

Social Networks:
Decision-Making Information Source
The Real Estate Market

Overall
Response Rate (%)

Response Rate (%)	Color
>= 80%	Dark Red
5 - 80%	Red
< 5%	Light Yellow

Importance	Color
Not Important	Light Yellow
Low Importance	Orange
Medium Importance	Red
Very Important	Dark Red

Note: The total residential survey
response rate equaled ~44%.
No response per block
was greater than 10%.

Fernan Lake

Coeur
d'Alene
Lake



0 0.15 0.3 0.6 Miles
0 0.2 0.4 0.8 Kilometers