



NEBRASKA RURAL POLL

A Research Report

Shopping for Food in Nonmetropolitan Nebraska

2017 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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Executive Summary

Grocery stores are an essential part of community life. Not only do they provide healthy food for residents, they may also serve as an economic and social hub for a community. However, grocery stores in rural communities face many challenges. Today's mobile and connected society may mean residents no longer primarily shop where they live. Given this, from what types of stores are rural Nebraskans buying their food? How important are various characteristics when choosing the store where they do most of their food shopping? How do they rate the cost, quality and selection of various food items at that store? How far do they travel to the store? This paper provides a detailed analysis of these questions.

This report details 1,972 responses to the 2017 Nebraska Rural Poll, the 22nd annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their food shopping. Comparisons are made among different respondent subgroups, that is, comparisons by community size, age, occupation, region, etc. Based on these analyses, some key findings emerged:

- **Rural Nebraskans purchase their food from a variety of stores.** Almost four in ten (37%) buy most of their food from a supercenter (like Wal-Mart or Costco). Just over three in ten (31%) typically shop at a supermarket and just under three in ten (29%) buy most of their food at a small grocery store.
 - ✓ *Persons living in or near larger communities are more likely than persons living in or near smaller communities to purchase the majority of their food from either a supermarket or supercenter.* Almost one-half (48%) of persons living in or near the largest communities purchase most of their food from a supermarket and 41 percent purchase their food from a supercenter. Persons living in or near the smallest communities utilize supercenters (35%), small grocery stores (33%) and supermarkets (29%) to purchase their food. Persons living in or near mid-sized communities (populations ranging from 1,000 to 4,999) are the group most likely to purchase most of their food from a small grocery store (47%).
- **Rural Nebraskans are most concerned with the quality, cost and selection of food as well as store characteristics such as cleanliness and customer service when selecting where they shop for food. These characteristics rate higher than location.** The top store characteristics (ranked by the percentage rating each as important or very important) are: quality of foods (92%), prices of foods (89%), cleanliness (89%), selection of foods (88%), and customer service (74%). Located near home was an important factor for one-half (50%) of rural Nebraskans.
 - ✓ *Younger persons are more likely than older persons to rate located near home as an important consideration when deciding where to shop for food.* Sixty-four percent of persons age 19 to 29 rate this item as important, compared to 39 percent of persons age 40 to 49. Almost one-half (49%) of persons age 50 and older rate being located near home as important.
- **Most rural Nebraskans shop for food at least once a week.** Just over four in ten (44%) shop for food once a week, 29 percent shop several times a week and two percent buy food daily.
- **Rural Nebraskans report being satisfied with most items at the store from which they purchase most of their food, although satisfaction with cost consistently ranks lower than quality or**

selection across major food categories. The items they are most satisfied with (based on the proportion rating each as either good or excellent) include: quality of low-fat dairy (69%), quality of canned or frozen fruits and vegetables (69%), selection of canned or frozen fruits and vegetables (67%), and selection of low-fat dairy (65%). The items not receiving a majority rating them as either good or excellent include: cost of lean meats (39%), cost of fresh fruits and vegetables (46%), and cost of other goods (49%). Nutrition education events did not receive a majority rating it either as good or excellent, but just over one-third (34%) said these are not available at their store.

- ✓ *Persons who purchase most of their food from a supermarket are more likely than persons purchasing the bulk of their food from other types of stores to rate the following items as excellent: quality of fresh fruits and vegetables, selection of fresh fruits and vegetables, selection of canned or frozen fruits and vegetables, selection of low-fat dairy, selection of other goods and nutrition education events.* As an example, 20 percent of persons who buy most of their food from a supermarket rate their selection of fresh fruits and vegetables as excellent, compared to eight percent of persons who shop at a supercenter.
 - ✓ *Persons who buy most of their food at a small grocery store are more likely than persons who purchase their food at another type of store to rate the cost of lean meats as excellent.* Nine percent of people who shop for most of their food at a small grocery store rate the cost of lean meats as excellent, compared to three percent of persons who buy their food at a supercenter.
 - ✓ *Persons who buy their food at either a supermarket or small grocery store are the groups most likely to rate the following items as excellent: quality of lean meats, selection of lean meats, quality of low-fat dairy, and quality of other goods.*
- **Most rural Nebraskans are within 30 minutes of the store where they do most of their food shopping.** When asked how long it usually takes them to travel to the store where they do most of their food shopping, just over one-half (51%) say it takes 10 minutes or less. Almost one-third (32%) say it takes between 11 and 30 minutes of travel time.
 - ✓ *Persons living in or near larger communities are more likely than persons living in or near smaller communities to be within 10 minutes of the store from where they purchase most of their food.* Seventy-two percent of persons living in or near communities with populations of 5,000 or more are within 10 minutes travel time of their food store, compared to only 17 percent of persons living in or near communities with populations under 500.
 - **Most rural Nebraskans have options for their food shopping.** Most rural Nebraskans have a corner/convenience store closer than the store where they normally shop for food as well as a general merchandise store (like Dollar General or Family Dollar). Almost one-half (49%) have a small grocery store closer to them than the store where they normally do most of their food shopping.
 - ✓ *Almost two-thirds (65%) of persons who normally buy most of their food from a supercenter say they have a small grocery store closer to them.* Only six percent of persons who purchase most of their food from a small grocery store say there is a supercenter closer to them and only five percent have a supermarket closer.
 - **Beyond retail food shopping, most rural Nebraskans get at least some of their food from a garden and many get some of their food from a farmer's market or CSA (community supported agriculture).**

Introduction

Grocery stores are an essential part of community life. Not only do they provide healthy food for residents, they may also serve as an economic and social hub for a community. However, grocery stores in rural communities face many challenges. Today's mobile and connected society may mean residents no longer primarily shop where they live. Given this, from what types of stores are rural Nebraskans buying their food? How important are various characteristics when choosing the store where they do most of their food shopping? How do they rate the cost, quality and selection of various food items at that store? How far do they travel to the store? This paper provides a detailed analysis of these questions.

This report details 1,972 responses to the 2017 Nebraska Rural Poll, the 22nd annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about their food shopping.

Methodology and Respondent Profile

This study is based on 1,972 responses from Nebraskans living in 86 counties in the state.¹ A self-administered questionnaire was mailed in March and April to 6,244 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; food

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

shopping; the agricultural economy; and media, institutions and voting. This paper reports only results from the food shopping 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 manager approximately ten days later.
3. A reminder postcard was sent to those who had not yet responded 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 2011 - 2015 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

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.

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 50 years. Sixty-eight percent are married (Appendix Table 1) and 69 percent live within the city limits of a town or village. On average, respondents have lived in Nebraska 42 years and have lived in their current community 27 years. Fifty-seven 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.

Twenty-eight percent of the respondents report their 2016 approximate household income from all sources, before taxes, as below \$40,000. Fifty-eight percent report incomes over \$50,000.

Seventy-eight percent were employed in 2016 on a full-time, part-time, or seasonal basis. Eighteen percent are retired. Thirty-seven percent of those employed reported working in a management, professional, or education occupation. Seventeen percent indicated they were employed in agriculture.

Food Shopping

Respondents were asked a series of questions about shopping for food. They were first asked from what type of store do they buy most of their food. Respondents may purchase food from many of these sources, but were asked to report on their primary outlet. Rural

Nebraskans purchase their food from a variety of stores. Almost four in ten (37%) buy most of their food from a supercenter (like Wal-Mart or Costco) (Figure 1). Just over three in ten (31%) typically shop at a supermarket and just under three in ten (29%) buy most of their food at a small grocery store.

The type of store from where they purchase most of their food varies by community size, region and various individual attributes (Appendix Table 2). Persons living in or near larger communities are more likely than persons living in or near smaller communities to purchase the majority of their food from either a supermarket or supercenter. Almost one-half (48%) of persons living in or near the largest communities purchase most of their food from a supermarket and 41 percent purchase their food from a supercenter (Figure 2).

Persons living in or near communities of less than 500 utilize supercenters (35%), small grocery stores (33%) and supermarkets (29%) to purchase their food. Persons living in or near mid-sized communities (populations ranging

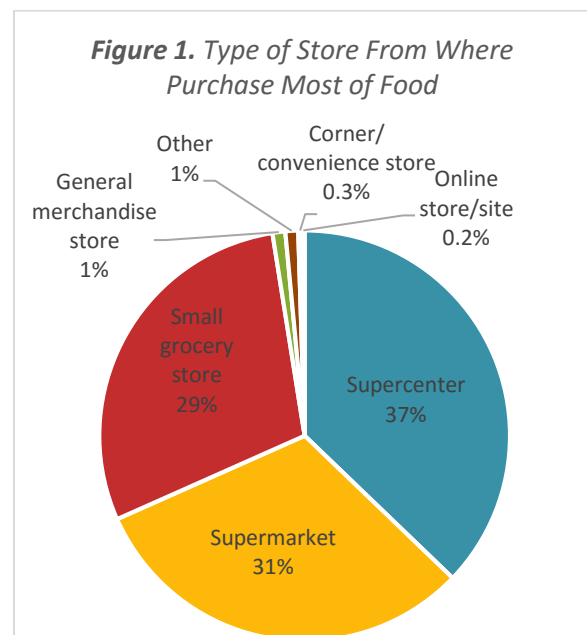
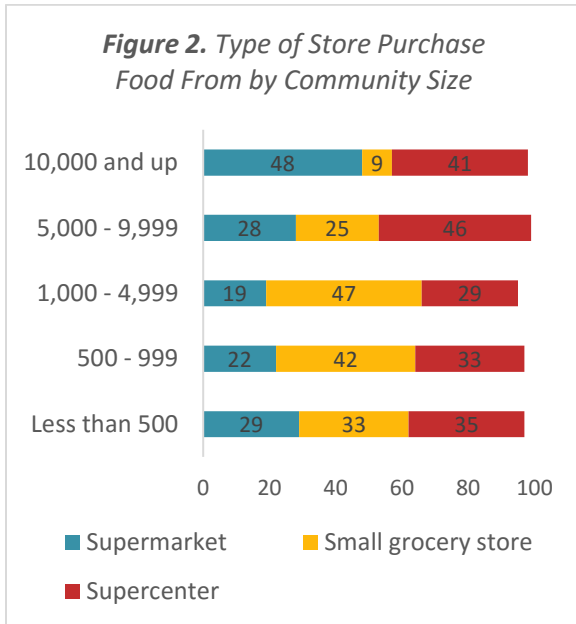


Figure 2. Type of Store Purchase Food From by Community Size



from 1,000 to 4,999) are the group most likely to purchase most of their food from a small grocery store (47%). This size of community is most likely to have a small grocery store.

Residents from both the Panhandle and Southeast regions are more likely than residents of other regions of the state to buy most of their food from a supercenter (see Appendix Figure 1 for the counties included in each region). Just over one-half of Panhandle residents (54%) and exactly one-half (50%) of residents of the Southeast region purchase most of their food from a supercenter. Most North Central residents shop for their food at a small grocery store (54%). Residents of the South Central and Northeast regions are more likely than residents of other regions to buy most of their food from a supermarket. At least four in ten residents from both these regions purchase most of their food from a supermarket.

Persons with higher household incomes are more likely than persons with lower incomes to purchase the majority of their food at a

supermarket. Persons with lower incomes are more likely than persons with higher incomes to buy their food at a small grocery store.

Older persons are more likely than younger persons to purchase the majority of their food from a supermarket. The youngest persons are more likely than the oldest persons to shop at a supercenter.

Widowed persons are more likely than other marital groups to buy most of their food from a small grocery store. Persons who have never married are the marital group most likely to purchase their food from a supercenter.

Persons with the highest education levels are more likely than persons with less education to shop for their food at a supermarket. Persons with a high school diploma or less education are more likely than persons with more education to shop at a small grocery store.

Persons with sales or office support occupations are the occupation group most likely to buy most of their food from a supermarket. Persons with occupations in agriculture are the group most likely to purchase their food from a small grocery store and persons with food service or personal care occupations are the group most likely to buy their food from a supercenter.

Next, respondents were asked how important various items are when choosing the store where they do most of their food shopping. Rural Nebraskans are most concerned with the quality, cost and selection of food as well as store characteristics such as cleanliness and customer service when selecting where they shop for food. These characteristics rate higher than location. The top store characteristics (ranked by the percentage rating each as important or very important) are: quality of foods (92%), prices of foods (89%), cleanliness (89%), selection of foods (88%), and customer

Table 1. Importance of Items When Choosing Store for Food Shopping

	Not at all important	Not very important	Somewhat important	Important	Very important
Quality of foods	0.2%	0.4%	7%	43%	49%
Prices of foods	1	1	9	42	48
Cleanliness	1	1	9	41	48
Selection of foods	0.3	1	11	53	35
Customer service	2	4	19	45	30
Located near home	12	10	28	34	16
Located near work	31	15	23	23	8
I know the owner/employees	37	21	19	15	8
Accepts SNAP/EBT/WIC	69	11	9	6	5
Home delivery option	53	21	12	9	5
I see friends/family there	41	28	17	11	4
Access to public transportation	61	17	11	9	3

service (74%) (Table 1). Located near home was an important factor for one-half (50%) of rural Nebraskans.

The importance of these items are examined by community size, region and various individual attributes (Appendix Table 3). Many differences emerge.

Seeing friends and family at the store was rated as most important by persons living in or near mid-sized communities, persons with lower household incomes, older persons, females, persons with lower education levels, and widowed persons.

Residents of the Panhandle are more likely than residents of other regions of the state to rate selection of foods as an important consideration when choosing the store where they purchase their food. Ninety-two percent of Panhandle residents rated selection of foods as an important criteria, compared to 82 percent of residents of the Southeast region. Other groups most like to rate selection of foods as important include: persons with higher household incomes, younger persons, females, and married persons.

Persons with higher household incomes are more likely than persons with lower incomes to rate quality of foods as an important consideration when choosing where they shop for food. Ninety-five percent of persons with household incomes of \$60,000 or more rate quality of foods as important, compared to 89 percent of persons with incomes less than \$40,000. Other groups most likely to rate quality of foods as an important consideration include: persons under the age of 65, females, persons with at least a four-year college degree, and married persons. When comparing responses by occupation, persons with construction, installation or maintenance occupations are the group *least* likely to rate quality of foods as an important criteria for choosing where to shop for food.

Females are more likely than males to rate prices of foods as an important consideration when deciding where to shop. Ninety-two percent of females rate prices of foods as important, compared to 86 percent of males. Persons with higher education levels are more likely than persons with less education to rate prices of food as important.

Persons with lower household incomes are more likely than persons with higher incomes to rate access to public transportation as an important item. One-quarter (25%) of persons with household incomes under \$20,000 rate access to public transportation as an important consideration, compared to eight percent of persons with household incomes of \$60,000 or more. Other groups most likely to rate access to public transportation as an important criteria include: persons age 65 and older, persons with lower education levels, widowed persons, and persons with production, transportation or warehousing occupations.

Persons living in or near the largest communities are more likely than persons living in or near the smallest communities to rate customer service as an important consideration when deciding where to shop for food. Almost eight in ten persons living in or near the largest communities (79%) rate this item as important, compared to 69 percent of persons living in or near the smallest communities. Other groups most likely to rate customer service as an important item include females and persons with occupations in agriculture.

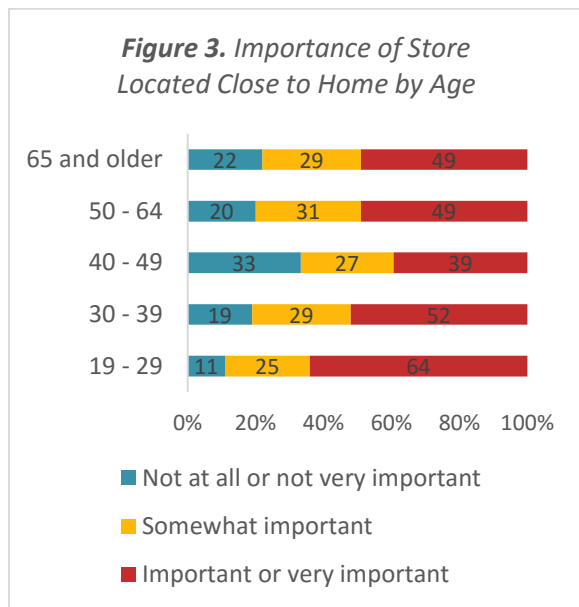
Older persons are more likely than younger persons to rate home delivery option as an important consideration when deciding where to shop for food. Twenty-two percent of persons age 65 and older rate this item as important, compared to nine percent of persons age 40 to 49. Other groups most likely to rate home delivery option as important include: persons with lower household incomes, persons with lower education levels, and widowed persons.

Females are more likely than males to rate cleanliness as an important item when deciding where to shop for food.

Persons living in or near mid-sized communities are more likely than persons living in or near both smaller and larger communities to rate knowing the owner or employees as an important consideration for choosing where to shop for food. Approximately three in ten persons living in or near communities with populations ranging from 500 to 9,999 rate this as an important item, compared to 14 percent of persons living in or near the largest communities. Other groups most likely to rate knowing the owner or employees as an important consideration include: residents of the North Central region, persons with the lowest household incomes, persons age 65 and older, persons with lower education levels, widowed persons and persons with occupations in agriculture.

Persons with the lowest household incomes are more likely than persons with higher incomes to rate accepts SNAP/EBT/WIC as an important item when deciding where to shop for food. Just over one-third (35%) of persons with household incomes under \$20,000 rate this item as important, compared to five percent of persons with incomes of \$60,000 or more. Other groups most likely to rate this item as important include: females, persons with lower education levels, and persons with food service or personal care occupations.

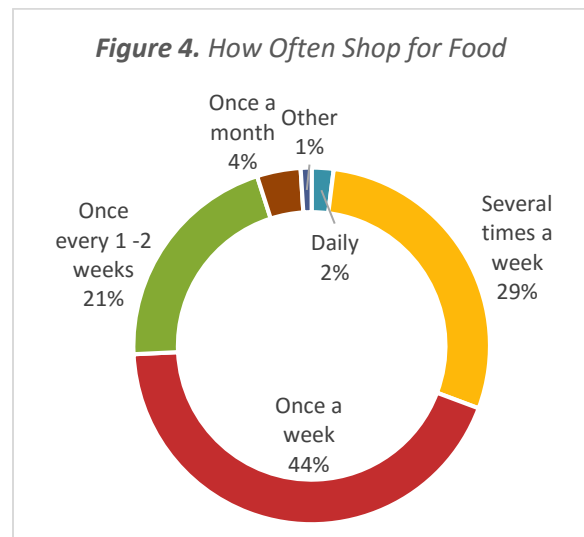
Younger persons are more likely than older persons to rate located near home as an important consideration when deciding where to shop for food. Sixty-four percent of persons age 19 to 29 rate this item as important, compared to 39 percent of persons age 40 to 49 (Figure 3). Other groups most likely to rate located near home as important include: persons living in or near communities with populations ranging from 500 to 999, females, and persons with food service or personal care occupations.



Younger persons are more likely than older persons to rate located near work as an important criteria when choosing where to food shop. Just over one-half (52%) of persons age 19 to 29 rate located near work as an important consideration, compared to 16 percent of persons age 65 and older. Other groups most likely to rate this item as important include: persons living in or near communities with populations ranging from 500 to 999, persons with higher incomes, females, persons with higher education levels, and divorced or separated respondents.

Next, respondents were asked how often they shop for food. Most rural Nebraskans shop for food at least once a week. Just over four in ten (44%) shop for food once a week, 29 percent shop several times a week and two percent buy food daily (Figure 4).

The frequency of food shopping differs by community size, region and most individual attributes examined (Appendix Table 4). Persons living in or near larger communities are more likely than persons living in or near smaller communities to shop for food more



often. At least three in ten persons living in or near communities with populations of 1,000 or more shop for food several times a week, compared to only 19 percent of persons living in or near communities with populations less than 500.

Older persons are more likely than younger persons to shop for food at least once a week. Approximately one-third of persons age 40 and older shop for food more often than once a week, compared to 19 percent of persons age 19 to 29.

Other groups most likely to shop for food more than once a week include: residents of the Southeast region, persons with the highest household incomes, married persons, and persons with food service or personal care occupations.

Next, respondents were asked to rate the characteristics of the store where they do most of their food shopping. Rural Nebraskans report being satisfied with most items at the store from which they purchase most of their food, although satisfaction with cost consistently ranks lower than quality or selection across major food categories. The items they are most

satisfied with (based on the proportion rating each as either good or excellent) include: quality of low-fat dairy (69%), quality of canned or frozen fruits and vegetables (69%), selection of canned or frozen fruits and vegetables (67%), and selection of low-fat dairy (65%) (Table 2). The items not receiving a majority rating them as either good or excellent include: cost of lean meats (39%), cost of fresh fruits and vegetables (46%), and cost of other goods (49%). Nutrition education events did not receive a majority rating it either as good or excellent, but just over one-third (34%) said these are not available at their store.

The ratings of these items are examined by community size, household income and type of store most frequented (Appendix Table 5).

When examining the ratings by community size, persons living in or near communities with populations ranging from 500 to 999 are the group most likely to rate many of the items as excellent. As an example, 19 percent of persons living in or near communities of that size rate the selection of lean meats at their store as excellent, compared to nine percent of persons living in or near communities with populations of 5,000 or more. The lone exception was with the rating of nutrition education events. For that item, persons living in or near the largest communities are the group most likely to rate that as excellent.

Persons with higher household incomes are more likely than persons with lower incomes to

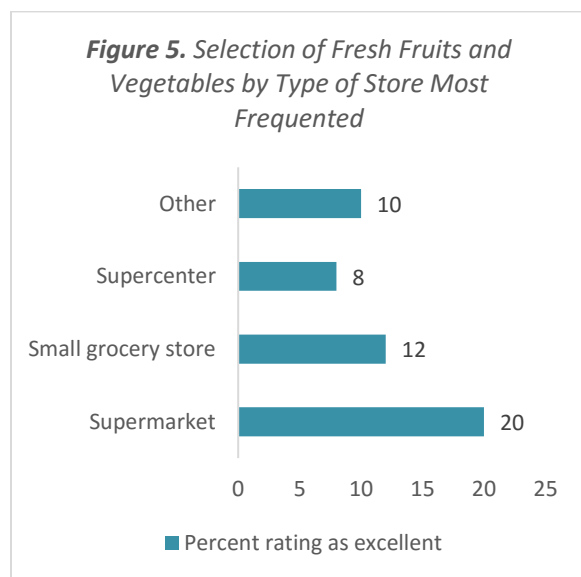
Table 2. Ratings of Store Where You Do Most of Your Food Shopping

	Not available	Poor	Fair	Good	Excellent
Cost of fresh fruits and vegetables	0.2%	11%	43%	40%	6%
Quality of fresh fruits and vegetables	0.2	8	37	44	12
Selection of fresh fruits and vegetables	0.3	7	35	45	13
Cost of canned or frozen fruits and vegetables	0.1	5	37	50	7
Quality of canned/frozen fruits and vegetables	0.1	2	29	58	11
Selection of canned or frozen fruits and vegetables	0.1	4	30	55	12
Cost of lean meats	1	20	40	34	5
Quality of lean meats	1	9	34	44	12
Selection of lean meats	1	10	34	43	12
Cost of low-fat dairy (milk, yogurt, cheese)	0.2	11	35	47	7
Quality of low-fat dairy (milk, yogurt, cheese)	0.2	3	29	56	13
Selection of low-fat dairy (milk, yogurt, cheese)	0.2	5	29	53	12
Cost of other goods	0.3	10	41	42	7
Quality of other goods	0.2	4	36	51	9
Selection of other goods	1	8	35	47	10
Nutrition education events (e.g. taste tests or cooking demonstrations)	34	24	23	17	3

rate the quality and selection of lean meats as excellent. Persons with mid-range incomes are *less* likely than persons with both higher and lower incomes to rate the cost of lean meats as excellent. Persons with household incomes ranging from \$20,000 to \$39,999 are the group *least* likely to rate the selection, cost and quality of canned or frozen fruits and vegetables as excellent; as well as the quality and selection of low-fat dairy.

Persons who purchase most of their food from a supermarket are more likely than persons purchasing the bulk of their food from other types of stores to rate the following items as excellent: quality of fresh fruits and vegetables, selection of fresh fruits and vegetables, selection of canned or frozen fruits and vegetables, selection of low-fat dairy, selection of other goods and nutrition education events. As an example, 20 percent of persons who buy most of their food from a supermarket rate their selection of fresh fruits and vegetables as excellent, compared to eight percent of persons who shop at a supercenter (Figure 5).

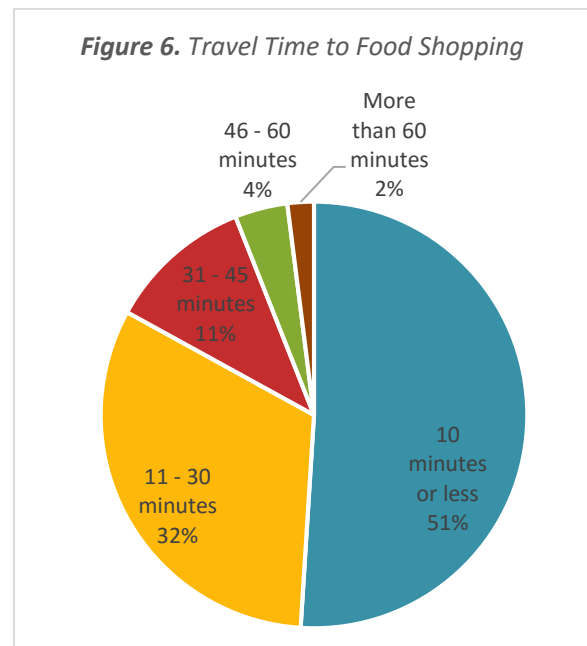
Persons who buy most of their food at a small



grocery store are more likely than persons who purchase their food at another type of store to rate the cost of lean meats as excellent. Nine percent of people who shop for most of their food at a small grocery store rate the cost of lean meats as excellent, compared to three percent of persons who buy their food at a supercenter. Persons who buy their food at either a supermarket or small grocery store are the groups most likely to rate the following items as excellent: quality of lean meats, selection of lean meats, quality of low-fat dairy, and quality of other goods.

Most rural Nebraskans are within 30 minutes of the store where they do most of their food shopping. When asked how long it usually takes them to travel to the store where they do most of their food shopping, just over one-half (51%) say it takes 10 minutes or less (Figure 6). Almost one-third (32%) say it takes between 11 and 30 minutes of travel time.

The travel time is examined by community size, region, various individual attributes and type of



store most frequented (Appendix Table 6). Persons living in or near larger communities are more likely than persons living in or near smaller communities to be within 10 minutes of the store from where they purchase most of their food. Seventy-two percent of persons living in or near communities with populations of 5,000 or more are within 10 minutes travel time of their food store, compared to only 17 percent of persons living in or near communities with populations under 500 (Figure 7).

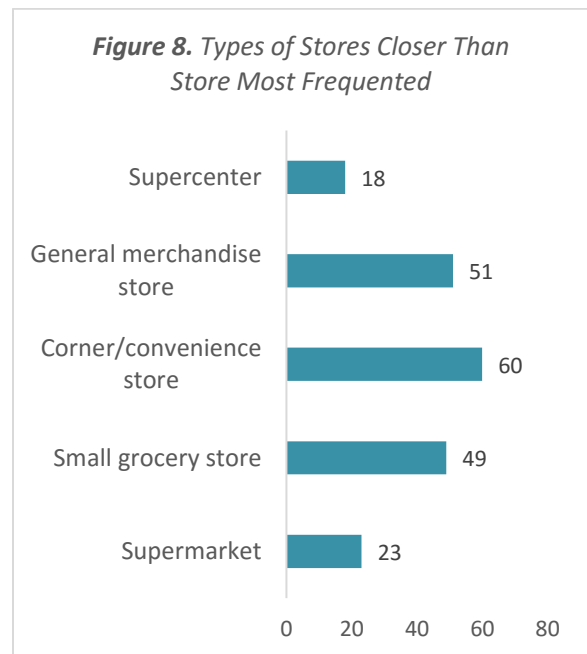
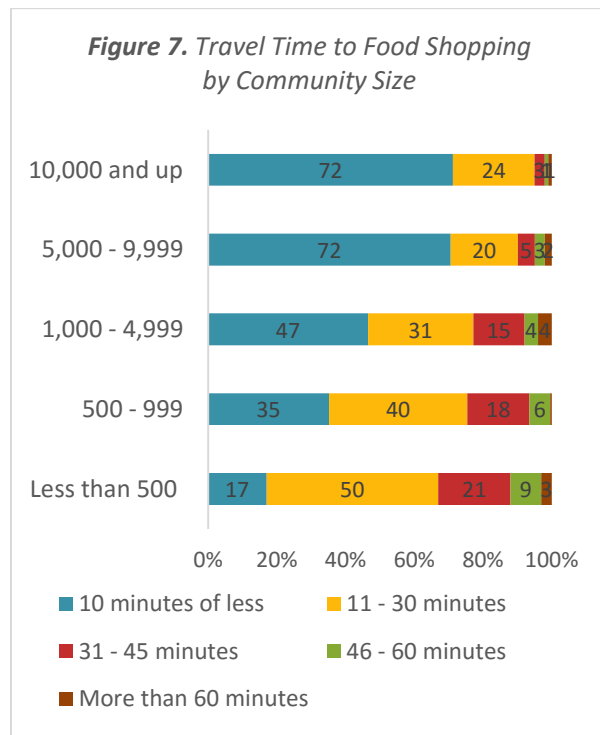
Residents of the Southeast region are *less* likely than residents of other regions of the state to be within 10 minutes of their food shopping. At least one-half of the residents of the other regions of the state are within 10 minutes of the store where they do most of their food shopping, compared to 43 percent of residents of the Southeast region.

Persons who do most of their food shopping at

a small grocery store are more likely than persons who shop at other types of stores to be within 10 minutes of travel to the store. Seventy percent of persons who buy most of their food from a small grocery store are within 10 minutes of travel time to the store, compared to 38 percent of persons who buy most of their food from a supercenter.

Other groups most likely to be within 10 minutes of the store where they do most of their food shopping include persons age 30 to 39 and females.

Next, respondents were asked which types of stores are closer to them than the store where they normally do most of their food shopping. Most rural Nebraskans have options for their food shopping. Most rural Nebraskans have a corner/convenience store closer than the store where they normally shop for food as well as a general merchandise store (like Dollar General or Family Dollar) (Figure 8). Almost one-half (49%) have a small grocery store closer to them



than the store where they normally do most of their food shopping.

The proximity to other types of stores are examined by community size, region, individual attributes and type of store most frequented (Appendix Table 7). Many differences emerge.

Persons living in or near larger communities are more likely than persons living in or near smaller communities to have a supermarket, corner/convenience store, general merchandise store and supercenter closer to them than the store where they normally do most of their food shopping. As an example, just over one-third of persons living in or near communities with populations of 5,000 or more have a supermarket closer than the store where they normally do most of their food shopping, compared to 10 percent of persons living in or near communities with populations ranging from 500 to 999.

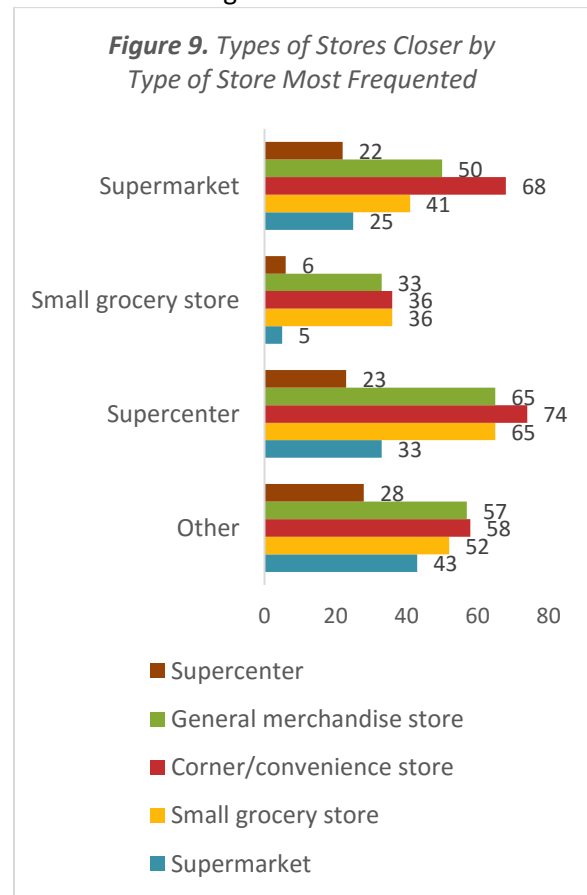
Conversely, persons living in or near the smallest communities are more likely than persons living in or near larger communities to have a small grocery store closer to them than the store where they normally shop. Over one-half of persons living in or near communities with populations under 10,000 have a small grocery store closer to them than the store where they normally do most of their food shopping. In comparison, only 36 percent of persons living in or near communities with populations of 10,000 or more have a small grocery store closer to them than the store where they normally shop.

Residents of the North Central region of the state are the regional group *least* likely to have a supermarket closer to them than the store where they normally shop for food. Residents of the Southeast region are the regional group most likely to have a small grocery store closer to them than the store where they normally do most of their food shopping.

Younger persons are more likely than older persons to have a small grocery store closer than that store they normally frequent. Almost six in ten persons age 19 to 29 (59%) say there is a small grocery store closer to them than the store where they normally shop for food.

Almost two-thirds (65%) of persons who normally buy most of their food from a supercenter say they have a small grocery store closer to them (Figure 9). Only six percent of persons who purchase most of their food from a small grocery store say there is a supercenter closer to them and only five percent have a supermarket closer.

Finally, respondents were asked from what other sources their household gets food. Most rural Nebraskans get some of their food from a



garden and many get some of their food from a farmer’s market or CSA (community supported agriculture) (Figure 10). The sources of food are examined by community size, region and various individual attributes (Appendix Table 8). Many differences emerge.

Persons living in or near smaller communities are more likely than persons living in or near larger communities to get food from a garden. Approximately two-thirds of persons living in or near communities with populations under 10,000 get food for their household from a garden, compared to 55 percent of persons living in or near communities with populations of 10,000 or more.

Persons who live in or near larger communities are more likely than persons living in or near smaller communities to get some of their

household’s food from a farmer’s market or CSA (community supported agriculture).

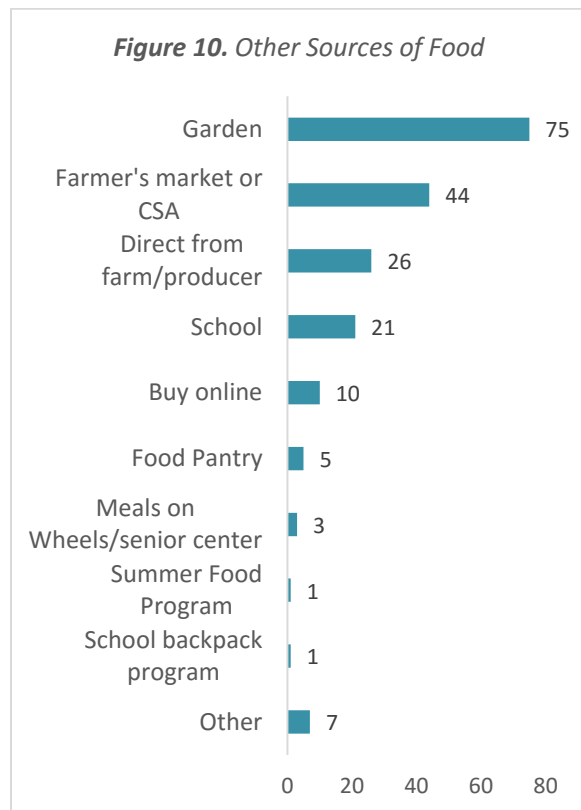
Persons living in the South Central region are more likely than persons living in other regions of the state to get food from a farmer’s market or CSA. Residents of the North Central region are more likely than residents of other regions of the state to buy food online.

Persons with lower household incomes are more likely than persons with higher incomes to get some food from a Food Pantry, Meals on Wheels/senior center and a school backpack program. Twenty-one percent of persons with household incomes under \$20,000 get food for their household from a Food Pantry, compared to one percent of persons with household incomes of \$60,000 or more.

Persons with higher household incomes are more likely than persons with lower incomes to get food for their household from school as well as direct from a farm/producer. Almost one-quarter (24%) of persons with household incomes of \$60,000 or more get food direct from a farm or producer, compared to 15 percent of persons with household incomes under \$20,000.

Older persons are more likely than younger persons to get food from a farmer’s market or CSA as well as from Meals on Wheels or a senior center. Forty-three percent of persons age 65 and older get food for their household from a farmer’s market or CSA, compared to 26 percent of persons age 19 to 29.

Younger persons are more likely than older persons to buy food direct from a farm or producer. Just under three in ten persons age 19 to 29 get some food direct from a farm or producer, compared to 15 percent of persons age 65 and older. Persons age 30 to 49 are the



age group most likely to get food from school and buying online.

Persons with healthcare support or public safety occupations are more likely than persons with different occupations to get food from a garden. Persons with food service or personal care occupations are the occupation group most likely to get food for their household from a Food Pantry and a school backpack program. Persons with construction, installation or maintenance occupations are the occupation group most likely to get food for their household direct from a farm or producer.

Conclusion

Rural Nebraskans purchase their food from a variety of stores. Almost four in ten buy most of their food from a supercenter (like Wal-Mart or Costco). Just over three in ten typically shop at a supermarket and just under three in ten buy most of their food at a small grocery store. Differences in the type of store most utilized occur by community size. Persons living in or near larger communities are more likely than persons living in or near smaller communities to purchase the majority of their food from either a supermarket or supercenter.

Persons living in or near mid-sized communities (populations ranging from 1,000 to 4,999) are the group most likely to purchase most of their food from a small grocery store. This size of community is most likely to be able to sustain a grocery store but not be a target for a supermarket or supercenter. Thus, local grocery stores do maintain market share in communities which are large enough for them to be viable, but too small to be major markets.

Rural Nebraskans are most concerned with the quality, cost and selection of food as well as store characteristics such as cleanliness and

customer service when selecting where they shop for food. These characteristics rate higher than location. Most rural Nebraskans shop for food at least once a week.

Rural Nebraskans report being satisfied with most items at the store from which they purchase most of their food, although satisfaction with cost consistently ranks lower than quality or selection across major food categories.

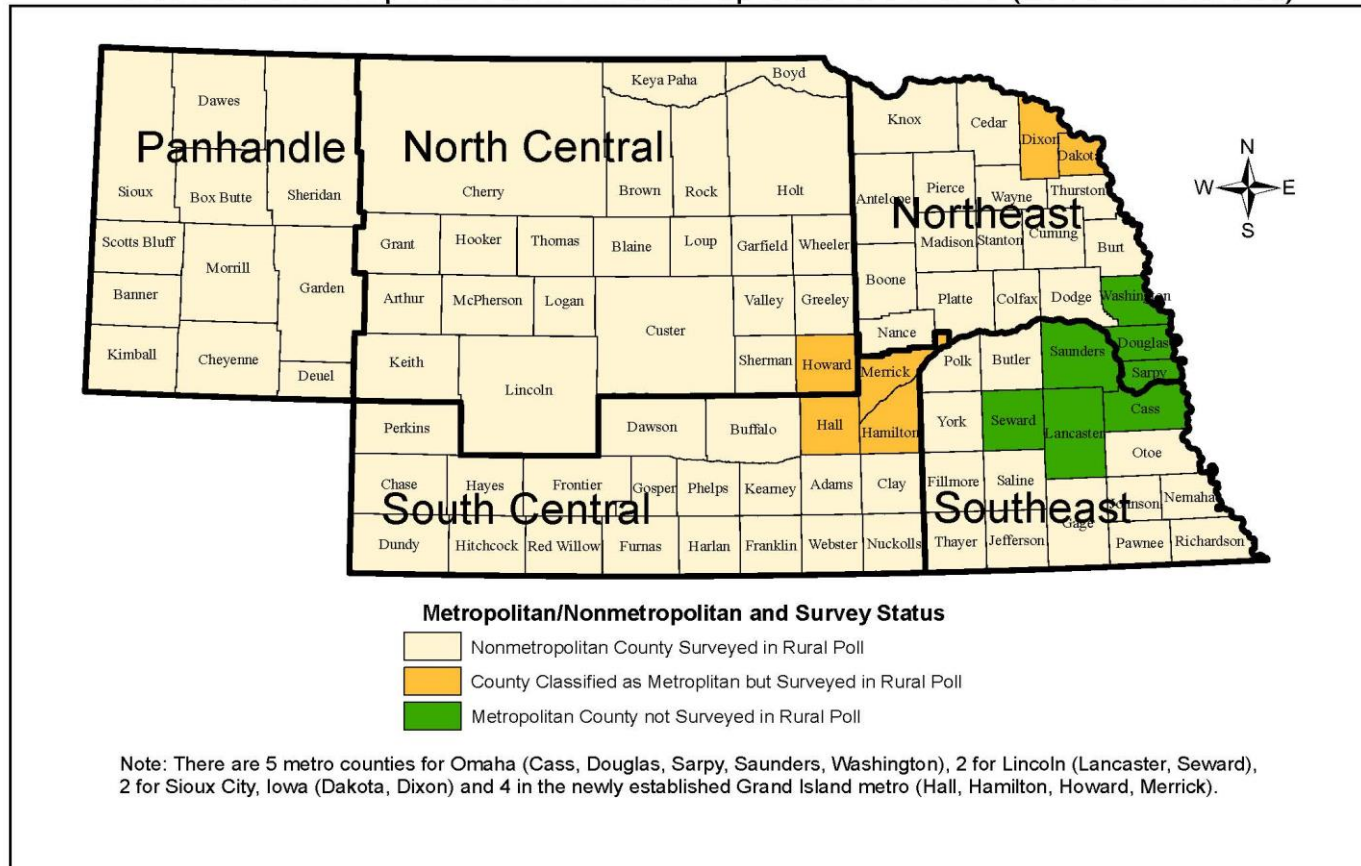
Most rural Nebraskans are within 30 minutes of the store where they do most of their food shopping. However, persons living in or near larger communities are more likely than persons living in or near smaller communities to be within 10 minutes of the store from where they purchase most of their food.

Most rural Nebraskans have options for their food shopping. Most rural Nebraskans have a corner/convenience store closer than the store where they normally shop for food as well as a general merchandise store (like Dollar General or Family Dollar). Almost one-half have a small grocery store closer to them than the store where they normally do most of their food shopping. Almost two-thirds of persons who normally buy most of their food from a supercenter say they have a small grocery store closer to them. Only six percent of persons who purchase most of their food from a small grocery store say there is a supercenter closer to them and only five percent have a supermarket closer.

Beyond retail shopping, rural Nebraskans do utilize other sources for foods. Most rural Nebraskans get at least some of their food from a garden and many get some of their food from a farmer's market or CSA (community supported agriculture).

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 2011 – 2015 American Community Survey 5 Year Average for Nebraska*

	2017 Poll	2016 Poll	2015 Poll	2014 Poll	2013 Poll	2012 Poll	2011 - 2015 ACS
Age : ²							
20 - 39	32%	31%	31%	32%	31%	31%	31%
40 - 64	44%	45%	45%	46%	44%	44%	44%
65 and over	24%	24%	24%	23%	24%	24%	24%
Gender: ³							
Female	56%	59%	58%	57%	51%	61%	51%
Male	44%	41%	42%	43%	49%	39%	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%	2%	3%	3%	3%	7%
High school diploma (or equiv.)	18%	21%	22%	18%	23%	22%	33%
Some college, no degree	22%	21%	23%	23%	25%	25%	26%
Associate degree	16%	19%	15%	16%	15%	15%	11%
Bachelors degree	25%	23%	24%	24%	22%	24%	13%
Graduate or professional degree	16%	14%	13%	16%	12%	11%	5%
Household Income: ⁵							
Less than \$10,000	3%	3%	5%	5%	5%	6%	6%
\$10,000 - \$19,999	7%	8%	7%	7%	7%	10%	11%
\$20,000 - \$29,999	7%	11%	9%	8%	13%	11%	12%
\$30,000 - \$39,999	11%	11%	9%	14%	10%	10%	11%
\$40,000 - \$49,999	13%	11%	12%	12%	15%	12%	10%
\$50,000 - \$59,999	13%	11%	11%	13%	10%	13%	9%
\$60,000 - \$74,999	12%	14%	15%	13%	11%	14%	11%
\$75,000 or more	34%	32%	32%	29%	29%	25%	28%
Marital Status: ⁶							
Married	68%	69%	68%	68%	70%	70%	62%
Never married	13%	11%	13%	12%	12%	10%	18%
Divorced/separated	11%	10%	10%	12%	9%	11%	12%
Widowed/widower	8%	9%	8%	8%	9%	10%	8%

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

² 2011-2015 American Community Survey universe is non-metro population 20 years of age and over.

³ 2011-2015 American Community Survey universe is non-metro population 20 years of age and over.

⁴ 2011-2015 American Community Survey universe is non-metro population 18 years of age and over.

⁵ 2011-2015 American Community Survey universe is all non-metro households.

⁶ 2011-2015 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. Type of Store Purchase Most of Food From by Community Size, Region and Individual Attributes

What type of store do you buy <u>MOST</u> of your food from?								
	Supermarket	Small grocery store	Corner store or convenience store	General merchandise store	Supercenter	Online store/ site	Other	Chi- square (sig.)
Total	31	29	0.3	1	37	0.2	1	
Community Size				(n = 1688)				
Less than 500	29	33	0.4	1	35	1	1	
500 - 999	22	42	0	1	33	0	2	
1,000 - 4,999	19	47	1	3	29	0.4	1	$\chi^2 =$
5,000 - 9,999	28	25	0	1	46	0	0	254.05*
10,000 and up	48	9	0.2	0.2	41	0	2	(.000)
Region				(n = 1721)				
Panhandle	22	19	0	2	54	0	3	
North Central	15	54	0.4	2	28	0	1	
South Central	40	23	1	1	36	0.4	0.2	$\chi^2 =$
Northeast	41	27	0.2	2	28	0	2	209.75*
Southeast	19	29	0	1	50	1	0.4	(.000)
Income Level				(n = 1636)				
Under \$20,000	21	34	1	6	35	0	3	
\$20,000 - \$39,999	28	32	0.3	1	38	0	0.3	$\chi^2 =$
\$40,000 - \$59,999	26	31	0.2	2	39	0	2	73.94*
\$60,000 and over	37	27	0.4	0.3	35	1	0.3	(.000)
Age				(n = 1728)				
19 - 29	23	28	0	1	46	0	1	
30 - 39	29	32	0	1	36	1	2	
40 - 49	28	24	1	1	46	1	1	$\chi^2 =$
50 - 64	36	29	0.3	1	33	0	1	74.48*
65 and older	37	34	1	2	25	0	1	(.000)
Gender				(n = 1722)				
Male	33	27	1	1	37	1	2	$\chi^2 =$
Female	30	31	0.1	2	36	0	1	16.24*
Marital Status				(n = 1712)				
Married	33	29	0.2	1	36	0.3	1	
Never married	25	25	0	3	46	0	2	$\chi^2 =$
Divorced/separated	26	31	1	3	37	0	2	48.57*
Widowed	32	40	1	3	24	0	1	(.000)
Education				(n = 1717)				
H.S. diploma or less	24	34	0.3	3	38	0	0.3	$\chi^2 =$
Some college	31	28	1	2	38	0.3	1	39.68*
Bachelors degree	35	29	0.1	0.1	34	0.3	2	(.000)
Occupation				(n = 1275)				
Mgt, prof or education	32	26	0	0.2	41	1	0.2	
Sales or office support	42	27	1	0	30	0	0	
Constrn, inst or maint	26	29	0	0	44	0	1	
Prodn/trans/warehsing	30	30	0	2	39	0	0	
Agriculture	26	37	1	0	34	0	2	
Food serv/pers. care	15	33	0	0	52	0	0	$\chi^2 =$
Hlthcare supp/safety	29	30	0	5	36	0	1	103.32*
Other	33	13	0	3	46	0	5	(.000)

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

Appendix Table 3. Importance of Items for Choosing Store for Food Shopping by Community Size, Region and Individual Attributes

	<i>I see friends/family there</i>			<i>Significance</i>	<i>Selection of foods</i>			<i>Significance</i>
	<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>		<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>	
Total	69	17	14		1	11	88	
Community Size	(n = 1701)				(n = 1709)			
Less than 500	73	14	12		1	11	87	
500 - 999	68	14	18		0.4	13	87	
1,000 - 4,999	66	19	16		2	13	84	
5,000 - 9,999	61	19	20	$\chi^2 = 18.29^*$	1	7	92	$\chi^2 = 12.35$
10,000 and up	73	16	12	(.019)	1	9	89	(.136)
Region	(n = 1736)				(n = 1745)			
Panhandle	69	18	13		0	8	92	
North Central	64	21	15		1	13	86	
South Central	70	14	16		2	9	89	
Northeast	69	17	14	$\chi^2 = 7.92$	1	10	89	$\chi^2 = 17.77^*$
Southeast	70	17	13	(.441)	2	16	82	(.023)
Individual Attributes:	<i>Percentages</i>							
Household Income Level	(n = 1644)				(n = 1654)			
Under \$20,000	56	26	19		1	17	81	
\$20,000 - \$39,999	67	18	14		3	14	82	
\$40,000 - \$59,999	69	17	15	$\chi^2 = 21.62^*$	1	9	90	$\chi^2 = 24.09^*$
\$60,000 and over	73	14	13	(.001)	1	9	90	(.001)
Age	(n = 1743)				(n = 1750)			
19 - 29	80	9	11		0	8	92	
30 - 39	77	12	11		1	9	90	
40 - 49	78	11	11		2	8	90	
50 - 64	63	22	15	$\chi^2 = 104.77^*$	1	14	86	$\chi^2 = 28.43^*$
65 and older	52	26	23	(.000)	2	16	82	(.000)
Gender	(n = 1735)				(n = 1744)			
Male	70	18	12	$\chi^2 = 6.73^*$	2	13	85	$\chi^2 = 11.02^*$
Female	68	16	16	(.035)	1	9	90	(.004)
Education	(n = 1729)				(n = 1740)			
High school diploma or less	58	22	21		3	18	80	
Some college	68	19	13	$\chi^2 = 34.24^*$	2	10	88	$\chi^2 = 33.74^*$
Bachelors or grad degree	75	13	13	(.000)	0.4	8	91	(.000)
Marital Status	(n = 1727)				(n = 1737)			
Married	70	16	14		1	9	90	
Never married	81	10	9		0.4	17	83	
Divorced/separated	65	20	15	$\chi^2 = 54.41^*$	4	12	84	$\chi^2 = 34.74^*$
Widowed	45	29	26	(.000)	3	20	78	(.000)
Occupation	(n = 1274)				(n = 1283)			
Mgt, prof or education	76	14	10		0.2	9	91	
Sales or office support	73	13	14		2	15	82	
Constrn, inst or maint	81	11	8		2	17	81	
Prodn/trans/warehsing	74	13	13		1	13	86	
Agriculture	68	15	18		1	8	91	
Food serv/pers. care	67	25	8		2	8	90	
Hlthcare supp/safety	74	15	11	$\chi^2 = 17.60$	1	8	92	$\chi^2 = 24.88^*$
Other	76	14	11	(.226)	0	3	97	(.036)

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

Appendix Table 3 continued.

	<i>Quality of foods</i>			<i>Significance</i>	<i>Prices of foods</i>			<i>Significance</i>
	<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>		<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>	
Total	1	7	92		2	9	89	
Community Size		(n = 1705)				(n = 1699)		
Less than 500	1	10	89		2	10	88	
500 - 999	0.4	6	93		1	12	87	
1,000 - 4,999	1	9	91		3	9	88	
5,000 - 9,999	1	3	96	$\chi^2 = 12.43$	1	5	95	$\chi^2 = 12.96$
10,000 and up	0.4	7	93	(.133)	2	7	90	(.113)
Region		(n = 1740)				(n = 1732)		
Panhandle	0	8	92		2	6	92	
North Central	1	7	92		2	11	87	
South Central	1	7	93		2	8	90	
Northeast	0.2	7	93	$\chi^2 = 8.12$	3	9	88	$\chi^2 = 9.54$
Southeast	1	10	89	(.422)	0.4	9	90	(.299)
Individual Attributes:								
Household Income Level		(n = 1649)				(n = 1644)		
Under \$20,000	1	10	89		1	10	90	
\$20,000 - \$39,999	2	9	89		4	10	87	
\$40,000 - \$59,999	0.2	8	92	$\chi^2 = 18.91^*$	1	7	92	$\chi^2 = 12.48$
\$60,000 and over	0.3	5	95	(.004)	2	9	90	(.052)
Age		(n = 1745)				(n = 1738)		
19 - 29	0	8	92		1	6	93	
30 - 39	0	5	96		2	7	90	
40 - 49	1	6	94		2	7	91	
50 - 64	1	8	92	$\chi^2 = 19.69^*$	2	9	89	$\chi^2 = 13.22$
65 and older	2	10	88	(.012)	2	13	86	(.105)
Gender		(n = 1739)				(n = 1733)		
Male	1	10	89	$\chi^2 = 14.48^*$	3	11	86	$\chi^2 = 14.11^*$
Female	0.4	5	94	(.001)	1	7	92	(.001)
Education		(n = 1732)				(n = 1726)		
High school diploma or less	2	15	84		2	14	84	
Some college	0.4	7	93	$\chi^2 = 51.56^*$	2	6	92	$\chi^2 = 16.08^*$
Bachelors or grad degree	0.1	4	96	(.000)	2	9	90	(.003)
Marital Status		(n = 1730)				(n = 1725)		
Married	1	6	94		2	8	90	
Never married	0.4	10	90		4	9	87	
Divorced/separated	1	9	91	$\chi^2 = 22.22^*$	2	9	89	$\chi^2 = 12.25$
Widowed	1	16	83	(.001)	2	16	83	(.057)
Occupation		(n = 1274)				(n = 1275)		
Mgt, prof or education	0	4	96		1	7	93	
Sales or office support	1	8	91		3	7	90	
Constrn, inst or maint	0	21	79		2	17	81	
Prodn/trans/warehsing	0	9	91		3	7	90	
Agriculture	1	3	96		1	13	86	
Food serv/pers. care	2	2	96		2	10	88	
Hlthcare supp/safety	0	4	96	$\chi^2 = 62.83^*$	4	2	94	$\chi^2 = 39.04^*$
Other	0	0	100	(.000)	0	3	97	(.000)

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

Appendix Table 3 continued.

	<i>Access to public transportation</i>			<i>Significance</i>	<i>Customer service</i>			<i>Significance</i>
	<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>		<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>	
	<i>Percentages</i>							
Total	78	11	12		7	19	74	
Community Size	(n = 1679)				(n = 1693)			
Less than 500	81	8	11		10	21	69	
500 - 999	81	8	11		8	15	77	
1,000 - 4,999	81	11	9		7	23	71	
5,000 - 9,999	73	12	15	$\chi^2 = 13.87$	5	21	74	$\chi^2 = 21.88^*$
10,000 and up	75	11	14	(.085)	5	16	79	(.005)
Region	(n = 1713)				(n = 1727)			
Panhandle	77	13	11		4	19	77	
North Central	80	9	11		6	14	80	
South Central	77	11	12		8	19	73	
Northeast	79	10	11	$\chi^2 = 4.22$	7	19	74	$\chi^2 = 13.80$
Southeast	75	11	13	(.837)	7	25	69	(.087)
Individual Attributes:								
<i>Household Income Level</i>	(n = 1624)				(n = 1634)			
Under \$20,000	59	16	25		10	18	72	
\$20,000 - \$39,999	67	16	17		9	16	75	
\$40,000 - \$59,999	77	12	11	$\chi^2 = 88.57^*$	4	19	77	$\chi^2 = 11.79$
\$60,000 and over	86	6	8	(.000)	7	19	74	(.067)
<i>Age</i>	(n = 1719)				(n = 1731)			
19 - 29	86	6	8		8	23	69	
30 - 39	90	5	5		6	18	76	
40 - 49	82	8	10		8	20	72	
50 - 64	74	15	11	$\chi^2 = 98.27^*$	5	17	78	$\chi^2 = 9.33$
65 and older	63	16	21	(.000)	6	18	76	(.315)
<i>Gender</i>	(n = 1713)				(n = 1724)			
Male	78	11	11	$\chi^2 = 0.27$	10	22	69	$\chi^2 = 25.53^*$
Female	78	10	12	(.872)	5	17	79	(.000)
<i>Education</i>	(n = 1708)				(n = 1718)			
High school diploma or less	60	18	22		11	15	74	
Some college	77	12	11	$\chi^2 = 106.39^*$	5	20	76	$\chi^2 = 16.76^*$
Bachelors or grad degree	87	5	8	(.000)	6	20	73	(.002)
<i>Marital Status</i>	(n = 1703)				(n = 1717)			
Married	82	9	9		6	19	75	
Never married	77	12	12		10	19	71	
Divorced/separated	71	14	15	$\chi^2 = 76.23^*$	4	21	75	$\chi^2 = 9.77$
Widowed	51	19	30	(.000)	10	20	71	(.135)
<i>Occupation</i>	(n = 1264)				(n = 1272)			
Mgt, prof or education	89	7	5		5	23	72	
Sales or office support	83	7	10		3	18	79	
Constrn, inst or maint	75	9	16		12	20	68	
Prodn/trans/warehsing	72	6	22		8	16	76	
Agriculture	86	7	7		7	12	81	
Food serv/pers. care	80	14	6		4	22	75	
Hlthcare supp/safety	77	16	8	$\chi^2 = 60.49^*$	9	19	72	$\chi^2 = 24.38^*$
Other	76	14	11	(.000)	11	21	68	(.041)

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

Appendix Table 3 continued.

	<i>Home delivery option</i>			<i>Significance</i>	<i>Cleanliness</i>			<i>Significance</i>
	<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>		<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>	
	<i>Percentages</i>							
Total	74	12	14		2	9	89	
Community Size	(n = 1684)				(n = 1689)			
Less than 500	77	10	14		1	10	89	
500 - 999	76	9	15		1	8	91	
1,000 - 4,999	75	12	13		2	10	87	
5,000 - 9,999	78	11	12	$\chi^2 = 12.22$	1	7	93	$\chi^2 = 9.35$
10,000 and up	69	15	16	(.142)	2	8	90	(.314)
Region	(n = 1717)				(n = 1726)			
Panhandle	77	10	13		1	8	91	
North Central	72	13	16		2	9	89	
South Central	74	11	15		2	8	90	
Northeast	70	14	16	$\chi^2 = 12.24$	2	8	91	$\chi^2 = 13.53$
Southeast	80	11	9	(.141)	1	14	85	(.095)
Individual Attributes:								
<i>Household Income Level</i>	(n = 1628)				(n = 1634)			
Under \$20,000	56	17	27		1	7	93	
\$20,000 - \$39,999	70	14	16		3	10	87	
\$40,000 - \$59,999	72	14	14	$\chi^2 = 46.38^*$	1	7	92	$\chi^2 = 9.77$
\$60,000 and over	80	9	11	(.000)	2	9	89	(.135)
<i>Age</i>	(n = 1725)				(n = 1732)			
19 - 29	80	9	11		0	6	94	
30 - 39	78	10	13		1	11	88	
40 - 49	81	10	9		2	9	89	
50 - 64	72	14	15	$\chi^2 = 52.31^*$	2	11	87	$\chi^2 = 14.89$
65 and older	61	17	22	(.000)	2	7	91	(.061)
<i>Gender</i>	(n = 1716)				(n = 1725)			
Male	75	13	12	$\chi^2 = 4.89$	3	11	87	$\chi^2 = 11.94^*$
Female	73	12	16	(.087)	1	8	91	(.003)
<i>Education</i>	(n = 1711)				(n = 1719)			
High school diploma or less	62	15	24		2	12	86	
Some college	73	14	14	$\chi^2 = 47.20^*$	2	8	90	$\chi^2 = 4.99$
Bachelors or grad degree	80	10	10	(.000)	1	9	90	(.289)
<i>Marital Status</i>	(n = 1707)				(n = 1715)			
Married	75	12	13		2	8	90	
Never married	82	10	8		0.4	9	91	
Divorced/separated	72	12	16	$\chi^2 = 45.87^*$	3	11	86	$\chi^2 = 5.52$
Widowed	51	19	30	(.000)	2	11	88	(.479)
<i>Occupation</i>	(n = 1268)				(n = 1270)			
Mgt, prof or education	84	9	7		1	10	90	
Sales or office support	76	7	17		3	9	88	
Constrn, inst or maint	78	15	7		1	16	84	
Prodn/trans/warehsing	69	18	13		3	7	91	
Agriculture	75	10	15		2	7	91	
Food serv/pers. care	67	14	18		2	4	94	
Hlthcare supp/safety	80	8	12	$\chi^2 = 44.06^*$	1	6	92	$\chi^2 = 19.75$
Other	70	3	27	(.000)	3	3	95	(.138)

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

Appendix Table 3 continued.

	<i>I know the owner/employees</i>			<i>Significance</i>	<i>Accepts SNAP/EBT/WIC</i>			<i>Significance</i>
	<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>		<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>	
	<i>Percentages</i>							
Total	58	19	23		80	9	11	
Community Size	(n = 1691)				(n = 1669)			
Less than 500	59	22	20		80	8	12	
500 - 999	54	16	30		79	10	11	
1,000 - 4,999	51	20	29		85	8	8	
5,000 - 9,999	59	15	26	$\chi^2 = 48.82^*$	75	9	16	$\chi^2 = 14.84$
10,000 and up	67	19	14	(.000)	79	11	11	(.062)
Region	(n = 1729)				(n = 1704)			
Panhandle	65	19	16		74	16	11	
North Central	49	23	29		76	12	12	
South Central	63	15	22		81	8	11	
Northeast	55	21	24	$\chi^2 = 24.62^*$	80	8	12	$\chi^2 = 15.88^*$
Southeast	62	18	20	(.002)	83	8	9	(.044)
Individual Attributes:								
Household Income Level	(n = 1637)				(n = 1620)			
Under \$20,000	45	21	34		52	12	35	
\$20,000 - \$39,999	58	19	23		73	14	13	
\$40,000 - \$59,999	60	18	23	$\chi^2 = 17.24^*$	78	10	12	$\chi^2 = 142.0^*$
\$60,000 and over	61	19	20	(.008)	89	6	5	(.000)
Age	(n = 1734)				(n = 1711)			
19 - 29	74	13	14		78	8	14	
30 - 39	66	18	16		88	5	8	
40 - 49	68	17	15		81	10	10	
50 - 64	49	23	28	$\chi^2 = 112.76^*$	77	11	12	$\chi^2 = 20.76^*$
65 and older	42	22	35	(.000)	77	12	11	(.008)
Gender	(n = 1728)				(n = 1704)			
Male	56	21	23	$\chi^2 = 4.92$	82	10	9	$\chi^2 = 8.66^*$
Female	60	17	23	(.085)	78	9	13	(.013)
Education	(n = 1722)				(n = 1696)			
High school diploma or less	50	21	29		65	13	22	
Some college	62	17	21	$\chi^2 = 15.34^*$	78	11	11	$\chi^2 = 81.46^*$
Bachelors or grad degree	59	20	22	(.004)	88	6	7	(.000)
Marital Status	(n = 1717)				(n = 1696)			
Married	57	19	24		83	8	9	
Never married	75	14	11		76	12	13	
Divorced/separated	61	19	20	$\chi^2 = 43.80^*$	71	13	16	$\chi^2 = 26.85^*$
Widowed	42	24	34	(.000)	69	15	16	(.000)
Occupation	(n = 1271)				(n = 1266)			
Mgt, prof or education	67	17	17		90	4	6	
Sales or office support	57	19	23		83	8	9	
Constrn, inst or maint	71	15	15		82	14	5	
Prodn/trans/warehsing	57	27	17		73	11	15	
Agriculture	51	18	31		82	8	11	
Food serv/pers. care	67	10	24		46	22	32	
Hlthcare supp/safety	58	23	19	$\chi^2 = 39.50^*$	82	7	12	$\chi^2 = 80.93^*$
Other	71	13	16	(.000)	84	8	8	(.000)

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

Appendix Table 3 continued.

	<i>Located near home</i>			<i>Significance</i>	<i>Located near work</i>			<i>Significance</i>
	<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>		<i>Not at all or not very important</i>	<i>Somewhat important</i>	<i>Important or very important</i>	
	<i>Percentages</i>							
Total	22	28	50		46	23	31	
Community Size	(n = 1690)				(n = 1662)			
Less than 500	29	29	43		42	23	35	
500 - 999	17	25	58		40	18	42	
1,000 - 4,999	20	32	48		42	27	31	
5,000 - 9,999	22	30	49	$\chi^2 = 19.59^*$	51	23	26	$\chi^2 = 28.76^*$
10,000 and up	22	26	52	(.012)	51	22	26	(.000)
Region	(n = 1729)				(n = 1697)			
Panhandle	23	29	48		56	19	26	
North Central	23	28	49		43	24	33	
South Central	22	26	52		48	21	31	
Northeast	22	29	49	$\chi^2 = 4.85$	42	28	30	$\chi^2 = 15.28$
Southeast	18	32	50	(.773)	46	22	32	(.054)
Individual Attributes:								
Household Income Level	(n = 1636)				(n = 1615)			
Under \$20,000	15	26	60		52	27	21	
\$20,000 - \$39,999	25	30	45		53	20	27	
\$40,000 - \$59,999	19	27	53	$\chi^2 = 12.40$	40	24	36	$\chi^2 = 18.49^*$
\$60,000 and over	22	30	49	(.054)	45	24	32	(.005)
Age	(n = 1733)				(n = 1700)			
19 - 29	11	25	64		20	28	52	
30 - 39	19	29	52		38	28	34	
40 - 49	33	27	39		53	23	23	
50 - 64	20	31	49	$\chi^2 = 60.40^*$	42	24	34	$\chi^2 = 181.1^*$
65 and older	22	29	49	(.000)	68	16	16	(.000)
Gender	(n = 1727)				(n = 1696)			
Male	23	32	46	$\chi^2 = 11.05^*$	49	24	27	$\chi^2 = 9.22^*$
Female	21	26	53	(.004)	44	23	34	(.010)
Education	(n = 1720)				(n = 1690)			
High school diploma or less	20	28	52		54	25	22	
Some college	22	29	49	$\chi^2 = 1.93$	46	24	30	$\chi^2 = 22.79^*$
Bachelors or grad degree	22	27	51	(.749)	42	22	36	(.000)
Marital Status	(n = 1719)				(n = 1686)			
Married	23	28	49		46	24	31	
Never married	18	32	50		38	31	32	
Divorced/separated	21	27	52	$\chi^2 = 7.01$	47	18	35	$\chi^2 = 34.03^*$
Widowed	16	29	56	(.320)	67	15	18	(.000)
Occupation	(n = 1269)				(n = 1270)			
Mgt, prof or education	23	28	50		40	23	37	
Sales or office support	24	34	42		38	30	33	
Constrn, inst or maint	28	41	30		46	27	28	
Prodn/trans/warehsing	15	32	52		38	24	37	
Agriculture	20	24	56		38	25	37	
Food serv/pers. care	8	31	62		33	45	22	
Hlthcare supp/safety	18	28	53	$\chi^2 = 49.25^*$	37	26	37	$\chi^2 = 30.75^*$
Other	47	16	37	(.000)	66	5	29	(.006)

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

Appendix Table 4. How Often Shop for Food by Community Size, Region and Individual Attributes

<i>How often do you shop for food?</i>							
	<i>Daily</i>	<i>Several times a week</i>	<i>Once a week</i>	<i>Once every 1 – 2 weeks</i>	<i>Once a month</i>	<i>Other</i>	<i>Chi-square (sig.)</i>
Total	2	29	44	21	4	1	
Community Size	(n = 1713)						
Less than 500	1	19	48	25	6	1	
500 - 999	2	23	41	27	8	0	
1,000 - 4,999	3	30	45	19	2	1	
5,000 - 9,999	2	33	47	18	1	0	$\chi^2 = 62.92^*$
10,000 and up	1	32	44	19	3	2	(.000)
Region	(n = 1751)						
Panhandle	2	29	41	20	4	5	
North Central	1	27	43	24	3	2	
South Central	2	29	46	18	5	1	
Northeast	1	26	46	22	4	0.2	$\chi^2 = 43.51^*$
Southeast	2	31	41	23	3	0.4	(.002)
Income Level	(n = 1656)						
Under \$20,000	3	27	42	17	7	4	
\$20,000 - \$39,999	1	26	41	28	4	0.3	
\$40,000 - \$59,999	1	26	42	27	4	1	$\chi^2 = 61.30^*$
\$60,000 and over	2	32	47	16	3	1	(.000)
Age	(n = 1759)N						
19 - 29	0	19	43	28	6	5	
30 - 39	1	28	46	22	4	0	
40 - 49	4	30	43	20	3	1	
50 - 64	1	33	44	20	3	0.2	$\chi^2 = 83.73^*$
65 and older	1	30	46	19	3	1	(.000)
Gender	(n = 1751)						
Male	1	30	45	19	3	1	$\chi^2 = 5.07$
Female	2	28	43	23	4	1	(.407)
Marital Status	(n = 1742)						
Married	2	31	46	18	3	1	
Never married	1	23	40	27	5	4	
Divorced/separated	1	26	35	31	7	1	$\chi^2 = 67.56^*$
Widowed	1	20	46	27	5	1	(.000)
Education	(n = 1747)						
H.S. diploma or less	2	29	42	23	4	1	
Some college	1	27	44	25	3	1	$\chi^2 = 17.51$
Bachelors degree	2	30	46	17	4	1	(.064)
Occupation	(n = 1286)						
Mgt, prof or education	2	29	47	19	2	1	
Sales or office support	2	36	41	21	1	0	
Constrn, inst or maint	3	21	45	29	1	2	
Prodn/trans/warehsing	1	32	44	16	7	0	
Agriculture	1	16	45	25	11	2	
Food serv/pers. care	2	45	34	17	2	0	
Hlthcare supp/safety	1	28	40	30	1	0	$\chi^2 = 101.24^*$
Other	0	21	51	21	8	0	(.000)

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

Appendix Table 5. Ratings of Store Where You Do Most of Your Food Shopping by Community Size, Household Income and Type of Store Most Frequented

	<i>Community Size</i>					Total
	Less than 500	500 - 999	1,000 - 4,999	5,000 - 9,999	10,000 & over	
	<i>Percent Rating Each as "Excellent"</i>					
Cost of fresh fruits and vegetables*	6	7	6	6	5	6
Quality of fresh fruits and vegetables*	11	19	10	10	11	12
Selection of fresh fruits and vegetables*	13	19	11	11	12	13
Cost of canned or frozen fruits and vegetables*	4	10	7	7	8	7
Quality of canned/frozen fruits and vegetables	9	17	9	9	10	11
Selection of canned or frozen fruits and vegetables	12	19	13	8	11	12
Cost of lean meats*	6	10	6	4	3	5
Quality of lean meats*	12	18	12	10	10	12
Selection of lean meats*	10	19	12	9	9	12
Cost of low-fat dairy (milk, yogurt, cheese)	7	9	6	9	7	7
Quality of low-fat dairy (milk, yogurt, cheese)	12	16	13	14	11	13
Selection of low-fat dairy (milk, yogurt, cheese)*	10	18	13	12	11	12
Cost of other goods*	7	9	7	4	6	7
Quality of other goods	8	12	8	9	9	9
Selection of other goods	7	10	9	12	11	10
Nutrition education events (e.g. taste tests or cooking demonstrations)*	2	3	2	2	6	3

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

Appendix Table 5 continued.

	<i>Household Income</i>				Total
	Less than \$20,000	\$20,000 - \$39,999	\$40,000 - \$59,999	\$60,000 and over	
	<i>Percent Rating Each as "Excellent"</i>				
Cost of fresh fruits and vegetables	9	5	7	6	6
Quality of fresh fruits and vegetables	14	9	10	13	12
Selection of fresh fruits and vegetables	18	10	10	15	13
Cost of canned or frozen fruits and vegetables*	8	6	8	8	7
Quality of canned/frozen fruits and vegetables*	13	7	10	12	11
Selection of canned or frozen fruits and vegetables*	15	8	13	14	12
Cost of lean meats*	8	3	4	7	5
Quality of lean meats*	11	11	11	14	12
Selection of lean meats*	12	9	11	14	12
Cost of low-fat dairy (milk, yogurt, cheese)	8	6	6	8	7
Quality of low-fat dairy (milk, yogurt, cheese)*	11	7	13	15	13
Selection of low-fat dairy (milk, yogurt, cheese)*	12	7	12	15	12
Cost of other goods*	11	4	6	8	7
Quality of other goods	8	7	9	10	9
Selection of other goods	9	6	10	11	10
Nutrition education events (e.g. taste tests or cooking demonstrations)*	3	1	4	5	3

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

Appendix Table 5 continued.

	<i>Type of Store Most Frequented</i>				Total
	Supermarket	Small grocery store	Supercenter	Other	
	<i>Percent Rating Each as "Excellent"</i>				
Cost of fresh fruits and vegetables*	6	7	6	5	6
Quality of fresh fruits and vegetables*	18	12	6	7	12
Selection of fresh fruits and vegetables*	20	12	8	10	13
Cost of canned or frozen fruits and vegetables*	7	7	9	7	7
Quality of canned/frozen fruits and vegetables*	11	11	10	7	11
Selection of canned or frozen fruits and vegetables*	15	12	11	10	12
Cost of lean meats*	4	9	3	7	5
Quality of lean meats*	17	18	4	7	12
Selection of lean meats*	16	17	5	7	12
Cost of low-fat dairy (milk, yogurt, cheese)*	8	7	7	7	7
Quality of low-fat dairy (milk, yogurt, cheese)*	17	15	8	7	13
Selection of low-fat dairy (milk, yogurt, cheese)*	17	14	8	9	12
Cost of other goods*	6	8	6	5	7
Quality of other goods*	12	11	6	5	9
Selection of other goods*	13	9	8	2	10
Nutrition education events (e.g. taste tests or cooking demonstrations)*	8	1	2	0	3

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

Appendix Table 6. Travel Time to Food Shopping by Community Size, Region, Individual Attributes and Type of Store Most Frequented.

<i>How long does it usually take for you to travel to the store where you do most of your food shopping?</i>						
	<i>10 minutes or less</i>	<i>11 – 30 minutes</i>	<i>31 – 45 minutes</i>	<i>46 – 60 minutes</i>	<i>More than 60 minutes</i>	<i>Chi-square (sig.)</i>
Total	51	32	11	4	2	
Community Size			(n = 1751)			
Less than 500	17	50	21	9	3	
500 - 999	35	40	18	6	0.4	
1,000 - 4,999	47	31	15	4	4	
5,000 - 9,999	72	20	5	3	2	$\chi^2 = 335.1^*$
10,000 and up	72	24	3	1	1	(.000)
Region			(n = 1789)			
Panhandle	52	34	8	4	2	
North Central	56	23	11	6	6	
South Central	51	33	12	3	1	
Northeast	51	33	11	3	2	$\chi^2 = 49.88^*$
Southeast	43	35	14	8	1	(.000)
Income Level			(n = 1693)			
Under \$20,000	46	31	13	5	5	
\$20,000 - \$39,999	48	34	11	4	3	
\$40,000 - \$59,999	50	31	12	5	1	$\chi^2 = 17.79$
\$60,000 and over	54	31	11	4	1	(.122)
Age			(n = 1795)			
19 - 29	45	31	18	1	5	
30 - 39	57	25	9	6	3	
40 - 49	48	35	11	7	1	
50 - 64	53	31	10	4	2	$\chi^2 = 55.78^*$
65 and older	52	34	10	3	1	(.000)
Gender			(n = 1785)			
Male	48	37	10	4	2	$\chi^2 = 20.03^*$
Female	53	27	12	5	2	(.000)
Education			(n = 1782)			
H.S. diploma or less	48	36	11	5	1	
Some college	49	34	12	5	2	$\chi^2 = 14.12$
Bachelors degree	54	27	12	4	3	(.079)
Occupation			(n = 1305)			
Mgt, prof or education	58	24	11	5	3	
Sales or office support	59	28	11	2	1	
Constrn, inst or maint	39	51	3	6	1	
Prodn/trans/warehsing	46	36	16	1	1	
Agriculture	30	41	18	8	3	
Food serv/pers. care	58	17	15	8	2	
Hlthcare supp/safety	63	21	12	3	3	$\chi^2 = 120.5^*$
Other	72	10	15	3	0	(.000)
Type of Store			(n = 1710)			
Supermarket	49	33	13	3	1	
Small grocery store	70	23	6	1	0.2	
Supercenter	38	37	14	8	3	$\chi^2 = 232.8^*$
Other	35	28	13	2	22	(.000)

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

Appendix Table 7. Types of Stores Closer Than Store Most Frequented by Community Size, Region, Individual Attributes and Type of Store Most Frequented

<i>Are any of the following types of stores closer to you than the store where you normally do most of your food shopping?</i>					
	<i>Supermarket</i>	<i>Small grocery store</i>	<i>Corner or convenience store</i>	<i>General merchandise store</i>	<i>Supercenter</i>
<i>Percentage answering "yes" for each</i>					
Total	23	49	60	51	18
Community Size	(n = 1662)	(n = 1667)	(n = 1673)	(n = 1690)	(n = 1660)
Less than 500	16	56	56	43	14
500 - 999	10	56	55	39	9
1,000 - 4,999	13	56	57	57	10
5,000 - 9,999	34	53	63	63	24
10,000 and up	35	36	66	50	28
<i>Chi-square (sig.)</i>	(.000)*	(.000)*	(.003)*	(.000)*	(.000)*
Region	(n = 1695)	(n = 1705)	(n = 1709)	(n = 1728)	(n = 1698)
Panhandle	25	57	68	64	24
North Central	16	48	52	46	8
South Central	26	43	61	45	18
Northeast	20	46	62	52	16
Southeast	25	60	58	56	25
<i>Chi-square (sig.)</i>	(.011)*	(.000)*	(.007)*	(.000)*	(.000)*
Income Level	(n = 1605)	(n = 1616)	(n = 1624)	(n = 1639)	(n = 1611)
Under \$20,000	28	51	46	49	21
\$20,000 - \$39,999	21	51	54	52	19
\$40,000 - \$59,999	24	50	63	57	19
\$60,000 and over	22	47	64	48	16
<i>Chi-square (sig.)</i>	(.374)	(.564)	(.000)*	(.041)*	(.332)
Age	(n = 1699)	(n = 1710)	(n = 1714)	(n = 1732)	(n = 1702)
19 - 29	20	59	70	56	15
30 - 39	20	54	63	50	15
40 - 49	26	54	70	58	20
50 - 64	24	44	58	48	18
65 and older	21	38	45	42	20
<i>Chi-square (sig.)</i>	(.225)	(.000)*	(.000)*	(.000)*	(.198)
Occupation	(n = 1242)	(n = 1259)	(n = 1255)	(n = 1268)	(n = 1244)
Mgt, prof or education	21	50	63	53	16
Sales or office support	15	43	63	56	14
Constrn, inst or maint	20	50	68	44	10
Prodn/trans/warehsing	33	53	59	53	23
Agriculture	18	57	60	47	16
Food serv/pers. care	27	63	61	66	31
Hlthcare supp/safety	25	51	66	50	21
Other	51	46	83	64	27
<i>Chi-square (sig.)</i>	(.000)*	(.211)	(.228)	(.089)	(.011)*
Type of Store	(n = 1625)	(n = 1633)	(n = 1639)	(n = 1655)	(n = 1625)
Supermarket	25	41	68	50	22
Small grocery store	5	36	36	33	6
Supercenter	33	65	74	65	23
Other	43	52	58	57	28
<i>Chi-square (sig.)</i>	(.000)*	(.000)*	(.000)*	(.000)	(.000)*

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

Appendix Table 8. Other Sources of Food for Household by Community Size, Region and Individual Attributes

Where else do you and/or other members of your family or household get your food from?

	<i>Garden</i>	<i>Farmer's market or CSA</i>	<i>Food Pantry</i>	<i>Summer Food Program</i>	<i>School</i>	<i>Meals on Wheels/ senior centers</i>	<i>Buy online</i>	<i>Direct from a farm/ producer</i>	<i>School backpack program</i>
	<i>Percent circling each</i>								
Total	75	44	5	1	21	3	10	26	1
Community Size	(n=1733)	(n=1733)	(n=1733)	(n=1734)	(n=1734)	(n=1733)	(n=1733)	(n=1732)	(n=1732)
Less than 500	68*	27*	4*	0	18	2	9*	23	1*
500 - 999	65*	29*	5*	1	17	5	6*	26	3*
1,000 - 4,999	65*	29*	4*	1	19	3	11*	22	2*
5,000 - 9,999	66*	44*	7*	2	14	3	5*	22	1*
10,000 and up	55*	48*	2*	0.2	16	1	7*	20	0.4*
Region	(n=1773)	(n=1772)	(n=1773)	(n=1773)	(n=1774)	(n=1772)	(n=1773)	(n=1774)	(n=1774)
Panhandle	59	40*	6*	1	14	4	8*	18	1
North Central	65	31*	7*	0.4	15	3	12*	27	0.4
South Central	61	45*	4*	2	19	3	9*	21	1
Northeast	64	32*	2*	0.2	19	2	6*	23	1
Southeast	61	31*	5*	0.3	15	2	5*	18	1
Income Level	(n=1681)	(n=1681)	(n=1681)	(n=1682)	(n=1681)	(n=1681)	(n=1681)	(n=1681)	(n=1680)
Under \$20,000	55	38	21*	1	10*	10*	6	15*	4*
\$20,000 - \$39,999	61	32	6*	2	14*	5*	6	18*	1*
\$40,000 - \$59,999	63	37	2*	1	15*	1*	9	22*	1*
\$60,000 and over	64	38	1*	0.4	22*	1*	9	24*	1*
Age	(n=1779)	(n=1779)	(n=1780)	(n=1779)	(n=1779)	(n=1778)	(n=1779)	(n=1779)	(n=1779)
19 - 29	62	26*	3	1	15*	0*	6*	29*	1
30 - 39	63	32*	4	2	33*	0*	17*	25*	2
40 - 49	62	37*	5	0	35*	1*	10*	22*	1
50 - 64	67	40*	4	0.2	7*	1*	6*	21*	1
65 and older	58	43*	5	1	1*	10*	3*	15*	1
Occupation	(n=1292)	(n=1291)	(n=1296)	(n=1291)	(n=1292)	(n=1292)	(n=1293)	(n=1293)	(n=1293)
Mgt, prof or education	59*	36	2*	0*	25	0.4	8	23*	1*
Sales or office support	65*	34	2*	0*	16	2	11	15*	1*
Constrn, inst or maint	59*	29	1*	0*	20	0	4	38*	0*
Prodn/trans/warehsing	53*	41	3*	2*	18	1	8	23*	1*
Agriculture	72*	31	3*	0*	15	1	11	31*	1*
Food serv/pers. care	56*	33	15*	0*	23	2	2	12*	12*
Hlthcare supp/safety	76*	37	6*	1*	25	0	11	22*	3*
Other	65*	58	5*	6*	16	0	11	22*	5*

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

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