

Berkshire County Survey of Recent Movers

Results

August 2022



BRPC

Berkshire Regional Planning Commission

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Summary

During the COVID-19 pandemic, housing in Berkshire County turned over quickly as urban dwellers looked to move to more rural areas. This quick turnover, as well as reduced supply, caused prices to jump. Year-round residents often found themselves unable to afford these new prices.

This survey is for people who purchased a house in Berkshire County since January 2020. The survey is designed to understand who they are, why they purchased a home in the Berkshires, how they spend their time and money, and how the pandemic impacted their purchasing decision.

Using a list provided by the Berkshire REALTORS in May 2022, everyone who purchased a home from January 2020 to April 30, 2022, was sent a postcard. Three hundred seventy-seven responses were received, or approximately 7.5%. Two hundred eight six of these, or 75%, were from people who were living outside of Berkshire County prior to January 2020. Throughout the results, difference between the respondents who are from outside of the county as compared to the overall total respondents are called out.

Overall, recent home purchasers are wealthy, educated whites, with an average age of around 55. They purchased single-family residences with two to four bedrooms and used them for personal use. Fifty percent of respondents use the property year-round, with 45% using it as a second home.

For most respondents, the house is their first purchase in Berkshire County; however, 25% came from within the county. Those outside the county came predominantly from the greater New York City area or elsewhere in Massachusetts. Most respondents had planned to purchase a house in the county, but forty percent purchased one in the county due to the pandemic.

The highest percentage of respondents purchased homes for less than \$200,000, but many purchases were from across all price ranges. Renovations, but not expansions, are planned for most properties, including many planning energy improvements.

Most new homeowners are employed full-time but with employers outside the county. They work in-person, remotely, and hybrid and see more hybrid work and less remote moving forward. They work in the Professional and Technical industries, followed by Educational Services, Health Care and Social Assistance, and Other industries.

When it comes to the internet, most new homeowners are using cable internet and are happy with the available service.

Community services used by the new homeowners include municipal transfer stations and public parks, followed by libraries, state parks, and conservation lands. Professional services include trade and repair, snowplowing, construction, landscaping, banking, trash collection, legal and medical services. Purchasing goods is predominately done within their municipality or neighboring municipality, followed by online purchases.

Respondents who lived outside the county before their recent purchase primarily purchased properties in the southern half of the county. They have higher incomes and purchased more expensive properties than those who already live in the county. They purchased their homes due to the cultural amenities, environmental quality, access to lakes and ponds, access to mountains, outdoor recreational opportunities, being a good place to retire, historical character, fewer people/more open space, and proximity to New York City and Boston. The respondents from outside the county mostly report that the pandemic did not influence their decision to purchase property in Berkshire County. They are primarily part-time residents who plan to continue to use it as a second home.

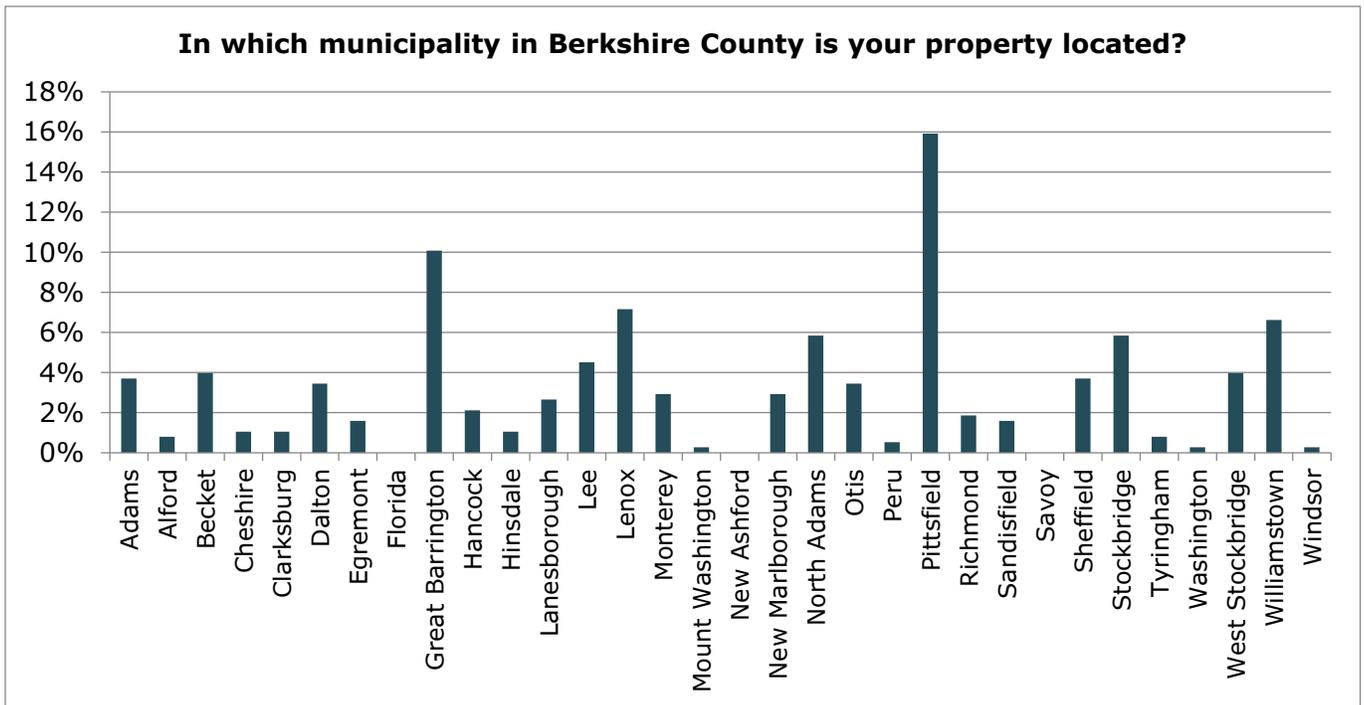
The results and analysis of each question in the survey are in the Results section of this report.

Results

Tell us about your property

In which municipality in Berkshire County is your property located?

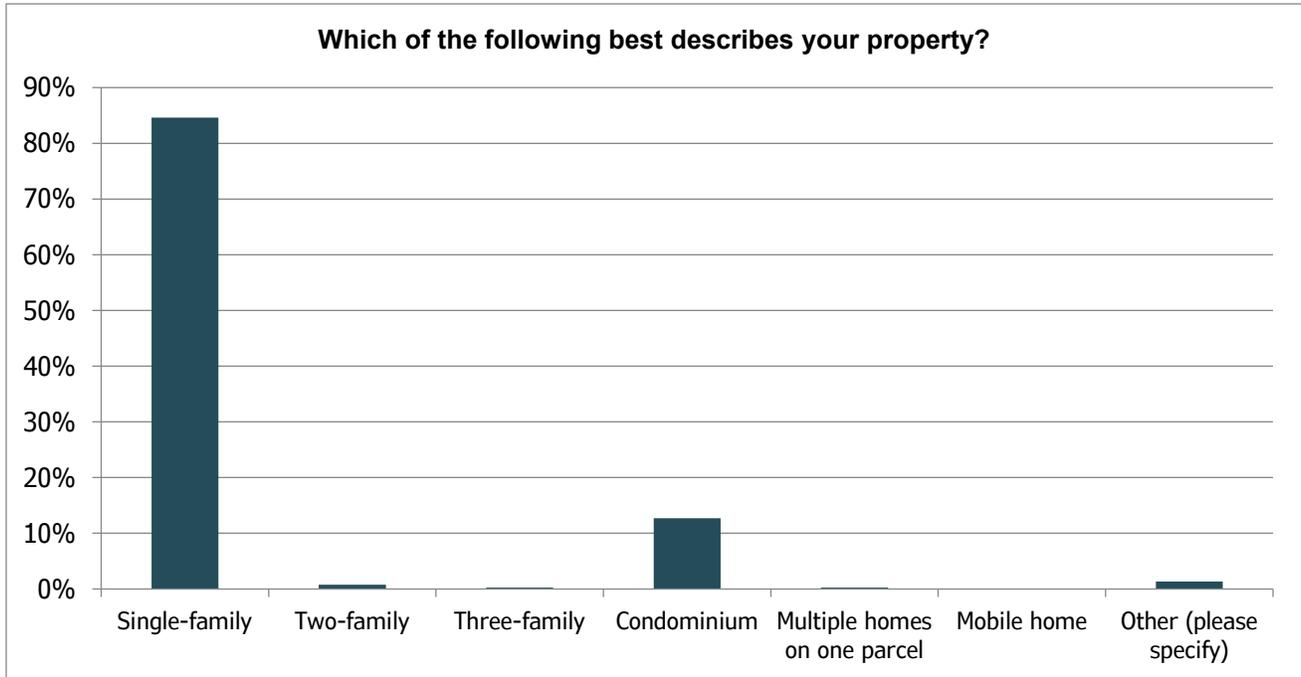
Respondents to the survey came from most of the municipalities in Berkshire County, with the highest percentages from Pittsfield, Great Barrington, and Lenox. Respondents outside Berkshire County bought houses in the county's southern half. Respondents who previously lived in Berkshire County residents mostly purchased properties in Pittsfield, North Adams, and the towns north of Pittsfield.



In which municipality in Berkshire County is your property located?								
N=377	%	N		%	N		%	N
Adams	3.71%	14	Lanesborough	2.65%	10	Richmond	1.86%	7
Alford	0.80%	3	Lee	4.51%	17	Sandisfield	1.59%	6
Becket	3.98%	15	Lenox	7.16%	27	Savoy	0.00%	0
Cheshire	1.06%	4	Monterey	2.92%	11	Sheffield	3.71%	14
Clarksburg	1.06%	4	Mount Washington	0.27%	1	Stockbridge	5.84%	22
Dalton	3.45%	13	New Ashford	0.00%	0	Tyringham	0.80%	3
Egremont	1.59%	6	New Marlborough	2.92%	11	Washington	0.27%	1
Florida	0.00%	0	North Adams	5.84%	22	West Stockbridge	3.98%	15
Great Barrington	10.08%	38	Otis	3.45%	13	Williamstown	6.63%	25
Hancock	2.12%	8	Peru	0.53%	2	Windsor	0.27%	1
Hinsdale	1.06%	4	Pittsfield	15.92%	60			

Which of the following best describes your property?

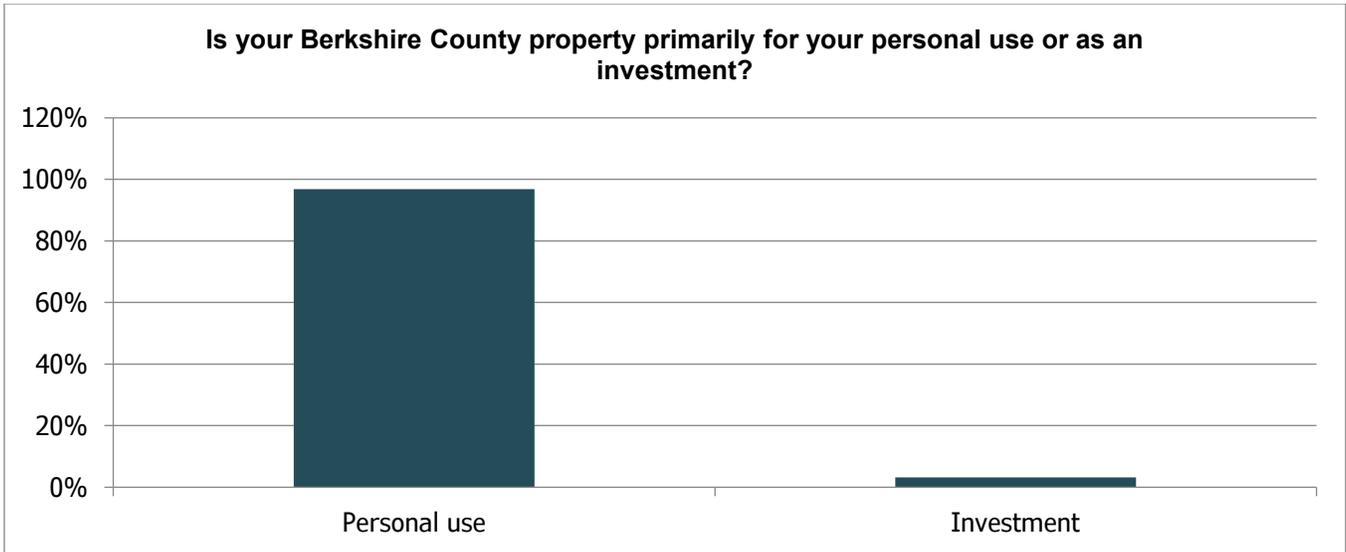
Most respondents own a single-family home; however, a noticeable group owns condos. Respondents who came from outside the county had a similar percentage.



Which of the following best describes your property?		
N=377	%	N
Single-family	84.62%	319
Two-family	0.80%	3
Three-family	0.27%	1
Condominium	12.73%	48
Multiple homes on one parcel	0.27%	1
Mobile home	0.00%	0
Other (please specify)	1.33%	5

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

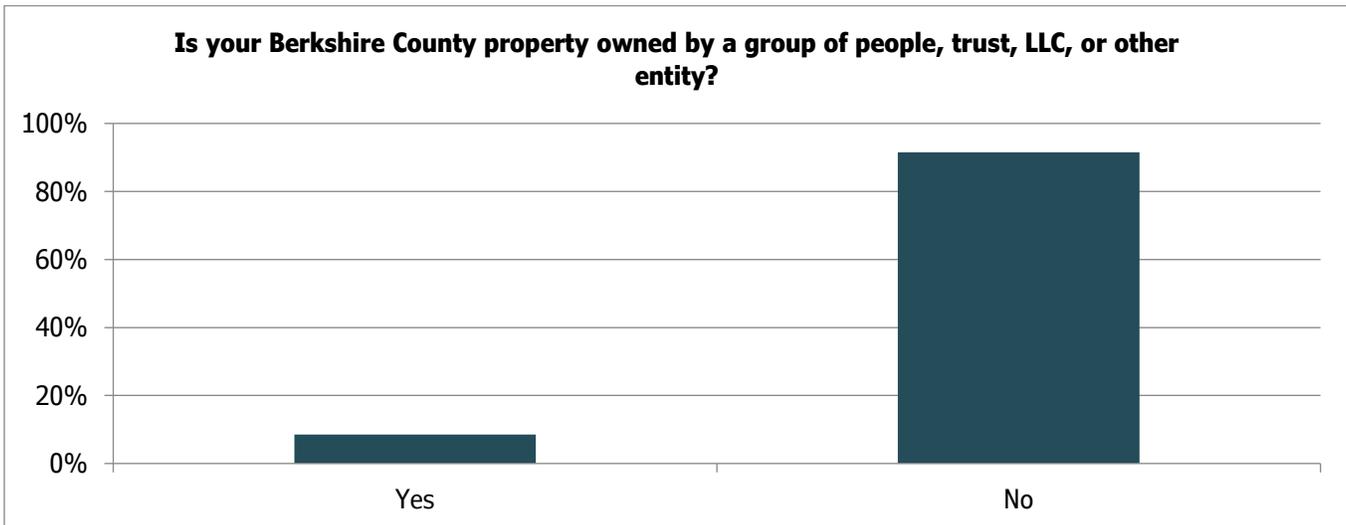
Almost all respondents primarily use their second home for personal use and not as an investment. Respondents who came from outside the county had a similar percentage. Anecdotal information indicates a more significant percentage of recent purchasers than those who responded purchased it for an investment.



Is your Berkshire County property primarily for your personal use or as an investment?		
N=376	%	N
Personal use	96.81%	364
Investment	3.19%	12

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

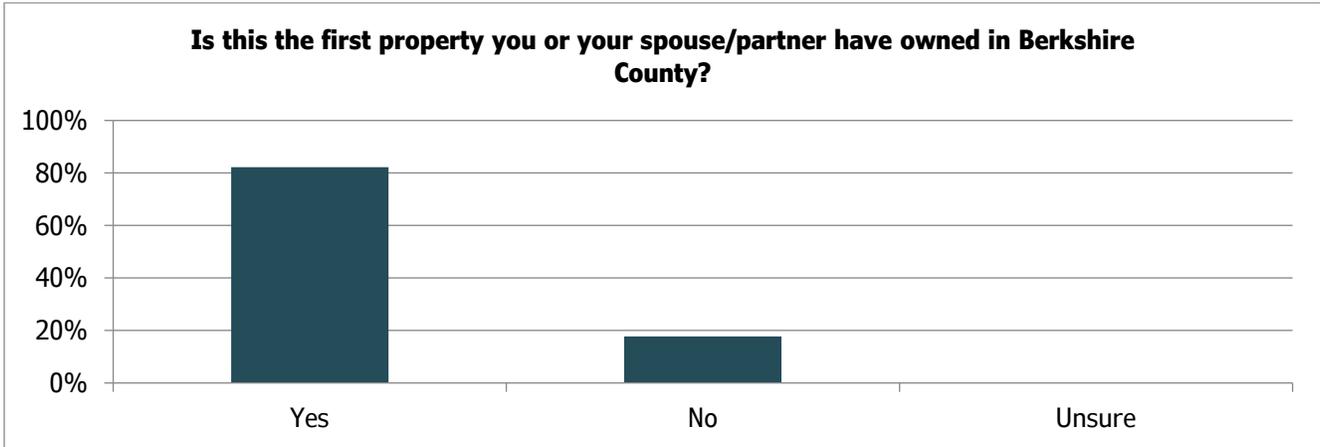
Most properties are owned by an individual or family, not by a group of owners. This result corresponds with the previous question of most properties being used for personal use and not as investments. Respondents who came from outside the county had a similar percentage.



Is your Berkshire County property owned by a group of people, trust, LLC, or other entity?		
N=377	%	N
Yes	8.49	32
No	91.51	345

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

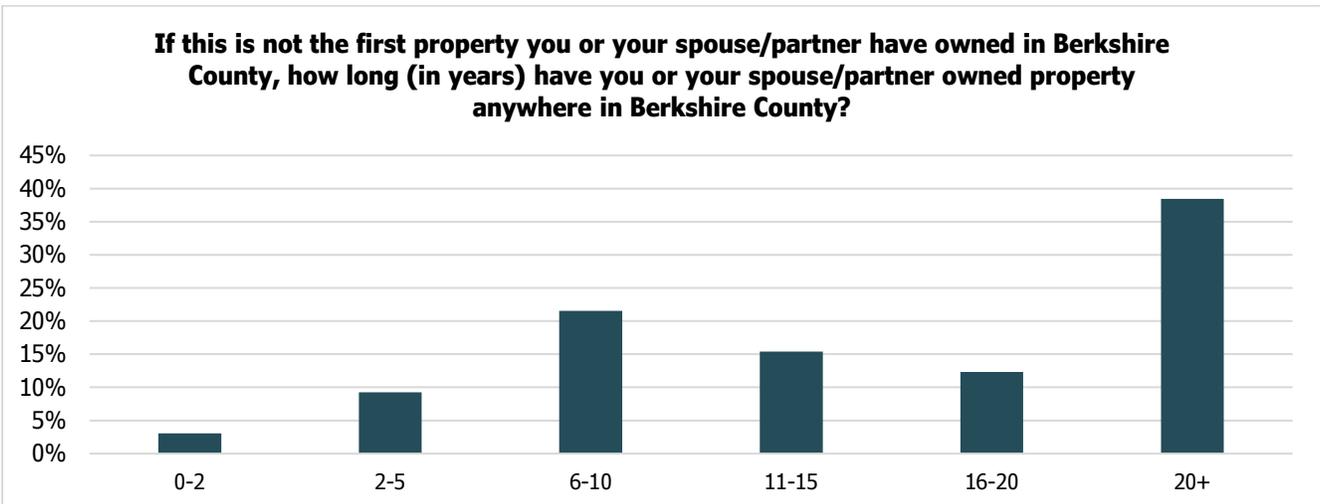
Most respondents indicated that their current property is their first in Berkshire County; however, a noticeable percentage have owned other properties in the county. The respondents from outside the county have a higher percentage of this being their first property in Berkshire County.



Is this the first property you or your spouse/partner have owned in Berkshire County?		
N=377	%	N
Yes	82.23%	310
No	17.77%	67
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 respondents who owned multiple properties in the Berkshires have mostly owned property in Berkshire County for over 20 years, with the average being 19.3 years. A large percentage have owned homes for 6-15 years.

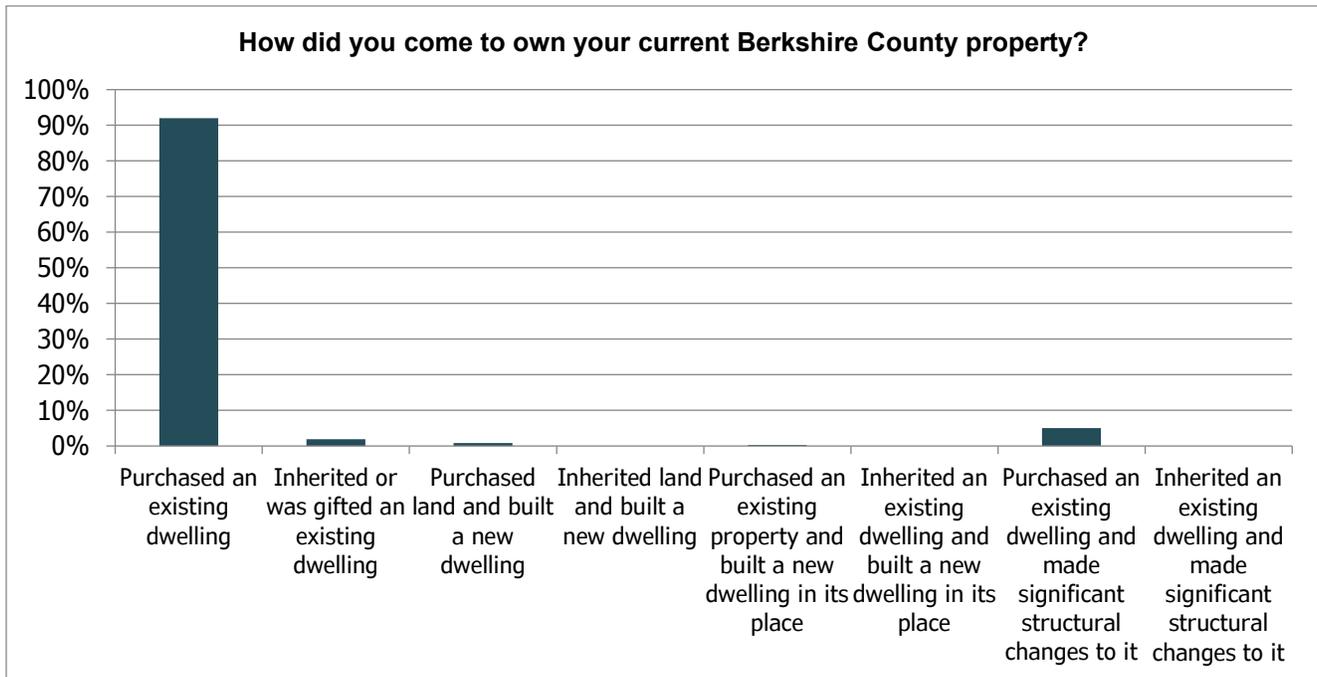


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How long (in years) have you or your spouse/partner owned your Berkshire County property?		
N=65	%	N
0-2	3.08%	2
2-5	9.23%	6
6-10	21.54%	14
11-15	15.38%	10
16-20	12.31%	8
20+	38.46%	25

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

Most respondents purchased an existing dwelling; however, some bought an existing one and made significant structural changes. Respondents who came from outside the county had a similar percentage.



How did you come to own your current Berkshire County property?		
N=376	%	N
Purchased an existing dwelling	92.02%	346
Inherited or was gifted an existing dwelling	1.86%	7
Purchased land and built a new dwelling	0.80%	3
Inherited land and built a new dwelling	0.00%	0
Purchased an existing property and built a new dwelling in its place	0.27%	1
Inherited an existing dwelling and built a new dwelling in its place	0.00%	0
Purchased an existing dwelling and made significant structural changes to it	5.05%	19
Inherited an existing dwelling and made significant structural changes to it	0.00%	0

Berkshire County Survey of Recent Movers

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, or at least five bedrooms. Respondents from outside the county reported having fewer two and three-bedroom homes and more four-bedroom homes.

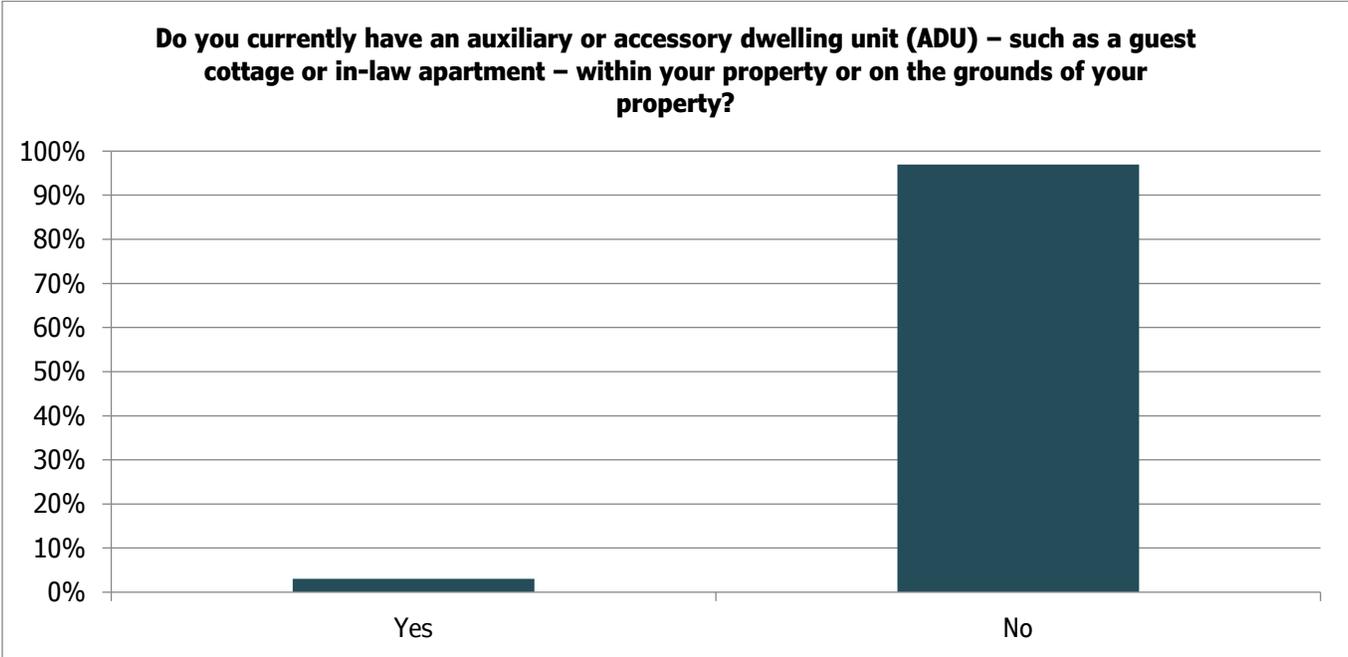


How many total bedrooms are included in your property? Please include bedrooms in any auxiliary/accessory dwellings, such as a guest cottage or an in-law apartment.		
N=730	%	N
No bedrooms	0.14%	1
One-bedroom	2.74%	20
Two bedrooms	20.41%	149
Three bedrooms	42.33%	309
Four bedrooms	24.52%	179
Five or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

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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?

Almost none of the respondents have an accessory dwelling unit.

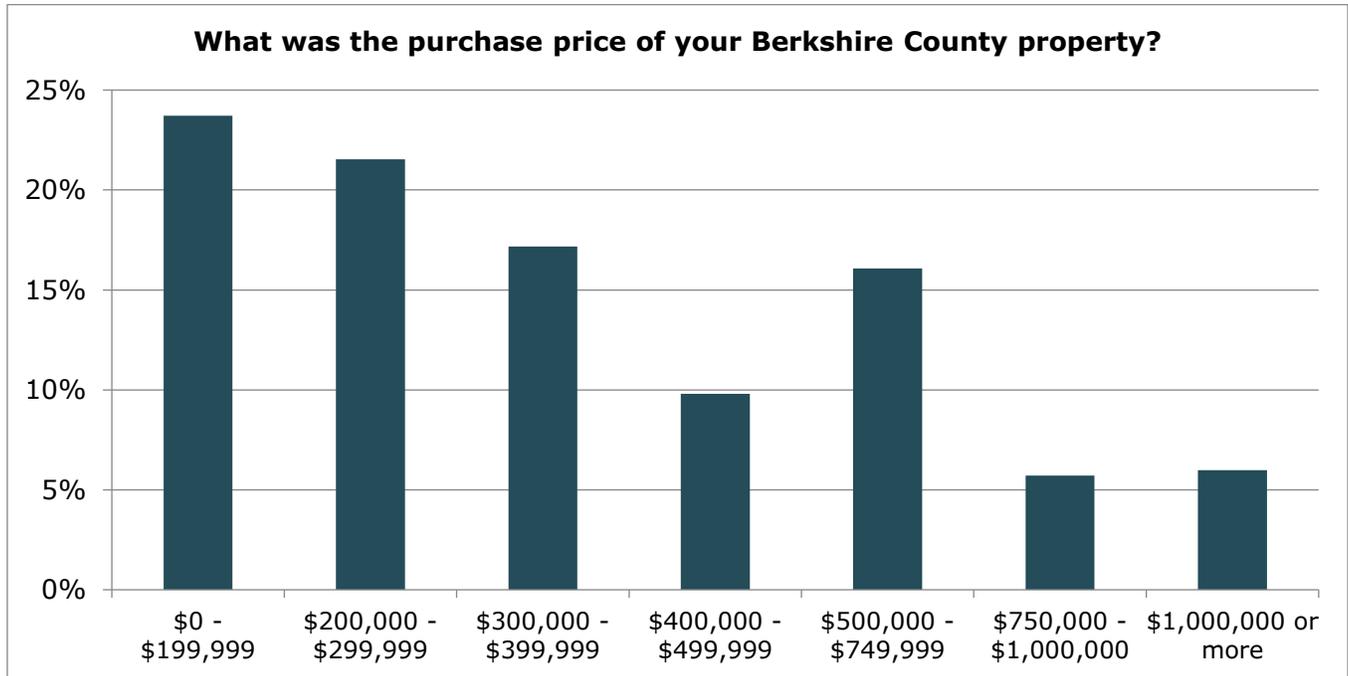


Do you currently have an auxiliary or accessory dwelling unit (ADU) – such as a guest cottage or in-law apartment – within your property or on the grounds of your property?		
N=361	%	N
Yes	3.05%	11
No	96.95%	350

Your Purchase

What was the purchase price of your Berkshire County property?

The most significant percentage of respondents purchased their home for less than \$200,000, closely followed by \$200,000 - \$299,999. Each price range below \$750,000 had at least 10% of respondents. Respondents who lived outside of Berkshire County had a higher percentage who bought their house for \$400,000 or more, with fewer respondents purchasing it for less than \$300,000.



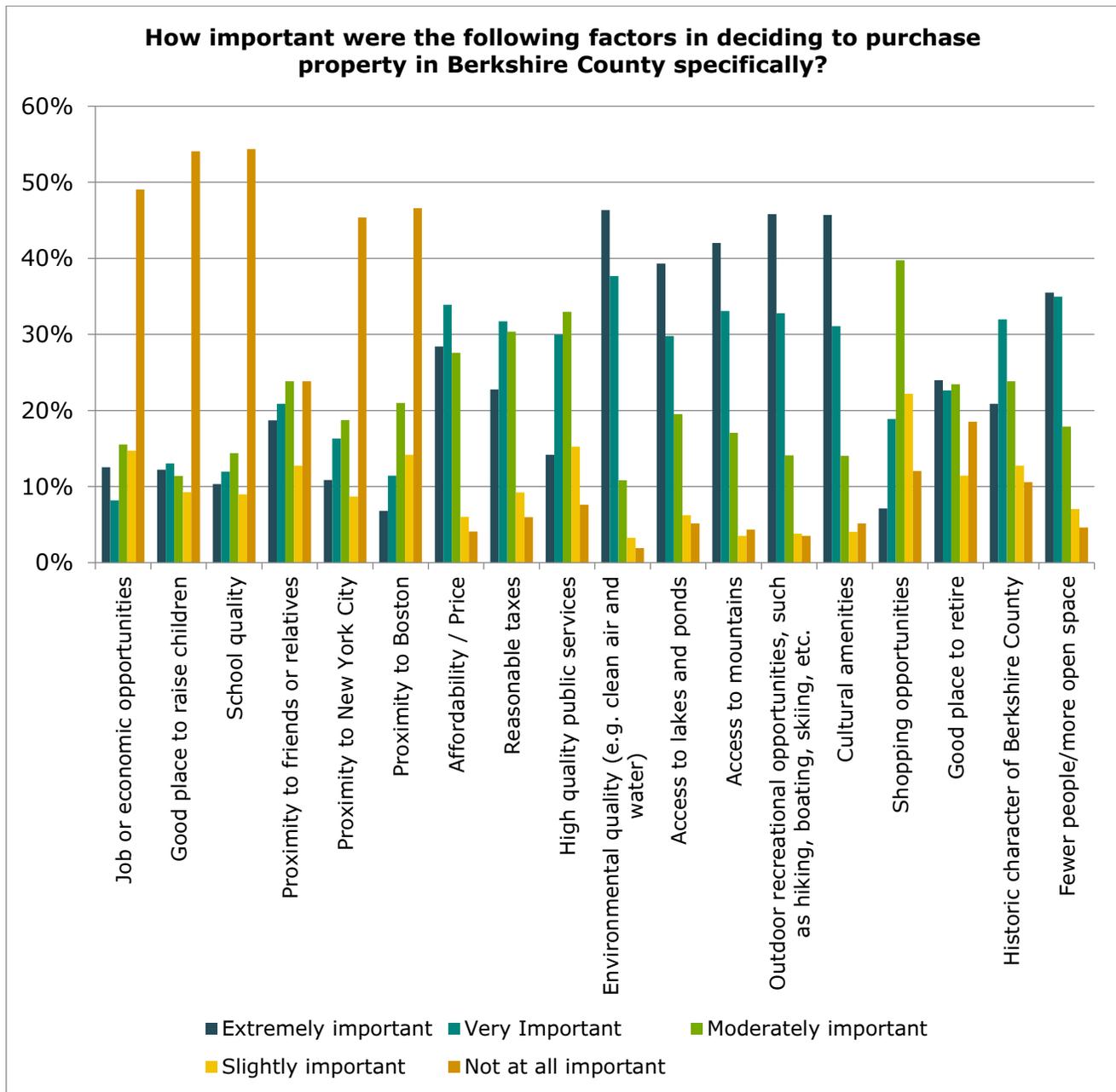
N= 659	%	N	% (From outside county)	N (from outside county)
\$0 - \$199,999	23.71%	87	20.6%	57
\$200,000 - \$299,999	21.53%	79	18.8%	52
\$300,000 - \$399,999	17.17%	63	17.7%	49
\$400,000 - \$499,999	9.81%	36	11.6%	32
\$500,000 - \$749,999	16.08%	59	17.0%	47
\$750,000 - \$1,000,000	5.72%	21	6.9%	19
\$1,000,000 or more	5.99%	22	7.6%	21

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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 environmental quality, closely followed by outdoor recreation and cultural amenities. The least important factors for locating in the Berkshires were school quality, closely followed by a good place to raise children, job or economic opportunities, and proximity to New York City and Boston.

Economic opportunities, raising children, and school quality was significantly less important for respondents outside the county. More important was the proximity to New York City and Boston, the environmental quality, access to lakes and ponds, access to mountains, outdoor recreational opportunities, cultural amenities, a good place to retire, historic character, and fewer people/more open space.

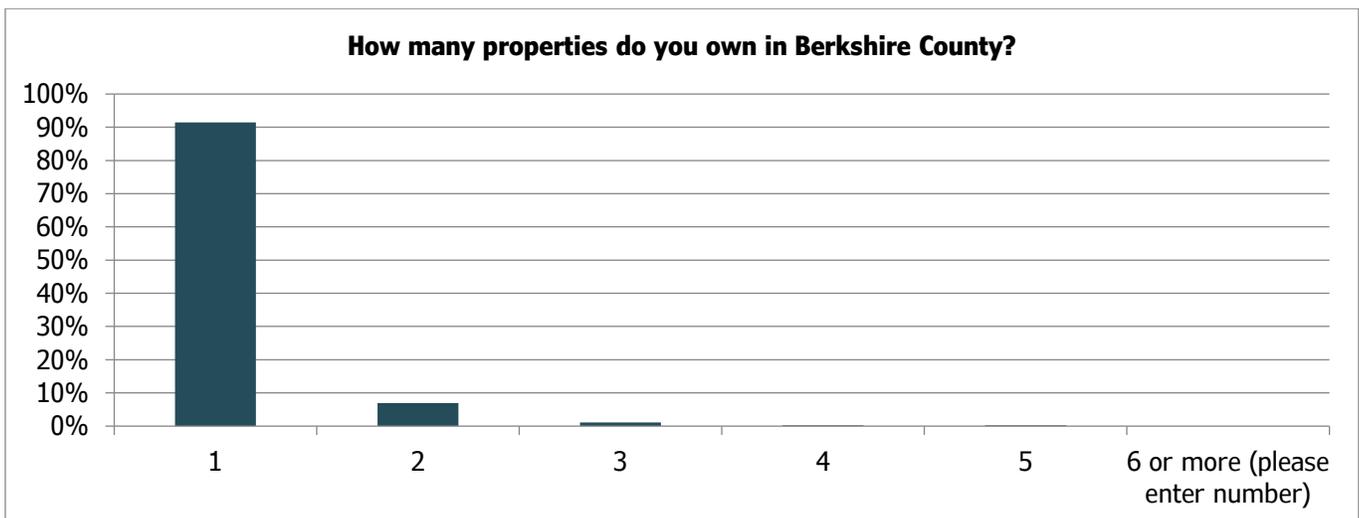


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How important were the following factors in deciding to purchase property in Berkshire County specifically? (please select one box per row)											
N=370	Extremely important		Very Important		Moderately important		Slightly important		Not at all important		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	
Job or economic opportunities	12.5%	46	8.2%	30	15.5%	57	14.7%	54	49.1%	180	367
Good place to raise children	12.2%	45	13.0%	48	11.4%	42	9.2%	34	54.1%	199	368
School quality	10.3%	38	11.9%	44	14.4%	53	8.9%	33	54.4%	200	368
Proximity to friends or relatives	18.7%	69	20.9%	77	23.9%	88	12.7%	47	23.9%	88	369
Proximity to New York City	10.9%	40	16.3%	60	18.8%	69	8.7%	32	45.4%	167	368
Proximity to Boston	6.8%	25	11.4%	42	20.9%	77	14.2%	52	46.6%	171	367
Affordability / Price	28.4%	104	33.9%	124	27.6%	101	6.0%	22	4.1%	15	366
Reasonable taxes	22.8%	84	31.7%	117	30.4%	112	9.2%	34	5.9%	22	369
High quality public services	14.2%	52	29.9%	110	32.9%	121	15.3%	56	7.6%	28	367
Environmental quality (e.g. clean air and water)	46.3%	171	37.7%	139	10.8%	40	3.3%	12	1.9%	7	369
Access to lakes and ponds	39.3%	145	29.8%	110	19.5%	72	6.2%	23	5.2%	19	369
Access to mountains	42.0%	155	33.1%	122	17.1%	63	3.5%	13	4.3%	16	369
Outdoor recreational opportunities, such as hiking, boating, skiing, etc.	45.8%	169	32.8%	121	14.1%	52	3.8%	14	3.5%	13	369
Cultural amenities	45.7%	169	31.1%	115	14.1%	52	4.1%	15	5.1%	19	370
Shopping opportunities	7.1%	26	18.9%	69	39.7%	145	22.2%	81	12.1%	44	365
Good place to retire	23.9%	88	22.6%	83	23.4%	86	11.4%	42	18.5%	68	367
Historic character of Berkshire County	20.9%	77	31.9%	118	23.9%	88	12.7%	47	10.6%	39	369
Fewer people/more open space	35.5%	131	34.9%	129	17.9%	66	7.1%	26	4.6%	17	369

How many properties do you own in Berkshire County?

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



Berkshire County Survey of Recent Movers

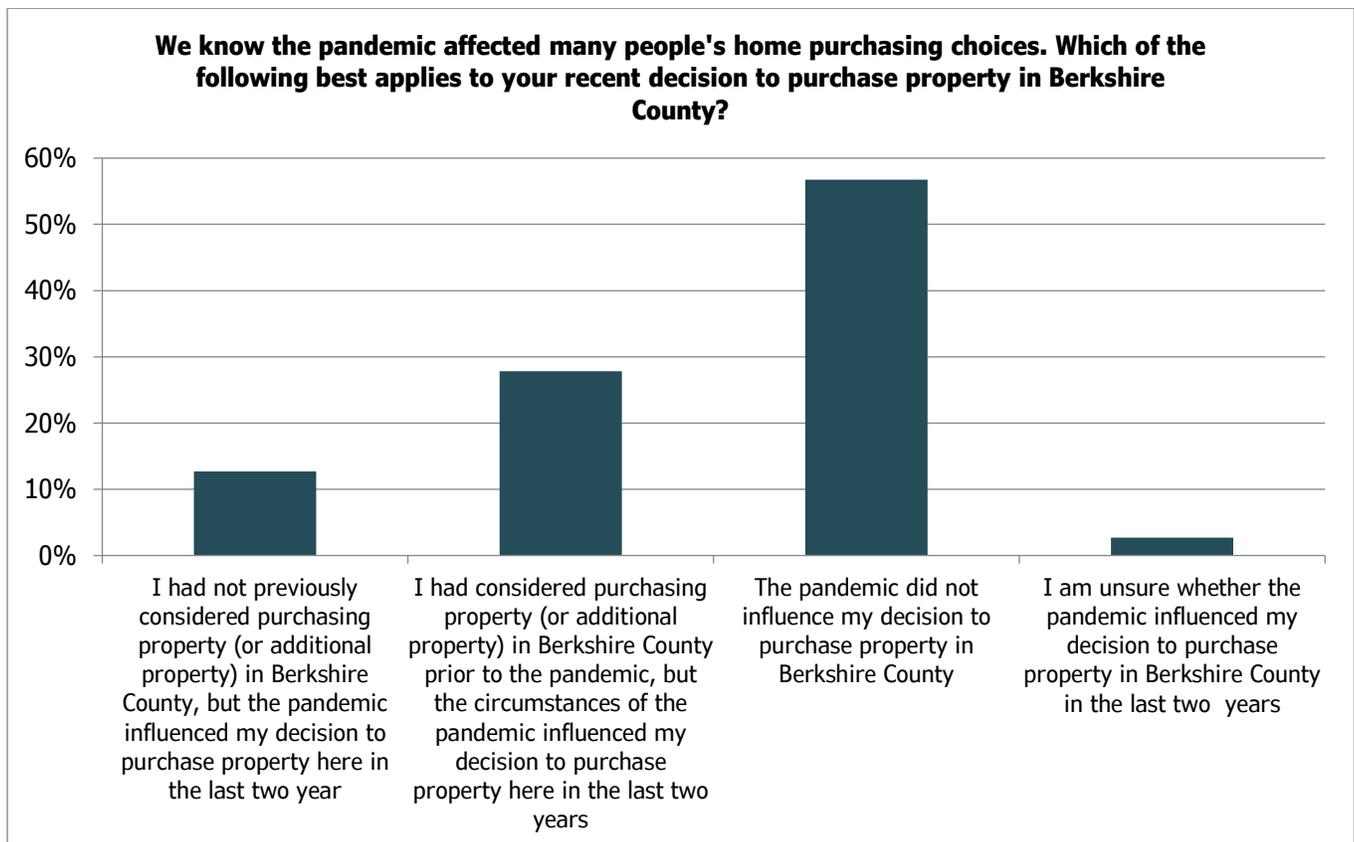
How many properties do you own in Berkshire County?		
N-376	%	N
1	91.49%	344
2	6.91%	26
3	1.06%	4
4	0.27%	1
5	0.27%	1
6 or more	0.00%	0

Where was your primary residence prior to purchasing this property?

Examining the zipcodes of respondents, 25% of recent purchasers were from within Berkshire County. Another 20% were from elsewhere in Massachusetts. The most significant percentage of purchasers were from the greater New York City area, amounting to 28%. The remaining respondents were from throughout the United States, mostly from larger communities on the East Coast.

We know the pandemic affected many people's home purchasing choices. Which of the following best applies to your recent decision to purchase property in Berkshire County?

The majority of respondents report that the pandemic did not influence their decision to purchase property in Berkshire County, but 40% report that the pandemic did impact their decision to purchase property here, with most of them previously considering purchasing property in the Berkshires. Respondents from outside the county had a slightly higher percentage of not considering purchasing property in Berkshire County prior to the pandemic.

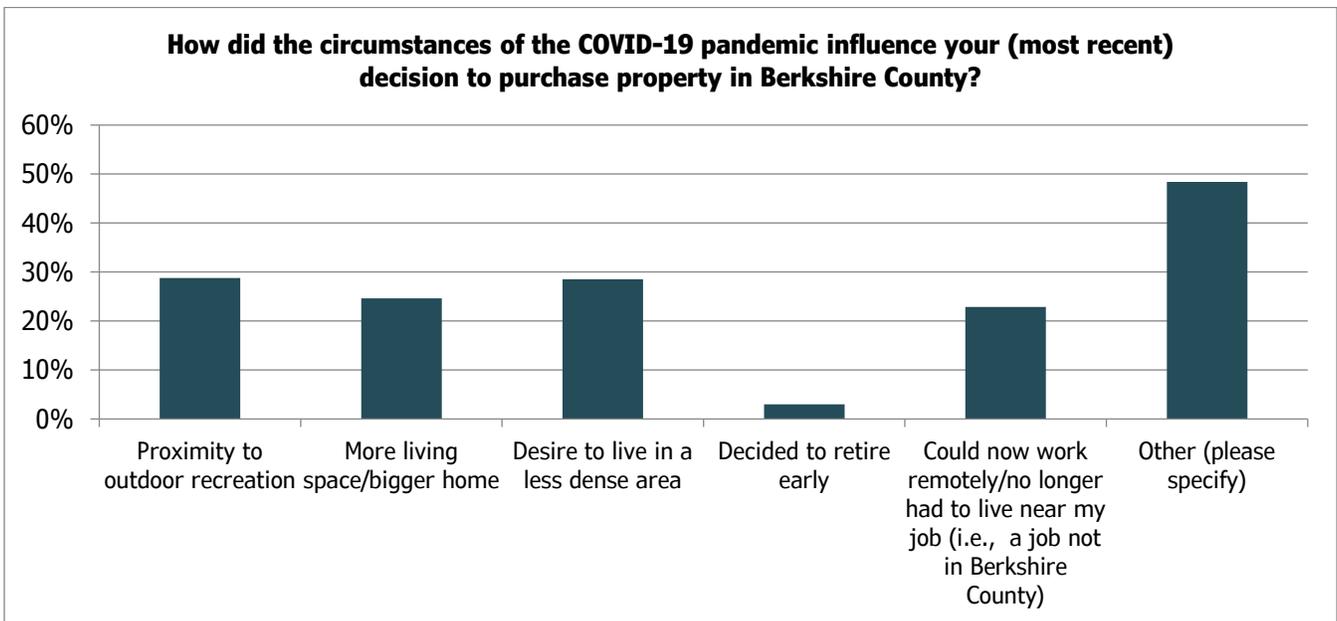


Berkshire County Survey of Recent Movers

We know the pandemic affected many people's home purchasing choices. Which of the following best applies to your recent decision to purchase property in Berkshire County?		
N=370	%	N
I had not previously considered purchasing property (or additional property) in Berkshire County, but the pandemic influenced my decision to purchase property here in the last two year	12.70%	47
I had considered purchasing property (or additional property) in Berkshire County prior to the pandemic, but the circumstances of the pandemic influenced my decision to purchase property here in the last two years	27.84%	103
The pandemic did not influence my decision to purchase property in Berkshire County	56.76%	210
I am unsure whether the pandemic influenced my decision to purchase property in Berkshire County in the last two years	2.70%	10

How did the circumstances of the COVID-19 pandemic influence your (most recent) decision to purchase property in Berkshire County?

Respondents reported the desire to live in less dense areas and proximity to outdoor recreation as the leading reasons for buying property, closely followed by a desire for more living space/bigger home and the ability to work remotely. Respondents from outside of the county had slightly higher percentages for a desire to live in a less dense area and the ability to work remotely.

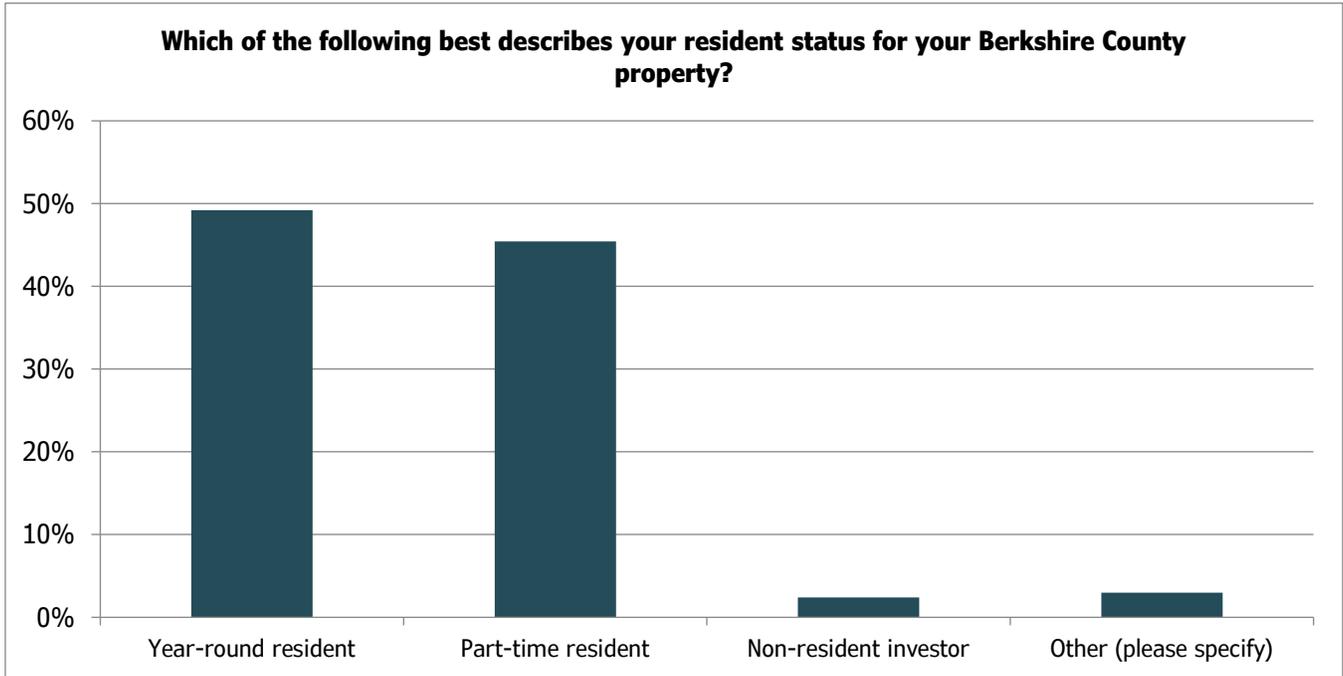


How did the circumstances of the COVID-19 pandemic influence your (most recent) decision to purchase property in Berkshire County?		
N=337	%	N
Proximity to outdoor recreation	28.78%	97
More living space/bigger home	24.63%	83
Desire to live in a less dense area	28.49%	96
Decided to retire early	2.97%	10
Could now work remotely/no longer had to live near my job (i.e., a job not in Berkshire County)	22.85%	77
Other (please specify)	48.37%	163

Use of your property

Which of the following best describes your resident status for your Berkshire County property?

Almost half of the respondents live in the Berkshires full-time, with another 45% living in the region part-time. The majority of respondents from outside of the county are part-time residents

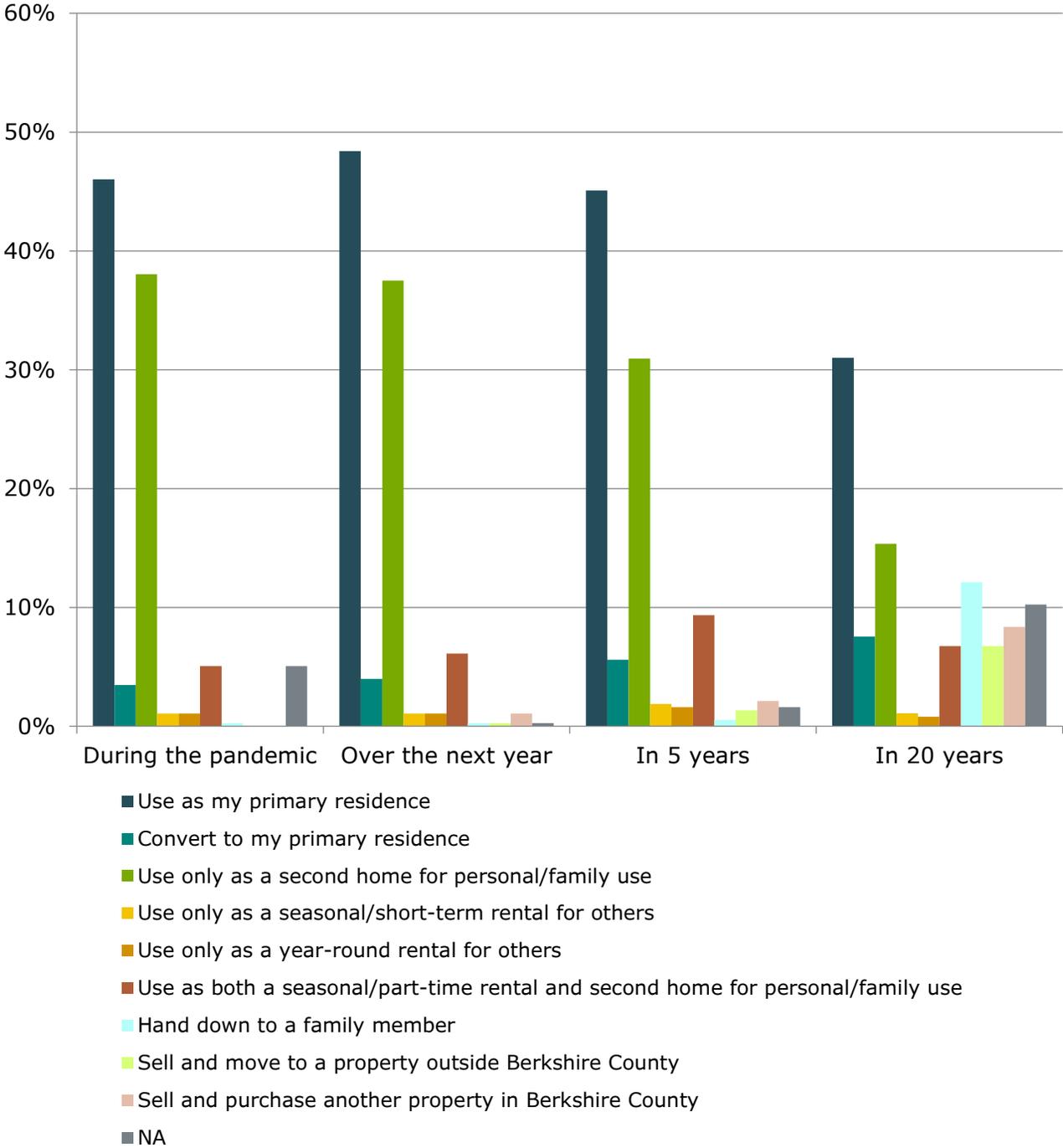


	N=372	%	N	% (outside of county)	N (outside of county)
Year-round resident		49.19%	183	35.46%	100
Part-time resident		45.43%	169	57.80%	163
Non-resident investor		2.42%	9	2.84%	8
Other (please specify)		2.96%	11	3.90%	11

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, most respondents used their home as their primary residence, followed by those who used it as a second home for personal/family use. These trends continue for the next year and over the next five years. In 20 years, the amount that uses it for their primary or secondary home will decrease, with a corresponding increase in renting it out, handing it down to a family member, and selling it. Respondents from outside the county purchased their homes primarily as second homes for personal/family use, with about 10% fewer using them as their primary residence, with little difference in future trends.

**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?**



Berkshire County Survey of Recent Movers

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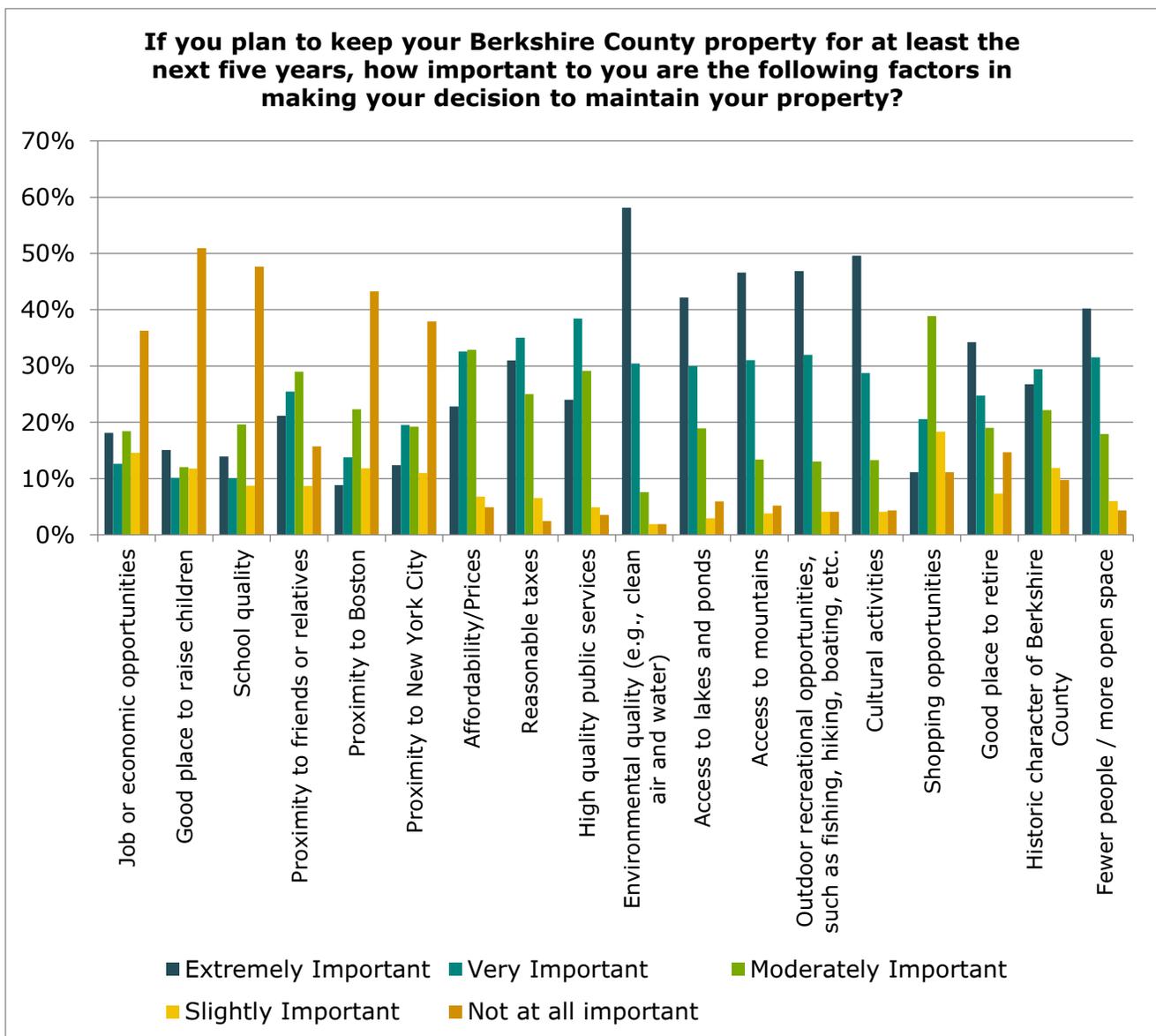
	Use as my primary residence		Convert to my primary residence		Use only as a second home for personal/family use		Use only as a seasonal/short-term rental for others		Use only as a year-round rental for others		Use as both a seasonal/part-time rental and second home for personal/family use		Hand down to a family member		Sell and move to a property outside Berkshire County		Sell and purchase another property in Berkshire County		NA		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	
During the pandemic	46.0%	173	3.5%	13	38.0%	143	1.1%	4	1.1%	4	5.1%	19	0.3%	1	0%	0	0%	0	5.1%	19	376
Over the next year	48.4%	182	4.0%	15	37.5%	141	1.1%	4	1.1%	4	6.1%	23	0.3%	1	0.3%	1	1.1%	4	0.3%	1	376
In 5 years	45.1%	169	5.6%	21	30.9%	116	1.9%	7	1.1%	6	9.3%	35	0.5%	2	1.3%	5	2.1%	8	1.6%	6	375
In 20 years	31.0%	115	7.6%	28	15.4%	57	1.1%	4	0.8%	3	6.7%	25	12.1%	45	6.7%	25	8.4%	31	10.2%	38	371

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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 keeping their property are environmental quality, cultural opportunities, outdoor recreation, access to mountains, lakes and ponds, and fewer people / more open space. The least likely reason to keep a property in the county includes being a good place to raise kids, school quality, proximity to Boston and New York City, and job opportunities.

Similar to why they purchased the property, respondents from outside of the county found the proximity to Boston and New York City, the environmental quality, access to lakes and ponds, access to mountains, outdoor recreational activities, cultural activities, a good place to retire, historic character, and fewer people/more open space as being more important than all respondents. Less important factors include a job or economic opportunities, a good place to raise children, school quality, and school quality.

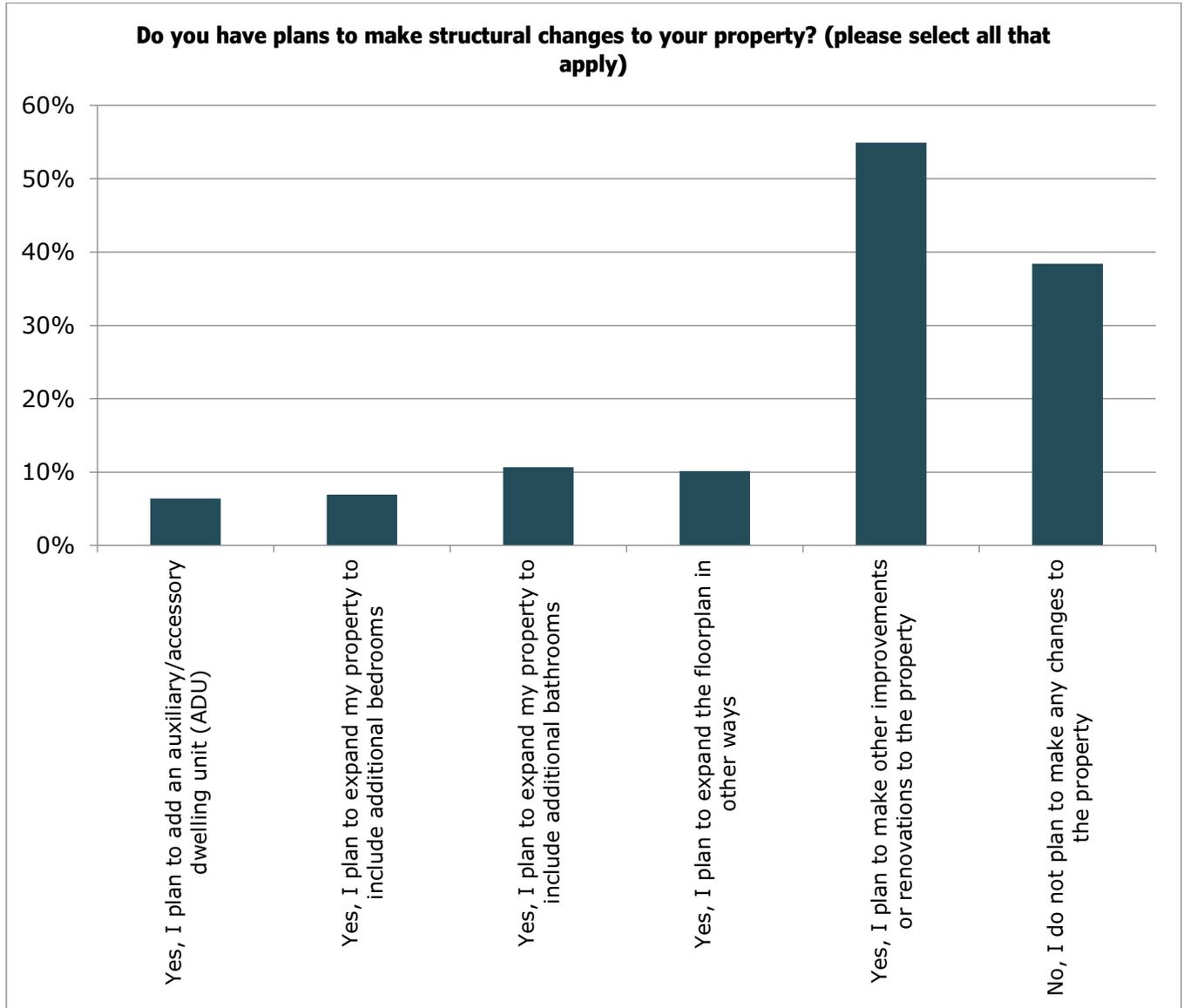


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If you plan to keep your Berkshire County property for at least the next five years, how important to you are the following factors in making your decision to maintain your property? (Please select one box per row.)											
N=370	Extremely Important		Very Important		Moderately Important		Slightly Important		Not at all important		Total
Job or economic opportunities	18.1%	66	12.6%	46	18.4%	67	14.6%	53	36.3%	132	364
Good place to raise children	15.1%	55	10.1%	37	12.1%	44	11.8%	43	50.9%	186	365
School quality	13.9%	51	10.1%	37	19.6%	72	8.7%	32	47.7%	175	367
Proximity to friends or relatives	21.1%	78	25.5%	94	29.0%	107	8.7%	32	15.7%	58	369
Proximity to Boston	8.8%	32	13.8%	50	22.3%	81	11.9%	43	43.3%	157	363
Proximity to New York City	12.4%	45	19.5%	71	19.2%	70	11.0%	40	37.9%	138	364
Affordability/Prices	22.8%	84	32.6%	120	32.9%	121	6.8%	25	4.9%	18	368
Reasonable taxes	30.9%	114	35.1%	129	25.0%	92	6.5%	24	2.5%	9	368
High quality public services	23.9%	88	38.4%	141	29.2%	107	4.9%	18	3.5%	13	367
Environmental quality (e.g., clean air and water)	58.2%	214	30.4%	112	7.6%	28	1.9%	7	1.9%	7	368
Access to lakes and ponds	42.2%	156	30.0%	111	18.9%	70	2.9%	11	5.9%	22	370
Access to mountains	46.6%	171	31.1%	114	13.4%	49	3.8%	14	5.2%	19	367
Outdoor recreational opportunities, such as fishing, hiking, boating, etc.	46.9%	173	31.9%	118	13.0%	48	4.1%	15	4.1%	15	369
Cultural activities	49.6%	183	28.7%	106	13.3%	49	4.1%	15	4.4%	16	369
Shopping opportunities	11.1%	40	20.6%	74	38.9%	140	18.3%	66	11.1%	40	360
Good place to retire	34.2%	126	24.7%	91	19.0%	70	7.3%	27	14.7%	54	368
Historic character of Berkshire County	26.8%	99	29.5%	109	22.2%	82	11.9%	44	9.7%	36	370
Fewer people / more open space	40.2%	148	31.5%	116	17.9%	66	5.9%	22	4.4%	16	368

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

Most respondents plan to renovate their property but do not plan to add any additional bedrooms or bathrooms. Respondents from outside of the county had similar responses.

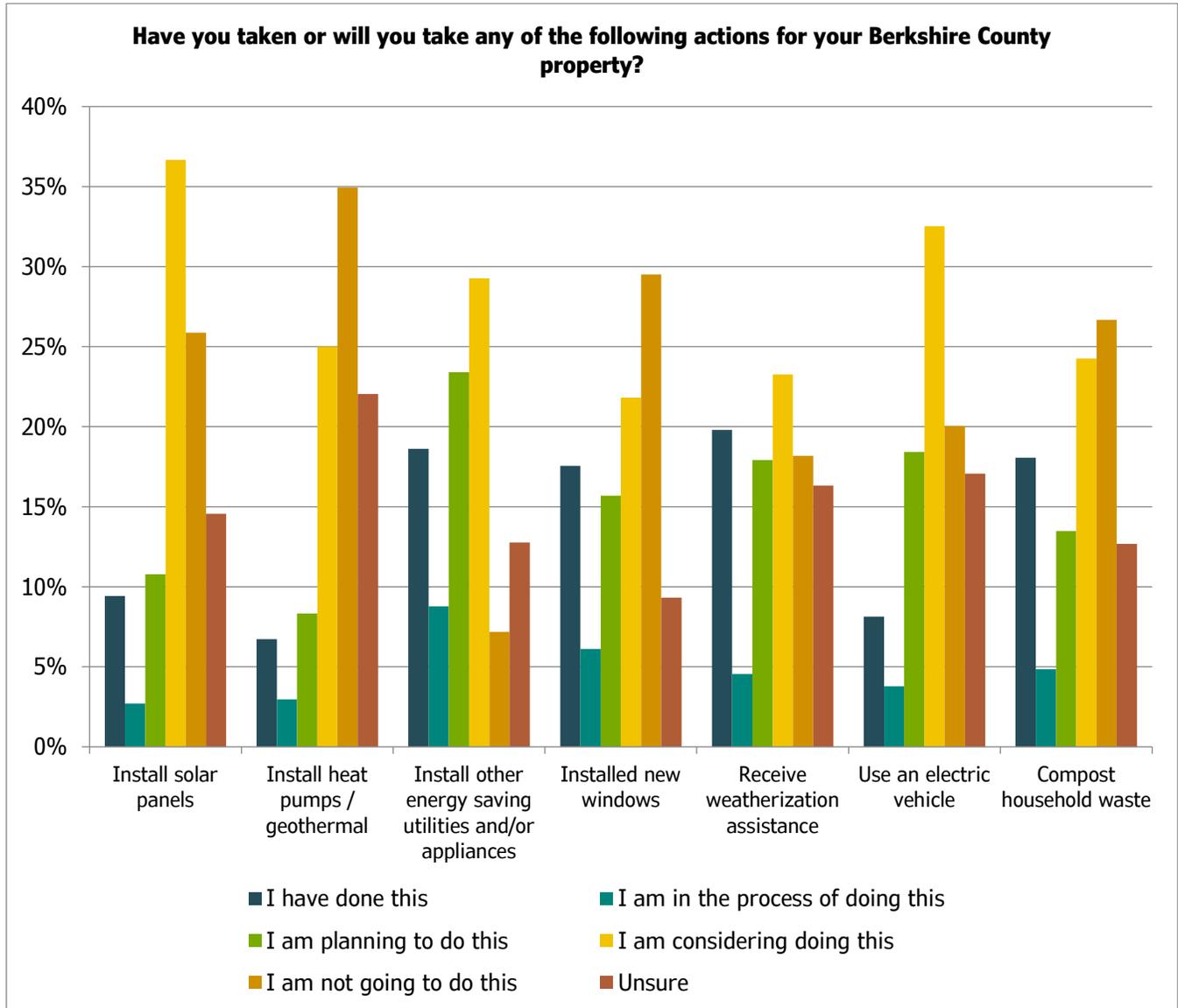


Do you have plans to make structural changes to your property? (please select all that apply)		
	%	N
N=375		
Yes, I plan to add an auxiliary/accessory dwelling unit (ADU)	6.40%	24
Yes, I plan to expand my property to include additional bedrooms	6.93%	26
Yes, I plan to expand my property to include additional bathrooms	10.67%	40
Yes, I plan to expand the floorplan in other ways	10.13%	38
Yes, I plan to make other improvements or renovations to the property	54.93%	206
No, I do not plan to make any changes to the property	38.40%	144

Berkshire County Survey of Recent Movers

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

Almost 20% of owners have received weatherization assistance, have installed new windows, installed other energy-saving utilities or appliances, or compost. 35%-60% of respondents are planning or considering each of the options. Respondents from outside the county had done or planned to make more energy improvements at a slightly higher percentage than all the respondents.



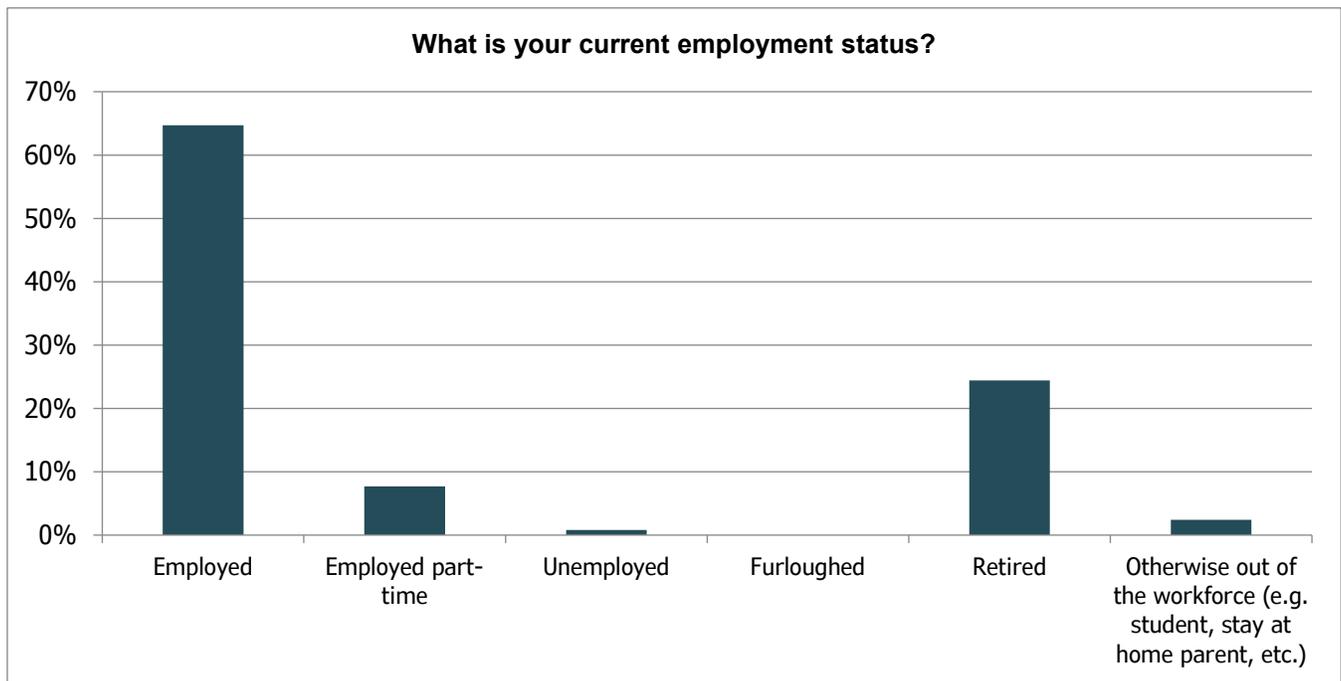
Berkshire County Survey of Recent Movers

Have you taken or will you take any of the following actions for your Berkshire County property?													
N=376	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
Install solar panels	9.4%	35	2.7%	10	10.8%	40	36.7%	136	25.9%	96	14.6%	54	371
Install heat pumps / geothermal	6.7%	25	2.9%	11	8.3%	31	25.0%	93	34.9%	130	22.0%	82	372
Install other energy saving utilities and/or appliances	18.6%	70	8.8%	33	23.4%	88	29.3%	110	7.2%	27	12.8%	48	376
Installed new windows	17.6%	66	6.1%	23	15.7%	59	21.8%	82	29.5%	111	9.3%	35	376
Receive weatherization assistance	19.8%	74	4.6%	17	17.9%	67	23.3%	87	18.2%	68	16.3%	61	374
Use an electric vehicle	8.1%	30	3.8%	14	18.4%	68	32.5%	120	20.1%	74	17.1%	63	369
Compost household waste	18.1%	67	4.9%	18	13.5%	50	24.3%	90	26.7%	99	12.7%	47	371

Employment

What is your current employment status?

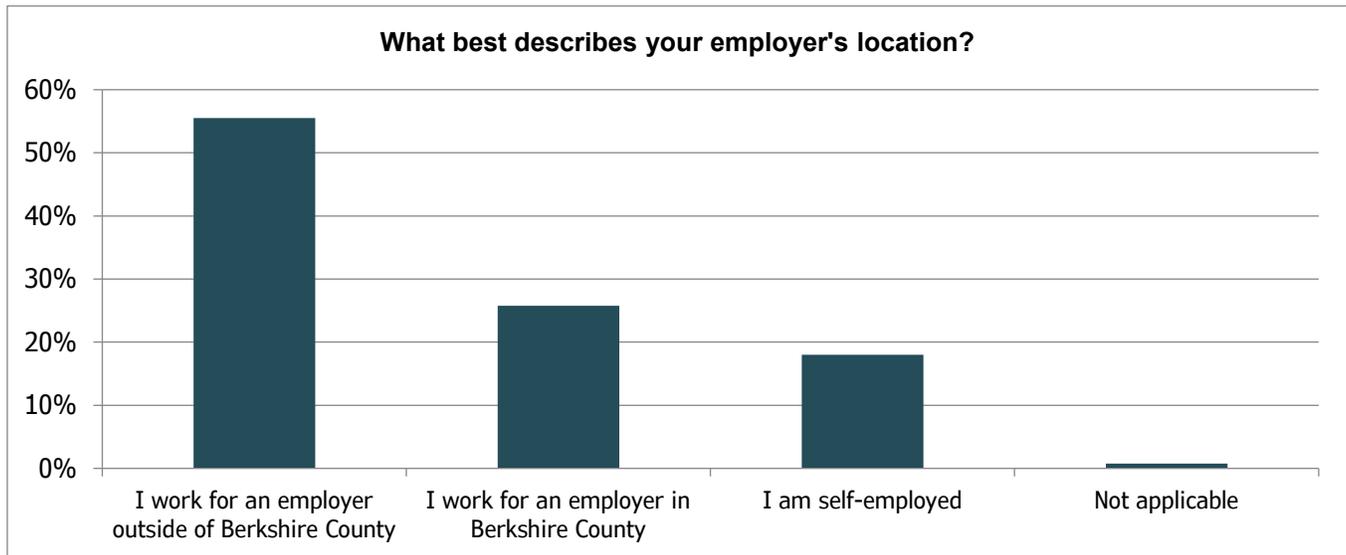
Almost three-quarters of respondents are currently employed, with the majority being full-time. About 25% of respondents are retired. Respondents from outside the county were slightly more likely to be retired and less likely to be employed.



What is your current employment status?		
	%	N
N=377		
Employed	64.72%	244
Employed part-time	7.69%	29
Unemployed	0.80%	3
Furloughed	0.00%	0
Retired	24.40%	92
Otherwise out of the workforce (e.g. student, stay at home parent, etc.)	2.39%	9

What best describes your employer's location?

Most respondents are employed by employers outside of Berkshire County, but 25% are employed by county employers. Another 18% are self-employed. Respondents from outside the county were significantly more likely to work for an employer outside of the county and less likely to work for an employer inside the county.

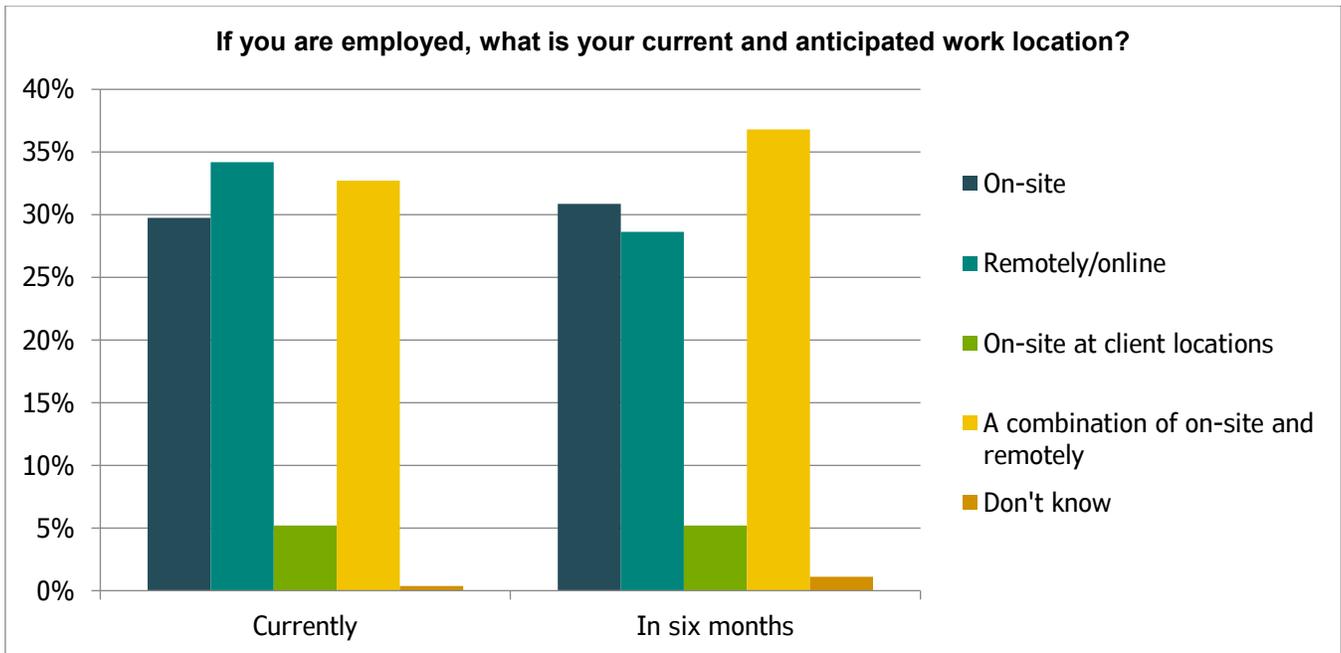


What best describes your employer's location?		
	%	N
I work for an employer outside of Berkshire County	55.51%	151
I work for an employer in Berkshire County	25.74%	70
I am self-employed	18.01%	49
Not applicable	0.74%	2

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

About one-third of respondents are working remotely, with another third working a combination of on-site and remotely. Respondents anticipate that in six months, more will be working a combination of on-site and remote, with a reduction in the percentage working entirely remotely. Respondents from outside the county were less likely to be working on-site and more likely to be working a combination of on-site and remotely. In the next six months, respondents from outside the county see a reduction in working remotely/online and more in the hybrid environment.

Berkshire County Survey of Recent Movers



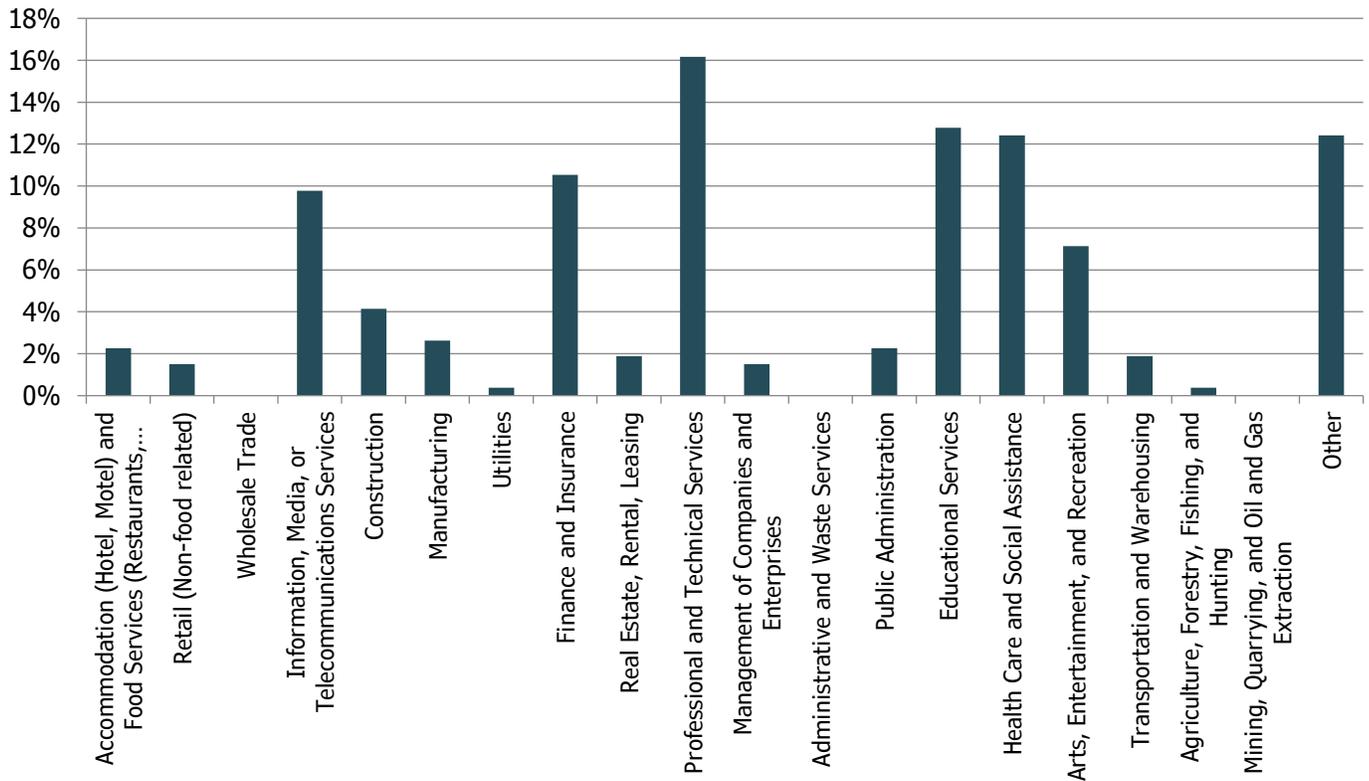
If you are employed, what is your current and anticipated work location?											
N=271	On-site		Remotely/online		On-site at client locations		A combination of on-site and remotely		Don't know		Total
Currently	29.74%	80	34.20%	92	5.20%	14	32.71%	88	0.37%	1	269
In six months	30.86%	83	28.62%	77	5.20%	14	36.80%	99	1.12%	3	269

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

The highest percentage of respondents work in the Professional and Technical industries. Other significant sectors include Educational Services, Health Care and Social Assistance, and Other. Respondents from outside the county have a higher percentage of working in Finance and Insurance than all respondents.

Berkshire County Survey of Recent Movers

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

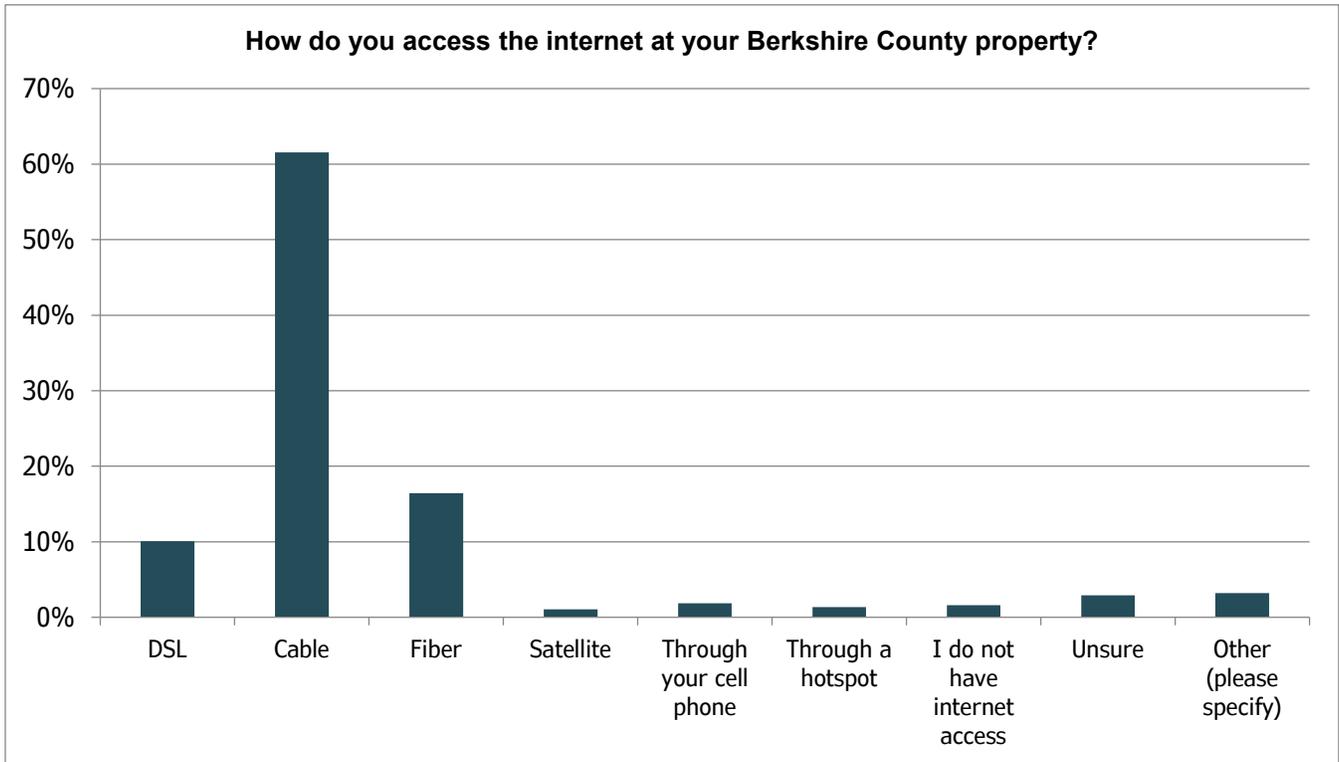


If you are employed, what industry/sector do you currently work in?		
	%	N
N=266		
Accommodation (Hotel, Motel) and Food Services (Restaurants, Grocery Stores)	2.26%	6
Retail (Non-food related)	1.50%	4
Wholesale Trade	0.00%	0
Information, Media, or Telecommunications Services	9.77%	26
Construction	4.14%	11
Manufacturing	2.63%	7
Utilities	0.38%	1
Finance and Insurance	10.53%	28
Real Estate, Rental, Leasing	1.88%	5
Professional and Technical Services	16.17%	43
Management of Companies and Enterprises	1.50%	4
Administrative and Waste Services	0.00%	0
Public Administration	2.26%	6
Educational Services	12.78%	34
Health Care and Social Assistance	12.41%	33
Arts, Entertainment, and Recreation	7.14%	19
Transportation and Warehousing	1.88%	5
Agriculture, Forestry, Fishing, and Hunting	0.38%	1
Mining, Quarrying, and Oil and Gas Extraction	0.00%	0
Other	12.41%	33

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. The third highest is DSL, likely decreasing due to the increase in fiber. Respondents from outside the county had a higher percentage of fiber internet, with less DSL.

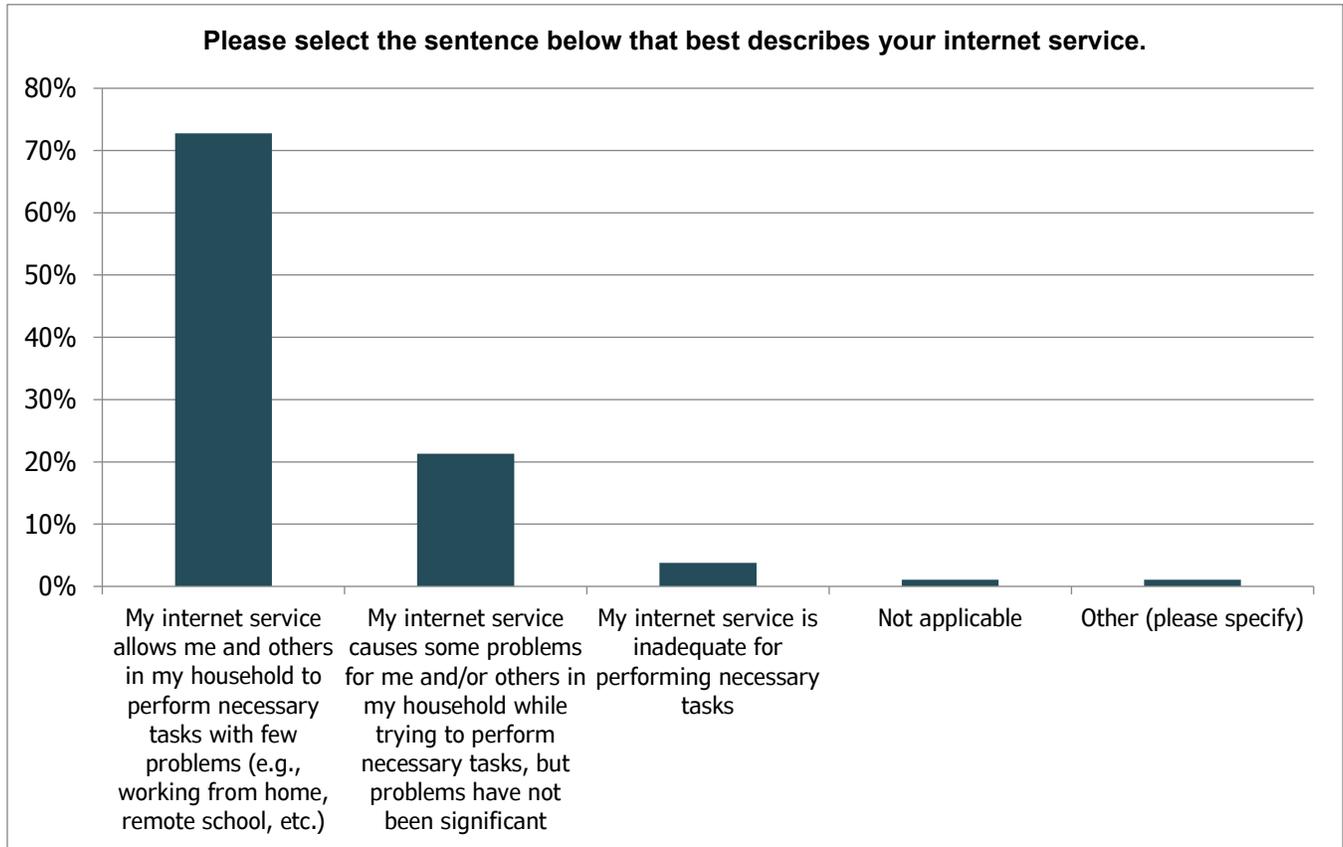


How do you access the internet at your Berkshire County property?		
	%	N
N=377		
DSL	10.08%	38
Cable	61.54%	232
Fiber	16.45%	62
Satellite	1.06%	4
Through your cell phone	1.86%	7
Through a hotspot	1.33%	5
I do not have internet access	1.59%	6
Unsure	2.92%	11

Berkshire County Survey of Recent Movers

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

72% of respondents report no problems with their internet service. Another 20% report they have some problems, but it is insignificant. Only four percent of respondents report their internet service is inadequate for their needs.

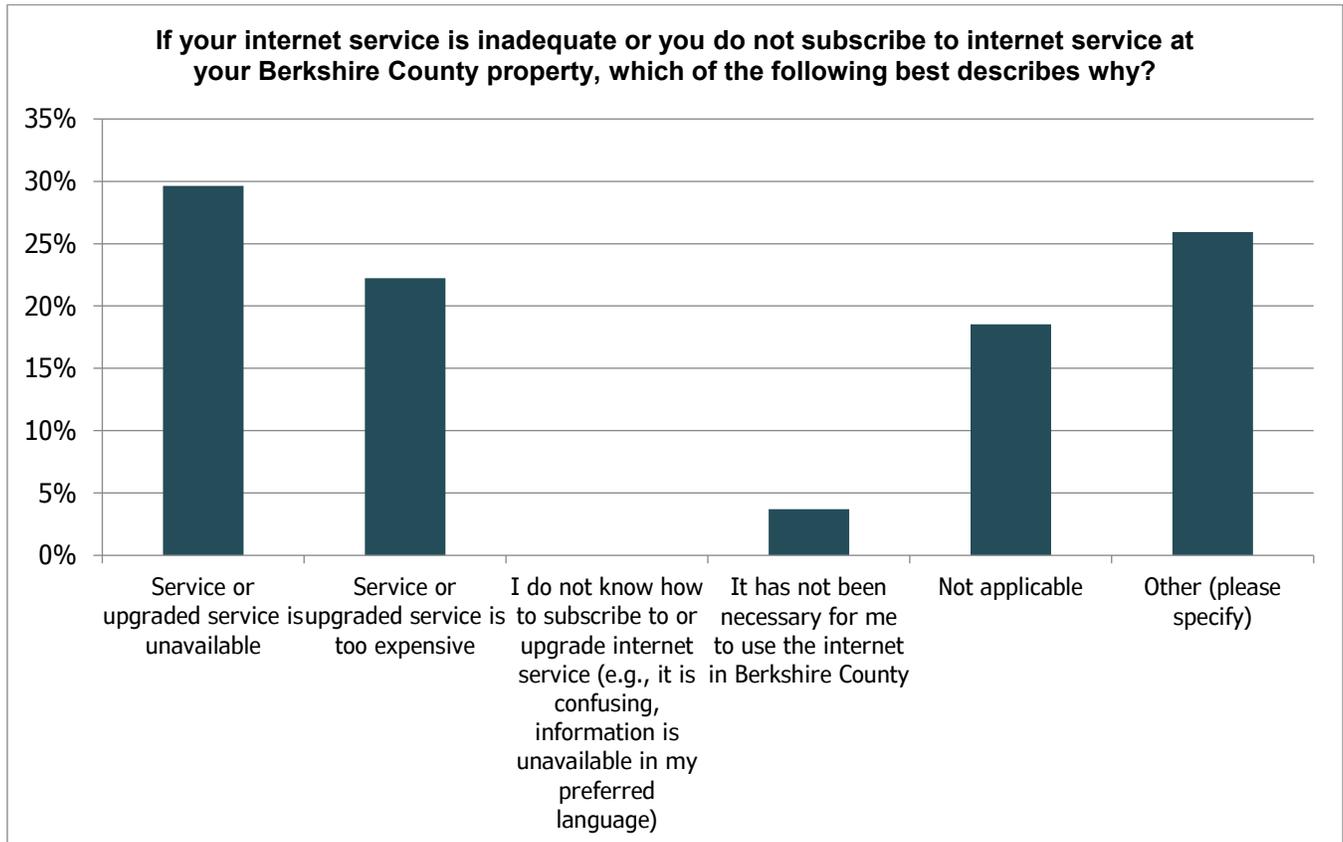


Please select the sentence below that best describes your internet service.		
N=371	%	N
My internet service allows me and others in my household to perform necessary tasks with few problems (e.g., working from home, remote school, etc.)	72.78%	270
My internet service causes some problems for me and/or others in my household while trying to perform necessary tasks, but problems have not been significant	21.29%	79
My internet service is inadequate for performing necessary tasks	3.77%	14
Not applicable	1.08%	4
Other (please specify)	1.08%	4

Berkshire County Survey of Recent Movers

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 inadequate.

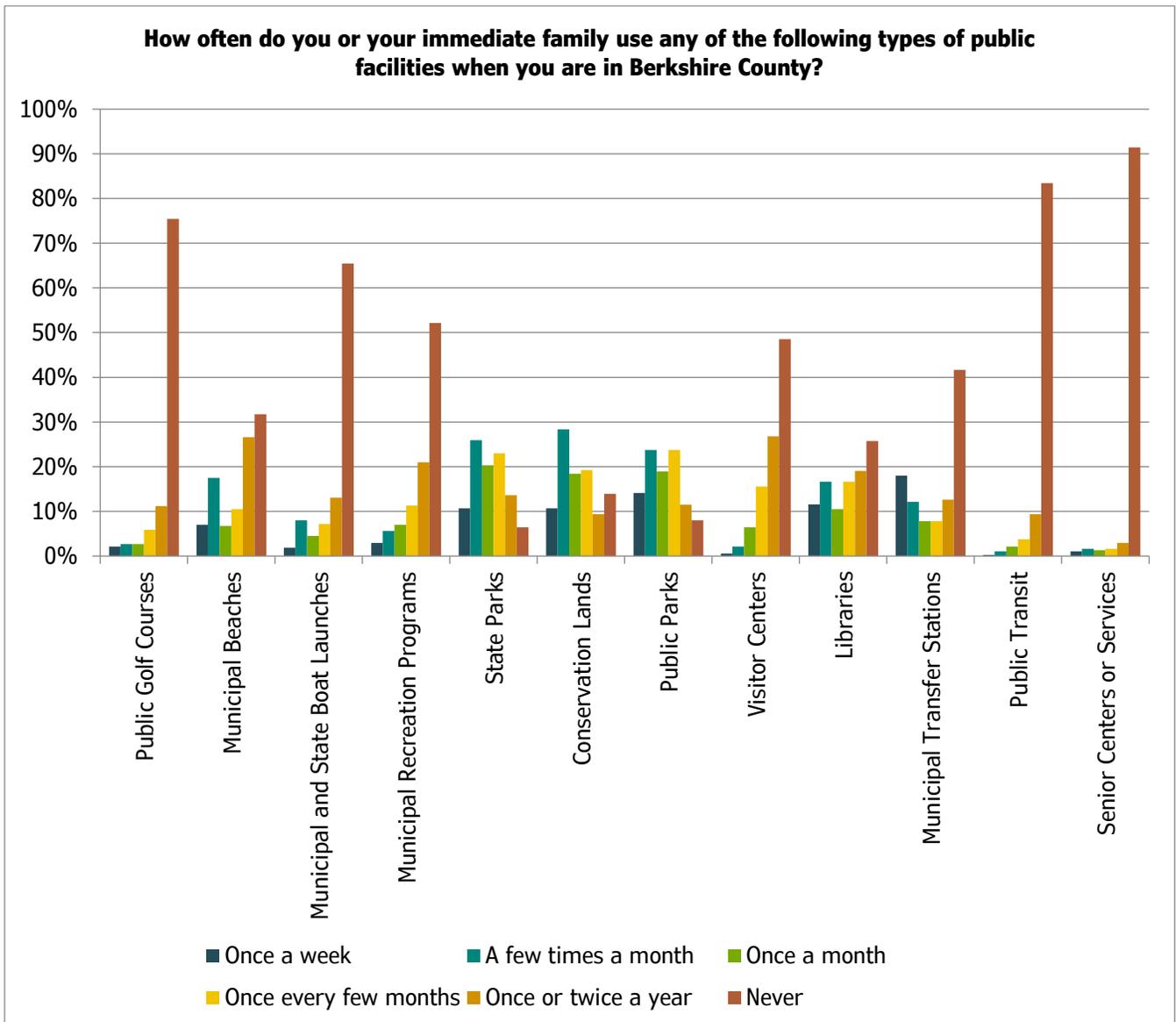


If your internet service is inadequate or you do not subscribe to internet service at your Berkshire County property, which of the following best describes why? (Please select the most important reason.)		
	%	N
N=27		
Service or upgraded service is unavailable	29.63%	8
Service or upgraded service is too expensive	22.22%	6
I do not know how to subscribe to or upgrade internet service (e.g., it is confusing, information is unavailable in my preferred language)	0.00%	0
It has not been necessary for me to use the internet in Berkshire County	3.70%	1
Not applicable	18.52%	5
Other (please specify)	25.93%	7

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 and public parks are the most used local facility, followed by libraries, state parks, and conservation lands. Senior centers or services, public transit, and public golf courses are the least used among respondents. Respondents from outside the county use municipal beaches, boat launches, recreation programs, and transfer stations more often than all respondents and use state parks, conservation lands, and public parks less frequently.



Berkshire County Survey of Recent Movers

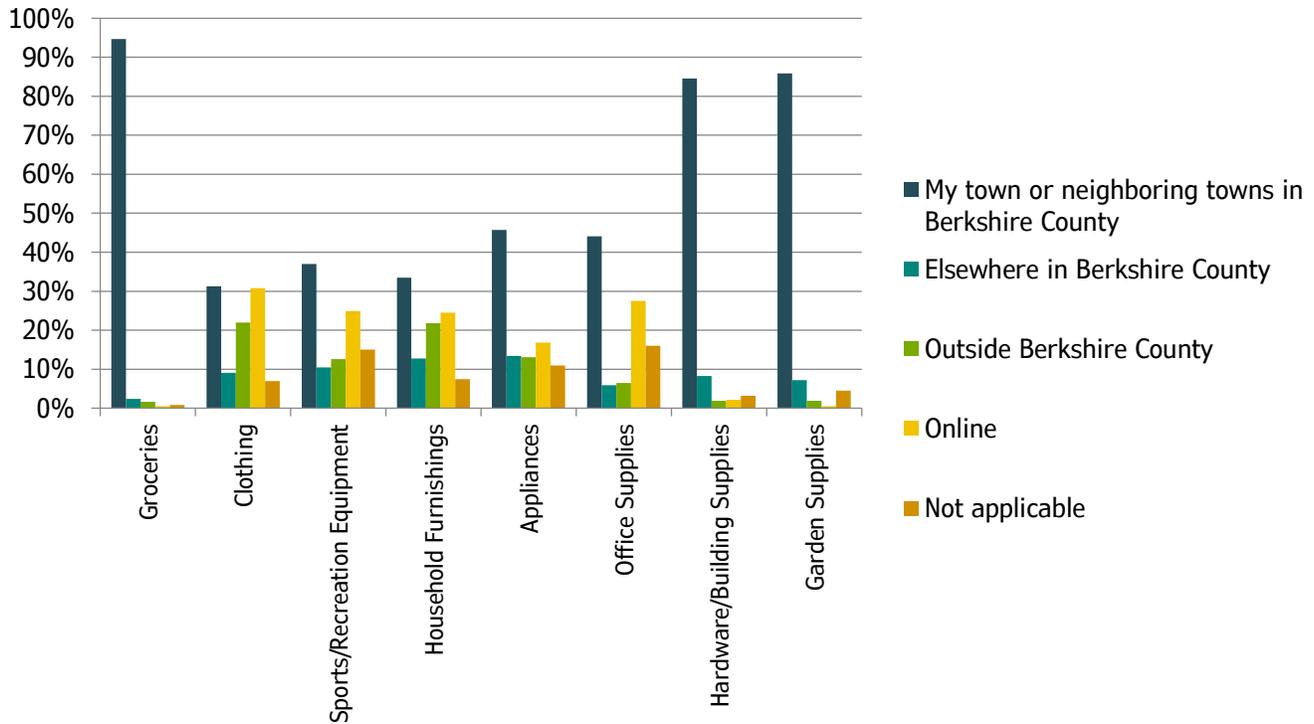
How often do you or your immediate family use any of the following types of public facilities when you are in Berkshire County? (Please select one box row.)													
N=376	Once a week		A few times a month		Once a month		Once every few months		Once or twice a year		Never		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	
Public Golf Courses	2.1%	8	2.7%	10	2.7%	10	5.9%	22	11.2%	42	75.5%	283	375
Municipal Beaches	6.9%	26	17.5%	65	6.7%	25	10.5%	39	26.6%	99	31.7%	118	372
Municipal and State Boat Launches	1.9%	7	7.9%	30	4.5%	17	7.2%	27	13.0%	49	65.4%	246	376
Municipal Recreation Programs	2.9%	11	5.7%	21	7.0%	26	11.3%	42	20.9%	78	52.2%	194	372
State Parks	10.7%	40	25.9%	97	20.3%	76	23.0%	86	13.6%	51	6.4%	24	374
Conservation Lands	10.7%	40	28.3%	106	18.5%	69	19.3%	72	9.4%	35	13.9%	52	374
Public Parks	14.1%	53	23.7%	89	18.9%	71	23.7%	89	11.5%	43	8.0%	30	375
Visitor Centers	0.5%	2	2.1%	8	6.4%	24	15.6%	58	26.8%	100	48.5%	181	373
Libraries	11.5%	43	16.6%	62	10.5%	39	16.6%	62	19.0%	71	25.7%	96	373
Municipal Transfer Stations	18.0%	67	12.1%	45	7.8%	29	7.8%	29	12.6%	47	41.7%	155	372
Public Transit	0.3%	1	1.1%	4	2.1%	8	3.7%	14	9.4%	35	83.4%	312	374
Senior Centers or Services	1.1%	4	1.6%	6	1.3%	5	1.6%	6	2.9%	11	91.4%	342	374

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.)

All goods had a high percentage for being purchased within their municipality or neighboring municipality, followed by online purchases. Respondents from outside of the county responded similarly to the entire group of respondents.

Berkshire County Survey of Recent Movers

While purchasing goods for your Berkshire County property, where do you or your spouse/partner primarily shop for the items listed below?



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.)

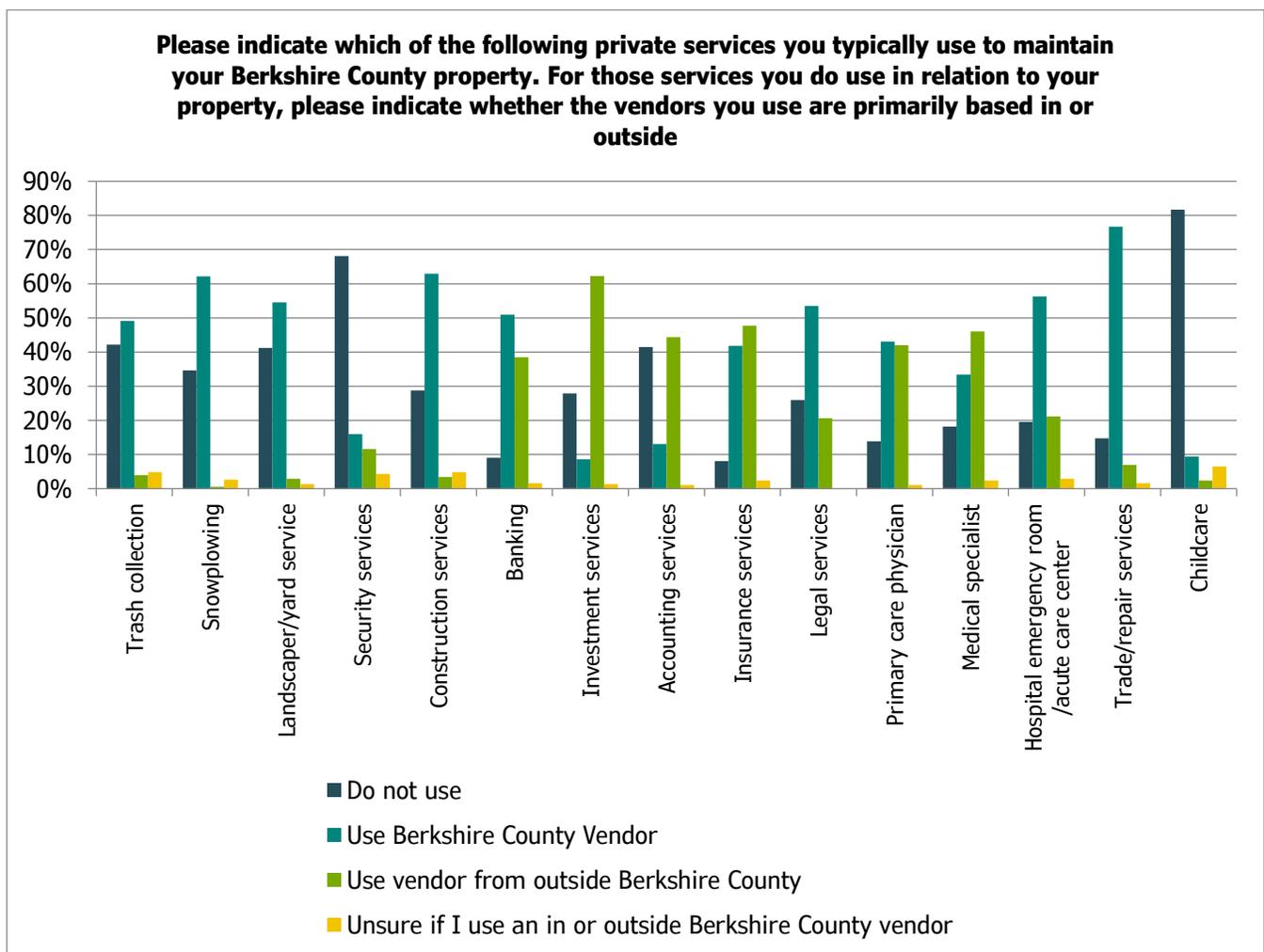
N=377	My municipality or neighboring municipality in Berkshire County		Elsewhere in Berkshire County		Outside Berkshire County		Online		Not applicable		Total
	%	Count	%	Count	%	Count	%	Count	%	Count	
Groceries	94.7%	356	2.4%	9	1.6%	6	0.5%	2	0.8%	3	376
Clothing	31.3%	117	9.1%	34	21.9%	82	30.8%	115	6.9%	26	374
Sports/Recreation Equipment	37.0%	138	10.5%	39	12.6%	47	24.9%	93	15.0%	56	373
Household Furnishings	33.5%	126	12.8%	48	21.8%	82	24.5%	92	7.5%	28	376
Appliances	45.7%	171	13.4%	50	13.1%	49	16.8%	63	10.9%	41	374
Office Supplies	44.1%	165	5.9%	22	6.4%	24	27.5%	103	16.0%	60	374
Hardware/Building Supplies	84.6%	318	8.2%	31	1.9%	7	2.1%	8	3.2%	12	376
Garden Supplies	85.9%	323	7.2%	27	1.9%	7	0.5%	2	4.5%	17	376
Other (please specify)											7

Berkshire County Survey of Recent Movers

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 new homeowners use, followed by snowplowing, construction, landscaping, banking, trash collection, legal, and medical services. The least used services include childcare and security services. Services provided mainly by out-of-county providers include investment, accounting, insurance, and medical specialists.

For respondents from outside of the county, they have a higher percentage for using in county snowplowing, landscaping, and construction. They use out-of-county providers more for banking, investments, insurance, and all medical care.



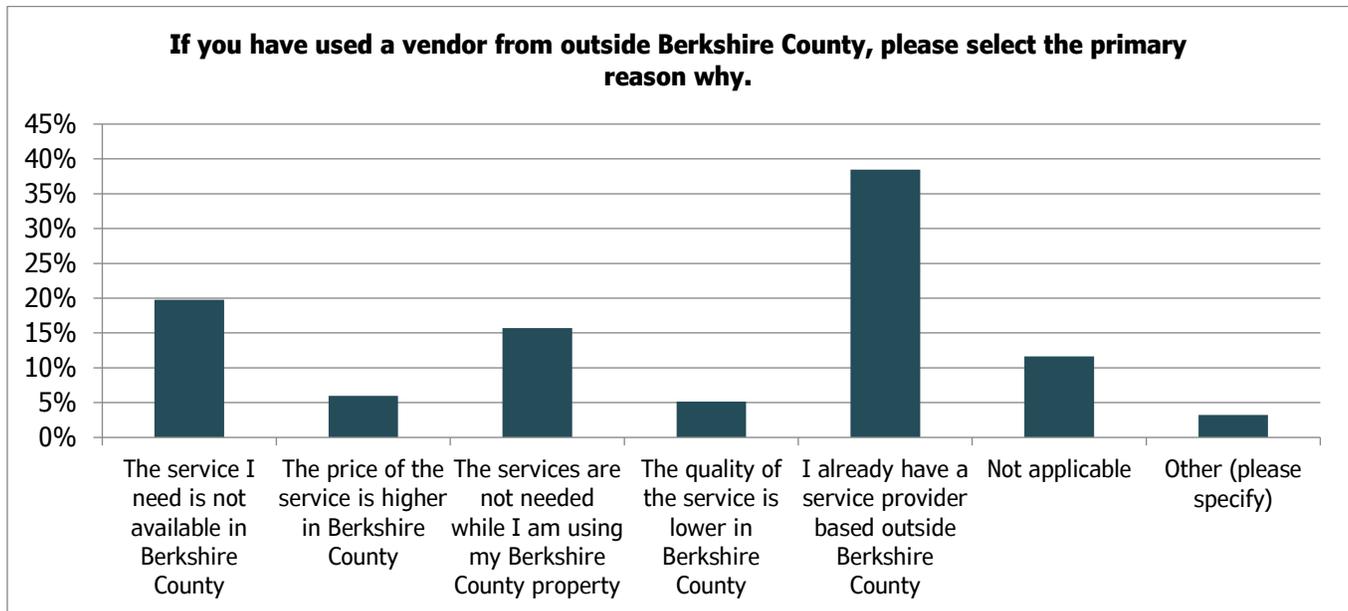
Berkshire County Survey of Recent Movers

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=377	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	42.13%	158	49.07%	184	4.00%	15	4.80%	18	375
Snowplowing	34.67%	130	62.13%	233	0.53%	2	2.67%	10	375
Landscafer/yard service	41.18%	154	54.55%	204	2.94%	11	1.34%	5	374
Security services	68.11%	252	15.95%	59	11.62%	43	4.32%	16	370
Construction services	28.80%	108	62.93%	236	3.47%	13	4.80%	18	375
Banking	9.02%	34	50.93%	192	38.46%	145	1.59%	6	377
Investment services	27.88%	104	8.58%	32	62.20%	232	1.34%	5	373
Accounting services	41.44%	155	13.10%	49	44.39%	166	1.07%	4	374
Insurance services	8.04%	30	41.82%	156	47.72%	178	2.41%	9	373
Legal services	25.94%	97	53.48%	200	20.59%	77	0.00%	0	374
Primary care physician	13.90%	52	43.05%	161	41.98%	157	1.07%	4	374
Medical specialist	18.18%	68	33.42%	125	45.99%	172	2.41%	9	374
Hospital emergency room /acute care center	19.57%	73	56.30%	210	21.18%	79	2.95%	11	373
Trade/repair services	14.71%	55	76.74%	287	6.95%	26	1.60%	6	374
Childcare	81.67%	303	9.43%	35	2.43%	9	6.47%	24	371

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

Most 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, twenty percent of respondents say the service they need is unavailable in the county. Respondents from outside of the county report a higher percentage of services not being needed in Berkshire County as well as already having a service provider based outside of Berkshire County.



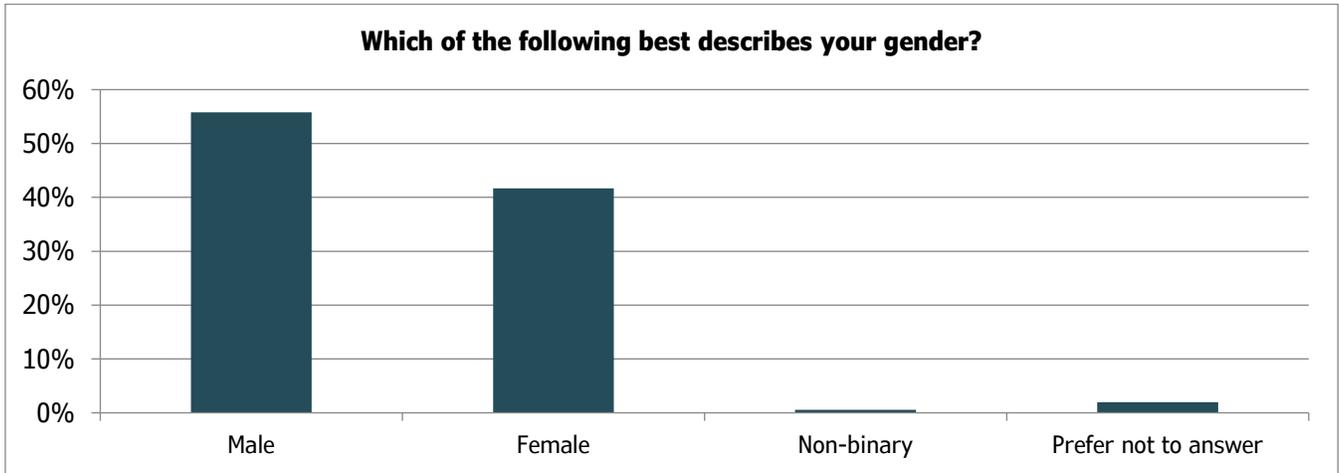
Berkshire County Survey of Recent Movers

If you have used a vendor from outside Berkshire County, please select the primary reason why.		
N=369	%	N
The service I need is not available in Berkshire County	19.78%	73
The price of the service is higher in Berkshire County	5.96%	22
The services are not needed while I am using my Berkshire County property	15.72%	58
The quality of the service is lower in Berkshire County	5.15%	19
I already have a service provider based outside Berkshire County	38.48%	142
Not applicable	11.65%	43
Other (please specify)	3.25%	12

Demographics

Which of the following best describes your gender?

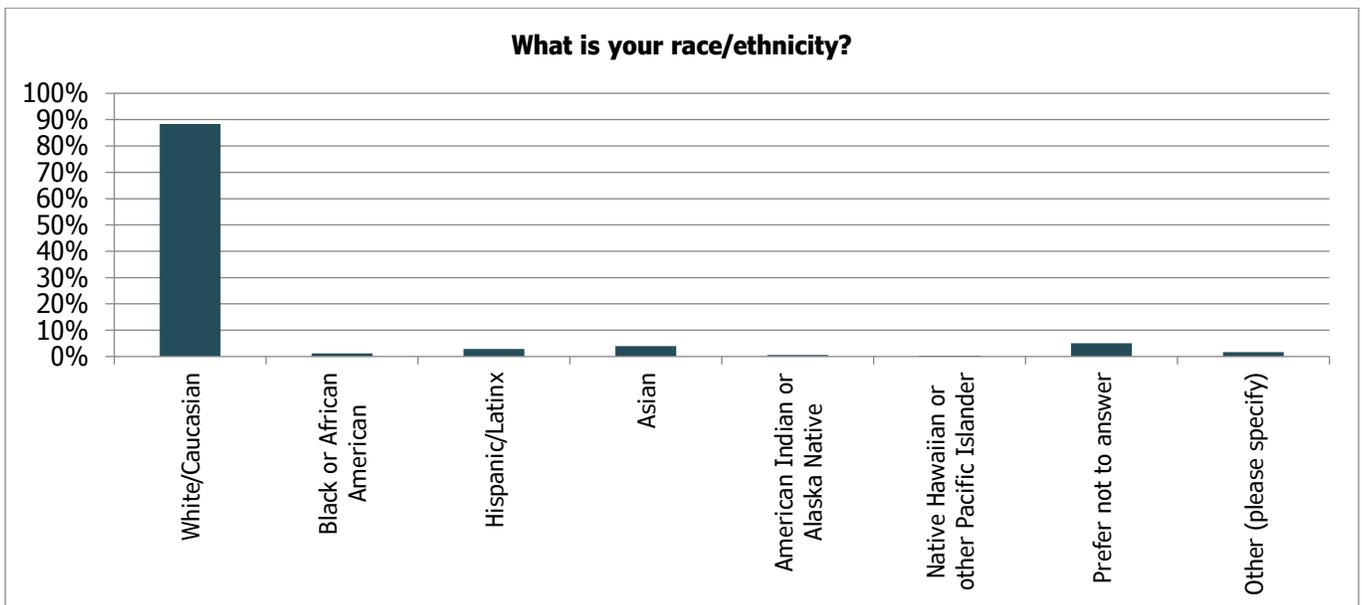
Most respondents were male, but females did make up 40% of the respondents.



Which of the following best describes your gender?		
	%	N
N=355		
Male	55.77%	198
Female	41.69%	148
Non-binary	0.56%	2
Prefer not to answer	1.97%	7

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

The predominant race/ethnicity of new owners is white/caucasian. Respondents from outside the county reported being White/Caucasian at a slightly lower percentage than all residents.

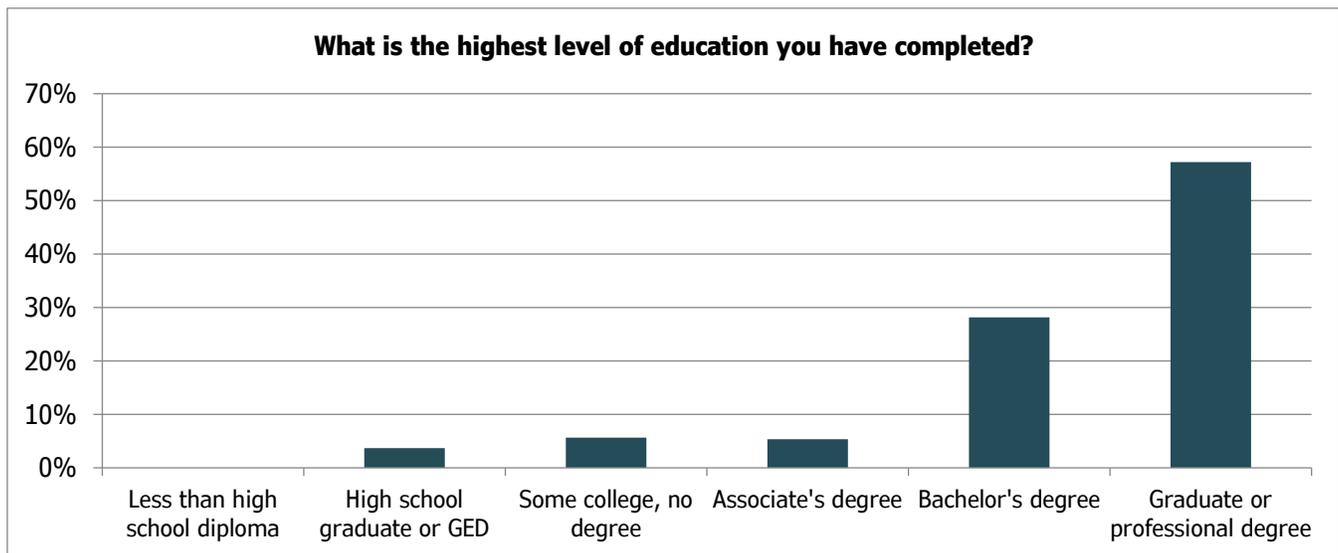


Berkshire County Survey of Recent Movers

What is your race/ethnicity? (please select all that apply)		
N= 353	%	N
White/Caucasian	88.39%	312
Black or African American	1.13%	4
Hispanic/Latinx	2.83%	10
Asian	3.97%	14
American Indian or Alaska Native	0.57%	2
Native Hawaiian or other Pacific Islander	0.28%	1
Prefer not to answer	5.10%	18
Other (please specify)	1.70%	6

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

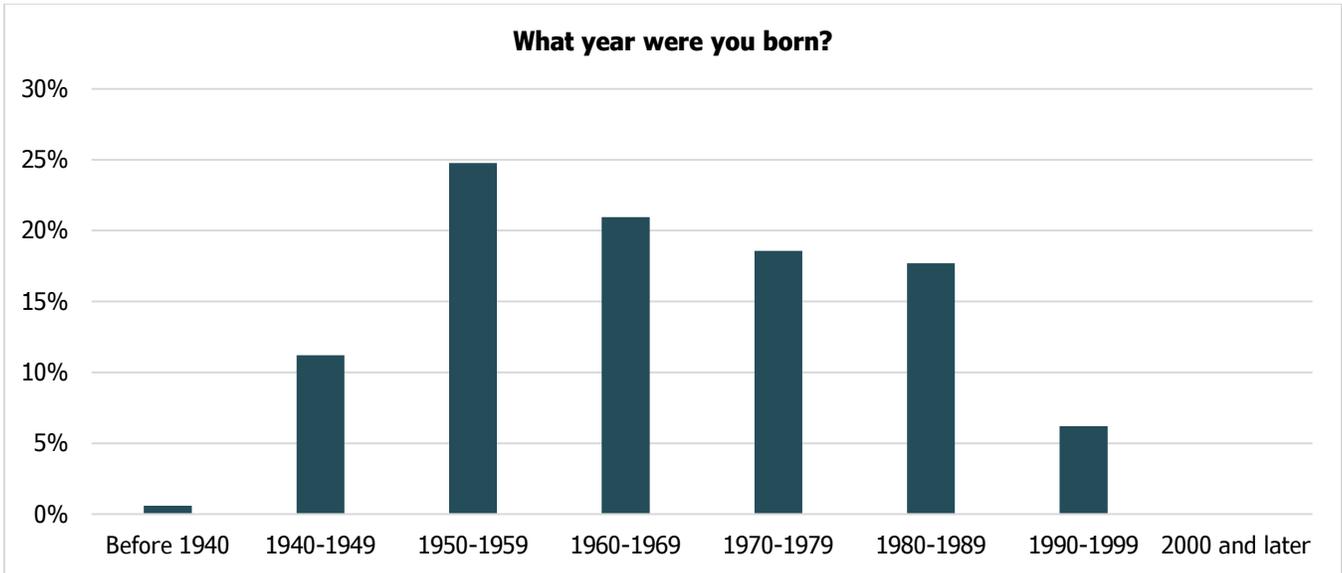
New homeowners tend to be very educated, with the majority having a graduate or professional degree, followed by a Bachelor's degree. Only 15% of respondents have less than a Bachelor's degree. Respondents from outside the county had a higher percentage of graduate or professional degrees than all respondents.



What is the highest level of education you have completed? (Please select one)		
N=355	%	N
Less than high school diploma	0.00%	0
High school graduate or GED	3.66%	13
Some college, no degree	5.63%	20
Associate's degree	5.35%	19
Bachelor's degree	28.17%	100
Graduate or professional degree	57.18%	203

What year were you born?

The average year born for respondents was 1966, with those born between 1950 and 1959 representing the most significant group, followed by those born in the 1960s, 1970s, and 1980s. Respondents from outside the county were slightly older, with a median year born of 1964.

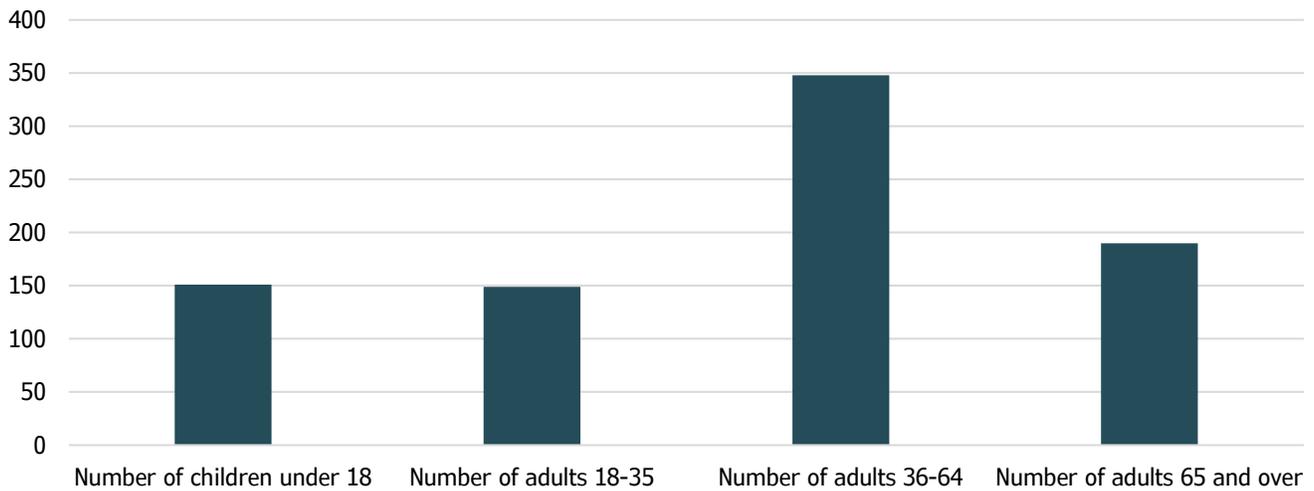


What year were you born?		
N=339	N	%
Before 1940	2	0.6%
1940-1949	38	11.2%
1950-1959	84	24.8%
1960-1969	71	20.9%
1970-1979	63	18.6%
1980-1989	60	17.7%
1990-1999	21	6.2%
2000 and later	0	0.0%

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

Sixty percent of respondents have someone living with them between the ages of 36 and 64, with 35% having someone aged 65 and over. Under the age of 18 and 18 – 34-year-olds were equally distributed at 25% each. Respondents from outside the county had fewer children under 18 and young adults (18-35), with more adults aged 35-64 and adults over 65.

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

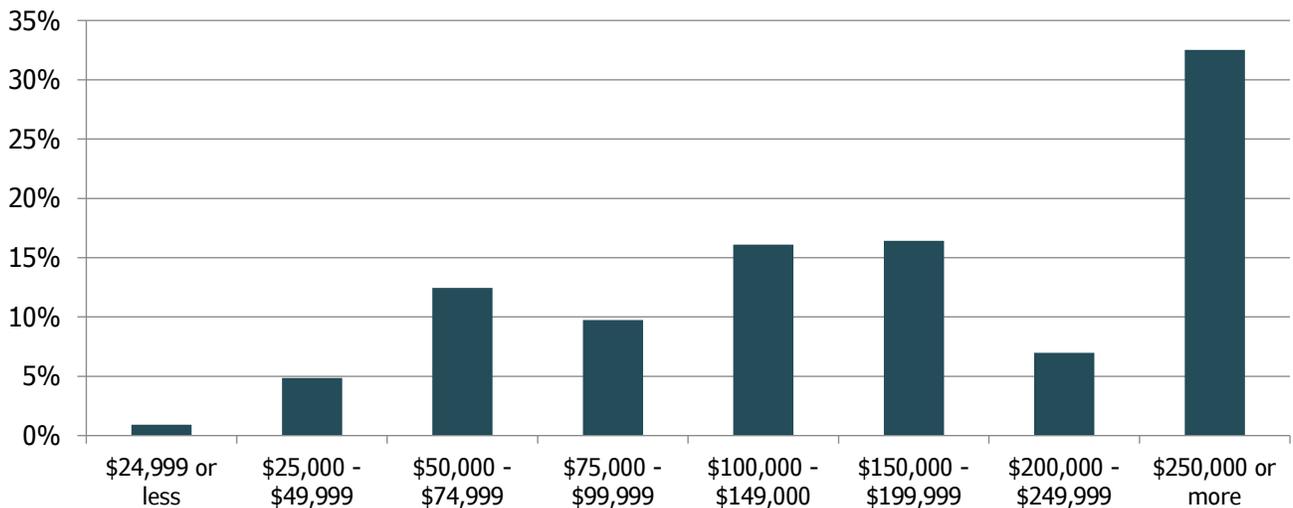


How many people, including yourself, live in your primary residence?			
N=349	N	%	Total
Number of children under 18	89	25.50%	151
Number of adults 18-35	87	24.92%	149
Number of adults 36-64	210	60.17%	348
Number of adults 65 and over	123	35.24%	190

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

The highest percentage of respondents had household incomes of over \$250,000, with only 28% making less than \$100,000 per year. Respondents from outside the county had a higher percentage for incomes over \$150,000 (significantly higher over \$200,000), with corresponding lower percentages below \$150,000.

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

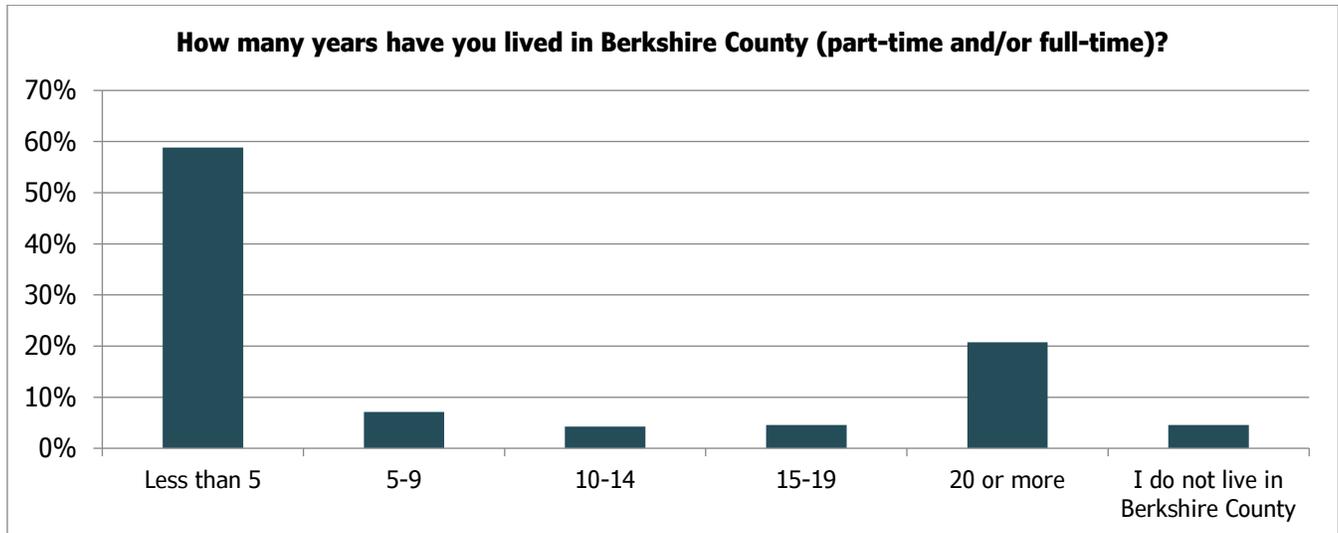


Berkshire County Survey of Recent Movers

What was your annual household income (before taxes) in 2021?		
N=329	N	%
\$24,999 or less	0.91%	3
\$25,000 - \$49,999	4.86%	16
\$50,000 - \$74,999	12.46%	41
\$75,000 - \$99,999	9.73%	32
\$100,000 - \$149,000	16.11%	53
\$150,000 - \$199,999	16.41%	54
\$200,000 - \$249,999	6.99%	23
\$250,000 or more	32.52%	107

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 less than five years, but almost twenty percent have lived in the county for 20 years or more.

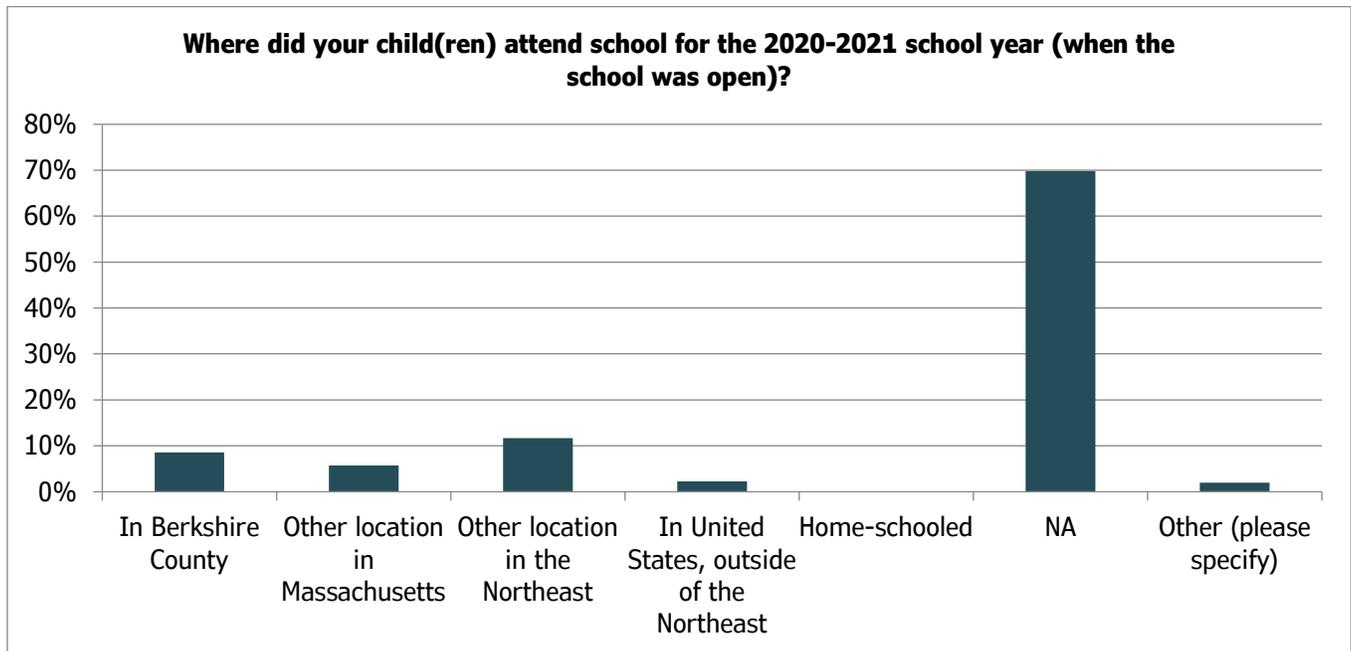


How many years have you lived in Berkshire County (part-time and/or full-time)?		
N=352	%	N
Less than 5	58.81%	207
5-9	7.10%	25
10-14	4.26%	15
15-19	4.55%	16
20 or more	20.74%	73
I do not live in Berkshire County	4.55%	16

Educating Children

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

Most homeowners who have children educated their children in 2020-2021 in the Northeast, followed by within Berkshire County. For respondents from outside the county, the percentage who educated their children in the Northeast went up, with a corresponding decrease in those who educated their children in Berkshire County.

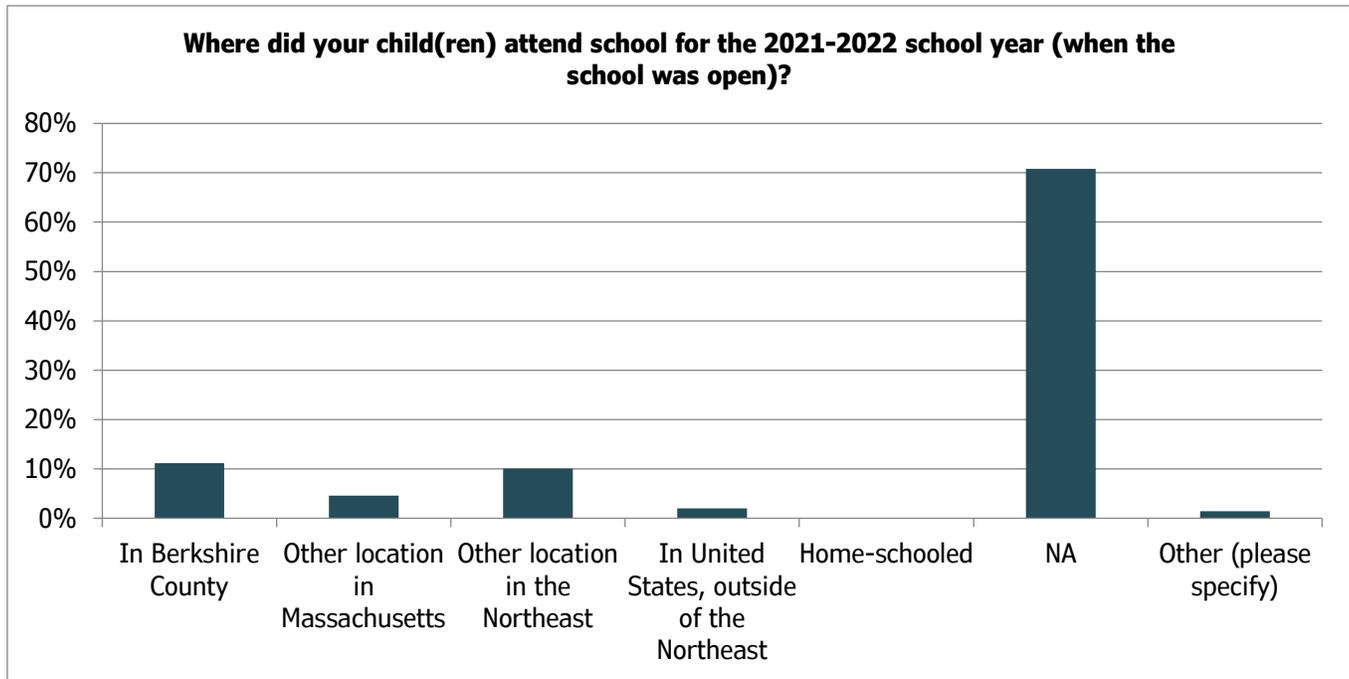


Where did your child(ren) attend school for the 2020-2021 school year (when the school was open)?		
	%	N
N=351		
In Berkshire County	8.55%	30
Other location in Massachusetts	5.70%	20
Other location in the Northeast	11.68%	41
In United States, outside of the Northeast	2.28%	8
Home-schooled	0.00%	0
NA	69.80%	245
Other (please specify)	1.99%	7

Berkshire County Survey of Recent Movers

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

During the 2021-2022 school year, educating children in Berkshire County increased, with slight reductions in the Northeast and other options. Respondents from outside of the county showed an increase in educating within Berkshire County but still below other locations in the Northeast.



Where did your child(ren) attend school for the 2021-2022 school year (when the school was open)?		
	%	N
N=349		
In Berkshire County	11.17%	39
Other location in Massachusetts	4.58%	16
Other location in the Northeast	10.03%	35
In United States, outside of the Northeast	2.01%	7
Home-schooled	0.00%	0
NA	70.77%	247
Other (please specify)	1.43%	5