



Downtown BID Consumer Survey Results

September 2009

In June of 2009, the Business Improvement District conducted a second Missoula consumer survey similar to the survey sent out in March of 2008. 4000 surveys were again mailed out to random households throughout Missoula zip code areas 59801, 59802, 59803, 59804 and 59808. And again, within the two week response time nearly 600 responses were received, resulting in a surprising 16% response rate. (National response rates average 2-5%, generally. 639 responses were received during the first survey.) There were a total of 1295 households that received both surveys.

	2009	2008	
ZIP 59801	1180	1328	Crossover between mailings (both surveys going to same household) = 1295, or roughly 32.4%.
ZIP 59802	1056	864	
ZIP 59803	773	619	
ZIP 59804	383	307	
ZIP 59805	564	901	
Totals:	3956	3999	

Content of the second survey was intentionally similar to the first survey. We wanted to see if there were changes in perceptions during this time period, especially considering the downturn in the National economy, and the shift in time period of when the surveys were conducted. It was uncertain whether we could garner such a large response, given the changing economic conditions, and with the summer season.

Consumers were asked a variety of question relating to Downtown, as well as other demographic information. We also included questions about the recent Downtown marketing campaign. Responses were again tabulated by entering the data into an online website called Survey Monkey and the resulting pdf report and is now available on the BID website for analysis and review. Written responses to questions were then also tabulated, and top responses to questions listed in a separate summary, along with a general description of those responses. The March 2008 Survey results are also posted at the BID website.

BID Consumer Survey results for 2008 and 2009 were very similar overall. There were slight shifts in some responses. For example, consumers said they were eating out once every few months instead of once a month. In 2008, lack of parking Downtown was the biggest issue for consumers. In 2009, cost of items (too expensive) was the biggest issue. (Some of these shifts can be naturally attributed to the downturn in the economy.) The three key community assets that consumers wanted were similar for both years. (In 2008, these were trail systems, expanded public parking and expanded public transit. In 2009 these were trail systems, expanded public parking and bike lanes/ paths.) In 2008, consumers wanted 3 bedroom/2 bath housing Downtown. In 2009, consumers wanted 2 bedroom housing with either 1 or 2 bathrooms.

Other samples show that in 2008 newspapers were the preferred source of local news and information. In 2009 this shifted to television. In 2009, compared to 2008, consumers are making more items versus buying them and saving more instead of spending. And in 2009, more people said that they had or would attend an event Downtown.

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. This report does not draw any conclusions from information that was collected, it merely lists each question and the subsequent response data. We strongly encourage your review of this information and for your comments regarding this survey process.

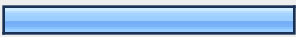




Missoulians and all western Montana residents can and should be proud of the tremendous contributions made by individuals, institutions and businesses towards building a robust, diverse, sustainable and enjoyable downtown business community. Missoula's Downtown is a shining example of success and cooperation that has resulted in a spectacular community asset. Thank you to all who have helped in making this vision a reality and who continue to help improve the quality of life for all.

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

BID Consumer Survey 5/09

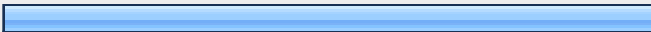

1. When do you typically shop for non-grocery items? (* mark up to SEVEN times total for the week)					
	Before 11:00 a.m.	11:00 a.m. - 2:00 p.m.	2:00 p.m. - 5:00 p.m.	After 5:00 p.m.	Response Count
Monday	19.5% (58)	26.8% (80)	22.1% (66)	36.9% (110)	298
Tuesday	15.4% (46)	24.5% (73)	25.5% (76)	38.9% (116)	298
Wednesday	15.6% (49)	26.8% (84)	23.6% (74)	39.8% (125)	314
Thursday	14.8% (45)	24.9% (76)	22.6% (69)	44.6% (136)	305
Friday	13.1% (46)	23.4% (82)	26.9% (94)	48.6% (170)	350
Saturday	25.2% (103)	45.6% (186)	38.0% (155)	21.3% (87)	408
Sunday	17.6% (60)	42.1% (143)	42.4% (144)	18.2% (62)	340
<i>answered question</i>					556
<i>skipped question</i>					23

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.	<input type="checkbox"/>	4.9%	24
Tuesday after 7:00 p.m.	<input type="checkbox"/>	3.7%	18
Wednesday after 7:00 p.m.	<input type="checkbox"/>	7.6%	37
Thursday after 7:00 p.m.	<input type="checkbox"/>	9.7%	47
Friday after 7:00 p.m.	<input type="checkbox"/>	19.5%	95
Sunday afternoon	<input checked="" type="checkbox"/>	39.0%	190
Other	<input type="checkbox"/>	15.6%	76
Other (please specify)			74
<i>answered question</i>			487
<i>skipped question</i>			92

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		44.7%	251
50-\$75		33.2%	186
\$75-\$100		13.7%	77
Over \$100		7.1%	40
Over \$200		1.2%	7
answered question			561
skipped question			18


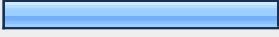
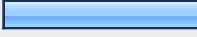
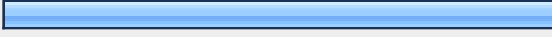

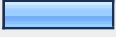
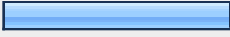
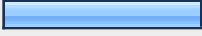
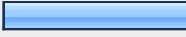



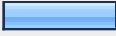
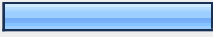
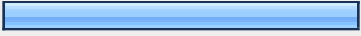
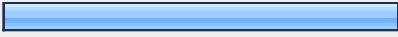
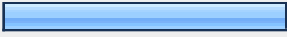

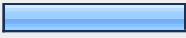
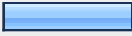

4. How often do you eat out... (*mark ONE answer for each question)							
	5 x or more per week	2-4 x per week	Once a week	Once a month	Once every few months	Never	Response Count
for breakfast?	1.1% (6)	4.7% (25)	20.0% (107)	22.8% (122)	36.9% (197)	14.4% (77)	534
for lunch?	2.7% (15)	21.8% (119)	33.2% (181)	23.4% (128)	14.7% (80)	4.2% (23)	546
for supper?	0.7% (4)	19.6% (109)	33.7% (187)	26.1% (145)	17.1% (95)	2.7% (15)	555
answered question							574
skipped question							5

5. 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?	1.0% (4)	9.1% (35)	14.5% (56)	16.3% (63)	22.8% (88)	36.3% (140)	386
...from \$5 to \$9.99 per person?	0.4% (2)	16.4% (76)	29.4% (136)	27.4% (127)	20.1% (93)	6.3% (29)	463
...from \$10 to \$14.99 per person?	0.2% (1)	6.0% (29)	23.6% (114)	31.3% (151)	31.3% (151)	7.7% (37)	483
...\$15 or more per person?	0.0% (0)	3.2% (15)	8.4% (39)	25.1% (116)	45.5% (210)	17.7% (82)	462
	<i>answered question</i>						572
	<i>skipped question</i>						7

6. What two restaurants or types of cuisine would you most like to see come to downtown Missoula?			
		Response Percent	Response Count
a.		100.0%	476
b.		77.9%	371
	<i>answered question</i>		476
	<i>skipped question</i>		103

7. 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.	0.0% (0)	2.1% (12)	3.7% (21)	12.0% (68)	57.8% (329)	24.4% (139)	569
Rent movies from a store to watch at home.	5.7% (32)	12.6% (71)	20.9% (118)	12.6% (71)	24.6% (139)	23.6% (133)	564
	<i>answered question</i>						573
	<i>skipped question</i>						6

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

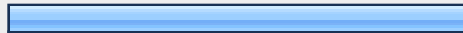
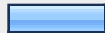


		Response Percent	Response Count
Big Sky Documentary Film Festival		10.9%	60
Clark Fork River Market		42.2%	232
Downtown ToNight		29.8%	164
Farmer's Market		84.5%	465
Festival of the Book		8.0%	44
Festival of the Dead		16.4%	90
First Friday Gallery Night		34.7%	191
First Night Missoula		30.0%	165
Garden City Brewfest		28.0%	154
Garden City River Rod Run		8.0%	44
Germanfest		9.8%	54
Hempfest		9.6%	53
International Wildlife Film Festival		16.9%	93
Missoula Children's Theater		31.8%	175
Out to Lunch		54.5%	300
People's Market		60.7%	334
Parades		43.5%	239
Parade of Lights		10.5%	58
River City Roots Festival		27.6%	152
Symphony		19.5%	107
Other		5.6%	31
	Other (please specify)		31
answered question			550

9. 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	0.4% (2)	4.5% (25)	16.2% (90)	29.8% (165)	37.0% (205)	12.1% (67)	554
Eating out	0.5% (3)	11.0% (61)	20.3% (113)	26.6% (148)	33.2% (185)	8.4% (47)	557
Personal care or professional services	0.6% (3)	2.6% (14)	6.2% (34)	18.2% (99)	34.9% (190)	37.6% (205)	545
Work	13.5% (71)	5.3% (28)	3.1% (16)	3.8% (20)	5.5% (29)	68.7% (360)	524
Passing through on your way to someplace else	23.8% (129)	27.4% (149)	21.5% (117)	13.4% (73)	10.1% (55)	3.7% (20)	543
	answered question						575
	skipped question						4

10. 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%	540
b.		93.3%	504
	answered question		540
	skipped question		39

11. 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		70.1%	393
In a public parking lot		14.3%	80
In a private parking lot		7.1%	40
Other		8.6%	48
		Other (please specify)	47
		answered question	561
		skipped question	18

12. How far do you typically have to park from your non-work Downtown destinations? (* mark ONE)			
		Response Percent	Response Count
Near entry		6.8%	38
Less than 1 block away		27.5%	154
1 block away		32.0%	179
2 blocks away		20.4%	114
3 blocks away		8.8%	49
4 blocks or more		4.5%	25
		answered question	559
		skipped question	20

13. How far do you live from downtown Missoula? (* mark ONE)			
		Response Percent	Response Count
live downtown		2.1%	12
under 5 minutes		20.4%	115
5-10 minutes		35.4%	200
11-15 minutes		23.5%	133
16-20 minutes		13.5%	76
over 20 minutes		5.1%	29
		answered question	565
		skipped question	14

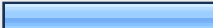
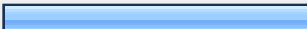

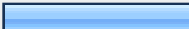


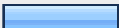





14. How far do you live from where you work? (* mark ONE)			
		Response Percent	Response Count
work at home/retired		28.2%	159
under 5 minutes		14.4%	81
5-10 minutes		22.7%	128
11-15 minutes		19.0%	107
16-20 minutes		10.8%	61
over 20 minutes		4.8%	27
		answered question	563
		skipped question	16

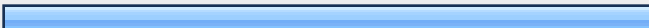
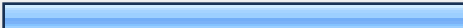
15. Where are you more likely to shop for non-grocery items?			
		Response Percent	Response Count
Near where you work		19.3%	103
Near where you live		80.7%	430
<i>answered question</i>			533
<i>skipped question</i>			46

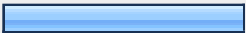

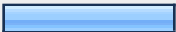

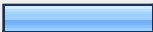
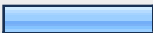
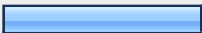
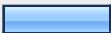
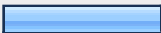
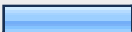

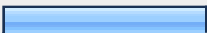

16. How often do you shop at the following locations/stores? (• mark ONE answer for each)							
	More than once a week	Once a week	Twice a month	Once a month	Once every few months	Never	Response Count
Downtown Missoula	6.0% (33)	13.0% (72)	17.9% (99)	20.8% (115)	32.1% (178)	10.3% (57)	554
Brooks Street Corridor	8.9% (48)	17.7% (96)	20.1% (109)	21.8% (118)	19.0% (103)	12.5% (68)	542
North Reserve	17.6% (100)	26.6% (151)	23.8% (135)	17.1% (97)	11.1% (63)	3.9% (22)	568
South Reserve	10.9% (59)	17.4% (94)	15.9% (86)	16.3% (88)	26.1% (141)	13.5% (73)	541
Spokane	0.2% (1)	0.0% (0)	0.0% (0)	1.3% (7)	26.2% (137)	72.3% (378)	523
Other	11.1% (14)	12.7% (16)	5.6% (7)	4.0% (5)	21.4% (27)	45.2% (57)	126
Other (please specify)							54
<i>answered question</i>							577
<i>skipped question</i>							2



17. When you shop at the following locations/stores instead of Downtown Missoula, what are the two main reasons v
up to TWO reasons for each)


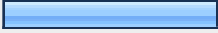


	Better Location	Better Parking	Better Hours	Better Service	Better Quality	Better Selection	Better Price	Other (specify)
Brooks Street Corridor	30.7% (134)	29.1% (127)	17.8% (78)	1.8% (8)	2.1% (9)	28.6% (125)	22.4% (98)	14.6% (64)
North Reserve	21.4% (110)	25.1% (129)	20.4% (105)	1.6% (8)	2.5% (13)	37.9% (195)	45.9% (236)	8.0% (41)
South Reserve	31.9% (127)	25.4% (101)	14.6% (58)	2.3% (9)	3.0% (12)	26.1% (104)	29.9% (119)	9.3% (37)
Spokane	2.7% (5)	5.3% (10)	0.5% (1)	0.5% (1)	5.9% (11)	53.5% (100)	23.0% (43)	33.2% (62)
Other	21.7% (15)	17.4% (12)	8.7% (6)	4.3% (3)	8.7% (6)	21.7% (15)	23.2% (16)	42.0% (29)
Other (please specify)								
<i>answered question</i>								
<i>skipped question</i>								

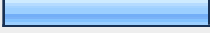



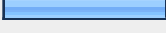

18. Please describe why you choose not to shop in Downtown Missoula (• mark all that apply)			
		Response Percent	Response Count
Can't find what I want to buy		32.3%	177
Too expensive		46.7%	256
Want higher quality products		1.5%	8
Not enough store choices		28.6%	157
Want more national brands		3.3%	18
Want more specialty and apparel shopping		6.0%	33
Want more restaurant variety		17.5%	96
Lack of parking		37.8%	207
Not convenient to where I live		27.2%	149
Inconvenient hours		37.4%	205
Parking meters		37.4%	205
Other		7.7%	42
	Other (please specify)		41
	answered question		548
	skipped question		31


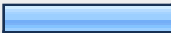
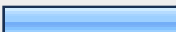

19. Name two businesses you would most like to see come to Downtown Missoula.			
		Response Percent	Response Count
a.		100.0%	303
b.		71.0%	215
	answered question		303
	skipped question		276



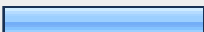
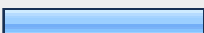
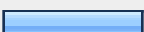


20. Which three community assets would you most like to see developed? (* mark up to THREE)			
		Response Percent	Response Count
Trail Systems		36.8%	198
Sports Facilities		12.5%	67
Expanded public transit		26.0%	140
Community meeting center		7.1%	38
Performing arts center		22.9%	123
Open space		22.9%	123
Expanded public parking		30.1%	162
Pedestrian Bridge on Higgins		16.0%	86
Light Rail		24.0%	129
Parks/playgrounds		19.3%	104
Lighting		11.5%	62
Bike lanes/ bike paths		30.9%	166
Other		6.5%	35
		Other (please specify)	37
		answered question	538
		skipped question	41

21. Have you ever lived downtown in any community?			
		Response Percent	Response Count
Yes		35.2%	198
No		64.8%	365
		answered question	563
		skipped question	16

22. 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)		56.2%	314
I might consider living downtown in Missoula given the right circumstances.		32.6%	182
I am interested in living downtown in Missoula.		7.2%	40
I live in downtown Missoula already.		4.1%	23
		answered question	559
		skipped question	20

23. What type of downtown housing would you prefer? (* mark ONE)			
		Response Percent	Response Count
Separate house		31.2%	78
Townhouse		24.8%	62
2-4 unit residential building		10.0%	25
5+ unit residential building		4.4%	11
Flat/loft above commercial		24.8%	62
Other		4.8%	12
		Other (please specify)	12
		answered question	250
		skipped question	329

24. What housing arrangement would you choose? (* mark ONE)			
		Response Percent	Response Count
Private ownership		45.8%	115
Condominium		25.5%	64
Rental		26.3%	66
Assisted living		2.4%	6
		<i>answered question</i>	251
		<i>skipped question</i>	328




25. If you moved (or stayed) Downtown, what size housing unit would you require? (* mark ONE)			
		Response Percent	Response Count
Studio/Efficiency		1.2%	3
1 Bedroom/1 Bath		11.7%	30
2 Bedroom/1 Bath		30.7%	79
2 Bedroom/2 Bath		30.7%	79
3 Bedroom/2 Bath		21.0%	54
3 Bedroom/3 Bath		1.9%	5
4 Bedroom or Larger		2.7%	7
		<i>answered question</i>	257
		<i>skipped question</i>	322




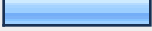



26. What is your gender?			
		Response Percent	Response Count
Male		31.9%	182
Female		68.1%	388
		<i>answered question</i>	570
		<i>skipped question</i>	9

27. What is your age?			
		Response Percent	Response Count
under 18		0.2%	1
18-24		7.1%	40
25-44		32.3%	183
45-54		19.6%	111
55-64		22.4%	127
Over 64		18.5%	105
		<i>answered question</i>	567
		<i>skipped question</i>	12

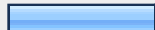



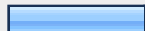
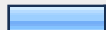
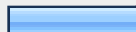


28. By age, how many people live in your household? (* mark ONE per age category)						
	None	One	Two	Three	Four or more	Response Count
<5 years	90.0% (506)	6.6% (37)	2.8% (16)	0.5% (3)	0.0% (0)	562
5-9 years	93.2% (524)	5.7% (32)	0.7% (4)	0.4% (2)	0.0% (0)	562
10-14 years	92.5% (521)	6.2% (35)	1.1% (6)	0.2% (1)	0.0% (0)	563
15-17 years	92.9% (523)	6.0% (34)	1.1% (6)	0.0% (0)	0.0% (0)	563
18 & older	0.0% (0)	31.3% (176)	57.7% (324)	8.7% (49)	2.3% (13)	562
	answered question					564
	skipped question					15

29. What is your home zip code?		Response Count
		565
	answered question	565
	skipped question	14

30. What is your marital status? (• mark ONE)			
		Response Percent	Response Count
No partner (single, divorced or widowed)		32.3%	183
Unmarried partner		13.6%	77
Married partner		54.1%	307
		<i>answered question</i>	567
		<i>skipped question</i>	12

31. What is the highest level of formal education you have completed? (• mark ONE)			
		Response Percent	Response Count
Less than 9th grade		0.9%	5
9th to 12th grade, no diploma		1.0%	6
High school graduate		9.2%	53
Some college, no degree		22.3%	128
Associate degree		8.6%	49
Bachelor's degree		33.5%	192
Graduate or professional degree		24.4%	140
		<i>answered question</i>	573
		<i>skipped question</i>	6


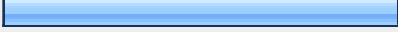
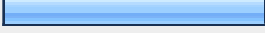

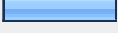
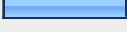
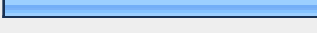
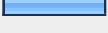
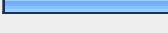
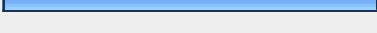
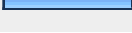

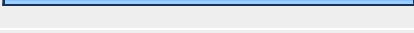
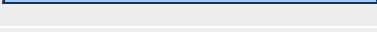
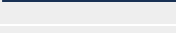






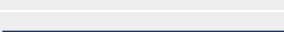


32. What is your current monthly rent or mortgage payment? (• mark ONE)






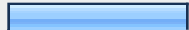

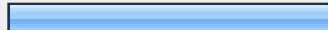

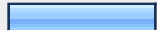


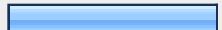

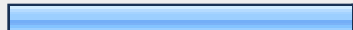

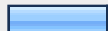

		Response Percent	Response Count
house is paid-off		22.3%	125
\$1 - \$199		0.9%	5
\$200 - \$299		1.4%	8
\$300 - \$499		7.3%	41
\$500 - \$749		20.9%	117
\$750 - \$999		14.4%	81
\$1000 - \$1,499		19.4%	109
\$1,500 - \$1,999		8.0%	45
\$2,000 or more		5.3%	30
		answered question	561
		skipped question	18

33. What is your household's annual income? (* mark ONE)

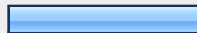
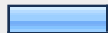
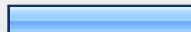
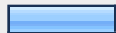
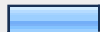
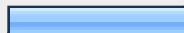
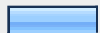
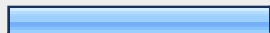
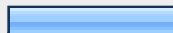
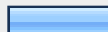
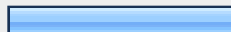
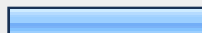

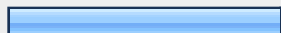
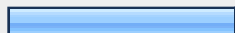
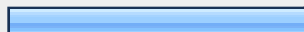
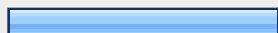

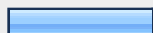

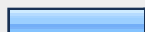

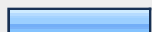
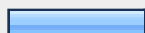
		Response Percent	Response Count
under \$15,000	<input type="checkbox"/>	9.4%	51
\$15,000 - \$24,999	<input type="checkbox"/>	10.7%	58
\$25,000 - 34,999	<input type="checkbox"/>	13.1%	71
\$35,000 - \$49,999	<input type="checkbox"/>	18.7%	101
\$50,000 - \$74,999	<input checked="" type="checkbox"/>	24.3%	131
\$75,000 - \$99,999	<input type="checkbox"/>	9.6%	52
\$100,000 - \$149,999	<input type="checkbox"/>	9.6%	52
over \$150,000	<input type="checkbox"/>	4.4%	24
		<i>answered question</i>	540
		<i>skipped question</i>	39

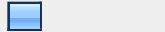



34. Which leisure activities does your household participate in? (• mark ALL that apply)

		Response Percent	Response Count
Acting/Drama		11.1%	64
Attending Concerts/Shows		60.9%	351
Attending Sporting Events		39.9%	230
Band/Choir		13.0%	75
Baseball/Softball		17.0%	98
Basketball		18.8%	108
Bicycling		48.3%	278
Boating/Jet Skiing		15.5%	89
Bowling		25.2%	145
Camping		57.6%	332
Canoeing/Kayaking		19.6%	113
Collecting		10.1%	58
Computer & Internet		63.0%	363
Cooking		57.5%	331
Crafts		26.6%	153
Cross Country Skiing		22.7%	131
Dancing		20.7%	119
Downhill Skiing		26.9%	155
Fishing		41.3%	238
Gardening		58.0%	334
Golf		27.6%	159
Gym/ Working out		42.9%	247
Hiking/walking		71.2%	410
Horseback Riding		7.5%	43

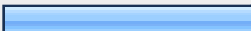



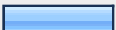








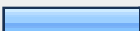





Hunting		29.3%	169
Ice Skating/Hockey		10.8%	62
Listening To Music		69.4%	400
Motorcycling		10.6%	61
Painting/Drawing		18.1%	104
Photography		27.1%	156
Quilting/Sewing		16.5%	95
Raising Pets		49.1%	283
Reading for Pleasure		75.9%	437
Running		22.4%	129
Snowmobiling/ATVing		4.5%	26
Soccer		8.2%	47
Swimming		31.8%	183
Tennis		8.2%	47
Traveling		52.8%	304
Volleyball		5.4%	31
Woodworking		14.9%	86
Other		8.0%	46
		Other (please specify)	45
		answered question	576
		skipped question	3

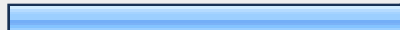
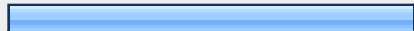
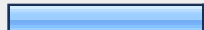

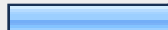

35. What types of books and magazines does your household regularly read? (• mark ALL that apply)

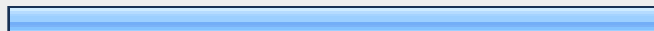

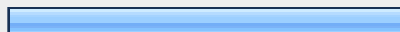
		Response Percent	Response Count
Academic & Scholarly		29.1%	166
Art, Design & Photography		15.1%	86
Biography & Autobiography		28.0%	160
Business & Finance		16.1%	92
Children's		13.7%	78
Classic Novels & Poetry		27.0%	154
Computer & Internet		13.3%	76
Cooking, Food & Wine		40.1%	229
Entertainment		25.0%	143
Fashion & Style		15.4%	88
Health, Mind & Body		34.5%	197
History		29.9%	171
Hobby & Games		9.6%	55
Home & Garden		41.9%	239
Mystery & Thriller		34.9%	199
News		45.4%	259
Outdoor & Nature		41.5%	237
Parenting & Family		10.3%	59
Professional & Technical		22.1%	126
Reference		9.6%	55
Religion & Spirituality		20.7%	118
Romance		10.3%	59
Science Fiction & Fantasy		21.4%	122
Sports & Leisure		20.8%	119

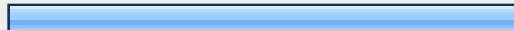
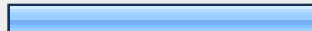

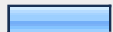





Teen		4.6%	26
Travel		23.1%	132
Other		6.7%	38
None		2.3%	13
Other (please specify)			37
answered question			571
skipped question			8





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

		Response Percent	Response Count
KUFM 89.1 FM Public Radio		38.1%	214
KBGA 89.9 FM College Radio		10.5%	59
KMZL 91.1 FM Christian		10.0%	56
KGGL 93.3 FM Eagle 93		13.5%	76
KYSS 94.9 FM Country		16.6%	93
KBAZ 96.3 FM Blaze		7.8%	44
KXDR 98.7 FM Star FM		3.9%	22
KZOO 100.1 FM Classic Rock		14.1%	79
KXGZ 101.5 FM The View		4.6%	26
KMSO 102.5 FM Hot AC		10.5%	59
KDTR 103.3 FM Trail		20.0%	112
KKVU 104.5 FM Fresh		8.0%	45
KYJK 105.9 Jack FM		11.6%	65
KBQQ 106.7 FM Oldies		20.7%	116
KLTC 107.5 FM Hot AC		5.0%	28
KLCY 930 AM Nostalgia		3.7%	21
KGVO 1290 AM News/Talk		12.3%	69
KYLT 1340 AM Talk		2.9%	16
KGRZ 1450 AM Sports		5.3%	30
		answered question	561
		skipped question	18

37. What is your preferred sources for local news and information? (* mark up to TWO)			
		Response Percent	Response Count
Newspaper		60.3%	347
Television		62.4%	359
Radio		29.9%	172
Magazine		2.1%	12
Internet		24.3%	140
Other		1.9%	11
		Other (please specify)	11
		answered question	575
		skipped question	4

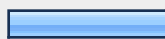
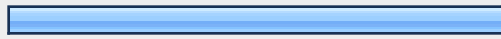
38. What television stations do you watch most? (* list up to THREE)			
		Response Percent	Response Count
1.		100.0%	472
2.		86.0%	406
3.		60.2%	284
		answered question	472
		skipped question	107

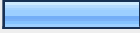
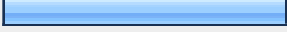
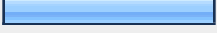

39. What publications do you read most? (• mark up to TWO)			
		Response Percent	Response Count
Missoulian		78.0%	432
Missoula Independent		46.6%	258
Montana Kaimin		5.6%	31
Missoulian.com		15.2%	84
Montana Living		3.2%	18
NewWest.net		3.1%	17
Big Sky Journal		1.8%	10
Wall Street Journal		3.6%	20
Other		9.4%	52
		Other (please specify)	52
		answered question	554
		skipped question	25

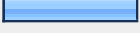
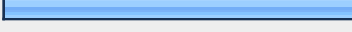
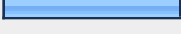
40. If you are not already a business owner, what is your level of interest in starting your own business?			
		Response Percent	Response Count
Not interested		73.2%	346
Interested enough to learn more		21.1%	100
Starting to plan a business		3.2%	15
Ready to start a business		2.5%	12
		answered question	473
		skipped question	106

41. How strongly do you agree or disagree with the following statements? (• mark ONE answer for each)						
	Strongly Agree	Somewhat Agree	Somewhat Neutral	Disagree	Strongly Disagree	Response Count
I like to buy the latest fashions.	7.5% (43)	19.6% (112)	31.2% (178)	23.6% (135)	18.0% (103)	571
I would rather make something than buy it.	8.3% (47)	18.2% (103)	28.4% (161)	26.8% (152)	18.3% (104)	567
I would rather fix something myself than hire it done.	30.2% (171)	33.0% (187)	16.9% (96)	15.5% (88)	4.4% (25)	567
I am more likely to save money than spend money.	18.8% (107)	34.7% (198)	31.4% (179)	13.0% (74)	2.1% (12)	570
I always try to buy products and services locally.	35.4% (203)	42.9% (246)	18.3% (105)	3.1% (18)	0.3% (2)	574
I like the look and feel of Downtown Missoula	39.8% (227)	34.7% (198)	18.0% (103)	4.9% (28)	2.6% (15)	571
Downtown Missoula salespeople are friendly and helpful.	29.1% (166)	35.7% (204)	30.5% (174)	3.7% (21)	1.1% (6)	571
I feel safe in Downtown Missoula, even at night.	24.9% (141)	32.5% (184)	23.5% (133)	13.8% (78)	5.3% (30)	566
There are a lot of products and services in Downtown Missoula.	17.6% (100)	35.4% (201)	31.0% (176)	14.4% (82)	1.6% (9)	568
There is plenty of convenient parking in Downtown Missoula.	7.7% (44)	17.9% (102)	24.6% (140)	33.2% (189)	16.7% (95)	570
Downtown Missoula businesses are open when I want to shop	8.7% (49)	26.7% (151)	30.7% (174)	28.8% (163)	5.1% (29)	566
Downtown Missoula businesses sell products/services I want.	6.5% (37)	34.2% (194)	40.7% (231)	15.5% (88)	3.2% (18)	568
Downtown Missoula businesses sell at a fair price.	5.4% (31)	28.9% (165)	42.1% (240)	18.4% (105)	5.1% (29)	570
I like to bring out of town guests Downtown.	38.1% (215)	32.0% (181)	21.8% (123)	5.7% (32)	2.5% (14)	565
I recommend shopping in Downtown Missoula.	19.7% (112)	30.8% (175)	37.1% (211)	9.5% (54)	2.8% (16)	568
I will attend a Downtown event this summer.	58.1% (330)	26.1% (148)	10.6% (60)	3.5% (20)	1.8% (10)	568

The Business Improvement District is doing a good job.	18.5% (103)	29.8% (166)	46.3% (258)	3.2% (18)	2.2% (12)	557
Good, affordable housing is plentiful in Missoula.	2.7% (15)	10.4% (59)	21.9% (124)	32.2% (182)	32.7% (185)	565
I am happy with Missoula's recreation facilities.	19.2% (109)	48.5% (276)	24.4% (139)	6.3% (36)	1.6% (9)	569
I am happy with Missoula's recreation programs.	18.5% (105)	44.0% (250)	31.9% (181)	4.2% (24)	1.4% (8)	568
I am happy with Missoula's entertainment options.	20.6% (118)	42.1% (241)	24.3% (139)	10.8% (62)	2.3% (13)	573
I am happy with Missoula's cultural opportunities.	23.5% (134)	40.3% (230)	26.6% (152)	7.4% (42)	2.3% (13)	571
	answered question					576
	skipped question					3

42. Have you seen the "Where Missoula Lives" billboard and print campaign?			
		Response Percent	Response Count
Yes		24.0%	137
No		76.0%	434
	answered question		571
	skipped question		8

43. If yes, what was your response?			
		Response Percent	Response Count
Liked very much		20.7%	29
Like OK		43.6%	61
No opinion		32.1%	45
Disliked		3.6%	5
Strongly Disliked		0.0%	0
<i>answered question</i>			140
<i>skipped question</i>			439

44. Did it motivate you to shop, eat or seek entertainment Downtown?			
		Response Percent	Response Count
Yes		20.4%	29
No		53.5%	76
Not sure		26.8%	38
<i>answered question</i>			142
<i>skipped question</i>			437

45. What other marketing tools/channels do you think would be helpful/useful for Downtown Missoula?			Response Count
			145
<i>answered question</i>			145
<i>skipped question</i>			434



Downtown BID Consumer Survey Findings Write in Responses

August 2009

Analysis of written responses to questions. All specific answers/data are contained within the Survey Monkey pdf report. Please refer to that report for more detailed information.

• Question #2/Other

During which of the following extended hours are you currently most likely to shop for non-grocery items?

There were 74 responses to this question.

1. Don't shop in the evening (14)
2. Weeknights after 7 p.m. (13)
3. Friday after 7 p.m. or Sunday afternoon (8)
4. Saturday evenings (8)
5. Saturday afternoon (7)
6. When needed (6)
7. Weekend (4)
8. Weekday mornings (4)
9. All of the above (3)

Answers varied greatly. Many respondents listed more than one day or time.

Responses were combined into general categories to better represent the information.

• Question #6

What 2 restaurants/ types of cuisine would you like to see come Downtown?

There were 847 responses to this question. The top ten responses were:

1. Olive Garden (84)
2. Red Lobster (81)
3. Seafood (72)
4. Italian (56)
5. Chinese (52)
6. Indian (50)
7. Mexican (39)
8. Asian (33)
9. Steak House (22)
10. Vegan/Vegetarian (22)

To make better sense of the data, individual responses were categorized into certain types of cuisine. This provided a better overall picture of which types of cuisine consumers wanted to see in Downtown Missoula. Olive Garden and Red Lobster were listed individually due to the large number of responses for those two specific restaurants.

• Question #8/Other

Which of the following events did you attend in the last 12 months?

There were 27 different responses of events people attended in the last year.



• Question #10

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

There were a variety of responses to this question. Overall there were 1,044 responses. Responses were grouped into categories. The top ten responses were:

1. Bars/Restaurants (287)
2. Shopping (154)- 40% of these responses were for Macy's specifically
3. Saturday Markets (126)
4. Library (31)
5. Carousel/Dragon's Hollow/Children's Museum (29) *Note: many people listed these together in their response*
6. Courthouse (28)
7. Banking (24)
8. Coffee (23)
9. Socializing (20)
10. Medical (17) (i.e. St. Pats, WMC, medical visits)

• Question #11/Other

Where do you typically park when you drive to Downtown Missoula for any reason but work?

Responses indicated that people biked or walked Downtown, took the bus, parked where they could find spaces, or a combination of the options listed in the question.

• Question #16/Other

How often do you shop at the following locations/stores?

There were 54 responses to this question. Responses included online, mail order catalogues and specific locations away from Downtown such as Orange Street Food Farm, The Good Food Store, Southgate Mall, Eastgate Center, West Broadway, 39th Street and a variety of other towns/cities.

• Question #17/Other

When you shop at the following locations/store instead of Downtown Missoula, what are the two main reasons why?

There were 111 responses to this question: 28 responses listed other areas that consumers shopped.

Examples included Orange Street Food Farm, South Russell, 39th Street, Southgate Mall, online and Costco.

82 of the 111 responses listed reasons why patrons shopped at other locations besides Downtown. Reasons included that shopping was closer to home or work, specific restaurants were located away from Downtown, they had a specific need or item not available Downtown, specific store not located Downtown or destination shopping (Spokane).

• Question # 18/Other

Please describe why you choose not to shop in Downtown Missoula.

There were 41 responses to this question. Reasons included homeless/panhandlers, parking hassles, need for one stop shopping, unhappiness with roads, lack of handicapped access, bus hours, difficulty of shopping with kids Downtown and don't need or like to shop.



• **Question #19**

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

This question got a variety of responses. Most people listed types of businesses they wanted to see come Downtown instead of specific businesses. The following are categories of businesses that were listed most often, followed by specific stores that were listed often in that category.

1. More restaurants (102)- Most common specific responses: Seafood, Red Lobster and Olive Garden
2. Name brand retail: (41) - Most common specific responses: Nordstroms, Kohl's, L.L. Bean and Eddie Bauer
3. Sporting goods/outdoor retail (30) - Most common specific responses: REI, Cabellas
4. Affordable clothing stores (22)
5. Grocery (20) - 50% listed Health food/bulk food like Good Food Store and Trader Joes
6. Women's clothing (18)- Most common specific responses: plus size, Talbots, J. Jill
7. Drug store/ pharmacy (16) - Most common specific responses: CVS, Walgreens
8. Hardware store (16)
9. Scrapbooking/crafts/yarn/fabric store (12)
10. Bookstore (11)

• **Question #20/Other**

Which three community assets would you most like to see developed?

There were 37 responses to this question, most of which were unique responses. Common responses included fixing road issues, need for dog parks, game/arcade place for kids, a community swimming pool, dance/ballroom and a concert venue.

• **Question # 23/Other**

What type of Downtown housing would you prefer?

There were 12 responses to this question. These included retirement housing, condominiums, places allowing pets, mobile homes, low-income housing, high-rise residential and mixed-use housing.

• **Question #29**

What is your Zip Code?

- 59801: 163
- 59802: 140
- 59803: 142
- 59804: 54
- 59806: 3
- 59808: 63

Total: 565 responses

• **Question #34/Other**

Which leisure activities does your household participate in?

There were 45 responses to this question listing a variety of activities.



• **Question #35/Other**

What types of books and magazines does your household regularly read?

There were 37 responses to this question. The most common responses were related to automobile/motorcycles, fiction, novels and music.

• **Question #37/Other**

What is your preferred sources for local news and information?

There were 11 responses to this question. Word-of-mouth made up 7 of the 11 responses. Other sources included *Lively Times*, *The Independent*, Christian sources and blogs.

• **Question #38**

What television stations do you watch most? (list three)

Each person could write in three responses to this question. There were a total of 1162 responses. The top ten responses were:

1. KPAX (190)
2. KECI (169)
3. KUFM/PBS (111)
4. NBC (80)
5. KTMF/ABC (53)
6. CBS (52)
7. Fox (48)
8. ESPN (43)
9. CNN (35)
10. Fox News (34)

• **Question #39/Other**

What publications do you read most?

There were 52 responses to this question. The most commonly listed were *The New York Times* (print and online), *The Economist* and *The New Yorker*.

• **Question #45**

What other marketing tools/ channels do you think would be helpful/useful for Downtown Missoula?

There were 145 responses to this question. Suggestions with the most responses included internet, radio, TV, fixing parking issues (meters, lack of parking, need for handicapped parking), newspaper ads (highlight local businesses each week), interactive website for Downtown (listing events, stores and items), and coupon books. Other suggestions included using buses for advertising, having more outside events, landscaping with more signs and banners and fixing road issues such as the Broadway Diet.