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**RESULTS OF THE RURAL CASS COUNTY  
BUSINESS AND SERVICES PREFERENCE SURVEY**

**Nancy M. Hodur, Randal C. Coon,  
and F. Larry Leistritz**

**Department of Agribusiness and Applied Economics  
Agricultural Experiment Station  
North Dakota State University  
Fargo, ND 58105-5636**

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## **ABSTRACT**

Changing demographics in rural and urban North Dakota have provided both opportunities and challenges for rural communities. Cass County boasts the state's largest and fastest growing urban center, but the impact of the county's growth extends beyond the Fargo-West Fargo city limits. Towns like Casselton, Horace, and Kindred have experienced substantial changes not only in the number of residents, but also in the composition of households and their business and service needs and preferences. To address these questions, the Rural Cass County Business and Services Preference Survey was designed to identify and quantify residents' perceptions on a variety of issues. This report details respondents' perceptions on quality of life issues, business and service patronization, as well as describes some basic demographic characteristics of rural Cass County residents.

**Key Words:** rural development, rural Cass County, population growth

# RESULTS OF THE RURAL CASS COUNTY BUSINESS AND SERVICES PREFERENCE SURVEY

Nancy M. Hodur, Randal C. Coon, and F. Larry Leistritz\*

## INTRODUCTION

Changing demographics in rural and urban North Dakota are well-documented. In most rural counties, out migration has been the norm while the four largest urban centers have grown. While Cass County boasts the states's largest and fastest growing urban center (Fargo-West Fargo), the remainder of the county is rural. No other town in Cass County has a population of more than 2,000. The recent growth of Fargo-West Fargo has provided both opportunities and challenges for outlying communities, several of which experienced substantial population growth during the 1990s (Table 1). Towns like Casselton (16 percent growth), Horace (38 percent growth), and Kindred (8 percent growth) have witnessed substantial changes not only in number of residents but also in the composition of households and their business and service needs and preferences. These recent demographic changes in rural Cass County prompted a cross-section of business and community leaders to question the effects of changing demographics on rural communities in Cass County.

Table 1. Population of Cass County and Select Cass County Cities, 1980 - 2000

| County/Place | Population |         |         | Percent Change |
|--------------|------------|---------|---------|----------------|
|              | 1980       | 1990    | 2000    | 1990 - 2000    |
| Cass County  | 88,247     | 102,874 | 123,138 | 19.7           |
| Arthur       | 445        | 400     | 402     | 0.5            |
| Casselton    | 1,661      | 1,601   | 1,855   | 15.9           |
| Fargo        | 61,383     | 74,111  | 90,599  | 22.2           |
| Horace       | 494        | 662     | 915     | 38.2           |
| Hunter       | 369        | 341     | 326     | -4.4           |
| Kindred      | 568        | 569     | 614     | 7.9            |
| Mapleton     | 306        | 682     | 606     | -11.1          |
| West Fargo   | 10,099     | 12,287  | 14,940  | 21.6           |

Source: U.S. Census Bureau (1980, 1990, 2000).

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\*Research Associate, Research Specialist, and Professor, respectively, in the Department of Agribusiness and Applied Economics, North Dakota State University, Fargo.

To address these questions, the Rural Cass County Business and Services Preferences Survey was designed by a committee of business and community leaders from throughout the county to identify and quantify residents' perceptions on a variety of issues. The questionnaire queried respondents on quality of life issues, business and service patronization, as well as basic demographics. Committee members distributed approximately 3,500 surveys in all 19 rural Cass County communities. Questionnaires were not distributed in Fargo or West Fargo. Distribution methods varied widely by community. Questionnaires were distributed by bulk mail in some communities, while local service groups distributed surveys door to door in others. Surveys were also distributed through city offices in some of the smaller communities. Because the exact number of questionnaires distributed and the distribution per community is unknown, it is impossible to calculate a response rate or make any determinations about the samples' representation of the population.

## **RESULTS**

### **Respondent Demographics**

Respondents and their spouses most often were employed in Fargo-Moorhead, 34 percent of respondents and 46 percent of spouses (Table 2). The next most frequent work location was Casselton where 25 percent of respondents and 20 percent of spouses are employed. Other respondents were employed throughout Cass County and as far away as Minneapolis, MN. The average commute was 14 miles for respondents and 15 miles for respondent spouses (Table 3). Most respondents traveled either a mile or less to work or more than 11 miles (86 percent) with 43 percent traveling a mile or less and 43 percent traveling more than 11 miles (Table 3). Newer resident commutes were on average longer, and longtime residents' commutes were on average slightly shorter. Respondents that had been rural Cass County residents for 10 years or less (newer residents) commuted on average 19 miles, compared to residents of more than 10 years (longtime residents) that commuted on average 11 miles. Newer residents also more frequently commuted longer distances. For example, 50 percent of longtime rural Cass County residents commuted 5 miles or less. Alternately, nearly 60 percent of newer residents commuted 11 miles or more (Table 3)

The length of respondents' commute did not seem to be a priority issue as most respondents indicated they were not willing to sacrifice wages for employment in rural Cass County. When asked if they would be willing to accept lower wages in order to work in rural Cass County, 71 percent indicated they would not be willing to sacrifice wages for a shorter commute (Table 3).



Table 2. Place of Employment, Respondent and Spouse

| Community                     | Respondent        | Spouse |
|-------------------------------|-------------------|--------|
|                               | -----percent----- |        |
| Fargo / West Fargo / Moorhead | 34.3              | 46.2   |
| Cassellton                    | 25.2              | 20.2   |
| Hunter/Arthur                 | 11.3              | 9.8    |
| Kindred                       | 8.7               | 6.9    |
| Buffalo                       | 3.5               | 2.9    |
| Tower City                    | 3.0               | 2.3    |
| Horace                        | 2.6               | 2.3    |
| Grandin                       | 2.2               | 1.2    |
| Mapleton                      | 1.3               | 1.6    |
| Valley City                   | 0.4               | 1.2    |
| Ayr                           | 0.4               | 0.6    |
| Lynchburg                     | 0.4               | 0.6    |
| Amenia                        | 0.4               | --     |
| Leonard                       | 0.9               | 0.6    |
| Colfax                        | 0.4               | --     |
| Minneapolis, MN               | 0.4               | --     |
| Mayville                      | 0.4               | --     |
| Perham                        | 0.4               | --     |
| Gardner                       | 0.4               | --     |
| Alice                         | 0.9               | --     |
| Bemidji, MN                   | 0.4               | --     |
| Cannon Falls, MN              | 0.4               | --     |
| Dilworth, MN                  | 0.4               | --     |
| Hendrum, MN                   | 0.4               | --     |
| West Central, MN              | 0.4               | --     |
| Durbin                        | --                | 0.6    |
| Hillsboro                     | --                | 0.6    |
| Embden                        | --                | 0.6    |
| Argusville                    | --                | 0.6    |
| Page                          | --                | 0.6    |
| Elk River, MN                 | --                | 0.6    |
| Enderlin                      | --                | 0.6    |
| (n)                           | (230)             | (143)  |

Table 3. Length of Commute and Related Issues, New and Longtime Rural Cass County Residents, Respondents and Spouses

| Item   | Respondent        | Spouse        |
|--|-------------------|---------------|
| Length of Commute—all respondents  | -----percent----- |               |
| One mile or less   | 43.0              | 30.8          |
| 2 to 5 miles   | 3.9               | 5.2           |
| 6 to 10 miles  | 9.7               | 11.1          |
| 11 to 26 miles   | 33.3              | 38.4          |
| More than 26 miles   | 10.1              | 14.5          |
| (n)  | (227)             | (172)         |
| Length of Commute—resident 10 years or less                              |                   |               |
| One mile or less   | 38.0              | 13.5          |
| 2 to 5 miles   | 1.3               | 3.1           |
| 6 to 10 miles  | 7.6               | 10.8          |
| 11 to 26 miles   | 48.1              | 50.8          |
| More than 26 miles   | 11.4              | 21.5          |
| (n)  | (79)              | (65)          |
| Length of Commute—resident more than 10 years                            |                   |               |
| One mile or less   | 46.0              | 41.1          |
| 2 to 5 miles   | 5.4               | 6.5           |
| 6 to 10 miles  | 10.8              | 11.2          |
| 11 to 26 miles   | 28.4              | 30.8          |
| More than 26 miles   | 9.5               | 10.3          |
| (n)  | (148)             | (107)         |
| Willing to work for lower wages to have employment in rural Cass County? |                   |               |
| Yes  | 28.7              | --            |
| No   | 71.3              | --            |
| (n)  | (188)             |               |
|  | -----miles-----   |               |
| Average length of commute—<br>all respondents                            |                   | -             |
| (n)  | 14.1<br>(228)     | 15.1<br>(172) |
| Average length of commute—<br>residents 10 years or less                 |                   |               |
| (n)  | 19.4<br>(79)      | 18.6<br>(65)  |
| Average length of commute—<br>residents 10 or more years                 |                   |               |
| (n)  | 11.2<br>(148)     | 13.0<br>(107) |

While respondents most frequently worked in Fargo/Moorhead, they most frequently lived in Casselton and Kindred. Thirty-five percent of respondents lived in Casselton and 14 percent lived in Kindred. The remaining respondents were widely distributed throughout Cass County with a few respondents that resided outside Cass County (Table 4). While roughly a third of the respondents reported working in Fargo, only 1 percent lived there. Considering questionnaires were not distributed in Fargo or West Fargo, it seems plausible that the respondents that do live in Fargo reverse commute to rural Cass County. In several other rural Cass County communities, more respondents live in the community than work there. Casselton, home to 36 percent of the respondents, employs only 25 percent. Mapleton, home to 9.7 percent of the respondents, employs only 1 percent of respondents. Kindred and Horace have similar situations.

Table 4. Respondent Residency

| <b>Community</b>                  | <b>---percent---</b> |
|-----------------------------------|----------------------|
| Casselton                         | 35.6                 |
| Kindred                           | 13.9                 |
| Mapleton                          | 9.7                  |
| Hunter                            | 6.5                  |
| Horace/Oxbow                      | 6.2                  |
| Leonard                           | 4.2                  |
| Arthur                            | 3.9                  |
| Grandin                           | 3.9                  |
| Buffalo                           | 3.2                  |
| Argusville                        | 1.6                  |
| Gardner                           | 1.6                  |
| Fargo                             | 1.3                  |
| Amenia                            | 1.0                  |
| Ayr                               | 0.6                  |
| Bemidji, MN                       | 0.3                  |
| Alice                             | 0.3                  |
| Brampton/Cogswell                 | 0.3                  |
| Davenport                         | 0.3                  |
| Erie                              | 0.3                  |
| Alice/Fingal                      | 0.3                  |
| Tower City                        | 0.3                  |
| Valley City                       | 0.3                  |
| (n)                               | (309)                |
| <b>Years of Residency</b>         |                      |
| Less than 5                       | 21.1                 |
| 6 to 10 years                     | 12.0                 |
| 11 to 20 years                    | 19.2                 |
| 21 to 35 years                    | 24.3                 |
| 36 to 50 years                    | 11.0                 |
| Over 50 years                     | 12.7                 |
| (n)                               | (308)                |
| <b>Average Years of Residency</b> | <b>20.1</b>          |

Respondents were generally longtime residents, with an average residency of 20 years and with nearly half of the respondents county residents for over 20 years (Table 4). Alternately, 21 percent of the respondents had been residents of their community for less than 5 years. This is consistent with population trends and anecdotal evidence of a noticeable influx of new residents over the past decade. Average age of respondents and respondents' spouses was 52 years with roughly a third of respondents and 45 percent of spouses in the 41- to 55-year age bracket (Table 5). Newer residents were on average younger than longtime residents. Average age of rural Cass County residents of 10 years or less was 42 years, while longtime residents' (10 years or more) average age was 55 years. Half of all respondents and roughly a third of respondents' spouses had some college education, and unemployment rates were very low (Table 5). Only 3.5 percent of respondents and 6.9 percent of spouses indicated they were currently unemployed. The remaining respondents were either employed (74 percent) or retired (22 percent). Consistent with the average age of respondents, a greater percentage of longtime residents were retired, 25 percent compared to 11 percent of newer residents, and a greater percentage of newer residents were employed, 82 percent compared to 72 percent of longtime residents (Table 5). Occupations were varied with no one predominate among respondents. The most frequent occupation was "management/professional" (22 percent). Spouses' occupations also varied. Sixteen percent indicated their occupation was laborer, 15 percent management/professional, 11 percent agriculture/farming, and 10 percent self-employed (Table 6). A majority of the respondents were female (58 percent), and most were married (82 percent) and had children (89 percent) (Table 7). While most respondents had children (89 percent), nearly 60 percent of respondents' children were 18 years or older. As would be expected, newer residents' children were younger with 67 percent of newer residents' children less than 18 years old. Seventy-nine percent of longtime residents' children were 18 or more years old. The average number of children per respondent overall was 2.6 compared to 2.1 for newer residents and 2.8 for longtime residents (Table 7).

Use of computers and cell phones was widespread among respondents (Table 7). Three-fourths of both the respondents and their spouses own a cell phone. Seventy-six percent of respondents own a computer, and 74 percent have access to the Internet, which is much higher than statewide averages of 47 and 40 percent, respectively (North Dakota State Data Center 2002). However, caution must be exercised when making comparisons as this survey of rural Cass County may not be representative of the entire county. Computer and cell phone use was slightly higher than average for newer residents and slightly lower on average for longtime residents (Table 7).

Respondents generally were not interested in working at home using the Internet, e-mail, etc. (62 percent). The question, however, did not qualify the respondents. In some cases working at home may not be a feasible option. For example, working at home would not be appropriate for someone that works in a trade or health care. It is possible that many respondents replied negatively because working from home on a computer simply was not feasible in their line of work or would require a change in occupation. Consequently, it is difficult to draw any conclusions from that observation.

Table 5. Respondent Demographics, All Respondents and by Years of Residency in Rural Cass County

| Item                         | Respondent         |                    |                    | Spouse             |                    |                    |
|------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|                              | All<br>respondents | 10 yrs.<br>or less | 10 or<br>more yrs. | All<br>respondents | 10 yrs.<br>or less | 10 or<br>more yrs. |
|                              | -----percent-----  |                    |                    |                    |                    |                    |
| <b>Age</b>                   |                    |                    |                    |                    |                    |                    |
| 18 - 25                      | 1.9                | 4.0                | 1.0                | 1.6                | 4.9                | 0.0                |
| 26 - 40                      | 24.1               | 54.5               | 10.1               | 21.1               | 46.9               | 9.1                |
| 41 - 55                      | 35.4               | 23.8               | 42.0               | 44.2               | 32.1               | 50.9               |
| 56 - 65                      | 17.7               | 9.9                | 21.7               | 12.8               | 6.2                | 15.2               |
| Over 65                      | 20.9               | 7.9                | 25.1               | 20.3               | 9.9                | 24.8               |
|                              | (316)              | (101)              | (207)              | (251)              | (81)               | (165)              |
| <b>Average Age</b><br>(yrs.) | 51.8               | 42.3               | 55.7               | 51.6               | 43.1               | 55.3               |
| <b>Education</b>             |                    |                    |                    |                    |                    |                    |
| Less than High<br>School     | 3.8                | 2.0                | 4.4                | 7.2                | 4.9                | 7.9                |
| High School                  | 24.4               | 20.8               | 25.7               | 33.2               | 33.3               | 32.9               |
| Trade School                 | 19.7               | 21.8               | 19.4               | 23.2               | 19.7               | 25.0               |
| College                      | 52.1               | 56.4               | 50.1               | 36.4               | 42.0               | 34.1               |
| (n)                          | (315)              | (101)              | (206)              | (250)              | (81)               | (164)              |
| <b>Employment<br/>Status</b> |                    |                    |                    |                    |                    |                    |
| Employed                     | 74.0               | 82.2               | 72.3               | 70.7               | 82.5               | 44.6               |
| Unemployed                   | 3.5                | 5.9                | 2.4                | 6.9                | 6.3                | 4.5                |
| Retired                      | 22.5               | 11.9               | 25.2               | 22.4               | 11.2               | 17.8               |
| (n)                          | (315)              | (101)              | (206)              | (246)              | (80)               | (162)              |

Table 6. Occupation, Respondent and Resident's Spouse

| Item                     | Respondent        | Spouse |
|--------------------------|-------------------|--------|
|                          | -----percent----- |        |
| <b>Occupation</b>        |                   |        |
| Management/professional  | 22.5              | 14.7   |
| Self-employed            | 11.5              | 10.5   |
| Clerical                 | 11.1              | 6.8    |
| Health care              | 7.8               | 7.9    |
| Education                | 7.4               | 3.7    |
| Laborer                  | 7.4               | 16.3   |
| Tradesman                | 7.0               | 5.3    |
| Other                    | 5.7               | 3.2    |
| Sales                    | 5.7               | 8.4    |
| Government/public sector | 5.3               | 3.7    |
| Agriculture/Farming      | 4.1               | 11.6   |
| Homemaker                | 3.3               | 4.7    |
| Retired                  | 1.2               | 2.1    |
| (n)                      | (244)             | (190)  |

Table 7. Respondent Demographics, All Respondents and by Years of Residency in Rural Cass County

| Item                              | All<br>respondents | 10 years<br>or less | More than<br>10 years |
|-----------------------------------|--------------------|---------------------|-----------------------|
| <b>Gender</b>                     | -----percent-----  |                     |                       |
| Female                            | 57.9               | 65.4                | 55.1                  |
| Male                              | 42.1               | 34.6                | 44.9                  |
| (n)                               | (316)              | (101)               | (207)                 |
| <b>Marital Status</b>             |                    |                     |                       |
| Single                            | 12.2               | 11.9                | 11.9                  |
| Married                           | 81.7               | 81.2                | 82.7                  |
| Other                             | 6.1                | 6.9                 | 5.4                   |
| (n)                               | (311)              | (101)               | (202)                 |
| <b>Number of Children</b>         |                    |                     |                       |
| None                              | 11.0               | 11.7                | 10.5                  |
| One                               | 8.6                | 14.9                | 5.5                   |
| Two                               | 32.2               | 39.4                | 29.5                  |
| Three                             | 25.5               | 23.4                | 28.5                  |
| Four or more                      | 22.7               | 10.6                | 26.0                  |
| (n)                               | (301)              | (94)                | (200)                 |
| <b>Age of Children</b>            |                    |                     |                       |
| Less than 5 years                 | 7.1                | 21.0                | 1.8                   |
| 6 to 10 years                     | 9.6                | 21.0                | 5.3                   |
| 11 to 15 years                    | 12.4               | 19.0                | 10.1                  |
| 16 to 17 years                    | 12.1               | 5.5                 | 4.0                   |
| 18 to 21 years                    | 2.2                | 5.5                 | 8.5                   |
| Over 21 years                     | 56.7               | 28.0                | 70.3                  |
| (n)                               | (720)              | (200)               | (505)                 |
| <b>Average Number of Children</b> | 2.6                | 2.1                 | 2.8                   |
| (n)                               | (301)              | (94)                | (200)                 |
|                                   | -----percent-----  |                     |                       |
| Own a computer                    | 76.3               | 82.0                | 74.5                  |
| Have internet access              | 74.2               | 79.0                | 72.8                  |
| Own a cell phone                  | 75.8               | 78.2                | 76.1                  |
| Own a cell phone—spouse           | 74.6               | 79.7                | 72.8                  |
| (n)                               | (295) <sup>1</sup> | (95) <sup>1</sup>   | (193) <sup>1</sup>    |

<sup>1</sup> Average number of responses per question.

## Business Patronization

In order to gauge business and service utilization in rural Cass County, respondents were asked to indicate if they patronized 25 different types of businesses/services. Fifty percent or more of the respondents patronized all but a few of the selected businesses and services. The most frequently patronized businesses were ‘service station’, ‘grocery store’, ‘café/restaurant’, and ‘banking’ with more than 90 percent of the respondents responding affirmatively (Table 8). Respondents were also asked to rate the importance of each business/service operating in their community on a 1 to 5 scale, with 1 being the least important and 5 the most important. Many categories had average scores over 4.0 with only a handful with average scores less than 3.0. ‘Schools’ had the highest average score, 4.8, followed by ‘service station’ at 4.6, ‘café/restaurant’ at 4.4, and ‘grocery store’ at 4.3 (Table 8). In some cases, the level of patronization was somewhat lower, but the average score was still very high. ‘Schools’, ‘senior citizen services’, and ‘day care’ were examples of business/service categories with fewer patrons, but with high average scores. This would suggest that patronage and the relative importance of a business or service to the community are not dependent. That is, respondents may not patronize a business, but they still believe that its presence in the community is important.

Only five categories had average scores of less than 3.0, ‘dry cleaner/laundromat’, ‘clothing or department store’, ‘movie theater/entertainment’, ‘gaming/night club’, and ‘cleaning service’. In some cases, the business/service categories had a lower average score but a fairly high participation/patronization rate. For example, ‘clothing/department store’ had an average score of 2.5, but 76 percent of respondents said they patronized ‘clothing/department store’. This would suggest that while most respondents patronize those businesses, it is relatively unimportant that the business be located in their community. In other instances, a lower average score also corresponded with low patronization. For example, ‘movie theater/entertainment’ and ‘cleaning service’ both had average scores of 2.4 with 57 and 10 percent, respectively, of respondents patronizing those businesses (Table 8).

Distances traveled one-way varied by business type. For some business types respondents generally traveled shorter distances, and for other services, respondents drove longer distances. For the seven most frequently patronized businesses/services, ‘service station’, ‘grocery store’, ‘café/restaurant’, ‘banking’, ‘auto/equipment repair’, ‘church’, and ‘convenience store’, respondents most frequently traveled less than 5 miles (Table 8). More respondents traveled longer distances to patronize ‘grocery store’, ‘café/restaurant’, ‘banking’, and ‘auto/equipment repair’ than the other 3 most frequently patronized businesses. Generally speaking, a majority of respondents patronized businesses and services located either less than 5 miles from their home or more than 21 miles from their home (Table 8). Fewer respondents across all business and service categories traveled from 6 to 20 miles than respondents traveling either shorter or longer distances. Some categories are fairly evenly split between the two extremes (traveling less than 5 miles or more than 21), but others are skewed. ‘Pharmacy’, ‘building supplies/lumber’, and ‘doctor/dentist/clinic’ are examples of business/service sectors where respondents are fairly evenly split regarding the distance traveled to patronize. ‘Senior citizen services’, ‘day care’, ‘convenience store’, ‘church’, and ‘service stations’ are examples of services most respondents (71 to 85 percent) traveled 5 miles or less to patronize. In two business/service categories, more respondents drove longer distances to patronize. Sixty-three



percent of respondents traveled more than 21 miles to patronize a ‘clothing or department store’ and 59 percent of respondents traveled more than 21 miles to patronize ‘movie theater/entertainment’. Average scores were 2.5 and 2.4, respectively. High patronization rates, a majority of respondents driving 21 miles or more, and low average scores, may suggest that respondents prefer to drive elsewhere for those services making it less important that those businesses/services are available in their own community. Frequency of respondent patronization, miles traveled one-way to patronize, and average score for each business/service category are detailed in Table 8 and Appendix Table 1.

Because of recent population trends, perceptions of newer residents were compared to perceptions of longtime residents. Based on the number of years respondents had lived in rural Cass County, average scores representing the relative importance of the presence of each business/service in their community were compared. That is, the average scores of respondents that had lived in rural Cass County for less than 10 years (newer residents) were compared with the average scores of respondents that had lived in rural Cass County for more than 10 years (longtime residents) for each of the business service categories listed in Table 8. For most categories the scores were either the same or nearly the same, differing only  $\pm 0.1$ , and were nearly identical to the overall average scores (Appendix Table 2). In order to determine if there were any significant (statistical) differences in the perceptions of the two groups, the average scores of each group for each business/service category were compared using a t-test at a 95 percent confidence interval and then adjusted using the Bonferoni adjustment.<sup>1</sup>

Average scores were statistically different for only two categories, ‘auto/equipment repair’ and ‘insurance agency’. Average scores for residents of more than 10 years were slightly higher than average scores for residents of less than 10 years, 3.2 compared to 2.9 for ‘auto/equipment repair’ and 4.2 compared to 4.1 for ‘insurance agency’. For all other categories, even though some of the actual scores varied slightly, there was no statistical difference in newer residents’ perceptions and longtime respondents’ perceptions. Further, when the Bonferoni adjustment was applied to the confidence level, there were no categories where there was a significant difference in the two groups’ average scores. This would strongly suggest that new residents’ and longtime residents’ perceptions regarding the relative importance of the presence of various types of businesses in their home community were the same. Average scores are detailed in Appendix Table 2. Keep in mind, while the average scores for each group are not exactly the same, there is no statistical difference between them.

Miles driven to patronize business/service categories were also examined by length of residency. For all categories except ‘gaming/night club’, newer residents (10 years or less) more frequently drove 21 or more miles to patronize the various business/service categories. In most cases, the differences were relatively small and, overall, the driving patterns for both groups were relatively similar. Responses are detailed in Appendix 3.

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<sup>1</sup> The Bonferoni adjustment is used when a t-test is used on many observations at the same time. The Bonferroni adjustment raised the confidence interval from  $\alpha \pm .05$  to  $\alpha \pm .002$  (SAS Institute, Inc. 1985).

Table 8. Businesses and Services Patronized, Importance of Business to Community, and Miles Traveled to Patronize

| Item                                | Percent patronize <sup>1</sup> | Average score <sup>2</sup> | Miles traveled one-way to patronize <sup>3</sup> |         |               |          |         |
|-------------------------------------|--------------------------------|----------------------------|--|---------|---------------|----------|---------|
|                                     |                                |                            | 0 to 5   | 6 to 10 | 11 to 15      | 16 to 20 | Over 21 |
| -----percentage of respondents----- |                                |                            |  |         |               |          |         |
| Service station<br>(n)              | 96.2<br>(316)                  | 4.6<br>(276)               | 71.5   | 11.0    | 5.8<br>(309)  | 3.2      | 8.4     |
| Grocery store<br>(n)                | 95.6<br>(316)                  | 4.3<br>(282)               | 41.6   | 8.7     | 8.4<br>(332)  | 13.9     | 27.4    |
| Café/restaurant<br>(n)              | 94.6<br>(316)                  | 4.4<br>(276)               | 48.6   | 9.8     | 8.3<br>(327)  | 12.8     | 20.5    |
| Banking<br>(n)                      | 94.0<br>(316)                  | 4.2<br>(268)               | 56.0   | 12.1    | 9.1<br>(298)  | 6.0      | 16.8    |
| Auto and/or equipment repair<br>(n) | 89.9<br>(316)                  | 4.2<br>(267)               | 58.4   | 10.5    | 7.3<br>(268)  | 7.0      | 16.8    |
| Church<br>(n)                       | 88.6<br>(316)                  | 4.5<br>(269)               | 72.3   | 9.5     | 7.2<br>(264)  | 5.7      | 5.3     |
| Convenience store<br>(n)            | 86.7<br>(316)                  | 4.1<br>(257)               | 77.9   | 9.0     | 5.2<br>(267)  | 0.7      | 7.1     |
| Hardware store<br>(n)               | 84.8<br>(316)                  | 3.6<br>(263)               | 43.4   | 11.8    | 9.6<br>(272)  | 11.8     | 23.5    |
| Pharmacy<br>(n)                     | 82.9<br>(316)                  | 3.7<br>(254)               | 37.1   | 8.3     | 10.3<br>(253) | 12.5     | 32.0    |
| Doctor/dentist/clinic<br>(n)        | 84.2<br>(316)                  | 3.5<br>(156)               | 29.1   | 7.1     | 9.7<br>(227)  | 19.4     | 34.8    |
| Building supplies/lumber<br>(n)     | 78.5<br>(316)                  | 3.0<br>(250)               | 31.3   | 8.7     | 10.3<br>(252) | 11.9     | 37.7    |
| Insurance agency<br>(n)             | 78.5<br>(316)                  | 3.2<br>(249)               | 46.9   | 11.2    | 8.3<br>(241)  | 10.8     | 22.2    |
| Clothing or department store<br>(n) | 75.9<br>(316)                  | 2.5<br>(246)               | 1.9  | 4.7     | 9.7<br>(248)  | 21.2     | 62.7    |

Table 8 (continued).

| Item                               | Percent patronize <sup>1</sup> | Average score <sup>2</sup> | Miles traveled one-way to patronize <sup>3</sup> |         |               |          |         |
|------------------------------------|--------------------------------|----------------------------|--|---------|---------------|----------|---------|
|                                    |                                |                            | 0 to 5   | 6 to 10 | 11 to 15      | 16 to 20 | Over 21 |
| -----percent of respondents-----   |                                |                            |  |         |               |          |         |
| Car wash<br>(n)                    | 71.2<br>(316)                  | 3.0<br>(248)               | 38.2   | 7.5     | 9.2<br>(228)  | 12.7     | 32.5    |
| Video rental (movies)<br>(n)       | 63.0<br>(613)                  | 3.2<br>(226)               | 63.2   | 8.8     | 6.9<br>(218)  | 4.9      | 16.2    |
| Schools<br>(n)                     | 60.1<br>(316)                  | 4.8<br>(226)               | 67.0   | 19.7    | 8.1<br>(173)  | 2.3      | 2.9     |
| Movie theater/entertainment<br>(n) | 57.3<br>(316)                  | 2.4<br>(221)               | 0.6  | 3.9     | 13.3<br>(180) | 22.8     | 59.4    |
| Library<br>(n)                     | 50.3<br>(316)                  | 3.9<br>(208)               | 58.6   | 10.3    | 6.9<br>(145)  | 4.8      | 19.3    |
| Veterinary clinic<br>(n)           | 46.5<br>(316)                  | 3.0<br>(213)               | 34.5   | 9.7     | 12.4<br>(145) | 14.5     | 29.0    |
| Dry cleaner/laundromat<br>(n)      | 44.9<br>(316)                  | 2.7<br>(205)               | 28.9   | 8.1     | 9.6<br>(135)  | 11.8     | 41.5    |
| Gaming/night club<br>(n)           | 33.5<br>(316)                  | 2.4<br>(179)               | 45.2   | 7.8     | 5.2<br>(115)  | 5.2      | 36.5    |
| Senior citizen services<br>(n)     | 19.6<br>(316)                  | 4.1<br>(173)               | 85.1   | 8.5     | 2.1<br>(47)   | 2.1      | 2.1     |
| Day care<br>(n)                    | 16.1<br>(316)                  | 4.2<br>(161)               | 78.3   | 6.5     | 6.5<br>(46)   | 2.3      | 6.5     |
| Cleaning service<br>(n)            | 9.5<br>(316)                   | 2.4<br>(149)               | 48.0   | 12.0    | 0.0<br>(25)   | 8.0      | 32.0    |
| Recreation/fitness center<br>(n)   | 6.6<br>(316)                   | 3.0<br>(169)               | 44.4   | 0.0     | 0.0<br>(9)    | 11.1     | 33.3    |

<sup>1</sup>Missing responses were assumed to be negative responses, that is, they did not patronize the business.

<sup>2</sup>Average score based on a scale of 1 to 5 where 1 is least important and 5 is most important.

<sup>3</sup>Number of responses may be greater than the sample size due to multiple responses.

## Quality of Life Issues

Respondents' perceptions regarding rural quality of life issues were also surveyed. For each of a select list of quality of life issues, respondents were asked to rate the importance of the issue on a scale of 1 to 5, with 1 being least important and 5 being most important, as well as rate their community on each issue, also on a scale of 1 to 5. Generally speaking, all quality of life issues were important to respondents. Average scores fell below 3.0 on only two issues, 'availability of day care' and 'hunting and fishing' (Table 9). 'Rural fire/first responders', 'clean environment', 'low crime rate', and 'good schools' were rated a "5" or 'most important' by more than 85 percent of the respondents, with average scores ranging from 4.7 to 4.8. When respondents were asked to rate their own community on each issue, on all issues but one, the average scores rating respondent's own community were lower than the average scores for how important the issue was to the respondent. To determine if the differences in the scores were significant (statistically significant), a t-test at a 95 percent confidence level was conducted. After applying the Bonferoni adjustment, the differences in the average scores were statistically significant for all but five issues, 'rural garbage pickup', 'cable tv', 'parks/golf course', 'hunting and fishing', and 'Internet access' (Table 9). For those five categories respondents scored their community equally well as the level of importance assigned each issue. While respondents gave their own community lower average scores on all the other quality of life issues, the average scores were still relatively high. For example, the average score for the importance of 'rural fire/first responders services' was 4.8. Respondents scored their own community at 4.7. While the difference in the two scores was statistically significant, 4.7 on a 5.0 scale is still a very high score. The trend was similar for other issues rated 'very important' by a large majority of the respondents. On only a few issues was the spread between average scores larger. For example, the average score for the importance of 'business opportunities' was 3.6, but respondents gave their own community a score of 2.5. 'Recycling' and 'recreation activities' were two other categories where the spread between the average scores was somewhat larger. Respondents' perceptions of rural quality of life issues are detailed in Table 9 and Appendix Table 4.

To examine any differences between new residents and longtime residents regarding quality of life issues, average scores for both how important respondents perceive the issue to be and how respondents rate their own community were compared for each quality of life issue listed in Table 7. A t-test at a 95 percent confidence interval and the Bonferoni adjustment were used to determine if there were any significant differences between the two groups' average scores. As was the case with newer (10 years or less) and longtime (10 or more years) respondents' perceptions regarding the importance of various business categories, both groups' views on quality of life issues were essentially the same. On only three quality of life issues were there significant differences in average scores. Newer residents perceived the relative importance of 'recreational activities', 'park/golf courses', and 'day care' slightly higher than longtime residents. The average scores were 3.8 for newer residents compared to 3.2 for longtime residents for 'recreational activities', 3.7 for newer residents and 3.0 for longtime residents for 'park/golf course', and 3.4 for newer residents and 2.4 for longtime residents for 'day care'. For all other categories, while the scores were slightly numerically different, there was essentially no statistical difference between the two groups' average scores on the relative importance of rural quality of life issues. Further, there were no significant differences in how

either group rated their own community on quality of life issues. Responses are detailed in Appendix Table 5.

Table 9. Respondent Perceptions of Rural Quality of Life Issues

| Issue                                | <u>Importance of Issue</u>          |                            | <u>Rate My Community</u>            |                            |
|--------------------------------------|-------------------------------------|----------------------------|-------------------------------------|----------------------------|
|                                      | Percent very important <sup>1</sup> | Average score <sup>2</sup> | Percent very important <sup>1</sup> | Average score <sup>2</sup> |
| Low crime rate                       | 86.1                                | 4.8*                       | 61.5                                | 4.4*                       |
| Rural fire/first responders services | 89.6                                | 4.8*                       | 78.9                                | 4.7*                       |
| Clean environment (air, water, land) | 86.2                                | 4.8*                       | 68.3                                | 4.6*                       |
| Access to water/sewer                | 82.9                                | 4.7*                       | 67.2                                | 4.4*                       |
| Local law enforcement                | 78.1                                | 4.7*                       | 47.7                                | 4.0*                       |
| Good schools                         | 86.0                                | 4.7*                       | 64.5                                | 4.4*                       |
| Friendliness                         | 76.7                                | 4.6*                       | 40.1                                | 4.0*                       |
| Rural lifestyle                      | 69.6                                | 4.5*                       | 49.0                                | 4.2*                       |
| Affordable housing                   | 66.1                                | 4.5*                       | 35.5                                | 3.9*                       |
| Relaxed pace of life                 | 68.5                                | 4.5                        | 55.3                                | 4.3                        |
| Good roads and streets               | 56.5                                | 4.4*                       | 29.9                                | 3.6*                       |
| Rural garbage pickup                 | 68.5                                | 4.4                        | 66.7                                | 4.4                        |
| Near family and friends              | 62.0                                | 4.3*                       | 48.5                                | 4.0*                       |
| Near job                             | 54.0                                | 4.1*                       | 45.5                                | 3.8*                       |
| Setting and landscape                | 42.1                                | 4.0*                       | 33.7                                | 3.7*                       |
| Community services                   | 42.7                                | 4.0*                       | 17.8                                | 3.3*                       |
| Right to own and keep animals        | 50.5                                | 3.8*                       | 55.6                                | 4.1*                       |
| Climate                              | 41.7                                | 3.8*                       | 22.0                                | 3.2*                       |
| Internet access                      | 45.5                                | 3.7                        | 37.9                                | 3.6                        |
| Business opportunities               | 41.6                                | 3.6*                       | 8.2                                 | 2.5*                       |
| Recycling                            | 35.5                                | 3.5*                       | 21.5                                | 2.9*                       |
| Recreational activities              | 27.4                                | 3.4*                       | 11.3                                | 2.8*                       |
| Cable TV                             | 37.8                                | 3.4                        | 35.8                                | 3.5                        |
| Parks/golf courses                   | 27.7                                | 3.2                        | 25.0                                | 3.2                        |
| Availability of daycare              | 29.8                                | 2.7*                       | 33.3                                | 3.5*                       |
| Hunting and fishing                  | 24.0                                | 2.7                        | 16.5                                | 2.8                        |
| (n) <sup>3</sup>                     | (227)                               |                            | (287)                               |                            |

<sup>1</sup> Percentage of respondents that gave a rating of 5.

<sup>2</sup> Based on score of 1 to 5 with 1 being the least important and 5 the most important.

<sup>3</sup> Average number of responses per issue. Exact number of respondents per issue reported in Appendix Table 1.

\* Difference in mean score of “importance of issue” and “rate my community” statistically significant,

$\alpha \pm > .05$ , adjusted to  $\alpha \pm > .002$  using the Bonferoni adjustment.

## **Favored Businesses and Preferred Hours of Operation**

Respondents were asked what types of businesses they would like to see operating in rural Cass County and the preferred hours of operation. Respondents were also asked to rate the importance of the business. A wide variety of business types were identified, and the average scores naturally were very high. It is not likely that an individual would identify a business or service that they would like to have operating in their area and then indicate that business or service is unimportant. The most frequently identified businesses were ‘café/restaurant’, ‘grocery store’, ‘recreation/fitness center’, and ‘car wash’ with 39, 26, 18, and 16 respondents, respectively, identifying those businesses (Table 10). Most of the rest of the “needed” businesses were identified by less than 10 respondents. ‘Convenience store’, ‘movie theater/entertainment’, clothing/department store’, and ‘dry cleaner/laundromat’ were the only other businesses identified by more than 10 respondents. Because the number of responses for most of the business types was less than 10, it is difficult to glean much information from those observations. Even for the more frequently identified businesses, the number of observations is very small. The number of observations regarding preferred hours of business operation is also very small. Accordingly, it is very difficult to draw any conclusions regarding respondents’ preferences. There simply are not enough observations to generalize respondent preferences. The most frequent “preferred operating hours” for ‘café/restaurant/fast food’ were “open by 7 a.m. and until at least 9 p.m.” The most frequent “preferred operating hours” for ‘grocery store’ were “open by 10 a.m. and until at least 9 p.m.” Respondent preferences for operating hours are detailed in Table 11.

Respondents were also queried about which businesses or services they would like to see extend their hours of operation (Table 12). Again, the number of observations makes generalizing respondents’ perceptions impossible. Twenty-six respondents indicated ‘banking’ was a business they would like to see extend hours of operation, although respondents were evenly divided on preferred hours of operation. While nearly 80 percent of the respondents indicated they prefer that banks be open by 10:00 a.m., respondents were evenly split on preferred closing times with 31 percent that preferred hours extend until 5:00 p.m., 31 percent that preferred hours extend to 7:00 p.m., and 23 percent that preferred hours extend until 9:00 p.m. Responses are detailed in Table 12.

## **Services and Industry Not Currently Available**

Respondents were asked to identify services not currently available that are badly needed. While there were a wide variety of responses, the most frequent response described a fitness/recreation center for both youth and adults. Fifty-three respondents identified variations on that theme. ‘Grocery stores’ and ‘café/restaurants’ were the next most frequent responses with 19 respondents each identifying the need for those services in their communities. Responses are detailed in Table 13.

Table 10. Type of Business Desired in Rural Cass County and Level of Importance

| Business Type                      | Number of respondents | Average score <sup>1</sup> |
|------------------------------------|-----------------------|----------------------------|
| Café/restaurant/fast food<br>(n)   | 39                    | 4.3<br>(39)                |
| Grocery store<br>(n)               | 26                    | 4.9<br>(24)                |
| Recreation/fitness center<br>(n)   | 18                    | 4.7<br>(16)                |
| Car wash<br>(n)                    | 16                    | 4.1<br>(16)                |
| Convenience store<br>(n)           | 13                    | 4.2<br>(13)                |
| Movie theater/entertainment<br>(n) | 12                    | 3.7<br>(11)                |
| Clothing/department store<br>(n)   | 11                    | 4.8<br>(9)                 |
| Dry cleaner/laundromat<br>(n)      | 10                    | 4.8<br>(9)                 |
| Hardware store<br>(n)              | 9                     | 4.1<br>(9)                 |
| Doctor/dentist/clinic<br>(n)       | 8                     | 4.6<br>(8)                 |
| Auto/equipment repair<br>(n)       | 7                     | 4.7<br>(7)                 |
| Discount store<br>(n)              | 7                     | 5.0<br>(6)                 |
| Swimming pool<br>(n)               | 7                     | 4.4<br>(7)                 |
| Pharmacy<br>(n)                    | 6                     | 4.5<br>(6)                 |
| Teen/youth center<br>(n)           | 6                     | 4.8<br>(6)                 |
| Banking<br>(n)                     | 5                     | 4.6<br>(5)                 |
| Waste disposal station<br>(n)      | 5                     | 5.0<br>(5)                 |
| Variety store<br>(n)               | 5                     | 4.0<br>(4)                 |
| Movie/video rental<br>(n)          | 4                     | 4.5<br>(4)                 |
| Library<br>(n)                     | 4                     | 4.0<br>(3)                 |
| Motel/bed and breakfast<br>(n)     | 4                     | 4.5<br>(4)                 |
| Service station<br>(n)             | 3                     | 3.5<br>(2)                 |

Table 10 (continued).

| Business Type                                | Number of respondents | Average score <sup>1</sup> |
|--|-----------------------|----------------------------|
| Veterinary clinic<br>(n)                     | 3                     | 4.0<br>(2)                 |
| Grain processors<br>(n)                      | 3                     | 4.0<br>(3)                 |
| Small manufacturing<br>(n)                   | 3                     | 4.0<br>(3)                 |
| Outlet mall<br>(n)                           | 3                     | 5.0<br>(2)                 |
| Day care<br>(n)                              | 2                     | 5.0<br>(2)                 |
| Schools<br>(n)                               | 2                     | 5.0<br>(1)                 |
| Assembly work<br>(n)                         | 2                     | 4.0<br>(2)                 |
| Building supplies/lumber<br>(n)              | 1                     | 3.0<br>(1)                 |
| Gaming/night club/bar<br>(n)                 | 1                     | 5.0<br>(1)                 |
| Consignment Store<br>(n)                     | 1                     | 4.0<br>(1)                 |
| Summer children's programs/park board<br>(n) | 1                     | 5.0<br>(1)                 |
| Furniture store<br>(n)                       | 1                     | 3.0<br>(1)                 |
| Green house<br>(n)                           | 1                     | 3.0<br>(1)                 |
| Lawn service<br>(n)                          | 1                     | 5.0<br>(1)                 |
| Light manufacturing<br>(n)                   | 1                     | 5.0<br>(1)                 |
| Flight instruction<br>(n)                    | 1                     | 4.0<br>(1)                 |
| Barber<br>(n)                                | 1                     | 5.0<br>(1)                 |
| Fast internet service<br>(n)                 | 1                     | 4.0<br>(1)                 |
| Retail businesses<br>(n)                     | 1                     | 5.0<br>(1)                 |
| Craft store<br>(n)                           | 1                     | 3.0<br>(1)                 |
| Storage rental units<br>(n)                  | 1                     | 5.0<br>(1)                 |

<sup>1</sup>Based on score from 1 to 5 where 1 is least important and 5 is most important.



Table 11. Businesses Respondents Would Like to Have in Rural Cass County and Preferred Hours of Operation

| Business Type                      | Opening Hours                       |            |              |             |                | Closing Hours                       |               |               |                |                |
|------------------------------------|-------------------------------------|------------|--------------|-------------|----------------|-------------------------------------|---------------|---------------|----------------|----------------|
|                                    | before<br>6 am                      | by<br>7 am | by<br>8 am   | by<br>10 am | after<br>10 am | until<br>5 pm                       | until<br>7 pm | until<br>9 pm | until<br>10 pm | after<br>10 pm |
|                                    | -----percentage of respondents----- |            |              |             |                | -----percentage of respondents----- |               |               |                |                |
| Café/restaurant/fast food<br>(n)   | 2.9                                 | 47.2       | 17.8<br>(34) | 2.9         | 29.4           | 9.1                                 | 0.0           | 36.3<br>(33)  | 27.3           | 27.3           |
| Grocery store<br>(n)               | 8.7                                 | 4.4        | 30.4<br>(23) | 52.4        | 4.4            | 0.0                                 | 16.0          | 52.0<br>(25)  | 16.0           | 16.0           |
| Car wash<br>(n)                    | 20.0                                | 6.7        | 20.0<br>(15) | 40.0        | 13.3           | 7.1                                 | 0.0           | 50.0<br>(14)  | 14.4           | 28.7           |
| Recreation/fitness center<br>(n)   | 7.1                                 | 35.7       | 7.1<br>(14)  | 14.4        | 35.7           | 0.0                                 | 0.0           | 26.7<br>(15)  | 40.0           | 33.3           |
| Convenience store<br>(n)           | 23.1                                | 46.2       | 30.7<br>(13) | 0.0         | 0.0            | 0.0                                 | 0.0           | 15.5<br>(13)  | 38.6           | 46.2           |
| Clothing/department store<br>(n)   | 0.0                                 | 0.0        | 0.0<br>(10)  | 80.0        | 20.0           | 30.0                                | 40.0          | 30.0<br>(10)  | 0.0            | 0.0            |
| Movie theater/entertainment<br>(n) | 62.5                                | 0.0        | 0.0<br>(8)   | 0.0         | 37.5           | 20.0                                | 0.0           | 10.0<br>(10)  | 10.0           | 60.0           |
| Dry cleaner/laundromat<br>(n)      | 0.0                                 | 25.0       | 37.5<br>(8)  | 25.0        | 12.5           | 0.0                                 | 12.5          | 12.5<br>(8)   | 37.5           | 37.5           |
| Hardware store<br>(n)              | 0.0                                 | 0.0        | 0.0<br>(8)   | 100.0       | 0.0            | 37.5                                | 37.5          | 25.0<br>(8)   | 0.0            | 0.0            |
| Doctor/dentist/clinic<br>(n)       | 0.0                                 | 0.0        | 0.0<br>(7)   | 71.4        | 28.7           | 66.7                                | 16.7          | 16.7<br>(6)   | 0.0            | 0.0            |
| Auto/equipment repair<br>(n)       | 0.0                                 | 16.8       | 0.0<br>(6)   | 83.3        | 0.0            | 50.0                                | 50.0          | 0.0<br>(6)    | 0.0            | 0.0            |
| Discount store<br>(n)              | 0.0                                 | 16.8       | 0.0<br>(6)   | 83.3        | 0.0            | 0.0                                 | 16.7          | 66.7<br>(6)   | 16.7           | 0.0            |
| Banking<br>(n)                     | 25.0                                | 0.0        | 25.0<br>(5)  | 50.0        | 0.0            | 25.0                                | 50.0          | 0.0<br>(6)    | 0.0            | 25.0           |
| Teen center/youth center<br>(n)    | 66.7                                | 16.7       | 0.0<br>(6)   | 0.0         | 16.7           | 16.7                                | 0.0           | 33.3<br>(6)   | 16.7           | 33.3           |
| Swimming pool<br>(n)               | 25.0                                | 0.0        | 0.0<br>(4)   | 50.0        | 25.0           | 0.0                                 | 25.0          | 50.0<br>(4)   | 25.0           | 0.0            |
| Pharmacy<br>(n)                    | 0.0                                 | 0.0        | 20.0<br>(4)  | 80.0        | 0.0            | 0.0                                 | 66.7          | 16.8<br>(4)   | 0.0            | 16.8           |

Table 11 (continued).

| Business Type                    | Opening Hours                       |            |              |             |                | Closing Hours                       |               |               |                |                |
|----------------------------------|-------------------------------------|------------|--------------|-------------|----------------|-------------------------------------|---------------|---------------|----------------|----------------|
|                                  | before 6<br>am                      | by<br>7 am | by<br>8 am   | by<br>10 am | after<br>10 am | until<br>5 pm                       | until<br>7 pm | until<br>9 pm | until<br>10 pm | after<br>10 pm |
|                                  | -----percentage of respondents----- |            |              |             |                | -----percentage of respondents----- |               |               |                |                |
| Variety store<br>(n)             | 0.0                                 | 0.0        | 0.0<br>(4)   | 100.0       | 0.0            | 40.0                                | 40.0          | 0.0<br>(5)    | 0.0            | 20.0           |
| Waste disposal station<br>(n)    | 0.0                                 | 0.0        | 33.3<br>(3)  | 33.3        | 33.3           | 0.0                                 | 50.0          | 50.0<br>(2)   | 0.0            | 0.0            |
| Movie / movie rental<br>(n)      | 0.0                                 | 0.0        | 0.0<br>(3)   | 66.7        | 33.3           | 0.0                                 | 0.0           | 50.0<br>(4)   | 25.0           | 25.0           |
| Library<br>(n)                   | 0.0                                 | 0.0        | 0.0<br>(3)   | 66.7        | 33.3           | 25.0                                | 0.0           | 50.0<br>(4)   | 0.0            | 25.0           |
| Service station<br>(n)           | 33.3                                | 66.7       | 0.0<br>(3)   | 0.0         | 0.0            | 0.0                                 | 0.0           | 33.3<br>(3)   | 0.0            | 66.7           |
| Motel / bed and breakfast<br>(n) | 100.0                               | 0.0        | 0.0<br>(2)   | 0.0         | 0.0            | 0.0                                 | 0.0           | 0.0<br>(2)    | 0.0            | 100.0          |
| Veterinary clinic<br>(n)         | 0.0                                 | 0.0        | 100.0<br>(2) | 0.0         | 0.0            | 0.0                                 | 33.3          | 33.3<br>(3)   | 0.0            | 33.3           |
| Processors of grain<br>(n)       | 100.0                               | 0.0        | 0.0<br>(1)   | 0.0         | 0.0            | 0.0                                 | 0.0           | 0.0<br>(1)    | 0.0            | 100.0          |
| Small manufacturing<br>(n)       | 50.0                                | 0.0        | 0.0<br>(2)   | 0.0         | 50.0           | 0.0                                 | 0.0           | 0.0<br>(1)    | 0.0            | 100.0          |
| Outlet mall<br>(n)               | 0.0                                 | 0.0        | 0.0<br>(2)   | 50.0        | 50.0           | 0.0                                 | 50.0          | 50.0<br>(2)   | 0.0            | 0.0            |
| Day care<br>(n)                  | 50.0                                | 50.0       | 0.0<br>(2)   | 0.0         | 0.0            | 0.0                                 | 50.0          | 0.0<br>(2)    | 0.0            | 50.0           |
| Schools<br>(n)                   | --                                  | --         | --<br>(0)    | --          | --             | 100.0                               | 0.0           | 0.0<br>(1)    | 0.0            | 0.0            |
| Assembly work<br>(n)             | 0.0                                 | 0.0        | 0.0<br>(1)   | 0.0         | 100.0          |                                     |               | 0.0           |                |                |

Table 11 (continued).

| Business Type                                  | Opening Hours                       |            |            |             |                | Closing Hours                       |               |               |                |                |
|--|-------------------------------------|------------|------------|-------------|----------------|-------------------------------------|---------------|---------------|----------------|----------------|
|  | before 6<br>am                      | by<br>7 am | by<br>8 am | by<br>10 am | after<br>10 am | until<br>5 pm                       | until<br>7 pm | until<br>9 pm | until<br>10 pm | after<br>10 pm |
|  | -----percentage of respondents----- |            |            |             |                | -----percentage of respondents----- |               |               |                |                |
| Building supplies/lumber<br>(n)                | 0.0                                 | 0.0        | 0.0<br>(1) | 100.0       | 0.0            | 100.0                               | 0.0           | 0.0<br>(1)    | 0.0            | 0.0            |
| Gaming /night club<br>(n)                      | 100.0                               | 0.0        | 0.0<br>(1) | 0.0         | 0.0            | 0.0                                 | 0.0           | 0.0<br>(1)    | 0.0            | 100.0          |
| Consignment store<br>(n)                       | 0.0                                 | 0.0        | 0.0<br>(1) | 0.0         | 100.0          | 0.0                                 | 100.0         | 0.0<br>(1)    | 0.0            | 0.0            |
| Park board summer children's<br>program<br>(n) | --                                  | --         | --<br>(0)  | --          | --             | --                                  | --            | --<br>(0)     | --             | --             |
| Furniture<br>(n)                               | 0.0                                 | 0.0        | 0.0<br>(1) | 100.0       | 0.0            | 100.0                               | 0.0           | 0.0<br>(1)    | 0.0            | 0.0            |
| Green house<br>(n)                             | --                                  | --         | --<br>(0)  | --          | --             | 0.0                                 | 100.0         | 0.0<br>(1)    | 0.0            | 0.0            |
| Lawn service<br>(n)                            | --                                  | --         | --<br>(0)  | --          | --             | --                                  | --            | --<br>(0)     | --             | --             |
| Light manufacturing<br>(n)                     | 0.0                                 | 0.0        | 0.0<br>(1) | 100.0       | 0.0            | 100.0                               | 0.0           | 0.0<br>(1)    | 0.0            | 0.0            |
| Flight instructions<br>(n)                     | 0.0                                 | 0.0        | 0.0<br>(1) | 100.0       | 0.0            | 100.0                               | 0.0           | 0.0<br>(1)    | 0.0            | 0.0            |
| Barber<br>(n)                                  | 0.0                                 | 0.0        | 0.0<br>(1) | 100.0       | 0.0            | 100.0                               | 0.0           | 0.0<br>(1)    | 0.0            | 0.0            |
| Fast internet service<br>(n)                   | --                                  | --         | --<br>(0)  | --          | --             | --                                  | --            | --<br>(0)     | --             | --             |
| Retail businesses<br>(n)                       | 0.0                                 | 0.0        | 0.0<br>(1) | 100.0       | 0.0            | 0.0                                 | 100.0         | 0.0<br>(1)    | 0.0            | 0.0            |
| Craft<br>(n)                                   | 0.0                                 | 0.0        | 0.0<br>(1) | 100.0       | 0.0            | 100.0                               | 0.0           | 0.0<br>(1)    | 0.0            | 0.0            |
| Storage rental units<br>(n)                    | 0.0                                 | 0.0        | 0.0<br>(1) | 100.0       | 0.0            | 0.0                                 | 0.0           | 0.0<br>(1)    | 100.0          | 0.0            |

Table 12 . Preferred Extended Operating Hours for Existing Businesses in Rural Cass County

| Business Type             | Opening Hours  |            |            |             |                | Closing Hours |               |               |                |                |
|---------------------------|----------------|------------|------------|-------------|----------------|---------------|---------------|---------------|----------------|----------------|
|                           | before<br>6 am | by<br>7 am | by<br>8 am | by<br>10 am | after<br>10 am | until<br>5 pm | until<br>7 pm | until<br>9 pm | until<br>10 pm | after<br>10 pm |
| Banking                   | 0.0            | 0.0        | 15.8       | 79.0        | 5.3            | 30.8          | 30.8          | 23.1          | 0.0            | 15.4           |
| (n)                       |                |            | (19)       |             |                |               |               | (26)          |                |                |
| Grocery store             | 7.7            | 7.7        | 38.5       | 38.5        | 7.7            | 9.5           | 14.3          | 38.1          | 14.3           | 23.8           |
| (n)                       |                |            | (13)       |             |                |               |               | (21)          |                |                |
| Café/restaurant/fast food | 11.1           | 22.2       | 22.2       | 11.1        | 33.3           | 7.1           | 0.0           | 0.0           | 35.7           | 57.1           |
| (n)                       |                |            | (9)        |             |                |               |               | (14)          |                |                |
| Hardware store            | 0.0            | 0.0        | 33.3       | 66.7        | 0.0            | 0.0           | 62.5          | 25.0          | 0.0            | 12.5           |
| (n)                       |                |            | (6)        |             |                |               |               | (8)           |                |                |
| Pharmacy                  | 0.0            | 0.0        | 20.0       | 80.0        | 0.0            | 16.7          | 66.7          | 16.7          | 0.0            | 0.0            |
| (n)                       |                |            | (5)        |             |                |               |               | (6)           |                |                |
| Service station           | 0.0            | 40.0       | 40.0       | 0.0         | 20.0           | 0.0           | 40.0          | 40.0          | 0.0            | 20.0           |
| (n)                       |                |            | (5)        |             |                |               |               | (5)           |                |                |
| Post office               | 20.0           | 20.0       | 40.0       | 20.0        | 0.0            | 9.1           | 36.4          | 0.0           | 0.0            | 54.6           |
| (n)                       |                |            | (5)        |             |                |               |               | (11)          |                |                |
| Convenience store         | 100.0          | 0.0        | 0.0        | 0.0         | 0.0            | 0.0           | 0.0           | 0.0           | 0.0            | 100.0          |
| (n)                       |                |            | (3)        |             |                |               |               | (7)           |                |                |
| Doctor/dentist/clinic     | 0.0            | 0.0        | 0.0        | 100.0       | 0.0            | 75.0          | 0.0           | 0.0           | 0.0            | 25.0           |
| (n)                       |                |            | (3)        |             |                |               |               | (4)           |                |                |
| Gaming/night club         | 66.7           | 0.0        | 33.3       | 0.0         | 0.0            | 33.3          | 0.0           | 0.0           | 0.0            | 66.7           |
| (n)                       |                |            | (3)        |             |                |               |               | (3)           |                |                |
| Auto/equipment repair     | 0.0            | 0.0        | 0.0        | 100.0       | 0.0            | 0.0           | 100.0         | 0.0           | 0.0            | 0.0            |
| (n)                       |                |            | (1)        |             |                |               |               | (1)           |                |                |
| Library                   | 0.0            | 0.0        | 0.0        | 100.0       | 0.0            | 0.0           | 100.0         | 0.0           | 0.0            | 0.0            |
| (n)                       |                |            | (1)        |             |                |               |               | (1)           |                |                |
| Day care                  | 0.0            | 0.0        | 100.0      | 0.0         | 0.0            | 0.0           | 50.0          | 0.0           | 0.0            | 50.0           |
| (n)                       |                |            | (1)        |             |                |               |               | (2)           |                |                |
| Swimming pool             |                |            |            |             |                |               |               |               |                |                |
| (n)                       |                |            | (0)        |             |                |               |               | (0)           |                |                |
| Waste disposal station    |                |            |            |             |                | 0.0           | 0.0           | 100.0         | 0.0            | 0.0            |
| (n)                       |                |            | (0)        |             |                |               |               | (1)           |                |                |
| Insurance agency          |                |            |            |             |                | 0.0           | 0.0           | 100.0         | 0.0            | 0.0            |
| (n)                       |                |            | (0)        |             |                |               |               | (1)           |                |                |
| Flower shop               |                |            |            |             |                | 0.0           | 0.0           | 0.0           | 0.0            | 100.0          |
| (n)                       |                |            | (0)        |             |                |               |               | (1)           |                |                |
| Retail businesses         |                |            |            |             |                | 0.0           | 0.0           | 100.0         | 0.0            | 0.0            |
| (n)                       |                |            | (0)        |             |                |               |               | (1)           |                |                |

Table 13. Services Not Available in Respondents' Community that Respondents Believe are Needed

| Item   | Number of Respondents |
|--|-----------------------|
| Fitness center (better swimming pool, re-modeling of current tennis court, walking track, workout areas) /Indoor family recreation facility, pool, fitness, entertainment center /Adult recreation /Indoor pool /Recreation center--Movie theater--maybe YMCA can open small centers in rural areas /Park Board Equipment /Bike Path   | 29                    |
| Teen club or some place where high school kids can go /Recreation center for youth /Kids, youth activities (state park, dance, games, pool, café...) /After school program for 8-14 years old /A place for pre-adults to hangout /Something for youth, nicer parks, softball, baseball team /Recreation for youth /Latch key programs for kids, more sports and athletics offered to the elementary kids | 24                    |
| A second grocery store /Better grocery store with up-to-date products  | 19                    |
| Café /More eating places /A good restaurant with variety of choices /A nice family café /Steak house /Good steak place /Pizza place with food delivery /Pizza delivery   | 19                    |
| Clinic hours--would like to see more afternoons available /In house health care /A nice clinic or medical facility, rural medical house visit /Drug store /Pharmacy /Doctor /Visit of doctor or nurse once a week for local appointments /Pharmacy service /Clinic open one day a week /Dentist  | 15                    |
| Rural garbage pickup /City dump more time /Chemical waste station, rural spring cleanup, i.e., to dispose old appliances /Recycling center /A business that could be hired to cleanup farm sites, old buildings, machinery, trees, and car trash   | 15                    |
| Car wash /Convenience store with gas station /Gas station  | 12                    |
| Clothing store /Variety store /General store with variety of basics /A store where you can buy thread, yarn, socks, underwear, etc. /Small mall  | 11                    |
| Fast Internet service  | 9                     |
| Laundromat/Dry cleaner   | 9                     |
| More senior housing apartments--ground level with garages /More senior services /Senior bus to Fargo /Something for seniors /Mail delivery for senior in town, especially for those who have problems walking on big streets /Expand services for transporting and home care for senior citizens /Ride services for those needing transportation   | 8                     |
| Library--being planned /Library or book mobile /Library with inter-library loan  | 8                     |

Table 13 (continued).

| Item  | Number of Respondents |
|---|-----------------------|
| Gravel maintainer, road maintenance /Better road maintenance, more gravel /paved streets /Faster snow removal, no one comes for at least 2 weeks to remove snow | 5                     |
| Need more businesses to keep people in the community /More businesses   | 4                     |
| Hardware store /Hardware or lumber store on weekends  | 4                     |
| Better law enforcement /Local law enforcement /Full time police to slow down traffic on larger areas  | 4                     |
| Good paying jobs so that my children wouldn't have to live in Minneapolis, California, Kentucky /More jobs  | 3                     |
| Motel with meeting and entertainment facilities /A place for social events like bazaar, reception, meeting /Bed and breakfast                                   | 3                     |
| Housing Issues: RV campsites, Apartments (medium-low income) twin homes, self-storage facility /Affordable housing /Assisted living facility                    | 3                     |
| Community center with special functions /Bigger community center  | 3                     |
| Better cell phone reception, stronger signal  | 3                     |
| Better cable company, more specialty channels   | 3                     |
| Day care /Pre school /Dependable good day care  | 3                     |
| Can't think of anything now, but sure there is something  | 2                     |
| A place to walk in bad weather /Indoor walking space  | 2                     |
| A directory service (paper or electronic) of services available would be helpful /A better notification of upcoming events                                      | 2                     |
| Video rental  | 2                     |
| Sewer   | 2                     |
| Barber shop/Beauty salon  | 2                     |
| Post office   | 1                     |
| Car dealership  | 1                     |
| Male strip clubs  | 1                     |
| Full service auto repair  | 1                     |
| Adult education classes early in fall to avoid bad weather  | 1                     |
| Veterinarian  | 1                     |
| City notification system for tornado (siren)  | 1                     |

Respondents were also asked to identify what types of industry they would like to see in rural Cass County (Table 14). The most frequent responses were ‘manufacturing’, ‘assembly’, and ‘telemarketing’. However, those three industries were listed as examples in the question which likely explains why so many respondents identified those industries in their response. The next most frequently identified industry was ‘anything that would offer jobs’. Responses are detailed in Table 14. Because of the small number of observations and the example in the question seemingly skewing responses, very little can be gleaned from those observations.

Table 14. Type of Industry Respondents Would Like to See in Rural Cass County

| Industry                               | Frequency | Percentage |
|--|-----------|------------|
| Manufacturing                          | 27        | 22.7       |
| Manufacturing and assembly             | 27        | 22.7       |
| Manufacturing, assembly, telemarketing | 13        | 10.9       |
| Any that would offer jobs              | 12        | 10.1       |
| Assembly                               | 7         | 5.9        |
| Ag related                             | 5         | 4.2        |
| Not sure which one                     | 2         | 1.7        |
| Anything that doesn't pollute          | 2         | 1.7        |
| Light industry                         | 2         | 1.7        |
| Any - except telemarketing, chemicals  | 2         | 1.7        |
| Computer application development       | 2         | 1.7        |
| Any business that retains people       | 2         | 1.7        |
| Psychiatric clinic                     | 1         | 0.8        |
| Uses industrial park                   | 1         | 0.8        |
| Where male/female can work             | 1         | 0.8        |
| Technology                             | 1         | 0.8        |
| Nothing - industry ruins environment   | 1         | 0.8        |
| Wind farm                              | 1         | 0.8        |
| Advertising                            | 1         | 0.8        |
| Travel booking                         | 1         | 0.8        |
| Telecommunication                      | 1         | 0.8        |
| Something on regional basis            | 1         | 0.8        |
| Professional entrepreneurs             | 1         | 0.8        |
| Recreational                           | 1         | 0.8        |
| Customer service                       | 1         | 0.8        |
| Small nonagricultural company          | 1         | 0.8        |
| Construction                           | 1         | 0.8        |
| Nuclear waste storage                  | 1         | 0.8        |

## **Additional Comments**

Lastly, respondents were given an opportunity to offer any additional comments. Respondents commented both positively and negatively on a wide range of issues, such as the availability of health care, wages, availability of jobs, education, recreation, and public services, to name just a few. In order to describe respondents' comments in as much detail as possible, write-in comments are reported in their entirety in Table 15. The most frequent write-in comments offered positive statements about rural Cass County. The second most frequent write-in comment addressed issues related to jobs and salaries and the need for quality jobs with competitive salaries.

## **KEY FINDINGS**

The demographics of Cass County have changed markedly in the last 10 years. Overall the county has grown, although the population growth is centered in Fargo and neighboring communities. Other communities located further away from Fargo have not experienced the same population growth. A third of the respondents work in Fargo with an average commute of 14 miles. Forty-three percent of respondents commute less than a mile and an equal number commute more than 10 miles. While roughly a third of the respondents work in Fargo, only a few respondents live there. In contrast, in several communities more respondents live there than work there. For example, Casselton, home to 36 percent of respondents, employs only 25 percent of respondents.

Generally speaking, there is not a striking difference between the perceptions of newer residents and longtime residents regarding the need for specific businesses and services. On only three specific issues were there any significant differences. Recreation issues and child care were more important to newer residents than longtime residents. This is likely a function of the difference in average ages and the younger families of newer residents. Half of the newer residents were between the ages of 26 and 40, compared to only 10 percent of the longtime residents. Further, most newer residents' children are 18 years or younger, while most longtime residents' children are 18 years or older.

For some business types respondents generally traveled short distances, and for other services respondents drive longer distances in order to find preferred goods and services. 'Service station', 'grocery store', 'café/restaurant', 'banking', 'auto/equipment repair', 'church', and 'convenience store' are business types with high levels of patronization (at least 87 percent) and high average scores (at least 4.1) where respondents most frequently traveled less than 5 miles. In two instances respondents drove longer distances to patronize businesses with lower average scores. For example, 63 percent of respondents traveled more than 21 miles to patronize a 'clothing or department store'. Average score for a 'clothing/department store' was 2.5. A similar relationship existed with 'movie theater/entertainment'. With an average score of 2.4, 59 percent of respondents traveled more than 21 miles to patronize 'movie theater/entertainment'. Respondent behavior varies substantially depending on business type/service. There may be many reasons why respondents rate the importance of businesses or services relatively low, yet drive longer distances to patronize them. It is not within the scope of this study to identify respondent motives.



Table 15. Respondents' Write-In Comments

| Item   | Number of Respondents |
|--|-----------------------|
| Rural Cass county is a wonderful place to live, we are able to live in smaller town such as Hunter and yet be close to Fargo for entertainment or larger items. Rural Cass county is a great place to raise your family or kids. We are fortunate that most things not available here are available in Fargo, which is only 30 miles /Happy with my style of living and place where I live with affordable rent. I enjoy quieter lifestyle./ Like living & working in Cass County, like to see more opportunities for college students. /Our community offers many services and opportunities for wide range of people, community pride is important and it shows in the appearance and activities offered here, one of the growing communities and offers relaxed pace compared to larger city, the newer school is a great asset to our community. | 15                    |
| Focus on quality jobs with competitive salaries and retaining highly trained workers. /No one should work for less, we already work for too little. /Industry makes money no matter where it is located, so why pay lower wages in rural area. /Why work for less than your annual cost of living. /Cost of living is same in rural area but wages and benefits are quite a bit less. /People should receive same wage as a similar business in F-M area or other states like Minnesota.   | 12                    |
| Support rural area to retain and bring people to small communities, more business needed. /Any new jobs in rural Cass County would help, encourage more employment opportunities. /More economic development. /Our colleges provide qualified graduates, we need to expand businesses that provide a decent wage to attract young graduates. We need to expand or attract businesses that don't require a lot of resources that would require shipping, etc. Something like Internet business, make us silicon valley of north.  | 7                     |
| School issues—school in Casselton is our biggest and everything should be done to upgrade facilities and provide students quality education. /Our school is new but since it is crowded they are considering sending some students to other rural school, we are totally against it. /Latch key program for children whose parents work, a place for children to go after school from 3.30-6:00 pm. /Improved grade school, more activities for kids and teenagers so that crime rate can go down.   | 6                     |
| Build indoor pool adjoining school. /Casselton needs fitness center /Indoor swimming pool, need recreation center.   | 3                     |

Table 15 (continued).

| Item  | Number of Respondents |
|---|-----------------------|
| Need more cops in early morning hours (2-6 am). /No need for more cops between 8.30 am-4 pm, but need more cops between 3am-9am./Need more than one sheriff on duty between 3-6 am. If someone breaks in, it takes more than one hour to get here. /Law enforcement could be better.  | 4                     |
| Wages too low hence teachers go to Minnesota and college graduates go to Minneapolis. /Need better pay, city needs to pay employees better. /Need high paying jobs. /Summer employment and part-time jobs for youth especially for young people without drivers license or car.   | 4                     |
| Better street department, sidewalks, truck route around town, keep rural roads, bridges repaired. /Expenses are still high in this town, streets are in terrible condition, water, garbage too high and every time something or other has to be fixed. /Public services needs improvement. /Roads need more gravel and snow plows to come within 48 hours, timely snow removal. /Updated street lights, widening of Cass 17 with turn lanes, Horace has had number of thefts, break-ins, vandalism. | 6                     |
| We need a family restaurant in town. /Restaurants in Kindred have few variety and limited menu not enough for large celebrations.   | 2                     |
| Our community is too small to have business that we can patronize, we have to drive to a town (23 miles) to do all our shopping. /It is great little community but not many opportunities, senior bus takes people to Fargo who cannot drive.   | 2                     |
| Fix and pave the rest of Cass County # 11, north of 26.   | 2                     |
| With so many people from here working in Fargo-Moorhead maybe store hours could be longer so they could shop here. /Businesses need to change hours to accommodate atmosphere needs of community members. /Extend all business store hours till 6/7pm.  | 2                     |
| Rural Cass County is very important for Fargo's economy. /Fargo should extend more of their services into rural areas.  | 2                     |
| Retired-not really applicable. /Ready to retire, so no answer.  | 2                     |
| Grocery store in our community is little expensive, therefore I buy groceries and video rentals in Fargo on my way home from work.  | 1                     |
| Like to support local businesses, but prices are double locally, for what you can get in Fargo, it is not worth buying locally.   | 1                     |

Table 15 (continued).

| Item  | Number of Respondents |
|---|-----------------------|
| Low cost housing to bring in young families. /More activities for seniors, more housing, one level floor plans.   | 2                     |
| Dairy queen, pizza ranch-extend operating hours should be to 10 pm or 1 hour after games.   | 1                     |
| A rural transportation system would be nice for senior citizen and also for employees to get to job.  | 1                     |
| Economic development should promote area rather than criticize.   | 1                     |
| Concentrate on personal services, not economic development. Casselton is bedroom community.   | 1                     |
| Rural areas needs to stay rural, that's why I live in the country   | 1                     |
| Clean up the downtown area of Mapleton (main street) make it more appealing like Casselton main street.   | 1                     |
| All businesses in Casselton are presently operating at reasonable times   | 1                     |
| Tough place for single person to live   | 1                     |
| Need to address the gambling problem in Casselton, community would be better without both legal and illegal gambling.   | 1                     |
| We love being outside Fargo but some basic services could be appreciated.   | 1                     |
| New housing developments zoned Fargo, therefore all go to Fargo not Horace.   | 1                     |
| With increased availability of Internet/email there should be more opportunities for work at home or for companies to locate rural areas. There are well educated individuals that do well and want to live in rural areas. | 1                     |
| Would not work for any less than what saved in gas expenses.  | 1                     |

Respondents rated their own community on most rural quality of life issues lower than they rated the relative importance of the issue. While this may indicate respondents' dissatisfaction with their own community, in most cases the ratings for respondents' own community were still very high and not much lower than the rating for level of importance. In general, respondents favorably rated their own community on quality of life issues.

Respondents' preferences for businesses not currently operating in their local community varied greatly. 'Café/restaurant' was cited by the most respondents. 'Grocery store' was the second most frequently cited business respondents would like to have in their home community. Preferred hours of operation and preferred extended hours of operation varied greatly depending on type of business. Respondents also cited a wide variety of services not currently available that they would like to have in their home community. Variations on a theme involving a fitness/recreation facility were cited most frequently.

## **CONCLUSIONS**

It is clear there is great variability in respondents' practices and preferences regarding business patronization and which businesses and services respondents would like to see operating in their local communities. While newer residents were on average younger, more frequently commute longer distances to their place of employment, and have younger families, newer respondents' perceptions regarding the types of businesses patronized and the relative importance of the presence of selected businesses and services are very similar to the perceptions of longtime residents. Newer residents' perceptions regarding quality of life issues also largely mirror those of longtime residents. Generally respondents positively rated their communities on most quality of life issues, but in most cases respondents felt that their own community did not quite measure up to the relative level of importance of the issue. This would suggest that while respondents view their communities quite positively on rural quality of life issues, most believe there is still room for improvement.

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## **APPENDIX A - TABLES**

Appendix Table 1. Respondents' Perceptions of Importance of Various Types of Businesses

| Business Type                        | percentage       |                      |                                   |                    |                |
|--------------------------------------|------------------|----------------------|-----------------------------------|--------------------|----------------|
|                                      | Very Unimportant | Somewhat Unimportant | Neither Important Nor Unimportant | Somewhat Important | Very Important |
| Grocery store<br>(n)                 | 7.3              | 5.0                  | 7.5<br>(282)                      | 7.5                | 72.7           |
| Café / restaurant / fast food<br>(n) | 4.7              | 3.3                  | 11.6<br>(276)                     | 10.5               | 69.9           |
| Service station<br>(n)               | 4.7              | 0.7                  | 4.7<br>(276)                      | 5.1                | 84.8           |
| Convenience store<br>(n)             | 9.7              | 4.7                  | 12.5<br>(257)                     | 10.9               | 62.3           |
| Auto / equipment repair<br>(n)       | 7.1              | 4.9                  | 12.0<br>(267)                     | 13.9               | 62.3           |
| Hardware store<br>(n)                | 11.8             | 10.6                 | 20.5<br>(9)                       | 16.0               | 41.1           |
| Veterinary clinic<br>(n)             | 31.5             | 9.4                  | 16.9<br>(213)                     | 9.9                | 32.4           |
| Pharmacy<br>(n)                      | 18.9             | 7.5                  | 14.2<br>(254)                     | 7.1                | 52.4           |
| Dry cleaner / laundromat<br>(n)      | 33.2             | 16.1                 | 21.0<br>(205)                     | 7.8                | 21.9           |
| Insurance agency<br>(n)              | 22.9             | 12.1                 | 21.7<br>(249)                     | 10.8               | 32.5           |
| Clothing / department store<br>(n)   | 38.6             | 17.9                 | 19.1<br>(246)                     | 8.1                | 16.3           |
| Building supplies / lumber<br>(n)    | 21.6             | 13.6                 | 28.0<br>(250)                     | 14.0               | 22.8           |
| Banking<br>(n)                       | 8.6              | 4.1                  | 12.3<br>(268)                     | 6.7                | 68.3           |
| Doctor / dentist / clinic<br>(n)     | 16.0             | 9.6                  | 18.6<br>(156)                     | 15.4               | 40.4           |
| Recreation / fitness center<br>(n)   | 3.2              | 7.1                  | 19.5<br>(169)                     | 16.0               | 27.2           |
| Movie theater / entertainment<br>(n) | 37.6             | 19.9                 | 23.1<br>(221)                     | 7.2                | 12.2           |
| Movie / movie rental<br>(n)          | 16.4             | 14.2                 | 25.7<br>(226)                     | 15.9               | 27.9           |
| Church<br>(n)                        | 5.9              | 2.6                  | 4.8<br>(269)                      | 6.3                | 80.3           |
| Day care<br>(n)                      | 12.4             | 2.5                  | 8.7<br>(161)                      | 6.8                | 69.6           |



Appendix Table 1 (continued).

| Business Type                 | Very<br>Unimportant  | Somewhat<br>Unimportant | Neither<br>Important Nor<br>Unimportant | Somewhat<br>Important | Very<br>Important |
|-------------------------------|----------------------|-------------------------|---|-----------------------|-------------------|
|                               | -----percentage----- |                         |   |                       |                   |
| Gaming / night club<br>(n)    | 35.5                 | 18.4                    | 19.0<br>(179)                           | 8.9                   | 15.1              |
| Cleaning service<br>(n)       | 39.6                 | 18.1                    | 21.5<br>(149.0)                         | 8.7                   | 12.1              |
| Car wash<br>(n)               | 19.3                 | 17.3                    | 28.6<br>(248)                           | 13.7                  | 21.0              |
| Schools<br>(n)                | 3.5                  | 0.4                     | 2.2<br>(226)                            | 2.2                   | 91.6              |
| Library<br>(n)                | 6.7                  | 7.2                     | 20.7<br>(208)                           | 14.4                  | 50.9              |
| Senior citizens center<br>(n) | 11.0                 | 4.1                     | 8.7<br>(173)                            | 17.9                  | 58.4              |

Appendix Table 2. Importance of Business to Community by Residency in Rural Cass County

| Item                                | 10 years or less                      | more than 10 years | all respondents |
|-------------------------------------|---------------------------------------|--------------------|-----------------|
|                                     | -----average score <sup>1</sup> ----- |                    |                 |
| Service station<br>(n)              | 4.7<br>(94)                           | 4.6<br>(176)       | 4.6<br>(276)    |
| Grocery store<br>(n)                | 4.4<br>(96)                           | 4.3<br>(181)       | 4.3<br>(282)    |
| Café /restaurant<br>(n)             | 4.4<br>(93)                           | 4.4<br>(177)       | 4.4<br>(276)    |
| Banking<br>(n)                      | 4.3<br>(92)                           | 4.2<br>(170)       | 4.2<br>(268)    |
| Auto and/or equipment repair<br>(n) | 4.1<br>(90)                           | 4.2<br>(172)       | 4.2<br>(267)    |
| Church<br>(n)                       | 4.4<br>(93)                           | 4.6<br>(170)       | 4.5<br>(269)    |
| Convenience store<br>(n)            | 4.2<br>(91)                           | 4.1<br>(162)       | 4.1<br>(257)    |
| Hardware store<br>(n)               | 3.6<br>(88)                           | 3.6<br>(170)       | 3.6<br>(263)    |
| Pharmacy<br>(n)                     | 3.7<br>(89)                           | 3.6<br>(159)       | 3.7<br>(254)    |
| Doctor/dentist/clinic<br>(n)        | 3.5<br>(60)                           | 3.5<br>(92)        | 3.5<br>(156)    |
| Building supplies/lumber<br>(n)     | 3.0<br>(82)                           | 3.0<br>(162)       | 3.0<br>(250)    |
| Insurance agency<br>(n)             | 2.9<br>(83)                           | 3.3<br>(161)       | 3.2<br>(249)    |
| Clothing or department store<br>(n) | 2.4<br>(82)                           | 2.4<br>(159)       | 2.5<br>(246)    |
| Car wash<br>(n)                     | 3.4<br>(84)                           | 2.7<br>(159)       | 3.0<br>(248)    |
| Video rental (movies)<br>(n)        | 3.50<br>(84)                          | 3.1<br>(138)       | 3.2<br>(226)    |
| Schools<br>(n)                      | 4.8<br>(81)                           | 4.7<br>(140)       | 4.8<br>(226)    |
| Movie theater/entertainment<br>(n)  | 2.7<br>(81)                           | 2.1<br>(136)       | 2.4<br>(221)    |
| Library<br>(n)                      | 4.0<br>(69)                           | 3.9<br>(135)       | 3.9<br>(208)    |
| Veterinary clinic<br>(n)            | 3.1<br>(74)                           | 3.0<br>(135)       | 3.0<br>(213)    |
| Dry cleaner/laundromat<br>(n)       | 2.6<br>(62)                           | 2.8<br>(138)       | 2.7<br>(205)    |
| Gaming/Night club<br>(n)            | 2.3<br>(69)                           | 2.5<br>(107)       | 2.4<br>(179)    |
| Senior citizen services<br>(n)      | 3.8<br>(61)                           | 4.2<br>(108)       | 4.1<br>(173)    |
| Day care<br>(n)                     | 4.3<br>(68)                           | 4.1<br>(89)        | 4.2<br>(161)    |
| Cleaning service<br>(n)             | 2.2<br>(53)                           | 2.4<br>(92)        | 2.4<br>(149)    |
| Recreation/fitness center<br>(n)    | 3.4<br>(60)                           | 2.8<br>(105)       | 3.0<br>(169)    |

<sup>1</sup> Average score based on a scale of 1 to 5 where 1 is least important and 5 is most important.

Appendix Table 3. Miles Respondents Traveled to Patronize Business/Service by Years of Residency in Rural Cass County

| Item                                | -----Residents for 10 years or less----- |        |              |         |         | -----Residents for more than 10 years----- |        |                |         |         |
|-------------------------------------|--|--------|--------------|---------|---------|--|--------|----------------|---------|---------|
|                                     | Miles traveled one-way to patronize      |        |              |         |         | Miles traveled one-way to patronize        |        |                |         |         |
|                                     | 0 to 5                                   | 6 - 10 | 11- 15       | 16 - 20 | over 21 | 0 - 5                                      | 6 - 10 | 11 - 15        | 16 - 20 | over 21 |
|                                     | -----percentage of respondents-----      |        |              |         |         |  |        |                |         |         |
| Service station<br>(n)              | 73.8                                     | 7.5    | 4.7<br>(107) | 2.8     | 11.2    | 69.9                                       | 13.3   | 6.4<br>(203)   | 3.5     | 6.9     |
| Grocery store<br>(n)                | 38.8                                     | 10.3   | 5.8<br>(116) | 12.1    | 33.6    | 42.4                                       | 8.3    | 9.7<br>(217)   | 14.8    | 24.9    |
| Café / restaurant<br>(n)            | 48.2                                     | 9.1    | 4.5<br>(110) | 11.8    | 26.4    | 48.8                                       | 10.6   | 10.1<br>(217)  | 12.9    | 17.5    |
| Banking<br>(n)                      | 49.5                                     | 13.1   | 5.1<br>(99)  | 7.1     | 25.2    | 58.3                                       | 12.1   | 11.6<br>(199)  | 5.5     | 12.6    |
| Auto / equipment repair<br>(n)      | 62.8                                     | 5.3    | 3.2<br>(94)  | 8.5     | 20.2    | 54.8                                       | 13.7   | 10.2<br>(67.7) | 6.1     | 15.2    |
| Church<br>(n)                       | 68.2                                     | 7.1    | 7.1<br>(85)  | 5.9     | 11.8    | 72.7                                       | 10.9   | 8.2<br>(183)   | 6.0     | 2.2     |
| Convenience store<br>(n)            | 85.3                                     | 6.3    | 1.1<br>(95)  | 0.0     | 7.4     | 73.7                                       | 10.9   | 7.4<br>(175)   | 1.1     | 6.9     |
| Hardware store<br>(n)               | 40.4                                     | 13.5   | 3.4<br>(89)  | 12.4    | 30.3    | 43.3                                       | 10.2   | 12.8<br>(187)  | 11.2    | 22.5    |
| Pharmacy<br>(n)                     | 35.6                                     | 11.5   | 5.7<br>(87)  | 9.2     | 37.9    | 35.9                                       | 6.5    | 12.3<br>(170)  | 15.3    | 30.0    |
| Doctor / dentist / clinic<br>(n)    | 27.2                                     | 9.9    | 4.9<br>(81)  | 16.0    | 42.0    | 29.3                                       | 4.7    | 12.0<br>(150)  | 21.3    | 32.7    |
| Building supplies / lumber<br>(n)   | 29.6                                     | 9.9    | 4.9<br>(81)  | 12.3    | 43.2    | 31.3                                       | 8.4    | 12.8<br>(179)  | 11.7    | 35.8    |
| Insurance agency<br>(n)             | 44.2                                     | 10.4   | 6.5<br>(77)  | 10.4    | 28.6    | 47.9                                       | 10.6   | 10.1<br>(169)  | 10.6    | 20.7    |
| Clothing or department store<br>(n) | 3.9                                      | 7.8    | 9.1<br>(77)  | 15.6    | 63.6    | 1.7  | 2.9    | 9.9<br>(171)   | 24.0    | 61.4    |

Appendix Table 3 (continued).

| Item                                 | -----Residents for 10 years or less----- |        |              |         |         | -----Residents for more than 10 years----- |        |               |         |         |
|--------------------------------------|--|--------|--------------|---------|---------|--|--------|---------------|---------|---------|
|                                      | Miles traveled one-way to patronize      |        |              |         |         | Miles traveled one-way to patronize        |        |               |         |         |
|                                      | 0 to 5                                   | 6 - 10 | 11 - 15      | 16 - 20 | over 21 | 0 - 5                                      | 6 - 10 | 11 - 15       | 16 - 20 | over 21 |
|                                      | -----percentage of respondents-----      |        |              |         |         |  |        |               |         |         |
| Car wash<br>(n)                      | 42.2                                     | 7.2    | 8.4<br>(83)  | 8.4     | 33.7    | 34.0                                       | 7.8    | 10.5<br>(153) | 15.7    | 32.0    |
| Video rental (movies)<br>(n)         | 55.8                                     | 11.6   | 3.5<br>(86)  | 9.3     | 19.8    | 67.2                                       | 7.6    | 9.2<br>(131)  | 2.3     | 13.7    |
| Schools<br>(n)                       | 79.4                                     | 11.8   | 4.4<br>(68)  | 0.0     | 4.4     | 59.8                                       | 23.9   | 10.3<br>(117) | 4.3     | 1.7     |
| Movie theater / entertainment<br>(n) | 2.6                                      | 3.9    | 14.3<br>(77) | 18.2    | 61.0    | 2.5  | 3.3    | 11.5<br>(122) | 25.4    | 57.4    |
| Library<br>(n)                       | 59.6                                     | 10.5   | 5.3<br>(57)  | 3.5     | 21.1    | 57.4                                       | 10.9   | 8.9<br>(101)  | 6.9     | 15.8    |
| Veterinary clinic<br>(n)             | 35.6                                     | 11.9   | 3.4<br>(59)  | 15.2    | 33.9    | 36.8                                       | 7.6    | 16.0<br>(106) | 13.2    | 26.4    |
| Dry cleaner / laundromat<br>(n)      | 77.9                                     |        | 9.0          |         | 5.2     |  | 0.7    |               | 7.1     |         |
| Gaming / night club<br>(n)           | 45.6                                     | 7.0    | 7.0<br>(57)  | 7.0     | 33.3    | 41.7                                       | 9.7    | 4.2<br>(72)   | 6.9     | 37.5    |
| Senior citizen services<br>(n)       | 80.0                                     | 10.0   | 5.0<br>(20)  | 0.0     | 5.0     | 73.3                                       | 13.3   | 6.7<br>(45)   | 4.4     | 2.2     |
| Day care<br>(n)                      | 76.5                                     | 5.9    | 5.9<br>(34)  | 2.9     | 8.8     | 77.8                                       | 14.8   | 3.7<br>(27)   | 0.0     | 3.7     |
| Cleaning service<br>(n)              | 28.6                                     | 7.1    | 7.1<br>(14)  | 14.3    | 42.9    | 41.4                                       | 13.8   | 3.5<br>(29)   | 17.2    | 24.1    |
| Recreation / fitness center<br>(n)   | 37.5                                     | 0.0    | 0.0<br>(8)   | 12.5    | 50.0    | 70.0                                       | 10.0   | 0.0<br>(10)   | 20.0    | 0.0     |

Appendix Table 4. Respondents' Perceptions of Importance of Various Rural Quality of Life Issues

| Issue  | Very Unimportant     | Somewhat Unimportant | Neither Important Nor Unimportant | Somewhat Important | Very Important |
|--|----------------------|----------------------|-----------------------------------|--------------------|----------------|
|  | -----percentage----- |                      |                                   |                    |                |
| Rural lifestyle (n)                          | 2.6                  | 3.3                  | 8.9 (303)                         | 15.5               | 69.6           |
| Friendliness (n)                             | 1.3                  | .6                   | 6.5 (309)                         | 14.9               | 76.7           |
| Near family and friends (n)                  | 4.9                  | 2.3                  | 15.1 (295)                        | 15.7               | 62.0           |
| Near job (n)                                 | 6.1                  | 4.2                  | 20.9 (263)                        | 14.8               | 54.0           |
| Setting and landscape (n)                    | 2.7                  | 6.2                  | 21.6 (292)                        | 27.4               | 42.1           |
| Good roads and streets (n)                   | 2.3                  | .3                   | 12.4 (306)                        | 28.4               | 56.5           |
| Access to water sewer (n)                    | 2.6                  | .3                   | 3.3 (304)                         | 10.9               | 82.9           |
| Rural garbage pickup (n)                     | 6.6                  | 1.8                  | 7.0 (286)                         | 16.1               | 68.5           |
| Low crime rate (n)                           | 2.0                  | 0.0                  | 1.7 (302)                         | 10.3               | 86.1           |
| Local law enforcement (n)                    | 1.3                  | 1.0                  | 5.7 (301)                         | 13.9               | 78.1           |
| Rural fire and first responders services (n) | 1.3                  | 0.0                  | 2.6 (303)                         | 6.5                | 89.6           |
| Clean environment (air, water, land) (n)     | 2.0                  | 0.0                  | 1.0 (305)                         | 10.8               | 86.2           |
| Right to own and keep animals (n)            | 14.4                 | 6.0                  | 15.4 (285)                        | 13.7               | 50.5           |
| Good schools (n)                             | 3.3                  | 1.3                  | 2.3 (300)                         | 7.0                | 86.0           |
| Relaxed pace of life (n)                     | 1.3                  | 2.3                  | 6.9 (305)                         | 21.0               | 68.5           |
| Affordable housing (n)                       | 3.0                  | 0.7                  | 9.9 (304)                         | 20.4               | 66.1           |

Appendix Table 4 (continued).

| Issue                          | Very Unimportant     | Somewhat Unimportant | Neither Important Nor Unimportant | Somewhat Important | Very Important |
|--------------------------------|----------------------|----------------------|-----------------------------------|--------------------|----------------|
|                                | -----percentage----- |                      |                                   |                    |                |
| Business opportunities<br>(n)  | 13.9                 | 5.8                  | 22.8<br>(280)                     | 15.7               | 41.8           |
| Community services<br>(n)      | 5.1                  | 4.1                  | 20.0<br>(295)                     | 28.1               | 42.7           |
| Climate<br>(n)                 | 5.0                  | 8.4                  | 30.0<br>(296)                     | 14.5               | 41.9           |
| Hunting and fishing<br>(n)     | 35.0                 | 14.4                 | 13.0<br>(277)                     | 13.3               | 24.2           |
| Recreational activities<br>(n) | 12.5                 | 11.9                 | 23.3<br>(287)                     | 24.8               | 27.5           |
| Parks / golf courses<br>(n)    | 19.7                 | 10.5                 | 22.4<br>(296)                     | 19.6               | 27.8           |
| Availability of daycare<br>(n) | 44.3                 | 8.3                  | 9.9<br>(253)                      | 7.5                | 30.0           |
| Recycling<br>(n)               | 13.0                 | 12.3                 | 21.2<br>(293)                     | 18.1               | 35.5           |
| Cable TV<br>(n)                | 24.4                 | 5.0                  | 17.0<br>(295)                     | 15.6               | 38.0           |
| Access internet<br>(n)         | 14.3                 | 6.1                  | 18.3<br>(279)                     | 15.8               | 45.5           |

Appendix Table 5. Respondents' Perceptions of Rural Quality of Life Issues by Residency in Rural Cass County

| Issue                                | <u>Importance of Issue</u>            |                  | <u>Rate My Community</u>              |                  |
|--------------------------------------|---------------------------------------|------------------|---------------------------------------|------------------|
|                                      | 10 years or less                      | 10 or more years | 10 years or less                      | 10 or more years |
|                                      | -----average score <sup>1</sup> ----- |                  | -----average score <sup>1</sup> ----- |                  |
| Low crime rate                       | 4.9                                   | 4.8              | 4.4                                   | 4.3              |
| Rural fire/first responders services | 4.9                                   | 4.8              | 4.6                                   | 4.7              |
| Clean environment (air, water, land) | 4.9                                   | 4.8              | 4.6                                   | 4.6              |
| Access to water/sewer                | 4.8                                   | 4.7              | 4.5                                   | 4.4              |
| Local law enforcement                | 4.7                                   | 4.6              | 3.8                                   | 4.0              |
| Good schools                         | 4.8                                   | 4.7              | 4.3                                   | 4.5              |
| Friendliness                         | 4.7                                   | 4.6              | 4.0                                   | 4.0              |
| Rural lifestyle                      | 4.4                                   | 4.5              | 4.3                                   | 4.2              |
| Affordable housing                   | 4.5                                   | 4.4              | 3.7                                   | 4.0              |
| Relaxed pace of life                 | 4.5                                   | 4.6              | 4.2                                   | 4.4              |
| Good roads and streets               | 4.3                                   | 4.4              | 3.5                                   | 3.7              |
| Rural garbage pickup                 | 4.4                                   | 4.4              | 4.5                                   | 4.3              |
| Near family and friends              | 4.1                                   | 4.3              | 3.9                                   | 4.0              |
| Near job                             | 3.9                                   | 4.1              | 3.7                                   | 3.8              |
| Setting and landscape                | 3.9                                   | 4.0              | 3.6                                   | 3.8              |
| Community services                   | 4.0                                   | 4.0              | 3.0                                   | 3.4              |
| Right to own and keep animals        | 3.9                                   | 3.7              | 4.2                                   | 4.0              |
| Climate                              | 3.7                                   | 3.8              | 3.1                                   | 3.3              |
| Internet access                      | 4.0                                   | 3.6              | 3.8                                   | 3.5              |
| Business opportunities               | 3.7                                   | 3.6              | 2.5                                   | 2.6              |
| Recycling                            | 3.6                                   | 3.4              | 3.1                                   | 2.8              |
| Recreational activities              | 3.8*                                  | 3.2*             | 2.7                                   | 2.8              |
| Cable TV                             | 3.4                                   | 3.3              | 3.4                                   | 3.6              |
| Parks/golf courses                   | 3.7*                                  | 3.0*             | 3.2                                   | 3.2              |
| Availability of daycare              | 3.4*                                  | 2.3*             | 3.7                                   | 3.4              |
| Hunting and fishing                  | 2.9                                   | 2.7              | 2.9                                   | 2.7              |
| (n) <sup>2</sup>                     | (227)                                 |                  | (287)                                 |                  |

<sup>1</sup> Based on score of 1 to 5 with 1 being the least important and 5 the most important.

<sup>2</sup> Average number of responses per issue. Exact number of respondents per issue reported in Appendix Table 1.

\*Difference in mean score of newer residents and longtime residents statistically significant,  $\alpha \geq 0.5$ . With the Bonferoni adjustment,  $\alpha \geq .002$ .

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## **APPENDIX B - SURVEY**

**Rural Cass County  
Business and Services Preferences Survey**

- 1) Listed below are some background questions for the respondent, and spouse if married.

**Respondent:**

Age: \_\_\_\_\_

Gender: Male ☐ Female ☐

Level of Education:

Grade School ☐ High School ☐ Trade School ☐ College ☐

Marital Status: Single ☐ Married ☐ Other ☐

Number of Children: \_\_\_\_\_ Ages: \_\_\_\_\_

Employed Status: Employed ☐ Unemployed ☐ Retired ☐

If employed, what is your job category? (check one)

Farming ☐ Medical/Health ☐ Sales ☐ Educator ☐ Clerical ☐

Retired ☐ Homemaker ☐ Laborer ☐ Student ☐ Government ☐

Management/Professional ☐ Military ☐ Tradesman ☐ Self-employed ☐

Other (specify): \_\_\_\_\_

In what community/town do you work? \_\_\_\_\_

How many miles do you commute to work (one-way)? \_\_\_\_\_

How long have you lived in the community you now reside (years)? \_\_\_\_\_

What is your mailing address zip code? \_\_\_\_\_

Do you own a computer? Yes ☐ No ☐

Do you have access to the internet? Yes ☐ No ☐

Do you have a cell phone? Yes ☐ No ☐

**If married, Spouse:**

Age: \_\_\_\_\_

Level of Education:

Grade School ☐ High School ☐ Trade School ☐ College ☐

Employed Status: Employed ☐ Unemployed ☐ Retired ☐

If employed, what is your job category? (check one)

Farming ☐ Medical/Health ☐ Sales ☐ Educator ☐ Clerical ☐

Retired ☐ Homemaker ☐ Laborer ☐ Student ☐ Government ☐

Management/Professional ☐ Military ☐ Tradesman ☐ Self-employed ☐

Other (specify): \_\_\_\_\_

In what community/town do you work? \_\_\_\_\_

How many miles do you commute to work (one-way)? \_\_\_\_\_

Do you have a cell phone? Yes ☐ No ☐

**Attention Rural Cass County Resident:**

The following represents a quality of life survey of Rural Cass County. Your input is requested. The goal of this survey is to provide an instrument for rural communities to determine needs and desires of residents and develop action plans to meet these needs. Please complete this survey– mail to:

NDSU, Dr. F. Larry Leistritz, P.O. Box 5636, Fargo, ND 58105-5636

Surveys may also be dropped off at designated banks, city halls, convenience stores, cafes, and/or gas station(s). Your response is vital by Friday, May 24th. Thank you!

- 2) Below is a list of businesses and services you may patronize. For each business you patronize, please indicate how many miles you drive (one-way) for each. Also, please indicate how important it would be to have this business in your community. Rate from **1** to **5** with **5** being the most important.

| Business/Service            | Do you patronize this type of business or service? (Yes/No) | Distance Traveled One-way (miles) |      |       |       |     | Importance to have in your community (1-5) |
|-----------------------------|---|-----------------------------------|------|-------|-------|-----|--|
|                             |   | 0-5                               | 6-10 | 11-15 | 16-20 | 21+ |  |
| Grocery Store               |   |                                   |      |       |       |     |  |
| Cafe/Restaurant             |   |                                   |      |       |       |     |  |
| Service Station             |   |                                   |      |       |       |     |  |
| Convenience Store           |   |                                   |      |       |       |     |  |
| Auto/Equipment Repair       |   |                                   |      |       |       |     |  |
| Hardware Store              |   |                                   |      |       |       |     |  |
| Veterinary Clinic           |   |                                   |      |       |       |     |  |
| Pharmacy                    |   |                                   |      |       |       |     |  |
| Dry Cleaner/Laundromat      |   |                                   |      |       |       |     |  |
| Insurance Agency            |   |                                   |      |       |       |     |  |
| Clothing/Department Store   |   |                                   |      |       |       |     |  |
| Building Supplies/Lumber    |   |                                   |      |       |       |     |  |
| Banking                     |   |                                   |      |       |       |     |  |
| Doctor/Dentist/Clinic       |   |                                   |      |       |       |     |  |
| Recreation/Fitness Center   |   |                                   |      |       |       |     |  |
| Movie Theater/Entertainment |   |                                   |      |       |       |     |  |
| Movie/Video Rental          |   |                                   |      |       |       |     |  |
| Church                      |   |                                   |      |       |       |     |  |
| Day Care                    |   |                                   |      |       |       |     |  |
| Gaming/Night Club           |   |                                   |      |       |       |     |  |
| Cleaning Service            |   |                                   |      |       |       |     |  |
| Car Wash                    |   |                                   |      |       |       |     |  |
| Schools                     |   |                                   |      |       |       |     |  |
| Library                     |   |                                   |      |       |       |     |  |
| Senior Citizen Services     |   |                                   |      |       |       |     |  |
| Other (specify):            |   |                                   |      |       |       |     |  |

- 3) Below is a list of rural quality of life issues. Please indicate how important each is to you and how you rate your community. Rate from **1** to **5** with **5** being the highest.

| Issues                               | How important this item is to me<br>(1 - 5) | How do I rate my community<br>(1 - 5) |
|--------------------------------------|---|---------------------------------------|
| Rural lifestyle                      |   |                                       |
| Friendliness                         |   |                                       |
| Near family/friends                  |   |                                       |
| Near job                             |   |                                       |
| Setting/landscape of area            |   |                                       |
| Good Roads/Streets                   |   |                                       |
| Access to water/sewer                |   |                                       |
| Rural garbage pickup                 |   |                                       |
| Low crime rate                       |   |                                       |
| Local law enforcement                |   |                                       |
| Rural fire/first responders services |   |                                       |
| Clean environment (air, water, land) |   |                                       |
| Right to own/keep animals            |   |                                       |
| Good schools                         |   |                                       |
| Relaxed pace of life                 |   |                                       |
| Affordable housing                   |   |                                       |
| Business opportunities               |   |                                       |
| Community services                   |   |                                       |
| Climate                              |   |                                       |
| Hunting/fishing                      |   |                                       |
| Recreational activities              |   |                                       |
| Parks/golf courses                   |   |                                       |
| Daycare availability                 |   |                                       |
| Recycling                            |   |                                       |
| Cable TV                             |   |                                       |
| Internet access                      |   |                                       |
| Other (specify):                     |   |                                       |

4) Rural Cass County Issues:

Are there any services not available in your community that you think are very badly needed?

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What types of businesses would you like to have in rural Cass County and what would you like their hours of operation to be?

| Business Type | Rate Importance<br>(1-5) | Operating Hours |
|---------------|--------------------------|-----------------|
|               |                          |                 |
|               |                          |                 |
|               |                          |                 |
|               |                          |                 |

What existing businesses would you like to see extend their business hours?

| Business | Operating Hours |
|----------|-----------------|
|          |                 |
|          |                 |
|          |                 |
|          |                 |

What type of industry (manufacturing, assembly, telemarketing, etc.) would you like to see in rural Cass County? \_\_\_\_\_

Would you like to work at home using the internet, e-mail, etc.? Yes ☐ No ☐

If you commute, would you be willing to work for lower wages to have employment in rural Cass County? Yes ☐ No ☐

If yes, reducing your commute to \_\_\_\_\_ miles, you would be willing to work for \$\_\_\_\_\_ per hour less than current wage.

Additional comments: \_\_\_\_\_

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Thank you for completing this survey.

If you would like to obtain a copy of the results, please write your name and address on this page, or contact Fargo Cass County Economic Development Corporation (237-6132).