Chatham Growth and Strategic Plan

Community Survey Summary

The online survey for the Chatham Growth and Strategic Plan was launched on May 29, 2024 and was closed on July 24th, 2024. In total, there were 451 responses. The following is a question-by-question analysis of the survey, in order that was presented to respondents:

Question 1: What is your zip code?

Key findings:

- Total responses: 271
- Total unique zip codes: 81
- Most common zip code: 24531

Data summary:

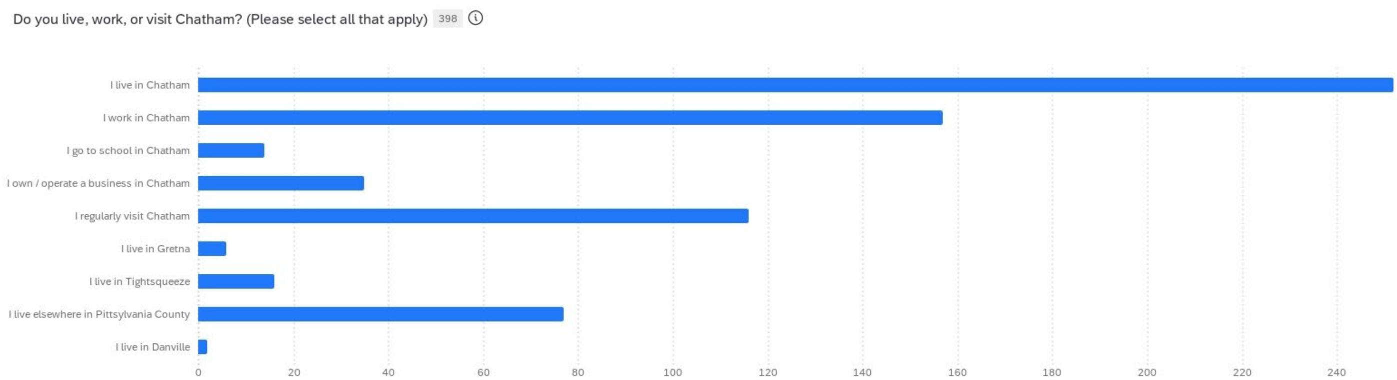
What is your zip code?	Count
24531	173
24540	6
24549	4
24563	3
24557	3
27104	2
24631	2
24054	2
79536	2
24541	2
Single response zip code	72

Question 2: Do you live, work, or visit Chatham? (Please select all that apply)

Key findings:

- Total responses: 398
- 63% of respondents live in Chatham
- 39% of respondents work in Chatham

Data summary:

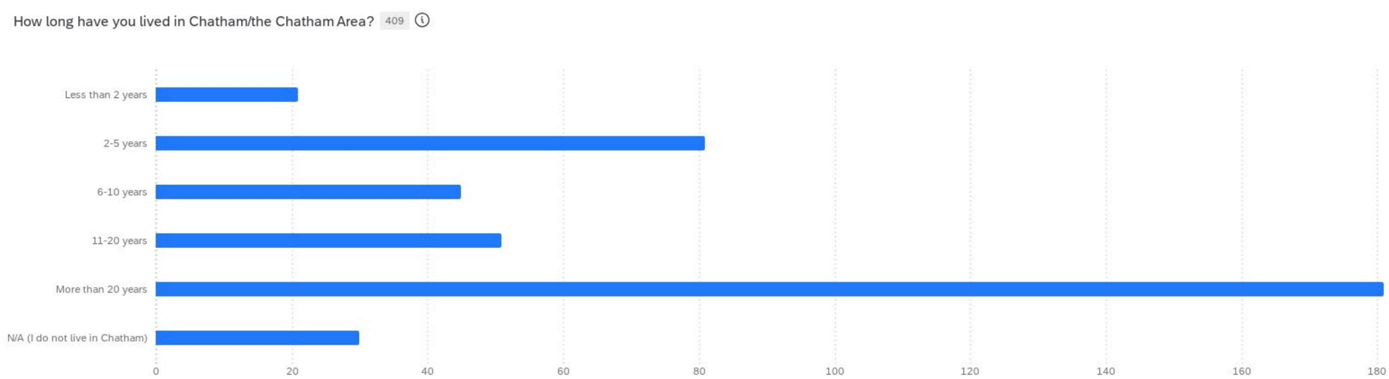


Question 3: How long have you lived in Chatham/the Chatham Area?

Key findings:

- Total responses: 409
- 44% of respondents have lived in Chatham for more than 20 years
- 20% of respondents have lived in Chatham for 2-5 years

Data summary:



Question 4: What specific places in town would you recommend a person visit when coming to Chatham/the Chatham Area?

Key findings:

- Total responses: 208
- Other notable mentions include the historic train station, courthouse, and various boutiques like Twisted Herd. Parks such as Frances Hurt Park, along with community events like the Farmer's Market and car shows, add to the local charm. Despite these recommendations, some respondents feel there are limited notable places, suggesting potential for further community development.

Data summary:

Places Most Frequently Mentioned	Count
Callands Coffee	44
J&Ts on the Main	32
Shade Tree Rare Books	25
El Cazador	24
Museums	24
Chatham Hall	18
Hunt & Co	18
Hargrave Military Academy	17
Pruden & Main	16

Question 5: What is one thing in Chatham/the Chatham Area you couldn't live without?

Key findings:

- Total responses: 193
- The responses are quite diverse, with even the top items only receiving a small percentage of the total responses. This suggests a wide variety of preferences among Chatham residents.

Data summary:

From the responses, several key elements emerged as indispensable to life in Chatham. A sense of community is a prevalent theme, with many respondents highlighting the importance of friendly faces, supportive networks, and the overall community spirit. This strong sense of belonging enriches lives and fosters a welcoming environment.

Local businesses and amenities were also frequently mentioned. Callands Coffee, El Cazador restaurant, and Food Lion are notable favorites, with many respondents expressing their reliance on these establishments. The library is another vital resource for the community, often cited as something residents couldn't live without.

The small-town atmosphere and the peace it offers are cherished by many, along with the quiet, quaint ambiance and the ability to walk on sidewalks safely at any time. The availability of essential services such as pharmacies, medical and dental care, and the post office are also crucial to residents.

Natural areas, mature trees, and the overall scenic beauty of Chatham contribute to the quality of life. Finally, the ease of accessing businesses and the lack of traffic congestion are valued, enhancing the town's appeal.

In summary, the sense of community, local businesses, peaceful environment, essential services, and natural beauty are integral to life in Chatham, making it a place residents are proud to call home.

Question 6: What are Chatham's three (3) strongest economic assets?

Key findings:

- Total responses: 162

Data summary:

From the responses, Chatham’s three strongest economic assets are identified as follows:

1. Educational Institutions: The presence of prestigious private schools, such as Hargrave Military Academy and Chatham Hall, is frequently mentioned. These institutions not only contribute to the local economy through employment and student spending but also attract families and visitors to the area.
2. County Government and Court Facilities: As the county seat, Chatham benefits economically from hosting various government offices and the courthouse. This brings in legal professionals, government employees, and visitors who support local businesses.
3. Local Businesses and Major Companies: The strength of small businesses is a recurring theme, reflecting the town's reliance on its local entrepreneurs. Additionally, key companies such as Davenport Energy and First Piedmont play a significant role in the local economy by providing jobs and contributing to the community's economic stability.

These assets collectively underscore Chatham's economic resilience, supported by its educational institutions, government presence, and robust local business environment.

Question 7: What are Chatham's three (3) greatest areas of economic need?

Key findings:

- Total responses: 166

Data summary:

From the responses, Chatham's three greatest areas of economic need are identified as follows:

1. Restaurants and Dining Options: There is a clear demand for more diverse and quality dining options, including breakfast and lunch restaurants, pubs or breweries, and family-friendly eateries.
2. Grocery Stores and Retail Shops: A need for more grocery stores and a wider variety of retail shops is evident. This includes specialty shops, boutiques, and stores that offer unique products to attract both locals and visitors.
3. Recreation and Community Spaces: There is a strong desire for more recreational and entertainment options. This includes places for social gatherings, cultural engagement, activities for families and children, and entertainment venues like movie theaters and parks.

Addressing these needs could enhance Chatham's economic vitality by attracting more visitors, supporting local businesses, and improving the quality of life for residents.

Question 8: Please rate the following business and economic environmental elements from 1 (terrible) to 5 (excellent)

Key findings:

- Total responses: 83
- The survey results on business and economic environmental elements indicate overall dissatisfaction, with most categories receiving ratings below average. Programs to retain, expand, and attract businesses scored 2.25, shopping opportunities 2.1, dining opportunities 2.54, opportunities for economic upward mobility 2.36, and employment opportunities 2.29, all indicating significant room for improvement. The overall local economy received a slightly higher rating of 2.7, and attractiveness to visitors and tourists scored 2.79, suggesting moderate dissatisfaction. The highest-rated category was the quality of businesses and service establishments, which received an average rating of 3.33, indicating a relatively better perception in this area compared to others.

Data summary:

Answer	Average	Count
Programs to retain, expand, and attract businesses	2.25	77
Shopping opportunities	2.1	83
Dining opportunities	2.54	83
Opportunities for economic upward mobility	2.36	80
Employment opportunities	2.29	83
Overall local economy	2.7	83
Attractiveness to visitors and tourists	2.79	82
Quality of businesses and service establishments	3.33	83

Question 9: Please rate the importance of each of these elements to your personal quality of life from 1 (not important) to 5 (extremely important)

Key findings:

- Total responses: 85
- The survey results regarding the importance of various elements to personal quality of life reveal that respondents highly prioritize access to healthcare (4.46), public safety (4.44), and the quality of schools (4.39). A strong sense of community (4.33) and internet/broadband access (4.3) are also crucial. Affordable healthcare (4.7) and housing (4.52) are significant concerns, alongside employment opportunities (4.38) and street/road maintenance (4.41). In contrast, attractiveness to visitors and tourists (2.61), access to public transportation (1.94), proximity to colleges/universities/schools (2.42), and childcare options (2.48) are deemed less important. Cultural and arts amenities (3.78), parks and recreation (3.98), and vibrant downtown spaces (3.9) are moderately important, while shopping (3.82) and entertainment (3.83) also play a role in enhancing personal quality of life.

Data summary:

Answer	Average	Count
Access to public transportation	1.94	85
Housing affordability	3.49	85
Access to locally grown foods	3.79	84
Parks & outdoor recreation	3.95	84
Sense of community	4.33	83
Restaurants	4.11	84
Employment opportunities	3.64	84
The natural environment	4.08	84
Quality of schools	4.39	85
Access to healthcare	4.46	84
Public safety	4.44	84
Proximity to colleges / universities / schools	2.42	84
Childcare options	2.48	85
Arts & Cultural amenities	3.2	84
Opportunities for entrepreneurship	3.12	83
Housing availability	3.29	85
Vibrant downtown spaces	3.9	84
Entertainment	3.83	84
Shopping	3.82	84

Question 10: Please rate the quality of each of these elements as they currently are from 1 (terrible) to 5 (excellent)?

Key findings:

- Total responses: 84
- The survey results on the quality of various elements reveal that public safety (3.66), sense of community (3.49), and the natural environment (3.35) are highly rated. Access to locally grown foods (3.24) and the quality of schools (3.28) are also well-rated. In contrast, access to public transportation received the lowest rating (1.49). Other elements like housing affordability (2.8), access to healthcare (2.92), and proximity to colleges/universities/schools (2.9) have moderate ratings. Additionally, vibrant downtown spaces (2.4), entertainment (2.01), and shopping (2.13) are rated slightly lower. Arts and cultural amenities (2.36), opportunities for entrepreneurship (2.33), and childcare options (2.26) received moderate ratings, suggesting they are less impactful on respondents' quality of life.

Data summary:

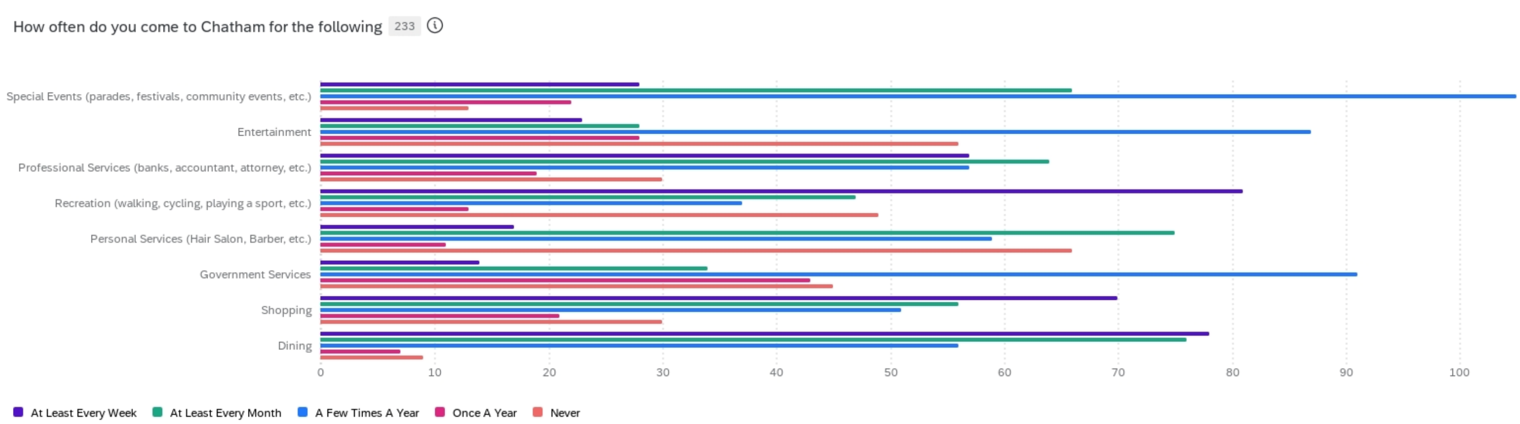
Answer	Average	Count
Access to public transportation	1.49	82
Housing affordability	2.8	81
Access to locally grown foods	3.24	83
Parks & outdoor recreation	2.52	83
Sense of community	3.49	81
Restaurants	2.52	83
Employment Opportunities	2.3	81
The natural environment	3.35	81
Quality of schools	3.28	81
Access to healthcare	2.92	83
Public safety	3.66	83
Proximity to colleges / universities / schools	2.9	84
Childcare options	2.26	78
Arts & Cultural amenities	2.36	81
Opportunities for entrepreneurship	2.33	79
Housing availability	2.42	84
Vibrant downtown spaces	2.4	83
Entertainment	2.01	83
Shopping	2.13	84

Question 11: How often do you come to Chatham for the following?

Key findings:

- Total responses: 233
- Dining and Recreation are the most frequent reasons people come to Chatham, with many visiting at least every week or every month.
- Special Events and Professional Services also see a significant number of visits, but mostly on a monthly or a few times a year basis.
- Entertainment and Personal Services have a more varied distribution, with a notable number of people never visiting for these purposes.
- Government Services is the least frequent reason, with a high number of respondents visiting only a few times a year or never.
- Shopping remains a regular activity with a substantial number visiting at least every week or month.

Data summary:



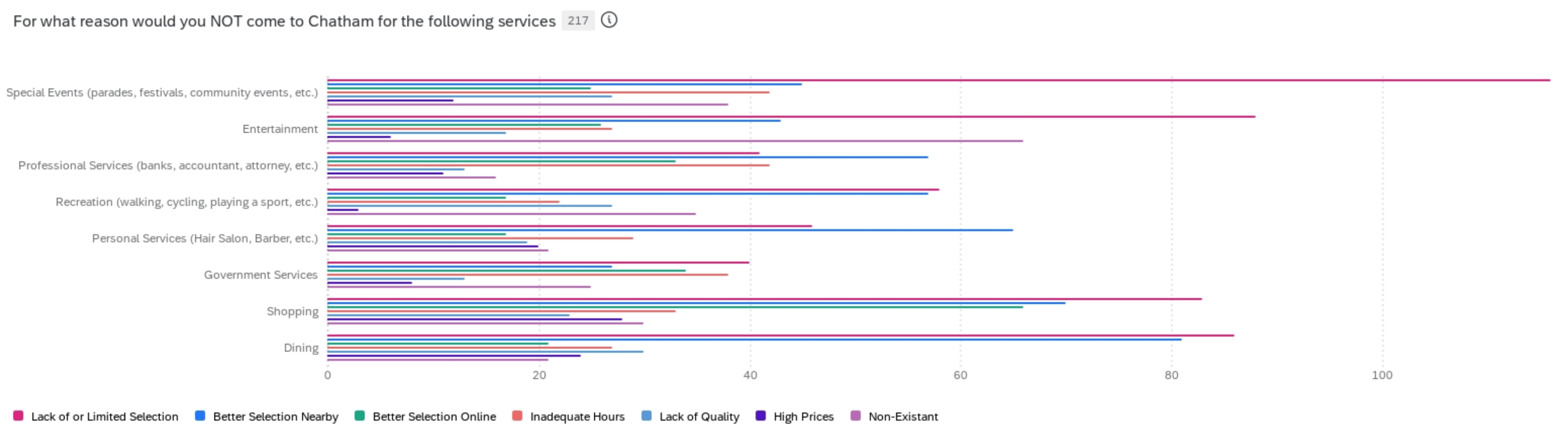
	At Least Every Week	At Least Every Month	A Few Times a Year	Once a Year	Never
Special Events (parades, festivals, community events, etc.)	28	66	105	22	13
Entertainment	23	28	87	28	56
Professional Services (banks, accountant, attorney, etc.)	57	64	57	19	30
Recreation (walking, cycling, playing a sport, etc.)	81	47	37	13	49
Personal Services (Hair Salon, Barber, etc.)	17	75	59	11	66
Government Services	14	34	91	43	45
Shopping	70	56	51	21	30
Dining	78	76	56	7	9

Question 12: For what reason would you NOT come to Chatham for the following services?

Key findings:

- Total responses: 217
- 'Lack of or Limited Selection' is the most common reason for not coming to Chatham across all categories.
- 'Better Selection Nearby' is particularly significant for dining, personal services, and shopping.
- 'Better Selection Online' is a notable reason for shopping and professional services.
- 'Inadequate Hours and Non-Existent services' are also mentioned frequently, especially for special events and entertainment.
- 'Lack of Quality and High Prices' are less common but still relevant reasons for not utilizing services in Chatham.

Data summary:



	Lack of or Limited Selection	Better Selection Nearby	Better Selection Online	Inadequate Hours	Lack of Quality	High Prices	Non-Existent
Special Events (parades, festivals, community events, etc.)	116	45	25	42	27	12	38
Entertainment	88	43	26	27	17	6	66
Professional Services (banks, accountant, attorney, etc.)	41	57	33	42	13	11	16
Recreation (walking, cycling, playing a sport, etc.)	58	57	17	22	27	3	35
Personal Services (Hair Salon, Barber, etc.)	46	65	17	29	19	20	21
Government Services	40	27	34	38	13	8	25
Shopping	83	70	66	33	23	28	30
Dining	86	81	21	27	30	24	21

Question 13: What types of retail and restaurants are needed in Chatham/the Chatham Area?

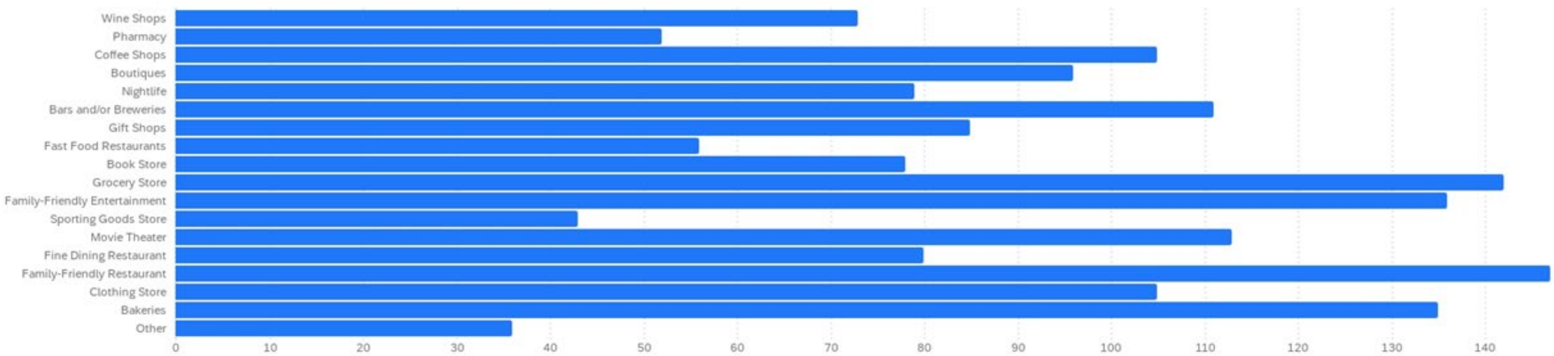
Key findings:

- Total responses: 235
- The top priority is family-friendly restaurants, with 63% of respondents indicating a strong need for more options in this category. This is closely followed by a significant demand for grocery stores and bakeries, with 60% and 57% of respondents, respectively, expressing interest.
- Family-friendly entertainment and movie theaters also stand out, with 58% and 48% of respondents showing interest. There's a noticeable appetite for bars and breweries (47%) as well as coffee shops and clothing stores, each receiving 45% support.
- Boutiques and gift shops are also sought after, though slightly less so, with 41% and 36% of respondents interested. Fine dining options and nightlife opportunities are desired by 34% of people, while bookstores and wine shops also have their place in the community's wishes.
- Pharmacies, fast food restaurants, and sporting goods stores are lower on the list, with 22%, 24%, and 18% of respondents respectively. There is also a small percentage of respondents (15%) who have other specific needs not captured by the listed categories.
- Overall, the community's preferences highlight a strong demand for establishments that cater to families, offer everyday necessities, and provide enjoyable local experiences.

Data summary:

	Percentage	**Count**
Wine Shops	31%	73
Pharmacy	22%	52
Coffee Shops	45%	105
Boutiques	41%	96
Nightlife	34%	79
Bars and/or Breweries	47%	111
Gift Shops	36%	85
Fast Food Restaurants	24%	56
Book Store	33%	78
Grocery Store	60%	142
Family-Friendly Entertainment	58%	136
Sporting Goods Store	18%	43
Movie Theater	48%	113
Fine Dining Restaurant	34%	80
Family-Friendly Restaurant	63%	147
Clothing Store	45%	105
Bakeries	57%	135
Other	15%	36

What types of retail and restaurants are needed in Chatham/the Chatham Area? 235



Question 14: What types of services are needed in Chatham/the Chatham Area?

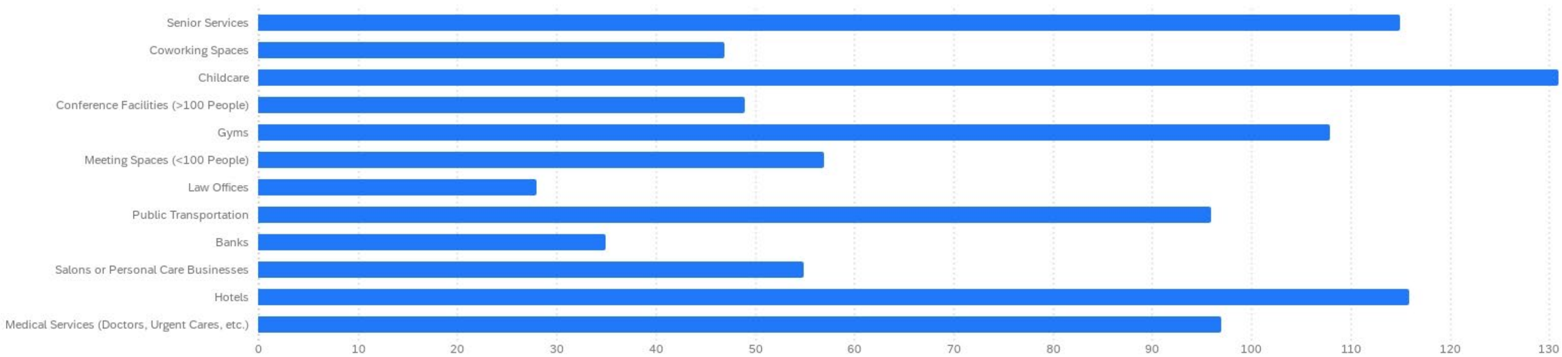
Key findings:

- Total responses: 223
- Childcare emerges as the top priority, with 59% of respondents identifying it as a critical need. This is followed closely by a significant demand for senior services and hotels, each receiving 52% support, indicating a strong interest in resources for both aging residents and visitors.
- Medical services also rank high, with 43% of respondents highlighting the need for more doctors and urgent care facilities. Similarly, public transportation is seen as an essential service by 43% of the community, reflecting a desire for better connectivity.
- Gyms are in demand, with 48% of respondents expressing a need for more fitness options. Meanwhile, there's a notable interest in coworking spaces and conference facilities that can accommodate larger groups, supported by 21% and 22% of respondents, respectively.
- Meeting spaces for smaller groups are also sought after, with 26% of respondents indicating this need. Salons and personal care businesses are desired by 25% of the community, adding to the range of personal services needed.
- On the lower end of the spectrum, law offices, banks, and salons have the least demand, with 13%, 16%, and 25% of respondents showing interest, respectively.
- Overall, the community's service needs reflect a strong emphasis on supporting families and seniors, enhancing medical and transportation options, and improving facilities for both work and leisure.

Data summary:

	Percentage	**Count**
Senior Services	52%	115
Coworking Spaces	21%	47
Childcare	59%	131
Conference Facilities (>100 People)	22%	49
Gyms	48%	108
Meeting Spaces (<100 People)	26%	57
Law Offices	13%	28
Public Transportation	43%	96
Banks	16%	35
Salons or Personal Care Businesses	25%	55
Hotels	52%	116
Medical Services (Doctors, Urgent Cares, etc.)	43%	97

What types of services are needed in Chatham/the Chatham Area? 223



Question 15: What types of residential development are needed in Chatham/the Chatham Area?

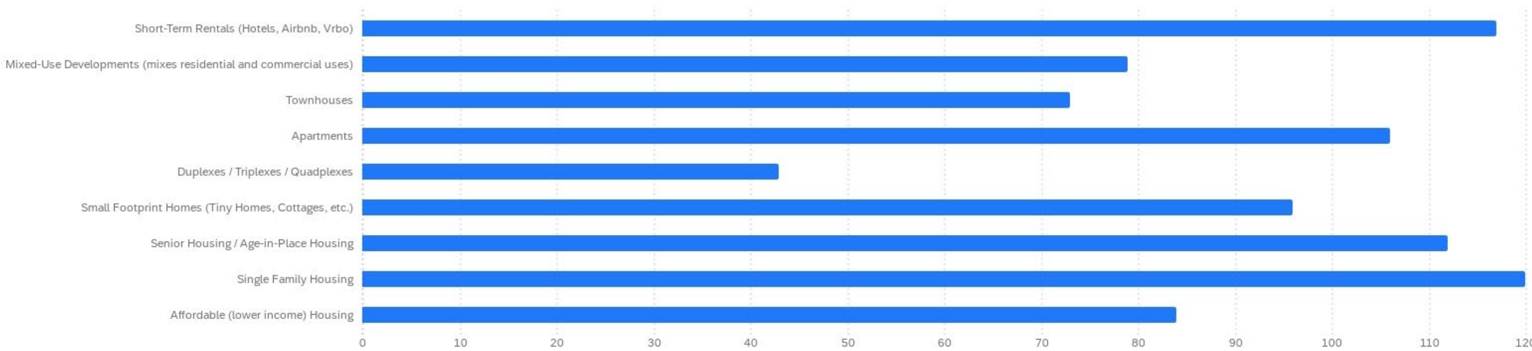
Key findings:

- Total responses: 218
- In Chatham, there is a diverse set of needs for residential development, reflecting the community's varied housing preferences and requirements.
- Single-family housing stands out as the most needed type of residential development, with 55% of respondents expressing a clear demand for this option. Closely following is the need for short-term rentals such as hotels, Airbnb, and Vrbo, supported by 54% of the community, highlighting a desire for accommodations that can attract visitors and support local tourism.
- Senior housing and apartments are also in high demand, with 51% and 49% of respondents respectively, indicating a need for options that cater to both aging residents and those seeking rental properties.
- Small footprint homes such as tiny homes and cottages are desired by 44% of the respondents, reflecting an interest in more compact, efficient living spaces. Affordable housing for lower-income residents is also an important need, with 39% of respondents advocating for it.
- Mixed-use developments, which blend residential and commercial spaces, are favored by 36% of the community, suggesting an interest in more integrated living environments. Townhouses are sought after by 33% of respondents, while duplexes, triplexes, and quadplexes are the least requested, with only 20% indicating a need for these multi-family units.
- Overall, Chatham's residential development needs highlight a balance between traditional single-family homes and newer, more diverse housing options, with a strong emphasis on senior living, affordable housing, and short-term rental opportunities.

Data summary:

	Percentage	Count
Short-Term Rentals (Hotels, Airbnb, Vrbo)	54%	117
Mixed-Use Developments (mixes residential and commercial uses)	36%	79
Townhouses	33%	73
Apartments	49%	106
Duplexes / Triplexes / Quadplexes	20%	43
Small Footprint Homes (Tiny Homes, Cottages, etc.)	44%	96
Senior Housing / Age-in-Place Housing	51%	112
Single Family Housing	55%	120
Affordable (lower income) Housing	39%	84

What types of residential development are needed in Chatham/the Chatham Area? 218

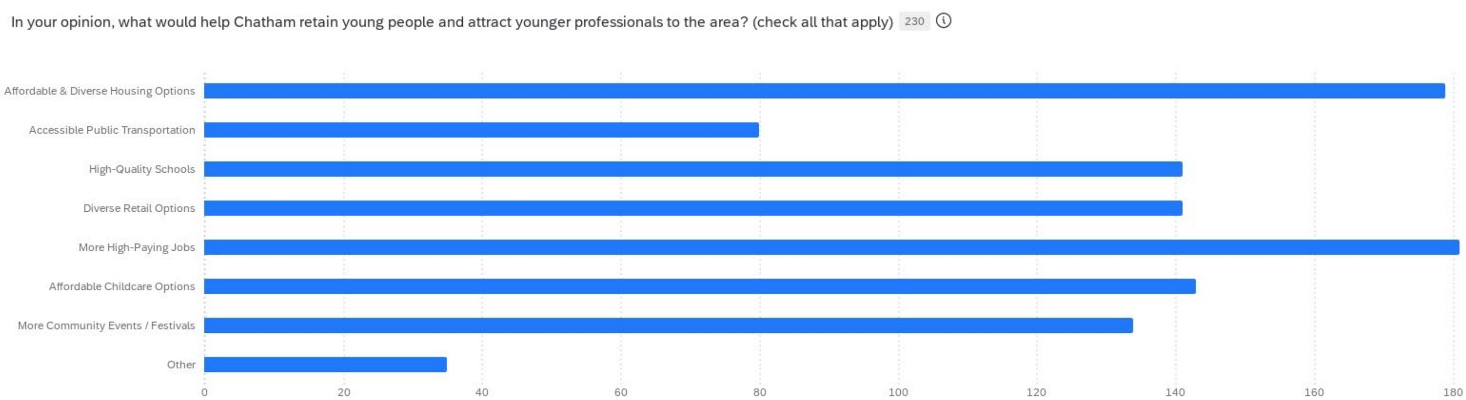


Question 16: In your opinion, what would help Chatham retain young people and attract younger professionals to the area? (check all that apply)

Key findings:

- Total responses: 230
- The most significant factors include increasing the availability of affordable and diverse housing options, which is crucial for 78% of respondents. Alongside this, offering more high-paying jobs is also critical, with 79% of participants highlighting its importance. Affordable childcare options are similarly essential, as indicated by 62% of the respondents.
- Moreover, providing high-quality schools and diverse retail options are important, each supported by 61% of the respondents. Community events and festivals also play a role, with 58% noting their significance in enhancing local vibrancy. Public transportation, while valuable, is less of a priority for younger individuals, with only 35% emphasizing its need.
- Addressing these key areas—housing affordability, job opportunities, childcare, education, retail variety, and community engagement—can significantly contribute to making Chatham a more attractive place for young people and professionals.

Data summary:



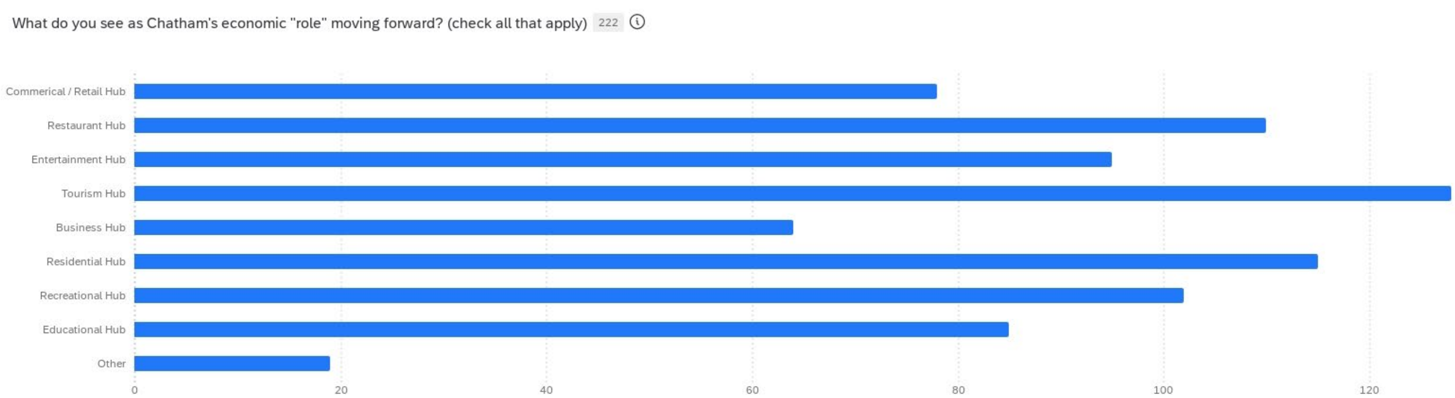
	Percentage	Count
Affordable & Diverse Housing Options	78%	179
Accessible Public Transportation	35%	80
High-Quality Schools	61%	141
Diverse Retail Options	61%	141
More High-Paying Jobs	79%	181
Affordable Childcare Options	62%	143
More Community Events / Festivals	58%	134
Other	15%	35

Question 17: What do you see as Chatham's economic "role" moving forward? (check all that apply)?

Key findings:

- Total responses: 222
- The community sees the town's primary future role as a tourism hub, with 58% of respondents highlighting this as a significant focus. This is closely followed by aspirations for Chatham to develop as a residential hub, supported by 52% of participants, reflecting a desire for growth in housing and community living.
- The town is also envisioned as a restaurant hub by 50% of respondents, indicating strong support for expanding the dining and culinary scene. Additionally, 46% view Chatham as a potential recreational hub, suggesting a need for enhanced leisure and outdoor activities. An entertainment hub is seen as important by 43% of the respondents, aligning with a broader vision for cultural and entertainment options.
- Other roles, such as being a commercial/retail hub, educational hub, and business hub, are seen as less central but still relevant, with 35%, 38%, and 29% of respondents respectively supporting these ideas. Overall, focusing on tourism, residential development, and enhancing dining and recreational options will be key to shaping Chatham's future economic identity.

Data summary:



	Percentage	Count
Commercial / Retail Hub	35%	78
Restaurant Hub	50%	110
Entertainment Hub	43%	95
Tourism Hub	58%	128
Business Hub	29%	64
Residential Hub	52%	115
Recreational Hub	46%	102
Educational Hub	38%	85
Other	9%	19

Question 18: What is your vision for Chatham/the Chatham Area over the next 10 years?

Key findings:

- Total responses: 157

Data summary:

Over the next 10 years, the community's vision for Chatham includes a thriving community with:

1. Expanded Small Businesses and Restaurants: A vibrant downtown featuring a variety of dining options, including breakfast spots, coffeehouses, and brewpubs that attract both residents and visitors.
2. Tourism and Entertainment: Chatham as a destination for day trips, with attractions like a refurbished movie theater, a planetarium, cultural centers, live music venues, and unique festivals.
3. Affordable and Diverse Housing: Improved availability of affordable housing to attract and retain young professionals, families, and seniors, with a mix of residential and commercial spaces.
4. Community and Aesthetics: Enhanced aesthetics through the revitalization of Main Street and side streets, maintaining the small-town charm while modernizing infrastructure, and promoting a clean, inviting environment.
5. Support for Local Economy: Incentives for entrepreneurship and small businesses, making use of vacant buildings and creating spaces for artisans and local markets to thrive.
6. Family-Friendly Amenities: More parks, walking/biking trails, outdoor recreational activities, and spaces for intergenerational engagement.
7. Cultural and Historical Enrichment: Celebrating Chatham's history and cultural heritage through museums, historic sites, and events that draw in tourists and foster community pride.
8. Economic Diversification: Support for traditional sectors like agriculture while fostering emerging industries such as technology, renewable energy, and advanced manufacturing to create job opportunities.
9. Community Engagement: Strong community bonds through inclusive programs, events, and civic participation, ensuring development plans reflect the community's needs and aspirations.
10. Safety and Accessibility: Ensuring safety for all residents, improving public transportation, and maintaining essential services within the town limits.

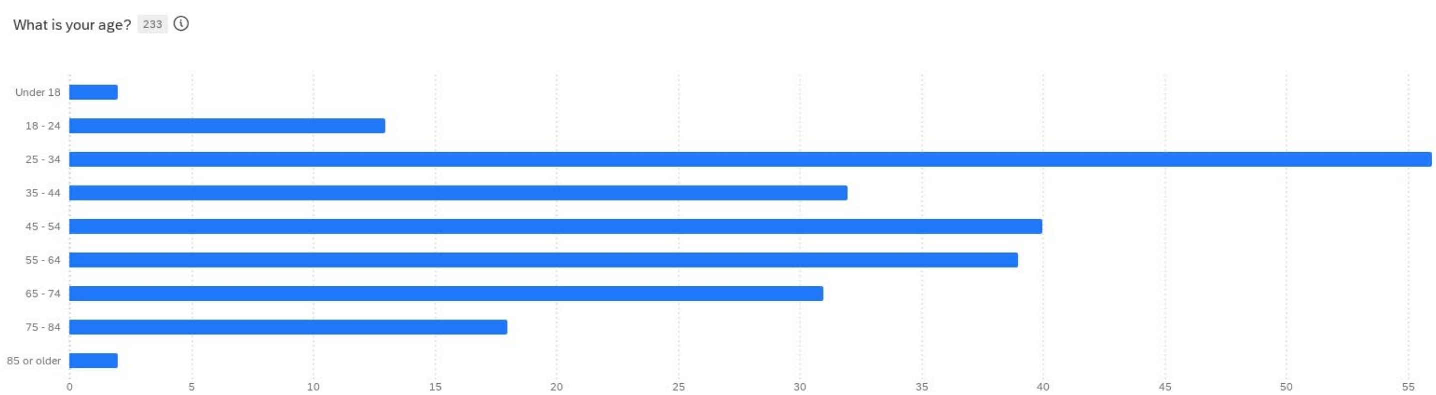
By focusing on these areas, Chatham can achieve sustainable growth, attract new residents and visitors, and enhance the quality of life for all its inhabitants.

Question 19: What is your age?

Key findings:

- Total responses: 233
- The age distribution of respondents reveals a diverse range of perspectives. The largest group falls within the 25-34 age bracket, making up 24% of the respondents. This is followed by those aged 45-54 and 55-64, each representing 17% of the population.
- Younger individuals aged 18-24 make up a smaller segment at 6%, while those aged 35-44 account for 14%. The senior age groups are also represented, with 13% of respondents aged 65-74 and 8% aged 75-84. Very few respondents are either under 18 or 85 and older, each group comprising just 1% of the total.
- Overall, the data suggests a balanced mix of age groups, with a notable concentration in the 25-54 range, which can provide a broad perspective on community needs and priorities.

Data summary:



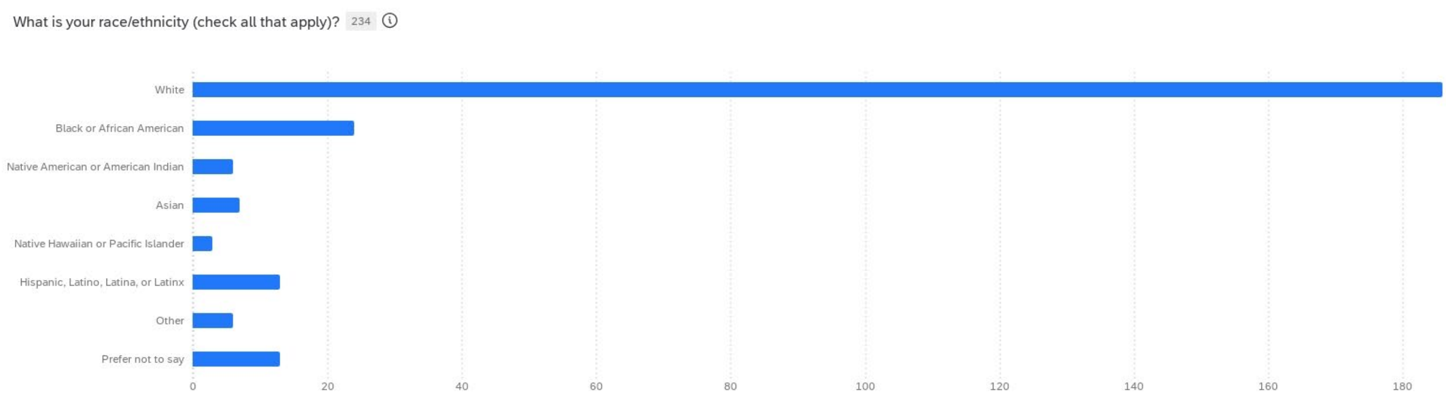
	Percentage	Count
Under 18	1%	2
18 - 24	6%	13
25 - 34	24%	56
35 - 44	14%	32
45 - 54	17%	40
55 - 64	17%	39
65 - 74	13%	31
75 - 84	8%	18
85 or older	1%	2

Question 20: What is your race/ethnicity (check all that apply)?

Key findings:

- Total responses: 234
- The racial and ethnic composition of the respondents is predominantly White, making up 79% of the total. Black or African American individuals represent 10% of the respondents, while Native American or American Indian and Asian participants each account for 3%. The Native Hawaiian or Pacific Islander category is the smallest, with just 1% of respondents identifying as such.
- Hispanic, Latino, Latina, or Latinx respondents constitute 6%, and an additional 3% identify as "Other." There is also a 6% portion of respondents who prefer not to disclose their race or ethnicity.
- This data highlights a predominantly White demographic with a smaller but diverse representation from other racial and ethnic groups, along with a notable portion of individuals choosing not to specify their identity.

Data summary:



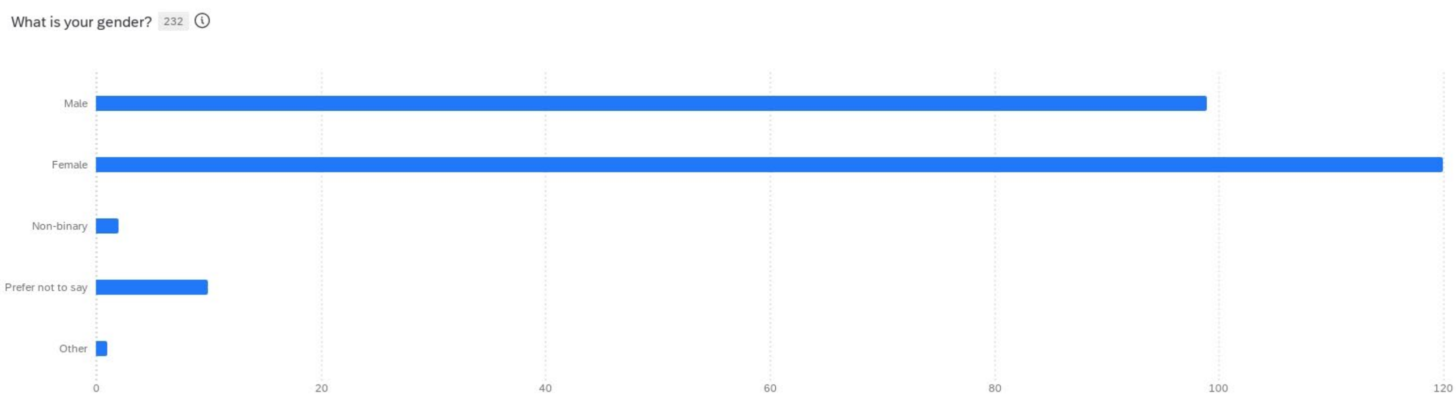
	Percentage	Count
White	79%	186
Black or African American	10%	24
Native American or American Indian	3%	6
Asian	3%	7
Native Hawaiian or Pacific Islander	1%	3
Hispanic, Latino, Latina, or Latinx	6%	13
Other	3%	6
Prefer not to say	6%	13

Question 21: What is your gender?

Key findings:

- Total responses: 232
- The gender distribution among respondents shows that a majority identify as female, making up 52% of the total. Males represent 43% of the respondents. Non-binary individuals account for 1%, and a small fraction, 4%, prefer not to disclose their gender. The "Other" category has only 1 respondent.
- This distribution reflects a predominance of female respondents, with a substantial representation of males and a small but visible presence of non-binary individuals and those who choose not to specify their gender.

Data summary:



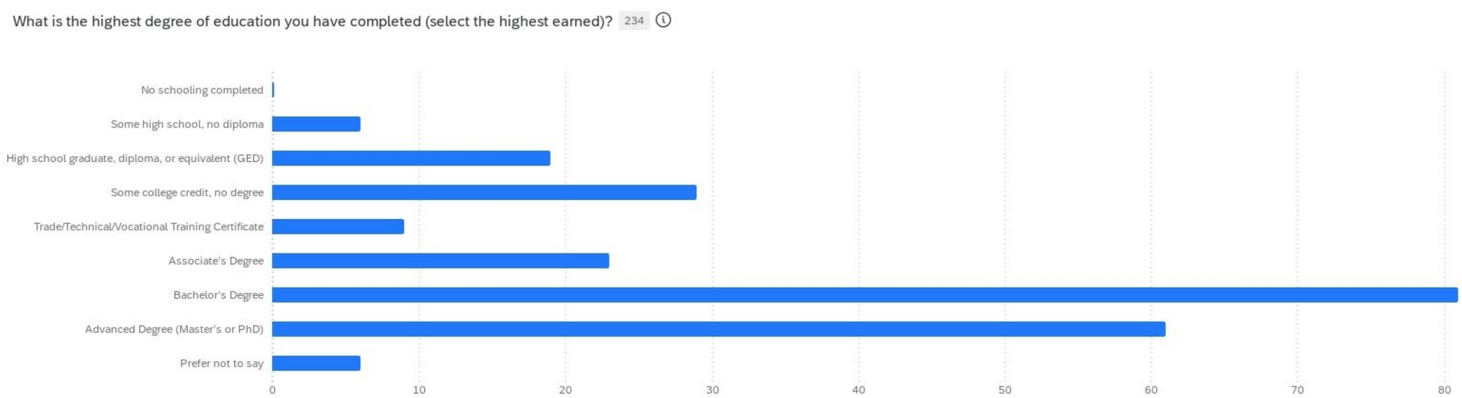
	Percentage	Count
Male	43%	99
Female	52%	120
Non-binary	1%	2
Prefer not to say	4%	10
Other	0%	1

Question 22: What is the highest degree of education you have completed (select the highest earned)?

Key findings:

- Total responses: 234
- The educational attainment of respondents shows a high level of completed education. The largest group holds a Bachelor's degree, comprising 35% of respondents. An advanced degree, such as a Master's or PhD, is held by 26% of participants.
- Other educational levels include 10% who have earned an Associate's degree, 12% with some college credit but no degree, and 4% who have completed trade, technical, or vocational training. A small percentage, 8%, have graduated high school or obtained an equivalent diploma, while 3% have not completed high school.
- Notably, no respondents reported having no schooling completed. Additionally, 3% of respondents preferred not to disclose their educational background.

Data summary:



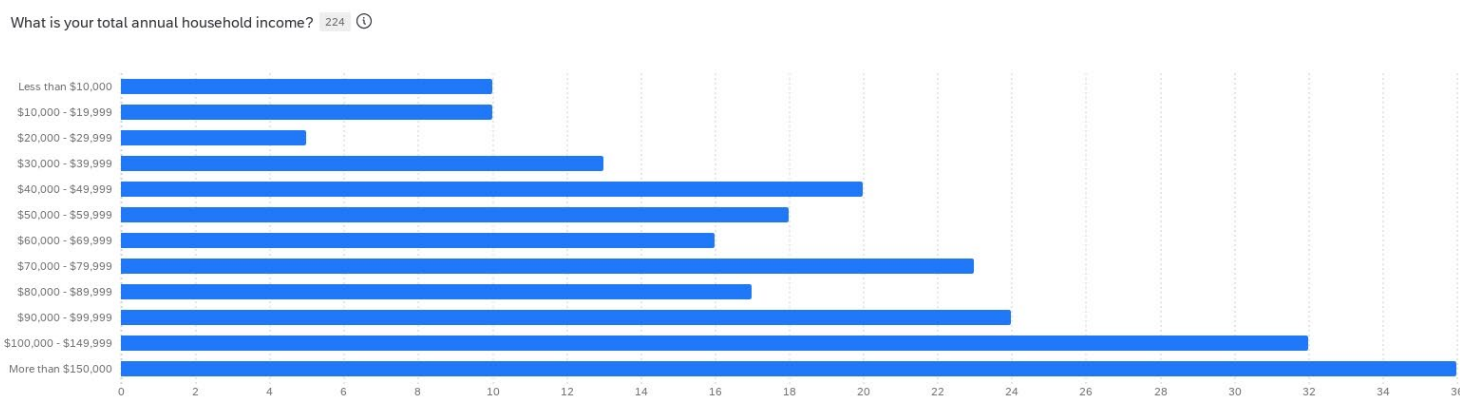
	Percentage	Count
No schooling completed	0%	0
Some high school, no diploma	3%	6
High school graduate, diploma, or equivalent (GED)	8%	19
Some college credit, no degree	12%	29
Trade/Technical/Vocational Training Certificate	4%	9
Associate's degree	10%	23
Bachelor's degree	35%	81
Advanced degree (Masters or PhD)	26%	61
Prefer not to say	3%	6

Question 23: What is your total annual household income?

Key findings:

- Total responses: 224
- The distribution of total annual household income among respondents reveals a diverse economic spectrum. A significant portion of households, 16%, earn more than $150,000 annually, indicating a high-income segment. The next largest group, 14%, has an annual income between $100,000 and $149,999.

Data summary:



	Percentage	Count
Less than $10,000	4%	10
$10,000 - $19,999	4%	10
$20,000 - $29,999	2%	5
$30,000 - $39,999	6%	13
$40,000 - $49,999	9%	20
$50,000 - $59,999	8%	18
$60,000 - $69,999	7%	16
$70,000 - $79,999	10%	23
$80,000 - $89,999	8%	17
$90,000 - $99,999	11%	24
$100,000 - $149,999	14%	32
More than $150,000	16%	36