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## A Purchasing Survey of Hays, Kansas and Surrounding Trade Territory

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A PURCHASING SURVEY OF HAYS, KANSAS  
AND SURROUNDING TRADE TERRITORY

being

A thesis presented to the Graduate Faculty  
of the Fort Hays Kansas State College in  
partial fulfillment of the requirements for  
the Degree of Master of Science

by

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Date

May 22, 1956

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## CHAPTER I

### INTRODUCTION

In recent years progressive cities have recognized the potential value of purchasing surveys as a method of bettering their commercial facilities. The survey provides statistical information which may be used as a basis for developing new ideas or changing certain methods of merchandising in an effort to serve the consuming public better. Change resulting from such statistics may be minute but any change which comes from much varied information will justify the survey.

In addition to the statistical tables provided, many incidental remarks of value come from conversation between interviewer and interviewee. These remarks often are direct suggestions. They provide first hand information from the consumer and in many instances may lead to better business methods.

Methods of sampling. When this survey was first proposed, the several methods of random sampling were discussed at length. It was concluded that only by direct questioning on a door to door basis could the desired results be obtained. The limitations of this type of sampling are expense and time. In this survey, the expenses consisted almost entirely to that of transportation. Labor was on a voluntary basis.

Questionnaires through the mail were considered but experience indicates such a return would probably be so small as to render this method valueless. Moreover, many questions asked would have remained unanswered and the results of the survey further limited.

Another common method of surveying by telephone was, of course, too impractical to have been of any value.

The results of direct questioning depend upon the skill of the interviewer and the cooperation of the interviewee. None of those aiding in the questioning professed to be professional in their technique but it is the opinion of the writer that the work which was done is highly commendable and does not lack appreciably in accuracy.

Objectives. The objectives of this study are three, namely; (1) to establish the territory from which the city normally draws its retail consumers, (2) to gather information which will be of potential benefit to the merchants of Hays, and (3) to provide the Chamber of Commerce and Fort Hays Kansas State College with statistical information designed to aid in improving their services to people of Western Kansas.

With these purposes in mind and in view of such obvious limitations as time, expense, and geography, an area of approximately 100 miles in diameter surrounding the city was designated to be covered by interviewers working in groups of four to six.

City of Hays. The city was established soon after the location of Fort Hays and the first business, hotel, and newspaper were started in 1867. The first school opened in 1869 and the first church established in 1877. Hays, which is the county seat of Ellis county, is a second class city located on Big Creek approximately 100 miles west of Salina and 350 miles east of Denver. U. S. Highway 40 and 183 pass through the city as does the Union Pacific railroad. The population in 1951 was

8,551 or an increase of 157 per cent over the 1920 population of 3,325.<sup>1</sup>

In addition to its public school system, the city boasts Fort Hays Kansas State College and St. Joseph Military Academy. Fort Hays State is the only four-year college in the western two-thirds of the state and its post war enrollment has increased yearly. Its student body and the faculty and staff of the college add tremendously to the purchasing power available to the city. In addition, the many activities sponsored by the college serve to draw many consumers from localities outside the natural trade territory of Hays.

The Fort Hays Experiment Station provides agricultural services and information which aid many thousands of farmers over a large area in bettering their production.

In addition to two hospitals, the several clinics and specialists in medicine are recognized as among the very finest in the state and many of those interviewed consider Hays their medical center.

The total number of retail outlets in 1952 was 108. Since that time several more have been added and now the total is probably nearer 120. In addition to these retail establishments there are four wholesale merchants and four others doing some wholesale business.<sup>2</sup>

In addition to the retail stores, there were, in 1952, 181 service establishments in Hays. These service firms are obviously of great value

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<sup>1</sup>Dwight A. Nesmith, "An Industrial Survey of Hays, Kansas," September, 1952, Engineering Experiment Station, Kansas State College, Manhattan, p. 3.

<sup>2</sup>Ibid., p. 2.

to the commercial picture as a whole since the consumer must necessarily rely on various services while he is trading. Thus, the quality of service available determines to a great extent the potential value of the commercial center and its ability to draw from its territory. This fact was substantiated many times by interviewees who found some particular fault completely apart from the retail outlets themselves.

The city of Hays and its relative position to two major U.S. highways makes Hays a "hub" city if for no other reason than its geographical location alone. These two arteries carry a tremendous amount of commercial trucking as well as passenger traffic making the city readily accessible to incoming and outgoing freight. The mainline of the Union Pacific railroad provides still another major transportation vein. Equally as important as the ease of receiving and sending products to and from the Eastern markets and those of our great midwestern terminals is the availability of hard-surfaced, all-weather highways to the consumer. These highways act as a funnel which drains traffic into the city. If the retail outlets and service establishments are available in Hays there is very little reason why the consumer should go further. Thus for a majority of products, the city is considered by most of the people in this area (its trade territory) as their natural trade center.

The natural trade territory of the city of Hays became readily apparent as the interviews progressed. It was evident that the boundaries of the territory were determined beyond much doubt on the South, Southeast, Southwest, East, Northeast, and North. It is to be regretted that they were not determined on the West and Northwest. In these two directions

the trade area becomes quite elastic and covers considerably more territory as evidenced by the results of those questionnaires used in Chapter IV. Here the reason would seem to be the lack of cities larger than Hays and thus the lack of comparable shopping facilities. It may be compared to a wheel with variable length spokes. The spokes become shorter as the territory begins to overlap or fuse with that of other cities of comparable size to the East and Southeast.

Interview technique used. The personal interview was used throughout the territory and the response was very gratifying. Interviewers were procured on a voluntary basis from students of business administration at Fort Hays Kansas State College. These interviewers were provided questionnaires, the results of which furnish the statistical information in Chapters II and III (see appendix for a copy of the questionnaire). Interviewing teams of four to six persons would enter a town and each would work a particular section of the community.

The teams carefully chose sections in each part of the town thus attempting to pick samples of as many different occupations and income groups as possible. They were instructed to visit as many homes as possible in the time allowed. The number of interviews which each could complete varied considerably with the interest shown on the part of the interviewee. Some interviews were exceptionally short while others were more complete. Many of the workers were considered to be a salesman of one type or another and quite often the conversation was one-sided or, in fact, completely lacking. Much of this resistance to salesmen was overcome



when the interviewee conceded her time and listened to an explanation. This was not always true, however. The housewife, as was generally the case, was asked the questions appearing on the questionnaire and lastly was invited to comment freely on the city and its trading facilities. Many of these comments furnished suggestions which are as valuable as the statistics provided by the questions.

As is noted above, the housewife was the one most generally interviewed. The reason for this, of course, is the fact that all of the interviews were carried out in the morning and afternoon and generally the lady of the house was the only one home. It is the opinion of the writer that this is as it should be since it is the housewife who purchases most of the commodities used by the family.

Personal interviews in a ratio comparable to that followed outside the city were considered impractical in Hays and as a result the city's school system was prevailed upon to distribute the questionnaires through the students to each consuming unit represented in the classroom. Here again the return was larger than expected and the writer believes that the answers given were accurate and represented reliable data. This is based upon the belief that the questionnaire provided a means for people to voice their opinion on matters of interest concerning the shopping facilities of their own city. Moreover it gave them this opportunity with sufficient time to discuss the questions and answer them exactly as they felt while at the same time remaining anonymous. The interest which ~~may~~ have in their city was substantiated by the remarks appearing



on many questionnaires. Cognizance of these remarks is indicated in succeeding chapters.

There are innumerable classifications which may be made from a questionnaire such as that used in this survey. In order to spare the reader the maze of tables and charts which would result from endless classification, the questionnaires have not been broken down on the basis of occupation or size of family or length of time spent in the community et cetera. Such a breakdown would provide minute points of interest but would not affect the study as a whole.

The information provided in the tables and comments which follow is not intended to produce startling or revolutionary statistics. Rather it is hoped that it will substantiate previous beliefs and furnish a statistical basis for undertaking certain improvements which could be made in this or any other community. If one needed improvement results from the suggestions of the nearly one thousand interviewees then the paper will have been justified.

The writer wishes to acknowledge the assistance given him by the Hays Chamber of Commerce, the student interviewers, and others who gave generously of their information and time toward the furtherance of this study. In succeeding chapters an attempt is made to present the statistics and collected data in an understandable and readable manner. It is the hope of the writer that the statistics may be helpful to the merchant as well as interesting to any who may read the paper.

## CHAPTER II

### FAMILY CHARACTERISTICS

The trade territory excluding the city of Hays has been taken as a whole for the basis of the following tables. The income groups were arbitrarily designated by the interviewers and serve no purpose other than to show that the interviewees were selected from all groups regardless of income.

Initially it was thought that the answers to the questionnaires would vary markedly with income. This was not found to be true. It was observed however, that with an increase in income trips to Hays became more frequent.

In general, within the area surveyed, income did not seem to fluctuate to such extremes as one might expect in larger urban areas. While a few consuming units with very low income do exist and by the same token several with very high income, the vast majority fall between \$3,000 and \$10,000 per year (see Table I). It should be reiterated here that these income designations were strictly arbitrary and error, to a degree, is likely. It is the opinion of the writer, however, that the margin of error is so slight that the data are not substantially affected. Moreover it seems likely that through the use of credit buying the purchasing habits of the lower-middle income groups and the higher-middle income groups are very similar.

TABLE I

## DISTRIBUTION OF INCOME GROUPS

No. of Units*	Size of Income (per year)
19	over \$10,000
171	\$5,000 to \$10,000
243	\$3,000 to \$5,000
28	Under \$3,000
<b>Total</b> 461	

\*Consuming units or households.

The information contained in Table I was impossible to obtain within the city of Hays because of the technique used. Since there was no personal contact between interviewer and interviewee, it was not possible to establish a grouping.

Size of family and age range of children. The statistics contained in Table II and Table III indicate the various sizes of the families interviewed and the age range of the children. As may be noted from Table II, the childless families comprise the largest single group. Families with two children fall in second place. Had the city of Hays been included in this grouping, the figures would have been considerably different since only those with children of school age were asked to complete the questionnaire.

TABLE II

## SIZE OF FAMILY

No. of Families	Size of Each Family
23	1
116	2
76	3
94	4
64	5
40	6
19	7
14	8
15	9
Total	461

(Average size of family - 3.92 persons per household)

The average shown in Table II is important only when compared with previous figures which, to the best of my knowledge, are not available. The writer believes that aside from a greater frequency of purchasing and a larger percentage of income spent as the size of the family increases, the relative effect of the size of the family upon the conclusions drawn from this study is slight.

Table III is of greater significance than Table II because it indicates the age range of the children whose families were surveyed. The fact that approximately 83% of the children were under age 13 is indicative of potential purchasing power in years to come. Such a frame of economic reference makes for a healthy economy. These figures are, of course, substantiated by national studies which show an increasing

number of elementary school age children. The growth in population in these age brackets is also evidenced by current school conditions such as overcrowded school rooms, lack of teachers, etc.

TABLE III

## AGE RANGE OF CHILDREN

Age Groups	No. in each group
1 to 5	168
6 to 13	130
14 to 18	59

The designed age groups in Table III may be seen to include pre-school age, grade school, and high school youngsters. It is significant to the merchandiser and the educator alike that 36.4% of those families interviewed had children of pre-school age, 28.2% of grade school age and 14% of high school age. The balance had no children.

Stability of Residence. The length of time spent at the present address would indicate that a majority of those questioned were well satisfied in their present location and thus the consuming public within the territory remains about the same with trading habits passed on from one generation to the next. As is indicated, more than half of the respondents had lived at the same address over 5 years and approximately 23% had lived there over 21 years.

Many of those contacted in certain areas were employed by oil companies and were subject to frequent moves. Apart from this particular group of people, most of those interviewed would appear to be relatively stable in their residence.

TABLE IV

## LENGTH OF TIME AT PRESENT ADDRESS

Period of Time (in years)	No. in each group
0-2	96
3-5	89
6-10	99
11-20	71
21 & Over	106

In view of the fact that most of the consuming public in the Hays trade territory tends to remain permanently located and that 64.6% of the 461 households contacted have children under 13 years of age, it would seem logical to assume a continued increase in college enrollment, an increase in demand for dry goods to satisfy the youngster's needs, and a stimulation to many other allied economic functions. Again there is nothing new in this statement but it substantiates those studies which have gone before. The permanency of residence would appear to be one of the most important contributing factors to a healthy economy.

City of Hays. Within the city of Hays the classification into income groups was impossible because of the method of sampling used.

Those returning the questionnaires were, however, divided into occupational groups in order to determine whether or not any substantial differences existed in their attitudes toward the city's commercial facilities. Any differences caused by occupation relevant to the questionnaires used were found to be negligible and thus the total sample taken will be treated as a whole in statistics which follow. In addition, the writer wishes to spare the reader the maze of tables which would result from classifying approximately twenty tables for each of six or perhaps seven occupational groups.

## CHAPTER III

### RESULTS OF INTERVIEWS IN THE TRADE TERRITORY

Table V includes only those statistics derived from question I dealing with Hays newspaper advertising. The overwhelming majority of those households interviewed replied that they did not read Hays advertising as indicated in Table V. This is explained by the fact that the Hays' papers do not circulate in many of the areas covered by interviewers. The figures in parenthesis following the name of the town in Table V are the circulation figures for that particular town of the Hays Daily News.

It may be noted that two towns covered by the interview indicated that people read the advertising with no corresponding circulation figures. These represent copies of the paper purchased at newsstands.

It may be observed in following tables that the attitude of the interviewees vary in direct relationship with their answer to part one of Question I. For example, in Table XIV, most of those answering "good" represent those towns where Hays advertising is read most. This does not necessarily reflect the power of advertising but rather indicates a more favorable attitude on the part of those people who are in contact with the city through the newspapers and radio. Many of those interviewed expressed a desire to read the newspapers of Hays if they were made available to them. One interviewee, when asked why he did not trade in Hays, told the writer that he felt the principle reason was that he did not



TABLE V

## HAYS ADVERTISING

	Do you ever read it?		Read Special ads only?	Read ads oc- casionally?	Which influences you more?		Total Interviewed
	Yes	No			Radio	Newspaper	
LaCrosse	9	23	5	4	20	11	39
Dorrance (12)*		10			6	2	10
Ellis (624)	18	4		4	10	12	22
Bunkerhill (8)		7			3	4	9
Stockton (254)	14	22	2	6	16	20	36
Palco (68)	10	6		6	4	10	17
Plainville (442)	13	10		8	13	11	24
Wilson (4)			No successful interviews carried out here				
Collyer (28)	3	5		1	4	1	8
Gorham	6	11	1	2	12	2	17
Quinter (16)	1	22		1	12	11	23
Utica (6)		5			3	1	5
McCracken (12)		3			2	0	3
Ransom (6)		10			6	4	10
Otis (5)		6			3	3	6
Bison (9)		11			5	3	11
Victoria (270)	14	2		7	11	5	16
Russell (24)	6	66		2	38	28	76
WaKeeney (349)	20	10		11	10	13	30
Totals	114	233	8	52	178	141	356

\*Figures in parenthesis are circulation figures for the Hays Daily News. The Ellis County Farmer published in Hays, does not circulate outside Ellis county and the subscribers within the county are principally rural.

have the opportunity to read a Hays' paper and thus "had no particular interest in the town other than the college".

It may be noted from this table, as in those that follow, that the natural trade territory of the city is quite accurately revealed in the total number of interviews per town. This total does vary in part with the size of the town but the number interviewed in proportion with the total population of the city indicates, to a certain extent, a relatively favorable attitude and thus a readiness to discuss the trading facilities with the interviewer. For instance, the writer would suggest that Ellis, Stockton, Palco, Plainville, Quinter, Collyer, Victoria, and WaKeeney are definitely part of the Hays trade territory. On the basis of the above observation it would seem that LaCrosse should also be included but other questions which follow indicate otherwise.

Table V indicates radio to be slightly more influential than newspapers. The writer does not know the inferences of other studies on this comparison. However, the difference seems to be so slight that it does not indicate any significant conclusion to be drawn on the part of the advertiser. One lady interviewee explained that she felt radio influenced her more because she could listen while doing her work and that she did not usually have time to read newspaper advertisements to any great extent. Here the degree of concentration on the two types of advertising would seem to be a factor.

Most of those who do read Hays advertising replied that they read it regularly. It might be that the effectiveness of newspaper advertising with those who read it regularly balances the greater number which

indicated radio to be more influential.

Effectiveness of competing newspapers and radio stations, of course, depends upon the location of each particularly town. Generally speaking, those towns located south of Hays are covered extensively by the Hutchinson paper and radio station KVGB, Great Bend; those to the west and north by the Topeka Capital and radio stations KXXX, Colby and WDAF, Kansas City; and those to the east by the Salina Journal and the Russell papers and station KSAL, Salina. Interviewees in all towns reported that they listen to KAYS, Hays, as well as the other stations mentioned above. Only a few had television and it was not considered as an advertising media in the localities covered by this survey.

It may be noted from Table V that slightly over 97% of all those interviewed answered Question I. This percentage will vary with each question which follows. This is explained by the fact that some questions were much easier to answer positively than others. Those which the interviewee was not certain of indicate a greater number not answering at all.

In brief then, Table V would seem to indicate that most of those living in an area where the Hays' paper is circulated do read the advertising regularly. Approximately one-half of the towns covered by the survey, however, do not receive a Hays paper and thus nearly 80% of those answering the question did not read the advertising.

Table VI shows the answers to questions regarding the likes and dislikes of trading in Hays. Of all the many answers to the two

TABLE VI

## LIKES AND DISLIKES REGARDING SHOPPING IN HAYS

	(2) What do you particularly like about trading in Hays?				(3) What do you dislike about trading in Hays?		
	Variety	Convenience	Good Service and/or clerks	Clothing Shoes	Grocery Stores	Narrow streets	Parking
LaCrosse	9	3	4	3	4	6	4
Dorrance	2				1	1	
Ellis	14			2	2	3	4
Bunkerhill			2			1	
Stockton	14			5	4	1	3
Palco	9	2	2			1	4
Plainville	7	1	6	1			4
Wilson			No Successful interviews carried out here				
Collyer	7	2			2	1	
Gorham	2		1	2		2	3
Quinter	9		2			1	
Utica	2						2
McCracken	2		1				
Ransom	4	1	1			1	
Otis			2				1
Bison	2		2				1
Victoria	8	4	1	2	2	1	2
Russell	16		1	5	7	8	15
WaKeeney	19		3		1	2	5
Totals	126	13	28	20	23	29	48

questions, those listed above were given almost exclusively with few exceptions. Nearly all the other answers were personal grievances or likes brought about by experiences with a particular store. Many cited the rudeness of clerks in some stores while others mentioned the very friendly attitude on the part of clerks in other stores. Several interviewees mentioned a need for more cafes in the downtown area and others expressed a desire for rest lounges in some of the stores. One housewife disliked not being able to purchase size 12 shoes in Hays and suggested a wider range of sizes in women's shoes. On the other hand the selection of ladies' shoes available in Hays seemed to attract many to the city. Several expressed genuine appreciation for the fine grocery shopping facilities available in the city and many indicated they purchase the majority of their groceries in Hays. Some of those questioned were drawn into the city by the musical merchandise offered by one of the local firms.

Probably the one "like" mentioned most was the variety of dry goods available in the city. While "Variety" in Table VI refers to a general variety of all types of products, the figures from Question VIII, Table XI, clearly indicate that purchases of dry goods in ladies' items alone account for slightly over 42% of the individual purchases shown in that table. One could assume without a survey that variety of products offered in the city would probably hold the greatest attraction for those in smaller communities, but the fact that ladies' apparel contributes so much to this attraction is significant.

It may be noted also from Table XI that groceries are of some consequence in "pulling" from the trade territory. Many interviewees stated that they drove considerable distances to purchase the majority of their groceries in Hays. This is due not only to variety but also to price.

The word "variety" as used in Table VI, means an abundance of products being offered in all lines of merchandising and within each line or type of product. The fact that the city would offer more merchandise for sale than those smaller surrounding towns is obvious, but the range of sizes and/or prices available in each particular product line was the information sought by the question.

"Convenience" means not only the location of the city relative to its trade territory but in addition, the accessibility of stores within the city. As regards the relative location of the city, it is considered "naturally" located at the junction of two U. S. highways. This fact was pointed out in the introductory chapter. On the other hand the accessibility within the city was considered by many to be rather difficult. In Question III, Table VI, the only two dislikes generally sighted were "narrow streets" and "parking". Both of these directly effect the convenience within the city.

While a narrow main street was considered by most as inevitable, it was thought by many that the parking situation could be relieved by some method or other. Some of those interviewed suggested parking meters while others, more than half, were very much opposed to meters. Many suggested more parking lots which again presents the problem of



how and where to put them. Still others were confused by parking regulations on 8th street. Two interviewees in Stockton suggested one way streets as a means of relieving the traffic situation. Many streets in the city have been declared one-way since this survey was made. Nearly all of those interviewed recognized the problem but few could offer any valid solution.

It should be added here that several of those questioned recommended another large department store for the city.

Aside from commercial facilities, many indicated that they were attracted to the city by its doctors and hospitals and by the college and experiment station. It was noted that Hays has the finest medical facilities in quite a large area. The attraction which the college and experiment station has for those in this part of the state is made obvious by the large attendance at field days and at music and athletic events sponsored by Fort Hays Kansas State College.

The percentage of those citing dislikes as compared with those indicating "likes" regarding the city, reflects human nature. One is more prone to comment on things which he considers good or constructive than he is on adverse feelings.

The reader will notice in Table V and Table VI that the town of Wilson was listed as having no successful interviews. Of seven contacted here, two had never been in Hays and five had not been here for several years. This is definitely the eastern limit of the city's trade territory in the opinion of the writer. The town was listed only to indicate that interview teams did try to complete some

questionnaires there but were unsuccessful in their efforts. In succeeding tables it will be excluded.

Table VI points up the fact that variety of merchandise seems to be the number one "like"; and poor parking facilities, the number one "dislike". It might well be expected that variety would be given first consideration by those living in smaller communities.

The obvious conclusion to be drawn from Table VII is that those who do not trade in Hays are not attracted elsewhere because of price. It may be noted that 71% of those reporting considered prices reasonable and that approximately 15% thought prices low as compared with slightly over 13% who felt that they were high.

The only deviation from the general attitude toward prices, as shown above, is Quinter. There, it may be noted, the same number of interviewees thought prices in Hays were high as those who thought they were reasonable or low. The writer can offer no explanation for this. It may be interesting to the reader to know that one interviewee in Quinter reported that business concerns there had discontinued credit sales. Perhaps cash and carry business makes for lower prices and thus causes people of that area to feel differently toward prices elsewhere.

Many, if not most, of those questioned believed prices to be too high everywhere but when comparing Hays with other trade areas familiar to them considered prices in Hays to be favorable.

It would seem to the writer, that the prices within any larger town should be reasonable when compared with those of smaller trading



TABLE VII

## PRICES IN HAYS

(4) What about prices in Hays? Would you say they are on the whole --					
	Too High	High on a Few Things	Reasonable	Low on a Few Things	Generally Low
LaCrosse	4	2	22	5	4
Dorrance			5		
Ellis	1		19	1	1
Bunkerhill			3		
Stockton	2	5	23	3	3
Palco	1	4	11	1	
Plainville	2	1	10		
Collyer			4		
Gorham			6	6	
Quinter	3	5	7	1	
Utica		1	4		
McCracken			2	1	
Ransom			10		
Otis			4	2	
Bison	1	1	6	1	
Victoria		2	14		
Russell	1	6	43	2	14
Totals	<u>15</u>	<u>28</u>	<u>225</u>	<u>26</u>	<u>22</u>

centers. The forces of competition would tend to lower prices somewhat and if this is not generally recognized by those within the trade area it would seem to indicate an unhealthy economic situation.

It was explained to the interviewee that Question V did not pertain exclusively to Hays' stores but rather applied to trading in general. The reader will notice that each person interviewed was asked to indicate three of the thirteen factors listed in the question. Thus the 960 total factors listed would show that 320 people answered the question or almost 90% of the total interviewed.

Of the total of thirteen factors four are particularly outstanding as determinants in shopping. "Good Service" accounted for almost 20% of the total, "Quality or price" 16% plus, "wide variety of merchandise" slightly over 14%, and "courtesy of personnel" approximately 14%. The factor, "good sales people", could possibly have been added to "courtesy of personnel" since they are very close in meaning. However "courtesy of personnel" was intended to be more specific than the other factor.

If one were to consider those factors pertaining exclusively to the personnel within the store, these four alone account for 42% of the total. In other words, the writer would conclude that nearly half the attraction for customers which any particular store has lies in its personnel, their attitude, appearances, and personality. Question IX will show what particular attribute is considered most important in the sales clerk. In view of the fact that all the other factors contributing to the success or failure of a business enterprise, such as product, business methods, location, etc., taken together,

TABLE VIII

## IMPORTANT FACTORS IN SHOPPING

(5) Please indicate the three factors which are most important in determining the stores where you shop.

	Good Ser- vice	Just Habit	Quality or Price	Have a Charge Account There	Good Sales People	Wide Variety of Mdse.	Cour- tesy of Per- son- nel	Read Their Ads	I Just Like the Store	They Have What I Want	They Have Nation- ally Adver- tised Brands	Owners or Clerks Are Friends	Ease of Parking
LaCrosse	19	2	20	0	8	19	17	1	5	6	6	1	3
Dorrance	2		2			1	4	2	1	1	0	3	1
Ellis	9	1	11	1	2	12	8	4	2	6	4	2	1
Bunkerhill	1		5			2	5	1	1	1	2		
Stockton	19	1	15	1	9	13	19	4	2	8	9		3
Palco	13	2	6		3	7	4	2	4	3	3	1	1
Plainville	14		11		7	7	11		4	2	2		
Collyer	4	2	1		3	2	2		1	2	3	2	2
Gorham	3	2	7		3	7	5	1	1	2	3		1
Quinter	11	3	10	1	3	5	8		2	6	2	1	5
Utica	1		2		2	1	2			2	2		
McCracken	2		2			1	2		1	1			
Ransom	5		6		3	6	4		1	1	2	3	
Otis	5		3		2	3	3		2				1
Bison	7		4		3	2	4	2		2			1
Victoria	11	1	4		5	9	3	3	1	3	2		
Russell	40	4	38	2	13	31	23	8	6	22	15	4	9
WaKeeney	20	3	13	1	4	16	10	3	3	7	5		
Totals	186	21	160	6	70	144	134	31	36	73	55	17	27

are considered to be only slightly more important to the consumer than the sales force representing the firm, the writer would suggest that the merchant cannot be too careful in selecting and training his sales personnel.

The fact that a store has a wide variety of merchandise would also indicate that this same store has what its customers want. Thus these two factors in Table VIII are very similar and could be taken as one. If taken together they would comprise approximately 22% of the total of 960.

Nationally advertised brands contribute 5% of the influencing factors in shopping determinants. This would indicate the trust which many place in these products.

The fact that only 27 of the 320 answering the question listed "ease of parking" as being important would, at first thought, seem contradictory to the statistics shown in Table VI. The reader will note that 62% of those listing dislikes regarding Hays indicated parking to be their only complaint. On the other hand only about 8% considered "ease of parking" as important in determining where they shopped. The obvious explanation is, of course, that the city, according to most of those interviewed, offers variety, service, reasonable prices, etc., leaving only parking to stand foremost in the minds of those in the trade territory. When considered along with other factors however, parking becomes relatively insignificant.

In the opinion of the writer, the factor dealing with charge accounts is probably underrated in Table VIII. Credit buying is

becoming more important each year and it would seem that a firm's credit policy would be more influential than is indicated. Here again this factor indicates the presence of human nature and a natural reluctance to admit those things which one feels might tend to be personally degrading. The writer does not know whether the charge account was considered by any of the interviewees in this light. Rather he is expressing a personal opinion.

On the whole, the most impressing statistics resulting from Table VIII are those which indicate the emphasis placed by the consumer upon the sales people of a particular firm. This fact seems to be indicated so conclusively as to be quite significant.

The statistics resulting from Question VI should correspond with those in Question V (Table VIII). This is true with one exception. The reader will note that in Table VIII only 27 indicated ease of parking as being influential in determining where they shopped and that in Table IX, 118 reported that difficulty of parking was one of two most annoying factors. The writer believes that after careful consideration of both Question V and Question VI, the two do not relate to the same thing. In other words for Question VI to be the antithesis of Question V the word annoy would have to be replaced by the phrase "least influential". There is a difference in the meaning of the two questions. Although a factor may not be influential, it does not necessarily follow that it is annoying. This would seem to offer the only logical explanation for the difference in the data. On

TABLE IX

## IMPORTANT ADVERSE FACTORS IN SHOPPING

(6) Please indicate the two factors that annoy you most in shopping.

	Poor Service	Slow to wait on Customers	High Prices	Poor Sales People	Too Little Variety	Difficulty of Parking	Goods Displayed Unattractively
LaCrosse	12	8	3	10	3	20	1
Dorrance	1	1				3	
Ellis	8	4	6	7	6	7	
Bunkerhill	1	3	3		3	1	
Stockton	11	15	4	14	4	11	2
Palco	4	3	6	2	2	7	
Plainville	2	12		2	1	12	1
Collyer	3	2	2	2	1	2	
Gorham	5	5	3		1	2	
Quinter	9	4	6	5	4	3	
Utica	1	2	2	1	1	1	
McCracken	3	2	1				
Ransom	6	5		6	2		
Otis	5	3	2			2	
Bison	7	5		3	1	3	
Victoria	6	8	2	3	1	8	
Russell	28	22	23	25	17	26	4
WaKeeney	8	9	10	4	8	10	1
Totals	<u>120</u>	<u>105</u>	<u>72</u>	<u>84</u>	<u>55</u>	<u>118</u>	<u>9</u>

the basis of Tables VIII and IX, one could conclude that while difficulty of parking is annoying it does not necessarily keep people from trading in a particular store. This is further substantiated by Question III, Table VI. The principle dislike was parking but in Table VIII it was not considered too significant.

In Table IX, 54% of the total number of factors listed pertained exclusively to personnel. This further substantiates the findings of Table VIII.

The two factors "poor service" and "poor sales people" are very similar but the "poor service" was considered more inclusive than "poor sales people". Many firms could have good sales people and still render poor service since some types of service do not depend upon the sales force.

In both Table VIII and Table IX, the answers do not appear to vary substantially with the location of the town. Since they are general information questions, their relative location to Hays has no bearing of any consequence.

The data from Table X appear to substantiate that in Question II, Table VI. Nearly 60% of those answering Question VII, indicated that variety or selection was most important in bringing them to Hays. In Table VI approximately 40% considered variety the most important attribute of the cities' shopping facilities.

The number answering Question VII was lessened by the fact that many of those interviewed do not trade in Hays and thus could not answer.

TABLE X

## IMPORTANT FACTORS FOR TRADING IN HAYS

(7) Which one of the following factors is the most important in causing you to trade in Hays?

	Better Price	Better Quality	Wider Selection	Just Happened to Be in Hays
LaCrosse	7	7	26	3
Dorrance			1	1
Ellis	4	1	14	6
Bunkerhill	1		1	
Stockton	2	2	18	13
Palco	2		8	3
Plainville	3		10	4
Collyer	1		2	1
Gorham	1	1	8	4
Quinter	1		5	
Utica		1	4	
McCracken	1		2	
Ransom		1	7	2
Otis	1		2	2
Bison			6	1
Victoria	2		10	2
Russell	7	4	34	14
WaKeeney	1		14	9
Totals	<u>34</u>	<u>17</u>	<u>172</u>	<u>65</u>



The 34 who trade in Hays because of better price are approximately the same as the number which indicated they felt prices in Hays were either low on a few things or generally low.

It should be pointed out here that several of those interviewed indicated more than one factor in Question VII. In these instances all of the factors indicated were included in the Table. Some of those answering the question felt that price and quality could not be separated and thus answered both or neither. Others sometimes traded in Hays because of wider selection while at other times they "just happened to be there". As a result of this overlapping, the statistics in this table are not as accurate as those elsewhere. In the opinion of the writer, however, they are accurate enough to be used.

Table XIa was included to determine more extensively whether or not those in the trade area were drawn to Hays for shopping reasons or whether they were drawn by other functions and shopping was of secondary importance. Since over 69% indicated they made a special trip to make their purchases, it would appear that the commercial offerings of the city are of primary importance followed by the other activities available in the city as mentioned above. In many instances those questioned stated that they sometimes came to Hays for a combination of reasons. For example, several combine shopping with pleasure and attend a college sponsored program or a movie after shopping for articles which they have postponed buying until such an occasion. In these instances it is difficult to say which function actually holds the primary attraction.

TABLE XI

## ARTICLES BOUGHT IN HAYS

(8) Which of the following articles did you buy in Hays during the past year?

	Man's Suit or Coat	Lady's Dress or Coat	Furn- iture	Women's Shoes	Major Appli- ances	Farm Imple- ments	Jewelry	Groceries	Autos or Trucks
LaCrosse	5	10	3	18	2	2	4	18	4
Dorrance	2	2	1	2	1			2	1
Ellis	5	14	4	11	3		1	17	3
Bunkerhill	1	2		1					1
Stockton	9	15	3	22			7	17	
Palco	8	13	7	8	5	3	4	9	4
Plainville	8	11	4	6	2	2	4	12	1
Collyer	3	4		3	1	1	1	5	2
Gorham	2	8	3	5	3	2	2	9	2
Quinter	2	2	1	4	1			1	2
Utica		2		1			2	3	
McCracken	2	2		2				3	
Ransom	3	7	2	4			3	2	
Otis	2	2	2	1	1		1	2	
Bison	2	4		5	1		2	4	
Victoria	11	15	5	11	5	2	6	9	5
Russell	10	30	10	19	3	4	3	19	6
WaKeeney	3	16	5	14	2		9	12	4
Totals	<u>78</u>	<u>159</u>	<u>50</u>	<u>137</u>	<u>30</u>	<u>16</u>	<u>49</u>	<u>144</u>	<u>35</u>

TABLE XIa

## SPECIAL TRIP TO HAYS FOR PURCHASES

(8a) Did you make a special trip to Hays to make these purchases?		
	Yes	No
LaCrosse	19	12
Dorrance	3	
Ellis	15	7
Bunkerhill	2	1
Stockton	20	12
Palco	13	4
Plainville	20	4
Collyer	3	3
Gorham	11	1
Quinter	4	1
Utica	3	2
McCracken	3	
Ransom	3	6
Otis	3	2
Bison	5	2
Victoria	15	1
Russell	32	19
WaKeeney	18	6
Totals	192	83

As has been noted previously, approximately 42% of the purchases made in Hays by those within the trade territory consisted of lady's wearing apparel and shoes. This does not necessarily mean that 42% of all those coming to Hays to shop come for these two articles. In many, if not most, cases the interviewee indicated that both articles were purchased at the same time. Moreover groceries were sometimes purchased on the same trip as were many of the other articles. Thus the figures

do not indicate the frequency of trips but rather the articles purchased most frequently when coming to Hays.

It was interesting for the interviewer to note that, in many cases, in some of the towns to the East of Hays, Russell was considered by many as their shopping center. In these towns most of the interviewees were quite well satisfied with the variety offered by Russell merchants. Nevertheless, Table XI indicates that many of those living in Russell shop in Hays. Succeeding pages will indicate that many of those living in Hays shop elsewhere for more variety. As a sidelight to Russell merchants, it might be reported that many of those living there stated that they could see no reason to shop in Hays since they were well satisfied locally.

The total articles purchased per town would seem to indicate the relative attraction Hays has for each respective town. This of course will vary with the size of the town and the number of interviews made. The localities which are considered as definitely within the Hays' trade territory tend to show relatively more purchases, considering size, than LaCrosse, which the writer believes to be just on the perimeter of the territory. The table below shows the number of interviews made in each of these towns and the total number of purchases made as shown in Table XI.

TABLE XII

NUMBER OF INTERVIEWS COMPARED WITH NUMBER OF PURCHASES

Town	No. of Interviews	No. of Purchases
Victoria (4.3)	16	69
Palco (3.5)	17	61
Ellis (2.6)	22	58
Plainville (2.08)	24	50
WaKeeney (2.1)	30	65
Stockton (1.9)	36	71
LaCrosse (1.6)	39	66
Russell (1.3)	76	104

Only those towns with approximately the same number of purchases were used in Table XII for comparison purposes. The figures in parenthesis following the town show the number of purchases per interview. The reader will note that these decrease with the size of the town. This would seem to indicate the greater variety offered by the larger towns.

It has previously been mentioned that many interviewees commented on the grocery facilities available with the city. Table XI would indicate that many take advantage of these facilities. Men's clothing follow third followed by furniture and jewelry. It could hardly be expected that the number of purchases of Farm implements and autos and/or trucks would be very great and the frequency of these purchases cannot be compared to clothing and groceries. The same is true of major appliances such as refrigerators, freezers, etc.

TABLE XIII

## ATTRIBUTES OF A GOOD SALES CLERK

(9) What is the most important attribute of a good sales clerk?					
	Courtesy	Personality	Alertness	Knowledge of Merchandise	No High Pressure Methods
LaCrosse	11	15	4	2	
Dorrance		1	3		
Ellis	3	15			
Bunkerhill	5				
Stockton	17	10	1	4	
Palco	6	7	1		
Plainville	9	11	1		
Collyer	2	2			2
Gorham	9	3	2		1
Quinter	8	11		2	
Utica		3		1	
McCracken	1				
Ransom	4	1	1		2
Otis	3	3			
Bison	1	5	1	1	1
Victoria	1	9	1	1	1
Russell	12	38		4	6
WaKeaney	12	7		5	3
Totals	<u>104</u>	<u>141</u>	<u>15</u>	<u>20</u>	<u>16</u>

Many did not answer question IX since they were undecided on the answer.

In view of the results of question V which showed that most people attach a great deal of importance to the personnel representing a firm, it would follow from Table XIII that a sales clerk who is courteous and has a good personality would be a tremendous asset to a merchant. Courtesy and personality are very similar since courtesy would seem to be part of personality. It is possible that alertness would also follow from a pleasing personality but the writer intended for both courtesy and alertness to be specific components in aiding the development of the personality of a sales clerk. Appearance is also a factor to be reckoned with but most of those interviewed attach little importance to appearance. It was mentioned in but several instances.

Of the other two factors mentioned most frequently aside from these relating to the personality, knowledge of merchandise seemed to be the most important. In the opinion of the writer, a knowledge of merchandise would vary in importance with the products being sold. If a sales clerk were selling large items such as automobiles, farm implements or major mechanical products he would be expected to know more of the intricacies involved than if he were selling balloons or toothpicks. Further, those selling large products are relatively few as compared to sales clerks involved in serving the customers of "dime" stores or grocery stores. Thus, in general, those interviewed are not confronted with a need for detailed explanation of the product and



consequently rate personality factors much higher. Of course it would also appear that without a pleasing personality, knowledge of merchandise would be of little value regardless of the item being sold.

Although high pressure methods appear to be rather insignificant it might well be that they are used in lieu of a pleasing personality and that, in the mind of the consumer, if one has the personality the high pressure methods naturally become insignificant.

In a word, Table XIII would seem to indicate that the two characteristics, courtesy and personality, are considered so much more important to the consumer than the other traits mentioned in the table that the resulting statistics appear to be significant. Personality, together with courtesy, is seen to be the most important attribute of a good sales clerk.

Table XIV shows that of the 316 answering the question, 206 or 66% plus considered shopping in Hays good as compared with other cities familiar to them. This was to be expected and the fact that only two rated the city's commercial facilities poor appears to speak very well for the city.

The answers to this particular question do not indicate any differences of opinion among the towns covered by the survey.

The most significant statistics resulting from this table are those which show that many more considered the facilities of Hays excellent as considered them poor.



TABLE XIV

## A COMPARISON OF HAYS WITH OTHER SHOPPING CENTERS

(10) How does Hays compare with other cities familiar to you as regards shopping?				
	Excellent	Good	Fair	Poor
LaCrosse	4	30	5	
Dorrance		4		
Ellis	4	10	6	1
Bunkerhill	1	3	1	
Stockton	3	24	9	
Palco	3	11	2	
Plainville	1	20	1	
Collyer	1	3	2	
Gorham	2	10	1	
Quinter	4	10	5	1
Utica		2	3	
McCracken		3		
Ransom	1	7	2	
Otis		5	1	
Bison		7	2	
Victoria	2	12	2	
Russell	5	33	23	
WaKeeney	7	15	2	
Totals	38	209	67	2

TABLE XV  
DOLLAR DAY

(11) Does dollar day attract you to Hays?		
	Yes	No
LaCrosse	5	34
Dorrance		10
Ellis	5	17
Bunkerhill		7
Stockton	5	31
Palco	5	12
Plainville	6	19
Collyer	1	7
Gorham	4	12
Quinter	1	21
Utica		5
McCracken		3
Ransom	3	10
Otis	2	6
Bison		11
Victoria	7	9
Russell	8	65
WaKeeney	9	21
Totals	61	300

The two factors effecting the answers to Question XI are distance and natural trade territory. Obviously those living some distance away could not economically take advantage of dollar day. Many of those who do drive considerable distance for dollar day reported that they usually save much of their shopping until this particular day and in this way take advantage of the savings offered. The writer suspects that this is probably true of nearly all those who indicated they do take advantage of dollar day.

TABLE XVI  
MEDICAL ATTENTION

(12) Have you received medical attention in Hays during the past year?		
	Yes	No
LaCrosse	9	30
Dorrance	2	8
Ellis	13	9
Bunkerhill	2	5
Stockton	21	15
Palco	13	4
Plainville	14	10
Collyer	4	4
Gorham	9	8
Quinter	7	16
Utica	2	3
McCracken	2	1
Ransom	3	7
Otis	2	4
Bison	1	10
Victoria	13	3
Russell	15	58
WaKeeney	10	20
Totals	<u>142</u>	<u>215</u>

Almost 40% of those interviewed, as indicated above, had received some type of medical attention in Hays during the year preceding this survey. If one were to disregard those towns having their own hospital facilities such as LaCrosse, Russell, and WaKeeney, the percentage would probably be much higher. Since this survey was taken, Plainville has opened a new hospital which would probably change the figures for that locality somewhat. In view of the fact

that not everyone received medical attention during the past year, the figures in Table XVI are indicative of the number of people drawn to the city by its medical facilities and as such are very impressive.

Table XVII seeks to determine, to a certain degree, the percentage of those people in this area who attend special events at the college and whether or not they attend because they happen to be in Hays for other reasons, or come especially for the event. "Special event" refers to any activity sponsored by the college apart from regular class sessions. Athletic contests, music festivals, and special shows comprise most of these activities.

The fact that slightly over 36% of those interviewed had attended a special event indicated the number of people of Western Kansas who probably look to Fort Hays State College for much of their special entertainment as well as their education. Even more impressive are those figures which show that approximately 90% of those people made a special trip for the event. Thus these activities become a primary factor in attracting people to Hays.

Chapter V discusses the attractions in Hays for those living outside the natural trade territory. In this discussion the college and its functions become even more pronounced as attracting factors.

Several interviewees reported that they usually tried to do some shopping while they were "in town" for the college special events and it may be logically concluded that many more do the same.

TABLE XVII

## FORT HAYS KANSAS STATE COLLEGE SPECIAL EVENTS

	(13) Did you attend a Fort Hays Kansas State College special event last year?		Did you make a special trip?	
	Yes	No	Yes	No
LaCrosse	14	25	12	2
Dorrance	5	5	3	7
Ellis	6	16	6	
Bunkerhill	3	4	3	
Stockton	16	20	14	2
Palco	7	10	7	
Plainville	7	17	7	
Collyer	2	6	2	
Corham	6	11	5	1
Quinter	10	13	8	2
Utica	2	3	2	
McCracken	1	2		1
Ransom	7	3	7	
Otis	1	4		1
Bison	6	5	6	
Victoria	2	14	2	
Russell	22	50	21	1
WaKeeney	11	19	11	
Totals	<u>128</u>	<u>227</u>	<u>116</u>	<u>17</u>

It appears to the writer that the combination of commercial facilities, recreational offerings, and educational institutions with all their allied activities plus the geographical location, serve to place the city in a very healthy economic situation. These are factors which any commercial concern considering Hays as an outlet might well review as no doubt they do.

In Table XVIII distance from Hays seems to be the most important determining factor. The reason is obvious. Almost 60% of those questioned and trading in Hays come to shop only once a month. 20% shop once every two months, less than 7% once a week, and 13% trade once every two weeks in Hays. All of those shopping weekly in Hays live within a 25 mile radius of the city. It is significant to note that while LaCrosse had four interviewees who came to Hays weekly it also had 13 who seldom trade in Hays. This is the largest percentage of those reporting seldom of any of the areas covered by the survey. Nearly all those who do not trade in Hays from LaCrosse consider Great Bend as their natural trade center. LaCrosse was followed closely by Quinter in those reporting seldom. Here the reason is probably distance.

It should be mentioned here that Great Bend is considered a trade center by many of those interviewed in Bison, Otis, Ransom, Utica, and McCracken.

TABLE XVIII  
FREQUENCY OF TRIPS TO HAYS

(14) How often do you come to Hays to shop?					
	Monthly	Weekly	Bi-weekly	Bi-monthly	Seldom*
LaCrosse	12	4	6	4	13
Dorrance	2				1
Ellis	9	4	5		
Bunkerhill					1
Stockton	10		8	9	2
Palco	10			5	
Plainville	11	1	5	2	
Collyer	2			1	3
Gorham	2	2	2	5	
Quinter	2		1	3	10
Utica	2			1	1
McCracken	1		2		
Ransom	3	2		3	1
Otis	2			2	2
Bison	3		1	4	2
Victoria	6	5	4	1	
Russell	4	1	1	12	37
WaKeeney	8	1	2	5	9
Totals	<u>89</u>	<u>20</u>	<u>38</u>	<u>57</u>	<u>82</u>

\*Seldom refers to trips made less frequently than every two months. Most of those in this category make trips to Hays once every three to six months.

The following Table is the result of a general information question and does not pertain specifically to Hays although the two largest mail order companies are represented in the city.

TABLE XIX  
MAIL ORDERS

(15) Do you order regularly from mail order houses?		
	Yes	No
LaCrosse	5	34
Dorrance	2	6
Ellis	5	17
Bunkerhill	3	4
Stockton	8	28
Palco	6	11
Plainville	7	17
Collyer	4	4
Gorham	8	9
Quinter	7	16
Utica		5
McCracken		3
Ransom	1	9
Otis	1	5
Bison	3	7
Victoria	6	10
Russell	29	45
WaKeeney	10	19
Totals	<u>105</u>	<u>246</u>

The data resulting from the above table indicate that nearly 30% of the interviewees do order regularly from these companies. Many more reported that they order occasionally from the catalog but



they were not considered in Question 15. Those who order frequently or regularly are assumed to purchase much of their merchandise completely outside the trade area. Obviously there are many products not available from mail order houses which must be purchased locally and the merchandising of these products are important to local merchants as regards those who buy by mail.

There does not appear to be any substantial variation of answers among towns in Table XIX.

As would be expected the answers to Question XVI correspond to those in Table VI, question III. The suggestions for improvement of those things disliked most by interviewees comprise 91% of the four mentioned in Table XX.

There were many suggestions offered as noted at the beginning of this chapter but the principal one was better parking facilities. It would appear that although many suggested something be done about the problem, fewer considered it a dislike (87 offered the suggestion for improvement while only 48 considered it their principal dislike).

The most obvious fact regarding Table XX is the lack of any suggestion at all. Most of those interviewed declined to comment on the question and many of those who suggested better parking facilities and wider streets realized the problems involved in carrying out their suggestions. This is particularly true of narrow streets. It may be noted in Table VI that 29 interviewees disliked the narrow streets but, in Table XX, only 9 suggested something be done about it.

TABLE XX

## SUGGESTIONS FOR IMPROVING OF SHOPPING CONDITIONS

(16) What is your principal suggestion for improving shopping conditions in Hays?				
	Better Parking	Widen Streets	Increase Selection	Better Traffic Control
LaCrosse	12	3		
Dorrance	1	1		
Ellis	8		1	1
Bunkerhill		1		
Stockton	6			2
Palco	6			1
Plainville	8			
Collyer		2		
Gorham	2	1		
Quinter	6			
Utica	2			
McCracken				
Ransom	4			
Otis	3			
Bison	3	1		
Victoria	2		1	
Russell	18		3	
WaKeeney	6			
	<u>87</u>	<u>9</u>	<u>5</u>	<u>4</u>

It is interesting to note that 60% of those suggesting wider selections lived in Russell where the selection is much nearer that of Hays.

Better traffic control could no doubt be combined with better parking since the two probably stem from the same dislike.

Again all localities surveyed feel pretty much the same regarding Hays and its commercial offerings.

TABLE XXI

## THURSDAY OR SATURDAY NIGHT OPENING

(17) Would Thursday night opening be better for you than Saturday night?		
	Yes	No
LaCrosse	12	27
Dorrance		8
Ellis	4	18
Bunkerhill		
Stockton	10	26
Palco	1	16
Plainville	6	18
Collyer	1	7
Gorham	3	10
Quinter	8	14
Utica	1	4
McCracken		3
Ransom	3	7
Otis	1	5
Bison		10
Victoria	3	13
Russell	21	46
WaKeeney	6	24
Totals	80	256

At the time this survey was taken the above question was an issue with Hays' merchants. Since then some stores have closed to remain open on Friday nights as well as Saturday.

It may be noted above that approximately 23% of those rendering an opinion on this question felt that Thursday would be better. Many of those interviewed were required to work on Saturday night and thus were unable to shop in Hays at that time. Others, in fact most, preferring Thursday night explained that they did not care to shop on Saturday night.

Although many cities have switched their night opening from Saturday to Thursday, there does not seem to be enough sentiment expressed for Thursday night opening in the above table to reach any conclusions.

In Table XXII, 61% of those interviewed preferred 9:00 as a closing time for stores. Distance from Hays did not seem to be important since many of those answering 6:00 were from distances of 25 to 40 miles while those living in towns from 10 to 15 miles away preferred 9:00 by approximately 50%.

One individual living not far from Hays listed his occupation as a retired farmer and suggested the stores stay open until 10:00 P. M. to give him a chance to shop.

This chapter has contained the heart of the survey which was begun in March, 1954. The tables contained herein are the results

## TABLE XXII

## STORE CLOSING TIME

(18) How late must stores stay open to give you a chance for evening shopping?					
	5:30	6:00	7:00	8:30	9:00
LaCrosse	1	5	2	6	22
Dorrance				1	7
Ellis		5		4	8
Bunkerhill					
Stockton		1		7	27
Palco		6		2	9
Plainville		5		4	13
Collyer	1			1	6
Gorham				4	8
Quinter		1	1	4	15
Utica				3	2
McCracken				3	
Ransom			1	3	6
Otis				1	5
Bison				4	6
Victoria		1		6	9
Russell	1	4		25	39
WaKeeney			1	11	15
Totals	<u>3</u>	<u>28</u>	<u>5</u>	<u>89</u>	<u>197</u>

of tabulating nearly 400 questionnaires, one of which may be found in the appendix. Most of the tables do not indicate this many questionnaires but it was impossible to obtain an answer to every question from each person interviewed. The comments found in the final chapter of this paper resulted from the information and data provided in Chapter III.

## CHAPTER IV

### RESULTS OF QUESTIONING WITHIN THE CITY

Within the City of Hays, approximately 435 questionnaires were returned with sufficient information to justify their use in the statistics which follow. Questionnaires were circulated through the school system and students were asked to take them to their parents and return them when they had been completed. The writer realizes that possibly all questionnaires were not taken home nor were they returned. Moreover, those homes with more than one student would have received more than was necessary. However, in the event that one household was represented by more than one student, the students were asked to return only one questionnaire. During the processing of the questionnaires, obvious duplications, if any, were discarded in an effort to make the resulting statistics as reliable as possible.

In the opinion of the writer, the information gained from those consumer units within the city was more critical, and therefore more beneficial, than much of that taken from the territory. It might well be expected that one would be more critical of his own city and its commercial facilities since he could rely on greater experience with those facilities.

Certain questions contained in the survey apply more directly to those living in Hays than to those living in the territory. For instance, Question XV, concerning Thursday night opening, seems to



be more relevant to Hays' residents since probably the bulk of evening shopping is done by those living within the city. Question XI, dealing with dollar day, would apply more directly to local shoppers since it is more economically feasible for them to take advantage of special prices.

The tables which follow concern only those statistics taken from the City of Hays. It may be noted, as in the preceding chapter, that not everyone answered each question. Because of this the total answering each question will vary markedly.

Question 1.

A. Do you ever read Hays' advertising	Yes	337
	No	48
	Total	385
B. Do you read special ads only		21
All ads occasionally?		127
All ads regularly?		195
C. Which type of advertising influences you more?	Radio	99
	Newspaper	221

In part A above, slightly over 87% of those Hays residents answering the question reported that they read newspaper advertising. The question pertains exclusively to advertising of local merchants and does not refer to that in other papers or magazines. In part B, approximately 56% of those answering the question reported that they



read the advertising regularly while slightly over 37% read ads occasionally. The remainder read only special ads. This compares with 47% and 45% respectively outside the city. Within the city, almost 70% of those surveyed considered newspaper advertising more influential than radio. This varies considerably with those in the balance of the trade territory where, according to Table V, Chapter III, 44% plus considered the newspaper more influential. It is possible that the daily delivery within the city causes more people to read the newspaper whereas in many of the smaller towns covered in Chapter III there are no daily papers and thus the radio becomes predominant.

#### Question II.

What do you particularly like about trading in Hays?

a. Convenience of trading at home . . . . .	96
b. Variety and quality . . . . .	65
c. Compact business district . . . . .	18
d. Friendly people . . . . .	29
e. No parking meters . . . . .	1
f. Everything . . . . .	2
g. Nothing . . . . .	63

Almost 35% of those answering the question gave the obvious answer of "convenience". The writer was attempting to gain more specific information but failed to word the question so as to eliminate this type of answer. The nearly 25% who liked the variety

available in the city reflect practically the same thinking that a plurality of those living in the territory indicated. On the other hand the 24% who liked nothing at all about trading in their home town differed considerably from those outside the city where no one interviewed reported "nothing".

The twenty-nine who liked the friendly people in their city might possibly join the two who liked everything about shopping in Hays and attempt to brighten the picture for those sixty-three citizens who are unable to find anything likable about the city's trading facilities.

### Question III.

What do you particularly dislike about trading in Hays?

a. Sales clerks . . . . .	73
b. Narrow streets and lack of parking . . . . .	82
c. No variety . . . . .	42
d. High prices . . . . .	42
e. Taverns . . . . .	1
f. Everything . . . . .	4
g. Nothing . . . . .	14
h. No competition . . . . .	5
i. Lack of skilled appliance service men . . . . .	3

Narrow streets and lack of parking seems to be the chief criticism of Hays both locally and over the trade territory. Almost 31% within the city considered this the principal dislike while

outside the city the narrow streets and lack of parking was the only dislike mentioned.

This criticism was followed closely by that of the sales clerks. As was pointed out earlier in this chapter, the local people are apt to be more critical than outsiders since they have had more experience with shopping conditions. The principal reason for dislike of sales clerks was indifference on the part of the clerk. Since the consumer attaches so much importance to the sales force it might be well for the businessmen to survey their own situation regarding indifference among his clerks.

The forty-two families who disliked trading in Hays because of no variety were fortunately offset by the sixty-five who liked the variety available in Hays' stores. Similarly the sixty-three who do not like anything about shopping in the city are modified by the fourteen who dislike nothing and the two who like everything about the business district.

#### Question IV.

As regards prices in Hays, would you say they are:

- |                                   |     |
|-----------------------------------|-----|
| a. Too high . . . . .             | 103 |
| b. High on a few things . . . . . | 101 |
| c. Reasonable . . . . .           | 104 |
| d. Generally low . . . . .        | 5   |
| e. Don't know . . . . .           | 9   |

In this question, approximately 32% considered prices too high in Hays while almost the same percentage felt that they were reasonable. This is quite different from those in the trade territory where only a very few thought the prices too high. In Table VII, Chapter III, 71% of those interviewed reported that they considered prices in Hays reasonable. Furthermore, almost the same number believed prices to be low on a few things as those who thought them high on a few things. This again is very different from those interviewed locally.

There may be two reasons for this difference between those living in the city and those living in the trade territory. First is home-town criticism and secondly the possibility that many people in Hays have the opportunity to compare prices with those of larger cities. Whether or not there is a decided difference in prices between Hays and larger cities, the writer does not know but the point is offered in an attempt to explain the difference in attitudes concerning prices held by the two groups interviewed.

#### Question V.

Please indicate the three that are most important in determining in which stores you shop.

- |                               |     |
|-------------------------------|-----|
| a. Good service . . . . .     | 183 |
| b. Just habit . . . . .       | 14  |
| c. Quality or price . . . . . | 174 |
| d. Charge account . . . . .   | 52  |

e. Good sales people . . . . .	58
f. Variety of merchandise . . . . .	130
g. Courtesy of clerks . . . . .	135
h. Read their ads . . . . .	16
i. Just like the store . . . . .	29
j. They have what I want . . . . .	83
k. Nationally advertised brand . . . . .	53
l. Owners or clerks are friends . . . . .	24
m. Ease of parking . . . . .	71
n. Other reasons . . . . .	
(Cheapest) . . . . .	3

In Question V, the two groups agree completely as to those determinants of shopping. Table VIII, Chapter III, shows the same four factors predominant as does Question V above. "Good Service", "Quality or Price", "Variety of Merchandise", and "Courtesy of Clerks" comprise slightly over 60% of all the factors listed. Again the same importance is attached to store personnel as in Chapter III.

Nationally advertised brands contribute 5% in the table above just as in Chapter III while several more attached importance to charge accounts than in Chapter III.

Approximately 7% considered ease of parking important while less than 2% believed advertising to be influential.

In summary, Question V attaches the same importance to store

In summary, Question V attaches the same importance to store personnel as Table VIII, Chapter III. This should have been reiterated enough to be conclusive at this point.

Question VI.

Please indicate which two of the following annoy you most as regards shopping.

- |   |     |
|---|-----|
| a. Poor service . . . . .                   | 75  |
| b. Slow to wait on customers . . . . .      | 134 |
| c. High prices . . . . .                    | 133 |
| d. Poor sales people . . . . .              | 90  |
| e. Too little variety . . . . .             | 73  |
| f. Difficulty of Parking . . . . .          | 103 |
| g. Goods displayed unattractively . . . . . | 17  |

In Question VI, 47% of the total number of factors listed pertained to personnel while in Chapter III, 54% were directly applicable to personnel.

One difference between the above statistics and those of Table IX, Chapter III, is the percentage who found high prices annoying. Within the city 21% listed high prices while those in the territory reported high prices as only 12% of the total. This difference was discussed under Question IV above.

Difficulty of parking makes up the other large group of annoyances, contributing about 16% of the total.

Very little consideration was given unattractive displays in either chapter but it might possibly be more important than is first thought. In the opinion of the writer, attractive displays contribute much to the general atmosphere of a particular business concern and probably mean more to the customer than he realizes.

#### Question VII.

When you shop away from Hays is it usually to get a better:

- |  |     |
|--|-----|
| a. Price . . . . .                             | 130 |
| b. Quality . . . . .                           | 27  |
| c. Wider Selection . . . . .                   | 191 |
| d. Just happen to be in another city . . . . . | 75  |
| e. Never shop away from Hays . . . . .         | 24  |

As may be noted above, the two outstanding reasons why people leave Hays to shop elsewhere are for better price and wider selection.

In Table X, Chapter III, almost 60% of those people in the trade territory shop in Hays because of wider selection while only about 12% come for better prices.

Under question VII above, about 42% of those living in Hays reported wider selection caused them to trade elsewhere occasionally. On the other hand, quite differently from Chapter III, nearly 30% are attracted elsewhere by lower prices.

The fact that, in both instances, wider selection was a dominant factor probably indicates human nature. One is constantly looking for bigger and better things and wider selection provides him

with something more to choose from.

It may be reasoned that with wider selection, lower prices naturally follow because of increased competition among merchants. While this is indeed possible it is not necessarily true and the people within the territory have indicated that selection is much more important to them than lower prices. Conversely those living within the city gave much more consideration to lower prices together with wider selection. Perhaps the larger cities attracting people from Hays offer lower prices on a larger range of merchandise thus making local people more conscious of the two.

Sixteen per cent of the Hays' residents shopped away from home only because they happened to be in another city while approximately 22% of the interviewees in the trade territory shopped in Hays because they "just happened to be there".

Quality, in either case, was considered unimportant as an attracting factor and there were approximately 5% of the local citizens who never shop away from Hays. The writer suggests that the chamber of commerce might find these people together with those who find nothing wrong with shopping in Hays plus the two who like everthing about Hays and make them good-will representatives of the city.

#### Question VIII.

In the past year, which of the following articles have you bought away from Hays?

- a. Man's suit or coat . . . . . 83



b. Lady's dress or coat . . . . .	121
c. Furniture . . . . .	52
d. Women's shoes . . . . .	86
e. Major appliances . . . . .	12
f. Farm implements . . . . .	2
g. Jewelry . . . . .	18
h. Groceries . . . . .	23
i. Autos and/or trucks . . . . .	42

Again, as in Chapter III, the articles purchased most away from home were lady's dresses or coats. Together with lady's shoes, these three articles comprise 47% of the total in Question VIII above as compared with 42% in Table XI, Chapter III. These statistics, no doubt, indicate those who do most of the shopping.

The greatest difference between the two groups were those who purchased groceries away from home. In Chapter III, groceries comprised about 20% of the total while those living in town listed groceries as only 5% of the total.

Approximately 11% of the total taken from the territory was men's clothing while in town 19% of the purchases made away from Hays was men's suits or coats. This percentage together with that of lady's wearing apparel, makes up 66% of the total purchases made away from home.

Nearly twice as many, when broken down to percentages, purchased auto or trucks away from Hays as those in the territory who made these purchases in Hays.

The percentages dealing with major appliance purchases were about the same in both instances while those buying farm implements were much larger in the trade territory than in town. The obvious explanation here, however, is that those surveyed in Hays do not have the need for farm implements as do those living in rural communities within the trade territory.

In summary, the outstanding commercial attraction in terms of numbers purchased, seems to be wearing apparel in both surveys. This, of course as mentioned above, indicates that the ladies do most of the shopping away from home plus the fact that larger towns have much larger selections from which to choose.

The cities shopped in most frequently by Hays' residents are, in order of importance:

1. Kansas City
2. Russell
3. Great Bend
4. Salina
5. Wichita
6. Hutchinson
7. Ellis
8. Topeka
9. LaCrosse
10. Denver
11. Dodge City

Question VIIIa.

Did you make a special trip to buy it or were you there on other business?

Yes . . . . . 92

No . . . . . 103

It should be encouraging to Hays' merchants that slightly over half reported that they purchased elsewhere primarily because they were there for some other reason. This is much different from those living outside Hays. In Table XIa, Chapter III, almost 70% indicated they made a special trip to Hays to make their purchases.

Question IX.

What is the most important attribute of a good sales clerk?

a. Knowledge of merchandise . . . . . 34

b. Courtesy and personality . . . . . 244

c. Alertness . . . . . 62

d. No high pressure methods . . . . . 4

e. Appearance . . . . . 27

The results of this question are almost identical in both surveys. In Chapter III, courtesy and personality were separated but in Question IX they were listed together since they are very similar in meaning and are both practically the same in importance according to those interviewed.

The only important difference in the two tables were those who named alertness as the most important attribute. In Hays 16%

considered alertness foremost while those in Chapter III named this particular attribute only 5% of the total.

People in the territory seemed to be more concerned about high pressure tactics than those in town but in either case this was relatively unimportant.

#### Question X.

How does shopping in Hays compare, in general, to other cities familiar to you?

a. Excellent . . . . .	36
b. Good . . . . .	167
c. Fair . . . . .	125
d. Poor . . . . .	34

The above figures again reflect home-town criticism. In Chapter III, approximately 12% rated shopping in Hays excellent as compared to 9% of those living in Hays. Almost 67% reported "good" as compared with nearly 47% above, "fair" rated 21% and 34% respectively, and "poor" shows 0.6% in Table XIV, Chapter III, as compared with almost 10% in Hays.

Perhaps the larger the trade area one lives in, the poorer he tends to rate it as compared with the next larger area.

#### Question XI.

Do you take advantage of dollar day?

Yes . . . . .	138
No . . . . .	253

Obviously there should be many more local residents able to take advantage of dollar day than those living away from the city. This fact is substantiated by Table XV, Chapter III, and Question XI above. Only 16% of those in the territory reported that they do shop in Hays on dollar day while in town slightly over 35% take advantage of the savings offered.

Question XII.

In the past year, have you attended a Fort Hays Kansas State College special event?

Yes . . . . . 164

No . . . . . 165

Again this figure is much different from Table XVII, Chapter III. The writer would have assumed that the percentage would have been larger than 50% attendance at one of the many events sponsored by the college during the year. The 50% figure compares with about 36% for those living in the trade territory.

Question XIII.

Do you order regularly from mail order houses?

Yes . . . . . 173

No . . . . . 198

The 46% living in Hays who do order from mail order houses is considerably more than the 30% who order by catalog outside the city. This difference is probably explained by the fact that catalog offices

for two major companies are located in Hays and ordering by telephone is no doubt quite common. In other words it is much easier to order in town than in the trade territory. In fact it is probably easier to order by telephone, in many instances, than it is to shop in the local stores.

Question XIV.

What is your principal suggestion for improving shopping conditions in Hays?

- |   |     |
|---|-----|
| a. More parking . . . . .   | 174 |
| b. Better qualified sales clerks . . . . .  | 82  |
| c. At least one public rest room easily accessible<br>from the center of town . . . . . | 27  |
| d. More medium priced stores . . . . .  | 24  |
| e. More competition . . . . .   | 16  |
| f. Better displays . . . . .  | 9   |

It may be noticed that comparatively few of those living outside the city of Hays had suggestions for improvement in view of Question XIV above. There were a total of 105 suggestions from those in the territory as compared with 332 from local shoppers. The principle suggestion in both instances was, however, better parking. Aside from this one similarity, the remaining suggestions were entirely different. None of those listed above, with the exception of parking, are even included in Table XX, Chapter III.

Local people seem to attach even more importance to sales clerks since almost 25% suggested improvement here while it was not mentioned by those interviewed outside Hays.

The suggestion concerning public rest rooms comprises the third largest group in the city while in the territory it was mentioned only once or twice.

Question XV.

Would Thursday night opening be more advantageous to you than Saturday night?

Yes . . . . . 135

No . . . . . 282

The statistics above seem to reflect the same opinion held by the Hays' Chamber of Commerce, since the merchants have elected to remain open on Saturday night. Slightly over 32% reported that they preferred Thursday night as compared with 23% outside the city. On the basis of these percentages it would not seem desirable to change the opening night, however it may well be that if the habit of shopping on Thursday night were formed, the figures would reverse themselves.

Question XVI.

How late must stores stay open to give you a chance for evening shopping?

5:00 P. M. . . . .	1
5:30 P. M. . . . .	2
6:00 P. M. . . . .	7
6:30 P. M. . . . .	1
7:00 P. M. . . . .	11
7:30 P. M. . . . .	37
8:00 P. M. . . . .	63
8:30 P. M. . . . .	.173
9:00 P. M. . . . .	52
9:30 P. M. . . . .	8
10:00 P. M. . . . .	2
10:30 P. M. . . . .	1

In Question XVI, the majority of those reporting were one-half hour earlier than those living outside Hays. Slightly over 48% preferred the 8:30 P. M. closing hour and indicated that it gave them time for evening shopping. In the trade territory approximately 60% listed 9:00 P. M.

In the table above, just over 90% of those answering the survey fell between the hours of 7:30 P. M. and 9:00 P.M.

It was somewhat humorous to note that the one person in Hays who needed until 10:30 to do his shopping listed his occupation as a "retired farmer".

This chapter has contained essentially the same information as Chapter III and much of the same discussion applies to both. In those



instances where obvious differences exist, the writer has attempted to point them out and discuss them. In general both chapters seem to show that people attach the same importance to store personnel, have the same principle suggestion for improvement, and tend to "find the grass greener on the other side". They share the same annoyances and report the same important determinants to shopping.

Probably the one outstanding difference indicated by a comparison between the two chapters is the more critical attitude taken toward the city's shopping facilities by those living in the city.

As a summary to this chapter, the writer has listed below a few of the remarks voluntarily given by those interviewed within the city. They are listed as direct quotations in the words of those who wrote them.

#### Favorable remarks.

"Prices here are good compared to smaller towns and larger cities!!"

"Nice selection of clean, well-stocked grocery stores".

"Merchants are friendly and obliging".

"Very good medical center!"

"Hays is very progressive and I find a great satisfaction in trading with home town merchants".

"There is much quality and variety".

"I think it is fine that the Hays' Chamber is interested enough in people's wants to conduct such a survey!"

"Hays' merchants sponsor good sales".

Adverse remarks.

"Resturant prices are much too high".

"Rent on houses and apartments much too high".

"Clerks are very rude to outsiders".

"Prices are too high because it is a college town".

"Average working wage in Hays is too low".

"Parking situation is terrible".

"Movies are too high priced".

"Clerks are very good in new stores as compared with those in the older stores. This proves they need more competition".

Suggestions for improvements.

"The north part of town needs a playground".

"Hays needs a zoo or decent park".

"Hays needs a factory or industry".

"Hays people need to stick with home town merchants -- shouldn't shop away from Hays".

\*"Hays merchants need more competition such as Sears-Roebuck or Wards".

"Should keep city politics out of business. Let competition rule!"

"Hays needs a rest center for shoppers complete with baby-sitters and equipment to amuse children".

"The north part of town needs a small grocery store".

"We need a big change in civic leaders. Should have younger men in responsible positions".

\*Since this paper was begun, Sears-Roebuck Co. has opened a retail outlet in the city.

## CHAPTER V

### RESULTS OF QUESTIONING OUTSIDE THE TRADE TERRITORY

In an effort to learn the chief drawing attractions within the city for those living beyond the natural trade territory the schools were again asked to cooperate.

A number of short-form questionnaires (see appendix) were mailed to each of twenty-eight schools located beyond the trade territory. These schools were selected at random and the administrator was asked to circulate these questionnaires among the students in his high school commerce classes for completion. Of the twenty-eight solicited nineteen cooperated fully. The balance replied that because of their relative location to Hays, so few families in their particular locality ever came to Hays that they considered it useless to participate in the survey. This was, of course, expected and the writer wishes to thank these people for their replies.

The purpose of the short-form questionnaires was to discover which of six different functions held the strongest attraction for those living some distance away. Many of the schools answering the survey indicated the number of students who did not come to Hays while others simply left the questionnaires blank. For this reason it is necessary to use only those who do come to Hays for the statistics which follow.

The following table shows the average frequency of trips to Hays by those living in the localities answering the survey. In this chapter, as in previous chapters, not all the questionnaires were

fully completed and thus the total used in each table may vary slightly.

TABLE XXIII

## NORMAL VISITS TO HAYS EACH YEAR

	How many times a year do you normally visit Hays?										10* Average
	1	2	3	4	5	6	7	8	9	10	
Grinnell		1	2	1	1			1			4.16
Lewis	10	8	1			1				1	2.74
Great Bend	6	3		2	2	1		1		2	3.76
Rozel	1	4	1	2		1		2			3.81
St. John	5	2	2		1		1				2.45
Scott City	5	2									1.74
Oberlin	2	2									1.50
Phillipsburg	4			3				1			3.00
Dighton	2	2				1					2.40
Oakley	1	1	1	1	1	1				1	4.42
Smith Center	15	18	6	4	2	1				1	2.36
Colby	2	4		1	1	3		1		1	4.23
Tribune	6	1									1.14
Chase	7	3	2	2							1.92
Belpre	10	2		1	1						1.64
Gove						2					*
Lincoln	3	1								1	3.00
Ellsworth	1	2	1							1	3.60
Downs	3	2	2	4						1	3.25

\*At Gove the number of trips per student was considerably different from the other towns surveyed. They were as follows: 2 - six times per year, 1 - twelve times per year, 1 - thirteen, 1 - twenty, and 1 - fifty. This makes the average trips per year 17.83.

It may be noted from Table XXIII that those towns averaging more than four trips per student per year to Hays all lie west of the

city. Those averaging more than three trips per year are located north and east with the exception of Great Bend and Rozel.

Since, in Chapter III, it was pointed out that the trade territory was larger in these same general directions, it would seem that possibly the natural territory is somewhat larger than is normally considered. In the opinion of the writer, however, one can not draw any definite conclusions from Table XXIII because of the irregularities in reporting. In other words if the number of students who never come to Hays had been accurately calculated in each case, the averages would have been much lower in many instances. On the other hand it is probable that the same general trend would exist. Thus the table should be considered only in generalities and not as the basis of any definite conclusions.

Those towns showing less than two average trips per year are all subject to distance limitations plus a relative location to another larger trade center.

TABLE XXIV  
PURPOSE OF TRIPS TO HAYS

What reason do you usually have for coming to Hays?							
	Visit Students	Visit Patients	Medical Service	Retail Buying	See At- tractions	Meetings or Conventions	Other
Grinnell	2	1	3	1	4	3	
Lewis	3		1		14	9	4
Great Bend	4			5	5	6	1
Rozel	1		1	4	4	4	4
St. John	2			1	4	7	2
Scott City	1				4		6
Oberlin	1		1			3	2
Phillipsburg				3	1	7	2
Dighton			1	2		3	1
Oakley	1	2	2	5	1	3	1
Smith Center	9	4	1	8	15	38	9
Colby	6	1	1	2	2	4	4
Tribune					1	2	5
Chase	3			1	6	9	4
Belpre	2				10	5	
Gove	3	3	4	5	3	3	2
Lincoln	1	2		3	3	2	2
Ellsworth	2		1	1	4	3	
Downs	2	2	3	1	6	2	2
Totals	<u>43</u>	<u>15</u>	<u>19</u>	<u>42</u>	<u>87</u>	<u>113</u>	<u>51</u>

The totals of Table XXIV are significant and are not affected by differences in answering the survey. The two largest totals, attractions and conventions, comprise almost 55% of the total reasons given. Meetings and/or conventions alone show over 30% of the total. On the basis of these statistics then, one could conclude that almost one out of every three trips to Hays by those living farther than fifty miles away is

the result of a meeting or convention. This conclusion points up the benefits of a so-called "convention city". The obvious commercial value involved here is the money spent for food and lodging. In the long run, however, the value is much greater than would appear at first since the increased income of those providing these services, food and lodging, is spent among other commercial concerns within the city. Naturally one cannot overlook the immediate benefits of that money which is spent on other goods and services even though it may be relatively small as compared with food and lodging. To the writer this table is conclusive evidence of the value of attracting conventions to a city.

Nearly 75% of those reasons listed as "other" in Table XXIV were either music contests or athletic events at the college. Moreover well over half the attractions such as concerts, drama, etc., are college sponsored. On the basis of these percentages plus those who visit students, it may be noted that approximately 33% of the drawing power of the city, to those outside the trade territory, is college-connected. This is, of course, apart from those enrolled as students at the college.

The next most important reason is retail buying itself which makes up nearly 12% of the total. Retail buying is followed by the two medical functions of medical service and visiting patients which combined comprise slightly over 9%.

The statistics in Table XXIV are accurate and relevant and, in



the opinion of the writer, could be used to advantage just as those in Chapter III. It is probably just as important to consider those outside the trade territory as those within when contemplating betterment of commercial facilities.

TABLE XXV  
AMOUNT OF MONEY SPENT ON EACH TRIP TO HAYS

Approximately how much money did you spend on each trip to Hays?								
	\$0-2	\$2-5	\$5-7	\$7-10	\$10-15	\$15-20	\$20-100	Over \$100
Grinnell					2			1
Lewis	4	8				1		
Great Bend		2		4			3	2
Rozel	1			2			3	1
St. John	3	1			1		3	
Scott City	2	1		1				
Oberlin							3	
Phillipsburg	1	1		1				2
Dighton	1	1			1			
Oakley		1				1		4
Smith Center	7	13	4	12	5	2	2	1
Colby	1			3			3	
Tribune	1	1		3				
Chase	4	4			1			
Belpre	7	2		2			1	
Gove				1			2	4
Lincoln		2		2			1	
Ellsworth				1	1	1		1
Downs	2	2				1	1	
Totals	<u>34</u>	<u>39</u>	<u>4</u>	<u>32</u>	<u>11</u>	<u>6</u>	<u>24</u>	<u>16</u>

The amounts spent per trip were arbitrarily classified to include certain types of purchases, i.e., those expenditures falling between \$0 and \$5 probably were for food, those from \$5 up indicate buying of



small to large items according to the group in which they fall. In the "over \$100" group many items were purchased such as cars, implements, and furniture. Those from \$10 to \$100 consist primarily of dry goods items.

As might well be expected, nearly 44% of the total fell in those groups below \$5.00. Thus, as mentioned above, most of the individual purchases by those outside the trade territory consist of meals. The next largest group, from \$7 to \$10 probably represents that spent for lodging.

Most of the larger amounts spent were spent by those people residing in towns to the west and north. The one exception to this was Great Bend.

Table XXV seems to primarily indicate that, while most purchases are small by those covered in this survey, there are many larger expenditures made as a result of being in Hays. There is no doubt that in some instances these large purchases were the cause of coming to Hays but it is also probable that some of them came as a result of being here primarily for some other reason.

TABLE XXVI  
MAJOR PURCHASES MADE IN HAYS

What were your major purchases in the past two years in Hays?							
	Clothing & Shoes	Furniture & Rugs	Cars & Trucks	Imple- ments	Meals	Musical Mdse	Med- icine
Grinnell	1				1	1	
Lewis	1				9	1	
Great Bend	5				5		
Rozel	2			1		2	
St. John	2				1	1	
Scott City					4		
Oberlin	1				1		1
Phillipsburg	1	2			2	1	
Dighton					2		
Oakley	1		1	1			
Smith Center	13		1		23	3	
Colby	6		1		4	2	
Tribune	1				3	2	
Chase	1				8		
Belpre					12		
Gove	3		1				2
Lincoln	2				2		
Ellsworth	4				4		
Downs	2						1
Totals	46	2	4	2	81	13	4

Table XXVI again shows the largest single item purchased to be meals. This is followed by clothes and shoes which, according to Chapter III, provided much of the attraction for those within the trade area.

The third largest item in terms of individual purchases was musical merchandise. Within this class are records, sheet music,

instrument accessories, and instruments. There are two dominant reasons why musical merchandise ranks third in the totals above. First of all many of those coming to Hays from outside the trade territory do so because of music contests and attractions at the college, and secondly, Hays has one of the largest and most complete music concerns in the Western half of the state.

The other four items listed are all in higher price classes and thus the frequency with which they are purchased could not be expected to be as large as the other three.

In summary, Chapter V seems to indicate that the greatest single attraction for those living some distance away is its' conventions. This is followed closely by attractions and special events sponsored by Fort Hays Kansas State College. Further, most of the people come to Hays on the average of three times per year and spend less than \$5.00 per trip.

There is one incidental observation to be made from the Tables within this Chapter and that is the number of questionnaires returned completed from Smith Center. The writer wishes to particularly thank the administrator and faculty as well as the participating students. Their exceptional cooperation was very much appreciated.

## CHAPTER VI

### CONCLUSIONS

In this chapter the principal conclusions brought forth by the survey will be listed. For the convenience of the reader they will be stated briefly and in a concise manner. The major part of the chapter will be devoted to a discussion of the three more important trade factors.

The following then, in the opinion of the writer, are those principal conclusions which developed from preceding chapters:

- (1) A great part of the population within the trade territory remains relatively stable because of agriculture occupation peculiar to the locality.
- (2) The trade territory extends at least to the limits of the survey on the West. It then begins to contract as one moves clockwise around the city. It finally reaches its nearest boundary to the East and Southeast of the city.
- (3) Radio and newspaper coverage tend to promote a favorable attitude toward Hays. This is not to say, however, that these two media establish a trade territory. It may be seen in Chapter III that the territory extends beyond the coverages of both radio and newspaper.
- (4) The greatest single shopping attraction offered by the city seemed to be a variety of dry goods. Conversely the most prominent detraction appeared to be lack of

accessibility within the city, i.e., narrow streets and lack of parking.

- (5) The consumer considered store personnel to be the most important factor in determining whether or not he shops at a particular store. This conclusion is reached positively from Table VIII, Chapter III, and negatively from Table IX, Chapter III.
- (6) The majority of those who trade in Hays are drawn principally by commercial facilities and come specifically to transact business. Generally, trading is not a secondary activity to meetings or other factors of attraction.
- (7) On the basis of this survey, medical facilities hold the second largest attraction for those within the trade territory. These facilities are followed closely by college activities.
- (8) More people preferred Saturday night opening to Thursday. This was true both in the city and in the trade territory.
- (9) Meetings and/or conventions comprise the largest single attraction for those outside the trade territory.

The conclusions listed above are the more important ones to be reached from this paper. Possibly many more of lesser import could be drawn from Chapters III and IV but they are, in most instances,

incidental to those listed.

In the opinion of the writer, however, there are three outstanding points to be concluded from this survey. They are: (a) the clear outline of the Hays Trade Territory, (b) the importance of personnel to a business firm, and (c) the importance of outstanding medical and educational facilities to a city.

The trade territory of the city of Hays may be likened to a wheel, severely flattened on one side, with the city as its hub. The one factor determining the shape of this wheel, or territory, is the location of cities of comparable size to the perimeter of the territory. It follows then that on the West, the only limiting factor is distance. It was in this direction that the boundary was not definitely located. Neither was it located on the North and Northwest for the same reason.

With no consideration for time and expense the limits of the territory in these directions could doubtless be located. It seems probable that somewhere between seventy-five and one hundred miles would be the perimeter of the territory. Beyond this distance smaller cities become the hub of a trade territory for most consumer purchasing. Obviously this belief is not based on this particular survey but rather on the writer's personal contact with many of those living in that area. In the opinion of the writer, as has been stated before, the territory on the Northeast, East, Southeast, and South was definitely established as being relatively shallow.

It should be stated here that overall consumer activity was



used as the basis for establishing the territory. There are firms within the city of Hays which offer particular lines of merchandise or selling methods attractive to those living beyond the trade territory. Thus, there are people living considerable distances away who occasionally come to Hays to trade. In this paper buying of this type was not considered as a basis for any of the preceding statistics.

The importance given store personnel by the consuming public has been discussed in Chapter III. On the basis of Table VIII, nearly half the attraction which any store holds for customers lies with the personnel. To the writer this seems to be a most significant point. With a training program directed toward customer, personnel relations, it would appear that most stores could better their situations without undue expense. Again, this is not a new idea. It is an old one bolstered by a few statistics.

The value of outstanding medical and educational facilities to the city has been discussed in this paper. There need be no further elaboration on this point since the people of Hays have, or should have, realized long ago this tremendous asset to their community. The value of these facilities is two-fold. On the one hand, the direct benefits of better medical service and higher educational opportunities to the citizens of the community and on the other, the secondary trading activities of those using these facilities from outside the community. This survey has been concerned with the secondary activities.

The writer sincerely hopes that some point drawn by the reader from this paper will aid in promoting the City of Hays to those it serves. To this end the paper is dedicated.



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11. 11.

The results of this questionnaire are to be used in the writing of my master's thesis at Fort Hays Kansas State College. Your kind cooperation will be greatly appreciated. ---- Robert L. Hoar.

Address: \_\_\_\_\_  
                     City                    State

How many times a year do you normally visit Hays? \_\_\_\_\_

What usual reasons do you have?

Visit students _____	See Attractions _____
Visit patients _____	Meetings or conventions _____
Medical service _____	Other _____
General Retail buying _____	

Approximately how much money did you spend in Hays? \_\_\_\_\_

What were your major purchases in the past two years in Hays? \_\_\_\_\_

The results of this questionnaire are to be used in the writing of my master's thesis at Fort Hays Kansas State College. Your kind cooperation will be greatly appreciated. ---- Robert L. Hoar.

Occupation \_\_\_\_\_. Size of family \_\_\_\_\_. Age range of children \_\_\_\_\_ to \_\_\_\_\_. Rural \_\_\_\_\_ Urban \_\_\_\_\_. How long at present address? \_\_\_\_\_. Do you read a Hays paper regularly? \_\_\_\_\_ Which paper? \_\_\_\_\_ If not, which paper or papers do you read regularly? \_\_\_\_\_ Please list, in order of importance to you, the three radio stations listened to most \_\_\_\_\_  
\_\_\_\_\_.

1. What about Hays advertising: Do you ever read it? \_\_\_\_\_, read special sales ads only \_\_\_\_\_, read ads occasionally \_\_\_\_\_, look for the ads in the paper regularly \_\_\_\_\_, dont' know \_\_\_\_\_. Which do you feel influences you more, radio advertising \_\_\_\_\_ or newspaper advertising \_\_\_\_\_?
2. What do you particularly like about trading in Hays? \_\_\_\_\_  
\_\_\_\_\_
3. What do you particularly dislike about trading in Hays? \_\_\_\_\_  
\_\_\_\_\_
4. As regards prices in Hays: would you say that they are on the whole too high \_\_\_\_\_, high on a few things \_\_\_\_\_, reasonable \_\_\_\_\_, low on a few things \_\_\_\_\_, generally low \_\_\_\_\_, don't know \_\_\_\_\_?
5. Will you please indicate the three that are most important in determining in which stores you shop?
 

a. Good service _____	h. Read their ads _____
b. Just habit _____	i. I just like the store _____
c. Quality or price _____	j. They have what I want _____
d. Have a charge account there _____	k. They have nationally advertised brands _____
e. Good sales people _____	l. Owners or clerks are friends _____
f. Wide variety of mdse _____	m. Ease of parking _____
g. Courtesy of personnel _____	n. Other reason _____
	What? _____

6. Would you please indicate which two of the following annoy you worst as regards shopping?
- |                                    |   |
|------------------------------------|---|
| a. Poor service _____              | e. Too little variety _____             |
| b. Slow to wait on customers _____ | f. Difficulty of parking _____          |
| c. High prices _____               | g. Goods displayed unattractively _____ |
| e. Poor sales people _____         | h. Other reason _____ What? _____       |
7. When you shop away from Hays: is it usually to get a better price \_\_\_\_\_, better quality \_\_\_\_\_, wider selection \_\_\_\_\_, because you happen to be in another city anyhow \_\_\_\_\_, or some other reason \_\_\_\_\_?
8. In the past year or so which of the following articles have you bought away from Hays?
- |                               |             |
|-------------------------------|-------------|
| a. Man's suit or coat _____   | Where _____ |
| b. Lady's dress or coat _____ | " _____     |
| c. Furniture _____            | " _____     |
| d. Women's shoes _____        | " _____     |
| e. Major appliances _____     | " _____     |
| f. Farm implements _____      | " _____     |
| g. Jewelry _____              | " _____     |
| h. Groceries _____            | " _____     |
| i. Autos and/or trucks _____  | " _____     |
- 8a. Did you make a special trip to buy it or were you away on other business? \_\_\_\_\_
9. What would you say is the most important attribute of a good sales clerk? \_\_\_\_\_
10. How does shopping in Hays compare, in general, to other cities familiar to you? Excellent \_\_\_\_\_, good \_\_\_\_\_, fair \_\_\_\_\_, poor \_\_\_\_\_.
11. Does dollar day attract you, as a buyer, to Hays? \_\_\_\_\_
12. In the last year, have you received medical attention in Hays? \_\_\_\_\_
13. In the last year, have you attended a Fort Hays Kasas State College special event? \_\_\_\_\_ If so did you make a special trip to see this event? \_\_\_\_\_
14. How often do you come to Hays to shop? \_\_\_\_\_
15. Do you order regularly from mail order houses? \_\_\_\_\_
16. What is your principal suggestion for improving shopping conditions in Hays? \_\_\_\_\_

17. Would Thursday night opening be more advantageous to you than Saturday night? Yes?      No?
18. How late must stores stay open to give you a chance for evening shopping? \_\_\_\_\_
19. Remarks:

The Hays Chamber of Commerce is vitally interested in consumer reaction to the following questions. It is hoped that from the results of several hundred of these questionnaires, we may be able to improve the business services of the city and more nearly meet your shopping desires. Would you please complete this questionnaire and return it to the school in the morning. Your cooperation will be greatly appreciated. Your name is not required.

Occupation \_\_\_\_\_. Size of family \_\_\_\_\_, Age range of children \_\_\_\_\_ to \_\_\_\_\_. Rural \_\_\_\_\_ Urban \_\_\_\_\_, How long at present address? \_\_\_\_\_ Do you read a Hays paper regularly? \_\_\_\_\_, which paper? \_\_\_\_\_. If not, which paper or papers do you read regularly? \_\_\_\_\_. Please list, in order of importance to you, the three radio stations listened to most \_\_\_\_\_  
\_\_\_\_\_.

1. What about Hays advertising: Do you ever read it? \_\_\_\_\_, read special sales ads only \_\_\_\_\_, read ads occasionally \_\_\_\_\_, look for the ads in the paper regularly \_\_\_\_\_, don't know \_\_\_\_\_. Which do you feel influences you more, radio advertising \_\_\_\_\_ or newspaper advertising \_\_\_\_\_?
2. What do you particularly like about trading in Hays? \_\_\_\_\_
3. What do you particularly dislike about trading in Hays? \_\_\_\_\_
4. As regards prices in Hays: would you say that they are on the whole too high \_\_\_\_\_, high on a few things \_\_\_\_\_, reasonable \_\_\_\_\_, low on a few things \_\_\_\_\_, generally low, \_\_\_\_\_, don't know \_\_\_\_\_?
5. Will you please indicate the three that are most important in determining in which stores you shop?
 

a. Good service _____	h. Read their ads _____
b. Just habit _____	i. I just like the store _____
c. Quality or price _____	j. They have what I want _____
d. Have a charge account there _____	k. They have nationally advertised brands _____
e. Good sales people _____	l. Owners or clerks are friends _____
f. Wide variety of mdse _____	m. Ease of parking _____
g. Courtesy of personnel _____	n. Other reason _____ What? _____
6. Would you please indicate which two of the following annoy you most as regards shopping?
 

a. Poor service. _____	e. Too little variety _____
b. Slow to wait on customers _____	f. Difficulty of parking _____
c. High prices _____	g. Goods displayed unattractively _____
d. Poor sales people _____	h. Other reason _____ What? _____
7. When you shop away from Hays is it usually to get a better price \_\_\_\_\_, better quality \_\_\_\_\_, wider selection \_\_\_\_\_, because you happen to be in another city anyhow \_\_\_\_\_, or some other reason \_\_\_\_\_?



8. In the past year or so which of the following articles have you bought away from Hays?
- |                         |       |       |       |
|-------------------------|-------|-------|-------|
| a. Man's suit or coat   | _____ | Where | _____ |
| b. Lady's dress or coat | _____ | "     | _____ |
| c. Furniture            | _____ | "     | _____ |
| d. Women's shoes        | _____ | "     | _____ |
| e. Major appliances     | _____ | "     | _____ |
| f. Farm implements      | _____ | "     | _____ |
| g. Jewelry              | _____ | "     | _____ |
| h. Groceries            | _____ | "     | _____ |
| i. Autos and/or trucks  | _____ | "     | _____ |
- 8a. Did you make a special trip to buy it or were you away on other business? \_\_\_\_\_
9. What would you say is the most important attribute of a good Sales clerk? \_\_\_\_\_
10. How does shopping in Hays compare, in general, to other cities familiar to you? Excellent \_\_\_\_\_, good \_\_\_\_\_, fair \_\_\_\_\_, poor \_\_\_\_\_.
11. Do you take advantage of Dollar Day? \_\_\_\_\_
12. In the last year, have you attended a F.H.K.S.C. special event? \_\_\_\_\_
13. Do you order regularly from mail order houses? \_\_\_\_\_
14. What is your principal suggestion from improving shopping conditions in Hays? \_\_\_\_\_
15. Would Thursday night opening be more advantageous to you than Saturday night? Yes \_\_\_\_\_ No. \_\_\_\_\_
16. How late must stores stay open to give you a chance for evening shopping? \_\_\_\_\_
17. Remarks: