

THE DEVELOPMENT AND ANALYSIS OF A COMMUNITY PLANNING
SURVEY FOR MANHATTAN, KANSAS

by

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INTRODUCTION

The attitude survey described in this study is the end result of a research project initiated by Alan M. Voorhees, a private planning consultant located in Washington, D.C. In the summer of 1961 the writer was employed by Mr. Voorhees to research and investigate into the possibility of designing a survey device to measure to some degree the attitudes and opinions of individual householders toward certain aspects of their community and to see if we could relate this information to the planning process.

When we embarked on this undertaking we were not sure of exactly what we hoped to accomplish. We had only a vague feeling of need. Mr. Voorhees is a professional city planner with special training in traffic engineering and is currently serving as a member of the Board of Governors of the American Institute of Planners. My own academic background at the time was primarily in the area of social science. I had just recently begun graduate study in the field of Regional Planning. My academic orientation at first influenced me toward a broad comprehensive attitude survey but after much discussion Mr. Voorhees and myself decided on a more limited course of action. We decided that this research instrument must be basically directed toward concepts related to the planning process. After much study into the literature available concerning community attitude studies and through a process of

trial and error we developed the preliminary form of the survey device which we now have under discussion.

The re-orientation of the research rationale behind the present study and the general thinking which we employed in the Washington, D.C. project was chiefly motivated by many informal conversations which the writer had with Dr. Murlin R. Hodgell.

Professor Hodgell believed that more thought and consideration should be given to the political factors involved in the planning process and how the planner as a professional "expert" could justify the use of the survey and still function effectively within the structural framework of local government. This approach opened up a much larger area of concern and now we had to take into account the possible dangers which might accrue to the planner if he naively stepped into the local governing process, attempting to access people's attitudes within a community without proper knowledge of the political facts of life.

Therefore after obtaining permission from Mr. Voorhees to utilize the survey and to further study its potential as an effective research tool we began to give considerable attention to the political considerations inherent in such a research device. It became our belief that the honest assessment of political factors is essential if the survey is to be meaningful because without this conviction we neglect to realize the pragmatic nature of the entire survey, and that is from the resulting data we are able to make a decision and

decision making is the essential characteristic of the political process.

This has not been a purely hypothetical investigation. This survey, with slight modification, is presently being utilized by Mr. Voorhees in his private consulting work. Studies using this survey tool have already been completed in Fort Worth, Texas and Albany, New York. Therefore we are not discussing the potential of a theoretical research tool, but one that is presently being utilized in the planning profession and which the user believes has been extremely helpful in his work.

CHAPTER ONE

THE RATIONALE BEHIND THE DEVELOPMENT
OF THE MANHATTAN ATTITUDE SURVEY

Regional and city planning is a professional endeavor which, on a given project, may require the expertise and dedication of scores of specially trained personnel. Individuals enter the planning profession with training in the various academic disciplines, because concepts which underlie the theory of modern planning, are derived from both the physical and social sciences. The combined talents of these individual specialists are required in the formulation of a rational plan for a region or city's future growth and development. Their task is to investigate, analyze, and synthesize the varied ideas and concepts inherent in a program of research before a specified plan can be formulated and then finally be implemented.

This mission is difficult regardless of the professional competence of the persons involved in the planning process because the task itself is by necessity completely interwoven into the political situation of each and every area where a program of planning is undertaken. The political framework is much more than the stereotyped structure of governmental boards and commissions which readily come to mind when we think of local self-government. The many governmental organizational diagrams to be found in political science textbooks illustrate a local governmental body as a neat structural arrangement

where duties, responsibilities, and spans of control are clearly defined. But most importantly they neglect to depict the human relationships which are necessary for political action.

From these structural arrangements we can observe the ideal relationships and functions between the mayor and council, or the city manager and council or that between any other governmental elements involved in the official scheme of local government, but we are not able to recognize or determine accurately the real locus of power. Local government, like other social institutions, is a complex mechanism of many individuals and personalities which cannot be correctly described or understood by a superficial examination of the exterior elements or character of the institution. If we are to intelligently understand local government we must begin to acquaint ourselves with the process of decision making. It is through this process that ideas and concepts are translated into policy and action. The planner must familiarize himself with the decision-making process because it is this process which will determine whether his "plan" is carried to fulfillment or whether it is to be filed away in some governmental office, soon to be forgotten with other such reports which were conceived without adequate knowledge of "politics".

Before we discuss the professional planner's relationship with the process of political decision making we should first bring into focus the planner's role within the framework of local government. In this connection we are here interested

primarily with the planner who is actually employed in local government rather than with private consultants or planners who are affiliated with private groups such as the Chamber of Commerce and who wish to exert influence on special problems associated with planning that are the concern of local government.

In the minds of many people planning as a governmental activity is viewed with suspicion and distrust and is not considered a proper function of a democratic government. Some of these people believe that the planning process is really a method by which personal liberty and freedom are eroded away and a kind of planned, regimented society is being fostered on the populace.

This view is not entirely groundless or should it be considered without merit, because the planning process without the safeguards inherent in a democratic system could very well lead to a controlled society. But in the majority of instances individuals subscribing to this view do not fully understand the role of planning.

Planning, properly conceived, serves only as an arm to these political representatives to aid them in gathering, evaluating, and interpreting essential data to serve as a basis for making important policy decisions. Under this concept, the planning function is compatible with the policy responsibilities of either a democratic or nondemocratic societies.¹

If the role of a planner can exist and be performed in both a democratic and nondemocratic society, what then is the

1. Donald H. Webster, Urban Planning and Municipal Public Policy (New York: Harper and Brothers, 1958), p. 8.

function of the planner in a democratic society? Democracy is not easily defined, for the term itself can connote different things to different people. Democracy can be thought of as a personal value system or guideline for one's social life, or the term can imply a system of government. We are concerned with democracy as it relates to a governmental system, and in its simplest terms it is a concept of government in which the ruling power of the state is vested in the members of the community as a whole as distinguished from a particular class or classes.²

In the modern theory of democracy we are concerned with more than the mere rights of the majority, for this view does not involve the substance of law and the processes of government. Democracy, in the United States is concerned with the ideas of individual liberty and equality before the law. Democracy also implies that there is an opportunity of government by public opinion, and that the minority has a right to express its opinion. The accepted method by which major differences of opinions between contending parties are resolved in a democracy is through the process of voting. The proper exercising of one's right to vote can provide a degree of order and stability to a changing and evolving society. The planner must realize that it is impossible for him to function properly in a democratic society without becoming directly involved with the people, either through individuals or groups,

2. Ibid., p. 9.

and that his ultimate responsibility is to the people. He-- and those who work with him--must also remember that to clearly identify the will of the majority is not to eliminate responsibility for the welfare of the minority and that the planner's total responsibility involves far more than mere opinion sampling.

The formation of public policy is the result of some kind of popular will. This popular will is to a varying extent determined as a result of pressures. These pressures will come from many conflicting sources and must be balanced off against the values upheld by the community. Pressures are often the self-centered expressions of the aims and aspirations of these groups, and therefore these subjective demands must be countered by the presumably more knowledgeable and objective judgement of the professional planner. At this stage of the planning process the planner introduces that professional quality which is his greatest asset, objectivity. For a planner to act otherwise would jeopardize his effectiveness and eventually his role in the planning process would be forfeited to the partisan goals of special interest groups. He would no longer be capable of solving a problem on its own merits but would instead have to succumb to pressure groups who would quickly recognize his lack of impartiality.

The planner, much more than his professional colleague in local government, the city manager, is directly involved in the process of decision making. The most critical error that a city manager can commit is to become enmeshed in the

process of policy making, because by his very position he is removed from this function and is solely the administrative expert of the policy-making body, carrying out their decisions. The concept of the city manager form of government was devised in order to remove the administration of government from the arena of "politics". How realistic this approach is to the actual situation that presently exists at the local levels of governmental administration is debatable, but nonetheless this is the basic concept behind the formulation of the city manager form of government. The planner, on the other hand, is expected to develop programs and proposals for the local legislative body and he also has a responsibility to the people and to his profession to strive to implement these programs and proposals, once approved.

This last condition places the planner in a dilemma where he must create proposals for policy decisions because of his professional expertise, and then he must act impartially in seeing that these considerations are carried into action by means of appropriate legal and political procedures.

This set of circumstances places the planner in a peculiar personal relationship with other governmental officials. For while he is not a duly elected public official with the authority to create public policy he has, because of his professional abilities, become directly involved in both the process of policy making and in the execution of this policy. This situation has caused considerable confusion of the planner's actual role within the framework of local government and

because of this uncertainty the planner often finds himself cast in the role of seemingly attempting to circumvent the established organized order of local government. This is particularly true in localities where the professional planning function is new.

The realities of this situation is that the planner is usually simply carrying out his dual responsibilities to the public and to the ethics of his profession. The alternative would probably be a policy of drift and irresponsibility to the local governmental body he serves. This is a serious problem that has arisen out of the tremendous technological advancements which have been made within the past five decades. No longer is it possible to have people elected to local legislative bodies who possess the required knowledge to deal effectively with the many and varied technical problems that constantly face our local communities. Where are the precise limits of responsibility between the specially trained professional and the popularly elected decision maker? A government of experts would be untenable for it would have a tendency to act independently of the popular will if it believed that its recommendations and proposals were correct irrespective of popular dissent. Conversely a government of elected officials without adequately trained personnel would be disastrous and eventually would degenerate into a government of chaos. The solution to this problem is not readily apparent, but the fundamental basis for the solution is evident, and that is, all parties involved in this problem must realize that their ultimate responsibility is to the people.

Those involved in the planning process at the local level of government realize that they must perform their duties within a legal framework of rules and regulations. According to the legal traditions of the United States, local units of government are the creatures of the separate and independent States, and authority to engage in the planning process is to be found in State statutes, or in those powers which have been granted to local communities under the general concept of home rule.

A general authority for carrying out reasonable plans for healthy community development is implied in the total framework of local governmental organization. However, the specific authority for establishing a program of community planning and for regulations pertaining thereto is to be found in the enabling legislation of the respective States. The enabling statutes lay out the guidelines for the organizational structure of the planning agency, the powers and duties of this agency, and the methods by which it can perform its function. This basic law does not include the many other regulations which exert their influence upon the planning process, such as, zoning laws and subdivision regulations. The enabling law is usually permissive and not mandatory, therefore the local governmental units must initiate action locally in order to create an organization to carry out the planning function.

At the local level there are two basic schemes for the organization of the planning agency, the planning commission

centered agency and the executive centered staff agency. Both of these schemes of organization are subject to variations of structure depending on the specific requirements of the different communities, but each scheme possesses its own peculiar characteristics.

The first step in the creation of the planning commission centered agency in the majority of communities possessing this type of organizational structure is the establishment of an unpaid citizens' planning commission with members appointed by the executive for specified periods of time. When this commission is appointed by the mayor it is usually subject to the approval of the legislative council, and when the commission is created under the city manager or commission form of government this approval is almost mandatory. These planning commissions, regardless of the claim that in certain instances they exist as a semi-autonomous agency, are subservient to the elected policy makers, partly because it is through this group of governmental officials that the planning agency must rely for public funds, but more specifically because in most instances the planning commission is only advisory to the elected officials.

In the commission centered concept the professional planner and his staff are functionaries of the planning commission and perform their primary duties in accordance with the dictates of this commission. A serious obstacle to this type of organizational scheme is that the planning commission does not have the political fiat that a legislative council possess,

and subsequently it cannot act as independently as perhaps it should, nor can it openly go to the people to seek support without endangering its very existence. It is a citizens' commission but in a sense it is isolated from the citizenry and the individual commissioners cannot be removed from their positions by a direct vote of the people because of their status as appointed officials.

The position of the professional planner may be further confused in this arrangement in that, while he is primarily an advisor to the planning commission on matters of planning or policy proposals, he may also have planning administration responsibilities for which he is directly responsible to the executive and the decision of his employment or dismissal is likely to rest with the Mayor or City Manager rather than with the planning commission.

The executive centered staff agency is an organization scheme where the planning function is directly integrated into the administrative hierarchy of local government. The planner and his staff in this organization arrangement are placed within the executive department of the governmental machinery, and his primary role is to be the planning advisor to the chief executive. This structural arrangement may also cause conflict in the role of the planner, because as we have stated, the planner is concerned with both policy decision and policy execution.

At the present, due to the historical development of the planning process in the United States, the large majority of

planning agencies are created along the lines of the commission centered scheme, and this structure will probably be the model that most planning organizations will follow in the future, except for the larger metropolitan communities which seem to favor the more centralized executive staff agency.

Decision making is common to every political system regardless of its ideological base. In the more authoritarian and totalitarian states, political decisions are rendered by a relatively small clique of individuals who exert almost absolute power and have little cause to be concerned with the public will. The democratic states however, have a much different character to their decision making because of the nature of their more open society. A democratic society has many forces and groups which are contending for positions of power, and primarily due to our system of laws and regulations this quest for power is more closely controlled. Under a framework of democratic institutions a person or group has a more difficult task in attempting to grasp power without arousing the suspicion and organized opposition of other segments of the society. Public opinion, law, custom, and self restraint are major factors which influence and help to create a degree of stability in our democratic process of decision making.

The above-mentioned factors have created a situation where many people believe that our particular system of decision making is free from any dangers which might dilute the essential democratic character of this process. On the

contrary, it should be noted that despite the essential differences between a democratic and totalitarian system of decision making, the decision making process per se, operates with relatively few people actually participating in the activity of making decisions.

In attempting to gain an understanding of the entire process, political scientists have in the past spent considerable time studying and analyzing institutions rather than men, but recently this trend has been reversed, and now attention is being focused on the social and psychological characteristics of the individual political actors who perform within these political institutions.

Due to this approach of analysis, the planner must now begin to understand the individual personalities and motivations of the public officials with whom he is involved, and expend less effort in attempting to fathom the maze of official organizational diagrams. Decision makers are persons acting and reacting because of motivating considerations that influence their behavior and this in turn has a decided effect on their judgements concerning policy.

The importance of realizing that the decisions made by individuals are the result of the personality development of these persons should not be underestimated, because an individual views things within a certain framework of references dependent upon this personality development. One's parents, friends, educational background, professional relationships, economic status, church affiliation, fraternal memberships,

etc., all have an influence on how we view the world around us. In other words, we do not live and exist within a vacuum but are conditioned to some extent by our associations and previous experiences.

When we concern ourselves with frames of reference and personal attitudes we soon become cognizant of the importance of the dominant values and beliefs which prevail throughout our society. When we observe that rural congressmen vote consistently for agricultural legislation or that southern Senators filibuster against civil rights legislation we can readily note the dominant values and beliefs which have motivated the behavior pattern of these political decision makers.

These values and beliefs are usually fostered by organized pressure groups who actively engage in the practice of lobbying for their particular group goals. A recent example of this type of political pressure is the active resistance shown by the Catholic church towards the Kennedy administration's education bill. This legislation does not provide federal aid to parochial schools, therefore the hierarchy of the Catholic church has come out against this particular piece of legislation. Congressmen from areas with a high proportion of Catholic voters are suspicious of the political implications of this legislation and consequently the present education bill has been bottled up in the committee machinery of the House of Representatives. This type of political behavior is not unusual but, on the contrary, is common to almost all legislative bodies, national, state and local, and

this fact is only helpful to us if we realize that it exists.

Once we acknowledge that factors such as status, wealth, education, popularity, legitimacy, and legality are crucial in the development of one's personality we then are able to better understand the significance of the social backgrounds of the individual political decision makers. But a point of equal importance is that we can begin to note the sources of the dominant values and beliefs which are held by individual persons and organized groups and to recognize how they influence the political behavior pattern of our elected officials.

Democratic theory requires that these elected officials must be accountable to the electorate and responsive to the popular will. This is a basic premise of democracy and is essential if we are to expect our decision makers to fulfill their responsibilities to the democratic concept of government.

CHAPTER TWO

THE DESIGN AND DEVELOPMENT OF THE ATTITUDE SURVEY

It was with the concept that public officials must be responsive to the attitudes and opinions of the general public that the possibility of developing a survey instrument especially designed for use by planners was originally investigated. A knowledge of the attitudes and opinions of the people would place the professional planner in a much more advantageous position when dealing with the duly elected public officials, because if the planner is able to demonstrate with factual information that there is apparent popular support for particular aspects of his planning program greater would be the possibility for approval of this part of the program. If on the other hand the results of a survey would indicate that there is considerable opposition to certain sections of the planning program the professional planner then could review the proposals or could possibly find ways to embark on a campaign of public education in order to instill popular understanding of his program.

Another use of the survey technique, which is just as essential as the political considerations mentioned above, is the utilization of the survey in obtaining information from the public which then can be analyzed by the planner and used in the development of his planning programs. Community problems and conditions which the planner may be completely

unaware of may become evident after a thorough survey of community attitudes and desires.

This survey technique is therefore an attempt to gain knowledge of the community and also a method by which the planner may be helped to surmount his many political obstacles because of his role in the structural arrangement of government.

This entire concept of a non-elected governmental official going directly to the people to seek knowledge which he can then bring to the attention of the elected officials is fraught with possible dangers that could conceivably corrupt the entire use of the survey. In a later chapter we shall discuss these possibilities in greater depth, but first we should consider the actual development of the survey instrument and the problems and difficulties encountered in this development.

Originally our survey device contained four principal sections: community attitudes, leisure-time characteristics, travel habits, and household information. Primarily due to the costs involved in conducting a survey with all four elements, and the problems encountered in obtaining the assistance necessary in actually canvassing a given locality it was decided that our resources would only permit us to utilize the community attitude and household characteristics sections of the survey. We believed that this abridgement of the original survey would not impair the final result of our study because we are interested in people's attitudes more than when or how they perform certain activities. This is not to

underestimate the importance of the leisure-time and travel sections of the survey, but a set of priorities had to be established due to our peculiar economic circumstances.

In our discussion of the development process of the survey we shall describe all four elements of the original survey, but in the analysis of the survey conducted in Manhattan, Kansas we will limit our comments to the community attitude and household characteristics sections.

A knowledge of the attitudes of people in relation to their environmental conditions is essential if the professional planner is to develop meaningful plans for community development. It would indicate a high degree of naivete on the part of any one to expect the average citizen to be familiar with the many varied technical problems which confront today's cities. Words and phrases such as site plan, master plan, capital improvement program, etc., important as they may be, have little or no meaning to the average citizen. The planner must take care, however, not to extend or interpret this lack of knowledge and apparent disinterest in the broad aspects of city planning as a lack of concern on the part of the people with regard to their environment. John Q. Citizen has a definite concern with his environment. True, it may not extend beyond his block, and rarely will it cover much more than his immediate neighborhood. But plans, technically competent as they may be, which fail to recognize these attitudes, both individually and in aggregate, will rarely come to fruition.

Much has been written describing the need for more social science research into this area, but in reality little has been done to actually construct a survey device expressly designed for the field regional and city planning. There are few guideposts available to the planner who wishes to embark on such a research project. At present most of the work is based on trial and error procedures. But it is hoped that if enough interest is aroused and a degree of cross-fertilization of ideas develops among those attempting to create a technique, an effective instrument to determine the expectations and preferences of the people will evolve.

The immediate and practical benefits to be derived from the utilization of an attitude survey are of great importance. Professor Stuart F. Chapin asserts that the attitude or public opinion survey will enable the planner to develop an understanding of neighborhood "livability". Its use will increase the ability of the planner to grasp the expectations and preferences of people as they relate themselves to their physical environment. He further believes that, with the aid of modern social science research, a greater insight into the more pertinent questions affecting the broad aspects of land use planning is possible.³

Some of these questions involve racial and ethnic segregation or intermixing in housing. While these particular issues are fraught with controversy, the planner still must

3. F. Stuart Chapin, Jr., Urban Land Use Planning (New York: Harper and Brothers, 1957), p. 255.

have knowledge concerning these factors if he is to formulate effective plans. Other questions deal with income and educational levels and their influence within residential areas. These are just two of the questions involved with land use planning. The list of questions to be answered is practically endless.

Mel J. Ravitz, Staff Sociologist for the Detroit City Planning Commission, calls attention to the very real need for attitude surveys in neighborhood conservation programs:

. . . the success of the conservation program is, in the final analysis, dependent on the attitudes of these residents towards their houses, their neighborhoods and their neighbors. If conservation of neighborhoods is to be successful, not only must there be physical improvements, private and public, but also changes in attitudes toward more satisfaction with the neighborhood must accompany these physical improvements.⁴

The necessity for knowing and understanding the needs and wants of the people who inhabit such conservation neighborhoods is indispensable if the program is to prove successful. The introduction of physical improvements without prior knowledge of the people's attitudes may lead to costly improvements which are in direct contradiction to the desires and wishes of the residents. This lack of knowledge could perhaps create unnecessary antagonisms within these improvement districts, and lead to the complete failure of the program.

4. Mel J. Ravitz, "Use of the Attitude Survey in Neighborhood Planning," Journal of the American Institute of Planners, XXIII, 1957, p. 180.

Another important use of the attitude survey is that it can indicate to the planner people's attitudes of satisfaction or dissatisfaction toward numerous environmental features which presently exist within a given community. A rating device can be employed to gauge public opinion concerning housing, parks, public transportation, shopping facilities, and many other facilities.

At this point it is important to note a statement of Professor Ravitz concerning the application of attitude surveys:

Attitude surveys at best, can tell us only what people think they want within existing alternatives; they have not been used to explore what people might prefer, given other alternatives and changed circumstances.⁵

It is significant for planners to realize this limitation involving the utilization of attitude surveys; otherwise, considerable time and money can be expended without obtaining the desired results.

The initial phase of our research was devoted largely to the uncovering of existing survey material related to planning. As already noted, there is a scarcity of such material, but fortunately there exists the results of certain pioneering efforts. One of the original studies into this field of investigation was the pilot project developed by Princeton University's Bureau of Urban Research.⁶ A more recent study which proved to be extremely helpful was that undertaken by

5. Ibid., p. 182.

6. Bureau of Urban Research, Urban Planning and Public Opinion: A Pilot Study, (Princeton: Princeton University, 1942).

Wayne University under the direction of Arthur Kornhauser.⁷ This study attempts to assess the attitudes of the people of Detroit toward their city. Also to be mentioned is the monumental undertaking known as the Penn-Jersey Transportation Study. This massive collection of data obtained through the use of the household interview technique, contains considerable information on housing and neighborhood satisfaction which aided us in our own research and was of great value in the development of our own survey device.

From the beginning, we were attempting to integrate into one simple, comprehensive survey instrument a procedure by which we would be able to gain knowledge concerning a person's community attitudes, leisure time behavioral patterns, and overall travel characteristics. This technique would enable an examination of the relationships which exist between the various aspects of urban living. For example, do people with similar leisure-time patterns possess similar travel habits, or will community attitudes affect travel habits? What influence will leisure-time behavior have on people's community attitudes? Answers to questions such as these will shed light on the ideas people have concerning their community and the activities which they pursue in this community. They will provide the planner with a greater insight into the complex interrelation which in aggregate are cities.

7. Arthur Kornhauser, Attitudes of Detroit People Toward Detroit, (Detroit: Wayne University Press, 1952).

This type of survey device was also desired from a standpoint of operational efficiency. Merely establishing contact with a respondent represents a major portion of the costs associated with any type of interview survey. In addition, much of the data collected by one type of survey can adequately be utilized in analyzing the results of other surveys as well. This is particularly true of data concerning personal and household characteristics. Therefore, it was felt that this approach would maximize the planners's store of pertinent information at a minimum of time and effort.

It should be stated that our efforts were directed toward developing a procedure which could readily be used in communities with a population size of between 50,000 and 100,000. The limited financial resources and planning staffs associated with communities of this size made it imperative to carefully select and limit the survey to questions of major importance.

In its completed form the survey consists of four distinct sections:

1. Community Attitudes
2. Leisure-time Activities
3. Travel Characteristics
4. Household Characteristics

If particular conditions warrant, such as the conditions which were discussed earlier concerning the Manhattan survey, the complete survey can be broken down into its component parts and conducted on an separate basis.

The community attitude section consists of four essential elements: housing satisfaction, neighborhood satisfaction, community-wide satisfaction, and a listing of priorities for future community objectives. Included within this attitude section is a series of questions relating to longevity of residence, the desirability of changing one's residence, and the future prospect of home ownership. In addition, questions have been added concerning home and park design, tax increases, general awareness of planning, and other factors. The main body of the survey as developed utilizes a rating system. The person being interviewed is given a list of salient features relating to his home, neighborhood and city. The interviewer asks the respondent to rate these features according to a schedule of Good-Fair-Poor. This procedure is supplemented with a series of open-end questions. For example, "What feature of your present place of residence (neighborhood or city) do you like (dislike) the most? The respondent can answer these questions freely in his own words. The answers to these questions, when viewed in connection with the entire community survey, will help to ascertain degrees of satisfaction.

The leisure-time section is so constructed that it falls into two well defined parts. The first part is confined to the determination of what leisure-time activities people participate in, and the day and hour that they engage in these activities. The second part attempts to determine the scope of leisure-time patterns' as they relate to friendship.

Questions are asked to determine the location of friend-involved activities (within or outside the immediate neighborhood). The final aspect of the survey seeks to learn if the friend or friends involved in a particular activity possess similar socio-economic characteristics in common with the person being interviewed.

The travel characteristics section is a revised, limited version of the standard internal trip report developed by the U. S. Bureau of Public Roads. The revision was first made and utilized by the Connecticut Highway Department. Additional minor modifications have been made to conform with the remainder of the survey as we have developed the instrument. The information obtained includes the origin, destination, land use, purpose, time and mode of trips taken by the persons in the interviewed household.

The household characteristics section is designed in order to obtain the following information for each person residing in the interviewed household: sex, age, education, employment status, occupation, industry, driving status, and income. The following household data is also obtained: total persons, number employed, family income, race, home ownership, dwelling unit structure, and number of cars owned.

Pre-test

A pre-test of the survey was carried out in the Washington, D.C. area during the summer of 1961 in order to develop

and assess the effectiveness of the survey. As it developed, the pre-test phase involved two stages. The first stage was limited to the testing of our original questionnaire. This survey device employed open-end questions and a rating schedule which we were attempting to develop. These testing techniques were later incorporated into our final survey, but with a considerable degree of refinement. We were able to develop a more logical sequence of questioning and strengthen the section relating to housing and neighborhood satisfaction. The final survey also contained a section concerning public service facilities and their location.

In the initial testing stage, three Washington, D.C. neighborhoods were canvassed. Within these three areas a total of 21 persons were interviewed. Included in this group were 12 caucasians and 9 negroes. They were primarily of the lower-middle or lower income groups and had an average family income of \$3,320.

In the second stage of the pre-test phase, we concentrated our canvass in the area directly south of Walter Reed Hospital between 14th and 16th Streets. We now attempted to test the complete survey booklet: community attitude, leisure-time, travel, and household sections. We interviewed ten individuals from ten different households. It was found that it took approximately thirty minutes per person to conduct the complete survey. It was also noted that, due to the refinement of the original survey, it was much easier to follow the presently constructed survey device; consequently, the actual interviewing

went much more smoothly than in the earlier attempt. The community attitude and leisure-time sections presented little difficulty in actual operation and the interviewer had little more to do than to check the appropriate spaces. Little actual writing was required except for the travel survey where detailed information concerning trip origins and destinations was desired.

While the primary purpose of this pre-test phase was to test and improve the procedural aspects of the survey, an analysis of the substantive material was undertaken for the purpose of determining what types of information and conclusion might be drawn from the survey. In no way is it implied that the following attitudes are representative of the residents of the Washington, D.C. area. However, we feel it is worthwhile to make known the more prominent observations which we noted from the pre-test sample.

The major reason for selecting a place of residence tended to follow income levels. The persons with the lowest income level listed "financial" as the prime consideration for their choice, whereas, those in a higher-income bracket most often stated that they "liked the looks of the area" or "liked the looks of the area" or "liked the house" as reasons for their selection.

Upon studying the attitudes of people concerning their immediate neighborhood, we found that the attribute most often ascribed to the area was that it was "nice" or that is (the neighborhood) was "close to shopping or transportation

facilities". On the other hand, if people were questioned concerning neighborhood features which they disliked the most, they ranked dirt and congestion high on the list. In reference to this question, it was found that residents of the middle income areas were hesitant to answer this question. The reason for this hesitancy may lie in the fact that people may not desire to admit that they would select a place of residence which possesses defects.

One very evident observation which was culled from the second pre-test stage was the lack of park and library facilities in the area interviewed. We had added to the complete survey a section concerning service facility satisfaction and the facility's relative location to a person's home. The people interviewed, almost without exception, voiced strong disapproval over the lack of adequate park and library facilities.

In the two surveys tested a series of questions were exactly alike. Following are the conclusions drawn from the answers given in both of the surveys. The vast majority of people prefer to have homes designed for privacy rather than to encourage neighborliness. They would like to see communities designed with a mixture of architectural styles. They would rather have smaller neighborhood parks instead of one large, well-equipped community facility. In addition, they favor an increase in taxes if the money is to be used for neighborhood and community improvements.

Another similar feature of the surveys was the section on community objectives. People wanted the blighted areas brought under repair and the future construction of low-cost housing. If they wanted to gain information or seek guidance concerning these objectives, they would contact the Chamber of Commerce or their church minister.

When people were asked questions concerning the Central Business District or their attitudes toward features relating to the community in general, they seldom possessed a clear-cut like or dislike. The rating device used in this section rarely indicated a very good or very poor rating. It appeared that people were content to maintain a middle-of-the-road course on the rating of features which were not expressly within their immediate neighborhood. Downtown parking, transportation service, and street layout would occasionally rate a "very poor", but in the majority of instances it seemed that the average citizen had difficulty in relating himself to the community at large. People--at least those who were here tested--tend to concern themselves with their home and immediate neighborhood. This is their vista and they find little difficulty in identifying themselves with this area. With respect to this latter finding, it should be noted that the Washington, D.C. area is much larger than the city size for which this survey was designed. This lack of concern for the central area will hopefully be less prevalent in cities of 100,000 population or smaller.

An important observation which we believe merits examination is the attitude of people concerning dirt, congestion, sidewalk or street repair. Because of their narrow neighborhood view, people hold these maintenance considerations to be vital. Perhaps a great deal of the planner's work could be facilitated by concentrating more attention on neighborhood maintenance.

A large majority of the people interviewed were particularly conscious of the race factor. This became apparent even though no question was designed specifically to investigate this attitude. These expressions concerning race were most often to be found in the section dealing with housing satisfaction. It appears that the people interviewed were fearful that an influx of Negroes would affect their living standards.

In the District of Columbia a twist was added to this intense feeling toward race. Colored people, who possessed a position high up on the income and occupational ladder, were critical of other Negroes who were moving into their neighborhood. It was felt by these people that some of the newcomers would not be able to maintain the status quo. The more or less established Negroes were fearful that their less endowed brethren would move into the area and create an undesirable atmosphere.

The leisure-time activity of people, as determined by the survey, indicated that television was the dominant recreational factor in their free time. The radio was played constantly by

the housewives, and to a large extent, little interaction among friends living outside the immediate neighborhood was apparent. Caution must be exercised in weighing these generalization, for, of the people interviewed, the vast majority were housewives who, unless they have their own means of transportation, are limited in their movements. Also, the days chosen to test this aspect of the survey happened to be mid-week days. Any meaningful conclusions must wait until a more extensive interview is undertaken covering both week-days and weekends. It can be noted that, when leisure-time activities involving travel were undertaken, this information showed up on the travel survey. This in some measure offers a more detailed account of the social-recreational trips.

As previously stated, this pre-test was not undertaken to obtain substantive material; rather, we were primarily interested in gaining information pertinent to the procedural aspects of survey development. We wanted to know if the survey as constructed would hold up in a field test.

CHAPTER THREE

THE RESULTS OF THE MANHATTAN ATTITUDE SURVEY

The developing and refining of the actual survey device was completed in Washington, D.C. during the summer of 1961. Then it was decided to select a Kansas community which could serve as an ideal site in which the field survey could be conducted. This decision was the most difficult procedural problem that we encountered throughout the entire project. From the beginning we were confronted by the realities of economics, because if the survey was to be conducted it had to be done on a voluntary basis for there were no financial resources available for the project.

When we finally were able to interest the Hutchinson, Kansas Chamber of Commerce in the undertaking we believed that many of our initial doubts concerning the lack of financial assistance were unfounded, but soon it became apparent that the shortage of research funds was to be critical to the eventual success or failure of the project. Ray Faubian, secretary of the Hutchinson, Chamber of Commerce, was extremely helpful and provided much assistance in generating local enthusiasm for the study. We were able through his cooperation to obtain the services of a Women's Civic Organization. This group promised to take on the responsibility of conducting the actual survey without financial remuneration.

These women originally displayed considerable interest and devotion to the project, but soon this interest began to wane and finally the survey of Hutchinson had to be cancelled. In review of the Hutchinson study we can state that these people were sincere and attempted to give to the project as much of their free time as possible, but still they lacked the necessary motivation to keep the research project alive. If research studies, such as the one developed for Hutchinson, Kansas, are to succeed the individuals or groups carrying out the actual field interviews must be given financial payment for their efforts or they must be academically interested enough in the final results of the project to denote their full attention to its completion. Neither of these two conditions were present in the Hutchinson undertaking and consequently the field survey failed. This observation is noted here not as a criticism of the lack of local support in Hutchinson, but as a word of caution to others who may be interested in research studies such as the one outlined for Hutchinson.

Therefore it was with considerable trepidation that we selected Manhattan, Kansas as the alternate location for the carrying out of our field test. We still were faced with the serious problem of not having any research funds available for the study, but we did possess an untapped resource in the undergraduate students enrolled in courses related to city planning. Donald K. Strohmeyer of the Department of Architecture and Allied Arts at Kansas State University was chiefly

responsible for stimulating interest in the project among his undergraduate students. Through his efforts we were able to obtain fifteen students who volunteered their time to perform the duties of field interviewers. This assistance enabled us to canvass Manhattan, Kansas with a group of individuals who were interested enough in the academic aspects of the project that they performed their duties with a high degree of success.

This group of students contacted the heads of one hundred and two households, which is 1.5 percent of the total 6,855 Manhattan households. The one hundred and two households were selected on a random basis from the Manhattan telephone directory. After this was accomplished a booklet consisting of instructions, addresses, and interviews were given to each individual student. When the student interviewers had completed their assigned tasks the data from the completed interviews was placed on data processing cards. Dr. Stanley Wearden of the Kansas State Department of Statistics provided the project with considerable professional advice on establishing a program for processing the data received and by suggesting a method by which the results could be illustrated in the final report.

Before we begin to discuss the results obtained from the Manhattan household survey we will give a brief description of the community in which the survey was conducted. Manhattan is located in Riley County and is in the northeastern portion of the State of Kansas at the confluence of the Blue and Kaw rivers. It is a community influenced by two major economic

forces, Kansas State University of Agriculture and Applied Science, and the Fort Riley Military Reservation.

Kansas State University has been claimed to be the first established land grant school in the United States. It has an enrollment of over 8,000 full time students and is well known throughout the nation for its important contributions to agriculture, engineering, veterinary medicine, home economics, and milling.

Fort Riley is a major United States Military Reservation and is located eight miles southwest of Manhattan. This installation is located on a site encompassing 53,000 acres of land and was first established in 1852. The fort is the home of the First Infantry Division and is classified by the Department of Defense as a permanent army post. The permanent nature of this installation contributes much to economy of Manhattan, especially in the retail trade and house rental markets.

Manhattan, with a population of 22,993, is the tenth largest city in the state and Riley County, possessing a total population of 41,914, is also ranked tenth according to population size out of a total of 105 counties. Manhattan has a trade area estimated at nearly 90,000 shoppers and is currently experiencing a sustained residential growth particularly to the northwest section of the city.

Another important feature of the general area which in the future will be an important economic asset to Manhattan is Tuttle Creek Dam. This facility is located six miles north

of Manhattan and has a capacity of 16,000 surface acres of water at normal pool size. The dam was built by the Army Corps of Engineers at a cost of approximately \$85,000,000 and will provide the community and the surrounding area with an excellent facility for recreation, boating, fishing and other outdoor pursuits.

Manhattan is a Kansas community with considerable potential for growth and is one of the few cities within the State that has had a very favorable rate of growth. Since 1940 the city's population has grown from 11,659 to its present size of 22,993. This represents a growth of slightly less than 50 percent. Therefore, with the growth potential existing in the community it is important to recognize the attitudes and preferences of the residents and how they rate certain features of Manhattan. Future development is going to take place in Manhattan and it is important to know what people now think of their present community and perhaps this knowledge will aid in creating a development plan that will receive wide acceptance by the general public.

We shall now discuss the results of the survey which was conducted in Manhattan during November, 1962. A typical Manhattan respondent can be characterized as a male, forty-three years of age with some college education, who presently is paying a mortgage on a single family dwelling unit. This individual is most likely employed in a professional or service related activity and has an annual income of \$6,500. Politically our typical respondent favors the Republican party. It

would be unwise to generalize or to project our findings so as to give the impression that these results are the attitudes and preferences of the average Manhattan resident. Our income level and educational attainment level are higher than that reported for the average resident by the United States Census Bureau. We still believe however, that the results of the survey can be significant and important even while admitting that our random selection from the Manhattan phone directory gave us a sample which was orientated too much towards respondents affiliated with the University.

According to Table 1 the Manhattan respondents rated their present homes or apartments very well, and in fact had little complaint concerning their present dwelling units. Slightly more than 80 percent of those interviewed rated the size of their house or apartment "good". This high rate of satisfaction was also to be found when the respondents were asked to rate the size of their front yards. Satisfaction dropped slightly when the respondents were asked to rate their backyards and sidelots, but still more than 70 percent rated these features as "good".

Table 1. How do you rate your present house/apartment?

	Good Percent	Fair Percent	Poor Percent	N.R. Percent
Size of House/apartment	80.3	14.7	4.9	--
Size of Frontyard	80.3	11.7	6.8	.98
Size of Backyard	73.5	13.7	11.7	.98
Sidelot Distance	73.5	25.4	--	.98

When the respondents were questioned concerning their major reason for selecting their present house or apartment it was found that "cost" was the most important consideration followed next by the size of the house or apartment. Table 2 illustrates a major limitation to this question because it was discovered that over 28 percent of those questioned had reasons other than those listed for selecting their present dwelling. This indicates that perhaps this question should be expanded to include a wider variety of choices beyond simply the ones now listed.

Table 2. What was your major reason for selecting this house/apartment?

	Percent
Cost	28.4
Size of House/Apartment	14.7
Size of Yard	2.9
Appearance of Home	12.7
Only Place Available	10.7
Other	28.4
N.R.	1.9

In the open-end questions relating to what the respondents liked or disliked concerning their house or apartment we noted a great deal of indecision. This indecision was to be found whenever open-end questions were asked. The individual response of those interviewed resulted in most cases in a scatter-gun effect. The percentage were so low and the items listed so varied that it became difficult to

assess any value to these responses. We have decided that these open-end questions were the most unsatisfactory elements of the survey and that much improvement concerning their structure is required if they are to be of any merit in future use of this survey.

We shall now move on to the section of the survey related to Neighborhood satisfaction. The respondents, according to Table 3, display a very high degree of satisfaction for their immediate neighbors and for the Manhattan public schools, but the enthusiasm of their satisfaction begins to decline when they were asked to rate their neighborhood parks and playgrounds, the conditions of neighborhood streets and sidewalks, and the availability of residential parking facilities. Also their degree of satisfaction toward neighborhood shopping facilities and governmental services was much lower than their attitude toward their neighbors and the public schools. Table 3 illustrates that only in this latter category of neighbors and public schools is there an overwhelming choice of a "good" rating by the respondents, and that the selection of "fair" and "poor" becomes more significant in the six other categories rated. This would indicate that outside of schools and their immediate neighbors, the respondents of Manhattan have a potential for considerable dissatisfaction concerning their neighborhoods. This type of information is valuable to the planner because it permits him to become aware of potential trouble areas before they break out into the open and become involved in emotional neighborhood controversies.

Table 3. How do you rate the following features of your immediate neighborhood?

	Good Percent	Fair Percent	Poor Percent	N.R. Percent
Public Schools	81.3	6.8	1.9	9.8
Shopping Facilities	54.9	31.3	13.7	--
Parks and Playgrounds	48.03	21.5	22.5	7.8
Conditions of Streets/Sidewalks	45.09	24.5	30.3	--
Parking Facilities (Residential)	50.9	18.6	29.4	.98
Governmental Services	55.8	26.4	14.7	2.9
General Appearance	67.6	24.5	6.8	.98
Neighbors	87.2	9.8	.98	1.9

Table 4, dealing with the major reason for selecting a place of residence in a particular neighborhood also indicates the essential weakness of this type of question. As occurred earlier in the question relating to the major reason why the respondents selected their present house or apartment we have again registered too high a percentage in the category of "other". In this instance we have 39.2 percent of the respondents stating "other" as the major reason for selecting a house in this neighborhood. This completely overshadows the 23.5 percent who state that "near job" is the most important reason for their selection. Again we conclude that this type of question must be expanded to include more choices if it is to be meaningful. Regardless of this shortcoming it appears that nearness to employment and the general appearance

of the neighborhood are significant in determining the selection of one's neighborhood.

Table 4. What was the major reason for selecting a house in this neighborhood?

	Percent
Near Job	23.5
Good Transportation	2.9
Good Shopping	5.8
Good Schools	9.8
Nice Appearance	17.6
Near Friends-Family	.98
Other	39.2

The section of the study concerning city-wide satisfaction as it is related to certain specific community facilities offered an opportunity to rate over-all satisfaction to these factors and to compare this satisfaction with various age groups. First we calculated the degree of satisfaction from the entire group of respondents and then we obtained a breakdown of satisfaction of these respondents forty years of age and older. This comparison can be noted on Tables 5 and 6, we believe that this type of comparison provides us with significant information and will aid the planner in understanding the importance of the age factor as it relates to community attitudes.

The attitudes of the respondents toward the city are important and we shall discuss in depth the replies the respondents gave to this section. The information depicted on Table 5 indicates that a high percentage of individuals interviewed rate educational facilities "good". This high percentage is maintained even when age is considered, and in some instances, such as the community's educational facilities and general appearance, the forty and above group register a high percentage of "good" replies. This indicates to some extent that the older group of respondents are quite content with the present school system and general attractiveness of Manhattan. An area where considerable variation is recorded is in entertainment facilities. The older age group rated the entertainment facilities "good" at only a 62 percent rate whereas the community as a whole respondents stated that these type of facilities are "good" at only a 48 percent rate. Perhaps, this demonstrates that Manhattan lacks entertainment facilities which appeal to the younger residents of the city. In a city which is economically based on youth from the University and the Fort, this weakness would perhaps be particularly significant. The general disparity of rating between the two age groups can also be noted when we consider the reaction of the respondents to general recreational facilities. The forty and above age group rate these facilities fairly high while the entire group of respondents are not inclined to be so impressed by these facilities. There is considerable dissatisfaction in both groups with

housing, downtown parking, transportation service, and job opportunities. These percentages of dissatisfaction are relatively similar across the board except in the area of housing. The older group rated housing "good" at a much higher percentage than did the general group of respondents. This perhaps illustrates the condition that housing for younger people is not as desirable as that provided for older residents. The dissatisfaction registered in the transportation service, housing, downtown parking and job opportunities categories clearly denotes areas which should be the concern of responsible public officials. It would appear that local citizens believe that poor housing and the lack of job opportunities are the most serious problems that Manhattan presently must solve. These are not easy problems with ready solutions, but now at least the planner can concern himself with these problems before they become a general community crisis.

The need for improvement of Manhattan's housing is again apparent when we look at Table 6. This table sets down a list of community problems and the respondents were asked to rate one, two or three the order in which they would like to see these problems solved. The creation of low cost housing was ranked as the first choice by both the general group of respondents and the forty and above age group. Solving the parking problem was next in order of importance in both groups with a much higher consideration given to this problem by the older age group. The third selection was where the two groups

Table 5. How do you rate the following features of your city?

	Good		Fair		Poor		M.R.	
	#A.G.	%A.G.	#A.G.	%A.G.	#A.G.	%A.G.	#A.G.	%A.G.
Transportation Service	25.4	25.4	30.3	28.6	55.2	39.7	8.8	6.3
Highway Facilities	70.5	69.3	20.5	19.5	6.8	11.1	1.9	1.5
Houring	35.2	47.6	39.2	35.3	21.5	14.3	3.9	4.7
Downtown Parking	36.2	41.2	35.2	31.7	27.4	25.4	.98	1.5
General Recreational Facilities	56.8	59.3	29.4	25.4	10.7	4.7	2.9	1.5
General Appearance	77.4	82.6	22.5	17.4	--	--	--	--
City-wide Cultural Facilities	50.0	60.4	22.5	20.6	22.5	14.3	4.9	4.7
Downtown Shopping Facilities	50.0	52.4	36.2	35.5	12.7	9.5	.98	1.5
Educational Facilities	89.2	93.6	6.8	4.7	.98	--	2.9	1.5
Job Opportunities	22.5	26.9	40.1	41.2	27.4	23.8	9.8	7.9
Entertainment Facilities	48.03	52.0	25.4	20.6	23.5	14.3	2.9	3.1

%G.G.--General Group: Includes all persons interviewed.

#A.G.--Age Group: Includes all respondents forty years of age and above.

differed and the difference is of some significance. The general group favored the revitalization of the central business district as the third most critical problem whereas the forty and above age group considered the encouragement of a county-city government as more important. The favorable attitude of the older age group to county-city consolidation is interesting and deserves much more careful study before any definite conclusions can be made, but if this feeling is accurate there seems to be much sentiment for this type of intragovernmental cooperation. The political scientist could further investigate this area and, if it proved to be justifiable, conceive a scheme of governmental organization which might prove acceptable to the residents of Manhattan and Riley County.

Table 7 clearly illustrates the importance of the Manhattan Chamber of Commerce as a leadership unit within the community. The Chamber of Commerce would be the source of advice and guidance to 42 percent of the individuals interviewed, and this is followed next by the public official classification at 28 percent. This is important information because a planner or any other public official must attempt to get his message over to the general public and he has to know what individuals and groups the people respect in regard to guidance and advice. This does not mean that the planner must make his recommendations in accordance with the general beliefs of the chamber or any other similar group, but the

Table 6. Which of these problems do you think Manhattan should try to correct?

Problems	Priority					
	1st. :G.G.*: A.G.**	2nd. :G.G.*: G.G.**	3rd. :G.G.*: A.G.**			
Creation Low Cost Housing	29.4	20.6	12.7	9.8	7.9	
Renewal of Slums	8.8	11.1	13.7	12.9	3.9	3.1
Solving the Parking Problem	13.7	17.4	13.7	11.1	8.8	6.3
Improving Highway Facilities	4.9	4.7	5.9	9.5	4.9	4.7
Encourage Parks/Playgrounds	9.8	7.9	12.7	9.5	10.7	11.1
Revitalize CBD	12.7	9.5	10.7	4.7	9.8	7.9
Improve Governmental Services	4.9	4.7	6.8	9.5	8.8	11.1
Encourage County-City Government	7.8	14.3	8.8	12.5	8.8	7.9
No Response	6.8	9.5	14.7	17.4	34.3	39.7

*G.G.--General Group: Includes all persons interviewed.

**A.G.--Age Group: Includes all respondents forty years of age and above.

planner must not overlook and fail to realize the position which certain groups have in a small community.

Table 7. If you were concerned with a problem in your town, which of the following people would you go for advice and guidance?

	Percent
Chamber of Commerce	42.1
Church Minister	6.8
Ward Leader	.98
Community Association	2.9
Public Official	28.4
Employer	1.9
Union Leader	--
Newspaper Editor	4.9
Friends	8.8
N.R.	3.9

The final table which appears in the main body of the report deals with the respondents' level of satisfaction to the location of certain community facilities. Table 8 is devised so as to show the percentage of satisfaction to the location of the facility in relation to the distance in blocks that the facility is located from the respondent's place of residence. This data indicates that satisfaction for all facilities except Public Transportation and Playground facilities are quite good up to ten blocks distance from the place

of residence. The reason for Public Transportation is that Manhattan does not possess this type of facility except for a one bus, privately operated system which has a rigid time schedule and a limited route. The lack of properly located playgrounds becomes apparent when we view the table, and this condition of poor planning is noted by those who were interviewed.

It is evident that satisfaction in relation to distance would decline as the facility was located farther and farther from the home site, but the actual break off point seems to be beyond fifteen blocks for most facilities except the Senior High School and playgrounds. The location a few years ago of the Senior High School generated much interest in the community and it appears that to many the site selected was not completely satisfactory.

Once a facility is located beyond fifteen blocks general satisfaction begins to decline fairly rapidly. The one major exception is the location of churches, and in this instance individuals seem to be satisfied regarding the location of this facility in all block categories except the 16-20 block range where a decline occurs.

In summarizing the results of the eight tables which are presented in the main body of the study, we can state that the great majority of respondents interviewed are quite pleased with their own house or apartment and are much influenced by economics, general appearance and relative size when they select their dwelling unit.

Table 8. Percent of respondents satisfied with location of facility.

Type of Facility	0-5*	6-10*	11-15*	16-20*	21-*
Church	92	93	94	61	80
Elementary School	100	81	--	--	--
Junior High School	100	100	94	41	11
Senior High School	100	91	66	50	13
Library	100	89	89	58	55
Playground	95	47	60	--	50
Park	96	82	75	33	20
Shopping Area	96	88	78	--	13
Public Transportation	72	30	--	--	--

*Number of blocks facility is from place of residence.

These respondents are very much satisfied with their immediate neighbors and have a high regard toward the Manhattan public school system. In general they are satisfied with the general appearance of their neighborhood, but when they rate neighborhood facilities such as shopping, parks and playgrounds, parking and street and sidewalk conditions their impressions are much less favorable. These respondents are highly concerned with the location of their place of employment in relation to the neighborhoods in which they reside and rate this condition first in importance as the major factor for selecting their present home. When the household heads were queried about city-wide features they again displayed a high degree of satisfaction toward educational and highway facilities and the

general appearance of Manhattan, but job opportunities, housing, transportation service and downtown parking were all rated much lower in relation to other community features. The general dissatisfaction concerning housing was also reflected when it was noted that the respondents considered the creation of low cost housing as the community problem which Manhattan should attempt to solve first.

The influence and importance of organizations and institutions like the Manhattan Chamber of Commerce should not be underestimated, because the survey results show that this local group is a very important source of advice and guidance to those interviewed.

We can conclude that those interviewed are basically contented with the location of general community facilities such as churches, schools, library, etc., except in a few special instances like the location of parks and playgrounds and the absence of a well developed transportation system.

CHAPTER FOUR

CONCLUSION

In the concluding section of this study we will emphasize three important aspects concerning this research project: the general nature of the survey, the major reason for its development, and some of the potential dangers in the utilization of this type of survey device.

This survey is not basically a statistical device created to measure a certain random quantity and then to extrapolate the results of this small measurement into a large general hypothesis. The survey instrument as envisioned here is a limited rating technique which the professional planner can utilize to obtain data concerning general and neighborhood attitudes and preferences through a small random sample of the community's residents. The survey was developed to be oriented toward the area of city planning and any discussion of results obtained from the use of this survey should not be made outside of this orientation.

We believe that by limiting the scope of the device and emphasizing the rating technique we are able to provide the professional planner with a research tool which he could employ to gather general information that would reflect the essential character and basic problem areas of a community.

The results of the survey would not be for dissemination to the general public. They are only for the use of the

professional planner and the Planning Commission. If by using the research device he can gather the information which will highlight real or potential problem areas, the planner then should prepare a more detailed and thorough examination of these problems before he arrives at any final conclusions or recommendations. We therefore again would like to stress the important fact that this survey is to be employed only as a limited first step in the continual research and analysis process and should never be utilized as the sole or even prime basis for developing final plans, recommendations or proposals.

As we stated earlier in this report this survey technique is a tool by which the planner can gain knowledge of the community for planning purposes and in addition to use this knowledge to better prepare himself for the many political obstacles which he will encounter because of his peculiar role in the structural arrangement of local government.

These two important considerations are the real and concrete reasons for the actual development of this survey device. The obtaining of knowledge concerning a community is basic to the planner's function, but the idea of expressly using this knowledge in order to shore up and prepare his defenses to overcome political obstacles is both novel and potentially dangerous.

The danger lies in the fact that the planner is consciously involved with "politics", and this could not be otherwise if the planner wishes to achieve success in formulating a series of planning programs for a community. In the

first section we devoted considerable space in developing a rationale for the use of the survey as a safeguard against political forces when conditions warranted this type of action. Now we will discuss the dangers inherent in such an undertaking and the possible reaction which might occur when the planner embarks on such a course of action.

A planner taking the information which we derived from the Manhattan project could make a tragic error if he attempted to take these results to prove a hypothesis which is not justified. The professional planner could not hope to justify the introduction of new types of housing without making a further study into the housing market. Questions concerning the type of housing needed and the cost range that would be required would have to be answered first and to do otherwise would probably lead to disaster. This would be expecting more from the survey than what was originally planned and would completely overlook the "first step" approach which we have tried to emphasize.

Another and very important consideration is that the survey should never be utilized as an overt weapon or club over the heads of the locally elected public officials. This research technique is not an instrument of coercion but should be considered a device whereby the planner can gain pertinent data and then by use of the gentle "art" of persuasion attempt to convince the elected officials of the desirability of his program. To conceive a research project expressly for the purpose of forcing the local governing body to accept certain

proposals would surely end in a political upheaval and result in the complete alienation of the planner with these local officials. But such an approach would hardly be consistent with the air of objectivity which is necessary in professional planning in any event.

It is for this reason that we caution the planner not to release the results to the general public. This is not because we fear or cannot trust the general citizenry, but because the information should be collected and analyzed in a professional manner by the planner and his staff and is not to be misused by organized groups to further their partisan aims at the expense of the general public.

The results of the Manhattan study, if given out to the general public, might leave the impression that the planner and the local city government are encouraging the consolidation of city-county government and this conclusion would not necessarily have basis in truth. This idea received considerable support by a number of our older citizens, but before any general statements could be made concerning the "pros" and "cons" of this type of governmental consolidation considerable additional information is needed.

An additional danger that should not be neglected is that when the planner makes his analysis of the data collected he should not be influenced by outside considerations nor should he be naive to the problems and conditions that exist in the community. This survey is an initial approach to the continuing research process and, we believe, an ideal research

instrument for the newly appointed community planner. It is hoped that the results from the survey would quickly outline for this new appointee some of the more prominent problem areas within a given community which need further investigation. Therefore if a recently appointed planner utilizes the survey he should be careful in his analysis of the data not to take the advice and guidance of anyone who may have a particular cause to advance or protect.

A final danger area which we should mention is that this survey is in no way a substitute for the legalized form of democratic action. The planner should not view the results of the survey as a general mandate from the people and embark on certain programs simply because these programs received warm acceptance from those interviewed. To make general conclusions from this type of rating technique would only lead to difficulties and the planner must be aware of the limitations which we have noted when he analyzes the research data. We register this high degree of caution only because we believe the survey is valuable and can be an important research tool when properly utilized, but if it were to be expanded beyond the limits in which it was conceived the use of the survey could actually create local problems that may prove to be insoluble and eventually lead to a general dissatisfaction with the aims and goals of community planning.

At this point in our conclusion we would like to state that the survey, as it was conducted in Manhattan, Kansas could have yielded much more significant data if the actual canvass

of the respondents and the summations of results could have been broken down into neighborhood areas or according to census tract as well as by age groups. These breakdowns would have provided us with more pertinent data which we then could have related to these particular sections of the community with far greater significance than shown in this study. Overall averages such as shown here can be highly deceptive. A "moderate dissatisfaction" on an issue may be the result of combining the satisfactions of one part of town with the critical dissatisfactions of other neighborhoods. The economic, social and racial conditions that exist in Manhattan would have been registered more clearly by area break-downs and, in addition, we would be able to obtain deeper insight into how the neighborhood inhabitants relate themselves to these factors. Therefore, in the future we hope that others with more financial assistance than we were able to obtain will be able to introduce a more sophisticated approach to the conducting of the actual field test.

APPENDIX

Zone No. _____

Sample No. _____

APPENDIX I

COMMUNITY PLANNING SURVEY
MANHATTAN, KANSASAdministrative Record

Address: _____

Date: _____

Calls Date Time Interviewer: _____

1. _____ _____ Coded by: _____

2. _____ _____ Checked: _____

3. _____ _____

Incompleted: _____

Comments: _____

Hello, I am (Name) _____

I am helping the city conduct a community planning survey. I would like to ask you some questions that will provide the city with valuable information, and enable it to make plans for future growth and development.

HOUSING SATISFACTION

Card No. 2 Zone No. Sample No. Person No.

Person Identification:

(1) Head (2) Wife (3) Single Male (4) Single Female

What were your major reasons for selecting a house in this neighborhood?
(LIST A)

- | | |
|------------------------|--------------------------|
| 1. Near job | 5. Nice appearance |
| 2. Good transportation | 6. Near friends - family |
| 3. Good shopping | 7. Other _____ |
| 4. Good schools | |

What was your major reason for selecting this house/apt.?

- | | |
|-----------------------|-------------------------|
| 1. Cost | 4. Appearance of house |
| 2. Size of house/apt. | 5. Only place available |
| 3. Size of yard | 6. Other: Specify _____ |

Is there any chance that you may decide to move within the next few years?

(1) Yes (2) No (3) Don't know

(If the answer is "Yes", ask the next three questions.)

If you decided to move, in what area of the city would you rather live?

Specify: _____

Would you be interested in living in or near the downtown if the downtown area was renewed?

(1) Yes (2) No (3) Don't know

If you moved, would you:

- (1) Buy house (2) Rent house (3) Rent apt. (4) Purchase coop apt.
-
- (5) Don't know

How do you rate your present house/apt. with regard to the following features?

	<u>Satis- factory</u>	<u>Too Small</u>	<u>Too Large</u>
1. Size of house/apt.	_____	_____	_____
2. Size of front yard	_____	_____	_____
3. Size of back yard	_____	_____	_____
4. Side lot distance between your house and house next door	_____	_____	_____

How many bedrooms do you have in your house/apt. _____

What feature of your house/apt. do you like the most?
_____What feature of your house/apt. do you dislike the most?
_____What would you do to improve Manhattan as a University Center.

NEIGHBORHOOD SATISFACTION

How do you rate the following features of your immediate neighborhood?

	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
1. Public schools	_____	_____	_____
2. Shopping facilities	_____	_____	_____
3. Parks and playgrounds	_____	_____	_____
4. Condition of streets and sidewalks	_____	_____	_____
5. Parking facilities (residential)	_____	_____	_____
6. Governmental services (garbage collection, street maintenance, etc.)	_____	_____	_____
7. General appearance	_____	_____	_____
8. Neighbors	_____	_____	_____

What feature of your immediate neighborhood do you like the most?

What feature of your immediate neighborhood do you dislike the most?

In what ways do you believe your immediate neighborhood could be improved?

Are you satisfied with the present location of your:

	Yes	No	Distance
1. Church	_____	_____	_____
2. Elementary schools	_____	_____	_____
3. Junior high schools	_____	_____	_____
4. High schools	_____	_____	_____
5. Library	_____	_____	_____
6. Playground	_____	_____	_____
7. Park	_____	_____	_____
8. Shopping area	_____	_____	_____
9. Public transportation	_____	_____	_____

Can you tell me the approximate distance in blocks from your residence to:
(Go through list again.)

Would you like to see the development of more neighborhood parks which are scattered throughout a subdivision, or would you rather have a single large community facility with more space and equipment, but at a greater distance?

(1) Neighborhood (2) Community (3) Don't know

If it were necessary to raise taxes to improve or renew your neighborhood, would you favor the increase?

(1) Yes (2) No (3) Don't know

COMMUNITY ATTITUDE

How do you rate the following features of your city?

	Good	Fair	Poor
1. Transportation service	_____	_____	_____
2. Highway facilities	_____	_____	_____
3. Housing	_____	_____	_____
4. Downtown parking	_____	_____	_____
5. General recreational facilities; such as parks, playgrounds, etc.	_____	_____	_____
6. General appearance	_____	_____	_____
7. City-wide cultural facilities; such as museums; concerts, etc.	_____	_____	_____
8. Downtown shopping facilities	_____	_____	_____
9. Educational facilities	_____	_____	_____
10. Job opportunities	_____	_____	_____
11. Entertainment facilities	_____	_____	_____

What feature of the city do you like the most?What feature of the city do you dislike the most?

What do you feel is the most important problem facing the city?

Here is a list of problems facing many cities in our country. Which of these problems do you think (Name City) should try to correct? (LIST B)
Order of Priority

1. Creation of low cost housing _____
2. Renewal of slums _____
3. Solving of the parking problem _____
4. Improving highway facilities _____
5. Encouraging the development of parks and playgrounds _____
6. Revitalizing the downtown business district _____
7. Improving governmental services (schools, libraries,
etc.) _____
8. Encourage County - City Government _____

Of these problems which do you think is the next important?

If you were very concerned with a problem in your town which of the following people would you go to for advice and guidance?

- | | |
|--------------------------|---------------------|
| 1. Chamber of Commerce | 6. Employer |
| 2. Church minister | 7. Union leader |
| 3. Ward leader | 8. Newspaper editor |
| 4. Community Association | 9. Friends |
| 5. Public Official | |

Where do you normally shop for major purchases: such as clothes, furniture and household goods? (1) Neighborhood____ (2) Community____ (3) City____
(4) Other_____

DWELLING UNIT SUMMARY

Card No. _____

Zone No. _____

Sample No. _____

Type of Structure:

- (1) Single family (3) 5 - 9 apts. (5) rooming (7) motel
 (2) 2 - 4 apts. (4) 20 or more (6) hotel (8) institution

Personal Data:

Person Identification	Sex	Age	Employed	Occupation	Industry	Yrs. School
			Y - N Yrs.			
1.						
2.						
3.						
4.						
5.						
6.						
7.						

Total number of persons (excluding temporary visitors) _____
 Total persons employed _____
 Total cars owned _____
 Length of time at this address - (years) _____

Last place of residence: (Specify) _____
 (1) New family (2) Within neighborhood (3) Within city (4) Outside city
 (If 4) Why did you come to Manhattan? _____

Ask only after completing other section of the interview.

Do you own or rent your home? (1) Own (2) Rent
 What would you estimate to be the average value of homes on this street? _____
 Would you mind telling me in which of the categories on this card your total family income would fall?
 (1) Under \$3,000 (4) \$7,000 - \$10,000 (7) Refusal
 (2) \$3,000 - \$5,000 (5) \$10,000 - \$15,000
 (3) \$5,000 - \$7,000 (6) Over \$15,000

Race: (Do not ask) _____ (1) White (2) Negro (3) Other _____

What is your political party affiliation?

- (1) Democrat _____ (2) Republican _____
 (3) Independent _____

Zone No. _____
65
Sample No. _____

APPENDIX II

TRANSPORTATION STUDY
FORT WORTH, TEXAS

Administrative Record

Address: _____

Date: _____

Calls	Date	Time	Interviewer: _____
1.	_____	_____	Coded by: _____
2.	_____	_____	Checked by: _____
3.	_____	_____	

Incompleted: _____

Comments: _____

Hello, I am (Name) _____

I am helping the city conduct a community planning survey. I would like to ask you some questions that will provide the city with valuable information, and enable it to make plans for future growth and development.

Alan M. Voorhees and Associates, Inc.
and
Burgwin and Martin
Consulting Engineers

DWELLING UNIT SUMMARY

Card No. Municipality No. Zone No. Sample No.

Person Identification of Respondent:

(1) Head (2) Wife (3) Single Male (4) Single Female

Type of Structure:

(1) Single family (2) 2 - 4 apts. (3) 5 - 9 apts. (4) 20 or more (5) rooming (6) institution (7) trailer (8) hotel (9) motel

Personal Data:

	Person Identification	Sex	Age	Employed		Occupation	Industry	Schooling Completed*
				Y - N	Yrs.			
1.								
2.								
3.								
4.								
5.								
6.								
7.								

* 1. 8th grade 2. High School 3. Undergraduate 4. Graduate

Total number of persons (excluding temporary visitors) _____

Total persons employed _____

Total cars owned by members of the family _____

Length of time at this address - (years) _____

Last place of residence: (Specify) _____

(1) New family (2) Within town or city (3) Within Region (4) Outside Region

(If 4) Why did you come to this Municipality? _____

ASK ONLY AFTER COMPLETING OTHER SECTIONS OF THE INTERVIEW

Do you own or rent your home: (1) Own (2) Rent

What is the approximate age of this structure? _____

What would you estimate to be the average value of homes on this street? _____

Would you mind telling me in which of the categories on this card your total family income would fall? (If asked, say information is confidential.)

(1) Under \$3,000 (4) \$7,000 - \$10,000 (7) Refusal

(2) \$3,000 - \$5,000 (5) \$10,000 - \$15,000

(3) \$5,000 - \$7,000 (6) Over \$15,000

Race: (Do not ask) (1) White (2) Negro (3) Puerto Rican-Latin (4) Other

TRAVEL CHARACTERISTICS

id No.

Zone No.

Sample No.

Where did trip begin?	Where did trip end?	Land Use Code		Trip Purpose Code	Start at Home (1) Yes (2) No	Departure Code		Travel Mode Code	No. in Car
		From	To			Time	Day		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

- | | | | |
|--|--------------------------------|-----------------|-------------------------|
| <u>Land Use Code</u> | <u>Trip Purpose Code</u> | <u>Day Code</u> | <u>Travel Mode Code</u> |
| | <u>Home Based</u> | | |
| Residential | 01. Work | 1. Monday | 1. Auto Driver |
| Industrial | 02. Related Business | 2. Tuesday | 2. Auto Pass. |
| Personal Service | 03. Personal Business | 3. Wednesday | 3. Bus & Transit |
| Business Service | 04. Medical-Dental | 4. Thursday | 4. Other |
| Institutional | 05. Eat Meal | 5. Friday | 5. Walk to Work |
| Recreational (parks, playgrounds, beaches) | 06. Education | 6. Saturday | |
| Commercial Amusements | 07. Civic-Religious | 7. Sunday | |
| Retail | 08. Shopping-convenience goods | | |
| Other (Explain) | 09. Shopping-shopping goods | | |
| | 10. Social | | |
| | 11. Recreational | | |
| | 12. Other (Explain) | | |
| | 13. Non Home Based | | |

TRAVEL CHARACTERISTICS

rd No.

Zone No.

Sample No.

Where did trip begin?	Where did trip end?	Land Use Code		Trip Purpose Code	Start at Home (1) Yes (2) No	Departure Code		Travel Mode Code	No. in Car
		From	To			Time	Day		
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

- | | | | |
|--|--------------------------------|-----------------|-------------------------|
| <u>Land Use Code</u> | <u>Trip Purpose Code</u> | <u>Day Code</u> | <u>Travel Mode Code</u> |
| Residential | <u>Home Based</u> | 1. Monday | 1. Auto Driver |
| Industrial | 01. Work | 2. Tuesday | 2. Auto Pass. |
| Personal Service | 02. Related Business | 3. Wednesday | 3. Bus & Transit |
| Business Service | 03. Personal Business | 4. Thursday | 4. Other |
| Institutional | 04. Medical-Dental | 5. Friday | 5. Walk to Work |
| Recreational (parks, playgrounds, beaches) | 05. Eat Meal | 6. Saturday | |
| Commercial Amusements | 06. Education | 7. Sunday | |
| Retail | 07. Civic-Religious | | |
| Other (Explain) | 08. Shopping-convenience goods | | |
| | 09. Shopping-shopping goods | | |
| | 10. Social | | |
| | 11. Recreational | | |
| | 12. Other (Explain) | | |
| | 13. Non Home Based | | |

HOUSING SATISFACTION

Card No. Sample No.

A) What were your major reasons for selecting a residence in this municipality? (LIST A)

- | | | |
|------------------------|--------------------------|--------------------------|
| 1. Near job | 5. Nice appearance | |
| 2. Good transportation | 6. Near friends - family | <input type="checkbox"/> |
| 3. Good shopping | 7. Other _____ | <input type="checkbox"/> |
| 4. Good schools | | |

B) What was your major reason for selecting this hour/apt. ?

- | | | |
|-----------------------|-------------------------|--------------------------|
| 1. Cost | 5. Appearance of house | |
| 2. Size of house/apt. | 6. Only place available | <input type="checkbox"/> |
| 3. Size of lot | 7. Other: Specify _____ | <input type="checkbox"/> |
| 4. Design of house | | |

C) Is there any chance that you may decide to move within the next few years?

- | | | | |
|---------|--------|----------------|--------------------------|
| (1) Yes | (2) No | (3) Don't know | <input type="checkbox"/> |
|---------|--------|----------------|--------------------------|

(If the answer is "Yes", ask the next two questions.)

If you decided to move, in what municipality of the region would you rather live?

Specify: _____

If you moved, would you?

- | | | | |
|----------------|-------------------|----------------|--------------------------|
| (1) Buy house | (3) Rent apt. | (5) Don't know | <input type="checkbox"/> |
| (2) Rent house | (4) Buy a trailer | | |

D) Which three of the items listed on this card (LIST B) would you consider most important in selecting a new home?

- | | | |
|--|-----------------------------|--------------------------|
| 1. Number of bedrooms | 6. Convenient to recreation | <input type="checkbox"/> |
| 2. Size of lot | 7. Close to work | <input type="checkbox"/> |
| 3. Location & quality of schools | 8. Close to shopping area | <input type="checkbox"/> |
| 4. Traffic on streets | 9. Close to friends | |
| 5. Availability of public transportation | | |

E) How do you rate your present house/apt. with regard to the following features?

- | | <u>Satisfactory</u> | <u>Too Small</u> | <u>Too Large</u> | |
|-----------------------|---------------------|------------------|------------------|--------------------------|
| 1. Size of house/apt. | _____ | _____ | _____ | <input type="checkbox"/> |
| 2. Size of front yard | _____ | _____ | _____ | <input type="checkbox"/> |
| 3. Size of back yard | _____ | _____ | _____ | <input type="checkbox"/> |
| 4. Side lot distance | _____ | _____ | _____ | <input type="checkbox"/> |

F) How many bedrooms do you have in your house/apt. ? _____ G) How large is your lot? Width _____ Depth _____ Area _____ H) What feature of your house/apt. do you like the most? _____ I) What feature of your house/apt. do you dislike the most? _____ J) Is your residence connected to public sewer? (1) Yes (2) No
If no, have you had any trouble with your septic system? (1) Yes (2) No K) Is your residence connected to a public water system? (1) Yes (2) No
If "No", is your supply adequate? (1) Yes (2) No

MUNICIPALITY SATISFACTIONCard No. Sample No.

How do you rate the following features of your municipality?

	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
1. Public Schools	_____	_____	_____
2. Shopping facilities	_____	_____	_____
3. Parks and Playgrounds	_____	_____	_____
4. Condition of streets and sidewalks	_____	_____	_____
5. Public transportation service (buses, etc.)	_____	_____	_____
6. Parking facilities (residential)	_____	_____	_____
7. Governmental services	_____	_____	_____
8. General appearance	_____	_____	_____
9. Neighbors	_____	_____	_____

If it were necessary to raise taxes to improve those features of your municipality which you rated "fair" or "Poor", would you favor the increase?

- (1) Yes (2) No (3) Don't know

What feature of your municipality do you like the most?What feature of your municipality do you dislike the most?

In what ways do you believe your municipality could be improved?

Are you satisfied with the present location of your:

	<u>Yes</u>	<u>No</u>	<u>Distance</u> <u>(block)</u>
1. Church	_____	_____	_____
2. Elementary schools	_____	_____	_____
3. Junior high schools	_____	_____	_____
4. High schools	_____	_____	_____
5. Library	_____	_____	_____
6. Playground	_____	_____	_____
7. Park	_____	_____	_____
8. Shopping area	_____	_____	_____
9. Public transportation	_____	_____	_____

Can you tell me the approximate distance in blocks from your resident to: (Go through list again)

Would you like to see the development of more neighborhood parks which are scattered throughout a subdivision, or would you rather have a single large community facility with more space and equipment, but at a greater distance?

- (1) Neighborhood (2) Municipality (3) Region (4) Don't know

If you were very concerned with a problem in your municipality, which of the following persons or organizations would you go to for advice and guidance?

- | | |
|--------------------------|---------------------|
| 1. Chamber of Commerce | 6. Employer |
| 2. Church | 7. Union Leader |
| 3. Ward leader | 8. Newspaper editor |
| 4. Community Association | 9. Friends |
| 5. Public Official | |

REGIONAL ATTITUDE

Code No. Sample No.

How do you rate the following features of the Region?

	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	
1. Transportation service	___	___	___	<input type="text"/>
2. Highway facilities	___	___	___	<input type="text"/>
3. Housing	___	___	___	<input type="text"/>
4. Downtown parking	___	___	___	<input type="text"/>
5. General recreational facilities; such as parks, playgrounds, etc.	___	___	___	<input type="text"/>
6. General appearance	___	___	___	<input type="text"/>
7. Region-wide cultural facilities; such as museums, concerts, etc.	___	___	___	<input type="text"/>
8. Downtown shopping facilities	___	___	___	<input type="text"/>
9. Educational facilities	___	___	___	<input type="text"/>
10. Job opportunities	___	___	___	<input type="text"/>
11. Entertainment facilities	___	___	___	<input type="text"/>
12. Suburban shopping facilities	___	___	___	<input type="text"/>

What feature of the Region do you like the most? _____ What feature of the Region do you dislike the most? _____ What do you feel is the most important problem facing the Region? _____

Here is a list of problems (LIST C) being faced by many areas in the country. Which of these problems do you think apply to this Region?

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	
1. Insufficient & inadequate low-income housing	___	___	___	<input type="text"/>
2. Insufficient & inadequate middle-income housing	___	___	___	<input type="text"/>
3. Insufficient & inadequate housing for elderly	___	___	___	<input type="text"/>
4. Sub-standard housing	___	___	___	<input type="text"/>
5. Run-down neighborhoods	___	___	___	<input type="text"/>
6. Inadequate parking	___	___	___	<input type="text"/>
7. Inadequate streets & highways	___	___	___	<input type="text"/>
8. Insufficient parks and playgrounds	___	___	___	<input type="text"/>
9. Unsatisfactory downtown business district	___	___	___	<input type="text"/>
10. Inadequate public facilities (schools, libraries, etc.)	___	___	___	<input type="text"/>
11. Inadequate refuse collection & disposal	___	___	___	<input type="text"/>
12. Inadequate public water supply	___	___	___	<input type="text"/>
13. Inadequate sewage disposal facilities	___	___	___	<input type="text"/>
14. Inadequate job opportunities	___	___	___	<input type="text"/>

Which of these problems do you feel is most important? _____ Which of these problems do you feel is next in importance? _____

LEISURE TIME AND RECREATION SURVEY

House No. Sample No. Day Activities Performed

Activity	AM						PM											
	7	8	9	0	1	2	1	2	3	4	5	6	7	8	9	0	1	2
1. Television - radio																		
2. Reading - hobbies																		
3. Education																		
4. Home improvement																		
5. Entertaining at home																		
6. Visiting friends																		
7. Attending parties																		
8. Movies - Drive-Ins																		
9. Restaurant/Night Club																		
10. Shopping																		
11. Theater, Concert, Lecture																		
12. Indoor sports																		
13. Outdoor sports																		
14. Spectator - sports																		
15. Comm. service work																		
16. Citizen Association																		
17. Fraternal Organization																		
18. Church activities																		

Act. No.	Time (Hrs.)	Leisure-Time Activities Undertaken With Friends							
		Location Code*	Similar: (1) Yes (2) No (3) Don't know			Occup.	Politics	Religion	
			Income	Education	Age				

* Location Code: (1) Neighborhood (2) Community (3) City (4) Other

What major recreational areas have you visited in the last month? Where did you spend your last summer vacation? (Specify)

Would you please look at this list (LIST D) and tell me which of these items your family has?

- | | | |
|--------------------------------------|-------------------|-------------------|
| 1. Fishing Equipment | 5. Golf Clubs | 9. Summer Cottage |
| 2. Badminton, Croquet, Horseshoe set | 6. Outboard Motor | 10. Skis |
| 3. Portable Stove | 7. Boat-Canoe | 11. Ice Skates |
| 4. Backyard Picnic Facilities | 8. Boat Trailer | 12. Swimming Pool |

Where did you last purchase

- Groceries and meats?
- Apparel (clothes or shoes)?
- Furniture?
- Major appliances?
- Variety store?
- Other Retail (sporting goods, glass, jewelry, etc.)

APPENDIX III
MANUAL OF INSTRUCTIONS

General

A neat appearance and courteous manner are all-important to a successful interviewer. The ability to communicate with other people and to assist them in answering the questions is very necessary.

Following are several DON'TS:

- Don't chew gum.
- Don't smoke while making an interview.
- Don't invite yourself into the home. In most cases the person being interviewed will invite the interviewer in; however, it should never be suggested by the interviewer.
- Don't insist on an answer to a specific question if the person being interviewed is reluctant.
- Do not be insistent on making an interview at the time of the first contact. If it appears to be an inconvenient time to the person being interviewed, make an appointment for some later date.
- Don't obtain information from children. Interview only the adult members of a family.

Time of Interview

Interviews may be obtained during any day and at any time convenient to the person being interviewed. It has been found that the most productive interviewing periods are during weekday evenings before dark, on Saturdays between 9 A. M. and 6 P. M., or Sunday between 1 and 6 P. M. .

Where Interviews are Made

Each interview assigned to an interviewer will specify the address of the dwelling unit to be interviewed. Occasionally, a description of the dwelling unit will be given in addition to the address; for example, "above store" or "house in rear". In the case of apartment buildings, the interview form will specify the apartment number.

If, for some reason, the interviewer cannot complete an interview at a specified address, he should return the form to the supervisor stating the reasons, i. e., "house vacant", "occupant on vacation".

IN NO CASE SHOULD THE INTERVIEWER OBTAIN INFORMATION FROM AN ADDRESS OTHER THAN THE ONE SPECIFIED ON THE INTERVIEW FORM.

Who is to be Interviewed:

Information should be obtained from only the adult members of the family. Do not obtain information from children or roomers.

INTERVIEW FORM

IMPORTANT: DO NOT WRITE IN THE CODING BLOCKS ON ANY OF THE FORMS

Separate interview forms should be completed for each family or household found at each address designated for interview. Where two or more households are found at the sample address, each additional interview form should be designated by the same address, but with a suffix as A, B, or C, etc.

A household may be defined as a family, or any other group of persons, living together in the same living quarters and, in most cases, having private facilities available for cooking. The persons in a household are usually related by blood or marriage; however, domestic or other employees who sleep in an employer's house should be included with the family or household in which they are employed; and roomers occupying quarters in a private home should be included with the household in which they reside. Only one interview form need be completed for each such household. Two or more families occupying portions of a structure originally built as a one-family dwelling, but now separate and distinct, should be considered as different households and separate interview forms completed for each such household.

The attached interview form is divided into 7 sections:

1. Administrative Record
2. Dwelling Unit Summary
3. Housing Satisfaction
4. Municipality Satisfaction
5. Regional Attitudes
6. Leisure Time Recreation
7. Travel Characteristics

The interview form has been developed so that many entries are made by simply circling a number that refers to the appropriate answer; for the remaining inquiries it is necessary to record only a figure or a few words to complete the answer. This procedure reduces the work of the interviewers and automatically codes the data for punching on tabulating cards in preparation for subsequent analysis.

When the interview has been completed, and each inquiry is checked for accuracy and completeness, the interviewer shall fill in his portion of the Administrative Record and submit the completed form to the supervisor at the first opportunity. Work involved in checking the entries and filling in the Administrative Record should be done after the interviewer leaves the home where the interview was made.

Detailed Instructions

The inquiries are placed on the interview form in the most desirable order for conducting an interview; however, with a little practice, each interviewer will develop a certain technique in asking the questions which is best suited to the individual. In most cases the inquiries may be stated briefly, somewhat as phrased on the form, but there will be instances such as: reluctance to answer a question by the person being interviewed, an error indicative of a misunderstanding, or an illogical answer, when a few words or a brief explanation will be necessary to correct the answer or put the person at ease.

Only those items which require definitions or explanation are covered in the following discussion.

Dwelling Unit Summary

Type of structure: Circle appropriate number. This should be done prior to interview.

Person Identification of Respondent: Circle appropriate number.

Personal data: List all members of family including children, roomers and live-in servants. Names are unnecessary and undesirable. Enter short terms; such as, "head", "wife", "son", "roomer", "maid".

Sex and age: Do not ask; this may be determined by interviewer.

Employed: Simply enter "Y" for Yes and "N" for No. In column headed Yrs determine number of years employed in present job. Disregard part time employment of wives and children unless it is substantial, over 20 hours per week, and sustained.

Occupation and Industry: Make short statement which accurately describes the specific work done and the type of business within which he works; for example, stenographer - law office, mechanic - auto repair shop, teacher - high school.

School Completed: This information need only be obtained for the adult members of a family. Use the appropriate code on form.

1. 8th Grade
2. High School
3. College
4. Post Graduate

Total cars owned: Enter the total number of passenger cars owned by all residents of the household. Include station wagons and jeeps as passenger cars. Include vehicles not in operation because of needed repairs as well as those in operation, but exclude "junked" vehicles. Include those on which purchase payments are still being made. Do not include a passenger car owned by the employer of a member of the household, even though such vehicle is garaged on the premises. Do not include trucks or taxis in answer to this inquiry.

Last place of residence: If answer to this question falls into categories 1, 2, or 3, simply circle number. If, however, the respondent came from outside the study area, circle (4) and specify the town from which he came. In addition, ask why he came to this area and record response in space provided.

DO NOT ASK THE REMAINING QUESTIONS ON DWELLING UNIT SUMMARY UNTIL THE OTHER PORTIONS OF INTERVIEW ARE COMPLETED.

Housing Satisfaction, Municipality Satisfaction and Regional Attitudes

These portions of the survey are self-explanatory.

Leisure Time and Recreation

Indicate the day on which the activities occurred. This should be the day previous to the interview.

This section of the survey requires a brief introductory statement, such as the following:

"This next section of the Regional Planning Survey concerns your participation in certain leisure-time activities. Here is a list (LIST C) containing a number of such activities. I would like to know if yesterday you participated in any of the activities listed. If you have, could you state the time the participation occurred."

The interviewer should draw a line through the appropriate spaces or blocks to record the time and type of activities undertaken.

The second part of the leisure-time survey is completed by the interviewer. This section deals with leisure-time activities undertaken with friends. The interviewer asks the person being interviewed to indicate the leisure-time activities that were performed with friends. The interviewer notes the number corresponding to the activity and the time devoted to it. Then he registers this information in the spaces provided. He asks the respondent the location of the friend's home and records the appropriate code, (1) within neighborhood, (2) within municipality, (3) within region, (4) other. Finally, he asks the respondent if his friend or friends involved in the leisure-time activities are similar to him in matters of income, education, age, occupation, political affiliation and religious preference. A (1) for "Yes", (2) for "No" or (3) for "Don't know" is registered in the appropriate space provided.

The last questions are self-explanatory. Be sure to record the answers so that the exact locations of the activities are clear.

Travel Characteristics

The purpose of this report is to obtain information on all trips made by all members of the household (except those persons under five years of age) on the day previous to the interview, whether the trip was made as an auto driver or a passenger in an auto, streetcar, bus, truck, or taxi. EXCEPTION: WALK TRIPS TO AND FROM WORK WILL BE RECORDED. One horizontal line on the internal trip report form should be completed for each trip made by each member of the household 5 years of age or older.

The 24-hour period for which trip information is to be collected begins at 4 A. M. and extends until 4 A. M. the following day. For example, when interviewing on Saturday to obtain trip data for Friday, include all trips starting between the hours of 4 A. M. Friday and 4 A. M. Saturday. The travel day is defined in this manner so that it will begin and end at a time when travel is lightest.

In addition, only travel performed on weekdays is wanted. Therefore, if an interview is being made on Sunday or Monday obtain travel information pertaining to the previous Friday. Interviews being conducted on other days (Tuesday - Saturday) should obtain information concerning the previous day's travel.

A "trip" is defined as the one-way travel from one point to another for a particular purpose, such as one of the purposes listed at the bottom of the form. Thus, round trips, to and from work, to and from shopping, to and from the theatre, etc. represent at least two trips in each case; one for the travel to the place of work, shopping or theatre, and one for the return travel. A continuous round trip, such as a pleasure drive through the park, must also be considered as two trips; the most distant point reached during the drive being recorded as the end of the first trip and the beginning of the second.

In general, stops are regarded as the end of one trip and the beginning of another, unless the stops are made for relatively unimportant purposes which do not determine the route of travel, such as drop a letter in a mail box, buy a package of cigarettes, pick up a hitch-hiker, purchase gasoline, or buy light refreshments. Stops of this nature ordinarily do not control the route of travel and should be disregarded. Of course, stops made to avoid conflict with traffic or to comply with directions of traffic officers or traffic control signs and signals also should be disregarded.

Stops which direct the route of travel, such as transacting business at a bank, visiting a friend, eating a meal, shopping, picking up or discharging a passenger at some specific location should be considered the end of one trip and the beginning of another. In most cases, the person being interviewed will automatically give the proper location to be considered the end of a trip because of his desire to get to some specific location for some specific purpose, but it shall be the responsibility of the interviewer to see that proper information is obtained.

Certain occupations create travel of a circuitous nature involving several stops for a similar purpose, such as a doctor visiting his patients, a traveling salesman visiting his customers, or a real estate agent in the course of his work, and other similar occupations. Travel of this nature is important in a city, and to portray it clearly the travel between each stop should be recorded as a separate trip. It is realized that some occupations in this category such as door-to-door salesmen, public utilities meter readers, and certain deliverymen, who use passenger cars, may make a great many stops which are only a few houses apart but which would be classified as trips according to the above definition. Extremely short trips such as these are difficult to obtain accurately, laborious to record, and would not be significant in the subsequent tabulations to be prepared for the analysis. Hence, to avoid these unnecessary complications, only trips which are approximately two city blocks or greater in length need to be recorded. Disregard entirely any travel between stops which are less than two city blocks apart.

Travel by rail or bus from a railway terminal or bus station to an out-of-town point is not to be considered as a trip in this study. However, trips to the bus or railroad station within the city should be included. Also, trips made in an automobile to or from out-of-town points should be included.

Trips by truck, bus, and taxi drivers made while driving such vehicles in the course of their day's work, should not be reported on the Internal trip report form because information concerning such trips will be obtained by other means. However, trips made by passengers in such vehicles should be recorded. Also, trips made by the drivers in going to and from the point of starting their day's work should be recorded.

CAUTION: USE A SEPARATE LINE ON THE TRAVEL CHARACTERISTICS FORM FOR EACH ONE-WAY TRIP REPORTED.

Detailed Instructions: In presenting the detailed instructions for recording trip information, the following paragraphs have been prefixed with headings corresponding to those used in each vertical column near the top of the trip report form. When recording the interview data **DO NOT WRITE IN THE CODING BLOCKS.**

Person Number: Enter the number of the person making the trip which was previously assigned in filling out the Dwelling Unit Summary.

Where did trip begin? - Where did trip end?: Entries for these two inquiries are similar and will be described together in the following paragraphs. Complete and accurate information for both the origin and the destination of all trips is essential to the success of the study.

These inquiries refer to points where each person making a trip actually starts or ends the trip, such as a persons' home, an office, or a store, theater, bank, school, factory, etc., and do not refer to points to which a person must walk to board a streetcar or bus, or to where the automobile was parked. In other words, these inquiries refer to the original starting point and the ultimate destination of the specific trip being recorded. **THIS IS IMPORTANT.**

For trips beginning or ending at the sample dwelling unit the word "Home" may be entered to save time. For any other location within the internal study area BE SPECIFIC and enter the street address, the name of a store, building, or factory IF IT IS WELL KNOWN, or, if the location cannot be identified by either of the above two means, enter the nearest street intersection. A specific street address is desirable, but descriptions such as "North side of 2nd St. between Houston and Main Streets" or "SW corner of 3d and Main Streets" are satisfactory. Just the name of one street will not be acceptable because a street may pass through several different subzones and, without some further designation than just the street name, it will be impossible for the coders to assign the beginning and ending of the trip to the proper subzones.

It is important to give the full name of the street by identifying it as an avenue, street, terrace, court, etc., in order to distinguish it from any others with a similar name. Care must also be taken to identify by the nearest street intersection, or address, stores such as A & P, Safeway, Western Auto, and others that have a number of branch stores all commonly known by the same name. In metropolitan areas composed of more than one city, the name or abbreviation of the city must be included as an integral part of each origin and destination entry.

A person intending to go out of town may be taken to a bus or railroad station by automobile, or may take a streetcar, bus or taxi to the station. In these cases, the trip should be considered as ending at the station and the location of the station should be entered in column 6. A person's trip, when arriving by train from out-of-town points, would be recorded as beginning at the station. However, for automobile trips to or from points outside the internal study area, the name of the city or town to which the person went should be recorded. The street address in the "outside" city need not be recorded; the name of the city is sufficient. If the trip originates or is destined to a rural area, record a nearby village or the highway route number and approximate distance from the internal study area, i. e., 8 miles north on U. S. 81".

Land Use From-To: Land use refers to the type of activity from which and to which the travel occurred. Enter the appropriate number code in the columns. If there is any question concerning which land use category should be used, write the specific activity in the column for future coding by the supervisor.

Trip Purpose Code: Codes 01 through 12 are home based trip purposes, that is, either the origin or destination of the trip was at home. It will be found that about 4 out of 5 trips will fall in these categories. The remaining trips, those which have neither end at home, should be coded 13, NON-Home Based Trips.

The following is a brief discussion of the home based trip purpose codes.

01 Work: Trips between home and place of employment.

- 02 Related Business: This refers to trips between home and places other than place of employment but which are connected to the respondent's job. For example, a salesman traveling to a client directly from home.
- 03 Personal Business: Trips involving personal business transactions such as paying bills, or going to the bank.
- 04 Medical-Dental: Visits to doctors, hospitals, dentists, etc.
- 05 Eat Meal: Self-explanatory.
- 06 Education: School trips.
- 07 Civic-Religious: Trips to church, PTA meetings, or other community activities.
- 08 Shopping-Convenience Goods: Trips to purchase everyday necessities, food, drugs, cigarettes, household necessities.
- 09 Shopping-Shopping Goods: Trips to purchase major items, household appliances, furniture, clothes, shoes and other apparel.
- Note: If in doubt as to type of shopping trip, note article being shopped for.
- 10 Social: Visits to friends' homes.
- 11 Recreational: Trips made to commercial or public recreational facilities, i. e., parks, beaches, bowling alleys, movies, concerts, etc.

Start at Home: To be filled in for Home Based Trips only (Purpose Codes 01 - 12).

Departure Code: Enter time of day, i. e., 7:15 A. M., 3:00 P. M.. Be sure to specify A. M. or P. M.. Enter appropriate day code.

Note: Same day should be specified for all trips of a given family.

Travel Mode Code: Enter appropriate Mode Code. If more than one mode is used in a single trip, code as follows:

<u>Combinations</u>	<u>Code</u>
Bus and Transit - Auto Driver	Bus & Transit 3
Auto Driver - Auto Passenger	Auto Driver 1
Bus and Transit - Auto Pass.	Bus & Transit 3

No. in Car: Record for auto driver trips only (Mode Code 1). Enter total number of persons in car including driver.

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THE DEVELOPMENT AND ANALYSIS OF A COMMUNITY PLANNING
SURVEY FOR MANHATTAN, KANSAS

by

JAMES JOSEPH McGRAW

B. A., Oklahoma State Univ., 1955

M. A., Kansas State Univ., 1961

AN ABSTRACT OF
A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF REGIONAL PLANNING

Department of Architecture and Allied Arts

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1963

This paper is the culmination of a research project which the writer began during the summer of 1961. Alan M. Voorhees, a city planning consultant located in Washington, D.C., employed me during this summer period to research and develop a community attitude survey expressly designed for use in the field of city and regional planning. When the project was completed and Mr. Voorhees had begun to satisfactorily utilize the survey device in his own consulting work, the author was granted permission to further investigate into the research potential of this survey instrument.

This thesis report is basically concerned with the rationale behind the development of the attitude survey; the actual design and development of the survey; the limits of use and value of the instrument; and the results obtained from the full scale survey conducted in Manhattan, Kansas.

This survey is not a statistical device created to measure a certain random quantity and then to extrapolate the results of this small measurement into a large general hypothesis. The survey is envisioned as a limited rating technique which the professional planner can utilize to obtain data concerning general community attitudes and preferences through a small random sample of the community's residents.

In the conclusion the author emphasizes the general nature of the survey, the major reason for its development and some of the potential dangers in the utilization of this type of survey device.