

Second Homeowners Survey

Results

August 2022



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Summary

The Berkshires are a well-known tourist destination with almost 9,000-second homes throughout the region. Understanding these second homeowners' needs is vital to ensure they continue to visit and invest in the Berkshires.

This survey is designed to understand why second homeowners have a house in the Berkshires, how they spend their time and money in the region, and what their plans are for their second homes in the future. Additionally, questions were asked about how they used their home during the COVID-19 pandemic and how that use differed from pre- and post-pandemic.

The survey was sent to all second homeowners in the county in the spring of 2022. Second homeowners were determined by examining assessor records and selecting single-family residences and condominiums with a mailing address more than one municipality away from the property. Postcards were sent to each of these properties, and 731 second homeowners responded, about 8%.

Overall, second homeowners are wealthy, educated whites from major urban areas, primarily New York City. They have a home in the Berkshires mainly for the cultural activities, but also the scenic beauty and outdoor recreation.

Many second homeowners have owned their homes for over 20 years. Still, a significant portion has purchased homes during the pandemic in the last two years.

Few second home owners use municipal services, but if they do, it is likely to be transfer stations, libraries, parks, and beaches. Groceries, hardware/building supplies, and garden supplies tend to be purchased from within their municipality or neighboring municipality, while other items are purchased elsewhere. Trade and repair services are the most used local service, followed by snowplowing, construction, and landscaping.

Almost three-quarters of respondents get internet through Cable or Fiber, and 2/3rds are satisfied with their service. For respondents not satisfied with their internet, better internet service not being available or being too expensive are equally reported as why they cannot improve their service.

Over half of second home owners are employed full-time by an employer outside the county, followed by retirees. About 20% of those employed are self-employed. The majority work a combination of remote and on-site. The respondents anticipate a reduction in remote and an increase in hybrid over the next six months.

During the pandemic, most second home owners used their Berkshire County home as a second home; however, 10% used it as their primary home. Over the next year, those who use it as their primary home will go down significantly, but the region will see an increase in the number that will rent it out part of the year. In 5 years, more respondents plan to make their second home their primary home, which will continue to increase over the next 20 years. In 20 years, many respondents plan to hand their homes down to other family members.

Overall, 20% plan to move to the Berkshires in the future. Most of these will be retirees, but some will continue to work, usually part-time, with their existing employers or their own business.

Most respondents use their second home 5-14 days most of the year, with a spike in summer in the 30+ days per month group. During the pandemic, use increased in the number of days spent at second homes across all time frames over 15 days a month.

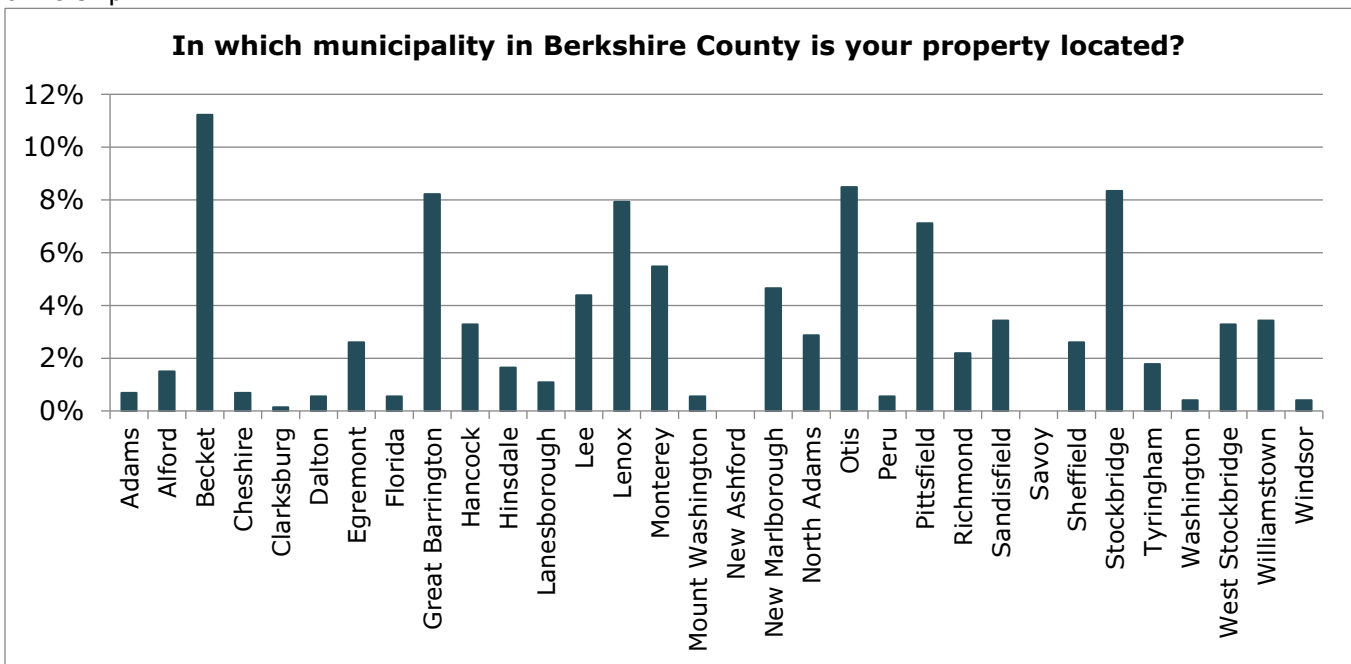
For the 20% of respondents who rent out their second home, most rent it for year-round or weekly/nightly use. Before the pandemic, there were more monthly rentals. Most renters rent for 0-4 days or 30+ days, with an increase in monthly rentals during the pandemic.

Results

Tell us about your property

In which municipality in Berkshire County is your property located?

Respondents to the survey came from most of the municipalities in Berkshire County, with the highest percentages from Becket, Great Barrington, Lenox, Otis, and Stockbridge, all of which have high rates of second home ownership.

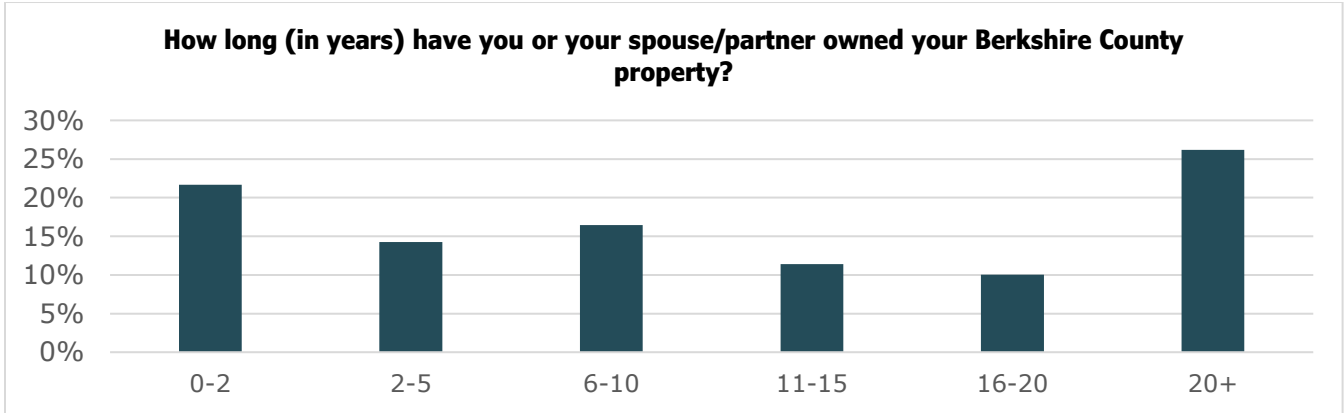


In which municipality in Berkshire County is your property located?								
N=731	%	N		%	N		%	N
Adams	0.7%	5	Lanesborough	1.1%	8	Richmond	2.2%	16
Alford	1.5%	11	Lee	4.4%	32	Sandisfield	3.4%	25
Becket	11.2%	82	Lenox	7.9%	58	Savoy	0.0%	0
Cheshire	0.7%	5	Monterey	5.5%	40	Sheffield	2.6%	19
Clarksburg	0.1%	1	Mount Washington	0.6%	4	Stockbridge	8.3%	61
Dalton	0.6%	4	New Ashford	0.0%	0	Tyringham	1.8%	13
Egremont	2.6%	19	New Marlborough	4.7%	34	Washington	0.4%	3
Florida	0.6%	4	North Adams	2.9%	21	West Stockbridge	3.3%	24
Great Barrington	8.2%	60	Otis	8.5%	62	Williamstown	3.4%	25
Hancock	3.3%	24	Peru	0.6%	4	Windsor	0.4%	3
Hinsdale	1.6%	12	Pittsfield	7.1%	52			

Berkshire County Second Home Owner Survey

How long (in years) have you or your spouse/partner owned your Berkshire County property?

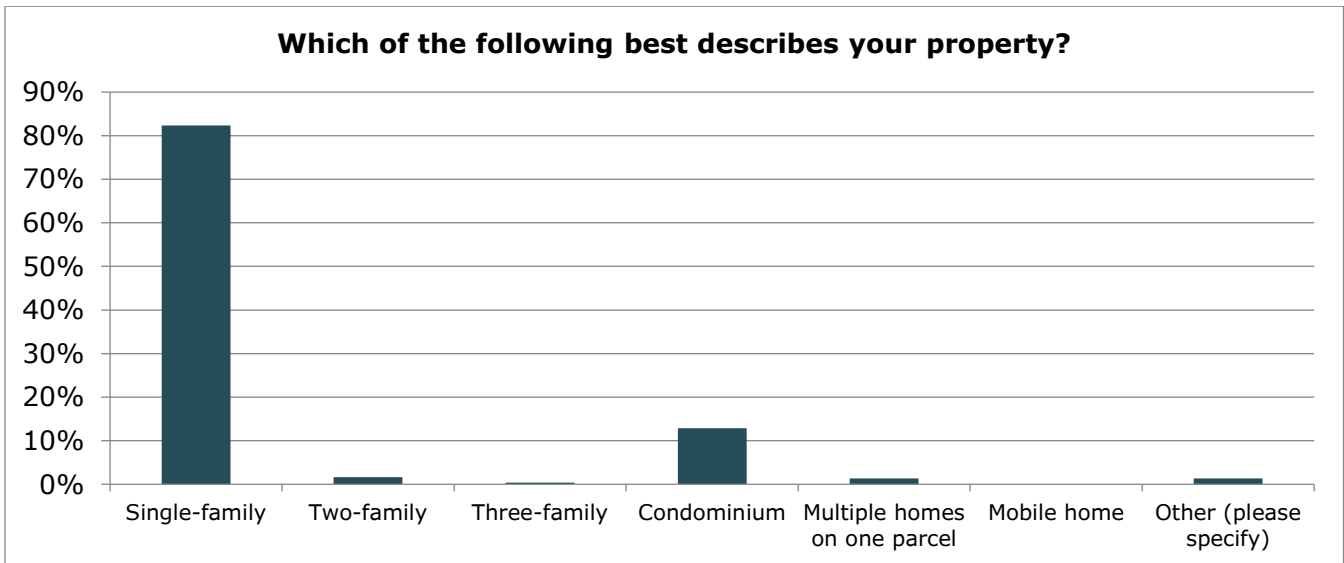
The average length of second home ownership is 14.1 years. The most significant portion of respondents has owned their property for over 20 years. Still, at least 10% of all other time frames exist. The second largest group, less than 2 years, represents those who purchased homes during the pandemic.



How long (in years) have you or your spouse/partner owned your Berkshire County property?		
N=731	%	N
0-2	21.7%	158
2-5	14.3%	104
6-10	16.5%	120
11-15	11.4%	83
16-20	10.0%	73
20+	26.2%	191

Which of the following best describes your property?

Most respondents own a single-family home; however, a noticeable group owns condos.

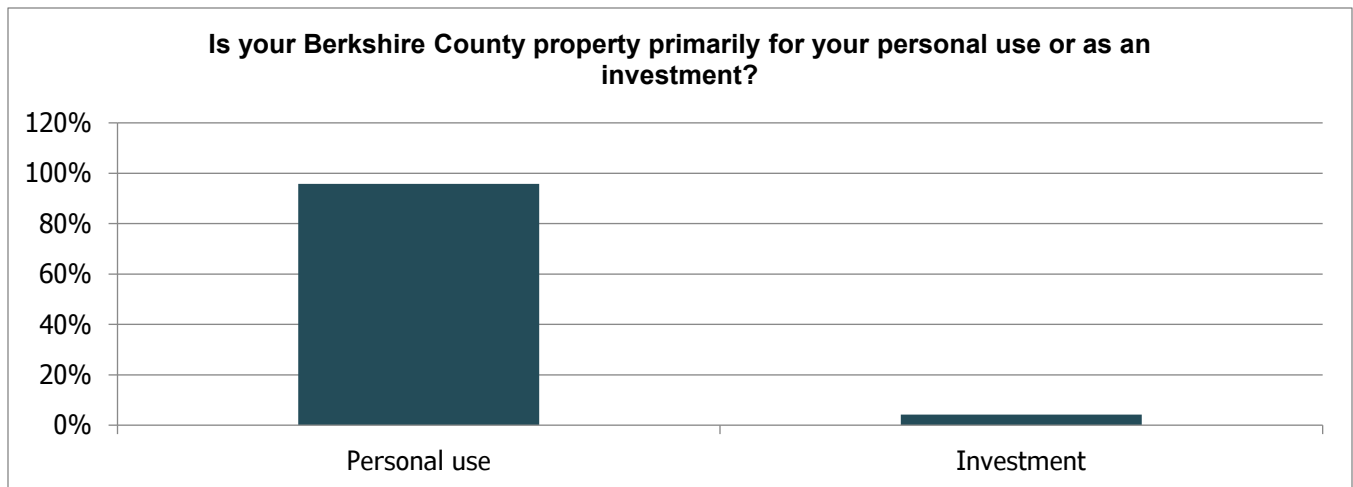


Berkshire County Second Home Owner Survey

Which of the following best describes your property?		
N=731	%	N
Single-family	82.35%	602
Two-family	1.64%	12
Three-family	0.41%	3
Condominium	12.86%	94
Multiple homes on one parcel	1.37%	10
Mobile home	0.00%	0
Other (please specify)	1.37%	10

Is your Berkshire County property primarily for your personal use or as an investment?

Almost all respondents primarily use their second home for personal use and not as an investment. Anecdotal information indicates that a larger percentage of second home owners than those who responded use it for an investment.

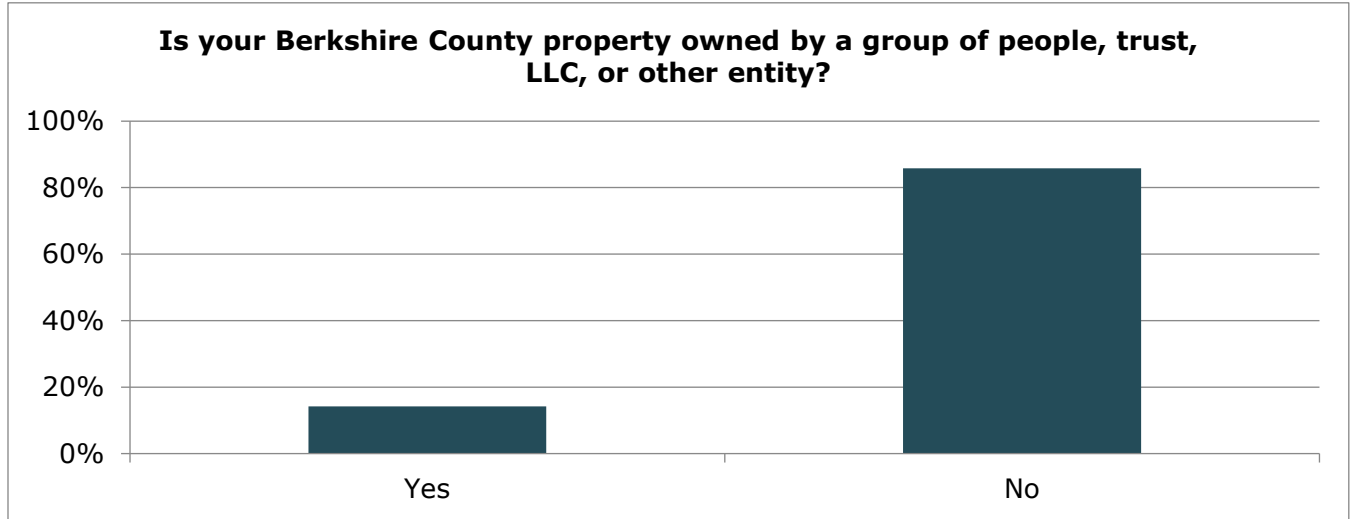


Is your Berkshire County property primarily for your personal use or as an investment?		
N=730	%	N
Personal use	95.75%	699
Investment	4.25%	31

Berkshire County Second Home Owner Survey

Is your Berkshire County property owned by a group of people, trust, LLC, or other entity?

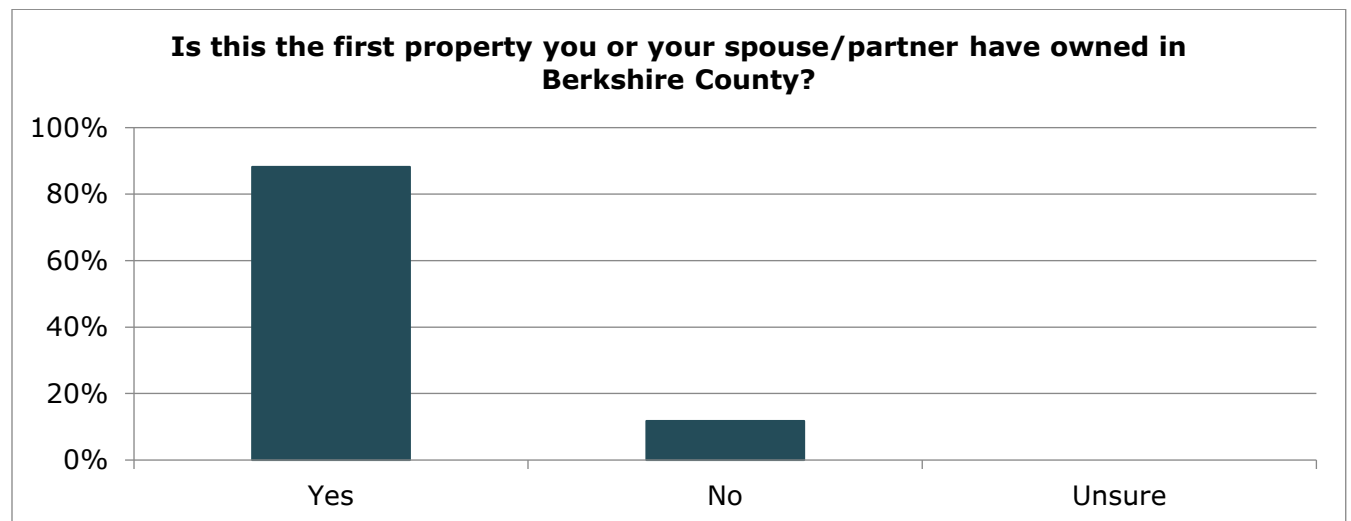
The majority of properties are owned by an individual or family and not by a group of owners. This corresponds with the previous question of most properties being used for personal use and not as an investment.



Is your Berkshire County property owned by a group of people, trust, LLC, or other entity?		
N=730	%	N
Yes	14.15%	103
No	85.85%	625

Is this the first property you or your spouse/partner have owned in Berkshire County?

The majority of respondents indicated that their current property is their first property in Berkshire County; however, a noticeable percentage have owned other properties in the county.

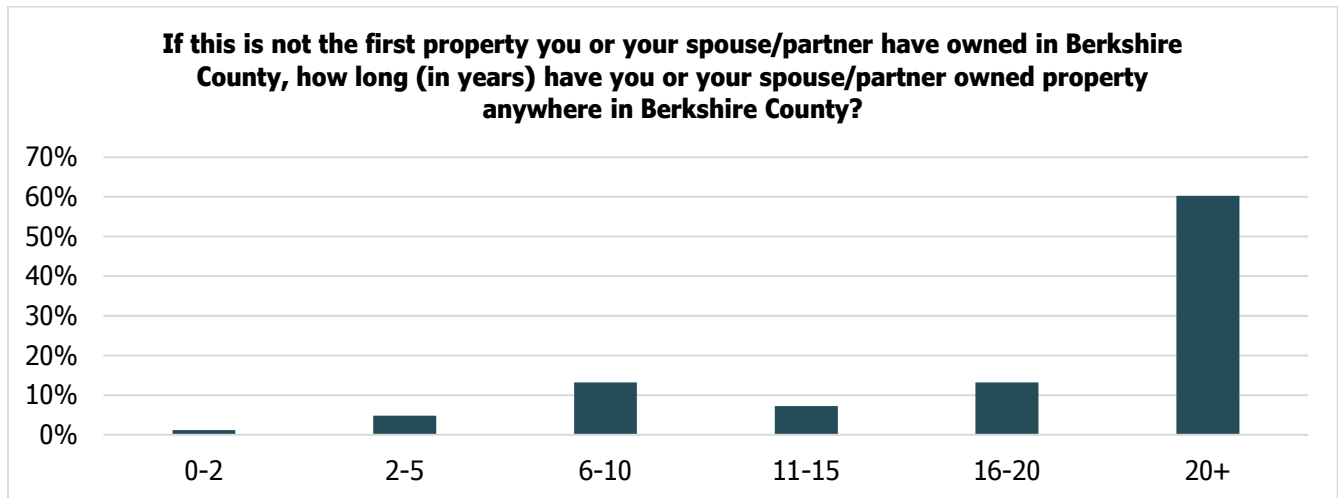


Berkshire County Second Home Owner Survey

Is this the first property you or your spouse/partner have owned in Berkshire County?		
N=730	%	N
Yes	88.24%	645
No	11.76%	86
Unsure	0.00%	0

If this is not the first property you or your spouse/partner have owned in Berkshire County, how long (in years) have you or your spouse/partner owned property anywhere in Berkshire County?

The majority of respondents who owned multiple properties in the Berkshires have owned the property for over 20 years, with the average being 26.7 years.



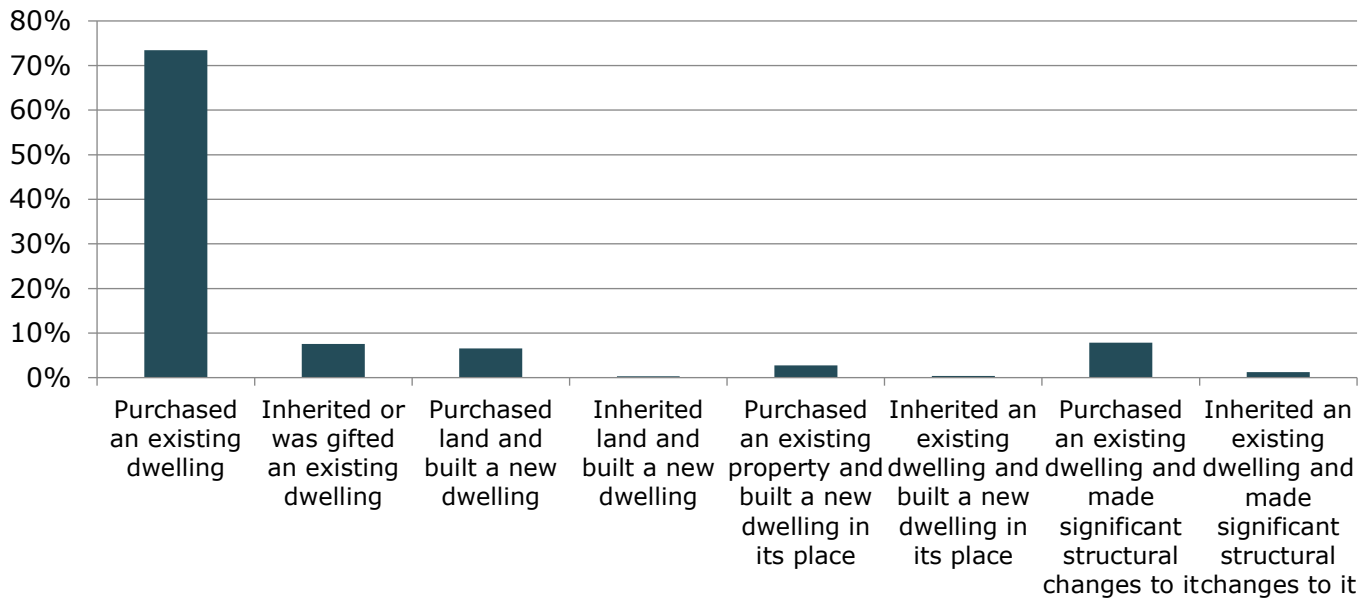
How long (in years) have you or your spouse/partner owned your Berkshire County property?		
N=83	%	N
0-2	1.2%	1
2-5	4.8%	4
6-10	13.3%	11
11-15	7.2%	6
16-20	13.3%	11
20+	60.2%	50

How did you come to own your current Berkshire County property?

Most respondents purchased an existing dwelling for their second home; however, noticeable percentages inherited the home, purchased land and built a new one, or bought an existing one and made significant structural changes.

Berkshire County Second Home Owner Survey

How did you come to own your current Berkshire County property?

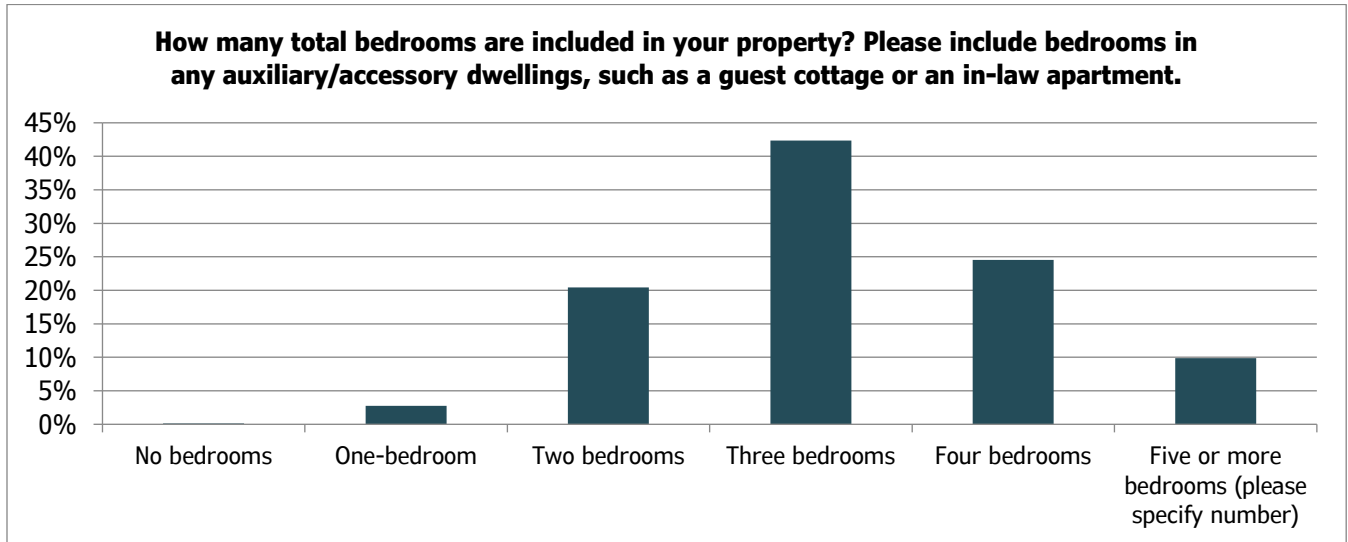


How did you come to own your current Berkshire County property?		
	%	N
N=730		
Purchased an existing dwelling	73.42%	536
Inherited or was gifted an existing dwelling	7.53%	55
Purchased land and built a new dwelling	6.58%	48
Inherited land and built a new dwelling	0.27%	2
Purchased an existing property and built a new dwelling in its place	2.74%	20
Inherited an existing dwelling and built a new dwelling in its place	0.41%	3
Purchased an existing dwelling and made significant structural changes to it	7.81%	57
Inherited an existing dwelling and made significant structural changes to it	1.23%	9

Berkshire County Second Home Owner Survey

How many total bedrooms are included in your property? Please include bedrooms in any auxiliary/accessory dwellings, such as a guest cottage or an in-law apartment.

The majority of homes have two to four bedrooms, with three bedrooms being the most prevalent. Few homes have one bedroom or less, but 10% have at least five bedrooms.

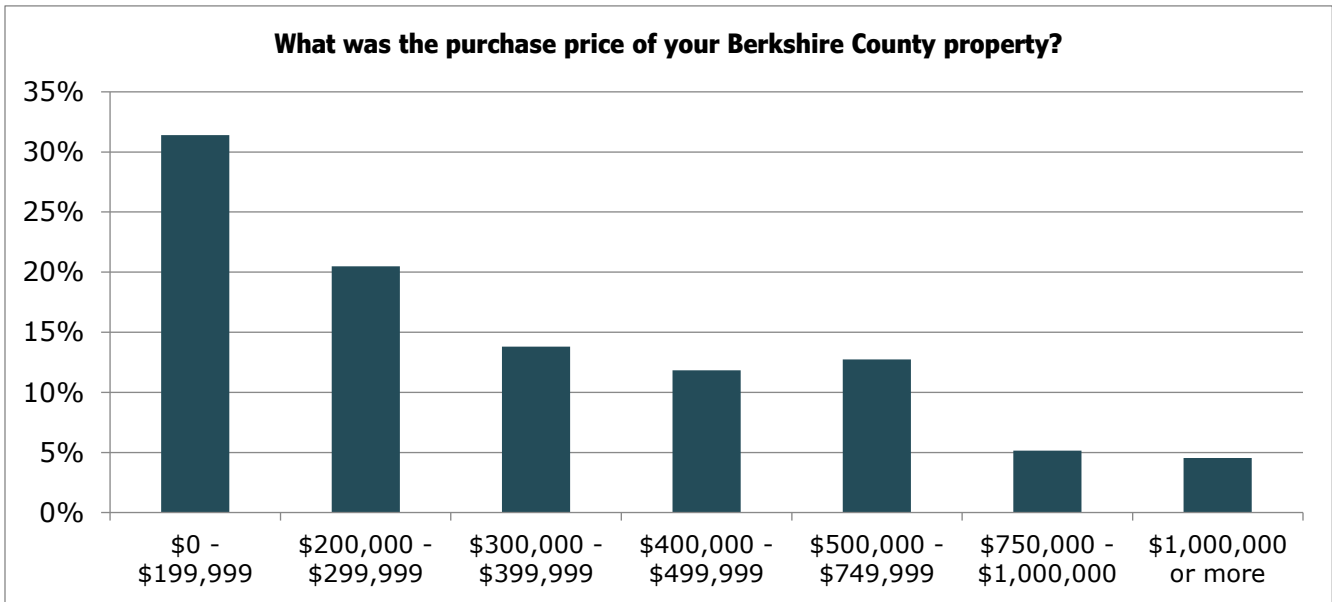


How many total bedrooms are included in your property? Please include bedrooms in any auxiliary/accessory dwellings, such as a guest cottage or an in-law apartment.		
N=730	%	N
No bedrooms	0.14%	1
One-bedroom	2.74%	20
Two bedrooms	20.41%	149
Three bedrooms	42.33%	309
Four bedrooms	24.52%	179
Five or more bedrooms (please specify number)	9.86%	72

Your Purchase

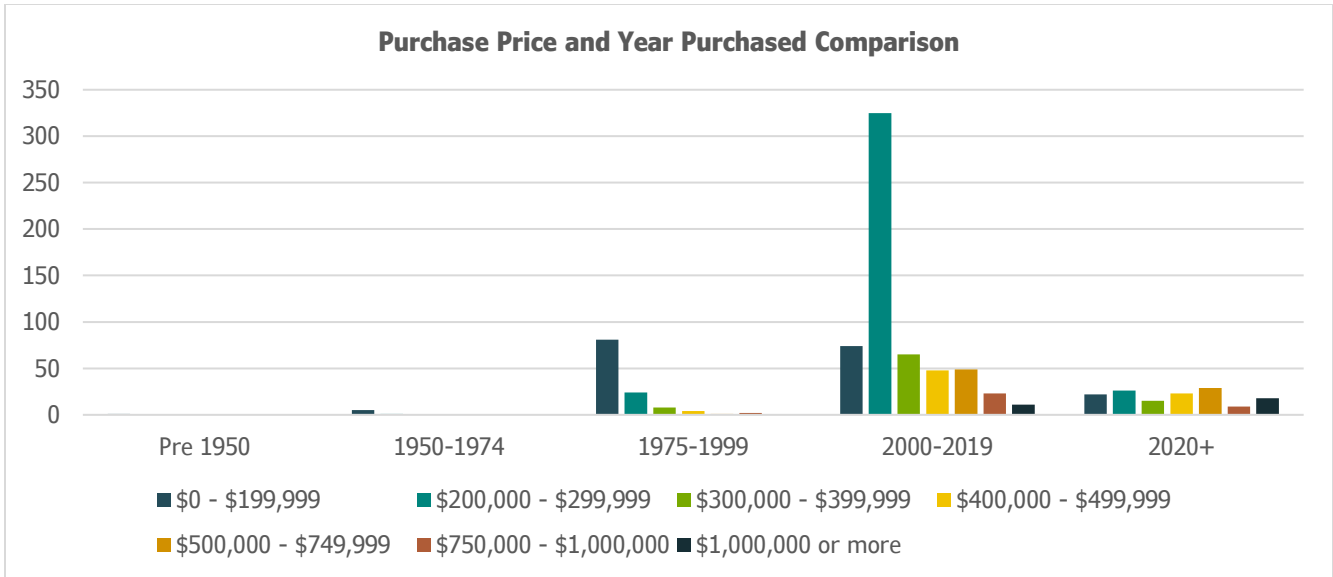
What was the purchase price of your Berkshire County property?

The largest percentage of respondents purchased their second home for less than \$200,000. When comparing purchase price to year purchased, homes less than \$200,000 were the majority purchased until 2000, when homes priced between \$200,000 and \$299,999 were the predominant price range. After 2020, the number of purchases was very similar through all price ranges.



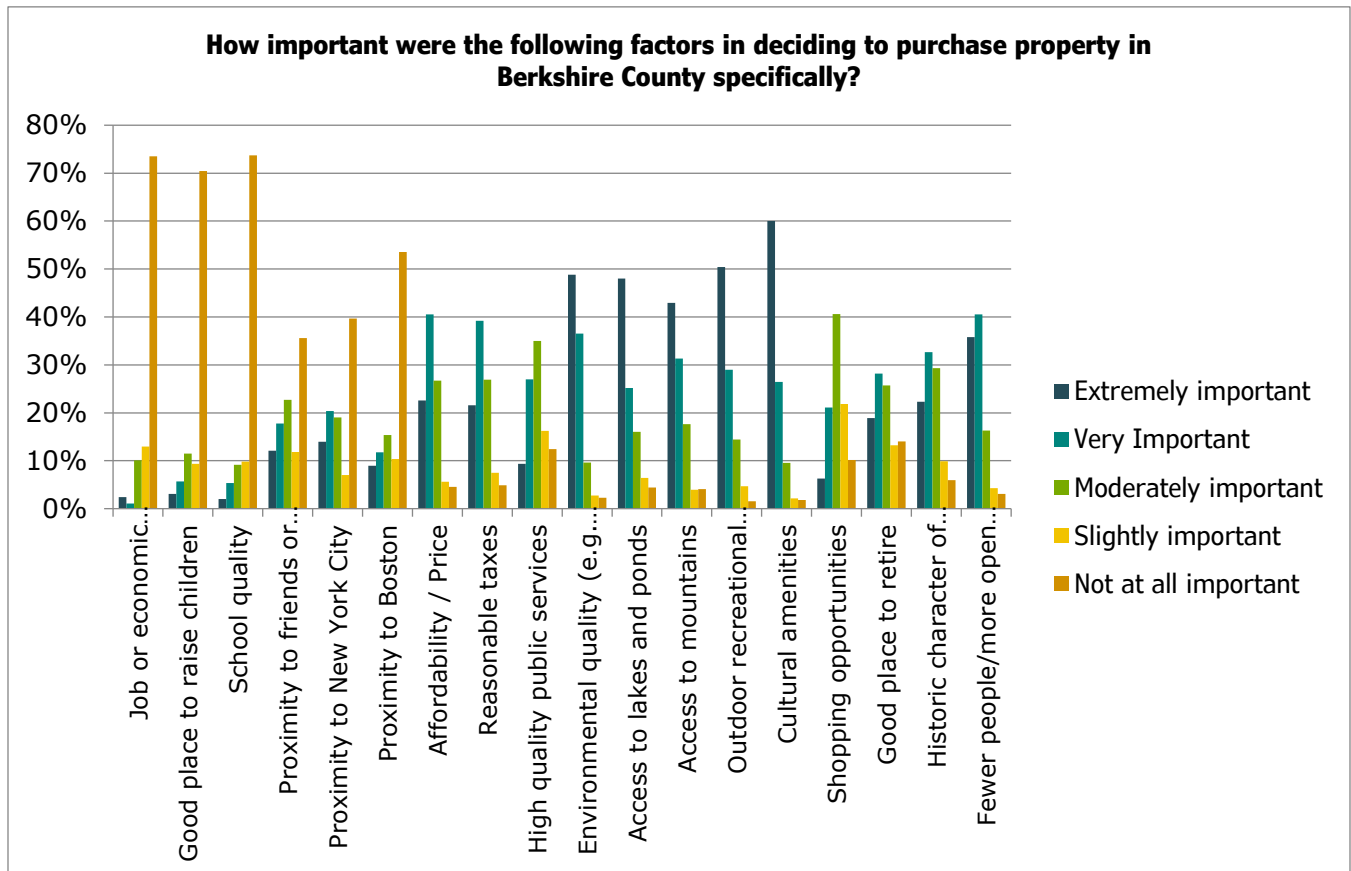
	%	N
N= 659		
\$0 - \$199,999	31.41%	207
\$200,000 - \$299,999	20.49%	135
\$300,000 - \$399,999	13.81%	91
\$400,000 - \$499,999	11.84%	78
\$500,000 - \$749,999	12.75%	84
\$750,000 - \$1,000,000	5.16%	34
\$1,000,000 or more	4.55%	30

Berkshire County Second Home Owner Survey



How important were the following factors in deciding to purchase property in Berkshire County specifically?

The most important factor for buying a house in the Berkshires was the cultural amenities, followed by outdoor recreational amenities, access to mountains, environmental quality, and access to lakes and rivers. The least important factors for locating in the Berkshires were job or economic opportunities, a good place to raise children, and school quality, which often come up as reasons to live year-round in the Berkshires.



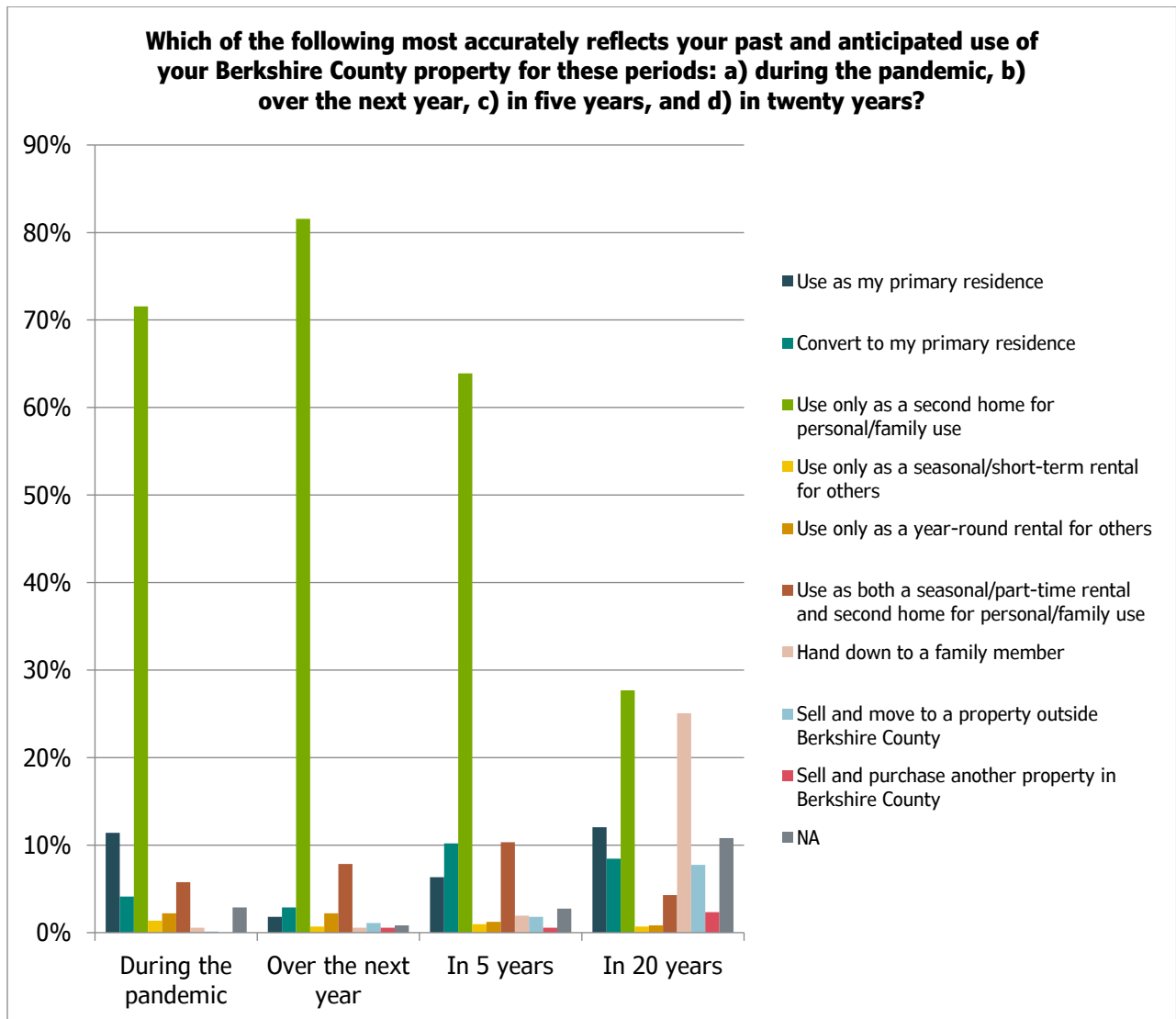
Berkshire County Second Home Owner Survey

How important were the following factors in deciding to purchase property in Berkshire County specifically? (please select one box per row)											
N=660	Extremely important		Very Important		Moderately important		Slightly important		Not at all important		Total
Job or economic opportunities	2.4%	16	1.1%	7	10.1%	66	12.9%	85	73.8%	482	656
Good place to raise children	3.1%	20	5.7%	37	11.5%	75	9.3%	61	70.4%	460	653
School quality	1.9%	13	5.4%	35	9.2%	60	9.8%	64	73.7%	482	654
Proximity to friends or relatives	12.1%	79	17.8%	116	22.7%	148	11.8%	77	35.6%	232	652
Proximity to New York City	13.9%	92	20.4%	134	19.0%	125	7.0%	46	39.7%	261	658
Proximity to Boston	8.9%	58	11.8%	76	15.3%	99	10.4%	67	53.6%	346	646
Affordability / Price	22.6%	148	40.5%	266	26.7%	175	5.6%	37	4.6%	30	656
Reasonable taxes	21.6%	142	39.2%	258	26.9%	177	7.5%	49	4.9%	32	658
High quality public services	9.4%	61	26.9%	176	34.9%	228	16.3%	106	12.4%	81	652
Environmental quality (e.g. clean air and water)	48.8%	319	36.5%	239	9.6%	63	2.8%	18	2.3%	15	654
Access to lakes and ponds	48.0%	315	25.2%	165	16.0%	105	6.4%	42	4.4%	29	656
Access to mountains	42.9%	282	31.4%	206	17.7%	116	3.9%	26	4.1%	27	657
Outdoor recreational opportunities, such as hiking, boating, skiing, etc.	50.4%	332	28.9%	191	14.4%	95	4.7%	31	1.5%	10	659
Cultural amenities	60.0%	395	26.4%	174	9.6%	63	2.1%	14	1.8%	12	658
Shopping opportunities	6.3%	41	21.1%	137	40.6%	264	21.9%	142	10.2%	66	650
Good place to retire	18.9%	123	28.2%	183	25.7%	167	13.2%	86	14.0%	91	650
Historic character of Berkshire County	22.3%	147	32.6%	215	29.3%	193	9.9%	65	5.9%	39	659
Fewer people/more open space	35.8%	235	40.5%	266	16.3%	107	4.3%	28	3.1%	20	656

Use of your property

Which of the following most accurately reflects your past and anticipated use of your Berkshire County property for these periods: a) during the pandemic, b) over the next year, c) in five years, and d) in twenty years?

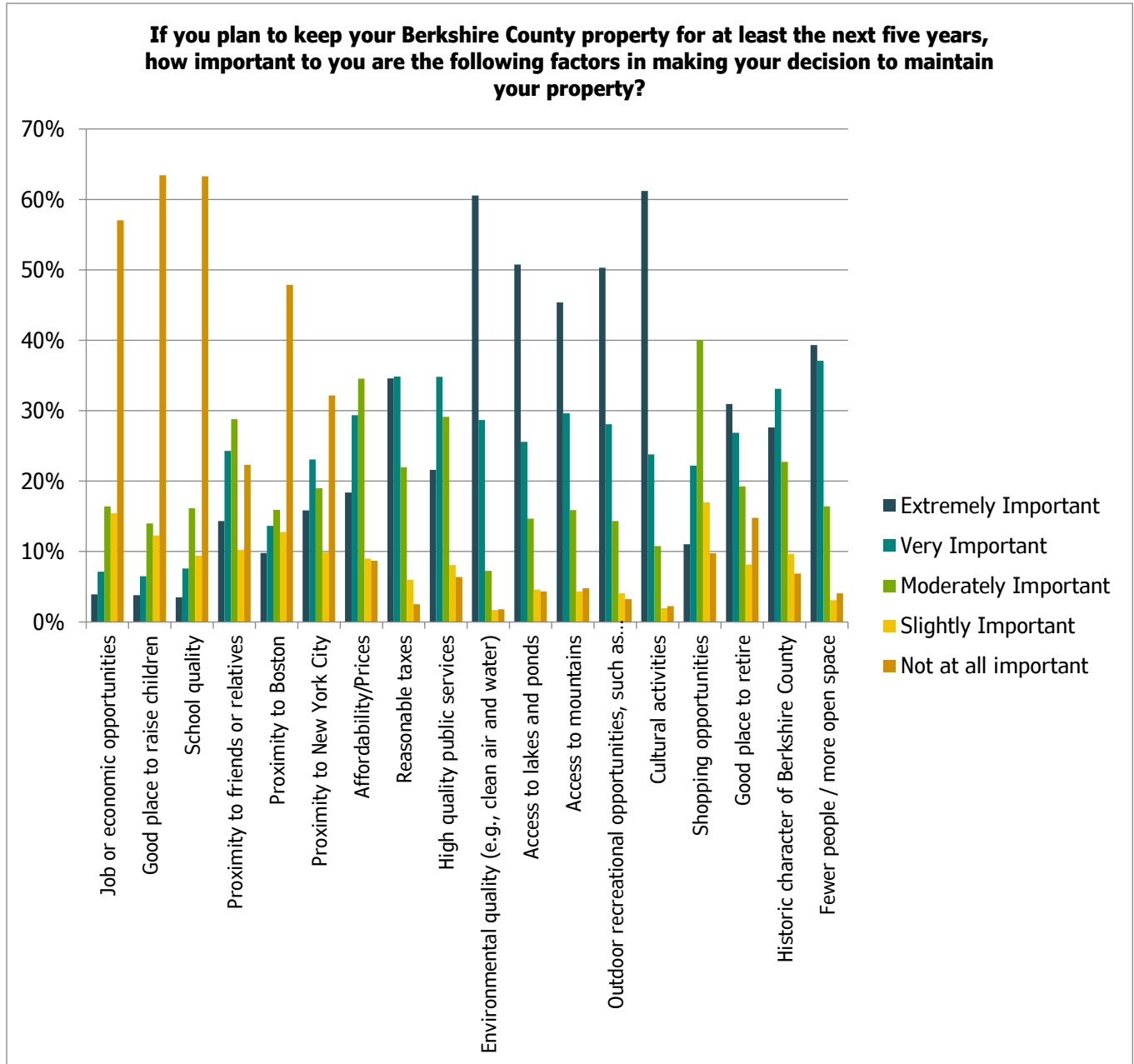
During the pandemic, the majority of respondents used their second home as a second home, while about one in 10 used their house as their primary residence. About 5% split the use between part-time rental and personal use. Over the next five years, the number who will use it as their primary residence goes down significantly, but there is an increase in use as a second home and an increase in those who will use it as both a second home and a rental. In five years, there will be a decrease in the number who will use it only for a second home and an increase in making it their primary residence. In 20 years, there will be a further increase in primary residence use, a decrease in second home use, and a significant increase in handing it down to a family member. This indicates that many second homeowners used their home as their primary residence during the pandemic but have now reverted to using it as a second home. In 5+ years, many of the owners plan to relocate to the Berkshires and use it as their primary residence.



Berkshire County Second Home Owner Survey

If you plan to keep your Berkshire County property for at least the next five years, how important to you are the following factors in making your decision to maintain your property? (Please select one box per row.)

For those who will keep their property for the next five years, the most important factors for maintaining their property relate to the cultural and environmental factors.



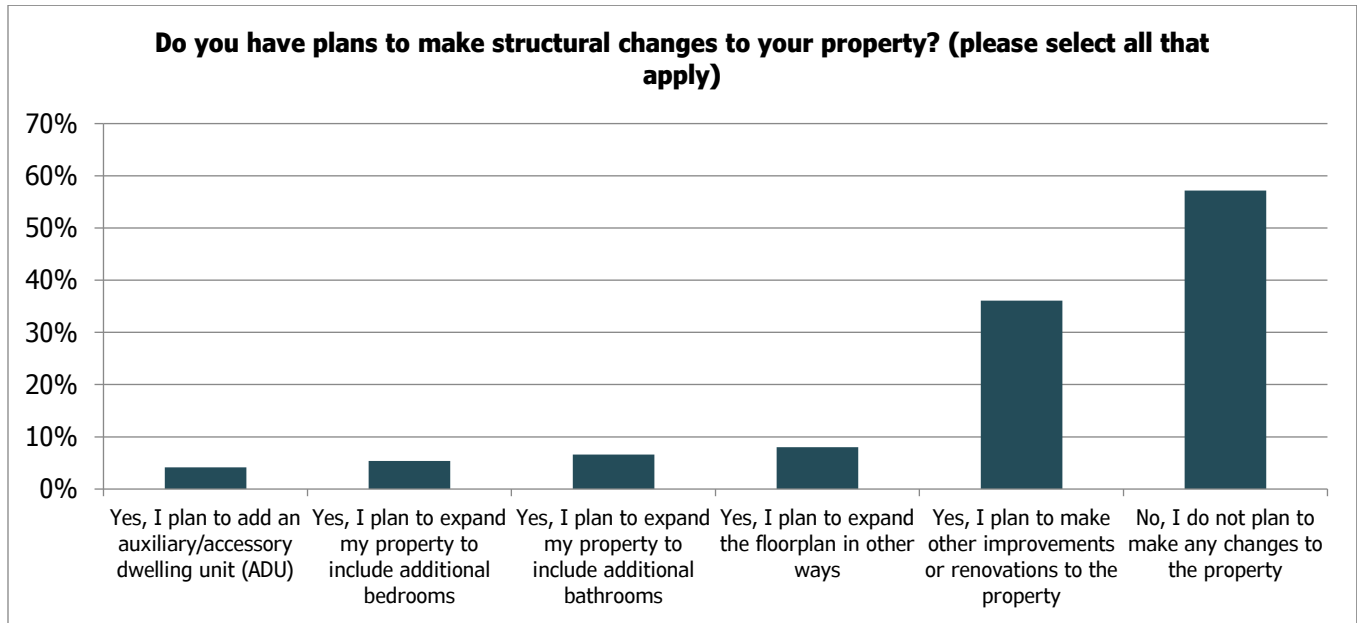
Berkshire County Second Home Owner Survey

If you plan to keep your Berkshire County property for at least the next five years, how important to you are the following factors in making your decision to maintain your property? (Please select one box per row.)											
N=716	Extremely Important		Very Important		Moderately Important		Slightly Important		Not at all important		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	
Job or economic opportunities	3.9%	28	7.2%	51	16.4%	117	15.5%	110	57.0%	406	712
Good place to raise children	3.8%	27	6.5%	46	13.9%	99	12.3%	87	63.4%	449	708
School quality	3.5%	25	7.6%	54	16.2%	115	9.4%	67	63.3%	450	711
Proximity to friends or relatives	14.3%	102	24.3%	173	28.8%	205	10.3%	73	22.3%	159	712
Proximity to Boston	9.8%	69	13.6%	96	15.9%	112	12.8%	90	47.9%	337	704
Proximity to New York City	15.9%	112	23.1%	163	18.9%	134	9.9%	70	32.2%	227	706
Affordability/Prices	18.4%	131	29.4%	209	34.6%	246	8.9%	64	8.7%	62	712
Reasonable taxes	34.6%	247	34.9%	249	21.9%	157	6.0%	43	2.5%	18	714
High quality public services	21.6%	152	34.8%	245	29.1%	205	8.1%	57	6.4%	45	704
Environmental quality (e.g., clean air and water)	60.6%	433	28.7%	205	7.3%	52	1.7%	12	1.8%	13	715
Access to lakes and ponds	50.8%	363	25.6%	183	14.7%	105	4.6%	33	4.3%	31	715
Access to mountains	45.4%	323	29.6%	211	15.9%	113	4.4%	31	4.8%	34	712
Outdoor recreational opportunities, such as fishing, hiking, boating, etc.	50.3%	358	28.1%	200	14.3%	102	4.1%	29	3.2%	23	712
Cultural activities	61.2%	437	23.8%	170	10.8%	77	1.9%	14	2.2%	16	714
Shopping opportunities	11.0%	78	22.2%	157	40.0%	283	16.9%	120	9.8%	69	707
Good place to retire	30.9%	220	26.9%	191	19.3%	137	8.2%	58	14.8%	105	711
Historic character of Berkshire County	27.6%	197	33.1%	236	22.7%	162	9.7%	69	6.9%	49	713
Fewer people / more open space	39.3%	280	37.1%	264	16.4%	117	3.1%	22	4.1%	29	712

Berkshire County Second Home Owner Survey

Do you have plans to make structural changes to your property? (please select all that apply)

Most respondents do not plan to make any changes to their property.

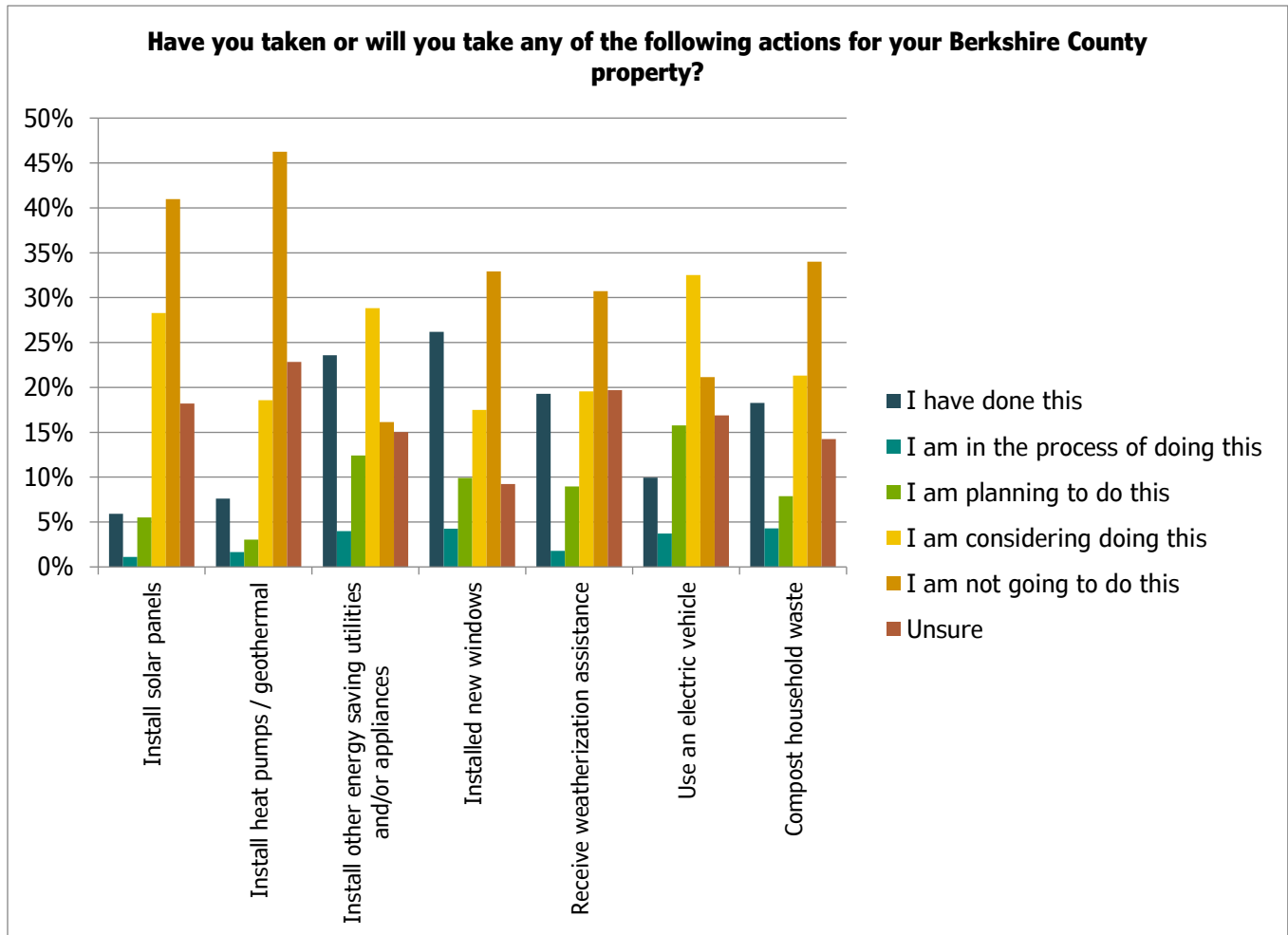


Do you have plans to make structural changes to your property? (please select all that apply)		
	%	N
N=726		
Yes, I plan to add an auxiliary/accessory dwelling unit (ADU)	4.13%	30
Yes, I plan to expand my property to include additional bedrooms	5.37%	39
Yes, I plan to expand my property to include additional bathrooms	6.61%	48
Yes, I plan to expand the floorplan in other ways	7.99%	58
Yes, I plan to make other improvements or renovations to the property	36.09%	262
No, I do not plan to make any changes to the property	57.16%	415

Berkshire County Second Home Owner Survey

Have you taken or will you take any of the following actions for your Berkshire County property?

Most respondents have not, nor are they planning to make energy improvements to their homes. Between 15% and 32% are considering taking some action, with using an electric car having the highest percentage.



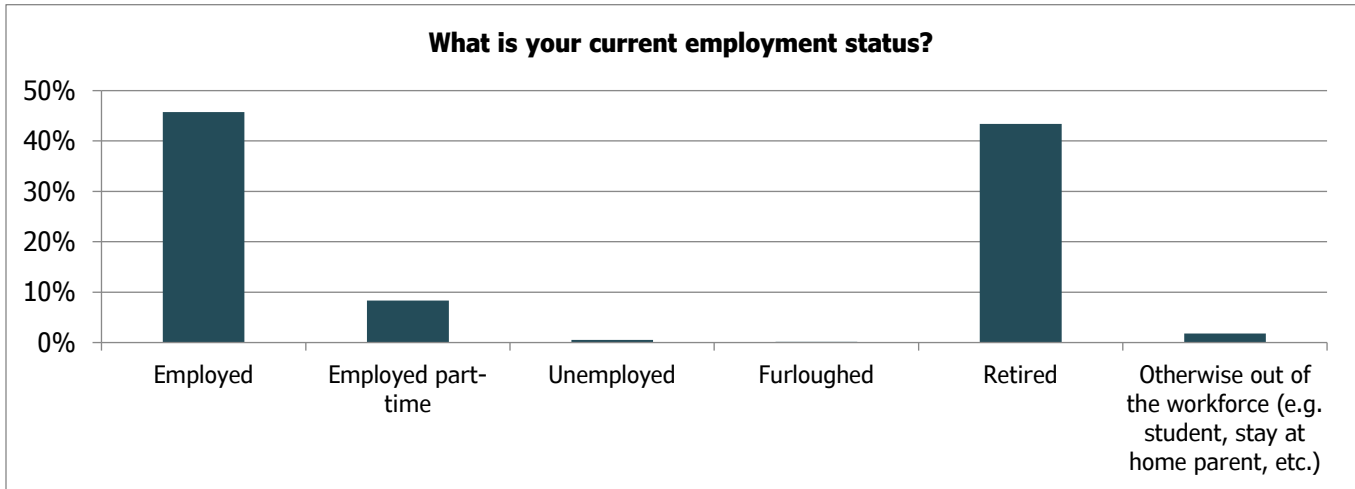
Berkshire County Second Home Owner Survey

Have you taken or will you take any of the following actions for your Berkshire County property?													
N=730	I have done this		I am in the process of doing this		I am planning to do this		I am considering doing this		I am not going to do this		Unsure		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	
Install solar panels	5.9%	43	1.1%	8	5.5%	40	28.3%	205	40.9%	297	18.2%	132	72
Install heat pumps / geothermal	7.6%	55	1.7%	12	3.1%	22	18.6%	134	46.3%	334	22.9%	166	72
Install other energy saving utilities and/or appliances	23.6%	171	4.0%	29	12.4%	90	28.8%	209	16.1%	117	15.0%	109	72
Installed new windows	26.2%	190	4.3%	31	9.9%	72	17.5%	127	32.9%	239	9.2%	67	72
Receive weatherization assistance	19.3%	140	1.8%	13	8.9%	65	19.6%	142	30.7%	223	19.7%	143	72
Use an electric vehicle	9.9%	72	3.7%	27	15.8%	114	32.5%	235	21.2%	153	16.8%	122	72
Compost household waste	18.3%	132	4.3%	31	7.9%	57	21.3%	154	34.0%	246	14.3%	103	72

Employment

What is your current employment status?

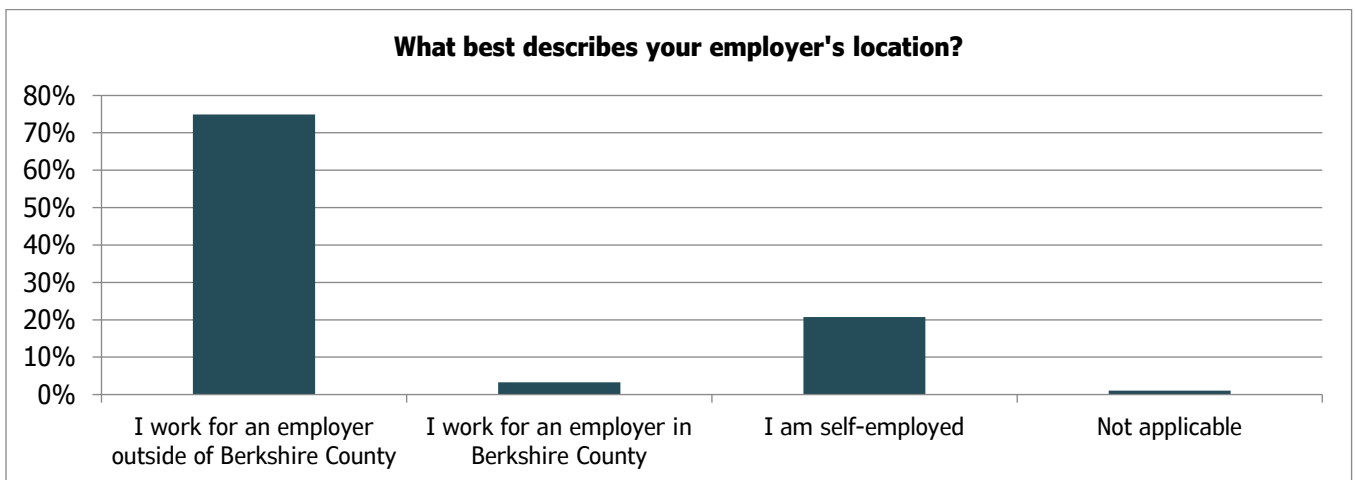
Over half of the respondents are currently employed, with the majority being full-time. This is closely followed by 43% of respondents being retired.



What is your current employment status?		
	%	N
N=730		
Employed	45.75%	334
Employed part-time	8.36%	61
Unemployed	0.55%	4
Furloughed	0.14%	1
Retired	43.42%	317
Otherwise out of the workforce (e.g. student, stay at home parent, etc.)	1.78%	13

What best describes your employer's location?

Most second homeowners are employed by employers outside of Berkshire County, with only 3% employed by a county employer. Another 20% are self-employed, a higher percentage than county residents.

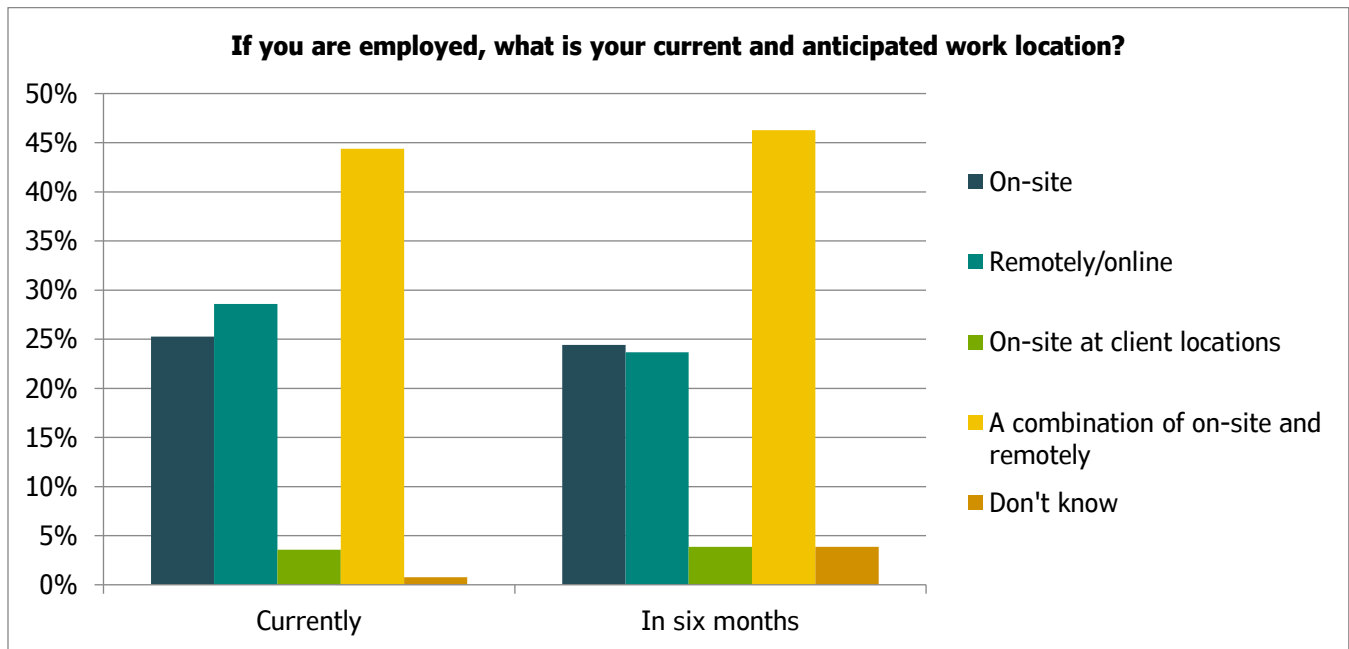


Berkshire County Second Home Owner Survey

What best describes your employer's location?		
	%	N
N=395		
I work for an employer outside of Berkshire County	74.94%	296
I work for an employer in Berkshire County	3.29%	13
I am self-employed	20.76%	82
Not applicable	1.01%	4

If you are employed, what is your current and anticipated work location?

Almost half of the respondents' current work locations are a combination of on-site and off-site. Another 25% work on-site, and 28% work entirely remote. In six months, the percentage of remote only goes down by 5%, with an increase in the hybrid environment and in not knowing.

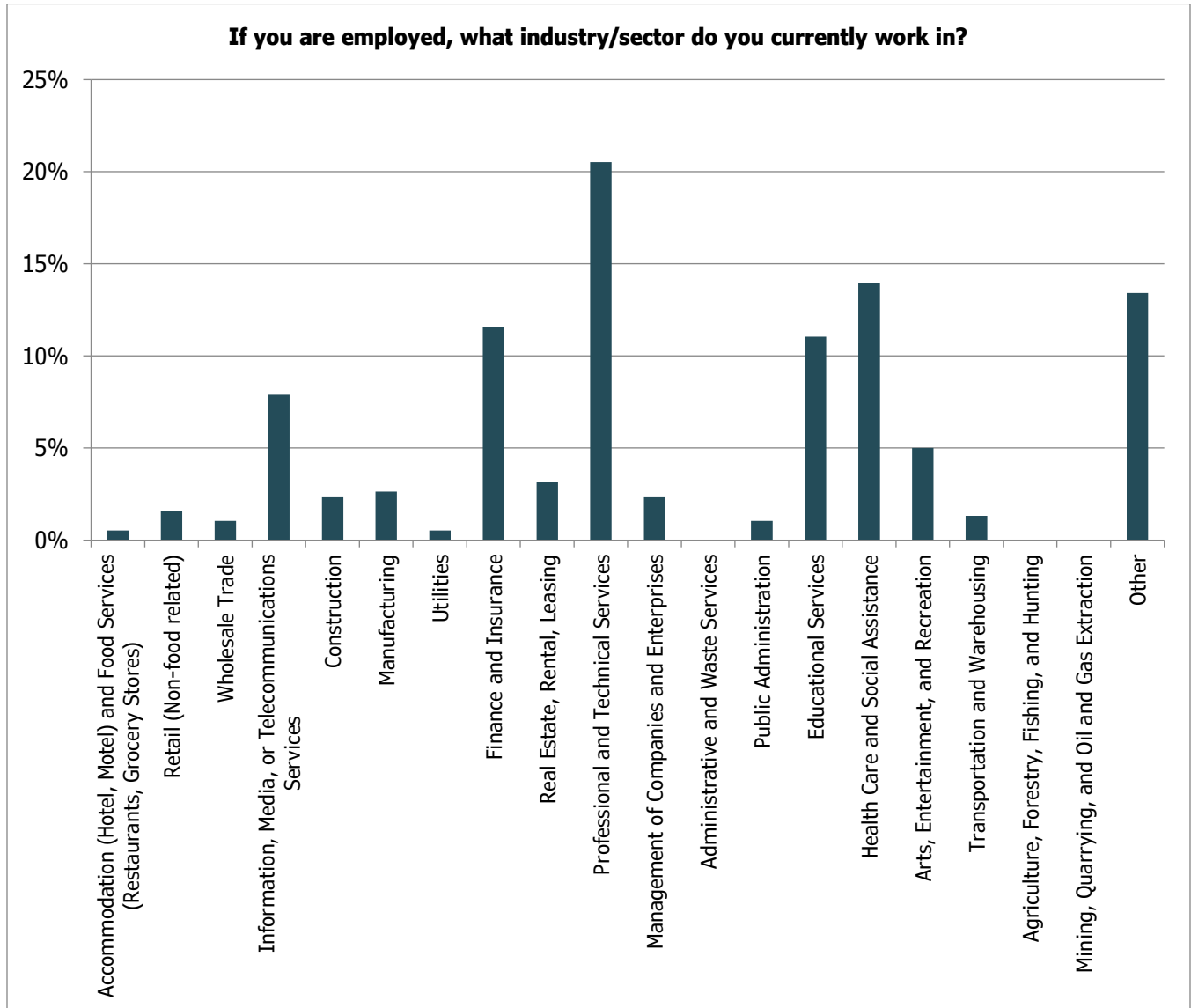


If you are employed, what is your current and anticipated work location?											
N=394	On-site		Remotely/online		On-site at client locations		A combination of on-site and remotely		Don't know		Total
Currently	25.3%	99	28.6%	112	3.6%	14	44.4%	174	0.8%	3	392
In six months	24.4%	95	23.7%	92	3.9%	15	46.3%	180	3.9%	15	389

Berkshire County Second Home Owner Survey

If you are employed, what industry/sector do you currently work in?

The highest percentage of respondents are employed in the Professional and Technical industries. Other significant sectors include Finance and Insurance, Educational Services, Health Care and Social Assistance, and Other.



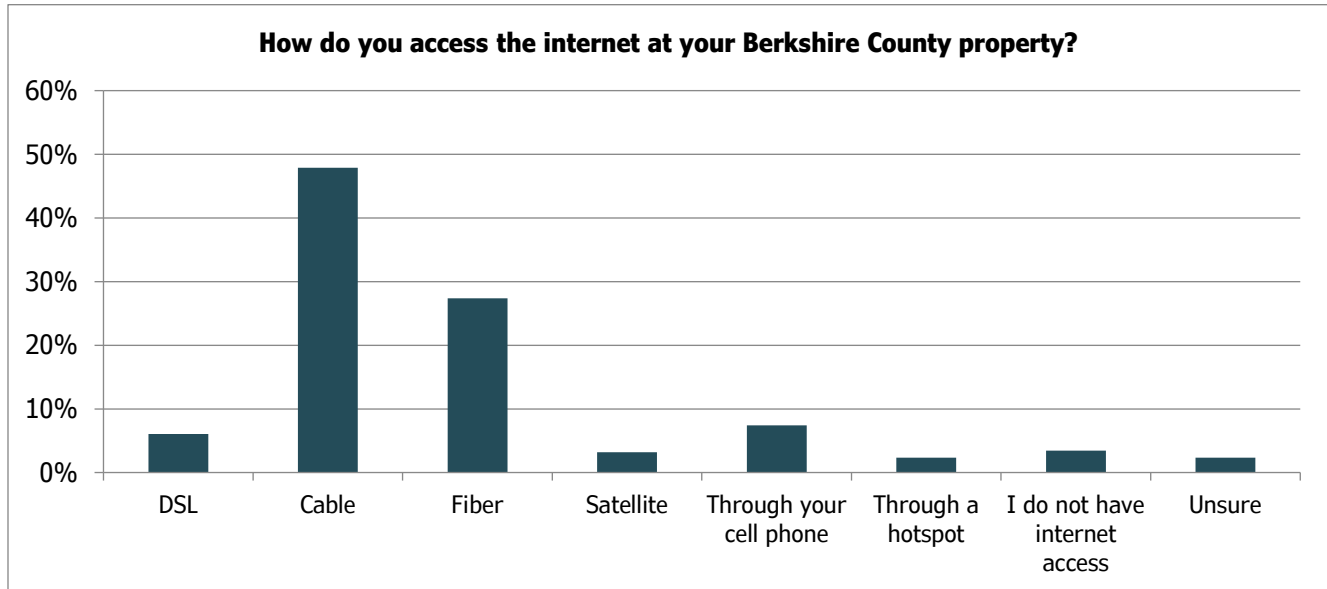
Berkshire County Second Home Owner Survey

If you are employed, what industry/sector do you currently work in?		
N=380	%	N
Accommodation (Hotel, Motel) and Food Services (Restaurants, Grocery Stores)	0.53%	2
Retail (Non-food related)	1.58%	6
Wholesale Trade	1.05%	4
Information, Media, or Telecommunications Services	7.89%	30
Construction	2.37%	9
Manufacturing	2.63%	10
Utilities	0.53%	2
Finance and Insurance	11.58%	44
Real Estate, Rental, Leasing	3.16%	12
Professional and Technical Services	20.53%	78
Management of Companies and Enterprises	2.37%	9
Administrative and Waste Services	0.00%	0
Public Administration	1.05%	4
Educational Services	11.05%	42
Health Care and Social Assistance	13.95%	53
Arts, Entertainment, and Recreation	5.00%	19
Transportation and Warehousing	1.32%	5
Agriculture, Forestry, Fishing, and Hunting	0.00%	0
Mining, Quarrying, and Oil and Gas Extraction	0.00%	0
Other	13.42%	51

Internet

How do you access the internet at your Berkshire County property?

The highest percentage of respondents get internet through Cable; however, the second highest percentage is for fiber, likely increasing due to the continued buildout of fiber in underserved communities.

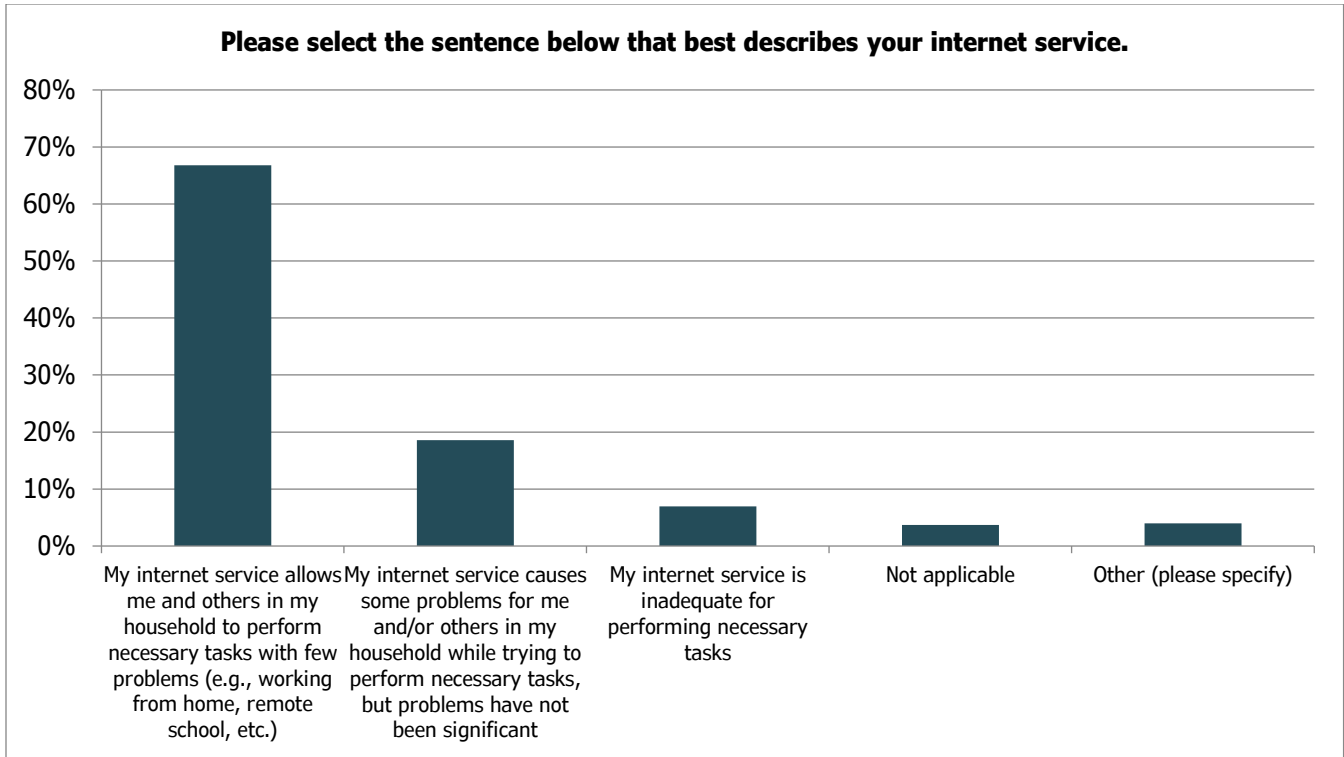


How do you access the internet at your Berkshire County property?		
	%	N
N=727		
DSL	6.05%	44
Cable	47.87%	348
Fiber	27.37%	199
Satellite	3.16%	23
Through your cell phone	7.43%	54
Through a hotspot	2.34%	17
I do not have internet access	3.44%	25
Unsure	2.34%	17

Please select the sentence below that best describes your internet service.

Two out of three respondents report no problems with their internet service. Another 20% report they have some problems, but it is insignificant. Only six percent of respondents report their internet service is inadequate for their needs.

Berkshire County Second Home Owner Survey

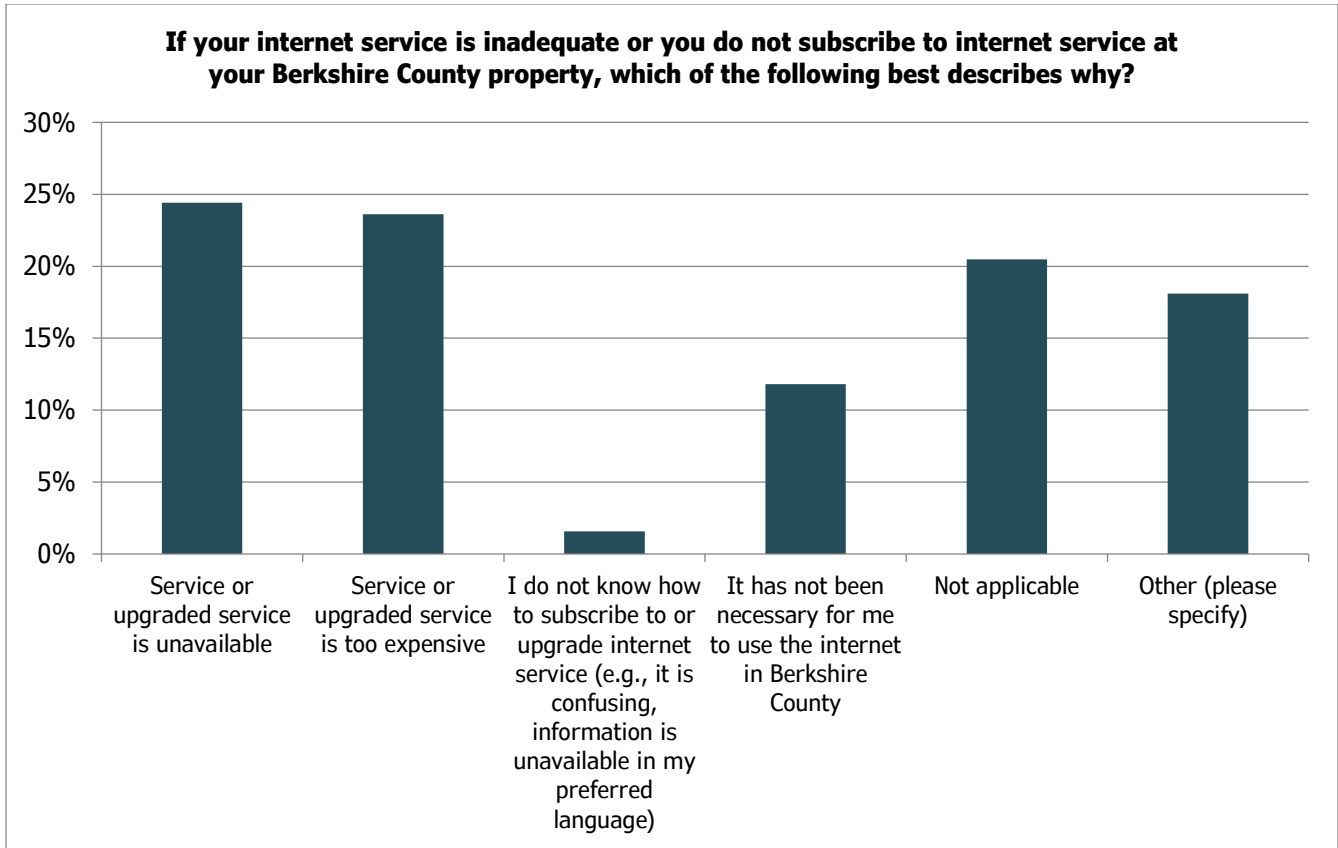


Please select the sentence below that best describes your internet service.		
N=705	%	N
My internet service allows me and others in my household to perform necessary tasks with few problems (e.g., working from home, remote school, etc.)	66.81%	471
My internet service causes some problems for me and/or others in my household while trying to perform necessary tasks, but problems have not been significant	18.58%	131
My internet service is inadequate for performing necessary tasks	6.95%	49
Not applicable	3.69%	26
Other (please specify)	3.97%	28

If your internet service is inadequate or you do not subscribe to internet service at your Berkshire County property, which of the following best describes why? (Please select the most important reason.)

Upgraded internet service not being available or the upgraded service being too expensive are the most significant issues for those who find their internet service is inadequate.

Berkshire County Second Home Owner Survey

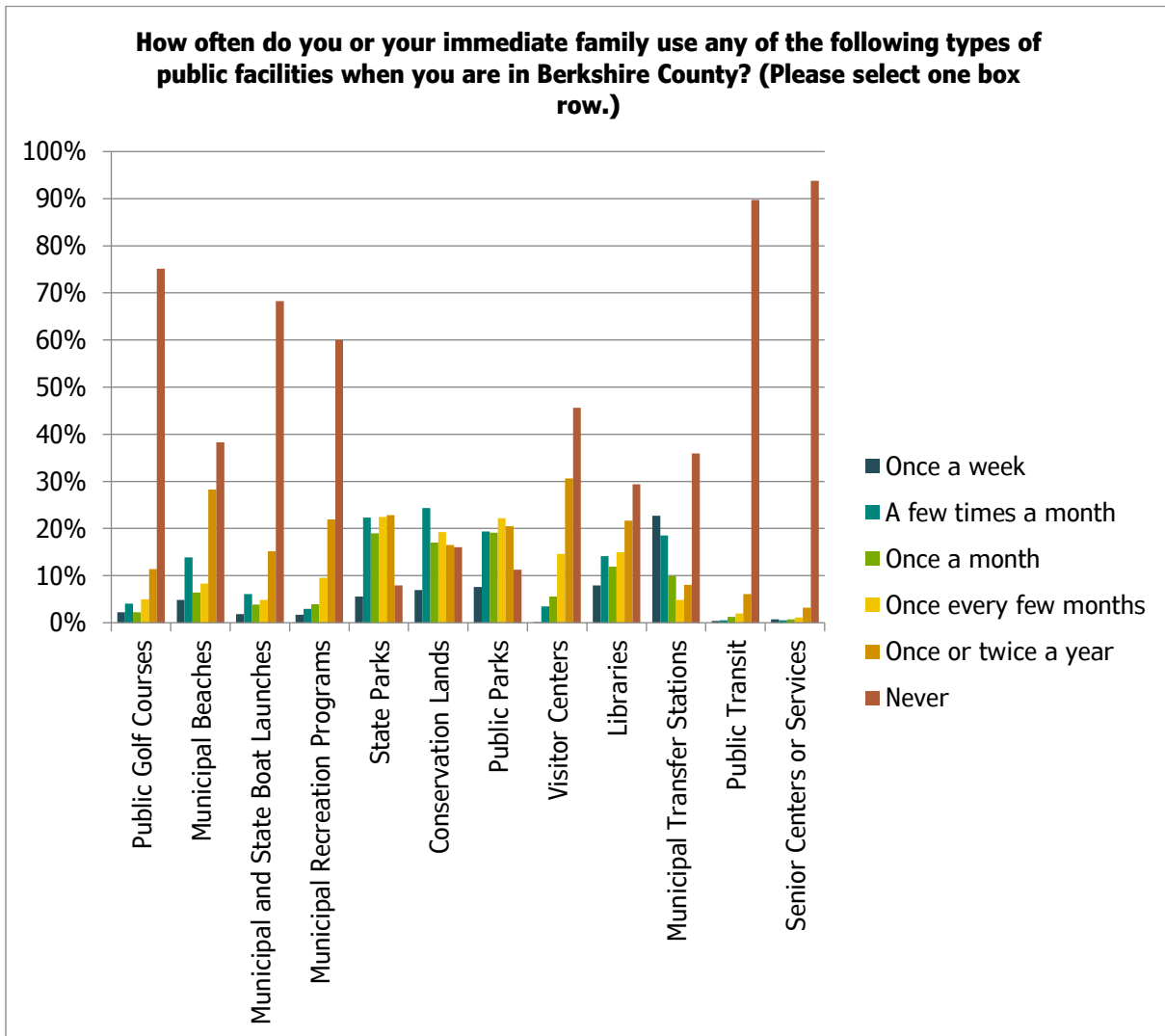


If your internet service is inadequate or you do not subscribe to internet service at your Berkshire County property, which of the following best describes why? (Please select the most important reason.)		
N=127	%	N
Service or upgraded service is unavailable	24.41%	31
Service or upgraded service is too expensive	23.62%	30
I do not know how to subscribe to or upgrade internet service (e.g., it is confusing, information is unavailable in my preferred language)	1.57%	2
It has not been necessary for me to use the internet in Berkshire County	11.81%	15
Not applicable	20.47%	26
Other (please specify)	18.11%	23

Local Services

How often do you or your immediate family use any of the following types of public facilities when you are in Berkshire County? (Please select one box row.)

Municipal transfer stations are the second homeowners' most used public facility, followed by libraries, public parks, state parks, conservation areas, and municipal beaches. The least used facilities include senior centers, public transit, public golf courses, boat launches, and municipal recreation programs.



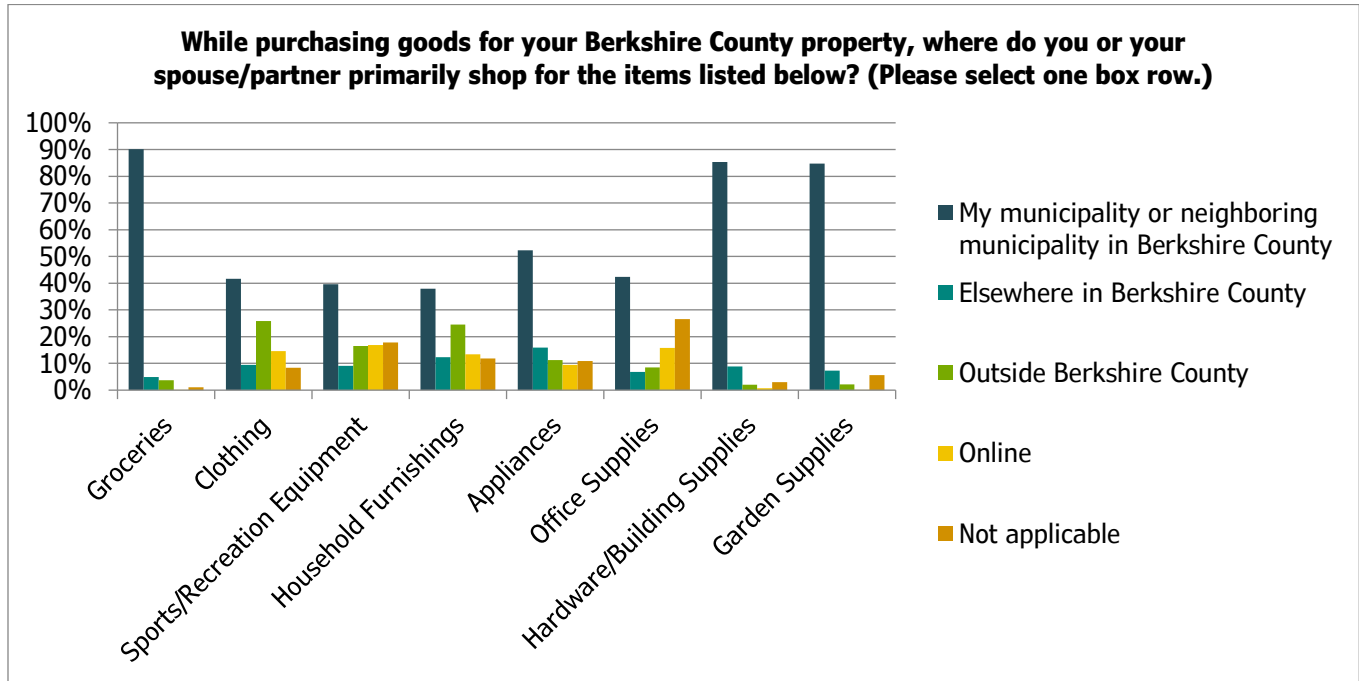
Berkshire County Second Home Owner Survey

How often do you or your immediate family use any of the following types of public facilities when you are in Berkshire County? (Please select one box row.)													
N=727	Once a week		A few times a month		Once a month		Once every few months		Once or twice a year		Never		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	
Public Golf Courses	2.2%	16	4.0%	29	2.2%	16	5.0%	36	11.4%	82	75.1%	541	720
Municipal Beaches	4.9%	35	13.9%	100	6.4%	46	8.3%	60	28.3%	204	38.2%	276	721
Municipal and State Boat Launches	1.8%	13	6.1%	44	3.9%	28	4.8%	35	15.2%	110	68.3%	494	724
Municipal Recreation Programs	1.7%	12	2.9%	21	3.9%	28	9.6%	69	21.9%	158	60.0%	432	720
State Parks	5.5%	40	22.3%	161	18.9%	137	22.4%	162	22.9%	165	7.9%	57	722
Conservation Lands	6.9%	50	24.3%	176	17.0%	123	19.2%	139	16.5%	119	16.0%	116	723
Public Parks	7.6%	55	19.4%	140	19.1%	138	22.2%	160	20.5%	148	11.2%	81	722
Visitor Centers	0.1%	1	3.5%	25	5.6%	40	14.6%	105	30.7%	221	45.6%	329	721
Libraries	7.9%	57	14.2%	102	11.9%	86	14.9%	108	21.6%	156	29.4%	212	721
Municipal Transfer Stations	22.7%	164	18.5%	134	9.9%	72	4.8%	35	8.0%	58	35.9%	260	723
Public Transit	0.4%	3	0.6%	4	1.3%	9	1.9%	14	6.1%	44	89.7%	647	721
Senior Centers or Services	0.7%	5	0.6%	4	07%	5	1.1%	8	3.2%	23	93.8%	678	723
Other (please specify)													18

Berkshire County Second Home Owner Survey

While purchasing goods for your Berkshire County property, where do you or your spouse/partner primarily shop for the items listed below? (Please select one box row.)

Groceries, hardware/building supplies, and garden supplies tend to be purchased in the resident's municipality or neighboring municipality. Other purchases tend to be spread out more across other geographies.



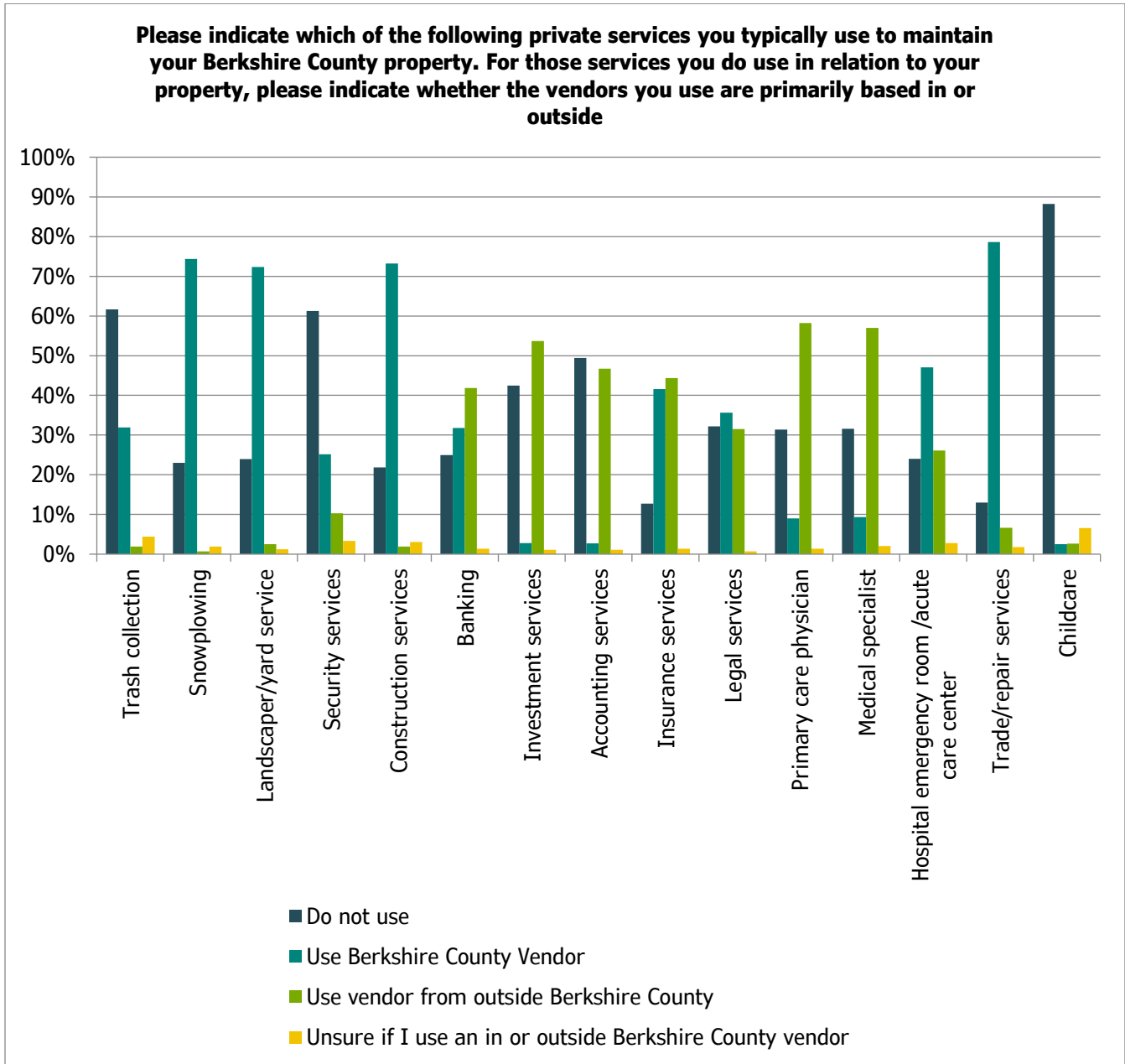
While purchasing goods for your Berkshire County property, where do you or your spouse/partner primarily shop for the items listed below? (Please select one box row.)

N=729	My municipality or neighboring municipality in Berkshire County		Elsewhere in Berkshire County		Outside Berkshire County		Online		Not applicable		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	
Groceries	90.1%	656	4.9%	36	3.7%	27	0.1%	1	1.1%	8	728
Clothing	41.6%	299	9.5%	68	25.9%	186	14.6%	105	8.4%	60	718
Sports/Recreation Equipment	39.6%	286	9.1%	66	16.5%	119	16.9%	122	17.9%	129	722
Household Furnishings	37.9%	274	12.3%	89	24.5%	177	13.4%	97	11.9%	86	723
Appliances	52.3%	380	15.9%	116	11.3%	82	9.5%	69	10.9%	79	726
Office Supplies	42.4%	305	6.8%	49	8.5%	61	15.8%	114	26.5%	191	720
Hardware/Building Supplies	85.4%	620	8.8%	64	2.1%	15	0.7%	5	3.0%	22	726
Garden Supplies	84.7%	614	7.3%	53	2.2%	16	0.1%	1	5.7%	41	725
Other (please specify)											11

Berkshire County Second Home Owner Survey

Please indicate which of the following private services you typically use to maintain your Berkshire County property. For those services you do use in relation to your property, please indicate whether the vendors you use are primarily based in or outside Berkshire County. (Please select one box per row.)

Trade and repair services are the most used Berkshire County service second homeowners use, followed by snowplowing, construction, and landscaping services. The least used services include childcare and trash collection. Services provided mainly by out-of-county providers include medical, financial, and legal services.



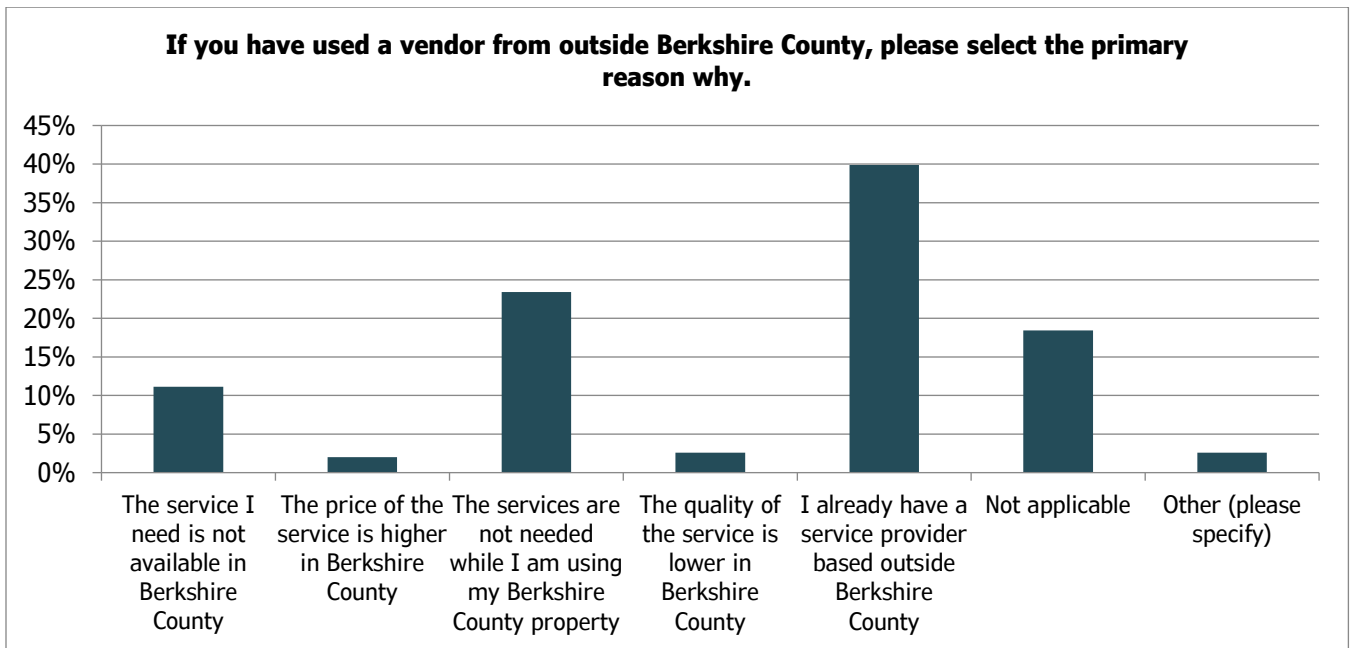
Berkshire County Second Home Owner Survey

Please indicate which of the following private services you typically use to maintain your Berkshire County property. For those services you do use in relation to your property, please indicate whether the vendors you use are primarily based in or outside Berkshire County. (Please select one box per row.)

N=730	Do not use		Use Berkshire County Vendor		Use vendor from outside Berkshire County		Unsure if I use an in or outside Berkshire County vendor		Total
	%	Count	%	Count	%	Count	%	Count	
Trash collection	61.7%	446	31.9%	231	1.9%	14	4.4%	32	723
Snowplowing	23.0%	167	74.3%	539	0.7%	5	1.9%	14	725
Landscaper/yard service	23.9%	173	72.3%	523	2.5%	18	1.2%	9	723
Security services	61.3%	441	25.1%	181	10.3%	74	3.3%	24	720
Construction services	21.8%	158	73.2%	530	1.9%	14	3.0%	22	724
Banking	24.9%	182	31.8%	232	41.8%	305	1.4%	10	729
Investment services	42.5%	307	2.8%	20	53.7%	388	1.1%	8	723
Accounting services	49.5%	359	2.8%	20	46.8%	339	1.1%	8	726
Insurance services	12.7%	92	41.6%	301	44.3%	321	1.4%	10	724
Legal services	32.2%	233	35.6%	258	31.5%	228	0.7%	5	724
Primary care physician	31.4%	227	9.0%	65	58.2%	421	1.4%	10	723
Medical specialist	31.6%	229	9.4%	68	56.9%	413	2.1%	15	725
Hospital emergency room /acute care center	24.0%	173	47.1%	339	26.1%	188	2.8%	20	720
Trade/repair services	12.9%	94	78.6%	570	6.6%	48	1.8%	13	725
Childcare	88.3%	631	2.5%	18	2.7%	19	6.6%	47	715

If you have used a vendor from outside Berkshire County, please select the primary reason why.

The majority of respondents who use vendors from outside of Berkshire County do so since they already have a vendor outside of the county or do not need the vendor inside the county. However, ten percent of respondents say the service they need is unavailable in the county.

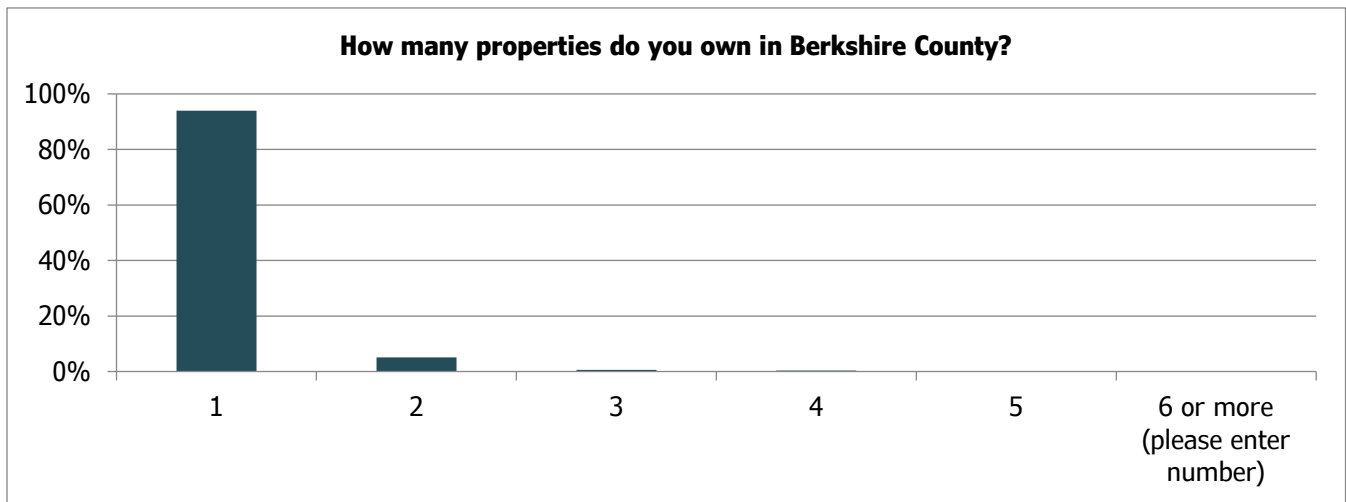


Berkshire County Second Home Owner Survey

If you have used a vendor from outside Berkshire County, please select the primary reason why.		
N=700	%	N
The service I need is not available in Berkshire County	11.14%	78
The price of the service is higher in Berkshire County	2.00%	14
The services are not needed while I am using my Berkshire County property	23.43%	164
The quality of the service is lower in Berkshire County	2.57%	18
I already have a service provider based outside Berkshire County	39.86%	279
Not applicable	18.43%	129
Other (please specify)	2.57%	18

How many properties do you own in Berkshire County?

The majority of respondents only own one property in Berkshire County.

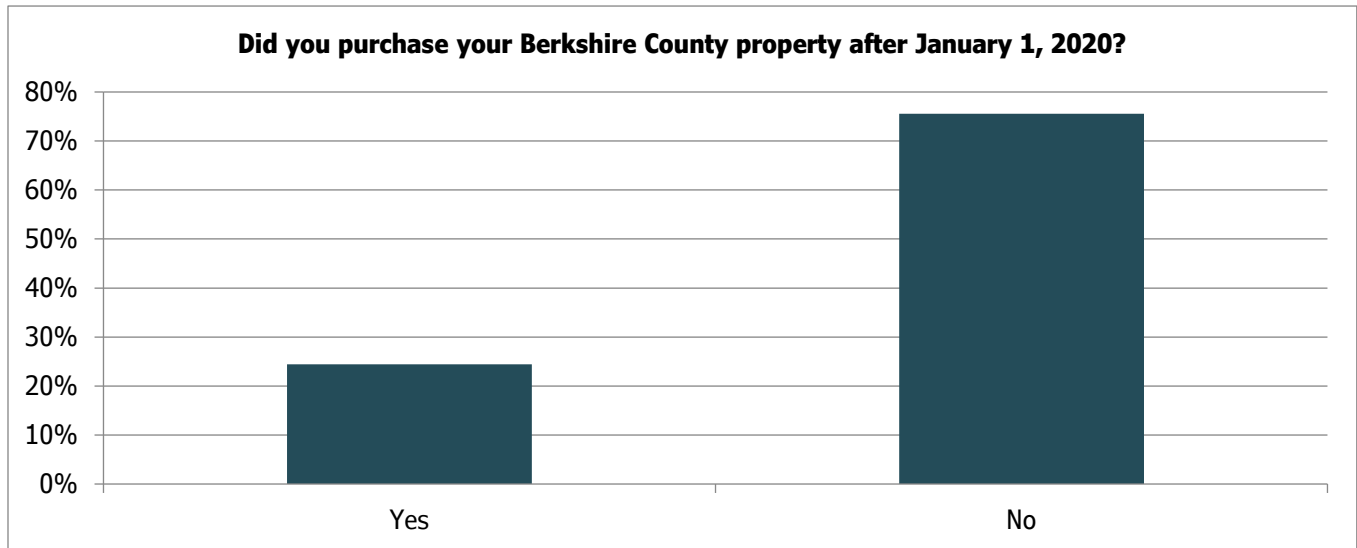


How many properties do you own in Berkshire County?		
N-728	%	N
1	93.96%	684
2	5.08%	37
3	0.55%	4
4	0.41%	3
5	0.00%	0
6 or more (please enter number)	0.00%	0

Berkshire County Second Home Owner Survey

Did you purchase your Berkshire County property after January 1, 2020?

Most respondents purchased their residence before 2020, but almost a quarter purchased it in the last 2.5 years. This is a significant percentage of second home properties that are newly purchased, showing a high turnover, which may be due to the pandemic.



Did you purchase your Berkshire County property after January 1, 2020?		
N=729	%	N
Yes	24.42%	178
No	75.58%	551

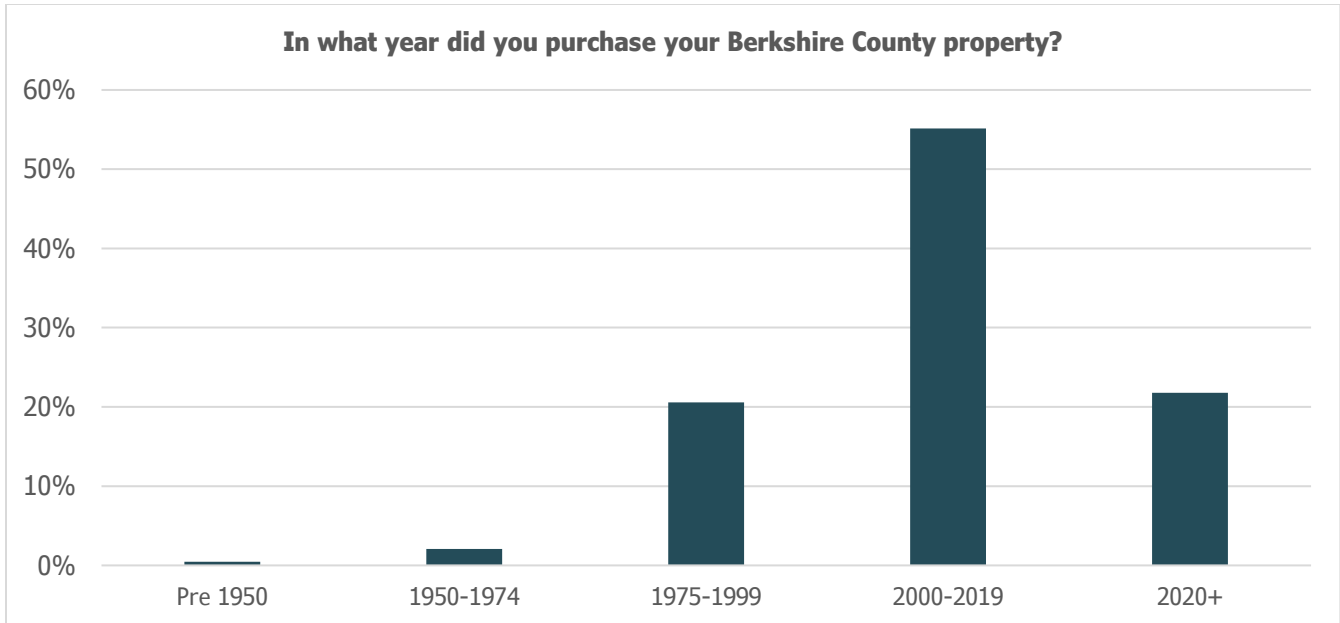
Where is your primary residence?

Examining the zipcodes of respondents, 40% of second home owners are from the greater New York City area. Another 18% are from the Boston area. 7.5% are from Florida or the New Jersey/Philadelphia area. The remaining quarter of respondents scattered around the east coast, with slightly larger percentages in the Albany, New York, and the Springfield Massachusetts/Hartford Connecticut areas.

In what year did you purchase your Berkshire County property?

Over half of second home owners who responded reported buying their property between 2000 and 2019. Combining this with those who purchased it during the pandemic, over 75% of respondents have purchased their homes in the last 22 years. This significant percentage shows higher turnover than the traditional view of multi-generational second homes.

Berkshire County Second Home Owner Survey

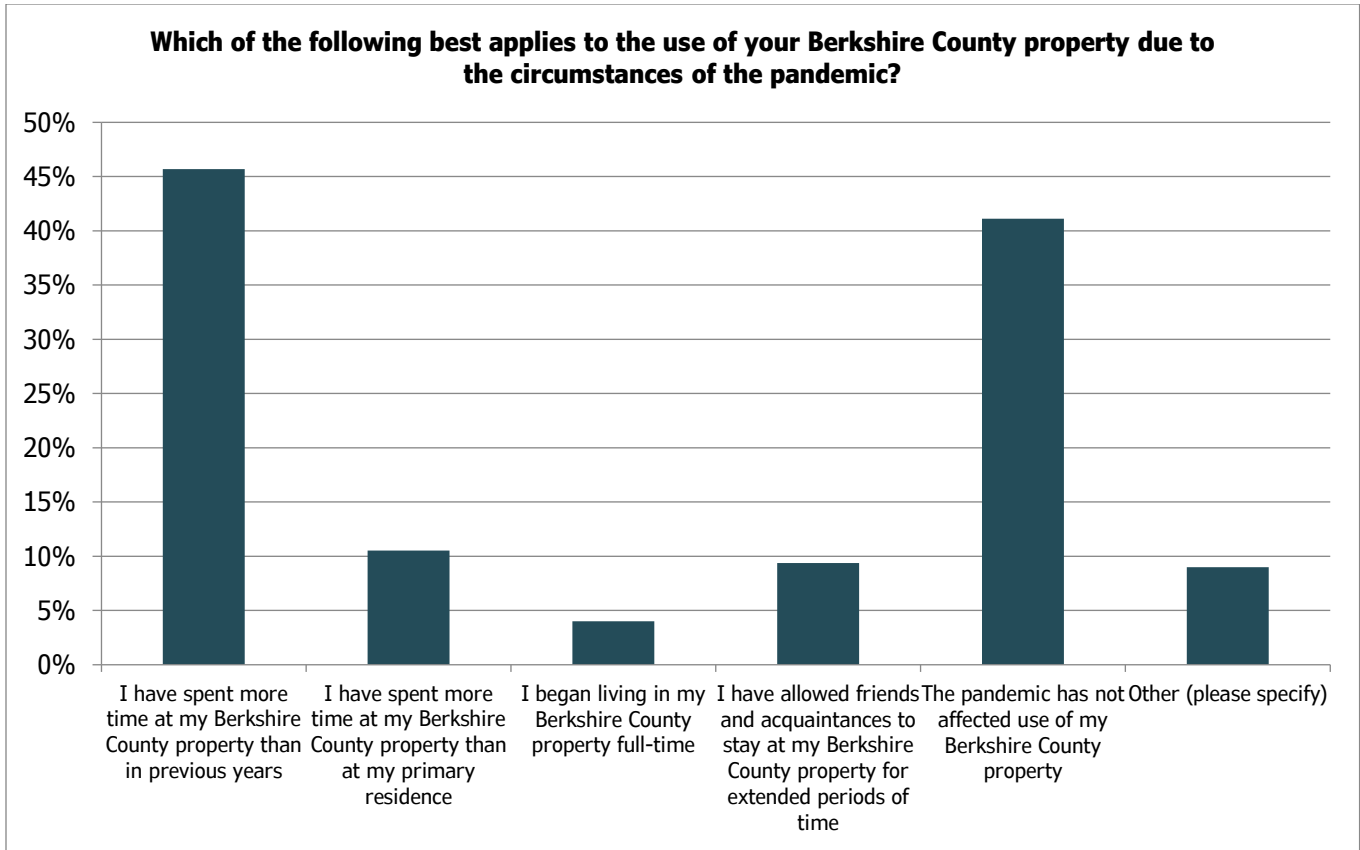


In what year did you purchase your Berkshire County property?		
	%	N
N=680		
Pre 1950	0.4%	3
1950-1974	2.1%	14
1975-1999	20.6%	140
2000-2019	55.1%	375
2020+	21.8%	148

Which of the following best applies to the use of your Berkshire County property due to the circumstances of the pandemic? (Please select all that apply.)

Almost half of the respondents spent more time than usual at their Berkshire County second home during the pandemic. Still, only 10% have spent more time at their second home than their primary residence. Approximately 40% of second homeowners say the pandemic did not affect their second home use. About 4% of respondents have converted their second home into their primary residence.

Berkshire County Second Home Owner Survey

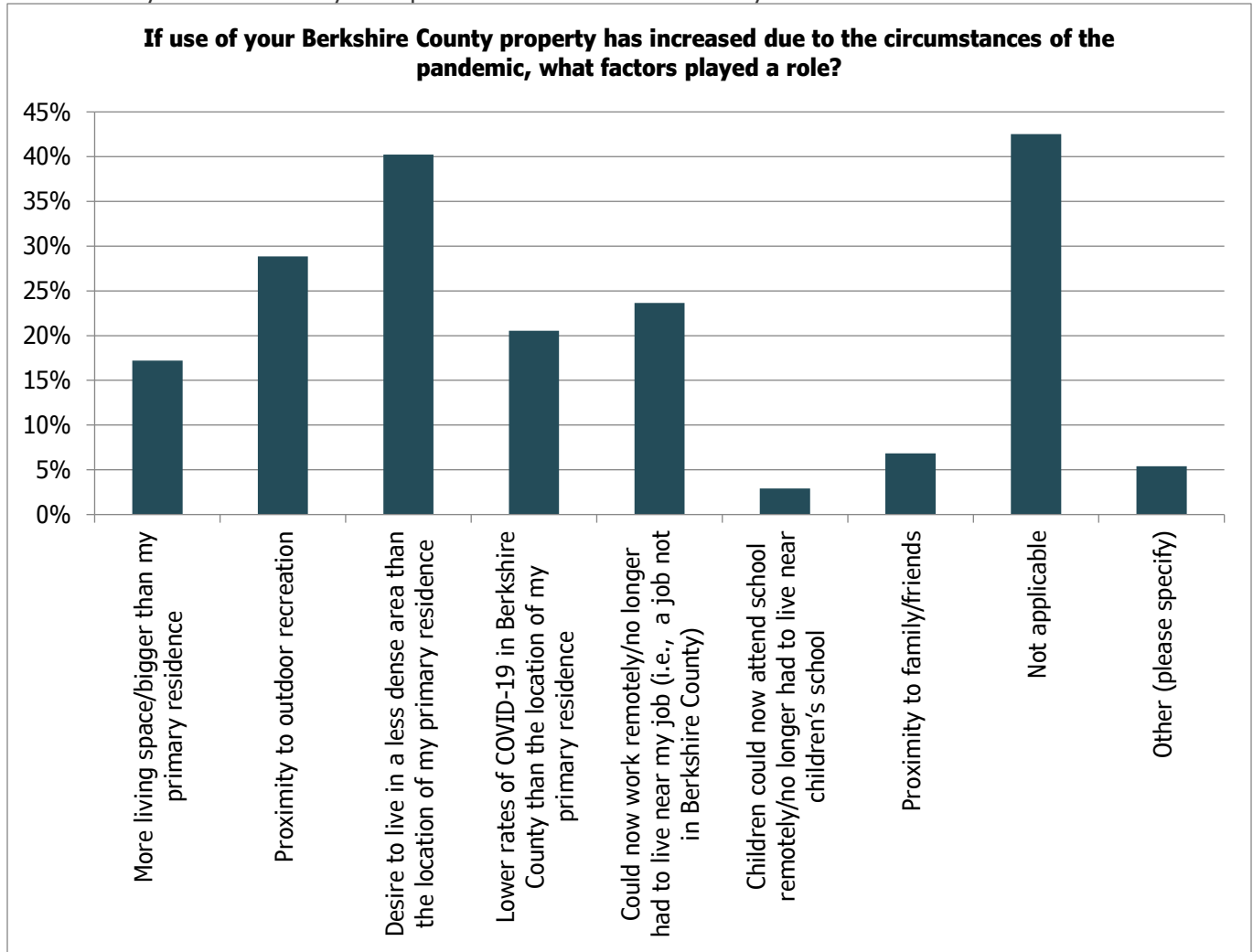


Which of the following best applies to the use of your Berkshire County property due to the circumstances of the pandemic? (Please select all that apply.)		
N=523	%	N
I have spent more time at my Berkshire County property than in previous years	45.70%	239
I have spent more time at my Berkshire County property than at my primary residence	10.52%	55
I began living in my Berkshire County property full-time	4.02%	21
I have allowed friends and acquaintances to stay at my Berkshire County property for extended periods of time	9.37%	49
The pandemic has not affected use of my Berkshire County property	41.11%	215
Other (please specify)	8.99%	47

Berkshire County Second Home Owner Survey

If use of your Berkshire County property has increased due to the circumstances of the pandemic, what factors played a role? (Please select all that apply.)

Respondents reported that the use of their second homes increased during the pandemic primarily due to the desire to live in a less dense area than their primary residence. The proximity to outdoor recreation, lower COVID rates, and the ability to work remotely all impacted their decisions secondarily.

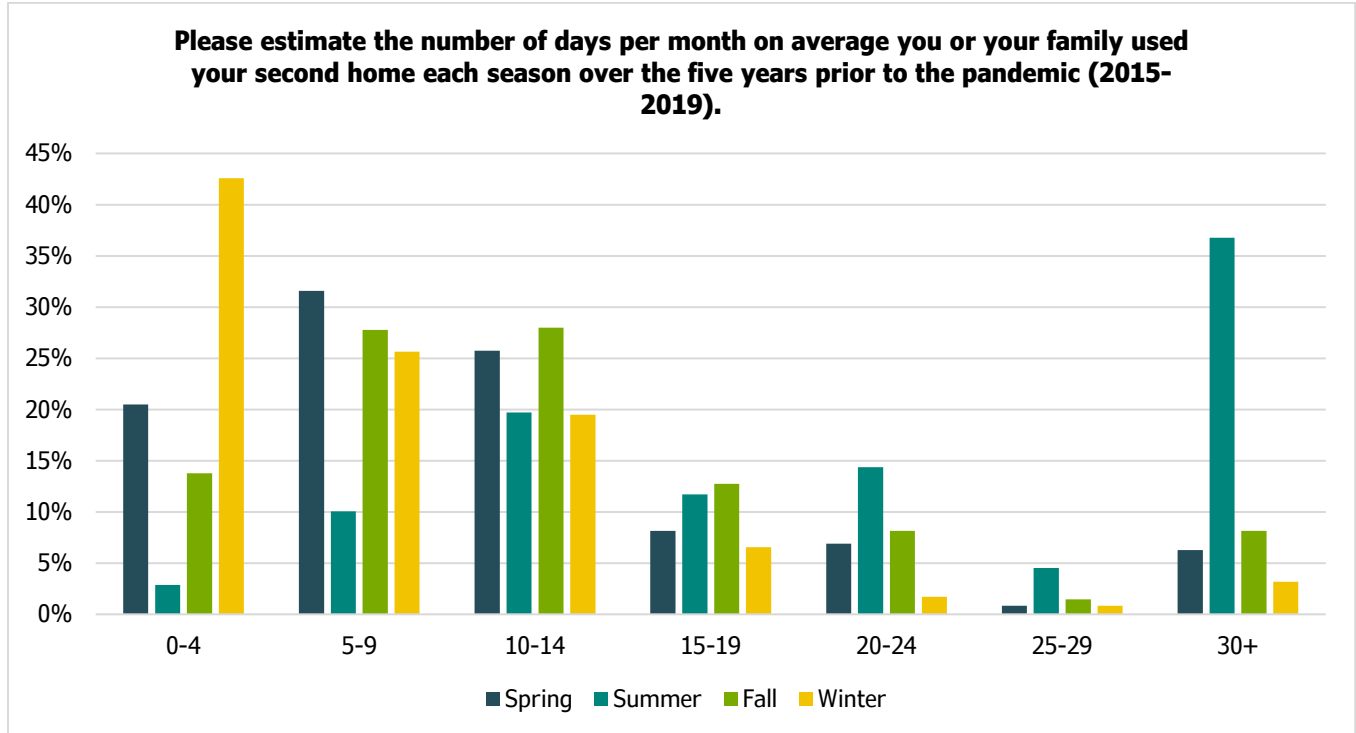


If use of your Berkshire County property has increased due to the circumstances of the pandemic, what factors played a role? (Please select all that apply.)		
	%	N
N=482		
More living space/bigger than my primary residence	17.22%	83
Proximity to outdoor recreation	28.84%	139
Desire to live in a less dense area than the location of my primary residence	40.25%	194
Lower rates of COVID-19 in Berkshire County than the location of my primary residence	20.54%	99
Could now work remotely/no longer had to live near my job (i.e., a job not in Berkshire County)	23.65%	114
Children could now attend school remotely/no longer had to live near children's school	2.90%	14
Proximity to family/friends	6.85%	33
Not applicable	42.53%	205
Other (please specify)	5.39%	26

Berkshire County Second Home Owner Survey

Please estimate the number of days per month on average you or your family used your second home each season and how many people typically occupied the property per day when it was in use over the five years prior to the pandemic (2015-2019).

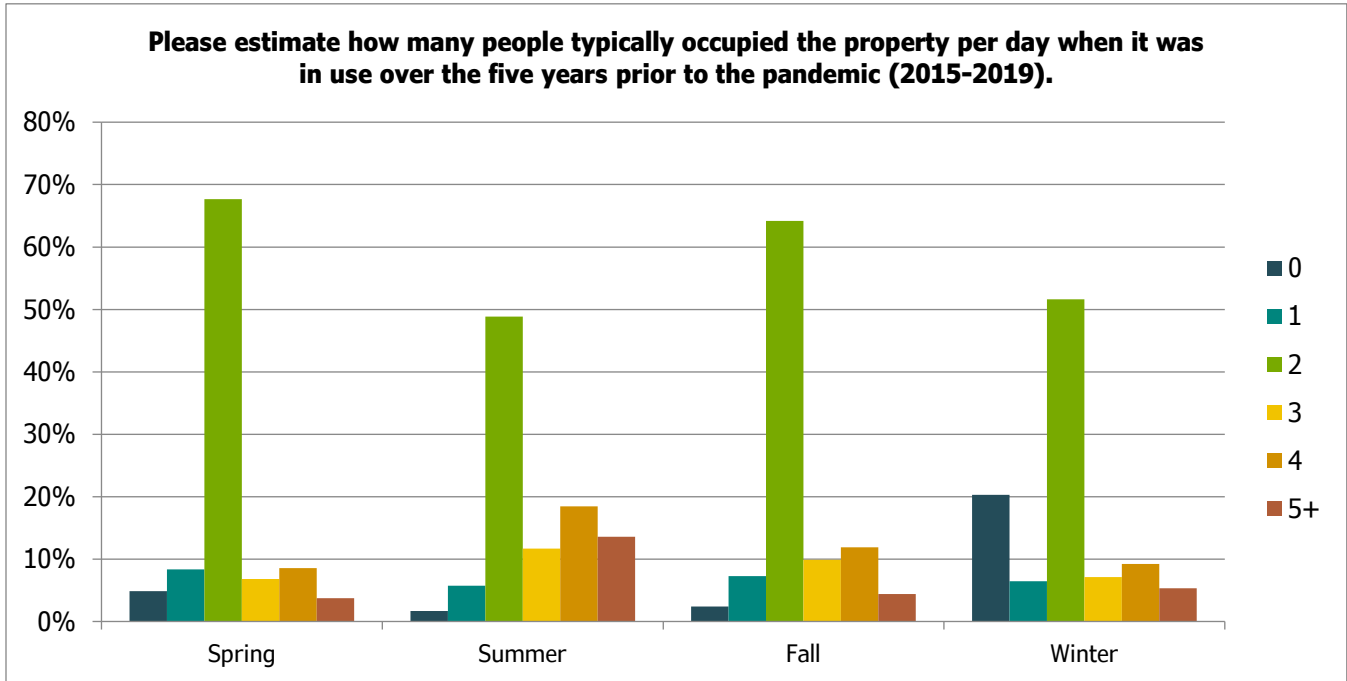
Before the pandemic, most second homes were typically occupied between 5 and 14 days per month throughout the seasons. Spring and winter had the lowest occupancy, while summer had a significant spike for occupying their homes all month. The typical occupancy was two people, slightly increasing in the summer.



Please estimate the number of days per month on average you or your family used your second home each season over the five years prior to the pandemic (2015-2019).

N=494	Spring	Summer	Fall	Winter
0-4	20.5% 98	2.9% 14	13.8% 66	42.6% 201
5-9	31.6% 151	10.1% 49	27.8% 133	25.6% 121
10-14	25.7% 123	19.7% 96	28.0% 134	19.5% 92
15-19	8.2% 39	11.7% 57	12.7% 61	6.6% 31
20-24	6.9% 33	14.4% 70	8.1% 39	1.7% 8
25-29	0.8% 4	4.5% 22	1.5% 7	0.8% 4
30+	6.3% 30	36.8% 179	8.1% 39	3.2% 15

Berkshire County Second Home Owner Survey



Please estimate how many people typically occupied the property per day when it was in use over the five years prior to the pandemic (2015-2019).

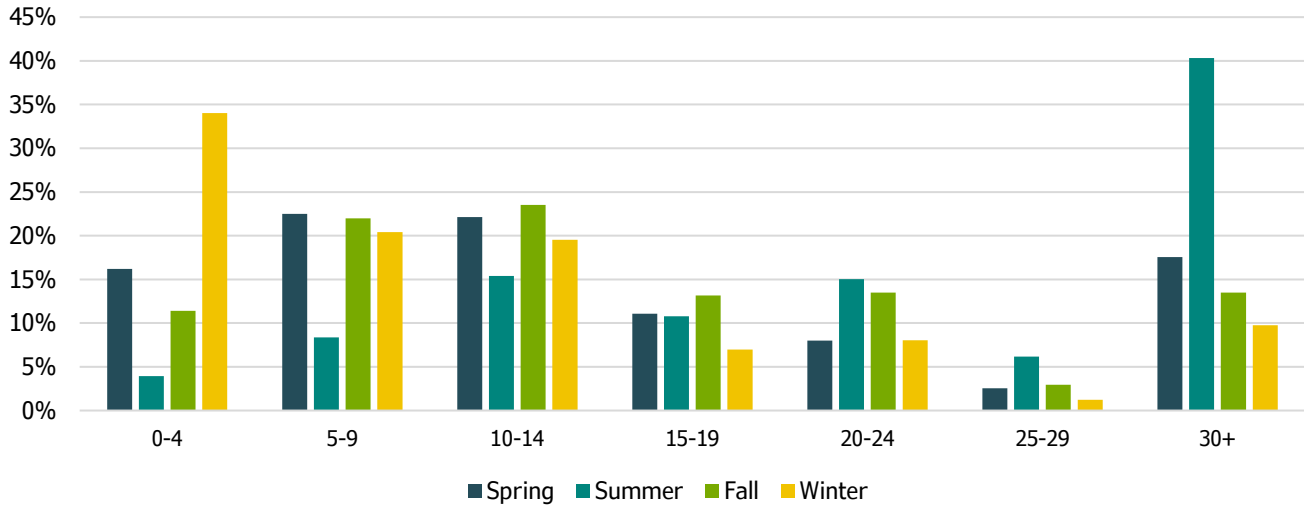
N=494	Spring	Summer	Fall	Winter
0	4.84% 22	1.70% 8	2.42% 11	20.28% 88
1	8.35% 38	5.73% 27	7.25% 33	6.45% 28
2	67.69% 308	48.83% 230	64.18% 292	51.61% 224
3	6.81% 31	11.68% 55	9.89% 45	7.14% 31
4	8.57% 39	18.47% 87	11.87% 54	9.22% 40
5+	3.74% 17	13.59% 64	4.40% 20	5.30% 23

Please estimate the number of days on average per month you or your family used your second home each season and how many people typically occupied the property per day when it was in use during the pandemic (March 2020 – present). (Please mark N/A if you did not own your property during that time period.)

During the pandemic, the percentage of second homeowners that used their second home more than 30 days a month increased by 5-10% in all seasons. There were also increases in the 15-25 day periods, with corresponding decreases in the 0-14 day periods. Standard occupancy was two people, with little change compared to prior years.

Berkshire County Second Home Owner Survey

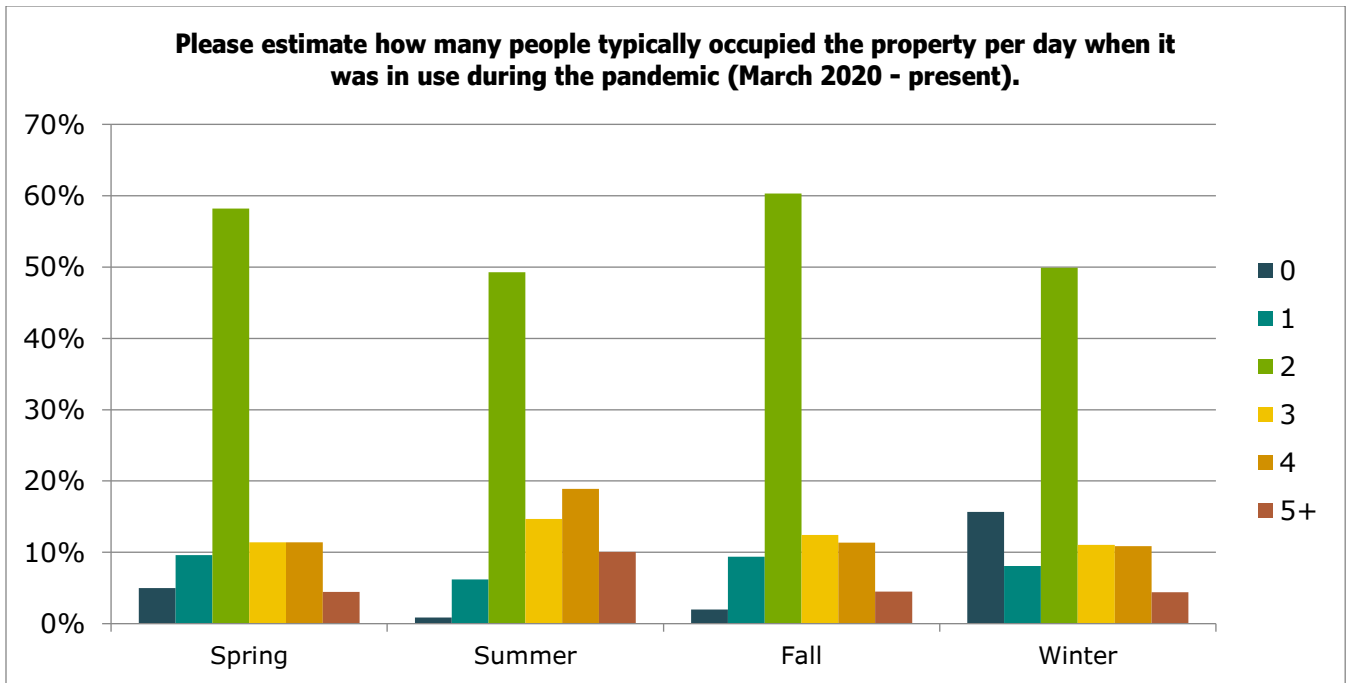
Please estimate the number of days per month on average you or your family used your second home each during the pandemic (March 2020 – present).



Please estimate the number of days per month on average you or your family used your second home each season during the pandemic (March 2020 – present).

N=494	Spring	Summer	Fall	Winter
0-4	16.2%	3.9%	11.4%	34.0%
	95	23	66	195
5-9	22.5%	8.4%	22.0%	20.4%
	132	49	127	117
10-14	22.1%	15.4%	23.5%	19.5%
	130	90	136	112
15-19	11.1%	10.8%	13.1%	7.0%
	65	63	76	40
20-24	8.0%	15.0%	13.5%	8.0%
	47	88	78	46
25-29	2.6%	6.2%	2.9%	1.2%
	15	36	17	7
30+	17.5%	40.3%	13.5%	9.8%
	103	236	78	56

Berkshire County Second Home Owner Survey



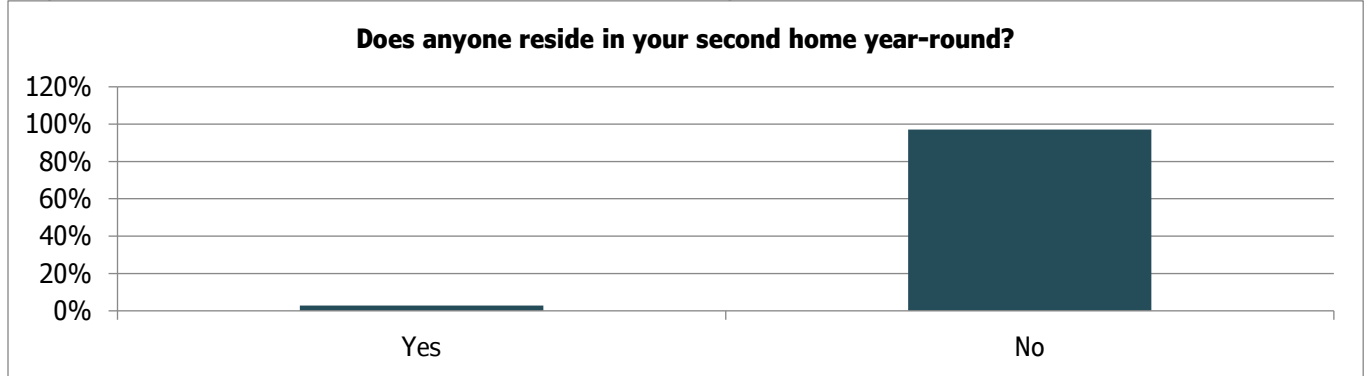
Please estimate how many people typically occupied the property per day when it was in use over the five years prior to the pandemic (2015-2019).

N=610	Spring	Summer	Fall	Winter
0	4.98%	0.88%	1.99%	15.65%
	28	5	11	85
1	9.61%	6.18%	9.39%	8.10%
	54	35	52	44
2	58.19%	49.29%	60.29%	49.91%
	327	279	334	271
3	11.39%	14.66%	12.45%	11.05%
	64	83	69	60
4	11.39%	18.90%	11.37%	10.87%
	64	107	63	59
5+	4.45%	10.07%	4.51%	4.42%
	25	57	25	24

Year-Round Residency

Does anyone reside in your second home year-round?

Only 3% of second homes have someone that resides in them year-round.



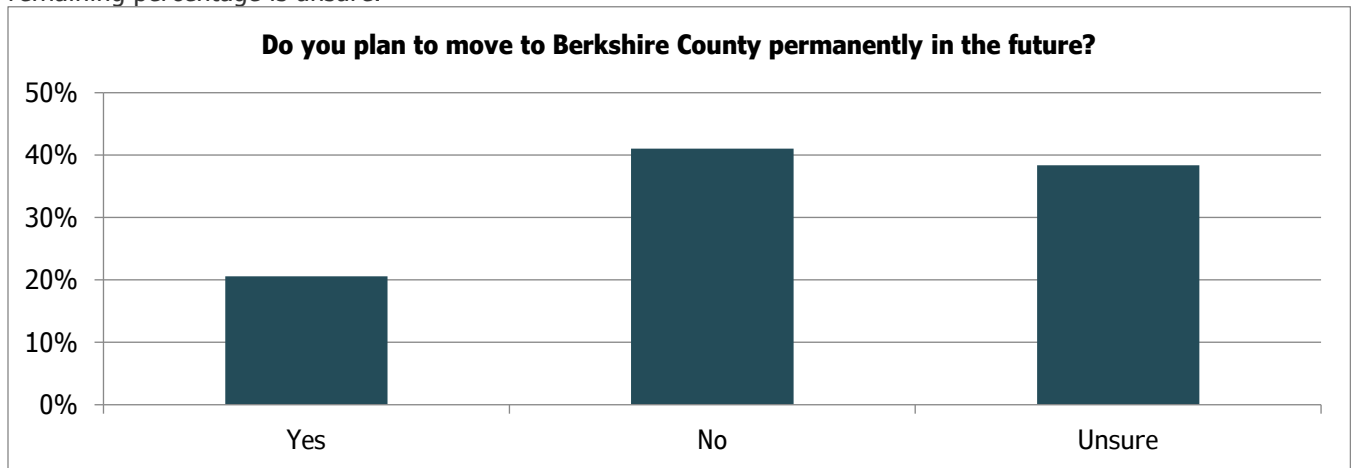
Does anyone reside in your second home year-round?		
	%	N
Yes	2.86%	19
No	97.14%	646

How many people besides yourself/spouse/partner reside at your Berkshire County property year-round?

How many people besides yourself/spouse/partner reside at your Berkshire County property year-round?		
	%	N
Guests, who do not pay rent	18.18%	4
Caretakers	22.73%	5
Year-round renters	59.09%	13
Family members	54.55%	12

Do you plan to move to Berkshire County permanently in the future?

One in five respondents plans to move to Berkshire County permanently in the future, while two in five do not. The remaining percentage is unsure.

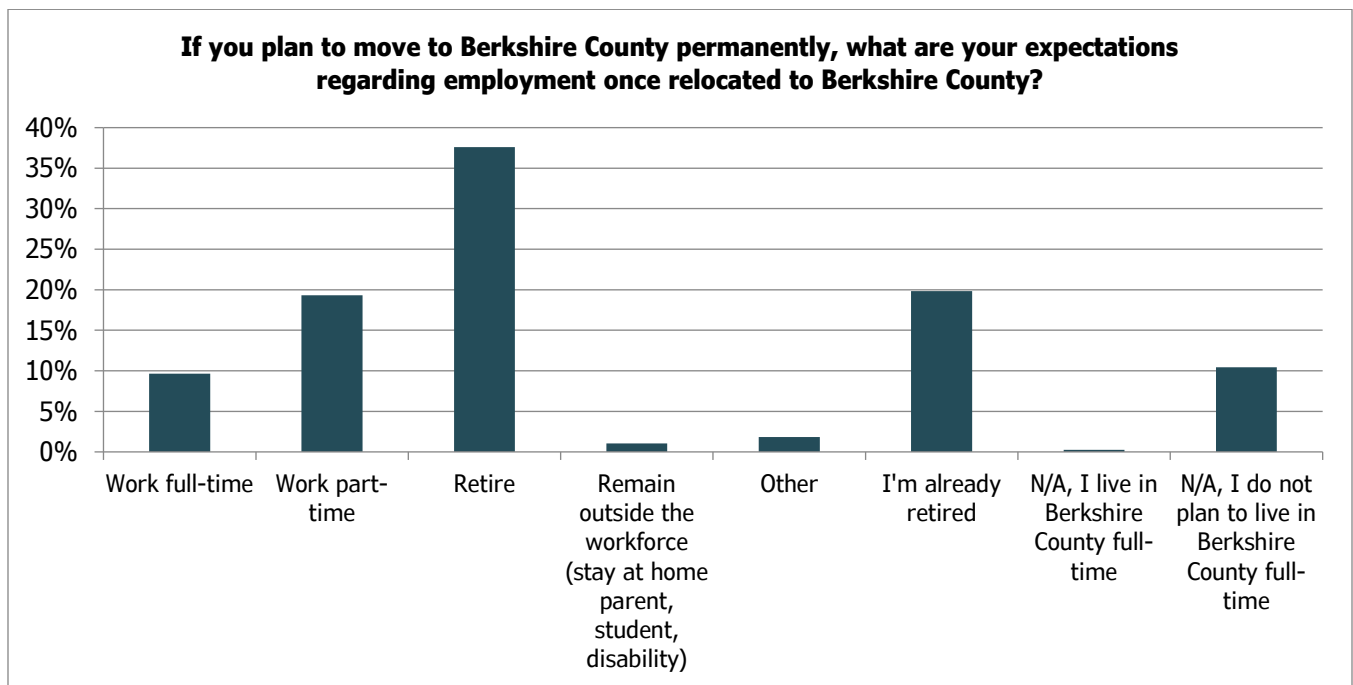


Berkshire County Second Home Owner Survey

Do you plan to move to Berkshire County permanently in the future?		
N=670	%	N
Yes	20.60%	138
No	41.04%	275
Unsure	38.36%	257

If you plan to move to Berkshire County permanently, what are your expectations regarding employment once relocated to Berkshire County?

Most respondents who plan to move to the Berkshires permanently plan to do so as retirees; however, almost 30% plan to work in some fashion, with the majority working part-time.

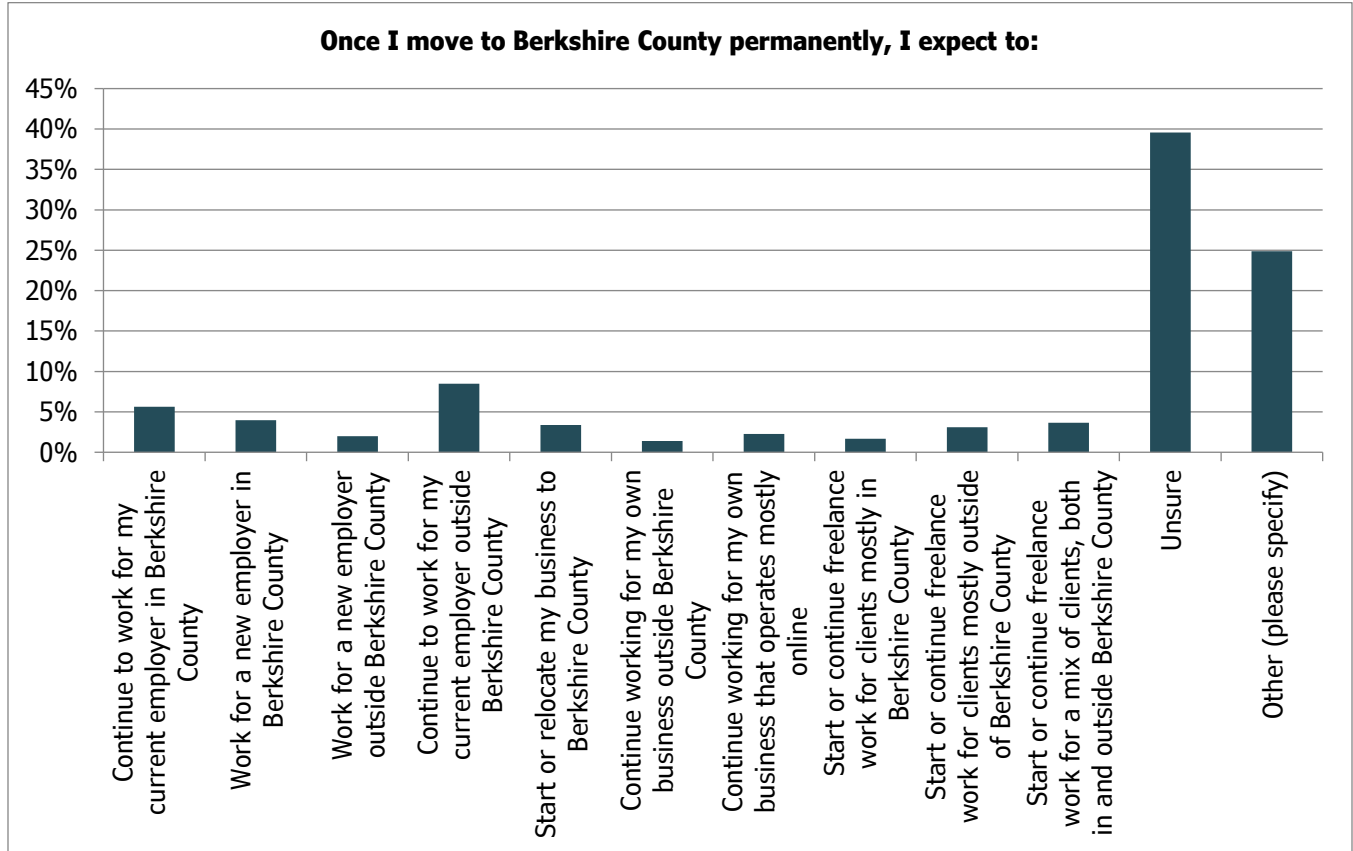


If you plan to move to Berkshire County permanently, what are your expectations regarding employment once relocated to Berkshire County?		
N=383	%	N
Work full-time	9.66%	37
Work part-time	19.32%	74
Retire	37.60%	144
Remain outside the workforce (stay-at-home parent, student, disability)	1.04%	4
Other	1.83%	7
I'm already retired	19.84%	76
N/A, I live in Berkshire County full-time	0.26%	1
N/A, I do not plan to live in Berkshire County full-time	10.44%	40

Berkshire County Second Home Owner Survey

Once I move to Berkshire County permanently, I expect to: (choose only one)

Most people who plan to work when they move to the Berkshires are unsure who they will work for.

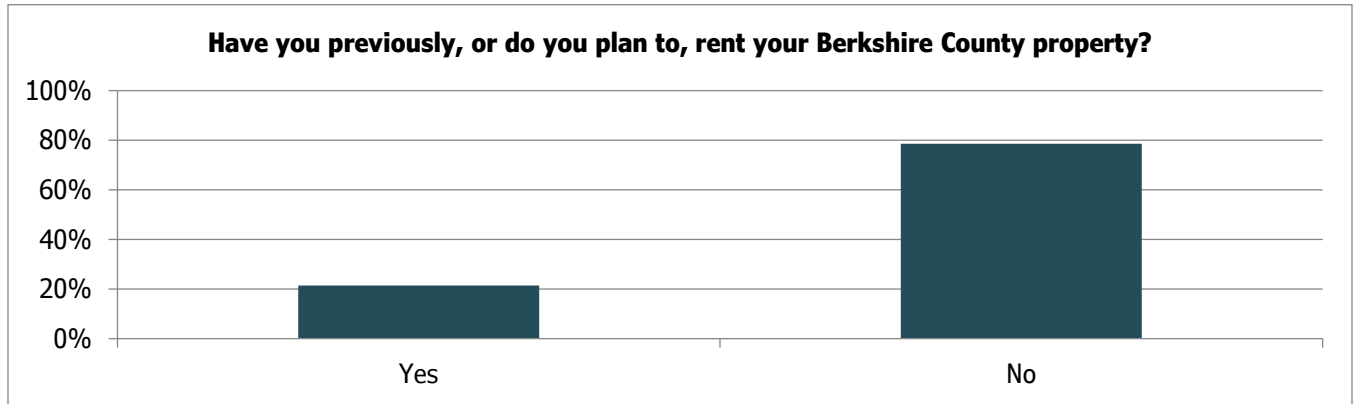


Once I move to Berkshire County permanently, I expect to: (choose only one)		
	%	N
N=354		
Continue to work for my current employer in Berkshire County	5.65%	20
Work for a new employer in Berkshire County	3.95%	14
Work for a new employer outside Berkshire County	1.98%	7
Continue to work for my current employer outside Berkshire County	8.47%	30
Start or relocate my business to Berkshire County	3.39%	12
Continue working for my own business outside Berkshire County	1.41%	5
Continue working for my own business that operates mostly online	2.26%	8
Start or continue freelance work for clients mostly in Berkshire County	1.69%	6
Start or continue freelance work for clients mostly outside of Berkshire County	3.11%	11
Start or continue freelance work for a mix of clients, both in and outside Berkshire County	3.67%	13
Unsure	39.55%	140
Other (please specify)	24.86%	88

Renting your second home

Have you previously, or do you plan to, rent your Berkshire County property?

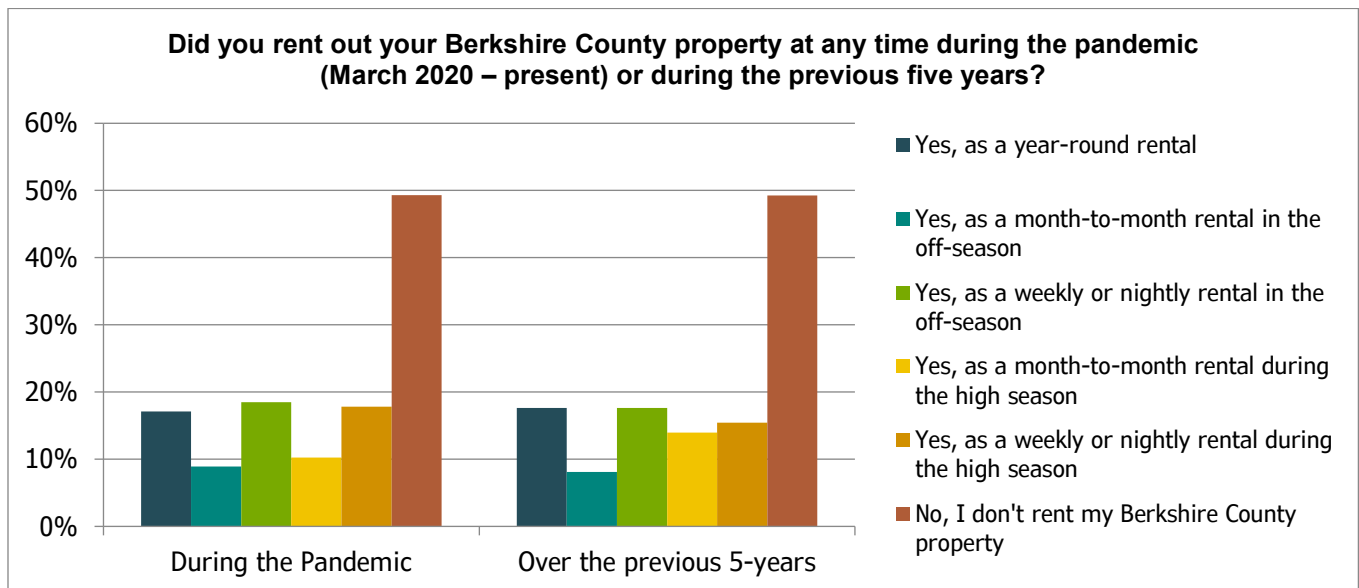
Most respondents do not rent their second home in Berkshire County, with only 1 in 5 renting it.



Have you previously, or do you plan to, rent your Berkshire County property?		
N=701	%	N
Yes	21.40%	150
No	78.60%	551

Did you rent out your Berkshire County property at any time during the pandemic (March 2020 – present) or during the previous five years? (Please check all that apply)

There was little change in how people rented their properties before and during the pandemic. The only noticeable change was a reduction in the month-to-month rentals during the summer.

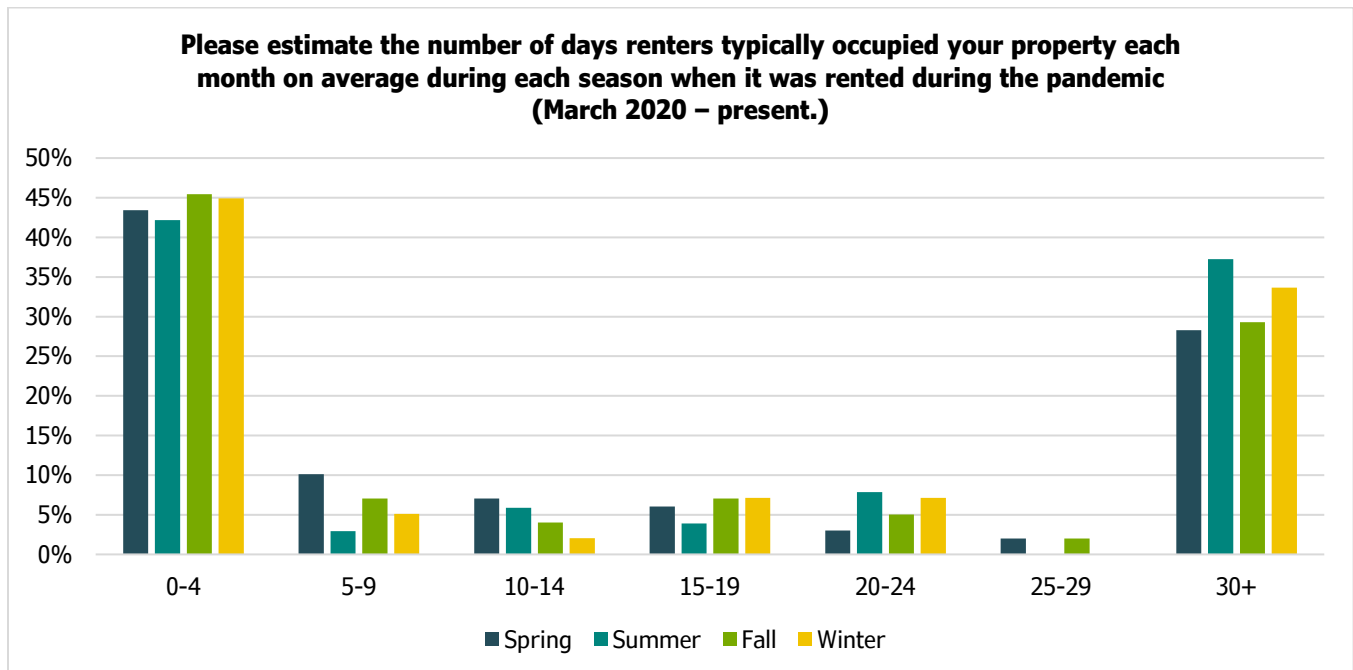


Berkshire County Second Home Owner Survey

Did you rent out your Berkshire County property at any time during the pandemic (March 2020 – present) or during the previous five years? (Please check all that apply)		
N=146	During the Pandemic	Over the previous 5-years
Yes, as a year-round rental	17.12%	17.65%
	25	24
Yes, as a month-to-month rental in the off-season	8.90%	8.09%
	13	11
Yes, as a weekly or nightly rental in the off-season	18.49%	17.65%
	27	24
Yes, as a month-to-month rental during the high season	10.27%	13.97%
	15	19
Yes, as a weekly or nightly rental during the high season	17.81%	15.44%
	26	21
No, I don't rent my Berkshire County property	49.32%	49.26%
	72	67

Please estimate the number of days renters typically occupied your property each month on average during each season when it was rented during the pandemic (March 2020 – present.)

The number of days renters typically rent a property is less than four or for an entire month regardless of the season.

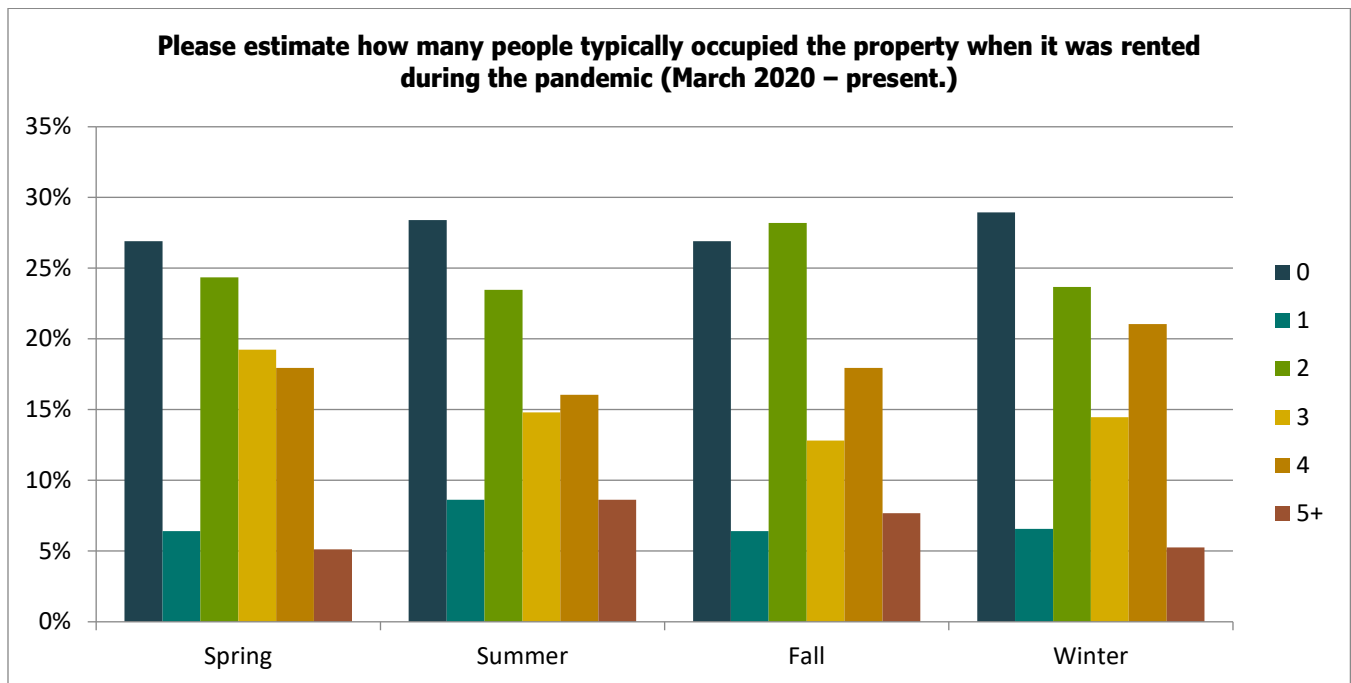


Berkshire County Second Home Owner Survey

Please estimate the number of days renters typically occupied your property each month on average during each season when it was rented during the pandemic (March 2020 – present.)				
N=117	Spring	Summer	Fall	Winter
	43.4%	42.2%	45.5%	44.9%
0-4	43	43	45	44
	10.1%	2.9%	7.1%	5.1%
5-9	10	3	7	5
	7.1%	5.9%	4.0%	2.0%
10-14	7	6	4	2
	6.1%	3.9%	7.1%	7.1%
15-19	6	4	7	7
	3.0%	7.8%	5.1%	7.1%
20-24	3	8	5	7
	2.0%	0.0%	2.0%	0.0%
25-29	2	0	2	0
	28.3%	37.3%	29.3%	33.7%
30+	28	38	29	33

Please estimate how many people typically occupied the property when it was rented during the pandemic (March 2020 – present.)

If properties were occupied, they typically were occupied by two people, followed by 3 or 4 people, regardless of the season.

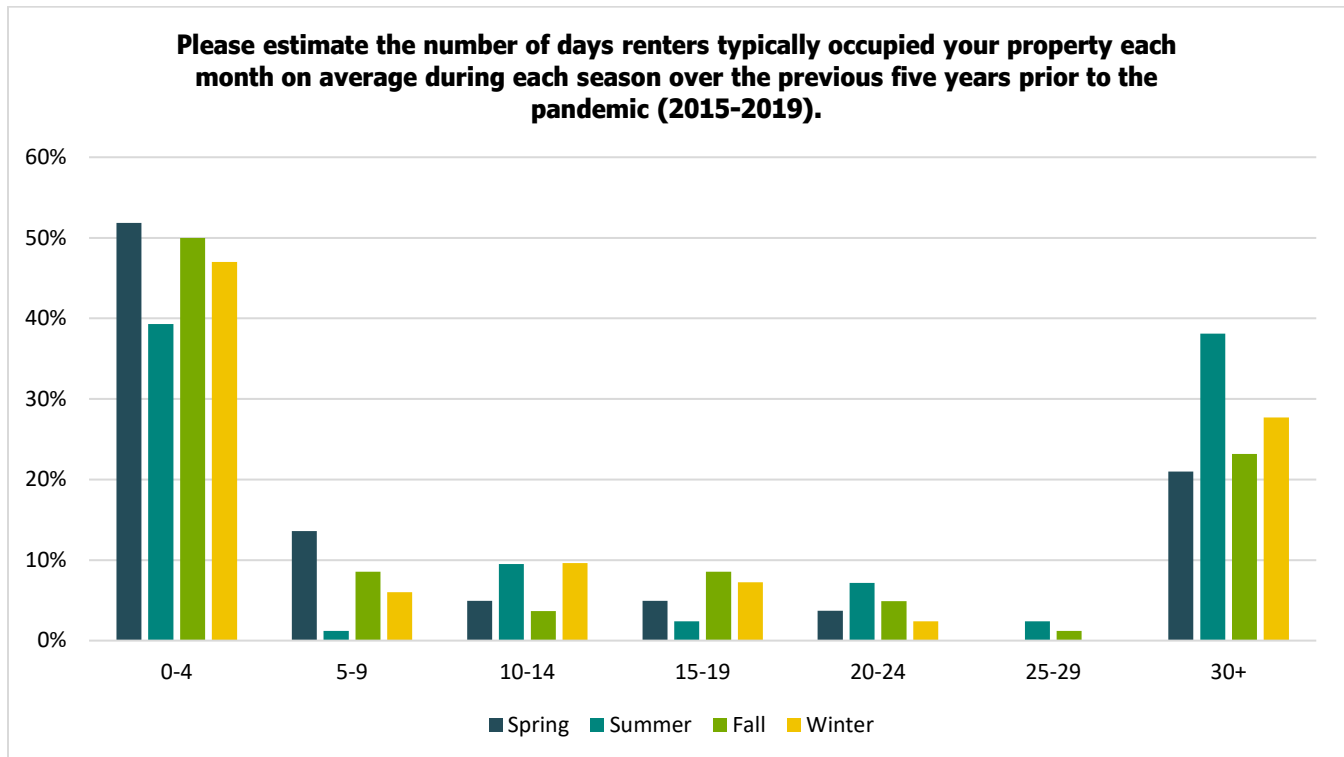


Berkshire County Second Home Owner Survey

Please estimate how many people typically occupied the property when it was rented during the pandemic (March 2020 – present.)				
N=117	Spring	Summer	Fall	Winter
0	26.92%	28.40%	26.92%	28.95%
	21	23	21	22
1	6.41%	8.64%	6.41%	6.58%
	5	7	5	5
2	24.36%	23.46%	28.21%	23.68%
	19	19	22	18
3	19.23%	14.81%	12.82%	14.47%
	15	12	10	11
4	17.95%	16.05%	17.95%	21.05%
	14	13	14	16
5+	5.13%	8.64%	7.69%	5.26%
	4	7	6	4

Please estimate the number of days renters typically occupied your property each month on average during each season over the previous five years prior to the pandemic (2015-2019).

The number of days renters typically occupied properties before the pandemic was 0-4. The percentage who rent for an entire month was lower than during the pandemic.



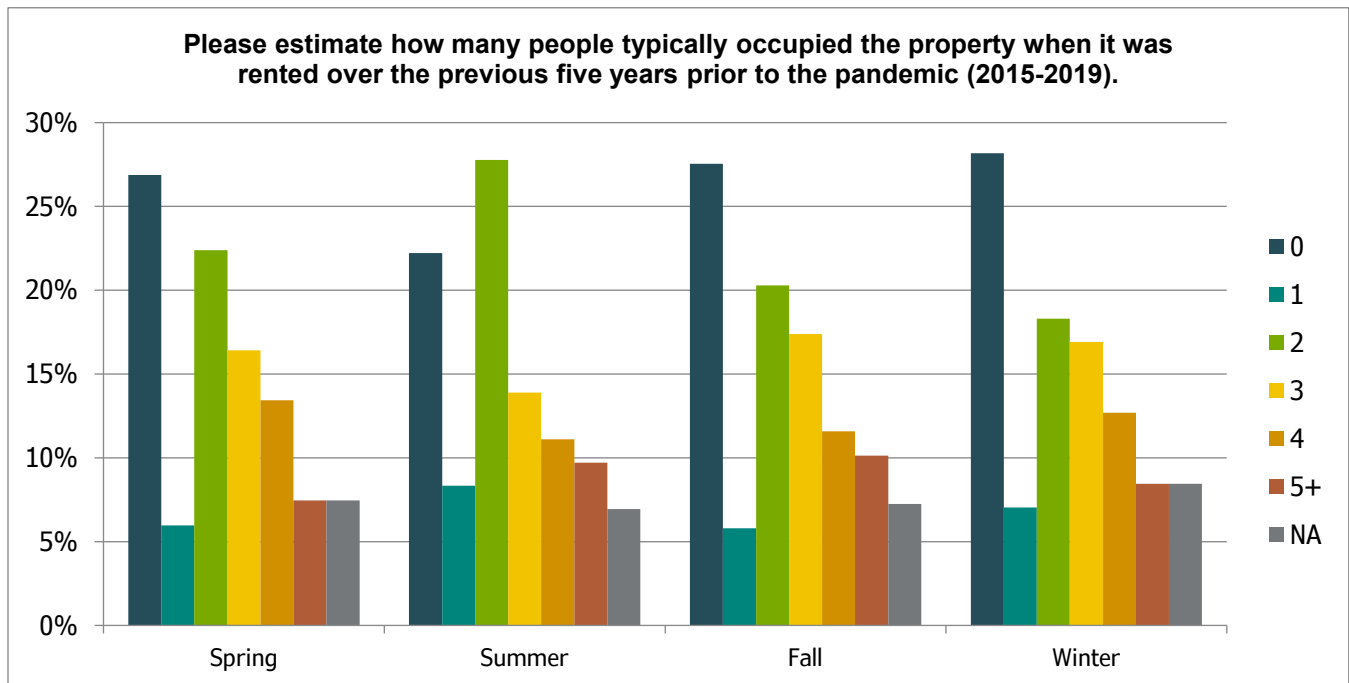
Berkshire County Second Home Owner Survey

Please estimate the number of days renters typically occupied your property each month on average during each season over the previous five years prior to the pandemic (2015-2019).

N=117	Spring	Summer	Fall	Winter
	51.9%	39.3%	50.0%	47.0%
0-4	42	33	41	39
	13.6%	1.2%	8.5%	6.0%
5-9	11	1	7	5
	4.9%	9.5%	3.7%	9.6%
10-14	4	8	3	8
	4.9%	2.4%	8.5%	7.2%
15-19	4	2	7	6
	3.7%	7.1%	4.9%	2.4%
20-24	3	6	4	2
	0.0%	2.4%	1.2%	0.0%
25-29	0	2	1	0
	21.0%	38.1%	23.2%	27.7%
30+	17	32	19	23

Please estimate how many people typically occupied the property when it was rented over the previous five years prior to the pandemic (2015-2019).

The typical number of people renting the property before the pandemic was two, followed by three in the fall and winter.



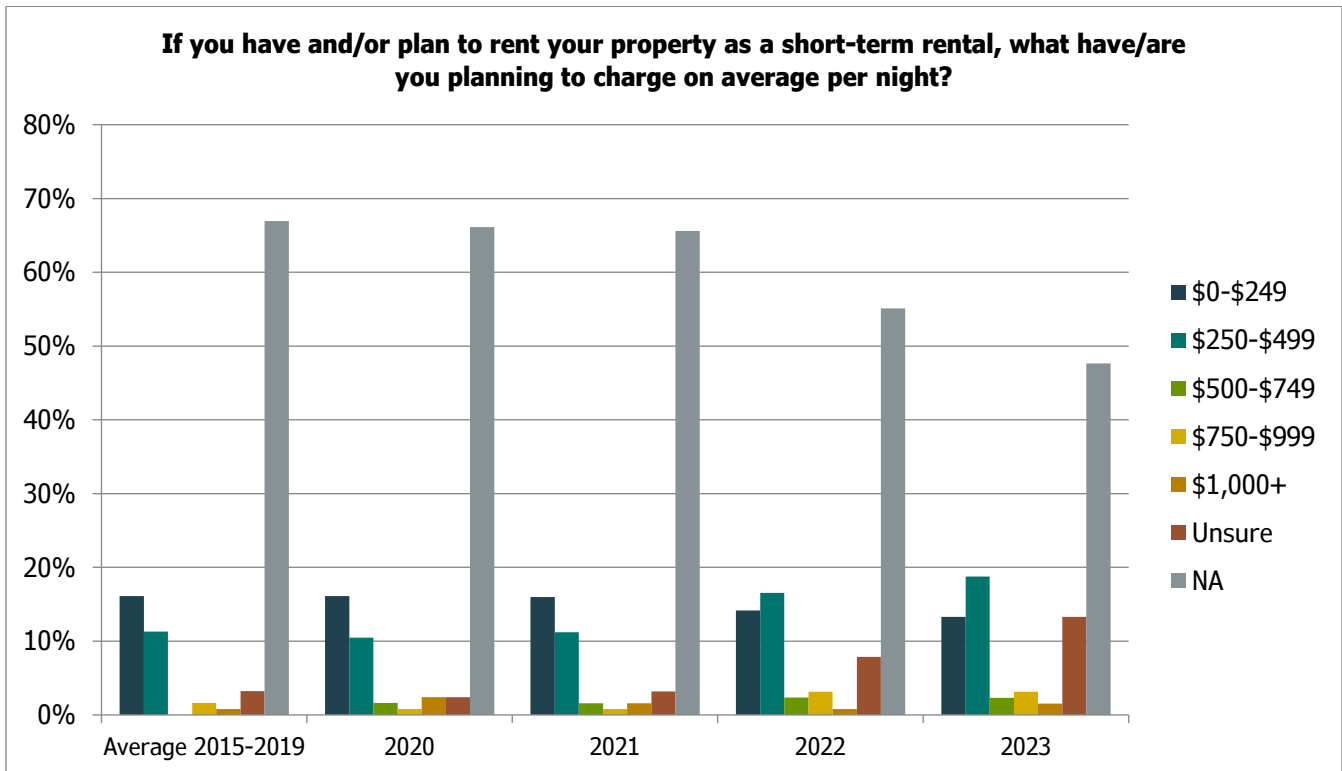
Berkshire County Second Home Owner Survey

Please estimate how many people typically occupied the property when it was rented over the previous five years prior to the pandemic (2015-2019).

N=109	Spring	Summer	Fall	Winter
0	26.87%	22.22%	27.54%	28.17%
	18	16	19	20
1	5.97%	8.33%	5.80%	7.04%
	4	6	4	5
2	22.39%	27.78%	20.29%	18.31%
	15	20	14	13
3	16.42%	13.89%	17.39%	16.90%
	11	10	12	12
4	13.43%	11.11%	11.59%	12.68%
	9	8	8	9
5+	7.46%	9.72%	10.14%	8.45%
	5	7	7	6
NA	7.46%	6.94%	7.25%	8.45%
	5	5	5	6

If you have and/or plan to rent your property as a short-term rental, what have/are you planning to charge on average per night?

The typical amount charged to rent a second home was \$0-\$249/night; however, the rates have increased to \$250-\$499/night, which is the typical amount this year and projected for next year.

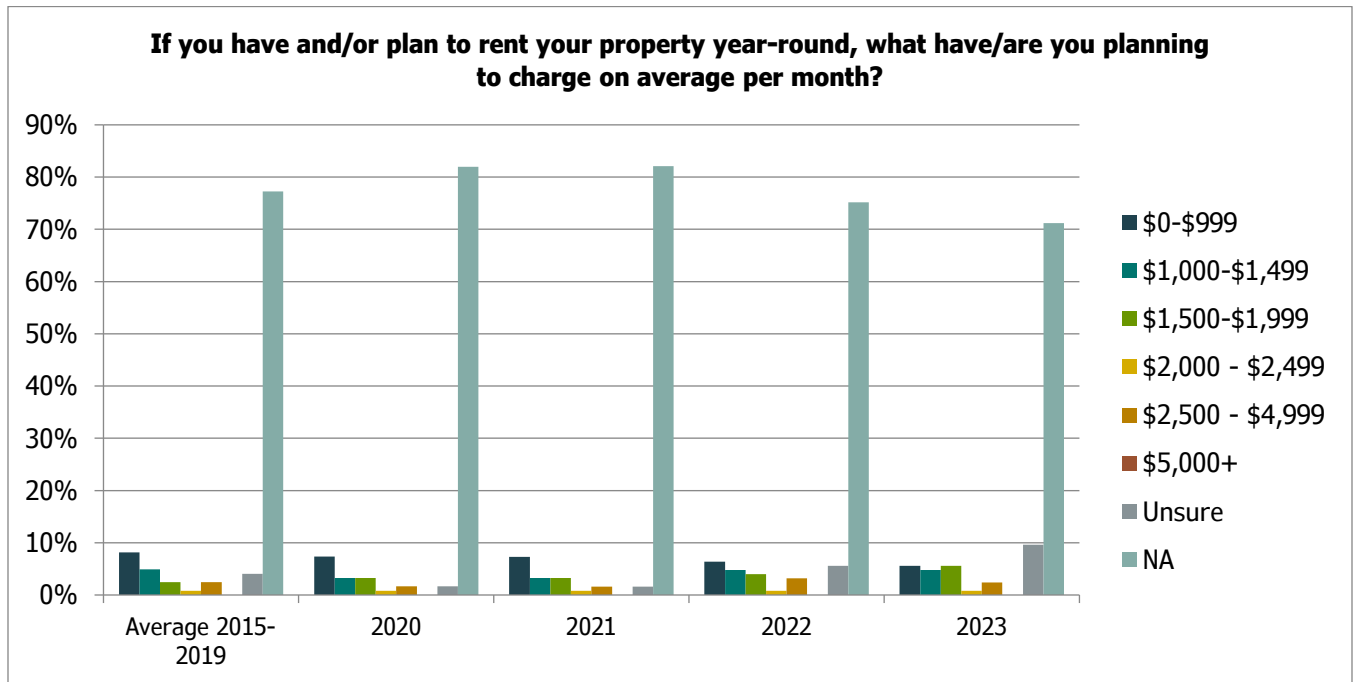


Berkshire County Second Home Owner Survey

If you have and/or plan to rent your property as a short-term rental, what have/are you planning to charge on average per night? (Please select one box per row.)					
N=131	Average 2015-2019	2020	2021	2022	2023
\$0-\$249	16.13%	16.13%	16.00%	14.17%	13.28%
	20	20	20	18	17
\$250-\$499	11.29%	10.48%	11.20%	16.54%	18.75%
	14	13	14	21	24
\$500-\$749	0.00%	1.61%	1.60%	2.36%	2.34%
	0	2	2	3	3
\$750-\$999	1.61%	0.81%	0.80%	3.15%	3.13%
	2	1	1	4	4
\$1,000+	0.81%	2.42%	1.60%	0.79%	1.56%
	1	3	2	1	2
Unsure	3.23%	2.42%	3.20%	7.87%	13.28%
	4	3	4	10	17
NA	66.94%	66.13%	65.60%	55.12%	47.66%
	83	82	82	70	61
Total	124	124	125	127	128

If you have and/or plan to rent your property year-round, what have/are you planning to charge on average per month? (Please select one box per column.)

The rates charged for renting property year-round have increased from \$0-\$999/month to now ranging from \$0-\$1,999/month.



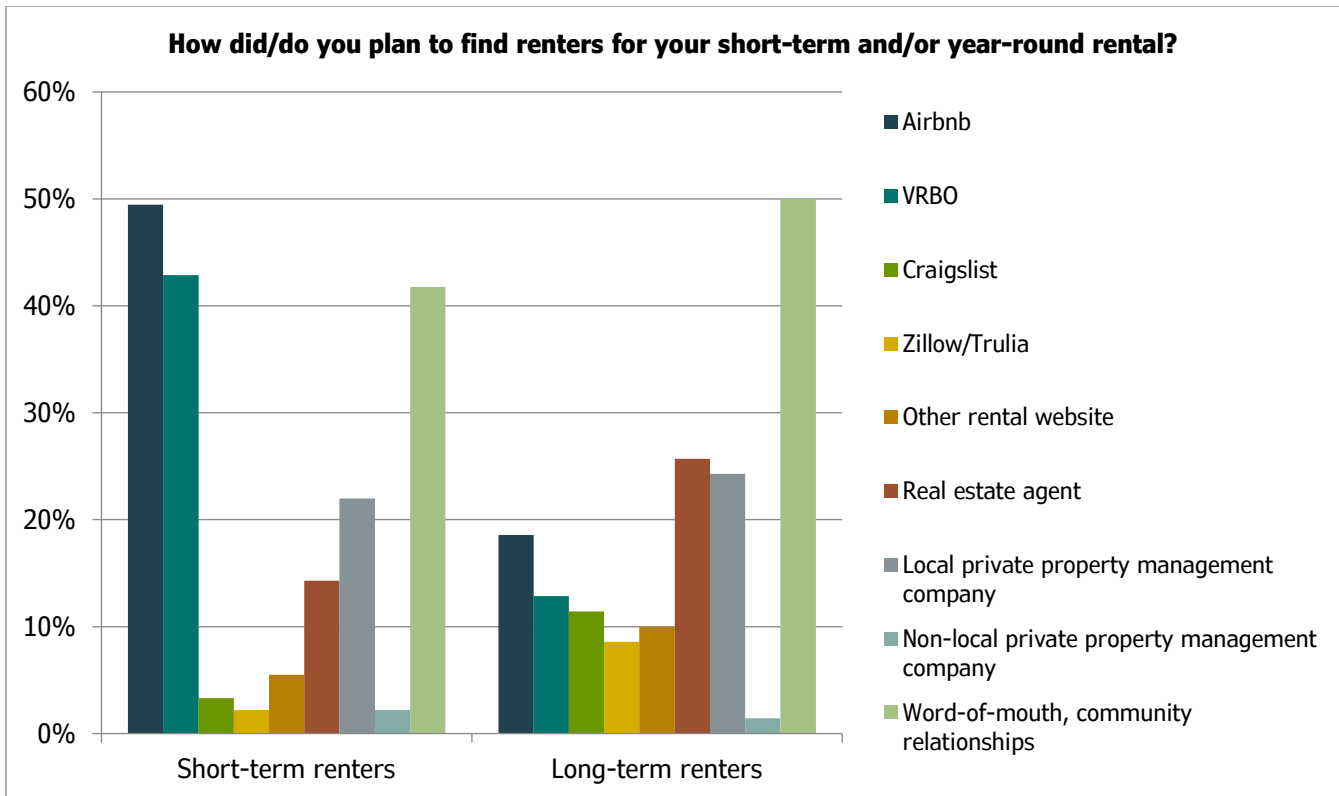
Berkshire County Second Home Owner Survey

If you have and/or plan to rent your property year-round, what have/are you planning to charge on average per month? (Please select one box per column.)					
N=127	Average 2015-2019	2020	2021	2022	2023
\$0-\$999	8.13%	7.38%	7.32%	6.40%	5.60%
	10	9	9	8	7
\$1,000-\$1,499	4.88%	3.28%	3.25%	4.80%	4.80%
	6	4	4	6	6
\$1,500-\$1,999	2.44%	3.28%	3.25%	4.00%	5.60%
	3	4	4	5	7
\$2,000 - \$2,499	0.81%	0.82%	0.81%	0.80%	0.80%
	1	1	1	1	1
\$2,500 - \$4,999	2.44%	1.64%	1.63%	3.20%	2.40%
	3	2	2	4	3
\$5,000+	0.00%	0.00%	0.00%	0.00%	0.00%
	0	0	0	0	0
Unsure	4.07%	1.64%	1.63%	5.60%	9.60%
	5	2	2	7	12
NA	77.24%	81.97%	82.11%	75.20%	71.20%
	95	100	101	94	89

How did/do you plan to find renters for your short-term and/or year-round rental? (Please select all that apply; skip this question if you do not rent out your second home.)

Airbnb, VRBO, and word-of-mouth are the dominant platforms for short-term rentals, followed by local private property management companies and real estate agents. For long-term rentals, word-of-mouth is the dominant way of finding renters, followed by real estate agents and local private property management companies.

Berkshire County Second Home Owner Survey

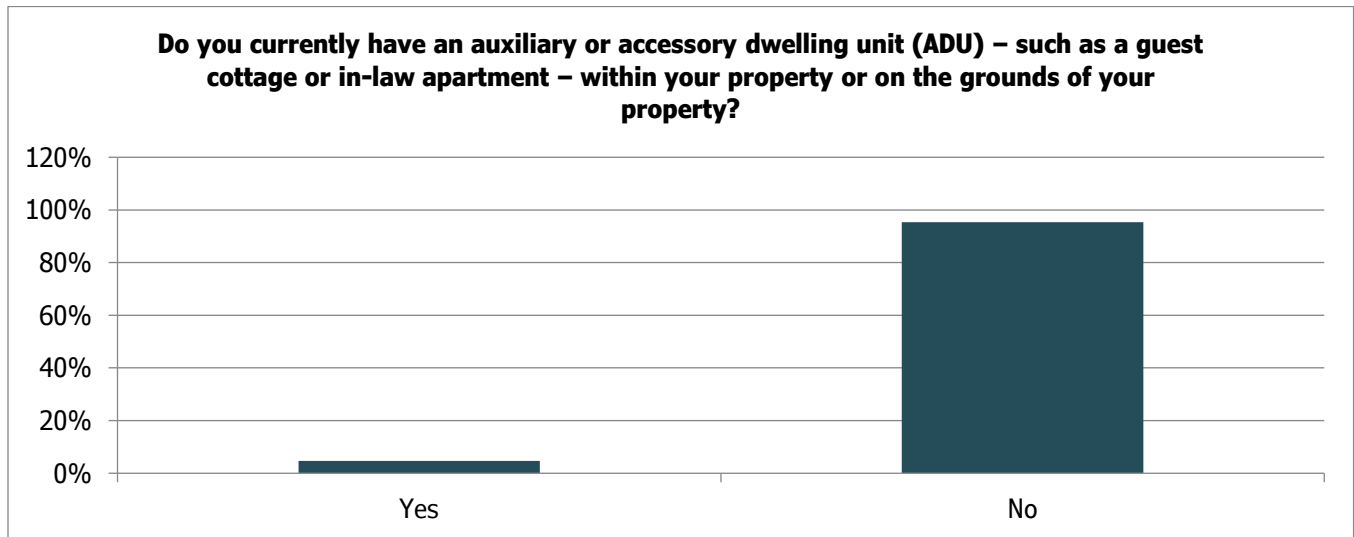


How did/do you plan to find renters for your short-term and/or year-round rental? (Please select all that apply; skip this question if you do not rent out your second home.)		
N=109	Short-term renters	Long-term renters
Airbnb	49.45%	18.57%
	45	13
VRBO	42.86%	12.86%
	39	9
Craigslist	3.30%	11.43%
	3	8
Zillow/Trulia	2.20%	8.57%
	2	6
Other rental website	5.49%	10.00%
	5	7
Real estate agent	14.29%	25.71%
	13	18
Local private property management company	21.98%	24.29%
	20	17
Non-local private property management company	2.20%	1.43%
	2	1
Word-of-mouth, community relationships	41.76%	50.00%
	38	35

Accessory Dwelling Units

Very few second homes in Berkshire County have an accessory dwelling unit; therefore, these questions are not being analyzed.

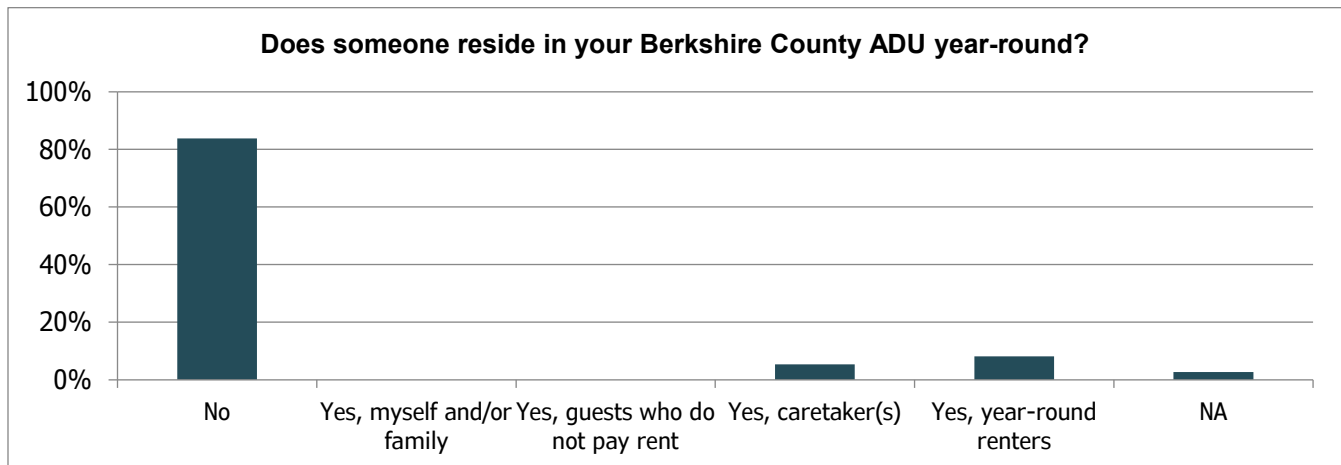
Do you currently have an auxiliary or accessory dwelling unit (ADU) – such as a guest cottage or in-law apartment – within your property or on the grounds of your property?



Do you currently have an auxiliary or accessory dwelling unit (ADU) – such as a guest cottage or in-law apartment – within your property or on the grounds of your property?

N=690	%	N
Yes	4.64%	32
No	95.36%	658

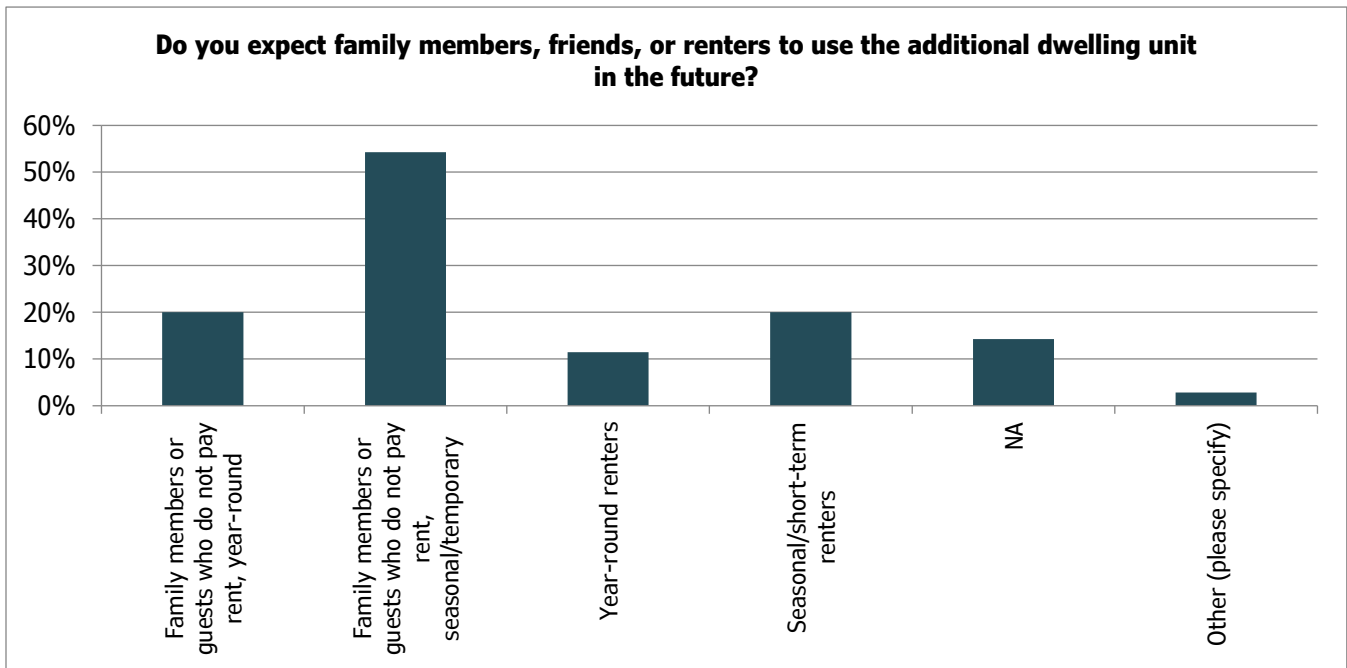
Does someone reside in your Berkshire County ADU year-round?



Berkshire County Second Home Owner Survey

Does someone reside in your Berkshire County ADU year-round?		
N=37	%	N
No	83.78%	31
Yes, myself and/or family	0.00%	0
Yes, guests who do not pay rent	0.00%	0
Yes, caretaker(s)	5.41%	2
Yes, year-round renters	8.11%	3
NA	2.70%	1

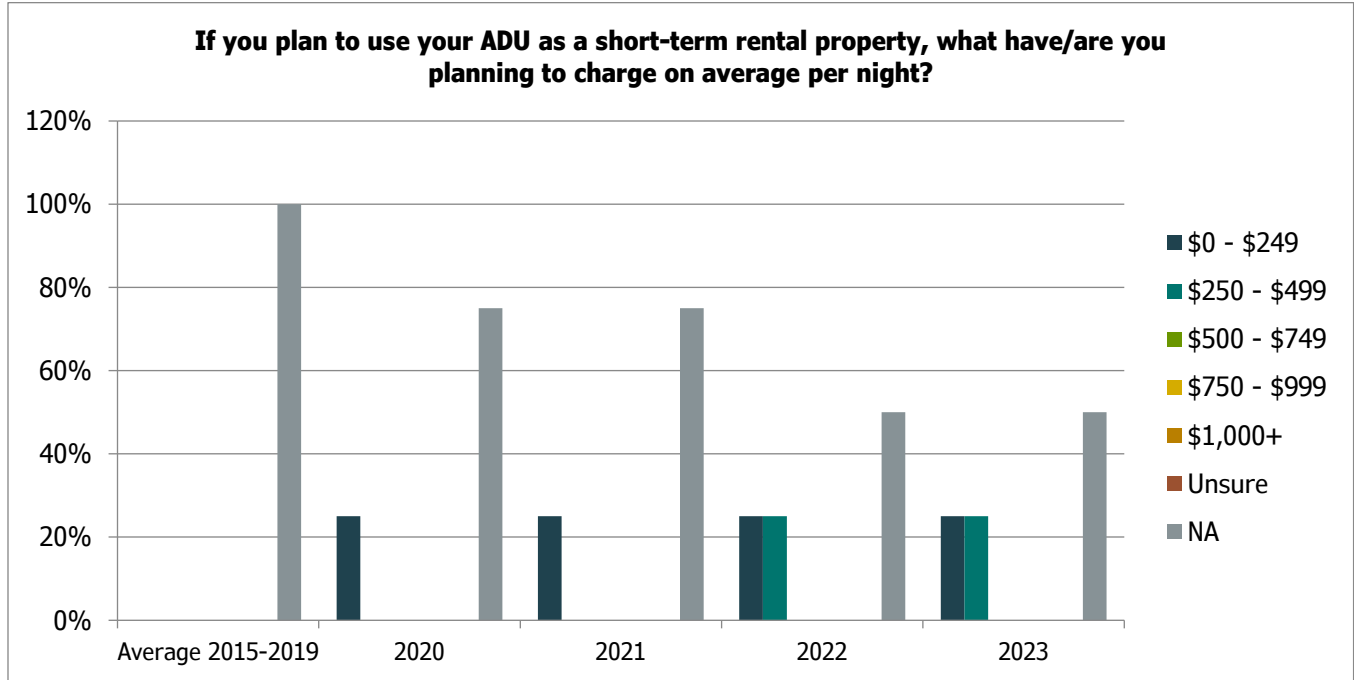
Do you expect family members, friends, or renters to use the additional dwelling unit in the future? (Please select all that apply)



Do you expect family members, friends, or renters to use the additional dwelling unit in the future? (Please select all that apply)		
N=35	%	N
Family members or guests who do not pay rent, year-round	20.00%	7
Family members or guests who do not pay rent, seasonal/temporary	54.29%	19
Year-round renters	11.43%	4
Seasonal/short-term renters	20.00%	7
NA	14.29%	5
Other (please specify)	2.86%	1

Berkshire County Second Home Owner Survey

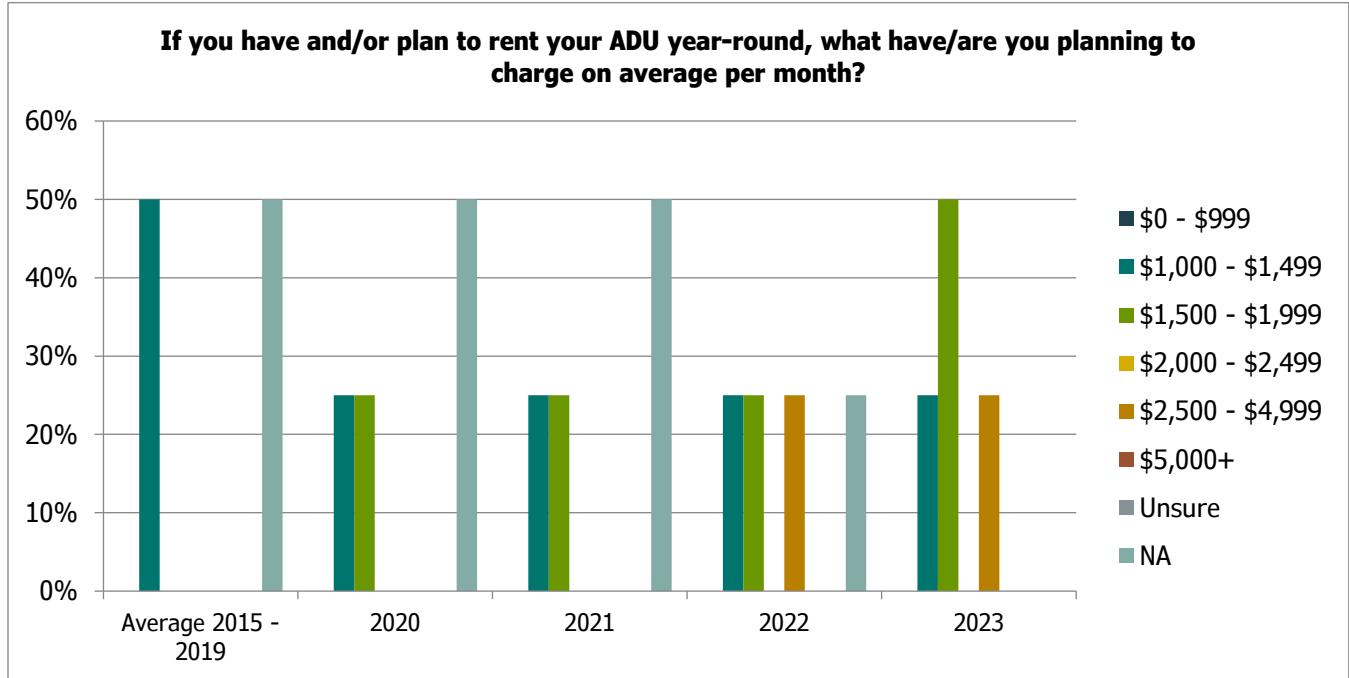
If you plan to use your ADU as a short-term rental property, what have/are you planning to charge on average per night? (Please select one box per row.)



If you plan to use your ADU as a short-term rental property, what have/are you planning to charge on average per night? (Please select one box per row.)						
N=4	Average 2015-2019	2020	2021	2022	2023	
\$0 - \$249	0.00%	25.00%	25.00%	25.00%	25.00%	
	0	1	1	1	1	
\$250 - \$499	0.00%	0.00%	0.00%	25.00%	25.00%	
	0	0	0	1	1	
\$500 - \$749	0.00%	0.00%	0.00%	0.00%	0.00%	
	0	0	0	0	0	
\$750 - \$999	0.00%	0.00%	0.00%	0.00%	0.00%	
	0	0	0	0	0	
\$1,000+	0.00%	0.00%	0.00%	0.00%	0.00%	
	0	0	0	0	0	
Unsure	0.00%	0.00%	0.00%	0.00%	0.00%	
	0	0	0	0	0	
NA	100.00%	75.00%	75.00%	50.00%	50.00%	
	4	3	3	2	2	

Berkshire County Second Home Owner Survey

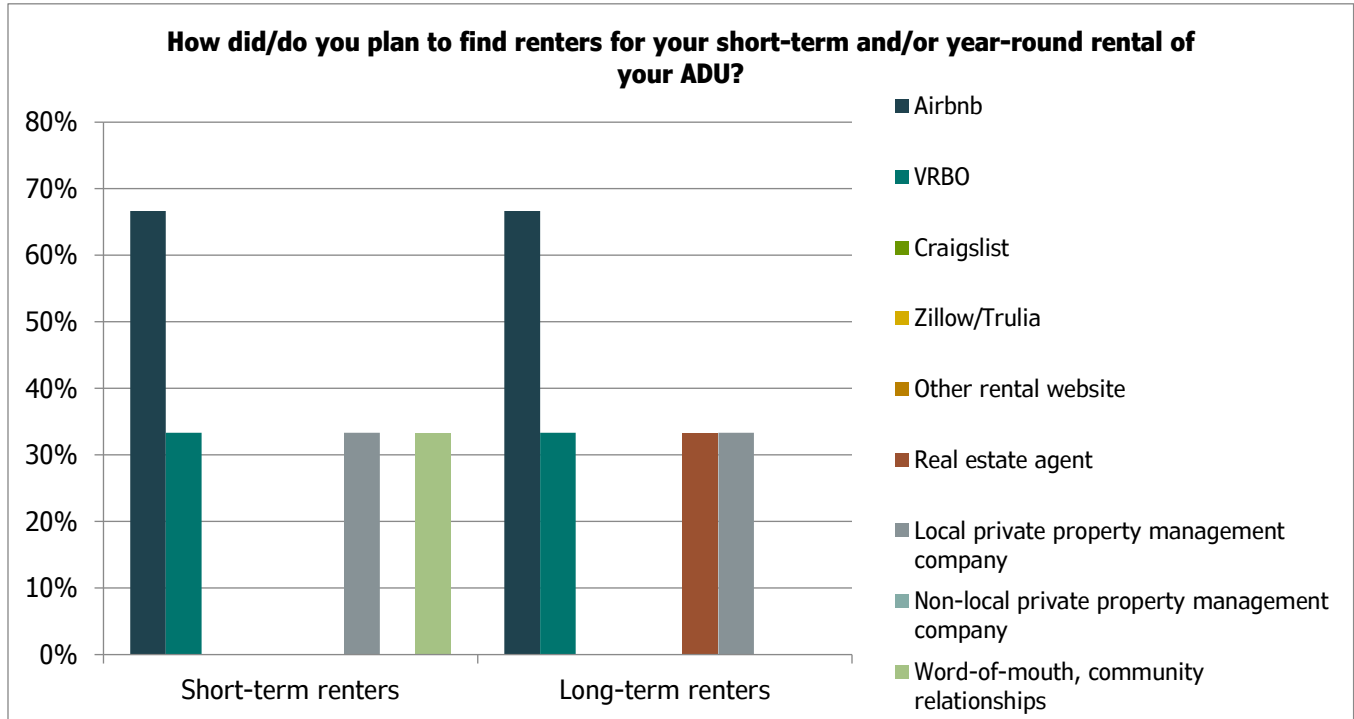
If you have and/or plan to rent your ADU year-round, what have/are you planning to charge on average per month? (Please select one box per row.)



If you have and/or plan to rent your ADU year-round, what have/are you planning to charge on average per month? (Please select one box per row.)					
N=4	Average 2015 - 2019	2020	2021	2022	2023
\$0 - \$999	0.00%	0.00%	0.00%	0.00%	0.00%
	0	0	0	0	0
\$1,000 - \$1,499	50.00%	25.00%	25.00%	25.00%	25.00%
	2	1	1	1	1
\$1,500 - \$1,999	0.00%	25.00%	25.00%	25.00%	50.00%
	0	1	1	1	2
\$2,000 - \$2,499	0.00%	0.00%	0.00%	0.00%	0.00%
	0	0	0	0	0
\$2,500 - \$4,999	0.00%	0.00%	0.00%	25.00%	25.00%
	0	0	0	1	1
\$5,000+	0.00%	0.00%	0.00%	0.00%	0.00%
	0	0	0	0	0
Unsure	0.00%	0.00%	0.00%	0.00%	0.00%
	0	0	0	0	0
NA	50.00%	50.00%	50.00%	25.00%	0.00%
	2	2	2	1	0

Berkshire County Second Home Owner Survey

How did/do you plan to find renters for your short-term and/or year-round rental?

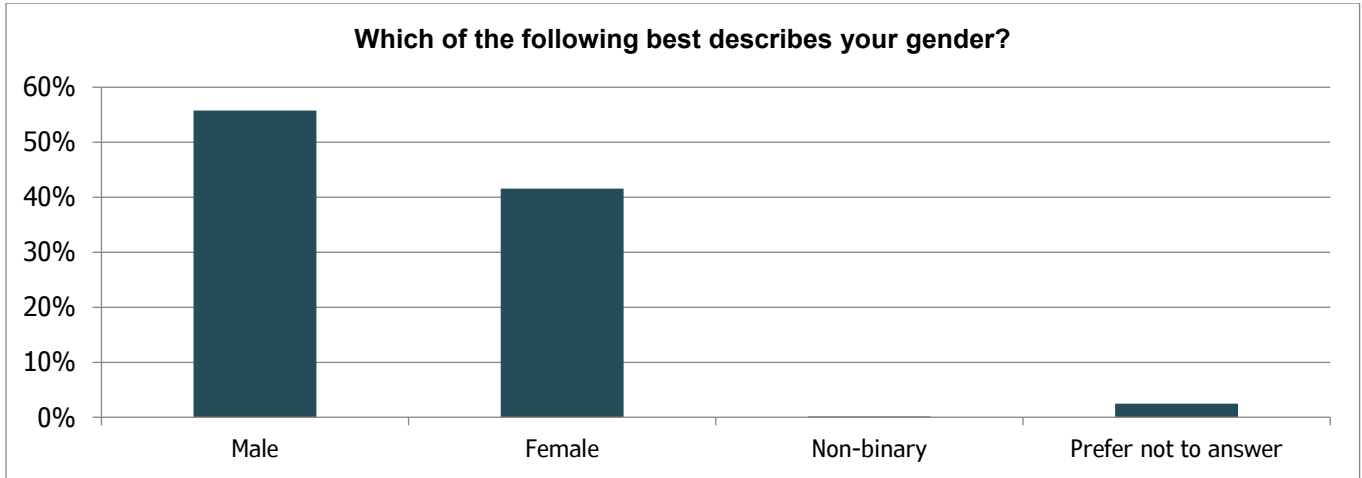


How did/do you plan to find renters for your short-term and/or year-round rental of your ADU?		
N=4	Short-term renters	Long-term renters
Airbnb	66.67%	66.67%
VRBO	33.33%	33.33%
Craigslist	0.00%	0.00%
Zillow/Trulia	0.00%	0.00%
Other rental website	0.00%	0.00%
Real estate agent	0.00%	33.33%
Local private property management company	33.33%	33.33%
Non-local private property management company	0.00%	0.00%
Word-of-mouth, community relationships	33.33%	0.00%

Demographics

Which of the following best describes your gender?

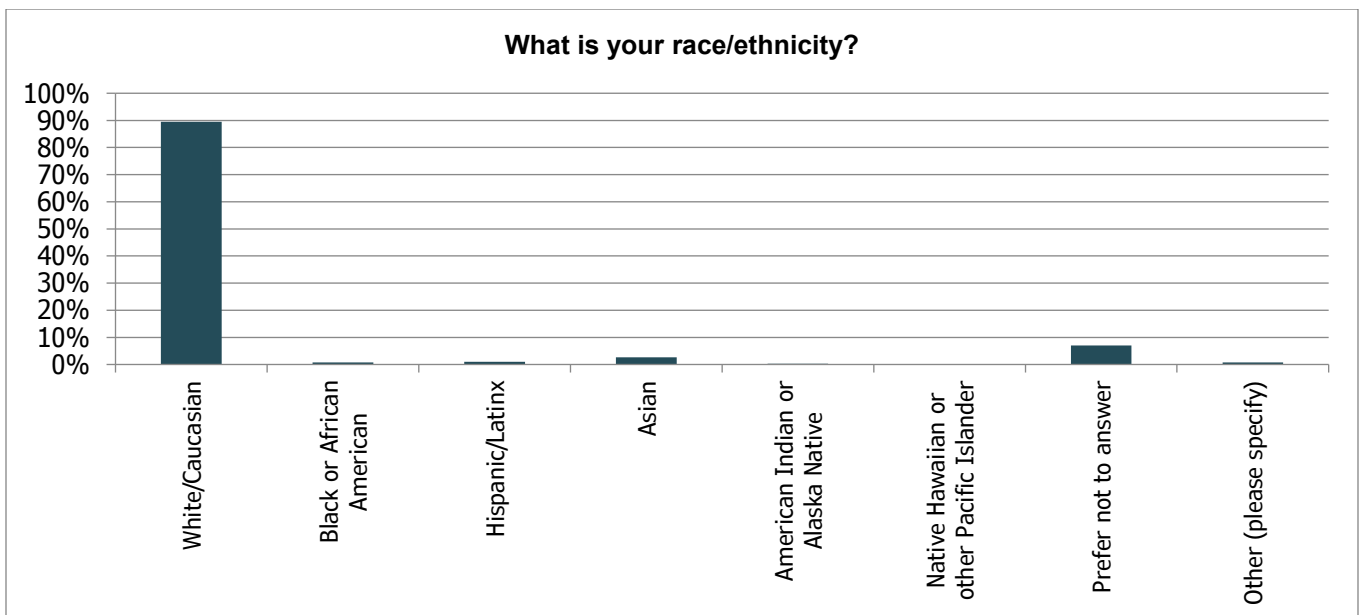
The majority of respondents were male, but females did makeup 40% of the respondents.



Which of the following best describes your gender?		
	%	N
N=683		
Male	55.78%	381
Female	41.58%	284
Non-binary	0.15%	1
Prefer not to answer	2.49%	17

What is your race/ethnicity? (please select all that apply)

The predominant race/ethnicity of second homeowners is white/caucasian.

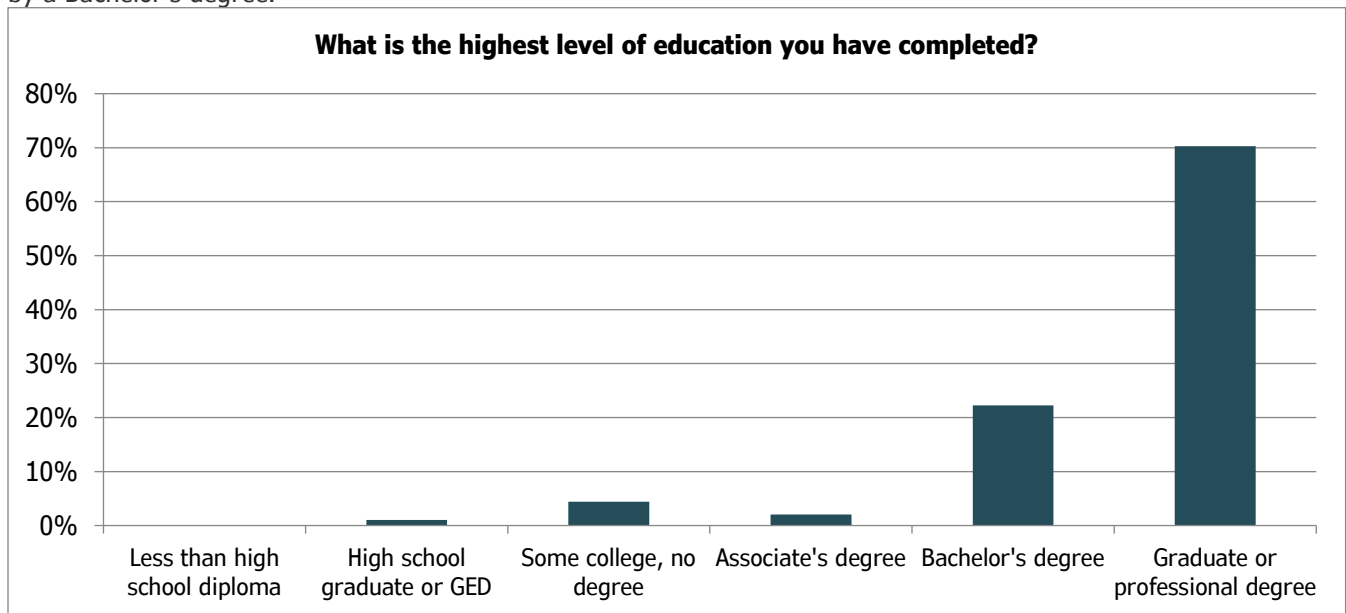


Berkshire County Second Home Owner Survey

What is your race/ethnicity? (please select all that apply)		
N= 681	%	N
White/Caucasian	89.43%	609
Black or African American	0.73%	5
Hispanic/Latinx	1.03%	7
Asian	2.64%	18
American Indian or Alaska Native	0.29%	2
Native Hawaiian or other Pacific Islander	0.15%	1
Prefer not to answer	7.05%	48
Other (please specify)	0.73%	5

What is the highest level of education you have completed? (Please select one)

Second homeowners tend to be very educated, with the majority having a graduate or professional degree, followed by a Bachelor's degree.

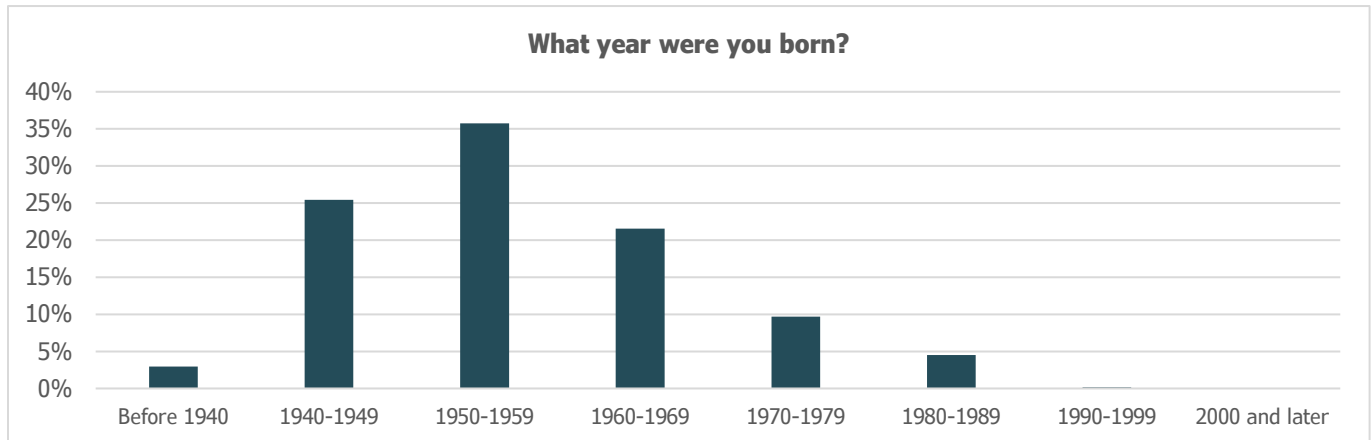


What is the highest level of education you have completed? (Please select one)		
N=683	%	N
Less than high school diploma	0.00%	0
High school graduate or GED	1.02%	7
Some college, no degree	4.39%	30
Associate's degree	2.05%	14
Bachelor's degree	22.25%	152
Graduate or professional degree	70.28%	480

Berkshire County Second Home Owner Survey

What year were you born?

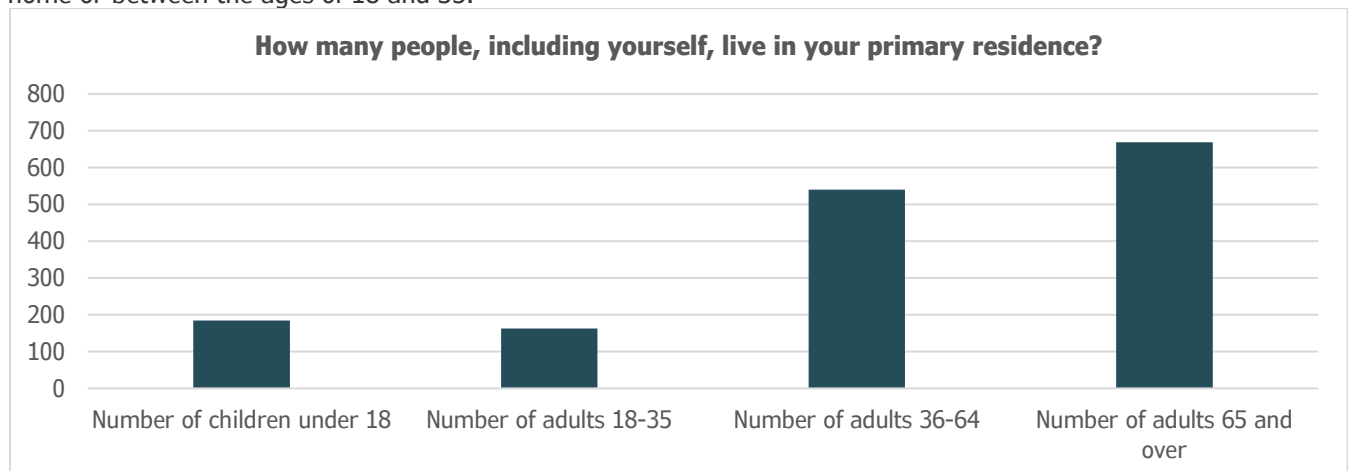
The average year born for respondents was 1957, with those born between 1950 and 1959 representing the most significant group, followed by those born in the 1940s.



What year were you born?		
N=641	N	%
Before 1940	19	3.0%
1940-1949	163	25.4%
1950-1959	229	35.7%
1960-1969	138	21.5%
1970-1979	62	9.7%
1980-1989	29	4.5%
1990-1999	1	0.2%
2000 and later	0	0.0%

How many people, including yourself, live in your primary residence?

Most families with a second home are over age 65 or between ages 36 and 64. Few families have children living at home or between the ages of 18 and 35.

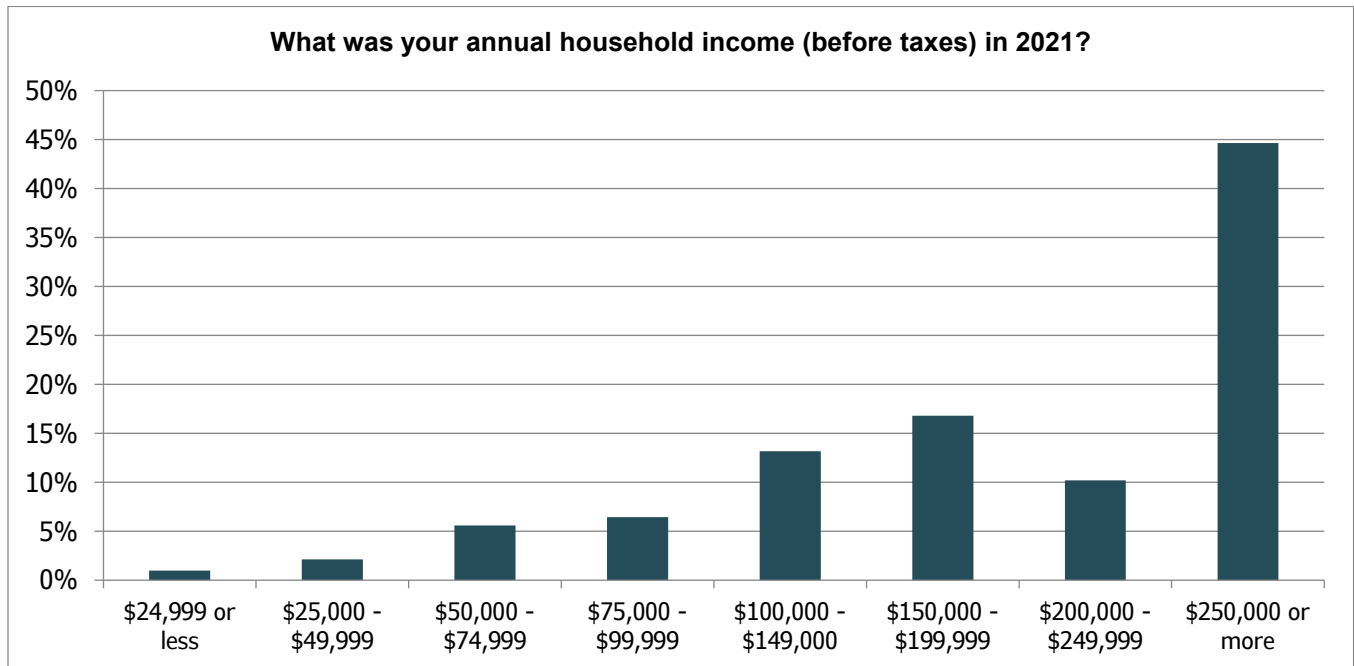


Berkshire County Second Home Owner Survey

How many people, including yourself, live in your primary residence?		
N=672	N	Total
Number of children under 18	112	184
Number of adults 18-35	84	163
Number of adults 36-64	312	540
Number of adults 65 and over	381	669

What was your annual household income (before taxes) in 2021?

The highest percentage of respondents had household incomes of over \$250,000, with only 15% making less than \$100,000 per year.

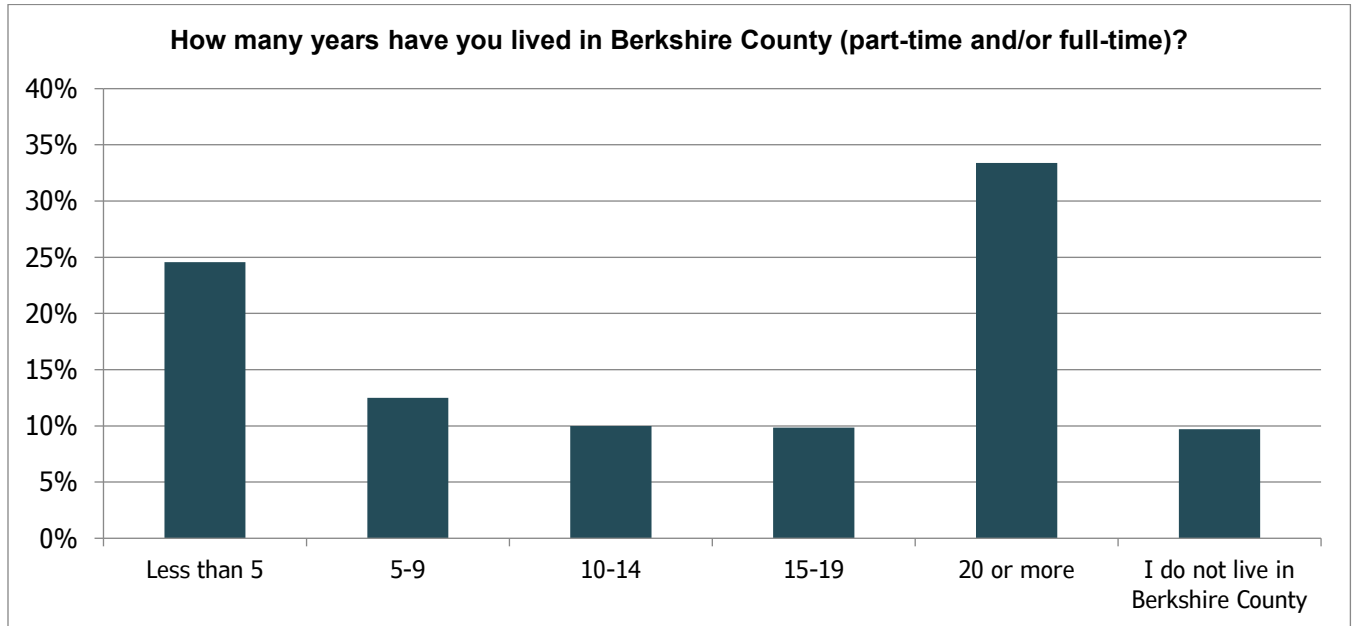


What was your annual household income (before taxes) in 2021?		
N=607	N	%
\$24,999 or less	6	0.99%
\$25,000 - \$49,999	13	2.14%
\$50,000 - \$74,999	34	5.60%
\$75,000 - \$99,999	39	6.43%
\$100,000 - \$149,000	80	13.18%
\$150,000 - \$199,999	102	16.80%
\$200,000 - \$249,999	62	10.21%
\$250,000 or more	271	44.65%

Berkshire County Second Home Owner Survey

How many years have you lived in Berkshire County (part-time and/or full-time)?

The highest percentage of respondents have lived in Berkshire County for over 20 years, but almost one-quarter have lived in the county for less than five years.

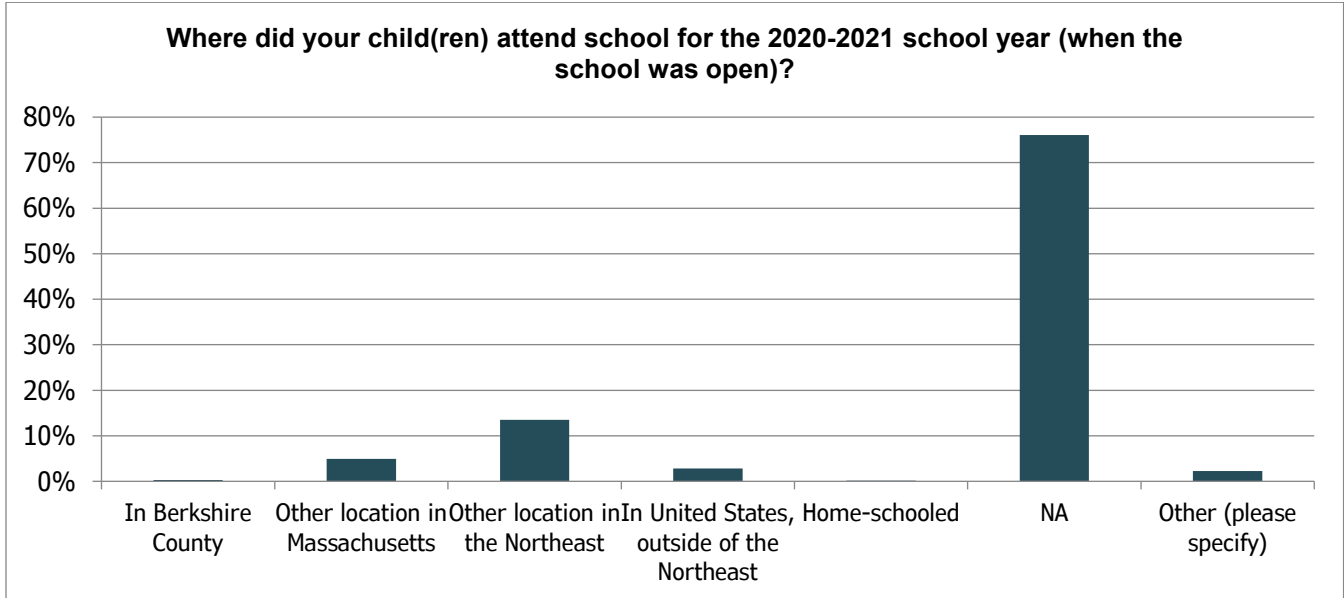


How many years have you lived in Berkshire County (part-time and/or full-time)?		
N=680	%	N
Less than 5	24.56%	167
5-9	12.50%	85
10-14	10.00%	68
15-19	9.85%	67
20 or more	33.38%	227
I do not live in Berkshire County	9.71%	66

Educating Children

Where did your child(ren) attend school for the 2020-2021 school year (when the school was open)?

Most second homeowners who have children educated their children in 2020-2021 in the Northeast.

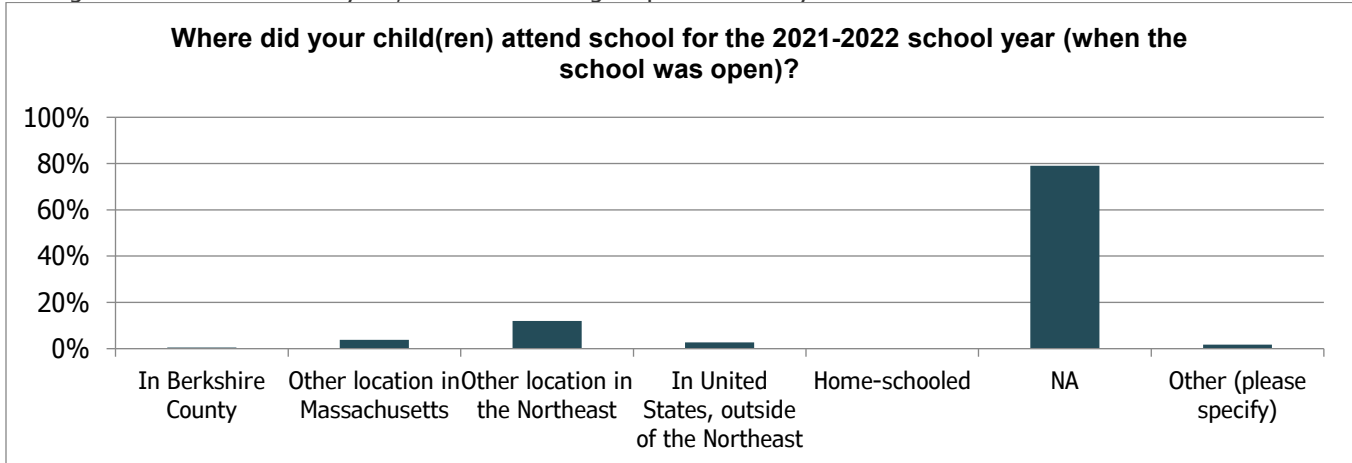


Where did your child(ren) attend school for the 2020-2021 school year (when the school was open)?

	%	N
N=673		
In Berkshire County	0.30%	2
Other location in Massachusetts	4.90%	33
Other location in the Northeast	13.52%	91
In United States, outside of the Northeast	2.82%	19
Home-schooled	0.15%	1
NA	76.08%	512
Other (please specify)	2.23%	15

Where did your child(ren) attend school for the 2021-2022 school year (when the school was open)?

During the 2021-2022 school year, children were again predominately educated in other locations in the Northeast.



Berkshire County Second Home Owner Survey

Where did your child(ren) attend school for the 2021-2022 school year (when the school was open)?		
N=672	%	N
In Berkshire County	0.45%	3
Other location in Massachusetts	3.87%	26
Other location in the Northeast	12.05%	81
In United States, outside of the Northeast	2.68%	18
Home-schooled	0.15%	1
NA	79.02%	531
Other (please specify)	1.79%	12