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INSTITUTE FOR PUBLIC POLICY  
AND BUSINESS RESEARCH

TECHNICAL REPORT SERIES

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*Barton County Citizen Survey:  
Survey Analysis*

*by*

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December 1992

Report No. 16

## Acknowledgements

The Kansas Center for Community Economic Development (KCCED) is funded by a grant from the Economic Development Administration of the U.S. Department of Commerce. KCCED is a joint university center between the Institute for Public Policy and Business Research at the University of Kansas and the Kansas Center for Rural Initiatives at Kansas State University. The statements, findings, and conclusions of this report are those of the author and do not necessarily reflect the views of the U.S. Government, the University of Kansas, or any other individual or organization.

*Special thanks to* the staff at the Kansas Center for Community Economic Development and the Institute for Public Policy and Business Research that provided assistance with this analysis: Dan Roehler, Coordinator - Strategic Planning; Dr. Charles E. Krider, Co-Director; Dr. Steven Maynard-Moody, Director of Public Policy Research, IPPBR; Shakura Jackson, Secretary, IPPBR; and Amy Bush-Enos, Keyboard Operator, IPPBR. KCCED also wishes to acknowledge the efforts of ASI Market Research, Inc. for administering the telephone survey and compiling the data for analysis.

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## EXECUTIVE SUMMARY

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In October, 1992, a telephone survey was conducted in Barton County as part of its strategic planning effort. The survey was developed by the steering group for the Barton County Strategic Plan and the Kansas Center for Community Economic Development (KCCED) at the University of Kansas. It was administered by ASI Market Research, Inc., Great Bend. The data were then sent to KCCED for analysis.

Survey participants were randomly selected from a list of 4,800 telephone numbers in Barton County. The number of phone numbers was balanced by place of residence in the county. The number of surveys completed was 407 for a response rate of 35 percent. This low response rate indicates a potential for bias in the survey results and should be recognized when generalizing the results to the population of Barton County. Statistical analysis was conducted that compared selected characteristics of the survey population with the population of Barton County. This analysis indicated statistically meaningful differences for the following variables: gender (males under-represented and females over-represented) and education level (high school over-represented and associate degree/some college under-represented). Statistical analysis was also conducted to determine differences in responses based on place of residence, age group and educational level.

Overall, key findings from the survey include the following:

### *Demographic Data*

- The majority of the respondents were from Great Bend (52%) and rural Barton County (25%).
- Eight-six percent of the respondents have lived in Barton County for over 10 years.
- The majority of respondents were employed with 53 percent working for someone and 12 percent self-employed.
- Forty percent of the respondents were 25-44 years old and 21 percent were over 65.
- The majority of the respondents were female (67%).
- Under the highest level of educational attainment, 44 percent indicated they had achieved a high school degree. The next largest educational category was associate degree/some college with 20 percent.

### *Aspects of Community Life*

- The top five aspects of community life in Barton County, as indicated by a "very good" response rating, were: Barton County Community College (30%), elementary schools (29%), high school (19%), medical services and facilities (17%), and the environment (16%).
- The top five aspects of community life in Barton County, as indicated by the combined rating of "very good"/"good", were: elementary schools (82%), Barton County Community College (80%), high schools (75%), the environment (73%), and safety and security (71%).
- The five aspects most frequently rated "poor" were: number of jobs (45%), quality of jobs (35%), services for youth (30%), number of stores (25%) and recreation/entertainment (25%).
- While the survey results suggest a general attitude that quality of life in Barton County is very good, a concern was indicated for the business environment and commitment capacity of the county. Not all aspects of the quality of life are considered good. A strong concern was

displayed for housing, recreation/entertainment, and services for youth.

- The county opinion was split on whether or not Barton County in the past five years has changed for the "better"/"much better" (31%), the "worse"/"much worse" (33%) or not changed (28%).

#### ***Economic Development Strategies***

- The top five strategies for Barton County to pursue based on the frequency of a "very important" rating were: attraction of business and industry (88%), retention and expansion of business and industry (83%), development of programs to retain young people (83%), development of a well-trained, skilled work force (82%) and new business assistance (77%).
- When "very important" and "somewhat" important ratings were combined, ALL sixteen strategies were considered important by at least 83 percent of the respondents.
- The three strategies considered the least important to Barton County's future, as indicated by a combined "not very important" and "not at all important" rating, were: business and government partnerships (14%), retail assistance (9%) and Barton County leadership program (8%).
- Seventy-one percent of the survey respondents considers the development of an aggressive economic development strategy for Barton County "very important".

#### ***Implementation of Economic Development***

- The survey indicates that economic development should not be the responsibility of just one group in the county, but rather several groups must work together to implement the strategies. Those groups are: county government (74%), local businesses (71%), city government (69%), and business/government partnerships (66%).
- Most of the county supports increasing (50%) or keeping (38%) the funding levels for economic development.

#### ***Financial Environment***

- The majority of those responding to survey indicated banks as their primary depositor (79%) and lender (63%).
- The majority of the survey respondents feel that Barton County banks are doing "very well" to "well" in addressing the credit needs of businesses (66%) and homeowners (67%).

#### ***Statistical Difference by Place of Residence***

- In general, responses from Great Bend residents compared to responses from residents that live in rural Barton County did not differ.
- Significant variations in responses were found for only two variables:
  - ▶ the quality of medical services and facilities; and,
  - ▶ the importance of the strategy to improve highway, rail and air connections.

#### ***Statistical Difference by Age Group***

- Meaningful variations in responses were found more frequently for age group comparisons than were found by place of residence and educational attainment level.
- Meaningfully different quality ratings were found based on age (16 to 44 year old, 45 to 64 year old, and 65 and older) for these nine aspects of community life - history and culture, housing quality, quality of stores, image of Barton County, housing availability, local government, recreation/entertainment, number of stores, and number of jobs.
- Age influenced the importance of the following three strategies to Barton County's future:
  - ▶ develop and expand medical services,

- ▶ improve highway, rail and air connections, and
- ▶ improve the quality of life for seniors.
- Age was also found to influence the following variables:
  - ▶ the assignment of responsibility to business and government partnerships;
  - ▶ the support for increased funding levels for economic development; and,
  - ▶ interaction with the financial environment in Barton County.

*Statistical Difference by Educational Attainment Level*

- In general, the responses did not differ in any statistically meaningful way based on the educational attainment level of the respondent. The exceptions are listed below.
- The quality ratings for the environment and quality of jobs statistically differed based on the educational attainment of the respondent.
- The importance ratings of the following two strategies were found to be statistically different based on education of the respondent:
  - ▶ improve highway, rail, and air connections and
  - ▶ improve the quality of life for seniors.
- The support for funding levels for economic development differed based on educational attainment.
- The use of banks, credit unions and "other" financial institutions differed based on the educational level of the respondent.

# *Barton County Citizen Survey: Survey Analysis*

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## INTRODUCTION

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### **Background**

The Kansas Center for Community Economic Development (KCCED) at the University of Kansas was contacted by the steering committee for the Barton County Strategic Plan to assist in the development and analysis of a citizen telephone survey for Barton County. The purpose of the survey was to provide citizen input into the strategic planning process underway in the county.

Collection of community attitudes is a critical component of the economic development planning process for two reasons. First, it taps into individual and community-wide opinions about the economic and social changes taking place in a community. In other words, it broadens that base of opinion as to the key issues that the process should target. Second, it identifies those economic development strategies which the community is most likely to support and encourage.

### **Procedures**

The survey instrument was developed by KCCED in conjunction with the strategic planning steering committee (**Appendix 1**). ASI Market Research in Great Bend administered the survey and sent the data to KCCED for analysis.

A random list of 4,800 telephone numbers for Barton County was generated by Donnelley Marketing, Connecticut. The following quotas were set for place of residence: 210 Great Bend, 40 Hoisington, 30 Ellinwood, 10 Claflin, 5 Pawnee Rock, 5 Albert, and 100 balance of the county, for a total quota of 400 completed surveys. Once the quota was met for a particular place of residence, the interview was terminated.<sup>1</sup> Interviews were also terminated if the respondent was not in the acceptable age group of "16 and Older".

ASI Market Research completed 407 surveys. The response rate for the survey was 35 percent.<sup>2</sup> This low response rate has a greater potential for bias; therefore, KCCED examined how well the sample reflects the population of Barton County by looking at the following demographic variables: place of residence, gender, age, and education level of the population.

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<sup>1</sup>Note that 232 quota filled incidents occurred.

<sup>2</sup>The formula used to calculate response rate was: the number of completed surveys divided by the number of completed surveys plus the number of refusals ( $407/(407+758)=.3494$ ).



A Z-test for difference of sample and population proportions was conducted to determine if a statistically significant difference existed in the proportions found in the survey versus the proportion that exists in the Barton County population.<sup>3</sup> The following results of the statistical findings include:<sup>4</sup>

- for **place of residence**, no statistical difference was found for any of the locations;
- for **age of the respondents**, no statistically significant difference was found for any age groups;
- for **gender of the respondents**, statistically significant differences were found for both female and male with females being over-represented in the sample and males being under-represented (**this pattern is common in surveys**);
- for **highest level of educational attainment**, a statistically significant difference was found for "high school" and "associate degree/some college" with the survey population over-represented by "high school" educational attainment level and under-represented by "associate degree/some college" educational attainment level.

Based on the low response rate and the statistical differences found in the demographic variables, caution must be used in interpreting the results of this survey to the entire population of Barton County. While this was a random sample, the potential for bias does exist based on gender and education level.

Statistical analysis was also conducted to determine if responses varied based on place of residence, age, and educational attainment level. Chi square analysis was used to compare the responses of the selected groups.<sup>5</sup>

The following report discusses the results of the 407 completed surveys, covering the following areas:

- demographic data on the survey respondents,
- aspects of community life: quality ratings and change,
- economic development strategies: relative importance and aggressiveness,
- implementation: responsibility and funding,
- financial environment in Barton County, and
- statistical comparison of selected variables.

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<sup>3</sup>The absolute value of Z greater than 1.96 would indicate a statistically meaningful difference; i.e., the probability that this would have occurred is less than 5 times out of 100.

<sup>4</sup>In the administration of the survey, representation was sought only for place of residence. No quotas were set for the other population characteristics.

<sup>5</sup>Chi square provides a simple test based on the difference between observed and expected frequencies. The chi square for  $p=.05$  was used to determine if a statistically meaningful difference existed. A standard chi-square distribution table was used to determine the chi-square cutoff points.

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## RESULTS

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### Demographic Data

The survey respondents were asked a series of background questions relating to their place of residence, length of residence, employment status, age, gender, and education (Tables 1-6). The key demographic findings include:

- *Place of Residence.* The survey population consisted of 407 residents of Barton County. A balance by place of residences was sought in the administration of the survey and participation from residents of the cities and the county is representative of Barton County's population (Table 1). Residents of Great Bend comprised 52 percent of the total sample, while the majority of the other respondents lived in rural areas outside of a city (25%), Hoisington (10%), and Ellinwood (8%).
- *Length of Residence.* Most of the respondents (86%) have lived in Barton County for more than ten years (Table 2).
- *Employment Status.* The majority of those sampled are in the work force with 53 percent employed and 12 percent self-employed (Table 3). Twenty percent indicated they were retired. Eleven percent said they were not employed.
- *Age.* In terms of age, individuals who were 25-44 years old represented 40 percent of the total sample and 21 percent were over 65 (Table 4). Only 6 percent of those responding were 16-24 years old.<sup>6</sup>
- *Gender.* Females are over-represented (and males are under-represented) in the sample population (Table 5). The 1990 Census has Barton County with 52 percent of its population female. The survey sample has 67 percent female. Based on statistical analysis, this difference is considered statistically significant.
- *Educational Attainment.* Those individuals that indicated a high school degree as their highest level of educational attainment comprise 44 percent of the survey sample (Table 6). This proportion is considered statistically different from the proportion found in Barton County's 1990 population. Individuals that indicated they had completed some college or held an associate degree comprised 20 percent of the survey. This proportion is also considered statistically different from the proportion found in Barton County's population. The statistical analysis indicates that those with high school degrees are over-represented and those with some college/associate degree are under-represented in the survey sample.

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<sup>6</sup>A Z-value of 1.93 was calculated for this age category based on the Z-test for proportions. A Z-value of 1.96 is needed to indicate a statistically significant difference between the two proportions. Given the small number of cases (N=24), the 6 percent is not considered a statistically significant difference from the 15 percent.

**Table 1**  
**Place of Residence**  
**Responses for Total Sample**

| <u>Location</u> | <u>N</u> | <u>Survey</u> | <u>1990 Census</u> |
|-----------------|----------|---------------|--------------------|
| Great Bend      | 212      | 52.1%         | 52.5%              |
| Hoisington      | 40       | 9.8           | 10.8               |
| Clafin          | 10       | 2.5           | 2.3                |
| Ellinwood       | 31       | 7.6           | 7.9                |
| Albert          | 5        | 1.2           | 0.8                |
| Pawnee Rock     | 6        | 1.5           | 1.2                |
| Rural County    | 103      | 25.3          | 24.4               |

TOTAL=N=407

1990 Population=29,382

Source: *Barton County Citizen Telephone Survey*, October 1992, and U.S. Bureau of the Census, *1990 Decennial Census*.

**Table 2**  
**Length of Residence in Barton County**  
**Responses for Total Sample**

| <u>Years</u> | <u>N</u> | <u>Percent</u> |
|--------------|----------|----------------|
| 0 - 2        | 9        | 2.2%           |
| 2 - 4        | 15       | 3.7            |
| 5 - 10       | 32       | 7.9            |
| 10+          | 350      | 86.2           |

TOTAL=N=406

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 3**  
**Employment Status**  
**Responses for Total Sample**

| <u>Status</u>      | <u>N</u> | <u>Percent</u> |
|--------------------|----------|----------------|
| Employed           | 215      | 53.0%          |
| Self-employed      | 47       | 11.6           |
| Retired            | 81       | 20.0           |
| Student            | 4        | 1.0            |
| Not employed       | 45       | 11.1           |
| Seeking employment | 2        | 0.5            |
| Other/No Reply     | 12       | 3.0            |

TOTAL=N=406

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 4**  
**Age Range of Respondents**

| <u>Range</u> | <u>N</u> | <u>Survey</u> | <u>1990 15+ Pop</u> |
|--------------|----------|---------------|---------------------|
| 16-24        | 24       | 5.9%          | 15.2%               |
| 25-44        | 162      | 39.8          | 37.6                |
| 45-54        | 52       | 12.8          | 12.4                |
| 55-64        | 76       | 18.7          | 13.0                |
| 65 and older | 87       | 21.4          | 21.8                |
| No Response  | 6        | 1.5           |                     |

TOTAL=N=407

1990 Population over 15=22,526

Source: *Barton County Citizen Telephone Survey*, October 1992, and U.S. Bureau of the Census, *1990 Census of the Population*.

**Table 5**  
**Gender of Respondents**

| <u>Gender</u> | <u>N</u> | <u>Survey</u> | <u>1990 Census</u> |
|---------------|----------|---------------|--------------------|
| Male          | 134      | 32.9%**       | 48.2%              |
| Female        | 273      | 67.1 **       | 51.8               |

TOTAL=N=407

1990 Population=29,382

\*\*Statistically meaningful difference: the probability that this would have occurred is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992, and U.S. Bureau of the Census, *1990 Census of the Population*.

**Table 6**  
**Highest Level of Educational Attainment**

| <u>Level</u>                   | <u>N</u> | <u>Survey</u> | <u>1990 25+ Pop</u> |
|--------------------------------|----------|---------------|---------------------|
| Some high school               | 24       | 5.9%          | 11.8%               |
| High school                    | 179      | 44.0**        | 32.4                |
| Assoc. degree/<br>some college | 81       | 19.9**        | 32.0                |
| Bachelors degree               | 46       | 11.3          | 9.7                 |
| Graduate degree                | 30       | 7.4           | 3.9                 |
| Other/no reply                 | 47       | 11.5          |                     |

TOTAL=N=407

1990 Population over 25=19,104

\*\*Statistically meaningful difference: the probability that this would have occurred is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992, and U.S. Bureau of the Census, *1990 Census of the Population*.

## Aspects of Community Life

*Quality Ratings.* Survey participants were asked to rate 23 aspects of life in their community either "very good", "good", "fair" or "poor" (**Table 7**). The top ten aspects of community life in Barton County as indicated by a "very good" rating were:

- 1 Barton County Community College (30%),
- 2 Elementary schools (29%),
- 3 High schools (19%),
- 4 Medical services and facilities (17%),
- 5 The environment (16%),
- 6 Safety and security (14%),
- 7 Services for the elderly (12%),
- 8 History and local culture (12%),
- 9 Physical appearance of the community (11%), and
- 10 Day care for children (10%).

When "very good" and "good" ratings are combined, the top ten aspects of community life in Barton County change to the following:

- 1 Elementary schools (82%),
- 2 Barton County Community College (80%),
- 3 High schools (75%),
- 4 The environment (73%),
- 5 Safety and security (71%),
- 6 Physical appearance of the community (68%),
- 7 Medical services and facilities (64%),
- 8 Services for the elderly (63%),
- 9 History and local culture (62%), and
- 10 Quality of housing (59%).

The aspects found in these two previous lists can be categorized as quality of life variables, which are those aspects concerned with cultural, artistic, recreational, environmental, educational and historical issues. Based on these results, it appears that the citizens of Barton County have a high regard for the quality of life in Barton County.

The ten aspects of community life most frequently rated "poor" were:

- 1 Number of jobs (45%),
- 2 Quality of jobs (35%),
- 3 Services for youth (30%),
- 4 Number of stores (25%),
- 5 Recreation, entertainment (25%),
- 6 Local government (19%),
- 7 Housing - price (19%),
- 8 Housing - availability (15%),
- 9 Cooperation within Barton County (10%), and
- 10 Quality of stores (10%).

**Table 7**  
**Aspects of Community Life:**  
**Quality Ratings**  
**Responses for Total Sample**

| <u>Aspect of Community Life</u>         | <u>Very Good</u> |          |          | <u>Poor</u> | <u>DK</u> |
|---|------------------|----------|----------|-------------|-----------|
|   | <u>1</u>         | <u>2</u> | <u>3</u> | <u>4</u>    |           |
| <b>Barton County</b>                    |                  |          |          |             |           |
| Community College                       | 30.0%            | 50.4%    | 10.6%    | 3.7%        | 5.4%      |
| Elementary schools                      | 28.5             | 53.8     | 6.9      | 1.0         | 9.8       |
| High schools                            | 18.9             | 56.5     | 12.0     | 3.2         | 9.3       |
| Medical services and facilities         | 16.5             | 47.2     | 26.3     | 9.1         | 1.0       |
| The environment                         | 15.5             | 57.5     | 22.9     | 3.2         | 1.0       |
| Safety and security                     | 13.5             | 57.0     | 22.6     | 6.6         | 0.2       |
| Services for elderly                    | 12.0             | 51.1     | 22.6     | 6.6         | 7.6       |
| History and local culture               | 11.8             | 50.1     | 26.3     | 6.4         | 5.4       |
| Physical appearance of<br>the community | 11.1             | 57.2     | 25.6     | 5.9         | 0.2       |
| Day care for children                   | 10.1             | 44.0     | 19.7     | 5.4         | 20.9      |
| Image of Barton County                  | 8.6              | 49.6     | 31.9     | 8.8         | 1.0       |
| Quality of stores                       | 8.4              | 50.1     | 31.0     | 10.3        | 0.2       |
| Housing - Availability                  | 7.6              | 41.3     | 29.7     | 14.7        | 6.6       |
| Businesses                              | 6.9              | 48.6     | 36.1     | 7.9         | 0.5       |
| <b>Cooperation within</b>               |                  |          |          |             |           |
| Barton County                           | 5.7              | 40.8     | 37.1     | 10.3        | 6.1       |
| Housing - Quality                       | 4.9              | 54.1     | 32.9     | 5.4         | 2.7       |
| Housing - Price                         | 4.7              | 30.0     | 39.8     | 18.7        | 6.9       |
| Recreation, entertainment               | 4.7              | 30.2     | 38.1     | 24.6        | 2.5       |
| Services for youth                      | 3.7              | 25.1     | 32.7     | 30.0        | 8.6       |
| Number of stores                        | 3.4              | 30.0     | 39.3     | 25.3        | 2.0       |
| Local government                        | 2.5              | 37.1     | 38.1     | 18.7        | 3.7       |
| Quality of jobs                         | 1.2              | 22.1     | 37.6     | 35.1        | 3.9       |
| Number of jobs                          | 1.0              | 13.3     | 35.6     | 45.0        | 5.2       |

TOTAL=N=407

DK="Don't Know" or "No Reply"

Source: *Barton County Citizen Telephone Survey*, October 1992.

When the last two categories were combined, the ten aspects most frequently rated "fair" to "poor" were:

- 1 Number of jobs (81%),
- 2 Quality of jobs (73%),
- 3 Number of stores (65%),
- 4 Services for youth (63%),
- 5 Recreation, entertainment (63%),
- 6 Housing - price (59%),
- 7 Local government (57%),
- 8 Cooperation within Barton County (47%),

- 9 Housing availability (44%), and
- 10 Quality of stores (41%).

These ratings reflect a concern with the business environment found in the community and county, in particular, with the number and quality of jobs. The "fair"/"poor" ratings also indicate a concern with several commitment capacity aspects, such as local government and cooperation within the county. The commitment capacity of a community impacts the community's ability to provide assistance and support for businesses and economic development. While the respondents rate many quality of life aspects as "very good"/"good", weaknesses in the business environment and institutional capacity of the county will impact the county's quality of life. And, not all aspects of the quality of life are considered good. Work is needed on housing issues, recreational and entertainment opportunities and services for youth.

*Changes in Community over the last Five Years.* The county was fairly evenly split on whether or not Barton County in the past five years has changed for the better, the worse or not changed all (Table 8). The survey indicates the following perceptions regarding change:

- Change for the better/much better (31%),
- No change (28%), and
- Change for the worse/much worse (33%).

This lack of consensus about what kind of change has occurred may indicate that disparity exists within the county and that some are experiencing a decreased quality of life.

**Table 8**  
**Changes in Barton County**  
**Over the Past Five Years**  
**Responses for Total Sample**

| <u>Change</u> | <u>N</u> | <u>Percent</u> |
|---------------|----------|----------------|
| Much better   | 13       | 3.2            |
| Better        | 112      | 27.5           |
| No change     | 114      | 28.0           |
| Worse         | 109      | 26.8           |
| Much worse    | 27       | 6.6            |
| Don't know    | 32       | 7.8            |

Total=N=407

Source: *Barton County Citizen Telephone Survey*, October 1992.

## Economic Development Strategies

*Relative Importance.* Sixteen strategies were rated for their importance in developing the future for Barton County (Table 9). They were rated either "very important", "somewhat important", "not very important" or "not at all important". The top eight strategies based on the frequency of a "very important" rating were:

- 1 Attract businesses and industries to move to Barton County (88%),
- 2 Keep and expand present businesses (83%),
- 3 Develop programs to keep young people in Barton County (83%),
- 4 Develop a well-trained, skilled work force (82%),
- 5 Help new businesses get started (77%),
- 6 Promote cooperation among communities (75%),
- 7 Develop and expand medical services (72%), and
- 8 Re-train adult workers for new technologies (70%).

**Table 9**  
**Economic Development Strategies:**  
**Relative Importance to Barton County's Future**  
**Responses for Total Sample**

| <u>Strategy:</u>  | <u>Very Important</u> |          | <u>Not Important</u> |          | <u>DK</u> |
|---|-----------------------|----------|----------------------|----------|-----------|
|   | <u>1</u>              | <u>2</u> | <u>3</u>             | <u>4</u> |           |
| Attract businesses & industries<br>to move to Barton County | 88.2%                 | 9.3%     | 1.0%                 | 0.2%     | 1.2%      |
| Keep and expand present businesses                          | 83.0                  | 15.7     | 0.7                  | 0.2      | 0.2       |
| Develop programs to keep young<br>people in Barton County   | 82.6                  | 15.2     | 1.5                  | 0.2      | 0.5       |
| Develop a well-trained, skilled workforce                   | 81.8                  | 15.2     | 1.5                  | 0.2      | 1.2       |
| Help new businesses get started                             | 76.7                  | 20.9     | 1.2                  | 0.2      | 1.0       |
| Promote cooperation among communities                       | 75.4                  | 23.1     | 1.0                  | 0.2      | 0.2       |
| Develop and expand medical services                         | 71.5                  | 25.8     | 1.5                  | 0.2      | 1.0       |
| Re-train adult workers for new technologies                 | 69.8                  | 27.5     | 1.5                  | 0.5      | 0.7       |
| Improve highway, rail and air connections                   | 65.1                  | 30.0     | 3.7                  | 1.0      | 0.2       |
| Promote cooperation between<br>business and schools         | 61.4                  | 32.4     | 5.4                  | 0.5      | 0.2       |
| Improve the quality of life for seniors                     | 60.0                  | 33.9     | 4.7                  | 0.7      | 0.7       |
| Help businesses with financing                              | 52.1                  | 39.1     | 5.2                  | 1.2      | 2.5       |
| Assist firms to adapt to new technology                     | 59.0                  | 35.1     | 3.2                  | 1.5      | 1.2       |
| Develop a Barton Co. leadership program                     | 54.1                  | 35.6     | 7.1                  | 1.0      | 2.2       |
| Develop partnerships<br>between business and government     | 45.0                  | 38.1     | 9.3                  | 4.4      | 3.2       |
| Provide assistance to retailers                             | 43.5                  | 44.5     | 6.1                  | 2.5      | 3.4       |

TOTAL=N=407

DK="Don't Know" or "No Reply"

Source: *Barton County Citizen Telephone Survey*, October 1992.



When "very important" and "somewhat important" ratings were combined, ALL sixteen strategies were considered important by at least 83 percent of the survey population. The top eight strategies identified by this combined rating were:

- 1 Keep and expand present businesses (98.7%),
- 2 Promote cooperation among communities (98.5%),
- 3 Develop programs to keep young people in Barton County (97.8%),
- 4 Help new businesses get started (97.6%),
- 5 Attract businesses and industries to move to Barton County (97.5%),
- 6 Develop and expand medical services (97.3%), and
- 7 Re-train adult workers for new technologies (97.3%).
- 8 Develop a well-trained, skilled work force (97.0%),

The three strategies considered the least important to Barton County's future, as indicated by a combined "not very important" and "not at all important" rating, were:

- 1 Develop partnerships between business and government (14%),
- 2 Provide assistance to retailers (9%), and
- 3 Develop a Barton County leadership program (8%).

The survey shows that the citizens of Barton County are very interested in developing the business environment in Barton County. They also want to work on the commitment capacity of the county by promoting cooperation and developing programs to keep young people in the county. Meeting the educational needs of the work force is another priority for the county as reflected by the strong support for worker training and retraining.

*Aggressive Economic Development Strategy.* Seventy-one percent of Barton County considers an aggressive economic development strategy "very important" (**Table 10**). When "very important" and "somewhat important" responses were combined, 95 percent considered the development of an aggressive strategy critical for Barton County. This support for an aggressive strategy corresponds with the strong support for all sixteen economic development strategies listed in the survey.

**Table 10**  
**Importance of Aggressive**  
**Economic Development Strategy**  
**Responses for Total Sample**

| <u>Importance Level</u> | <u>N</u> | <u>Percent</u> |
|-------------------------|----------|----------------|
| Very important          | 290      | 71.3%          |
| Somewhat important      | 97       | 23.8           |
| Not very important      | 14       | 3.4            |
| Not at all important    | 3        | 0.7            |
| Don't know              | 3        | 0.7            |

Total=N=407

Source: *Barton County Citizen Telephone Survey*, October 1992.

## Implementation of Economic Development

*Responsibility.* The survey results show that economic development is not considered the responsibility of just one group in the county, but rather several groups should work together to implement the strategies (Table 11). Those groups are: county government (74%), local businesses (71%), city government (69%), and business/government partnerships (66%).

*Funding.* Most of the county supports increasing (50%) or keeping (38%) the funding level for economic development (Table 12). Only four percent feel it should be decreased.

The support for current funding levels for economic development and the notion that no one group is responsible for implementing economic development also corresponds with developing an aggressive approach to economic development. The survey results indicate very strong support in the county for economic development activities.

**Table 11**  
**Responsible for Economic Development**  
**Responses for Total Sample**

| <u>Responsible Group</u>     | <u>N</u> | <u>Percent of Total</u> |
|------------------------------|----------|-------------------------|
| City government              | 280      | 68.8%                   |
| County government            | 299      | 73.5                    |
| Local businesses             | 287      | 70.5                    |
| Business/govt<br>partnership | 270      | 66.3                    |
| Don't know                   | 14       | 3.4                     |

Total=N=407

Source: Barton County Citizen Telephone Survey, October 1992.

**Table 12**  
**Funding for Economic Development**  
**Responses for Total Sample**

| <u>Funding Levels</u> | <u>N</u> | <u>Percent of Total</u> |
|-----------------------|----------|-------------------------|
| Increased             | 203      | 49.9%                   |
| Decreased             | 17       | 4.2                     |
| Remain the same       | 156      | 38.3                    |
| Don't know            | 31       | 7.6                     |

Total=N=407

Source: Barton County Citizen Telephone Survey, October 1992.

## Financial Environment

The majority of those responding to the survey indicated banks as their primary depositor (79%) and lender (63%) (Table 13). Citizens of Barton County feel that Barton County banks are doing a good job of addressing the credit needs of businesses and homeowners (Table 14). The results indicate:

- banks perform very well/well in addressing businesses' credit needs (66%), and
- banks perform very well/well in addressing homeowners' credit needs (67%).

**Table 13**  
Financial Environment for Barton County  
Responses for Total Sample

| <u>Primary Depositor</u> | <u>N</u> | <u>Percent</u> |
|--------------------------|----------|----------------|
| Bank                     | 321      | 78.9%          |
| Credit Union             | 19       | 4.7            |
| Savings and Loan         | 10       | 2.5            |
| Other                    | 40       | 9.8            |
| None                     | 10       | 2.5            |
| Don't Know               | 7        | 1.7            |

| <u>Primary Lender</u> | <u>N</u> | <u>Percent</u> |
|-----------------------|----------|----------------|
| Bank                  | 257      | 63.1%          |
| Credit Union          | 26       | 6.4            |
| Savings and Loan      | 20       | 4.9            |
| Other                 | 32       | 7.9            |
| None                  | 66       | 16.2           |
| Don't Know            | 6        | 1.5            |

Total=N=407

Source: Barton County Citizen Telephone Survey, October 1992.

**Table 14**  
Financial Environment for Barton County:  
Addressing the Credit Needs  
Responses for Total Sample

| <u>Credit Needs of Business</u> | <u>N</u> | <u>Percent</u> |
|---------------------------------|----------|----------------|
| Very Well                       | 14       | 28.0%          |
| Well                            | 155      | 38.1           |
| Poorly                          | 59       | 14.5           |
| Very Poorly                     | 19       | 4.7            |
| Don't Know                      | 60       | 14.7           |

| <u>Credit Needs of Homeowners</u> | <u>N</u> | <u>Percent</u> |
|-----------------------------------|----------|----------------|
| Very Well                         | 92       | 22.6%          |
| Well                              | 179      | 44.0           |
| Poorly                            | 66       | 16.2           |
| Very Poorly                       | 12       | 2.9            |
| Don't Know                        | 58       | 14.3           |

Total=N=407

Source: Barton County Citizen Telephone Survey, October 1992.

## Statistical Comparison of Selected Variables

Statistical analysis using chi square procedures was conducted to determine if meaningfully different responses existed based on place of residence (Appendix 2), age (Appendix 3), and education (Appendix 4). The following represents a summary of that analysis:

*Place of Residence.* While the responses varied based on residence in Great Bend versus the county (residence outside Great Bend), little statistically meaningful difference was found. Only two variables were determined to be influenced by place of residence. They were:

- quality rating for medical services and facilities (Table 2, Appendix 2), and
- importance of the strategy to improve highway, rail and air connections (Table 3, Appendix 2).

While a majority of respondents from both Great Bend and the county rated medical services "very good"/"good", Great Bend respondents rated this aspect of community life higher than those living in the

county. Great Bend residents also assigned more importance to improved transportation connections for the Barton County's future than those living in the county.

*Age Groups.* Age categories for the purpose of the analysis were: 16-44, 45-64, and 65 and older. Age appears to influence responses more than place of residence and educational attainment level. The quality ratings of nine aspects of community life were found to have statistically meaningful differences based on the age group of the respondent (**Table 2, Appendix 3**). Those aspects are:

- history and local culture,
- housing - quality,
- quality of stores,
- image of Barton County,
- housing - availability,
- local government,
- recreation/entertainment,
- number of stores, and
- number of jobs.

The respondents over 65 gave higher quality ratings all these nine aspects than did those respondents under 65. No meaningful difference in quality rating was found for the other fourteen aspects of community life that the survey rated.

Of the sixteen strategies that were rated for their importance to Barton County's future, only three strategies were found to have a statistically meaningful difference when compared by age groups (**Table 3, Appendix 3**). Those three strategies are:

- develop and expand medical services,
- improve highway, rail and air connections, and
- improve the quality of life for seniors.

The older the respondent, the more important they rated these strategies. Those respondents between 16 and 44 could be considered least supportive of the strategies to develop medical services and improve transportation connections. Logically, those respondents over 65 displayed stronger support for the strategy to improve the quality of life for seniors.

Respondents between 16 and 44 were found to be more supportive of assigning economic development responsibility to business/government partnerships (**Table 6, Appendix 3**). No meaningful difference was found among the age groups for assigning responsibility to city government, county government, and local businesses. Those over 65 more frequently responded that they did not know who should be responsible.

Age influenced support for funding levels for economic development (**Table 7, Appendix 3**). Younger respondents were more likely to support increased funding levels. Older respondents were less likely to know what the funding levels should be.

How the respondents relate to the financial environment in Barton County was partly determined by age (**Table 8, Appendix 3**). Those between 45 and 64 were more likely to use banks as their primary depositor and lender. They were also the least likely to use "other" financial institutions as their primary depositor. Those over 65 were significantly less likely to use banks as their primary lender; and, logically, those over 65 were significantly more likely to have no primary lender. Those under 45 were more likely to borrow money from "other" financial institutions.

How the respondents viewed the financial environment in Barton County with regards to

addressing the credit needs of businesses and homeowners was influenced by age (**Table 9, Appendix 3**). Those over 65 were less likely to know if credit needs of businesses and homeowners were being addressed.

*Educational Attainment Levels.* The three educational attainment levels used to analyze the data were: four-year college degree or more, high school degree/some college, and less than a high school degree. Few meaningful differences were found based on educational attainment level. Those differences found include two aspects of community life, two economic development strategies, funding for economic development, and primary depositor and lender.

Respondents with a college degree or more rated the environment and the quality of jobs better than those with less education (**Table 2, Appendix 4**). Otherwise, no statistically meaningful difference was found with regards to quality ratings of the aspects of community life in Barton County.

Those with a lower educational attainment were more likely to assign great importance to improving transportation connections and quality of life for seniors (**Table 3, Appendix 4**). Those with college degrees or more significantly rated the strategy to improve the quality of life for seniors as less important. Those with less than a high school degree significantly gave more importance to the strategy to improve highway, rail and air connections than those with more education.

Support for funding levels for economic development was found to have statistically meaningful differences based on the education level of the respondent (**Table 7, Appendix 4**). Those respondents with less than a high school degree were least supportive of the status quo for funding levels than were the other two groups. Those with high school degree/some college were the least supportive of increased funding level and the most supportive of the status quo.

Education level of the respondent influenced the use of banks, credit unions and "other" as the primary depositor (**Table 8, Appendix 4**). The more education, the more likely the respondent was to use banks and "other" financial institutions and the less likely to use credit unions. Education was found to have no meaningful difference with regards to lending money except for the use of "other" financial institutions. Those with less than a high school degree were more likely to borrow money from "other" financial institutions.

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## CONCLUSION

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Strategic planning efforts enjoy greater success when a broad array of individual ideas, opinions and attitudes are utilized in the process. Therefore, a survey of Barton County residents attempted to draw upon commonly held attitudes and beliefs about the aspects of community life in the county, the importance of economic development strategies to the county's future and the financial environment of the county. The Barton County Citizen Survey with its 407 responses indicates the following key findings:

- a high regard for the educational (community college, elementary and high schools), medical and environmental aspects of community life exists in Barton County;
- job opportunities (number and quality) are lacking in Barton County;
- no consensus exists on whether or not Barton County has changed for the better, worse or not at all in the last five years;
- attracting industries, keeping and expanding industries, and developing programs to retain young people are considered the three most important economic development strategies;
- an aggressive economic development strategy is very important for Barton County;
- government (county and local) and business need to work together to implement economic development strategies;
- funding for economic development should at the minimum level be maintained and half of the respondents support increasing it;
- the financial community of Barton County is considered to be doing a good job of addressing the credit needs of businesses and homeowners;
- more statistically meaningful differences were found when comparing responses by age groups than when comparing place of residence or educational attainment level.

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**APPENDICES**

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*Appendix 1*  
**Barton County Citizen Telephone Survey**

Please list telephone number called, in the event clarification is required later:

1. Telephone number: \_\_\_\_\_

*Hello, my name is \_\_\_\_\_ and I am with \_\_\_\_\_. We are conducting a survey of Barton County residents which will be used in developing a county-wide strategic plan. Do you have 10 minutes to answer a few questions? We would like to hear your thoughts on what you like or dislike about Barton County as a place to live. If yes - read on:*

*Before we begin, you should be aware that:*

- *You can withdraw at any time;*
- *This research is sponsored by the Mid-Kansas Economic Development Commission, and Barton County Community College, assisted by a grant from the Kansas Department of Commerce and Housing;*
- *Your answers will provide valuable information which will be used in developing a county-wide community development strategic plan;*
- *Your answers will be confidential and will be used only for this study;*
- *You can ask questions about the study;*
- *Your name or phone number will not be associated in any way with the survey results.*

2. In what town or city do you currently live?

- |                           |   |                      |
|---------------------------|---|----------------------|
| _____ a) Great Bend       | _____ b) Hoisington                       | _____ c) Claflin     |
| _____ d) Ellinwood        | _____ e) Albert                           | _____ f) Pawnee Rock |
| _____ g) Other Barton Co. | _____ h) Not in Barton County (stop here) |                      |

3. How would you rate the following aspects of life in your community, on a scale of 1 to 4, where: 1= Very Good; 2= Good; 3= Fair; and, 4= Poor?

|   | <u>Very Good</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> | <u>No Reply</u> |
|---|------------------|-------------|-------------|-------------|-----------------|
| a) Image of Barton County               | 1                | 2           | 3           | 4           | NA              |
| b) Cooperation within Barton County     | 1                | 2           | 3           | 4           | NA              |
| c) Number of jobs                       | 1                | 2           | 3           | 4           | NA              |
| d) Quality of jobs                      | 1                | 2           | 3           | 4           | NA              |
| e) Housing - Availability               | 1                | 2           | 3           | 4           | NA              |
| f) Housing - Price                      | 1                | 2           | 3           | 4           | NA              |
| g) Housing - Quality                    | 1                | 2           | 3           | 4           | NA              |
| h) Businesses                           | 1                | 2           | 3           | 4           | NA              |
| i) Elementary schools                   | 1                | 2           | 3           | 4           | NA              |
| j) High schools                         | 1                | 2           | 3           | 4           | NA              |
| k) Barton County Community College      | 1                | 2           | 3           | 4           | NA              |
| l) Number of stores                     | 1                | 2           | 3           | 4           | NA              |
| m) Quality of stores                    | 1                | 2           | 3           | 4           | NA              |
| n) Services for elderly                 | 1                | 2           | 3           | 4           | NA              |
| o) Services for youth                   | 1                | 2           | 3           | 4           | NA              |
| p) Day care for children                | 1                | 2           | 3           | 4           | NA              |
| q) Medical services and facilities      | 1                | 2           | 3           | 4           | NA              |
| r) Physical appearance of the community | 1                | 2           | 3           | 4           | NA              |
| s) Safety and security                  | 1                | 2           | 3           | 4           | NA              |
| t) Local government                     | 1                | 2           | 3           | 4           | NA              |
| u) History and local culture            | 1                | 2           | 3           | 4           | NA              |
| v) Recreation, entertainment            | 1                | 2           | 3           | 4           | NA              |
| w) The environment                      | 1                | 2           | 3           | 4           | NA              |



4. How long have you lived in Barton County?  
 \_\_\_\_\_ a) <2 years    \_\_\_\_\_ b) 2-4 Years    \_\_\_\_\_ c) 5-10 Years    \_\_\_\_\_ d) More than 10 Years

5. *If you have lived in Barton County for 5 years or more*, how would you rate the changes in your community or the county over the last five years?

\_\_\_\_\_ a) Much Better    \_\_\_\_\_ b) Better    \_\_\_\_\_ c) No Change  
 \_\_\_\_\_ d) Worse    \_\_\_\_\_ e) Much Worse    \_\_\_\_\_ f) No Reply

6. The following are possible strategies which could be followed in developing the future for Barton County. Rate the following items according to their importance for the future of Barton County, on a scale of 1 to 4, where 1= Very Important; 2= Important; 3= Somewhat Important; and 4= Not Important.

|   | <u>Very</u><br><u>Important</u> | <u>Somewhat</u><br><u>Important</u> | <u>Not</u><br><u>Important</u> | <u>No</u><br><u>Reply</u> |    |
|---|---------------------------------|-------------------------------------|--------------------------------|---------------------------|----|
| a) Keep and expand present businesses                       | 1                               | 2                                   | 3                              | 4                         | NA |
| b) Attract businesses & industries to move to Barton County | 1                               | 2                                   | 3                              | 4                         | NA |
| c) Help new businesses get started                          | 1                               | 2                                   | 3                              | 4                         | NA |
| d) Help businesses with financing                           | 1                               | 2                                   | 3                              | 4                         | NA |
| e) Assist firms to adapt to new technology                  | 1                               | 2                                   | 3                              | 4                         | NA |
| f) Develop a well-trained, skilled workforce                | 1                               | 2                                   | 3                              | 4                         | NA |
| g) Re-train adult workers for new technologies              | 1                               | 2                                   | 3                              | 4                         | NA |
| h) Promote cooperation among all Barton Co. communities     | 1                               | 2                                   | 3                              | 4                         | NA |
| i) Develop partnerships between business and government     | 1                               | 2                                   | 3                              | 4                         | NA |
| j) Promote cooperation between business and schools         | 1                               | 2                                   | 3                              | 4                         | NA |
| k) Develop a Barton Co. leadership program for all ages     | 1                               | 2                                   | 3                              | 4                         | NA |
| l) Provide assistance to retailers                          | 1                               | 2                                   | 3                              | 4                         | NA |
| m) Develop and expand medical services                      | 1                               | 2                                   | 3                              | 4                         | NA |
| n) Improve the quality of life for seniors                  | 1                               | 2                                   | 3                              | 4                         | NA |
| o) Develop programs to keep young people in Barton County   | 1                               | 2                                   | 3                              | 4                         | NA |
| p) Improve highway, rail and air connections                | 1                               | 2                                   | 3                              | 4                         | NA |

7. How important is it for Barton County to develop an aggressive economic development strategy?

\_\_\_\_\_ a) Very important    \_\_\_\_\_ b) Important  
 \_\_\_\_\_ c) Somewhat important    \_\_\_\_\_ d) Not important    \_\_\_\_\_ e) Don't Know

8. Who should be responsible for implementing economic development efforts?

\_\_\_\_\_ a) City government    \_\_\_\_\_ b) County government    \_\_\_\_\_ c) Local businesses  
 \_\_\_\_\_ d) Business/government partnership    \_\_\_\_\_ e) Don't Know

9. Should funding levels for economic development be:

\_\_\_\_\_ a) Increased    \_\_\_\_\_ b) Decreased    \_\_\_\_\_ c) Remain the Same    \_\_\_\_\_ d) Don't Know

10. What type of financial institution is your primary depositor?
- a) bank                       b) credit union                       c) savings and loan  
 d) broker                       e) other                       f) None/not specified
11. What type of financial institution is your primary lender?
- a) bank                       b) credit union  
 c) savings and loan                       d) insurance company  
 e) credit card                       f) other                       g) none
12. How well do you feel Barton County banks are addressing the credit needs of businesses?
- a) Very well                       b) Well  
 c) Poorly                       d) Very Poorly                       e) Don't Know
13. How well do you feel Barton County banks are addressing the credit needs of homeowners?
- a) Very well                       b) Well  
 c) Poorly                       d) Very Poorly                       e) Don't Know
14. How old are you?
- a) < 25 yrs. old                       b) 25-44 yrs. old                       c) 45-54 yrs. old  
 d) 55-64 yrs. old                       e) 65+ yrs.                       f) Not specified
15. What is your highest level of education?
- a) Graduate degree                       b) Bachelors degree                       c) Assoc. degree/some college  
 d) High School diploma                       e) Some high school                       f) Other/No reply
16. What is your present employment status? (*choose one only*)
- a) Employed                       b) Self-employed  
 c) Retired                       d) A student  
 e) Not employed                       f) Seeking employment                       g) Other/No reply
17. *Indicate sex of respondent:*
- a) Male                       b) Female

*Thank you for your time. The results of this survey will be presented at a public meeting in early November. Watch your local newspaper for announcements of the date and location.*

Appendix 2

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BARTON COUNTY SURVEY RESULTS BY  
PLACE OF RESIDENCE  
GREAT BEND VS COUNTY<sup>1</sup>

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**Table 1**  
**Place of Residence**  
**Responses for Great Bend vs County**

| <u>Location</u> | <u>N</u> | <u>Survey</u> | <u>1990 Census</u> |
|-----------------|----------|---------------|--------------------|
| Great Bend      | 212      | 52.1%         | 52.5%              |
| County          | 195      | 47.9          | 47.5               |

TOTAL=N=407

1990 Population=29,382

Source: *Barton County Citizen Telephone Survey*, October 1992, and U.S. Bureau of the Census, *1990 Decennial Census*.

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<sup>1</sup>County residents are those that do not reside in Great Bend. "County" includes responses from Hoisington, Claflin, Ellinwood, Albert, Pawnee Rock, and the rural county.

**Table 2**  
**Aspects of Community Life:**  
**Combined "Very Good"/"Good" Quality Rating**  
**Responses for Great Bend vs County**

| <u>Aspect</u>                           | <u>Total</u> | <u>Great Bend</u> | <u>County</u> |
|---|--------------|-------------------|---------------|
| Elementary Schools                      | 82%          | 81%               | 84%           |
| Barton County                           |              |                   |               |
| Community College                       | 80           | 81                | 84            |
| High schools                            | 75           | 73                | 78            |
| The environment                         | 73           | 72                | 74            |
| Safety and security                     | 71           | 68                | 73            |
| Physical appearance of<br>the community | 68           | 66                | 71            |
| **Medical services and facilities       | 64           | 68                | 58            |
| Services for elderly                    | 63           | 66                | 60            |
| History and local culture               | 62           | 60                | 64            |
| Housing - Quality                       | 59           | 60                | 57            |
| Quality of stores                       | 58           | 62                | 54            |
| Image of Barton County                  | 58           | 57                | 59            |
| Businesses                              | 56           | 58                | 52            |
| Day care for children                   | 54           | 52                | 56            |
| Housing - Availability                  | 49           | 51                | 47            |
| Cooperation within<br>Barton County     | 46           | 46                | 47            |
| Local government                        | 40           | 39                | 40            |
| Recreation, entertainment               | 35           | 38                | 32            |
| Housing - Price                         | 35           | 32                | 37            |
| Number of stores                        | 33           | 35                | 32            |
| Services for youth                      | 29           | 28                | 29            |
| Quality of jobs                         | 23           | 24                | 23            |
| Number of jobs                          | 14           | 16                | 12            |
| TOTAL=N=                                | 407          | 212               | 195           |

\*\*Statistically meaningful different response between Great Bend and the county: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 3**  
**Economic Development Strategies:**  
**"Very Important" to Barton County's Future**  
**Responses for Great Bend vs County**

| <u>Strategy</u>  | <u>Total</u> | <u>Great Bend</u> | <u>County</u> |
|--|--------------|-------------------|---------------|
| Attract businesses & industries to move to Barton County | 88%          | 90%               | 86%           |
| Keep and expand present businesses                       | 83           | 84                | 82            |
| Develop programs to keep young people in Barton County   | 83           | 83                | 83            |
| Develop a well-trained, skilled workforce                | 82           | 81                | 83            |
| Help new businesses get started                          | 77           | 77                | 76            |
| Promote cooperation among communities                    | 75           | 77                | 73            |
| Develop and expand medical services                      | 71           | 72                | 71            |
| Re-train adult workers for new technologies              | 70           | 70                | 70            |
| **Improve highway, rail and air connections              | 65           | 70                | 60            |
| Promote cooperation between business and schools         | 61           | 63                | 60            |
| Improve the quality of life for seniors                  | 60           | 59                | 61            |
| Assist firms to adapt to new technology                  | 59           | 58                | 60            |
| Develop a Barton County leadership program               | 54           | 54                | 54            |
| Help businesses with financing                           | 52           | 53                | 51            |
| Develop partnerships between business and government     | 45           | 46                | 44            |
| Provide assistance to retailers                          | 43           | 44                | 43            |
| TOTAL=N=   | 407          | 212               | 195           |

\*\*Statistically meaningful different response between Great Bend and the county: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 4**  
**Changes in Barton County**  
**Over the Past Five Years**  
**Responses for Great Bend vs County**

| <u>Change</u> | <u>Total</u> | <u>Great Bend</u> | <u>County</u> |
|---------------|--------------|-------------------|---------------|
| Much better   | 3%           | 3%                | 4%            |
| Better        | 29           | 30                | 29            |
| No change     | 30           | 32                | 27            |
| Worse         | 29           | 28                | 29            |
| Much worse    | 7            | 7                 | 7             |
| Don't know    | 2            | 1                 | 3             |
| Total=N=      | 382          | 200               | 182           |

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 5**  
**Importance of Aggressive**  
**Economic Development Strategy**  
**Responses for Great Bend vs County**

| <u>Importance Level</u> | <u>Total</u> | <u>Great Bend</u> | <u>County</u> |
|-------------------------|--------------|-------------------|---------------|
| Very important          | 71%          | 74%               | 68%           |
| Somewhat important      | 24           | 22                | 26            |
| Not very important      | 3            | 3                 | 4             |
| Not at all important    | 1            | *                 | 1             |
| Don't know              | 1            | *                 | 1             |
| Total=N=                | 407          | 212               | 195           |

\* = less than 0.5%

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 6**  
**Responsible for Economic Development**  
**Responses for Great Bend vs County**

| <u>Responsible Group</u>   | <u>Total</u> | <u>Great Bend</u> | <u>County</u> |
|----------------------------|--------------|-------------------|---------------|
| City government            | 69%          | 68%               | 70%           |
| County government          | 73           | 71                | 76            |
| Local businesses           | 71           | 74                | 67            |
| Business/gov't partnership | 66           | 66                | 67            |
| Don't know                 | 3            | 4                 | 3             |
| Total=N=                   | 407          | 212               | 195           |

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 7**  
**Funding for Economic Development**  
**Responses for Great Bend vs County**

| <u>Funding Levels</u> | <u>Total</u> | <u>Great Bend</u> | <u>County</u> |
|-----------------------|--------------|-------------------|---------------|
| Increased             | 50%          | 51%               | 49%           |
| Decreased             | 4            | 4                 | 5             |
| Remain the same       | 38           | 39                | 38            |
| Don't know            | 8            | 7                 | 9             |
| Total=N=              | 407          | 212               | 195           |

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 8**  
**Financial Environment for Barton County**  
**Responses for Great Bend vs County**

| <u>Primary Depositor</u> | <u>Total</u> | <u>Great Bend</u> | <u>County</u> |
|--------------------------|--------------|-------------------|---------------|
| Bank                     | 79%          | 80%               | 77%           |
| Credit Union             | 5            | 5                 | 5             |
| Savings and Loan         | 2            | 1                 | 4             |
| Other                    | 10           | 10                | 9             |
| None                     | 2            | 2                 | 3             |
| Don't Know               | 2            | 1                 | 2             |
| <u>Primary Lender</u>    |              |                   |               |
| Bank                     | 63%          | 64%               | 63%           |
| Credit Union             | 6            | 6                 | 7             |
| Savings and Loan         | 5            | 6                 | 4             |
| Other                    | 8            | 8                 | 8             |
| None                     | 16           | 16                | 17            |
| Don't Know               | 1            | 1                 | 2             |
| Total=N=                 | 407          | 212               | 195           |

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 9**  
**Financial Environment for Barton County**  
**Addressing the Credit Needs**  
**Responses for Great Bend vs County**

| <u>Credit Needs of Business</u>   | <u>Total</u> | <u>Great Bend</u> | <u>County</u> |
|-----------------------------------|--------------|-------------------|---------------|
| Very Well                         | 28%          | 31%               | 25%           |
| Well                              | 38           | 37                | 39            |
| Poorly                            | 14           | 12                | 17            |
| Very Poorly                       | 5            | 6                 | 4             |
| Don't Know                        | 15           | 14                | 16            |
| <u>Credit Needs of Homeowners</u> |              |                   |               |
| Very Well                         | 23%          | 24%               | 22%           |
| Well                              | 44           | 47                | 41            |
| Poorly                            | 16           | 14                | 19            |
| Very Poorly                       | 3            | 3                 | 3             |
| Don't Know                        | 14           | 13                | 16            |
| Total=N=                          | 407          | 212               | 195           |

Source: *Barton County Citizen Telephone Survey*, October 1992.



Appendix 3

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BARTON COUNTY SURVEY RESULTS  
BY AGE GROUPS  
16 - 24, 45 - 64, AND 65 AND OLDER

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**Table 1**  
**Age Range of Respondents**  
**Responses for Total Sample**

| <u>Range</u> | <u>N</u> | <u>Survey</u> | <u>1990 15+ Pop</u> |
|--------------|----------|---------------|---------------------|
| 16-44        | 186      | 45.7%         | 52.8%               |
| 45-64        | 128      | 31.4          | 25.4                |
| 65 and Older | 87       | 21.4          | 21.8                |
| No Response  | 6        | 1.5           |                     |

TOTAL=N=407

1990 Population 15 and Older=22,526

Source: *Barton County Citizen Telephone Survey*, October 1992, and U.S. Bureau of the Census, *1990 Decennial Census*.

**Table 2**  
**Aspects of Community Life:**  
**Combined "Very Good"/"Good" Quality Rating**  
**Responses by Age Group**

| <u>Aspect</u>                           | <u>Total</u> | <u>16-44</u> | <u>45-64</u> | <u>65 and Older</u> |
|---|--------------|--------------|--------------|---------------------|
| Elementary Schools                      | 82%          | 81%          | 87%          | 79%                 |
| Barton County                           |              |              |              |                     |
| Community College                       | 80           | 79           | 82           | 79                  |
| High schools                            | 75           | 73           | 77           | 78                  |
| The environment                         | 73           | 68           | 77           | 77                  |
| Safety and security                     | 71           | 71           | 67           | 75                  |
| Physical appearance of<br>the community | 68           | 63           | 70           | 76                  |
| Medical services and facilities         | 64           | 61           | 61           | 74                  |
| Services for elderly                    | 63           | 59           | 63           | 71                  |
| **History and local culture             | 62           | 53           | 65           | 76                  |
| **Housing - Quality                     | 59           | 53           | 59           | 71                  |
| **Quality of stores                     | 58           | 52           | 61           | 69                  |
| **Image of Barton County                | 58           | 53           | 53           | 74                  |
| Businesses                              | 56           | 51           | 59           | 59                  |
| Day care for children                   | 54           | 52           | 53           | 60                  |
| **Housing - Availability                | 49           | 44           | 48           | 62                  |
| Cooperation within<br>Barton County     | 46           | 46           | 41           | 53                  |
| **Local government                      | 40           | 31           | 43           | 52                  |
| **Recreation, entertainment             | 35           | 24           | 38           | 53                  |
| Housing - Price                         | 35           | 34           | 34           | 37                  |
| **Number of stores                      | 33           | 28           | 32           | 44                  |
| Services for youth                      | 29           | 24           | 28           | 38                  |
| Quality of jobs                         | 23           | 22           | 24           | 24                  |
| **Number of jobs                        | 14           | 11           | 11           | 25                  |
| TOTAL=N=                                | 407          | 186          | 128          | 87                  |

\*\*Statistically meaningful different response between the age groups: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 3**  
**Economic Development Strategies:**  
**"Very Important" to Barton County's Future**  
**Responses by Age Group**

| <u>Strategy</u>  | <u>Total</u> | <u>16-44</u> | <u>45-64</u> | <u>65 and Older</u> |
|--|--------------|--------------|--------------|---------------------|
| Attract businesses & industries to move to Barton County | 88%          | 90%          | 91%          | 83%                 |
| Keep and expand present businesses                       | 83           | 85           | 84           | 80                  |
| Develop programs to keep young people in Barton County   | 83           | 80           | 84           | 85                  |
| Develop a well-trained, skilled workforce                | 82           | 80           | 88           | 79                  |
| Help new businesses get started                          | 77           | 79           | 78           | 71                  |
| Promote cooperation among communities                    | 75           | 73           | 78           | 78                  |
| **Develop and expand medical services                    | 71           | 64           | 76           | 79                  |
| Re-train adult workers for new technologies              | 70           | 70           | 73           | 64                  |
| **Improve highway, rail and air connections              | 65           | 55           | 70           | 79                  |
| Promote cooperation between business and schools         | 61           | 58           | 62           | 69                  |
| **Improve the quality of life for seniors                | 60           | 54           | 58           | 72                  |
| Assist firms to adapt to new technology                  | 59           | 61           | 59           | 56                  |
| Develop a Barton County leadership program               | 54           | 51           | 55           | 61                  |
| Help businesses with financing                           | 52           | 56           | 49           | 48                  |
| Develop partnerships between business and government     | 45           | 41           | 45           | 53                  |
| Provide assistance to retailers                          | 43           | 40           | 47           | 47                  |
| TOTAL=N=   | 407          | 186          | 128          | 87                  |

\*\*Statistically meaningful different response between the age groups: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 4**  
**Changes in Barton County**  
**Over the Past Five Years**  
**Responses by Age Group**

| <u>Change</u> | <u>Total</u> | <u>16-44</u> | <u>45-64</u> | <u>65 and Older</u> |
|---------------|--------------|--------------|--------------|---------------------|
| Much better   | 3%           | 5%           | 1%           | 4%                  |
| Better        | 29           | 32           | 28           | 26                  |
| No change     | 30           | 31           | 27           | 31                  |
| Worse         | 29           | 24           | 36           | 26                  |
| Much worse    | 7            | 7            | 8            | 6                   |
| Don't know    | 2            | 0            | 1            | 7                   |
| Total=N=      | 382          | 169          | 123          | 84                  |

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 5**  
**Importance of Aggressive**  
**Economic Development Strategy**  
**Responses by Age Group**

| <u>Importance Level</u> | <u>Total</u> | <u>16-44</u> | <u>45-64</u> | <u>65 and Older</u> |
|-------------------------|--------------|--------------|--------------|---------------------|
| Very important          | 71%          | 74%          | 71%          | 66%                 |
| Somewhat important      | 24           | 24           | 22           | 26                  |
| Not very important      | 3            | 2            | 5            | 3                   |
| Not at all important    | 1            | 0            | 2            | 1                   |
| Don't know              | 1            | 0            | 0            | 3                   |
| Total=N=                | 407          | 186          | 128          | 87                  |

\* = less than 0.5%

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 6**  
**Responsible for Economic Development**  
**Responses by Age Group**

| <u>Responsible Group</u>     | <u>Total</u> | <u>16-44</u> | <u>45-64</u> | <u>65 and Older</u> |
|------------------------------|--------------|--------------|--------------|---------------------|
| City government              | 69%          | 68%          | 71%          | 68%                 |
| County government            | 73           | 72           | 76           | 75                  |
| Local businesses             | 71           | 68           | 75           | 70                  |
| **Business/gov't partnership | 66           | 76           | 66           | 51                  |
| Don't know                   | 3            | 1            | 0            | 11                  |
| Total=N=                     | 407          | 186          | 128          | 87                  |

\*\*Statistically meaningful different response between the age groups: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 7**  
**Funding for Economic Development**  
**Responses by Age Group**

| <u>**Funding Levels</u> | <u>Total</u> | <u>16-44</u> | <u>45-64</u> | <u>65 and Older</u> |
|-------------------------|--------------|--------------|--------------|---------------------|
| Increased               | 50%          | 56%          | 49%          | 38%                 |
| Decreased               | 4            | 2            | 5            | 7                   |
| Remain the same         | 38           | 37           | 36           | 44                  |
| Don't know              | 8            | 5            | 9            | 11                  |
| Total=N=                | 407          | 186          | 128          | 87                  |

\*\*Statistically meaningful different responses by age group for the table: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 8**  
**Financial Environment for Barton County**  
**Responses by Age Group**

| <u>Primary Depositor</u> | <u>Total</u> | <u>16-44</u> | <u>45-64</u> | <u>65 and Older</u> |
|--------------------------|--------------|--------------|--------------|---------------------|
| **Bank                   | 79%          | 75%          | 87%          | 76%                 |
| Credit Union             | 5            | 7            | 4            | 1                   |
| Savings and Loan         | 2            | 1            | 4            | 2                   |
| **Other                  | 10           | 12           | 2            | 17                  |
| None                     | 2            | 3            | 2            | 1                   |
| Don't know               | 2            | 2            | 1            | 2                   |
| <u>Primary Lender</u>    |              |              |              |                     |
| **Bank                   | 63%          | 65%          | 72%          | 47%                 |
| **Credit Union           | 6            | 10           | 5            | 0                   |
| Savings and Loan         | 5            | 7            | 5            | 1                   |
| **Other                  | 8            | 12           | 5            | 5                   |
| **None                   | 16           | 5            | 13           | 44                  |
| Don't know               | 1            | 1            | 1            | 3                   |
| Total=N=                 | 407          | 186          | 128          | 87                  |

\*\*Statistically meaningful different responses by age group: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 9**  
**Financial Environment for Barton County**  
**Addressing the Credit Needs**  
**Responses by Age Group**

| <u>**Credit Needs of Business</u>   | <u>Total</u> | <u>16-44</u> | <u>45-64</u> | <u>65 and Older</u> |
|-------------------------------------|--------------|--------------|--------------|---------------------|
| Very Well                           | 28%          | 22%          | 29%          | 39%                 |
| Well                                | 38           | 42           | 40           | 28                  |
| Poorly                              | 14           | 19           | 13           | 7                   |
| Very Poorly                         | 5            | 4            | 7            | 2                   |
| Don't know                          | 15           | 13           | 12           | 24                  |
| <br>                                |              |              |              |                     |
| <u>**Credit Needs of Homeowners</u> |              |              |              |                     |
| Very Well                           | 23%          | 18%          | 22%          | 33%                 |
| Well                                | 44           | 50           | 45           | 30                  |
| Poorly                              | 16           | 20           | 16           | 8                   |
| Very Poorly                         | 3            | 4            | 2            | 2                   |
| Don't know                          | 14           | 8            | 16           | 26                  |
| Total=N=                            | 407          | 186          | 128          | 87                  |

\*\*Statistically meaningful different response by age group for the table: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.

Appendix 4

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BARTON COUNTY SURVEY RESULTS BY  
HIGHEST EDUCATION LEVEL  
BACHELORS DEGREE +, HIGH SCHOOL +, AND <HIGH SCHOOL

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Table 1  
Age Range of Respondents  
Responses for Total Sample

| <u>Level</u>                | <u>N</u> | <u>Survey</u> | <u>1990 25+ Pop</u> |
|-----------------------------|----------|---------------|---------------------|
| Less than high school       | 24       | 5.9%          | 11.8%               |
| High school/some college    | 260      | 63.9          | 64.4                |
| Bachelors degree<br>or more | 76       | 18.7          | 13.6                |
| Other/No reply              | 47       | 11.5          |                     |

TOTAL=N=407

1990 Population over 25=19,104

Source: *Barton County Citizen Telephone Survey*, October 1992, and U.S. Bureau of the Census, *1990 Decennial Census*.

**Table 2**  
**Aspects of Community Life:**  
**Combined "Very Good"/"Good" Quality Rating**  
**Responses by Highest Education Level**

| <u>Aspect</u>                           | <u>Total</u> | <u>Bachelors +</u> | <u>High School +</u> | <u>&lt; High School</u> |
|---|--------------|--------------------|----------------------|-------------------------|
| Elementary Schools                      | 82%          | 82%                | 83%                  | 96%                     |
| Barton County                           |              |                    |                      |                         |
| Community College                       | 80           | 88                 | 79                   | 75                      |
| High schools                            | 75           | 78                 | 75                   | 75                      |
| **The environment                       | 73           | 87                 | 68                   | 67                      |
| Safety and security                     | 71           | 76                 | 70                   | 63                      |
| Physical appearance of<br>the community | 68           | 68                 | 69                   | 63                      |
| Medical services and facilities         | 64           | 71                 | 62                   | 46                      |
| Services for elderly                    | 63           | 74                 | 61                   | 54                      |
| History and local culture               | 62           | 57                 | 64                   | 58                      |
| Housing - Quality                       | 59           | 61                 | 57                   | 58                      |
| Quality of stores                       | 58           | 50                 | 61                   | 50                      |
| Image of Barton County                  | 58           | 47                 | 61                   | 54                      |
| Businesses                              | 56           | 61                 | 52                   | 58                      |
| Day care for children                   | 54           | 46                 | 54                   | 71                      |
| Housing - Availability                  | 49           | 54                 | 47                   | 58                      |
| Cooperation                             |              |                    |                      |                         |
| Barton County                           | 46           | 42                 | 48                   | 46                      |
| Local government                        | 40           | 45                 | 37                   | 33                      |
| Recreation, entertainment               | 35           | 41                 | 35                   | 29                      |
| Housing - Price                         | 35           | 39                 | 36                   | 29                      |
| Number of stores                        | 33           | 30                 | 30                   | 46                      |
| Services for youth                      | 29           | 34                 | 27                   | 21                      |
| **Quality of jobs                       | 23           | 36                 | 21                   | 17                      |
| Number of jobs                          | 14           | 18                 | 12                   | 25                      |
| TOTAL=N=                                | 407          | 76                 | 260                  | 24                      |

\*\*Statistically meaningful different response between education level categories: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.



**Table 3**  
**Economic Development Strategies:**  
**"Very Important" to Barton County's Future**  
**Responses by Highest Education Level**

| <u>Aspect</u>  | <u>Total</u> | <u>Bachelors +</u> | <u>High School +</u> | <u>&lt; High School</u> |
|--|--------------|--------------------|----------------------|-------------------------|
| Attract businesses & industries to move to Barton County | 88%          | 88%                | 90%                  | 83%                     |
| Keep and expand present businesses                       | 83           | 83                 | 83                   | 79                      |
| Develop programs to keep young people in Barton County   | 83           | 80                 | 83                   | 79                      |
| Develop a well-trained, skilled workforce                | 82           | 79                 | 82                   | 79                      |
| Help new businesses get started                          | 77           | 71                 | 79                   | 71                      |
| Promote cooperation among communities                    | 75           | 64                 | 76                   | 83                      |
| Develop and expand medical services                      | 71           | 64                 | 73                   | 79                      |
| Re-train adult workers for new technologies              | 70           | 63                 | 71                   | 75                      |
| **Improve highway, rail and air connections              | 65           | 58                 | 62                   | 88                      |
| Promote cooperation between business and schools         | 61           | 61                 | 60                   | 63                      |
| **Improve the quality of life for seniors                | 60           | 39                 | 64                   | 75                      |
| Assist firms to adapt to new technology                  | 59           | 58                 | 58                   | 63                      |
| Develop a Barton leadership program                      | 54           | 47                 | 53                   | 67                      |
| Help businesses with financing                           | 52           | 51                 | 52                   | 50                      |
| Develop partnerships between business and government     | 45           | 43                 | 43                   | 46                      |
| Provide assistance to retailers                          | 43           | 42                 | 43                   | 46                      |
| TOTAL=N=   | 407          | 76                 | 260                  | 24                      |

\*\*Statistically meaningful different response between education level categories: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 4**  
**Changes in Barton County**  
**Over the Past Five Years**  
**Responses by Highest Education Level**

| <u>Change</u> | <u>Total</u> | <u>Bachelors +</u> | <u>High School +</u> | <u>&lt; High School</u> |
|---------------|--------------|--------------------|----------------------|-------------------------|
| Much better   | 3%           | 1%                 | 4%                   | 0%                      |
| Better        | 29           | 27                 | 28                   | 46                      |
| No change     | 30           | 37                 | 29                   | 25                      |
| Worse         | 29           | 24                 | 31                   | 17                      |
| Much worse    | 7            | 10                 | 7                    | 8                       |
| Don't know    | 2            | 0                  | 2                    | 4                       |
| Total=N=      | 382          | 70                 | 242                  | 24                      |

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 5**  
**Importance of Aggressive**  
**Economic Development Strategy**  
**Responses by Highest Education Level**

| <u>Importance Level</u> | <u>Total</u> | <u>Bachelors +</u> | <u>High School +</u> | <u>&lt; High School</u> |
|-------------------------|--------------|--------------------|----------------------|-------------------------|
| Very important          | 71%          | 76%                | 68%                  | 79%                     |
| Somewhat important      | 24           | 21                 | 27                   | 8                       |
| Not very important      | 3            | 1                  | 4                    | 8                       |
| Not at all important    | 1            | 0                  | 1                    | 0                       |
| Don't know              | 1            | 1                  | *                    | 4                       |
| Total=N=                | 407          | 76                 | 260                  | 24                      |

\* = less than 0.5%

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 6**  
**Responsible for Economic Development**  
**Responses by Highest Education Level**

| <u>Responsible Group</u>   | <u>Total</u> | <u>Bachelors +</u> | <u>High School +</u> | <u>&lt; High School</u> |
|----------------------------|--------------|--------------------|----------------------|-------------------------|
| City government            | 69%          | 68%                | 68%                  | 75%                     |
| County government          | 73           | 74                 | 74                   | 75                      |
| Local businesses           | 71           | 72                 | 71                   | 58                      |
| Business/gov't partnership | 66           | 75                 | 63                   | 71                      |
| Don't know                 | 3            | 1                  | 3                    | 8                       |
| Total=N=                   | 407          | 76                 | 260                  | 24                      |

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 7**  
**Funding for Economic Development**  
**Responses by Highest Education Level**

| <u>**Funding Levels</u> | <u>Total</u> | <u>Bachelors +</u> | <u>High School +</u> | <u>&lt; High School</u> |
|-------------------------|--------------|--------------------|----------------------|-------------------------|
| Increased               | 50%          | 59%                | 47%                  | 67%                     |
| Decreased               | 4            | 0                  | 6                    | 4                       |
| Remain the same         | 38           | 34                 | 40                   | 21                      |
| Don't know              | 8            | 7                  | 7                    | 8                       |
| Total=N=                | 407          | 76                 | 260                  | 24                      |

\*\*Statistically meaningful different response between education level categories for the table: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 8**  
**Financial Environment for Barton County**  
**Responses by Highest Education Level**

| <u>Primary Depositor</u> | <u>Total</u> | <u>Bachelors +</u> | <u>High School +</u> | <u>&lt; High School</u> |
|--------------------------|--------------|--------------------|----------------------|-------------------------|
| **Bank                   | 79%          | 91%                | 78%                  | 54%                     |
| **Credit Union           | 5            | 1                  | 5                    | 13                      |
| Savings and Loan         | 2            | 3                  | 3                    | 0                       |
| **Other                  | 10           | 4                  | 10                   | 25                      |
| None                     | 2            | 0                  | 3                    | 8                       |
| Don't know               | 2            | 1                  | 2                    | 0                       |
| <u>Primary Lender</u>    |              |                    |                      |                         |
| Bank                     | 63%          | 70%                | 64%                  | 46%                     |
| Credit Union             | 6            | 3                  | 7                    | 13                      |
| Savings and Loan         | 5            | 5                  | 5                    | 0                       |
| **Other                  | 8            | 5                  | 7                    | 25                      |
| None                     | 16           | 16                 | 15                   | 17                      |
| Don't know               | 1            | 1                  | 2                    | 0                       |
| Total=N=                 | 407          | 76                 | 260                  | 24                      |

\*\*Statistically meaningful different response between education level categories: the probability that this would have occurred through strictly random variation is less than 5 times out of 100.

Source: *Barton County Citizen Telephone Survey*, October 1992.

**Table 9**  
**Financial Environment for Barton County**  
**Addressing the Credit Needs**  
**Responses by Highest Education Level**

| <u>Credit Needs of Business</u>   | <u>Total</u> | <u>Bachelors +</u> | <u>High School +</u> | <u>&lt; High School</u> |
|-----------------------------------|--------------|--------------------|----------------------|-------------------------|
| Very Well                         | 28%          | 22%                | 28%                  | 29%                     |
| Well                              | 38           | 37                 | 38                   | 42                      |
| Poorly                            | 14           | 14                 | 15                   | 13                      |
| Very Poorly                       | 5            | 7                  | 5                    | 0                       |
| Don't know                        | 15           | 20                 | 14                   | 17                      |
| <u>Credit Needs of Homeowners</u> |              |                    |                      |                         |
| Very Well                         | 23%          | 20%                | 22%                  | 21%                     |
| Well                              | 44           | 47                 | 44                   | 42                      |
| Poorly                            | 16           | 11                 | 17                   | 17                      |
| Very Poorly                       | 3            | 5                  | 3                    | 0                       |
| Don't know                        | 14           | 17                 | 14                   | 21                      |
| Total=N=                          | 407          | 76                 | 260                  | 24                      |

Source: *Barton County Citizen Telephone Survey*, October 1992.