



NEBRASKA RURAL POLL

A Research Report

**Economic Development in Nonmetropolitan
Nebraska: Internet Use, Nature-Based
Tourism, Federal Tax Policy and Workforce
Development**

2018 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

Many items impact economies of rural communities. High-speed Internet services provide many opportunities for community residents. Nature-based tourist activities can also provide a source of income for rural communities and residents. Federal tax policy and workforce development are two additional items that affect residents and communities. Given this, what is the economic impact of the Internet to rural Nebraskans? What nature-based tourist activities are available in their communities? How do they think the federal tax policy will impact their incomes and other items? Have rural Nebraskans changed jobs or careers in the past ten years? Who do they believe is responsible for workforce development training? This paper provides a detailed analysis of these questions.

This report details 1,670 responses to the 2018 Nebraska Rural Poll, the 23rd annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about economic development in their community. 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:

- ***The proportion of rural Nebraskans accessing the Internet using their cell phone has increased compared to two years ago.*** Just over three-quarters of rural Nebraskans access the Internet using their cell phone (77%), up from 70 percent in 2016.
- ***Eighty-four percent of rural Nebraskans report subscribing to high-speed Internet service at home, about the same as in 2016.*** Seven percent say they only use their cell phone data plan. Eight percent do not subscribe to any Internet service at home and do not have a cell phone data plan. One percent have only dial-up Internet service.
 - ✓ *Persons living in or near larger communities are more likely than persons living in or near smaller communities to subscribe to a high-speed Internet service at home.* At least eighty-four percent of persons living in or near communities with populations of 500 or more subscribe to a high-speed Internet service at home, compared to 78 percent of persons living in or near communities with populations less than 500.
- ***Not many rural Nebraskans report significant limitations from their home Internet service on their ability to do most tasks.*** At least one in ten report being limited significantly or not being able to play real time video games or stream online video content such as Netflix.
 - ✓ *Persons living in or near smaller communities are more likely than persons living in or near larger communities to say their Internet service limits significantly or prevents them from doing the following: checking email, reading news reports, using online banking services, using social media sites, uploading files, streaming video content, playing real time video games, working from home, videoconferencing, and completing homework/ classes/certifications.* As an example, two in ten persons living in or near communities with less than 500 people say their Internet service limits significantly or they can't stream online video content such as Netflix. In

contrast, approximately seven percent of persons living in or near communities with populations of 5,000 or more report these same limitations.

- ✓ *Residents of the both the Northeast and Southeast regions are more likely than residents of other regions of the state to say their Internet service at least significantly limits their ability to do the following: stream online video content, play real time video games and videoconference.* Approximately 15 percent of the residents of these two regions report their service limits significantly or won't allow them to stream online video content, compared to approximately 10 percent of the residents of the other regions of the state.

- ***Most rural Nebraskans are using the Internet to save money by price matching, finding bargains online, etc. Many are also using it to generate income by occasionally buying, selling or trading items online.*** Six in ten rural Nebraskans are using the Internet to save money and approximately one-third are generating income by occasionally buying or selling items online. Seven percent of rural Nebraskans estimate the impact of saving money as \$1,000 or more annually.
 - ✓ *For some items, the economic impact of the Internet is greater in smaller communities.* Persons living in or near smaller communities are more likely than persons living in or near larger communities to have used the Internet to earn money by running and growing a home-based business and making the family farm more efficient and/or profitable. Just under one-quarter of persons living in or near the smallest communities estimate some annual economic impact from the Internet by making the family farm more efficient and/or profitable. In fact, 12 percent estimate that annual impact as being at least \$1,000. Persons living in or near mid-sized communities are the group most likely to have used the Internet to generate income by freelance work or a side job.
 - ✓ *Persons with occupations in agriculture are the group most likely to have generated income by running and growing a home-based business, making the family farm more efficient and/or profitable, and regularly selling online.* Just over one-half (53%) of persons with occupations in agriculture generate income from the Internet by making the family farm more efficient and/or profitable, with 24 percent reporting at least \$1,000 of impact.

- ***Most rural Nebraskans are aware of the following nature-based activities for tourists in or near their community: biking, hunting and fishing, hiking/walking trails and camping.*** Many are also aware of kayaking, canoeing or other river activities.

- ***Overall, many rural Nebraskans are unsure of the expected impacts of the federal tax bill.*** At least three in ten indicated they don't know how the bill will impact all of the items listed.
 - ✓ *Opinions are mixed on the expected impact of the federal tax bill on their household's tax burden.* Approximately one-third don't know how their household's tax burden will change, just under one-quarter say it will decrease and a similar proportion say it will increase. At least three in ten rural Nebraskans think the services provided by government and upper income Americans' tax burden will decrease as a result of the federal tax bill. Over one-third think the income gap between the upper and middle income groups and the federal deficit will increase as a result of the bill.

- ***Many rural Nebraskans have changed jobs and careers in the past ten years. Most rural Nebraskans expect to be in their same job ten years from now or until retirement. Few rural Nebraskans expect to switch careers in the next ten years.***
- ***Most rural Nebraskans think individuals, colleges and universities, community colleges and primary (K – 12) education have a lot of responsibility for job training or retraining.***

Introduction

Many items impact economies of rural communities. High-speed Internet services provide many opportunities for community residents. Nature-based tourist activities can also provide a source of income for rural communities and residents. Federal tax policy and workforce development are two additional items that affect residents and communities. Given this, what is the economic impact of the Internet to rural Nebraskans? What nature-based tourist activities are available in their communities? How do they think the federal tax policy will impact their incomes and other items? Have rural Nebraskans changed jobs or careers in the past ten years? Who do they believe is responsible for workforce development training? This paper provides a detailed analysis of these questions.

This report details 1,670 responses to the 2018 Nebraska Rural Poll, the 23rd annual effort to understand rural Nebraskans' perceptions. Respondents were asked a series of questions about economic development in their community.

Methodology and Respondent Profile

This study is based on 1,670 responses from Nebraskans living in 86 counties in the state.¹ A self-administered questionnaire was mailed in March and April to 6,130 randomly selected households. Metropolitan counties not included in the sample were Cass, Douglas, Lancaster, Sarpy, Saunders, Seward and Washington. The

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

14-page questionnaire included questions pertaining to well-being, community, community economic development and community social issues. This paper reports only results from the community economic development section.

A 27% 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 2012 - 2016 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

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.

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 50 years. Seventy-one percent are married (Appendix Table 1) and 73 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 26 years. Fifty-eight 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 2017 approximate household income from all sources, before taxes, as below \$40,000. Sixty-two percent report incomes over \$50,000.

Seventy-eight percent were employed in 2017 on a full-time, part-time, or seasonal basis. Seventeen percent are retired. Thirty-five percent of those employed reported working in a management, professional, or education occupation. Fourteen percent indicated they were employed in agriculture.

Internet Services

To examine rural Nebraskans' use of mobile Internet services, respondents were asked, "Do you access the Internet using your cell phone (have a cell phone data plan)?" The proportion of rural Nebraskans accessing the Internet using

their cell phone has increased compared to two years ago. Just over three-quarters of rural Nebraskans access the Internet using their cell phone (77%), up from 70 percent in 2016 (Figure 1).

Rural Nebraskans' use of mobile Internet services differ by many individual attributes (Appendix Table 2). Younger persons are more likely than older persons to access the Internet using their cell phone. Over nine in ten persons age 19 to 49 access the Internet using their cell phone, compared to 39 percent of persons age 65 and older (Figure 2).

Rural Nebraskans with the highest household incomes are more likely than persons with the lowest household incomes to access the Internet using their cell phone. Ninety-one percent of persons with household incomes of \$60,000 or more access the Internet using their cell phone, compared to 45 percent of persons with household incomes under \$20,000.

Other groups most likely to access the Internet using their cell phone include: married persons; persons who have never married; females; persons with higher education levels; persons

Figure 1. Access the Internet Using Cell Phone, 2016 and 2018

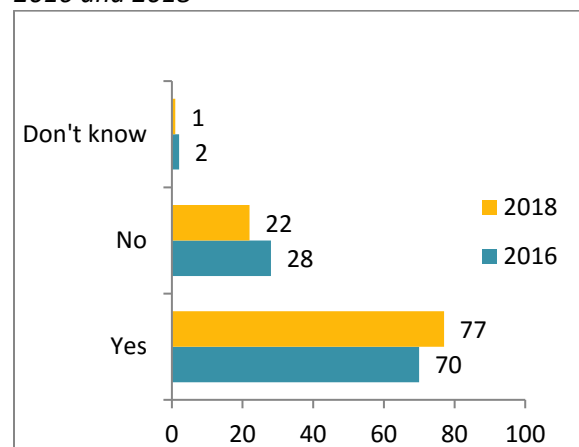
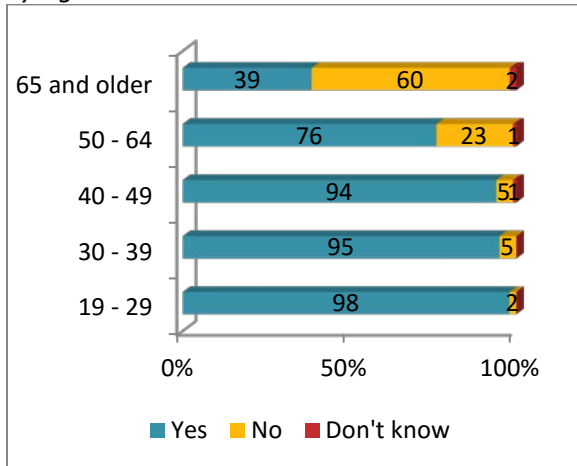


Figure 2. Access the Internet Using Cell Phone by Age

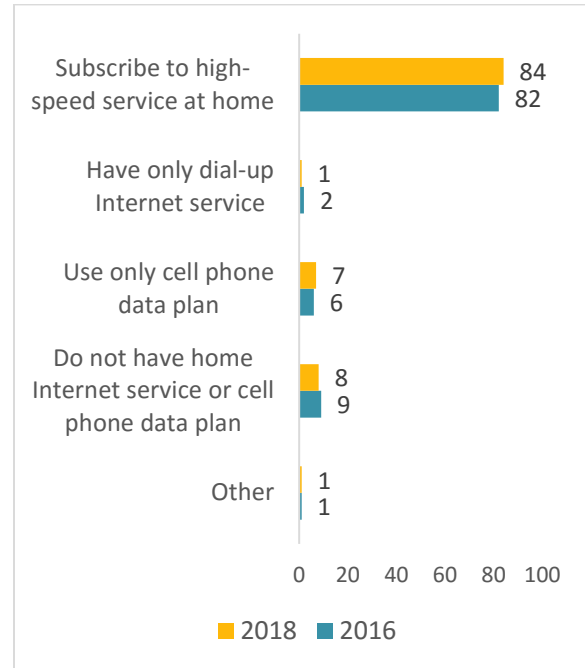


with healthcare support or public safety occupations.

Next, respondents were asked if they subscribe to a high-speed Internet service at home (such as cable Internet, DSL, fiber optic or satellite Internet service) other than a data plan on their cell phone or tablet. Eighty-four percent of rural Nebraskans report subscribing to high-speed Internet service at home, about the same as in 2016 (Figure 3). Seven percent say they only use their cell phone data plan. Eight percent do not subscribe to any Internet service at home and do not have a cell phone data plan. One percent have only dial-up Internet service.

Subscription to home high-speed Internet service differs by community size and various individual attributes (Appendix Table 3). Persons living in or near larger communities are more likely than persons living in or near smaller communities to subscribe to a high-speed Internet service at home. At least eighty-four percent of persons living in or near communities with populations of 500 or more subscribe to a high-speed Internet service at home, compared to 78 percent of persons living

Figure 3. Subscribe to High-Speed Internet Service at Home



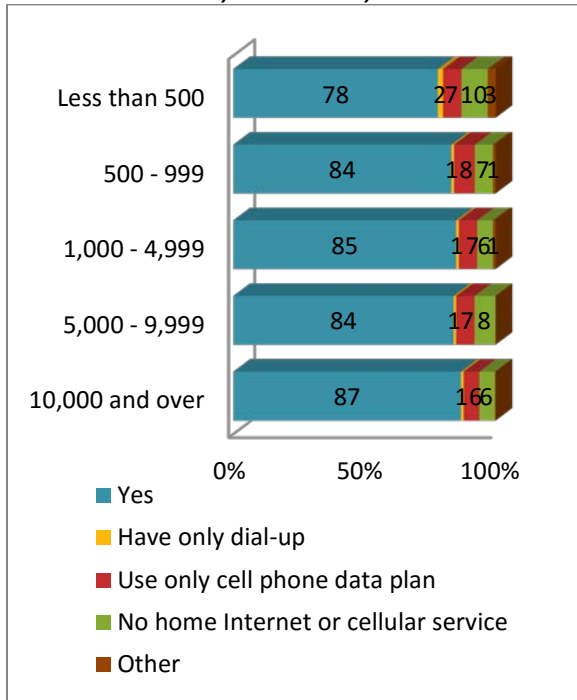
in or near communities with populations less than 500 (Figure 4).

Persons with higher household incomes are more likely than persons with lower household incomes to subscribe to a high-speed Internet service at home. Ninety-three percent of persons with household incomes of \$60,000 or more subscribe to a high-speed Internet service at home, compared to 48 percent of persons with household incomes under \$20,000.

Younger persons are more likely than older persons to subscribe to a high-speed Internet service at home. Ninety-four percent of persons age 19 to 29 subscribe to a high-speed Internet service at home, compared to 67 percent of persons age 65 and older.

Other groups most likely to subscribe to a high-speed Internet service at home include: females; married persons; persons with higher

Figure 4. Subscribe to High-Speed Internet Service at Home by Community Size

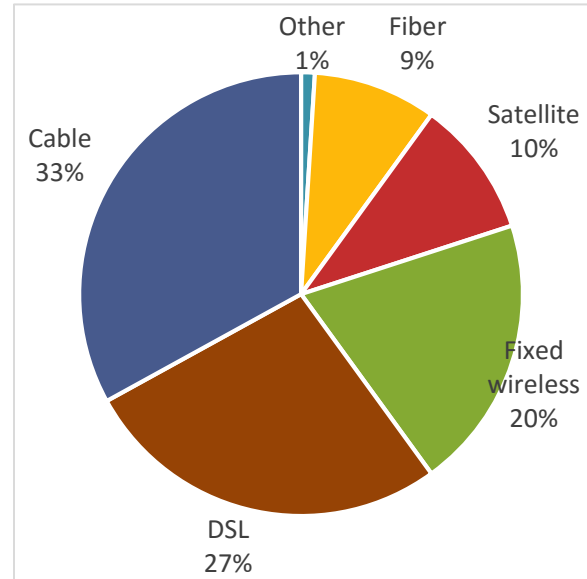


education levels; persons with healthcare support or public safety occupations; persons with management, professional or education occupations; and persons with sales or office support occupations.

The respondents who subscribe to a high-speed Internet service were asked what type of service they have at home. One-third (33%) subscribe to cable service, just over one-quarter (27%) have DSL and 20 percent report subscribing to a fixed wireless service (Figure 5).

The type of high-speed Internet service at home differs by community size, region and some individual attributes (Appendix Table 4). Persons living in or near larger communities are more likely than persons living in or near smaller communities to have cable Internet service. Persons living in or near smaller communities are more likely than persons living

Figure 5. Type of High-Speed Internet Service at Home



in or near larger communities to have DSL, fixed wireless and satellite service.

Panhandle residents are more likely than residents of other regions of the state (see Appendix Figure 1 for the counties included in each region) to report having fiber at home. Just over two in ten Panhandle residents who subscribe to Internet at home have fiber. Cable service is most common for residents of the South Central and Northeast regions. Southeast region residents are the regional group most likely to have fixed wireless service and Northeast area residents are most likely to have satellite service.

Younger persons are more likely than older persons to have DSL and fixed wireless service while older persons are more likely to have cable Internet service. Persons with healthcare support or public safety occupations are more likely than persons with different occupations to have fiber. Persons with production, transportation or warehousing occupations

Table 1. How Much Home Internet Service Limits Ability to Do Items

	<i>Do not do</i>	<i>Does not limit</i>	<i>Limits only slightly</i>	<i>Limits significantly</i>	<i>Can't do</i>
Check email	4%	85%	8%	3%	0.4%
Read news reports	8	80	9	3	0.4
Use search engines	5	81	10	4	1
Shop online	7	79	10	4	1
Use online banking services (make payments, etc.)	12	76	8	3	1
Use social media sites (e.g., Facebook, Twitter, Snapchat)	11	76	9	4	0.2
Upload files such as pictures, videos or data	8	69	15	7	1
Stream online video content such as Netflix	20	53	15	9	3
Play real time video games	40	42	9	7	3
Work from home	36	50	8	5	1
Videoconference (e.g., Skype, FaceTime, etc.)	31	49	11	7	2
Complete homework/ classes/certifications	34	54	8	4	1

are the group most likely to have cable Internet services.

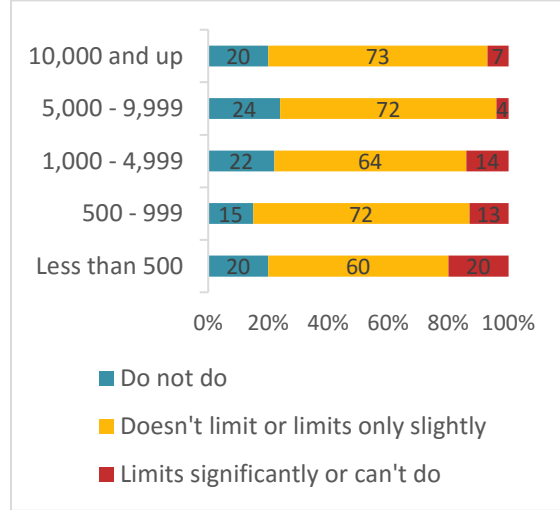
Persons who have Internet service at home were asked how much, if any, their service limits their ability to do various tasks. Not many rural Nebraskans report significant limitations on their ability to do most tasks. At least one in ten report being limited significantly or not being able to play real time video games or stream online video content such as Netflix.

How much their home Internet service limits their ability to do items varies by community size and region (Appendix Table 5). Persons living in or near smaller communities are more likely than persons living in or near larger communities to say their Internet service limits significantly or prevents them from doing the following: checking email, reading news reports, using online banking services, using social media sites, uploading files, streaming video

content, playing real time video games, working from home, videoconferencing, and completing homework/ classes/certifications. As an example, two in ten persons living in or near communities with less than 500 people say their Internet service limits significantly or they can't stream online video content such as Netflix (Figure 6). In contrast, approximately seven percent of persons living in or near communities with populations of 5,000 or more report these same limitations.

Some regional differences also occur. Residents of the both the Northeast and Southeast regions are more likely than residents of other regions of the state to say their Internet service at least significantly limits their ability to do the following: stream online video content, play real time video games and videoconference. Approximately 15 percent of the residents of these two regions report their service limits significantly or won't allow them to stream

Figure 6. How Internet Service Limits Ability to Stream Online Video Content by Community Size



online video content, compared to approximately 10 percent of the residents of the other regions of the state. Residents of both the North Central and Southeast regions are the regional groups most likely to report at least significant limitations to working from home.

Finally, respondents were asked to estimate the economic impact the Internet has had on their

household. Most rural Nebraskans are using the Internet to save money by price matching, finding bargains online, etc. Many are also using it to generate income by occasionally buying, selling or trading items online. Six in ten rural Nebraskans are using the Internet to save money and approximately one-third are generating income by occasionally buying or selling items online (Table 2). Seven percent of rural Nebraskans estimate the impact of saving money as \$1,000 or more annually.

The economic impact of the Internet on households varies by community size, region and many individual attributes (Appendix Table 6). For some items, the economic impact of the Internet is greater in smaller communities. Persons living in or near smaller communities are more likely than persons living in or near larger communities to have used the Internet to earn money by running and growing a home-based business and making the family farm more efficient and/or profitable. Just under one-quarter of persons living in or near the smallest communities estimate some annual economic impact from the Internet by making

Table 2. Estimate of Annual Economic Impact to Household from Internet

	N/A	\$1 - \$99	\$100 - \$999	\$1,000 or more
Saving money by price matching, finding bargains online, etc.	40%	24%	29%	7%
Working at home some of the time	80	6	8	7
Working entirely or primarily at home	92	1	2	5
Running and growing a home-based business	89	2	4	4
Making the family farm more efficient and/or profitable	86	4	5	6
Generating income by freelance work or a side job	89	4	4	3
Generating income by regularly selling through Etsy, Amazon, e-Bay, etc.	87	6	6	2
Generating income by occasionally buying, selling or trading items online	68	17	12	3
Generating income through rentals through Airbnb, VRBO, etc.	97	1	2	1

the family farm more efficient and/or profitable. In fact, 12 percent estimate that annual impact as being at least \$1,000. Persons living in or near mid-sized communities are the group most likely to have used the Internet to generate income by freelance work or a side job.

Residents of both the North Central and South Central regions are more likely than residents of other regions of the state to earn money from the Internet by working at home some of the time. Approximately one-quarter of the residents of these two regions are reporting some annual economic impact from working at home some of the time using the Internet.

Residents of the North Central region are the regional group most likely to use the Internet to make the family farm more efficient and/or profitable. Almost one-quarter of North Central residents are using the Internet to generate economic impact for their farm – with 10 percent showing at least \$1,000 of economic impact.

Residents of the Northeast region are the regional group *least* likely to use the Internet to run and grow a home-based business, regularly selling online, or occasionally buying or selling items online. Panhandle residents and residents of the Northeast region are *less* likely than residents of other regions to generate income from the Internet to by freelance work or a side job.

Persons with higher household incomes are more likely than persons with lower incomes to use the Internet to generate economic impact through: saving money, working at home some of the time, working entirely or primarily at

home, freelance work or a side job, and occasionally buying or selling items online.

Younger persons are more likely than older persons to have economic impact from each of the items listed, except working entirely or primarily from home or through rentals through Airbnb, VRBO, etc. As an example, 44 percent of persons age 19 to 29 use the Internet to generate income by occasionally buying or selling items online, compared to 11 percent of persons age 65 and older.

Males are more likely than females to have used the Internet to generate income by running and growing a home-based business and making the family farm more efficient and/or profitable.

Persons with higher education levels are more likely than persons with less education to use the Internet to generate income from each of the items listed with the exception of through rentals. As an example, 16 percent of persons with at least a four year college degree generated income by freelance work or a side job, compared to two percent of persons with a high school diploma or less education.

Married persons and persons who have never married are the marital groups most likely to have used the Internet to save money and to occasionally buy or sell items online. Married persons are the group most likely to have used the Internet to work at home some of the time and to make the family farm more efficient and/or profitable. Married persons and persons who are divorced/separated are the groups most likely to have used the Internet to work entirely or primarily at home.

Persons with management, professional or

education occupations as well as persons with sales or office support occupations are the occupation groups most likely to have generated income by working at home some of the time. Just over one-third of the persons with these types of occupations report some annual economic impact from working at home some of the time. In fact, over two in ten persons with sales or office support occupations report at least \$1,000 of annual economic impact from working at home some of the time. Persons with sales or office support occupations are the group most likely to have generated income by working entirely or primarily at home.

Persons with occupations in agriculture are the group most likely to have generated income by running and growing a home-based business, making the family farm more efficient and/or profitable, and regularly selling online. Just over one-half (53%) of persons with occupations in agriculture generate income from the Internet by making the family farm more efficient and/or profitable, with 24 percent reporting at least \$1,000 of impact.

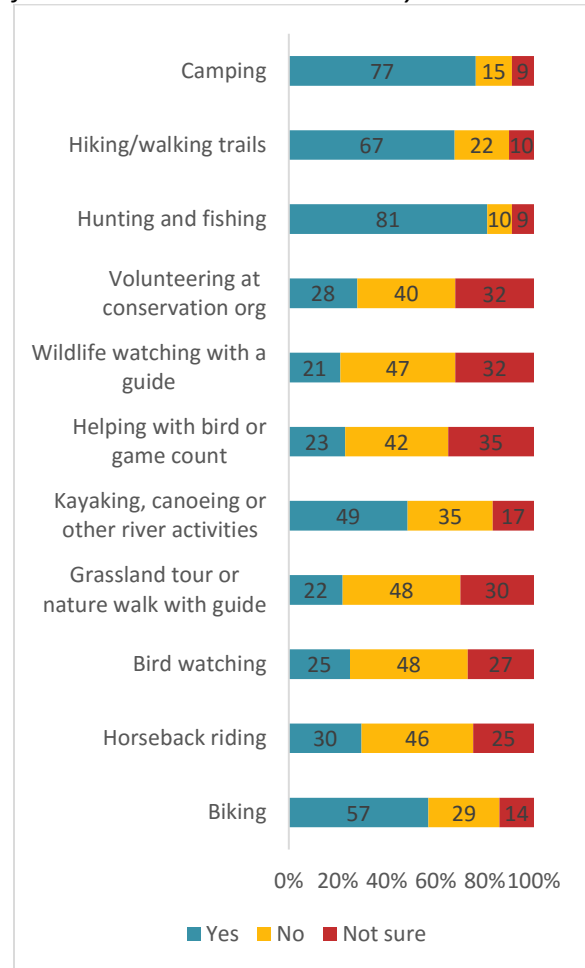
Nature-Based Activities for Tourists

Rural communities benefit from tourism generated from nature. To find out what is available, respondents were asked if they are aware of various nature-based activities for tourists in or near their community.

Most rural Nebraskans are aware of the following activities in or near their community: biking, hunting and fishing, hiking/walking trails and camping. Many are also aware of kayaking, canoeing or other river activities.

Awareness of these activities does differ by community size, region and various individual attributes (Appendix Table 7). Persons living in

Figure 7. Awareness of Nature-Based Activities for Tourists In or Near Community



or near larger communities are more likely than persons living in or near smaller communities to say that each of the activities were in or near their community, with the exception of hunting and fishing.

Residents of the Panhandle are more likely than residents from other regions of the state to say the following are located in or near their community: biking, grassland tour or nature walk with a guide, helping with bird or game counts, and hiking/walking trails. Residents of both the Panhandle and North Central regions are the groups most likely to say they are aware

of horseback riding in or near their community. Residents of both the Panhandle and South Central regions are most likely to be aware of volunteering activities at a conservation organization. Residents of the South Central region are the regional group most likely to say they are aware of bird watching with a guide and wildlife watching with a guide in or near their community. Persons living in the North Central region are most likely to say kayaking, canoeing or other river activities as well as camping are located in or near their community.

Persons age 40 to 49 are the age group most likely to be aware of the following nature-based activities for tourists in or near their community: horseback riding; kayaking, canoeing or other river activities; and camping. Persons age 30 to 39 are the age group most likely to be aware of hunting and fishing in or near their community and persons age 30 to 64 are the groups most likely to be aware of hiking/walking trails.

Males are more likely than females to be aware of hunting and fishing in or near their community. Persons with higher education levels are more likely than persons with less education to be aware of each of the activities listed, with the exception of horseback riding; kayaking, canoeing or other river activities; hiking/walking trails; and camping.

Persons who are never married are the marital group most likely to be aware of the following activities in or near their community: biking; kayaking, canoeing or other river activities; wildlife watching with a guide; and volunteering at a conservation organization. Married persons and persons who have never married are the groups most likely to be aware of hunting and fishing in or near their community. Persons who have never married and persons who are

divorced/separated are the groups most likely to be aware of hiking/walking trails.

When comparing responses by occupation, persons with food service or personal care occupations are the group most likely to be aware of biking in or near their community. Persons with production, transportation or warehousing occupations are the group most likely to be aware of wildlife watching with a guide.

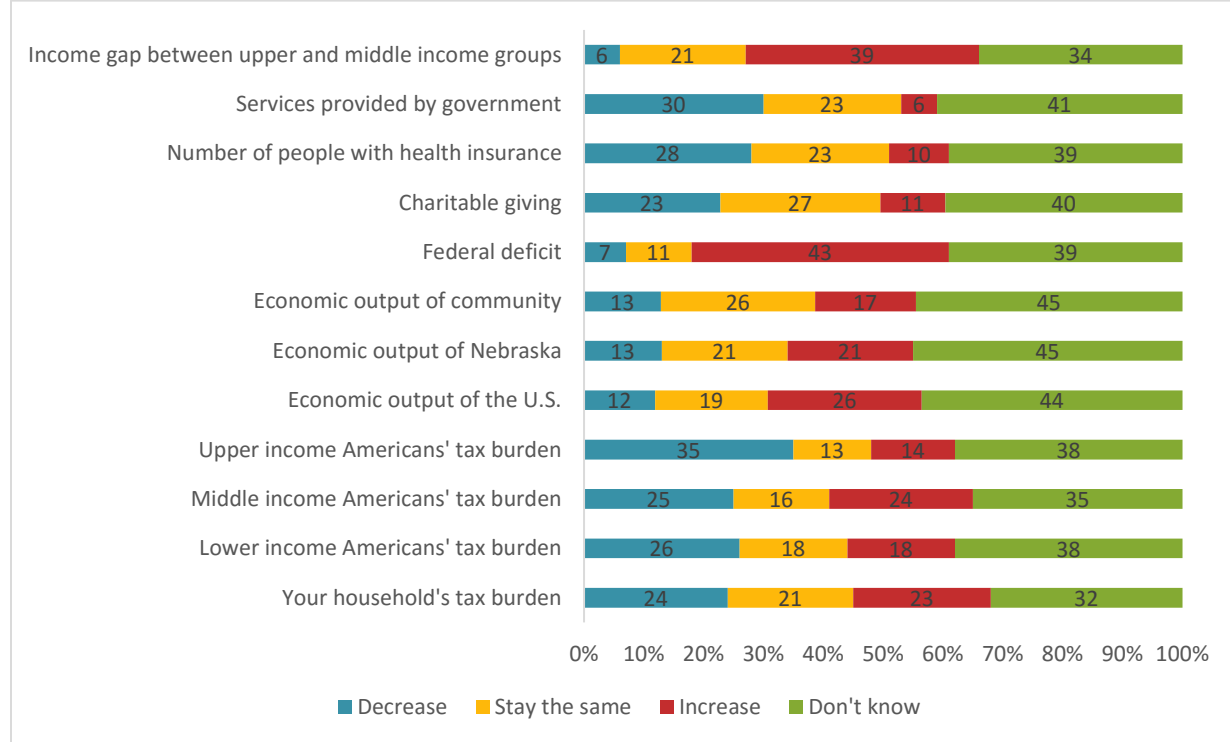
Perceived Impacts of Federal Tax Bill

Federal tax policy can impact many items that influence a community. Respondents were asked how they think various items will change as a result of the new federal tax bill. Overall, many rural Nebraskans are unsure of the expected impacts of the federal tax bill. At least three in ten indicated they don't know how the bill will impact all of the items listed (Figure 8).

Opinions are mixed on the expected impact of the federal tax bill on their household's tax burden. Approximately one-third don't know how their household's tax burden will change, just under one-quarter say it will decrease and a similar proportion say it will increase. At least three in ten rural Nebraskans think the services provided by government and upper income Americans' tax burden will decrease as a result of the federal tax bill. Over one-third think the income gap between the upper and middle income groups and the federal deficit will increase as a result of the bill.

Opinions about the perceived impacts are examined by community size, region and various individual attributes (Appendix Table 8). Persons living in or near larger communities are more likely than persons living in or near

Figure 8. Perceived Impacts of Federal Tax Bill



smaller communities to think the federal deficit and the income gap between the upper and middle income groups will increase as a result of the federal tax bill. This group is also most likely to think the number of people with health insurance and services provided by government will decrease.

Residents of the South Central region are the regional group most likely to think their household's tax burden will increase as a result of the federal tax bill. Residents of both the Panhandle and South Central regions are the groups most likely to think lower income Americans' tax burden will increase as a result of the bill. Panhandle residents are the regional group most likely to think upper income Americans' tax burden will increase. They were also the regional group most likely to think the services provided by government will decrease as a result of the bill.

Persons with lower household incomes are more likely than persons with higher incomes to answer don't know for each of the items listed except for the income gap between the upper and middle income groups.

Older persons are more likely than younger persons to think their household's tax burden and the federal deficit will increase as a result of the federal tax bill. Approximately one-quarter of persons age 40 and older think their household's tax burden will increase as a result of the bill, compared to approximately 16 percent of persons age 19 to 39.

Younger persons are more likely than older persons to think middle income Americans' tax burden will decrease as a result of the bill. Older persons are more likely than younger persons to think the economic output of the U.S. and charitable giving will decrease. Persons age 40 to 49 are the age group most likely to

think the economic output of Nebraska and the economic output of their community will decrease as a result of the bill. Younger persons are more likely than older persons to say they don't know how services provided by government or the income gap between the upper and middle income groups will change.

Females are more likely than males to say they don't know how each of the items listed will be impacted by the federal tax bill.

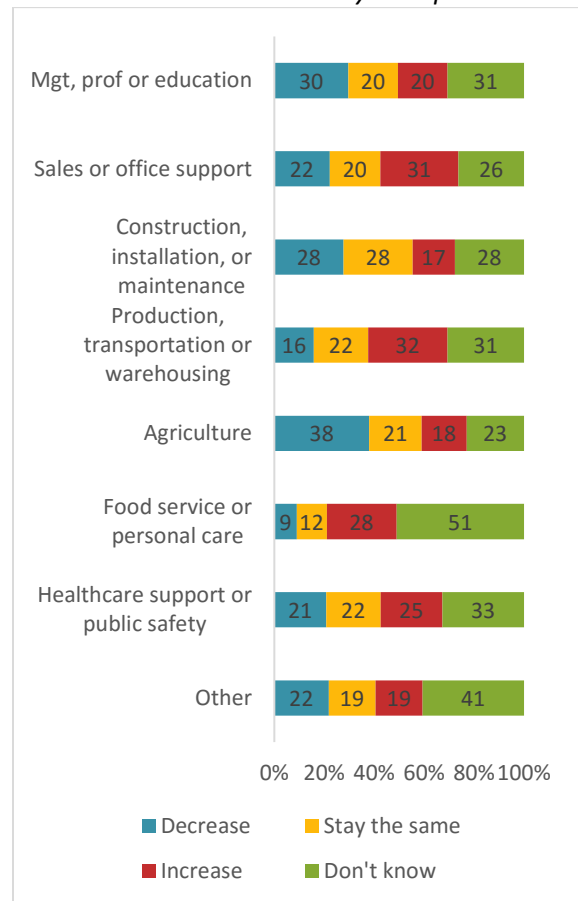
Persons with higher education levels are more likely than persons with less education to say the following items will decrease as a result of the bill: their household's tax burden, lower income Americans' tax burden, middle income Americans' tax burden, upper income Americans' tax burden, charitable giving, and the number of people with health insurance, and services provided by government. As an example, almost three in ten persons with at least a four year degree think their household's tax burden will decrease, compared to 17 percent of persons with a high school diploma or less. Persons with higher education levels are more likely than persons with less education to think the following items will *increase* as a result of the bill: economic output of the U.S., economic output of Nebraska, the federal deficit, and the income gap between the upper and middle income groups.

Married persons are the marital group most likely to say the following items will decrease as a result of the federal tax bill: their household's tax burden, lower income Americans' tax burden, middle income Americans' tax burden, and upper income Americans' tax burden. Married persons are the group most likely to say the following items will *increase*: economic output of the U.S., economic output of Nebraska, economic output of the community, federal deficit, and charitable giving.

When comparing perceptions by occupation, persons with occupations in agriculture are the group most likely to think their household's tax burden will decrease as a result of the federal tax bill. Almost four in ten persons with occupations in agriculture believe their household's tax burden will decrease, compared to nine percent of persons with occupations in food service or personal care (Figure 9).

Persons with occupations in agriculture are also the group most likely to think lower income Americans' tax burden and middle income Americans' tax burden will decrease as a result of the bill. They are the group most likely to

Figure 9. Perceived Impacts of Federal Tax Bill on Household's Tax Burden by Occupation



think the following items will *increase*: economic output of the U.S., economic output of Nebraska, and number of people with health insurance.

Persons with sales or office support occupations are the group most likely to believe the economic output of their community will increase as a result of the bill. Persons with production, transportation or warehousing occupations are the group most likely to think the upper income Americans' tax burden will decrease and that the income gap between the upper and middle income groups will increase as a result of the bill.

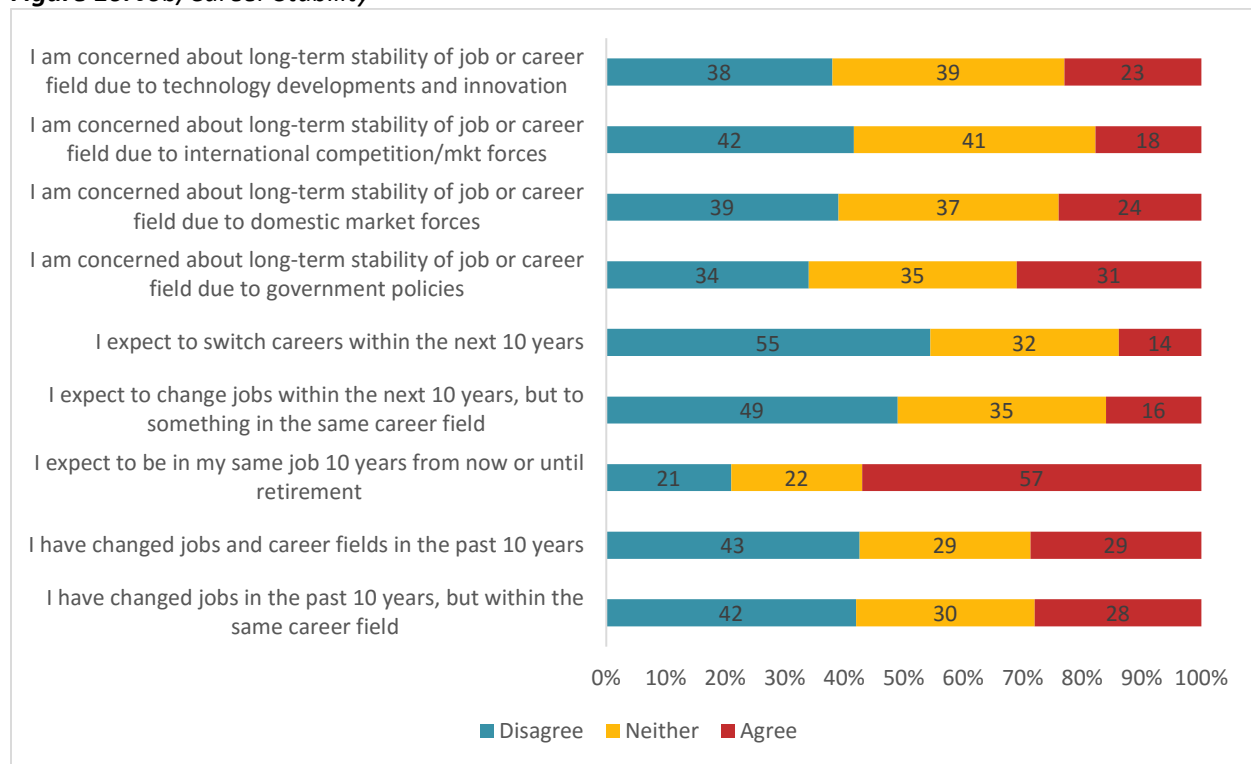
they agree or disagree with various statements about their current job and career field. Many rural Nebraskans have changed jobs and careers in the past ten years. Most rural Nebraskans expect to be in their same job ten years from now or until retirement. Few rural Nebraskans expect to switch careers in the next ten years. When asked what concerns they have about the long-term stability of their job or career field, opinions are mixed about the impact of government policies. They are less concerned about the impact of domestic market forces, international competition on their job stability and technology developments and innovation on their job stability.

Job/Career Changes and Workforce Training

To measure job and career stability, respondents were asked the extent to which

These statements are examined by community size, region and various individual attributes (Appendix Table 9). Persons living in or near larger communities are more likely than persons living in or near the smallest

Figure 10. Job/Career Stability



communities to have changed jobs in the past 10 years, but within the same career field. Approximately 27 percent of persons living in or near communities with populations of 500 or more say they have changed jobs within the same career field in the past 10 years. In comparison, 22 percent of persons living in or near communities with populations less than 500 have done the same. Persons living in or near the larger communities are also the most likely to expect to change jobs in the same career field within the next 10 years and expect to switch careers within the next 10 years. Persons living in or near the smallest communities are more likely than persons living in or near larger communities to have changed jobs and career fields in the past ten years.

Panhandle residents are more likely than residents of other regions of the state to expect to change jobs in the same career field within the next ten years. Just under one-quarter of Panhandle residents agree with that statement, compared to 13 percent of residents of the Northeast region. Panhandle residents are also the regional group most likely to expect to switch careers within the next ten years.

Persons with higher household incomes are more likely than persons with lower incomes to have done the following: changed jobs within the same career field in the past 10 years, expect to be in the same job 10 years from now or until retirement, and expect to change jobs in the same career field within the next 10 years. Persons with incomes between \$20,000 and \$39,999 are the income group most likely to have changed jobs and career fields in the past ten years. Persons with the lowest household incomes are the group most likely to be concerned about the impact of domestic market forces, international competition and technology development on their long-term job or career field stability.

Persons age 30 to 39 are the age group most likely to have changed jobs within the same career field in the past 10 years. The youngest persons are more likely than older persons to have changed jobs and career fields in the past decade, expect to change jobs in the same career field within the next ten years, and expect to switch careers within the next ten years. Persons age 50 to 64 are the age group most likely to expect to be in their same job ten years from now or until retirement. Persons age 30 to 64 are the groups most likely to be concerned about the impact of government policies on their long-term job stability. Persons age 50 to 64 are the age group most concerned about the impact of domestic market forces, international competition and technology developments on their job stability.

Females are more likely than males to have changed jobs within the same career field in the past decade and expect to change jobs in the same career field within the next ten years. Males are more likely than females to be concerned about the impact of government policies, domestic market forces, international competition and technology developments on their job stability.

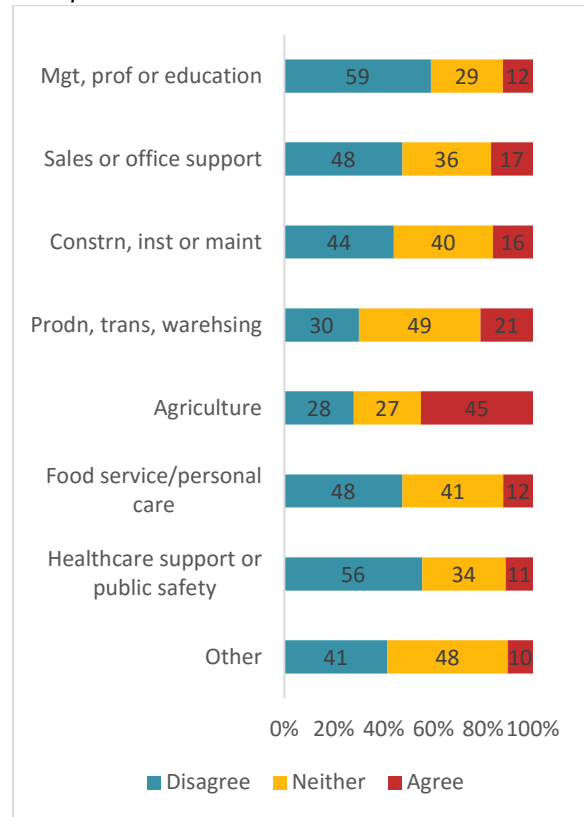
Persons with higher education levels are more likely than persons with less education to have changed jobs within the same career field in the past ten years, expect to be in their same job ten years from now or until retirement, and expect to change jobs in the same career field within the next ten years. Persons with some college education (but less than a four year degree) are the education group most likely to have changed jobs and career fields in the past ten years. Persons with the highest education levels are the group most concerned about the impact of government policies and technology developments on their long-term job stability.

Persons who have never married are the marital group most likely to have changed jobs and career fields in the past ten years, expect to change jobs to something in the same career field within the next ten years and expect to switch careers within the next ten years. Married persons are the group most likely to expect to be in their same job ten years from now or until retirement.

Persons with healthcare support or public safety occupations are the occupation group most likely to have changed jobs within the same career field in the past ten years. Persons with production, transportation or warehousing occupations are the group most likely to have changed jobs and career fields in the past ten years. Persons with occupations in agriculture are the group most likely to expect to be in their same job ten years from now or until retirement. Persons with food service or personal care occupations are the group most likely to expect to switch careers within the next ten years. Approximately one-third of persons with these types of occupations expect to switch careers in the next ten years.

Persons with occupations in agriculture as well as persons with production, transportation or warehousing occupations are the groups most likely to be concerned about the impact of government policy on their long-term job stability. Persons with occupations in agriculture are the group most concerned about the impact of domestic market forces and international competition on their long-term job stability. Forty-five percent of persons with occupations in agriculture are concerned about the impact of international competition and market forces on their long-term job stability (Figure 11). In comparison, 10 percent of persons with occupations classified as other share this opinion.

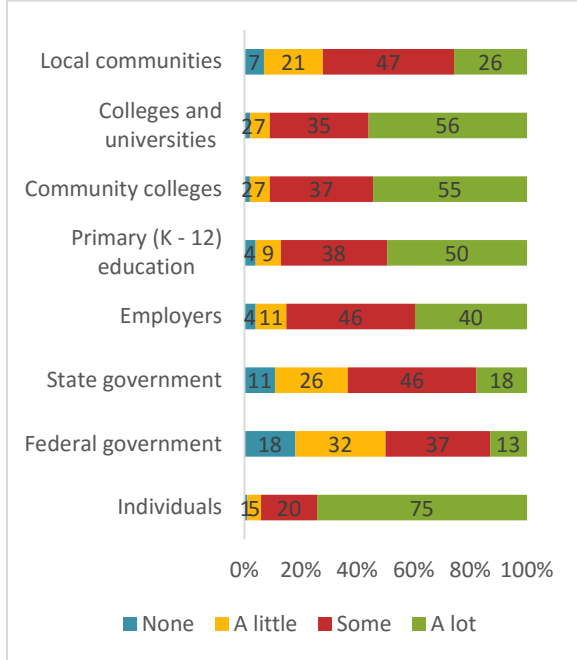
Figure 11. Concern about Impact of International Competition on Job Stability by Occupation



Finally, respondents were asked about job training. Specifically they were asked, “Thinking about job skills and training or retraining (for those switching or forced to switch jobs or careers), how much responsibility should each of the following have in making sure Nebraska’s workforce has the right skills and education to be successful in today’s economy?” They were given a list of various entities to rate.

Most rural Nebraskans think individuals, colleges and universities, community colleges and primary (K – 12) education have a lot of responsibility for job training or retraining (Figure 12).

Figure 12. Responsibility for Workforce Training



Opinions about the responsibilities various entities have in workforce training are examined by community size, region and various individual attributes (Appendix Table 10). Residents of both the Panhandle and North Central regions are more likely than residents of other regions of the state to believe that individuals have a lot of responsibility for workforce training. Residents of the North Central region are the group *least* likely to believe the federal government has a lot of responsibility for training. Panhandle residents are the group most likely to think employers, primary education (K – 12), colleges and universities and local communities have a lot of responsibility in making sure the state’s workforce has the right skills and education.

Persons with higher household incomes are more likely than persons with lower incomes to think individuals and colleges and universities have a lot of responsibility for workforce training. Persons with lower incomes are more likely than those with higher incomes to say the

federal government, state government and local communities have a lot of responsibility for job training.

Younger persons are more likely than older persons to believe employers bear a lot of responsibility for workforce training. Sixty percent of persons age 19 to 29 believe employers have a lot of responsibility in making sure the workforce has the right skills and education, compared to 32 percent of persons age 65 and older. The youngest persons are also most likely to believe local communities have a lot of responsibility in workforce training.

Females are more likely than males to believe the following bear a lot of responsibility for workforce training: the state government, employers, primary (K – 12) education, community colleges, colleges and universities and local communities.

Persons with higher education levels are more likely than persons with less education to think the following have a lot of responsibility for job training: individuals, community colleges, colleges and universities and local communities. Persons with less education are more likely than persons with more education to believe the federal and state government have a lot of responsibility for workforce training.

Married persons are the marital group most likely to think that individuals have a lot of responsibility for workforce training. Persons who have never married and widowed persons are the groups most likely to think the federal government has a lot of responsibility for job training. Widowed persons are the group most likely to think the state government and community colleges should play a large role in workforce training. Persons who have never married are the group most likely to think

employers have a lot of responsibility in this area.

Persons with management, professional or education occupations are the occupation group most likely to say that individuals themselves bear a lot of responsibility in ensuring Nebraska's workforce has the right skills and education to be successful. Persons with production, transportation or warehousing occupations are the group most likely to think the federal government should play a large role. Persons with occupations in agriculture and persons with healthcare support and public safety occupations are the groups most likely to say employers play a large role in job training. Persons with healthcare support or public safety occupations are the group most likely to say colleges and universities have a lot of responsibility in this area.

Conclusion

The proportion of rural Nebraskans accessing the Internet using their cell phone has increased compared to two years ago. But, the proportion subscribing to high-speed Internet service at home remained stable during the past two years. Persons living in or near the smallest communities are less likely than persons living in or near larger communities to have high-speed Internet service at home.

Not many rural Nebraskans report significant limitations from their home Internet service on their ability to do most tasks. At least one in ten report being limited significantly or not being able to play real time video games or stream online video content such as Netflix. However, persons living in or near smaller communities experience more limitations than do those living in or near larger communities. And, regional differences also occur, with the residents of both the Northeast and Southeast

regions experiencing more limitations performing such tasks as streaming online video content, playing real time video games and videoconferencing.

Most rural Nebraskans are using the Internet to save money by price matching, finding bargains online, etc. Many are also using it to generate income by occasionally buying, selling or trading items online. Seven percent of rural Nebraskans estimate the impact of saving money as \$1,000 or more annually. For some items, the economic impact of the Internet is greater in smaller communities. Persons living in or near smaller communities are more likely than persons living in or near larger communities to have used the Internet to earn money by running and growing a home-based business and making the family farm more efficient and/or profitable. Persons with occupations in agriculture are also generating income by running and growing a home-based business, making the family farm more efficient and/or profitable, and regularly selling online.

Most rural Nebraskans are aware of the following nature-based activities for tourists in or near their community: biking, hunting and fishing, hiking/walking trails and camping. Many are also aware of kayaking, canoeing or other river activities.

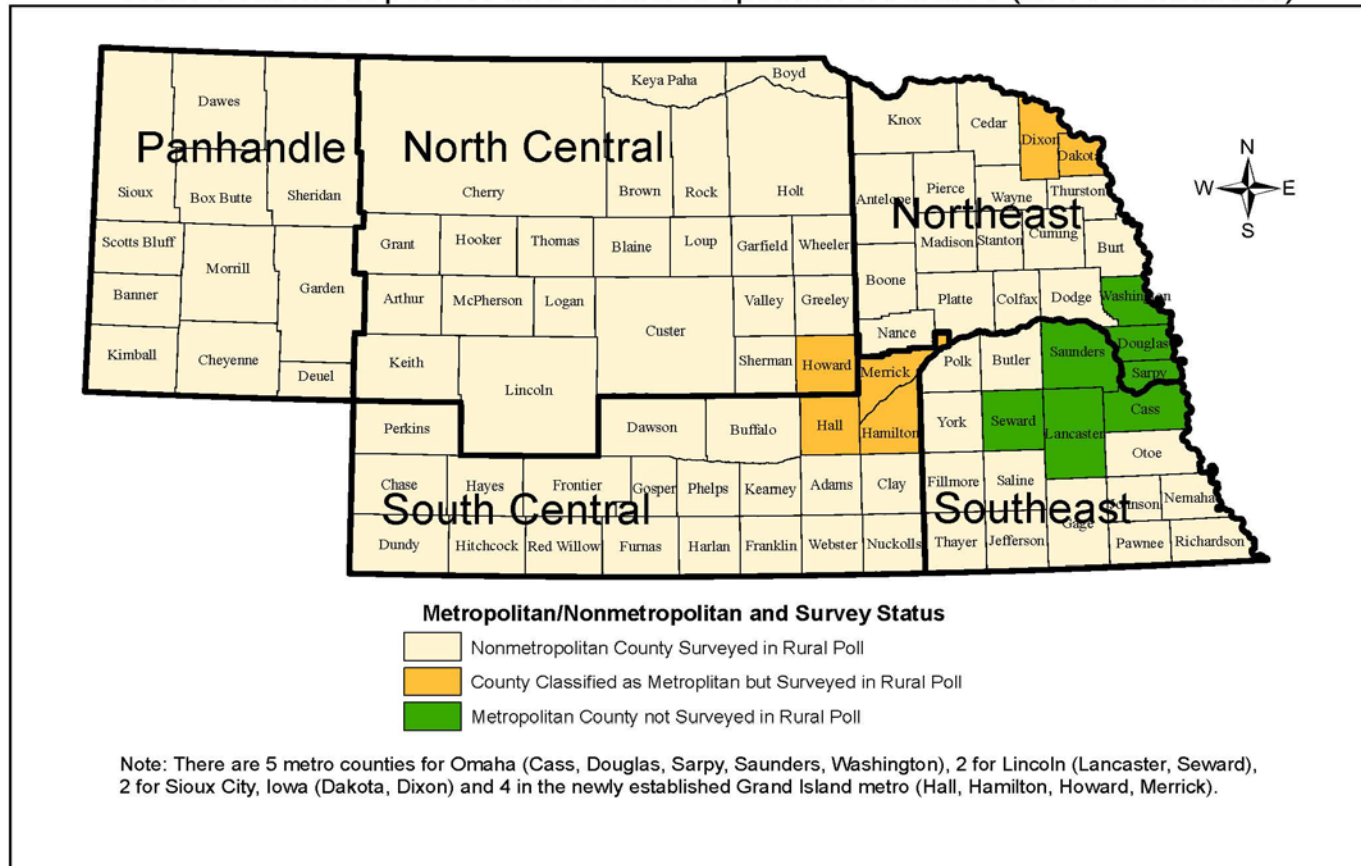
Overall, many rural Nebraskans are unsure of the expected impacts of the federal tax bill. At least three in ten indicated they don't know how the bill will impact all of the items listed. And, opinions are mixed on the expected impact of the federal tax bill on their household's tax burden. At least three in ten rural Nebraskans think the services provided by government and upper income Americans' tax burden will decrease as a result of the federal tax bill. Over one-third think the income gap between the upper and middle income groups

and the federal deficit will increase as a result of the bill.

Many rural Nebraskans have changed jobs and careers in the past ten years. Most rural Nebraskans expect to be in their same job ten years from now or until retirement. Few rural Nebraskans expect to switch careers in the next ten years. Most rural Nebraskans think individuals, colleges and universities, community colleges and primary (K – 12) education have a lot of responsibility for job training or retraining.

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 2012 – 2016 American Community Survey 5 Year Average for Nebraska*

	2018 Poll	2017 Poll	2016 Poll	2015 Poll	2014 Poll	2013 Poll	2012 - 2016 ACS
Age : ²							
20 - 39	32%	32%	31%	31%	32%	31%	32%
40 - 64	44%	44%	45%	45%	46%	44%	44%
65 and over	24%	24%	24%	24%	23%	24%	25%
Gender: ³							
Female	55%	56%	59%	58%	57%	51%	51%
Male	46%	44%	41%	42%	43%	49%	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%	2%	3%	3%	7%
High school diploma (or equiv.)	18%	18%	21%	22%	18%	23%	32%
Some college, no degree	23%	22%	21%	23%	23%	25%	26%
Associate degree	17%	16%	19%	15%	16%	15%	11%
Bachelors degree	25%	25%	23%	24%	24%	22%	14%
Graduate or professional degree	13%	16%	14%	13%	16%	12%	5%
Household Income: ⁵							
Less than \$10,000	3%	3%	3%	5%	5%	5%	6%
\$10,000 - \$19,999	6%	7%	8%	7%	7%	7%	11%
\$20,000 - \$29,999	8%	7%	11%	9%	8%	13%	12%
\$30,000 - \$39,999	10%	11%	11%	9%	14%	10%	11%
\$40,000 - \$49,999	10%	13%	11%	12%	12%	15%	10%
\$50,000 - \$59,999	12%	13%	11%	11%	13%	10%	10%
\$60,000 - \$74,999	17%	12%	14%	15%	13%	11%	12%
\$75,000 or more	33%	34%	32%	32%	29%	29%	29%
Marital Status: ⁶							
Married	71%	68%	69%	68%	68%	70%	62%
Never married	10%	13%	11%	13%	12%	12%	18%
Divorced/separated	11%	11%	10%	10%	12%	9%	12%
Widowed/widower	8%	8%	9%	8%	8%	9%	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. Internet Access Using Cell Phone by Community Size, Region and Individual Attributes

<i>Do you access the Internet using your cell phone (have a cell phone data plan)?</i>				
	<u>Yes</u>	<u>No</u>	<u>Don't know</u>	<u>Significance</u>
Total	77	22	1	
	<i>Percentages</i>			
<u>Community Size</u>		(n = 1500)		
Less than 500	72	28	0.4	
500 - 999	81	18	1	
1,000 - 4,999	79	20	1	$\chi^2 = 12.63$
5,000 - 9,999	73	25	2	(.125)
10,000 and up	80	19	1	
<u>Region</u>		(n = 1530)		
Panhandle	77	20	3	
North Central	76	23	0.4	
South Central	79	20	1	$\chi^2 = 20.68^*$
Northeast	74	26	1	(.008)
Southeast	81	19	0	
<u>Income Level</u>		(n = 1453)		
Under \$20,000	45	52	4	
\$20,000 - \$39,999	67	31	2	$\chi^2 = 183.33^*$
\$40,000 - \$59,999	77	23	0.3	(.000)
\$60,000 and over	91	9	0.3	
<u>Age</u>		(n = 1534)		
19 - 29	98	2	0	
30 - 39	95	5	0	
40 - 49	94	5	1	$\chi^2 = 477.25^*$
50 - 64	76	23	1	(.000)
65 and older	39	60	2	
<u>Gender</u>		(n = 1529)		
Male	73	26	1	$\chi^2 = 15.69^*$
Female	81	18	1	(.000)
<u>Marital Status</u>		(n = 1501)		
Married	82	17	1	
Never married	82	17	1	
Divorced/separated	70	29	2	$\chi^2 = 156.89^*$
Widowed	32	65	3	(.000)
<u>Education</u>		(n = 1523)		
H.S. diploma or less	59	39	2	
Some college	80	20	1	$\chi^2 = 90.32^*$
Bachelors or grad degree	86	13	1	(.000)

Do you access the Internet using your cell phone (have a cell phone data plan)?

<u>Occupation</u>	<u>Yes</u>	<u>No</u>	<u>Don't know</u>	<u>Significance</u>
		(n = 1082)		
Mgt, prof or education	92	7	1	
Sales or office support	89	10	1	
Constrn, inst or maint	80	19	1	
Prodn/trans/warehsing	79	21	0	
Agriculture	81	19	1	
Food serv/pers. care	78	22	0	
Hlthcare supp/safety	95	6	0	$\chi^2 = 45.00^*$
Other	77	20	3	(.000)

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

Appendix Table 3. Subscription to High-Speed Internet Service at Home by Community Size, Region and Individual Attributes

Do you subscribe to a high-speed Internet service at home (such as cable Internet, DSL, fiber optic or satellite Internet service) other than a data plan on your cell phone or tablet?						
	<i>Yes</i>	<i>No, have only dial-up Internet service</i>	<i>No, use only my cell phone data plan</i>	<i>No, do not subscribe to Internet service or cell phone data plan</i>	<i>Other</i>	<i>Chi-square (sig.)</i>
Total	84	1	7	8	1	
Community Size			(n = 1487)			
Less than 500	78	2	7	10	3	
500 - 999	84	1	8	7	1	
1,000 - 4,999	85	1	7	6	1	
5,000 - 9,999	84	1	7	8	0	$\chi^2 = 28.15^*$
10,000 and up	87	1	6	6	0.2	(.030)
Region			(n = 1514)			
Panhandle	85	2	9	4	1	
North Central	82	1	8	9	1	
South Central	86	1	7	6	0.4	
Northeast	82	1	6	11	0.3	$\chi^2 = 22.81$
Southeast	85	2	6	6	2	(.119)
Income Level			(n = 1439)			
Under \$20,000	48	4	18	30	0	
\$20,000 - \$39,999	78	2	8	12	0	
\$40,000 - \$59,999	87	1	7	4	2	$\chi^2 = 223.47^*$
\$60,000 and over	93	1	5	2	1	(.000)
Age			(n = 1518)			
19 – 29	94	0	4	0	2	
30 – 39	91	0	7	1	1	
40 – 49	92	0	8	0	0	
50 – 64	82	1	9	7	0.3	$\chi^2 = 257.08^*$
65 and older	67	3	5	24	1	(.000)
Gender			(n = 1513)			
Male	81	2	7	10	0.4	$\chi^2 = 16.91^*$
Female	86	1	7	6	1	(.002)
Marital Status			(n = 1484)			
Married	91	1	4	4	1	
Never married	79	1	9	10	1	
Divorced/separated	68	1	19	13	0	$\chi^2 = 213.59^*$
Widowed	55	3	8	35	0	(.000)
Education			(n = 1510)			
H.S. diploma or less	68	2	8	22	0	
Some college	86	1	8	5	0.2	$\chi^2 = 136.52^*$
Bachelors degree	90	1	5	2	1	(.000)
Occupation			(n = 1082)			
Mgt, prof or education	92	0.3	6	1	1	
Sales or office support	92	1	3	0	4	
Constrn, inst or maint	80	1	12	7	0	
Prodn/trans/warehsing	86	1	6	6	0	
Agriculture	85	3	9	4	0	
Food serv/pers. care	81	2	5	10	2	
Hlthcare supp/safety	93	0	7	0	0	$\chi^2 = 87.34^*$
Other	71	3	20	6	0	(.000)

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

Appendix Table 4. Type of High-Speed Internet Service at Home by Community Size, Region and Individual Attributes

<i>Circle the specific type of service from the following:**</i>							
	<i>DSL</i>	<i>Cable</i>	<i>Fiber</i>	<i>Fixed wireless</i>	<i>Satellite service</i>	<i>Other</i>	<i>Chi-square (sig.)</i>
<u>Total</u>	27	33	9	20	10	1	
<u>Community Size</u>	<i>Percentages</i>						
	(n = 966)						
Less than 500	34	10	12	25	18	1	
500 - 999	37	16	8	24	16	0	
1,000 - 4,999	28	36	7	20	9	0.4	
5,000 - 9,999	23	37	7	28	4	1	$\chi^2 = 127.02^*$
10,000 and up	17	51	11	14	6	1	(.000)
<u>Region</u>	(n = 978)						
Panhandle	23	27	22	18	9	1	
North Central	26	31	15	16	11	1	
South Central	31	37	5	20	7	1	
Northeast	23	36	9	17	15	1	$\chi^2 = 58.16^*$
Southeast	28	28	6	29	8	1	(.000)
<u>Income Level</u>	(n = 938)						
Under \$20,000	17	37	4	22	20	0	
\$20,000 - \$39,999	27	32	8	22	10	1	
\$40,000 - \$59,999	27	37	6	21	9	1	$\chi^2 = 13.42$
\$60,000 and over	27	33	10	20	9	1	(.570)
<u>Age</u>	(n = 982)						
19 – 29	31	29	8	24	8	0	
30 – 39	23	32	12	19	12	2	
40 – 49	33	31	7	21	8	0	
50 – 64	27	34	9	18	10	2	$\chi^2 = 33.64^*$
65 and older	19	42	10	18	11	1	(.029)
<u>Gender</u>	(n = 978)						
Male	25	37	11	17	10	1	$\chi^2 = 12.83^*$
Female	28	30	7	23	10	1	(.025)
<u>Marital Status</u>	(n = 968)						
Married	27	32	9	21	10	1	
Never married	24	34	8	20	14	0	
Divorced/separated	34	32	10	17	7	0	$\chi^2 = 14.33$
Widowed	21	49	8	10	10	3	(.500)
<u>Education</u>	(n = 979)						
H.S. diploma or less	23	33	13	19	11	1	
Some college	25	34	8	20	11	1	$\chi^2 = 11.57$
Bachelors degree	29	32	9	21	8	0.2	(.315)
<u>Occupation</u>	(n = 760)						
Mgt, prof or education	30	37	5	21	6	0.4	
Sales or office support	25	32	10	23	10	1	
Constrn, inst or maint	14	37	14	21	12	2	
Prodn/trans/warehsing	20	41	10	17	11	0	
Agriculture	38	14	9	25	12	1	
Food serv/pers. care	35	27	3	16	16	3	
Hlthcare supp/safety	23	24	23	15	13	2	$\chi^2 = 72.52^*$
Other	31	25	6	31	6	0	(.000)

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

** Percentages calculated only from respondents who subscribe to high-speed Internet service at home.

Appendix Table 5. How Much Home Internet Service Limits Ability to Do Items by Community Size, Region and Individual Attributes

	<i>Check email</i>			<i>Chi-Square (sig.)</i>	<i>Read news reports</i>			<i>Chi-Square (sig.)</i>
	<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>		<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>	
Total	4	93	3		8	88	4	
Community Size		(n = 1264)				(n = 1265)		
Less than 500	5	88	7		9	84	8	
500 - 999	2	96	3		9	88	4	
1,000 - 4,999	5	91	4		9	87	5	
5,000 - 9,999	3	95	1	$\chi^2 = 21.22^*$	10	89	1	$\chi^2 = 20.02^*$
10,000 and up	3	96	1	(.007)	7	92	2	(.010)
Region		(n = 1283)				(n = 1283)		
Panhandle	3	96	1		7	91	2	
North Central	7	90	3		9	86	4	
South Central	3	94	3		7	90	3	
Northeast	2	94	3	$\chi^2 = 17.06^*$	10	86	4	$\chi^2 = 4.16$
Southeast	6	89	5	(.029)	8	88	4	(.842)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1232)				(n = 1233)		
Under \$20,000	13	82	4		19	76	5	
\$20,000 - \$39,999	7	90	3		16	79	5	
\$40,000 - \$59,999	5	93	3	$\chi^2 = 35.05^*$	10	87	3	$\chi^2 = 61.05^*$
\$60,000 and over	1	96	3	(.000)	3	94	3	(.000)
<i>Age</i>		(n = 1288)				(n = 1286)		
19 - 29	2	96	2		10	88	2	
30 - 39	2	93	5		3	92	5	
40 - 49	1	97	3		5	93	3	
50 - 64	5	92	3	$\chi^2 = 34.22^*$	8	88	4	$\chi^2 = 32.67^*$
65 and older	9	88	3	(.000)	15	81	4	(.000)
<i>Gender</i>		(n = 1284)				(n = 1285)		
Male	4	93	3	$\chi^2 = 0.13$	6	90	4	$\chi^2 = 9.40^*$
Female	4	93	3	(.935)	10	87	3	(.009)
<i>Education</i>		(n = 1282)				(n = 1281)		
High school diploma or less	8	88	3		14	83	4	
Some college	4	93	3	$\chi^2 = 23.45^*$	9	88	3	$\chi^2 = 17.23^*$
Bachelors or grad degree	1	95	4	(.000)	5	91	4	(.002)
<i>Marital Status</i>		(n = 1264)				(n = 1263)		
Married	3	93	4		6	90	4	
Never married	3	95	2		17	81	2	
Divorced/separated	5	94	1	$\chi^2 = 19.94^*$	10	88	2	$\chi^2 = 36.59^*$
Widowed	13	84	3	(.003)	21	74	5	(.000)
<i>Occupation</i>		(n = 970)				(n = 968)		
Mgt, prof or education	1	97	2		5	93	3	
Sales or office support	2	90	8		7	84	10	
Constrn, inst or maint	3	95	3		3	96	1	
Prodn/trans/warehsing	6	93	1		6	93	1	
Agriculture	2	92	5		7	87	6	
Food serv/pers. care	6	94	0		15	85	0	
Hlthcare supp/safety	1	97	2	$\chi^2 = 30.33^*$	4	93	2	$\chi^2 = 34.29^*$
Other	4	89	8	(.007)	12	85	4	(.002)

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

** Percentages calculated only from respondents who subscribe to Internet service at home.

Appendix Table 5 continued

	<i>Use search engines</i>			<i>Chi-Square (sig.)</i>	<i>Shop online</i>			<i>Chi-Square (sig.)</i>
	<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>		<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>	
Total	5	90	4		7	89	4	
Community Size		(n = 1260)				(n = 1264)		
Less than 500	8	84	8		10	83	7	
500 - 999	3	94	3		3	93	3	
1,000 - 4,999	5	90	6		8	86	6	
5,000 - 9,999	6	92	1	$\chi^2 = 18.72^*$	6	93	1	$\chi^2 = 22.37^*$
10,000 and up	5	92	3	(.016)	6	91	3	(.004)
Region		(n = 1277)				(n = 1279)		
Panhandle	8	90	2		7	91	3	
North Central	7	89	4		11	85	4	
South Central	4	91	5		5	91	4	
Northeast	4	93	4	$\chi^2 = 9.86$	6	91	3	$\chi^2 = 10.31$
Southeast	6	88	6	(.275)	9	87	5	(.244)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1226)				(n = 1227)		
Under \$20,000	14	80	6		18	76	6	
\$20,000 - \$39,999	8	89	4		11	85	4	
\$40,000 - \$59,999	6	90	3	$\chi^2 = 21.72^*$	8	88	4	$\chi^2 = 39.82^*$
\$60,000 and over	3	93	5	(.001)	3	93	4	(.000)
<i>Age</i>		(n = 1280)				(n = 1286)		
19 - 29	2	96	2		2	96	2	
30 - 39	3	92	5		3	92	5	
40 - 49	2	93	5		1	94	4	
50 - 64	5	91	5	$\chi^2 = 61.32^*$	7	89	5	$\chi^2 = 119.7^*$
65 and older	15	81	4	(.000)	22	74	4	(.000)
<i>Gender</i>		(n = 1277)				(n = 1283)		
Male	5	90	5	$\chi^2 = 3.88$	6	89	5	$\chi^2 = 1.37$
Female	6	91	3	(.144)	7	89	4	(.504)
<i>Education</i>		(n = 1275)				(n = 1281)		
High school diploma or less	15	82	3		15	81	4	
Some college	5	92	3	$\chi^2 = 52.05^*$	7	90	3	$\chi^2 = 34.45^*$
Bachelors or grad degree	2	93	5	(.000)	3	92	5	(.000)
<i>Marital Status</i>		(n = 1258)				(n = 1264)		
Married	5	90	5		6	89	5	
Never married	3	94	3		5	93	3	
Divorced/separated	5	94	2	$\chi^2 = 35.89^*$	5	94	1	$\chi^2 = 53.39^*$
Widowed	21	74	5	(.000)	29	66	5	(.000)
<i>Occupation</i>		(n = 968)				(n = 968)		
Mgt, prof or education	1	95	4		2	94	4	
Sales or office support	6	85	9		6	85	9	
Constrn, inst or maint	3	95	3		4	96	0	
Prodn/trans/warehsing	6	90	4		9	90	1	
Agriculture	3	89	9		4	88	9	
Food serv/pers. care	4	96	0		8	92	0	
Hlthcare supp/safety	1	97	2	$\chi^2 = 42.95^*$	1	97	2	$\chi^2 = 38.45^*$
Other	15	81	4	(.000)	8	88	4	(.000)

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

** Percentages calculated only from respondents who subscribe to Internet service at home.

Appendix Table 5 continued

	<i>Use online banking services</i>			<i>Chi-Square (sig.)</i>	<i>Use social media sites</i>			<i>Chi-Square (sig.)</i>
	<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>		<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>	
Total	12	84	4		11	85	4	
Community Size		(n = 1262)				(n = 1264)		
Less than 500	16	78	6		12	79	9	
500 - 999	6	90	4		9	88	3	
1,000 - 4,999	16	79	6		11	84	5	
5,000 - 9,999	13	85	1	$\chi^2 = 26.83^*$	15	85	1	$\chi^2 = 24.07^*$
10,000 and up	11	88	2	(.001)	10	88	2	(.002)
Region		(n = 1280)				(n = 1280)		
Panhandle	14	83	3		14	85	1	
North Central	15	81	4		14	82	4	
South Central	10	87	4		10	86	5	
Northeast	12	84	4	$\chi^2 = 6.49$	9	87	4	$\chi^2 = 8.25$
Southeast	15	81	4	(.593)	13	83	4	(.410)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1227)				(n = 1232)		
Under \$20,000	42	54	5		28	69	3	
\$20,000 - \$39,999	15	80	4		11	83	6	
\$40,000 - \$59,999	13	84	4	$\chi^2 = 76.85^*$	14	83	3	$\chi^2 = 32.93^*$
\$60,000 and over	7	89	3	(.000)	7	89	3	(.000)
<i>Age</i>		(n = 1282)				(n = 1284)		
19 - 29	2	96	2		4	92	4	
30 - 39	2	93	5		3	92	5	
40 - 49	7	89	4		4	93	3	
50 - 64	16	80	4	$\chi^2 = 162.6^*$	16	80	4	$\chi^2 = 126.6^*$
65 and older	34	62	4	(.000)	29	68	3	(.000)
<i>Gender</i>		(n = 1280)				(n = 1283)		
Male	13	83	5	$\chi^2 = 1.58$	12	84	4	$\chi^2 = 1.66$
Female	12	85	3	(.455)	10	86	4	(.435)
<i>Education</i>		(n = 1278)				(n = 1280)		
High school diploma or less	21	76	3		17	80	2	
Some college	13	85	3	$\chi^2 = 25.84^*$	11	85	4	$\chi^2 = 12.81^*$
Bachelors or grad degree	8	87	5	(.000)	9	88	4	(.012)
<i>Marital Status</i>		(n = 1260)				(n = 1264)		
Married	12	84	4		11	85	4	
Never married	6	92	2		6	88	7	
Divorced/separated	12	86	3	$\chi^2 = 49.50^*$	11	88	1	$\chi^2 = 28.14^*$
Widowed	40	57	3	(.000)	29	69	2	(.000)
<i>Occupation</i>		(n = 968)				(n = 966)		
Mgt, prof or education	5	92	3		7	90	3	
Sales or office support	10	82	8		7	84	8	
Constrn, inst or maint	11	89	0		12	88	0	
Prodn/trans/warehsing	14	85	1		15	84	1	
Agriculture	9	84	8		8	88	5	
Food serv/pers. care	12	86	2		12	86	2	
Hlthcare supp/safety	7	91	2	$\chi^2 = 32.81^*$	2	96	2	$\chi^2 = 30.84^*$
Other	15	81	4	(.003)	12	85	4	(.006)

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

** Percentages calculated only from respondents who subscribe to Internet service at home.

Appendix Table 5 continued.

	<i>Upload files (pictures, videos or data)</i>			<i>Chi-Square (sig.)</i>	<i>Stream online video content such as Netflix</i>			<i>Chi-Square (sig.)</i>
	<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>		<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>	
Total	8	84	8		20	68	12	
Community Size		(n = 1268)				(n = 1261)		
Less than 500	8	80	12		20	60	20	
500 - 999	7	78	15		15	72	13	
1,000 - 4,999	8	84	8		22	64	14	
5,000 - 9,999	11	84	6	$\chi^2 = 25.53^*$	24	72	4	$\chi^2 = 36.78^*$
10,000 and up	8	88	4	(.001)	20	73	7	(.000)
Region		(n = 1284)				(n = 1281)		
Panhandle	11	82	7		26	66	8	
North Central	10	81	8		22	69	10	
South Central	5	87	8		18	74	8	
Northeast	9	83	8	$\chi^2 = 8.81$	19	64	17	$\chi^2 = 21.81^*$
Southeast	9	81	9	(.359)	21	65	15	(.005)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1235)				(n = 1232)		
Under \$20,000	24	75	2		41	50	9	
\$20,000 - \$39,999	15	80	5		27	66	7	
\$40,000 - \$59,999	8	83	10	$\chi^2 = 54.50^*$	23	61	16	$\chi^2 = 55.89^*$
\$60,000 and over	4	87	8	(.000)	14	75	11	(.000)
<i>Age</i>		(n = 1288)				(n = 1284)		
19 - 29	4	88	8		8	82	10	
30 - 39	3	88	9		11	75	13	
40 - 49	2	88	10		10	77	14	
50 - 64	10	81	9	$\chi^2 = 97.60^*$	26	62	13	$\chi^2 = 177.9^*$
65 and older	23	73	4	(.000)	48	45	7	(.000)
<i>Gender</i>		(n = 1286)				(n = 1283)		
Male	7	83	10	$\chi^2 = 7.93^*$	20	70	11	$\chi^2 = 1.16$
Female	9	84	6	(.019)	21	67	12	(.559)
<i>Education</i>		(n = 1284)				(n = 1280)		
High school diploma or less	16	78	6		30	62	8	
Some college	9	83	8	$\chi^2 = 28.85^*$	20	70	10	$\chi^2 = 21.66^*$
Bachelors or grad degree	5	87	9	(.000)	17	70	14	(.000)
<i>Marital Status</i>		(n = 1267)				(n = 1261)		
Married	7	83	10		19	68	13	
Never married	11	84	6		13	80	7	
Divorced/separated	7	90	3	$\chi^2 = 47.11^*$	19	73	8	$\chi^2 = 55.13^*$
Widowed	29	69	2	(.000)	54	41	5	(.000)
<i>Occupation</i>		(n = 970)				(n = 971)		
Mgt, prof or education	2	88	10		12	77	11	
Sales or office support	8	80	12		22	64	15	
Constrn, inst or maint	7	90	3		18	68	15	
Prodn/trans/warehsing	9	85	6		29	63	9	
Agriculture	9	78	14		10	75	15	
Food serv/pers. care	12	86	2		18	76	6	
Hlthcare supp/safety	2	87	10	$\chi^2 = 41.60^*$	10	71	19	$\chi^2 = 35.34^*$
Other	20	72	8	(.000)	23	58	19	(.001)

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

** Percentages calculated only from respondents who subscribe to Internet service at home.

Appendix Table 5 continued.

	<i>Play real time video games</i>				<i>Work from home</i>			
	<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>	<i>Chi-Square (sig.)</i>	<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>	<i>Chi-Square (sig.)</i>
	<i>Percentages</i>							
Total	40	51	10		36	58	7	
Community Size		(n = 1257)				(n = 1254)		
Less than 500	49	38	13		40	50	10	
500 - 999	31	55	15		29	62	9	
1,000 - 4,999	39	49	12		36	55	9	
5,000 - 9,999	41	55	4	$\chi^2 = 34.32^*$	40	57	3	$\chi^2 = 27.45^*$
10,000 and up	38	55	7	(.000)	34	63	3	(.001)
Region		(n = 1274)				(n = 1270)		
Panhandle	49	45	6		42	53	5	
North Central	45	45	9		34	56	10	
South Central	33	59	8		31	65	5	
Northeast	40	46	14	$\chi^2 = 28.75^*$	40	54	6	$\chi^2 = 19.03^*$
Southeast	41	48	11	(.000)	35	56	9	(.015)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1227)				(n = 1222)		
Under \$20,000	45	46	9		56	35	9	
\$20,000 - \$39,999	44	47	9		44	52	4	
\$40,000 - \$59,999	35	52	13	$\chi^2 = 9.64$	38	55	7	$\chi^2 = 39.07^*$
\$60,000 and over	38	53	9	(.141)	28	65	6	(.000)
<i>Age</i>		(n = 1280)				(n = 1276)		
19 - 29	27	65	8		22	71	6	
30 - 39	34	53	13		32	58	10	
40 - 49	30	58	12		25	68	7	
50 - 64	50	40	10	$\chi^2 = 87.89^*$	42	52	6	$\chi^2 = 92.80^*$
65 and older	59	36	5	(.000)	58	38	4	(.000)
<i>Gender</i>		(n = 1279)				(n = 1273)		
Male	37	53	10	$\chi^2 = 3.58$	34	61	6	$\chi^2 = 4.51$
Female	42	48	10	(.167)	37	55	7	(.105)
<i>Education</i>		(n = 1275)				(n = 1270)		
High school diploma or less	39	54	8		40	54	6	
Some college	39	52	9	$\chi^2 = 4.64$	41	53	6	$\chi^2 = 23.72^*$
Bachelors or grad degree	41	48	12	(.326)	28	64	8	(.000)
<i>Marital Status</i>		(n = 1257)				(n = 1253)		
Married	40	49	11		34	59	7	
Never married	35	59	7		28	65	7	
Divorced/separated	36	57	7	$\chi^2 = 15.10^*$	37	57	6	$\chi^2 = 24.35^*$
Widowed	57	38	5	(.019)	63	32	5	(.000)
<i>Occupation</i>		(n = 965)				(n = 962)		
Mgt, prof or education	41	52	7		23	69	8	
Sales or office support	31	54	15		30	59	11	
Constrn, inst or maint	34	51	15		34	65	1	
Prodn/trans/warehsing	38	57	5		37	62	1	
Agriculture	30	56	15		23	69	8	
Food serv/pers. care	29	69	2		37	63	0	
Hlthcare supp/safety	37	46	16	$\chi^2 = 33.84^*$	44	44	12	$\chi^2 = 48.88^*$
Other	56	36	8	(.002)	36	52	12	(.000)

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

** Percentages calculated only from respondents who subscribe to Internet service at home.

Appendix Table 5 continued.

	<i>Videoconference</i>			<i>Chi-Square (sig.)</i>	<i>Complete homework/classes/certifications</i>			<i>Chi-Square (sig.)</i>
	<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>		<i>Do not do</i>	<i>Doesn't limit or limits only slightly</i>	<i>Limits significantly or can't do</i>	
Total	31	60	9		34	61	5	
Community Size		(n = 1254)				(n = 1255)		
Less than 500	40	48	12		37	55	8	
500 - 999	20	67	14		23	69	8	
1,000 - 4,999	31	57	12		36	57	6	
5,000 - 9,999	39	57	4	$\chi^2 = 46.22^*$	44	53	3	$\chi^2 = 35.57^*$
10,000 and up	28	67	5	(.000)	30	68	3	(.000)
Region		(n = 1275)				(n = 1274)		
Panhandle	35	58	7		38	57	5	
North Central	31	61	7		40	55	5	
South Central	26	68	7		31	65	4	
Northeast	33	56	11	$\chi^2 = 21.43^*$	32	63	5	$\chi^2 = 11.29$
Southeast	35	53	12	(.006)	32	60	8	(.186)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1224)				(n = 1222)		
Under \$20,000	49	43	8		53	39	8	
\$20,000 - \$39,999	39	53	8		39	57	4	
\$40,000 - \$59,999	34	56	10	$\chi^2 = 35.04^*$	35	59	5	$\chi^2 = 30.77^*$
\$60,000 and over	24	68	8	(.000)	27	68	5	(.000)
<i>Age</i>		(n = 1280)				(n = 1276)		
19 - 29	19	71	10		14	82	4	
30 - 39	22	67	10		24	71	5	
40 - 49	24	67	10		20	73	7	
50 - 64	37	55	8	$\chi^2 = 88.07^*$	47	49	5	$\chi^2 = 198.1^*$
65 and older	53	41	7	(.000)	64	32	4	(.000)
<i>Gender</i>		(n = 1278)				(n = 1275)		
Male	28	64	8	$\chi^2 = 7.69^*$	32	62	6	$\chi^2 = 0.82$
Female	34	57	10	(.021)	35	61	5	(.665)
<i>Education</i>		(n = 1273)				(n = 1272)		
High school diploma or less	41	52	7		45	50	5	
Some college	32	60	8	$\chi^2 = 16.63^*$	36	59	6	$\chi^2 = 28.12^*$
Bachelors or grad degree	26	64	10	(.002)	26	69	5	(.000)
<i>Marital Status</i>		(n = 1258)				(n = 1254)		
Married	29	61	10		31	64	6	
Never married	30	63	7		33	65	3	
Divorced/separated	33	58	9	$\chi^2 = 25.32^*$	41	54	5	$\chi^2 = 41.36^*$
Widowed	59	38	3	(.000)	68	28	3	(.000)
<i>Occupation</i>		(n = 960)				(n = 962)		
Mgt, prof or education	23	71	6		22	74	4	
Sales or office support	26	60	14		34	58	8	
Constrn, inst or maint	30	58	12		38	59	3	
Prodn/trans/warehsing	39	56	5		39	56	5	
Agriculture	23	67	10		27	67	6	
Food serv/pers. care	31	67	2		31	69	0	
Hlthcare supp/safety	25	54	21	$\chi^2 = 45.36^*$	22	69	9	$\chi^2 = 35.87^*$
Other	40	52	8	(.000)	48	48	4	(.001)

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

** Percentages calculated only from respondents who subscribe to Internet service at home.

Appendix Table 6. Economic Impact of the Internet for Household by Community Size, Region and Individual Attributes

	<i>Saving money by price matching, finding bargains online, etc.</i>				<i>Working at home some of the time</i>					
	N/A	\$1 - \$99	\$100 - \$999	\$1,000 or more	Chi-square (sig.)	N/A	\$1 - \$99	\$100 - \$999	\$1,000 or more	Chi-square (sig.)
Total	40	24	29	7		80	6	8	7	
Community Size		(n = 1445)				(n = 1447)				
Less than 500	44	17	34	5		79	4	12	5	
500 - 999	43	30	24	4		80	7	4	10	
1,000 - 4,999	35	23	32	11		78	4	9	9	
5,000 - 9,999	44	26	21	10	$\chi^2 = 40.24^*$	90	1	6	4	$\chi^2 = 39.85^*$
10,000 and up	39	27	29	5	(.000)	76	9	8	7	(.000)
Region		(n = 1472)				(n = 1475)				
Panhandle	41	17	32	11		88	1	7	5	
North Central	37	22	30	11		75	4	12	9	
South Central	39	24	33	5		74	7	10	9	
Northeast	45	30	20	5	$\chi^2 = 40.26^*$	86	6	4	5	$\chi^2 = 42.34^*$
Southeast	37	25	32	7	(.000)	81	5	6	8	(.000)
Individual Attributes:										
Household Income Level		(n = 1404)				(n = 1408)				
Under \$20,000	67	16	9	8		96	1	2	1	
\$20,000 - \$39,999	48	29	19	5		92	3	3	2	
\$40,000 - \$59,999	42	27	26	6	$\chi^2 = 112.45^*$	78	8	8	6	$\chi^2 = 74.73^*$
\$60,000 and over	29	25	40	7	(.000)	72	7	11	10	(.000)
Age		(n = 1477)				(n = 1479)				
19 - 29	26	38	28	8		74	10	10	6	
30 - 39	27	30	34	9		72	7	10	12	
40 - 49	27	26	40	7		74	5	11	10	
50 - 64	43	19	31	7	$\chi^2 = 191.25^*$	80	5	8	7	$\chi^2 = 71.33^*$
65 and older	68	15	14	3	(.000)	94	2	2	3	(.000)
Gender		(n = 1472)				(n = 1476)				
Male	40	21	30	8	$\chi^2 = 10.30^*$	78	6	9	8	$\chi^2 = 2.53$
Female	39	27	28	5	(.016)	81	5	7	7	(.470)
Education		(n = 1468)				(n = 1472)				
High school diploma or less	61	18	18	2		93	3	1	3	
Some college	38	27	28	8	$\chi^2 = 82.56^*$	81	5	6	8	$\chi^2 = 72.22^*$
Bachelors or grad degree	31	25	36	8	(.000)	71	7	14	9	(.000)
Marital Status		(n = 1444)				(n = 1447)				
Married	36	23	35	6		76	6	10	8	
Never married	34	43	15	9		91	1	3	5	
Divorced/separated	52	20	22	6	$\chi^2 = 118.84^*$	83	5	6	6	$\chi^2 = 40.00^*$
Widowed	75	18	7	1	(.000)	94	4	1	1	(.000)
Occupation		(n = 1053)				(n = 1055)				
Mgt, prof or education	29	32	31	9		65	11	13	11	
Sales or office support	25	29	31	15		63	5	8	23	
Constrn, inst or maint	38	21	36	5		88	1	6	5	
Prodn/trans/warehsing	44	20	33	4		89	8	1	2	
Agriculture	27	20	40	12		72	4	16	8	
Food serv/pers. care	29	44	27	0		88	3	7	2	
Hlthcare supp/safety	38	23	32	8	$\chi^2 = 55.04^*$	82	5	10	4	$\chi^2 = 96.83^*$
Other	39	13	48	0	(.000)	84	7	7	3	(.000)

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

Appendix Table 6 continued

	<i>Working entirely or primarily at home</i>				<i>Chi-square (sig.)</i>	<i>Running and growing a home-based business</i>				<i>Chi-square (sig.)</i>
	<i>N/A</i>	<i>\$1 - \$99</i>	<i>\$100 - \$999</i>	<i>\$1,000 or more</i>		<i>N/A</i>	<i>\$1 - \$99</i>	<i>\$100 - \$999</i>	<i>\$1,000 or more</i>	
	<i>Percentages</i>									
Total	92	1	2	5		89	2	4	4	
Community Size		(n = 1442)				(n = 1442)				
Less than 500	92	2	1	4		88	3	5	5	
500 - 999	88	2	3	8		83	3	10	4	
1,000 - 4,999	91	1	2	6		86	3	3	7	
5,000 - 9,999	94	1	1	4	$\chi^2 = 11.79$	94	1	1	4	$\chi^2 = 47.19^*$
10,000 and up	94	1	1	5	(.463)	93	2	4	1	(.000)
Region		(n = 1471)				(n = 1469)				
Panhandle	95	0	2	3		89	4	4	4	
North Central	90	2	3	5		87	1	5	7	
South Central	90	2	1	7		87	3	5	5	
Northeast	94	1	2	3	$\chi^2 = 22.49^*$	95	1	3	2	$\chi^2 = 26.89^*$
Southeast	93	0.4	1	6	(.032)	88	4	5	3	(.008)
Individual Attributes:										
Household Income Level		(n = 1400)				(n = 1403)				
Under \$20,000	97	1	2	1		95	2	3	0	
\$20,000 - \$39,999	98	0.4	0.4	2		91	3	3	3	
\$40,000 - \$59,999	92	2	3	4	$\chi^2 = 25.70^*$	88	2	4	6	$\chi^2 = 15.44$
\$60,000 and over	90	1	2	7	(.002)	88	2	6	4	(.080)
Age		(n = 1474)				(n = 1475)				
19 - 29	94	2	0	4		80	4	12	4	
30 - 39	89	1	2	8		90	2	5	4	
40 - 49	90	1	3	7		88	4	2	6	
50 - 64	91	2	2	6	$\chi^2 = 26.06^*$	88	1	4	7	$\chi^2 = 78.33^*$
65 and older	97	1	1	2	(.011)	97	1	1	1	(.000)
Gender		(n = 1470)				(n = 1470)				
Male	92	2	2	5	$\chi^2 = 4.56$	87	3	6	5	$\chi^2 = 9.16^*$
Female	92	1	1	6	(.207)	91	2	3	3	(.027)
Education		(n = 1467)				(n = 1468)				
High school diploma or less	96	1	0.3	3		94	2	2	2	
Some college	93	1	2	5	$\chi^2 = 16.39^*$	90	2	5	5	$\chi^2 = 16.23^*$
Bachelors or grad degree	89	2	2	7	(.012)	86	3	5	5	(.013)
Marital Status		(n = 1443)				(n = 1443)				
Married	91	1	1	6		89	2	5	4	
Never married	98	0	1	1		93	1	2	4	
Divorced/separated	91	2	3	4	$\chi^2 = 20.63^*$	91	3	2	4	$\chi^2 = 13.05$
Widowed	96	2	1	1	(.014)	96	2	1	1	(.161)
Occupation		(n = 1051)				(n = 1052)				
Mgt, prof or education	90	1	2	7		86	1	7	5	
Sales or office support	81	1	2	16		87	0	4	9	
Constrn, inst or maint	97	1	1	1		82	12	2	4	
Prodn/trans/warehsing	95	1	1	3		95	1	1	3	
Agriculture	88	3	3	5		79	5	9	7	
Food serv/pers. care	93	0	2	5		98	0	2	0	
Hlthcare supp/safety	96	0	1	3	$\chi^2 = 44.65^*$	90	2	8	1	$\chi^2 = 78.82^*$
Other	97	0	0	3	(.002)	84	13	0	3	(.000)

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

Appendix Table 6 continued

	<i>Making the family farm more efficient and/or profitable</i>				<i>Chi-square (sig.)</i>	<i>Generating income by freelance work or a side job</i>				<i>Chi-square (sig.)</i>
	<i>N/A</i>	<i>\$1 - \$99</i>	<i>\$100 - \$999</i>	<i>\$1,000 or more</i>		<i>N/A</i>	<i>\$1 - \$99</i>	<i>\$100 - \$999</i>	<i>\$1,000 or more</i>	
	<i>Percentages</i>									
Total	86	4	5	6		89	4	4	3	
Community Size		(n = 1447)				(n = 1443)				
Less than 500	76	6	6	12		93	3	3	1	
500 - 999	80	4	10	7		87	5	7	1	
1,000 - 4,999	83	5	5	8		85	4	5	6	
5,000 - 9,999	90	2	3	4	$\chi^2 = 85.62^*$	92	3	2	3	$\chi^2 = 33.81^*$
10,000 and up	96	1	2	1	(.000)	92	3	2	3	(.001)
Region		(n = 1473)				(n = 1474)				
Panhandle	91	1	2	6		94	2	1	4	
North Central	77	4	9	10		89	2	4	5	
South Central	87	3	4	6		86	3	5	6	
Northeast	92	2	3	3	$\chi^2 = 47.67^*$	94	4	1	1	$\chi^2 = 52.45^*$
Southeast	82	7	6	4	(.000)	84	6	9	1	(.000)
Individual Attributes:										
Household Income Level		(n = 1407)				(n = 1406)				
Under \$20,000	89	4	5	2		97	1	2	1	
\$20,000 - \$39,999	92	2	3	3		92	4	3	1	
\$40,000 - \$59,999	84	4	6	7	$\chi^2 = 14.98$	84	4	6	6	$\chi^2 = 22.73^*$
\$60,000 and over	85	4	5	7	(.091)	88	4	5	3	(.007)
Age		(n = 1477)				(n = 1479)				
19 - 29	84	8	2	6		78	6	10	6	
30 - 39	83	3	5	9		88	7	2	3	
40 - 49	84	4	8	4		87	4	5	4	
50 - 64	85	2	6	7	$\chi^2 = 51.04^*$	91	2	4	3	$\chi^2 = 74.70^*$
65 and older	94	2	2	2	(.000)	97	1	1	1	(.000)
Gender		(n = 1473)				(n = 1474)				
Male	84	4	5	8	$\chi^2 = 10.12^*$	89	3	4	4	$\chi^2 = 0.61$
Female	88	3	5	4	(.018)	89	4	4	3	(.893)
Education		(n = 1470)				(n = 1471)				
High school diploma or less	93	2	3	2		98	1	1	0.3	
Some college	85	3	5	7	$\chi^2 = 14.85^*$	89	3	5	3	$\chi^2 = 42.38^*$
Bachelors or grad degree	85	4	5	6	(.021)	84	6	5	5	(.000)
Marital Status		(n = 1444)				(n = 1445)				
Married	85	4	6	6		88	4	5	3	
Never married	89	0	3	8		90	5	1	4	
Divorced/separated	91	3	3	3	$\chi^2 = 21.73^*$	91	2	5	3	$\chi^2 = 14.58$
Widowed	95	2	2	1	(.010)	97	1	1	1	(.103)
Occupation		(n = 1053)				(n = 1054)				
Mgt, prof or education	91	2	2	5		85	3	6	7	
Sales or office support	86	5	6	3		84	4	5	7	
Constrn, inst or maint	84	8	5	4		81	11	7	1	
Prodn/trans/warehsing	93	1	5	1		93	4	0	3	
Agriculture	47	11	18	24		87	3	7	2	
Food serv/pers. care	100	0	0	0		88	9	3	0	
Hlthcare supp/safety	88	5	5	2	$\chi^2 = 204.59^*$	87	6	6	1	$\chi^2 = 36.14^*$
Other	91	3	6	0	(.000)	88	6	3	3	(.021)

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

Appendix Table 6 continued

	<i>Generating income by regularly selling through Etsy, Amazon, e-Bay, etc.</i>				<i>Chi-square (sig.)</i>	<i>Generating income by occasionally buying, selling or trading items online</i>				<i>Chi-square (sig.)</i>
	<i>N/A</i>	<i>\$1 - \$99</i>	<i>\$100 - \$999</i>	<i>\$1,000 or more</i>		<i>N/A</i>	<i>\$1 - \$99</i>	<i>\$100 - \$999</i>	<i>\$1,000 or more</i>	
	<i>Percentages</i>									
Total	87	6	6	2		68	17	12	3	
Community Size		(n = 1448)				(n = 1447)				
Less than 500	86	5	7	2		71	15	11	3	
500 - 999	87	7	4	2		72	16	12	1	
1,000 - 4,999	83	7	7	3		64	16	15	5	
5,000 - 9,999	94	2	3	1	$\chi^2 = 18.11$	72	19	6	4	$\chi^2 = 28.49^*$
10,000 and up	88	5	6	1	(.112)	67	19	14	1	(.005)
Region		(n = 1475)				(n = 1475)				
Panhandle	88	3	8	1		71	12	14	3	
North Central	86	6	4	5		65	12	15	8	
South Central	83	8	6	3		66	18	15	2	
Northeast	95	3	2	1	$\chi^2 = 44.73^*$	74	17	8	1	$\chi^2 = 46.70^*$
Southeast	81	7	9	4	(.000)	65	21	12	2	(.000)
Individual Attributes:										
Household Income Level		(n = 1405)				(n = 1405)				
Under \$20,000	89	9	2	0		80	17	3	0	
\$20,000 - \$39,999	84	8	6	2		72	16	11	1	
\$40,000 - \$59,999	83	4	7	7	$\chi^2 = 36.54^*$	69	15	11	4	$\chi^2 = 36.29^*$
\$60,000 and over	88	5	6	1	(.000)	62	19	16	3	(.000)
Age		(n = 1479)				(n = 1479)				
19 - 29	74	8	12	6		56	24	18	2	
30 - 39	86	5	7	3		58	24	15	3	
40 - 49	82	10	7	1		57	21	18	4	
50 - 64	91	3	4	2	$\chi^2 = 86.19^*$	74	12	10	4	$\chi^2 = 122.48^*$
65 and older	95	2	2	1	(.000)	88	7	3	1	(.000)
Gender		(n = 1475)				(n = 1474)				
Male	86	6	5	3	$\chi^2 = 3.56$	69	16	11	4	$\chi^2 = 7.22$
Female	87	5	6	2	(.313)	68	17	13	2	(.065)
Education		(n = 1474)				(n = 1472)				
High school diploma or less	96	2	2	1		81	10	8	1	
Some college	86	4	7	4	$\chi^2 = 41.55^*$	68	16	12	4	$\chi^2 = 41.57^*$
Bachelors or grad degree	83	9	7	2	(.000)	61	21	15	3	(.000)
Marital Status		(n = 1446)				(n = 1445)				
Married	87	5	5	2		66	18	13	3	
Never married	87	3	5	4		68	19	7	5	
Divorced/separated	83	7	8	2	$\chi^2 = 14.00$	73	14	11	2	$\chi^2 = 29.91^*$
Widowed	95	3	2	0	(.122)	87	4	8	1	(.000)
Occupation		(n = 1053)				(n = 1053)				
Mgt, prof or education	81	8	8	3		60	25	11	4	
Sales or office support	83	3	9	6		57	16	23	4	
Constrn, inst or maint	92	1	7	0		57	29	14	0	
Prodn/trans/warehsing	90	5	3	1		71	20	5	3	
Agriculture	75	14	6	5		60	15	21	4	
Food serv/pers. care	100	0	0	0		71	17	12	0	
Hlthcare supp/safety	83	5	12	0	$\chi^2 = 59.87^*$	63	15	18	4	$\chi^2 = 44.69^*$
Other	84	7	7	3	(.000)	75	16	9	0	(.002)

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

Appendix Table 6 continued

Generating income through rentals through Airbnb, VRBO, etc.					
	<i>N/A</i>	<i>\$1 - \$99</i>	<i>\$100 - \$999</i>	<i>\$1,000 or more</i>	<i>Chi-square (sig.)</i>
Total	97	1	2	1	
Community Size		(n = 1442)			
Less than 500	98	0	1	1	
500 - 999	95	1	3	1	
1,000 - 4,999	97	0.3	3	1	
5,000 - 9,999	96	2	2	1	$\chi^2 = 17.83$
10,000 and up	98	1	0.2	0.4	(.121)
Region		(n = 1471)			
Panhandle	95	2	2	1	
North Central	96	1	3	1	
South Central	97	1	1	1	
Northeast	99	0	1	0	$\chi^2 = 17.85$
Southeast	97	0.4	2	0.4	(.120)
Individual Attributes:					
Household Income Level		(n = 1403)			
Under \$20,000	98	0	2	0	
\$20,000 - \$39,999	99	0.4	1	0.4	
\$40,000 - \$59,999	95	2	2	0.3	$\chi^2 = 13.45$
\$60,000 and over	97	1	1	1	(.143)
Age		(n = 1475)			
19 - 29	98	0	2	0	
30 - 39	96	0	2	2	
40 - 49	97	1	1	1	
50 - 64	96	1	2	1	$\chi^2 = 14.78$
65 and older	98	1	1	1	(.253)
Gender		(n = 1469)			
Male	96	1	2	1	$\chi^2 = 12.03^*$
Female	98	0.1	2	0.2	(.007)
Education		(n = 1467)			
High school diploma or less	99	1	1	0	
Some college	97	1	2	1	$\chi^2 = 5.79$
Bachelors or grad degree	97	1	2	1	(.448)
Marital Status		(n = 1444)			
Married	97	0.4	2	1	
Never married	98	0	1	1	
Divorced/separated	95	3	1	1	$\chi^2 = 16.97^*$
Widowed	97	1	1	1	(.049)
Occupation		(n = 1054)			
Mgt, prof or education	97	1	1	2	
Sales or office support	99	1	0	0	
Constrn, inst or maint	98	1	1	0	
Prodn/trans/warehsing	98	1	1	0	
Agriculture	95	1	5	0	
Food serv/pers. care	100	0	0	0	
Hlthcare supp/safety	94	0	6	0	$\chi^2 = 41.89^*$
Other	100	0	0	0	(.004)

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

Appendix Table 7. Awareness of Nature-Based Activities for Tourists in Community by Community Size, Region and Individual Attributes

	<i>Biking</i>				<i>Horseback riding</i>			
	<i>Yes</i>	<i>No</i>	<i>Not sure</i>	<i>Significance</i>	<i>Yes</i>	<i>No</i>	<i>Not sure</i>	<i>Significance</i>
Total	57	29	14		30	46	25	
Community Size	(n = 1462)				(n = 1461)			
Less than 500	40	42	18		27	48	25	
500 - 999	43	46	11		24	58	18	
1,000 - 4,999	49	35	16		28	51	22	
5,000 - 9,999	59	25	16	$\chi^2 = 162.52^*$	34	38	28	$\chi^2 = 31.88^*$
10,000 and up	79	10	11	(.000)	33	38	29	(.000)
Region	(n = 1488)				(n = 1487)			
Panhandle	65	23	13		46	32	22	
North Central	56	32	12		46	32	22	
South Central	58	28	14		24	49	27	
Northeast	58	26	16	$\chi^2 = 17.39^*$	26	47	27	$\chi^2 = 83.36^*$
Southeast	48	37	15	(.026)	19	59	22	(.000)
Individual Attributes:	<i>Percentages</i>							
Household Income Level	(n = 1414)				(n = 1415)			
Under \$20,000	48	33	19		23	49	28	
\$20,000 - \$39,999	64	18	19		31	41	28	
\$40,000 - \$59,999	49	37	13	$\chi^2 = 39.34^*$	25	56	20	$\chi^2 = 21.71^*$
\$60,000 and over	61	29	11	(.000)	33	43	25	(.001)
Age	(n = 1492)				(n = 1491)			
19 - 29	55	32	14		29	51	20	
30 - 39	55	34	12		29	46	25	
40 - 49	63	23	14		37	41	23	
50 - 64	57	30	13	$\chi^2 = 12.89$	27	48	25	$\chi^2 = 18.42^*$
65 and older	56	27	17	(.116)	26	44	30	(.018)
Gender	(n = 1487)				(n = 1486)			
Male	57	27	16	$\chi^2 = 3.48$	31	44	25	$\chi^2 = 1.89$
Female	57	30	13	(.175)	28	47	25	(.389)
Education	(n = 1485)				(n = 1484)			
High school diploma or less	50	31	19		26	49	25	
Some college	53	32	15	$\chi^2 = 26.56^*$	28	48	25	$\chi^2 = 8.20$
Bachelors or grad degree	65	25	10	(.000)	33	42	25	(.085)
Marital Status	(n = 1459)				(n = 1458)			
Married	57	31	13		30	46	24	
Never married	64	19	18		34	39	27	
Divorced/separated	58	27	15	$\chi^2 = 15.33^*$	27	50	24	$\chi^2 = 8.00$
Widowed	48	32	20	(.018)	22	47	31	(.238)
Occupation	(n = 1065)				(n = 1067)			
Mgt, prof or education	62	29	9		29	47	24	
Sales or office support	60	29	11		29	49	21	
Constrn, inst or maint	54	31	14		28	43	29	
Prodn/trans/warehsing	56	19	25		30	43	27	
Agriculture	48	36	16		32	47	22	
Food serv/pers. care	70	15	15		43	33	24	
Hlthcare supp/safety	63	24	13	$\chi^2 = 33.59^*$	32	44	24	$\chi^2 = 13.33$
Other	47	31	22	(.002)	18	42	39	(.501)

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

Appendix Table 7 continued

	<i>Bird watching with a guide</i>				<i>Grassland tour or nature walk with a guide</i>			
	<i>Yes</i>	<i>No</i>	<i>Not sure</i>	<i>Significance</i>	<i>Yes</i>	<i>No</i>	<i>Not sure</i>	<i>Significance</i>
Total	25	48	27		22	48	30	
Community Size		(n = 1461)				(n = 1455)		
Less than 500	14	56	30		19	53	28	
500 - 999	19	57	24		14	61	26	
1,000 - 4,999	21	56	24		24	50	26	
5,000 - 9,999	22	44	34	$\chi^2 = 90.92^*$	25	46	29	$\chi^2 = 39.20^*$
10,000 and up	39	34	27	(.000)	27	38	36	(.000)
Region		(n = 1486)				(n = 1477)		
Panhandle	31	36	33		30	38	32	
North Central	24	47	29		21	47	33	
South Central	40	38	22		25	45	30	
Northeast	12	59	30	$\chi^2 = 126.84^*$	15	56	29	$\chi^2 = 26.93^*$
Southeast	12	59	29	(.000)	22	50	28	(.001)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1416)				(n = 1406)		
Under \$20,000	17	51	33		18	50	33	
\$20,000 - \$39,999	29	43	29		23	43	35	
\$40,000 - \$59,999	19	55	26	$\chi^2 = 17.79^*$	20	54	26	$\chi^2 = 12.63^*$
\$60,000 and over	28	46	26	(.007)	25	47	29	(.049)
<i>Age</i>		(n = 1490)				(n = 1483)		
19 - 29	24	51	26		18	49	33	
30 - 39	22	53	25		20	48	32	
40 - 49	24	45	31		24	44	32	
50 - 64	28	46	26	$\chi^2 = 7.98$	24	50	26	$\chi^2 = 9.36$
65 and older	25	46	29	(.436)	25	47	28	(.313)
<i>Gender</i>		(n = 1486)				(n = 1479)		
Male	27	47	27	$\chi^2 = 2.62$	25	47	29	$\chi^2 = 4.93$
Female	23	49	28	(.270)	20	49	31	(.085)
<i>Education</i>		(n = 1483)				(n = 1476)		
High school diploma or less	24	51	25		22	47	30	
Some college	21	48	31	$\chi^2 = 14.29^*$	17	48	34	$\chi^2 = 20.79^*$
Bachelors or grad degree	29	46	24	(.006)	27	48	25	(.000)
<i>Marital Status</i>		(n = 1456)				(n = 1451)		
Married	24	49	26		21	50	29	
Never married	28	43	29		28	40	32	
Divorced/separated	26	45	29	$\chi^2 = 5.75$	24	44	32	$\chi^2 = 9.25$
Widowed	22	43	35	(.452)	18	45	37	(.160)
<i>Occupation</i>		(n = 1068)				(n = 1061)		
Mgt, prof or education	27	50	23		23	52	25	
Sales or office support	27	47	26		27	51	22	
Constrn, inst or maint	22	48	30		20	51	29	
Prodn/trans/warehsing	34	41	25		28	36	37	
Agriculture	19	51	30		20	48	32	
Food serv/pers. care	25	37	38		23	38	38	
Hlthcare supp/safety	20	54	26	$\chi^2 = 18.29$	19	48	33	$\chi^2 = 21.59$
Other	18	55	27	(.194)	13	50	37	(.087)

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

Appendix Table 7 continued

	<i>Kayaking, canoeing, or other river activities</i>				<i>Helping with bird or game counts</i>			
	<i>Yes</i>	<i>No</i>	<i>Not sure</i>	<i>Significance</i>	<i>Yes</i>	<i>No</i>	<i>Not sure</i>	<i>Significance</i>
Total	49	35	17		23	42	35	
Community Size		(n = 1458)				(n = 1456)		
Less than 500	45	40	15		19	49	32	
500 - 999	49	39	13		22	52	26	
1,000 - 4,999	50	34	16		20	45	36	
5,000 - 9,999	29	48	24	$\chi^2 = 47.18^*$	27	38	35	$\chi^2 = 31.46^*$
10,000 and up	56	26	19	(.000)	28	34	38	(.000)
Region		(n = 1483)				(n = 1480)		
Panhandle	42	30	28		32	32	37	
North Central	75	18	7		27	40	33	
South Central	50	34	16		25	37	38	
Northeast	49	33	18	$\chi^2 = 135.59^*$	18	48	35	$\chi^2 = 39.04^*$
Southeast	26	56	19	(.000)	17	54	30	(.000)
Individual Attributes:								
Household Income Level		(n = 1413)				(n = 1412)		
Under \$20,000	29	38	33		16	45	39	
\$20,000 - \$39,999	52	30	18		26	39	35	
\$40,000 - \$59,999	44	44	12	$\chi^2 = 49.66^*$	21	50	29	$\chi^2 = 13.47^*$
\$60,000 and over	53	32	15	(.000)	24	40	36	(.036)
Age		(n = 1489)				(n = 1485)		
19 - 29	47	35	18		22	37	41	
30 - 39	48	42	10		13	50	37	
40 - 49	56	27	17		25	38	38	
50 - 64	49	34	17	$\chi^2 = 28.19^*$	26	45	30	$\chi^2 = 27.67^*$
65 and older	42	36	22	(.000)	25	43	32	(.001)
Gender		(n = 1484)				(n = 1481)		
Male	50	33	18	$\chi^2 = 1.95$	25	43	33	$\chi^2 = 4.64$
Female	48	36	17	(.377)	21	42	37	(.098)
Education		(n = 1481)				(n = 1480)		
High school diploma or less	43	38	20		19	50	31	
Some college	48	35	17	$\chi^2 = 7.88$	20	40	40	$\chi^2 = 25.28^*$
Bachelors or grad degree	52	32	16	(.096)	28	41	31	(.000)
Marital Status		(n = 1454)				(n = 1453)		
Married	50	36	15		23	43	34	
Never married	56	27	17		26	40	34	
Divorced/separated	46	29	25	$\chi^2 = 20.86^*$	23	43	34	$\chi^2 = 4.20$
Widowed	37	41	22	(.002)	16	44	40	(.650)
Occupation		(n = 1066)				(n = 1065)		
Mgt, prof or education	57	29	15		24	47	29	
Sales or office support	48	41	11		19	44	37	
Constrn, inst or maint	47	39	14		24	44	33	
Prodn/trans/warehsing	41	39	20		27	36	38	
Agriculture	49	33	18		27	43	30	
Food serv/pers. care	60	23	17		28	32	40	
Hlthcare supp/safety	47	38	15	$\chi^2 = 20.30$	18	39	43	$\chi^2 = 21.09$
Other	49	39	12	(.121)	13	44	44	(.099)

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

Appendix Table 7 continued

	<i>Wildlife watching with a guide</i>				<i>Volunteering at a conservation organization</i>			
	<i>Yes</i>	<i>No</i>	<i>Not sure</i>	<i>Significance</i>	<i>Yes</i>	<i>No</i>	<i>Not sure</i>	<i>Significance</i>
Total	21	47	32		28	40	32	
Community Size		(n = 1457)				(n = 1457)		
Less than 500	11	56	33		16	54	30	
500 - 999	18	58	24		26	48	27	
1,000 - 4,999	18	54	28		23	43	33	
5,000 - 9,999	23	45	33	$\chi^2 = 83.38^*$	30	39	32	$\chi^2 = 65.43^*$
10,000 and up	31	32	38	(.000)	38	28	34	(.000)
Region		(n = 1484)				(n = 1480)		
Panhandle	27	36	37		37	28	36	
North Central	20	47	33		24	43	33	
South Central	32	38	30		35	34	31	
Northeast	12	58	31	$\chi^2 = 85.58^*$	21	45	34	$\chi^2 = 51.45^*$
Southeast	11	56	33	(.000)	20	51	29	(.000)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1411)				(n = 1412)		
Under \$20,000	13	47	40		21	37	42	
\$20,000 - \$39,999	29	40	32		31	35	34	
\$40,000 - \$59,999	14	58	28	$\chi^2 = 34.99^*$	22	50	29	$\chi^2 = 26.52^*$
\$60,000 and over	24	45	32	(.000)	31	39	30	(.000)
<i>Age</i>		(n = 1489)				(n = 1486)		
19 - 29	27	41	32		33	37	30	
30 - 39	18	51	31		23	47	30	
40 - 49	24	42	34		29	35	36	
50 - 64	18	51	31	$\chi^2 = 16.55^*$	28	42	31	$\chi^2 = 13.85$
65 and older	20	48	32	(.035)	25	41	33	(.086)
<i>Gender</i>		(n = 1484)				(n = 1482)		
Male	22	46	32	$\chi^2 = 0.19$	30	40	31	$\chi^2 = 2.78$
Female	21	47	32	(.909)	26	41	33	(.249)
<i>Education</i>		(n = 1482)				(n = 1481)		
High school diploma or less	17	53	31		18	46	36	
Some college	20	46	34	$\chi^2 = 11.68^*$	27	40	33	$\chi^2 = 22.45^*$
Bachelors or grad degree	25	45	30	(.020)	33	38	29	(.000)
<i>Marital Status</i>		(n = 1455)				(n = 1453)		
Married	20	49	31		28	42	30	
Never married	37	36	27		33	29	38	
Divorced/separated	15	48	36	$\chi^2 = 29.82^*$	21	41	39	$\chi^2 = 16.56^*$
Widowed	15	48	37	(.000)	23	42	35	(.011)
<i>Occupation</i>		(n = 1069)				(n = 1064)		
Mgt, prof or education	26	46	28		29	42	29	
Sales or office support	21	42	37		26	45	30	
Constrn, inst or maint	12	52	36		27	48	25	
Prodn/trans/warehsing	34	36	30		33	30	37	
Agriculture	18	50	32		28	41	32	
Food serv/pers. care	29	38	33		37	35	28	
Hlthcare supp/safety	21	50	28	$\chi^2 = 30.43^*$	28	39	34	$\chi^2 = 12.24$
Other	3	50	47	(.007)	18	42	39	(.587)

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

Appendix Table 7 continued

	<i>Hunting and fishing</i>				<i>Hiking/walking trails</i>			
	<i>Yes</i>	<i>No</i>	<i>Not sure</i>	<i>Significance</i>	<i>Yes</i>	<i>No</i>	<i>Not sure</i>	<i>Significance</i>
Total	81	10	9		67	22	10	
Community Size		(n = 1466)				(n = 1467)		
Less than 500	80	11	9		52	37	11	
500 - 999	77	12	11		53	33	14	
1,000 - 4,999	79	9	12		59	27	14	
5,000 - 9,999	79	13	8	$\chi^2 = 12.71$	77	14	9	$\chi^2 = 142.53^*$
10,000 and up	85	8	7	(.122)	86	9	6	(.000)
Region		(n = 1494)				(n = 1491)		
Panhandle	82	9	9		76	15	9	
North Central	86	9	5		61	30	9	
South Central	81	9	10		72	19	9	
Northeast	80	12	9	$\chi^2 = 15.17$	63	24	13	$\chi^2 = 21.88^*$
Southeast	76	10	14	(.056)	65	24	11	(.005)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1419)				(n = 1419)		
Under \$20,000	58	18	24		56	27	18	
\$20,000 - \$39,999	83	8	9		76	13	11	
\$40,000 - \$59,999	82	12	6	$\chi^2 = 60.48^*$	63	28	9	$\chi^2 = 33.25^*$
\$60,000 and over	85	8	7	(.000)	70	22	9	(.000)
<i>Age</i>		(n = 1496)				(n = 1497)		
19 - 29	78	6	16		63	22	16	
30 - 39	89	9	3		68	28	5	
40 - 49	84	10	7		72	18	10	
50 - 64	82	10	8	$\chi^2 = 41.55^*$	70	21	9	$\chi^2 = 27.58^*$
65 and older	74	14	13	(.000)	64	24	13	(.001)
<i>Gender</i>		(n = 1492)				(n = 1492)		
Male	84	8	9	$\chi^2 = 6.78^*$	69	20	11	$\chi^2 = 2.88$
Female	79	12	10	(.034)	66	24	10	(.237)
<i>Education</i>		(n = 1489)				(n = 1489)		
High school diploma or less	72	17	11		65	23	12	
Some college	81	10	9	$\chi^2 = 34.24^*$	66	24	10	$\chi^2 = 5.57$
Bachelors or grad degree	86	6	9	(.000)	71	20	10	(.234)
<i>Marital Status</i>		(n = 1463)				(n = 1466)		
Married	83	9	8		67	24	9	
Never married	83	7	9		73	15	12	
Divorced/separated	78	10	12	$\chi^2 = 15.73^*$	72	19	10	$\chi^2 = 13.24^*$
Widowed	68	17	15	(.015)	61	22	17	(.039)
<i>Occupation</i>		(n = 1068)				(n = 1070)		
Mgt, prof or education	86	8	6		70	23	8	
Sales or office support	83	8	9		76	18	6	
Constrn, inst or maint	87	5	9		72	16	12	
Prodn/trans/warehsing	84	10	7		75	16	10	
Agriculture	80	7	13		62	24	14	
Food serv/pers. care	85	13	2		83	15	2	
Hlthcare supp/safety	85	8	8	$\chi^2 = 14.54$	67	23	10	$\chi^2 = 22.33$
Other	84	6	9	(.410)	56	28	16	(.072)

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

Appendix Table 7 continued

	<i>Camping</i>			<i>Significance</i>
	<i>Yes</i>	<i>No</i>	<i>Not sure</i>	
Total	77	15	9	
Community Size		(n = 1466)		
Less than 500	68	24	9	
500 - 999	64	23	13	
1,000 - 4,999	77	13	10	
5,000 - 9,999	78	13	9	$\chi^2 = 60.33^*$
10,000 and up	87	9	5	(.000)
Region		(n = 1490)		
Panhandle	81	12	8	
North Central	84	12	4	
South Central	75	17	8	
Northeast	74	15	11	$\chi^2 = 16.58^*$
Southeast	74	15	11	(.035)
Individual Attributes:				
<i>Household Income Level</i>		(n = 1418)		
Under \$20,000	68	17	15	
\$20,000 - \$39,999	81	9	10	
\$40,000 - \$59,999	75	19	6	$\chi^2 = 23.22^*$
\$60,000 and over	79	15	7	(.001)
<i>Age</i>		(n = 1496)		
19 - 29	73	14	14	
30 - 39	80	16	4	
40 - 49	84	11	5	
50 - 64	76	16	8	$\chi^2 = 32.32^*$
65 and older	71	17	12	(.000)
<i>Gender</i>		(n = 1492)		
Male	78	14	9	$\chi^2 = 0.53$
Female	76	15	8	(.769)
<i>Education</i>		(n = 1489)		
High school diploma or less	73	19	9	
Some college	77	15	8	$\chi^2 = 5.23$
Bachelors or grad degree	79	13	8	(.265)
<i>Marital Status</i>		(n = 1461)		
Married	76	16	8	
Never married	83	8	9	
Divorced/separated	81	12	7	$\chi^2 = 12.31$
Widowed	70	17	13	(.055)
<i>Occupation</i>		(n = 1066)		
Mgt, prof or education	79	14	7	
Sales or office support	81	16	3	
Constrn, inst or maint	85	8	7	
Prodn/trans/warehsing	81	14	5	
Agriculture	66	20	14	
Food serv/pers. care	87	12	2	
Hlthcare supp/safety	79	12	9	$\chi^2 = 26.33^*$
Other	73	18	9	(.024)

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

Appendix Table 8. Perceived Impact of Federal Tax Bill by Community Size, Region and Individual Attributes

	<i>Your household's tax burden</i>				<i>Chi-square (sig.)</i>	<i>Lower income Americans' tax burden</i>				<i>Chi-square (sig.)</i>
	<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>		<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>	
Total	24	21	23	32		26	18	18	38	
Community Size	(n = 1444)					(n = 1437)				
Less than 500	25	21	20	34		25	20	14	41	
500 - 999	22	22	21	35		35	15	14	36	
1,000 - 4,999	25	21	21	33		24	19	15	42	
5,000 - 9,999	21	22	25	33	$\chi^2 = 8.47$	24	11	25	41	$\chi^2 = 36.45^*$
10,000 and up	25	21	26	28	(.748)	26	20	22	31	(.000)
Region	(n = 1475)					(n = 1468)				
Panhandle	26	22	23	29		20	23	21	36	
North Central	26	19	22	34		24	18	15	43	
South Central	22	17	27	34		24	16	22	38	
Northeast	22	27	18	33	$\chi^2 = 23.40^*$	32	18	14	37	$\chi^2 = 22.96^*$
Southeast	28	23	22	28	(.025)	30	18	16	36	(.028)
Individual Attributes:										
Household Income Level	(n = 1404)					(n = 1401)				
Under \$20,000	13	28	18	42		15	17	20	48	
\$20,000 - \$39,999	8	23	29	39		11	18	25	46	
\$40,000 - \$59,999	26	21	24	29	$\chi^2 = 74.66^*$	28	20	19	33	$\chi^2 = 76.18^*$
\$60,000 and over	32	20	21	28	(.000)	35	18	15	33	(.000)
Age	(n = 1477)					(n = 1469)				
19 - 29	28	20	16	36		28	18	16	38	
30 - 39	26	21	18	35		28	18	15	39	
40 - 49	26	16	27	31		27	15	19	39	
50 - 64	23	26	25	27	$\chi^2 = 30.42^*$	26	22	17	35	$\chi^2 = 13.07$
65 and older	19	23	24	34	(.002)	23	17	21	39	(.364)
Gender	(n = 1472)					(n = 1466)				
Male	31	25	24	21	$\chi^2 = 77.07^*$	33	23	18	26	$\chi^2 = 81.23^*$
Female	18	19	22	41	(.000)	21	14	18	48	(.000)
Education	(n = 1470)					(n = 1464)				
High school diploma or less	17	21	20	42		19	18	18	46	
Some college	23	20	24	33	$\chi^2 = 30.20^*$	26	15	18	41	$\chi^2 = 31.23^*$
Bachelors or grad degree	29	23	22	26	(.000)	31	21	18	30	(.000)
Marital Status	(n = 1443)					(n = 1436)				
Married	28	21	23	29		30	19	17	34	
Never married	9	23	21	47		10	18	17	55	
Divorced/separated	21	22	22	36	$\chi^2 = 47.93^*$	22	14	22	42	$\chi^2 = 59.02^*$
Widowed	10	21	26	44	(.000)	11	14	18	56	(.000)
Occupation	(n = 1045)					(n = 1040)				
Mgt, prof or education	30	20	20	31		33	17	17	33	
Sales or office support	22	20	31	26		28	23	21	29	
Constrn, inst or maint	28	28	17	28		21	20	16	43	
Prodn/trans/warehsing	16	22	32	31		24	16	22	38	
Agriculture	38	21	18	23		41	21	12	26	
Food serv/pers. care	9	12	28	51		7	14	19	60	
Hlthcare supp/safety	21	22	25	33	$\chi^2 = 52.53^*$	19	20	20	42	$\chi^2 = 53.91^*$
Other	22	19	19	41	(.000)	22	19	19	41	(.000)

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

Appendix Table 8 continued

	<i>Middle income Americans' tax burden</i>				<i>Chi-square (sig.)</i>	<i>Upper income Americans' tax burden</i>				<i>Chi-square (sig.)</i>
	<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>		<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>	
Total	25	16	24	35		35	13	14	38	
Community Size		(n = 1434)				(n = 1438)				
Less than 500	25	15	22	38		33	15	10	43	
500 - 999	26	14	25	35		33	13	17	38	
1,000 - 4,999	25	19	19	38		33	14	11	42	
5,000 - 9,999	26	13	26	35	$\chi^2 = 17.82$	34	11	15	41	$\chi^2 = 25.25^*$
10,000 and up	25	15	29	30	(.121)	40	12	17	31	(.014)
Region		(n = 1461)				(n = 1467)				
Panhandle	28	12	26	34		26	9	25	41	
North Central	24	19	19	39		34	14	11	41	
South Central	22	13	29	36		36	13	13	38	
Northeast	28	17	21	34	$\chi^2 = 20.37$	34	13	13	39	$\chi^2 = 28.44^*$
Southeast	27	18	24	32	(.060)	41	14	13	32	(.005)
Individual Attributes:										
Household Income Level		(n = 1395)				(n = 1396)				
Under \$20,000	16	18	21	45		30	13	7	50	
\$20,000 - \$39,999	12	15	31	43		26	17	9	48	
\$40,000 - \$59,999	30	13	26	31	$\chi^2 = 59.97^*$	38	16	10	36	$\chi^2 = 59.43^*$
\$60,000 and over	31	17	22	30	(.000)	39	11	19	32	(.000)
Age		(n = 1464)				(n = 1469)				
19 - 29	28	8	28	36		30	10	20	40	
30 - 39	28	19	15	38		33	13	13	41	
40 - 49	29	12	24	36		38	11	14	38	
50 - 64	23	22	24	31	$\chi^2 = 46.66^*$	36	17	12	35	$\chi^2 = 19.65$
65 and older	20	16	29	35	(.000)	36	13	13	38	(.074)
Gender		(n = 1461)				(n = 1465)				
Male	32	20	24	24	$\chi^2 = 86.77^*$	44	12	18	27	$\chi^2 = 79.89^*$
Female	19	12	25	45	(.000)	28	14	11	48	(.000)
Education		(n = 1458)				(n = 1461)				
High school diploma or less	17	16	22	45		24	14	14	48	
Some college	23	15	24	38	$\chi^2 = 40.20^*$	33	13	14	39	$\chi^2 = 34.59^*$
Bachelors or grad degree	32	15	27	27	(.000)	43	12	14	32	(.000)
Marital Status		(n = 1430)				(n = 1434)				
Married	29	17	24	30		37	13	16	34	
Never married	12	10	24	54		24	13	8	56	
Divorced/separated	21	17	22	41	$\chi^2 = 58.93^*$	31	15	12	42	$\chi^2 = 46.53^*$
Widowed	11	12	27	50	(.000)	26	9	10	55	(.000)
Occupation		(n = 1037)				(n = 1044)				
Mgt, prof or education	31	14	24	31		36	13	16	36	
Sales or office support	27	14	30	30		41	19	11	30	
Constrn, inst or maint	30	17	19	35		41	12	11	36	
Prodn/trans/warehsing	17	21	27	35		50	14	7	30	
Agriculture	36	20	19	25		40	13	14	33	
Food serv/pers. care	10	16	19	55		21	10	14	55	
Hlthcare supp/safety	19	11	30	40	$\chi^2 = 47.22^*$	33	8	18	41	$\chi^2 = 38.86^*$
Other	27	18	18	36	(.001)	28	25	6	41	(.010)

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

Appendix Table 8 continued

	<i>Economic output of the U.S.</i>				<i>Chi-square (sig.)</i>	<i>Economic output of Nebraska</i>				<i>Chi-square (sig.)</i>
	<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>		<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>	
	<i>Percentages</i>									
Total	12	19	26	44		13	21	21	45	
Community Size	(n = 1434)					(n = 1435)				
Less than 500	12	18	25	45		13	21	20	46	
500 - 999	6	23	25	47		7	22	23	48	
1,000 - 4,999	9	18	28	45		11	21	23	45	
5,000 - 9,999	13	13	24	51	$\chi^2 = 30.68^*$	11	18	19	52	$\chi^2 = 28.55^*$
10,000 and up	16	22	25	37	(.002)	19	23	21	38	(.005)
Region	(n = 1462)					(n = 1463)				
Panhandle	17	21	23	39		15	25	20	40	
North Central	9	18	23	51		10	22	18	50	
South Central	13	17	26	44		15	17	22	45	
Northeast	9	22	26	44	$\chi^2 = 16.40$	12	24	21	44	$\chi^2 = 15.57$
Southeast	12	19	28	41	(.174)	11	22	24	43	(.212)
Individual Attributes:										
<i>Household Income Level</i>	(n = 1394)					(n = 1398)				
Under \$20,000	16	12	20	52		13	18	17	52	
\$20,000 - \$39,999	12	21	14	53		12	24	11	54	
\$40,000 - \$59,999	13	20	27	40	$\chi^2 = 40.87^*$	14	21	23	43	$\chi^2 = 35.32^*$
\$60,000 and over	11	20	31	39	(.000)	13	22	26	39	(.000)
<i>Age</i>	(n = 1465)					(n = 1469)				
19 - 29	6	22	26	46		8	22	24	46	
30 - 39	9	15	27	49		10	18	20	52	
40 - 49	16	18	23	43		18	22	18	43	
50 - 64	13	21	28	39	$\chi^2 = 22.23^*$	13	24	24	39	$\chi^2 = 24.09^*$
65 and older	12	20	24	44	(.035)	13	20	22	45	(.020)
<i>Gender</i>	(n = 1460)					(n = 1463)				
Male	14	22	33	31	$\chi^2 = 82.61^*$	15	26	27	32	$\chi^2 = 80.91^*$
Female	10	17	19	54	(.000)	11	17	17	55	(.000)
<i>Education</i>	(n = 1460)					(n = 1462)				
High school diploma or less	10	16	18	56		11	19	14	57	
Some college	11	16	27	46	$\chi^2 = 41.13^*$	10	19	24	47	$\chi^2 = 48.30^*$
Bachelors or grad degree	13	24	28	35	(.000)	17	25	22	36	(.000)
<i>Marital Status</i>	(n = 1433)					(n = 1436)				
Married	11	21	29	40		13	22	24	41	
Never married	12	16	15	57		12	20	10	59	
Divorced/separated	17	17	19	47	$\chi^2 = 44.08^*$	15	24	15	46	$\chi^2 = 40.59^*$
Widowed	9	14	15	63	(.000)	11	13	13	62	(.000)
<i>Occupation</i>	(n = 1038)					(n = 1044)				
Mgt, prof or education	15	20	25	41		18	23	18	41	
Sales or office support	6	17	36	41		6	21	31	43	
Constrn, inst or maint	9	16	32	43		7	20	28	45	
Prodn/trans/warehsing	13	13	23	52		16	17	16	51	
Agriculture	3	25	40	33		5	28	35	33	
Food serv/pers. care	12	17	16	55		16	17	12	55	
Hlthcare supp/safety	16	19	18	47	$\chi^2 = 56.33^*$	16	21	16	47	$\chi^2 = 60.98^*$
Other	9	15	27	49	(.000)	9	19	22	50	(.000)

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

Appendix Table 8 continued

	<i>Economic output of your community</i>				<i>Chi-square (sig.)</i>	<i>The federal deficit</i>				<i>Chi-square (sig.)</i>
	<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>		<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>	
Total	13	26	17	45		7	11	43	39	
Community Size		(n = 1425)				(n = 1430)				
Less than 500	14	28	11	47		9	11	41	40	
500 - 999	8	27	16	49		7	13	39	41	
1,000 - 4,999	10	27	17	46		9	13	37	41	
5,000 - 9,999	11	20	16	53	$\chi^2 = 34.94^*$	5	8	44	43	$\chi^2 = 22.98^*$
10,000 and up	18	24	21	37	(.000)	6	11	50	34	(.028)
Region		(n = 1454)				(n = 1461)				
Panhandle	16	24	20	41		8	11	46	36	
North Central	13	27	10	50		8	10	43	39	
South Central	14	22	18	46		8	9	42	40	
Northeast	11	27	19	43	$\chi^2 = 16.61$	6	14	38	42	$\chi^2 = 12.69$
Southeast	11	29	15	46	(.165)	6	12	46	36	(.392)
Individual Attributes:										
Household Income Level		(n = 1387)				(n = 1394)				
Under \$20,000	14	22	9	56		7	10	38	46	
\$20,000 - \$39,999	10	28	10	52		3	10	40	47	
\$40,000 - \$59,999	17	24	18	42	$\chi^2 = 33.38^*$	7	11	40	42	$\chi^2 = 29.09^*$
\$60,000 and over	12	27	20	40	(.000)	9	12	46	32	(.001)
Age		(n = 1454)				(n = 1459)				
19 - 29	10	24	18	48		10	8	34	48	
30 - 39	9	22	17	53		5	11	35	49	
40 - 49	18	27	14	42		8	12	44	36	
50 - 64	14	29	18	40	$\chi^2 = 23.37^*$	6	15	46	33	$\chi^2 = 45.29^*$
65 and older	13	25	17	45	(.025)	8	9	50	33	(.000)
Gender		(n = 1452)				(n = 1458)				
Male	15	34	20	31	$\chi^2 = 94.75^*$	6	14	53	27	$\chi^2 = 89.10^*$
Female	11	19	14	56	(.000)	7	9	34	50	(.000)
Education		(n = 1451)				(n = 1455)				
High school diploma or less	11	22	12	55		9	9	35	47	
Some college	10	24	18	48	$\chi^2 = 39.75^*$	7	12	37	44	$\chi^2 = 42.95^*$
Bachelors or grad degree	17	29	18	36	(.000)	6	11	52	30	(.000)
Marital Status		(n = 1423)				(n = 1428)				
Married	13	28	18	42		8	12	44	36	
Never married	12	19	12	57		1	9	34	57	
Divorced/separated	15	24	14	47	$\chi^2 = 27.71^*$	6	10	43	41	$\chi^2 = 32.87^*$
Widowed	14	16	10	61	(.001)	7	7	39	46	(.000)
Occupation		(n = 1038)				(n = 1039)				
Mgt, prof or education	17	26	16	41		4	10	47	40	
Sales or office support	6	22	32	41		11	7	49	34	
Constrn, inst or maint	8	29	22	41		2	18	45	34	
Prodn/trans/warehsing	13	22	14	52		5	13	42	41	
Agriculture	10	43	12	35		12	19	45	24	
Food serv/pers. care	15	15	12	58		3	7	29	60	
Hlthcare supp/safety	18	16	15	51	$\chi^2 = 68.11^*$	6	6	41	47	$\chi^2 = 65.54^*$
Other	13	25	16	47	(.000)	9	19	31	41	(.000)

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

Appendix Table 8 continued

	<i>Charitable giving</i>				<i>Chi-square (sig.)</i>	<i>Number of people with health insurance</i>				<i>Chi-square (sig.)</i>
	<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>		<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>	
Total	23	27	11	40		28	23	10	39	
Community Size		(n = 1432)				(n = 1432)				
Less than 500	21	28	7	44		29	18	10	43	
500 - 999	16	31	9	44		21	29	9	41	
1,000 - 4,999	18	29	11	42		24	25	10	41	
5,000 - 9,999	26	24	10	41	$\chi^2 = 35.84^*$	29	19	7	45	$\chi^2 = 29.44^*$
10,000 and up	30	24	13	34	(.000)	35	24	10	32	(.003)
Region		(n = 1461)				(n = 1461)				
Panhandle	23	27	12	37		38	22	6	34	
North Central	24	24	9	44		25	25	8	43	
South Central	22	25	11	42		27	22	11	40	
Northeast	17	32	11	40	$\chi^2 = 17.99$	26	23	12	40	$\chi^2 = 16.33$
Southeast	29	25	10	36	(.116)	29	25	9	38	(.177)
Individual Attributes:										
Household Income Level		(n = 1395)				(n = 1396)				
Under \$20,000	22	23	7	47		30	16	10	45	
\$20,000 - \$39,999	18	28	5	49		27	22	7	44	
\$40,000 - \$59,999	23	25	14	39	$\chi^2 = 29.24^*$	27	23	13	37	$\chi^2 = 17.85^*$
\$60,000 and over	25	28	12	35	(.001)	30	26	9	35	(.037)
Age		(n = 1464)				(n = 1465)				
19 - 29	16	24	14	46		28	20	8	44	
30 - 39	21	22	11	46		24	17	9	50	
40 - 49	19	26	12	42		27	26	10	37	
50 - 64	26	32	8	34	$\chi^2 = 36.41^*$	32	26	9	33	$\chi^2 = 28.15^*$
65 and older	28	28	9	36	(.000)	29	24	12	36	(.005)
Gender		(n = 1459)				(n = 1459)				
Male	26	33	13	28	$\chi^2 = 71.29^*$	29	30	12	30	$\chi^2 = 59.80^*$
Female	20	22	8	50	(.000)	28	18	7	47	(.000)
Education		(n = 1457)				(n = 1458)				
High school diploma or less	17	25	11	48		21	19	12	48	
Some college	20	27	11	44	$\chi^2 = 30.30^*$	25	24	10	41	$\chi^2 = 38.48^*$
Bachelors or grad degree	29	28	11	33	(.000)	36	24	8	33	(.000)
Marital Status		(n = 1431)				(n = 1430)				
Married	23	29	12	36		30	25	10	36	
Never married	15	21	7	57		26	18	2	55	
Divorced/separated	24	24	5	47	$\chi^2 = 36.30^*$	25	22	9	44	$\chi^2 = 31.79^*$
Widowed	25	21	6	48	(.000)	28	14	10	48	(.000)
Occupation		(n = 1044)				(n = 1042)				
Mgt, prof or education	23	26	11	40		31	24	7	38	
Sales or office support	24	29	16	31		32	24	14	30	
Constrn, inst or maint	24	32	6	38		29	19	10	42	
Prodn/trans/warehsing	24	27	8	41		19	31	8	42	
Agriculture	16	36	12	36		25	28	17	31	
Food serv/pers. care	26	17	5	52		26	19	9	47	
Hlthcare supp/safety	29	18	6	47	$\chi^2 = 37.16^*$	34	16	3	47	$\chi^2 = 44.34^*$
Other	22	25	19	34	(.016)	27	30	12	30	(.002)

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

Appendix Table 8 continued

	<i>Services provided by government</i>				<i>Income gap between the upper and middle income groups</i>					
	<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>	<i>Chi-square (sig.)</i>	<i>Decrease</i>	<i>Stay the same</i>	<i>Increase</i>	<i>Don't know</i>	<i>Chi-square (sig.)</i>
Total	30	23	6	41		6	21	39	34	
Community Size		(n = 1426)				(n = 1362)				
Less than 500	24	17	11	48		4	22	34	40	
500 - 999	23	30	4	43		8	20	39	34	
1,000 - 4,999	29	26	5	40		7	24	30	38	
5,000 - 9,999	29	19	6	46	$\chi^2 = 47.90^*$	3	21	42	34	$\chi^2 = 38.68^*$
10,000 and up	38	22	6	33	(.000)	7	18	48	28	(.000)
Region		(n = 1454)				(n = 1389)				
Panhandle	39	21	5	35		3	23	40	34	
North Central	25	27	4	45		4	19	38	39	
South Central	31	24	6	39		8	19	38	35	
Northeast	29	21	5	45	$\chi^2 = 26.79^*$	6	21	38	34	$\chi^2 = 12.65$
Southeast	27	24	11	38	(.008)	6	23	40	31	(.395)
Individual Attributes:										
<i>Household Income Level</i>		(n = 1388)				(n = 1325)				
Under \$20,000	30	18	8	44		4	19	39	38	
\$20,000 - \$39,999	32	17	5	46		5	16	38	41	
\$40,000 - \$59,999	29	22	6	43	$\chi^2 = 19.52^*$	7	22	40	32	$\chi^2 = 12.92$
\$60,000 and over	30	27	7	36	(.021)	7	23	40	31	(.166)
<i>Age</i>		(n = 1458)				(n = 1388)				
19 - 29	28	18	6	48		7	23	32	38	
30 - 39	25	20	8	47		6	20	32	42	
40 - 49	33	21	4	43		5	20	39	37	
50 - 64	30	29	6	34	$\chi^2 = 29.85^*$	7	23	41	29	$\chi^2 = 26.37^*$
65 and older	32	24	8	36	(.003)	7	17	47	29	(.010)
<i>Gender</i>		(n = 1450)				(n = 1387)				
Male	30	30	9	31	$\chi^2 = 72.95^*$	7	25	47	22	$\chi^2 = 81.36^*$
Female	30	17	4	49	(.000)	6	18	32	45	(.000)
<i>Education</i>		(n = 1450)				(n = 1382)				
High school diploma or less	25	18	8	49		5	20	33	41	
Some college	26	25	6	43	$\chi^2 = 32.81^*$	6	20	38	36	$\chi^2 = 13.85^*$
Bachelors or grad degree	37	23	6	34	(.000)	6	22	42	29	(.031)
<i>Marital Status</i>		(n = 1424)				(n = 1358)				
Married	30	25	7	38		7	23	39	31	
Never married	26	15	5	55		2	17	33	49	
Divorced/separated	30	19	7	44	$\chi^2 = 22.80^*$	5	13	42	40	$\chi^2 = 32.15^*$
Widowed	30	16	5	50	(.007)	3	15	37	44	(.000)
<i>Occupation</i>		(n = 1036)				(n = 998)				
Mgt, prof or education	32	20	6	42		7	20	38	34	
Sales or office support	36	31	2	31		5	28	44	22	
Constrn, inst or maint	29	21	12	39		4	23	44	30	
Prodn/trans/warehsing	28	26	6	40		1	24	51	24	
Agriculture	16	37	12	35		2	26	40	32	
Food serv/pers. care	35	16	3	47		2	14	34	50	
Hlthcare supp/safety	35	14	2	48	$\chi^2 = 65.59^*$	7	10	39	45	$\chi^2 = 46.74^*$
Other	39	26	0	36	(.000)	10	26	32	32	(.001)

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

Appendix Table 9. Job and Career Field Changes by Community Size, Region and Individual Attributes

	<i>I have changed jobs in the past 10 years, but within the same career field.</i>				<i>I have changed jobs and career fields in the past 10 years.</i>			
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>
Total	42	30	28		43	29	29	
Community Size		(n = 1385)				(n = 1379)		
Less than 500	48	31	22		40	28	32	
500 - 999	38	34	28		44	23	34	
1,000 - 4,999	39	32	29		41	32	27	
5,000 - 9,999	36	38	27	$\chi^2 = 19.58^*$	32	40	28	$\chi^2 = 24.46^*$
10,000 and up	45	24	31	(.012)	48	25	27	(.002)
Region		(n = 1406)				(n = 1402)		
Panhandle	32	36	32		34	36	30	
North Central	37	31	32		46	31	23	
South Central	49	25	26		46	23	31	
Northeast	39	35	26	$\chi^2 = 23.78^*$	42	31	27	$\chi^2 = 18.35^*$
Southeast	43	28	30	(.002)	41	27	32	(.019)
Individual Attributes:								
Household Income Level		(n = 1351)				(n = 1344)		
Under \$20,000	24	63	13		21	57	23	
\$20,000 - \$39,999	41	33	26		28	26	46	
\$40,000 - \$59,999	44	32	24	$\chi^2 = 84.02^*$	42	29	29	$\chi^2 = 110.49^*$
\$60,000 and over	44	22	34	(.000)	53	23	25	(.000)
Age		(n = 1409)				(n = 1404)		
19 - 29	43	25	32		32	12	57	
30 - 39	46	11	43		48	15	37	
40 - 49	46	19	34		54	22	24	
50 - 64	44	31	25	$\chi^2 = 221.29^*$	50	31	19	$\chi^2 = 293.07^*$
65 and older	27	64	9	(.000)	27	61	12	(.000)
Gender		(n = 1405)				(n = 1401)		
Male	43	33	24	$\chi^2 = 11.20^*$	45	30	26	$\chi^2 = 5.72$
Female	40	28	32	(.004)	42	27	31	(.057)
Education		(n = 1403)				(n = 1399)		
High school diploma or less	39	46	15		39	40	21	
Some college	43	29	29	$\chi^2 = 48.27^*$	38	27	35	$\chi^2 = 39.14^*$
Bachelors or grad degree	41	25	34	(.000)	49	24	26	(.000)
Marital Status		(n = 1376)				(n = 1371)		
Married	43	27	30		46	27	27	
Never married	48	26	26		33	21	46	
Divorced/separated	39	36	25	$\chi^2 = 68.75^*$	46	27	27	$\chi^2 = 68.98^*$
Widowed	23	72	6	(.000)	25	63	11	(.000)
Occupation		(n = 1063)				(n = 1058)		
Mgt, prof or education	47	18	35		57	18	25	
Sales or office support	52	19	29		43	23	35	
Constrn, inst or maint	47	21	33		55	23	23	
Prodn/trans/warehsing	55	25	20		32	21	47	
Agriculture	48	32	20		41	25	34	
Food serv/pers. care	50	28	22		36	28	36	
Hlthcare supp/safety	38	16	46	$\chi^2 = 41.93^*$	51	13	36	$\chi^2 = 47.06^*$
Other	42	26	32	(.000)	29	32	39	(.000)

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

Appendix Table 9 continued

	<i>I expect to be in my same job 10 years from now or until retirement, whichever comes first.</i>				<i>I expect to change jobs within the next 10 years, but to something in the same career field.</i>			
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>
Total	21	22	57		49	35	16	
Community Size		(n = 1382)				(n = 1382)		
Less than 500	23	17	61		57	31	12	
500 - 999	19	23	58		50	40	10	
1,000 - 4,999	19	22	59		48	35	17	
5,000 - 9,999	18	29	53	$\chi^2 = 12.08$	46	35	19	$\chi^2 = 15.99^*$
10,000 and up	24	23	53	(.148)	45	36	19	(.042)
Region		(n = 1401)				(n = 1404)		
Panhandle	26	30	44		36	41	23	
North Central	18	20	62		49	36	15	
South Central	20	20	60		53	31	17	
Northeast	20	27	53	$\chi^2 = 28.05^*$	47	40	13	$\chi^2 = 21.00^*$
Southeast	21	15	64	(.000)	51	33	16	(.007)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1347)				(n = 1349)		
Under \$20,000	20	43	38		31	58	11	
\$20,000 - \$39,999	25	32	43		42	45	13	
\$40,000 - \$59,999	22	24	54	$\chi^2 = 80.82^*$	48	35	17	$\chi^2 = 50.84^*$
\$60,000 and over	19	14	66	(.000)	55	28	18	(.000)
<i>Age</i>		(n = 1409)				(n = 1408)		
19 - 29	29	16	55		49	28	24	
30 - 39	25	15	61		50	25	25	
40 - 49	24	16	60		48	32	19	
50 - 64	13	16	72	$\chi^2 = 191.36^*$	57	33	10	$\chi^2 = 116.61^*$
65 and older	16	51	33	(.000)	38	58	4	(.000)
<i>Gender</i>		(n = 1402)				(n = 1403)		
Male	20	22	58	$\chi^2 = 0.32$	51	36	13	$\chi^2 = 10.62^*$
Female	21	23	56	(.850)	47	34	19	(.005)
<i>Education</i>		(n = 1402)				(n = 1403)		
High school diploma or less	18	37	46		46	49	5	
Some college	18	21	61	$\chi^2 = 48.43^*$	48	39	14	$\chi^2 = 69.08^*$
Bachelors or grad degree	25	17	58	(.000)	51	26	23	(.000)
<i>Marital Status</i>		(n = 1376)				(n = 1373)		
Married	19	20	61		52	32	16	
Never married	24	30	46		37	42	20	
Divorced/separated	28	15	57	$\chi^2 = 66.70^*$	51	36	13	$\chi^2 = 43.65^*$
Widowed	15	56	29	(.000)	28	67	6	(.000)
<i>Occupation</i>		(n = 1062)				(n = 1063)		
Mgt, prof or education	29	15	57		53	24	23	
Sales or office support	29	7	64		46	28	26	
Constrn, inst or maint	16	13	72		63	28	9	
Prodn/trans/warehsing	13	23	65		61	35	4	
Agriculture	9	8	83		66	29	6	
Food serv/pers. care	25	20	54		52	31	17	
Hlthcare supp/safety	28	11	61	$\chi^2 = 57.22^*$	48	22	29	$\chi^2 = 63.53^*$
Other	19	19	63	(.000)	32	36	32	(.000)

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

Appendix Table 9 continued

	<i>I expect to switch careers within the next 10 years.</i>				<i>I am concerned about the long-term security or stability of my job or career field due to government policies (regulations, taxes, trade policy, etc.)</i>			
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>
	<i>Percentages</i>							
Total	55	32	14		34	35	31	
Community Size		(n = 1376)				(n = 1372)		
Less than 500	60	27	13		33	34	33	
500 - 999	60	30	10		42	34	25	
1,000 - 4,999	55	32	14		38	33	29	
5,000 - 9,999	50	40	10	$\chi^2 = 16.81^*$	29	38	33	$\chi^2 = 12.13$
10,000 and up	51	31	18	(.032)	31	37	32	(.146)
Region		(n = 1397)				(n = 1395)		
Panhandle	37	40	24		30	43	27	
North Central	53	30	17		30	35	36	
South Central	59	31	10		36	33	31	
Northeast	52	35	13	$\chi^2 = 43.29^*$	32	36	32	$\chi^2 = 15.50$
Southeast	64	24	11	(.000)	42	31	27	(.050)
Individual Attributes:								
<i>Household Income Level</i>		(n = 1346)				(n = 1338)		
Under \$20,000	28	60	12		16	52	32	
\$20,000 - \$39,999	38	43	19		28	47	25	
\$40,000 - \$59,999	50	32	18	$\chi^2 = 122.58^*$	35	38	27	$\chi^2 = 66.26^*$
\$60,000 and over	68	22	10	(.000)	41	25	34	(.000)
<i>Age</i>		(n = 1401)				(n = 1397)		
19 - 29	53	22	26		42	30	28	
30 - 39	66	22	12		48	18	34	
40 - 49	56	26	19		33	31	36	
50 - 64	61	30	9	$\chi^2 = 165.69^*$	32	34	35	$\chi^2 = 124.78^*$
65 and older	38	60	3	(.000)	20	61	19	(.000)
<i>Gender</i>		(n = 1397)				(n = 1393)		
Male	57	32	12	$\chi^2 = 2.55$	31	34	35	$\chi^2 = 10.02^*$
Female	54	32	15	(.280)	37	35	28	(.007)
<i>Education</i>		(n = 1397)				(n = 1392)		
High school diploma or less	43	45	12		28	48	24	
Some college	55	33	13	$\chi^2 = 34.93^*$	31	39	31	$\chi^2 = 50.76^*$
Bachelors or grad degree	61	24	15	(.000)	41	25	34	(.000)
<i>Marital Status</i>		(n = 1370)				(n = 1364)		
Married	60	27	12		36	33	32	
Never married	40	38	22		33	34	34	
Divorced/separated	50	33	17	$\chi^2 = 76.39^*$	36	37	27	$\chi^2 = 37.34^*$
Widowed	26	70	4	(.000)	15	68	17	(.000)
<i>Occupation</i>		(n = 1058)				(n = 1055)		
Mgt, prof or education	63	22	14		47	21	32	
Sales or office support	52	27	22		45	25	29	
Constrn, inst or maint	72	21	7		40	32	28	
Prodn/trans/warehsing	54	27	19		22	39	38	
Agriculture	68	28	5		33	27	40	
Food serv/pers. care	48	19	34		33	40	28	
Hlthcare supp/safety	66	18	16	$\chi^2 = 47.44^*$	39	28	34	$\chi^2 = 34.39^*$
Other	52	32	16	(.000)	38	31	31	(.002)

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

Appendix Table 9 continued

	<i>I am concerned about the long-term security or stability of my job or career field due to domestic market forces and changed consumer demands/preferences.</i>				<i>I am concerned about the long-term security or stability of my job or career field due to international competition and market forces.</i>			
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>
Total	39	37	24		42	41	18	
Community Size		(n = 1368)				(n = 1367)		
Less than 500	37	37	26		38	40	22	
500 - 999	44	36	20		44	38	18	
1,000 - 4,999	42	34	24		45	39	17	
5,000 - 9,999	26	43	31	$\chi^2 = 19.03^*$	33	39	29	$\chi^2 = 30.58^*$
10,000 and up	40	40	21	(.015)	44	44	11	(.000)
Region		(n = 1388)				(n = 1385)		
Panhandle	30	47	23		33	46	21	
North Central	34	38	28		38	42	20	
South Central	43	37	20		45	41	14	
Northeast	39	37	24	$\chi^2 = 18.36^*$	42	40	18	$\chi^2 = 12.85$
Southeast	42	32	26	(.019)	44	37	19	(.117)
Individual Attributes:								
Household Income Level		(n = 1334)				(n = 1334)		
Under \$20,000	16	52	32		16	55	29	
\$20,000 - \$39,999	36	45	20		38	49	13	
\$40,000 - \$59,999	36	42	23	$\chi^2 = 56.36^*$	40	45	16	$\chi^2 = 62.91^*$
\$60,000 and over	47	29	24	(.000)	50	32	18	(.000)
Age		(n = 1391)				(n = 1391)		
19 - 29	58	24	18		52	36	12	
30 - 39	50	24	26		57	29	14	
40 - 49	41	36	22		48	37	15	
50 - 64	32	38	31	$\chi^2 = 146.71^*$	35	39	26	$\chi^2 = 115.27^*$
65 and older	18	64	18	(.000)	20	62	18	(.000)
Gender		(n = 1387)				(n = 1386)		
Male	31	39	30	$\chi^2 = 39.97^*$	35	40	25	$\chi^2 = 44.95^*$
Female	46	36	18	(.000)	47	41	12	(.000)
Education		(n = 1387)				(n = 1384)		
High school diploma or less	28	51	21		27	56	16	
Some college	37	41	23	$\chi^2 = 47.18^*$	38	44	18	$\chi^2 = 60.91^*$
Bachelors or grad degree	47	28	25	(.000)	52	30	18	(.000)
Marital Status		(n = 1358)				(n = 1357)		
Married	41	36	24		44	39	17	
Never married	45	29	26		46	35	19	
Divorced/separated	32	45	23	$\chi^2 = 49.31^*$	34	44	21	$\chi^2 = 49.88^*$
Widowed	9	73	18	(.000)	8	78	15	(.000)
Occupation		(n = 1053)				(n = 1053)		
Mgt, prof or education	56	24	20		59	29	12	
Sales or office support	40	29	31		48	36	17	
Constrn, inst or maint	36	39	25		44	40	16	
Prodn/trans/warehsing	22	47	31		30	49	21	
Agriculture	32	25	44		28	27	45	
Food serv/pers. care	55	30	15		48	41	12	
Hlthcare supp/safety	51	30	20	$\chi^2 = 83.62^*$	56	34	11	$\chi^2 = 116.41^*$
Other	38	45	17	(.000)	41	48	10	(.000)

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

Appendix Table 9 continued.

<i>I am concerned about the long-term security or stability of my job or career field due to technology developments and innovation</i>				2 2
	<i>Disagree</i>	<i>Neither</i>	<i>Agree</i>	<i>Significance</i>
Total	38	39	23	
Community Size		(n = 1364)		
Less than 500	39	39	22	
500 - 999	33	35	31	
1,000 - 4,999	44	35	21	
5,000 - 9,999	31	40	30	$\chi^2 = 21.04^*$
10,000 and up	37	42	20	(.007)
Region		(n = 1387)		
Panhandle	31	46	23	
North Central	37	41	22	
South Central	42	36	22	
Northeast	34	42	24	$\chi^2 = 14.89$
Southeast	41	32	27	(.061)
Individual Attributes:				
<i>Household Income Level</i>		(n = 1334)		
Under \$20,000	18	51	31	
\$20,000 - \$39,999	35	49	16	
\$40,000 - \$59,999	40	43	17	$\chi^2 = 63.55^*$
\$60,000 and over	43	29	28	(.000)
<i>Age</i>		(n = 1390)		
19 - 29	50	28	22	
30 - 39	45	31	25	
40 - 49	47	31	22	
50 - 64	33	40	28	$\chi^2 = 111.92^*$
65 and older	17	64	19	(.000)
<i>Gender</i>		(n = 1386)		
Male	32	38	30	$\chi^2 = 35.16^*$
Female	43	39	18	(.000)
<i>Education</i>		(n = 1385)		
High school diploma or less	27	53	19	
Some college	36	40	24	$\chi^2 = 41.58^*$
Bachelors or grad degree	45	31	24	(.000)
<i>Marital Status</i>		(n = 1355)		
Married	40	37	24	
Never married	39	37	24	
Divorced/separated	34	39	27	$\chi^2 = 43.78^*$
Widowed	6	75	19	(.000)
<i>Occupation</i>		(n = 1052)		
Mgt, prof or education	52	25	23	
Sales or office support	44	23	33	
Constrn, inst or maint	34	42	24	
Prodn/trans/warehsing	25	45	31	
Agriculture	33	34	33	
Food serv/pers. care	45	40	15	
Hlthcare supp/safety	48	36	16	$\chi^2 = 57.40^*$
Other	38	45	17	(.000)

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

Appendix Table 10. Responsibility for Workforce Training by Community Size, Region and Individual Attributes

	<i>Individuals themselves</i>				<i>Chi-square (sig.)</i>	<i>The federal government</i>				<i>Chi-square (sig.)</i>
	<i>None</i>	<i>A little</i>	<i>Some</i>	<i>A lot</i>		<i>None</i>	<i>A little</i>	<i>Some</i>	<i>A lot</i>	
Total	1	5	20	75		18	32	37	13	
Community Size		(n = 1444)				(n = 1438)				
Less than 500	2	3	18	78		26	29	32	13	
500 - 999	1	3	23	74		16	40	29	15	
1,000 - 4,999	1	6	18	75		16	33	43	8	
5,000 - 9,999	1	6	15	79	$\chi^2 = 15.85$	20	26	39	16	$\chi^2 = 37.17^*$
10,000 and up	1	5	23	71	(.198)	15	32	39	14	(.000)
Region		(n = 1442)				(n = 1437)				
Panhandle	1	4	12	83		13	29	44	14	
North Central	1	3	13	83		23	36	36	5	
South Central	1	4	23	72		17	34	34	15	
Northeast	2	5	23	70	$\chi^2 = 24.94^*$	18	35	34	13	$\chi^2 = 31.42^*$
Southeast	0.4	5	21	74	(.015)	19	25	44	13	(.002)
Individual Attributes:										
Household Income Level		(n = 1381)				(n = 1377)				
Under \$20,000	2	5	28	65		12	22	46	20	
\$20,000 - \$39,999	0.4	7	28	66		10	27	43	20	
\$40,000 - \$59,999	2	3	20	76	$\chi^2 = 27.92^*$	16	31	39	14	$\chi^2 = 65.43^*$
\$60,000 and over	1	4	17	78	(.001)	22	37	34	8	(.000)
Age		(n = 1447)				(n = 1441)				
19 - 29	0	4	16	80		16	36	32	16	
30 - 39	0	4	16	81		19	36	37	8	
40 - 49	2	5	20	72		20	36	34	10	
50 - 64	1	4	22	73	$\chi^2 = 20.65$	17	29	40	14	$\chi^2 = 26.12^*$
65 and older	2	6	23	70	(.056)	16	26	43	15	(.010)
Gender		(n = 1442)				(n = 1437)				
Male	1	6	19	75	$\chi^2 = 3.47$	22	35	31	12	$\chi^2 = 28.08^*$
Female	1	4	21	75	(.324)	14	30	43	13	(.000)
Education		(n = 1439)				(n = 1434)				
High school diploma or less	1	7	30	62		16	24	40	21	
Some college	2	5	22	72	$\chi^2 = 53.80^*$	21	28	37	14	$\chi^2 = 56.63^*$
Bachelors or grad degree	0.2	3	13	84	(.000)	16	41	36	7	(.000)
Marital Status		(n = 1414)				(n = 1412)				
Married	1	5	17	77		19	36	35	10	
Never married	1	0	34	65		16	22	39	22	
Divorced/separated	1	9	22	68	$\chi^2 = 38.69^*$	14	32	38	16	$\chi^2 = 44.38^*$
Widowed	2	6	24	67	(.000)	12	19	48	22	(.000)
Occupation		(n = 1063)				(n = 1058)				
Mgt, prof or education	0.3	3	12	85		18	39	35	8	
Sales or office support	0	3	20	77		29	31	31	10	
Constrn, inst or maint	1	3	19	76		25	26	39	9	
Prodn/trans/warehsing	1	8	23	69		16	29	33	22	
Agriculture	1	4	18	76		23	34	40	3	
Food serv/pers. care	0	5	39	56		7	29	45	19	
Hlthcare supp/safety	1	5	16	77	$\chi^2 = 42.70^*$	6	40	37	16	$\chi^2 = 66.51^*$
Other	0	0	24	77	(.003)	20	34	34	11	(.000)

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

Appendix Table 10 continued

	<i>The state government</i>				<i>Chi-square (sig.)</i>	<i>Employers</i>				<i>Chi-square (sig.)</i>
	<i>None</i>	<i>A little</i>	<i>Some</i>	<i>A lot</i>		<i>None</i>	<i>A little</i>	<i>Some</i>	<i>A lot</i>	
	<i>Percentages</i>									
Total	11	26	46	18		4	11	46	40	
Community Size	(n = 1435)					(n = 1434)				
Less than 500	18	25	35	22		5	10	42	43	
500 - 999	10	31	41	19		3	7	45	46	
1,000 - 4,999	11	27	50	12		4	15	47	34	
5,000 - 9,999	6	31	40	23	$\chi^2 = 45.14^*$	3	8	50	40	$\chi^2 = 21.68^*$
10,000 and up	10	22	51	18	(.000)	3	10	47	40	(.041)
Region	(n = 1432)					(n = 1432)				
Panhandle	7	24	44	25		2	6	41	51	
North Central	12	32	44	12		4	13	47	36	
South Central	12	23	47	19		2	13	46	39	
Northeast	12	28	45	15	$\chi^2 = 20.91$	7	10	46	37	$\chi^2 = 29.88^*$
Southeast	10	26	46	19	(.052)	3	8	49	40	(.003)
Individual Attributes:										
Household Income Level	(n = 1376)					(n = 1373)				
Under \$20,000	5	21	53	22		6	5	50	39	
\$20,000 - \$39,999	7	22	47	24		1	12	40	47	
\$40,000 - \$59,999	10	26	44	21	$\chi^2 = 35.51^*$	4	10	51	35	$\chi^2 = 22.28^*$
\$60,000 and over	13	28	46	13	(.000)	4	11	46	39	(.008)
Age	(n = 1438)					(n = 1437)				
19 - 29	6	27	49	19		2	6	32	60	
30 - 39	11	26	50	14		2	12	42	45	
40 - 49	13	28	42	18		6	12	49	33	
50 - 64	13	26	42	19	$\chi^2 = 15.03$	4	11	50	35	$\chi^2 = 68.36^*$
65 and older	11	23	47	19	(.240)	4	11	54	32	(.000)
Gender	(n = 1433)					(n = 1431)				
Male	13	28	44	15	$\chi^2 = 10.43^*$	4	10	50	36	$\chi^2 = 8.82^*$
Female	9	24	47	20	(.015)	3	11	43	43	(.032)
Education	(n = 1431)					(n = 1431)				
High school diploma or less	12	22	43	23		4	14	45	37	
Some college	13	24	43	20	$\chi^2 = 29.30^*$	3	10	46	41	$\chi^2 = 6.35$
Bachelors or grad degree	8	29	50	12	(.000)	4	9	47	40	(.385)
Marital Status	(n = 1406)					(n = 1404)				
Married	12	27	45	15		4	10	48	38	
Never married	6	26	46	22		1	10	37	52	
Divorced/separated	11	23	45	22	$\chi^2 = 20.50^*$	5	15	44	37	$\chi^2 = 21.42^*$
Widowed	8	19	44	29	(.015)	4	6	55	35	(.011)
Occupation	(n = 1055)					(n = 1056)				
Mgt, prof or education	10	30	48	13		3	11	47	39	
Sales or office support	19	24	39	17		4	21	33	42	
Constrn, inst or maint	15	28	38	19		7	10	43	40	
Prodn/trans/warehsing	11	22	44	23		3	10	45	42	
Agriculture	16	23	54	7		2	5	48	46	
Food serv/pers. care	4	23	49	25		0	5	58	37	
Hlthcare supp/safety	4	27	44	26	$\chi^2 = 55.16^*$	3	4	45	48	$\chi^2 = 47.27^*$
Other	15	27	39	18	(.000)	3	9	68	21	(.001)

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

Appendix Table 10 continued

	<i>Primary (K – 12) education</i>				<i>Chi-square (sig.)</i>	<i>Community colleges</i>				<i>Chi-square (sig.)</i>
	<i>None</i>	<i>A little</i>	<i>Some</i>	<i>A lot</i>		<i>None</i>	<i>A little</i>	<i>Some</i>	<i>A lot</i>	
Total	4	9	38	50		2	7	37	55	
Community Size		(n = 1430)				(n = 1430)				
Less than 500	4	7	37	53		2	7	37	54	
500 - 999	6	9	38	48		3	7	37	54	
1,000 - 4,999	4	13	37	46		2	10	38	50	
5,000 - 9,999	3	8	37	53	$\chi^2 = 16.32$	1	6	33	60	$\chi^2 = 18.61$
10,000 and up	3	7	40	50	(.177)	1	4	36	59	(.099)
Region		(n = 1430)				(n = 1429)				
Panhandle	2	5	32	61		0	5	37	58	
North Central	2	10	39	49		2	7	38	53	
South Central	2	9	38	51		1	5	35	59	
Northeast	8	10	42	41	$\chi^2 = 39.09^*$	4	8	38	50	$\chi^2 = 21.43^*$
Southeast	3	10	36	51	(.000)	1	8	36	55	(.044)
Individual Attributes:										
Household Income Level		(n = 1372)				(n = 1372)				
Under \$20,000	6	11	32	51		4	15	27	54	
\$20,000 - \$39,999	3	10	38	49		2	4	42	53	
\$40,000 - \$59,999	4	10	31	54	$\chi^2 = 14.99$	3	9	28	60	$\chi^2 = 43.19^*$
\$60,000 and over	3	8	42	48	(.091)	1	5	40	54	(.000)
Age		(n = 1433)				(n = 1433)				
19 - 29	2	8	32	58		0	6	39	55	
30 - 39	2	2	44	52		2	5	36	58	
40 - 49	5	14	45	37		3	7	39	52	
50 - 64	5	9	37	49	$\chi^2 = 53.49^*$	2	7	39	52	$\chi^2 = 15.40$
65 and older	4	10	32	55	(.000)	2	7	30	60	(.220)
Gender		(n = 1430)				(n = 1429)				
Male	5	12	38	44	$\chi^2 = 28.76^*$	2	9	39	50	$\chi^2 = 23.96^*$
Female	2	6	37	54	(.000)	1	4	35	60	(.000)
Education		(n = 1427)				(n = 1429)				
High school diploma or less	4	14	33	49		3	11	37	49	
Some college	5	9	38	49	$\chi^2 = 22.07^*$	2	6	35	57	$\chi^2 = 18.24^*$
Bachelors or grad degree	2	7	41	51	(.001)	1	5	38	56	(.006)
Marital Status		(n = 1402)				(n = 1403)				
Married	4	9	37	51		2	6	34	58	
Never married	3	8	48	40		1	7	52	40	
Divorced/separated	4	11	43	42	$\chi^2 = 15.42$	3	9	42	46	$\chi^2 = 27.15^*$
Widowed	2	8	30	60	(.080)	2	7	28	62	(.001)
Occupation		(n = 1060)				(n = 1057)				
Mgt, prof or education	4	9	39	48		1	8	40	52	
Sales or office support	2	13	31	54		2	9	33	57	
Constrn, inst or maint	6	13	42	40		2	5	39	55	
Prodn/trans/warehsing	5	12	32	51		3	9	36	52	
Agriculture	3	4	48	45		2	3	45	50	
Food serv/pers. care	0	2	46	53		0	2	44	54	
Hlthcare supp/safety	3	6	35	56	$\chi^2 = 35.81^*$	0	3	31	66	$\chi^2 = 30.41$
Other	3	18	44	35	(.023)	0	3	44	53	(.084)

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

Appendix Table 10 continued

	<i>Colleges and universities (four-year and graduate programs)</i>				<i>Chi-square (sig.)</i>	<i>Local communities</i>				<i>Chi-square (sig.)</i>
	<i>None</i>	<i>A little</i>	<i>Some</i>	<i>A lot</i>		<i>None</i>	<i>A little</i>	<i>Some</i>	<i>A lot</i>	
Total	2	7	35	56		7	21	47	26	
Community Size		(n = 1432)				(n = 1430)				
Less than 500	3	8	34	56		10	24	43	23	
500 - 999	2	8	38	53		7	19	45	29	
1,000 - 4,999	3	8	37	52		7	23	46	23	
5,000 - 9,999	1	6	30	63	$\chi^2 = 16.94$	4	14	52	30	$\chi^2 = 18.71$
10,000 and up	2	4	36	58	(.152)	5	20	48	27	(.096)
Region		(n = 1434)				(n = 1428)				
Panhandle	1	5	30	64		2	18	47	33	
North Central	4	5	38	53		7	23	48	22	
South Central	1	6	36	57		7	18	47	28	
Northeast	4	9	39	48	$\chi^2 = 32.12^*$	10	24	43	23	$\chi^2 = 23.63^*$
Southeast	1	7	31	61	(.001)	6	21	49	24	(.023)
Individual Attributes:										
Household Income Level		(n = 1376)				(n = 1373)				
Under \$20,000	5	11	30	54		7	16	40	38	
\$20,000 - \$39,999	2	6	40	52		6	19	46	29	
\$40,000 - \$59,999	3	8	36	53	$\chi^2 = 19.68^*$	7	20	43	30	$\chi^2 = 19.87^*$
\$60,000 and over	2	5	35	59	(.020)	7	23	49	22	(.019)
Age		(n = 1434)				(n = 1437)				
19 - 29	0	6	30	64		2	24	38	36	
30 - 39	2	5	33	60		7	19	46	29	
40 - 49	3	7	37	53		10	21	50	20	
50 - 64	3	7	39	51	$\chi^2 = 18.47$	8	24	46	22	$\chi^2 = 43.09^*$
65 and older	3	8	35	54	(.102)	7	15	51	27	(.000)
Gender		(n = 1432)				(n = 1430)				
Male	3	9	39	48	$\chi^2 = 38.09^*$	9	24	46	22	$\chi^2 = 19.22^*$
Female	1	4	32	62	(.000)	6	17	48	30	(.000)
Education		(n = 1432)				(n = 1429)				
High school diploma or less	4	10	39	47		11	20	48	21	
Some college	3	5	37	55	$\chi^2 = 26.48^*$	7	18	47	28	$\chi^2 = 17.79^*$
Bachelors or grad degree	1	7	32	61	(.000)	5	24	46	26	(.007)
Marital Status		(n = 1407)				(n = 1403)				
Married	2	7	34	57		7	22	47	25	
Never married	2	4	45	49		10	16	48	27	
Divorced/separated	3	9	43	45	$\chi^2 = 17.20^*$	8	24	42	26	$\chi^2 = 10.77$
Widowed	1	7	32	60	(.046)	6	11	52	31	(.292)
Occupation		(n = 1059)				(n = 1058)				
Mgt, prof or education	2	7	36	55		6	23	45	26	
Sales or office support	2	11	30	57		10	27	38	25	
Constrn, inst or maint	2	5	39	55		7	25	53	15	
Prodn/trans/warehsing	4	7	46	44		5	24	46	25	
Agriculture	2	4	39	55		6	14	55	25	
Food serv/pers. care	0	2	40	59		2	8	58	32	
Hlthcare supp/safety	0	4	26	70	$\chi^2 = 34.44^*$	6	23	44	26	$\chi^2 = 30.08$
Other	0	3	41	56	(.032)	6	15	46	33	(.090)

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

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