

# Appendix E - Survey Results

Kansas, Inc. collected 780 responses to its Web-based survey. This appendix summarizes those responses. A tabulation of all responses, and a reproduction of the survey questionnaire are included at the end of the appendix.

## Highlights

Several strong themes emerged from the survey responses:

- Education and workforce issues received overwhelming emphasis. Respondents noted an urgent need to align Kansas' education system with workforce needs.
- Kansas' business environment was also stressed, with respondents indicating the importance of favorable tax and incentive structures and strong business attraction and retention programs.
- Economic growth and business survival in rural areas was another major concern.
- Finally, respondents conveyed the need for more resources and coordination in the state's economic development efforts.

## Questions 1-8: Background

The background of the survey respondents was as follows:

Almost all respondents had been Kansas residents for more than five years. There were approximately equal numbers of male and female respondents. Almost all respondents were between the ages of 26 and 65, and almost all had completed some college. Close to 40 percent of the respondents held advanced degrees.

## Question 9: Rankings

No data was provided for Question 9.

## Questions 10–13: Ranking

Questions 10-13 sampled respondents' opinions on issues related to education, training, development strategies, quality of life and business climate. From a list of eight possible responses per question, respondents ranked the four issues most important to them. As expected, respondents' answers were broadly distributed among the eight choices. In each case, however, there was a clear first and, in some cases, second choice of the most critical issues confronting Kansas. Those answers with typically more than 500 responses, and with a significant number of them ranking the issue as one or two, are identified below, following statement of the question.

Question 10: The greatest challenge facing training and education beyond formal school is:

- Poor development of basic work skills of high school graduates.

Question 11: Long-term economic strength in Kansas can be achieved through development programs in:

- Existing industry expansion and retention programs.
- Recruitment of business and industries.

Question 12: The most important issues affecting the long-term economic strength and quality of life in Kansas are:

- Continued growth for Kansas businesses and opportunities for citizens regardless of where that growth occurs.
- Economic growth/survival in small towns and rural areas.
- Enhanced job opportunities for all Kansans (mostly ranked third and fourth).

Question 13 : Business climate in Kansas can be improved by:

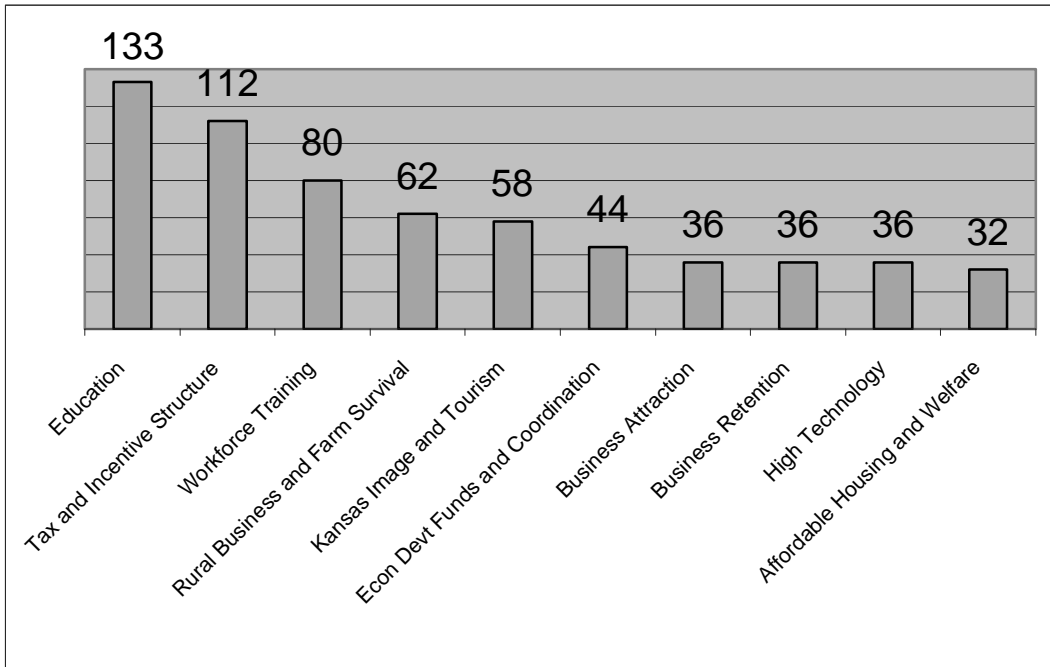
- Enhancing availability of a trained workforce.

## Question 14: Written Comments

733 persons made 1,017 written comments on what they felt were the most pressing economic development issues facing the state of Kansas. All comments were read by the Kansas, Inc. staff and summarized into categories. Those categories that received at least 30 comments are identified in table two. Although the comments and categories are diverse, one participant captured an overlaying theme:

*“Do not go for the quick cure, go for sustainable growth that is consistent with maintaining clean environment and does not deplete or spoil our natural resources and is fair to all citizens and employees. Do not pursue businesses that are not fair to their employees.”*

**Top Written Responses**



- The number one issue among survey participants was education, receiving 133 comments. Although these comments were diverse, common themes for education included, more funding, higher wages for teachers, and improved curriculum.
- The second-most cited issue among survey participants was the tax structure with 112 comments. They indicated a need to cut tax rates for sales, property, income, business, provide business incentives and review the current tax structure.
- Workforce training was the third-ranked issue among survey participants (80 comments).
- The survival of rural business and farms was fourth-ranked (62 comments).
- The need for an improved Kansas image program, and increased tourism funding was the fifth-biggest issue, receiving 58 comments.
- Participants commented on the need for increased economic development funding, and coordination among government, education, business, and grassroots to stimulate the economy, making this the sixth-ranked issue (44 comments).
- Business attraction and business retention each had 36 comments.

- The need for high technology had 36 comments.
- Affordable housing and the creation of a State Housing Finance Agency was the tenth-ranked issue (32 comments).

A summary of all comments is included in the tabulation at the end of the appendix.

## **Questions 15-25: Agree/Disagree**

Questions 15 through 25 gauged respondents' level of agreement with various statements about economic prospects, education, training, utilities quality and pricing, telecommunications quality and pricing, highways, business climate, investment levels, and growth prospects in Kansas.

Most questions had comparable numbers of respondents in agreement and in disagreement. However, several questions showed substantial convergence of opinions:

- 87% of respondents agreed or strongly agreed that the Kansas economy will face major challenges, as fundamental changes occur in traditional economic structures.
- 55% agreed or strongly agreed that Kansas' utilities services provide high-quality service and desired program features, yet almost 60% felt that utilities were not reasonably priced.
- 52% felt that Kansas' telecommunications services were not reasonably priced.
- 50% disagreed or strongly disagreed that current levels of investment would ensure continued growth in Kansas (and almost all of these respondents felt that current investment was too low).

However, it is important to note that even questions where respondents' opinions were not uniform may reveal important needs. For example, only a minority of respondents disagreed or strongly disagreed that Kansas has a positive business climate. But that 28% is a substantial minority, suggesting that improved business climate may be important in Kansas' economic development strategy.

## **Question 26-Family**

80% of respondents reported having children.

Half of this majority of respondents reported that their children were still young, and that those children were equally likely to stay within Kansas or leave Kansas upon reaching adulthood.

The other half of respondents with children indicated that their children were adults. Most of these respondents indicated that some or all of their children had left Kansas upon reaching adulthood.

## Questions 27-28: Employment

60% of respondents had incomes between \$25,000 and \$75,000.

The most commonly-reported occupations were educator, government, professional, clerical, business owner/self-employed, technology, and “other profession.” Together, these seven occupations accounted for more than 87 percent of respondents.

## Tabulation of all Survey Results

Question 1	<b><u>Kansas resident?</u></b>	Number	Percent
	Kansan	748	95.9
	Non-Kansan	32	4.1
Question 2	<b><u>County</u></b>	--	--
Question 3	<b><u>Zip code</u></b>	--	--
Question 4	<b><u>State</u></b>	--	--
Question 5	<b><u>Sex</u></b>	Number	Percent
	Male	405	51.9
	Female	375	48.1
Question 6	<b><u>Age group</u></b>	Number	Percent
	Under 18	4	0.5
	18 - 25	52	6.7
	26 - 35	105	13.5
	36 - 45	202	25.9
	46 - 55	281	36.0
	56 - 65	117	15.0
	66 - 75	14	1.8
	Over 75	5	0.6
Question 7	<b><u>Education</u></b>	Number	Percent
	> H.S.	8	1.0
	H.S./GED	50	6.4

Voc-Tech	30	3.8
Comm Coll	29	3.7
Some Coll	153	19.6
Undergrad	199	25.5
Grad/Prof	311	39.9

Question 8	<b><u>Kansas resident for:</u></b>	Number	Percent
	< 5 yrs	52	6.7
	5 - 10 yrs	39	5.0
	11 - 20 yrs	94	12.1
	21 - 40 yrs	265	34.0
	> 41 yrs	300	38.5
	Former KS Resident	17	2.2
	Never KS Resident	13	1.7

Question 9 **Classroom education** (No data)

Question 10	<b><u>Education beyond the classroom</u></b>	Number	Percent
	(respondents indicating issue is ranked among his/her top four issues)		
	1	377	12.1
	2	351	11.3
	3	370	11.9
	4	388	12.4
	5	288	9.2
	6	388	12.4
	7	388	12.4
	8	570	18.3

Question 11	<b><u>Development programs</u></b>	Number	Percent
	(respondents indicating issue is ranked among his/her top four issues)		
	1	375	12.0
	2	553	17.7
	3	339	10.9
	4	327	10.5
	5	305	9.8
	6	372	11.9
	7	262	8.4
	8	587	18.8

Question 12	<b><u>Economy and quality of life</u></b>	Number	Percent
	(respondents indicating issue is ranked among his/her top four issues)		
	1	247	7.9



Large Business	11
Debate on Allocation of Lottery/EDIF	10
Lower Utility Costs/Energy Policy	9
Unemployment/Poverty	8
Vocational/Community College Education	8
Strategic Planning/Economic Analysis	7
Urban Growth Management	7
Venture Capital/Liberal Bank Lending	7
Interstate Industry/Commerce-ready Sites	6
Child Care	5
Family Farms	5
Proactive Government	3
Public Transportation/Lower Car Insurance Premiums	3
Repeal Right to Work	2
21 <sup>st</sup> Century	1
Inner City Role Models	1
Renew Lottery	1
Worker Productivity	1

Question 15	<b><u>KS will face major challenges</u></b>	Number	Percent
	Strongly Agree	253	32.4
	Agree	431	55.3
	Neither Agree/Disagree	59	7.6
	Disagree	14	1.8
	Strongly Disagree	0	0.0
	Do Not Know	23	2.9

Question 16	<b><u>Good education system</u></b>	Number	Percent
	Strongly Agree	42	5.4
	Agree	301	38.6
	Neither Agree/Disagree	140	17.9
	Disagree	221	28.3
	Strongly Disagree	70	9.0
	Do Not Know	6	0.8

Question 17	<b><u>Adequate training programs</u></b>	Number	Percent
	Strongly Agree	26	3.3
	Agree	236	30.3
	Neither Agree/Disagree	179	22.9
	Disagree	229	29.4
	Strongly Disagree	51	6.5
	Do Not Know	59	7.6

Question 18	<b><u>Utilities are high-quality</u></b>	Number	Percent
	Strongly Agree	41	5.3

Agree	391	50.%
Neither Agree/Disagree	137	17.6
Disagree	141	18.1
Strongly Disagree	61	7.8
Do Not Know	9	1.2

Question 19      **Utilities are reasonably priced**

Yes	313	40.1
No	467	59.9

Question 20      **Telecom is high-quality**

	Number	Percent
Strongly Agree	54	6.9
Agree	310	39.7
Neither Agree/Disagree	129	16.5
Disagree	190	24.4
Strongly Disagree	80	10.3
Do Not Know	17	2.2

Question 21      **Telecom is reasonably priced**

Yes	372	47.7
No	408	52.3

Question 22      **Adequate highway system**

	Number	Percent
Strongly Agree	89	11.4
Agree	406	52.1
Neither Agree/Disagree	78	10.0
Disagree	151	19.4
Strongly Disagree	53	6.8
Do Not Know	3	0.4

Question 23      **Positive business climate**

	Number	Percent
Strongly Agree	24	3.1
Agree	294	37.7
Neither Agree/Disagree	222	28.5
Disagree	194	24.9
Strongly Disagree	28	3.6
Do Not Know	18	2.3

Question 24      **Appropriate level of investment**

	Number	Percent
Strongly Agree	18	2.3
Agree	115	14.7

	Neither Agree/Disagree	187	24.0
	Disagree	319	40.9
	Strongly Disagree	73	9.4
	Do Not Know	68	8.7
Question 24.a	<b><u>Investment is:</u></b>	Number	Percent
	Too High	37	9.0
	Too Low	372	91.0
Question 25	<b><u>Optimistic about KS growth?</u></b>	Number	Percent
	Strongly Agree	31	4.0
	Agree	339	43.5
	Neither Agree/Disagree	201	25.8
	Disagree	168	21.5
	Strongly Disagree	17	2.2
	Do Not Know	24	3.1
Question 26	<b><u>Parent</u></b>	Number	Percent
	Yes	617	79.1
	No	163	20.9
Question 26.a	<b><u>Children are adults and...</u></b>	Number	Percent
	Stayed in KS to build careers	127	20.6
	Left KS to build careers	66	10.7
	Some stayed/left	125	20.3
	Children are not adults	299	48.5
Question 26.b	<b><u>Children are expected to:</u></b>	Number	Percent
	Stay in Kansas	156	25.4
	Leave Kansas	195	31.7
	Do Not Know	264	42.9
Question 27	<b><u>Total annual Household Income</u></b>	Number	Percent
	> \$25,000	70	9.3
	\$25,000 - \$50,000	229	30.5
	\$50,001 - \$75,000	228	30.4
	\$75,001 - \$100,000	125	16.6
	< \$100,000	99	13.2
Question 28	<b><u>Occupation</u></b>	Number	Percent
	Business Owner/Self Employed	60	7.8
	Clerical/Support	85	11.1

Educator	157	20.0%
Factory	2	0.3
Farmer	15	2.0
Government	128	16.7
Housekeeper	3	0.4
Laborer	2	0.3
Professional	119	15.5
Retail Sales	11	1.4
Retired	25	3.3
Skilled Trades	10	1.3
Technology	50	6.5
Student	29	3.8
Other	71	9.3

## Reproduction of Survey Questionnaire

### Personal Information:

- 1) Are you a Kansas resident?  yes  no
- 2) If you answered **yes** to question 1, in what county do you live?
- 3) If you answered **yes** to question 1, what is your zip code?
- 4) If you answered **no** to question 1, in what state do you live?
- 5) Gender:  Male  Female
- 6) Age:
- under 18  18 - 25  26 - 35  45 - 55  56 - 65  66 - 75
- 36 - 45  beyond 75
- 7) My highest level of formal education is:
- below High School  Some College
- High School Graduate/GED  Undergraduate College Degree
- Vocational-Technical School Grad  Graduate/Professional Degree
- Community College Graduate
- 8) I have been a resident of Kansas for:
- less than 5 yrs  more than 40 years

- 5 to 10 years       I am a former Kansas resident
- 11 to 20 years     I have never lived in Kansas
- 20 to 40 years

**9) The greatest challenge facing classroom education is:**

(1 being your greatest concern):

<input type="checkbox"/>	the ability to hire and retain good classroom teachers
<input type="checkbox"/>	classroom technology (computers, Internet access)
<input type="checkbox"/>	funding for kindergarten through 12 grade education is too high
<input type="checkbox"/>	funding for technical/vocational schools is too high
<input type="checkbox"/>	funding for universities is too high
<input type="checkbox"/>	funding for kindergarten through 12 grade education is too low
<input type="checkbox"/>	funding for technical/vocational schools is too low
<input type="checkbox"/>	funding for universities is too low
<input type="checkbox"/>	quality of classroom teachers

**10) The greatest challenge facing training and education beyond formal school is:**

(1 being the most important):

<input type="checkbox"/>	educational institutions slow to react to industry needs
<input type="checkbox"/>	educational institutions unfamiliar with industry needs
<input type="checkbox"/>	insufficient support for all workforce training needs
<input type="checkbox"/>	lack of business awareness of training availability and where to find the resources
<input type="checkbox"/>	lack of continuing education programs for adults
<input type="checkbox"/>	lack of coordination among academic institutions
<input type="checkbox"/>	lack of availability of workforce training and education in all areas of the state
<input type="checkbox"/>	poor development of basic work skills of high school graduates

**11) Long-term economic strength in Kansas can be achieved through development programs in:**

(1 being the most important):

<input type="checkbox"/>	agriculture value-added business development
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<input type="checkbox"/>	existing industry expansion and retention programs
<input type="checkbox"/>	high technology firm development
<input type="checkbox"/>	increased business financing for existing businesses
<input type="checkbox"/>	international programs to expand Kansas exports
<input type="checkbox"/>	seed and venture capital for growing startup firms
<input type="checkbox"/>	travel and tourism development activities
<input type="checkbox"/>	recruitment of businesses and industries

**12) The most important issues affecting the long-term economic strength and quality of life in Kansas are:**

(1 being most important):

<input type="checkbox"/>	access to high-speed information technology for businesses
<input type="checkbox"/>	access to high-speed information technology for residences
<input type="checkbox"/>	continued growth for Kansas businesses and opportunities for citizens regardless of where that growth occurs
<input type="checkbox"/>	economic growth/survival in small towns and rural areas
<input type="checkbox"/>	enhanced job opportunities for all Kansans
<input type="checkbox"/>	maintenance of a quality environment (air, natural resources, etc.)
<input type="checkbox"/>	mergers and relocations resulting in the state losing major corporate headquarters and large business
<input type="checkbox"/>	ready access to good quality health care

**13) Business climate in Kansas can be improved by:**

(1 being area most in need of improvement):

<input type="checkbox"/>	enhancing availability of a trained workforce
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<input type="checkbox"/>	expanding access to funds for training existing and new members of the labor force
<input type="checkbox"/>	expanding access to reasonably priced technical advice and expertise
<input type="checkbox"/>	improving local incentive packages (tax abatements, buildings, infrastructure)
<input type="checkbox"/>	increasing access to affordable capital
<input type="checkbox"/>	lowering federal taxes (e.g., payroll taxes, income taxes, etc.)
<input type="checkbox"/>	lowering state taxes (e.g., sales taxes, property taxes, etc.)
<input type="checkbox"/>	promoting affordable, good quality housing

**14) Specifically, what do you feel would benefit Kansas most in its efforts in economic development?**

For questions 15-26, please select the term that best represents your opinion.

**15) As fundamental changes occur in traditional economic structures, the Kansas economy will face major challenges:**

- strongly agree
- agree
- neither agree or disagree
- disagree
- strongly disagree
- do not know

**16) The education system in Kansas does a good job of preparing young people for the workplace:**

- strongly agree
- agree
- neither agree or disagree
- disagree
- strongly disagree
- do not know

**17) The adult education and job training programs offered by the Kansas educational system or its businesses provide adequate opportunities for me to expand my job skills and my earning capacity:**

- strongly agree
- agree
- neither agree or disagree
- disagree
- strongly disagree
- do not know

**18) Overall, Kansas' utility services (natural gas, electricity, water etc.) provide high quality service and desired program features:**

- strongly agree
- agree
- neither agree or disagree
- disagree
- strongly disagree
- do not know

**19) Overall, these utility products and services are reasonably priced:**

- yes     no

**20) Overall, the Kansas telecommunications system provides high quality service, program features and access to the Internet:**

- strongly agree
- agree
- neither agree or disagree
- disagree
- strongly disagree
- do not know

**21) Kansas telecommunications products and services are readily available and reasonably priced:**

- yes     no

**22) The Kansas highway system adequately meets all of my transportation needs:**

- strongly agree
- agree
- neither agree or disagree
- disagree
- strongly disagree
- do not know

**23) Kansas has a positive business climate:**

- strongly agree
- agree
- neither agree or disagree
- disagree
- strongly disagree
- do not know

**24) The current level of investment in Kansas economic development will ensure continued growth and expansion of the state economy:**

- strongly agree
- agree
- neither agree or disagree
- disagree
- strongly disagree
- do not know

**If you chose “disagree”, or “strongly disagree” on question 23, do you think the level of investment in Kansas economic development is:**

- too high
- too low

**25) I am optimistic about the future of economic growth in Kansas:**

- strongly agree
- agree
- neither agree or disagree
- disagree
- strongly disagree
- do not know

**26) I am a parent**

- yes     no

**(If yes, please answer A and B)**

**A. My children are adults and they:**

- stayed in Kansas to build their careers  
 left Kansas to find careers elsewhere  
 some have stayed; some have left  
 my children are not adults

**B. My children have not yet launched careers, but I expect that they will:**

- stay in Kansas  
 leave Kansas  
 don't know

**Optional Information:**

This Web site survey has been constructed so that all responses are confidential. The final two questions are important to the analysis of the data collected in this survey, however answering them is optional.

**27) My total annual household income level is between:**

- under \$25,000  
 between \$25,000 and \$50,000  
 between \$50,001 and \$75,000  
 between \$75,001 and \$100,000  
 above \$100,000

**28) Which occupation title best describes the work you do**

- Business owner / self-employed
- Clerical/Office Support
- Educator
- Factory Worker
- Farmer
- Government / Public Sector
- Housekeeper
- Laborer
- Professional (e.g., doctor, lawyer, nurse, etc.)
- Retail Sales
- Retired
- Skilled Trades (e.g., mechanic, carpenter, etc.)
- Technology / Computer Industry
- Student
- Other