

**THIS BOOK IS OF
POOR LEGIBILITY
DUE TO LIGHT
PRINTING
THROUGH OUT IT'S
ENTIRETY.**

**THIS IS AS
RECEIVED FROM
THE CUSTOMER.**

THE RELATIONSHIP BETWEEN COMMUNITY ATTITUDES
AND ECONOMIC GROWTH AND DEVELOPMENT FOR
RURAL KANSAS COMMUNITIES

by 1050 710

JOHN C. GOTTSCHAMER

B.A., Kansas State University, 1972

A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF ARTS

Department of Geography

Kansas State University
Manhattan, Kansas

1974

Approved by:



Major Professor

LD
2668
T4
1974
G68
C.2
Document

TABLE OF CONTENTS

	Page
LIST OF TABLES	iv
LIST OF ILLUSTRATIONS	vii
LIST OF APPENDICES	viii
ACKNOWLEDGEMENTS	ix
 Chapter	
I. INTRODUCTION	1
Statement of the Problem	5
Research Design	6
Criteria Used in the Selection of the Survey Instrument	
Attitude Defined	
Selection of the Sample Communities	
Selection of the Respondents	
Justification	18
Community Development: A Public Policy Perspective	19
II. RECENT TRENDS IN INDUSTRIALIZATION . . .	21
Factors Affecting Industrial Location	26
Review of Literature Relating to Industrial Development	28
Impact of Industrial Development . . .	34
Summary	36
III. VARIATIONS IN COMMUNITY ATTITUDES . . .	41
Community Profiles	41
Clay Center	
Washington	
Wamego	
Council Grove	
Hiawatha	
Lyndon	

Chapter	Page
Questionnaire Results	44
Distribution of the Questionnaire	
Socioeconomic Characteristics of	
the Sample Population	
Age Profile	
Income Profile	
Occupation Profile	
Length of Residence in the Community	
Perspective on Community-Leader	
Attitudes	51
Summary	
Assessment of Sample Data	59
Statistical Methods	
Summary	73
IV. ATTITUDE AND ECONOMIC DEVELOPMENT	
ASSOCIATIONS	75
Indices of Economic Development . . .	76
Problems of Data Collection	
Variable Selection	
Data Analysis	
Growth, Development and Community	
Progressiveness	81
V. SUMMARY AND CONCLUSIONS	
Summary	
Conclusions	
.	
APPENDICES	109
BIBLIOGRAPHY	118

LIST OF TABLES

Table	Page
1. Communities Selected for Study	15
2. Employment Mix: Manufacturing and Other Sources, Rural and Metropolitan Areas, United States, March 1960 and 1970	22
3. Significance of Situation Factors Revealed by 17 Questionnaire Survey Studies and 7 Interview Survey Studies, 1945 to 1960 .	29
4. Importance of Individual Location Factors in Locating Industry in Southeastern Kansas	32
5. Location Factors Used to Override Deficiencies in Other Factors or Sacrificed by Industrial Firms Locating in Southeastern Kansas, 1960-1971	33
6. Income and Employment Multipliers	37
7. Net Increase in Local Labor Investment Resulting from 100 New Manufacturing Jobs in Linton, Indiana, 1964	39
8. Summary of Questionnaires Mailed, Returned and Actually Used for Study	47
9. Socioeconomic Characteristics of Sample Community Leaders	50
10. Summary of Responses to Question Number One	52
11. Summary of Responses to Question Number Two	54
12. Summary of Responses to Question Number Three	55

**THIS BOOK
CONTAINS
NUMEROUS PAGES
WITH MULTIPLE
PENCIL AND/OR
PEN MARKS
THROUGHOUT THE
TEXT.**

**THIS IS THE BEST
IMAGE AVAILABLE.**

Table	Page
13. Summary of Responses to Question Number Four	56
14. Summary of Responses to Question Number Five	57
15. Summary of Responses to Scale Items by Paired Communities According to Sub- scale: Community Services	62
16. Summary of Responses to Scale Items by Paired Communities According to Sub- scale: Community Integration	63
17. Summary of Responses to Scale Items by Paired Communities According to Sub- scale: Community Responsibilities	64
18. Rank-Ordering of Cumulative Frequency Response Differences (Max_d) by Paired Communities--Community Services	65
19. Rank-Ordering of Cumulative Frequency Response Differences (Max_d) by Paired Communities--Community Integration	66
20. Rank-Ordering of Cumulative Frequency Response Differences (Max_d) by Paired Communities--Community Responsibilities	67
21. Rank-Ordering of Differences Between Com- puted Max_d Value Differences and Tabled Value Differences by Paired Communities-- Community Services	68
22. Rank-Ordering of Differences Between Com- puted Max_d Value Differences and Tabled Value Differences by Paired Communities-- Community Integration	69
23. Rank-Ordering of Differences Between Com- puted Max_d Value Differences and Tabled Value Differences by Paired Communities-- Community Responsibilities	70
24. Rank-Order of Community Progressiveness by Subscale	71
25. Rank-Order Comparisons Between Community Services and Nine Observed Indices of Economic Growth and Change	82

Table		Page
26.	Rank-Order Comparisons Between Community Integration and Nine Observed Indices of Economic Growth and Change	84
27.	Rank-Order Comparisons Between Community Responsibilities and Nine Observed Indices of Economic Growth and Change	86
28.	Rank-Order Comparisons Between Eleven Popu- lation Components and Community Services .	89
29.	Rank-Order Comparisons Between Eleven Popu- lation Components and Community Integration	91
30.	Rank-Order Comparisons Between Eleven Popu- lation Components and Community Respon- sibilities	93
31.	Rank-Order Comparisons of Relative Location and Population Change	96
32.	Rank-Order Comparisons of Relative Location and Indices of Economic Change for Study Communities	98

LIST OF ILLUSTRATIONS

Figure	Page
1. Kansas Population Potentials and Sample Communities	16
2. Sample Communities of Study	45

LIST OF APPENDICES

Appendix	Page
A	109
B	111

ACKNOWLEDGEMENTS

The author wishes to acknowledge a sincere debt of gratitude to Warren and Barbara Bartlett. Without their unselfish support, this effort would not have been possible. Special consideration is given my wife Carlyn, and son David, who gave me encouragement and confidence in those hectic days prior to the completion of this thesis.

A special note of thanks is due all the respondents who took time out to complete the questionnaire. And especially, I wish to thank Professor H. L. "Sy" Seyler who helped me formulate my ideas, and guide the research effort.

CHAPTER 1

INTRODUCTION

One of the most significant social and political developments in the United States during the last few years has been a growing awareness of the imbalance between rural and urban America.¹ Rural America is fast being left behind. Out-migration from rural areas to major urban areas has created a downward spiral in economic and social amenities for rural and small town residents. It is a problem that is especially prevalent in the Great Plains states, including Kansas. More persons, for example, migrated from Kansas during the decade from 1960 to 1970 than from any of the other ten Great Plains states. 135,000 more persons moved from Kansas than moved to Kansas between 1960 and 1970.²

¹See U.S., Department of Commerce, Bureau of the Census, People of Rural America, by Dale Hathaway, J. Allen Beegle, and W. Keith Bryant, 1960 Census Monograph, (Washington, D.C.: Government Printing Office, 1968), p. 19; Walter Guntharp, Developing Rural America (Washington, D.C.: USDA, Rural Development Service; reprint ed., 1973 National Agricultural Outlook Conference, Washington, D.C., February 1973), pp. 4-7; and Morgan Williams, "Who Picks up the Tab," in Lets Put it All Together, p. 3, Proceedings, Kansas Community Resources Development Workshop, Kansas State University, September 1971.

²U.S., Department of Commerce, Bureau of the Census, U.S. Census of Population: 1970, General Population Characteristics (Washington, D.C.: Government Printing Office, 1971). Final Report PC(1)-B 18 Kansas.

Census data for 1970 indicate 75 Kansas counties declined in population by more than 86,000 people over the last decade, while 30 counties gained about 154,000 people. These 75 declining counties now contain only 35% of the state's total population. Migration data suggests 124,000 more persons moved out of the 75 declining counties than moved in during the 1960 to 1970 decade while net out-migration was only 11,400 for the 30 growing counties.³

The explanation for this shift in population is well-known and documented; better employment opportunities, a broader range of goods and services, better schools, communications, and recreation and leisure-time facilities have all contributed to the growth of urban areas and the corresponding decline of smaller places. Most dramatically affected have been those communities highly dependent on agriculture, and whose townspeople function in support of the farmer.

Certainly most analysts, as well as informed lay persons, sense that more economic opportunity is needed in rural areas to reduce out-migration of young people and other problems associated with a declining economic base. . Higher incomes and curtailment of out-migration would allow more services, stimulate retail trade, and help support pub-

³ Cornelia B. Flora, Population Change of Counties and Incorporated Places in Kansas 1950-1970 (Manhattan, Kansas: Agricultural Experiment Station, June, 1970), Report of Progress 177. pp. 4-7.

lic programs. An industrial base for rural communities can provide jobs and higher incomes for its residents.

Most industrial activity taking place in rural communities involves manufacturing or processing firms that export their products.⁴ As a result, outside income is brought into a community which contributes to its growth. Firms of this type are termed basic industry, in contrast to what are sometimes referred to as local service, or non-basic activities that sell their products locally. Community growth and development is, therefore, very dependent upon wealth generated in the basic sector.

The efforts of many communities to attract new basic industry, or to expand local firms, appear to have been helpful. Some communities, however, have not been so fortunate. Lack of success can be attributed partially to a poor understanding of what industrialization involves and lack of sophistication on the part of local development committees, particularly during the 1950's and early 1960's. "The era of chasing smokestacks" is Widner's term for the period distinguished by an effusion of Chamber of Commerce boosterism of small town America.⁵ During this period, there were some 14,000 competing industrial development organizations in the

⁴Ralph Widner, "Economic Development and Social Change," Proceedings of Government Relations and Planning Policy Conference (Washington, D.C.: American Institute of Planners, 1969), p. 46.

⁵Ibid., p. 53.

United States.⁶

Many communities were not successful in attracting industry because of the socioeconomic characteristics of their region, i.e., poorly trained, or unemployable workers. In other instances, the community granted substantial tax moratoria as an incentive to locate. Thus, instead of being an economic asset to the community, new industry could become a financial burden. Also, some of these industries were labor intensive, employing a high percentage of women at low wages. Many failed, or declined in output because of internal inefficiencies and their inability to compete.⁷

A distinct minority of communities have experienced population growth and increases in economic activity. Some communities located in mainly agricultural regions such as Kansas have been successful in attracting industry to keep them strong and expanding. In many instances, this is not merely the result of the market economy, but has come about through the deliberate attempts of certain leaders and decision-makers to promote rural development programs.⁸

Efforts to develop rural areas, however, have met with mixed success. At times, they have been associated with considerable disillusionment and expense. The degree

⁶ Ibid.

⁷ Ibid., p. 62.

⁸ George Brinkman, "Small Community Industrialization," Journal of the Community Development Society 3 (1972): 89-92.

of success in rural development efforts can be traced in many instances to the attitudes, the dedication, and perseverance of certain key individuals--those who are usually assumed to be "prime movers" in the community. They are also the ones who may have a direct bearing on the lack of success in sustaining or attracting new business and industry, in stemming out-migration, and halting the deterioration of social services.

STATEMENT OF THE PROBLEM

Explanations for the decline in population and economic opportunity in rural areas reflect the complexity of our modern, industrial, technocratic system. Most studies, however, give only a cursory treatment to the role that attitudes toward growth and development play in the success or failure of rural development programs. The question posed by this study is: How are the attitudes, on the part of responsible leaders and decision-makers, related to the growth and development of communities? In other words, is population growth and economic development in an area linked in some way to the attitudes held by community leaders? How accurately can this association be measured and functionally employed in gauging the success of efforts directed at industrializing rural communities?

The central hypothesis of this study is: The degree of progressive attitudes evidenced by community leaders is

positively associated with indices of growth and development; that this relationship holds when immediate, localized, and regional conditions are controlled. Thus, communities that vary considerably in the level and nature of economic development they have attained, but have similar dispositions within the larger socioeconomic landscape (the regional "situation") and more localized (or "site") conditions, will vary significantly in attitudes exhibited by community leaders. The research design for assessing these relationships involves several essential considerations, a discussion of which is included in the next section.

RESEARCH DESIGN

This section will describe the research procedures utilized in this study. Specifically, it presents the criteria for selection of a research instrument and how it was designed. Following this are sections on a definition of attitude as used in this study, the process by which sample communities were selected, and the manner in which relative location of the sample communities was controlled. Concluding this section is a brief outline of the procedures employed in drawing the sample respondents for the study.

Criteria Used in the Selection of the Instrument

This research effort required a valid procedure for obtaining the varying quality of community attitudes. A search of the literature indicated that measures of community

attitude variables are scarce.⁹ There is definitely a paucity of scales to be utilized specifically for the purpose of ascertaining the attitudes of leaders in small rural communities, and at the same time satisfy the requirements for sound research design. Previous research efforts of the author reinforced his awareness of the extreme difficulty in originating an objective questionnaire. Any research instrument has certain limitations. Therefore, the selection process involved certain tradeoffs which were unavoidable.

The following criteria were used as a yardstick in the search for an instrument with which to assess the attitudes of community leaders:

1. Be easy to administer either by an interview or mail questionnaire.
2. Provide for diagnostic analyses of community leaders' attitudes within the community as well as between communities.

⁹ See Mark Abrams, Social Surveys and Social Action (London, 1951); Frederic C. Bartlett et al., eds., The Study of Society--Methods and Problems (London, 1939); E. W. Burgess, "Sociological Research Methods," Journal of Sociology 50 (1945): 474-482; Stuart Chapin, Experimental Designs in Sociological Research (New York: Harpers, 1947); Herbert Hyman, "Problems in the Collection of Opinion Research Data," American Journal of Sociology 55 (1950): 362-370; Paul F. Lazarsfeld, "Problems of Survey Analysis," in Continuities in Social Research, eds. Robert K. Merton and Paul Lazarsfeld (Glencoe, Illinois: Free Press., 1950), pp. 21-34; John Madge, The Tools of Social Science (New York: Doubleday, 1965), pp. 207-216; and, L. L. Thurstone, "Attitudes Can be Measured," American Journal of Sociology 33 (1940): 544.

3. Allow for the possibility of studying the relation of such biographical factors as occupation, age, and length of residency in the community upon community participation and progress.

4. Measure the degree of progressive attitude among community leaders in such areas of community life as (a) general community improvement, (b) business and industry, (c) community services, and (d) voluntary organizations.

5. Have proven levels of reliability and validity.

On the basis of the criteria outlined above, the Bosworth Community Attitude Scale appeared most favorable.¹⁰ This scale was developed from an examination of a variety of groups in several communities where the meaning of progress was defined by submitting a number of statements that respondents designated as progressive and unprogressive. These statements provided 364 items that were placed on a five-point Likert-type format. A representative panel of community leaders independently designated each item as "progressive" or "unprogressive."

The Kuder-Richardson formula was used to obtain an estimate of the reliability of the scale. The total 60-item scale was found to have a reliability of .88. These

¹⁰Delbert C. Miller, Handbook of Research Design and Social Measurement (New York: David McKay Co., 1967), pp. 193-197.

60 items were then compiled into three subscales of 20 items each. These scales were identified as Community Integration, Community Services, and Civic Responsibilities. Intercorrelation between the subscales are: $r_{CI \times CS} = .66$, $r_{CI \times CR} = .63$, and $r_{CS \times CR} = .67$.¹¹

The validity assessment is paraphrased as follows: three tests of external validation were made; two with the 60 item scale and one using the 174 item scale. The scores on both the 60 and the 174 item scales for those who were designated by their peers as progressive were higher than those designated as unprogressive at a statistically higher significance level. There were significant relations between scale scores and other biographical data. The most significant relationship was correlated with education level. Item analysis, validation procedures, and test of the biographical variables provide some evidence that the attitudes of community leaders tend to be generalized.¹² Thus, the use of the Bosworth scale appears to be appropriate for this research effort.

Attitude Defined

There are numerous definitions of attitude in contemporary social science research. It is possible, however,

¹¹ Claude A. Bosworth, "A Study of the Developments and the Validation of a Measure of Citizens' Attitudes Toward Progress and Some Variables Related Thereto" (Ph.D. dissertation, University of Michigan, 1954).

¹² Ibid.

to reach some consensus and agreement, particularly with respect to the major properties or attributes that attitudes are assumed to possess. Most authorities on this subject are agreed that attitudes are learned and implicit.¹³ That is to say, attitudes are inferred states of the human organism and are presumed to be acquired in much the same manner that other such learned activity is internalized. Furthermore, attitudes are predispositions to respond in an evaluative manner, as opposed to other such states of readiness and anticipation. The key factor here, then, is the notion of assessment. This notion is related to another shared view--that attitudinal responses can be ascribed to a bipolar scale consisting of a zero or neutral reference point. With this in mind, one may further suggest that attitudinal responses have direction and intensity, and are thus amenable to quantitative indexing or scaling or other analytical procedures. A more formal and concise statement would be, "attitudes are an implicit process having reciprocally antagonistic properties and varying in intensity."¹⁴ Clearly, past studies, both methodological and empirical, support the validity of employing methods of attitudinal measurement

¹³Charles E. Osgood, George J. Suci, and Percy H. Tannenbaum, The Measurement of Meaning (Urbana: University of Illinois Press, 1957), p. 188.

¹⁴*Ibid.*, p. 189.

in social research.¹⁵

Having selected a type of attitudinal survey, the next step in the research design called for identification of communities in and between which the central hypothesis could be tested.

Selection of the Sample Communities

Two important factors were given prime consideration in the selection of the sample communities for this study. The first concerned the relative location of the communities themselves. In an attempt to accurately and objectively assess the degree of association between attitudes and levels of economic development, it was imperative to control for locational factors. Horizontal or "situation" relationships such as proximity to an urban concentration or other accessibility relationships could be expected to affect the attitudes of a population. A population potential was employed as a means of controlling for these factors.¹⁶ In essence, the population potential is a control for the accessibility of a given location within the larger socioeconomic landscape. It may be conceived of as a surrogate

¹⁵ John Madge, The Tools of Social Science (New York: Doubleday and Company, 1965), pp. 4-34. This work has several references to this point. See especially his chapter on "Documents and Social Science."

¹⁶ Walter Isard, Methods of Regional Analysis (Cambridge: MIT Press, 1968), pp. 493-568.

for such situational characteristics as:

1. Economic Linkages--the availability of capital for industrial development, housing, and other types of economic growth and development; the accessibility (availability) of markets for consumer goods and services, as well as the consumption of those goods and services.

2. Sociobehavioral Linkages--the diffusion of knowledge, such as the level of awareness and familiarity with trends in lifestyles, and public opinion of current events and issues.

3. Technological Innovations--such as advances in production, managerial, and marketing techniques.

Such situational attributes are the result of the general process of innovation-diffusion or what Brian J. L. Berry argues is the simultaneous filtering of the innovations that bring growth down the hierarchy of urban settlements.¹⁷ The spread of the benefits accruing from the resulting growth, both nationally from core to hinterland regions, and within these regions from their metropolitan centers outward to the intermetropolitan periphery, is obviously related to relative location.

By plotting a series of population potential contours

¹⁷Brian J. L. Berry, "Hierarchical Diffusion: The Basis of Developmental Filtering and Spread in a System of Growth Centers," in Growth Centers in Regional Economic Development, ed. Niles Hansen (New York: Free Press, 1972), pp. 103-109.

over the state, a graphic representation was derived of the accessibility gradients around regional growth centers. For the purposes of this study, three population potential contours were identified as those which represented high, intermediate, and low accessibility or situation with respect to the larger socioeconomic landscape. According to the potential model, all communities located along or adjacent to these various contours have equal access to these linkages, and therefore are generally equal in their exposure to growth potentials.

The problem of effectively isolating or controlling for prevailing vertical relationships or site characteristics of the sample communities was recognized at the outset as another major concern. It was felt that those communities which had built-in growth determinants such as a university, junior college, nearby major military installation, or single industry (the company town) would seriously bias the study. Conceivably, these towns could continue to exist, expand, and prosper regardless of the attitudinal framework of the community power structure. The communities selected for this study have demonstrated relative stability over the last decade or so.¹⁸ Major changes in population size, either an increase or decrease, would tend to have a marked effect on attitudes toward growth and development. These points, then, were some of the "site"

¹⁸Flora, Population Changes of Counties.

variables considered in selection of the sample communities. To weigh these and other factors in the analysis for support or rejection of the study hypothesis, relevant conditions were taken into consideration.

With this in mind, the next step was the actual selection of the sample communities. Two communities along each of three equi-potential contours, or differing "goodness" of accessibility to the larger socioeconomic landscape, were selected on the basis of obtaining the greatest contrast in population size. Table 1 lists the communities selected for this study. The resulting study communities consist of three pairs of places having high, intermediate, and low accessibility, respectively (see fig. 1). Put another way, the pairs of communities are rated good, fair, and poor with respect to their situation.

Selection of the Respondents

Once the sample communities had been selected, the next step was to determine the best method of drawing the sample of leaders. A strictly random sample would have been unsatisfactory. It was decided that in order to obtain the names of community leaders, the best source would be the leaders themselves.

Respondents from each of the sample communities were selected from names submitted by known community leaders

TABLE 1
COMMUNITIES SELECTED FOR STUDY

Community	County	Population ^a 1970	Population ^b 1960	Percent ^c Change 60-70	Population Potential Index
Washington	Washington	1,584	1,506	+5.2	Low
Clay Center	Clay	4,693	4,613	+7.6	Low
Wamego	Pottawatomie	2,507	2,363	+6.1	Intermediate
Council Grove	Morris	2,403	2,664	-9.8	Intermediate
Lyndon	Osage	958	953	+0.5	High
Hiawatha	Brown	3,365	3,391	-.08	High

15

^aSOURCE: Cornelia B. Flora, Population Change of Counties and Incorporated Places in Kansas 1950-1970 (Manhattan, Kansas: Agricultural Experiment Station, [June 1970]), Report of Progress 177.

^bIbid.

^cIbid.

**THIS BOOK
CONTAINS
NUMEROUS PAGES
WITH DIAGRAMS
THAT ARE CROOKED
COMPARED TO THE
REST OF THE
INFORMATION ON
THE PAGE.**

**THIS IS AS
RECEIVED FROM
CUSTOMER.**

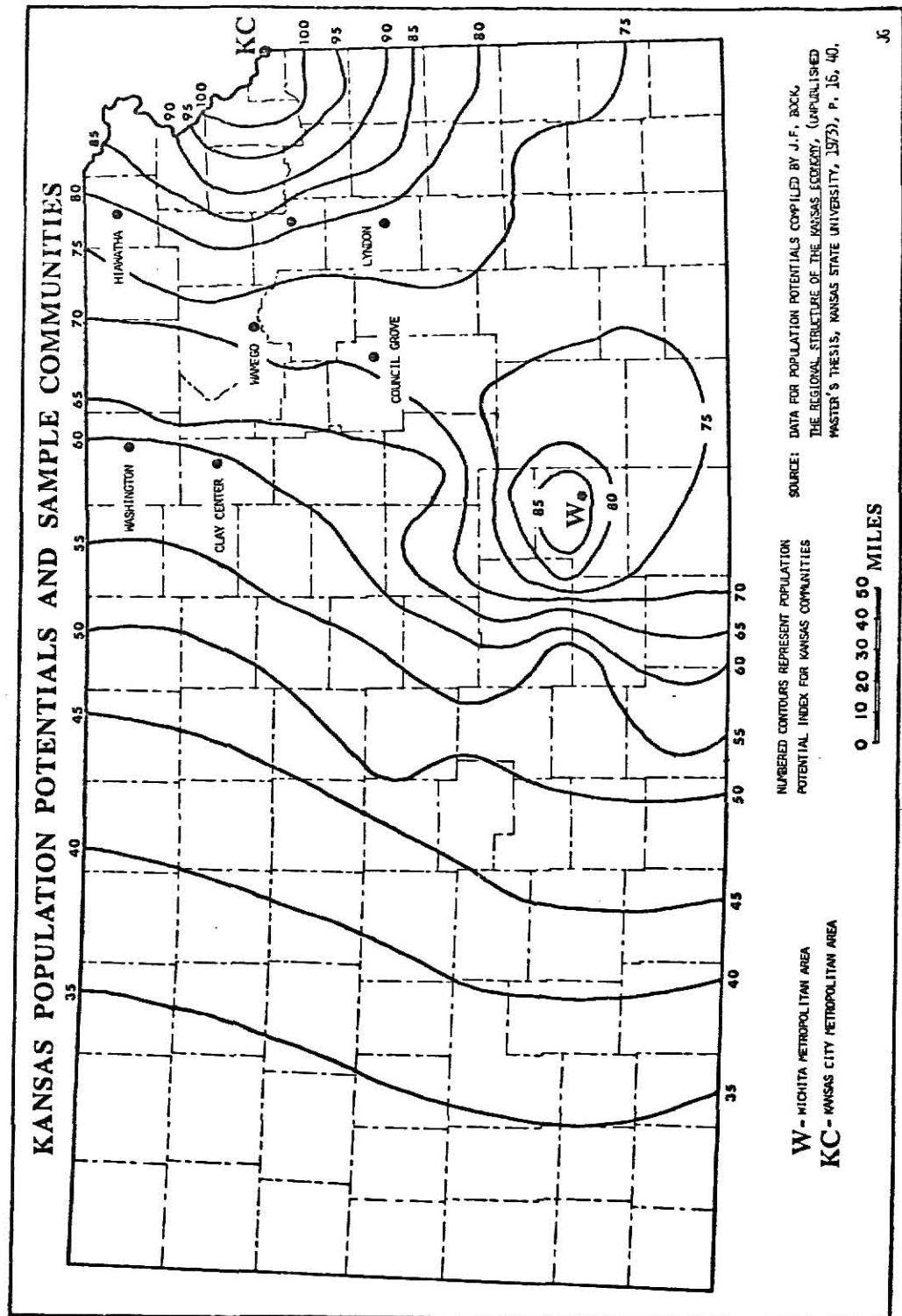


Illustration 1.

such as bankers, county extension agents, clergymen, chamber of commerce officers, and newspaper editors. By using this "snowball" technique, the greatest number of influentials was obtained. The fact that there exists both overt and covert leaders required the use of this method.

Because of the spatial distribution of the sample communities, the logistics of conducting the interview on a person-to-person basis would severely tax the resources of the author. Therefore, a three-step, mail, phone, and personal contact procedure was formulated in order to obtain the maximum number of returns.¹⁹ Due to the high rate of return on the questionnaires, and the demands of time, steps two and three were not required. The return from each of the communities ranged from 67% to 82% of the original sample, and was regarded as adequate.

Analysis of the findings, using appropriate statistical techniques will be reported in a subsequent chapter. Results will indicate whether or not there is, in fact, significant variation in the attitudes of community leaders when relative location and site variables are controlled. This chapter concludes with a justification for the study, and a short section in which the author reviews some guidelines for community development policy-making.

¹⁹ Interview with Dave Burton, Kansas Agricultural Statistical Reporting Service, Manhattan, Ks., November 1972.

JUSTIFICATION

Justification for the theme and analytic methods employed in this study can be made on both scholarly and pragmatic grounds. It fulfills, hopefully, the generally accepted criteria of sound geographic research. But of equal importance, it presents an argument in support of a geographic perspective on the study of attitudes.

Each discipline within the social sciences has an approach or paradigm, if you will, under which its professionals operate. In matters of a problem-solving nature, for example, the sociologist may take an entirely different orientation than that of the psychologist or the geographer. Depending on the problem, their views may at times coincide. It can be argued that no one particular social science can adequately cope with and explain the complex problems facing modern society. Therefore, in order to effectively pursue its objective, each discipline has one or more distinctive approaches which they employ in the pursuit of solutions or explanations of the situation at hand.

Geography tends to concern itself with the spatial distribution and variation of physical and cultural phenomena over the landscape. The biogeographer, for example, deals with the variation and distribution of plant and animal species. Urban geographers are concerned in part with the

hierarchical distribution of cities and markets. "Attitudes are increasingly entering into political decision-making in American society. Political geographers study both the spatial pattern of attitudes and the role of space in attitude formation and change."²⁰ Industrial location decisions require thorough analysis of available resources, but "such analysis is frequently insufficient, as the historical record testifies. Industrial development may be hindered not only by unfavorable costs, but also by unfavorable community attitudes. . . ."²¹ Attitudes are an important cultural variable that vary in location just as markets or accessibility, and are therefore amenable to a geographic orientation. The geographer has available to him the tools and techniques required to assess the role of attitudes in relation to community progressiveness. The geographic orientation afforded the study of attitudes can be an exciting and rewarding addition to learning more about man--the focus of much of our scientific and humanitarian endeavors. More specifically, illumination of the role of attitudes, as they affect variation in area development, can contribute to the charting of unknown aspects of community development.

²⁰Roger E. Kasperson and Julian V. Minghi, ed., The Structure of Political Geography (Chicago: Aldine Publishing Co., 1969), p. 306.

²¹Walter Isard, Methods of Regional Analysis (Cambridge, Massachusetts: MIT Press, 1960), p. 282.

COMMUNITY DEVELOPMENT: A PUBLIC
POLICY PERSPECTIVE

At the outset, it must be recognized that the main thrust of this thesis is to collect evidence to test the study hypothesis. Secondly, it is the author's contention that the small rural community need not stagnate and decay for want of help for its problems. This is not to in any way suggest that every rural community can enjoy long-term growth and development. There are built-in limitations to large-scale, long-term growth that many small rural communities will have to face. Community leaders must be willing to plan to take advantage of opportunities available to them through communities which are bigger, more optimally situated, and which have an established industrial base. Multi-community and multi-county cooperation may be the key to small rural town prosperity. But prosperity need not mean a jet airport, but simply an air taxi; employment, not for scientists with Ph.D.s, but for skilled or semi-skilled craftsmen; education, not a major university, but a junior college or vocational-technical school; health, not a research hospital, but a medical clinic; recreation, not a major league team, but a community recreation program; housing, not a luxurious high rise, but inexpensive single family homes financed locally.

The considerations and the attitudes of community leaders and the degree of input they may have in matters bearing on the direction their respective communities undertake towards development, needs extensive research. It is hoped that this study is a step in the direction of assisting efforts to that end.

CHAPTER II

RECENT TRENDS IN INDUSTRIALIZATION

Before turning to an assessment of the relationships hypothesized above, an overview of relevant developmental studies will place the effort in context. A review of recent trends in industrialization appears to indicate an expansion of manufacturing activity in non-metropolitan or rural areas (see table 2). By 1970, the manufacturing sector employed nearly 20 million workers. This represents the largest single type of employment in the United States. Manufacturing jobs increased during the period 1960-1970 by nearly 3 million. When measured on a percentage basis, it represents an annual gain of only 1.7%. Service performing jobs (business and personal services, real estate, insurance, finance, and others) increased by 14 million or at a rate of 4.0% during the same period. As a percentage of total employment, manufacturing declined from 26% to 24%. However, service jobs grew from 55% to 62%. Agricultural employment and mining declined by 1.4 million and 100,000, respectively.²²

²² Claude C. Haren, "Current Spatial Organization of Industrial Production and Distribution Activity," U.S. Dept. of Agriculture, Economic Research Service, 1972, p. 22.

TABLE 2
EMPLOYMENT MIX: MANUFACTURING AND OTHER SOURCES, RURAL AND METROPOLITAN
AREAS, UNITED STATES, MARCH 1960 and 1970

Area, Sector and Industry	Employment 1970	Employment 1960	1960-1970 10-Year Number	Increase Annual Rate	Share of U.S. 1970	Share of U.S. 1960
	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -	- - - - -
United States	81,670	66,010	15,660	2.4	100	100
Manufacturing	19,811	16,899	2,912	1.7	24	26
Other goods producing	7,030	7,773	-743	-1.0	9	12
Construction	3,173	2,429	744	3.1	4	4
Mining	605	691	-86	-1.2	1	1
Farming	3,252	4,653	-1,401	-3.0	4	7
Service performing	50,375	37,328	13,047	3.5	62	56
TCU ^a	4,454	4,010	444	1.1	5	6
Rural Areas	21,202	18,450	2,752	1.5	26	28
Manufacturing	4,904	3,650	1,254	3.4	25	22
Other goods producing	3,487	4,473	-986	-2.2	50	58
Construction	679	473	206	4.4	21	19
Mining	376	449	-73	-1.6	62	65
Agriculture	2,432	3,551	-1,119	-3.2	75	76

TABLE 2---Continued

Area Sector and Industry	Employment 1970	Employment 1960	1960-1970 10-Year Number	Increase Annual Rate	Share of U.S. 1970	Share of U.S. 1960
Service performing	11,942	9,474	2,468	2.6	24	25
TCU	869	853	16	0.2	20	21
Metropolitan	60,468	47,560	12,908	2.7	74	72
Manufacturing	14,907	13,249	1,658	1.3	75	78
Other goods producing	3,543	3,300	243	0.7	50	42
Construction	2,494	1,956	538	2.8	79	81
Mining	229	242	-13	-0.5	38	35
Agriculture	820	1,102	-282	-2.6	25	24
Service performing	38,433	27,854	10,579	3.8	76	75
TCU	3,585	3,157	428	1.4	80	79

SOURCE: Haren (1972).

^aTransportation, Communications and Utilities

Relative to the nation as a whole, manufacturing jobs increased 3.4 million per year in non-metropolitan areas. Substantial gains were recorded in rural areas of the Great Lakes, the South, and Carolina Coastal Plains. The rural South recorded nearly 750,000 new manufacturing jobs (4.8% per year). An additional 400,000 jobs were created in rural areas of the North Central Region.²³

The highest rates of growth in industrial activity took place in entirely rural counties. This rate was 4.8% per year during 1959-1969. The high growth rates are somewhat misleading in that many rural communities had a low industrial employment base to begin with. The percentage of counties without any industrial growth was highest for communities of less than 2,500 (70%) and decreased steadily with increased community size.

A majority of new manufacturing concerns which locate in rural areas employ from 25 to 100 workers.²⁴ Small size also characterizes firms which have expanded over the last ten years. Products are varied--including processed foods, clothing, recreational equipment (campers, boats, sporting goods), tools, and mobile homes. Imports of wearing apparel and electronics has slowed expansion somewhat in areas where these goods are produced. Energy shortages, and

²³Ibid.

²⁴Brinkman, "Small Community Industrialization," p. 91.

as this is being written, uncertainty of gasoline supplies has restricted production of recreational vehicles, reduced travel and tourism, and thus, may be reflected in a curtailment of leisure time activity involving this sector, in spite of rising per-capita incomes.

Establishing or enlarging a modest industrial base for a community can lead to conflict between long-range gains to the community and its people resulting from trade-offs among those who (1) choose to remain (and thus help support the community) but receive lower wages than they would earn by migrating to a large urban area; and (2) those who decide to leave for higher paying jobs elsewhere and thus accelerate a community's demise.

Firms that locate in rural communities may pay wages high enough for a satisfactory standard of living, but they are generally lower than those paid in metropolitan areas for comparable work. After correction for differences in costs of living, employee education, work attitudes, and native ability, Morse found that 1968 wages in industrial jobs in Indianapolis were \$.85 per hour higher for males and \$1.25 per hour higher for females than in comparable industries in small cities in Southern Indiana.²⁵ Higher real incomes, consequently, are sometimes sacrificed by

²⁵ George W. Morse, An Economic Analysis of Employment Opportunities of People Living in Low Income Areas (Lafayette, Indiana: Purdue University, Department of Agricultural Economics, 1971), p. 28.

individuals who remain in rural communities, but by remaining they help support businesses, property values, government, and schools. By moving out of the rural community to a higher paying job elsewhere, they contribute to a community's economic regression. The availability of industrial jobs in rural communities, at fair wages, together with the psychological attachments contributed by established kinship patterns, are necessary considerations in the decision to remain or to migrate. The point here being that rural community industrialization may offer people additional alternatives in choice and location of lifestyle.

At this point, it is important to turn to a consideration of those factors which influence the location of industrial activity.

FACTORS AFFECTING INDUSTRIAL LOCATION

The actual locating of an industry rests upon several prerequisites. Fundamental requirements include access to raw materials, labor, transportation facilities, and markets. If not already quartered, an industrial firm requires a building and facilities, as well as a community, that is compatible with its workers' needs and desires. Many factors, therefore, are involved in the choice of a final location.

In general, location factors can be grouped into two major categories: (1) those that are outside community control (situation factors), and (2) those which can be

exploited directly by community decision-makers (site factors). Situation factors such as relative location, transportation routes, state laws and regulations can, if favorable to the community, be advantageous. But they are seldom amenable to any significant alteration by community efforts. Site factors, however, are very much under the control of the community. A primary site factor affecting the location of industry is the attitude of the community toward establishing an industrial base. Others to be included are facilities (land, buildings, and utilities), availability of local capital (for initial development or expansion of industry, and at competitive rates), taxes, community infrastructure (schools, hospitals, housing, services, etc.), and special incentives awarded directly or indirectly to the industrial firm.²⁶

The relative importance of site and situation factors differ depending on the type of industry, their special requirements, and degree of mobility. Some firms are highly dependent on specific raw materials such as coal, or iron ore. Others require a particularly selective market location. Both requisites limit the locational choices available to these types of industry. Other firms, however, may not be as dependent on situational factors, and thus will give greater attention to site factors in selecting a final

²⁶ Brinkman, "Small Community Industrialization," p. 93.

location.²⁷ A survey of studies relating to industrial location as reported in the literature follows in the next section.

REVIEW OF LITERATURE RELATING TO INDUSTRIAL LOCATION

Many studies have examined factors influencing the location of industrial firms. Most of them focus on the managerial decision-making process involved in selecting a site. Only a few have been concerned with the effect of community action programs and attitudes of community leaders to attract new industry. There is considerable evidence from research being conducted that four factors (markets, labor, raw materials and transportation) are the prime factors affecting decisions to locate an industrial plant. Morgan's analysis of 17 questionnaire surveys and 7 interview surveys supports this finding.²⁸ (See table 3.) He also determined that financial incentives and taxes (site factors) were relatively insignificant. He did not, however, consider the importance of other community-level factors such as availability of land, utilities and other site inducements.

²⁷Ibid.

²⁸William E. Morgan, "Taxes and the Location of Industry," University of Colorado Studies, Series in Economics, No. 4 (Boulder: University of Colorado Press, 1967).

TABLE 3

SIGNIFICANCE OF SITUATION FACTORS REVEALED BY 17
QUESTIONNAIRE SURVEY STUDIES AND 7 INTERVIEW
SURVEY STUDIES, 1945 TO 1960

Factor	Number of Studies		
	Primary Signif- icance	Some Signif- icance	Little Signif- icance
Markets	22	2	. . .
Labor	13	11	. . .
Raw materials	13	10	. . .
Transportation	7	16	1
Taxes	1	3	20
Financial inducements	. . .	. . .	20

SOURCE: Morgan (1967).

Other studies which emphasize situation factors include Moeller, Wallace and Ruttan, and Bergin and Eagin.²⁹ The first two studies found that markets, labor, raw materials, and transportation were the four location factors

²⁹ See Warren E. Moeller, "Industrial Location Decisions," Oklahoma Business Bulletin 26 (1959): 1-4; L. T. Wallace and V. W. Ruttan, "Factors Affecting Industrial Location in Southern Indiana," Bulletin 724 (Lafayette, Indiana: Agricultural Experiment Station, Purdue University, 1961); and Thomas P. Bergin and William F. Eagin, "Economic Growth and Community Facilities," Municipal Finance 33 (1961): 146-149.

most important overall. Bergin and Eagin's study revealed essentially the same results except they found availability of buildings or other property ranked third ahead of raw materials and transportation.

McMillan,³⁰ on the basis of four survey studies, found labor, markets, and raw materials were so instrumental in the location of industrial firms that they were considered prerequisites rather than determinants of location. Site variables (such as community incentives and the attitudes of community leaders) were secondary to markets, labor and raw materials.

Several studies of location factors indicate the increasing importance of site factors influencing industrial development. A study in 1961 by Wallace³¹ agreed that situation factors were important considerations in plant location decisions, however, he concluded that community programs were of significant importance in finalizing location decisions, but only after situation requirements had been met. More specifically, community efforts could be credited with locating 6 firms or 17.2% (783 workers) of the new manufacturing jobs created by the new firms

³⁰T. E. McMillan, Jr., "Why Manufacturers Choose Plant Locations vs. Determinants of Plant Location," Journal of Land Economics 41 (1965): 239-246.

³¹L. T. Wallace, "The Role of the Community in Industrial Location," Regional Science Association Papers 7 (1961): 133-142.

studied.³² A more recent study by Lanham³³ concluded that site factors were also quite important in locating industry in the South and Midwest.

A 1973 study in Kansas by Brinkman³⁴ indicated a substantial importance for community factors among small (25 to 100 employees) firms which located in communities where industrial recruitment programs were enthusiastically operated. This study found site factors to actually be more important than situation factors. (See table 4.)

The study by Brinkman also found that some communities could exploit site factors to the extent of overcoming situation deficiencies. Though plant managerial personnel indicated that their overall evaluation of location factors were much more important than individual site factors, 22% of the managers and owners indicated that community-controlled factors outweighed deficiencies of factors outside community control.³⁵

The tradeoffs between factors are summarized in table 5. There are three community-controlled factors

³² Ibid., p. 141.

³³ W. J. Lanham, Realistic Policies for Creating Jobs and Income in Rural America (Clemson, South Carolina: Department of Agricultural Economics and Rural Sociology, 1972), p. 19.

³⁴ Brinkman, "Small Community Industrialization."

³⁵ Ibid.

TABLE 4

IMPORTANCE OF INDIVIDUAL LOCATION FACTORS IN
LOCATING INDUSTRY IN SOUTHEASTERN KANSAS

Location Factor	Weighted Rankings ^a
Labor	718
Facilities for business operation . . .	612
Transportation	598
Financial assistance	534
Community attitude	528
Markets	509
Availability of shipped-in raw materials	478
Community characteristics	469
Taxes	440
Managers' personal preference	378
State and local legislation	355
Availability of local raw materials . .	327
Other	65

^aEach of the factors were weighted according to the individual rankings of each manager and then added together to determine the overall ranking. A factor ranked as first in importance was weighted by 12 points while one ranked as 12th in importance was weighted only as 1 point.

SOURCE: Brinkman (1972).

(business facilities, community attitude, and financial assistance) that were implemented several times to make up for situation deficiencies, especially transportation and markets. Labor was used 8 times, but it was also sacrificed

TABLE 5

LOCATION FACTORS USED TO OVERRIDE DEFICIENCIES IN
OTHER FACTORS OR SACRIFICED BY INDUSTRIAL FIRMS
LOCATING IN SOUTHEASTERN KANSAS, 1960-1971.

Location Factors Considered By Managers	Times Used To Override Deficiencies In Other Factors	Times Sacrificed
Business facilities (land, buildings, utilities, etc.)	11	1
Community attitude	9	2
Financial assistance	8	4
Labor	8	5
Community character- istics	2	0
Manager's preference	2	1
State and local legis- lation	0	3
Taxes	0	3
Availability of local inputs	0	3
Availability of shipped in inputs	1	4
Markets	1	7
Transportation	0	12

SOURCE: Brinkman (1972).

5 times. Financial assistance and business facilities appear to make up for the shortcomings in labor, with business

facilities being used most often to compensate for the availability of raw materials inputs. Brinkman's study would indicate that community-controlled or site factors can be used to overcome certain situation characteristics for some firms, particularly if the labor supply is adequate. It also indicates the relative importance of the community's attitude in regard to industrialization.

The impact of industrialization with respect to changes in employment and income, a discussion of multipliers and leakages, and a summary table of studies showing the effect of income and employment multipliers in several communities, concludes this section.

IMPACT OF INDUSTRIAL DEVELOPMENT

Significant changes due to industrialization are realized in employment and income. These changes may occur as direct employment and income to new workers, and indirect employment and income to merchants and others directly affected by the new firm. The total impact of the direct and indirect effects can be measured as multipliers. Multipliers of 1.0 indicate no additional economic effects other than an increase in income or employment. A multiplier of less than 1.0 indicates an increase in new jobs and greater income, but in an amount less than the new firm's payroll or number of new jobs. A negative multiplier, one less than 0.0, indicates that more jobs and income were lost to the community than brought in by the new

industry.

Large multipliers are the result of industries that rely rather considerably upon existing local firms for materials and supplies. They create indirect employment in related fields. The size of the multiplier may often depend upon the areal extent over which it is evaluated. Benefits accruing to nearby communities can thus be included in arriving at a fairly reliable figure.³⁶

The impact of industrialization can also be gauged by how much income is generated by the new firm and how and where income is spent. Generally, the more money that new employees spend in their community, the greater the impact. Conversely, new income can be lost to the community by:

(1) commuters outside the community who spend their salaries in their home community,

(2) local residents who used to commute to jobs outside the community, but now work in the new industry and thus do not bring outside income into the community,

(3) local workers who leave old jobs that are not refilled, to go to work in the new industry,

(4) purchases made outside the community of goods and services,

(5) purchases from firms with non-local headquarters.

³⁶Isard, Methods of Regional Analysis.

(6) restriction of money flow by local financial institutions.

(7) inordinately high savings.

(8) retirement of old debts faster than new ones are assumed.³⁷

The increase in money from a new industrial firm may be lost through one or any number of the aforementioned leakages. Table 6 is used to illustrate this point.

Linton's new payroll of \$300,000 was cut by over a quarter million dollars by taxes, social security, insurance and leakages. The total impact (direct and indirect) on the community from the \$24,550 increase in income was about \$98,200 or 32.7% of the new payroll. (See table 7.)

SUMMARY

Developing new industry in rural areas can provide new life for rural communities. However, not all communities should be expected to grow and prosper, and many may not benefit from industrialization. Community leaders affect the decision whether or not to establish an industrial base in light of the potential benefits and costs to the community. The total impact on employment and income may range from two to three times the initial number of new jobs and payroll from the new industry to fewer than the number of new plant jobs and as little as a third of

³⁷ Ibid.

TABLE 6
INCOME AND EMPLOYMENT MULTIPLIERS

Location and Date	Income Multiplier Immediate State or Local Area Only	Employment Multiplier Immediate Area	Multiplier Total Effect
<u>Statewide</u>			
Oklahoma (1967) ^a			
Manufacturing	3.35	2.92	3.52
Agri. processing	4.32	2.82	3.35 ^b
Livestock & products	2.81	1.82	. . .
Crops	1.40	1.82	. . .
Services	1.58	1.33	1.44
Wholesale & retail	1.28	1.32	1.40
Kansas (1968) ^c			
(range given for different types)			
Manufacturing	1.46-2.00	. . .	. . .
Agri. processing	3.08-7.18	. . .	. . .
Livestock	1.80-5.00	. . .	. . .
Crops	1.56-1.80	. . .	. . .
Services	1.55-2.02	. . .	. . .
Wholesale & retail	1.48-1.98	. . .	. . .
<u>Small Community Industrialization</u>			
Howard Co., Indiana (1947-1960) ^d	. . .	1.44	. . .

TABLE 6 Continued

Location and Date	Income Multiplier Immediate State Or Local Area Only	Employment Multiplier Immediate Area	Multiplier Total Effect
Linton, Indiana (1964) ^e	. . .	1.44	. . .
Gassville, Ark. (1960-1963) ^f	0.33 ^g	1.02	. . .
Summerville, S. C. (1963) ^h	. . .	1.36	1.40
Hart Co. Kentucky (1968) ⁱ	. . .	1.06	2.25
Lincoln, Neb. metro area (1953-1955) ^j	. . .	2.31	. . .

^a Luther G. Tweeten, "Rural Poverty: Incidence, Causes and Cures," Process Series P-590R (Stillwater, Oklahoma: Department of Agricultural Economics, Oklahoma State University, 1968).

^b Blanks indicate data was not available.

^c M. J. Emerson, The Interindustry Structure of the Kansas Economy (Manhattan, Kansas: Kansas Office of Economic Analysis and Department of Economic Development Planning Division, 1969), Report No. 21.

^d Joe B. Stevens, and L. T. Wallace, "Impact of Industrial Development on Howard County, Indiana, 1947-1960," (Lafayette, Indiana: Purdue University, Agricultural Experiment Station, 1964), Research Bulletin 784.

^e H. A. Wadsworth, and J. M. Conrad, "Leakages Reducing Employment and Income Multipliers in Labor Surplus Areas," Journal of Farm Economics 47.

TABLE 7

NET INCREASE IN LOCAL LABOR INVESTMENT RESULTING
FROM 100 NEW MANUFACTURING JOBS IN
LINTON, INDIANA, 1964

Item	Amount
Total annual payroll before taxes	\$300,000
Taxes, social security, insurance	67,700
Disposable income	\$232,300
Leakages	
Wages lost from previous jobs	\$146,700
Nonresident payroll	36,050
Increased savings	22,000
Debt retirement	3,000
Total	\$207,750
Net increase in payroll	\$ 24,550
Direct and indirect income affect	\$ 98,200
Income multiplier from payroll ($\$300,000 \div \$98,200$)	0.327

SOURCE: Wadsworth and Conrad (1966, p. 1120).

^fAnticipated multiplier from payroll only

^gMax F. Jordan, "Rural Industrialization in the Ozarks: Case Study of a New Shirt Plant at Gassville, Arkansas," Economic Report No. 123 (Washington, D.C.: U.S., Department of Agriculture, 1967).

^hJackson V. McElvern, "Rural Industrialization in the Southeastern Coastal Plain: Case Study of a New Brick Factory in Summerville, S. C.," Economics Report No. 174 (Washington, D.C.: United States Dairy Association, 1970).

ⁱHerbert Hoover, "Rural Industrialization In Kentucky: Case Study of a New Bedding Plant in Hart County, Kentucky," (Washington, D.C.: United States Department of Agriculture, 1970).

the new plant's payroll. Primary factors which reduce the impact of a new firm are leakages of income out of the community by commuters and out-of-town purchases, and the loss of income within the community when jobs previously held by the new workers are not refilled.

To operate at a profit, new industrial firms must be able to find raw materials, and get their finished products to markets. They also must have a location where they can find a satisfactory labor force and facilities where they can produce their products. Some of the factors determining a firm's final location can be affected by the efforts of community leaders, but many of them are outside the control of the community. Community factors can be quite influential in determining the community selected for a firm's location. In a few cases, strong community controlled factors have overcome deficiencies in other factors outside community control, when these deficiencies were not critical.

The next chapter will report on the findings of the attitudinal survey of community leaders in the six rural Kansas towns selected for this study. The degree of progressive attitude evidenced by these leaders will be assessed in the light of conventional indices of growth and change in chapter IV.

¹Gerald E. Thompson, "An Investigation of the Local Employment Multiplier," Review of Economics and Statistics 41 (1959).

CHAPTER III

VARIATIONS IN COMMUNITY ATTITUDES

A discussion of the data analysis obtained from the survey instrument submitted to leaders in each of the six sample communities is reviewed in this section. Conventional statistical measurements employed in this study indicate there are discernable variations among the attitudes of community leaders. Furthermore, the sample communities can be ranked according to degree-of-progressiveness as characterized by their respective leaders.

The format of this chapter includes a brief profile of the sample communities, followed by a review of the sample parameters. Next, is an analysis of the responses to the five open-ended questions included with the survey. The chapter concludes with a statistical assessment of the sample data.

COMMUNITY PROFILES

The following community profiles will aid in placing the findings of this study in context.

Clay Center

Clay Center is the county seat of Clay County, Kansas. It is located in the north central part of the state

(see fig. 2). Clay Center is approximately 160 miles west of Kansas City, or about a 45-minute drive northwest of Manhattan. Clay Center's official 1970 census population was 4,963, an increase of 7.6% over the 1960 census enumeration. This community is unique in Clay County in that with the exception of the hamlet of Morganville (population, 257), all the other communities have declined in population. Clay Center's growth can be attributed in part not only to its being a county seat town, but also to the existence of two relatively modest sized industrial firms, one of which is a major producer of farm implement parts.

Washington

Washington, Kansas, is the county seat of Washington County, Kansas. It is located in the northeast-central part of the state (see fig. 2), about 35 miles directly north of Clay Center. The official 1970 census indicates that Washington's population is 1,584. This figure represents an increase of slightly more than 5% over the previous census. Its economy is derived almost totally from support of local agricultural endeavors.

Wamego

Wamego is the largest community in Pottowatomie County which is located about 35 miles west of Topeka, Kansas. Wamego's 1970 census was 2,507. Wamego was recently chosen as the site for a large meat packing plant. Pottowatomie County was also selected by Kansas Power & Light

Company as the site for a large coal-fired power generating facility. Both firms will have considerable impact on the economy of the area when completed.

Council Grove

This community is located in eastern Morris County, about 100 miles southwest of Kansas City, and about 30 minutes driving time from Manhattan (see fig. 2). Council Grove's 1970 census population was listed as 2,403 which represents a decline of nearly 10% since 1960. The decline is slightly less than half of the loss for the entire county during the 1960-1970 decade. Community leaders are quick to indicate that the downward trend for the community has been arrested in the last two years and it is enjoying a comeback in vitality and enthusiasm. Council Grove has a new plastics firm which manufactures parts for the Bell System.

Hiawatha

Hiawatha is the county seat of Brown County, about 100 miles northwest of Kansas City (see fig. 2). Official 1970 census figures indicate a population of 3,364, making it the second largest of the sample communities. Hiawatha's population has stabilized since the last census. Known as the "City of Beautiful Maples," this Kansas community has undertaken a community revitalization program spearheaded by a very active Chamber of Commerce. Hiawatha has two small manufacturing firms and an egg processing facility which employ about 250 persons.

Lyndon

Lyndon is the smallest of the sample communities. Its official 1970 census figures indicate a population of 958. This is an increase of 5 persons over the 1960 census. Community leaders are quick to point out, however, that the last two years have been years marked by growth and development of their community. Lyndon has undertaken the process of community development by coordinating the efforts of its Chamber of Commerce and local business leaders with various state agencies, among them the Department of Regional and Community Planning at Kansas State University. Projects planned or now underway include store front renovation, enlargement of water treatment facilities, sewer extensions, and street paving.

QUESTIONNAIRE RESULTS

This section discusses in detail the data obtained from the questionnaire submitted to the sample leaders in each of the communities selected for this study.

Distribution of the Questionnaire

A total of 87 questionnaires was mailed to sample respondents. Names of respondents were drawn from lists of names submitted by known community leaders in each of the six sample communities. By cross-referencing, those names appearing two or more times on each list were placed on a master list. Addresses and phone numbers were secured for each name on the master list. They were included at this

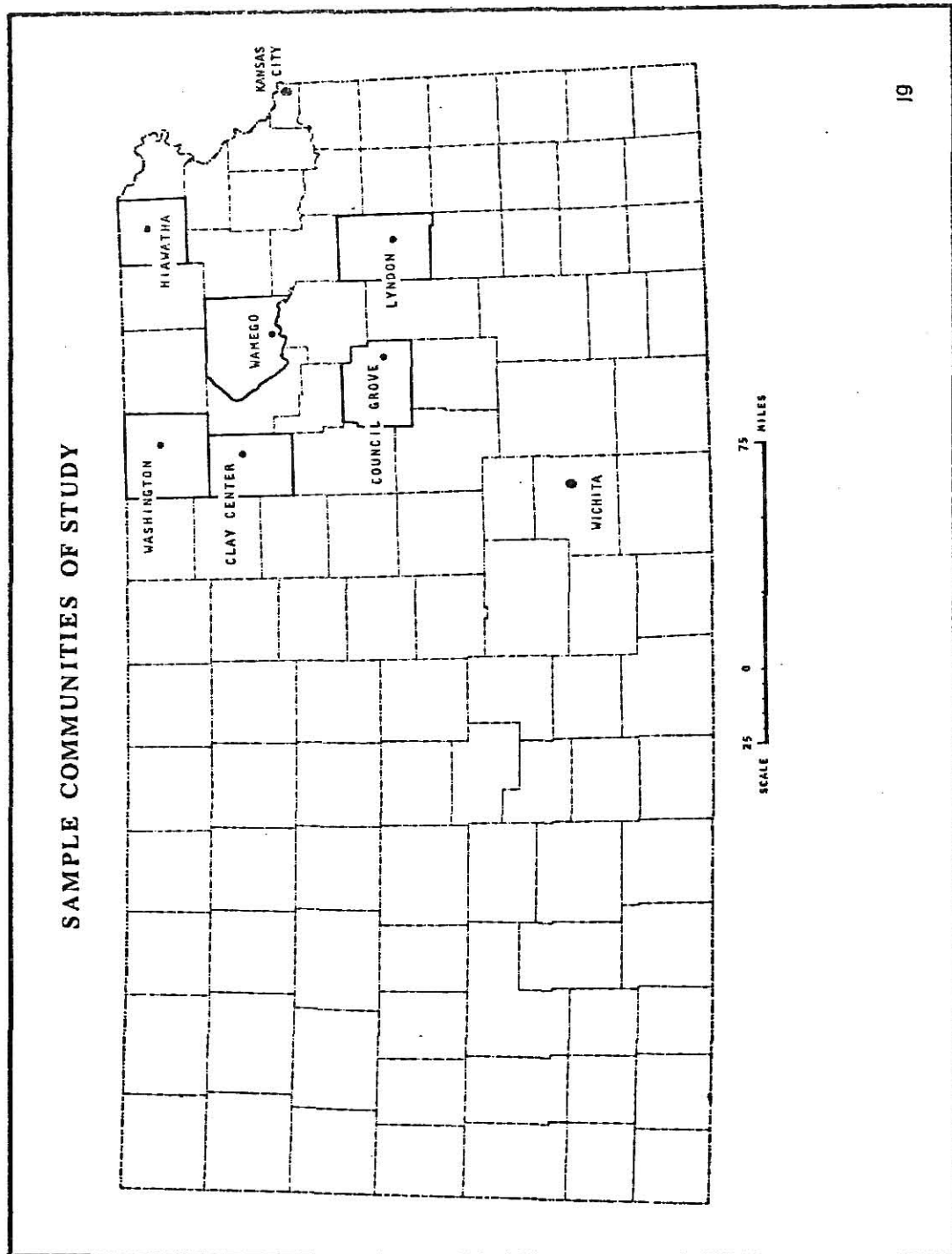


Illustration 2.

time for ease of referral should the respondent need to be contacted personally. A suggested date of return was included in the letter of introduction accompanying the questionnaire. Two weeks were allowed from the postmark date to a date preferred for the return of the questionnaire. Well over half of them were returned within this period.

The questionnaire package consisted of (1) the 60-item Bosworth scale, (2) five open-ended questions, (3) a biographical data section, (4) a letter of introduction typed on a department letterhead explaining the purpose of the study, and (5) a self-addressed, stamped envelope to encourage return of the instrument. A copy of the questionnaire and letter of introduction may be found in Appendix A and B.

As noted in the introduction, the rate of return was unusually high. Mail questionnaires are notorious for having low return rates, and for this reason, the three-step procedure outlined in chapter I was planned. Had it been necessary, and if time had allowed for such, phone calls and personal contacts would have resulted in an even higher mail/response ratio. However, the return of 74% of the questionnaires without having to implement these other procedures was considered an adequate sample by any measure. Clearly, the high response rate can be partially attributed to two things. First, the sample population are those persons who normally communicate by mail. Secondly, the letter of introduction made clear to them the value of their response in accord with their leadership standing in the community. The

TABLE 8

SUMMARY OF QUESTIONNAIRES MAILED, RETURNED
AND ACTUALLY USED FOR STUDY

	Number	Number Percent		Number
	Questionnaires Mailed	Questionnaires Returned		Used For Study ^a
Clay Center	13	9	69	9
Washington	15	12	80	11
Wamego	12	9	75	8
Council Grove	12	9	75	9
Lyndon	11	9	82	9
Hiawatha	24	16	67	14
Total	87	64	74	60

SOURCE: Compiled by author

^aAttrition occurred due to questionnaires being returned incomplete in some cases.

neatly typed, professional appearance of the letter cannot be overlooked in gauging the success of the questionnaire returns. Table 8 presents a summary of the number and percentage of questionnaires mailed, returned, and actually used for this study. Some attrition occurred in those returned due to incompleteness.

Socioeconomic Characteristics of the Sample Population

In order to place the sample findings in context, a brief overview of the socioeconomic characteristics of the sampled leaders is necessary. As would be expected, the vast

majority of the leaders were males (see table 9). During the initial name-gathering phase of the study, not more than seven or eight female leaders were mentioned. Although there was no deliberate attempt to identify female leaders, it is doubtful that they exist in significant numbers considering, among other things, the relatively small community populations. Also, the income and occupation characteristics known to be associated with community leaders tends to favor middle and upper middle-class males in business and the professions. As women become increasingly more visible in the business and professional community nationally, one could expect this to carry over into small-town America.

Age Profile

The age profile of the leaders (table 9) indicated the expected clustering around age 40-50. Those in the group 30 or under exceeded by one those in the clearly dominant 40-50 age group. This suggests that there is a body of younger leaders available to carry on community responsibilities. From conversations with those in the younger age group, the author detected, on occasion, ambivalent notions regarding the attitudes of the young leaders toward the older compatriots. They felt their inability and frustrations in getting support when needed, or in opposition to the older established leadership group, would be alleviated in time when they replaced their elders in key community roles.

Income Profile

The yearly gross income of the community leaders correlated as expected with the occupational groupings (see table 9). Forty-two of the leaders responding indicated incomes in excess of \$13,000 annually. Unfortunately, the biographical data did not provide for indicating a more exact income figure in excess of \$13,000.

Occupation Profile

In the occupational categories (table 9), businessmen, namely bankers, and private entrepreneurs dominated the sample, followed by city and/or county officials. Five attorneys and two physicians constituted the professional sector. Only three farmer-stockmen were identified in the sample, and these were, according to the leaders initially contacted for names, "large operators."

Length of Residence in the Community

The number of years' residency (table 9) in the community indicated that nearly half of the leaders responding had lived there for less than 15 years. The majority (32), however, had resided in the community in excess of 15 years, and four of them indicated lifetime residency.

Before turning to the statistical analysis of the survey instrument, a summary of the leaders' responses to the five open-ended questions is presented in the next section to portray general attitude.

TABLE 9
SOCIOECONOMIC CHARACTERISTICS OF
SAMPLE COMMUNITY LEADERS

Characteristic		Number
Sex	Male	53
	Female	5
Age profile	Under 30	5
	30-40	12
	40-50	16
	50-60	10
	60 plus	10
Gross annual income	Less than \$5,000	1
	\$ 5,000-\$ 7,000	3
	7,000- 9,000	3
	9,000- 11,000	2
	11,000- 13,000	3
	13,000 plus	42
Occupation type	Farmer	3
	Professional	7
	Doctor (2)	
	Lawyer (5)	
	Public Servant	9
	City/County Officials (9)	
	Business	29
	Private Entrepreneur (12)	
	Banking (14)	
	Real Estate (2)	
	Communications (1)	
	Other	2
Length of residence	Service Worker (1)	
	Clergy (1)	
	0-15 years	22
	15-30	10
	30-45	8
	45-60	10
	60-75	4

SOURCE: Compiled by author from survey data

PERSPECTIVE ON COMMUNITY-LEADER ATTITUDES

Part two of the questionnaire included five questions to which the leaders were instructed to respond.

They are as follows:

(1) What do you feel is the most important question (or problem) facing your community now or in the future?

(2) Which agency (or agencies) of the local, county, state, or federal government have you (or the community) approached for assistance or advice on community matters? What private firms or educational institutions?

(3) Are you satisfied that your community is progressing satisfactorily?

(4) Is there a planning commission or board charged with planning for orderly growth and development of the community? Is it effective?

(5) Do you feel that the location of the community is favorable or unfavorable to economic growth and development?

Concerning question number one, all of the leaders, with the exception of those from Hiawatha and Washington, felt that "expansion, progress, growth and industrial development" were the most important questions facing their community now or at some time in the future (table 10). Half of the Clay Center leaders accepted this position, while the figure was 80% for leaders from Lyndon. Maintenance and/or expansion of water and sewer facilities ranked

TABLE 10

SUMMARY OF RESPONSES TO QUESTION NUMBER ONE

	Clay Center	Washington	Total	Wamego	Council Grove	Total	Lyndon	Hiawatha	Total
Expansion, progress, growth & industrial development	8	2	10	5	5	10	5	6	11
Solidarity, community spirit	1	2	3	0	0	0	1	0	1
Medical facilities (doctors, health care)	0	1	1	0	0	0	0	6	6
Maintainence/expansion of physical facilities (water, sewer, etc.)	2	2	4	0	0	0	0	3	3
Outmigration	1	0	1	0	1	1	0	1	1
Recreation	0	0	0	0	0	0	1	1	2
Schools	0	0	0	1	0	1	1	1	2
Energy/environmental concerns	2	0	2	2	1	3	0	0	0
Other	2	1	3	1	1	2	0	2	2

SOURCE: Compiled by author from survey data

second or tied with the perceived need for medical facilities. Some impact or awareness of the energy crisis and environmental concerns was evidenced among the leaders as this was mentioned by five respondents. Following in order

were "solidarity, community spirit," (four responses) "out-migration" and "schools" (tied at three each), whereas "recreation" was mentioned only twice.

In response to question number two, (table 11) the community leaders indicated that they (or their community) had sought assistance or advice on community matters from various state agencies in Kansas. Among those agencies cited most often were Kansas State University and the Kansas Department of Economic Development. The leaders relied equally on local and federal agencies--mentioning each on 15 occasions. The counsel of private agencies (other than banks) was cited by 13 respondents.

Question number three asked the leaders if they were satisfied that their community was progressing satisfactorily (table 12). In the case of Washington and Clay Center, three times as many of the respondents were clearly dissatisfied with the progress of their community, and well over half of them in the other four communities indicated disapproval with the status of their community's progress. Their lack of satisfaction can be interpreted as an indication of concern for the well-being of the community. One could also infer from this that had the leaders been satisfied with the progress of the community this could be interpreted as some degree of complacency on their part.

Question number four concerned the existence of a planning body in the community and if it was effective.

TABLE 11

SUMMARY OF RESPONSES TO QUESTION NUMBER TWO

	Clay Center	Washington	Total	Wamego	Council Grove	Total	Lyndon	Hiawatha	Total
Local	1	3	4	2	4	6	5	4	9
(Chamber of Commerce, County Planning Board, District Soil Conser- vation Unit)									
State	4	8	12	10	11	21	6	5	11
(Kansas State Univer- sity, Kansas Depart- ment of Economic Development, Govern- or's Commission on Drug Abuse, various medical societies)									
Federal	1	5	6	1	3	4	3	2	5
(Housing and Urban Development, Small Business Administra- tion, Farmer's Home Administration)									
Private	4	2	6	2	1	3	2	2	4

SOURCE: Compiled by author from survey data

TABLE 12

SUMMARY OF RESPONSES TO QUESTION NUMBER THREE

	Clay Center Washington			Wamego Council Grove			Lyndon Hiawatha		
			Total			Total			Total
Yes	3	1	4	4	2	6	3	9	12
No	4	8	12	3	5	8	3	5	8
No response	2	2	4	1	2	3	3	0	3
Community sample size	9	11		8	9		9	14	

SOURCE: Compiled by author from survey data

(See table 13.) Responses appeared to indicate leaders were in support of a board's efforts to guide the growth and development of the community. Some frustrations were voiced, however, as some leaders felt progress was too slow, that the boards could be more efficient, or that they were hindered by lack of support. A high percentage of no responses to the effectiveness part of the question from leaders in Washington, Council Grove, and Hiawatha is puzzling. Some assumptions to be made from this are that either the leaders were not knowledgeable about the effectiveness, or that due

TABLE 13
SUMMARY OF RESPONSES TO QUESTION NUMBER FOUR

	Clay Center	Washington	Total	Wamego	Council Grove	Total	Lyndon	Hiawatha	Total
Planning Board or Commission?									
Yes	9	5	14	7	6	13	5	13	18
No	.	.	.	.	2	2	1	.	1
No response	.	6	6	1	1	2	3	1	4
Are they effective?									
Yes	7	1	8	5	.	5	5	7	12
No	2	4	6	1	2	3	.	.	.
No response	.	6	6	2	7	9	4	7	11
Community sample size	9	11		8	9		9	14	

SOURCE: Compiled by author from survey data

to the phrasing of the question, they assumed that a "yes" answer to the first part would be taken as an affirmative response to the second part.

The last question dealt with the leader's opinion as to the goodness of his community's location, whether he felt it was favorable or unfavorable for economic growth and development. In all cases an overwhelming majority felt that their community was situated favorably. (See table 14.)

TABLE 14
SUMMARY OF RESPONSES TO QUESTION NUMBER FIVE

	Clay Center Washington			Wamego Council Grove			Lyndon Hiawatha		
			Total			Total			Total
Favorable	8	6	14	7	7	14	6	14	20
Unfavorable	1	1	2	.	.	1	1	.	.
No response	.	.	4	4	1	1	2	3	.
Community sample size	9	11		8	9		9	14	

SOURCE: Compiled by author from survey data

Summary

"Expansion, progress, growth, and industrial development," or what could loosely be termed community development, was the most important matter facing the leaders of the sample communities. Community development means different things to different people. Most will agree, however, that it includes, or should include, the planning function. Twenty percent of the responses to question two indicated that the local planning body was ineffective, and others were reserved in their evaluation of its functioning. Seventy-nine percent of those responding to question three indicated they were not satisfied that their community was progressing satisfactorily, even though an even larger percentage felt that their community's location was favorable to economic growth and development. One explanation for the disparity between having, as the leaders consider it, a favorable location, and yet being dissatisfied with progress toward efforts at community development, is the role of planning.

Relative to question number two, the agency and the quality of advice and assistance the community receives from that source are factors which bear directly on the success or lack of success a community has in matters of development. For the type of assistance provided it is difficult, and not within the scope of this study, to ascertain which agencies, public or private, provide the community the best return on its time and effort.

Generally, leaders' responses indicate a high degree of concern for their communities. The majority of the leaders have vested interests in the welfare of its citizens. As the community goes, so goes their financial security, their jobs, and businesses. Each of them has a personal stake in the growth, decline, or stagnation of the community. Some may even consider it an obligation.

ASSESSMENT OF SAMPLE DATA

Having developed a generalized perspective on community leaders, the discussion in this section turns to the statistical assessment of the attitudes as evidenced by responses patterns on the Bosworth scale. The study hypothesis stated, in part, that attitudes of community leaders will vary significantly when site and situation are controlled. Therefore, a statistical procedure was required which would ascertain whether the differences between two sample distributions of attitude scores between paired communities were statistically significant. As related to this study, the test would have to determine if, from the sample of community leaders, there was indeed enough of a difference in the leaders' attitudes to delineate one group as more progressive than the others. Second, it was desired that the test provide a rank-ordering of all other attitudinal variations by community for later evaluation.

Statistical Methods

The Kolmogorov-Smirnov two-sample test was employed as one statistical procedure for the analysis.³⁸ A valid assumption was made at the beginning of the analysis concerning the independence of the items on the Bosworth scale. The assumption was that each item was independent of all the other items and could thus be treated as independent observations. Supportive of this assumption was the fact that the progressive and unprogressive item statements were randomly interspersed within each of the three sub-scales. This would inhibit the tendency of the respondent to effect a left or right-column response pattern.

The initial step in analyzing scaled responses was to tabulate the frequency response for each category on the five-step Bosworth scale (strongly agree to strongly disagree) and total them by sub-scale (tables 15-17). Raw frequencies and cumulative frequencies were then computed. The categorical cumulative frequencies were then compared by paired communities to indicate the degree of differences in response patterns (tables 18-20). Values were computed to express differences and compared to the differences that would obtain if statistically significant (tables 21-23). Some of the paired communities exhibited a definite tendency toward significant differences at the .05 level, which would

³⁸ See Sidney Siegel, Nonparametric Statistics for the Behavioral Sciences (New York: McGraw-Hill Co., 1956), pp. 127-136; and Hubert M. Blalock, Jr., Social Statistics (New York: McGraw-Hill Co., 1972), pp. 262-265.

have been statistically significant at the .10 level. At the .10 level the null hypothesis of no significant difference would be rejected. Methods for computing the Kolmogorov-Smirnov test appear in Blalock's Social Statistics.

A rank-ordering of the difference values ($\max_d$) did not, of course, reveal the degree of progressiveness or unprogressiveness of the leader's attitudes. It did provide, however, support that there were identifiably significant variations in attitudes between sample communities as reflected by community leaders.

To arrive at a rank ordering of the degree of progressiveness of the sample communities as characterized by their leaders, the proportion of the observations in the "Strongly Agree" category to the total number of observations in the four remaining categories was computed. This figure gives a rank ordering of communities identical to that of the difference values ($\max_d$). In so doing, it provided a means of determining the degree (by percentage) of difference in progressive attitudes, and hence, a rank ordering of progressiveness of the sample communities (table 24).

The rank-ordering of progressiveness by subscale as evidenced by the sampled leaders, was determined by computing the ratio of responses in the "Strongly Agree" category of each item, to all other categories in each item. The ordering is supported by the resultant ranking of cumula-

TABLE 15

SUMMARY OF RESPONSES TO SCALE ITEMS BY PAIRED COMMUNITIES
ACCORDING TO SUBSCALE: COMMUNITY SERVICES

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Washington	18	127	25	32	2	204
Clay Center	32	81	26	13	1	153
Wamego	23	88	10	15	. . .	136
Council Grove	18	96	23	14	2	153
Lyndon	22	104	19	8	. . .	153
Hiawatha	42	151	16	15	14	238

SOURCE: Compiled by author from survey data

TABLE 16

SUMMARY OF RESPONSES TO SCALE ITEMS BY PAIRED COMMUNITIES
 ACCORDING TO SUBSCALE: COMMUNITY INTEGRATION

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Washington	14	143	14	37	2	240
Clay Center	51	97	11	19	2	180
Wamego	25	93	11	27	4	160
Council Grove	25	123	9	22	1	180
Lyndon	29	121	11	17	2	180
Hiawatha	68	160	13	37	2	280

SOURCE: Compiled by author from survey data

TABLE 17
SUMMARY OF RESPONSES TO SCALE ITEMS BY PAIRED COMMUNITIES
ACCORDING TO SUBSCALE: COMMUNITY RESPONSIBILITY

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Washington	35	157	20	15	1	228
Clay Center	39	108	7	15	2	171
Wamego	16	105	16	13	2	152
Council Grove	15	129	7	19	1	171
Lyndon	30	111	20	10	. . .	171
Hiawatha	46	193	12	13	2	266

SOURCE: Compiled by author from survey data

TABLE 18

RANK-ORDERING OF CUMULATIVE FREQUENCY RESPONSE
DIFFERENCES (Max_d) BY PAIRED COMMUNITIES
COMMUNITY SERVICES

Computed Max_d Values*	Paired Communities
.1210.	Washington - Clay Center
.1145.	Washington - Lyndon
.1055.	Washington - Wamego
.1003.	Washington - Hiawatha
.0916.	Clay Center - Council Grove
.0849.	Clay Center - Lyndon
.0784.	Council Grove - Lyndon
.0776.	Clay Center - Wamego
.0724.	Clay Center - Hiawatha
.0711.	Wamego - Council Grove
.0695.	Hiawatha - Lyndon
.0659.	Hiawatha - Council Grove
.0622.	Washington - Council Grove
.0588.	Wamego - Hiawatha
.0580.	Wamego - Lyndon

*Conventional procedure utilized in Kolmogorov-Smirnov two-sample test. See Siegel, Nonparametric Statistics, pp. 128, 135. The larger the figure, the more different the response patterns by community leaders.

SOURCE: Compiled by author from survey data

TABLE 19

RANK-ORDERING OF CUMULATIVE FREQUENCY RESPONSE
DIFFERENCES (Max_d) BY PAIRED COMMUNITIES
COMMUNITY INTEGRATION

Computed Max_d Values*	Paired Communities
.1444	Clay Center - Council Grove
.1270	Clay Center - Wamego
.1222	Clay Center - Lyndon
.1040	Council Grove - Hiawatha
.1000	Clay Center - Washington
.0957	Wamego - Lyndon
.0866	Wamego - Hiawatha
.0846	Wamego - Council Grove
.0596	Washington - Hiawatha
.0542	Washington - Lyndon
.0444	Washington - Council Grove
.0415	Washington - Wamego
.0404	Hiawatha - Clay Center
.0337	Hiawatha - Lyndon
.0222	Council Grove - Lyndon

*Conventional procedure utilized in Kolmogorov-Smirnov two-sample test. See Siegel, Nonparametric Statistics, pp. 128, 135. The larger the figure, the more different the response patterns by community leaders.

SOURCE: Compiled by author from survey data

TABLE 20
RANK-ORDERING OF CUMULATIVE FREQUENCY RESPONSE
DIFFERENCES (Max_d) BY PAIRED COMMUNITIES
COMMUNITY RESPONSIBILITIES

Computed Max_d Values*	Paired Communities
.1404	Clay Center - Council Grove
.1228	Clay Center - Wamego
.1024	Wamego - Hiawatha
.0746	Clay Center - Washington
.0740	Hiawatha - Lyndon
.0658	Washington - Council Grove
.0564	Washington - Hiawatha
.0552	Clay Center - Hiawatha
.0482	Washington - Wamego
.0460	Council Grove - Wamego
.0219	Washington - Lyndon
.0001	Council Grove - Lyndon
.0001	Council Grove - Hiawatha
.0001	Wamego - Lyndon
.0001	Clay Center - Lyndon

*Conventional procedure utilized in Kolmogorov-Smirnov two-sample test. See Siegel, Nonparametric Statistics, pp. 128, 135. The larger the figure, the more different the response patterns by community leaders.

SOURCE: Compiled by author from survey data

TABLE 21

RANK-ORDERING OF DIFFERENCES BETWEEN COMPUTED Max_d
 VALUE DIFFERENCES AND TABLED VALUE DIFFERENCES^d
 BY PAIRED COMMUNITIES
 COMMUNITY SERVICES

Tabled Values Minus Computed Max_d Values*	Paired Communities
.6608	Clay Center - Wamego
.6409	Clay Center - Lyndon
.6409	Council Grove - Lyndon
.6028	Wamego - Lyndon
.6026	Wamego - Hiawatha
.5897	Wamego - Council Grove
.5493	Clay Center - Council Grove
.5489	Washington - Council Grove
.5263	Washington - Wamego
.5750	Council Grove - Hiawatha
.5114	Lyndon - Hiawatha
.5085	Clay Center - Hiawatha
.4966	Washington - Lyndon
.4901	Washington - Clay Center
.4475	Washington - Hiawatha

*The larger the value, the more alike the response patterns of community leaders.

SOURCE: Compiled by author from survey data

TABLE 22

RANK-ORDERING OF DIFFERENCES BETWEEN COMPUTED Max_d
 VALUE DIFFERENCES AND TABLED VALUE DIFFERENCES d
 BY PAIRED COMMUNITIES
 COMMUNITY INTEGRATION

Tabled Valued Minus Computed Max_d VALUES*	Paired Communities
.6187	Council Grove - Lyndon
.5903	Washington - Wamego
.5762	Council Grove - Wamego
.5667	Council Grove - Washington
.5651	Wamego - Lyndon
.5569	Washington - Lyndon
.5472	Hiawatha - Lyndon
.5405	Hiawatha - Clay Center
.5338	Wamego - Clay Center
.5187	Lyndon - Clay Center
.5160	Wamego - Hiawatha
.5111	Washington - Clay Center
.4965	Council Grove - Clay Center
.4882	Washington - Hiawatha
.4769	Council Grove - Hiawatha

*The larger the value, the more alike the response patterns of community leaders.

SOURCE: Compiled by author from survey data

TABLE 23

RANK-ORDERING OF DIFFERENCES BETWEEN COMPUTED Max_d
 VALUE DIFFERENCES AND TABLED VALUE DIFFERENCES^d
 BY PAIRED COMMUNITIES
 COMMUNITY RESPONSIBILITIES

Tabled Values Minus Computed Max_d Values*	Paired Communities
.6608	Wamego - Lyndon
.6409	Clay Center - Lyndon
.6408	Council Grove - Lyndon
.6144	Council Grove - Wamego
.5892	Washington - Lyndon
.5836	Washington - Wamego
.5808	Council Grove - Hiawatha
.5453	Council Grove - Washington
.5380	Clay Center - Wamego
.5365	Clay Center - Washington
.5257	Clay Center - Hiawatha
.5069	Lyndon - Hiawatha
.5005	Clay Center - Council Grove
.5002	Wamego - Hiawatha
.4914	Washington - Hiawatha

*The larger the value, the more alike the response patterns of community leaders.

SOURCE: Compiled by author from survey data

TABLE 24

RANK-ORDER OF COMMUNITY PROGRESSIVENESS BY SUBSCALE

Community	Potential Index	Ratio "Strongly Agree" Responses to All Other Categorical Responses
Community Services		
Clay Center	Low	20.92
Hiawatha	High	17.65
Lyndon	High	14.38
Wamego	Intermediate	11.76
Council Grove	Intermediate	16.91
Washington	Low	08.82
Community Integration		
Clay Center	Low	28.33
Hiawatha	High	24.29
Washington	Low	18.33
Lyndon	High	16.11
Wamego	Intermediate	15.63
Council Grove	Intermediate	13.89
Community Responsibilities		
Clay Center	Low	22.81
Lyndon	High	17.54
Hiawatha	High	17.29
Washington	Low	15.35
Wamego	Intermediate	10.53
Council Grove	Intermediate	08.77

SOURCE: Compiled by author

tive-frequency response differences,³⁹ and again when rank ordering the values computed to express variation between response patterns at the .05 significance level for community-by-community differences. The ordering of community progressiveness in this manner is in direct support of the study hypothesis. It indicates that attitudes on the part of community leaders vary significantly when relative location is controlled. That is to say, communities which have relatively similar locations within the larger socioeconomic landscape exhibit significant variations in the progressive attitudes of their leaders.

The ranking of subscale one is in accordance with that which would be expected in reference to the control for relative location. The exception, however, is the case of Clay Center which is located on a low potential contour. For this reason, Clay Center's ranking on all three subscales is not explicable at this point.

The ranking of communities on subscale two and three does not conform to their location within the large socioeconomic landscape. In other words, the array is varied to the extent that no discernable pattern exists which can be easily explained by geographic location. The most progressive com-

³⁹This is the difference resulting when the cumulative frequency responses of each community are compared with all others in the sample. The largest difference between pairs in the $\max_d$.

munities are not exclusively those in a more accessible location. Nor are the less progressive communities necessarily in less accessible locations.

Explanations for the resultant attitudinal variations within each subscale require more comprehensive socioeconomic data than is provided by the current study. A socio-psychologically oriented perspective on this aspect of the study would certainly be warranted. It could uncover, for instance, personality characteristics and behavioral patterns consistent with, or in support of, the attitudinal variations. Such a study, however, is beyond the scope of this investigation. One of the purposes of this section was to determine if there are attitudinal variations over the landscape, and secondly, if these differences are amenable to statistical measurement. The foregoing analysis is supportive of both.

SUMMARY

In the search for evidence to support the study hypothesis, this chapter examined some important aspects relative to the problem of ascertaining and measuring the variation in attitudes of the sample community leaders. Using conventional statistical methods, it was determined that the study communities as characterized by the leaders' attitudes display significantly different levels of progressiveness. Equally important was the discovery that

variations in attitude do exist among community leaders, and that these variations are amenable to measurement by statistically reliable methods. These findings offer strong evidence in partial support of the study hypothesis that attitudes of community leaders will vary significantly over the landscape when relative location is controlled.

Having established the existence of measureable attitudinal differences among the sample communities, the next chapter focuses on a consideration of the relationship between differing levels of progressiveness and empirical indices of growth and change in the sample communities.

CHAPTER IV

ATTITUDE AND ECONOMIC DEVELOPMENT ASSOCIATIONS

In the preceding chapter it was demonstrated that attitudes of community leaders vary significantly over the landscape. Differences were statistically significant above the .10 level for three components of an attitudinal scale designed to characterize degree of progressiveness. Furthermore, these differences allowed ranking of the sample communities by degree of progressiveness on scaled responses in the "Strongly Agree" category of each item-statement in the survey instrument.

This study will now examine the nature of association between progressiveness of opinion leaders in the sample communities and empirical indices of community economic growth and development. These associations will then be assessed with respect to other variables to control for the effect of relative location and significant site factors. Findings will be developed in the following format: (1) a brief discussion of some conventional measures employed to assess community economic development, (2) problems and assumptions related to data selection and interpretation, (3) variables and components selected for analysis of community economic growth and change, (4) procedures employed to assess the association between indices of growth

and change and progressiveness, (5) presentation of the findings relative to support or rejection of the study hypothesis, and (6) a summary.

INDICES OF ECONOMIC DEVELOPMENT

In order to place this chapter in context, it may be necessary to briefly consider some notions regarding the measurement of community economic development. Selection of variables indicative of growth and change for this study was guided by accepted research criteria. However, the paucity of data for places the size of the sample communities resulted in certain trade-offs that were inevitable. In the search for indices of community economic growth and change, it became readily apparent that a study definition was essential to meet the scope of the research and to guide the data collection effort.

Two major themes appear applicable to community development strategy. A popular concept adopted by many decision makers involved in community development is one which implies more employment and a larger population, and has as its goal, higher levels of social welfare in the community. Its origins can probably be traced to a general growth syndrome in which more is considered better. In contrast to this type of objective is the developmental orientation as characterized by many developing nations. In this view, development is defined as raising per-capita real incomes. It is important to recognize the distinction

between these two ideas. If one were to characterize the distinction between the two, the former is an example of aggregate growth, the latter is one which focuses on the distribution of growth, or having a welfare orientation.

Per capita income growth for rural communities can and should be considered a legitimate goal. Ways of accomplishing this are through increased labor productivity, or by decreasing unemployment and (equally important) reducing underemployment. An excellent example of the limitation to growth imposed by adherence to policies of aggregate growth for small rural communities is best illustrated in this passage from Tiebout:

. . . consider a community where there is full employment. Attracting a new industry to that area would make sense if it were a high-paying industry. Thus, the efforts of rural communities to substitute higher paying industrial jobs for lower-wage agricultural employment is consistent with the goal of increasing per-capita income. On the other hand, what is the merit of attracting a low-wage industry to a community with full employment? Insofar as this merely results in bringing in new laborers in the form of immigrants, there is no clear-cut gain to the community.⁴⁰

Real personal income per capita is a widely used index of well-being especially when combined with data on population characteristics. It is a good measure of economic development at the local (community) level. Further-

⁴⁰Charles M. Tiebout, "The Economics of Community Development," paper presented at the Extension Workshop in Community Resource Development, Michigan State University, East Lansing, Michigan, July 19, 1965, pp. 3-4.

more, economic development, as measured by per capita income, is not dependent upon maintaining or increasing population. Sustained population decline, however, may lead to decline in demand for goods and services, and ultimately in lower employment or unemployment. This may in turn prohibit the possibility of any sustained income gains. Therefore, the complexity of economic growth requires that real personal income per capita be related to population and other welfare measures, while acknowledging that certain aggregate "thresholds" must be met for per-capita welfare improvement to occur.

Having established a framework relative to rural community economic change, the next section considers the problems and rationale of data acquisition.

Problems of Data Collection

The scarcity of economic data for small rural communities of the size selected for this study was recognized at the outset as a major problem. The constraints of time and budget prohibited originating primary data. The only other alternative was county-level data. Further consideration revealed that if county-level data were to be used, certain assumptions would have to be made, given the nature of the rural community. These assumptions are:

- (1) Sample communities, in all cases with one exception (Lyndon), are either (a) the county seat town,

(b) the largest urban concentration in the county, or (c) both the largest town and county seat. In a sense, these communities may be thought of as primate cities on a micro-scale. They are centers of decision-making for the county, the focus of the county power structure, and can be considered as the last step in a hierarchical diffusion of information, goods and services, and other flows. On the other hand, and at a distinctly different level, these communities are originators of many flows that diffuse out over their regional hinterland. In short, the community can be thought of as characterizing the county, just as in the previous chapter the progressiveness of attitudes on the part of community leaders set the pace for the community.

(2) The second assumption follows from the first, but is simply a reversal of the logic employed. If it is plausible to make a connection between community and county, it can be argued that at the county level it is possible to make statements about its largest community. Some logical inferences can be made from county level observations relative to its major community. Given these relationships, it appears that county level data could be used (with caution) in an examination of community growth and development.

Variable Selection

The data selected as indices of community economic growth and development cover the period 1960 to 1970.

However, two exceptions must be noted. Records were not available for Sales Tax Collected in the sample counties prior to 1965. Nor could records of bank deposits by county be located for 1970. Per-capita sales tax computations for 1965 and 1972 per-capita bank deposits, therefore, are based on the Kansas State Board of Agriculture Census for those respective years. These variables were selected as measures of economic activity relative to availability of capital, personal wealth and level of commerce.

Population variables for this study consist of the following:

- (1) Community population, 1960 and 1970
- (2) County population, 1960 and 1970
- (3) Percent change, both populations 1960 to 1970
- (4) Rural-Urban mix (percent), 1960 and 1970
- (5) Percent change urban 1960 to 1970

Indices of economic activity assessed in this study are:

- (1) Per-capita income, by county, 1970
- (2) Percent change, per-capita income 1960 to 1970
- (3) Per-capita sales tax collected, 1965 and 1970
- (4) Percent change per-capita sales tax, 1965 to 70
- (5) Bank deposits, per-capita, 1960 and 1972
- (6) Percent change, per-capita bank deposits, 1960 to 1972.
- (7) Value Added by manufacture, 1970

(8) Percent change value added by manufacture,
1960 to 1970.

Data Analysis

The first step in organizing the data for analysis following the initial percentage and per-capita computations was to rank-order the results. In this manner, it was possible to make some determination, by inspection, of the differences in the ordering of the data and the ranking of community progressiveness by subscale. Those components determined by this method to have some correlation, positive or negative, were tested for strength of relationship using the Spearman Rank Correlation technique.⁴¹ All associations were tested for significance at the .05 level which required a value of .82 for statistical significance

GROWTH, DEVELOPMENT AND COMMUNITY PROGRESSIVENESS

Relationships between components of community progressiveness and selected indices of growth and development are summarized in tables 25 to 27. That is, measures of economic growth and development are compared by rank with each of the three community attitudinal scale components of Services, Integration, and Responsibilities. Reading across

⁴¹ See Hubert M. Blalock, Jr., Social Statistics (New York: McGraw-Hill Book Company, 1972), pp. 416-418; and Sidney Siegel, Nonparametric Statistics for the Behavioral Sciences (New York: McGraw-Hill Book Company, 1956), pp. 3-4.

TABLE 25

RANK-ORDER COMPARISONS BETWEEN COMMUNITY SERVICES AND
NINE OBSERVED INDICES OF ECONOMIC
GROWTH AND CHANGE

Per-Capita				
Progressiveness Rank on Community Services	Income	Bank Deposits	Percent Change Bank Deposits	
	1970	1960	1972	1960 to 1972
1. Clay Center	1	4	3	2
2. Hiawatha	5	3	2	3
3. Lyndon	4	6	6	4
4. Wamego	3	1	4	5
5. Council Grove	2	2	5	6
6. Washington	6	5	1	1
Spearman Rank Correlation	.14	-.14	-.08	.14

SOURCE: Rank-order computations based on data from U. S., Department of Commerce, Bureau of the Census, for years indicated, and Kansas Statistical Abstract(s).

TABLE 25--Continued

Per-Capita			Aggregate	
Sales Tax Collected		Percent Change Sales Tax Collected	Value Added by Manufacture	Percent Change Value Added by Manufacture
1965	1970	1965 to 1970	1970	1960 to 1970
1	1	6	1	4
2	2	2	2	1
5	6	4	6	5
3	4	5	3	3
4	3	3	4	2
6	5	1	5	6
.82	.60	.60	.65	.54

TABLE 26

RANK-ORDER COMPARISONS BETWEEN COMMUNITY INTEGRATION AND
NINE OBSERVED INDICES OF ECONOMIC
GROWTH AND CHANGE

Per Capita				
Progressiveness Rank on Community Integration	Income	Bank Deposits	Percent Change Bank Deposits	
	1970	1960	1972	1960 to 1972
1. Clay Center	1	4	3	2
2. Hiawatha	5	3	2	3
3. Washington	6	5	1	1
4. Lyndon	4	6	6	4
5. Wamego	3	1	4	5
6. Council Grove	2	2	5	6
Spearman Rank Correlation	-.08	-.42	.66	.82

SOURCE: Rank-order computations based on data from U. S., Department of Commerce, Bureau of the Census, for years indicated, and Kansas Statistical Abstract(s).

TABLE 26--Continued

Per-Capita			Aggregate	
Sales Tax Collected		Percent Change Sales Tax Collected	Value Added by Manufacture	Percent Change Value Added by manufacture
1960	1970	1965 to 1970	1970	1960 to 1970
1	1	6	1	4
2	2	2	2	1
6	5	1	5	6
5	6	4	6	5
3	4	5	3	3
4	3	3	4	2
.48	.48	.48	.54	.65

TABLE 27

RANK-ORDER COMPARISONS BETWEEN COMMUNITY
RESPONSIBILITIES AND NINE OBSERVED IN-
DICES OF ECONOMIC GROWTH AND CHANGE

Per-Capita				
Progressiveness Rank on Community Responsibilities	Income	Bank Deposits		Percent Change Bank Deposits
	1970	1960	1972	1960 to 1972
1. Clay Center	1	4	3	2
2. Lyndon	4	6	6	4
3. Hiawatha	5	3	2	3
4. Washington	6	5	1	1
5. Wamego	3	1	4	5
6. Council Grove	2	2	5	6
Spearman Rank Correlation	-.08	.31	.08	.37

SOURCE: Rank-order computations based on data from U. S., Department of Commerce, Bureau of the Census, for years indicated, and Kansas Statistical Abstract(s).

TABLE 27--Continued

Per-Capita			Aggregate	
Sales Tax Collected		Percent Change Sales Tax Collected	Value Added by Manufacture	Percent Change Value Added by Manufacture
1960	1970	1965 to 1970	1970	1960 to 1970
1	1	6	1	4
5	6	4	6	5
2	2	2	2	1
6	5	1	5	6
3	4	5	3	3
4	3	3	4	2
.37	.20	.71	.25	.77

the last row yields strengths of associations between attitudinal components and seven indices of growth and development. Overall, the highest number of significant associations appeared on the scale component of Community Services. This scale measures the degree of progressive attitude evidenced in such areas as education, youth programs, religion, and health care facilities.

Statistically significant associations were revealed between two attitudinal-scale components and three economic variables. Furthermore, a strong association was noted between Community Responsibilities and Percent Change Sales Tax Collected 1965 to 1970. All other associations were moderate or weak. Over 50 percent were negative. Those that were significant indicate a positive association between attitudes and growth in commerce.

Tables 28 to 30 summarize the associations revealed between rank-order comparisons of 10 population variables and the three attitudinal components of community progressiveness. Only one statistically significant association was evidenced in these comparisons. The rest were only moderately strong. Seventy-two percent of the associations were negative. This suggests population growth is not significantly related to community attitudinal progressiveness.

Another measure employed in the data analysis involved rank-order comparisons of the population variables indicative of growth and change, with that expected to obtain if variability could be attributed to relative lo-

TABLE 28

RANK-ORDER COMPARISONS BETWEEN ELEVEN POPULATION
COMPONENTS AND COMMUNITY SERVICES

Progressiveness Rank on Commu- nity Services	Community Population		County Population		Percent Change Com- munity Population
	1960	1970	1960	1970	1960 to 1970
1. Clay Center	1	1	5	4	1
2. Hiawatha	2	2	1	3	5
3. Lyndon	6	6	2	1	4
4. Wamego	4	3	3	2	2
5. Council Grove	3	4	6	6	6
6. Washington	5	5	4	5	3
Spearman Rank Correlation	.60	.65	.31	.42	.31

SOURCE: Rank-order computations based on data from U. S., Department of Commerce, Bureau of the Census, for years indicated, and Kansas Statistical Abstract(s).

TABLE 28--Continued

Percent Change County Population	Percent Urban		Percent Rural		Percent Change Urban Population
1960 to 1970	1960	1970	1960	1970	1960 to 1970
3	5	4	2	4	1
4	1	2	6	2	3
1	2	1	5	1	2
2	3	3	4	3	5
5	4	6	3	6	4
6	6	5	1	5	6
.54	.14	-.42	.54	-.54	.88

TABLE 29

RANK-ORDER COMPARISONS BETWEEN ELEVEN POPULATION
COMPONENTS AND COMMUNITY INTEGRATION

Progressiveness Rank on Commu- nity Integration	Community Population		County Population		Percent Change Com- munity Population
	1960	1970	1960	1970	1960 to 1970
1. Clay Center	1	1	5	4	1
2. Hiawatha	2	2	1	3	5
3. Washington	5	5	4	5	3
4. Lyndon	6	6	2	1	4
5. Wamego	4	3	3	2	2
6. Council Grove	3	4	6	6	6
Spearman Rank Correlation	.48	.62	.25	.08	.48

SOURCE: Rank-order computations based on data from U. S., Department of Commerce, Bureau of the Census, for years indicated, and Kansas Statistical Abstract(s).

TABLE 29--Continued

Percent Change County Population	Percent Urban		Percent Rural		Percent Change Urban Population
1960 to 1970	1960	1970	1960	1970	1960 to 1970
3	5	4	2	4	1
4	1	2	6	2	3
6	6	5	1	5	6
1	2	1	5	1	2
2	3	3	4	3	5
5	4	6	3	6	4
-.02	.14	.25	.42	.25	.48

TABLE 30
RANK-ORDER COMPARISONS BETWEEN ELEVEN POPULATION
COMPONENTS AND COMMUNITY RESPONSIBILITIES

Progressiveness Rank on Community Responsibilities	Community Population		County Population		Percent Change Com- munity Population
	1960	1970	1960	1970	1960 to 1970
1. Clay Center	1	1	5	4	1
2. Lyndon	6	6	2	1	4
3. Hiawatha	2	2	1	3	5
4. Washington	5	5	4	5	3
5. Wamego	4	3	3	2	2
6. Council Grove	3	4	6	6	6
Spearman Rank Correlation	.20	.25	.31	.14	.48

SOURCE: Rank-order computations based on data from U. S., Department of Commerce, Bureau of the Census, for years indicated, and Kansas Statistical Abstract(s).

TABLE 30--Continued

Percent Change County Population	Percent Urban		Percent Rural		Percent Change Urban Population
1960 to 1970	1960	1970	1960	1970	1960 to 1970
3	5	4	2	4	1
1	2	1	5	1	2
4	1	2	6	2	3
6	6	5	1	5	6
2	3	3	3	3	5
5	4	6	4	6	4
.14	-.08	.54	.08	.54	.77

cation. In this manner, it was possible to partially control the effect of relative location. Table 31 presents a summary of those findings.

Statistically significant associations were evidenced with population components considered to be indicative of change, such as County Population 1960, and Percent Change Urban Population 1960 to 1970. The highest correlation was also with a population change component, Percent Urban 1960. This suggests that levels of population growth and change are associated with relative location.

Rank-order comparisons of relative location with indices of growth and development are presented in table 32. Examination of the resulting rank correlations allows one to assess the impact of relative location and then compare this effect with associations between measures of progressiveness, and indices of growth and development.

No significant associations were revealed when rank-ordered comparisons of observed economic growth and change were made with the ordering expected when relative location is included. A moderate association of .62 was the highest recorded for this group of rankings. Factors have little or no associations between progressiveness of the sample communities rank-ordered by the three scale components, and when rank-ordered by relative location, are presented in table 32. The lack of any statistically significant relationships in these comparisons suggests the relative insig-

TABLE 31
RANK-ORDER COMPARISONS OF RELATIVE LOCATION
AND POPULATION CHANGE

Relative Location Measured by Popu- lation Potential	Community Popula- tion		County Popula- tion		Percent Change Community Population
	1960	1970	1960	1970	1960 to 1970
1. Hiawatha	2	2	1	3	5
2. Lyndon	6	6	2	1	4
3. Wamego	4	3	3	2	2
4. Council Grove	3	4	6	6	6
5. Clay Center	1	1	5	4	1
6. Washington	5	5	4	5	3
Spearman Rank Correlation	.02	.02	.88	.62	-.54

SOURCE: Rank-order computations based on data from U. S., Department of Commerce, Bureau of the Census, for years indicated, and Kansas Statistical Abstract(s).

TABLE 31--Continued

Percent Change County Population	Percent Urban		Percent Rural		Percent Change Urban Population
1960 to 1970	1960	1970	1960	1970	1960 to 1970
4	1	2	6	2	3
1	2	1	5	1	2
2	3	3	4	3	5
5	4	6	3	6	4
3	5	4	2	4	1
6	6	5	1	5	6
.54	.97	.77	-1.0	.77	.88

TABLE 32

RANK-ORDER COMPARISONS OF RELATIVE LOCATION
AND INDICES OF ECONOMIC CHANGE
FOR STUDY COMMUNITIES

Per-Capita				
Relative Location As Measured by Population Potential	Income	Bank Deposits	Percent Change Bank Deposits	
	1970	1960	1972	1960 to 1972
1. Hiawatha	5	3	2	3
2. Lyndon	4	6	6	4
3. Wamego	3	1	4	5
4. Council Grove	2	2	5	6
5. Clay Center	1	4	3	2
5. Washington	6	5	1	1
Spearman Rank Correlation	-.14	.14	-.37	-.42

SOURCE: Rank-order computations based on data from U. S., Department of Commerce, Bureau of the Census, for years indicated, and Kansas Statistical Abstract(s).

TABLE 32--Continued

Per-Capita			Aggregate	
Sales Tax Collected		Percent Change Sales Tax Collected	Value Added by Manufacture	Percent Change Value Added by Manufacture
1965	1970	1965 to 1970	1970	1960 to 1970
2	2	2	2	1
5	6	4	6	5
3	4	5	3	3
4	3	3	4	2
1	1	6	1	4
6	5	1	5	6
.25	.14	-.02	.02	.62

nificance of location as a factor bearing on progressiveness as measured in this study.

In order to summarize the foregoing data analysis, it will be beneficial at this point to review the manner in which the ranked sets of data were compared. The initial step compared progressiveness of the sample communities by three attitudinal scale components, with 20 indices of community economic growth and change. The next step compared the rank-ordering as observed when measured by 20 indices of community growth and change, and the rank-ordering expected from the relative location of sample communities. The last step assessed the significance of association between community attitudinal progressiveness by scale components and the rank-ordering expected to obtain from relative location.

From analysis of the rank-order comparisons above, the following general conclusions appear to hold. The progressive attitudes of sample community leaders as evidenced by the rank-ordering of community progressiveness have some overall relationship to observed or empirical indices of growth and change. It was evident that the two largest communities of Clay Center and Hiawatha had the highest indices of growth and change, and were ranked most progressive on the two scale components of Community Services and Community Integration.

Wamego did not rank among the three most progressive communities, though it did rank third highest in terms of levels of observed growth and change. This community exhibited the greatest departure from a more general pattern of progressiveness associated with growth and development. From this it could be argued that site or local factors may have a bearing on the attitudinal progressiveness of the sample communities. In the case of Wamego, certain local or site characteristics may apply that account for its observed deviation. Careful selection of similar communities for the study obviously does not exclude significant individual variation from occurring.

When relative location was considered, there was again no overall relationship observed between progressiveness of a community and its location vis-a-vis the larger, socioeconomic landscape. Progressiveness and indices of economic change could not be accounted for by variation in relative location.

The third grouping of rank-ordered comparisons was between community progressiveness and relative location. Relative location was not a significant factor in observed variation of the components selected to represent progressiveness.

The final chapter summarizes the findings of this study and presents some conclusions based on the research conducted.

CHAPTER V

SUMMARY AND CONCLUSIONS

This study investigated the relationship between attitudes and observed levels of community economic growth and development in six rural Kansas communities. To guide the research effort and to place the findings of the study in scope, the following hypothesis was formulated: the degree of progressive attitudes evidenced by community leaders is positively associated with indices of growth and development; that this relationship holds even when immediate, localized, and regional conditions are controlled. Thus, communities that vary considerably in the level and nature of economic development they have attained, but have similar dispositions within the larger socioeconomic landscape (the regional "situation") and more localized (or "site") conditions, will vary significantly in attitudes exhibited by community leaders. The following summarizes the approach taken to assess the hypothesis findings evidenced from the research effort.

Summary

The survey instrument utilized for this study was designed specifically to elicit attitudinal responses from

community leaders. It, along with five open-ended questions, and a short biographical data section, was mailed to 87 preselected persons designated by their peers as community leaders.

In chapter three it was determined that there is variation in progressive attitudes over the landscape. It was not known prior to the study if the areal extent of the study was large enough to allow for discernable differences in levels of progressiveness among the 60 respondents. Analysis of the data, however, supported this finding.

The scaled responses to the item statements were analyzed by using the Kolmogorov-Smirnov two-sample test to measure the differences in the total frequency responses between paired communities. Some of the differences approached significance at the .05 level and were clearly statistically significant above the .10 level. Moreover, it was shown that variation in community progressiveness was not simply a function of relative location.

The communities were rank-ordered by each of the scale components of Community Services, Integration, and Responsibilities by computing the percent of responses in the "Strongly Agree" category to the other four possible response categories of each questionnaire statement. The resultant rank-ordering was almost identical to that observed when the paired communities were initially rank-ordered by the $K. S. \max_d$ value differences. In this way, it was possible to rank-order the communities in terms of

progressiveness as characterized by their leaders' attitudinal scale responses.

It remained, however, to determine the relationship between differing levels of community progressiveness and empirical indices of community economic growth and development. For this test of association, the sample communities were rank-ordered by scale component of progressiveness and compared with their observed rank-ordering on variables generally regarded as indicative of economic growth and development. Although no uniform and statistically significant association between progressiveness and levels of growth and development was revealed using a Spearman Rank Correlation at the .05 level, statistically significant relationships were observed between attitudinal progressiveness and many variables considered to reflect economic well-being. Bank deposits, sales tax, and urban growth indices were positively associated with progressiveness. These associations cannot be explained away by attributing them to relative location alone.

It was apparent, however, in the data analysis using both the rank correlation procedure and the K. S. test that the largest sample communities consistently ranked in the upper three. In terms of the frequency with which they ranked most progressive when compared with the observed indices of growth and development, and when rank-ordered by subscale according to attitudinal progressiveness, Clay

Center, Hiawatha, and Wamego clearly stood out. Likewise, the least progressive communities appeared to be those which had the lowest rankings compared with the 20 variables of growth and development. Site factors such as population size and its relationship to thresholds of community development, appear to be important considerations. However, the limited sample size makes it difficult to assess the significance of these findings in the scope of this study. In the next and last section, some conclusions will be offered related to this aspect of the study, and some implications for rural community development programs suggested by the analysis.

Conclusions

Perhaps the most important point that should be mentioned here concerns the question of problem identification by community leaders. It was evidenced by the sample leaders responses to the 5 open-ended questions that the majority of them felt that growth and development were the most important problems facing their communities. As primarily businessmen, it must be recognized this is a natural bias on their part. The important point these leaders might consider is the type of growth they are promoting in their communities. With limited human and financial resources, it is imperative that industrial development efforts focus only on those firms which will assure real per-capita rises in income. The alternative is simply expansion of aggre-

gate growth which may not alter per-capita well-being.

Second, assuming that for rural communities of the size selected for this study relative location factors were less significant than site or local influences, the examination implies that development of human resources may be a key factor in the level of progressiveness attained by the community. The mobilization and organization of community human resources may go a long way in providing those small but seemingly important extras that can make for a better quality of life in the rural community. The achievement of modest, short-range goals may have a pronounced effect on turning apathy into action, and promote dialogue on community goals. These first small steps can thus be instrumental in getting the community excited about an aggressive development program. It may be that those most progressive communities as revealed by this study, are those that have effectively developed their human resources, and in so doing have reversed the stagnation and apathy that plague rural towns throughout the Midwest.

This analysis of the association between the progressiveness of community leaders and observed levels of well-being does not prove the existence of a positive relationship. It does suggest, however, a positive association obtains. Furthermore, it does not prove that progressive attitudes will inevitably lead to improved levels of community development. No effort was made in this study to

develop a causal relationship between the two. Rather, the evidence suggests that where growth and indices of development are positive, attitudes are positive.

If a community is in a less advantageous relative location, progressive attitudes may help reduce this deficiency in its developmental potential. Additionally, when a community is better situated in the larger socioeconomic landscape, promotion of more progressive attitudes is certainly related to realization of developmental potential.

As evidenced by the sample leaders' responses to the question dealing with location of their community, the overwhelming majority felt their location was advantageous to economic growth and development. Council Grove and Washington are examples of communities that do not have the advantages which accrue to communities in proximity to a metropolitan area. Furthermore, their leaders' attitudes do not indicate the degree of progressiveness associated with the other sample communities in a less advantageous relative location. It is in this sense that attitudes may have a significant impact on present and future levels of economic growth and development in these communities. Any community improvement activity must necessarily integrate this awareness into developmental planning.

It must be remembered that size of a community is often associated with certain thresholds. That is, communities may be restricted in the level of development they

can attain simply because they do not have sufficient numbers of people or services to meet thresholds required for sustained economic growth and development, even though their leaders may be very progress-oriented.

An interesting case in point is Wamego. This community is large enough that many thresholds for development are met despite the relatively less progressive attitudes evidenced by its leaders.

Throughout this study the underlying theme of attitudes in relation to growth and development has been emphasized. It is a theme of particular importance for those with interests in community development. The importance of progressive attitudes lies in the manner and extent to which they reflect the pulse of the community--namely, its leaders, whether they are self-appointed or elected officials. It is hoped this limited investigation has provided a conceptual basis for what should be more extensive inputs into rural community attitudinal studies.

Efforts must continue to understand man's ordering of not only his physical, environmental landscape, but of equal importance, we must pursue a further understanding of man's ordering of his perceived landscape, and how it is related to behavior.

APPENDIX A

Fellow Kansan,

As part of my Master's Degree program at Kansas State University, I am engaged in a thesis project that necessitates assistance from recognized community leaders. My research involves an appraisal of the relationships between attitudes held by community leaders, and objective measures of community growth and change. The latter are available from published sources. The former are not. Thus, I would be most appreciative if you would respond to and return the enclosed questionnaire.

Your name emerged as a result of a survey taken in your community. Several citizens cited you when asked who they considered to be a leader in the community.

Recognizing each individual's desire to protect his privacy, I can assure you that the information from this questionnaire will be used for statistical purposes only. In no way will your name and personal data be associated with any of the results, nor will the data be maintained by name. Upon return of the questionnaire, your name will be expunged from the record.

To meet deadlines, may I please have your reply on or before January 15, 1974. A self-addressed, stamped envelope is enclosed for your convenience. If I can respond to any questions or clarify any of the above, please let me know.

Sincerely,

John C. Gottschamer
Graduate Student

As advisor to John Gottschamer, I can confirm that this is a valid, scholarly effort. The resulting thesis will represent the judgement of the author and not the Department of Geography, though the quality of the paper will meet

appropriate scholarly standards. Please do not hesitate to write or phone if you desire further clarification.

Dr. H. L. Seyler
Assistant Professor
of Geography

APPENDIX B

ABOUT THE QUESTIONNAIRE

This questionnaire is designed to measure your attitudes concerning the quality of life in your community. There are no right or wrong answers - simply your opinions. There are three parts to the questionnaire. Part I asks you to indicate which response most accurately reflects your thoughts concerning the statement. Part II is designed to allow you to further amplify your opinions concerning issues being dealt with in your community, or some particular point raised by this questionnaire. Finally, Part III requests some personal data to assist in the grouping or ordering of the questionnaires when they are analyzed.

Part I

INSTRUCTIONS Read each statement carefully. Mark with an "X" in the appropriate blank, the response which is representative of the way YOU feel about the statement.

1. The school should stick to the 3 R's and forget about most of the other courses being offered.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
-----------------------	--------------	----------------	-----------------	--------------------------

2. Most communities are good enough as they are without starting any new community improvement programs.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
-----------------------	--------------	----------------	-----------------	--------------------------

3. Every community should encourage more music and lecture programs.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
-----------------------	--------------	----------------	-----------------	--------------------------

4. This used to be a better community to live in.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
-----------------------	--------------	----------------	-----------------	--------------------------

5. Long term progress is more important than immediate benefits.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
-----------------------	--------------	----------------	-----------------	--------------------------

6. We have too many organizations for doing good in the community.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
-----------------------	--------------	----------------	-----------------	--------------------------

7. The home and the church should have all the responsibility for preparing young people for marriage and parenthood.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
-----------------------	--------------	----------------	-----------------	--------------------------

8. The responsibility for older people should be confined to themselves and their families instead of the community.

<u>Strongly Agree</u>	<u>Agree</u>	<u>Neutral</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
-----------------------	--------------	----------------	-----------------	--------------------------

9. Communities have too many youth programs.

Strongly Agree Agree Neutral Disagree Strongly Disagree

10. Schools are good enough as they are in most communities.

Strongly Agree Agree Neutral Disagree Strongly Disagree

11. Too much time is usually spent on the planning phases of community programs.

Strongly Agree Agree Neutral Disagree Strongly Disagree

12. Adult education should be an essential part of the local school program.

Strongly Agree Agree Neutral Disagree Strongly Disagree

13. Only the doctors should have the responsibility for the health program in the community.

Strongly Agree Agree Neutral Disagree Strongly Disagree

14. Mental illness is not a responsibility of the whole community.

Strongly Agree Agree Neutral Disagree Strongly Disagree

15. A modern community should have the services of social agencies.

Strongly Agree Agree Neutral Disagree Strongly Disagree

16. The spiritual needs of the citizens are adequately met by the churches.

Strongly Agree Agree Neutral Disagree Strongly Disagree

17. In order to grow, a community must provide additional recreation facilities.

Strongly Agree Agree Neutral Disagree Strongly Disagree

18. In general, church members are better citizens.

Strongly Agree Agree Neutral Disagree Strongly Disagree

19. The social needs of the citizens are the responsibility of themselves and their families and not of the community.

Strongly Agree Agree Neutral Disagree Strongly Disagree

20. Churches should be expanded and located in accordance with population growth.

Strongly Agree Agree Neutral Disagree Strongly Disagree

21. No community improvement program should be carried on that is injurious to a business.

Strongly Agree Agree Neutral Disagree Strongly Disagree

22. Industrial development should include the interest in assisting local industry.

Strongly Agree Agree Neutral Disagree Strongly Disagree

23. The first and major responsibility of each citizen should be to earn dollars for his own pocket.

Strongly Agree Agree Neutral Disagree Strongly Disagree

24. More industry in town lowers the living standards.

Strongly Agree Agree Neutral Disagree Strongly Disagree

25. The responsibility of citizens who are not actively participating in a community improvement program is to criticize those who are active.

Strongly Agree Agree Neutral Disagree Strongly Disagree

26. What is good for the community is good for me.

Strongly Agree Agree Neutral Disagree Strongly Disagree

27. Each one should handle his own business as he pleases and let the other businessmen handle theirs as they please.

Strongly Agree Agree Neutral Disagree Strongly Disagree

28. A strong Chamber of Commerce is beneficial to any community.

Strongly Agree Agree Neutral Disagree Strongly Disagree

29. Leaders of the Chamber of Commerce are against the welfare of the majority of the citizens in the community.

Strongly Agree Agree Neutral Disagree Strongly Disagree

30. A community would get along better if each one would mind his own business and others take care of theirs.

Strongly Agree Agree Neutral Disagree Strongly Disagree

31. Members of any community organization should be expected to attend only those meetings that affect him personally.

Strongly Agree Agree Neutral Disagree Strongly Disagree

32. Each of us can make real progress only when the group as a whole makes progress.

Strongly Agree Agree Neutral Disagree Strongly Disagree

33. The person who pays no attention to the complaints of the persons working for him is a poor citizen.

Strongly Agree Agree Neutral Disagree Strongly Disagree

34. It would be better if we would have the farmer look after his own business and we look after ours.

Strongly Agree Agree Neutral Disagree Strongly Disagree

35. All unions are full of communists.

Strongly Agree Agree Neutral Disagree Strongly Disagree

36. The good citizens encourage the widespread circulation of all news including that which may be unfavorable to them and their organizations.

Strongly Agree Agree Neutral Disagree Strongly Disagree

37. The good citizen should help minority groups with their problems.

Strongly Agree Agree Neutral Disagree Strongly Disagree

38. The farmer has too prominent a place in our society.

Strongly Agree Agree Neutral Disagree Strongly Disagree

39. A citizen should join only those groups that will promote his own interests.

Strongly Agree Agree Neutral Disagree Strongly Disagree

40. Everyone is out for himself at the expense of everyone else.

Strongly Agree Agree Neutral Disagree Strongly Disagree

41. Busy people should not have the responsibility for civic programs.

Strongly Agree Agree Neutral Disagree Strongly Disagree

42. The main responsibility for keeping the community clean is up to the city officials.

Strongly Agree Agree Neutral Disagree Strongly Disagree

43. Community improvements are fine if they don't increase taxes.

Strongly Agree Agree Neutral Disagree Strongly Disagree

44. The younger element have too much to say about our community affairs.

Strongly Agree Agree Neutral Disagree Strongly Disagree

45. A progressive community must provide adequate parking facilities.

Strongly Agree Agree Neutral Disagree Strongly Disagree

46. Government officials should get public sentiment before acting on major municipal projects.

Strongly Agree Agree Neutral Disagree Strongly Disagree

47. A good citizen should be willing to assume leadership in a civic improvement organization.

Strongly Agree Agree Neutral Disagree Strongly Disagree

48. Progress can be best accomplished by having only a few people involved.

Strongly Agree Agree Neutral Disagree Strongly Disagree

49. Community improvement should be the concern of only a few leaders in town.

Strongly Agree Agree Neutral Disagree Strongly Disagree

50. A community would be better if less people would spend time on community improvement projects.

Strongly Agree Agree Neutral Disagree Strongly Disagree

52. Living conditions in a community should be improved.

Strongly Agree Agree Neutral Disagree Strongly Disagree

53. A good citizen should sign petitions for community improvement.

Strongly Agree Agree Neutral Disagree Strongly Disagree

54. Improving slum areas is a waste of money.

Strongly Agree Agree Neutral Disagree Strongly Disagree

55. The police force should be especially strict with outsiders.

Strongly Agree Agree Neutral Disagree Strongly Disagree

56. The paved streets and roads in most communities are good enough.

Strongly Agree Agree Neutral Disagree Strongly Disagree

57. The sewage system of a community must be expanded as it grows even though it is necessary to increase taxes.

Strongly Agree Agree Neutral Disagree Strongly Disagree

58. Some people just want to live in slum areas.

Strongly Agree Agree Neutral Disagree Strongly Disagree

59. The main problem we face is high taxes.

Strongly Agree Agree Neutral Disagree Strongly Disagree

60. Modern methods and equipment should be provided for all phases of city government.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Part II

INSTRUCTIONS Please respond to the following questions. If more space is required, continue on the reverse side.

1. What do you feel is the most important question (or problem) facing your community now or in the future?
2. Which agency (or agencies) of the local, county, state, or federal government have you (or the community) approached for assistance or advice on community matters? What private firms, or educational institutions?
3. Are you satisfied that your community is progressing satisfactorily?
4. Is there a planning commission or board charged with planning for orderly growth and development of the community? Are they effective?
5. Do you feel that the location of community is favorable or unfavorable to economic growth and development.

Part III

This information is recognized as confidential material, and will be dealt with accordingly. (Please refer to paragraph 3 of the enclosed letter.)

PERSONAL DATA:

	Male	Female	(Circle one)		
<u>Age Group:</u>	Under 30	30-40	40-50	50-60	60 plus
<u>Occupation:</u>	_____ Title/Position _____				
<u>Yearly Gross Income:</u>	\$5-7,000	\$7-9,000	\$9-11,000	\$11-13,000 \$13,000 plus	
<u>Length of Residence in the Community:</u>	_____ Years				

THANK YOU VERY MUCH FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE. IF YOU WISH A COPY OF THE RESULTS OF THIS STUDY, CONTACT ME FOR ARRANGEMENTS.

BIBLIOGRAPHY

Books

- Abrams, Mark. Social Surveys and Social Action. London: 1951.
- Alonso, William, and Medrich, Elliott. "Spontaneous Growth Centers in 20th Century American Urbanization." In Growth Centers in Regional Economic Development. Edited by Niles M. Hansen. New York: Free Press 1973.
- Bartlett, Frederic C., et. al., eds. The Study of Society--Methods and Problems. London: 1939.
- Berry, Brian J. L. "Hierarchical Diffusion: The Basis of Developmental Filtering and Spread in a System of Growth Centers." In Growth Centers in Regional Economic Development. Edited by Niles M. Hansen. New York: Free Press, 1972.
- Biddle, Charles E., and Biddle, Dorothy A. The Community Process. New York: Holt, Rinehart and Winston, 1965.
- Blaick, Hubert M., Jr. Social Statistics. New York: McGraw-Hill Co., 1972.
- Carlson, Gerald A. "Price Theory and Rural Development." In Quantitative Techniques with Application to Rural Development Research. Edited by Garnett L. Bradford. Athens: University of Georgia, March 1972.
- Chapin, Stuart. Experimental Designs in Sociological Research. New York. Harpers, 1947.
- Hansen, Niles M. "Growth Center Policy in the United States." In Growth Centers in Regional Economic Development. Edited by Niles M. Hansen. New York: Free Press, 1973.
- Isard, Walter. Methods of Regional Analysis. Cambridge, Massachusetts: MIT Press, 1968.
- Kasperson, Roger E. and Minghi, Julian V., eds. The Structure of Political Geography. Chicago, Illinois: Aldine Publishing Co., 1969.

- Lanham, W. J. Realistic Policies for Creating Jobs and Income in Rural America. Clemson, South Carolina: Department of Agricultural Economics and Rural Sociology, 1972.
- Lazarfeld, Paul F. "Problems of Survey Analysis." Continuities in Social Research, eds. Robert K. Merton and Paul Lazarfeld. Glencoe, Illinois: Free Press, 1950.
- ✓ Madge, John. The Tools of Social Science. New York: Doubleday and Company, 1965.
- ✓ Miller, Delbert C. Handbook of Research Design and Social Measurement. New York: David McKay Co., 1967.
- Miller, E. Willard. A Geography of Industrial Location. Dubuque, Iowa: William C. Brown Co., 1971.
- Morse, George W. An Economic Analysis of Employment Opportunities of People Living in Low Income Areas. Lafayette, Indiana: Purdue University, Department of Agricultural Economics, 1971.
- Osgood, Charles E.; Suci, George J.; and Tannenbaum, Percy H. The Measurement of Meaning. Urbana: University of Illinois Press, 1957.
- Rodwin, Lloyd. "Urban Growth Strategies Reconsidered." In Growth Centers in Regional Economic Development. Edited by Niles M. Hansen. New York: Free Press 1972.
- Siegel, Sidney. Nonparametric Statistics for the Behavioral Sciences. New York: McGraw-Hill Co., 1956.

Journal Articles

- Bergin, Thomas P., and Eagin, William F. "Economic Growth and Community Facilities." Municipal Finance 33 (1961): 146-149.
- Brinkman, George. "Small Community Industrialization." Journal of the Community Development Society 3 (1972): 89-92.
- Burgess, E. W., "Sociological Research Methods." Journal of Sociology 50 (1945): 474-482.

- / Draft, Lynn M. "Public Policies for Rural America." American Journal of Agricultural Economics 53 (March 1971): 139-153.
- Hansen, R.W., and Munsinger, G.M. "A Prescriptive Model for Industrial Development." Land Economics 48: 76-81.
- Hyman, Herbert. "Problems in the Collection of Opinion Research Data." American Journal of Sociology 55 (1950): 362-370.
- McMillan, T.E., Jr. "Why Manufacturers Choose Plant Locations vs. Determinants of Plant Location." Journal of Land Economics 41 (1965): 239-246.
- Moeller, Warren E. "Industrial Location Decisions." Oklahoma Business Bulletin 25 (1959): 1-4.
- / Swakhamer, Gene L. "Concepts of Rural Economic Development." Monthly Review. (December 1969): 3-10.
- Thompson, Gerald E. "An Investigation of the Local Employment Multiplier." Review of Economics and Statistics 41. (1959).
- / Thurstone, L.L. "Attitudes Can Be Measured." American Journal of Sociology 33 (1940): 544.
- Wadsworth, H.A., and Conrad, J.M. "Leakages Reducing Employment and Income Multipliers in Labor Surplus Areas." Journal of Farm Economics 47.
- / Wallace, L.T. "Future Uses of Rural Resources." American Journal of Agricultural Economics 53. (March 1971): 110-123.
- Wallace, L.T. "The Role of the Community in Industrial Location." Regional Science Association Papers 4 (1961): 133-142.

Reports

- / Bird, Alan R. "Needs and Potential for Research in Rural Development." Paper presented at the Annual Meeting of the Western Agricultural Economics Association, Squaw Valley, California, July 27, 1971.
- Coughlin, R.E., and Goldstein, K.A. "The Extent of Agreement Among Observers on Environmental Attractions." Regional Science Research Institute Discussion Paper No. 37. 1970.

- Dorow, Norbert. "Policies Affecting Capital Accumulation and Organizational Structure, Rural Development Policies." Cooperative Extension Special Publication No. 27. Urbana-Champaign, Illinois: University of Illinois College of Agriculture, August 1972.
- Eidman, Vernon, and Walker, Odell. "The Role of Production Economists in Rural Development Research." Professional Paper No. 22. Stillwater, Oklahoma: Oklahoma State University, Agricultural Experiment Station.
- Eldridge, Eber. "Community and Human Resource Development." Seminar Paper, Annual Meeting of the American Agricultural Economics Association. Carbondale, Illinois: August 1971.
- Emerson, M.J. The Interindustry Structure of the Kansas Economy. Report No. 21. Manhattan, Kansas: Kansas Office of Economic Analysis and Department of Economic Development Planning Division, 1969.
- Flora, Cornelia B. Population Change of Counties and Incorporated Places in Kansas 1950-1970. Report of Progress 177. Manhattan, Kansas: Agricultural Experiment Station, June 1970.
- Guntharp, Walter, Developing Rural America. Washington, D.C.: U.S.D.A., Rural Development Service; reprint ed., 1973 National Agricultural Outlook Conference, Washington, D.C., February 1973.
- Morgan, William E. "Taxes and the Location of Industry." University of Colorado Studies, Series in Economics, No. 4. Boulder: University of Colorado Press, 1967.
- Stevens, Joe B., and Wallace, L.T. "Impact of Industrial Development on Howard County, Indiana, 1947-1960." Lafayette, Indiana: Purdue University, Agricultural Experiment Station, 1964.
- Tweeten, Luther G. "Applying Welfare Economic Theory to Rural Development Research." Stillwater, Oklahoma: Oklahoma State University, Agriculture Experiment Station, 1971.
- _____. "Rural Poverty: Incidence, Causes and Cures." Process Series P-5904. Stillwater, Oklahoma: Department of Agricultural Economics, Oklahoma State University, 1968.

Wallace, L.T., and Ruttan, V.W. "Factors Affecting Industrial Location in Southern Indiana." Bulletin 727. Lafayette, Indiana: Agricultural Experiment Station, Purdue University, 1961.

Published Proceedings

North Central Community Resource Development Committee and Farm Foundation. Proceedings of a Seminar on Community Development, Planning, Evaluation and Research Priorities. Minneapolis, Minnesota: September 1970.

Tiebout, Charles M. "The Economics of Community Development." Paper presented at the Extension Workshop in Community Resource Development, Michigan State University, East Lansing, Michigan, July 19, 1965.

Widner, Ralph, "Economic Development and Social Change." Proceedings of Government Relations and Planning Policy Conference. Washington, D.C.: American Institute of Planners, 1969.

Williams, Morgan, "Who Picks up the Tab," in Let's Put It All Together. Proceedings of the Kansas Community Resources Development Workshop. Manhattan, Kansas: Kansas State University, September 1971.

Executive Department Documents

Haren, Claude C. "Current Spatial Organization of Industrial Production and Distribution Activity." Washington, D.C.: U.S. Department of Agriculture, Economic Research Service, 1972.

Hoover, Herbert. "Rural Industrialization in Kentucky: Case Study of a New Bedding Plant in Hart Country, Kentucky." Washington, D.C.: U.S. Department of Agriculture, 1970.

Jordan, Max F. "Rural Industrialization in the Ozarks: Case Study of a New Shirt Plant at Gassville, Arkansas." Economic Report No. 123. Washington, D.C.: U.S. Department of Agriculture, 1967.

- McElvern, Jackson V. "Rural Industrialization in the Southeastern Coastal Plain: Case Study of a New Brick Factory in Summerville, S.C." Economics Report No. 174. Washington, D.C.: United States Dairy Association, 1970.
- President's Task Force on Rural Development. "A New Life for the Country." Washington, D.C.: March 1970.
- U.S. Department of Agriculture. "How Much Can We Influence the Growth of Industry in Rural Areas. Report prepared by the Fantus Company, Washington, D.C., October, 1970.
- U.S. Department of Commerce, Bureau of the Census. People of Rural America, by Dale E. Hathaway, J. Allen Beegle, and W. Keith Bryant. 1960 Census Monograph. Washington, D.C.: Government Printing Office, 1968.
- U.S. Department of Commerce, Bureau of the Census, U.S. Census of Population: 1970. General Population Characteristics. Washington, D.C.: Government Printing Office, 1971. Final Report PC(1)-B18 Kansas.

Other Sources

- Bosworth, Claude A. "A Study of the Development and the Validation of a Measure of Citizens' Attitudes Toward Progress and Some Variables Related Thereto." Ph.D. dissertation, University of Michigan, 1954.
- Burton, Dave. Kansas Agricultural Statistical Reporting Service, Manhattan, Kansas. Interview. November 1972.

THE RELATIONSHIP BETWEEN COMMUNITY ATTITUDES
AND ECONOMIC GROWTH AND DEVELOPMENT FOR
RURAL KANSAS COMMUNITIES

by

JOHN C. GOTTSCHAMER

B.A., Kansas State University, 1972

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the
requirements for the degree

MASTER OF ARTS

Department of Geography

Kansas State University

Manhattan, Kansas

1974

Developmental problems associated with out-migration, economic stagnation and deterioration of services and amenities in small, rural towns over the last several decades have attracted the attention of scholars and community leaders alike. To arrest declining levels of well-being, scholars and community decision-makers have sought a better understanding of relevant socioeconomic processes and programs to alter undesirable trends. This study focuses on one aspect of community development. The degree to which economic growth and development is linked with attitudes held by community leaders is investigated to gauge the role of this factor in developmental efforts.

Differences of attitudinal progressiveness for selected leaders in six rural Kansas communities are analyzed. Level of progressiveness does vary in a statistically significant fashion which allows rank-ordering of the study communities. Thus, the nature and strength of associations between attitudes and indices of growth and development can be examined. The assessment revealed the presence of strong, positive relationships between many favorable developmental measures and community progressiveness. Further analysis suggests communities can partially offset a disadvantageous location within the larger spatial economic system if progressive leadership is present. Relative location, therefore, does not explain away variation in progressiveness and related positive associations with development.

In those instances where the association between development and progressiveness of leaders are mixed, special characteristics, or site factors of the study communities seem to obtain. Thresholds of

size and services are present which allow for levels of growth and development somewhat independent of community attitudes. This is in agreement with studies of recent trends in rural community industrial development which indicate attitudes are among those site factors considered in plant location.

Finally, the results of this study support the inclusion of attitudinal considerations in the process of community developmental planning. A major effort within the planning function should be devoted to promoting progressive attitudes if a community is to realize its developmental potential.