


Presentation of Key Findings from Mecklenburg County Community Survey and Community & Library User Survey



Presented to
Future of the Library Task Force
February 1, 2011
By
MARKETWISE, INC.

Mecklenburg County Community Survey

Priorities for Funding



Conducted For
Mecklenburg County Government
By
MARKETWISE, INC.

Comparison of Demographic Actual Percentages to Sample Percentages



	Projected Census Data	Mecklenburg Co. Community Survey Sample (n=401)
Gender		
Male	49%	50%
Female	51%	50%
Race/Ethnicity		
White	61%	55%
African American	28%	28%
Other	11%	7%
Hispanic *	--	10%
<i>* Hispanic of all races</i>	11%	
Age		
18-24	9%	13%
25-34	22%	19%
35-44	23%	19%
45-54	19%	20%
55-64	14%	15%
65+	13%	14%

Telephone survey using a random digit dial sample with landline and cell phone numbers. Survey conducted by MarketWise in December 2010. Sampling error of ± 4.9 percentage points at the 95% confidence level.

Usage of Key Services

In the past year:

- 75% of households have someone who has visited or used the library
- 23% of households have a child in CMS
- 21% of households have someone who has attended or used CPCC
- 70% of households have someone who has used Parks & Recreation

Objective



Determine Priorities for
County Funding

Given current economic realities, what, in your opinion, are the top issues for Meck. Co. government to address?

(Q5, Open-ended question. Three answers allowed.)



	Total Sample (n=401)	Library Users (n=302)	Library Non Users (n=98)
CMS budget, school closings, teacher layoffs	63%	65%	58%
Unemployment, promote job creation	31%	33%	24%
Roads too congested, haven't planned roads properly	19%	18%	22%
Reduce property taxes	15%	16%	11%
Reduce government spending to balance budget	13%	12%	16%
Cut down on crime, repeat offenders	12%	13%	7%
Pay for better police and firemen	12%	12%	10%
Public library issues	9%	12%	0%
Homelessness, low income housing needed	8%	9%	7%
Public transportation issues	8%	9%	3%
People receive DSS benefits who don't need them	6%	3%	7%

Note: There were 19 additional categories, each with responses of less than 6% in the total sample.

The County provides services to benefit the community. I'd like to know how you would prioritize the following areas of funding, given current economic conditions. (Q6-Q23_2)
 10 point rating scale: 1=Extremely low priority and 10=Extremely high priority



	Total	Library Users	Library Non Users
Charlotte Mecklenburg Schools	8.6	8.7	8.2
Public Health Services	7.5	7.7	7.0
Veterans Services	7.4	7.6	6.9
Mental Health Services	7.3	7.5	6.6
Air and Water Quality	7.2	7.3	6.9
Domestic Violence Services	7.2	7.4	6.7
Charlotte Mecklenburg Public Libraries	7.1	7.5	6.0
Sheriff's Office	7.0	7.1	6.8
Social Services	7.0	7.2	6.4
Central Piedmont Community College	6.9	7.0	6.9
Child Support Enforcement	6.8	6.9	6.5
Homeless Support	6.7	7.0	6.0
Court System Support	6.7	6.7	6.5
Medical Examiner	6.2	6.4	5.6
Parks and Recreation	6.1	6.2	5.8
Voting Services	6.0	6.0	5.8
Tax Collection	5.4	5.5	5.3
Code Enforcement	5.4	5.5	5.0
Land, Property and Vital Records	5.2	5.3	4.9
Internal Business Support Services	5.2	5.4	4.7

Mean ratings show:
 CMS significantly higher than CPCC, Library, and Parks & Rec.
 No significant difference between Library and CPCC.
 Parks & Rec. significantly lower than CMS, Library, and CPCC.

The County's 4 largest areas of discretionary funding include: CMS, CPCC, Parks & Rec. and the Public Library. The current budget for these 4 areas is approximately 364 million dollars. (Q24a)



Of the current budget for these four areas, approximately: 82% is for CMS, 7% is for CPCC, 6% is for Parks & Rec. and 5% is for the Public Library.

Would you keep the percentages of funding as they are now or would you change them?

	Total Sample (n=401)	Library Users (n=302)	Library Non Users (n=98)
Keep the same	50%	45%	64%
Change	43%	48%	29%
Don't know	7%	7%	7%

What percentage of funding would you give the following service areas?_(Q24b_1 to q24_4)

Average of percentages



	Actual Budget Percentage	Total Sample (n=401)	Library Users (n=302)	Library Non Users (n=98)
CMS	82%	78.4%	78.0%	79.6%
CPCC	7%	8.4%	8.3%	8.6%
Parks and Rec.	6%	6.4%	6.6%	5.8%
CM Library	5%	6.8%	7.1%	5.9%

Community and Library User Surveys



January 2011

Conducted for:
Future of the Library Task Force
By
MARKETWISE, INC.

Methodology



- Community Survey: 400 telephone interviews, with adults in Mecklenburg County.
- Library User Survey: 413 telephone interviews, with adult library users in Mecklenburg County.
- Surveys conducted January 3rd through January 20th, 2011.
- For both studies, the sampling error is ± 4.9 percentage points at the 95% confidence level.
- For both studies, the sample included random digit dial (RDD) landline numbers, as well as RDD cell phone numbers.
- For both studies, the questionnaire was translated and administered in Spanish when necessary. 7% of the Community Survey and 5% of the Library User Survey were administered in Spanish.

Sample Size for Segments

Community Survey	n	%
Total Sample	400	100%
Library Users	306	76%
Library Non Users	94	24%

Library User Survey	n	%
Total Sample	413	100%
Light Users	152	37%
Moderate Users	165	40%
Heavy Users	92	22%
Don't know	4	1%

- **Light users**, visit or use the library once a month or less often.
- **Moderate users**, visit or use the library 2 to 4 times a month.
- **Heavy users**, visit or use the library 5 or more times a month.

Comparison of Demographic Actual Percentages to Community Sample Percentages



	Projected Census Data	Community Sample (n=400)
Gender		
Male	49%	49%
Female	51%	51%
Race/Ethnicity		
White	61%	57%
African American	28%	27%
Other	11%	6%
Hispanic *	--	11%
<i>* Hispanic of all races</i>	<i>11%</i>	
Age		
18-24	9%	11%
25-34	22%	20%
35-44	23%	22%
45-54	19%	19%
55-64	14%	15%
65+	13%	13%

Objective

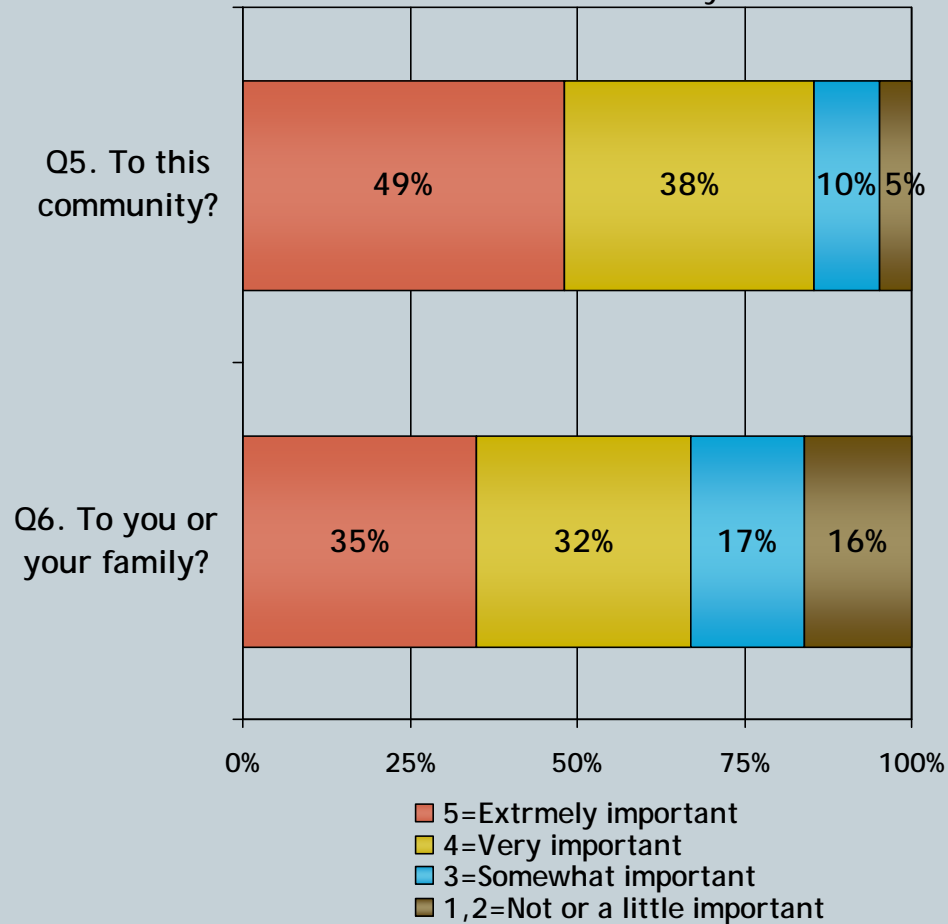


Quantify Level of Importance
of the Public Library

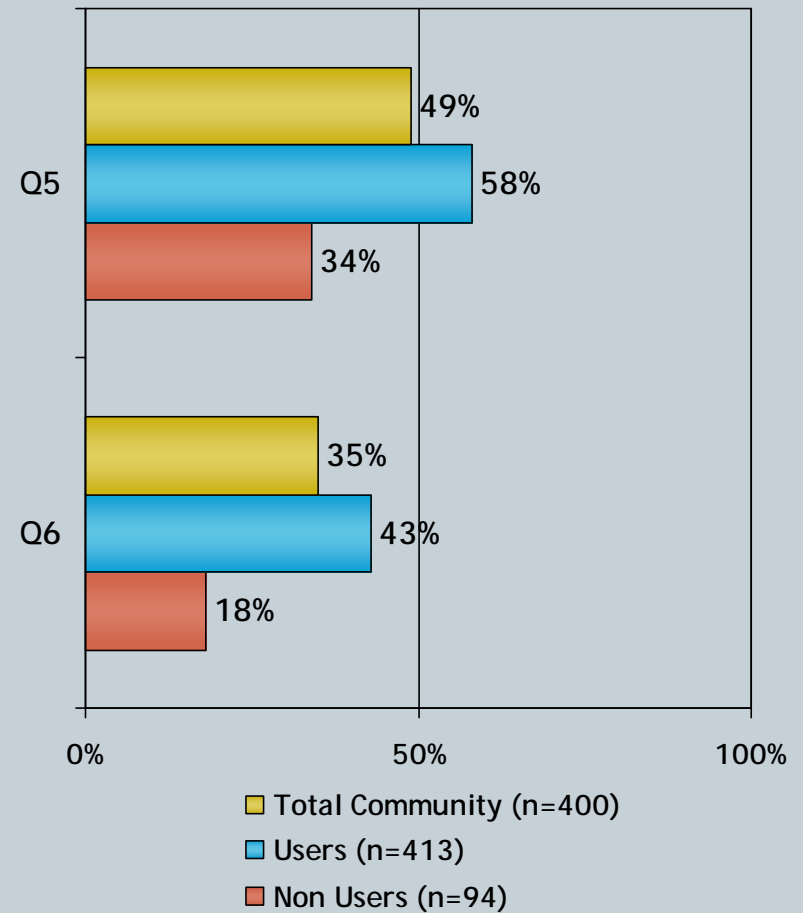
In your opinion, how important is the CM Library...? (Q5-6)




Total Community



Top Box Ratings: 5=Extremely Important



Meck Co. provides 90% of funding for the CM Library. Based on what you know, have heard or have read, do you believe Meck Co. government should...? (Q7)



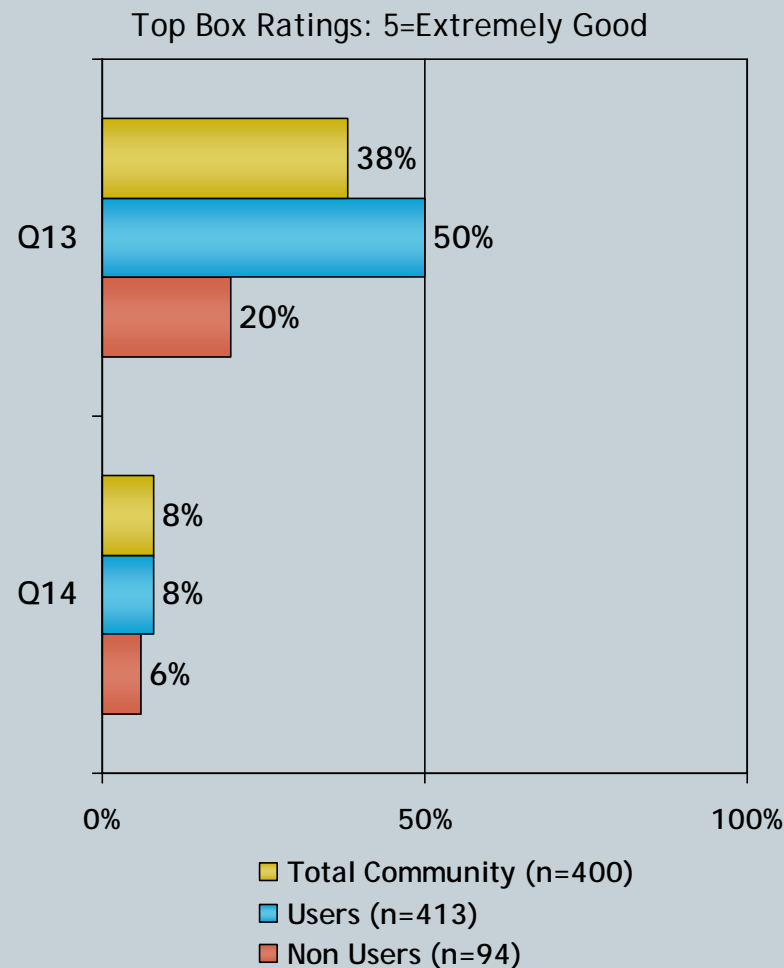
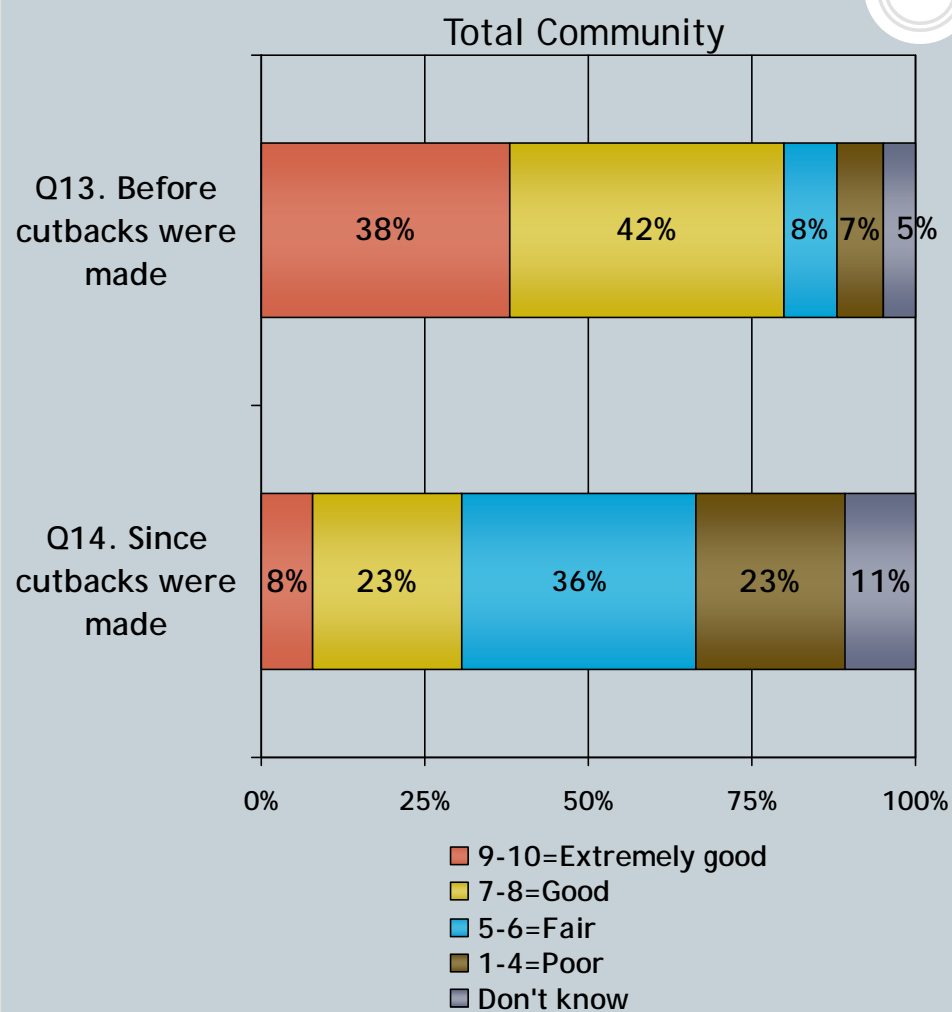
	Total Community (n=400)	Users (n=413)	Non Users (n=94)
Increase funding	48%	55%	30%
Decrease funding	6%	4%	7%
Keep at same level it is now	42%	37%	56%
Don't Know	4%	3%	6%

Objective



Determine Impact of Budget Cutbacks
on Perceptions of Service

Based on what you know, have heard or have read, how would you rate the CM Library...? (Q13-14)



Objective



Examine the Trade-off Between
Keeping More Branches Open with Fewer Services
or Fewer Branches with More Services

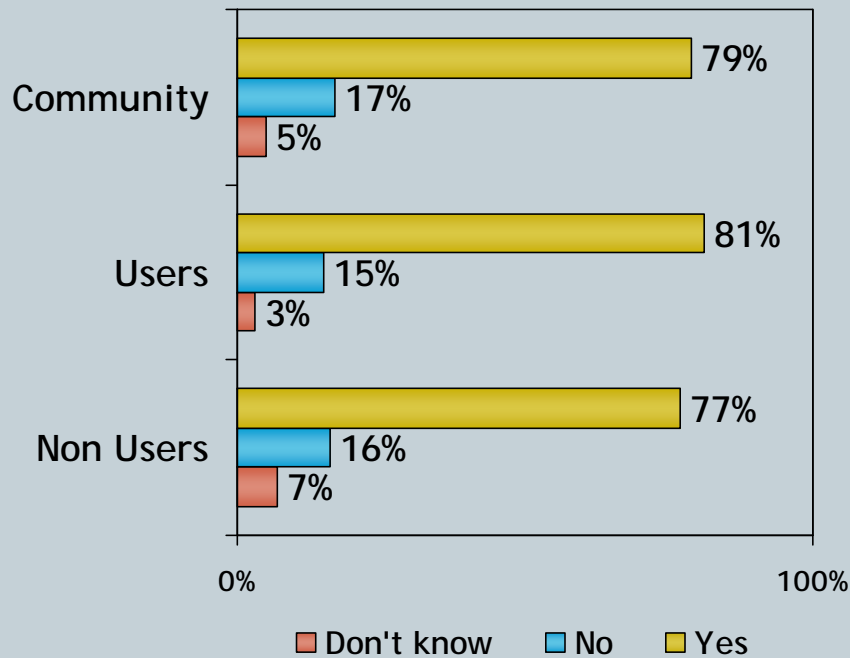
If library funding is reduced further, which of the following options do you think is best for this community? (Q18)

	Total Community (n=400)	Total Users (n=413)	Non Users (n=94)	Light Users (n=152)	Moderate Users (n=165)	Heavy User (n=92)
a. Do not close more library branches. Keep the current branches which are within 3 miles of most residents and reduce operating hours even more.	50%	51%	47%	41%	56%	58%
b. Close more branches as long as the remaining branches are within 5 miles of most residents and have operating hours that are increased.	46%	45%	47%	53%	41%	40%
Don't Know	4%	4%	6%	6%	3%	2%

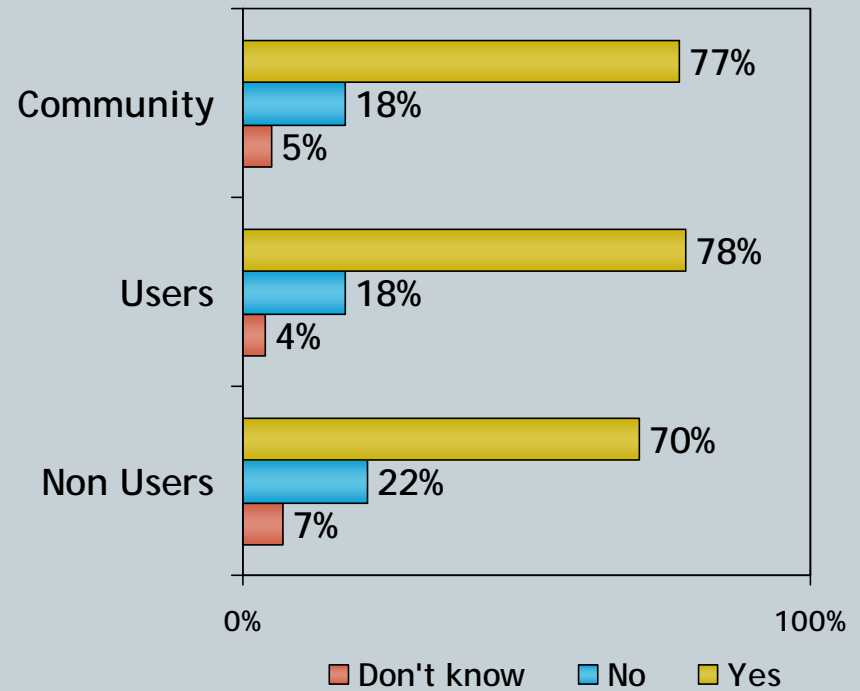
For the Total Community sample, there is no significant difference between a and b.

If further funding cuts require closing more library branches...? (Q19-20)

Q19. Should the remaining library branches be located where they can serve the most residents, most efficiently, even if it means closing the branch closest to you?



Q20. Should library branches in economically challenged areas remain open, even if it means closing the branch closest to you?



Objective



Examine Willingness to Make
a Monetary Donation or Volunteer for the
Charlotte Mecklenburg Public Library

Monetary Donations and Volunteering



Donations (Q21-22)

- 21% of the community sample (24% of users) have made a tax deductible, monetary donation in the past year.
- 18% of the community sample (21% of users) who have not made a donation indicate they would “definitely” make a donation if asked.

Volunteering (Q26-27)

- 4% of the community sample (5% of users) have been a volunteer for the CM Library over the past year.
- 17% of the community sample (19% of users) who are not volunteers indicate they would “definitely” volunteer if asked.

Objective



Examine Support
for Alternative Funding

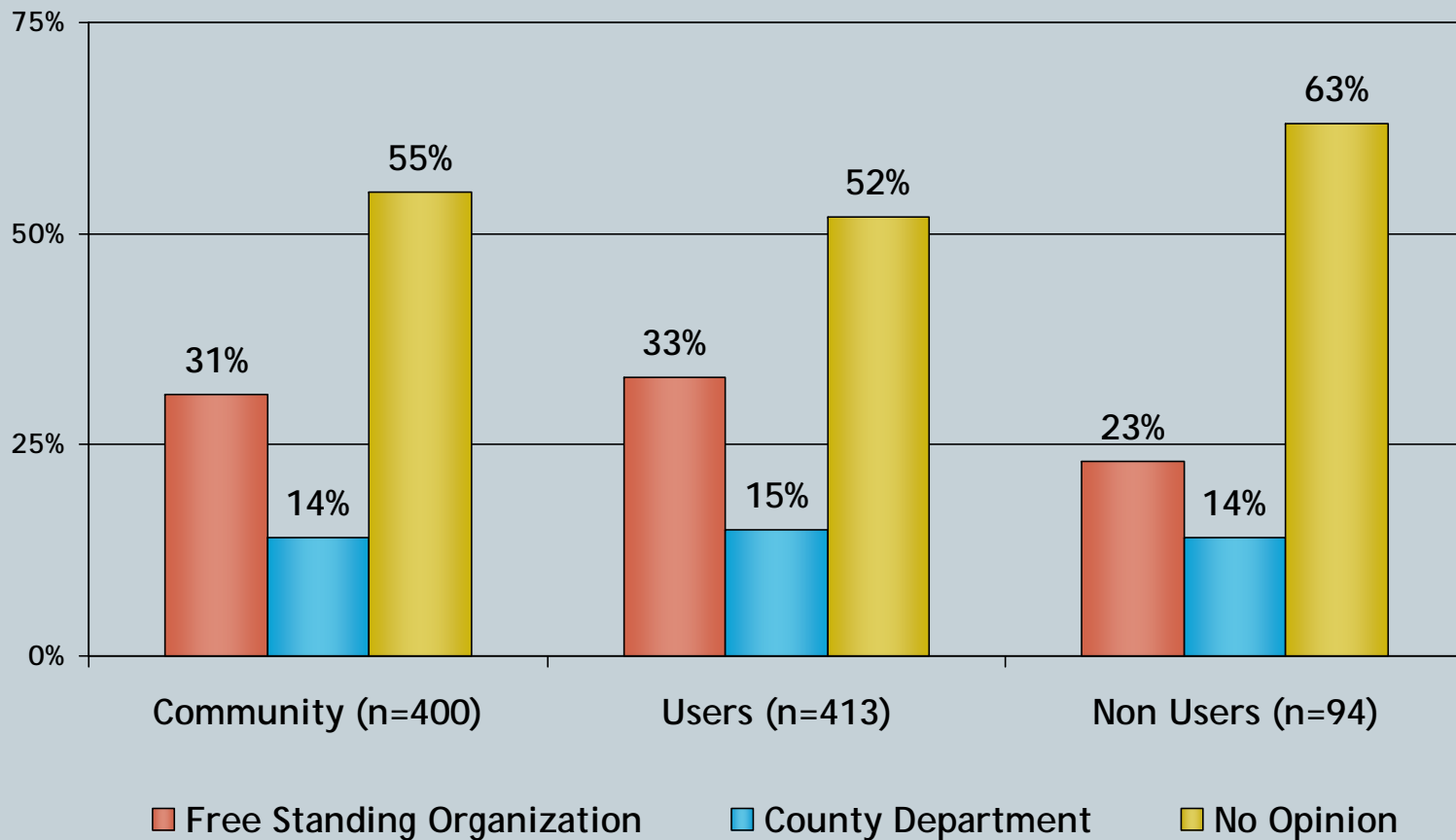
Are you for or against a dedicated tax or fee for reliable, stable funding of the Public Library? (Q30)



	Total Community (n=400)	Users (n=413)	Non Users (n=94)
4=Strongly in favor of a dedicated tax or fee	22%	25%	12%
3=Somewhat in favor	37%	41%	32%
2=Somewhat against	16%	15%	15%
1=Strongly against a dedicated tax or fee	18%	15%	27%
Don't Know	7%	5%	15%

59% of the Community Sample (66% of Library Users) are in favor. However, strong support is less than 25% in the Community sample.

Do you believe the CM Library should stay a free standing organization, become a County Department, or do you have no opinion on this issue?



Objective



Determine Who Uses the Library
and the Reasons for Using It

During the past year, which of the following ways, if any, have you visited or used the CM Library?

Have you used it...? (Q32)

76% of the community sample have visited/used the CM Library.

Multiple answers allowed.

	Total Users (n=413)	Light Users (n=152)	Moderate Users (n=165)	Heavy Users (n=92)
In person	97%	95%	96%	100%
By telephone	20%	14%	17%	34%
By computer through the Library Website	49%	26%	60%	65%

In Person Vs. Internet/Phone Visitation or Use of the CM Library

One answer allowed.

	Total Users	Light Users	Moderate Users	Heavy Users
In person only	46%	67%	36%	29%
In person & through Website	54%	32%	64%	71%
Website/Phone only	0%	1%	0%	0%

In a typical month, approximately how many times would you say you have visited or used CM Library?

(Q35)



	Total Users (n=413)
Less than once a month	13%
1 visit	24%
2 visits	20%
3-4 visits	20%
5 or more visits	22%
Don't know	1%
Median visits	2 visits

62% of Library Users visit or use the library more than once a month.

Since library cuts have been made, would you say your visits and use of the library have...? (Q36)



	Total Users (n=413)	Light Users (n=152)	Moderate Users (n=165)	Heavy Users (n=92)
Increased	4%	1%	4%	9%
Decreased	35%	21%	38%	54%
Stayed the same	60%	77%	57%	37%
Don't Know	1%	1%	1%	0%

For the majority of Heavy Users, visits and usage have decreased.

Which location of the library have you visited the most in the past year? (Q37a)

	Total Users
University City Regional	14%
South County Regional	13%
Main Library	7%
North County Regional	7%
Independence Regional	6%
Matthews	6%
Mint Hill	5%
Steele Creek	5%
Morrison Regional	5%
Hickory Grove	4%
Plaza Midwood	4%
Scaleybark	3%
ImaginOn	3%
Cornelius	2%
Mountain Island	2%
West Boulevard	2%
Freedom Regional	2%
Davidson	1%
Sugar Creek	1%
Myers Park	1%

	Total Users
Carmel-Perm. Closed	2%
Beatties Ford -Temp. closed	2%
Cannot Remember	1%

Time and Distance to Most Frequently Used Branch (Q38-39)

Q38. Approximately how many minutes does it typically take to get to the library branch you use most?

	Total Users (n=413)	Light Users (n=152)	Moderate Users (n=165)	Heavy Users (n=92)
5 mins or less	26%	26%	29%	21%
6-10 mins	44%	41%	43%	49%
11-15 mins	17%	20%	18%	10%
16-20 mins	7%	6%	5%	10%
21 mins or more	7%	6%	3%	10%
AVERAGE	11	11	10	13
MEDIAN	10	10	10	10


70% of Library Users indicate it takes 10 minutes or less to get to the branch they use most.

Q39. Is the branch you use most the one closest to your home?

	Total Users	Light Users	Moderate Users	Heavy Users
Yes	73%	66%	81%	70%
No	24%	28%	18%	28%
Don't know	3%	6%	2%	2%

In the past year, have you visited or used the CM Library for any of the following reasons? (Q40-55)

(Percentage saying "yes")



	Total Users	Light Users	Moderate Users	Heavy Users
Q40. Lending materials	81%	71%	82%	96%
Q42. Staff helps find books or information	78%	67%	81%	88%
Q53. Read, work or study	68%	53%	70%	87%
Q41. Reference materials	60%	46%	59%	86%
Q47. Used Library website	59%	38%	68%	79%
Q44. Used computer or internet	56%	43%	55%	75%
Q43. Services for children	40%	29%	40%	57%
Q54b. To vote	39%	36%	38%	48%
Q45. Staff helped use computer or internet	37%	26%	35%	55%
Q50. Services to help with homework	32%	21%	34%	45%
Q51. For entertainment	28%	15%	30%	42%
Q52. Programs to support hobbies	24%	16%	27%	30%
Q54. Meeting rooms	23%	16%	22%	33%
Q48. Services to help find a job	20%	11%	19%	36%
Q55. Other reasons (each <3%)	9%	9%	6%	14%
Q46. Staff-led computer or internet classes	8%	4%	3%	22%
Q49. Services to help start, run a business	8%	7%	7%	14%


In the past year, have you visited or used the CM Library for any of the following reasons? By Income (Q40-55)
(Percentage saying "yes")

	Total Users	<\$50K (n=152)	\$50k- \$100K (n=132)	>\$100K (n=76)
Q40. Lending material	81%	78%	82%	84%
Q42. Staff helps find books or information	78%	84%	79%	63%
Q53. Read, work or study	68%	73%	67%	59%
Q41. Reference materials	60%	64%	64%	50%
Q47. Used Library website	59%	57%	67%	57%
Q44. Used computer or internet	56%	73%	53%	37%
Q43. Services for children	40%	38%	44%	41%
Q54b. To vote	39%	41%	38%	39%
Q45. Staff helped use computer or internet	37%	57%	27%	21%
Q50. Services to help with homework	32%	39%	30%	30%
Q51. For entertainment	28%	33%	29%	20%
Q52. Programs to support hobbies	24%	19%	33%	21%
Q54. Meeting rooms	23%	18%	27%	24%
Q48. Services to help find a job	20%	38%	13%	4%
Q55. Other reasons (each <3%)	9%	11%	6%	8%
Q46. Staff-led computer or internet classes	8%	11%	8%	0%
Q49. Services to help start, run a business	8%	11%	10%	5%

Highlighted percentages show services used by more lower income households.

In the past year, have you visited or used the CM Library for any of the following reasons? By Race/Ethnicity (Q40-55)

(Percentage saying "yes")



	Total Users	White (n=233)	African American (n=121)	Hispanic (n=38)
Q40. Lending material	81%	82%	78%	84%
Q42. Staff helps find books or information	78%	71%	88%	76%
Q53. Read, work or study	68%	61%	79%	68%
Q41. Reference materials	60%	56%	72%	50%
Q47. Used Library website	59%	57%	64%	50%
Q44. Used computer or internet	56%	46%	72%	61%
Q43. Services for children	40%	31%	53%	39%
Q54b. To vote	39%	38%	51%	18%
Q45. Staff helped use computer or internet	37%	27%	56%	37%
Q50. Services to help with homework	32%	21%	46%	42%
Q51. For entertainment	28%	25%	29%	32%
Q52. Programs to support hobbies	24%	21%	28%	13%
Q54. Meeting rooms	23%	20%	25%	26%
Q48. Services to help find a job	20%	12%	38%	18%
Q55. Other reasons (each <3%)	9%	10%	9%	3%
Q46. Staff-led computer or internet classes	8%	5%	13%	8%
Q49. Services to help start, run a business	8%	4%	15%	11%

Highlighted percentages show services used by more minority households.

Appendix



Results for Additional Questions

Agreement with Statements About the Importance of the Public Library (Q8-12)

Total Community (n=400)

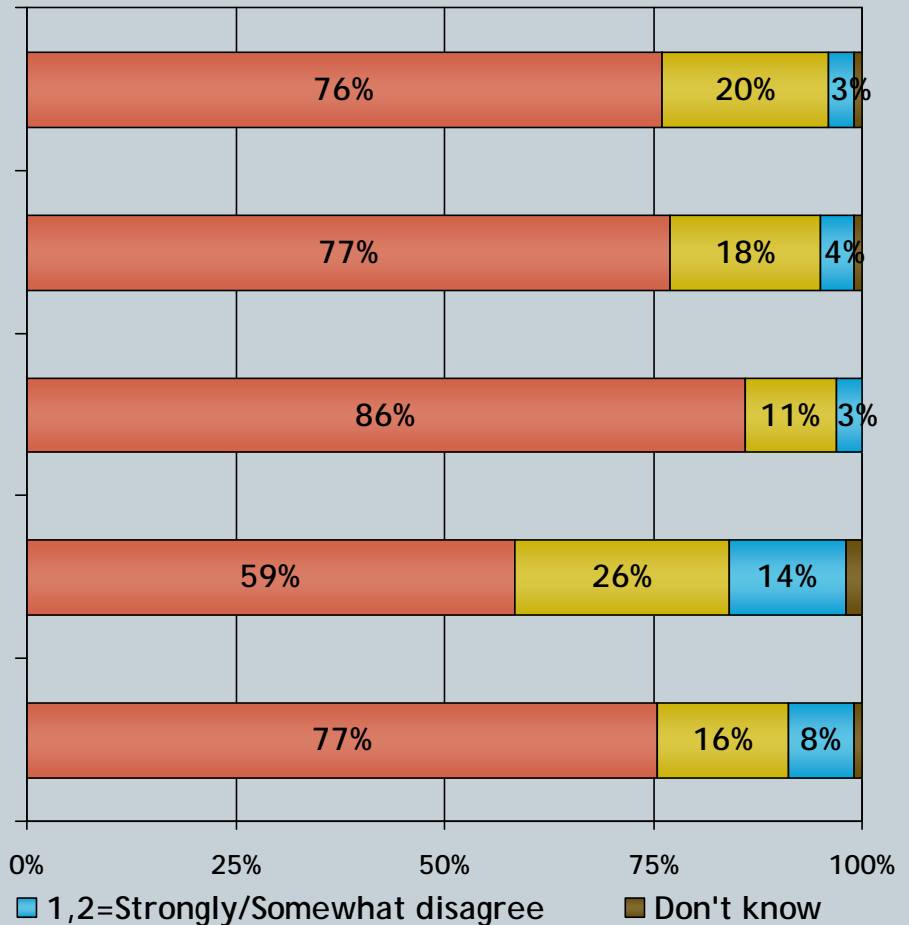
Q8. By providing free materials to all residents, the Public Library improves the quality of life in this community.

Q9. The Public Library provides services for lifelong learning.

Q10. The Public Library is a valuable educational resource.

Q11. The Public Library has enhanced my education.

Q12. A strong Public Library enhances the image of the community.



4=Strongly agree

3=Somewhat agree

0%

25%

50%

75%

100%

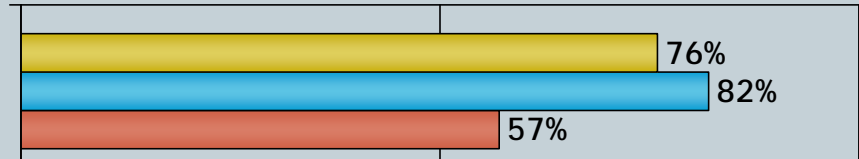
1,2=Strongly/Somewhat disagree

Don't know

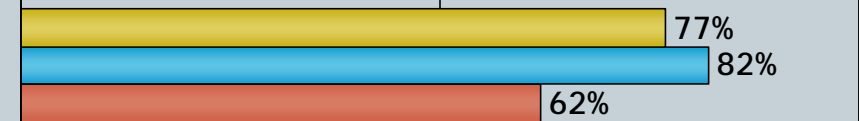
Agreement with Statements About the Importance of the Public Library (Q8-12)

Top Box Ratings: 4=Strongly Agree

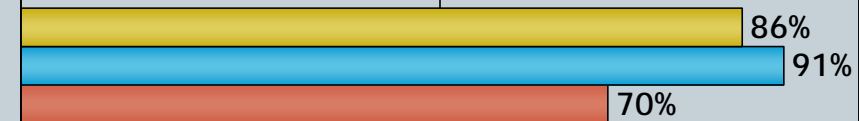
Q8. By providing free materials to all residents, the Public Library improves the quality of life in this community.



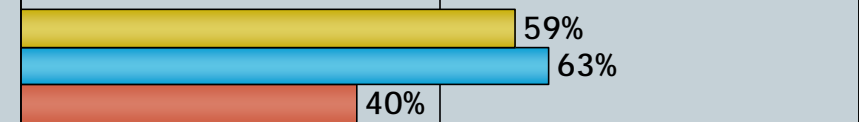
Q9. The Public Library provides services for lifelong learning.



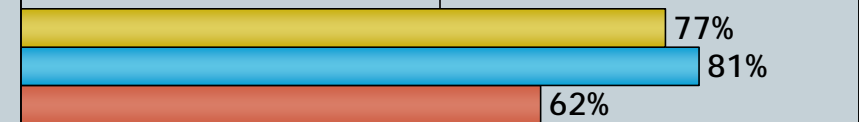
Q10. The Public Library is a valuable educational resource.



Q11. The Public Library has enhanced my education.



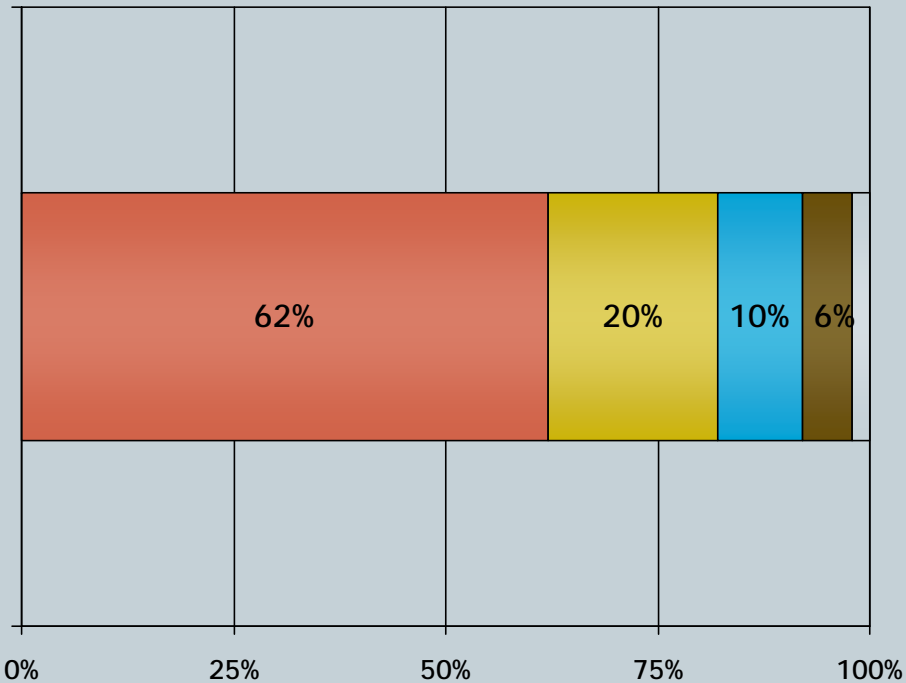
Q12. A strong Public Library enhances the image of the community.



0% 50% 100%
■ Non Users (n=94) ■ Users (n=413) ■ Total Community (n=400)

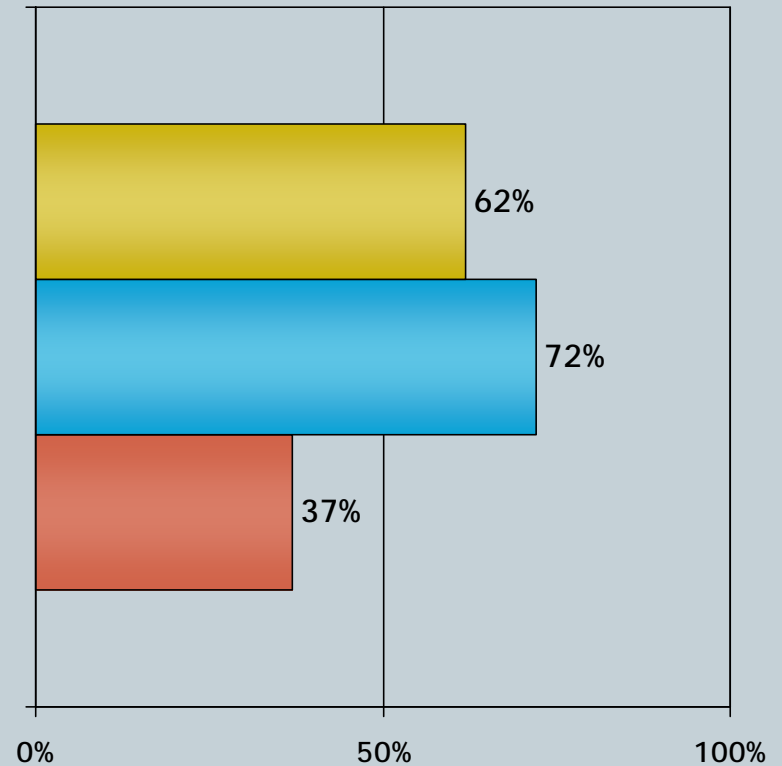
How likely are you to recommend CM Library to someone who lives in this community? (Q31)

Total Community (n=400)



- 9,10=Extremely likely
- 7,8=Somewhat likely
- 5,6=Moderately likely
- 1-4=Not likely/Not at all likely
- Don't know


Top Box Ratings: 9,10=Extremely Likely



- Total Community (n=400)
- Users (n=413)
- Non Users (n=94)

What do you believe are the 3 most important programs & services the CM Library provides to benefit the community?

(Q15, Open-ended question. Multiple responses allowed.)



	Total Community (n=400)	Users (n=413)	Non Users (n=94)
Ability to check out books	44%	47%	38%
Computer/printer/fax use	32%	34%	23%
Children's programs	30%	37%	17%
Research capabilities, reference materials	22%	25%	19%
Internet/wireless internet access	21%	21%	16%
Enhances education throughout lifetime	19%	19%	13%
Don't know	12%	6%	29%
Atmosphere for learning, quiet, calm place to read	9%	9%	9%
Employment help, resume training	5%	5%	6%
Media - CDs, DVDs, videos`	5%	5%	7%
Magazines, newspapers, periodicals	5%	5%	1%
Tutoring, homework help	5%	4%	3%

Note: Responses with less than 5% for the Total Community are not shown.

What do you believe are the 3 most important programs & services the CM Library provides to benefit you and your family?

(Q16, Open-ended question. Multiple responses allowed.)



	Total Community (n=400)	Users (n=413)	Non Users (n=94)
Ability to check out books	51%	59%	34%
Children's programs	22%	26%	9%
Computer/printer/fax use	22%	23%	14%
Research capabilities, reference materials	21%	25%	11%
Don't Know	18%	7%	51%
Internet/wireless internet access	14%	16%	6%
Enhances education throughout lifetime	12%	12%	6%
Media-CD's, DVD's, videos	9%	12%	5%
Atmosphere for learning, quiet, calm place to read	7%	8%	3%

Note: Responses with less than 5% for the Total Community are not shown.

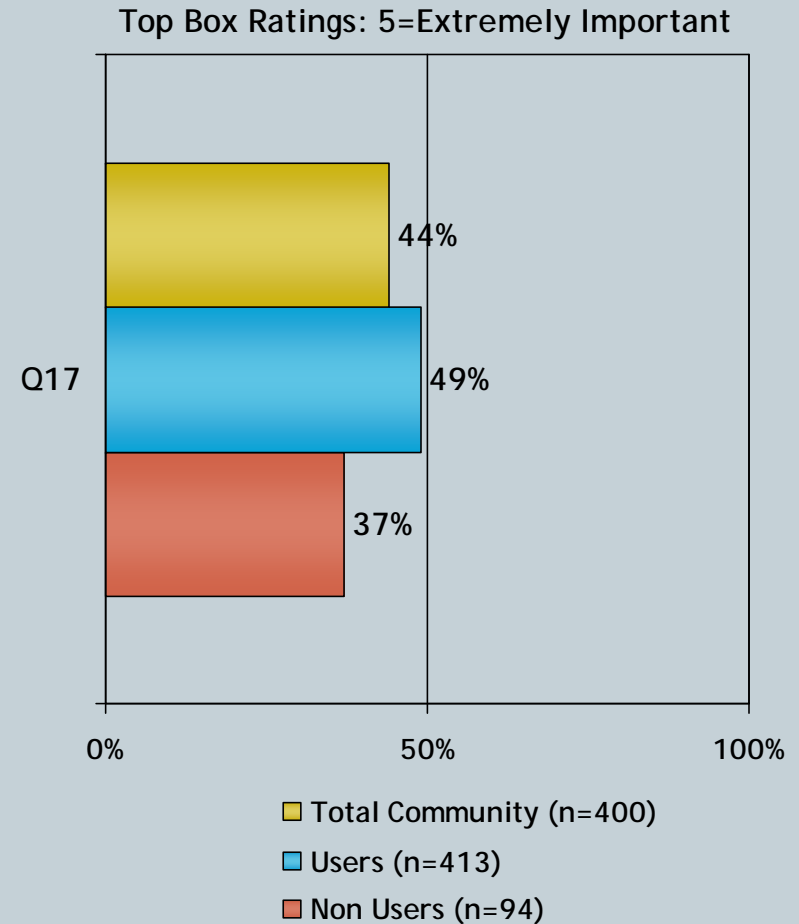
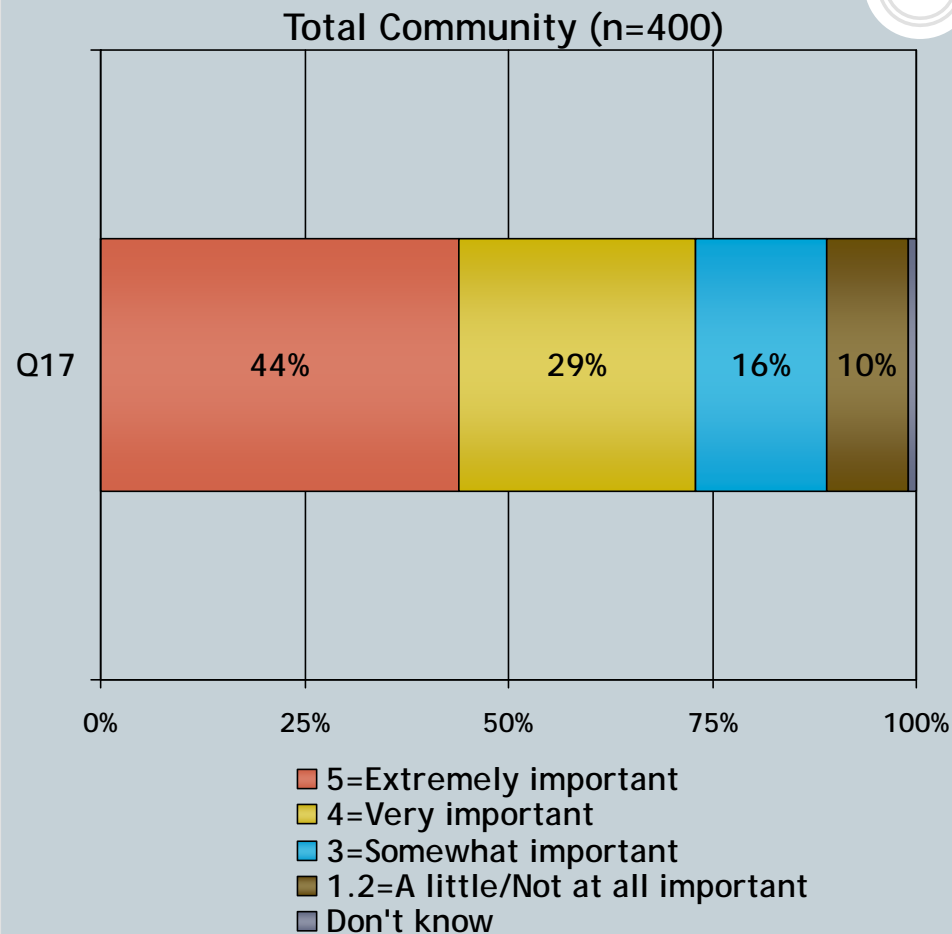
Basic Services



The basic services provided by the Charlotte Mecklenburg Public Library are: access to books and materials, a reader's advisory service, assistance finding information, access to computers and the Internet, and basic computer assistance.

The Charlotte-Mecklenburg Public Library has been recognized nationally because it provides much more than basic services. It also provides job assistance, computer workshops, college and job application help, homework assistance, early reading enrichment programs, story time, summer reading programs and much more.

Given the current economic conditions, how important is it for the CM Library to offer more than basic services? (Q17)



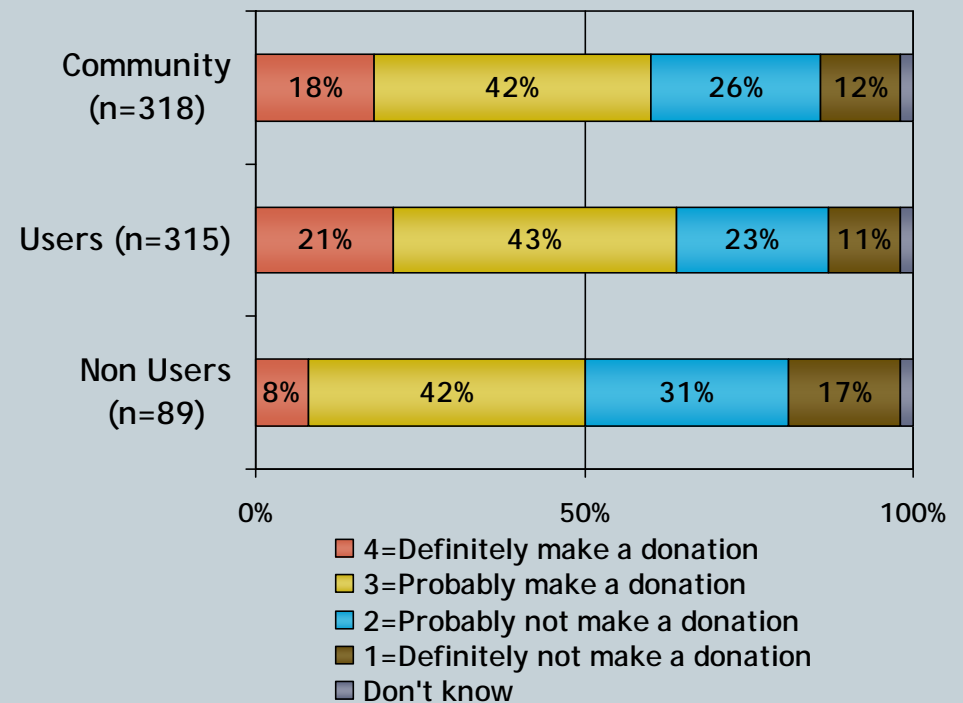
Monetary Donations to the CM Library (Q21-Q22)

Within the past year, have you made a tax deductible donation to the CM Library? (Q21)

	Total Community (n=400)	Users (n=413)	Non Users (n=94)
Yes	21%	24%	5%
No	79%	76%	94%

If you were asked, how likely would you be to make a tax deductible monetary donation to the CM Library? (Q22)

(Base=Respondents who have not made a donation)



Approximately how much did you donate over the past year?

How much would you donate over a years time? (Q23)

Respondents who have made a monetary donation.

	Total Community (n=82)	Users (n=98)
\$<25	20%	17%
\$26-\$50	35%	38%
\$51-\$100	17%	18%
\$101-\$200	7%	7%
\$201 +	7%	7%
Don't Know	13%	12%
Median	\$50	\$50

Respondents who definitely/probably would make a donation.

	Total Community (n=193)	Users (n=202)	Non Users (n=44)
\$<25	15%	13%	16%
\$26-\$50	19%	22%	9%
\$51-\$100	27%	25%	46%
\$101-\$200	8%	8%	0%
\$201 +	2%	2%	2%
Don't Know	31%	29%	27%
Median	\$73	\$53	\$100

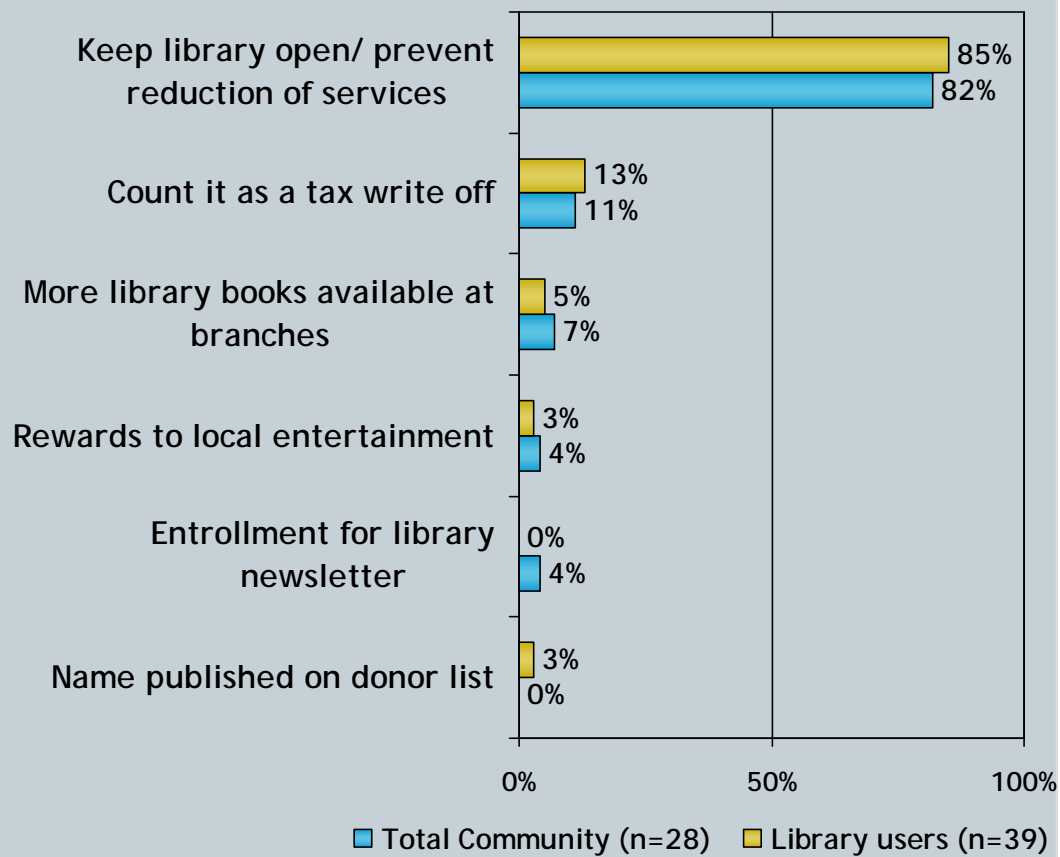
Expectations for Benefits in Return for Donations Made to CM Library (Q24-Q25)

When you made a donation did you expect any benefits in return/ If you made a donation, would you expect any benefits in return? (Q24)

	Total Community (n=400)	Users (n=413)	Non Users (n=94)
Yes	10%	13%	6%
No	90%	87%	94%

What benefits did you/would you expect in return for a donation? (Q25)

Respondents who have or would make a donation



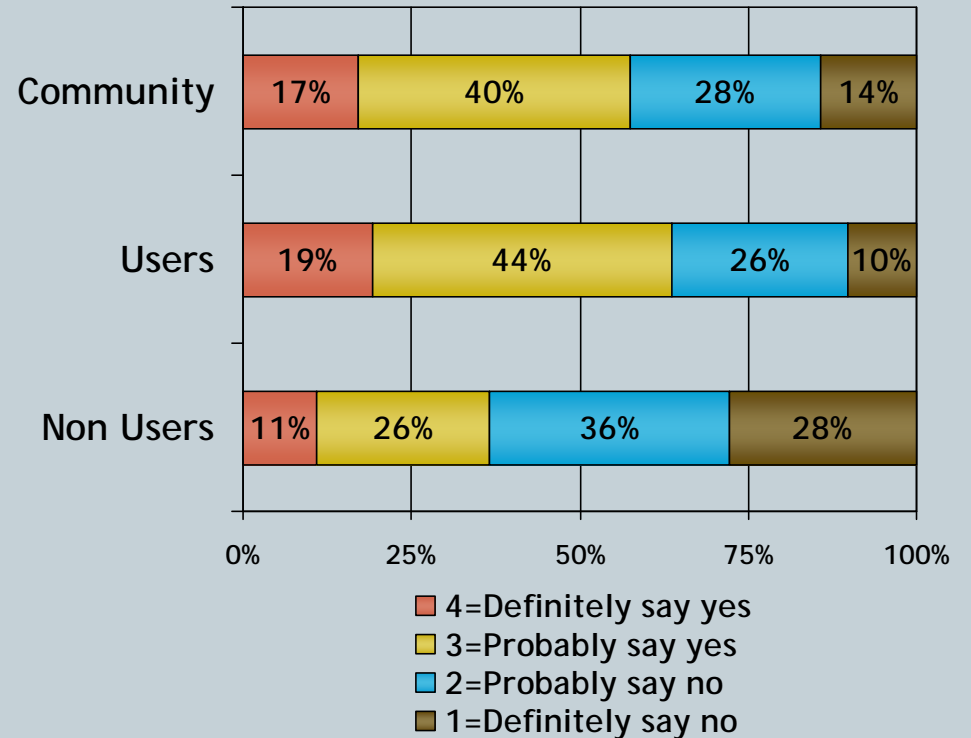
Volunteering for the CM Library

(Q26-Q27)

Over the past year, have you been a volunteer for the CM Library? (Q26)

	Total Community (n=400)	Users (n=413)	Non Users (n=94)
Yes	4%	5%	0%
No	96%	95%	100%

If you were asked to volunteer for the CM Library, would you...? (Q27)
(Base=Respondents who have not volunteered)



How many hours per month do you volunteer?/ How many hours per month would you be willing to volunteer? (Q28)

Respondents who have volunteered for the library in the past year.

	Total Community (n=15)	Users (n=19)
1-2 hrs	20%	26%
3-6 hrs	14%	16%
7-10 hrs	14%	16%
11-20 hrs	33%	26%
21 + hrs	13%	11%
Don't know	7%	5%
Medians	11	9

Respondents who definitely/probably would be willing to volunteer.

	Total Community (n=222)	Users (n=250)	Non Users (n=34)
1-2 hrs	7%	9%	0%
3-6 hrs	32%	33%	39%
7-10 hrs	32%	31%	30%
11-20 hrs	12%	14%	9%
21 + hrs	4%	4%	3%
Don't know	12%	9%	21%
Median	8	8	8

Note: Very small sample sizes.


Library Use and Visitation

(Q33-Q34)



% who said yes	Total Community (n=400)	Users (n=413)	Non Users (n=94)
Q33. Do you have children under the age of 18 who have visited or used the CM Library in the past year?	38%	44%	18%
Q34. Are there any other adults, age 18 and older, in your immediate family that has visited or used the CM Library in the past year?	50%	60%	19%

Demographics



		Total Community (n=400)	Users (n=413)	Non Users (n=94)
Q1. Gender	Male	49%	43%	65%
	Female	51%	57%	35%
Q3. Race	Hispanic/Latino	11%	9%	14%
	White	57%	56%	62%
	African American	27%	29%	22%
	Other	6%	6%	2%
Q4. Age	18-24	11%	9%	12%
	25-34	20%	18%	26%
	35-44	22%	24%	17%
	45-54	19%	20%	19%
	55-64	15%	16%	11%
	65+	13%	13%	16%
Q58. Marital Status	Married	54%	58%	47%
	Separated or Divorced	11%	10%	13%
	Widowed	7%	5%	10%
	Single	28%	26%	31%

Demographics



		Total Community (n=400)	Users (n=413)	Non Users (n=94)
Q59. Years in Meck. Co.	Less than one year	3%	2%	6%
	1 to 5 years	18%	17%	21%
	6 to 10 years	19%	19%	18%
	11 to 20 years	23%	24%	16%
	21 years or more	38%	38%	37%
Q60. Education	Less than high school	8%	5%	13%
	High school graduate	19%	17%	23%
	Special/technical training	2%	3%	2%
	Some college	23%	22%	21%
	College graduate	29%	31%	26%
	Post-graduate study	20%	23%	15%

Demographics



		Total Community (n=400)	Users (n=413)	Non Users (n=94)
Q61. Employment Status	Full time	49%	50%	52%
	Part time	14%	14%	13%
	Retired	14%	14%	15%
	Students	3%	3%	1%
	Homemaker	5%	5%	5%
	Unemployed	11%	10%	9%
	Disabled	4%	3%	5%
Q62-63. Income (Refusals dropped from base)	Less than \$25K	21%	20%	23%
	\$25K to less than \$50K	24%	22%	25%
	\$50K to less than \$100K	34%	37%	27%
	\$100K or more	21%	21%	25%

Demographics



	Total Community (n=400)	Users (n=413)	Non Users (n=94)
Q56. Children currently living at home			
Yes	47%	49%	32%
No	53%	51%	68%

Respondents with children	Total Community (n=187)	Users (n=204)	Non Users (n=30)
Q57a. Children age 12 and under	76%	76%	67%
Q57b. Children age 13 to 17	32%	39%	30%
Q57c. Children age 18 or older	21%	21%	33%