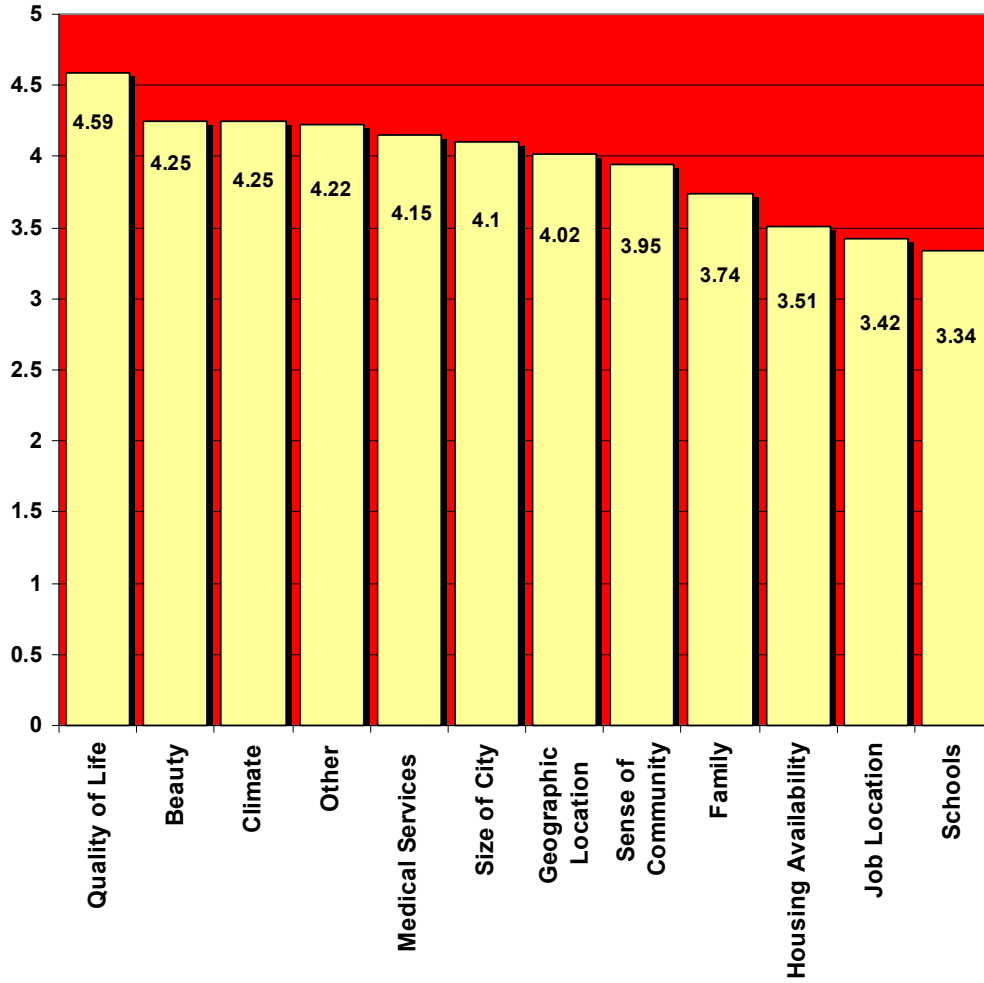


**CITY OF MONTROSE  
HOUSEHOLD SURVEY  
2004**

**Survey Conducted by Dr. Jerry W. Moorman**

# Reasons for Living in Montrose 2004



City of Montrose 2004 Household Survey

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# **CITY OF MONTROSE HOUSEHOLD SURVEY 2004**

## **EXECUTIVE SUMMARY**

The City of Montrose contracted Dr. Jerry Moorman, Marketing Research Consultant, to conduct a mail-based, self-reported opinion survey of City utility households to determine their perceptions regarding certain aspects of living in Montrose. The areas of greatest interest were:

Reasons for living in Montrose,  
Services provided by the City,  
City communications with residents,  
Montrose City employees,  
Attitudes toward a temporary sales tax,  
Montrose community issues and questions, and  
The top three problems facing Montrose today.

The report contains research methodology, an explanation of statistical accuracy, survey results including data analysis and explanation, and instrumentation.

Meetings with City Administrators started during January 2004, to plan the research project. The 2002 Household Survey questionnaire was modified to create the 2004 survey questionnaire. The draft questionnaire was presented to the City for their comments and recommendations. Changes were made to the questionnaire and the City approved it in final form during April 2004. (Appendix A)

A decision was made by the City to mail the questionnaire to all utility residences in the City. On May 12 and May 19 a total of 4,797 questionnaires were mailed. Respondents were given seven days to return individual questionnaires.

A data-entry system was designed, created, and tested by researchers for use in analyzing data. A City employee familiar with research methodology entered the data. Data entry began immediately and continued throughout the process. Approximately 61,364 items had to be entered to create the final data pool.

After the data were entered and verified, it was analyzed using SPSS 11.5, one of the most academically respected statistical software packages available. The primary statistical procedures used were descriptive statistics and cross tabulations.

Where questions were the same between the 2002 and 2004 surveys, longitudinal comparisons were made. Tables for those questions show both 2002 and 2004 results so that decision makers can see changes in respondents' attitudes.

The survey yielded 1,058 completed questionnaires. Using the number of surveys mailed (4,797), the survey yielded a confidence interval of 2.66 at the 95% confidence level. Since these numbers have little meaning to the average reader, I have included a brief explanation of each.

The confidence interval is the plus-or-minus figure often reported in media opinion poll results. For example, if you use the survey's confidence interval of 2.66 and 80 percent of your sample pick an answer, you can be "sure" that if you had asked the question of the entire relevant population between 77.34% ( $80-2.66$ ) and 82.66% ( $80+2.66$ ) would have picked that answer.

The confidence level tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population who would pick the answer is between 77.34% and 82.66% (using the example above).

A confidence interval of 5 is usually the accepted norm in opinion-based research. The lower the confidence interval, the better. The confidence interval of this research, 2.66, is exceptionally low and indicates a very high degree of accuracy. The confidence interval of the 2002 survey was 2.47. With the two confidence intervals being so close, the longitudinal aspects of the research were strengthened.

## **DATA HIGHLIGHTS**

The presentation of data follows the order found in the questionnaire. Descriptive data and explanations are included for each section. Cross tabulations are included where it is useful to examine subgroup responses. For most questions, cross tabulations are done using demographic variables and the high and low responses in the table. For further information, a frequency distribution of all responses is included as Appendix B. The frequency distribution includes the number of occurrences and percentages of responses for all questions.



Respondents were asked to use rating scales of 1 - 5 and "yes/no" while completing the questionnaire. The number 1 represented a low rating while 5 represented a high rating. Respondents could pick any number from 1 - 5 or N/O for "no opinion." In some questions they could answer yes, no or not sure. After the 51 questions were answered, demographic data were gathered and respondents were provided a space for additional comments.

**Questions 1 - 12 How important are the following reasons for living in Montrose?**

**Table 1.0 Reasons for Living in Montrose**

	2002 N	2004 N	Minimum	Maximum	2002 Mean	2004 Mean
<b>Size of City</b>	1174	1007	1	5	4.10	4.10
<b>Family</b>	1096	947	1	5	3.79	3.74
<b>Sense of Community</b>	1115	972	1	5	3.94	3.95
<b>Job Location</b>	970	836	1	5	3.51	3.42
<b>Beauty</b>	1164	1006	1	5	4.19	4.25
<b>Climate</b>	1166	1014	1	5	4.27	4.25
<b>Schools</b>	991	840	1	5	3.42	3.34
<b>Housing Availability</b>	1040	912	1	5	3.45	3.51
<b>Geographic Location</b>	1131	975	1	5	4.01	4.02
<b>Medical Services</b>	1145	997	1	5	4.03	4.15
<b>Quality of Life</b>	1163	1000	1	5	4.56	4.59
<b>Other</b>	224	178	1	5	3.96	4.22

All reasons were considered important to respondents. Responses ranged from a low of 3.34 for Schools to a high of 4.59 for Quality of Life. It should be noted that even the low of 3.34 was above the midpoint (3.0) on the scale and was in the "important" area of the scale. The high and low reasons were the same as in 2002.

Cross Tabulations for high (Quality of Life) and low (Schools) responses were performed by demographics. Gender appeared to play no role regarding these two reasons for living in Montrose. There has been little change since 2002.

Quality of life was high across all age groups. Attitudes toward the importance of schools as a reason for living in Montrose were impacted by age. The importance increased from under 21 to 39. At age 40, the importance decreased until 70+ when it once again increased. In 2002, the decrease also occurred from age 40 until 70+ when it increased.

Quality of life and the importance of schools were impacted based on time lived in Montrose. The importance of schools increased with the amount of time lived in Montrose. Overall, there was a slight decline in importance of schools from 2002. Quality of life experienced a small overall increase.

The two ethnic groups with the largest numbers to compare were White and Hispanic/Latino. There was a difference between the two when considering quality of life and schools as important reasons for living in Montrose with Hispanics/Latinos rating both higher.

Note: Because the non-white groups were represented by such small numbers, great care must be exercised by decision makers when using the ethnicity numbers. The non-white ethnicity cell numbers were too small to draw any valid statistical inferences. (See Table 11.2)

**Questions 13 - 26 How satisfied are you with the following services provided by the City?**

**Table 2.0 City Services**

	2002 N	2004 N	Minimum	Maximum	2002 Mean	2004 Mean
Street Maintenance/Repair	1166	1009	1	5	3.35	3.51
Street Sweeping	1151	990	1	5	3.63	3.68
Delivery Police Services	1051	871	1	5	3.92	3.93
Traffic Laws Enforcement	1088	928	1	5	3.53	3.52
Crime Prevention	1065	912	1	5	3.66	3.67
Parks' Appearance	1175	1005	1	5	3.93	4.12
Trash Collection	1166	1014	1	5	4.25	4.35
Weed Control	1053	917	1	5	3.47	3.44
Junk/Rubbish Control	1102	959	1	5	3.35	3.44
Storm Water System	932	808	1	5	3.39	3.47
Drinking Water	1178	1001	1	5	4.07	4.11
Downtown Parking	1125	978	1	5	3.44	3.52
Government Operation	1136	982	1	5	3.60	3.57
Informed of Activities	1034	976	1	5	3.69	3.81

Satisfaction with all services was above the midpoint of 3.0 on the satisfaction scale indicating a positive level of satisfaction. The highest level of satisfaction was with trash collection (4.35). It was also the highest rated in 2002. The lowest was a tie between junk and rubbish control and weed control (3.44). Junk and rubbish control was also tied for the lowest in 2002, but its satisfaction has increased slightly.

Cross Tabulations for high (Trash Collection) and low (Junk/Rubbish Control) responses were performed by demographics. Since weed control held fairly constant (3.47 to 3.44) from 2002 to 2004, it was not included in the cross tabulations.

- Gender appeared to play no role in relation to satisfaction with these two services. Levels of satisfaction have, however, gone up in both areas from 2002 to 2004.

- Satisfaction with trash collection increased from 2002 to 2004 in all age groups except 70+. Satisfaction with junk/rubbish control increased in ages 30 – 59. It dropped in the others.
- Satisfaction with trash collection increased from 2002 to 2004 in all categories of Time Lived in Montrose. Satisfaction with junk/rubbish control increased in all categories except one (6-10 years) from 2002 to 2004.
- A slight difference existed between Whites and Hispanics/Latinos in both categories with the latter rating both higher.

**Questions 27-35 How important to you are the following sources of City communications?**

**Table 3.0 City Communications**

	2002 N	2004 N	Minimum	Maximum	2002 Mean	2004 Mean
<b>City Newsletter</b>	1122	980	1	5	3.28	3.45
<b>Manager's Coffee*</b>	913	----	1	5	2.17	----
<b>Breakfast with the Mayor*</b>	----	811	1	5	----	2.12
<b>Web Page</b>	863	806	1	5	2.37	2.60
<b>Water/Sewer Bill</b>	1139	981	1	5	3.67	3.75
<b>Channel 10</b>	969	833	1	5	2.85	2.70
<b>Daily Press</b>	1113	975	1	5	3.16	3.37
<b>Radio Billboard</b>	949	818	1	5	2.78	2.69
<b>Daily Sentinel</b>	934	788	1	5	2.60	2.61
<b>Posted Notices</b>	861	768	1	5	2.58	2.60

*\*In 2004, Manager's Coffee was replaced with Breakfast with the Mayor*

The Water/Sewer Bill was rated highest in importance as a source of City Communication (3.75), an increase from 2002. Breakfast with the Mayor was rated lowest (2.12). The top three communication tools in descending order were Water/Sewer Bill (3.75), City Newsletter (3.45), and the Daily Press (3.37). The top three remained unchanged from 2002.

Cross Tabulations for high (Water/Sewer Bill)) and low (Breakfast with the Mayor) responses were performed by demographics.

- Females rated both communication strategies as more important than males.
- There was a general tendency for satisfaction with the Water/Sewer Bill strategy to increase with age.
- Time Lived in Montrose appeared to play a very minor role in importance of these two communication strategies.

- Of the two largest ethnic groups, Hispanics/Latinos felt both of these communication strategies were more important than Whites did.

**Questions 36-38 Please rate your satisfaction with the following three employee traits.**

**Table 4.0 Employee Traits**

	<b>2002 N</b>	<b>2004 N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>2002 Mean</b>	<b>2004 Mean</b>
<b>Courteousness</b>	873	747	1	5	4.22	4.23
<b>Helpfulness</b>	870	747	1	5	4.11	4.11
<b>Timeliness</b>	849	732	1	5	4.01	3.99

Respondent satisfaction with the three City employee traits was very high. There was little change from 2002.

Cross Tabulations were performed by demographics.

- Gender appeared to play a minor role in the rating of City employee traits.
- Satisfaction level with all three City employee traits was highest in the 70+ age group although there was a decline in this group’s satisfaction from 2002 to 2004. The 21 – 49 age groups all reported an increase in satisfaction in all three trait areas.
- Satisfaction with City employee traits by time lived in Montrose showed timeliness dropping from 2002 to 2004 after 10 years of residence. Noteworthy, however, was that the level was still above the 4-point mark for most categories in this area.
- Of the two largest ethnic groups, Hispanics/Latinos felt a higher degree of satisfaction with all three traits than did Whites.

Questions 39-51 were added to the 2004 questionnaire.  
 Questions 39-44 (Selected Montrose Issues) asked respondents to use a 1-5 scale.

**Table 5.0 Montrose Issues**

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Overall, I am satisfied with living in Montrose today.</b>	1018	1	5	4.12	.907
<b>All Montrose Citizens have an equal opportunity to participate in the community decision-making process.</b>	884	1	5	3.44	1.156
<b>The Montrose community values ethnic diversity.</b>	819	1	5	3.42	1.082
<b>Most Montrose businesses and service providers are friendly.</b>	1008	1	5	4.00	.939
<b>I would be willing to pay an additional \$3 to \$4 per month for curbside recycling service every two weeks.</b>	963	1	5	2.69	1.653
<b>I would choose once a week trash collection over twice a week trash collection if it would lessen the sanitation rate increase.</b>	997	1	5	3.57	1.613

Respondents were very satisfied living in Montrose today (4.12 Mean). All other means were well above the midpoint of 3.0 with the exception of additional fees for curbside recycling. It was below the midpoint on the side of disagreement.

Questions dealing with recycling fees were cross tabbed by selected demographics.

- Of the two largest ethnic groups, Hispanics/Latinos had less agreement with the ethnic diversity statement than Whites. Both means, however, were above the midpoint of 3.0. Other cross tabs revealed little useful information.
- Regarding recycling fees, female respondents agreed with this statement at a slightly higher level than men. Males were below the midpoint of 3.0 and females were above.
- After the age of 39, the older the respondent, the less agreement with this statement.

- Generally speaking, the longer a respondent has lived in Montrose, the less agreement with this statement.

Questions 45&46 asked respondents to use yes/no responses.

Question 45 Do you have access to the Internet in your home?

Table 6.0 Internet in Home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	712	67.3	69.5	69.5
	No	313	29.6	30.5	100.0
	Total	1025	96.9	100.0	
Missing	System	33	3.1		
Total		1058	100.0		

A high number of Montrose respondents (69.5%) reported access to the Internet in their homes. According to a February 2004 Nielsen/NetRatings survey, 74.8% of the U.S. population 18 and older has access to the Internet. Montrose respondents were about 5% below the national average.

Question 46 Have you visited the City of Montrose website at <http://cityofmontrose.org>?

Table 7.0 Website Visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	275	26.0	26.9	26.9
	No	745	70.4	72.9	99.8
	Not Sure	2	.2	.2	100.0
	Total	1022	96.6	100.0	
Missing	System	36	3.4		
Total		1058	100.0		

26.9% of respondents have visited the .org City website. In 2002, 20.7% had visited the old .co.us site.

A cross tabulation was conducted to determine if age impacted website visitation. Strong visitation occurred from ages 40 through 69.

Questions 47-49 asked respondents to use a 1-5 scale.

Table 8.0 Online Services

	N	Minimum	Maximum	Mean	Std. Deviation
<b>Q47 I would be interested in managing my City utility account online (pay bill, review usage, update account information, etc.).</b>	844	1	5	2.17	1.442
<b>Q48 I would like to be able to check availability and make reservations for City facilities online (park shelters, Lion's Clubhouse, Pavilion).</b>	739	1	5	2.69	1.462
<b>Q49 I would be interested in a free online service that provides the following: Amber and weather alerts, public safety notices, current weather, and easy access to electronic government resources.</b>	804	1	5	3.16	1.508

Question 47 was below the midpoint of 3.0 indicating respondents' disagreement with an interest in managing their City utility account online. Question 48 was also below the midpoint of 3.0 demonstrating disagreement with being able to check availability and reserve City facilities online. Question 49 showed agreement with an interest in a free online service providing the listed items.

Questions dealing with City website use were cross tabbed by selected demographics. Generally, the longer people have lived in Montrose, the less interested they were in managing their City utility account online. The same held true for being able to check availability and reserve City facilities and in an interest in a free online service providing the listed items.

**Question 50 I would support a temporary City sales tax initiative (one-half cent over one to two years) to fund expansion at the Montrose Pavilion Civic and Senior Center.**

**Table 9.0 Pavilion Sales Tax Initiative**

		2002 Frequency	2004 Frequency	2002 Valid Percent	2004 Valid Percent
<b>Valid</b>	<b>Yes</b>	301	406	25.1	48.0
	<b>No</b>	619	432	51.7	51.1
	<b>Not Sure</b>	278	7	23.2	.8
	<b>Total</b>	1198	845	100.0	100.0
<b>Missing</b>	<b>System</b>	18	213		
<b>Total</b>		1216	1058		

In 2002, a similar question was asked with the percent increase left open. Since 2002, the percentage of respondents indicating yes almost doubled. This may be the result of respondents knowing the exact percent increase proposed. Of note was the low 2004 percent who were not sure.

Questions dealing with the sales tax initiative were cross tabbed by selected demographics.

**Table 9.1 Pavilion Sales Tax Initiative by Age**

		Age							Total
		Under 21	21-29	30-39	40-49	50-59	60-69	70+	
<b>Yes</b>	<b>Count</b>	2	7	27	54	88	98	113	389
	<b>% within</b>	.5%	1.8%	6.9%	13.9%	22.6%	25.2%	29.0%	100.0%
	<b>% within Age</b>	50.0%	33.3%	42.2%	41.5%	46.1%	50.3%	55.7%	48.1%
<b>No</b>	<b>Count</b>	2	14	37	76	103	93	87	412
	<b>% within</b>	.5%	3.4%	9.0%	18.4%	25.0%	22.6%	21.1%	100.0%
	<b>% within Age</b>	50.0%	66.7%	57.8%	58.5%	53.9%	47.7%	42.9%	51.0%
<b>Not Sure</b>	<b>Count</b>	0	0	0	0	0	4	3	7
	<b>%</b>	.0%	.0%	.0%	.0%	.0%	57.1%	42.9%	100.0%
	<b>% within Age</b>	.0%	.0%	.0%	.0%	.0%	2.1%	1.5%	.9%

From age 21 – 70+ overall support increased for the initiative. However, careful attention should be paid to the %within Age numbers. A 50% support level was not reached after age 21 until age 60+. With the exception of those under 21, respondents below the age of 60 did not indicate majority support for the initiative.



Those living in Montrose 1-5 years and 16-20 years showed the strongest level of support for the initiative. Using the %within column, one can see they supported the initiative at 57.4%; 54% respectively. The lowest level of support was from the 21+ years category with 41.7%.

**Question 55 Please select the top three problems facing Montrose today and rank them “1” (topmost), 2 and 3” in importance**

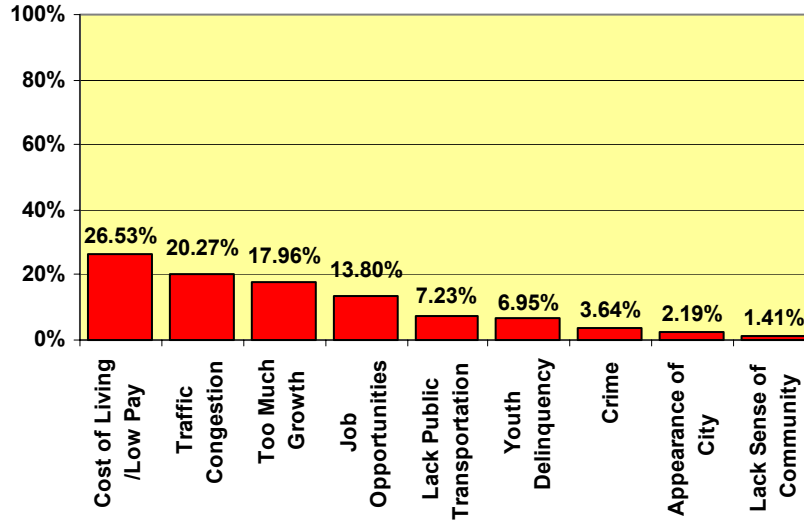
**Table 10.10 Top 3 Problems Facing Montrose**

	Selected #1 N	Selected #2 N	Selected #3 N	Total Times Selected 1,2, or 3	*Weighted Total	Overall Rank
<b>Cost of Living/Low Paying Jobs</b>	266	209	116	591	1332	1
<b>Traffic Congestion</b>	157	196	155	508	1018	2
<b>Too Much Growth</b>	197	108	95	400	902	3
<b>Job Opportunities</b>	109	130	106	345	693	4
<b>Lack of Public Transportation</b>	43	60	114	217	363	5
<b>Youth Delinquency</b>	41	63	100	204	349	6
<b>Crime</b>	16	39	57	112	183	7
<b>Overall Appearance of City</b>	20	13	24	57	110	8
<b>Lack of a Sense of Community</b>	2	15	35	52	71	9

The weighted total was determined by taking the number of times the factor was selected number 1 and multiplying by 3; by taking the number of times the factor was selected number 2 and multiplying by 2; and by taking the number of times the factor was selected number 3 and multiplying by 1. The total of the three equals the weighted total.

In 2004, the top three problems in order were: Cost of Living/Low Paying Jobs, Traffic Congestion, and Too Much Growth.

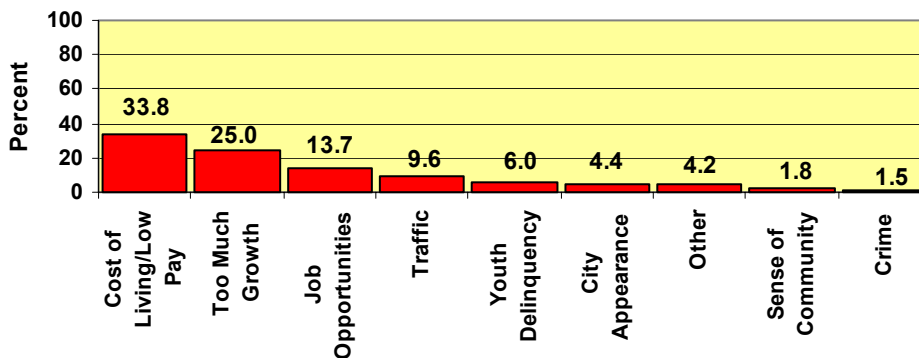
**Chart 1. Top 3 Problems Facing Montrose 2004**



Because the question was worded differently in 2002, a direct comparison cannot be made with the 2004 results. In 2002, the question was worded, “Please Select the Number One Problem Facing Montrose Today.” The 2002 results were useful, though, for information purposes. The top three problems of 2002 in order were:

1. Cost of Living/Low Paying Jobs
2. Too Much Growth
3. Job Opportunities

**Chart 2. Number One Problem Facing Montrose 2002**



Questions dealing with the top three problems facing Montrose today were cross tabbed by selected demographics. Problem four was also cross tabbed. Twenty-one pages of statistical tables were produced and analyzed in an effort to identify differences based on demographics. Little useful data were observed. The following observations were made.

- In problem three, Too Much Growth, those who have lived in Montrose the longest found this to be a more of a problem. The 21+ years category was the only one where this problem was ranked number 1 by over 50% of category respondents.
- In problem four, Job Opportunities, the age cross tab revealed that, in general, this was considered more of a problem the older the respondent.

### Demographic questions

**Table 11.0 Sex of Respondents**

		2002 Frequency	2004 Frequency	2002 Valid Percent	2004 Valid Percent
<b>Valid</b>	<b>Male</b>	466	421	42.1	44.5
	<b>Female</b>	640	526	57.9	55.5
	<b>Total</b>	1106	947	100.0	100.0
<b>Missing</b>	<b>System</b>	110	111		
<b>Total</b>		1216	1058		

The majority respondent was female in both 2002 and 2004.

**Table 11.1 Age of Respondents**

		2002 Frequency	2004 Frequency	2002 Valid Percent	2004 Valid Percent
<b>Valid</b>	<b>Under 21</b>	1	7	.1	.7
	<b>21-29</b>	56	34	4.8	3.4
	<b>30-39</b>	144	86	12.3	8.6
	<b>40-49</b>	214	154	18.2	15.4
	<b>50-59</b>	247	222	21.1	22.1
	<b>60-69</b>	236	239	20.1	23.8
	<b>70+</b>	275	261	23.4	26.0
	<b>Total</b>	1173	1003	100.0	100.0
<b>Missing</b>	<b>System</b>	43	55		
<b>Total</b>		1216	1058		

The largest age demographic (26%) was in the 70+ age group. This was also the oldest age group in 2002. In 2004, when the 60-69 age group (23.8%) was added, the total 60+ respondents were 49.8%. This was an increase from the 2002 60+ percent of 43.5. While this percentage may seem an inordinate amount of older citizens, it was not an

uncommon number for similar citizen-based research. The researcher has experienced other age demographic anomalies in previous studies of this type. To control for this, cross tabulations were conducted. They allowed the researcher to examine responses without age bias interference.

**Table 11.2 Ethnicity**  
(This demographic was added in 2004.)

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>White</b>	947	89.5	95.2	95.2
	<b>Black or African American</b>	2	.2	.2	95.4
	<b>Hispanic/Latino</b>	24	2.3	2.4	97.8
	<b>American Indian or Alaska Native</b>	4	.4	.4	98.2
	<b>Native Hawaiian/Other Pacific Islander</b>	1	.1	.1	98.3
	<b>Asian</b>	3	.3	.3	98.6
	<b>Mixed Race or Some Other Race</b>	14	1.3	1.4	100.0
	<b>Total</b>	995	94.0	100.0	
<b>Missing System</b>	63	6.0			
<b>Total</b>	1058	100.0			

The large majority of respondents (95.2%) identified themselves as White. The next largest identified group was Hispanic/Latino at 2.4%. Because the non-white groups were represented by such small numbers, great care must be exercised by decision makers when using the ethnicity numbers. The non-white ethnicity cell numbers were too small to draw any valid statistical inferences.

**Table 11.3 Time Lived In Montrose**

		<b>2002 Frequency</b>	<b>2004 Frequency</b>	<b>2002 Valid Percent</b>	<b>2004 Valid Percent</b>
<b>Valid</b>	<b>1-5 years</b>	315	260	26.6	26.2
	<b>6-10 years</b>	204	191	17.2	19.3
	<b>11-15 years</b>	136	93	11.5	9.4
	<b>16-20 years</b>	87	82	7.3	8.3
	<b>21+ years</b>	444	366	37.4	36.9
	<b>Total</b>	1186	992	100.0	100.0
<b>Missing</b>	<b>System</b>	30	66		
<b>Total</b>		1216	1058		

The Time Lived in Montrose demographic provided a good distribution across categories. In 2004, the highest was 21+ years at 36.9% followed by the 1-5 years at 26.2%. In 2002, the highest was also 21+ years at 37.4% followed by the 1-5 years at 26.6%.

## **SUMMARY**

Research results leave little doubt that Montrose households, with few exceptions, value their quality of life. The climate, beauty, and size of Montrose are also important to citizens. These have not changed from 2002.

Satisfaction with overall City services is above average. City communications are best accomplished via the Water/Sewer bill and the City Newsletter, with the City website underutilized. City employees are considered courteous, helpful, and timely. These have not changed since 2002.

Respondents are very satisfied living in Montrose today. They feel they have an opportunity to participate in decision making in a community which values ethnic diversity and where businesses and service providers are friendly. Respondents do not want to see an increase in sanitation rates and are unwilling to pay for curbside recycling.

Montrose citizens have a high rate of access to the Internet, yet do not visit the City website in large numbers. They have little interest in managing utility accounts online or checking availability or reserving City facilities online. They would, however, be interested in a free online service with Amber and weather alerts, public service notices, etc.

The issue of a temporary sales tax to support the Pavilion appears to be a close call. The 48% yes vote is a big change from the 2002 25.1% yes vote.

The top three problems facing Montrose today are (in order) cost of living/low paying jobs, traffic congestion, and too much growth. Written comments added to the survey are many and broadly based.

# **CITY OF MONTROSE HOUSEHOLD SURVEY 2004**

## **INTRODUCTION**

The City of Montrose contracted Dr. Jerry Moorman, Marketing Research Consultant, to conduct a mail-based, self-reported opinion survey of City utility households to determine their perceptions regarding certain aspects of living in Montrose. The areas of greatest interest were:

- Reasons for living in Montrose,
- Services provided by the City,
- City communications with residents,
- Montrose City employees,
- Attitudes toward a temporary sales tax,
- Montrose community issues and questions, and
- The top three problems facing Montrose today.

The report contains research methodology, an explanation of statistical accuracy, survey results including data analysis and explanation, and instrumentation.

## **METHODOLOGY**

Meetings with City Administrators started during January 2004, to plan the research project. The 2002 Household Survey questionnaire was modified to create the 2004 survey questionnaire. The draft questionnaire was presented to the City for their comments and recommendations. Changes were made to the questionnaire and the City approved it in final form during April 2004. (Appendix A)

A decision was made by the City to mail the questionnaire to all utility residences in the City. On May 12 and May 19 a total of 4,797 questionnaires were mailed. Respondents were given seven days to return individual questionnaires.

A data-entry system was designed, created, and tested by researchers for use in analyzing data. A City employee familiar with research methodology entered the data. Data entry began immediately and continued throughout the process. Approximately 61,364 items had to be entered to create the final data pool.

After the data were entered and verified, it was analyzed using SPSS 11.5, one of the most academically respected statistical software packages available. The primary statistical procedures used were descriptive statistics and cross tabulations.

Where questions were the same between the 2002 and 2004 surveys, longitudinal comparisons were made. Tables for those questions will show both 2002 and 2004 results so that decision makers can see changes in respondents' attitudes.

## **STATISTICAL ACCURACY**

The survey yielded 1,058 completed questionnaires. Using the number of surveys mailed (4,797), the survey yielded a confidence interval of 2.66 at the 95% confidence level. Since these numbers have little meaning to the average reader, I have included a brief explanation of each.

The confidence interval is the plus-or-minus figure often reported in media opinion poll results. For example, if you use the survey's confidence interval of 2.66 and 80 percent of your sample pick an answer, you can be "sure" that if you had asked the question of the entire relevant population between 77.34% ( $80-2.66$ ) and 82.66% ( $80+2.66$ ) would have picked that answer.

The confidence level tells you how sure you can be. It is expressed as a percentage and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

When you put the confidence level and the confidence interval together, you can say that you are 95% sure that the true percentage of the population who would pick the answer is between 77.34% and 82.66% (using the example above).

A confidence interval of 5 is usually the accepted norm in opinion-based research. The lower the confidence interval, the better. The confidence interval of this research, 2.66, is exceptionally low and indicates a very high degree of accuracy. The confidence interval

of the 2002 survey was 2.47. With the two confidence intervals being so close, the longitudinal aspects of the research are strengthened.

## SURVEY RESULTS

The following sections detail results of the perceptions survey. The presentation of data follows the order found in the questionnaire. Descriptive data and explanations are included for each section. Cross tabulations are included where it is useful to examine subgroup responses. For most questions, cross tabulations are done using demographic variables and the high and low responses in the table. For further information, a frequency distribution of all responses is included as Appendix B. The frequency distribution includes the number of occurrences and percentages of responses for all questions.

Respondents were asked to use rating scales of 1 - 5 and "yes/no" while completing the questionnaire. The number 1 represents a low rating while 5 represents a high rating. Respondents could pick any number from 1 - 5 or N/O for "no opinion." In some questions they could answer yes, no or not sure. After the 51 questions were answered, demographic data were gathered and respondents were provided a space for additional comments.

### Questions 1 - 12 How important are the following reasons for living in Montrose?

#### Descriptive Statistics:

**Table 1.0 Reasons for Living in Montrose**

	2002 N	2004 N	Minimum	Maximum	2002 Mean	2004 Mean
<b>Size of City</b>	1174	1007	1	5	4.10	4.10
<b>Family</b>	1096	947	1	5	3.79	3.74
<b>Sense of Community</b>	1115	972	1	5	3.94	3.95
<b>Job Location</b>	970	836	1	5	3.51	3.42
<b>Beauty</b>	1164	1006	1	5	4.19	4.25
<b>Climate</b>	1166	1014	1	5	4.27	4.25
<b>Schools</b>	991	840	1	5	3.42	3.34
<b>Housing Availability</b>	1040	912	1	5	3.45	3.51
<b>Geographic Location</b>	1131	975	1	5	4.01	4.02
<b>Medical Services</b>	1145	997	1	5	4.03	4.15
<b>Quality of Life</b>	1163	1000	1	5	4.56	4.59
<b>Other</b>	224	178	1	5	3.96	4.22

All reasons are considered important to respondents. Responses range from a low of 3.34 for Schools to a high of 4.59 for Quality of Life. It should be noted that even the low of 3.34 is well above the midpoint (3.0) on the scale and is in the "important" area of the scale. The high and low reasons are the same as in 2002.



**Cross Tabulations:  
High and Low Responses by Demographics:**

**Table 1.1 Quality of Life and Schools by Sex**

Sex		2002 Quality of Life	2002 Schools	2004 Quality of Life	2004 Schools
<b>Male</b>	Mean	4.53	3.27	4.51	3.24
	N	454	385	401	345
	Standard Deviation	.76	1.47	.765	1.501
<b>Female</b>	Mean	4.58	3.53	4.66	3.48
	N	609	529	501	412
	Standard Deviation	.73	1.53	.655	1.571
<b>Total</b>	Mean	4.56	3.42	4.59	3.37
	N	1063	914	902	757
	Standard Deviation	.74	1.51	.710	1.543

Gender appears to play no role regarding these two reasons for living in Montrose. There has been little change since 2002.

**Table 1.2 Quality of Life and Schools by Age**

Age		2002 Quality of Life	2002 Schools	2004 Quality of Life	2004 Schools
<b>Under 21</b>	Mean	4.00	3.00	4.43	3.71
	N	1	1	7	7
	Standard Deviation	.	.	.787	1.254
<b>21-29</b>	Mean	4.26	3.69	4.18	3.74
	N	53	49	33	27
	Standard Deviation	.96	1.49	.846	1.347
<b>30-39</b>	Mean	4.40	3.83	4.52	3.99
	N	141	133	84	76
	Standard Deviation	.84	1.34	.591	1.194
<b>40-49</b>	Mean	4.51	3.61	4.64	3.83
	N	211	197	152	143
	Standard Deviation	.73	1.43	.593	1.334
<b>50-59</b>	Mean	4.57	3.26	4.70	3.14
	N	237	227	212	195
	Standard Deviation	.72	1.52	.611	1.540
<b>60-69</b>	Mean	4.71	2.99	4.60	2.97
	N	226	177	222	185
	Standard Deviation	.59	1.58	.782	1.603
<b>70+</b>	Mean	4.64	3.47	4.54	3.11
	N	256	176	240	166
	Standard Deviation	.71	1.52	.802	1.714
<b>Total</b>	Mean	4.57	3.42	4.59	3.33
	N	1125	960	950	799
	Standard Deviation	.73	1.51	.715	1.561

Quality of life is high across all age groups. Attitudes toward the importance of schools as a reason for living in Montrose are impacted by age. The importance increased from

under 21 to 39. At age 40, the importance decreased until 70+ when it once again increased. In 2002, the decrease also occurred at age 40 until 70+ when it increased.

**Table 1.3 Quality of Life and Schools by Time Lived In Montrose**

Time Lived In Montrose		2002 Quality of Life	2002 Schools	2004 Quality of Life	2004 Schools
<b>1-5 Years</b>	Mean	4.52	3.07	4.58	2.85
	N	303	245	247	201
	Standard Deviation	.78	1.62	.704	1.618
<b>6-10 Years</b>	Mean	4.56	3.21	4.57	3.18
	N	198	168	182	146
	Standard Deviation	.73	1.54	.738	1.610
<b>11-15 Years</b>	Mean	4.62	3.40	4.53	3.45
	N	130	112	90	75
	Standard Deviation	.76	1.51	.753	1.464
<b>16-20 Years</b>	Mean	4.69	3.78	4.65	3.59
	N	83	76	78	71
	Standard Deviation	.54	1.42	.641	1.379
<b>21+ Years</b>	Mean	4.56	3.68	4.60	3.67
	N	423	366	341	296
	Standard Deviation	.75	1.38	.731	1.470
<b>Total</b>	Mean	4.56	3.42	4.59	3.34
	N	1137	967	938	789
	Standard Deviation	.74	1.51	.719	1.560

The importance of schools increased with the amount of time lived in Montrose. Overall, there was a slight decline in importance of schools from 2002. Quality of life experienced a small overall increase.

**Table 1.4 Quality of Life and Schools by Ethnicity**

This demographic was added in 2004.

<b>Ethnicity</b>		<b>Quality of Life</b>	<b>Schools</b>
<b>White</b>	Mean	4.60	3.33
	N	898	749
	Std. Deviation	.705	1.554
<b>Black or African American</b>	Mean	5.00	5.00
	N	2	1
	Std. Deviation	.000	.
<b>Hispanic/Latino</b>	Mean	4.57	3.73
	N	23	22
	Std. Deviation	.662	1.609
<b>American Indian or Alaska Native</b>	Mean	5.00	4.75
	N	4	4
	Std. Deviation	.000	.500
<b>Native Hawaiian/Other Pacific Islander</b>	Mean	5.00	5.00
	N	1	1
	Std. Deviation	.	.
<b>Asian</b>	Mean	4.33	3.00
	N	3	3
	Std. Deviation	.577	2.000
<b>Mixed Race or Some Other Race</b>	Mean	4.36	3.31
	N	14	13
	Std. Deviation	1.216	1.437
<b>Total</b>	Mean	4.60	3.35
	N	945	793
	Std. Deviation	.711	1.554

The two ethnic groups with the largest numbers to compare were White and Hispanic/Latino. There was a difference between the two when considering quality of life and schools as important reasons for living in Montrose.

Note: Because the non-white groups were represented by such small numbers, great care must be exercised by decision makers when using the ethnicity numbers. The non-white ethnicity cell numbers were too small to draw any valid statistical inferences.

**Questions 13 - 26 How satisfied are you with the following services provided by the City?**

**Descriptive Statistics:**

**Table 2.0 City Services**

	2002 N	2004 N	Minimum	Maximum	2002 Mean	2004 Mean
Street Maintenance/Repair	1166	1009	1	5	3.35	3.51
Street Sweeping	1151	990	1	5	3.63	3.68
Delivery Police Services	1051	871	1	5	3.92	3.93
Traffic Laws Enforcement	1088	928	1	5	3.53	3.52
Crime Prevention	1065	912	1	5	3.66	3.67
Parks' Appearance	1175	1005	1	5	3.93	4.12
Trash Collection	1166	1014	1	5	4.25	4.35
Weed Control	1053	917	1	5	3.47	3.44
Junk/Rubbish Control	1102	959	1	5	3.35	3.44
Storm Water System	932	808	1	5	3.39	3.47
Drinking Water	1178	1001	1	5	4.07	4.11
Downtown Parking	1125	978	1	5	3.44	3.52
Government Operation	1136	982	1	5	3.60	3.57
Informed of Activities	1034	976	1	5	3.69	3.81

Satisfaction with all services was above the midpoint of 3.0 on the satisfaction scale indicating a positive level of satisfaction. The highest level of satisfaction was with trash collection (4.35). It was also the highest rated in 2002. The lowest in 2004 was a tie between junk and rubbish control and weed control (3.44). Junk and rubbish control was also tied for the lowest in 2002, but its satisfaction has increased slightly.

**Cross Tabulations:  
High and Low Responses by Demographics**

Since weed control held fairly constant (3.47 to 3.44) from 2002 to 2004, it was not included in the cross tabulations.

**Table 2.1 Trash Collection and Junk/Rubbish Control by Sex**

Sex		2002 Trash Collection	2004 Trash Collection	2002 Junk/Rubbish Control	2004 Junk/Rubbish Control
<b>Male</b>	Mean	4.22	4.37	3.29	3.37
	N	452	405	432	387
	Standard Deviation	.92	.909	1.08	1.095
<b>Female</b>	Mean	4.26	4.32	3.38	3.45
	N	616	507	579	477
	Standard Deviation	.91	.871	1.13	1.145
<b>Total</b>	Mean	4.24	4.34	3.34	3.42
	N	1068	912	1011	864
	Standard Deviation	.92	.888	1.11	1.123

Gender appeared to play no role in relation to satisfaction with these two services. Levels of satisfaction have, however, gone up in both areas from 2002 to 2004.

**Table 2.2 Trash Collection and Junk/Rubbish Control by Age**

Age		2002 Trash Collection	2004 Trash Collection	2002 Junk/Rubbish Control	2004 Junk/Rubbish Control
<b>Under 21</b>	Mean	4.00	4.29	4.00	3.14
	N	1	7	1	7
	Standard Deviation	.	1.113	.	1.345
<b>21-29</b>	Mean	4.05	4.19	3.35	3.31
	N	55	31	49	32
	Standard Deviation	1.13	.873	1.07	1.061
<b>30-39</b>	Mean	4.08	4.25	3.16	3.42
	N	139	83	138	78
	Standard Deviation	.95	.809	1.04	1.000
<b>40-49</b>	Mean	4.06	4.29	3.22	3.42
	N	208	150	205	141
	Standard Deviation	.93	.894	1.06	1.141
<b>50-59</b>	Mean	4.15	4.19	3.23	3.35
	N	239	216	224	208
	Standard Deviation	.97	1.027	1.11	1.089
<b>60-69</b>	Mean	4.37	4.48	3.38	3.36
	N	231	229	223	223
	Standard Deviation	.83	.770	1.15	1.196
<b>70+</b>	Mean	4.54	4.45	3.70	3.63
	N	256	248	228	224
	Standard Deviation	.79	.833	1.12	1.101
<b>Total</b>	Mean	4.25	4.35	3.36	3.43
	N	1129	964	1068	913
	Standard Deviation	.92	.883	1.11	1.123

Satisfaction with trash collection increased from 2002 to 2004 in all age groups except 70+. Satisfaction with junk/rubbish control increased in ages 30 – 59. It dropped in the others.

**Table 2.3 Trash Collection and Junk/Rubbish Control by Time Lived In Montrose**

<b>Time Lived In Montrose</b>		<b>2002 Trash Collection</b>	<b>2004 Trash Collection</b>	<b>2002 Junk/Rubbish Control</b>	<b>2004 Junk/Rubbish Control</b>
<b>1-5 years</b>	Mean	4.31	4.32	3.21	3.36
	N	306	250	290	231
	Standard Deviation	.87	.970	1.15	1.130
<b>6-10 years</b>	Mean	4.33	4.37	3.39	3.25
	N	194	187	183	171
	Standard Deviation	.78	.866	1.16	1.228
<b>11-15 years</b>	Mean	4.23	4.38	3.34	3.55
	N	132	93	124	87
	Standard Deviation	.94	.896	1.15	1.065
<b>16-20 years</b>	Mean	4.36	4.50	3.45	3.48
	N	85	78	78	77
	Standard Deviation	.99	.734	1.11	1.108
<b>21+ years</b>	Mean	4.17	4.33	3.41	3.56
	N	423	348	402	335
	Standard Deviation	.97	.847	1.07	1.082
<b>Total</b>	Mean	4.26	4.35	3.35	3.44
	N	1140	956	1077	901
	Standard Deviation	.91	.880	1.12	1.128

Satisfaction with trash collection increased from 2002 to 2004 in all categories of Time Lived in Montrose. Satisfaction with junk/rubbish control increased in all categories except one (6-10 years) from 2002 to 2004.

**Table 2.4 Trash Collection and Junk/Rubbish Control by Ethnicity**  
 This demographic was added in 2004.

<b>Ethnicity</b>		<b>Trash Collection</b>	<b>Junk and Rubbish Control</b>
<b>White</b>	Mean	4.35	3.45
	N	913	859
	Std. Deviation	.883	1.118
<b>Black or African American</b>	Mean	4.50	3.00
	N	2	2
	Std. Deviation	.707	1.414
<b>Hispanic/Latino</b>	Mean	4.50	3.61
	N	22	23
	Std. Deviation	.673	1.340
<b>American Indian or Alaska Native</b>	Mean	3.75	4.00
	N	4	4
	Std. Deviation	1.258	.816
<b>Native Hawaiian/Other Pacific Islander</b>	Mean	5.00	5.00
	N	1	1
	Std. Deviation	.	.
<b>Asian</b>	Mean	4.50	4.00
	N	2	2
	Std. Deviation	.707	.000
<b>Mixed Race or Some Other Race</b>	Mean	4.14	3.08
	N	14	13
	Std. Deviation	1.027	1.382
<b>Total</b>	Mean	4.35	3.45
	N	958	904
	Std. Deviation	.881	1.126

A difference existed between the two largest ethnic groups in both categories.

**Questions 27-35 How important to you are the following sources of City communications?**

**Descriptive Statistics:**

**Table 3.0 City Communications**

	2002 N	2004 N	Minimum	Maximum	2002 Mean	2004 Mean
<b>City Newsletter</b>	1122	980	1	5	3.28	3.45
<b>Manager's Coffee*</b>	913	----	1	5	2.17	----
<b>Breakfast with the Mayor*</b>	----	811	1	5	----	2.12
<b>Web Page</b>	863	806	1	5	2.37	2.60
<b>Water/Sewer Bill</b>	1139	981	1	5	3.67	3.75
<b>Channel 10</b>	969	833	1	5	2.85	2.70
<b>Daily Press</b>	1113	975	1	5	3.16	3.37
<b>Radio Billboard</b>	949	818	1	5	2.78	2.69
<b>Daily Sentinel</b>	934	788	1	5	2.60	2.61
<b>Posted Notices</b>	861	768	1	5	2.58	2.60

*\*In 2004, Manager's Coffee was replaced with Breakfast with the Mayor*

The Water/Sewer Bill was rated highest in importance as a source of City Communication (3.75), an increase from 2002. Breakfast with the Mayor was rated lowest (2.12). The top three communication tools in descending order were Water/Sewer Bill (3.75), City Newsletter (3.45), and the Daily Press (3.37). The top three remained unchanged from 2002.

**Cross Tabulations:**

**High and Low Responses by Demographics**

**Table 3.1 Water/Sewer Bill and Breakfast with the Mayor by Sex**

Sex		2002 Water/Sewer Bill	2004 Water/Sewer Bill	2004 Breakfast with the Mayor
<b>Male</b>	Mean	3.62	3.62	2.08
	N	450	400	340
	Standard Deviation	1.00	1.016	1.166
<b>Female</b>	Mean	3.65	3.84	2.17
	N	594	485	395
	Standard Deviation	1.04	.956	1.137
<b>Total</b>	Mean	3.64	3.74	2.13
	N	1044	885	735
	Standard Deviation	1.02	.989	1.150

Females rated both communication strategies as more important than males.



**Table 3.2 Water/Sewer Bill and Breakfast with the Mayor by Age**

Age		2002 Water/Sewer Bill	2004 Water/Sewer Bill	2004 Breakfast with the Mayor
<b>Under 21</b>	Mean	4.00	3.71	3.00
	N	1	7	5
	Standard Deviation	.	1.113	1.581
<b>21-29</b>	Mean	3.46	3.60	1.90
	N	54	30	21
	Standard Deviation	1.16	.932	.944
<b>30-39</b>	Mean	3.55	3.65	2.13
	N	139	78	70
	Standard Deviation	.99	.880	1.141
<b>40-49</b>	Mean	3.44	3.62	2.06
	N	208	147	130
	Standard Deviation	.92	.960	1.077
<b>50-59</b>	Mean	3.59	3.64	2.12
	N	235	214	192
	Standard Deviation	1.06	1.028	1.135
<b>60-69</b>	Mean	3.73	3.86	2.13
	N	222	227	183
	Standard Deviation	.95	.985	1.177
<b>70+</b>	Mean	3.96	3.86	2.13
	N	243	232	172
	Standard Deviation	1.04	1.041	1.242
<b>Total</b>	Mean	3.66	3.74	2.12
	N	1102	935	773
	Standard Deviation	1.02	1.000	1.158

There was a general tendency for satisfaction with the Water/Sewer Bill strategy to increase with age.

**Table 3.3 Water/Sewer Bill and Breakfast with the Mayor by Time Lived In Montrose**

<b>Time Lived In Montrose</b>		<b>2002 Water/Sewer Bill</b>	<b>2004 Water/Sewer Bill</b>	<b>2004 Breakfast with the Mayor</b>
<b>1-5 years</b>	Mean	3.67	3.67	2.17
	N	299	242	196
	Standard Deviation	1.01	.962	1.171
<b>6-10 years</b>	Mean	3.56	3.72	2.03
	N	194	181	152
	Standard Deviation	1.10	.991	1.124
<b>11-15 years</b>	Mean	3.48	3.73	2.10
	N	129	83	71
	Standard Deviation	1.06	.989	1.044
<b>16-20 years</b>	Mean	3.65	3.56	2.13
	N	77	73	62
	Standard Deviation	1.00	1.054	1.063
<b>21+ years</b>	Mean	3.79	3.86	2.13
	N	416	342	282
	Standard Deviation	.97	1.002	1.214
<b>Total</b>	Mean	3.67	3.75	2.12
	N	1115	921	763
	Standard Deviation	1.02	.995	1.157

Time Lived in Montrose appeared to play a very minor role in importance of these two communication strategies.

**Table 3.4 Water/Sewer Bill and Breakfast with the Mayor by Ethnicity**  
 This demographic was added in 2004.

Ethnicity		Water/Sewer Bill	Breakfast With the Mayor
White	Mean	3.75	2.10
	N	884	735
	Std. Deviation	.981	1.150
Black or African American	Mean	3.00	1.00
	N	1	1
	Std. Deviation	.	.
Hispanic/Latino	Mean	4.00	2.79
	N	23	19
	Std. Deviation	1.206	1.512
American Indian or Alaska Native	Mean	4.00	2.67
	N	4	3
	Std. Deviation	1.414	1.528
Native Hawaiian/Other Pacific Islander	Mean	5.00	
	N	1	
	Std. Deviation	.	
Asian	Mean	2.00	3.50
	N	2	2
	Std. Deviation	1.414	.707
Mixed Race or Some Other Race	Mean	3.54	2.30
	N	13	10
	Std. Deviation	.877	1.059
Total	Mean	3.76	2.12
	N	928	770
	Std. Deviation	.991	1.164

Of the two largest ethnic groups, Hispanics/Latinos felt both of these communication strategies were more important than Whites did.

**Questions 36-38 Please rate your satisfaction with the following three employee traits.**

**Descriptive Statistics:**

**Table 4.0 Employee Traits**

	2002 N	2004 N	Minimum	Maximum	2002 Mean	2004 Mean
<b>Courteousness</b>	873	747	1	5	4.22	4.23
<b>Helpfulness</b>	870	747	1	5	4.11	4.11
<b>Timeliness</b>	849	732	1	5	4.01	3.99

Respondent satisfaction with the three City employee traits was very high. There is little change from 2002.

**Cross Tabulations:  
High and Low Responses by Demographics**

**Table 4.1 Courteousness, Helpfulness, and Timeliness by Sex**

<b>Sex</b>		<b>2002 Courteous</b>	<b>2004 Courteous</b>	<b>2002 Helpful</b>	<b>2004 Helpful</b>	<b>2002 Timely</b>	<b>2004 Timely</b>
<b>Male</b>	Mean	4.18	4.13	4.04	4.03	3.90	3.91
	N	363	312	361	313	354	313
	Standard Deviation	.97	1.001	1.08	1.068	1.14	1.160
<b>Female</b>	Mean	4.24	4.28	4.16	4.16	4.10	4.05
	N	435	366	439	364	425	353
	Standard Deviation	.94	.910	1.03	1.038	1.03	1.077
<b>Total</b>	Mean	4.21	4.21	4.11	4.10	4.01	3.98
	N	798	678	800	677	779	666
	Standard Deviation	.95	.955	1.06	1.053	1.09	1.118

Gender appeared to play a minor role in the rating of City employee traits. Women rated a slightly higher level of satisfaction with all traits. This is reflected in data from 2002 and 2004. There was little change in overall ratings between 2002 and 2004.

**Table 4.2 Courteousness, Helpfulness, and Timeliness by Age**

Age		2002 Courteous	2004 Courteous	2002 Helpful	2004 Helpful	2002 Timely	2004 Timely
<b>Under 21</b>	Mean	4.00	4.00	4.00	3.60	4.00	3.00
	N	1	5	1	5	1	5
	Standard Deviation	.	1.000	.	1.140	.	1.581
<b>21-29</b>	Mean	3.74	4.24	3.62	4.14	3.54	3.86
	N	38	21	39	22	39	21
	Standard Deviation	1.16	.831	1.31	1.037	1.29	1.014
<b>30-39</b>	Mean	3.86	4.18	3.85	4.03	3.81	4.02
	N	103	60	102	60	99	60
	Standard Deviation	1.01	.770	1.05	.974	1.03	1.081
<b>40-49</b>	Mean	4.02	4.10	3.94	3.99	3.85	3.96
	N	160	117	159	115	158	114
	Standard Deviation	.97	.977	1.05	1.064	1.04	1.042
<b>50-59</b>	Mean	4.20	4.19	4.17	4.06	4.02	3.94
	N	194	176	193	174	187	171
	Standard Deviation	.99	1.057	1.01	1.144	1.13	1.206
<b>60-69</b>	Mean	4.33	4.20	4.17	4.11	4.09	4.01
	N	172	172	173	173	170	170
	Standard Deviation	.85	1.007	1.04	1.097	1.06	1.136
<b>70+</b>	Mean	4.62	4.41	4.46	4.26	4.33	4.09
	N	175	164	175	165	166	163
	Standard Deviation	.76	.872	.96	1.023	1.04	1.110
<b>Total</b>	Mean	4.22	4.23	4.12	4.11	4.02	3.99
	N	843	715	842	714	820	704
	Standard Deviation	.96	.965	1.06	1.076	1.09	1.128

Satisfaction level with all three City employee traits was highest in the 70+ age group although there was a decline in this group's satisfaction from 2002 to 2004. The 21 – 49 age groups all reported an increase in satisfaction in all three trait areas.

**Table 4.3 Courteousness, Helpfulness, and Timeliness by Time Lived In Montrose**

<b>Time Lived In Montrose</b>		<b>2002 Courteous</b>	<b>2004 Courteous</b>	<b>2002 Helpful</b>	<b>2004 Helpful</b>	<b>2002 Timely</b>	<b>2004 Timely</b>
<b>1-5 years</b>	Mean	4.12	4.19	4.10	4.07	3.97	4.02
	N	228	189	229	191	223	186
	Standard Deviation	.97	.935	1.08	1.042	1.11	1.100
<b>6-10 years</b>	Mean	4.19	4.18	4.09	4.08	3.95	4.06
	N	153	125	153	126	148	125
	Standard Deviation	.94	.987	.98	1.093	1.08	1.072
<b>11-15 years</b>	Mean	4.20	4.24	4.14	4.12	4.05	4.01
	N	101	74	100	74	99	70
	Standard Deviation	.96	.934	1.03	1.110	1.01	1.148
<b>16-20 years</b>	Mean	4.45	4.34	4.18	4.27	4.19	4.04
	N	66	56	65	55	64	53
	Standard Deviation	.75	.815	1.10	.971	1.04	1.192
<b>21+ years</b>	Mean	4.27	4.25	4.13	4.10	4.03	3.92
	N	304	254	302	253	296	251
	Standard Deviation	1.00	.997	1.08	1.075	1.12	1.162
<b>Total</b>	Mean	4.22	4.23	4.12	4.10	4.02	3.99
	N	852	698	849	699	830	685
	Standard Deviation	.96	.957	1.06	1.063	1.09	1.128

Satisfaction with City employee traits by time lived in Montrose showed timeliness dropping slightly from 2002 to 2004 after 10 years of residence. Noteworthy, however, was that the level is still above the 4-point mark for most categories in this area.

**Table 4.4 Courteousness, Helpfulness, and Timeliness by Ethnicity**

This demographic was added in 2004.

Ethnicity		Courteousness	Helpfulness	Timeliness in Providing Services
<b>White</b>	Mean	4.24	4.14	4.01
	N	672	669	659
	Std. Deviation	.959	1.050	1.120
<b>Hispanic/Latino</b>	Mean	4.50	4.35	4.29
	N	16	17	17
	Std. Deviation	.730	.862	.920
<b>American Indian or Alaska Native</b>	Mean	4.50	4.00	4.00
	N	4	4	4
	Std. Deviation	1.000	1.414	1.414
<b>Asian</b>	Mean	5.00	4.67	4.50
	N	3	3	2
	Std. Deviation	.000	.577	.707
<b>Mixed Race or Some Other Race</b>	Mean	4.31	4.23	4.23
	N	13	13	13
	Std. Deviation	.855	1.013	1.235
<b>Total</b>	Mean	4.25	4.14	4.02
	N	708	706	695
	Std. Deviation	.951	1.045	1.118

Of the two largest ethnic groups, Hispanics/Latinos felt a higher degree of satisfaction with all three traits than did Whites.

Questions 39-51 were added to the 2004 questionnaire.  
 Questions 39-44 (Selected Montrose Issues) asked respondents to use a 1-5 scale.

**Table 5.0 Montrose Issues**

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Overall, I am satisfied with living in Montrose today.</b>	1018	1	5	4.12	.907
<b>All Montrose Citizens have an equal opportunity to participate in the community decision-making process.</b>	884	1	5	3.44	1.156
<b>The Montrose community values ethnic diversity.</b>	819	1	5	3.42	1.082
<b>Most Montrose businesses and service providers are friendly.</b>	1008	1	5	4.00	.939
<b>I would be willing to pay an additional \$3 to \$4 per month for curbside recycling service every two weeks.</b>	963	1	5	2.69	1.653
<b>I would choose once a week trash collection over twice a week trash collection if it would lessen the sanitation rate increase.</b>	997	1	5	3.57	1.613

Respondents are very satisfied living in Montrose today (4.12 Mean). All other means were well above the midpoint of 3.0 with the exception of additional fees for curbside recycling. It was below the midpoint on the side of disagreement.



**Cross Tabulations:**

Questions dealing with ethnic diversity and recycling fees were cross tabbed by selected demographics.

**Question 41. The Montrose community values ethnic diversity.**

**Table 5.1 Community Values Ethnic Diversity by Ethnicity**

<b>Ethnicity</b>	<b>Mean</b>	<b>N</b>	<b>Std. Deviation</b>
<b>White</b>	3.45	742	1.052
<b>Black or African American</b>	2.50	2	2.121
<b>Hispanic/Latino</b>	3.23	22	1.510
<b>American Indian or Alaska Native</b>	4.33	3	.577
<b>Native Hawaiian/Other Pacific Islander</b>	2.00	1	.
<b>Asian</b>	3.00	2	1.414
<b>Mixed Race or Some Other Race</b>	3.00	12	1.279
<b>Total</b>	3.43	784	1.074

Of the two largest ethnic groups, Hispanics/Latinos had less agreement with this statement than Whites. Both means, however, were above the midpoint of 3.0. Other cross tabs revealed little useful information.

**Question 43. I would be willing to pay an additional \$3 to \$4 per month for curbside recycling service every two weeks.**

**Table 5.2 Curbside Recycling Fee by Sex**

<b>Sex</b>	<b>Mean</b>	<b>N</b>	<b>Std. Deviation</b>
<b>Male</b>	2.43	398	1.563
<b>Female</b>	3.01	476	1.672
<b>Total</b>	2.75	874	1.648

Female respondents agreed with this statement at a higher level than men. Males were below the midpoint of 3.0 and females were slightly above.

**Table 5.3 Curbside Recycling Fee by Age**

<b>Age</b>	<b>Mean</b>	<b>N</b>	<b>Std. Deviation</b>
<b>Under 21</b>	3.33	6	1.862
<b>21-29</b>	3.34	29	1.717
<b>30-39</b>	3.49	81	1.558
<b>40-49</b>	3.08	152	1.638
<b>50-59</b>	2.90	216	1.699
<b>60-69</b>	2.47	224	1.593
<b>70+</b>	2.13	213	1.453
<b>Total</b>	2.72	921	1.652

After the age of 39, the older the respondent, the less agreement with this statement.

**Table 5.4 Curbside Recycling Fee by Time Lived in Montrose**

<b>Approximate Time Lived in Montrose</b>	<b>Mean</b>	<b>N</b>	<b>Std. Deviation</b>
<b>1-5 Years</b>	2.99	239	1.609
<b>6-10 Years</b>	2.82	178	1.698
<b>11-15 Years</b>	2.71	86	1.693
<b>16-20 Years</b>	2.78	73	1.685
<b>21+ Years</b>	2.43	331	1.589
<b>Total</b>	2.71	907	1.646

Generally speaking, the longer a respondent has lived in Montrose, the less agreement with this statement.

Questions 45-49 addressed Internet usage of respondents.  
 Questions 45&46 asked respondents to use yes/no responses.

Question 45. Do you have access to the Internet in your home?

Table 6.0 Internet in Home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	712	67.3	69.5	69.5
	No	313	29.6	30.5	100.0
	Total	1025	96.9	100.0	
Missing	System	33	3.1		
Total		1058	100.0		

A high number of Montrose respondents (69.5%) reported access to the Internet in their homes. According to a February 2004 Nielsen/NetRatings survey, 74.8% of the U.S. population 18 and older has access to the Internet. Montrose respondents were about 5% below the national average.

Question 46. Have you visited the City of Montrose website at <http://cityofmontrose.org>?

Table 7.0 Website Visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	275	26.0	26.9	26.9
	No	745	70.4	72.9	99.8
	Not Sure	2	.2	.2	100.0
	Total	1022	96.6	100.0	
Missing	System	36	3.4		
Total		1058	100.0		

26.9% of respondents have visited the .org City website. In 2002, 20.7% had visited the old .co.us site.

**Cross Tabulations:**

A cross tabulation was conducted to determine if age impacted website visitation. Strong visitation occurred from ages 40 through 69.

**Table 7.1 Website Visitation by Age**

		Yes		
		Count	% within Have you visited the City of Montrose website at <a href="http://cityofmontrose.org">http://cityofmontrose.org</a> ?	% within Age group responding
Age	Under 21	1	.4%	16.7%
	21-29	10	3.7%	31.3%
	30-39	30	11.2%	35.3%
	40-49	55	20.5%	35.9%
	50-59	82	30.6%	37.8%
	60-69	64	23.9%	27.4%
	70+	26	9.7%	10.3%
Total		268	100.0%	27.3%

Questions 47-49 asked respondents to use a 1-5 scale.

**Table 8.0 Online Services**

	N	Minimum	Maximum	Mean	Std. Deviation
<b>Q47 I would be interested in managing my City utility account online (pay bill, review usage, update account information, etc.).</b>	844	1	5	2.17	1.442
<b>Q48 I would like to be able to check availability and make reservations for City facilities online (park shelters, Lion's Clubhouse, Pavilion).</b>	739	1	5	2.69	1.462
<b>Q49 I would be interested in a free online service that provides the following: Amber and weather alerts, public safety notices, current weather, and easy access to electronic government resources.</b>	804	1	5	3.16	1.508

Question 47 above indicated respondents' disagreement with an interest in managing their City utility account online. Question 48 was also below the midpoint of 3.0 demonstrating a low level of agreement with being able to check availability and reserve City facilities online. Question 49 showed stronger agreement in an interest in a free online service providing the listed items.

**Cross Tabulations:**

Questions dealing with City website use were cross tabbed by selected demographics.

**Question 47. I would be interested in managing my City utility account online (pay bill, review usage, update account information, etc.).**

**Table 8.1 City Utility Account Online by Time Lived in Montrose**

Approximate Time Lived in Montrose	Mean	N	Std. Deviation
1-5 Years	2.33	209	1.500
6-10 Years	2.32	157	1.486
11-15 Years	2.14	81	1.339
16-20 Years	2.16	69	1.441
21+ Years	1.97	282	1.369
<b>Total</b>	2.17	798	1.437

Generally, the longer people have lived in Montrose, the less interested they are in managing their City utility account online (table above). The same held true for being able to check availability and reserve City facilities and in an interest in a free online service providing the listed items (tables not shown).

**Question 50 I would support a temporary City sales tax initiative (one-half cent over one to two years) to fund expansion at the Montrose Pavilion Civic and Senior Center.**

**Table 9.0 Pavilion Sales Tax Initiative**

		2002 Frequency	2004 Frequency	2002 Valid Percent	2004 Valid Percent
<b>Valid</b>	<b>Yes</b>	301	406	25.1	48.0
	<b>No</b>	619	432	51.7	51.1
	<b>Not Sure</b>	278	7	23.2	.8
	<b>Total</b>	1198	845	100.0	100.0
<b>Missing</b>	<b>System</b>	18	213		
<b>Total</b>		1216	1058		

In 2002, a similar question was asked with the percent increase left open. Since 2002, the percentage of respondents indicating yes almost doubled. This may be the result of respondents knowing the exact percent increase proposed. Of note is the low 2004 percent who were not sure.

**Cross Tabulations:**

Questions dealing with the sales tax initiative were cross tabbed by selected demographics.

**Table 9.1 Pavilion Sales Tax Initiative by Age**

		Age							Total
		Under 21	21-29	30-39	40-49	50-59	60-69	70+	
<b>Yes</b>	<b>Count</b>	2	7	27	54	88	98	113	389
	<b>% within</b>	.5%	1.8%	6.9%	13.9%	22.6%	25.2%	29.0%	100.0%
	<b>% within Age</b>	50.0%	33.3%	42.2%	41.5%	46.1%	50.3%	55.7%	48.1%
<b>No</b>	<b>Count</b>	2	14	37	76	103	93	87	412
	<b>% within</b>	.5%	3.4%	9.0%	18.4%	25.0%	22.6%	21.1%	100.0%
	<b>% within Age</b>	50.0%	66.7%	57.8%	58.5%	53.9%	47.7%	42.9%	51.0%
<b>Not Sure</b>	<b>Count</b>	0	0	0	0	0	4	3	7
	<b>%</b>	.0%	.0%	.0%	.0%	.0%	57.1%	42.9%	100.0%
	<b>% within Age</b>	.0%	.0%	.0%	.0%	.0%	2.1%	1.5%	.9%

From age 21 – 70+ support increased for the initiative. However, careful attention should be paid to the %within Age numbers. A 50% support level was not reached after age 21 until age 60+. With the exception of those under 21, respondents below the age of 60 did not indicate majority support for the initiative.

**Table 9.2 Pavilion Sales Tax Initiative by Time Lived in Montrose**

Approximate Time Lived in Montrose		Yes			No		Not Sure		
		Count	%	% within	Count	% within	Count	% within	% within
	<b>1-5 Years</b>	120	31.2%	57.4%	89	22.0%	0	.0%	.0%
	<b>6-10 Years</b>	75	19.5%	49.0%	76	18.8%	2	33.3%	1.3%
	<b>11-15 Years</b>	33	8.6%	43.4%	42	10.4%	1	16.7%	1.3%
	<b>16-20 Years</b>	34	8.8%	54.0%	28	6.9%	1	16.7%	1.6%
	<b>21+ Years</b>	123	31.9%	41.7%	170	42.0%	2	33.3%	.7%
<b>Total</b>		385	100.0%	48.4%	405	100.0%	6	100.0%	.8%

Those living in Montrose 1-5 years and 16-20 years showed the strongest level of support for the initiative. Using the %within column, one can see they supported the initiative at 57.4%; 54% respectively. The lowest level of support was from the 21+ years category with 41.7%.

**Question 51 Please select the top three problems facing Montrose today and rank them “1 (*topmost*), 2, and 3” in importance.**

The following tables show each problem area and exhibit the number and percent of times it was selected as the number 1, 2, or 3 in importance. A summary table follows the individual tables.

**Table 10.1 Problems Facing Montrose Today: Lack of a Sense of Community**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	2	.2	3.8	3.8
	Second Most Important Problem	15	1.4	28.8	32.7
	Third Most Important Problem	35	3.3	67.3	100.0
	Total	52	4.9	100.0	
Missing	System	1006	95.1		
Total		1058	100.0		

**Table 10.2 Problems Facing Montrose Today: Youth Delinquency**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	41	3.9	20.1	20.1
	Second Most Important Problem	63	6.0	30.9	51.0
	Third Most Important Problem	100	9.5	49.0	100.0
	Total	204	19.3	100.0	
Missing	System	854	80.7		
Total		1058	100.0		

**Table 10.3 Problems Facing Montrose Today: Job Opportunities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	109	10.3	31.6	31.6
	Second Most Important Problem	130	12.3	37.7	69.3
	Third Most Important Problem	106	10.0	30.7	100.0
	Total	345	32.6	100.0	
Missing	System	713	67.4		
Total		1058	100.0		

**Table 10.4 Problems Facing Montrose Today: Overall Appearance of City**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	20	1.9	35.1	35.1
	Second Most Important Problem	13	1.2	22.8	57.9
	Third Most Important Problem	24	2.3	42.1	100.0
	Total	57	5.4	100.0	
Missing	System	1001	94.6		
Total		1058	100.0		

**Table 10.5 Problems Facing Montrose Today: Cost of Living/Low Paying Jobs**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	266	25.1	45.0	45.0
	Second Most Important Problem	209	19.8	35.4	80.4
	Third Most Important Problem	116	11.0	19.6	100.0
	Total	591	55.9	100.0	
Missing	System	467	44.1		
Total		1058	100.0		



**Table 10.6 Problems Facing Montrose Today: Too Much Growth**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	197	18.6	49.3	49.3
	Second Most Important Problem	108	10.2	27.0	76.3
	Third Most Important Problem	95	9.0	23.8	100.0
	Total	400	37.8	100.0	
Missing	System	658	62.2		
Total		1058	100.0		

**Table 10.7 Problems Facing Montrose Today: Crime**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	16	1.5	14.3	14.3
	Second Most Important Problem	39	3.7	34.8	49.1
	Third Most Important Problem	57	5.4	50.9	100.0
	Total	112	10.6	100.0	
Missing	System	946	89.4		
Total		1058	100.0		

**Table 10.8 Problems Facing Montrose Today: Traffic Congestion**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	157	14.8	30.9	30.9
	Second Most Important Problem	196	18.5	38.6	69.5
	Third Most Important Problem	155	14.7	30.5	100.0
	Total	508	48.0	100.0	
Missing	System	550	52.0		
Total		1058	100.0		

**Table 10.9 Problems Facing Montrose Today: Lack of Public Transportation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	43	4.1	19.8	19.8
	Second Most Important Problem	60	5.7	27.6	47.5
	Third Most Important Problem	114	10.8	52.5	100.0
	Total	217	20.5	100.0	
Missing	System	841	79.5		
Total		1058	100.0		

**Summary table: Question 51 Please select the top three problems facing Montrose today and rank them “1 (topmost), 2, and 3” in importance.**

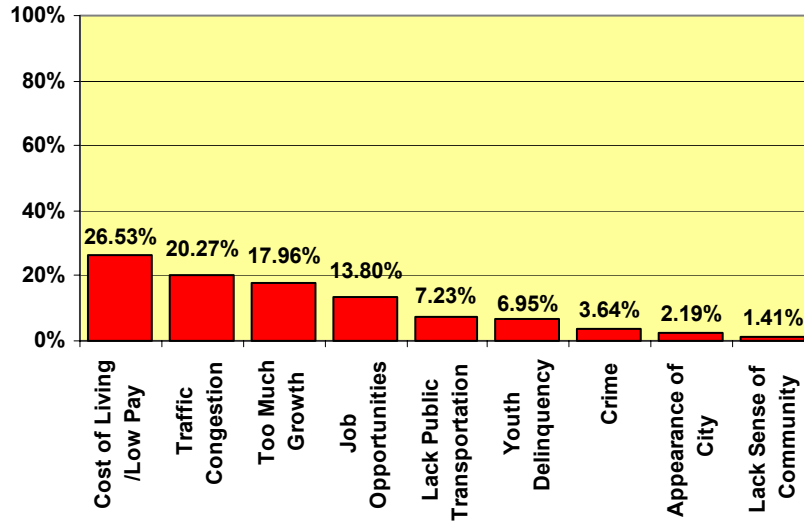
**Table 10.10 Top 3 Problems Facing Montrose**

	Selected #1 N	Selected #2 N	Selected #3 N	Total Times Selected 1,2, or 3	*Weighted Total	Overall Rank
Cost of Living/Low Paying Jobs	266	209	116	591	1332	1
Traffic Congestion	157	196	155	508	1018	2
Too Much Growth	197	108	95	400	902	3
Job Opportunities	109	130	106	345	693	4
Lack of Public Transportation	43	60	114	217	363	5
Youth Delinquency	41	63	100	204	349	6
Crime	16	39	57	112	183	7
Overall Appearance of City	20	13	24	57	110	8
Lack of a Sense of Community	2	15	35	52	71	9

The weighted total was determined by taking the number of times the factor was selected number 1 and multiplying by 3; by taking the number of times the factor was selected number 2 and multiplying by 2; and by taking the number of times the factor was selected number 3 and multiplying by 1. The total of the three equals the weighted total.

In 2004, the top three problems in order were: Cost of Living/Low Paying Jobs, Traffic Congestion, and Too Much Growth.

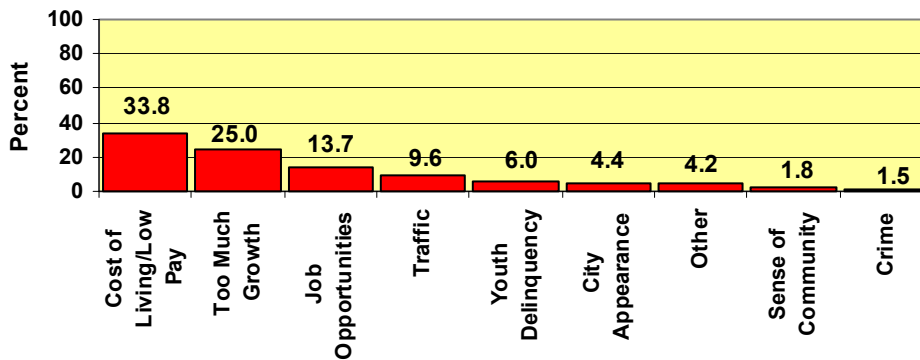
**Chart 1. Top 3 Problems Facing Montrose 2004**



Because the question was worded differently in 2002, a direct comparison cannot be made with the 2004 results. In 2002, the question was worded, “Please Select the Number One Problem Facing Montrose Today.” The 2002 results are useful, though, for information purposes. The top three problems of 2002 in order were:

1. Cost of Living/Low paying Jobs
2. Too Much Growth
3. Job Opportunities

**Chart 2. Number One Problem Facing Montrose 2002**



### **Cross Tabulations:**

Questions dealing with the top three problems facing Montrose today were cross tabbed by selected demographics. Problem four was also cross tabbed. Twenty-one pages of statistical tables were produced in an effort to identify differences based on demographics. The following observations were made:

- In problem three, Too Much Growth, those who have lived in Montrose the longest found this to be a more of a problem. The 21+ years category was the only one where this problem was ranked number 1 by over 50% of category respondents.
- In problem four, Job Opportunities, the age cross tab revealed that, in general, this was considered more of a problem the older the respondent was.

## Demographic questions

**Table 11.0 Sex of Respondents**

		2002 Frequency	2004 Frequency	2002 Valid Percent	2004 Valid Percent
<b>Valid</b>	<b>Male</b>	466	421	42.1	44.5
	<b>Female</b>	640	526	57.9	55.5
	<b>Total</b>	1106	947	100.0	100.0
<b>Missing</b>	<b>System</b>	110	111		
<b>Total</b>		1216	1058		

The majority respondent was female in both 2002 and 2004.

**Table 11.1 Age of Respondents**

		2002 Frequency	2004 Frequency	2002 Valid Percent	2004 Valid Percent
<b>Valid</b>	<b>Under 21</b>	1	7	.1	.7
	<b>21-29</b>	56	34	4.8	3.4
	<b>30-39</b>	144	86	12.3	8.6
	<b>40-49</b>	214	154	18.2	15.4
	<b>50-59</b>	247	222	21.1	22.1
	<b>60-69</b>	236	239	20.1	23.8
	<b>70+</b>	275	261	23.4	26.0
	<b>Total</b>	1173	1003	100.0	100.0
<b>Missing</b>	<b>System</b>	43	55		
<b>Total</b>		1216	1058		

The largest age demographic (26%) was in the 70+ age group. This was also the oldest age group in 2002. When the 60-69 age group (23.8%) was added, the total 60+ respondents were 49.8%. This was an increase from the 2002 percent of 43.5. While this percentage may seem an inordinate amount of older citizens, it is not an uncommon number for similar citizen-based research. The researcher has experienced other age demographic anomalies in previous studies of this type. To control for this, cross tabulations were conducted. They allowed the researcher to examine responses without age bias interference.

**Table 11.2 Ethnicity**  
(This demographic was added in 2004.)

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>White</b>	947	89.5	95.2	95.2
	<b>Black or African American</b>	2	.2	.2	95.4
	<b>Hispanic/Latino</b>	24	2.3	2.4	97.8
	<b>American Indian or Alaska Native</b>	4	.4	.4	98.2
	<b>Native Hawaiian/Other Pacific Islander</b>	1	.1	.1	98.3
	<b>Asian</b>	3	.3	.3	98.6
	<b>Mixed Race or Some Other Race</b>	14	1.3	1.4	100.0
	<b>Total</b>	995	94.0	100.0	
<b>Missing System</b>	63	6.0			
<b>Total</b>	1058	100.0			

The large majority of respondents (95.2%) identified themselves as White. The next largest identified group was Hispanic/Latino at 2.4%. Because the non-white groups are represented by such small numbers, great care must be exercised by decision makers when using the ethnicity numbers. The non-white ethnicity cell numbers are too small to draw any valid statistical inferences.

**Table 11.3 Time Lived In Montrose**

		2002 Frequency	2004 Frequency	2002 Valid Percent	2004 Valid Percent
<b>Valid</b>	<b>1-5 years</b>	315	260	26.6	26.2
	<b>6-10 years</b>	204	191	17.2	19.3
	<b>11-15 years</b>	136	93	11.5	9.4
	<b>16-20 years</b>	87	82	7.3	8.3
	<b>21+ years</b>	444	366	37.4	36.9
	<b>Total</b>	1186	992	100.0	100.0
<b>Missing System</b>		30	66		
<b>Total</b>		1216	1058		

The Time Lived in Montrose demographic provided a good distribution across categories. In 2004, the highest was 21+ years at 36.9% followed by the 1-5 years at 26.2%. In 2002, the highest was also 21+ years at 37.4% followed by the 1-5 years at 26.6%.

## **ADDITIONAL COMMENTS**

There were approximately 900 additional written comments made by respondents. They were sorted by categories established to correlate with questions on the questionnaire. They are provided electronically with this report.

A word of caution is appropriate at this point. A written comment is the opinion of one person and bears no statistical importance to the research. No single statement can be taken as "fact" unless it continually appears from numerous respondents. Even then, it should be regarded cautiously and put into perspective as it relates to the total 1,058 respondents.

**Appendix A**  
**Questionnaire**



# City of Montrose 2004 Household Survey

The City of Montrose would like your opinion about various issues. Results of this survey are important in the City's planning process.

Please complete the survey and return within **SEVEN DAYS**. You may return it by mail with your utility bill or use the drop boxes located at City Hall and both City Market locations.

*Using the rating scale to the right of each question, please circle the response that most closely represents your opinion.*

How important are the following reasons for living in Montrose?	Not Important					Very Important	No Opinion
1. Size of City	1	2	3	4	5		N/O
2. Family	1	2	3	4	5		N/O
3. Sense of community	1	2	3	4	5		N/O
4. Job location	1	2	3	4	5		N/O
5. Beauty	1	2	3	4	5		N/O
6. Climate	1	2	3	4	5		N/O
7. Schools	1	2	3	4	5		N/O
8. Housing availability	1	2	3	4	5		N/O
9. Geographic location	1	2	3	4	5		N/O
10. Medical services	1	2	3	4	5		N/O
11. Quality of life	1	2	3	4	5		N/O
12. Other	1	2	3	4	5		N/O

How satisfied are you with the following services provided by the City?	Very Dissatisfied				Very Satisfied	No Opinion
13. Street maintenance and repair?	1	2	3	4	5	N/O
14. Street sweeping?	1	2	3	4	5	N/O
15. Delivery of police services?	1	2	3	4	5	N/O
16. Police enforcement of traffic laws?	1	2	3	4	5	N/O
17. Crime prevention?	1	2	3	4	5	N/O
18. Appearance of city parks?	1	2	3	4	5	N/O
19. Trash collection?	1	2	3	4	5	N/O
20. Weed control?	1	2	3	4	5	N/O
21. Junk and rubbish control?	1	2	3	4	5	N/O
22. Storm water collection system?	1	2	3	4	5	N/O
23. Drinking water?	1	2	3	4	5	N/O
24. Downtown parking?	1	2	3	4	5	N/O
25. In general, are you satisfied with how well Montrose City government operates?	1	2	3	4	5	N/O
26. Are you satisfied that you are adequately informed about City activities?	1	2	3	4	5	N/O

How important to you are the following sources of City communications?	Not Important					Very Important	No Opinion
27. City newsletter ("The City Beat")	1	2	3	4	5		N/O
28. Breakfast with the Mayor	1	2	3	4	5		N/O
29. City web page	1	2	3	4	5		N/O
30. Water/Sewer bill	1	2	3	4	5		N/O
31. Channel 10	1	2	3	4	5		N/O
32. Montrose Daily Press	1	2	3	4	5		N/O
33. KUBC/KKXK Radio Community Billboard	1	2	3	4	5		N/O
34. Daily Sentinel	1	2	3	4	5		N/O
35. Posted notices	1	2	3	4	5		N/O

If you have had telephone or in-person contact with a City of Montrose employee within the last 12 months, please rate your satisfaction with the following three employee traits.	Very Dissatisfied				Very Satisfied	No Opinion
36. Courteousness	1	2	3	4	5	N/O
37. Helpfulness	1	2	3	4	5	N/O
38. Timeliness in providing service	1	2	3	4	5	N/O

Using the rating scale to the right of each question, please circle the response that most closely represents your opinion.	Strongly Disagree				Strongly Agree	No Opinion
	1	2	3	4	5	N/O
39. Overall, I am satisfied with living in Montrose today.	1	2	3	4	5	N/O
40. All Montrose citizens have an equal opportunity to participate in the community decision-making process.	1	2	3	4	5	N/O
41. The Montrose community values ethnic diversity.	1	2	3	4	5	N/O
42. Most Montrose businesses and service providers are friendly.	1	2	3	4	5	N/O
43. I would be willing to pay an additional \$3 to \$4 per month for curbside recycling service every two weeks.	1	2	3	4	5	N/O
44. I would choose once a week trash collection over twice a week trash collection if it would lessen the sanitation rate increase.	1	2	3	4	5	N/O
45. Do you have access to the Internet in your home?	1 Yes		2 No		3 Not Sure	
46. Have you visited the City of Montrose website at <a href="http://cityofmontrose.org">http://cityofmontrose.org</a> ?	1 Yes		2 No		3 Not Sure	
47. I would be interested in managing my City utility account online (pay bill, review usage, update account information, etc.)	1	2	3	4	5	N/O
48. I would like to be able to check availability and make reservations for City facilities online (park shelters, Lion's Clubhouse, Pavilion).	1	2	3	4	5	N/O
49. I would be interested in a <b>free online service</b> that provides the following: Amber alerts, weather alerts, other public safety notices, current weather conditions, and easy access to electronic government resources.	1	2	3	4	5	N/O
50. I would support a temporary City sales tax initiative (one-half cent over one to two years) to fund expansion at the Montrose Pavilion Civic and Senior Center.	1 Yes		2 No		3 Not Sure	
51. Please select the top three problems facing Montrose today and rank them "1 ( <i>topmost</i> ), 2, and 3" in importance.						
____(1) Lack of a Sense of Community	____(4) Overall Appearance of City		____(7) Crime			
____(2) Youth Delinquency	____(5) Cost of Living/Low Paying Jobs		____(8) Traffic Congestion			
____(3) Job Opportunities	____(6) Too Much Growth		____(9) Lack of Public Transportation			

The last questions are about you. The answers help us statistically classify the results we obtain and will only be used with the hundreds of other questionnaires returned for this survey. Leave any question blank if you choose not to respond. We appreciate your cooperation, however, your participation is not required.

Sex \_\_\_\_\_(1) Male \_\_\_\_\_(2) Female

Age \_\_\_\_\_(1) Under 21 \_\_\_\_\_(3) 30-39 \_\_\_\_\_(5) 50-59 \_\_\_\_\_(7) 70+

\_\_\_\_\_ (2) 21-29 \_\_\_\_\_(4) 40-49 \_\_\_\_\_(6) 60-69

Please mark the category that best describes you.

\_\_\_\_\_ (1) White \_\_\_\_\_(4) American Indian or Alaska Native \_\_\_\_\_(7) Mixed Race or some other race

\_\_\_\_\_ (2) Black or African American \_\_\_\_\_(5) Native Hawaiian/Other Pacific Islander

\_\_\_\_\_ (3) Hispanic/Latino \_\_\_\_\_(6) Asian

Approximately how long have you lived in Montrose?

\_\_\_\_\_ (1) 1 – 5 years \_\_\_\_\_ (2) 6 – 10 years \_\_\_\_\_ (3) 11 – 15 years \_\_\_\_\_ (4) 16 – 20 years \_\_\_\_\_ (5) 21+ years

Additional comments \_\_\_\_\_

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**Thank You!**

Fold Here ↓

Please attach first-class postage

**City Manager  
City of Montrose  
P.O. Box 790  
Montrose, CO 81401**

Please Tape Here

**Appendix B**  
**Frequency Distribution**

**City of Montrose  
2004 Household Survey**

**Frequencies: Summary Table**

Question/Category	N Respondents	
	Valid	Missing
Size of City	1007	51
Family	947	111
Sense of Community	972	86
Job Location	836	222
Beauty	1006	52
Climate	1014	44
Schools	840	218
Housing Availability	912	146
Geographic Location	975	83
Medical Services	997	61
Quality of Life	1000	58
Other	178	880
Street Maintenance and Repair	1009	49
Street Sweeping	990	68
Delivery of Police Services	871	187
Police Enforcement of Traffic Laws	928	130
Crime Prevention	912	146
Appearance of City Parks	1005	53
Trash Collection	1014	44
Weed Control	917	141
Junk and Rubbish Control	959	99
Storm Water Collection System	808	250
Drinking Water	1001	57
Downtown Parking	978	80
Satisfaction With How City Government Operates	982	76
Satisfaction With Information About City Activities	976	82
City Newsletter "The City Beat"	980	78
Breakfast With the Mayor	811	247
City Web Page	806	252
Water/Sewer Bill	981	77
Channel 10	833	225
Montrose Daily Press	975	83
KUBC/KKXX Radio Community Billboard	818	240

Question/Category	N Respondents	
	Valid	Missing
Daily Sentinel	788	270
Posted Notices	768	290
Courteousness	747	311
Helpfulness	747	311
Timeliness in Providing Services	732	326
Overall, I am satisfied with living in Montrose today.	1018	40
All Montrose Citizens have an equal opportunity to participate in the community decision-making process.	884	174
The Montrose community values ethnic diversity.	819	239
Most Montrose businesses and service providers are friendly.	1008	50
I would be willing to pay an additional \$3 to \$4 per month for curbside recycling service every two weeks.	963	95
I would choose once a week trash collection over twice a week trash collection if it would lessen the sanitation rate increase.	997	61
Do you have access to the Internet in your home?	1025	33
Have you visited the City of Montrose website at <a href="http://cityofmontrose.org">http://cityofmontrose.org</a> ?	1022	36
I would be interested in managing my City utility account online (pay bill, review usage, update account information, etc.).	844	214
I would like to be able to check availability and make reservations for City facilities online (park shelters, Lion's Clubhouse, Pavilion).	739	319
I would be interested in a free online service that provides the following: Amber and weather alerts, public safety notices, current weather, and easy access to electronic government resources.	804	254
I would support a temporary City sales tax initiative (one-half cent over one to two years) to fund expansion at the Montrose Pavilion Civic and Senior Center.	845	213
Problems facing Montrose today: Lack of a Sense of Community	52	1006
Problems facing Montrose today: Youth Delinquency	204	854
Problems facing Montrose today: Job Opportunities	345	713
Problems facing Montrose today: Overall Appearance of City	57	1001
Problems facing Montrose today: Cost of Living/Low Paying Jobs	591	467
Problems facing Montrose today: Too Much Growth	400	658
Problems facing Montrose today: Crime	112	946
Problems facing Montrose today: Traffic Congestion	508	550
Problems facing Montrose today: Lack of Public Transportation	217	841
Sex	947	111
Age	1003	55
Ethnicity	995	63
Approximate Time Lived in Montrose	992	66

**City of Montrose  
2004 Household Survey**

**Frequency Tables: Tables Per Question/Category**

**Size of City**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	46	4.3	4.6	4.6
	2	36	3.4	3.6	8.1
	3	171	16.2	17.0	25.1
	4	277	26.2	27.5	52.6
	Very Important	477	45.1	47.4	100.0
	Total	1007	95.2	100.0	
Missing	System	51	4.8		
Total		1058	100.0		

**Family**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	156	14.7	16.5	16.5
	2	59	5.6	6.2	22.7
	3	116	11.0	12.2	35.0
	4	157	14.8	16.6	51.5
	Very Important	459	43.4	48.5	100.0
	Total	947	89.5	100.0	
Missing	System	111	10.5		
Total		1058	100.0		

**Sense of Community**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	31	2.9	3.2	3.2
	2	39	3.7	4.0	7.2
	3	225	21.3	23.1	30.3
	4	326	30.8	33.5	63.9
	Very Important	351	33.2	36.1	100.0
	Total	972	91.9	100.0	
Missing	System	86	8.1		
Total		1058	100.0		

**Job Location**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	195	18.4	23.3	23.3
	2	42	4.0	5.0	28.3
	3	123	11.6	14.7	43.1
	4	170	16.1	20.3	63.4
	Very Important	306	28.9	36.6	100.0
	Total	836	79.0	100.0	
Missing	System	222	21.0		
Total		1058	100.0		

**Beauty**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	19	1.8	1.9	1.9
	2	16	1.5	1.6	3.5
	3	150	14.2	14.9	18.4
	4	331	31.3	32.9	51.3
	Very Important	490	46.3	48.7	100.0
	Total	1006	95.1	100.0	
Missing	System	52	4.9		
Total		1058	100.0		

**Climate**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	14	1.3	1.4	1.4
	2	16	1.5	1.6	3.0
	3	156	14.7	15.4	18.3
	4	346	32.7	34.1	52.5
	Very Important	482	45.6	47.5	100.0
	Total	1014	95.8	100.0	
Missing	System	44	4.2		
Total		1058	100.0		

**Schools**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	202	19.1	24.0	24.0
	2	45	4.3	5.4	29.4
	3	136	12.9	16.2	45.6
	4	183	17.3	21.8	67.4
	Very Important	274	25.9	32.6	100.0
	Total	840	79.4	100.0	
Missing	System	218	20.6		
Total		1058	100.0		

**Housing Availability**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	110	10.4	12.1	12.1
	2	67	6.3	7.3	19.4
	3	231	21.8	25.3	44.7
	4	256	24.2	28.1	72.8
	Very Important	248	23.4	27.2	100.0
	Total	912	86.2	100.0	
Missing	System	146	13.8		
Total		1058	100.0		



**Geographic Location**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	47	4.4	4.8	4.8
	2	40	3.8	4.1	8.9
	3	170	16.1	17.4	26.4
	4	311	29.4	31.9	58.3
	Very Important	407	38.5	41.7	100.0
	Total	975	92.2	100.0	
Missing	System	83	7.8		
Total		1058	100.0		

**Medical Services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	32	3.0	3.2	3.2
	2	46	4.3	4.6	7.8
	3	150	14.2	15.0	22.9
	4	282	26.7	28.3	51.2
	Very Important	487	46.0	48.8	100.0
	Total	997	94.2	100.0	
Missing	System	61	5.8		
Total		1058	100.0		

**Quality of Life**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	9	.9	.9	.9
	2	8	.8	.8	1.7
	3	60	5.7	6.0	7.7
	4	230	21.7	23.0	30.7
	Very Important	693	65.5	69.3	100.0
	Total	1000	94.5	100.0	
Missing	System	58	5.5		
Total		1058	100.0		

**Other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	13	1.2	7.3	7.3
	3	22	2.1	12.4	19.7
	4	42	4.0	23.6	43.3
	Very Important	101	9.5	56.7	100.0
	Total	178	16.8	100.0	
Missing	System	880	83.2		
Total		1058	100.0		

**Street Maintenance and Repair**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	50	4.7	5.0	5.0
	2	95	9.0	9.4	14.4
	3	329	31.1	32.6	47.0
	4	363	34.3	36.0	83.0
	Very Satisfied	172	16.3	17.0	100.0
	Total	1009	95.4	100.0	
Missing	System	49	4.6		
Total		1058	100.0		

**Street Sweeping**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	37	3.5	3.7	3.7
	2	85	8.0	8.6	12.3
	3	268	25.3	27.1	39.4
	4	370	35.0	37.4	76.8
	Very Satisfied	230	21.7	23.2	100.0
	Total	990	93.6	100.0	
Missing	System	68	6.4		
Total		1058	100.0		

**Delivery of Police Services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	27	2.6	3.1	3.1
	2	38	3.6	4.4	7.5
	3	176	16.6	20.2	27.7
	4	361	34.1	41.4	69.1
	Very Satisfied	269	25.4	30.9	100.0
	Total	871	82.3	100.0	
Missing	System	187	17.7		
Total		1058	100.0		

**Police Enforcement of Traffic Laws**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	59	5.6	6.4	6.4
	2	105	9.9	11.3	17.7
	3	247	23.3	26.6	44.3
	4	328	31.0	35.3	79.6
	Very Satisfied	189	17.9	20.4	100.0
	Total	928	87.7	100.0	
Missing	System	130	12.3		
Total		1058	100.0		

**Crime Prevention**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	25	2.4	2.7	2.7
	2	64	6.0	7.0	9.8
	3	281	26.6	30.8	40.6
	4	361	34.1	39.6	80.2
	Very Satisfied	181	17.1	19.8	100.0
	Total	912	86.2	100.0	
Missing	System	146	13.8		
Total		1058	100.0		

**Appearance of City Parks**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	13	1.2	1.3	1.3
	2	23	2.2	2.3	3.6
	3	156	14.7	15.5	19.1
	4	453	42.8	45.1	64.2
	Very Satisfied	360	34.0	35.8	100.0
	Total	1005	95.0	100.0	
Missing	System	53	5.0		
Total		1058	100.0		

**Trash Collection**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	17	1.6	1.7	1.7
	2	26	2.5	2.6	4.2
	3	94	8.9	9.3	13.5
	4	321	30.3	31.7	45.2
	Very Satisfied	556	52.6	54.8	100.0
	Total	1014	95.8	100.0	
Missing	System	44	4.2		
Total		1058	100.0		

**Weed Control**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	57	5.4	6.2	6.2
	2	99	9.4	10.8	17.0
	3	293	27.7	32.0	49.0
	4	315	29.8	34.4	83.3
	Very Satisfied	153	14.5	16.7	100.0
	Total	917	86.7	100.0	
Missing	System	141	13.3		
Total		1058	100.0		

**Junk and Rubbish Control**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	69	6.5	7.2	7.2
	2	110	10.4	11.5	18.7
	3	290	27.4	30.2	48.9
	4	313	29.6	32.6	81.5
	Very Satisfied	177	16.7	18.5	100.0
	Total	959	90.6	100.0	
Missing	System	99	9.4		
Total		1058	100.0		

**Storm Water Collection System**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	50	4.7	6.2	6.2
	2	90	8.5	11.1	17.3
	3	241	22.8	29.8	47.2
	4	287	27.1	35.5	82.7
	Very Satisfied	140	13.2	17.3	100.0
	Total	808	76.4	100.0	
Missing	System	250	23.6		
Total		1058	100.0		

**Drinking Water**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	22	2.1	2.2	2.2
	2	49	4.6	4.9	7.1
	3	156	14.7	15.6	22.7
	4	347	32.8	34.7	57.3
	Very Satisfied	427	40.4	42.7	100.0
	Total	1001	94.6	100.0	
Missing	System	57	5.4		
Total		1058	100.0		

**Downtown Parking**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	52	4.9	5.3	5.3
	2	110	10.4	11.2	16.6
	3	275	26.0	28.1	44.7
	4	362	34.2	37.0	81.7
	Very Satisfied	179	16.9	18.3	100.0
	Total	978	92.4	100.0	
Missing	System	80	7.6		
Total		1058	100.0		

**Satisfaction With How City Government Operates**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	46	4.3	4.7	4.7
	2	83	7.8	8.5	13.1
	3	294	27.8	29.9	43.1
	4	380	35.9	38.7	81.8
	Very Satisfied	179	16.9	18.2	100.0
	Total	982	92.8	100.0	
Missing	System	76	7.2		
Total		1058	100.0		

**Satisfaction With Information About City Activities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	31	2.9	3.2	3.2
	2	63	6.0	6.5	9.6
	3	220	20.8	22.5	32.2
	4	410	38.8	42.0	74.2
	Very Satisfied	252	23.8	25.8	100.0
	Total	976	92.2	100.0	
Missing	System	82	7.8		
Total		1058	100.0		

**City Newsletter "The City Beat"**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	74	7.0	7.6	7.6
	2	115	10.9	11.7	19.3
	3	285	26.9	29.1	48.4
	4	312	29.5	31.8	80.2
	Very Important	194	18.3	19.8	100.0
	Total	980	92.6	100.0	
Missing	System	78	7.4		
Total		1058	100.0		

**Breakfast With the Mayor**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	327	30.9	40.3	40.3
	2	200	18.9	24.7	65.0
	3	176	16.6	21.7	86.7
	4	75	7.1	9.2	95.9
	Very Important	33	3.1	4.1	100.0
	Total	811	76.7	100.0	
Missing	System	247	23.3		
Total		1058	100.0		

**City Web Page**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	230	21.7	28.5	28.5
	2	148	14.0	18.4	46.9
	3	216	20.4	26.8	73.7
	4	141	13.3	17.5	91.2
	Very Important	71	6.7	8.8	100.0
	Total	806	76.2	100.0	
Missing	System	252	23.8		
Total		1058	100.0		

**Water/Sewer Bill**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	26	2.5	2.7	2.7
	2	67	6.3	6.8	9.5
	3	293	27.7	29.9	39.3
	4	338	31.9	34.5	73.8
	Very Important	257	24.3	26.2	100.0
	Total	981	92.7	100.0	
Missing	System	77	7.3		
Total		1058	100.0		

**Channel 10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	225	21.3	27.0	27.0
	2	144	13.6	17.3	44.3
	3	217	20.5	26.1	70.3
	4	154	14.6	18.5	88.8
	Very Important	93	8.8	11.2	100.0
	Total	833	78.7	100.0	
Missing	System	225	21.3		
Total		1058	100.0		

**Montrose Daily Press**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	140	13.2	14.4	14.4
	2	106	10.0	10.9	25.2
	3	226	21.4	23.2	48.4
	4	261	24.7	26.8	75.2
	Very Important	242	22.9	24.8	100.0
	Total	975	92.2	100.0	
Missing	System	83	7.8		
Total		1058	100.0		



**KUBC/KKXK Radio Community Billboard**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	222	21.0	27.1	27.1
	2	137	12.9	16.7	43.9
	3	221	20.9	27.0	70.9
	4	147	13.9	18.0	88.9
	Very Important	91	8.6	11.1	100.0
	Total	818	77.3	100.0	
Missing	System	240	22.7		
Total		1058	100.0		

**Daily Sentinel**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	267	25.2	33.9	33.9
	2	111	10.5	14.1	48.0
	3	171	16.2	21.7	69.7
	4	137	12.9	17.4	87.1
	Very Important	102	9.6	12.9	100.0
	Total	788	74.5	100.0	
Missing	System	270	25.5		
Total		1058	100.0		

**Posted Notices**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Important	205	19.4	26.7	26.7
	2	145	13.7	18.9	45.6
	3	231	21.8	30.1	75.7
	4	128	12.1	16.7	92.3
	Very Important	59	5.6	7.7	100.0
	Total	768	72.6	100.0	
Missing	System	290	27.4		
Total		1058	100.0		

**Courteousness**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	17	1.6	2.3	2.3
	2	27	2.6	3.6	5.9
	3	97	9.2	13.0	18.9
	4	231	21.8	30.9	49.8
	Very Satisfied	375	35.4	50.2	100.0
	Total	747	70.6	100.0	
Missing	System	311	29.4		
Total		1058	100.0		

**Helpfulness**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	30	2.8	4.0	4.0
	2	39	3.7	5.2	9.2
	3	93	8.8	12.4	21.7
	4	242	22.9	32.4	54.1
	Very Satisfied	343	32.4	45.9	100.0
	Total	747	70.6	100.0	
Missing	System	311	29.4		
Total		1058	100.0		

**Timeliness in Providing Services**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	33	3.1	4.5	4.5
	2	54	5.1	7.4	11.9
	3	115	10.9	15.7	27.6
	4	216	20.4	29.5	57.1
	Very Satisfied	314	29.7	42.9	100.0
	Total	732	69.2	100.0	
Missing	System	326	30.8		
Total		1058	100.0		

**Overall, I am satisfied with living in Montrose today.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	16	1.5	1.6	1.6
	2	38	3.6	3.7	5.3
	3	154	14.6	15.1	20.4
	4	408	38.6	40.1	60.5
	Strongly Agree	402	38.0	39.5	100.0
	Total	1018	96.2	100.0	
Missing	System	40	3.8		
Total		1058	100.0		

**All Montrose Citizens have an equal opportunity to participate in the community decision-making process.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	66	6.2	7.5	7.5
	2	111	10.5	12.6	20.0
	3	243	23.0	27.5	47.5
	4	292	27.6	33.0	80.5
	Strongly Agree	172	16.3	19.5	100.0
	Total	884	83.6	100.0	
Missing	System	174	16.4		
Total		1058	100.0		

**The Montrose community values ethnic diversity.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	49	4.6	6.0	6.0
	2	101	9.5	12.3	18.3
	3	258	24.4	31.5	49.8
	4	280	26.5	34.2	84.0
	Strongly Agree	131	12.4	16.0	100.0
	Total	819	77.4	100.0	
Missing	System	239	22.6		
Total		1058	100.0		

**Most Montrose businesses and service providers are friendly.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	1.7	1.8	1.8
	2	49	4.6	4.9	6.6
	3	188	17.8	18.7	25.3
	4	412	38.9	40.9	66.2
	Strongly Agree	341	32.2	33.8	100.0
	Total	1008	95.3	100.0	
Missing	System	50	4.7		
Total		1058	100.0		

**I would be willing to pay an additional \$3 to \$4 per month for curbside recycling service every two weeks.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	389	36.8	40.4	40.4
	2	104	9.8	10.8	51.2
	3	121	11.4	12.6	63.8
	4	112	10.6	11.6	75.4
	Strongly Agree	237	22.4	24.6	100.0
	Total	963	91.0	100.0	
Missing	System	95	9.0		
Total		1058	100.0		

**I would choose once a week trash collection over twice a week trash collection if it would lessen the sanitation rate increase.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	205	19.4	20.6	20.6
	2	95	9.0	9.5	30.1
	3	89	8.4	8.9	39.0
	4	145	13.7	14.5	53.6
	Strongly Agree	463	43.8	46.4	100.0
	Total	997	94.2	100.0	
Missing	System	61	5.8		
Total		1058	100.0		

**Do you have access to the Internet in your home?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	712	67.3	69.5	69.5
	No	313	29.6	30.5	100.0
	Total	1025	96.9	100.0	
Missing	System	33	3.1		
Total		1058	100.0		

**Have you visited the City of Montrose website at <http://cityofmontrose.org>?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	275	26.0	26.9	26.9
	No	745	70.4	72.9	99.8
	Not Sure	2	.2	.2	100.0
	Total	1022	96.6	100.0	
Missing	System	36	3.4		
Total		1058	100.0		

**I would be interested in managing my City utility account online (pay bill, review usage, update account information, etc.).**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	429	40.5	50.8	50.8
	2	122	11.5	14.5	65.3
	3	121	11.4	14.3	79.6
	4	64	6.0	7.6	87.2
	Strongly Agree	108	10.2	12.8	100.0
	Total	844	79.8	100.0	
Missing	System	214	20.2		
Total		1058	100.0		

**I would like to be able to check availability and make reservations for City facilities online (park shelters, Lion's Clubhouse, Pavilion).**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	245	23.2	33.2	33.2
	2	88	8.3	11.9	45.1
	3	175	16.5	23.7	68.7
	4	114	10.8	15.4	84.2
	Strongly Agree	117	11.1	15.8	100.0
	Total	739	69.8	100.0	
Missing	System	319	30.2		
Total		1058	100.0		

**I would be interested in a free online service that provides the following: Amber and weather alerts, public safety notices, current weather, and easy access to electronic government resources.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	196	18.5	24.4	24.4
	2	62	5.9	7.7	32.1
	3	172	16.3	21.4	53.5
	4	165	15.6	20.5	74.0
	Strongly Agree	209	19.8	26.0	100.0
	Total	804	76.0	100.0	
Missing	System	254	24.0		
Total		1058	100.0		

**I would support a temporary City sales tax initiative (one-half cent over one to two years) to fund expansion at the Montrose Pavilion Civic and Senior Center.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	406	38.4	48.0	48.0
	No	432	40.8	51.1	99.2
	Not Sure	7	.7	.8	100.0
	Total	845	79.9	100.0	
Missing	System	213	20.1		
Total		1058	100.0		

**Problems Facing Montrose Today: Lack of a Sense of Community**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	2	.2	3.8	3.8
	Second Most Important Problem	15	1.4	28.8	32.7
	Third Most Important Problem	35	3.3	67.3	100.0
	Total	52	4.9	100.0	
Missing	System	1006	95.1		
Total		1058	100.0		

**Problems Facing Montrose Today: Youth Delinquency**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	41	3.9	20.1	20.1
	Second Most Important Problem	63	6.0	30.9	51.0
	Third Most Important Problem	100	9.5	49.0	100.0
	Total	204	19.3	100.0	
Missing	System	854	80.7		
Total		1058	100.0		

**Problems Facing Montrose Today: Job Opportunities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	109	10.3	31.6	31.6
	Second Most Important Problem	130	12.3	37.7	69.3
	Third Most Important Problem	106	10.0	30.7	100.0
	Total	345	32.6	100.0	
Missing	System	713	67.4		
Total		1058	100.0		

**Problems Facing Montrose Today: Overall Appearance of City**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	20	1.9	35.1	35.1
	Second Most Important Problem	13	1.2	22.8	57.9
	Third Most Important Problem	24	2.3	42.1	100.0
	Total	57	5.4	100.0	
Missing	System	1001	94.6		
Total		1058	100.0		

**Problems Facing Montrose Today: Cost of Living/Low Paying Jobs**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	266	25.1	45.0	45.0
	Second Most Important Problem	209	19.8	35.4	80.4
	Third Most Important Problem	116	11.0	19.6	100.0
	Total	591	55.9	100.0	
Missing	System	467	44.1		
Total		1058	100.0		

**Problems Facing Montrose Today: Too Much Growth**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	197	18.6	49.3	49.3
	Second Most Important Problem	108	10.2	27.0	76.3
	Third Most Important Problem	95	9.0	23.8	100.0
	Total	400	37.8	100.0	
Missing	System	658	62.2		
Total		1058	100.0		



**Problems Facing Montrose Today: Crime**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	16	1.5	14.3	14.3
	Second Most Important Problem	39	3.7	34.8	49.1
	Third Most Important Problem	57	5.4	50.9	100.0
	Total	112	10.6	100.0	
Missing	System	946	89.4		
Total		1058	100.0		

**Problems Facing Montrose Today: Traffic Congestion**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	157	14.8	30.9	30.9
	Second Most Important Problem	196	18.5	38.6	69.5
	Third Most Important Problem	155	14.7	30.5	100.0
	Total	508	48.0	100.0	
Missing	System	550	52.0		
Total		1058	100.0		

**Problems Facing Montrose Today: Lack of Public Transportation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top Problem	43	4.1	19.8	19.8
	Second Most Important Problem	60	5.7	27.6	47.5
	Third Most Important Problem	114	10.8	52.5	100.0
	Total	217	20.5	100.0	
Missing	System	841	79.5		
Total		1058	100.0		

**Sex**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	421	39.8	44.5	44.5
	Female	526	49.7	55.5	100.0
	Total	947	89.5	100.0	
Missing	System	111	10.5		
Total		1058	100.0		

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 21	7	.7	.7	.7
	21-29	34	3.2	3.4	4.1
	30-39	86	8.1	8.6	12.7
	40-49	154	14.6	15.4	28.0
	50-59	222	21.0	22.1	50.1
	60-69	239	22.6	23.8	74.0
	70+	261	24.7	26.0	100.0
	Total	1003	94.8	100.0	
Missing	System	55	5.2		
Total		1058	100.0		

**Ethnicity**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	947	89.5	95.2	95.2
	Black or African American	2	.2	.2	95.4
	Hispanic/Latino	24	2.3	2.4	97.8
	American Indian or Alaska Native	4	.4	.4	98.2
	Native Hawaiian/Other Pacific Islander	1	.1	.1	98.3
	Asian	3	.3	.3	98.6
	Mixed Race or Some Other Race	14	1.3	1.4	100.0
	Total	995	94.0	100.0	
Missing	System	63	6.0		
Total		1058	100.0		

**Approximate Time Lived in Montrose**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 Years	260	24.6	26.2	26.2
	6-10 Years	191	18.1	19.3	45.5
	11-15 Years	93	8.8	9.4	54.8
	16-20 Years	82	7.8	8.3	63.1
	21+ Years	366	34.6	36.9	100.0
	Total	992	93.8	100.0	
Missing	System	66	6.2		
Total		1058	100.0		