Direct valuation of a community's amenities

Sean M. Murphy

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THE DIRECT VALUATION OF A COMMUNITY’S AMENITIES

By

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B.A. University of Montana, 2001

Presented in partial fulfillment of the requirements

for the degree of

Master of Arts

The University of Montana

August 2003

Approved by:

Chairperson

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Date
Up to this point researchers have valued amenities using hedonistic regression analysis. These authors feared bias in their results due to econometric problems, most notably omitted variable bias. This study took a new approach to the valuation of amenities, using a direct estimation technique. The direct estimation technique valued amenities that had been unobtainable (e.g. “family and friends” and “quality of people”), while avoiding econometric problems. The data confirmed that previous studies did experience omitted variable bias. This paper also investigated the validity of the assumption that interregional equilibrium exists with respect to migration, an assumption crucial for studies valuing amenities through hedonistic regression analysis. Amenity values were regressed on socioeconomic variables producing information that has not existed before now. Amenity variances tested the ability of the measures of central tendency to capture the values of the typical individual.

This paper also provided evidence against some common perceptions. Many think that an individual’s well-being is greatly influenced by his/her financial status. The study’s results show that amenities are also very important. People also tend to believe that the government can directly alter individual well-being. The data suggests that the direct affect politicians have on quality of life is limited. However, this data could prove to be beneficial to politicians, guiding them in indirect ways to either increase or protect residents’ well-being.
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ACKNOWLEDGEMENTS

I would first like to give a special thanks to Dr. John Wicks for being the chairman of my committee, as well as a mentor. I appreciate all the time and patience he invested into me and my work. I would also like to thank the rest of my committee, Dr. Thomas Power and Dr. Christiane von Reichert. A great deal of gratitude goes to Dr. Peter Howie for unwarily answering all of my econometric questions. And to Stacia Graham for her kindness, patience, and willingness to help make my paper a success wherever she could.

I must express my appreciation to my family, as well as my parents-in-law for their unending support in my graduate journey. And last, but certainly not least, to my beautiful wife Antoinette, for her unwavering support and encouragement, regardless of the venture I am undertaking.
INTRODUCTION

The theory of compensating differentials posits that individuals vote with their feet, and because of this will be willing to accept lower wages, and/or pay higher land rents in order to live in an area rich in amenities. An amenity is defined as something in the area that provides the individual with comfort or convenience. Placing a value on an area's local amenities is and has been an issue of great interest to economists. Economists have valued amenities for use in quality of life or cost of living indices, which were used to compare different regions across the country.

Previous studies have used aggregate data from a cross-section of cities in so-called hedonistic regression analysis to obtain implicit amenity values. The majority of these studies have focused on larger cities, mostly Standard Metropolitan Statistical Areas (SMSA's), due to limitations of data. Data limitations have also led previous researchers to fear omitted variable bias. These studies had other econometric problems as well, e.g. multicollinearity, and the assumption that interregional equilibrium exists with respect to migration. If the latter assumption is invalid, current wage and rent differentials do not represent compensating differentials.

This study used the compensating differentials model. Unlike the previous studies using this model, the data was obtained from individuals using a direct estimation technique. An assumption used in previous literature, as well as this study, is that from an individual’s point of view the amenities of a city are “tied features of locational choice” (Rosen, 1979). In this study individuals were interviewed in the city of Missoula, Montana to find the mean differential values placed on Missoula’s amenity bundle and its particular amenities, relative to elsewhere in the United States.
There are advantages to using microeconomic data to value an area’s local amenities. Because this method was not limited to directly measurable amenities, I was able to compile a much more extensive list of amenities. The regional equilibrium assumption was avoided, as well as the assumption that the individual being surveyed was the marginal entrant to the community. I was able to study the variance of individuals’ preferences to determine how well the measures of central tendency captured the values of the entire population. The thirty cities to which respondents compared Missoula were ranked. And finally, regression analysis was used to test the effects of the socioeconomic variables on Missoula’s amenity values.

The specific data obtained in this study may apply to Missoula, but I believe many of the results are illustrative of regions elsewhere. Some respondents felt very strongly about the Missoula area and its amenities, pulling the mean differential values to the right. It would be difficult to stereotype Missoulians because, while individuals listed some amenities as important more frequently than others, overall, people’s amenity preferences were quite broad. Every amenity received some attention from respondents. However, there were still indications that individuals with similar interests tend to locate in areas rich in the types of amenities they prefer. There was also evidence that amenity values from prior studies were indeed biased.

LITERATURE REVIEW

Montana ranked last among all 50 states in real pay per job. At this time Montana was also well below the national average in per capita income. As income and pay were declining so too was the importance of natural resource industries as a source of employment and income. The natural resource industries once drove the local economies of the Mountain West region and are often still perceived in that light by many residents. When residents of Montana and other regions heard these statistics, they interpreted them to imply that their economy was in peril. At the same time, however, there was a great deal of in-migration and job growth. For example, “from 1988 to 1998, total employment in the Mountain West grew by 42 percent, compared with 19 percent for the country as a whole. During the same period, population in the region grew by 26 percent, compared with 11 percent for the rest of the country” (Power and Barrett, 2001).

Economic opportunity was once believed to be the most influential factor behind people’s migration decisions. Edward Ullman (1954) was one of the first to recognize the effect amenities had on the location decisions of migrants. According to Ullman, California’s large in-migration beginning in the 1920s and continuing on into the 1950s was the first “to be drawn by the lure of a pleasant climate.” Ullman credited other amenities as being influential as well, but focused primarily on climate arguing that without nice weather it would not be possible to get out and enjoy the other amenities. He also stated that areas should take the “amenity factor” into account when “predicting future regional population and development,” and that regions should be careful to protect their amenities by not crowding the area with “population and industry,” which could lead to traffic congestion, pollution, etc.
Early efforts to measure the quality of life in one area relative to another assumed that high wages and low housing costs were a sign of high quality of life. In the late 1970s economists began to use a different method of measuring areas’ quality of life, which reversed the interpretation of land rents and wages (Gyourko, 1991). Sherwin Rosen (1979) and Jennifer Roback (1982) developed regional equilibrium models. According to these models, each city has a fixed bundle of amenities, wages, and rents (Hoehn, et al., 1987). The bundle is fixed for each city, but it varies among different cities (Rosen, 1979).

The models state that a region rich in amenities tends to draw people in, thereby increasing the labor supply as well as the demand for land. The increase in the labor supply drives down wages, while the increase in the demand for land drives up land prices. This process continues until equilibrium is attained, at which point regional wages and rents “fully capitalize the value of local amenities, thus making the area no longer attractive to migrants” (Brady, 1995). The opposite is also true. Individuals moving into an area with few amenities require compensation through higher wages and/or lower land rents. Therefore, any remaining interregional wage and rent differentials represent compensating differentials for different levels of amenities that exist between regions. This explains why people continue to move to Montana and the rest of the Mountain West region despite relatively low wages and per-capita income; they are voting with their feet. In a study of return versus new migrants to Montana Christiane von Reichert (2002), using logistic regression analysis, tested “whether or not reasons for moving depend on migrant attributes, namely on age and migrant type after controlling for socio-economic differences in education and income.” She determined
that after controlling for age, education, and income both sets of migrants moved for similar reasons. This finding provided further evidence that people with similar preferences tend to locate in regions rich in those types of amenities. Family ranked the highest on the list of reasons for both return migrants and new migrants (Von Reichert, 2002) Christiane von Reichert and James T. Sylvester (1998) also found family to be the number one motive for migration among new and return migrants to Montana.

A second study done by Sylvester (1999) asked Montana residents to define quality of life. Researchers believe that peoples’ preferences vary by the size of the location in which they reside. For example, it is believed “that those in large cities value cultural amenities, such as museums and art galleries, over weather and scenery” (Sylvester, 1999). Responses to the quality of life question were grouped into six categories: “urban dread,” “environmental amenities,” “positive people comments,” “outdoor recreation opportunities,” “economic prosperity,” and “freedom from regulation.” This is also the order in which they were ranked as reasons for moving to or staying in Montana. A study by Christiane von Reichert and Gundars Rudzitis (1992) produced similar results when studying migrants to and residents of “15 fast-growing wilderness counties.” They found that amenities and quality of life were more important to the migrants’ moving decisions than employment opportunities. Von Reichert and Rudzitis (1992) also discovered that about 50 percent of the surveyed migrants in the labor force accepted lower incomes in the move.

Von Reichert and Rudzitis (1994) tested the “relative role of rents and wages on the destination choice of migrants in and out of the labor force,” while focusing on migrants to amenity-rich, non-metropolitan areas. They found that individuals who were
not in the labor force, e.g. retirees, tended to prefer low-wage areas where the values of
the amenities were captured in the labor market, while those who were in the labor
market preferred higher-wage regions where the amenity values were not captured in the
labor market. These preferences were not significant for migrants originating from non-
metropolitan areas. Reichert and Rudzitis believed this might have been because these
migrants were already used to low wages, and that many of them had moved from nearby
locations so their family and friends may have influenced their decision. On the whole,
the parameter estimates were much larger and relatively much more significant for wages
than for rents. Rent levels had the most influence on low-income and non-metropolitan
migrants.

One problem with measuring how much people are willing to pay for certain
amenities is that these are generally not goods that can be “traded in a visible market”
(Gyourko, 1991). Since there is no explicit price for these types of goods, the implicit
price must be observed.

Assume you are considering moving into either Community A or Community B. These
communities are alike in all respects except that Community A tends to
experience one more day of sunshine per year than Community B. Because
sunshine is something you like, you are willing to pay some positive dollar
amount for more of it. For example, if you are willing to pay $100 more to move
into Community A, then that is the price of the added sunshine you expect to
enjoy in Community A. Because the added sunshine is the only difference
between the two communities, your willingness to pay the extra $100 must be due
to the sunshine differential. (Gyourko, 1991)

Gyourko also pointed out that for this to be the true implicit price, it must be determined
by the marginal entrant.

Much of the literature developed using the Rosen/Roback models created quality
of life indices to measure the value individuals place on a region’s amenities relative to a
hypothetical city (Blomquist et al., 1988; Gyourko & Tracy, 1991). Data is gathered for each city in the study including some form of average wage data, housing values, a number of measurable amenities, and other relevant variables (e.g. government services, the unemployment rate, etc.). The implicit prices of the amenities and other variables are then obtained through so-called hedonic wage and rent regressions. The full implicit prices of the amenities are then calculated by subtracting the annualized amenity values obtained through the hedonic wage regression from those acquired using the hedonic rent regression. As mentioned above amenities tend to have a positive effect on land prices and a negative effect on wages. A disamenity will have the opposite affect on wages and land values. By subtracting the wage impact from the land impact the positive or negative full price for the amenity is obtained. The full implicit amenity prices are then weighted by the respective amenity quantities in each city and added together to compute a quality of life index. The index is standardized on a hypothetical city possessing the average variable measures of all the SMSAs used in the study. Thus, the index values reflect the dollar amount that individuals would be willing to pay through wages and/or land rents, to live in any given city relative to the hypothetical city (Gyourko & Tracy, 1991). Gyourko and Tracy (1991) and Blomquist et al. (1988) found that for many amenities, "the full price largely reflects capitalization in the labor rather than in the land market" (Gyourko & Tracy, 1991).

The amenity values are calculated with the assumptions that the value of a region's amenities is captured in its wages and rents, and that the regions are in equilibrium at any given time. If these two assumptions do not hold true, current interregional wage and rent differentials will not represent compensating differentials,
thus biasing the implicit amenity values. For the equilibrium assumption to hold, markets
are assumed to adjust quickly, firms and households must be mobile enough to take
advantage of any interregional wage and/or rent differentials that represent an
opportunity for economic gain (Greenwood et al., 1991). As discussed above, Von
Reichert and Sylvester (1998), and Von Reichert (2002) found that family was the top
reason for moving for both new and return migrants. This, in addition to many migrants
returning to an area in which they previously lived, suggested that Americans get
attached to certain areas and might not be as mobile and willing to instantly move for a
better opportunity as previous studies assumed (Von Reichert, 2002).

Once the quality of life index values are obtained, the cities are ranked. The
range allows one to compare the additional dollar amount, per year, that an entrant would
be willing to pay to live in the top ranked city relative to the bottom ranked city.
Gyourko and Tracy (1991) also looked at the interquartile range, allowing them to
compare the additional amount an entrant would be willing to pay to live in a city ranked
in say the 25\textsuperscript{th} percentile versus the 75\textsuperscript{th} percentile. However, due to omitted variable
bias, the estimation errors were so large that one "can confidently differentiate among
qualities of life only when comparing the top-ranked cities to the lowest ranked cities"
(Gyourko, 1991). The omitted variables are amenities such as cultural and recreational
opportunities, for which a value had yet to be captured (Gyourko, 1991).

Greenwood, Hunt, Rickman, and Treyz (1991) tested the validity of the regional
equilibrium assumption when calculating compensating differentials. In this study the
equilibrium income value of each area was estimated relative to elsewhere in the United
States. Accounting for amenities, the equilibrium income value represented the point at
which there was no net migration. A relative income value of less than equilibrium implied that an area still possessed amenities that appealed to individuals enough to convince them to accept lower wages and/or pay higher land rents in order to consume them. A relative income value greater than equilibrium implied the area had fewer "attractive characteristics," and individuals would require compensation in the form of higher wages and/or lower land rents to reside there. The study found that out of fifty-one areas tested only one was in equilibrium. The extent of the "disequilibrium by state" was measured by calculating the difference between the state's relative real after-tax income and its point-estimated equilibrium relative income value (Greenwood et al., 1991). The authors also claimed that in amenity-rich states "amenity valuations based on the assumption of regional equilibrium will overstate (understate) the compensating differential when the actual relative income value is less (more) than the estimated equilibrium relative income value," and visa versa for amenity-poor states (Greenwood et al., 1991). The reason overvaluation occurs in an amenity-rich area is because, ceteris paribus, if the actual relative income is less than the equilibrium value, people will be expected to move out of the area until wages are bid up and land rents fall enough to bring relative income up to the equilibrium point (Greenwood et al., 1991). Most states were found to have understated compensating differentials, but only a few areas were shown to contain this problem at a statistically significant level.

Peter Brady (1995) examined the validity of using current interregional wage and rent differentials as equilibrium compensating differentials. In order to do this he incorporated the Rosen/Roback model into a migration model. According to Brady, in the Rosen/Roback models amenities may attract migrants, but the level of local wages
and rents determines their actual movements. He argued that movements should be
determined by the differences that exist between the actual level of wages and rents and
the wage and rent values that the migrant would be willing to pay for the amenities that
he/she gets at the new location. Consequently, according to Brady, migrants would move
for amenities only when they are priced below their market value.

In order to test how close current wage and rent values were to equilibrium values
Brady ran hedonic wage and rent regressions. The difference between the actual values
and the equilibrium values was represented by the residuals from the equations. Brady
then used these residuals in a conditional logit model to predict location decisions. The
migration model assumes that individuals will choose the metropolitan area that gives
them the highest level of utility, which should be the areas with higher than predicted
wages and lower than predicted rents. The migration data was obtained from the
National Longitudinal Study of Youth (NLSY), which consists of individuals ranging in
age from 14 to 21 in Standard Metropolitan Statistical Areas (SMSAs). To be included in
the study the individual had to live in one of the 185 SMSAs for which Brady had data
for wages and rents. Brady then removed any respondent who was “less than 18 years of
age, was enrolled in school, was in the armed forces or living in military housing, and
was not living in their own dwelling unit” (Brady, 1995). His exclusions were made to
ensure that he was studying individuals who were making location decisions on their
own, without influence from parents or the military.

Brady’s results showed that individuals tend to locate in regions with higher than
predicted wages, which was consistent with the model. However, the study also showed
that individuals are more likely to locate in areas with higher than predicted rents, which
was inconsistent with the model. The data did not support the theory that current wage
and rent values represent compensating differentials. Brady gave two possible
explanations for the results. These residuals could measure the effect of an omitted
amenity. The other explanation offered was that regions were in equilibrium, but the
hedonic regression was misspecified.

David Figlio (1996) created a cost of living index that controlled for measurable
amenities. He argued that this was a better method of comparing living costs across cities
than cost of living indices that do not take amenities into account. A more precise cost of
living measurement could affect academic research as well as public policy.

Differences in the cost of living may influence academic research findings on a
variety of topics from the distribution of income to estimating the returns to
education, among others, since the dollar values compared may really be
denominated in different units. And cost of living differences may have public
policy implications for determining, for instance, Federal government salaries or
transfer payments in different cities, in addition to setting income taxation policy
that holds for different parts of the country. (Figlio, 1996)

According to Figlio (1996), the amenity controlled cost of living index also allows for the
comparison of different wages across the country.

The first thing Figlio did was to regress the natural log of the American Chamber
of Commerce Research Association’s (ACCRA) cost of living index on fourteen
amenities. These fourteen amenities accounted for over eighty-six percent of the
variation in living costs. Included in the list of amenities were a recreation score and a
cultural score from the Places Rated Almanac. The recreation score is “a composite of
variables representing a MSA’s availability of (or proximity to) coastline, public
recreation land, good restaurants per capita, golf courses per capita, movie theaters per
capita, zoos, aquaria, family theme parks, professional and college sports seats per capita,
and pari-mutuel betting. The score (was) weighted heavily in favor of the outdoor recreation activities” (Figlio, 1996). The cultural score was the same as the recreation score, rating instead the “MSA’s availability of (or proximity to) a lively arts calendar, art museums and galleries, and public libraries” (Figlio, 1996). Both variables had a positive sign and were significant.

Figlio then constructed a cost of living index based on the variable representing the part of living costs not explained by amenities or economic fluctuations (e.g. the unemployment rate). He determined that some cities originally thought to be expensive were much more reasonable once amenities were factored in. Figlio’s paper showed that even after controlling for inter-city amenity differences, substantial cost of living differentials still existed. However, he admitted that his paper contained potential problems. First of all, Figlio argued that the American Chamber of Commerce Research Association cost-of-living index could contain flaws. He also acknowledged that part of the reason the inter-city cost of living differentials may not have disappeared once amenities were taken into account could have been due to omitted variable bias.

One problem with most studies is that they have focused only on “relatively populous areas (SMSAs or larger counties)” due to limitations with data (Graves et al., 1999). However, due to variables that are difficult to measure quantitatively (e.g. outdoor recreation, family and friends, etc.), even focusing on populous areas has not solved the data limitation problem. Since previous studies have relied on regression analysis to obtain implicit amenity values, they have also had to deal with questionable assumptions such as that all regions were in equilibrium. Because I am using a direct
estimation technique to value the amenities of Missoula, this study will be able to avoid these potential forms of bias.

For variables that are not directly measurable, the contingent valuation method may be the only way to determine their value, which may be “essential for sound policy” (Hanemann, 1994). Michael Hanemann (1994) argues that while it is possible for researchers to capture some effects of a change in a non-marketable good through hedonic regression analysis, people “may also value those items in ways not reflected in wages or property values.”

The National Oceanic and Atmospheric Association (NOAA) put together a panel to determine the best way to obtain reliable results using the contingent valuation methodology. “The NOAA Panel recommended in-person interviews for their superior reliability” when conducting contingent valuation surveys (Hanemann, 1994). The panel also suggested that the surveys should take place in a comfortable setting for the individual, such as their home, so that they can give an honest and well thought out response. In addition to these methods, the best way to get an accurate value is to present the interviewee with a realistic situation (Hanemann, 1994). “The emerging consensus of skeptics and practitioners (is) that CV studies are able to measure meaningful values for “familiar” goods…” (Mitchell & Carson, 1989).

There are many studies that have compared contingent valuation results to those obtained through indirect methods. This is possible when the contingent valuation is being used to measure direct use values (Hanemann, 1994). Hanemann referenced Carson et al., 1994a, stating that in general the contingent valuation results were slightly lower than and highly correlated with the indirect estimates. Hanemann went on to
review several of these previous comparison studies finding many results favorable to the contingent valuation methodology.

Priya Shyamsundar and Randall Kramer (1996) used the willingness to accept format of the contingent valuation methodology to estimate the loss to villagers as a result of being denied access to the Mantadia National Park in Madagascar. The villagers who lived in close proximity to the park used the land for economic activities such as agriculture and forest products. The researchers used a closed-ended dichotomous choice version of willingness to accept because they felt that it would be easier for the villagers to respond to the question, and to make sure that they kept a budget constraint in mind. However, Shyamsundar and Kramer admit that by doing this they are not observing the true valuation function because the interviewees did not provide a value. To estimate the valuation function, the authors regressed the yes/no responses on some of the socioeconomic variables that were obtained from the villagers.

DATA

A random sample of 500 individuals, ages eighteen and over, were surveyed in person at their homes in the Missoula urban area by predetermined geographic boundaries using the willingness to accept version of the contingent valuation methodology. Five hundred was determined to be the maximum sample size for which I had resources to gather data for the basic purpose of quantifying the comparative value of Missoula’s amenities. Missoula neighborhood council districts represented the geographic boundaries, and the number of people surveyed in each area depended upon the population within that district.¹ Each surveyor was given a map of one of the

¹ Missoula area geographic boundaries and population within the boundaries was obtained from Missoula County Office of Planning and Grants
neighborhood council districts from which he/she would randomly pick starting points. From each starting point he/she would proceed in a predetermined direction until someone was home, then the surveyor would go on to another starting point. To ensure a random sample of adults, surveyors were instructed not to survey until after 5:00 p.m. during the weekdays, and anytime Saturday and Sunday. Occasionally the maps were redistributed in order to avoid surveyor bias in an area.

The survey respondent was first given a brief introduction explaining that they would be asked to compare Missoula to other locations as a place to live and work, and that to do so they would have to consider living somewhere other than Missoula. A survey is included in the appendix. Thirty comparison cities were chosen so that they were distributed as evenly as possible across the continental United States by population and geographic location. See Table 6 for a list of the comparison cities. A tradeoff had to be made when choosing the number of comparison cities. I wanted to generalize the results by comparing Missoula to the United States, which would not be possible if the city selections were biased as a result of population or location. The list had to be large and diverse to avoid these potential forms of bias. A larger list of cities meant fewer respondents per city, so any statistical test involving individual cities would be subject to larger confidence intervals.

Each questionnaire contained a specific comparison city, and the distribution process was set up to obtain an approximately equal number of interviews for each comparison city. The respondent was also furnished with a sheet of information on Missoula and the predetermined comparison city (e.g. population, housing costs, cost of living, etc.). On the back of the sheet containing information about Missoula and the
comparison city was a list of amenities. To obtain the amenities for this study, amenity lists from previous studies were observed to see what were used and determine what was missing. The chosen amenities were then defined, and additional ones generated during group discussions among the surveyors.

The interviewee was first asked how much more or less take-home income he/she would require to move to the comparison city, assuming moving costs would be covered. See the attached survey in the appendix for the definition of take-home income. The respondent was allowed to list this figure as a weekly, bi-monthly, monthly, or annual value, but the final figures were all converted to annual values. This figure represented the respondent’s differential value of Missoula’s amenity bundle. Consider a respondent requiring additional income: Such a respondent would choose up to four amenities from the provided list that would be most influential in making them require additional income to move to the specified city. The individual was then asked to apportion the total differential value (i.e. value he/she placed on Missoula’s amenity bundle) among the chosen amenities. If there was any money left over it was placed in “all other reasons.” The values placed on the chosen amenities represented the differential values of the amenities. Next, the respondent was asked to list any amenities that he/she preferred about the comparison city over Missoula. Assuming the individual listed some disamenities, he/she was asked to consider each one alone and place a value on it. The entire process was just the opposite for those who would accept less take-home income in order to move to the specified city. The final portion of the survey consisted of socioeconomic data gathered for regressions to analyze the affect that an individual’s characteristics had on amenity values.
Most studies valuing non-marketable goods through contingent valuation have only done so with one good. Many of them used a dichotomous closed-ended willingness to pay method if possible for fear of strategic responses and because it is often believed that this type of question is easier to answer than an open-ended question. However, as Shyamsundar and Kramer (1996) stated, by using a closed-ended approach researchers do not observe the true valuation function because the interviewees do not provide a value. This study used an open-ended willingness to accept form of the contingent valuation methodology to gather data; however, it accomplished more than the typical contingent valuation studies by valuing up to 4 amenities per interviewee. To do this a specific number was required from each interviewee, which could not be acquired using dichotomous choice. The question of how much one would require to move is a question that people have and continue to answer in real life, and there was no incentive for respondents to give strategic responses.

As discussed in the literature review, previous studies have obtained amenity values by estimating the implicit wage and land rent values associated with an amenity and then subtracting the wage value from the rent value. Cost of living, an amenity, includes housing costs, which in part reflect land rents. When individuals were surveyed, both cost of living and housing values were included in the information furnished to interviewees to compare Missoula to the comparison city. Therefore, when respondents listed the amount of take-home income that they would require to move from Missoula to one of the comparison cities, one would expect them to have taken housing price differentials into account. Because of this the total differential value reflects the total comparative value of all amenities, including land rent costs. As discussed in the
literature review, Gyourko and Tracy (1991) and Blomquist et al. (1988) found that the prices of many amenities were reflected in wages rather than housing values. And the parameter estimates for wages were generally much larger and more significant than the rent parameters in Von Reichert and Rudzitis’s (1994) paper, which tested the “relative role of rents and wages on the destination choice of migrants in and out of the labor force.” These results provide further justification for focusing on wage differentials.

As was mentioned in the preceding paragraph, studies using hedonistic regression analysis obtain the full implicit price for an amenity (A) by subtracting the amenity’s implicit wage value (W) from its rent value (R), so \( A = R - W \). In this study rents are captured by “cost of living,” which was included in the bundle of amenities. So the rent variable was moved to the other side of the equation and the result: \( W = (R - A) \). So ceteris paribus, an improvement in either amenities or rents will affect the wage variable (i.e. individuals’ total differential values, because the wage values listed in this study reflect the total comparative value of all amenities) in the same way. Some may argue that wages were represented on both sides of the equation since “job opportunities” was included in the bundle of amenities. However, this was unlikely. Per-capita income values were included in the data on Missoula and the comparison city given to interviewees at the time of the survey. Therefore, the respondent would hopefully have taken income differentials into account when listing his/her total differential value. So if a respondent valued “job opportunities” as an amenity, he/she most likely would have been valuing non-wage characteristics about their current or prospective job.
RESULTS AND ANALYSIS

Missoula has a negative “average wage per job” (Bureau of Economic Analysis, 2001) differential of $5,577, relative to the thirty comparison cities used in this study. However, 85 percent of the individuals surveyed would still require additional income to move to one of the comparison cities. For all individuals surveyed, the mean of this required income was $19,850. The two most frequently cited reasons for not wanting to leave Missoula were “family and friends” and “outdoor recreation.” Some of these individuals had very strong preferences for the Missoula area and its amenities, which resulted in most of the amenity distributions being skewed to the right, i.e. the area of the tail on the right was greater than the area of the tail on the left. However, there was no reason to believe the outliers were invalid. The people who listed these values were most likely comfortable with their income level and thoroughly enjoy the Missoula area. Also, there was no incentive for the individuals to give a strategic response to the question of how much they would require to move from Missoula to one of the comparison cities.

AGGREGATED RESULTS

As discussed in the literature review, each city possesses a fixed bundle of amenities. When an individual chooses a location, they are essentially choosing one amenity bundle over others. One of the primary goals of this paper was to determine the value local individuals place on Missoula’s amenity bundle, relative to elsewhere. Both the mean and median differential values of Missoula’s amenity bundle were obtained by combining the positive and negative values that individuals said they would require to move from Missoula. See Table 1 for these mean and median differential values. Individuals were also divided into two groups, those who preferred Missoula and those
who preferred the comparison cities. Four hundred twenty six out of the 500 respondents (85 percent) preferred Missoula to the comparison cities. The remaining 74 interviewees (15 percent) preferred the comparison cities. Observing the two groups separately facilitated the understanding of individuals’ migration patterns. Mean and median differential values of Missoula’s amenity bundle were then calculated for individuals in each group. Table 2 displays the group mean and median differential values of Missoula’s amenity bundle. The mean and median differential values are important for different reasons. Since the outliers are valid, the mean differential value lets us see the value that the average Missoulian places on the local amenity bundle. However, as has been pointed out, small groups of passionate individuals can pull mean values to the right or left. Median values are not affected by outliers and may be more representative of the typical individual, unless the distribution is very spread out.

While individuals placed an average of $19,850 on Missoula’s amenity bundle relative to elsewhere in the United States, the median differential value of the amenity bundle was $11,700. The distribution of values for Missoula’s amenity bundle can be seen in Graph 1. The 85 percent of individuals who preferred Missoula placed a mean differential value of $24,590 on the amenity bundle, while those who preferred the comparison cities valued it at -$7,470. Graph 2 displays the distribution of values placed on Missoula’s amenity bundle by the group of individuals preferring Missoula, while Graph 3 does the same for the respondents who preferred the comparison cities. The median differential values for the two groups were $13,200, and -$6,050, respectively. As is evident in the numbers and the graphs, the means are being pulled to the right, and the medians seem to better describe the typical Missoulian. In reality the mean
differential values for the aggregate and for those who preferred Missoula may actually be even further right because approximately twenty individuals, many of whom were retired, would not participate for the reason that there was no amount of money they could be paid that would convince them to move from Missoula. These implicit high values were not included in the reported results because respondents did not quantify their evaluations.

**DISAGGREGATED RESULTS**

To calculate the mean differential values of individual amenities and disamenities all of the positive and negative values were combined for each variable. Column 3 of Table 1 shows these values. The percentage of individuals who listed a variable as important was also calculated for each amenity and disamenity. Column 4 of Table 1 displays these percentages. Next the conditional means, medians, and standard deviations were calculated. These values are conditional because they were calculated using only the data of individuals who listed a variable as important. The interviewee was only allowed to list his/her top four amenities, so the values that did not equal zero are in the conditional residual. Column 5 of Table 1 shows the conditional medians for each amenity and disamenity, Column 6 contains the conditional means, and Column 7 presents the conditional standard deviations. The conditional values were computed in order to observe the variance of individual amenities and disamenities. Conditional values were necessary for this task, because otherwise the zeros from the individuals who did not list a variable as important interfered with the calculations. For example, in our sample the median would always equal zero. The majority of respondents often did not
list many of the particular amenities due to the fact that there were such a variety of amenities that he/she could list in the top four.

Table 2 presents the amenity values for individuals who preferred Missoula, and those who preferred the comparison cities. In addition to finding the mean differential values, the mean percentage of the total differential that individuals apportioned to each amenity and disamenity was also calculated for the two groups of respondents. See Columns 3 and 6 for the mean differential values placed on each amenity and disamenity by the two groups of individuals. Columns 2 and 5 show the mean percentages of the total differential that respondents from each group placed on particular amenities. Observing the percentage of the total differential apportioned to each amenity allowed for a more precise look at which amenities were most important to individuals in each group. This method is more precise because the percentages allow the comparison of the values placed on particular amenities without the influences of very large numbers.

The highest valued local amenity was “outdoor recreation,” receiving a mean differential value of $3,836 from the 47.2 percent of the total sample who listed it as important. The survey attached to the end of the appendix contains definitions of the amenities. “Family and friends” was just behind with a value of $3,806, but was listed as important by 58.4 percent of respondents. “Quality of people” and “scenery” came in third and fourth with values of $1,793 and $1,626 by 28.2 and 33 percent of all respondents, respectively. The most intriguing thing about the top four amenities is that they have all been excluded in previous studies, with small exceptions. Previous literature has included a dichotomous “coast” variable, measuring whether or not a city bordered a major body of water such as an ocean or one of the Great Lakes; Figlio (1996)
also included access to public recreation land. These variables may have served as somewhat of a proxy for “scenery” and “outdoor recreation.” Only “job opportunities,” “entertainment” and “cultural events” were disamenities for the Missoula area. “Job opportunities” was valued at -$212 with 28.4 percent of respondents listing it as influential in their decision of how much they would require to move. An average value of -$35 was placed on “entertainment” by 31.4 percent of the individuals surveyed. “Cultural events” received a mean differential value of -$23, for the 13.4 percent of respondents labeling it as important.

The conditional means, medians, and standard deviations imply that the mean differential values do not do a satisfactory job of capturing the values of the typical Missoulian. As was the case with the amenity bundles, the amenity distributions are skewed to the right and the median seems to be more representative of the typical Missoulian. For example, “outdoor recreation” had a conditional mean of $8,128, and a median of $3,000. Graph 4 shows the distribution for this amenity. “Family and friends” had a conditional median of $4,013, and a conditional mean of $6,517. This distribution can be seen in Graph 5. Nevertheless, many of the mean amenity values may still be undervalued. The “all other reasons” variable had a mean value of $986, which was 4.97 percent of the total differential. For example, “outdoor recreation” was likely included in this residual by the 50 percent of respondents who did not list it in their top four amenities. And the values that would have been placed on “outdoor recreation” by those who could not be paid enough to leave Missoula were not included in this mean value.

Turning now to those who preferred Missoula to the comparison cities, “family and friends” and “outdoor recreation” were by far the most important amenities. “Family
and friends” was listed as important by 61.7 percent of the individuals in this group, who placed an average of 22.73 percent of their total differential value on it. The mean differential value for this variable was $4,510. Forty-nine percent of those who preferred Missoula placed an average of 13.28 percent of their total differential and a mean differential value of $4,520 on “outdoor recreation.” “Job opportunities” was the only disamenity for this group of interviewees, receiving a mean differential value of only $34. This variable was listed as important by 24.2 percent of respondents preferring Missoula, but they placed an average of only 1.63 percent of their total differential on it.

There were three disamenities that stood out above the rest for those who preferred the comparison cities to Missoula. “Job opportunities” was the most frequently cited disamenity, with 55.4 percent of the individuals in this group listing it as influential in their moving decision. “Job opportunities” received a mean differential value of -$1,232, and an average of 18.9 percent of the total differential. The other two disamenities receiving considerable attention from those who preferred the comparison cities were “entertainment” and “climate.” On average, individuals who listed these two variables as important placed 16.55 and 12.7 percent of their total differential values on them, respectively. The differential values for these two variables were relatively high, with “entertainment” receiving a value of -$1,271 and “climate” a value of -$1,179. “Scenery” and “crime” both received positive values from respondents preferring the comparison cities. Almost 42 percent of the individuals in this group listed “scenery” as important, while only 14.9 percent did the same for “crime.”

Graphs 6 and 7 illustrated differences in amenity preference patterns between those who would require additional income to leave Missoula and those who would
accept less income. Graph 6 shows the percentage of respondents who placed positive values on particular amenities. The red bars in back represent respondents preferring Missoula, and the blue bars in front represent the respondents preferring the comparison cities. Graph 7 is set up similarly, showing the percentages of respondents who placed negative values on the amenities. The only difference in the way the graphs are set up is that on Graph 7 the red bars representing the individuals who preferred Missoula are in front.

With respect to individuals listing positive values for amenities, both groups appear to roughly agree on the relative importance of “family and friends” and “outdoor recreation.” With the exception of those two amenities, the preference patterns were quite different. Individuals who preferred the comparison cities did not appear to be as concerned about population density as the group that chose Missoula. The respondents preferring Missoula felt that Missoula’s quality of people was relatively more important than did those who preferred the comparison cities. “Climate” was another amenity that individuals who would require additional income to leave felt stronger about as a positive attribute for the Missoula area. There are also six amenities that were not labeled as important by the group of respondents preferring the comparison cities, that did receive some attention from respondents who chose Missoula.

Respondents from both groups agreed that Missoula’s top three disamenities were “entertainment,” “job opportunities,” and “climate.” The interviewees who preferred the comparison cities seemed less pleased with Missoula’s “scenery” and its recreational opportunities than did the individuals preferring Missoula. The individuals who would require additional income to leave Missoula did not appear to have as many family and
friends elsewhere as the other group of interviewees. “Population density” and “quality
of people” received no negative values from individuals preferring Missoula, but were
labeled as disamenities by 8 percent of respondents preferring the comparison cities.

AMENITY GROUPS

For the total sample, amenities with similar characteristics were grouped together
and their mean differential values were averaged for each amenity group. The same was
done for the group of individuals who would require additional income to leave Missoula
and those who would accept less. Table 3 displays the amenities contained in each
group, and the mean differential values just described. The results of the amenity
groupings provided easier understanding and interpretation than individual amenity
results. Amenities that are subject to public policy decisions are an example.

The rankings of the amenity groups for the aggregate category were identical to
the rankings for individuals who preferred Missoula. As might be expected, the only
dissimilarity was that the differential values were higher for the group preferring
Missoula. “Active” amenities ranked first with an aggregate mean differential value of
$2,151, and a value of $2,573 for those who would require additional income to leave
Missoula. The “people” amenities group was second with an aggregate differential value
of $1,467, and a group differential of $1,739. “Passive” amenities received a negative
aggregate value of -$29, but remained positive for respondents preferring Missoula.

The group of individuals preferring the comparison cities to Missoula had a
different set of rankings for the types of variables that would be most influential in their
decision to move. “Passive” amenities ranked first on their list of Missoula’s
disamenities with a mean differential value of -$808. “Natural” amenities came in
second on the list with a value of -$378. “Policy” amenities proved to be relatively unimportant among Missoulians. The rankings for this group of amenities were second to last in all three categories of individuals. “Policy” amenities were those dealing with infrastructure that could be directly altered through public policy decisions. The reason that amenities such as “outdoor recreation” and “scenery” were not included in this group is that the government cannot create these types of amenities; they can only choose whether or not to protect them.

ANALYSIS OF RESULTS

Researchers as well as the public have been interested in city rankings for quite some time. As discussed earlier, previous studies have incorporated amenities into quality of life indices (Rosen, 1979; Roback, 1982; Blomquist et al., 1988; Gyourko & Tracy, 1991) or a cost of living index (Figlio, 1996) in order to rank cities. These researchers were interested in the variation of quality of life or cost of living across regions, and in how the different areas compared to one another. People are also curious about how cities rank in relation to these categories. For instance, individuals may want to be well informed when making a decision to move.

Before ranking the thirty comparison cities, the Kruskal-Wallis (KW) test was performed to ensure the variation of differential values among the cities was significantly greater than within them. If this were not the case ranking the cities would make little sense; they would all be essentially the same when compared to Missoula. The Kruskal-Wallis test is the nonparametric equivalent to the ANOVA. The primary difference between the two is that the KW test compares population medians as opposed to means. Medians were chosen because, as was mentioned earlier, they appear to capture the
values of the typical Missoulian better. The null hypothesis for the KW test was that values from the different cities were not significantly different from each other. The test statistic, $H$, was 37,506,966,8, which was far greater than the chi-critical statistic, 42.5569. Therefore, I rejected the null hypothesis.

Mean and median differential values were used to rank the thirty comparison cities. Column 2 of Table 4 presents the rankings of the cities using median differential values, and Column 3 displays the city rankings using mean values. Between 15 and 18 individuals were surveyed per city. When an individual placed a value on Missoula’s amenity bundle, he/she did so relative to one of the comparison cities. The more the individual said he/she would require to move, the less the city was liked when compared to Missoula. Therefore, the city with the lowest average total differential was ranked first. The rankings in this study were also compared with those in previous studies using cities that this paper and the comparison study had in common. To do this I attempted to use variables from my study as proxies for the variables in two other studies (Blomquist et al. 1988, and Gyourko & Tracy 1991). For example, in Blomquist et al. (1988), the authors used several variables (e.g. precipitation, sunshine, etc.) for which I was able to substitute “climate” from this study. Table 5 contains a list of substituted variables. Substitutions were made for as many variables as possible, and then the cities were ranked using the proxied variables from a particular study. Columns 4 and 6 of Table 4 display the city rankings from the studies of the authors listed. Columns 5 and 7 of Table 4 contain the city rankings obtained with data from my study by using the proxied variables.
Comparing the rankings from earlier papers to those obtained using my methodology with the substituted variables, i.e. Column 4 compared with Column 5 and Column 6 with Column 7, tested for differences in methodology. Next, one may compare the rankings that used the substituted variables (Columns 5 and 7) to the city rankings containing all the variables from this study (Column 2) to test for the effect of the amenities that had been omitted. None of the rankings matched up, which could be the result of several factors. It is possible that the rankings from previous studies were biased due to non-equilibrium between the regions they studied, an inherent problem with earlier methodology. In the test for differences in methodologies, the dissimilarities could also reflect the differences in preference patterns that may exist between Missoulians and the rest of the United States in the aggregate. When comparing the rankings from previous studies to those using the substituted variables, part of the difference could be due to the variables that I was not able to proxy, shown in the last row of Table 5.

To avoid biased results, previous amenity researchers have had to assume that equilibrium existed between the regions they were studying. The direct estimation technique used in this study avoided the equilibrium assumption. Testing the equilibrium hypothesis for Missoula and the thirty comparison cities provided a test of validity of this hedonic regression assumption. Testing the equilibrium hypothesis also allowed for the prediction of future migration trends when an area was not in equilibrium.

The equilibrium test involved testing whether a city’s wage differential value was within the 95 percent confidence interval of Missoula’s mean and median total differential values, which were calculated without the “family and friends” variable. The
wage differential values were calculated by subtracting Missoula’s “average wage per job” (Bureau of Economic Analysis, 2001) figure from the one obtained for each city. Column 6 of Table 6 lists these differential values for each comparison city. Columns 3 and 5 of Table 6 contain the median and mean confidence intervals, in that order. As was mentioned in the data section, the confidence intervals are very wide due to the small number of respondents per city. Columns 2 and 4 present the median and mean differential values without “family and friends” for each comparison city, respectively. If the wage differential was within the confidence interval then Missoula and the comparison city were approximately in equilibrium. The mean and median values for this test were calculated without the “family and friends” variable because an asymmetry in influential variables exists between those who would move to Missoula and those who would leave Missoula. “Family and friends” is a variable that is unique to the individuals living in the area being tested. The availability of family and friends in Missoula is not likely to affect the typical non-Missoulian’s decision to move to the region. “Family and friends,” which would be left behind by moving, would likely have a sizeable impact on many Missoulians’ decision to leave the area. Graph 6 shows that a relatively large number of individuals from both groups listed “family and friends” as a positive amenity for the Missoula area. Graph 7 confirms that “family and friends” was also a relatively important factor in attracting respondents to the comparison cities. Therefore, if Missoula was not in equilibrium with a city, the mean and median values without “family and friends” would probably give a better idea of how much wages would have to adjust to make the two roughly equal.
The equilibrium hypothesis for Missoula cannot be rejected. See Column 6 of Table 6 for the results of the equilibrium test. The wage differentials of all but five cities were within one or both of the confidence intervals. Of the five cities that were not in equilibrium, four had wage differentials that fell below the confidence interval.

**REGRESSIONS**

The amenity values were regressed on the socioeconomic variables using the total differential values and the amenity group differentials as dependent variables. I estimated these regressions separately for the total sample, those preferring Missoula, and those preferring the comparison cities. Amenity group differentials were used instead of individual amenity values because they made the interpretations more comprehensible by allowing the effects that socioeconomic variables had on certain types of amenities to be observed. The regression information is important for several reasons. It can help develop a better understanding of leisure behavior. It can also guide the marketing efforts of certain companies, or even assist civic boosters with their efforts. This data is unique since this specific information is not available elsewhere. Table 7 shows significant regression results for all individuals surveyed. Tables 8 and 9 respectively give significant results for those who preferred Missoula and those who preferred the comparison cities.

The aggregate results and the results for individuals requiring additional income to leave Missoula were quite similar. Tables 7 and 8 show that, both the significant variables, and the relative size of the coefficients were very much alike. Tables 7, 8, and 9 provide definitions of the socioeconomic variables. "Age" was significant in every regression, both aggregate and for the individuals preferring Missoula. The older the
respondent, the higher the value he/she placed on the amenities; however, the size of the coefficient was usually relatively small. "Enroll," "workhrs," and "howlong" were frequently significant for both groups. The first two of these variables had a positive sign, and "howlong" had a negative sign. Newcomers seem to value local amenities more than longtime residents, suggesting that amenities influence their move to Missoula. Of all the variables that were always or usually significant, "enroll" had the largest effect. If the respondent was enrolled in the University of Montana at the time of the survey, he/she tended to place a relatively high value on the local amenities. The number of hours an individual worked tended to have a positive, but relatively small effect on the price he/she placed on different amenities.

There were very few significant variables in the regressions for respondents preferring the comparison cities. "Howlong" and "sex" were the only two socioeconomic variables that showed up as significant more than once. The signs on "howlong" remained negative, and the coefficients were still relatively small. Females preferring the comparison cities tended to place more value on "people" amenities than did the males, while the males placed a higher value on "active" amenities.

**SUMMARY AND CONCLUSIONS**

The direct estimation technique used in this paper yielded unique amenity data. I was able to find the differential values of amenities that up until this point had been unobtainable using hedonistic regression analysis. Computing variances of the amenity bundle and the individual amenities allowed testing of the ability of the measures of central tendency to capture the values of the typical individual. Amenity values were regressed on socioeconomic variables to provide information on the affect that an
individual’s characteristics had on the values he/she placed on particular amenities. And the equilibrium assumption, which was crucial in previous econometric studies, was not only avoided but its validity was tested for Missoula.

Most Missoulians are passionate about their city and its amenities. The mean differential value of Missoula’s amenity bundle for the study’s 500 interviewees was $19,850; the median was $11,700. The excess of the mean differential over the median reflected the particularly strong preferences of some Missoulians for these amenities. It also indicated the median as the better measure of the valuation of the typical resident. According to the 2000 Census, Missoula’s mean household earnings were $36,901, and its median household income was $30,366. The mean differential value placed on Missoula’s amenity bundle accounted for 54 percent of households’ mean earnings, while the median amenity bundle differential was 39 percent of the Missoula’s median household income value.

The socioeconomic variables obtained in this study were compared to the characteristics of the Missoula area as indicated by the 2000 Census. The average age in this study was 33 and the median age was 30; the median age for the Missoula area was 33. The Missoula area was 50 percent male, and 47.4 percent of households contained married couples. This study was made up of 56.8 percent male respondents, and 45.8 of the interviewees were married. Also, 24.8 percent of respondents were enrolled in the University of Montana, compared to 22.4 percent of individuals over 18 years of age in Missoula. Ninety-six percent of individuals were employed both in my study and the Missoula area. Overall the socioeconomic variables from this study were similar with the characteristics of Missoula. If a characteristic was discovered that varied a great deal
between this study and Missoula, it could be plugged into the regressions to see how it would affect the amenity values.

People often give government a great deal of credit for being able to affect individual well-being, either positively or negatively. According to this study, politicians may not have much of a direct influence on individual well-being. When variables with similar characteristics were grouped together and their differential values averaged, "policy" amenities were those dealing with infrastructure that could be directly altered through public policy decisions. "Policy" amenities ranked fourth out of five amenity groups. This was also the case for those who would require additional income to leave Missoula and those who would accept less income to move.

It was once believed that an individual’s quality of life depended mostly on his/her financial situation. The data in this paper indicated that this is not the case. The highest valued amenities, "family and friends," "outdoor recreation," "quality of people," and "scenery," had little to do with financial well-being. It is noteworthy that the top four amenities had been largely omitted in previous studies. The fact that these amenities were so important and had been absent in previous studies confirms the omitted variable bias fears of previous authors.

In addition to omitted variable bias, researchers using hedonistic regression analysis to value amenities have feared bias attributable to the nonexistence of equilibrium between the regions being studied. The equilibrium hypothesis was tested for Missoula and the thirty comparison cities and could not be rejected. Twenty-five out of the thirty comparison cities were not demonstratably in disequilibrium with Missoula. The wide confidence intervals that resulted from a small number of interviewees per city
may have led to the failure of the null hypothesis to be rejected, when in reality it might have been rejected had there been a larger sample size. This leaves room for an additional study to be done with more respondents. Four out of the five cities that were not in approximate equilibrium with Missoula had wage differentials that were below the confidence interval. As Table 6 shows, for 22 of the 30 cities the median amenity differential excluding “family and friends” exceeded the wage differential, and the mean amenity differential net of “family and friends” exceeded the wage differential for 26 of the 30 cities. This evidence suggests that Missoula’s amenities may be undervalued relative to some cities and, as a result, the area may experience some in-migration.

The fact that politicians may have little direct effect on individual well-being does not mean that they cannot affect it indirectly. According to Power and Barrett (2001) many residents of the Mountain West perceive state and federal policies intended to protect the environment as a bad thing. Such policies are thought to affect the profits of local natural resource industries, believed by many to be the source of good, high wage jobs. Forty-seven percent of the individuals surveyed listed “outdoor recreation” as important, placing an average value of $3,836 on it. The mean differential value placed on “scenery” was $1,626, and was listed as an important variable by 33 percent of respondents. The values and percentages placed on these amenities suggest that by defending the environment, the government is actually protecting and possibly improving the well-being of local individuals.

“The family and friends” is a unique amenity because it really only applies to the residents of the area being tested. As mentioned earlier, this variable creates an asymmetry in influential variables between residents and potential in-migrants. It is not
likely to have much of an affect on the typical non-Missoulian’s decision to move to the area, but would have a large affect on the typical Missoulian’s decision to leave. Fifty-eight percent of respondents listed “family and friends” as important, placing an average value of $3,806 on it. The importance of this variable coupled with the fact that many individuals would not be able to find a substitute for it elsewhere, indicates that many Missoulians may be mobile one-way only, in.

There were only three disamenities for the Missoula area: “job opportunities,” “entertainment,” and “cultural events.” “Job opportunities” was the only one of the three affecting an individual’s financial well-being. Almost 29 percent of the individuals surveyed listed “job opportunities” as important giving it a mean differential value of -$212. Despite the importance of this disamenity to some Missoulians, it may not be a good idea for politicians to try to increase the number of well-paying jobs. Increasing the number of well-paying jobs would allow more potential in-migrants to be able to afford to move to Missoula to enjoy the amenities. The percentage of new migrants taking these jobs would be even greater if individuals in the community do not have the skills to take the new high-wage jobs (Power and Barrett, 2001). This would increase the labor supply, thereby erasing any increase in real wages that had occurred as a result of the new jobs. The area would also experience an increased population, which could possibly adversely affect other amenities that ranked relatively high (e.g. “crime” and “population density”). It is also possible that people’s perception of the quality of people would change for the worse since individuals often feel that as the size of a town grows people become more impersonal. Those Missoulians living in Missoula before the new migrants arrived
would be limited in their ability to regain their original satisfaction by the one-way mobility described above and by the moving costs.

Graphs 5 and 6 compare the preference patterns of individuals preferring Missoula to individuals preferring the comparison cities. Both groups of individuals tended to agree on Missoula's top two or three amenities and disamenities. After the first few variables, the preference patterns began to deviate from each other. For example, individuals who preferred Missoula seemed to feel that "quality of people" and "population density" were more important amenities than the individuals who preferred the comparison cities. Where the two groups differed the most was on the amenities having the largest influence on their decision of how much income they would require to leave Missoula. The 85 percent of respondents who preferred Missoula to the comparison cities chose "active" amenities (e.g. "outdoor recreation" and "recreation") and "people" amenities (e.g. "family and friends," "quality of people") as the amenities most influential in their decision about how much income they would require to move. Individuals who selected the comparison cities over Missoula chose "passive" amenities such as "entertainment," and "natural" amenities like "climate" as the amenities that would play the biggest part in their moving decision. Respondents who said they would accept less income to move from Missoula, did so assuming away moving costs. These individuals would likely have moved from Missoula were it not for these costs. The results seem to indicate people vote with their feet and individuals with common interests move to areas that suit their preferences. Individuals who prefer Missoula like the area because their families and friends are here, they enjoy the outdoors, and they appear to like Missoula's small town atmosphere (i.e. its population density and the quality of its
people). Respondents preferring the comparison cities appeared to prefer amenities of which a bigger city would have more, such as “entertainment” and “job opportunities.” “Entertainment,” which includes such things as major league sporting events, was listed by 54.1 percent of these individuals.

The group that preferred the comparison cities consisted of 65 percent males, compared to 55 percent among those preferring Missoula. Also 61 percent of those who would accept less income to move were single compared to only 49 percent of the respondents who would require additional income to leave. Ninety-eight percent of those preferring Missoula were employed, while only 86 percent of those preferring the comparison cities had a job. Three percent fewer individuals preferred the comparison cities in the medium-income bracket and 4 percent more in the low-income bracket. It appears that more of the individuals preferring the comparison cities do not have to consult with a significant other when making the decision to move, and may either need a job, or not be satisfied with the one they have.

When the amenity values were regressed on the socioeconomic variables, “age” was the only variable which was always significant. The older the respondent the more value they placed on the local amenities. The smallest “age” coefficient was on “passive” amenities, and was but one-sixth of its next biggest coefficient. Older respondents placed almost twice as much value on “active” amenities as they did on “policy” amenities. Some conclusions that could be drawn from this information would be that as individuals age they are less concerned with money, schools, and being entertained, and would prefer to entertain themselves with such activities as hiking, fishing, and playing golf. University students tended to place relatively high values on
the local amenities, with the exception of "passive" amenities. So it is likely that university students choose to come to school here because they feel strongly about the local amenities, and/or the university has a large influence on their values once they get here. University students placed their highest values on "active" and "policy" amenities, implying that college students are very active both physically and in the community.

There were not many significant differences between males and females. In the aggregate, females placed more value on "policy" amenities than did males. Among those preferring the comparison cities, women placed a higher value on "people" amenities, and men placed a higher value on "active" amenities. Another interesting result was the negative sign on "howlong." The longer a respondent had lived in Missoula the less they valued the local amenities. This could mean that people take an area's attributes for granted the longer they remain.

The data in this study should be useful in both academic and political arenas, although there are probably more uses for it in politics. Local politicians should find it especially useful when trying to increase the well-being of individuals in their area, even if that means simply knowing what not to change. Politicians should also note that even though there were some amenities that received considerably more attention than others, overall, people's preferences for amenities were quite broad. Therefore, politicians should be cautious when focusing on particular amenities or disamenities they may want to change because, as was mentioned above, altering an amenity may have unfavorable repercussions which could actually decrease individual well-being. If this type of data were collected in cities around the country, many of the academic and political uses that were discussed in the literature review (Figlio, 1996) would apply. For example, the data
could possibly be used for helping to determine federal government salaries, transfer payments, or comparing wages in different cities across the country, “...since the dollar values compared may really be denominated in different units” (Figlio, 1996).

One weakness with the data in this study is that the amenity values are average values as opposed to marginal values, consequently they do not reflect how much wages will be affected when an amenity is altered. Nevertheless, the marginal values from previous studies would be no more useful in this manner considering the omitted variable bias they most likely experienced. How the marginal and average values of amenities compare is unknown. However, the statistically significant regression evidence that recent arrivals to Missoula place higher values on its amenities than long term residents suggests that the marginal values exceed the average values. This study has not only done a more thorough job of revealing which amenities are most important to local individuals, but it has also provided useful information that previous studies could not.
## TABLE 1
Descriptive Statistics

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>% OF TOTAL DIFFERENTIAL</th>
<th>MEAN DIFFERENTIAL VALUE</th>
<th>% OF INDIVIDUALS LISTING VARIABLE AS IMPORTANT</th>
<th>CONDITIONAL MEDIAN</th>
<th>CONDITIONAL MEAN</th>
<th>CONDITIONAL STANDARD DEVIATIONS</th>
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<tbody>
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<td>$19,850</td>
<td>$11,700</td>
<td>$3,000</td>
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<td>Outdoor Recreation*</td>
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<td>$3,836</td>
<td>47.2%</td>
<td>$3,806</td>
<td>58.4%</td>
<td>24,079.93</td>
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<td>Family &amp; Friends*</td>
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<td>$3,806</td>
<td>58.4%</td>
<td>$4,013</td>
<td>64.0%</td>
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<td>Quality of People*</td>
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<td>$1,793</td>
<td>28.2%</td>
<td>$2,640</td>
<td>33.0%</td>
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<td>Scenery*</td>
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<td>$1,626</td>
<td>33.0%</td>
<td>$2,000</td>
<td>47.2%</td>
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<td>27.8%</td>
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<td>27.8%</td>
<td>$1,500</td>
<td>33.0%</td>
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<td>$1,500</td>
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<td>6,983.58</td>
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</table>

NOTE: See attached survey for amenity definitions
* indicates amenity was usually omitted in previous literature
Conditional values calculated using only the values for those listing a variable as important
<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>Mean % OF TOTAL DIFFERENTIAL</th>
<th>MEAN DIFFERENTIAL VALUE</th>
<th>% LISTING VARIABLE AS IMPORTANT</th>
<th>Mean % OF TOTAL DIFFERENTIAL</th>
<th>MEAN DIFFERENTIAL VALUE</th>
<th>% LISTING VARIABLE AS IMPORTANT</th>
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<tbody>
<tr>
<td>Amenity Bundle</td>
<td>22.73%</td>
<td>$4,510</td>
<td>61.7%</td>
<td>4.47%</td>
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<td>Family &amp; Friends</td>
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<td>48.8%</td>
<td>2.84%</td>
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<tr>
<td>Outdoor Recreation</td>
<td>7.59%</td>
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<tr>
<td>Scenery</td>
<td>7.54%</td>
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<td>0.74%</td>
<td>$69</td>
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<td>Quality of People</td>
<td>7.32%</td>
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<td>20.3%</td>
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</table>

NOTE: See attached survey for amenity definitions
Mean % of Total Differential is the average percentage of the total differential that individuals placed on an amenity
Median values in parentheses
<table>
<thead>
<tr>
<th>GROUPS</th>
<th>AMENITIES</th>
<th>MEAN Dif.</th>
<th>MEAN Dif.: Those Who Prefer Missoula</th>
<th>MEAN Dif.: Those Who Prefer Comparison Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Amenities</td>
<td>Outdoor Recreation and Recreation</td>
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<td>2573</td>
<td>-277</td>
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<tr>
<td>People Amenities</td>
<td>Family &amp; Friends, Cultural Diversity, Quality of People, and Political Atmosphere</td>
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<td>1739</td>
<td>-102</td>
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<tr>
<td>Natural Amenities</td>
<td>Climate, and Scenery</td>
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<td>1098</td>
<td>-378</td>
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<tr>
<td>Policy Amenities</td>
<td>University, Transportation, Quality of Schools, Health Care, Job Opportunities, Cost of Living, Air Quality, Crime, and Population Density</td>
<td>629</td>
<td>772</td>
<td>-191</td>
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<tr>
<td>Passive Amenities</td>
<td>Entertainment and Cultural Events</td>
<td>-29</td>
<td>107</td>
<td>-808</td>
</tr>
</tbody>
</table>

NOTE: See attached survey for amenity definitions

MEAN Dif. Values are the averages of the mean differential values for all amenities in the group
<table>
<thead>
<tr>
<th>Cities</th>
<th>Median Dif. Values (Murphy)</th>
<th>Mean Dif. Values (Murphy)</th>
<th>Gyourko &amp; Tracy</th>
<th>Murphy w/Gyourko Variables</th>
<th>Blomquist et al.</th>
<th>Murphy w/Blomquist Variables</th>
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<td>Louisville, KY</td>
<td>25</td>
<td>17</td>
<td>16</td>
<td>12</td>
<td>21</td>
<td>15</td>
</tr>
<tr>
<td>Harrisburg, PA</td>
<td>26</td>
<td>13</td>
<td>11</td>
<td>26</td>
<td>9</td>
<td>21</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>27</td>
<td>1</td>
<td>26</td>
<td>6</td>
<td>18</td>
<td>3</td>
</tr>
<tr>
<td>San Diego, CA</td>
<td>28</td>
<td>9</td>
<td>1</td>
<td>10</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Cheyenne, WY</td>
<td>29</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reno, NV</td>
<td>30</td>
<td>4</td>
<td>10</td>
<td>16</td>
<td>2</td>
<td>11</td>
</tr>
</tbody>
</table>

NOTE: Cities ranked using mean differential values
2nd column displays rankings of comparison cities, using median differential values from this study. 3rd column contains rankings using mean differential values from this study. Columns 4 & 6 with just authors' names have rankings of cities from the corresponding study. Columns 5 & 7 contain rankings using variables from this study which were substituted for similar variables from the authors' study.
### TABLE 5
Murphy Amenities & Corresponding Amenities from Previous Studies

<table>
<thead>
<tr>
<th>Variables (Murphy)</th>
<th>Gyourko &amp; Tracy</th>
<th>Blomquist et al.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population Density</td>
<td>SMSA Population</td>
<td>Central City</td>
</tr>
<tr>
<td>Crime</td>
<td>Violent Crime</td>
<td>Violent Crime</td>
</tr>
<tr>
<td>Cost of Living</td>
<td>Cost of Living</td>
<td></td>
</tr>
<tr>
<td>Climate</td>
<td>Precipitation, Cooling degree days, Heating degree days, Relative Humidity, Sunshine, and Windspeed</td>
<td>Precipitation, Humidity, Heating degree days, Cooling degree days, Wind Speed, &amp; Sunshine</td>
</tr>
<tr>
<td>Air Quality</td>
<td>Particulate Matter</td>
<td>Visibility and Total Suspended Particulates</td>
</tr>
<tr>
<td>Quality of Public Grade and High Schools</td>
<td>Student/teacher ratio</td>
<td>Teacher-Pupil Ratio</td>
</tr>
<tr>
<td>Health Care</td>
<td>Hospital Beds</td>
<td></td>
</tr>
<tr>
<td>Job Opportunities</td>
<td>Percentage working in other SMSA</td>
<td></td>
</tr>
<tr>
<td>Variables for which there was no substitute</td>
<td>Coast &amp; Fire Rating</td>
<td>Coast; Landfill Waste; Superfund Sites: &amp; Treatment, Storage, and Disposal Sites</td>
</tr>
<tr>
<td>City</td>
<td>MEDIAN TOTAL DIF. (W/O FAMILY &amp; FRIENDS)</td>
<td>95% Confidence Intervals for Median Total Dif. (W/O Family &amp; Friends)</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------</td>
<td>---------------------------------------------------------------------</td>
</tr>
<tr>
<td>Boise</td>
<td>10750</td>
<td>-1005 to 19205</td>
</tr>
<tr>
<td>Wichita</td>
<td>10333</td>
<td>-22902 to 37702</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>14301</td>
<td>-10323 to 24173</td>
</tr>
<tr>
<td>Columbus</td>
<td>9100</td>
<td>-11867 to 21867</td>
</tr>
<tr>
<td>Knoxville</td>
<td>9313</td>
<td>-13312 to 29934</td>
</tr>
<tr>
<td>Springfield</td>
<td>10440</td>
<td>2032 to 21968</td>
</tr>
<tr>
<td>ElPaso</td>
<td>6760</td>
<td>2868 to 14792</td>
</tr>
<tr>
<td>Dayton</td>
<td>12000</td>
<td>2667 to 18213</td>
</tr>
<tr>
<td>Tacoma</td>
<td>7800</td>
<td>1289 to 12231</td>
</tr>
<tr>
<td>Fresno</td>
<td>8938</td>
<td>2022 to 16458</td>
</tr>
<tr>
<td>Pueblo</td>
<td>6480</td>
<td>2729 to 9019</td>
</tr>
<tr>
<td>Des Moines</td>
<td>8830</td>
<td>-4690 to 15088</td>
</tr>
<tr>
<td>Rockford</td>
<td>9240</td>
<td>779 to 20581</td>
</tr>
<tr>
<td>Tucson</td>
<td>7800</td>
<td>469 to 17407</td>
</tr>
<tr>
<td>Pittsfield</td>
<td>5600</td>
<td>-48813 to 60013</td>
</tr>
<tr>
<td>Lincoln</td>
<td>7400</td>
<td>-11580 to 20540</td>
</tr>
<tr>
<td>Goldsboro</td>
<td>9833</td>
<td>4184 to 11850</td>
</tr>
<tr>
<td>Tulsa</td>
<td>8017</td>
<td>3585 to 10115</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>8311</td>
<td>-2919 to 23585</td>
</tr>
<tr>
<td>Richmond</td>
<td>5199</td>
<td>-3148 to 21773</td>
</tr>
<tr>
<td>Saginaw</td>
<td>5874</td>
<td>-1082 to 8882</td>
</tr>
<tr>
<td>Ft. Wayne</td>
<td>7500</td>
<td>3674 to 11326</td>
</tr>
<tr>
<td>Bangor</td>
<td>6850</td>
<td>1447 to 14153</td>
</tr>
<tr>
<td>Rochester</td>
<td>5512</td>
<td>-45626 to 56650</td>
</tr>
<tr>
<td>Louisville</td>
<td>5000</td>
<td>6705 to 21897</td>
</tr>
<tr>
<td>Harrisburg</td>
<td>6925</td>
<td>3187 to 18313</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>6000</td>
<td>668 to 11332</td>
</tr>
<tr>
<td>San Diego</td>
<td>4480</td>
<td>4839 to 14827</td>
</tr>
<tr>
<td>Cheyenne</td>
<td>10680</td>
<td>1484 to 14116</td>
</tr>
<tr>
<td>Reno</td>
<td>3800</td>
<td>2533 to 10427</td>
</tr>
</tbody>
</table>

**AVERAGES**  
7969  
15374  
3426

**Note:** Wage differential values calculated for comparison city relative to Missoula.

* = city value within 95% confidence interval for median values without family and friends (implies approximate equilibrium between Missoula & given city)

** = city value within 95% confidence interval for mean values without family and friends (implies approximate equilibrium between Missoula & given city)

*** = city value within 95% confidence intervals for both mean & median values without family & friends
<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>DEFINITION</th>
<th>Require</th>
<th>Natural Amenities</th>
<th>People Amenities</th>
<th>Active Amenities</th>
<th>Passive Amenities</th>
<th>Policy Amenities</th>
</tr>
</thead>
<tbody>
<tr>
<td>REQUIRE</td>
<td>The amount an individual would require (accept) to move from Missoula to the given location.</td>
<td>-</td>
<td>Not Applicable</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>AGE</td>
<td>Individual's age at time of survey</td>
<td>1203.0***</td>
<td>219.67***</td>
<td>223.27***</td>
<td>398.87***</td>
<td>33.173*</td>
<td>203.96***</td>
</tr>
<tr>
<td>MARRIED</td>
<td>dichotomous, 1 if married at time of survey</td>
<td>-1274.4*+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SINGLE</td>
<td>dichotomous, 1 if single, as contrasted with residing with roommate(s) at time of survey</td>
<td>4351.8**+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>UNIVMT</td>
<td>dichotomous, 1 if University of Montana is or was a motivation for moving to Missoula (includes technical school)</td>
<td>6080.0**</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2411.8**</td>
</tr>
<tr>
<td>ENROLL</td>
<td>dichotomous, 1 if enrolled at the University</td>
<td>31414***</td>
<td>2520.2**</td>
<td>4368.1***</td>
<td>13487***</td>
<td>-</td>
<td>9034.7***</td>
</tr>
<tr>
<td>ENPLOY</td>
<td>dichotomous, 1 if employed at time of survey</td>
<td>1677.3**</td>
<td>822.51***</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>WORKHRS</td>
<td>Average number of hours worked per week</td>
<td>581.98***</td>
<td>87.44**</td>
<td>237.6***</td>
<td>-</td>
<td>-</td>
<td>152.31***</td>
</tr>
<tr>
<td>HOWLONG</td>
<td>Number of Years Individual had lived in Missoula</td>
<td>-454.23**</td>
<td>-122.76**</td>
<td>-</td>
<td>-</td>
<td>-201.17**</td>
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</tr>
<tr>
<td>LOWINC</td>
<td>dichotomous, 1 if income below $20,000</td>
<td>-10069*+</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-5285.9***+</td>
</tr>
<tr>
<td>MEDINC</td>
<td>dichotomous, 1 if income between $20,000 &amp; $50,000</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-3592.9***+</td>
</tr>
<tr>
<td>SEX</td>
<td>dichotomous, 1 if male</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-2027.7*</td>
</tr>
</tbody>
</table>

**NOTE:** * = statistically significant at the 10% level  
** = statistically significant at the 5% level  
*** = statistically significant at the 1% level  
+ = significantly different from zero
## TABLE 8

Results of Amenity Values for Those who Preferred Missoula over the Comparison Cities, Regressed on Socioeconomic Variables

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>DEFINITION</th>
<th>Require</th>
<th>Natural Amenities</th>
<th>People Amenities</th>
<th>Active Amenities</th>
<th>Passive Amenities</th>
<th>Policy Amenities</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGE</td>
<td>Individual's age at time of survey</td>
<td>1272.7***</td>
<td>218.13***</td>
<td>234.92***</td>
<td>407.12***</td>
<td>33.36*</td>
<td>231.85***</td>
</tr>
<tr>
<td>MARRIED</td>
<td>dichotomous, 1 if married at time of survey</td>
<td>-1505.2**+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SINGLE</td>
<td>dichotomous, 1 if single at time of survey</td>
<td>4957.2**+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EDUCAT</td>
<td>Number of Years of Education Individual had</td>
<td>-1563.9*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UNIVMT</td>
<td>dichotomous, 1 if University of Montana is or was a motivation for moving to Missoula (includes technical school)</td>
<td></td>
<td>1820.5*</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>ENROLL</td>
<td>dichotomous, 1 if enrolled at the University</td>
<td>33016***</td>
<td>2605**</td>
<td>4476.3***</td>
<td>14210***</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ENPLOY</td>
<td>dichotomous, 1 if employed at time of survey</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WORKHRS</td>
<td>Average number of hours worked per week</td>
<td>685.38***</td>
<td>104.01**</td>
<td>261.38***</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOWLONG</td>
<td>Number of Years Individual had lived in Missoula</td>
<td>-565.19***</td>
<td>-137.39**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOWINC</td>
<td>dichotomous, 1 if income below $20,000</td>
<td>-13995***+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDINC</td>
<td>dichotomous, 1 if income between $20,000 &amp; $50,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>-6162.9***+</td>
<td></td>
</tr>
</tbody>
</table>

NOTE: * = statistically significant at the 10% level  
** = statistically significant at the 5% level  
*** = statistically significant at the 1% level  
+ = significantly different from zero
<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>DEFINITION</th>
<th>Natural Amenities</th>
<th>People Amenities</th>
<th>Active Amenities</th>
<th>Policy Amenities</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGE</td>
<td>Individual's age at time of survey</td>
<td>184.64**</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WORKHRS</td>
<td>Average number of hours worked per week</td>
<td></td>
<td>62.335*</td>
<td></td>
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</tr>
<tr>
<td>HOWLONG</td>
<td>Number of Years Individual had lived in Missoula</td>
<td>-115.37***</td>
<td>-54.898**</td>
<td>146.7***</td>
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</tr>
<tr>
<td>LOWINC</td>
<td>dichotomous, 1 if income below $20,000</td>
<td>2161.8**+</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEX</td>
<td>dichotomous, 1 if male</td>
<td></td>
<td>-1369.2**</td>
<td>834.63*</td>
<td></td>
</tr>
</tbody>
</table>

NOTE: * = statistically significant at the 10% level  
** = statistically significant at the 5% level  
*** = statistically significant at the 1% level  
+ = significantly different from zero
GRAPH 1

Total Differential Values for all Respondents

Number of Responses

-20000  -10000  0  10000  20000  30000  40000  50000  60000  70000

$
Graph 2

Total Differential Values for Respondents who Preferred Missoula

Number of Responses

$ -20000 -10000 0 10000 20000 30000 40000 50000 60000 70000

0 20 40 60 80 100 120
Graph 3

Total Differential Values for Respondents who Preferred Comparison Cities

Number of Responses

$-20000$ $-10000$ $0$ $10000$ $20000$ $30000$ $40000$ $50000$ $60000$ $70000$

$120$ $100$ $80$ $60$ $40$ $20$ $0$
Outdoor Recreation Differential Values for Respondents
Listing Amenity as Important

Graph 4
Graph 5

Family and Friends Differential Values for Respondents
Listing Amenity as Important

Number of Responses

<table>
<thead>
<tr>
<th>$</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>-4000</td>
<td>10</td>
</tr>
<tr>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>4000</td>
<td>60</td>
</tr>
<tr>
<td>8000</td>
<td>40</td>
</tr>
<tr>
<td>12000</td>
<td>20</td>
</tr>
<tr>
<td>16000</td>
<td>10</td>
</tr>
<tr>
<td>20000</td>
<td>5</td>
</tr>
<tr>
<td>24000</td>
<td>2</td>
</tr>
<tr>
<td>28000</td>
<td>1</td>
</tr>
<tr>
<td>More</td>
<td>5</td>
</tr>
</tbody>
</table>

54
% of Respondents Listing Positive Values for Amenities

% of Respondents Listing Variable as Important

- Family & Friends
- Outdoor Rec.
- Qual. of People
- Pop. Density
- Scenery
- Crime
- Climate
- Cost of Living
- University
- Job Opps
- Recreation
- Entertainment
- Arquity
- Health Care
- Qual. of Schools
- Political Atmosphere
- Cultural Div.
- Culture
- Transportation

- Respondents Preferring Comparison Cities
- Respondents Preferring Missoula
GRAPH 7

% of Respondents Listing Negative Values for Amenities

% of Respondents Listing Variable as Important

- Entertainment
- Job Opt.
- Climate
- Recreation
- Scenery
- Farm. & Friends
- Culture
- Outdoor Rec.
- Cost of Living
- Cultural Div.
- Pop. Density
- Qual. of People
- Political Atmosphere
- University
- Transportation
- Qual. of Schools
- Crime
- Affluence
- Health Care

- Respondents Preferring Missoula
- Respondents Preferring the Comparison Cities
In this project we are comparing Missoula to other locations as a place to live and work. To do this I will be asking you to consider living somewhere other than here. This information is completely confidential and will be used only to determine statistical information such as the average.

I will be asking you to consider moving to ___________________.
Here is some information about both ___________________ and Missoula.

Please assume that your moving costs would be taken care of. Moving costs include: packing your possessions, transporting them and members of your family including pets, and paying any real estate commission. It would not include different housing prices.

Now consider your current amount of take-home income. Take-home income includes: employment income, retirement benefits, trust funds, Social Security and any other form of government payments, interest, money from other family members or relatives, and money from any other source not mentioned above.

Think about how much more or less take-home income you would require to move to ___________________.

1. If you would require more take-home income to move to ____________, then how much more would you require? ________________
   Is that amount: weekly ______
   every two weeks ______
   monthly ______
   annually ______

(If you would require less take-home income to consider moving to _______ please skip to #4)

Now please consider the list of amenities and choose up to four that would be most influential in making you choose Missoula over __________. Write these in the blanks below.

2. Now apportion the amount from #1 among the amenities that you have chosen. If you have any left over please put that amount next to the "All other reasons" category. Please make sure that the amounts you apportion add up to the total from #1.

   1. __________________ amount: ________
   2. __________________ amount: ________
   3. __________________ amount: ________
   4. __________________ amount: ________
   5. All other reasons amount: ________

Total (from #1) amount: ________
3. Please look over the list of amenities one more time. Is there one or more of these if considered by themselves that may lead you to prefer ____________ over Missoula? If so, please list them below. Then estimate the amount that each, considered alone, would lessen the figure you listed in #1.

   1. ___________________ amount: ________
   2. ___________________ amount: ________
   3. ___________________ amount: ________
   4. ___________________ amount: ________

   Total amount: ________

(skip to #7)

4. If you would require less take-home income to move to ________________, then how much less would you require? ________________

   Is that amount:  weekly_____
   every two weeks_____
   monthly_____
   other_____

Now please consider the list of amenities and choose up to four that would be most influential in making you choose ____________ over Missoula. Write these in the blanks below.

5. Now apportion the amount from #4 among the amenities that you have chosen. If you have any left over please put that amount next to the “All other reasons” category. Please make sure that the amounts you apportion add up to the total from #4.

   1. ___________________ amount: ________
   2. ___________________ amount: ________
   3. ___________________ amount: ________
   4. ___________________ amount: ________
   5. All other reasons amount: ________

   Total (from #4) amount: ________
6. Please look over the list of amenities one more time. Is there one or more of these if considered by themselves that may lead you to prefer Missoula over ________________? If so, please list them below. Then estimate the amount that each, considered alone, would lessen the figure you listed in #4.

   1. __________________ amount: ________
   2. __________________ amount: ________
   3. __________________ amount: ________
   4. __________________ amount: ________

   Total amount: ________

7. Your age_____

8. Gender: Male_____ Female_____

9. Marital status: Married_____ Single_____ Other_____ 

10. Years of formal education (e.g. high school grad = 12)_____

11. Was/is attending the University of Montana a motivation for being in Missoula? (This includes the votech) Yes_____ No_____ 

12. If you answered Yes to question #11, are you currently enrolled? Yes_____ No_____ 

13. Are you currently employed or self employed for compensation? Yes_____ No_____ 

14. If you answered Yes to question #13, what is the average amount of hours you work per week?__________ 

15. Your yearly take-home income, as defined above:

   Less than $20,000_____
   $20,000 - $50,000 _____
   Over $50,000 ______ 

16. Do you: Own_____ or rent_____ 

17. How long have you resided in Missoula?_______________ 

_________________ First Name (Optional)  Date of Interview: ____________
_________________ Phone Number (Optional)  Neighborhood #: ____________

Interviewer:_________________  Address:_________________
Amenities

- Climate
- Crime
- Outdoor Recreation involving natural surroundings (includes: hiking, fishing, hunting, rafting, skiing, camping, boating, and swimming)
- Recreation (includes: tennis, golf, softball, parks, sporting events, and major league sporting events)
- Entertainment (includes: sporting events, movie theatres, good restaurants, good nightlife, zoos, aquariums, and family theme parks)
- University (existence of local colleges, universities, and trade & technical schools)
- Air Quality
- Population Density
- Scenery
- Family and Friends
- Transportation (includes: inner-city public transportation, national highways, air service, passenger rail service)
- Cultural Diversity
- Job Opportunities
- Quality of People (includes: friendliness and helpfulness of strangers)
- Quality of public grade and high schools
- Health Care
- Cost of Living (includes: average house prices, utilities, property taxes, college tuition, food at home, health care, and transportation)
- Political Atmosphere (includes: liberal, middle of the road, conservative)
- Cultural Events (includes: theatre plays and musicals, symphonies and orchestras, operas, museums, and art galleries)
Boise, Idaho

Population (metro area): 435,931
Unemployment rate: 3.9%
Violent Crimes per 100,000 People: 64.46
Cost of Living: 3.2% below the national average
Average January Daily Temperature: 29
Average July Daily Temperature: 74
Average Annual Precipitation: 12.11 inches
Average Annual Snowfall: 20.9 inches
Median Single-Family Home Sale Price: $118,100
Personal Income per Person: $28,329
Student/teacher ratio: 18.7
People per Physician: 775.68

Boise is the Idaho state capital, and is located approximately 45 miles east of the Oregon border. Boise sits in the Treasure Valley near the foothills of the western edge of the Rocky Mountains and the Boise River runs through the middle of downtown. Boise is known for its many outdoor recreational opportunities, such as: world famous white water rafting, both downhill and cross-country skiing, hunting, fishing, backpacking, and camping. However, it also offers many cultural events, as well as public art and galleries. Boise is the home of Boise State University, ITT technical institute, and Idaho State University – Boise branch.

Missoula, Montana

Population (metro area): 96,009
Unemployment rate: 3.6%
Violent Crimes per 100,000 People: 167.69
Cost of Living: 24% below the national average
Average January Daily Temperature: 23
Average July Daily Temperature: 69
Average Annual Precipitation: 13.46 inches
Average Annual Snowfall: 46.3 inches
Median Single-Family Home Sale Price: $126,500
Personal Income per Person: $24,111
Student/teacher ratio: 15.8
People per Physician: 502.67

REFERENCES


_____. *County and City Data Book (13th edition)*, Washington DC, 2001


