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A STUDY OF FACTORS ASSOCIATED WITH COMMUNITY  
SATISFACTION AMONG RESIDENTS OF A  
SOUTH DAKOTA COMMUNITY

BY

JAVAN E. DARGAN

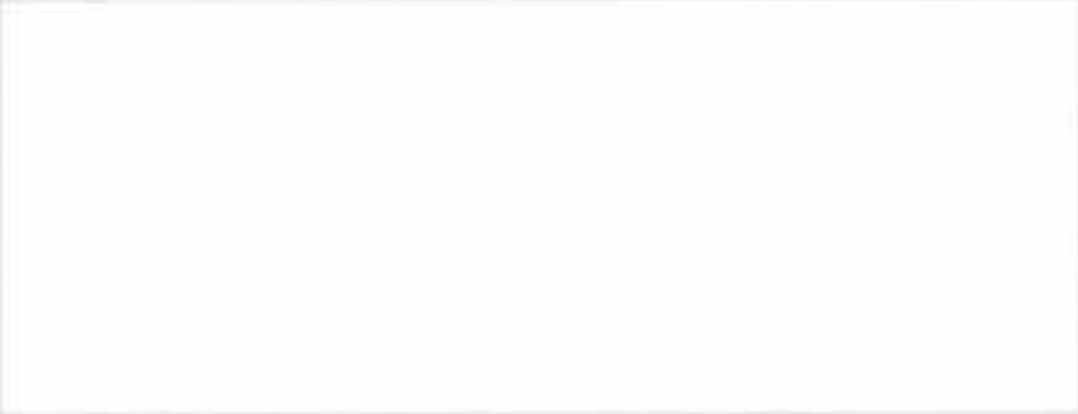
A thesis submitted  
in partial fulfillment of the requirements for the  
degree Doctor of Philosophy, Major in  
Sociology, South Dakota  
State University

1977

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A STUDY OF FACTORS ASSOCIATED WITH COMMUNITY  
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This thesis is approved as a creditable and independent investigation by a candidate for the degree Doctor of Philosophy, and is acceptable as meeting the thesis requirements for this degree, but without implying that the conclusions reached by the candidate are necessarily the conclusions of the major department.



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JED



A STUDY OF FACTORS ASSOCIATED WITH COMMUNITY  
SATISFACTION AMONG RESIDENTS OF A  
SOUTH DAKOTA COMMUNITY

Abstract

JAVAN E. DARGAN

Under the supervision of Professor Robert M. Dimit

This exploratory case study examined the extent of community satisfaction in a South Dakota town, herein called Dakota Town. The purposes of this study were (1) to examine the attitudes of residents toward their community, (2) to examine the attitudes of residents toward their community's subsystems, (3) to examine the factors associated with the residents' overall satisfaction with their community, (4) to examine the factors associated with the residents' satisfaction with the subsystems of their community, and (5) to examine the extent to which variations in the attitudes toward community subsystems explain variations in community satisfaction.

Social systems theory and attitude theory were utilized to determine what life was like and how it was organized in this particular community. Emphasis was placed on the fact that this community was not declining in population as were other communities of like

kind, and determination as to the reasons for this were examined in light of community satisfaction.

It was hypothesized that satisfaction with this community was a function of the respondents length of residence, sex, age, income, organizational participation and educational level. Analysis of the chi-square tests of association showed that none of these independent variables were significantly related to the dependent variable of community satisfaction at the 0.05 level of significance. Also, an analysis to determine the extent to which the set of independent variables explained the dependent variable to community satisfaction was utilized using stepwise multiple regression procedure.

This analysis indicated that attitudes toward civic and social organizations and attitudes toward protective services in this community were significant variables at the 0.05 level in explaining overall community satisfaction. The regression coefficients for these two significant variables were negative since the dependent variable ratings were coded with a low score for greatest satisfaction while the independent variable ratings had a high score for greatest satisfaction. The remaining independent variables did not contribute significantly to the explanation of community satisfaction. However, it must also be noted that these two significant variables explain less than 20 percent of the variability in community satisfaction. Therefore, there must be other variables,

not examined in this analysis, which explain variations in community satisfaction.

Conclusions from this study were:

1. Although the findings indicate that the majority of residents were satisfied with Dakota Town by indicating that it was a good or excellent place to live, it must be noted that almost 50 percent of the respondents had never lived in any other place.

2. Community satisfaction was influenced by the number of years the respondents had lived in Dakota Town. Those respondents who had lived in Dakota Town twenty-five years or longer tended to regard it as a good or excellent place to live.

3. Varying attitudes toward community satisfaction were also influenced by age and income.

4. Attitudes toward Dakota Town were also influenced by an individual's activity in organizations.

5. Even though these findings indicate that, in general, the citizens of Dakota Town were satisfied with their community, they also had suggestions and ideas for improvement and were cognizant of its needs as a community. These ideas and suggestions for improvement are also cited in this study.

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## CHAPTER I

### INTRODUCTION

Generally, communities under 500 population in South Dakota are experiencing population decline. This has been shown in recent studies by Goss, Wagner and Dimit<sup>1</sup> and by Field and Dimit.<sup>2</sup> Earlier studies by Landis<sup>3</sup> and Chittick<sup>4</sup> also noted this trend.

The community under 500 population that is being explored in this study, herein called Dakota Town, has not been experiencing population decline, but rather has maintained essentially the same size for over two decades. One of the reasons for this phenomenon may be that the individual resident is satisfied with this community as a place to live. In other words, the individual's attitudes

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<sup>1</sup>Sid Goss, Robert Wagner, and Robert Dimit, Population Changes in South Dakota Small Towns: 1960-1970 (Brookings: Agricultural Experiment Station Bulletin 636, 1975), p. 13.

<sup>2</sup>Donald R. Field and Robert Dimit, Population Change in South Dakota Small Towns and Cities (Brookings: Agricultural Experiment Station Bulletin 571, 1970), p. 5.

<sup>3</sup>Paul H. Landis, South Dakota Town-Country Trade Relations 1901-1931 (Brookings: Agricultural Experiment Station Bulletin 279, 1933).

<sup>4</sup>Douglas Chittick, Growth and Decline of South Dakota Trade Centers (Brookings: Agricultural Experiment Station Bulletin 448, 1955).

toward this community may be related to the stabilization of this population.

In conducting research in the community, a valuable approach is one that focuses upon present community dynamics and community satisfaction. This type of research asks what life is like, how it is organized in particular communities, and examines the community resident's ideas of what the community needs to make it even more suitable.<sup>5</sup> This is very valuable information because particular community trends relating to the subsystems of the community might possibly be found from the data. As has been pointed out by Chittick, there are many groups in agriculture, business, migration, education and other social institutions who are interested in these trends for all sizes of trade centers, and this is true specifically in South Dakota.<sup>6</sup> However, it must be realized that while census figures and other descriptive data indicate these general trends, they tell us nothing about the families who actually live in the particular community under investigation. As Gwin has stated, we

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<sup>5</sup>Dennis Poplin, Communities: A Survey of Theories and Methods of Research (New York: The MacMillan Company, 1972), p. 258.

<sup>6</sup>Douglas Chittick, "The Future of the Small Town in South Dakota," South Dakota Farm and Home Research, 12:16, Summer, 1961.

need to know "the conditions favorable to a healthy condition of community relationships in the smaller places, and this can be found by studying the history and habits of each community."<sup>7</sup> Thus, these attitudes toward the community are indeed important.

We also know from other research projects by rural sociologists that residents of a small community are affected by changes which are primarily centered around population decline. As Fuguitt has indicated, "the problems of rural life have been rediscovered. Nearly everyone in public life today has heard that approximately one-half of our counties are declining in population."<sup>8</sup> Fuguitt also concurs with the research of Chittick, noted earlier, that larger places grow faster, or are more likely to grow, than smaller ones, except in areas very close to large cities.<sup>9</sup> However, we also need to be aware of other factors associated with growth in a community, and specifically those contributing to the stability of the number of residents, for these are directly involved in the building of communities for the future. For instance, Ellenbogen has pointed out

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<sup>7</sup>J. B. Gwin, "Community Relationships," Social Forces, 4:108, September, 1925.

<sup>8</sup>Glenn Fuguitt, "The Places Left Behind: Population Trends and Policy for Rural America," Rural Sociology, 36:450, December, 1971.

<sup>9</sup>Ibid., p. 453.

that a basic principle of social organization maintains that if a social unit, such as a community, is to survive, much less grow or develop, it must be the attitudes of the community residents that this community does fulfill the needs and aspirations of its members relatively well.<sup>10</sup> Also, Arensberg and Kimball feel that one of these factors relates to a community providing those human and social activities that make life seem worth living. This is achieved when members of a community have an attitude of pride toward their community, have a loyalty to their achievements, and have an opportunity to participate in meeting their problems.<sup>11</sup>

Research concerning the attitudes of those individuals who choose to remain in a small community, and thus shape and affect the total behavior of that community, is important and very much needed. This exploratory case study is unique in that it tends to focus on a small South Dakota community with a stable population. In other words, it has not followed the typical pattern of consistent out-migration. Investigation will be made concerning attitudes

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<sup>10</sup>Bert L. Ellenbogen, "Service Structure of the Small Community: Problems and Options for Change," in Larry R. Whiting (ed.), Communities Left Behind: Alternatives for Development (Ames: Iowa State University Press, 1974), p. 82.

<sup>11</sup>Conrad Arensberg and Solon T. Kimball, Culture and Community (New York: Harcourt, Brace and World, 1965), p. 150.

toward this community and its subsystems which should provide insight into the indicators of community satisfaction. Community satisfaction will be determined by individuals describing how they feel about the community, its subsystems, and its services, and indicating what suggestions they have for community improvement. It must be noted that this is an important problem for, as Sanders has pointed out, "the ability of a community to attract and then to hold people depends on the sense of satisfaction that living in a given community affords."<sup>12</sup> Also, Kunze suggests there is a critical need to teach people in small communities how to operate as group dynamics teams or community planning groups to analyze their problems, establish priorities, and implement the decisions they adopt.<sup>13</sup> Perhaps, the state of our knowledge concerning this problem was best stated by Roger Durand and Dennis Eckart in an article entitled, "Social Rank, Residential Effects and Community Satisfaction," which appeared in Social Forces, September, 1973. Durand and Eckart state that "despite the attention recently paid to

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<sup>12</sup>Irwin T. Sanders, The Community (New York: The Ronald Press Company, 1966), p. 375.

<sup>13</sup>Anne Kunze, "Rural Communities Offer Societal Options," in Larry R. Whiting (ed.), Communities Left Behind: Alternatives for Development (Ames: Iowa State University Press, 1974), p. 138.

the 'quality of urban life', we know little about factors which promote feelings of satisfaction within a community."<sup>14</sup> They further point out that few studies have systematically investigated the determinants of community satisfaction and fewer still have related neighborhood variables to residents' community evaluation.<sup>15</sup>

Rojek and others also agree that "few substantive investigations have been made by sociologists in the area of community satisfaction."<sup>16</sup> It is evident, therefore, that past studies have assumed that persons who inhabit neighborhoods are satisfied with life in their communities, and that a sense of homogeneity exists, and thus research into these areas is virtually nonexistent. This indicates, of course, that it is very greatly needed.

#### Statement of the Problem and Objectives

Because research concerning the attitudes of those individuals who choose to remain in a small community is lacking and very

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<sup>14</sup>Roger Durand and Dennis R. Eckart, "Social Rank, Residential Effects and Community Satisfaction," Social Forces, 52:74, 1973.

<sup>15</sup>Ibid., p. 75.

<sup>16</sup>Dean G. Rojek, Frank Clemente and Gene F. Summers, "Community Satisfaction: A Study of Contentment with Local Services," Rural Sociology, 40:177, 1975.

much needed, the following is posed as the central problem of this study: What factors are associated with community satisfaction?

This problem can be broken down further into five research objectives:

1. To examine the attitudes of residents toward their community.
2. To examine the attitudes of residents toward their community's subsystems.
3. To examine the factors associated with the residents' overall satisfaction with their community.
4. To examine the factors associated with the residents' satisfaction with the subsystems of their community.
5. To examine the extent to which variations in the attitudes toward community subsystems explain variations in community satisfaction.

The investigation of this problem and its related objectives is important for a number of reasons. First, there is a need for further research in this particular area. Writers, such as Copp, have indicated that more research is needed concerning the social aspects of economic location and the quality of life under different



degrees of population concentration in communities.<sup>17</sup> Second, according to Kaufman, the social value of community research can be realized and measured by the extent to which it contributes to the types of community people desire.<sup>18</sup>

Specifically, South Dakota communities have been the focus of various research projects, since these communities have been undergoing many and relatively rapid changes for the past number of years. However, Field and Dimit have indicated that only knowing that the people of South Dakota have experienced the effects of changes taking place in their local communities is not sufficient information. Rather, we need to identify the kinds of adjustments needed to build communities which can grow and prosper in a constantly changing society.<sup>19</sup> One change that has been studied quite thoroughly has been population change. Field and Dimit indicate that studying population growth or decline is one valid criteria for examining community change; but it is not the only

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<sup>17</sup>James Copp, "Rural Sociology and Rural Development, "Rural Sociology, 37:528, December, 1972.

<sup>18</sup>Harold F. Kaufman, "Toward an Interactional Conception of Community," Social Forces, 38:17, October, 1959.

<sup>19</sup>Field and Dimit, op. cit., p. 5.

criteria that should be considered when evaluating the well being of a community.<sup>20</sup>

The growth and decline of small rural communities in our urban society of today depends upon the ability of the community residents to adjust to society's changing conditions.<sup>21</sup> One way to examine this is to see how attitudes of individuals in a particular community shape the behavior of that community. The attitudes of individuals in the community toward their community services and their suggestions for community improvement are very important factors that help determine the kinds of adjustments needed to build communities for the future.

This exploratory case study focused upon community satisfaction attitudes of residents of a small South Dakota community, with no attempt to generalize to other communities. For purposes of this study, it was assumed that those persons who worked and carried on social relationships in Dakota Town during the day would be more indicative of a permanent community resident than those who were away from Dakota Town during the day. In other words, persons working away from Dakota Town, but utilizing this town

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<sup>20</sup>Ibid., p. 16.

<sup>21</sup>Ibid., p. 7.

as a "bedroom" community, would not be as dependent upon Dakota Town as those residents whose daily activities took place within the community. Interviewing, therefore, was conducted during the day-time with all of the residences being contacted. It is felt that the results of this study will provide a profile of many important social traits of this community and indicate the reasons for a stable population in this community.

#### Organization of the Dissertation

The remainder of this dissertation is organized as follows:

1. Chapter II examines the literature pertinent to the problem researched and summarizes the research and writings cited.
2. Chapter III discusses the theoretical format of the study, provides a conceptual model, and states the research hypotheses.
3. Chapter IV contains a discussion of the methodology and provides operational definitions of variables.
4. Chapter V presents a descriptive analysis of the findings, non-parametric tests of association and the findings of multiple regression analysis of selected variables.
5. Chapter VI contains a summary, major findings, conclusions, limitations and recommendations for further research pertaining to the problem researched in this study.

## CHAPTER II

### REVIEW OF LITERATURE

This chapter reviews literature pertinent to research on community satisfaction and the organization of community life. Measuring community satisfaction can actually fulfill two basic criteria as indicated by Campbell and Converse. First, there must be an indication of the objective conditions and a subjective assessment of those conditions. Second, there must be multiple indicators needed to describe the social situation.<sup>22</sup> Thus, it can be seen that measures of community satisfaction are valuable indicators from a social perspective, and if the assessment of community services in a time series perspective would be utilized, these could supplement the social indicators and facilitate inferences regarding future change.<sup>23</sup>

Vernon Davies was the earliest researcher to develop an index to rate community satisfaction of residents toward their community.<sup>24</sup>

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<sup>22</sup>Angus Campbell and P. E. Converse, The Human Meaning of Social Change (New York: Russell Sage Foundation, 1972), p. 3.

<sup>23</sup>Ibid.

<sup>24</sup>Vernon Davies, "Development of a Scale to Rate Attitude of Community Satisfaction," Rural Sociology, 10:246, 1945.

He found that community satisfaction was not related to sex or age, but was moderately related to intelligence and strongly associated with the size of the community.<sup>25</sup> A study, based on 116 small communities in Central Illinois, found that their ability to provide citizens with adequate goods and services is closely related to their ability to hold population. Harden also found that if a community is fortuitously located near a large city, its prospects for growth are greatly enhanced. However, if this happens, the community may lose its identity and become a "bedroom" town of the larger city.<sup>26</sup>

Field and Dimit also noted this same concern in Population Change in South Dakota Towns and Cities indicating that towns near large centers may become the residential centers for the larger community.<sup>27</sup> However, Fuguitt seems to indicate that this may not be a completely negative phenomenon. He states that "the decentralization of population and activities around large cities has given a new lease on life to many small towns, as they become

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<sup>25</sup>Ibid., p. 254.

<sup>26</sup>Warren R. Harden, "Social and Economic Effects of Community Size," Rural Sociology, 25:204, 1960.

<sup>27</sup>Field and Dimit, op. cit., p. 19.

the residences of people who sometimes commute long distances to work."<sup>28</sup>

Another community satisfaction index was later constructed by Clinton Jesser, but was based on the earlier work by Vernon Davies. Jesser studied the levels of satisfaction among professionals in rural areas and found that the social-helping professionals had lower levels of community satisfaction than did the technical-helping professionals. Jesser's findings also supported Davies' findings regarding the non-significant effects of income, education, sex, age, and place of birth.<sup>29</sup>

In a research project by Johnson and Knop, who used items from both Davies' and Jesser's work, community satisfaction was found to be a multidimensional variable.<sup>30</sup> They also found that satisfaction with the community is not an all-or-nothing matter. In other words, residents could be satisfied and dissatisfied with aspects of the same community. Also, Johnson and Knop found no consensus among the rural-urban respondents to indicate that either the rural or

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<sup>28</sup>Glenn Fuguitt, "County Seat Status as a Factor in Small Town Growth and Decline," Social Forces, 44:246, December, 1965.

<sup>29</sup>Clinton Jesser, "Community Satisfaction Patterns of Professionals in Rural Areas," Rural Sociology, 32:56, 1967.

<sup>30</sup>Ronald L. Johnson and Edward Knop, "Rural-Urban Differentials in Community Satisfaction," Rural Sociology, 35:546, 1970.

the urban community enjoys an advantage regarding such characteristics as cooperation, progressiveness, leadership, and local pride. They presumed that these characteristics are contingent on factors other than population concentration.<sup>31</sup>

Rojek, Clemente and Summers feel that "by far the most ambitious undertaking in the field of community satisfaction is the ongoing study conducted by Robert W. Marans and Willard Rodgers at the University of Michigan's Institute for Social Research,"<sup>32</sup> which builds on variables presented earlier by Campbell and Converse. Marans and Rodgers examine community satisfaction where objective attributes of the environment are linked to the subjective experiences of individuals in that environment.<sup>33</sup> Therefore, perception of the environment and its actual, objective state are not necessarily equivalent, but rather the evaluation of the environment may be influenced by age, income or race.<sup>34</sup> The results of this study revealed that "person characteristics", had very little effect on

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<sup>31</sup>Ibid., p. 547.

<sup>32</sup>Rojek, et al., op. cit., p. 178.

<sup>33</sup>Robert W. Marans and Willard Rogers, "Toward an Understanding of Community Satisfaction," in Amos Hawley and V. P. Rock (eds.), Metropolitan America in Contemporary Perspective (New York: Halsted Press, 1975), p. 343.

<sup>34</sup>Ibid., p. 307.

community satisfaction. However, the perceived environmental attributes, or attitudes toward the subsystems of the community did influence the individual's sense of community satisfaction.<sup>35</sup>

The most recent study concerning community satisfaction is "Community Satisfaction: A Study of Contentment with Local Services" by Dean G. Rojek and others. This study examined the extent of multidimensionality of reported satisfaction; the effect place of residence had on level of satisfaction; and the correlates of satisfaction with services. This study found that community satisfaction is multidimensional. For example, a person's attitudes toward the schools may be independent of that person's ideas on the shopping facilities, medical services or other subsystems. Also, Rojek found that to some degree, the level of satisfaction with community services is related to the size of the place of residence. A third finding was concerned with eleven economic, social, and demographic variables which previous research had indicated having an impact on community satisfaction. The four dimensions of satisfaction with community services included satisfaction with medical services, public services, commercial services and educational services. Significant differences were found in the medical

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<sup>35</sup>Ibid.



and commercial dimension of satisfaction by residential strata; public and educational services were not significant.<sup>36</sup>

Rojek feels that "the results of this study lend credence to the argument of developing social indicators based on the attitudes of individuals toward conditions in a particular environment. The use of only objective information to measure the social conditions of human existence appears to be inadequate."<sup>37</sup> The subjective indicators will undoubtedly force social scientists to assess the role of values, attitudes, and expectations that serve as intervening filters between the individual's environment and the ultimate evaluation of that perceived environment.<sup>38</sup>

In summary, then, it can be seen in this review of literature that community satisfaction is an important element in community research studies. However, relatively few studies have focused specifically on community satisfaction in community research, and thus further research is definitely needed. In the previous studies cited, it has been found that community satisfaction is related to

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<sup>36</sup>Rojek, et al., op. cit., p. 190.

<sup>37</sup>Ibid.

<sup>38</sup>Ibid., p. 191.

multidimensional variables. In Davies' study neither age nor sex was related to community satisfaction. Jesser also found income, education, sex, age and place of birth to be non-significant. However, a more recent study by Marans and Rodgers, referred to earlier, found that evaluation of the environment is influenced by age, income and race. Also, it was found in the studies, cited earlier, that attitudes toward community subsystems did influence an individual's sense of community satisfaction, with this sense of community satisfaction also being related to the size of the community. It can be seen from these findings that further research information is needed regarding the area of community satisfaction. However, not only is objective information needed, but the attitudes toward the community and its needs is also desired. Therefore, this exploratory research study will utilize the independent variables of length of residence, sex, age, income, organizational participation and educational level of the respondents to determine community satisfaction. It is this researcher's contention that these small communities are important, and as Hamilton, Peterson and Reid have indicated,

small towns are a landscape feature in all parts of the United States...and are often conveniently ignored as quaint remnants of an earlier era, or as quiet bedroom

communities offering an escape from city life. Small towns are important to those who live there and to those who depend on them as sources of community and commercial services.<sup>39</sup>

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<sup>39</sup>J. R. Hamilton, D. V. Peterson and R. Reid, Small Towns in a Rural Area: A Study of the Problems of Small Towns in Idaho (Idaho Agricultural Experiment Station Bulletin 91, 1976), p. 1.

## CHAPTER III

### THEORETICAL FRAMEWORK

#### Introduction

The theoretical perspective utilized in this study views the community as a social system. This perspective derives its major ideas from the body of knowledge known today in the field of sociology as "systems theory". In relation to this theory, the community is viewed as a social system, made up of interrelated components or parts. These components or parts are referred to in this study as subsystems.

When applying the systems approach to community satisfaction, it must be realized that determining the satisfaction with the total community is only one part of examining the question as to just what features in the community provide this satisfaction. Therefore, in addition to examining the extent of satisfaction with the total social system, a determination of the satisfaction with each of the various subsystems is needed to provide essential insight for understanding which features of the community provide the basis for this satisfaction.

In this study, community satisfaction is viewed in terms of the attitude of the respondents toward the community. Satisfaction with

the community subsystems is treated in terms of the respondents' attitudes toward one of the community's subsystems.

Therefore, the general approach utilized in this study is in line with the major objectives, which are:

1. To examine attitudes of the respondents toward their community.
2. To examine the attitudes of respondents toward their community's subsystems.
3. To examine the factors associated with the respondents' overall satisfaction with their community.
4. To examine the factors associated with the respondents' satisfaction with the subsystems of their community.
5. To examine the extent to which variations in the attitudes toward community subsystems explain variations in community satisfaction.

In this study, attitudes toward the community were based on individual conceptions of what constitutes a community, with no attempt made to define community. Also, attitudes toward the community subsystems were obtained with no specific definition of community posed, but responses secured in terms of the individual respondent's conception of this community of Dakota Town.

However, as Roland Warren points out, "one thinks of communities, large or small, as clusters of people living in close proximity in an area which contains local stores and other service facilities for the sustenance of local people, and also industries whose produce is distributed throughout a much wider area."<sup>40</sup> Warren also indicated some criteria that are usually thought to characterize communities. These include "a specific population, living within a specific geographic area, amongst whom there are present, shared institutions and values and significant social interaction."<sup>41</sup> These, then, are components of community, but they are not specifically a definition of community.

It can be seen, then, that the community operates as a unit and has a system or a structure of interrelated parts called subsystems. Also, it has been pointed out that the community is not an event which is easily grasped, but it is a complicated and often mysterious set of relationships among people, groups and institutions.<sup>42</sup>

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<sup>40</sup>Roland Warren, The Community in America (New York: Rand McNally Company, 1972), p. 2.

<sup>41</sup>Ibid.

<sup>42</sup>Lowry Nelson, et al., Community Structure and Change (New York: The MacMillan Company, 1960), p. 2.

### Social Systems Theory

Perhaps most frequently, in recent years, the community has been conceived as a social system.<sup>43</sup> A social system is thought of as a highly organized set of socially significant relationships between two or more persons or groups, and this relationship must endure through time.<sup>44</sup> Poplin explains that social systems theory has made a significant contribution to community research by shedding light on the ways in which communities are structured and organized. Consequently, the community in general, or Dakota Town in particular, can be viewed as a system which consists of statuses and roles, and of groups and institutions. The structural components, or subsystems, are closely articulated with each other; roles and statuses combine with other roles and statuses to form groups; groups are combined with other groups to form institutions; and finally, institutions are combined with other institutions to give rise to communities.<sup>45</sup>

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<sup>43</sup>Kenneth P. Wilkinson, "The Community as a Social Field," Social Forces, 48:311-322, 1970.

<sup>44</sup>Poplin, op. cit., p. 149.

<sup>45</sup>Ibid.

Subsystems. In viewing the structural features of the community itself, we see that a community is a system of systems. Dakota Town is no exception. In other words, this community as a social system is composed of various social institutions or subsystems. Although the number of distinct institutional spheres found at the community level varies, the most important ones in a typical American community are the governmental, economic, educational, religious, and familial subsystems. Of course, each one of these could be broken down into a wide variety of social and/or associational groups. These, in turn, can be analyzed in terms of their component statuses and roles.<sup>46</sup>

Parsons goes somewhat further in looking at the structure of social systems. He feels that the structure of an empirical system consists of units, such as the particle or the cell, and patterned relations among units, such as relative distances and organization into tissues and organs. In viewing social systems, the minimum unit is the role of the participating individual actor, or status-role, and the minimum relation is that of patterned reciprocal interactions in which each participant functions as an actor in relation to others,

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<sup>46</sup>Ibid., p. 152.



and conversely, each is object for all the others.<sup>47</sup> Beal also agrees with Parsons and states that "while it is recognized that social systems are composed of actors (individuals), the patterning of relationships are the important systemic attributes."<sup>48</sup> In fact, in the social systems approach, patterns of association among interacting social subsystems constitute part of the phenomena at the center of attention.<sup>49</sup> Murdock and Sutton state that this approach dates back to 1941 when E. T. Hiller conceived of the community as a special kind of social system. Thus, social system had the four generic traits of all social systems, which are personnel, tests of membership, distinctive roles and regulating norms. In addition, it "had the distinctive characteristic of being integrated by the relevance of a habitual locality or area."<sup>50</sup>

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<sup>47</sup>Talcott Parsons, "A Functional Theory of Change," in Amitai Etzioni and Eva Etzioni-Halevy (eds.) Social Change: Sources, Patterns and Consequences (New York: Basic Books Inc., 1973), p. 74.

<sup>48</sup>George Beal, "Social Action: Instigated Social Change in Large Social Systems," in James Copp (ed.) Our Changing Rural Society: Perspectives and Trends (Ames: Iowa State University Press, 1964), p. 243.

<sup>49</sup>Steve Murdock and Willis A. Sutton Jr., "The New Ecology and Community Theory: Similarities, Differences and Convergencies," Rural Sociology, 39:326, 1974.

<sup>50</sup>Ibid.

Sanders states that social relationships are the building blocks out of which social systems are made.<sup>51</sup> Consequently, these social relationships are not random expressions of human activity, but rather are viewed as part of a systematic arrangement of the social units found in a geographic area, which we call the community. Thus, the community is viewed as a social system.<sup>52</sup> Also, Warren points out that "we see the community as a social system which undergoes stresses and strains, but whose overall long-time process is one of increasing differentiation of function and structure."<sup>53</sup> The perspective presented by Bates concludes that the sociologist must construct the structural properties of large and complex social systems from only the observable part of the total behavior that constitutes those systems. Since a community exists through time and social space, the analysis of the community makes imperative the use of logically integrated structural concepts induced from only a relatively small amount of behavior

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<sup>51</sup>Sanders, op. cit., p. 19.

<sup>52</sup>Ibid.

<sup>53</sup>Roland L. Warren, "Toward a Reformulation of Community Theory," in Roland L. Warren (ed.) Perspectives on the American Community (Chicago: Rand McNally and Company, 1966), p. 76.

observed by the sociologist.<sup>54</sup> Thus, the conceptualizations of social systems possessing interdependent parts, and the relationship between variations in segments of the social system may be investigated. This investigation is, of course, carried out by the method called community study. In this method, a problem (or problems) in the nature, interconnections, or dynamics of behavior and attitudes is explored against or within the surrounds of other behavior and attitudes of the individuals making up the life of a particular community.<sup>55</sup> It is a naturalistic, comparative method. It is aimed at studying behavior and attitudes as objects in vivo, through observation, rather than in vitro, through isolation and abstraction, or in a model through experiment.<sup>56</sup> Specifically, in analyzing the community of Dakota Town, it is important to explore the attitudes of community residents toward the composition of life in that community. This exploration of the social system in Dakota Town as observed through its interdependent parts or subsystems, will reveal attitudes and behavioral patterns that will indicate levels of satisfaction toward this community.

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<sup>54</sup>Frederick L. Bates, "The Community as a Social System," Social Forces, 50:371, 1972.

<sup>55</sup>Arensberg and Kimball, op. cit., p. 29.

<sup>56</sup>Ibid.

### Attitude Theory

It is evident from previous findings that any investigation of the factors associated with community satisfaction be concerned with the present attitudes of particular individuals in the community. These attitudes, of course, are the result of previous socialization experiences which now affect behavior patterns.<sup>57</sup> Specifically, this research study is concerned with the attitudes of individuals within the community, which is viewed as a social system. As Sargent and Williamson point out, attitudes are primarily determined by values, which are basic in the personality structure.<sup>58</sup>

The concept "attitude" as used in this study is defined as "...a fairly consistent learned tendency to behave in a certain way, (generally positively or negatively) toward persons, objects, or situations."<sup>59</sup> It also was noted by Martindale that "attitudes represent a process of individual consciousness which determines

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<sup>57</sup>Theodore M. Newcomb, Ralph Turner, and Phillip Converse, Social Psychology: The Study of Human Interaction (New York: Holt, Rinehart and Winston, 1965), p. 67-68.

<sup>58</sup>S. Stansfield Sargent and Robert Williamson, Social Psychology (New York: Ronald Press, 1966), p. 284.

<sup>59</sup>Ibid., p. 244.

real or possible activity of the individual in the social world."<sup>60</sup> Thus, attitudes are dynamic and tend to pass into behavior.<sup>61</sup> The individual's behavior, therefore, is seen to include attitudes determined by past experiences and the present social situation, which become the initiation for some present or future social act in which the individual is involved.<sup>62</sup> They are predispositions to respond to people, organizations or situations.<sup>63</sup> Attitudes do not remain static, but change as social situations change, and social change itself depends to some degree on the altering of opinions and attitudes.<sup>64</sup> One aspect of social situations would be socioeconomic variables. These socioeconomic variables could affect the attitudes of individuals. However, Mulford and Klonglan have made clear that, "in general, socioeconomic variables utilized in

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<sup>60</sup>Don Martindale, The Nature and Types of Sociological Theory (Boston: Houghton Mifflin Company, 1960), p. 350.

<sup>61</sup>Sargent and Williamson, op. cit., p. 244.

<sup>62</sup>Martindale, op. cit., p. 357.

<sup>63</sup>Charles Lee Mulford and Gerald E. Klonglan, "The Significance of Attitudes for Formal Voluntary Organizations: A Synthesis of Existing Research and Theory" (Paper presented at ASA Seminar Session, Washington, D. C., 1970), p. 1.

<sup>64</sup>Sargent and Williamson, op. cit., p. 257.

empirical studies have been shown to be modest predictors compared with attitudinal variables."<sup>65</sup>

A conceptual model, Figure 1, p. 30, summarizes the relations between attitudes, socioeconomic variables, subsystems and the social system.

- I. The previous socialization experiences of individuals influence values, attitudes and socioeconomic variables.<sup>66</sup>
  - A. Current socioeconomic variables are represented by such characteristics as age, sex, marital status, size of family, education, occupation and income.
- II. Values determine attitudes.<sup>67</sup>
  - A. Values are basic in the personality structure.
  - B. Values are determined by previous socialization experiences.
- III. Current attitudes of individuals are determined by values, previous socialization experiences, present social situations, and current socioeconomic variables.<sup>68</sup>

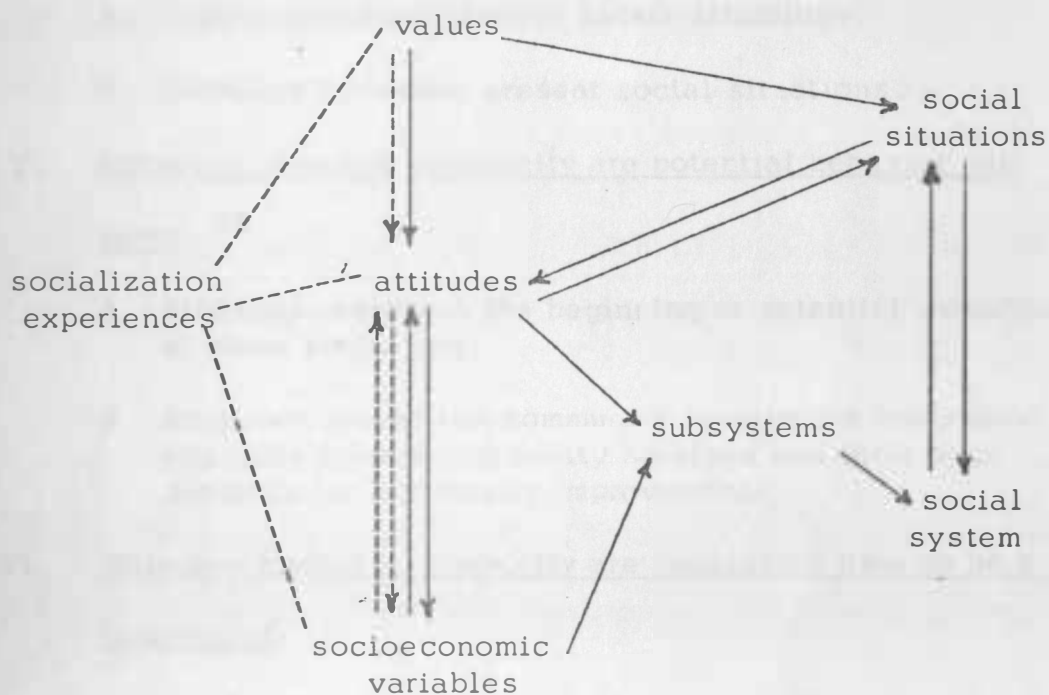
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<sup>65</sup>Mulford and Klonglan, op. cit., p. 10.

<sup>66</sup>Newcomb, et al., op. cit., pp. 67-68.

<sup>67</sup>Sargent and Williamson, op. cit., p. 257.

<sup>68</sup>Ibid., p. 244.



\*Dotted lines indicate past influences

Figure 1. A conceptual model of the relations between attitudes, socioeconomic variables, subsystems and the social system.

- A. Attitudes include a tendency to behave in a certain way toward persons, objects or situations.
- B. A statement symbolizes a social object.
- C. Therefore, attitudes are represented by the responses of persons to statements about their community which would indicate community satisfaction.

IV. Present social situations influence the attitudes of individuals.<sup>69</sup>

A. Values influence present social situations.

B. Attitudes influence present social situations.

V. Attitudes toward a community are potential behavior patterns.<sup>70</sup>

A. Attitudes represent the beginning or potential initiation of some social act.

B. Attitudes toward the community involve the individual's attitudes toward community services and their suggestions for community improvements.

VI. Attitudes toward a community are considered here to be a function of:

1. Length of residence in the community.

2. Sex.

3. Age.

4. Income.

5. Organizational participation.

6. Education.<sup>71</sup>

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<sup>69</sup>Martindale, op. cit., p. 357.

<sup>70</sup>Ibid.

<sup>71</sup>Sargent and Williamson, op. cit., p. 257.



VII. Individuals are inducted into the social system through appropriate attitudes and behavior patterns at the community level. <sup>72</sup>

- A. Individuals experience culture and are involved in the social processes of the larger society at the community level.
- B. Appropriate attitudes and behavior patterns are learned.
- C. Attitudes and types of behavior of individuals become compatible with society's ways and equip them to carry on and develop further.

It is this researcher's contention that the method called community study is an essential one. This type of study must involve careful research, if sociologists are to derive accurate theories of community structure and process.<sup>73</sup> Consequently, it is the purpose of this study of Dakota Town to carefully research the influential factors that affect community satisfaction. It has been noted previously, that any investigation of factors associated with community satisfaction must be concerned with the attitudes of particular individuals in the community. This knowledge of the attitudes toward the subsystems of the community is quite necessary as a

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<sup>72</sup>Martindale, op. cit., p. 357.

<sup>73</sup>Poplin, op. cit., p. 253.

prerequisite to understanding total community satisfaction. Therefore, determining the attitudes of the individuals toward their community subsystems will give evidence of community satisfaction.

#### Research Hypotheses for Chi-square Analysis

1. Community satisfaction will be associated with the length of residence in the community.
2. Community satisfaction will be associated with the sex of the respondent.
3. Community satisfaction will be associated with the age of the respondent.
4. Community satisfaction will be associated with the income of the respondent.
5. Community satisfaction will be associated with the organizational participation of the respondent.
6. Community satisfaction will be associated with the educational level of the respondent.

#### Null Hypotheses for Chi-square Analysis

1. There is no association between community satisfaction and length of residence in the community.
2. There is no association between community satisfaction and sex of the respondents.

3. There is no association between community satisfaction and age of the respondents.

4. There is no association between community satisfaction and income of the respondents.

5. There is no association between community satisfaction and organizational participation of the respondents.

6. There is no association between community satisfaction and educational level of the respondents.

A community is actually a system of systems with social relationships being the building blocks of the social system. The system is made up of the various structural components, or sub-systems, of statuses, roles, groups and institutions. The author feels that the individuals attitudes toward these sub-systems may affect their attitudes concerning community satisfaction. Therefore, generated from this information, the author presents the following hypothesis.

#### Null Hypotheses for Multiple Regression Analysis

The observed variation in the set of independent variables  $X_1, X_2, X_3, \dots, X_{16}$  will not contribute significantly to explaining variation in the respondent's attitudes toward the dependent

variable of community satisfaction when the independent variables are defined as:

- X<sub>1</sub>. Adequacy of transportation and communication services.
- X<sub>2</sub>. Home services.
- X<sub>3</sub>. Health services.
- X<sub>4</sub>. Educational opportunities and facilities.
- X<sub>5</sub>. Protection services.
- X<sub>6</sub>. Opportunities available for making a living.
- X<sub>7</sub>. Services for those who are particularly in need of help and guidance in Dakota Town.
- X<sub>8</sub>. Constructive leisure time opportunities and facilities.
- X<sub>9</sub>. Retail shopping services.
- X<sub>10</sub>. Religious services.
- X<sub>11</sub>. Beautification.
- X<sub>12</sub>. Civic and social organizations.
- X<sub>13</sub>. Government agencies.
- X<sub>14</sub>. Community improvement and planning.
- X<sub>15</sub>. Leadership.
- X<sub>16</sub>. Respondent's feelings and relationships within the community.

## CHAPTER IV

### METHODOLOGY

Dakota Town, the selected small town in this study, had a population of 418 in the 1970 census with 164 households. In the 1960 census, it had a population of 417. Since the growth of one (or 0.2 percent) is so small, Dakota Town is considered to have a stable population, thus making it the object for this study.

Founded in 1884, it is a well-kept community located in flat to gently rolling countryside in Eastern South Dakota.

#### Religious Facilities

At the present time there are four churches in the community. The Lutheran Church, United Methodist Church and Baptist Church have resident pastors. The Catholic Church does not have a resident priest.

#### Retail Shopping Facilities and Businesses

The businesses of the community include a farmers co-op elevator, three trucking firms, a lumber and hardware store, a food store, television repair shop, locker plant, funeral home, used farm implement and auto dealer, two variety-department stores, three restaurants, a barber shop, a liquor store, five garages and/or

service stations and oil dealers, two auto salvage and truck-tractor parts places, a bank and laundermat.

#### Protection Services

Dakota Town has a volunteer fire department which was updated in 1975, and recently they have obtained an ambulance. They have one paid policeman with this territory also being covered by the Sheriff's Department and State Highway Patrol.

#### Governmental Agencies

Dakota Town has a mayor-city council form of government with these positions being part time in nature. There is one newspaper in Dakota Town and a United States Post Office. Dakota Town is served by a telephone co-op. They also have their own water storage tower and are served by a cooperative water system. There is a sewage plant located outside the town, and garbage is picked up twice per week in town.

#### Educational Opportunities and Facilities

The school district was reorganized in 1966, with the elementary children in the district going to a nearby town, and the junior-senior high children in the district attending in Dakota Town. New additions to both schools have been added in recent years.

### Leisure Time Opportunities and Facilities

This community boasts a park, complete with playground equipment, picnic tables and a picnic shelter. There also is a ball field and ice rink combination on the outskirts of town.

### Civic and Social Organizations

There is a very active community club in Dakota Town. This club holds weekly activities and is well received in this community. Also present are four lodges and/or affiliates.

### Community Improvement and Planning

There has been quite a bit of building activity in recent years in Dakota Town, with an eight unit apartment complex for low income persons built about eight years ago, and another eight unit apartment complex for like persons opened just recently. In the last five years approximately twenty new homes have been built and new homes are presently under construction as well. At the present time, the promotion of a new retirement center is the focal point of community interest.

### Sample

The 1970 census stated that Dakota Town had 418 people with 164 households. This research study endeavored to utilize this

total population by contacting every residence in Dakota Town, with two call backs made to homes where there was no response. The heads of the households, eighteen years of age and over, at these residences were the units of analysis. The researchers involved in this study also felt that those persons who worked and carried on social relationships inside Dakota Town would be more indicative of a permanent community resident than would those persons who worked outside Dakota Town, but utilized this town as a "bedroom" community. Therefore, all the interviewing was conducted during the daytime with all of the residences being contacted. Of the 164 households contacted, the head of the household or spouse of the head of the household in 87 households responded. Thus, a response was obtained from over one-half of the households in the community. For the purposes of this study, it was felt that either the head of the household or the spouse of the head of the household would reflect similar attitudes, since previous studies have shown a close connection between the responses of husbands and wives.<sup>74</sup>

The sampling procedure needs to be considered at this juncture. The question of whether the sample of respondents that was

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<sup>74</sup>Murray A. Strauss and Joel I. Nelson, Sociological Analysis: An Empirical Approach Through Replication. (New York: Harper and Row, Inc., 1968), p. 54.



obtained was adequate to test the hypotheses under study may be raised. However, it must be pointed out that this was an adequate sample for the purposes of this study, since the study was designed to test the relationships between certain variables and not to develop generalizations toward the total community or the general population. The sample used is what some methodologists term a purposive sample.<sup>75</sup> The purposive sample indicates that with good judgment and appropriate strategy, a researcher can select cases to appear in the sample, and develop samples in relation to the researcher's needs.<sup>76</sup> Therefore, the sample obtained for this study conforms to the purposive type of sample and the qualifications that apply to it.

Tables reporting cross tabulated data were prepared, analyzed, and tested for significance using the chi-square test of difference. Significance levels for each table were reported.

#### Interview Schedule

The research instrument used in this study was constructed by a Community Survey class at South Dakota State University in July,

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<sup>75</sup>Claire Sellitz, Marie Jahoda, Morton Deutsch and Stuart W. Cook, Research Methods in Social Relations (New York: Holt, Rinehart and Winston, 1965), pp. 55 and 520.

<sup>76</sup>Ibid.

1972, under the direction of Dr. Robert Dimit, Professor of Rural Sociology. (see Appendix p. 126) This instrument was a fifty-four item schedule and utilized the interviewing technique for its completion. The interview schedule was constructed so as to obtain information on the following:

The respondents feelings about Dakota Town; the adequacy of transportation and communication services, home services, health services, educational opportunities and facilities, protection services, opportunities available for making a living, services for those who are particularly in need of help and guidance in Dakota Town, constructive leisure time opportunities and facilities, retail shopping services, religious services, beautification, civic and social organizations, government agencies, community improvement and planning activities, leadership, and the respondent's feelings and relationships within the community.

Statements were used in the interview schedule to measure attitudes toward specific aspects of community subsystems and community satisfaction. The interviewer read the stimulus statements and the interviewee responded with one of seven choices from a card provided by the interviewer. The cards contained a seven-point scale, commonly referred to as a Likert-type Scale. The numbers ranged from one to seven with the higher numbers indicating excellence and adequacy of services or facilities while the lower numbers indicated the services to be poor or inadequate. The Likert Scale is a summated rating scale. Blalock indicates that a summated rating scale

is an ordinal scale that allows for the ordering of categories with respect to the degree to which they possess a certain characteristic. Ordinal scales do not, however, allow one to say exactly how much of the characteristic respondents possess. Therefore, the information about the magnitude of the differences between elements is not supplied.<sup>77</sup>

Kerlinger indicates that a summated rating scale (one type of which is called a Likert-type Scale) is a set of attitude items, all of which are considered to have approximately equal attitude value, and to which each of the respondents respond with degrees of agreement or disagreement (intensity). The scores of these items of this type of scale are summed, or summed and averaged, to yield an individual's attitude score. As in all attitude scales, the purpose of the summated rating scale is to place an individual somewhere on an agreement continuum of the attitude in question.<sup>78</sup>

#### Analysis of Data

The data were coded and recorded on IBM punch cards. Programs provided in the Statistical Package for the Social Sciences

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<sup>77</sup>Hubert M. Blalock Jr., Social Statistics (New York: McGraw-Hill Book Company, 1972), pp. 15-16.

<sup>78</sup>Fred N. Kerlinger, Foundations of Behavioral Research (New York: Holt, Rinehart and Winston, 1973), p. 496.

were used for statistical computations.<sup>79</sup> The data were analyzed to:

1. Provide a descriptive analysis of the residents of Dakota Town.
2. Examine the attitudes of residents toward their community.
3. Examine the attitudes of residents toward their community's subsystems.
4. Examine the factors associated with the residents' overall satisfaction with their community.
5. Examine the factors associated with the residents' satisfaction with the subsystems of their community.
6. Examine the extent to which variations in the attitudes toward community subsystems explain variations in community satisfaction.

#### Descriptive Analysis

The absolute frequencies and relative frequencies (percent) for each of the items and sub-items (168 total) on the questionnaire were computed.

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<sup>79</sup>Norman H. Nie, Dale H. Bent and C. Hadlai Hull, Statistical Package for the Social Sciences (New York: McGraw-Hill Book Company, 1970).

### Nonparametric Analysis

Cross tabulations were used to report the association of selected socioeconomic characteristics with attitudes toward the subsystems of this community. Chi-square analysis was the primary nonparametric test used in the analysis. The chi-square test only shows whether there is a difference or relationship between two or more variables. It does not show the degree or extent of this difference or relationship. However, in the statistical analysis of this study, the contingency coefficient,  $C$ , which is a nonparametric measure of correlation, was also calculated.

The contingency coefficient,  $C$ , is a measure of the extent of association or relation between two sets of attributes. It is especially useful when we have only categorical information about one or both sets of these attributes.<sup>80</sup>

It should be pointed out, however, that by working within the chi-square framework, the researcher was not testing for the degree of relationship, but was rather testing to measure whether there actually was a difference or relationship.

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<sup>80</sup>Sidney Siegel, Nonparametric Statistics for the Behavioral Sciences (New York: McGraw-Hill Book Company, 1956), p. 196.

### Multiple Regression Analysis

Multiple regression is a means of studying the relationship between two or more independent variables and a dependent variable while taking into account the interrelationships among the independent variables.<sup>81</sup> The basic principle of multiple regression is to produce a combination of independent variables which will correlate as highly as possible with the dependent variable. The mathematical model for multiple regression is:

$$Y' = a + b_1X_1 + b_2X_2 + \dots b_kX_k,$$

where  $Y'$  is the predicted value of the dependent variable,  $a$  is the intercept constant (the  $Y$ -intercept), and  $b_1, b_2, \dots b_k$  are regression coefficients associated with the independent variables  $X_1, X_2, \dots X_k$ .

The multiple regression procedure used in this study is referred to as stepwise multiple regression. "Stepwise regression is a powerful variation of multiple regression which provides a means of choosing independent variables which will provide the best prediction possible with the fewest independent variables."<sup>82</sup> This method recursively constructs a prediction equation with one

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<sup>81</sup>Nie, Bent and Hull, op. cit., p. 175.

<sup>82</sup>Ibid., p. 180.

independent variable at a time. First, the single variable which is the best predictor is chosen. The second variable added to the regression equation is that which provides the best prediction in conjunction with the first variable. Then in recursive fashion, variables are added step-by-step until the desired number of independent variables are added or until no other variable will make a significant contribution to the prediction equation. At every step, the optimum variable is selected, given the other variables in the equation.<sup>83</sup>

#### Operational Definition of Variables

Independent variables. The independent variables related to the objectives of this study were:

1. Age

This variable indicates categories for the respondent to stipulate: 15-24 years; 25-34 years; 35-44 years; 45-54 years; 55-64 years; and 65 years of age or over.

2. Sex

Indicates whether the respondent is male or female.

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<sup>83</sup> Ibid.

### 3. Income

This variable indicates categories of money earned per year for husband and wife combined: \$0-2,999; \$3,000-4,999; \$5,000-6,999; \$7,000-8,999; and \$9,000 or over.

### 4. Education

This variable indicates whether the respondent has: eighth grade or less; some high school; high school graduate; some college or training beyond high school; and college graduate.

### 5. Length of residence in the community

This variable indicates categories of years lived within the community: less than 10 years; 10-24 years; and 25 or more years.

### 6. Organizational participation index

This variable indicates the respondent's activity in a particular number of organizations in the community through participation. This participation includes not only membership in the organization, but offices held in the organization as well.

Dependent variable. The dependent variable was perceived community satisfaction. This was measured by the trichotomous



variable of community satisfaction in which residents of Dakota Town rated their community as (1) excellent, (2) good, and (3) fair or poor.

### Other Definitions

Subsystems of the community. In this research study, subsystems of the community were the interrelated structural component parts or institutional spheres that make up the social system. The subsystems of this community included:

1. Transportation and communication services.
2. Home services.
3. Health services.
4. Educational opportunities and facilities.
5. Protection services.
6. Opportunities available for making a living.
7. Guidance services.
8. Leisure time opportunities and facilities.
9. Retail shopping services.
10. Religious services.
11. Beautification.
12. Civic and social organizations.
13. Government agencies.



## CHAPTER V

### FINDINGS OF THE STUDY

This chapter is divided into four major sections. The first section will report the findings regarding the descriptive characteristics of the respondents. The second reports the attitudes of the residents toward their total community. The third examines the attitudes of residents toward their community's subsystems by describing the things Dakota Town needs. In the fourth section, the factors associated with the residents' overall satisfaction and the factors associated with the residents' satisfaction with the subsystems of the community are examined.

#### Descriptive Characteristics of the Respondents

The characteristics of the respondents utilized in this study, and reported in this section, include sex, marital status, age, educational level, main occupation, income of family heads, number of years the respondent has lived in the community, number of organizations and clubs to which the respondent belongs, aspects of Dakota Town the respondents liked most, and rating Dakota Town as a place to live.

The sex of the respondents by number and percentage is shown in Table 1.

TABLE 1

## SEX OF RESPONDENTS, BY NUMBER AND PERCENTAGE

Male	Female	Total
26	61	87
29.9%	70.1%	100.0%

The majority of respondents (over 70 percent) in this study were female. (Table 1)

For comparison purposes, the respondents were categorized by marital status. (Table 2)

TABLE 2

MARITAL STATUS OF RESPONDENTS,  
BY NUMBER AND PERCENTAGE

Single	Married	Widowed Divorced or Separated	Total
3	64	20	87
3.4%	73.6%	23.0%	100.0%

Almost 75 percent of the respondents were presently married, with almost all the respondents either presently married or having been. (Table 2)

Since attitudes are often affected by the age of the person, descriptive data were obtained for the age of the respondents in this population. (Table 3)

TABLE 3  
AGE OF RESPONDENTS BY NUMBER AND PERCENTAGE

15-24	25-34	35-44	45-54	55-64	65 And Over	Total
7	5	9	8	13	44	*86
8.0%	5.7%	10.3%	9.2%	15.1%	50.6%	*98.9

\*One "no response" has not been calculated in this number or percentage.

More than one-half of the respondents were sixty-five years of age or over. This indicates that the majority of the respondents would be considered "aged" by society's standards.

It was felt that education might also be a factor that could influence community satisfaction, Table 4, page 52. Over one-third of the respondents were eighth grade graduates or less, and almost one-third were high school graduates. The remainder of the respondents had some high school or some college with very few being college graduates. In fact, only about 6 percent had graduated from college.

TABLE 4  
EDUCATION OF RESPONDENTS BY NUMBER AND PERCENTAGE

	Number	Percent
1. No response	2	2.3
2. Eighth grade or less	27	31.0
3. Some high school	14	16.1
4. High school graduate	26	29.9
5. Some college or special training beyond high school	13	14.9
6. College graduate	5	5.8
Total	87	100.0

Another possible influencing factor in this study could be the main occupation of the respondents, Table 5, page 54. The majority of respondents were either homemakers or retired. This finding substantiates the earlier finding that the majority of the respondents were female and, thus, homemakers. It also should be noted that only one-fourth of the respondents considered themselves retired in Table 5, whereas in Table 3, over one-half of the respondents were over sixty-five years of age.

Combined income of family heads (husband and wife) was considered important, Table 6, page 55. More than one-third of the

TABLE 5

MAIN OCCUPATION OF RESPONDENTS  
BY NUMBER AND PERCENTAGE

	Number	Percent
0. Don't know or no response	7	8.0
1. Farmer, farm manager	2	2.3
2. Proprietor, manager, official	3	3.4
3. Clerical, sales, or similar work	4	4.6
4. Unskilled or semi-skilled trade	3	3.4
5. Unskilled laborer	4	4.6
6. Operator or service worker	2	2.3
7. Professional worker	3	3.4
8. Homemaker	37	42.7
9. I am retired	<u>22</u>	<u>25.3</u>
	87	100.0

respondents earned less than \$3,000 per year. Almost 60 percent earned less than \$5,000, and only about 10 percent earned \$9,000 or more. It should be noted that these figures indicate combined income of husband and wife. (Table 6)

TABLE 6

## INCOME OF FAMILY HEADS BY NUMBER AND PERCENTAGE

	Number	Percent
0. Don't know	5	5.7
1. Less than \$3,000	29	33.5
2. \$3,000-4,999	21	24.1
3. \$5,000-6,999	10	11.5
4. \$7,000-8,999	13	14.9
5. \$9,000 and over	<u>9</u>	<u>10.3</u>
	87	100.0

Respondents also replied to the question of how long they had lived within the community. Table 7 reports the length of residence by number and percentage.

TABLE 7

THE YEARS THAT RESPONDENTS HAVE LIVED WITHIN  
THE COMMUNITY BY NUMBER AND PERCENTAGE

	Number	Percent
1. Less than 10 years	16	18.4
2. 10-24 years	19	21.8
3. 25 or more years	<u>52</u>	<u>59.8</u>
	87	100.0



The residents of Dakota Town have had a long tenure in the community. Over 50 percent of the respondents have lived in this community for twenty-five years or more. However, it also should be noted that almost 20 percent have lived in Dakota Town less than ten years. (Table 7)

Involvement in organizations and clubs was considered to be an influencing factor in community satisfaction as illustrated in Table 8.

TABLE 8

RESPONDENTS MEMBERSHIP IN ORGANIZATIONS AND  
CLUBS BY NUMBER AND PERCENTAGE

	Number	Percent
0. None	14	16.1
1. One organization	12	13.8
2. Two organizations	19	21.8
3. Three organizations	15	17.4
4. Four organizations	12	13.8
5. Five organizations	11	12.6
7. Seven organizations	1	1.1
8. Eight organizations	1	1.1
9. Nine organizations	2	2.3
	87	100.0

Approximately 35 percent of the respondents belonged to one or two organizations; 31 percent were members of three or four organizations; and about 17 percent were members of five or more organizations. About 16 percent did not belong to any club or organization.

#### Attitudes of Respondents Toward Their Community

Aspects of Dakota Town the respondents liked were considered important. Respondents cited the friendliness of Dakota Town as the factor they liked the most. (Table 9) The respondents also enjoyed the small size and quietness of this town and the good people in it.

TABLE 9

#### ASPECTS OF DAKOTA TOWN THE RESPONDENTS LIKED MOST BY NUMBER AND PERCENTAGE

	Number	Percent
0. Don't know	3	3.4
1. Friendliness	32	36.8
2. Quietness	11	12.8
3. Small town	13	14.9
4. Good churches	2	2.3
5. Good school	2	2.3
6. Good people	11	12.6
7. I know everybody	6	6.9
8. Cooperative people and good leadership	2	2.3
9. Nice shopping and recreational facilities	<u>5</u>	<u>5.7</u>
	87	100.0

The attitudes of the respondents toward their community as a dwelling place was considered important and, therefore, respondents were asked to rate Dakota Town as a place to live. Table 10 reports these findings by number and percentage. Over 85 percent of the respondents considered Dakota Town a good to excellent place to live. Only about 2 percent felt that their community was a poor place to live.

TABLE 10

RESPONDENTS RATING OF DAKOTA TOWN AS A PLACE  
TO LIVE BY NUMBER AND PERCENTAGE

	Number	Percent
1. Excellent	31	35.6
2. Good	44	50.6
3. Fair	10	11.5
4. Poor	2	2.3
	87	100.0

Attitudes of Respondents Toward Community Subsystems by Describing Things Dakota Town Needs

In this section, the attitudes of the respondents toward the various subsystems in Dakota Town were indicated by the respondents describing the things they felt Dakota Town needs. These

two sets of data are indicators of community satisfaction as well. The following descriptive tables are an indication of how the respondents feel toward the subsystems in this community. The tables are important because they contribute information which helps to answer the research question. Those respondents who had lived in Dakota Town twenty-five years or more comprised about 60 percent of the respondents on this item in the questionnaire. (Table 11) About 30 percent of the respondents felt that recreation facilities were a major need, with emphasis coming from those citizens who had lived in this community twenty-five years or more.

Another large area of concern regarding needs of Dakota Town related to the grocery, cafe and other business facilities. Again, almost 20 percent of those indicating that this was an area of need had lived over twenty-five years in this small town. (Table 11)

Another area of need in this study was related to main employment needs in Dakota Town. Respondents with a long tenure in the community felt quite strongly that there was not enough opportunity for employment. Almost 50 percent of the respondents considered this to be the main area of concern. (Table 12) Further analysis of Table 12 shows that almost 40 percent of the respondents were unaware of any employment needs in this community. However, with more than one-half of the respondents sixty-five years of age or

TABLE 11

THINGS DAKOTA TOWN NEEDS  
BY YEARS IN THE COMMUNITY

	Less Than 10 Years	10-24 Years	25 Years or More	Total Number	Total Per- cent- age
	(n = 16)	(n = 19)	(n = 52)	(N = 87)	
Don't know or no response	3.4	3.4	8.1	13	14.9
Recreation facilities	4.6	10.7	14.9	26	30.2
Retirement facilities	1.1	1.1	3.4	5	5.6
Medical personnel and facilities	2.3	0.0	6.9	8	9.2
Grocery, cafe and business facilities	3.7	2.1	19.7	22	25.5
Better law enforcement	1.1	2.3	3.4	6	6.8
General city improve- ment	1.1	1.1	3.4	5	5.6
Cooperation and interest	1.1	0.0	0.0	1	1.1
Parental guidance	0.0	1.1	0.0	1	1.1
Total percentage	18.4	21.8	59.8		100.0

TABLE 12

ATTITUDES TOWARD MAIN EMPLOYMENT NEEDS  
BY YEARS IN THE COMMUNITY

	Less Than 10 Years (n = 16)	10-24 Years (n=19)	25 Years or More (n=52)	Total Number (N=87)	Total Per- cent- age
Don't know	4.6	10.3	24.3	34	39.2
Not enough opportunity	9.3	7.0	31.0	41	47.3
Low pay	2.3	0.0	0.0	2	2.3
Too many retired people	1.1	1.1	0.0	2	2.2
Employment agency	0.0	2.3	2.3	4	4.6
Need home help	0.0	0.0	1.1	1	1.1
Better carpenters	1.1	0.0	0.0	1	1.1
Opportunities better for girls	0.0	1.1	0.0	1	1.1
People make their own way	0.0	0.0	1.1	1	1.1
Total percentage	18.4	21.8	59.8		100.0

over, this finding could indicate that these respondents had no active concern at this juncture in their lives regarding employment.

Attitudes concerning main beautification problems in Dakota Town were also related to the number of years an individual had lived in the community. Dilapidated buildings, litter, and money

to keep up the town were cited as primarily the main beautification problems in this community. (Table 13)

TABLE 13

MAIN BEAUTIFICATION PROBLEMS  
BY YEARS IN THE COMMUNITY

	Less Than 10 Years	10-24 Years	25 Years or More	Total Number	Total Per- cent- age
	(n= 16)	(n= 19)	(n= 52)	(N= 87)	
Don't know	1.1	0.0	4.6	5	5.7
Junk yard	1.1	1.1	0.0	2	2.2
Dumping grounds	0.0	3.4	0.0	3	3.4
Streets	3.4	1.1	6.9	10	11.4
Dilapidated buildings	6.9	4.6	9.2	18	20.7
Litter	3.6	3.6	19.6	23	26.8
Money to keep up the town	2.3	5.7	18.4	23	26.4
Benches	0.0	2.3	1.1	3	3.4
Total percentage	18.4	21.8	59.8		100.0

Attitudes toward the main ideas for community improvement and planning seemed to be related to the number of years an individual

had lived in the community of Dakota Town. Almost 60 percent of the respondents felt that money was the greatest need in community improvement and planning. Also, about 20 percent of the persons interviewed felt that shopping facilities were the greatest area of need next to money. (Table 14)

TABLE 14

MAIN COMMUNITY IMPROVEMENT AND PLANNING  
NEEDS BY YEARS IN THE COMMUNITY

	Less Than 10 Years	10-24 Years	25 Years or More	Total Number	Total Per- cent- age
	(n = 16)	(n = 19)	(n = 52)	(N = 87)	
Don't know	0.0	0.0	1.1	1	1.1
Clean dump	0.0	0.0	1.1	1	1.1
Cooperative planning	0.0	2.3	0.0	2	2.3
General improvements	2.3	0.0	0.0	2	2.3
Recreation and health programs	1.1	3.4	10.3	13	14.8
Shopping facilities	8.0	3.4	9.2	18	20.6
Money	7.0	12.7	38.1	42	57.8
Total percentage	18.4	21.8	59.8		100.0



As can be noted by the data and the variables of Tables 11-14, it was found that the number of years an individual had lived in Dakota Town was related to the attitudes held toward the subsystems. It can, therefore, be noted that community satisfaction was influenced by the length of residence in the community.

The age of the respondents influenced their attitudes toward the subsystems, and the description of things Dakota Town needs. In Table 15, it can be seen that almost 40 percent felt no other needs except the ones mentioned could be described or defined. Over 50 percent of the respondents for this item were over sixty-five years of age, and they felt that medical personnel and facilities, as well as grocery, cafe and businesses were the main needs of Dakota Town.

The attitudes toward the main educational needs seemed to be influenced by the age of the respondent. Over 50 percent of the respondents did not know of any further educational needs that were not being met and stated on the questionnaire. Also, over 50 percent of the respondents to this item were over sixty-five years of age. (Table 16)

Attitudes toward the subsystems of this community seemed to be affected by income. Those persons with an income of \$0-2,999 did not seem to know of any needs. (Table 17) Those persons with

TABLE 15

## OTHER NEEDS OF THE COMMUNITY BY AGE

	15-24	25-34	35-44	45-54	55-64	65 And Over	Total Num- ber	Total Per- centage
	(n = 7)	(n = 5)	(n = 9)	(n = 8)	(n = 13)	(n = 44)	(N=86) *	
Don't know	1.1	3.5	2.3	3.4	6.1	22.1	33	38.5
Recreation facilities	1.1	1.1	2.3	3.4	3.4	3.4	13	14.7
Retirement facilities	1.1	0.0	0.0	1.1	3.4	3.4	8	9.0
Medical personnel and facilities	0.0	0.0	0.0	0.0	1.1	4.6	5	5.7
Grocery, cafe, business facilities	0.0	0.0	1.1	0.0	0.0	10.3	10	11.4
Better law enforcement	0.0	0.0	2.3	0.0	0.0	3.4	5	5.7
General city improvements	3.6	0.0	0.0	0.0	1.1	0.0	4	4.7
Cooperation and interest	1.1	0.0	0.0	1.3	0.0	0.0	3	2.4
Library	0.0	0.0	2.3	0.0	0.0	1.1	3	3.4
Parental guidance	0.0	1.1	0.0	0.0	0.0	2.3	3	3.4
Total percentage	8.0	5.7	10.3	9.2	15.1	50.6		98.9*

\*One "no response" has not been calculated in this number or percentage.

TABLE 16

## MAIN EDUCATIONAL NEEDS BY AGE

	15-24	25-34	35-44	45-54	55-64	65 And Over	Total Num- ber	Total Per- centage
	(n = 7)	(n = 5)	(n = 9)	(n = 8)	(n = 13)	(n = 44)	(N=86)*	
Don't know	2.3	2.3	1.1	2.3	7.2	42.2	50	57.4
More adult education	2.3	0.0	1.1	0.0	2.3	0.0	5	5.7
Vocational training	0.0	0.0	1.1	0.0	1.1	2.3	4	4.5
Library	1.1	0.0	2.3	1.1	2.3	1.1	7	7.9
More room for classes	0.0	0.0	3.6	0.0	0.0	0.0	3	3.6
Upgrade the school	2.3	0.0	1.1	3.6	1.1	3.9	11	12.0
Good commercial club	0.0	1.1	0.0	1.1	1.1	0.0	3	3.3
Parent and citizen involvement	0.0	2.3	0.0	1.1	0.0	1.1	4	4.5
Total percentage	8.0	5.7	10.3	9.2	15.1	50.6		98.9*

\*One "no response" has not been calculated in this number or percentage.

TABLE 17

## OTHER NEEDS OF THE COMMUNITY BY INCOME

	No Re- sponse	\$0- 2,999	\$3,000- 4,999	\$5,000- 6,999	\$7,000- 8,999	\$9,000 & Over	Total Num- ber	Total Per- centage
	(n = 5)	(n = 29)	(n = 21)	(n = 10)	(n = 13)	(n = 9)	(N = 87)	
Don't know	2.4	19.9	8.2	0.0	5.9	2.3	33	38.7
Recreation facilities	0.0	2.3	1.1	4.8	2.3	4.6	13	15.1
Retirement facilities	0.0	3.4	1.1	1.1	1.1	2.3	8	9.0
Medical personnel and facilities	1.1	1.1	2.3	1.1	0.0	0.0	5	5.6
Grocery, cafe and business facilities	0.0	2.3	5.7	1.1	1.1	1.1	10	11.3
Better law enforcement	1.1	1.1	2.3	0.0	1.1	0.0	5	5.6
General city improvements	0.0	0.0	1.1	2.3	1.1	0.0	4	4.5
Cooperation and interest	1.1	0.0	2.3	0.0	0.0	0.0	3	3.4
Library	0.0	1.1	0.0	0.0	2.3	0.0	3	3.4
Parental guidance	0.0	2.3	0.0	1.1	0.0	0.0	3	3.4
Total percentage	5.7	33.5	24.1	11.5	14.9	10.3		100.0

incomes of \$5,000-6,999 and over \$9,000 were most concerned with recreational facilities. Persons in the \$3,000-4,999 category were more concerned with the needs regarding grocery, cafe and other businesses.

Table 18, page 69, reports the attitudes toward main transportation needs in the community by income. A certain amount of variation existed among individuals with lower incomes as compared to individuals with higher incomes. Persons with incomes of less than \$5,000 felt that some kind of public transportation such as a bus system would be beneficial. The most favorable attitudes toward transportation came from those individuals in the \$9,000 and over income category who seemed to feel the least need for change in the transportation system. Also, it should be pointed out that over 35 percent of the respondents did not know of any transportation needs in Dakota Town.

Table 19, page 70, indicates that another variable that was affected by income was attitudes toward the main educational needs of the community of Dakota Town. Even though there was a majority that did not know of any educational needs in the community, a great response was noted in the attitudes toward upgrading the school. Also, there was a feeling that the library was the focus of need in the community.

TABLE 18

## MAIN TRANSPORTATION AND COMMUNICATION NEEDS BY INCOME

	No Re- sponse	\$0- 2,999	\$3,000- 4,999	\$5,000- 6,999	\$7,000- 8,999	\$9,000 & Over	Total Num- ber	Total Per- centage
	(n = 5)	(n = 29)	(n = 21)	(n = 10)	(n = 13)	(n = 9)	(N=87)	
Don't know	4.6	10.7	4.6	5.8	4.6	5.9	32	36.2
Some kind of public trans- portation	0.0	10.3	4.6	2.3	2.3	1.1	18	20.6
Road maintenance	0.0	0.0	2.3	0.0	3.4	0.0	5	5.7
Bus system	1.1	9.1	10.4	1.1	4.6	1.1	23	27.4
Too much racing	0.0	2.3	1.1	0.0	0.0	1.1	4	4.5
Improve mail and paper service	0.0	1.1	1.1	0.0	0.0	1.1	3	3.3
Ambulance	0.0	0.0	0.0	2.3	0.0	0.0	2	2.3
Total percentage	5.7	33.5	24.1	11.5	14.9	10.3		100.0

TABLE 19

## MAIN EDUCATIONAL NEEDS BY INCOME

	No Re- sponse	\$0- 2,999	\$3,000- 4,999	\$5,000- 6,999	\$7,000- 8,999	\$9,000 & Over	Total Num- ber	Total Per- centage
	(n = 5)	(n = 29)	(n = 21)	(n = 10)	(n = 13)	(n = 9)	(N=87)	
Don't know	4.6	23.3	13.8	5.9	5.8	3.5	50	56.9
More adult education	0.0	1.1	0.0	2.3	2.3	0.0	5	5.7
Vocational training	0.0	2.3	1.1	0.0	0.0	1.1	4	4.5
Library	0.0	2.3	2.3	0.0	0.0	3.4	7	8.0
More room for classes	0.0	0.0	0.0	0.0	1.1	2.3	3	3.4
Upgrade school	1.1	4.5	4.6	1.1	2.3	0.0	11	13.6
Good commercial program	0.0	0.0	0.0	1.1	2.3	0.0	3	3.4
Parent and citizens	0.0	0.0	2.3	1.1	1.1	0.0	4	4.5
Total percentage	5.7	33.5	24.1	11.5	14.9	10.3		100.0

It was also found that only about 10 percent of those with incomes of \$9,000 and over felt that there were any educational needs. However, almost 60 percent of those with incomes of less than \$5,000 felt that there were some main educational needs in Dakota Town. Income, then, was a factor which influenced attitudes toward the subsystem of education and its needs.

Attitudes toward the subsystems were also influenced by the amount of organizational participation of the respondents. Analyses of the data shows that over 25 percent of the respondents were not active in any organizations. However, those that were involved in four to five organizations felt that the greatest areas of need were recreational facilities, retirement facilities, and grocery, cafe and business facilities. (Table 20)

Table 21, page 73, indicates the needs of the community by the number of offices a respondent holds. Almost 65 percent of the respondents held no offices in organizations, but those that held from zero to four offices felt that recreational facilities, retirement facilities, medical personnel and facilities, grocery, cafe and business facilities were the greatest areas of need in the community.

Table 22, page 74, indicates the attitude toward main health needs of the community by the activity in the number of organizations. It was found that very few were involved in more than five



TABLE 20

OTHER NEEDS OF THE COMMUNITY BY ACTIVITY  
IN THE NUMBER OF ORGANIZATIONS

	0	1	2	3	4	5	7	8	9	Total Num- ber	Total Per- centage
	(n=21)	(n=17)	(n=13)	(n=12)	(n=10)	(n=10)	(n=1)	(n=1)	(n=2)	(N=87)	
Don't know	14.2	11.7	5.9	3.4	0.0	2.3	0.0	0.0	1.2	33	38.7
Recreational facilities	2.3	1.1	1.1	4.8	3.5	2.4	0.0	0.0	0.0	13	15.2
Retirement facilities	2.3	1.1	0.0	3.4	2.3	0.0	0.0	0.0	0.0	8	9.1
Medical personnel and facilities	1.1	1.1	0.0	1.1	0.0	2.3	0.0	0.0	0.0	5	5.6
Grocery, cafe and business facilities	1.1	1.1	3.4	0.0	3.4	2.3	0.0	0.0	0.0	10	11.3
Better law enforcement	1.1	1.1	0.0	0.0	0.0	1.1	0.0	1.1	1.1	5	5.5
General city improvement	0.0	2.3	2.3	0.0	0.0	0.0	0.0	0.0	0.0	4	4.6
Cooperation and interest	1.1	0.0	1.1	0.0	0.0	0.0	1.1	0.0	0.0	3	3.3
Library	1.1	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	3	3.4
Parental guidance	0.0	0.0	1.1	1.1	0.0	1.1	0.0	0.0	0.0	3	3.3
Total percentage	24.3	19.5	14.9	13.8	11.5	11.5	1.1	1.1	2.3		100.0

TABLE 21

OTHER NEEDS OF THE COMMUNITY BY THE NUMBER  
OF OFFICES HELD BY THE RESPONDENT

	0	1	2	3	4	5	9	Total Num- ber	Total Per- centage
	(n=56)	(n=11)	(n=10)	(n=5)	(n=1)	(n=3)	(n=1)	(N=87)	
Don't know	32.5	3.5	1.1	0.0	0.0	1.2	0.0	33	38.3
Recreation facilities	8.0	2.3	1.1	3.5	0.0	0.0	0.0	13	14.9
Retirement facilities	6.9	1.1	1.1	0.0	0.0	0.0	0.0	8	9.1
Medical personnel and facilities	4.6	0.0	1.1	0.0	0.0	0.0	0.0	5	5.7
Grocery, cafe, business facilities	4.6	2.3	2.6	1.1	0.0	1.1	0.0	10	11.7
Better law enforcement	2.3	0.0	1.1	0.0	1.1	0.0	1.1	5	5.6
General city improvement	2.3	2.3	0.0	0.0	0.0	0.0	0.0	4	4.6
Cooperation and interest	2.3	0.0	0.0	0.0	0.0	1.1	0.0	3	3.4
Library	1.1	0.0	2.3	0.0	0.0	0.0	0.0	3	3.4
Parental guidance	0.0	1.1	1.1	1.1	0.0	0.0	0.0	3	3.3
Total percentage	64.6	12.6	11.5	5.7	1.1	3.4	1.1		100.0

TABLE 22

## MAIN HEALTH NEEDS BY ACTIVITY IN THE NUMBER OF ORGANIZATIONS

	0	1	2	3	4	5	7	8	9	Total Num- ber	Total Per- centage
	(n=21)	(n=17)	(n=13)	(n=12)	(n=10)	(n=10)	(n=1)	(n=1)	(n=2)	(N=87)	
Don't know	11.8	5.7	5.7	2.3	1.1	4.6	0.0	0.0	0.0	27	31.2
Facilities for elderly	0.0	1.1	0.0	1.1	4.6	0.0	0.0	0.0	0.0	6	6.8
Doctor	8.0	8.2	5.8	9.3	4.7	5.8	0.0	0.0	0.0	36	41.8
Drug store	0.0	1.1	1.1	0.0	1.1	1.1	0.0	0.0	0.0	4	4.4
Low income housing	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1	1.1
Nurse	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3	3.4
Dentist	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1	1.2
Ambulance	0.0	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	2	2.2
Clinic	1.1	2.3	0.0	0.0	0.0	0.0	0.0	0.0	1.1	4	4.5
Emergency care	0.0	0.0	2.3	0.0	0.0	0.0	1.1	0.0	0.0	3	3.4
Total percentage	24.3	19.5	14.9	13.8	11.5	11.5	1.1	1.1	2.3		100.0

organizations. Also, almost 42 percent of the respondents felt that the main health need was a doctor. There was some indication that facilities for the elderly, a drugstore and a clinic were also considered to be main health needs. Thirty-one percent of the respondents did not indicate any health needs in Dakota Town.

Table 23, page 76, indicates the main safety and protection needs by the activity in the number of organizations. Almost 30 percent of the respondents felt that better protection was one of the main needs of Dakota Town. Also, it was found that individuals involved in fewer activities felt that the area of safety and protection was a main need, whereas individuals involved in more organizations seemed to feel that this area was not as great a need.

Table 24, page 77, indicates the main retail shopping needs by activity in the number of organizations. It shows that 40 percent of the respondents did not indicate any retail shopping needs. However, the remaining 60 percent felt that there definitely were some retail shopping needs. Almost 20 percent of the respondents stated that more retail outlets were needed. In fact, this was felt quite strongly by those individuals involved in one organization and in three organizations. Also, it was recorded that those respondents active in zero to five organizations felt that a wider choice was one of the main retail shopping needs. Another need indicated by those

TABLE 23

## MAIN SAFETY AND PROTECTION NEEDS BY ACTIVITY IN THE NUMBER OF ORGANIZATIONS

	0	1	2	3	4	5	7	8	9	Total Num- ber	Total Per- centage
	(n=21)	(n=17)	(n=13)	(n=12)	(n=10)	(n=10)	(n=1)	(n=1)	(n=2)	(N=87)	
Don't know	16.4	10.5	8.1	6.9	2.3	3.4	0.0	0.0	1.2	42	48.8
Better protection	5.7	3.4	5.7	5.8	3.4	3.6	1.1	0.0	1.1	26	29.8
Disturbances	1.1	0.0	1.1	0.0	4.7	2.3	0.0	0.0	0.0	8	9.2
Fire department improvement	0.0	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	2	2.2
Parental guidance	1.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2	2.2
School crosswalk	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	1	1.1
Dam breakage	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1	1.1
Justice of the peace	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	1	1.1
More safety progress	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2	2.3
Obeying law	0.0	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	2	2.2
Total percentage	24.3	19.5	14.9	13.8	11.5	11.5	1.1	1.1	2.3		100.0

TABLE 24

## MAIN RETAIL SHOPPING NEEDS BY ACTIVITY IN THE NUMBER OF ORGANIZATIONS

	0	1	2	3	4	5	7	8	9	Total Num- ber	Total Per- centage
	(n=21)	(n=17)	(n=13)	(n=12)	(n=10)	(n=10)	(n=1)	(n=1)	(n=2)	(N=87)	
Don't know	10.6	5.8	7.0	4.6	5.9	4.7	1.1	1.1	0.0	35	40.8
More retail outlets	2.3	4.6	2.3	4.6	1.1	1.1	0.0	0.0	2.3	16	18.3
Wider choice	3.4	2.3	2.3	0.0	0.0	2.3	0.0	0.0	0.0	9	10.3
More competition	2.3	0.0	0.0	2.3	2.3	0.0	0.0	0.0	0.0	6	6.9
More better stores	2.3	4.6	1.1	2.3	1.1	3.4	0.0	0.0	0.0	13	14.8
High prices	0.0	1.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	2	2.2
Poor shopping	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1	1.1
Shop in town	2.3	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	3	3.4
Good	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	2	2.2
Total percentage	24.3	19.5	14.9	13.8	11.5	11.5	1.1	1.1	2.3		100.0

active in zero to five organizations was the need for more and "better" stores.

Table 25 indicates the main leadership needs of Dakota Town by the activity in the number of organizations. This table reveals that almost 25 percent of the respondents were not active in any organization, almost 20 percent were active in one organization and over 50 percent active in two to five organizations. Over 22 percent of the respondents did not know of any main leadership needs, and approximately 35 percent indicated there were no main leadership problems. However, there were some that indicated the following to be main leadership needs: able leaders, youth leaders, more followers, younger leaders, new ideas, vested in one, not enough time and any leadership. Analysis of the data also indicates that very few individuals were involved in one to five organizations, with one to three organizations being the most prevalent.

The amount of education of citizens in Dakota Town seemed to influence their attitudes toward the subsystems of the community and its needs. An analysis of the data in Table 26 shows that about 25 percent of the respondents with eighth grade or less education did not indicate other needs in the community. However, only about 5 percent of those respondents with some college or specialized training felt this way. Almost 65 percent of the total respondents

TABLE 25

## MAIN LEADERSHIP NEEDS BY ACTIVITY IN THE NUMBER OF ORGANIZATION

	0	1	2	3	4	5	7	8	9	Total Num- ber	Total Per- centage
	(n=21)	(n=17)	(n=13)	(n=12)	(n=10)	(n=10)	(n=1)	(n=1)	(n=2)	(N=87)	
Don't know	10.8	8.5	1.1	1.1	0.0	2.3	0.0	0.0	0.0	19	23.8
Able leaders	2.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3	3.4
Youth leaders	2.3	1.1	1.1	0.0	2.3	0.0	0.0	0.0	1.1	7	7.9
More followers	1.1	1.1	2.3	1.1	0.0	1.1	0.0	0.0	0.0	6	6.7
Younger leaders	1.1	1.1	1.1	1.1	0.0	0.0	0.0	0.0	0.0	4	4.4
New ideas	0.0	0.0	2.3	0.0	1.1	1.1	0.0	0.0	0.0	4	4.5
Vested in one	1.1	1.1	0.0	1.1	0.0	1.1	0.0	0.0	0.0	4	4.4
Not enough time	2.3	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	4	4.6
Any leadership	0.0	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	2	2.2
None	3.3	4.4	7.0	8.3	8.1	3.6	1.1	1.1	1.2	34	38.1
Total percentage	24.3	19.5	14.9	13.8	11.5	11.5	1.1	1.1	2.3		100.0



TABLE 26

## OTHER NEEDS OF THE COMMUNITY BY EDUCATION

	No Re- sponse	8th Grade or Less	Some High School	High School Graduate	Some College or Training	College Graduate	Total Num- ber	Total Per- centage
	(n=2)	(n=27)	(n=14)	(n=26)	(n=13)	(n=5)	(N=87)	
Don't know	1.1	24.2	11.6	20.8	4.8	1.1	55	63.6
Recreation facilities	0.0	2.3	0.0	0.0	4.6	1.1	7	8.0
Retirement facilities	0.0	0.0	0.0	2.3	1.1	1.1	4	4.5
Medical personnel and facilities	0.0	3.4	0.0	0.0	1.1	1.4	5	5.9
Grocery, cafe and business	0.0	0.0	2.3	1.1	1.1	0.0	4	4.5
Better law enforcement	1.2	1.1	0.0	4.6	1.1	0.0	7	8.0
General city improvements	0.0	0.0	1.1	1.1	0.0	1.1	3	3.3
Cooperation and interest	0.0	0.0	1.1	0.0	0.0	0.0	1	1.1
Parental guidance	0.0	0.0	0.0	0.0	1.1	0.0	1	1.1
Total percentage	2.3	31.0	16.1	29.9	14.9	5.8		100.0

seemed well satisfied with the community and did not know of particular needs in the community. Those respondents with some college or training felt that recreational facilities were needed, and those respondents with high school education felt that better law enforcement was needed. Also, it should be pointed out that over 30 percent of the respondents had eighth grade or less education and only about 6 percent of the respondents were college graduates or had specialized training beyond high school.

Table 27 indicates the main governmental agencies and affairs needs by education. This table shows that about 10 percent of the respondents did not indicate any needs in these areas. Over 35 percent of the respondents felt that lax county government was the main need in this area. In fact, there was little variation in the amount of education of the respondents in citing this as an area of need. However, more high school graduates felt that this was an area of need than the other educational categories.

Almost 20 percent of the respondents in Table 27 felt that one of the needs of the government agencies was to do more for the people. There was little variation among those respondents with eighth grade or less education and the high school graduates regarding this variable. The college graduates did not regard this as significantly as did the others. This table also shows some indication that a

TABLE 27

## MAIN GOVERNMENT AGENCIES AND AFFAIRS NEEDS BY EDUCATION

	No Re- sponse	8th Grade or Less	Some High School	High School Graduate	Some College or Training	College Graduate	Total Num- ber	Total Per- centage
	(n=2)	(n=27)	(n=14)	(n=26)	(n=13)	(n=5)	(N=87)	
Don't know	1.2	5.7	2.3	1.1	0.0	0.0	9	10.3
High taxes	0.0	1.1	0.0	0.0	0.0	0.0	1	1.1
Tax revision	0.0	0.0	0.0	0.0	0.0	1.1	1	1.1
Government not doing justice	0.0	0.0	0.0	1.1	1.1	1.1	3	3.3
Better law enforcement	0.0	7.0	4.7	9.2	2.3	0.0	20	23.2
Government do more for people	0.0	5.7	4.6	5.7	0.0	1.1	15	17.1
Lax county government	1.1	9.2	3.4	12.8	8.1	1.4	31	36.0
Justice of the peace	0.0	2.3	1.1	0.0	3.4	1.1	7	7.9
Total percentage	2.3	31.0	16.1	29.9	14.9	5.8		100.0

justice of the peace was needed. This attitude was expressed more by the respondents with some college or training beyond high school and also by college graduates than from any of the other education categories.

#### Factors Associated With the Residents Overall Satisfaction With the Community and the Subsystems

The attitudes concerning satisfaction of the residents of Dakota Town toward the community subsystems were examined in relation to the variables of age, sex, income, education, length of residence, and organizational participation. Most of these variables had also been examined in studies of community satisfaction by Jesser and Davies cited earlier in the review of literature.

#### Variables

The independent variables related to the objectives of this study are:

1. Age: 15-24; 25-34; 35-44; 45-54; 55-64; 65 and over.
2. Sex: Male; female.
3. Income: \$0-2,999; \$3,000-4,999; \$5,000-6,999; \$7,000-8,999; \$9,000 and over.
4. Education: Eighth grade or less; some high school; high school graduate; some college or training; college graduate.

5. Length of residence in the community: Less than 10 years; 10-24 years and 25 years or longer.

6. Number of organizational memberships: 0; 1; 2; 3; 4; 5; 6; 7; 8; 9.

The dependent variable in this study was the perceived community satisfaction as measured by the trichotomous variable of community satisfaction in which residents of Dakota Town rated their community as a place to live as excellent, good, fair or poor. It should be noted that tables and interpretations for chi-square analysis are given regardless of the significance level.

#### Hypotheses for Chi-square Analysis

Community satisfaction by years in the community. Analyses were conducted to determine the effect of years lived in the community on community satisfaction. For purposes of testing, it was hypothesized:

Null Hypothesis 1. There is no association between community satisfaction and length of residence in the community.

No significant association at the .05 level was found to exist between Dakota Town as a place to live and the years the respondent has lived in the community. The null hypothesis pertaining to years in the community associated with community satisfaction is thus

accepted, Table 28. The significance level for this variable was .06.

Table 28 reports that citizens of Dakota Town who had lived there for twenty-five years or more tended to regard it as a good or excellent place to live. However, most persons who had lived in Dakota Town a shorter period of time tended to regard it as a good place, also, with only 12 percent of the total respondents considering it a fair or poor place to live. In other words, 88 percent of the respondents were satisfied with this community as a place to live.

TABLE 28

DAKOTA TOWN AS A PLACE TO LIVE  
BY YEARS IN THE COMMUNITY

	Less Than 10 Years	10-24 Years	25 Years or Longer	Total Num- ber	Total Per- centage
	(n=16)	(n=19)	(n=52)	(N=87)	
Excellent	1.1	10.3	24.1	31	35.5
Good	12.7	10.4	28.8	45	51.9
Fair or poor	4.6	1.1	6.9	11	12.6
Total percentage	18.4	21.8	59.8		100.0
<hr/>					
$\chi^2 = 8.841$	d.f. = 4		p = 0.06		C = 0.303

Community satisfaction by sex. Analyses were conducted to determine the effect of sex on community satisfaction. For purposes of testing it was hypothesized:

Null Hypothesis 2. There is no association between community satisfaction and the sex of the respondents.

No significant associations were found to exist between sex and Dakota Town as a place to live. Therefore, the null hypothesis pertaining to sex and community satisfaction could not be rejected. Table 29 indicates that about 88 percent of the males and 87 percent of the females felt that Dakota Town was a good or excellent place to live.

TABLE 29

## DAKOTA TOWN AS A PLACE TO LIVE BY SEX

	Male	Female	Total Num- ber	Total Per- centage
	(n=26)	(n=61)	(N=87)	
Excellent	8.0	27.6	31	35.6
Good	18.5	33.3	45	51.8
Fair or Poor	3.4	9.2	11	12.6
Total percentage	29.9	70.1		100.0

$$\chi^2 = 1.515$$

$$d.f. = 2$$

$$p = 0.46 \quad C = 0.130$$

Community satisfaction by age. Analyses were conducted to determine the effects of age on community satisfaction. For purposes of testing it was hypothesized:

Null Hypothesis 3. There is no association between community satisfaction and age of the respondents.

No significant associations were found to exist at the .05 level between age and Dakota Town as a place to live. Therefore, the null hypothesis pertaining to age and community satisfaction can be accepted. Over 50 percent of the respondents were fifty-five years of age or over, but community satisfaction does not appear to be significantly influenced by the age of the respondents. Those persons under fifty-five years of age also felt that Dakota Town was a good or excellent place to live. Table 30 reports the findings.

Community satisfaction by income. Analyses were conducted to determine the effect of income on community satisfaction. For purposes of testing it was hypothesized:

Null Hypothesis 4. There is no association between community satisfaction and income of the respondents.

No significant associations were found to exist between income and Dakota Town as a place to live. Income, then, was not a factor which significantly influenced attitudes toward community satisfaction; and, therefore, the null hypothesis could not be rejected. Those respondents whose income was under \$3,000 felt that Dakota



TABLE 30  
DAKOTA TOWN AS A PLACE TO LIVE BY AGE

	15-34	35-54	55 And Over	Total Num- ber	Total Per- centage
	(n=12)	(n=17)	(n=57)	(N=86)*	
Excellent	1.1	8.4	25.3	30	34.8
Good	8.1	11.1	32.4	45	51.6
Fair or poor	4.5	0.0	8.0	11	12.5
Total percentage	13.7	19.5	65.7		98.9*

$$\chi^2 = 9.32$$

$$d.f. = 4$$

$$p = 0.06$$

$$C = 0.312$$

\*One "on response" has not been calculated in this number or percentage.

Town was a good or excellent place to live, and those whose income was \$7,000 and over also felt the same. (Table 31)

Community satisfaction by organizational participation.

Analyses were conducted to determine the effects of organizational participation on community satisfaction. For purposes of testing, it was hypothesized:

Null Hypothesis 5. There is no association between community satisfaction and organizational participation of the respondents.

No significant associations were found to exist between the amount of organizational participation and attitudes of satisfaction toward Dakota Town. Therefore, the fifth null hypothesis concerning whether community satisfaction is influenced by the amount of organizational participation could not be rejected. Analyses of the data shows that almost 25 percent of the respondents were not active in any organizations. Table 32 reports the findings.

Community satisfaction by education. Analyses were conducted to determine the effect of educational level on community satisfaction. For purposes of testing, it was hypothesized:

Null Hypothesis 6. There is no association between community satisfaction and educational level of the respondents.

No significant associations were found to exist between educational level of the respondents and the attitudes toward community

TABLE 31

## DAKOTA TOWN AS A PLACE TO LIVE BY INCOME

	\$0- 2,999	\$3,000- 4,999	\$5,000- 6,999	\$7,000 & Over	Total Num- ber	Total Per- centage
	(n=29)	(n=21)	(n=10)	(n= 22)	(N=82)*	
Excellent	12.9	9.3	2.4	8.9	25	33.5
Good	14.9	13.7	6.8	12.9	43	48.3
Fair or poor	5.7	1.1	2.3	3.4	11	12.5
Total percentage	33.5	24.1	11.5	25.2		94.3*

$$\chi^2 = 3.218$$

$$d.f. = 6$$

$$p = 0.79$$

$$C = 0.194$$

\*Five "no responses" have not been calculated in this number or percentage.

TABLE 32

DAKOTA TOWN AS A PLACE TO LIVE BY ORGANIZATIONAL  
PARTICIPATION OF THE RESPONDENTS

	0	1	2	3 or More	Total Number	Total Percentage
	(n=21)	(n=17)	(n=13)	(n=36)	(N=87)	
Excellent	9.2	4.6	1.1	20.9	31	35.8
Good	12.4	11.5	10.3	17.3	45	51.5
Fair or poor	2.5	3.4	3.4	3.4	11	12.7
Total percentage	24.1	19.5	14.9	41.5		100.0

$$\chi^2 = 7.987$$

$$\text{d.f.} = 6$$

$$p = 0.25$$

$$C = 0.289$$

satisfaction. Hypothesis six indicated that the amount of education of citizens in Dakota Town would not influence their attitudes toward community satisfaction. This hypothesis must be accepted. (Table 33)

In summary, the findings from this part of the research using chi-square analysis indicates that age, sex, income, years in the community, education and organizational participation do not influence community satisfaction. These findings are supported by other researchers. For instance, the study cited earlier in the review of literature, by Vernon Davies, found community satisfaction unrelated to sex or age. Another study, cited earlier, by Clinton Jesser found income, education, sex, age, and place of birth to have a non-significant effect on community satisfaction. It can be seen, then, that further analysis of the community satisfaction variable is needed.

#### Community Subsystems and Community Satisfaction

A final objective of this study was to determine the extent to which variations in the attitudes toward community subsystems explain significantly the variation in the respondent's attitudes toward community satisfaction.

TABLE 33

## DAKOTA TOWN AS A PLACE TO LIVE BY EDUCATION

	8th Grade or Less	Some High School	High School Graduate	Some College or Training	College Graduate	Total Num- ber	Total Per- centage
	(n=27)	(n=14)	(n=26)	(n=13)	(n=5)	(N=85)*	
Excellent	10.3	4.6	10.4	5.7	3.6	30	34.6
Good	16.1	10.4	14.9	8.1	1.1	44	50.6
Fair or poor	4.6	1.1	4.6	1.1	1.1	11	12.5
Total percentage	31.0	16.1	29.9	14.9	5.8		97.7*

$$\chi^2 = 3.560$$

$$d.f. = 8$$

$$p = 0.89$$

$$C = 0.200$$

\*Two "no responses" have not been calculated in this number or percentage.

Independent variables. For analytical purposes the sixteen attitudes toward community subsystems were presumed to explain community satisfaction. They were:

- X<sub>1</sub>. Adequacy of transportation and communication services.
- X<sub>2</sub>. Home services.
- X<sub>3</sub>. Health services.
- X<sub>4</sub>. Educational opportunities and facilities.
- X<sub>5</sub>. Protection services.
- X<sub>6</sub>. Opportunities available for making a living.
- X<sub>7</sub>. Services for those who are particularly in need of help and guidance in Dakota Town.
- X<sub>8</sub>. Constructive leisure time opportunities and facilities.
- X<sub>9</sub>. Retail shopping services.
- X<sub>10</sub>. Religious services.
- X<sub>11</sub>. Beautification.
- X<sub>12</sub>. Civic and social organizations.
- X<sub>13</sub>. Government agencies.
- X<sub>14</sub>. Community improvement and planning.
- X<sub>15</sub>. Leadership.
- X<sub>16</sub>. Respondent's feelings and relationships within the community.

### Null Hypothesis for Multiple Regression Analysis

For purposes of testing the relationship between the independent variables and the dependent variable, the multiple independent variables  $X_1, X_2, X_3, \dots, X_{16}$  were defined as a set, and the following null hypothesis was formulated:

The set of independent variables will not contribute significantly to the explanation of the variable of community satisfaction ( $Y_1$ ).

Statistical findings. Stepwise multiple regression was used for statistical testing. Table 34 reports the statistical findings. At the 0.05 level of significance, variables  $X_{12}$  (activity in civic and social organizations) and  $X_5$  (protection services) were found to contribute significantly to the explanation of community satisfaction with both variables being negatively related to community satisfaction. These variables, then, explain about 20 percent of the variability in community satisfaction. The remaining independent variables were found not to contribute significantly to the explanation of community satisfaction at the 0.05 level of significance.

The null hypothesis for multiple regression analysis indicated that the set of independent variables did not contribute significantly to the explanation of the dependent variable of community satisfaction. However, two of the independent variables did contribute



TABLE 34

SUM OF SQUARES AND PROPORTION OF VARIANCE  
ACCOUNTED FOR BY THE INDEPENDENT  
VARIABLES AS ENTERED  
INTO THE EQUATION

Inde- pendent Vari- ables	Sum of Squares Accounted For	Proportion of Variation Explained	Cumulative Proportion of Variation Explained	Regression Coefficient for Significant Variables	Y Intercept
X <sub>12</sub>	153.58044	0.14581	0.14581	-0.03612	2.61887
X <sub>5</sub>	141.88036	0.03986	0.18567	-0.02081	
X <sub>6</sub>	130.19097	0.03312	0.21880		
X <sub>3</sub>	118.50890	0.02305	0.24185		
X <sub>4</sub>	106.84189	0.02391	0.26576		
X <sub>14</sub>	95.20480	0.01544	0.28120		
X <sub>11</sub>	83.68371	0.01174	0.29294		
X <sub>16</sub>	72.25722	0.00692	0.29986		
X <sub>15</sub>	61.04159	0.00564	0.30550		
X <sub>10</sub>	50.08494	0.00253	0.30803		
X <sub>8</sub>	39.56740	0.00310	0.31113		
X <sub>7</sub>	29.62754	0.00080	0.31193		
X <sub>13</sub>	20.58182	0.00040	0.31234		
X <sub>1</sub>	12.39829	0.00020	0.31253		
X <sub>2</sub>	5.45365	0.00029	0.31282		

significantly to the explanation of community satisfaction; and, thus, community satisfaction is influenced by these independent variables and the null hypothesis is rejected. The independent variable,  $X_{12}$ , examined attitudes toward civic and social organizations. Included in this variable were civic and social organization availability; organizational membership and program quality; and the amount and quality of participation and activity.

The independent variable,  $X_5$ , examined attitudes related to protection services. These services included the two main protection services of police and fire protection.

In the analysis of these data, the negative regression coefficients resulted from the dependent variable being coded with a one (1) meaning most favorable response and a three (3) meaning least favorable response while the independent variables were coded with a seven (7) representing the most favorable response and a one (1) representing the least favorable response.

## CHAPTER VI

### SUMMARY, MAJOR FINDINGS, CONCLUSIONS, IMPLICATIONS, LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

#### Summary

Community research concerning the small community has tended to focus on ecological and demographic perspectives.<sup>84</sup> However, research concerning community satisfaction as measured by the attitudes and feelings of the individual residents in a small community toward the community and its services is very limited as has been shown in the review of literature. Consequently, there is importance in ascertaining the feelings of individuals in a community toward their community services, and their suggestions for community improvement. This research project was designed to study the factors associated with attitudes regarding community satisfaction in Dakota Town, South Dakota.

The objectives of this study were: (1) to examine the attitudes of residents toward their community, (2) to examine the attitudes of residents toward their community's subsystems, (3) to examine the

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<sup>84</sup>Suzanne M. Smith, An Annotated Bibliography of Small Town Research (Madison: Department of Rural Sociology, University of Wisconsin, 1970), p. v.

factors associated with the residents' overall satisfaction with their community, (4) to examine the factors associated with the residents' satisfaction with the subsystems of their community, and (5) to examine the extent to which variations in the attitudes toward community subsystems explain variations in community satisfaction.

In the review of literature, a number of perspectives concerning factors associated with community structure and dynamics and the organization of community life were examined. These approaches varied widely, but had very little emphasis on community satisfaction. Nearly all of the writings and research concerned with the community can be subsumed under one or more of the following categories:

1. Demographic characteristics.
2. Attitudinal characteristics.
3. Socioeconomic status.
4. Cross-community comparisons.
5. Problem aspects of community life.
6. Community relationships.

Also, in the review of literature, findings of the other studies that had utilized similar variables as this present study were found to support the present research quite consistently.

### Age

In this present research study, it was found that age was not a significant variable in community satisfaction. An earlier cited study, by Davies, indicated that age was not related to community satisfaction, but was based on other factors. Jesser's findings supported these previous findings also. Marans and Rodgers, on the other hand, found that evaluation of the environment is influenced by age.

### Sex

In this research sex was found to be non-significant in influencing community satisfaction. Vernon Davies, cited earlier in this research, also found that community satisfaction was not related to sex. Jesser's findings supported this position as well.

### Income

The present research found that income was not a significant variable in influencing community satisfaction. Jesser's findings supported this position since he found income to have a non-significant effect on community satisfaction. However, Marans and Rodgers found that evaluation of the environment is influenced by income.

### Education

Education was found to be a non-significant variable in this present research concerning community satisfaction. Jesser's findings supported the present findings.

### Length of Residence in the Community

This research project did not find the length of residence in the community to be a significant variable in community satisfaction. Rojek, in an earlier study, studied size of the place of residence and its effect on community satisfaction, but no specific findings from other studies were found concerning the length of residence. Quite possibly, an assumption would be that the longer an individual stayed in a community, the more satisfied that person would be with that community.

### Organizational participation

This research study found that organizational participation was a non-significant variable in community satisfaction. In an earlier cited study, by Ellenbogen, it was found that an individual would not be satisfied with a community if it did not meet his needs and aspirations. Also, Arensberg and Kimball found that community satisfaction was related to the resident of the community having an opportunity to participate in affairs that would benefit the total

community. Thus, it can be seen that the findings on community satisfaction from the review of literature in this research indicated that examining community satisfaction as a variable produced variant results. Even though it was noted by Campbell and Converse that measuring community satisfaction is valuable, the results of these measurements could not be made into generalizations. In other words, findings seem to indicate that community satisfaction is a multi-dimensional variable and attitudes are as varied as the individuals in a particular environment. It can be seen, then, that the present findings of this research do not contradict some of the past research cited in the review of literature.

The theoretical framework of this study utilized attitude theory and social systems theory as they related to aspects of community structure and dynamics which were indicators of community satisfaction. It was held that this type of research asks what life is like and how it is organized in particular communities. Consequently, it was hypothesized that satisfaction with a community is a function of the respondents:

1. Age.
2. Sex.
3. Income.
4. Educational level.

5. Length of residence in the community.
6. Organizational participation.
7. Attitudes toward community subsystems.

In studies cited earlier, Rojek, et al.; Campbell and Converse; Davies; Johnson and Knop; Marans and Rodgers, it was found that attitudes toward community subsystems did influence the individual's sense of community satisfaction. In this study, community satisfaction was viewed in terms of the attitude of the respondents toward the community. Therefore, in addition to examining the extent of satisfaction with the total social system, it was also necessary to determine the satisfaction with each of the various subsystems. It was felt that this would provide the necessary insights for understanding which features of the community provide the basis for satisfaction. This study did examine the structure of interrelated parts or subsystems, and attitudes toward these were examined. The exploration of the social system in Dakota Town, as observed through its interdependent parts or subsystems, revealed attitudes and behavioral patterns that indicated levels of satisfaction toward this community. These attitudes toward this community were dynamic and tended to pass into behavior which was indicated in the responses. Attitudinal variables have been shown, for instance, by Mulford and Klonglan to be important predictors in empirical studies.



This knowledge of the attitudes toward the subsystems of this community is a quite necessary prerequisite to understanding total community satisfaction. Therefore, in this research these theoretical bases were supported since it was found that determining the attitudes of the individuals toward this community did give evidence of community satisfaction.

This exploratory research study endeavored to utilize the total number of households in Dakota Town. However, the researchers involved in this study also felt that those persons who worked and carried on social relationships inside Dakota Town would be more indicative of a permanent community resident than would those persons who worked outside Dakota Town, but utilized this town as a "bedroom" community. Therefore, the interviewing was conducted during the daytime hours only, with all of the residences being contacted. Of the 164 households contacted, the head of the household, or spouse of the head of the household in 87 households gave responses, thus indicating that a response was obtained from 53 percent of the households in this community. The units of analysis, then, were the heads of the households, eighteen years of age and over at these residences.

### Major Findings

The major findings of this study were reported in four sections. The first part was a descriptive examination of the characteristics of the residents of Dakota Town who responded to the questionnaire. The second part examined the attitudes of the residents toward their community. The third section examined the attitudes of the residents toward their community's subsystems, by describing the things Dakota Town needs. In the fourth section, the factors associated with the residents' overall satisfaction, and the factors associated with the residents' satisfaction with the subsystems of the community were examined. The results were cross-tabulated and analyzed using non-parametric statistical tests of association. The specified level of significance was 0.05, but the level of significance was given on each table. Also, an analysis to determine the extent to which the set of independent variables explained the dependent variable of community satisfaction was utilized, using stepwise multiple regression procedure. The specified level of significance was the 0.05 level.

The descriptive analysis revealed that over 70 percent of the respondents in this study were female. Also, almost 75 percent of the respondents were presently married, and 23 percent were widowed, divorced or separated; thus, indicating that about 98

percent of the respondents had been or presently were married. It was further found that over 50 percent of the respondents were sixty-five years of age or over. In examining the education of the respondents, it was found that one-third of them did not have more than an eighth grade education, and only about 5 percent had graduated from college. Analysis of the main occupation of the respondents showed that over 25 percent were retired and about 43 percent were homemakers. However, even though only one-fourth of the respondents considered themselves retired, it was found earlier that over one-half of them were sixty-five years of age or over. Apparently, a large number of respondents over sixty-five did not consider themselves retired. The combined income of the husband and wife in the respondent's home was also tabulated. Over one-third of these earned less than \$3,000 per year. Almost 60 percent earned less than \$5,000 per year, and only about 10 percent of the respondents earned over \$9,000. In addition, this analysis showed that approximately 60 percent of the respondents had lived in Dakota Town twenty-five years or more. However, there also seemed to be an influx of new people into this community, because almost 20 percent of the respondents had lived there less than ten years. This analysis indicated that most respondents belonged to two clubs or organizations, with about 15 percent not belonging to any clubs or

organizations. Also, about 15 percent were members of five or more clubs or organizations.

Attitudes regarding things the respondents liked about the community were considered important. The friendliness of Dakota Town was cited by almost 40 percent of the respondents as the factor they liked most. The respondents also indicated they enjoyed the small size and quietness of this town and the good people in it. Consequently, about 85 percent of the respondents felt that Dakota Town was a good or excellent place to live.

A further objective of this study was to determine the attitudes of the respondents toward the community subsystems. It was felt that this could be accomplished by having the respondents describe the things Dakota Town needs, which would also reflect on the community subsystems. From this analysis of the data, it was discovered that respondents were dissatisfied with the recreation facilities, and the grocery, cafe and business facilities. Further, there did not seem to be enough employment opportunities, nor money to beautify the town, and improve its facilities. There was also an attitude portrayed concerning medical facilities, with respondents feeling that medical personnel and facilities were needed in Dakota Town.

Another finding related to community satisfaction concerns income of the respondents. Those persons with lower incomes did not know of needs in the community. Those in the middle income range felt that grocery, cafe and business facilities were a need. However, those in the upper range of incomes stated that recreational facilities were of prime importance. Income also seemed to affect attitudes toward transportation facilities. Those with lower incomes felt that public transportation was an area of need more so than did those respondents in the higher income categories. Income contributed also to the attitudes toward the subsystem of education. The higher income category of respondents did not seem to find any educational needs; whereas, the lower income category of respondents felt that there were some main educational needs.

Another objective of this study was to examine the factors associated with the residents overall satisfaction with the community and the subsystems. The characteristics employed were age, sex, income, education, length of residence in the community and organizational participation of the respondents. Analysis of the tests of association showed that none of these independent variables were significantly related to the dependent variable of community satisfaction. However, generally those respondents who had lived in Dakota Town the longest and also were fifty-five years of age or

over were the most satisfied with the community. However, it must be noted that, in general, the majority of the respondents were also satisfied with the community of Dakota Town.

Analysis, using stepwise multiple regression, indicated that attitudes toward civic and social organizations and attitudes toward protective services in this community were significant variables in explaining overall community satisfaction. The sixteen independent variables together explained slightly over thirty-one percent of the variation in the community satisfaction dependent variable. However, the two significant variables explained almost 20 percent of the variation. The remaining independent variables did not contribute significantly to an explanation of the variance in the dependent variable. Therefore, there must be other variables, not examined in this analysis, which help to explain the variations in community satisfaction.

### Conclusions

Even though the respondents indicated satisfaction for their community, they did recognize that needs existed. In other words, respondents were satisfied with the community generally, but dissatisfied with certain aspects of Dakota Town. This finding has

been borne out in other research as well. For example, the works by Johnson and Knop, and Rojek, et al., cited earlier in the review of literature, pointed out that satisfaction with the community is multidimensional. That is, it is not an all-or-nothing matter. In other words, residents could be satisfied and dissatisfied with aspects of the same community. For example, a person's attitudes toward the schools may be independent of that person's ideas related to shopping facilities, medical services or other subsystems. This research study found that respondents were satisfied with their community generally, but dissatisfied with particular aspects of it. Thus, the author of this study concludes:

1. Although the findings indicate that the majority of residents were satisfied with Dakota Town by indicating that it was a good or excellent place to live, it must be noted that almost 50 percent of the respondents had never lived in any other place.

2. Community satisfaction was influenced by the number of years the respondents had lived in Dakota Town. For example, those respondents who had lived twenty-five years or longer in Dakota Town tended to regard it as a good or excellent place to live. Also, most of those respondents who had lived in Dakota Town between ten and twenty-four years tended to regard it as a good or excellent place to live. However, only one percent of

those respondents who had lived there less than ten years felt that it was an excellent place to live. Thus, the number of years an individual had lived in the community tended to influence how an individual viewed Dakota Town as a place to live, even though this variable was not statistically significant.

It was also found that those individuals who had lived in Dakota Town the longest felt that there definitely was a need for recreational facilities. Another area of great need, pointed out by those who had lived in Dakota Town the longest, was for improved grocery, cafe and business facilities.

One of the main employment needs cited was that there was not enough opportunity. This need was recognized by those who had lived twenty-five years or more in Dakota Town. They also felt that litter was one of the main beautification problems as well as the problem of not having enough money to keep up the town.

Those individuals who had lived in Dakota Town the longest were also cognizant of the main community improvement and planning need which was primarily money.

3. Varying attitudes toward community satisfaction were also influenced by age and income. The analysis revealed that persons sixty-five years of age and over felt that grocery, cafe and business facilities was another area of need. The analysis also revealed



that, in general, older persons were not cognizant of any educational needs in the community. No doubt, lack of information and/or knowledge concerning the needs in this area was an influential factor.

Total annual income of the respondents also influenced satisfaction toward this community. Those individuals with a higher income felt that recreational facilities were the greatest need, whereas those individuals with a low income saw retirement facilities, and grocery, cafe and business facilities as major needs.

The analysis also indicates that those individuals with a lower income felt that some kind of public transportation such as a bus system was needed; whereas, those individuals with a higher income did not feel that any transportation and communication needs existed.

In ascertaining the main educational needs in this community by income, it was interesting to note that individuals with lower incomes felt that upgrading the school was a main educational need; whereas, those individuals with a higher income did not know of any main educational needs.

4. Attitudes toward Dakota Town were also influenced by an individual's activity in organizations. Very few individuals were involved in more than five organizations, with almost 25 percent not

being active in any organization. Those individuals involved in organizations felt that recreational facilities, retirement facilities, medical personnel and facilities, grocery, cafe and business facilities were major areas of need.

Also, it is interesting to note that the analysis indicated that a doctor was the main health need indicated by over 40 percent of the individuals regardless of the number of organizations in which they were involved. Also, there was strong indication given that better protection was needed in the community and more opportunity for employment; this was believed by individuals regardless of organizational involvement.

A positive attitude toward the needs of the community was also shown by educational level. Almost 65 percent of the respondents, regardless of educational background, did not know of other needs in Dakota Town. However, when main government and affairs needs were examined by educational background, it was found that a need for better law enforcement was cited as an area that needed attention by all levels of educational background.

5. Even though these findings indicate that, in general, the citizens of Dakota Town were satisfied with their community, they also had suggestions and ideas for improvement, and were cognizant of its needs as a community.

The residents of Dakota Town, who responded to the questionnaire, indicated areas of need where the community could be improved. The researcher feels that this information could be of some value in future planning programs for Dakota Town, and, therefore, the areas of need have been summarized topically as follows:

A. Main beautification problems:

1. Need more money to keep up the town.
2. Litter.
3. Dilapidated buildings.
4. Streets.
5. Housing and building codes.
6. Plan clearance of slums and substandard housing.
7. Zoning provisions.

B. Main community improvement and planning needs:

1. Recreational facilities.
2. Money.
3. More grocery, cafe, and business facilities.
4. Shopping facilities.
5. Low rental units.
6. Retirement facilities.

C. Main educational needs:

1. Upgrade the school.

2. Library facilities.
3. More adult education.
4. Extension service.
5. Vocational education.

D. Main employment needs:

1. Not enough opportunity for employment.
2. Employment for those seventeen and under.
3. Employment for those sixty-five and over.
4. Handicapped employment.
5. Employment agency.

E. Main health needs:

1. Doctor.
2. Facilities for the elderly.
3. Drug store.
4. Clinic.
5. Medical personnel and facilities.
6. Plan for health programs.
7. Dental services.
8. Hospital facilities.
9. Public health services.
10. Ambulance.

F. Main leadership needs:

1. Youth leaders.
2. More followers.
3. Government should do more for the people.
4. Local county government.
5. More fellowship in churches.

G. Main retail shopping needs:

1. More retail outlets.
2. More better stores.
3. Wider choice.
4. Plan for wise business and industrial expansion.

H. Main safety and protection needs:

1. Better protection.
2. Disturbances.
3. Better law enforcement.

I. Main transportation and communication needs:

1. Bus system.
2. Some kind of public transportation.
3. Plan traffic flow and routing.

Implications

The findings of this research study concerning community satisfaction and subsystems have relevance to the ideas and theories

stated in the theoretical framework. The social system referred to in this research is the community. The community operates as a unit and has a system or structure of interrelated parts or subsystems. Community satisfaction is comprised of attitudes toward the system and subsystems.

In the theoretical framework, reference was made to Bates and the idea that the sociologist must construct the structural properties of large and complex social systems from only the observable part of the total behavior that constitutes those systems. In this research, the behavior was observed through attitudes of the respondents toward the subsystems of this social system, Dakota Town. Bates also made reference earlier to the fact that analysis of a community is induced from a relatively small amount of behavior observed by the sociologists, such as was done in this study.

Other implications from the theoretical framework followed ideas of Arensberg and Kimball. They felt that in community studies, such as this one, the social system and its interdependent parts and relationships could be investigated. This researcher endeavored to follow these theoretical explorations of the social system of Dakota Town as observed through its interdependent parts or subsystems. In this exploration attitudes and behavioral patterns were revealed

that implied levels of satisfaction toward the community. Newcomb and others pointed out earlier in this research that attitudes are the results of previous socialization experiences which now affect behavior patterns. One implication for this research is that the attitudes of the residents of Dakota Town toward their community may be the results of the previous socialization experiences they have encountered. One central finding, noted earlier, was that many of the respondents were satisfied with this community. However, it must be noted that many of these persons had never lived in any other community and thus were probably unable to adequately compare Dakota Town to any other community. The attitude of satisfaction with this community, then, is, as Mulford and Klonglan earlier indicated, a predisposition to respond to the people, organizations and situations of this community.

### Limitations

A purpose for this study has been to carefully research influential factors that affect community satisfaction. It was felt that determining the attitudes of individuals toward their community would give evidence of community satisfaction, but there have been some limiting factors involved in this search for evidence.

The limitations of this study were:

1. The proportion of females in the sample was larger than for the population. Consequently, the conclusions based on the findings regarding sex as an influence on community satisfaction needs to be interpreted in this light.

2. The proportion of persons ages sixty-five and over was larger than for the population. Thus, any conclusions based on the findings regarding age as an influential factor must be interpreted in this light.

3. The respondents involved in this research may not have been representative of the total population of Dakota Town because the study was deliberately limited to those living in the community day and night.

#### Suggestions for Further Research

Based upon the results of this research, this investigator suggests a number of questions for further research. They are:

1. Given a more comprehensive investigation of childhood socialization and attitudes, what is the interactive effect and relative importance of socialization experiences and attitudes in explaining the desire to live in a small community?

2. How do the individual's perceptions regarding urban life influence the desire to remain in a small community?



3. To what extent does the easy access to a larger community influence the desire to remain in a small community?

4. Do the residents of small communities consider themselves to be "the people left behind"?

5. How do the perceived or desired benefits of living in a small community vary with the sociodemographic characteristics of participants?

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DAKOTA TOWN, SOUTH DAKOTA  
COMMUNITY SURVEY

How do you do. I am \_\_\_\_\_ from the Rural Sociology Department at South Dakota State University. You may have read in the Dakota Town Leader that our Community Development class is conducting a survey here. The purpose is to find out how you feel about community services in your town and what suggestions you may have for community improvement.

The results of the survey will be made available to your community so that the citizens of Dakota Town may use them in planning for the future.

Your answers will be confidential. No one will know what anyone else's responses are. It is very important that we have responses from all residents of Dakota Town to make the results most useful.

When would it be convenient for you to complete this interview--now, or could we make an appointment for later in the day?

The first few questions are general ones dealing with your feelings about the city of Dakota Town.

1. How would you rate Dakota Town and the nearby surrounding area as a place in which to live?

(1)\_\_\_\_Excellent      (2)\_\_\_\_Good      (3)\_\_\_\_Fair      (4)\_\_\_\_Poor



2. How does it compare with other places in which you have lived?
- |                           |  |
|---------------------------|--|
| (1) _____ one of the best | (4) _____ below average                    |
| (2) _____ above average   | (5) _____ one of the worst                 |
| (3) _____ about average   | (6) _____ haven't lived in any other place |

3. What are the things which you like most about Dakota Town?

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4. What are the things which you like least about Dakota Town?

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5. What are the five or six most important things which you think Dakota Town needs or lacks?

1st \_\_\_\_\_ 4th \_\_\_\_\_

2nd \_\_\_\_\_ 5th \_\_\_\_\_

3rd \_\_\_\_\_ 6th \_\_\_\_\_

6. When you think of Dakota Town from the point of view of your own interests and needs and those of your family, are there other things which Dakota Town needs or lacks? If so, what are they?

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#### ADEQUACY OF SERVICES AND OPPORTUNITIES

In your opinion, how good are the following services and opportunities in the Dakota Town community? (The term "good" refers to both the quality and quantity of the service available.) We will start with Transportation and Communication services.

## 7. TRANSPORTATION AND COMMUNICATION SERVICES

EXCELLENT

POOR

a. Transportation in and out of the community (commercial--bus, rail, air, taxi, etc.)	7	6	5	4	3	2	1
b. Roads within the community							
(1) Summer	7	6	5	4	3	2	1
(2) Winter	7	6	5	4	3	2	1
c. Newspapers (news, advertising, etc.)	7	6	5	4	3	2	1
d. Telephones	7	6	5	4	3	2	1
e. Radio programs and reception	7	6	5	4	3	2	1
f. TV programs and reception	7	6	5	4	3	2	1
g. Adequacy of street lighting (in the area in which you live)	7	6	5	4	3	2	1

8. As you see it, what are the main problems and needs of this community in relation to Transportation and Communication? \_\_\_\_\_

Having looked at Transportation and Communication services, let us take a look at the home services in Dakota Town.

## 9. HOME SERVICES

EXCELLENT

POOR

a. Garbage disposal	7	6	5	4	3	2	1
b. Sewage disposal	7	6	5	4	3	2	1
c. Home building sites with water and sewage disposal	7	6	5	4	3	2	1

	EXCELLENT					POOR		
d. Homes and apartments for middle income families	7	6	5	4	3	2	1	
e. Home and apartments for low income families	7	6	5	4	3	2	1	
f. Rental cost	7	6	5	4	3	2	1	
g. Home building costs	7	6	5	4	3	2	1	
h. Plumbing and electrical services and costs	7	6	5	4	3	2	1	

10. As you see it, what are the main problems and needs in relation to Home Services in the Dakota Town community? Suggest specific things which you think are needed.

The next area of concern is the availability of Health Services in Dakota Town.

11. HEALTH SERVICES	EXCELLENT							POOR
a. Dental care	7	6	5	4	3	2	1	
(1) Where do you go for dental care? _____								
b. Hospital facilities	7	6	5	4	3	2	1	
(1) Where do you go for hospital services? _____								
c. Medicine and drug services	7	6	5	4	3	2	1	
(1) Where do you buy medicines and drugs? _____								
d. Public health services	7	6	5	4	3	2	1	
(1) Where do you obtain public health services? _____								

- |  | EXCELLENT |   |   |   |   | POOR |
|--|-----------|---|---|---|---|------|
| e. General practitioners (family doctors)                    | 7         | 6 | 5 | 4 | 3 | 2 1  |
| (1) Where is your family doctor located?                     | _____     |   |   |   |   |      |
| f. Specialists   | 7         | 6 | 5 | 4 | 3 | 2 1  |
| (1) Where do you go to obtain the services of specialists?   | _____     |   |   |   |   |      |
| g. Mental health facilities                                  | 7         | 6 | 5 | 4 | 3 | 2 1  |
| (1) Where would you go to obtain mental health services?     | _____     |   |   |   |   |      |
| h. Nursing home facilities                                   | 7         | 6 | 5 | 4 | 3 | 2 1  |
| (1) Where would you go to obtain nursing home facilities?    | _____     |   |   |   |   |      |
| i. Ambulance and emergency services                          | 7         | 6 | 5 | 4 | 3 | 2 1  |
| (1) Where would you obtain ambulance and emergency services? | _____     |   |   |   |   |      |
| j. Reasonableness of health service cost                     | 7         | 6 | 5 | 4 | 3 | 2 1  |
12. As you see it, what are the main health problems and needs in this community? Suggest things which you think are needed.
- \_\_\_\_\_
- \_\_\_\_\_

Now that we have finished health services, we will move to Educational Opportunities and Facilities within the community of Dakota Town.

### 13. EDUCATIONAL OPPORTUNITIES AND FACILITIES

EXCELLENT POOR

#### Elementary Education

a. Buildings and equipment	7	6	5	4	3	2	1
b. School staff	7	6	5	4	3	2	1
c. Quality of educational program	7	6	5	4	3	2	1
d. Grade school parent-teacher contacts	7	6	5	4	3	2	1

#### Secondary Education

e. Buildings and equipment	7	6	5	4	3	2	1
f. School staff	7	6	5	4	3	2	1
g. Quality of educational program	7	6	5	4	3	2	1
h. Adequacy of high school parent-teacher contacts	7	6	5	4	3	2	1

#### Informal Educational Opportunities

i. Youth programs such as Scouts, 4-H, etc.	7	6	5	4	3	2	1
j. Discussion groups	7	6	5	4	3	2	1
k. Library services and facilities	7	6	5	4	3	2	1
l. Adult educational opportunities	7	6	5	4	3	2	1
m. Extension service opportunities for adults	7	6	5	4	3	2	1
n. Religious educational opportunities	7	6	5	4	3	2	1
o. Safety educational opportunities	7	6	5	4	3	2	1
p. Vocational educational opportunities	7	6	5	4	3	2	1

14. As You see it, what are the main educational problems and needs in this community? Suggest specific things which you think are needed.

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One of the main concerns of most communities is protection services. How do you feel about the following in Dakota Town?

15. PROTECTION SERVICES	EXCELLENT					POOR		
a. Police protection	7	6	5	4	3	2	1	
b. Traffic control	7	6	5	4	3	2	1	
c. Safety regulation and facilities for school children and other pedestrians	7	6	5	4	3	2	1	
d. Jail and detention facilities	7	6	5	4	3	2	1	
e. Fire protection in the city	7	6	5	4	3	2	1	
f. Flood control	7	6	5	4	3	2	1	

16. As you see it, what are the main problems and needs in this community in relation to safety and protection services?

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Having looked at protection services, we will now take a look at the opportunities for making a living in the community of Dakota Town.

17. OPPORTUNITIES AVAILABLE FOR MAKING A LIVING	EXCELLENT					POOR		
a. For persons 17 and under	7	6	5	4	3	2	1	
b. For persons 18 to 64 years	7	6	5	4	3	2	1	

	EXCELLENT					POOR		
c. For persons 65 and over	7	6	5	4	3	2	1	
d. For persons who are unskilled	7	6	5	4	3	2	1	
e. For handicapped persons	7	6	5	4	3	2	1	
f. Employment agency services for persons seeking employment	7	6	5	4	3	2	1	
g. Steadiness of employment	7	6	5	4	3	2	1	
h. Reasonableness of wage scales for men	7	6	5	4	3	2	1	
i. Reasonableness of wage scales for women	7	6	5	4	3	2	1	

18. As you see it, what are the main employment problems and needs in this community? Note specific things which you think are needed.
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The next area of concern is Services.

19. SERVICES FOR THOSE WHO ARE PARTICULARLY IN NEED OF HELP AND GUIDANCE IN DAKOTA TOWN

AND GUIDANCE IN DAKOTA TOWN	EXCELLENT					POOR		
a. Care for the aged persons	7	6	5	4	3	2	1	
b. Prevention of juvenile delinquency	7	6	5	4	3	2	1	
c. Help for people who need advice and guidance in solving their problems	7	6	5	4	3	2	1	
d. Financial aid to care for needs of unemployable persons who are in need	7	6	5	4	3	2	1	

	EXCELLENT					POOR
e. Financial aid to care for employable persons who are out of work and are in need	7	6	5	4	3	2 1
f. Prevention of alcoholism and drug abuse	7	6	5	4	3	2 1

20. As you see it, what are some of the welfare and guidance problems and needs in this community?

Now that we have finished guidance services, we will move on to leisure-time opportunities and facilities for Dakota Town.

21. CONSTRUCTIVE LEISURE TIME OPPORTUNITIES AND FACILITIES	EXCELLENT					POOR
a. Outdoor recreation facilities and opportunities for the community	7	6	5	4	3	2 1
b. Indoor recreation facilities such as television, ping pong, cards, pool, etc.	7	6	5	4	3	2 1
c. Opportunities to belong to friendly groups to common age and interest?	7	6	5	4	3	2 1
d. Opportunities to pursue hobbies and special interests	7	6	5	4	3	2 1
e. Adequate meeting places	7	6	5	4	3	2 1

22. As you see it, what are the main recreation problems and needs in the community? Suggest specific things which you think are needed.



One of the areas of the community we try to look at is where the people buy goods. How do you feel about the following shopping services in Dakota Town?

23. RETAIL SHOPPING SERVICES	EXCELLENT					POOR		
a. Variety of choice	7	6	5	4	3	2	1	
b. Quality of products available	7	6	5	4	3	2	1	
c. Quantity of stock on hand	7	6	5	4	3	2	1	
d. Services and friendliness of shop personnel	7	6	5	4	3	2	1	
e. Reasonableness of prices in relation to other comparable cities	7	6	5	4	3	2	1	

24. In your opinion, what are the main problems and needs in relation to retail shopping in this community?

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After having looked at retail shopping services, we will look at religious services in Dakota Town.

25. RELIGIOUS SERVICES	EXCELLENT					POOR		
a. Opportunities for religious worship for all faiths having groups in the community	7	6	5	4	3	2	1	
b. Youth activities	7	6	5	4	3	2	1	
c. Cooperation among churches	7	6	5	4	3	2	1	
d. Understanding and respect for the religious beliefs and practices of others	7	6	5	4	3	2	1	

26. As you see it, what are the main problems and needs in this community related to religion?
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Our next area of concern is community beautification.

27. BEAUTIFICATION	EXCELLENT					POOR		
a. Appearance and upkeep of stores and business district	7	6	5	4	3	2	1	
b. Appearance and upkeep of homes and yards in the area in which you live	7	6	5	4	3	2	1	
c. Beautification and care of public buildings, grounds, parks, and streets	7	6	5	4	3	2	1	
d. Appearance of cemeteries	7	6	5	4	3	2	1	
e. Control of litter	7	6	5	4	3	2	1	
f. Appearance of city entrances	7	6	5	4	3	2	1	

28. In your opinion, what are the main beautification problems in this community?
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In reading the Dakota Town Leader, we have noticed a number of organizations in Dakota Town. What do you think of the following?

29. CIVIC AND SOCIAL ORGANIZATIONS	EXCELLENT					POOR		
a. Availability of civic and social organizations	7	6	5	4	3	2	1	

	EXCELLENT					POOR		
b. Quality of programs and members	7	6	5	4	3	2	1	
c. Amount and quality of civic participation and activities of these organizations	7	6	5	4	3	2	1	

30. As you see it, what are the main problems and needs in relation to civic and social organizations in this community?

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This being an election year, I'm sure you have thoughts about government agencies. How do you feel about the following:

31. GOVERNMENT AGENCIES	EXCELLENT					POOR		
a. Job being done by county government	7	6	5	4	3	2	1	
b. Job being done by city government	7	6	5	4	3	2	1	
c. Coordination and cooperation between governmental agencies	7	6	5	4	3	2	1	
d. Conservatism of the community's governmental agencies	7	6	5	4	3	2	1	
e. Progressiveness of the community's governmental agencies	7	6	5	4	3	2	1	
f. The tax system and equalization	7	6	5	4	3	2	1	

32. As you see it, what are the main problems and needs in relation to governmental agencies and affairs?

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Having looked at governmental agencies, let's now look at community improvement and different planning agencies.

### 33. COMMUNITY IMPROVEMENT AND PLANNING ACTIVITIES

#### EXCELLENT

#### POOR

a. City and regional planning activities	7	6	5	4	3	2	1
b. Housing codes and building regulations	7	6	5	4	3	2	1
c. Zoning provisions	7	6	5	4	3	2	1
d. Citizen interest and activity in community improvement	7	6	5	4	3	2	1
e. Cooperation among organizations and citizen activities	7	6	5	4	3	2	1
f. Cooperation among organizations	7	6	5	4	3	2	1
g. Willingness of community members to support and work for worthwhile causes	7	6	5	4	3	2	1
h. United Fund services and activities	7	6	5	4	3	2	1
i. Planning traffic flow and routing	7	6	5	4	3	2	1
j. Planning for recreational programs and facilities	7	6	5	4	3	2	1
k. Planning for educational programs and facilities	7	6	5	4	3	2	1
l. Planning for health programs and facilities	7	6	5	4	3	2	1
m. Planning for civil defense programs and facilities	7	6	5	4	3	2	1

	EXCELLENT							POOR
n. Planning for housing and residential facilities	7	6	5	4	3	2	1	
o. Planning for wise business and industrial expansion	7	6	5	4	3	2	1	
p. Planning for clearance and improvement of slums and sub-standard housing areas	7	6	5	4	3	2	1	

34. As you see it, what are the main problems and needs in relation to community improvement and planning in this community?

Knowing your feelings about community improvement now, let's take a look at local leadership within Dakota Town.

35. LEADERSHIP: Are there:	EXCELLENT							POOR
a. Well-qualified leaders willing to accept offices or appointments	7	6	5	4	3	2	1	
b. Well-qualified leaders willing to lead youth groups	7	6	5	4	3	2	1	
c. Well-qualified adult leaders willing to lead adult groups	7	6	5	4	3	2	1	

36. In your opinion, what are the main leadership problems and needs in this community?

In South Dakota the feelings of the people are very important. We will now ask you about the feelings and relationships within the community of Dakota Town.

37. FEELINGS AND RELATIONSHIPS  
WITHIN THE COMMUNITY

EXCELLENT

POOR

a. Feelings between Dakota Town  
and near-by communities

7 6 5 4 3 2 1

b. Feelings between groups within  
the community

7 6 5 4 3 2 1

38. As you see it, is there anything you would like to add about  
feelings and relationships within the community?

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Having received your opinion about all of the previous areas, we  
would now like you to tell us whom you would like to see in  
leadership roles in Dakota Town.

39. If you had the opportunity to recommend three people you  
think would be good persons to have on an advisory group to  
advise on community problems and affairs, whom would you  
recommend?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

40. Are there any additional comments you would like to make?

## ABOUT YOURSELF

41. Are you  
1. ☐ Male  
2. ☐ Female
42. Are you  
1. ☐ Single  
2. ☐ Married  
3. ☐ Widowed, divorced, separated
43. What is your age?  
1. ☐ 15-24  
2. ☐ 25-34  
3. ☐ 35-44  
4. ☐ 45-54  
5. ☐ 55-64  
6. ☐ Over 65 years
44. What is the highest grade you completed in school?  
1. ☐ 8th grade or less  
2. ☐ Some high school  
3. ☐ High school graduate  
4. ☐ Some college or special training beyond high school  
5. ☐ College graduate
45. What is your main occupation?  
1. ☐ Farmer, farm manager  
2. ☐ Proprietor, manager, official  
3. ☐ Clerical, sales, or similar work  
4. ☐ Unskilled or semi-skilled trade  
5. ☐ Unskilled laborer  
6. ☐ Operator or service worker  
7. ☐ Professional worker  
8. ☐ Homemaker  
9. ☐ I am retired  
10. ☐ Other; what? \_\_\_\_\_
46. Is the head of the household employed within Dakota Town?  
1. ☐ Yes  
2. ☐ No  
If no, where is the head of the household employed? \_\_\_\_\_

47. What is your religious denomination? \_\_\_\_\_None\_\_\_\_\_
48. About how much income did the family heads (husband and wife) make last year?
1. \_\_\_\_\_less than \$3,000
  2. \_\_\_\_\_between \$3,000 and \$4,999
  3. \_\_\_\_\_between \$5,000 and \$6,999
  4. \_\_\_\_\_between \$7,000 and \$8,999
  5. \_\_\_\_\_\$9,000 and over
49. How many children are there in your family?
1. \_\_\_\_\_None
  2. \_\_\_\_\_4 years and under
  3. \_\_\_\_\_5-11 years of age
  4. \_\_\_\_\_12-18 years of age
  5. \_\_\_\_\_19 years and over
50. How many children do you have living at home? \_\_\_\_\_
51. How many years have you lived within this community?
1. \_\_\_\_\_Less than 5 years
  2. \_\_\_\_\_5-9 years
  3. \_\_\_\_\_10-14 years
  4. \_\_\_\_\_15-19 years
  5. \_\_\_\_\_20-24 years
  6. \_\_\_\_\_25 or more years, but not all my life
  7. \_\_\_\_\_all my life
52. How many organizations and clubs do you belong to which hold their meetings within this community area. A church congregation, ladies' aid, and Sunday school would be counted as three organizations.  
I belong to \_\_\_\_\_organizations and clubs within this community area.
53. In how many of these are you active--that is, attend one-fourth or more of their meetings?  
I am active in \_\_\_\_\_organizations.
54. How many offices and positions have you held in organizations during the past two years? If you held the same office two years, count it twice.  
I have held \_\_\_\_\_such offices in the past two years. This concludes the interview; thank you for your cooperation!