



NEBRASKA RURAL POLL

A Research Report

Perceptions of Well-Being in Nonmetropolitan Nebraska

2016 Nebraska Rural Poll Results

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

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Table of Contents

Executive Summary	i
Introduction	1
Trends in Well-Being (1996 - 2016)	2
<i>Figure 1. Well-Being Compared to Five Years Ago: 1996 - 2016</i>	2
<i>Figure 2. Well-Being Compared to Parents: 1996 - 2016</i>	3
<i>Figure 3. Well-Being Ten Years from Now: 1996 - 2016</i>	3
<i>Figure 4. “People are Powerless to Control their Own Lives”: 1996 - 2016</i>	4
<i>Table 1. Proportions of Respondents Satisfied with Each Factor, 1996 - 2016</i>	5
General Well-Being by Subgroups	6
<i>Figure 5. Expected Well-Being Ten Years from Now by Age</i>	6
<i>Figure 6. Belief that People are Powerless to Control Their Own Lives by Education Level</i>	7
Specific Aspects of Well-Being by Subgroups	8
<i>Figure 7. Satisfaction with Financial Security During Retirement by Community Size</i>	8
<i>Figure 8. Satisfaction with Ability to Build Assets/Wealth by Household Income</i>	10
Conclusion	11

List of Appendix Tables and Figures

Appendix Figure 1. Regions of Nebraska	12
Appendix Table 1. Demographic Profile of Rural Poll Respondents Compared to 2010 Census and 2010 - 2014 Community Survey 5 Year Average for Nebraska.....	13
Appendix Table 2. Measures of Individual Well-Being in Relation to Community Size, Region and Individual Attributes	14
Appendix Table 3. Life Has Changed So Much in Our Modern World that Most People Are Powerless to Control Their Own Lives	17
Appendix Table 4. Satisfaction with Items Affecting Well-Being, 2016.....	18
Appendix Table 5. Dissatisfaction with Items by Community Size, Region and Individual Attributes	19
Appendix Table 6. Satisfaction with Items by Community Size, Region and Individual Attributes	22

Executive Summary

Certain indicators have pointed to overall economic growth in Nebraska. The state's unemployment rate has remained among the lowest in the nation and wages have increased. However, net farm income continued to decline last year and employment growth in the state has been largely concentrated in the metropolitan counties. Given the challenges and uncertainties of recent years, how do rural Nebraskans believe they are doing and how do they view their future? How satisfied are they with various items that influence their well-being? Have these views changed over the past 21 years? This paper provides a detailed analysis of these questions.

This report details 1,746 responses to the 2016 Nebraska Rural Poll, the 21st annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their well-being. Trends for some of the questions are examined by comparing data from the twenty 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:

- ***Rural Nebraskans continue to be positive about their current situation.*** Just over one-half (52%) of rural Nebraskans believe they are better off than they were five years ago (holding steady from 53% last year, the highest proportion in all 21 years of this study, tied in 2008). The proportion of rural Nebraskans who believe they are worse off than they were five years ago remained stable at 16 percent this year compared to 15 percent last year.
- ***Rural Nebraskans' outlook on their future continues to be optimistic.*** Almost one-half of rural Nebraskans (46%) believe they will be better off ten years from now. This is similar to the 48 percent reported last year. The proportion of respondents stating they will be worse off ten years from now increased slightly from 17 percent last year to 20 percent this year.
- ***Most rural Nebraskans disagree that people are powerless to control their own lives.*** This year, 55 percent strongly disagree or disagree with that statement.
- ***Following trends in previous years, rural Nebraskans are most satisfied with their marriage, family, friends, the outdoors, their safety and their general quality of life. They continue to be less satisfied with job opportunities, current income level, their ability to build assets/wealth and financial security during retirement.***
- ***Younger persons are more likely than older persons to believe they are better off compared to five years ago and will be better off ten years from now.*** Just over eight in ten persons age 19 to 29 (81%) believe they are much better off or better off than they were five years ago. However, just under one-third of persons age 65 and older (32%) share this opinion. Similarly, over eight in ten persons age 19 to 29 (82%) believe they will be much better off or better off ten years from now, compared to only 16 percent of persons age 65 and older.
- ***Respondents living in the both the Panhandle and South Central regions are more likely than persons living in other regions of the state to believe they will be better off ten years from now.***

Approximately one-half of persons living in these two regions believe they will be better off ten years from now, compared to 43 percent of residents of the Northeast region.

- ***Persons with the highest household incomes are more likely than persons with lower incomes to feel they are better off compared to five years ago, are better off compared to their parents when they were their age, and will be better off ten years from now.*** For example, 64 percent of respondents with household incomes of \$60,000 or more think they are much better off or better off than they were five years ago. However, only 32 percent of persons with household incomes under \$20,000 share this optimism. And, 55 percent of persons with household incomes over \$60,000 think they will be much better off or better off ten years from now, compared to 31 percent of persons with household incomes under \$20,000.
- ***Persons with lower education levels are more likely than persons with more education to believe that people are powerless to control their own lives.*** Thirty-six percent of persons with a high school diploma or less education agree that people are powerless to control their own lives. However, only 19 percent of persons with at least a four-year college degree share this opinion.
- ***Persons living in or near the smallest communities are more likely than persons living in or near larger communities to be dissatisfied with their financial security during retirement.*** Over one-half of persons living in or near communities with populations less than 500 (55%) report being dissatisfied with their financial security during retirement. In comparison, only 39 percent of persons living in or near communities with populations ranging from 5,000 to 9,999 are dissatisfied with their financial security during retirement.
- ***Persons with lower household incomes are more likely than persons with higher household incomes to express dissatisfaction with their ability to build assets/wealth.*** Almost one-half (48%) of persons with household incomes under \$20,000 are dissatisfied with their ability to build assets/wealth. In comparison, only 23 percent of persons with household incomes of \$60,000 or more share this dissatisfaction.

Introduction

Certain indicators have pointed to overall economic growth in Nebraska. The state's unemployment rate has remained among the lowest in the nation and wages have increased. However, net farm income continued to decline last year and employment growth in the state has been largely concentrated in the metropolitan counties. Given the challenges and uncertainties of recent years, how do rural Nebraskans believe they are doing and how do they view their future? How satisfied are they with various items that influence their well-being? Have these views changed over the past 21 years? This paper provides a detailed analysis of these questions.

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

Methodology and Respondent Profile

This study is based on 1,746 responses from Nebraskans living in 86 counties in the state.¹ A self-administered questionnaire was mailed in April to 6,115 randomly selected households. Metropolitan counties not included in the sample were Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The 14-page questionnaire included questions pertaining to well-being, community, internet

¹ In the spring of 2013, the Grand Island area (Hall, Hamilton, Howard and Merrick Counties) was designated a metropolitan area. To facilitate comparisons from previous years, these four counties are still included in our sample. In addition, the Sioux City area metropolitan counties of Dixon and Dakota were added in 2014 because of a joint Metro Poll being conducted by the University of Nebraska at Omaha to ensure all counties in the state were sampled. Although classified as metro, Dixon County is rural in nature. Dakota County is similar in many respects to other "micropolitan" counties the Rural Poll surveys.

services, education, and housing. This paper reports only results from the wellbeing section.

A 29% response rate was achieved using the total design method (Dillman, 1978). The sequence of steps used follow:

1. A pre-notification letter was sent requesting participation in the study.
2. The questionnaire was mailed with an informal letter signed by the project director approximately ten days later.
3. A reminder postcard was sent to the entire sample approximately ten days after the questionnaire had been sent.
4. Those who had not yet responded within approximately 20 days of the original mailing were sent a replacement questionnaire.

Appendix Table 1 shows demographic data from this year's study and previous rural polls, as well as similar data based on the entire nonmetropolitan population of Nebraska (using the latest available data from the 2010 U.S. Census and the 2010 - 2014 American Community Survey). As can be seen from the table, there are some marked differences between some of the demographic variables in our sample compared to the Census data. Thus, we suggest the reader use caution in generalizing our data to all rural Nebraska. However, given the random sampling frame used for this survey, the acceptable percentage of responses, and the large number of respondents, we feel the data provide useful insights into opinions of rural Nebraskans on the various issues presented in this report. The margin of error for this study is plus or minus two percent.

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

The average age of respondents is 51 years. Sixty-nine percent are married (Appendix Table 1) and 68 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 42 years and have lived in their current community 27 years. Fifty-nine percent are living in or near towns or villages with populations less than 5,000. Ninety-seven percent have attained at least a high school diploma.

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

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

Trends in Well-Being (1996 - 2016)

Comparisons are made between the well-being data collected this year to the twenty previous studies. These comparisons show a clearer picture of the trends in the well-being of rural Nebraskans.

General Well-Being

To examine perceptions of general well-being, respondents were asked four questions.

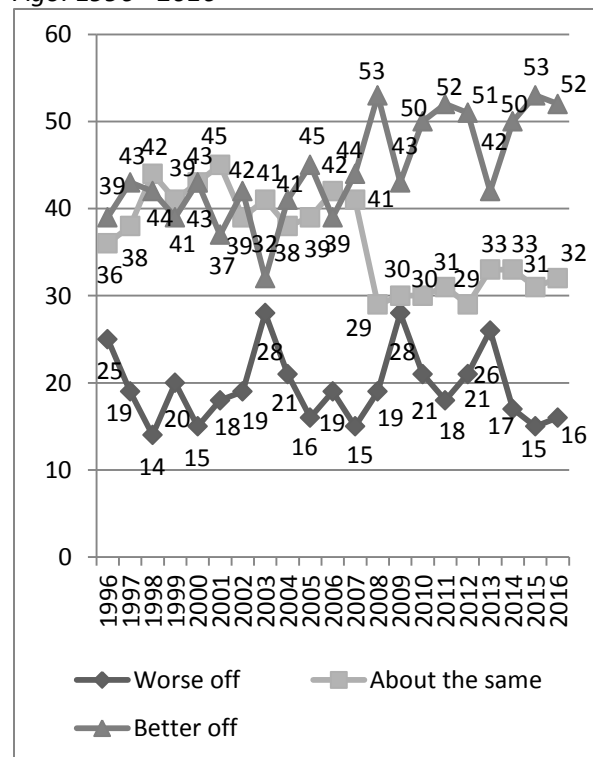
1. "All things considered, do you think you are better or worse off than you were five years ago?" (Answer categories were worse off, about the same, or better off).
2. "All things considered, do you think you are better or worse off than your parents when they were your age?"
3. "All things considered, do you think you will be better or worse off ten years from now than you are today?"

4. "Do you agree or disagree with the following statement? Life has changed so much in our modern world that most people are powerless to control their own lives."

The responses to the first three questions were expanded in 2009 to a five-point scale, where responses included much worse off, worse off, about the same, better off, and much better off. To compare the data to prior years, the much worse off and worse off categories are combined as well as the better off and much better off categories.

When examining the trends over the past 21 years, rural Nebraskans have generally given positive reviews about their current situation (Figure 1). Each year the proportion of rural Nebraskans that say they are better off than they were five years ago has been greater than the proportion saying they are worse off than they were five years ago. The average has been approximately 44 percent.

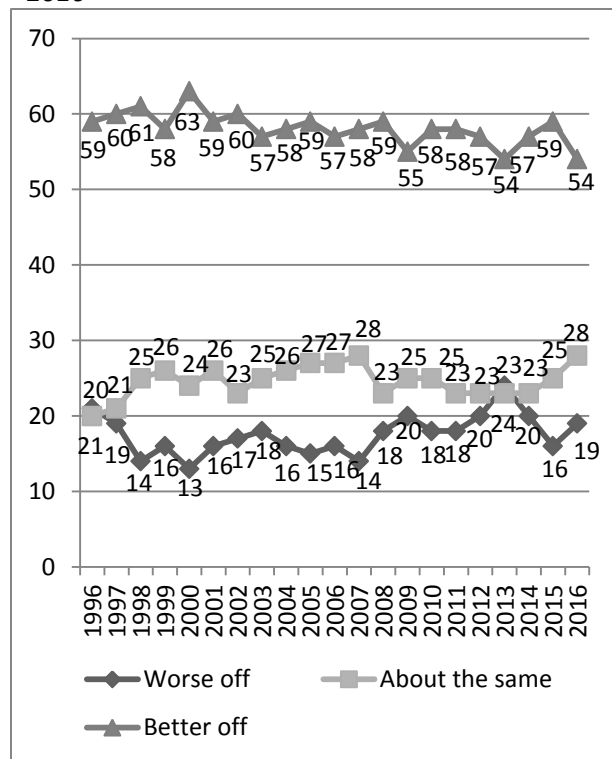
Figure 1. Well-Being Compared to Five Years Ago: 1996 - 2016



This year, rural Nebraskans continue to feel positive about their current situation. Just over one-half (52%) of rural Nebraskans believe they are better off than they were five years ago (holding steady from 53% last year, the highest proportion in all 21 years of this study, tied in 2008). The proportion of rural Nebraskans who believe they are worse off than they were five years ago remained stable at 16 percent this year compared to 15 percent last year.

When asked to compare themselves to their parents when they were their age, the responses have been generally very stable over time (Figure 2). The proportion stating they are better off has averaged approximately 58 percent over the 21 year period. However, it declined from 59 percent last year to 54 percent this year. The proportion feeling they are worse off than their parents has remained steady at approximately 17 percent during this period. This year, it increased slightly from 16 percent last year to 19 percent.

Figure 2. Well-Being Compared to Parents: 1996 - 2016

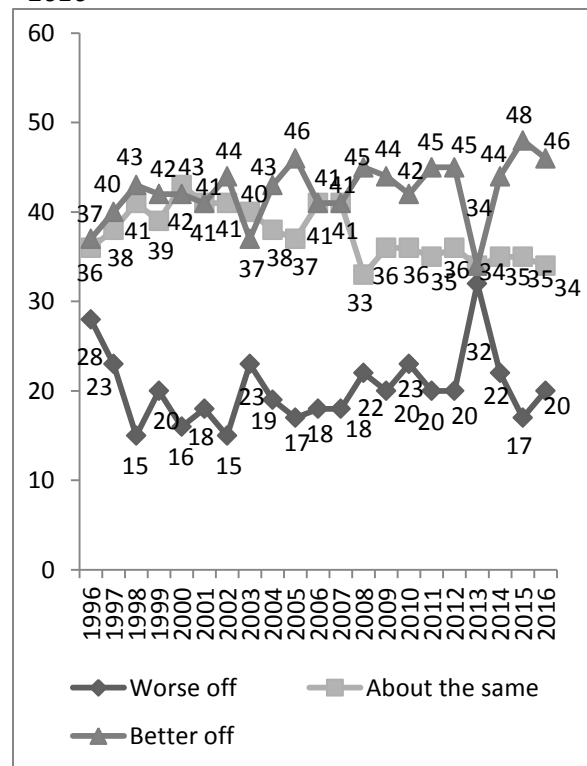


When looking to the future, respondents' views have also been generally positive (Figure 3). The proportion saying they will be better off ten years from now has always been greater than the proportion saying they will be worse off ten years from now.

Rural Nebraskans' outlook on their future continues to be optimistic. Almost one-half of rural Nebraskans (46%) believe they will be better off ten years from now. This is similar to the 48 percent reported last year. The proportion believing they will be better off has averaged approximately 42 percent across all 21 years. The proportion of respondents stating they will be worse off ten years from now increased slightly from 17 percent last year to 20 percent this year.

The proportion stating they will be about the same ten years from now had remained fairly steady around 40 percent over the first 12 years of the study, declined to 33 percent in 2008,

Figure 3. Well-Being Ten Years from Now: 1996 - 2016



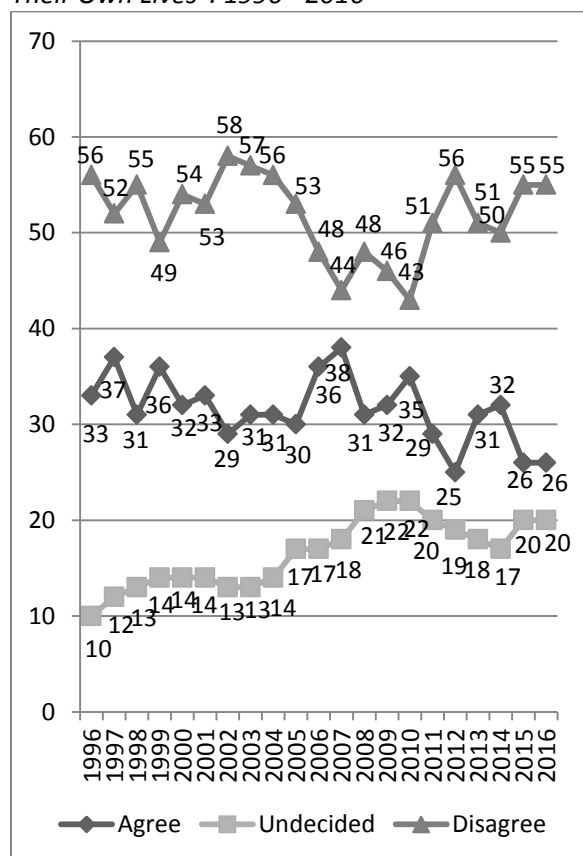
and has remained around 35 percent the past eight years.

In addition to asking about general well-being, rural Nebraskans were asked about the amount of control they feel they have over their lives. To measure this, respondents were asked the extent to which they agreed or disagreed with the following statement:

“Life has changed so much in our modern world that most people are powerless to control their own lives.”

Each year, more rural Nebraskans disagree that people are powerless to control their own lives than agree with that statement (Figure 4). The proportion disagreeing with the statement this year is unchanged from last year. The proportion of rural Nebraskans that either strongly agree or agree with the statement has remained fairly consistent each year, averaging

Figure 4. *“...People are Powerless to Control Their Own Lives”: 1996 - 2016*



around 32 percent. That proportion increased from 25 percent in 2012 to 32 percent in 2014, before declining to 26 percent last year and remained there this year. The proportion that either strongly disagree or disagree with the statement generally declined between 2002 and 2010, from 58 percent to 43 percent (the lowest in the 20 year period). However, the proportion then increased to 56 percent in 2012 before declining to 50 percent in 2014. But, it increased to 55 percent last year and stayed there this year. The proportion of those who were undecided each year first increased over time, from 10 percent in 1996 to 22 percent in 2010. It then declined to 17 percent in 2014 before increasing slightly to 20 percent this year.

Satisfaction with Specific Aspects of Life

Each year, respondents were also given a list of items that can affect their well-being and were asked to indicate how satisfied they were with each using a five-point scale (1 = very dissatisfied, 5 = very satisfied). They were also given the option of checking a box to denote “does not apply.”

The rank ordering of the items has remained relatively stable over the years (Table 1). In addition, the proportion of respondents stating they were very or somewhat satisfied with each item also has been fairly consistent over the years.

Items generally fall into three levels of satisfaction ratings. Family, friends, the outdoors, their safety, and their general quality of life continue to be items given high satisfaction ratings by respondents. Items in the middle category include job satisfaction, their education, spirituality, job security, their health, their spare time and their community. On the other hand, respondents continue to be less satisfied with job opportunities, their current income level, their ability to build assets/wealth and financial security during retirement.

Table 1. Proportions of Respondents Very or Somewhat Satisfied with Each Factor, 1996 - 2016.*

Item	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Your marriage	NA	NA	91	92	93	92	93	92	94	92	94	90	92	92	90	90	90	91	91	93	91
Your family	90	93	92	89	93	89	90	90	90	89	91	88	91	85	89	89	87	86	87	87	89
Your day to day personal safety	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	87	88	87
Your transportation	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	82	85	87
Your general quality of life	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	82	84	86	81	83	83	83	84
Greenery and open space	NA	NA	90	87	86	86	87	82	80	83	85	80	82	80	81	82	84	74	82	82	83
Clean air	NA	NA	NA	NA	80	81	82	79	78	79	80	74	80	75	79	82	79	76	85	80	81
Your friends	84	85	87	84	87	86	85	85	86	83	84	82	85	82	84	84	81	80	79	80	81
Your general standard of living	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	77	79	83	79	79	80	80	80
Your education	73	73	74	74	76	72	74	74	72	71	74	74	77	67	74	77	74	73	77	77	75
Your housing	NA	75	81	80	80	78	78	79	77	78	76	73	77	73	76	77	74	74	76	77	75
Clean water	NA	NA	NA	NA	73	75	76	75	73	73	74	68	76	72	77	78	76	77	80	76	75
Your job satisfaction	68	69	69	66	70	69	70	68	72	72	69	68	76	71	70	72	71	72	73	74	75
Your religion/spirituality	79	79	81	78	83	79	79	78	78	75	75	78	79	75	77	76	78	76	75	77	74
Your health	78	81	78	75	77	74	74	75	73	71	73	74	77	66	73	75	70	71	72	73	72
Your job security	63	64	63	59	68	66	65	62	66	65	66	64	73	59	66	67	67	65	73	72	71
Your spare time**	54	NA	71	65	71	66	67	67	66	65	68	68	71	66	67	72	70	66	66	70	68
Your ability to afford your residence	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	65	70	68
Your community	65	64	70	68	70	67	63	62	64	66	62	62	66	63	64	65	59	58	64	64	63
Your current income level	54	58	53	46	51	48	48	47	49	48	50	50	53	47	50	55	53	53	55	56	54
Your ability to build assets/wealth	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	51	51	50
Job opportunities	39	41	38	37	36	38	37	35	34	39	43	40	48	32	42	38	46	44	44	46	43
Financial security during retirement	43	47	43	38	43	37	38	30	34	38	39	39	38	24	32	38	35	35	39	41	40

Note: The list of items was not identical in each study. "NA" means that item was not asked that particular year.

* The proportions were calculated out of those answering the question. The respondents checking "does not apply" were not included in the calculations.

** Worded as "time to relax during the week" in 1996 study.

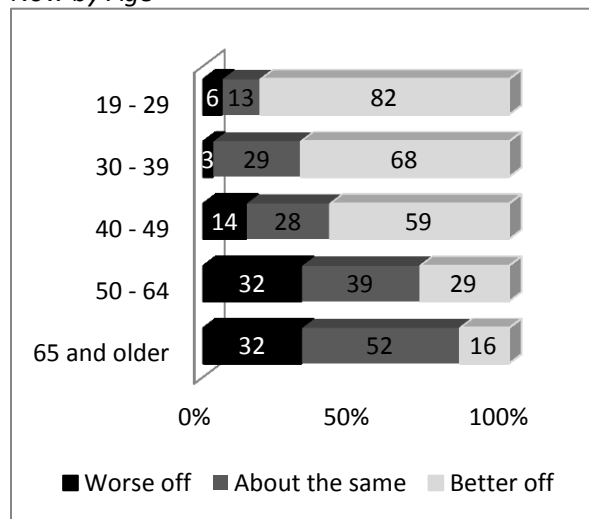
Two items had slight decreases in the level of satisfaction this year as compared to last year: your religion/spirituality and job opportunities.

General Well-Being by Subgroups

In this section, the 2016 data on the four general measures of well-being are analyzed and reported for the region in which the respondent lives, by the size of their community, and for various individual characteristics (Appendix Table 2).

Younger persons are more likely than older persons to believe they are better off compared to five years ago and will be better off ten years from now. Just over eight in ten persons age 19 to 29 (81%) believe they are much better off or better off than they were five years ago. However, just under one-third of persons age 65 and older (32%) share this opinion. Similarly, over eight in ten persons age 19 to 29 (82%) believe they will be much better off or better off ten years from now, compared to only 16 percent of persons age 65 and older (Figure 5).

Figure 5. Expected Well-Being Ten Years from Now by Age



Persons with the highest household incomes are more likely than persons with lower incomes to feel they are better off compared to five years ago, are better off compared to their parents when they were their age, and will be better off ten years from now. For example, 64 percent of respondents with household incomes of \$60,000 or more think they are much better off or better off than they were five years ago. However, only 32 percent of persons with household incomes under \$20,000 share this optimism. And, 55 percent of persons with household incomes over \$60,000 think they will be much better off or better off ten years from now, compared to 31 percent of persons with household incomes under \$20,000.

Persons with higher educational levels are more likely than persons with less education to think they are better off compared to five years ago, are better off compared to their parents when they were their age and will be better off ten years from now. Just over six in ten persons with at least a four-year college degree (62%) believe they are much better off or better off than they were five years ago. Only 39 percent of persons with a high school diploma or less education think they are better off than they were five years ago. And, almost six in ten persons with the highest education levels (58%) believe they will be much better off or better off ten years from now. Only 32 percent of persons with a high school diploma or less education share this optimism.

Persons living in or near communities with populations ranging from 500 to 999 are more likely than persons living in or near other sizes of communities to be optimistic about the future. Over one-half (56%) of persons living in or near communities with populations between 500 and 999 more believe they will be better off or much better off ten years from now,

compared to 42 percent of persons living in or near communities with populations between 5,000 and 9,999.

Respondents living in the both the Panhandle and South Central regions are more likely than persons living in other regions of the state to believe they will be better off ten years from now (see Appendix Figure 1 for the counties included in each region). Approximately one-half of persons living in these two regions believe they will be better off ten years from now, compared to 43 percent of residents of the Northeast region.

Males are more likely than females to believe they are better off compared to five years ago. However, females are more likely than males to believe they will be better off ten years from now.

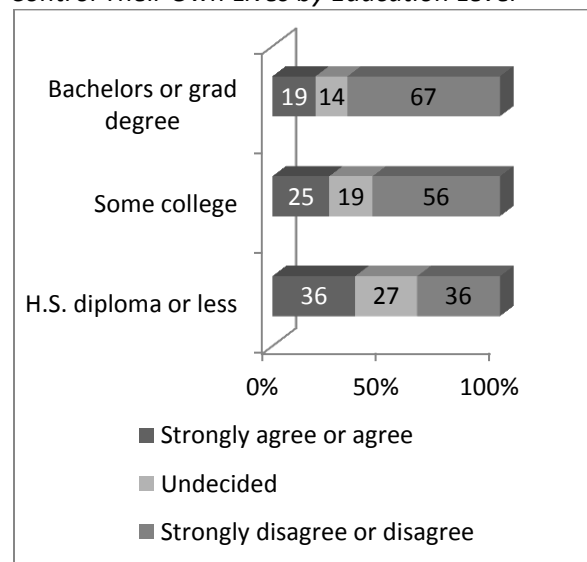
When comparing the marital groups, married persons are the group most likely to believe they are better off than they were five years ago and are better off compared to their parents when they were their age. Almost six in ten married persons (57%) believe they are better off than they were five years ago. Only 25 percent of widowed persons share this opinion. However, the persons who have never married are the group most likely to believe they will be better off ten years from now. Over one-half (57%) of persons who have never married think they will be better off ten years from now, compared to only 17 percent of widowed persons.

Persons with healthcare support or public safety occupations and persons with management, professional or education occupations are the occupation groups most likely to believe they are better off compared to five years ago. Approximately 63 percent of persons with these types of occupations believe

they are better off compared to five years ago. In comparison, only 38 percent of persons with construction, installation or maintenance occupations share the same opinion. Persons with healthcare support or public safety occupations are the group most likely to believe they will be better off ten years from now. Over six in ten persons with these types of occupations (61%) believe they will be better off ten years from now. Only 33 percent of persons with food service or personal care occupations share this optimism.

The respondents were also asked if they believe people are powerless to control their own lives. When analyzing the responses by region, community size, and various individual attributes, many differences emerge (Appendix Table 3). Persons with lower educational levels are more likely than persons with more education to believe that people are powerless to control their own lives. Thirty-six percent of persons with a high school diploma or less education agree that people are powerless to control their own lives (Figure 6). However, only

Figure 6. Belief that People are Powerless to Control Their Own Lives by Education Level



19 percent of persons with at least a four-year college degree share this opinion.

Persons with production, transportation or warehousing occupations are more likely than persons with different occupations to agree that people are powerless to control their own lives. Almost four in ten persons with these types of occupations (37%) agree with that statement, compared to 19 percent of persons with management, professional or education occupations.

Older persons are more likely than younger persons to agree that people are powerless to control their own lives. Approximately 32 percent of persons age 50 and older agree with the statement, compared to 13 percent of persons age 19 to 29.

The other groups most likely to believe people are powerless to control their own lives include persons with lower household incomes and widowed persons.

Specific Aspects of Well-Being by Subgroups

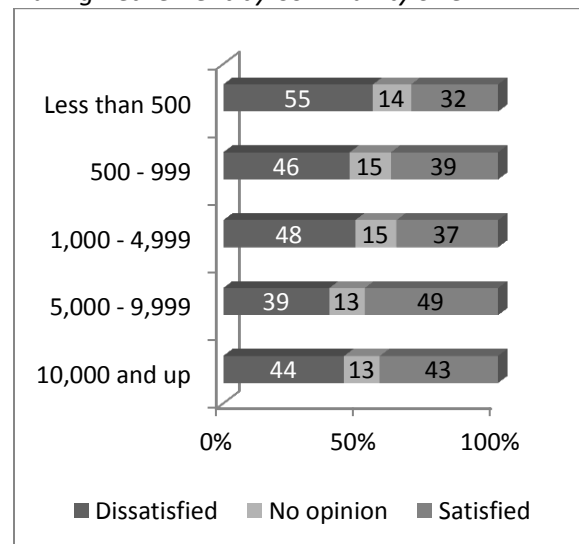
The respondents were given a list of items that may influence their well-being and were asked to rate their satisfaction with each. The complete ratings for each item are listed in Appendix Table 4. At least four in ten respondents are very satisfied with their family (53%), their marriage (48%), their religion/spirituality (42%), their friends (42%), greenery and open space (41%), and their day to day personal safety (41%). Items receiving the highest proportion of very dissatisfied responses include: financial security during retirement (20%), current income level (11%), and their job opportunities (7%).

The top five items people are dissatisfied with (determined by the largest proportions of “very dissatisfied” and “dissatisfied” responses) are examined in more detail by looking at how the different demographic subgroups view each item. These comparisons are shown in Appendix Table 5.

Respondents’ satisfaction level with their financial security during retirement differs by community size as well as all of the individual characteristics examined. Persons living in or near the smallest communities are more likely than persons living in or near larger communities to be dissatisfied with their financial security during retirement. Over one-half of persons living in or near communities with populations less than 500 (55%) report being dissatisfied with their financial security during retirement (Figure 7). In comparison, only 39 percent of persons living in or near communities with populations ranging from 5,000 to 9,999 are dissatisfied with their financial security during retirement.

Persons with lower household incomes are

Figure 7. Satisfaction with Financial Security During Retirement by Community Size



more likely than persons with higher incomes to be dissatisfied with their financial security during retirement. Fifty-five percent of persons with household incomes under \$20,000 report being dissatisfied with their financial security during retirement, compared to 40 percent of persons with household incomes of \$60,000 or more.

Persons between the ages of 40 and 49 are the age group most likely to be dissatisfied with their financial security during retirement. Over one-half (59%) of persons age 40 to 49 are dissatisfied with their financial security during retirement, compared to 30 percent of persons age 65 and older.

Other groups most likely to be dissatisfied with their financial security during retirement include: females, persons with lower education levels, divorced or separated respondents, and persons with food service or personal care occupations.

Persons with lower household incomes are more likely than persons with higher household incomes to report being dissatisfied with their job opportunities. Over one-half (52%) of persons with household incomes under \$20,000 are dissatisfied with their job opportunities, compared to 34 percent of persons with household incomes of \$60,000 or more.

Persons with food service or personal care occupations are more likely than persons with different occupations to express dissatisfaction with their job opportunities. Almost one-half (49%) of persons with these types of occupations are dissatisfied with their job opportunities, compared to 23 percent of persons with occupations in construction, installation or maintenance.

Other groups most likely to say they are dissatisfied with their job opportunities include: persons between the ages of 40 and 64, females, persons with the lowest education levels, widowed persons and persons who are divorced or separated.

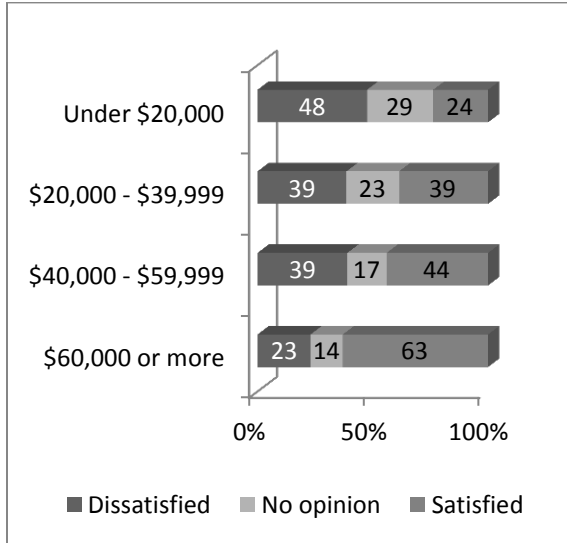
Persons with lower household incomes are more likely than persons with higher household incomes to be dissatisfied with their current income level. Just over one-half (51%) of persons with household incomes under \$20,000 report being dissatisfied with their current income level, compared to 24 percent of persons with household incomes of \$60,000 or more.

Other groups most likely to report being dissatisfied with their current income level include: persons age 40 to 64, females, persons with lower education levels, persons who are divorced or separated, persons who have never married, persons with food service or personal care occupations and persons with occupations classified as other.

Persons with lower household incomes are more likely than persons with higher household incomes to express dissatisfaction with their ability to build assets/wealth. Almost one-half (48%) of persons with household incomes under \$20,000 are dissatisfied with their ability to build assets/wealth (Figure 8). In comparison, only 23 percent of persons with household incomes of \$60,000 or more share this dissatisfaction.

Other groups most likely to express dissatisfaction with their ability to build assets/wealth include: persons age 40 to 64, females, persons with the lowest education levels, divorced or separated respondents, and persons with occupations classified as other.

Figure 8. Satisfaction with Ability to Build Assets/Wealth by Household Income



Persons living in the Panhandle are more likely than persons living in other regions of the state to report being dissatisfied with their community. Almost three in ten Panhandle residents (29%) are dissatisfied with their community, compared to 17 percent of South Central residents.

Persons age 40 to 64 are more likely than persons both younger and older to be dissatisfied with their community. Almost one-quarter (24%) of persons age 40 to 64 express dissatisfaction with their community, compared to 14 percent of persons age 65 and older.

Other groups most likely to be dissatisfied with their community include: persons with lower household incomes, females, persons who are divorced or separated and persons with food service or personal care occupations.

The top five items people are satisfied with (determined by the largest proportions of “very satisfied” and “satisfied” responses) are also examined (Appendix Table 6). Residents of both

the North Central and South Central regions are more likely than residents of other regions to be satisfied with their day to day personal safety.

When comparing responses by household income, persons with higher household incomes are more likely than persons with lower incomes to express satisfaction with each of the items. As an example, 90 percent of persons with household incomes of \$60,000 or more are satisfied with their general quality of life, compared to 68 percent of persons with household incomes less than \$20,000.

Younger persons are more likely than older persons to be satisfied with each of the items. Persons with higher education levels are more likely than persons with less education to report being satisfied with each of the items listed except marriage, where no statistically significant differences exist by education level. As an example, 95 percent of persons with at least a four year college degree are satisfied with their day to day personal safety, compared to 78 percent of persons with a high school diploma or less education.

Married persons are more likely than other marital status groups to be satisfied with their family, their day to day personal safety, their transportation and their general quality of life.

Some differences also occur by occupation. Persons with sales or office support occupations are the group most likely to be satisfied with their family. Persons with healthcare support or public safety occupations are the group most likely to report satisfaction with their day to day personal safety. Persons with management, professional or education occupations and persons with occupations classified as other are more likely than persons with different occupations to be satisfied with their transportation. The occupation groups most

likely to be satisfied with their general quality of life include: persons with management, professional or education occupations; persons with healthcare support or public safety occupations; persons with sales or office support occupations; and persons with occupations in agriculture.

Conclusion

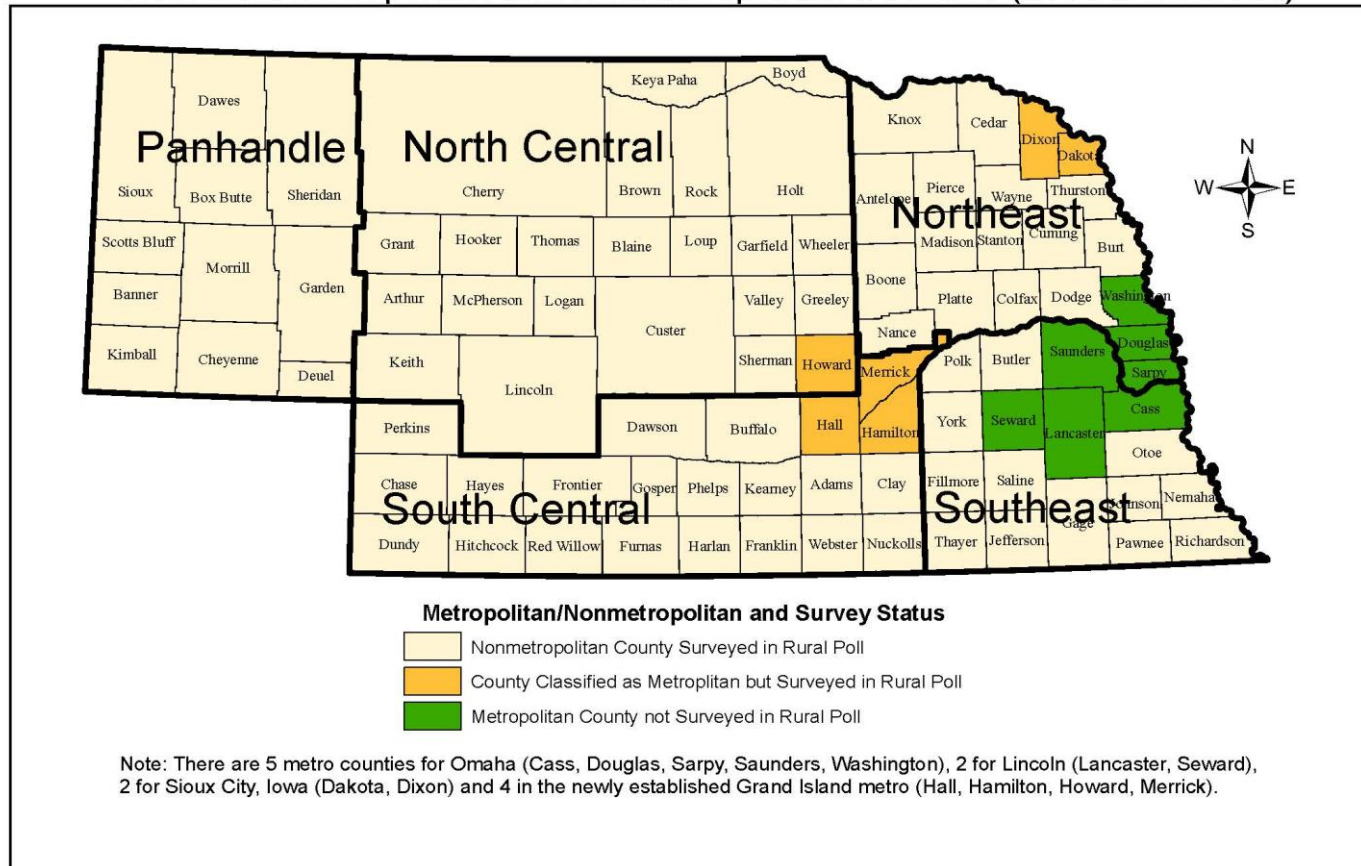
Rural Nebraskans continue to feel positive about their current situation. Just over one-half (52%) of rural Nebraskans believe they are better off than they were five years ago (holding steady from 53% last year, the highest proportion in all 21 years of this study, tied in 2008). And, rural Nebraskans' outlook on their future continues to be optimistic. Almost one-half of rural Nebraskans (46%) believe they will be better off ten years from now. In addition, most rural Nebraskans disagree that people are powerless to control their own lives. This year, 55 percent strongly disagree or disagree with that statement.

Certain groups remain pessimistic about their situation. Persons with lower household incomes, older persons, and persons with lower educational levels are the groups most likely to be pessimistic about the present and the future. Persons living in the Northeast and North Central regions are the regional groups most likely to be pessimistic about the future.

Following trends in previous years, rural Nebraskans are most satisfied with their marriage, family, friends, the outdoors, their safety and their general quality of life. They continue to be less satisfied with job opportunities, current income level, their ability to build assets/wealth and financial security during retirement.

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 Respondents¹ Compared to 2010 – 2014 American Community Survey 5 Year Average for Nebraska*

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

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

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

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

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

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

⁶ 2010-2014 American Community Survey universe is non-metro population 20 years of age and over.

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

Appendix Table 2. Measures of Individual Well-Being in Relation to Community Size, Region and Individual Attributes

<i>Compared to Five Years Ago</i>						
	<i>Much Worse Off</i>	<i>Worse Off</i>	<i>About the Same</i>	<i>Better Off</i>	<i>Much Better Off</i>	<i>Chi-square (sig.)</i>
	<i>Percentages</i>					
Total	3	13	32	40	12	
<u>Community Size</u>			(n = 1521)			
Less than 500	4	13	32	39	12	
500 - 999	4	13	23	41	19	
1,000 - 4,999	2	13	34	42	9	
5,000 - 9,999	3	18	32	37	10	$\chi^2 = 26.02$
10,000 and up	3	12	33	41	12	(.054)
<u>Region</u>			(n = 1603)			
Panhandle	3	19	26	42	10	
North Central	3	11	28	46	12	
South Central	3	12	33	40	12	
Northeast	3	14	32	40	11	$\chi^2 = 16.80$
Southeast	3	13	36	34	14	(.398)
<u>Income Level</u>			(n = 1445)			
Under \$20,000	6	21	42	26	6	
\$20,000 - \$39,999	5	19	31	32	13	
\$40,000 - \$59,999	3	16	36	38	7	$\chi^2 = 98.82^*$
\$60,000 and over	2	7	28	49	15	(.000)
<u>Age</u>			(n = 1613)			
19 - 29	0	0	19	51	30	
30 - 39	1	6	22	54	18	
40 - 49	2	13	30	46	9	
50 - 64	6	21	34	34	6	$\chi^2 = 290.97^*$
65 and older	3	19	46	26	6	(.000)
<u>Gender</u>			(n = 1610)			
Male	3	15	29	39	15	$\chi^2 = 11.99^*$
Female	3	12	34	40	10	(.017)
<u>Marital Status</u>			(n = 1591)			
Married	2	11	30	44	13	
Never married	1	13	33	43	11	
Divorced/separated	9	22	30	32	7	$\chi^2 = 99.85^*$
Widowed	3	23	49	19	6	(.000)
<u>Education</u>			(n = 1549)			
H.S. diploma or less	4	19	39	29	10	
Some college	4	15	30	39	13	$\chi^2 = 65.65^*$
Bachelors degree	1	8	29	49	13	(.000)
<u>Occupation</u>			(n = 1217)			
Mgt, prof or education	2	8	26	53	11	
Sales or office support	3	14	27	39	18	
Constrn, inst or maint	7	20	34	31	7	
Prodn/trans/warehsing	3	12	33	39	13	
Agriculture	3	12	32	40	13	
Food serv/pers. care	0	16	45	37	2	
Hlthcare supp/safety	1	13	23	40	23	$\chi^2 = 79.03^*$
Other	5	10	31	53	1	(.000)

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

Appendix Table 2 continued

<i>Compared to Parents When They Were Your Age</i>						
	<i>Much Worse Off</i>	<i>Worse Off</i>	<i>About the Same</i>	<i>Better Off</i>	<i>Much Better Off</i>	<i>Chi-square (sig.)</i>
	<i>Percentages</i>					
Total	3	16	28	40	14	
<u>Community Size</u>			(n = 1521)			
Less than 500	5	16	31	38	10	
500 - 999	3	16	34	35	13	
1,000 - 4,999	3	17	26	42	13	
5,000 - 9,999	3	17	24	42	15	$\chi^2 = 15.50$
10,000 and up	4	15	25	40	16	(.489)
<u>Region</u>			(n = 1602)			
Panhandle	4	15	34	36	12	
North Central	3	16	29	40	12	
South Central	3	17	25	41	15	
Northeast	4	15	25	40	16	$\chi^2 = 13.34$
Southeast	2	14	31	40	13	(.647)
<u>Income Level</u>			(n = 1446)			
Under \$20,000	6	23	27	34	10	
\$20,000 - \$39,999	4	22	31	30	13	
\$40,000 - \$59,999	5	16	28	37	14	$\chi^2 = 53.79^*$
\$60,000 and over	2	11	26	47	15	(.000)
<u>Age</u>			(n = 1610)			
19 - 29	2	11	30	40	17	
30 - 39	5	12	27	37	21	
40 - 49	3	18	32	37	10	
50 - 64	5	22	26	38	10	$\chi^2 = 60.53^*$
65 and older	2	12	25	47	15	(.000)
<u>Gender</u>			(n = 1609)			
Male	4	16	25	39	16	$\chi^2 = 5.86$
Female	3	16	29	40	12	(.210)
<u>Marital Status</u>			(n = 1588)			
Married	3	12	27	44	15	
Never married	3	29	39	20	9	
Divorced/separated	8	28	22	34	8	$\chi^2 = 106.63^*$
Widowed	4	15	25	42	15	(.000)
<u>Education</u>			(n = 1546)			
H.S. diploma or less	5	16	26	40	14	
Some college	4	17	30	38	11	$\chi^2 = 22.59^*$
Bachelors degree	2	14	25	42	17	(.004)
<u>Occupation</u>			(n = 1217)			
Mgt, prof or education	4	14	28	40	14	
Sales or office support	2	16	27	42	13	
Constrn, inst or maint	7	12	32	39	10	
Prodn/trans/warehsing	6	13	26	38	17	
Agriculture	2	16	24	47	11	
Food serv/pers. care	2	30	34	30	4	
Hlthcare supp/safety	4	13	28	38	18	$\chi^2 = 33.73$
Other	3	22	24	43	9	(.210)

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

Appendix Table 2 continued

	<i>Ten Years From Now</i>					<i>Chi-square (sig.)</i>
	<i>Much Worse Off</i>	<i>Worse Off</i>	<i>About the Same</i>	<i>Better Off</i>	<i>Much Better Off</i>	
			<i>Percentages</i>			
Total	3	17	34	36	10	
Community Size			(n = 1507)			
Less than 500	5	14	38	36	7	
500 - 999	3	18	23	44	12	
1,000 - 4,999	2	17	35	39	7	
5,000 - 9,999	3	18	37	33	9	$\chi^2 = 32.34^*$
10,000 and up	3	17	36	32	12	(.009)
Region			(n = 1582)			
Panhandle	3	19	29	33	17	
North Central	2	20	35	31	13	
South Central	3	14	35	38	10	
Northeast	3	17	37	36	7	$\chi^2 = 31.18^*$
Southeast	3	18	34	41	5	(.013)
Income Level			(n = 1434)			
Under \$20,000	5	26	39	26	5	
\$20,000 - \$39,999	4	21	33	32	11	
\$40,000 - \$59,999	3	19	36	33	10	$\chi^2 = 52.90^*$
\$60,000 and over	2	12	32	44	11	(.000)
Age			(n = 1595)			
19 - 29	0	6	13	57	25	
30 - 39	1	2	29	51	17	
40 - 49	3	11	28	50	9	
50 - 64	5	27	39	26	3	$\chi^2 = 436.16^*$
65 and older	4	28	52	13	3	(.000)
Gender			(n = 1590)			
Male	3	21	32	33	11	$\chi^2 = 18.20^*$
Female	3	14	36	38	9	(.001)
Marital Status			(n = 1571)			
Married	2	16	33	39	10	
Never married	1	14	28	43	14	
Divorced/separated	5	27	32	31	6	$\chi^2 = 76.68^*$
Widowed	5	22	55	15	2	(.000)
Education			(n = 1532)			
H.S. diploma or less	5	25	38	26	6	
Some college	3	17	36	34	11	$\chi^2 = 69.08^*$
Bachelors degree	1	12	29	46	12	(.000)
Occupation			(n = 1210)			
Mgt, prof or education	2	13	30	46	9	
Sales or office support	2	14	33	33	19	
Constrn, inst or maint	6	25	33	29	7	
Prodn/trans/warehsing	1	22	30	37	9	
Agriculture	3	17	31	39	10	
Food serv/pers. care	4	18	44	31	2	
Hlthcare supp/safety	3	8	28	44	17	$\chi^2 = 70.07^*$
Other	3	10	44	42	1	(.000)

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

Appendix Table 3. Life Has Changed So Much in Our Modern World that Most People Are Powerless to Control Their Own Lives.

	<u>Disagree</u>	<u>Undecided</u>	<u>Agree</u>	<u>Significance</u>
Total	55	20	26	
Community Size		(n = 1515)		
Less than 500	52	21	27	
500 - 999	58	20	22	
1,000 - 4,999	54	20	27	
5,000 - 9,999	50	16	34	$\chi^2 = 14.97$
10,000 and up	60	19	21	(.060)
Region		(n = 1597)		
Panhandle	53	20	28	
North Central	52	19	30	
South Central	58	21	21	
Northeast	53	20	27	$\chi^2 = 10.80$
Southeast	56	17	27	(.213)
Household Income		(n = 1442)		
Under \$20,000	36	28	37	
\$20,000 - \$39,999	51	23	26	
\$40,000 - \$59,999	50	21	29	$\chi^2 = 56.88^*$
\$60,000 and over	65	14	21	(.000)
Age		(n = 1608)		
19 - 29	68	19	13	
30 - 39	65	18	17	
40 - 49	59	17	24	
50 - 64	49	18	33	$\chi^2 = 69.49^*$
65 and older	43	24	32	(.000)
Gender		(n = 1605)		
Male	58	16	26	$\chi^2 = 11.64^*$
Female	52	22	25	(.003)
Education		(n = 1543)		
H.S. diploma or less	36	27	36	
Some college	56	19	25	$\chi^2 = 83.69^*$
Bachelors or grad degree	67	14	19	(.000)
Marital Status		(n = 1586)		
Married	59	17	24	
Never married	56	24	20	
Divorced/separated	42	23	35	$\chi^2 = 47.89^*$
Widowed	34	29	37	(.000)
Occupation		(n = 1213)		
Mgt, prof or education	66	16	19	
Sales or office support	57	18	25	
Constrn, inst or maint	54	16	29	
Prodn/trans/warehsing	48	15	37	
Agriculture	60	18	22	
Food serv/pers. care	37	33	31	
Hlthcare supp/safety	68	12	20	$\chi^2 = 45.41^*$
Other	44	28	28	(.000)

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

Appendix Table 4. Satisfaction with Items Affecting Well-Being, 2016

Item	<i>Does Not Apply</i>	<i>Very Dissatisfied</i>	<i>Somewhat Dissatisfied</i>	<i>No Opinion</i>	<i>Somewhat Satisfied</i>	<i>Very Satisfied</i>
Your family	1%	1%	3%	7%	35%	53%
Your marriage	28	1	2	4	18	48
Your religion/spirituality	2	1	4	20	31	42
Your friends	1	2	5	13	39	42
Greenery and open space	1	1	5	11	41	41
Your day to day personal safety	0*	1	4	9	45	41
Your transportation	1	1	5	8	47	39
Clean air	1	2	5	12	42	38
Clean water	1	5	10	10	41	34
Your general quality of life	0*	1	5	10	52	32
Your education	2	1	8	15	43	30
Your housing	1	2	11	12	44	30
Your general standard of living	1	2	8	10	52	28
Your ability to afford your residence	2	3	15	14	39	28
Your spare time	2	3	14	14	39	28
Your health	1	4	11	12	48	23
Your job satisfaction	22	2	8	9	35	23
Your job security	23	4	9	11	32	22
Your ability to build assets/wealth	3	9	21	18	32	17
Your community	1	4	16	18	48	14
Your job opportunities	22	7	19	18	21	13
Current income level	2	11	21	13	42	11
Financial security during retirement	4	20	25	14	30	9

0* = Less than 1 percent.

Appendix Table 5. Dissatisfaction with Items By Community Size, Region and Individual Attributes.**

	<i>Financial security during retirement</i>				<i>Your job opportunities</i>			
	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Significance</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Significance</i>
	<i>Percentages</i>							
Total	46	14	40		34	23	43	
Community Size	(n = 1415)				(n = 1138)			
Less than 500	55	14	32		35	25	41	
500 - 999	46	15	39		32	22	46	
1,000 - 4,999	48	15	37		37	18	46	
5,000 - 9,999	39	13	49	$\chi^2 = 16.19^*$	31	28	41	$\chi^2 = 9.33$
10,000 and up	44	13	43	(.040)	35	25	40	(.315)
Region	(n = 1487)				(n = 1180)			
Panhandle	46	10	44		36	25	39	
North Central	42	20	38		37	22	41	
South Central	49	13	38		30	24	46	
Northeast	48	15	37	$\chi^2 = 14.23$	38	21	42	$\chi^2 = 6.51$
Southeast	41	14	45	(.076)	32	24	44	(.590)
Individual Attributes:								
<i>Household Income Level</i>	(n = 1344)				(n = 1086)			
Under \$20,000	55	18	28		52	19	30	
\$20,000 - \$39,999	50	16	34		36	29	35	
\$40,000 - \$59,999	53	14	33	$\chi^2 = 41.65^*$	33	21	46	$\chi^2 = 16.04^*$
\$60,000 and over	40	11	49	(.000)	34	22	45	(.014)
<i>Age</i>	(n = 1496)				(n = 1189)			
19 - 29	41	15	43		26	16	59	
30 - 39	51	14	35		34	20	46	
40 - 49	59	10	30		41	20	39	
50 - 64	51	14	35	$\chi^2 = 63.02^*$	39	26	35	$\chi^2 = 64.96^*$
65 and older	30	17	53	(.000)	21	43	37	(.000)
<i>Gender</i>	(n = 1495)				(n = 1185)			
Male	41	16	43	$\chi^2 = 11.69^*$	29	28	43	$\chi^2 = 13.48^*$
Female	50	13	37	(.003)	37	20	43	(.001)
<i>Education</i>	(n = 1439)				(n = 1153)			
High school diploma or less	50	22	28		42	29	29	
Some college	52	12	36	$\chi^2 = 63.08^*$	35	21	45	$\chi^2 = 23.38^*$
Bachelors or grad degree	37	12	51	(.000)	30	21	48	(.000)
<i>Marital Status</i>	(n = 1475)				(n = 1172)			
Married	44	14	42		33	22	45	
Never married	56	14	30		29	22	49	
Divorced/separated	60	14	26	$\chi^2 = 31.08^*$	44	27	29	$\chi^2 = 16.09^*$
Widowed	35	15	50	(.000)	45	28	28	(.013)
<i>Occupation</i>	(n = 1133)				(n = 1116)			
Mgt, prof or education	46	8	46		30	21	49	
Sales or office support	56	14	30		46	19	35	
Constn, inst or maint	52	25	22		23	37	40	
Prodn/trans/warehsing	44	14	43		32	32	37	
Agriculture	40	18	42		27	33	40	
Food serv/pers. care	69	5	26		49	26	26	
Hlthcare supp/safety	48	11	41	$\chi^2 = 51.50^*$	35	14	51	$\chi^2 = 52.61^*$
Other	61	9	30	(.000)	45	19	36	(.000)

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

** Only the five items with the highest combined proportion of very and somewhat dissatisfied responses are included.

Appendix Table 5 continued

	<i>Your current income level</i>			<i>Significance</i>	<i>Your ability to build assets/wealth</i>			<i>Significance</i>
	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>		<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	
	<i>Percentages</i>				<i>Percentages</i>			
Total	32	14	54		32	18	50	
Community Size	(n = 1456)				(n = 1446)			
Less than 500	34	13	54		33	21	46	
500 - 999	31	13	56		28	15	57	
1,000 - 4,999	34	13	53		34	17	49	
5,000 - 9,999	30	11	59	$\chi^2 = 3.88$	32	16	52	$\chi^2 = 8.03$
10,000 and up	32	15	53	(.867)	32	19	49	(.430)
Region	(n = 1527)				(n = 1516)			
Panhandle	35	11	54		36	16	49	
North Central	30	16	54		37	16	47	
South Central	30	14	56		30	16	54	
Northeast	37	13	50	$\chi^2 = 8.78$	32	23	46	$\chi^2 = 14.67$
Southeast	28	15	57	(.362)	28	19	53	(.066)
Individual Attributes:								
Household Income Level	(n = 1387)				(n = 1374)			
Under \$20,000	51	23	26		48	29	24	
\$20,000 - \$39,999	46	16	39		39	23	39	
\$40,000 - \$59,999	32	13	55	$\chi^2 = 109.66^*$	39	17	44	$\chi^2 = 106.34^*$
\$60,000 and over	24	10	66	(.000)	23	14	63	(.000)
Age	(n = 1533)				(n = 1525)			
19 - 29	29	8	63		21	13	66	
30 - 39	33	10	57		28	12	61	
40 - 49	37	13	51		41	14	46	
50 - 64	36	13	51	$\chi^2 = 44.81^*$	38	20	42	$\chi^2 = 83.53^*$
65 and older	24	22	54	(.000)	27	29	44	(.000)
Gender	(n = 1532)				(n = 1520)			
Male	29	17	55	$\chi^2 = 9.83^*$	27	19	54	$\chi^2 = 8.68^*$
Female	34	12	54	(.007)	35	18	48	(.013)
Education	(n = 1477)				(n = 1467)			
High school diploma or less	36	23	42		37	27	36	
Some college	37	12	51	$\chi^2 = 70.22^*$	34	18	49	$\chi^2 = 62.52^*$
Bachelors or grad degree	24	10	66	(.000)	26	12	62	(.000)
Marital Status	(n = 1513)				(n = 1505)			
Married	28	12	60		28	18	54	
Never married	44	12	44		37	11	53	
Divorced/separated	46	21	33	$\chi^2 = 58.53^*$	48	23	30	$\chi^2 = 51.26^*$
Widowed	30	21	50	(.000)	36	28	36	(.000)
Occupation	(n = 1179)				(n = 1190)			
Mgt, prof or education	25	8	67		27	13	60	
Sales or office support	34	10	57		36	11	53	
Constrn, inst or maint	32	26	42		39	27	34	
Prodn/trans/warehsing	33	17	51		25	22	53	
Agriculture	35	11	54		25	16	59	
Food serv/pers. care	45	19	36		37	37	27	
Hlthcare supp/safety	35	9	56	$\chi^2 = 50.12^*$	33	14	54	$\chi^2 = 60.73^*$
Other	44	10	46	(.000)	48	13	39	(.000)

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

** Only the five items with the highest combined proportion of very and somewhat dissatisfied responses are included.

Appendix Table 5 continued

	<i>Your community</i>			<i>Significance</i>
	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	
	<i>Percentages</i>			
Total	20	18	63	
Community Size	(n = 1490)			
Less than 500	22	17	61	
500 - 999	19	18	64	
1,000 - 4,999	19	15	66	
5,000 - 9,999	27	16	57	$\chi^2 = 14.09$
10,000 and up	17	22	61	(.080)
Region	(n = 1572)			
Panhandle	29	12	59	
North Central	21	17	63	
South Central	17	17	66	
Northeast	19	20	61	$\chi^2 = 17.51^*$
Southeast	19	17	64	(.025)
Individual Attributes:				
Household Income Level	(n = 1422)			
Under \$20,000	23	21	56	
\$20,000 - \$39,999	21	20	59	
\$40,000 - \$59,999	23	20	58	$\chi^2 = 16.18^*$
\$60,000 and over	18	14	68	(.013)
Age	(n = 1580)			
19 - 29	17	15	68	
30 - 39	19	15	67	
40 - 49	24	17	59	
50 - 64	24	21	55	$\chi^2 = 27.22^*$
65 and older	14	17	69	(.001)
Gender	(n = 1577)			
Male	18	21	61	$\chi^2 = 7.89^*$
Female	21	16	64	(.019)
Education	(n = 1519)			
High school diploma or less	19	27	55	
Some college	22	17	61	$\chi^2 = 31.24^*$
Bachelors or grad degree	17	13	69	(.000)
Marital Status	(n = 1562)			
Married	19	16	65	
Never married	19	24	57	
Divorced/separated	29	24	47	$\chi^2 = 26.29^*$
Widowed	15	16	68	(.000)
Occupation	(n = 1210)			
Mgt, prof or education	18	14	68	
Sales or office support	22	10	68	
Constn, inst or maint	19	26	55	
Prodn/trans/warehsing	20	26	55	
Agriculture	21	17	63	
Food serv/pers. care	27	18	55	
Hlthcare supp/safety	19	20	61	$\chi^2 = 24.07^*$
Other	22	22	57	(.045)

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

** Only the five items with the highest combined proportion of very and somewhat dissatisfied responses are included

Appendix Table 6. Satisfaction with Items By Community Size, Region and Individual Attributes.**

	<i>Your marriage</i>				<i>Your family</i>			
	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Significance</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Significance</i>
	<i>Percentages</i>							
Total	4	5	91		4	7	89	
Community Size	(n = 1037)				(n = 1488)			
Less than 500	4	9	88		6	11	84	
500 - 999	1	6	93		5	6	89	
1,000 - 4,999	5	5	90		4	5	91	
5,000 - 9,999	3	6	91	$\chi^2 = 13.07$	4	6	90	$\chi^2 = 12.90$
10,000 and up	3	3	94	(.109)	3	7	90	(.115)
Region	(n = 1088)				(n = 1568)			
Panhandle	1	6	93		5	5	90	
North Central	3	11	86		5	7	87	
South Central	4	6	90		3	7	90	
Northeast	4	2	94	$\chi^2 = 20.01^*$	4	7	89	$\chi^2 = 7.55$
Southeast	5	3	93	(.010)	6	8	85	(.479)
Individual Attributes:								
<i>Household Income Level</i>	(n = 984)				(n = 1417)			
Under \$20,000	4	11	85		8	16	76	
\$20,000 - \$39,999	3	9	88		8	10	82	
\$40,000 - \$59,999	6	7	87	$\chi^2 = 22.56^*$	4	9	87	$\chi^2 = 76.39^*$
\$60,000 and over	3	3	94	(.001)	2	2	96	(.000)
<i>Age</i>	(n = 1098)				(n = 1576)			
19 - 29	0	3	97		0	0	100	
30 - 39	6	6	87		3	3	94	
40 - 49	5	4	91		6	5	90	
50 - 64	4	5	92	$\chi^2 = 18.73^*$	7	10	83	$\chi^2 = 69.25^*$
65 and older	2	7	91	(.016)	5	12	83	(.000)
<i>Gender</i>	(n = 1093)				(n = 1574)			
Male	3	5	92	$\chi^2 = 1.19$	5	9	86	$\chi^2 = 5.87$
Female	4	5	91	(.551)	4	6	90	(.053)
<i>Education</i>	(n = 1057)				(n = 1514)			
High school diploma or less	4	7	89		8	11	81	
Some college	3	6	92	$\chi^2 = 4.06$	4	6	90	$\chi^2 = 30.66^*$
Bachelors or grad degree	4	4	93	(.398)	3	4	93	(.000)
<i>Marital Status</i>	(n = 1090)				(n = 1554)			
Married	4	5	91		3	4	93	
Never married	NA	NA	NA		6	13	81	
Divorced/separated	NA	NA	NA		12	11	77	$\chi^2 = 81.98^*$
Widowed	NA	NA	NA		10	13	78	(.000)
<i>Occupation</i>	(n = 878)				(n = 1199)			
Mgt, prof or education	5	3	92		2	5	93	
Sales or office support	3	3	94		1	2	97	
Constrn, inst or maint	2	11	87		6	15	79	
Prodn/trans/warehsing	2	3	95		6	6	88	
Agriculture	4	10	87		3	9	88	
Food serv/pers. care	4	12	85		2	13	85	
Hlthcare supp/safety	5	4	91	$\chi^2 = 20.17$	6	4	90	$\chi^2 = 39.55^*$
Other	2	2	96	(.125)	3	4	94	(.000)

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

** Only the five items with the highest combined proportion of very and somewhat satisfied responses are included.

Appendix Table 6 continued.

	<i>Your day to day personal safety</i>				<i>Your transportation</i>			
	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Significance</i>	<i>Dissatisfied</i>	<i>No opinion</i>	<i>Satisfied</i>	<i>Significance</i>
Total	4	9	87		6	8	87	
Community Size	(n = 1505)				(n = 1494)			
Less than 500	3	11	86		4	11	85	
500 - 999	2	10	88		5	7	89	
1,000 - 4,999	5	10	86		9	8	83	
5,000 - 9,999	3	8	89	$\chi^2 = 7.23$	3	7	90	$\chi^2 = 21.20^*$
10,000 and up	5	8	87	(.512)	4	6	90	(.007)
Region	(n = 1585)				(n = 1571)			
Panhandle	5	11	84		8	10	82	
North Central	3	7	90		9	7	84	
South Central	3	9	89		4	6	89	
Northeast	7	8	85	$\chi^2 = 20.66^*$	6	9	86	$\chi^2 = 14.51$
Southeast	3	13	84	(.008)	3	9	88	(.069)
Individual Attributes:	<i>Percentages</i>							
Household Income Level	(n = 1429)				(n = 1418)			
Under \$20,000	12	15	73		15	10	76	
\$20,000 - \$39,999	5	14	81		10	13	77	
\$40,000 - \$59,999	4	14	82	$\chi^2 = 76.63^*$	4	9	87	$\chi^2 = 77.82^*$
\$60,000 and over	3	4	94	(.000)	3	4	93	(.000)
Age	(n = 1594)				(n = 1579)			
19 - 29	4	7	89		4	4	92	
30 - 39	3	8	89		5	5	90	
40 - 49	4	6	90		9	9	83	
50 - 64	6	12	82	$\chi^2 = 17.46^*$	7	9	84	$\chi^2 = 22.45^*$
65 and older	3	11	86	(.026)	4	10	86	(.004)
Gender	(n = 1590)				(n = 1577)			
Male	4	10	86	$\chi^2 = 1.47$	6	9	86	$\chi^2 = 0.66$
Female	4	9	87	(.481)	6	7	87	(.720)
Education	(n = 1530)				(n = 1515)			
High school diploma or less	6	17	78		7	13	80	
Some college	6	10	85	$\chi^2 = 66.39^*$	6	8	86	$\chi^2 = 34.39^*$
Bachelors or grad degree	1	4	95	(.000)	4	4	93	(.000)
Marital Status	(n = 1572)				(n = 1558)			
Married	3	8	89		4	6	90	
Never married	3	9	87		8	8	84	
Divorced/separated	10	17	74	$\chi^2 = 34.97^*$	12	16	72	$\chi^2 = 44.53^*$
Widowed	7	10	83	(.000)	8	10	82	(.000)
Occupation	(n = 1213)				(n = 1208)			
Mgt, prof or education	2	6	92		3	5	92	
Sales or office support	6	7	87		6	5	89	
Constrn, inst or maint	10	16	74		7	21	71	
Prodn/trans/warehsing	2	15	83		6	6	88	
Agriculture	5	11	84		7	6	87	
Food serv/pers. care	8	20	71		4	16	80	
Hlthcare supp/safety	2	4	94	$\chi^2 = 51.36^*$	7	6	88	$\chi^2 = 42.68^*$
Other	5	5	90	(.000)	3	5	92	(.000)

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

** Only the five items with the highest combined proportion of very and somewhat satisfied responses are included.

Appendix Table 6 continued.

		<i>Your general quality of life</i>			
		<i>No</i>			
		<i>Dissatisfied</i>	<i>opinion</i>	<i>Satisfied</i>	<i>Significance</i>
		<i>Percentages</i>			
Total		6	10	84	
Community Size		(n = 1507)			
	Less than 500	8	12	81	
	500 - 999	5	11	85	
	1,000 - 4,999	8	9	83	
	5,000 - 9,999	5	8	87	$\chi^2 = 6.09$
	10,000 and up	5	10	84	(.637)
Region		(n = 1586)			
	Panhandle	5	12	83	
	North Central	5	9	86	
	South Central	5	9	86	
	Northeast	8	11	81	$\chi^2 = 7.75$
	Southeast	8	10	82	(.458)
Individual Attributes:					
<i>Household Income Level</i>		(n = 1431)			
	Under \$20,000	16	16	68	
	\$20,000 - \$39,999	9	14	78	
	\$40,000 - \$59,999	7	11	82	$\chi^2 = 59.21^*$
	\$60,000 and over	3	7	90	(.000)
<i>Age</i>		(n = 1592)			
	19 - 29	2	8	91	
	30 - 39	3	5	93	
	40 - 49	11	13	77	
	50 - 64	9	12	79	$\chi^2 = 47.70^*$
	65 and older	5	12	83	(.000)
<i>Gender</i>		(n = 1590)			
	Male	7	12	82	$\chi^2 = 3.27$
	Female	6	9	85	(.195)
<i>Education</i>		(n = 1531)			
	High school diploma or less	8	17	75	
	Some college	6	10	84	$\chi^2 = 44.29^*$
	Bachelors or grad degree	5	5	90	(.000)
<i>Marital Status</i>		(n = 1570)			
	Married	4	9	88	
	Never married	9	11	81	
	Divorced/separated	16	17	67	$\chi^2 = 66.03^*$
	Widowed	11	15	74	(.000)
<i>Occupation</i>		(n = 1212)			
	Mgt, prof or education	4	7	89	
	Sales or office support	6	8	87	
	Constrn, inst or maint	13	15	73	
	Prodn/trans/warehsing	6	21	74	
	Agriculture	5	9	86	
	Food serv/pers. care	4	17	79	
	Hlthcare supp/safety	3	9	88	$\chi^2 = 41.60^*$
	Other	13	9	79	(.000)

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

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Nebraska Rural Poll Research Report 16-2, August 2016

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