Cape Cod New Homeowners Survey - 2021

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UMassAmherst
Donahue Institute
Economic and
Public Policy Research

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Executive Summary

It has been suggested that the unprecedented increase in remote and hybrid work options could lead to changes in the demographics and housing markets of regions like Cape Cod. Taking a snapshot of new homeowners at this pivotal point in time will provide policy makers and planners on the Cape with important insight as they consider the needs of the community in the future. The Cape Cod Commission (CCC) enlisted the Economic and Public Policy Research group (EPPR) at the UMass Donahue Institute (UMDI) and the Center for Public Opinion (CPO) at UMass Lowell to administer a New Homeowner Survey of Barnstable County to help understand emerging residential and employment trends on the Cape. The survey was designed to shed light on the motivations and demographics of recent new homeowners, as well as their future plans for their new homes in the context of the pandemic, widespread work-from-home and hybrid employment policies. For the purposes of this study, a "new homeowner" was anyone who purchased a home in Barnstable County between April 2020 and May 2021.

This report offers a glimpse of new homeowners at a very unique point in time, during a global pandemic. Furthermore, it lays the groundwork for future research that will allow policy makers and planners to better understand which trends are persistent. The survey and this report were organized around five key themes summarized briefly here.

- What are the characteristics of a typical new homeowner on Cape Cod?
    - The majority of "new" homeowners were year-round residents and reported that they or their families had already owned property on the Cape, many for several decades. Respondents were primarily white, high-income, highly educated, older adults without children. One-third of new homeowners are retired.
    - Overall, respondents fit into two broad categories: retired, older, high-income households looking for a place to call home and highly-educated workers, many of whom now have the ability to work remotely and were influenced by the pandemic in some way to buy a new home.
- Why did new homeowners decide to purchase a home on Cape Cod this year?
    - Nearly one-third of new homeowners reported that the pandemic influenced their decision to purchase a home on the Cape. Those who own homes on the Outer Cape, first-time Cape Cod homeowners, and remote workers were more likely to indicate that the pandemic influenced their decision. The ability to work remotely was a factor in the decision for over half of new homeowners who said the pandemic influenced their decision. When making the decision to purchase a home, the Cape's natural amenities, coast, recreational opportunities, environmental quality, and open space were among the most cited factors by new homeowners.
- What are the employment trends in the population of new homeowners on Cape Cod?
    - Just under two-thirds of respondents are in the workforce. Year-round residents are split between working for on-Cape and off-Cape employers. Significant shares of both are working in remote or hybrid settings, however rates of remote or hybrid work are dramatically higher among those working for off-Cape employers.
- How is Cape Cod's broadband service serving new homeowners?

  - New homeowners are connecting to the internet through a fixed connection and that service is generally meeting their needs.

- Do new homeowners purchase goods and services locally or off-Cape?

  - New homeowners are likely to contribute to the local economy. They report purchasing goods primarily from on-Cape businesses. They use services from a mix of on- and off-Cape vendors. The most utilized public services are outdoor amenities.

- What are new homeowners' short- and long-term plans for using their homes?

  - Ninety percent of homeowners indicated that they have or are planning to use the home as their primary residence. There is less interest in renting their homes to generate income than in using their homes as second homes, or sharing exclusively with friends and family. Roughly half of homeowners plan to invest in expanding or renovating their homes in the future.

This report provides an important first glimpse at the motivations and thinking of new homeowners entering the Cape Cod housing market during an ongoing pandemic. While researchers and public policy makers are anticipating that the pandemic will ultimately impact residential and workplace patterns, the extent of these changes are impossible to know at this point in time. With that in mind, this research is a critical first-step in understanding what is driving the choices of new homeowners in the region, and provides policy makers and planners with the ability to revisit these trends in the coming years as residential and work patterns stabilize.

Introduction

The Covid-19 pandemic disrupted life in ways that planners and policy makers could hardly have predicted in early 2020. The tragic loss of life and tremendous economic distress were unprecedented in recent history. The near overnight transformation in how work gets done, how services are delivered, and what is “safe” will have long-lasting impacts that vary across individuals and communities. The pandemic brought many into remote work, but it is still uncertain whether the pandemic will lead to a significant and long-lasting increase in the number of remote workers who have the freedom to abandon long commutes or high-rent housing in order to live outside of urban areas. The pandemic also led to some workers deciding to retire early as the stress of working in person or adapting to new patterns of work accelerated plans to leave the labor force.

The pandemic has increased the appeal of certain aspects of living outside of urban areas. Individuals are spending more time outdoors. Abundant options for “safer” outdoor recreation and lower density made areas like the Cape popular destinations for those with means to relocate, especially during the early months of the pandemic.

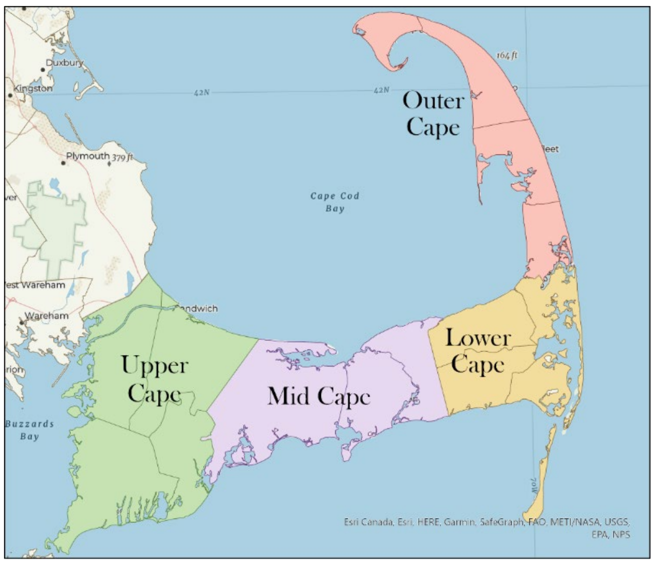
The Cape Cod Commission (CCC) enlisted the Economic and Public Policy Research group (EPPR) at the UMass Donahue Institute (UMDI) and the Center for Public Opinion (CPO) at UMass Lowell to administer a New Homeowner Survey of Barnstable County to help understand these emerging trends. The survey was designed to shed light on the motivations and demographics of recent new homeowners, as well as their future plans for their new homes in the context of the pandemic, widespread work-from-home and hybrid employment policies. It has been suggested that the unprecedented increase in remote and hybrid work options could lead to changes in the demographics and housing markets of regions like Cape Cod. Taking a snapshot of new homeowners at this pivotal point in time will provide policy makers and planners on the Cape with important insight as they consider how the needs of the community shift in the future. The survey and this report were organized around key themes:

- What are the characteristics of a typical new homeowner on Cape Cod?
- Why did new homeowners decide to purchase a home on Cape Cod this year?
- What are the employment trends in the population of new homeowners on Cape Cod?
- How is Cape Cod’s broadband service serving new homeowners?
- Do new homeowners purchase goods and services locally or off-Cape?
- What are new homeowners’ short- and long-term plans for using their homes?

To obtain a representative sample of new homeowners, a random sample of 5,850 homeowners who purchased homes between April 2020 and May 2021was drawn from a list provided by the Cape Cod and Islands Association of Realtors. In July 2021, postcards inviting homeowners to participate in the survey were sent to the mailing addresses on file with a link and QR code to the online survey (See Appendix B). A few weeks after the initial postcards were mailed, reminder postcards were sent to the same addresses. Subsequently, a paper survey was sent to a random sample of 3,000 non-respondents. In total 403 homeowners completed the survey, the response rate was 6.9 percent: 336 surveys were completed online and 67 were mailed responses. The data were weighted by town, subregion, and purchase price of the home.[1] The total number of valid responses for any particular question varies because some individuals did not answer one or more of the questions. Findings for most questions are presented for each Cape Cod subregion and for the subregions combined.

Findings include frequencies and percentages, as well as means where appropriate. Further analyses were conducted to determine whether differences between the four Cape Cod subregions are statistically significant. Chi-square tests were used for nominal data. For the purposes of conducting analysis on responses by location, we broke Cape Cod into the four following subregions: the Upper Cape, Mid Cape, Lower Cape, and the Outer Cape (the figure and table below identify the towns and their corresponding subregions).[2]

Figure 1: Subregions of the Cape



Upper Cape	Mid Cape	Lower Cape	Outer Cape
Bourne	Barnstable	Brewster	Eastham
Sandwich	Yarmouth	Harwich	Wellfleet
Falmouth	Dennis	Chatham	Truro
Mashpee		Orleans	Provincetown

[1] The margin of error, with design effect, is plus or minus 5.0 percent. All counts presented in the tables are weighted.

[2] For subregional analysis the margin of error ranged from plus or minus 8.1 percent on the Mid Cape to 18.3 percent on the Outer Cape. Due to the size of the margin of errors for the subregions, all subregional estimates should be interpreted with caution.

Section 1: What are the characteristics of a typical new homeowner on Cape Cod?

The “typical” new homeowner is an older, white, non-Hispanic, well-educated, high-income adult male, living in a two-person household year-round, and he is not “new” to Cape Cod. Given the regional demographics and the high cost of homeownership on the Cape and throughout the Commonwealth, this description is hardly surprising.

The majority of survey respondents identified as white or Caucasian (93%), two percent identified as Hispanic, one percent as Black or African American, and one percent as Asian. Half of survey respondents (50%) identified as male, 46 percent as female, and 4 percent preferred not to respond. The average age of respondents was 59. Survey respondents were highly educated, 34 percent had a Bachelor’s degree and 52 percent had a graduate or professional degree. Respondents also reported high annual household incomes, 26 percent reported annual income greater than $250,000 and another 26 percent had incomes between $150,000 and $249,999.

More in-depth analysis of the results reveal that there is not a “typical” new homeowner when looking beyond race, income, and education status. There are several sub-populations that may be of particular interest to planners and policy makers on the Cape:

- First-time Cape Cod property owners;
- Retirees;
- Households with children;
- Remote workers; and
- Year-round residents.

Note that these five groups of new homeowners are not mutually exclusive and that some new homeowners occupied several of these categories at once.

First-time Cape Cod property owners are of interest because the majority of new homeowners reported that their immediate family had previously owned property on the Cape. Among those whose families had owned property before, 46 percent had been on the Cape for 25 years or more.

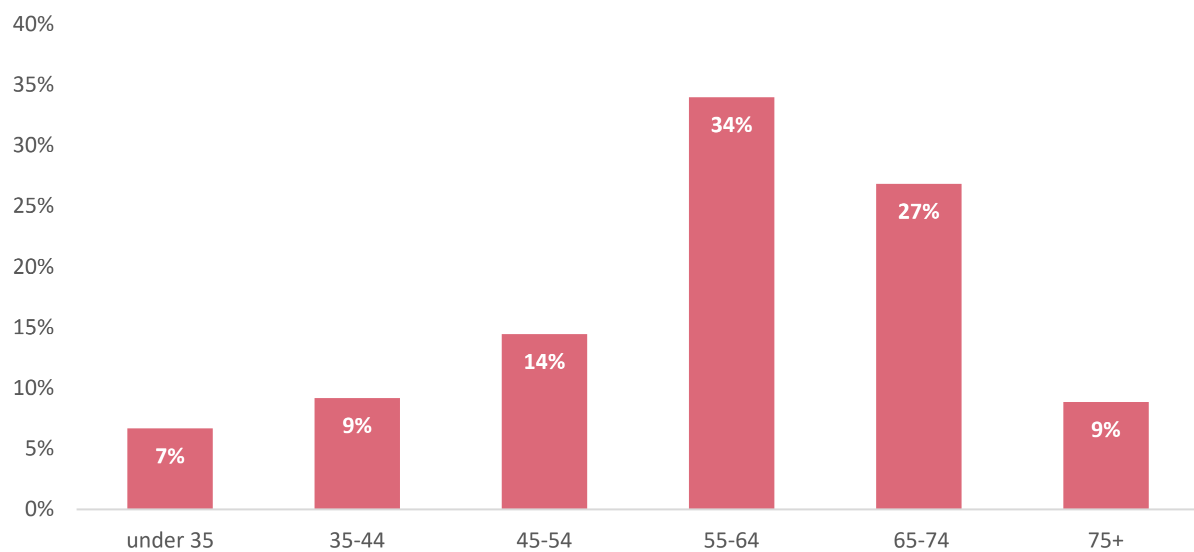
Table 1: Cape Cod Ownership Legacy[3]

Q4. Is this the first property you or your immediate family have owned on Cape Cod? p = 0.064, n = 400	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
	N	%	N	%	N	%	N	%	N	%
Yes	56	45%	65	45%	39	47%	32	67%	192	48%
No	69	55%	80	55%	44	53%	16	33%	209	52%
Total	125	100%	144	100%	83	100%	48	100%	400	100%

Source: Question 4

The majority of survey respondents were 55 or older and the retiree group in the survey was sizable, roughly one third. However, the majority of respondents reported still being in the workforce. Given the pandemic and shifting employment trends, survey analysis efforts focused on better understanding the remote workers and whether they differed from other respondents.

Figure 2: Respondent Age



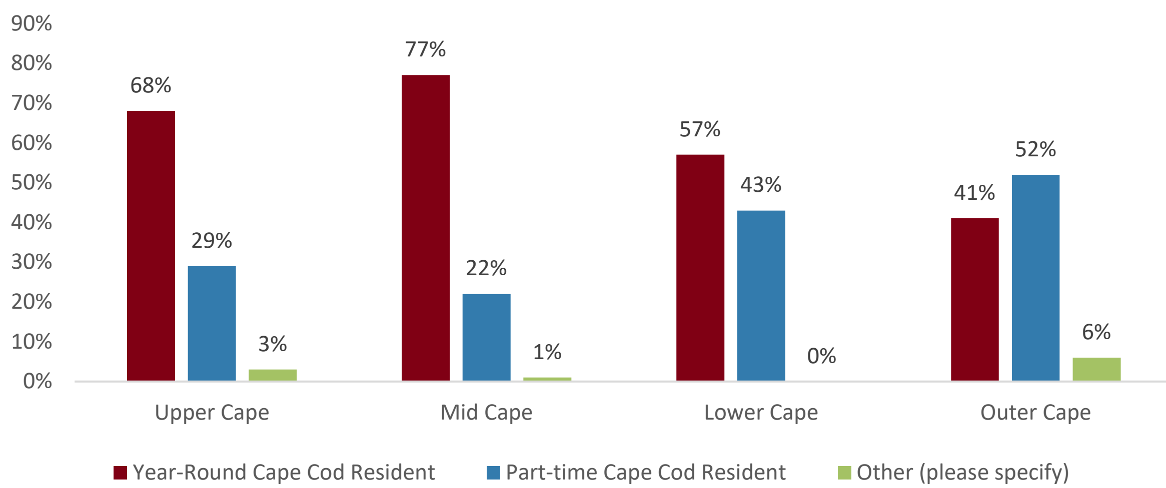
Source: Question 39. "Please enter your age?", n = 371

Only 14 percent of respondents reported their household included at least one child under the age of 18. In contrast, 41 percent of households contained at least one adult 65 or older. Households were typically small with 74 percent containing one or two individuals.

Year-round residents made up two thirds of all respondents, but this varied significantly by Subregion, and on the Outer Cape respondents were more likely to report being part-time residents.

[3] Where appropriate we provide the p-value for analyses and the number of respondents. Note that a p-value less than 0.05 indicates that there is a statistically significant association between geographic region and question responses.

Figure 3: Resident Status by Subregion



Source: Question 1. Respondents were asked "Which of the following best describes your resident status?" n = 403

When looking across these subpopulations there is variation in the age and household size. Remote workers and households with kids tended to be younger and have larger households.

Table 2: Age and Household Size by Type of New Homeowner

Selected characteristics by type of new homeowner	All Respondents	First-time Cape Property Owners	Retirees	Remote-Workers	Households with Kids	Year-Round Residents
N	**403**	**192**	**129**	**148**	**57**	**264**
Share of respondents	100%	48%	32%	37%	14%	66%
Mean age (years)	59	56	70	53	48	58
Size of household	2.3	2.3	1.9	2.5	3.8	2.1

Note: these groups are not mutually exclusive

Section 2: Why did new homeowners decide to purchase a home on Cape Cod this year?

A home is a long-term investment and moving or setting up a second home can be a stressful and complicated process. Thus, it is notable that over a third of respondents indicated that the pandemic influenced their decision to purchase a home on the Cape with higher rates among Outer Cape homeowners, remote-workers, first-time Cape Cod homeowners, and families with children.

There were two response options for those who were influenced by the pandemic:

- "I had **not** previously considered purchasing property (or additional property) on the Cape, but the pandemic influenced my decision to purchase property on the Cape this year"
- "I had considered purchasing property (or additional property) on the Cape prior to the pandemic, but the circumstances of the pandemic influenced my decision to purchase property on the Cape this year."

Only nine percent of respondents selected the first option. In contrast, over a quarter of respondents selected option two and there was subregional variation. On the Outer Cape, 50 percent of respondents selected option two. This suggests that the majority of those who were influenced by the pandemic, were already considering a purchase on the Cape and the pandemic may have accelerated their decision or tipped the scales in favor of purchasing on the Cape versus some other location.

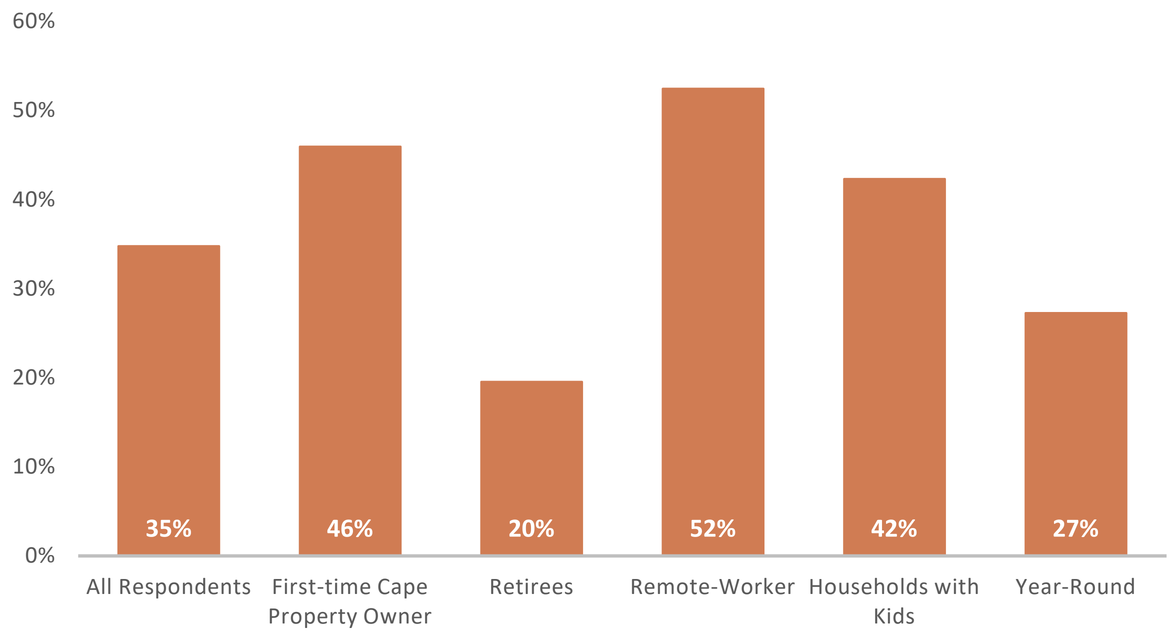
Table 3: Decision to Purchase a New Home

Q5. We know that the pandemic affected many people's home purchasing choices. Which of the following statements best applies to your most recent decision to purchase a home on Cape Cod?	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.023, n = 401	N	%	N	%	N	%	N	%	N	%
The pandemic did not influence my decision to purchase a property	83	67%	100	69%	51	61%	20	61%	254	61%
I had considered purchasing property (or additional property) on the Cape prior to the pandemic, but the circumstances of the pandemic influenced my decision to purchase property on the Cape this year	29	23%	32	22%	20	24%	24	24%	105	24%
I had not previously considered purchasing property (or additional property) on the Cape, but the pandemic influenced my decision to purchase property on the Cape this year	10	8%	12	8%	9	11%	3	11%	34	11%
I am not sure whether the pandemic influenced my decision to purchase property on the Cape this year	2	2%	1	0%	3	4%	2	4%	7	4%
Total	124	100%	145	100%	83	100%	48	100%	401	100%

Source: Question 5

Overall 35 percent of respondents reported that the pandemic played a role in their decision. The Outer Cape had significantly more individuals reporting that the pandemic influenced their decision. On the Outer Cape, 56 percent indicated that the pandemic influenced their decision. Remote workers (52%), first-time Cape property-owners (46%), and households with kids (42%) were all more likely to report being influenced by the pandemic when they decided to purchase homes on the Cape. In contrast, retirees (20%) and year-round residents (27%) were less likely to report that the pandemic influenced their decision.

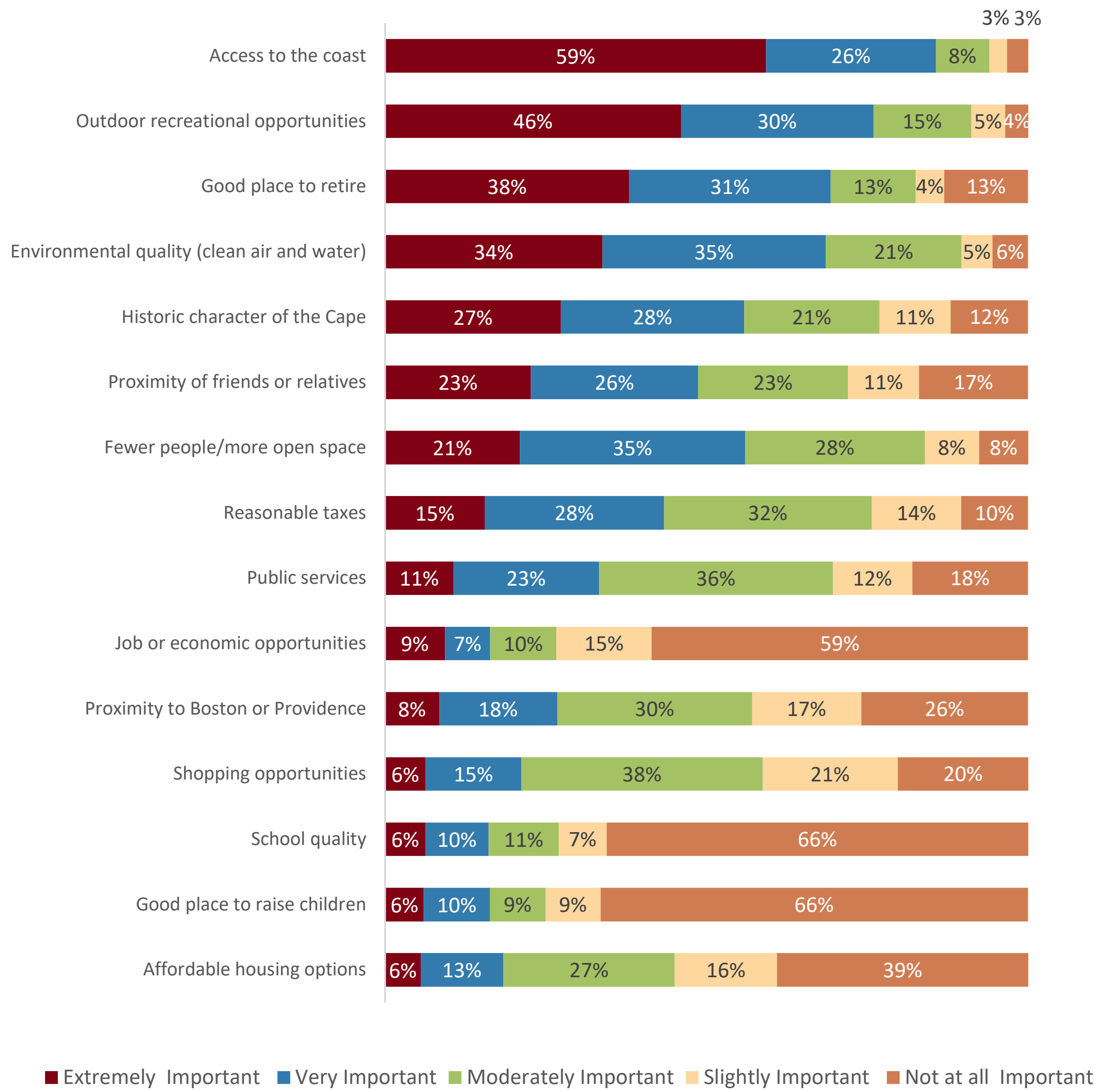
Figure 4: Respondents whose Decision to Purchase was Influenced by the Pandemic



Source: Question 5. "Which of the following statements best applies to your most recent decision to purchase a home on Cape Cod?", n = 403

All respondents were asked how important several factors were in making the decision to purchase a house on Cape Cod. Respondents indicated that the natural and environmental features of the Cape were the most important factors in making their decision to purchase a home. Access to the coast, outdoor recreational opportunities, environmental quality, and fewer people/more open space were all factors that had high rates of respondents indicating they were "extremely" or "very" important. Reflecting the older population and high number of retirees, 69 percent indicated that "good place to retire" was extremely or very important, while only 16 percent indicated that "job or economic opportunities" were extremely or very important. Nearly half (49%) cited proximity to friends or relatives as extremely or very important, mirroring the fact that the majority of respondents or their family had lived on the Cape before. Reflecting the low number of households with children, few respondents indicated that school quality or the Cape being a "good place to raise children" were important factors in their decision.

Figure 5: Factors in Decision to Purchase



Source: Question 39. How important to you personally were the following factors in making the decision to purchase a house on Cape Cod specifically?

Section 3: What are the employment trends in the population of new homeowners on Cape Cod?

At the time of the survey, 62 percent of respondents were employed and one third were retired. Since purchasing their home, the employment status of most respondents remained unchanged, though seven percent of respondents reported that they had since retired. There were no significant differences by subregion, though those on the Outer Cape were somewhat more likely to have been employed at the time they purchased their home. Mirroring trends at the state-level, those workers were concentrated in knowledge-based sectors; after "other services", the four top industries of employment were: health care and social assistance, professional and technical services, education services, and financial services.

Table 4: Employment Status at Time of Survey

Employment status at time of survey	
n=395	
Employed	62%
Off-Cape	39%
On-Cape	23%
Retired	33%
Other	5%

Source: synthesizes data from questions 17, 18, 19 and 20.

The relatively high rates of knowledge workers among new owners helps to explain the high rates of remote and hybrid work. Remote and hybrid work was common: 65 percent of employed respondents were currently working remotely or hybrid, and 60 percent were planning to be remote or hybrid in the next six months.

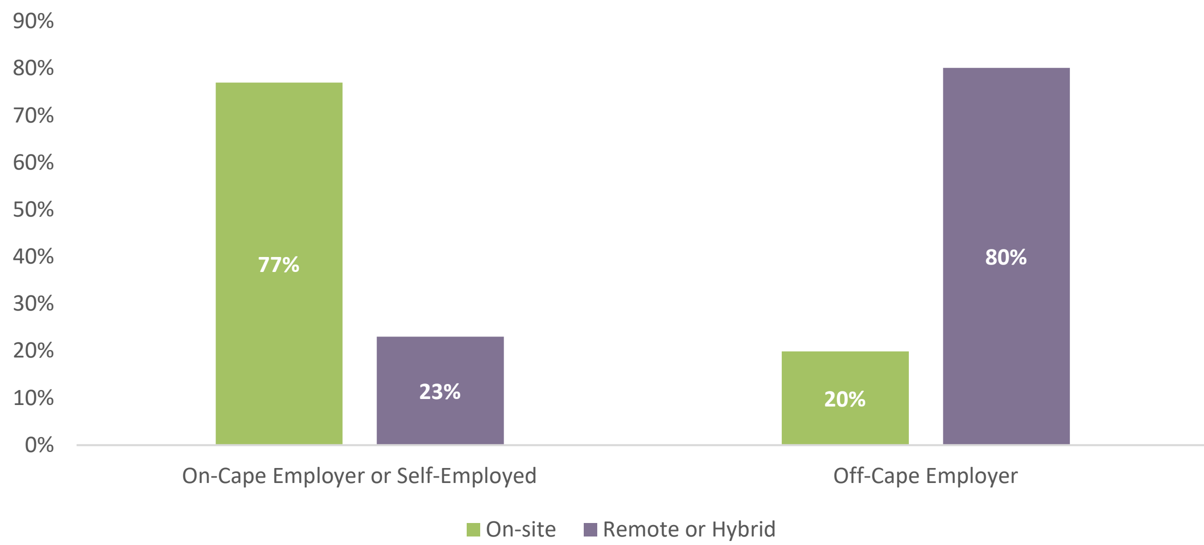
Table 5: Current and Anticipated Work Location

Current and Anticipated Work Location	
n=245	
Currently	
On-site	35%
Remote or Hybrid	65%
In Six Months	
On-site	40%
Remote or Hybrid	60%

Source: Question 21.

It is important to look at year-round residents separately when considering employment because they may contribute more directly to the employment picture on the Cape. Year-round residents are evenly split between working for off-Cape employers (51%) and working for on-Cape employers or being self-employed (49%). Eighty percent of year-round residents working for off-Cape employers plan to be working remote or hybrid in six months, in contrast, only 23 percent of those working for on-Cape employers or for themselves plan to do so.

Figure 6: Work Situations for Year-Round Residents by Employer Location



Source: Question 18. “What was your work situation when purchasing your home?”, n = 273

Section 4: How is Cape Cod's broadband service serving new homeowners?

With a rise in remote work capabilities throughout the pandemic, many workers are seeking new environments to enjoy while they work online. The availability of fast and reliable internet access, long a public policy issue for less densely populated parts of Massachusetts, received increased attention in response to the pandemic. Home internet service is likely a necessity for many new homeowners, and many are making fast, efficient connections a priority. The vast majority of new homeowners (95%) report accessing the internet through a fixed connection (e.g., DSL, fiber etc.). Though a small percentage of respondents reported a connection via satellite, hotspot, or cellular service; nearly every respondent reported having internet access of some kind.[4] Of those with internet connections, most respondents feel their internet is adequate for necessary tasks, but still there are at least 20 percent of respondents who feel their service could be improved.

In most households (75%), one or two people are connecting to the internet at a time, while in 24 percent of households three or four people typically connect at once. Rarely, five or more people connect to a home's internet at once. Overwhelmingly, survey respondents responded that their internet service performs well: 73 percent reported "My internet service allows me and others in my household to perform necessary tasks with few problems" and 21 percent reported "My internet service causes some problems for me and/or others in my household while trying to perform necessary tasks." Five percent reported that "My internet service is inadequate for performing necessary tasks." [5] For those who reported it was inadequate, the most common reasons were that service or upgraded service is not available, or that it is too expensive. There were no associations between subregions of the Cape and internet access and use.

[4] Note that given that this was primarily an online survey there may have been an oversampling of individuals who have reliable internet service.

[5] Note that an association between number of users and quality of service was tested for a statistically significant association was not found.

Table 6: Internet Service on Cape Cod

Q27. Please select the sentence below that best describes your internet service on Cape.	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.896, p = 0.896	N	%	N	%	N	%	N	%	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.)	91	75%	101	71%	56	71%	39	80%	287	73%
My internet service causes some problems for me and/or others in my household while trying to perform necessary tasks, but the problems have not been significant	27	22%	31	21%	18	23%	7	14%	82	21%
My internet service is inadequate for performing necessary tasks	3	3%	9	6%	4	5%	3	6%	19	5%
It has not been necessary for me to use the internet on Cape Cod	0	0%	1	1%	0	0%	0	0%	1	0%
Other	1	1%	1	1%	1	1%	0	0%	3	1%
Total	122	100%	143	100%	79	100%	48	100%	393	100%

Source: Question 27

Section 5: Do new homeowners purchase goods and services locally or off-Cape?

Overall, new homeowners reported doing much of their shopping on the Cape. When asked about where respondents typically shop for certain goods there was variation based on the category of goods, but new homeowners reported shopping on-Cape, and particularly in their local community. Unsurprisingly, groceries were most likely to be purchased in the local community; 94 percent of respondents reported shopping for groceries in their town or a neighboring town. Hardware and building supplies (86%) and garden supplies (88%) were overwhelmingly purchased locally. For all other categories, respondents reported that they typically shop for these goods on-Cape: appliances (44%), office supplies (49%), clothing (44%), household furnishings (34%), and sports and recreation equipment (36%). The most common category of goods for online shopping was clothing (30%) and the most common off-Cape category of goods was household furnishings (21%).

Table 7: Purchasing Goods On- and Off-Cape

Q31. While purchasing goods for your home on the Cape, where do you or your immediate family typically shop for the items listed below?	My Town or Neighboring Towns On-Cape	Elsewhere On Cape	Off-Cape	Online	N/A	N
Groceries	94%	3%	2%	1%	0%	392
Garden Supplies	88%	6%	2%	0%	4%	392
Hardware/Building Supplies	86%	8%	4%	1%	1%	386
Office Supplies	49%	9%	6%	25%	11%	389
Clothing	44%	11%	14%	30%	1%	391
Appliances	44%	20%	11%	12%	13%	390
Sports/Recreation Equipment	36%	14%	9%	26%	16%	391
Household Furnishing	34%	16%	21%	24%	5%	390
Other (please specify)	26%	6%	3%	2%	63%	388

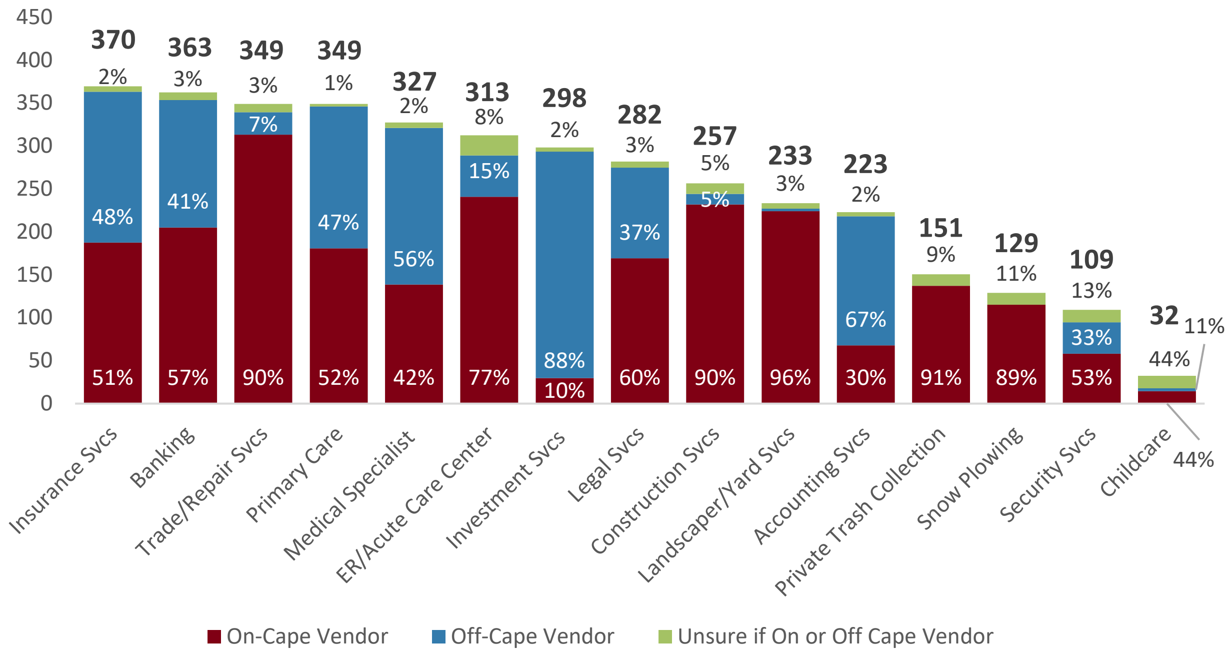
Source: Question 31

New homeowners who reported using heath care services were most likely to report using emergency or acute care on-Cape (77%), but only 42 and 52 percent reported seeing specialists or primary care providers on-Cape respectively.

For professional services, use of on-Cape and off-Cape vendors was more varied. Of those who reported using legal services, 60 percent used an on-Cape vendor. Of those who reported using banking services, 57 percent used an on-Cape vendor, but only 10 percent of those who reported using investment services used on-Cape vendors. Thirty percent reported using accounting services on-Cape and 51percent reported using on-Cape insurance services.

The majority of respondents reported not using security services (72%). However, among those who use security services, 53 percent use an on-Cape vendor. Less than 10 percent of respondents report using childcare services, and among those who did report using these services, less than half (44%) use an on-Cape vendor.

Figure 7: Use of Private Services On- and Off-Cape



Source: Question 30. "How often do you or your family use any of the following types of public facilities?"
Note: Number of respondents varied with a maximum of 387. The numbers in bold indicate those who used the service. For full responses, including those who indicated they did not use the service, see Appendix C.

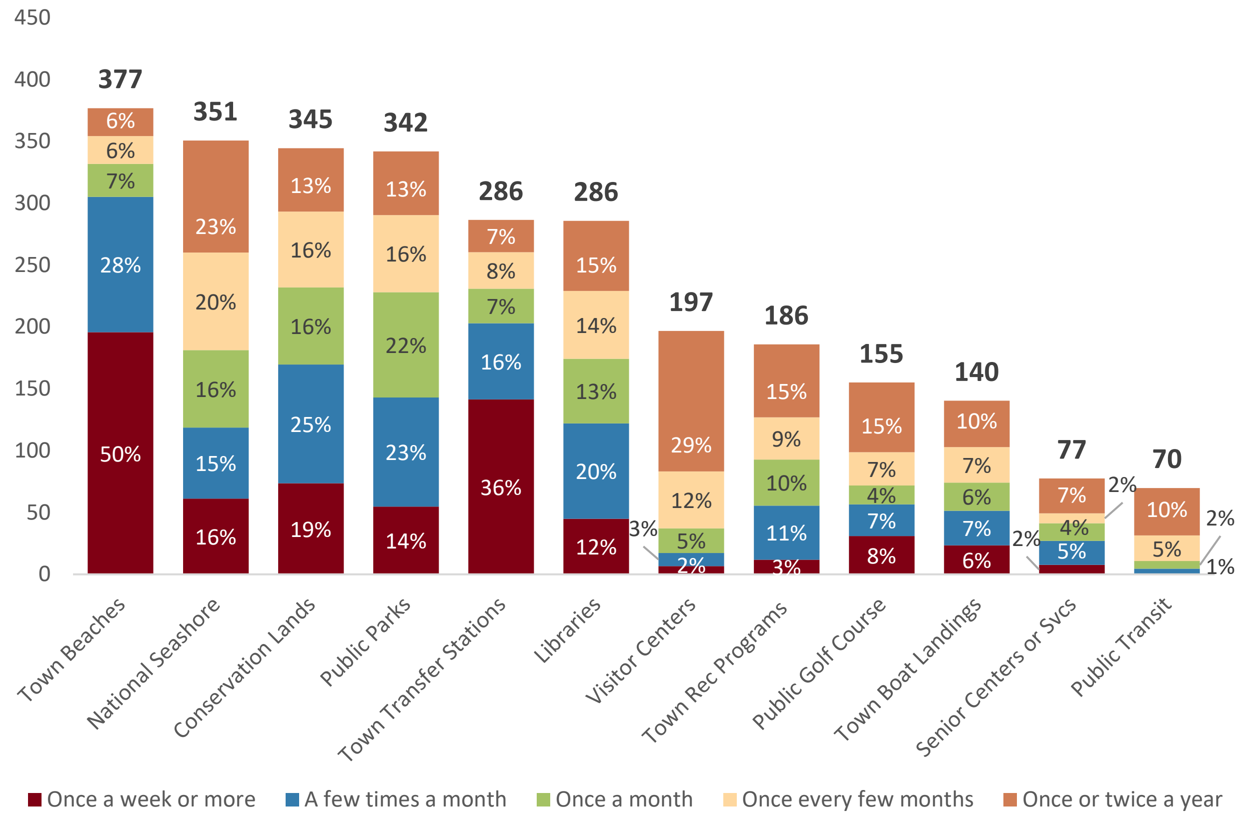
For those seeking off-Cape vendors, the reason was most often because they already had a service provider based off-Cape (47%). Since this group of respondents have been surveyed on their most recent move, it makes sense that they would likely be bringing their services with them from their previous homes if at all possible to avoid having to find a new vendor. Other popular responses included services being unavailable on the Cape (17%) and prices of services being higher on the Cape (14%).

Table 8: Reasons for Seeking Off-Cape Vendors

Q32. If you have used an off-Cape vendor, please select the primary reason why.	Region of Cape				
	Upper Cape	Mid Cape	Lower Cape	Outer Cape	Total
p = 0.498, n = 362	113	130	72	47	362
I already have a service provider based off-Cape	45%	45%	49%	53%	47%
The service I need is not available on Cape Cod	14%	18%	18%	15%	17%
The price of the service is higher on Cape Cod	17%	12%	13%	11%	14%
Not applicable	13%	10%	4%	8%	9%
The services are not needed while you are using your home	6%	4%	8%	2%	5%
The quality of the service is lower on Cape Cod	3%	6%	0%	10%	4%
Other (specify)	2%	5%	7%	2%	4%
Total	100%	100%	100%	100%	100%

Source: Question 22

Figure 8: Use of Public Services On-Cape



Source: Question 29. "How often do you or your family use any of the following types of public facilities?"
Note: Number of respondents varied with a maximum of 392. The numbers in bold indicate those who used the service. For full responses, including those who indicated they did not use the service, see Appendix C.

Out of the public services available to them in the question, new homeowners reported using town beaches by far the most; 50 percent report using town beaches once a week or more and 85 percent report using town beaches once a month or more frequently. In contrast, only 47 percent visit the National Seashore at least once a month. Conservation land and public parks are frequently used as well, with 60 percent of new homeowners reporting visiting them at least once a month; 19 percent report using public golf courses or town boat landings once a month, though the majority never use either (60% never use public golf courses and 64% never use town boat landings). Other rarely used services among respondents include public transit (82% never use) and senior centers or services (80% never use).

Libraries are used by nearly three-quarters of the respondents, but only 45 percent use them at least once a month. A similar number of respondents use the town transfer stations, and 59 percent use them at least once a month.

Section 6: What are new homeowners' short- and long-term plans for using their homes?

Ninety percent of respondents indicated that they had used or were planning to use the home as their primary residence or would convert it to their primary residence. However, in the next year only 40 percent plan to use their home as their primary residence or convert it to their primary residence, down from 53 percent who reported using or converting their homes to their primary residence over the past year. This high rate of interest in living full-time on the Cape suggests that the majority of new homeowners will be using public services year-round and contributing to the community as residents at some point in the future.

Only 14 percent of respondents indicated that they had any plans to rent their home at some point in time, either part-time or full-time, as either a short or a long-term rental. Furthermore, only 6 percent of respondents indicated that they would rent the home over the next year and 5 percent indicated that they had used it as a rental over the past year.

Table 9: Past and Anticipated use of New Home

Q7. Which of the following responses most accurately reflects your past and anticipated use of your new home?	Over the past year		Over the next year		In 5 years		In 20 years		Ever	
n = 386	No.	%	No.	%	No.	%	No.	%	No.	%
Use it as my primary residence **OR** convert it to my primary residence	207	53%	153	40%	189	49%	162	42%	349	90%
Rent it short-term **OR** long-term full-time **OR** part-time	18	5%	24	6%	28	7%	19	5%	54	14%

Source: Question 7

Without much intent to rent out their new homes, respondents were less likely to answer questions in the survey regarding renting. A low response rate limits the generalizability of results to the rental market on the Cape for this analysis. For those who did anticipate renting as a short-term rental, a quarter were unsure what they would charge per night for a short-term rental. The most common rate was $500-599 per night (15%) followed by $300-399 (12%) and $1,000+(9%). In order to find short-term renters, individuals reported using websites such as Airbnb (38%) and VRBO (39%) at roughly the same rates as local property management companies (42%) and word of mouth (40%).

For year-round rentals, rents varied, though the most common response was $2,000-$2,499. For finding year-round renters, respondents planned to primarily use local property management companies (50%) and word-of-mouth (43%).

Nearly half of new homeowners reported plans to renovate their homes: five percent planned to add an auxiliary/accessory dwelling unit (ADU), five percent planned to add an additional bedroom, 11 percent planned to expand the floorplan in other ways, and 43 percent planned to make other improvements or renovations.

Table 10: Plans for Structural Changes

Q11. Do you have plans to make structural changes to your new home? (Select all that apply) n = 391	N	%
No, I do not plan to make any structural changes to my home	200	51%
Yes, I plan to make other improvements or renovations to my home	167	43%
Yes, I plan to expand the floorplan in other ways	45	11%
Yes, I plan to expand my property to include additional bedrooms	18	5%
Yes, I plan to add an auxiliary/accessory dwelling	18	5%
Total	391	100%

Source: Question 11

The homes that respondents purchased were primarily single-family (79%) or condominiums (18%). Condominiums were more common in the Upper Cape and Outer Cape. The most common number of bedrooms (including ADUs) was three bedrooms (45%). Only four percent of respondents reported that their properties had ADUs. Of those who planned to add an ADU or currently had an ADU, respondents primarily intended to use the ADU for family members or friends.

Conclusion

Overall, respondents fit into two broad categories: retired, older, high-income households looking for a place to call home and highly-educated workers, many with the ability to work remotely, who were influenced by the pandemic in some way to buy a new home. The former is a group that has historically been drawn to the Cape. Their strong presence among new homeowners reflects the Cape's continued appeal to this population. What this survey captures, however, is the potential presence of a new subset of homeowners who might not have otherwise purchased on the Cape had it not been for the social and employment changes brought on by the pandemic. Future research will need to be done to know whether this is a long-term trend.

With the increasing availability of remote and hybrid work for more industries than ever before, workers have the freedom to move to their preferred destinations while maintaining employment with an employer based elsewhere. The results of the survey suggest that for a significant share of new homeowners, this was the case. Many indicated that they also plan to make their new properties their primary home, with little to no interest in renting or auxiliary dwelling unit additions. Given high levels of use of on-Cape vendors and services, these new homeowners could make important contributions to the local economy. The Cape offers fresh air and access to the coast and open spaces, which was preferable during the height of the pandemic, and continues to be as the pandemic slowly unwinds. It will be important to continue to monitor the trends in employment and preferences of Cape Cod homeowners overtime.

Appendix A. Survey Instrument

Cape Cod New Homeowner Survey

Dear New Cape Cod Homeowner:
You have been randomly selected to participate in the 2021 Cape Cod New Homeowner Survey. We need to hear from you! The Cape Cod Commission is working with the Center for Public Opinion at UMass Lowell and the Donahue Institute at UMass Amherst to better understand your decision to recently purchase a home on Cape Cod, as well as your short-, medium-, and long-term plans for the use of your new home.

For questions about this this survey, please email surveys@uml.edu. **Reference access code XXXXX.**

Everyone who completes the survey will have a chance to win one of five $100 Amazon gift cards from UMass Lowell.
Thank you in advance for promptly completing the survey.

Kristy Senatori
Executive Director, Cape Cod Commission
www.capecodcommission.org

[all numbering in parentheses is used for data entry purposes]

Q1. Which of the following best describes your resident status?
____Year-round Cape Cod Resident (1)
____Part-time Cape Cod Resident (2)
____Other (please specify) (3) ____

Q2. [Only answer if you are not a Cape Cod Resident] If not on the Cape, where is your primary residence?
____If in the U.S., print your Zip code (1)________________________________
____If not in U.S., print your country (2)________________________________
____I live primarily on the Cape (3)

Q3. In which Cape Cod town is your home located? _________________________________

Q4. Is this the first property you or your immediate family (parents, siblings, their children, and your children) have owned on Cape Cod?
____ Yes (1) ____ No (2) ____ Unsure (3)

Q4a. If you answered no to Q4, about how long (in years) have you (or your immediate family) owned property on Cape Cod?____

Q5. We know that the pandemic affected many people's home purchasing choices. Which of the following statements best applies to your most recent decision to purchase a home on Cape Cod?
_____I had **not previously** considered purchasing property (or additional property) on the Cape, but the pandemic **influenced** my decision to purchase property on the Cape this year (1)
_____I **had** considered purchasing property (or additional property) on the Cape prior to the pandemic, but the circumstances of the pandemic **influenced** my decision to purchase property on the Cape this year (2)
_____The pandemic **did not influence** my decision to purchase a property (3)
_____I am **not sure** whether the pandemic influenced my decision to purchase property on the Cape this year (4)

Q5a. [*Answer only if the pandemic influenced your most recent decision to purchase a home on Cape* Cod] How did the circumstances of the COVID-19 pandemic influence your (most recent) decision to purchase a new home? (Select all that apply)

___ Proximity to outdoor recreation (1)
___ More living space/bigger home (2)
___ Living in a less dense area (3)
___ Decided to retire early (4)
___ Could now work remotely/no longer had to live near my job (for a job not on the Cape) (5)

Other (please specify) (6) ____

Q6. How important to you personally were the following factors in making the decision to purchase a house on Cape Cod specifically? ***Mark one bubble in each row***	Extremely Important (1)	Very Important (2)	Moderately Important (3)	Slightly Important (4)	Not at all Important (5)
Job or economic opportunities (1)	○	○	○	○	○
Good place to raise children (2)	○	○	○	○	○
School quality (3)	○	○	○	○	○
Proximity of friends or relatives (4)	○	○	○	○	○
Proximity to Boston or Providence (5)	○	○	○	○	○
Affordable housing options (6)	○	○	○	○	○
Reasonable taxes (7)	○	○	○	○	○
Public services (8)	○	○	○	○	○
Environmental quality (clean air and water) (9)	○	○	○	○	○
Access to the coast (10)	○	○	○	○	○
Outdoor recreational opportunities, such as fishing, hiking, boating, etc. (11)	○	○	○	○	○
Shopping opportunities (12)	○	○	○	○	○
Good place to retire (13)	○	○	○	○	○
Historic character of the Cape (14)	○	○	○	○	○
Fewer people/more open space (15)	○	○	○	○	○

Q7. Which of the following responses most accurately reflects your past and anticipated use of your new home over the past year, over the next year, in five years, and in twenty years? **Check all that apply**

	Over the past year (1)	Over the next year (2)	In five years (3)	In twenty years (4)	Does not apply (5)
Use it as my primary residence (1)	▢	▢	▢	▢	▢
Convert it to my primary residence (2)	▢	▢	▢	▢	▢
Use it only as a second home for personal/family use (3)	▢	▢	▢	▢	▢
Use it only as a seasonal/short-term rental (4)	▢	▢	▢	▢	▢
Use it only as a year-round rental (5)	▢	▢	▢	▢	▢
Use it as both a seasonal/part-time rental and second home for personal/family use (6)	▢	▢	▢	▢	▢
Hand it down to a family member (7)	▢	▢	▢	▢	▢
Sell it, but remain on Cape Cod (8)	▢	▢	▢	▢	▢
Sell it and relocate outside of Cape Cod (9)	▢	▢	▢	▢	▢
Other (please specify) (10)	▢	▢	▢	▢	▢

Q7a. [*Answer only if you plan to use your home as a seasonal or short-term rental*]
What have/are you planning to charge on average per night for your short-term rental?

_____$0 - $49 (1)
_____$50 - $99 (2)
_____$100 - $199 (3)
_____$200 - $299 (4)
_____$300 - $300 (5)
_____$400 - $499 (6)
_____Unsure (13)
_____$500 - $599 (7)
_____$600 - $699 (8)
_____$700 - $799 (9)
_____$800 - $899 (10)
_____$900 - $999 (11)
_____$1,000+ (12)

Q7b. [*Answer only if you plan to use your home as a year-round rental*]
What have/are you planning to charge on average per month for your year-round rental?

_____$0 - $500 (1)
_____$500 - $999 (2)
_____$1,000 - $1,499 (3)
_____$1,500 - $1,999 (4)
_____$2,000 - $2,499 (5)
_____$2,500 - $2,999 (6)
_____$3,000 - $3,499 (7)
_____$3,500 - $3,999 (8)
_____$4,000 - $4,499 (9)
_____$4,500 - $4,999 (10)
_____$5,000- $5,499 (11)
_____$5,500 - $5,999 (12)
_____$6,000+ (13)
_____Unsure (14)

Q7c. [*Answer ONLY if you plan to use your home as a seasonal or short-term rental*]
How did/do you plan to find renters for your short-term rental? (Select all that apply)

____Airbnb (1)

____VRBO (2)

____Craigslist (3)

____Other short-term rental website (4)

____Real estate agent (5)

____Local private property management company (6)

____Non-local private property management company (7)

____Word-of-mouth, community relationships (8)

____Other (9)

Q7d. [*Answer only if you plan to use your home as a year-round rental*]
How did/do you plan to find renters for your year-round rental? (Select all that apply)

_____Craigslist (1)

_____Zillow/Trulia (2)

_____Other year-round rental website (3)

_____Real estate agent (4)

_____Local private property management company (5)

_____Non-local private property management company (6)

_____Word-of-mouth, community relationships (7)

_____Other (8)

Q8. Which of the following best describes your home on Cape Cod? (Choose one)

_____Single-family (1) _____ Condominium (4)

_____Two-family (2) _____ Multiple homes on one parcel (5)

_____Three-family (3) _____ Cottage in a cottage colony (6)

_____Mobile Home (7)

_____Other (8) ____

Q9. Do you currently have an auxiliary or accessory dwelling unit (ADU) – such as a guest cottage or an in-law apartment – within your home or on your property?
_____Yes (1)
_____No (2)

Q10. How many total bedrooms are in your home? (Please include bedrooms in any auxiliary/accessory dwellings – such as a guest cottage or an in-law apartment.)
_____No bedrooms (1)
_____1 bedroom (2)
_____2 bedrooms (3)
_____3 bedrooms (4)
_____4 bedrooms (5)
_____5 or more bedrooms, please specify (6)
____

Q11. Do you have plans to make structural changes to your new home? (Select all that apply)

_____Yes, I plan to add an auxiliary/accessory dwelling (1)

_____Yes, I plan to expand my property to include additional bedrooms (2)

_____Yes, I plan to expand the floorplan in other ways (3)

_____Yes, I plan to make other improvements or renovations to my home (4)

_____No, I do not plan to make any structural changes to my home (5)

Q12. [*Answer if you have or plan to add an accessory dwelling unit*]
Do you expect family members, friends, or renters to use the additional dwelling unit? (Select all that apply)

_____Family members or friends, Year-Round (1)

_____Family members or friends, Seasonal/Temporary (2)

_____Year-Round Renters (3)

_____Seasonal/Temporary Renters (4)

_____Other (5) ____

Q13. [*Answer if you plan to use your ADU rental as a year-round rental*]
What have/are you planning to charge on average per month for your year-round ADU rental?

_____$0 - $500 (1)

_____$500 - $999 (2)

_____$1,000 - $1,499 (3)

_____$1,500 - $1,999 (4)

_____$2,000 - $2,499 (5)

_____$2,500 - $2,999 (6)

_____$3,000 - $3,499 (7)

_____$3,500 - $3,999 (8)

_____$4,000 - $4,499 (9)

_____$4,500 - $4,999 (10)

_____$5,000- $5,499 (11)

_____$5,500 - $5,999 (12)

_____$6,000+ (13)

_____Unsure (14)

Q14. *Answer if you plan to use your ADU rental as a year-round rental*]
How did/do you plan to find renters for your year-round ADU rental? (Select all that apply)

_____Craigslist (1)

_____Zillow/Trulia (2)

_____Other year-round rental website (3)

_____Real estate agent (4)

_____Local private property management company (5)

_____Non-local private property management company (6)

_____Word-of-mouth, community relationships (7)

_____Other (8) ____

Q15. [*Answer if you plan to use your ADU as a short-term rental*]
What have/are you planning to charge on average per night for your short-term ADU rental?

____$0 - $49 (1)
____$50 - $99 (2)
____$100 - $199 (3)
____$200 - $299 (4)
____$300 - $399 (5)
____$400 - $499 (6)
____$500 - $599 (7)
____$600 - $699 (8)
____$700 - $799 (9)
____$800 - $899 (10)
____$900 - $999 (11)
____$1,000+ (12)
____Unsure (13)

Q16. [*Answer if you plan to use your ADU as a short-term rental*]
How did/do you plan to find renters for your short-term ADU rental? (Select all that apply)

_____Airbnb (1)
_____VRBO (2)
_____Craigslist (3)
_____Other short-term rental website (4)
_____Real estate agent (5)
_____Local private property management company (6)
_____Non-local private property management company (7)
_____Word-of-mouth, community relationships (8)
_____Other (9) ____

Q17. At the time you purchased your home, were you...

_____Employed (1)
_____Unemployed (4)
_____Furloughed (5)
_____Retired (6)
_____Otherwise out of the workforce (e.g., student, stay at home parent, etc.) (7)

Q18. [*Answer only if you Answered "Employed" to Q17*]
What was your work situation when purchasing your home?

_____I worked for an employer based off Cape Cod (1)
_____I worked for an employer based on Cape Cod (4)
_____I was self-employed (5)

Q19. Has your employment status changed since purchasing your home?

_____Still employed but new employer (1)

_____Yes, now employed (4)

_____Yes, now unemployed (5)

_____Yes, now furloughed (6)

_____Yes, now retired (7)

_____Yes, now otherwise out of the workforce (8)

_____No change (9)

Q20. [*Answer if you are still employed but have a new employer or became employed since purchasing your home*] What is your current work situation?

_____I work for an employer based off Cape Cod (1)
_____I work for an employer based on Cape Cod (4)
_____I am self-employed (5)

Q21. [*Answer if you are still employed but have a new employer, are currently employed, or if you became employed after buying your home*] What is your current and anticipated work location? ***Mark one bubble in each row***

	On-site (1)	Remotely/online (2)	On-site at client locations (4)	Combination of on-site and remotely (5)
Currently (1)	○	○	○	○
In six months (2)	○	○	○	○

Q22. [*Answer if you are still employed but have a new employer, are currently employed, or if you became employed after buying your home*]
What industry/sector do you currently work in?
____ Accommodations (Hotel, Motel, Short-Term Rental) (1)
____Retail (non-food related) (11)
____Restaurants, Catering, and Food/Beverage Service (12)
____Grocery Stores, Liquor Stores, Other Food/Beverage Store (13)
____Wholesale Trade (14)
____Information, Media, or Telecommunications Services (15)
____Construction (16)
____Finance and Insurance (17)
____Real Estate, Rental, Leasing (18)
____Professional and Technical Services (19)
____Management, Administration, Waste Services (20)
____Education Services (21)
____Health Care and Social Assistance (22)
____Arts, Entertainment, Culture (23)
____Recreation (Gyms, Golf Courses, Bicycle Shops) (24)
____Transportation, Warehousing, Utilities (25)
____Agriculture, Fishing, Mining (26)
____Landscaping Services (27)
____Beauty Parlors, Barbers, Spas (28)
____Other (please specify) (29) ____

Q23. [*Do NOT answer if you are a year-round resident or if you are already retired*]
If you do not currently live on Cape Cod full-time but plan to move to the Cape permanently, what are your expectations regarding employment once relocated to the Cape? (Choose one)
____Work full-time (1)
____Work part-time (2)
____Retire (3)
____Outside the workforce (stay at home parent, student, disability) (7)
____Other (4) ____
____N/A, I live on the Cape full-time (5)
____N/A, I do not plan to live on the Cape full-time (6)

Q24. [*Only answer if you do not currently live on the Cape but plan to move there permanently*]
Once I move to the Cape
permanently, I expect to: (Choose only one)
____Continue to work for my current employer on the Cape (1)
____Work for a new employer on the Cape (2)
____Work for a new employer based Off-Cape (4)
____Continue to work for my current employer based Off-Cape (3)
____Start or relocate my own business on the Cape (5)
____Continue working for my own business Off-Cape (6)
____Continue working for my own business that operates mostly online (7)
____Start or continue freelance work for clients mostly on Cape Cod (8)
____Start or continue freelance work for clients mostly Off-Cape (9)
____Start or continue freelance work for a mix of clients, both on and off Cape Cod (10)
____I'm not sure (11)
____Other (12) ________________________________

Q25. What best describes your internet connectivity?
____I access the internet at home through a fixed connection (DSL, fiber, cable, home wireless network, etc.) (1)
____I access the internet at home through a satellite (2)
____I access the internet at home through a hotspot (4)
____I access the internet primarily through my phone (5)
____I access the internet in public spaces (6)
____I do not have internet access (7)
____Other (8) ________________________________

Q26. How many people in your household on average are typically using the internet at once?
____1-2 (1)
____3-4 (2)
____5-6 (3)
_____7+ (4)

Q27. Please select the sentence below that best describes your internet service on Cape Cod:

____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.) (1)

____My internet service causes some problems for me and/or others in my household while trying to perform necessary tasks, but the problems have not been significant (2)

____My internet service is inadequate for performing necessary tasks (3)

____It has not been necessary for me to use the internet on Cape Cod (4)

____Other (5) ________________________

Q28. *[Answer this question only if your internet service is inadequate to perform necessary tasks*]
Which of the following best describes the reason your internet is inadequate or you do not subscribe to internet service? (Select the most important reason)

____Service or upgraded service is not available (1)

____Service or upgraded service is too expensive (2)

____I do not know how to subscribe to or upgrade internet service (e.g., it is confusing, information is unavailable in appropriate language) (3)

____Other (4) ___________________________

Q29. How often do you or your family use any of the following types of public facilities? **Mark one bubble per row**

	Once a week or more (1)	A few times a month (2)	Once a month (3)	Once every few months (4)	Once or twice a year (5)	Never (6)
Public Golf Course (1)	○	○	○	○	○	○
National Seashore (2)	○	○	○	○	○	○
Town Beaches (3)	○	○	○	○	○	○
Town Boat Landings (4)	○	○	○	○	○	○
Town Recreation Programs (5)	○	○	○	○	○	○
Conservation Lands (6)	○	○	○	○	○	○
Public Parks (7)	○	○	○	○	○	○
Visitor Centers (8)	○	○	○	○	○	○
Libraries (9)	○	○	○	○	○	○
Town Transfer Stations (10)	○	○	○	○	○	○
Public Transit (11)	○	○	○	○	○	○
Senior Centers or Services (12)	○	○	○	○	○	○
Other, please specify: (13)	○	○	○	○	○	○

Q30. Please indicate which of the following private services you typically use while staying in your Cape Cod home and/or in maintaining your Cape Cod home. For those services you do utilize in relation to your home, please indicate whether the vendors you use are primarily based on or off the Cape. **Mark one bubble per row.**

	Don't Use (1)	On-Cape Vendor (2)	Off-Cape Vendor (3)	Unsure if On or Off Cape Vendor (4)
Private Trash Collection (1)	○	○	○	○
Snow Plowing (2)	○	○	○	○
Landscaper/Yard Service (3)	○	○	○	○
Security Services (4)	○	○	○	○
Construction Services (5)	○	○	○	○
Banking (6)	○	○	○	○
Investment Services (7)	○	○	○	○
Accounting Services (8)	○	○	○	○
Insurance Services (9)	○	○	○	○
Legal Services (10)	○	○	○	○
Primary Care Physician (11)	○	○	○	○
Medical Specialist (12)	○	○	○	○
Hospital Emergency Room/Acute Care Center (13)	○	○	○	○
Trade/Repair Services (14)	○	○	○	○
Childcare (15)	○	○	○	○

Q31. While purchasing goods for your home on the Cape, where do you or your immediate family typically shop for the items listed below? **Mark one bubble in each row**

	My Town or Neighboring Towns On-Cape (1)	Elsewhere On Cape (2)	Off-Cape (4)	Online (5)	N/A (6)
Groceries (1)	○	○	○	○	○
Clothing (2)	○	○	○	○	○
Sports/Recreation Equipment (3)	○	○	○	○	○
Household Furnishing (4)	○	○	○	○	○
Appliances (5)	○	○	○	○	○
Office Supplies (6)	○	○	○	○	○
Hardware/Building Supplies (7)	○	○	○	○	○
Garden Supplies (8)	○	○	○	○	○
Other (please specify) (9)	○	○	○	○	○

Q32. If you have used an off-Cape vendor, please select the primary reason why.
_____The service I need is not available on Cape Cod (1)
_____The price of the service is higher on Cape Cod (2)
_____The services are not needed while I am using my home (3)
_____The quality of the service is lower on Cape Cod (4)
_____I already have a service provider based off-Cape (5)
_____Other (please specify) (6)
____

_____Not applicable (7)

Q33. [*Only answer if you are a year-round Cape Cod resident*]
Where was your primary residence prior to this home

____Zip Code (1) ________________________
____If not in US, country (2) ______________
____This has always been my primary residence (3)

Q34. Do you own more than one home on Cape Cod?
_____Yes (1)
_____No (2)

Q35. [*Only answer if you own more than one home on Cape Cod*]
How many homes do you own on Cape Cod?
_____2
_____3
_____4
_____5
_____6 or more, please specify _______

Q36. Which of the following best describes your gender?
____Male (1)
____Female (2)
____Other (4)
____Prefer not to answer (5)

Q37. What is your race/ethnicity?
Choose all that apply.
_____White or Caucasian (1)
_____Hispanic/Latinx (4)
_____Black or African American (5)
_____Asian (6)
_____American Indian or Alaska Native (7)
_____Native Hawaiian or Other Pacific Islander (8)
_____Other (9)
_____Prefer not to answer (10)

Q38. What is your highest level of education completed?
_____Less than high school diploma (1)
_____High school graduate or GED (4)
_____Some college, no degree (5)
_____Associate degree (6)
_____Bachelor's degree (7)
_____Graduate or professional degree (8)

Q39. Please print the year you were born___________

Q40. How many people, including yourself, live in your home?

_____Enter the number of children under 18
_____Enter the number of adults 18-34
_____Enter number of adults 35-64
_____Enter number of adults age 65 and over

Q41. [*Only answer if children 18 and younger live in your home*]
Where did your child(ren) attend school for the **2020-2021** school year (when the school was open)?

_____On Cape Cod (1)

_____Other location in Massachusetts (2)

_____Other location in New England (3)

_____In United States, outside New England (4)

_____Homeschooled (5)

_____Other (6) _____________________________

Q42. [*Only answer if children 18 and younger live in your home*]
Where will your child(ren) attend school for the **2021-2022** school year (when the school is open)?

_____On Cape Cod (1)

_____Other location in Massachusetts (2)

_____Other location in New England (3)

_____In United States, outside New England (4)

_____Homeschooled (5)
_____Other (6)_____________________________

Q43. What was your annual household income (before taxes) in 2020?

____Less than $24,999 (1)

____$25,000 - $49,999 (4)

____$50,000 - $74,999 (5)

____$75,000 - $99,999 (6)

____$100,000 - $149,999 (7)

____$150,000 - $249,999 (8)

____$250,000 or more (9)

Q44. What was the purchase price of your home?

_____$0-$369,999 (1)

_____$370,000-$499,999 (5)

_____$500,000-$749,000 (4)

_____$750,000+ (3)

Q45. [*Answer only if you live on the Cape part-time or full-time*]
How many years have you lived on Cape Cod (part time and/or full time)?

_____Less than 5 (1)

_____5-9 (4)

_____10-15 (5)

_____15-20 (6)

_____More than 20 (7)

Q46. To enter for a chance to win one of **five $100 Amazon gift cards**, enter your full email address here. Your email address will not be used for any other purpose.

Appendix B. Postcard Invitation

Dear New Cape Cod Homeowner:

You have been randomly selected to participate in the 2021 Cape Cod New Homeowner Survey. We need to hear from you! The Cape Cod Commission is working with the Center for Public Opinion at UMass Lowell and the Donahue Institute at UMass Amherst to better understand your decision to recently purchase a home on Cape Cod, as well as your short-, medium-, and long-term plans for the use of your new home.

Please take a few minutes to answer each question in the online survey. Your responses will be kept confidential, and your privacy and security are protected by law. We won't share your personal information. You may contact surveys@uml.edu for any questions about the survey.

Visit cccom.link/capesurvey and enter the following code <codexxxx> or access the survey with a smartphone via this QR Code to complete the survey and ensure your response is included. Everyone who completes the survey will have **a chance to win one of five $100 Amazon gift cards** from UMass Lowell.

Please have a homeowner for this address respond to this survey.

Thank you in advance for promptly completing the survey.

Kristy Senatori
Executive Director, Cape Cod Commission

www.capecodcommission.org

CAPE COD COMMISSION

Center for Public Opinion
University of Massachusetts Lowell
883 Broadway Street, Suite 201
Lowell, MA 01854

UMassAmherst | Donahue Institute

Appendix C. Survey Response Tables

Question 1

Q1: Which of the following best describes your resident status?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.000, n = 403	N	%	N	%	N	%	N	%	N	%
Year-Round Cape Cod Resident	85	68%	111	77%	48	57%	20	41%	264	66%
Part-time Cape Cod Resident	36	29%	32	22%	36	43%	25	52%	129	32%
Other (please specify)	4	3%	2	1%	0	0%	3	6%	10	2%
Total	125	100%	145	100%	85	100%	48	100%	403	100%

Question 2

Q2. If not on the Cape, where is your primary residence? (State)*		
n = 129	N	%
Massachusetts	65	51%
Florida	17	13%
New York	13	10%
Connecticut	10	8%
Rhode Island	4	3%
New Jersey	4	3%
Illinois	4	3%
Texas	4	3%
Pennsylvania	2	2%
Maryland	2	1%
California	1	1%
Georgia	1	1%
Utah	1	1%
North Carolina	1	1%
District of Columbia	1	1%
New Hampshire	1	1%
Total	129	100%

*Responses to question 2 are counted by state in this table.

Q2. If not on the Cape, where is your primary residence? (Massachusetts Towns)*	Share of Off-Cape Residents		Massachusetts Towns
	66		
Dedham	6%	2%	Shrewsbury
Lexington	5%	2%	Acton
Westwood	5%	2%	Auburndale
Boston	4%	2%	Boxborough
Westford	4%	1%	Belmont
Franklin	3%	1%	Bridgewater
Jamaica Plain	3%	1%	Brighton
Newtonville	3%	1%	Dennis
Littleton	3%	1%	Harwich
Andover	3%	1%	Hingham
Natick	2%	1%	Mashpee
Newton	2%	1%	Medford
Cambridge	2%	1%	Rochdale
Dorchester Center	2%	1%	Southbridge
Norfolk	2%	1%	Waltham
Rutland	2%	1%	Winchester
Boxford	2%	1%	Canton
Needham	2%	1%	Holbrook
Sudbury	2%	1%	Arlington
Woburn	2%	1%	Billerica
Dover	2%	1%	Lincoln
North Andover	2%	1%	Marblehead
North Easton	2%	1%	Milton
Peabody	2%	1%	Newton Lower Falls
Sharon	2%	1%	Westfield

*Responses to question 2 are counted by town in this table, and only towns in Massachusetts are counted. Note that the difference in count of Massachusetts residents in prior table is due to rounding and weights.

Question 3

Q3. In which Cape Cod town is your home located? n = 403	N	%
Barnstable	61	15%
Yarmouth	57	14%
Falmouth	53	13%
Mashpee	40	10%
Brewster	29	7%
Dennis	27	7%
Harwich	23	6%
Sandwich	22	5%
Eastham	21	5%
Chatham	19	5%
Provincetown	19	5%
Orleans	14	4%
Bourne	11	3%
Wellfleet	8	2%
Truro	1	0%
Total	403	100%

Question 4

Q4. Is this the first property you or your immediate family have owned on Cape Cod?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.064, n = 400	N	%	N	%	N	%	N	%	N	%
Yes	56	45%	65	45%	39	47%	32	67%	192	48%
No	69	55%	80	55%	44	53%	16	33%	209	52%
Total	125	100%	144	100%	83	100%	48	100%	400	100%

Q4a. If no, about how long (in years) have you (or your immediate family) owned property on Cape Cod? n = 204	N	%
0-5 years	17	8%
6-10 years	27	13%
11-25 years	66	32%
Greater than 25	95	46%
Total	204	100%

Question 5

Q5. We know that the pandemic affected many people's home purchasing choices. Which of the following statements best applies to your most recent decision to purchase a home on Cape Cod?	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.0001, n = 401	N	%	N	%	N	%	N	%	N	%
The pandemic did not influence my decision to purchase a property	83	67%	100	69%	51	61%	20	61%	254	61%
I had considered purchasing property (or additional property) on the Cape prior to the pandemic, but the circumstances of the pandemic influenced my decision to purchase property on the Cape this year	29	23%	32	22%	20	24%	24	24%	105	24%
I had not previously considered purchasing property (or additional property) on the Cape, but the pandemic influenced my decision to purchase property on the Cape this year	10	8%	12	8%	9	11%	3	11%	34	11%
I am not sure whether the pandemic influenced my decision to purchase property on the Cape this year	2	2%	1	0%	3	4%	2	4%	7	4%
Total	124	100%	145	100%	83	100%	48	100%	401	100%

Q5a. How did the circumstances of the COVID-19 pandemic influence your (most recent) decision to purchase a new home?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
n = 138	N	%	N	%	N	%	N	%	N	%
Proximity to outdoor recreation	21	57%	14	31%	13	43%	13	47%	61	44%
More living space/bigger home	14	36%	9	21%	8	29%	3	10%	34	25%
Living in a less dense area	9	24%	9	20%	8	29%	7	26%	34	24%
Decided to retire early	3	7%	3	7%	2	6%	4	14%	11	8%
Could now work remotely/no longer had to live near my job (for a job not on the Cape)	24	65%	16	36%	15	51%	16	58%	71	51%
Other	12	32%	17	39%	8	27%	8	30%	45	33%
Total	38	100%	44	100%	29	100%	27	100%	138	100%

Question 6

Q6. How important to you personally were the following factors in making the decision to purchase a house on Cape Cod specifically?	Extremely Important	Very Important	Moderately Important	Slightly Important	Not at all Important	n
Access to the coast	59%	26%	8%	3%	3%	395
Outdoor recreational opportunities	46%	30%	15%	5%	4%	395
Good place to retire	38%	31%	13%	4%	13%	397
Environmental quality (clean air and water)	34%	35%	21%	5%	6%	394
Historic character of the Cape	27%	28%	21%	11%	12%	394
Proximity of friends or relatives	23%	26%	23%	11%	17%	393
Fewer people/more open space	21%	35%	28%	8%	8%	393
Reasonable taxes	15%	28%	32%	14%	10%	395
Public services	11%	23%	36%	12%	18%	392
Job or economic opportunities	9%	7%	10%	15%	59%	389
Proximity to Boston or Providence	8%	18%	30%	17%	26%	393
Shopping opportunities	6%	15%	38%	21%	20%	394
School quality	6%	10%	11%	7%	66%	392
Good place to raise children	6%	10%	9%	9%	66%	392
Affordable housing options	6%	13%	27%	16%	39%	392

Question 7

Q7. Which of the following responses most accurately reflects your past and anticipated use of your new home? Check all that apply.	Over the past year		Over the next year		In 5 years		In 20 years		Does not apply		Ever	
n = 386	N	%	N	%	N	%	N	%	N	%	N	%
Use it as my primary residence	184	48%	147	38%	178	46%	156	41%	46	12%	339	88%
Convert it to my primary residence	53	14%	22	6%	58	15%	26	7%	220	57%	136	35%
Use it only as a second home for personal/family use	60	15%	77	20%	44	12%	29	7%	236	61%	123	32%
Use it only as a seasonal/short-term rental	7	2%	11	3%	14	4%	5	1%	332	86%	25	7%
Use it only as a year-round rental	5	1%	2	1%	9	2%	6	2%	337	87%	15	4%
Use it as both a seasonal/part-time rental and second home for personal/family use	9	2%	19	5%	23	6%	10	3%	311	81%	47	12%
Hand it down to a family member	3	1%	3	1%	7	2%	199	52%	151	39%	209	54%
Sell it, but remain on Cape Cod	1	0%	1	0%	25	6%	57	15%	271	70%	81	21%
Sell it and relocate outside of Cape Cod	0	0%	4	1%	11	3%	29	7%	315	82%	42	11%

Q7a. What have/are you planning to charge on average per night for your short-term rental?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.01, n = 43	N	%	N	%	N	%	N	%	N	%
$100 - $199	2	20%	1	13%	0	0%	0	0%	3	7%
$200 - $299	0	0%	4	35%	0	0%	0	0%	4	8%
$300 - $399	3	33%	2	16%	0	0%	0	0%	5	12%
$400 - $499	0	0%	1	9%	1	9%	2	16%	4	9%
$500 - $599	2	17%	2	17%	2	20%	1	8%	6	15%
$600 - $699	0	0%	0	0%	0	0%	3	22%	3	7%
$700 - $799	1	11%	0	0%	1	13%	0	0%	2	5%
$800 - $899	0	0%	0	0%	1	13%	0	0%	1	3%
$1,000+	0	0%	1	11%	1	14%	2	12%	4	9%
Unsure	2	20%	0	0%	3	32%	6	42%	11	25%
Total	10	100%	10	100%	9	100%	13	100%	43	100%

Q7b. What have/are you planning to charge on average per month for your year-round rental?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.029, n = 12	N	%	N	%	N	%	N	%	N	%
$500 - $999	0	0%	0	0%	0	0%	1	28%	1	9%
$1,000 - $1,499	0	0%	0	0%	0	0%	2	44%	2	14%
$1,500 - $1,999	0	0%	0	0%	1	100%	0	0%	1	8%
$2,000 - $2,499	1	28%	1	54%	0	0%	0	0%	3	22%
$2,500 - $2,999	1	24%	0	0%	0	0%	0	0%	1	10%
$3,000 - $3,499	1	20%	0	0%	0	0%	0	0%	1	8%
$5,000- $5,499	1	28%	0	0%	0	0%	0	0%	1	11%
Unsure	0	0%	1	46%	0	0%	1	28%	2	19%
Total	5	100%	2	100%	1	100%	4	100%	12	100%

Q7c. How did/do you plan to find renters for your short-term rental?		
n = 39	N	%
Local private property management company	16	42%
Word-of-mouth, community relationships	15	40%
VRBO	15	39%
Airbnb	15	38%
Real estate agent	8	21%
Other short-term rental website	6	16%
Craigslist	3	8%
Other	2	5%
Non-local private property management company	1	2%
Total	39	100%

Q7d. How did/do you plan to find renters for your year-round rental?		
n = 11	N	%
Local private property management company	6	50%
Word-of-mouth, community relationships	5	43%
Zillow/Trulia	1	11%
Other year-round rental website	1	11%
Craigslist	1	11%
Real estate agent	1	10%
Non-local private property management company	1	8%
Other	1	8%
Total	11	100%

Question 8

Q8. Which of the following best describes your home on Cape Cod?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.002, n = 394	N	%	N	%	N	%	N	%	N	%
Single-family	94	77%	120	84%	68	85%	29	61%	312	79%
Two-family	0	0%	0	0%	1	1%	0	0%	1	0%
Three-family	1	1%	0	0%	0	0%	0	0%	1	0%
Condominium	26	21%	21	15%	11	14%	14	29%	72	18%
Multiple homes on one parcel	1	1%	1	1%	0	0%	2	4%	4	1%
Other	0	0%	1	1%	0	0%	3	6%	4	1%
Total	122	100%	143	100%	80	100%	48	100%	394	100%

Question 9

Q9. Do you currently have an auxiliary or accessory dwelling unit (ADU)?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.658, n = 396	N	%	N	%	N	%	N	%	N	%
Yes	8	6%	6	4%	2	2%	3	5%	18	4%
No	116	94%	138	96%	80	98%	46	95%	379	96%
Total	123	100%	143	100%	82	100%	48	100%	396	100%

Question 10

Q10. How many total bedrooms are in your home? (Including ADUs)	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.088, n = 391	N	%	N	%	N	%	N	%	N	%
1 bedroom	1	1%	1	1%	1	2%	3	6%	6	2%
2 bedrooms	25	21%	48	33%	17	21%	12	25%	102	26%
3 bedrooms	50	41%	66	46%	37	46%	23	49%	176	45%
4 bedrooms	33	28%	22	16%	18	23%	8	18%	82	21%
5 or more bedrooms, please specify	11	9%	6	4%	7	8%	1	2%	25	6%
Total	121	100%	143	100%	80	100%	47	100%	391	100%

Question 11

Q11. Do you have plans to make structural changes to your new home? (Select all that apply)		
n = 391	N	%
No, I do not plan to make any structural changes to my home	200	51%
Yes, I plan to make other improvements or renovations to my home	167	43%
Yes, I plan to expand the floorplan in other ways	45	11%
Yes, I plan to expand my property to include additional bedrooms	18	5%
Yes, I plan to add an auxiliary/accessory dwelling	18	5%
Total	391	100%

Question 12

Q12. [Answer if you have or plan to add an accessory dwelling unit] Do you expect family members, friends, or renters to use the additional dwelling unit? (Select all that apply)		
n = 32	N	%
Family members or friends, Seasonal/Temporary	14	42%
Family members or friends, Year-Round	13	40%
Year-Round Renters	5	17%
Seasonal/Temporary Renters	4	12%
Other	5	15%
Total	32	100%

Question 13

Q13: What have/are you planning to charge on average per month for your year-round ADU rental?		
p = 0.183, n = 6	N	%
$500 - $999	2	36%
$1,000 - $1,499	3	47%
$1,499 and higher	0	0%
Unsure	1	16%
Total	6	100%

Question 14

Q14. How did/do you plan to find renters for your year-round ADU rental?		
n = 5	N	%
Word-of-mouth, community relationships	5	100%
Other year-round rental website	1	18%
Craigslist	0	0%
Zillow/Trulia	0	0%
Real estate agent	0	0%
Local private property management company	0	0%
Non-local private property management company	0	0%
Other	0	0%
Total	5	

Note: percents do not sum to 100 because respondents could select multiple responses

Question 15

Q15: What have/are you planning to charge on average per night for your short-term ADU rental?		
n = 3	N	%
$500 - $999	0	0%
$1,000 - $1,499	0	0%
$1,499 and higher	0	0%
Unsure	3	100%
Total	3	100%

Note: only 3 individuals responded to this question, all three were unsure.

Question 16

Q16. How did/do you plan to find renters for your short-term ADU rental? (Select all that apply.)		
n = 3	N	%
Airbnb	1	33%
Other short-term rental website	1	33%
Local private property management company	1	33%
Word-of-mouth, community relationships	1	33%
Other	1	33%
VRBO	0	0%
Craigslist	0	0%
Real estate agent	0	0%
Non-local private property management company	0	0%
Total	5	

Note: percents do not sum to 100 because respondents could select multiple responses

Question 17

Q17: At the time you purchased your home, were you...	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p= 0.089 n=395	N	%	N	%	N	%	N	%	N	%
Employed	81	66%	93	65%	61	75%	38	80%	273	69%
Unemployed	0	0%	2	2%	1	1%	0	0%	3	1%
Furloughed	0	0%	1	1%	1	1%	0	0%	2	0%
Retired	42	34%	47	33%	17	20%	9	18%	114	29%
Otherwise out of the workforce (e.g., student, stay at home parent, etc.)	0	0%	0	0%	2	2%	1	3%	3	1%
Total	122	100%	143	100%	82	100%	48	100%	395	100%

Question 18

Q18: What was your work situation when purchasing your home?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.486, n = 273	N	%	N	%	N	%	N	%	N	%
I worked for an employer based off Cape Cod	50	62%	64	68%	41	67%	29	75%	183	67%
I worked for an employer based on Cape Cod	18	23%	24	25%	12	20%	7	17%	60	22%
I was self-employed	13	16%	6	6%	8	13%	3	8%	30	11%
Total	81	100%	93	100%	61	100%	38	100%	273	100%

Question 19

Q19. Has your employment status changed since purchasing your home?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.467, n = 392	N	%	N	%	N	%	N	%	N	%
Still employed but new employer	4	3%	9	7%	3	4%	2	3%	18	5%
Yes, now employed	6	5%	3	2%	4	4%	4	9%	17	4%
Yes, now unemployed	2	1%	3	2%	2	2%	0	0%	7	2%
Yes, now retired	8	7%	15	11%	3	4%	2	3%	28	7%
Yes, now otherwise out of the workforce	0	0%	1	1%	0	0%	1	2%	2	1%
No change	101	84%	109	77%	70	86%	40	83%	321	82%
Total	121	100%	141	100%	82	100%	48	100%	392	100%

Question 20

Q20. What is your current work situation? *	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.039, n = 35	N	%	N	%	N	%	N	%	N	%
I work for an employer based off Cape Cod	5	53%	3	25%	4	60%	6	100%	18	53%
I work for an employer based on Cape Cod	3	30%	9	75%	3	40%	0	0%	15	42%
I am self-employed	2	17%	0	0%	0	0%	0	0%	2	5%
Total	10	100%	12	100%	7	100%	6	100%	35	100%

Note: Answer if you are still employed but have a new employer or became employed since purchasing your home

Question 21

Q21. What is your current and anticipated work location?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
Currently p = 0.122	N	%	N	%	N	%	N	%	N	%
On-site	16	24%	19	28%	9	18%	7	20%	51	23%
Remotely/online	29	43%	29	42%	20	38%	15	44%	93	42%
On-site at client locations	1	1%	8	12%	3	5%	0	0%	12	5%
A combination of on-site and remotely	21	32%	13	19%	20	39%	12	36%	67	30%
Total	66	100%	70	100%	52	100%	34	100%	222	100%
In 6 Months p = 0.126										
On-site	17	26%	22	31%	14	26%	7	20%	59	27%
Remotely/online	16	24%	19	27%	13	26%	5	15%	53	24%
On-site at client locations	1	1%	8	12%	3	5%	1	3%	13	6%
A combination of on-site and remotely	30	45%	21	30%	23	43%	22	64%	95	43%
Total	64	96%	70	100%	52	99%	35	103%	220	99%

Question 22

Q22. [Answer if you are still employed but have a new employer, are currently employed, or if you became employed after buying your home] What industry/sector do you currently work in?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.147, n = 234	N	%	N	%	N	%	N	%	N	%
Retail (non-food related)	3	5%	1	2%	0	0%	0	0%	5	2%
Restaurants, Catering, and Food/Beverage Service	0	0%	1	1%	0	0%	0	0%	1	0%
Grocery Stores, Liquor Stores, Other Food/Beverage Store	0	0%	2	3%	0	0%	0	0%	2	1%
Wholesale Trade	1	1%	0	0%	0	0%	0	0%	1	0%
Information, Media, or Telecommunications Services	6	9%	4	6%	2	3%	1	3%	14	6%
Construction	1	1%	3	4%	1	2%	1	4%	7	3%
Finance and Insurance	8	11%	7	9%	8	15%	4	12%	27	11%
Real Estate, Rental, Leasing	0	0%	1	2%	4	7%	1	3%	6	2%
Professional and Technical Services	14	20%	13	17%	8	15%	5	16%	41	18%
Management, Administration, Waste Services	2	3%	0	0%	0	0%	0	0%	2	1%
Education Services	8	11%	11	15%	8	14%	4	11%	30	13%
Health Care and Social Assistance	13	18%	8	11%	8	14%	4	11%	32	14%
Arts, Entertainment, Culture	0	0%	1	2%	2	4%	4	12%	8	3%
Transportation, Warehousing, Utilities	1	2%	4	5%	0	0%	0	0%	5	2%
Other (specify)	13	18%	17	24%	15	26%	10	29%	55	23%
Total	71	100%	73	100%	55	100%	35	100%	234	100%

Question 23

Q23. [Do NOT answer if you are a year-round resident or if you are already retired] If you do not currently live on Cape Cod full-time but plan to move to the Cape permanently, what are your expectations regarding employment once relocated to the Cape? (Choose one)	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.394, n = 98	N	%	N	%	N	%	N	%	N	%
Work full-time	6	28%	1	5%	5	14%	6	28%	18	18%
Work part-time	4	19%	6	26%	8	24%	3	16%	22	22%
Retire	8	34%	7	29%	8	26%	5	25%	28	28%
Other	0	0%	0	0%	3	9%	0	0%	3	3%
N/A, I do not plan to live on the Cape full-time	4	18%	10	40%	8	26%	6	30%	29	29%
Total	22	100%	25	100%	31	100%	21	100%	99	100%

Question 24

Q24. [Only answer if you do not currently live on the Cape but plan to move there permanently] Once I move to the Cape permanently, I expect to:	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.229, n = 39	N	%	N	%	N	%	N	%	N	%
Continue to work for my current employer on the Cape	2	23%	0	0%	3	28%	1	15%	7	18%
Work for a new employer on the Cape	1	7%	3	32%	1	7%	3	31%	7	17%
Continue to work for my current employer based Off-Cape	2	20%	2	27%	2	19%	0	0%	7	17%
Start or relocate my own business on the Cape	0	0%	0	0%	2	16%	1	12%	3	8%
Continue working for my own business Off-Cape	0	0%	1	12%	0	0%	0	0%	1	2%
Continue working for my own business that operates mostly online	1	9%	1	17%	0	0%	0	0%	2	5%
Start or continue freelance work for a mix of clients, both on and off Cape Cod		0%	0	0%	0	0%	0	0%	1	3%
I'm not sure	4	41%	1	13%	3	22%	3	42%	11	29%
Other	0	0%	0	0%	1	8%	0	0%	1	2%
Total	10	100%	8	100%	12	100%	8	100%	39	100%

Question 25

Q25. What best describes your internet connectivity?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.106, n = 392	N	%	N	%	N	%	N	%	N	%
I access the internet at home through a fixed connection (DSL, fiber, cable, home wireless network, etc.)	118	97%	133	94%	74	93%	47	98%	372	95%
I access the internet at home through a satellite	2	2%	2	1%	2	3%	0	0%	6	1%
I access the internet at home through a hotspot	1	1%	0	0%	1	1%	1	2%	3	1%
I access the internet primarily through my phone	1	1%	7	5%	1	1%	0	0%	9	2%
I do not have internet access	0	0%	0	0%	1	1%	0	0%	1	0%
Other	0	0%	0	0%	1	2%	0	0%	1	0%
Total	122	100%	142	100%	80	100%	48	100%	392	100%

Question 26

Q26. How many people in your household on average are typically using the internet at once?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.103, n = 393	N	%	N	%	N	%	N	%	N	%
1-2	89	73%	119	84%	54	67%	32	66%	294	75%
3-4	32	26%	21	15%	25	31%	15	31%	93	24%
5-6	1	1%	2	1%	2	3%	1	3%	7	2%
Total	122	100%	142	100%	81	100%	48	100%	393	100%

Question 27

Q27. Please select the sentence below that best describes your internet service on Cape.	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.896, p = 0.896	N	%	N	%	N	%	N	%	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.)	91	75%	101	71%	56	71%	39	80%	287	73%
My internet service causes some problems for me and/or others in my household while trying to perform necessary tasks, but the problems have not been significant	27	22%	31	21%	18	23%	7	14%	82	21%
My internet service is inadequate for performing necessary tasks	3	3%	9	6%	4	5%	3	6%	19	5%
It has not been necessary for me to use the internet on Cape Cod	0	0%	1	1%	0	0%	0	0%	1	0%
Other	1	1%	1	1%	1	1%	0	0%	3	1%
Total	122	100%	143	100%	79	100%	48	100%	393	100%

Question 28

Q28. Which of the following best describes the reason your internet is inadequate, or you do not subscribe to internet service?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.043, n = 19	N	%	N	%	N	%	N	%	N	%
Service or upgraded service is not available	0	0%	6	60%	3	68%	0	0%	8	43%
Service or upgraded service is too expensive	1	35%	2	26%	0	0%	3	100%	6	34%
I do not know how to subscribe to or upgrade internet service (e.g., it is confusing, information is unavailable in appropriate language)	0	0%	0	0%	1	32%	0	0%	1	6%
Other	2	65%	1	14%	0	0%	0	0%	3	17%
Total	3	100%	9	100%	4	100%	3	100%	19	100%

*Respondents only answered this question if their internet is inadequate to perform necessary tasks

Question 29

Q29. How often do you or your family use any of the following types of public facilities? [Mark one bubble per row]	Once a week or more	A few times a month	Once a month	Once every few months	Once or twice a year	Never	n
Town Beaches	50%	28%	7%	6%	6%	4%	392
Town Transfer Stations	36%	16%	7%	8%	7%	27%	391
Conservation Lands	19%	25%	16%	16%	13%	12%	391
National Seashore	16%	15%	16%	20%	23%	10%	390
Public Parks	14%	23%	22%	16%	13%	12%	390
Libraries	12%	20%	13%	14%	15%	27%	389
Public Golf Course	8%	7%	4%	7%	15%	60%	386
Town Boat Landings	6%	7%	6%	7%	10%	64%	392
Town Recreation Programs	3%	11%	10%	9%	15%	52%	388
Visitor Centers	2%	3%	5%	12%	29%	49%	389
Senior Centers or Services	2%	5%	4%	2%	7%	80%	389
Public Transit	0%	1%	2%	5%	10%	82%	390

Question 30

Q30. Please indicate which of the following private services you typically use while staying in your Cape Cod home and/or in maintaining your Cape Cod home. For those services you do utilize in relation to your home, please indicate whether the vendors you use are primarily based on or off the Cape. [Mark one bubble per row]	On-Cape Vendor	Off-Cape Vendor	Unsure if On or Off Cape Vendor	Don't Use	n
Trade/Repair Services	81%	7%	3%	9%	385
Emergency Room or Other	63%	12%	6%	19%	385
Construction Services	60%	3%	3%	33%	385
Landscaper/Yard Service	58%	1%	2%	40%	386
Banking	53%	38%	2%	6%	386
Insurance Services	49%	46%	2%	4%	386
Primary Care Physician	47%	43%	1%	9%	385
Legal Services	44%	27%	2%	27%	384
Medical Specialist	36%	47%	2%	15%	384
Private Trash Collection	36%	0%	3%	61%	385
Snow Plowing	30%	0%	4%	67%	385
Accounting Services	18%	39%	1%	42%	387
Security Services	15%	9%	4%	72%	386
Investment Services	8%	68%	1%	23%	387
Childcare	4%	1%	4%	91%	371

Question 31

Q31. While purchasing goods for your home on the Cape, where do you or your immediate family typically shop for the items listed below?	My Town or Neighboring Towns On-Cape	Elsewhere On Cape	Off-Cape	Online	N/A	n
Groceries	94%	3%	2%	1%	0%	392
Garden Supplies	88%	6%	2%	0%	4%	392
Hardware/Building Supplies	86%	8%	4%	1%	1%	386
Office Supplies	49%	9%	6%	25%	11%	389
Clothing	44%	11%	14%	30%	1%	391
Appliances	44%	20%	11%	12%	13%	390
Sports/Recreation Equipment	36%	14%	9%	26%	16%	391
Household Furnishing	34%	16%	21%	24%	5%	390
Other (please specify)	26%	6%	3%	2%	63%	388

Question 32

Q32.If you have used an off-Cape vendor, please select the primary reason why.	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.498, n = 362	N	%	N	%	N	%	N	%	N	%
The service I need is not available on Cape Cod	16	14%	24	18%	13	18%	7	15%	60	17%
The price of the service is higher on Cape Cod	19	17%	16	12%	9	13%	5	11%	49	14%
The services are not needed while you are using your home	6	6%	5	4%	6	8%	1	2%	18	5%
The quality of the service is lower on Cape Cod	3	3%	7	6%	0	0%	5	10%	15	4%
I already have a service provider based off-Cape	51	45%	59	45%	36	49%	25	53%	170	47%
Other (specify)	3	2%	6	5%	5	7%	1	2%	15	4%
Not applicable	14	13%	13	10%	3	4%	4	8%	34	9%
Total	113	100%	130	100%	72	100%	47	100%	362	100%

Question 33

Q33. Where was your primary residence prior to this home?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.116, n = 251	N	%	N	%	N	%	N	%	N	%
In the US	77	99%	106	99%	46	100%	17	92%	247	99%
If not in US, country	0	0%	1	1%	0	0%	2	8%	3	1%
This has always been my primary residence	1	1%	0	0%	0	0%	0	0%	1	0%
Total	78	100%	108	100%	46	100%	19	100%	251	100%

Question 34

Q34. Do you own more than one home on Cape Cod?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.052, n = 384	N	%	N	%	N	%	N	%	N	%
Yes	4	3%	1	1%	5	6%	4	8%	13	3%
No	112	97%	141	99%	74	94%	44	92%	371	97%
Total	115	100%	142	100%	79	100%	48	100%	384	100%

Question 35

Q35. How many homes do you own on Cape Cod? [Only answer if you own more than one home on Cape Cod]	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.142, n = 13	N	%	N	%	N	%	N	%	N	%
2	4	100%	0	0%	4	76%	4	100%	11	85%
3	0	0%	1	100%	1	24%	0	0%	2	15%
4	0	0%	0	0%	0	0%	0	0%	0	0%
Total	4	100%	1	100%	5	100%	4	100%	13	100%

Question 36

Q36. Which of the following best describes your gender?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.117, n = 382	N	%	N	%	N	%	N	%	N	%
Male	60	52%	70	50%	35	45%	27	58%	192	50%
Female	50	43%	69	49%	39	50%	19	40%	177	46%
Other	0	0%	0	0%	0	0%	1	2%	1	0%
Prefer not to answer	6	5%	2	1%	4	5%	0	0%	12	3%
Total	115	100%	141	100%	79	100%	47	100%	382	100%

Question 37

Q37. What is your race/ethnicity? n = 383	N	%
White	357	93%
Hispanic	7	2%
Black	5	1%
Asian	3	1%
Prefer not to answer	15	4%
Total	383	

Note: Does not sum to 100% because respondents could select multiple options.

Question 38

Q38. What is the highest level of education you have completed?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.093, n = 323	N	%	N	%	N	%	N	%	N	%
High school graduate or GED	2	2%	7	5%	1	1%	0	0%	10	3%
Some college, no degree	6	5%	11	7%	4	5%	0	0%	21	5%
Associate degree	6	5%	11	8%	3	4%	0	0%	20	5%
Bachelor's degree	48	41%	40	28%	25	32%	19	41%	132	34%
Graduate or professional degree	54	47%	73	51%	46	58%	28	59%	200	52%
Total	115	100%	142	100%	79	100%	47	100%	383	100%

Question 39

Q39. Please enter your age.	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.067, n = 371	N	%	N	%	N	%	N	%	N	%
under 35	6	5%	11	8%	7	9%	2	3%	25	7%
35-44	11	10%	10	7%	7	9%	6	13%	34	9%
45-54	20	17%	11	8%	14	19%	9	19%	54	14%
55-64	33	29%	47	35%	31	41%	15	33%	126	34%
65-74	28	24%	50	36%	10	14%	12	26%	100	27%
75+	16	14%	7	5%	6	9%	3	6%	33	9%
Total	113	100%	137	100%	74	100%	47	100%	371	100%

Question 40

Q40. How many people, including yourself, live in your home?		
n = 383	N	%
1	69	18%
2	213	56%
3	48	12%
4	38	10%
5 or more	16	4%
Total	383	100%

Question 41

Q41. Where did your child(ren) attend school for the 2020-2021 school year (when the school was open)?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.191, n = 167	N	%	N	%	N	%	N	%	N	%
On Cape Cod	6	10%	12	25%	6	14%	1	5%	25	15%
Other location in Massachusetts	10	18%	5	11%	13	30%	5	26%	33	20%
Other location in New England	0	0%	1	2%	2	5%	0	0%	3	2%
In United States, outside Massachusetts	5	9%	5	11%	5	12%	4	21%	19	12%
Other	37	64%	25	51%	16	38%	9	48%	87	52%
Total	58	100%	48	100%	42	100%	18	100%	167	100%

Note: only answer if children 18 and younger live in your home

Question 42

"[*Only answer if children 18 and younger live in your home*]
Where will your child(ren) attend school for the **2021-2022** school year (when the school is open)?"

There were no responses to this question

Question 43

Q43. What was your annual household income (before taxes) in 2020?	Region of Cape									
	Upper Cape		Mid Cape		Lower Cape		Outer Cape		Total	
p = 0.066, n = 354	N	%	N	%	N	%	N	%	N	%
Less than $24,999	0	0%	2	1%	0	0%	1	2%	3	1%
$25,000 - $49,999	8	7%	8	6%	5	7%	1	2%	22	6%
$50,000 - $74,999	9	8%	16	12%	4	5%	0	0%	28	8%
$75,000 - $99,999	14	13%	22	17%	7	10%	4	9%	47	13%
$100,000 - $149,999	22	20%	25	19%	15	20%	8	18%	69	19%
$150,000 - $249,999	29	27%	36	27%	18	26%	9	20%	93	26%
$250,000 or more	27	25%	21	16%	23	32%	22	49%	93	26%
Total	108	100%	131	100%	71	100%	45	100%	354	100%

Question 44

Q44. What was the purchase price of your home?		
n = 377	N	%
$0-$369,999	94	25%
$370,000-$499,999	94	25%
$500,000-$749,000	94	25%
$750,000+	94	25%
Total	377	100%

Note: The data were weighted on region and house price, hence the even distribution across all categories; in the table below **unweighted** results are presented.

Q44. What was the purchase price of your home? UNWEIGHTED RESULTS		
n = 377	N	%
$0-$369,999	74	20%
$370,000-$499,999	105	28%
$500,000-$749,000	119	32%
$750,000+	79	21%
Total	377	100%

Question 45

Q45. How many years have you lived on Cape Cod (part time and/or full time)?		
n = 364	N	%
Less than 5	235	64%
5 - 9	21	6%
10 - 15	18	5%
15 - 20	17	5%
More than 20	75	20%
Total	364	100%