



THE CENTER FOR RURAL COMMUNITY REVITALIZATION AND DEVELOPMENT

A Research Report*

**The Charm and Challenges of Living in
Nebraska's Rural Communities**

1999 Nebraska Rural Poll Results

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Executive Summary

Nebraska's rural communities have experienced many changes in recent years. Depopulation and pressures to consolidate some of their services and government offices are only some of the challenges they are currently facing. How have these changes affected rural Nebraskans' perceptions of their communities and the services available? Do their perceptions differ by the size of their community, the region in which they live, or by their occupation?

This report details results of 3,036 responses to the 1999 Nebraska Rural Poll, the fourth annual effort to take the pulse of rural Nebraskans. Respondents were asked a series of questions about their community. Trends are examined by comparing data from the three previous polls to this year's results. In addition, comparisons are made among different subgroups of the respondents, e.g., comparisons by community size, region, age, occupation, etc. Based on these analyses, some key findings emerged:

- ***Most rural Nebraskans believe their community has either stayed the same or changed for the better during the past year.*** Over one-half (53%) of the respondents felt their community had stayed the same during the past year and twenty-eight percent believed it had changed for the better. Only nineteen percent felt their community had changed for the worse.
- ***The proportion of rural Nebraskans believing their community has changed for the better has steadily decreased since 1996.*** Thirty-eight percent of the respondents to the 1996 Poll felt their community had changed for the better. This has decreased to twenty-eight percent in 1999. The proportion believing their community has stayed the same has increased since 1996 (from 38% to 53%).
- ***Persons living in larger communities were more likely than those living in smaller communities to believe their community had changed for the better during the past year.*** Thirty-eight percent of those living in communities with at least 10,000 people believed their community had improved during the past year, compared to only fourteen percent of those living in communities with less than 100 people.
- ***The majority of rural Nebraskans believe their communities are friendly, trusting and supportive.*** Approximately seventy-two percent of the respondents in all four studies rated their community as friendly. The proportion believing their community is trusting and supportive has increased between 1996 and 1999 (from 62% to approximately 65%).
- ***Persons living in smaller communities were more likely than those living in larger communities to view their community as friendly, trusting and supportive.*** As an example, seventy-four percent of those living in communities with less than 100 people viewed their community as being supportive, compared to only fifty-eight percent of those living in communities with populations of 10,000 or more.

- ***Over one-third of rural Nebraskans are dissatisfied with the following services and amenities in their community: entertainment, retail shopping and restaurants.*** Services viewed most positively included parks and recreation, library services, education (K - 12), and basic medical care services.
- ***Persons living in smaller communities were more likely than those living in larger communities to be dissatisfied with law enforcement.*** Thirty-two percent of those living in communities with less than 500 people were dissatisfied with the law enforcement in their community. Only nineteen percent of those living in communities with at least 5,000 people were dissatisfied with their law enforcement.
- ***Persons living in the Panhandle were more likely than those living in other regions of the state to be dissatisfied with the air service in their community.*** Forty-five percent of those living in this region expressed dissatisfaction with the air service in their community, compared to sixteen percent of those living in the Southeast region of the state.
- ***Only four percent of the respondents are planning to move from their community in the next year.*** Eight percent were uncertain about their migration plans and eighty-eight percent had no plans to move in the next year. These proportions remained fairly stable compared to last year.
- ***The expected destination of those planning to move changed between 1998 and 1999.*** In 1998, sixty-two percent of those planning to move intended to stay in Nebraska. However, in 1999 only forty-eight percent of the movers planned to stay in the state.
- ***The groups more likely to be planning to move from their community include the younger persons and those who have never married.***

Introduction

Communities in rural Nebraska have undergone many changes in recent years. The development of a global economy, along with improvements in transportation and telecommunication technologies, have resulted in both challenges and opportunities for rural communities.

In addition, many rural communities are also experiencing depopulation which has resulted in pressure to consolidate many of their services and government offices. All of these changes have the potential to impact communities and community life.

Given these changes, how do rural Nebraskans rate their community? Do they think their community has changed for the better or worse during the past year? Are rural Nebraskans satisfied with the services and amenities their community provides? And, how do all of these community ratings differ by community size, region, occupation or age?

This paper provides a detailed analysis of these questions. We also examine changes over time of rural Nebraskans' perceptions of their community.

The 1999 Nebraska Rural Poll is the fourth annual effort to take the pulse of rural Nebraskans. Respondents were asked a series of questions about certain attributes of their community, their satisfaction with the services and amenities it provides, and plans to leave or stay in their community during the next year. Trends will be examined by comparing data from the three previous polls to this year's results.

Methodology and Respondent Profile

This study is based on 3,036 responses from Nebraskans living in the 87 non-metropolitan counties in the state. A self-administered questionnaire was mailed in February and March to approximately 6,100 randomly selected households. Metropolitan counties not included in the sample were Cass, Dakota, Douglas, Lancaster, Sarpy and Washington. The 18 page questionnaire included questions pertaining to well-being, community, work, the future of rural Nebraska and local finance issues. This paper reports only results from the community portion of the survey.

A 50% response rate was achieved using the total design method (Dillman, 1978). The sequence of steps used were:

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.

The average respondent was 54 years of age. Seventy-six percent were married (Appendix Table 1¹) and fifty-one percent lived within the city limits of a town or village. On

¹ Appendix Table 1 also includes demographic data from previous rural polls, as well as similar data based on the entire non-metropolitan population of Nebraska (using 1990 U.S. Census data).

average, respondents had lived in Nebraska 47 years and had lived in their current community 34 years. Eighty-one percent were living in or near towns or villages with populations less than 5,000.

Fifty-eight percent of the respondents reported their approximate household income from all sources, before taxes, for 1998 was below \$40,000. Twenty-seven percent reported incomes over \$50,000. Ninety-two percent had attained at least a high school diploma.

Seventy-six percent were employed in 1998 on a full-time, part-time or seasonal basis. Twenty percent were retired. Twenty-nine percent of those employed reported working in a professional/technical or administrative occupation. Twenty-six percent indicated they were farmers or ranchers.

Trends in Community Ratings, 1996 - 1999

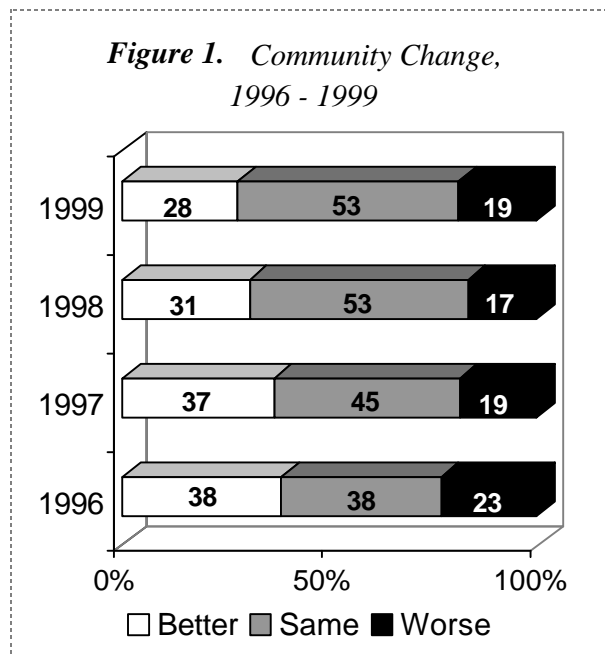
As mentioned earlier, this is the fourth annual Nebraska Rural Poll and therefore comparisons are made between the data collected this year to the three previous studies. It is important to keep in mind when viewing these comparisons that these were independent samples (the same people were not surveyed each year.)

Community Change

To examine respondents' perceptions of how their community has changed, they were asked the following question, "Communities across the nation are undergoing change. When you think about this past year, would you say...My community has changed for the..." (Answer categories were better, same or worse.)

One difference in the wording of the question has occurred over the past four years. Starting in 1998, the phrase "this past year" was added to the question; no time frame was given to the respondents in the first two studies.

Respondents are increasingly stating that their community has remained the same. Thirty-eight percent of the 1996 respondents felt their community had stayed the same, this increased to 53% in both 1998 and 1999 (Figure 1). Conversely, the proportion stating their community has changed for the better has steadily decreased since 1996. Thirty-eight percent of the 1996 respondents felt their community had changed for the better, compared to twenty-eight percent in 1999. The proportion believing their community has changed for the worse had steadily decreased between 1996 and 1998 (from 23% to 17%), but increased slightly between 1998 and 1999 (from 17% to 19%).



Community Social Dimensions

Respondents were also asked each year if they would describe their communities as friendly or unfriendly, trusting or distrusting, and supportive or hostile. For each of these three dimensions, respondents were asked to rate their community using a seven-point scale between each pair of contrasting views.

The proportion of respondents viewing their community as friendly has remained fairly stable during the past four years. Approximately seventy-two percent of the respondents in all four studies viewed their community as friendly.² The proportions viewing their community as trusting and supportive have slightly increased over the four years. Sixty-two percent of the respondents in 1996 felt their community was supportive, this proportion increased to sixty-five percent in 1999. Similarly, sixty-two percent of the 1996 respondents believed their community was trusting, compared to sixty-six percent in 1999.

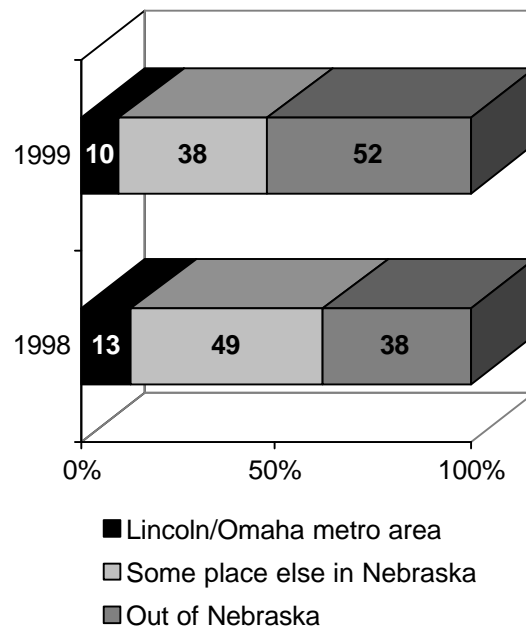
Plans to Leave the Community

To determine rural Nebraskans' migration intentions, respondents were asked, "Do you plan to move from your community in the next year?" This question was only included in the 1998 and 1999 studies. The proportion planning to leave their community remained relatively stable between the two years. Three percent of the 1998

respondents and four percent in 1999 planned to leave their community in the next year. Approximately eighty-eight percent did not intend to move from their community and eight percent were undecided.

However, the expected destination for those planning to move has changed over the last year (Figure 2). In 1998, sixty-two percent of those planning to move intended to stay in Nebraska, with thirteen percent planning to move to either Lincoln or Omaha and forty-nine percent were planning to move to another part of the state. Thirty-eight percent planned to leave Nebraska. In 1999, only forty-eight percent planned to stay in the state; ten percent were planning to move to the metropolitan part of the state and thirty-eight were planning to move to another part of the state. Fifty-two percent

Figure 2. Expected Destination of Those Planning to Move in 1998 and 1999



² The responses on the 7-point scale were converted to percentages as follows: values of 1, 2, and 3 were categorized as friendly, trusting, and supportive; values of 5, 6, and 7 were categorized as unfriendly, distrusting, and hostile; and a value of 4 was categorized as no opinion.

were planning to move from Nebraska.

Satisfaction with Community Services and Amenities

Respondents were asked about their satisfaction with various community services and amenities in all four studies. However, the respondents in 1996 were also asked about the availability of these services.

Therefore, comparisons will only be made between the last three studies conducted, when the question wording was identical. The respondents were asked how satisfied they were with a list of 25 services and amenities, taking into consideration availability, cost and quality.

Table 1 shows the proportions very satisfied with the service each year. The rank

Table 1. Proportion of Respondents “Very Satisfied” with Each Service, 1997 - 1999

| <i>Service/Amenity</i> | <i>1999</i> | <i>1998</i> | <i>1997</i> |
|-----------------------------|-------------|-------------|-------------|
| Library services | 40 | 41 | 44 |
| Education (K - 12) | 36 | 33 | 35 |
| Parks and recreation | 30 | 29 | 34 |
| Sewage disposal | 28 | 23 | 31 |
| Basic medical care services | 27 | 27 | 31 |
| Senior centers | 27 | 25 | 31 |
| Water disposal | 26 | 21 | 29 |
| Nursing home care | 25 | 24 | 27 |
| Solid waste disposal | 24 | 19 | 25 |
| Law enforcement | 19 | 17 | 22 |
| Housing | 19 | 14 | 17 |
| Highways and bridges | 18 | 15 | NA |
| Restaurants | 17 | 16 | 19 |
| Day care services | 16 | 15 | 17 |
| Streets | 16 | 12 | NA |
| Head start programs | 13 | 12 | 16 |
| Retail shopping | 12 | 10 | 14 |
| City/village government | 11 | 7 | 10 |
| County government | 10 | 6 | 9 |
| Mental health services | 9 | 8 | 11 |
| Entertainment | 6 | 6 | 8 |
| Air service | 5 | 5 | 6 |
| Rail service | 3 | 3 | 5 |
| Bus service | 3 | 2 | 4 |
| Taxi service | 2 | 2 | 3 |
| Streets and highways | NA | NA | 1 |

NA = Not asked that particular year

ordering of these items remained fairly stable over the three years. In addition, many of the proportions remained somewhat consistent between the years.

The Community and Its Attributes in 1999

In this section, 1999 data on respondents' evaluations of their communities and its attributes are first summarized and then examined in terms of any differences that may exist depending upon the size of the respondent's community, region, income, age, gender, marital status, education and occupation.

Community Change

Over one-half (53%) of the respondents felt their community had stayed the same during the past year, twenty-eight percent said their community had changed for the better, and nineteen percent believed it had changed for the worse (see Figure 1).

When examining responses for various demographic subgroups, many differences were detected in respondents' perceptions of the change in their community. Differences were detected by community size, household income, gender, education and occupation (Appendix Table 2).

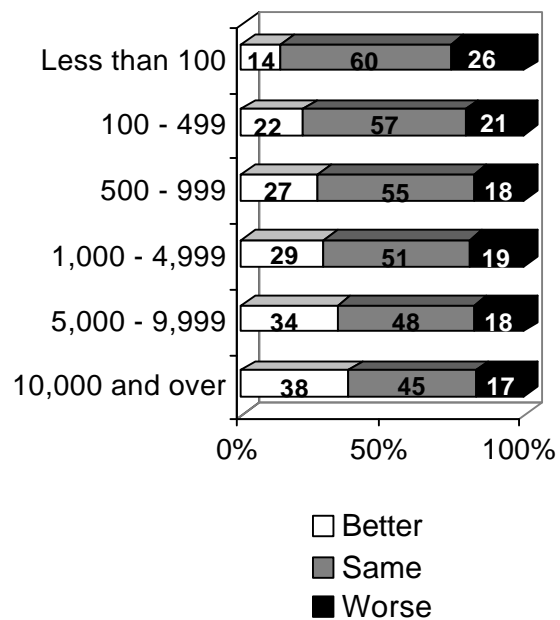
Respondents living in larger communities were more likely than those living in smaller communities to believe their community had changed for the better during the past year. Thirty-eight percent of the respondents living in or near communities with populations of at least 10,000 believed their community had changed for the better. However, only fourteen percent of the respondents living in or near communities

with less than 100 people shared this opinion (Figure 3).

When examining differences by income, respondents with higher household incomes were more likely than those with lower incomes to believe their community had changed for the better during the past year. Thirty-nine percent of the respondents with household incomes of at least \$75,000 believed their community had improved during the past year, compared to twenty-three percent of the respondents with incomes under \$10,000.

Of the occupational groups, those with professional occupations were most likely to state their community had changed for the better. Thirty-five percent of these respondents believed their community had

Figure 3. Perceptions of Community Change by Community Size



changed for the better during the past year, compared to only twenty percent of the farmers or ranchers.

With respect to education and gender, those with graduate degrees and females were most likely to believe their community had changed for the better.

Community Social Dimensions

In addition to asking about the change they saw occurring in their community, respondents were also asked to rate the social dimensions of their community. They were asked if they would describe their communities as friendly or unfriendly, trusting or distrusting, and supportive or hostile. Overall, respondents rated their community as friendly (73%), trusting (66%), and supportive (65%).

Respondents' ratings of their community on these dimensions differed by some of the demographic and community characteristics (Appendix Table 3). Respondents living in smaller communities were more likely than those living in larger communities to view their community as friendly, trusting and supportive. As an example, seventy-three percent of the respondents living in communities with less than 100 people believed their community was trusting, while only fifty-seven percent of the respondents living in communities with populations of 10,000 or more shared this opinion.

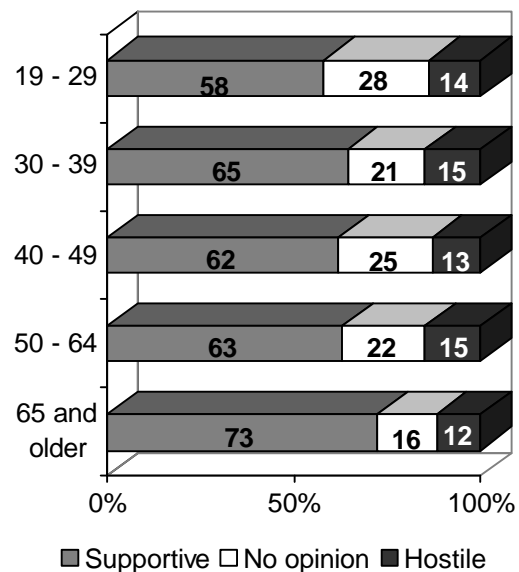
The respondents' ratings of their community's friendliness also differed by occupation. Farmers and ranchers were more likely than respondents with other types of occupations to view their community as being friendly. Eighty percent

of the farmers and ranchers said their community was friendly, compared to only sixty-six percent of the skilled laborers.

With respect to age, older respondents were more likely than younger respondents to believe their community was supportive. Seventy-three percent of the respondents age 65 and older viewed their community as being supportive, while only fifty-eight percent of those between the ages of 19 and 29 shared this opinion (Figure 4).

The widowed respondents were more likely than the other marital groups to view their community as being supportive. Seventy-five percent of the widowed respondents believed their community was supportive, compared to fifty-eight percent of the respondents who are divorced or separated.

Figure 4. Ratings of Community Supportiveness by Age



Satisfaction with Community Services and Amenities

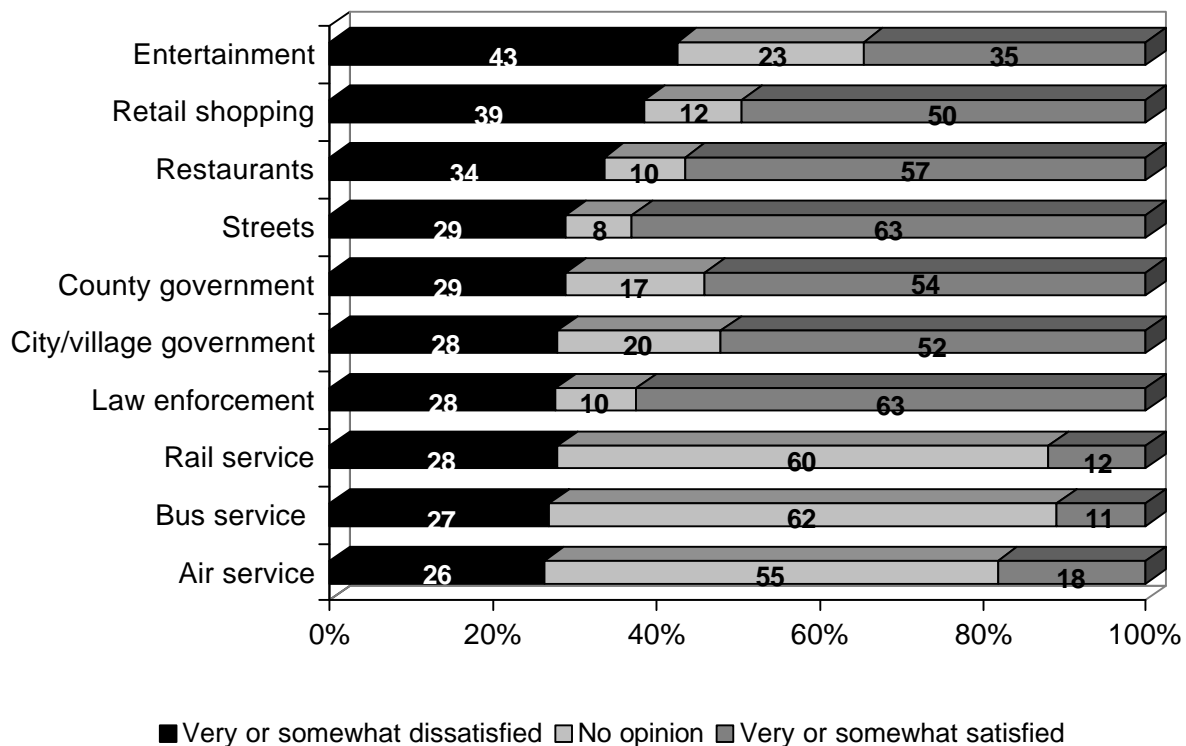
Providing community services in rural areas is often more challenging than providing these same services in urban areas. Many of the services or amenities are either not available at all or their quality is lower than that found in larger communities. To gauge rural residents' satisfaction levels with services and amenities, they were given a list of 25 services and amenities and were asked how satisfied they were with each, taking into consideration availability, cost and quality.

The ten services/amenities with the highest combined percentage of “very dissatisfied”

or “somewhat dissatisfied” responses are shown in Figure 5. Respondents were most dissatisfied with entertainment (43%), retail shopping (39%), and restaurants (34%). The four services/amenities respondents were most satisfied with (based on the combined percentage of “very satisfied” and “somewhat satisfied” responses) were parks and recreation (75%), library services (73%), education (K - 12) (72%) and basic medical care services (71%) (Appendix Table 4).

The ten services with the greatest dissatisfaction (those shown in Figure 5) were analyzed by community size, region, and various individual attributes (Appendix Table 5). Dissatisfaction with entertainment differed by all the characteristics included in

Figure 5. Ten Services and Amenities with Greatest Dissatisfaction



the table.

Younger respondents were more likely than older respondents to be dissatisfied with entertainment. Fifty-four percent of the respondents between the ages of 19 and 39 expressed dissatisfaction with entertainment, compared to only twenty-eight percent of the respondents age 65 and older (Figure 6).

Differences also occurred by income. Respondents with higher incomes were more likely than those with lower incomes to be dissatisfied with entertainment. Approximately forty-seven percent of the respondents with household incomes of at least \$40,000 expressed dissatisfaction with entertainment, while only thirty-three percent of those with incomes under \$20,000 shared this opinion.

Other groups who were more likely to be dissatisfied with entertainment include: those living in communities with populations

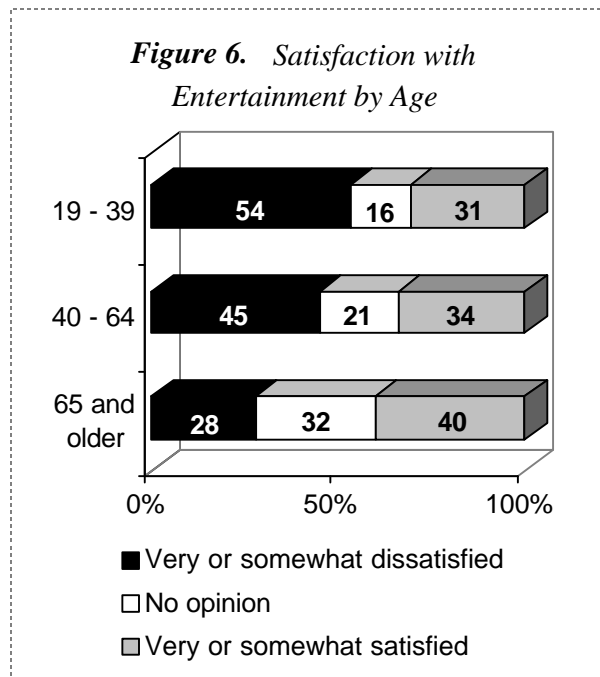
ranging from 500 to 4,999, those living in the Panhandle, females, those who are divorced or separated, respondents with higher educational levels and those with professional occupations.

These same groups were also those most likely to be dissatisfied with both retail shopping and restaurants. The only difference occurred when the regional groups rated their satisfaction with retail shopping. Those living in the Northeast region of the state joined those in the Panhandle as the groups most likely to be dissatisfied with retail shopping (see Appendix Figure 1 for the counties included in each region).

Dissatisfaction with the streets in the community differed by some of these characteristics. The laborers were the occupational group most likely to be dissatisfied with streets. Thirty-six percent of the laborers were dissatisfied with streets, compared to twenty-five percent of the farmers/ranchers. Other groups more likely to be dissatisfied with streets include those living in the Northeast region of the state and the younger respondents.

Satisfaction with county government differed by age, gender, marital status, education and occupation. The respondents who have never married were the marital group most likely to be dissatisfied with their county government. Thirty-three percent of this group expressed dissatisfaction with county government, compared to only fifteen percent of the widowed respondents.

When comparing age groups, the older respondents were less likely than the other respondents to be dissatisfied with county



government. Only twenty percent of those age 65 or older were dissatisfied with this level of government, compared to thirty-two percent in the other age groups.

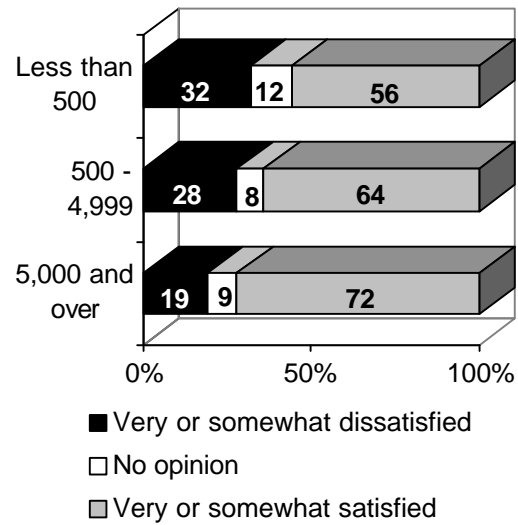
Other groups more likely to be dissatisfied with county government include: males, those with some college education, and farmers/ranchers.

Satisfaction with city/village government differed by all the characteristics examined except gender. The groups most likely to express dissatisfaction with their city/village government include: those living in larger communities, the respondents living in the Panhandle, those with higher income levels, the younger respondents, those who have never married, the respondents who have had some college education and the laborers.

When examining satisfaction levels with law enforcement, differences emerged when comparing community sizes and age groups. The respondents living in the smallest communities were more likely than those living in larger communities to be dissatisfied with law enforcement. Thirty-two percent of those living in communities with less than 500 people expressed dissatisfaction with this service, compared to only nineteen percent of those living in communities with at least 5,000 people (Figure 7).

When comparing age groups, the older respondents were less likely than the other respondents to be dissatisfied with law enforcement. Twenty-four percent of those age 65 or older were dissatisfied with law enforcement, while approximately twenty-nine percent of the other age groups expressed dissatisfaction.

Figure 7. Satisfaction with Law Enforcement by Community Size

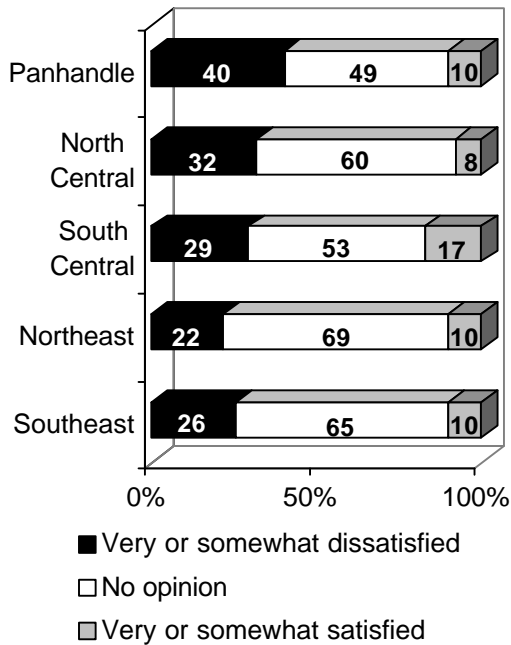


Differences in satisfaction with rail service were detected by region. Respondents living in the Panhandle were more likely than those living in other regions of the state to express dissatisfaction with rail service. Forty percent of those living in this region of the state were dissatisfied with rail service, compared to only twenty-two percent of those living in the Northeast region (Figure 8).

Satisfaction with this service also differed by age. Older respondents were more likely than younger respondents to express dissatisfaction with rail service. Thirty-four percent of those age 65 or older said they were dissatisfied with rail service, while only twenty percent of those between the ages of 19 and 39 felt the same.

Farmers/ranchers and professionals were the occupation groups most likely to be dissatisfied with rail service. Approximately thirty percent of these two groups were

Figure 8. Satisfaction with Rail Service by Region



dissatisfied with rail service, compared to only nineteen percent of the laborers.

Other groups more likely to express dissatisfaction with rail service include: those living in larger communities, males, and those with higher education levels.

Satisfaction with bus service differed by community size, region, age, education and occupation. Older respondents were more likely than younger respondents to be dissatisfied with bus service in their community. Thirty-six percent of those age 65 or older were dissatisfied with this service, while only seventeen percent of those between the ages of 19 and 39 shared this opinion.

Those living in the Panhandle were more likely than those living in other regions of the

state to be dissatisfied with bus service. Forty percent of the respondents living in this region were dissatisfied with the bus service in their community, compared to twenty-three percent of those living in both the Northeast and the Southeast regions of the state.

Other groups more likely to be dissatisfied with bus service include those living in larger communities, respondents with higher education levels and those with professional occupations.

Respondents in the Panhandle were also the regional group most likely to be dissatisfied with air service. Forty-five percent of those living in this region expressed dissatisfaction with the air service in their community, while only sixteen percent of those living in the Southeast region felt the same (Figure 9).

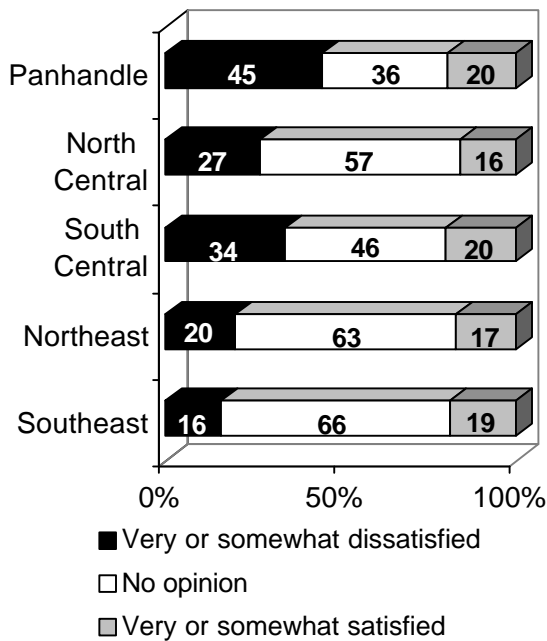
Satisfaction with air service also differed by community size. Those living in larger communities were more likely than those living in smaller communities to be dissatisfied with air service there. Thirty-eight percent of those living in communities with at least 5,000 people stated they were dissatisfied with air service in their community, compared to twenty-two percent of those living in communities with less than 500 people.

Other groups more likely to be dissatisfied with air service include: those with higher income levels, those over the age of 40, persons with higher education levels, and those with professional occupations.

Plans to Leave the Community

One of the ways a resident can indicate their

Figure 9. Satisfaction with Air Service by Region



satisfaction with their community is through their intent to remain in the community. Many things can influence a decision to leave one's place of residence (including job offers, opportunities to move closer to family or friends, etc.) but their satisfaction with their community can have an important role in their decision to move or stay. To determine rural Nebraskans' migration intentions, respondents were asked, "Do you plan to move from your community in the next year?" Response options included yes, no or uncertain. A follow-up question (asked only of those who indicated they were planning to move) asked where they planned to move. Answer categories were: Lincoln/Omaha metro areas, some place in Nebraska outside the Lincoln/Omaha metro areas, or some place other than Nebraska.

Only four percent indicated they were

planning to move in the next year, eight percent were uncertain and eighty-eight percent had no plans to move from their community in the next year. Of those planning to move, only forty-eight percent were planning to stay in Nebraska, with ten percent planning to move to either Lincoln or Omaha and thirty-eight percent planning to move to another part of the state. Fifty-two percent planned to leave Nebraska.

Intentions to leave the community differed by age, marital status, education and occupation (Appendix Table 6). Younger respondents were more likely than older respondents to be planning to move from their community in the next year. Eleven percent of those between the ages of 19 and 29 indicated they were planning to move from their community in the next year, while only two percent of those age 50 or older were planning to move. When comparing responses by marital status, those who have never married were more likely than the other marital groups to be planning to move. Respondents whose education attainment did not extend beyond high school were somewhat more likely than those with more education to say they were not planning to move in the next year. Those with higher education levels were more likely to be uncertain about their future plans.

Of the occupation groups, the farmers and ranchers were more likely than those with different occupations to say they were not planning to move in the next year. The occupation groups that were more likely to be planning to move include respondents with professional, administrative support, service or manual labor occupations.

Conclusion

These results show that rural Nebraskans have very favorable opinions about their communities. The majority of respondents felt their community had either stayed the same or changed for the better during the past year. In addition, the majority also characterize their communities as friendly, trusting and supportive.

Respondents living in smaller communities were more likely than those living in larger communities to rate their communities as friendly, trusting and supportive. However, those living in smaller communities were more likely to say their community had changed for the worse during the past year. These results indicate that small town life is valued for its social qualities but other challenges may exist that threaten their vitality.

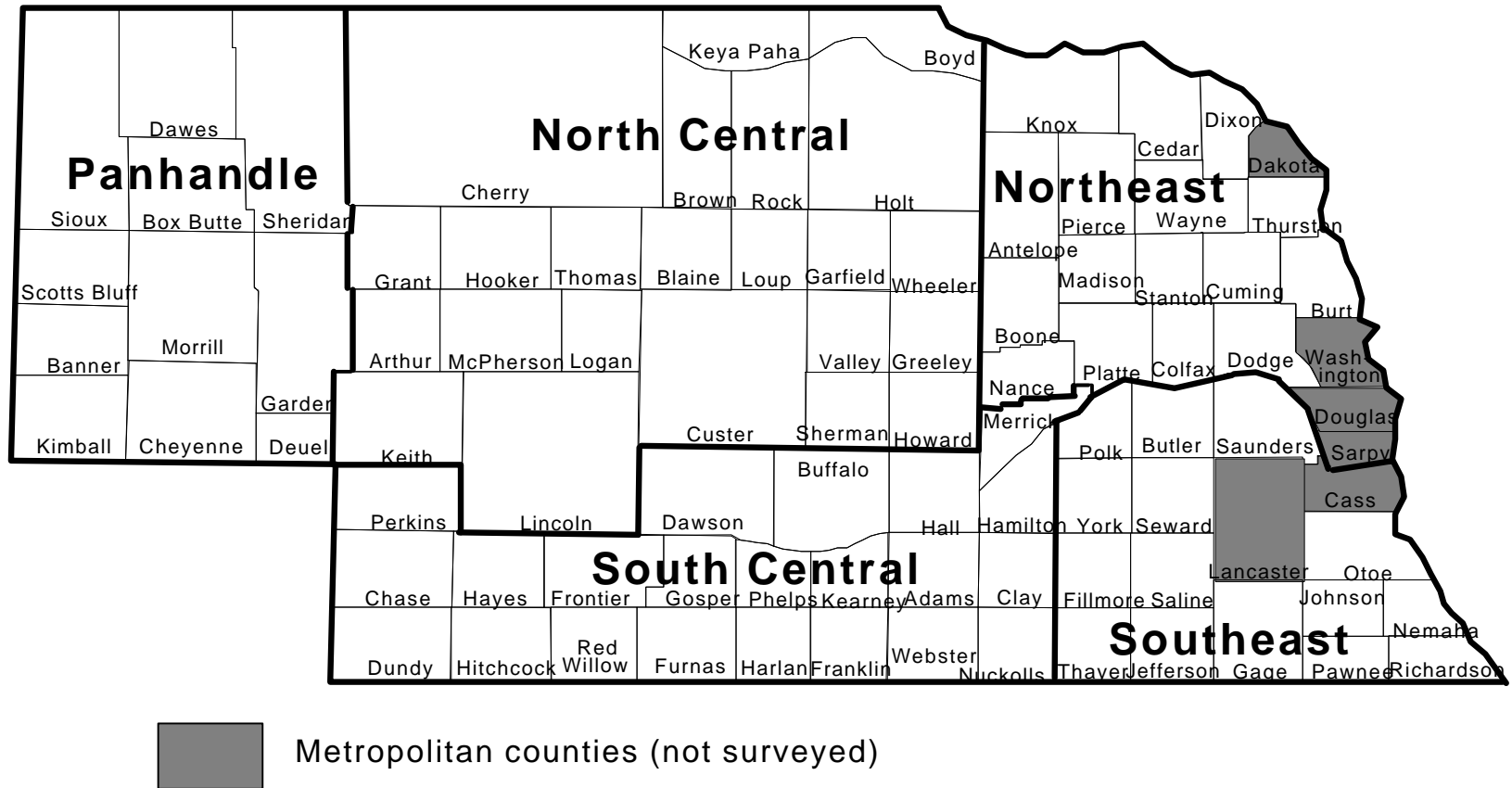
This is evident when examining satisfaction levels with some community services and amenities by community size. Those living in the smaller communities were more likely than those living in larger communities to be dissatisfied with entertainment, retail shopping, restaurants, and law enforcement. However, it was interesting that those living in the smaller communities were more likely to be satisfied with their city/village government.

Overall, when examining satisfaction levels with various services and amenities, people were most dissatisfied with entertainment, retail shopping, and restaurants. The services people were most satisfied with included parks and recreation, library services, education (K - 12), and basic medical care.

Most rural Nebraskans are planning to stay in their current community. The proportion planning to move in the next year (4%) remained stable when compared to last year's data. However, over one-half of those planning to move said they were going to leave the state. This is a considerable increase from last year when the majority of those planning to move indicated they were going to stay in Nebraska.

Thus, communities must work to enhance the social attributes that people are satisfied with and improve their services and amenities so they meet the needs of current residents. By doing so, perhaps they can stabilize their population base.

Appendix Figure 1. Regions of Nebraska



Appendix Table 1. Demographic Profile of Rural Poll Respondents Compared to 1990 Census

| | 1999 Poll | 1998 Poll | 1997 Poll | 1996 Poll | 1990 Census |
|--|----------------------|----------------------|----------------------|----------------------|------------------------|
| Age : ¹ | | | | | |
| 20 - 39 | 21% | 25% | 24% | 22% | 38% |
| 40 - 64 | 52% | 55% | 48% | 49% | 36% |
| 65 and over | 28% | 20% | 28% | 29% | 26% |
| Gender: ² | | | | | |
| Female | 31% | 58% | 28% | 27% | 49% |
| Male | 69% | 42% | 72% | 73% | 51% |
| Education: ³ | | | | | |
| Less than 9 th grade | 3% | 2% | 5% | 3% | 10% |
| 9 th to 12 th grade (no diploma) | 5% | 3% | 5% | 5% | 12% |
| High school diploma (or equivalent) | 36% | 33% | 34% | 34% | 38% |
| Some college, no degree | 25% | 27% | 25% | 26% | 21% |
| Associate degree | 9% | 10% | 8% | 7% | 7% |
| Bachelors degree | 15% | 16% | 14% | 14% | 9% |
| Graduate or professional degree | 8% | 9% | 9% | 10% | 3% |
| Household income: ⁴ | | | | | |
| Less than \$10,000 | 8% | 3% | 7% | 8% | 19% |
| \$10,000 - \$19,999 | 15% | 10% | 16% | 17% | 25% |
| \$20,000 - \$29,999 | 18% | 17% | 19% | 19% | 21% |
| \$30,000 - \$39,999 | 18% | 20% | 18% | 18% | 15% |
| \$40,000 - \$49,999 | 15% | 18% | 14% | 15% | 9% |
| \$50,000 - \$59,999 | 9% | 12% | 10% | 9% | 5% |
| \$60,000 - \$74,999 | 8% | 10% | 7% | 7% | 3% |
| \$75,000 or more | 10% | 10% | 8% | 7% | 3% |
| Marital Status: ⁵ | | | | | |
| Married | 76% | 95% | 73% | 75% | 64% |
| Never married | 7% | 0.4% | 8% | 7% | 20% |
| Divorced/separated | 8% | 1% | 9% | 8% | 7% |
| Widowed/widower | 10% | 3% | 10% | 10% | 10% |

¹ 1990 Census universe is non-metro population 20 years of age and over.

² 1990 Census universe is total non-metro population.

³ 1990 Census universe is non-metro population 18 years of age and over.

⁴ 1990 Census universe is all non-metro households.

⁵ 1990 Census universe is non-metro population 15 years of age and over.

Appendix Table 2. Perceptions of Community Change by Community Size, Region and Individual Attributes, 1999

| <i>Communities across the nation are undergoing change. When you think about this past year, would you say...</i> | | | |
|---|--------------------|-------------|----------------------------|
| <i>My community has changed for the</i> | | | |
| | <i>Better</i> | <i>Same</i> | <i>Worse</i> |
| | <i>Percentages</i> | | |
| | <i>(n = 2830)</i> | | |
| <u>Community Size</u> | | | |
| Less than 100 | 14 | 60 | 26 |
| 100 - 499 | 22 | 57 | 21 |
| 500 - 999 | 27 | 55 | 18 |
| 1,000 - 4,999 | 29 | 51 | 19 |
| 5,000 - 9,999 | 34 | 48 | 18 |
| 10,000 and up | 38 | 45 | 17 |
| | | | $\chi^2 = 47.26$ (.000) |
| <u>Region</u> | | | |
| | <i>(n = 2885)</i> | | |
| Panhandle | 31 | 55 | 15 |
| North Central | 25 | 54 | 21 |
| South Central | 29 | 52 | 20 |
| Northeast | 24 | 53 | 22 |
| Southeast | 30 | 52 | 18 |
| | | | $\chi^2 = 14.36$ (.073) |
| <u>Individual Attributes:</u> | | | |
| <i>Income Level</i> | | | |
| | <i>(n = 2633)</i> | | |
| Under \$10,000 | 23 | 55 | 22 |
| \$10,000 - \$19,999 | 25 | 56 | 20 |
| \$20,000 - \$29,999 | 27 | 56 | 18 |
| \$30,000 - \$39,999 | 24 | 54 | 22 |
| \$40,000 - \$49,999 | 27 | 56 | 18 |
| \$50,000 - \$59,999 | 32 | 48 | 20 |
| \$60,000 - \$74,999 | 34 | 47 | 19 |
| \$75,000 and over | 39 | 44 | 17 |
| | | | $\chi^2 = 33.70$ (.002) |
| <i>Age</i> | | | |
| | <i>(n = 2852)</i> | | |
| 19 - 29 | 31 | 54 | 15 |
| 30 - 39 | 31 | 49 | 20 |
| 40 - 49 | 25 | 54 | 21 |
| 50 - 64 | 27 | 53 | 20 |
| 65 and older | 28 | 54 | 18 |
| | | | $\chi^2 = 8.26$ (.409) |
| <i>Gender</i> | | | |
| | <i>(n = 2858)</i> | | |
| Male | 26 | 53 | 20 |
| Female | 30 | 52 | 17 |
| | | | $\chi^2 = 6.27$ (.043) |
| <i>Marital Status</i> | | | |
| | <i>(n = 2869)</i> | | |
| Married | 27 | 53 | 20 |
| Never married | 30 | 54 | 16 |
| Divorced/separated | 30 | 51 | 19 |
| Widowed | 29 | 53 | 18 |
| | | | $\chi^2 = 3.29$ (.771) |

| <i>Communities across the nation are undergoing change. When you think about this past year, would you say...</i> | | | | |
|---|---------------|-------------|--------------|----------------------------|
| <i>My community has changed for the</i> | | | | |
| | <u>Better</u> | <u>Same</u> | <u>Worse</u> | <u>Significance</u> |
| <i>Education</i> | | (n = 2819) | | |
| Less than 9 th grade | 26 | 56 | 19 | |
| 9 th to 12 th grade | 31 | 53 | 17 | |
| H.S. diploma | 26 | 55 | 19 | |
| Some college | 28 | 50 | 22 | |
| Associate degree | 23 | 61 | 16 | $\chi^2 = 24.78$ (.016) |
| Bachelors degree | 30 | 48 | 22 | |
| Grad/prof degree | 36 | 48 | 16 | |
| | | | | |
| <i>Occupation</i> | | (n = 2008) | | |
| Professional/tech/admin. | 35 | 50 | 16 | |
| Admin. support | 30 | 50 | 20 | |
| Sales | 29 | 50 | 21 | |
| Service | 27 | 56 | 17 | |
| Farming/ranching | 20 | 52 | 28 | |
| Skilled laborer | 29 | 54 | 17 | $\chi^2 = 49.90$ (.000) |
| Manual laborer | 24 | 57 | 19 | |
| Other | 22 | 61 | 17 | |

Appendix Table 3. Measures of Community Attributes in Relation to Community Size, Region and Individual Attributes, 1999.

| | My community is... | | | | My community is... | | | | My community is... | | | |
|-------------------------------|--------------------|-------------------|-------------------|--------------------------|---------------------------|-------------------|--------------------|--------------------------|--------------------|-------------------|----------------|--------------------------|
| | <i>Friendly</i> | <i>No opinion</i> | <i>Unfriendly</i> | <i>Chi-square (sig.)</i> | <i>Trusting</i> | <i>No opinion</i> | <i>Distrusting</i> | <i>Chi-square (sig.)</i> | <i>Supportive</i> | <i>No opinion</i> | <i>Hostile</i> | <i>Chi-square (sig.)</i> |
| Community Size | (n = 2774) | | | | Percentages (n = 2705) | | | | (n = 2702) | | | |
| Less than 100 | 76 | 16 | 8 | | 73 | 12 | 15 | | 74 | 14 | 13 | |
| 100 - 499 | 75 | 16 | 9 | | 67 | 20 | 13 | | 67 | 19 | 14 | |
| 500 - 999 | 78 | 12 | 11 | | 71 | 15 | 14 | | 68 | 19 | 13 | |
| 1,000 - 4,999 | 72 | 15 | 13 | $\chi^2 =$ | 65 | 19 | 16 | $\chi^2 =$ | 64 | 22 | 14 | $\chi^2 =$ |
| 5,000 - 9,999 | 70 | 16 | 15 | 24.19 | 60 | 22 | 18 | 30.34 | 59 | 25 | 16 | 23.38 |
| 10,000 and up | 67 | 21 | 12 | (.007) | 57 | 27 | 16 | (.001) | 58 | 29 | 14 | (.009) |
| Region | (n = 2822) | | | | (n = 2741) | | | | (n = 2739) | | | |
| Panhandle | 74 | 14 | 12 | | 68 | 17 | 15 | | 64 | 22 | 14 | |
| North Central | 79 | 13 | 8 | | 70 | 18 | 12 | | 71 | 15 | 14 | |
| South Central | 72 | 16 | 12 | $\chi^2 =$ | 64 | 22 | 14 | $\chi^2 =$ | 63 | 23 | 14 | $\chi^2 =$ |
| Northeast | 73 | 15 | 13 | 10.99 | 65 | 18 | 18 | 11.29 | 65 | 22 | 13 | 11.96 |
| Southeast | 72 | 17 | 11 | (.202) | 65 | 20 | 14 | (.186) | 65 | 21 | 14 | (.153) |
| Individual Attributes: | (n = 2588) | | | | (n = 2527) | | | | (n = 2525) | | | |
| Income Level | (n = 2588) | | | | (n = 2527) | | | | (n = 2525) | | | |
| Under \$10,000 | 77 | 14 | 10 | | 70 | 13 | 18 | | 73 | 15 | 12 | |
| \$10,000 - \$19,999 | 72 | 16 | 12 | | 66 | 19 | 15 | | 67 | 18 | 15 | |
| \$20,000 - \$29,999 | 71 | 15 | 14 | | 64 | 20 | 16 | | 62 | 23 | 15 | |
| \$30,000 - \$39,999 | 74 | 17 | 9 | | 66 | 19 | 15 | | 63 | 22 | 14 | |
| \$40,000 - \$49,999 | 74 | 13 | 14 | | 63 | 22 | 16 | | 63 | 23 | 14 | |
| \$50,000 - \$59,999 | 70 | 19 | 11 | $\chi^2 =$ | 65 | 26 | 10 | $\chi^2 =$ | 65 | 22 | 13 | $\chi^2 =$ |
| \$60,000 - \$74,999 | 79 | 15 | 6 | 24.39 | 70 | 18 | 12 | 20.84 | 64 | 24 | 12 | 15.98 |
| \$75,000 and over | 78 | 14 | 8 | (.041) | 69 | 17 | 14 | (.106) | 70 | 19 | 11 | (.315) |
| Age | (n = 2793) | | | | (n = 2719) | | | | (n = 2717) | | | |
| 19 - 29 | 73 | 13 | 15 | | 61 | 21 | 19 | | 58 | 28 | 14 | |
| 30 - 39 | 76 | 14 | 10 | | 68 | 19 | 13 | | 65 | 21 | 15 | |
| 40 - 49 | 72 | 16 | 12 | $\chi^2 =$ | 65 | 20 | 16 | $\chi^2 =$ | 62 | 25 | 13 | $\chi^2 =$ |
| 50 - 64 | 70 | 18 | 12 | 12.34 | 63 | 21 | 16 | 12.28 | 63 | 22 | 15 | 29.03 |
| 65 and older | 76 | 15 | 9 | (.137) | 70 | 18 | 12 | (.139) | 73 | 16 | 12 | (.000) |

Appendix Table 3 continued.

| | <i>My community is...</i> | | | | <i>My community is...</i> | | | | <i>My community is...</i> | | | |
|---|---------------------------|-------------------|-------------------|--------------------------|---------------------------|-------------------|--------------------|--------------------------|---------------------------|-------------------|----------------|--------------------------|
| | <i>Friendly</i> | <i>No opinion</i> | <i>Unfriendly</i> | <i>Chi-square (sig.)</i> | <i>Trusting</i> | <i>No opinion</i> | <i>Distrusting</i> | <i>Chi-square (sig.)</i> | <i>Supportive</i> | <i>No opinion</i> | <i>Hostile</i> | <i>Chi-square (sig.)</i> |
| <i>Gender</i> | | | | | | | | | | | | |
| Male | 74 | 15 | 11 | 3.01 | 66 | 19 | 15 | 1.85 | 64 | 22 | 14 | 1.45 |
| Female | 71 | 17 | 11 | (.222) | 65 | 21 | 14 | (.397) | 66 | 21 | 13 | (.483) |
| <i>Marital Status</i> | | (n = 2808) | | | | (n = 2731) | | | | (n = 2729) | | |
| Married | 74 | 15 | 11 | | 66 | 19 | 15 | | 65 | 21 | 14 | |
| Never married | 75 | 13 | 13 | $\chi^2 =$ | 65 | 19 | 16 | $\chi^2 =$ | 60 | 25 | 14 | $\chi^2 =$ |
| Divorced/separated | 66 | 20 | 14 | 9.80 | 56 | 26 | 18 | 12.20 | 58 | 24 | 18 | 17.59 |
| Widowed | 76 | 15 | 8 | (.133) | 70 | 16 | 13 | (.058) | 75 | 16 | 9 | (.007) |
| <i>Education</i> | | (n = 2767) | | | | (n = 2695) | | | | (n = 2693) | | |
| Less than 9 th grade | 66 | 19 | 15 | | 62 | 18 | 20 | | 73 | 19 | 8 | |
| 9 th to 12 th grade | 72 | 18 | 10 | | 65 | 13 | 23 | | 63 | 17 | 20 | |
| H.S. diploma | 72 | 17 | 11 | | 65 | 22 | 13 | | 65 | 22 | 13 | |
| Some college | 74 | 15 | 12 | | 64 | 20 | 16 | | 63 | 20 | 17 | |
| Associate degree | 71 | 17 | 11 | $\chi^2 =$ | 66 | 18 | 16 | $\chi^2 =$ | 66 | 21 | 14 | $\chi^2 =$ |
| Bachelors degree | 78 | 13 | 9 | 11.31 | 71 | 17 | 13 | 20.58 | 69 | 22 | 9 | 20.23 |
| Grad/prof degree | 74 | 14 | 12 | (.503) | 66 | 19 | 15 | (.057) | 64 | 22 | 14 | (.063) |
| <i>Occupation</i> | | (n = 1999) | | | | (n = 1975) | | | | (n = 1972) | | |
| Prof/tech/admin. | 74 | 13 | 13 | | 66 | 19 | 15 | | 64 | 22 | 14 | |
| Admin. support | 67 | 23 | 10 | | 66 | 18 | 16 | | 64 | 24 | 12 | |
| Sales | 75 | 16 | 8 | | 59 | 25 | 16 | | 61 | 26 | 13 | |
| Service | 77 | 11 | 12 | | 66 | 16 | 18 | | 64 | 21 | 15 | |
| Farming/ranching | 80 | 12 | 8 | | 71 | 18 | 11 | | 68 | 20 | 13 | |
| Skilled laborer | 66 | 22 | 12 | $\chi^2 =$ | 58 | 26 | 16 | $\chi^2 =$ | 57 | 28 | 15 | $\chi^2 =$ |
| Manual laborer | 70 | 15 | 14 | 33.62 | 63 | 20 | 17 | 23.62 | 59 | 20 | 21 | 15.54 |
| Other | 74 | 18 | 8 | (.002) | 69 | 21 | 10 | (.051) | 68 | 20 | 12 | (.342) |

Appendix Table 4. Level of Satisfaction with Community Services and Amenities, 1999

| <i>Service/Amenity</i> | <i>Dissatisfied*</i> | <i>No opinion</i> | <i>Satisfied*</i> |
|-----------------------------|----------------------|--------------------|-------------------|
| | | <i>Percentages</i> | |
| Entertainment | 43 | 23 | 35 |
| Retail shopping | 39 | 12 | 50 |
| Restaurants | 34 | 10 | 57 |
| Streets | 29 | 8 | 63 |
| County government | 29 | 17 | 54 |
| City/village government | 28 | 20 | 52 |
| Law enforcement | 28 | 10 | 63 |
| Rail service | 28 | 60 | 12 |
| Bus service | 27 | 62 | 11 |
| Air service | 26 | 55 | 18 |
| Housing | 21 | 16 | 63 |
| Highways and bridges | 21 | 11 | 68 |
| Taxi service | 20 | 72 | 8 |
| Basic medical care services | 18 | 11 | 71 |
| Mental health services | 15 | 55 | 30 |
| Education (K - 12) | 14 | 14 | 72 |
| Solid waste disposal | 14 | 25 | 61 |
| Parks and recreation | 14 | 11 | 75 |
| Day care services | 11 | 43 | 45 |
| Nursing home care | 11 | 27 | 62 |
| Library services | 10 | 17 | 73 |
| Sewage disposal | 8 | 28 | 65 |
| Water disposal | 8 | 30 | 62 |
| Head start programs | 8 | 54 | 38 |
| Senior centers | 8 | 28 | 65 |

* Dissatisfied represents the combined percentage of “very dissatisfied” or “somewhat dissatisfied” responses. Similarly, satisfied is the combination of “very satisfied” and “somewhat satisfied” responses.

Appendix Table 5. Measures of Satisfaction with Ten Services and Amenities in Relation to Community Size, Region and Individual Attributes, 1999

| | Entertainment | | | Retail shopping | | | Restaurants | | | Streets | | |
|--------------------------|--------------------------|-------------------|---------------------|-------------------------|-------------------|---------------------|-------------------------|-------------------|---------------------|-------------------------|-------------------|---------------------|
| | <i>Satisfied</i> | <i>No opinion</i> | <i>Dissatisfied</i> | <i>Satisfied</i> | <i>No opinion</i> | <i>Dissatisfied</i> | <i>Satisfied</i> | <i>No opinion</i> | <i>Dissatisfied</i> | <i>Satisfied</i> | <i>No opinion</i> | <i>Dissatisfied</i> |
| | <i>Percentages</i> | | | | | | | | | | | |
| Community Size | (n = 2780) | | | (n = 2786) | | | (n = 2845) | | | (n = 2848) | | |
| Less than 500 | 36 | 28 | 36 | 47 | 16 | 36 | 58 | 12 | 30 | 57 | 11 | 32 |
| 500 - 4,999 | 31 | 23 | 47 | 47 | 12 | 42 | 54 | 9 | 37 | 67 | 6 | 27 |
| 5,000 and over | 43 | 15 | 43 | 60 | 5 | 35 | 62 | 7 | 32 | 62 | 6 | 32 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 59.20 (.000)$ | | | $\chi^2 = 59.98 (.000)$ | | | $\chi^2 = 24.23 (.000)$ | | | $\chi^2 = 34.38 (.000)$ | | |
| Region | (n = 2826) | | | (n = 2835) | | | (n = 2898) | | | (n = 2899) | | |
| Panhandle | 31 | 18 | 51 | 51 | 7 | 43 | 55 | 5 | 39 | 63 | 11 | 26 |
| North Central | 37 | 26 | 38 | 48 | 13 | 39 | 61 | 9 | 30 | 66 | 9 | 26 |
| South Central | 38 | 22 | 40 | 56 | 11 | 33 | 58 | 9 | 33 | 64 | 6 | 30 |
| Northeast | 33 | 23 | 44 | 45 | 12 | 43 | 54 | 11 | 35 | 59 | 7 | 34 |
| Southeast | 32 | 25 | 44 | 49 | 12 | 39 | 56 | 11 | 33 | 64 | 8 | 28 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 20.17 (.010)$ | | | $\chi^2 = 29.19 (.000)$ | | | $\chi^2 = 16.21 (.039)$ | | | $\chi^2 = 18.02 (.021)$ | | |
| Income Level | (n = 2600) | | | (n = 2604) | | | (n = 2654) | | | (n = 2655) | | |
| Under \$20,000 | 36 | 31 | 33 | 51 | 16 | 33 | 62 | 12 | 25 | 58 | 14 | 29 |
| \$20,000 - \$39,999 | 36 | 21 | 43 | 53 | 9 | 38 | 59 | 8 | 34 | 66 | 6 | 28 |
| \$40,000 - \$59,999 | 35 | 18 | 48 | 47 | 11 | 42 | 52 | 9 | 39 | 63 | 6 | 31 |
| \$60,000 and over | 33 | 20 | 47 | 50 | 9 | 41 | 55 | 7 | 38 | 65 | 5 | 30 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 44.85 (.000)$ | | | $\chi^2 = 26.75 (.000)$ | | | $\chi^2 = 36.49 (.000)$ | | | $\chi^2 = 41.55 (.000)$ | | |
| Age | (n = 2797) | | | (n = 2804) | | | (n = 2867) | | | (n = 2867) | | |
| 19 - 39 | 31 | 16 | 54 | 46 | 12 | 43 | 50 | 10 | 40 | 60 | 8 | 33 |
| 40 - 64 | 34 | 21 | 45 | 49 | 11 | 41 | 55 | 9 | 35 | 62 | 7 | 31 |
| 65 and over | 40 | 32 | 28 | 56 | 14 | 30 | 65 | 10 | 25 | 68 | 9 | 23 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 109.89 (.000)$ | | | $\chi^2 = 30.08 (.000)$ | | | $\chi^2 = 38.75 (.000)$ | | | $\chi^2 = 20.19 (.000)$ | | |
| Gender | (n = 2800) | | | (n = 2807) | | | (n = 2871) | | | (n = 2874) | | |
| Male | 36 | 23 | 41 | 53 | 12 | 35 | 59 | 10 | 31 | 64 | 8 | 28 |
| Female | 31 | 22 | 46 | 44 | 10 | 46 | 52 | 9 | 39 | 61 | 7 | 32 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 8.09 (.018)$ | | | $\chi^2 = 28.82 (.000)$ | | | $\chi^2 = 17.21 (.000)$ | | | $\chi^2 = 3.67 (.160)$ | | |
| Marital Status | (n = 2810) | | | (n = 2817) | | | (n = 2882) | | | (n = 2884) | | |
| Married | 35 | 23 | 43 | 51 | 11 | 38 | 57 | 9 | 34 | 63 | 7 | 30 |
| Never married | 30 | 21 | 49 | 46 | 13 | 42 | 51 | 11 | 38 | 61 | 10 | 29 |
| Divorced/separated | 27 | 22 | 51 | 45 | 10 | 45 | 53 | 12 | 35 | 62 | 7 | 31 |
| Widowed | 41 | 29 | 30 | 51 | 14 | 35 | 60 | 12 | 28 | 61 | 11 | 28 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 27.83 (.000)$ | | | $\chi^2 = 7.99 (.239)$ | | | $\chi^2 = 11.38 (.077)$ | | | $\chi^2 = 6.35 (.385)$ | | |
| Education | (n = 2763) | | | (n = 2774) | | | (n = 2832) | | | (n = 2833) | | |
| High school or less | 37 | 27 | 36 | 54 | 13 | 33 | 63 | 10 | 27 | 63 | 9 | 29 |
| Some college | 34 | 20 | 46 | 47 | 11 | 42 | 52 | 9 | 39 | 62 | 8 | 31 |
| College grad | 31 | 18 | 50 | 48 | 10 | 43 | 51 | 9 | 40 | 65 | 5 | 30 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 43.61 (.000)$ | | | $\chi^2 = 26.76 (.000)$ | | | $\chi^2 = 50.05 (.000)$ | | | $\chi^2 = 6.98 (.137)$ | | |
| Occupation | (n = 2000) | | | (n = 2007) | | | (n = 2030) | | | (n = 2018) | | |
| Prof/tech/admin. | 31 | 18 | 51 | 43 | 9 | 48 | 46 | 10 | 45 | 63 | 4 | 33 |
| Farming/ranching | 40 | 23 | 38 | 56 | 12 | 33 | 61 | 10 | 29 | 63 | 12 | 25 |
| Laborer | 32 | 24 | 43 | 50 | 13 | 37 | 60 | 9 | 31 | 57 | 7 | 36 |
| Other | 31 | 18 | 51 | 49 | 11 | 40 | 55 | 8 | 37 | 62 | 7 | 31 |
| <i>Chi-square (sig.)</i> | $\chi^2 = 29.59 (.000)$ | | | $\chi^2 = 29.57 (.000)$ | | | $\chi^2 = 37.85 (.000)$ | | | $\chi^2 = 33.50 (.000)$ | | |

Appendix Table 5 continued.

| | <i>County government</i> | | | <i>City/village government</i> | | | <i>Law enforcement</i> | | | <i>Rail service</i> | | |
|--------------------------|--------------------------|--------------------------|---------------------|--------------------------------|-------------------------|---------------------|------------------------|-------------------------|---------------------|---------------------|-------------------------|---------------------|
| | <i>Satisfied</i> | <i>No opinion</i> | <i>Dissatisfied</i> | <i>Satisfied</i> | <i>No opinion</i> | <i>Dissatisfied</i> | <i>Satisfied</i> | <i>No opinion</i> | <i>Dissatisfied</i> | <i>Satisfied</i> | <i>No opinion</i> | <i>Dissatisfied</i> |
| | <i>Percentages</i> | | | | | | | | | | | |
| Community Size | | (n = 2843) | | | (n = 2858) | | | (n = 2833) | | | (n = 2676) | |
| Less than 500 | 55 | 15 | 30 | 55 | 19 | 26 | 56 | 12 | 32 | 9 | 65 | 27 |
| 500 - 4,999 | 56 | 17 | 27 | 53 | 20 | 27 | 64 | 8 | 28 | 12 | 60 | 28 |
| 5,000 and over | 51 | 18 | 31 | 47 | 22 | 32 | 72 | 9 | 19 | 16 | 54 | 31 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 6.52 (.164)$ | | | $\chi^2 = 10.38 (.035)$ | | | $\chi^2 = 43.65 (.000)$ | | | $\chi^2 = 20.81 (.000)$ | |
| Region | | (n = 2892) | | | (n = 2908) | | | (n = 2885) | | | (n = 2708) | |
| Panhandle | 50 | 15 | 35 | 48 | 22 | 31 | 65 | 10 | 25 | 10 | 49 | 40 |
| North Central | 59 | 13 | 28 | 55 | 20 | 25 | 62 | 9 | 30 | 8 | 60 | 32 |
| South Central | 55 | 17 | 28 | 52 | 19 | 29 | 63 | 10 | 27 | 17 | 53 | 29 |
| Northeast | 52 | 19 | 28 | 52 | 20 | 28 | 64 | 9 | 26 | 10 | 69 | 22 |
| Southeast | 55 | 18 | 27 | 52 | 21 | 27 | 62 | 9 | 29 | 10 | 65 | 26 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 15.04 (.058)$ | | | $\chi^2 = 6.15 (.631)$ | | | $\chi^2 = 3.33 (.912)$ | | | $\chi^2 = 77.83 (.000)$ | |
| Income Level | | (n = 2657) | | | (n = 2668) | | | (n = 2641) | | | (n = 2500) | |
| Under \$20,000 | 57 | 18 | 25 | 53 | 24 | 22 | 60 | 10 | 30 | 12 | 59 | 29 |
| \$20,000 - \$39,999 | 57 | 16 | 27 | 53 | 18 | 29 | 63 | 9 | 28 | 11 | 63 | 26 |
| \$40,000 - \$59,999 | 54 | 16 | 29 | 54 | 19 | 27 | 64 | 10 | 26 | 11 | 61 | 28 |
| \$60,000 and over | 52 | 15 | 33 | 52 | 18 | 30 | 64 | 10 | 26 | 13 | 56 | 31 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 10.00 (.125)$ | | | $\chi^2 = 18.88 (.004)$ | | | $\chi^2 = 3.74 (.712)$ | | | $\chi^2 = 6.81 (.339)$ | |
| Age | | (n = 2862) | | | (n = 2877) | | | (n = 2851) | | | (n = 2682) | |
| 19 - 39 | 43 | 25 | 32 | 45 | 25 | 31 | 60 | 10 | 30 | 10 | 71 | 20 |
| 40 - 64 | 53 | 16 | 32 | 50 | 20 | 30 | 62 | 10 | 29 | 11 | 60 | 29 |
| 65 and over | 68 | 13 | 20 | 62 | 17 | 21 | 67 | 9 | 24 | 15 | 51 | 34 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 100.39 (.000)$ | | | $\chi^2 = 51.58 (.000)$ | | | $\chi^2 = 9.92 (.042)$ | | | $\chi^2 = 50.52 (.000)$ | |
| Gender | | (n = 2865) | | | (n = 2881) | | | (n = 2857) | | | (n = 2685) | |
| Male | 54 | 16 | 31 | 52 | 20 | 28 | 63 | 10 | 27 | 13 | 58 | 29 |
| Female | 55 | 20 | 25 | 54 | 20 | 26 | 62 | 8 | 29 | 10 | 65 | 26 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 14.62 (.001)$ | | | $\chi^2 = 1.57 (.457)$ | | | $\chi^2 = 3.86 (.145)$ | | | $\chi^2 = 11.08 (.004)$ | |
| Marital Status | | (n = 2875) | | | (n = 2892) | | | (n = 2867) | | | (n = 2695) | |
| Married | 55 | 15 | 30 | 52 | 19 | 29 | 63 | 10 | 27 | 11 | 61 | 28 |
| Never married | 44 | 24 | 33 | 46 | 22 | 33 | 59 | 10 | 31 | 11 | 63 | 26 |
| Divorced/separated | 45 | 25 | 30 | 48 | 26 | 26 | 60 | 11 | 29 | 13 | 61 | 26 |
| Widowed | 64 | 22 | 15 | 63 | 21 | 17 | 66 | 9 | 26 | 15 | 53 | 33 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 56.44 (.000)$ | | | $\chi^2 = 28.66 (.000)$ | | | $\chi^2 = 2.76 (.839)$ | | | $\chi^2 = 7.46 (.280)$ | |
| Education | | (n = 2828) | | | (n = 2842) | | | (n = 2819) | | | (n = 2655) | |
| High school or less | 59 | 16 | 26 | 54 | 21 | 25 | 64 | 10 | 26 | 14 | 62 | 24 |
| Some college | 50 | 18 | 32 | 48 | 21 | 31 | 60 | 10 | 30 | 10 | 62 | 29 |
| College grad | 55 | 17 | 29 | 55 | 18 | 28 | 65 | 9 | 27 | 11 | 56 | 33 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 15.23 (.004)$ | | | $\chi^2 = 16.40 (.003)$ | | | $\chi^2 = 5.22 (.265)$ | | | $\chi^2 = 22.26 (.000)$ | |
| Occupation | | (n = 2030) | | | (n = 2028) | | | (n = 2017) | | | (n = 1937) | |
| Prof/tech/admin. | 51 | 19 | 30 | 53 | 18 | 29 | 62 | 9 | 29 | 9 | 60 | 30 |
| Farming/ranching | 54 | 12 | 34 | 48 | 27 | 25 | 64 | 9 | 27 | 13 | 56 | 31 |
| Laborer | 49 | 20 | 30 | 48 | 16 | 35 | 59 | 11 | 30 | 13 | 68 | 19 |
| Other | 53 | 17 | 31 | 50 | 20 | 30 | 63 | 9 | 28 | 11 | 65 | 25 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 15.53 (.016)$ | | | $\chi^2 = 26.78 (.000)$ | | | $\chi^2 = 3.46 (.749)$ | | | $\chi^2 = 24.27 (.000)$ | |

Appendix Table 5 continued.

| | <i>Bus service</i> | | | <i>Air service</i> | | |
|--------------------------|--------------------|-------------------------|---------------------|--------------------|--------------------------|---------------------|
| | <i>Satisfied</i> | <i>No opinion</i> | <i>Dissatisfied</i> | <i>Satisfied</i> | <i>No opinion</i> | <i>Dissatisfied</i> |
| | <i>Percentages</i> | | | | | |
| Community Size | | (n = 2680) | | | (n = 2688) | |
| Less than 500 | 10 | 66 | 24 | 13 | 65 | 22 |
| 500 - 4,999 | 10 | 63 | 28 | 18 | 58 | 24 |
| 5,000 and over | 15 | 54 | 31 | 27 | 35 | 38 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 25.31 (.000)$ | | | $\chi^2 = 129.15 (.000)$ | |
| Region | | (n = 2717) | | | (n = 2726) | |
| Panhandle | 14 | 46 | 40 | 20 | 36 | 45 |
| North Central | 9 | 61 | 31 | 16 | 57 | 27 |
| South Central | 13 | 58 | 29 | 20 | 46 | 34 |
| Northeast | 10 | 67 | 23 | 17 | 63 | 20 |
| Southeast | 9 | 67 | 23 | 19 | 66 | 16 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 53.81 (.000)$ | | | $\chi^2 = 141.74 (.000)$ | |
| Income Level | | (n = 2502) | | | (n = 2513) | |
| Under \$20,000 | 12 | 60 | 27 | 16 | 60 | 24 |
| \$20,000 - \$39,999 | 11 | 63 | 26 | 18 | 58 | 25 |
| \$40,000 - \$59,999 | 11 | 63 | 26 | 19 | 55 | 27 |
| \$60,000 and over | 10 | 59 | 31 | 22 | 43 | 36 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 4.78 (.573)$ | | | $\chi^2 = 37.36 (.000)$ | |
| Age | | (n = 2692) | | | (n = 2700) | |
| 19 - 39 | 8 | 75 | 17 | 16 | 63 | 22 |
| 40 - 64 | 11 | 62 | 27 | 18 | 54 | 28 |
| 65 and over | 13 | 50 | 36 | 22 | 52 | 26 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 81.40 (.000)$ | | | $\chi^2 = 22.87 (.000)$ | |
| Gender | | (n = 2694) | | | (n = 2703) | |
| Male | 11 | 62 | 27 | 19 | 55 | 26 |
| Female | 11 | 61 | 28 | 17 | 57 | 26 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 0.37 (.832)$ | | | $\chi^2 = 2.32 (.314)$ | |
| Marital Status | | (n = 2703) | | | (n = 2712) | |
| Married | 11 | 63 | 27 | 19 | 55 | 26 |
| Never married | 11 | 62 | 27 | 16 | 54 | 30 |
| Divorced/separated | 12 | 61 | 26 | 17 | 56 | 27 |
| Widowed | 14 | 53 | 34 | 19 | 55 | 26 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 9.80 (.133)$ | | | $\chi^2 = 2.17 (.903)$ | |
| Education | | (n = 2659) | | | (n = 2669) | |
| High school or less | 14 | 62 | 24 | 20 | 60 | 20 |
| Some college | 8 | 63 | 28 | 17 | 55 | 29 |
| College grad | 9 | 60 | 31 | 19 | 47 | 34 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 25.14 (.000)$ | | | $\chi^2 = 47.14 (.000)$ | |
| Occupation | | (n = 1936) | | | (n = 1953) | |
| Prof/tech/admin. | 8 | 64 | 28 | 19 | 48 | 33 |
| Farming/ranching | 12 | 63 | 25 | 18 | 57 | 25 |
| Laborer | 13 | 68 | 19 | 16 | 66 | 17 |
| Other | 9 | 64 | 27 | 16 | 54 | 30 |
| <i>Chi-square (sig.)</i> | | $\chi^2 = 17.54 (.007)$ | | | $\chi^2 = 40.07 (.000)$ | |

Appendix Table 6. Plans to Leave Community by Community Size, Region and Individual Attributes, 1999

| <i>Do you plan to leave your community in the next year?</i> | | | | <i>If yes, where do you plan to move?</i> | | | | |
|--|------------|------------|------------------|---|--------------------------------------|-----------------------------------|---|------------------------------|
| | <i>Yes</i> | <i>No</i> | <i>Uncertain</i> | <i>Chi-square (sig.)</i> | <i>Lincoln/Omaha metro areas</i> | <i>Some other place in NE</i> | <i>Some place other than Nebraska</i> | <i>Chi-square (sig.)</i> |
| | | | | | <i>Percentages</i> | | | |
| Community Size | | (n = 2855) | | | | (n = 97) | | |
| Less than 100 | 5 | 86 | 9 | | 20* | 20* | 60* | |
| 100 - 499 | 3 | 89 | 8 | | 12 | 50 | 39 | |
| 500 - 999 | 4 | 90 | 6 | | 0 | 44 | 57 | |
| 1,000 - 4,999 | 3 | 88 | 9 | | 10 | 30 | 60 | |
| 5,000 - 9,999 | 4 | 86 | 10 | $\chi^2 = 10.98$ | 0* | 50* | 50* | $\chi^2 = 13.79$ |
| 10,000 and up | 5 | 85 | 10 | (.359) | 27 | 13 | 60 | (.183) |
| Region | | (n = 2907) | | | | (n = 98) | | |
| Panhandle | 6 | 86 | 8 | | 6 | 38 | 56 | |
| North Central | 3 | 91 | 6 | | 18 | 55 | 27 | |
| South Central | 4 | 87 | 9 | | 9 | 33 | 58 | |
| Northeast | 3 | 88 | 8 | $\chi^2 = 8.45$ | 6 | 22 | 72 | $\chi^2 = 8.81$ |
| Southeast | 3 | 88 | 9 | (.391) | 15 | 50 | 35 | (.359) |
| Individual Attributes: | | | | | | | | |
| Income Level | | (n = 2659) | | | | (n = 93) | | |
| Under \$10,000 | 4 | 88 | 8 | | 44* | 11* | 44* | |
| \$10,000 - \$19,999 | 4 | 86 | 10 | | 7 | 21 | 71 | |
| \$20,000 - \$29,999 | 3 | 87 | 10 | | 0 | 69 | 31 | |
| \$30,000 - \$39,999 | 3 | 87 | 10 | | 15 | 39 | 46 | |
| \$40,000 - \$49,999 | 3 | 91 | 6 | | 18 | 46 | 36 | |
| \$50,000 - \$59,999 | 5 | 87 | 8 | | 8 | 42 | 50 | |
| \$60,000 - \$74,999 | 4 | 90 | 5 | $\chi^2 = 17.85$ | 0* | 33* | 67* | $\chi^2 = 23.82$ |
| \$75,000 and over | 5 | 90 | 5 | (.214) | 0 | 42 | 58 | (.048) |
| Age | | (n = 2875) | | | | (n = 98) | | |
| 19 - 29 | 11 | 70 | 20 | | 31 | 46 | 23 | |
| 30 - 39 | 5 | 85 | 11 | | 10 | 30 | 60 | |
| 40 - 49 | 5 | 85 | 10 | | 12 | 33 | 55 | |
| 50 - 64 | 2 | 91 | 7 | $\chi^2 = 85.98$ | 0 | 50 | 50 | $\chi^2 = 13.50$ |
| 65 and older | 2 | 93 | 5 | (.000) | 0 | 31 | 69 | (.096) |
| Gender | | (n = 2881) | | | | (n = 98) | | |
| Male | 3 | 88 | 9 | $\chi^2 = 6.41$ | 12 | 41 | 47 | $\chi^2 = 2.45$ |
| Female | 5 | 88 | 7 | (.041) | 8 | 30 | 63 | (.293) |
| Marital Status | | (n = 2892) | | | | (n = 99) | | |
| Married | 3 | 90 | 7 | | 8 | 39 | 54 | |
| Never married | 8 | 71 | 21 | | 29 | 36 | 36 | |
| Divorced/separated | 4 | 82 | 14 | $\chi^2 = 74.90$ | 9 | 36 | 55 | $\chi^2 = 7.36$ |
| Widowed | 3 | 92 | 6 | (.000) | 0* | 29* | 71* | (.289) |

| | <i>Do you plan to leave your community in the next year?</i> | | | <i>Chi-square (sig.)</i> | <i>If yes, where do you plan to move?</i> | | | <i>Chi-square (sig.)</i> |
|---|--|-----------|------------------|------------------------------|---|-----------------------------------|---|------------------------------|
| | <i>Yes</i> | <i>No</i> | <i>Uncertain</i> | | <i>Lincoln/Omaha metro areas</i> | <i>Some other place in NE</i> | <i>Some place other than Nebraska</i> | |
| <i>Education</i> | (n = 2842) | | | | (n = 95) | | | |
| Less than 9 th grade | 2 | 96 | 2 | | 0* | 50* | 50* | |
| 9 th to 12 th grade | 3 | 91 | 6 | | 0* | 0* | 100* | |
| H.S. diploma | 2 | 91 | 7 | | 17 | 28 | 56 | |
| Some college | 5 | 87 | 8 | | 6 | 50 | 44 | |
| Associate degree | 3 | 88 | 9 | | 13* | 25* | 63* | |
| Bachelors degree | 6 | 82 | 12 | $\chi^2 = 39.59$ | 16 | 36 | 48 | $\chi^2 = 9.26$ |
| Grad/prof degree | 3 | 86 | 11 | (.000) | 0* | 29* | 71* | (.681) |
| <i>Occupation</i> | (n = 2027) | | | | (n = 71) | | | |
| Prof/tech/admin. | 5 | 84 | 11 | | 14 | 36 | 50 | |
| Admin. support | 5 | 85 | 10 | | 0* | 0* | 100* | |
| Sales | 2 | 86 | 12 | | 0* | 67* | 33* | |
| Service | 6 | 85 | 9 | | 17 | 25 | 58 | |
| Farming/ranching | 2 | 94 | 4 | | 0* | 44* | 56* | |
| Skilled laborer | 3 | 87 | 10 | | 25* | 50* | 25* | |
| Manual laborer | 6 | 88 | 7 | $\chi^2 = 41.20$ | 0* | 67* | 33* | $\chi^2 = 13.96$ |
| Other | 2 | 92 | 6 | (.000) | 0* | 100* | 0* | (.453) |

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