# NEBRASKA RURAL POLL

## A Research Report

**Broadband and Mobile Internet Services in Nonmetropolitan Nebraska**

***2016 Nebraska Rural Poll Results***

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All of the research reports detailing Nebraska Rural Poll results are located on its webpage at http://ruralpoll.unl.edu

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# *Executive Summary*

A recent Pew Research Center survey revealed that home broadband adoption has plateaued in the United States. In addition, there has been an increase in adults who use a smartphone to access the Internet but do not have traditional broadband service in their home. Given these national trends, how do rural Nebraskans access the Internet? Are they accessing the Internet from their cell phones? Are they subscribing to high-speed Internet services at home? How satisfied are they with their Internet services? How important do they feel Internet access is for various items? This paper provides a detailed analysis of these questions.

This report details 1,746 responses to the 2016 Nebraska Rural Poll, the 21st annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about Internet services. Comparisons are made among different respondent subgroups, that is, comparisons by age, occupation, region, etc. Based on these analyses, some key findings emerged:

- ***Most rural Nebraskans use their cell phone to access the Internet.*** Seventy percent of rural Nebraskans access the Internet using their cell phones.
  - ✓ Rural Nebraskans with the highest household incomes, who are younger, married, with higher education levels and with management or professional occupations are the groups most likely to access the Internet using their cell phone.

- ***Overall, most rural Nebraskans using mobile/cellular Internet service are satisfied with their service.*** Furthermore, most rural Nebraskans are satisfied with the reliability, speed, customer service, and coverage of their mobile Internet service. However, most rural Nebraskans using mobile Internet service are *dissatisfied* with the price of their service.

- ***Persons with healthcare support or public safety occupations are more likely than persons with different occupations to report being satisfied with the reliability of their mobile Internet service.*** Seventy percent of persons with healthcare support or public safety occupations are satisfied with the reliability of their mobile Internet service. However, only 39 percent of persons with occupations in agriculture are satisfied with the reliability of their mobile Internet service. In fact, over one-half (52%) of persons with occupations in agriculture are *dissatisfied* with the reliability of their mobile Internet service.

- ***Persons living in or near the largest communities are more likely than persons living in or near the smallest communities to report satisfaction with the speed of their mobile Internet service.*** Approximately two-thirds (67%) of persons living in or near communities with populations of 10,000 or more are satisfied with the speed of their mobile Internet service, compared to 43 percent of persons living in or near communities with less than 500 people.

- ***Persons living in the South Central region are more likely than persons living in other regions of the state to be satisfied with the coverage of their mobile Internet service.*** Seventy-three percent of persons living in the South Central region are satisfied with the coverage of their mobile Internet service, compared to 55 percent of persons living in the Northeast region of the state.

- ***Over eight in ten rural Nebraskans subscribe to a high-speed Internet service at home (such as cable Internet, DSL, fiber optic or satellite Internet service) other than a data plan on their cell phone or tablet.*** Eighty-two percent of rural Nebraskans report subscribing to high-speed Internet service at home. Six percent say they only use their cell phone data plan. Nine percent do not subscribe to any Internet service at home and do not have a cell phone data plan. Two percent have only dial-up Internet service.
  - ✓ Rural Nebraskans living in or near larger communities, with higher household incomes, who are younger, who are married, with higher education levels and with occupations classified as other are the groups most likely to subscribe to high-speed Internet services at home.

- ***Most rural Nebraskans with home Internet service are satisfied with their service overall.*** Furthermore, most rural Nebraskans with home Internet service are satisfied with the reliability, speed and customer service of their home service. However, most rural Nebraskans with home Internet service are *dissatisfied* with the price of their service.

- ***Persons living in or near larger communities are more likely than persons living in or near smaller communities to report satisfaction with the speed of their home Internet service.*** Sixty-three percent of persons living in or near communities with populations of 10,000 or more are satisfied with the speed of their service, compared to 44 percent of persons living in or near communities with populations less than 500.

- ***Panhandle residents are more likely than residents of other regions of the state to be satisfied overall with their home Internet service.*** Just over two-thirds (68%) of Panhandle residents are satisfied overall with their home service, compared to 51 percent of residents of the Northeast region.

- ***Most rural Nebraskans see value in having high-speed Internet access for various items.*** Over seven in ten rural Nebraskans feel having high-speed Internet access is important or very important for the following items: searching for/applying for jobs, children's education and learning new things.

- ***Younger persons are more likely than older persons to think having high-speed Internet access is important for monitoring or managing health care.*** Just over one-half (55%) of persons age 19 to 29 think high-speed Internet access is important for monitoring or managing health care, compared to 36 percent of persons age 65 and older.

# Introduction

A recent Pew Research Center survey revealed that home broadband adoption has plateaued in the United States. In addition, there has been an increase in adults who use a smartphone to access the Internet but do not have traditional broadband service in their home. Given these national trends, how do rural Nebraskans access the Internet? Are they accessing the Internet from their cell phones? Are they subscribing to high-speed Internet services at home? How satisfied are they with their Internet services? How important do they feel Internet access is for various items? This paper provides a detailed analysis of these questions.

This report details 1,746 responses to the 2016 Nebraska Rural Poll, the 21st annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about Internet services.

## *Methodology and Respondent Profile*

This study is based on 1,746 responses from Nebraskans living in 86 counties in the state.[1] A self-administered questionnaire was mailed in April to 6,115 randomly selected households. Metropolitan counties not included in the sample were Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The 14-page questionnaire included questions pertaining to well-being, community, Internet services, education, and housing. This paper reports only results from the Internet services 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 ten days later.
3. A reminder postcard was sent to the entire sample approximately ten days after the questionnaire had been sent.
4. Those who had not yet responded within approximately 20 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 2010 - 2014 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.

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.

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-nine percent are married (Appendix Table 1) and 68 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-nine percent are living in or near towns or villages with populations less than 5,000. Ninety-seven percent have attained at least a high school diploma.

Thirty-three percent of the respondents report their 2015 approximate household income from all sources, before taxes, as below $40,000. Fifty-six percent report incomes over $50,000.

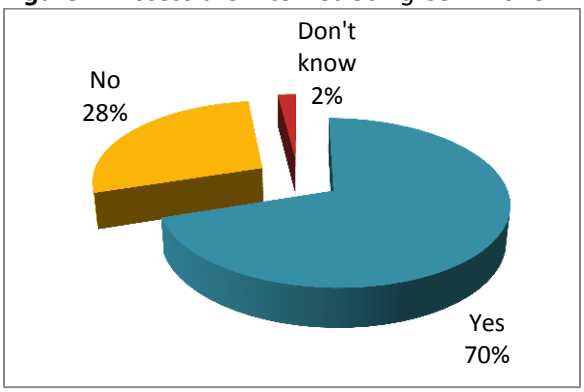
Seventy-six percent were employed in 2015 on a full-time, part-time, or seasonal basis. Seventeen percent are retired. Thirty-three percent of those employed reported working in a management, professional, or education occupation. Twelve percent indicated they were employed in agriculture.

## Internet Services

To examine rural Nebraskans' use of mobile Internet services, respondents were asked, "Do you access the Internet using your cell phone (have a cell phone data plan)?" Seventy percent of rural Nebraskans access the Internet using their cell phone (Figure 1).

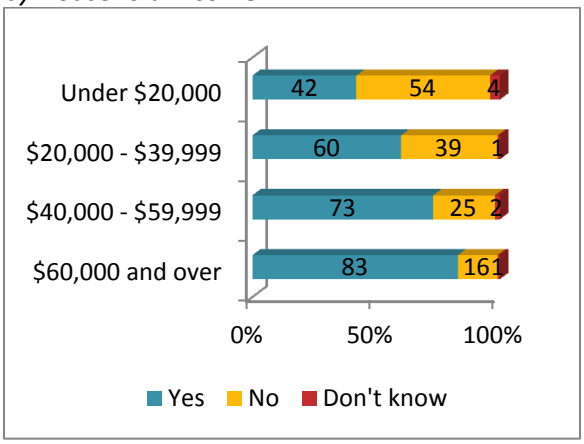
Rural Nebraskans' use of mobile Internet services differ by many individual attributes (Appendix Table 2). Rural Nebraskans with the highest household incomes are more likely than persons with the lowest household incomes to access the Internet using their cell phone. Eighty-three percent of persons with household incomes of $60,000 or more access the Internet using their cell phone, compared to 42 percent of persons with household incomes under $20,000 (Figure 2).

***Figure 1.*** *Access the Internet Using Cell Phone*




Younger persons are more likely than older persons to access the Internet using their cell phone. Approximately 93 percent of persons age 19 to 39 access the Internet using their cell phone, compared to 34 percent of persons age 65 and older.

***Figure 2.*** *Access the Internet Using Cell Phone by Household Income*

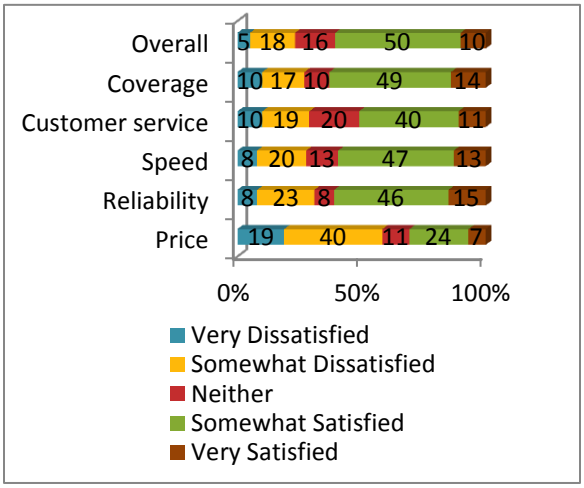


Other groups most likely to access the Internet using their cell phone include: married persons; persons with higher education levels; persons with management, professional or education occupations; persons with healthcare support or public safety occupations; and persons with occupations classified as other.

The respondents who access the Internet using their cell phone were then asked how satisfied they are with various aspects of their cellular/mobile Internet service. Overall, most rural Nebraskans using mobile/cellular Internet service are satisfied with their service (Figure 3). Furthermore, most rural Nebraskans are satisfied with the reliability, speed, customer service, and coverage of their mobile Internet service. However, most rural Nebraskans using mobile Internet service are *dissatisfied* with the price of their service.

Rural Nebraskans' satisfaction levels with their cellular/mobile Internet service differ by community size, region and various individual attributes (Appendix Table 3). Rural Nebraskans living in the Southeast region of the state are more likely than persons living in other regions of the state to be satisfied with the price of their mobile Internet service (see Appendix Figure 1 for the counties included in each region). Thirty-six percent of persons living in the Southeast region are satisfied with the price of their mobile Internet service, compared to 26 percent of persons living in either the Panhandle or North Central region.

***Figure 3.*** *Satisfaction with Cellular/Mobile Internet Service*



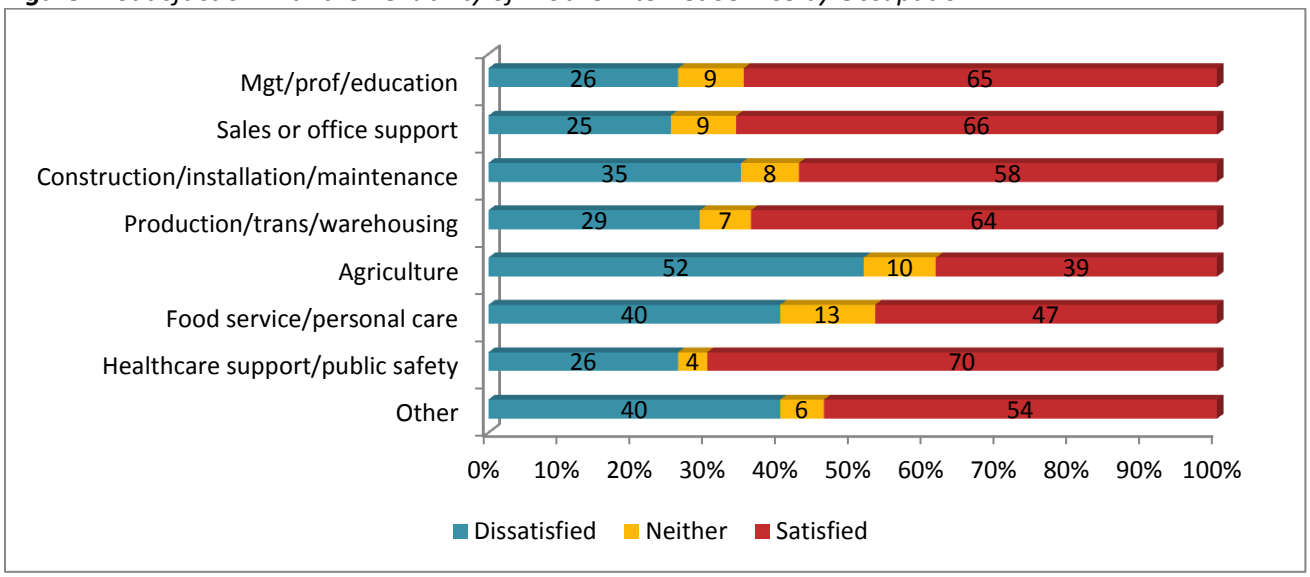

Persons with the lowest household incomes are more likely than persons with higher household incomes to report being satisfied with the price of their mobile Internet service. Almost one-half (46%) of persons with household incomes under $20,000 are satisfied with the price of their mobile Internet service, compared to 24 percent of persons with household incomes between $40,000 and $59,999.

Other groups most likely to be satisfied with the price of their mobile Internet service include females and persons with production, transportation or warehousing occupations.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to report satisfaction with the reliability of their mobile Internet service. Approximately two-thirds (67%) of persons living in or near communities with populations of 10,000 or more are satisfied with the reliability of their mobile Internet service, compared to 52 percent of persons living in or near communities with populations under 500.

Persons with healthcare support or public safety occupations are more likely than persons with different occupations to report being satisfied with the reliability of their mobile Internet service. Seventy percent of persons with healthcare support or public safety occupations are satisfied with the reliability of their mobile Internet service (Figure 4). However, only 39 percent of persons with

***Figure 4.*** *Satisfaction with the Reliability of Mobile Internet Service by Occupation*




occupations in agriculture are satisfied with the reliability of their mobile Internet service. In fact, over one-half (52%) of persons with occupations in agriculture are *dissatisfied* with the reliability of their mobile Internet service.

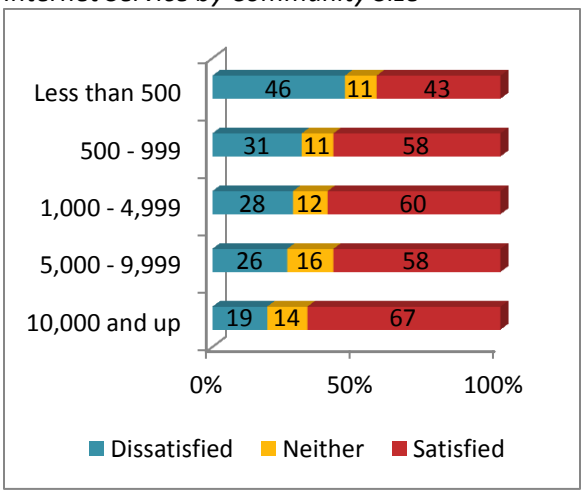
Other groups most likely to be satisfied with the reliability of their mobile Internet service include: persons with higher household incomes, younger persons, females, persons with higher education levels, married persons and widowed persons.

Persons living in or near the largest communities are more likely than persons living in or near the smallest communities to report satisfaction with the speed of their mobile Internet service. Approximately two-thirds (67%) of persons living in or near communities with populations of 10,000 or more are satisfied with the speed of their mobile Internet service, compared to 43 percent of persons living in or near communities with less than 500 people (Figure 5).

Other groups most likely to report satisfaction with the speed of their Internet service include: persons with higher household incomes; females; persons with higher education levels; married persons; persons with healthcare support or public safety occupations; and persons with production, transportation and warehousing occupations.

The groups most likely to be satisfied with the customer service of their mobile Internet service include: the oldest respondents,

***Figure 5.*** *Satisfaction with Speed of Mobile Internet Service by Community Size*



females, persons with higher education levels, widowed persons, and persons with occupations classified as other.

Persons living in the South Central region are more likely than persons living in other regions of the state to be satisfied with the coverage of their mobile Internet service. Seventy-three percent of persons living in the South Central region are satisfied with the coverage of their mobile Internet service, compared to 55 percent of persons living in the Northeast region of the state.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to report satisfaction with the coverage of their mobile Internet service. Seventy percent of persons living in or near communities with populations of 10,000 or more are satisfied with their coverage, compared to 54 percent of persons living in or near communities with populations less than 500.

Other groups most likely to report being satisfied with the coverage of their mobile Internet service include: the youngest respondents, persons with the highest education levels, married persons and persons who have never married.

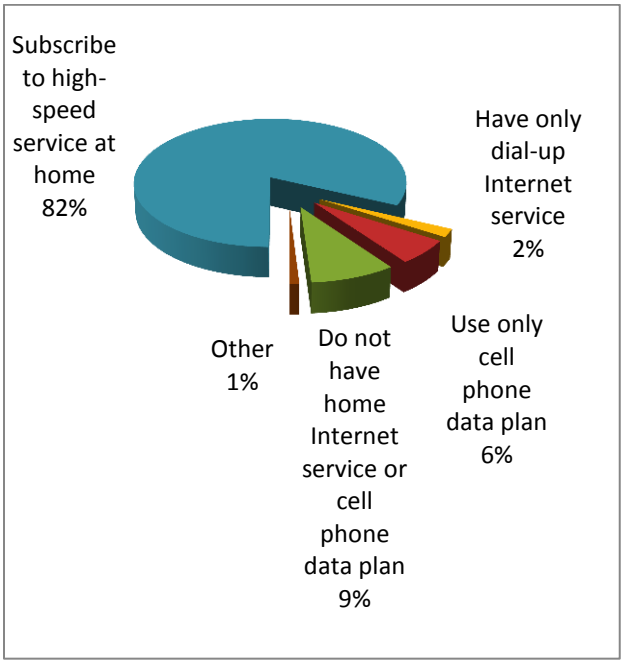
Persons living in or near larger communities are more likely than persons living in or near smaller communities to report overall satisfaction with their mobile Internet service. Sixty-four percent of persons living in or near communities with populations of 10,000 or more are satisfied overall with their mobile Internet service, compared to 50 percent of persons living in or near communities with populations less than 500.

Other groups most likely to be satisfied overall with their mobile Internet service include: the youngest respondents, females, persons with higher education levels, married persons, persons with sales or office support occupations and persons with occupations classified as other.

Next, respondents were asked if they subscribe to a high-speed Internet service at home (such as cable Internet, DSL, fiber optic or satellite Internet service) other than a data plan on their cell phone or tablet. Eighty-two percent of rural Nebraskans report subscribing to high-speed Internet service at home (Figure 6). Six percent say they only use their cell phone data plan. Nine percent do not subscribe to any Internet service at home and do not have a cell phone data plan. Two percent have only dial-up Internet service.

Subscription to home high-speed Internet service differs by community size and various

***Figure 6.*** *Subscribe to High-Speed Internet Service at Home*



individual attributes (Appendix Table 4). Persons living in or near larger communities are more likely than persons living in or near smaller communities to subscribe to a high-speed Internet service at home. Eighty-five percent of persons living in or near communities with populations of 10,000 or more subscribe to a high-speed Internet service at home, compared to 76 percent of persons living in or near communities with populations less than 500 (Figure 7).

Persons with higher household incomes are more likely than persons with lower household incomes to subscribe to a high-speed Internet service at home. Ninety-three percent of persons with household incomes of $60,000 or more subscribe to a high-speed Internet service at home, compared to 59 percent of persons with household incomes under $20,000.

Younger persons are more likely than older persons to subscribe to a high-speed Internet service at home. Ninety-four percent of persons age 19 to 29 subscribe to a high-speed Internet service at home, compared to 69 percent of persons age 65 and older.

Other groups most likely to subscribe to a high-speed Internet service at home include: married persons, persons with higher education levels and persons with occupations classified as other.

The respondents who subscribe to a home Internet service were asked how satisfied they are with various aspects of their service. Most rural Nebraskans with home Internet service are satisfied with their service overall (Figure 8). Furthermore, most rural Nebraskans with home Internet service are satisfied with the reliability, speed and customer service of their home service. However, most rural Nebraskans with home Internet service are *dissatisfied* with the price of their service.

Satisfaction levels with various aspects of their

***Figure 7.*** *Subscribe to High-Speed Internet Service at Home by Community Size*

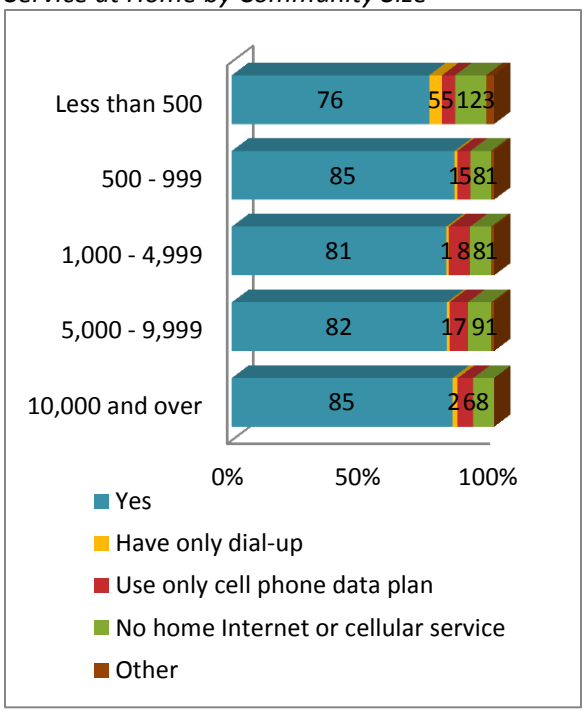
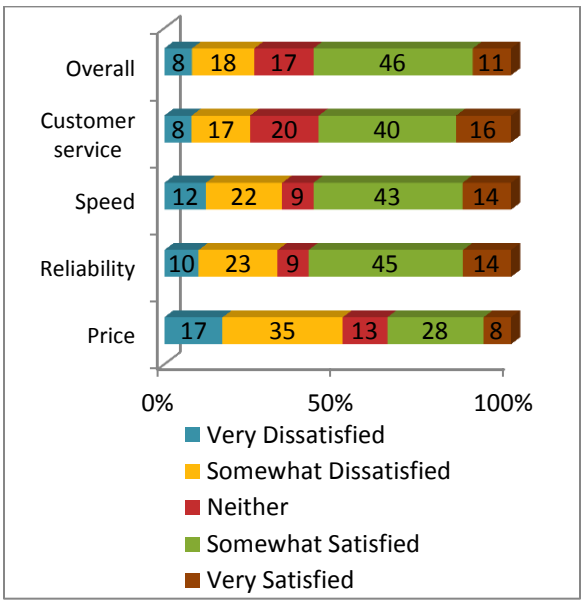



***Figure 8.*** *Satisfaction with Home Internet Service*



home Internet service differ by community size, region and various individual attributes (Appendix Table 5). Residents of the Northeast region are *less* likely than residents of other regions of the state to be satisfied with the price of their home Internet service. Thirty-two percent of persons living in the Northeast region are satisfied with the price of their service, compared to 39 percent of the residents of the North Central or Southeast regions.

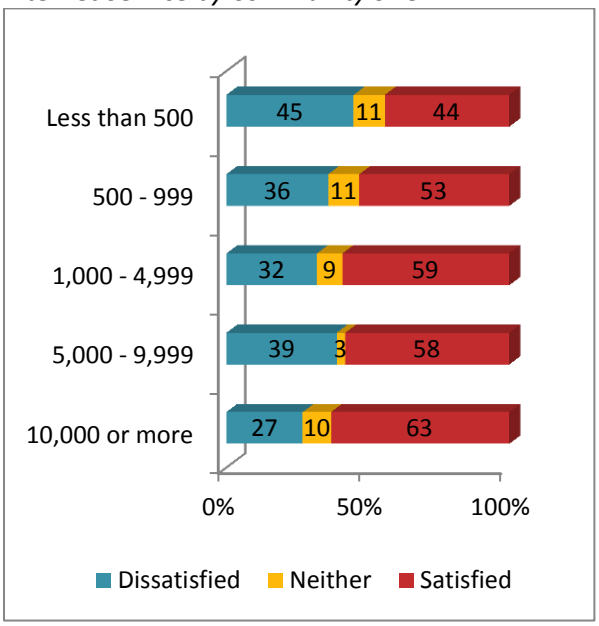
Other groups most likely to report satisfaction with the price of their home Internet service include: persons living in or near mid-sized communities, persons with household incomes ranging from $20,000 to $39,999, and persons with food service or personal care occupations.

Residents of the Panhandle are more likely than residents of other regions of the state to be satisfied with the reliability of their home Internet service. Just over two-thirds (68%) of Panhandle residents are satisfied with the reliability of their home service, compared to 53 percent of the residents of the Northeast region.

Other groups most likely to report satisfaction with the reliability of their home Internet service include younger persons and persons with higher education levels.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to report satisfaction with the speed of their home Internet service. Sixty-three percent of persons living in or near communities with populations of 10,000 or more are satisfied with the speed of their service, compared to 44 percent of persons living in or near communities with populations less than 500 (Figure 9).

***Figure 9.*** *Satisfaction with the Speed of Home Internet Service by Community Size*




Younger persons are more likely than older persons to report being satisfied with the speed of their home Internet service. Just over three-quarters (76%) of persons age 19 to 29 are satisfied with the speed of their service, compared to 50 percent of persons age 40 to 49.

Other groups most likely to report being satisfied with the speed of their home Internet service include: females, persons with higher education levels and persons with healthcare support or public safety occupations.

The groups most likely to be satisfied with the customer service of their home Internet service include: Panhandle residents, both the oldest and youngest respondents, and persons with healthcare support or public safety occupations.

Panhandle residents are more likely than residents of other regions of the state to be satisfied overall with their home Internet service. Just over two-thirds (68%) of Panhandle

residents are satisfied overall with their home service, compared to 51 percent of residents of the Northeast region.

Other groups most likely to report being satisfied overall with their home Internet service include: persons living in or near mid-sized communities, younger persons, females, widowed persons, persons with healthcare support or public safety occupations and persons with food service or personal care occupations.

## Importance of Internet Access

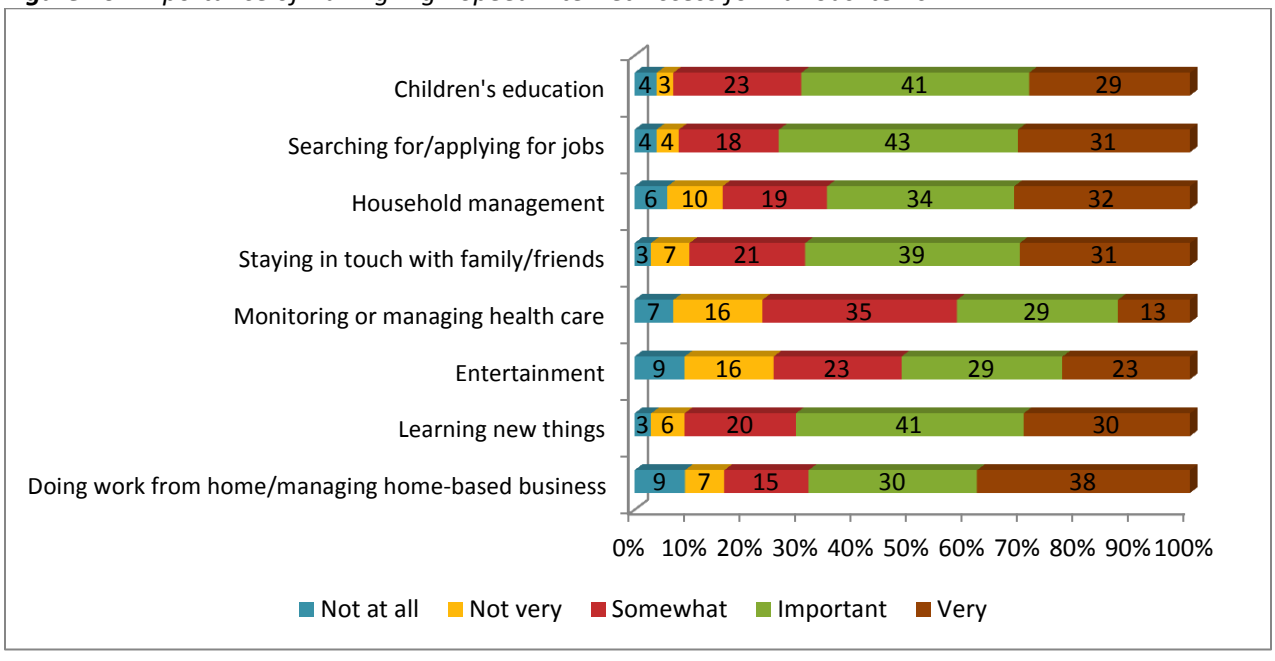
Finally, all respondents were asked how important they feel having high-speed Internet access is for various items. Over seven in ten rural Nebraskans feel having high-speed Internet access is important or very important for the following items: searching for/applying for jobs (74%), children's education (71%) and learning new things (71%) (Figure 10).

The perceived importance of having high-speed Internet access for the items differ by region, community size and various individual attributes (Appendix Table 6). Persons with higher household incomes are more likely than persons with lower incomes to believe high-speed Internet access is important for children's education. Just over three-quarters (76%) of persons with household incomes of $60,000 or more think having high-speed Internet access is important for children's education, compared to 62 percent of persons with household incomes under $20,000.

Other groups most likely to think having high-speed Internet access is important for children's education include: persons age 40 to 49, persons with higher education levels, married persons and persons with occupations classified as other.

Younger persons are more likely than older persons to believe having high-speed Internet

***Figure 10.*** *Importance of Having High-Speed Internet Access for Various Items*



access is important for searching for/applying for jobs. Eighty-seven percent of persons age 19 to 29 believe having high-speed Internet access is important for searching for/applying for jobs, compared to 61 percent of persons age 65 and older.

Other groups most likely to think having high-speed Internet access is important for searching for/applying for jobs include: persons with higher household incomes, females, persons with higher education levels, persons who have never married, persons who are divorced/separated and persons with healthcare support or public safety occupations.

Persons with higher household incomes are more likely than persons with lower incomes to think having high-speed Internet access is important for household management. Seventy-four percent of persons with household incomes of $60,000 or more think having high-speed Internet access is important for household management. In comparison, one-half (50%) of persons with household incomes under $20,000 share this opinion.

Other groups most likely to think having high-speed Internet access is important for household management include: younger persons, females, persons with higher education levels, persons who have never married, married persons, and persons with healthcare support or public safety occupations.

Females are more likely than males to believe having high-speed Internet access is important for staying in touch with family and friends. Three-quarters (75%) of females think high-speed Internet access is important for staying in touch with family and friends, compared to 61 percent of males.

Other groups most likely to believe high-speed Internet access is important for staying in touch with family and friends include: persons with higher household incomes, younger persons, persons with higher education levels, married persons, persons who have never married, and persons with healthcare support or public safety occupations.

Younger persons are more likely than older persons to think having high-speed Internet access is important for monitoring or managing health care. Just over one-half (55%) of persons age 19 to 29 think high-speed Internet access is important for monitoring or managing health care, compared to 36 percent of persons age 65 and older.

And, persons with higher household incomes are more likely than persons with lower incomes to believe high-speed Internet access is important to monitor and manage health care.

Persons living in or near smaller communities are more likely than persons living in or near larger communities to think high speed Internet access is important for entertainment (watching shows or movies, listening to music, playing games). Over one-half of the persons living in or near communities with populations less than 1,000 think high speed Internet is important for entertainment, compared to 48 percent of persons living in or near communities with populations ranging from 5,000 to 9,999.

Other groups most likely to think having high speed Internet access is important for entertainment include: persons with higher household incomes, younger persons, females, persons with higher education levels, married persons, persons who have never married, persons with occupations classified as other, persons with healthcare support or public

safety occupations and persons with sales or office support occupations.

Persons with higher education levels are more likely than persons with less education to believe that high speed Internet access is important for learning new things. Over three-quarters (77%) of persons with at least a four year degree believe high speed Internet is important for learning new things. In comparison, 60 percent of persons with a high school diploma or less share this opinion.

Other groups most likely to think having high speed Internet access is important for learning new things include: persons with higher household incomes, younger persons, females, and married persons.

Younger persons are more likely than older persons to think having high speed Internet access is important for doing work from home or managing a home-based business. Ninety-five percent of persons age 19 to 29 believe having high speed Internet is important for doing work from home or managing a home-based business. In comparison, 43 percent of persons age 65 and older believe it is important.

Other groups most likely to believe having high speed Internet access is important for working from home or managing a home-based business include: persons with higher household incomes, persons with higher education levels, persons who have never married, married persons, and persons with management, professional or education occupations. When comparing the responses by region, persons living in the North Central region are the group *least* likely to believe having high speed Internet is important for doing work from home or managing a home-based business.

## Conclusion

Most rural Nebraskans use their cell phone to access the Internet. Certain groups are more likely than others to use mobile/cellular Internet service: rural Nebraskans with the highest household incomes, who are younger, married, with higher education levels and with management or professional occupations.

Overall, most rural Nebraskans using mobile/cellular Internet service are satisfied with their service. Furthermore, most rural Nebraskans are satisfied with the reliability, speed, customer service, and coverage of their mobile Internet service. However, most rural Nebraskans using mobile Internet service are *dissatisfied* with the price of their service.

Certain groups have issues with various aspects of their mobile Internet service. Less than four in ten persons with occupations in agriculture are satisfied with the reliability of their mobile Internet service. In fact, over one-half of this occupation group is *dissatisfied* with the reliability of their mobile Internet service. And, persons living in or near the smallest communities are *less* likely than persons living in or near the largest communities to report satisfaction with the speed of their mobile Internet service. Persons living in the Northeast region of the state are *less* likely than persons living in other regions of the state to express satisfaction with the coverage of their mobile Internet service.

Over eight in ten rural Nebraskans subscribe to a high-speed Internet service at home (such as cable Internet, DSL, fiber optic or satellite Internet service) other than a data plan on their cell phone or tablet. Six percent say they only use their cell phone data plan. Nine percent do not subscribe to any Internet service at home

and do not have a cell phone data plan. Two percent have only dial-up Internet service.

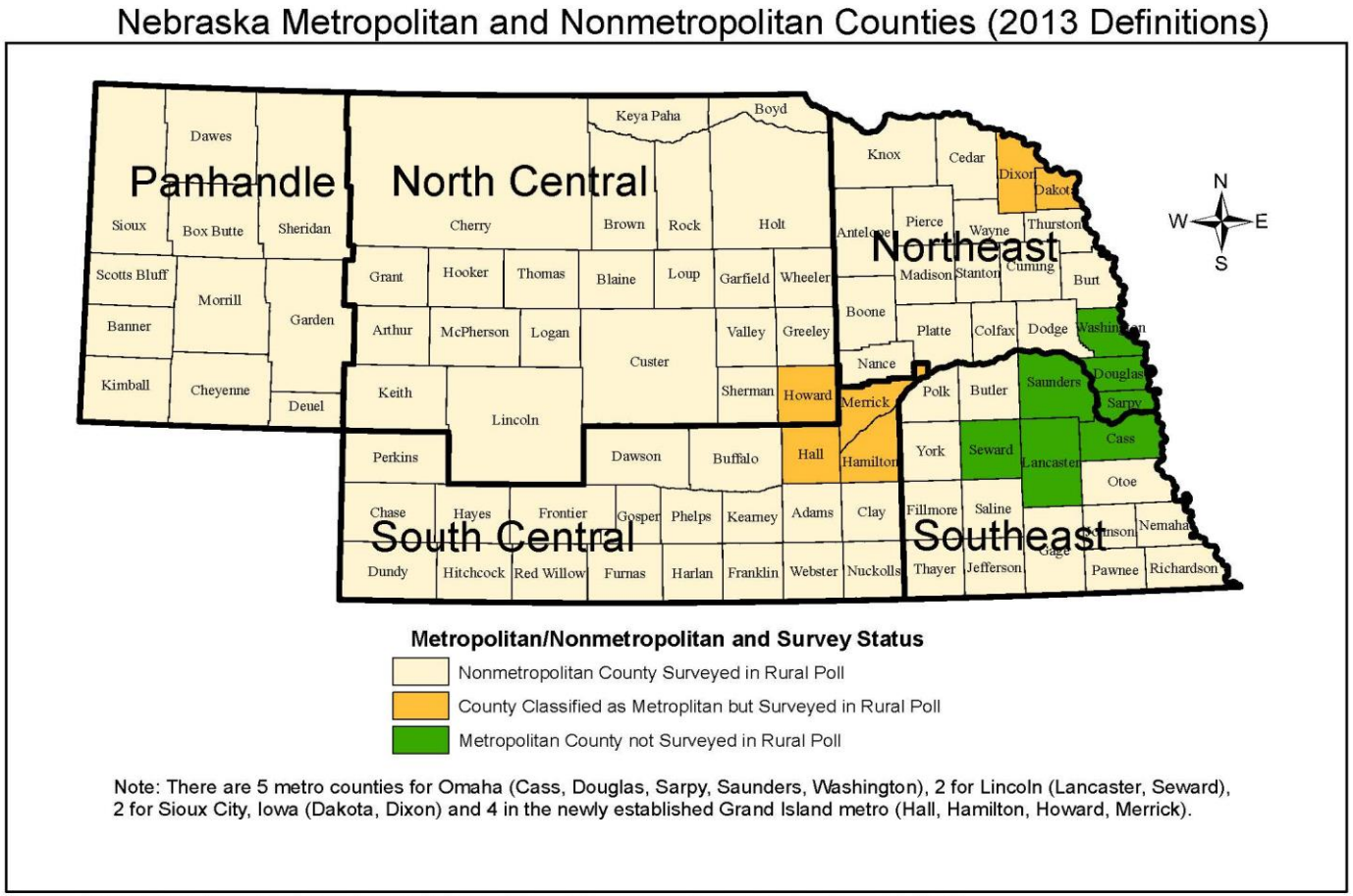
A digital divide still exists in the nonmetropolitan counties of the state. Rural Nebraskans living in or near larger communities, with higher household incomes, who are younger, who are married, with higher education levels and with occupations classified as other are the groups most likely to subscribe to high-speed Internet services at home.

Most rural Nebraskans with home Internet service are satisfied with their service overall. Furthermore, most rural Nebraskans with home Internet service are satisfied with the reliability, speed and customer service of their home service. However, most rural Nebraskans with home Internet service are *dissatisfied* with the price of their service.

As was the case with mobile Internet service, certain groups have issues with their home Internet service. Persons living in or near smaller communities are less likely than persons living in or near larger communities to report satisfaction with the speed of their home Internet service. Residents of the Northeast region are less likely than residents of other regions of the state to be satisfied overall with their home Internet service.

Most rural Nebraskans see value in having high-speed Internet access for various items. Over seven in ten rural Nebraskans feel having high-speed Internet access is important or very important for the following items: searching for/applying for jobs, children's education and learning new things. Younger persons in particular are one group that is more likely to say having high-speed Internet access is important for most of the items listed. As one example, younger persons are more likely than older persons to think having high-speed Internet access is important for monitoring or managing health care.

**Appendix Figure 1. Regions of Nebraska**




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 – 2014 American Community Survey 5 Year Average for Nebraska**

| | *2016 Poll* | *2015 Poll* | *2014 Poll* | *2013 Poll* | *2012 Poll* | *2011 Poll* | *2010 - 2014 ACS* |
|---|---|---|---|---|---|---|---|
| **Age :** [2] | | | | | | | |
| 20 - 39 | 31% | 31% | 32% | 31% | 31% | 31% | 31% |
| 40 - 64 | 45% | 45% | 46% | 44% | 44% | 44% | 45% |
| 65 and over | 24% | 24% | 23% | 24% | 24% | 24% | 24% |
| **Gender:** [3] | | | | | | | |
| Female | 59% | 58% | 57% | 51% | 61% | 60% | 51% |
| Male | 41% | 42% | 43% | 49% | 39% | 40% | 49% |
| **Education:** [4] | | | | | | | |
| Less than 9th grade | 1% | 1% | 1% | 1% | 1% | 1% | 5% |
| 9th to 12th grade (no diploma) | 2% | 2% | 3% | 3% | 3% | 3% | 7% |
| High school diploma (or equiv.) | 21% | 22% | 18% | 23% | 22% | 26% | 33% |
| Some college, no degree | 21% | 23% | 23% | 25% | 25% | 23% | 26% |
| Associate degree | 19% | 15% | 16% | 15% | 15% | 16% | 11% |
| Bachelors degree | 23% | 24% | 24% | 22% | 24% | 19% | 13% |
| Graduate or professional degree | 14% | 13% | 16% | 12% | 11% | 12% | 5% |
| **Household Income:** [5] | | | | | | | |
| Less than $10,000 | 3% | 5% | 5% | 5% | 6% | 6% | 6% |
| $10,000 - $19,999 | 8% | 7% | 7% | 7% | 10% | 10% | 12% |
| $20,000 - $29,999 | 11% | 9% | 8% | 13% | 11% | 13% | 12% |
| $30,000 - $39,999 | 11% | 9% | 14% | 10% | 10% | 14% | 11% |
| $40,000 - $49,999 | 11% | 12% | 12% | 15% | 12% | 11% | 10% |
| $50,000 - $59,999 | 11% | 11% | 13% | 10% | 13% | 12% | 10% |
| $60,000 - $74,999 | 14% | 15% | 13% | 11% | 14% | 12% | 11% |
| $75,000 or more | 32% | 32% | 29% | 29% | 25% | 22% | 27% |
| **Marital Status:** [6] | | | | | | | |
| Married | 69% | 68% | 68% | 70% | 70% | 66% | 62% |
| Never married | 11% | 13% | 12% | 12% | 10% | 14% | 17% |
| Divorced/separated | 10% | 10% | 12% | 9% | 11% | 11% | 12% |
| Widowed/widower | 9% | 8% | 8% | 9% | 10% | 10% | 8% |

[1] Data from the Rural Polls have been weighted by age.

[2] 2010-2014 American Community Survey universe is non-metro population 20 years of age and over.

[3] 2010-2014 American Community Survey universe is non-metro population 20 years of age and over.

[4] 2010-2014 American Community Survey universe is non-metro population 18 years of age and over.

[5] 2010-2014 American Community Survey universe is all non-metro households.

[6] 2010-2014 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.

***Appendix Table 2.*** *Internet Access Using Cell Phone by Community Size, Region and Individual Attributes*

| | ***Do you access the Internet using your cell phone (have a cell phone data plan)?*** | | | |
|---|---|---|---|---|
| | *Yes* | *No* | *Don't know* | *Significance* |
| | | *Percentages* | | |
| **Total** | 70 | 28 | 2 | |
| **Community Size** | | (n = 1485) | | |
| Less than 500 | 68 | 31 | 2 | |
| 500 - 999 | 70 | 28 | 2 | |
| 1,000 - 4,999 | 70 | 29 | 1 | $\chi^2 = 4.04$ |
| 5,000 - 9,999 | 71 | 27 | 2 | (.853) |
| 10,000 and up | 74 | 25 | 1 | |
| **Region** | | (n = 1561) | | |
| Panhandle | 75 | 25 | 1 | |
| North Central | 70 | 30 | 1 | |
| South Central | 73 | 25 | 2 | $\chi^2 = 9.29$ |
| Northeast | 67 | 32 | 1 | (.318) |
| Southeast | 67 | 31 | 2 | |
| **Income Level** | | (n = 1413) | | |
| Under $20,000 | 42 | 54 | 4 | |
| $20,000 - $39,999 | 60 | 39 | 1 | $\chi^2 = 131.96$* |
| $40,000 - $59,999 | 73 | 25 | 2 | (.000) |
| $60,000 and over | 83 | 16 | 1 | |
| **Age** | | (n = 1570) | | |
| 19 - 29 | 93 | 8 | 0 | |
| 30 - 39 | 94 | 5 | 0.4 | |
| 40 - 49 | 82 | 17 | 1 | $\chi^2 = 373.94$* |
| 50 - 64 | 66 | 33 | 1 | (.000) |
| 65 and older | 34 | 62 | 4 | |
| **Gender** | | (n = 1566) | | |
| Male | 68 | 30 | 2 | $\chi^2 = 2.96$ |
| Female | 72 | 27 | 1 | (.227) |
| **Marital Status** | | (n = 1551) | | |
| Married | 76 | 23 | 1 | |
| Never married | 71 | 28 | 2 | |
| Divorced/separated | 63 | 36 | 1 | $\chi^2 = 122.51$* |
| Widowed | 30 | 67 | 3 | (.000) |
| **Education** | | (n = 1512) | | |
| H.S. diploma or less | 54 | 42 | 4 | |
| Some college | 73 | 26 | 1 | $\chi^2 = 79.94$* |
| Bachelors or grad degree | 80 | 19 | 0.4 | (.000) |

Appendix Table 2 continued.

| | ***Do you access the Internet using your cell phone (have a cell phone data plan)?*** | | | |
|---|---|---|---|---|
| | *Yes* | *No* | *Don't know* | *Significance* |
| **Occupation** | | (n = 1187) | | |
| Mgt, prof or education | 84 | 16 | 0 | |
| Sales or office support | 80 | 19 | 1 | |
| Constrn, inst or maint | 57 | 40 | 3 | |
| Prodn/trans/warehsing | 64 | 35 | 1 | |
| Agriculture | 70 | 27 | 3 | |
| Food serv/pers. care | 72 | 26 | 2 | |
| Hlthcare supp/safety | 83 | 16 | 1 | $\chi^2 = 55.62$* |
| Other | 82 | 18 | 0 | (.000) |

* Chi-square values are statistically significant at the .05 level.

***Appendix Table 3.*** *Satisfaction with Cellular/Mobile Internet Service By Community Size, Region and Individual Attributes.*

| | ***Price*** | | | | ***Reliability*** | | | |
|---|---|---|---|---|---|---|---|---|
| | *Dissatisfied* | *Neither* | *Satisfied* | *Significance* | *Dissatisfied* | *Neither* | *Satisfied* | *Significance* |
| | | | | *Percentages* | | | | |
| **Total** | 58 | 11 | 30 | | 31 | 8 | 61 | |
| **Community Size** | | (n = 1065) | | | | (n = 1063) | | |
| Less than 500 | 60 | 6 | 34 | | 42 | 6 | 52 | |
| 500 - 999 | 59 | 12 | 29 | | 36 | 9 | 55 | |
| 1,000 - 4,999 | 63 | 8 | 30 | | 34 | 7 | 59 | |
| 5,000 - 9,999 | 55 | 17 | 29 | $\chi^2 = 12.91$ | 27 | 14 | 60 | $\chi^2 = 23.44$* |
| 10,000 and up | 59 | 13 | 28 | (.115) | 25 | 8 | 67 | (.003) |
| **Region** | | (n = 1107) | | | | (n = 1107) | | |
| Panhandle | 63 | 11 | 26 | | 32 | 6 | 62 | |
| North Central | 66 | 7 | 26 | | 26 | 9 | 66 | |
| South Central | 56 | 11 | 33 | | 28 | 7 | 65 | |
| Northeast | 60 | 11 | 28 | $\chi^2 = 17.55$* | 37 | 10 | 54 | $\chi^2 = 12.16$ |
| Southeast | 47 | 17 | 36 | (.025) | 32 | 6 | 62 | (.144) |
| **Individual Attributes:** | | | | | | | | |
| *Household Income Level* | | (n = 1025) | | | | (n = 1025) | | |
| Under $20,000 | 49 | 5 | 46 | | 42 | 9 | 49 | |
| $20,000 - $39,999 | 52 | 12 | 35 | | 26 | 9 | 66 | |
| $40,000 - $59,999 | 64 | 12 | 24 | $\chi^2 = 18.95$* | 43 | 4 | 53 | $\chi^2 = 24.07$* |
| $60,000 and over | 62 | 10 | 28 | (.004) | 29 | 8 | 63 | (.001) |
| *Age* | | (n = 1112) | | | | (n = 1114) | | |
| 19 - 29 | 61 | 10 | 28 | | 27 | 2 | 71 | |
| 30 - 39 | 58 | 12 | 29 | | 27 | 14 | 60 | |
| 40 - 49 | 63 | 10 | 26 | | 34 | 8 | 58 | |
| 50 - 64 | 57 | 12 | 31 | $\chi^2 = 10.48$ | 37 | 10 | 53 | $\chi^2 = 36.05$* |
| 65 and older | 48 | 11 | 41 | (.233) | 28 | 6 | 66 | (.000) |
| *Gender* | | (n = 1109) | | | | (n = 1110) | | |
| Male | 59 | 16 | 25 | $\chi^2 = 22.90$* | 35 | 10 | 56 | $\chi^2 = 8.45$* |
| Female | 58 | 8 | 34 | (.000) | 29 | 7 | 64 | (.015) |
| *Education* | | (n = 1088) | | | | (n = 1088) | | |
| High school diploma or less | 52 | 13 | 35 | | 38 | 7 | 55 | |
| Some college | 63 | 10 | 27 | $\chi^2 = 7.17$ | 36 | 9 | 55 | $\chi^2 = 23.23$* |
| Bachelors or grad degree | 57 | 11 | 31 | (.127) | 24 | 8 | 69 | (.000) |
| *Marital Status* | | (n = 1099) | | | | (n = 1101) | | |
| Married | 58 | 11 | 31 | | 28 | 9 | 64 | |
| Never married | 58 | 11 | 31 | | 45 | 7 | 48 | |
| Divorced/separated | 63 | 12 | 25 | $\chi^2 = 9.57$ | 41 | 7 | 52 | $\chi^2 = 20.81$* |
| Widowed | 37 | 17 | 46 | (.144) | 29 | 7 | 63 | (.002) |
| *Occupation* | | (n = 935) | | | | (n = 935) | | |
| Mgt, prof or education | 61 | 12 | 27 | | 26 | 9 | 65 | |
| Sales or office support | 51 | 13 | 36 | | 25 | 9 | 66 | |
| Constrn, inst or maint | 53 | 15 | 33 | | 35 | 8 | 58 | |
| Prodn/trans/warehsing | 40 | 20 | 40 | | 29 | 7 | 64 | |
| Agriculture | 59 | 17 | 24 | | 52 | 10 | 39 | |
| Food serv/pers. care | 65 | 3 | 32 | | 40 | 13 | 47 | |
| Hlthcare supp/safety | 66 | 8 | 27 | $\chi^2 = 25.03$* | 26 | 4 | 70 | $\chi^2 = 41.35$* |
| Other | 63 | 8 | 29 | (.034) | 40 | 6 | 54 | (.000) |

* Chi-square values are statistically significant at the .05 level.

Appendix Table 3 continued.

| | ***Speed*** | | | | ***Customer service*** | | | |
|---|---|---|---|---|---|---|---|---|
| | *Dissatisfied* | *Neither* | *Satisfied* | *Significance* | *Dissatisfied* | *Neither* | *Satisfied* | *Significance* |
| | | | | *Percentages* | | | | |
| **Total** | 28 | 13 | 60 | | 29 | 20 | 51 | |
| **Community Size** | | (n = 1063) | | | | (n = 1063) | | |
| Less than 500 | 46 | 11 | 43 | | 33 | 16 | 52 | |
| 500 - 999 | 31 | 11 | 58 | | 31 | 15 | 54 | |
| 1,000 - 4,999 | 28 | 12 | 60 | | 27 | 20 | 53 | |
| 5,000 - 9,999 | 26 | 16 | 58 | $\chi^2 = 44.71$* | 28 | 24 | 48 | $\chi^2 = 9.69$ |
| 10,000 and up | 19 | 14 | 67 | (.000) | 32 | 22 | 46 | (.288) |
| **Region** | | (n = 1104) | | | | (n = 1106) | | |
| Panhandle | 29 | 10 | 61 | | 25 | 18 | 57 | |
| North Central | 32 | 11 | 57 | | 30 | 17 | 53 | |
| South Central | 22 | 12 | 65 | | 26 | 19 | 55 | |
| Northeast | 29 | 14 | 57 | $\chi^2 = 10.59$ | 33 | 22 | 45 | $\chi^2 = 10.50$ |
| Southeast | 32 | 12 | 56 | (.226) | 30 | 23 | 47 | (.232) |
| **Individual Attributes:** | | | | | | | | |
| *Household Income Level* | | (n = 1022) | | | | (n = 1025) | | |
| Under $20,000 | 35 | 15 | 50 | | 34 | 16 | 49 | |
| $20,000 - $39,999 | 33 | 14 | 54 | | 29 | 16 | 54 | |
| $40,000 - $59,999 | 39 | 10 | 51 | $\chi^2 = 32.48$* | 30 | 26 | 45 | $\chi^2 = 8.57$ |
| $60,000 and over | 21 | 12 | 67 | (.000) | 28 | 20 | 52 | (.200) |
| *Age* | | (n = 1109) | | | | (n = 1115) | | |
| 19 - 29 | 25 | 8 | 67 | | 27 | 17 | 57 | |
| 30 - 39 | 25 | 13 | 62 | | 35 | 21 | 44 | |
| 40 - 49 | 29 | 13 | 58 | | 31 | 17 | 52 | |
| 50 - 64 | 30 | 15 | 55 | $\chi^2 = 12.05$ | 29 | 25 | 47 | $\chi^2 = 19.26$* |
| 65 and older | 29 | 11 | 60 | (.149) | 22 | 18 | 60 | (.014) |
| *Gender* | | (n = 1108) | | | | (n = 1111) | | |
| Male | 28 | 16 | 56 | $\chi^2 = 8.90$* | 33 | 22 | 45 | $\chi^2 = 9.64$* |
| Female | 27 | 10 | 62 | (.012) | 27 | 18 | 55 | (.008) |
| *Education* | | (n = 1084) | | | | (n = 1089) | | |
| High school diploma or less | 34 | 13 | 53 | | 33 | 19 | 48 | |
| Some college | 31 | 15 | 54 | $\chi^2 = 26.12$* | 31 | 22 | 46 | $\chi^2 = 10.42$* |
| Bachelors or grad degree | 21 | 10 | 69 | (.000) | 26 | 18 | 56 | (.034) |
| *Marital Status* | | (n = 1100) | | | | (n = 1100) | | |
| Married | 24 | 12 | 64 | | 28 | 20 | 51 | |
| Never married | 46 | 13 | 41 | | 26 | 20 | 54 | |
| Divorced/separated | 36 | 14 | 50 | $\chi^2 = 33.95$* | 46 | 15 | 39 | $\chi^2 = 14.54$* |
| Widowed | 29 | 15 | 56 | (.000) | 23 | 20 | 58 | (.024) |
| *Occupation* | | (n = 935) | | | | (n = 937) | | |
| Mgt, prof or education | 26 | 13 | 62 | | 28 | 20 | 52 | |
| Sales or office support | 21 | 11 | 68 | | 22 | 29 | 49 | |
| Constrn, inst or maint | 30 | 20 | 50 | | 25 | 30 | 45 | |
| Prodn/trans/warehsing | 15 | 13 | 72 | | 25 | 26 | 49 | |
| Agriculture | 41 | 23 | 36 | | 44 | 17 | 39 | |
| Food serv/pers. care | 45 | 7 | 48 | | 45 | 13 | 42 | |
| Hlthcare supp/safety | 18 | 8 | 74 | $\chi^2 = 66.06$* | 28 | 20 | 52 | $\chi^2 = 34.01$* |
| Other | 43 | 3 | 54 | (.000) | 29 | 9 | 62 | (.002) |

* Chi-square values are statistically significant at the .05 level.

Appendix Table 3 continued.

| | *Coverage* | | | | *Overall satisfaction* | | | |
|---|---|---|---|---|---|---|---|---|
| | *Dissatisfied* | *Neither* | *Satisfied* | *Significance* | *Dissatisfied* | *Neither* | *Satisfied* | *Significance* |
| | | | | *Percentages* | | | | |
| **Total** | 27 | 10 | 63 | | 24 | 16 | 60 | |
| **Community Size** | | (n = 1062) | | | | (n = 1061) | | |
| Less than 500 | 38 | 8 | 54 | | 35 | 15 | 50 | |
| 500 - 999 | 32 | 10 | 58 | | 27 | 14 | 59 | |
| 1,000 - 4,999 | 31 | 9 | 60 | | 24 | 14 | 62 | |
| 5,000 - 9,999 | 21 | 13 | 66 | $\chi^2 = 27.40$* | 23 | 20 | 57 | $\chi^2 = 21.79$* |
| 10,000 and up | 19 | 11 | 70 | (.001) | 18 | 18 | 64 | (.005) |
| **Region** | | (n = 1103) | | | | (n = 1098) | | |
| Panhandle | 32 | 9 | 60 | | 27 | 12 | 61 | |
| North Central | 26 | 12 | 61 | | 24 | 14 | 62 | |
| South Central | 19 | 8 | 73 | | 21 | 15 | 65 | |
| Northeast | 31 | 14 | 55 | $\chi^2 = 27.25$* | 26 | 18 | 56 | $\chi^2 = 8.59$ |
| Southeast | 30 | 9 | 62 | (.001) | 23 | 18 | 59 | (.378) |
| **Individual Attributes:** | | | | | | | | |
| *Household Income Level* | | (n = 1021) | | | | (n = 1017) | | |
| Under $20,000 | 31 | 11 | 59 | | 26 | 12 | 62 | |
| $20,000 - $39,999 | 26 | 9 | 64 | | 22 | 13 | 64 | |
| $40,000 - $59,999 | 33 | 7 | 60 | $\chi^2 = 8.38$ | 30 | 16 | 54 | $\chi^2 = 8.34$ |
| $60,000 and over | 24 | 11 | 65 | (.212) | 22 | 17 | 61 | (.214) |
| *Age* | | (n = 1107) | | | | (n = 1107) | | |
| 19 - 29 | 18 | 2 | 80 | | 13 | 13 | 75 | |
| 30 - 39 | 26 | 12 | 62 | | 23 | 19 | 58 | |
| 40 - 49 | 33 | 11 | 56 | | 31 | 17 | 52 | |
| 50 - 64 | 30 | 15 | 55 | $\chi^2 = 50.51$* | 28 | 18 | 54 | $\chi^2 = 38.22$* |
| 65 and older | 26 | 8 | 66 | (.000) | 23 | 12 | 65 | (.000) |
| *Gender* | | (n = 1106) | | | | (n = 1104) | | |
| Male | 29 | 10 | 62 | $\chi^2 = 1.43$ | 25 | 21 | 54 | $\chi^2 = 16.37$* |
| Female | 26 | 10 | 64 | (.488) | 23 | 13 | 64 | (.000) |
| *Education* | | (n = 1085) | | | | (n = 1081) | | |
| High school diploma or less | 31 | 9 | 60 | | 27 | 12 | 62 | |
| Some college | 33 | 10 | 58 | $\chi^2 = 23.01$* | 28 | 19 | 53 | $\chi^2 = 22.07$* |
| Bachelors or grad degree | 19 | 11 | 70 | (.000) | 18 | 15 | 67 | (.000) |
| *Marital Status* | | (n = 1098) | | | | (n = 1093) | | |
| Married | 25 | 10 | 65 | | 21 | 16 | 63 | |
| Never married | 30 | 6 | 64 | | 26 | 20 | 54 | |
| Divorced/separated | 40 | 12 | 48 | $\chi^2 = 20.39$* | 39 | 15 | 46 | $\chi^2 = 19.10$* |
| Widowed | 25 | 20 | 55 | (.002) | 24 | 17 | 59 | (.004) |
| *Occupation* | | (n = 934) | | | | (n = 931) | | |
| Mgt, prof or education | 24 | 11 | 65 | | 22 | 16 | 61 | |
| Sales or office support | 24 | 8 | 68 | | 22 | 11 | 67 | |
| Constrn, inst or maint | 28 | 13 | 60 | | 23 | 18 | 60 | |
| Prodn/trans/warehsing | 25 | 13 | 62 | | 22 | 16 | 62 | |
| Agriculture | 39 | 14 | 47 | | 34 | 24 | 41 | |
| Food serv/pers. care | 33 | 10 | 57 | | 36 | 10 | 55 | |
| Hlthcare supp/safety | 20 | 10 | 70 | $\chi^2 = 22.02$ | 16 | 20 | 64 | $\chi^2 = 28.64$* |
| Other | 29 | 5 | 66 | (.078) | 20 | 14 | 66 | (.012) |

* Chi-square values are statistically significant at the .05 level.

***Appendix Table 4.*** *Subscription to High-Speed Internet Service at Home by Community Size, Region and Individual Attributes*

| | ***Do you subscribe to a high-speed Internet service at home (such as cable Internet, DSL, fiber optic or satellite Internet service) other than a data plan on your cell phone or tablet?*** | | | | | |
|---|---|---|---|---|---|---|
| | *Yes* | *No, have only dial-up Internet service* | *No, use only my cell phone data plan* | *No, do not subscribe to Internet service or cell phone data plan* | *Other* | *Chi-square (sig.)* |
| | | | *Percentages* | | | |
| **Total** | 82 | 2 | 6 | 9 | 1 | |
| **Community Size** | | | (n = 1487) | | | |
| Less than 500 | 76 | 5 | 5 | 12 | 3 | |
| 500 - 999 | 85 | 1 | 5 | 8 | 1 | |
| 1,000 - 4,999 | 81 | 1 | 8 | 8 | 1 | |
| 5,000 - 9,999 | 82 | 1 | 7 | 9 | 1 | $\chi^2 = 38.39$* |
| 10,000 and up | 85 | 2 | 6 | 8 | 0 | (.001) |
| **Region** | | | (n = 1561) | | | |
| Panhandle | 83 | 1 | 9 | 9 | 0 | |
| North Central | 82 | 3 | 6 | 6 | 2 | |
| South Central | 82 | 2 | 6 | 6 | 1 | |
| Northeast | 81 | 2 | 5 | 5 | 1 | $\chi^2 = 11.63$ |
| Southeast | 82 | 2 | 6 | 6 | 1 | (.769) |
| **Income Level** | | | (n = 1412) | | | |
| Under $20,000 | 59 | 2 | 6 | 31 | 3 | |
| $20,000 - $39,999 | 69 | 4 | 11 | 15 | 1 | |
| $40,000 - $59,999 | 85 | 2 | 6 | 6 | 1 | $\chi^2 = 192.45$* |
| $60,000 and over | 93 | 1 | 4 | 2 | 1 | (.000) |
| **Age** | | | (n = 1569) | | | |
| 19 – 29 | 94 | 2 | 4 | 0 | 0 | |
| 30 – 39 | 88 | 2 | 8 | 2 | 1 | |
| 40 – 49 | 87 | 0.4 | 7 | 4 | 2 | |
| 50 – 64 | 79 | 2 | 8 | 10 | 0.4 | $\chi^2 = 167.42$* |
| 65 and older | 69 | 4 | 4 | 23 | 1 | (.000) |
| **Gender** | | | (n = 1566) | | | |
| Male | 80 | 3 | 6 | 11 | 1 | $\chi^2 = 4.29$ |
| Female | 83 | 2 | 7 | 8 | 1 | (.369) |
| **Marital Status** | | | (n = 1551) | | | |
| Married | 88 | 2 | 5 | 4 | 1 | |
| Never married | 75 | 2 | 9 | 12 | 2 | |
| Divorced/separated | 61 | 3 | 15 | 21 | 1 | $\chi^2 = 182.42$* |
| Widowed | 61 | 2 | 5 | 32 | 0 | (.000) |
| **Education** | | | (n = 1510) | | | |
| H.S. diploma or less | 72 | 4 | 6 | 17 | 1 | |
| Some college | 81 | 2 | 8 | 8 | 1 | $\chi^2 = 64.27$* |
| Bachelors degree | 90 | 1 | 4 | 5 | 1 | (.000) |
| **Occupation** | | | (n = 1193) | | | |
| Mgt, prof or education | 91 | 1 | 6 | 2 | 1 | |
| Sales or office support | 86 | 1 | 8 | 5 | 1 | |
| Constrn, inst or maint | 71 | 2 | 9 | 18 | 2 | |
| Prodn/trans/warehsing | 80 | 4 | 8 | 8 | 0 | |
| Agriculture | 74 | 5 | 7 | 10 | 4 | |
| Food serv/pers. care | 70 | 2 | 16 | 12 | 0 | |
| Hlthcare supp/safety | 90 | 2 | 5 | 4 | 0 | $\chi^2 = 90.05$* |
| Other | 92 | 0 | 3 | 5 | 0 | (.000) |

* Chi-square values are statistically significant at the .05 level.

***Appendix Table 5.*** *Satisfaction with Home Internet Service by Community Size, Region and Individual Attributes*

| | ***Price*** | | | | ***Reliability*** | | | |
|---|---|---|---|---|---|---|---|---|
| | *Dissatisfied* | *Neither* | *Satisfied* | *Significance* | *Dissatisfied* | *Neither* | *Satisfied* | *Significance* |
| | | | | *Percentages* | | | | |
| **Total** | 52 | 13 | 36 | | 33 | 9 | 58 | |
| **Community Size** | | (n = 1249) | | | | (n = 1246) | | |
| Less than 500 | 55 | 10 | 35 | | 42 | 7 | 51 | |
| 500 - 999 | 52 | 14 | 34 | | 32 | 10 | 58 | |
| 1,000 - 4,999 | 49 | 9 | 43 | | 29 | 11 | 60 | |
| 5,000 - 9,999 | 51 | 14 | 35 | $\chi^2 = 20.23$* | 35 | 6 | 58 | $\chi^2 = 14.07$ |
| 10,000 and up | 56 | 15 | 29 | (.010) | 30 | 10 | 59 | (.080) |
| **Region** | | (n = 1311) | | | | (n = 1308) | | |
| Panhandle | 50 | 14 | 36 | | 24 | 8 | 68 | |
| North Central | 54 | 8 | 39 | | 34 | 8 | 59 | |
| South Central | 53 | 12 | 35 | | 31 | 9 | 60 | |
| Northeast | 58 | 11 | 32 | $\chi^2 = 23.75$* | 35 | 13 | 53 | $\chi^2 = 18.73$* |
| Southeast | 41 | 20 | 39 | (.003) | 39 | 8 | 54 | (.016) |
| **Individual Attributes:** | | | | | | | | |
| *Household Income Level* | | (n = 1192) | | | | (n = 1190) | | |
| Under $20,000 | 54 | 16 | 30 | | 29 | 16 | 56 | |
| $20,000 - $39,999 | 49 | 10 | 41 | | 30 | 7 | 63 | |
| $40,000 - $59,999 | 50 | 20 | 30 | $\chi^2 = 23.85$* | 42 | 9 | 49 | $\chi^2 = 19.45$* |
| $60,000 and over | 55 | 10 | 35 | (.001) | 30 | 10 | 60 | (.003) |
| *Age* | | (n = 1313) | | | | (n = 1312) | | |
| 19 - 29 | 49 | 18 | 33 | | 20 | 6 | 75 | |
| 30 - 39 | 50 | 12 | 38 | | 38 | 8 | 54 | |
| 40 - 49 | 52 | 11 | 37 | | 34 | 10 | 57 | |
| 50 - 64 | 55 | 11 | 34 | $\chi^2 = 8.98$ | 39 | 11 | 50 | $\chi^2 = 41.40$* |
| 65 and older | 51 | 12 | 38 | (.344) | 31 | 11 | 58 | (.000) |
| *Gender* | | (n = 1311) | | | | (n = 1308) | | |
| Male | 49 | 15 | 36 | $\chi^2 = 6.89$* | 33 | 11 | 56 | $\chi^2 = 2.94$ |
| Female | 54 | 11 | 35 | (.032) | 32 | 8 | 60 | (.229) |
| *Education* | | (n = 1275) | | | | (n = 1272) | | |
| High school diploma or less | 48 | 17 | 35 | | 37 | 13 | 51 | |
| Some college | 53 | 11 | 36 | $\chi^2 = 7.50$ | 34 | 9 | 57 | $\chi^2 = 12.02$* |
| Bachelors or grad degree | 53 | 12 | 35 | (.112) | 29 | 8 | 63 | (.017) |
| *Marital Status* | | (n = 1299) | | | | (n = 1298) | | |
| Married | 52 | 13 | 35 | | 33 | 10 | 57 | |
| Never married | 50 | 17 | 34 | | 26 | 7 | 68 | |
| Divorced/separated | 54 | 10 | 35 | $\chi^2 = 5.32$ | 40 | 8 | 52 | $\chi^2 = 8.39$ |
| Widowed | 54 | 6 | 39 | (.503) | 33 | 9 | 59 | (.211) |
| *Occupation* | | (n = 1041) | | | | (n = 1037) | | |
| Mgt, prof or education | 57 | 12 | 32 | | 34 | 7 | 59 | |
| Sales or office support | 49 | 14 | 37 | | 31 | 11 | 58 | |
| Constrn, inst or maint | 42 | 26 | 32 | | 35 | 14 | 51 | |
| Prodn/trans/warehsing | 48 | 9 | 44 | | 32 | 9 | 59 | |
| Agriculture | 48 | 18 | 35 | | 31 | 12 | 57 | |
| Food serv/pers. care | 38 | 13 | 50 | | 36 | 10 | 55 | |
| Hlthcare supp/safety | 47 | 12 | 41 | $\chi^2 = 39.66$* | 26 | 11 | 64 | $\chi^2 = 8.68$ |
| Other | 74 | 3 | 23 | (.000) | 31 | 7 | 62 | (.851) |

* Chi-square values are statistically significant at the .05 level.

Appendix Table 5 continued

| | Speed | | | | Customer service | | | |
|---|---|---|---|---|---|---|---|---|
| | *Dissatisfied* | *Neither* | *Satisfied* | *Significance* | *Dissatisfied* | *Neither* | *Satisfied* | *Significance* |
| | | | | *Percentages* | | | | |
| **Total** | 34 | 9 | 57 | | 25 | 20 | 56 | |
| **Community Size** | | (n = 1248) | | | | (n = 1245) | | |
| Less than 500 | 45 | 11 | 44 | | 31 | 14 | 55 | |
| 500 - 999 | 36 | 11 | 53 | | 22 | 19 | 59 | |
| 1,000 - 4,999 | 32 | 9 | 59 | | 24 | 19 | 57 | |
| 5,000 - 9,999 | 39 | 3 | 58 | $\chi^2 = 30.31$* | 21 | 17 | 62 | $\chi^2 = 14.44$ |
| 10,000 and up | 27 | 10 | 63 | (.000) | 26 | 24 | 51 | (.071) |
| **Region** | | (n = 1307) | | | | (n = 1301) | | |
| Panhandle | 26 | 9 | 65 | | 15 | 15 | 70 | |
| North Central | 35 | 9 | 56 | | 27 | 23 | 50 | |
| South Central | 32 | 8 | 61 | | 24 | 18 | 58 | |
| Northeast | 38 | 11 | 51 | $\chi^2 = 13.74$ | 29 | 19 | 52 | $\chi^2 = 26.50$* |
| Southeast | 36 | 10 | 54 | (.089) | 26 | 25 | 49 | (.001) |
| **Individual Attributes:** | | | | | | | | |
| *Household Income Level* | | (n = 1193) | | | | (n = 1188) | | |
| Under $20,000 | 36 | 12 | 52 | | 26 | 20 | 54 | |
| $20,000 - $39,999 | 34 | 8 | 58 | | 22 | 23 | 56 | |
| $40,000 - $59,999 | 36 | 10 | 54 | $\chi^2 = 2.72$ | 28 | 19 | 53 | $\chi^2 = 3.07$ |
| $60,000 and over | 33 | 10 | 57 | (.844) | 25 | 19 | 56 | (.800) |
| *Age* | | (n = 1313) | | | | (n = 1307) | | |
| 19 - 29 | 20 | 4 | 76 | | 16 | 24 | 61 | |
| 30 - 39 | 35 | 9 | 57 | | 30 | 20 | 50 | |
| 40 - 49 | 41 | 8 | 50 | | 27 | 18 | 55 | |
| 50 - 64 | 38 | 11 | 51 | $\chi^2 = 53.06$* | 30 | 19 | 51 | $\chi^2 = 26.14$* |
| 65 and older | 34 | 12 | 54 | (.000) | 21 | 16 | 63 | (.001) |
| *Gender* | | (n = 1310) | | | | (n = 1303) | | |
| Male | 33 | 12 | 55 | $\chi^2 = 10.00$* | 24 | 22 | 54 | $\chi^2 = 3.28$ |
| Female | 35 | 7 | 59 | (.007) | 25 | 18 | 57 | (.194) |
| *Education* | | (n = 1272) | | | | (n = 1268) | | |
| High school diploma or less | 40 | 11 | 49 | | 30 | 21 | 49 | |
| Some college | 33 | 9 | 57 | $\chi^2 = 11.44$* | 24 | 19 | 57 | $\chi^2 = 7.20$ |
| Bachelors or grad degree | 30 | 8 | 62 | (.022) | 23 | 19 | 58 | (.126) |
| *Marital Status* | | (n = 1298) | | | | (n = 1294) | | |
| Married | 33 | 10 | 57 | | 25 | 19 | 56 | |
| Never married | 30 | 5 | 65 | | 20 | 27 | 54 | |
| Divorced/separated | 42 | 10 | 48 | $\chi^2 = 8.49$ | 30 | 21 | 50 | $\chi^2 = 9.64$ |
| Widowed | 35 | 9 | 56 | (.205) | 30 | 13 | 57 | (.141) |
| *Occupation* | | (n = 1039) | | | | (n = 1038) | | |
| Mgt, prof or education | 33 | 8 | 59 | | 26 | 21 | 53 | |
| Sales or office support | 35 | 9 | 56 | | 29 | 15 | 56 | |
| Constrn, inst or maint | 30 | 20 | 50 | | 23 | 33 | 44 | |
| Prodn/trans/warehsing | 28 | 11 | 61 | | 18 | 30 | 52 | |
| Agriculture | 35 | 13 | 53 | | 22 | 33 | 45 | |
| Food serv/pers. care | 36 | 13 | 52 | | 31 | 13 | 56 | |
| Hlthcare supp/safety | 27 | 3 | 70 | $\chi^2 = 27.64$* | 20 | 17 | 64 | $\chi^2 = 37.52$* |
| Other | 39 | 7 | 54 | (.016) | 30 | 10 | 61 | (.001) |

* Chi-square values are statistically significant at the .05 level.

Appendix Table 5 continued

| | *Overall satisfaction* | | | |
|---|---|---|---|---|
| | *Dissatisfied* | *Neither* | *Satisfied* | *Significance* |
| | | *Percentages* | | |
| **Total** | 26 | 17 | 57 | |
| **Community Size** | | (n = 1245) | | |
| Less than 500 | 35 | 17 | 49 | |
| 500 - 999 | 29 | 11 | 60 | |
| 1,000 - 4,999 | 23 | 14 | 64 | |
| 5,000 - 9,999 | 24 | 17 | 59 | $\chi^2 = 28.67$* |
| 10,000 and up | 24 | 22 | 53 | (.000) |
| **Region** | | (n = 1305) | | |
| Panhandle | 18 | 13 | 68 | |
| North Central | 26 | 17 | 58 | |
| South Central | 23 | 18 | 59 | |
| Northeast | 33 | 16 | 51 | $\chi^2 = 19.29$* |
| Southeast | 26 | 18 | 56 | (.013) |
| **Individual Attributes:** | | | | |
| *Household Income Level* | | (n = 1187) | | |
| Under $20,000 | 30 | 12 | 58 | |
| $20,000 - $39,999 | 24 | 13 | 64 | |
| $40,000 - $59,999 | 30 | 20 | 50 | $\chi^2 = 12.60$ |
| $60,000 and over | 25 | 18 | 57 | (.050) |
| *Age* | | (n = 1310) | | |
| 19 - 29 | 12 | 18 | 71 | |
| 30 - 39 | 31 | 17 | 53 | |
| 40 - 49 | 31 | 14 | 55 | |
| 50 - 64 | 32 | 18 | 51 | $\chi^2 = 41.86$* |
| 65 and older | 23 | 16 | 60 | (.000) |
| *Gender* | | (n = 1306) | | |
| Male | 26 | 21 | 53 | $\chi^2 = 14.71$* |
| Female | 26 | 14 | 60 | (.001) |
| *Education* | | (n = 1268) | | |
| High school diploma or less | 31 | 14 | 55 | |
| Some college | 26 | 18 | 56 | $\chi^2 = 6.84$ |
| Bachelors or grad degree | 23 | 17 | 60 | (.145) |
| *Marital Status* | | (n = 1292) | | |
| Married | 26 | 16 | 57 | |
| Never married | 18 | 21 | 61 | |
| Divorced/separated | 36 | 16 | 48 | $\chi^2 = 14.08$* |
| Widowed | 27 | 9 | 64 | (.029) |
| *Occupation* | | (n = 1034) | | |
| Mgt, prof or education | 25 | 17 | 58 | |
| Sales or office support | 27 | 19 | 54 | |
| Constrn, inst or maint | 29 | 27 | 45 | |
| Prodn/trans/warehsing | 29 | 13 | 59 | |
| Agriculture | 26 | 17 | 57 | |
| Food serv/pers. care | 28 | 9 | 63 | |
| Hlthcare supp/safety | 20 | 15 | 65 | $\chi^2 = 16.03$ |
| Other | 31 | 24 | 45 | (.311) |

* Chi-square values are statistically significant at the .05 level.

***Appendix Table 6.*** *Importance of Having Internet Access for Items by Community Size, Region and Individual Attributes*

| | ***Children's education*** | | | | ***Searching for/applying for jobs*** | | | |
|---|---|---|---|---|---|---|---|---|
| | *Not at all or not very important* | *Somewhat important* | *Important or very important* | *Significance* | *Not at all or not very important* | *Somewhat important* | *Important or very important* | *Significance* |
| | | | | *Percentages* | | | | |
| **Total** | 7 | 23 | 71 | | 8 | 18 | 74 | |
| **Community Size** | | (n = 1487) | | | | (n = 1478) | | |
| Less than 500 | 5 | 20 | 75 | | 9 | 19 | 72 | |
| 500 - 999 | 5 | 30 | 65 | | 10 | 19 | 72 | |
| 1,000 - 4,999 | 7 | 25 | 68 | | 8 | 19 | 73 | |
| 5,000 - 9,999 | 8 | 18 | 75 | $\chi^2 = 15.14$ | 8 | 15 | 77 | $\chi^2 = 3.25$ |
| 10,000 and up | 8 | 21 | 70 | (.056) | 7 | 18 | 76 | (.918) |
| **Region** | | (n = 1560) | | | | (n = 1555) | | |
| Panhandle | 9 | 22 | 69 | | 9 | 15 | 76 | |
| North Central | 4 | 21 | 75 | | 10 | 19 | 71 | |
| South Central | 7 | 22 | 71 | | 8 | 20 | 72 | |
| Northeast | 6 | 25 | 69 | $\chi^2 = 5.87$ | 8 | 16 | 77 | $\chi^2 = 6.71$ |
| Southeast | 7 | 22 | 70 | (.662) | 7 | 21 | 73 | (.568) |
| **Individual Attributes:** | | | | | | | | |
| *Household Income Level* | | (n = 1416) | | | | (n = 1408) | | |
| Under $20,000 | 12 | 26 | 62 | | 17 | 22 | 61 | |
| $20,000 - $39,999 | 8 | 28 | 64 | | 10 | 26 | 64 | |
| $40,000 - $59,999 | 8 | 25 | 68 | $\chi^2 = 26.02$* | 7 | 17 | 76 | $\chi^2 = 48.05$* |
| $60,000 and over | 5 | 19 | 76 | (.000) | 5 | 14 | 80 | (.000) |
| *Age* | | (n = 1572) | | | | (n = 1565) | | |
| 19 - 29 | 4 | 27 | 69 | | 0 | 14 | 87 | |
| 30 - 39 | 5 | 23 | 73 | | 6 | 16 | 78 | |
| 40 - 49 | 4 | 17 | 79 | | 7 | 17 | 76 | |
| 50 - 64 | 8 | 21 | 71 | $\chi^2 = 36.63$* | 8 | 20 | 72 | $\chi^2 = 71.09$* |
| 65 and older | 12 | 25 | 62 | (.000) | 16 | 23 | 61 | (.000) |
| *Gender* | | (n = 1568) | | | | (n = 1561) | | |
| Male | 8 | 24 | 68 | $\chi^2 = 4.40$ | 9 | 22 | 69 | $\chi^2 = 12.74$* |
| Female | 6 | 22 | 72 | (.111) | 7 | 16 | 77 | (.002) |
| *Education* | | (n = 1508) | | | | (n = 1501) | | |
| High school diploma or less | 9 | 29 | 62 | | 11 | 24 | 65 | |
| Some college | 7 | 22 | 71 | $\chi^2 = 21.56$* | 9 | 18 | 73 | $\chi^2 = 25.98$* |
| Bachelors or grad degree | 5 | 19 | 76 | (.000) | 5 | 15 | 80 | (.000) |
| *Marital Status* | | (n = 1551) | | | | (n = 1542) | | |
| Married | 7 | 20 | 73 | | 8 | 19 | 74 | |
| Never married | 4 | 34 | 62 | | 3 | 18 | 79 | |
| Divorced/separated | 8 | 22 | 70 | $\chi^2 = 24.08$* | 11 | 12 | 77 | $\chi^2 = 19.47$* |
| Widowed | 11 | 27 | 62 | (.001) | 13 | 24 | 63 | (.003) |
| *Occupation* | | (n = 1212) | | | | (n = 1211) | | |
| Mgt, prof or education | 6 | 20 | 74 | | 6 | 18 | 76 | |
| Sales or office support | 3 | 25 | 73 | | 4 | 18 | 78 | |
| Constrn, inst or maint | 6 | 31 | 63 | | 10 | 25 | 65 | |
| Prodn/trans/warehsing | 12 | 25 | 64 | | 11 | 18 | 71 | |
| Agriculture | 5 | 19 | 76 | | 7 | 21 | 72 | |
| Food serv/pers. care | 9 | 30 | 62 | | 11 | 28 | 62 | |
| Hlthcare supp/safety | 6 | 19 | 75 | $\chi^2 = 23.80$* | 3 | 10 | 87 | $\chi^2 = 29.32$* |
| Other | 1 | 19 | 80 | (.048) | 5 | 17 | 79 | (.009) |

* Chi-square values are statistically significant at the .05 level.

Appendix Table 6 continued

| | ***Household management (online banking, paying bills, filing taxes)*** | | | | ***Staying in touch with family and friends*** | | | |
|---|---|---|---|---|---|---|---|---|
| | *Not at all or not very important* | *Somewhat important* | *Important or very important* | *Significance* | *Not at all or not very important* | *Somewhat important* | *Important or very important* | *Significance* |
| | | | | *Percentages* | | | | |
| **Total** | 15 | 19 | 66 | | 10 | 21 | 69 | |
| **Community Size** | | (n = 1493) | | | | (n = 1495) | | |
| Less than 500 | 18 | 16 | 66 | | 11 | 20 | 69 | |
| 500 - 999 | 14 | 18 | 69 | | 10 | 19 | 71 | |
| 1,000 - 4,999 | 16 | 21 | 64 | | 13 | 21 | 67 | |
| 5,000 - 9,999 | 14 | 18 | 68 | $\chi^2 = 7.33$ | 4 | 22 | 74 | $\chi^2 = 11.28$ |
| 10,000 and up | 13 | 21 | 66 | (.501) | 9 | 21 | 71 | (.186) |
| **Region** | | (n = 1570) | | | | (n = 1572) | | |
| Panhandle | 15 | 16 | 69 | | 12 | 22 | 66 | |
| North Central | 21 | 16 | 63 | | 10 | 18 | 72 | |
| South Central | 14 | 20 | 65 | | 9 | 22 | 70 | |
| Northeast | 11 | 23 | 66 | $\chi^2 = 15.92$* | 9 | 20 | 71 | $\chi^2 = 4.75$ |
| Southeast | 18 | 17 | 65 | (.044) | 11 | 21 | 68 | (.783) |
| **Individual Attributes:** | | | | | | | | |
| *Household Income Level* | | (n = 1423) | | | | (n = 1425) | | |
| Under $20,000 | 31 | 19 | 50 | | 22 | 15 | 62 | |
| $20,000 - $39,999 | 20 | 23 | 57 | | 13 | 25 | 62 | |
| $40,000 - $59,999 | 15 | 18 | 67 | $\chi^2 = 69.87$* | 8 | 22 | 71 | $\chi^2 = 46.71$* |
| $60,000 and over | 8 | 18 | 74 | (.000) | 6 | 20 | 74 | (.000) |
| *Age* | | (n = 1582) | | | | (n = 1583) | | |
| 19 - 29 | 4 | 4 | 92 | | 6 | 11 | 83 | |
| 30 - 39 | 6 | 17 | 77 | | 7 | 19 | 74 | |
| 40 - 49 | 11 | 19 | 70 | | 9 | 22 | 69 | |
| 50 - 64 | 18 | 25 | 58 | $\chi^2 = 192.68$* | 11 | 24 | 65 | $\chi^2 = 39.30$* |
| 65 and older | 29 | 26 | 45 | (.000) | 13 | 24 | 63 | (.000) |
| *Gender* | | (n = 1578) | | | | (n = 1581) | | |
| Male | 17 | 22 | 61 | $\chi^2 = 10.95$* | 13 | 26 | 61 | $\chi^2 = 33.32$* |
| Female | 14 | 18 | 69 | (.004) | 8 | 18 | 75 | (.000) |
| *Education* | | (n = 1519) | | | | (n = 1521) | | |
| High school diploma or less | 25 | 21 | 54 | | 15 | 25 | 60 | |
| Some college | 14 | 19 | 67 | $\chi^2 = 48.87$* | 9 | 20 | 71 | $\chi^2 = 24.27$* |
| Bachelors or grad degree | 9 | 18 | 73 | (.000) | 7 | 19 | 74 | (.000) |
| *Marital Status* | | (n = 1562) | | | | (n = 1564) | | |
| Married | 13 | 18 | 69 | | 8 | 20 | 72 | |
| Never married | 13 | 17 | 70 | | 11 | 17 | 72 | |
| Divorced/separated | 21 | 25 | 55 | $\chi^2 = 49.69$* | 16 | 27 | 57 | $\chi^2 = 25.22$* |
| Widowed | 31 | 25 | 44 | (.000) | 15 | 26 | 60 | (.000) |
| *Occupation* | | (n = 1217) | | | | (n = 1217) | | |
| Mgt, prof or education | 9 | 20 | 72 | | 7 | 17 | 76 | |
| Sales or office support | 13 | 19 | 68 | | 4 | 23 | 73 | |
| Constrn, inst or maint | 22 | 22 | 55 | | 9 | 33 | 58 | |
| Prodn/trans/warehsing | 23 | 13 | 64 | | 18 | 26 | 56 | |
| Agriculture | 16 | 24 | 60 | | 21 | 26 | 54 | |
| Food serv/pers. care | 17 | 21 | 62 | | 8 | 25 | 67 | |
| Hlthcare supp/safety | 9 | 9 | 82 | $\chi^2 = 46.06$* | 7 | 12 | 81 | $\chi^2 = 75.66$* |
| Other | 9 | 14 | 77 | (.000) | 5 | 17 | 78 | (.000) |

* Chi-square values are statistically significant at the .05 level.

Appendix Table 6 continued

| | ***Monitoring or managing health care*** | | | | ***Entertainment (watching shows or movies, listening to music, playing games)*** | | | |
|---|---|---|---|---|---|---|---|---|
| | *Not at all or not very important* | *Somewhat important* | *Important or very important* | *Significance* | *Not at all or not very important* | *Somewhat important* | *Important or very important* | *Significance* |
| | | | | *Percentages* | | | | |
| **Total** | 23 | 35 | 42 | | 25 | 23 | 52 | |
| **Community Size** | | (n = 1493) | | | | (n = 1499) | | |
| Less than 500 | 23 | 33 | 44 | | 29 | 17 | 54 | |
| 500 - 999 | 24 | 37 | 39 | | 25 | 17 | 58 | |
| 1,000 - 4,999 | 25 | 37 | 38 | | 28 | 22 | 50 | |
| 5,000 - 9,999 | 14 | 34 | 53 | $\chi^2 = 15.15$ | 23 | 29 | 48 | $\chi^2 = 25.23$* |
| 10,000 and up | 22 | 34 | 44 | (.056) | 20 | 29 | 51 | (.001) |
| **Region** | | (n = 1565) | | | | (n = 1576) | | |
| Panhandle | 24 | 29 | 47 | | 27 | 20 | 54 | |
| North Central | 28 | 36 | 37 | | 30 | 23 | 48 | |
| South Central | 21 | 36 | 43 | | 22 | 26 | 52 | |
| Northeast | 20 | 37 | 43 | $\chi^2 = 10.17$ | 22 | 23 | 55 | $\chi^2 = 12.70$ |
| Southeast | 25 | 35 | 40 | (.253) | 29 | 21 | 49 | (.123) |
| **Individual Attributes:** | | | | | | | | |
| *Household Income Level* | | (n = 1420) | | | | (n = 1426) | | |
| Under $20,000 | 32 | 33 | 35 | | 26 | 24 | 49 | |
| $20,000 - $39,999 | 26 | 36 | 38 | | 30 | 22 | 48 | |
| $40,000 - $59,999 | 19 | 35 | 46 | $\chi^2 = 17.47$* | 26 | 28 | 46 | $\chi^2 = 20.80$* |
| $60,000 and over | 20 | 36 | 45 | (.008) | 20 | 22 | 58 | (.002) |
| *Age* | | (n = 1577) | | | | (n = 1585) | | |
| 19 - 29 | 13 | 32 | 55 | | 9 | 11 | 79 | |
| 30 - 39 | 18 | 35 | 47 | | 13 | 19 | 68 | |
| 40 - 49 | 24 | 38 | 39 | | 25 | 19 | 56 | |
| 50 - 64 | 24 | 36 | 40 | $\chi^2 = 38.87$* | 30 | 31 | 38 | $\chi^2 = 185.51$* |
| 65 and older | 30 | 33 | 36 | (.000) | 37 | 28 | 35 | (.000) |
| *Gender* | | (n = 1573) | | | | (n = 1581) | | |
| Male | 24 | 36 | 40 | $\chi^2 = 2.52$ | 28 | 24 | 48 | $\chi^2 = 7.04$* |
| Female | 22 | 35 | 44 | (.283) | 23 | 23 | 55 | (.030) |
| *Education* | | (n = 1513) | | | | (n = 1521) | | |
| High school diploma or less | 23 | 38 | 39 | | 29 | 22 | 49 | |
| Some college | 23 | 31 | 46 | $\chi^2 = 7.72$ | 27 | 24 | 50 | $\chi^2 = 17.20$* |
| Bachelors or grad degree | 21 | 38 | 41 | (.102) | 19 | 23 | 58 | (.002) |
| *Marital Status* | | (n = 1557) | | | | (n = 1563) | | |
| Married | 22 | 36 | 42 | | 23 | 22 | 55 | |
| Never married | 18 | 34 | 49 | | 18 | 27 | 54 | |
| Divorced/separated | 25 | 33 | 42 | $\chi^2 = 11.07$ | 30 | 30 | 40 | $\chi^2 = 36.58$* |
| Widowed | 32 | 29 | 39 | (.086) | 40 | 23 | 36 | (.000) |
| *Occupation* | | (n = 1219) | | | | (n = 1220) | | |
| Mgt, prof or education | 21 | 33 | 46 | | 21 | 23 | 56 | |
| Sales or office support | 25 | 30 | 45 | | 20 | 20 | 60 | |
| Constrn, inst or maint | 22 | 45 | 33 | | 35 | 23 | 42 | |
| Prodn/trans/warehsing | 26 | 39 | 35 | | 30 | 18 | 52 | |
| Agriculture | 28 | 35 | 38 | | 35 | 20 | 46 | |
| Food serv/pers. care | 19 | 33 | 48 | | 10 | 35 | 55 | |
| Hlthcare supp/safety | 18 | 38 | 44 | $\chi^2 = 19.48$ | 18 | 20 | 61 | $\chi^2 = 37.40$* |
| Other | 13 | 34 | 53 | (.147) | 14 | 24 | 62 | (.001) |

* Chi-square values are statistically significant at the .05 level.

Appendix Table 6 continued

| | ***Learning new things*** | | | | ***Doing work from home/managing a home-based business*** | | | |
|---|---|---|---|---|---|---|---|---|
| | *Not at all or not very important* | *Somewhat important* | *Important or very important* | *Significance* | *Not at all or not very important* | *Somewhat important* | *Important or very important* | *Significance* |
| | | | | *Percentages* | | | | |
| **Total** | 8 | 20 | 71 | | 17 | 15 | 68 | |
| **Community Size** | | (n = 1473) | | | | (n = 1483) | | |
| Less than 500 | 9 | 18 | 73 | | 16 | 14 | 70 | |
| 500 - 999 | 8 | 19 | 73 | | 13 | 12 | 75 | |
| 1,000 - 4,999 | 10 | 23 | 68 | | 18 | 16 | 66 | |
| 5,000 - 9,999 | 4 | 20 | 76 | $\chi^2 = 7.98$ | 15 | 16 | 69 | $\chi^2 = 5.50$ |
| 10,000 and up | 8 | 21 | 72 | (.435) | 16 | 15 | 68 | (.703) |
| **Region** | | (n = 1549) | | | | (n = 1561) | | |
| Panhandle | 7 | 19 | 74 | | 13 | 17 | 70 | |
| North Central | 8 | 25 | 67 | | 17 | 22 | 61 | |
| South Central | 9 | 22 | 69 | | 16 | 12 | 71 | |
| Northeast | 7 | 18 | 75 | $\chi^2 = 9.66$ | 18 | 12 | 70 | $\chi^2 = 16.87$* |
| Southeast | 10 | 18 | 71 | (.290) | 18 | 17 | 65 | (.031) |
| **Individual Attributes:** | | | | | | | | |
| *Household Income Level* | | (n = 1408) | | | | (n = 1415) | | |
| Under $20,000 | 17 | 20 | 63 | | 27 | 17 | 55 | |
| $20,000 - $39,999 | 10 | 25 | 65 | | 22 | 18 | 61 | |
| $40,000 - $59,999 | 10 | 20 | 70 | $\chi^2 = 36.32$* | 16 | 16 | 68 | $\chi^2 = 44.68$* |
| $60,000 and over | 5 | 18 | 77 | (.000) | 11 | 12 | 77 | (.000) |
| *Age* | | (n = 1560) | | | | (n = 1570) | | |
| 19 - 29 | 4 | 12 | 85 | | 0 | 6 | 95 | |
| 30 - 39 | 4 | 17 | 79 | | 8 | 10 | 82 | |
| 40 - 49 | 7 | 19 | 75 | | 13 | 14 | 73 | |
| 50 - 64 | 8 | 25 | 67 | $\chi^2 = 72.05$* | 19 | 19 | 62 | $\chi^2 = 231.82$* |
| 65 and older | 16 | 25 | 59 | (.000) | 36 | 21 | 43 | (.000) |
| *Gender* | | (n = 1556) | | | | (n = 1567) | | |
| Male | 10 | 22 | 68 | $\chi^2 = 9.04$* | 19 | 15 | 67 | $\chi^2 = 3.37$ |
| Female | 7 | 19 | 74 | (.011) | 15 | 15 | 70 | (.185) |
| *Education* | | (n = 1497) | | | | (n = 1509) | | |
| High school diploma or less | 15 | 25 | 60 | | 25 | 17 | 58 | |
| Some college | 7 | 20 | 74 | $\chi^2 = 41.72$* | 15 | 16 | 69 | $\chi^2 = 38.82$* |
| Bachelors or grad degree | 5 | 18 | 77 | (.000) | 12 | 12 | 77 | (.000) |
| *Marital Status* | | (n = 1541) | | | | (n = 1550) | | |
| Married | 8 | 18 | 74 | | 15 | 14 | 72 | |
| Never married | 3 | 26 | 71 | | 11 | 15 | 74 | |
| Divorced/separated | 12 | 22 | 66 | $\chi^2 = 35.20$* | 20 | 20 | 61 | $\chi^2 = 62.47$* |
| Widowed | 17 | 28 | 55 | (.000) | 38 | 20 | 42 | (.000) |
| *Occupation* | | (n = 1204) | | | | (n = 1213) | | |
| Mgt, prof or education | 4 | 21 | 75 | | 10 | 10 | 80 | |
| Sales or office support | 8 | 18 | 75 | | 9 | 14 | 77 | |
| Constrn, inst or maint | 10 | 25 | 64 | | 25 | 15 | 61 | |
| Prodn/trans/warehsing | 11 | 24 | 66 | | 21 | 16 | 63 | |
| Agriculture | 12 | 17 | 71 | | 14 | 16 | 70 | |
| Food serv/pers. care | 4 | 22 | 73 | | 15 | 29 | 56 | |
| Hlthcare supp/safety | 7 | 15 | 78 | $\chi^2 = 22.84$ | 12 | 15 | 73 | $\chi^2 = 41.25$* |
| Other | 3 | 22 | 76 | (.063) | 14 | 9 | 77 | (.000) |

* Chi-square values are statistically significant at the .05 level.

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