

October 27-November 01, 2015
 400 Respondents in base sample
 100 Respondents in renter oversample
 (Renter interviews weighted down into base sample)
 246 Landline respondents, 154 Wireless respondents
 Margin of error: ± 4.9 percentage points

National Association of Realtors®
 Missoula, MT
 Frequencies

Q.2 First of all, are you registered to vote at this address?

(IF NO) I'm sorry. Is there a registered voter at home I can speak to?

	Total
Yes	100
No (TERMINATE)	-

Q.3 Sex of respondent (INTERVIEWER CODE--DO NOT ASK RESPONDENT)

	Total
Male	49
Female	51

Q.4 I know it's a long way off, but what are the chances of your voting in the election for United States President, Congress and other offices in November of 2016 -- are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?

	Total
Almost certain	91
Probably	8
50-50 (TERMINATE --- EXCEPT WITH RENTERS SAMPLE, ALLOW THROUGH)	2
Don't think will vote (TERMINATE)	-
(Don't know/refused) (REFUSED)	-

Q.5 Switching gears a bit, do you or your family rent or own the home in which you live?

	Total
Rent	30
Own	69
(Don't know/refused)	2

Q.6 Generally speaking, how would you describe the quality of life in Missoula - excellent, good, just fair or poor?

	Total
Excellent	38
Good	46
Fair	12
Poor	4
(Don't know/refused)	1
Excellent/Good	84
Fair/Poor	15
 Excellent/Good - Fair/Poor	 68

(335 respondents)

Q.7 (IF PUNCH 1 OR 2 IN QUAL1) And what specifically about the quality of life in Missoula makes it EXCELLENT/GOOD?(OPEN END -- RECORD VERBATIM RESPONSE -- ACCEPT MULTIPLE RESPONSES)

See supplementary materials

(61 respondents)

Q.8 (IF PUNCH 3 OR 4 IN QUAL1) And what specifically about the quality of life in Missoula makes it JUST FAIR/POOR?(OPEN END -- RECORD VERBATIM RESPONSE -- ACCEPT MULTIPLE RESPONSES)

See supplementary materials

Q.9 Now I am going to read a list of things about Missoula in general. On a scale of 1 to 5, where 5 means very satisfied and 1 means not satisfied at all, how satisfied are you with each of the following as it relates to Missoula? You can use any number between 1 and 5, the higher the number, the more satisfied you are.

(PROMPT FOR FIRST STATEMENT) On a scale of 1 to 5, where 1 means not satisfied at all and 5 means very satisfied, how satisfied are you with [READ ITEM] in Missoula?

(PROMPT FOR REMAINING STATEMENTS) On a scale of 1 to 5, how satisfied are you with that in Missoula?

(CODE DON'T KNOW OR REFUSED 9)

(RANDOMIZE)

	1	2	3	4	5	(Dk/Ref)	Mean	4,5
A. The cost of living	12	20	35	24	8	1	2.8	32
B. Employment opportunities	9	21	32	23	10	5	2.9	33
C. The quality of public education	4	5	20	39	26	6	3.7	66
D. The distance from family and friends	6	6	20	25	41	2	3.7	65
E. The range and types of housing choices	7	12	33	27	17	4	3.2	44
F. The cost of housing	20	24	30	16	7	3	2.5	23

Q.10 Thinking for a moment about property taxes in Missoula County, would you say that property taxes are (ROTATE TOO HIGH AND TOO LOW) too high, too low or about right for the services you receive?

	Total
Too high	49
Too low	1
About right	38
(Don't know)	12
(Refused)	0
Too high - Too low	48

Q.11 Here are some issues that Missoula local officials will be facing over the next few years. For each one please indicate how much of a priority it should be for the Missoula City Council and the Missoula County Commissioners to address: Should it be an extremely high priority, a high priority, a middle priority, a low priority, or an extremely low priority for the Missoula City Council and County Commissioners? (READ ITEM -- RANDOMIZE)

(PROMPT) Should that be an extremely high priority, a high priority, a middle priority, a low priority, or an extremely low priority for your local city and county government?

	Extremely high prio	High prio	Middle prio	Low prio	Extremely low prio	(Dk/Ref)	Total high prio	Total low prio
A. Protecting open space, like fields, forests and ranch land from development	27	33	23	13	3	2	59	16
B. Making it easier to walk or bike to work or to do errands	11	24	30	26	7	2	35	33
C. Creating and maintaining public parks and playgrounds for recreation and outdoor activities	16	33	32	16	3	1	49	18
D. Improving traffic flow and reducing congestion	23	35	27	12	1	1	58	13
E. Creating more energy conservation and climate change protections	22	31	24	16	6	1	53	22
F. Improving the availability of affordable housing	21	40	25	9	2	2	62	11
G. Attracting businesses and creating jobs	30	44	18	6	1	1	74	7
H. Maintaining and improving public transportation, like the Mountain Line bus service	14	28	31	21	6	1	42	26
I. Keeping property taxes under control	27	44	19	6	1	3	72	7

Q.12 Would you say that the pace of RESIDENTIAL growth and development in Missoula is happening (ROTATE FAST/SLOW) too fast, too slow, - or is it happening at about the right pace?

	Total
Too fast	30
Too slow	8
About the right pace	57
(Don't know)	5
(Refused)	-
Too fast - Too slow	22

Q.13 Would you say that the pace of BUSINESS AND COMMERCIAL growth and development in downtown Missoula is happening (ROTATE FAST/SLOW) too fast, too slow, - or is it happening at about the right pace?

	Total
Too fast	6
Too slow	28
About the right pace	63
(Don't know)	4
(Refused)	-
Too fast - Too slow	-22

Q.14 Would you say that the pace of BUSINESS AND COMMERCIAL growth and development at Reserve Street and beyond, in the rest of Missoula County is happening (ROTATE FAST/SLOW) too fast, too slow, - or is it happening at about the right pace?

	Total
Too fast	29
Too slow	11
About the right pace	56
(Don't know)	4
(Refused)	0
Too fast - Too slow	19

Q.15 When it comes to housing options in Missoula, things like apartment buildings, town homes and single-family homes, would you say there are enough different housing options available for people who want to live in Missoula? Yes or no.

	Total
Yes	66
No	29
(Don't know/not sure/refused)	5

Q.17 Think for a moment about the home or apartment where you live. On a scale of 1 to 5, where 5 means very satisfied and 1 means not satisfied at all, how satisfied are you with your current housing situation? You can use any number between 1 and 5, the higher the number, the more satisfied you are with your housing situation.

	Total
1	2
2	4
3	11
4	24
5	59
(Don't know/refused)	-
Mean	4.0
1,2	6
3	11
4,5	83

Q.18 When you made the decision to live where you are now, were you (ROTATE) satisfied or dissatisfied with the housing options that were in your price range?

(FOLLOW UP) And is that strongly SATISFIED/DISSATISFIED or somewhat SATISFIED/DISSATISFIED?

	Total
Strongly satisfied	32
Somewhat satisfied	37
Somewhat dissatisfied	14
Strongly dissatisfied	13
(Neither/neutral)	4
(Don't know/refused)	1
Total satisfied	68
Total dissatisfied	27
Total satisfied - Total dissatisfied	41

Q.19 Generally speaking, would you say that the cost to buy a house in Missoula is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

	Total
Too high	69
About right	24
Too low	1
(Don't know/refused)	6
Too high - Too low	68

Q.20 And would you say that the cost to rent an apartment in Missoula is (ROTATE FIRST TO LAST AND LAST TO FIRST) too high, about right, or too low?

	Total
Too high	67
About right	19
Too low	1
(Don't know/refused)	12
Too high - Too low	66

Q.21 And is the type of home you are currently living in best described as...

	Total
A single-family detached house with a large yard	54
A single-family detached house with a small yard	18
A single-family attached house or townhouse	5
An apartment	14
A condominium	1
(Mobile home/something else)	6
(Don't know/refused)	2

Q.22 As you think ahead a few years, would you like to (ROTATE) continue to live where you are now OR move to a new home or apartment?

	Total
Continue to live where you are now (GO TO EASYWALK)	60
Move to a new home or apartment (GO TO WHERE AND LIVE3 AND AFFORD)	38
(Don't know/refused) (GO TO EASYWALK)	2

(152 respondents)

Q.23 (IF PUNCH 2 IN FUTLIVE) If you moved, would you like to (READ CHOICES -- ROTATE):

	Total
Move to a different home or apartment in the city of Missoula	34
Move to a different home or apartment in Missoula County, but outside the city of Missoula	25
Move to a different state	15
Move to a different county in Montana	16
(Move to a different country)	2
(Don't know/refused)	8

(152 respondents)

Q.24 (IF PUNCH 2 IN FUTLIVE) If you moved, which of the following best describes the type of home where you would like to live: (READ CHOICES)

	Total
A single-family detached house with a large yard	54
A single-family detached house with a small yard	25
A single-family attached house or townhouse	4
An apartment	9
A condominium	5
(Mobile home/something else)	3
(Don't know/refused)	1

(90 respondents)

Q.25 (IF punch 1 or 2 IN WHERE) On a scale of 1 to 5, where 5 means very confident and 1 means not at all confident, if you moved, how confident are you that you will be able to afford to own or rent the kind of home that you want in Missoula or Missoula County?

	Total
1	18
2	13
3	25
4	20
5	25
(Don't know/refused)	-
Mean	3.0
1,2	30
3	25
4,5	44

Q.26 Now I am going to read you a list of things that people say are important to them in deciding where to live. Please rate each item on a scale of 1 to 5, where 1 means it is not that important to you, and 5 means it is very important to you in deciding where to live. You can use any number from 1 to 5, the higher the number, the more important that item is to you. The first/next item is...(READ ITEM)

(PROMPT FOR FIRST STATEMENT) On a scale of 1 to 5, where 1 means it is not that important to you, and 5 means it is a very important to you, how important is that to you in deciding where to live?

(PROMPT FOR REMAINING STATEMENTS) On a scale of 1 to 5, how important is that to you in deciding where to live?

(CODE DON'T KNOW OR REFUSED 9)

(RANDOMIZE)

	1	2	3	4	5	(Dk/Ref)	Mean	4,5
A. Being within an easy walk of shops and restaurants	21	15	30	17	15	1	2.7	33
B. Having sidewalks and places to take walks	12	5	19	27	37	1	3.5	64
C. Having a short commute to work	14	7	25	24	26	3	3.3	51
D. A community with people of all stages of life - single adults, families with children and older people	8	7	21	26	37	1	3.6	63
E. An established neighborhood with older homes and mature trees	8	9	28	27	29	0	3.4	55
F. A new neighborhood with recently built homes	32	23	26	12	6	2	2.2	18
G. High quality public schools	7	3	10	22	56	1	3.9	78
H. Easy access to public transportation	22	10	20	20	25	1	3.0	46
I. Bike lanes along streets and roads	20	15	19	20	25	0	3.0	46
J. Being close to hiking trails and the mountains	10	10	22	21	37	0	3.4	57
K. Being close to farms and ranches so that it is easier to eat food that is produced locally	15	13	26	21	24	1	3.1	45
L. Having your own yard	7	4	9	18	62	0	3.9	79
M. Having access to quality jobs that pay higher wages	5	2	11	24	54	3	4.0	79

Q.27 Imagine for a moment that you are moving to another location in Missoula. This next question is about the kind of community you would like to live in. I am going to read two community descriptions. Please tell me which ONE community you prefer, even if neither community is perfect. (ROTATE)

(COMMUNITY A) Houses are bigger, on large lots with large yards. The neighborhood has only houses, so you have to drive to get to stores, restaurants and parks. Your commute to work is somewhat longer, more than 20 minutes.

(COMMUNITY B). Houses are smaller, on small lots with small yards. The neighborhood has a mix of homes and businesses and you can easily walk to stores, restaurants and parks. The commute to work is shorter, less than 15 minutes.

	Total
Community A	46
Community B	48
(Both)	2
(Neither)	4
(Don't know/refused)	1
 Community A - Community B	 -2

Q.28 Now, thinking again about the issue of housing costs and affordable housing in Missoula for those with a low or moderate income. As you may know, there are a number of proposals before the Missoula City Council to address the issue of affordable housing. I am going to read you some of these proposals. For each one, please tell me if you would (ROTATE) favor or oppose that proposal as way to provide more affordable housing options in Missoula.

(IF FAVOR/OPPOSE) Is that strongly FAVOR/OPPOSE or just somewhat FAVOR/OPPOSE?

	Strng Fav	Smwt Fav	Smwt Opp	Strng Opp	(Not sure/ don't know)	Total Fav	Total Opp	Fav - Opp
A. Require developers who are building a new subdivision or group of new homes to include some housing units that are lower cost and affordable for people who have low to moderate incomes, even if that increases costs for other homes in the subdivision.	26	30	17	20	7	56	37	19
B. Provide incentives for developers, like tax breaks or fee reductions, to construct housing units that are lower cost and more affordable for people with low to moderate incomes.	34	38	13	10	5	72	23	50
C. Revive the Missoula Affordable Housing Task Force to identify new ways to create more housing options that are affordable.	35	38	9	11	6	74	20	54
D. A tax on Big Box stores, like Walmart or BestBuy, with revenues going to the Affordable Housing Trust Fund in order to provide more affordable housing options.	41	22	8	23	6	63	31	32
E. Reduce regulations and fees on builders and developers so that they can create more housing options in Missoula County.	28	29	20	15	8	57	35	23
F. Reduce the rate of property tax growth to make home ownership more affordable.	56	27	9	3	5	83	12	71

Q.29 As Missoula grows, the city and county are also having to deal with the issue of land preservation for farming and ranching. There are a number of proposals before the Missoula City Council and County Commissioners to address this issue. I am going to read you some of these proposals. For each one, please tell me if you would (ROTATE) favor or oppose that proposal as way to preserve land for farming and ranching in Missoula County?

(IF FAVOR/OPPOSE) Is that strongly FAVOR/OPPOSE or just somewhat FAVOR/OPPOSE?

	Strng Fav	Smwt Fav	Smwt Opp	Strng Opp	(Not sure/ don't know)	Total Fav	Total Opp	Fav - Opp
A. Charge developers and construction companies a fee when they subdivide property and build more homes. Home costs in the subdivision would likely increase because of the fee. Revenue from the fee would be dedicated to the preservation of farm and ranch land.	27	32	19	14	8	59	33	26
B. Preserve agricultural land by using tax dollars to purchase development rights from farmers and ranchers.	24	27	17	22	10	51	39	12
C. Provide tax breaks to farmers and ranchers who agree to preserve their agricultural lands for farming or ranching.	59	29	4	6	3	88	9	79

Q.30 Finally, I would like to ask you a few questions for statistical purposes.

What is the last year of schooling that you have completed?

	Total
1 - 11th grade	2
High school graduate	16
Non-college post H.S.	0
Some college	27
College graduate	38
Post-graduate school	15
(Don't know/refused)	1
H.S. or less	18
Post H.S.	28
College Graduate	53
Not College	46

Q.31 In what year were you born? (DON'T KNOW = 0000)

	Total
18 - 24	11
25 - 29	7
30 - 34	8
35 - 39	6
40 - 44	5
45 - 49	7
50 - 54	7
55 - 59	10
60 - 64	12
Over 64	23
(No answer)	2
 18 - 49	 45
50 and over	52

Q.32 Are you currently married, unmarried but living with a partner, single and never married, separated, widowed or divorced?

	Total
Married	53
Unmarried, living with partner	11
Single	19
Separated	1
Widowed	7
Divorced	8
(Other)	-
(Don't know/refused)	1

Q.33 Do you have any children 18 years of age or younger currently living more than half-time in your household?

	Total
Yes	24
No	75
(Refused)	1

Q.34 In terms of your job status, are you employed, unemployed but looking for work, retired, a student, or a homemaker?

	Total
Employed	54
Unemployed	5
Retired	29
Student	6
Homemaker	4
(Other)	1
(Don't know/refused)	1

Q.35 What is your annual household income? Just stop me when I get to the right amount. (READ OPTIONS TOP TO BOTTOM)

	Total
Less than \$25,000	20
\$25,000 to \$50,000	23
\$50,001 to \$75,000	20
\$75,001 to \$100,000	11
\$100,001 to \$125,000	7
More than \$125,000	6
(Refused)	14

Line Type

	Total
Not Wireless	61
Wireless	39

Sample

	Total
Over	16
Base	84

Split

	Total
A	50
B	50

Age (from quotas)

	Total
<35	27
35 - 49	19
50 - 64	29
65 +	23
Refused	2

Partisan score (from quotas)

	Total
<20	22
20 to < 50 & unknown	18
50 to <80	35
80 +	25

Region by State House district

	Total
7, 46, 47	29
48, 50	35
45, 49	37

(155 respondents)

Homeowner indicator

	Total
Y	74
N	2
U	24