



CENTER FOR APPLIED RURAL INNOVATION

A Research Report

Community Life in Nonmetropolitan Nebraska: Current Perceptions and Future Strategies

2011 Nebraska Rural Poll Results

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Table of Contents

Executive Summary.....	i
Introduction	1
Trends in Community Ratings (1996 - 2011)	2
<i>Figure 1. Community Change, 1996 - 2011.....</i>	<i>2</i>
<i>Figure 2. Expected Destination of Those Planning to Move: 1998 - 2011</i>	<i>3</i>
<i>Table 1. Proportions of Respondents Very or Somewhat Satisfied with Each Service,</i> <i>1997 - 2011.....</i>	<i>5</i>
The Community and Its Attributes in 2011	4
<i>Figure 3. Perceptions of Community Change by Community Size.....</i>	<i>6</i>
<i>Figure 4. Expected Community Change in Ten Years by Community Size.....</i>	<i>6</i>
<i>Figure 5. Satisfaction with Cellular Phone Service by Community Size.....</i>	<i>10</i>
<i>Figure 6. Difficulty or Ease of Leaving Community</i>	<i>11</i>
<i>Figure 7. Ease or Difficulty of Leaving Community by Length of Residence in Community</i>	<i>11</i>
<i>Figure 8. Feelings of Community Powerlessness by Community Size</i>	<i>12</i>
Plans to Leave the Community	12
Economic Development Strategies	13
<i>Table 2. Perceived Impact of Economic Development Strategies.....</i>	<i>14</i>
<i>Figure 9. Perceived Impact of Improving Access to High-Speed Internet by Community Size</i>	<i>15</i>
<i>Figure 10. Perceived Impact of Promoting Development of Wind Energy by Region.....</i>	<i>15</i>
Conclusion	16

List of Appendix Tables and Figures

Appendix Figure 1. Regions of Nebraska	18
Appendix Table 1. Demographic Profile of Rural Poll Respondents Compared to 2010 Census and 2009 American Community Survey	19
Appendix Table 2. Perceptions of Community Change by Community Size, Region and Individual Attributes	20
Appendix Table 3. Expectations of Future Community Change by Community Size, Region and Individual Attributes	22
Appendix Table 4. Measures of Community Attributes in Relation to Community Size, Region and Individual Attributes	24
Appendix Table 5. Level of Satisfaction with Community Services and Amenities	26
Appendix Table 6. Measures of Satisfaction with Ten Services and Amenities in Relation to Community Size, Region and Individual Attributes	27
Appendix Table 7. Opinions About Leaving Community by Community Size, Region and Individual Attributes	30
Appendix Table 8. Feelings of Community Powerlessness by Community Size, Region and Individual Attributes	31
Appendix Table 9. Plans to Leave Community by Community Size, Region and Individual Attributes	32
Appendix Table 10. Perceived Impact of Economic Development Strategies by Community Size, Region and Individual Attributes	33

Executive Summary

Recent community level Census data show that most small communities in Nebraska experienced population decline since 2000. However, most of the larger communities experienced population growth during this same time period. Various economic development strategies could be employed by communities to grow their population and economies. Given these conditions, how do rural Nebraskans feel about their community? Are they satisfied with the services provided by their community? Are they planning to move from their community in the next year? Have these views changed over the past sixteen years? How do rural Nebraskans believe various economic development strategies would impact their community? This paper provides a detailed analysis of these questions.

This report details 2,490 responses to the 2011 Nebraska Rural Poll, the sixteenth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their community and economic development strategies. Trends for some of these questions are examined by comparing data from the fifteen previous polls to this year's results. In addition, comparisons are made among different respondent subgroups, that is, comparisons by age, occupation, region, etc. Based on these analyses, some key findings emerged:

- ***By many different measures, rural Nebraskans are positive about their community.***
 - ✓ *Many rural Nebraskans rate their community favorably on its social dimensions.*
Many rural Nebraskans rate their communities as friendly (75%), trusting (62%) and supportive (66%).
 - ✓ *Over one-half of rural Nebraskans say it would be difficult to leave their community.*
Fifty-three percent say it would be difficult for their household to leave their community. One-third (33%) indicate it would be easy for their household to leave their community and 15 percent gave a neutral response.
 - ✓ *Most rural Nebraskans disagree that their community is powerless to control its future.* Over one-half (56%) of rural Nebraskans strongly disagree or disagree that their community is powerless to control its own future.
- ***Residents of smaller communities are more likely than residents of larger communities to rate their community favorably on its social dimensions and to have positive sentiments about their community.***
 - ✓ *Persons living in or near smaller communities are more likely than persons living in or near larger communities to rate their community as friendly, trusting and supportive.*
Approximately 71 percent of persons living in or near communities with populations less than 1,000 say their community is trusting, compared to 53 percent of persons living in or near communities with populations of 10,000 or more.
 - ✓ *Persons living in or near smaller communities are more likely than persons living in or near larger communities to say it would be difficult to leave their community.*
- ***Residents of larger communities are more likely than residents of smaller communities to say their community has changed for the better during the past year and will be a better place to live ten years from now.***

- ✓ *Persons living in or near larger communities are more likely than persons living in or near smaller communities to say their community has changed for the better during the past year.* Thirty percent of persons living in or near communities with populations of 10,000 or more say their community has changed for the better during the past year, compared to 19 percent of persons living in or near communities with less than 500 people.
- ✓ *Persons living in or near larger communities are more likely than persons living in or near smaller communities to say their community will be a better place to live ten years from now.* One-quarter (25%) of persons living in or near communities with populations of 10,000 or more believe their community will be a better place to live ten years from now, compared to 12 percent of persons living in or near communities with less than 500 people.
- ***Except for a few services that are largely unavailable in rural communities, rural Nebraskans are generally satisfied with basic community services and amenities.*** At least 70 percent of rural Nebraskans are satisfied with the following services or amenities: fire protection (86%), parks and recreation (75%), library services (73%), and religious organizations (70%). On the other hand, at least one-third of rural Nebraskans are dissatisfied with the retail shopping, entertainment, streets and roads, restaurants, and arts/cultural activities in their community.
- ***Few rural Nebraskans are planning to move from their community in the next year, but most of those who do plan to move expect to leave the state.*** Only five percent of rural Nebraskans plan to move from their community in the next year. But, over one-half (58%) of those planning to move expect to leave the state (the highest proportion in the 14 years this question has been asked).
- ***Most rural Nebraskans believe strategies that assist small businesses and entrepreneurs would have a positive impact on their community.*** Approximately three-quarters of rural Nebraskans believe the following strategies would have a positive impact on their community: providing loans to small businesses and entrepreneurs in their community (79%), developing a youth entrepreneurship program in their local school(s) (76%), and providing training or technical assistance to small businesses and entrepreneurs in your community (74%). Promoting the development of wind energy (72%), improving access to high-speed Internet (70%), and providing tax incentives to companies that locate in the community (70%) are other strategies that most rural Nebraskans believe would have a positive impact on their community.

Introduction

Recent community level Census data show most small communities in Nebraska experienced population decline the past ten years. However, most of the larger communities experienced population growth during this same time period. Various economic development strategies could be employed by communities to grow their population and economies. Given these conditions, how do rural Nebraskans feel about their community? Are they satisfied with the services provided by their community? Are they planning to move from their community in the next year? Have these views changed over the past sixteen years? How do rural Nebraskans believe various economic development strategies would impact their community? This paper provides a detailed analysis of these questions.

Methodology and Respondent Profile

This study is based on 2,490 responses from Nebraskans living in the 84 non-metropolitan counties in the state. A self-administered questionnaire was mailed in March and April to approximately 6,400 randomly selected households. Metropolitan counties not included in the sample were Cass, Dakota, Dixon, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The 14-page questionnaire included questions pertaining to well-being, community, animal welfare, technology and work. This paper reports only results from the community portion of the survey.

A 39% response rate was achieved using the total design method (Dillman, 1978). The sequence of steps used follow:

1. A pre-notification letter was sent requesting participation in the study.
2. The questionnaire was mailed with an informal letter signed by the project director approximately seven days later.

3. A reminder postcard was sent to the entire sample approximately seven days after the questionnaire had been sent.
4. Those who had not yet responded within approximately 14 days of the original mailing were sent a replacement questionnaire.

Appendix Table 1 shows demographic data from this year's study and previous rural polls, as well as similar data based on the entire nonmetropolitan population of Nebraska (using the latest available data from the 2010 U.S. Census and the 2009 American Community Survey). As can be seen from the table, there are some marked differences between some of the demographic variables in our sample compared to the Census data. Thus, we suggest the reader use caution in generalizing our data to all rural Nebraska. However, given the random sampling frame used for this survey, the acceptable percentage of responses, and the large number of respondents, we feel the data provide useful insights into opinions of rural Nebraskans on the various issues presented in this report. The margin of error for this study is plus or minus two percent.

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

The average age of respondents is 51 years. Sixty-six percent are married (Appendix Table 1) and 69 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 43 years and have lived in their current community 28 years. Fifty-four percent are living in or near towns or villages with populations less than 5,000. Ninety-six

percent have attained at least a high school diploma.

Forty-three percent of the respondents report their 2010 approximate household income from all sources, before taxes, as below \$40,000. Forty-seven percent report incomes over \$50,000.

Seventy-three percent were employed in 2010 on a full-time, part-time, or seasonal basis. Eighteen percent are retired. Thirty-five percent of those employed reported working in a management, professional, or education occupation. Twelve percent indicated they were employed in agriculture.

Trends in Community Ratings (1996 - 2011)

Comparisons are made between the community data collected this year to the fifteen previous studies. 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 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, no change or worse.

One difference in the wording of this question has occurred over the past sixteen 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. Also, in 2007 the middle response "same" was replaced with "no change."

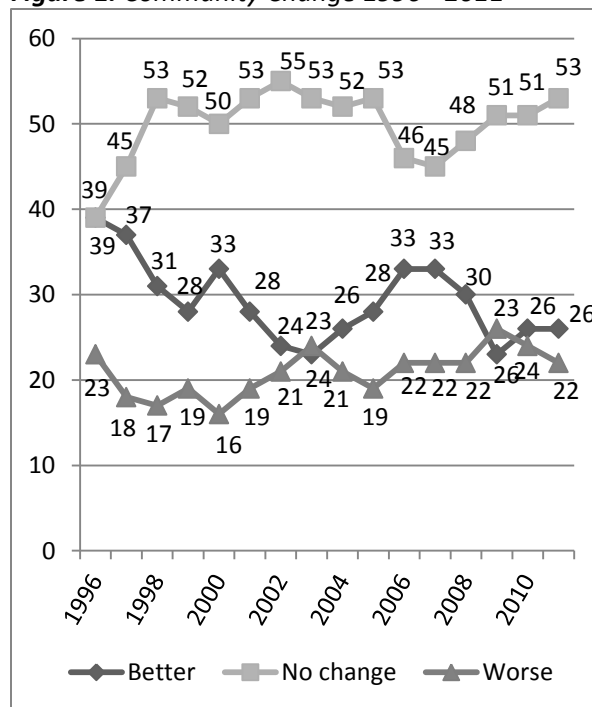
Rural Nebraskans' views about the change in their community are about the same as last

year. The proportion of rural Nebraskans that viewed positive change in their communities stayed the same as last year (Figure 1). Following a seven year period of general decline, the proportion saying their community has changed for the better increased from 23 percent in 2003 to 33 percent in both 2006 and 2007. It then dipped slightly to 30 percent in 2008 and declined further to 23 percent in 2009 (the lowest proportion of all sixteen years, also occurring in 2003). However, the proportion viewing positive change in their community increased slightly to 26 percent last year and remained there this year.

The proportion saying their community has stayed the same first increased from 1996 to 1998. It then remained fairly steady during the following eight years but declined in both 2006 and 2007. However, since then it has steadily increased to 53 percent this year.

The proportion saying their community has changed for the worse has remained fairly

Figure 1. Community Change 1996 - 2011



steady across all sixteen years, but increased from 22 percent in 2008 to 26 percent in 2009 (the highest proportion in all years of this study), then decreased slightly to 24 percent last year and to 22 percent this year.

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 who view their community as friendly has remained fairly steady over the sixteen year period, ranging from 69 to 75 percent. The proportion of respondents who view their community as trusting has also remained fairly steady, ranging from 59 to 66 percent.

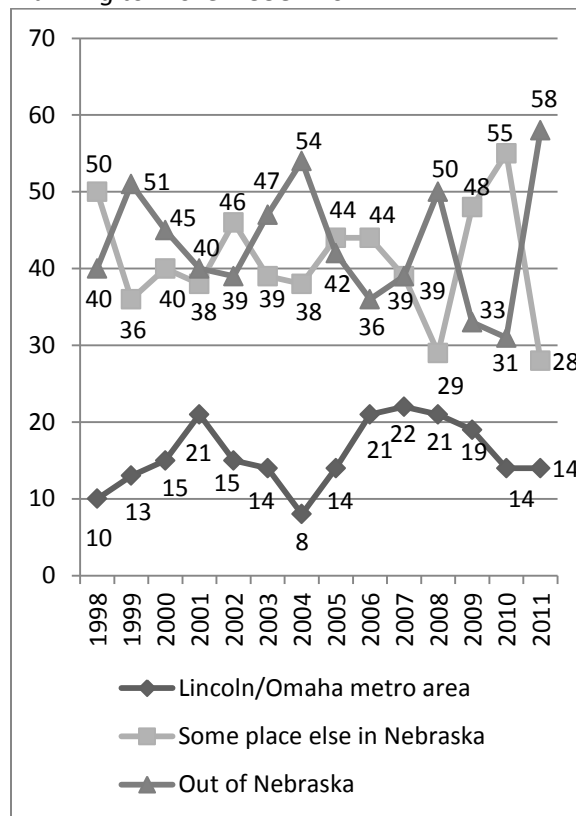
A similar pattern emerged when examining the proportion of respondents who rated their community as supportive. The proportions rating their community as supportive have ranged from 60 percent to 67 percent over the sixteen year period.

Plans to Leave the Community

Starting in 1998, respondents were asked, “Do you plan to move from your community in the next year?” The proportion planning to leave their community has remained relatively stable during the past fourteen years, ranging from 3 percent to 6 percent.

The expected destination for the persons planning to move has changed over time (Figure 2). This year, the proportion of expected movers planning to leave the state reached an

Figure 2. Expected Destination of Those Planning to Move: 1998 - 2011



all-time high of 58 percent. In 2004, it had reached 54 percent and then generally decreased to 39 percent in 2007. However, it spiked upward in 2008 before declining sharply to 33 percent in 2009. It then declined slightly to 31 percent last year before spiking upward to 58 percent this year.

The proportion of expected movers planning to move to either the Omaha or Lincoln area increased from 8 percent in 2004 to 21 percent in 2006. That proportion then held fairly steady during the next three years before declining to 14 percent last year and remaining there this year. After the proportion of expected movers planning to move to other areas of rural Nebraska declined from 44 percent in 2006 to 29 percent in 2008, it increased sharply to 48 percent in 2009. It then increased again to 55 percent last year before plummeting to 28

percent this year (the lowest proportion of all 14 years).

Satisfaction with Community Services and Amenities

Respondents were also asked how satisfied they are with various community services and amenities each year. They were asked this in all sixteen studies; however, in 1996 they were also asked about the availability of these services. Therefore, comparisons will only be made between the last fifteen studies, 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 or somewhat satisfied with the service each year. The rank ordering of these items has remained relatively stable over the fifteen years. However, the proportion of rural Nebraskans satisfied with many social services has declined across all fifteen years of the study. As an example, the proportion of rural Nebraskans satisfied with nursing home care has dropped from 63 percent in 1997 to 46 percent this year. In addition, satisfaction with entertainment services (entertainment, retail shopping and restaurants) have also generally declined over the past fifteen years. Satisfaction with retail shopping has declined from 53 percent in 1997 to 37 percent this year (the lowest proportion of all 15 years).

Two services added to the survey in 2006 have shown steady increases in their satisfaction levels during the past six years - cellular phone service and Internet service. In 2006, 49 percent of rural Nebraskans were satisfied with their cellular phone service. That proportion increased to 64 percent this year. Satisfaction

with Internet service has increased from 50 percent in 2006 to 60 percent this year.

The Community and Its Attributes in 2011

In this section, the 2011 data on respondents' evaluations of their communities and its attributes are examined in terms of any significant differences that may exist depending upon the size of the respondent's community, the region in which they live, or various individual attributes such as household income or age.

Community Change

The perceptions of the change occurring in their community by various demographic subgroups are examined (Appendix Table 2). Residents living in or near larger communities are more likely than persons living in or near smaller communities to say that their community has changed for the better. Thirty percent of persons living in or near communities with populations of 10,000 or more believe their community has changed for the better, compared to 19 percent of persons living in or near communities with less than 500 people (Figure 3). Persons living in or near the smallest communities are more likely than persons living in or near larger communities to say they have seen no change in their community during the past year. Two-thirds (67%) of persons living in or near communities with less than 500 persons say their community has not changed during the past year.

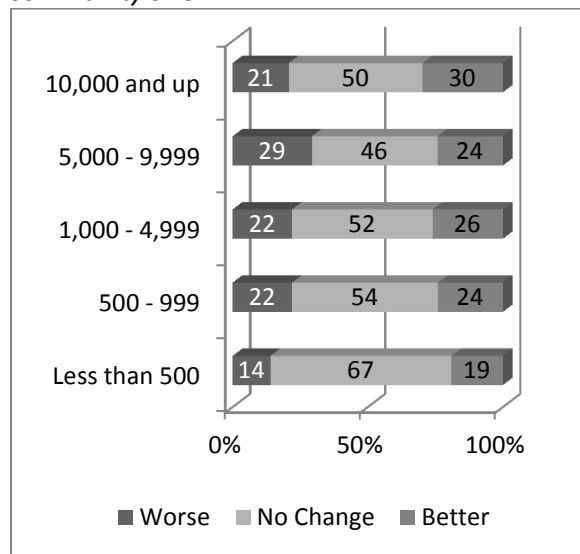
Persons living in the North Central region are more likely than persons living in other regions of the state to say their community has changed for the better during the past year (see Appendix Figure 1 for the counties included in each region). Thirty-two percent of the North

Table 1. Proportion of Respondents Very or Somewhat Satisfied with Each Service, 1997 - 2011

Service/Amenity	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Fire protection	*	*	*	*	*	*	*	*	*	86	85	86	87	85	86
Parks/recreation	77	77	75	77	73	74	76	75	74	75	74	75	74	74	75
Library services	78	78	72	79	71	74	74	74	72	73	74	75	74	73	73
Religious org.	*	*	*	*	*	*	*	*	*	72	72	73	71	71	70
Education (K-12)	71	74	72	73	69	69	69	68	68	68	68	70	68	68	68
Medical care services	73	73	70	72	71	69	71	71	71	71	63	66	67	67	67
Sewage/waste disp.*	*	*	*	*	*	*	*	*	*	66	66	67	66	65	65
Sewage disposal	68	63	63	63	61	66	64	67	63	*	*	*	*	*	*
Water disposal	66	61	60	61	60	64	62	65	62	*	*	*	*	*	*
Solid waste disp.	61	59	60	60	60	64	63	65	63	64	*	*	*	*	*
Cell phone services	*	*	*	*	*	*	*	*	*	49	54	58	61	60	64
Law enforcement	66	64	63	64	61	63	65	63	63	64	63	62	64	65	63
Internet service	*	*	*	*	*	*	*	*	*	50	51	57	58	56	60
Housing	61	63	62	56	57	62	60	61	60	61	59	59	61	59	59
Community recycling	*	*	*	*	*	*	*	*	*	*	50	48	52	54	54
Streets and roads*	*	*	*	*	*	*	*	*	*	*	55	49	51	47	48
Streets	*	59	62	59	51	61	62	59	60	60	*	*	*	*	*
Highways/ bridges	*	66	68	68	65	69	70	69	70	69	*	*	*	*	*
Senior centers	66	65	62	59	58	62	61	58	59	55	48	47	47	47	48
Restaurants	59	57	56	55	53	51	54	56	54	54	50	45	47	47	48
Nursing home care	63	62	59	56	55	57	57	55	55	53	46	47	45	46	46
Local government	*	*	*	*	*	*	*	*	*	41	40	38	41	40	41
County govt.	48	53	53	49	49	47	51	48	47	*	*	*	*	*	*
City/village govt.	46	50	51	45	46	45	48	45	46	*	*	*	*	*	*
Retail shopping	53	48	49	47	47	45	45	49	47	45	41	39	40	41	37
Day care services	51	50	45	46	43	44	45	47	45	42	31	28	*	*	*
Child day care services	*	*	*	*	*	*	*	*	*	*	*	*	32	34	35
Entertainment	38	35	34	33	33	32	33	36	32	34	30	26	29	32	30
Head start programs	44	41	37	40	39	38	40	41	39	37	29	26	28	29	27
Arts/cultural activities	*	*	*	*	*	*	*	*	*	*	26	25	24	27	27
Mental health services	34	32	29	30	29	30	30	31	30	27	23	23	24	23	24
Adult day care svcs	*	*	*	*	*	*	*	*	*	*	*	*	22	21	22
Airport	*	*	*	30	29	32	32	32	31	26	*	*	*	*	*
Public transportation svcs*	*	*	*	*	*	*	*	*	*	*	17	17	19	18	19
Airline service	*	*	*	15	15	16	17	18	15	15	*	*	*	*	*
Taxi service	11	9	8	9	10	10	11	12	12	11	*	*	*	*	*
Rail service	14	11	11	10	10	11	11	13	11	9	*	*	*	*	*
Bus service	13	11	10	9	10	9	10	11	7	7	*	*	*	*	*

* = Not asked that particular year; * New items added in 2007 that combine previous items (indented below each).

Figure 3. Perceptions of Community Change by Community Size



Central residents say their community changed for the better during the past year, compared to 19 percent of persons living in the Panhandle.

Other groups most likely to say their community has changed for the better during the past year include: persons with the highest household incomes; persons age 40 and older; females; widowed persons; persons with higher education levels; persons with management, professional or education occupations; and persons who have lived in the community more than five years.

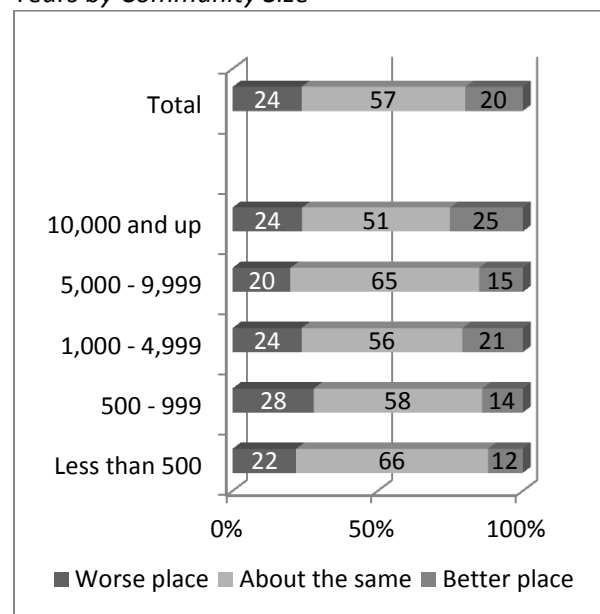
In addition, respondents were asked to predict the expected change in their community ten years from now. The exact question wording was, “Based on what you see of the situation today, do you think that, ten years from now, your community will be a worse place to live, a better place or about the same?” One in five rural Nebraskans (20%) expect their community will be a better place to live ten years from now. Over one-half (57%) expect it to be about the same and just under one-quarter (24%) think their community will be a worse place to live ten years from now.

Respondents’ perceptions differ by the size of their community, their region and some individual attributes (Appendix Table 3). Persons living in or near larger communities are more likely than persons living in or near smaller communities to say their community will be a better place to live ten years from now (Figure 4). One-quarter (25%) of persons living in or near communities with populations of 10,000 or more say their community will be a better place to live ten years from now, compared to 12 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 say their community will be a better place to live ten years from now. Just under one-quarter (24%) of persons living in the South Central region think their community will be a better place to live ten years from now, compared to 14 percent of persons living in the Southeast region.

Other groups most likely to say their community

Figure 4. Expected Community Change in Ten Years by Community Size



will be a better place to live ten years from now include: persons with higher household incomes, persons with higher education levels and persons with management, professional, or education occupations.

Community Social Dimensions

In addition to asking respondents about their perceptions of the change occurring in their community, they were also asked to rate its social dimensions. They were asked if they would describe their communities as friendly or unfriendly, trusting or distrusting, and supportive or hostile. Overall, respondents rate their communities as friendly (75%), trusting (62%) and supportive (66%).

Respondents' ratings of their community on these dimensions differ by some of the characteristics examined (Appendix Table 4). Persons living in or near the smallest communities are more likely than persons living in or near the largest communities to rate their community as friendly, trusting and supportive. Eighty-three percent of persons living in or near communities with populations under 500 say their community is friendly, compared to 72 percent of persons living in or near communities with populations of 10,000 or more.

Persons living in the North Central region are more likely than persons living in other regions of the state to rate their community as friendly. Seventy-eight percent of persons in the North Central region view their community as friendly, compared to 73 percent of Panhandle residents.

Persons with higher income levels are more likely than persons with lower incomes to rate their community as trusting. Sixty-six percent of persons with household incomes of \$60,000 or more rate their community as trusting,

compared to 55 percent of persons with household incomes under \$20,000.

When comparing responses by age, older persons are more likely than younger persons to rate their community as both trusting and supportive. Seventy-three percent of persons age 65 and older rate their community as supportive, compared to 62 percent of persons age 40 to 49.

Widowed respondents are the marital group most likely to view their community as being trusting and supportive. Persons who have never married join them as being the groups most likely to view their community as friendly. Persons with the highest education levels are more likely than persons with less education to rate their community as friendly and trusting.

When comparing responses by occupation, persons with agriculture occupations are the group most likely to view their community as friendly, trusting and supportive. Seventy-four percent of persons with occupations in agriculture view their community as trusting, compared to 48 percent of persons with production, transportation and warehousing occupations.

Newcomers to a community are more likely than long-term residents to view their community as trusting. Sixty-six percent of persons who have lived in their community for five years or less rate their community as trusting, compared to 61 percent of persons who have lived in their community for more than five years.

Satisfaction with Community Services and Amenities

Next, rural residents were asked to rate how satisfied they are with 25 different services and amenities, taking into consideration cost,

availability, and quality. Residents report high levels of satisfaction with some services, but other services and amenities have higher levels of dissatisfaction. Only four services listed have a higher proportion of dissatisfied responses than satisfied responses and those services are largely unavailable in rural communities.

The services or amenities respondents are most satisfied with (based on the combined percentage of “very satisfied” or “somewhat satisfied” responses) include: fire protection (86%), parks and recreation (75%), library services (73%), religious organizations (70%), education (K-12) (68%) and medical care services (67%) (Appendix Table 5). At least one-third of the respondents are either “very dissatisfied” or “somewhat dissatisfied” with retail shopping (52%), entertainment (50%), streets and roads (46%), restaurants (43%) and arts/cultural activities (38%).

The ten services and amenities with the greatest dissatisfaction ratings were analyzed by community size, region and various individual attributes (Appendix Table 6). Many differences emerge.

Younger respondents are more likely than older respondents to be dissatisfied with the entertainment, retail shopping and restaurants in their community. As an example, 64 percent of persons between the ages of 19 and 29 are dissatisfied with retail shopping, compared to only 39 percent of persons age 65 and older.

Panhandle residents are more likely than persons living in other regions of the state to express dissatisfaction with the entertainment, retail shopping and restaurants in their community. Sixty-six percent of Panhandle residents are dissatisfied with the retail shopping in their community, compared to 45 percent of persons living in the South Central region.

Persons with higher education levels are more likely than persons with less education to be dissatisfied with their community’s entertainment, retail shopping and restaurants.

Persons living in or near communities with populations ranging from 5,000 to 9,999 are more likely than persons from different sized communities to express dissatisfaction with the retail shopping in their community. Persons living in or near communities with populations between 500 and 9,999 are most likely to be dissatisfied with the entertainment in their community. And, persons living in or near communities with populations ranging from 500 to 999 are the group most likely to be dissatisfied with the restaurants in their community.

Persons with higher household incomes are more likely than persons with lower incomes to express dissatisfaction with the entertainment and restaurants in their community. When comparing responses by occupation, persons with healthcare support or public safety occupations are the group most likely to be dissatisfied with the retail shopping and entertainment in their community.

Panhandle residents are more likely than persons living in other regions of the state to express dissatisfaction with the streets and roads in their community. Fifty-eight percent of Panhandle residents are dissatisfied with the streets and roads, compared to 37 percent of residents of the Southeast region.

Persons living in or near the largest communities are more likely than persons living in or near smaller communities to be dissatisfied with the streets and roads. Fifty-one percent of persons living in or near communities with populations of 10,000 or more are dissatisfied with the streets and roads, compared to 41 percent of persons living in or

near communities with populations ranging from 1,000 to 4,999.

Other groups most likely to express dissatisfaction with their streets and roads include: persons under the age of 50, persons with some college education but not a four year degree, and persons with production, transportation and warehousing occupations.

Younger persons are more likely than older persons to be dissatisfied with the arts/cultural activities in their community. Just under one-half (48%) of persons age 19 to 29 are dissatisfied with their community's arts/cultural activities, compared to 22 percent of persons age 65 and older.

Other groups most likely to be dissatisfied with their arts/cultural activities include: persons living in or near smaller communities, Panhandle residents, persons with the highest household incomes, persons with the highest education levels and persons with healthcare support or public safety occupations.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to express dissatisfaction with their local government. Thirty-seven percent of persons living in or near communities with populations of 10,000 or more are dissatisfied with their local government, compared to 23 percent of persons living in or near communities with less than 500 people.

Other groups most likely to express dissatisfaction with their local government include: Panhandle residents, persons with the highest household incomes, persons age 40 to 49, persons with some college education, and persons with production, transportation and warehousing occupations.

Panhandle residents are more likely than persons from other regions of the state to be dissatisfied with public transportation services in their community. Forty-four percent of Panhandle residents are dissatisfied with their public transportation services, compared to 27 percent of persons living in both the Northeast and Southeast regions of the state.

Other groups most likely to be dissatisfied with their public transportation services include: persons living in or near the largest communities, younger persons, persons with higher education levels and persons with healthcare support or public safety occupations.

Persons with the highest education levels are more likely than persons with lower educational levels to be dissatisfied with their community recycling. Thirty-two percent of persons with at least a four-year college degree are dissatisfied with their community recycling, compared to 19 percent of persons with a high school diploma or less education.

Other groups most likely to express dissatisfaction with their community recycling include: persons living in or near the smallest communities, persons with the highest household incomes, younger persons, and persons with healthcare support or public safety occupations. Persons living in the South Central region are *less* likely than persons living in other regions of the state to be dissatisfied with their community recycling.

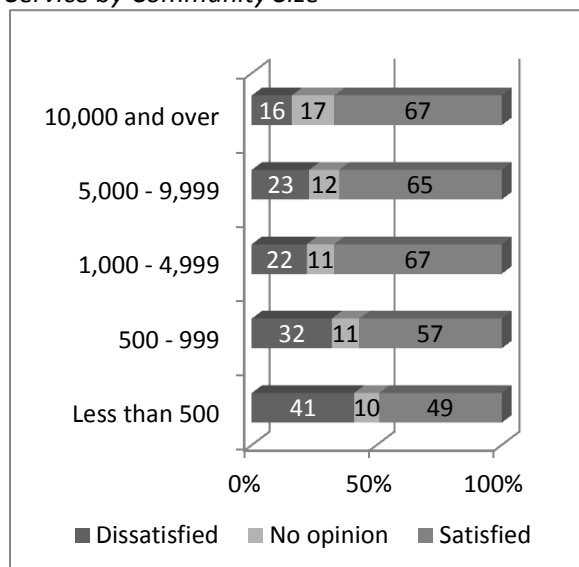
Persons living in the North Central region are more likely than persons living in other regions of the state to be dissatisfied with the housing in their community. Thirty percent of persons living in the North Central region are dissatisfied with the housing in their community, compared to 20 percent of persons living in the Southeast region.

Other groups most likely to be dissatisfied with their community's housing include: persons living in communities with populations ranging from 500 to 999, persons with lower household incomes, persons age 40 to 49, and persons with some college education. Persons with production, transportation and warehousing occupations as well as persons with occupations classified as other are the occupation groups most likely to express dissatisfaction with the housing in their community.

Persons living in or near smaller communities are more likely than persons living in or near larger communities to express dissatisfaction with the cellular phone service in their community (Figure 5). Forty-one percent of persons living in or near communities with less than 500 people are dissatisfied with their community's cellular phone service, compared to 16 percent of persons living in or near communities with populations of 10,000 or more.

Other groups most likely to report being dissatisfied with the cellular phone service in their community include: Panhandle residents,

Figure 5. Satisfaction with Cellular Phone Service by Community Size



persons with middle-level household incomes, persons under the age of 65, persons with some college education, and persons with occupations in agriculture.

Feelings About Community

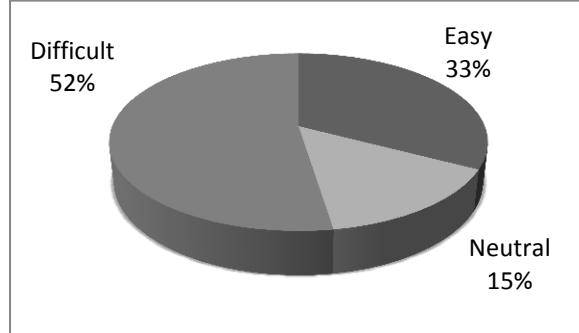
Next, respondents were asked a question about how easy or difficult it would be to leave their community. The exact question wording was "Assume you were to have a discussion in your household about leaving your community for a reasonably good opportunity elsewhere. Some people might be happy to live in a new place and meet new people. Others might be very sorry to leave. How easy or difficult would it be for your household to leave your community?" They were given a seven point scale where 1 indicated very easy and 7 denoted very difficult. Just over one-half (53%) of rural Nebraskans say it would be difficult to leave their community¹ (Figure 6). One-third (33%) indicate it would be easy for their household to leave their community.

Responses to this question are examined by region, community size and various individual attributes (Appendix Table 7). Many differences emerge.

Older persons are more likely than younger persons to say it would be difficult to leave their community. Sixty-four percent of persons age 65 or older think it would be difficult to leave their community, compared to 43 percent of persons age 19 to 29. Similarly, widowed persons are the marital group most likely to say it would be difficult to leave their community. Sixty-five percent of widowed respondents

¹ The responses on the 7-point scale are converted to percentages as follows: values of 1, 2, and 3 are categorized as easy; values of 5, 6, and 7 are categorized as difficult; and a value of 4 is categorized as neutral.

Figure 6. Difficulty or Ease of Leaving Community



believe it would be difficult to leave their community, compared to 40 percent of persons who have never married.

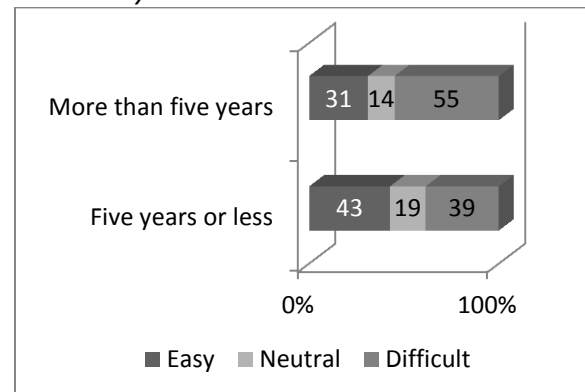
Persons living in or near the smallest communities are more likely than persons living in or near larger communities to say it would be difficult to leave their community.

Approximately 61 percent of persons living in or near communities with populations less than 1,000 say it would be difficult to leave their community, compared to 44 percent of persons living in or near communities with populations ranging from 5,000 to 9,999.

Persons with some college education are the education group *least* likely to say it would be difficult to leave their community. Persons with occupations in agriculture are more likely than persons with different occupations to say it would be difficult to leave their community. Sixty-two percent of persons with agriculture occupations say it would be difficult to leave their community, compared to 42 percent of persons with production, transportation or warehousing occupations or persons with occupations classified as other.

Long term residents of the community are more likely than newcomers to say it would be difficult to leave their community. Over one-half (55%) of persons who have lived in their community for more than five years say it

Figure 7. Ease or Difficulty of Leaving Community by Length of Residence in Community



would be difficult to leave their community, compared to 39 percent of persons living in the community for five years or less (Figure 7).

Community Powerlessness

Respondents were next asked a question to determine if they view their community as powerless. They were asked, “Do you agree or disagree with the following statement? My community is powerless to control its own future.” They were given a five-point scale that ranged from strongly disagree to strongly agree.

Most rural Nebraskans disagree that their community is powerless to control its own future. Over one-half (56%) strongly disagree or disagree that their community is powerless to control its own future. One in five rural Nebraskans (20%) believe their community is powerless to control its future and just under one-quarter (24%) are undecided.

The feelings of community powerlessness are examined by community size, region and individual attributes (Appendix Table 8). Many differences emerge.

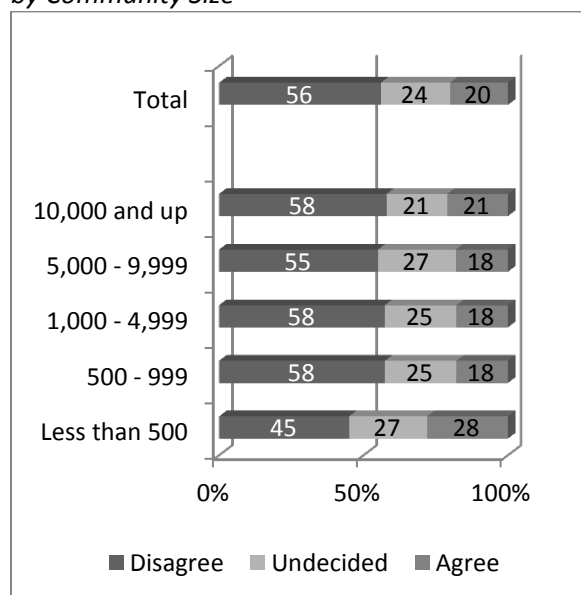
Persons living in or near larger communities are more likely than persons living in or near the

smallest communities to disagree that their community is powerless to control its own future (Figure 8). Approximately 58 percent of persons living in or near communities with populations of 500 or more disagree with that statement, compared to 45 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 disagree that their community is powerless to control its own future. Sixty-one percent of persons living in the South Central region disagree with that statement, compared to approximately 53 percent of persons living in the other four regions of the state.

Persons with higher education levels are more likely than persons with less education to disagree that their community is powerless to control its future. Approximately two-thirds (67%) of persons with a four year college degree disagree with the statement, compared to 43 percent of persons with a high school diploma or less education.

Figure 8. Feelings of Community Powerlessness by Community Size



Other groups most likely to disagree that their community is powerless to control its own future include: persons with higher household incomes; younger persons; married persons; persons who have never married; persons with management, professional or education occupations; persons with occupations in agriculture and newcomers to the community.

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?" 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. The answer categories for this question were: Lincoln/Omaha metro areas, some place in Nebraska outside the Lincoln/Omaha metro areas, or some place other than Nebraska.

Only five percent indicate they are planning to move from their community in the next year, 11 percent are uncertain and 85 percent have no plans to move. Of those who are planning to move, over one-half (58%) plan to leave Nebraska. Forty-two percent plan to remain in the state, with 14 percent planning to move to either the Lincoln or Omaha area and 28 percent plan to move to another part of the state.

Intentions to move from their community differ by many of the characteristics examined (Appendix Table 9). Younger respondents are more likely than older respondents to be planning to move from their community in the next year. Seven percent of persons between the ages of 19 and 29 are planning to move next year, compared to only two percent of persons age 65 and older. An additional 15 percent of the younger respondents indicate they are uncertain if they plan to move.

Persons who are divorced/separated are the marital group most likely to be planning to move from their community. Nine percent of divorced/separated persons are planning to move in the next year, compared to four percent of both the married and widowed respondents. An additional 18 percent of the divorced/separated persons are uncertain if they plan to move.

When comparing responses by occupation, persons with healthcare support or public safety occupations as well as persons with sales or office support occupations are the groups most likely to be planning to move from their community in the next year. Approximately nine percent of these two occupation groups are planning to move in the next year, compared to none of the persons with occupations classified as other.

Newcomers to the community are more likely than long-term residents to be planning to leave their community in the next year. Ten percent of persons who have lived in their community five years or less are planning to move in the next year, compared to four percent of persons who have lived in their community for more than five years.

Persons living in the North Central region are *less* likely than persons living in other regions of the state to be planning to move from their community in the next year. Only two percent of the North Central region residents are planning to move from their community next year, compared to seven percent of the Panhandle residents.

The youngest potential movers are the age group most likely to be planning to leave the state. Seventy-nine percent of persons age 19 to 29 that are planning to move in the next year expect to leave the state, compared to 19 percent of potential movers age 40 to 49.

Persons with lower education levels that are planning to move in the next year are more likely than persons with more education who are planning to move to expect to leave the state. Approximately 69 percent of potential movers with at least some college or less education plan to leave Nebraska, compared to 40 percent of the potential movers with a four year college degree.

Potential movers with healthcare support or public safety occupations are more likely than potential movers with different occupations to be planning to leave the state. Over three-quarters (77%) of potential movers with these types of occupations are planning to leave the state.

Economic Development Strategies

Communities pursue various economic development strategies. To gauge how effective rural Nebraskans view some of these strategies to be, they were asked what type of impact a list of different strategies would have on their community. The exact question wording was, “What type of impact on your community do you think would result from your community pursuing the following economic development strategies?” For each strategy they were given a five-point scale ranging from very negative to very positive.

Most rural Nebraskans believe strategies that assist small businesses and entrepreneurs would have a positive impact on their community. Approximately three-quarters of rural Nebraskans believe the following strategies would have a positive impact on their community: providing loans to small businesses and entrepreneurs in their community (79%), developing a youth entrepreneurship program in their local school(s) (76%), and providing training or technical assistance to small businesses and entrepreneurs in your

Table 2. Perceived Impact of Economic Development Strategies

	Very negative	Somewhat negative	Neither	Somewhat positive	Very positive
Improving access to high-speed Internet in your community	1%	2%	27%	36%	34%
Providing loans to small businesses and entrepreneurs in your community	1	4	16	49	30
Developing a youth entrepreneurship program in your local school(s)	1	2	21	46	30
Promoting development of wind energy	3	5	19	44	28
Providing training or technical assistance to small businesses and entrepreneurs in your community	1	3	22	49	25
Providing land or other incentives to bring new residents to the community	3	8	28	36	24
Developing an extended/continuing education facility in your community	1	3	30	43	23
Developing distance learning opportunities in your community	1	3	31	43	22
Promoting development of bioenergy resources	2	5	27	44	21
Promoting tourism in your community	2	4	35	39	21
Providing tax incentives to companies that locate in your community	3	6	21	51	19
Developing industrial parks in your community	4	9	33	37	17

community (74%) (Table 2). Promoting the development of wind energy (72%), improving access to high-speed Internet (70%), and providing tax incentives to companies that locate in the community (70%) are other strategies that most rural Nebraskans believe would have a positive impact on their community.

The perceived impact of these economic development strategies differ by community size, region and various individual attributes (Appendix Table 10). Persons living in or near larger communities are more likely than persons living in or near the smallest communities to believe the following strategies would have a positive impact on their community: providing tax incentives to

companies that locate in their community, providing loans to small businesses and entrepreneurs in their community, providing training or technical assistance to small businesses and entrepreneurs in their community, developing a youth entrepreneurship program in their local school, promoting tourism in their community, developing an extended/continuing education facility in their community, and developing industrial parks in their community. As an example, approximately two-thirds (66%) of persons living in or near communities with populations of 10,000 and more believe developing industrial parks in their community would have a positive impact on their community, compared to one-third (33%) of

persons living in or near communities with fewer than 500 persons.

Persons living in or near the smallest communities are more likely than the persons living in or near larger communities to perceive that improving access to high-speed Internet would have a positive impact on their community (Figure 9). Three-quarters (75%) of persons living in or near communities with less than 1,000 persons believe improving access to high-speed Internet would have a positive impact on their community, compared to 66 percent of persons living in or near communities with populations ranging from 5,000 to 9,999. Persons living in or near communities with populations ranging from 500 to 999 are the community size group most likely to believe developing distance learning opportunities would have a positive impact on their community.

Panhandle residents are more likely than residents of other regions of the state to believe that promoting development of wind energy and providing training or technical assistance to small businesses and entrepreneurs in their community would have a positive impact on

their community. Eighty-two percent of Panhandle residents think promoting development of wind energy would have a positive impact on their community, compared to 68 percent of persons living in the Southeast region (Figure 10). Residents of both the Panhandle and North Central regions are the groups most likely to think promoting tourism would have a positive impact on their community. Sixty-nine percent of the residents of these two regions believe promoting tourism would have a positive impact on their community, compared to 51 percent of Southeast region residents.

Persons with higher household incomes are more likely than persons with lower incomes to believe the following strategies would have a positive impact on their community: providing tax incentives to companies that locate in their community, promoting development of bioenergy resources, providing loans to small businesses and entrepreneurs, providing training and technical assistance to small businesses and entrepreneurs, developing a youth entrepreneurship program in the local school, developing industrial parks, and improving access to high-speed Internet.

Figure 9. Perceived Impact of Improving Access to High-Speed Internet by Community Size

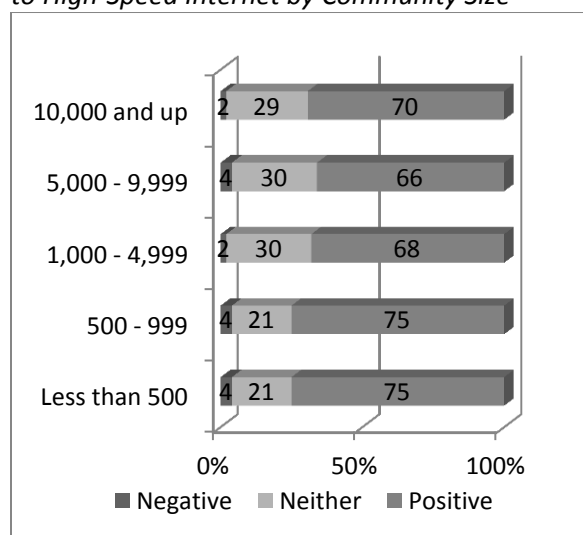
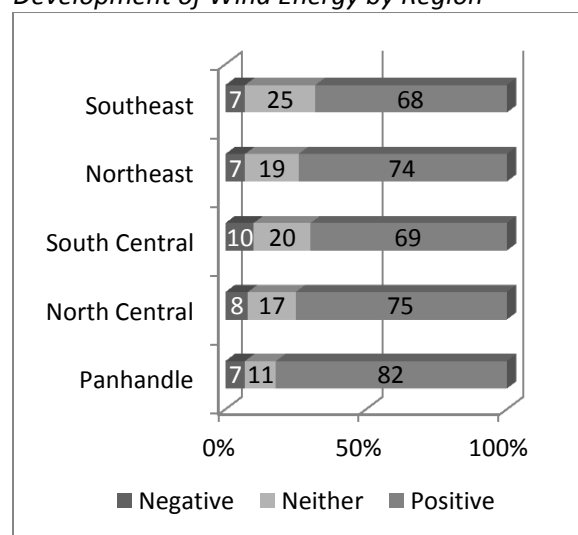


Figure 10. Perceived Impact of Promoting Development of Wind Energy by Region



Younger persons are more likely than older persons to believe the following strategies would have a positive impact on their community: providing tax incentives to companies that locate in their community, promoting development of bioenergy resources, providing loans to small businesses and entrepreneurs, improving access to high-speed Internet and providing land or other incentives to bring new residents to the community. As an example, approximately two-thirds (66%) of persons under the age of 50 believe providing land or other incentives to bring new residents to the community would have a positive impact on their community, compared to 55 percent of persons age 65 and older.

Persons between the ages of 30 and 64 are the group most likely to believe the following strategies would have a positive impact on their community: providing training or technical assistance to small businesses and entrepreneurs, developing an extended/continuing education facility, developing industrial parks, and developing distance learning opportunities. Persons age 30 to 39 are the age group most likely to say developing a youth entrepreneurship program in their local school would have a positive impact on their community.

Older persons are more likely than younger persons to think promoting tourism would have a positive impact on their community. Sixty-three percent of persons age 65 and older believe promoting tourism would have a positive impact on their community, compared to 53 percent of persons age 19 to 29.

Females are more likely than males to believe the following strategies would have a positive impact on their community: promoting development of wind energy, providing training or technical assistance to small businesses and

entrepreneurs, promoting tourism, developing distance learning opportunities, and improving access to high-speed Internet. Males are more likely than females to think promoting development of bioenergy resources would have a positive impact on their community.

Persons with higher education levels are more likely than persons with less education to think the following strategies would have a positive impact on their community: providing tax incentives to companies that locate in the community, promoting development of bioenergy resources, providing loans to small businesses and entrepreneurs, providing training or technical assistance to small businesses and entrepreneurs, developing a youth entrepreneurship program in the local school, developing an extended/continuing education facility, developing distance learning opportunities and improving access to high-speed Internet.

Persons with management, professional or education occupations are more likely than persons with different occupations to believe providing loans to small businesses and entrepreneurs and developing a youth entrepreneurship program would have a positive impact on their community. Persons with healthcare support or public safety occupations are the occupation group most likely to believe the following strategies would have a positive impact on their community: providing training or technical assistance to small businesses or entrepreneurs, developing an extended/continuing education facility, developing distance learning opportunities, and improving access to high-speed Internet.

Conclusion

By many different measures, rural Nebraskans are positive about their community. Many rural Nebraskans rate their community as friendly,

trusting and supportive. Most rural Nebraskans also say it would be difficult to leave their community. In addition, most rural Nebraskans disagree that their community is powerless to control its future.

Differences of opinion exist by the size of their community. Residents of smaller communities are more likely than residents of larger communities to rate their community favorably on its social dimensions and to have positive sentiments about their community. However, residents of larger communities are more likely than residents of smaller communities to say their community has changed for the better during the past year and will be a better place to live ten years from now.

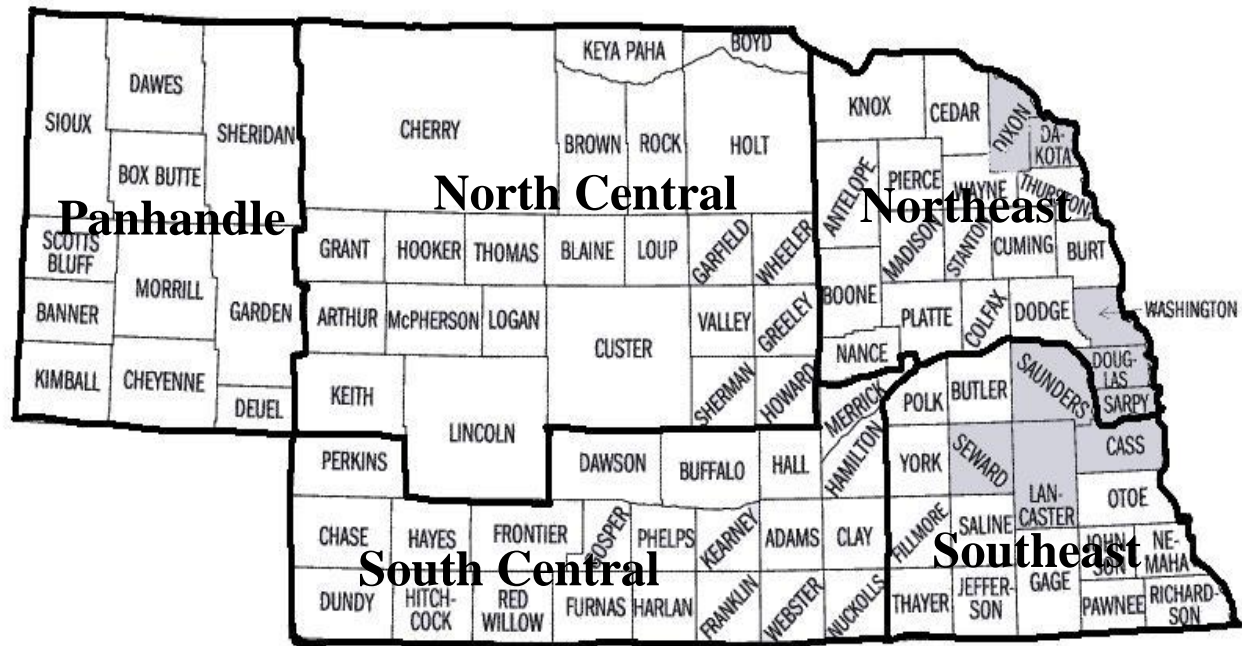
Except for a few services that are largely unavailable in rural communities, rural Nebraskans are generally satisfied with basic community services and amenities. They are most satisfied with: fire protection, parks and recreation, library services, and religious organizations. On the other hand, at least one-third of rural Nebraskans are dissatisfied with the retail shopping, entertainment, streets and roads, restaurants, and arts/cultural activities in their community.

Few rural Nebraskans are planning to move from their community in the next year, but most of those who do plan to move expect to leave the state. Most young people who plan to move expect to leave Nebraska.

When asked about the impact of various economic development strategies, most rural Nebraskans believe strategies that assist small businesses and entrepreneurs would have a positive impact on their community. These strategies include: providing loans to small businesses and entrepreneurs in their community, developing a youth entrepreneurship program in their local

school(s), and providing training or technical assistance to small businesses and entrepreneurs in your community. Promoting the development of wind energy, improving access to high-speed Internet, and providing tax incentives to companies that locate in the community are other strategies that most rural Nebraskans believe would have a positive impact on their community.

Appendix Figure 1. Regions of Nebraska



 Metropolitan counties (not surveyed)

Appendix Table 1. Demographic Profile of Rural Poll Respondents¹ Compared to 2010 Census and 2009 American Community Survey

	2011 Poll	2010 Poll	2009 Poll	2008 Poll	2007 Poll	2006 Poll	2009 ACS
Age : ²							
20 - 39	31%	32%	32%	32%	31%	33%	31%
40 - 64	44%	44%	44%	44%	44%	43%	46%
65 and over	24%	24%	24%	24%	25%	24%	24%
Gender: ³							
Female	60%	59%	57%	56%	59%	30%	50%
Male	40%	41%	43%	44%	41%	70%	50%
Education: ⁴							
Less than 9 th grade	1%	1%	2%	2%	4%	2%	5%
9 th to 12 th grade (no diploma)	3%	3%	3%	3%	6%	4%	8%
High school diploma (or equiv.)	26%	25%	26%	26%	26%	28%	34%
Some college, no degree	23%	25%	25%	25%	23%	25%	26%
Associate degree	16%	14%	15%	12%	14%	13%	10%
Bachelors degree	19%	20%	20%	21%	18%	18%	13%
Graduate or professional degree	12%	11%	10%	10%	10%	10%	5%
Household Income: ⁵							
Less than \$10,000	6%	6%	6%	7%	7%	6%	7%
\$10,000 - \$19,999	10%	10%	9%	10%	13%	12%	14%
\$20,000 - \$29,999	13%	13%	13%	14%	15%	14%	14%
\$30,000 - \$39,999	14%	12%	13%	14%	14%	15%	13%
\$40,000 - \$49,999	11%	13%	12%	13%	13%	16%	11%
\$50,000 - \$59,999	12%	11%	13%	11%	12%	12%	9%
\$60,000 - \$74,999	12%	13%	14%	13%	11%	12%	11%
\$75,000 or more	22%	23%	21%	18%	16%	13%	21%
Marital Status: ⁶							
Married	66%	71%	68%	70%	70%	70%	58%
Never married	14%	9%	10%	10%	10%	11%	24%
Divorced/separated	11%	11%	11%	11%	10%	9%	11%
Widowed/widower	10%	9%	11%	9%	10%	10%	8%

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

² 2010 Census universe is non-metro population 20 years of age and over.

³ 2010 Census universe is total non-metro population.

⁴ 2009 American Community Survey universe is non-metro population 18 years of age and over.

⁵ 2009 American Community Survey universe is all non-metro households.

⁶ 2009 American Community Survey 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

<p>Communities across the nation are undergoing change. When you think about this past year, would you say...</p> <p>My community has changed for the</p>				
	<u>Worse</u>	<u>No Change</u>	<u>Better</u>	<u>Significance</u>
<u>Total</u>	22	53	26	
<i>Percentages</i>				
<u>Community Size</u>		(n = 2283)		
Less than 500	14	67	19	
500 - 999	22	54	24	
1,000 - 4,999	22	52	26	$\chi^2 = 42.77^*$ (.000)
5,000 - 9,999	29	46	24	
10,000 and up	21	50	30	
<u>Region</u>		(n = 2379)		
Panhandle	30	51	19	
North Central	16	52	32	
South Central	20	52	28	$\chi^2 = 31.09^*$ (.000)
Northeast	20	55	25	
Southeast	25	52	23	
<u>Income Level</u>		(n = 2176)		
Under \$20,000	25	53	22	
\$20,000 - \$39,999	23	53	23	$\chi^2 = 16.96^*$ (.009)
\$40,000 - \$59,999	22	53	26	
\$60,000 and over	19	51	31	
<u>Age</u>		(n = 2389)		
19 - 29	17	60	23	
30 - 39	18	59	24	
40 - 49	24	49	27	$\chi^2 = 31.32^*$ (.000)
50 - 64	26	46	28	
65 and older	20	53	27	
<u>Gender</u>		(n = 2338)		
Male	23	54	23	$\chi^2 = 6.86^*$ (.032)
Female	21	51	28	
<u>Marital Status</u>		(n = 2336)		
Married	22	53	25	
Never married	19	54	27	
Divorced/separated	26	49	25	$\chi^2 = 6.45$ (.375)
Widowed	20	51	30	
<u>Education</u>		(n = 2314)		
H.S. diploma or less	25	52	23	
Some college	23	52	25	$\chi^2 = 15.83^*$ (.003)
Bachelors or grad degree	18	53	30	

Appendix Table 2 continued.

<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>Worse</u>	<u>No Change</u>	<u>Better</u>	<u>Significance</u>
<u>Occupation</u>		(n = 1691)		
Mgt, prof or education	20	48	33	
Sales or office support	18	53	29	
Constrn, inst or maint	29	50	21	
Prodn/trans/warehsing	33	48	19	
Agriculture	17	57	26	
Food serv/pers. care	21	60	19	
Hlthcare supp/safety	23	55	22	$\chi^2 = 47.70^*$
Other	34	36	30	(.000)
<u>Yrs Lived in Community</u>		(n = 2325)		
Five years or less	16	63	22	$\chi^2 = 17.93^*$
More than five years	22	51	27	(.000)

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

Appendix Table 3. Expectations of Future Community Change by Community Size, Region and Individual Attributes

<i>Based on what you see of the situation today, do you think that, ten years from now, your community will be a worse place to live, a better place or about the same?</i>				
	<u>Worse Place</u>	<u>About the same</u>	<u>Better Place</u>	<u>Significance</u>
<i>Percentages</i>				
<u>Total</u>	24	57	20	
<u>Community Size</u>		(n = 2291)		
Less than 500	22	66	12	$\chi^2 = 43.80^*$ (.000)
500 - 999	28	58	14	
1,000 - 4,999	24	56	21	
5,000 - 9,999	20	65	15	
10,000 and up	24	51	25	
<u>Region</u>		(n = 2385)		
Panhandle	25	59	17	$\chi^2 = 22.95^*$ (.003)
North Central	21	58	21	
South Central	24	52	24	
Northeast	25	58	18	
Southeast	23	63	14	
<u>Income Level</u>		(n = 2179)		
Under \$20,000	29	57	14	$\chi^2 = 35.10^*$ (.000)
\$20,000 - \$39,999	23	60	18	
\$40,000 - \$59,999	22	60	18	
\$60,000 and over	23	51	26	
<u>Age</u>		(n = 2395)		
19 - 29	26	57	17	$\chi^2 = 8.32$ (.402)
30 - 39	24	53	23	
40 - 49	24	57	18	
50 - 64	24	56	20	
65 and older	20	59	20	
<u>Gender</u>		(n = 2344)		
Male	25	55	21	$\chi^2 = 2.44$ (.295)
Female	23	58	19	
<u>Marital Status</u>		(n = 2345)		
Married	25	55	21	$\chi^2 = 8.35$ (.214)
Never married	21	60	20	
Divorced/separated	25	60	16	
Widowed	20	61	20	
<u>Education</u>		(n = 2320)		
H.S. diploma or less	24	60	17	$\chi^2 = 22.25^*$ (.000)
Some college	24	59	17	
Bachelors or grad degree	23	52	25	

Appendix Table 3 continued.

<i>Based on what you see of the situation today, do you think that, ten years from now, your community will be a worse place to live, a better place or about the same?</i>				
	<u>Worse Place</u>	<u>About the same</u>	<u>Better Place</u>	<u>Significance</u>
<u>Occupation</u>		(n = 1696)		
Mgt, prof or education	22	53	25	
Sales or office support	25	59	16	
Constrn, inst or maint	29	57	14	
Prodn/trans/warehsing	28	63	9	
Agriculture	21	56	23	
Food serv/pers. care	22	61	17	
Hlthcare supp/safety	26	56	18	$\chi^2 = 35.11^*$
Other	30	47	23	(.001)
<u>Yrs Lived in Community</u>		(n = 2330)		
Five years or less	22	59	19	$\chi^2 = 0.68$
More than five years	24	57	20	(.711)

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

Appendix Table 4. Measures of Community Attributes in Relation to Community Size, Region and Individual Attributes

	<i>My community is...</i>				<i>My community is...</i>				<i>My community is...</i>			
	<i>Unfriendly</i>	<i>No opinion</i>	<i>Friendly</i>	<i>Chi-square (sig.)</i>	<i>Distrusting</i>	<i>No opinion</i>	<i>Trusting</i>	<i>Chi-square (sig.)</i>	<i>Hostile</i>	<i>No opinion</i>	<i>Supportive</i>	<i>Chi-square (sig.)</i>
<i>Percentages</i>												
Total	9	16	75		16	22	62		14	20	66	
Community Size	(n = 2257)				(n = 2221)				(n = 2216)			
Less than 500	5	12	83		10	18	72		11	12	77	
500 - 999	8	14	78		15	14	71		9	18	73	
1,000 - 4,999	10	14	76	$\chi^2 =$	15	21	64	$\chi^2 =$	12	21	68	$\chi^2 =$
5,000 - 9,999	9	17	74	21.16*	14	21	65	52.16*	16	21	63	44.53*
10,000 and up	10	19	72	(.007)	20	27	53	(.000)	18	22	60	(.000)
Region	(n = 2343)				(n = 2302)				(n = 2296)			
Panhandle	10	17	73		19	21	60		17	20	64	
North Central	10	12	78		17	19	64		14	20	66	
South Central	8	18	75	$\chi^2 =$	17	22	60	$\chi^2 =$	15	17	68	$\chi^2 =$
Northeast	12	13	76	17.68*	16	21	63	6.76	13	20	68	10.46
Southeast	7	18	75	(.024)	14	25	61	(.563)	13	23	64	(.234)
Individual Attributes												
<i>Income Level</i>	(n = 2149)				(n = 2120)				(n = 2114)			
Under \$20,000	12	19	69		16	30	55		18	22	61	
\$20,000 - \$39,999	10	16	74	$\chi^2 =$	19	23	58	$\chi^2 =$	15	17	68	$\chi^2 =$
\$40,000 - \$59,999	9	15	77	8.92	17	22	61	21.06*	13	22	66	10.45
\$60,000 and over	8	16	77	(.178)	15	19	66	(.002)	13	20	67	(.107)
<i>Age</i>	(n = 2355)				(n = 2312)				(n = 2306)			
19 - 29	8	17	76		20	22	59		18	17	65	
30 - 39	10	14	76		18	19	64		13	20	67	
40 - 49	11	15	75	$\chi^2 =$	16	26	58	$\chi^2 =$	16	22	62	$\chi^2 =$
50 - 64	10	17	72	10.49	16	23	61	18.06*	14	22	64	23.06*
65 and older	7	15	78	(.232)	13	19	68	(.021)	10	16	73	(.003)
<i>Gender</i>	(n = 2307)				(n = 2270)				(n = 2262)			
Male	9	15	76	$\chi^2 =$	16	22	62	$\chi^2 =$	15	18	67	$\chi^2 =$
Female	9	16	75	0.28	17	22	61	0.22	14	21	66	4.21
				(.871)				(.894)				(.122)

Appendix Table 4 continued.

	<i>My community is...</i>				<i>My community is...</i>				<i>My community is...</i>			
	<i>Unfriendly</i>	<i>No opinion</i>	<i>Friendly</i>	<i>Chi-square (sig.)</i>	<i>Distrusting</i>	<i>No opinion</i>	<i>Trusting</i>	<i>Chi-square (sig.)</i>	<i>Hostile</i>	<i>No opinion</i>	<i>Supportive</i>	<i>Chi-square (sig.)</i>
<i>Marital Status</i>	(n = 2305)				(n = 2266)				(n = 2262)			
Married	9	16	75		16	21	63		15	19	66	
Never married	6	14	80	$\chi^2 =$	16	26	58	$\chi^2 =$	13	18	70	$\chi^2 =$
Divorced/separated	14	17	70	13.80*	25	23	53	23.35*	18	24	58	15.47*
Widowed	6	15	79	(.032)	11	22	67	(.001)	9	18	73	(.017)
<i>Education</i>	(n = 2286)				(n = 2249)				(n = 2243)			
H.S. diploma or less	9	19	72	$\chi^2 =$	18	25	57	$\chi^2 =$	15	22	63	$\chi^2 =$
Some college	10	18	73	27.66*	16	24	60	18.48*	13	20	66	8.65
Bachelors degree	9	10	81	(.000)	15	18	67	(.001)	15	16	69	(.070)
<i>Occupation</i>	(n = 1686)				(n = 1670)				(n = 1669)			
Mgt, prof or education	8	13	79		19	18	63		16	18	66	
Sales or office support	9	13	78		11	29	60		12	18	71	
Constrn, inst or maint	8	19	73		11	28	62		10	25	66	
Prodn/trans/warehsing	19	18	64		28	24	48		24	22	54	
Agriculture	4	11	85	$\chi^2 =$	9	17	74	$\chi^2 =$	10	12	77	$\chi^2 =$
Food serv/pers. care	7	20	74	52.43*	13	32	56	61.61*	10	23	67	38.05*
Hlthcare supp/safety	16	20	65	(.000)	24	22	54	(.000)	19	23	59	(.001)
Other	13	11	76		18	17	65		13	18	69	
<i>Yrs Lived in Comm.</i>	(n = 2300)				(n = 2260)				(n = 2256)			
Five years or less	11	13	76	$\chi^2 =$	19	14	66	$\chi^2 =$	18	15	68	$\chi^2 =$
More than five years	9	16	75	4.06	16	23	61	14.73*	13	20	66	8.12*
				(.131)				(.001)				(.017)

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

Appendix Table 5. Level of Satisfaction with Community Services and Amenities

<i>Service/Amenity</i>	<i>Dissatisfied*</i>	<i>No opinion</i>	<i>Satisfied*</i>
<i>Percentages</i>			
Retail shopping	52	10	37
Entertainment	50	21	30
Streets and roads	46	6	48
Restaurants	43	9	48
Arts/cultural activities	38	35	27
Local government	32	28	41
Public transportation services	31	50	19
Community recycling	26	20	54
Housing	24	17	59
Cellular phone service	23	13	64
Law enforcement	22	15	63
Internet service	21	19	60
Medical care services	20	13	67
Mental health services	19	57	24
Nursing home care	15	40	46
Education (K - 12)	15	17	68
Adult day care services	13	65	22
Child day care services	12	53	35
Parks and recreation	12	13	75
Sewage/waste disposal	11	24	65
Senior centers	9	44	48
Library services	8	19	73
Head Start programs	8	65	27
Religious organizations	6	24	70
Fire protection	4	10	86

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

Appendix Table 6. Measures of Satisfaction with Ten Services and Amenities in Relation to Community Size, Region and Individual Attributes

	Retail shopping			Entertainment			Streets and roads			Restaurants		
	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>
	<i>Percentages</i>											
Community Size	(n = 2286)			(n = 2283)			(n = 2288)			(n = 2298)		
Less than 500	49	17	35	47	26	27	44	8	47	43	13	44
500 - 999	56	14	30	54	21	25	46	5	50	52	9	39
1,000 - 4,999	56	11	33	53	23	24	41	7	52	46	11	43
5,000 - 9,999	64	6	30	53	16	31	49	4	47	40	8	52
10,000 and over	47	7	46	47	17	35	51	6	44	40	7	53
<i>Chi-square (sig.)</i>	$\chi^2 = 72.52^* (.000)$			$\chi^2 = 34.92^* (.000)$			$\chi^2 = 19.63^* (.012)$			$\chi^2 = 32.42^* (.000)$		
Region	(n = 2378)			(n = 2373)			(n = 2380)			(n = 2390)		
Panhandle	66	7	27	61	19	20	58	6	37	50	11	39
North Central	54	13	34	52	23	25	46	7	47	40	10	50
South Central	45	10	45	43	19	38	45	6	49	42	7	51
Northeast	53	11	36	51	22	27	49	3	48	42	10	48
Southeast	56	10	34	53	21	26	37	10	53	45	11	45
<i>Chi-square (sig.)</i>	$\chi^2 = 43.60^* (.000)$			$\chi^2 = 48.79^* (.000)$			$\chi^2 = 43.33^* (.000)$			$\chi^2 = 18.04^* (.021)$		
Income Level	(n = 2178)			(n = 2174)			(n = 2177)			(n = 2185)		
Under \$20,000	49	14	37	47	27	26	49	9	43	37	10	53
\$20,000 - \$39,999	53	9	38	51	21	28	45	6	48	43	12	45
\$40,000 - \$59,999	54	11	35	51	19	30	50	5	45	43	9	48
\$60,000 and over	55	9	37	53	15	32	44	4	52	48	6	46
<i>Chi-square (sig.)</i>	$\chi^2 = 10.05 (.123)$			$\chi^2 = 23.54^* (.001)$			$\chi^2 = 16.51^* (.011)$			$\chi^2 = 22.98^* (.001)$		
Age	(n = 2389)			(n = 2386)			(n = 2391)			(n = 2402)		
19 - 29	64	8	28	59	13	28	53	7	40	50	8	43
30 - 39	51	10	40	54	13	33	48	7	45	45	8	47
40 - 49	60	9	30	61	15	24	53	5	43	53	7	40
50 - 64	52	10	39	51	19	30	43	6	51	43	9	48
65 and over	39	14	47	31	36	33	39	6	56	29	13	58
<i>Chi-square (sig.)</i>	$\chi^2 = 77.48^* (.000)$			$\chi^2 = 163.29^* (.000)$			$\chi^2 = 37.37^* (.000)$			$\chi^2 = 71.23^* (.000)$		
Education	(n = 2317)			(n = 2312)			(n = 2317)			(n = 2328)		
H.S. diploma or less	44	14	42	43	28	29	47	7	46	34	12	54
Some college	55	9	35	53	18	29	50	6	45	46	9	45
College grad	57	8	35	54	16	30	41	5	54	47	7	46
<i>Chi-square (sig.)</i>	$\chi^2 = 30.21^* (.000)$			$\chi^2 = 39.38^* (.000)$			$\chi^2 = 17.93^* (.001)$			$\chi^2 = 35.37^* (.000)$		
Occupation	(n = 1690)			(n = 1695)			(n = 1692)			(n = 1696)		
Mgt, prof, education	57	10	33	53	16	31	41	7	53	46	9	44
Sales/office support	56	7	38	52	15	34	52	6	42	45	8	47
Const, inst or maint	42	13	46	51	19	30	49	7	44	42	10	48
Prodn/trans/warehs	50	13	37	55	20	26	62	5	33	42	11	47
Agriculture	49	11	40	48	23	30	40	5	55	43	8	50
Food serv/pers. care	64	5	31	63	15	22	47	6	47	44	7	49
Hlthcare supp/safety	67	6	27	64	12	23	56	5	38	56	11	34
Other	62	10	29	62	21	18	46	4	50	47	3	50
<i>Chi-square (sig.)</i>	$\chi^2 = 35.74^* (.001)$			$\chi^2 = 27.23^* (.018)$			$\chi^2 = 39.45^* (.000)$			$\chi^2 = 19.28 (.154)$		

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

Only the ten services with the highest combined percentage of very or somewhat dissatisfied are included in this table.

Appendix Table 6 continued.

	<i>Arts/cultural activities</i>			<i>Local government</i>			<i>Public transportation</i>			<i>Community recycling</i>		
	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>
<i>Percentages</i>												
Community Size	(n = 2264)			(n = 2290)			(n = 2265)			(n = 2283)		
Less than 500	42	39	20	23	33	44	34	53	12	32	22	46
500 - 999	47	37	17	29	27	44	34	55	11	30	19	52
1,000 - 4,999	39	40	22	32	30	38	25	56	19	25	23	51
5,000 - 9,999	34	33	33	32	26	42	29	47	23	25	17	59
10,000 and over	35	30	36	37	24	39	36	44	21	24	18	58
<i>Chi-square (sig.)</i>	$\chi^2 = 70.88^* (.000)$			$\chi^2 = 25.81^* (.001)$			$\chi^2 = 46.33^* (.000)$			$\chi^2 = 22.44^* (.004)$		
Region	(n = 2356)			(n = 2382)			(n = 2359)			(n = 2378)		
Panhandle	44	32	24	42	22	35	44	39	17	27	25	48
North Central	42	34	24	36	28	36	33	49	18	29	19	51
South Central	33	32	35	29	28	43	31	48	21	22	19	59
Northeast	39	39	23	31	27	43	27	56	16	26	19	56
Southeast	38	39	23	29	31	40	27	53	20	30	22	48
<i>Chi-square (sig.)</i>	$\chi^2 = 42.80^* (.000)$			$\chi^2 = 24.31^* (.002)$			$\chi^2 = 35.10^* (.000)$			$\chi^2 = 23.72^* (.003)$		
Income Level	(n = 2161)			(n = 2185)			(n = 2159)			(n = 2174)		
Under \$20,000	33	44	23	31	28	41	32	45	23	24	26	50
\$20,000 - \$39,999	38	36	27	33	30	37	35	47	18	24	23	54
\$40,000 - \$59,999	36	36	28	27	31	42	31	51	19	29	18	53
\$60,000 and over	43	28	29	35	24	41	30	55	15	28	17	55
<i>Chi-square (sig.)</i>	$\chi^2 = 30.19^* (.000)$			$\chi^2 = 13.52^* (.036)$			$\chi^2 = 18.77^* (.005)$			$\chi^2 = 18.39^* (.005)$		
Age	(n = 2364)			(n = 2392)			(n = 2366)			(n = 2387)		
19 - 29	48	29	23	23	48	29	40	50	10	32	22	46
30 - 39	39	31	31	32	30	38	23	59	18	29	18	54
40 - 49	45	33	22	40	22	38	34	51	15	29	20	51
50 - 64	38	35	27	36	23	41	32	51	18	27	20	53
65 and over	22	45	33	28	21	52	27	44	29	16	21	63
<i>Chi-square (sig.)</i>	$\chi^2 = 90.25^* (.000)$			$\chi^2 = 143.27^* (.000)$			$\chi^2 = 85.35^* (.000)$			$\chi^2 = 43.97^* (.000)$		
Education	(n = 2297)			(n = 2322)			(n = 2298)			(n = 2318)		
H.S. diploma or less	27	48	26	32	28	41	28	48	24	19	23	58
Some college	41	35	24	35	27	38	31	51	18	27	22	52
College grad	44	24	33	28	28	44	35	52	13	32	15	53
<i>Chi-square (sig.)</i>	$\chi^2 = 100.01^* (.000)$			$\chi^2 = 9.66^* (.047)$			$\chi^2 = 28.54^* (.000)$			$\chi^2 = 41.40^* (.000)$		
Occupation	(n = 1685)			(n = 1699)			(n = 1686)			(n = 1694)		
Mgt, prof, education	44	26	30	32	28	40	34	53	13	32	18	51
Sales/office support	40	34	27	31	29	41	36	49	15	24	19	58
Const, inst or maint	32	50	18	38	26	36	29	49	22	17	23	60
Prodn/trans/warehs	34	40	26	39	28	33	27	56	17	23	21	56
Agriculture	35	40	25	24	27	50	24	64	12	22	23	54
Food serv/pers. care	46	30	24	29	38	33	27	57	16	26	18	56
Hlthcare supp/safety	52	28	20	38	29	34	39	49	12	36	18	47
Other	37	37	26	37	26	37	31	52	17	27	27	45
<i>Chi-square (sig.)</i>	$\chi^2 = 50.23^* (.000)$			$\chi^2 = 26.36^* (.023)$			$\chi^2 = 26.30^* (.024)$			$\chi^2 = 29.83^* (.008)$		

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

Only the ten services with the highest combined percentage of very or somewhat dissatisfied are included in this table.

Appendix Table 6 continued.

	<i>Housing</i>			<i>Cellular phone service</i>		
	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>
<i>Percentages</i>						
Community Size		(n = 2287)			(n = 2279)	
Less than 500	25	23	53	41	10	49
500 - 999	28	18	54	32	11	57
1,000 - 4,999	23	20	57	22	11	67
5,000 - 9,999	23	16	61	23	12	65
10,000 and over	24	13	64	16	17	67
<i>Chi-square (sig.)</i>		$\chi^2 = 24.96^* (.002)$			$\chi^2 = 93.58^* (.000)$	
Region		(n = 2379)			(n = 2370)	
Panhandle	25	21	54	33	14	52
North Central	30	19	50	28	11	61
South Central	26	13	62	19	11	70
Northeast	21	17	62	22	16	62
Southeast	20	22	58	23	15	63
<i>Chi-square (sig.)</i>		$\chi^2 = 37.59^* (.000)$			$\chi^2 = 38.54^* (.000)$	
Income Level		(n = 2178)			(n = 2170)	
Under \$20,000	27	17	56	23	21	56
\$20,000 - \$39,999	29	18	54	27	15	58
\$40,000 - \$59,999	19	19	62	26	12	63
\$60,000 and over	24	14	62	20	7	73
<i>Chi-square (sig.)</i>		$\chi^2 = 21.48^* (.002)$			$\chi^2 = 60.30^* (.000)$	
Age		(n = 2392)			(n = 2380)	
19 - 29	26	13	61	26	10	64
30 - 39	28	13	59	22	10	67
40 - 49	31	18	52	27	8	65
50 - 64	24	17	59	25	13	63
65 and over	16	24	61	16	23	61
<i>Chi-square (sig.)</i>		$\chi^2 = 52.70^* (.000)$			$\chi^2 = 72.79^* (.000)$	
Education		(n = 2317)			(n = 2313)	
H.S. diploma or less	22	22	56	22	19	59
Some college	26	17	57	27	13	60
College grad	23	13	64	20	9	71
<i>Chi-square (sig.)</i>		$\chi^2 = 23.14^* (.000)$			$\chi^2 = 47.46^* (.000)$	
Occupation		(n = 1689)			(n = 1691)	
Mgt, prof, education	23	14	64	22	10	69
Sales/office support	27	16	57	28	10	62
Const, inst or maint	21	13	66	25	18	58
Prodn/trans/warehs	32	17	52	17	15	68
Agriculture	22	23	55	34	7	59
Food serv/pers. care	21	21	58	25	18	57
Hlthcare supp/safety	28	10	63	30	7	63
Other	32	15	53	20	17	63
<i>Chi-square (sig.)</i>		$\chi^2 = 29.69^* (.008)$			$\chi^2 = 44.09^* (.000)$	

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

Only the ten services with the highest combined percentage of very or somewhat dissatisfied are included in this table.

Appendix Table 7. Opinions About Leaving Community by Community Size, Region and Individual Attributes

Assume you were to have a discussion in your household about leaving your community for a reasonably good opportunity elsewhere. How easy or difficult would it be for your household to leave your community?

	Easy	Neutral	Difficult	Chi-square (sig.)
<i>Percentages</i>				
Total	33	15	53	
Community Size		(n = 2336)		
Less than 500	23	15	61	
500 - 999	22	15	63	
1,000 - 4,999	30	15	55	
5,000 - 9,999	41	15	44	$\chi^2 = 52.46^*$
10,000 and up	39	14	47	(.000)
Region		(n = 2359)		
Panhandle	38	16	46	
North Central	31	17	52	
South Central	31	13	56	
Northeast	32	14	54	$\chi^2 = 11.58$
Southeast	35	16	50	(.171)
Income Level		(n = 2162)		
Under \$20,000	36	17	47	
\$20,000 - \$39,999	35	13	52	
\$40,000 - \$59,999	30	15	54	$\chi^2 = 6.06$
\$60,000 and over	33	15	52	(.417)
Age		(n = 2368)		
19 - 29	42	15	43	
30 - 39	31	14	55	
40 - 49	37	17	46	
50 - 64	35	14	51	$\chi^2 = 63.09^*$
65 and older	22	14	64	(.000)
Gender		(n = 2318)		
Male	32	15	52	$\chi^2 = 0.30$
Female	33	15	52	(.861)
Marital Status		(n = 2320)		
Married	31	14	55	
Never married	42	18	40	
Divorced/separated	44	14	42	$\chi^2 = 54.11^*$
Widowed	21	15	65	(.000)
Education		(n = 2295)		
H.S. diploma or less	30	15	55	
Some college	35	17	49	$\chi^2 = 9.81^*$
Bachelors degree	34	13	53	(.044)
Occupation		(n = 1686)		
Mgt, prof, education	32	15	53	
Sales/office support	40	12	48	
Const, inst or maint	33	21	47	
Prodn/trans/warehs	41	17	42	
Agriculture	24	15	62	
Food serv/pers. care	41	8	51	
Hlthcare supp/safety	44	9	47	$\chi^2 = 41.18^*$
Other	42	16	42	(.000)
Yrs Lived in Comm.		(n = 2259)		
Five years or less	43	19	39	$\chi^2 = 34.02^*$
More than five years	31	14	55	(.000)

Appendix Table 8. Feelings of Community Powerlessness by Community Size, Region and Individual Attributes

<i>Do you agree or disagree with the following statement? My community is powerless to control its own future.</i>						
	<i>Strongly disagree</i>	<i>Disagree</i>	<i>Undecided</i>	<i>Agree</i>	<i>Strongly agree</i>	<i>Chi-square (sig.)</i>
Total	13	43	24	17	3	
<i>Percentages</i>						
Community Size			(n = 2338)			
Less than 500	8	37	27	23	5	
500 - 999	12	46	25	14	4	
1,000 - 4,999	14	44	25	14	4	
5,000 - 9,999	11	44	27	16	2	$\chi^2 = 43.42^*$
10,000 and up	15	43	21	19	2	(.000)
Region			(n = 2357)			
Panhandle	14	39	23	20	4	
North Central	10	43	26	18	4	
South Central	14	47	20	16	3	
Northeast	16	36	28	17	3	$\chi^2 = 40.13^*$
Southeast	8	45	27	16	4	(.001)
Income Level			(n = 2161)			
Under \$20,000	11	30	35	20	5	
\$20,000 - \$39,999	11	42	26	18	3	
\$40,000 - \$59,999	11	44	26	15	4	$\chi^2 = 85.92^*$
\$60,000 and over	18	49	17	15	2	(.000)
Age			(n = 2367)			
19 - 29	17	38	26	15	4	
30 - 39	17	51	20	12	1	
40 - 49	11	44	23	20	2	
50 - 64	13	47	20	16	4	$\chi^2 = 74.07^*$
65 and older	9	36	31	21	4	(.000)
Gender			(n = 2318)			
Male	13	43	21	20	4	$\chi^2 = 17.39^*$
Female	13	43	26	15	3	(.002)
Marital Status			(n = 2319)			
Married	13	45	23	17	3	
Never married	16	43	22	17	3	
Divorced/separated	15	37	25	18	5	$\chi^2 = 36.67^*$
Widowed	8	38	37	13	4	(.000)
Education			(n = 2295)			
H.S. diploma or less	9	34	33	20	4	
Some college	13	43	24	16	4	$\chi^2 = 91.74^*$
Bachelors degree	16	51	17	14	2	(.000)
Occupation			(n = 1683)			
Mgt, prof, education	17	50	16	15	2	
Sales/office support	13	43	28	15	2	
Const, inst or maint	10	38	34	16	3	
Prodn/trans/warehs	9	39	22	25	5	
Agriculture	14	52	15	14	4	
Food serv/pers. care	9	45	32	12	3	
Hlthcare supp/safety	14	46	21	18	2	$\chi^2 = 66.75^*$
Other	16	47	16	17	4	(.000)
Yrs Lived in Comm.			(n = 2255)			
Five years or less	16	44	27	11	2	$\chi^2 = 12.86^*$
More than five years	13	43	23	18	3	(.012)

Appendix Table 9. Plans to Leave Community by Community Size, Region and Individual Attributes

	Do you plan to leave your community in the next year?			Chi-square (sig.)	If yes, where do you plan to move?			Chi-square (sig.)
	Yes	No	Uncertain		Lincoln/Omaha metro areas	Some other place in NE	Some place other than Nebraska	
Total	5	85	11		14	28	58	
Community Size		(n = 2340)				(n = 109)		
Less than 500	4	87	10		0	55	46	
500 - 999	4	91	5		10	30	60	
1,000 - 4,999	6	86	8		18	35	48	
5,000 - 9,999	4	80	16	$\chi^2 = 33.00^*$	8	25	67	$\chi^2 = 12.56$
10,000 and up	5	82	14	(.000)	14	11	75	(.128)
Region		(n = 2361)				(n = 110)		
Panhandle	7	79	13		0	24	77	
North Central	2	84	14		0**	67**	33**	
South Central	4	86	11		7	28	66	
Northeast	6	86	9	$\chi^2 = 24.23^*$	23	31	46	$\chi^2 = 14.61$
Southeast	6	85	9	(.002)	22	17	61	(.067)
Income Level		(n = 2162)				(n = 104)		
Under \$20,000	6	78	16		5	14	82	
\$20,000 - \$39,999	4	82	14		9	27	64	
\$40,000 - \$59,999	5	86	9	$\chi^2 = 25.64^*$	22	35	44	$\chi^2 = 8.27$
\$60,000 and over	5	87	8	(.000)	14	32	54	(.219)
Age		(n = 2370)				(n = 110)		
19 - 29	7	78	15		10	10	79	
30 - 39	7	83	10		4	33	63	
40 - 49	4	84	13		25	56	19	
50 - 64	5	86	9	$\chi^2 = 35.85^*$	14	31	55	$\chi^2 = 18.85^*$
65 and older	2	89	8	(.000)	17	17	67	(.016)
Gender		(n = 2320)				(n = 107)		
Male	5	84	11	$\chi^2 = 0.15$	20	22	58	$\chi^2 = 4.93$
Female	5	85	11	(.928)	7	32	61	(.085)
Marital Status		(n = 2324)				(n = 109)		
Married	4	88	9		8	27	65	
Never married	7	75	17		21	21	58	
Divorced/separated	9	73	18	$\chi^2 = 64.20^*$	16	32	52	$\chi^2 = 3.99$
Widowed	4	88	8	(.000)	13**	38**	50**	(.677)
Education		(n = 2298)				(n = 108)		
H.S. diploma or less	4	86	10		10	21	69	
Some college	4	83	13	$\chi^2 = 7.45$	10	18	72	$\chi^2 = 10.01^*$
Bachelors degree	6	85	9	(.114)	18	43	40	(.040)
Occupation		(n = 1684)				(n = 85)		
Mgt, prof, education	4	85	11		13	46	42	
Sales/office support	9	80	12		33	10	57	
Const, inst or maint	4	82	14		0**	75**	25**	
Prodn/trans/warehs	6	80	14		10	30	60	
Agriculture	3	90	7		0**	80**	20**	
Food serv/pers. care	3	81	15		0**	25**	75**	
Hlthcare supp/safety	10	78	12	$\chi^2 = 34.68^*$	6	18	77	$\chi^2 = 24.61^*$
Other	0	87	13	(.002)	0	0	0	(.017)
Yrs Lived in Comm.		(n = 2257)				(n = 104)		
Five years or less	10	81	9	$\chi^2 = 30.09^*$	19	24	57	$\chi^2 = 2.23$
More than five years	4	85	11	(.000)	9	30	61	(.327)

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

** Note: Row percentages are calculated using a row total that contains less than 10 respondents.

Appendix Table 10. Perceived Impact of Economic Development Strategies by Community Size, Region and Individual Attributes

What type of impact on your community do you think would result from your community pursuing the following economic development strategies?

*Providing tax incentives to companies that locate
in your community*

Promoting development of wind energy

	Negative	Neither	Positive	Chi-square (sig.)	Negative	Neither	Positive	Chi-square (sig.)
Total	9	21	70	<i>Percentages</i>	8	19	72	
Community Size	(n = 2266)				(n = 2284)			
Less than 500	12	31	58		9	21	71	
500 - 999	7	22	71		7	17	76	
1,000 - 4,999	10	19	72	$\chi^2 =$	7	19	74	$\chi^2 =$
5,000 - 9,999	6	20	74	31.18*	10	19	72	4.00
10,000 and up	9	18	73	(.000)	9	20	72	(.857)
Region	(n = 2284)				(n = 2300)			
Panhandle	10	22	69		7	11	82	
North Central	11	23	66		8	17	75	
South Central	8	20	72	$\chi^2 =$	10	20	69	$\chi^2 =$
Northeast	9	23	68	7.15	7	19	74	29.21*
Southeast	7	20	73	(.520)	7	25	68	(.000)
Income Level	(n = 2106)				(n = 2120)			
Under \$20,000	13	27	59		7	23	70	
\$20,000 - \$39,999	10	23	67	$\chi^2 =$	8	21	72	$\chi^2 =$
\$40,000 - \$59,999	5	26	69	71.09*	8	19	73	4.06
\$60,000 and over	7	13	80	(.000)	9	18	73	(.669)
Age	(n = 2290)				(n = 2310)			
19 - 29	5	21	74		8	19	73	
30 - 39	5	21	74		8	20	72	
40 - 49	8	21	71	$\chi^2 =$	8	18	74	$\chi^2 =$
50 - 64	10	21	70	35.42*	8	19	74	5.24
65 and older	14	23	63	(.000)	10	21	69	(.732)
Gender	(n = 2244)			$\chi^2 =$	(n = 2260)			$\chi^2 =$
Male	11	21	69	8.90*	10	22	68	14.43*
Female	7	22	71	(.012)	7	18	75	(.001)
Education	(n = 2226)				(n = 2244)			
H.S. diploma or less	12	27	61	$\chi^2 =$	10	19	71	$\chi^2 =$
Some college	7	22	71	49.46*	7	21	73	5.65
Bachelors degree	7	15	78	(.000)	8	18	74	(.227)
Occupation	(n = 1655)				(n = 1663)			
Mgt, prof or education	7	18	75		7	16	78	
Sales or office support	5	21	75		5	22	73	
Constrn, inst or maint	12	21	68		13	20	67	
Prodn/trans/warehsing	6	27	67		8	22	70	
Agriculture	9	23	69	$\chi^2 =$	12	20	68	$\chi^2 =$
Food serv/pers. care	8	21	71	17.14	6	19	75	22.96
Hlthcare supp/safety	5	19	77	(.249)	5	18	77	(.061)
Other	5	24	70		8	18	74	

Appendix Table 10 continued.

What type of impact on <u>your community</u> do you think would result from your community pursuing the following economic development strategies?								
Promoting development of bioenergy resources					Providing loans to small businesses and entrepreneurs in your community			
	Negative	Neither	Positive	Chi-square (sig.)	Negative	Neither	Positive	Chi-square (sig.)
Percentages								
Total	8	27	65		5	16	79	
Community Size		(n = 2248)				(n = 2279)		
Less than 500	8	35	57		7	22	71	
500 - 999	7	29	64		4	12	84	
1,000 - 4,999	7	28	66	$\chi^2 =$	4	15	81	$\chi^2 =$
5,000 - 9,999	8	26	67	13.68	4	14	83	19.42*
10,000 and up	8	24	68	(.091)	5	16	79	(.013)
Region		(n = 2265)				(n = 2297)		
Panhandle	9	22	69		4	18	79	
North Central	7	30	63		5	13	81	
South Central	8	26	66	$\chi^2 =$	4	15	81	$\chi^2 =$
Northeast	7	28	64	6.71	6	16	78	8.06
Southeast	7	30	63	(.568)	5	18	77	(.427)
Income Level		(n = 2097)				(n = 2116)		
Under \$20,000	9	30	61		5	22	73	
\$20,000 - \$39,999	7	31	62	$\chi^2 =$	6	17	78	$\chi^2 =$
\$40,000 - \$59,999	8	27	65	14.28*	5	17	78	27.29*
\$60,000 and over	6	24	70	(.027)	3	12	85	(.000)
Age		(n = 2270)				(n = 2303)		
19 - 29	8	27	65		2	20	78	
30 - 39	4	28	68		4	12	84	
40 - 49	8	25	67	$\chi^2 =$	5	12	83	$\chi^2 =$
50 - 64	7	26	67	18.93*	5	16	79	37.86*
65 and older	10	32	59	(.015)	8	18	74	(.000)
Gender		(n = 2229)		$\chi^2 =$		(n = 2257)		$\chi^2 =$
Male	8	25	67	6.66*	6	16	79	2.84
Female	7	29	64	(.036)	4	16	80	(.242)
Education		(n = 2214)				(n = 2240)		
H.S. diploma or less	11	30	59	$\chi^2 =$	8	21	71	$\chi^2 =$
Some college	7	28	65	25.15*	4	14	82	40.90*
Bachelors degree	6	23	71	(.000)	3	14	84	(.000)
Occupation		(n = 1641)				(n = 1664)		
Mgt, prof or education	5	26	69		3	10	87	
Sales or office support	5	32	63		2	15	83	
Constrn, inst or maint	8	24	68		4	14	82	
Prodn/trans/warehsing	12	27	62		11	17	72	
Agriculture	8	21	71	$\chi^2 =$	3	12	85	$\chi^2 =$
Food serv/pers. care	5	32	63	22.69	5	19	76	64.05*
Hlthcare supp/safety	4	24	73	(.066)	2	21	78	(.000)
Other	10	22	69		4	30	66	

Appendix Table 10 continued.

What type of impact on <u>your community</u> do you think would result from your community pursuing the following economic development strategies?								
Providing training or technical assistance to small businesses and entrepreneurs in your community				Developing a youth entrepreneurship program in your local school(s)				
	Negative	Neither	Positive	Chi-square (sig.)	Negative	Neither	Positive	Chi-square (sig.)
Percentages								
Total	4	22	74		3	21	76	
Community Size	(n = 2269)				(n = 2267)			
Less than 500	8	30	61		6	27	67	
500 - 999	4	23	74		3	20	76	
1,000 - 4,999	4	21	75	$\chi^2 =$	3	19	78	$\chi^2 =$
5,000 - 9,999	4	21	76	34.73*	3	19	78	18.30*
10,000 and up	3	19	77	(.000)	3	20	78	(.019)
Region	(n = 2286)				(n = 2279)			
Panhandle	4	19	78		2	22	75	
North Central	7	17	76		5	18	77	
South Central	3	24	72	$\chi^2 =$	3	21	77	$\chi^2 =$
Northeast	5	20	75	20.27*	4	20	76	8.57
Southeast	3	26	71	(.009)	3	23	75	(.380)
Income Level	(n = 2114)				(n = 2104)			
Under \$20,000	6	24	70		4	21	75	
\$20,000 - \$39,999	5	21	74	$\chi^2 =$	5	22	74	$\chi^2 =$
\$40,000 - \$59,999	5	28	67	33.59*	2	21	77	14.11*
\$60,000 and over	3	17	80	(.000)	2	19	79	(.028)
Age	(n = 2295)				(n = 2289)			
19 - 29	3	27	71		1	26	73	
30 - 39	2	23	75		2	15	84	
40 - 49	4	20	77	$\chi^2 =$	4	16	80	$\chi^2 =$
50 - 64	5	20	76	28.98*	4	22	74	41.32*
65 and older	8	22	70	(.000)	5	23	72	(.000)
Gender	(n = 2247)			$\chi^2 =$	(n = 2242)			$\chi^2 =$
Male	6	23	71	9.40*	4	22	74	5.20
Female	3	21	76	(.009)	3	20	78	(.074)
Education	(n = 2232)				(n = 2226)			
H.S. diploma or less	8	25	68	$\chi^2 =$	5	24	71	$\chi^2 =$
Some college	3	21	76	30.26*	3	17	80	21.43*
Bachelors degree	3	21	77	(.000)	2	21	76	(.000)
Occupation	(n = 1660)				(n = 1656)			
Mgt, prof or education	3	18	79		2	17	81	
Sales or office support	1	25	74		2	24	74	
Constrn, inst or maint	4	21	75		7	14	80	
Prodn/trans/warehsing	8	27	66		5	21	74	
Agriculture	5	25	70	$\chi^2 =$	3	21	77	$\chi^2 =$
Food serv/pers. care	7	25	68	35.85*	4	22	74	29.53*
Hlthcare supp/safety	1	18	81	(.001)	2	22	76	(.009)
Other	6	25	70		7	28	65	

Appendix Table 10 continued.

What type of impact on <u>your community</u> do you think would result from your community pursuing the following economic development strategies?								
	Promoting tourism in your community				Developing an extended/continuing education facility in your community			
	Negative	Neither	Positive	Chi-square (sig.)	Negative	Neither	Positive	Chi-square (sig.)
Percentages								
Total	6	35	59		4	30	66	
Community Size		(n = 2255)				(n = 2266)		
Less than 500	9	48	44		7	45	48	
500 - 999	10	41	49		9	29	62	
1,000 - 4,999	5	33	63	$\chi^2 =$	4	27	69	$\chi^2 =$
5,000 - 9,999	5	36	59	61.72*	4	24	72	76.31*
10,000 and up	5	29	66	(.000)	2	27	71	(.000)
Region		(n = 2269)				(n = 2284)		
Panhandle	4	27	69		6	26	68	
North Central	6	25	69		5	27	69	
South Central	6	34	60	$\chi^2 =$	4	30	66	$\chi^2 =$
Northeast	7	39	55	40.03*	4	29	67	6.89
Southeast	6	43	51	(.000)	4	33	62	(.548)
Income Level		(n = 2100)				(n = 2108)		
Under \$20,000	6	37	58		4	31	65	
\$20,000 - \$39,999	8	31	61	$\chi^2 =$	4	31	65	$\chi^2 =$
\$40,000 - \$59,999	5	36	59	7.96	6	29	65	10.28
\$60,000 and over	5	35	60	(.241)	3	29	69	(.113)
Age		(n = 2279)				(n = 2290)		
19 - 29	5	42	53		3	37	60	
30 - 39	4	37	60		3	27	69	
40 - 49	6	35	59	$\chi^2 =$	2	28	70	$\chi^2 =$
50 - 64	7	32	61	23.65*	5	25	70	36.55*
65 and older	8	29	63	(.003)	7	31	62	(.000)
Gender		(n = 2233)				(n = 2243)		
Male	7	38	56	$\chi^2 =$	5	31	64	$\chi^2 =$
Female	6	32	62	9.40*	4	28	68	2.87
				(.009)				(.238)
Education		(n = 2218)				(n = 2228)		
H.S. diploma or less	7	34	59	$\chi^2 =$	7	31	62	$\chi^2 =$
Some college	6	34	60	3.13	4	27	69	18.68*
Bachelors degree	5	35	60	(.537)	3	31	66	(.001)
Occupation		(n = 1647)				(n = 1656)		
Mgt, prof or education	7	32	62		4	29	68	
Sales or office support	2	39	59		3	29	68	
Constrn, inst or maint	7	36	57		5	24	71	
Prodn/trans/warehsing	5	39	56		4	32	64	
Agriculture	4	39	57	$\chi^2 =$	4	40	57	$\chi^2 =$
Food serv/pers. care	6	36	58	21.08	9	21	70	38.30*
Hlthcare supp/safety	4	27	69	(.100)	0	23	77	(.000)
Other	4	38	58		6	34	60	

Appendix Table 10 continued.

<p><i>What type of impact on <u>your community</u> do you think would result from your community pursuing the following economic development strategies?</i></p> <p><i>Developing industrial parks in your community Developing distance learning opportunities in your community</i></p>							
	<i>Negative</i>	<i>Neither</i>	<i>Positive</i>	<i>Chi-square (sig.)</i>	<i>Negative</i>	<i>Neither</i>	<i>Chi-square (sig.)</i>
<i>Percentages</i>							
Total	13	33	54		4	31	65
Community Size		(n = 2253)				(n = 2257)	
Less than 500	21	46	33		7	30	63
500 - 999	15	41	44		2	24	74
1,000 - 4,999	13	35	52	$\chi^2 =$	3	34	64
5,000 - 9,999	13	27	60	114.13*	4	29	67
10,000 and up	9	25	66	(.000)	4	32	64
							(.011)
Region		(n = 2272)				(n = 2275)	
Panhandle	16	36	48		5	29	66
North Central	14	31	55		4	25	71
South Central	12	31	56	$\chi^2 =$	4	32	65
Northeast	12	33	55	9.27	4	33	62
Southeast	11	36	53	(.320)	3	34	63
							(.220)
Income Level		(n = 2098)				(n = 2100)	
Under \$20,000	11	41	47		5	33	62
\$20,000 - \$39,999	17	30	53	$\chi^2 =$	5	32	63
\$40,000 - \$59,999	14	32	54	30.95*	3	33	64
\$60,000 and over	9	32	59	(.000)	3	30	68
							(.120)
Age		(n = 2279)				(n = 2284)	
19 - 29	18	32	50		3	34	63
30 - 39	13	33	54		2	28	70
40 - 49	11	33	56	$\chi^2 =$	3	29	68
50 - 64	11	31	58	15.64*	4	30	65
65 and older	12	36	52	(.048)	6	35	59
							(.018)
Gender		(n = 2230)				(n = 2237)	
Male	12	32	57	$\chi^2 =$	4	37	59
Female	14	34	53	3.16	4	27	69
				(.206)			(.000)
Education		(n = 2216)				(n = 2223)	
H.S. diploma or less	11	37	53	$\chi^2 =$	7	39	55
Some college	13	31	56	8.82	4	29	67
Bachelors degree	14	33	53	(.066)	2	28	70
							(.000)
Occupation		(n = 1656)				(n = 1653)	
Mgt, prof or education	13	31	56		3	25	73
Sales or office support	11	32	57		4	28	68
Constrn, inst or maint	8	30	62		3	37	60
Prodn/trans/warehsing	14	34	52		5	39	56
Agriculture	18	35	47	$\chi^2 =$	4	38	58
Food serv/pers. care	12	35	53	22.48	3	35	62
Hlthcare supp/safety	10	24	67	(.069)	2	19	79
Other	11	26	64		4	36	60
							(.000)

Appendix Table 10 continued.

<p><i>What type of impact on <u>your community</u> do you think would result from your community pursuing the following economic development strategies?</i></p> <p><i>Improving access to high-speed Internet in your community</i> <i>Providing land or other incentives to bring new residents to the community</i></p>							
	<i>Negative</i>	<i>Neither</i>	<i>Positive</i>	<i>Chi-square (sig.)</i>	<i>Negative</i>	<i>Neither</i>	<i>Chi-square (sig.)</i>
<i>Percentages</i>							
Total	3	27	70		11	28	61
Community Size		(n = 2248)				(n = 2232)	
Less than 500	4	21	75		11	29	61
500 - 999	4	21	75		8	26	66
1,000 - 4,999	2	30	68	$\chi^2 =$	12	27	61
5,000 - 9,999	4	30	66	23.21*	12	27	61
10,000 and up	2	29	70	(.003)	11	29	59
							(.737)
Region		(n = 2268)				(n = 2250)	
Panhandle	2	27	71		11	28	62
North Central	2	24	74		10	27	63
South Central	3	28	70	$\chi^2 =$	12	27	61
Northeast	3	30	67	5.46	13	29	58
Southeast	3	27	70	(.708)	9	29	62
							(.707)
Income Level		(n = 2095)				(n = 2080)	
Under \$20,000	5	29	67		11	29	60
\$20,000 - \$39,999	3	29	68	$\chi^2 =$	11	30	59
\$40,000 - \$59,999	2	24	75	15.37*	11	27	62
\$60,000 and over	2	29	70	(.018)	10	26	64
							(.784)
Age		(n = 2273)				(n = 2255)	
19 - 29	2	27	71		6	29	65
30 - 39	2	31	68		8	27	66
40 - 49	1	24	75	$\chi^2 =$	12	23	65
50 - 64	3	26	71	30.52*	14	30	57
65 and older	5	30	65	(.000)	14	30	55
							(.000)
Gender		(n = 2228)		$\chi^2 =$		(n = 2210)	$\chi^2 =$
Male	4	32	64	27.40*	13	29	59
Female	2	24	74	(.000)	10	27	62
							(.102)
Education		(n = 2214)				(n = 2194)	
H.S. diploma or less	4	32	64	$\chi^2 =$	12	29	60
Some college	2	25	73	26.16*	10	28	61
Bachelors degree	1	26	73	(.000)	11	27	62
							(.855)
Occupation		(n = 1650)				(n = 1640)	
Mgt, prof or education	1	27	73		10	26	64
Sales or office support	2	24	75		10	26	65
Constrn, inst or maint	3	35	62		15	27	58
Prodn/trans/warehsng	2	38	60		11	29	60
Agriculture	4	24	72	$\chi^2 =$	12	30	58
Food serv/pers. care	3	27	71	38.90*	10	22	69
Hlthcare supp/safety	0	22	78	(.000)	12	23	66
Other	6	26	69		12	43	45
							(.105)

CARI Research Report 11-3, August 2011

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