

NEBRASKA RURAL POLL

## A Research Report

## Earning a Living in Nonmetropolitan Nebraska

## 2014 Nebraska Rural Poll Results

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## Executive Summary

While wage and salary jobs make up about 80 percent of all Nebraska jobs, they are being steadily replaced by self-employment. This is especially true in nonmetropolitan counties. Given this, what types of jobs do rural Nebraskans have? How many rural Nebraskans derive income from self-employment? What motivates rural Nebraskans' decision to be employed? This paper provides a detailed analysis of these questions.

This report details 1,943 responses to the 2014 Nebraska Rural Poll, the nineteenth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their employment. Comparisons are made among different respondent subgroups, that is, comparisons by age, income level, region, etc. Based on these analyses, some key findings emerged:

- Most rural Nebraskan households have full-time employment and many employed households derive part of their household income from self-employment. Three-quarters of rural Nebraskan households (75\%) currently have at least one full-time job. Thirty-four percent of rural Nebraskan households currently have at least one part-time job and 25 percent have at least one seasonal job. Forty-three percent of employed rural Nebraskan households received part of their income from self-employment in the past year.
- Just over four in ten employed rural Nebraska households (42\%) have multiple job holding by members of the household. Just under one-half (42\%) of the employed households have the same number of jobs as adults living in the household. Seventeen percent of the households have more adult members in their household than jobs.
- Persons living in or near the smallest communities are more likely than persons living in or near larger communities to have multiple job holding in their household. Just over one-half ( $51 \%$ ) of persons living in or near communities with populations ranging from 500 to 999 have multiple job holding in their household, compared to 37 percent of persons living in or near communities with more than 10,000 .
- Persons living in or near the smallest communities are more likely than persons living in or near larger communities to have received income from some type of self-employment activity. Over one-half ( $58 \%$ ) of employed households living in or near communities with less than 500 persons have at least one person who is self-employed, compared to 31 percent of households living in or near communities with populations of 10,000 or more.
$\checkmark$ Just over six in ten self-employed rural Nebraskan households located in or near the smallest communities ( $61 \%$ ) have a farm or ranch, 48 percent have a farm related business, 41 percent have a nonfarm business and 11 percent provide a contract service to a company.
- Most self-employed rural Nebraskan households get less than one-half of their total household income from self-employment. Over one-half (54\%) of self-employed rural Nebraskan households get less than one-half of their total household income from self-employment. Just
over one-quarter (29\%) of self-employed rural Nebraskan households get almost all (76 percent or more) of their household income from self-employment.
- Many self-employed rural Nebraskan households are content with self-employment and would not accept a job with an employer. Just over four in ten self-employed households (41\%) say a self-employed worker in the household would probably or definitely not accept a job for an employer instead of self-employment. One-third (33\%) don't know if they would accept a job and 26 percent probably or definitely would accept a job with an employer
- Eighteen percent of employed rural Nebraskan households have at least one member who telecommutes for at least one of their jobs.
- Twenty-eight percent of employed rural Nebraskan households report at least one member is overqualified for their job. Twenty-eight percent say at least one household member has settled for a job they are overqualified for because nothing better is available.
$\checkmark$ Younger persons, persons with lower household incomes and persons with food service or personal care occupations are the groups most likely to say someone in their household is overqualified for their job.
- Most employed rural Nebraskan households with at least one part-time job have at least one person who wants to work a full time workweek. Over eight in ten employed rural Nebraskan households with a part-time job (82\%) say at least one person wants to work a full time workweek of 35 hours or more per week.
- At least nine in ten rural Nebraskans rate income for basic needs (94\%) and being able to do work I enjoy (90\%) as either important or very important reasons in their decision to be employed. Other items rated as important by at least three-quarters of the respondents include: to secure health insurance (84\%), income to enjoy extras (82\%), and I enjoy meeting the challenges of work and being successful (79\%).


## Introduction

While wage and salary jobs make up about 80 percent of all Nebraska jobs, they are being steadily replaced by self-employment. This is especially true in nonmetropolitan counties. Given this, what types of jobs do rural Nebraskans have? How many rural Nebraskans derive income from self-employment? What motivates rural Nebraskans' decision to be employed? This paper provides a detailed analysis of these questions.

This report details 1,943 responses to the 2014 Nebraska Rural Poll, the nineteenth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their employment.

## Methodology and Respondent Profile

This study is based on 1,943 responses from Nebraskans living in 86 counties in the state. ${ }^{1}$ A self-administered questionnaire was mailed in April to 6,813 randomly selected households, including an oversample of 500 Hispanic households. Metropolitan counties not included in the sample were Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The 14-page questionnaire included questions

1 In the spring of 2013, the Grand Island area (Hall, Hamilton, Howard and Merrick Counties) was designated a metropolitan area. To facilitate comparisons from previous years, these four counties are still included in our sample. In addition, the Sioux City area metropolitan counties of Dixon and Dakota were added this year because of a joint Metro Poll being conducted by the University of Nebraska at Omaha that ensures all counties in the state were sampled. Although classified as metro, Dixon County is rural in nature. Dakota County is similar in many respects to other "micropolitan" counties the Rural Poll surveys.
pertaining to well-being, community, successful communities, personal safety and employment. This paper reports only results from the employment section.

A 29\% response rate was achieved using the total design method (Dillman, 1978). The sequence of steps used follow:

1. A pre-notification letter was sent requesting participation in the study.
2. The questionnaire was mailed with an informal letter signed by the project director approximately seven days later.
3. A reminder postcard was sent to the entire sample approximately seven days after the questionnaire had been sent.
4. Those who had not yet responded within approximately 14 days of the original mailing were sent a replacement questionnaire.

Appendix Table 1 shows demographic data from this year's study and previous rural polls, as well as similar data based on the entire nonmetropolitan population of Nebraska (using the latest available data from the 2010 U.S. Census and the 2008-2012 American Community Survey). As can be seen from the table, there are some marked differences between some of the demographic variables in our sample compared to the Census data. Thus, we suggest the reader use caution in generalizing our data to all rural Nebraska. However, given the random sampling frame used for this survey, the acceptable percentage of responses, and the large number of respondents, we feel the data provide useful insights into opinions of rural Nebraskans on the various issues presented in this report. The margin of error for this study is plus or minus two percent.

Since younger residents have typically been under-represented by survey respondents and older residents have been over-represented, weights were used to adjust the sample to match the age distribution in the nonmetropolitan counties in Nebraska (using U.S. Census figures from 2010).

The average age of respondents is 51 years. Sixty-eight percent are married (Appendix Table 1) and 69 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 42 years and have lived in their current community 27 years. Fifty-five percent are living in or near towns or villages with populations less than 5,000. Ninety-six percent have attained at least a high school diploma.

Thirty-four percent of the respondents report their 2013 approximate household income from all sources, before taxes, as below $\$ 40,000$. Fifty-four percent report incomes over $\$ 50,000$.

Sixty-nine percent were employed in 2013 on a full-time, part-time, or seasonal basis. Twenty-one percent are retired. Thirty-nine percent of those employed reported working in a management, professional, or education occupation. Twelve percent indicated they were employed in agriculture.

## Employment

Respondents were first asked what best describes their current situation. Most rural Nebraskans are currently working. Sixty-nine percent are working while 21 percent are retired. Five percent are homemakers, three percent are disabled, and one percent is currently students. Only one percent report being unemployed.

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Respondents were then asked how many full-time, part-time, and seasonal or other occasional jobs are currently held by up to three members of their household. Three quarters of rural Nebraskan households ( $75 \%$ ) have at least one full-time job (Figure 1). Just over one-third of households (34\%) currently have at least one part-time job and 25 percent have at least one seasonal or occasional job.

Figure 1. Types of Jobs Held


Types of jobs currently held by rural Nebraskan households are examined by community size, region and various individual attributes
(Appendix Table 2). Persons living in or near smaller communities are more likely than persons living in or near larger communities to have at least one seasonal or occasional job in their household. Approximately 30 percent of persons living in or near communities with populations under 5,000 have at least one seasonal or occasional job in their household, compared to 21 percent of persons living in or near communities with 10,000 or more persons.

Persons with the highest household incomes are more likely than persons with lower incomes to have at least one full-time job in their household. Eighty-nine percent of persons with household incomes of $\$ 60,000$ or more
have at least one full-time job in the household, compared to 34 percent of persons with household incomes under $\$ 20,000$. Persons with mid-level incomes are the group most likely to have a seasonal or occasional job.

Persons with the highest education levels are more likely than persons with less education to have all types of employment in their household. And, the youngest persons are more likely than older persons to have all types of jobs. At least nine in ten persons under the age of 50 have at least one full-time job in their household. And, over one-third of persons under the age of 64 have at least one part-time job in their household. The persons who have never married and the married persons are the marital groups most likely to have all types of jobs in their household.

When comparing responses by occupation, persons with jobs classified as other are the group least likely to have a full-time job in their household. Persons with sales or office support occupations are the group most likely to have a part-time job in their household. Just over one-half ( $51 \%$ ) of persons with these types of occupations have at least one part-time job in their household. Persons with occupations in agriculture are the group most likely to have a seasonal or occasional job in their household.

Next, the total number of jobs in the household was compared to the number of adults living in the household. Only households with at least one job were included in this analysis. Just over four in ten employed rural Nebraska households (42\%) have more jobs than adult members of their household or multiple job holding by members of the household (Figure 2). Forty-two percent of the employed households have the same number of jobs as adults living in the household. Seventeen

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Figure 2. Number of Jobs in Household Compared to Number of Adults

percent of the households have more adult members in their household than jobs.

Multiple job holding by households is examined by community size, region and various individual attributes (Appendix Table 3). Persons living in or near the smallest communities are more likely than persons living in or near larger communities to have multiple job holding in their household. Just over one-half ( $51 \%$ ) of persons living in or near communities with populations ranging from 500 to 999 have multiple job holding in their household, compared to 37 percent of persons living in or near communities with populations of 10,000 or more.

Other groups most likely to have multiple job holding in their household include: persons with higher household incomes, persons under the age of 50 , and persons with higher education levels. When comparing responses by occupations, persons with occupations classified as other and persons with sales or office support occupations are the groups most likely to have multiple job holding in their household.

The following questions were only asked of those households having at least one job in the household. Respondents were asked if anyone in their household telecommutes for any of their jobs (work for an employer from home at least 1 day in a typical week). Eighteen percent of employed rural Nebraskan households report at least one member telecommutes for their job (Figure 3).

Figure 3. Does anyone in the household telecommute for any of their jobs?


Some statistically significant differences are found by the characteristics examined (Appendix Table 4). Females are more likely than males to have a household member who telecommutes. When comparing responses by education level, persons with some college education (but not a four year degree) are the group most likely to have a household member who telecommutes. Persons who have never married are the marital group most likely to have a household member who telecommutes.

Next, respondents were asked, "Sometimes people have to settle for a job they are over-qualified for because nothing better is available. Does that describe any person in this household?" Just over one-quarter (28\%) of employed rural Nebraskan households report at least one member has settled for a job for which they are overqualified (Figure 4).

This question was examined by community size, region and various individual attributes

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Figure 4. Has any household member settled for a job they are overqualified for because nothing better is available?

(Appendix Table 5). Persons with lower household incomes are more likely than persons with higher incomes to report having a household member who is overqualified for their job. Forty percent of persons with household incomes under $\$ 20,000$ say a household member is overqualified for their job, compared to 20 percent of persons with household incomes of $\$ 60,000$ or more (Figure 5).

Figure 5. Proportion Overqualified for Current Job by Household Income


Younger persons are more likely than older persons to have a household member who is overqualified for their job. Forty-one percent of persons age 19 to 29 say a household member is overqualified for their job, compared to 20 percent of persons age 65 and older.

Persons with food service or personal care occupations are more likely than persons with different occupations to say a household member is overqualified for their job. Forty-one percent of persons with these types of occupations report having a household member who is overqualified for their job, compared to 16 percent of persons with occupations in agriculture.

Most employed rural Nebraskan households have someone who works 50 or more weeks in the year. Eighty-two percent of rural Nebraskan households report a member worked 50 or more weeks in the past year (including paid vacation, sick leave and military service).

The groups most likely to report having a household member who worked 50 or more weeks during the past year include: persons living in or near communities with populations ranging from 5,000 to 9,999; persons with higher household incomes; persons with higher education levels; persons under the age of 65 ; married persons; persons with sales or office support occupations; and persons with occupations classified as other (Appendix Table 6).

Most employed rural Nebraskan households also have someone who works at least 35 hours per week. Ninety-one percent of employed rural Nebraskan households report at least one member works 35 or more hours each week.

The groups most likely to report having a household member who works 35 or more hours per week include: persons living in or near communities with populations ranging from 5,000 to 9,999; persons with higher household incomes; persons with higher education levels; persons under the age of 65 ; persons who are divorced or separated; married
persons and persons with construction, installation or maintenance occupations (Appendix Table 7).

Next, employed households with at least one part-time job were asked if any person in the household wanted to work a full time workweek of 35 hours or more per week. Over eight in ten employed rural Nebraskan households ( $82 \%$ ) have someone who wants to work a full time workweek (Figure 6).

Figure 6. Does any person in the household want to work a full-time workweek?


Out of households with at least one part-time job

Households with part-time employees living in or near communities with populations ranging from 5,000 to 9,999 are more likely than part-time employed households in different sized communities to say someone in the household wants to work a full time workweek (Appendix Table 8).

Other groups most likely to report having a household member wanting to work a full time workweek include: persons with higher household incomes, females, persons with higher education levels, persons between the ages of 30 and 49 , and married persons. When comparing responses by occupation, persons with food service or personal care occupations are the group least likely to have someone in their household who wants to work full-time.

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Finally, those households who have at least one individual who is currently working part time or only part of the year were asked why. Almost one-third of households with part-time employees (31\%) say they don't want or need to work full-time (Figure 7). Over one-third (37\%) of part-time employed households say that worker is in school. Sixteen percent say only part-time work is available and 14 percent cite the care of children.

The reasons for working part-time are examined by various characteristics (Appendix Table 9). Residents of both the Panhandle and North Central regions are more likely than residents of other regions to say only part-time work is available (see Appendix Figure 1 for the counties included in each region).
Approximately 21 percent of residents of these two regions say only part-time work is available,

Figure 7. Reasons for Working Part Time or Part of the Year

compared to nine percent of residents of the Southeast region. Residents of the Southeast region are the regional group most likely to cite care of children as a reason for working part-time. And, residents of the Northeast region are more likely than residents of other regions to say a household member works part-time because they are in school.

Persons with lower household incomes are more likely than persons with higher incomes to say someone in their household works part-time because only part-time work is available and for health reasons. Persons with higher household incomes are more likely than persons with lower incomes to say someone in their household doesn't want to or need to work full-time.

Females are more likely than males to say a household member works part-time because of they are in school and only part-time work is available. Males are more likely than females to say someone in their household doesn't need or want to work full-time.

The youngest persons are more likely than older persons to say someone works part-time because they are in school. Persons age 30 to 39 are the age group most likely to say the care of children is the reason an individual in their household works part-time. The majority of the oldest persons ( $73 \%$ ) say a household member works part-time because they don't want or need to work full-time.
Persons with the lowest education levels are more likely than persons with more education to say an individual in their home doesn't want or need to work full-time. Persons with some college education but not a four year degree are the group most likely to say only part-time work is available. Persons with the highest education levels are more likely than persons

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with less education to say care of children and being in school are reasons someone in their household works part-time.

Most of the persons who have never married (63\%) say someone in their household works part-time because they are in school. Married persons are the marital group most likely to say someone works part-time because of the care of children.

Persons with production, transportation or warehousing occupations are more likely than persons with different occupations to say someone works part-time because of slow business. Persons with sales or office support occupations are the group most likely to say a household member works part-time because of health reasons.

## Self-Employment

Self-employment is an important part of the economy of Nebraska. In this survey, self-employment is defined as the following. Self-employed people either: 1) own a business, farm or ranch and are paid directly by their clients/customers; 2) are paid directly by clients/customers for a service they provide (for example, in home daycare, freelance writing, home or auto repairs); or 3) contract their services to a company but are not considered employees (the company does not withhold taxes or pay benefits).

Based on the above definition, respondents were asked if any person in their household received any income from self-employment in the past year. Over four in ten employed rural Nebraskan households (43\%) received some income from self-employment during the past year.

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Certain groups of respondents are more likely than others to have a self-employed individual in their household (Appendix Table 10). Persons living in or near smaller communities are more likely than persons living in or near larger communities to have earned income from some type of self-employment activity during the past year. Fifty-eight percent of persons living in or near communities with less than 500 persons have a self-employed individual in their household, compared to 31 percent of persons living in or near communities with populations of 10,000 or more (Figure 8).

Figure 8. Self-Employment by Community Size


Residents of the North Central region are the regional group most likely to have some type of self-employment income. Six in ten residents of the North Central region (60\%) received some income from self-employment in the past year, compared to 36 percent of the Panhandle residents.

Older persons are more likely than younger persons to have received some income from self-employment during the past year. One-half (50\%) of persons age 65 and older received some income from self-employment, compared to 32 percent of persons age 19 to 29 .

Other groups most likely to have a self-employed individual in their household include: persons with higher household incomes, persons with higher education levels, married persons, and persons with occupations in agriculture.

Those who reported having some income from self-employment were asked what types of selfemployment they have in their household. Over one-half (55\%) of self-employed households have a non-farm business or self-employment activity. Just over four in ten self-employed households (44\%) have a farm or ranch. Thirty-eight percent of the self-employed households have a farm related business or self-employment activity and 14 percent provide a contract service to a company.

The types of self-employment are examined by community size, region and various individual attributes (Appendix Table 11). Persons living in or near smaller communities are more likely than persons living in or near larger communities to have a farm or ranch and to have a farm related business. Persons living in or near larger communities are more likely than persons living in or near smaller communities to have a nonfarm business.

Residents of the Northeast region are more likely than residents of other regions of the state to have a farm related business. Forty-five percent of Northeast residents have a farm related business, compared to 19 percent of Panhandle residents.

Both the oldest and youngest persons are the age groups most likely to have a farm or ranch. The youngest persons are more likely than older persons to have a farm related business.
Persons age 30 to 39 are the group most likely to have a nonfarm business. And, persons age

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40 to 49 are the group most likely to provide a contract service to a company.

Persons with some college education (but not a four year degree) are more likely than persons with different education levels to have a farm related business in their household. Persons with the highest education levels are more likely than persons with less education to have a nonfarm business. Males are more likely than females to have a farm or ranch or to have a farm related business.

As expected, those listing agriculture occupations are most likely to have a farm or ranch. But persons with occupations classified as other are the group most likely to have a farm-related business. Persons with food service or personal care occupations are the group most likely to have a nonfarm business. Persons with production, transportation or warehousing occupations are the group most likely to have a household member who provides a contract service to a company.

Most self-employed rural Nebraskan households (54\%) get less than one-half of their total household income from self-employment.
Just over one-quarter (29\%) of the self-employed households get almost all (76 percent or more) of their household income from self- employment (Figure 9).

The proportion of household income resulting from self-employment differs by community size and some individual attributes (Appendix Table 12). Persons with higher household incomes are more likely than persons with lower incomes to receive at least three-quarters of their household income from selfemployment.

Figure 9. Percent of Total Household Income from Self-Employment


Other groups most likely to have at least three-quarters of their household income result from self-employment include persons age 50 to 64 persons and persons with occupations in agriculture.

Finally, the self-employed households were asked if a household self-employed worker would accept a job with an employer instead. The exact question wording was, "If instead of self-employment, a household self-employed worker could get a job with an employer (who pays benefits and withholds taxes) at the going wage rate for someone with similar experience and education, do you think that job would be accepted?"

Many self-employed rural Nebraskan households are content with self-employment and would not accept a job with an employer. Just over four in ten self-employed households (41\%) would probably or definitely not accept a job for an employer instead of self-employment (Figure 10). One-third (33\%) don't know if they would accept a job and 26 percent probably or definitely would accept a job with an employer.

The responses to this question differ by some of the characteristics examined (Appendix Table 13). Persons with food service or personal care

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Figure 10. Would Accept Job Instead of Self-Employment

occupations are more likely than persons with different occupations to say someone would accept a job with an employer instead of self-employment. Almost one-half (48\%) of self-employed households with food service or personal care occupations probably or definitely would accept a job with an employer instead of self-employment.

Persons age 40 to 49 are the age group most likely to say they would accept a job with an employer. Almost one-half (46\%) of persons age 40 to 49 say a household self-employed worker would probably or definitely accept a job with an employer. Other groups most likely to say a household self-employed worker would accept a job with an employer instead of self-employment include persons with lower household incomes and females.

## Motivations for Employment

Respondents were next asked about their motivations for employment. Those respondents who are disabled or retired with no plans to work in the future were asked to skip this question. The exact question was
worded, "How important are the following items in your decision to be employed or plans for employment?" The answers ranged from not important to very important.

Most of the items listed were rated as important or very important by a majority of the respondents. At least nine in ten rural Nebraskans rate income for basic needs (94\%) and being able to do work I enjoy (90\%) as either important or very important reasons in their decision to be employed (Table 1). Other items rated as important by at least three-quarters of the respondents include: to secure health insurance (84\%), income to enjoy
extras (82\%), and I enjoy meeting the challenges of work and being successful (79\%). These motivations are examined by community size, region and various individual attributes (Appendix Table 14). Younger persons are more likely than older persons to say to apply my education is an important reason in their decision to be employed. Seventy-three percent of persons age 19 to 29 rate this reason as important, compared to 42 percent of persons age 65 and older.

Other groups most likely to rate to apply my education as important include: persons living in or near larger communities, persons with higher household incomes, females, persons

Table 1. Importance of Items in Decision to be Employed

|  | Not important | Not very important | Somewhat important | Important | Very important |
| :---: | :---: | :---: | :---: | :---: | :---: |
| To apply my education | 9\% | 11\% | 21\% | 31\% | 29\% |
| To keep my skills up to date | 5 | 7 | 17 | 40 | 31 |
| Being able to do work I enjoy | 1 | 2 | 7 | 34 | 56 |
| Income for basic needs | 1 | 2 | 4 | 30 | 64 |
| To secure health insurance | 5 | 4 | 8 | 27 | 57 |
| Income to enjoy extras | 1 | 3 | 14 | 39 | 43 |
| Started or would like to start a new venture | 22 | 26 | 25 | 17 | 12 |
| Being able to "make a difference" | 6 | 8 | 23 | 32 | 31 |
| To keep myself busy/active | 3 | 4 | 19 | 44 | 30 |
| I enjoy meeting the challenges of work and being successful | 2 | 3 | 16 | 39 | 40 |
| Social aspects of the work place - being with people | 4 | 8 | 23 | 36 | 29 |
| Having an opportunity for career advancement | 8 | 10 | 20 | 35 | 28 |

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with higher education levels, persons who have never married, and persons with management, professional or education occupations.

Residents of the Panhandle are more likely than residents of other regions of the state to rate to keep my skills up to date as an important reason in their decision to be employed. Eighty percent of Panhandle residents rate this reason as important, compared to 65 percent of residents of the Southeast region.

Other groups most likely to rate to keep my skills up to date as important include: persons living in or near larger communities, persons with higher household incomes, younger persons, females, persons with higher education levels, persons who have never married, and persons with management, professional or education occupations.

Persons with management, professional or education occupations as well as occupations in healthcare support or public safety are the occupations groups most likely to rate being able to do work I enjoy as important. Ninety-six percent of persons with these types of occupations rate this reason as important, compared to 74 percent of persons with occupations in production, transportation and warehousing.

Other groups most likely to rate being able to do work I enjoy as important include: younger persons, females, and persons with the highest education levels.

Younger persons are more likely than older persons to rate income for basic needs as an important reason in their decision to be employed. At least nine in ten persons under the age of 65 rate this reason as important,
compared to 76 percent of persons age 65 and older.

Persons with production, transportation and warehousing occupations as well as occupations in healthcare support or public safety are the occupations groups most likely to rate to secure health insurance as important. Ninety-one percent of the persons with these types of occupations rate this reason as important, compared to 65 percent of persons with occupations in agriculture.

Other groups most likely to rate to secure health insurance as important include: persons living in or near larger communities, persons with higher household incomes, younger persons, females and persons who have never married.

The groups most likely to rate income to enjoy extras as an important reason include: persons living in or near larger communities, younger persons, females and persons with management, professional or education occupations.

Younger persons are more likely than older persons to rate started or would like to start a new venture as an important reason in their decision to be employed. One-half (50\%) of persons age 19 to 29 rate this reason as important, compared to nine percent of persons age 65 and older.

Persons with food service or personal care occupations are the occupation group most likely to rate started or would like to start a new venture as an important reason in their decision to be employed. Forty-one percent of persons with these types of occupations rate this reason as important.

Persons with management, professional or education occupations are more likely than persons with different types of occupations to rate being able to make a difference as an important reason in their decision to be employed. Seventy-four percent of persons with these types of occupations rate this reason as important, compared to 41 percent of persons with production, transportation and warehousing occupations.

Other groups most likely to rate being able to make a difference as important include: persons living in or near larger communities, Panhandle residents, residents of the South Central region, persons with higher household incomes, younger persons, females, and persons with higher education levels. When comparing responses by marital status, persons who are divorced or separated are the group least likely to rate this reason as important.

Persons with occupations in agriculture are more likely than persons with different occupations to rate to keep myself busy/active as an important reason in their decision to be employed. Eighty-four percent of persons with occupations in agriculture rate this reason as important, compared to 52 percent of persons with occupations classified as other.

Other groups most likely to rate to keep myself busy/active as important include: Panhandle residents, residents of the South Central region, and younger persons.
The groups most likely to rate I enjoy meeting the challenges of work and being successful as important include: persons with higher household incomes, younger persons, persons with higher education levels, persons who are divorced or separated, and persons with management, professional or education occupations.

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Persons with healthcare support or public safety occupations are more likely than persons with different occupations to rate social aspects of the work place as important in their decision to be employed. Seventy-seven percent of persons with these types of occupations rate this reason as important, compared to 44 percent of persons with construction, installation or maintenance occupations.

Other groups most likely to rate social aspects of the work place as important include: residents of the South Central region, residents of the Southeast region, persons with higher household incomes, younger persons, females, and persons who have never married.

The groups most likely to rate having an opportunity for career advancement as important include: residents of the Northeast region, younger persons, persons with higher education levels, persons who have never married, persons who are divorced/separated, persons with healthcare support or public safety occupations, and persons with management, professional or education occupations.

## Conclusion

Most rural Nebraskan households have full-time employment and many employed households derive part of their household income from self-employment. Self-employment is more prevalent in smaller communities. Most rural Nebraskans living in or near the smallest communities have self-employment in their household.

Some rural Nebraska households also have multiple job holding by members of the
household. Again, this is more likely to occur in the smallest communities.

Most self-employed rural Nebraskan households get less than one-half of their total household income from self-employment. However, over one-quarter (29\%) of self-employed rural Nebraskans get almost all of their household income from self-employment. Many self-employed rural Nebraskan households are content with self-employment and would not accept a job with an employer.

Some employed rural Nebraskan households (18\%) have an individual in their household who telecommutes for at least one of their jobs. And, 28 percent of employed rural Nebraskan households say someone has settled for a job they are overqualified for because nothing better is available. Younger persons, persons with lower household incomes and persons with food service or personal care occupations are the groups most likely to say someone in their household is overqualified for their job.

Some of the top motivations for employment for rural Nebraskans include: income for basic needs, being able to do work I enjoy, to secure health insurance, income to enjoy extras, and I enjoy meeting the challenges of work and being successful.

Appendix Figure 1. Regions of Nebraska
Nebraska Metropolitan and Nonmetropolitan Counties (2013 Definitions)


Source: 2013 Metropolitan and Micropolitan Definitions, Office of Management and Budget, released 2-28-13
Prepared by: David Drozd, Center for Public Affairs Research, University of Nebraska at Omaha - August 11, 2014

Appendix Table 1. Demographic Profile of Rural Poll Respondents ${ }^{1}$ Compared to 2010 Census and 2008-2012 American Community Survey 5 Year Average for Nebraska*

|  | $\begin{gathered} 2014 \\ \text { Poll } \end{gathered}$ | $\begin{gathered} 2013 \\ \text { Poll } \end{gathered}$ | $\begin{gathered} 2012 \\ \text { Poll } \end{gathered}$ | $\begin{gathered} 2011 \\ \text { Poll } \end{gathered}$ | $\begin{gathered} 2010 \\ \text { Poll } \end{gathered}$ | $\begin{gathered} 2009 \\ \text { Poll } \end{gathered}$ | $\begin{gathered} 2008-2012 \\ A C S \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Age : ${ }^{2}$ |  |  |  |  |  |  |  |
| 20-39 | 32\% | 31\% | 31\% | 31\% | 32\% | 32\% | 30.7\% |
| 40-64 | 46\% | 44\% | 44\% | 44\% | 44\% | 44\% | 45.6\% |
| 65 and over | 23\% | 24\% | 24\% | 24\% | 24\% | 24\% | 23.7\% |
| Gender: ${ }^{3}$ |  |  |  |  |  |  |  |
| Female | 57\% | 51\% | 61\% | 60\% | 59\% | 57\% | 50.9\% |
| Male | 43\% | 49\% | 39\% | 40\% | 41\% | 43\% | 49.1\% |
| Education: ${ }^{4}$ |  |  |  |  |  |  |  |
| Less than $9^{\text {th }}$ grade | 1\% | 1\% | 1\% | 1\% | 1\% | 2\% | 4.7\% |
| $9^{\text {th }}$ to $12^{\text {th }}$ grade (no diploma) | 3\% | 3\% | 3\% | 3\% | 3\% | 3\% | 7.3\% |
| High school diploma (or equiv.) | 18\% | 23\% | 22\% | 26\% | 25\% | 26\% | 34.3\% |
| Some college, no degree | 23\% | 25\% | 25\% | 23\% | 25\% | 25\% | 26.2\% |
| Associate degree | 16\% | 15\% | 15\% | 16\% | 14\% | 15\% | 10.0\% |
| Bachelors degree | 24\% | 22\% | 24\% | 19\% | 20\% | 20\% | 12.6\% |
| Graduate or professional degree | 16\% | 12\% | 11\% | 12\% | 11\% | 10\% | 5.0\% |
| Household Income: ${ }^{5}$ |  |  |  |  |  |  |  |
| Less than \$10,000 | 5\% | 5\% | 6\% | 6\% | 6\% | 6\% | 6.0\% |
| \$10,000-\$19,999 | 7\% | 7\% | 10\% | 10\% | 10\% | 9\% | 12.6\% |
| \$20,000-\$29,999 | 8\% | 13\% | 11\% | 13\% | 13\% | 13\% | 12.6\% |
| \$30,000-\$39,999 | 14\% | 10\% | 10\% | 14\% | 12\% | 13\% | 11.9\% |
| \$40,000-\$49,999 | 12\% | 15\% | 12\% | 11\% | 13\% | 12\% | 10.5\% |
| \$50,000-\$59,999 | 13\% | 10\% | 13\% | 12\% | 11\% | 13\% | 9.8\% |
| \$60,000-\$74,999 | 13\% | 11\% | 14\% | 12\% | 13\% | 14\% | 11.3\% |
| \$75,000 or more | 29\% | 29\% | 25\% | 22\% | 23\% | 21\% | 25.2\% |
| Marital Status: ${ }^{6}$ |  |  |  |  |  |  |  |
| Married | 68\% | 70\% | 70\% | 66\% | 71\% | 68\% | 62.4\% |
| Never married | 12\% | 12\% | 10\% | 14\% | 9\% | 10\% | 16.9\% |
| Divorced/separated | 12\% | 9\% | 11\% | 11\% | 11\% | 11\% | 12.4\% |
| Widowed/widower | 8\% | 9\% | 10\% | 10\% | 9\% | 11\% | 8.3\% |

[^0]
## Types of jobs currently held

|  | Full-time jobs | Part-time jobs | Seasonal jobs |
| :---: | :---: | :---: | :---: |
|  | Percent having at least one of each type of job in household |  |  |
| Total | 75 | 34 | 25 |
| Community Size | ( $\mathrm{n}=1762$ ) | ( $\mathrm{n}=1764$ ) | ( $\mathrm{n}=1760$ ) |
| Less than 500 | 72 | 40 | 28 |
| 500-999 | 81 | 40 | 30 |
| 1,000-4,999 | 76 | 34 | 30 |
| 5,000-9,999 | 79 | 36 | 27 |
| 10,000 and up | 74 | 32 | 21 |
| Significance | (.075) | (.077) | (.006) |
| Region | ( $\mathrm{n}=1828$ ) | ( $\mathrm{n}=1829$ ) | ( $\mathrm{n}=1825$ ) |
| Panhandle | 73 | 37 | 21 |
| North Central | 73 | 31 | 27 |
| South Central | 77 | 35 | 27 |
| Northeast | 74 | 35 | 25 |
| Southeast | 73 | 33 | 22 |
| Significance | (.658) | (.720) | (.360) |
| Income Level | ( $\mathrm{n}=1682$ ) | ( $\mathrm{n}=1681$ ) | ( $\mathrm{n}=1678$ ) |
| Under \$20,000 | 34 | 33 | 20 |
| \$20,000-\$39,999 | 69 | 30 | 25 |
| \$40,000-\$59,999 | 83 | 41 | 31 |
| \$60,000 and over | 89 | 35 | 26 |
| Significance | (.000) | (.017) | (.019) |
| Gender | ( $\mathrm{n}=1790$ ) | ( $\mathrm{n}=1792$ ) | ( $\mathrm{n}=1789$ ) |
| Male | 75 | 34 | 25 |
| Female | 75 | 35 | 26 |
| Significance | (.451) | (.254) | (.272) |
| Education | ( $\mathrm{n}=1778$ ) | ( $\mathrm{n}=1780$ ) | ( $\mathrm{n}=1776$ ) |
| H.S. diploma or less | 57 | 19 | 12 |
| Some college | 77 | 41 | 25 |
| Bachelors/grad degree | 84 | 38 | 34 |
| Significance | (.000) | (.000) | (.000) |
| Age | ( $\mathrm{n}=1833$ ) | ( $\mathrm{n}=1834$ ) | ( $\mathrm{n}=1832$ ) |
| 19-29 | 95 | 38 | 39 |
| 30-39 | 95 | 39 | 28 |
| 40-49 | 94 | 44 | 36 |
| 50-64 | 82 | 37 | 21 |
| 65 and older | 21 | 18 | 10 |
| Significance | (.000) | (.000) | (.000) |
| Marital Status | ( $\mathrm{n}=1777$ ) | ( $\mathrm{n}=1779$ ) | ( $\mathrm{n}=1776$ ) |
| Married | 80 | 37 | 26 |
| Never married | 79 | 40 | 38 |
| Divorced/separated | 73 | 25 | 16 |
| Widowed | 21 | 16 | 7 |
| Significance | (.000) | (.000) | (.000) |

Appendix Table 2 continued.

|  | Types of jobs currently held |  |  |
| :---: | :---: | :---: | :---: |
|  | Full-time jobs | Part-time jobs | Seasonal jobs |
| Occupation | ( $\mathrm{n}=1273$ ) | ( $\mathrm{n}=1275$ ) | ( $\mathrm{n}=1271$ ) |
| Management, professional or education | 95 | 39 | 32 |
| Sales or office support | 93 | 51 | 34 |
| Construction, installation or maintenance | 96 | 39 | 32 |
| Production, transportation or warehousing | 95 | 36 | 13 |
| Agriculture | 90 | 47 | 42 |
| Food service or personal care | 85 | 46 | 32 |
| Healthcare support or public safety | 91 | 47 | 29 |
| Other <br> Significance | $\begin{gathered} 80 \\ (.000) \\ \hline \end{gathered}$ | $\begin{gathered} 44 \\ (.092) \\ \hline \end{gathered}$ | $\begin{gathered} 29 \\ (.002) \\ \hline \end{gathered}$ |

# Number of Jobs in Household Compared to Number of Adults <br> Living in Household 

|  | Fewer Jobs than <br> Adults in Household | Jobs Equal to Adults <br> in Household | More Jobs than <br> Adults in Household | Significance |
| ---: | :---: | :---: | :---: | :---: |

[^1]Does anyone in the household telecommute for any of their jobs (worked for an employer from home at least 1 day in a typical week)?

|  | Yes |  | No | Significance |
| :---: | :---: | :---: | :---: | :---: |
|  | Percentages of households with at least one job |  |  |  |
| Total | 18 |  | 82 |  |
| Community Size |  | ( $\mathrm{n}=1269$ ) |  |  |
| Less than 500 | 19 |  | 81 |  |
| 500-999 | 21 |  | 79 |  |
| 1,000-4,999 | 21 |  | 80 | $\chi^{2}=$ |
| 5,000-9,999 | 11 |  | 90 | 9.51 |
| 10,000 and up | 16 |  | 84 | (.050) |
| Region |  | ( $\mathrm{n}=1303$ ) |  |  |
| Panhandle | 20 |  | 80 |  |
| North Central | 18 |  | 82 |  |
| South Central | 15 |  | 85 | $\chi^{2}=$ |
| Northeast | 21 |  | 80 | 4.66 |
| Southeast | 18 |  | 82 | (.324) |
| Income Level |  | ( $\mathrm{n}=1228$ ) |  |  |
| Under \$20,000 | 21 |  | 79 |  |
| \$20,000-\$39,999 | 12 |  | 88 | $\chi^{2}=$ |
| \$40,000-\$59,999 | 18 |  | 82 | 7.20 |
| \$60,000 and over | 19 |  | 81 | (.066) |
| Gender |  | ( $\mathrm{n}=1284$ ) |  | $\chi^{2}=$ |
| Male | 15 |  | 85 | 3.88* |
| Female | 20 |  | 81 | (.028) |
| Education |  | ( $\mathrm{n}=1282$ ) |  |  |
| H.S. diploma or less | 13 |  | 87 | $\chi^{2}=$ |
| Some college | 21 |  | 80 | 6.19* |
| Bachelors/grad degree | 17 |  | 83 | (.045) |
| Age |  | $(\mathrm{n}=1307)$ |  |  |
| 19-29 | 14 |  | 86 |  |
| 30-39 | 21 |  | 80 |  |
| 40-49 | 22 |  | 78 | $\chi^{2}=$ |
| 50-64 | 16 |  | 84 | 8.95 |
| 65 and older | 17 |  | 83 | (.062) |
| Marital Status |  | $(\mathrm{n}=1271)$ |  |  |
| Married | 18 |  | 82 |  |
| Never married | 23 |  | 77 | $\chi^{2}=$ |
| Divorced/separated | 12 |  | 88 | 8.42* |
| Widowed | 9 |  | 91 | (.038) |
| Occupation |  | $(\mathrm{n}=1100)$ |  |  |
| Mgt, prof or education | 19 |  | 81 |  |
| Sales or office support | 17 |  | 83 |  |
| Constrn, inst or maint | 15 |  | 85 |  |
| Prodn/trans/warehsing | 11 |  | 89 |  |
| Agriculture | 23 |  | 77 |  |
| Food serv/pers. care | 22 |  | 79 | $\chi^{2}=$ |
| Hlthcare supp/safety | 16 |  | 84 | 7.80 |
| Other | 13 |  | 87 | (.350) |

Sometimes people have to settle for a job they are overqualified for because nothing better is available. Does that describe any person in this household?

|  | Yes |  | No | Significance |
| :---: | :---: | :---: | :---: | :---: |
|  | Percentages of households with at least one job |  |  |  |
| Total | 28 |  | 72 |  |
| Community Size |  | $(\mathrm{n}=1334)$ |  |  |
| Less than 500 | 26 |  | 74 |  |
| 500-999 | 30 |  | 70 |  |
| 1,000-4,999 | 26 |  | 74 | $\chi^{2}=$ |
| 5,000-9,999 | 31 |  | 70 | 3.06 |
| 10,000 and up | 30 |  | 70 | (.548) |
| Region |  | $(\mathrm{n}=1367)$ |  |  |
| Panhandle | 30 |  | 71 |  |
| North Central | 27 |  | 74 |  |
| South Central | 30 |  | 70 | $\chi^{2}=$ |
| Northeast | 27 |  | 73 | 2.36 |
| Southeast | 26 |  | 74 | (.670) |
| Income Level |  | $(\mathrm{n}=1288)$ |  |  |
| Under \$ 20,000 | 40 |  | 60 |  |
| \$20,000-\$39,999 | 30 |  | 70 | $\chi^{2}=$ |
| \$40,000-\$59,999 | 39 |  | 61 | 45.64* |
| \$60,000 and over | 20 |  | 80 | (.000) |
| Gender |  | $(\mathrm{n}=1343)$ |  | $\chi^{2}=$ |
| Male | 26 |  | 74 | 2.20 |
| Female | 30 |  | 70 | (.077) |
| Education |  | $(\mathrm{n}=1346)$ |  |  |
| H.S. diploma or less | 25 |  | 75 | $\chi^{2}=$ |
| Some college | 28 |  | 72 | 1.69 |
| Bachelors/grad degree | 30 |  | 71 | (.429) |
| Age |  | $(\mathrm{n}=1370)$ |  |  |
| 19-29 | 41 |  | 59 |  |
| 30-39 | 26 |  | 74 |  |
| 40-49 | 29 |  | 71 | $\chi^{2}=$ |
| 50-64 | 22 |  | 78 | 33.84* |
| 65 and older | 20 |  | 80 | (.000) |
| $\underline{\text { Marital Status }}$ |  | $(\mathrm{n}=1328)$ |  |  |
| Married | 29 |  | 71 |  |
| Never married | 22 |  | 78 | $\chi^{2}=$ |
| Divorced/separated | 30 |  | 71 | 3.88 |
| Widowed | 30 |  | 70 | (.275) |
| Occupation |  | $(\mathrm{n}=1150)$ |  |  |
| Mgt, prof or education | 26 |  | 74 |  |
| Sales or office support | 29 |  | 71 |  |
| Constrn, inst or maint | 29 |  | 71 |  |
| Prodn/trans/warehsing | 30 |  | 70 |  |
| Agriculture | 16 |  | 84 |  |
| Food serv/pers. care | 41 |  | 59 | $\chi^{2}=$ |
| Hlthcare supp/safety | 33 |  | 67 | 20.16* |
| Other | 33 |  | 67 | (.005) |

In the past year ( 52 weeks), did someone in the household work 50 or more weeks, including paid vacation, sick leave, and military service?

|  | 50 or more | Less than 50 weeks | Significance |
| :---: | :---: | :---: | :---: |
|  | Percentages of households with at least one job |  |  |
| Total | 82 | 18 |  |
| Community Size |  | ( $\mathrm{n}=1332$ ) |  |
| Less than 500 | 82 | 18 |  |
| 500-999 | 86 | 14 |  |
| 1,000-4,999 | 77 | 23 | $\chi^{2}=$ |
| 5,000-9,999 | 91 | 9 | 15.81* |
| 10,000 and up | 83 | 18 | (.003) |
| Region |  | ( $\mathrm{n}=1366$ ) |  |
| Panhandle | 84 | 16 |  |
| North Central | 79 | 21 |  |
| South Central | 82 | 19 | $\chi^{2}=$ |
| Northeast | 85 | 15 | 3.65 |
| Southeast | 81 | 19 | (.455) |
| Income Level |  | ( $\mathrm{n}=1289$ ) |  |
| Under \$20,000 | 54 | 46 |  |
| \$20,000-\$39,999 | 80 | 20 | $\chi^{2}=$ |
| \$40,000-\$59,999 | 85 | 15 | 71.41* |
| \$60,000 and over | 87 | 13 | (.000) |
| Gender |  | $(\mathrm{n}=1345)$ | $\chi^{2}=$ |
| Male | 81 | 19 | 0.50 |
| Female | 83 | 17 | (.262) |
| Education |  | ( $\mathrm{n}=1347$ ) |  |
| H.S. diploma or less | 75 | 25 | $\chi^{2}=$ |
| Some college | 85 | 16 | 9.02* |
| Bachelors/grad degree | 83 | 17 | (.011) |
| Age |  | $(\mathrm{n}=1370)$ |  |
| 19-29 | 83 | 17 |  |
| 30-39 | 89 | 11 |  |
| 40-49 | 84 | 16 | $\chi^{2}=$ |
| 50-64 | 83 | 17 | 55.27* |
| 65 and older | 59 | 41 | (.000) |
| $\underline{\text { Marital Status }}$ |  | ( $\mathrm{n}=1330$ ) |  |
| Married | 84 | 16 |  |
| Never married | 78 | 22 | $\chi^{2}=$ |
| Divorced/separated | 76 | 24 | 12.77* |
| Widowed | 70 | 30 | (.005) |
| Occupation |  | ( $\mathrm{n}=1153$ ) |  |
| Mgt, prof or education | 84 | 16 |  |
| Sales or office support | 93 | 7 |  |
| Constrn, inst or maint | 82 | 18 |  |
| Prodn/trans/warehsing | 71 | 29 |  |
| Agriculture | 81 | 20 |  |
| Food serv/pers. care | 73 | 27 | $\chi^{2}=$ |
| Hlthcare supp/safety | 88 | 12 | 28.51* |
| Other | 92 | 8 | (.000) | more hours each week?

35 or more
Less than 35 hours
Significance

| Total | Percentages of households with at least one job |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | 91 |  | 9 |  |
| Community Size |  | $(\mathrm{n}=1339)$ |  |  |
| Less than 500 | 91 |  | 9 |  |
| 500-999 | 91 |  | 9 |  |
| 1,000-4,999 | 93 |  | 8 | $\chi^{2}=$ |
| 5,000-9,999 | 97 |  | 3 | 16.92* |
| 10,000 and up | 87 |  | 13 | (.002) |
| Region |  | $(\mathrm{n}=1371)$ |  |  |
| Panhandle | 96 |  | 4 |  |
| North Central | 89 |  | 11 |  |
| South Central | 90 |  | 10 | $\chi^{2}=$ |
| Northeast | 89 |  | 11 | 8.41 |
| Southeast | 94 |  | 6 | (.078) |
| Income Level |  | $(\mathrm{n}=1292)$ |  |  |
| Under \$20,000 | 61 |  | 39 |  |
| \$20,000-\$39,999 | 90 |  | 11 | $\chi^{2}=$ |
| \$40,000-\$59,999 | 95 |  | 5 | 146.91* |
| \$60,000 and over | 95 |  | 5 | (.000) |
| Gender |  | $(\mathrm{n}=1347)$ |  | $\chi^{2}=$ |
| Male | 92 |  | 8 | 0.62 |
| Female | 91 |  | 9 | (.245) |
| Education |  | $(\mathrm{n}=1351)$ |  |  |
| H.S. diploma or less | 89 |  | 11 | $\chi^{2}=$ |
| Some college | 89 |  | 11 | 8.77* |
| Bachelors/grad degree | 94 |  | 6 | (.012) |
| Age |  | $(\mathrm{n}=1376)$ |  |  |
| 19-29 | 90 |  | 10 |  |
| 30-39 | 98 |  | 2 |  |
| 40-49 | 97 |  | 3 | $\chi^{2}=$ |
| 50-64 | 94 |  | 6 | 199.38* |
| 65 and older | 58 |  | 42 | (.000) |
| Marital Status |  | $(\mathrm{n}=1334)$ |  |  |
| Married | 93 |  | 7 |  |
| Never married | 83 |  | 17 | $\chi^{2}=$ |
| Divorced/separated | 91 |  | 9 | 38.16* |
| Widowed | 70 |  | 30 | (.000) |
| Occupation |  | $(\mathrm{n}=1152)$ |  |  |
| Mgt , prof or education | 95 |  | 5 |  |
| Sales or office support | 94 |  | 6 |  |
| Constrn, inst or maint | 98 |  | 2 |  |
| Prodn/trans/warehsing | 89 |  | 11 |  |
| Agriculture | 90 |  | 11 |  |
| Food serv/pers. care | 82 |  | 19 | $\chi^{2}=$ |
| Hithcare supp/safety | 94 |  | 6 | 28.92* |
| Other | 92 |  | 8 | (.000) |

## Did any person in the household want to work a full time workweek of 35 hours or more per week?

Yes
No/Don't know
Significance

| Total | Percentages of households with at least one part-time job |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | 82 |  | 18 |  |
| Community Size |  | $(\mathrm{n}=598)$ |  |  |
| Less than 500 | 80 |  | 20 |  |
| 500-999 | 83 |  | 17 |  |
| 1,000-4,999 | 86 |  | 14 | $\chi^{2}=$ |
| 5,000-9,999 | 93 |  | 7 | 15.14* |
| 10,000 and up | 74 |  | 26 | (.004) |
| Region |  | $(\mathrm{n}=606)$ |  |  |
| Panhandle | 93 |  | 7 |  |
| North Central | 82 |  | 18 |  |
| South Central | 80 |  | 20 | $\chi^{2}=$ |
| Northeast | 78 |  | 22 | 7.18 |
| Southeast | 83 |  | 17 | (.127) |
| Income Level |  | $(\mathrm{n}=567)$ |  |  |
| Under \$20,000 | 50 |  | 50 |  |
| \$20,000 - \$39,999 | 80 |  | 20 | $\chi^{2}=$ |
| \$40,000-\$59,999 | 90 |  | 10 | 58.74* |
| \$60,000 and over | 87 |  | 13 | (.000) |
| Gender |  | $(\mathrm{n}=596)$ |  | $\chi^{2}=$ |
| Male | 78 |  | 22 | 4.31* |
| Female | 85 |  | 15 | (.025) |
| Education |  | $(\mathrm{n}=602)$ |  |  |
| H.S. diploma or less | 67 |  | 33 | $\chi^{2}=$ |
| Some college | 78 |  | 22 | 19.12* |
| Bachelors/grad degree | 88 |  | 12 | (.000) |
| Age |  | ( $\mathrm{n}=610$ ) |  |  |
| 19-29 | 80 |  | 21 |  |
| 30-39 | 95 |  | 6 |  |
| 40-49 | 92 |  | 8 | $\chi^{2}=$ |
| 50-64 | 88 |  | 12 | 144.90* |
| 65 and older | 31 |  | 69 | (.000) |
| Marital Status |  | $(\mathrm{n}=588)$ |  |  |
| Married | 86 |  | 14 |  |
| Never married | 66 |  | 34 | $\chi^{2}=$ |
| Divorced/separated | 79 |  | 21 | 31.23* |
| Widowed | 52 |  | 48 | (.000) |
| Occupation |  | $(\mathrm{n}=525)$ |  |  |
| Mgt , prof or education | 89 |  | 11 |  |
| Sales or office support | 93 |  | 8 |  |
| Constrn, inst or maint | 92 |  | 8 |  |
| Prodn/trans/warehsing | 88 |  | 13 |  |
| Agriculture | 75 |  | 25 |  |
| Food serv/pers. care | 69 |  | 31 | $\chi^{2}=$ |
| Hlthcare supp/safety | 93 |  | 7 | 25.69* |
| Other | 77 |  | 23 | (.001) |

Appendix Table 9. Reasons for Working Part Time or Part of the Year by Community Size, Region or Individual Attributes

|  | Which of the following reasons describes why any person in your household might be working part time or only part of the year? |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Slow business | Care of children | Health reasons | In school | Only part-time work is available | Fulltime is less than 35 hours | Don't want/need to work full-time |
|  | Percentages answering each of households with at least one individual who worked part-time or only part of the year |  |  |  |  |  |  |
| Total | 4 | 14 | 6 | 37 | 16 | 6 | 31 |
| Community Size |  |  |  | ( $\mathrm{n}=5$ |  |  |  |
| Less than 500 | 1 | 22 | 5 | 27 | 22 | 5 | 28 |
| 500-999 | 6 | 19 | 2 | 32 | 16 | 11 | 40 |
| 1,000-4,999 | 2 | 15 | 4 | 44 | 17 | 4 | 23 |
| 5,000-9,999 | 6 | 3 | 3 | 54 | 23 | 1 | 23 |
| 10,000 and up | 6 | 10 | 10 | 32 | 12 | 6 | 37 |
| Region |  |  |  | ( $\mathrm{n}=5$ |  |  |  |
| Panhandle | 5 | 11 | 9 | 41 | 21 | 4 | 27 |
| North Central | 0 | 13 | 7 | 27 | 22 | 9 | 31 |
| South Central | 5 | 11 | 9 | 33 | 17 | 3 | 31 |
| Northeast | 4 | 15 | 3 | 45 | 16 | 10 | 28 |
| Southeast | 7 | 20 | 3 | 36 | 9 | 2 | 37 |
| Income Level |  |  |  | ( $\mathrm{n}=$ |  |  |  |
| Under \$ 20,000 | 4 | 0 | 12 | 41 | 26 | 7 | 21 |
| \$20,000-\$39,999 | 10 | 16 | 5 | 29 | 22 | 9 | 27 |
| \$40,000-\$59,999 | 1 | 19 | 7 | 32 | 22 | 3 | 25 |
| \$60,000 and over | 4 | 16 | 4 | 45 | 10 | 5 | 33 |
| Gender |  |  |  | ( $\mathrm{n}=5$ |  |  |  |
| Male | 5 | 15 | 4 | 34 | 11 | 6 | 40 |
| Female | 4 | 13 | 7 | 39 | 19 | 5 | 25 |
| Age |  |  |  | ( $\mathrm{n}=5$ |  |  |  |
| 19-29 | 6 | 17 | 6 | 39 | 28 | 11 | 11 |
| 30-39 | 0 | 42 | 2 | 39 | 5 | 5 | 20 |
| 40-49 | 4 | 17 | 3 | 60 | 16 | 3 | 17 |
| 50-64 | 6 | 2 | 12 | 33 | 16 | 7 | 37 |
| 65 and older | 4 | 0 | 5 | 4 | 16 | 3 | 73 |

Which of the following reasons describes why any person in your household might be working part time or only part of the year?

|  | Slow business | Care of children | Health reasons | In school | Only part-time work is available | Fulltime is less than 35 hours | Don't want/need to work full-time |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Education |  |  |  | $(\mathrm{n}=507)$ |  |  |  |
| H.S. diploma or less | 6 | 6 | 12 | 19 | 16 | 6 | 45 |
|  | 6 | 11 | 7 | 38 | 21 | 9 | 26 |
| Bachelors/grad degree | 2 |  | 2 | 42 | 13 | 2 | 30 |
| Marital Status |  |  |  | $(\mathrm{n}=502)$ |  |  |  |
| Married | 5 | 17 | 6 | 34 | 16 | 5 | 31 |
| Never married | 0 | 4 | 5 | 63 | 15 | 10 | 24 |
|  | 7 | 0 | 9 | 45 | 16 | 8 | 30 |
| Widowed | 3 | 0 | 7 | 31 | 18 | 0 | 45 |
| Occupation |  |  |  | $(\mathrm{n}=425)$ |  |  |  |
| Mgt , prof or education | 2 | 16 | 1 | 44 | 18 | 1 | 25 |
| Sales or office support | 2 | 19 | 19 | 32 | 17 | 5 | 22 |
| Constrn, inst or maint | 9 | 10 | 4 | 46 | 9 | 5 | 34 |
| Prodn/trans/warehsing | 30 | 13 | 9 | 19 | 21 | 22 | 19 |
| Agriculture | 4 | 15 | 2 | 41 | 14 | 19 | 36 |
| Food serv/pers. care | 4 | 20 | 8 | 31 | 23 | 8 | 16 |
| Hlthcare supp/safety | 1 | 20 | 4 | 32 | 22 | 0 | 32 |
| Other | 0 | 3 | 6 | 65 | 6 | 0 | 26 |

## In the past year, did any person in your household receive any income from self-employment?

|  | Yes |  | No/Don't know | Significance |
| :---: | :---: | :---: | :---: | :---: |
|  | Percentages of households with at least one job |  |  |  |
| Total | 43 |  | 57 |  |
| Community Size |  | $(\mathrm{n}=1321)$ |  |  |
| Less than 500 | 58 |  | 42 |  |
| 500-999 | 50 |  | 50 |  |
| 1,000-4,999 | 46 |  | 54 | $\chi^{2}=$ |
| 5,000-9,999 | 40 |  | 61 | 52.96* |
| 10,000 and up | 31 |  | 69 | (.000) |
| Region |  | $(\mathrm{n}=1356)$ |  |  |
| Panhandle | 36 |  | 65 |  |
| North Central | 60 |  | 40 |  |
| South Central | 39 |  | 61 | $\chi^{2}=$ |
| Northeast | 40 |  | 60 | 32.23* |
| Southeast | 47 |  | 53 | (.000) |
| Income Level |  | $(\mathrm{n}=1274)$ |  |  |
| Under \$20,000 | 35 |  | 65 |  |
| \$20,000-\$39,999 | 33 |  | 67 | $\chi^{2}=$ |
| \$40,000-\$59,999 | 38 |  | 62 | 22.13* |
| \$60,000 and over | 48 |  | 52 | (.000) |
| Gender |  | $(\mathrm{n}=1354)$ |  | $\chi^{2}=$ |
| Male | 45 |  | 55 | 1.31 |
| Female | 42 |  | 58 | (.138) |
| Education |  | $(\mathrm{n}=1335)$ |  |  |
| H.S. diploma or less | 31 |  | 69 | $\chi^{2}=$ |
| Some college | 46 |  | 55 | 15.47* |
| Bachelors/grad degree | 44 |  | 56 | (.000) |
| Age |  | $(\mathrm{n}=1358)$ |  |  |
| 19-29 | 32 |  | 68 |  |
| 30-39 | 46 |  | 54 |  |
| 40-49 | 44 |  | 57 | $\chi^{2}=$ |
| 50-64 | 47 |  | 54 | 20.48* |
| 65 and older | 50 |  | 50 | (.000) |
| Marital Status |  | $(\mathrm{n}=1331)$ |  |  |
| Married | 48 |  | 52 |  |
| Never married | 32 |  | 69 | $\chi^{2}=$ |
| Divorced/separated | 30 |  | 70 | 33.48* |
| Widowed | 29 |  | 71 | (.000) |
| Occupation |  | $(\mathrm{n}=1132)$ |  |  |
| Mgt, prof or education | 38 |  | 62 |  |
| Sales or office support | 35 |  | 66 |  |
| Constrn, inst or maint | 46 |  | 54 |  |
| Prodn/trans/warehsing | 23 |  | 77 |  |
| Agriculture | 80 |  | 20 |  |
| Food serv/pers. care | 53 |  | 47 | $\chi^{2}=$ |
| Hlthcare supp/safety | 35 |  | 65 | 102.84* |
| Other | 41 |  | 59 | (.000) |


|  | Farm or ranch | Farm related business | Nonfarm business | Contract service to a company |
| :---: | :---: | :---: | :---: | :---: |
|  | Percent answering "yes" of households with at least one self-employed person |  |  |  |
| Total | 44 | 38 | 55 | 14 |
| Community Size | ( $\mathrm{n}=560$ ) | ( $\mathrm{n}=551$ ) | ( $\mathrm{n}=551$ ) | ( $\mathrm{n}=549$ ) |
| Less than 500 | 61 | 48 | 41 | 11 |
| 500-999 | 51 | 37 | 47 | 9 |
| 1,000-4,999 | 50 | 44 | 53 | 15 |
| 5,000-9,999 | 32 | 36 | 70 | 16 |
| 10,000 and up | 20 | 21 | 70 | 19 |
| Significance | (.000) | (.000) | (.000) | (.303) |
| Region | ( $\mathrm{n}=574$ ) | $(\mathrm{n}=564)$ | ( $\mathrm{n}=566$ ) | $(\mathrm{n}=563)$ |
| Panhandle | 42 | 19 | 54 | 15 |
| North Central | 43 | 34 | 56 | 22 |
| South Central | 40 | 42 | 54 | 12 |
| Northeast | 49 | 45 | 52 | 13 |
| Southeast | 45 | 37 | 58 | 11 |
| Significance | (.612) | (.017) | (.896) | (.087) |
| Income Level | $(\mathrm{n}=524)$ | $(\mathrm{n}=517)$ | ( $\mathrm{n}=518$ ) | $(\mathrm{n}=514)$ |
| Under \$ 20,000 | 37 | 37 | 57 | 23 |
| \$20,000-\$39,999 | 44 | 41 | 47 | 18 |
| \$40,000-\$59,999 | 40 | 35 | 56 | 14 |
| \$60,000 and over | 46 | 40 | 57 | 13 |
| Significance | (.593) | (.731) | (.448) | (.330) |
| Age | ( $\mathrm{n}=576$ ) | ( $\mathrm{n}=567$ ) | ( $\mathrm{n}=564$ ) | ( $\mathrm{n}=562$ ) |
| 19-29 | 56 | 82 | 35 | 6 |
| 30-39 | 36 | 26 | 64 | 16 |
| 40-49 | 33 | 34 | 59 | 23 |
| 50-64 | 46 | 29 | 56 | 13 |
| 65 and older | 58 | 35 | 51 | 13 |
| Significance | (.001) | (.000) | (.001) | (.016) |
| Education | ( $\mathrm{n}=562$ ) | ( $\mathrm{n}=552$ ) | $(\mathrm{n}=552)$ | ( $\mathrm{n}=550$ ) |
| H.S. diploma or less | 50 | 27 | 54 | 15 |
| Some college | 47 | 43 | 48 | 16 |
| Bachelors degree | 40 | 36 | 62 | 13 |
| Significance | (.218) | (.046) | (.008) | (.761) |
| Gender | ( $\mathrm{n}=575$ ) | ( $\mathrm{n}=565$ ) | ( $\mathrm{n}=564$ ) | ( $\mathrm{n}=562$ ) |
| Male | 51 | 46 | 51 | 12 |
| Female | 39 | 32 | 58 | 16 |
| Significance | (.002) | (.001) | (.062) | (.144) |
| Occupation | ( $\mathrm{n}=481$ ) | $(\mathrm{n}=475)$ | $(\mathrm{n}=474)$ | $(\mathrm{n}=471)$ |
| Mgt, prof or education | 33 | 33 | 64 | 15 |
| Sales or office support | 15 | 13 | 68 | 30 |
| Constrn, inst or maint | 27 | 51 | 68 | 18 |
| Prodn/trans/warehsing | 33 | 22 | 61 | 33 |
| Agriculture | 94 | 58 | 20 | 6 |
| Food serv/pers. care | 17 | 41 | 91 | 2 |
| Hithcare supp/safety | 26 | 21 | 55 | 30 |
| Other | 68 | 63 | 32 | 5 |
| Significance | (.000) | (.000) | (.000) | (.000) |

$0^{*}=$ Less than 1 percent.
Household without a self-employed member excluded from this analysis.

|  | What percentage of your total household income in 2013 resulted from self-employment? |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Less than $25 \%$ | 25\% to 50\% | 51\% to 75\% | 76\% to 100\% | Chi-square (sig.) |
|  | Percentages of households with at least one self-employed person |  |  |  |  |
| Total | 41 | 13 | 17 | 29 |  |
| Community Size |  |  |  |  |  |
| Less than 500 | 39 | 9 | 18 | 34 |  |
| 500-999 | 33 | 7 | 24 | 36 |  |
| 1,000-4,999 | 44 | 12 | 17 | 27 | $\chi^{2}=$ |
| 5,000-9,999 | 44 | 15 | 14 | 27 | 18.29 |
| 10,000 and up | 44 | 19 | 14 | 23 | (.107) |
| Region |  |  |  |  |  |
| Panhandle | 44 | 13 | 17 | 27 |  |
| North Central | 45 | 11 | 15 | 29 |  |
| South Central | 45 | 15 | 11 | 29 | $\chi^{2}=$ |
| Northeast | 35 | 11 | 25 | 29 | 13.96 |
| Southeast | 38 | 17 | 18 | 28 | (.303) |
| Income Level |  |  |  |  |  |
| Under \$20,000 | 43 | 11 | 26 | 20 |  |
| \$20,000-\$39,999 | 46 | 12 | 15 | 28 | $\chi^{2}=$ |
| \$40,000-\$59,999 | 33 | 21 | 23 | 24 | 18.30* |
| \$60,000 and over | 44 | 11 | 14 | 31 | (.032) |
| Age |  |  |  |  |  |
| 19-29 | 68 | 5 | 11 | 16 |  |
| 30-39 | 34 | 17 | 23 | 26 |  |
| 40-49 | 54 | 10 | 12 | 24 | $\chi^{2}=$ |
| 50-64 | 27 | 13 | 21 | 39 | 67.65* |
| 65 and older | 27 | 24 | 17 | 32 | (.000) |
| Gender |  |  |  |  | $\chi^{2}=$ |
| Male | 42 | 16 | 17 | 25 | 6.36 |
| Female | 40 | 11 | 17 | 32 | (.095) |
| Education |  |  |  |  |  |
| H.S. diploma or less | 30 | 11 | 19 | 40 | $\chi^{2}=$ |
| Some college | 41 | 13 | 17 | 29 | 7.00 |
| Bachelors degree | 44 | 15 | 16 | 26 | (.321) |
| Occupation |  |  |  |  |  |
| Mgt , prof or education | 49 | 10 | 23 | 18 |  |
| Sales or office support | 39 | 15 | 15 | 32 |  |
| Constrn, inst or maint | 36 | 26 | 28 | 10 |  |
| Prodn/trans/warehsing | 32 | 37 | 11 | 21 |  |
| Agriculture | 25 | 12 | 13 | 50 | $\chi^{2}=$ |
| Food serv/pers. care | 42 | 27 | 12 | 20 | 82.31* |
| Hlthcare supp/safety | 63 | 2 | 12 | 23 | (.000) |
| Other | 45 | 5 | 10 | 40 |  |

[^2]Appendix Table 13. Likelihood of Accepting Job Instead of Self Employment by Community Size, Region and Individual Attributes
If instead of self-employment, a household self-employed worker could get a job with an employer (who pays benefits and withholds taxes) at the going wage rate for someone with similar experience and education, do you think that job would be accepted?

|  | Definitely would not | Probably would not | Don't know | Probably would | Definitely would | Significance |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Percentages of households with at least one self-employed person |  |  |  |  |  |
| Total | 18 | 23 | 33 | 20 | 6 |  |
| Community Size |  |  | ( $\mathrm{n}=546$ ) |  |  |  |
| Less than 500 | 17 | 16 | 35 | 24 | 7 |  |
| 500-999 | 21 | 21 | 29 | 20 | 9 | $\chi^{2}=$ |
| 1,000-4,999 | 13 | 26 | 33 | 24 | 5 | 18.11 |
| 5,000-9,999 | 25 | 20 | 34 | 14 | 7 | (.318) |
| 10,000 and up | 21 | 28 | 33 | 15 | 4 |  |
| Region |  |  | ( $\mathrm{n}=558$ ) |  |  |  |
| Panhandle | 17 | 34 | 21 | 23 | 4 |  |
| North Central | 18 | 15 | 35 | 27 | 5 | $\chi^{2}=$ |
| South Central | 15 | 24 | 39 | 16 | 7 | 21.82 |
| Northeast | 19 | 27 | 31 | 20 | 3 | (.149) |
| Southeast | 24 | 22 | 27 | 19 | 8 |  |
| Income Level |  |  | ( $\mathrm{n}=511$ ) |  |  |  |
| Under \$20,000 | 14 | 17 | 23 | 37 | 9 | $\chi^{2}=$ |
| \$20,000-\$39,999 | 15 | 19 | 32 | 25 | 10 | 21.84* |
| \$40,000-\$59,999 | 15 | 26 | 26 | 25 | 7 | (.039) |
| \$60,000 and over | 20 | 25 | 36 | 14 | 5 |  |
| Age |  |  | ( $\mathrm{n}=560$ ) |  |  |  |
| 19-29 | 6 | 18 | 58 | 18 | 0 |  |
| 30-39 | 20 | 27 | 30 | 20 | 4 | $\chi^{2}=$ |
| 40-49 | 9 | 17 | 29 | 33 | 13 | 80.16* |
| 50-64 | 25 | 26 | 27 | 16 | 6 | (.000) |
| 65 and older | 31 | 28 | 25 | 13 | 3 |  |
| Gender |  |  | ( $\mathrm{n}=558$ ) |  |  | $\chi^{2}=$ |
| Male | 16 | 25 | 42 | 15 | 3 | 27.59* |
| Female | 20 | 22 | 25 | 25 | 9 | (.000) |
| Education |  |  | ( $\mathrm{n}=547$ ) |  |  |  |
| H.S. diploma or less | 13 | 27 | 26 | 26 | 8 | $\chi^{2}=$ |
| Some college | 16 | 21 | 31 | 25 | 6 | 14.76 |
| Bachelors or grad degree | 21 | 23 | 37 | 14 | 5 | (.064) |
| Occupation |  |  | ( $\mathrm{n}=470$ ) |  |  |  |
| Mgt, prof or education | 23 | 22 | 27 | 22 | 6 |  |
| Sales or office support | 22 | 17 | 24 | 22 | 15 |  |
| Constrn, inst or maint | 10 | 54 | 20 | 17 | 0 |  |
| Prodn/trans/warehsing | 16 | 26 | 16 | 32 | 11 |  |
| Agriculture | 21 | 15 | 45 | 15 | 5 | $\chi^{2}=$ |
| Food serv/pers. care | 3 | 23 | 28 | 40 | 8 | 83.48* |
| Hlthcare supp/safety | 2 | 25 | 36 | 30 | 7 | (.000) |
| Other | 21 | 11 | 68 | 0 | 0 |  |

[^3]|  | To apply my education |  |  | To keep my skills up to date |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Not important | Somewhat important | Important | Significance | Not important | Somewhat important | Important | Significance |
|  | Percentages |  |  |  |  |  |  |  |
| Total | 20 | 21 | 59 |  | 12 | 17 | 70 |  |
| Community Size |  | ( $\mathrm{n}=1329$ ) |  |  |  | ( $\mathrm{n}=1324$ ) |  |  |
| Less than 500 | 20 | 24 | 56 |  | 17 | 16 | 68 |  |
| 500-999 | 28 | 21 | 51 |  | 14 | 28 | 58 |  |
| 1,000-4,999 | 16 | 26 | 57 |  | 11 | 16 | 73 |  |
| 5,000-9,999 | 19 | 15 | 66 | $\chi^{2}=25.66^{*}$ | 10 | 17 | 73 | $\chi^{2}=23.12 *$ |
| 10,000 and up | 17 | $18$ | 65 | $(.001)$ | 10 | 16 | 74 | (.003) |
| Region |  | ( $\mathrm{n}=1355$ ) |  |  |  | ( $\mathrm{n}=1352$ ) |  |  |
| Panhandle | 15 | 20 | 66 |  | 11 | 9 | 80 |  |
| North Central | 17 | 25 | 58 |  | 13 | 16 | 71 |  |
| South Central | 22 | 17 | 61 |  | 13 | 15 | 73 |  |
| Northeast | 18 | 25 | 57 | $\chi^{2}=14.89$ | 10 | 23 | 67 | $\chi^{2}=22.45^{*}$ |
| Southeast | 23 | 19 | 58 | (.061) | 16 | 20 | 65 | (.004) |
| Individual Attributes: |  |  |  |  |  |  |  |  |
| Household Income Level |  | ( $\mathrm{n}=1293$ ) |  |  |  | ( $\mathrm{n}=1288$ ) |  |  |
| Under \$20,000 | 20 | 21 | 59 |  | 18 | 23 | 59 |  |
| \$20,000-\$39,999 | 20 | 27 | 53 |  | 13 | 21 | 66 |  |
| \$40,000-\$59,999 | 23 | 21 | 56 | $\chi^{2}=20.52$ * | 15 | 21 | 65 | $\chi^{2}=36.07 *$ |
| \$60,000 and over | 16 | 18 | 66 | (.002) | 9 | 12 | 79 | (.000) |
| Age |  | $(\mathrm{n}=1356)$ |  |  |  | ( $\mathrm{n}=1353$ ) |  |  |
| 19-29 | 8 | 19 | 73 |  | 8 | 11 | 81 |  |
| 30-39 | 17 | 18 | 65 |  | 9 | 17 | 74 |  |
| 40-49 | 21 | 22 | 57 |  | 11 | 20 | 69 |  |
| 50-64 | 25 | 24 | 51 | $\chi^{2}=66.89 *$ | 16 | 20 | 64 | $\chi^{2}=47.63^{*}$ |
| 65 and older | 38 | 20 | 42 | (.000) | 27 | 21 | 52 | (.000) |
| Gender |  | ( $\mathrm{n}=1356$ ) |  |  |  | ( $\mathrm{n}=1351$ ) |  |  |
| Male | 22 | 25 | 53 | $\chi^{2}=19.49 *$ | 15 | 19 | 66 | $\chi^{2}=7.53 *$ |
| Female | 18 | 18 | 64 | (.000) | 11 | 16 | 73 | (.023) |
| Education |  | ( $\mathrm{n}=1337$ ) |  |  |  | ( $\mathrm{n}=1335$ ) |  |  |
| High school diploma or less | 40 | 28 | 32 |  | 23 | 29 | 48 |  |
| Some college | 21 | 24 | 55 | $\chi^{2}=131.72 *$ | 14 | 18 | 68 | $\chi^{2}=85.61 *$ |
| Bachelors or grad degree | 11 | 16 | 74 | (.000) | 7 | 12 | 81 | (.000) |
| Marital Status |  | ( $\mathrm{n}=1334$ ) |  |  |  | ( $\mathrm{n}=1330$ ) |  |  |
| Married | 19 | 22 | 59 |  | 12 | 18 | 70 |  |
| Never married | 15 | 22 | 63 |  | 11 | 13 | 76 |  |
| Divorced/separated | 27 | 15 | 58 | $\chi^{2}=14.37 *$ | 14 | 19 | 67 | $\chi^{2}=6.01$ |
| Widowed | 35 | 19 | 46 | (.026) | 15 | 26 | 59 | (.422) |
| Occupation |  | ( $\mathrm{n}=1201$ ) |  |  |  | ( $\mathrm{n}=1196$ ) |  |  |
| Mgt, prof or education | 11 | 11 | 78 |  | 6 | 8 | 86 |  |
| Sales or office support | 26 | 27 | 47 |  | 13 | 19 | 68 |  |
| Constrn, inst or maint | 21 | 29 | 50 |  | 10 | 20 | 70 |  |
| Prodn/trans/warehsing | 47 | 40 | 13 |  | 24 | 36 | 40 |  |
| Agriculture | 26 | 29 | 45 |  | 20 | 18 | 62 |  |
| Food serv/pers. care | 19 | 31 | 51 |  | 14 | 28 | 58 |  |
| Hlthcare supp/safety | 7 | 21 | 72 | $\chi^{2}=203.68 *$ | 3 | 21 | 76 | $\chi^{2}=136.01 *$ |
| Other | 33 | 19 | 48 | (.000) | 23 | 18 | 59 | (.000) |

[^4]Appendix Table 14 continued.

|  | Being able to do work I enjoy |  |  | Income for basic needs |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Not important | Somewhat important | Important | Significance | Not important | Somewhat important | Important | Significance |
|  | Percentages |  |  |  |  |  |  |  |
| Total | 3 | 7 | 90 |  | 2 | 4 | 94 |  |
| Community Size |  | ( $\mathrm{n}=1334$ ) |  |  |  | ( $\mathrm{n}=1332$ ) |  |  |
| Less than 500 | 2 | 7 | 91 |  | 4 | 3 | 93 |  |
| 500-999 | 1 | 10 | 90 |  | 3 | 3 | 95 |  |
| 1,000-4,999 | 2 | 6 | 92 |  | 2 | 5 | 93 |  |
| 5,000-9,999 | 5 | 7 | 88 | $\chi^{2}=9.82$ | 4 | 3 | 93 | $\chi^{2}=9.01$ |
| 10,000 and up | 3 | 8 | 90 | (.278) | 2 | 4 | 95 | (.341) |
| Region |  | ( $\mathrm{n}=1358$ ) |  |  |  | ( $\mathrm{n}=1353$ ) |  |  |
| Panhandle | 4 | 6 | 90 |  | 4 | 2 | 94 |  |
| North Central | 2 | 7 | 91 |  | 3 | 5 | 92 |  |
| South Central | 5 | 5 | 90 |  | 1 | 4 | 95 |  |
| Northeast | 2 | 10 | 88 | $\chi^{2}=14.55$ | 3 | 3 | 94 | $\chi^{2}=7.69$ |
| Southeast | 1 | 6 | 93 | (.069) | 3 | 5 | 92 | (.465) |
| Individual Attributes: |  |  |  |  |  |  |  |  |
| Household Income Level |  | ( $\mathrm{n}=1296$ ) |  |  |  | ( $\mathrm{n}=1293$ ) |  |  |
| Under \$20,000 | 2 | 6 | 92 |  | 0 | 4 | 96 |  |
| \$20,000-\$39,999 | 4 | 10 | 86 |  | 3 | 5 | 92 |  |
| \$40,000-\$59,999 | 3 | 6 | 91 | $\chi^{2}=7.93$ | 2 | 4 | 95 | $\chi^{2}=6.63$ |
| \$60,000 and over | 3 | 6 | 91 | (.243) | 3 | 3 | 94 | (.356) |
| Age |  | ( $\mathrm{n}=1363$ ) |  |  |  | ( $\mathrm{n}=1359$ ) |  |  |
| 19-29 | 2 | 2 | 97 |  | 2 | 2 | 97 |  |
| 30-39 | 2 | 6 | 92 |  | 1 | 2 | 97 |  |
| 40-49 | 2 | 3 | 95 |  | 2 | 3 | 95 |  |
| 50-64 | 5 | 14 | 82 | $\chi^{2}=67.84^{*}$ | 2 | 7 | 91 | $\chi^{2}=65.89^{*}$ |
| 65 and older | 8 | 12 | 81 | (.000) | 13 | 11 | 76 | (.000) |
| Gender |  | ( $\mathrm{n}=1360$ ) |  |  |  | ( $\mathrm{n}=1356$ ) |  |  |
| Male | 4 | 10 | 86 | $\chi^{2}=14.36^{*}$ | 2 | 5 | 93 | $\chi^{2}=4.81$ |
| Female | 2 | 5 | 93 | (.001) | 2 | 3 | 95 | (.090) |
| Education |  | ( $\mathrm{n}=1342$ ) |  |  |  | $(\mathrm{n}=1339)$ |  |  |
| High school diploma or less | 9 | 13 | 78 |  | 4 | 6 | 90 |  |
| Some college | 3 | 7 | 90 | $\chi^{2}=60.00^{*}$ | 2 | 4 | 94 | $\chi^{2}=8.10$ |
| Bachelors or grad degree | 1 | 5 | 95 | (.000) | 2 | 3 | 95 | (.088) |
| Marital Status |  | ( $\mathrm{n}=1338$ ) |  |  |  | ( $\mathrm{n}=1334$ ) |  |  |
| Married | 3 | 7 | 90 |  | 3 | 4 | 93 |  |
| Never married | 3 | 4 | 93 |  | 1 | 3 | 96 |  |
| Divorced/separated | 2 | 7 | 90 | $\chi^{2}=8.15$ | 1 | 3 | 96 | $\chi^{2}=9.19$ |
| Widowed | 4 | 19 | 78 | (.228) | 4 | 7 | 89 | (.163) |
| Occupation |  | ( $\mathrm{n}=1203$ ) |  |  |  | ( $\mathrm{n}=1204$ ) |  |  |
| Mgt , prof or education | 1 | 4 | 96 |  | 1 | 2 | 97 |  |
| Sales or office support | 2 | 14 | 84 |  | 1 | 4 | 96 |  |
| Constrn, inst or maint | 2 | 11 | 87 |  | 0 | 11 | 89 |  |
| Prodn/trans/warehsing | 8 | 18 | 74 |  | 2 | 2 | 96 |  |
| Agriculture | 4 | 9 | 88 |  | 2 | 8 | 90 |  |
| Food serv/pers. care | 4 | 4 | 91 |  | 4 | 8 | 88 |  |
| Hlthcare supp/safety | 0 | 4 | 96 | $\chi^{2}=81.12 *$ | 4 | 2 | 94 | $\chi^{2}=36.60^{*}$ |
| Other | 12 | 7 | 81 | (.000) | 2 | 0 | 98 | (.001) |

Respondents who are disabled or retired and have no plans to work in the future were excluded.

Appendix Table 14 continued.

|  | To secure health insurance |  |  | Income to enjoy extras |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Not } \\ \text { important } \end{gathered}$ | Somewhat important | Important | Significance | $\begin{gathered} \text { Not } \\ \text { important } \end{gathered}$ | Somewhat important | Important | Significance |
|  | Percentages |  |  |  |  |  |  |  |
| Total | 9 | 8 | 84 |  | 4 | 14 | 82 |  |
| Community Size |  | $(\mathrm{n}=1321)$ |  |  |  | $(\mathrm{n}=1314)$ |  |  |
| Less than 500 | 7 | 12 | 80 |  | 3 | 20 | 78 |  |
| 500-999 | 8 | 7 | 85 |  | 7 | 17 | 77 |  |
| 1,000-4,999 | 11 | 8 | 81 |  | 4 | 15 | 81 |  |
| 5,000-9,999 | 9 | 6 | 85 | $\chi^{2}=15.94 *$ | 3 | 12 | 85 | $\chi^{2}=18.33 *$ |
| 10,000 and up | 7 | 6 | 88 | (.043) | 5 | 10 | 86 | (.019) |
| Region |  | $(\mathrm{n}=1345)$ |  |  |  | $(\mathrm{n}=1339)$ |  |  |
| Panhandle | 9 | 5 | 86 |  | 4 | 8 | 88 |  |
| North Central | 9 | 10 | 82 |  | 4 | 12 | 85 |  |
| South Central | 6 | 6 | 88 |  | 5 | 14 | 81 |  |
| Northeast | 10 | 9 | 81 | $\chi^{2}=12.46$ | 4 | 16 | 80 | $\chi^{2}=8.14$ |
| Southeast | 10 | 9 | 81 | (.132) | 4 | 15 | 82 | (.420) |
| Individual Attributes: |  |  |  |  |  |  |  |  |
| Household Income Level |  | $(\mathrm{n}=1287)$ |  |  |  | ( $\mathrm{n}=1281$ ) |  |  |
| Under \$20,000 | 6 | 14 | 80 |  | 2 | 13 | 85 |  |
| \$20,000-\$39,999 | 5 | 11 | 84 |  | 3 | 25 | 73 |  |
| \$40,000-\$59,999 | 8 | 6 | 87 | $\chi^{2}=20.64 *$ | 7 | 13 | 80 | $\chi^{2}=43.73 *$ |
| \$60,000 and over | 10 | 6 | 85 | (.002) | 3 | 10 | 87 | (.000) |
| Age |  | $(\mathrm{n}=1347)$ |  |  |  | ( $\mathrm{n}=1340$ ) |  |  |
| 19-29 | 3 | 5 | 92 |  | 2 | 13 | 85 |  |
| 30-39 | 10 | 6 | 84 |  | 4 | 10 | 86 |  |
| 40-49 | 6 | 8 | 86 |  | 5 | 13 | 82 |  |
| 50-64 | 8 | 9 | 84 | $\chi^{2}=120.43^{*}$ | 5 | 16 | 80 | $\chi^{2}=17.40 *$ |
| 65 and older | 40 | 13 | 47 | (.000) | 8 | 21 | 71 | (.026) |
| Gender |  | $(\mathrm{n}=1346)$ |  |  |  | ( $\mathrm{n}=1338$ ) |  |  |
| Male | 9 | 11 | 80 | $\chi^{2}=19.69^{*}$ | 5 | 16 | 79 | $\chi^{2}=6.87 *$ |
| Female | 8 | 5 | 87 | (.000) | 4 | 12 | 85 | (.032) |
| Education |  | $(\mathrm{n}=1328)$ |  |  |  | ( $\mathrm{n}=1320$ ) |  |  |
| High school diploma or less | 8 | 6 | 86 |  | 3 | 15 | 82 |  |
| Some college | 7 | 7 | 86 | $\chi^{2}=4.28$ | 4 | 13 | 84 | $\chi^{2}=1.92$ |
| Bachelors or grad degree | 10 | 8 | 82 | (.370) | 5 | 14 | 81 | (.750) |
| Marital Status |  | $(\mathrm{n}=1324)$ |  |  |  | ( $\mathrm{n}=1317$ ) |  |  |
| Married | 10 | 8 | 82 |  | 5 | 15 | 80 |  |
| Never married | 2 | 6 | 92 |  | 1 | 11 | 88 |  |
| Divorced/separated | 6 | 9 | 85 | $\chi^{2}=17.46 *$ | 5 | 11 | 84 | $\chi^{2}=11.23$ |
| Widowed | 15 | 7 | 78 | (.008) | 4 | 18 | 79 | (.082) |
| Occupation |  | $(\mathrm{n}=1193)$ |  |  |  | ( $\mathrm{n}=1187$ ) |  |  |
| Mgt, prof or education | 7 | 6 | 87 |  | 3 | 10 | 87 |  |
| Sales or office support | 8 | 4 | 89 |  | 8 | 14 | 79 |  |
| Constrn, inst or maint | 9 | 12 | 79 |  | 4 | 14 | 82 |  |
| Prodn/trans/warehsing | 8 | 1 | 91 |  | 6 | 14 | 81 |  |
| Agriculture | 15 | 21 | 65 |  | 6 | 22 | 71 |  |
| Food serv/pers. care | 8 | 8 | 84 |  | 9 | 8 | 84 |  |
| Hithcare supp/safety | 8 | 1 | 91 | $\chi^{2}=67.25 *$ | 1 | 15 | 84 | $\chi^{2}=34.47 *$ |
| Other | 10 | 2 | 88 | (.000) | 5 | 22 | 73 | (.002) |

Respondents who are disabled or retired and have no plans to work in the future were excluded.

Appendix Table 14 continued.

|  | Started or would like to start a new venture |  |  | Being able to "make a difference" |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Not } \\ \text { important } \end{gathered}$ | Somewhat important | Important | Significance | Not important | Somewhat important | Important | Significance |
|  | Percentages |  |  |  |  |  |  |  |
| Total | 47 | 25 | 28 |  | 14 | 23 | 63 |  |
| Community Size |  | ( $\mathrm{n}=1323$ ) |  |  |  | ( $\mathrm{n}=1326$ ) |  |  |
| Less than 500 | 48 | 23 | 29 |  | 21 | 29 | 50 |  |
| 500-999 | 49 | 27 | 23 |  | 18 | 20 | 62 |  |
| 1,000-4,999 | 48 | 29 | 23 |  | 11 | 24 | 66 |  |
| 5,000-9,999 | 49 | 19 | 32 | $\chi^{2}=14.27$ | 11 | 24 | 65 | $\chi^{2}=28.82^{*}$ |
| 10,000 and up | 44 | 24 | 32 | (.075) | 12 | 20 | 68 | (.000) |
| Region |  | ( $\mathrm{n}=1345$ ) |  |  |  | $(\mathrm{n}=1350)$ |  |  |
| Panhandle | 43 | 21 | 36 |  | 13 | 20 | 68 |  |
| North Central | 45 | 28 | 26 |  | 15 | 25 | 60 |  |
| South Central | 47 | 23 | 31 |  | 12 | 19 | 69 |  |
| Northeast | 49 | 27 | 24 | $\chi^{2}=10.74$ | 15 | 29 | 57 | $\chi^{2}=17.69^{*}$ |
| Southeast | 49 | 24 | 27 | (.217) | 15 | 25 | 60 | (.024) |
| Individual Attributes: |  |  |  |  |  |  |  |  |
| Household Income Level |  | ( $\mathrm{n}=1287$ ) |  |  |  | ( $\mathrm{n}=1289$ ) |  |  |
| Under \$20,000 | 39 | 27 | 33 |  | 6 | 41 | 53 |  |
| \$20,000-\$39,999 | 46 | 32 | 22 |  | 15 | 25 | 60 |  |
| \$40,000-\$59,999 | 44 | 23 | 33 | $\chi^{2}=17.25 *$ | 14 | 25 | 61 | $\chi^{2}=30.30^{*}$ |
| \$60,000 and over | 49 | 22 | 28 | (.008) | 13 | 19 | 69 | (.000) |
| Age |  | ( $\mathrm{n}=1347$ ) |  |  |  | ( $\mathrm{n}=1350$ ) |  |  |
| 19-29 | 26 | 24 | 50 |  | 8 | 22 | 70 |  |
| 30-39 | 48 | 26 | 27 |  | 11 | 21 | 67 |  |
| 40-49 | 49 | 28 | 24 |  | 12 | 23 | 65 |  |
| 50-64 | 56 | 24 | 20 | $\chi^{2}=129.89^{*}$ | 19 | 25 | 56 | $\chi^{2}=37.37 *$ |
| 65 and older | 78 | 13 | 9 | (.000) | 28 | 23 | 49 | (.000) |
| Gender |  | ( $\mathrm{n}=1347$ ) |  |  |  | $(\mathrm{n}=1350)$ |  |  |
| Male | 46 | 23 | 31 | $\chi^{2}=3.08$ | 18 | 24 | 59 | $\chi^{2}=12.99^{*}$ |
| Female | 48 | 26 | 26 | (.214) | 11 | 23 | 66 | (.002) |
| Education |  | ( $\mathrm{n}=1330$ ) |  |  |  | $(\mathrm{n}=1333)$ |  |  |
| High school diploma or less | 49 | 29 | 23 |  | 15 | 33 | 52 |  |
| Some college | 48 | 22 | 30 | $\chi^{2}=6.41$ | 17 | 25 | 58 | $\chi^{2}=43.52^{*}$ |
| Bachelors or grad degree | 45 | 26 | 29 | (.171) | 10 | 17 | 72 | (.000) |
| Marital Status |  | ( $\mathrm{n}=1323$ ) |  |  |  | $(\mathrm{n}=1326)$ |  |  |
| Married | 49 | 23 | 28 |  | 15 | 21 | 64 |  |
| Never married | 36 | 38 | 27 |  | 9 | 27 | 64 |  |
| Divorced/separated | 52 | 22 | 26 | $\chi^{2}=22.45 *$ | 12 | 32 | 56 | $\chi^{2}=16.26$ * |
| Widowed | 62 | 15 | 23 | (.001) | 23 | 15 | 62 | (.012) |
| Occupation |  | ( $\mathrm{n}=1193$ ) |  |  |  | ( $\mathrm{n}=1196$ ) |  |  |
| Mgt, prof or education | 52 | 23 | 25 |  | 10 | 17 | 74 |  |
| Sales or office support | 58 | 29 | 14 |  | 22 | 27 | 51 |  |
| Constrn, inst or maint | 40 | 24 | 37 |  | 17 | 26 | 57 |  |
| Prodn/trans/warehsing | 49 | 32 | 19 |  | 24 | 35 | 41 |  |
| Agriculture | 43 | 25 | 33 |  | 17 | 24 | 60 |  |
| Food serv/pers. care | 35 | 24 | 41 |  | 8 | 22 | 71 |  |
| Hithcare supp/safety | 44 | 25 | 31 | $\chi^{2}=44.30^{*}$ | 9 | 19 | 72 | $\chi^{2}=69.73 *$ |
| Other | 51 | 39 | 10 | (.000) | 29 | 22 | 49 | (.000) |

Respondents who are disabled or retired and have no plans to work in the future were excluded.

Appendix Table 14 continued.

|  | To keep myself busy/active |  |  | I enjoy meeting the challenges of work and being successful |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Not important | Somewhat important | Important | Significance | Not important | Somewhat important | Important | Significance |
|  | Percentages |  |  |  |  |  |  |  |
| Total | 7 | 19 | 74 |  | 5 | 16 | 79 |  |
| Community Size |  | ( $\mathrm{n}=1327$ ) |  |  |  | ( $\mathrm{n}=1334$ ) |  |  |
| Less than 500 | 4 | 25 | 71 |  | 5 | 19 | 76 |  |
| 500-999 | 10 | 18 | 72 |  | 9 | 16 | 75 |  |
| 1,000-4,999 | 6 | 20 | 74 |  | 4 | 14 | 83 |  |
| 5,000-9,999 | 9 | 18 | 74 | $\chi^{2}=12.48$ | 6 | 16 | 78 | $\chi^{2}=9.74$ |
| 10,000 and up | 8 | 17 | 76 | (.131) | 5 | 16 | 80 | (.284) |
| Region |  | ( $\mathrm{n}=1352$ ) |  |  |  | ( $\mathrm{n}=1358$ ) |  |  |
| Panhandle | 7 | 14 | 79 |  | 9 | 11 | 80 |  |
| North Central | 3 | 22 | 75 |  | 6 | 12 | 82 |  |
| South Central | 7 | 15 | 79 |  | 6 | 14 | 80 |  |
| Northeast | 8 | 24 | 68 | $\chi^{2}=24.02^{*}$ | 3 | 21 | 76 | $\chi^{2}=21.14^{*}$ |
| Southeast | 9 | 23 | 68 | (.002) | 5 | 15 | 80 | (.007) |
| Individual Attributes: |  |  |  |  |  |  |  |  |
| Household Income Level |  | ( $\mathrm{n}=1293$ ) |  |  |  | ( $\mathrm{n}=1297$ ) |  |  |
| Under \$20,000 | 4 | 20 | 76 |  | 1 | 23 | 76 |  |
| \$20,000-\$39,999 | 6 | 21 | 73 |  | 7 | 22 | 72 |  |
| \$40,000-\$59,999 | 7 | 19 | 74 | $\chi^{2}=3.10$ | 5 | 15 | 80 | $\chi^{2}=26.55^{*}$ |
| \$60,000 and over | 8 | 18 | 75 | (.796) | 5 | 11 | 84 | (.000) |
| Age |  | ( $\mathrm{n}=1355$ ) |  |  |  | $(\mathrm{n}=1362)$ |  |  |
| 19-29 | 2 | 13 | 86 |  | 2 | 13 | 86 |  |
| 30-39 | 9 | 20 | 72 |  | 6 | 14 | 80 |  |
| 40-49 | 5 | 25 | 70 |  | 5 | 14 | 81 |  |
| 50-64 | 11 | 20 | 69 | $\chi^{2}=41.55 *$ | 7 | 19 | 74 | $\chi^{2}=21.63 *$ |
| 65 and older | 8 | 17 | 75 | (.000) | 9 | 17 | 74 | (.006) |
| Gender |  | ( $\mathrm{n}=1352$ ) |  |  |  | ( $\mathrm{n}=1360$ ) |  |  |
| Male | 8 | 21 | 71 | $\chi^{2}=4.68$ | 5 | 16 | 79 | $\chi^{2}=0.78$ |
| Female | 6 | 18 | 76 | (.096) | 6 | 15 | 80 | (.677) |
| Education |  | ( $\mathrm{n}=1336$ ) |  |  |  | ( $\mathrm{n}=1344$ ) |  |  |
| High school diploma or less | 5 | 23 | 72 |  | 6 | 25 | 69 |  |
| Some college | 7 | 17 | 76 | $\chi^{2}=4.49$ | 7 | 14 | 80 | $\chi^{2}=22.15^{*}$ |
| Bachelors or grad degree | 7 | 20 | 74 | (.343) | 4 | 14 | 83 | (.000) |
| Marital Status |  | ( $\mathrm{n}=1331$ ) |  |  |  | ( $\mathrm{n}=1338$ ) |  |  |
| Married | 8 | 20 | 73 |  | 6 | 16 | 78 |  |
| Never married | 3 | 17 | 81 |  | 2 | 18 | 81 |  |
| Divorced/separated | 6 | 19 | 75 | $\chi^{2}=11.57$ | 3 | 11 | 86 | $\chi^{2}=14.47 *$ |
| Widowed | 12 | 8 | 81 | (.072) | 11 | 7 | 82 | (.025) |
| Occupation |  | ( $\mathrm{n}=1206$ ) |  |  |  | ( $\mathrm{n}=1206$ ) |  |  |
| Mgt, prof or education | 7 | 15 | 77 |  | 3 | 10 | 87 |  |
| Sales or office support | 9 | 20 | 71 |  | 6 | 17 | 77 |  |
| Constrn, inst or maint | 3 | 34 | 63 |  | 1 | 19 | 80 |  |
| Prodn/trans/warehsing | 11 | 28 | 60 |  | 9 | 27 | 64 |  |
| Agriculture | 6 | 10 | 84 |  | 5 | 16 | 80 |  |
| Food serv/pers. care | 5 | 18 | 76 |  | 3 | 19 | 77 |  |
| Hlthcare supp/safety | 8 | 17 | 76 | $\chi^{2}=46.76 *$ | 4 | 17 | 79 | $\chi^{2}=56.82 *$ |
| Other | 12 | 36 | 52 | (.000) | 17 | 29 | 54 | (.000) |

Respondents who are disabled or retired and have no plans to work in the future were excluded.

Appendix Table 14 continued.

|  | Social aspects of the work place being with people |  |  | Having an opportunity for career advancement |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Not important | Somewhat important | Important | Significance | Not important | Somewhat important | Important | Significance |
|  | Percentages |  |  |  |  |  |  |  |
| Total | 12 | 23 | 65 |  | 18 | 20 | 63 |  |
| Community Size |  | ( $\mathrm{n}=1332$ ) |  |  |  | ( $\mathrm{n}=1328$ ) |  |  |
| Less than 500 | 11 | 27 | 63 |  | 18 | 21 | 60 |  |
| 500-999 | 14 | 29 | 57 |  | 20 | 21 | 60 |  |
| 1,000-4,999 | 12 | 21 | 67 |  | 16 | 22 | 63 |  |
| 5,000-9,999 | 13 | 24 | 63 | $\chi^{2}=8.55$ | 19 | 15 | 66 | $\chi^{2}=5.79$ |
| 10,000 and up | 14 | 21 | 66 | (.382) | 18 | 18 | 64 | (.671) |
| Region |  | ( $\mathrm{n}=1356$ ) |  |  |  | ( $\mathrm{n}=1351$ ) |  |  |
| Panhandle | 21 | 18 | 61 |  | 22 | 15 | 63 |  |
| North Central | 10 | 28 | 63 |  | 18 | 24 | 58 |  |
| South Central | 12 | 20 | 68 |  | 18 | 17 | 65 |  |
| Northeast | 13 | 27 | 60 | $\chi^{2}=21.28^{*}$ | 15 | 19 | 67 | $\chi^{2}=17.58 *$ |
| Southeast | 10 | 23 | 67 | (.006) | 18 | 26 | 56 | (.025) |
| Individual Attributes: |  |  |  |  |  |  |  |  |
| Household Income Level |  | ( $\mathrm{n}=1298$ ) |  |  |  | ( $\mathrm{n}=1290$ ) |  |  |
| Under \$20,000 | 3 | 34 | 63 |  | 11 | 24 | 65 |  |
| \$20,000-\$39,999 | 8 | 29 | 63 |  | 19 | 14 | 66 |  |
| \$40,000-\$59,999 | 18 | 20 | 63 | $\chi^{2}=29.70^{*}$ | 14 | 22 | 64 | $\chi^{2}=9.81$ |
| \$60,000 and over | 13 | 21 | 67 | (.000) | 18 | 19 | 64 | (.133) |
| Age |  | ( $\mathrm{n}=1358$ ) |  |  |  | ( $\mathrm{n}=1353$ ) |  |  |
| 19-29 | 5 | 19 | 76 |  | 3 | 8 | 89 |  |
| 30-39 | 13 | 26 | 61 |  | 10 | 21 | 69 |  |
| 40-49 | 14 | 24 | 62 |  | 15 | 22 | 63 |  |
| 50-64 | 17 | 24 | 60 | $\chi^{2}=32.43^{*}$ | 29 | 26 | 46 | $\chi^{2}=226.50$ * |
| 65 and older | 13 | 22 | 65 | (.000) | 52 | 23 | 25 | (.000) |
| Gender |  | ( $\mathrm{n}=1357$ ) |  |  |  | ( $\mathrm{n}=1351$ ) |  |  |
| Male | 17 | 28 | 56 | $\chi^{2}=36.03^{*}$ | 20 | 21 | 60 | $\chi^{2}=4.07$ |
| Female | 9 | 20 | 71 | (.000) | 16 | 19 | 65 | (.131) |
| Education |  | ( $\mathrm{n}=1340$ ) |  |  |  | ( $\mathrm{n}=1334$ ) |  |  |
| High school diploma or less | 13 | 29 | 58 |  | 20 | 26 | 54 |  |
| Some college | 12 | 23 | 65 | $\chi^{2}=6.52$ | 20 | 18 | 63 | $\chi^{2}=13.14 *$ |
| Bachelors or grad degree | 13 | 21 | 66 | (.164) | 15 | 19 | 66 | (.011) |
| Marital Status |  | ( $\mathrm{n}=1336$ ) |  |  |  | ( $\mathrm{n}=1331$ ) |  |  |
| Married | 14 | 23 | 63 |  | 20 | 21 | 59 |  |
| Never married | 3 | 25 | 73 |  | 10 | 18 | 72 |  |
| Divorced/separated | 11 | 25 | 63 | $\chi^{2}=21.31 *$ | 13 | 15 | 72 | $\chi^{2}=22.77 *$ |
| Widowed | 7 | 26 | 67 | (.002) | 26 | 26 | 48 | (.001) |
| Occupation |  | ( $\mathrm{n}=1202$ ) |  |  |  | ( $\mathrm{n}=1201$ ) |  |  |
| Mgt, prof or education | 10 | 18 | 72 |  | 16 | 17 | 68 |  |
| Sales or office support | 12 | 20 | 68 |  | 24 | 17 | 59 |  |
| Constrn, inst or maint | 24 | 32 | 44 |  | 15 | 25 | 60 |  |
| Prodn/trans/warehsing | 18 | 21 | 61 |  | 24 | 18 | 58 |  |
| Agriculture | 16 | 32 | 52 |  | 28 | 18 | 54 |  |
| Food serv/pers. care | 11 | 28 | 61 |  | 10 | 38 | 53 |  |
| Hlthcare supp/safety | 5 | 18 | 77 | $\chi^{2}=62.55^{*}$ | 9 | 23 | 69 | $\chi^{2}=60.19^{*}$ |
| Other | 27 | 22 | 51 | (.000) | 36 | 12 | 52 | (.000) |

Respondents who are disabled or retired and have no plans to work in the future were excluded.

It is the policy of the University of Nebraska-Lincoln not to discriminate on the basis of sex, age, disability, race, color, religion, marital status, veteran's status, national or ethnic origin, or sexual orientation.


[^0]:    1 Data from the Rural Polls have been weighted by age.
    22010 Census universe is non-metro population 20 years of age and over.
    32010 Census universe is non-metro population 20 years of age and over.
    4 2008-2012 American Community Survey universe is non-metro population 18 years of age and over.
    5 2008-2012 American Community Survey universe is all non-metro households.
    6 2008-2012 American Community Survey universe is non-metro population 20 years of age and over.
    *Comparison numbers are estimates taken from the American Community Survey five-year sample and may reflect significant margins of error for areas with relatively small populations.

[^1]:    * Chi-square values are statistically significant at the .05 level.

    Only households with at least one job were included in this analysis.

[^2]:    * Chi-square values are statistically significant at the .05 level.

    Persons not deriving any income from self-employment were excluded from this analysis.

[^3]:    * Chi-square values are statistically significant at the .05 level.

    Persons not deriving any income from self-employment were excluded from this analysis.

[^4]:    * Chi-square values are statistically significant at the .05 level.

    Respondents who are disabled or retired and have no plans to work in the future were excluded.

