



# 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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# Executive Summary

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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."

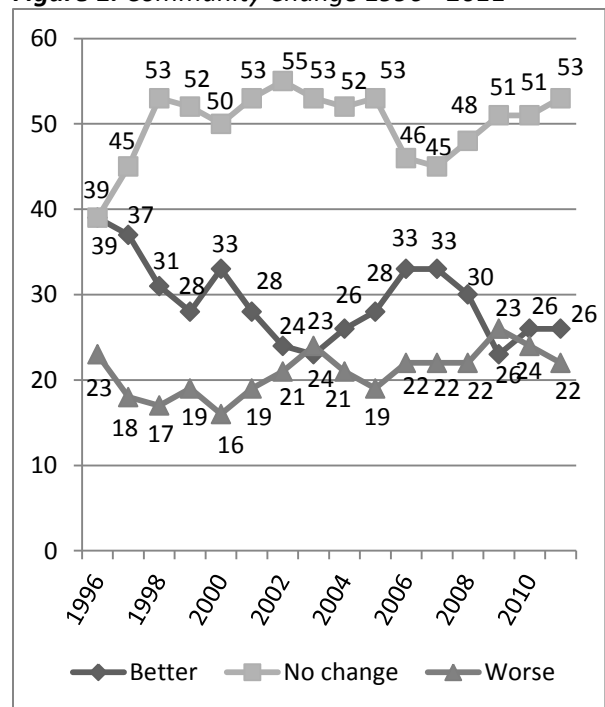
Rural Nebraskans' views about the change in their community are about the same as last

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.

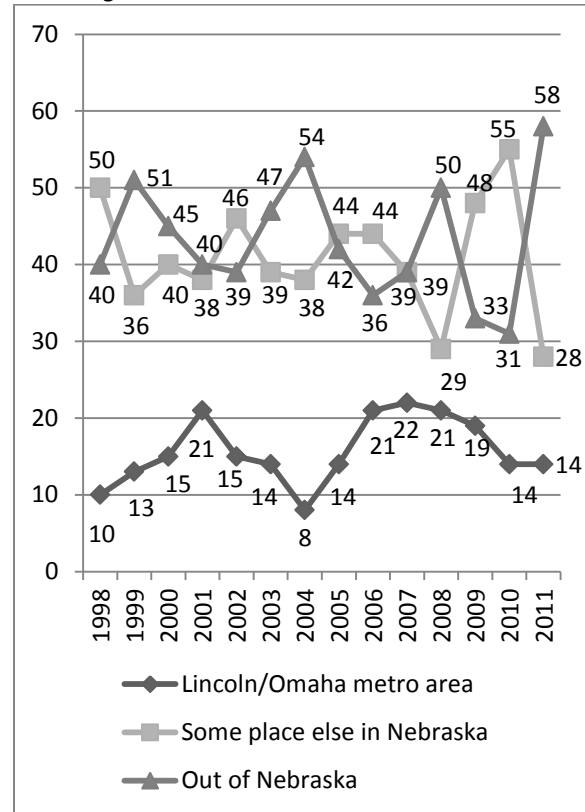
A similar pattern emerged when examining the proportion of respondents who rated their community as supportive. The proportions rating their community as supportive have ranged from 60 percent to 67 percent over the sixteen year period.

### 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**

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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.

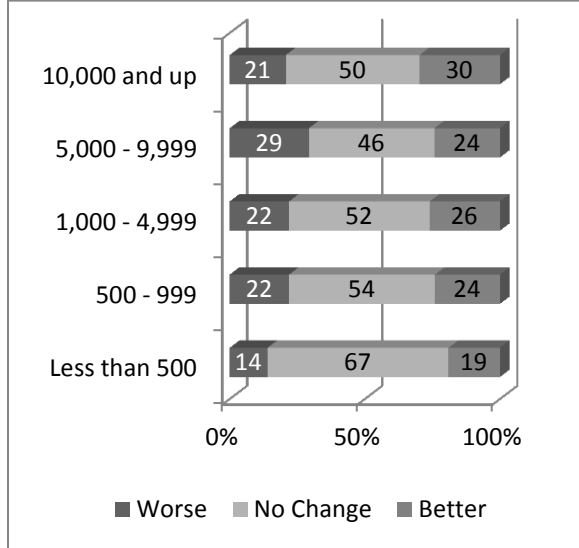
Persons living in the North Central region are more likely than persons living in other regions of the state to say their community has changed for the better during the past year (see Appendix Figure 1 for the counties included in each region). Thirty-two percent of the North

**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.

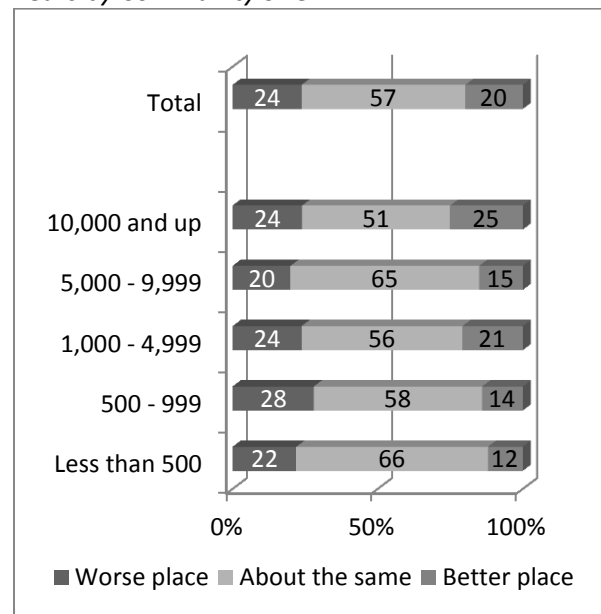
In addition, respondents were asked to predict the expected change in their community ten years from now. The exact question wording was, “Based on what you see of the situation today, do you think that, ten years from now, your community will be a worse place to live, a better place or about the same?” 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.

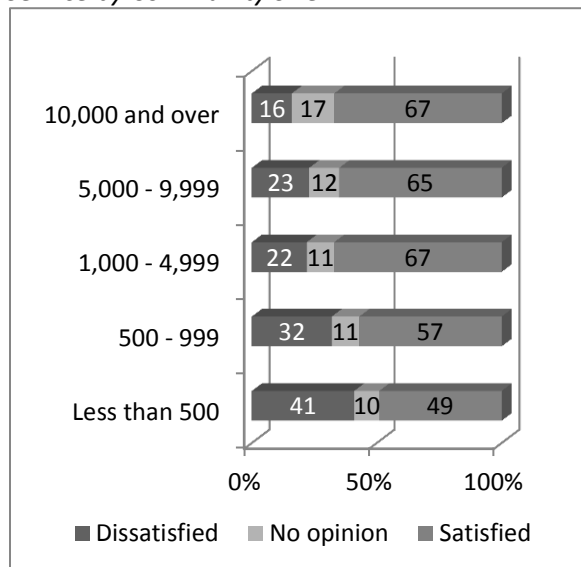


Other groups most likely to be dissatisfied with their community’s housing include: persons living in communities with populations ranging from 500 to 999, persons with lower household incomes, persons age 40 to 49, and persons with some college education. Persons with production, transportation and 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

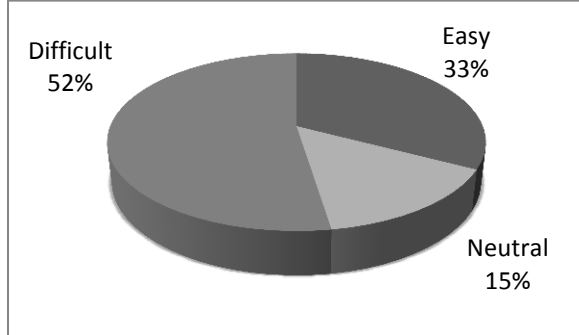
Next, respondents were asked a question about how easy or difficult it would be to leave their community. The exact question wording was “Assume you were to have a discussion in your household about leaving your community for a reasonably good opportunity elsewhere. Some people might be happy to live 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 community<sup>1</sup> (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

<sup>1</sup> 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.

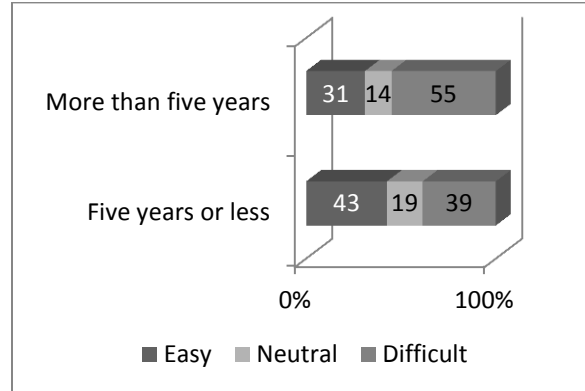
Persons living in or near the smallest communities are more likely than persons living in or near larger communities to say it would be difficult to leave their community.

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.

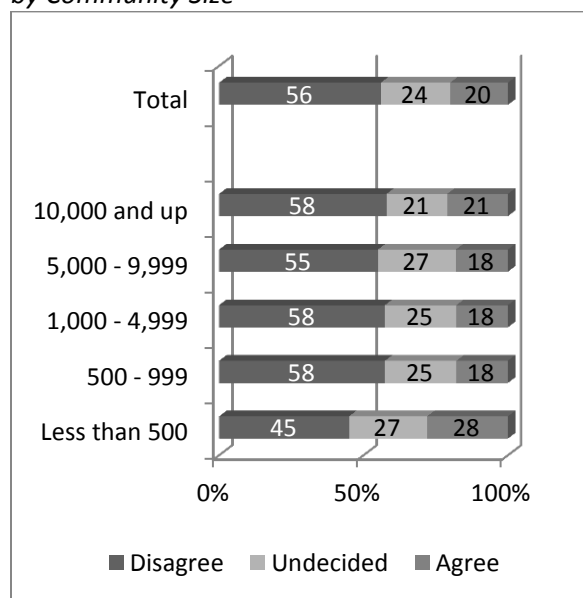
Persons living in or near larger communities are more likely than persons living in or near the

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.

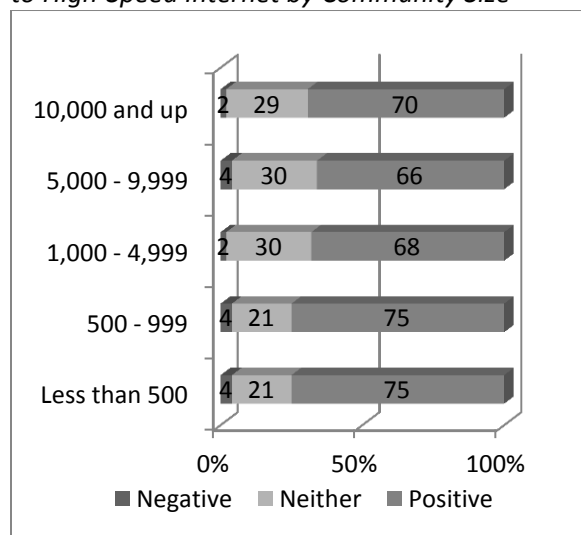
Persons living in or near the smallest communities are more likely than the persons living in or near larger communities to perceive that improving access to high-speed Internet would have a positive impact on their community (Figure 9). Three-quarters (75%) of persons living in or near communities with 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

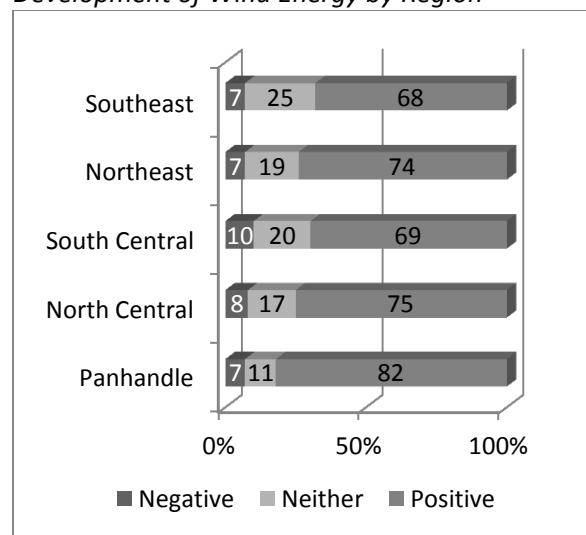
their community. Eighty-two percent of Panhandle residents think promoting development of wind energy would have a positive impact on their community, compared to 68 percent of persons living in the Southeast region (Figure 10). Residents of both the Panhandle and North Central regions are the groups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

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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.

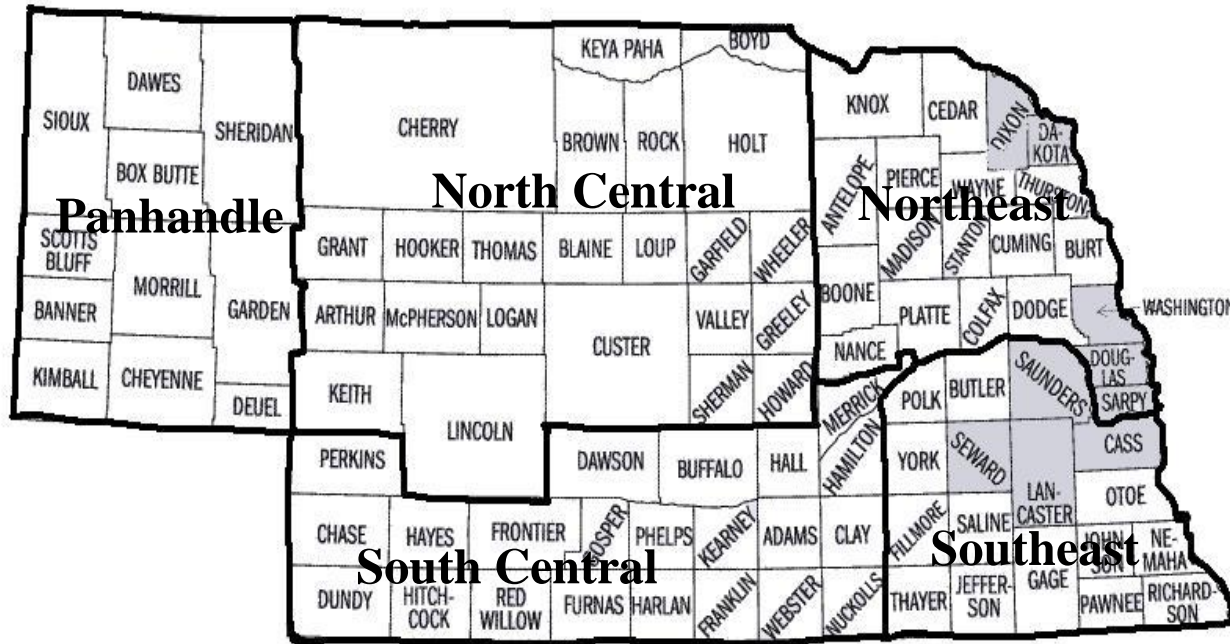
Except for a few services that are largely unavailable in rural communities, rural Nebraskans are generally satisfied with basic community services and amenities. They are most satisfied with: fire protection, parks and recreation, library services, and religious organizations. On the other hand, at 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 Respondents<sup>1</sup> Compared to 2010 Census and 2009 American Community Survey**

|  | <b>2011<br/>Poll</b> | <b>2010<br/>Poll</b> | <b>2009<br/>Poll</b> | <b>2008<br/>Poll</b> | <b>2007<br/>Poll</b> | <b>2006<br/>Poll</b> | <b>2009<br/>ACS</b> |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|
| <b>Age : <sup>2</sup></b>                              |                      |                      |                      |                      |                      |                      |                     |
| 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%                 |
| <b>Gender: <sup>3</sup></b>                            |                      |                      |                      |                      |                      |                      |                     |
| Female   | 60%                  | 59%                  | 57%                  | 56%                  | 59%                  | 30%                  | 50%                 |
| Male   | 40%                  | 41%                  | 43%                  | 44%                  | 41%                  | 70%                  | 50%                 |
| <b>Education: <sup>4</sup></b>                         |                      |                      |                      |                      |                      |                      |                     |
| Less than 9 <sup>th</sup> grade                        | 1%                   | 1%                   | 2%                   | 2%                   | 4%                   | 2%                   | 5%                  |
| 9 <sup>th</sup> to 12 <sup>th</sup> 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%                  |
| <b>Household Income: <sup>5</sup></b>                  |                      |                      |                      |                      |                      |                      |                     |
| 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%                 |
| <b>Marital Status: <sup>6</sup></b>                    |                      |                      |                      |                      |                      |                      |                     |
| 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%                  |

<sup>1</sup> Data from the Rural Polls have been weighted by age.

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

<sup>3</sup> 2010 Census universe is total non-metro population.

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

<sup>5</sup> 2009 American Community Survey universe is all non-metro households.

<sup>6</sup> 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*

| <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>          |
| <b><u>Total</u></b>   | 22                 | 53               | 26            |                              |
|   | <i>Percentages</i> |                  |               |                              |
| <b><u>Community Size</u></b>  |                    | (n = 2283)       |               |                              |
| Less than 500   | 14                 | 67               | 19            |                              |
| 500 - 999   | 22                 | 54               | 24            |                              |
| 1,000 - 4,999   | 22                 | 52               | 26            | $\chi^2 = 42.77^*$<br>(.000) |
| 5,000 - 9,999   | 29                 | 46               | 24            |                              |
| 10,000 and up   | 21                 | 50               | 30            |                              |
| <b><u>Region</u></b>  |                    | (n = 2379)       |               |                              |
| Panhandle   | 30                 | 51               | 19            |                              |
| North Central   | 16                 | 52               | 32            |                              |
| South Central   | 20                 | 52               | 28            | $\chi^2 = 31.09^*$<br>(.000) |
| Northeast   | 20                 | 55               | 25            |                              |
| Southeast   | 25                 | 52               | 23            |                              |
| <b><u>Income Level</u></b>  |                    | (n = 2176)       |               |                              |
| Under \$20,000  | 25                 | 53               | 22            |                              |
| \$20,000 - \$39,999   | 23                 | 53               | 23            | $\chi^2 = 16.96^*$<br>(.009) |
| \$40,000 - \$59,999   | 22                 | 53               | 26            |                              |
| \$60,000 and over   | 19                 | 51               | 31            |                              |
| <b><u>Age</u></b>   |                    | (n = 2389)       |               |                              |
| 19 - 29   | 17                 | 60               | 23            |                              |
| 30 - 39   | 18                 | 59               | 24            |                              |
| 40 - 49   | 24                 | 49               | 27            | $\chi^2 = 31.32^*$<br>(.000) |
| 50 - 64   | 26                 | 46               | 28            |                              |
| 65 and older  | 20                 | 53               | 27            |                              |
| <b><u>Gender</u></b>  |                    | (n = 2338)       |               |                              |
| Male  | 23                 | 54               | 23            | $\chi^2 = 6.86^*$<br>(.032)  |
| Female  | 21                 | 51               | 28            |                              |
| <b><u>Marital Status</u></b>  |                    | (n = 2336)       |               |                              |
| Married   | 22                 | 53               | 25            |                              |
| Never married   | 19                 | 54               | 27            |                              |
| Divorced/separated  | 26                 | 49               | 25            | $\chi^2 = 6.45$<br>(.375)    |
| Widowed   | 20                 | 51               | 30            |                              |
| <b><u>Education</u></b>   |                    | (n = 2314)       |               |                              |
| H.S. diploma or less  | 25                 | 52               | 23            |                              |
| Some college  | 23                 | 52               | 25            | $\chi^2 = 15.83^*$<br>(.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>   |              |                  |               |                     |
|   | <i>Worse</i> | <i>No Change</i> | <i>Better</i> | <i>Significance</i> |
| <b><u>Occupation</u></b>  |              | (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)              |
| <b><u>Yrs Lived in Community</u></b>  |              | (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>          |
| <b>Total</b>  | 24                 | 57                    | 20                  |                              |
|   | <i>Percentages</i> |                       |                     |                              |
| <b>Community Size</b>   |                    | (n = 2291)            |                     |                              |
| Less than 500   | 22                 | 66                    | 12                  | $\chi^2 = 43.80^*$<br>(.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                  |                              |
| <b>Region</b>   |                    | (n = 2385)            |                     |                              |
| Panhandle   | 25                 | 59                    | 17                  | $\chi^2 = 22.95^*$<br>(.003) |
| North Central   | 21                 | 58                    | 21                  |                              |
| South Central   | 24                 | 52                    | 24                  |                              |
| Northeast   | 25                 | 58                    | 18                  |                              |
| Southeast   | 23                 | 63                    | 14                  |                              |
| <b>Income Level</b>   |                    | (n = 2179)            |                     |                              |
| Under \$20,000  | 29                 | 57                    | 14                  | $\chi^2 = 35.10^*$<br>(.000) |
| \$20,000 - \$39,999   | 23                 | 60                    | 18                  |                              |
| \$40,000 - \$59,999   | 22                 | 60                    | 18                  |                              |
| \$60,000 and over   | 23                 | 51                    | 26                  |                              |
| <b>Age</b>  |                    | (n = 2395)            |                     |                              |
| 19 - 29   | 26                 | 57                    | 17                  | $\chi^2 = 8.32$<br>(.402)    |
| 30 - 39   | 24                 | 53                    | 23                  |                              |
| 40 - 49   | 24                 | 57                    | 18                  |                              |
| 50 - 64   | 24                 | 56                    | 20                  |                              |
| 65 and older  | 20                 | 59                    | 20                  |                              |
| <b>Gender</b>   |                    | (n = 2344)            |                     |                              |
| Male  | 25                 | 55                    | 21                  | $\chi^2 = 2.44$<br>(.295)    |
| Female  | 23                 | 58                    | 19                  |                              |
| <b>Marital Status</b>   |                    | (n = 2345)            |                     |                              |
| Married   | 25                 | 55                    | 21                  | $\chi^2 = 8.35$<br>(.214)    |
| Never married   | 21                 | 60                    | 20                  |                              |
| Divorced/separated  | 25                 | 60                    | 16                  |                              |
| Widowed   | 20                 | 61                    | 20                  |                              |
| <b>Education</b>  |                    | (n = 2320)            |                     |                              |
| H.S. diploma or less  | 24                 | 60                    | 17                  | $\chi^2 = 22.25^*$<br>(.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> |
| <b><u>Occupation</u></b>  |                    | (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)              |
| <b><u>Yrs Lived in Community</u></b>  |                    | (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> |
| <b>Total</b>                 | 9                         | 16                | 75              |                          | 16                        | 22                | 62              |                          | 14                        | 20                | 66                |                          |
| <b>Community Size</b>        | (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)                   |
| <b>Region</b>                | (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)                   |
| <b>Individual Attributes</b> | (n = 2149)                |                   |                 |                          | (n = 2120)                |                   |                 |                          | (n = 2114)                |                   |                   |                          |
| <b>Income Level</b>          | (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)                   |
| <b>Age</b>                   | (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)                   |
| <b>Gender</b>                | (n = 2307)                |                   |                 |                          | (n = 2270)                |                   |                 |                          | (n = 2262)                |                   |                   |                          |
| Male                         | 9                         | 15                | 76              | 0.28                     | 16                        | 22                | 62              | 0.22                     | 15                        | 18                | 67                | 4.21                     |
| Female                       | 9                         | 16                | 75              | (.871)                   | 17                        | 22                | 61              | (.894)                   | 14                        | 21                | 66                | (.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**

|                          | <b>Retail shopping</b>    |                   |                  | <b>Entertainment</b>       |                   |                  | <b>Streets and roads</b>  |                   |                  | <b>Restaurants</b>        |                   |                  |
|--------------------------|---------------------------|-------------------|------------------|----------------------------|-------------------|------------------|---------------------------|-------------------|------------------|---------------------------|-------------------|------------------|
|                          | <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>        |                   |                  |                            |                   |                  |                           |                   |                  |                           |                   |                  |
| <b>Community Size</b>    | (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> | $\chi^2 = 72.52^* (.000)$ |                   |                  | $\chi^2 = 34.92^* (.000)$  |                   |                  | $\chi^2 = 19.63^* (.012)$ |                   |                  | $\chi^2 = 32.42^* (.000)$ |                   |                  |
| <b>Region</b>            | (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> | $\chi^2 = 43.60^* (.000)$ |                   |                  | $\chi^2 = 48.79^* (.000)$  |                   |                  | $\chi^2 = 43.33^* (.000)$ |                   |                  | $\chi^2 = 18.04^* (.021)$ |                   |                  |
| <b>Income Level</b>      | (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> | $\chi^2 = 10.05 (.123)$   |                   |                  | $\chi^2 = 23.54^* (.001)$  |                   |                  | $\chi^2 = 16.51^* (.011)$ |                   |                  | $\chi^2 = 22.98^* (.001)$ |                   |                  |
| <b>Age</b>               | (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> | $\chi^2 = 77.48^* (.000)$ |                   |                  | $\chi^2 = 163.29^* (.000)$ |                   |                  | $\chi^2 = 37.37^* (.000)$ |                   |                  | $\chi^2 = 71.23^* (.000)$ |                   |                  |
| <b>Education</b>         | (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> | $\chi^2 = 30.21^* (.000)$ |                   |                  | $\chi^2 = 39.38^* (.000)$  |                   |                  | $\chi^2 = 17.93^* (.001)$ |                   |                  | $\chi^2 = 35.37^* (.000)$ |                   |                  |
| <b>Occupation</b>        | (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>              |                   |                  |                            |                   |                  |                              |                   |                  |                            |                   |                  |
| <b>Community Size</b>    | (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> | $\chi^2 = 70.88^* (.000)$       |                   |                  | $\chi^2 = 25.81^* (.001)$  |                   |                  | $\chi^2 = 46.33^* (.000)$    |                   |                  | $\chi^2 = 22.44^* (.004)$  |                   |                  |
| <b>Region</b>            | (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> | $\chi^2 = 42.80^* (.000)$       |                   |                  | $\chi^2 = 24.31^* (.002)$  |                   |                  | $\chi^2 = 35.10^* (.000)$    |                   |                  | $\chi^2 = 23.72^* (.003)$  |                   |                  |
| <b>Income Level</b>      | (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> | $\chi^2 = 30.19^* (.000)$       |                   |                  | $\chi^2 = 13.52^* (.036)$  |                   |                  | $\chi^2 = 18.77^* (.005)$    |                   |                  | $\chi^2 = 18.39^* (.005)$  |                   |                  |
| <b>Age</b>               | (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> | $\chi^2 = 90.25^* (.000)$       |                   |                  | $\chi^2 = 143.27^* (.000)$ |                   |                  | $\chi^2 = 85.35^* (.000)$    |                   |                  | $\chi^2 = 43.97^* (.000)$  |                   |                  |
| <b>Education</b>         | (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> | $\chi^2 = 100.01^* (.000)$      |                   |                  | $\chi^2 = 9.66^* (.047)$   |                   |                  | $\chi^2 = 28.54^* (.000)$    |                   |                  | $\chi^2 = 41.40^* (.000)$  |                   |                  |
| <b>Occupation</b>        | (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>  |                           |                  |                               |                           |                  |
| <b>Community Size</b>    |                     | (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> |                     | $\chi^2 = 24.96^* (.002)$ |                  |                               | $\chi^2 = 93.58^* (.000)$ |                  |
| <b>Region</b>            |                     | (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> |                     | $\chi^2 = 37.59^* (.000)$ |                  |                               | $\chi^2 = 38.54^* (.000)$ |                  |
| <b>Income Level</b>      |                     | (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> |                     | $\chi^2 = 21.48^* (.002)$ |                  |                               | $\chi^2 = 60.30^* (.000)$ |                  |
| <b>Age</b>               |                     | (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> |                     | $\chi^2 = 52.70^* (.000)$ |                  |                               | $\chi^2 = 72.79^* (.000)$ |                  |
| <b>Education</b>         |                     | (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> |                     | $\chi^2 = 23.14^* (.000)$ |                  |                               | $\chi^2 = 47.46^* (.000)$ |                  |
| <b>Occupation</b>        |                     | (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> |            |           |                    |
| <b>Total</b>              | 33                 | 15         | 53        |                    |
| <b>Community Size</b>     |                    | (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)             |
| <b>Region</b>             |                    | (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)             |
| <b>Income Level</b>       |                    | (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)             |
| <b>Age</b>                |                    | (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)             |
| <b>Gender</b>             |                    | (n = 2318) |           |                    |
| Male                      | 32                 | 15         | 52        | $\chi^2 = 0.30$    |
| Female                    | 33                 | 15         | 52        | (.861)             |
| <b>Marital Status</b>     |                    | (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)             |
| <b>Education</b>          |                    | (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)             |
| <b>Occupation</b>         |                    | (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)             |
| <b>Yrs Lived in Comm.</b> |                    | (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**

*Do you agree or disagree with the following statement? My community is powerless to control its own future.*

|                           | <i>Strongly disagree</i> | <i>Disagree</i> | <i>Undecided</i> | <i>Agree</i> | <i>Strongly agree</i> | <i>Chi-square (sig.)</i> |
|---------------------------|--------------------------|-----------------|------------------|--------------|-----------------------|--------------------------|
| <b>Total</b>              | 13                       | 43              | 24               | 17           | 3                     |                          |
|                           | <i>Percentages</i>       |                 |                  |              |                       |                          |
| <b>Community Size</b>     |                          |                 | (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)                   |
| <b>Region</b>             |                          |                 | (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)                   |
| <b>Income Level</b>       |                          |                 | (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)                   |
| <b>Age</b>                |                          |                 | (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)                   |
| <b>Gender</b>             |                          |                 | (n = 2318)       |              |                       |                          |
| Male                      | 13                       | 43              | 21               | 20           | 4                     | $\chi^2 = 17.39^*$       |
| Female                    | 13                       | 43              | 26               | 15           | 3                     | (.002)                   |
| <b>Marital Status</b>     |                          |                 | (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)                   |
| <b>Education</b>          |                          |                 | (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)                   |
| <b>Occupation</b>         |                          |                 | (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)                   |
| <b>Yrs Lived in Comm.</b> |                          |                 | (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 |                    |
| <b>Total</b>              | 5   | 85 | 11        |                    | 14                                 | 28                     | 58                             |                    |
| <b>Community Size</b>     | (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)             |
| <b>Region</b>             | (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)             |
| <b>Income Level</b>       | (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)             |
| <b>Age</b>                | (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)             |
| <b>Gender</b>             | (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)             |
| <b>Marital Status</b>     | (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)             |
| <b>Education</b>          | (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)             |
| <b>Occupation</b>         | (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)             |
| <b>Yrs Lived in Comm.</b> | (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<br>(sig.) | Negative | Neither    | Positive | Chi-square<br>(sig.) |
|-------------------------|--------------------|------------|----------|----------------------|----------|------------|----------|----------------------|
| <b>Total</b>            | 9                  | 21         | 70       |                      | 8        | 19         | 72       |                      |
|                         | <i>Percentages</i> |            |          |                      |          |            |          |                      |
| <b>Community Size</b>   |                    | (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)               |
| <b>Region</b>           |                    | (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)               |
| <b>Income Level</b>     |                    | (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)               |
| <b>Age</b>              |                    | (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)               |
| <b>Gender</b>           |                    | (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)               |
| <b>Education</b>        |                    | (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)               |
| <b>Occupation</b>       |                    | (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/warehsng    | 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.

| <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> |                 |                |                 |  |                 |                |                 |                          |
|---|-----------------|----------------|-----------------|--|-----------------|----------------|-----------------|--------------------------|
| <i>Promoting development of bioenergy resources</i>   |                 |                |                 | <i>Providing loans to small businesses and entrepreneurs in your community</i> |                 |                |                 |                          |
|   | <i>Negative</i> | <i>Neither</i> | <i>Positive</i> | <i>Chi-square (sig.)</i>   | <i>Negative</i> | <i>Neither</i> | <i>Positive</i> | <i>Chi-square (sig.)</i> |
| <i>Percentages</i>  |                 |                |                 |  |                 |                |                 |                          |
| <b>Total</b>  | 8               | 27             | 65              |  | 5               | 16             | 79              |                          |
| <b>Community Size</b>   |                 | (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              | $\chi^2 = 13.68$   | 4               | 15             | 81              | $\chi^2 = 19.42^*$       |
| 5,000 - 9,999   | 8               | 26             | 67              |  | 4               | 14             | 83              |                          |
| 10,000 and up   | 8               | 24             | 68              | (.091)   | 5               | 16             | 79              | (.013)                   |
| <b>Region</b>   |                 | (n = 2265)     |                 |  |                 | (n = 2297)     |                 |                          |
| Panhandle   | 9               | 22             | 69              |  | 4               | 18             | 79              |                          |
| North Central   | 7               | 30             | 63              |  | 5               | 13             | 81              |                          |
| South Central   | 8               | 26             | 66              | $\chi^2 = 6.71$  | 4               | 15             | 81              | $\chi^2 = 8.06$          |
| Northeast   | 7               | 28             | 64              |  | 6               | 16             | 78              |                          |
| Southeast   | 7               | 30             | 63              | (.568)   | 5               | 18             | 77              | (.427)                   |
| <b>Income Level</b>   |                 | (n = 2097)     |                 |  |                 | (n = 2116)     |                 |                          |
| Under \$20,000  | 9               | 30             | 61              |  | 5               | 22             | 73              |                          |
| \$20,000 - \$39,999   | 7               | 31             | 62              | $\chi^2 = 14.28^*$   | 6               | 17             | 78              | $\chi^2 = 27.29^*$       |
| \$40,000 - \$59,999   | 8               | 27             | 65              |  | 5               | 17             | 78              |                          |
| \$60,000 and over   | 6               | 24             | 70              | (.027)   | 3               | 12             | 85              | (.000)                   |
| <b>Age</b>  |                 | (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              | $\chi^2 = 18.93^*$   | 5               | 12             | 83              | $\chi^2 = 37.86^*$       |
| 50 - 64   | 7               | 26             | 67              |  | 5               | 16             | 79              |                          |
| 65 and older  | 10              | 32             | 59              | (.015)   | 8               | 18             | 74              | (.000)                   |
| <b>Gender</b>   |                 | (n = 2229)     |                 |  |                 | (n = 2257)     |                 |                          |
| Male  | 8               | 25             | 67              | $\chi^2 = 6.66^*$  | 6               | 16             | 79              | $\chi^2 = 2.84$          |
| Female  | 7               | 29             | 64              | (.036)   | 4               | 16             | 80              | (.242)                   |
| <b>Education</b>  |                 | (n = 2214)     |                 |  |                 | (n = 2240)     |                 |                          |
| H.S. diploma or less  | 11              | 30             | 59              | $\chi^2 = 25.15^*$   | 8               | 21             | 71              | $\chi^2 = 40.90^*$       |
| Some college  | 7               | 28             | 65              |  | 4               | 14             | 82              |                          |
| Bachelors degree  | 6               | 23             | 71              | (.000)   | 3               | 14             | 84              | (.000)                   |
| <b>Occupation</b>   |                 | (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              | $\chi^2 = 22.69$   | 3               | 12             | 85              | $\chi^2 = 64.05^*$       |
| Food serv/pers. care  | 5               | 32             | 63              |  | 5               | 19             | 76              |                          |
| Hlthcare supp/safety  | 4               | 24             | 73              | (.066)   | 2               | 21             | 78              | (.000)                   |
| Other   | 10              | 22             | 69              |  | 4               | 30             | 66              |                          |

**What type of impact on your community 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)*

|                         | <i>Negative</i>    | <i>Neither</i> | <i>Positive</i> | <i>Chi-<br/>square<br/>(sig.)</i> | <i>Negative</i> | <i>Neither</i> | <i>Positive</i> | <i>Chi-<br/>square<br/>(sig.)</i> |
|-------------------------|--------------------|----------------|-----------------|-----------------------------------|-----------------|----------------|-----------------|-----------------------------------|
|                         | <i>Percentages</i> |                |                 |                                   |                 |                |                 |                                   |
| <b>Total</b>            | 4                  | 22             | 74              |                                   | 3               | 21             | 76              |                                   |
| <b>Community Size</b>   |                    | (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)                            |
| <b>Region</b>           |                    | (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)                            |
| <b>Income Level</b>     |                    | (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)                            |
| <b>Age</b>              |                    | (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)                            |
| <b>Gender</b>           |                    | (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)                            |
| <b>Education</b>        |                    | (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)                            |
| <b>Occupation</b>       |                    | (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/warehsng    | 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.

| <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> |                 |                |                 |   |                 |                |                 |                          |
|---|-----------------|----------------|-----------------|---|-----------------|----------------|-----------------|--------------------------|
| <i>Promoting tourism in your community</i>  |                 |                |                 | <i>Developing an extended/continuing education facility in your community</i> |                 |                |                 |                          |
|   | <i>Negative</i> | <i>Neither</i> | <i>Positive</i> | <i>Chi-square (sig.)</i>  | <i>Negative</i> | <i>Neither</i> | <i>Positive</i> | <i>Chi-square (sig.)</i> |
| <i>Percentages</i>  |                 |                |                 |   |                 |                |                 |                          |
| <b>Total</b>  | 6               | 35             | 59              |   | 4               | 30             | 66              |                          |
| <b>Community Size</b>   |                 | (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)                   |
| <b>Region</b>   |                 | (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)                   |
| <b>Income Level</b>   |                 | (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)                   |
| <b>Age</b>  |                 | (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)                   |
| <b>Gender</b>   |                 | (n = 2233)     |                 |   |                 | (n = 2243)     |                 |                          |
| Male  | 7               | 38             | 56              | $\chi^2 =$  | 5               | 31             | 64              | $\chi^2 =$               |
| Female  | 6               | 32             | 62              | (.009)  | 4               | 28             | 68              | (.238)                   |
| <b>Education</b>  |                 | (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)                   |
| <b>Occupation</b>   |                 | (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.

| <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> |                 |                |                 |   |                 |                |                 |                          |
|---|-----------------|----------------|-----------------|---|-----------------|----------------|-----------------|--------------------------|
| <i>Developing industrial parks in your community</i>  |                 |                |                 | <i>Developing distance learning opportunities in your community</i> |                 |                |                 |                          |
|   | <i>Negative</i> | <i>Neither</i> | <i>Positive</i> | <i>Chi-square (sig.)</i>  | <i>Negative</i> | <i>Neither</i> | <i>Positive</i> | <i>Chi-square (sig.)</i> |
| <i>Percentages</i>  |                 |                |                 |   |                 |                |                 |                          |
| <b>Total</b>  | 13              | 33             | 54              |   | 4               | 31             | 65              |                          |
| <b>Community Size</b>   |                 | (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              | $\chi^2 =$               |
| 5,000 - 9,999   | 13              | 27             | 60              | 114.13*   | 4               | 29             | 67              | 19.84*                   |
| 10,000 and up   | 9               | 25             | 66              | (.000)  | 4               | 32             | 64              | (.011)                   |
| <b>Region</b>   |                 | (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              | $\chi^2 =$               |
| Northeast   | 12              | 33             | 55              | 9.27  | 4               | 33             | 62              | 10.68                    |
| Southeast   | 11              | 36             | 53              | (.320)  | 3               | 34             | 63              | (.220)                   |
| <b>Income Level</b>   |                 | (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              | $\chi^2 =$               |
| \$40,000 - \$59,999   | 14              | 32             | 54              | 30.95*  | 3               | 33             | 64              | 10.11                    |
| \$60,000 and over   | 9               | 32             | 59              | (.000)  | 3               | 30             | 68              | (.120)                   |
| <b>Age</b>  |                 | (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              | $\chi^2 =$               |
| 50 - 64   | 11              | 31             | 58              | 15.64*  | 4               | 30             | 65              | 18.51*                   |
| 65 and older  | 12              | 36             | 52              | (.048)  | 6               | 35             | 59              | (.018)                   |
| <b>Gender</b>   |                 | (n = 2230)     |                 |   |                 | (n = 2237)     |                 |                          |
| Male  | 12              | 32             | 57              | $\chi^2 =$  | 4               | 37             | 59              | $\chi^2 =$               |
| Female  | 14              | 34             | 53              | 3.16  | 4               | 27             | 69              | 26.94*                   |
|   |                 |                |                 | (.206)  | 4               | 27             | 69              | (.000)                   |
| <b>Education</b>  |                 | (n = 2216)     |                 |   |                 | (n = 2223)     |                 |                          |
| H.S. diploma or less  | 11              | 37             | 53              | $\chi^2 =$  | 7               | 39             | 55              | $\chi^2 =$               |
| Some college  | 13              | 31             | 56              | 8.82  | 4               | 29             | 67              | 45.05*                   |
| Bachelors degree  | 14              | 33             | 53              | (.066)  | 2               | 28             | 70              | (.000)                   |
| <b>Occupation</b>   |                 | (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              | $\chi^2 =$               |
| Food serv/pers. care  | 12              | 35             | 53              | 22.48   | 3               | 35             | 62              | 44.51*                   |
| Hlthcare supp/safety  | 10              | 24             | 67              | (.069)  | 2               | 19             | 79              | (.000)                   |
| Other   | 11              | 26             | 64              |   | 4               | 36             | 60              |                          |

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

*Improving access to high-speed Internet in your community*

*Providing land or other incentives to bring new residents to the community*

|                         | <i>Negative</i>    | <i>Neither</i> | <i>Positive</i> | <i>Chi-square (sig.)</i> | <i>Negative</i> | <i>Neither</i> | <i>Positive</i> | <i>Chi-square (sig.)</i> |
|-------------------------|--------------------|----------------|-----------------|--------------------------|-----------------|----------------|-----------------|--------------------------|
|                         | <i>Percentages</i> |                |                 |                          |                 |                |                 |                          |
| <b>Total</b>            | 3                  | 27             | 70              |                          | 11              | 28             | 61              |                          |
| <b>Community Size</b>   |                    | (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              | $\chi^2 =$               |
| 5,000 - 9,999           | 4                  | 30             | 66              | 23.21*                   | 12              | 27             | 61              | 5.19                     |
| 10,000 and up           | 2                  | 29             | 70              | (.003)                   | 11              | 29             | 59              | (.737)                   |
| <b>Region</b>           |                    | (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              | $\chi^2 =$               |
| Northeast               | 3                  | 30             | 67              | 5.46                     | 13              | 29             | 58              | 5.47                     |
| Southeast               | 3                  | 27             | 70              | (.708)                   | 9               | 29             | 62              | (.707)                   |
| <b>Income Level</b>     |                    | (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              | $\chi^2 =$               |
| \$40,000 - \$59,999     | 2                  | 24             | 75              | 15.37*                   | 11              | 27             | 62              | 3.20                     |
| \$60,000 and over       | 2                  | 29             | 70              | (.018)                   | 10              | 26             | 64              | (.784)                   |
| <b>Age</b>              |                    | (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              | $\chi^2 =$               |
| 50 - 64                 | 3                  | 26             | 71              | 30.52*                   | 14              | 30             | 57              | 37.13*                   |
| 65 and older            | 5                  | 30             | 65              | (.000)                   | 14              | 30             | 55              | (.000)                   |
| <b>Gender</b>           |                    | (n = 2228)     |                 | $\chi^2 =$               |                 | (n = 2210)     |                 | $\chi^2 =$               |
| Male                    | 4                  | 32             | 64              | 27.40*                   | 13              | 29             | 59              | 4.57                     |
| Female                  | 2                  | 24             | 74              | (.000)                   | 10              | 27             | 62              | (.102)                   |
| <b>Education</b>        |                    | (n = 2214)     |                 |                          |                 | (n = 2194)     |                 |                          |
| H.S. diploma or less    | 4                  | 32             | 64              | $\chi^2 =$               | 12              | 29             | 60              | $\chi^2 =$               |
| Some college            | 2                  | 25             | 73              | 26.16*                   | 10              | 28             | 61              | 1.34                     |
| Bachelors degree        | 1                  | 26             | 73              | (.000)                   | 11              | 27             | 62              | (.855)                   |
| <b>Occupation</b>       |                    | (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              | $\chi^2 =$               |
| Food serv/pers. care    | 3                  | 27             | 71              | 38.90*                   | 10              | 22             | 69              | 20.86                    |
| Hlthcare supp/safety    | 0                  | 22             | 78              | (.000)                   | 12              | 23             | 66              | (.105)                   |
| Other                   | 6                  | 26             | 69              |                          | 12              | 43             | 45              |                          |

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