

Downtown BID Consumer Survey Results

April 2008

In March 2008, The Downtown Business Improvement District mailed out 4000 surveys to random households throughout Missoula zip code areas 59801, 59802, 59803, 59804 and 59808. Within two weeks 639 responses were received—a very surprising 16% response rate. Consumers were asked a variety of question relating to Downtown, as well as other demographic information. Responses were then tabulated by entering the data into a program called Survey Monkey. This software enabled the data to be summarized into a pdf report. Written responses to questions were then also tabulated, with the top responses to questions listed along side the regular responses to questions.

This report does not analyze the information that was collected, it merely lists each question and the subsequent response summary from the Survey Monkey pdf report. Written in responses are also listed next to the questions where that was an option. Electronic formats of this document, plus the Survey Monkey report and excel files with the written responses are all available.

This information is presented as a tool to help Downtown stakeholders understand community perceptions about Downtown Missoula, and can serve as a guide for marketing decision making, recruitment and retention, business management and decision making processes.

For more information, or for electronic copies of this information, visit the BID website at www.missouladowntownbid.org.



Downtown BID Consumer Survey Results April 2008

1. When do you typically shop for non-grocery items?
(• mark up to SEVEN times total for the week)

	Before 11:00 a.m.	11:00 a.m.- 2:00 p.m.	2:00 p.m.- 5:00 p.m.	After 5:00 p.m.
Monday	a	b	c	d
Tuesday	e	f	g	h
Wednesday	i	j	k	l
Thursday	m	n	o	p
Friday	q	r	s	t
Saturday	u	v	w	x
Sunday	y	z	1	2

1. When do you typically shop for non-grocery items? (• mark up to SEVEN times total for the week)					
	Before 11:00 a.m.	11:00 a.m. - 2:00 p.m.	2:00 p.m. - 5:00 p.m.	After 5:00 p.m.	Response Count
Monday	22.8% (72)	26.6% (84)	22.5% (71)	36.1% (114)	316
Tuesday	14.9% (46)	30.1% (93)	19.7% (61)	40.8% (126)	309
Wednesday	14.0% (47)	29.9% (100)	22.7% (76)	38.8% (130)	335
Thursday	14.6% (46)	26.1% (82)	24.8% (78)	40.8% (128)	314
Friday	16.0% (58)	22.9% (83)	29.3% (106)	42.8% (155)	362
Saturday	21.8% (103)	49.3% (233)	48.6% (230)	17.3% (82)	473
Sunday	16.4% (60)	44.3% (162)	53.0% (194)	14.2% (52)	366
Survey Monkey report	answered question				618
	skipped question				21

2. During which of the following extended hours are you currently most likely to shop for non-grocery items?
(• mark ONE)

- a. Monday after 7:00 p.m.
- b. Tuesday after 7:00 p.m.
- c. Wednesday after 7:00 p.m.
- d. Thursday after 7:00 p.m.
- e. Friday after 7:00 p.m.
- f. Sunday afternoon
- g. Other _____

2. During which of the following extended hours are you currently most likely to shop for non-grocery items? (• mark ONE)		
	Response Percent	Response Count
Monday after 7:00 p.m.	4.4%	24
Tuesday after 7:00 p.m.	2.4%	13
Wednesday after 7:00 p.m.	7.4%	40
Thursday after 7:00 p.m.	8.5%	46
Friday after 7:00 p.m.	18.3%	99
Sunday afternoon	47.0%	254
Other	11.9%	64
Other (please specify)		64
Survey Monkey report	answered question	
	540	
	skipped question	
	99	

#2 For "other" category...

None/ Never:	12
Saturday:	11
Saturday morning:	6
Saturday afternoon:	4
Varies/ no pattern:	3
As needed/ when convenient:	3
Mid-day:	3
Early morning:	3
Evenings during Christmas:	2
Saturday evenings:	2
Saturday after 7:00:	2
Sunday morning:	2

*Additional responses of just (1) category: 11

3. When you go shopping for non-grocery items, how much do you usually spend per shopping trip? (•mark ONE)

- a. Under \$50
- b. \$50-\$75
- c. \$75-\$100
- d. Over \$100
- e. Over \$200

3. When you go shopping for non-grocery items, how much do you usually spend per shopping trip? (• mark ONE)		
	Response Percent	Response Count
Under \$50	37.2%	232
50-\$75	34.8%	217
\$75-\$100	19.4%	121
Over \$100	6.6%	41
Over \$200	1.9%	12
Survey Monkey report	answered question	
	623	
	skipped question	
	16	

4. How often do you eat out... (mark ONE answer for each question)

	5 x or more per week	2-4 x per week	Once a week	Once a month	Once every few months	Never
...for breakfast?	a	b	c	d	e	f
...for lunch?	a	b	c	d	e	f
...for supper?	a	b	c	d	e	f

4. How often do you eat out... (mark ONE answer for each question)							
	5 x or more per week	2-4 x per week	Once a week	Once a month	Once every few months	Never	Response Count
for breakfast?	0.5% (3)	7.6% (45)	18.4% (109)	28.1% (166)	33.5% (198)	11.8% (70)	591
for lunch?	2.6% (16)	23.4% (142)	32.6% (198)	23.2% (141)	15.3% (93)	3.0% (18)	608
for supper?	0.5% (3)	21.9% (136)	35.8% (222)	25.5% (158)	14.7% (91)	1.6% (10)	620
answered question							637
skipped question							2

5. How often do you eat out during business travel (>60 miles from your office)?

5 x or more per week	2-4 x per week	Once a week	Once a month	Once every few months	Never
a	b	c	d	e	f

5. How often do you eat out during business travel (>60 miles from your office)?				
		Response Percent	Response Count	
5 x or more per week		9.4%	56	
2-4 x per week		8.9%	53	
Once a week		5.5%	33	
Once a month		17.1%	102	
Once every few months		22.9%	136	
Never		36.1%	215	
answered question			595	
skipped question			44	

6. How often do you eat supper out where each meal costs... (mark ONE answer for each question)

	5 x or more per week	2-4 x per week	Once a week	Once a month	Once every few months	Never
...\$4.99 or less per person?	a	b	c	d	e	f
...from \$5 to \$9.99 per person?	a	b	c	d	e	f
...from \$10 to \$14.99 per person?	a	b	c	d	e	f
...\$15 or more per person?	a	b	c	d	e	f

6. How often do you eat supper out where each meal costs... (mark ONE answer for each question)							
	5 x or more per week	2-4 x per week	Once a week	Once a month	Once every few months	Never	Response Count
...\$4.99 or less per person?	1.2% (5)	9.8% (41)	17.5% (73)	17.7% (74)	21.3% (89)	32.5% (136)	418
...from \$5 to \$9.99 per person?	0.6% (3)	15.5% (78)	27.4% (138)	27.4% (138)	21.8% (110)	7.3% (37)	504
...from \$10 to \$14.99 per person?	0.6% (3)	6.7% (34)	23.8% (121)	30.7% (156)	29.9% (152)	8.3% (42)	508
...\$15 or more per person?	0.2% (1)	3.7% (19)	12.3% (63)	24.8% (127)	44.1% (226)	15.0% (77)	513
answered question							637
skipped question							2

7. What two restaurants or types of cuisine would you most like to see come to downtown Missoula?

a. _____ b. _____

Top ten responses...

Olive Garden:	114
Seafood:	92
Red Lobster:	91
Italian:	70
Chinese:	59
Mexican:	42
Indian:	31
Steak house:	27
Greek:	26
Asian / Oriental:	25

(*Additional Responses)

7. What two restaurants or types of cuisine would you most like to see come to downtown Missoula?			Response Percent	Response Count
a.			100.0%	540
b.			82.0%	443
Survey Monkey report			answered question	540
			skipped question	99

8. How often do you do the following? (• mark ONE answer for each)

	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never
Watch movies at a theater.	a	b	c	d	e	f
Rent movies from a store to watch at home.	a	b	c	d	e	f

8. How often do you do the following? (• mark ONE answer for each)								
	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never	Response Count	
Watch movies at a theater.	0.2% (1)	1.3% (8)	5.7% (36)	14.1% (89)	53.2% (335)	25.6% (161)	630	
Rent movies from a store to watch at home.	5.6% (35)	15.3% (95)	16.7% (104)	15.3% (95)	24.1% (150)	23.0% (143)	622	
Survey Monkey report							answered question	635
							skipped question	4

9. Which of the following events did you attend in the last 12 months? (• mark ALL that apply)

- a. Out to Lunch
- b. Downtown ToNight
- c. River City Roots Festival
- d. Garden City Brewfest
- e. Garden City River Rod Run
- f. Farmer's Market
- g. People's Market
- h. Clark Fork River Market
- i. First Night Missoula
- j. Parade of Lights
- k. First Friday Gallery Night
- l. Hempfest
- m. Germanfest
- n. International Wildlife Film Festival
- o. Big Sky Documentary Film Festival
- p. Festival of the Book
- q. Other _____

#9 For "other" category...

Festival of the Dead:	9
MCT:	9
None:	8
Parades:	8
Mavericks Brewfest:	3
Concerts at the Wilma:	3
Fly Fishing Film Festival:	2

* Additional responses of just (1) category: 15

9. Which of the following events did you attend in the last 12 months? (• mark ALL that apply)			Response Percent	Response Count
Big Sky Documentary Film Festival			17.9%	106
Clark Fork River Market			33.8%	200
Downtown ToNight			23.2%	137
Farmer's Market			87.3%	516
Festival of the Book			11.2%	66
First Friday Gallery Night			36.5%	216
First Night Missoula			30.3%	179
Garden City Brewfest			23.7%	140
Garden City River Rod Run			9.3%	55
Germanfest			11.7%	69
Hempfest			10.2%	60
International Wildlife Film Festival			16.8%	99
Out to Lunch			63.3%	374
People's Market			57.2%	338
Parade of Lights			12.0%	71
River City Roots Festival			20.1%	119
Other			9.6%	57
Other (please specify)				60
Survey Monkey report			answered question	591
			skipped question	48

10. How often do you come to downtown Missoula for the following? (•mark ONE answer for each)

	5 x or more per week	2-4 x per week	Once a week	Once a month	Once every few months	Never
Non-grocery retail shopping	a	b	c	d	e	f
Eating out	a	b	c	d	e	f
Personal care or professional services	a	b	c	d	e	f
Work	a	b	c	d	e	f
Passing through on your way to someplace else	a	b	c	d	e	f

10. How often do you come to downtown Missoula for the following? (•mark ONE answer for each)							
	5 x or more per week	2-4 x per week	Once a week	Once a month	Once every few months	Never	Response Count
Non-grocery retail shopping	0.5% (3)	5.7% (35)	18.7% (115)	30.8% (189)	35.0% (215)	9.3% (57)	614
Eating out	1.9% (12)	11.7% (72)	21.1% (130)	29.2% (180)	27.8% (171)	8.3% (51)	616
Personal care or professional services	0.2% (1)	3.1% (19)	7.3% (44)	25.3% (153)	32.1% (194)	32.1% (194)	605
Work	18.4% (107)	8.4% (49)	6.0% (35)	4.6% (27)	6.7% (39)	55.8% (325)	582
Passing through on your way to someplace else	24.5% (146)	29.4% (175)	23.0% (137)	11.3% (67)	6.4% (38)	5.4% (32)	595
Survey Monkey report	answered question						634
	skipped question						5

11. What are the two biggest non-work reasons for you to stop downtown? (i.e. specific establishment, attraction or activity)

a. _____ b. _____

Top ten responses...

Dining out/ Restaurants:	161
Shopping:	82
Macy's:	79
Farmer's Market:	65
Music / Night life/ Bars:	46
Library:	39
Coffee shops:	22
Banking:	20
Atmosphere/ uniqueness:	19
Support small local businesses:	18
Carousel:	18

11. What are the two biggest non-work reasons for you to stop downtown? (i.e. specific establishment, attraction or activity)		
	Response Percent	Response Count
a. _____	100.0%	593
b. _____	91.7%	544
Survey Monkey report	answered question	593
	skipped question	46

*Additional responses

12. Where do you typically park when you drive to downtown Missoula for any reason but work? (• mark ONE)

a. On the street b. In a public parking lot c. In a private parking lot d. Other _____

12. Where do you typically park when you drive to downtown Missoula for any reason but work? (• mark ONE)		
	Response Percent	Response Count
On the street	76.6%	484
In a public parking lot	12.3%	78
In a private parking lot	6.0%	38
Other	5.1%	32
	Other (please specify)	34
Survey Monkey report	answered question	632
	skipped question	7

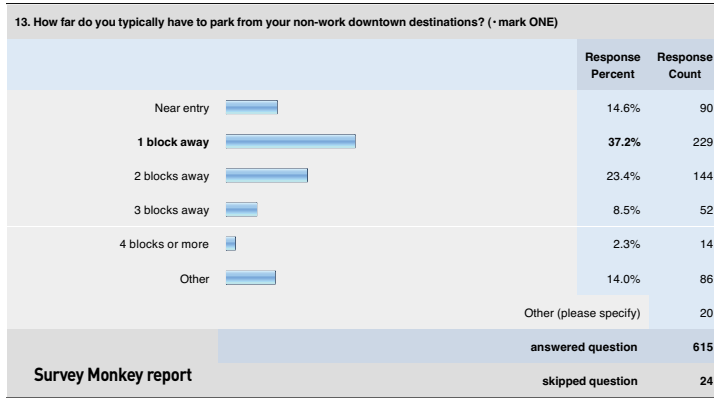
#12 For "other" category...

Bike racks / Bike:	7
Walk:	7
Bus:	4
Bike & Walk:	3
No car:	3
Don't Drive:	2

Additional responses of just (1) category: 7

13. How far do you typically have to park from your non-work downtown destinations? (• mark ONE)

- a. Near entry b. block away c. 1 block away d. 2 blocks away e. 3 blocks away f. 4 blocks or more

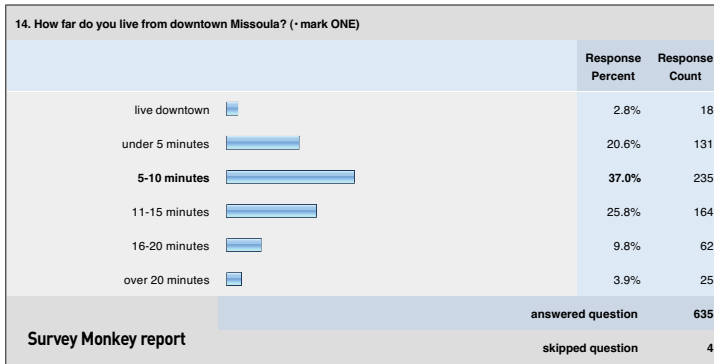


#13 For "other" category...

1/2 block away: 18
walk: 1
Bike: 1

14. How far do you live from downtown Missoula? (• mark ONE)

- a. live downtown b. under 5 minutes c. 5-10 minutes d. 11-15 minutes e. 16-20 minutes f. over 20 minutes



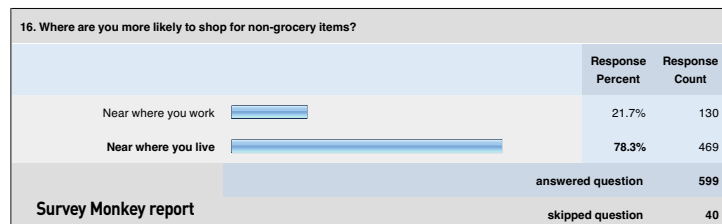
15. How far do you live from where you work? (• mark ONE)

- a. work at home/retired b. under 5 minutes c. 5-10 minutes d. 11-15 minutes e. 16-20 minutes f. over 20 minutes



16. Where are you more likely to shop for non-grocery items?

- a. Near where you work
b. Near where you live



17. How often do you shop at the following locations/stores? (• mark ONE answer for each)

	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never
Downtown Missoula	a	b	c	d	e	f
Brooks Street Corridor	a	b	c	d	e	f
North Reserve	a	b	c	d	e	f
South Reserve	a	b	c	d	e	f
Spokane	a	b	c	d	e	f
Other _____	a	b	c	d	e	f

17. How often do you shop at the following locations/stores? (• mark ONE answer for each)							
	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never	Response Count
Downtown Missoula	8.9% (55)	13.0% (81)	17.1% (106)	23.5% (146)	30.9% (192)	6.6% (41)	621
Brooks Street Corridor	9.3% (56)	21.2% (127)	22.9% (137)	16.9% (101)	21.2% (127)	8.5% (51)	599
North Reserve	22.9% (143)	27.4% (171)	21.8% (136)	15.5% (97)	8.5% (53)	3.8% (24)	624
South Reserve	10.4% (62)	19.2% (114)	17.8% (106)	15.0% (89)	22.2% (132)	15.5% (92)	595
Spokane	0.0% (0)	0.3% (2)	0.2% (1)	1.6% (9)	25.6% (147)	72.3% (416)	575
Other	11.9% (14)	16.1% (19)	5.9% (7)	8.5% (10)	22.0% (26)	35.6% (42)	118
					Other (please specify)		59
Survey Monkey report	answered question						635
	skipped question						4

#17 For "other" category...

Online:	9
Mall:	9
Good Food Store:	8
Eastgate:	7
Portland / Seattle/ Salt Lake:	5
Broadway:	3
Russell:	3
Orange Street Food Farm:	2

18. When you shop at the following locations/stores instead of downtown Missoula, what are the two main reasons why? (• mark up to TWO reasons for each)

	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other (specify)
Downtown Missoula	a	b	c	d	e	f	g	h
Brooks Street Corridor	a	b	c	d	e	f	g	h
North Reserve	a	b	c	d	e	f	g	h
South Reserve	a	b	c	d	e	f	g	h
Spokane	a	b	c	d	e	f	g	h
Other _____	a	b	c	d	e	f	g	h

18. When you shop at the following locations/stores instead of downtown Missoula, what are the two main reasons why? (• mark up to TWO reasons for each)									
	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other (specify)	Response Count
Downtown Missoula	26.2% (90)	4.9% (17)	4.4% (15)	22.1% (76)	39.0% (134)	26.5% (91)	7.3% (25)	17.4% (60)	344
Brooks Street Corridor	26.0% (122)	34.9% (164)	22.3% (105)	3.2% (15)	1.9% (9)	27.9% (131)	26.6% (125)	12.3% (58)	470
North Reserve	20.9% (115)	27.7% (152)	27.7% (152)	1.6% (9)	2.2% (12)	39.7% (218)	48.6% (267)	7.8% (43)	549
South Reserve	25.4% (105)	30.7% (127)	22.7% (94)	2.4% (10)	2.9% (12)	25.6% (106)	37.4% (155)	7.7% (32)	414
Spokane	1.8% (3)	5.3% (9)	4.1% (7)	1.2% (2)	8.2% (14)	60.8% (104)	21.1% (36)	28.7% (49)	171
Other	23.6% (13)	10.9% (6)	23.6% (13)	3.6% (2)	12.7% (7)	47.3% (26)	20.0% (11)	21.8% (12)	55
							Other (please specify)		125
Survey Monkey report	answered question								611
	skipped question								28

Question 18 responses continued on the next page.

18. (continued)

For each location, other reasons than the ones provided were specified by the respondents.

Downtown:

Support local/ Downtown:	8
Specific Item/ Store:	6
Pleasant/ Ambiance:	3
Specialty stores/ Unique:	3
Variety:	2
Convenience:	2
More sustainable:	1
Experience:	1
Fun:	1
Needed Service:	1
Art Galleries:	1
A & C Drug:	1
Social:	1
Only shop Downtown:	1

Brooks:

Ace:	6
Specific store/ service:	5
Options:	2
Practical:	1
Convenience:	1
Variety:	1
Type of store:	1
Store location:	1
Group of stores:	1
Videos:	1
CVS:	1
Staples:	1
Book Exchange:	1
Item not available elsewhere:	1

Other responses

Looking for specific item/ store:	5
Close to home:	2
Never go Downtown:	1
Things not available Downtown:	1
Hate Downtown:	1
Go to stores I like regardless of location:	1
Items not available Downtown:	1
Philanthropy:	1
Whatever is convenient:	1
Store specific to need:	1

N. Reserve:

Costco:	6
Type of Store:	2
Pet store:	2
Home Depot:	1
Lowe's:	1
Ross & TJ Maxx:	1
Close to work:	1
In area:	1
Variety:	1
Convenient:	1
Practical:	1
Home improvement/ Children's goods:	1
Target:	1

S. Reserve:

Specific store:	3
Close to work:	2
Furniture:	1
Groceries:	1
Variety:	1
Close to home:	1
Less traffic:	1

Spokane:

Family there:	2
Variety:	1

S. W. Higgins

Groceries	1
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19. Please describe why you choose not to shop in downtown Missoula (• mark all that apply)

- a. Can't find what I want to buy
- b. Too expensive
- c. Want higher quality products
- d. Not enough store choices
- e. Want more national brands
- f. Want more specialty and apparel shopping
- g. Want more restaurant variety
- h. Lack of parking
- i. Not convenient to where I live
- j. Other _____



#19 For "other" category...

Hours (not open late enough):	9
Parking meters:	9
Do shop Downtown:	6
Don't shop much:	6
Traffic:	4
More difficult to shop with small children:	3
Too many high end/ expensive boutiques:	3
Too spread out:	3
Broadway Diet:	3
Store I want not Downtown:	3

***Additional Responses**

WHAT YOU WANT

20. The following businesses ARE NOT currently available in downtown Missoula. Which four businesses would you most likely patronize if they opened in downtown Missoula within the next year. (• mark up to FOUR)

- a. CVS/Osco/Walgreen's b. Pottery Barn c. Ann Taylor d. Banana Republic e. J. Crew
 f. Nordstrom's g. Crate & Barrel h. Good Food Store i. Sephora j. Anthropology k. The Body Shop
 l. Other _____

PLEASE NOTE: Larger, more established national chains/brands may not choose Missoula because it does not meet population or other demographic criteria.

20. The following businesses ARE NOT currently available in downtown Missoula. Which four businesses would you most likely patronize if they opened in downtown Missoula within the next year. (- mark up to FOUR)		
	Response Percent	Response Count
Ann Taylor	13.0%	75
Anthropology	9.0%	52
Banana Republic	19.3%	111
The Body Shop	14.8%	85
Crate & Barrel	36.7%	211
CVS/Osco/Walgreen's	22.6%	130
Good Food Store	40.0%	230
J. Crew	14.8%	85
Nordstrom's	47.3%	272
Pottery Barn	37.4%	215
Sephora	6.6%	38
Other	15.8%	91
Other (please specify)		91
answered question		575
skipped question		64
Survey Monkey report		

#20 For "other" category...

None of these:	10
No chains!:	10
Trader Joe's:	5
Hardware:	5
Olive Garden:	4
Red Lobster:	3
REI:	3
Walmart/ Costco type:	2
Target/ Shopko type:	2
Sporting goods:	2
Seafood:	2
Talbot's:	2
Music Store:	2

* Additional responses of just (1) category: 39

21. Name two businesses you would most like to see come to downtown Missoula.

- a. _____ b. _____

Top ten responses...

Nordstrom's & Nordstroms Rack:	71
Olive Garden:	38
Pottery Barn:	35
Good Food Store:	33
Red Lobster:	26
Crate & Barrel:	16
Trader Joe's:	15
Ann Taylor:	14
Locally owned, non chain:	14
Kohl's:	12

*Additional responses

21. Name two businesses you would most like to see come to downtown Missoula.		
	Response Percent	Response Count
a.	100.0%	409
b.	76.3%	312
answered question		409
skipped question		230
Survey Monkey report		

22. Which three community assets would you most like to see developed? (• mark up to THREE)

- a. Trail systems
- b. Sports facilities
- c. Expanded public transit
- d. Community meeting center
- e. Performing arts center
- f. Open space
- g. Expanded public parking
- h. Pedestrian Bridge on Higgins
- i. Light Rail
- j. Parks/playgrounds
- k. Lighting
- l. Other _____

22. Which three community assets would you most like to see developed? (• mark up to THREE)		
	Response Percent	Response Count
Community meeting center	5.9%	36
Expanded public parking	37.2%	227
Expanded public transit	28.5%	174
Lighting	12.1%	74
Light Rail	25.4%	155
Open space	22.5%	137
Parks/playgrounds	24.6%	150
Pedestrian Bridge on Higgins	16.7%	102
Performing arts center	28.2%	172
Sports facilities	12.3%	75
Trail systems	46.6%	284
Other	7.4%	45
Other (please specify)		44
answered question		610
Survey Monkey report		skipped question
		29

#22 For "other" category...

Bike lanes/ paths: 3
 Fix Broadway: 2
 Outdoor Pedestrian Mall Downtown: 2

*Additional Responses of just (1) category: 37

23. Have you ever lived downtown in any community? a. Yes

b. No

23. Have you ever lived downtown in any community?		
	Response Percent	Response Count
Yes	36.1%	225
No	63.9%	398
answered question		623
Survey Monkey report		skipped question
		16

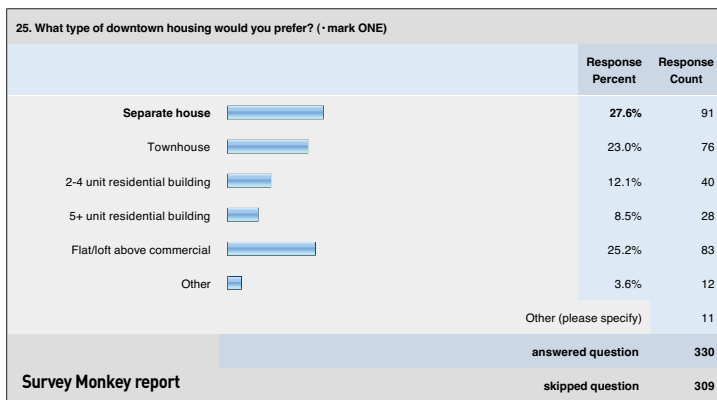
24. What is your opinion about living downtown in Missoula? (• mark ONE)

- a. I am not interested in living downtown in Missoula. (If so, skip to question 26)
- b. I might consider living downtown in Missoula given the right circumstances.
- c. I am interested in living downtown in Missoula.
- d. I live in downtown Missoula already.

24. What is your opinion about living downtown in Missoula? (• mark ONE)		
	Response Percent	Response Count
I am not interested in living downtown in Missoula. (If so, skip to question 26)	52.6%	326
I might consider living downtown in Missoula given the right circumstances.	33.1%	205
I am interested in living downtown in Missoula.	9.2%	57
I live in downtown Missoula already.	5.2%	32
answered question		620
Survey Monkey report		skipped question
		19

25. What type of downtown housing would you prefer? (• mark ONE)

- a. Separate house b. Townhouse c. 2-4 unit residential building d. 5+ unit residential building
 e. Flat/loft above commercial f. Other _____

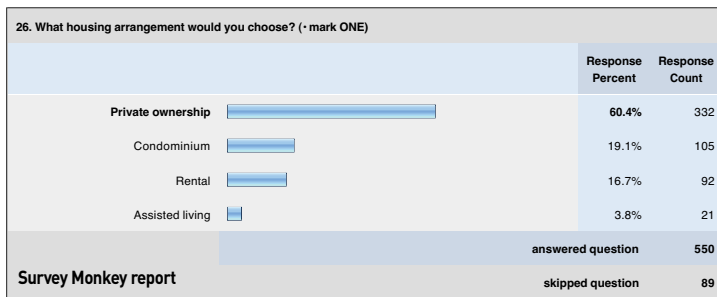


#25 For "other" category...

- Senior Housing: 3
- High rise: 3
- Apartment/ House with Patio: 2
- Condo: 2
- Something with fenced yard for dog: 1

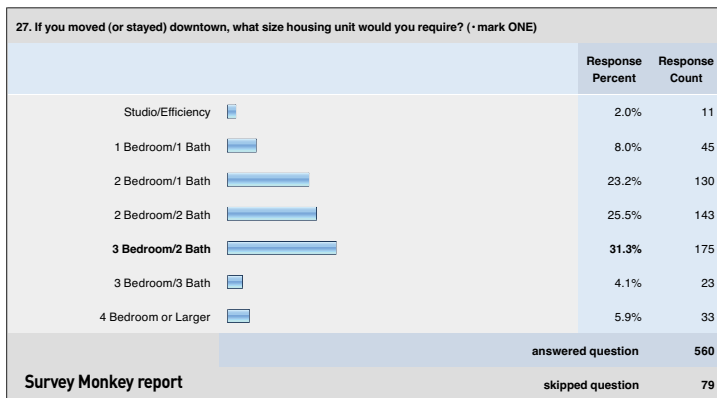
26. What housing arrangement would you choose? (• mark ONE)

- a. Private ownership b. Condominium c. Rental d. Assisted living



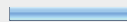

27. If you moved (or stayed) downtown, what size housing unit would you require? (• mark ONE)

- a. Studio/Efficiency b. 1 Bedroom/1 Bath c. 2 Bedroom/1 Bath d. 2 Bedroom/2 Bath
 e. 3 Bedroom/2 Bath f. 3 Bedroom/3 Bath g. 4 Bedroom or Larger








MARKET AND MARKETING DATA

28. What is your gender? a. Male b. Female

28. What is your gender?		
	Response Percent	Response Count
Male 	34.0%	212
Female 	66.0%	411
answered question		623
skipped question		16

Survey Monkey report

29. What is your age? a. under 18 b. 18-24 c. 25-44 d. 45-54 e. 55-64 f. Over 64

29. What is your age?		
	Response Percent	Response Count
under 18	0.0%	0
18-24 	6.0%	38
25-44 	31.2%	197
45-54 	24.2%	153
55-64 	20.3%	128
Over 64 	18.2%	115
answered question		631
skipped question		8

Survey Monkey report

30. By age, how many people live in your household? (• mark ONE per age category)

	None	One	Two	Three	Four or more
<5 years	0	1	2	3	4
5-9 years	0	1	2	3	4
10-14 years	0	1	2	3	4
15-17 years	0	1	2	3	4
18 & older	0	1	2	3	4

30. By age, how many people live in your household? (• mark ONE per age category)						
	None	One	Two	Three	Four or more	Response Count
<5 years	87.1% (547)	8.6% (54)	3.8% (24)	0.5% (3)	0.0% (0)	628
5-9 years	90.9% (569)	6.4% (40)	2.6% (16)	0.0% (0)	0.2% (1)	626
10-14 years	91.8% (574)	6.7% (42)	1.4% (9)	0.0% (0)	0.0% (0)	625
15-17 years	90.5% (565)	7.4% (46)	1.9% (12)	0.2% (1)	0.0% (0)	624
18 & older	0.2% (1)	28.3% (178)	59.7% (375)	8.4% (53)	3.3% (21)	628
answered question						630
skipped question						9

Survey Monkey report

31. What is your home zip code? _____

ZIP Code	# Surveys Sent	Responses	Percentage of Response
59801:	1,328	191	14.38 %
59802:	844	138	16.35 %
59803:	619	128	20.68 %
59804:	307	37	12.05 %
59808:	902	127	14.08 %

Other response: (1) From zip code 59834

32. What is your marital status? (• mark ONE)

- a. No partner (single, divorced or widowed) b. Unmarried partner c. Married partner

32. What is your marital status? (- mark ONE)		
	Response Percent	Response Count
No partner (single, divorced or widowed)	30.0%	188
Unmarried partner	11.3%	71
Married partner	58.6%	367
answered question		626
Survey Monkey report		skipped question 13

33. What is the highest level of formal education you have completed? (• mark ONE)

- a. Less than 9th grade b. 9th to 12th grade, no diploma c. High school graduate d. Some college, no degree
 e. Associate degree f. Bachelor's degree g. Graduate or professional degree

33. What is the highest level of formal education you have completed? (- mark ONE)		
	Response Percent	Response Count
Less than 9th grade	0.0%	0
9th to 12th grade, no diploma	0.8%	5
High school graduate	10.0%	63
Some college, no degree	21.9%	138
Associate degree	4.9%	31
Bachelor's degree	35.8%	226
Graduate or professional degree	26.6%	168
answered question		631
Survey Monkey report		skipped question 8

34. What is your current monthly rent or mortgage payment? (• mark ONE)

- a. house is paid-off b. \$1 - \$199 c. \$200 - \$299 d. \$300 - \$499 e. \$500 - \$749 f. \$750 - \$999
 g. \$1000 - \$1,499 h. \$1,500 - \$1,999 i. \$2,000 or more

34. What is your current monthly rent or mortgage payment? (- mark ONE)		
	Response Percent	Response Count
house is paid-off	19.7%	122
\$1 - \$199	0.5%	3
\$200 - \$299	1.5%	9
\$300 - \$499	8.7%	54
\$500 - \$749	19.3%	119
\$750 - \$999	16.0%	99
\$1000 - \$1,499	19.6%	121
\$1,500 - \$1,999	9.2%	57
\$2,000 or more	5.5%	34
answered question		618
Survey Monkey report		skipped question 21

35. What is your household's annual income? (• mark ONE)

- a. under \$15,000 b. \$15,000 - \$24,999 c. \$25,000 - 34,999 d. \$35,000 - \$49,999 e. \$50,000 - \$74,999
 f. \$75,000 - \$99,999 g. \$100,000 - \$149,999 h. over \$150,000

35. What is your household's annual income? (• mark ONE)			Response Percent	Response Count
under \$15,000			8.6%	52
\$15,000 - \$24,999			10.2%	62
\$25,000 - 34,999			11.2%	68
\$35,000 - \$49,999			18.3%	111
\$50,000 - \$74,999			20.6%	125
\$75,000 - \$99,999			15.1%	92
\$100,000 - \$149,999			9.2%	56
over \$150,000			6.9%	42
			answered question	608
Survey Monkey report			skipped question	31

36. Which leisure activities does your household participate in? (• mark ALL that apply)

- a. Acting/Drama
 b. Attending Concerts/Shows
 c. Band/Choir
 d. Baseball/Softball
 e. Basketball
 f. Bicycling
 g. Boating/Jet Skiing
 h. Bowling
 i. Camping
 j. Canoeing/Kayaking
 k. Collecting
 l. Computer & Internet
 m. Cooking
 n. Crafts
 o. Cross Country Skiing
 p. Dancing
 q. Downhill Skiing
 r. Fishing
 s. Gardening
 t. Golf
 u. Hiking/walking
 v. Horseback Riding
 w. Ice Skating
 x. Hunting
 y. Listening To Music
 z. Motorcycling
 1. Painting/Drawing
 2. Photography
 3. Quilting/Sewing
 4. Raising Pets
 5. Reading for Pleasure
 6. Running
 7. Snowmobiling/ATVing
 8. Soccer
 9. Swimming
 ^. Tennis
 /. Traveling
 *. Volleyball
 +. Woodworking
 -. Other _____

36. Which leisure activities does your household participate in? (• mark ALL that apply)			Response Percent	Response Count
Acting/Drama			9.8%	62
Attending Concerts/Shows			61.1%	387
Band/Choir			13.7%	87
Baseball/Softball			12.2%	77
Basketball			17.5%	111
Bicycling			50.4%	319
Boating/Jet Skiing			17.5%	111
Bowling			20.5%	130
Camping			57.2%	362
Canoeing/Kayaking			23.1%	146
Collecting			10.3%	65
Computer & Internet			59.9%	379
Cooking			60.0%	380
Crafts			29.1%	184
Cross Country Skiing			25.0%	158
Dancing			20.2%	128
Downhill Skiing			32.9%	208
Fishing			43.6%	276
Gardening			52.0%	329
Golf			26.2%	166
Hiking/walking			74.4%	471
Horseback Riding			8.2%	52
Ice Skating			10.6%	67
Hunting			26.7%	169
Listening To Music			76.8%	486
Other (please specify)				100
			answered question	633
Survey Monkey report			skipped question	6

36. Continued

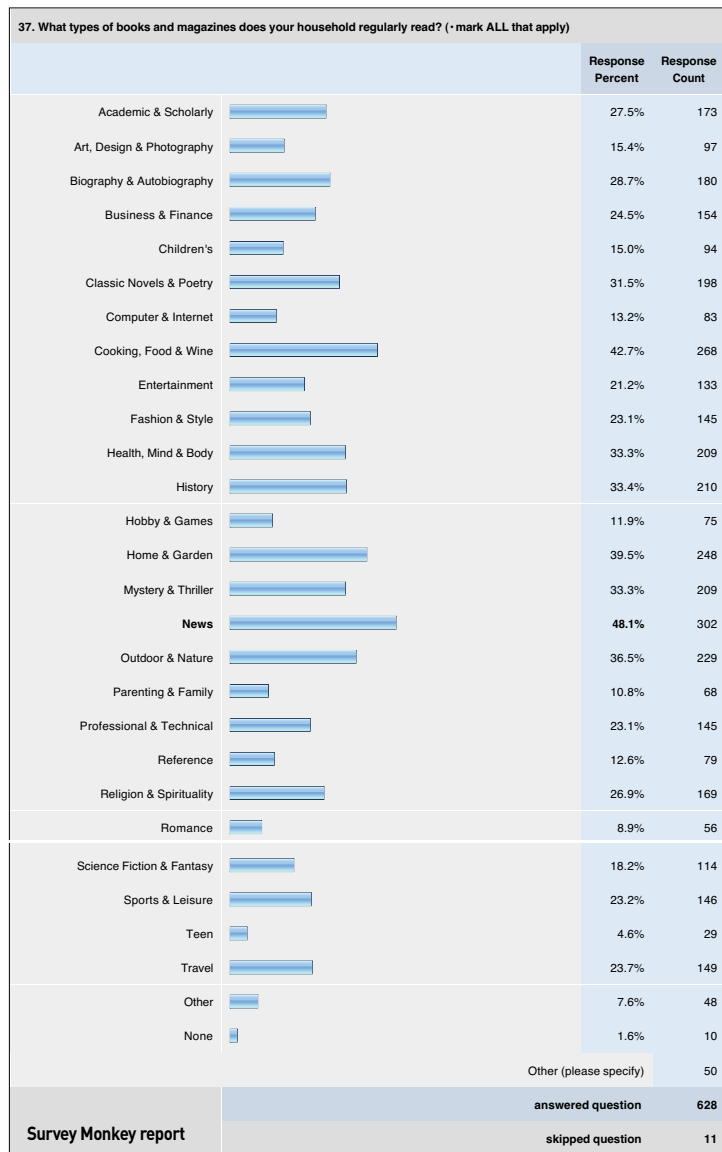
#36 For "other" category...

- Working out: 13
- Writing: 7
- Hockey: 4
- Music: 4
- Folfing: 4
- Skateboarding: 3
- Bird watching: 3
- Scrapbooking: 3
- Snowshoeing: 3
- Church: 3
- Football: 3
- Cards/ Boardgames: 3
- Martial arts: 3

* Additional Responses of (1 or 2 per category): 44

37. What types of books and magazines does your household regularly read? (• mark ALL that apply)

- a. Academic & Scholarly
- b. Art, Design & Photography
- c. Biography & Autobiography
- d. Business & Finance
- e. Children's
- f. Classic Novels & Poetry
- g. Computer & Internet
- h. Cooking, Food & Wine
- i. Entertainment
- j. Fashion & Style
- k. Health, Mind & Body
- l. History
- m. Hobby & Games
- n. Home & Garden
- o. Mystery & Thriller
- p. News
- q. Outdoor & Nature
- r. Parenting & Family
- s. Professional & Technical
- t. Reference
- u. Religion & Spirituality
- v. Romance
- w. Science Fiction & Fantasy
- x. Sports & Leisure
- y. Teen
- z. Travel
- 1. Other _____
- 2. None



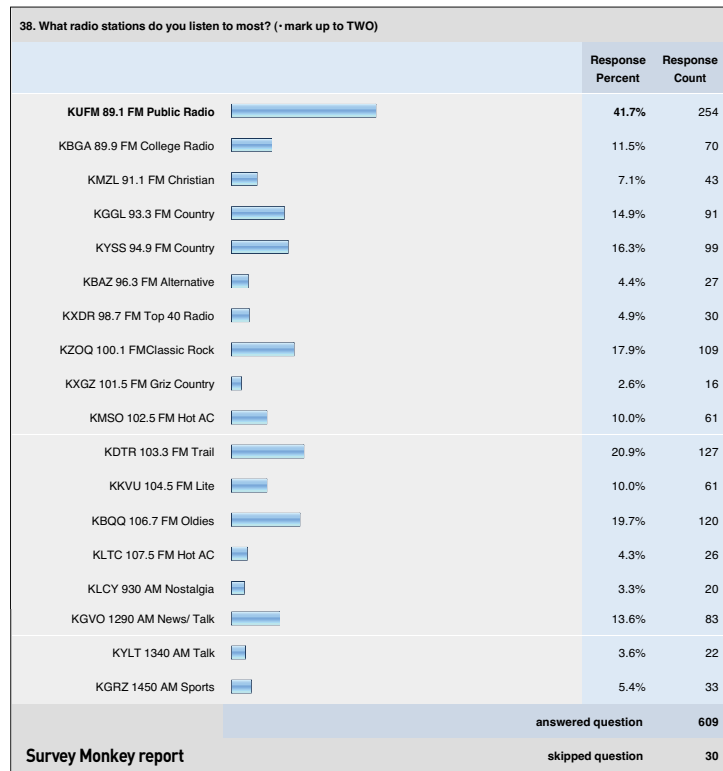
#37 Top Ten For "other" category...

- Fiction: 6
- Hunting: 3
- Literature: 3
- Consumer Reports: 2
- Antique cars & vintage trucks: 2
- Pets: 2
- Cars: 2
- Political: 2
- Science/ Technology: 2
- Readers Digest: 2
- Country: 2

*Additional Responses of just (1) category: 22

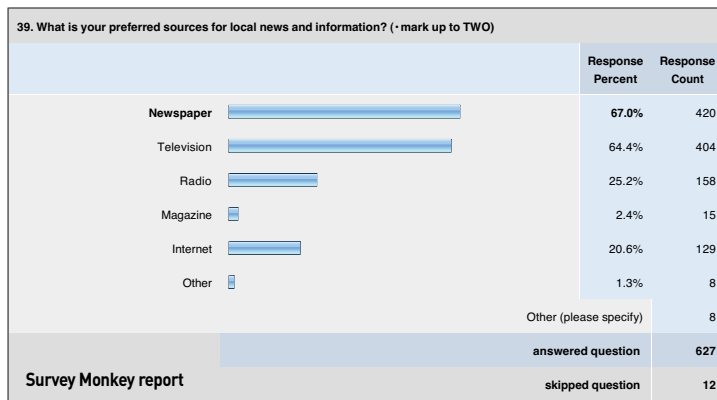
38. What radio stations do you listen to most? (• mark up to TWO)

- a. KUFM 89.1 FM Public Radio
- b. KBGA 89.9 FM College Radio
- c. KMZL 91.1 FM Christian
- d. KGGL 93.3 FM Country
- e. KYSS 94.9 FM Country
- f. KBAZ 96.3 FM Alternative
- g. KXDR 98.7 FM Top 40 Radio
- h. KZOQ 100.1 FM Classic Rock
- i. KXGZ 101.5 FM Griz Country
- j. KMSO 102.5 FM Hot AC
- k. KDTR 103.3 FM Trail
- l. KKVU 104.5 FM Lite
- m. KBQQ 106.7 FM Oldies
- n. KLTC 107.5 FM Hot AC
- o. KLCY 930 AM Nostalgia
- p. KGVO 1290 AM News/ Talk
- q. KYLT 1340 AM Talk
- r. KGRZ 1450 AM Sports



39. What is your preferred sources for local news and information? (• mark up to TWO)

- a. Newspaper
- b. Television
- c. Radio
- d. Magazine
- e. Internet
- f. Other _____



#39 For "other" category...

- NPR & KUFM
- Independent Magazine
- Sirius Satellite Radio
- Independent
- Friends
- BBC
- People
- Fox

40. What local or network television stations do you watch most? (• mark up to TWO)

- a. KECI TV 13 (NBC) b. KPAX TV 8 (CBS) c. KTMF TV 23 (ABC) d. KUFM TV 11 (PBS/Montana Public Television)
 e. Bresnan (Cable) f. DIRECTV g. Other _____

40. What local or network television stations do you watch most? (• mark up to TWO)			Response Percent	Response Count
KECI TV 13 (NBC)		42.3%	251	
KPAX TV 8 (CBS)		52.4%	311	
KTMF TV 23 (ABC)		10.1%	60	
KUFM TV 11 (PBS/Montana Public Television)		26.8%	159	
Bresnan (Cable)		26.3%	156	
DIRECTV		8.6%	51	
Other		9.4%	56	
Other (please specify)				56
Survey Monkey report			answered question	594
			skipped question	45

#40 For "other" category...

Dish:	21
None:	11
Fox:	10
No TV:	3
CNN:	3
Cable:	1
Hate TV:	1
MSNBC:	1
TCM -28:	1
CW-11:	1
Bravo:	1
Community Access:	1
TNT:	1

41. What publications do you read most? (• mark up to TWO)

- a. Missoulian b. Missoula Independent c. Montana Kaimin d. Missoula Living e. Missoulian.com
 f. Three Rivers Lifestyle g. Montana Living h. Big Sky Journal i. Other _____

41. What publications do you read most? (• mark up to TWO)			Response Percent	Response Count
Missoulian		82.7%	508	
Missoula Independent		44.8%	275	
Montana Kaimin		7.0%	43	
Missoula Living		2.8%	17	
Missoulian.com		14.7%	90	
Three Rivers Lifestyle		4.4%	27	
Montana Living		3.7%	23	
Big Sky Journal		0.7%	4	
Other		4.6%	28	
Other (please specify)				28
Survey Monkey report			answered question	614

#41 For "other" category...

Wall Street Journal:	4
New West (.net):	4
None:	2

*Additional Responses of just (1) category:18

42. If you are not already a business owner, what is your level of interest in starting your own business?

- a. Not interested b. Interested enough to learn more c. Starting to plan a business d. Ready to start a business

42. If you are not already a business owner, what is your level of interest in starting your own business?			Response Percent	Response Count
Not interested		67.2%	351	
Interested enough to learn more		24.3%	127	
Starting to plan a business		5.6%	29	
Ready to start a business		2.9%	15	
Survey Monkey report			answered question	522
			skipped question	117

43. How strongly do you agree or disagree with the following statements? (• mark ONE answer for each)

43. How strongly do you agree or disagree with the following statements? (• mark ONE answer for each)						
	Strongly Agree	Somewhat Agree	Somewhat Neutral	Strongly Disagree	Disagree	Response Count
I like to buy the latest fashions.	8.1% (50)	21.4% (133)	33.3% (207)	13.2% (82)	24.0% (149)	621
I would rather make something than buy it.	8.4% (52)	20.0% (124)	23.1% (143)	17.8% (110)	30.7% (190)	619
I would rather fix something myself than hire it done.	26.2% (163)	34.8% (217)	17.7% (110)	8.5% (53)	12.8% (80)	623
I am more likely to save money than spend money.	22.0% (136)	30.4% (188)	36.2% (224)	5.7% (35)	5.8% (36)	619
I always try to buy products and services locally.	36.7% (230)	41.1% (258)	18.7% (117)	1.4% (9)	2.1% (13)	627
I like the look and feel of downtown Missoula.	38.1% (237)	36.2% (225)	19.6% (122)	2.4% (15)	3.7% (23)	622
Downtown Missoula salespeople are friendly and helpful.	28.9% (180)	38.4% (239)	28.3% (176)	2.6% (16)	1.9% (12)	623
I feel safe in downtown Missoula, even at night.	19.0% (118)	32.5% (202)	24.3% (151)	14.8% (92)	9.3% (58)	621
There are a lot of products and services in downtown Missoula.	17.3% (108)	37.7% (235)	28.2% (176)	10.4% (65)	6.4% (40)	624
There is plenty of convenient parking in downtown Missoula.	6.3% (39)	17.2% (106)	26.2% (162)	31.1% (192)	19.3% (119)	618
Downtown Missoula businesses are open when I want to shop	9.4% (58)	23.6% (146)	34.2% (212)	19.1% (118)	13.7% (85)	619
Downtown Missoula businesses sell products/services I want.	9.2% (57)	32.2% (200)	41.3% (257)	8.4% (52)	9.0% (56)	622
Downtown Missoula businesses sell at a fair price.	9.5% (59)	30.5% (190)	38.9% (242)	13.3% (83)	7.7% (48)	622
I like to bring out of town guests downtown.	37.7% (234)	34.1% (212)	18.7% (116)	4.5% (28)	5.0% (31)	621
I recommend shopping in downtown Missoula.	22.6% (139)	33.1% (204)	32.3% (199)	5.5% (34)	6.5% (40)	616
I will attend a new Downtown event_____.	24.3% (130)	31.6% (169)	35.2% (188)	3.2% (17)	5.6% (30)	534
The Business Improvement District is doing a good job.	10.4% (62)	30.2% (180)	51.8% (309)	4.2% (25)	3.4% (20)	596
Good, affordable housing is plentiful in Missoula.	1.9% (12)	6.5% (40)	17.1% (106)	42.8% (265)	31.7% (196)	619
I am happy with Missoula's recreation facilities.	17.2% (107)	42.4% (263)	30.1% (187)	6.6% (41)	3.7% (23)	621
I am happy with Missoula's recreation programs.	17.9% (111)	38.6% (239)	35.4% (219)	4.5% (28)	3.6% (22)	619
I am happy with Missoula's entertainment options.	16.9% (104)	44.2% (273)	23.8% (147)	8.3% (51)	6.8% (42)	617
I am happy with Missoula's cultural opportunities.	23.4% (146)	37.2% (232)	27.6% (172)	6.4% (40)	5.3% (33)	623
					New Downtown Event	10
Survey Monkey report	answered question					633
	skipped question					6

#43 For "New Downtown Event"

- Book Festival: 2
- Ballroom dances: 1
- River float: 1
- Oktoberfest: 1
- Roots Festival: 1
- Garden City Brewfest: 1
- Political Forums: 1
- 'Arts' Battle of the neighborhood: 1
- Peace Rally: 1