

Missoula, MT

The National Community Survey

Report of Results
2024

Report by:



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National Research Center at Polco is a charter member of the AAPOR Transparency Initiative, providing clear disclosure of our sound and ethical survey research practices.

About The NCS™

The National Community Survey™ (The NCS™) report is about the “livability” of Missoula. A livable community is a place that is not simply habitable, but that is desirable. It is not only where people do live, but where they want to live. The NCS was developed by the experts from National Research Center at Polco in partnership with the International City/County Management Association (ICMA) and has been administered in hundreds of communities across the United States.

Great communities are partnerships of the government, private sector, community-based organizations and residents, all geographically connected. The NCS focuses on the livability of Missoula by categorizing survey questions into the ten main “facets” of community livability shown below, which have been identified through years of extensive survey research as those that are most impactful to residents’ quality of life.

- Economy
- Mobility
- Community Design
- Utilities
- Safety
- Natural Environment
- Parks and Recreation
- Health and Wellness
- Education, Arts, and Culture ..



The report provides the opinions of a representative sample of 350 residents of the City of Missoula collected from October 23rd, 2024 to December 4th, 2024. The margin of error around any reported percentage is 5.2% for all respondents and the response rate for the 2024 survey was 11%. Survey results were weighted so that the demographic profile of respondents was representative of the demographic profile of adults in Missoula.



How the results are reported

For the most part, the percentages presented in this report represent the “percent positive.” Most commonly, the percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, etc.). On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving a “don’t know” response is shown in the full set of responses included in the “complete data” section; however, these responses have been removed from the analyses presented in the main body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Comparisons to benchmarks

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Community Survey. The comparison evaluations are from the most recent survey completed in each community in the last five years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. In each tab, Missoula's results are noted as being "higher" than the benchmark, "lower" than the benchmark, or "similar" to the benchmark, meaning that the average rating given by Missoula residents is statistically similar to or different (greater or lesser) than the benchmark. Being rated as "higher" or "lower" than the benchmark means that Missoula's average rating for a particular item was more than 10 points different than the benchmark. If a rating was "much higher" or "much lower," then Missoula's average rating was more than 20 points different when compared to the benchmark.

Methods



Selecting survey recipients

All households within the City of Missoula were eligible to participate in the survey. A list of all households within the zip codes serving Missoula was purchased from NRC's mailing vendor, Go-Dog Direct, based on updated listings from the United States Postal Service. Since some of the zip codes that serve the City of Missoula households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file. Addresses located outside of Missoula boundaries were removed from the list of potential households to survey. Each address identified as being within City boundaries was further identified as being within one of the 6 areas. From that list, addresses were randomly selected as survey recipients, with multi-family housing units (defined as those with a unit number) sampled at a rate of 5:3 compared to single family housing units.

An individual within each household was randomly selected using the birthday method. The birthday method selects a person within the household by asking the "person who most recently had a birthday" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the introduction of the survey.

Conducting the survey

The 3,500 randomly selected households received mailings beginning on October 23rd, 2024 and data collection for the survey remained open for 6 weeks. The first mailing was a postcard inviting the household to participate in the survey. The final mailing was a reminder postcard inviting the household one final time to participate in the survey. All mailings included a web link to give residents the opportunity to respond to the survey online, as well as QR codes to further encourage participation. All follow-up mailings asked those who had not completed the survey to do so, and those who had already done so to refrain from completing the survey again.

The survey was available in English and Spanish. All mailings contained paragraphs in both languages instructing participants on how to complete the survey in their preferred language.

About 5% of the 3,500 mailed invitations or surveys were returned because the household address was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 3,315 households that received the invitations to participate, 350 completed the survey, providing an overall response rate of 11%. Of the 350 responses, 349 were completed in English and 1 was completed in Spanish. The response rate was calculated using AAPOR's response rate #2 for mailed surveys of unnamed persons.¹

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions. The margin of error for the City of Missoula survey is no greater than plus or minus 5.2 percentage points around any given percent reported for all respondents (350 completed surveys).

In addition to the randomly selected "probability sample" of households, a link to an online open-participation survey was publicized by the City of Missoula. The open-participation survey was identical to the random sample survey, with two small updates; it asked a question to confirm the respondent was a resident of Missoula and also a question about where they heard about the survey. The open-participation survey was open to all city residents and became available on November 13th, 2024. The survey remained open for 3 weeks. The data presented in the following tabs exclude the open participation survey data, but a tab at the end provides the complete frequency of responses to questions by the open-participation respondents.

Analyzing the data

Responses from mailed surveys were entered into an electronic dataset using a “key and verify” method, where all responses are entered twice and compared to each other. Any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed. Responses from surveys completed on Polco were downloaded and merged with the mailed survey responses.

The demographics of the survey respondents were compared to those found in the 2020 Census and 2022 American Community Survey estimates for adults in the City of Missoula. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were age, sex, race, Hispanic origin, housing type, housing tenure, and area. No adjustments were made for design effects. Weights were calculated using an iterative, multiplicative raking model known as the ANES Weighting Algorithm.² The results of the weighting scheme for the probability sample are presented in the following table.

NRC aligns demographic labels with those used by the U.S. Census for reporting purposes, when possible. Some categories (e.g., age, race/Hispanic origin, housing type, and length of residency) are combined into smaller subgroups.

		Unweighted	Weighted	Target ⁴
Age	18-34	12%	42%	42%
	35-54	33%	29%	29%
	55+	55%	29%	29%
Area	Area 1	17%	21%	21%
	Area 2	14%	18%	18%
	Area 3	17%	13%	13%
	Area 4	22%	17%	17%
	Area 5	15%	16%	16%
	Area 6	14%	16%	16%
Hispanic origin	No, not of Hispanic, Latino/a/x, or Spanish origin	95%	96%	96%
	Yes, I consider myself to be of Hispanic, Latino/a/x, or Spanish origin	5%	4%	4%
Housing tenure	Own	71%	47%	47%
	Rent	29%	53%	53%
Housing type	Attached	32%	50%	50%
	Detached	68%	50%	50%
Race & Hispanic ori..	Not white alone	12%	12%	13%
	White alone, not Hispanic or Latino	88%	88%	87%
Sex	Man	47%	49%	49%
	Woman	53%	51%	51%
Sex/age	Man 18-34	7%	21%	21%
	Man 35-54	17%	15%	15%
	Man 55+	24%	13%	13%
	Woman 18-34	5%	21%	21%
	Woman 35-54	17%	15%	15%
	Woman 55+	30%	15%	15%

The survey datasets were analyzed using all or some of a combination of the Statistical Package for the Social Sciences (SPSS), R, Python, and Tableau. For the most part, the percentages presented in the reports represent the “percent positive.” The percent positive is the combination of the top two most positive response options (i.e., excellent/good, very safe/somewhat safe, essential/very important, etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating “yes” or participating in an activity at least once a month.

On many of the questions in the survey, respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in the “complete data” section. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Contact

The City of Missoula funded this research. Please contact Eric Hallstrom of the City of Missoula at HallstromE@ci.missoula.mt.us if you have any questions about the survey.

Study Limitations

All public opinion research is subject to unmeasured error. While the methodologies employed for this survey were designed to minimize this error as much as possible, these other sources of potential error should be acknowledged, and can include non-response error, coverage error, recall bias and social desirability bias. Non-response error arises when those who were selected to participate in the survey did not do so, and may have different opinions or experiences than survey responders. For general resident surveys, where the results are meant to be generalized to the entire adult population living in households, the mailing lists based on the Delivery Sequence File from the United States Post Office may exclude certain types of housing units, such as those in multi-family buildings where mail is addressed to a named resident at the address rather than to a specific unit or where residents only receive their mail at a post office box and the geographic location of a residence cannot be determined, there may be a coverage error, although for most locations, this is minimal. Respondents may not perfectly remember their experiences in the past year (such as participation in social or civic events, for example), and for some survey items, they may answer in ways they think cast their responses in a more favorable light (recall bias and social desirability bias).

Survey Validity

See the Polco Knowledge Base article on survey validity at <https://info.polco.us/knowledge/statistical-vali>

1. See AAPOR's Standard Definitions for more information at <https://aapor.org/standards-and-ethics/standard-definitions/>
2. Pasek, J. (2014). ANES Weighting Algorithm. Retrieved from <https://surveyinsights.org/wp-content/uploads/2014/07/Full-anesrake-paper.pdf>
3. Targets come from the 2020 Census and 2022 American Community Survey

Key Findings

Highest-performing areas:

- Evaluations of inclusivity and engagement were comparable to those of residents in other communities across the nation, while opportunities to volunteer and participate in social events and activities exceeded the national average.
- About 8 in 10 residents rated the overall opportunities for education, culture, and the arts positively, with scores surpassing the national benchmark. Several related items also received high marks, exceeding other similar communities, including:
 - Community support for the arts
 - Opportunities to attend cultural/arts/music activities
 - Opportunities to attend special events and festivals
 - Public library services
- When evaluating general aspects of health and wellness in the community, three-fourths of residents applauded overall health and wellness opportunities in Missoula and 7 in 10 positively reviewed health services.
- The City's parks and recreational opportunities are highly valued by residents with recreational opportunities, fitness opportunities, and availability of paths and walking trails ranking higher than the national average.

Lowest-performing areas:

- Several items related to Community Design received much lower ratings compared to the national benchmarks including overall quality of new development in Missoula, well-planned residential growth, variety of housing options, and availability of affordable quality housing indicating a potential area of opportunity.
- While residents placed high importance on the overall economy (86% rating it as essential or very important), they gave it relatively low quality ratings (26% rating it as excellent or good). These views were reflected in items such as the overall economic health of Missoula and the cost of living which both received less than favorable ratings and were also significantly lower than those of other communities. While notable, these findings align with ongoing national trends, likely driven by the rising cost of living.
- Safety scores provided by Missoula residents largely place the county on par with national averages, with some exceptions in the overall feeling of safety, police services, crime prevention, and emergency preparedness.
- As few as 3 in 10 residents gave positive marks to overall confidence in Missoula government with many aspects in this facet falling below the national average.

Other notable results:

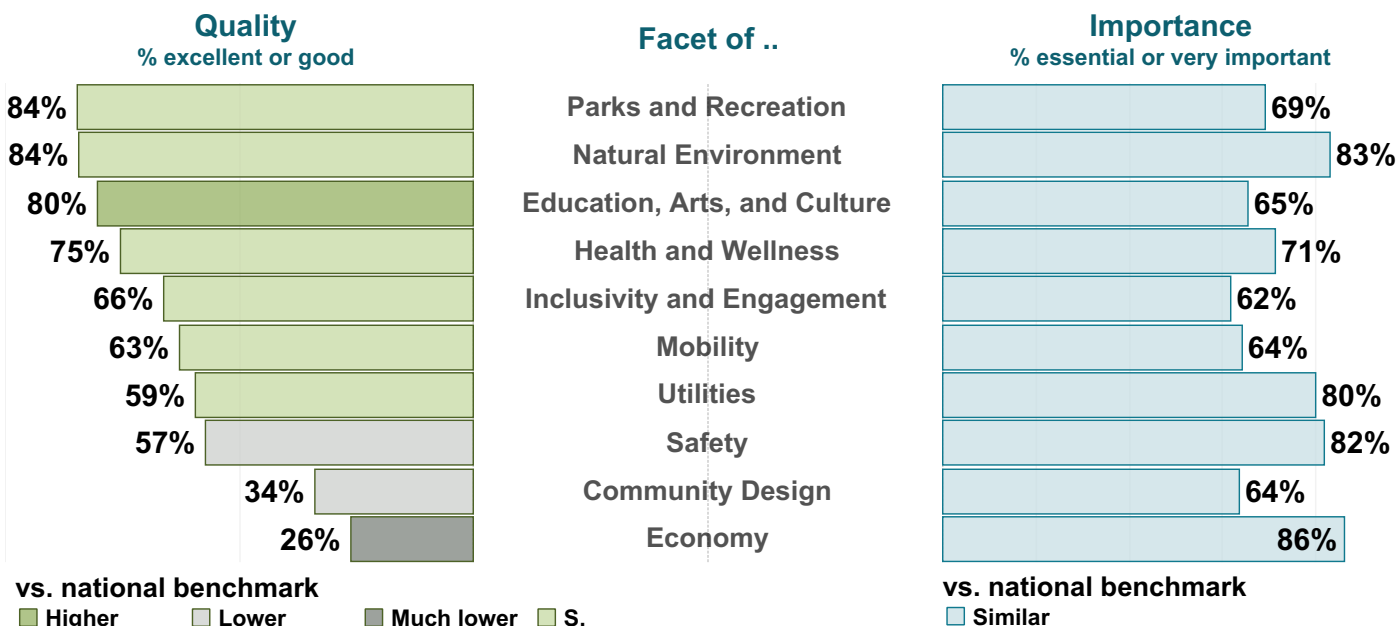
- When asked to indicate whether they support a reduction or tax increase to maintain current City service levels, residents' top response for reduction was financial support for community organizations (71%). Residents' top response for tax increase was access to indoor recreation activities for childcare and afterschool programs (57%).
- In addition to the standard survey questions, residents were asked to indicate how much of a source they considered the following items to be for obtaining information about Missoula and its activities. Residents indicated city website (46%), word of mouth (42%), and local/regional TV station (37%) as the top choices.
- When asked about their level of support for reforms regarding the issues of property tax reform in Montana, residents indicated support to provide an increased tax rate for luxury homes valued at more than \$2.5 million (84% strongly support or support).

Facets of Livability

Every jurisdiction must balance limited resources while meeting resident needs and striving to optimize community livability. To this end, it is helpful to know what aspects of the community are most important to residents and which they perceive as being of higher or lower quality. It is especially helpful to know when a facet of livability is considered of high importance but rated as lower quality, as this should be a top priority to address.

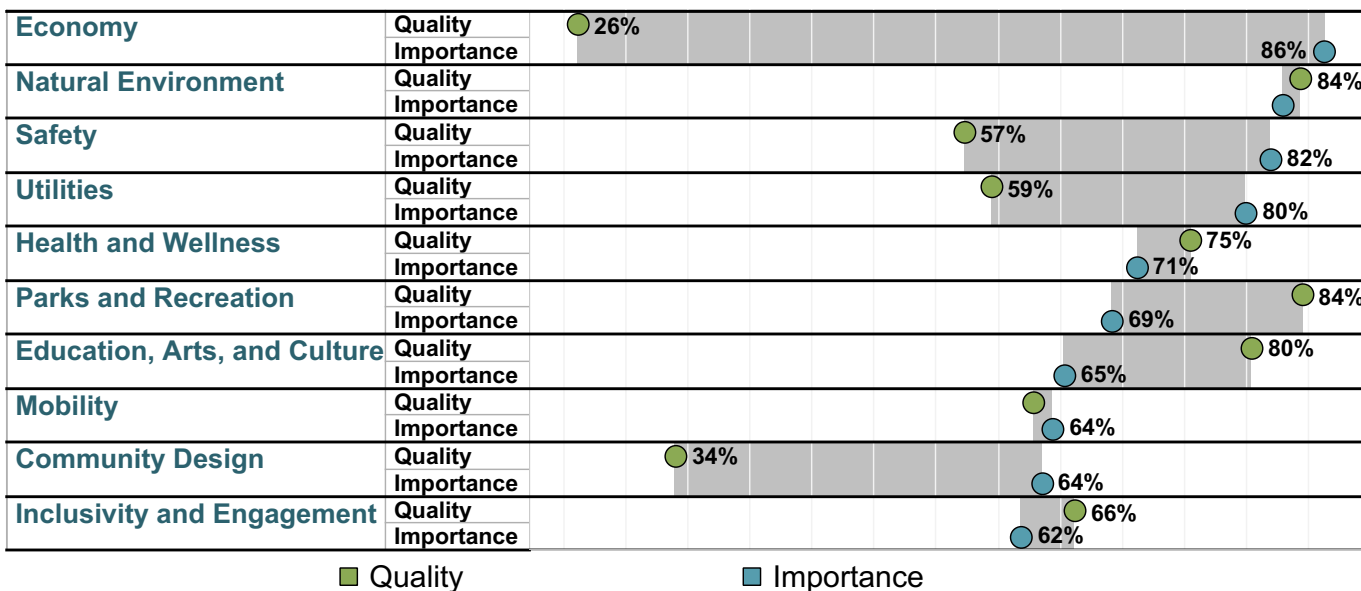
Quality and Importance by the Numbers

The table below shows the proportion of residents who rated the community facets positively for quality and the priority (importance) placed on each. Also displayed is whether local quality ratings were lower, similar, or higher than communities across the country (the national benchmark).



Quality/Importance Gap Analysis

The gap analysis chart below shows the same data as above; however, this chart more clearly illustrates the comparative differences in quality and importance ratings for each facet, as well as the absolute ratings for each.

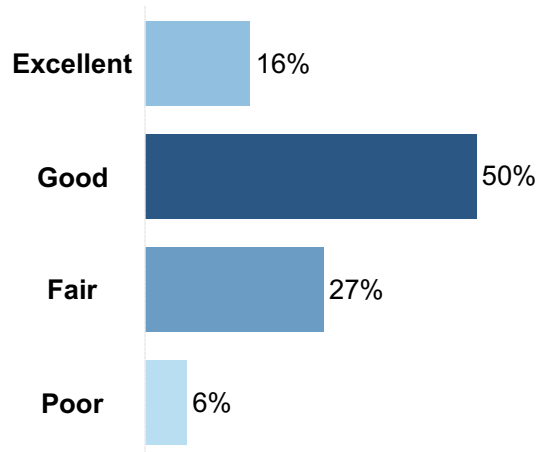




Quality of Life

Measuring community livability starts with assessing the quality of life of those who live there, and ensuring that the community is attractive, accessible, and welcoming to all.

The overall quality of life in Missoula, 2024



Please rate each of the following aspects of quality of life in Missoula.
(% excellent or good)

vs.national
benchmark⁷

Missoula as a place to live	74%	Similar
The overall quality of life in Missoula	66%	Similar

Please indicate how likely or unlikely you are to do each of the following.
(% very or somewhat likely)

Remain in Missoula for the next five years	80%	Similar
Recommend living in Missoula to someone who asks	61%	Much lower

Please rate each of the following in the Missoula community.
(% excellent or good)

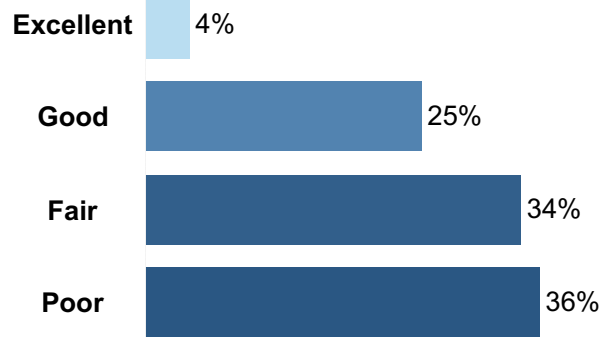
Overall image or reputation of Missoula	59%	Similar
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7. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Governance

Strong local governments produce results that meet the needs of residents while making the best use of available resources, and are responsive to the present and future needs of the community as a whole.

Overall confidence in Missoula government, 2024



Please rate the quality of each of the following services in Missoula. (% excellent or good)

		vs. national benchmark ^a
Overall customer service by Missoula employees (police, receptionists, planners, etc.)	68%	Similar
Public information services	54%	Similar

Please rate the following categories of Missoula government performance. (% excellent or good)

Treating residents with respect	45%	Lower
The job Missoula government does at welcoming resident involvement	44%	Similar
Being honest	39%	Lower
Being open and transparent to the public	36%	Lower
Informing residents about issues facing the community	33%	Lower
Generally acting in the best interest of the community	33%	Lower
The overall direction that Missoula is taking	30%	Lower
Overall confidence in Missoula government	29%	Lower
Treating all residents fairly	28%	Much lower
The value of services for the taxes paid to Missoula	27%	Lower

Overall, how would you rate the quality of the services provided by each of the following? (% excellent or good)

The City of Missoula	51%	Lower
The Federal Government	29%	Similar

Please indicate whether or not you have done each of the following in the last 12 months.
 (% excellent or good)

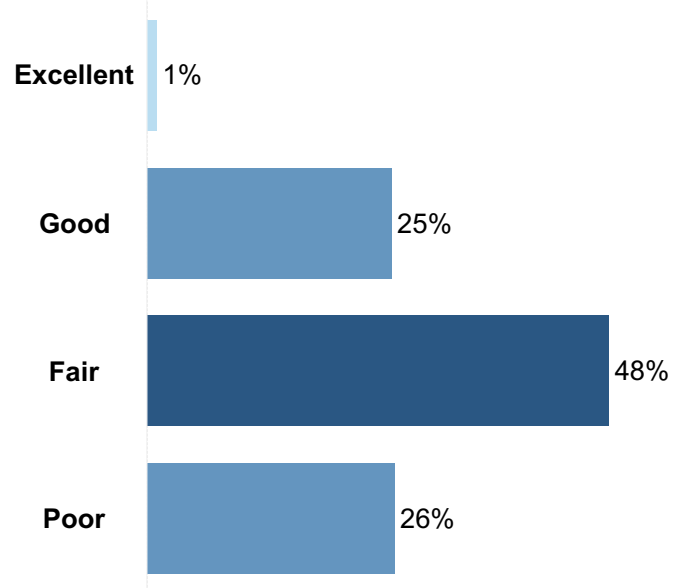
Contacted the City of Missoula (in-person, phone, email, or web) for help or information	44%	Similar
Watched (online or on television) a local public meeting	30%	Similar
Contacted Missoula elected officials (in-person, phone, email, or web) to express your opinion	25%	Similar
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	22%	Similar

8. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Economy

Local governments work together with private and nonprofit businesses, and with the community at large, to foster sustainable growth, create jobs, and promote a thriving local economy.

Overall economic health of Missoula, 2024



Please rate each of the following aspects of quality of life in Missoula.
(% excellent or good)

		vs. benchmark ^a
Missoula as a place to visit	90%	Higher
Missoula as a place to work	45%	Lower

Please rate each of the following characteristics as they relate to Missoula as a whole.
(% excellent or good)

Overall economic health of Missoula	26%	Much lower
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Please rate each of the following in the Missoula community.
(% excellent or good)

Vibrancy of downtown/commercial area	70%	Higher
Overall quality of business and service establishments in Missoula	62%	Similar
Shopping opportunities	58%	Similar
Variety of business and service establishments in Missoula	50%	Similar
Employment opportunities	26%	Lower
Cost of living in Missoula	5%	Much lower

Please rate the quality of each of the following services in Missoula.
(% excellent or good)

Economic development



Lower

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
(% very or somewhat positive)

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:



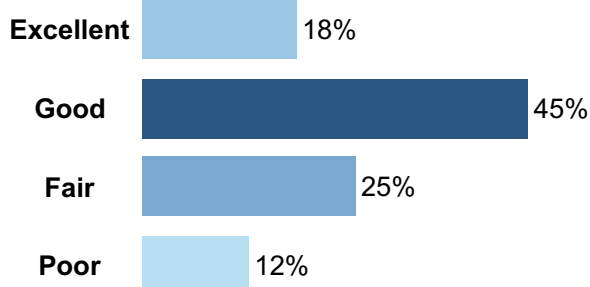
Similar

9. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Mobility

The ease with which residents can move about their communities, whether for commuting, leisure, or recreation, plays a major role in the quality of life for all who live, work, and play in the community.

Overall quality of the transportation system in Missoula, 2024



Please rate each of the following characteristics as they relate to Missoula as a whole.
(% excellent or good)

vs.
benchmark¹⁰

Overall quality of the transportation system (auto, bicycle, foot, bus) in Missoula	63%	Similar
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Please also rate each of the following in the Missoula community.
(% excellent or good)

Ease of travel by bicycle in Missoula	64%	Similar
Ease of walking in Missoula	63%	Similar
Ease of travel by public transportation in Missoula	55%	Higher
Ease of travel by car in Missoula	45%	Lower
Ease of public parking	32%	Lower
Traffic flow on major streets	19%	Much lower

Please indicate whether or not you have done each of the following in the last 12 months.
(% yes)

Walked or biked instead of driving	73%	Higher
Carpooled with other adults or children instead of driving alone	61%	Higher
Used bus, rail, subway, or other public transportation instead of driving	29%	Similar

Please rate the quality of each of the following services in Missoula.
(% excellent or good)

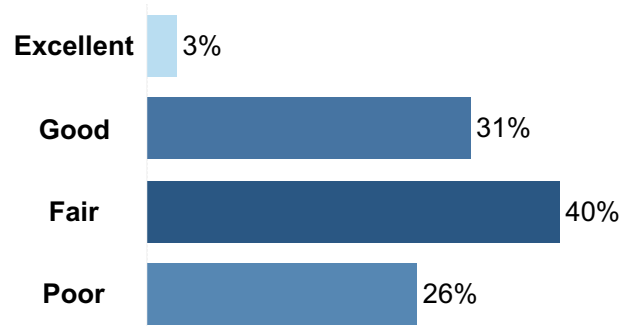
Bus or transit services	71%	Much higher
Street cleaning	52%	Similar
Street lighting	45%	Lower
Snow removal	43%	Lower
Traffic signal timing	41%	Similar
Traffic enforcement	38%	Lower
Sidewalk maintenance	35%	Lower
Street repair	29%	Lower

10. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Community Design

A well-designed community enhances the quality of life for its residents by encouraging smart land use and zoning, ensuring that affordable housing is accessible to all, and providing access to parks and other green spaces.

Overall design or layout of Missoula's residential and commercial areas, 2024



Please rate each of the following aspects of quality of life in Missoula.
(% excellent or good)

vs.
benchmark¹¹

Your neighborhood as a place to live	74%	Similar
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Please rate each of the following characteristics as they relate to Missoula as a whole.
(% excellent or good)

Overall design or layout of Missoula's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	34%	Lower
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Please also rate each of the following in the Missoula community.
(% excellent or good)

Public places where people want to spend time	67%	Similar
Overall appearance of Missoula	58%	Similar
Preservation of the historical or cultural character of the community	50%	Similar
Well-designed neighborhoods	26%	Lower
Overall quality of new development in Missoula	20%	Much lower
Well-planned commercial growth	18%	Lower
Well-planned residential growth	12%	Much lower
Variety of housing options	9%	Much lower
Availability of affordable quality housing	2%	Much lower

Please rate the quality of each of the following services in Missoula.
(% excellent or good)

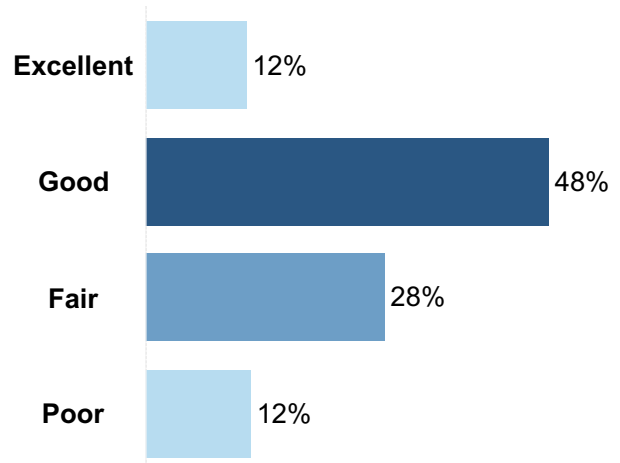
Code enforcement (weeds, abandoned buildings, etc.)	28%	Lower
Land use, planning, and zoning	18%	Lower

11. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Utilities

Services such as water, gas, electricity, and internet access play a vital role in ensuring the physical and economic health and well-being of the communities they serve.

Overall quality of the utility infrastructure in Missoula, 2024



Please rate the quality of each of the following services in Missoula.
(% excellent or good)

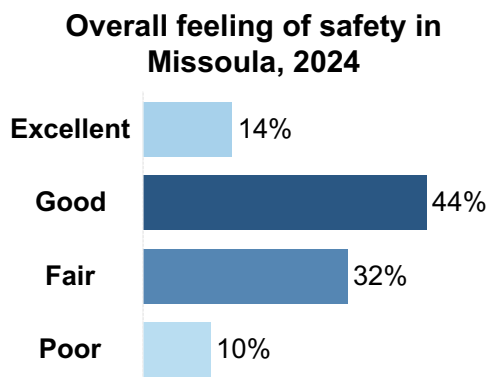
		vs. benchmark ¹²
Sewer services	83%	Similar
Drinking water	80%	Similar
Garbage collection	79%	Similar
Storm water management (storm drainage, dams, levees, etc.)	76%	Similar
Power (electric and/or gas) utility	62%	Lower
Utility billing	45%	Lower
Affordable high-speed internet access	34%	Lower

Please rate each of the following characteristics as they relate to Missoula as a whole.
(% excellent or good)

Overall quality of the utility infrastructure in Missoula (water, sewer, storm water, electric/gas, broadband)	59%	Similar
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12. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Public safety is often the most important task facing local governments. All residents should feel safe and secure in their neighborhoods and in the greater community, and providing robust safety-related services is essential to residents' quality of life.



Please rate each of the following characteristics as they relate to Missoula as a whole.
(% excellent or good)

vs.
benchmark¹³

Overall feeling of safety in Missoula	57%	Lower
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Please rate how safe or unsafe you feel:
(% very or somewhat safe)

In your neighborhood during the day	88%	Similar
From fire, flood, or other natural disaster	82%	Similar
In Missoula's downtown/commercial area during the day	79%	Similar
From violent crime	71%	Similar
From property crime	69%	Similar

Please rate the quality of each of the following services in Missoula.
(% excellent or good)

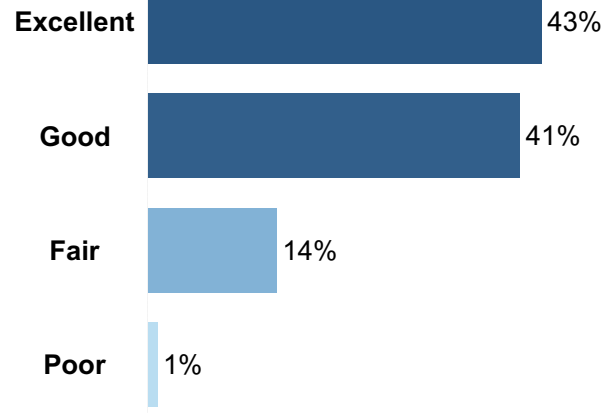
Fire services	92%	Similar
Ambulance or emergency medical services	82%	Similar
Fire prevention and education	74%	Similar
Animal control	67%	Similar
Police services	63%	Lower
Crime prevention	53%	Lower
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	46%	Lower

¹³. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Natural Environment

The natural environment plays a vital role in the health and well-being of residents. The natural spaces in which residents live and experience their communities has a direct and profound effect on quality of life.

Overall quality of natural environment in Missoula, 2024



Please rate each of the following characteristics as they relate to Missoula as a whole.
(% excellent or good)

vs.
benchmark¹⁴

Overall quality of natural environment in Missoula	84%	Similar
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Please also rate each of the following in the Missoula community.
(% excellent or good)

Water resources (beaches, lakes, ponds, riverways, etc.)	75%	Similar
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Cleanliness of Missoula	55%	Lower
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Air quality	49%	Lower
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Please rate the quality of each of the following services in Missoula.
(% excellent or good)

Missoula open space	72%	Similar
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Preservation of natural areas (open space, farmlands, and greenbelts)	63%	Similar
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Yard waste pick-up	44%	Lower
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Recycling	25%	Much lower
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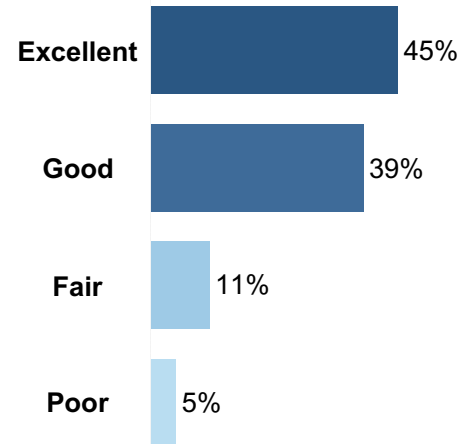
14. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Overall quality of the parks and recreation opportunities, 2024

Parks and Recreation

"There are no communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, without such communities having a robust, active system of parks and recreation programs for public use and enjoyment."

- National Recreation and Park Association



Please rate each of the following characteristics as they relate to Missoula as a whole.
(% excellent or good)

vs.
benchmark¹⁵

Overall quality of parks and recreation opportunities	84%	Similar
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Please also rate each of the following in the Missoula community.
(% excellent or good)

Recreational opportunities	91%	Much higher
Fitness opportunities (including exercise classes and paths or trails, etc.)	90%	Higher
Availability of paths and walking trails	82%	Higher

Please rate the quality of each of the following services in Missoula.
(% excellent or good)

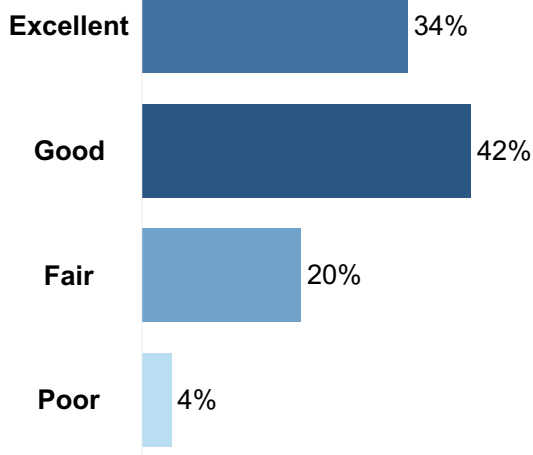
Recreation programs or classes	79%	Similar
Recreation centers or facilities	75%	Similar
City parks	72%	Similar

15. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Health and Wellness

The characteristics of and amenities available in the communities in which people live has a direct impact on the health and wellness of residents, and thus, on their quality of life overall.

Overall health and wellness opportunities in Missoula, 2024



Please rate each of the following characteristics as they relate to Missoula as a whole.
(% excellent or good)

		vs. benchmark ¹⁶
Overall health and wellness opportunities in Missoula	75%	Similar

Please also rate each of the following in the Missoula community.
(% excellent or good)

Availability of preventive health services	53%	Similar
Availability of affordable quality health care	50%	Similar
Availability of affordable quality food	39%	Lower
Availability of affordable quality mental health care	32%	Similar

Please rate the quality of each of the following services in Missoula.
(% excellent or good)

Health services	69%	Similar
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Please rate your overall health.
(% excellent or very good)

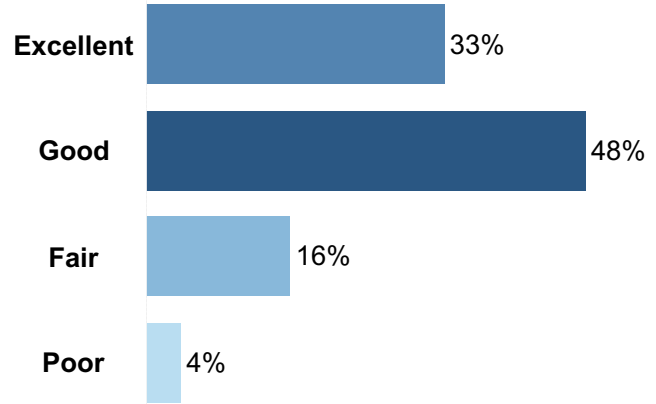
Please rate your overall health.	70%	Similar
----------------------------------	-----	---------

¹⁶. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Education, Arts, and Culture

Participation in the arts, in educational opportunities, and in cultural activities is linked to increased civic engagement, greater social tolerance, and enhanced enjoyment of the local community.

Overall opportunities for education, culture and the arts, 2024



Please rate each of the following characteristics as they relate to Missoula as a whole.
(% excellent or good)

vs.
benchmark¹⁷

Overall opportunities for education, culture, and the arts

80%

Higher

Please also rate each of the following in the Missoula community.
(% excellent or good)

Opportunities to attend special events and festivals

82%

Higher

Opportunities to attend cultural/arts/music activities

81%

Higher

Community support for the arts

80%

Higher

Adult educational opportunities

69%

Similar

K-12 education

65%

Similar

Availability of affordable quality childcare/preschool

12%

Much lower

Please rate the quality of each of the following services in Missoula.
(% excellent or good)

Public library services

93%

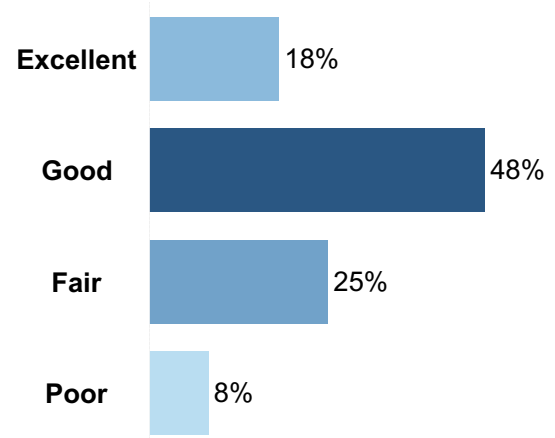
Higher

17. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

Inclusivity and Engagement

Inclusivity refers to a cultural and environmental feeling of belonging; residents who feel invited to participate within their communities feel more included, involved, and engaged than those who do not.

Residents' connection and engagement with their community, 2024



Please rate each of the following aspects of quality of life in Missoula.
(% excellent or good)

vs.
benchmark¹⁸

Missoula as a place to raise children	76%	Similar
Sense of community	57%	Similar
Missoula as a place to retire	50%	Lower

Please rate each of the following characteristics as they relate to Missoula as a whole.
(% excellent or good)

Residents' connection and engagement with their community	66%	Similar
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Please rate the job you feel the Missoula community does at each of the following.
(% excellent or good)

Making all residents feel welcome	57%	Similar
Valuing/respecting residents from diverse backgrounds	52%	Similar
Attracting people from diverse backgrounds	42%	Similar
Taking care of vulnerable residents (elderly, disabled, homeless, etc.)	28%	Lower

Please also rate each of the following in the Missoula community.
(% excellent or good)

Opportunities to volunteer	85%	Higher
Opportunities to participate in social events and activities	80%	Higher

Opportunities to participate in community matters	71%	Similar
Sense of civic/community pride	67%	Similar
Neighborliness of residents in Missoula	61%	Similar
Openness and acceptance of the community toward people of diverse backgrounds	52%	Similar

Please indicate whether or not you have done each of the following in the last 12 months.
 (% excellent or good)

Volunteered your time to some group/activity in Missoula	53%	Much higher
Campaigned or advocated for a local issue, cause, or candidate	26%	Similar

18. Comparison to the national benchmark is shown. If no comparison is available, this is left blank.

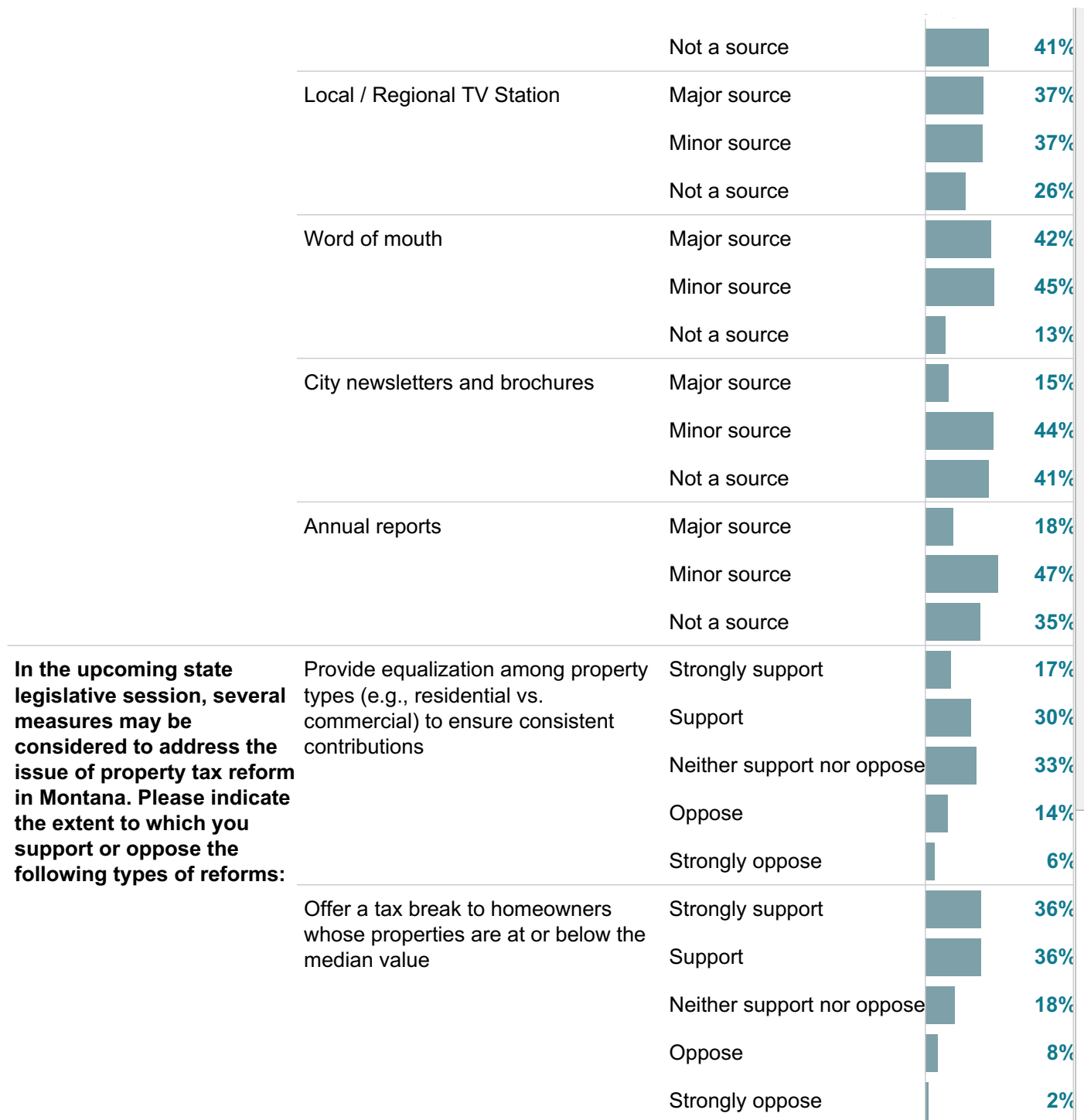
Custom Questions



Below are the complete set of responses to each custom question on the survey. By default, “don’t know” responses are excluded, but may be added to the table using the response filter below.

Include "don't know"
No

Without other revenues, services provided by the City of Missoula may have to be reduced in the future. This includes services and programs that have been funded through grant programs that are coming to an end. From the following list of municipal services, please indicate whether you support a reduction in services or support a tax increase to maintain current service levels.	Investments in the affordable housing trust fund	Support reduction		45%
		Support tax increase		55%
	Sheltering services for unhoused neighbors	Support reduction		51%
		Support tax increase		49%
	Climate and sustainability programs to address impacts of climate change	Support reduction		51%
		Support tax increase		49%
	Access to indoor recreation activities for childcare and afterschool programs	Support reduction		43%
		Support tax increase		57%
	Financial support for community organizations	Support reduction		71%
		Support tax increase		29%
	Construction of new sidewalks	Support reduction		61%
		Support tax increase		39%
How much of a source, if at all, do you consider each of the following to be for obtaining information about the City of Missoula?	Email subscription	Major source		20%
		Minor source		29%
		Not a source		51%
	City Website (www.ci.missoula.mt.us)	Major source		46%
		Minor source		38%
		Not a source		16%
	Printed or online newspaper (e.g., Missoulian, Current, Pulp)	Major source		31%
		Minor source		37%
		Not a source		32%
	City Social Media (Facebook, Instagram, YouTube, Twitter/X)	Major source		27%
		Minor source		32%





The City of Missoula 2024 Community Survey

Please complete this survey if you are the adult (age 18 or older) in the household who most recently had a birthday (the year of birth does not matter). Your responses are confidential and no identifying information will be shared.

1. Please rate each of the following aspects of quality of life in Missoula.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Missoula as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Missoula as a place to raise children	1	2	3	4	5
Missoula as a place to work.....	1	2	3	4	5
Missoula as a place to visit.....	1	2	3	4	5
Missoula as a place to retire	1	2	3	4	5
The overall quality of life in Missoula	1	2	3	4	5
Sense of community.....	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Missoula as a whole.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall economic health of Missoula.....	1	2	3	4	5
Overall quality of the transportation system (auto, bicycle, foot, bus) in Missoula.....	1	2	3	4	5
Overall design or layout of Missoula's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4	5
Overall quality of the utility infrastructure in Missoula (water, sewer, storm water, electric/gas, broadband).....	1	2	3	4	5
Overall feeling of safety in Missoula	1	2	3	4	5
Overall quality of natural environment in Missoula.....	1	2	3	4	5
Overall quality of parks and recreation opportunities.....	1	2	3	4	5
Overall health and wellness opportunities in Missoula	1	2	3	4	5
Overall opportunities for education, culture, and the arts.....	1	2	3	4	5
Residents' connection and engagement with their community	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following.

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Somewhat unlikely</u>	<u>Very unlikely</u>	<u>Don't know</u>
Recommend living in Missoula to someone who asks.....	1	2	3	4	5
Remain in Missoula for the next five years.....	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	<u>Very safe</u>	<u>Somewhat safe</u>	<u>Neither safe nor unsafe</u>	<u>Somewhat unsafe</u>	<u>Very unsafe</u>	<u>Don't know</u>
In your neighborhood during the day.....	1	2	3	4	5	6
In Missoula's downtown/commercial area during the day	1	2	3	4	5	6
From property crime.....	1	2	3	4	5	6
From violent crime.....	1	2	3	4	5	6
From fire, flood, or other natural disaster	1	2	3	4	5	6

5. Please rate the job you feel the Missoula community does at each of the following.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Making all residents feel welcome	1	2	3	4	5
Attracting people from diverse backgrounds.....	1	2	3	4	5
Valuing/respecting residents from diverse backgrounds.....	1	2	3	4	5
Taking care of vulnerable residents (elderly, disabled, homeless, etc.).....	1	2	3	4	5

6. Please rate each of the following in the Missoula community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Overall quality of business and service establishments in Missoula.....	1	2	3	4	5
Variety of business and service establishments in Missoula	1	2	3	4	5
Vibrancy of downtown/commercial area	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Missoula.....	1	2	3	4	5
Overall image or reputation of Missoula	1	2	3	4	5

7. Please also rate each of the following in the Missoula community.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Traffic flow on major streets.....	1	2	3	4	5
Ease of public parking.....	1	2	3	4	5
Ease of travel by car in Missoula	1	2	3	4	5
Ease of travel by public transportation in Missoula	1	2	3	4	5
Ease of travel by bicycle in Missoula	1	2	3	4	5
Ease of walking in Missoula.....	1	2	3	4	5
Well-planned residential growth	1	2	3	4	5
Well-planned commercial growth.....	1	2	3	4	5
Well-designed neighborhoods	1	2	3	4	5
Preservation of the historical or cultural character of the community	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options.....	1	2	3	4	5
Availability of affordable quality housing.....	1	2	3	4	5
Overall quality of new development in Missoula.....	1	2	3	4	5
Overall appearance of Missoula.....	1	2	3	4	5
Cleanliness of Missoula	1	2	3	4	5
Water resources (beaches, lakes, ponds, riverways, etc.)	1	2	3	4	5
Air quality.....	1	2	3	4	5
Availability of paths and walking trails.....	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.) ...	1	2	3	4	5
Recreational opportunities.....	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care.....	1	2	3	4	5
Availability of preventive health services.....	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Community support for the arts.....	1	2	3	4	5
Availability of affordable quality childcare/preschool.....	1	2	3	4	5
K-12 education.....	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Sense of civic/community pride.....	1	2	3	4	5
Neighborliness of residents in Missoula.....	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to attend special events and festivals	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds.....	1	2	3	4	5

8. Please indicate whether or not you have done each of the following in the last 12 months.

	<u>No</u>	<u>Yes</u>
Contacted the City of Missoula (in-person, phone, email, or web) for help or information.....	1	2
Contacted Missoula elected officials (in-person, phone, email, or web) to express your opinion.....	1	2
Attended a local public meeting (of local elected officials like City Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.)	1	2
Watched (online or on television) a local public meeting.....	1	2
Volunteered your time to some group/activity in Missoula	1	2
Campaigned or advocated for a local issue, cause, or candidate.....	1	2
Voted in your most recent local election	1	2
Used bus, rail, subway, or other public transportation instead of driving.....	1	2
Carpooled with other adults or children instead of driving alone	1	2
Walked or biked instead of driving	1	2

The City of Missoula 2024 Community Survey

9. Please rate the quality of each of the following services in Missoula.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
Public information services.....	1	2	3	4	5
Economic development.....	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Traffic signal timing.....	1	2	3	4	5
Street repair.....	1	2	3	4	5
Street cleaning.....	1	2	3	4	5
Street lighting.....	1	2	3	4	5
Snow removal.....	1	2	3	4	5
Sidewalk maintenance.....	1	2	3	4	5
Bus or transit services	1	2	3	4	5
Land use, planning, and zoning.....	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Affordable high-speed internet access	1	2	3	4	5
Garbage collection	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services.....	1	2	3	4	5
Storm water management (storm drainage, dams, levees, etc.)	1	2	3	4	5
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing	1	2	3	4	5
Police services	1	2	3	4	5
Crime prevention.....	1	2	3	4	5
Animal control.....	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Fire services.....	1	2	3	4	5
Fire prevention and education.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	1	2	3	4	5
Preservation of natural areas (open space, farmlands, and greenbelts)	1	2	3	4	5
Missoula open space.....	1	2	3	4	5
Recycling.....	1	2	3	4	5
Yard waste pick-up.....	1	2	3	4	5
City parks.....	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Health services.....	1	2	3	4	5
Public library services	1	2	3	4	5
Overall customer service by Missoula employees (police, receptionists, planners, etc.)	1	2	3	4	5

10. Please rate the following categories of Missoula government performance.

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The value of services for the taxes paid to Missoula	1	2	3	4	5
The overall direction that Missoula is taking.....	1	2	3	4	5
The job Missoula government does at welcoming resident involvement.....	1	2	3	4	5
Overall confidence in Missoula government.....	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest.....	1	2	3	4	5
Being open and transparent to the public.....	1	2	3	4	5
Informing residents about issues facing the community	1	2	3	4	5
Treating all residents fairly.....	1	2	3	4	5
Treating residents with respect.....	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know</u>
The City of Missoula.....	1	2	3	4	5
The Federal Government.....	1	2	3	4	5
The State Government	1	2	3	4	5

12. Please rate how important, if at all, you think it is for the Missoula community to focus on each of the following in the coming two years.

	<u>Essential</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not at all important</u>
Overall economic health of Missoula.....	1	2	3	4
Overall quality of the transportation system (auto, bicycle, foot, bus) in Missoula.....	1	2	3	4
Overall design or layout of Missoula's residential and commercial areas (e.g., homes, buildings, streets, parks, etc.)	1	2	3	4
Overall quality of the utility infrastructure in Missoula (water, sewer, storm water, electric/gas, broadband)	1	2	3	4
Overall feeling of safety in Missoula	1	2	3	4
Overall quality of natural environment in Missoula.....	1	2	3	4
Overall quality of parks and recreation opportunities.....	1	2	3	4
Overall health and wellness opportunities in Missoula.....	1	2	3	4
Overall opportunities for education, culture, and the arts	1	2	3	4
Residents' connection and engagement with their community.....	1	2	3	4

13. Without other revenues, services provided by the City of Missoula may have to be reduced in the future. This includes services and programs that have been funded through grant programs that are coming to an end. From the following list of municipal services, please indicate whether you support a reduction in services or support a tax increase to maintain current service levels.

	<u>Support reduction</u>	<u>Support tax increase</u>
Investments in the affordable housing trust fund.....	1	2
Sheltering services for unhoused neighbors	1	2
Climate and sustainability programs to address impacts of climate change	1	2
Access to indoor recreation activities for childcare and afterschool programs	1	2
Financial support for community organizations	1	2
Construction of new sidewalks.....	1	2
Construction of new streets, traffic signals, and roundabouts	1	2

14. How much of a source, if at all, do you consider each of the following to be for obtaining information about the City of Missoula?

	<u>Major source</u>	<u>Minor source</u>	<u>Not a source</u>
Email subscription.....	1	2	3
City Website (www.ci.missoula.mt.us).....	1	2	3
Printed or online newspaper (e.g., Missoulian, Current, Pulp).....	1	2	3
City Social Media (Facebook, Instagram, YouTube, Twitter/X)	1	2	3
Local / Regional TV Station	1	2	3
Word of mouth	1	2	3
City newsletters and brochures.....	1	2	3
Annual reports	1	2	3

15. In the upcoming state legislative session, several measures may be considered to address the issue of property tax reform in Montana. Please indicate the extent to which you support or oppose the following types of reforms:

	<u>Strongly support</u>	<u>Support</u>	<u>Neither support nor oppose</u>	<u>Oppose</u>	<u>Strongly oppose</u>
Provide equalization among property types (e.g., residential vs. commercial) to ensure consistent contributions	1	2	3	4	5
Offer a tax break to homeowners whose properties are at or below the median value	1	2	3	4	5
Allow cities to include a tourism sales tax on local ballots that would allocate proceeds to property tax relief.....	1	2	3	4	5
Provide an income tax credit to certain homeowners and renters based on income to relieve property tax burden.....	1	2	3	4	5
Provide an increased tax rate for luxury homes valued at more than \$2.5 million	1	2	3	4	5

The City of Missoula 2024 Community Survey

Our last questions are about you and your household.

Again, all of your responses to this survey are confidential and no identifying information will be shared.

D1. In general, how many times do you:

	Several <u>times a day</u>	Once <u>a day</u>	A few times <u>a week</u>	Every <u>few weeks</u>	Less often <u>or never</u>	Don't <u>know</u>
Access the internet from your home using a computer, laptop, or tablet computer	1	2	3	4	5	6
Access the internet from your cell phone.....	1	2	3	4	5	6
Visit social media sites such as Facebook, X (formerly Twitter), Nextdoor, etc.	1	2	3	4	5	6
Use or check email.....	1	2	3	4	5	6
Share your opinions online.....	1	2	3	4	5	6
Shop online.....	1	2	3	4	5	6

D2. Please rate your overall health.

☐ Excellent ☐ Very good ☐ Good ☐ Fair ☐ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months?

Do you think the impact will be:

☐ Very positive ☐ Somewhat positive ☐ Neutral ☐ Somewhat negative ☐ Very negative

D4. How many years have you lived in Missoula?

☐ Less than 2 years
☐ 2-5 years
☐ 6-10 years
☐ 11-20 years
☐ More than 20 years

D5. Which best describes the building you live in?

☐ Single-family detached home
☐ Townhouse or duplex (may share walls but no units above or below you)
☐ Condominium or apartment (have units above or below you)
☐ Mobile home
☐ Other

D6. Do you rent or own your home?

☐ Rent
☐ Own

D7. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance, and homeowners' association (HOA) fees)?

☐ Less than \$300 ☐ \$2,500 to \$3,999
☐ \$300 to \$599 ☐ \$4,000 to \$6,999
☐ \$600 to \$999 ☐ \$7,000 to \$9,999
☐ \$1,000 to \$1,499 ☐ \$10,000 or more
☐ \$1,500 to \$2,499

D8. Do any children 17 or under live in your household?

☐ No ☐ Yes

D9. Are you or any other members of your household aged 65 or older?

☐ No ☐ Yes

D10. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)

☐ Less than \$25,000 ☐ \$100,000 to \$149,999
☐ \$25,000 to \$49,999 ☐ \$150,000 to \$199,999
☐ \$50,000 to \$74,999 ☐ \$200,000 to \$299,999
☐ \$75,000 to \$99,999 ☐ \$300,000 or more

D11. Are you of Hispanic, Latino/a/x, or Spanish origin?

☐ No ☐ Yes

D12. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)

☐ American Indian or Alaskan Native
☐ Asian
☐ Black or African American
☐ Native Hawaiian or Other Pacific Islander
☐ White
☐ A race not listed

D13. In which category is your age?

☐ 18-24 years ☐ 55-64 years
☐ 25-34 years ☐ 65-74 years
☐ 35-44 years ☐ 75 years or older
☐ 45-54 years

D14. What is your gender?

☐ Woman
☐ Man
☐ Identify in another way → go to D14a

D14a. If you identify in another way, how would you describe your gender?

☐ Agender/I don't identify with any gender
☐ Genderqueer/gender fluid
☐ Non-binary
☐ Transgender man
☐ Transgender woman
☐ Two-spirit
☐ Identify in another way

Thank you!

Please return the completed survey in the postage-paid envelope to:
National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502