

MEMORANDUM

February 8, 2022

TO: Rob Sarro, County Administrator

FROM: Dan Wedge, Executive Director of Services

RE: National Community Survey (NCS)

At the January 27, 2022 Board of Commissioners meeting several questions were asked about the past National Community Survey conducted in November of 2019 and reported on in March of 2020.

Q 1. How many surveys were mailed out and how many were received?

A 1. The base level amount of 1,700 paper surveys were mailed out. 293 surveys (Opt-in) were completed. In addition, 532 surveys (supplemental) were completed from the on line version open to anyone and were not counted in the represented sample.

Q 2. Can additional mailed surveys be sent to increase the number of surveys responses.

A 2. Yes. The current 2022 base plan has increased the number of (Opt-in) surveys to 2,700 made up of 1,500 paper copies and 1,200 postcards with links to web data entry. The price sheet provide pricing per 100 additional surveys addresses.

Q 3. When is the best time of year to conduct survey?

A 3. Any time of year will yield satisfactory results, however the NCS does discourage Thanksgiving to Christmas.

Q 4. How long is the average survey process?

A 4. The typical timeline is 4 month

The National Community Survey™ (NCS), has merged with Polco and continues to partner with ICMA and other like originations. With the merger came additional services including more online features.

As part of its participation in The National Community Survey™, Allegan County conducted a mailed survey of 1,700 residents. Surveys were mailed to randomly selected households in mid-November 2019 and data were collected through early January (see the report, The National Community Survey: Community Livability Report, Allegan County, MI, 2019). The results from this main survey effort represent residents' opinions. After the above data collection period was underway, the County made available a web-based survey to its residents through a link on the County's website. Visitors to the site were able to complete the survey from December 20, 2019 to January 13, 2020 and 532 surveys were received. The results from both the mailed survey (Opt-in) and the online survey (Supplemental) were reported separately.

The National Community Survey™ Conducted in 2019 mailed 1,700 surveys for a total cost of \$17,500 and included 3 additional options, 1. Custom Questions, 2. Cross tabulation by geographic subgroups and 3. Cross tabulation by demographic subgroups.

The 2022 quote received includes mailing 2,700 surveys for a base cost of \$17,000 and includes Cross tabulation by geographic subgroups and demographic subgroups. The custom question option is an additional \$2,800 for a total cost \$19,800. This would be for a similar services with additional mailed out surveys and new on line services available to the public.

Additional service options costs:

- Mailed Paper Surveys - Add mailed paper surveys as a portion of the sample (three-part mailing to each household, with postage paid envelopes and cover letters that include the option to complete the survey online if preferred). \$350 per 100 addresses
- Postcard Invitations - To improve coverage for the community (especially if you would like geographic or demographic comparisons) additional addresses will be selected to receive mailed invitations to complete the survey online. Each address will receive two mailings, an initial, and a reminder postcard. \$120 per 100 addresses
- In-person Presentation of Results – A senior Polco staff member will make one presentation of survey results to staff, Council, Boards, or other appropriate groups. For this presentation, they use Microsoft® PowerPoint or Google Slides as a visual aid and a copy of the slideshow is left with staff for internal use. \$3,900 per year

Polco also offers an ARPA Engagement Package to connect leaders with residents, local businesses, and each other with high-quality standardized surveys, the Polco engagement platform, and online reporting dashboards - this comprehensive package uncovers community needs and helps align funds with economic priorities.

This memorandum includes the pricing and information on the ARPA Engagement Package.

For additional information please contact me at 269-686-4529.

Thank you,

Dan Wedge

Executive Director of Services

Allegan County, MI - NCS

Allegan County, MI

113 Chestnut Street
 Allegan County, MI 49010
 United States

Dan Wedge

County Development, Planning
 dwedge@allegancounty.org
 2696864529

Reference: 20220201-143233246

Quote created: February 1, 2022
 Quote expires: April 2, 2022
 Quote created by: Damema Mann
 damema@n-r-c.com
 +1 (303) 226-6983

Products & Services

Item & Description	Quantity	Unit Price	Total
<p>Polco Performance Plan 2022</p> <p>All Polco Premium Features are available to you during your subscription term to engage with your target audiences. Respondents answer questions via Polco's civic surveying and engagement platform which includes real time results and the option to have respondents verified against voter lists. As participants respond they become part of your community's digital panel available for follow up questions, surveys, polls, and other engagement.</p> <p>The Performance plan includes 1 benchmark survey per 12-month period. Your online report will include comparisons to our National Benchmarks, and demographic and geographic comparisons (if response is sufficient by subgroup). Our customer success team will guide your benchmark survey process to ensure smooth implementation.</p> <p>A representative sample of residents (or other appropriate stakeholders) will be invited to complete the survey to ensure statistically significant response and results. We will use statistically appropriate methodologies to garner community-wide representativeness with approximately a 6% margin of error (4-6% is typical and meets best practices for performance measurement, about 250-450 responses) per local jurisdiction. The invitations will contain an introduction outlining the importance of the survey and instructions for completing it. To supplement this effort, the client will be asked to participate in outreach efforts with guidance on best practices from Polco. Responses will be statistically weighted</p>	1	\$17,000.00 / year	\$17,000.00 / year for 1 year

to ensure the best representation of your community (or stakeholder group, if applicable).

The NCS - 1/2 Page of Custom Questions	1	\$2,800.00 / year	\$2,800.00 / year
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Questions

As The NCS is a comprehensive survey we suggest not adding custom questions to minimize respondent burden and recommend asking custom questions in a separate survey on Polco. However, we recognize that while you are making this larger effort to get input from your residents you may want to add a few custom items. This is not included in the Polco Performance plan, but can be added.

+Mailed Paper Surveys - per 100 additional	1	\$350.00	\$350.00
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additional

Add mailed paper surveys as a portion of the sample (three-part mailing to each household, with postage paid envelopes and cover letters that include the option to complete the survey online if preferred). This is in addition to the 1,500 households that will receive postcard invitations to complete the survey online, which is included with Polco Performance.

+Postcard Invitations (2 contacts) - per 100 additional	1	\$120.00	\$120.00
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100 additional

To improve coverage for your community (especially if you would like geographic or demographic comparisons) additional addresses will be selected to receive mailed invitations to complete the survey online. Each address will receive two mailings, an initial and a reminder postcard.

In-person Presentation of Results	1	\$3,900.00 / year	\$3,900.00 / year
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A senior Polco staff member will make one presentation of survey results to staff, Council, Boards, or other appropriate groups. For this presentation, we use Microsoft® PowerPoint or Google Slides as a visual aid and a copy of the slideshow is left with your staff for internal use.

Subtotals

Annual subtotal			\$23,700.00
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One-time subtotal			\$470.00
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Total \$24,170.00

Questions? Contact me



Damema Mann

damema@n-r-c.com

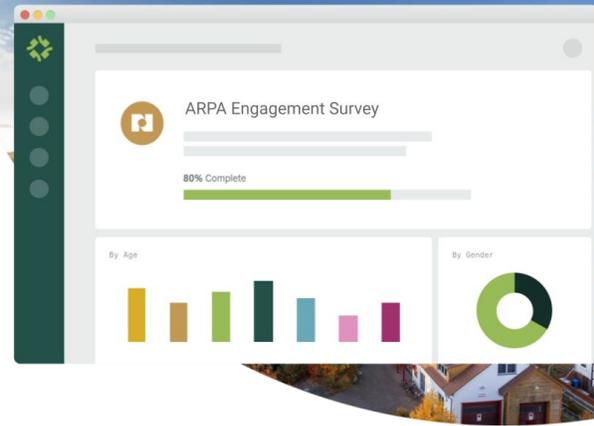
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Polco / NRC

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Middleton, WI 53562

US



THE ARPA ENGAGEMENT PACKAGE Maximize Local Government Recovery Success

Measure – Recover – Document

The American Rescue Plan Act (ARPA) is here to fund local government community recovery efforts. Now begins a critical time to measure, rebuild, and document progress.

The ARPA Engagement Package by Polco connects leaders with residents, local businesses, and each other. With high-quality standardized surveys, the Polco engagement platform, and online reporting dashboards – this comprehensive package uncovers community needs and helps align funds with economic priorities.

RECOVER AND GET AHEAD OF THE ISSUES



Assess community needs



Guide spending & decision-making



Produce documentation



Engage residents around ARPA funds



Measure effectiveness of programs and initiatives



Align and track progress on strategic goals

The ARPA Engagement Package is available with a Polco Premium or Performance Subscription Plan.

**Subscription for this engagement package is an ARPA-eligible expense.*

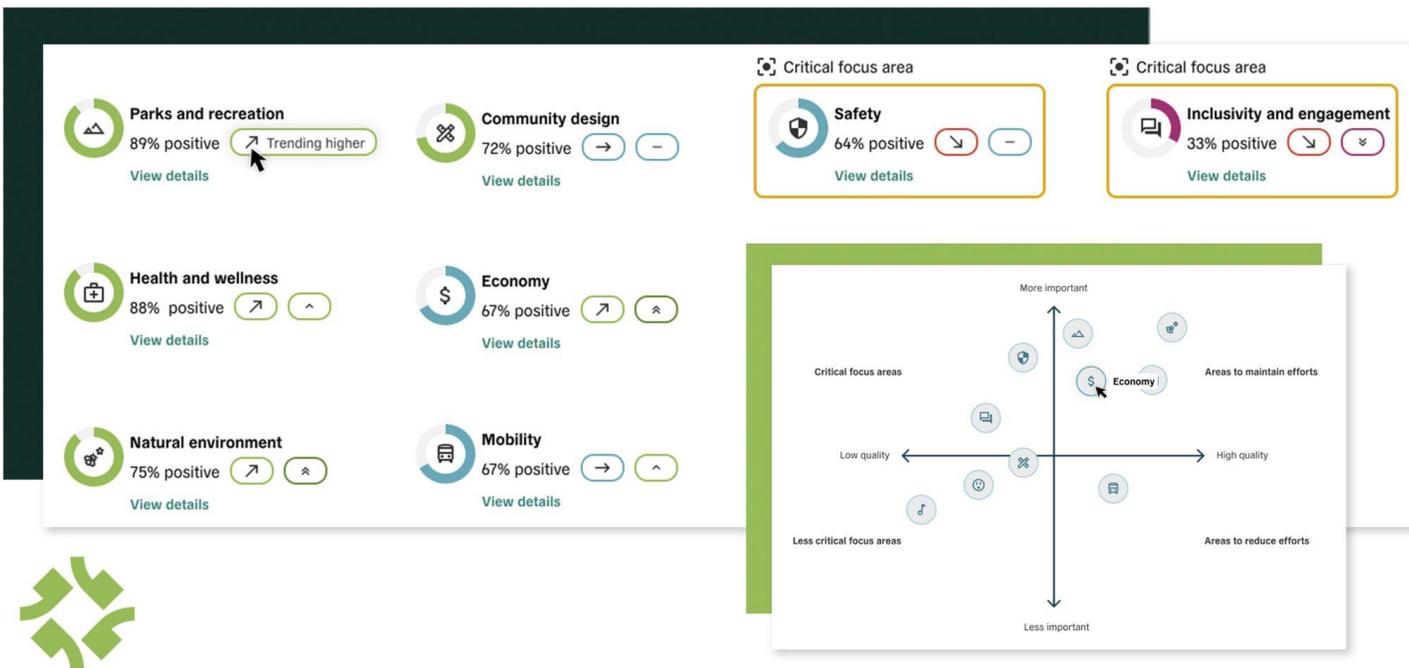
SIGN UP OR REQUEST A QUOTE
polco.us/arpa-engagement-package

Polco is a proud partner of:



THE ARPA ENGAGEMENT PACKAGE INCLUDES

- **ARPA Engagement Survey.** This ready-to-publish benchmarking survey gives you real-time input from your community. You can compare results with other governments across the nation.
- **Building a Panel Following.** Once published, your survey is easy to share online with your community. When residents respond, they also register with Polco, so they will be notified whenever you publish a new survey. Polco's system verifies respondents based on voter records while *always* maintaining individual privacy and cybersecurity.
- **Accurate Representation.** You'll get expert help to promote your survey in multiple ways. Our methods ensure all residents can have a voice and that your results will accurately reflect your whole community.
- **Online Reporting.** As responses come in, you'll see online dashboards fill with key findings, benchmark comparisons, national indices, and demographic reports. Results will also be available in PDF form to fulfill ARPA documentation requirements.
- **Access to an Exclusive Local Government Network.** You'll join a network of other local government leaders engaging their communities around ARPA. Get exclusive access to the Polco Connect forum, where you can share resources, discuss solutions, and benchmark survey results.
- **Through ARPA and Beyond!** The ARPA Engagement Package will carry local governments beyond the span of the American Rescue Plan Act. The program helps ensure continued access to federal funds over the next four years and sets your community up for a more sustainable future.



SIGN UP OR REQUEST A QUOTE
polco.us/arpa-engagement-package



Allegan County 2019 Community Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Allegan County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Allegan County as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Allegan County as a place to raise children	1	2	3	4	5
Allegan County as a place to work	1	2	3	4	5
Allegan County as a place to visit	1	2	3	4	5
Allegan County as a place to retire.....	1	2	3	4	5
The overall quality of life in Allegan County.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Allegan County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Allegan County	1	2	3	4	5
Overall ease of getting to the places you usually have to visit.....	1	2	3	4	5
Quality of overall natural environment in Allegan County.....	1	2	3	4	5
Overall "built environment" of Allegan County (including overall design, buildings, parks and transportation systems).....	1	2	3	4	5
Health and wellness opportunities in Allegan County.....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Allegan County	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Allegan County	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Allegan County to someone who asks	1	2	3	4	5
Remain in Allegan County for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Allegan County's downtown/commercial areas during the day	1	2	3	4	5	6
In your neighborhood at night	1	2	3	4	5	6
In Allegan County's downtown/commercial areas at night.....	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Allegan County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Allegan County	1	2	3	4	5
Ease of travel by public transportation in Allegan County.....	1	2	3	4	5
Ease of travel by bicycle in Allegan County	1	2	3	4	5
Ease of walking in Allegan County	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Allegan County	1	2	3	4	5
Overall appearance of Allegan County	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.).....	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care and addiction treatment	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Allegan County as a whole:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities.....	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities.....	1	2	3	4	5
Cost of living in Allegan County	1	2	3	4	5
Overall quality of business and service establishments in Allegan County	1	2	3	4	5
Vibrant downtown/commercial areas	1	2	3	4	5
Overall quality of new development in Allegan County	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Allegan County	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Observed a code violation or other hazard in Allegan County (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Allegan County	1	2
Reported a crime to law enforcement in Allegan County	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted Allegan County (in-person, phone, email or web) for help or information	1	2
Contacted Allegan County elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Allegan County?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Allegan County recreation centers or their services.....	1	2	3	4
Visited a neighborhood park or County park	1	2	3	4
Used Allegan County public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Allegan County	1	2	3	4
Attended a County-sponsored event	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving	1	2	3	4
Carpooled with other adults or children instead of driving alone	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Allegan County.....	1	2	3	4
Participated in a club	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting	1	2	3	4

Allegan County 2019 Community Survey

10. Please rate the quality of each of the following services provided in your community, keeping in mind that services may not be provided by Allegan County government:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Sheriff services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and fire education	1	2	3	4	5
Traffic enforcement.....	1	2	3	4	5
Street repair	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling.....	1	2	3	4	5
Storm drainage.....	1	2	3	4	5
Drinking water.....	1	2	3	4	5
Sewer services	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing	1	2	3	4	5
County parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities.....	1	2	3	4	5
Land use, planning and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.).....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Economic development	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Public information services.....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts	1	2	3	4	5
Allegan County open space.....	1	2	3	4	5
Overall customer service by Allegan County employees (Sheriff, receptionists, planners, etc.).....	1	2	3	4	5
Internet/broadband services	1	2	3	4	5
Mental health and addiction services	1	2	3	4	5
Allegan County Public Health (e.g. well/septic permits, immunizations)	1	2	3	4	5
Supportive services for seniors.....	1	2	3	4	5
Recreational programs for youth (under age 18).....	1	2	3	4	5
Recreational programs for adults (ages 18-59)	1	2	3	4	5
Recreational programs for older adults (ages 60 and older).....	1	2	3	4	5

11. Based on your understanding of the services provided by each of the following entities, how would you rate the quality of the services provided by:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Your local government (City, Village or Township)	1	2	3	4	5
Allegan County	1	2	3	4	5
The State Government	1	2	3	4	5
The Federal Government	1	2	3	4	5

12. Please rate the following categories of Allegan County government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to Allegan County.....	1	2	3	4	5
The overall direction that Allegan County is taking	1	2	3	4	5
The job Allegan County government does at welcoming resident involvement	1	2	3	4	5
Overall confidence in Allegan County government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Allegan County community to focus on each of the following in the coming two years:

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Allegan County	1	2	3	4
Overall ease of getting to the places you usually have to visit.....	1	2	3	4
Quality of overall natural environment in Allegan County.....	1	2	3	4
Overall “built environment” of Allegan County (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Allegan County.....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Allegan County	1	2	3	4
Sense of community	1	2	3	4

14. In 1965, Allegan County voters established a tax limitation of 5.7 mills for County services. Due to State tax formulas, in 2019 the limitation has been reduced to 4.54 mills. Please indicate whether you would support or oppose restoring the tax limitation to 5.7 mills if the County were to use the additional funds to maintain or expand public services and reduce public debt? (The additional yearly cost to taxpayers would be up to \$57.97 for a home with market value of \$100,000).

- Strongly support Somewhat support Somewhat oppose Strongly oppose Don't know

15. If you support restoring the tax limitation to 5.7 mills, please indicate how you would prioritize the use of the additional funds:

	<i>High priority</i>	<i>Medium priority</i>	<i>Low priority</i>	<i>Don't know</i>
Improve public safety (add Deputies)	1	2	3	4
Restore/expand bus transportation.....	1	2	3	4
Maintain service levels at the County medical care facility for older adults (Dumont complex)	1	2	3	4
Reduce public employee pension debt	1	2	3	4

16. How much of a problem, if at all, do you think these issues are in Allegan County?

	<i>Major problem</i>	<i>Moderate problem</i>	<i>Minor problem</i>	<i>Not a problem</i>	<i>Don't know</i>
Animal problems (animals running at large, barking dogs)	1	2	3	4	5
Traffic problems (e.g., residential speeding, aggressive drivers).....	1	2	3	4	5
School safety (e.g., bullying, fighting, or weapons)	1	2	3	4	5
Child abuse and child sexual assault.....	1	2	3	4	5
Domestic violence (adult)	1	2	3	4	5
Sexual assault/rape (adult)	1	2	3	4	5
Elder abuse and financial crimes against the elderly	1	2	3	4	5
Driving under the influence (i.e., alcohol or drugs).....	1	2	3	4	5
Underage drinking	1	2	3	4	5
Drug abuse (e.g., manufacture, sale, or use of illegal/prescription drugs)	1	2	3	4	5

17. Please rate each of the following aspects of child care in Allegan County:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
High quality, affordable infant care (consider both)	1	2	3	4	5
High quality, affordable toddler/preschool care (consider both)	1	2	3	4	5
Child care that meets my regular scheduling needs	1	2	3	4	5
Child care that meets my irregular scheduling needs (e.g., during school breaks or evenings/weekends).....	1	2	3	4	5
Resources to support families with young children (prenatal-5 years old)	1	2	3	4	5

18. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the County government and its activities, events and services:

	<i>Major source</i>	<i>Minor source</i>	<i>Not a source</i>
County communications via U.S. mail	1	2	3
Local newspapers.....	1	2	3
County website (allegancounty.org).....	1	2	3
County email notifications.....	1	2	3
Social media (e.g., Facebook, Twitter)	1	2	3
Talking with County officials or County staff, or attending public meetings	1	2	3
Word of mouth.....	1	2	3

Allegan County 2019 Community Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.

D1. How often, if at all, do you do each of the following, considering all of the times you could?

	Never	Rarely	Sometimes	Usually	Always
Recycle at home.....	1	2	3	4	5
Purchase goods or services from a business located in Allegan County.....	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day.....	1	2	3	4	5
Participate in moderate or vigorous physical activity.....	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.).....	1	2	3	4	5
Vote in local elections.....	1	2	3	4	5

D2. Would you say that in general your health is:

- Excellent
 Very good
 Good
 Fair
 Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:

- Very positive
 Somewhat positive
 Neutral
 Somewhat negative
 Very negative

D4. What is your employment status?

- Working full time for pay
 Working part time for pay
 Unemployed, looking for paid work
 Unemployed, not looking for paid work
 Fully retired

D5. Do you work inside the boundaries of Allegan County?

- Yes, outside the home
 Yes, from home
 No

D6. How many years have you lived in Allegan County?

- Less than 2 years 11-20 years
 2-5 years More than 20 years
 6-10 years

D7. Which best describes the building you live in?

- One family house detached from any other houses
 Building with two or more homes (duplex, townhome, apartment or condominium)
 Mobile home
 Other

D8. Is this house, apartment or mobile home...

- Rented
 Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?

- Less than \$300/month \$1,000 to \$1,499/month
 \$300 to \$599/month \$1,500 to \$2,499/month
 \$600 to \$999/month \$2,500 or more/month

D10. Please indicate how many people in each age range live in your household:

D10a. Number of children age 0-5: _____

D10b. Number of children age 6-17: _____

D10c. Number of adults age 18 or older: _____

D11. Are you or any other members of your household aged 65 or older?

- No Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

- Less than \$25,000 \$62,000 to \$99,999
 \$25,000 to \$37,499 \$100,000 to \$149,999
 \$37,500 to \$49,999 \$150,000 or more
 \$50,000 to \$61,999

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?

- No, not Spanish, Hispanic or Latino
 Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

- American Indian or Alaskan Native
 Asian, Asian Indian or Pacific Islander
 Black or African American
 White
 Other

D15. In which category is your age?

- 18-24 years 55-59 years
 25-34 years 60-64 years
 35-44 years 65-74 years
 45-54 years 75 years or older

D16. What is your sex?

- Female Male

D17. Do you consider a cell phone or land line your primary telephone number?

- Cell Land line Both

D18. What is the highest grade of school or year of college that you have completed?

- Grade school
 High school degree or GED
 Some college/Associate's degree
 Bachelor's degree
 Post-bachelor's degree/Graduate degree

Thank you for completing this survey. Please return the completed survey to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502