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# Montana Trends: Montanans' Consumer Confidence: Expectations for Income, Travel, and Recreation

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**Introduction**

3,328 Montana residents 18 and older representing every county (except Powder River) and weighted to the population of the state were intercepted at gas stations from May 15<sup>th</sup>- June 30<sup>th</sup>, 2019. Surveyors asked questions related to their expectations of their income, travel, and outdoor recreation.

**Perceived Income Change**

Table 1 - Montanans under the age of 36 were the only age group who said they believe their income will go up in the next 12 months. After age 35, age was inversely correlated to anticipated income increases.

**Income Related to Prices**

Table 2 - 20% or fewer of Montanans believe their income increases more than prices. As one ages, more and more Montanans perceive that prices go up more than their income.

**In-State Travel**

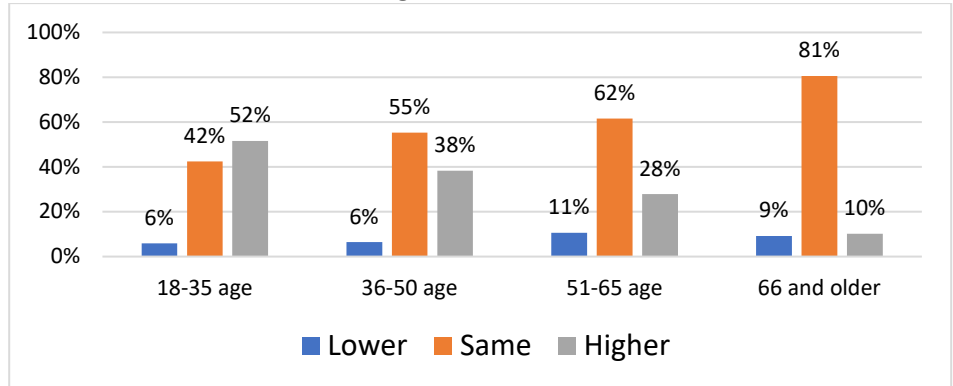
Table 3 – In general, the majority of all age groups believe their amount of in-state travel will remain the same in the next 12 months; however, 36% of 18-35 year olds are more likely than others to say they will travel in-state more.

# MONTANA TRENDS...TRAVEL AND RECREATION

By Norma P. Nickerson & Megan Schultz (July 2019; TRENDS Report 13)

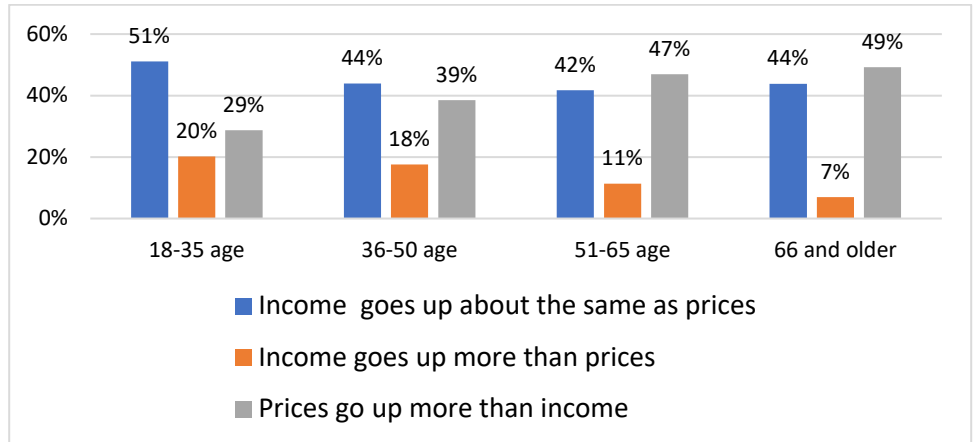
## Montanans' Consumer Confidence: Expectations for Income, Travel, and Recreation

**Table 1: Perceived Income Change over the next 12 Months**



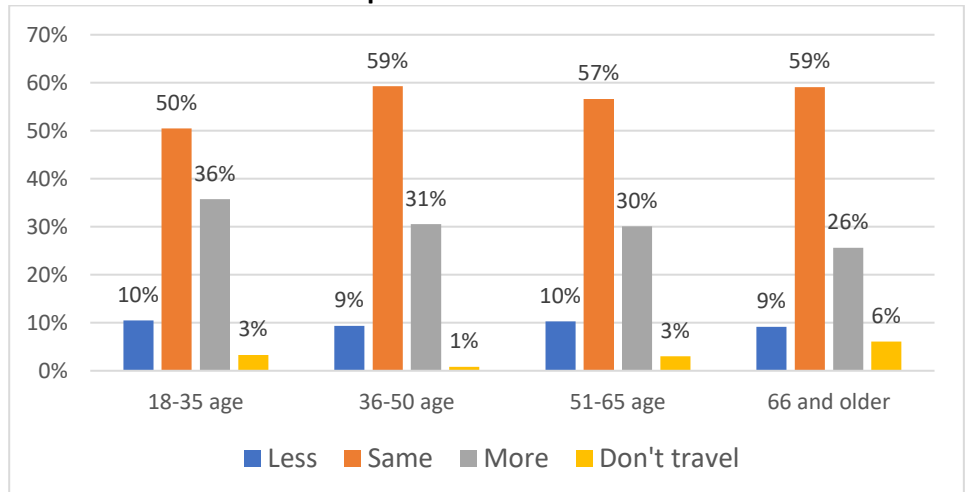
\*Percentages may not add to 100% due to rounding

**Table 2: Income in Relation to Price Increases**



\*Percentages may not add to 100% due to rounding

**Table 3: In-State Travel Anticipated in the next 12 Months**



\*Percentages may not add to 100% due to rounding

**Out-of-State Travel**

Table 4 – Traveling outside of Montana will remain at about the same amount for 40%-47% of all ages with the younger age group slightly more likely to say they will do more travel out-of-state.

**Outdoor Recreation**

Table 5 – 51% of 18-35 year olds are likely to do more outdoor recreation in the next 12 months while 21% of those over 66 are likely to do more recreation. Very few Montanans say they will do less outdoor recreation (6% or less of all Montanans).

**Summary**

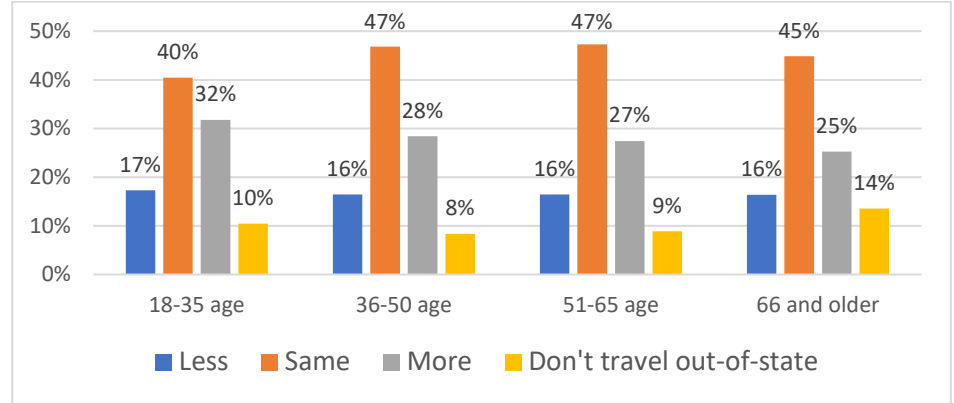
This study was conducted to look at consumer confidence through Montanans’ perception of income growth, price increases, and their participation in travel and recreation. Not surprisingly, younger Montanans are more likely to travel and participate in outdoor recreation slightly more than other age cohorts. As one ages, participation decreases in these activities. Similarly, younger people in Montana are more positive about their income increasing (52%) and one-fifth believe their income rises faster than price increases.

**Respondent Demographics**

Table 6 - Respondents’ ages ranged from 18 to 93.

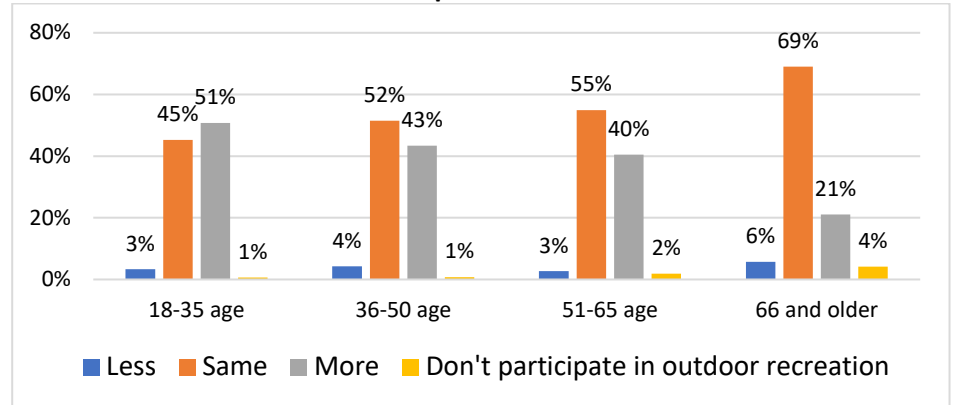
Figure 1 – number of respondents by region:  
 Glacier Country: 1,067 (32%)  
 Southeast MT: 688 (21%)  
 Southwest MT: 484 (15%)  
 Central MT: 473 (14%)  
 Yellowstone Reg.: 443 (14%)  
 Missouri River: 132 (4%)

**Table 4: Out-of-State Travel Anticipated in next 12 Months**



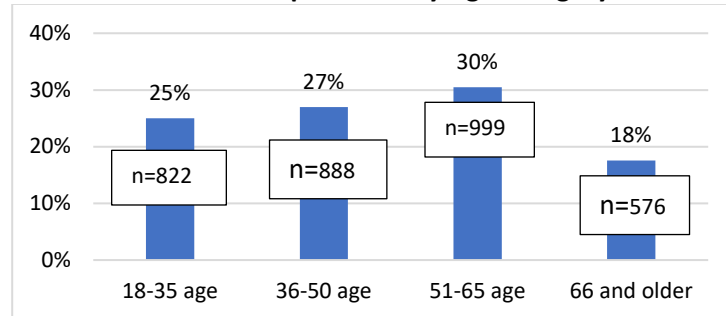
\*Percentages may not add to 100% due to rounding

**Table 5: Outdoor Recreation Anticipated in next 12 Months**



\*Percentages may not add to 100% due to rounding

**Table 6: Percent of Respondents by Age Category**



**Figure 1: Percent of Respondents by Travel Region**

