



CITY OF BILLINGS, MT 2012

Report of Demographic Subgroup Comparisons

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SURVEY BACKGROUND

ABOUT THE NATIONAL CITIZEN SURVEY™

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Billings staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Billings staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

One of the add-on options that Billings chose was to have crosstabulations of evaluative questions 1-22 by demographic questions D3 (length of residency in Billings), D9 (annual household income), D12 (age of respondent) and D13 (gender of respondent).

UNDERSTANDING THE RESULTS

“DON’T KNOW” RESPONSES

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

UNDERSTANDING THE TABLES

In this report, comparisons between demographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by demographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")																
Please rate each of the following aspects of quality of life in Billings:	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Billings as a place to live	78%	82%	86%	83%	88%	82%	86%	73%	83%	74%	80%	94%	83%	89%	78%	83%
Your neighborhood as a place to live	71%	61%	81%	74%	67%	67%	82%	78%	73%	54%	80%	86%	74%	76%	71%	74%
Billings as a place to raise children	64%	76%	81%	76%	76%	74%	77%	75%	76%	69%	71%	86%	76%	79%	72%	76%
Billings as a place to work	51%	63%	69%	64%	61%	56%	67%	74%	63%	56%	60%	75%	64%	67%	60%	64%
Billings as a place to retire	52%	70%	68%	65%	71%	56%	67%	67%	65%	55%	61%	75%	65%	74%	56%	65%
The overall quality of life in Billings	67%	68%	78%	73%	71%	66%	78%	76%	72%	58%	72%	85%	73%	78%	67%	73%

Question 2: Community Characteristics (Percent "excellent" or "good")																
Please rate each of the following characteristics as they relate to Billings as a whole:	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Sense of community	57%	64%	59%	60%	67%	58%	55%	58%	59%	47%	58%	71%	59%	68%	50%	59%
Openness and acceptance of the community toward people of diverse backgrounds	47%	49%	53%	50%	58%	49%	51%	37%	50%	36%	54%	61%	51%	51%	49%	50%
Overall appearance of Billings	55%	58%	66%	61%	62%	62%	65%	46%	60%	44%	61%	76%	61%	64%	59%	61%
Cleanliness of Billings	47%	47%	57%	52%	54%	52%	47%	51%	51%	42%	46%	65%	52%	55%	49%	52%
Overall quality of new development in Billings	65%	59%	65%	63%	59%	57%	67%	68%	63%	59%	63%	67%	63%	68%	58%	63%
Variety of housing options	47%	44%	54%	50%	48%	43%	51%	55%	48%	41%	46%	61%	50%	52%	47%	50%
Overall quality of business and service establishments in Billings	68%	60%	71%	67%	65%	65%	62%	78%	66%	60%	71%	72%	68%	66%	69%	68%
Shopping opportunities	61%	64%	70%	66%	74%	70%	57%	58%	65%	61%	63%	73%	66%	60%	73%	66%
Opportunities to attend cultural activities	45%	48%	59%	53%	63%	48%	48%	55%	52%	34%	50%	74%	53%	55%	51%	53%
Recreational opportunities	46%	53%	58%	54%	57%	52%	49%	59%	53%	35%	53%	73%	54%	56%	52%	54%
Employment opportunities	43%	40%	40%	41%	33%	33%	47%	51%	41%	42%	33%	47%	41%	40%	40%	40%
Educational opportunities	65%	60%	69%	66%	65%	63%	64%	71%	65%	58%	60%	78%	66%	66%	66%	66%
Opportunities to participate in social events and activities	63%	57%	64%	62%	62%	57%	59%	70%	61%	52%	58%	75%	62%	69%	54%	62%
Opportunities to participate in religious or spiritual events and activities	83%	75%	77%	78%	76%	78%	74%	85%	77%	62%	79%	88%	78%	79%	76%	78%
Opportunities to volunteer	70%	74%	82%	77%	77%	80%	76%	77%	78%	67%	78%	86%	77%	80%	74%	77%
Opportunities to participate in community matters	46%	60%	61%	58%	62%	54%	57%	59%	57%	47%	57%	69%	58%	68%	46%	58%
Ease of car travel in Billings	50%	58%	62%	58%	57%	51%	66%	53%	57%	52%	59%	62%	58%	62%	54%	58%
Ease of bus travel in Billings	44%	46%	48%	47%	54%	47%	43%	41%	47%	28%	52%	54%	47%	39%	56%	47%
Ease of bicycle travel in Billings	35%	53%	49%	47%	50%	51%	39%	48%	46%	39%	45%	55%	47%	44%	50%	47%

Question 2: Community Characteristics (Percent "excellent" or "good")

Please rate each of the following characteristics as they relate to Billings as a whole:	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Ease of walking in Billings	57%	62%	64%	62%	71%	62%	57%	54%	61%	58%	61%	66%	62%	62%	61%	61%
Availability of paths and walking trails	43%	54%	64%	57%	54%	58%	56%	56%	56%	45%	62%	62%	57%	56%	57%	57%
Traffic flow on major streets	34%	30%	44%	38%	41%	28%	40%	47%	38%	32%	43%	40%	38%	37%	40%	38%
Amount of public parking	33%	40%	35%	36%	38%	28%	39%	40%	36%	27%	47%	35%	36%	33%	39%	36%
Availability of affordable quality housing	41%	30%	41%	38%	31%	35%	36%	50%	37%	42%	33%	39%	38%	38%	39%	38%
Availability of affordable quality child care	29%	37%	40%	37%	40%	32%	39%	33%	36%	19%	48%	47%	37%	40%	35%	38%
Availability of affordable quality health care	47%	49%	66%	57%	55%	51%	60%	65%	57%	37%	58%	74%	57%	59%	55%	57%
Availability of affordable quality food	44%	48%	73%	60%	55%	54%	63%	67%	59%	44%	62%	72%	60%	57%	63%	60%
Availability of preventive health services	54%	52%	66%	60%	56%	58%	62%	60%	59%	36%	66%	73%	60%	62%	58%	60%
Air quality	60%	69%	55%	60%	58%	58%	60%	63%	59%	58%	57%	65%	60%	63%	57%	60%
Quality of overall natural environment in Billings	52%	68%	69%	65%	60%	60%	70%	71%	65%	56%	64%	74%	65%	69%	60%	65%
Overall image or reputation of Billings	45%	61%	68%	61%	65%	59%	63%	52%	60%	42%	63%	76%	61%	67%	55%	61%

Question 3: Growth (Percent of respondents)

Please rate the speed of growth in the following categories in Billings over the past 2 years:	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Population growth too fast	19%	33%	36%	32%	40%	35%	31%	15%	32%	19%	38%	38%	32%	31%	32%	32%
Retail growth too slow	22%	31%	22%	25%	25%	19%	26%	35%	25%	27%	31%	17%	25%	26%	24%	25%
Job growth too slow	55%	72%	67%	66%	64%	74%	63%	60%	66%	58%	74%	65%	66%	66%	66%	66%

Question 4: Code Enforcement (Percent a "major" problem)																
	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Run down buildings, weed lots or junk vehicle a major problem in Billings	12%	17%	15%	15%	14%	9%	14%	29%	15%	16%	13%	15%	15%	12%	17%	15%

Question 5: Community Safety (Percent "very" or "somewhat" safe)																
Please rate how safe or unsafe you feel from the following in Billings:	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Violent crime (e.g., rape, assault, robbery)	57%	54%	63%	59%	50%	55%	63%	74%	59%	47%	69%	62%	59%	56%	64%	60%
Property crimes (e.g., burglary, theft)	31%	33%	37%	35%	36%	36%	31%	35%	34%	25%	31%	47%	35%	36%	34%	35%
Environmental hazards, including toxic waste	49%	73%	65%	64%	57%	67%	64%	63%	63%	64%	59%	67%	64%	64%	63%	64%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)																
Please rate how safe or unsafe you feel:	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
In your neighborhood during the day	91%	88%	90%	90%	87%	93%	85%	99%	90%	85%	94%	92%	90%	89%	91%	90%
In your neighborhood after dark	80%	60%	71%	70%	57%	70%	67%	96%	70%	62%	76%	73%	71%	65%	76%	70%
In Billings' downtown area during the day	72%	78%	80%	78%	77%	81%	74%	79%	78%	75%	81%	78%	78%	71%	85%	78%
In Billings' downtown area after dark	27%	28%	25%	26%	28%	26%	22%	36%	27%	16%	36%	27%	27%	16%	37%	26%

Question 7: Contact with Police Department (Percent "yes")																
	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Have you had any in-person or phone contact with an employee of the City of Billings Police Department within the last 12 months?	37%	38%	38%	38%	38%	47%	37%	26%	39%	40%	51%	25%	38%	36%	41%	38%

Question 8: Ratings of Contact with Police Department (Percent "excellent" or "good")																
	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
What was your overall impression of your most recent contact with the City of Billings Police Department?	62%	56%	60%	59%	46%	54%	63%	87%	59%	43%	65%	72%	59%	58%	61%	59%

Questions 9 and 10: Crime Victimization and Reporting (Percent "yes")																
	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	28%	15%	19%	20%	15%	28%	19%	11%	20%	23%	26%	10%	19%	15%	25%	20%
If yes, was this crime (these crimes) reported to the police?	83%	96%	94%	91%	88%	91%	93%	91%	91%	92%	95%	84%	92%	96%	90%	92%

Question 11: Resident Behaviors (Percent at least once in past 12 months)																
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Billings?	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Used Billings public libraries or their services	56%	59%	55%	56%	53%	57%	58%	54%	56%	52%	60%	57%	56%	58%	55%	57%
Used Billings recreation centers	66%	50%	53%	55%	53%	54%	57%	62%	56%	59%	63%	45%	55%	59%	51%	55%
Participated in a recreation program or activity	51%	48%	41%	45%	35%	44%	50%	57%	46%	52%	54%	31%	45%	50%	39%	45%
Visited a neighborhood park or City park	94%	93%	88%	91%	86%	87%	94%	98%	91%	95%	97%	82%	91%	92%	89%	91%
Ridden a local bus within Billings	17%	16%	15%	16%	29%	16%	10%	7%	15%	8%	20%	18%	16%	14%	18%	16%
Attended a meeting of local elected officials or other local public meeting	16%	17%	24%	20%	22%	15%	24%	19%	20%	15%	24%	23%	21%	19%	22%	21%
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	31%	43%	53%	45%	48%	42%	43%	51%	45%	27%	50%	57%	45%	43%	48%	45%

Question 11: Resident Behaviors (Percent at least once in past 12 months)																
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Billings?	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Read City of Billings CityLink Newsletter	30%	33%	39%	36%	42%	30%	38%	32%	35%	21%	42%	42%	36%	38%	33%	36%
Visited the City of Billings Web site (at www.ci.billings.mt.us)	60%	54%	40%	48%	28%	46%	57%	73%	50%	62%	53%	32%	48%	46%	51%	48%
Recycled used paper, cans or bottles from your home	67%	64%	80%	73%	64%	74%	78%	68%	72%	69%	71%	77%	73%	72%	74%	73%
Volunteered your time to some group or activity in Billings	49%	43%	58%	52%	38%	49%	63%	58%	53%	45%	56%	55%	52%	58%	47%	53%
Participated in religious or spiritual activities in Billings	50%	60%	65%	60%	56%	55%	67%	66%	61%	45%	68%	67%	60%	65%	54%	60%
Participated in a club or civic group in Billings	19%	31%	41%	33%	28%	25%	39%	48%	34%	21%	38%	39%	33%	35%	32%	33%
Provided help to a friend or neighbor	94%	100%	99%	98%	95%	99%	97%	100%	98%	98%	98%	98%	98%	98%	97%	98%

Question 12: Neighborliness (Percent at least several times a week)																
Visit with neighbors at least several times a week	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Visit with neighbors at least several times a week	50%	48%	61%	55%	51%	60%	54%	57%	56%	51%	51%	64%	56%	58%	53%	55%

Question 13: Service Quality (Percent "excellent" or "good")																
Please rate the quality of each of the following services in Billings:	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Police services	54%	56%	75%	65%	67%	56%	74%	59%	64%	43%	68%	82%	65%	72%	58%	65%
Fire services	89%	89%	93%	91%	97%	93%	88%	86%	91%	86%	92%	95%	91%	93%	90%	91%
Ambulance or emergency medical services	76%	82%	90%	85%	93%	81%	83%	83%	85%	72%	88%	94%	85%	90%	81%	85%
Crime prevention	45%	41%	51%	47%	47%	44%	50%	43%	46%	27%	51%	62%	47%	49%	45%	47%
Fire prevention and education	74%	64%	70%	69%	67%	73%	64%	67%	68%	61%	70%	75%	69%	70%	66%	69%
Municipal courts	54%	56%	62%	59%	54%	60%	58%	59%	58%	43%	63%	73%	59%	57%	60%	59%
Traffic enforcement	56%	46%	44%	47%	58%	43%	42%	50%	47%	38%	50%	53%	47%	48%	45%	46%
Street repair	27%	33%	29%	30%	30%	34%	30%	20%	30%	22%	31%	35%	30%	33%	26%	29%
Street cleaning	48%	36%	49%	46%	42%	45%	51%	44%	46%	39%	46%	51%	46%	51%	40%	45%
Street lighting	54%	44%	44%	46%	51%	47%	41%	41%	45%	39%	50%	50%	46%	44%	49%	46%
Snow removal	28%	28%	34%	31%	25%	30%	38%	24%	31%	26%	32%	36%	31%	33%	29%	31%
Sidewalk maintenance	48%	35%	37%	39%	36%	45%	38%	38%	40%	44%	38%	36%	39%	34%	44%	39%
Traffic signal timing	47%	39%	43%	43%	40%	38%	44%	47%	42%	39%	41%	49%	43%	49%	37%	43%
Bus or transit services	47%	54%	60%	56%	62%	45%	56%	64%	55%	37%	65%	60%	55%	48%	64%	56%
Garbage collection	81%	72%	89%	82%	83%	82%	80%	85%	82%	72%	85%	89%	82%	77%	88%	82%
Recycling	36%	37%	56%	46%	43%	49%	50%	35%	46%	37%	50%	52%	46%	40%	53%	46%
Yard waste pick-up	55%	62%	72%	66%	52%	61%	72%	78%	66%	54%	72%	70%	66%	63%	69%	66%
Storm drainage	56%	51%	50%	52%	55%	42%	55%	60%	52%	44%	54%	59%	52%	50%	53%	51%
Drinking water	61%	67%	72%	68%	65%	73%	67%	65%	68%	63%	64%	77%	68%	66%	70%	68%
Sewer services	62%	72%	77%	73%	68%	72%	74%	75%	72%	66%	71%	80%	73%	73%	72%	72%
City parks	75%	77%	79%	78%	80%	76%	79%	73%	77%	69%	81%	84%	78%	79%	76%	78%
Recreation programs or classes	51%	67%	76%	68%	61%	67%	77%	63%	69%	61%	74%	70%	69%	71%	65%	68%
Recreation centers or facilities	52%	55%	61%	57%	57%	54%	64%	49%	57%	57%	54%	64%	58%	59%	55%	57%

Question 13: Service Quality (Percent "excellent" or "good")																
Please rate the quality of each of the following services in Billings:	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Land use, planning and zoning	43%	40%	43%	42%	43%	40%	39%	49%	42%	41%	38%	47%	42%	46%	39%	42%
Code enforcement (weeds, abandoned buildings, etc.)	17%	28%	30%	27%	26%	22%	24%	36%	26%	19%	32%	31%	27%	28%	25%	27%
Animal control	47%	56%	60%	56%	53%	59%	55%	54%	56%	51%	62%	57%	56%	54%	58%	56%
Economic development	37%	51%	51%	48%	45%	48%	52%	46%	48%	41%	47%	58%	49%	57%	40%	48%
Health services	64%	75%	76%	74%	65%	66%	78%	88%	73%	61%	72%	85%	73%	75%	71%	73%
Services to seniors	61%	67%	74%	70%	65%	72%	73%	65%	70%	69%	67%	73%	70%	71%	69%	70%
Services to youth	29%	52%	51%	47%	50%	40%	49%	49%	46%	38%	44%	60%	47%	55%	38%	47%
Services to low-income people	36%	42%	61%	50%	41%	49%	53%	66%	50%	44%	46%	59%	50%	51%	47%	50%
Public library services	70%	74%	79%	76%	84%	73%	72%	71%	75%	68%	72%	85%	75%	76%	74%	75%
Public information services	51%	58%	60%	57%	69%	54%	55%	57%	58%	48%	59%	64%	57%	61%	53%	57%
Public schools	41%	58%	58%	55%	64%	57%	50%	45%	54%	40%	53%	70%	55%	60%	49%	55%
Cable television	55%	48%	55%	53%	52%	49%	51%	60%	52%	43%	48%	66%	53%	51%	56%	53%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	36%	51%	57%	51%	48%	39%	54%	66%	50%	38%	51%	64%	51%	54%	47%	51%
Preservation of natural areas such as open space, farmlands and greenbelts	41%	39%	48%	44%	43%	43%	47%	41%	44%	41%	39%	52%	44%	46%	42%	44%

Question 14: Government Services Overall (Percent "excellent" or "good")

Overall, how would you rate the quality of the services provided by each of the following?	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
The City of Billings	72%	57%	64%	64%	63%	61%	67%	59%	63%	52%	62%	75%	63%	68%	59%	64%
The Federal Government	35%	42%	40%	39%	32%	41%	41%	41%	39%	27%	40%	49%	39%	43%	35%	39%
The State Government	36%	49%	48%	46%	38%	49%	49%	40%	45%	32%	47%	56%	46%	49%	42%	46%
Yellowstone County Government	50%	47%	57%	53%	44%	55%	56%	49%	52%	36%	53%	66%	52%	55%	50%	53%

Question 15: Recommendation and Longevity (Percent "somewhat" or "very" likely)

Please indicate how likely or unlikely you are to do each of the following:	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Recommend living in Billings to someone who asks	82%	85%	89%	86%	81%	82%	92%	88%	86%	78%	85%	95%	86%	91%	82%	87%
Remain in Billings for the next five years	68%	94%	97%	90%	85%	90%	91%	92%	90%	79%	96%	95%	90%	93%	87%	90%

Question 16: Impact of the Economy (Percent "somewhat" or "very" positive)

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
	27%	23%	23%	24%	28%	17%	26%	33%	25%	24%	23%	27%	24%	21%	28%	24%

Question 17: Contact with Fire Department (Percent "yes")																
	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Have you had any in-person or phone contact with an employee of the City of Billings Fire Department within the last 12 months?	14%	11%	11%	11%	8%	10%	14%	16%	12%	14%	12%	8%	11%	10%	14%	12%

Question 18: Ratings of Contact with Fire Department (Percent "excellent" or "good")																
	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
What was your overall impression of your most recent contact with the City of Billings Fire Department?	100%	84%	88%	90%	90%	100%	84%	88%	90%	100%	88%	77%	90%	89%	90%	90%

Question 19: Contact with City Employees (Percent "yes")																
	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Have you had any in-person, phone or email with an employee of the City of Billings within the last 12 months (including police, receptionists, planners or any others)?	46%	42%	46%	45%	37%	53%	45%	43%	45%	47%	56%	32%	45%	37%	53%	45%

Question 20: City Employees (Percent "excellent" or "good")																
	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
What was your impression of the employee(s) of the City of Billings in your most recent contact?																
Knowledge	71%	79%	74%	75%	78%	73%	71%	83%	75%	83%	64%	80%	75%	79%	71%	74%
Responsiveness	75%	77%	70%	73%	75%	76%	70%	78%	74%	79%	63%	83%	73%	75%	71%	73%
Courtesy	76%	77%	77%	77%	76%	86%	71%	69%	77%	78%	71%	84%	77%	78%	76%	77%
Overall impression	76%	76%	74%	75%	76%	79%	72%	74%	75%	80%	66%	82%	75%	76%	74%	75%

Question 21: Government Performance (Percent "excellent" or "good")																
Please rate the following categories of Billings government performance:	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
The value of services for the taxes paid to Billings	49%	41%	47%	45%	43%	45%	46%	45%	45%	41%	37%	57%	45%	50%	41%	46%
The overall direction that Billings is taking	61%	53%	58%	57%	57%	58%	57%	55%	57%	49%	56%	65%	57%	59%	54%	57%
The job Billings government does at welcoming citizen involvement	31%	41%	48%	42%	48%	41%	41%	43%	43%	28%	41%	57%	42%	49%	36%	42%

Question 22a: Custom Question 1 (Percent "high priority")																
To what extent, if at all, should each of the following potential areas of emphasis be a priority for the Billings City Council?	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55 +	Overall	Female	Male	Overall
Safe community (crime prevention, emergency preparedness, reliable infrastructure, safe and accessible transportation for motorists, pedestrians and cyclists)	77%	87%	87%	85%	75%	88%	88%	91%	86%	81%	88%	85%	85%	88%	81%	85%
Sustainable economic development (attract and retain jobs, promote tourism, balanced development, quality housing choices, diversify City revenues and funding options)	69%	67%	73%	71%	67%	69%	70%	80%	71%	66%	74%	72%	71%	72%	69%	71%
Involved, engaged and united community (emphasis on public outreach and education, community events, programs and facilities, transparency and responsiveness of City government)	42%	28%	32%	33%	38%	41%	28%	17%	33%	35%	28%	35%	33%	34%	31%	32%

Question 22a: Custom Question 1 (Percent "high priority")																
To what extent, if at all, should each of the following potential areas of emphasis be a priority for the Billings City Council?	Length of residency				Household income					Respondent age				Respondent gender		
	5 years or less	6 to 20 years	More than 20 years	Overall	Less than \$25,000	\$25,000 to \$49,999	\$50,000 to \$99,999	\$100,000 or more	Overall	18-34	35-54	55+	Overall	Female	Male	Overall
Leisure, cultural and learning opportunities (partner with community to provide cultural opportunities and civic events, provide variety of recreation programs and activities for all ages, develop and enhance parks, trails and recreation facilities, protect natural and historic resources, promote access to quality education for all ages)	49%	33%	31%	35%	43%	41%	31%	28%	36%	41%	34%	31%	36%	35%	35%	35%
Effective and connected transportation systems (maintain and repair transportation infrastructure, promote and provide safe public ground and air transportation options, improve traffic flow, enhance accessibility, for pedestrians and cyclists)	57%	53%	57%	56%	57%	59%	62%	41%	56%	52%	55%	60%	56%	57%	55%	56%
Comprehensive, orderly growth and development (develop long-range zoning and land use plans, develop and preserve safe, attractive and diverse residential neighborhoods, annexation)	49%	40%	51%	47%	45%	42%	46%	54%	46%	48%	40%	52%	47%	51%	44%	47%
Preservation of community resources (promote energy efficiency, conservation and recycling, restoration and preservation of historic sites, protect public lands, open spaces, water sources, scenic vistas)	59%	44%	51%	51%	61%	53%	44%	44%	50%	53%	45%	53%	51%	51%	50%	51%
Honest Responsive Government (Governance) (transparent government, responsive and courteous service to internal and external customers, attract and develop high-quality workforce)	53%	60%	65%	61%	56%	69%	59%	53%	61%	49%	63%	72%	61%	59%	64%	61%