

# Ellis County Quality of Life Priorities Survey 2022



Conducted for  
Imagine Ellis County  
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**Mission:**

***To facilitate effective public policy decision-making among governmental and nonprofit entities***



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Imagine Ellis County

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## Executive Summary

Using address-based sampling, the Docking Institute's Center for Survey Research conducted a multi-wave survey of randomly selected adults living in Ellis County over perceived priorities on many dimensions of quality of life (QoL) from September 16 to October 27, 2022. The Institute received a total of 258 usable questionnaires from 1,589 presumed eligible households at which an adult was invited to participate, resulting in an overall response rate of 16.2%. The sample margin of error for 258 completions is +/- 6.08%, assuming no response bias.

From this survey the Docking Institute's independent analysis finds:

- Overall satisfaction with Ellis County is high and is also high on six specific aspects of living in the county. Dissatisfaction is fairly low on all six items but noticeably higher on two: as a place to enjoy diverse recreational opportunities (combined 27.1% very dissatisfied or dissatisfied) and as a place where citizens can be engaged in public decision-making (combined 26.1% very dissatisfied or dissatisfied).
- In the area of economy and jobs, incentivizing wages that keep up with the cost of living is rated a very high or a high priority by about three-fourths (74.9%) of respondents. About two-thirds (66.9%) consider more incentives to retail qualified professionals at least a high priority, and over 60% also consider enhancing the image of Ellis County as a place to live at least a high priority.
- In terms of education and training, increasing supports to teachers in public schools has the largest combined percentage, 65.1%, rating it very high (32.8%) or high priority (32.3%), followed by increasing the variety of vocational education programs at a combined 60.8%. A combined percentage of 57.5% rate increasing support to teachers of vocational education programs very high or high priority.
- Increasing affordable single-family houses for purchase leads in the combined percentage, 72.5%, who consider it a very high (39.9%) or high (32.6%) priority. This is followed by 63.7% rating increasing middle income single-family houses for purchase as a very high (34.2%) or a high (29.5%) priority. Relative to similar questions about increasing multi-family dwellings (bottoming out the graph), there is a clear preference for prioritizing increases in single-family housing.
- Nearly 60% consider utilizing vacant buildings for new housing a very high (28.6%) or high (29.7%) priority. Well over 50% consider increases in all types of senior living at least a high priority, with increasing memory care living the largest perceived priority at a combined percentage of 59.4% rating it very high (29.7%) or high (29.7%) priority.

- Regarding infrastructure priorities, the three top items each have combined percentages rating a very high or a high priority in the mid-to upper 50% range: enhancing municipal water (58.8%), maintaining county roads/bridges (58.6%), and increase municipal water supply (57%). Other infrastructure items rated by over 50% as a very high or high priority are maintaining sidewalks and maintaining streets in towns.
- In the area of social services, over 60% of respondents consider support for isolated elderly and support for low-income kids a very high or high priority. Other social services with over 50% rating them at least a high priority include increasing in daycare centers (58.8%), supporting senior citizen centers (57%), supporting low-income families (53.4%), and creating more activities for middle school-age kids (50.5%).
- In the area of shopping and dining priorities, the top two items considered at least high priority are increasing women’s clothing selections (47.1%) and increasing men’s clothing selections (46.9%). These were followed closely by increasing casual sit-down dining (43.7% combined very high and high priority) and increasing children’s clothing (42.2% combined very high and high priority).<sup>1</sup>
- Regarding culture and entertainment priorities, enhancing tourism leads as a priority by a notable margin, with 42.5% considering it at least a high priority. Other items with over 30% rating them at least a high priority are: increasing promotion of special events for the area (34.1%), improving movie theaters (30.8%), and creating an outdoor stage venue (30.4%).
- In terms of recreation, creating off-street walking/hiking trails has the highest combined percentage, 40.4%, rating it as a very high or high priority. About 35% consider increasing indoor recreation options and creating off-street bicycle trails at least a high priority. Enhancing playgrounds has 32.8% rating it at least a high priority, but this item also has the largest single percentage rating it a moderate priority (37.3%).
- On the topic of community development, two items exceed 70% considering them at least a high priority: retaining young people (73%) and attracting young adults to the area (71.9%). Four additional items with over 50% rating them a very high or high priority are: increasing cooperation between cities and the county government (53.5%), mentoring new local leaders for all sectors (52.2%), enhancing local news coverage/journalism (51.8%), and completing public projects already initiated (50.4%).

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<sup>1</sup> For a very recent, detailed look at perceived gaps in retail goods and services, see Ellis County results in the Docking Institute’s Northwest and Northcentral Kansas Retail Market Gap Analysis 2022 (<https://www.fhsu.edu/docking/services/northwest-and-northcentral-kansas-retail-market-gap-analysis-2022/>).

## Methods

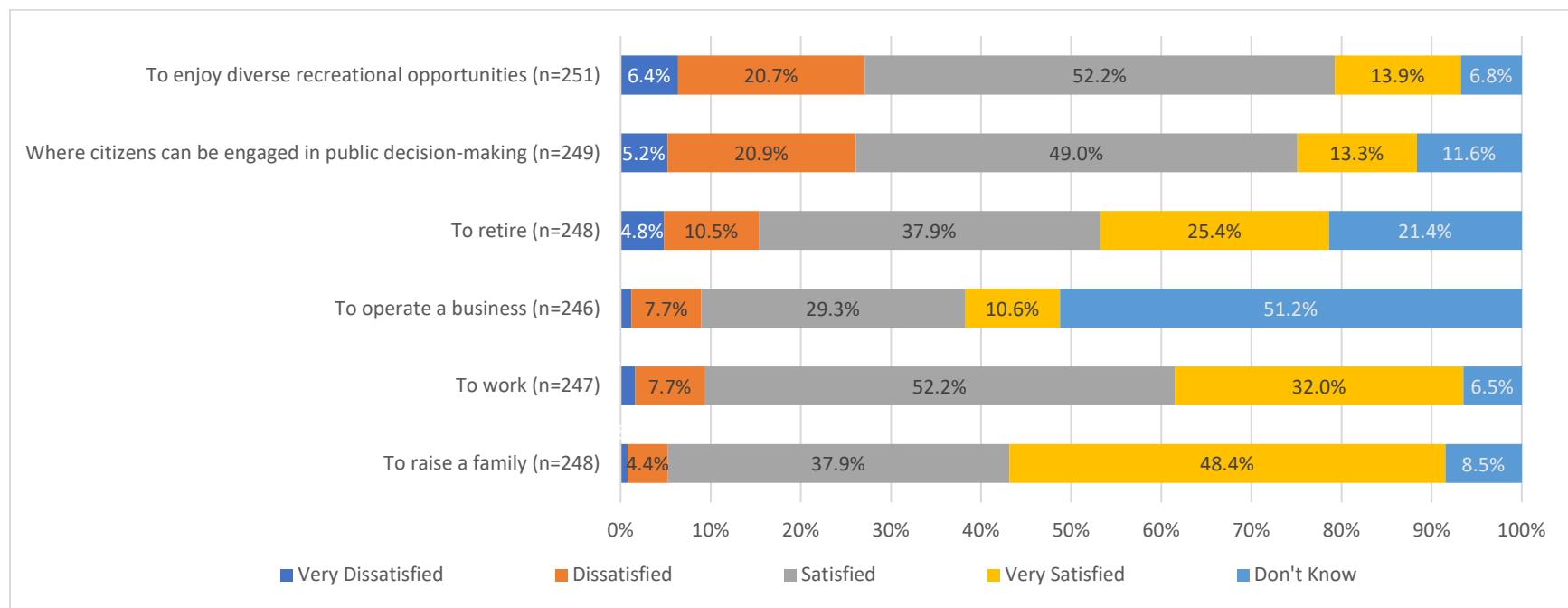
Using address-based sampling (ABS), the Docking Institute's Center for Survey Research conducted a two-wave mail survey of 1,596 randomly selected households in Ellis County Kansas from September 16 to October 27, 2022. The Docking Institute purchased the address-based sample of households from an expert sampling vendor. The questionnaire cover letter asked that an adult (18 or older) in the household participate in the survey. The self-administered questionnaire booklet was designed to be taped shut and dropped in the mail upon completing the questions, as the back cover is printed with business-reply postage and pre-addressed for return to the Docking Institute. On September 30, a follow-up wave of questionnaires was sent to those households not yet responding to the initial wave. Of 1,596 randomly selected households invited to participate, 7 were determined ineligible due to the targeted residence being vacant. Wave 1 yielded about 52% of the total response, with the other 48% arriving after the wave 2 mailing. The Institute received a total of 258 usable questionnaires from 1,589 presumed eligible households at which an adult was invited to participate, resulting in an overall response rate of 16.2%. The sample margin of error for 258 completions is +/- 6.08%, assuming no response bias. Thus, we estimate there is a 95% chance that results in the sample of 258 are within +/- 6.08% of what we would find in the full population if we could survey everyone.

Appendix 1 provides sample demographics and county population demographics for comparison. A comparison of the survey sample demographics to county demographics finds the sample has: more females, more ages 65 and older, more homeowners than renters, more in the upper income brackets, and more with bachelor's degrees or higher. Though these sample characteristics differ somewhat from the population demographic profile of the county, this report provides a breakdown of response by these sociodemographic types in Appendix 2. In consultation with Imagine Ellis County, it was the responsibility of the Docking Institute to develop survey items that were technically correct and without bias. A copy of the questionnaire is provided as Appendix 3.



## Satisfaction with Ellis County as a Place to Live

The survey started by asking respondents about six aspects of the County as a place to live. Figure 1 reports results from six questions, with results in the bar chart ordered by the areas needing most to least attention based on levels of dissatisfaction. Dissatisfaction is fairly low on all six items but noticeably higher on two: as a place to enjoy diverse recreational opportunities (combined 27.1% very dissatisfied or dissatisfied) and as a place where citizens can be engaged in public decision-making (combined 26.1% very dissatisfied or dissatisfied). Importantly, results show that residents tend to be satisfied or very satisfied with every aspect of living in Ellis County. The high rate of “don’t know” for rating the County as a place to operate a business is not surprising, given that many respondents have no direct experience with running a business in the County.

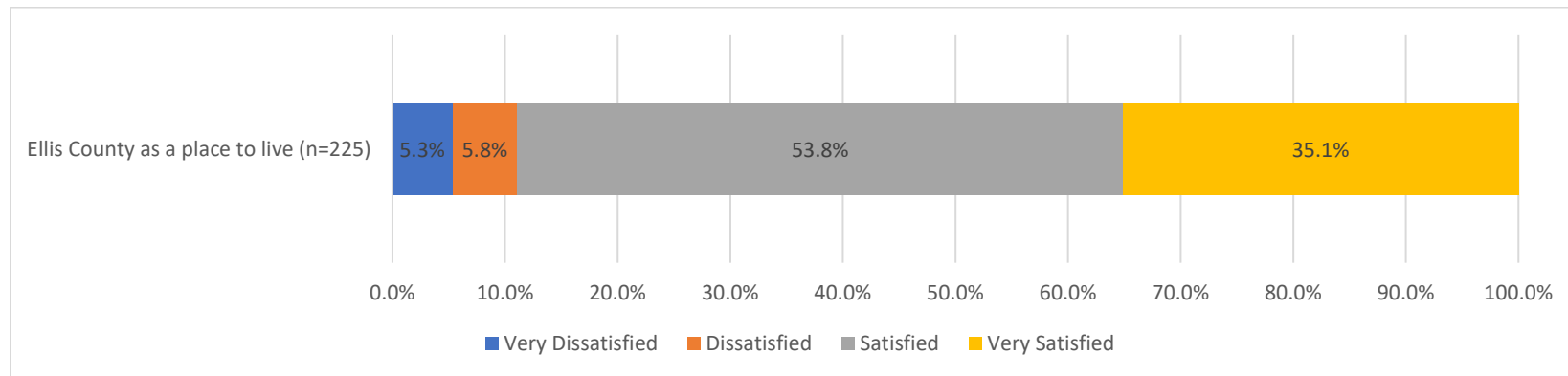


**FIGURE 1. SIX ASPECTS OF ELLIS COUNTY AS A PLACE TO LIVE**

A breakout of response to questions in Figure 1 by several sociodemographic characteristics (see Q1 series in Appendix 2) finds a couple of items on which the percentage very satisfied with Ellis County is notably higher among the those with family incomes \$100,000 or more. This includes

Ellis County as a place to work and as a place to raise a family. Those over 45 years of age have notably higher percentages very satisfied on: Ellis County as a place to raise a family and as a place to retire.

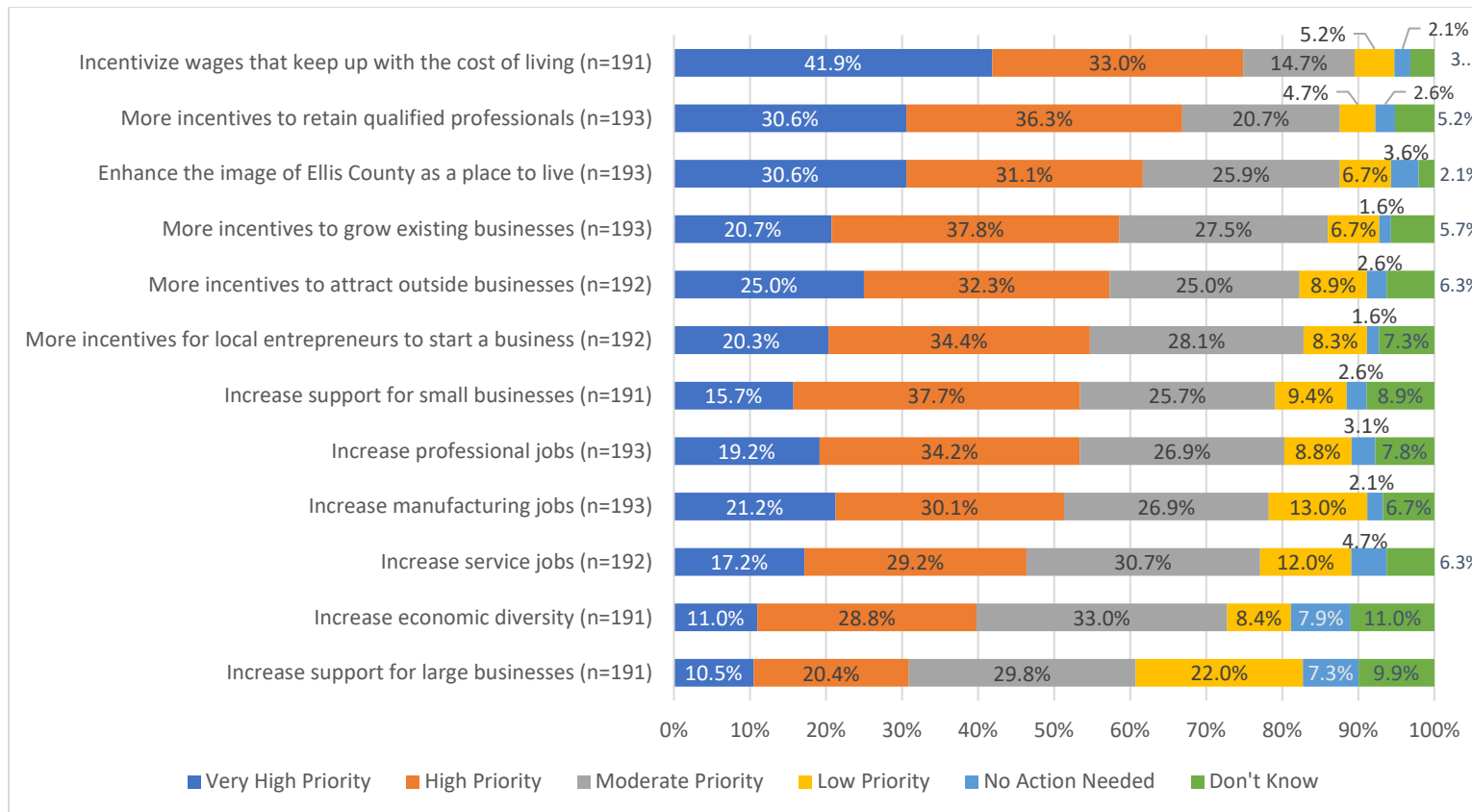
After considering the six aspects reported in Figure 1, respondents were asked a more global question, “Overall, how satisfied are you with Ellis County as a place to live?” Almost 90% of respondents are satisfied or very satisfied with Ellis County, overall, as a place to live (Figure 2). The breakout results by sociodemographic type in Appendix 2 show the percentage very satisfied is notably higher among those 45 and over and among those with family incomes of \$100,000 or more (see Q2 distribution).



**FIGURE 2. OVERALL SATISFACTION WITH ELLIS COUNTY AS A PLACE TO LIVE**

## Economy and Jobs Priorities

Most of the questionnaire was arranged by topical areas and the same answer response options applied to each feature within a topic area. This readily allows relative comparisons of perceived priority intensity across the features. All figures reporting results across these topic areas arrange the features in the graph by highest to lowest perceived priority. Figure 3 shows that in the area of economy and jobs, incentivizing wages that keep up with the cost of living is rated a very high or a high priority by about three-fourths (74.9%) of respondents. About two-thirds (66.9%) consider more incentives to retain qualified professionals at least a high priority, and over 60% also consider enhancing the image of Ellis County as a place to live at least a high priority.

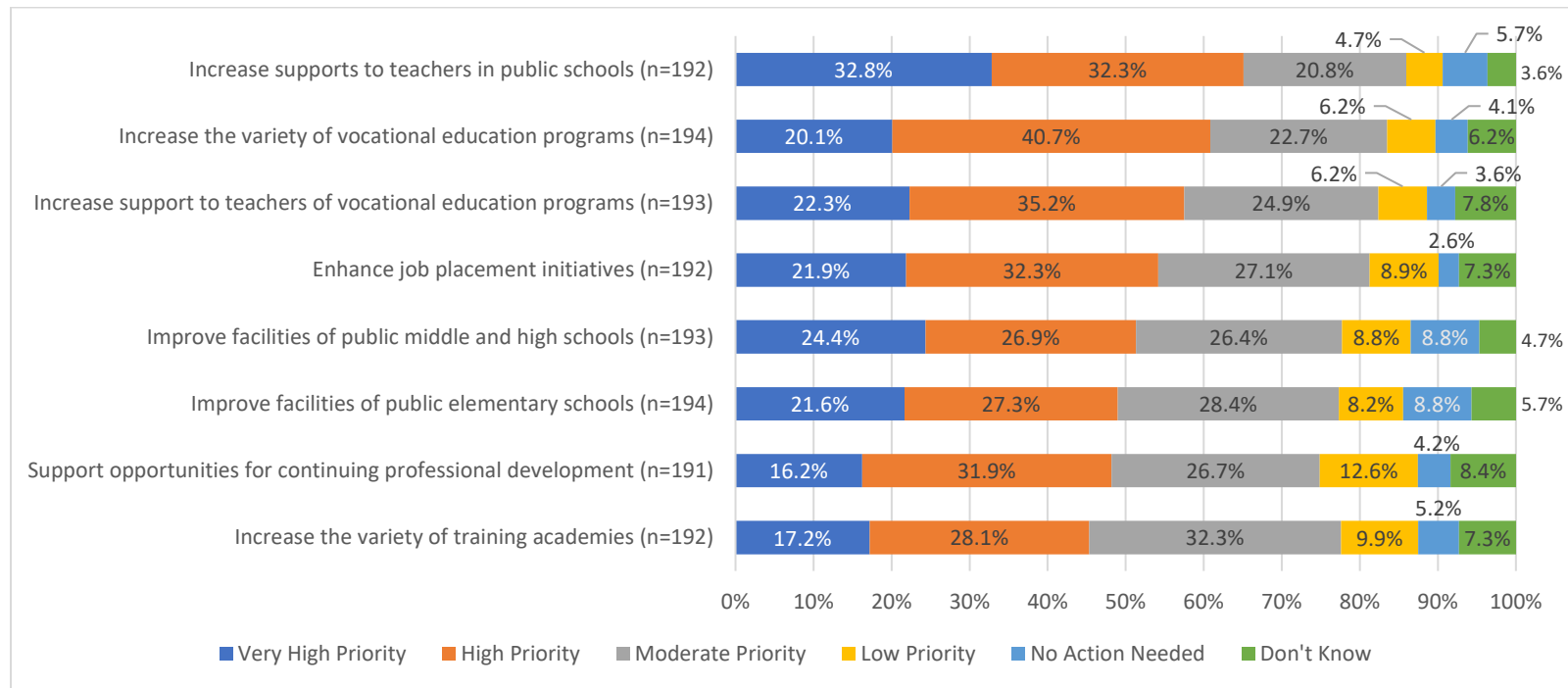


**FIGURE 3. ECONOMY AND JOBS PRIORITY RATINGS**

Examining breakout results from items in Figure 3 (see Appendix 2), a notably larger percentage of those under age 45 regard more incentives to attract outside businesses as a very high priority. A notably larger percentages of females and of those with family incomes under \$50,000 consider incentivizing wages that keep up with the cost of living to be a very high priority.

## Education and Job Training Priorities

Figure 4 shows that in the area of education and training, increasing supports to teachers in public schools has the largest combined percentage, 65.1%, rating it very high (32.8%) or high priority (32.3%), followed by increasing the variety of vocational education programs at a combined 60.8%. A combined percentage of 57.5% rate increasing support to teachers of vocational education programs very high or high priority.



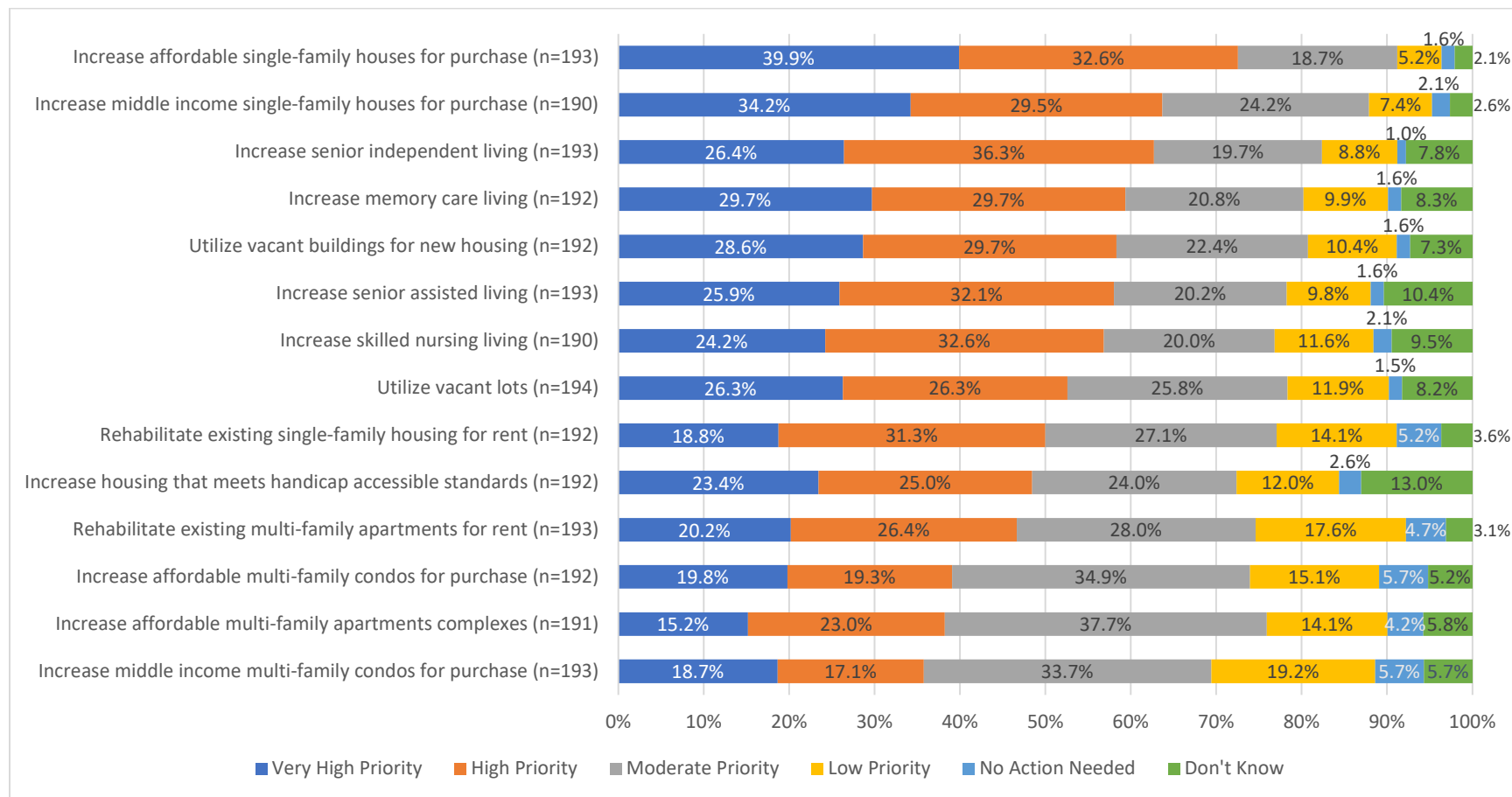
**FIGURE 4. EDUCATION AND JOB TRAINING PRIORITY RATINGS**

As shown in Appendix 2, notably higher percentages of those under 45 and those with family incomes of \$100,000 or more consider improving facilities of public elementary schools a very high priority. A notably higher percentage of those with incomes \$100,000 or more consider

improving facilities of public middle and high schools a very high priority. A notably higher percentage of those under age 45 consider increasing supports to teachers in public schools a very high priority. A notably higher percentage of females consider supporting opportunities for continuing professional development a very high priority.

## Housing Priorities

Perceived priority intensity on multiple dimensions of housing in Ellis County were assessed. Figure 5 shows that increasing affordable single-family houses for purchase leads in the combined percentage, 72.5%, who consider it a very high (39.9%) or high (32.6%) priority. This is followed by 63.7% rating increasing middle income single-family houses for purchase as a very high (34.2%) or a high (29.5%) priority. Relative to similar questions about increasing multi-family dwellings (bottoming out the graph), there is a clear preference for prioritizing increases in single-family housing.



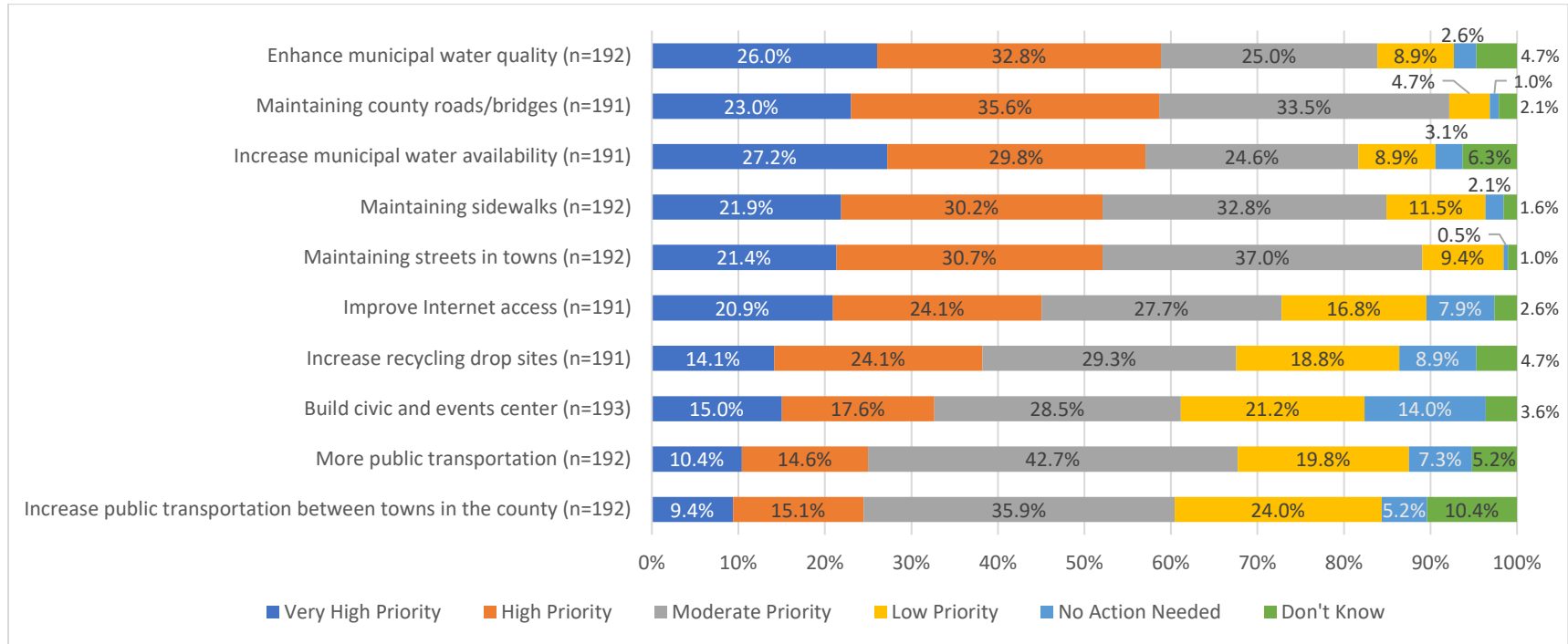
**FIGURE 5. HOUSING PRIORITY RATINGS**

Figure 5 also shows that nearly 60% consider utilizing vacant buildings for new housing a very high (28.6%) or high (29.7%) priority. Well over 50% consider increases in all types of senior living at least a high priority, with increasing memory care living the largest perceived priority at a combined percentage of 59.4% rating it very high (29.7%) or high (29.7%) priority.

From the break-out response in Appendix 2, notably higher percentages of those under 45 and those with family incomes \$100,000 or more consider increasing affordable single-family houses for purchase a very high priority. A notably higher percentage of females consider increasing middle income single-family houses for purchase a very high priority. Notably higher percentages of those with family incomes less than \$50,000 consider increasing memory care living, senior independent living, and senior assisted living a very high priority. Notably higher percentages of females and those with family incomes less than \$50,000 consider increasing skilled nursing living a very high priority, and consider increasing housing that meets handicap accessible standards a very high priority. A notably higher percentage of those with family incomes less than \$50,000 consider utilizing vacant buildings for new housing a very high priority.

## Infrastructure Priorities

Figure 6 has three top items, each with combined percentages rating a very high or a high priority in the mid-to upper 50% range: enhancing municipal water (58.8%), maintaining county roads/bridges (58.6%), and increase municipal water supply (57%). Other infrastructure items rated by over 50% as a very high or high priority are maintaining sidewalks and maintaining streets in towns.



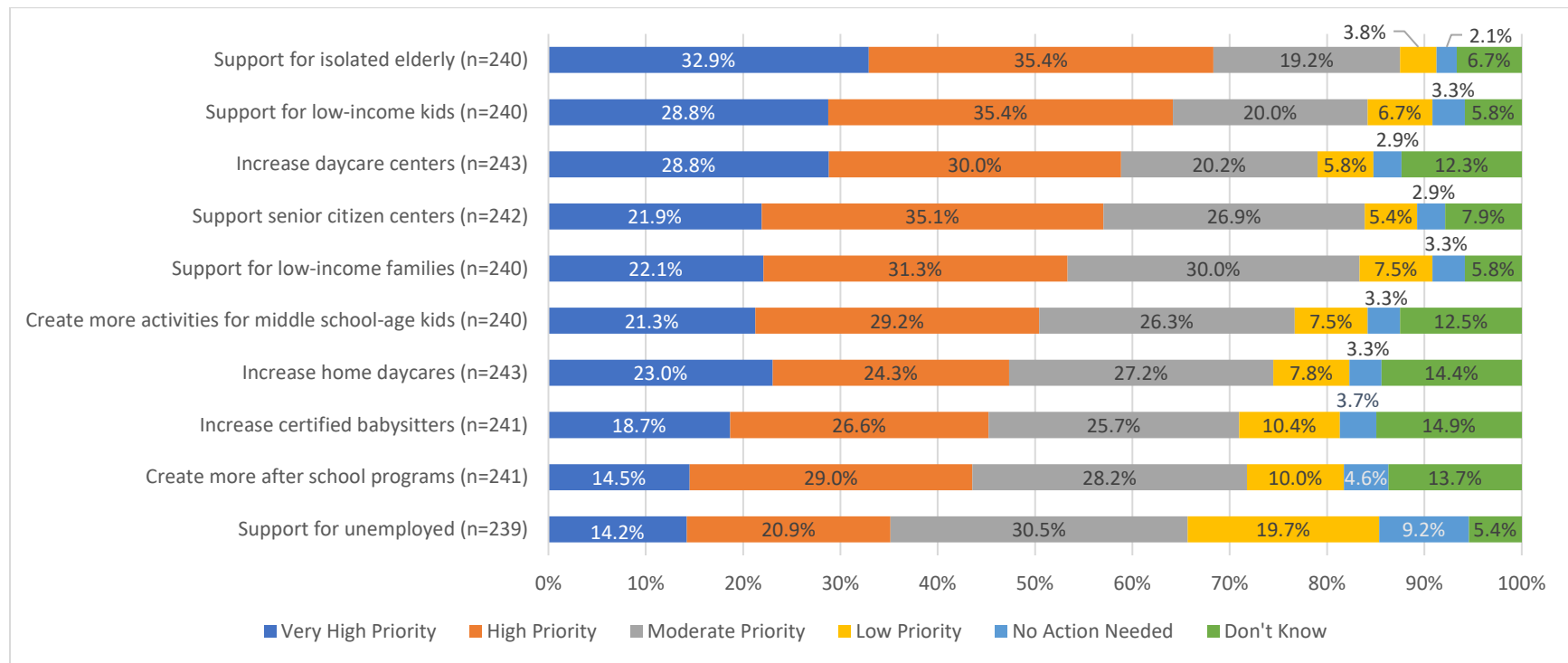
**FIGURE 6. INFRASTRUCTURE PRIORITY RATINGS**

From the break-out response in Appendix 2, a substantially higher percentage of those under age 45 consider increasing recycling drop sites a very high priority. A notably higher percentage of Hays residents consider improving internet access to be a very high priority.



## Social Services Priorities

Over 60% of respondents consider support for isolated elderly and support for low-income kids a very high or high priority. Other social services with over 50% rating them at least a high priority include increasing in daycare centers (58.8%), supporting senior citizen centers (57%), supporting low-income families (53.4%), and creating more activities for middle school-age kids (50.5%).



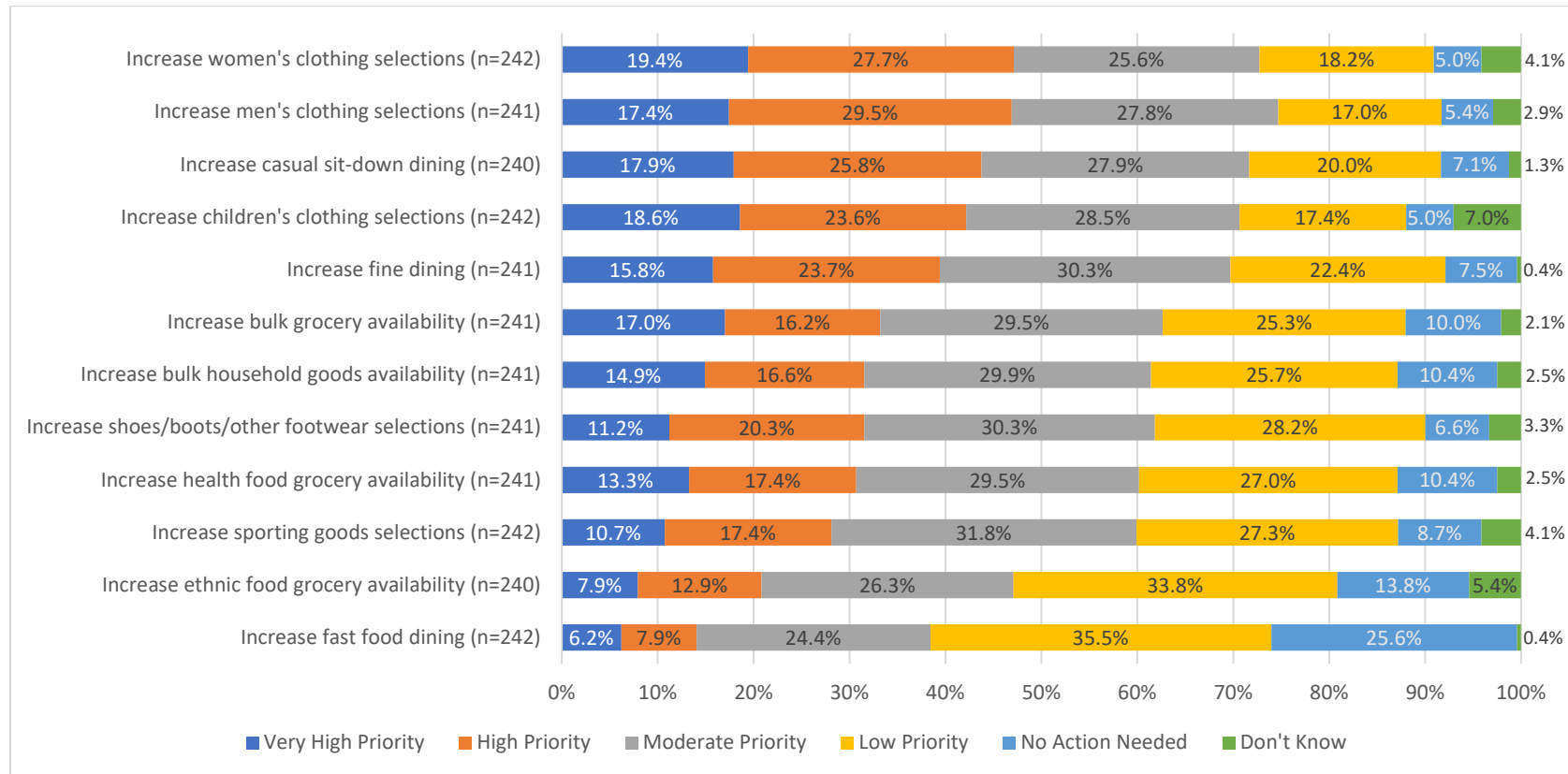
**FIGURE 7. SOCIAL SERVICES PRIORITY RATINGS**

From the break-out response in Appendix 2, notably higher percentages of respondents under 45 years of age consider increasing daycare centers and increasing support for low-income kids a very high priority. A substantially higher percentage of those under 45 consider increasing certified babysitters a very high priority. A notably higher percentage of respondents with household incomes under \$50,000 consider supporting senior citizen centers a very high priority. Notably higher percentages of respondents under 45 years of age and respondents with household incomes under \$50,000 consider support for low-income families a very high priority. Notably higher percentages of female

respondents and those under age 45 consider increasing support for isolated elderly individuals a very high priority. A notably higher percentage of respondents with household incomes under \$50,000 consider increasing unemployment supports a very high priority.

## Shopping and Dining Priorities<sup>2</sup>

Figure 8 shows the top two items considered at least high priority are increasing women’s clothing selections (47.1%) and increasing men’s clothing selections (46.9%). These were followed closely by increasing casual sit-down dining (43.7% combined very high and high priority) and increasing children’s clothing (42.2% combined very high and high priority).



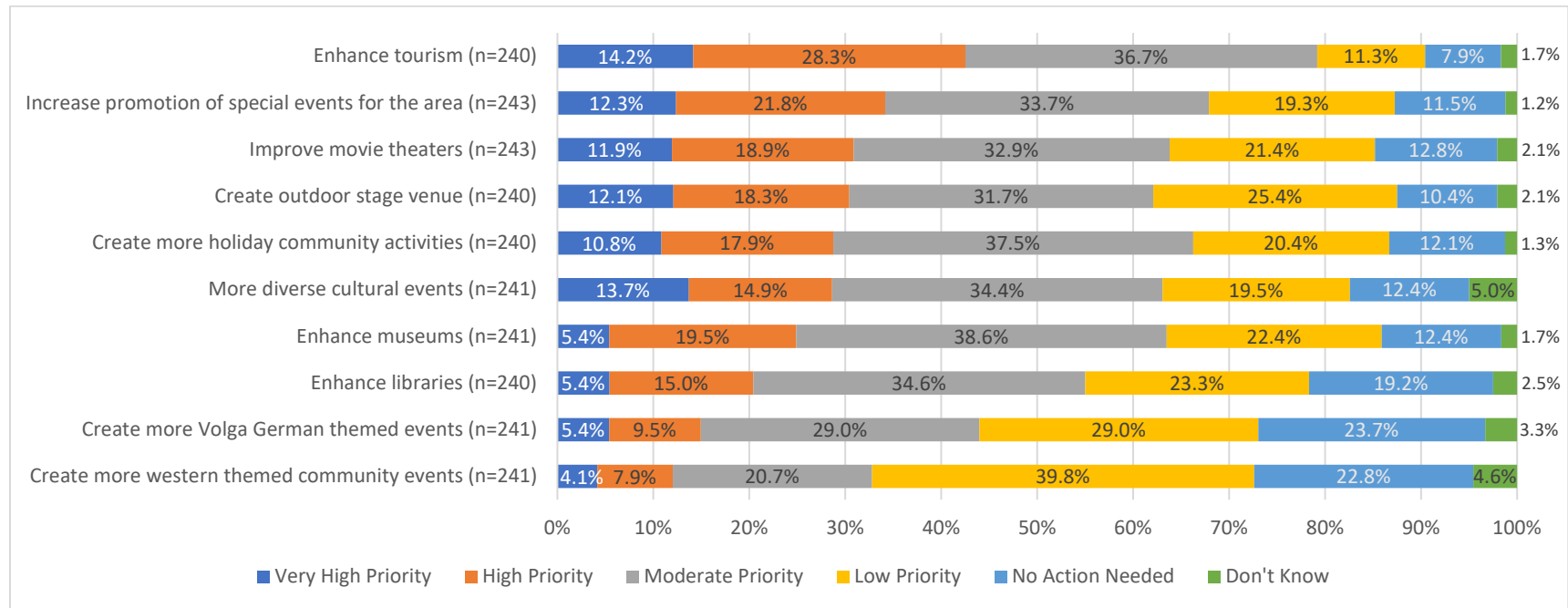
**FIGURE 8. SHOPPING AND DINING PRIORITY RATINGS**

<sup>2</sup> For a very recent, detailed look at perceived gaps in retail goods and services, see Ellis County results in the Docking Institute’s Northwest and Northcentral Kansas Retail Market Gap Analysis 2022 (<https://www.fhsu.edu/docking/services/northwest-and-northcentral-kansas-retail-market-gap-analysis-2022/>).

From the break-out response in Appendix 2, a notably higher percentage of females consider increasing women's clothing selections a very high priority. A substantially higher percentage of respondents under 45 years of age consider increasing children's clothing selections a very high priority. Notably higher percentages of those who rent their home consider increasing health food grocery availability, increasing ethnic food grocery availability, and increasing bulk grocery availability to be a very high priority. A substantially higher percentage of those under age 45 consider increasing health food grocery availability a very high priority. A notably higher percentage of those under 45 consider increasing ethnic good grocery availability a very high priority. A substantially higher percentage of those with family incomes \$50,000 to \$99,999 consider increasing bulk food availability a very high priority.

## Culture and Entertainment Priorities

Among all items in Figure 9, enhancing tourism leads as a priority by a notable margin, with 42.5% considering it at least a high priority. Other items with over 30% rating them at least a high priority are: increasing promotion of special events for the area (34.1%), improving movie theaters (30.8%), and creating an outdoor stage venue (30.4%).

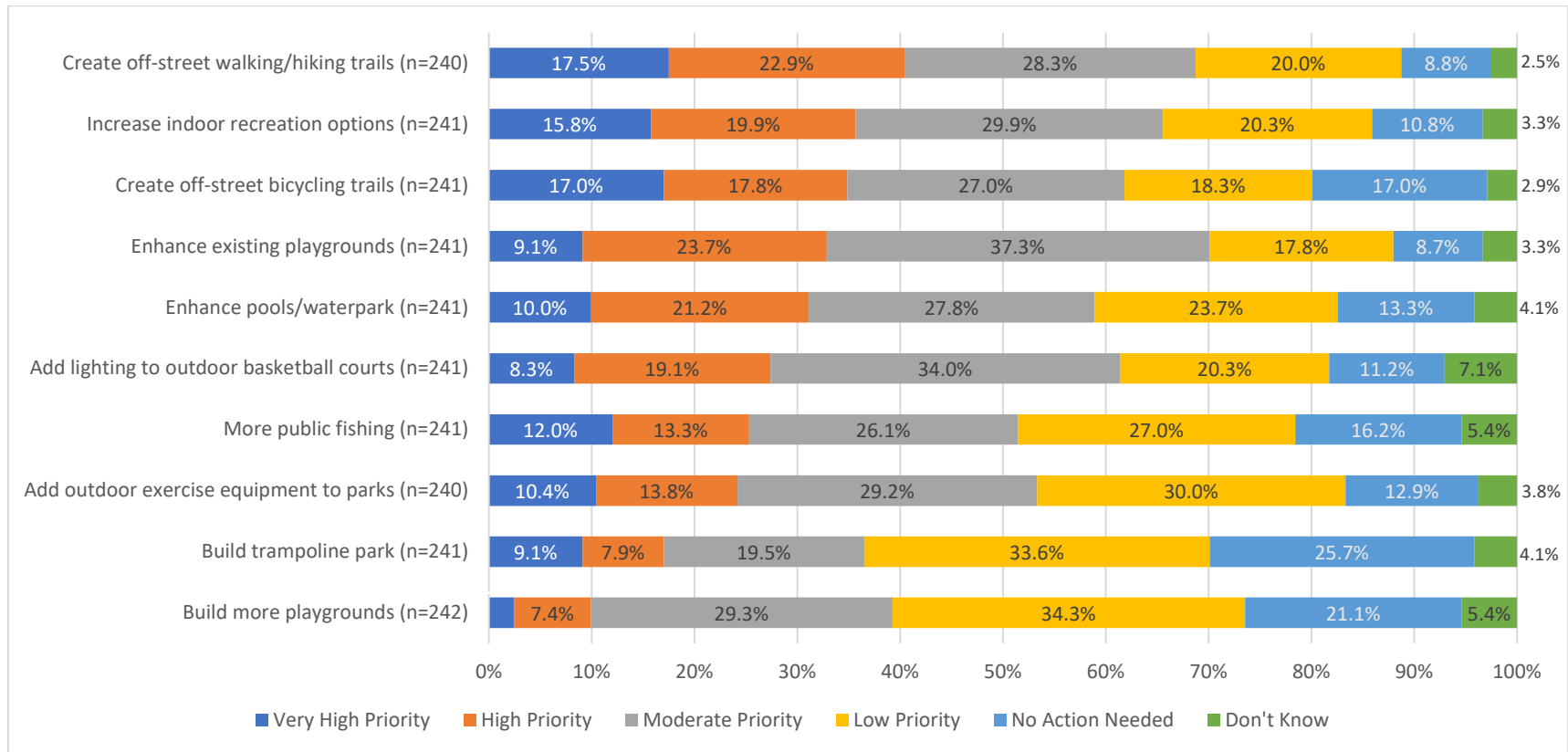


**FIGURE 9. CULTURE AND ENTERTAINMENT PRIORITY RATINGS**

From the break-out response in Appendix 2, a notably higher percentage of those under age 45 consider creating more holiday community activities a very high priority.

## Recreation Priorities

Figure 10 has creating off-street walking/hiking trails with the highest combined percentage, 40.4%, rating it as a very high or high priority. About 35% consider increasing indoor recreation options and creating off-street bicycle trails at least a high priority. Enhancing playgrounds has 32.8% rating it at least a high priority, but this item also has the largest single percentage rating it a moderate priority (37.3%).

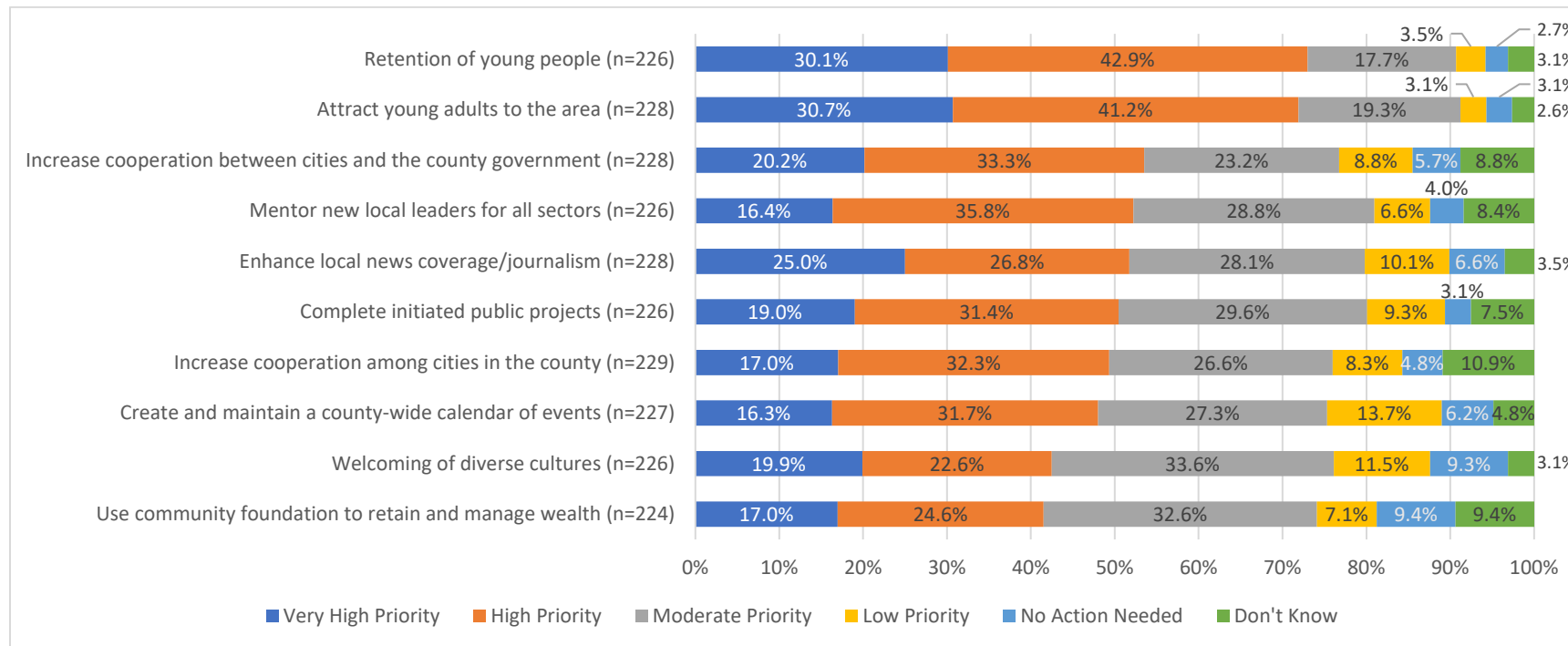


**FIGURE 10. RECREATION PRIORITY RATINGS**

From the break-out response in Appendix 2, notably higher percentages of those under 45 consider adding outdoor exercise equipment to parks, building a trampoline park, more public fishing, increasing off-street walking/hiking trails, increasing off-street biking trails, and increasing indoor recreation options to be very high priorities.

## Community Development Priorities

Two items exceed 70% considering them at least a high priority: retaining young people (73%) and attracting young adults to the area (71.9%). Four additional items with over 50% rating them a very high or high priority are: increasing cooperation between cities and the county government (53.5%), mentoring new local leaders for all sectors (52.2%), enhancing local news coverage/journalism (51.8%), and completing public projects already initiated (50.4%).



**FIGURE 11. COMMUNITY DEVELOPMENT PRIORITY RATINGS**

From the break-out response in Appendix 2, a notably higher percentage of those under 45 consider welcoming diverse cultures to be a very high priority.

## Enhancements for Ellis County to Improve QoL: Open Response Themes

Respondents were asked to write-in up to five enhancements for Ellis County that they believe would increase the quality-of-life. Those responses were then analyzed and coded into thematic categories. Figure 12 shows there were 359 mentions coded into themes appearing in the graph. Almost 11% of the 359 total open responses mentioned desire for some type or genre of retail store. Desired recreation enhancements were the next most often mentioned, with 7.5% of all mentions indicating something that fits an outdoor recreation theme and 7.2% of mentions indicating something fitting an indoor recreation theme. Another 7.2% of all mentions called for more diverse community events.

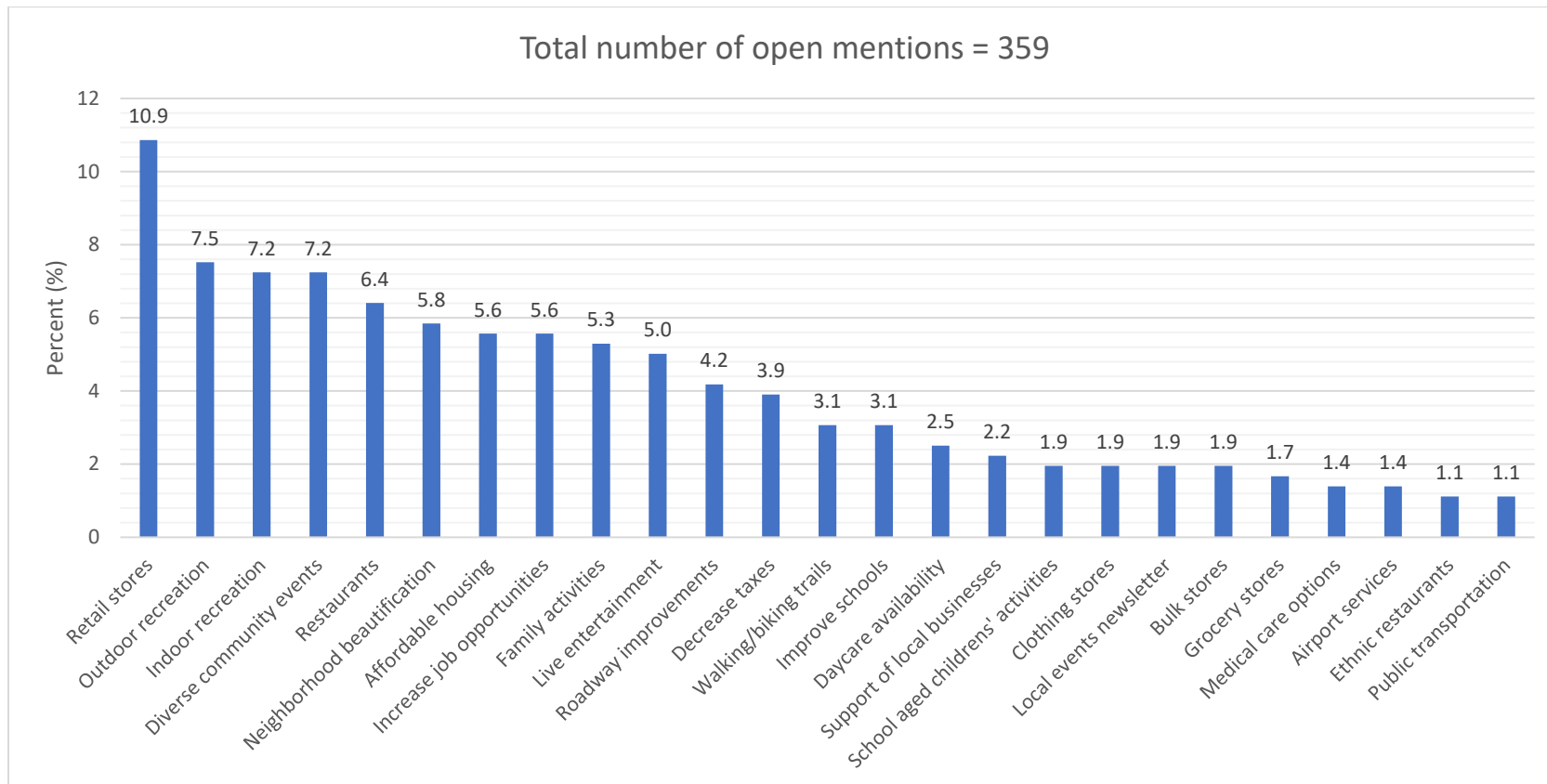
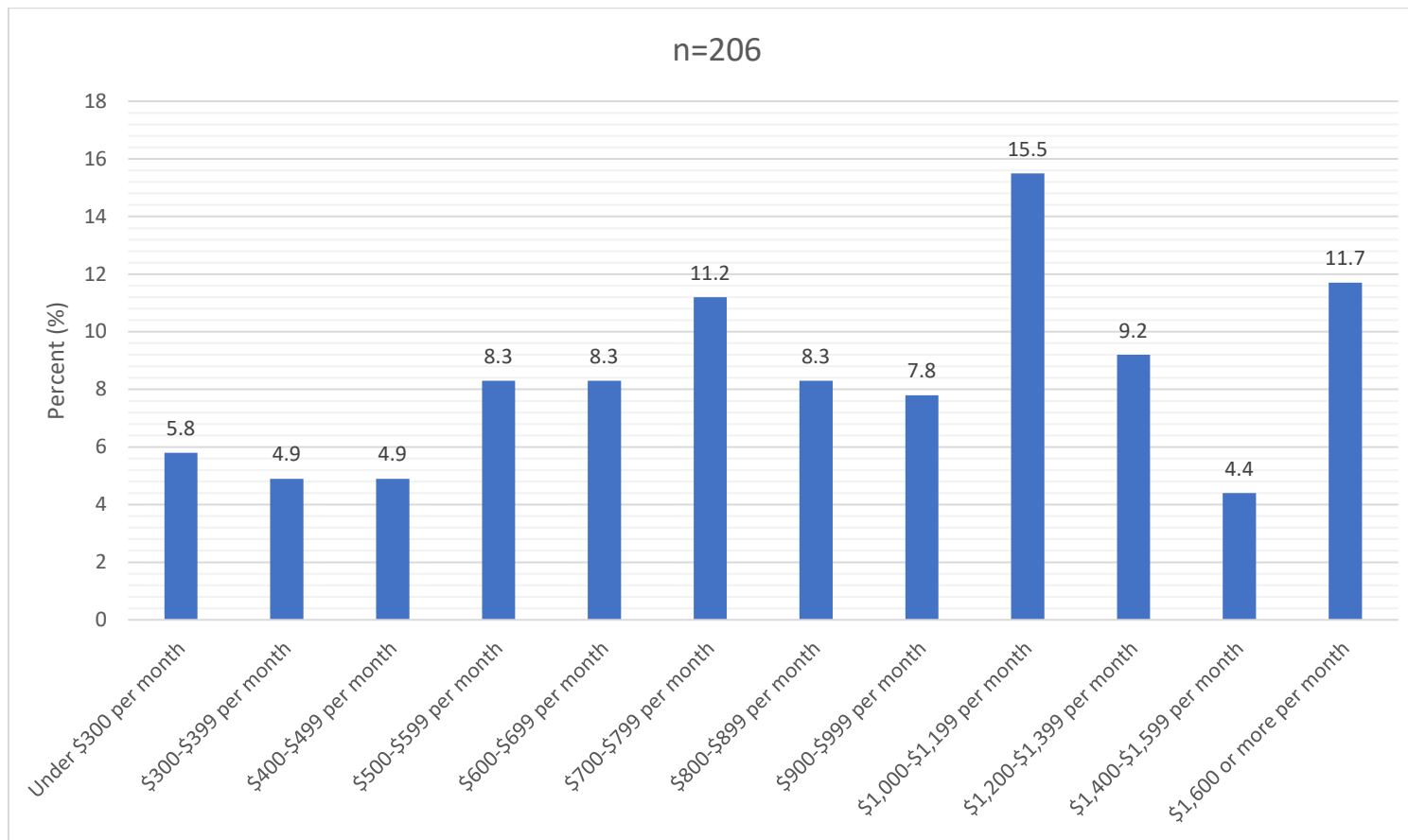


FIGURE 12. THEMES IN OPEN RESPONSES ON ENHANCEMENTS FOR QOL IN ELLIS COUNTY



## Monthly Rent/Mortgage Payment Considered Affordable for Family

A final topical question asked respondents, “Given your situation, which of these ranges best represents an affordable monthly mortgage or rent payment for you/your family?” Figure 13 shows that the single largest percentage (15.5%) selected the range \$1,000-\$1,199 per month. Just over half, 51.5%, of respondents selected a range less than \$900.



**FIGURE 13. MONTHLY RENT/MORTGAGE PAYMENT CONSIDERED AFFORDABLE BY RESPONDENT FOR THEIR FAMILY**

From the break-out response in Appendix 2, notably higher percentages of those under 45 years of age and those with a bachelor’s degree or more consider housing payments between \$1,000 and \$1,200 per month affordable for their family. A notably higher percentage of men

consider housing costs of more than \$1,600 affordable. Monthly housing payments of \$800 or more are considered unaffordable by more than 80% of those with household incomes of less than \$50,000. Slightly over 45% of respondents reporting household incomes of \$50,000 to \$99,999 indicate that housing payments between \$800 and \$1,199 per month are affordable.

## Appendix 1: Sociodemographics of Sample and Population of Study Area

	Ellis County mail survey sample n=258	Ellis County pop=28,790
<b>Gender</b>		
Male	36.4%	49.8%
Female	58.5%	50.2%
Prefer not to answer	1.2%	/
No answer selected	2.3%	/
<b>Age</b>		
18-24 years old	1.9%	16.0%
25-34 years old	7.0%	11.7%
35-44 years old	13.2%	11.6%
45-54 years old	13.2%	13.0%
55-64 years old	18.6%	10.7%
65 years or older	38.0%	16.3%
No answer provided	8.1%	/
<b>Highest level of formal education completed</b>		
Less than a bachelor's degree	40.7%	67.3%
Bachelor's degree or more	56.6%	32.7%
No answer selected	2.7%	/
<b>Housing</b>		
Rent their home	15.1%	37.2%
Own their home	74.0%	62.8%
No answer selected	10.9%	/
<b>Income</b>		

	Up To \$49,999	29.1%	44.7%
	\$50,000-\$99,999	33.7%	32.1%
	\$100,000 or over	29.5%	23.2%
	No answer selected	7.8%	/
<b>Town of residence</b>			
	Hays	71.3%	/
	Ellis	7.0%	/
	Victoria	3.5%	/
	Catherine	1.2%	/
	Munjor	0.8%	/
	Schoenchen	0.4%	/
	Antonino	0.4%	/
	Other	4.3%	/
	No answer provided	11.2%	/

Notes:

County population data come from the 2020 U.S. Census counts.

Other county-level data come from estimates by the U.S. Census Bureau with data from its American Communities Survey.

## Appendix 2: Survey Response by Selected Sociodemographic Characteristic

This appendix contains breakout response by select sociodemographic types.

***For reviewing these crosstabs, use the Zoom feature in Adobe.***

Q1

		Q14 Residence		Q15 Do you rent or own your house		Q16 Gender		Q17 Age by category		Q18 Highest level formal education completed		Q19 Income		
		Hays	Other	Rent	Own	Male	Female	Under 45	Age 45 or over	Less than Bachelor's	Bachelor's +	Under \$50,000	\$50,000 to \$99,999	\$100,000 or more
Q1_a Satisfaction- Place to work	Very Dissatisfied	1.7%	0.0%	2.7%	1.1%	2.2%	1.4%	3.5%	1.2%	1.0%	2.1%	4.3%	0.0%	1.4%
	Dissatisfied	6.3%	13.6%	10.8%	7.1%	10.8%	5.5%	14.0%	4.7%	8.2%	7.7%	7.1%	7.2%	6.8%
	Satisfied	52.6%	54.5%	59.5%	51.9%	51.6%	52.4%	50.9%	52.7%	60.8%	45.5%	52.9%	54.2%	48.6%
	Very Satisfied	31.4%	27.3%	18.9%	32.8%	31.2%	32.4%	31.6%	33.1%	22.7%	38.5%	24.3%	32.5%	40.5%
	Don't Know	8.0%	4.5%	8.1%	7.1%	4.3%	8.3%	0.0%	8.3%	7.2%	6.3%	11.4%	6.0%	2.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q1_b Satisfaction- Place to operate a business	Very Dissatisfied	1.1%	0.0%	5.3%	0.0%	2.2%	0.7%	3.5%	0.6%	2.1%	0.7%	4.3%	0.0%	0.0%
	Dissatisfied	4.6%	15.9%	5.3%	7.1%	8.7%	6.9%	8.8%	7.1%	5.2%	9.8%	10.1%	8.3%	5.5%
	Satisfied	30.9%	31.8%	39.5%	29.1%	37.0%	24.8%	19.3%	31.5%	36.5%	23.8%	36.2%	26.2%	23.3%
	Very Satisfied	9.7%	11.4%	2.6%	11.5%	12.0%	9.7%	7.0%	12.5%	8.3%	11.9%	5.8%	10.7%	13.7%
	Don't Know	53.7%	40.9%	47.4%	52.2%	40.2%	57.9%	61.4%	48.2%	47.9%	53.8%	43.5%	54.8%	57.5%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q1_c Satisfaction- Place to raise a family	Very Dissatisfied	0.6%	0.0%	0.0%	0.5%	2.2%	0.0%	0.0%	1.2%	1.0%	0.7%	1.4%	0.0%	1.4%
	Dissatisfied	5.1%	0.0%	7.9%	3.3%	3.2%	4.8%	3.5%	4.7%	4.1%	4.9%	5.8%	5.9%	2.7%
	Satisfied	33.5%	52.3%	36.8%	37.2%	39.8%	37.0%	43.9%	34.7%	40.2%	36.1%	37.7%	35.3%	36.5%
	Very Satisfied	50.6%	45.5%	28.9%	54.1%	51.6%	47.3%	36.8%	52.9%	44.3%	51.4%	42.0%	48.2%	56.8%
	Don't Know	10.2%	2.3%	26.3%	4.9%	3.2%	11.0%	15.8%	6.5%	10.3%	6.9%	13.0%	10.6%	2.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q1_d Satisfaction- Place to retire	Very Dissatisfied	4.5%	2.3%	5.1%	3.8%	6.5%	2.7%	5.4%	3.5%	5.1%	4.2%	7.0%	3.6%	1.4%
	Dissatisfied	9.0%	15.9%	5.1%	11.5%	9.8%	10.9%	10.7%	9.9%	11.1%	9.9%	5.6%	13.1%	12.3%
	Satisfied	36.7%	45.5%	33.3%	39.3%	40.2%	36.7%	17.9%	45.0%	45.5%	32.4%	43.7%	33.3%	32.9%
	Very Satisfied	26.6%	22.7%	25.6%	25.7%	28.3%	23.8%	12.5%	29.8%	27.3%	23.9%	28.2%	26.2%	23.3%
	Don't Know	23.2%	13.6%	30.8%	19.7%	15.2%	25.9%	53.6%	11.7%	11.1%	29.6%	15.5%	23.8%	30.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q1_e Satisfaction- Place where citizens can be engaged in public decision-making	Very Dissatisfied	4.5%	4.5%	5.3%	4.3%	9.5%	2.1%	5.3%	4.7%	3.0%	7.0%	8.5%	2.4%	4.1%
	Dissatisfied	20.9%	29.5%	23.7%	22.3%	20.0%	21.4%	31.6%	17.5%	19.2%	21.7%	18.3%	26.2%	14.9%
	Satisfied	48.0%	50.0%	57.9%	46.7%	42.1%	53.1%	45.6%	50.3%	52.5%	46.9%	53.5%	44.0%	52.7%
	Very Satisfied	13.6%	6.8%	5.3%	13.6%	20.0%	9.0%	7.0%	15.8%	12.1%	13.3%	7.0%	16.7%	16.2%
	Don't Know	13.0%	9.1%	7.9%	13.0%	8.4%	14.5%	10.5%	11.7%	13.1%	11.2%	12.7%	10.7%	12.2%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q1_f Satisfaction- Place to enjoy diverse recreational opportunities	Very Dissatisfied	4.5%	6.8%	13.2%	3.2%	7.4%	5.4%	19.3%	2.3%	5.0%	7.6%	7.0%	9.3%	2.7%
	Dissatisfied	20.1%	25.0%	15.8%	22.0%	17.9%	21.8%	35.1%	16.8%	13.0%	25.7%	19.7%	15.1%	29.7%
	Satisfied	54.7%	47.7%	57.9%	52.2%	54.7%	51.0%	33.3%	59.5%	57.0%	50.0%	52.1%	55.8%	48.6%
	Very Satisfied	13.4%	11.4%	5.3%	15.1%	16.8%	12.2%	10.5%	14.5%	15.0%	12.5%	11.3%	16.3%	14.9%
	Don't Know	7.3%	9.1%	7.9%	7.5%	3.2%	9.5%	1.8%	6.9%	10.0%	4.2%	9.9%	3.5%	4.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Q2

		Q14 Residence		Q15 Do you rent or own your house		Q16 Gender		Q17 Age by category		Q18 Highest level formal education completed		Q19 Income		
		Hays	Other	Rent	Own	Male	Female	Under 45	Age 45 or over	Less than Bachelor's	Bachelor's +	Under \$50,000	\$50,000 to \$99,999	\$100,000 or more
Q2 Satisfaction- Ellis County as a place to live	Very Dissatisfied	5.0%	5.1%	2.7%	5.5%	6.3%	4.3%	5.8%	5.2%	7.3%	3.3%	7.5%	5.4%	3.0%
	Dissatisfied	5.6%	7.7%	8.1%	5.5%	7.6%	4.3%	13.5%	3.2%	2.1%	8.9%	10.4%	4.1%	4.5%
	Satisfied	52.5%	59.0%	62.2%	51.5%	51.9%	55.4%	59.6%	51.3%	61.5%	48.8%	47.8%	60.8%	49.3%
	Very Satisfied	36.9%	28.2%	27.0%	37.4%	34.2%	36.0%	21.2%	40.3%	29.2%	39.0%	34.3%	29.7%	43.3%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%





Q4

		Q14 Residence		Q15 Do you rent or own your house		Q16 Gender		Q17 Age by category		Q18 Highest level formal education completed		Q19 Income		
		Hays	Other	Rent	Own	Male	Female	Under 45	Age 45 or over	Less than Bachelor's	Bachelor's +	Under \$50,000	\$50,000 to \$99,999	\$100,000 or more
Q4_a Improve facilities of public elementary schools	No Action Needed	8.9%	12.1%	3.3%	10.7%	12.8%	6.3%	7.1%	8.8%	8.6%	8.3%	9.8%	6.1%	9.3%
	Low Priority	8.9%	3.0%	3.3%	8.7%	7.7%	8.1%	7.1%	9.6%	7.4%	9.3%	6.6%	9.1%	9.3%
	Moderate Priority	25.3%	39.4%	43.3%	24.8%	32.1%	26.1%	28.6%	27.9%	34.6%	25.0%	29.5%	34.8%	18.5%
	High Priority	29.5%	24.2%	20.0%	30.2%	25.6%	28.8%	21.4%	29.4%	23.5%	30.6%	31.1%	25.8%	27.8%
	Very High Priority	22.6%	18.2%	13.3%	23.5%	17.9%	24.3%	33.3%	18.4%	17.3%	24.1%	13.1%	22.7%	31.5%
	Dont Know	4.8%	3.0%	16.7%	2.0%	3.8%	6.3%	2.4%	5.9%	8.6%	2.8%	9.8%	1.5%	3.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q4_b Improve facilities of public middle and high schools	No Action Needed	9.0%	12.1%	3.4%	10.7%	12.8%	6.4%	7.1%	8.9%	8.8%	8.3%	10.0%	6.1%	9.3%
	Low Priority	8.3%	6.1%	3.4%	8.7%	9.0%	7.3%	4.8%	9.6%	7.5%	10.2%	5.0%	10.6%	9.3%
	Moderate Priority	25.5%	30.3%	41.4%	23.5%	28.2%	26.4%	23.8%	27.4%	32.5%	23.1%	26.7%	30.3%	20.4%
	High Priority	29.0%	27.3%	20.7%	30.2%	23.1%	30.0%	28.6%	28.1%	23.8%	29.6%	31.7%	27.3%	25.9%
	Very High Priority	24.8%	21.2%	17.2%	25.5%	23.1%	25.5%	33.3%	21.5%	20.0%	26.9%	18.3%	24.2%	33.3%
	Dont Know	3.4%	3.0%	13.8%	1.3%	3.8%	4.5%	2.4%	4.4%	7.5%	1.9%	8.3%	1.5%	1.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q4_c Increase supports to teachers in public schools	No Action Needed	6.3%	6.1%	0.0%	7.4%	7.8%	3.6%	2.4%	6.0%	5.1%	5.6%	3.3%	4.6%	7.4%
	Low Priority	4.2%	9.1%	6.9%	4.7%	6.5%	3.6%	2.4%	6.0%	5.1%	4.6%	0.0%	6.2%	7.4%
	Moderate Priority	20.1%	18.2%	17.2%	20.3%	24.7%	18.2%	14.3%	22.4%	22.8%	20.4%	21.7%	20.0%	18.5%
	High Priority	32.6%	33.3%	34.5%	32.4%	28.6%	35.5%	26.2%	35.8%	31.6%	33.3%	40.0%	29.2%	31.5%
	Very High Priority	34.0%	30.3%	31.0%	33.8%	28.6%	36.4%	52.4%	26.9%	29.1%	35.2%	30.0%	38.5%	33.3%
	Dont Know	2.8%	3.0%	10.3%	1.4%	3.9%	2.7%	2.4%	3.0%	6.3%	0.9%	5.0%	1.5%	1.9%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q4_d Increase the variety of vocational education programs	No Action Needed	4.8%	2.9%	3.3%	4.7%	5.1%	2.7%	2.4%	4.4%	1.3%	5.5%	6.6%	1.5%	1.9%
	Low Priority	6.9%	5.9%	10.0%	6.0%	6.4%	6.3%	4.8%	7.4%	6.3%	6.4%	4.9%	4.5%	9.3%
	Moderate Priority	22.8%	20.6%	20.0%	22.8%	25.6%	21.6%	23.8%	22.8%	22.5%	23.9%	23.0%	19.7%	27.8%
	High Priority	39.3%	50.0%	36.7%	42.3%	44.9%	38.7%	35.7%	41.9%	42.5%	40.4%	36.1%	48.5%	40.7%
	Very High Priority	20.7%	17.6%	20.0%	20.1%	12.8%	24.3%	26.2%	17.6%	17.5%	21.1%	19.7%	24.2%	13.0%
	Dont Know	5.5%	2.9%	10.0%	4.0%	5.1%	6.3%	7.1%	5.9%	10.0%	2.8%	9.8%	1.5%	7.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q4_e Increase the variety of training academies	No Action Needed	6.3%	3.0%	3.4%	6.1%	7.8%	2.7%	7.1%	4.5%	0.0%	8.3%	6.7%	4.6%	1.9%
	Low Priority	12.5%	3.0%	13.8%	10.1%	13.0%	8.2%	16.7%	9.0%	5.1%	13.9%	11.7%	6.2%	14.8%
	Moderate Priority	31.9%	36.4%	27.6%	33.8%	35.1%	31.8%	28.6%	34.3%	38.0%	29.6%	21.7%	40.0%	33.3%
	High Priority	26.4%	30.3%	27.6%	27.0%	26.0%	30.0%	23.8%	28.4%	29.1%	26.9%	30.0%	29.2%	27.8%
	Very High Priority	16.7%	21.2%	17.2%	17.6%	11.7%	20.0%	21.4%	14.9%	16.5%	17.6%	15.0%	18.5%	16.7%
	Dont Know	6.3%	6.1%	10.3%	5.4%	6.5%	7.3%	2.4%	9.0%	11.4%	3.7%	15.0%	1.5%	5.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q4_f Increase support to teachers of vocational education programs	No Action Needed	4.1%	3.0%	0.0%	4.7%	3.8%	2.7%	2.4%	3.7%	2.5%	3.7%	3.3%	3.0%	1.9%
	Low Priority	7.6%	3.0%	10.3%	6.0%	6.4%	6.4%	7.1%	5.9%	3.8%	8.3%	5.0%	4.5%	9.3%
	Moderate Priority	25.5%	21.2%	27.6%	24.2%	32.1%	20.9%	19.0%	27.4%	23.8%	26.9%	20.0%	27.3%	29.6%
	High Priority	33.8%	36.4%	24.1%	36.2%	34.6%	35.5%	33.3%	35.6%	36.3%	35.2%	35.0%	36.4%	37.0%
	Very High Priority	22.8%	27.3%	27.6%	22.8%	17.9%	25.5%	31.0%	19.3%	21.3%	22.2%	25.0%	24.2%	16.7%
	Dont Know	6.2%	9.1%	10.3%	6.0%	5.1%	9.1%	7.1%	8.1%	12.5%	3.7%	11.7%	4.5%	5.6%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q4_g Support opportunities for continuing professional development	No Action Needed	4.2%	6.3%	3.4%	4.8%	6.6%	2.7%	2.4%	4.5%	1.3%	5.6%	3.3%	1.6%	5.6%
	Low Priority	12.5%	9.4%	10.3%	12.2%	14.5%	10.9%	7.1%	14.3%	11.5%	13.9%	6.7%	14.1%	18.5%
	Moderate Priority	28.5%	25.0%	34.5%	26.5%	34.2%	22.7%	33.3%	26.3%	32.1%	24.1%	26.7%	26.6%	29.6%
	High Priority	31.9%	25.0%	27.6%	31.3%	27.6%	34.5%	26.2%	32.3%	28.2%	35.2%	31.7%	37.5%	27.8%
	Very High Priority	16.0%	25.0%	17.2%	17.7%	7.9%	21.8%	28.6%	12.8%	11.5%	18.5%	16.7%	17.2%	14.8%
	Dont Know	6.9%	9.4%	6.9%	7.5%	9.2%	7.3%	2.4%	9.8%	15.4%	2.8%	15.0%	3.1%	3.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Q4_h Enhance job placement initiatives	No Action Needed	3.5%	0.0%	3.4%	2.7%	3.9%	1.8%	0.0%	3.0%	0.0%	3.7%	3.3%	0.0%	1.9%
	Low Priority	9.0%	9.1%	3.4%	10.1%	14.3%	5.5%	7.1%	9.7%	10.1%	8.3%	5.0%	9.2%	14.8%
	Moderate Priority	27.1%	27.3%	24.1%	27.7%	28.6%	26.4%	35.7%	25.4%	25.3%	29.6%	21.7%	26.2%	35.2%
	High Priority	32.6%	33.3%	31.0%	33.1%	29.9%	34.5%	26.2%	34.3%	36.7%	29.6%	28.3%	43.1%	27.8%
	Very High Priority	22.2%	18.2%	31.0%	19.6%	16.9%	24.5%	31.0%	18.7%	17.7%	24.1%	28.3%	20.0%	16.7%
	Dont Know	5.6%	12.1%	6.9%	6.8%	6.5%	7.3%	0.0%	9.0%	10.1%	4.6%	13.3%	1.5%	3.7%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

















### Q13 Affordable Monthly Rent/Mortgage Payment for Family

		Q14 Residence		Q15 Do you rent or own your house		Q16 Gender		Q17 Age by category		Q18 Highest level formal education completed		Q19 Income		
		Hays	Other	Rent	Own	Male	Female	Under 45	Age 45 or over	Less than Bachelor's	Bachelor's +	Under \$50,000	\$50,000 to \$99,999	\$100,000 or more
Q13 Affordable Monthly Living Cost	Under \$300 per month	6.1%	2.4%	12.8%	4.2%	1.3%	8.9%	1.9%	7.6%	8.4%	4.1%	12.5%	4.2%	0.0%
	\$300-\$399 per month	4.3%	7.1%	12.8%	3.0%	5.1%	4.8%	1.9%	5.6%	8.4%	2.5%	10.9%	4.2%	0.0%
	\$400-\$499 per month	3.7%	9.5%	10.3%	3.6%	6.3%	4.0%	3.8%	4.9%	7.2%	3.3%	12.5%	2.8%	0.0%
	\$500-\$599 per month	6.1%	16.7%	5.1%	9.0%	11.4%	6.5%	5.8%	9.7%	13.3%	4.9%	15.6%	8.5%	1.5%
	\$600-\$699 per month	9.2%	4.8%	12.8%	7.2%	8.9%	8.1%	5.8%	9.0%	15.7%	3.3%	12.5%	9.9%	3.0%
	\$700-\$799 per month	10.4%	14.3%	25.6%	7.8%	7.6%	12.9%	11.5%	11.1%	10.8%	11.5%	17.2%	12.7%	4.5%
	\$800-\$899 per month	8.6%	7.1%	0.0%	10.2%	7.6%	8.9%	7.7%	7.6%	8.4%	8.2%	4.7%	18.3%	0.0%
	\$900-\$999 per month	7.4%	9.5%	5.1%	8.4%	6.3%	8.1%	7.7%	7.6%	8.4%	7.4%	4.7%	11.3%	6.1%
	\$1,000-\$1,199 per month	16.6%	11.9%	5.1%	18.0%	15.2%	15.3%	25.0%	11.8%	7.2%	20.5%	3.1%	15.5%	27.3%
	\$1,200-\$1,399 per month	10.4%	4.8%	2.6%	10.8%	6.3%	11.3%	11.5%	9.0%	3.6%	13.1%	3.1%	4.2%	21.2%
	\$1,400-\$1,599 per month	5.5%	0.0%	2.6%	4.8%	2.5%	5.6%	3.8%	4.9%	3.6%	4.9%	1.6%	4.2%	7.6%
	\$1,600 or more per month	11.7%	11.9%	5.1%	13.2%	21.5%	5.6%	13.5%	11.1%	4.8%	16.4%	1.6%	4.2%	28.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Appendix 3: Questionnaire



# FORT HAYS STATE UNIVERSITY

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THE DOCKING INSTITUTE OF PUBLIC AFFAIRS

Dear Ellis County Resident,

The Docking Institute of Public Affairs at Fort Hays State University has been commissioned to conduct a survey on quality-of-life priorities for Ellis County. The study aims to better understand residents' perceptions and preferences regarding various initiatives that can improve the area as a place to live, work, and play.

We ask that an adult (18 or older) living in your household participate in the survey. Participation is voluntary, and we sincerely hope you will help us collect useful information for a successful study of quality-of-life priorities. The questionnaire should take about 10-15 minutes to complete and can greatly benefit community development initiatives for Ellis County.

All respondents are assured complete confidentiality. The Docking Institute will collect and analyze grouped data only. The Institute will deliver a report of findings to Imagine Ellis County, which is a committee with representation from a cross-section of businesses, not-for-profit organizations, and governmental units of Ellis County.

We ask that you complete and return the enclosed questionnaire within five days. The questionnaire has a mailing list number. The number allows the Docking Institute to remove your household from the list upon receipt of your questionnaire, so that we will not mail you another one. After you have completed the questionnaire, simply tape the booklet closed and drop it in the mail. Postage is pre-paid, and the booklet is pre-addressed for direct return to the Docking Institute.

Please contact me if you have any questions. Our website is [www.fhsu.edu/docking/](http://www.fhsu.edu/docking/) if you would like to learn more about us.

Thank you in advance for your assistance!

Brett Zollinger, Ph.D.  
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# Ellis County Quality of Life Priorities Survey



Conducted by  
Docking Institute of Public Affairs  
Fort Hays State University

**After completing the questionnaire, tape it closed and mail back.  
The booklet is pre-addressed and postage is paid for direct return to the Docking Institute.**

***Please circle the number that best represents your answer.***

Q1. How satisfied are you with Ellis County as a place:

	<b>Very Dissatisfied</b>	<b>Dissatisfied</b>	<b>Satisfied</b>	<b>Very Satisfied</b>	<b>Don't Know</b>
a. to work	1	2	3	4	8
b. to operate a business	1	2	3	4	8
c. to raise a family	1	2	3	4	8
d. to retire	1	2	3	4	8
e. where citizens can be engaged in public decision-making	1	2	3	4	8
f. to enjoy diverse recreational opportunities	1	2	3	4	8

Q2. Overall, how satisfied are you with Ellis County as a place to live?

1. Very dissatisfied
2. Dissatisfied
3. Satisfied
4. Very satisfied
8. Don't know

For each item in the lists below, please tell us whether the item needs **no action**, is a **low priority**, is a **moderate priority**, a **high priority**, or a **very high priority** for Ellis County.

**Q3. Economy and Jobs**

	No Action Needed	Low Priority	Moderate Priority	High Priority	Very High Priority	Don't Know
a. Increase economic diversity	1	2	3	4	5	8
b. Increase support for small businesses/entrepreneurs	1	2	3	4	5	8
c. Increase support for large businesses	1	2	3	4	5	8
d. More incentives to attract outside businesses	1	2	3	4	5	8
e. More incentives to grow existing businesses	1	2	3	4	5	8
f. More incentives for local entrepreneurs to start a business	1	2	3	4	5	8
g. More incentives to retain qualified professionals	1	2	3	4	5	8
h. Increase manufacturing jobs	1	2	3	4	5	8
i. Increase professional jobs	1	2	3	4	5	8
j. Increase service jobs	1	2	3	4	5	8
k. Incentivize wages that keep up with the cost of living	1	2	3	4	5	8
l. Enhance the image of Ellis County as a place to live	1	2	3	4	5	8

**Q4. Education and Job Training**

	No Action Needed	Low Priority	Moderate Priority	High Priority	Very High Priority	Don't Know
a. Improve facilities of public elementary schools	1	2	3	4	5	8
b. Improve facilities of public middle and high schools	1	2	3	4	5	8
c. Increase supports to teachers in public schools	1	2	3	4	5	8
d. Increase the variety of vocational education programs	1	2	3	4	5	8
e. Increase the variety of training academies (such as Hays Academy of Hair Design)	1	2	3	4	5	8
f. Increase support to teachers of vocational education programs	1	2	3	4	5	8
g. Support opportunities for continuing professional development	1	2	3	4	5	8
h. Enhance job placement initiatives	1	2	3	4	5	8

Q5. Housing

	No Action Needed	Low Priority	Moderate Priority	High Priority	Very High Priority	Don't Know
a. Increase affordable single-family houses for purchase	1	2	3	4	5	8
b. Increase affordable multi-family condos for purchase	1	2	3	4	5	8
c. Increase affordable multi-family apartment complexes	1	2	3	4	5	8
d. Increase middle income single-family houses for purchase	1	2	3	4	5	8
e. Increase middle income multi-family condos for purchase	1	2	3	4	5	8
f. Rehabilitate existing single-family housing for rent	1	2	3	4	5	8
g. Rehabilitate existing multi-family apartments for rent	1	2	3	4	5	8
h. Increase memory care living (e.g. Alzheimer's, dementia)	1	2	3	4	5	8
i. Increase senior independent living	1	2	3	4	5	8
j. Increase senior assisted living	1	2	3	4	5	8
k. Increase skilled nursing living	1	2	3	4	5	8
l. Increase housing that meets handicap accessible standards	1	2	3	4	5	8
m. Utilize vacant buildings for new housing	1	2	3	4	5	8
n. Utilize vacant lots	1	2	3	4	5	8

Q6. Infrastructure

	No Action Needed	Low Priority	Moderate Priority	High Priority	Very High Priority	Don't Know
a. More public transportation	1	2	3	4	5	8
b. Increase public transportation between towns in the county	1	2	3	4	5	8
c. Maintaining streets in towns	1	2	3	4	5	8
d. Maintaining county roads/bridges	1	2	3	4	5	8
e. Maintaining sidewalks	1	2	3	4	5	8
f. Enhance municipal water quality	1	2	3	4	5	8
g. Increase municipal water availability	1	2	3	4	5	8
h. Increase recycling drop sites	1	2	3	4	5	8
i. Improve Internet access (speed and stability)	1	2	3	4	5	8
j. Build civic and events center	1	2	3	4	5	8



### Q7. Social Services

	No Action Needed	Low Priority	Moderate Priority	High Priority	Very High Priority	Don't Know
a. Increase home daycares	1	2	3	4	5	8
b. Increase daycare centers	1	2	3	4	5	8
c. Create more after school programs	1	2	3	4	5	8
d. Create more activities for <u>middle school-age</u> kids	1	2	3	4	5	8
e. Increase certified babysitters	1	2	3	4	5	8
f. Support senior citizen centers	1	2	3	4	5	8
g. Support for low-income families	1	2	3	4	5	8
h. Support for low-income kids	1	2	3	4	5	8
i. Support for isolated elderly	1	2	3	4	5	8
j. Support for unemployed	1	2	3	4	5	8

### Q8. Shopping and Dining

	No Action Needed	Low Priority	Moderate Priority	High Priority	Very High Priority	Don't Know
a. Increase shoes/boots/other footwear selections	1	2	3	4	5	8
b. Increase women's clothing selections	1	2	3	4	5	8
c. Increase men's clothing selections	1	2	3	4	5	8
d. Increase children's clothing selections	1	2	3	4	5	8
e. Increase sporting goods selections	1	2	3	4	5	8
f. Increase fine dining	1	2	3	4	5	8
g. Increase casual sit-down dining	1	2	3	4	5	8
h. Increase fast food dining	1	2	3	4	5	8
i. Increase health food grocery availability	1	2	3	4	5	8
j. Increase ethnic food grocery availability	1	2	3	4	5	8
k. Increase bulk grocery availability	1	2	3	4	5	8
l. Increase bulk household goods availability	1	2	3	4	5	8

### Q9. Culture and Entertainment

	No Action Needed	Low Priority	Moderate Priority	High Priority	Very High Priority	Don't Know
a. Enhance libraries	1	2	3	4	5	8
b. Enhance museums	1	2	3	4	5	8
c. Improve movie theaters	1	2	3	4	5	8
d. Create outdoor stage venue	1	2	3	4	5	8
e. Increase promotion of special events for the area (e.g. Art Walks, Herzogfest, Riverfest, Oktoberfest, Wild West Fest)	1	2	3	4	5	8
f. Create more western themed community events	1	2	3	4	5	8
g. Create more Volga German themed events	1	2	3	4	5	8
h. Create more holiday community activities (haunted maze, Christmas stroll)	1	2	3	4	5	8
i. Enhance tourism	1	2	3	4	5	8
j. More diverse cultural events	1	2	3	4	5	8

### Q10. Recreation

	No Action Needed	Low Priority	Moderate Priority	High Priority	Very High Priority	Don't Know
a. Build more playgrounds	1	2	3	4	5	8
b. Enhance existing playgrounds	1	2	3	4	5	8
c. Add outdoor exercise equipment to parks/urban trails	1	2	3	4	5	8
d. Add lighting to outdoor basketball courts	1	2	3	4	5	8
e. Enhance pools/waterpark	1	2	3	4	5	8
f. Build trampoline park	1	2	3	4	5	8
g. More public fishing	1	2	3	4	5	8
h. Create off-street walking/hiking trails	1	2	3	4	5	8
i. Create off-street bicycling trails	1	2	3	4	5	8
j. Increase indoor recreation options (e.g. pool, pickle ball, etc.)	1	2	3	4	5	8

Q11. Community Development

	No Action Needed	Low Priority	Moderate Priority	High Priority	Very High Priority	Don't Know
a. Retention of young people	1	2	3	4	5	8
b. Attract young adults to the area	1	2	3	4	5	8
c. Mentor new local leaders for all sectors (business, government, nonprofit organizations)	1	2	3	4	5	8
d. Increase cooperation among cities in the county	1	2	3	4	5	8
e. Increase cooperation between cities and the county government	1	2	3	4	5	8
f. Complete initiated public projects	1	2	3	4	5	8
g. Create and maintain a county-wide calendar of events	1	2	3	4	5	8
h. Enhance local news coverage/journalism	1	2	3	4	5	8
i. Welcoming of diverse cultures	1	2	3	4	5	8
j. Use community foundation to retain and manage wealth for benefit of community needs	1	2	3	4	5	8

Q12. Please offer up to five other enhancements for Ellis County that you believe would increase the quality-of-life as an area to live, work, and play.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

e. \_\_\_\_\_

Q13. Given your situation, which of these ranges best represents an affordable monthly mortgage or rent payment for you/your family?

- |                          |                               |
|--------------------------|-------------------------------|
| 1. Under \$300 per month | 7. \$800-\$899 per month      |
| 2. \$300-\$399 per month | 8. \$900-\$999 per month      |
| 3. \$400-\$499 per month | 9. \$1,000-\$1,199 per month  |
| 4. \$500-\$599 per month | 10. \$1,200-\$1,399 per month |
| 5. \$600-\$699 per month | 11. \$1,400-\$1,599 per month |
| 6. \$700-\$799 per month | 12. \$1,600 or more per month |

***Finally, we have a few questions about you to help us analyze the results of the survey.***

Q14. In which town do you live?

1. Hays
2. Ellis
3. Victoria
4. Catherine
5. Munjor
6. Schoenchen
7. Antonino
8. Unincorporated part of Ellis County → If so, what town is nearest to your home? \_\_\_\_\_

Q15. Do you rent or own your home here in Ellis County?

1. Rent
2. Own (includes buying)

Q16. Which of the following best represents you?

1. Male
2. Female
3. Other Identity
4. I prefer not to say

Q17. What year were you born? \_\_\_\_\_

Q18. Please indicate the highest level of formal education that you have completed.

1. Less than a high school diploma
2. High school diploma
3. Some college or certificate program
4. Associate's or technical degree
5. Bachelor's degree
6. Master's or law degree
7. Doctoral degree

Q19. Which category is closest to your total household income (before taxes) for last year?

- |                         |                         |
|-------------------------|-------------------------|
| 1. Under \$10,000       | 6. \$50,000 to \$59,999 |
| 2. \$10,000 to \$19,999 | 7. \$60,000 to \$69,999 |
| 3. \$20,000 to \$29,999 | 8. \$70,000 to \$79,999 |
| 4. \$30,000 to \$39,999 | 9. \$80,000 to \$99,999 |
| 5. \$40,000 to \$49,999 | 10. \$100,000 or more   |

**Thank you for participating in this survey!**

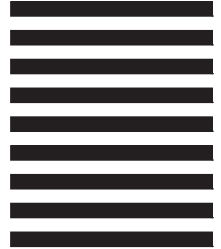
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