



THE NCSTM
The National Citizen SurveyTM

Lower Merion Township, PA

Comparisons by Geographic Subgroups

2016



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Summary

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA). The survey and its administration are standardized to assure high quality research methods and directly comparable results across The NCS communities. This report discusses differences in opinion of survey respondents by Ward.

Responses in the following tables show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good,” or the percent of respondents who attended a public meeting more than once a month. ANOVA and chi-square tests of significance were applied to these comparisons of survey questions. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between Ward are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they have been shaded grey.

The margin of error for this report is generally no greater than plus or minus three percentage points around any given percent reported for the entire sample (847 completed surveys). For each Ward grouping (Wards 1 & 2; Wards 3, 9 & 13; Wards 7, 12 & 14; Wards 4 & 8; Wards 5 & 10; and Wards 6 & 11), the margin of error rises to approximately plus or minus nine percentage points since sample sizes were approximately 135 for grouping 1, 139 for grouping 2, 204 for grouping 3, 113 for grouping 4, 144 for grouping 5 and 112 in grouping 6. Notable differences between Ward groupings included the following:

- Rating differences between Ward groupings varied within the pillar of Community Characteristics. Although ratings were favorable among all wards, residents living in Ward grouping 4 & 8 were less likely to give positive ratings to general aspects of Community Characteristics such as the overall quality of life in Lower Merion Township, the overall image or reputation and the overall appearance of the Township compared to the other Ward groupings. Ward grouping 5 & 10 were most inclined to positively rate the vibrant downtown/commercial areas than those in the other Ward groupings.
- Within the pillar of Governance, the Ward 4 & 8 grouping tended to rate the job Lower Merion Township does at being honest less favorably than those living in other Wards. Ward grouping 6 & 11 tended to rate recreation centers and facilities less favorably compared its counterparts.
- Fewer differences among Ward groupings were noted within Participation; however, there were a few notable items. Residents living in the combined Wards 4 & 8 were less likely to report that they would recommend living in Lower Merion Township to someone who asks than residents living in the other combined areas. Ward grouping 7, 12 & 14 was substantially more likely to report that they used Lower Merion Township recreation centers or their services than the other ward groupings.
- As it related to Lower Merion Township’s special interest questions, residents living in all Ward groupings except Wards 4 & 8 were more likely to report that they used the Township Library services in person.

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Table 1: Community Characteristics - General

Percent rating positively (e.g., excellent/good)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
The overall quality of life in Lower Merion Township	98%	95%	96%	89%	93%	98%	95%
Overall image or reputation of Lower Merion Township	96%	98%	95%	88%	95%	94%	94%
Lower Merion Township as a place to live	99%	97%	98%	94%	97%	99%	97%
Your neighborhood as a place to live	97%	97%	96%	93%	94%	98%	96%
Lower Merion Township as a place to raise children	99%	97%	97%	93%	92%	95%	96%
Lower Merion Township as a place to retire	73%	62%	65%	66%	66%	67%	66%
Overall appearance of Lower Merion Township	95%	95%	90%	80%	89%	96%	90%

Table 2: Community Characteristics - Safety

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Overall feeling of safety in Lower Merion Township	96%	88%	93%	95%	95%	96%	94%
In your neighborhood during the day	100%	94%	99%	95%	99%	97%	97%
In Lower Merion Township's downtown/commercial areas during the day	96%	96%	97%	95%	96%	98%	97%

Table 3: Community Characteristics - Mobility

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Overall ease of getting to the places you usually have to visit	79%	84%	81%	69%	72%	85%	78%
Traffic flow on major streets	56%	53%	49%	23%	35%	44%	44%
Ease of public parking	40%	52%	47%	44%	25%	39%	42%
Ease of travel by car in Lower Merion Township	67%	74%	66%	49%	50%	63%	61%
Ease of travel by public transportation in Lower Merion Township	40%	41%	43%	51%	58%	42%	47%
Ease of travel by bicycle in Lower Merion Township	28%	35%	29%	37%	32%	30%	32%
Ease of walking in Lower Merion Township	51%	62%	62%	74%	71%	50%	63%
Availability of paths and walking trails	74%	76%	61%	65%	62%	52%	65%

Table 4: Community Characteristics - Natural Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Quality of overall natural environment in Lower Merion Township	96%	95%	87%	84%	81%	88%	88%
Air quality	92%	89%	82%	80%	73%	89%	83%
Cleanliness of Lower Merion Township	94%	95%	90%	77%	82%	92%	88%

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Table 5: Community Characteristics - Built Environment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Overall "built environment" of Lower Merion Township (including overall design, buildings, parks and transportation systems)	75%	81%	76%	62%	65%	72%	72%
Public places where people want to spend time	80%	81%	78%	71%	68%	70%	75%
Variety of housing options	66%	69%	60%	55%	55%	64%	61%
Availability of affordable quality housing	41%	33%	32%	36%	26%	39%	34%
Overall quality of new development in Lower Merion Township	58%	50%	57%	56%	60%	49%	56%

Table 6: Community Characteristics - Economy

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Overall economic health of Lower Merion Township	93%	93%	91%	86%	85%	96%	90%
Lower Merion Township as a place to work	82%	88%	78%	77%	73%	80%	80%
Lower Merion Township as a place to visit	77%	74%	70%	82%	73%	72%	74%
Employment opportunities	62%	51%	55%	50%	51%	60%	54%
Shopping opportunities	73%	69%	75%	73%	85%	80%	76%
Cost of living in Lower Merion Township	40%	39%	40%	46%	33%	39%	39%
Overall quality of business and service establishments in Lower Merion Township	78%	75%	78%	74%	82%	87%	79%
Vibrant downtown/commercial areas	55%	53%	59%	60%	70%	52%	59%

Table 7: Community Characteristics - Recreation and Wellness

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Health and wellness opportunities in Lower Merion Township	86%	84%	87%	71%	81%	83%	82%
Fitness opportunities (including exercise classes and paths or trails, etc.)	76%	78%	64%	63%	63%	65%	68%
Recreational opportunities	83%	73%	67%	66%	68%	70%	71%
Availability of affordable quality food	79%	70%	83%	83%	72%	81%	78%
Availability of affordable quality health care	85%	76%	86%	77%	81%	83%	82%
Availability of preventive health services	91%	78%	86%	73%	81%	90%	83%
Availability of affordable quality mental health care	79%	59%	66%	68%	60%	66%	66%

Table 8: Community Characteristics - Education and Enrichment

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Overall opportunities for education and enrichment	91%	93%	93%	87%	84%	95%	91%
Availability of affordable quality child care/preschool	75%	50%	67%	57%	57%	67%	62%
K-12 education	93%	95%	97%	94%	93%	96%	95%
Adult educational opportunities	85%	77%	76%	67%	77%	91%	78%
Opportunities to attend cultural/arts/music activities	74%	61%	68%	60%	64%	67%	66%

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Table 9: Community Characteristics - Community Engagement

Percent rating positively (e.g., excellent/good, very/somewhat safe)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Opportunities to participate in social events and activities	67%	59%	64%	60%	60%	64%	62%
Opportunities to volunteer	77%	68%	70%	60%	61%	81%	69%
Opportunities to participate in community matters	78%	69%	71%	62%	60%	68%	68%
Openness and acceptance of the community toward people of diverse backgrounds	67%	58%	62%	58%	54%	55%	59%
Neighborliness of residents in Lower Merion Township	63%	59%	67%	59%	57%	52%	61%

Table 10: Governance - General

Percent rating positively (e.g., excellent/good)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Lower Merion Township	88%	89%	90%	85%	86%	88%	88%
The value of services for the taxes paid to Lower Merion Township	64%	70%	68%	62%	61%	61%	65%
The overall direction that Lower Merion Township is taking	66%	74%	70%	56%	60%	72%	66%
The job Lower Merion Township government does at welcoming citizen involvement	60%	70%	60%	53%	48%	64%	59%
Overall confidence in Lower Merion Township government	71%	70%	71%	66%	58%	71%	68%
Generally acting in the best interest of the community	74%	75%	69%	61%	58%	66%	67%
Being honest	73%	72%	70%	53%	64%	70%	67%
Treating all residents fairly	71%	70%	69%	52%	58%	65%	65%
Overall customer service by Lower Merion Township employees (police, receptionists, planners, etc.)	86%	84%	87%	83%	89%	84%	86%
The Federal Government	50%	59%	56%	46%	49%	32%	50%

Table 11: Governance - Safety

Percent rating positively (e.g., excellent/good)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Police services	96%	96%	91%	86%	95%	96%	93%
Fire services	98%	99%	98%	93%	99%	100%	98%
Ambulance or emergency medical services	97%	91%	98%	90%	99%	99%	96%
Crime prevention	90%	80%	91%	84%	90%	96%	88%
Fire prevention and education	91%	84%	92%	85%	91%	94%	90%
Animal control	74%	80%	75%	74%	74%	77%	76%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	81%	75%	84%	66%	78%	80%	78%

Table 12: Governance - Mobility

Percent rating positively (e.g., excellent/good)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Traffic enforcement	68%	68%	70%	54%	67%	75%	67%
Street repair	48%	59%	50%	38%	45%	43%	48%
Street cleaning	68%	66%	61%	67%	65%	57%	64%
Street lighting	60%	63%	62%	61%	71%	50%	62%
Snow removal	78%	82%	68%	68%	70%	72%	73%
Sidewalk maintenance	59%	70%	51%	55%	51%	49%	56%
Traffic signal timing	63%	65%	57%	48%	53%	47%	56%
Bus or transit services	58%	59%	62%	68%	71%	55%	63%

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Table 13: Governance - Natural Environment

Percent rating positively (e.g., excellent/good)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Garbage collection	92%	88%	86%	87%	86%	70%	85%
Recycling	78%	84%	81%	70%	79%	70%	78%
Yard waste pick-up	90%	78%	72%	70%	71%	61%	74%
Drinking water	85%	88%	84%	77%	81%	77%	83%
Preservation of natural areas such as open space, farmlands and greenbelts	75%	72%	66%	56%	50%	64%	64%
Lower Merion Township open space	75%	69%	61%	53%	51%	64%	62%

Table 14: Governance - Built Environment

Percent rating positively (e.g., excellent/good)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Storm drainage	70%	85%	74%	64%	74%	58%	72%
Sewer services	91%	91%	86%	74%	84%	85%	85%
Power (electric and/or gas) utility	67%	88%	79%	81%	79%	63%	77%
Land use, planning and zoning	55%	67%	53%	44%	47%	51%	53%
Code enforcement (weeds, abandoned buildings, etc.)	65%	69%	66%	57%	64%	52%	63%
Cable television	71%	67%	70%	71%	66%	60%	68%

Table 15: Governance - Economy

Percent rating positively (e.g., excellent/good)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Economic development	70%	67%	70%	57%	68%	65%	67%

Table 16: Governance - Recreation and Wellness

Percent rating positively (e.g., excellent/good)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Township parks	93%	94%	88%	83%	81%	84%	87%
Recreation programs or classes	89%	85%	81%	76%	83%	76%	82%
Recreation centers or facilities	84%	77%	75%	79%	67%	58%	74%
Health services	91%	83%	86%	74%	88%	90%	85%

Table 17: Governance - Education and Enrichment

Percent rating positively (e.g., excellent/good)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Public library services	95%	95%	90%	88%	92%	91%	92%
Township-sponsored special events	68%	72%	73%	65%	68%	65%	69%

Table 18: Governance - Community Engagement

Percent rating positively (e.g., excellent/good)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Public information services	87%	87%	87%	81%	85%	82%	85%

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Table 19: Participation General

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Sense of community	68%	69%	72%	62%	62%	64%	67%
Recommend living in Lower Merion Township to someone who asks	99%	98%	96%	86%	95%	97%	95%
Remain in Lower Merion Township for the next five years	91%	92%	89%	78%	84%	89%	87%
Contacted Lower Merion Township (in-person, phone, email or web) for help or information	61%	61%	54%	51%	49%	45%	54%

Table 20: Participation - Safety

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Was NOT the victim of a crime	90%	89%	92%	88%	92%	96%	91%
Did NOT report a crime	85%	83%	85%	79%	83%	91%	84%
Stocked supplies in preparation for an emergency	28%	26%	28%	35%	25%	30%	28%

Table 21: Participation - Mobility

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Walked or biked instead of driving	55%	73%	75%	77%	81%	49%	70%
Carpooled with other adults or children instead of driving alone	40%	52%	47%	44%	43%	43%	45%
Used bus, rail, subway or other public transportation instead of driving	47%	47%	73%	75%	76%	58%	64%

Table 22: Participation - Natural Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Recycle at home	99%	96%	99%	92%	92%	94%	96%
Made efforts to make your home more energy efficient	82%	83%	76%	72%	81%	67%	77%
Made efforts to conserve water	81%	77%	79%	69%	79%	74%	77%

Table 23: Participation - Built Environment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
NOT under housing cost stress	88%	79%	77%	76%	75%	79%	79%
Did NOT observe a code violation	77%	67%	74%	63%	68%	64%	69%

Table 24: Participation - Economy

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Purchase goods or services from a business located in Lower Merion Township	97%	99%	99%	94%	99%	98%	98%
Economy will have positive impact on income	35%	35%	30%	30%	29%	23%	30%
Work in Lower Merion Township	35%	47%	29%	31%	26%	30%	33%

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Table 25: Participation - Recreation and Wellness

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Used Lower Merion Township recreation centers or their services	47%	47%	60%	36%	38%	41%	46%
Visited a neighborhood park or Township park	83%	89%	92%	87%	78%	71%	85%
Eat at least 5 portions of fruits and vegetables a day	94%	89%	91%	82%	91%	88%	90%
Participate in moderate or vigorous physical activity	94%	92%	87%	90%	88%	89%	90%
Reported being in "very good" or "excellent" health	81%	75%	73%	67%	73%	81%	75%

Table 26: Participation - Education and Enrichment

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Used Lower Merion Township public libraries or their services	71%	77%	74%	69%	72%	68%	72%
Attended a Township-sponsored event	32%	42%	41%	41%	43%	34%	39%

Table 27: Participation - Community Engagement

Percent rating positively (e.g., always/sometimes, more than once a month, yes)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Campaigned or advocated for an issue, cause or candidate	26%	34%	28%	33%	27%	32%	30%
Contacted Lower Merion Township elected officials (in-person, phone, email or web) to express your opinion	17%	22%	23%	20%	30%	23%	23%
Volunteered your time to some group/activity in Lower Merion Township	34%	36%	37%	42%	30%	31%	35%
Participated in a club	30%	21%	21%	25%	24%	30%	24%
Talked to or visited with your immediate neighbors	95%	97%	91%	89%	90%	86%	91%
Done a favor for a neighbor	81%	94%	81%	78%	81%	86%	83%
Attended a local public meeting	20%	19%	26%	23%	23%	16%	22%
Watched (online or on television) a local public meeting	26%	31%	25%	27%	20%	22%	25%
Read or watch local news (via television, paper, computer, etc.)	82%	88%	81%	75%	88%	78%	82%
Vote in local elections	93%	94%	89%	88%	90%	96%	91%

Table 28: Community Focus Areas

Percent rating positively (e.g., essential/very important)	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Overall feeling of safety in Lower Merion Township	87%	99%	91%	82%	89%	93%	90%
Overall ease of getting to the places you usually have to visit	84%	81%	85%	91%	88%	78%	85%
Quality of overall natural environment in Lower Merion Township	89%	85%	88%	90%	83%	80%	86%
Overall "built environment" of Lower Merion Township (including overall design, buildings, parks and transportation systems)	90%	81%	83%	87%	79%	76%	83%
Health and wellness opportunities in Lower Merion Township	69%	70%	69%	76%	69%	62%	70%
Overall opportunities for education and enrichment	82%	83%	80%	70%	76%	77%	78%
Overall economic health of Lower Merion Township	92%	92%	88%	85%	88%	89%	89%
Sense of community	82%	80%	78%	77%	78%	74%	79%

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Table 29: Satisfaction with Police Department

Please rate how satisfied, if at all, you are with these aspects of the Lower Merion Police Department: (Percent rating as "Very satisfied" or "Somewhat satisfied").	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Overall Police Department	99%	97%	96%	95%	95%	99%	97%
Response time of officers	98%	97%	99%	98%	98%	100%	98%
Department presence in your neighborhood	94%	93%	97%	94%	89%	96%	94%
Department's ability to respond to problems in your neighborhood	96%	92%	97%	89%	96%	99%	95%
Personal confidence in the Police Department	97%	94%	95%	88%	96%	97%	95%
Personal respect for the Police Department officers and employees	99%	96%	98%	94%	96%	99%	97%
Police Department's interactions with the community	96%	91%	94%	88%	92%	92%	92%

Table 30: Used Library Services In-Person

In the last 12 months, how often, if at all, have you or a member of your household used Lower Merion Township Library services in person?	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
	70%	79%	75%	59%	75%	71%	72%

Table 31: Used Library Services Online

In the last 12 months, how often, if at all, have you or a member of your household used Lower Merion Township Library services online?	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
	33%	50%	48%	51%	49%	32%	45%

Table 32: Sources of Information

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Township government and its activities, events and services: (Percent rating as "Major source" or "Minor source").	Ward						Overall
	Wards 1 & 2	Wards 3,9 & 13	Wards 7, 12 & 14	Wards 4 & 8	Wards 5 & 10	Wards 6 & 11	
Printed communications (i.e., newsletters, flyers and pamphlets, annual report and calendar)	87%	88%	91%	86%	88%	87%	88%
Township website (www.LowerMerion.org)	79%	86%	85%	80%	89%	81%	84%
LMTV on TV or online (lmtv.viebit.com)	32%	42%	40%	43%	38%	42%	40%
Blackboard Connect telephone and email alert system	57%	55%	63%	51%	53%	61%	57%
Facebook and other social media	40%	47%	48%	52%	38%	37%	44%