

City of Henderson Community Survey

Findings Report

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2018

Submitted to the City of Henderson, Nevada

ETC Institute
725 W. Frontier Lane,
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66061

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2018 City of Henderson Community Survey Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of Henderson during the winter of 2018. This was the third time conducting a community survey for Henderson; the earlier *DirectionFinder*[®] surveys were previously administered in 2010 and 2014. The purpose of the survey was to assess citizen satisfaction with city services and to help the City ensure that its priorities continue to match the needs and desires of its residents.

The seven-page survey, cover letter, and postage paid return envelope were mailed to a random sample of households in Henderson. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Henderson from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 1,600 residents. The goal was exceeded with a total of 1,776 residents completing the survey. The overall results for the sample of 1,776 households have a precision of at least +/-2.32% at the 95% level of confidence.

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from the City of Henderson with the results from other communities in ETC Institute’s *DirectionFinder*[®] database. Since the number of “don’t know” responses often reflect the utilization and awareness of city services, the percentage of “don’t know” responses have been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion.*”

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results in **Section 1**,
- trend analysis from the 2010, 2014, and 2018 community surveys in **Section 2**,
- benchmarking data that shows how the City's results compare to other communities nationally and regionally in **Section 3**,
- importance-satisfaction analysis in **Section 4**; this analysis was done to determine priority actions for the City to address based upon the survey results,
- frequency tables that show the results of the random sample for each question on the survey in **Section 5**, and
- a copy of the survey instrument in **Section 6**.

Overall Satisfaction with City Services

The highest levels of satisfaction with various city services, based upon the combined percentage of “very satisfied” and “somewhat satisfied” responses among residents *who had an opinion*, were: fire services (98%), quality of life (97%), and ambulance and emergency medical services (97%). The top three city service items, based on the sum of the respondents’ top three choices, that should receive the most emphasis over the next two years were: crime prevention (50%), roadways and infrastructure (50%), and traffic enforcement (23%). When the City was compared to other communities, nationally and regionally, they performed very well in multiple areas. The City of Henderson ranked twenty-three percent (23%) above communities in the Southwest Region ranking for *fire services* (98% Henderson versus 75% Southwest Region Average). Henderson’s ranking for the *quality of life* also ranked twenty-two percent (22%) above both national and regional averages (97% Henderson versus 75% Southwest Region Average and the United States Average). The City of Henderson’s *quality of City parks and recreation programs/classes* ranking also outperformed the Southwest Region’s average by 42% (90% Henderson versus 66% Southwest Region Average).

Overall Satisfaction and Ratings of Perceptions of the City

Satisfaction. The highest levels of satisfaction with various perceptions of the City, based upon the combined percentage of “very satisfied” and “somewhat satisfied” responses among residents *who had an opinion*, were: Henderson as a place to live (98%), Henderson as a place to raise a family (95%), your neighborhood as a place to live (94%), and Henderson as a place to do business (94%). The City of Henderson ranked twenty-eight percent (28%) above the national average as being a *place to live* (98% Henderson versus 70% the United States Average). Henderson also ranked thirty-four percent (34%) above the national average for *as a place to retire* (92% Henderson versus 58% the United States Average).

Ratings. The overall highest ratings of various perceptions of the City, based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: the City of Henderson (97%) and the Clark County Government (77%). Although there was not a change

in the ratings for the City and County from 2014 to 2018; the ratings for the State Government and Federal Government increased by 9% or more since 2014. In 2018, respondents gave the State Government a 69% ranking, an upward trend of 12% since 2014. Respondents also rated Federal Government at 52%, an increase of 9% since 2014.

Satisfaction with Specific City Services

- **Public Safety.** The highest levels of satisfaction with public safety items, based upon the combined percentage of “very satisfied” and “somewhat satisfied” responses among residents *who had an opinion*, were: how quickly fire personnel responds to emergencies (97%), quality of ambulance and emergency medical services (96%), police and fire dispatchers’ attitudes (93%), and fire prevention and education (92%). The public safety items that respondents believe should receive the most emphasis over the next two years, based on the sum of the respondents’ top three choices, were: City’s efforts to prevent crime (43%), maintaining a low crime rate (41%), and providing neighborhood police patrols (34%). The level of satisfaction that respondents had for *how quickly fire personnel respond to emergencies* increased thirteen percent (13%) from 84% in 2014 to 97% in 2018. The level of satisfaction for the *overall competence of Henderson Police Department employees* increased eight percent (8%) from 82% in 2014 to 90% in 2018. Henderson’s *police safety education programs* ranked thirty-nine percent (39%) above the regional average (84% Henderson versus 45% Southwest Region Average).
- **Public Works.** The highest levels of satisfaction with public works in the City, based upon the combined percentage of “very satisfied” and “somewhat satisfied” responses among residents *who had an opinion*, were: ease of walking in Henderson (89%), condition of sidewalks (88%), and cleanliness of streets and other public areas (87%). The three public works items that respondents indicated they feel should receive the most emphasis over the next two years, based on the sum of respondents’ top three choices, were: maintenance and condition of major City streets (52%), traffic flow on major City streets (40%), and traffic signal timing (38%). The City of Henderson performed well in multiple public works areas when compared to communities national and regionally. The level of satisfaction in the *condition of sidewalks* for Henderson ranked forty-two percent (42%) above the national average (88% Henderson versus 46% the United States Average).
- **Parks and Recreation.** The highest levels of satisfaction with City parks and recreation, based upon the combined percentage of “very satisfied” and “somewhat satisfied” responses among residents *who had an opinion*, were: availability of parks and sports fields (98%), maintenance of City recreation facilities (97%), and the maintenance of City parks and sports fields (96%). The parks and recreation items that respondents indicated they think should receive the most emphasis over the next two years, based on the sum of the respondents’ top three choices, were: maintenance of City parks and sports fields (33%), maintenance of City recreation facilities (20%), and maintenance and condition of walking and biking trails (20%). The overall satisfaction with the *quality of adult sports programs* in

Henderson ranked forty-nine percent (49%) above the regional average (92% Henderson versus 43% the Southwest Regional Average).

- **City Communication.** The top information sources that respondent households indicated they use the most to find out about City news, information, and programming, were: Henderson Happenings (52%), television/local news (36%), and CityOfHenderson.com (35%). The highest levels of satisfaction with City communication, based upon the combined percentage of “very satisfied” and “somewhat satisfied” responses among residents *who had an opinion*, were: quality of the City’s website (84%), City efforts to communicate with residents (84%), and quality of the City’s social media (82%). The use of social media as a method and source to find out City news, information, or programming has trended upward from 12% in 2014 to 21% in 2018 (9% increase). The overall satisfaction with the *availability of information about City programs and services* for Henderson ranked forty-six percent (46%) above the regional average (82% Henderson versus 36% the Southwest Region Average).
- **Economic Development.** The highest levels of satisfaction with economic development, based upon the combined percentage of “very satisfied” and “somewhat satisfied” responses among residents *who had an opinion*, were: overall economic development (90%), quality of economic development in Henderson (88%), and efforts to promote economic development (82%). The satisfaction in employment opportunities, recruitment of new companies and jobs, helping local businesses grow, and the overall economic development items all increased by 5% or more since 2014. Satisfaction with *employment opportunities* increased by 16% from 58% in 2014 to 74% in 2018, satisfaction with *recruitment of new companies and jobs* increased by 11% from 67% in 2014 to 78% in 2018, satisfaction in *helping local businesses grow* increased by 5% from 74% in 2014 to 79% in 2018, and the satisfaction with the *overall economic development* increased by 6% from 84% in 2014 to 90% in 2018.
- **Schools.** The levels of satisfaction with the various types of schools in Henderson, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall quality of private schools in Henderson (60%), the overall quality of charter schools in Henderson (56%), and the overall quality of public schools in Henderson (52%).
 - **Henderson Public Schools.** The highest levels of agreement with various statements about Henderson Public Schools, based upon the combined percentage of “strongly agree” and “agree” responses among residents *who had an opinion*, were: student outcomes would be improved with smaller schools (74%) and student outcomes would be improved with a smaller school district (71%).

Additional Findings and Recommendations

- The highest levels of satisfaction with community safety, based upon the combined percentage of “very safe” and “somewhat safe” responses among residents *who had an opinion*, were: in your neighborhood (90%), from violent crime (89%), and in City parks (84%). Respondents were asked to indicate whether, during the past 12-months, they or anyone in their household had been a victim of any crime and twelve percent (12%) indicated they had. Of the percentage that specified they had been a victim of a crime (12%), seventy-eight percent (78%) reported these crimes to the police.
- The top three reasons respondent households have visited the Water Street District were: special events (49%), dining (35%), and business at City Hall (32%). The purpose for visiting the Water Street District for dining has increased 8% from 27% in 2014 to 35% in 2018.
- The highest ratings with interactions had with City employees, based upon the combined percentage of “excellent” and “good” responses among residents *who had an opinion*, were: courtesy (93%), professionalism (93%), and competency in handling the issue (89%). Henderson’s rating for the *ease of contacting City employees* ranked thirty-one percent (31%) above the regional average (87% Henderson versus 56% the Southwest Region Average).
- Respondent households were asked to indicate the likelihood various items were issues in the City, the highest item that respondents indicated as being a “major problem” in the City was *drugs*.
- The level of satisfaction with specific categories of City services, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents *who had an opinion*, were: the overall effectiveness of City’s efforts to sustain environmental quality (49%), public safety response to drug activity (33%), the overall response to prescription drug abuse and addiction issues (27%), and homeless services (17%).
- The highest levels of importance on the City’s major focus areas, based upon the combined percentage of “very important” and “important” responses among residents *who had an opinion*, were: community safety (99%), livable community (99%), financial resiliency (96%), and economic vitality (96%).
- The likelihood of respondent households to *recommend living in Henderson to someone who asks*, based upon the combined percentage of “very likely” and “somewhat likely” responses among residents *who had an opinion*, was 96%.
- The likelihood of respondent households to *remain in Henderson for the next five years*, based upon the combined percentage of “very likely” and “somewhat likely” responses among residents *who had an opinion*, was 94%.

How the City of Henderson Compares to Other Communities Nationally

Satisfaction ratings for the City of Henderson **rated above the U.S. average in 38 of the 38 areas** that were assessed. The City of Henderson rated significantly higher than the U.S. average (difference of 5% or more) in all 38 of these areas. Listed below are the comparisons between the City of Henderson and the U.S. average:

Service	Henderson	United States	Difference	Category
Maintenance of City pools	96%	35%	61%	Parks and Recreation
Overall value that you receive for your City tax & fees	83%	38%	45%	Perceptions
Quality of services provided by City	94%	50%	44%	City Services
Condition of sidewalks	88%	46%	42%	Public Works
Public communication & outreach	88%	48%	40%	City Services
Quality of adult sports programs	92%	54%	38%	Parks and Recreation
Availability of information about City programs & services	82%	45%	37%	Communication
Maintenance & condition of walking & biking trails	95%	59%	36%	Parks and Recreation
Henderson as a place to retire	92%	58%	34%	Perceptions
Maintenance & condition of streets in your neighborhood	82%	48%	34%	Public Works
Quality of City parks & recreation programs & classes	94%	60%	34%	City Services
Quality of youth sports programs	95%	61%	34%	Parks and Recreation
Availability of walking & biking trails	95%	64%	31%	Parks and Recreation
Ease of registering for programs	92%	63%	29%	Parks and Recreation
Police safety education programs	84%	55%	29%	Public Safety
Henderson as a place to live	98%	70%	28%	Perceptions
Quality of City's social media	82%	55%	27%	Communication
Maintenance & condition of major City streets	75%	48%	27%	Public Works
Adequacy of street lighting	83%	56%	27%	Public Works
Cleanliness of streets & other public areas	88%	61%	27%	Public Works
Fire prevention & education	91%	65%	26%	Public Safety
Maintenance of City parks & sports fields	96%	70%	26%	Parks and Recreation
Timeliness of response	86%	60%	26%	Customer Service
City's efforts to prevent crime	79%	54%	25%	Public Safety
Henderson as a place to raise a family	94%	70%	24%	Perceptions
Courtesy	93%	69%	24%	Customer Service
Quality of City's website	84%	60%	24%	Communication
How quickly police respond to emergencies	86%	64%	22%	Public Safety
Ease of contacting City employees	87%	65%	22%	Customer Service
Quality of life	97%	75%	22%	City Services
Police services	90%	70%	20%	City Services
Emergency preparedness	82%	67%	15%	Public Safety
How quickly fire personnel respond to emergencies	97%	82%	15%	Public Safety
Fire services	98%	83%	15%	City Services
Quality of ambulance & emergency medical services	96%	81%	15%	Public Safety
Quality of ambulance & emergency medical services	96%	81%	15%	City Services
Quality of education	68%	56%	12%	Perceptions
Enforcement of local traffic laws	73%	64%	9%	Public Safety

How the City of Henderson Compares to Other Communities Regionally

Satisfaction ratings for the City of Henderson **rated above the average for the Southwest Region 38 of the 38 areas** that were assessed. The City of Henderson rated significantly higher than the Southwest Region average (difference of 5% or more) in all 38 of these areas. Listed below are the comparisons between the City of Henderson and the average for the Southwest Region:

Service	Henderson	Southwest Region	Difference	Category
Maintenance of City pools	96%	34%	62%	Parks and Recreation
Quality of services provided by City	94%	43%	51%	City Services
Public communication & outreach	88%	38%	50%	City Services
Quality of adult sports programs	92%	43%	49%	Parks and Recreation
Overall value that you receive for your City tax & fees	83%	34%	49%	Perceptions
Availability of information about City programs & services	82%	36%	46%	Communication
Quality of youth sports programs	95%	50%	45%	Parks and Recreation
Quality of City parks & recreation programs & classes	94%	52%	42%	City Services
Henderson as a place to retire	92%	51%	41%	Perceptions
Condition of sidewalks	88%	48%	40%	Public Works
Maintenance & condition of streets in your neighborhood	82%	43%	39%	Public Works
Police safety education programs	84%	45%	39%	Public Safety
Maintenance & condition of walking & biking trails	95%	56%	39%	Parks and Recreation
Ease of registering for programs	92%	54%	38%	Parks and Recreation
Henderson as a place to live	98%	64%	34%	Perceptions
City's efforts to prevent crime	79%	46%	33%	Public Safety
Fire prevention & education	91%	58%	33%	Public Safety
Availability of walking & biking trails	95%	62%	33%	Parks and Recreation
Maintenance & condition of major City streets	75%	43%	32%	Public Works
Ease of contacting City employees	87%	56%	31%	Customer Service
Maintenance of City parks & sports fields	96%	66%	31%	Parks and Recreation
Quality of City's website	84%	54%	31%	Communication
Henderson as a place to raise a family	94%	64%	30%	Perceptions
Quality of City's social media	82%	52%	30%	Communication
Adequacy of street lighting	83%	53%	30%	Public Works
Cleanliness of streets & other public areas	88%	60%	28%	Public Works
How quickly police respond to emergencies	86%	60%	26%	Public Safety
Timeliness of response	86%	60%	26%	Customer Service
Police services	90%	66%	24%	City Services
Quality of ambulance & emergency medical services	96%	72%	24%	Public Safety
Quality of ambulance & emergency medical services	96%	72%	24%	City Services
Fire services	98%	75%	23%	City Services
Courtesy	93%	71%	22%	Customer Service
Quality of life	97%	75%	22%	City Services
Emergency preparedness	82%	61%	21%	Public Safety
How quickly fire personnel respond to emergencies	97%	76%	21%	Public Safety
Quality of education	68%	48%	20%	Perceptions
Enforcement of local traffic laws	73%	66%	7%	Public Safety

Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance residents placed on each City service and the level of satisfaction with each service. By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in Section 4 of this report.

Overall Priorities for City Services and Initiatives. This analysis reviewed the importance of and satisfaction with City services and Initiatives. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major services and initiatives that are recommended as the top priorities for investment over the next two years to raise the City's overall satisfaction rating are listed below:

- Roadways & infrastructure (IS=0.1592)
- Crime prevention (IS=0.0969)
- Traffic enforcement (IS=0.0575)

The table below shows the importance-satisfaction rating for all 16 major categories of City services and initiatives that were rated.

2018 Importance-Satisfaction Rating Henderson, Nevada City Services						
Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Very High Priority (IS >.20)						
<i>No Very High Priority Items</i>						
High Priority (IS .10-.20)						
Roadways & infrastructure (e.g. traffic lights, street lights, sidewalks)	50%	2	68%	16	0.1592	1
Medium Priority (IS <.10)						
Crime prevention	50%	1	81%	13	0.0969	2
Traffic enforcement	23%	3	75%	15	0.0575	3
Management of City government finances	18%	6	80%	14	0.0360	4
Planning & layout of City	20%	4	83%	12	0.0344	5
Police services	18%	5	90%	9	0.0188	6
Public communication & outreach	11%	10	88%	11	0.0132	7
Water & wastewater services	13%	8	91%	7	0.0113	8
Quality of services provided by City	12%	9	94%	5	0.0074	9
Quality of City parks & recreation programs & classes	11%	11	94%	4	0.0063	10
Quality of life	16%	7	97%	2	0.0055	11
Opportunities to attend cultural activities	5%	12	90%	8	0.0045	12
Election & voter registration process	4%	14	92%	6	0.0033	13
Municipal court services	2%	16	88%	10	0.0028	14
Ambulance & emergency medical services	4%	13	96%	3	0.0016	15
Fire services	4%	15	98%	1	0.0009	16

Section 1

Charts and Graphs

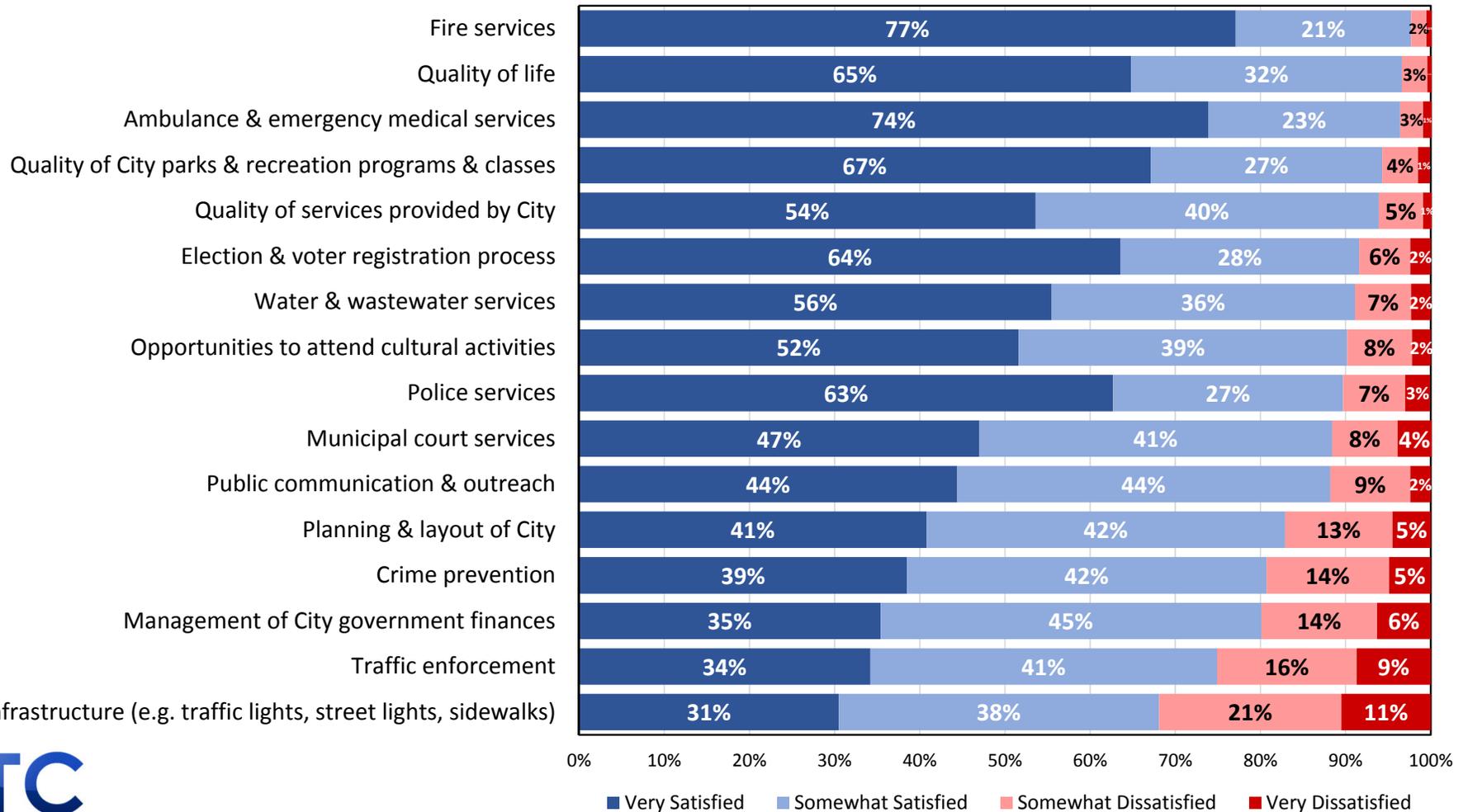
2018 City of Henderson Community Survey Charts and Graphs of Overall Results



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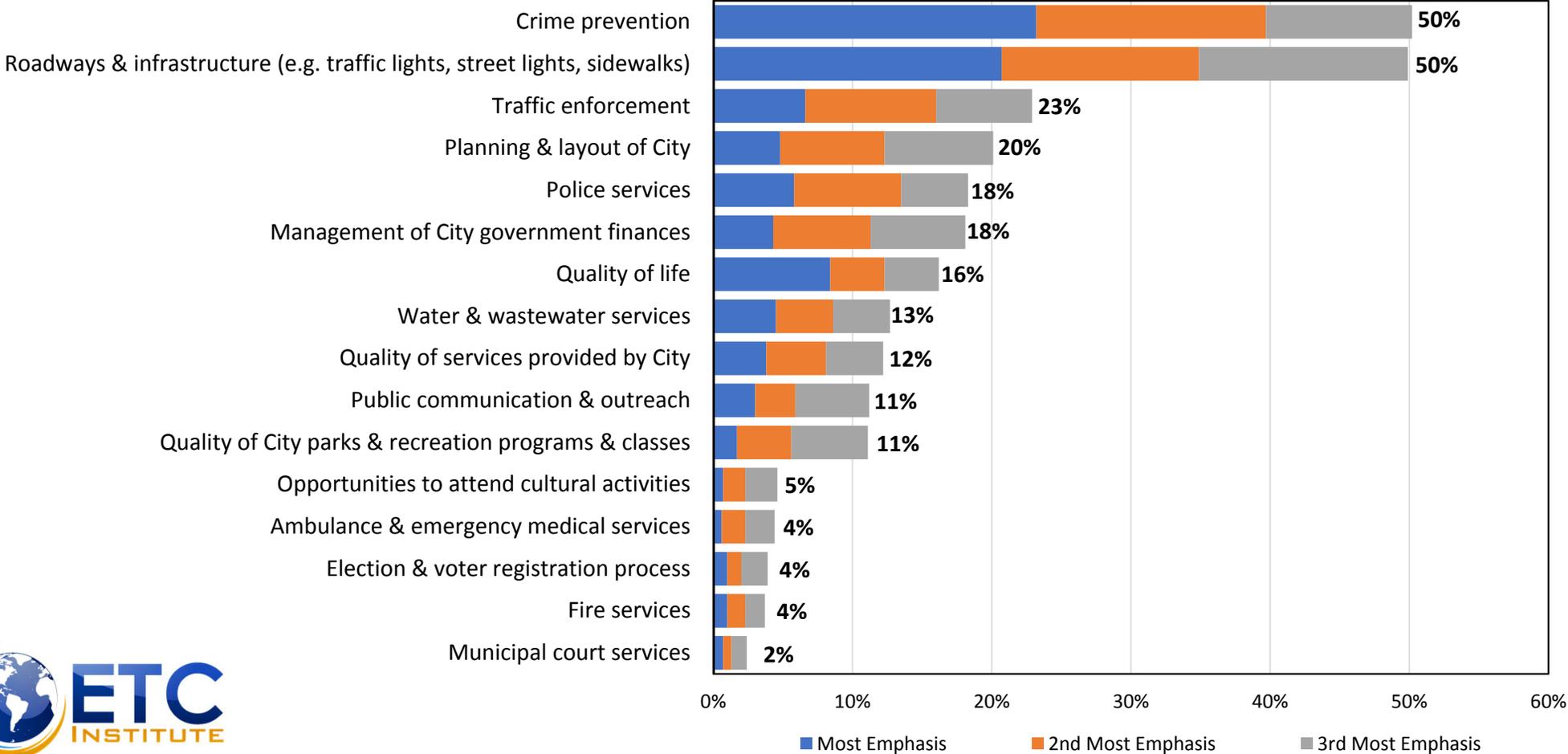
Q1. Overall Satisfaction with City Services

by percentage of respondents (excluding "don't know")



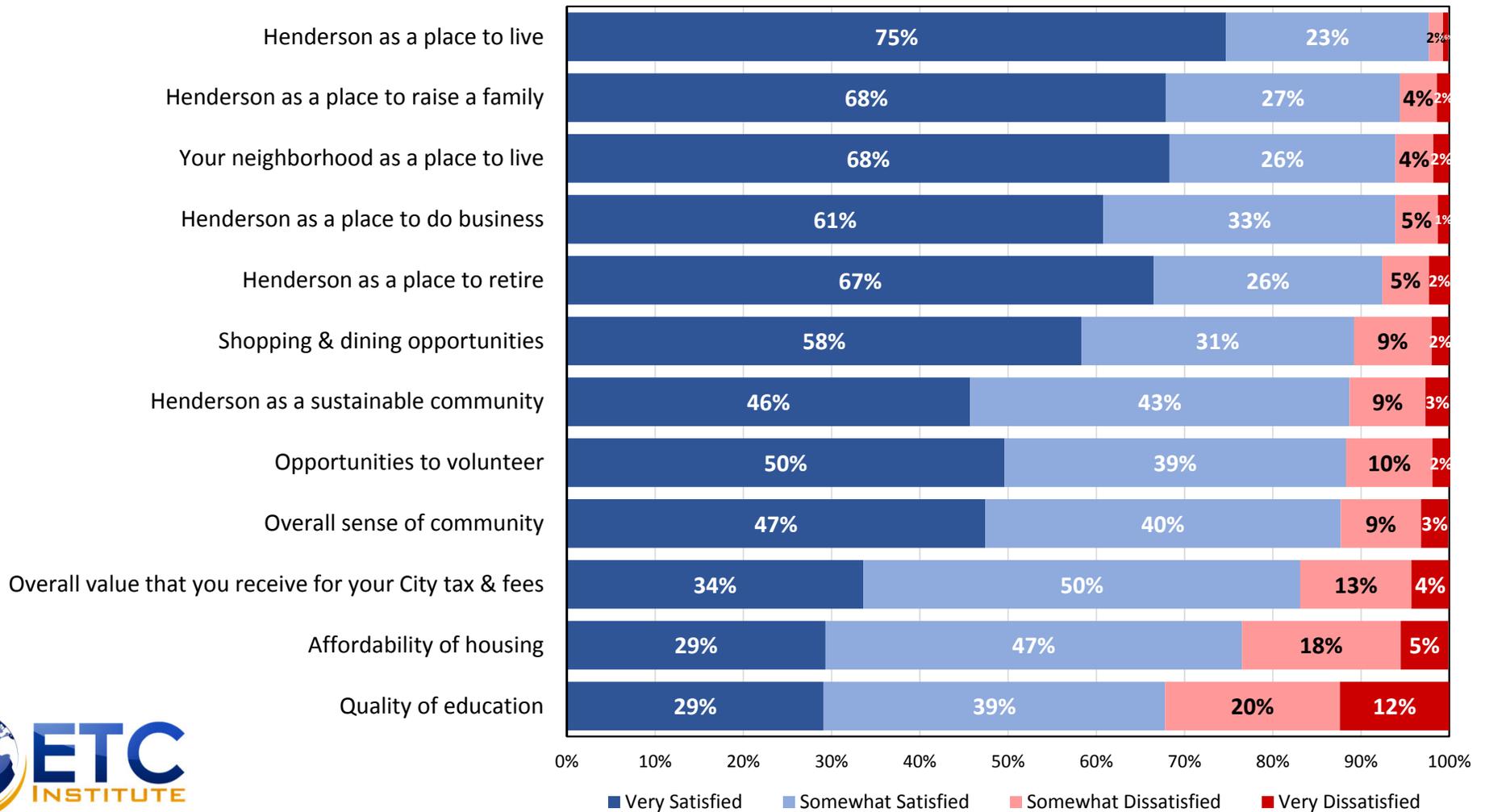
Q2. Which THREE city service items do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years?

by percentage of respondents (sum of respondents' top three choices)



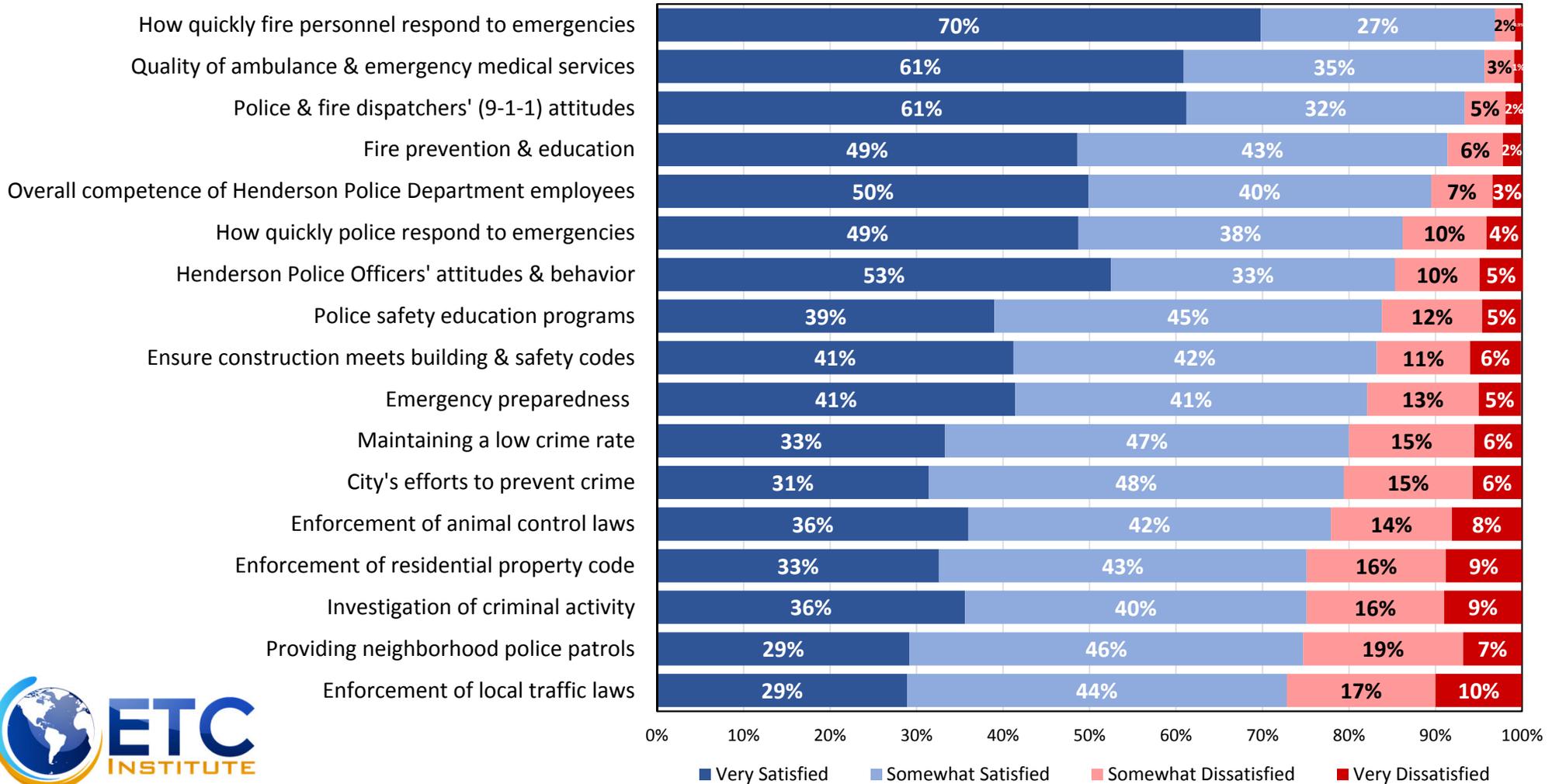
Q3. Overall Satisfaction with the Perception of the City

by percentage of respondents (excluding "don't know")



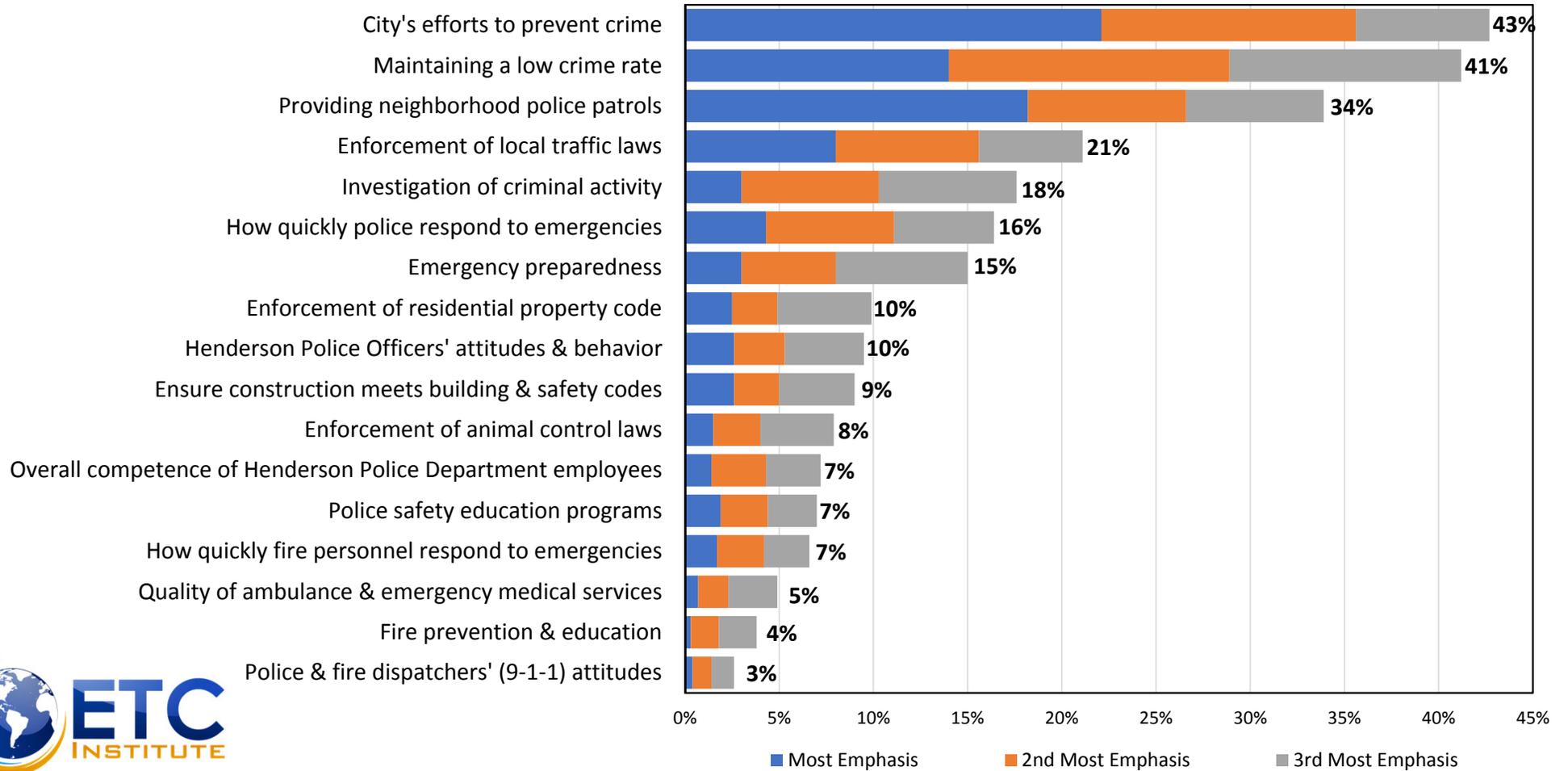
Q4. Overall Satisfaction with Public Safety

by percentage of respondents (excluding "don't know")



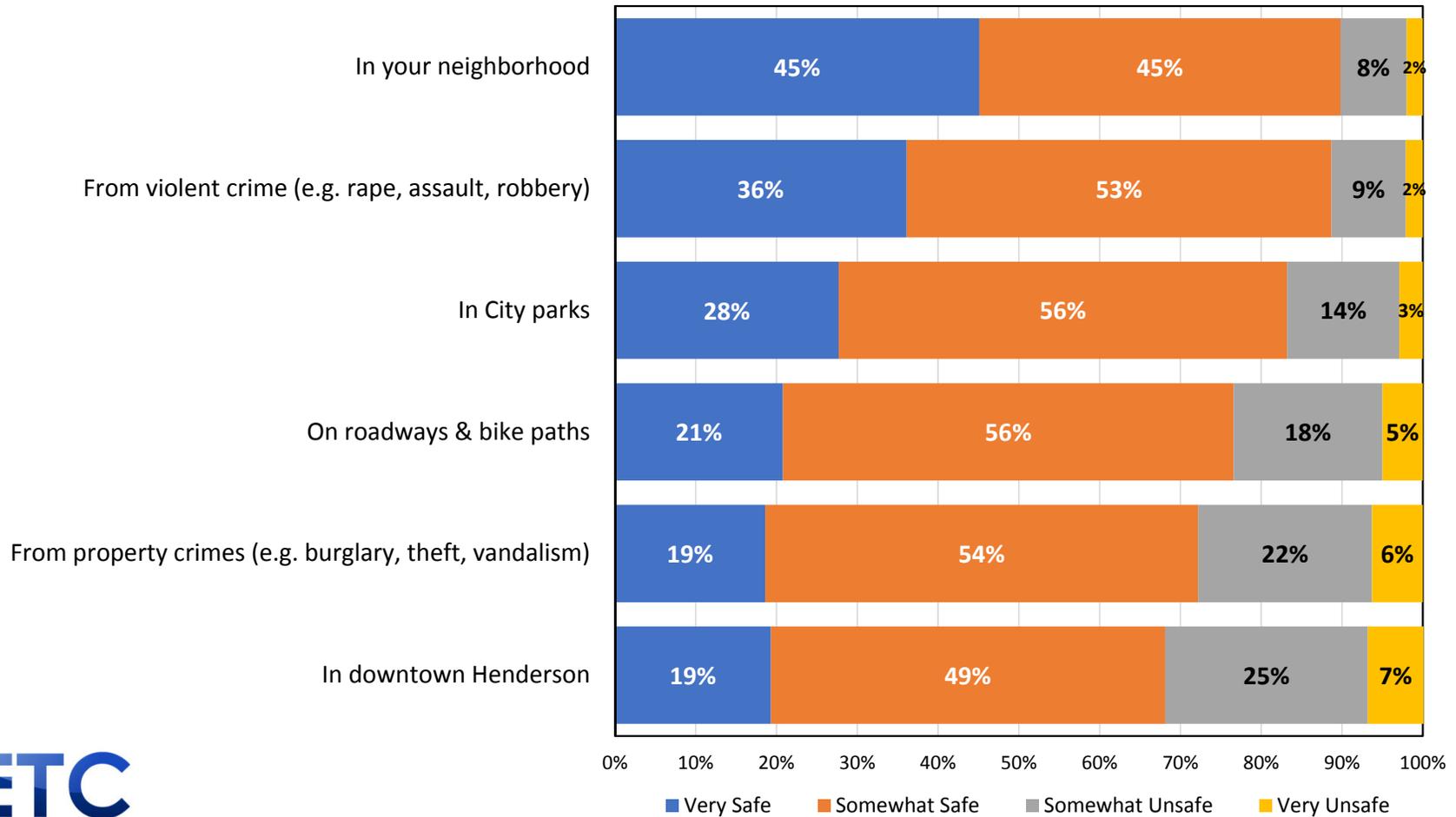
Q5. Which THREE of the public safety items do you think should receive the MOST EMPHASIS from City leaders over the next TWO years?

by percentage of respondents (sum of respondents' top three choices)



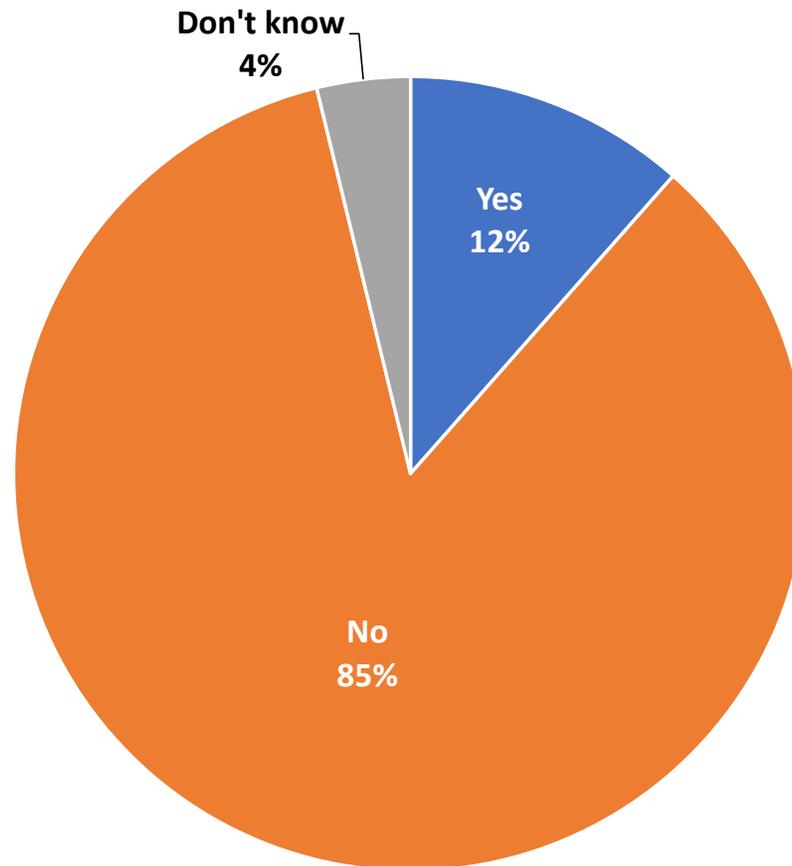
Q6. Overall Satisfaction with Community Safety

by percentage of respondents (excluding "no opinion")



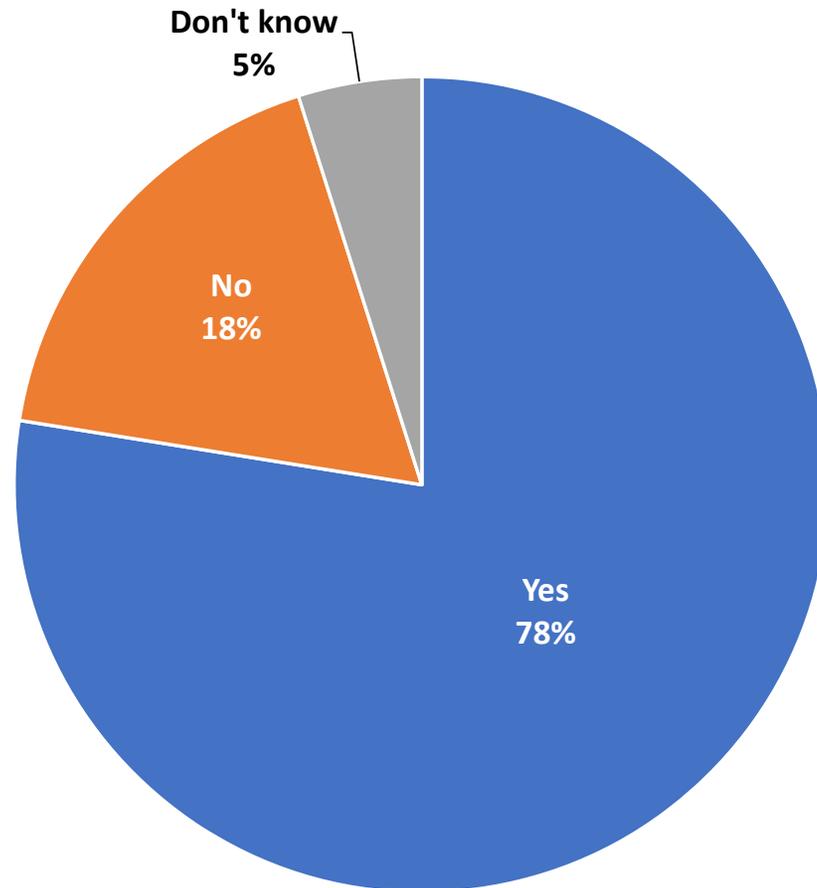
Q7. During the past 12 months, were you or anyone in your household the victim of any crime?

by percentage of respondents (excluding "don't know")



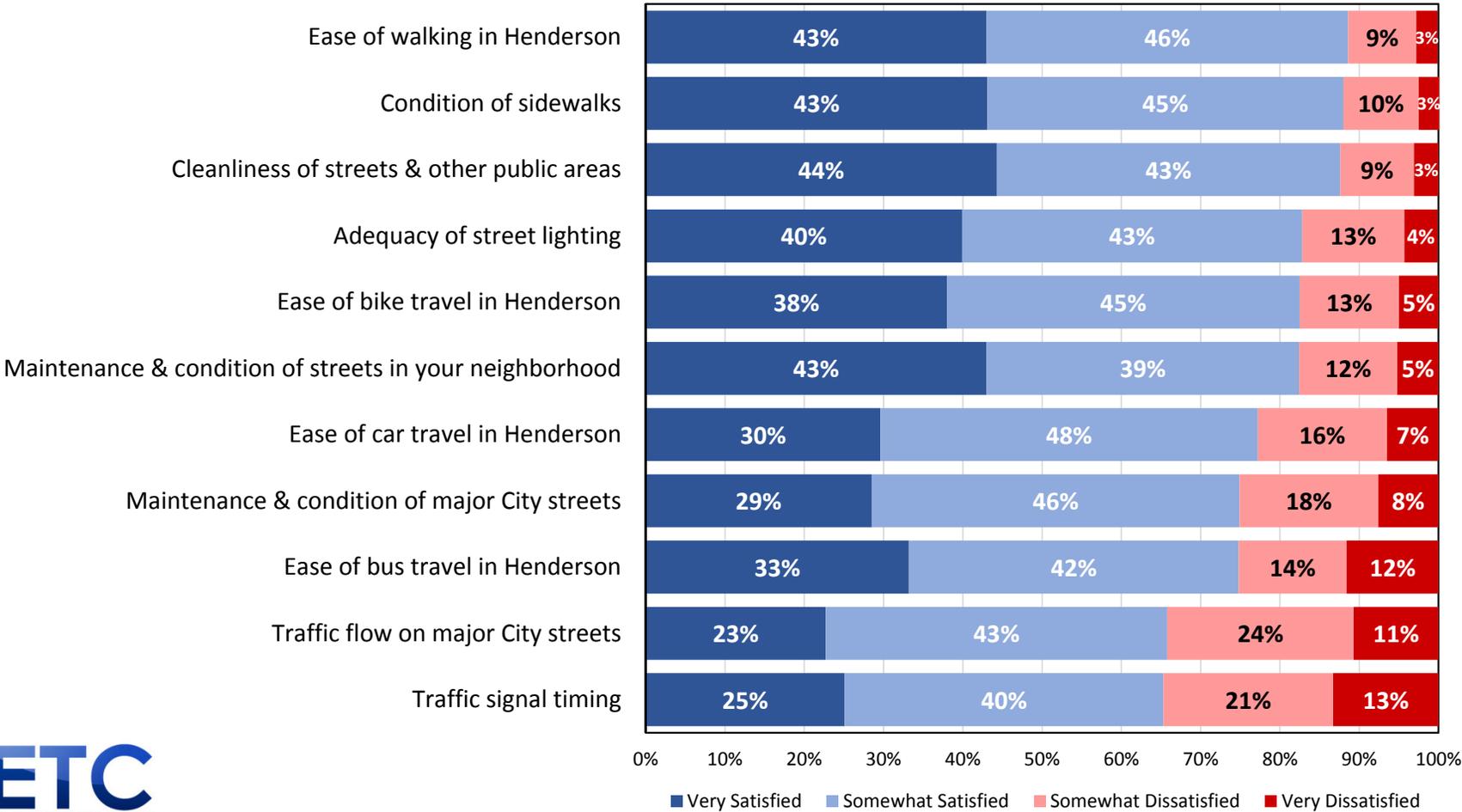
Q7a. Did you report all of these crimes to the police?

by percentage of households who were victims of a crime during the past 12 months (excluding "don't know")



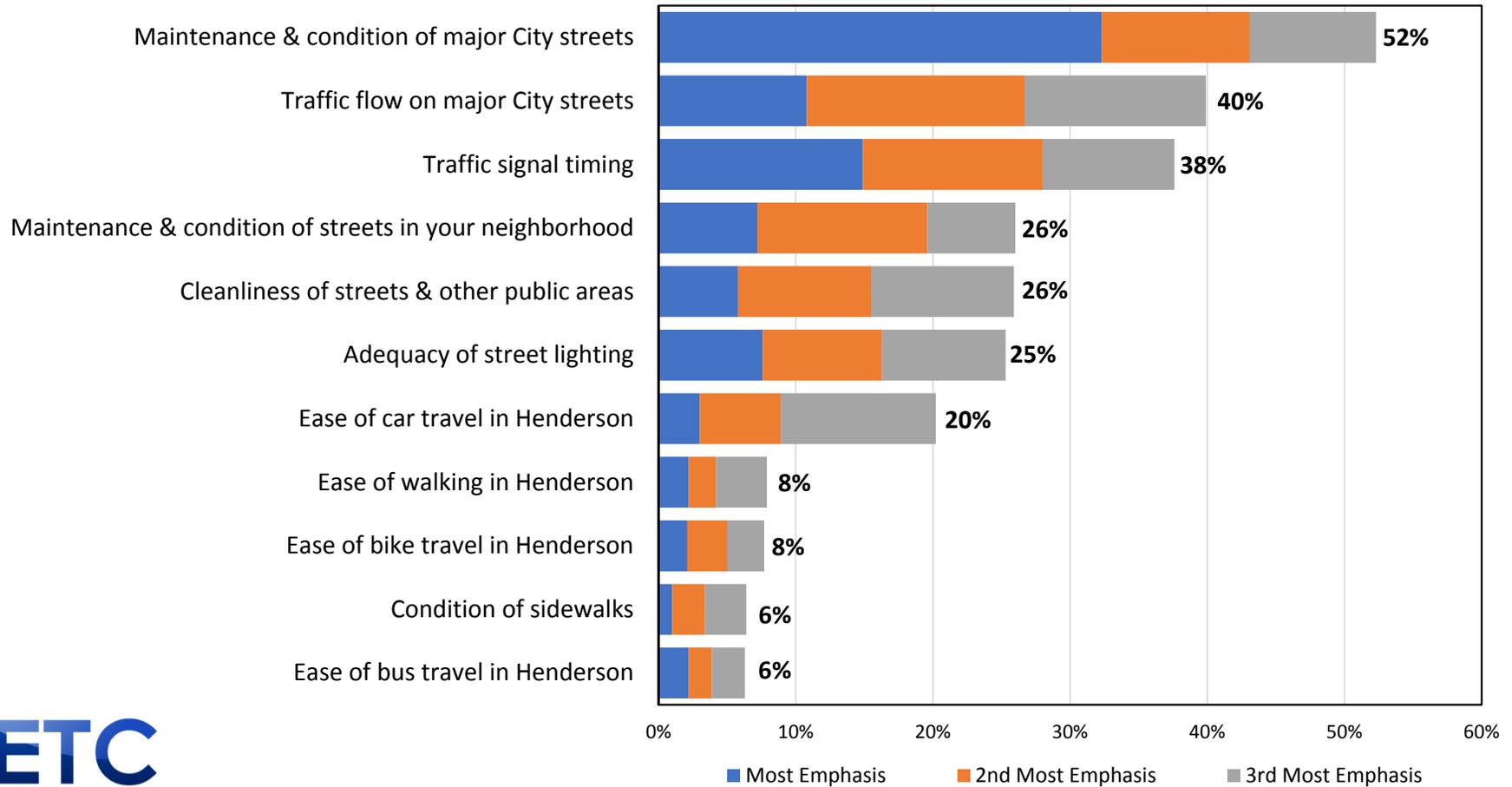
Q8. Overall Satisfaction with Public Works

by percentage of respondents (excluding "don't know")



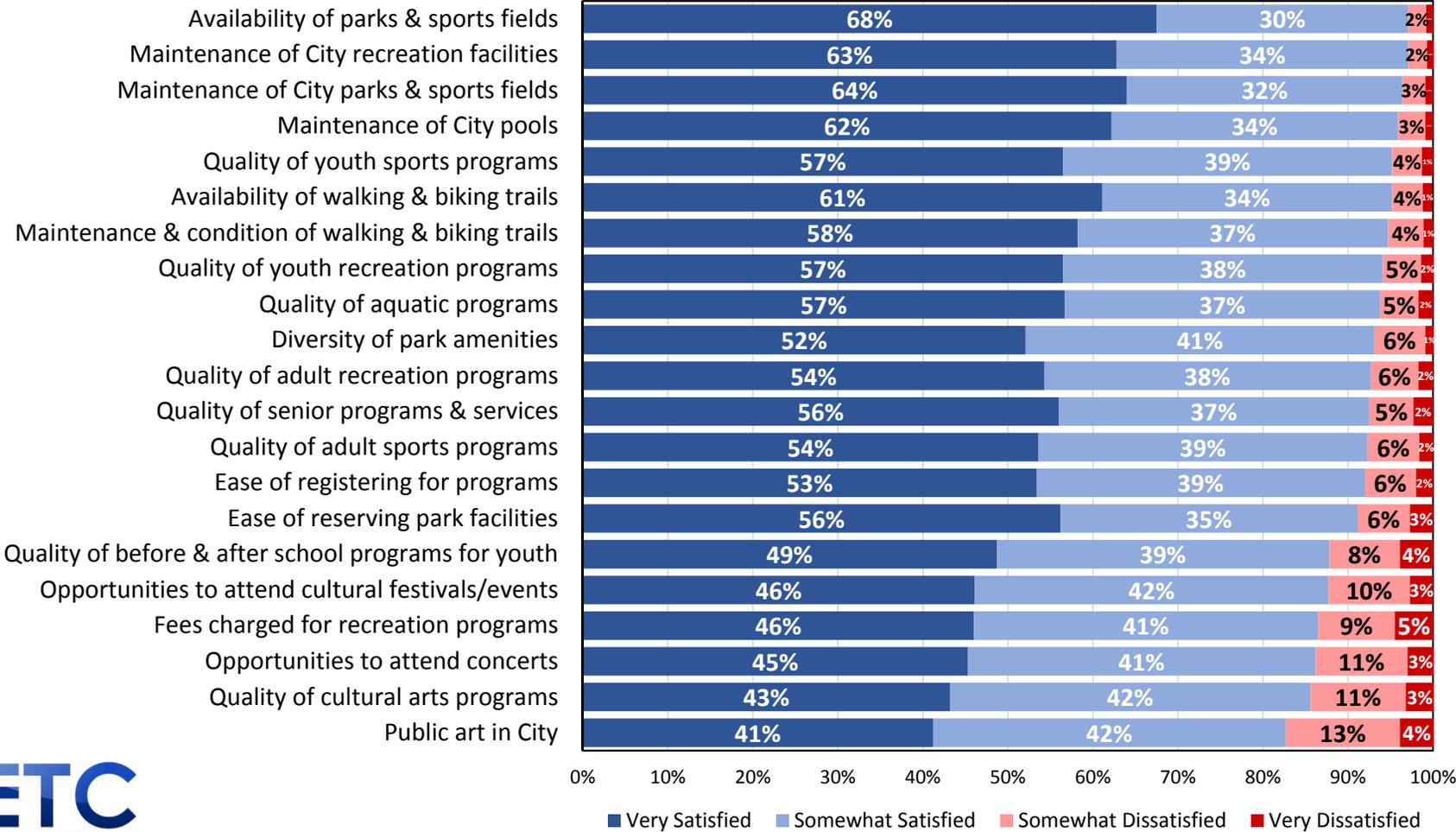
Q9. Which **THREE** public works items do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years?

by percentage of respondents (sum of respondents' top three choices)



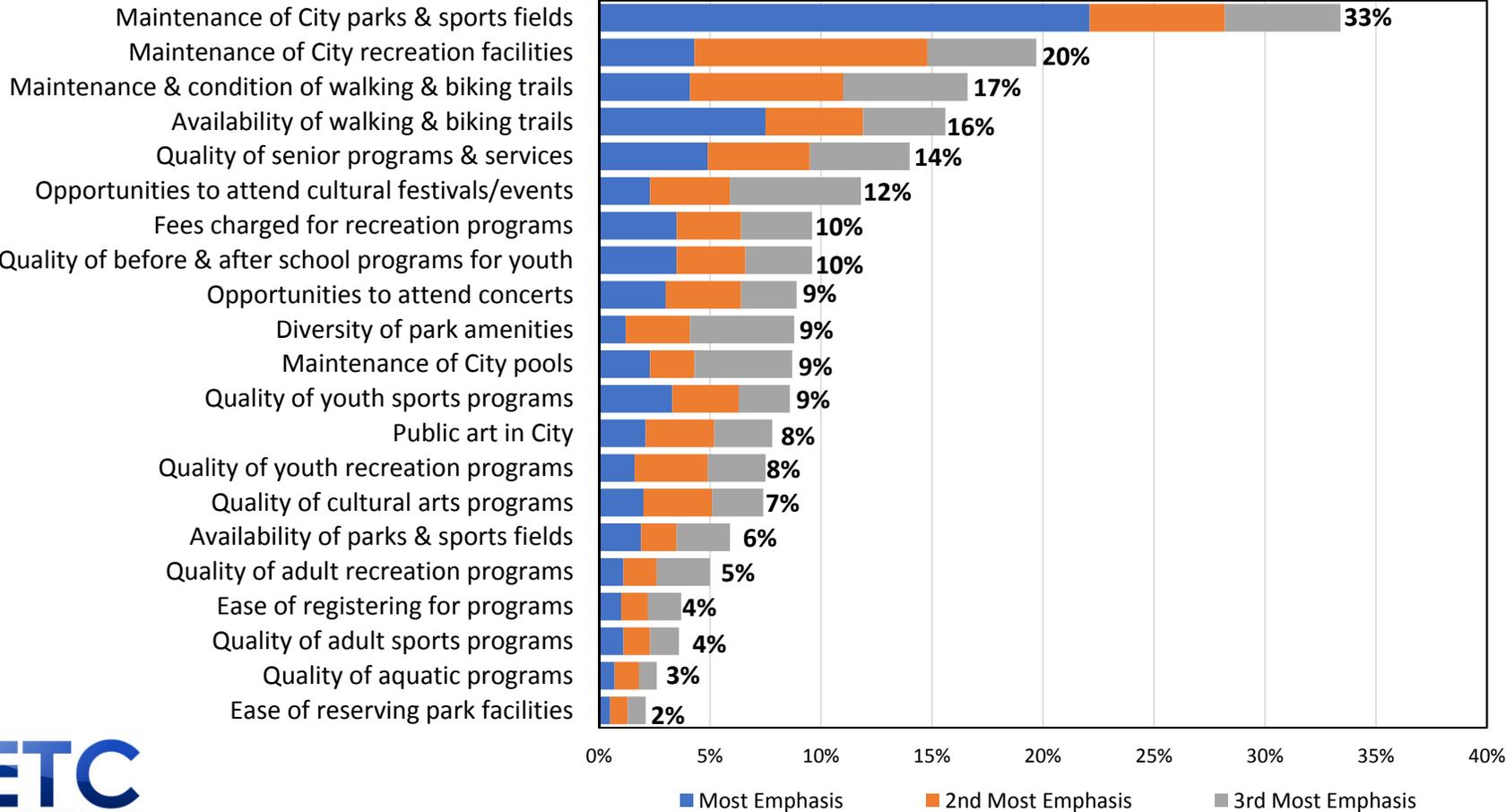
Q10. Overall Satisfaction with Parks and Recreation

by percentage of respondents (excluding "don't know")



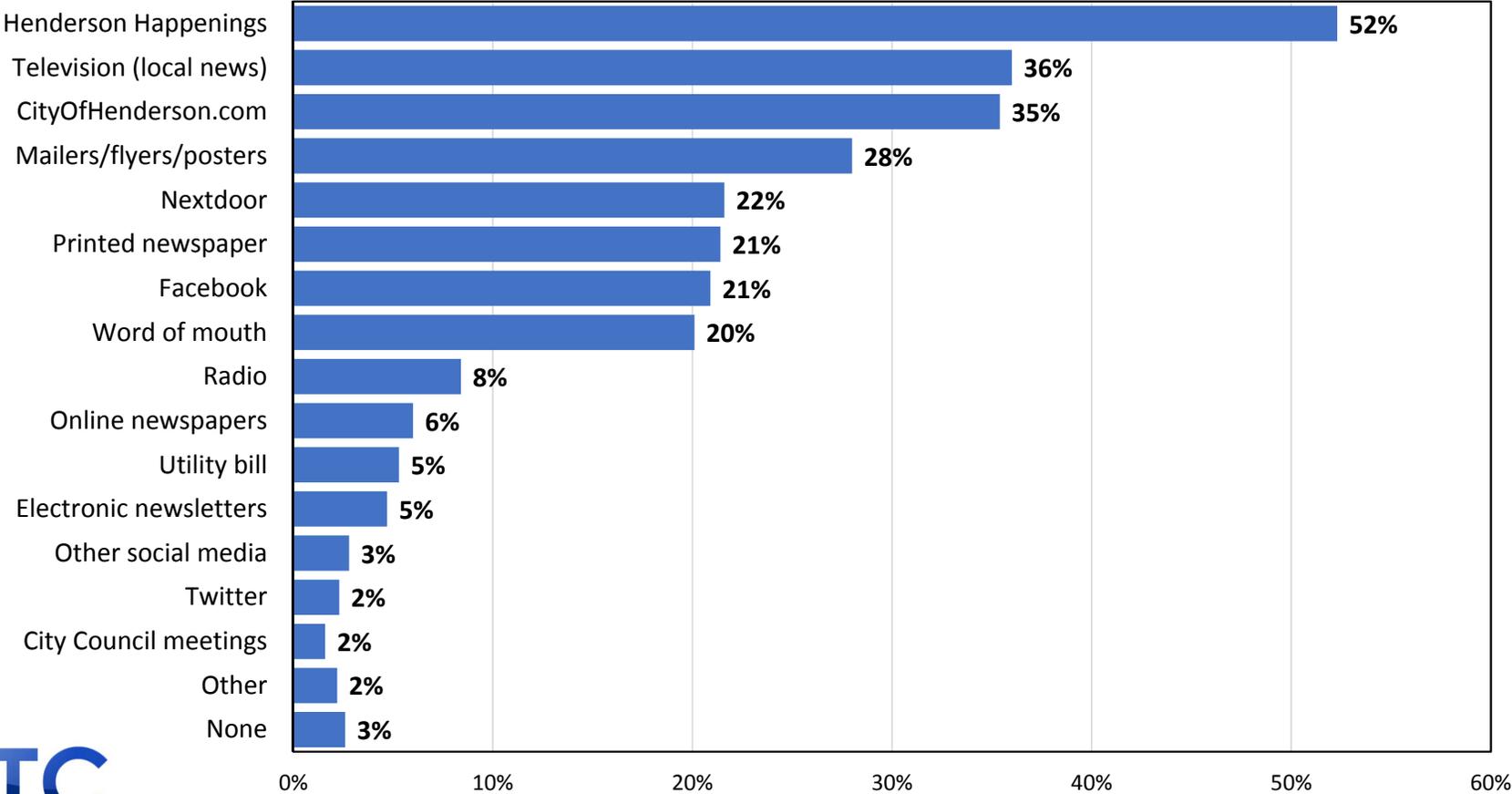
Q11. Which THREE parks and recreation items do you think should receive the **MOST EMPHASIS** from City leaders over the next **TWO** years?

by percentage of respondents (sum of respondents' top three choices)



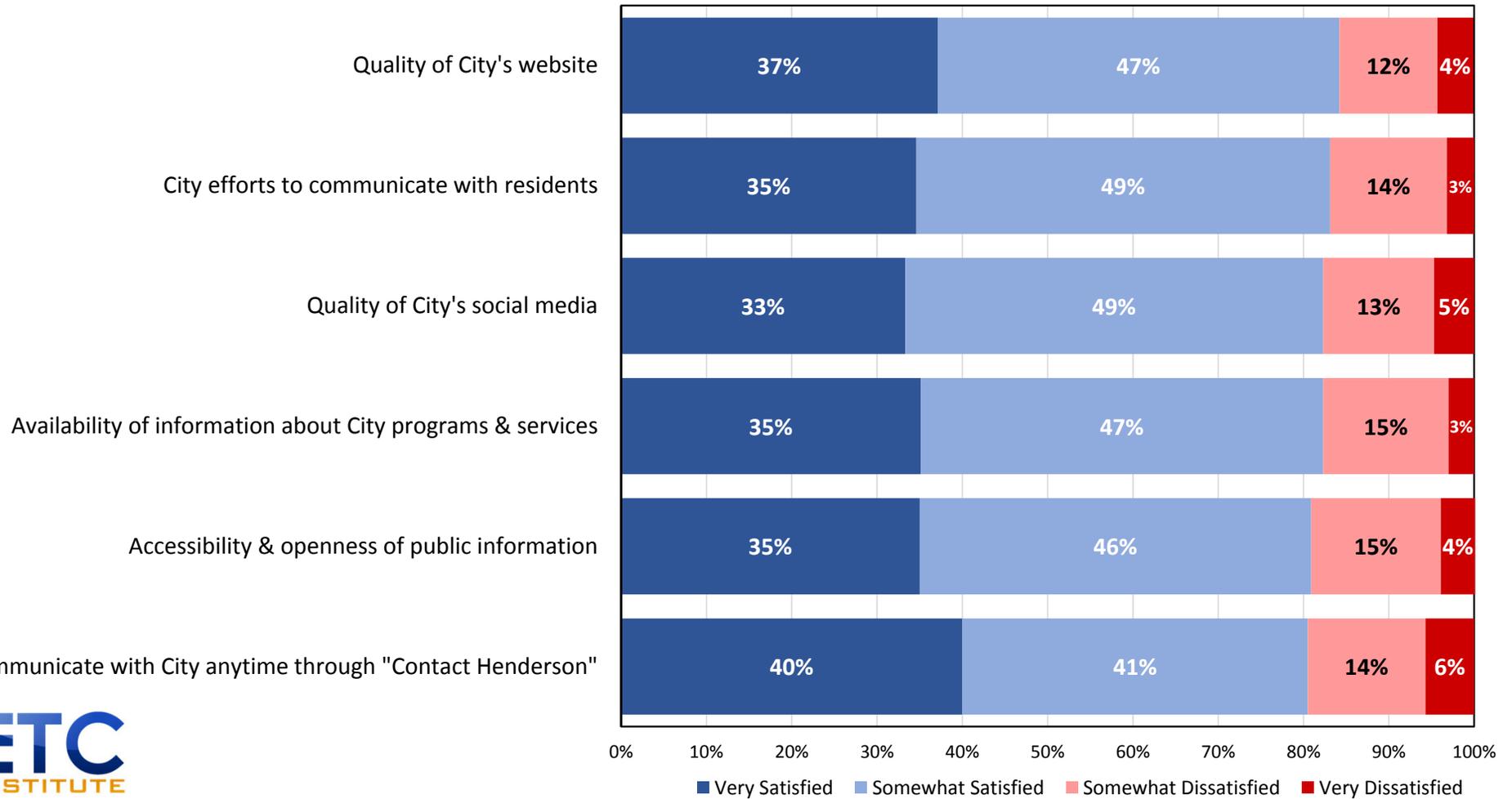
Q13. Which THREE of the information sources listed below do you USE MOST to find out about City of Henderson news, information, and programming?

by percentage of respondents



Q14. Overall Satisfaction with City Communication

by percentage of respondents (excluding "don't know")

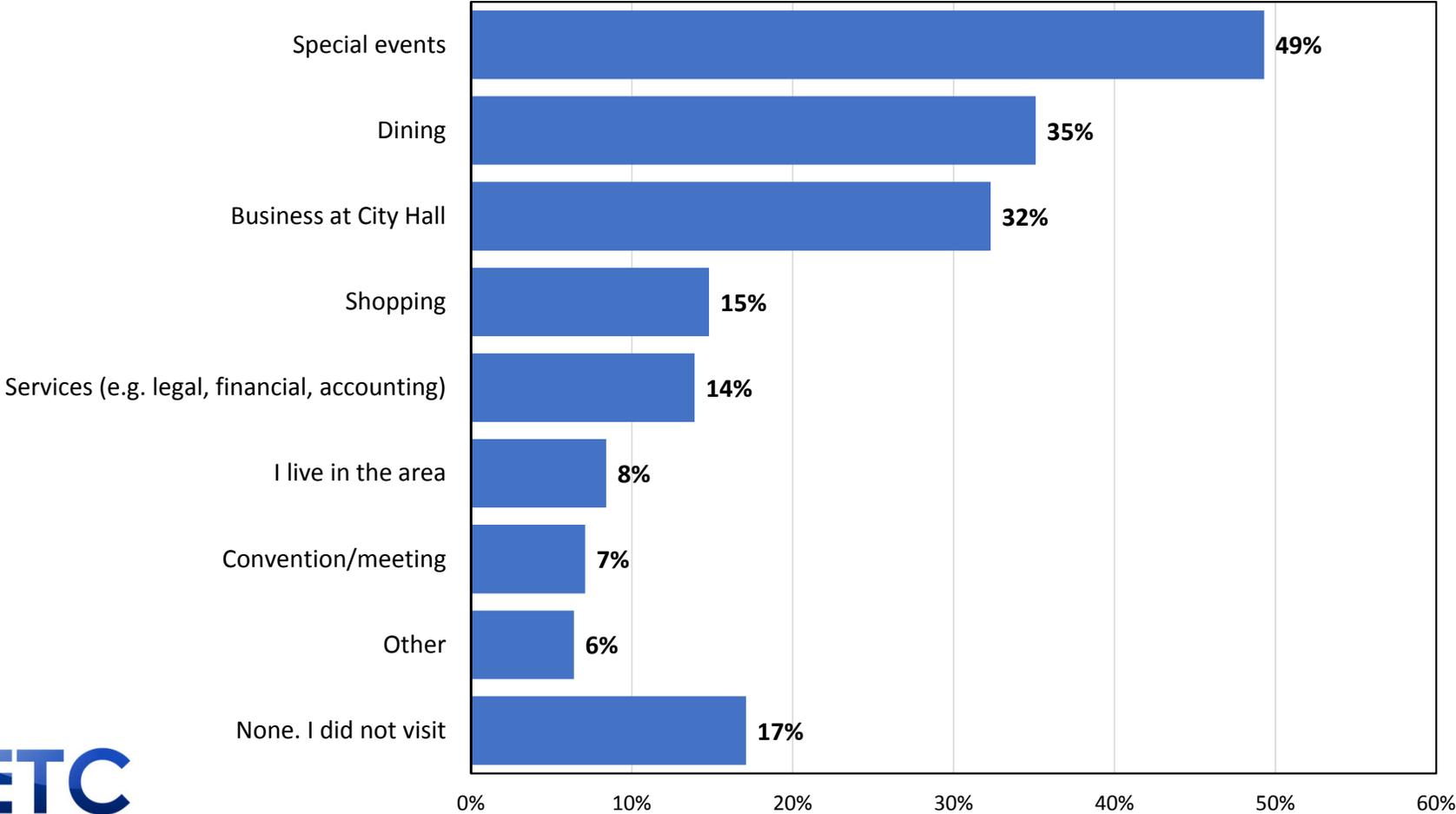


Ability to communicate with City anytime through "Contact Henderson"



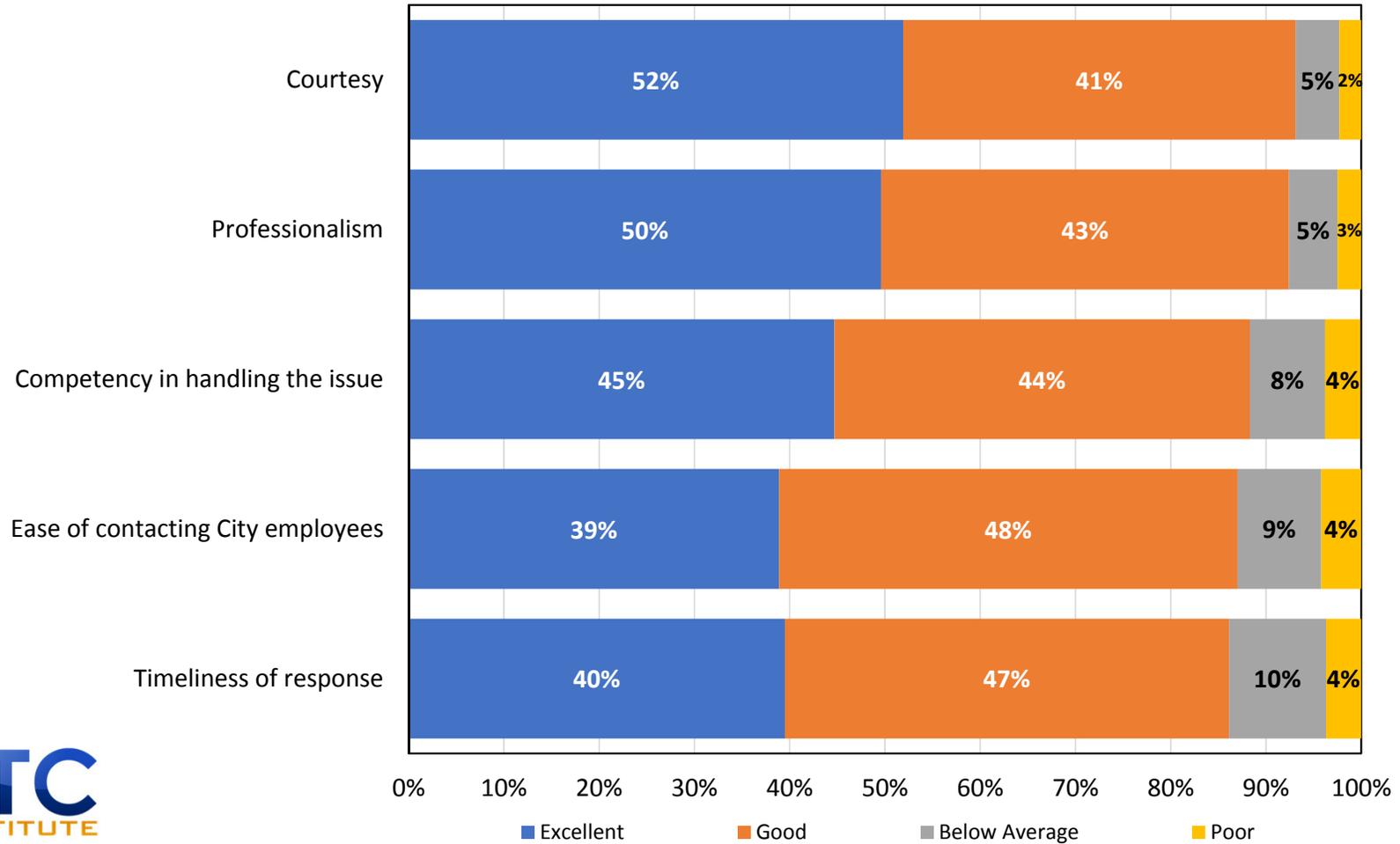
Q15. If you have ever visited the Water Street District, what was your purpose?

by percentage of respondents



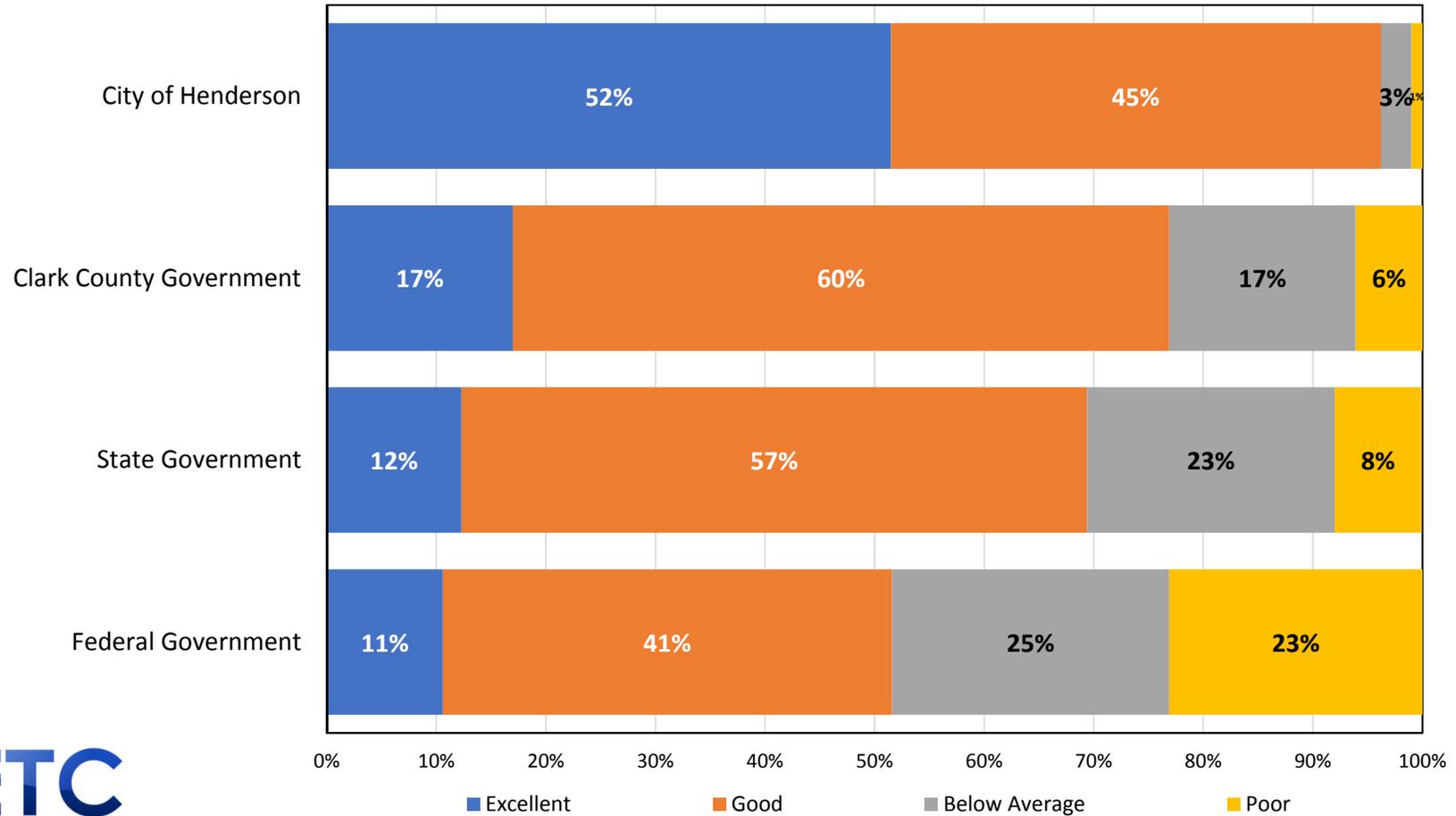
Q16. Satisfaction with Interactions had with City Employees

by percentage of respondents (excluding "don't know")



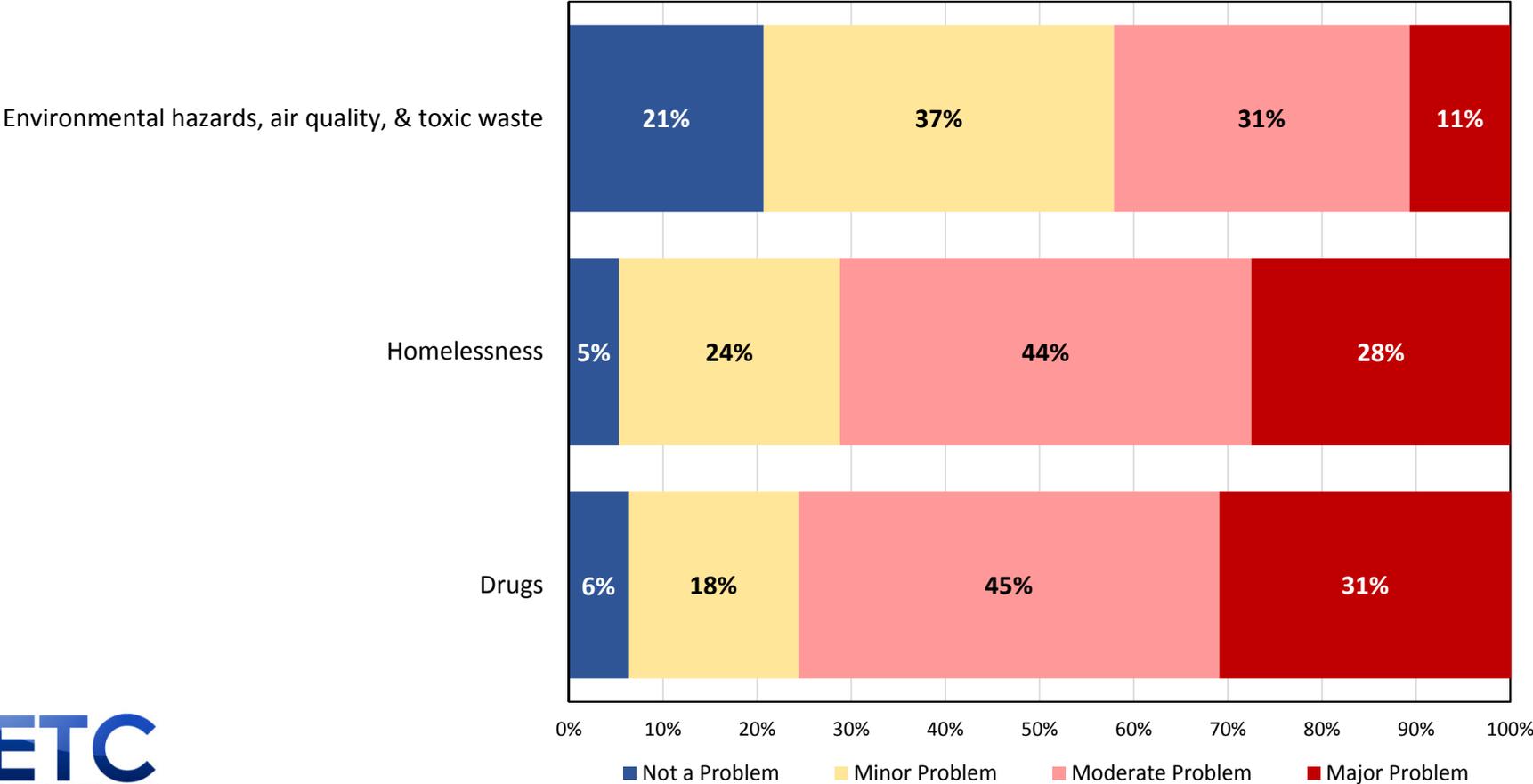
Q17. Overall Ratings of Perception of the City

by percentage of respondents (excluding "don't know")



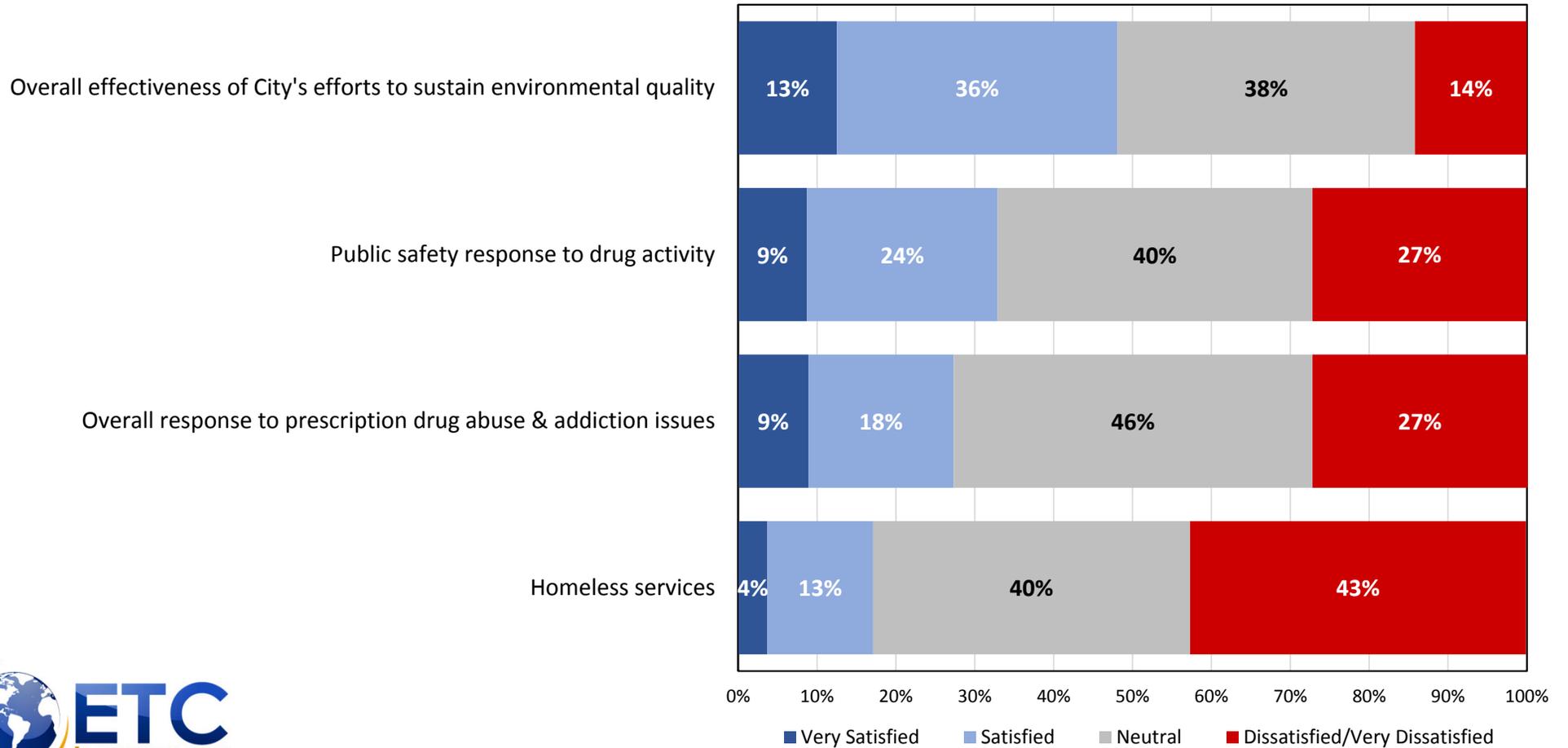
Q18. Please indicate the extent to which you think each of the following are an issue in the City of Henderson.

by percentage of respondents (excluding "don't know")



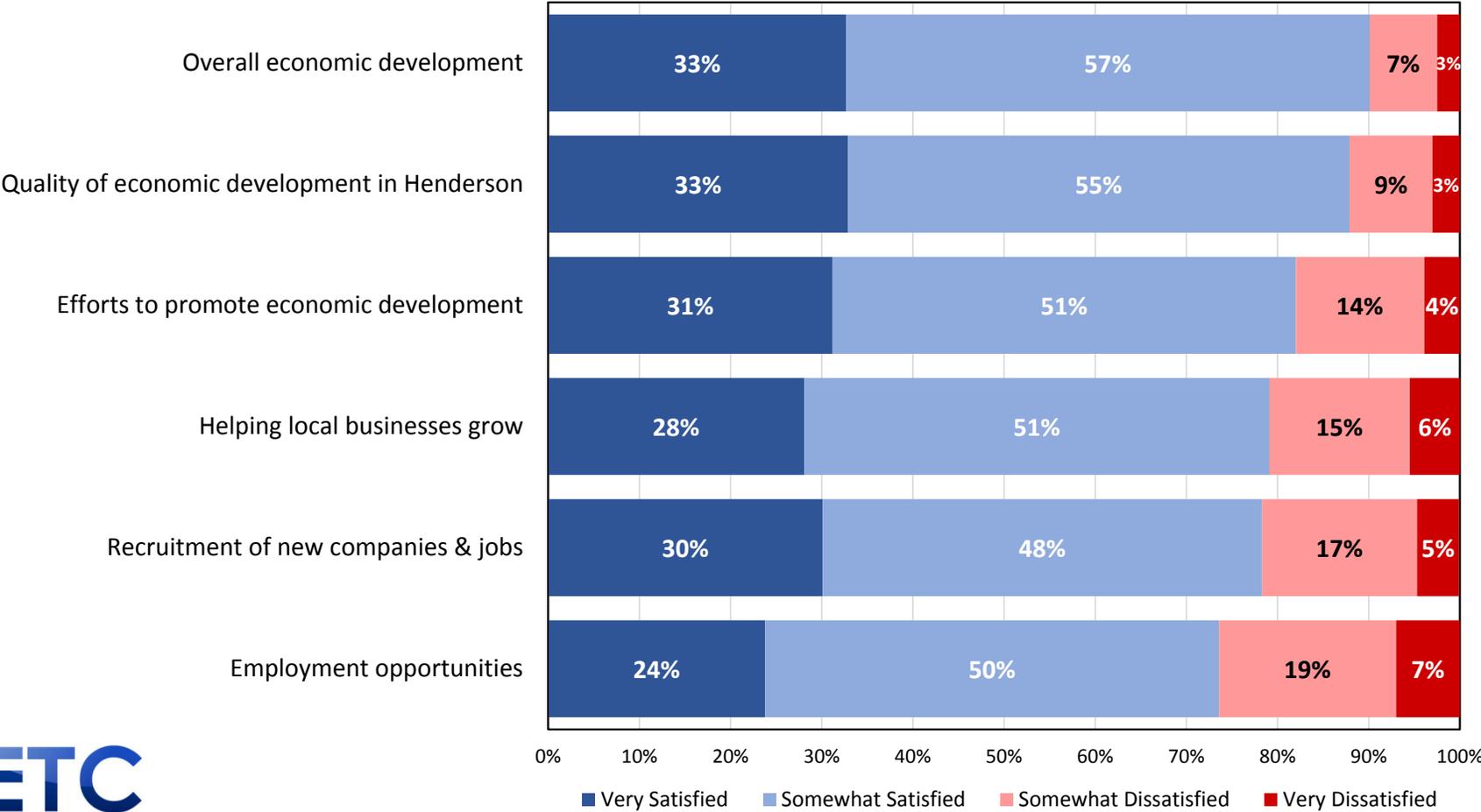
Q19. Satisfaction with Specific Categories of City Services

by percentage of respondents (excluding "don't know")



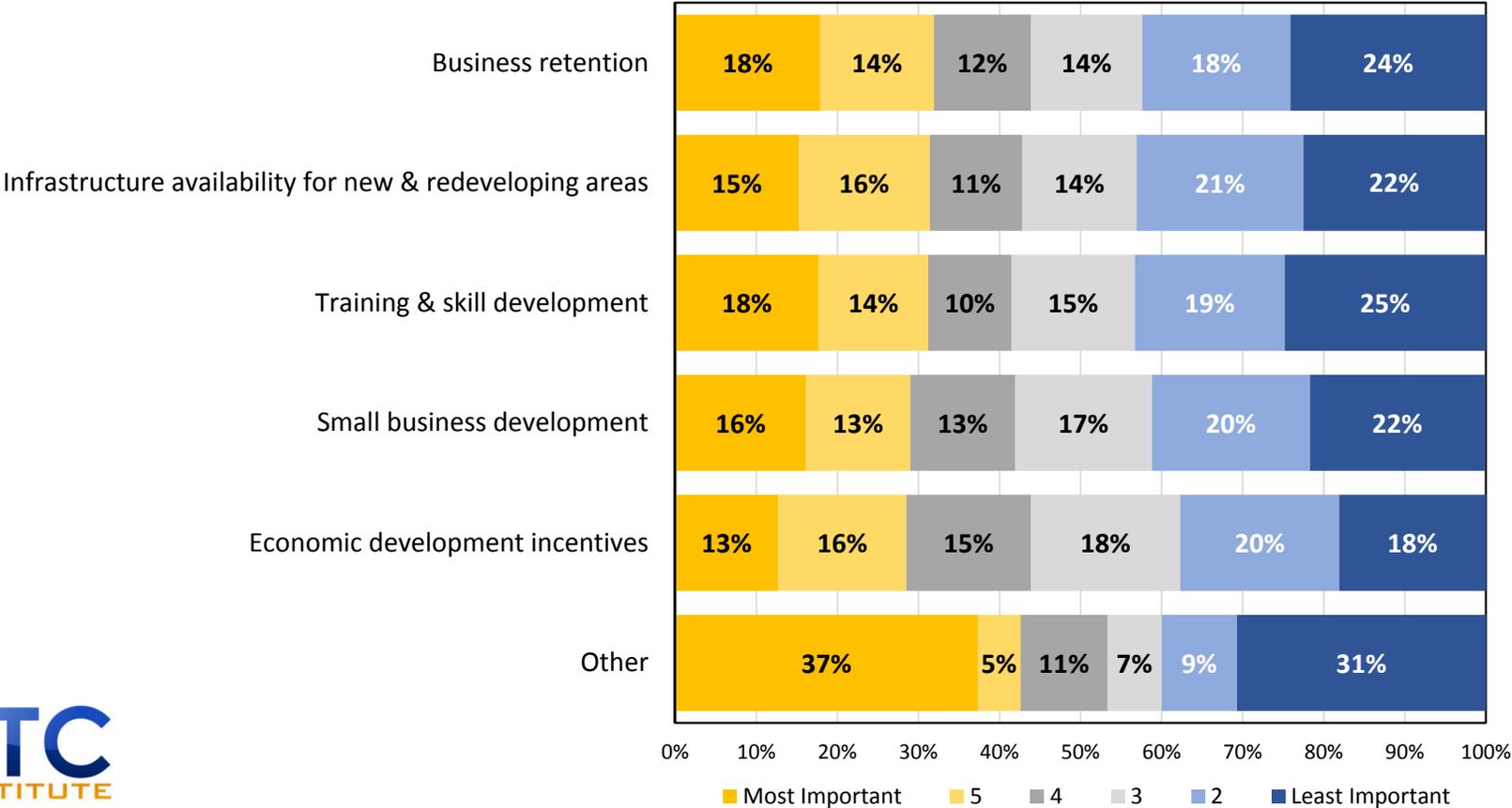
Q20. Satisfaction with Economic Development

by percentage of respondents (excluding "don't know")



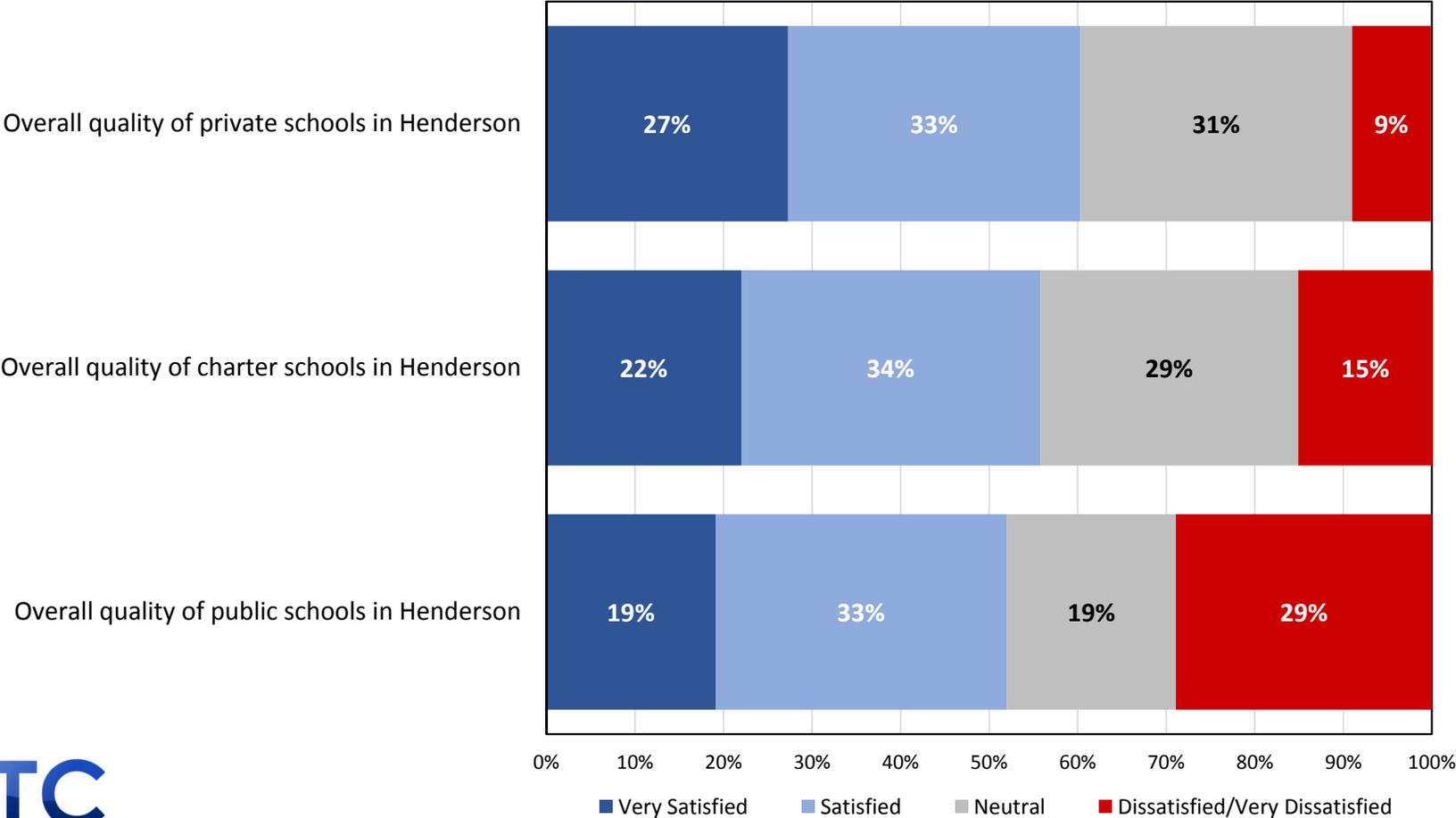
Q21. Please rank the importance of the following Economic and Workforce Development focus areas using a scale of 1 to 6, where 6 is "most important" and 1 is "least important."

by percentage of respondents



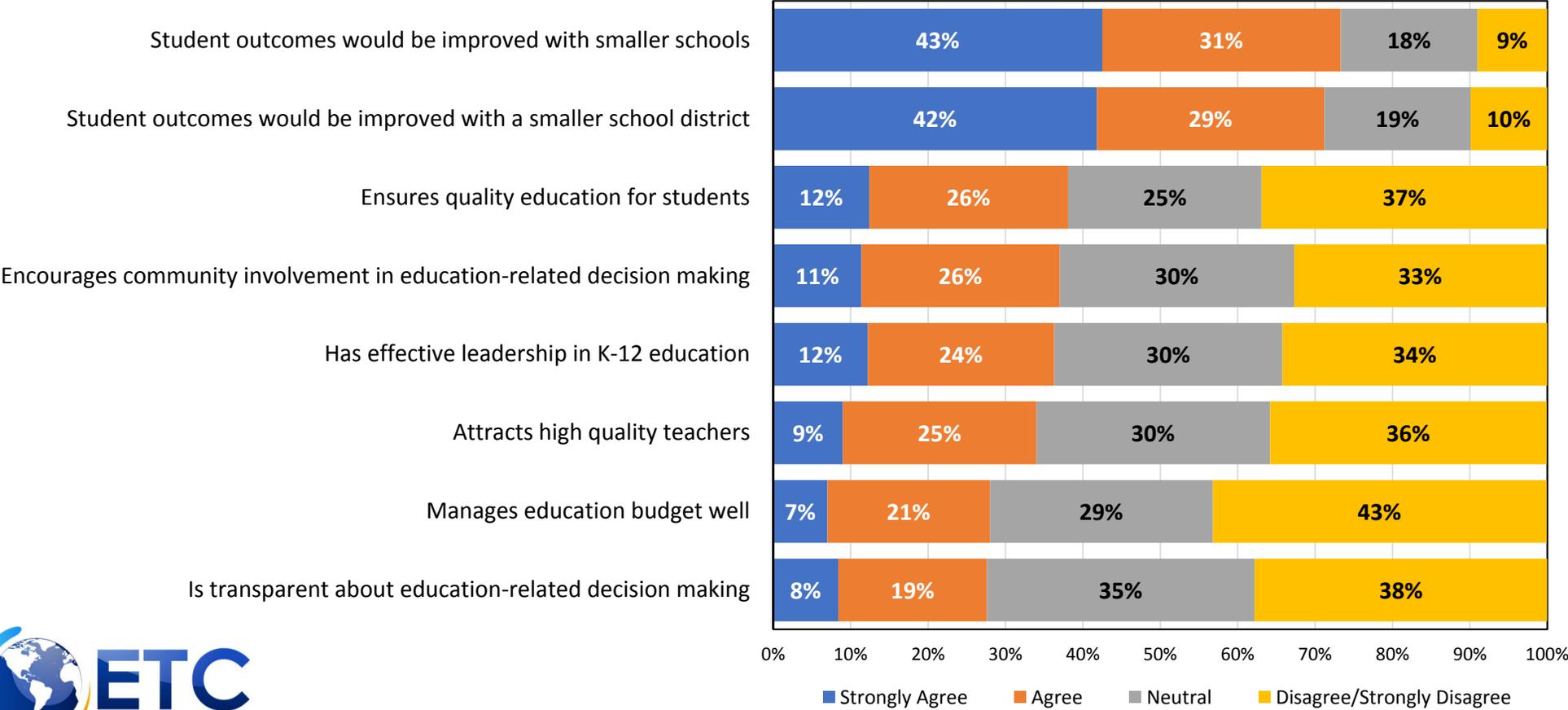
Q23. Satisfaction with Schools

by percentage of respondents (excluding "don't know")



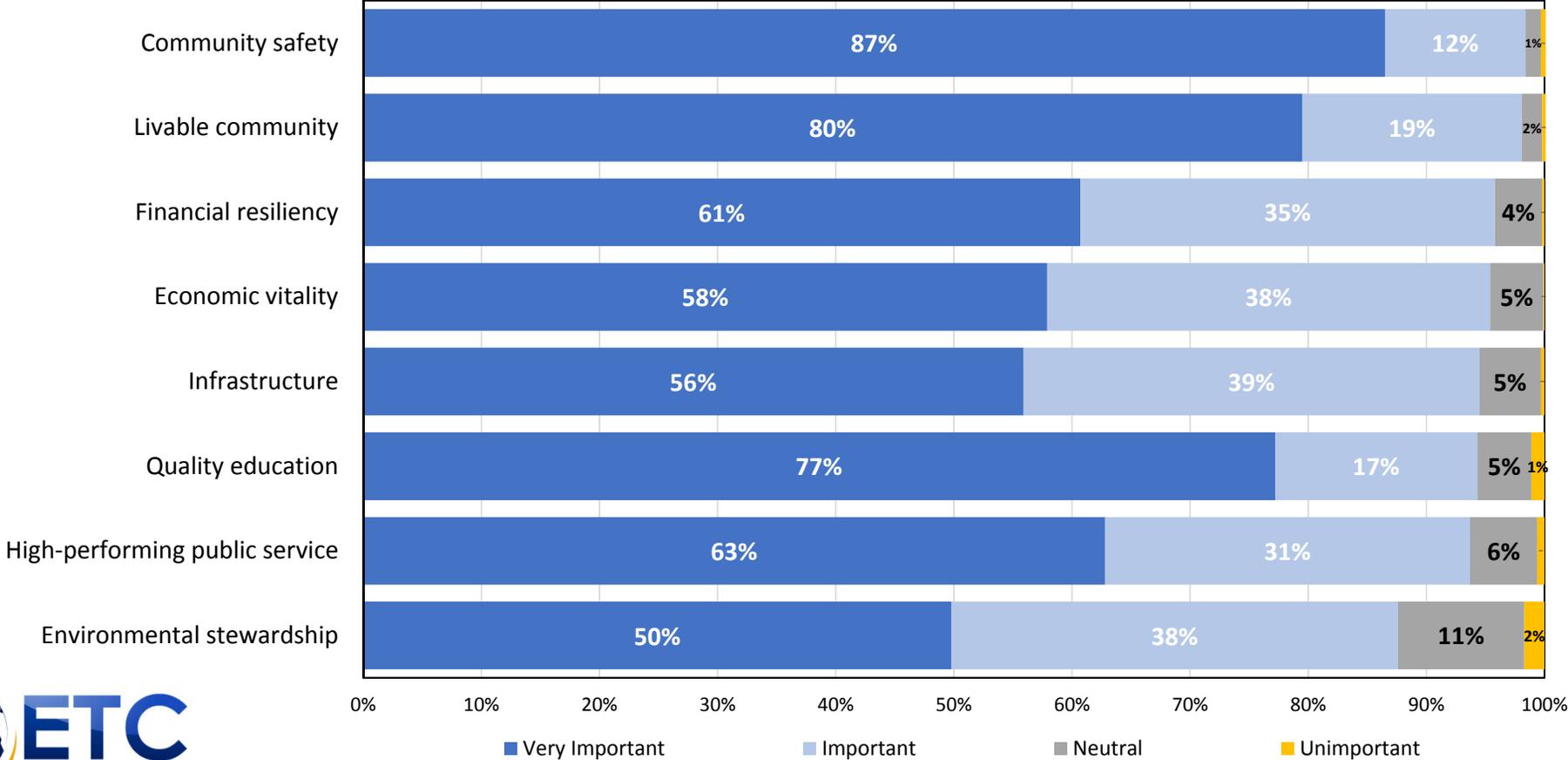
Q24. Level of Agreement with Various Statements About Henderson Public Schools

by percentage of respondents (excluding "don't know")



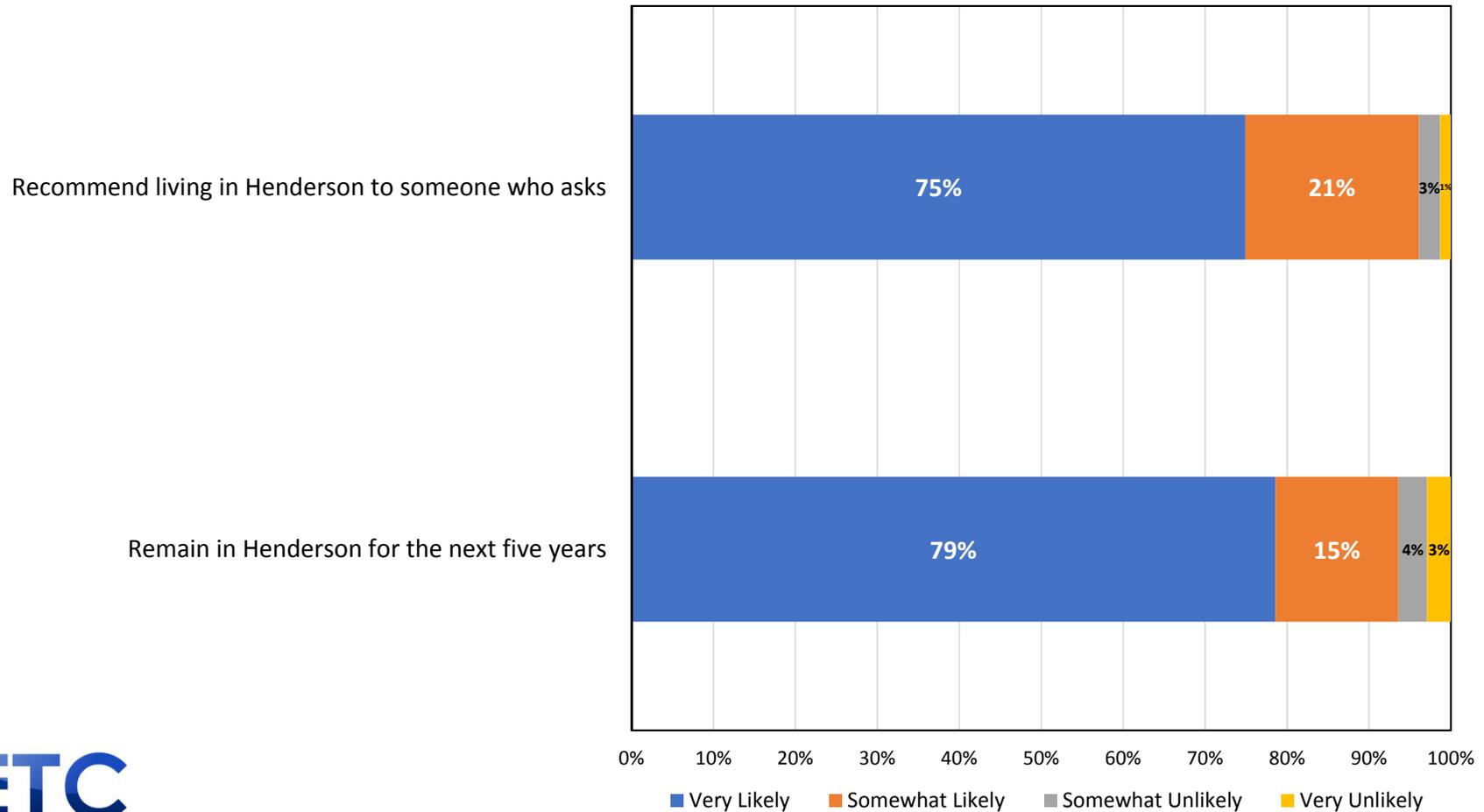
Q25. Please indicate how important each of the City's major focus areas listed below are to you.

by percentage of respondents (excluding "don't know")



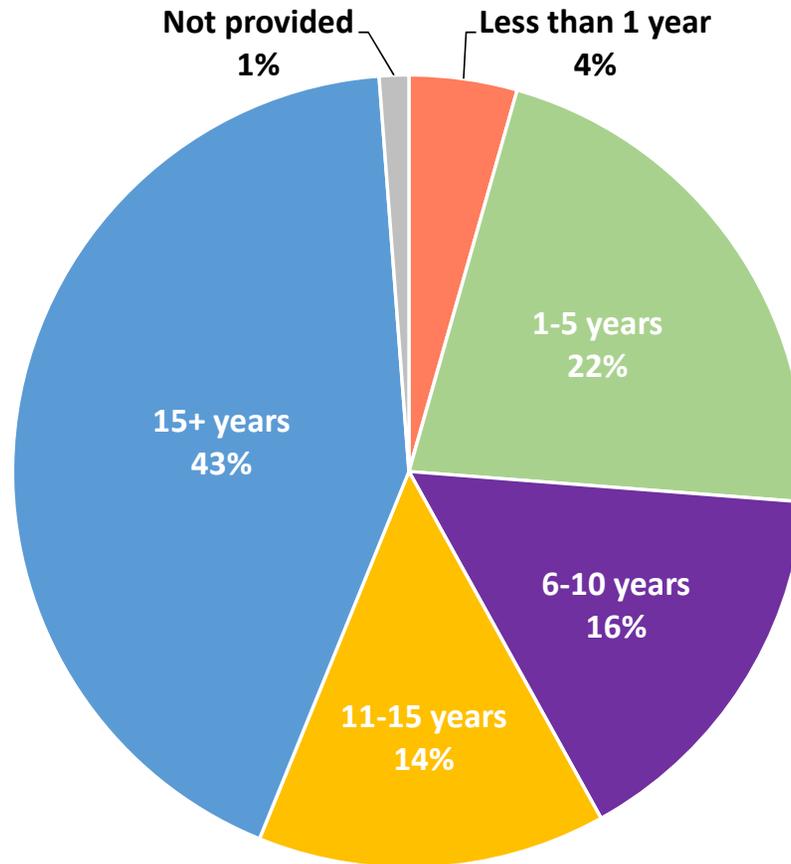
Q26. Please indicate how likely you are to do each of the following.

by percentage of respondents (excluding "don't know")



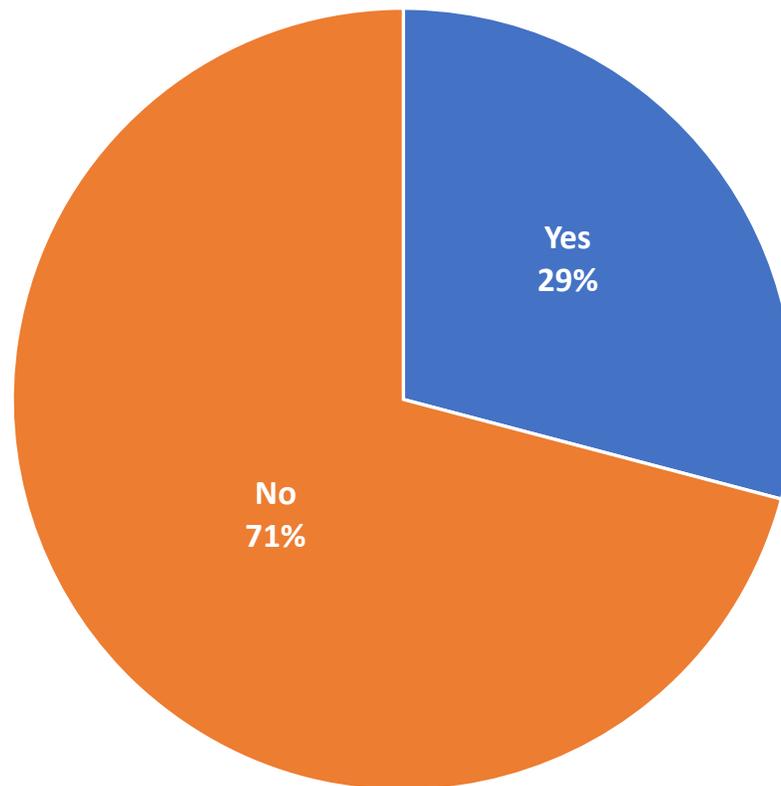
Demographics: Q27. How long have you lived in the City of Henderson?

by percentage of respondents (excluding "not provided")



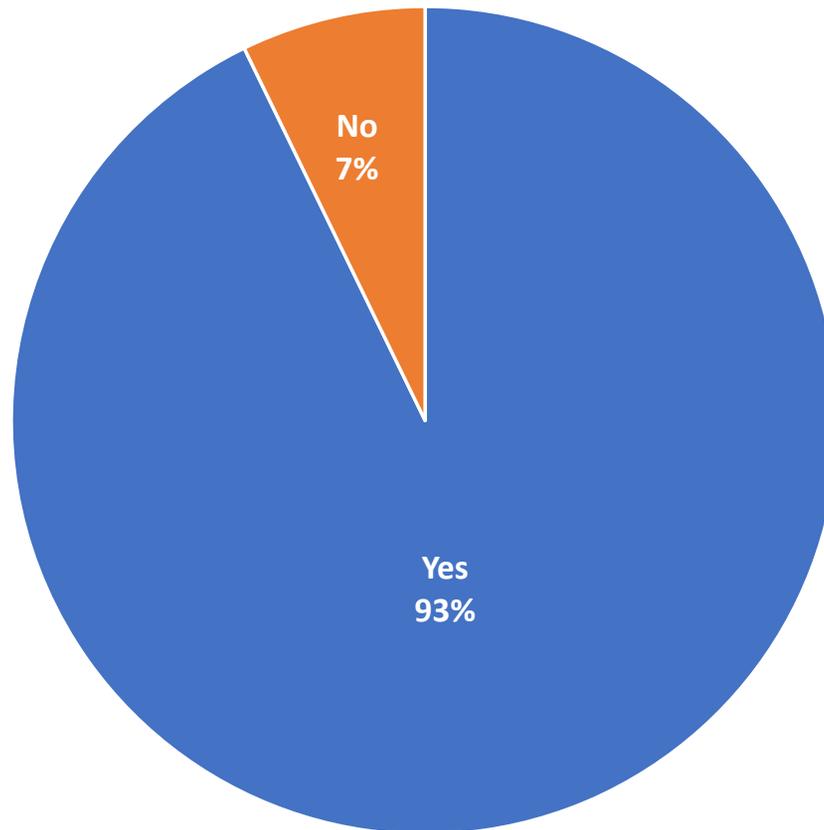
Demographics: Q28. Do you work within the city limits of the City of Henderson?

by percentage of respondents (excluding "not provided")



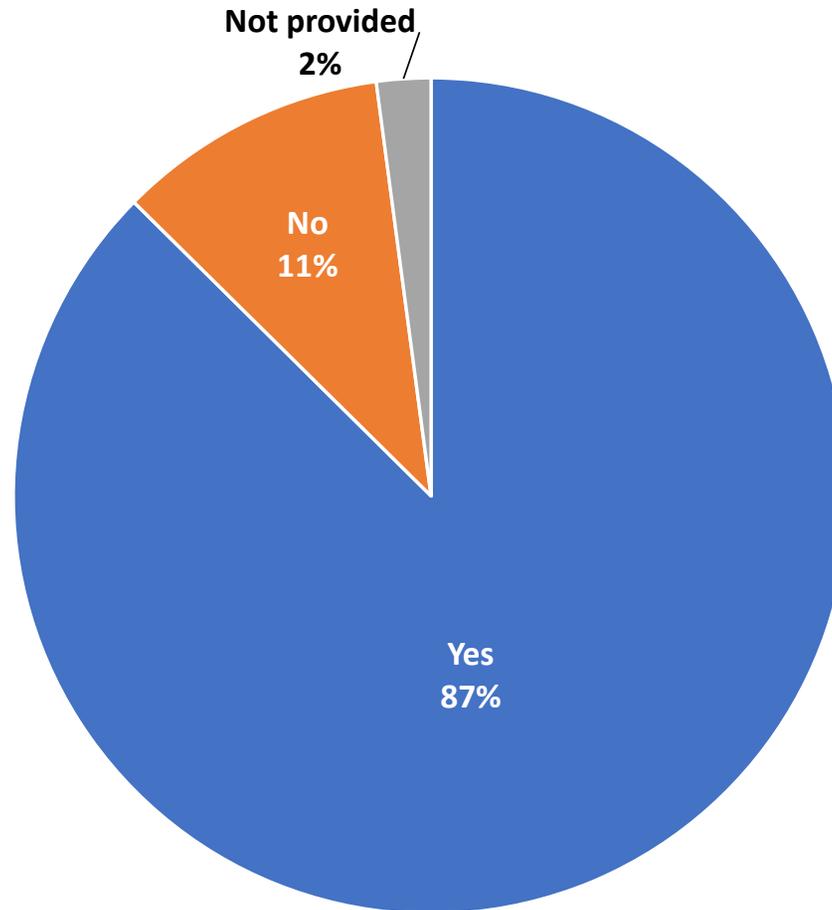
Demographics: Q29. Are you a registered voter?

by percentage of respondents (excluding "not provided")



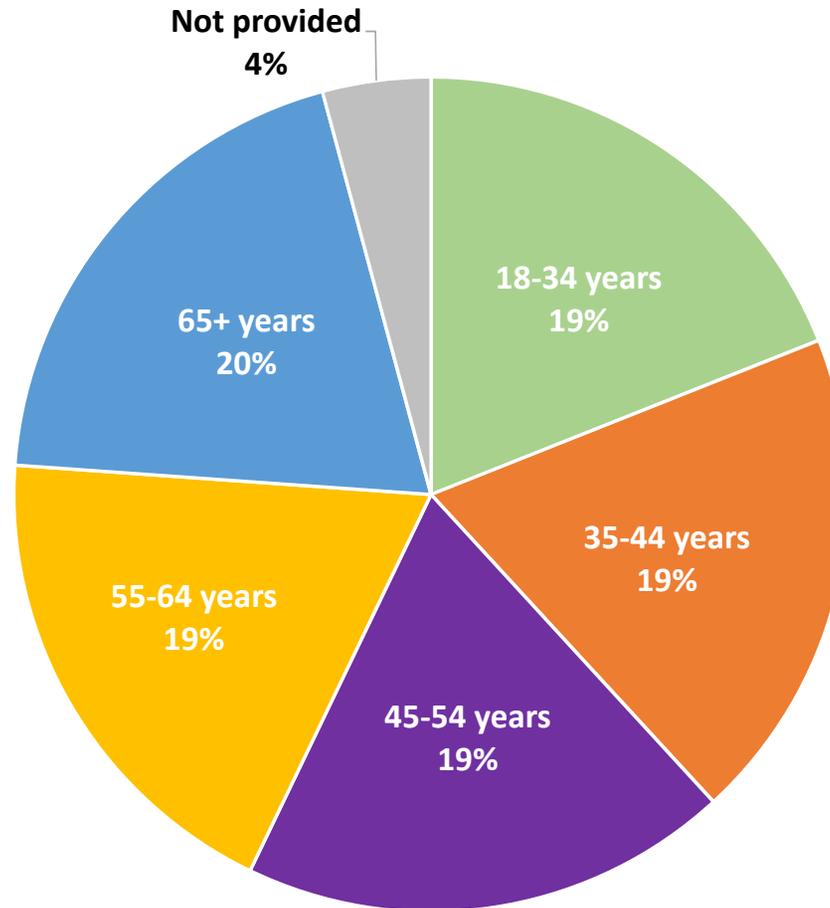
Demographics: Q30. Did you vote in the last local election?

by percentage of respondents (excluding "not provided")



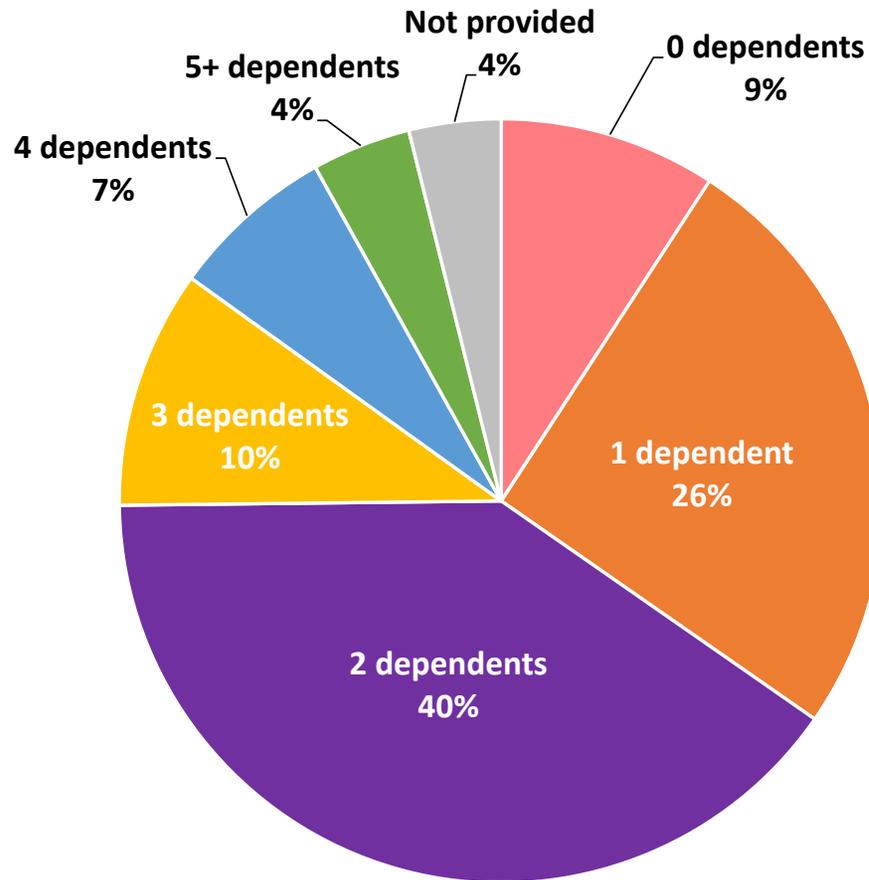
Demographics: Q31. What is your age?

by percentage of respondents (excluding "not provided")



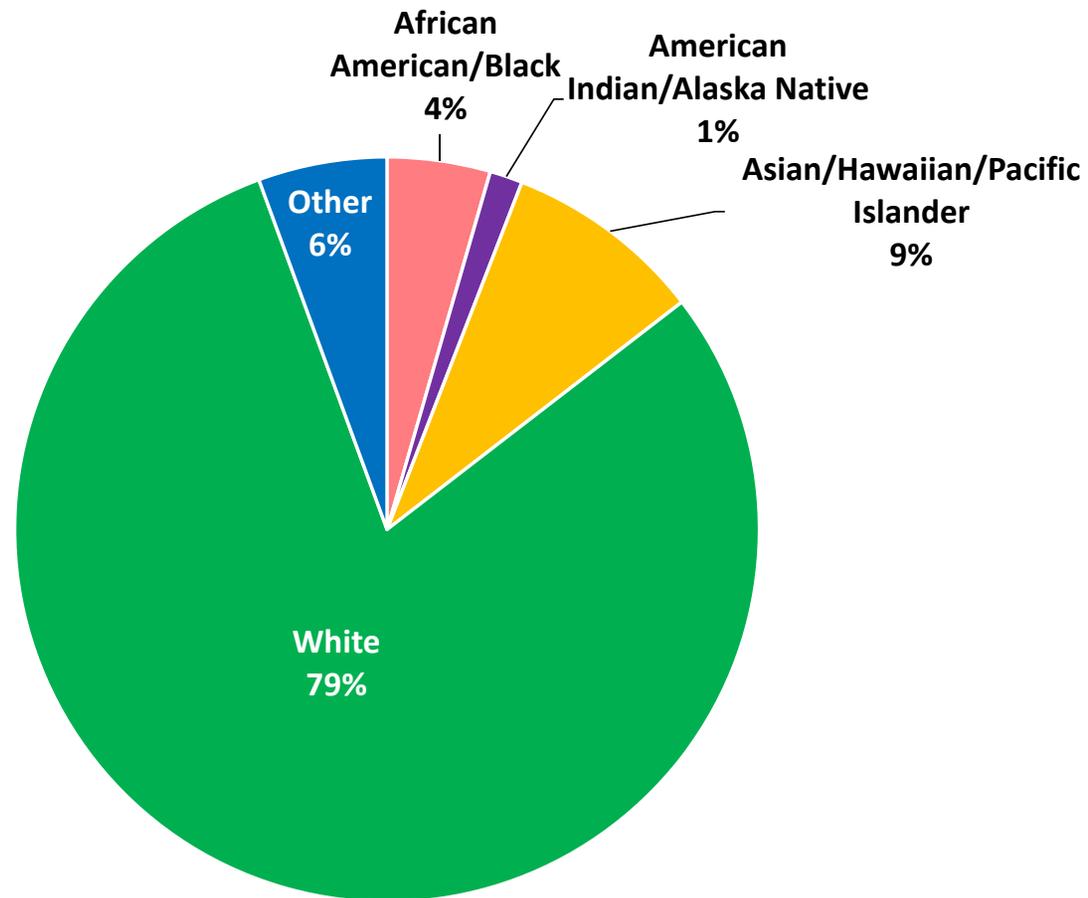
Demographics: Q32. Including yourself, how many dependents did your household claim on its 2017 federal taxes?

by percentage of respondents (excluding "not provided")



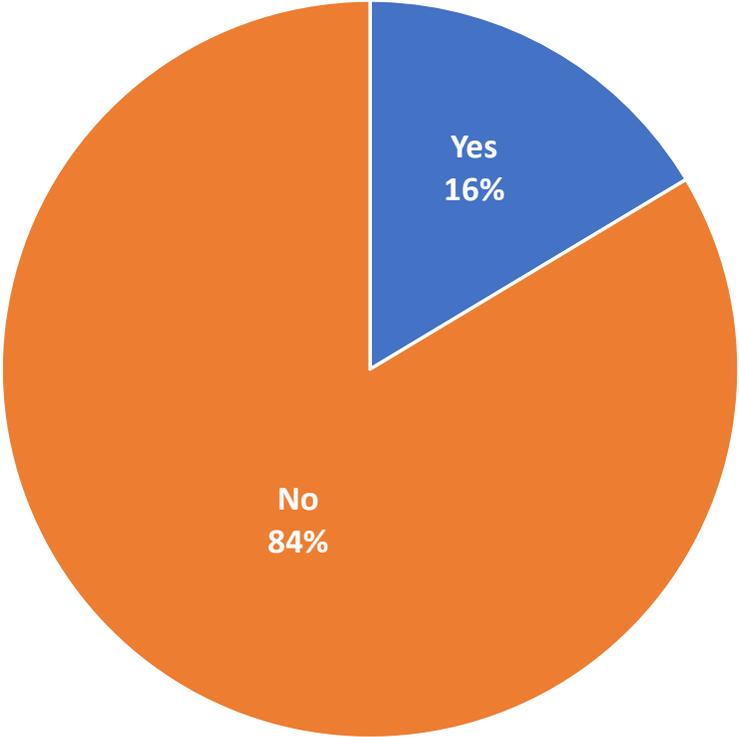
Demographics: Q33. Which of the following best describes your race?

by percentage of respondents



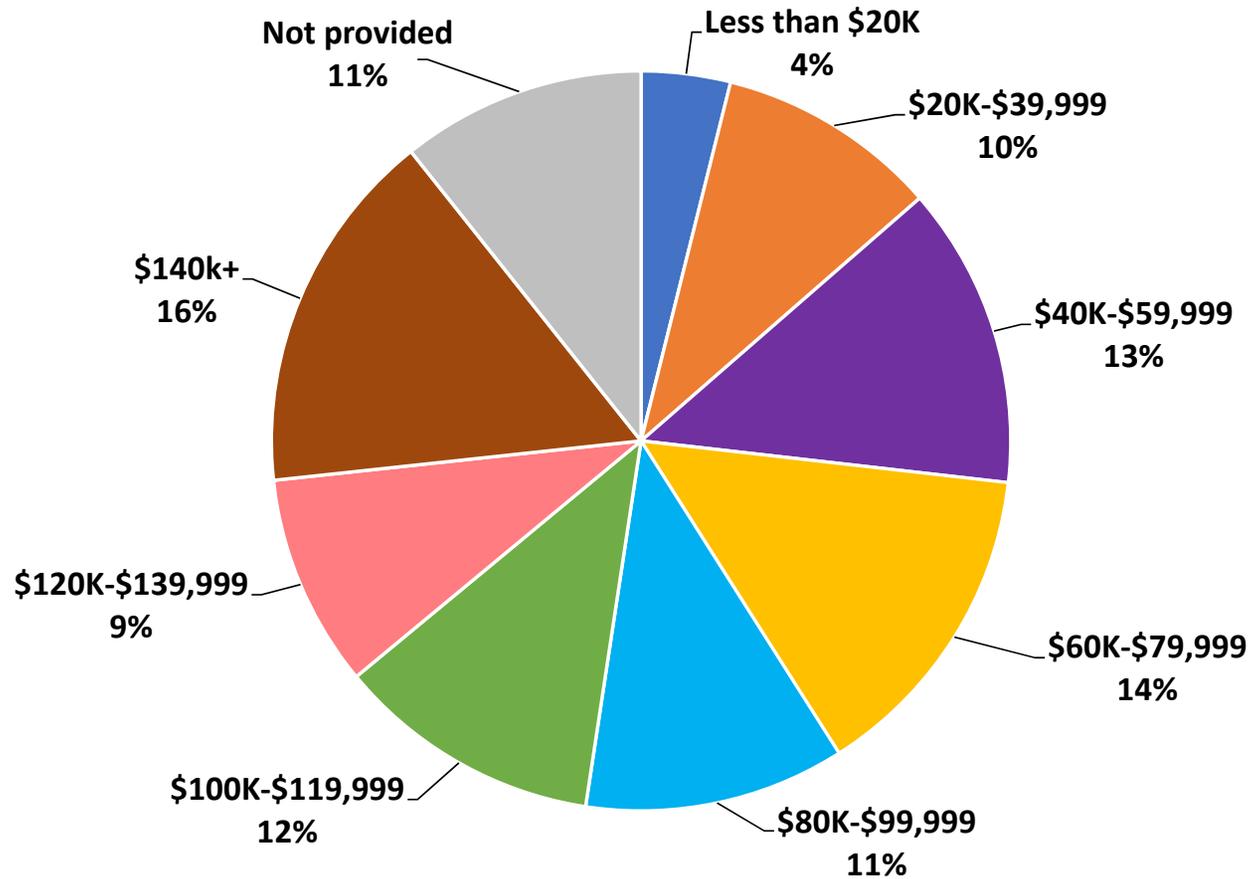
Demographics: Q34. Are you or other members of your household of Hispanic or Latino ancestry?

by percentage of respondents (excluding "not provided")



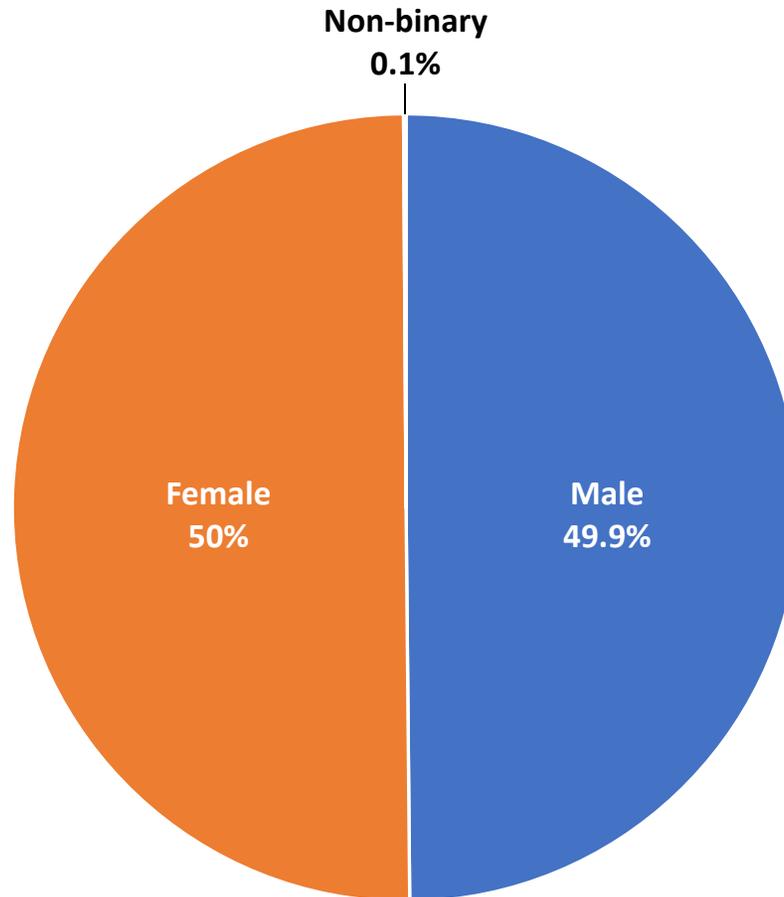
Demographics: Q35. Which of the following best describes your annual household income?

by percentage of respondents (excluding "not provided")



Demographics: Q36. Your gender

by percentage of respondents (excluding "not provided")



Demographics: Q37. Do you own or rent your home?

by percentage of respondents (excluding "not provided")

