City of Missoula Survey

Produced by:

Sara Rinfret, Ph.D.
Director, Master of Public Administration Program
Co-Director, Social Science Research Laboratory
University of Montana
32 Campus Drive
Missoula, MT 59812
Email: sara.rinfret@umontana.edu
Phone: 406-243-4702

&

Chuck Harris, Social Science Research Laboratory System Administrator
Shane St. Onge, Masters of Public Administration Graduate Student
Samuel Scott, Masters of Public Administration Graduate Student

Table of Contents

Overview & Methodology

Spring 2018 the City of Missoula requested that a research team from the University of Montana's Social Science Research Laboratory (SSRL) conduct a telephone survey of active registered voters within city-limits. The purpose of the survey was to examine perceptions regarding citizen satisfaction with municipal services more broadly.

The University of Montana's SSRL created a 14-question telephone survey. Dr. Sara Rinfret led a team of Master of Public Administration student researchers in the creation of the survey instrument. To provide high quality results, trained interviewers from WestGroup Research of Phoenix, Arizona conducted the phone survey. The University of Montana research team was responsible for the analysis of the data collected. The survey was conducted March 1-20, 2018 with 606 randomly selected City of Missoula registered voters. Survey results are valid with a margin of error (MOE) of +/- 4 at a 95 percent confidence level.[1] The statistical analysis of the survey data was conducted with the Statistical Package for the Social Sciences (SPSS). ArcGIS was used to provide a geographic context for the data. Tableau and NVivo software provided data visualizations.

Although the telephone calls were randomly selected from zip codes within the city limits of Missoula, respondents were asked pre-screening questions to ensure the accuracy of the results. Respondents were asked: do you live in the City of Missoula; what are the two streets that intersect in your neighborhood? The data from the pre-screening questions where evaluated within a spatial context to ensure the sample was indeed within city limits. Twelve respondents listed intersections that were further than one half mile outside of city-limits and removed from the dataset, leaving a final survey population of 594.

Even though telephone surveys are scientifically rigorous, there are limitations. For instance, only voters listing a phone number when registering to vote in Montana were in the population sampled for the survey. The telephone survey was also conducted in English, which would limit the participation of non-English speaking active voters in Montana. We do not believe that these limitations overshadow the quality of information provided in this report.

The following report provides an overview of demographic data and results from each survey questions. Specifically, this report documents:

- 23.5 percent of respondents believe housing is the most pressing issue for Missoula
- 79.8 percent of individuals classify their quality of life in Missoula as excellent or good
- Missoula fire services received the strongest level of satisfaction from respondents
- 54 percent of participants strongly support/support the adoption of a three percent tourist-orientated tax

---

[1]If we ran the survey 100 times with the same procedure, and selected a different random sample each time the +/- 4% interval around the survey response should, in 95 of those 100 surveys, contain the same answer from asking everyone in the population.

Section I: Overview of Demographic Data

The respondents from the City of Missoula survey contained 48.5 percent men and 47.3 percent women. The majority of respondents were within the ages of 27-66 or older and 62.5 percent own a home. Participants varied in their total household income. For example, 20.7 percent of the sample earned $15,000-34,999 per year. Slightly over half of the respondents (50.7 percent) made more than $50,000 per year. A significant majority (81.6 percent) said that they did vote in the Fall 2017 election.

Table 1: Demographics

	Survey Respondents
Gender	**Percentage**
Male	48.5%
Female	47.3%
Gender Neutral	0.5%
Prefer not to answer	3.7%
Age	
18-26	9.3%
27-46	29.3%
47-66	26.6%
67 or older	29.8%
Prefer not to answer	5.0%
Total Household Income	
$0 - $14,999	11.5%
$15,000 - $34,999	20.7%
$35,000 - $49,999	10.9%
$50,000 - $74,999	15.0%
$75,000 and above	23.7%
Prefer not to answer	18.2%
Own or Rent Current Place of Residence	
Rent	34.8%
Own	62.5%
Don't Know/Refused	2.7%
Voted in the Fall 2017 Municipal Election	
Yes	81.6%
No	14.4%
Don't Know/Refused	4.0%

The City of Missoula telephone survey was conducted March 1-20, 2018. The survey was conducted with 606 active registered voters in the City of Missoula. After identifying those who responded to the survey as Missoula residents, outside city respondents were removed, leaving a sample size of 594. Survey results are valid with a margin of error (MOE) of +/- 4 at a 95 percent confidence level.

Section II: Findings

In this section, we use data visualization to illuminate and report the findings from survey responses. Table 2 illustrates the most pressing problems expressed by respondents. The three most frequently stated problems reported by respondents included housing (23.5 percent), taxes (e.g. too high) (11.5 percent), and infrastructure (e.g. road conditions) (9.4 percent).

> **Question**: In your opinion, what are the most pressing problems facing people in the City of Missoula today?

Table 2: Most Pressing Problems

Issue	Percentage %
Housing	23.5%
Taxes (too high)	11.5%
Infrastructure	9.4%
Other[2]	6.9%
Traffic	6.2%
Low Wages	5.6%
Jobs/Job creation	5.2%
Homelessness[3]	5.1%
Public Safety (includes crime)	4.5%
Managing growth and development	2.4%
Drug Use and Addiction	2.2%
City Leadership	2.1%
Social service issues	1.9%
Cost of Living[4]	1.8%
Environment[5]	1.8%
City Government Spending	2.0%
Education	1.5%
Health Care	1.3%
City/Street Services[6]	1.1%
Public Transportation	1.1%
Poverty	0.5%
Economy	0.4%
Lack of Morals	0.4%
Parking	0.4%
Mental Health (includes suicide)	0.4%
Taxes (too low)	0.3%
Forest management (includes fires)	0.2%
Drought/Lack of rain/snow	0.2%
Total	**100%**

---

[2] "Other" includes unique or vague responses that could not classified.

[3] "Homelessness" includes seeing homeless individuals in the city, downtown was the most prevalent location

[4] "Cost of living" was a general statement used by respondents to express living expenses other than housing

[5] "Environment" includes responses regarding preserving public lands, sustainability, and climate change

[6] "City/Street Services" were responses that stressed the importance of keeping roads clear of trash and snow removal

Quality of Life Findings

Respondents were asked to classify their quality of life using the following scale: excellent, good, average, below average, or poor. Figure 1 illustrates that 79.8 percent of individuals classify their quality of life in Missoula as excellent or good. By way of comparison, 6.7 percent of respondents noted their quality of life is below average or poor.

Figure 1: Quality of Life

Question: Overall, would you rate your quality of life in the City of Missoula, as excellent, good, average, below average, or poor?
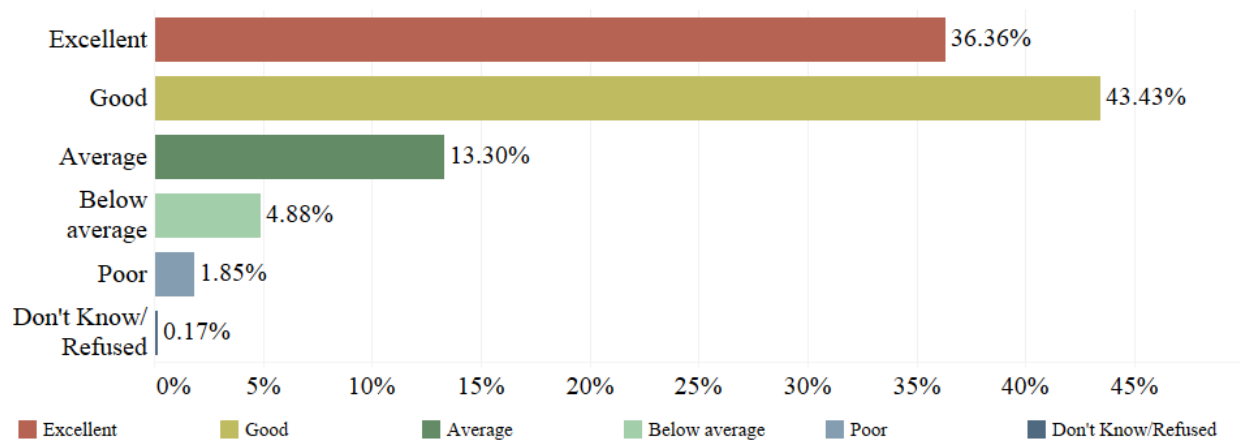

Figure 2 (below) uses the findings from Figure 1 to provide a map of the geographic distribution for quality of life responses. Survey respondents that rated their quality of life as "good or excellent" are illustrated as "high" in Figure 2. Individuals that rated their quality of life as "poor or below average" are depicted as "poor" in Figure 2.[7] As mentioned above, 79.8 percent of Missoulians indicated a high quality of life. However, this distribution shows areas where respondents showed room for improvement (e.g. adjacent to major transit corridors).

---

[7] Respondents that were "neutral" (13.3 percent) were removed from Figure 2. This is because the map is to illustrate the bimodal distribution of quality of life for the City of Missoula.

Figure 2: Quality of Life Distribution
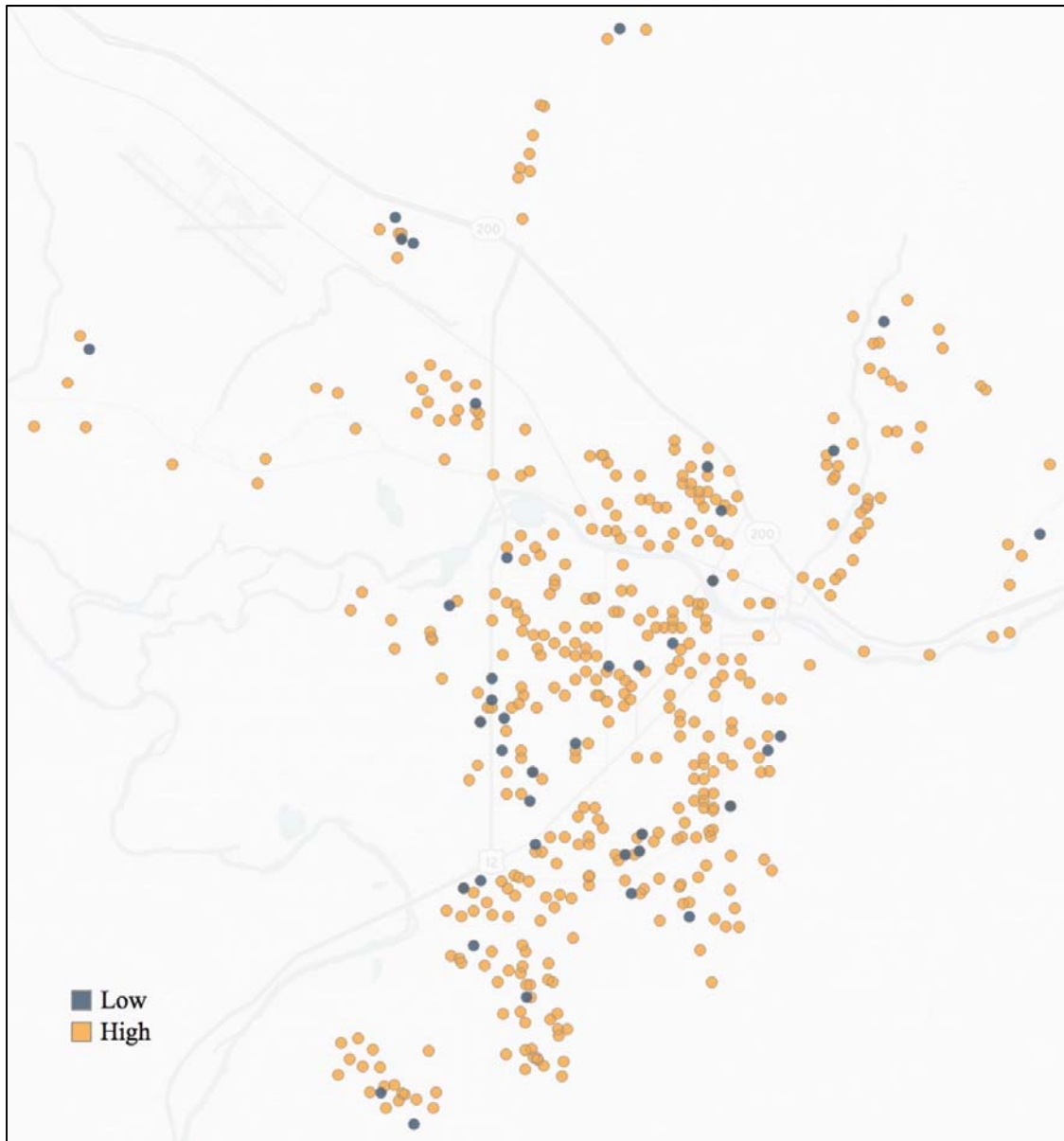
Statistically Significant: Quality of Life Factors[8]

Although several independent variables were used to evaluate the quality of life findings (e.g. age, income, gender, voting, rent/own a home). The two statistically significant factors associated with a person's quality of life include income and home ownership. For example, Figure 3 illustrates that respondents with incomes greater than $75,000 are 26 percent more likely than respondents with incomes less than $15,000 to report their quality of life as excellent.

---

[8] The total N is smaller for the statistically significant results because prefer not to answer or do not know were removed to provide accuracy in reporting.

Figure 3: Quality of Life and Income

Income	Excellent	Good	Average	Below average	Poor	Don't Know/ Refused
Less than $15,000	25.00%	45.59%	14.71%	11.76%	2.94%	0.00%
$15,000 but less than $35,000	32.52%	41.46%	18.70%	5.69%	1.63%	0.00%
$35,000 but less than $50,000	29.23%	53.85%	15.38%	0.00%	0.00%	1.54%
$50,000 but less than $75,000	35.96%	52.81%	7.87%	2.25%	1.12%	0.00%
$75,000 and over	51.06%	36.17%	7.09%	4.26%	1.42%	0.00%

Note: N= 486; Pearson Chi Square (Significance 2-sided): 0.001

Figure 4 illustrates those respondents who own their home are 13 percent more likely than renters to rate their quality of life as excellent.

Figure 4: Quality of Life and Rent/Own Residence

	Excellent	Good	Average	Below average	Poor	Don't Know/ Refused
Own	41.51%	40.43%	12.94%	3.77%%	1.35%	0.00%
Rent	28.50%	47.83%	14.49%	6.28%	2.42%	0.48%

Note: N= 578; Pearson Chi Squared (Significance 2-sided): 0.029

Importance, Satisfaction, and Tax Increases

The telephone survey asked Missoulians to rate their level of satisfaction, importance, and support for increase fees or taxes for a specific service (see specific questions listed below). Respondents used five-point Likert scales to indicate their level of satisfaction, importance or support.[9] The mean for each of the five-point scales were tabulated in SPSS to differentiate the level of satisfaction, importance, and support for increase fees or taxes per service. In order to provide an accurate measurement, "Do Not Use/Don't Know Refused" responses were removed. Response means were then arranged on the same axis in order to compare the responses of each question for city services.

---

[9]Satisfaction: 1=Very dissatisfied, 2=dissatisfied, 3=Neutral, 4=Satisfied, 5=Very Satisfied
Service Importance: 1=Very unimportant, 2 Unimportant, 3=Neutral, 4=Important, 5=Very important
Service Increase Tax Support: 1=Very opposed, 2=Opposed, 3=Neutral, 4=Supportive, 5=Very supportive
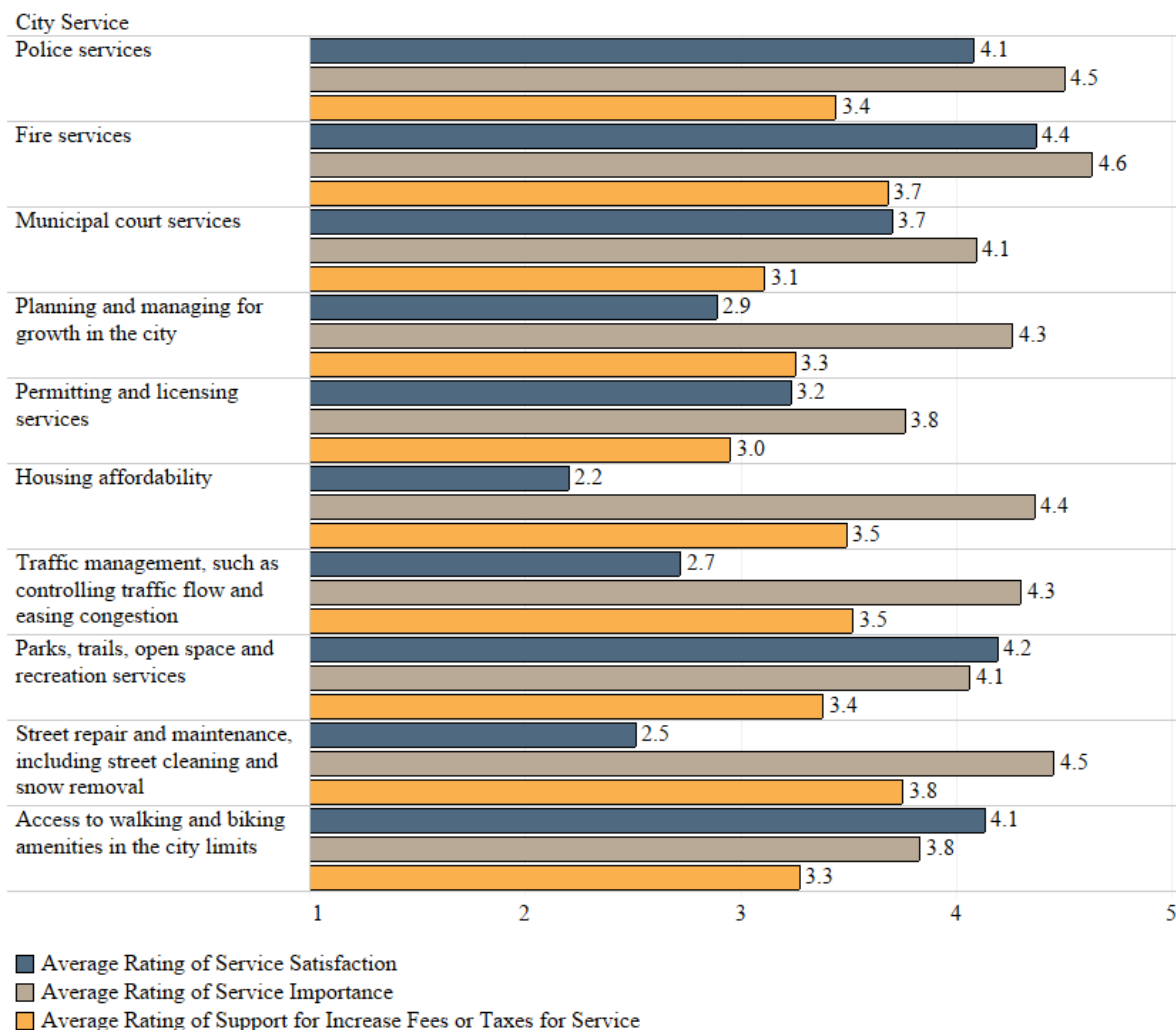
Question: How satisfied are you with the following services provided by the City of Missoula (Very Dissatisfied, Somewhat Dissatisfied, Neutral, Somewhat Satisfied, Very Satisfied)

Question: How would you rate the following services provided by the City of Missoula? (Very Important, Important, Neutral, Unimportant, Very unimportant)

Question: How supportive would you be of increasing fees or taxes for the following services? (Very Supportive, Supportive, Neutral, Opposed, Very Opposed)

Figure 5 reports that respondents have the strongest level of *satisfaction* and *importance* for fire services. However, respondents most strongly support *increasing* taxes and fees to focus on street repair and maintenance. By way of comparison, the lowest level of satisfaction for respondents in this research surrounds affordable housing. Although with a neutral average (3.8), permitting, licensing, and access to walking and biking amenities in the city limits received the lowest level of importance. Permitting and licensing additionally received lowest level of support to increase fees and taxes.

Figure 5: Importance, Satisfaction, and Support of Tax Increase

City Service

Police services	4.1 / 4.5 / 3.4
Fire services	4.4 / 4.6 / 3.7
Municipal court services	3.7 / 4.1 / 3.1
Planning and managing for growth in the city	2.9 / 4.3 / 3.3
Permitting and licensing services	3.2 / 3.8 / 3.0
Housing affordability	2.2 / 4.4 / 3.5
Traffic management, such as controlling traffic flow and easing congestion	2.7 / 4.3 / 3.5
Parks, trails, open space and recreation services	4.2 / 4.1 / 3.4
Street repair and maintenance, including street cleaning and snow removal	2.5 / 4.5 / 3.8
Access to walking and biking amenities in the city limits	4.1 / 3.8 / 3.3

■ Average Rating of Service Satisfaction
■ Average Rating of Service Importance
■ Average Rating of Support for Increase Fees or Taxes for Service

The findings from Figure 5 was used to create geographic distributions of responses to the three measures for each city service. The majority of distributions showed little or no variance based on geography. More specifically, where someone lived did not appear to influence their level of satisfaction with or importance placed on fire services or housing affordability, for example. Figure 6 (below), however, illustrates that while respondents within city limits overall have high rates of satisfaction with walking and biking amenities, increased dissatisfaction appears near Southwest Higgins and South 39th Street.
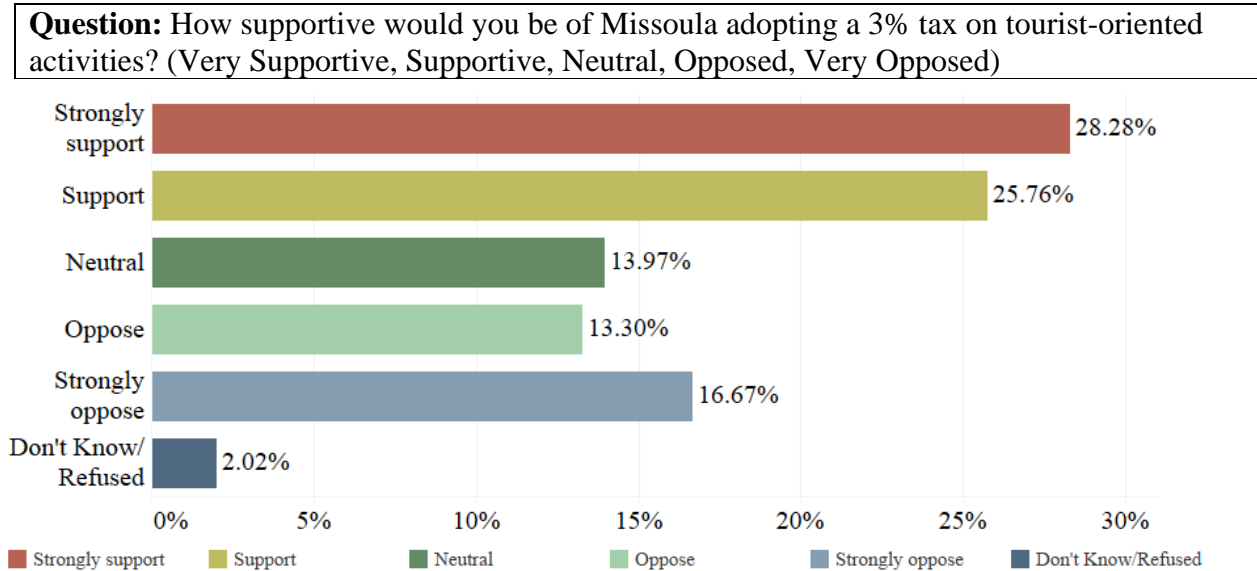
Figure 6: Access to Walking and Biking Amenities
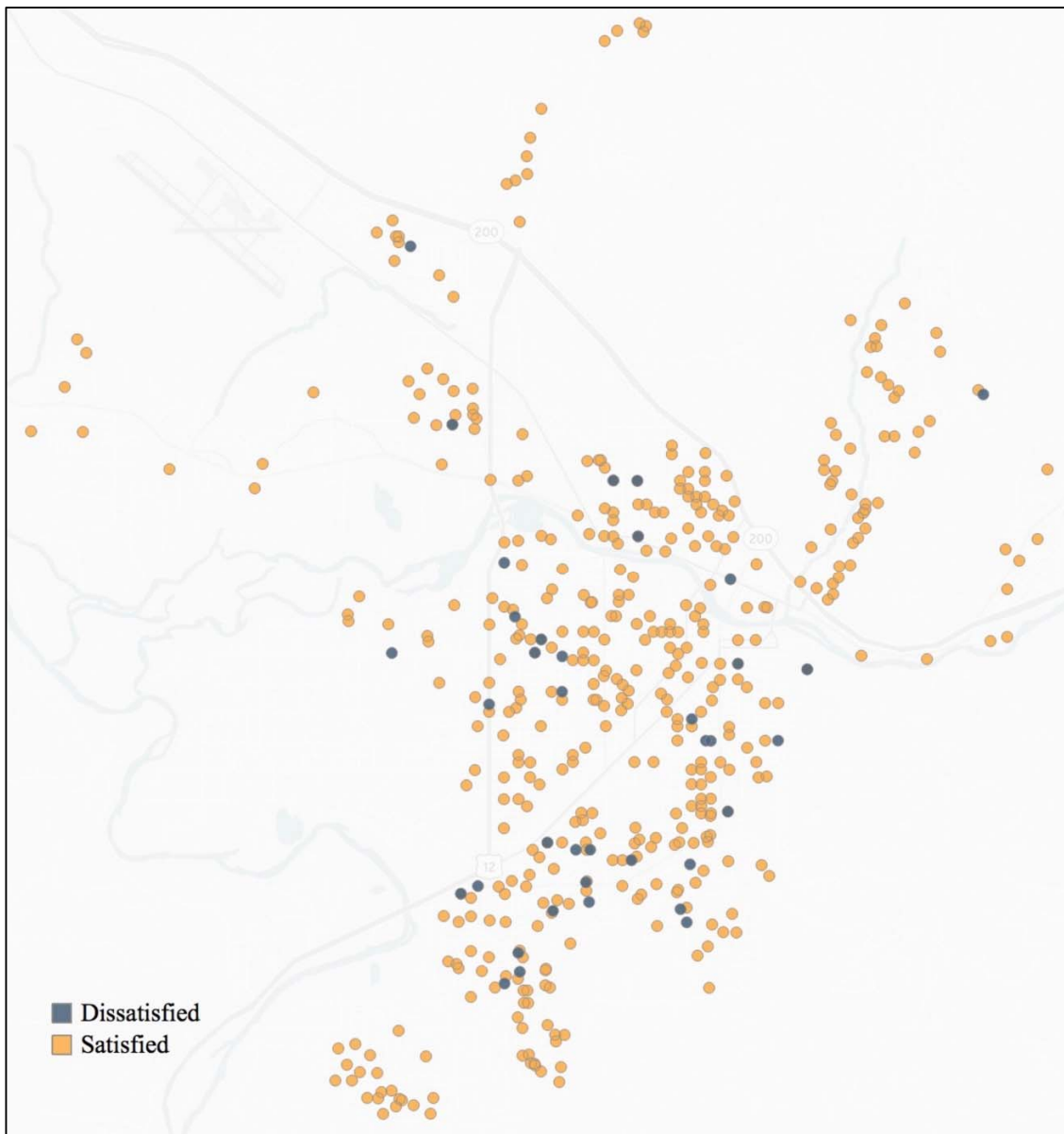
Tourist-Orientated Tax

City of Missoula residents were asked about their level of support for a three percent tax on tourist-orientated activities on a scale from very supportive to very opposed. Figure 7 illustrates that 54.04 percent of respondents strongly support/support adoption. However, 29.97 percent remain strongly opposed/opposed.

Figure 7: Tax Support

Question: How supportive would you be of Missoula adopting a 3% tax on tourist-oriented activities? (Very Supportive, Supportive, Neutral, Opposed, Very Opposed)

Stastically Significant: Tourist Oriented Tax Support[10]

The three statistically significant factors associated with a person's support for the adoption of a three percent tourist-orientted tax are 1) gender, 2) age, and 3) rent or own a home. Figure 8 illustrates that 55.16 percent of women and 55.52 percent of men strongly support/support the adoption of a tourist-orientated tax.

Figure 8: Gender and Tourist Tax

	Strongly support	Support	Neutral	Oppose	Strongly oppose	Don't Know/ Refused
Man (Male)	28.13%	26.39%	12.50%	10.42%	21.88%	0.69%
Woman (Female)	29.54%	25.62%	15.66%	16.37%	10.32%	2.49%

Note: N= 560; Pearson Chi Squared (Significance 2-sided): 0.002

---

[10] The total N is smaller for the statistically significant results because prefer not to answer or do not know were removed.

Figure 9 suggests 60 percent of 18-26 year olds, 59.8 percent of 27-26 years olds, 56.3 percent of 47-66 year olds, and 47.5 percent of 67 or older strongly support/support the adoption of a tourist-orientated tax.

Figure 9: Age and Tourist Tax

	Strongly support	Support	Neutral	Oppose	Strongly oppose	Don't Know/ Refused
18 to 26	23.64%	36.36%	14.55%	10.91%	14.55%	0.00%
27 to 46)	29.89%	29.89%	13.79%	11.49%	14.94%	0.00%
47 to 66	36.71%	19.26%	12.66%	11.39%	17.09%	2.53%
67 or Older	23.16%	24.29%	15.25%	18.64%	15.82%	2.82%

Note: N=560; Pearson Chi Squared (Significance 2-sided): 0.004

Figure 10 depicts 51.8 percent of individuals that own a home strongly support/support the adoption of a three percent tourist-related tax. By way of comparison, 60.3 percent of respondents that rent a home strongly support/support the adoption.

Figure 10: Rent/Own and Tourist Tax

	Strongly support	Support	Neutral	Oppose	Strongly oppose	Don't Know/ Refused
Own	29.92%	21.83%	14.29%	14.56%	18.06	1.35%
Rent	27.05%	33.33%	14.01%	10.63%	13.04%	1.93%

Note: N= 569; Pearson Chi Squared (Significance 2-sided): 0.029

Support for an adoption of a three percent tax on tourist activities varies throughout city limits. The Linda Vista and Rose Park neighborhoods appear to show stronger support for the adoption of a tourist-related tax, while Franklin to the Fort and the Old Sawmill District show much more parity. The map below (Figure 11) combined "strongly support/support" and "strongly oppose/oppose" to map the distribution.[11]

---

[11] Neutral responses were removed to represent the bimodal distribution

Figure 11: Distribution of Support/Opposition to 3% Tax on Tourist Activities
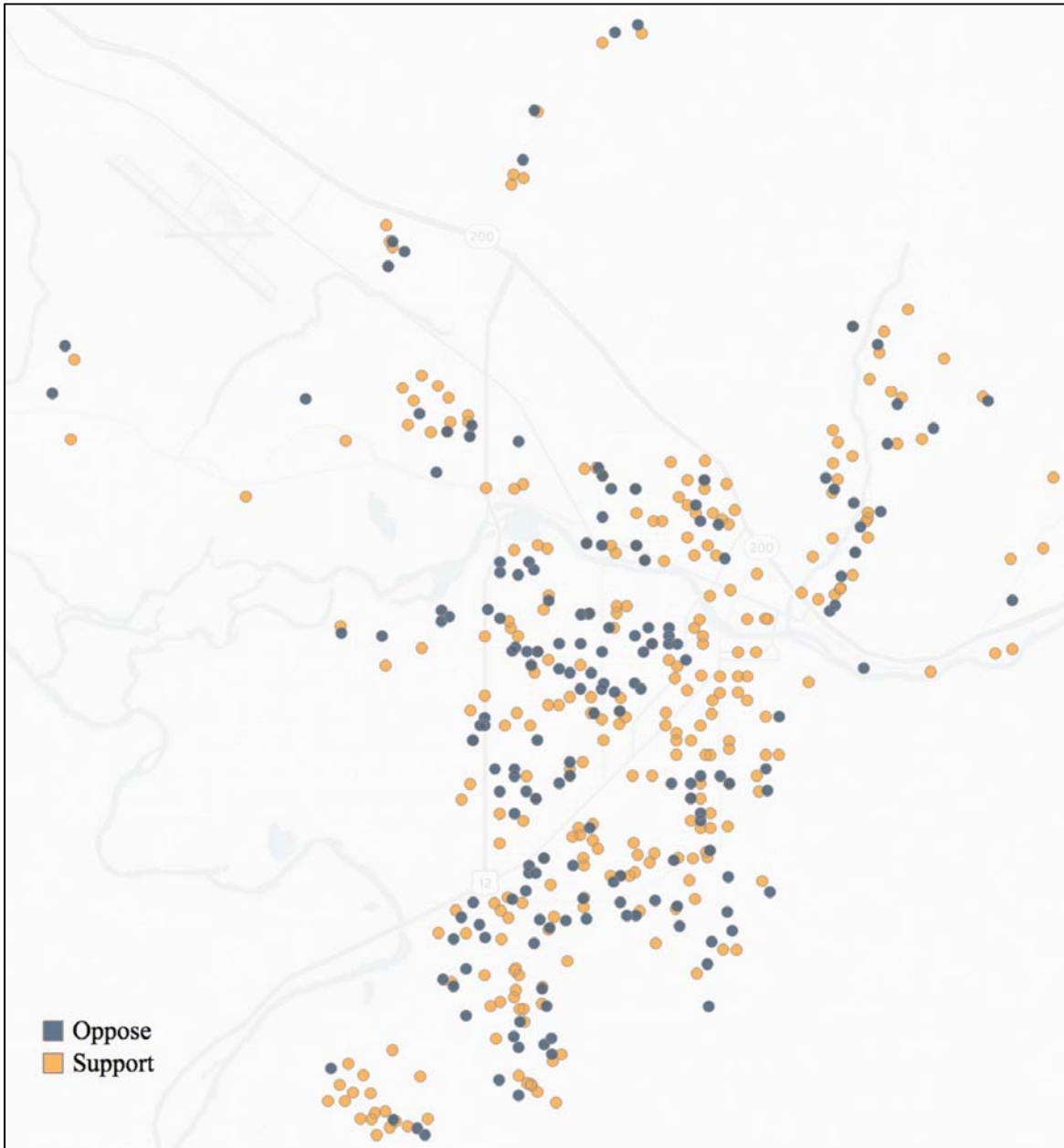
Tourist Tax and Reduction in Property Taxes

The level of support for a three percent tourist tax was strongly supported if the revenue would be used to reduce property taxes. Simply put, 65 percent of respondents stated "yes" that their level of support would increase if they knew revenue from the tourist-tax would be used to reduce their property taxes (Figure 12). Less than 30 percent of respondents stated "no" to increasing their support for a tourist-tax if it decreased their property taxes.

Figure 12: Tourist Tax and Revenue

Question: Would your level of support for a 3% tourist-tax increase if you knew a substantial portion of the revenue would be used to reduce property taxes? (Yes, No)
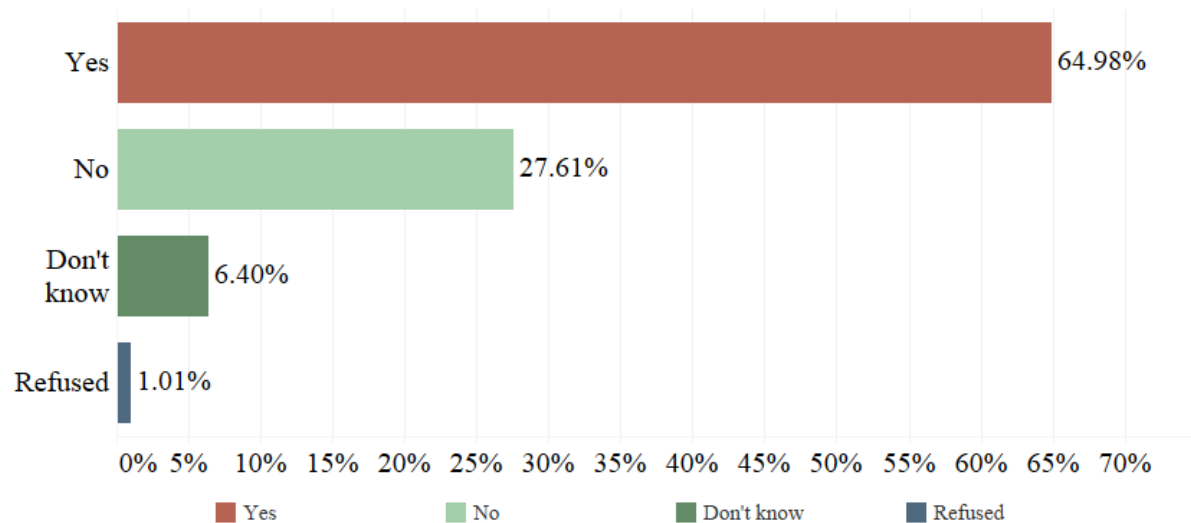
Priority for Budgeting

The telephone survey also provided respondents the opportunity to identify services that they believed should be a priority for the City of Missoula's budget. These anecdotal responses were compiled into an excel spreadsheet that categorized responses. The excel spreadsheet was then uploaded into NVivo, a qualitative data analysis software application which helps researchers detect themes from non-numerical data. NVivo allows researchers to generate word counts from a large number of contextual data. Once these themes are generated by NVivo, we used inductive analysis to return to the raw data to look at those words in context.

For the purposes of this report, we used NVivo to construct word clouds (see image below) generated from the word counts, which are a form of data visualization. The word cloud was produced by an NVivo word frequency query, taking into account stemmed words (e.g. walk, walked, walking). Words near the center and with a larger size in the image below had the most frequent use in open-ended responses to the question: can you identify other city services you use and believe should be made a priority in our city planning and budget? As the image below suggests, affordable transportation and housing are at the forefront for Missoulians.

Question: Can you identify other city services that you use and believe should be made a priority in our city planning and budget? (open ended)

Section III: Aggregate Level Survey Data per Question

The final section of this report serves as an appendix. It provides an aggregate breakdown of telephone responses per question.

Section 1: Satisfaction and Concerns

In your opinion, what are the most pressing problems facing people in the city of Missoula today? [See results above]

Overall, would you rate your quality of life in the City of Missoula, as excellent, good, average, below average or poor?

N=594, MD=0

Scale	Percentage (%)
Excellent	36.4
Good	43.4
Average	13.3
Below Average	4.9
Poor	1.9
Don't know/Refused	.1

Using the scale very satisfied, satisfied, neutral, dissatisfied, or very dissatisfied, how **satisfied** are you with the following services provided by the City of Missoula?

Police services

N=594, MD=0

Scale	Percentage (%)
Very Satisfied	27.8
Satisfied	55.4
Neutral	10.9
Dissatisfied	2.9
Very Dissatisfied	1.0
Do Not Use	.8
Don't Know/Refused	1.2

Fire services

N=594, MD=0

Scale	Percentage (%)
Very Satisfied	41.9
Satisfied	48.1
Neutral	5.9
Dissatisfied	.2
Very Dissatisfied	.2
Do Not Use	1.5

Scale	Percentage (%)
Don't Know/Refused	2.2

Municipal court services
N=594, MD=0

Scale	Percentage (%)
Very Satisfied	10.8
Satisfied	43.9
Neutral	20.9
Dissatisfied	4.4
Very Dissatisfied	2.0
Do Not Use	7.7
Don't Know/Refused	10.3

Planning and managing for growth in the city
N=594, MD=0

Scale	Percentage (%)
Very Satisfied	7.1
Satisfied	27.9
Neutral	21.2
Dissatisfied	27.3
Very Dissatisfied	12.5
Do Not Use	1.3
Don't Know/Refused	2.7

Permitting and licensing services
N=594, MD=0

Scale	Percentage (%)
Very Satisfied	6.2
Satisfied	35.5
Neutral	27.8
Dissatisfied	14.1
Very Dissatisfied	6.4
Do Not Use	3.0
Don't Know/Refused	6.9

Housing affordability
N=594, MD=0

Scale	Percentage (%)
Very Satisfied	3.2
Satisfied	13.8
Neutral	10.3
Dissatisfied	41.2
Very Dissatisfied	27.9
Do Not Use	.5
Don't Know/Refused	3.0

Parks, trails, open space and recreation services
N=594, MD=0

Scale	Percentage (%)
Very Satisfied	43.1
Satisfied	40.7
Neutral	6.7
Dissatisfied	4.7
Very Dissatisfied	2.7
Do Not Use	.8
Don't Know/Refused	1.2

Traffic management, such as controlling traffic flow and easing congestion
N=594, MD=0

Scale	Percentage (%)
Very Satisfied	4.4
Satisfied	26.6
Neutral	20.0
Dissatisfied	33.5
Very Dissatisfied	14.6
Do Not Use	.3
Don't Know/Refused	.5

Street repair and maintenance, including street cleaning and snow removal
N=594, MD=0

Scale	Percentage (%)
Very Satisfied	4.2
Satisfied	24.4
Neutral	12.8
Dissatisfied	34.0
Very Dissatisfied	23.7
Do Not Use	.2
Don't Know/Refused	.7

Access to walking and biking amenities in the city limits
N=594, MD=0

Scale	Percentage (%)
Very Satisfied	35.4
Satisfied	47.1
Neutral	8.8
Dissatisfied	4.4
Very Dissatisfied	1.9
Do Not Use	.8
Don't Know/Refused	1.7

Using the scale very important, important, neutral, unimportant, or very unimportant, how **important** are the following services provided by the City of Missoula?

Police services
N=594, MD=0

Scale	Percentage (%)
Very Important	57.9
Important	33.5
Neutral	6.9
Unimportant	.7
Very Unimportant	.2
Do Not Use	.3
Don't Know/Refused	.5

Fire services
N=594, MD=0

Scale	Percentage (%)
Very Important	66.7
Important	27.8
Neutral	4.5
Unimportant	-
Very Unimportant	-
Do Not Use	.3
Don't Know/Refused	.7

Municipal court services
N=594, MD=0

Scale	Percentage (%)
Very Important	32.0
Important	42.8
Neutral	19.7
Unimportant	1.5
Very Unimportant	.3
Do Not Use	1.3
Don't Know/Refused	2.4

Planning and managing for growth in the city
N=594, MD=0

Scale	Percentage (%)
Very Important	47.1
Important	36.0
Neutral	10.4
Unimportant	4.0
Very Unimportant	.8
Do Not Use	.5
Don't Know/Refused	1.0

Permitting and licensing services
N=594, MD=0

Scale	Percentage (%)
Very Important	18.7
Important	44.6
Neutral	27.3
Unimportant	5.6
Very Unimportant	1.3
Do Not Use	.8
Don't Know/Refused	1.7

Housing affordability
N=594, MD=0

Scale	Percentage (%)
Very Important	57.6
Important	26.4
Neutral	9.9
Unimportant	2.7
Very Unimportant	2.2
Do Not Use	.3
Don't Know/Refused	.8

Parks, trails, open space and recreation services
N=594, MD=0

Scale	Percentage (%)
Very Important	39.4
Important	37.5
Neutral	13.8
Unimportant	6.6
Very Unimportant	2.0
Do Not Use	.3
Don't Know/Refused	.3

Traffic management, such as controlling traffic flow and easing congestion
N=594, MD=0

Scale	Percentage (%)
Very Important	43.9
Important	43.6
Neutral	9.6
Unimportant	1.9
Very Unimportant	.2
Do Not Use	.3
Don't Know/Refused	.5

Street repair and maintenance, including street cleaning and snow removal
N=594, MD=0

Scale	Percentage (%)
Very Important	53.2
Important	40.6
Neutral	4.4
Unimportant	1.0
Very Unimportant	.7
Do Not Use	-
Don't Know/Refused	.2

Access to walking and biking amenities in the city limits
N=594, MD=0

Scale	Percentage (%)
Very Important	26.3
Important	43.4
Neutral	18.0
Unimportant	8.4
Very Unimportant	2.9
Do Not Use	.3
Don't Know/Refused	.7

Due to budget constraints and increasing costs, some additional fees or taxes may need to be changed in order to provide the same level of service. Using the scale strongly support, support, neutral, oppose, or strongly oppose, how **supportive** would you be of increasing fees or taxes for the following services?

Police services
N=594 , MD=0

Scale	Percentage (%)
Very Supportive	18.5
Supportive	35.5
Neutral	22.6
Opposed	12.5
Very Opposed	8.6
Don't Know/Refused	2.4

Fire services
N=594, MD=0

Scale	Percentage (%)
Very Supportive	22.9
Supportive	40.2
Neutral	20.7
Opposed	8.4
Very Opposed	5.4
Don't Know/Refused	2.4

Municipal court services
N=594, MD=0

Scale	Percentage (%)
Very Supportive	7.9
Supportive	26.1
Neutral	39.2
Opposed	15.2
Very Opposed	8.1
Don't Know/Refused	3.5

Planning and managing for growth in the city
N=594, MD=0

Scale	Percentage (%)
Very Supportive	12.8
Supportive	33.0
Neutral	27.3
Opposed	16.3
Very Opposed	8.9
Don't Know/Refused	1.7

Permitting and licensing services
N=594, MD=0

Scale	Percentage (%)
Very Supportive	5.9
Supportive	22.1
Neutral	37.5
Opposed	22.4
Very Opposed	8.2
Don't Know/Refused	3.9

Housing affordability
N=594, MD=0

Scale	Percentage (%)
Very Supportive	26.3
Supportive	28.8
Neutral	19.7
Opposed	13.0
Very Opposed	10.3
Don't Know/Refused	2.0

Parks, trails, open space and recreation services
N=594, MD=0

Scale	Percentage (%)
Very Supportive	19.4
Supportive	33.3
Neutral	20.7
Opposed	15.5
Very Opposed	9.4
Don't Know/Refused	1.7

Traffic management, such as controlling traffic flow and easing congestion
N=594, MD=0

Scale	Percentage (%)
Very Supportive	18.4
Supportive	38.7
Neutral	22.6
Opposed	13.5
Very Opposed	5.6
Don't Know/Refused	1.3

Street repair and maintenance, including street cleaning and snow removal
N=594, MD=0

Scale	Percentage (%)
Very Supportive	24.7
Supportive	43.6
Neutral	15.5
Opposed	9.4
Very Opposed	5.1
Don't Know/Refused	1.7

Access to walking and biking amenities in the city limits
N=594, MD=0

Scale	Percentage (%)
Very Supportive	14.8
Supportive	31.8
Neutral	25.3
Opposed	17.3
Very Opposed	8.9
Don't Know/Refused	1.9

Can you identify other City services that you use and believe should be made a priority in our city planning and budget? (Top 25 Word Count)

Word	Count	Weighted Percentage (%)	Similar Words
bus	35	2.43	bus
parks	28	1.94	park, parking, parks
transportation	25	1.74	transport, transportation, transportation
housing	23	1.60	house, houses, housing
system	23	1.60	system, systems
street	22	1.53	street, streets
bike	21	1.46	bike, bikes, biking
affordable	16	1.11	afford, affordability, affordable
taxes	16	1.11	tax, taxes
free	15	1.04	free
support	14	0.97	support, supported, supporting, supportive
roads	13	0.90	road, roads
homeless	12	0.83	homeless, homelessness
money	12	0.83	money
trails	12	0.83	trail, trails
water	12	0.83	water
access	11	0.76	access, accessibility
health	11	0.76	health
library	11	0.76	library
education	10	0.69	educate, education
sidewalks	10	0.69	sidewalk, sidewalks
buses	9	0.62	buses, busing
pay	9	0.62	pay, paying
recycling	9	0.62	recycling
school	9	0.62	school, schooling, schools

Some cities in Montana use a tourist tax of up to 3% on certain tourist-oriented activities such as motel rooms, rental cars, or liquor by the glass. Using the scale strongly support, support, neutral, oppose, or strongly oppose, how supportive would you be of Missoula adopting a 3% tax on tourist-oriented activities?

N=594, MD=0

Scale	Percentage (%)
Very Supportive	28.3
Supportive	25.8
Neutral	14.0
Opposed	13.3
Very Opposed	16.7

Don't Know/Refused	2.0

Would your level of support for a 3% tourist-tax increase if you knew a substantial portion of the revenue would be used to reduce property taxes?
N=594, MD=0

Scale	Percentage (%)
Yes	65.0
No	27.6
Don't Know	6.4
Refused	1.0

Section 3: Demographics

Do you rent or own your current place of residence? [Pick one, do not read]
N=594, MD=0

Scale	Percentage (%)
Rent	34.8
Own	62.5
Don't Know/ Refused	2.7

Did you vote in the fall 2017 municipal election?
N=594, MD=0

Scale	Percentage (%)
Yes	81.6
No	14.3
Don't Know/ Refused	4.0

What was your approximate total household income for 2017?
N=594, MD=0

Scale	Percentage (%)
Less than $15,000	11.4
$15,000 BLT $35,000	20.7
$35,000 BLT $50,000	10.9
$50,000 BLT $75,000	15.0
$75,000 and over	23.7
Prefer not to answer	18.2

What is your current age?
N=594, MD=0

Scale	Percentage (%)
18 to 26	9.3
27 to 46	29.3
47 to 66	26.6
67 or Older	29.8
Prefer not to answer	5.1

Which gender do you identify as?
N=594, MD=0

Scale	Percentage (%)
Woman (Female)	47.3
Man (Male)	48.5
Gender Neutral	.5
Prefer not to answer	3.7