



# NEBRASKA RURAL POLL

## A Research Report

**Engagement in Nonmetropolitan Nebraska:  
Civic and Political Participation and Views of  
Community Leadership**

*2015 Nebraska Rural Poll Results*

Rebecca Vogt  
Cheryl Burkhart-Kriesel  
Randolph Cantrell  
Bradley Lubben  
L.J. McElravy

Nebraska Rural Poll Research Report 15-2, August 2015.

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All of the research reports detailing Nebraska Rural Poll results are located on the Center's World Wide Web page at <http://ruralpoll.unl.edu>

Funding for this project was provided by the Cooperative Extension Division of the Institute for Agriculture and Natural Resources, the Agricultural Research Division of the Institute for Agriculture and Natural Resources, and the Department of Agricultural Economics. Additionally, considerable in-kind support and contributions were provided by a number of individuals and organizations associated with the Partnership for Rural Nebraska and the University of Nebraska Rural Futures Institute.

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# Executive Summary

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Trends have consistently shown that the population in nonmetropolitan counties is decreasing as a proportion of the total population of the state. These trends have the potential to significantly impact two areas of rural community sustainability, effective community leadership and community involvement. Rural communities rely on volunteers for many community development activities as well as local leadership positions. In smaller communities in particular, reduced populations requires community members to take on multiple roles. Rural Nebraskans are aware of the importance of good community leadership when faced with such issues. Most rural Nebraskans rated effective community leadership as absolutely essential for successful communities in last year's Rural Poll. However, if the current trends continue, rural citizens will not only have less representation in both state and national government, but could also have to rely more heavily on fewer citizens' involvement in community and political activities in order to address some of the issues they are facing. Given these trends and challenges, how involved are rural Nebraskans in community and political activities? Are they currently registered to vote and how frequently do they vote? How do they feel about the leadership in their community? This paper provides a detailed analysis of these questions.

This report details 1,991 responses to the 2015 Nebraska Rural Poll, the twentieth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their community involvement and community leadership. Comparisons are made among different respondent subgroups, that is, comparisons by age, occupation, region, etc. Based on these analyses, some key findings emerged:

- ***Most rural Nebraskans have participated in community involvement activities.*** Just over two-thirds of rural Nebraskans (68%) have belonged to or donated money to a local or national group or association during the last 12 months. In addition, over one-half (53%) have volunteered or done voluntary community service during the last year. For most of the items listed, the majority of rural Nebraskans have done them in the past, with the exception of walking, running or bicycling for a charitable cause.
- ***Most rural Nebraskans have spoken with their pocketbooks on political and social issues. However, rural Nebraskans have not been as involved in some other political activities.*** Over six in ten rural Nebraskans (62%) have avoided buying something from a certain company because they disagree with the social or political values of the company that produces it. And, over one-half (55%) have bought something because they like the social or political values of the company that produces or provides it. Almost one-half (49%) have signed a written petition about a political or social issue and over four in ten (44%) have contacted a local public official to express their opinion.
- ***While younger persons are more likely than older persons to have volunteered, older persons are more likely to have participated in various political activities.*** Approximately nine in ten persons under the age of 50 have volunteered or done voluntary community service, compared to 75 percent of persons age 65 and older. Older persons are more likely than younger persons

to have done the following: volunteered for a political organization or candidate running for office; given money to a candidate, political party, or organization that supported candidates; contacted or visited a public official – at any level of government – to express their opinion; contacted a newspaper or magazine to express their opinion on an issue; and worked as a canvasser. Just over one-half of persons over the age of 50 have contacted or visited a public official to express their opinion, compared to 23 percent of persons age 19 to 29.

- ***Persons with higher household incomes and persons with higher education levels are more likely than persons with lower incomes and less education to have done most of the community and political involvement activities.***
- ***Most rural Nebraskans say they are currently registered to vote.*** Eighty-three percent are currently registered to vote, five percent think they are, four percent don't think they are and eight percent are definitely not registered to vote in their district.
- ***Most rural Nebraskans say they always vote in both national and local elections but fewer do any active campaigning during elections.*** Fifty-five percent of rural Nebraskans say they always vote in both national and local elections and an additional 30 percent say they usually do. Just over one-third of rural Nebraskans say they try to convince people to vote for or against one of the parties or candidates when there is an election taking place. Less than three in ten rural Nebraskans wear a campaign button, put a sticker on their car or place a sign in front of their house.
- ***Older persons are more likely than younger persons to vote in both national and local elections.*** Almost three-quarters of persons age 65 and older say they always vote in both national and local elections. However, only 23 percent of persons age 19 to 29 say they always vote in elections.
- ***Most rural Nebraskans have positive feelings about their community leadership.*** Over one-half of rural Nebraskans (55%) agree or strongly agree that their community's leaders are effective and do a good job. And, although opinions are somewhat mixed on whether or not they have a leadership crisis in their community today, more disagree with that statement than agree with it.
- ***Most rural Nebraskans agree that strong and effective community leadership can prevent their community's decline and can solve the problems their community faces today.*** Just over three-quarters of rural Nebraskans agree or strongly agree that strong effective leadership will prevent their community's decline. And, almost seven in ten agree that the problems their community faces today can be solved through effective leadership.
- ***Opinions are mixed on whether or not the youth are being prepared to be effective leaders in their community.*** While four in ten rural Nebraskans agree that "we are preparing our youth to be effective leaders in our community," just over three in ten disagree with that statement. Twenty-nine percent neither agree nor disagree with the statement.
- ***Most rural Nebraskans agree that ordinary citizens have a great deal of power to help make their community's leadership more effective. However, when asked about their personal***

***responsibility to actively participate in making their community's leadership more effective, opinions are mixed.*** Almost two-thirds of rural Nebraskans agree or strongly agree that ordinary citizens have a great deal of power to help make their community's leadership more effective. Four in ten persons agree that they feel a great deal of personal responsibility to actively participate in making their community's leadership more effective. Fourteen percent disagree with that statement and almost one-half (46%) neither agree nor disagree.

- ***Persons living in or near larger communities are more likely than persons living in or near smaller communities to agree that strong effective leadership will prevent their community's decline.*** Eighty-three percent of persons living in or near communities with populations of 10,000 or more agree with this statement, compared to 67 percent of persons living in or near communities with less than 500 people.
- ***Older persons are more likely than younger persons to agree that they are preparing their youth to be effective leaders in their community.*** Almost one-half of persons age 65 and older (48%) agree with this statement, compared to 28 percent of persons age 19 to 29. Almost one-half of persons age 19 to 29 (46%) disagree with this statement.

## Introduction

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Trends have consistently shown that the population in nonmetropolitan counties is decreasing as a proportion of the total population of the state. These trends have the potential to significantly impact two areas of rural community sustainability, effective community leadership and community involvement. Rural communities rely on volunteers for many community development activities as well as local leadership positions. In smaller communities in particular, reduced populations requires community members to take on multiple roles.

Rural Nebraskans are aware of the importance of good community leadership when faced with such issues. Most rural Nebraskans rated effective community leadership as absolutely essential for successful communities in last year's Rural Poll. However, if the current trends continue, rural citizens will not only have less representation in both state and national government, but could also have to rely more heavily on fewer citizens' involvement in community and political activities in order to address some of the issues they are facing. Given these trends and challenges, how involved are rural Nebraskans in community and political activities? Are they currently registered to vote and how frequently do they vote? How do they feel about the leadership in their community? This paper provides a detailed analysis of these questions.

This report details 1,991 responses to the 2015 Nebraska Rural Poll, the twentieth annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their community involvement and community leadership.

## Methodology and Respondent Profile

This study is based on 1,991 responses from Nebraskans living in 86 counties in the state.<sup>1</sup> A self-administered questionnaire was mailed in April to 6,228 randomly selected households. Metropolitan counties not included in the sample were Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The 14-page questionnaire included questions pertaining to well-being, community, climate and energy, community involvement, and education. This paper reports only results from the community involvement section.

A 32% 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 2009 - 2013

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<sup>1</sup> In the spring of 2013, the Grand Island area (Hall, Hamilton, Howard and Merrick Counties) was designated a metropolitan area. To facilitate comparisons from previous years, these four counties are still included in our sample. In addition, the Sioux City area metropolitan counties of Dixon and Dakota were added in 2014. Although classified as metro, Dixon County is rural in nature. Dakota County is similar in many respects to other "micropolitan" counties the Rural Poll surveys.



American Community Survey). As can be seen from the table, there are some marked differences between some of the demographic variables in our sample compared to the Census data. Thus, we suggest the reader use caution in generalizing our data to all rural Nebraska. However, given the random sampling frame used for this survey, the acceptable percentage of responses, and the large number of respondents, we feel the data provide useful insights into opinions of rural Nebraskans on the various issues presented in this report. The margin of error for this study is plus or minus two percent.

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

The average age of respondents is 51 years. Sixty-eight percent are married (Appendix Table 1) and 72 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 27 years. Fifty-five percent are living in or near towns or villages with populations less than 5,000. Most have attained at least a high school diploma (97%).

Thirty percent of the respondents report their 2014 approximate household income from all sources, before taxes, as below \$40,000. Fifty-eight percent report incomes over \$50,000.

Seventy-six percent were employed in 2014 on a full-time, part-time, or seasonal basis. Seventeen percent are retired. Thirty-five percent of those employed reported working in a management, professional, or education

occupation. Fourteen percent indicated they were employed in agriculture.

## Community and Political Involvement

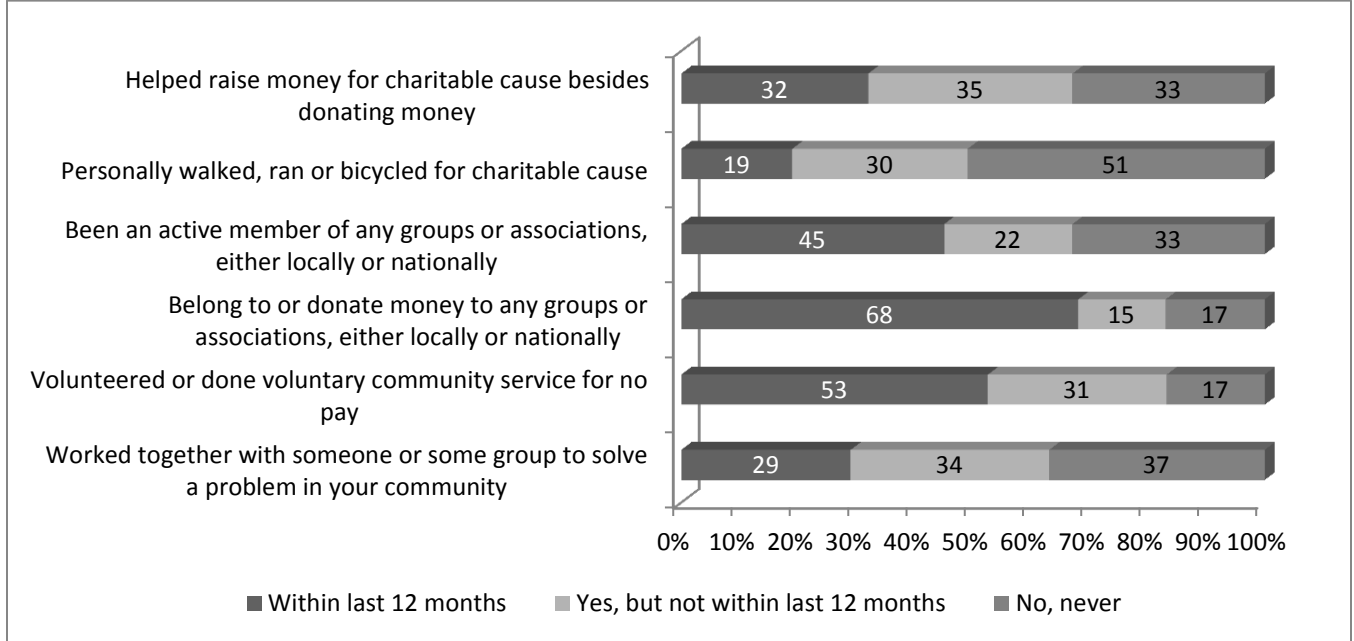
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Most rural Nebraskans have participated in community involvement activities (Figure 1). Just over two-thirds of rural Nebraskans (68%) have belonged to or donated money to a local or national group or association during the last 12 months. In addition, over one-half (53%) have volunteered or done voluntary community service during the last year. For most of the items listed, the majority of rural Nebraskans have done them in the past, with the exception of walking, running or bicycling for a charitable cause.

Most rural Nebraskans have spoken with their pocketbooks on political and social issues. However, rural Nebraskans have not been as involved in some other political activities (Figure 2). Over six in ten rural Nebraskans (62%) have avoided buying something from a certain company because they disagree with the social or political values of the company that produces it. And, over one-half (55%) have bought something because they like the social or political values of the company that produces or provides it. Almost one-half (49%) have signed a written petition about a political or social issue and over four in ten (44%) have contacted a local public official to express their opinion.

Certain groups are more likely than others to have done these activities (Appendix Table 2). Persons living in or near smaller communities are more likely than persons living in or near larger communities to have worked together with someone to solve a problem in their community and to have volunteered or done any voluntary community service for no pay. As

**Figure 1. Community Involvement Activities**



an example, approximately two-thirds of persons living in or near communities with populations less than 5,000 have worked together to solve a problem in their community, compared to 58 percent of persons living in or near communities with populations of 10,000 or more.

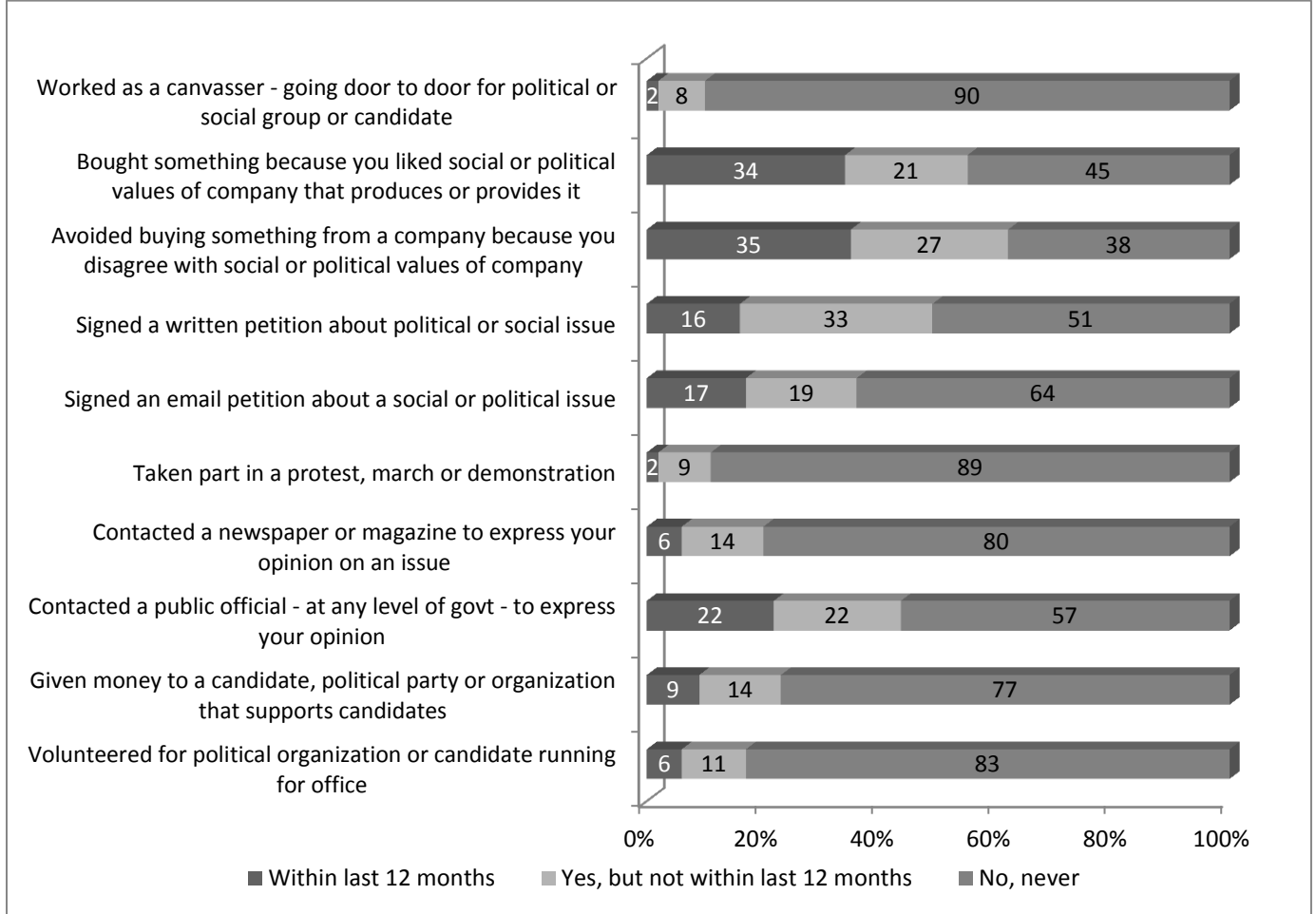
However, persons living in or near larger communities are more likely than persons living in or near smaller communities to have done the following activities: personally walked, ran or bicycled for a charitable cause; given money to a candidate, political party, or organization that supported candidates; contacted a newspaper or magazine to express their opinion; signed an email petition about a social or political issue; signed a written petition about a political or social issue; and bought something because they like the social or political values of the company that produces or provides it. As an example, 61 percent of persons living in or near communities with populations of 10,000 or more have bought

something because they like the values of the company producing it. In comparison, 49 percent of persons living in or near communities with less than 500 people have done this.

Persons living in or near mid-sized communities are the group most likely to have helped raise money for a charitable cause besides donating money and to have volunteered for a political organization or candidate running for office.

Some regional differences are also detected (see Appendix Figure 1 for the counties included in each region). Persons living in the South Central region are the group *least* likely to have worked together with someone or some group to solve a problem in the community where they live. Approximately two-thirds of persons living in the other regions of the state have done this activity, compared to 57 percent of the residents of the South Central region (Figure 3).

**Figure 2. Political Activities**

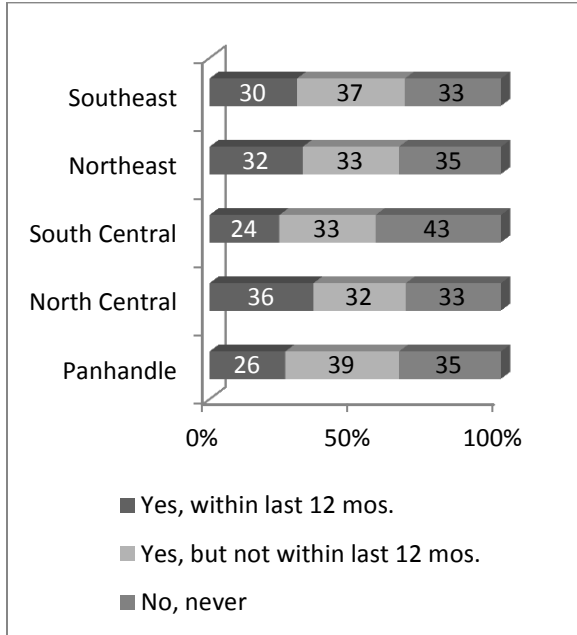


Residents of the North Central region are the group most likely to have volunteered or done voluntary community service. Ninety percent of the North Central region residents have done this, compared to 80 percent of the residents of the South Central region.

Residents of the Panhandle are the regional group most likely to have signed a written petition about a political or social issue. Just under six in ten Panhandle residents (58%) have signed a written petition, compared to 43 percent of the residents of the Northeast region.

Persons with higher household incomes are more likely than persons with lower incomes to have done each of the activities listed, with the exception of contacted a newspaper or magazine to express their opinion on an issue and worked as a canvasser. For those two items, there were no statistically significant differences among the income groups. Seven in ten persons with household incomes of \$60,000 or more have worked together with someone or some group to solve a problem in their community. However, only 46 percent of persons with household incomes under \$20,000 have done so.

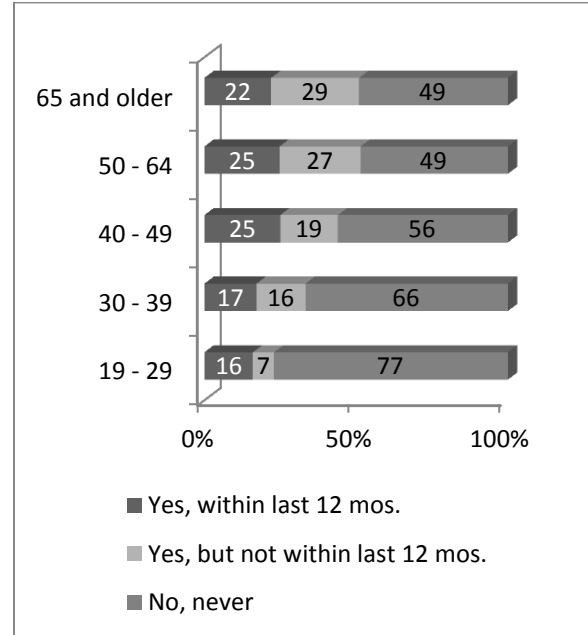
**Figure 3. Worked Together to Solve Problem in Community by Region**



Younger persons are more likely than older persons to have volunteered or done any voluntary community service for no pay as well as walked, ran or bicycled for a charitable cause. Just over six in ten persons under the age of 40 have walked, ran or bicycled for a charitable cause. Only 30 percent of persons over the age of 65 have done such an activity.

Older persons are more likely than younger persons to have done the following: volunteered for a political organization or candidate running for office; given money to a candidate, political party, or organization that supported candidates; contacted or visited a public official – at any level of government – to express their opinion; contacted a newspaper or magazine to express their opinion on an issue; and worked as a canvasser. Just over one-half of persons over the age of 50 have contacted or visited a public official to express their opinion, compared to 23 percent of persons age 19 to 29 (Figure 4).

**Figure 4. Contacted a Public Official to Express Opinion by Age**



Persons age 40 to 49 are the age group most likely to have done the following: worked together with someone or some group to solve a problem in the community where they live, been an active member of any group or association (either locally or nationally), and bought something because they like the social or political values of the company that produces or provides it. As an example, 71 percent of persons in their 40's have worked together to solve a community problem, compared to 58 percent of persons age 19 to 29.

Persons between the ages of 30 and 49 are the groups most likely to have done the following activities: belong to or donate any money to any groups or associations (either locally or nationally), helped raise money for a charitable cause besides donating money, and signed an email petition about a social or political issue. For example, approximately three-quarters of persons age 30 to 49 have helped raise money for a charitable cause, compared to 55 percent of persons age 65 and older.

Persons age 50 to 64 are the age group most likely to have taken part in a protest, march or demonstration. Persons age 30 to 49 are the age group most likely to have signed an email petition about a social or political issue. The age group most likely to have signed a written petition about a political or social issue is persons age 40 to 64. Persons age 30 to 64 are the age groups most likely to have avoided buying something from a company because they disagree with the social or political values of the company that produces it. Approximately two-thirds of persons age 30 to 64 have done such a boycott, compared to 51 percent of persons age 65 and older.

Females are more likely than males to have done the following activities: volunteered or done voluntary community service; belonged to or donated money to any local or national groups or associations; personally walked, ran or bicycled for a charitable cause; and helped raise money for a charitable cause besides donating money. Males are more likely than females to have done: given money to a candidate, political party or organization that supported candidates; contacted or visited a public official to express their opinion; and contacted a newspaper or magazine to express their opinion. One-half of males have contacted a public official to express their opinion, compared to 38 percent of females.

Persons with higher education levels are more likely than persons with less education to have done each of the activities listed. As an example, 81 percent of persons with at least a four year degree have been an active member of any groups or associations (either locally or nationally). However, only 47 percent of persons with a high school diploma or less education have been an active member of these groups or associations.

Long-term residents are more likely than newcomers to have done the following activities: worked together with someone or some group to solve a problem in the community; volunteered for a political organization or candidate running for office; given money to a candidate, political party or organization that supported candidates; contacted or visited a public official to express their opinion; contacted a newspaper or magazine to express their opinion on an issue; and worked as a canvasser. As an example, 65 percent of persons who have lived in their community for more than five years have worked together with someone to solve a community problem. In comparison, 54 percent of persons who have lived in the community for five years or less have done so.

Newcomers are more likely than long-term residents to have personally walked, ran or bicycled for a charitable cause and to have bought something because they like the social and political values of the company providing it.

Persons with management, professional or educational occupations are more likely than persons with different occupations to have done the following activities: worked together with someone or some group to solve a problem in the community; been an active member of any groups or associations, either locally or nationally; volunteered for a political organization or candidate running for office; signed an email petition about a social or political issue; avoided buying something from a company because they disagree with the social and political values of the company that produces it; and bought something because they like the social or political values of the company that produces or provides it. Just over two in ten persons with these types of occupations have volunteered for a political organization or candidate running for office,

compared to four percent of persons with occupations classified as other.

Persons with healthcare support or public safety occupations are the occupation group most likely to have done the following: volunteered or done any voluntary community service; belonged to or donated money to any local or national group or association; personally walked, ran or bicycled for a charitable cause; and helped raise money for a charitable cause besides donating money. Just over eight in ten persons with these types of occupations (82%) have helped raise money for a charitable cause, compared to 52 percent of persons with production, transportation or warehousing occupations.

Persons with occupations in agriculture are more likely than persons with different occupations to have contacted or visited a public official – at any level of government – to express their opinion. Just over one-half (53%) of persons with agriculture occupations have contacted a public official to express their opinion, compared to 25 percent of persons

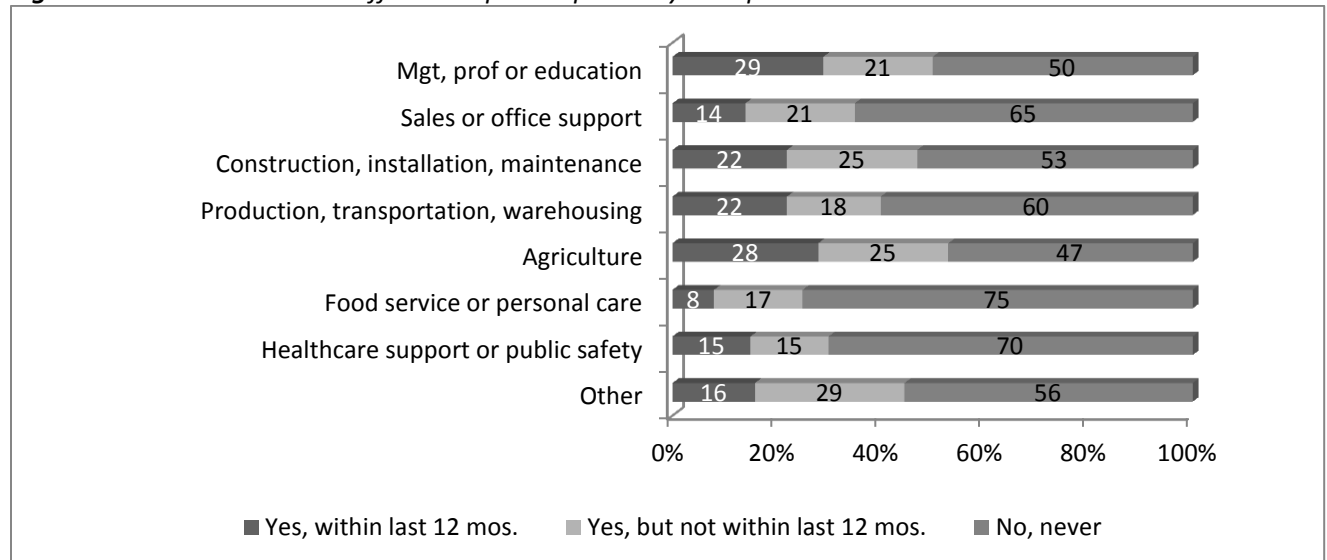
with food service or personal care occupations (Figure 5).

Persons with production, transportation or warehousing occupations are more likely than persons with different occupations to have signed a written petition about a political or social issue. Sixty percent of persons with these types of occupations have signed a written petition on these issues, compared to 38 percent of persons with construction, installation or maintenance occupations. The occupation groups most likely to have worked as a canvasser include: persons with management, professional or education occupations; persons with construction, installation or maintenance occupations; and persons with food service or personal care occupations.

## Election Activities

Respondents were next asked some questions about election activities. First, they were asked if they are currently registered in their election district. Most rural Nebraskans say they are

**Figure 5. Contacted a Public Office to Express Opinion by Occupation**



currently registered to vote. Eighty-three percent are currently registered to vote, five percent think they are, four percent don't think they are and eight percent are definitely not registered to vote in their district (Figure 6).

Some groups are more likely than others to be currently registered to vote (Appendix Table 3). Older persons are more likely than younger persons to be currently registered to vote in their election district. Ninety-three percent of persons age 65 and older say they are currently registered to vote, compared to 60 percent of persons age 19 to 29.

Residents of the Panhandle region are *less* likely than residents of other regions to be currently registered to vote. Seventy-nine percent of Panhandle residents say they are currently registered to vote, compared to 87 percent of residents of the Southeast region.

Other groups most likely to report being currently registered to vote in their election district include: persons with higher household incomes, persons with higher education levels, widowed persons, and long-term residents of the community. The occupation groups most

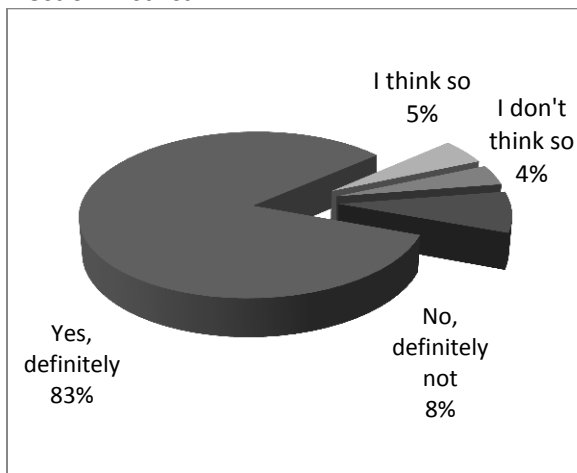
likely to be currently registered to vote include: management, professional or education occupations; agriculture occupations; and sales or office support occupations.

Respondents were next given a few election related activities and were asked if they do the following. The answer categories included: yes, always; yes, usually; and no.

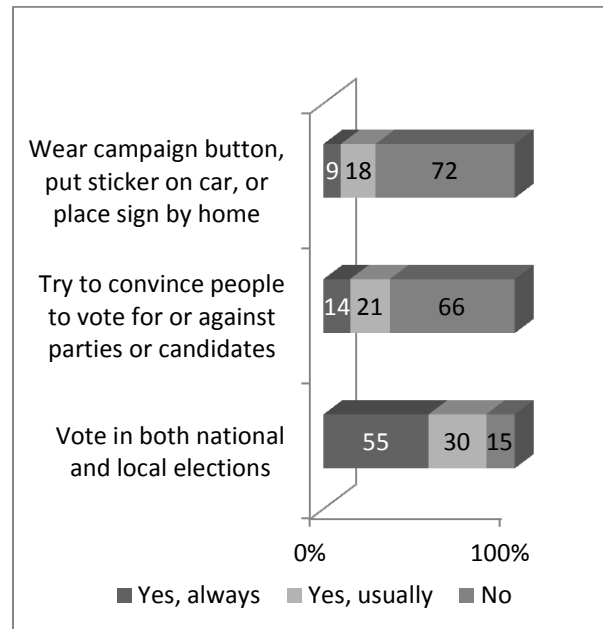
Most rural Nebraskans say they always vote in both national and local elections but fewer do any active campaigning during elections. Fifty-five percent of rural Nebraskans say they always vote in both national and local elections and an additional 30 percent say they usually do (Figure 7).

Just over one-third of rural Nebraskans say they try to convince people to vote for or against one of the parties or candidates when there is an election taking place. Fourteen percent always persuade people to vote a certain way and 21

**Figure 6. Currently Registered to Vote in Election District**



**Figure 7. Participation in Election Related Activities**





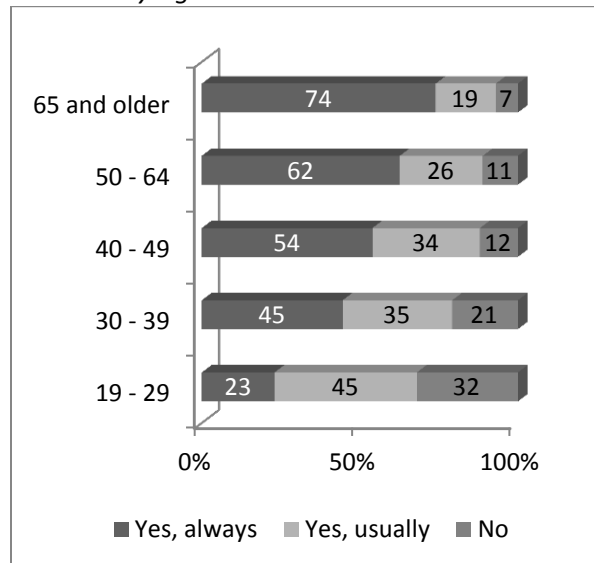
percent say they usually do so. Less than three in ten rural Nebraskans wear a campaign button, put a sticker on their car or place a sign in front of their house. Only nine percent say they always display campaign materials and 18 percent usually do so.

Participation in these election related activities are examined by community size, region and individual attributes (Appendix Table 4). Older persons are more likely than younger persons to vote in both national and local elections. Almost three-quarters of persons age 65 and older say they always vote in both national and local elections (Figure 8). However, only 23 percent of persons age 19 to 29 say they always vote in elections.

Other groups most likely to vote in both national and local elections include: persons with higher household incomes, males, persons with higher education levels, long-term residents in a community and persons with occupations classified as other.

Persons with occupations in agriculture are

**Figure 8. Voting in both National and Local Elections by Age**



more likely than persons with different occupations to say they try to convince people to vote for or against a party or candidate when there is an election taking place. Just over four in ten persons with agriculture occupations say they always or usually try to persuade someone how to vote, compared to only 19 percent of persons with food service or personal care occupations.

Other groups most likely to try to convince people who to vote for include: persons with higher household incomes, older persons, males, and person with higher education levels.

Older persons are more likely than younger persons to wear a campaign button, put a sticker on their car or place a sign in front of their house. Almost four in ten persons age 65 and older always or usually display such campaign materials, compared to 13 percent of persons age 19 to 29.

Other groups most likely to display campaign materials include: persons living in or near larger communities, persons with higher education levels, long-term residents of a community, and persons with food service or personal care occupations.

## Community Leadership

Finally, respondents were given a list of statements about the leadership in their community. They were asked to indicate their level of agreement or disagreement with each.

Most rural Nebraskans have positive feelings about their community leadership. Over one-half of rural Nebraskans (55%) agree or strongly agree that their community's leaders are effective and do a good job (Table 1). And, although opinions are somewhat mixed on whether or not they have a leadership crisis in



**Table 1. Opinions about Community Leadership**

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Strongly Agree</i>
Overall, our community's leaders are effective and do a good job.	5%	17%	23%	50%	5%
We have a leadership crisis in our community today.	8	33	34	20	6
Strong effective leadership will prevent our community's decline.	1	5	18	55	20
We are preparing our youth to be effective leaders in our community.	7	25	29	35	5
The problems our community faces today can be solved through effective leadership.	1	7	24	58	11
Ordinary citizens have a great deal of power to help make our community's leadership more effective.	3	12	20	52	14
I feel a great deal of personal responsibility to actively participate in making our community's leadership more effective.	2	12	46	32	8

their community today, more disagree with that statement than agree with it. However, approximately one-third neither agree nor disagree with that statement.

Most rural Nebraskans agree that strong and effective community leadership can prevent their community's decline and can solve the problems their community faces today. Just over three-quarters of rural Nebraskans agree or strongly agree that strong effective leadership will prevent their community's decline. And, almost seven in ten agree that the problems their community faces today can be solved through effective leadership.

Opinions are mixed on whether or not the youth are being prepared to be effective leaders in their community. While four in ten rural Nebraskans agree that "we are preparing our youth to be effective leaders in our

community," just over three in ten disagree with that statement. Twenty-nine percent neither agree nor disagree with the statement.

Most rural Nebraskans agree that ordinary citizens have a great deal of power to help make their community's leadership more effective. However, when asked about their personal responsibility to actively participate in making their community's leadership more effective, opinions are mixed. Almost two-thirds of rural Nebraskans agree or strongly agree that ordinary citizens have a great deal of power to help make their community's leadership more effective. Four in ten persons agree that they feel a great deal of personal responsibility to actively participate in making their community's leadership more effective. Fourteen percent disagree with that statement and almost one-half (46%) neither agree nor disagree.

Opinions about the leadership in their community differ by community size, region and various individual attributes (Appendix Table 5). Persons with higher education levels are more likely than persons with less education to agree that their community's leaders are effective and do a good job. Almost two-thirds of persons with at least a four year degree agree with this statement, compared to 49 percent of persons with a high school diploma or less education.

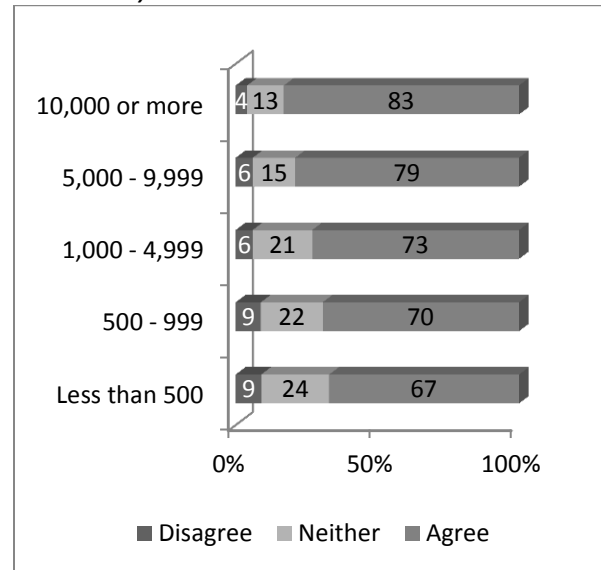
Other groups most likely to agree that their community's leaders are effective and do a good job include: persons with higher household incomes, older persons, newcomers to the community, and persons with management, professional and education occupations.

Residents of the Panhandle are *less* likely than persons living in other regions of the state to agree with this statement. Almost six in ten residents of both the North Central and South Central regions agree with this statement, compared to 43 percent of the Panhandle residents.

The groups most likely to agree with the statement that they have a leadership crisis in their community today include: persons with lower household incomes, persons with less education and long-term residents of the community.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to agree that strong effective leadership will prevent their community's decline. Eighty-three percent of persons living in or near communities with populations of 10,000 or more agree with this statement, compared to 67 percent of persons

**Figure 9. Belief that Strong Effective Leadership Will Prevent Community's Decline by Community Size**



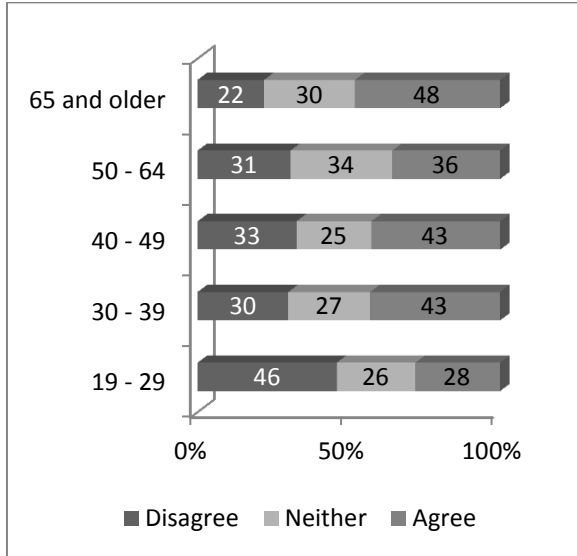
living in or near communities with less than 500 people (Figure 9).

Other groups most likely to agree with this statement include: persons with higher household incomes, persons with higher education levels and persons with management, professional or education occupations.

Older persons are more likely than younger persons to agree that they are preparing their youth to be effective leaders in their community. Almost one-half of persons age 65 and older (48%) agree with this statement, compared to 28 percent of persons age 19 to 29 (Figure 10).

Other groups most likely to agree with this statement include: persons living in or near communities with populations ranging from 1,000 to 9,999; residents of the North Central region; residents of the South Central region;

**Figure 10. Belief that Youth are being Prepared to be Effective Leaders in Community by Age**



persons with lower household incomes; females; and persons with occupations in agriculture. When comparing responses by education level, persons with some college education (but not a four year degree) are *less* likely than both persons with more and less education to agree with this statement.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to agree that the problems their community faces today can be solved through effective leadership. Almost three-quarters of persons living in or near communities with populations of 5,000 or more agree with this statement, compared to 58 percent of persons living in or near the smallest communities.

Persons with higher education levels are more likely than persons with less education to agree that ordinary citizens have a great deal of power to help make their community's leadership more effective. Seven in ten persons with at least a four year degree agree with this

statement, compared to 61 percent of persons with a high school diploma or less education. The occupation groups most likely to agree with that statement include: persons with production, transportation, or warehousing occupations; persons with management, professional or education occupations; and persons with occupations in agriculture.

Persons with management, professional or education occupations are more likely than persons with different occupations to agree that they feel a great deal of personal responsibility to actively participate in making their community's leadership more effective. Just over one-half of persons with these types of occupations (51%) agree with that statement, compared to only 18 percent of persons with food service or personal care occupations.

Other groups most likely to agree with this statement include: persons with higher household incomes, persons with higher education levels and newcomers to the community. When comparing the age groups, persons age 19 to 29 are the group most likely to *disagree* with this statement.

## Conclusion

Most rural Nebraskans have participated in community involvement activities but they have not been as involved in some political activities. However, most rural Nebraskans have spoken with their pocketbooks on political and social issues by either buying or boycotting products because of the social and political values of the company providing them. And, many rural Nebraskans have signed a written petition about a political or social issue and have contacted a local public official to express their opinion.

Certain groups are more likely than others to have participated in community and political involvement activities. While younger persons are more likely than older persons to have volunteered, older persons are more likely to have participated in various political activities. And, persons with higher household incomes and persons with higher education levels are more likely than persons with lower incomes and less education to have done most of the community and political involvement activities.

Most rural Nebraskans say they are currently registered to vote and most say they always vote in both national and local elections but fewer do any active campaigning during elections. Older persons are more likely than younger persons to vote in both national and local elections.

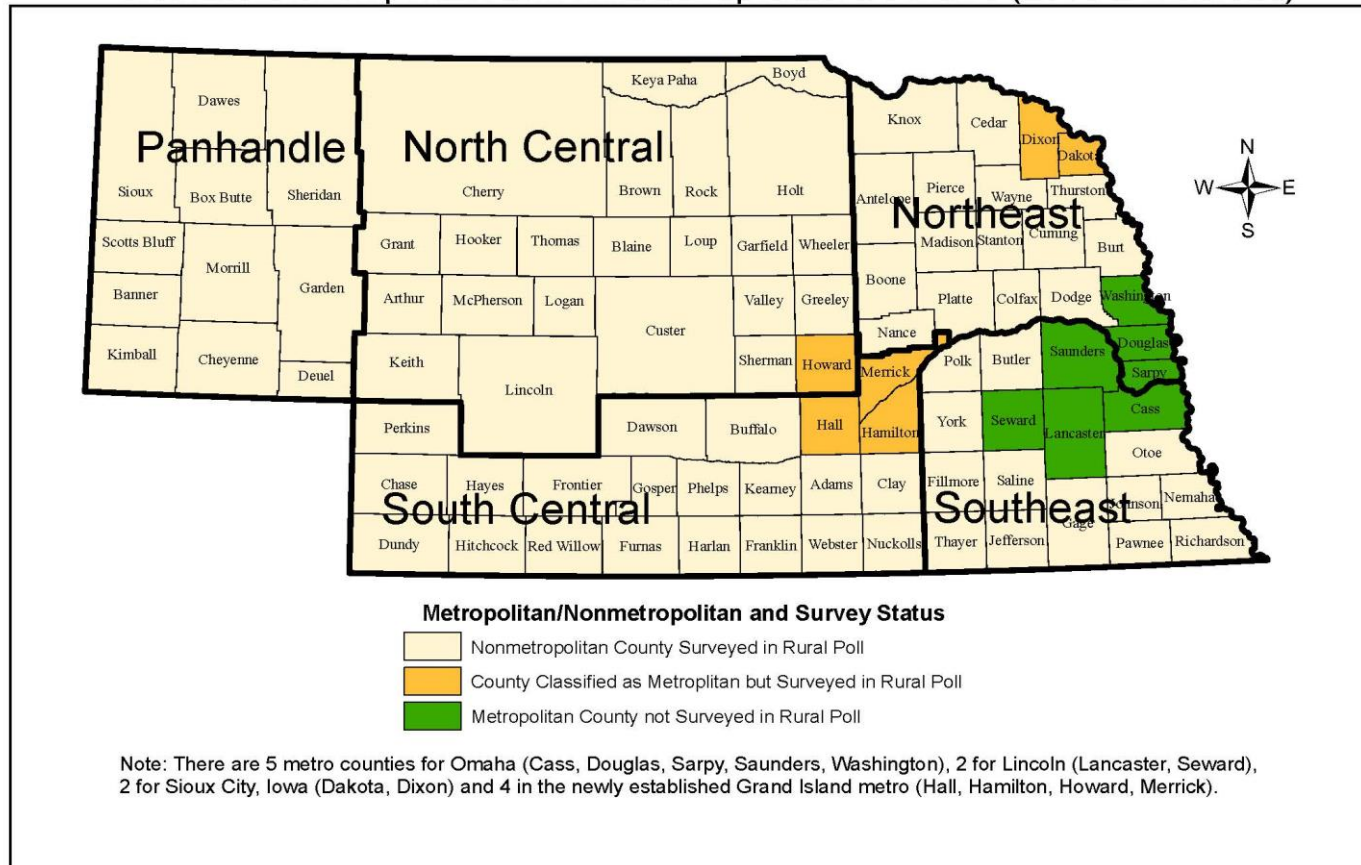
Most rural Nebraskans have positive feelings about their community leadership and most agree that strong and effective community leadership can prevent their community's decline and can solve the problems their community faces today. However, persons living in or near smaller communities are less likely than persons living in or near larger communities to agree with the last two statements.

Opinions are mixed on whether or not the youth are being prepared to be effective leaders in their community. Furthermore, the youngest respondents are the age group most likely to disagree with that statement.

Most rural Nebraskans agree that ordinary citizens have a great deal of power to help make their community's leadership more effective. Yet, when asked about their personal responsibility to actively participate in making their community's leadership more effective, opinions are mixed.

**Appendix Figure 1. Regions of Nebraska**

**Nebraska Metropolitan and Nonmetropolitan Counties (2013 Definitions)**



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

**Appendix Table 1. Demographic Profile of Rural Poll Respondents<sup>1</sup> Compared to 2009 – 2013 American Community Survey 5 Year Average for Nebraska\***

	<b>2015 Poll</b>	<b>2014 Poll</b>	<b>2013 Poll</b>	<b>2012 Poll</b>	<b>2011 Poll</b>	<b>2010 Poll</b>	<b>2009 - 2013 ACS</b>
<b>Age : <sup>2</sup></b>							
20 - 39	31%	32%	31%	31%	31%	32%	31%
40 - 64	45%	46%	44%	44%	44%	44%	45%
65 and over	24%	23%	24%	24%	24%	24%	24%
<b>Gender: <sup>3</sup></b>							
Female	58%	57%	51%	61%	60%	59%	51%
Male	42%	43%	49%	39%	40%	41%	49%
<b>Education: <sup>4</sup></b>							
Less than 9 <sup>th</sup> grade	1%	1%	1%	1%	1%	1%	5%
9 <sup>th</sup> to 12 <sup>th</sup> grade (no diploma)	2%	3%	3%	3%	3%	3%	7%
High school diploma (or equiv.)	22%	18%	23%	22%	26%	25%	34%
Some college, no degree	23%	23%	25%	25%	23%	25%	26%
Associate degree	15%	16%	15%	15%	16%	14%	10%
Bachelors degree	24%	24%	22%	24%	19%	20%	13%
Graduate or professional degree	13%	16%	12%	11%	12%	11%	5%
<b>Household Income: <sup>5</sup></b>							
Less than \$10,000	5%	5%	5%	6%	6%	6%	6%
\$10,000 - \$19,999	7%	7%	7%	10%	10%	10%	12%
\$20,000 - \$29,999	9%	8%	13%	11%	13%	13%	12%
\$30,000 - \$39,999	9%	14%	10%	10%	14%	12%	12%
\$40,000 - \$49,999	12%	12%	15%	12%	11%	13%	11%
\$50,000 - \$59,999	11%	13%	10%	13%	12%	11%	10%
\$60,000 - \$74,999	15%	13%	11%	14%	12%	13%	11%
\$75,000 or more	32%	29%	29%	25%	22%	23%	26%
<b>Marital Status: <sup>6</sup></b>							
Married	68%	68%	70%	70%	66%	71%	62%
Never married	13%	12%	12%	10%	14%	9%	17%
Divorced/separated	10%	12%	9%	11%	11%	11%	12%
Widowed/widower	8%	8%	9%	10%	10%	9%	8%

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

<sup>2</sup> 2009-2013 American Community Survey universe is non-metro population 20 years of age and over.

<sup>3</sup> 2009-2013 American Community Survey universe is non-metro population 20 years of age and over.

<sup>4</sup> 2009-2013 American Community Survey universe is non-metro population 18 years of age and over.

<sup>5</sup> 2009-2013 American Community Survey universe is all non-metro households.

<sup>6</sup> 2009-2013 American Community Survey universe is non-metro population 20 years of age and over.

\*Comparison numbers are estimates taken from the American Community Survey five-year sample and may reflect significant margins of error for areas with relatively small populations.

**Appendix Table 2. Measures of Community Involvement by Community Size, Region and Individual Attributes**

	<i>Worked together with someone or some group to solve a problem in the community where you live</i>				<i>Volunteered or done any voluntary community service for no pay</i>			
	<i>Yes, but</i>			<i>Sig.</i>	<i>Yes, but</i>			<i>Sig.</i>
	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>		<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	
	<i>Percentages</i>							
<b>Total</b>	29	34	37		53	31	17	
<b>Community Size</b>	(n = 1862)				(n = 1873)			
Less than 500	34	33	33		54	31	15	
500 - 999	32	38	31		53	36	11	
1,000 - 4,999	33	35	33	$\chi^2 =$	60	26	14	$\chi^2 =$
5,000 - 9,999	25	36	39	24.36*	46	35	19	22.51*
10,000 and up	25	33	43	(.002)	50	31	19	(.004)
<b>Region</b>	(n = 1900)				(n = 1910)			
Panhandle	26	39	35		48	36	17	
North Central	36	32	33		57	33	10	
South Central	24	33	43	$\chi^2 =$	52	28	20	$\chi^2 =$
Northeast	32	33	35	23.54*	53	31	16	17.20*
Southeast	30	37	33	(.003)	54	29	17	(.028)
<b>Individual Attributes:</b>								
<b>Income Level</b>	(n = 1747)				(n = 1753)			
Under \$20,000	17	29	54		30	37	33	
\$20,000 - \$39,999	24	33	43	$\chi^2 =$	44	35	22	$\chi^2 =$
\$40,000 - \$59,999	27	35	37	58.85*	51	34	15	118.55*
\$60,000 and over	36	34	30	(.000)	65	26	10	(.000)
<b>Age</b>	(n = 1905)				(n = 1916)			
19 - 29	29	29	43		54	33	14	
30 - 39	37	25	38		60	31	9	
40 - 49	36	35	29	$\chi^2 =$	65	23	12	$\chi^2 =$
50 - 64	27	37	36	46.27*	49	33	19	64.22*
65 and older	21	39	40	(.000)	44	31	25	(.000)
<b>Gender</b>	(n = 1872)			$\chi^2 =$	(n = 1879)			$\chi^2 =$
Male	31	33	36	3.62	49	31	20	15.09*
Female	27	35	38	(.164)	56	31	14	(.001)
<b>Education</b>	(n = 1872)				(n = 1880)			
H.S. diploma or less	17	34	49	$\chi^2 =$	36	33	31	$\chi^2 =$
Some college	27	35	38	85.84*	50	35	16	160.79*
Bachelors/grad degree	39	34	27	(.000)	68	25	7	(.000)
<b>Yrs Lived in Community</b>	(n = 1669)			$\chi^2 =$	(n = 1681)			$\chi^2 =$
Five years or less	26	28	46	14.24*	52	35	13	3.53
More than five years	29	36	34	(.001)	54	30	16	(.171)
<b>Occupation</b>	(n = 1376)				(n = 1380)			
Mgt, prof or education	42	32	27		69	23	9	
Sales or office support	20	38	42		47	36	18	
Constrn, inst or maint	34	30	36		45	30	25	
Prodn/trans/warehsing	18	32	51		33	42	24	
Agriculture	35	37	28		59	28	13	
Food serv/pers. care	15	31	55	$\chi^2 =$	37	48	16	$\chi^2 =$
Hlthcare supp/safety	36	34	31	79.11*	69	25	7	108.62*
Other	16	32	52	(.000)	50	25	25	(.000)

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

Appendix Table 2 continued.

	<i>Belong to or donate any money to any groups or associations, either locally or nationally</i>			<i>Been an active member of any groups or associations, either locally or nationally</i>				
	<i>Yes, but</i>			<i>Yes, but</i>				
	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	<i>Sig.</i>	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	<i>Sig.</i>
	<i>Percentages</i>							
<b>Total</b>	68	15	17		45	22	33	
<b>Community Size</b>	(n = 1877)				(n = 1830)			
Less than 500	67	13	21		42	21	37	
500 - 999	71	16	13		50	23	27	
1,000 - 4,999	67	16	17	$\chi^2 =$	49	23	29	$\chi^2 =$
5,000 - 9,999	61	19	21	18.96*	42	21	38	13.52
10,000 and up	73	13	14	(.015)	46	21	34	(.095)
<b>Region</b>	(n = 1916)				(n = 1870)			
Panhandle	65	16	19		45	23	32	
North Central	70	15	15		47	20	33	
South Central	67	14	19	$\chi^2 =$	43	24	34	$\chi^2 =$
Northeast	72	13	15	7.71	49	18	33	8.05
Southeast	66	17	17	(.463)	42	24	34	(.429)
<b>Individual Attributes:</b>								
<i>Income Level</i>	(n = 1759)				(n = 1718)			
Under \$20,000	43	18	39		20	22	58	
\$20,000 - \$39,999	59	17	24	$\chi^2 =$	33	24	43	$\chi^2 =$
\$40,000 - \$59,999	65	19	16	175.93*	44	23	33	139.32*
\$60,000 and over	81	11	8	(.000)	58	20	23	(.000)
<i>Age</i>	(n = 1919)				(n = 1876)			
19 - 29	70	11	19		53	16	31	
30 - 39	73	14	14		52	17	30	
40 - 49	74	14	12	$\chi^2 =$	57	18	25	$\chi^2 =$
50 - 64	68	16	17	26.18*	41	26	33	73.71*
65 and older	60	17	22	(.001)	32	25	43	(.000)
<i>Gender</i>	(n = 1886)			$\chi^2 =$	(n = 1840)			$\chi^2 =$
Male	65	15	20	9.64*	44	21	35	2.88
Female	71	14	15	(.008)	47	22	32	(.236)
<i>Education</i>	(n = 1886)				(n = 1839)			
H.S. diploma or less	50	21	29	$\chi^2 =$	28	19	54	$\chi^2 =$
Some college	68	14	18	144.26*	43	24	34	163.06*
Bachelors/grad degree	82	11	7	(.000)	60	21	19	(.000)
<i>Yrs Lived in Community</i>	(n = 1686)			$\chi^2 =$	(n = 1648)			$\chi^2 =$
Five years or less	67	13	20	3.84	45	21	34	0.47
More than five years	70	15	15	(.146)	47	21	32	(.792)
<i>Occupation</i>	(n = 1387)				(n = 1360)			
Mgt, prof or education	80	10	9		63	19	18	
Sales or office support	73	13	14		40	26	34	
Constrn, inst or maint	59	18	23		44	22	34	
Prodn/trans/warehsing	60	20	21		34	25	41	
Agriculture	69	18	13		47	24	29	
Food serv/pers. care	49	22	28	$\chi^2 =$	36	14	51	$\chi^2 =$
Hlthcare supp/safety	83	9	8	79.06*	62	16	22	102.13*
Other	60	18	22	(.000)	31	14	55	(.000)

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



Appendix Table 2 continued.

	<i>Personally walked, ran or bicycled for a charitable cause</i>			<i>Helped raise money for a charitable cause besides donating money</i>				
	<i>Yes, but</i>			<i>Yes, but</i>				
	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	<i>Sig.</i>	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	<i>Sig.</i>
<b>Total</b>	19	30	51		32	35	33	
<b>Community Size</b>	(n = 1860)				(n = 1864)			
Less than 500	14	29	58		25	40	35	
500 - 999	20	26	54		29	37	34	
1,000 - 4,999	19	33	48	$\chi^2 =$	38	33	29	$\chi^2 =$
5,000 - 9,999	15	32	52	23.46*	33	34	33	16.79*
10,000 and up	24	31	46	(.003)	32	36	32	(.032)
<b>Region</b>	(n = 1900)				(n = 1904)			
Panhandle	21	29	51		36	33	31	
North Central	15	27	58		30	42	28	
South Central	21	29	49	$\chi^2 =$	28	36	36	$\chi^2 =$
Northeast	20	32	48	13.56	34	33	33	14.28
Southeast	16	32	52	(.094)	35	33	32	(.075)
<b>Individual Attributes:</b>								
<b>Income Level</b>	(n = 1745)				(n = 1750)			
Under \$20,000	8	19	73		21	29	50	
\$20,000 - \$39,999	17	21	62	$\chi^2 =$	27	34	40	$\chi^2 =$
\$40,000 - \$59,999	17	35	49	96.14*	28	41	31	73.50*
\$60,000 and over	23	37	40	(.000)	40	35	25	(.000)
<b>Age</b>	(n = 1905)				(n = 1910)			
19 - 29	29	32	39		27	44	29	
30 - 39	27	35	39		40	35	26	
40 - 49	26	32	42	$\chi^2 =$	44	30	26	$\chi^2 =$
50 - 64	16	31	53	139.94*	32	35	33	76.83*
65 and older	6	24	70	(.000)	22	33	45	(.000)
<b>Gender</b>	(n = 1869)			$\chi^2 =$	(n = 1873)			$\chi^2 =$
Male	13	27	59	50.10*	30	32	38	19.08*
Female	23	33	44	(.000)	33	38	29	(.000)
<b>Education</b>	(n = 1867)				(n = 1872)			
H.S. diploma or less	10	20	71	$\chi^2 =$	22	29	50	$\chi^2 =$
Some college	18	31	52	140.80*	30	38	32	109.91*
Bachelors/grad degree	27	38	36	(.000)	41	37	22	(.000)
<b>Yrs Lived in Community</b>	(n = 1671)			$\chi^2 =$	(n = 1676)			$\chi^2 =$
Five years or less	28	28	44	19.05*	31	40	30	2.68
More than five years	17	32	52	(.000)	33	35	32	(.261)
<b>Occupation</b>	(n = 1376)				(n = 1378)			
Mgt, prof or education	31	38	31		45	35	20	
Sales or office support	25	32	43		37	35	29	
Constrn, inst or maint	16	26	57		38	25	37	
Prodn/trans/warehsing	11	28	61		19	33	48	
Agriculture	10	24	66		25	48	28	
Food serv/pers. care	14	21	65	$\chi^2 =$	22	39	39	$\chi^2 =$
Hlthcare supp/safety	34	41	25	146.53*	41	41	17	92.20*
Other	9	36	55	(.000)	23	41	36	(.000)

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

Appendix Table 2 continued.

	<i>Volunteered for a political organization or candidate running for office</i>				<i>Given money to a candidate, political party, or organization that supported candidates</i>			
	<i>Yes, but</i>			<i>Sig.</i>	<i>Yes, but</i>			<i>Sig.</i>
	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>		<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	
	<i>Percentages</i>							
<b>Total</b>	6	11	83		9	14	77	
<b>Community Size</b>	(n = 1869)				(n = 1870)			
Less than 500	7	10	84		8	11	81	
500 - 999	7	8	85		4	13	83	
1,000 - 4,999	8	13	79	$\chi^2 =$	10	16	75	$\chi^2 =$
5,000 - 9,999	4	7	89	18.83*	9	15	76	15.82*
10,000 and up	4	13	83	(.016)	11	13	75	(.045)
<b>Region</b>	(n = 1910)				(n = 1910)			
Panhandle	5	8	87		9	14	78	
North Central	8	11	82		9	13	78	
South Central	6	11	83	$\chi^2 =$	12	13	76	$\chi^2 =$
Northeast	6	11	83	8.03	7	15	79	10.04
Southeast	4	14	82	(.431)	8	14	78	(.263)
<b>Individual Attributes:</b>								
<i>Income Level</i>	(n = 1753)				(n = 1756)			
Under \$20,000	3	7	90		3	8	90	
\$20,000 - \$39,999	4	11	85	$\chi^2 =$	7	14	79	$\chi^2 =$
\$40,000 - \$59,999	8	11	82	14.01*	7	16	77	37.64*
\$60,000 and over	7	13	81	(.030)	13	14	73	(.000)
<i>Age</i>	(n = 1915)				(n = 1915)			
19 - 29	3	6	91		3	3	95	
30 - 39	6	8	86		5	9	86	
40 - 49	9	11	81	$\chi^2 =$	12	13	76	$\chi^2 =$
50 - 64	7	13	80	28.64*	10	19	71	106.70*
65 and older	5	14	81	(.000)	13	19	68	(.000)
<i>Gender</i>	(n = 1878)			$\chi^2 =$	(n = 1879)			$\chi^2 =$
Male	6	10	83	1.45	12	16	73	20.24*
Female	5	12	83	(.483)	7	12	81	(.000)
<i>Education</i>	(n = 1880)				(n = 1877)			
H.S. diploma or less	3	10	87	$\chi^2 =$	6	10	84	$\chi^2 =$
Some college	6	9	86	23.78*	7	13	80	42.48*
Bachelors/grad degree	8	14	78	(.000)	13	17	70	(.000)
<i>Yrs Lived in Community</i>	(n = 1678)			$\chi^2 =$	(n = 1678)			$\chi^2 =$
Five years or less	2	9	89	8.68*	6	10	84	8.94*
More than five years	6	11	83	(.013)	9	15	76	(.011)
<i>Occupation</i>	(n = 1377)				(n = 1381)			
Mgt, prof or education	8	13	79		11	14	75	
Sales or office support	4	8	88		8	14	79	
Constrn, inst or maint	10	6	84		7	8	85	
Prodn/trans/warehsing	4	10	86		7	11	82	
Agriculture	8	10	82		11	13	75	
Food serv/pers. care	4	12	85	$\chi^2 =$	4	12	85	$\chi^2 =$
Hlthcare supp/safety	3	12	85	23.91*	6	11	83	17.00
Other	2	2	95	(.047)	9	16	75	(.273)

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

Appendix Table 2 continued.

	<i>Contacted or visited a public official (at any level of government) to express opinion</i>				<i>Contacted a newspaper or magazine to express your opinion on an issue</i>			
	<i>Yes, but</i>			<i>Sig.</i>	<i>Yes, but</i>			<i>Sig.</i>
	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>		<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	
	<i>Percentages</i>							
<b>Total</b>	22	22	57		6	14	80	
<b>Community Size</b>	(n = 1878)				(n = 1871)			
Less than 500	22	20	58		5	10	85	
500 - 999	21	24	55		6	12	82	
1,000 - 4,999	26	23	51	$\chi^2 =$	7	12	81	$\chi^2 =$
5,000 - 9,999	21	19	60	14.78	7	18	75	17.50*
10,000 and up	18	21	60	(.064)	5	17	78	(.025)
<b>Region</b>	(n = 1917)				(n = 1910)			
Panhandle	21	25	55		6	17	78	
North Central	25	23	52		5	15	80	
South Central	19	19	62	$\chi^2 =$	6	13	81	$\chi^2 =$
Northeast	22	22	56	13.35	6	13	81	3.33
Southeast	25	21	54	(.100)	7	13	80	(.912)
<b>Individual Attributes:</b>								
<i>Income Level</i>	(n = 1760)				(n = 1755)			
Under \$20,000	12	19	70		3	10	87	
\$20,000 - \$39,999	18	23	60	$\chi^2 =$	7	13	81	$\chi^2 =$
\$40,000 - \$59,999	19	21	60	34.75*	5	14	81	9.98
\$60,000 and over	27	21	52	(.000)	7	16	78	(.125)
<i>Age</i>	(n = 1922)				(n = 1917)			
19 - 29	16	7	77		1	3	96	
30 - 39	17	16	66		3	9	88	
40 - 49	25	19	56	$\chi^2 =$	9	17	75	$\chi^2 =$
50 - 64	25	27	49	101.39*	7	19	74	89.05*
65 and older	22	29	49	(.000)	7	17	76	(.000)
<i>Gender</i>	(n = 1886)			$\chi^2 =$	(n = 1880)			$\chi^2 =$
Male	24	26	50	31.79*	6	16	78	7.40*
Female	20	18	62	(.000)	6	12	82	(.025)
<i>Education</i>	(n = 1886)				(n = 1881)			
H.S. diploma or less	12	20	68	$\chi^2 =$	4	10	86	$\chi^2 =$
Some college	20	22	59	60.55*	6	12	82	27.06*
Bachelors/grad degree	30	22	48	(.000)	6	19	75	(.000)
<i>Yrs Lived in Community</i>	(n = 1685)			$\chi^2 =$	(n = 1679)			$\chi^2 =$
Five years or less	15	16	69	18.83*	4	5	91	25.04*
More than five years	23	22	55	(.000)	6	16	78	(.000)
<i>Occupation</i>	(n = 1384)				(n = 1381)			
Mgt, prof or education	29	21	50		7	15	78	
Sales or office support	14	21	65		4	11	84	
Constrn, inst or maint	22	25	53		8	11	81	
Prodn/trans/warehsing	22	18	60		4	17	79	
Agriculture	28	25	47		4	18	79	
Food serv/pers. care	8	17	75	$\chi^2 =$	5	8	87	$\chi^2 =$
Hlthcare supp/safety	15	15	70	58.11*	2	10	88	22.49
Other	16	29	56	(.000)	9	9	82	(.069)

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

Appendix Table 2 continued.

	<i>Taken part in a protest, march or demonstration</i>			<i>Signed an email petition about a social or political issue</i>			
	<i>Yes, but</i>		<i>No, never</i>	<i>Yes, but</i>			<i>Sig.</i>
	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>		<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	
	<i>Percentages</i>						
<b>Total</b>	2	9	89		17	19	64
<b>Community Size</b>	(n = 1861)				(n = 1848)		
Less than 500	2	8	90		13	19	68
500 - 999	2	9	89		19	15	67
1,000 - 4,999	1	7	92	$\chi^2 =$	15	17	68
5,000 - 9,999	1	9	90	10.00	20	19	61
10,000 and up	3	10	87	(.265)	20	23	58
<b>Region</b>	(n = 1901)				(n = 1887)		
Panhandle	5	11	84		20	20	60
North Central	1	8	91		18	21	61
South Central	2	9	90	$\chi^2 =$	18	18	64
Northeast	3	7	90	13.23	14	18	68
Southeast	2	10	89	(.104)	16	20	63
<b>Individual Attributes:</b>							
<i>Income Level</i>	(n = 1746)				(n = 1731)		
Under \$20,000	2	6	93		11	13	76
\$20,000 - \$39,999	4	7	89	$\chi^2 =$	20	14	66
\$40,000 - \$59,999	2	9	90	14.16*	16	18	66
\$60,000 and over	2	10	87	(.028)	19	23	58
<i>Age</i>	(n = 1905)				(n = 1894)		
19 - 29	3	5	92		19	14	67
30 - 39	2	10	88		22	21	57
40 - 49	3	8	89	$\chi^2 =$	19	25	56
50 - 64	2	13	86	23.58*	17	20	63
65 and older	2	6	93	(.003)	11	15	74
<i>Gender</i>	(n = 1870)			$\chi^2 =$	(n = 1857)		
Male	2	9	89	1.42	15	19	66
Female	2	8	89	(.491)	18	19	62
<i>Education</i>	(n = 1870)				(n = 1855)		
H.S. diploma or less	2	3	95	$\chi^2 =$	7	13	80
Some college	1	6	93	62.67*	18	19	64
Bachelors/grad degree	3	15	82	(.000)	23	23	54
<i>Yrs Lived in Community</i>	(n = 1671)			$\chi^2 =$	(n = 1663)		
Five years or less	2	12	87	4.11	20	15	65
More than five years	2	8	90	(.128)	17	20	64
<i>Occupation</i>	(n = 1374)				(n = 1372)		
Mgt, prof or education	4	12	85		25	22	54
Sales or office support	3	6	91		15	21	64
Constrn, inst or maint	1	4	96		7	22	71
Prodn/trans/warehsing	1	6	93		23	19	58
Agriculture	2	8	90		15	16	70
Food serv/pers. care	2	8	89	$\chi^2 =$	19	20	61
Hlthcare supp/safety	3	11	86	19.38	16	24	61
Other	2	7	91	(.151)	21	5	75

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

Appendix Table 2 continued.

	<i>Signed a written petition about a political or social issue</i>			<i>Avoided buying something from a company because you disagree with social/political values</i>				
	<i>Yes, but</i>			<i>Yes, but</i>				
	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	<i>Sig.</i>	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	<i>Sig.</i>
	<i>Percentages</i>							
<b>Total</b>	16	33	51		35	27	38	
<b>Community Size</b>	(n = 1845)				(n = 1871)			
Less than 500	16	31	53		34	25	41	
500 - 999	16	25	59		32	25	43	
1,000 - 4,999	13	35	53	$\chi^2 =$	33	32	35	$\chi^2 =$
5,000 - 9,999	18	32	51	21.31*	37	26	36	15.49
10,000 and up	19	37	45	(.006)	39	26	35	(.050)
<b>Region</b>	(n = 1885)				(n = 1909)			
Panhandle	21	37	42		39	25	37	
North Central	18	37	45		37	28	35	
South Central	16	31	53	$\chi^2 =$	36	26	38	$\chi^2 =$
Northeast	14	29	58	24.23*	33	28	40	5.15
Southeast	17	36	47	(.002)	33	28	39	(.742)
<b>Individual Attributes:</b>								
<i>Income Level</i>	(n = 1730)				(n = 1754)			
Under \$20,000	10	27	63		18	23	59	
\$20,000 - \$39,999	20	30	50	$\chi^2 =$	23	29	48	$\chi^2 =$
\$40,000 - \$59,999	18	35	48	18.53*	40	24	36	97.70*
\$60,000 and over	17	36	48	(.005)	43	28	29	(.000)
<i>Age</i>	(n = 1889)				(n = 1916)			
19 - 29	17	17	65		40	19	41	
30 - 39	17	29	55		44	22	34	
40 - 49	20	35	46	$\chi^2 =$	40	28	32	$\chi^2 =$
50 - 64	15	42	43	65.24*	35	33	33	66.53*
65 and older	14	33	53	(.000)	24	27	49	(.000)
<i>Gender</i>	(n = 1854)			$\chi^2 =$	(n = 1881)			$\chi^2 =$
Male	17	33	50	1.03	38	23	39	11.42*
Female	16	33	52	(.599)	34	30	37	(.003)
<i>Education</i>	(n = 1855)				(n = 1880)			
H.S. diploma or less	8	29	63	$\chi^2 =$	20	23	56	$\chi^2 =$
Some college	17	34	49	51.94*	35	27	38	120.31*
Bachelors/grad degree	21	35	44	(.000)	46	28	26	(.000)
<i>Yrs Lived in Community</i>	(n = 1661)			$\chi^2 =$	(n = 1682)			$\chi^2 =$
Five years or less	16	32	52	0.34	40	25	35	3.44
More than five years	17	33	50	(.844)	34	27	38	(.179)
<i>Occupation</i>	(n = 1366)				(n = 1384)			
Mgt, prof or education	22	31	46		45	32	23	
Sales or office support	14	36	51		31	29	40	
Constrn, inst or maint	8	30	62		30	27	44	
Prodn/trans/warehsing	20	40	40		40	23	37	
Agriculture	16	37	47		41	24	35	
Food serv/pers. care	15	31	54	$\chi^2 =$	26	21	52	$\chi^2 =$
Hlthcare supp/safety	17	27	57	29.99*	38	23	39	57.06*
Other	16	29	56	(.008)	30	25	46	(.000)

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

Appendix Table 2 continued.

	<i>Bought something because you like the social/political values of company that produces it</i>			<i>Worked as a canvasser – going door to door for a political or social group or candidate</i>				
	<i>Yes, but</i>			<i>Yes, but</i>				
	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	<i>Sig.</i>	<i>Yes, within last 12 mos.</i>	<i>not within last 12 mos.</i>	<i>No, never</i>	<i>Sig.</i>
	<i>Percentages</i>							
<b>Total</b>	34	21	45		2	8	90	
<b>Community Size</b>		(n = 1874)				(n = 1878)		
Less than 500	29	20	51		1	7	92	
500 - 999	32	20	49		4	6	91	
1,000 - 4,999	30	26	44	$\chi^2 =$	2	9	89	$\chi^2 =$
5,000 - 9,999	35	19	46	26.94*	0	8	92	15.37
10,000 and up	41	20	40	(.001)	2	9	89	(.052)
<b>Region</b>		(n = 1914)				(n = 1918)		
Panhandle	34	23	44		1	9	90	
North Central	33	22	45		3	8	90	
South Central	34	21	45	$\chi^2 =$	2	8	90	$\chi^2 =$
Northeast	35	19	46	1.82	1	7	92	7.21
Southeast	32	21	46	(.986)	1	10	89	(.514)
<b>Individual Attributes:</b>								
<i>Income Level</i>		(n = 1756)				(n = 1759)		
Under \$20,000	20	15	65		4	6	91	
\$20,000 - \$39,999	25	20	55	$\chi^2 =$	2	9	89	$\chi^2 =$
\$40,000 - \$59,999	35	24	41	82.00*	1	9	90	9.75
\$60,000 and over	42	22	36	(.000)	1	8	91	(.135)
<i>Age</i>		(n = 1921)				(n = 1922)		
19 - 29	42	15	42		4	1	95	
30 - 39	37	15	47		1	3	96	
40 - 49	39	25	36	$\chi^2 =$	3	7	91	$\chi^2 =$
50 - 64	34	24	42	65.83*	2	12	87	63.31*
65 and older	21	23	56	(.000)	1	13	87	(.000)
<i>Gender</i>		(n = 1885)		$\chi^2 =$		(n = 1886)		$\chi^2 =$
Male	35	19	45	2.54	1	8	91	1.25
Female	33	22	45	(.281)	2	8	90	(.536)
<i>Education</i>		(n = 1882)				(n = 1887)		
H.S. diploma or less	23	20	57	$\chi^2 =$	2	6	92	$\chi^2 =$
Some college	33	19	48	72.52*	2	8	90	10.30*
Bachelors/grad degree	43	24	34	(.000)	1	10	89	(.036)
<i>Yrs Lived in Community</i>		(n = 1685)		$\chi^2 =$		(n = 1688)		$\chi^2 =$
Five years or less	41	18	41	7.74*	0.3	5	94	8.26*
More than five years	33	22	46	(.021)	2	9	89	(.016)
<i>Occupation</i>		(n = 1386)				(n = 1385)		
Mgt, prof or education	45	24	31		2	10	88	
Sales or office support	29	23	48		1	9	89	
Constrn, inst or maint	31	20	49		5	7	88	
Prodn/trans/warehsing	32	26	41		2	3	96	
Agriculture	42	17	42		1	4	95	
Food serv/pers. care	26	13	62	$\chi^2 =$	7	5	88	$\chi^2 =$
Hlthcare supp/safety	37	16	46	64.39*	2	6	93	33.65*
Other	27	7	66	(.000)	0	4	96	(.002)

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

**Appendix Table 3. Currently Registered to Vote by Community Size, Region and Individual Attributes**

	<i>Yes, definitely</i>	<i>I think so</i>	<i>I don't think so</i>	<i>No, definitely not</i>	<u>Significance</u>
<b>Total</b>	83	5	4	8	
<b>Community Size</b>			<i>Percentages</i>		
			(n = 1859)		
Less than 500	83	6	5	7	
500 - 999	80	6	5	9	
1,000 - 4,999	86	3	5	7	
5,000 - 9,999	86	2	4	8	$\chi^2 = 14.32$
10,000 and up	82	6	4	8	(.281)
<b>Region</b>			(n = 1893)		
Panhandle	79	2	5	14	
North Central	85	7	4	4	
South Central	81	5	6	9	
Northeast	84	5	4	8	$\chi^2 = 26.23^*$
Southeast	87	4	2	8	(.010)
<b>Household Income</b>			(n = 1737)		
Under \$20,000	73	5	5	17	
\$20,000 - \$39,999	78	6	7	9	
\$40,000 - \$59,999	82	4	5	9	$\chi^2 = 52.95^*$
\$60,000 and over	88	5	3	5	(.000)
<b>Age</b>			(n = 1898)		
19 - 29	60	13	9	18	
30 - 39	76	5	9	11	
40 - 49	88	3	4	6	
50 - 64	88	3	2	6	$\chi^2 = 183.99^*$
65 and older	93	2	1	4	(.000)
<b>Gender</b>			(n = 1866)		
Male	84	5	4	7	$\chi^2 = 2.15$
Female	82	5	5	8	(.541)
<b>Education</b>			(n = 1868)		
H.S. diploma or less	76	5	6	14	
Some college	83	5	5	8	$\chi^2 = 41.97^*$
Bachelors or grad degree	88	5	3	4	(.000)
<b>Marital Status</b>			(n = 1856)		
Married	88	4	3	5	
Never married	60	11	9	20	
Divorced/separated	76	5	8	12	$\chi^2 = 127.92^*$
Widowed	93	2	1	5	(.000)
<b>Occupation</b>			(n = 1376)		
Mgt, prof or education	86	7	3	4	
Sales or office support	84	5	2	9	
Constrn, inst or maint	78	3	8	12	
Prodn/trans/warehsing	74	15	2	9	
Agriculture	86	3	3	8	
Food serv/pers. care	69	6	11	14	
Hlthcare supp/safety	79	3	5	14	$\chi^2 = 75.26^*$
Other	79	0	9	12	(.000)
<b>Yrs Lived in Community</b>			(n = 1666)		
Five years or less	67	8	8	17	$\chi^2 = 68.75^*$
More than five years	87	4	4	6	(.000)

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

**Appendix Table 4. Election Related Activities by Community Size, Region and Individual Attributes**

	<i>Vote in both national and local elections</i>			<i>Sig.</i>	<i>Try to convince people to vote for or against one of the parties or candidates when there is an election taking place</i>			<i>Sig.</i>
	<i>Yes, always</i>	<i>Yes, usually</i>	<i>No</i>		<i>Yes, always</i>	<i>Yes, usually</i>	<i>No</i>	
<b>Total</b>	55	30	15		14	21	66	
<b>Community Size</b>	(n = 1857)				(n = 1853)			
Less than 500	51	33	16		15	17	68	
500 - 999	52	31	17		13	24	63	
1,000 - 4,999	59	28	13	$\chi^2 =$	16	20	64	$\chi^2 =$
5,000 - 9,999	59	25	16	8.50	16	17	67	13.32
10,000 and up	54	31	15	(.387)	11	23	66	(.101)
<b>Region</b>	(n = 1894)				(n = 1891)			
Panhandle	51	30	19		12	19	70	
North Central	60	29	11		16	22	63	
South Central	55	29	16	$\chi^2 =$	14	20	66	$\chi^2 =$
Northeast	53	31	16	8.07	13	24	64	6.87
Southeast	55	31	14	(.427)	14	18	67	(.551)
<b>Individual Attributes:</b>								
<b>Income Level</b>	(n = 1738)				(n = 1735)			
Under \$20,000	38	31	31		7	16	77	
\$20,000 - \$39,999	58	23	19	$\chi^2 =$	12	18	70	$\chi^2 =$
\$40,000 - \$59,999	51	33	16	78.03*	13	22	66	26.19*
\$60,000 and over	60	31	9	(.000)	16	24	60	(.000)
<b>Age</b>	(n = 1901)				(n = 1896)			
19 - 29	23	45	32		6	21	73	
30 - 39	45	35	21		14	13	73	
40 - 49	54	34	12	$\chi^2 =$	15	25	60	$\chi^2 =$
50 - 64	62	26	11	227.75*	16	21	63	35.87*
65 and older	74	19	7	(.000)	14	22	64	(.000)
<b>Gender</b>	(n = 1868)				(n = 1864)			
Male	59	28	13	$\chi^2 =$	17	23	60	$\chi^2 =$
Female	51	32	17	12.91*	12	19	70	17.92*
				(.002)				(.000)
<b>Education</b>	(n = 1868)				(n = 1861)			
H.S. diploma or less	45	32	23	$\chi^2 =$	10	18	72	$\chi^2 =$
Some college	53	31	16	55.22*	13	20	68	24.97*
Bachelors/grad degree	63	28	9	(.000)	17	24	59	(.000)
<b>Yrs Lived in Community</b>	(n = 1669)				(n = 1665)			
Five years or less	37	42	22	$\chi^2 =$	11	17	72	$\chi^2 =$
More than five years	58	28	13	46.78*	14	21	65	4.84
				(.000)				(.089)
<b>Occupation</b>	(n = 1379)				(n = 1379)			
Mgt, prof or education	58	32	10		15	24	61	
Sales or office support	54	33	14		10	25	65	
Constrn, inst or maint	49	32	19		12	23	65	
Prodn/trans/warehsing	38	39	23		13	17	70	
Agriculture	55	36	10		20	21	60	
Food serv/pers. care	30	37	33	$\chi^2 =$	5	14	81	$\chi^2 =$
Hlthcare supp/safety	48	30	22	62.22*	15	14	71	31.18*
Other	64	24	12	(.000)	12	19	69	(.005)

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



Appendix Table 4 continued.

<i>Wear a campaign button, put a sticker on your car, or place a sign in front of your house</i>				
	<i>Yes, always</i>	<i>Yes, usually</i>	<i>No</i>	<i>Sig.</i>
	<i>Percentages</i>			
<b>Total</b>	9	18	72	
<b>Community Size</b>	(n = 1858)			
Less than 500	8	12	80	
500 - 999	10	16	74	
1,000 - 4,999	9	21	70	$\chi^2 =$
5,000 - 9,999	11	19	69	16.35*
10,000 and up	10	20	70	(.038)
<b>Region</b>	(n = 1897)			
Panhandle	10	23	68	
North Central	9	17	74	
South Central	10	18	73	$\chi^2 =$
Northeast	8	19	73	9.14
Southeast	12	16	71	(.330)
<b>Individual Attributes:</b>				
<i>Income Level</i>	(n = 1738)			
Under \$20,000	8	12	80	
\$20,000 - \$39,999	9	17	74	$\chi^2 =$
\$40,000 - \$59,999	9	17	74	12.13
\$60,000 and over	10	21	69	(.059)
<i>Age</i>	(n = 1900)			
19 - 29	3	10	87	
30 - 39	6	14	80	
40 - 49	9	20	71	$\chi^2 =$
50 - 64	12	19	69	73.74*
65 and older	14	25	62	(.000)
<i>Gender</i>	(n = 1868)			$\chi^2 =$
Male	10	18	72	0.15
Female	9	19	72	(.930)
<i>Education</i>	(n = 1869)			
H.S. diploma or less	7	17	76	$\chi^2 =$
Some college	10	16	75	15.36*
Bachelors/grad degree	10	22	68	(.004)
<i>Yrs Lived in Community</i>	(n = 1669)			$\chi^2 =$
Five years or less	5	14	81	14.91*
More than five years	10	19	71	(.001)
<i>Occupation</i>	(n = 1382)			
Mgt, prof or education	11	19	70	
Sales or office support	11	19	70	
Constrn, inst or maint	9	16	75	
Prodn/trans/warehsing	6	8	86	
Agriculture	2	20	78	
Food serv/pers. care	11	21	68	$\chi^2 =$
Hlthcare supp/safety	7	14	79	30.64*
Other	5	14	81	(.006)

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

**Appendix Table 5. Opinions about Community Leadership By Community Size, Region and Individual Attributes.**

	<i>Overall, our community's leaders are effective and do a good job.</i>				<i>We have a leadership crisis in our community today.</i>			
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>
	<i>Percentages</i>							
<b>Total</b>	22	23	55		40	34	26	
<b>Community Size</b>	(n = 1854)				(n = 1847)			
Less than 500	19	21	60		38	37	25	
500 - 999	25	24	52		44	33	23	
1,000 - 4,999	20	23	57		40	35	25	
5,000 - 9,999	22	25	53	$\chi^2 = 8.05$	42	30	27	$\chi^2 = 4.36$
10,000 and up	24	23	54	(.429)	40	34	26	(.823)
<b>Region</b>	(n = 1888)				(n = 1884)			
Panhandle	29	28	43		31	34	35	
North Central	21	20	59		40	35	25	
South Central	20	21	59		42	34	25	
Northeast	23	23	55	$\chi^2 = 20.29^*$	44	32	24	$\chi^2 = 14.95$
Southeast	19	25	56	(.009)	39	36	25	(.060)
<b>Individual Attributes:</b>								
<b>Household Income Level</b>	(n = 1738)				(n = 1732)			
Under \$20,000	27	25	48		29	43	29	
\$20,000 - \$39,999	26	24	51		38	33	30	
\$40,000 - \$59,999	20	20	61	$\chi^2 = 13.89^*$	45	29	27	$\chi^2 = 24.45^*$
\$60,000 and over	20	23	58	(.031)	43	35	22	(.000)
<b>Age</b>	(n = 1896)				(n = 1888)			
19 - 29	22	23	55		37	41	22	
30 - 39	20	21	59		43	33	25	
40 - 49	25	23	53		39	32	29	
50 - 64	25	26	50	$\chi^2 = 19.95^*$	39	33	28	$\chi^2 = 13.96$
65 and older	18	20	62	(.011)	44	32	24	(.083)
<b>Gender</b>	(n = 1863)				(n = 1857)			
Male	24	23	53	$\chi^2 = 2.50$	42	31	27	$\chi^2 = 6.83^*$
Female	21	23	57	(.287)	39	37	24	(.033)
<b>Education</b>	(n = 1862)				(n = 1855)			
High school diploma or less	24	27	49		31	43	27	
Some college	26	24	50	$\chi^2 = 47.05^*$	38	35	28	$\chi^2 = 47.51^*$
Bachelors or grad degree	16	19	65	(.000)	50	28	22	(.000)
<b>Occupation</b>	(n = 1381)				(n = 1381)			
Mgt, prof or education	22	19	60		44	31	26	
Sales or office support	18	28	54		37	40	24	
Constn, inst or maint	24	20	56		46	26	29	
Prodn/trans/warehsing	33	29	38		26	40	34	
Agriculture	23	21	56		46	32	23	
Food serv/pers. care	21	32	46		37	37	26	
Hlthcare supp/safety	18	27	55	$\chi^2 = 36.51^*$	42	33	25	$\chi^2 = 21.97$
Other	30	33	37	(.001)	34	41	25	(.079)
<b>Years Lived in Community</b>	(n = 1663)				(n = 1659)			
Five years or less	14	22	64	$\chi^2 = 12.30^*$	39	42	20	$\chi^2 = 9.27^*$
More than five years	23	23	54	(.002)	42	33	25	(.010)

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

Appendix Table 5 continued.

	<i>Strong effective leadership will prevent our community's decline.</i>				<i>We are preparing our youth to be effective leaders in our community.</i>			
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>
<b>Total</b>	6	18	76		31	29	40	
<b>Community Size</b>		(n = 1844)				(n = 1842)		
Less than 500	9	24	67		30	29	41	
500 - 999	9	22	70		32	33	36	
1,000 - 4,999	6	21	73		25	30	45	
5,000 - 9,999	6	15	79	$\chi^2 = 41.18^*$	27	30	43	$\chi^2 = 30.49^*$
10,000 and up	4	13	83	(.000)	39	27	35	(.000)
<b>Region</b>		(n = 1876)				(n = 1878)		
Panhandle	4	17	79		36	35	29	
North Central	9	19	72		30	27	43	
South Central	6	20	75		30	26	44	
Northeast	6	16	78	$\chi^2 = 10.03$	31	31	39	$\chi^2 = 20.05^*$
Southeast	5	19	77	(.263)	34	29	37	(.010)
<b>Individual Attributes:</b>								
<i>Household Income Level</i>		(n = 1725)				(n = 1727)		
Under \$20,000	8	26	66		29	21	50	
\$20,000 - \$39,999	8	19	73		29	35	36	
\$40,000 - \$59,999	4	19	77	$\chi^2 = 26.89^*$	32	28	41	$\chi^2 = 14.72^*$
\$60,000 and over	5	14	81	(.000)	33	28	39	(.023)
<i>Age</i>		(n = 1882)				(n = 1882)		
19 - 29	4	16	81		46	26	28	
30 - 39	7	21	72		30	27	43	
40 - 49	6	15	80		33	25	43	
50 - 64	7	19	74	$\chi^2 = 11.65$	31	34	36	$\chi^2 = 64.75^*$
65 and older	7	19	74	(.167)	22	30	48	(.000)
<i>Gender</i>		(n = 1847)				(n = 1850)		
Male	7	17	76	$\chi^2 = 5.94$	35	29	37	$\chi^2 = 6.71^*$
Female	5	19	76	(.051)	29	29	41	(.035)
<i>Education</i>		(n = 1848)				(n = 1852)		
High school diploma or less	8	26	66		24	34	42	
Some college	7	19	74	$\chi^2 = 52.21^*$	34	30	36	$\chi^2 = 21.30^*$
Bachelors or grad degree	4	12	84	(.000)	34	25	41	(.000)
<i>Occupation</i>		(n = 1372)				(n = 1379)		
Mgt, prof or education	5	10	85		33	25	42	
Sales or office support	4	25	71		30	41	29	
Constn, inst or maint	8	13	79		35	32	32	
Prodn/trans/warehsing	5	17	78		41	34	25	
Agriculture	8	25	67		33	22	45	
Food serv/pers. care	4	23	74		43	23	35	
Hlthcare supp/safety	6	20	74	$\chi^2 = 42.17^*$	28	34	38	$\chi^2 = 38.20^*$
Other	7	19	74	(.000)	41	32	27	(.000)
<i>Years Lived in Community</i>		(n = 1651)		(n = 1789)		(n = 1654)		
Five years or less	3	20	78	$\chi^2 = 8.89^*$	37	25	39	$\chi^2 = 5.21$
More than five years	7	17	76	(.012)	31	30	39	(.074)

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

Appendix Table 5 continued.

	<i>The problems our community faces today can be solved through effective leadership.</i>				<i>Ordinary citizens have a great deal of power to help make our community's leadership more effective.</i>			
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>
	<i>Percentages</i>							
<b>Total</b>	7	24	69		15	20	66	
<b>Community Size</b>		(n = 1845)				(n = 1852)		
Less than 500	10	32	58		11	18	71	
500 - 999	6	24	70		15	21	64	
1,000 - 4,999	7	24	69		14	20	66	
5,000 - 9,999	5	21	74	$\chi^2 = 23.29^*$	15	21	64	$\chi^2 = 5.50$
10,000 and up	6	21	73	(.003)	16	21	64	(.703)
<b>Region</b>		(n = 1880)				(n = 1885)		
Panhandle	5	25	69		13	21	66	
North Central	8	25	68		12	17	71	
South Central	9	23	69		15	20	65	
Northeast	6	21	73	$\chi^2 = 10.27$	14	19	67	$\chi^2 = 8.48$
Southeast	8	29	64	(.247)	16	24	60	(.388)
<b>Individual Attributes:</b>								
<i>Household Income Level</i>		(n = 1729)				(n = 1737)		
Under \$20,000	12	18	70		16	22	63	
\$20,000 - \$39,999	6	27	68		11	24	65	
\$40,000 - \$59,999	6	27	68	$\chi^2 = 16.69^*$	13	18	69	$\chi^2 = 8.74$
\$60,000 and over	7	21	72	(.011)	15	18	67	(.189)
<i>Age</i>		(n = 1887)				(n = 1891)		
19 - 29	5	23	71		16	26	59	
30 - 39	9	28	64		14	20	66	
40 - 49	9	23	68		14	17	69	
50 - 64	8	25	67	$\chi^2 = 9.77$	16	20	65	$\chi^2 = 13.17$
65 and older	7	21	73	(.282)	13	17	69	(.106)
<i>Gender</i>		(n = 1853)				(n = 1859)		
Male	7	22	71	$\chi^2 = 3.03$	16	19	65	$\chi^2 = 3.36$
Female	7	26	68	(.220)	13	21	66	(.187)
<i>Education</i>		(n = 1853)				(n = 1860)		
High school diploma or less	6	24	70		17	22	61	
Some college	8	26	66	$\chi^2 = 4.20$	13	22	64	$\chi^2 = 15.50^*$
Bachelors or grad degree	7	22	71	(.379)	13	16	70	(.004)
<i>Occupation</i>		(n = 1377)				(n = 1381)		
Mgt, prof or education	7	24	69		14	16	71	
Sales or office support	8	25	68		11	28	61	
Constrn, inst or maint	9	21	71		17	24	59	
Prodn/trans/warehsing	6	27	67		17	11	72	
Agriculture	5	27	68		10	20	70	
Food serv/pers. care	8	20	71		26	21	53	
Hlthcare supp/safety	7	27	66	$\chi^2 = 5.46$	14	26	61	$\chi^2 = 47.71^*$
Other	7	23	70	(.978)	30	16	54	(.000)
<i>Years Lived in Community</i>		(n = 1655)		(n = 1789)		(n = 1661)		
Five years or less	8	22	70	$\chi^2 = 1.22$	11	22	68	$\chi^2 = 4.03$
More than five years	7	25	68	(.542)	15	19	66	(.134)

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

Appendix Table 5 continued.

<i>I feel a great deal of personal responsibility to actively participate in making our community's leadership more effective.</i>				
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>
<b>Total</b>	15	46	39	
<b>Community Size</b>	(n = 1847)			
Less than 500	16	44	40	
500 - 999	13	44	42	
1,000 - 4,999	13	46	41	
5,000 - 9,999	15	46	39	$\chi^2 = 6.15$
10,000 and up	14	50	36	(.631)
<b>Region</b>	(n = 1882)			
Panhandle	15	44	40	
North Central	11	45	45	
South Central	16	46	38	
Northeast	15	48	38	$\chi^2 = 7.09$
Southeast	15	47	38	(.527)
<b>Individual Attributes:</b>				
<i>Household Income Level</i>	(n = 1732)			
Under \$20,000	22	50	28	
\$20,000 - \$39,999	15	50	36	
\$40,000 - \$59,999	14	49	38	$\chi^2 = 28.79^*$
\$60,000 and over	13	42	45	(.000)
<i>Age</i>	(n = 1886)			
19 - 29	21	38	41	
30 - 39	15	48	37	
40 - 49	14	44	43	
50 - 64	13	52	35	$\chi^2 = 23.91^*$
65 and older	12	46	42	(.002)
<i>Gender</i>	(n = 1857)			
Male	13	45	42	$\chi^2 = 3.90$
Female	15	48	37	(.142)
<i>Education</i>	(n = 1856)			
High school diploma or less	15	53	33	
Some college	16	47	37	$\chi^2 = 23.65^*$
Bachelors or grad degree	13	42	46	(.000)
<i>Occupation</i>	(n = 1377)			
Mgt, prof or education	13	36	51	
Sales or office support	12	59	29	
Constrn, inst or maint	13	50	37	
Prodn/trans/warehsing	12	52	36	
Agriculture	10	45	45	
Food serv/pers. care	26	56	18	
Hlthcare supp/safety	24	48	28	$\chi^2 = 86.81^*$
Other	16	61	23	(.000)
<i>Years Lived in Community</i>	(n = 1656)			(n = 1789)
Five years or less	17	40	43	$\chi^2 = 6.44^*$
More than five years	14	48	38	(.040)

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

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