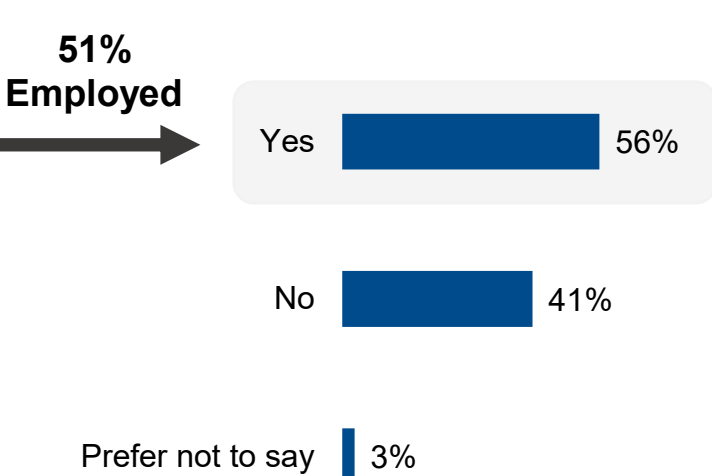


Respondent Profile

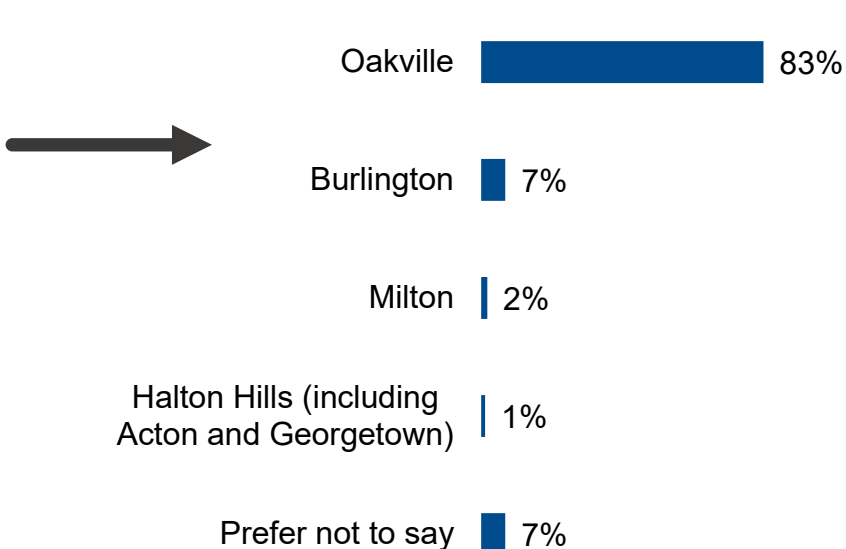
Employment Status



Working in Halton Region

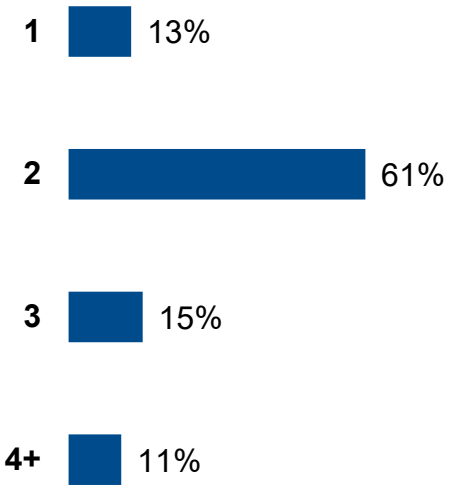


Cities Working in

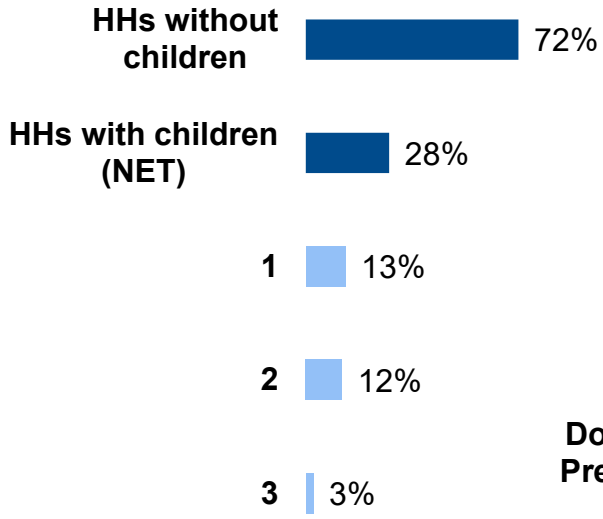


Respondent Profile

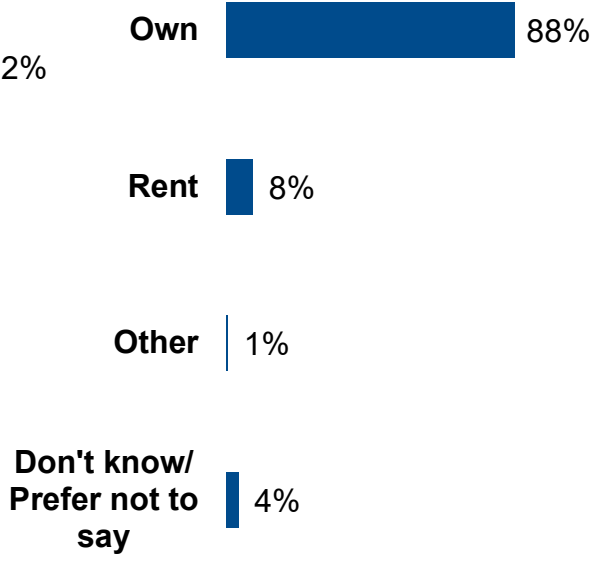
Number of Adults in the Household



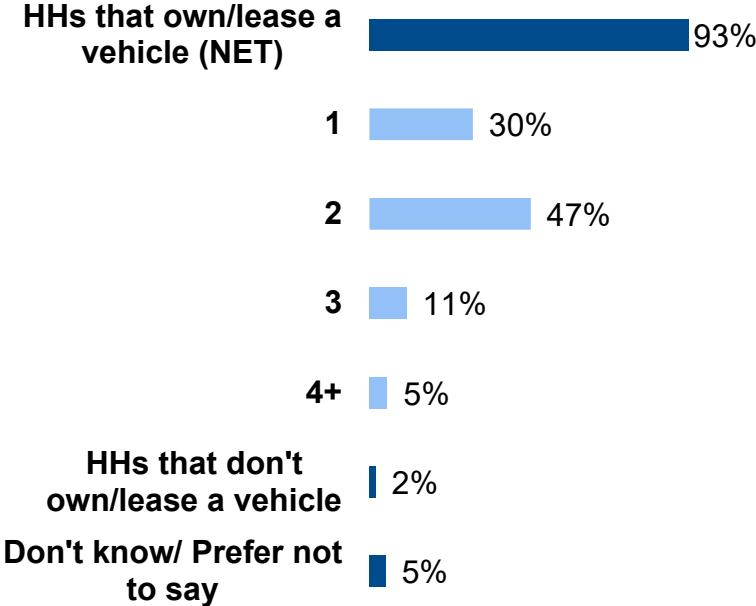
Number of Children in the Household



Home Ownership

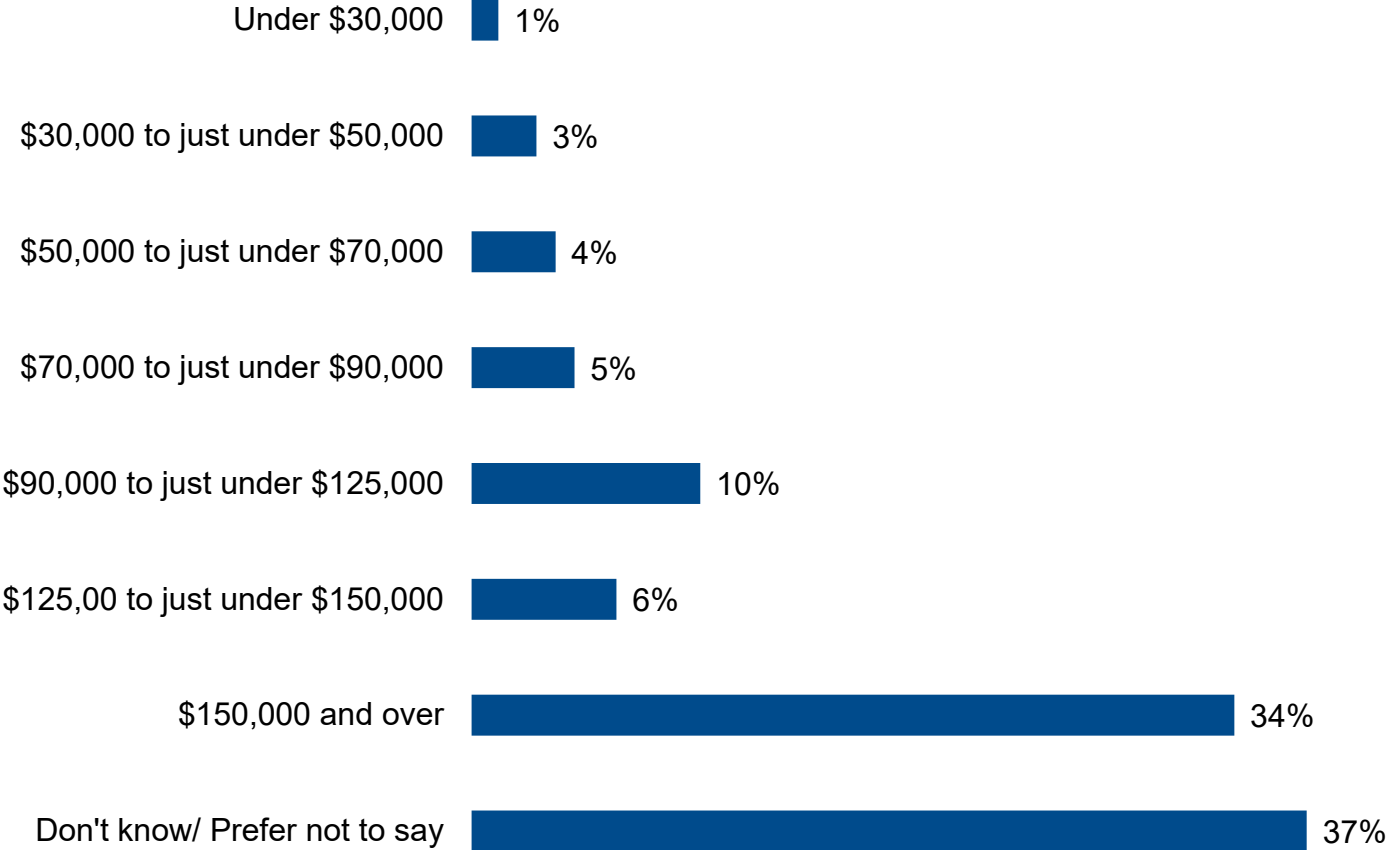


Car Ownership

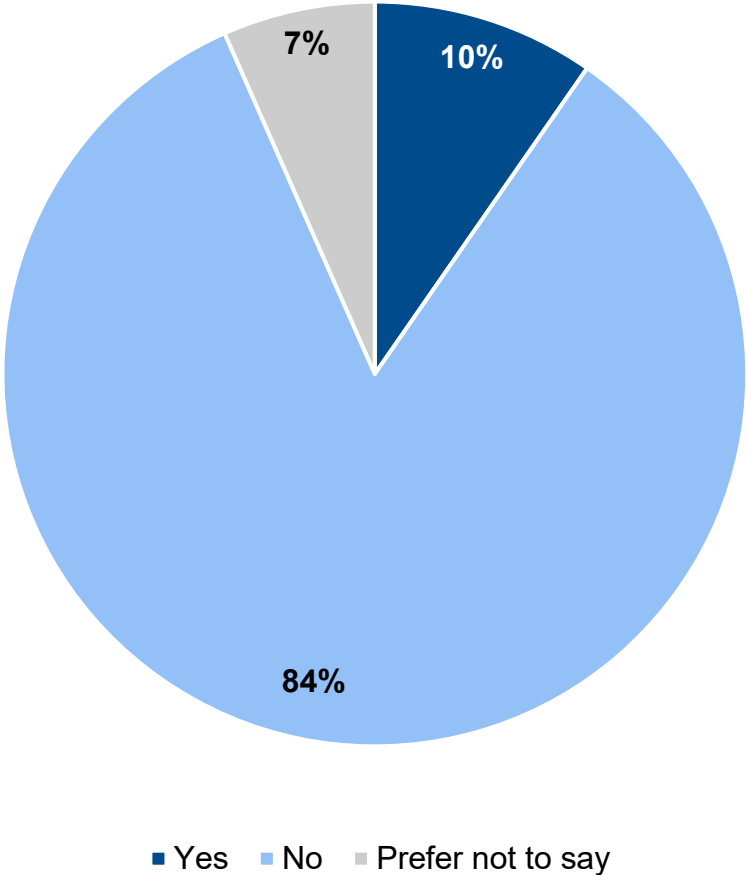


Respondent Profile

Household Income



Disability



Respondent Profile

Age	Forum Survey 2026 (u/w)	StatsCan Census (2021)
18 to 24	2%	8%
25 to 34	4%	13%
35 to 44	12%	18%
45 to 54	20%	22%
55 to 64	24%	18%
65 and older	38%	21%
Gender		
Male	40%	48%
Female	60%	52%
Income		
Under \$30,000	2%	8%
\$30,000 to just under \$50,000	5%	8%
\$50,000 to just under \$70,000	6%	9%
\$70,000 to just under \$90,000	7%	9%
\$90,000 to just under \$125,000	16%	15%
\$125,00 to just under \$150,000	10%	9%
\$150,000 and over	54%	42%

Education	Forum Survey 2026 (u/w)	StatsCan Census (2021)
Elementary School / Some High School / Completed High School	2%	9%
Some Community College / Technical School / Some University	6%	-
Completed Community College / Technical School	12%	49%
Completed University	42%	34%
Completed Post Graduate	39%	8%
Household		
Own	91%	78%
Rent	8%	22%
Adult Household Size		
1	13%	18%
2	61%	28%
3	15%	19%
4+	11%	35%

Note: Gender and age percentages from the 2021 Census data represent residents 20 years of age and older. Income, and education, percentages represent residents 15 years of age and older. Don't know and Prefer not to answer were excluded from the calculation.

StatsCan Sources: Statistics Canada. Census Profile, 2021 Census

Respondent Profile

Employment	Forum Survey 2026 (u/w)	StatsCan Census (2021)
Employed (full-time, part-time, self-employed)	53%	58%
Unemployed	3%	8%
Not in the labour force (student, retired)	44%	35%

Ethnicity	Forum Survey 2026 (u/w)	StatsCan Census (2021)
White	78%	57%
East/Southeast Asian	10%	16%
South Asian	7%	14%
Middle Eastern	4%	6%
Latino	2%	2%
Black	1%	3%
Indigenous	1%	-
European (other or unspecified)	1%	-
Canadian	1%	-
Caribbean / West Indian	<1%	-
Mixed / Mixed race	<1%	-
Other	1%	2%

Note: Employment percentages from the 2021 Census data represent residents 15 years of age and older. Prefer not to answer was excluded from the calculation.

StatsCan Sources: Statistics Canada. Census Profile, 2021Census